

Project Assessment

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Identification of the Target User

Property owner - Middle-class worker that has a piece of land to build his house.

Interview Questionnaire

- 1 When you visit the website by the first time, what is the process of browsing it?
- 2 What is your purpose to visit the website?
- 3 What else you looking for in the website?
- 4 What are your expectations?
- 5 What makes you stay?

Raw Data

Participant 1

- 1 Go to the home page and looks at the navigation to find the section I'm interested in. I go straight to the point. Many times I use the search feature.
- 2 Most of the time, I have precise purpose to go to the website.
- 3 I don't use to look around what is in the website besides what is interesting to me.
- 4 I expect the site to be well organized, so I can find what I need quickly.
- 5 I stay as far as I have interest in the site, get the information or finalize transaction. I don't wander there.

Participant 2

- 1 I scan the website, look for information or elements that stands out, or sometimes go search in menu.
- 2 I want to find the information.
- 3 Usually, I don't go over what not interest me.
- 4 I expect that the information I'm looking for is there well explained. If not, I got angry.
- 5 Direct answers for my issues makes me stay, but frequently I stay when I come across some intriguing to me staff.

Participant 3

- 1 I like to explore what is in the website before I go to the point. I scan regularly.
- 2 Ultimately, I want to find what I'm looking for. Sometimes just what I planned to and sometimes what I can find spontaneously.
- 3 I spend some time to see what interesting is in the website.
- 4 I expect the website to be easy in navigation, have information I'm looking for, and be nicely done.
- 5 I stay when the site is well designed. It's nice to explore in interesting environment.

Common Characteristics

Looks for clues that help find what is looking for

Visits the website to find specific information

Spends moderate time on site and only when he is able to attend his needs

Expect neat design when the information can be easily found

Usually, do not stays on the site more than it's necessary to find answers

Persona



Walter Allen,

38 years of age, middle class plant manager in the midst of his carrier. He is average user of the technology. At his work, he uses computer to communicate through email and social media, regularly participate in the video conferences, prepares presentations, and browse the internet to find new suppliers. He frequently do his job on the iPad. Walter is married and has two toddlers with whom likes to play outdoors.

On his typical day, Walter wakes up very early to exercise before work, and check the industry related news. He then, prepares to work day by reviewing to –do list and gathering necessary items and documents. This men is quite organized kind of person who doesn't like lose the time. Even when he browse the internet, he set the time limit to do so. At work, Walter is responsible for supplies among other things, and he chose collaborators that are professional, 100% reliable, and give him all information he needs to take decision. His company is continuously growing and as a manager, he needs to build the net of suppliers. He is doing great job at this and in most of the cases, the websites were the first contact he had with the suppliers' companies.

Walter's life is somewhat busy in this period of his life, as he prepares to build the new house for his family in the suburbs. He already purchased a piece of land of his dreams and advances for the further steps of that project.

Scenario

Mr. Walter just got all the necessary permits to begin the construction. The very first thing he needs is construction survey of the building and site layout. He goes to one of the websites of the surveying companies he found in search engine. His goal is to gather some key information such as extent of service, fees for the service, and contact information among others, in order to make his decision who to hire for that service.

Criteria

Priority 1

Efficiency – effortless and fast use of the interface

- Intuitive and easy to use layout

Learnability – fairly simple to learn even for novice user

- Novice user navigate to the important part of the website successfully

Simplicity – there is no specific knowledge that user needs to know to master the system

- Although industry – oriented, the language used is understandable for average user
- Specific terms are explained

Mapping - system encourages to develop consistent mental model

- Pages use template to encourage consistent mental model
- Navigation and overall visual design is consistent

Trust – even novice user is confident to use the design

- Appear reputable and trustworthy

Visibility – important information and features are readily available

- Fully responsive layout
- Call to action buttons and call outs for the most important information

Priority 2

Familiarity – it's similar to other comparable websites

- Like other comparable systems

Motivation – Should be comfortable in use

- system is efficient and visually appealing

Priority 3

Simplicity – there is no specific knowledge that user needs to know to master the system

- blog about the surveying topics

Evaluation Criteria Rubric

	Exceptional 2	Good 1	Acceptable 0	Flawed -1	Horrible -2
Efficiency	All the users use the system effortlessly all the time	Some users take more time to navigate the system	Most of the users are able to work with the system	Requires time and effort to use	Take significant amount of effort for most of the users
Learnability	First time user become experts in short time	For some users take time to reach expert level	Eventually most of the users become experts	Many did not reach the expert level	Most of the users fail to reach expert level
Simplicity	Average user understands the terms	Some terms might need more knowledge from average user	Content is understandable for most of the average users	User needs above average knowledge to find information	Concepts and terms written in advance language
Model	System is intuitive to use for any user and same across the website	Mostly the same	Encourage consistent mental model despite differences	Has design differences between the pages	Discourages correct mental model
Trust	All of the users feel confident and trust the company	Some parts of the interface create discomfort	Most of the users feel confident to use the website	Most of the users distrust the system	System looks amateur and unprofessional
Visibility	All information are easy to find and are readily available	Some of the information need time to be found	Most users eventually find the information they need	It is difficult to navigate within the site	Part of the information cannot be found

DDG Project Spec

Menu

Page 1 Executive Summary

Page 2-4 Design

Page 5-6 Prototype

Page 7 Specifications

- Executive Summary
- Criteria
- Persona
- Scenario
- Prototype
- Detailed Design
- Color Scheme

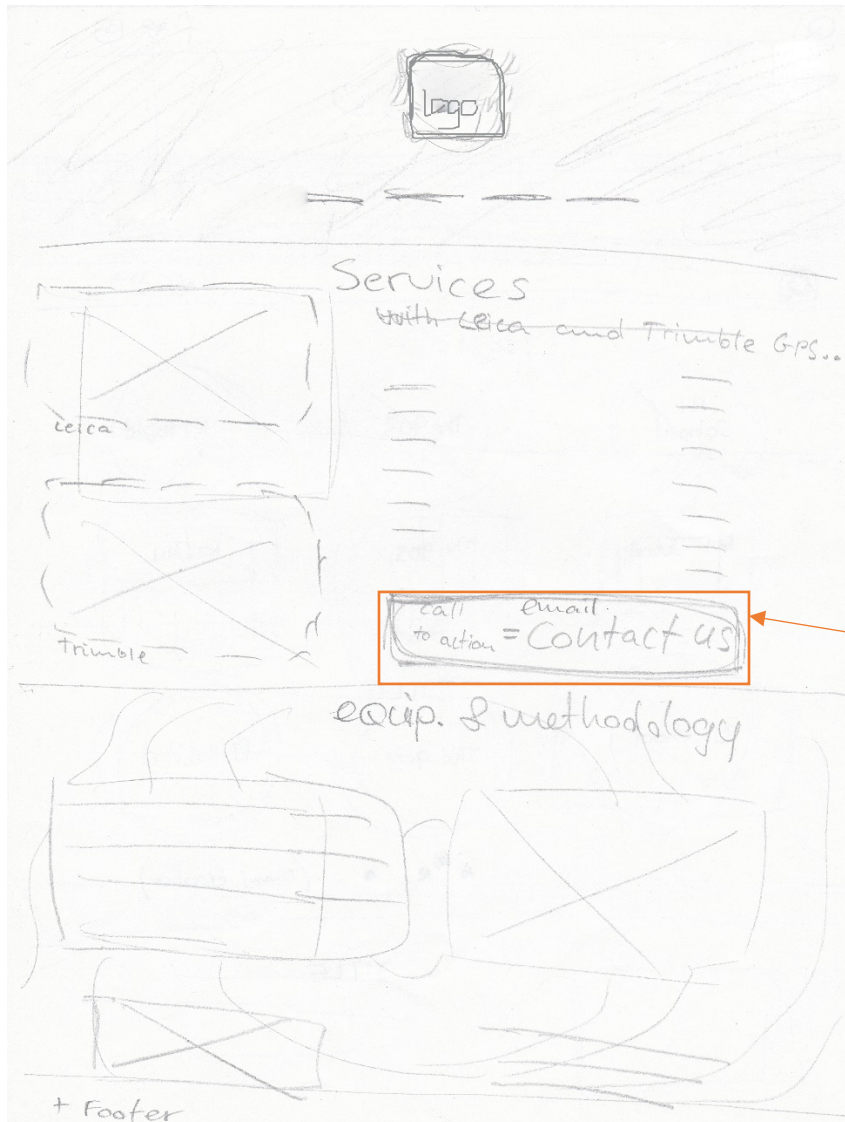
Page 12 Change Document

Executive Summary

We will design website that is user friendly, intuitive to use, and make the critical information readily available. It will clearly explain the purpose of the company and will promote it among broad audience.

Design

Initial design



This is my initial concept of the about page, just to have something to start.

Not yet developed call to action button.

Following iteration



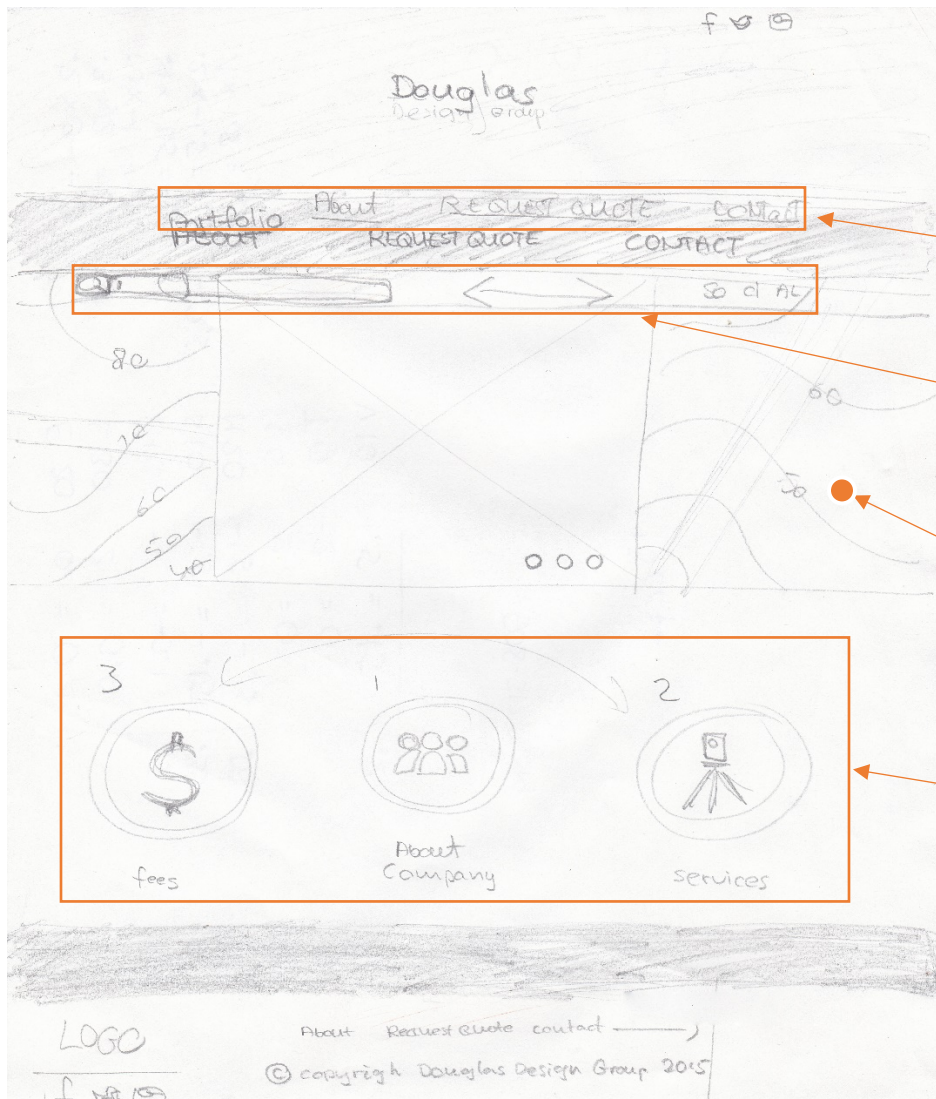
This is another iteration when I was focusing to develop simple layout as a model for the website.

This is my idea of changing header that will float while scrolling.

At this point I wasn't sure about names of the individual pages that I wanted to include into the website.

This is idea of the call to action buttons that will be implemented in the next iteration. I tried it out here though.

Another iteration



This is more developed version of the home page that I like and will build upon it.

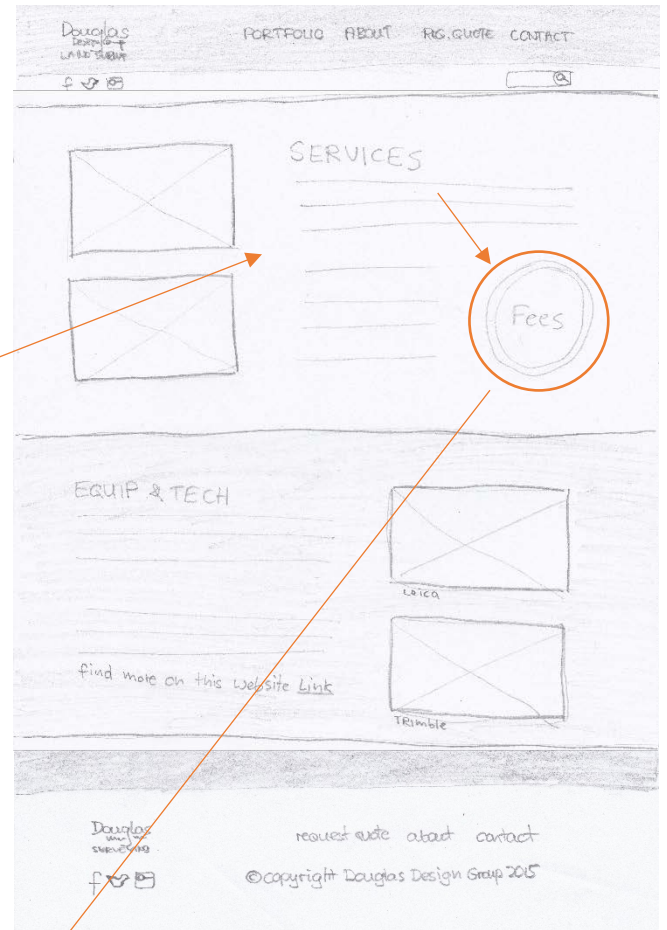
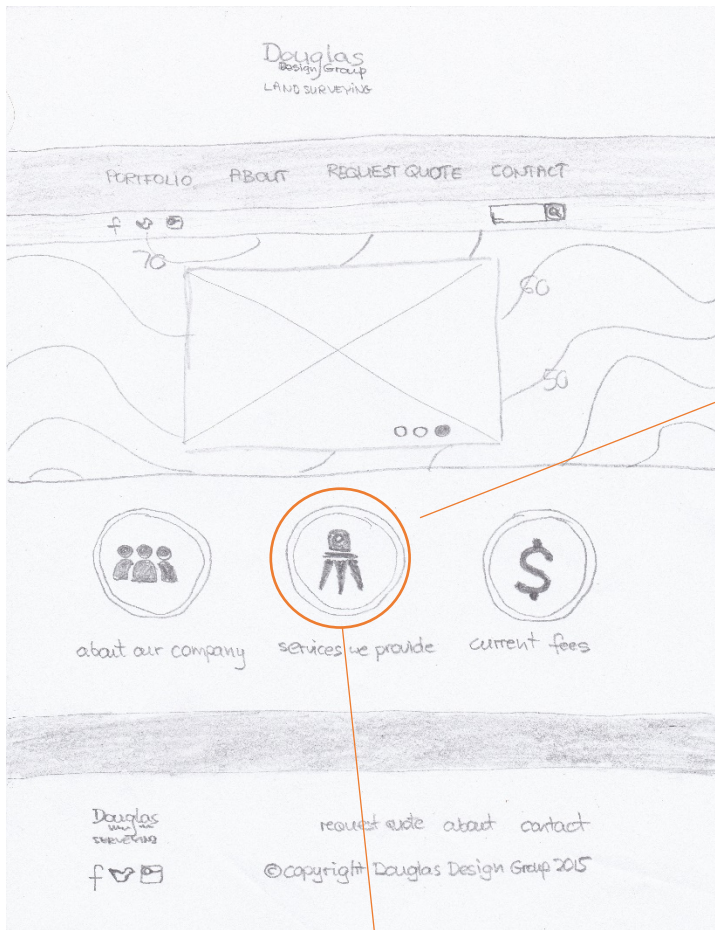
At this point I was still working on the division of data per pages. This is final version so far.

I still work details, moving things around. Here, I changed soc. Media to the left to match footer.

Background image is a grayscale map that the company has currently on their website.

I will change the sequence of the icons in this module.

Prototype



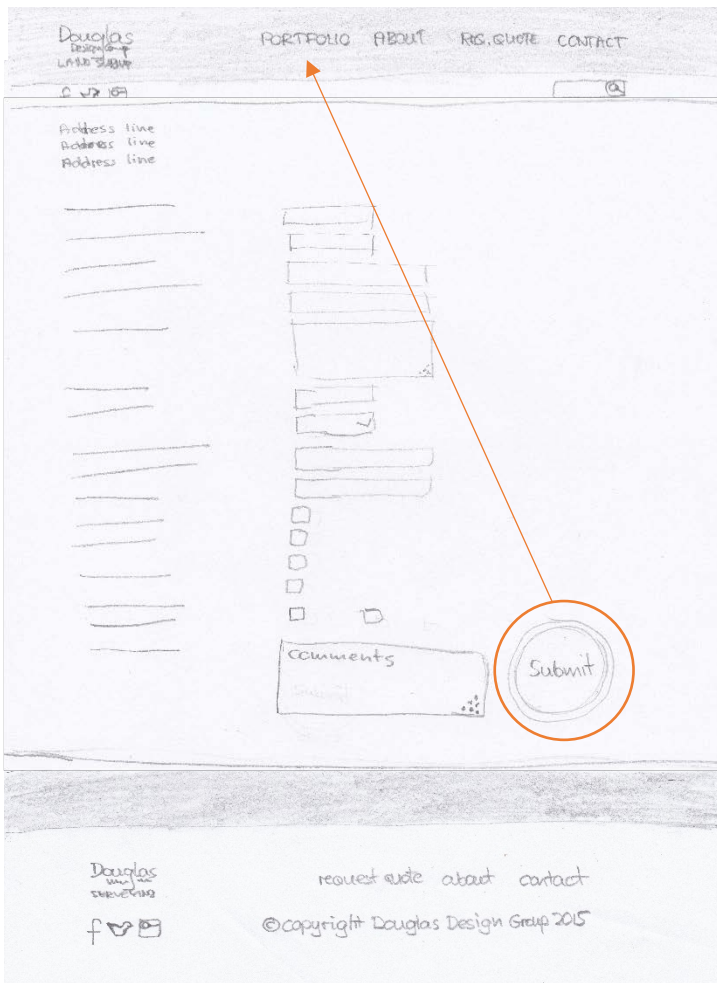
According to the scenario, gather some key information such as extent of service, fees for the service, and contact information, user clicks on the middle call to action button – service provided – which leads him to the 'services' page

Here, the user have the information of the services provide by the company, and clearly visible call to action button about fees, another piece of information he looks for

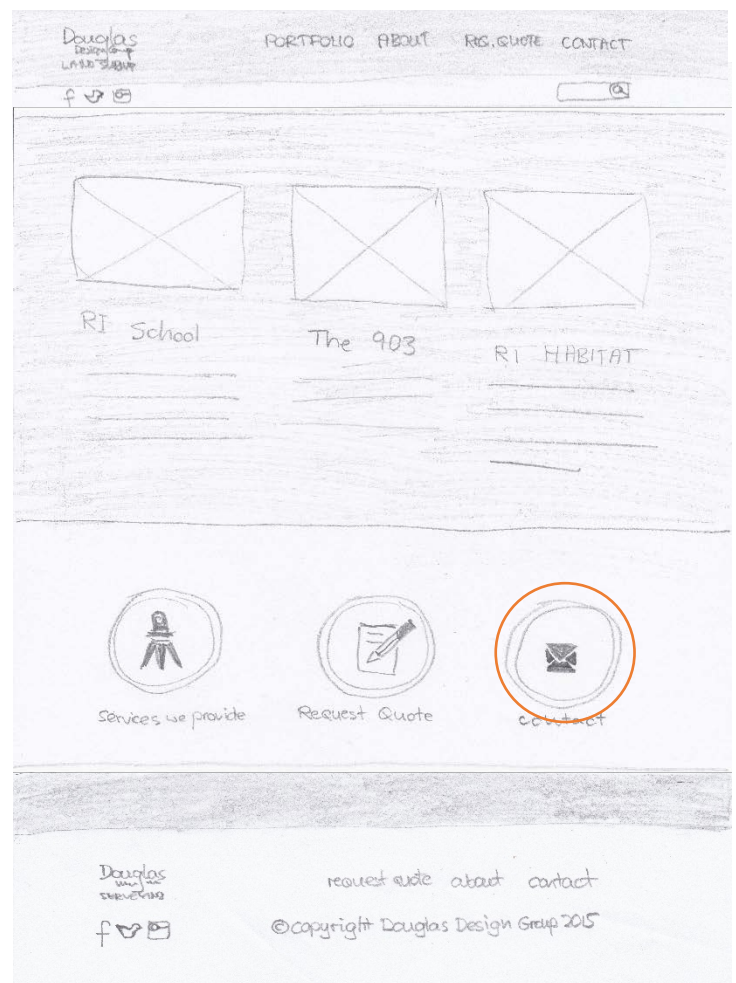
User clicks the button and goes to the fees page

On the 'Fees' page, he finds the button to the 'Request quote' form.





After filling the form, user sends it using the call to action button provided



User turned to the portfolio page to check the company's work done so far.

He easily finds call to action button 'contact' which he uses to collect the contact information of this service provider

Specification

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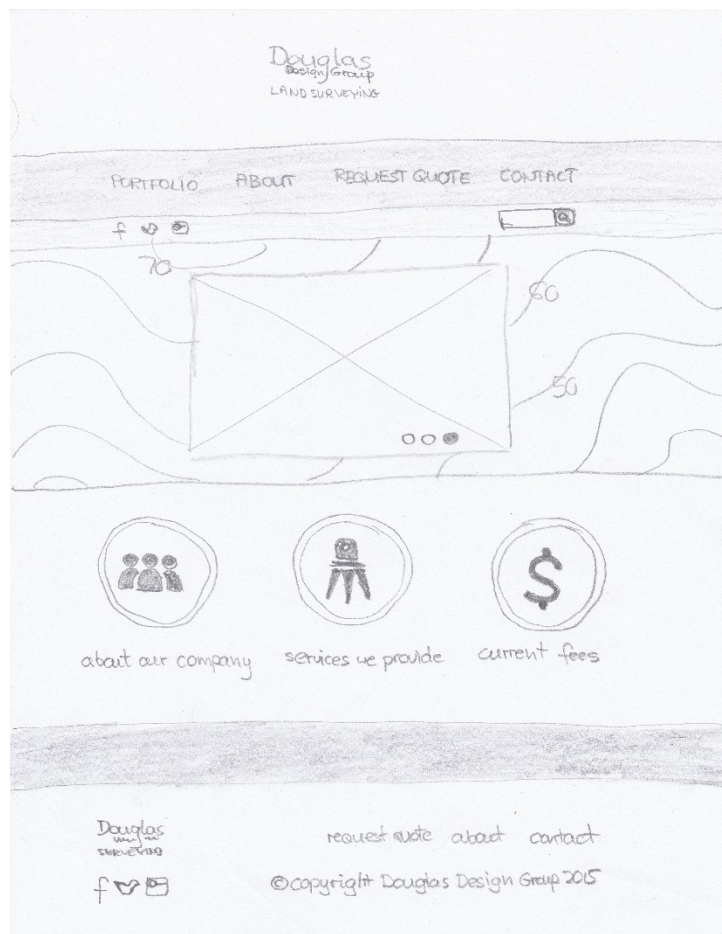
Persona

Walter Allen, middle age plant manager in the midst of his carrier. He is an average user of technology. He is well organized and this is also the expectation to his collaborators and service providers. His life has a full agenda, thus he doesn't like to lose his time. When visiting websites, he expects to quickly and easy find information he needs, otherwise he looks for it in another place.

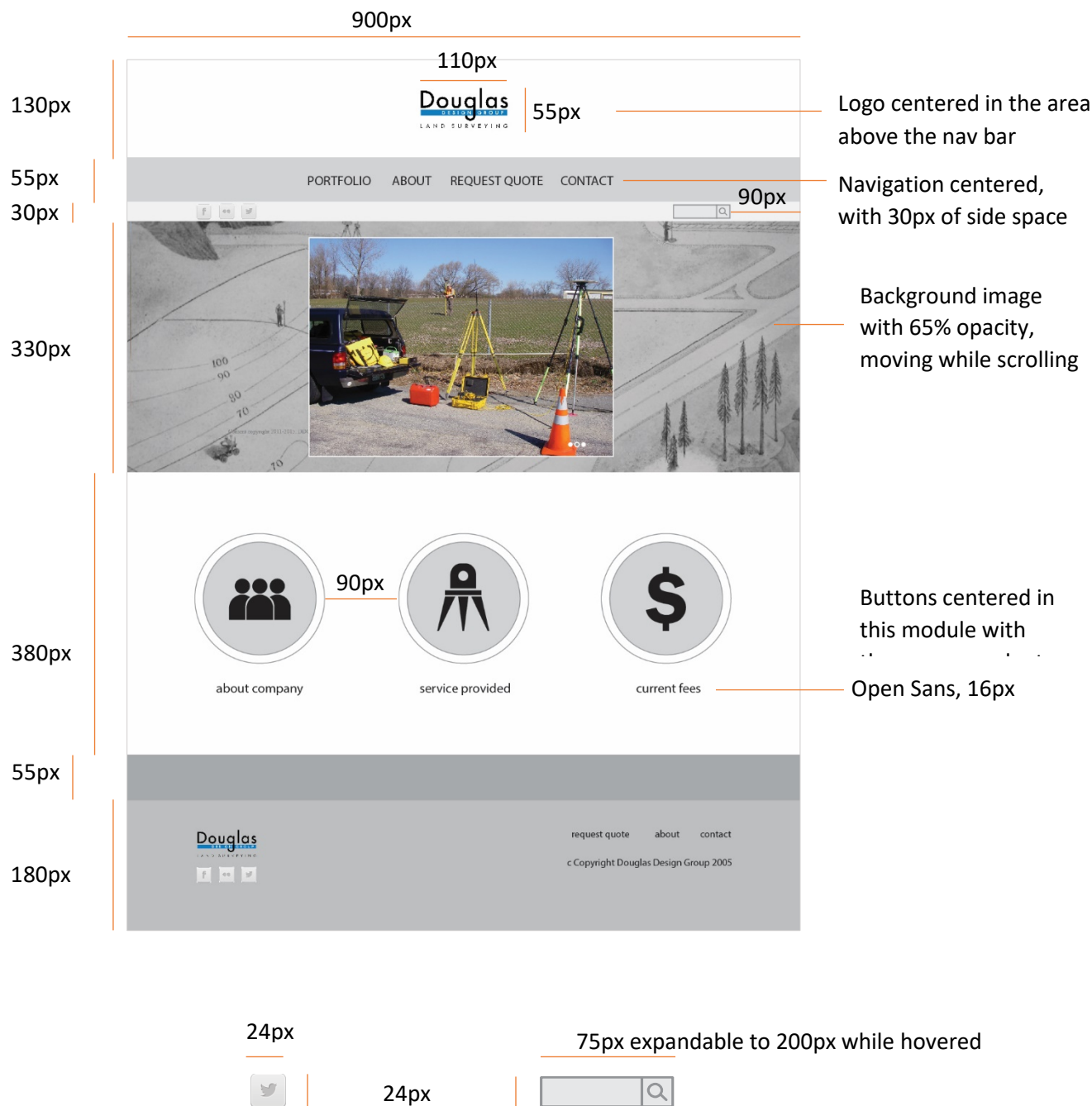
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Prototype



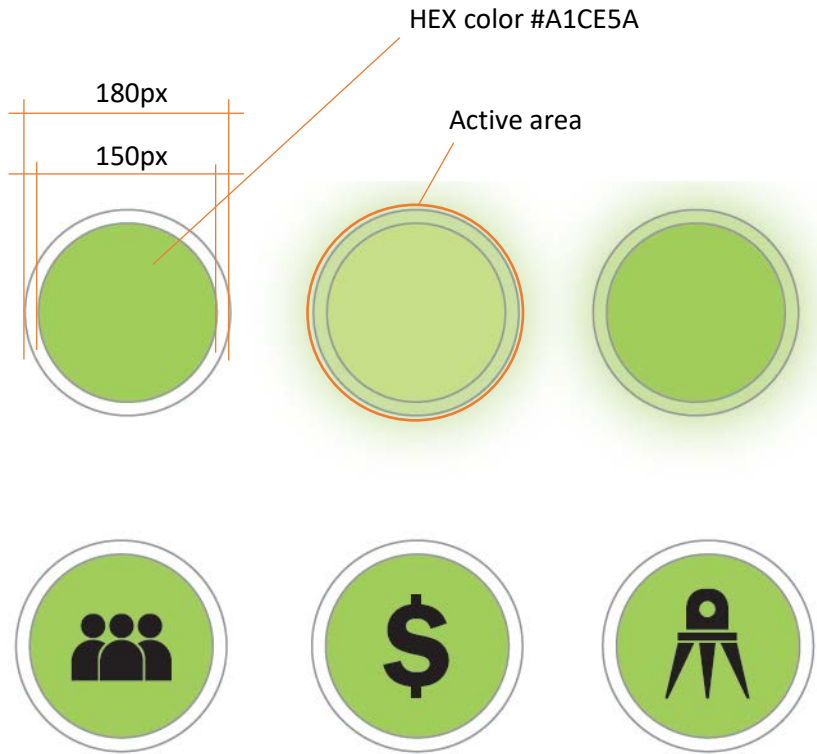
Detailed Design





Active area

Examples of buttons and buttons interaction

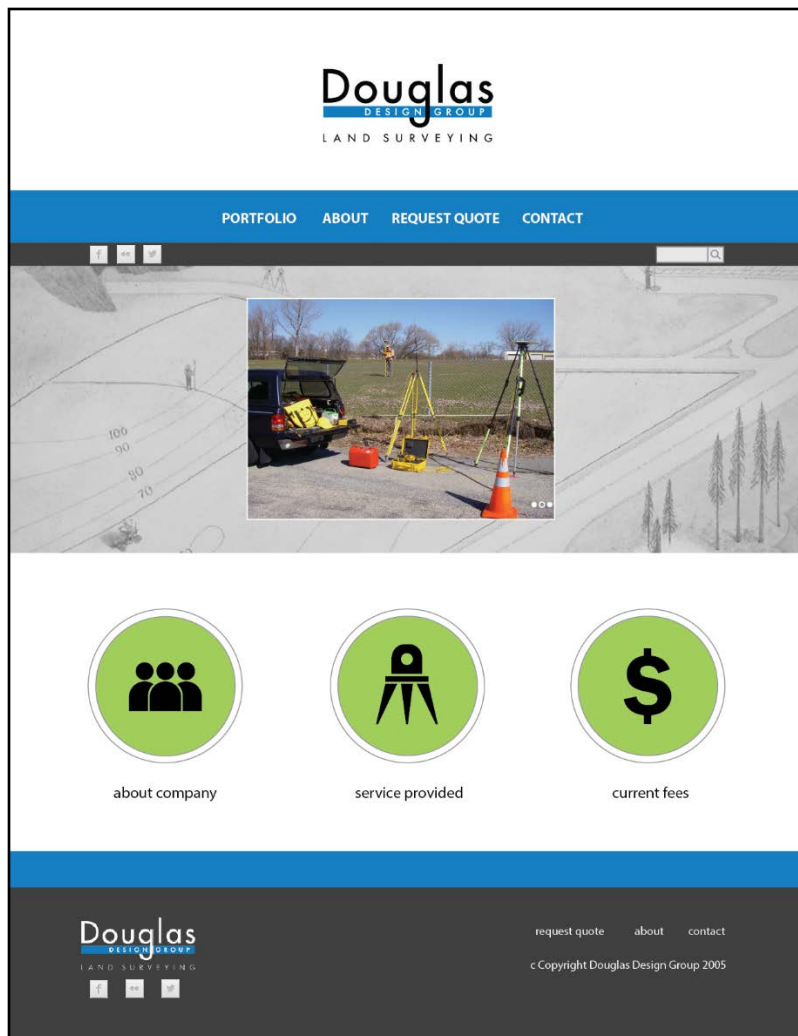


Action Buttons

- 1 Appearance of the button on the page
- 2 Appearance of the button when hovered
- 3 Appearance of the button when clicked

- 1 Button with 'about company' icon
- 2 Button with 'fees' icon
- 3 Button with 'service provided' icon

Color Scheme



Change Document

Changes, modifications and improvements in development of the website project

Suggestions and Opinions

- 1 Address on the Home page – wasn't implemented because there are easily findable links in the navigation bar and the footer
- 2 Short list of jobs done in portfolio – opinion was passed to the client
- 3 Layout that hide the action buttons from the user – I didn't change that layout based on assumption that majority of the people using the internet will scroll to the bottom because this is the expectation set up by majority of the websites. Besides, there is the same link in a different locations of the website.

Recommendation List

- 1 Create a "New to Land Surveying" page –this one is a great suggestion; however, wasn't implemented at this point because I'm awaiting the new and revised content from the client
- 2 Video blog to show the company at work – the suggestion was presented to the client and awaits decision
- 3 Offer Referral discount – another good suggestion that awaits decision of the company

Elements improved in development process

- Shortened the names of the action buttons
- Add the hover feature with different visual
- Make sure that all of the descriptions for action buttons are centered
- Make sure that all of the images display correctly and fast
- Search bar fixed
- Adjusted style to the forms

Issues not being fixed

PHP code for the 'Request the Quote' and 'Contact' forms – it is not done yet as I will take this class next semester