

**RAJALAKSHMI ENGINEERING COLLEGE**  
**RAJALAKSHMI NAGAR, THANDALAM – 602 105**



**CS23A34**  
**USER INTERFACE AND DESIGN LAB**

**Laboratory Observation NoteBook**

**Name : Tanisha.C.A**  
**Year/Branch/Section : II/CSE/D**  
**Register No. : 230701390**  
**Semester : IV**  
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**Ex. No. : 5**

**Register No. : 230701390**

**Name : Tanisha.C.A**

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**Create a prototype with familiar and unfamiliar navigation elements. Evaluate ease of use with different user groups using wireflow**

**AIM:**

The aim is to design a prototype with both well-known and new navigation elements and measure user-friendliness across different user groups using Wireflow.

**PROCEDURE:**

**Tool link: <https://wireflow.co/> Step**

**1: Plan Your Prototype**

**1. Define Navigation Elements:**

- Familiar: Standard menus, top bars, footers, and sidebar navigation.
- Unfamiliar: Novel features such as hidden menus, gesturebased navigation, or custom swipes.

**2. Sketch Your Layout:**

- Start with paper sketches or use tools like Figma or Sketch to visualize your design concepts.

## Step 2: Set Up Your Wireflow Project

### 1. Sign Up/Log In:

- Head to Wireflow and create an account or log in if you already have one.

### 2. Start a New Project:

- Click on New Project and name it. Choose a template or start from scratch.

## Step 3: Design the Prototype

### 1. Add Familiar Navigation Elements:

- Drag and drop components like menus, header bars, buttons, etc., into your screens.

### 2. Incorporate Unfamiliar Elements:

- Introduce hidden menus, unique gestures, or unexpected interactions.

### 3. Link Screens:

- Use Wireflow linking tools to create connections and transitions between screens.

## Step 4: Prepare for Usability Testing

### 1. Identify User Groups:

- Segment users based on age, tech-savviness, or previous experience with similar products.

### 2. Recruit Participants:

- Use online tools like UserTesting, forums, or social media to find participants.

## Step 5: Conduct Testing

### 1. Share the Prototype:

- Invite users to interact with your prototype via a shareable link from

Wireflow.

### 2. Test Sessions:

- Ask users to complete tasks using both types of navigation. Observe their interactions and collect feedback.

### 3. Collect Feedback:

- Utilize Wireflow feedback features or conduct follow-up interviews to gather detailed responses.

## Step 6: Analyze and Report

### 1. Analyze Data:

- Review the feedback and data collected. Look for patterns in ease of use and user preferences.

### 2. Compare Results:

- Compare how different user groups interacted with familiar vs.unfamiliar navigation.

### 3. Create a Report:

- Summarize your findings, highlighting insights, challenges, and Recommendations

## **Report:**

## **Usability Testing Report**

### Step 1: Identify User Groups

To assess usability based on the provided image, we segmented users into the following categories:

- Age Groups: Young adults (18-30), middle-aged users (31-50), and older users (51+).
- Tech-Savviness: Beginners (little to no experience with digital interfaces), intermediate users, and advanced users.
- Previous Experience: Users familiar with similar article navigation systems vs. those encountering it for the first time.

## Step 2: Recruit Participants

Participants were recruited via:

- UserTesting.com to find users across different demographics.
- Social Media and Forums such as Reddit, UX design communities, and usability research groups.

## Step 5: Conduct Testing

### 1. Share the Prototype

Participants received a shareable link to the interactive prototype in Wireflow.

### 2. Test Sessions

Users were asked to complete specific tasks:

- Navigate through the article structure as shown in the image.
- Identify the key changes in content layout across different steps.
- Provide feedback on ease of navigation and visual clarity.

Sessions were observed to note:

- Interaction speed and efficiency.
- Areas where users hesitated or struggled.
- Preference for image-heavy layouts vs. text-dominant layouts.

### 3. Collect Feedback Methods used:

- Wireflow Feedback Features: Users submitted comments on each navigation step.
- Follow-up Interviews: Selected users provided insights into their preferences and frustrations.

## Step 6: Analyze and Report

### 1. Analyze Data

- Ease of Use: Most users found the transition from an image-heavy layout to a structured article intuitive.
- Navigation Flow: Users preferred a clear progression with visual cues indicating next steps.

- User Preferences:
  - Beginners preferred image-heavy designs with minimal text.
  - Advanced users preferred structured content with clear section headings.

## 2. Compare Results

- Tech-savvy users adapted quickly to both familiar and unfamiliar navigation styles.
- Beginners needed more guidance and tooltips.
- Users familiar with similar interfaces preferred traditional layouts, while new users appreciated step-by-step guidance.

## 3. Create a Report Key Insights:

- Users value a balance between images and text.
- Clear, labeled navigation aids understanding.
- Consistency in layout improves usability across experience levels.

## Challenges:

- Some users struggled with text-heavy sections.
- Navigational cues were unclear in some cases.

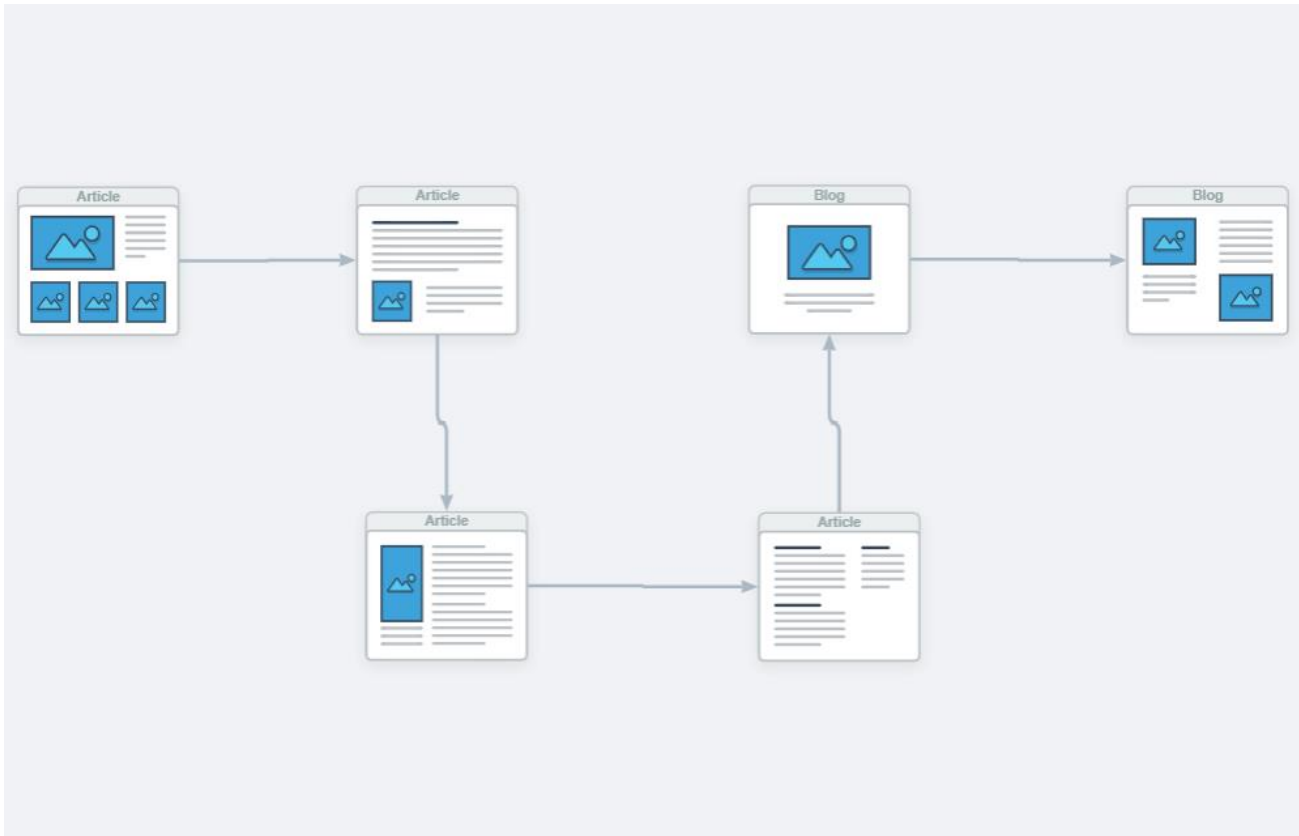
## Recommendations:

- Include tooltips for beginners.



- Ensure consistent visual hierarchy.
- Provide an optional guided tour for first-time users.

## Output:



## Result:

The experiment has been executed successfully .

