

## Grace Company - Focus Group

Customer Feedback & Insights on the New Cutie Frame Webpage Redesign

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Location: Conference Room

### Intro:

The purpose of this focus group study was to explore customer opinions and preferences related to the flow of a website, with a specific focus on content, typography, feel, and aesthetics. By examining these factors, the study aimed to provide insights that could inform the design and development of websites that are intuitive, engaging, and visually appealing to customers.

### Demographic:

The study included a group of ten participants who identified as female and had a shared interest in quilting as a hobby. The age range of the participants varied, with a majority being over the age of 40. Participants were recruited from the QCT5 class, which is known for attracting highly engaged customers with a strong interest in the products and services offered by the Grace Company.

### Methodology:

As an incentive to participate in the study, each participant was provided with a \$10 voucher to be redeemed for any product on the Grace Company's website. To help create a relaxed and engaging environment, the focus group was gamified through the use of games such as "Would You Rather" and "Never Have I Ever." This approach helped to build rapport and encourage participation before moving on to more in-depth discussion of the website design.

Participants were asked to share their thoughts on what they would need from a website to make a purchase, with their responses recorded on individual cards for later discussion. These cards were then displayed on a board for group discussion, allowing for free discourse and the sharing of ideas.

Throughout the study, the website was presented in the form of three prototypes, with ongoing discussions about the layout and presentation of information. Participants were encouraged to share their opinions on what they liked and disliked about each prototype, providing valuable insights into what aspects of website design were most important to them. Overall, this approach provided a structured yet flexible format for gathering detailed feedback on the design and functionality of the Grace Company's website.

### Key Finding:

- Participants favored prototype #2, which featured a clean and minimalist design that prominently displayed the machine with no additional distractions. The participants emphasized the importance of larger text and a focused layout that allowed them to read content more easily.
- Prototype #2 was deemed the best layout due to these factors, with participants emphasizing the importance of navigation and ease of use.

- Participants preferred having all information in one place rather than having to navigate to different pages, indicating a desire for simplicity and ease of use.
- The ability to enlarge images and motion, as seen in prototype 1, was also attractive to participants.
- Participants appreciated the use of iconography, as it helped to simplify and clarify information.
- The FAQ section at the bottom of the page was also well-received, allowing participants to easily access important information.
- Prototype 3 received criticism for featuring messy photos and having too much happening on the page.

### Conclusion:

In conclusion, the study emphasized the importance of a clean and clear website design that places the focus on the product, rather than on superfluous design elements. It is worth noting, however, that the study's participants were primarily quilting hobbyists who have had experience with various quilting frames over the years, and not a younger demographic. Nevertheless, it is clear that a clean and clear website design is the optimal choice for ensuring usability and engagement among all users.