Excercise 3b   **Date:**

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, gesture-based 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's 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's 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.
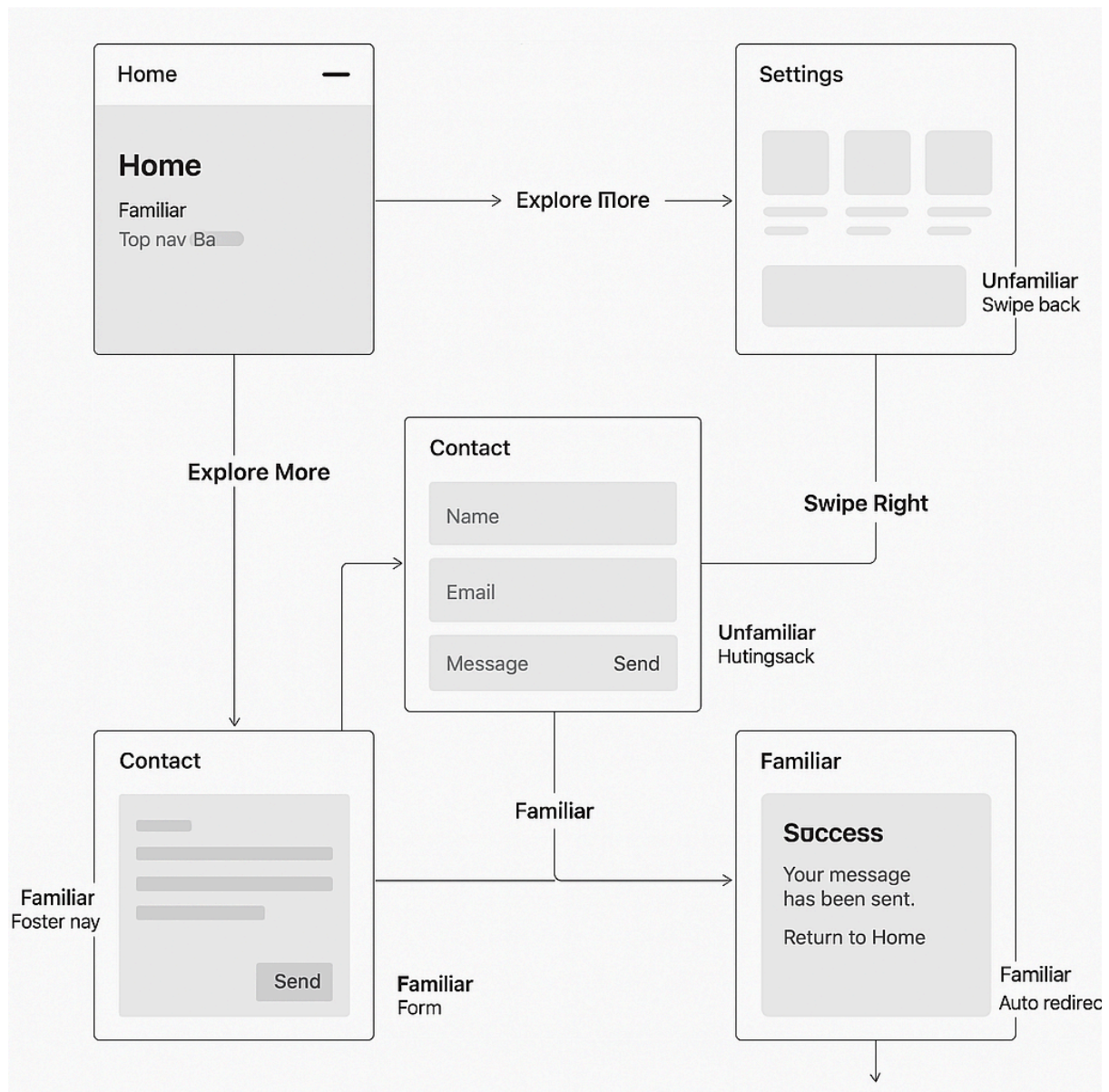2. Compare Results:
   - Compare how different user groups interacted with familiar vs. unfamiliar navigation.
3. Create a Report:
   - Summarize your findings, highlighting insights, challenges, and recommendations

OUTPUT:-

RESULT:-

Hence the Familiar and unfamiliar using wireflow is implemented and executed.