**P2:**

**Alyssa**: Liked shark set better, thought scroll post was cool. The reef filter was hard to see, banner on shark filter made it easier. Like jellyfish profile picture

**Mom**: liked the clownfish post, likes corny jokes, thought shark was cool though, like reef filter better because it covered less of the image, like shark filter a bit better when banner opacity was lowered. Liked the coral reef cover photo but though profile pic would get lost and it was too busy. Liked the blue profile pic and cover photo better because it looks like how the aquarium looks now.

**Dad**: Like blue profile pic and cover photo better because they were cleaner. Didn’t like jellyfish as much because he’s “not a postmodern guy” and was too small to see what it was. Neutral on the filters. Liked clownfish post better because it had more information, shark was cool but had no message or context.

**Jessica:** “OK firstly I love, first Snapchat filter is my fave though. Also, the cover shark is looking at me funny and I’m a bit offended but he cute. Don’t clown around is actually 10 out of 10, I kind of like the lil jellyfish profile photo better but I feel like it should have some kind of aquarium logo on it maybe.”

**Andrew:** “I think the ones with coral are eye catching and make a good color scheme and the Jellyfish circle logos are neat. The lady taking a selfie is too stock photo-ish IMO.”

**P4:**

**Alyssa (+Sarah):** Like it a lot better, did point out that the clownfish post should have a period or semicolon not a comma. Did consider that the filter should have something at the top but then decided that would be too busy, disrupt usability and decided it was good as is.

**Mom:**  liked it, no further comments

**Dad:** liked most of everything, still thought the jellyfish profile picture was too small, couldn’t make it out and said it looked like a jelly blob.

**Jessica:** liked it, said it was much better, liked the vibe and the color scheme was really well put together.

**Andrew:** Thought the jellyfish was cool “in general”, likes the font used but doesn’t like placeholder lady in a panda hat picture for the snapchat filter.

**Summary:** After the revision most people only had good feedback and with few to no concerns. The grammatical error was fixed and the comment about legibility on the profile picture contradicted one received during preliminary testing. It is more than likely an indication of inaccessibility for those with bad eyesight. However, usability and legibility might change depending on the screen size and context if the profile picture is viewed in use. The new design focused on color harmony with mainly analogous with some complementary accent colors for contrast and to bring a more fun and cheerful feel. The original designs featured either a very limited, slightly desaturated color palette or a more diverse and bright color palette. The decision to choose between options from the first designs was based on popular opinion with some mild alterations depending on problems that were noted of viewers. The vector graphics on the Instagram post were altered to fit the rest of the colors better and smoothed out with more details for a better sense of depth and interest (added highlights to emulate the top of a wave). Compared to the previous options the final design has consistency through color, subject matter, font, and overall style while still incorporating contrast between imagery and colors to create interest and avoid a monotonous design. The feedback was more limited on the resurvey which is attributed to there being only one option and viewers not knowing what to discuss even when encouraged to share whatever opinions they might have.