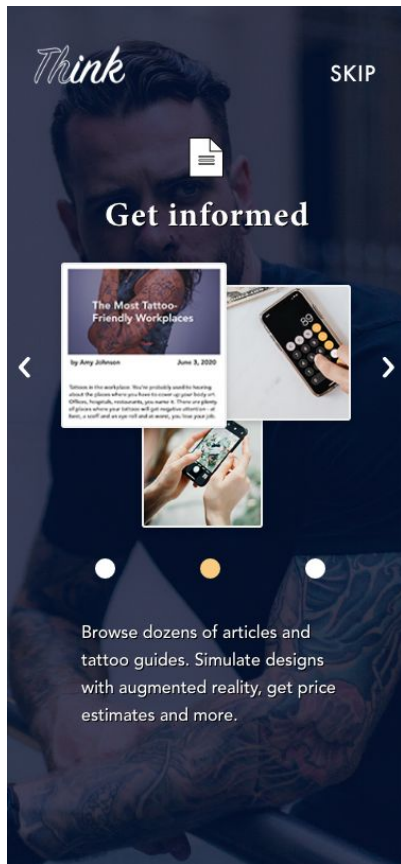


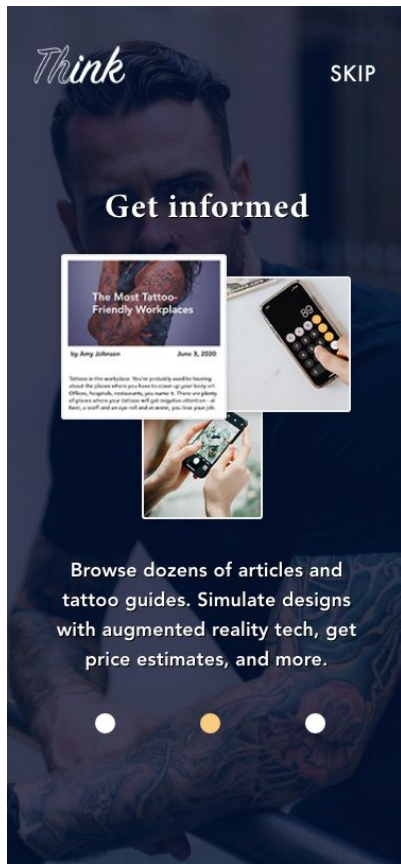
Think Ink Tattoo App

Peer Review Feedback

Onboarding screen



Original



Revised

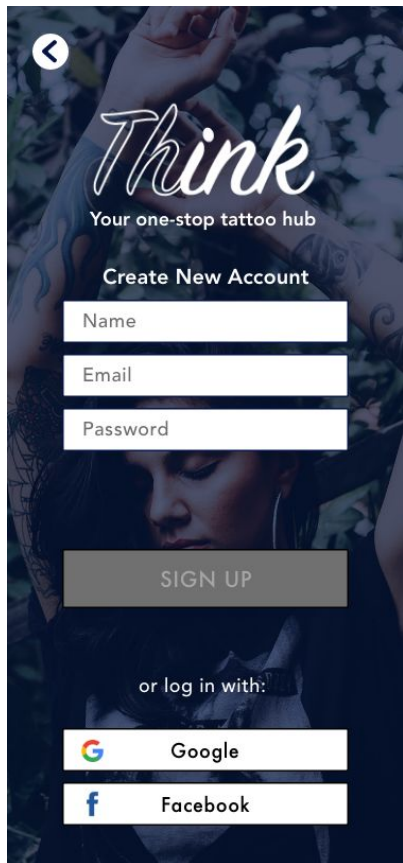
Peer Review Feedback

- "The text below the navigation looks out of place. Taking the law of proximity into consideration, I would suggest moving the text closer to the images and the navigation below the text."
- "The arrows used with the navigation confused me at first because I thought they performed two different actions."
- "I would consider simplifying the screen content, as it feels a bit busy and my eyes are not sure what information to take in."
- "What is the difference between the progress bar and the arrows?"
- "The icon above 'Get Informed' feels a bit out of place to me. The images already do a good job visually representing the feature."

Revisions Made

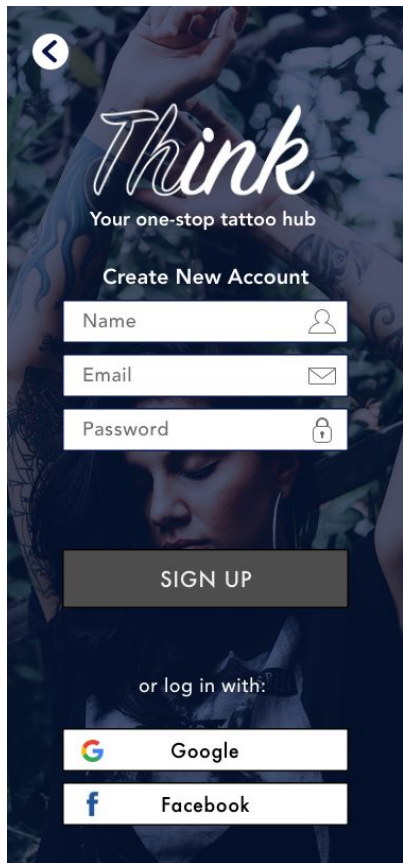
- Moved the progress indicator beneath the text.
- Removed the icon above the subhead.
- Removed the left and right arrows.
- Enlarged the text size.

Create New Account screen



The original screen features a dark blue background with a woman's face and hands. At the top left is a white back arrow. The word "Think" is written in a large, white, cursive font, with "Your one-stop tattoo hub" in a smaller, white, sans-serif font below it. The text "Create New Account" is centered in white. Below this are three white form fields: "Name", "Email", and "Password". A grey "SIGN UP" button is centered below the fields. At the bottom, the text "or log in with:" is centered, followed by two white buttons: "Google" with the Google logo and "Facebook" with the Facebook logo.

Original



The revised screen is identical to the original but includes several changes. The form fields now have icons on their right sides: a person icon for "Name", an envelope icon for "Email", and a lock icon for "Password". The "SIGN UP" button is now a darker grey color with white text. The "Google" and "Facebook" buttons also have their respective logos on the left side.

Revised

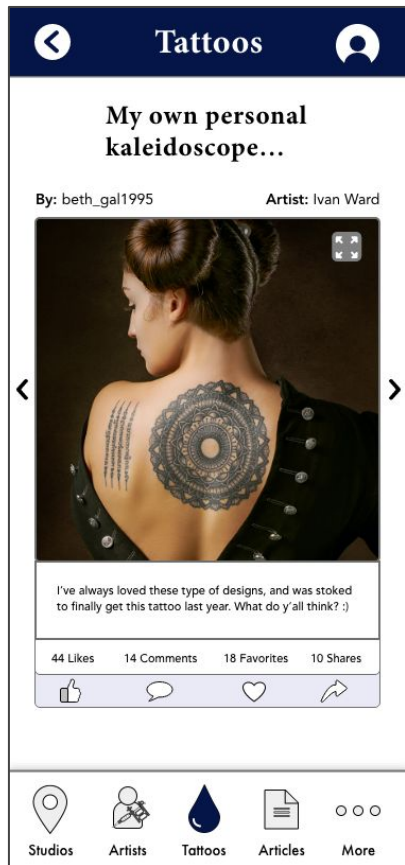
Peer Review Feedback

- "The inactive button looks a little out of place and difficult to read. Maybe a lighter inactive color, or brighter text to make "sign up" more legible."
- "I would suggest including icons or text above the form fields for better accessibility. This will reinforce the content of the form field. This will allow the user to know where they are once they start typing and the text in the form field disappears."
- "This page looks really nice. Only comment here is on the sign up button, the contrast of the 'sign up' to the button might be hard for some people to read."

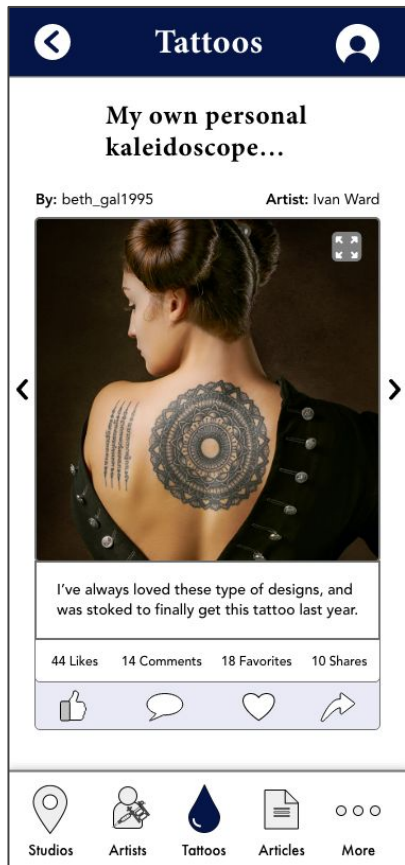
Revisions Made

- Added icons to the right side of the form fields.
- Changed the background color and text color of the Sign Up button.

Tattoo Gallery view image screen



Original



Revised

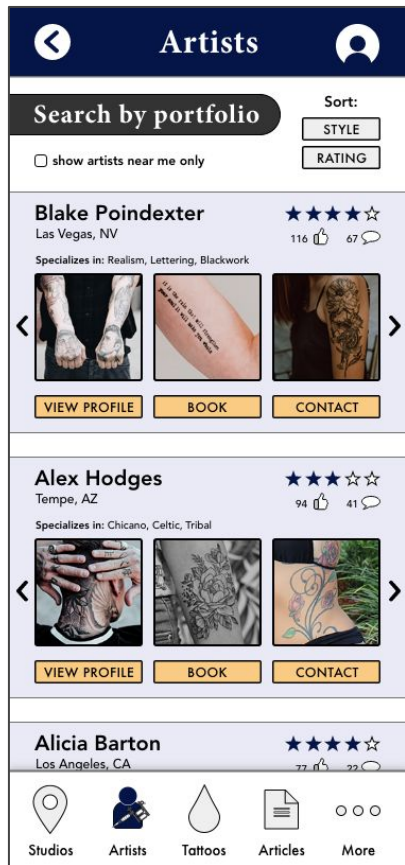
Peer Review Feedback

- "The text feels small and the icons look to be pinched down. Maybe increasing the length of the card will give you some more space?"
- "This text feels a bit small to me."
- "The text might be a little small below the image."

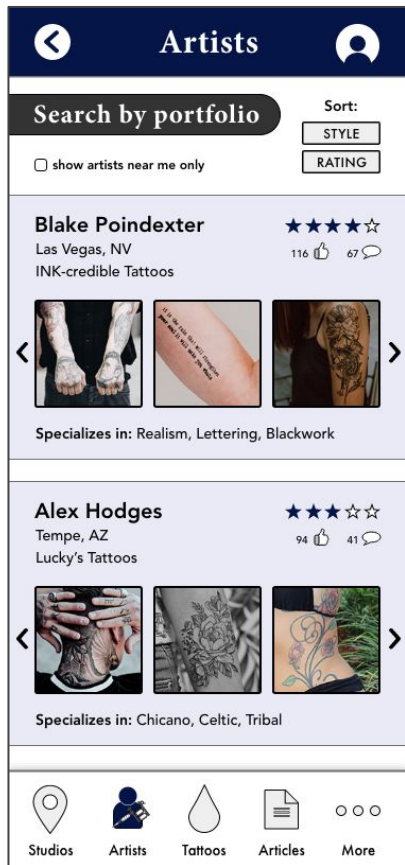
Revisions Made

- Increased size of the text.
- Increased height of the background boxes.
- Increased size of the icons.

Artists search by portfolio screen



Original



Revised

Peer Review Feedback

- "I like the info you are trying to convey with this screen but it seems to be too much. My eyes are less focused on the content and more on what is all of this and what does it mean."
- "I would suggest removing the "view profile" entirely and allow the user to select the name or box to view the profile. I would also remove the "book" and "contact" buttons from this screen and keep them on the next screen. This would free up some space to move the ratings, likes, and comments down to the bottom to increase their size. It would also give the user a larger touch point (white space to right of name) to select the profile."
- "The text feels very small, I would suggest making it a bit larger."

Revisions Made

- Increased text size.
- Removed buttons.
- Increased overall size of each artist tile.
- Made entire tile a touch point to progress forward.

Artists search by name screen



Original



Revised

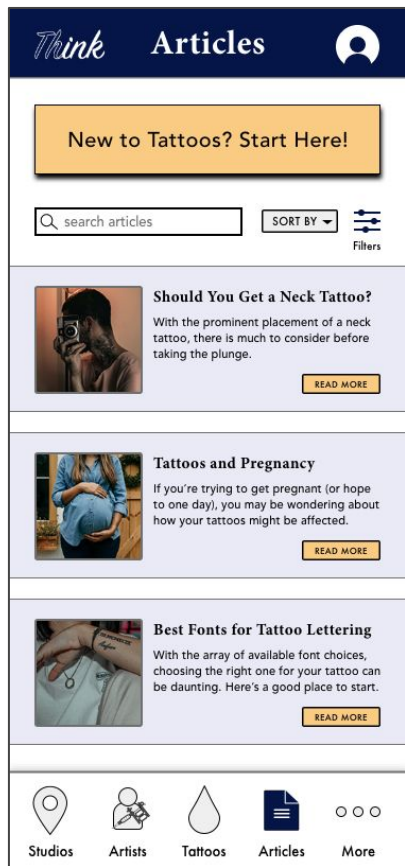
Peer Review Feedback

- "I like the size difference of the "A" compared to the list of names, I would also make it darker or a different color to add even more contrast."
- "The search bar seems a little small and difficult to select."

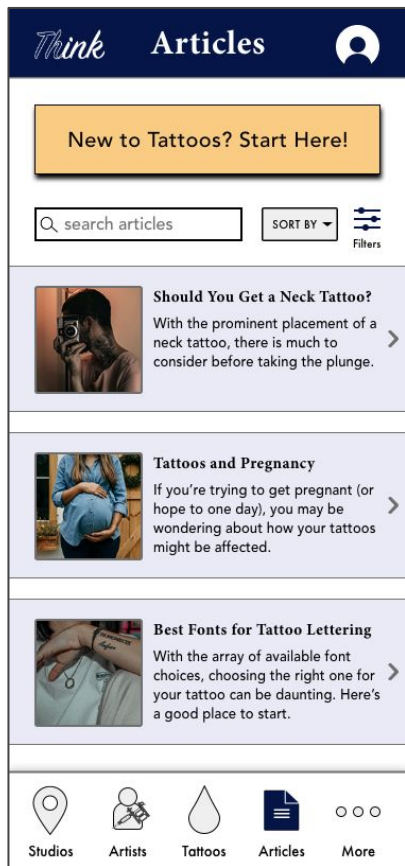
Revisions Made

- Increased size of the search bar.
- Slightly darkened the "A" and made it dark blue.

Articles main screen



Original



Revised

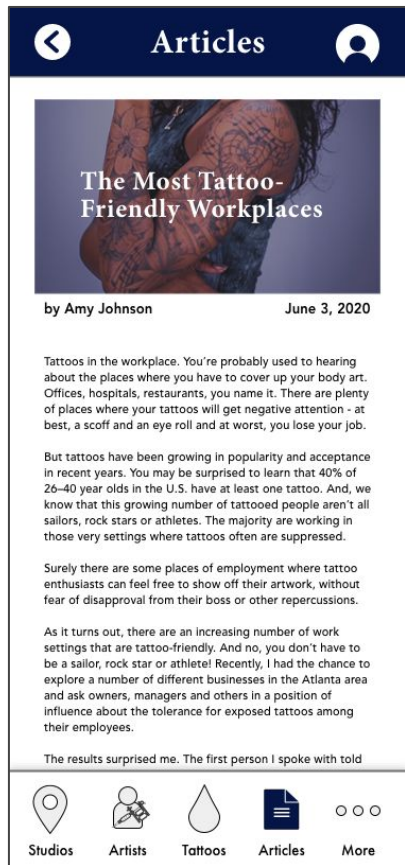
Peer Review Feedback

- "I really like the layout you have with this page! It's clean and intuitive! I would make the read more option bigger or remove it entirely. Removing it would allow for larger text and you could use an arrow to indicate that."
- "Make read more buttons a little bigger and this page will be good to go. Maybe make the text a little larger so it's easy to read."

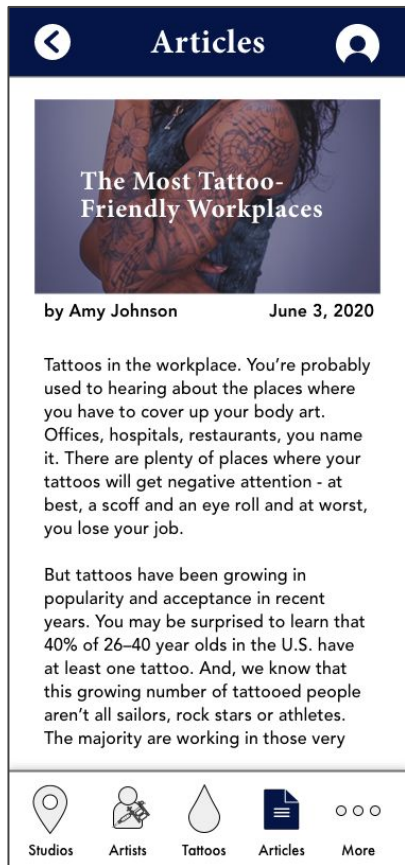
Revisions Made

- Increased text size.
- Increased size of the search bar.
- Increased size of the "Sort by" button.
- Removed "Read More" button.
- Added right arrow icons to signify more content.

Article content screen



Original



Revised

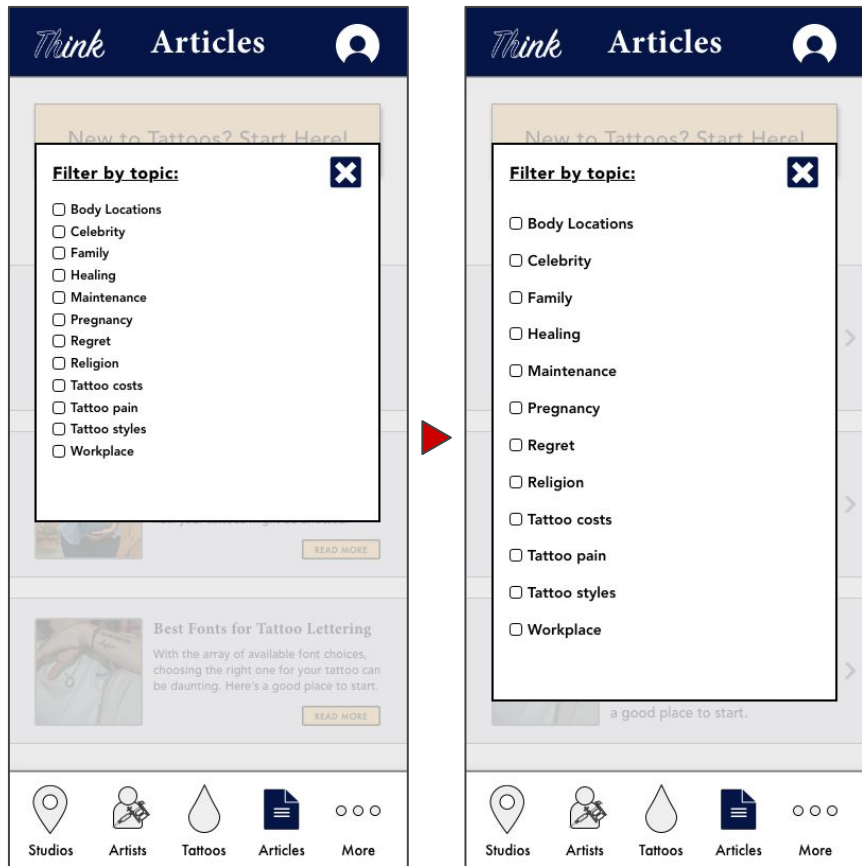
Peer Review Feedback

- "I had to open this on my phone to be sure, but the font size is too small making it difficult to read."
- "Font size a little bigger would be nice."

Revisions Made

- Increased text size.

Articles filter screen



Original

Peer Review Feedback

- “Since you’ve got the space, I would make this modal nearly full screen so users can select a little easier.”

Revisions Made

- Increased length of the popup overlay.
- Increased text size.
- Increased space between each checkbox.

Revised