

Poise Salon Website Usability Testing Affinity Map			
	Likes	Dislikes	Missed
Participant 1	Found the logo very pleasing (complimented it multiple times)	Was confused by the two ways to navigate that were very similar on the home page	Didn't scroll down to look at anything, just clicked "services and pricing"
	The hair galleries on the pricing pages were really helpful	Wanted a button to book a consultation instead of a regular appointment	Didn't scroll beyond the hair galleries on the pricing page
	Appreciated the cost breakdown information on the pricing page		
	The navigation on the pricing page to different services		
	The specialties listed on each stylist on the team page		
	The fonts are great		
	Website looks very professional, clean, purposeful, and intentional "like they know what they're doing"		
	Found the color scheme very nice		
	Likes	Dislikes	Missed
Participant 2	The color scheme was "on point" (commented multiple times)	Was confused by the two ways to navigate that were very similar on the home page	Nothing
	The information given on the pricing page was really well laid out	The non-linear layout of the landing page (personal preference as a fellow designer)	
	Liked the photos of what the services are on the pricing and services page		
	The fonts are perfect	Wanted a better indication on which section they were on in the services and pricing page	
	Overall looks professional and fresh	Didn't like "hey beautiful" because it didn't say anything about the salon	
	Likes	Dislikes	Missed
Participant 3	Remarked how "hey, beautiful" is so friendly and positive	Consultation information on the services and pricing page was too long to read	Didn't scroll beyond the fold on the home page but went back to it eventually
	The logo is classic than "modern, modern, modern" like everyone else	Was confused by the two ways to navigate that were very similar on the home page	Wanted a homepage button
	The hair gallery on pricing and services page was a big seller "I can find something that suites ME"	Was a little confused how the secondary navigation worked on the services and pricing page because of the weird buttons on the home page	
	Thankful services were explained with pictures on the pricing and services page		
	Team page looked favorable		
	The 3 images at the top of the about page were captivating		
	The fonts look great		
	"Yeah I'd book here because it explained the services and pricing better than anywhere else"		
	Likes	Dislikes	Missed
Participant 4	"Oh cute! Super cute! Lots of vibe!" on the home page. "Professional and feminine"	Didn't have any negative opinions or feedback	Nothing
	Easy to navigate		
	Glad the company is embracing instagram since that's the easiest place to look at lots of pictures		
	Doesn't feel high pressure like a lot of salons make you feel		
	Highlighting different types of hair styles on the services and pricing page		
	Straightforward pricing on the services and pricing page		
	The photo and specialties listing on team page was very helpful		
	"I just love the vibe"		
Learning about the founders on the about page			
	Successes	Failures	Priority Solutions
Summary	The logo and/or branding was well recieved by all participants	The buttons on the home page are redundant and confusing to most participants	Change or remove the button navigation on the home page
	All participants reacted favorably to the layout and information giving on the services and pricing page	A couple participants wanted better page feedback when they switched between services on the services and pricing page	Create a more prominent change in the design between pages
	Most voiced their relief about the hair galleries on the services and pricing page because it made it easier for them to find a style/feel comfortable		
	Every participant felt confident in understanding the pricing		
	Most participants commented on how they liked the "specialties" section on the team page		
	Everyone was able to navigate to the information they wanted quickly and effortlessly		
When asked, every participant said they'd consider booking an appointment through Poise based on the website			