

Original Like Button

May 19th, 2010 - User Test Feedback

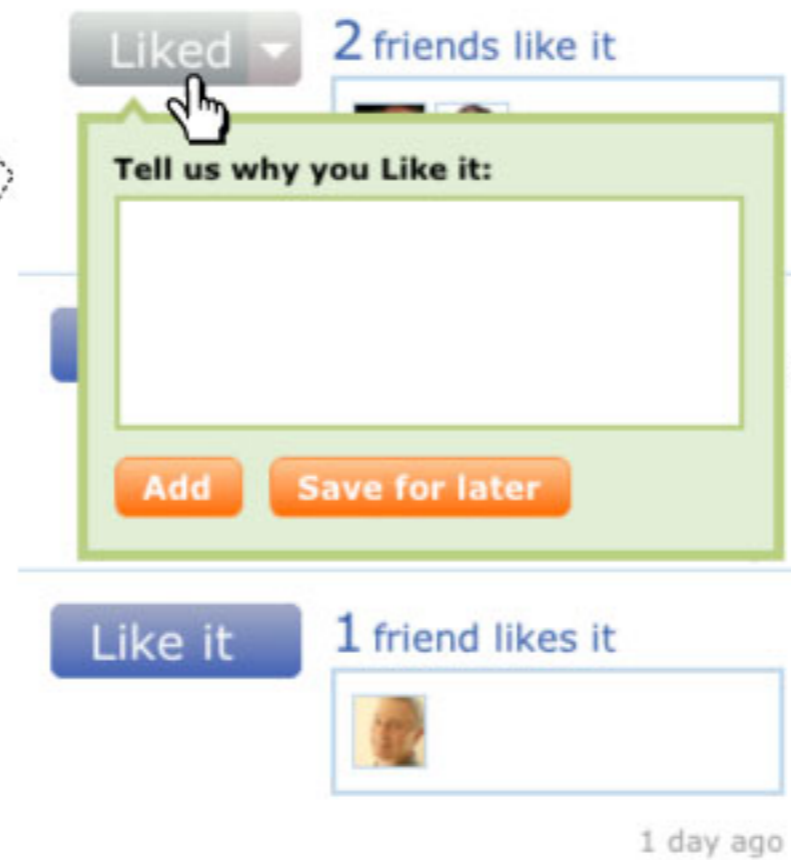
Confusion by testers about the dual functioned "Like Button", testers had a hard time seeing all of that buttons functionality. Testers didn't readily see the Like It button turn to Liked, they didn't see the additional features in the drop down arrow. The distance of the like button from where the lists are created seem to confuse people since there is no animation to show them something has been added.

COMMENT: *My first restaurant is "liked" but doesn't show that I liked it. It still says, "Be the first to Like this business"*

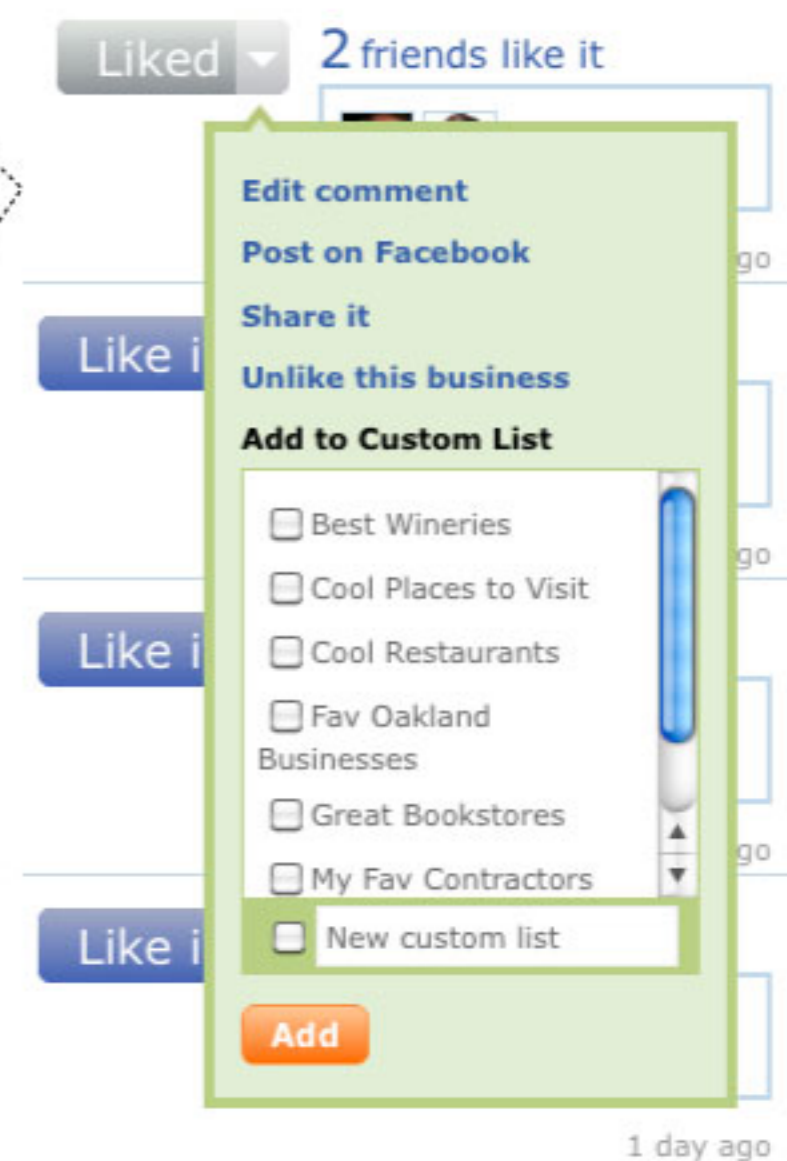
Original State - Only on the rollover state would the right down arrow be revealed.



Clicked State - Greys out the Like It Button, text changes to Liked, also reveals comments box.



Liked State - Greys out the Like It Button, text changed to Liked.



ReDesign of Like Button

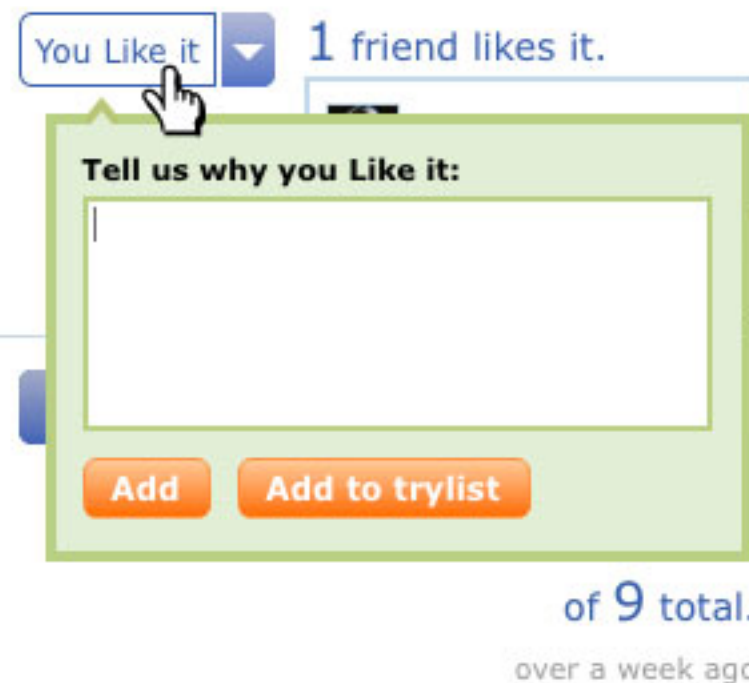
May 19th, 2010 - Recommendations based on User Testing Feedback

- Reveal second button with arrow
- Make a more visible response to click on Like It Button
- Clarify Save for Later Button
- Reveal Second Button with arrow on You Like It State

Original State - Buttons are separated and the arrow is revealed all the time.



On Clicked State - Like It Button color changes to a white bckgrd & text changes to You Like it, also reveals comments box with second button text changed to Add to trylist..



You Like it State - Arrow dropdown color stays active with Blue & when clicked reveals features are present.

