


CS 5340 - Computer/Human Interaction

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Final Presentation

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8.8.2023

maker link 

PROBLEM DEFINITION

The need presented is finding small artists and makers for local pop-up events, which benefits the hosts, particularly if they have product parameters, and for makers starting out to connect to the community and get their brand and product out.

The idea is to create a platform to help connect local small makers/artists with small businesses in the area that host pop-ups and events throughout the year. This would reduce the degree of separation between the two communities and provide a resource for customers to know of events happening in their area with a centralized calendar.

PERSONAS/ARCHETYPE

User 1: The business that is currently looking for small makers/artists

User 2: The business that isn't currently looking but could use in the future

User 3: The small maker not currently looking but may be interested in the future

User 4: The maker that has experience showing work and is actively looking for opportunities

User 5: Consumer looking at the list of events that are taking place

PROOF OF CONCEPT

User 1: The business that is currently looking for small makers/artists for an upcoming pop-up that they are hosting in their shop

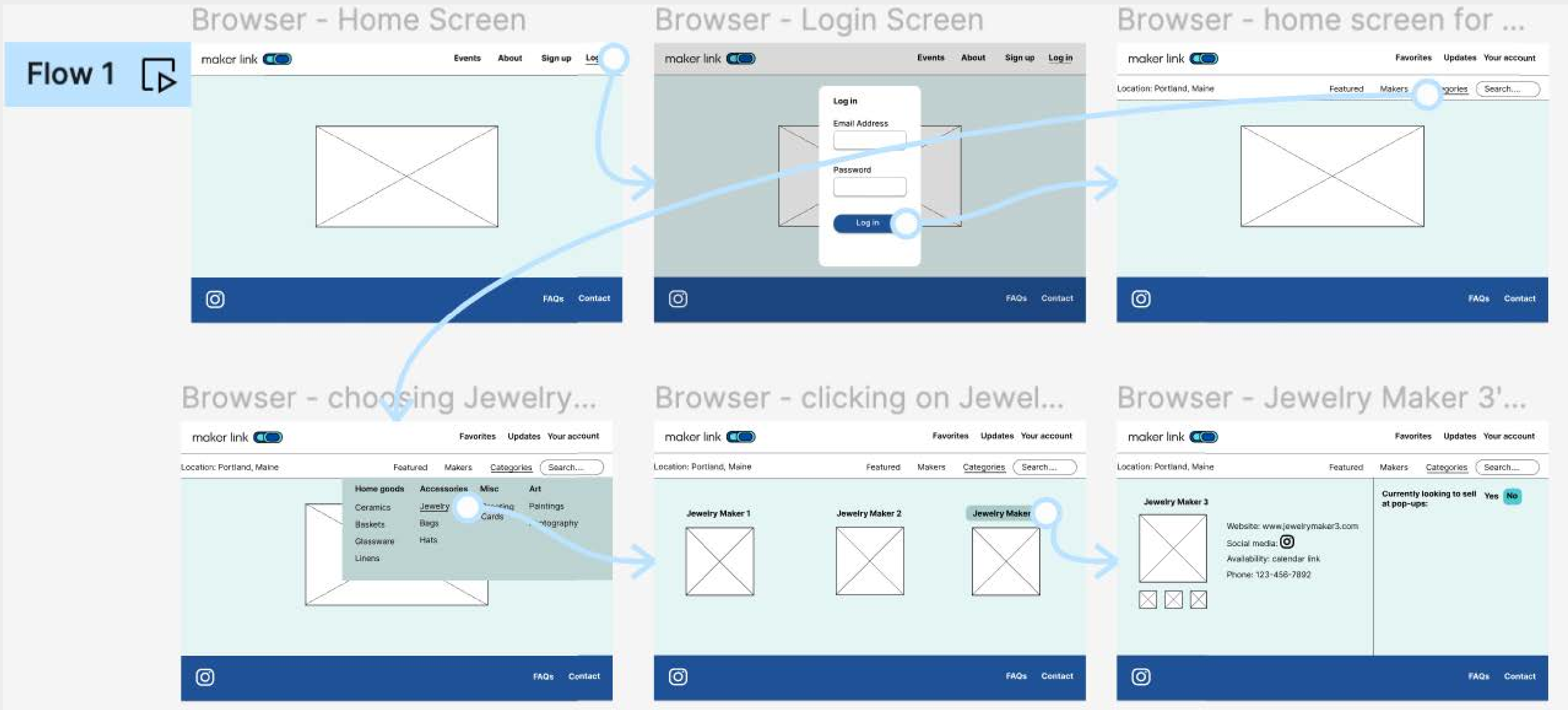
User 2: The maker that has experience showing work and is currently looking for opportunities

User 3: Customer looking at the list of events taking place

User 1: Small Business/ Host of Pop-up

User Profile

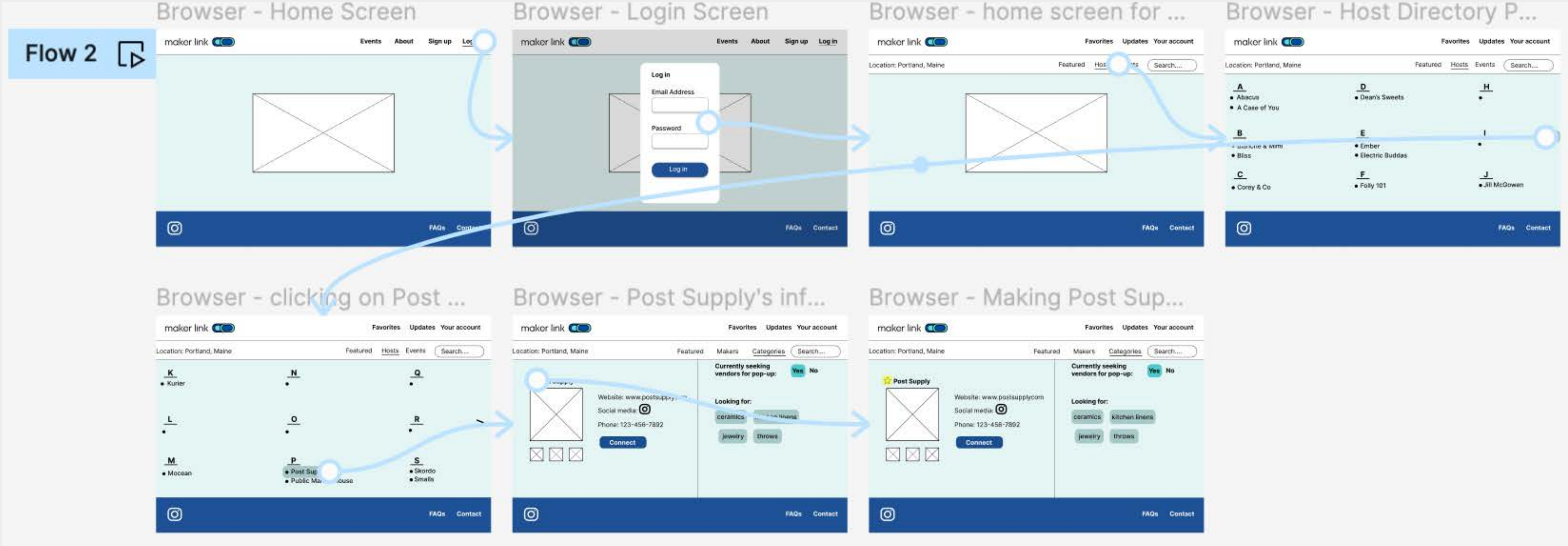
User is a small business that sells women’s accessories and home goods. They already have an account with Maker Link and are browsing for vendors for a pop-up they’d like to host for the holidays. Browsing ends on maker profile page.



User 2: Maker/ Artist

User Profile

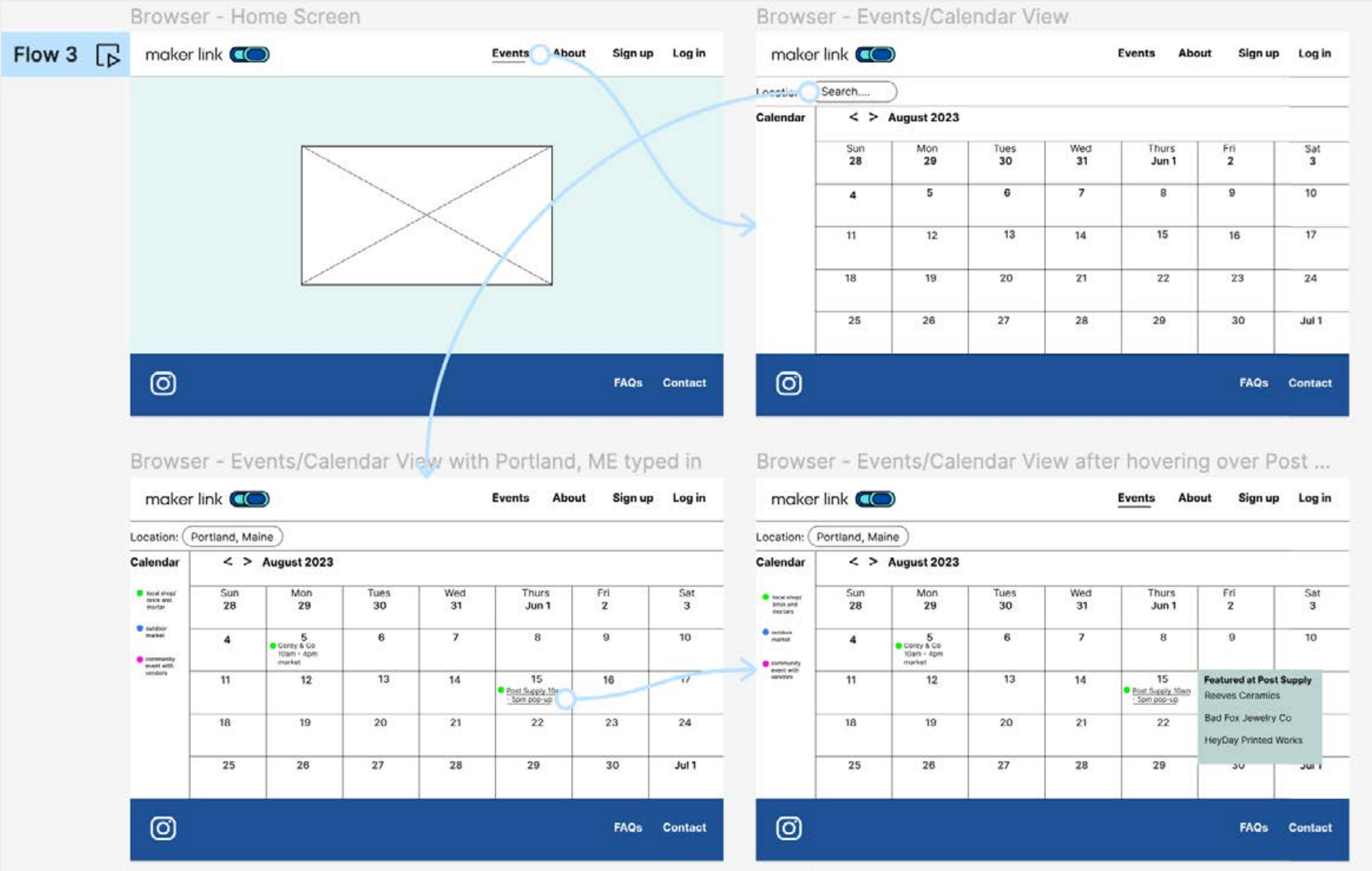
User is a maker that sells handmade bags. They already have an account with Maker Link and are looking to connect with pop-up hosts. They decide not to reach out to Post Supply but favorite it.



User 3: Customer/Consumer

User Profile

User is a customer that enjoys purchasing from the local maker community and supporting small businesses. They want to see what events are happening in the current month.



User 3: Customer/Consumer continued

Browser - Events/Calendar View with Portland, ME typed in

maker link

EventsAboutSign upLog in

Location:

Portland, Maine

Calendar

local shop/
brick and
mortar

outdoor
market

community
event with
vendors

< > August 2023

Sun 28	Mon 29	Tues 30	Wed 31	Thurs Jun 1	Fri 2	Sat 3
4	5 Corey & Co 10am - 4pm market	6	7	8	9	10
11	12	13	14	15 Post Supply 10am - 5pm pop-up	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	Jul 1

FAQsContact

Browser - Events/Calendar View after hovering over Post Supply Pop-up

maker link

EventsAboutSign upLog in

Location:

Portland, Maine

Calendar

local shop/
brick and
mortars

outdoor
market

community
event with
vendors

< > August 2023

Sun 28	Mon 29	Tues 30	Wed 31	Thurs Jun 1	Fri 2	Sat 3
4	5 Corey & Co 10am - 4pm market	6	7	8	9	10
11	12	13	14	15 Post Supply 10am - 5pm pop-up	Featured at Post Supply Reeves Ceramics Bad Fox Jewelry Co HeyDay Printed Works	
18	19	20	21	22		
25	26	27	28	29		

FAQsContact

MID SEMESTER SWITCH UP



CURRENT PROTOTYPE

User Profile walk through example: [click here](#)

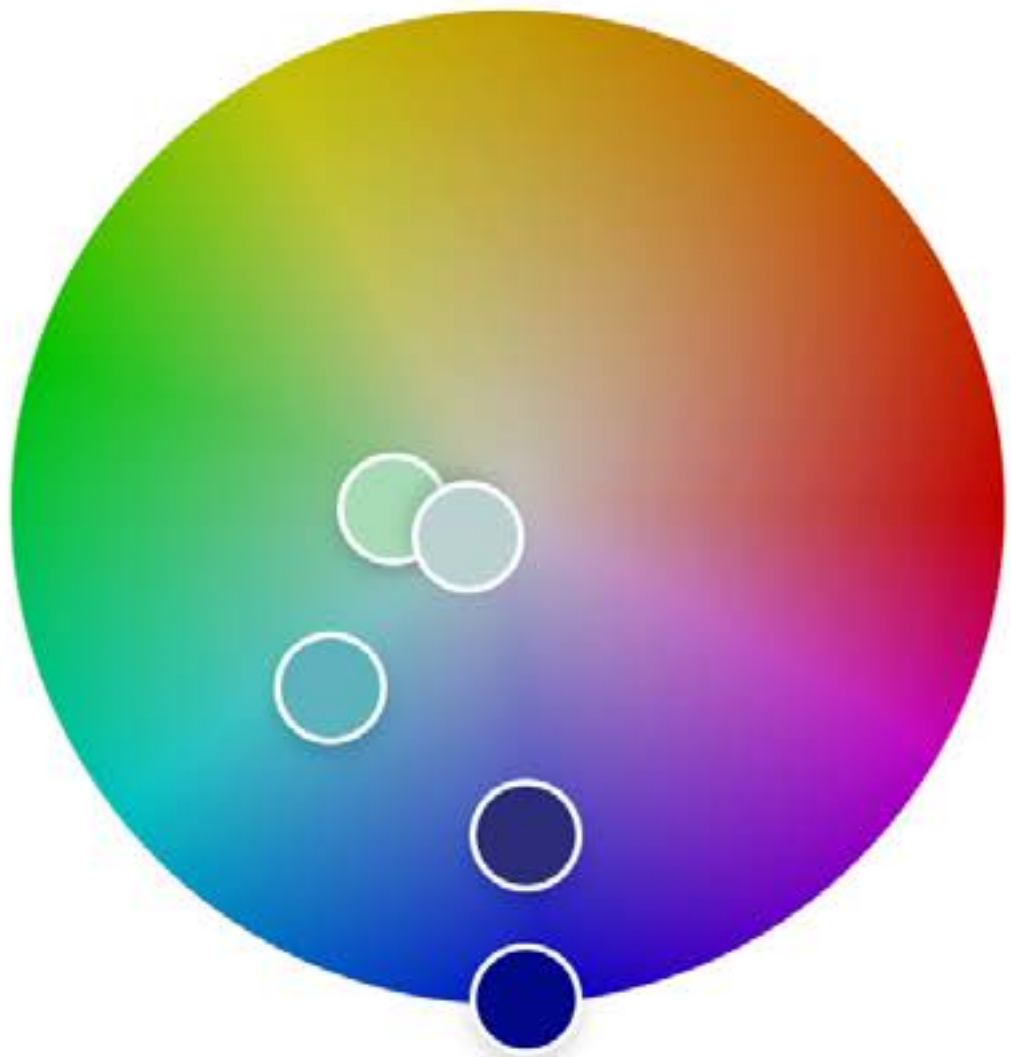


CURRENT PROTOTYPE: COLOR

Color Blind Safe ▼ ⓘ

— Potential Color Conflict ⓘ

✓ No conflicts found. Swatches are color blind safe.



A

B

C

D

E



Color Mode

RGB ▼

[Show RGB Sliders](#)

Color Blind Simulator

Deuteranopia



Protanopia



Tritanopia



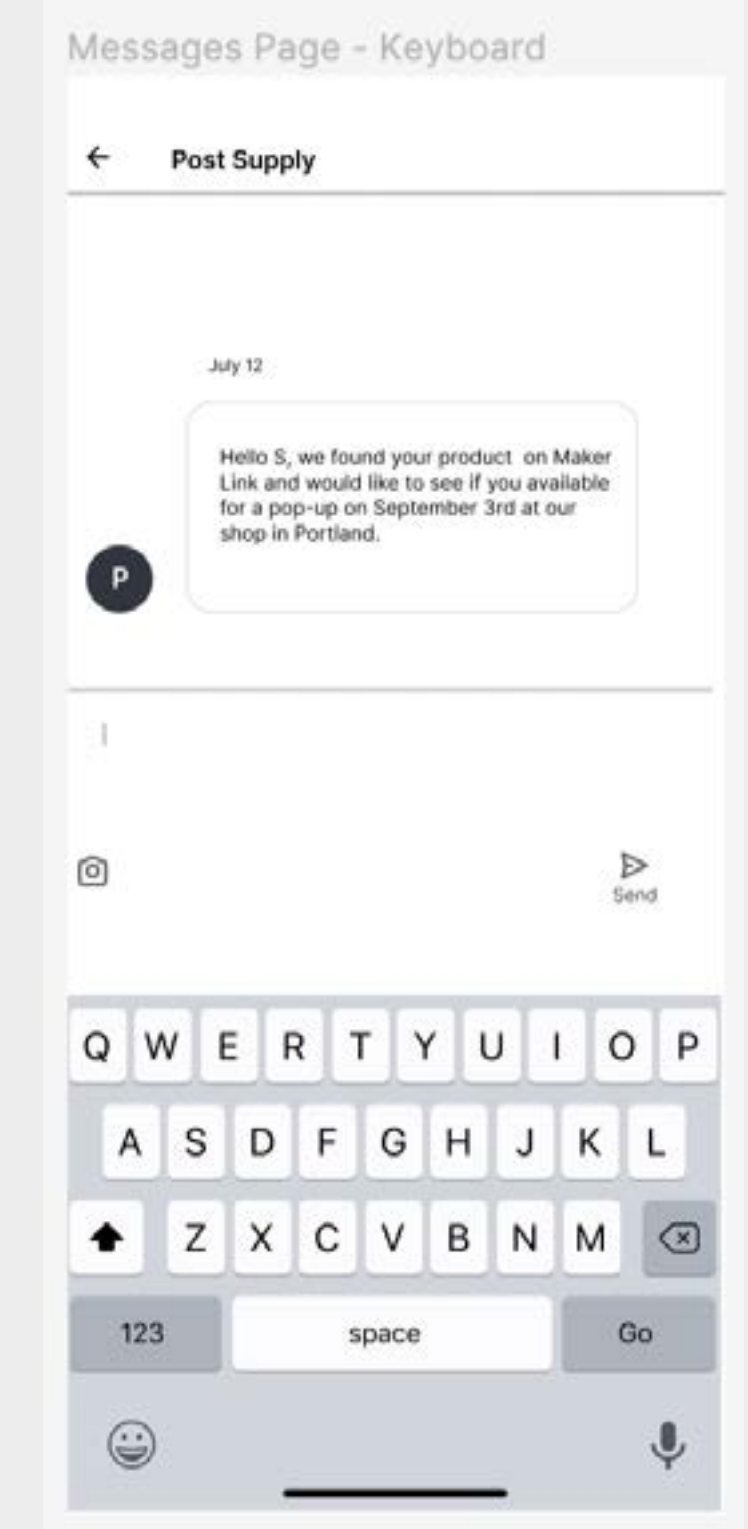
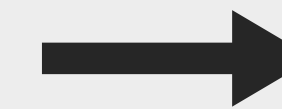
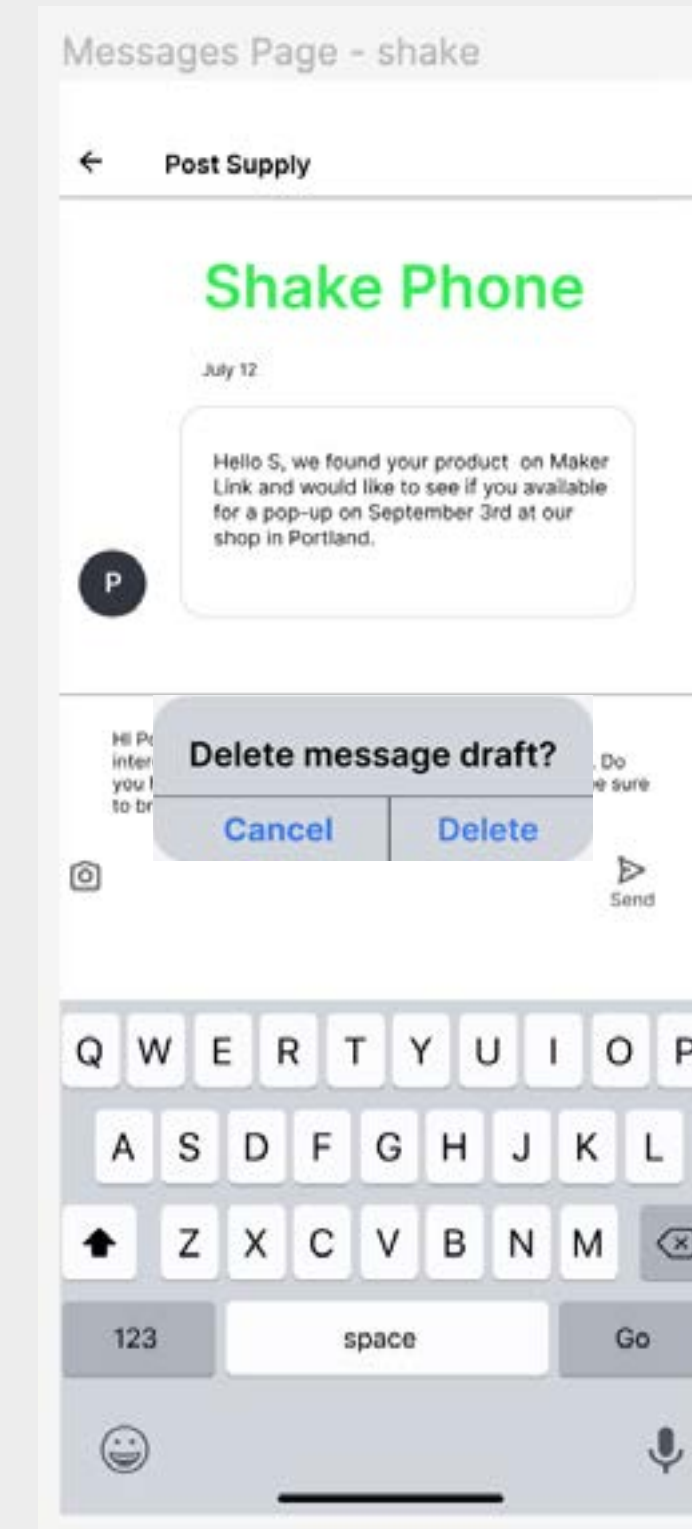
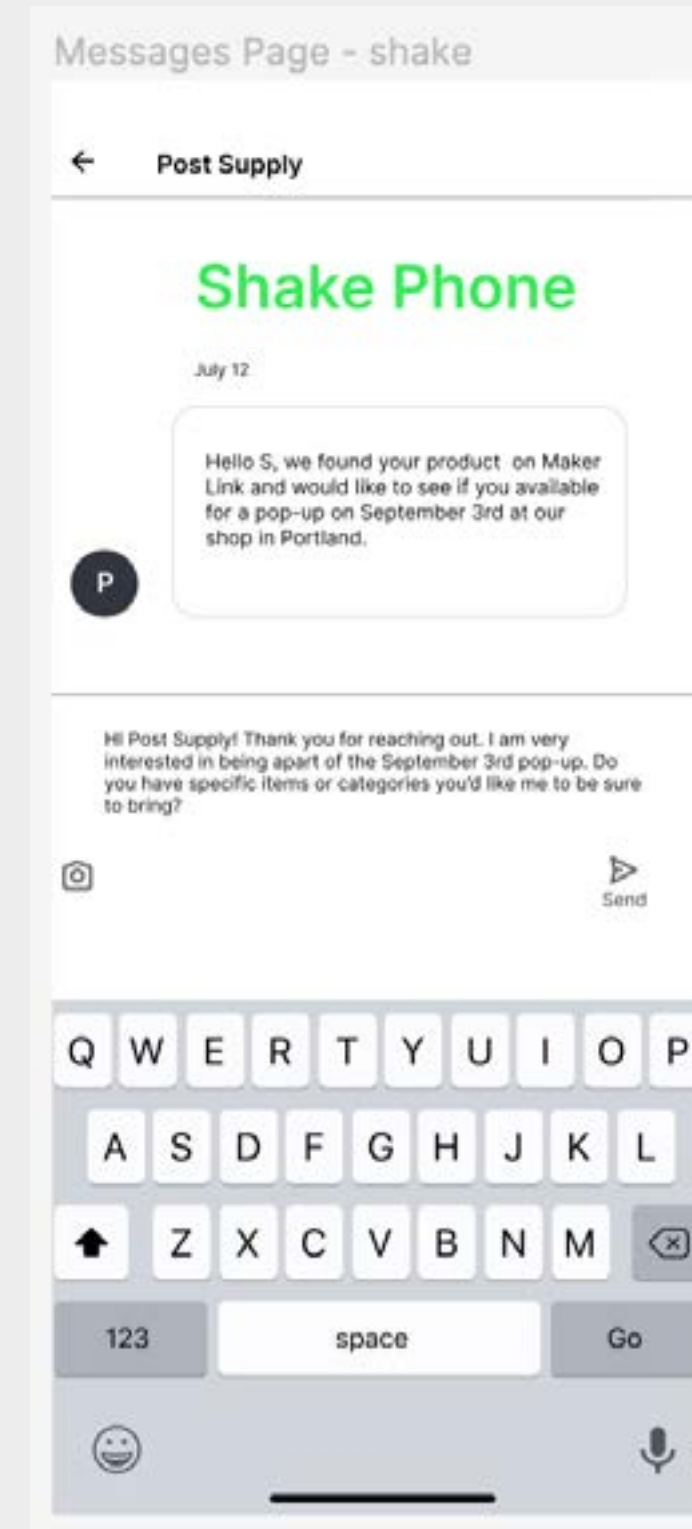
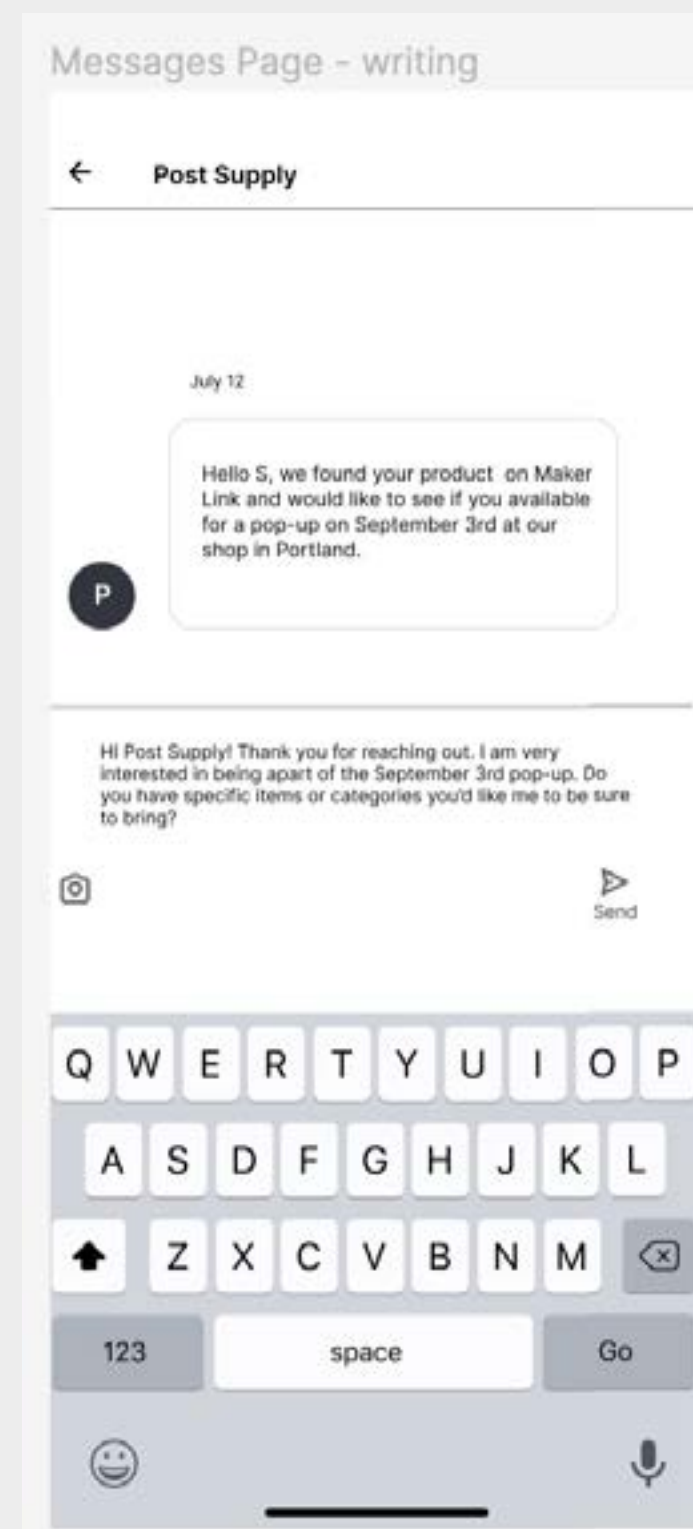
CURRENT PROTOTYPE: HAPTICS

User Profile

Maker/Artist User Flow

Written Message

Shaking once will erase entire draft message if press **delete**

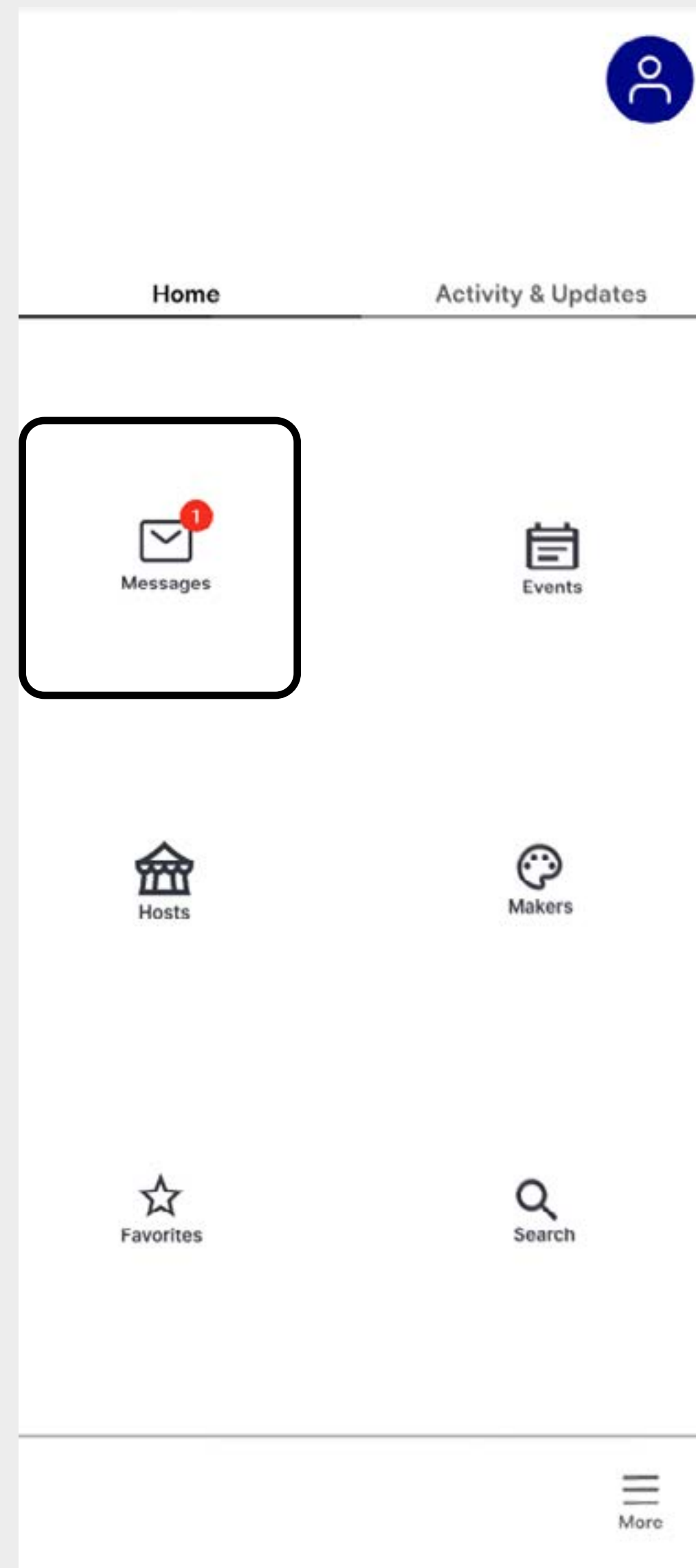


Or hitting **cancel** will return to original draft message

CURRENT PROTOTYPE: HAPTICS

User Profile

Maker/Artist User Flow

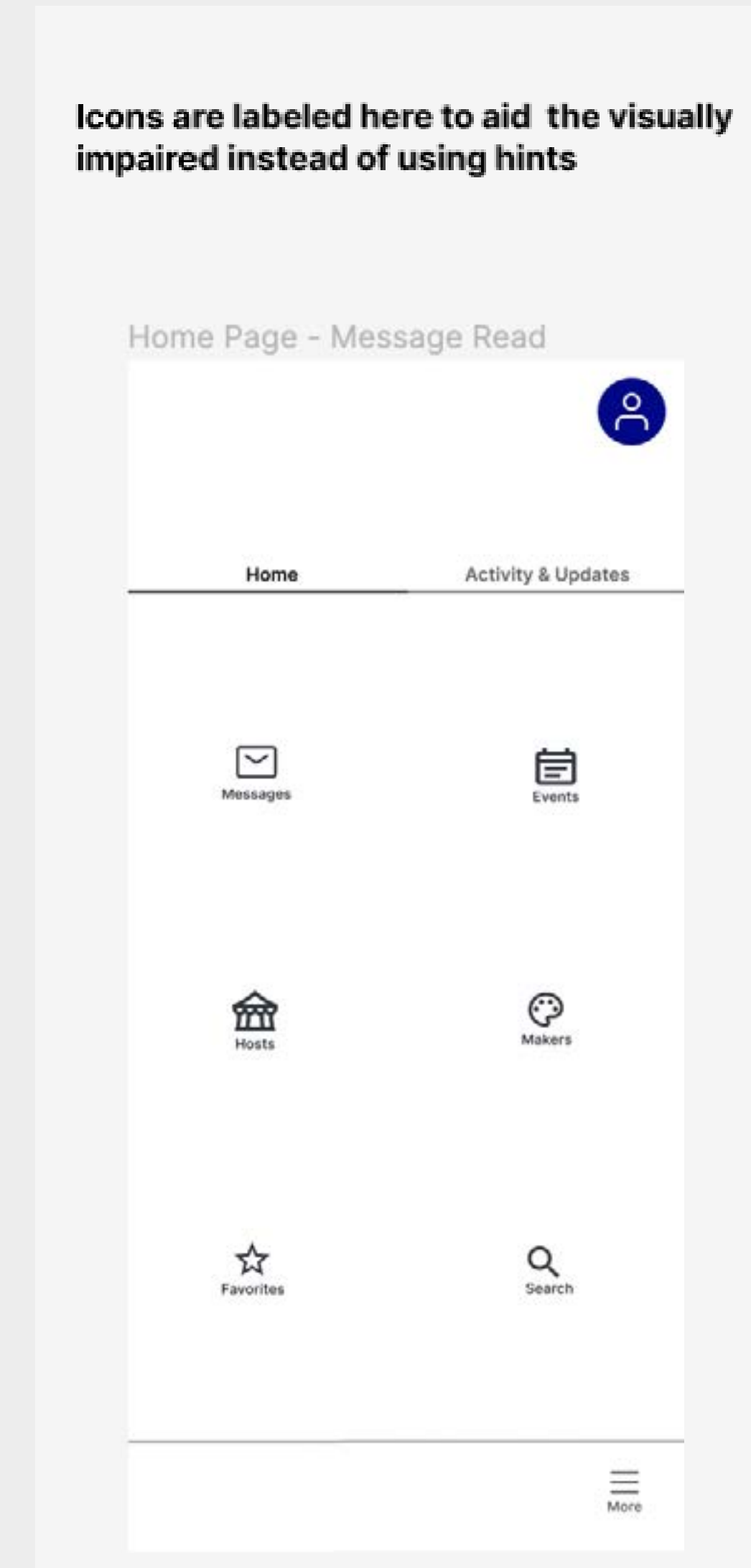
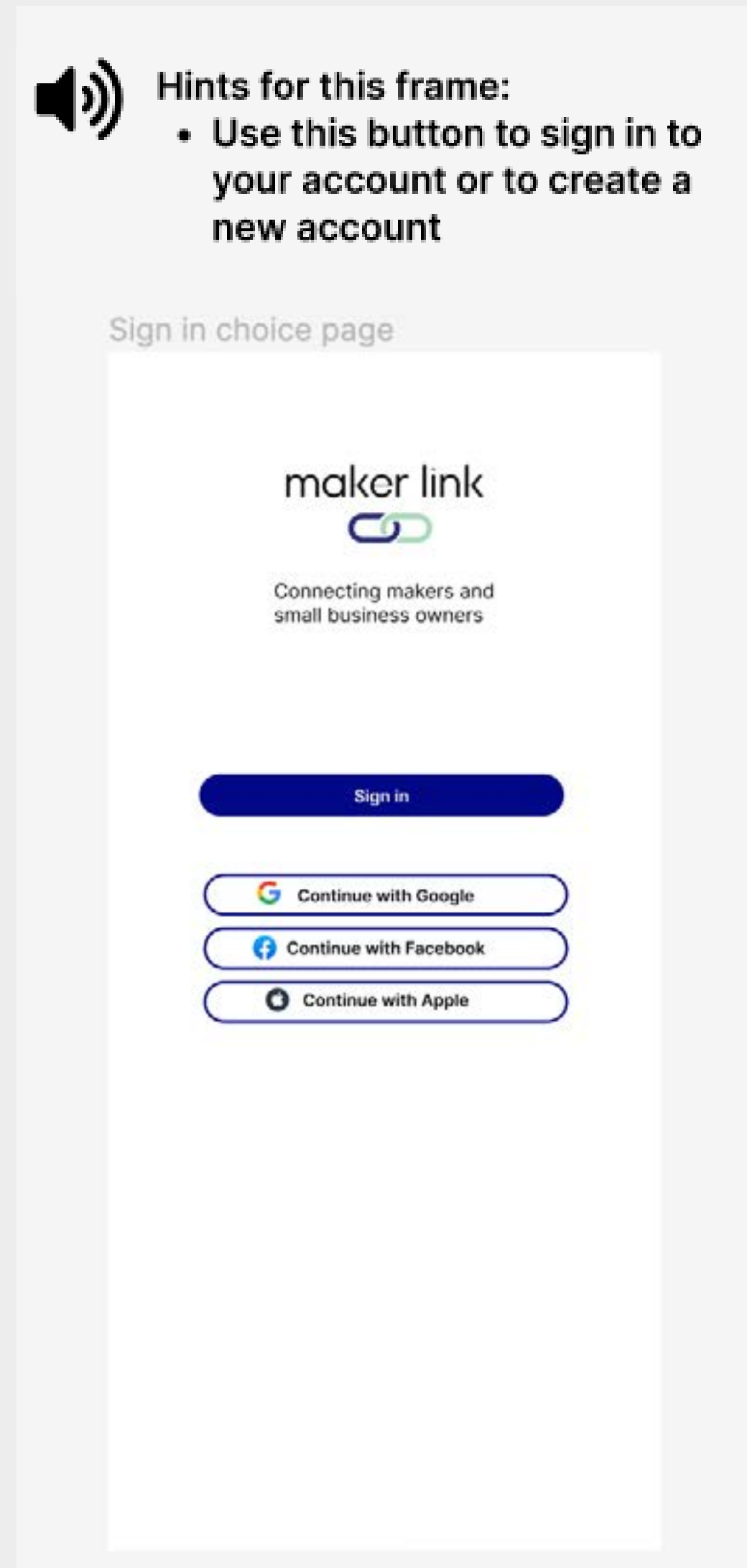


This page will feature a feedback vibration to let the user know there is a new message received

CURRENT PROTOTYPE

Equitable use

- alt text
- hints
- icons are labeled



UD Principle #1

Flexibility in use

- choice in methods/ how to access resources

CURRENT PROTOTYPE

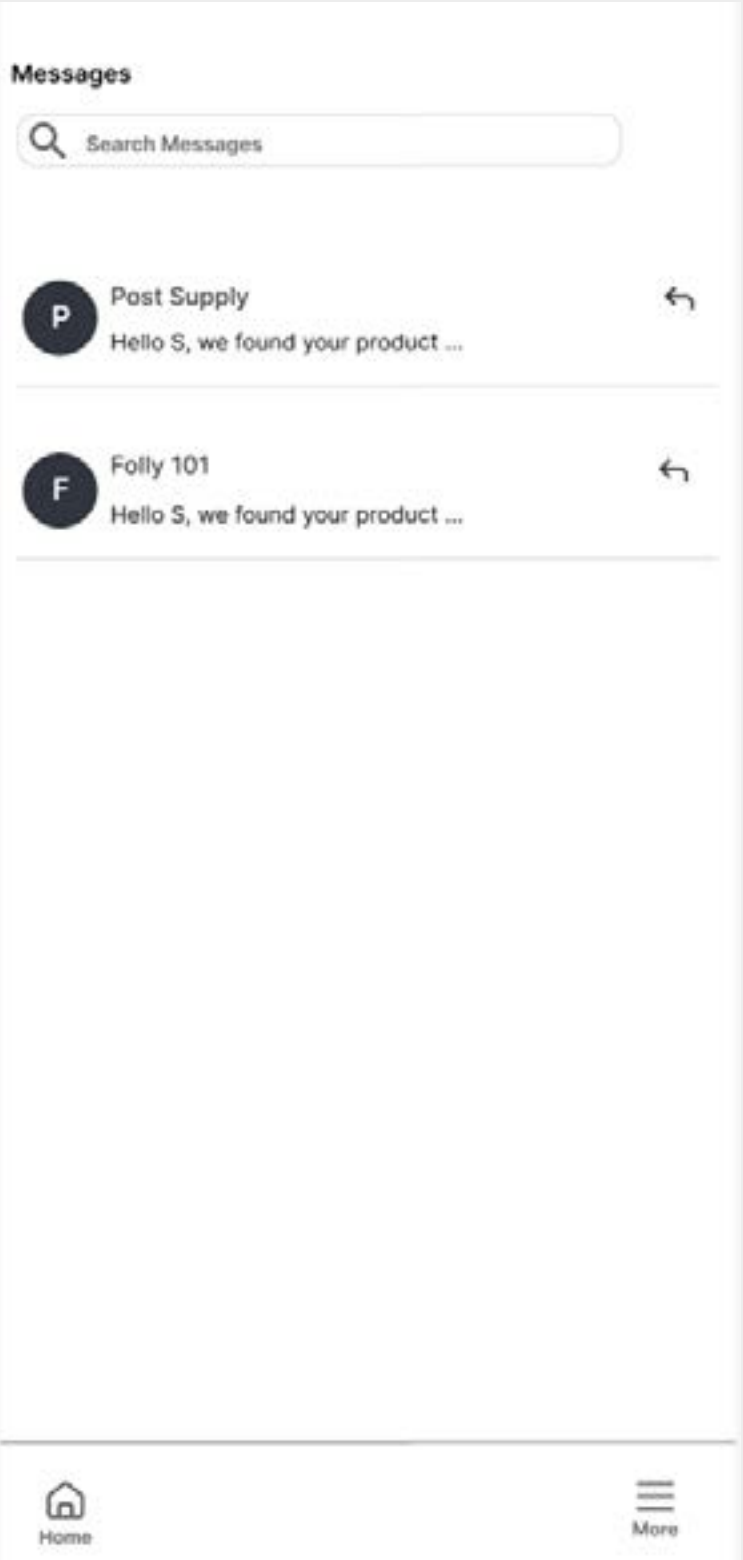
Multiple routes for sign in



Navigate using icons or through search



Sort through messages on screen or through search



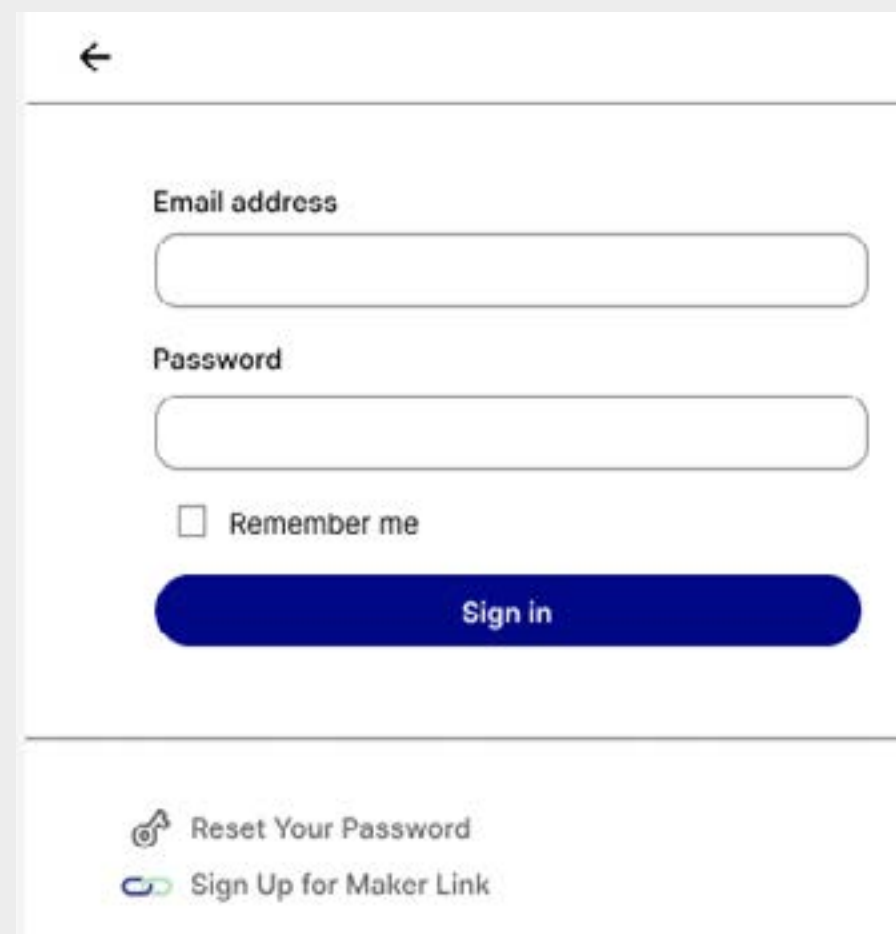
Simple & Intuitive Use

- redundancy
- effective prompting and feedback

UD Principle #3

CURRENT PROTOTYPE

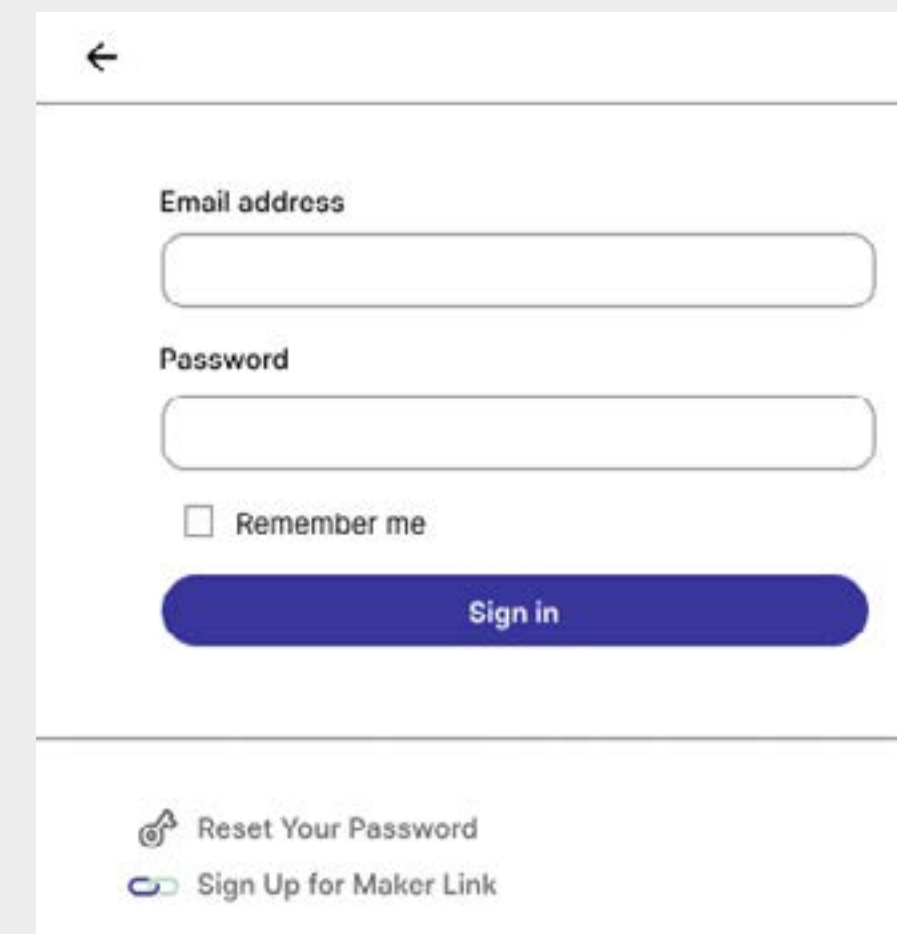
Regular



A login form in its regular state. It features a back arrow at the top left. Below it are two input fields: 'Email address' and 'Password'. A checkbox labeled 'Remember me' is positioned below the password field. A dark blue 'Sign in' button is centered below the checkbox. At the bottom, there are two links: 'Reset Your Password' with a key icon and 'Sign Up for Maker Link' with a link icon.



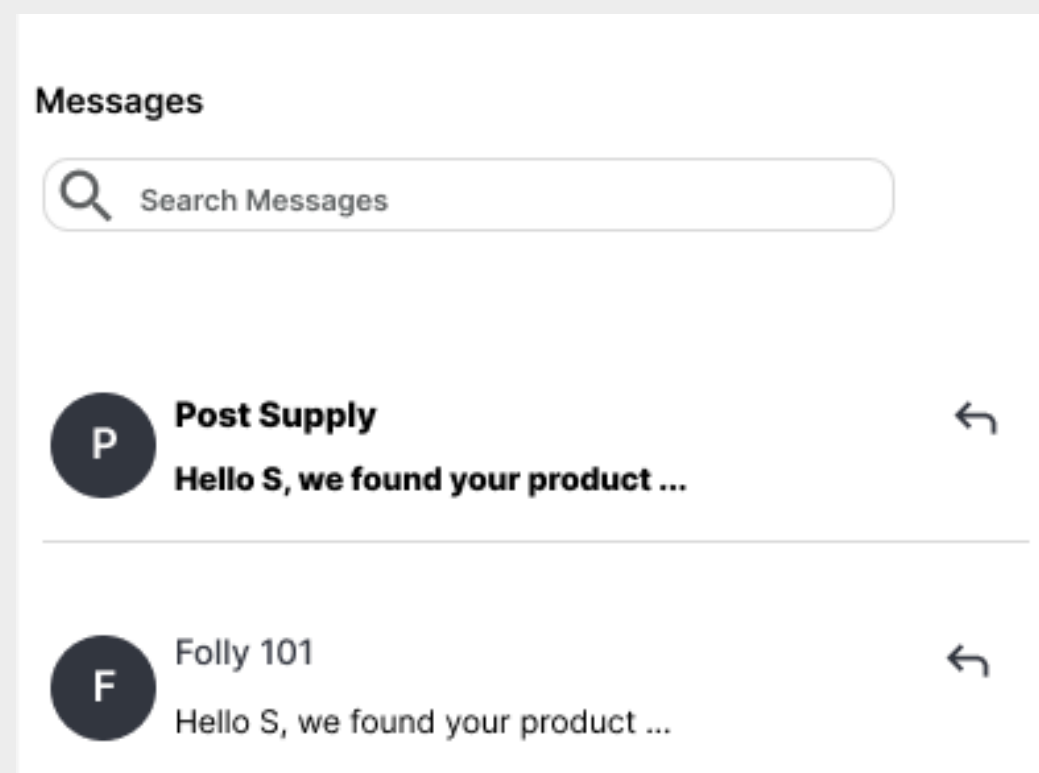
Pressed state



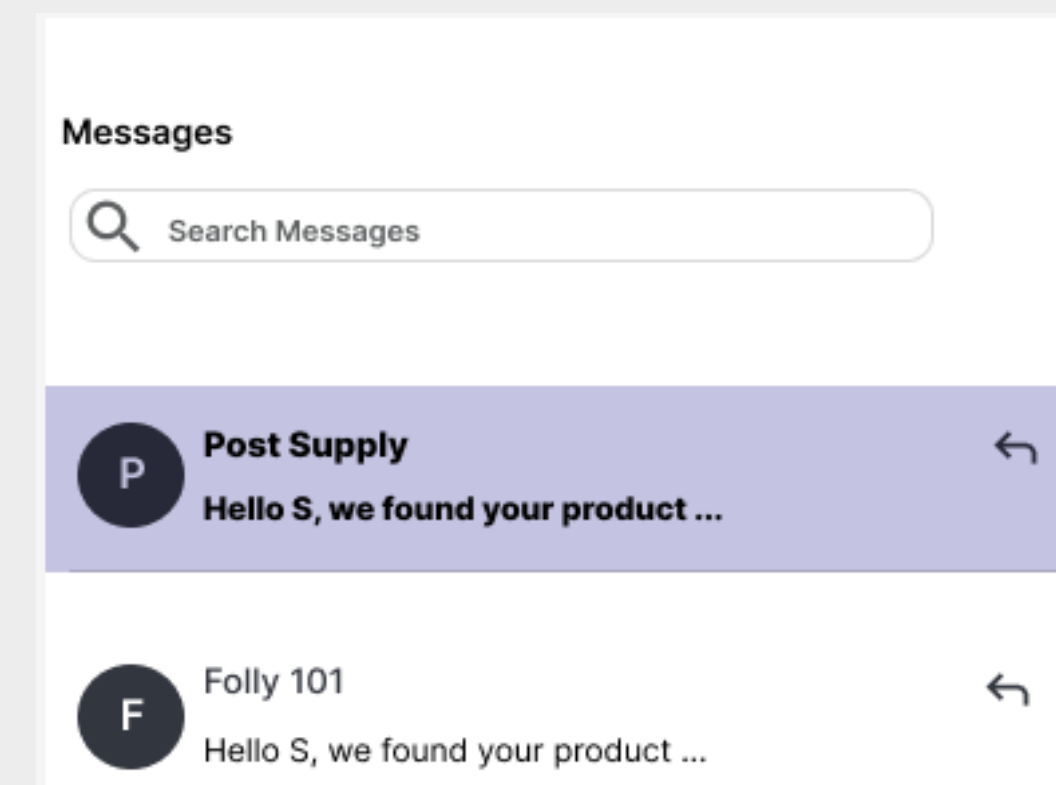
The same login form as the regular state, but with the 'Sign in' button in a lighter blue shade to indicate it is pressed.



Use of color for button in Pressed state and the redundant use of it to indicate actions



A messages list in its regular state. It has a 'Messages' header and a search bar. The first message is from 'Post Supply' with a profile icon 'P' and the text 'Hello S, we found your product ...'. The second message is from 'Folly 101' with a profile icon 'F' and the text 'Hello S, we found your product ...'. Both messages have a back arrow on the right.



The same messages list as the regular state, but the first message from 'Post Supply' is highlighted with a light blue background to indicate it is selected or pressed.

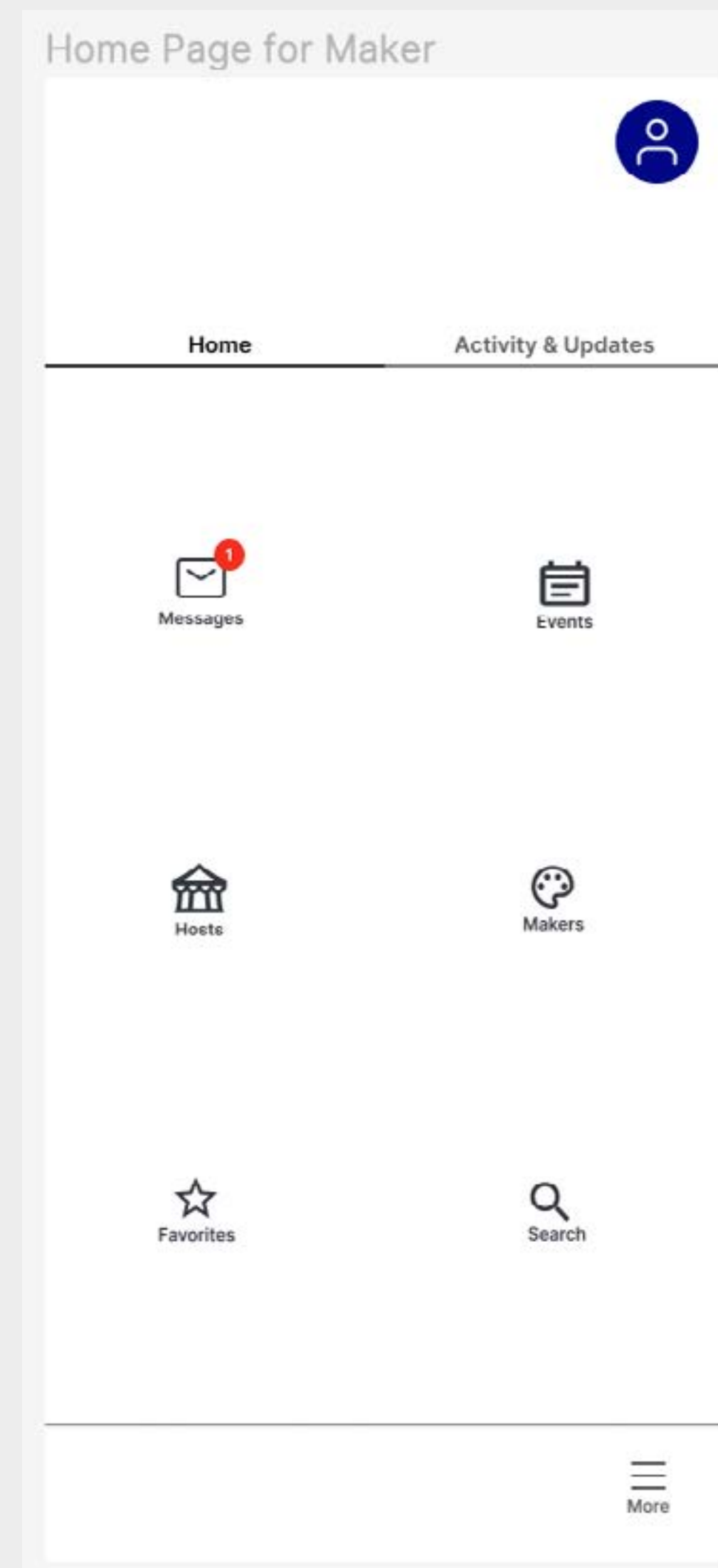
Perceptible information

- redundancy of information
- differentiate elements

UD Principle #4

CURRENT PROTOTYPE

Visual icons and written description for redundancy

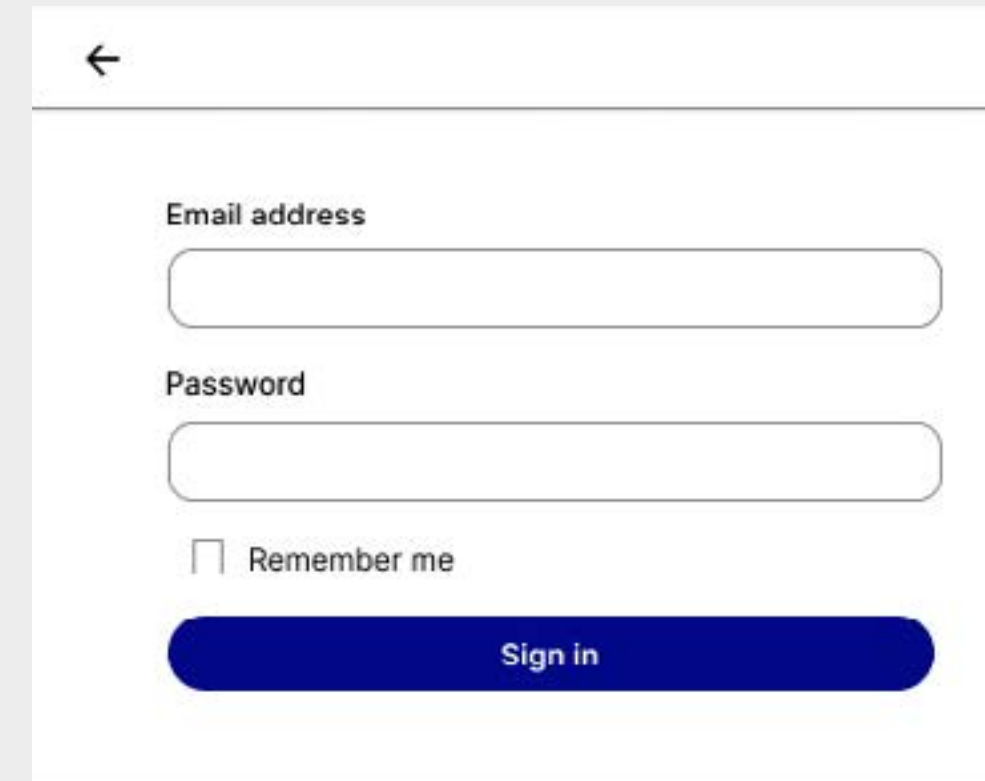


CURRENT PROTOTYPE

Tolerance for Error

- fail safe features
- back button

Back button →



A mobile app login screen. At the top left is a back arrow icon. Below it are two input fields: 'Email address' and 'Password'. Below the password field is a checkbox labeled 'Remember me'. At the bottom is a blue button labeled 'Sign in'.

Rest password option →

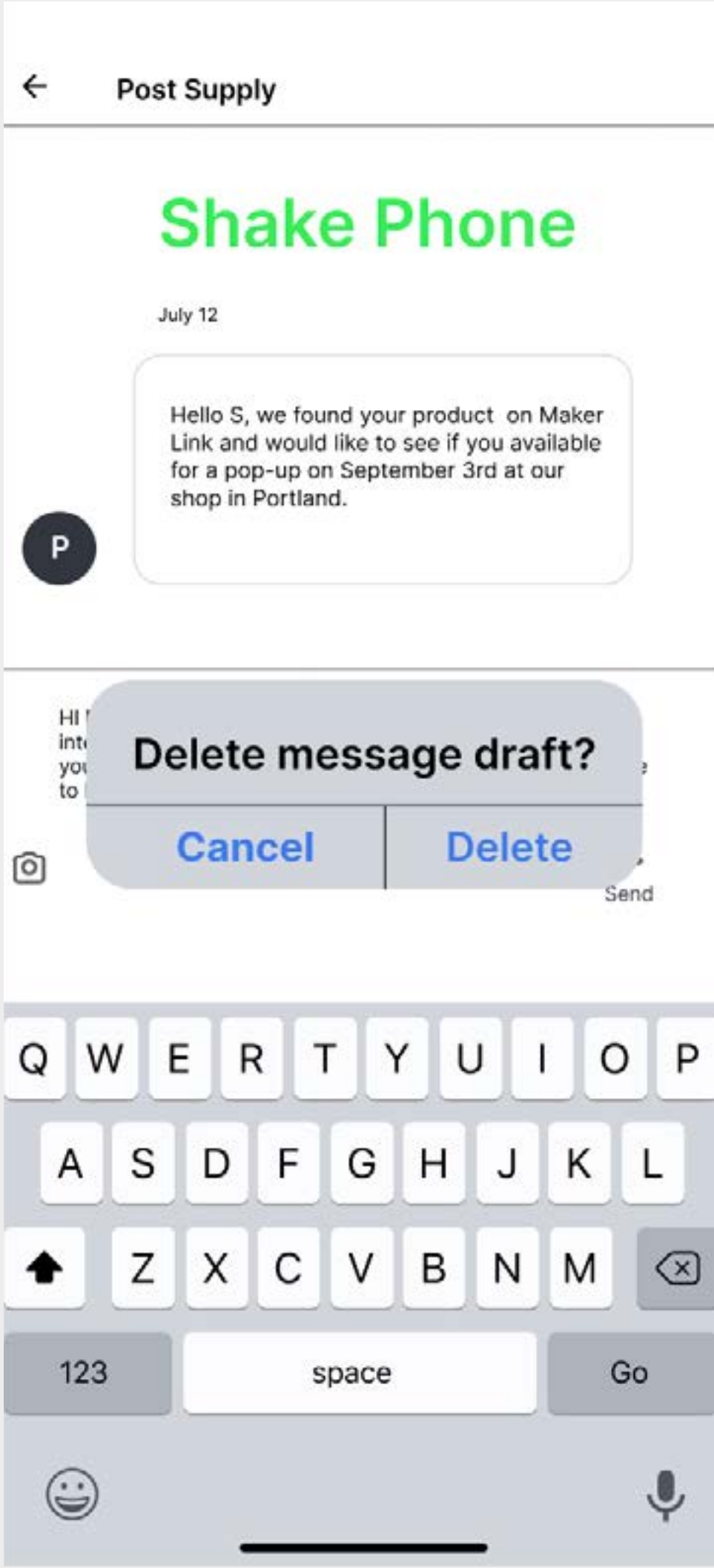
 Reset Your Password
 Sign Up for Maker Link

CURRENT PROTOTYPE

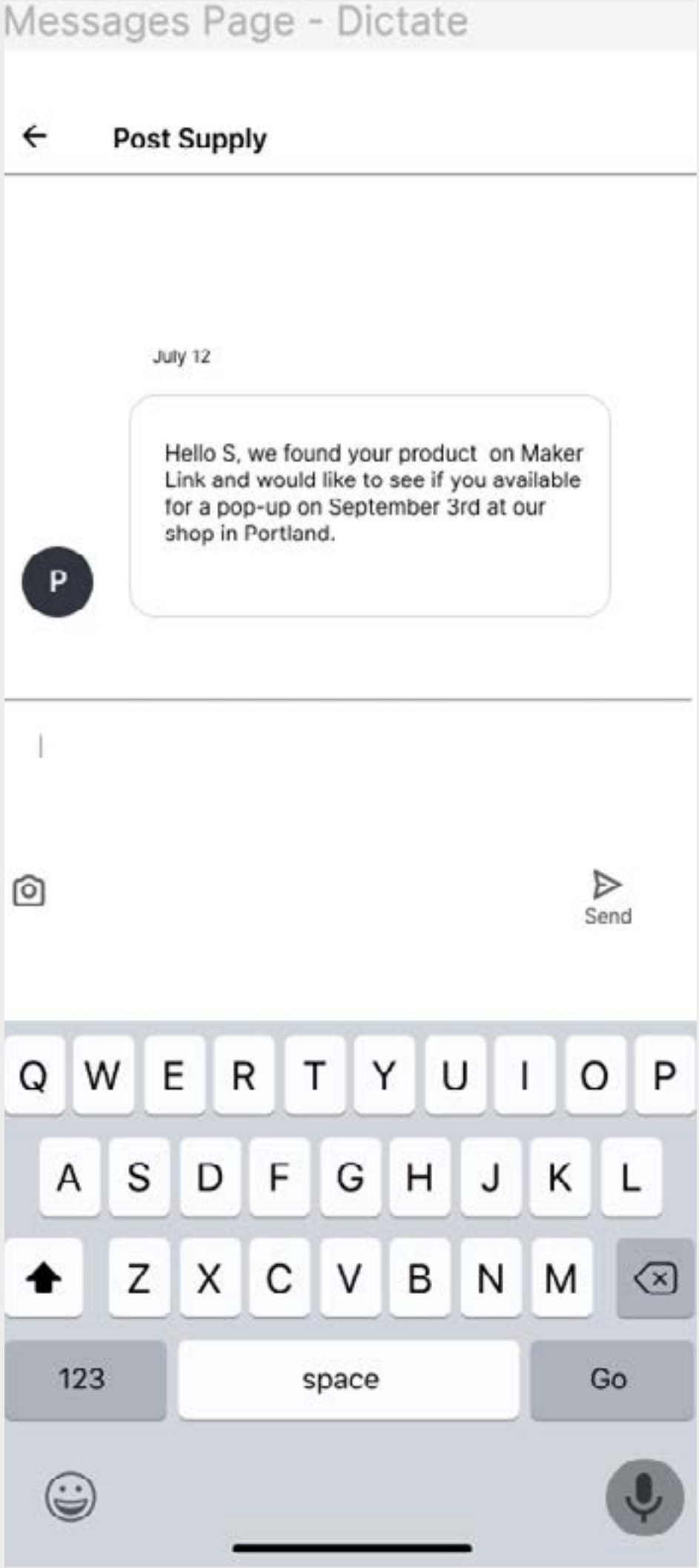
Low Physical Effort

- minimize repetitive action

UD Principle #6



Delete message draft with less effort/ all at once



Option to dictate

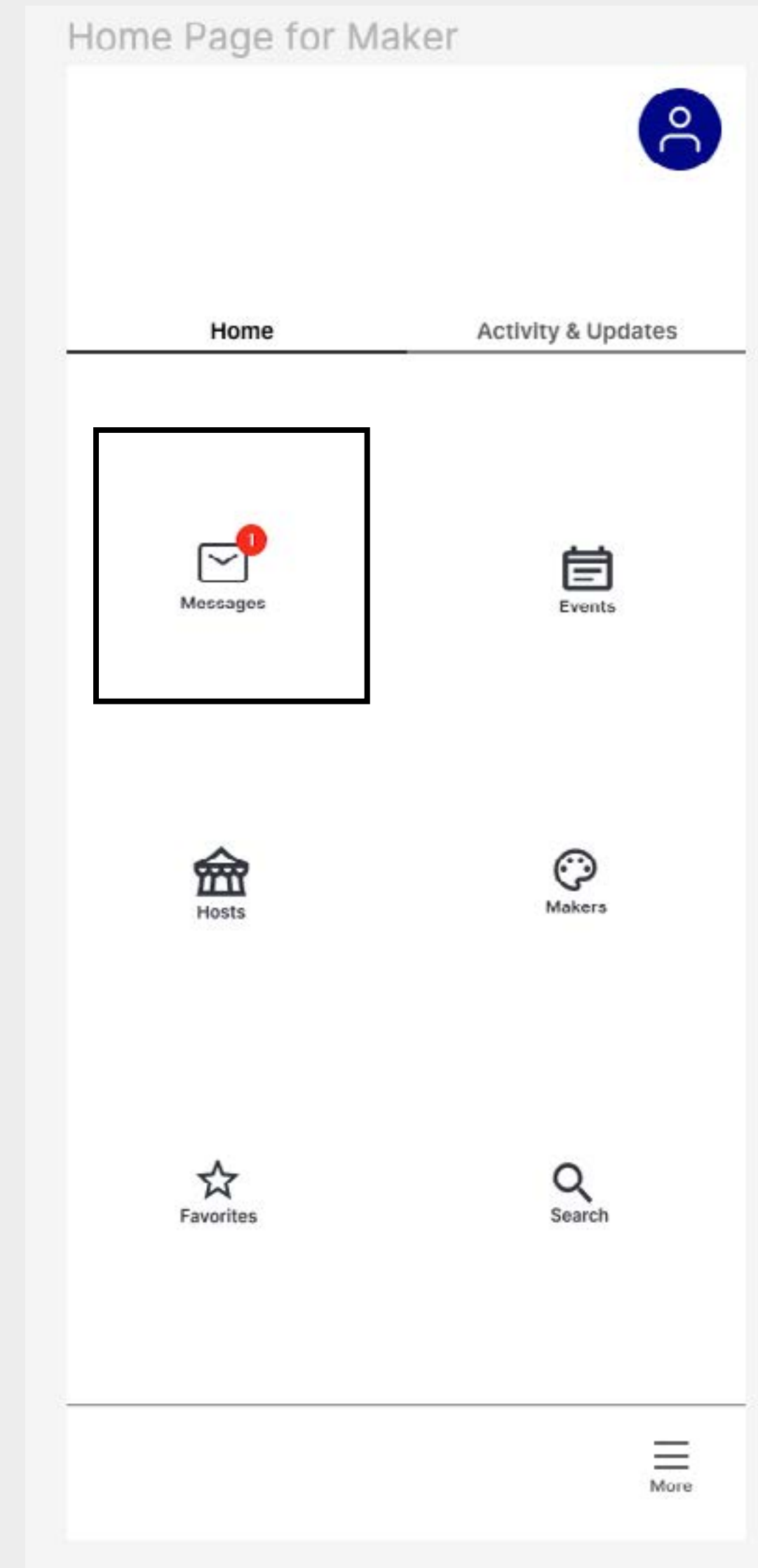
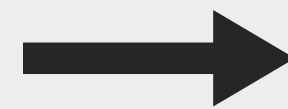
Size & Space for Approach & Use

- accommodate
for variation in
finger size

UD Principle #7

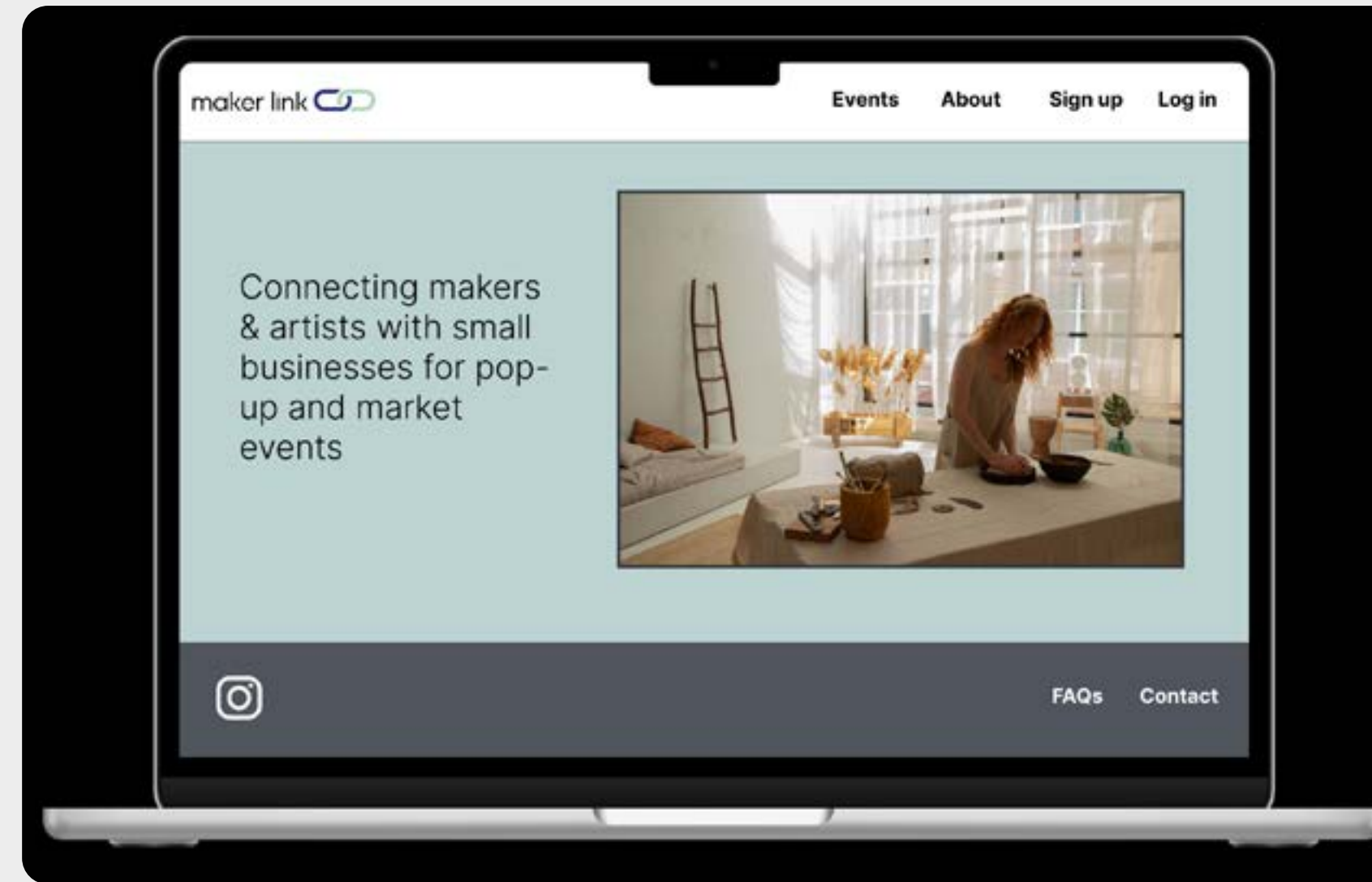
CURRENT PROTOTYPE

Adequate touch
target area for
buttons,
145 x 145 px



CURRENT PROTOTYPE

User 3 Profile walk through example: [click here](#)



User 1 Profile walk through example: [click here](#)

Q & A

maker link 