

	Questions	Anthony M	Devin J	Elisa T	Terry L	Derrick G. - ON MOBILE	Jay D	
1	"Shado Design is a global design company... ...that helps you figure out your business challenges ...that helps you navigate obstacles ...crafting services and products your customers will love							
Notes		Between the first and the third headline. would go with the first one.	A: Shado Design is a global design company that helps you navigate your obstacles.	...crafting services and products your customers will love	I think the default message with "complex challenges" works really well.	I like the third which is crafting services and products your customers will love because it goes to the core of what the company really stands for and would want yo communicate to potential	I would rewrite the 2nd descriptions as: ...that helps you solve obstacles... While the last description altogether because I don't think it relates to what I'm trying to achieve.	
2	When considering working with a company for services, like a digital design company like Shado Design, what set of attributes appeals to you most?	(chose all of them, but only wanted one) he said all of them sound good	People-focused, Collaborative, Innovative; Bold, Strong, High performance	Helpful, Clear, Direct	Helpful, Clear, Direct	Provides value	They liked all of them	The first one doesn't beat around the bush.
Notes				It's the most to the point				
3	What is most appealing to you to click on to go to a page where you can send a message or ask a question? Choose one.	contact us drop us a line	Wants a "bubble in the corner for a chat box"	Let's do this contact us	Contact us How can we help you?	How can we help you?	Contact us	
Notes					People usually want help - Drop us a line isn't professional LET's do this...Let's do what? Need to understand the message first	It's more people centered and communicative. Feels more personal.		
4	Q: After reviewing the home page, what, if any, information is missing? What information, if any, might you remove? Please tell us about it.		"More detailed up-front directory." Clearer navigation...?	I would add reviews from previous clients with their name and company.	See what we've accomplished is very important as it tells me about your experience.	I will not remove any information. Probably may add a help bubble to give access to live interctove help when needed by a a potential client. I will also add video snippets of the companies processes and testimonials.	Images	
Notes		helpful clear direct -- doesn't tell him what SD is really about...			Missing is reviews - is this small buissness or just large business? The image isn't as important, the message is important. I would make the image smaller [probably a good reminder to try to keep the main messages above the fold]	Clear straightforward, easy browsing experience. Thought they say a bot - but I think it was Google site help. Recommend adding help bubble for live help.	And I don't think there is anything that needs to be removed on this website.	
5	What word would you click in the navigation to see examples of Shado Design's previous experience? Why?	Work	Work , Projects, Other - don't want to dig for this.	Portfolio	Portfolio Case studies Examples of work	Portfolio Examples of work	Work Examples of work	
Notes		see what we've accomplished statement is good, too	<i>Note: See our work up at the top, rename the nav to "see our work"</i>	Or "Our work" it's what others are doing [the standard is set] and don't want to have to learn something new, or a new phrase. want something familiar		Portfolio adds style and form to the option. Examples of work is direct and communicative.		
6	Please review the E-commerce experience page https://sites.google.com/view/shado-design-internal-use/work	Provided wrong link. Went to work landing page	Provided wrong link. Went to work landing page	Provided wrong link. Went to work landing page	Provided wrong link. Went to work landing page.	Liked the landing page	Provided wrong link. Went to work landing page.	
Notes			<i>Note: they thought the e-commerce was something we did.</i>	User thought that SD provided e-commerce services	Navigated to the case study page, but didn't read the article	Really liked this page		
7	On a scale of 1 to 7, if 1 is not confident at all and 7 is very confident, how does this article make you feel about Shado Design's digital design abilities?	5	6	7	4	7	4	Avg. 5.5
Notes		* asterisk on all of these as there was no review of the article			Neutral - can't decide with just the description	Presentation and layout is compelling.	Needs more info [bad link]	
8	On a scale of 1 to 7, if 1 is not at all likely and 7 is highly likely, how likely would you be to click to the next article to read another case study about Shado Design's work?	7	7	7	7	7	3	Avg. 6.2

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Notes				As many case studies as I can			Need to read the first one, first!	
9	Was there anything in the article that was unclear or confusing?	No	No	quite clear	Mention if it's for a large or small business or both	Could understand well, it was clear and straight forward, no jargon		
Notes								
10	What word would you click in the navigation to find information about how Shado Design works? Why?	Process	Process, How we work	How we work	How we work Check the process This is our method	Process	How we work	
Notes				simple and effective		It would definitely be process. "Process" gives you an idea of how things are done.	Simple	
11	Please review the page linked here: https://sites.google.com/view/shado-design-internal-use/process . Please read the description of Shado Design's procedures and share your initial thoughts out loud.	ambiguities... might be too big of a word	they liked the how we work page	Design thinking principles were received well	Message is clear easy to read and understand. Change presentation. With no pictures, it's lacking.	This is really encouraging	[were looking for "procedures" like first person] a little bit too much information	
Notes			"They have a scientific method"	very to the point and clear. likes the statement about naming obstacles and that SD is willing to overcome them. sounds a little intimidating - satisfy those customers who are thinking, I'm not sure where to start, can you help me?		Definitive. Communicative. (since the beginning) empathy, focused communication.	especially the design thinking list	
12	After reading the description, what do you think about Shado Design's procedures? What might be missing that you expected to see? Please share out loud.	Add numbers to the process? Make it more visually appealing	They thought the page instilled confidence	Liked the guiding principles	Links to the use cases Would like to see what kind of businesses they have worked with	Nothing is missing. everything is straightforward and nicely laid out. It's quite reassuring.	This co is really professional. I would click on See our work next.	
Notes								
13	On a scale of 1 to 7, if 1 is not confident at all and 7 is very confident, how does this description make you feel about Shado Design's abilities?	6	7	7	5	7	6	Avg. 6.33
Notes			"sounds like they've been in the business awhile, they're in the business of helping your business."	Very nice and clear	Want to see examples		Confident - want to make sure the work examples match what you're saying here.	
14	Was there anything in the description that was unclear or confusing? Please share out loud.	No	No	Not at all. Explained the process very nicely.	Want to read about industries Mentions use cases	makes me trust them, they are bold and innovative co, with tech at their core.	No, just a little too much info	
Notes		"a lot of big words"	More detailed than I expected it to be					
15	When navigating to a page that shares information about a company, what kinds of information would you expect to read there? Please share out loud. - History - Principles - Rates - How to contact - Address or location - Employee profiles - Anything else? Please share out loud	History for sure, principles, how to contact, location, maybe the profiles	Want to see the bubble in the corner to chat with someone	All of these would be helpful	Excellent customer service is an important principle Accessibility - how many days to respond? Want to see who is behind the co	Inception and where it's going Mission Rates would be good How to give feedback employee profiles not as important to them	Founding [history] challenges you faced email and phone number	
Notes					Reviews by other customers			
16	Please review the About page https://sites.google.com/view/shado-design-internal-use/about . Please read the information about Shado Design and share your initial thoughts out loud.		It's great, it's a mission statement pretty much	First part is great Could have a statement about working with customers who don't know much about design to working with those who know a lot and know what they'd like.	Want to know when the co started How many years experience do you have?	reassuring, touching, empathetic, communicative, collaborative, ready to listen to the clients and interested in the client perspective	How we work section on About page is redundant of How we work page. Should use this section for reviews from previous work.	
Notes		They must build websites and brochures (?)	Good to see beliefs in writing. helps give confidence before signing a contract.	Point out that we can work with small businesses as well as large enterprises	Didn't really want to read all the words. Wanted the story "so and so woke up one day and started the co -- x years ago, etc." Too generic as is			

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17	After reading the description about Shado Design, what stood out to you that might differentiate Shado Design from other design firms? Please share out loud.	How we'll work with you paragraph is good. "let's do this" button should be right under that paragraph	The fact that they want to work with you instead of doing the work for you says a lot about them.	Not much differentiates us, in her opinion	Doesn't tell me when they started (how much experience they have)	What they are saying is what I am thinking about in working with them	Leaving a lasting impression really stood out to me [needs images]	
Notes		professional, service might be more expensive than competition	"The ability to have it personalized is great"			forward thinking		
18	On a scale of 1 to 7, if 1 is not comfortable at all and 7 is very comfortable, how comfortable would you be working with Shado Design?	7	7	6	1	7	6	Avg. 5.6
Notes		Very comfortable	"It sounds like they have a lot of experience in their field"	Would want to see some of the work	I don't see how many years experience, and what industries they work in			
19	At the end of the description, there is a link to contact Shado Design. On a scale of 1 to 7, if 1 is not at all likely and 7 is very likely, how likely are you to click the link and send a message to connect with Shado Design?	7	6	5	5	7	4	Avg. 5.6
Notes			the design layout made this hard for this user to see	Still would want to see the work.	To see if they work in their industry			
20	Based on *all* the pages you reviewed, how would you describe what Shado Design does? Please share out loud.	Thought it was about web design and brochures (?), but it seems they're trying to tackle bigger business problems for enterprise solutions	"They're an all in one business e-commerce management company, track the analytics on your site, provide what looks like the whole framework for your business."	"You design web pages... do you design everything?"	"improve businesses position in the market."	helps my co achieve its communicative design goals with no hassles or gimmicks, with my input, making sure the outcome is what I want and not what they want	Wants to help you overcome challenges and make your business more attactive to your customers. help you with design on your page.	
Notes			[Sounds like they interpreted the case studies as not just examples of design work, but work management that is built and managed by SD]	Do you design websites? the whole thing? What else do you design? such as "from websites to merchandise..."			Very keen job	
21	Based on the imagined scenario and on *all* the pages you reviewed, on a scale of 1 to 7, if 1 is least likely and 7 is most likely, how likely would you be to contact Shado Design?	7	6	4	4	7	7	Avg. 5.83
Notes		If i was involved with this kind of work, I'd be very likely to contact them	If i needed this service of managing a website, I would definitely work with them	Must specify what you design exactly, and would want to see people's reviews.	I could give it a try to see more about examples, and to see what their rates are. Need info to contact me? I would be hesitant		I'd read the case studies first	

Test Summary									
Navigation changes	66% prefer "contact us" to "let's do this"								
	83% prefer some form of Work: Work, Examples of work. I recommend "Our Work" in top nav								
	50% of testers preferred "Process" 66% preferred "How we work" (One person mentioned both) Another option could be Our Process, similar to Our Work								
About page	Made copy edits to simplify some of the phrases								
How we work	Over all, positive feedback, instilling confidence								
	Simplified some of the phrases								
One person stating they weren't sure what SD designed	Suggest adding in "user experience" to some of the page headlines								
	(We changed the Home page definition of what Shado Design is and does)								