**Exercise 4:**

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

**AIM:**

The aim is to develop a prototype incorporating both familiar and novel navigation elements and assess usability among diverse user groups using Proto.io.

**PROCEDURE:**

**i) Example 1:**

**Tool Link: https://proto.io/**

**Step 1: Sign Up and Log In**

1. Go to proto.io.

2. Sign up for a new account or log in if you already have one.

**Step 2: Create a New Project**

1. Click on "Create New Project."

2. Give your project a name (e.g., "Simple App Example").

3. Select the device type (e.g., Mobile - iPhone X).

4. Click "Create" to start the project.

**Step 3: Design the Home Screen**

1. Add a New Screen:

○ Click on the "+" button in the left panel to add a new screen.

○ Choose "Blank" and name it "Home."

2. Add Elements to the Home Screen:

○ Drag a "Header" widget from the "Widgets" panel to the top of the screen. ○ Double-click the header to edit the text and change it to "Home Screen." ○ Drag a "Button" widget onto the screen. Place it in the center.

○ Double-click the button to edit the text and change it to "Go to Profile." 3. Add Interaction:

○ Select the button and click on the "Interactions" tab on the right panel. ○ Click "+ Add Interaction."

○ Set the trigger to "Tap/Click."

○ Set the action to "Navigate to Screen" and choose "New Screen." ○ Create a new screen and name it "Profile."

**Step 4: Design the Profile Screen**

1. Add Elements to the Profile Screen:

○ On the newly created Profile screen, drag a "Header" widget to the top of the screen.

○ Double-click the header to edit the text and change it to "Profile Screen." ○ Drag an "Image" widget onto the screen. Place it below the header. ○ Double-click the image to upload a profile picture or any placeholder image. ○ Drag a "Text" widget onto the screen to add some profile information (e.g., "John Doe, Software Engineer").

2. Add Back Button:

○ Drag a "Button" widget onto the screen.

○ Double-click the button to edit the text and change it to "Back to Home." 3. Add Interaction:

○ Select the button and click on the "Interactions" tab on the right panel. ○ Click "+ Add Interaction."

○ Set the trigger to "Tap/Click."

○ Set the action to "Navigate to Screen" and choose "Home."

**Step 5: Preview the Prototype**

1. Click on the "Preview" button in the top-right corner.

2. Interact with the prototype by clicking on the buttons to navigate between the Home and Profile screens.

**Step 6: Share the Prototype**

1. Click on the "Share" button in the top-right corner.

2. Copy the shareable link and send it to others for feedback.

**i) Example 2:**

**Step 1: Plan Your Prototype**

1. **Identify Your Elements**:

○ *Familiar*: Common navigation elements such as a top menu bar, side panels, breadcrumb trails, and footer links.

○ *Unfamiliar*: Experiment with things like hidden menus, gesture-based navigation, or voice commands.

2. **Sketch Out Your Concept**:

○ Draft wireframes on paper, using tools like Figma or Sketch to visualize how both elements will coexist.

**Step 2: Start Your Project on Proto.io**

1. **Sign Up/Log In**:

○ Go to Proto.io and either create an account or log in if you already have one. 2. **Create New Project**:

○ Click on the “Create a new project” button, select the type of project, and give it a name.

3. **Choose a Template**:

○ Select a template that suits your needs or start from scratch.

**Step 3: Design Your Screens**

1. **Familiar Navigation**:

○ Drag and drop elements like menus, tabs, buttons that users are accustomed to.

2. **Unfamiliar Navigation**:

○ Add unique elements such as swipe gestures, hover interactions, or voice commands.

3. **Link Screens**:

○ Use Proto.io’s interaction design tools to set up transitions between screens. **Step 4: Gather User Groups**

1. **Define User Groups**:

○ Segment users into different categories such as age group, tech-savviness, or experience with similar products.

2. **Recruit Participants**:

○ Use platforms like UserTesting, surveys, or social media to find participants. **Step 5: Conduct Usability Testing**

1. **Deploy the Prototype**:

○ Share the unique project link or invite users to test your prototype directly through Proto.io.

2. **Test Sessions**:

○ Conduct usability tests with users from each group, giving them specific tasks to accomplish.

3. **Collect Feedback**:

○ Use Proto.io’s feedback tools or conduct interviews to gather their thoughts and experiences.

**Step 6: Analyze and Evaluate**

1. **Data Analysis**:

○ Look at how users interacted with each element. Use Proto.io’s analytics tools to draw insights.

2. **Compare Groups**:

○ Compare how different user groups responded to familiar vs. unfamiliar navigation.

3. **Report Findings**:

○ Summarize the results in a detailed report highlighting key insights, pain points, and recommendations.

**OUTPUT:**

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