# Usability Research:

Breathless Website Redesign

<u>Methodology:</u>

Performed usability testing with users by giving them scenarios and asking for feedback. The testing was done using the wireframe link and the two initial drafts of the creative concepts. 30-50 mins was spent with each user.

<u>Questions/scenarios:</u>

- Feedback about the redesign wires by asking them to interact with the site.
- Can they share? Will they be compelled enough to share?
- What they thought about seeing the initial draft of the concepts?
- Will they sign up?
- General flow of the site.

These are feedback given by users:

User 1:

1. I didn't know what idiopathic means. Likes how "IPF Acronym" stands out.
2. Back buttons in the act now sections weren't too clear.
3. Thinks older people needs to know how everything needs to be clickable.
4. Likes how everything is designed and likes the flow.
5. Doesn't know who is Bernie.

User 2:

1. Headers are not too clear
2. Both concepts tone feels like a charitable organization which is good but at the end it feels like they will ask me for donation.
3. They would like to see what they share before they share. They want to see a preview.
4. They would like to see more striking bold information before they share.

Recommended this site:  https://theoutline.com/


User 3:

1. They are used to seeing sign up at top nav where trying to find it below.
2. Likes how facts are up in front would share facts but nothing else.
3. They would like to see more of support or patient story
4. Commented that Concept 1 campaign does not even have IPF word in it seems vague how will I know if the site is about IPF if the first image is vague I might drop off.
5. Facts captured my attention. Likes how facts are done in concept 1.
6.  IPF acronym in Concept 1 didn't realize if they were clickable. acronym doesn't explain me what to do.