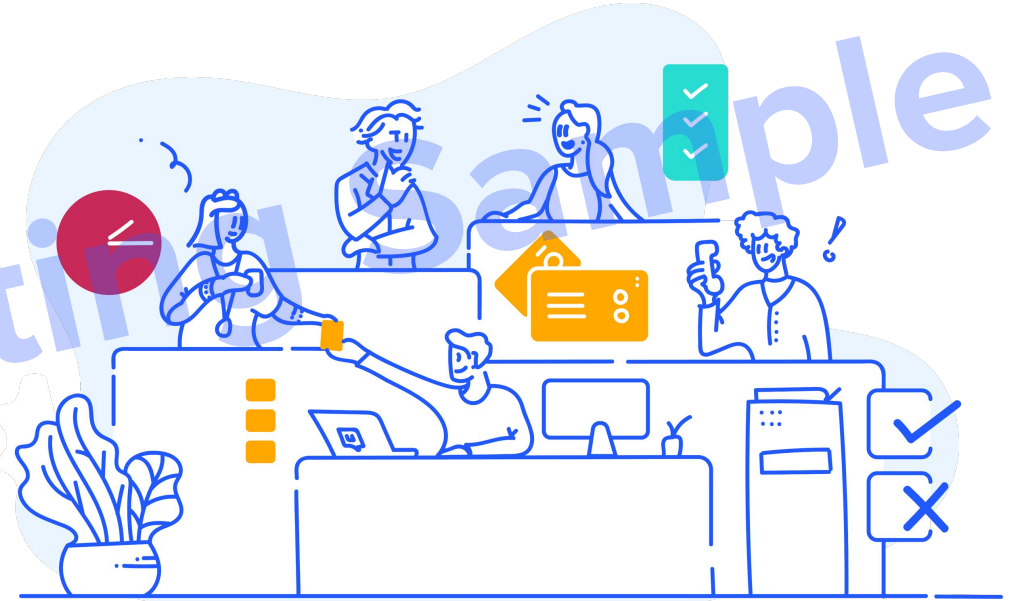


# Sample Early Stage Study



# Project Overview and Objectives

XYZ Company wanted to understand the most interesting user experience for consuming content on their website. We tested 3 prototypes with 40 participants 18-24 years of age. The goal was to gauge participant responses to these prototypes across a variety of criteria including:

## Research Questions

- What are the participant impressions of each prototype layout?
- What do they like or dislike about each of the layouts?
- Which is the preferred layout for consuming content on the XYZ website, and why?
- How, if at all, would participants change the layout options?



# User Demographics

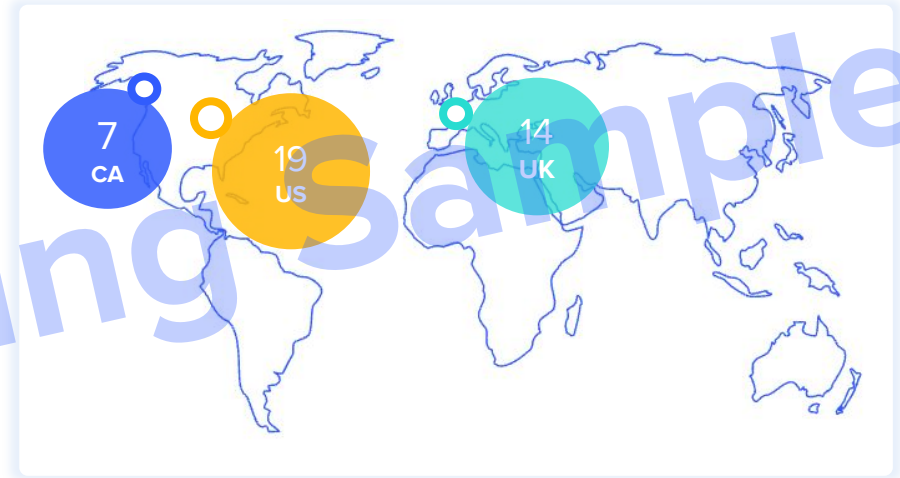
## Participants

**40**

Total participants

**18-24**

Age range



\*Canada, United States, and United Kingdom

# Prototype Experiences



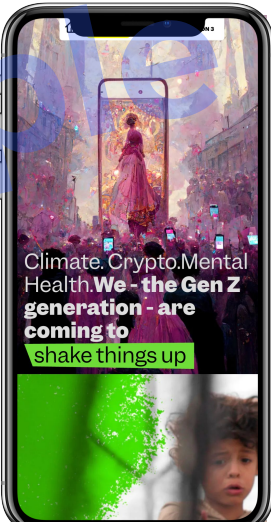
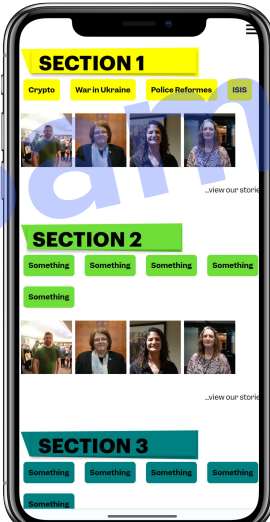
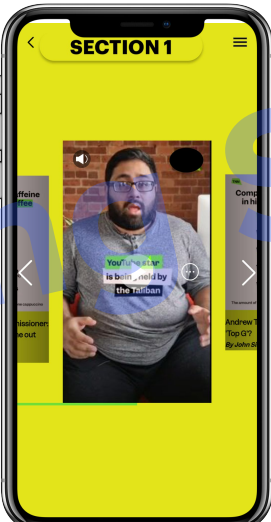
Option A:  
Vertical



Option B:  
Blocks



Option C:  
Bars



# Executive Summary

# Major Findings

1

**Context:** Participants wanted more clarity about the intent of each section from the landing page, which the subcategorization on Option C provided best.

2

**Color:** A colorful design was preferred over plain white or black backgrounds, but not quite as bright as the color palette of Option B.

3

**Navigation:** Participants preferred a full-page, vertical scrolling layout with an accessible navigation bar to review section content easily.

# Prototype Feedback Overview

	Option A	Option B	Option C
Visual Appeal	4.4 out of 7	4.7 out of 7	5.0 out of 7
Layout Clarity	4.5 out of 7	5.3 out of 7	5.2 out of 7
Navigation Ease	5.9 out of 7	6.0 out of 7	5.4 out of 7
What Stands Out	Creative layout	Clear separation of categories	Contextual subcategories and images
What It Conveys	<i>"It kind of reminds me of TikTok but more formal."</i>	<i>"I like that the rectangles split the content into three major sections."</i>	<i>"I just like how you know what you're gonna read about. I think that is very important for a news website."</i>
How It Feels	Simple, Trendy, Unorthodox	Bright, Vibrant, Sectioned	Descriptive, Engaging, Interesting
What To Change	The background color is dark and the homepage lacks context about content	The color palette is too bright and the homepage lacks context about content	The homepage aesthetic is plain and the image interactions are unclear

# Findings by Prototype



# Option A

## Vertical Layout

### Top Findings

- The layout of the landing page was considered simple.
- There wasn't enough detail on the main page to understand each category
- Some saw the black background and colored bubbles as trendy.
- A few appreciated the vertically scrolling content within sections.

### What It Conveys

A couple described it similarly to social media, specifically referencing short-form content or TikTok, while another described it as having a “gamer vibe.”

### Supporting Quote

*“I like that it's simple. I wish there was a little more detail to it just because it's hard to tell what it is.”* – Female, 23 years old, Canada

### Recommendation

**Provide additional information, such as the subcategories in Option C, on the landing page and full-screen images on the section content.**



# Option B

## Blocks Layout

### Top Findings

- The blocked layout made the three categories more distinct.
- There wasn't enough detail on the main page to understand each category.
- The color palette was too bright for some.
- Horizontally scrolling section content received mixed feedback.

### What It Conveys

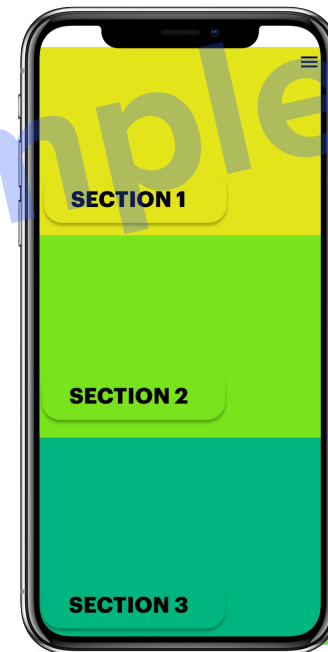
The color blocks created more distinction between categories and uniformity when moving into the content sections but lacked context to understand intent.

### Supporting Quote

*"It looks like litmus paper and honestly it feels like a science website."* – Male, 19 years old, United States

### Recommendation

**Incorporate more muted colors and subcategories on the landing page layout, as well as vertical scrolling for the section content.**



# Option C

## Bars Layout

Top Findings

- The subcategories provided helpful context for the content in each section.
- It was unclear what the images underneath the subcategories represented.
- Full-screen images in each section helped focus on each topic.
- The navigation bar at the top of section pages aided in navigation.

What It Conveys

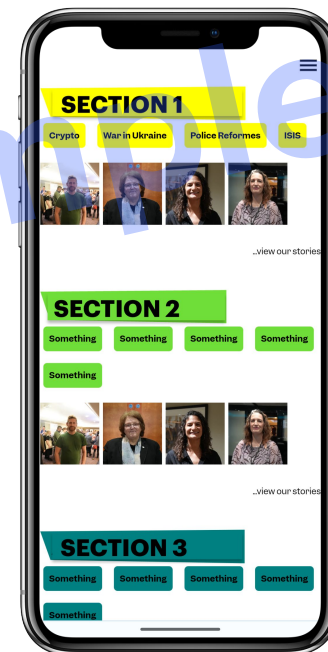
The subcategories provide a glimpse of the content within each section and convey “news” more than the other layouts.

Supporting Quote

*"This one is a little better because of the how there's little subtopics underneath each category."* – Female, 23 years old, United States

Recommendation

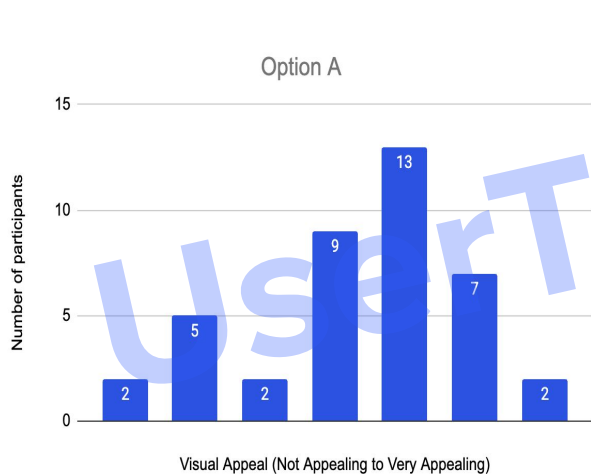
**Maintain the subcategorization, but fine-tune the images and color palette.**



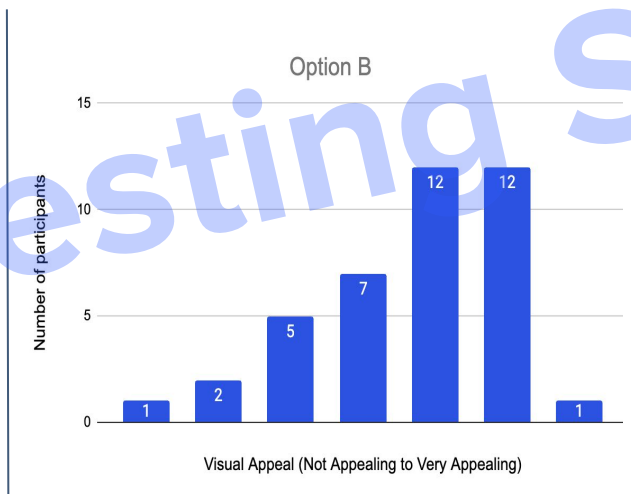
# Prototype Comparison

## Visual Appeal Ratings

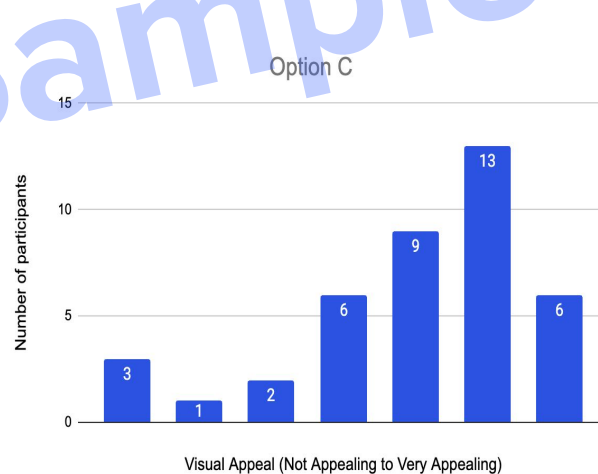
More ratings of 2 or lower dragged down visual appeal scores on Option A. Those that rated lower cited a lack of context for each section and the “basic” design. Option C ranked highest based on more ratings of 6 or 7, with participants often citing the contextual content for the appeal.



Average: **4.4 out of 7**



Average: **4.7 out of 7**

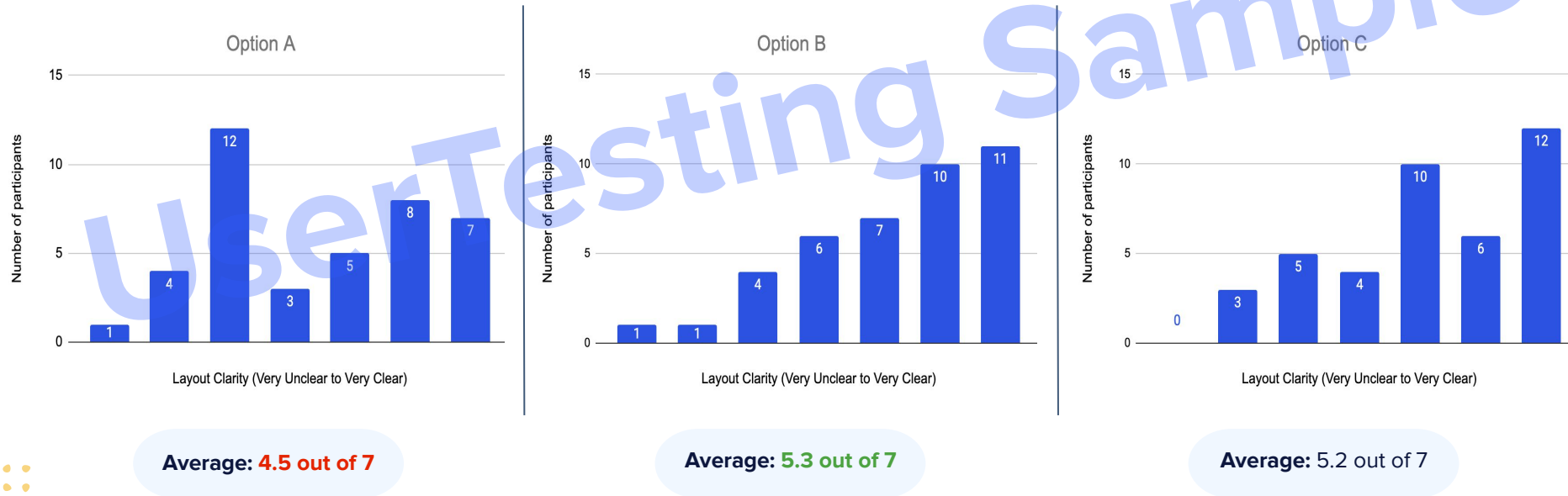


Average: **5 out of 7**

\*Graphed to the highest participant range

# Layout Clarity Ratings

Those that ranked Option A's layout clarity at a 3 heavily contributed to the lowest average score. Participants often didn't understand the section titles and the content they'd contain. Overall, Option B ranked marginally higher than Option C due to more 5+ ratings. The clear separation of sections in Option B was well-liked.



\*Graphed to the highest participant range

# Navigation Ease Ratings

More neutral or lower ratings dragged down the average navigation score on Option C. Those that rated lower weren't sure where to click among all the CTAs. Option B was marginally rated highest due to more 5+ ratings than Option A. Those that liked Option B said the large section blocks simplified where to click.



\*Graphed to the highest participant range



## Overall, most preferred Option C because the landing page had more context

*"It's giving me very much news vibes but I'm still getting that simplicity. You kind of know a little bit more what you're getting yourself into."*

– Female, 23 years old, Canada

*"I like the fact that it gives you a bit of a hint on what you might see, because me, as a new reader or customer I wouldn't know what to expect under each category."*

– Male, 20 years old, United Kingdom



# Questions?

User Testing Sample

