Design justification.

Carlo Fischer, 193899 |Valeria Pavlic, 192006| Lotus Brouwer, 192742 | Laurien van der Holst, 152449| Arie Stroe, 182942

Group 5 | Class 6 |

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Flow diagram

Prototype:

User Testing:

# Flow Diagram

Diagram

Description automatically generated

Font Names:

* Montserrat', sans-serif
* Anton', sans-serif

Colour Codes:

#446E7D

Prototype

https://xd.adobe.com/view/03061704-a018-453a-99f4-389d0ab21540-5655/

# User Testing Report

Research question:

Prototype research questions:

1. Is it clear for users what are website is about?
2. Is it clear for users what our product/ service is about?
3. Does the application give a clear overview of the activities our brand provides?
4. Is it clear to users how to go/ sign up for our activities?
5. Is it clear for the users how much the activities cost?
6. Is it clear for the users how to contact the brand?

The qualitative research method- observations

An qualitative observation method will be applied to collect data about how consumers will experience our SHORE website. This method is particularly useful to get the best insight and thoughts about our consumer, students in the Netherlands. This because we observe our potential consumer to understand how they navigate on our website, where they have problems, and then measure their behavior.

Procedure of data collection

Our testing consisted of testing a wireframe prototype.

The testing will be conducted via Microsoft Teams. This because the participants can be recorded for observation on a safe distance due to COVID-19. We asked students from the Netherlands to participate and asked them to fulfill several goals and questions asked by our researches (appendix).

Measurements

## Wireframe:

## Our participants will get a link to the wireframe via teams chat. The wireframe has a flow that if you click on a button the participant gets send to the following page. The participants are finished with their task if they finished all the goals that the researcher asked them to do. While fulfilling the goals they have to explain everything that they do and comes up in their mind.

After the testing is done we ask the students if they would visit the website again, what their experience was with the website and if they would change something about the website.

The questions that will be asked can be found in the appendix.

## Participants:

## Our target group consist of Students mainly from the Netherlands. This is the target audience we want to work with. Our group will ask students they know to participate.

## Material:

Our wireframe prototype will be used as a stimulus for our testing. The students have to navigate on the website and click on links or buttons to go the following pages. The prototype has a similar look as are actual website.

## USABILITY REPORT:

## Procedure

The testing started with the researcher explaining to the participant what he/she could expect from the experiment. The explanation went as followed:

The researcher told that the participant will be asked about the application. The real- life context was sketched for the participant and the reason why we wanted to test the application (see appendix). As well there was mentioned that the participant should speak why they would perform certain actions and if they could explain everything they did. the participant was asked a list of questions/goals to perform (see appendix).

## PAPER PROTOTYPE:

During these questions, the participant was shown pictures of drawings of the application. Every time the participant would pretend to “click” on the screen the following screen matching the button clicked on would follow. Until all goals and questions were finished.

## WIREFRAME:

During these questions, the participant had access to the wireframe application on their computer. Every time the researcher asked a question, the participant clicked on the button they thought would bring them to the correct screen.

FINDINGS:

## Wireframe:

After testing the prototype we discovered insights from our participants and found out were we could improve our website

1. Bart, tested by Laurien

It wasn’t really clear what the website was for at first. His first guess was charity. He could find the way to community members and the activities from our brand in events. The “get involved” part was a bit confusing to him. With looking for the costs for the events he assumed it would be at donations. He found the diving trip and the date of the events very fast. The community page was also clear. He would like to visit the final website, because he was interested in the overall theme. The only thing he would change was the “get involved” part that that leads to another overview.

2. Anna, tested by Arie

It was not very clear what the website was for other than a sustainable environment, but she thinks that is too broad. She could find the members, volunteer, take action, donate, and become a member options easily. When the website is ready, she would like to visit it, because she thinks our goal is sounds interesting, fun and responsible. She wouldn’t change anything, just add more visuals.

3. Wessel, tested by Carlo

The first thought was simple and straight to the point. He really liked the design of the “about us” page. He suggested to have an option to click on each member and get a bit more information about each member. He also suggested to have an option to share the events with friends and see who is joining. He was confused about the purpose of the community at first. He doesn’t see what value it brings to the costumer and thinks we should focus on that more. He also suggested to add the social media to the contact. At the homepage he missed the information about what is meant with “get involved”, so he would like a small paragraph about it. He thinks the simpler, the better.

4. Alexandra, tested by Valeria

It was clear to her that our site was about products and services for the sustainable environment. She could find our visons and values easily in the “about us” page. She knows where to find the events, the log in and sign up. She didn’t know where to look for the reviews/testimonials. She likes the simple design of the website, could navigate easily through it and would visit the website as well.

5. Cato, tested by Lotus

She could navigate through the website easily. The only thing that she found confusing was “the community”, because she would like to have more specific information on what you sign up for and maybe have that added to the “get involved” page.

RECOMMENDATIONS:

Based on the testing and the different advice from the testers, we concluded that we should adjust “the community” page. Right now, there is no added value to the costumer. We will change that to a simpler page where customers have the option to donate on our website. The “get involved” button needs to be leading to a simple page where you can sign up/log in first. We also need to include the reviews/testimonial section to the “about us” page

# Appendix:

## Testing questions

The question/goals:

- Could you tell me what type of service or product we provide?

- Could you read our vision and values for me?

- could you tell me how many community members we have?

- Could you tell me what activities you can do with our brand?

- Can you tell me what amount of money you have to pay for our cleaning event?

- Can you tell me what you can do at our diving trip?

- Can you log in for me to go to our community page?

- can you tell me on what date the first upcoming event will be?

- Can you tell me what someone wrote as a review about our brand?

- what was your experience with the website?

- would you see yourself visiting the website more often?

- if you could change something what would you like to change?