**Exercise 5:**

**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.

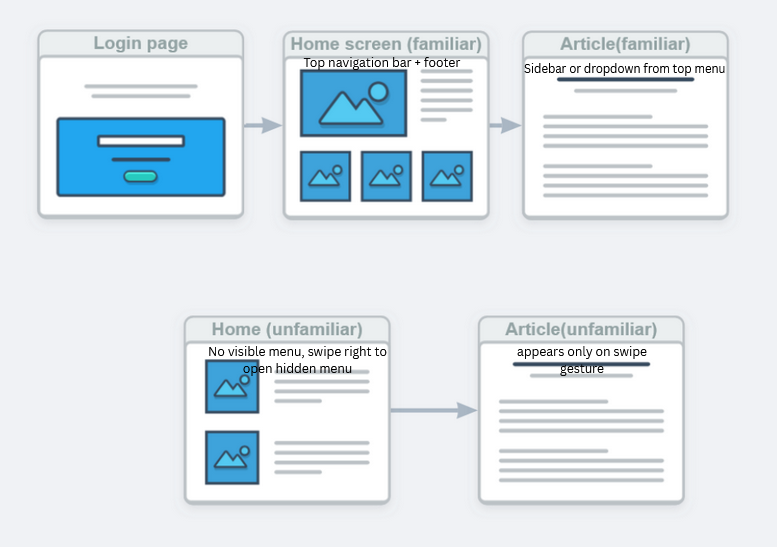
2. Compare Results:

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

3. Create a Report:

○ Summarize your findings, highlighting insights, challenges, and recommendations

**OUTPUT:**

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