

## SneakWise Prototype Description Document

### Introduction

The overall goal of my software application is to create a tourist website for a hobbyist within a chosen city; leveraging gaps within an area of enjoyment, gaps that could be filled to increase accessibility within a certain city. I decided this was a great opportunity to create a central hub for sneaker lovers within the city of London; I have named the application 'SneakWise'. I quickly chose London as the city I would cater for specifically for the elevated love and dedication to sneaker collecting within London. Personal familiarisation highlights the residing sneaker community within London, their engagement and the

many gaps in the community that could be filled within a software bringing the community together at a tighter knit.

The sneaker culture in London has remained alive since discovering it as a child, the dedication within the community, paired with a useful online hub allowing for interaction with others, a virtual (mirroring) shoe collection and expression of opinions (along with many other elements).



**Example of extreme extents within the London sneaker culture.**

the site. Forums that allow for speculation on rumoured releases (fostering engagement and excitement). Generally, a space for members of the sneaker community to feel safe and monitor their hobby with ease from their location in London.

### Prototype functionality

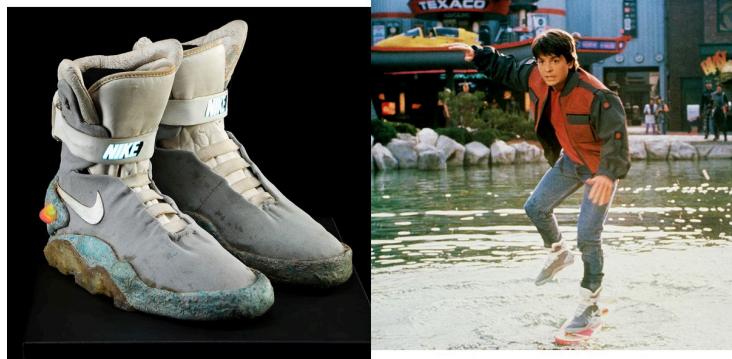
The prototype for my application 'SneakWise' is T-shaped; therefore it consists of a slice from the desired full product, with breadth within the elements included (however not all elements demonstrated). These are the features I chose to include within the prototype:

- **Main common feature:** Login page and account creation page with validations and error recognition elements. The choice of a login page and account option allows users to have a personalised experience on the system with personal profiles, personal sneaker collections,

saved/liked shoes collections, messages to other users and many more. The digital identity of the user and personalisation options should make them feel a full rounded sense of expression of their love for the sneaker culture. This is less possible without a login page/account creation as there would be no database/storage for the personalisation of each user.

- **Main unique feature:** My unique feature is the **rumoured releases section + 3D 360 spin** on the shoe visual. The rumoured releases section compiles intel on **potential** shoe designs and releases that have been rumoured but not 100% confirmed to be released (rumoured releases are a well-known concept within the sneak. In the past, prototypes have been leaked to then truly be released months or years later.

An exceptional example of this is reflected in the journey of Nike, to which a prototype of the shoe featured in the 1989 movie 'Back to the Future Part 2'. Amongst



rumours and speculation within the community for years, Nike officially released the shoe years later in 2011, with inclusion of a captivating LED panel on the midsole, identical to that of the movie.

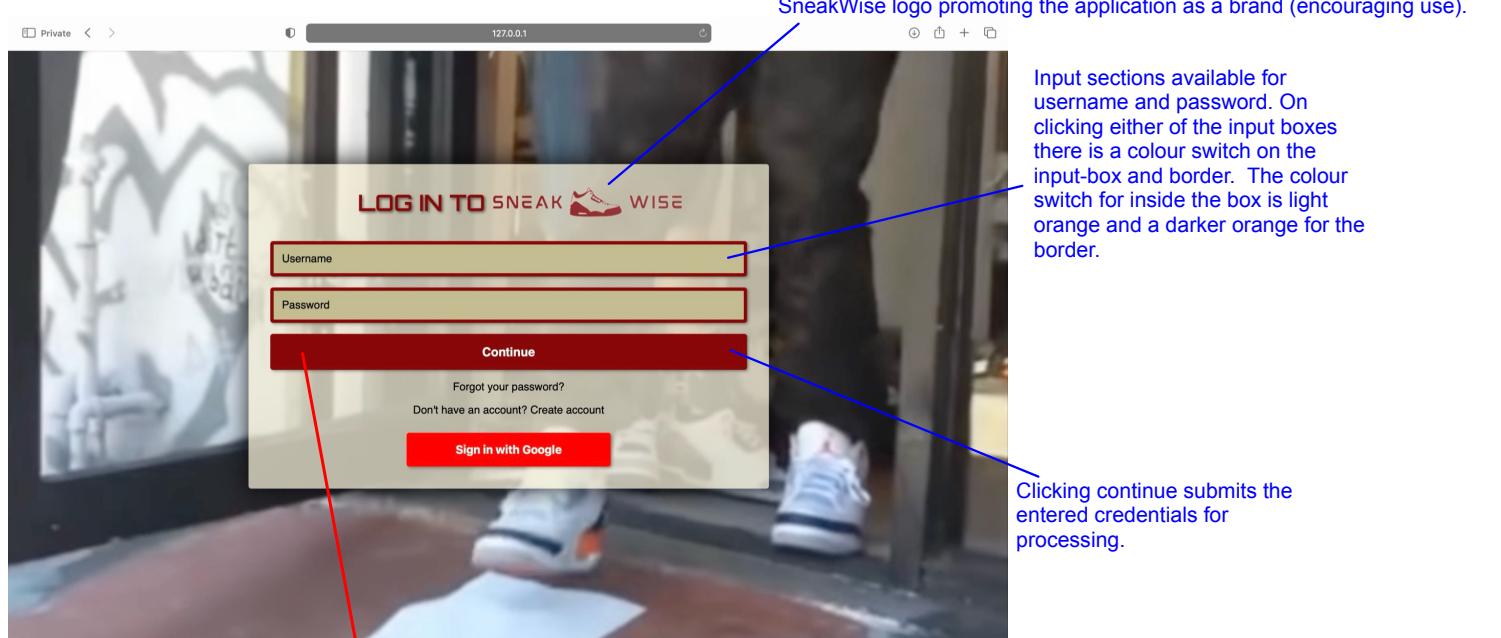


Alternatively, other designs have ended up being unauthorised mock designs or simply fake news. A sneaker release could mean anything from collaborations (between sneaker companies and designer companies), retro releases (shoes released before that have been altered/updated and released again) and many more. The thrill of keeping up with rumours helps maintain engagement for sneaker collecting. It also allows trends to be formed, therefore increasing sneaker purchasing and recognition around the culture. My idea of a 360 shoe spin feature to promote rumoured releases is a captivating and tactical way to further promote rumouring towards sneaker releases. 360-spin view is a fairly new feature to website creation however not entirely uncommon. What makes my feature unique is the concept of a 360 spin view on an unreleased sneaker/trainer. Advancements of artificial intelligence make this an attainable feature despite its dystopic nature.

Unreleased/rumoured releases usually come in the form of unreleased sketches/prototypes, one-off prototypes, word of the mouth (description) and more. Feeding this to an artificial intelligence tool would allow for an image to be formulated from this rumour, whether from a sketch or description. The ai would need to formulate imagery of the rumoured shoe from many different angles. These images (several angles) are put together to create the 360 spin view.

#### **Additional features:**

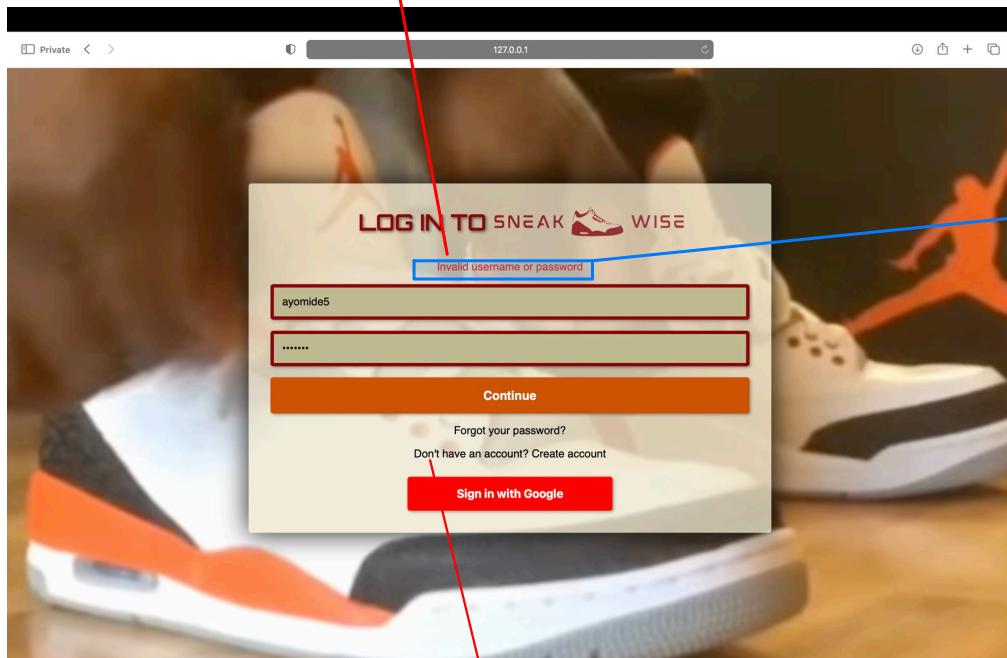
- An over-arching main dashboard (including upcoming releases widget, recently released widget and sneaker of the day column), central point for users.
- Rotating banner at the top of the screen, short-cut users to trending topics/en-aid interaction for overwhelmed by where to start. Pausing option for those distracted by the animation; encourages user control through the users experience.
- Logo creation to match the chosen brand name 'SneakWise'. Branding (in the case of this application) helps to spread the word about a useful interface for the sneaker community.
- More means of navigation such as header icons, side navigation bar, home navigation through logo.
- Informative sneaker descriptions to enlighten users about sneaker culture.
- Hover messages on certain features for further explanation or to help users use certain features.
- Functional comment section to interaction with other members of the community.
- Messaging system for interaction with other members of the community and to interact with friends on the application.
- Progress bars to display votes and opinions towards certain shoes.
- Possibly a map within the recently released page (depending on time-constraint).



The users initial website view - the login page. The login page allows users to log into their own personalised account on the application by simply entering their chosen password and username.

Included option of signing in with google through OAuth2.0 (to be later implemented). This is optimal for security as it reduces the overall risk.

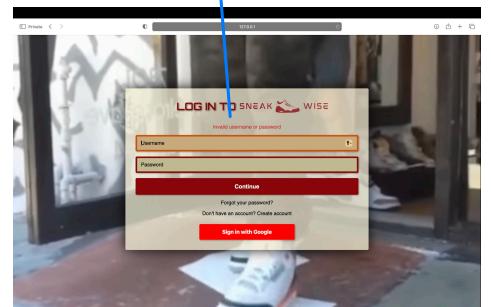
If the credentials entered by the user are correct, on clicking continue, the user is redirected to the dashboard and central point of the SneakWise application.



Error message page for incorrect/password combination entered

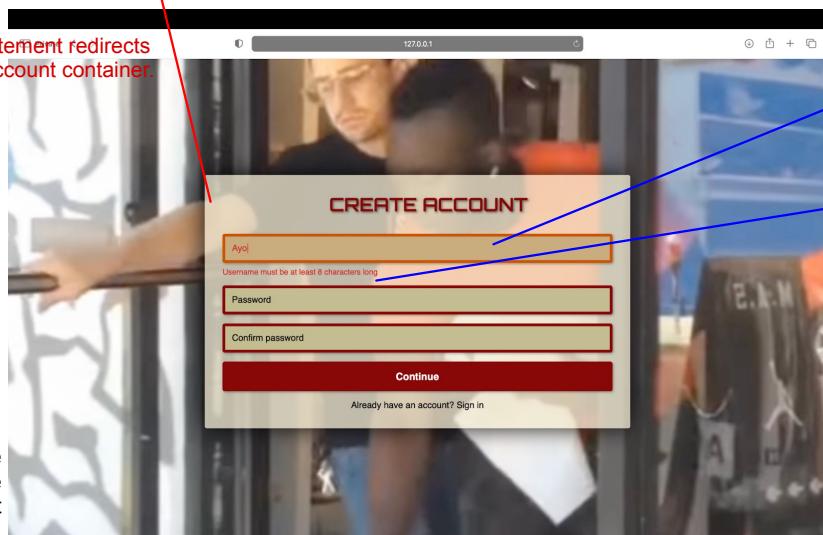
If the user clicks continue and has not filled the field or has entered the incorrect credentials, an error message appears prompting users to try again or rather create an account.

Implemented to consider consistently helping users recognise, diagnose and recover from errors throughout the application.



Error message also appears having not entered anything.

Clicking the this statement redirects user to the create account container.



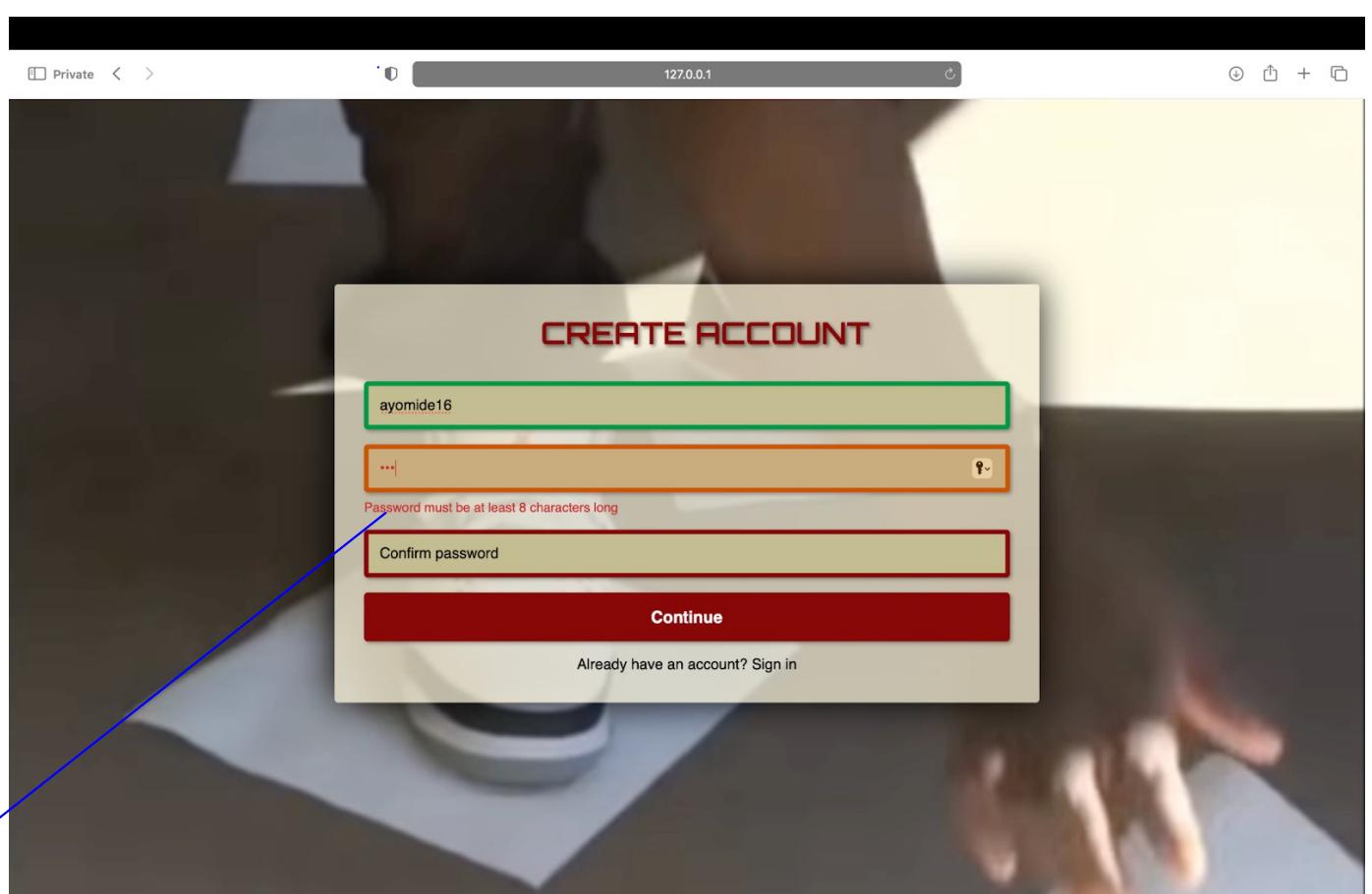
Clicking on the input boxes allows for users to enter the new credentials they desire to use.

Validations have been incorporated for new account creation.

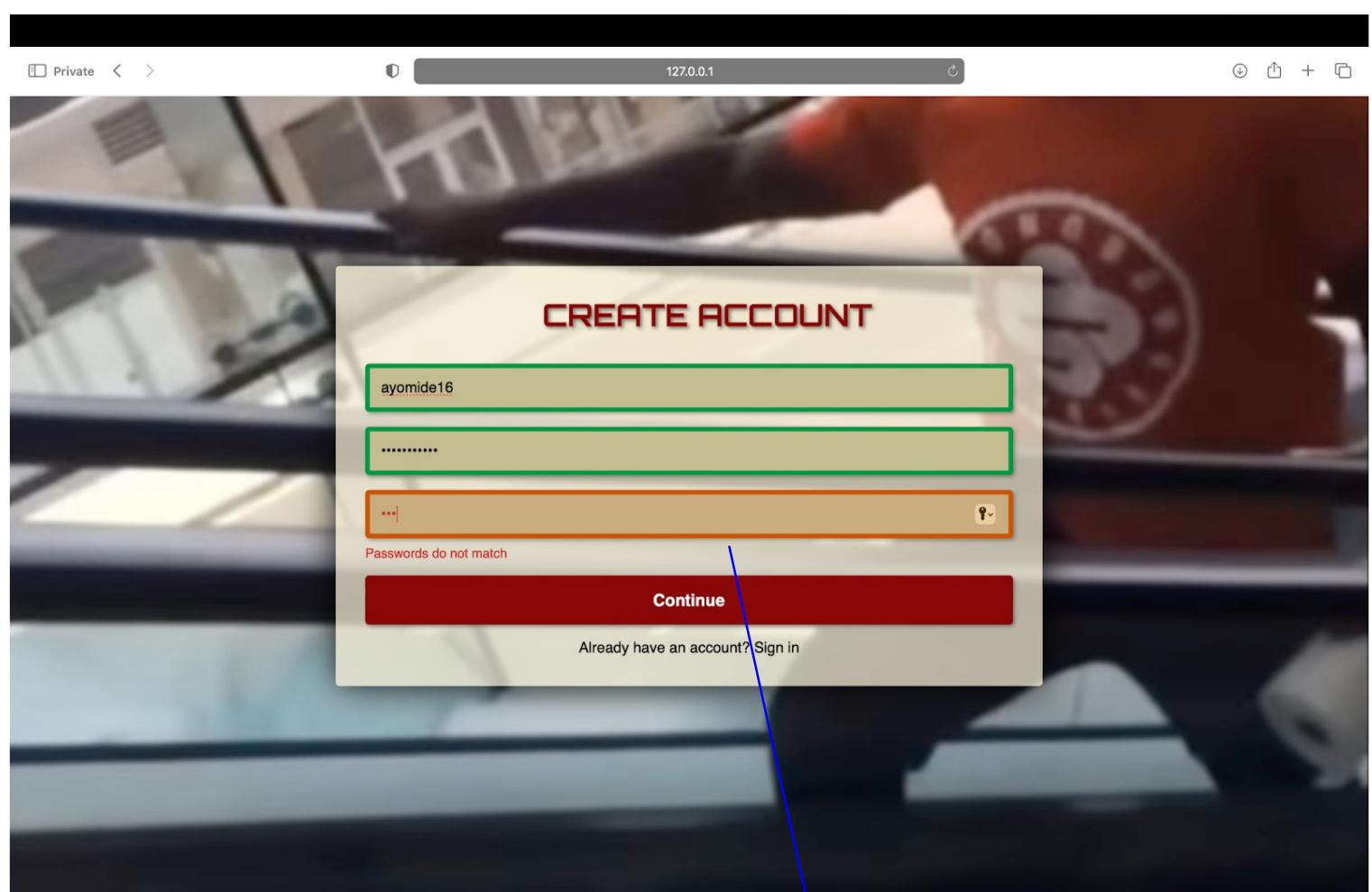
Error messages appear if new credentials entered do not meet the system's input requirements. These error messages appear immediately after clicking outside the input box.

This is to encourage the heuristic of error prevention. Users do not have to wait till submitting the form to discover inputs were not accepted.

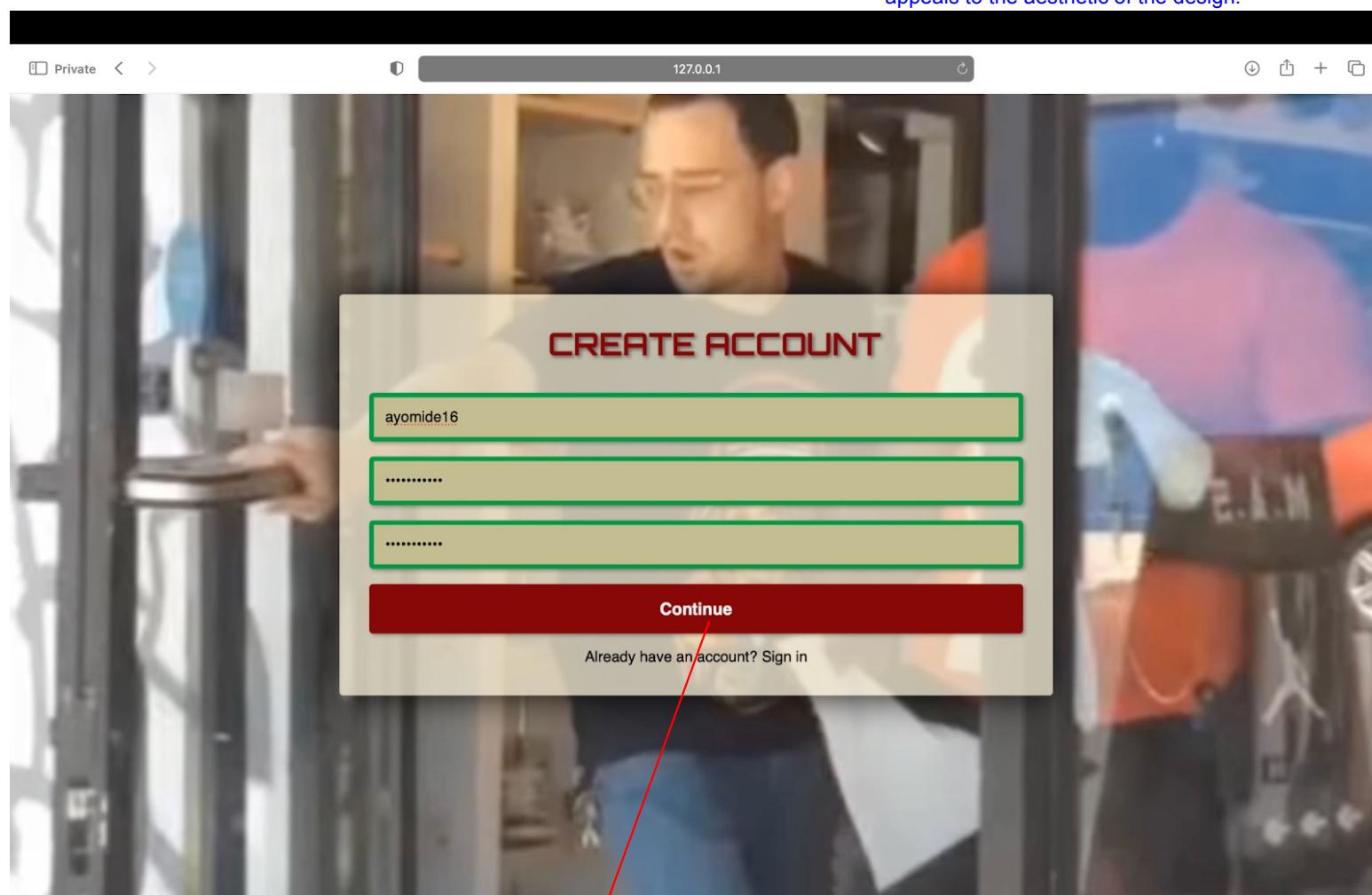
Once redirected to the create accounts section, the user has the option to create a brand new account for a personalised experience.



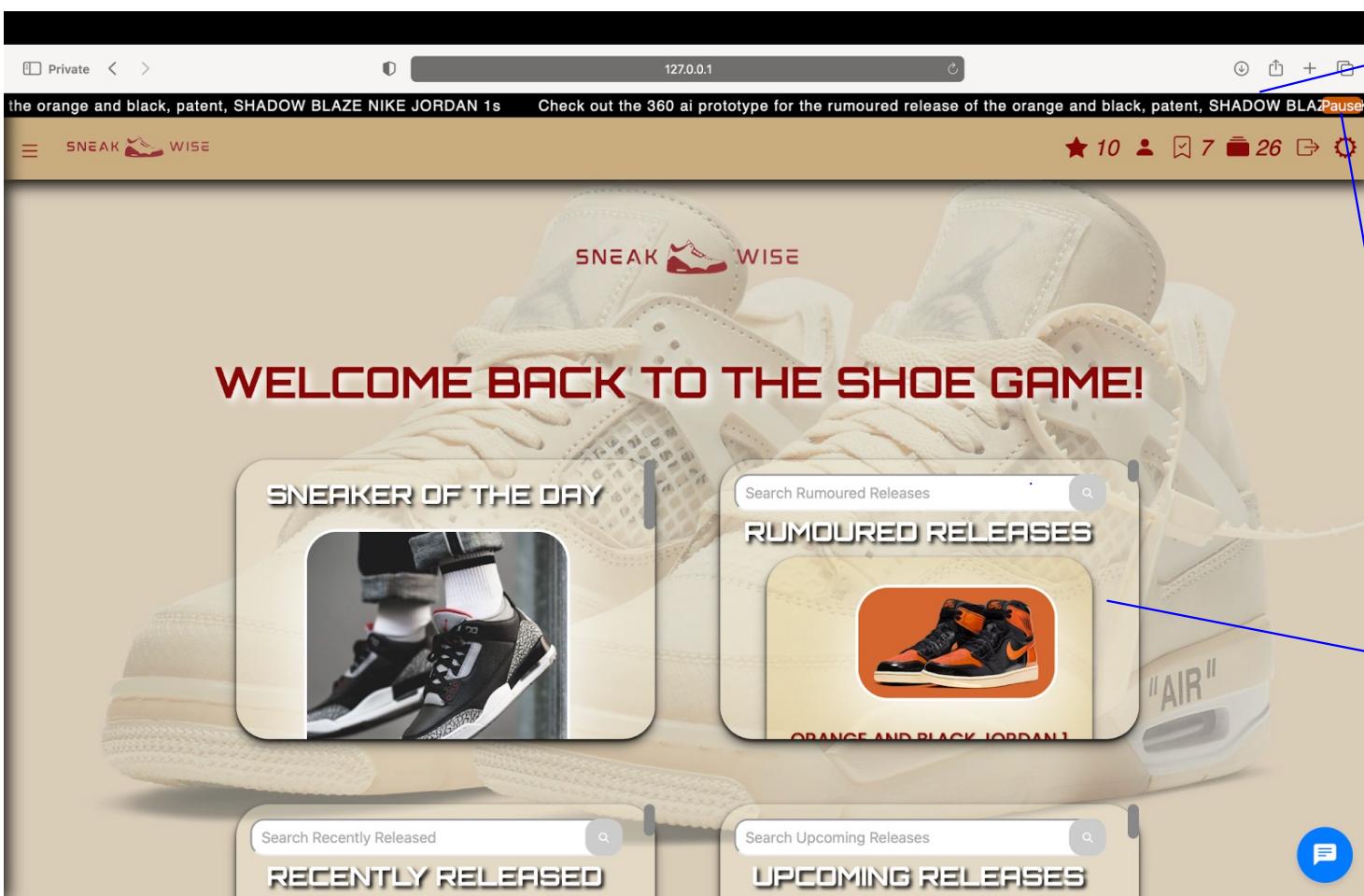
The decision to add input validations was made to protect the users of the application. Input requirements help strengthen the security of user accounts by making credentials harder to guess or crack.



The colour of the input box is reflective of whether the credentials inputted has met the requirements or not. Red if it has not (along with the error message) and green if it has indeed met the requirements. This is an additional form of error prevention that also appeals to the aesthetic of the design.



Entering the correct credentials and clicking continue takes you to the main dashboard page.



I have included a top scroller banner within my header at the top of the dashboard. This is to broadcast new exciting sneaker news of incorporations on the application. Clicking on the banner takes you to the page corresponding to the content.

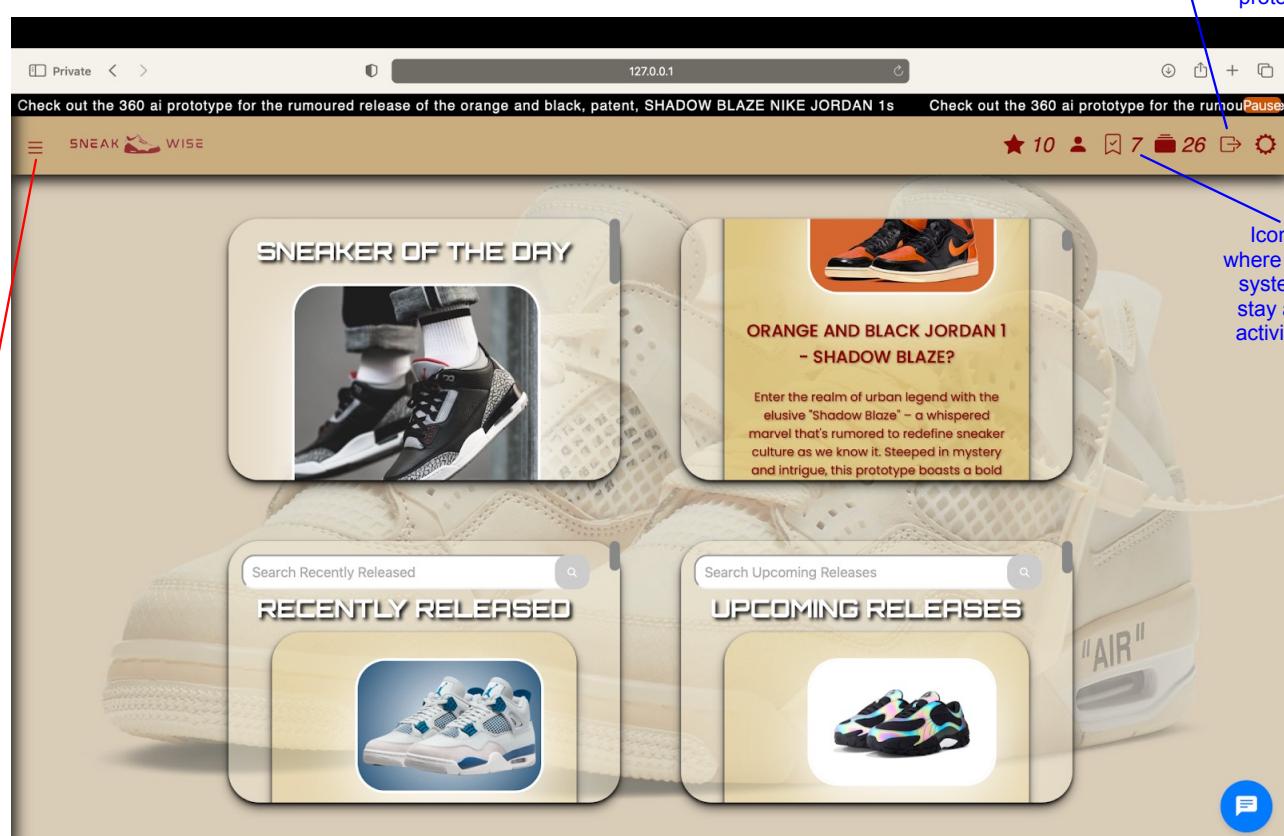
The presence of the banner helps those that are new to the application and may be overwhelmed as to where to start. I want all users to be able to use the platform flexibly and efficiently.

The pause button supports those with attention disorders that may be distracted by the constant moving of the banner. Pausing allows users to feel more at ease and in control whilst using the platform.

Widgets include previews to different pages within the website, but also quick and exciting sneaker information sections (such as sneaker of the day section). Clicking on a relevant box within a widget will open the corresponding page for you to view more. Orange hover highlights box you are in the process of clicking.

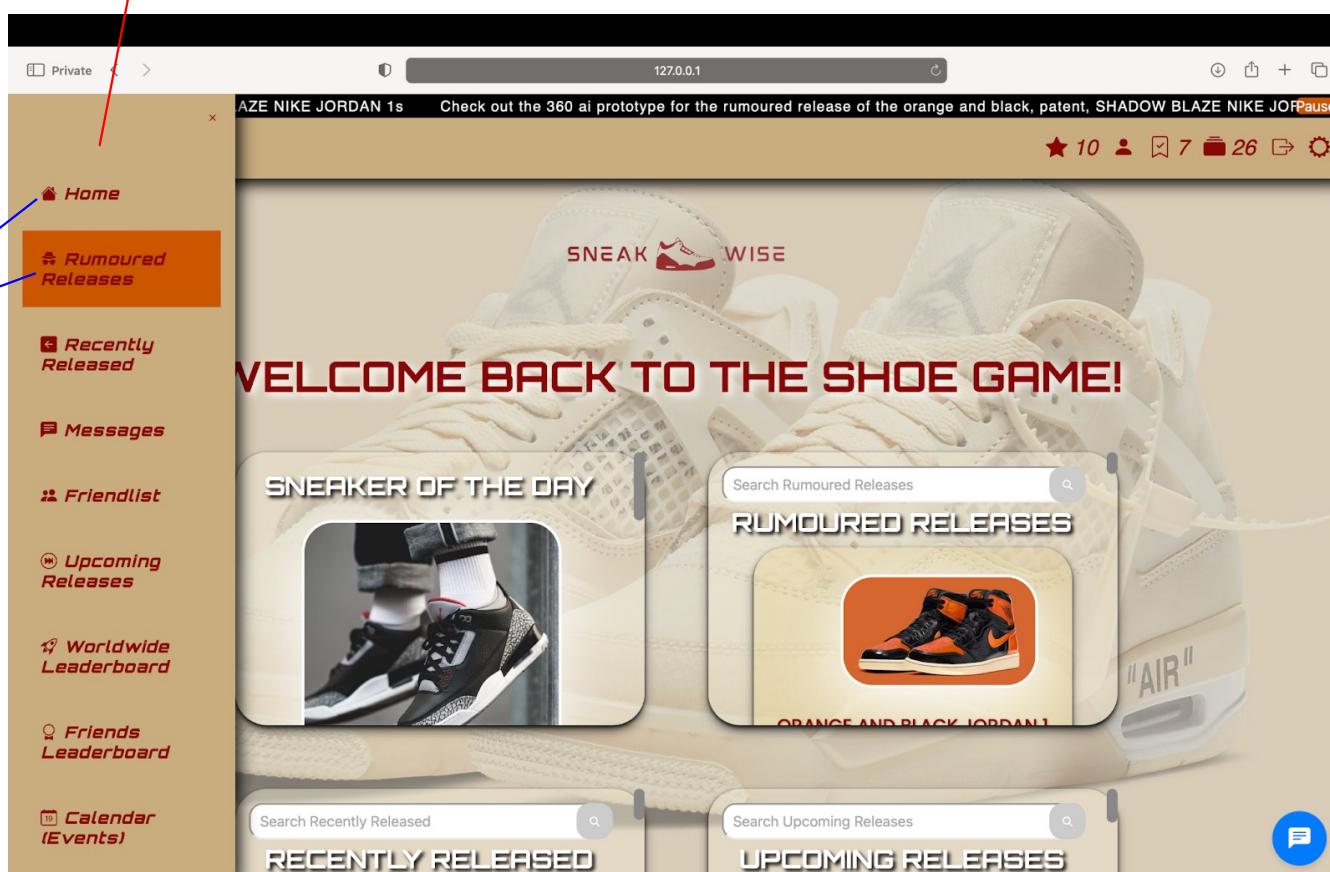
This page acts as the central-point of the SneakWise application for all users. It allows users to navigate different departments of the site. It can easily be referred to as the dashboard.

Clicking on an icon redirects you to its corresponding page. Hovering over a particular icon reveals the different destinations/icon titles. Currently clicking on the logout icon logs you out of your account, but other icons do not have a page implemented in this particular prototype.

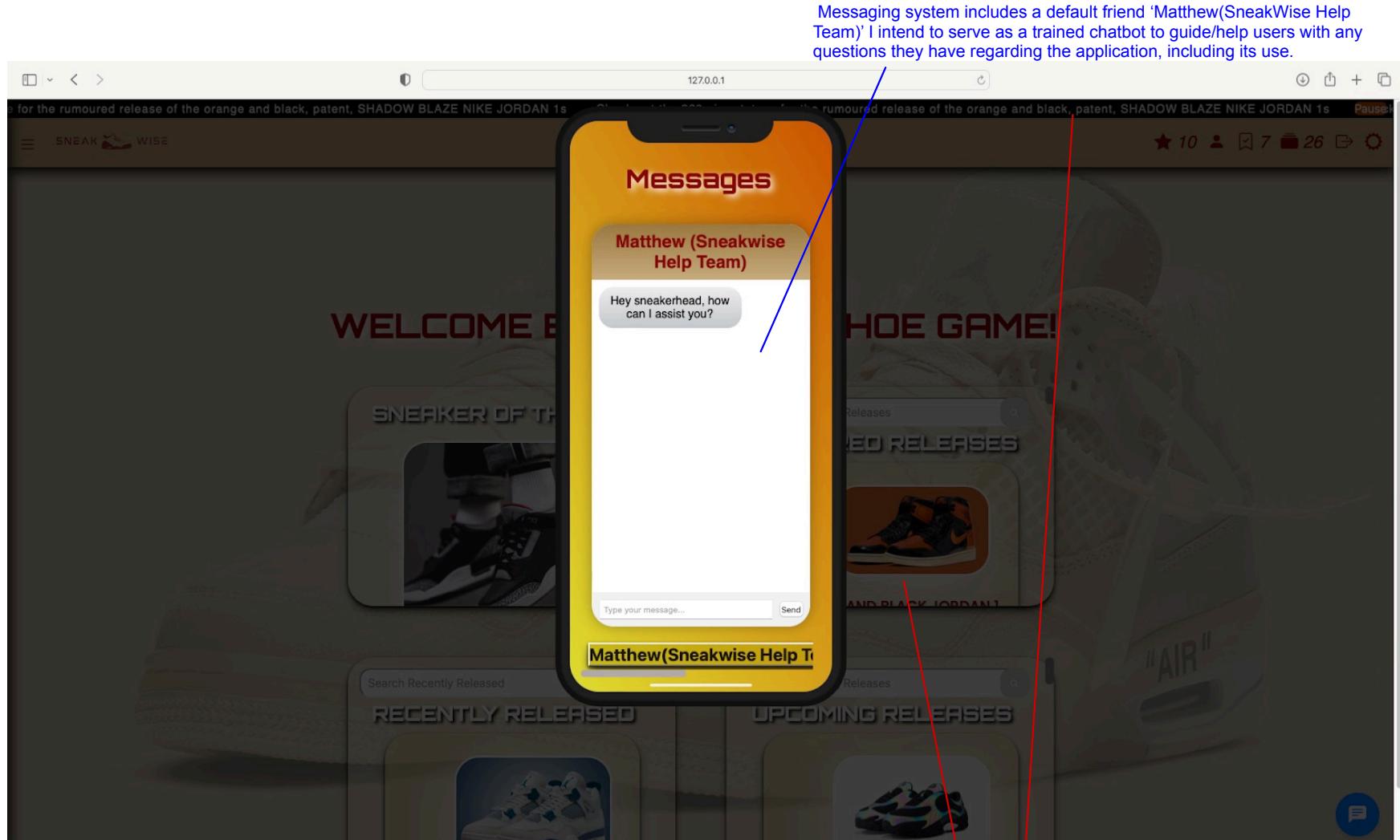


Icons include a number count where relevant. This appeals to the system status, allowing users to stay aware of their statistics and activity status on the application.

This hamburger menu opens the side navigation bar.



Sidebar with several navigation points. The navigation points include a plethora of exciting departments on the site. Clicking 'rumoured releases' and 'home' take you to the corresponding pages.

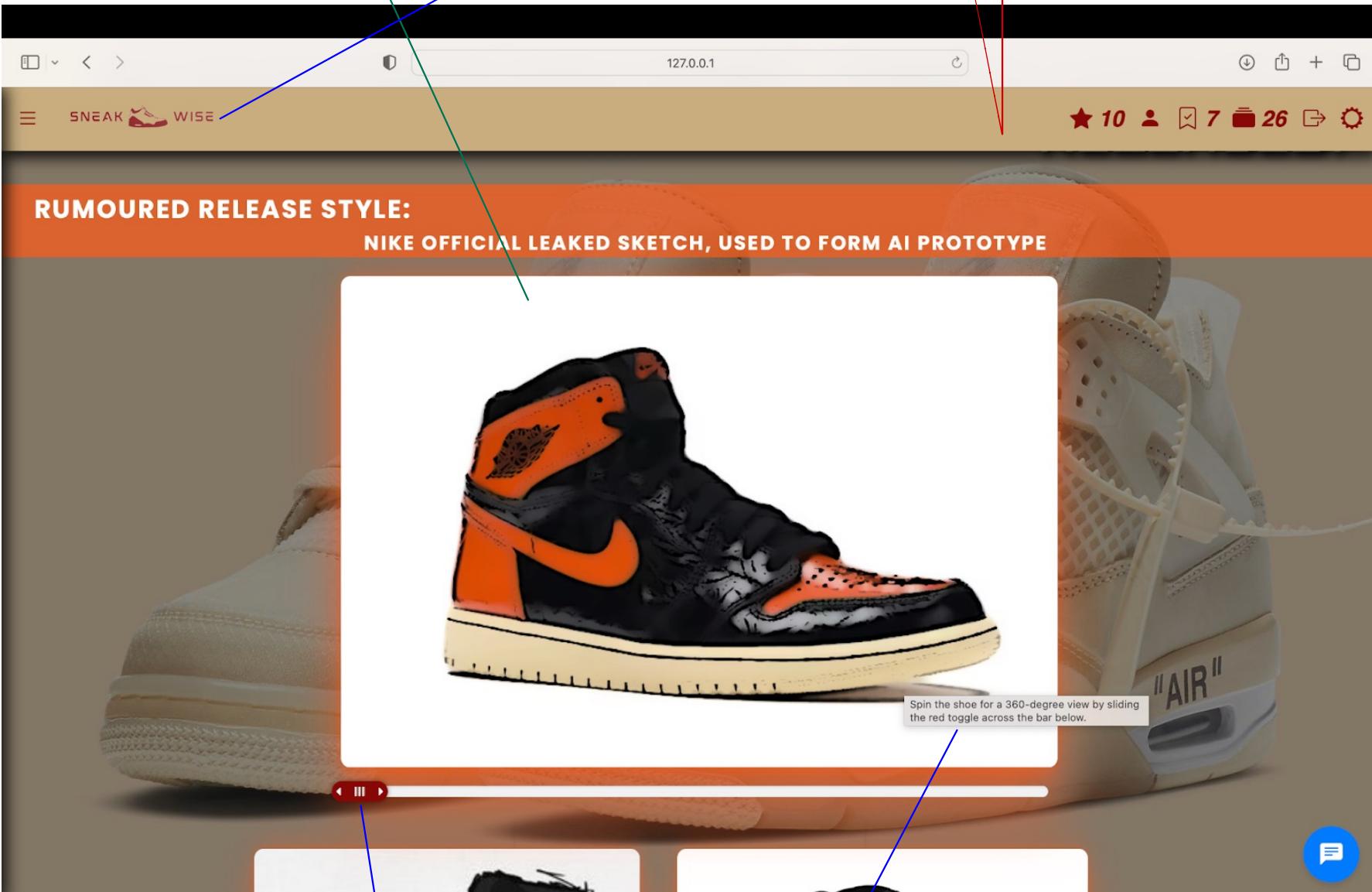


For this prototype I have taken a real/released shoe and extracted 39 angled photos of it from a website. I edited all 39 angles of the shoe with a cartoon filter to make the shoe appear ai generated. This is because it is a more streamlined process for a prototype, rather than discovering a rumoured shoe and paying for an image AI to generate different angles of the shoe. This option best adhered to my budget for this project.

Clicking on the top-scroller banner or the relevant box within the 'rumoured release' widget, takes you to the corresponding rumoured release page for the shoe (in this case, particularly for the 'Shadow Blaze' rumoured shoe).

Clicking on the SneakWise logo in the fixed header (or at the top of the page) takes the user back to the home dashboard page.

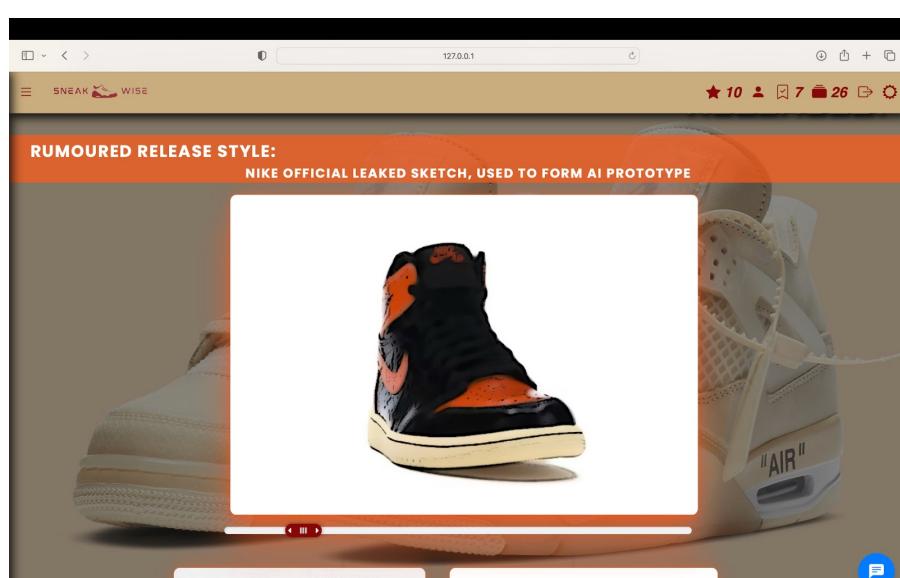
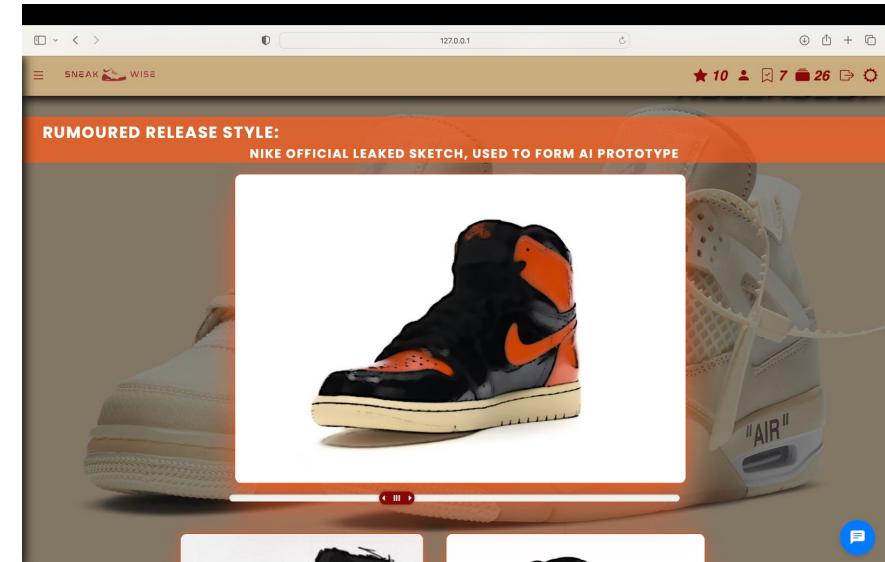
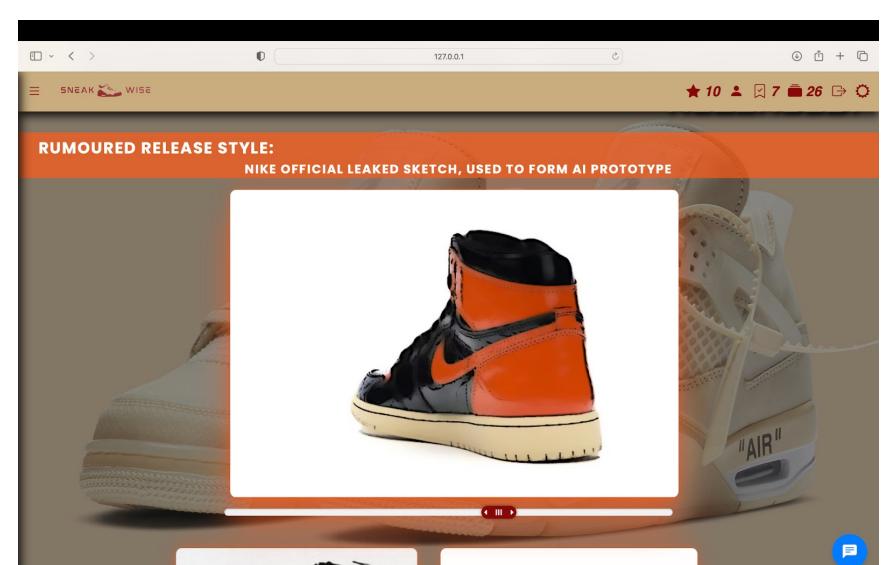
This encourages user control and freedom within the application, with the ability to escape to the homepage at any time.



Moving the red scroll toggle rotates the shoe in a 360 degree manor. This rotation of the shoe is also possible by swiping in the container.

Container/box for the 360 spin element reveals a description on hover. The description includes instructions on using the 360 spin feature.

Important and quick for users new to the application.



(POLL'S CLOSED)

LIKE

DISLIKE

REAL

FAKE NEWS

## ORANGE AND BLACK JORDAN 1 - SHADOW BLAZE?

Enter the realm of urban legend with the elusive "Shadow Blaze" – a whispered marvel that's rumored to redefine sneaker culture as we know it. Steeped in mystery and intrigue, this prototype boasts a bold and daring design that pushes the boundaries of conventional style.

Rumored to be born from the depths of underground creativity, the "Shadow Blaze" is ...

[Show More](#)

Rumoured name: Shadow Blaze

Rumoured release date: 2026

I have included various voting bars (to be later available for interaction on its corresponding main page). Voting bars encourage engagement and opinion on the application. I have intentionally discluded number counts and used only colouring for a less complex experience that accentuates visibility of system status.

Poll includes a hover description to provide users with further information on what the poll is about.

## COMMENTS

FaithfulSneakz 1 month ago

Wow, the 'Shadow Blaze' sounds absolutely wild! I can't wait to see if these rumors are true. The description makes it sound like the ultimate sneaker for making a statement

12



SteveStepz 1 week ago

@KickGameA I'm skeptical about the whole 'underground creativity' thing, though. Sounds like a marketing gimmick to me.

4



StreetwearTay 2 days ago

@SteveStepz Yeah, I get what you mean. But even if it's just hype, I'm still curious to see what they come up with. It's always fun to speculate about new releases.

2

ChrisCrepz 2 days ago

@StreetwearTay I couldn't agree more.

2

Add a comment...

SEND

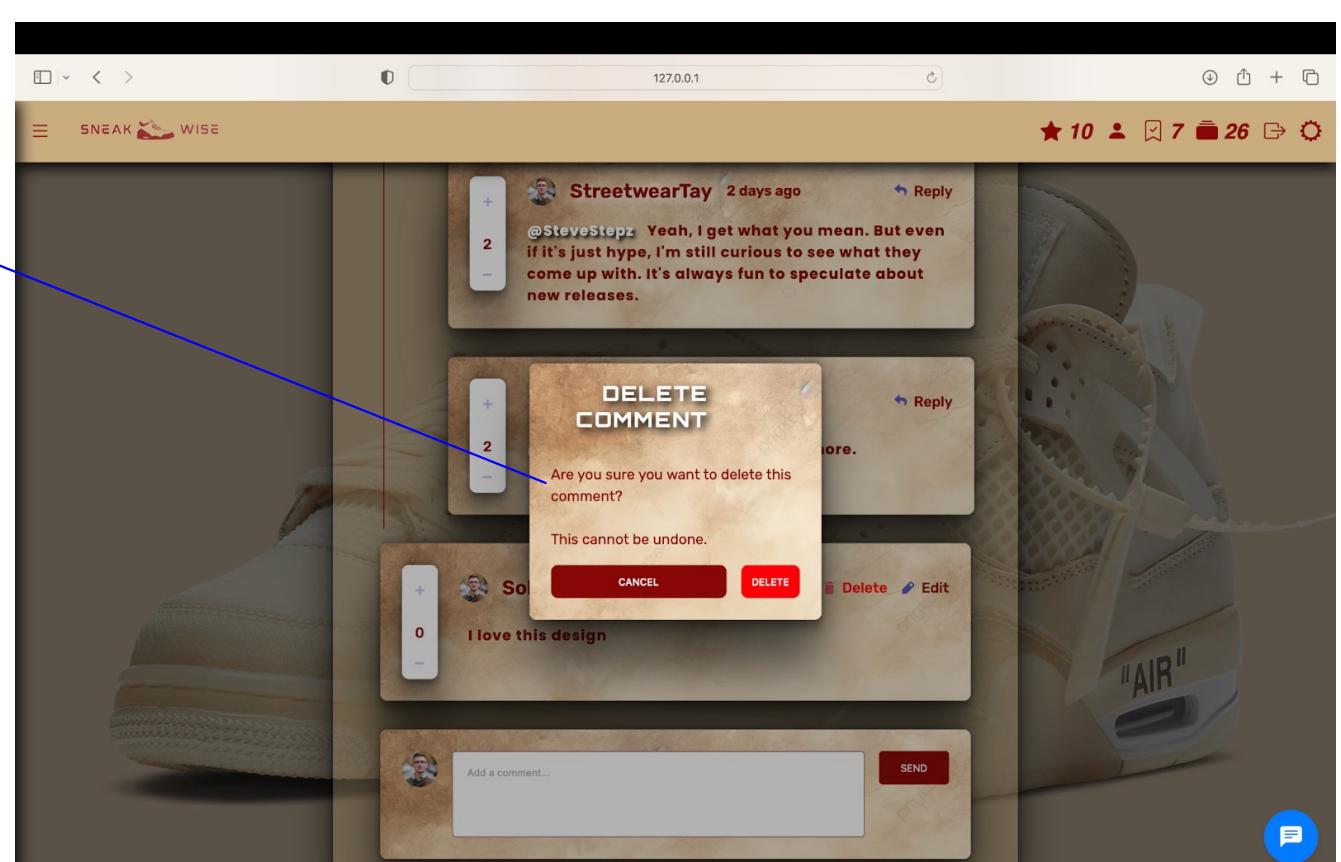
Comment section for interaction with other members of the community regarding the post.

In depth description of rumoured shoes. Includes a fixed footer section in the container of rumoured name and rumoured release date.

As to not overwhelm uninterested users with words, 'show more' button is included for the option to read on or to explore other elements of the page.

User is able to join the conversation and make their own comment through the input box (or by responding to someone else's comment)

System gives users the option to delete your comment and reveals popup notification as a means of verifying the decision. This helps users recognise an error, if this were the case.





### **Background technologies:**

- Bootstrap library
- JSlibrary for 360 spin

### **Heuristic Evaluation Presentations**

I devised a heuristic evaluation for my application by sending a google form to multiple people I know, to which they all evaluated the application heuristically using severity rankings. I have attached the link to the detailed usability tests and google forms here:

Usability test that is included in my forms:

Navigate to the login page.

1. Attempt to login to the application. Incorrect credentials should prompt an error message.
2. Create a new account and meet the input requirements to log-in officially.
3. Explore the elements of the dashboard, the central point of the SneakWise application.
4. Click the pause button within the top scroller message, then click resume.
5. Click the blue (fixed) message icon to view the message system.
6. Use the scroll at the bottom of the phone screen to explore different chat conversations.  
Navigate through at least two or three conversations to ensure thorough exploration.
7. Use the input box to send messages to 'friends'.
8. Check the sidebar navigation tool by clicking on the hamburger menu in the header.
9. Visit the rumoured releases page from the dashboard.
  1. Clicking on the first 'rumoured release' in the rumoured releases widget should navigate you to the page.
  2. Clicking on the top scroller banner (broadcasting sneaker news), should redirect you to the page.
  3. Clicking on the 'rumoured releases' option on the sidebar should also take you to the desired page.
10. Slide the toggle beneath the shoe visual across the bar for a 360 view of the sneakers. Hover over the section for instruction.
11. Hover over the poll for more information.
12. Explore the comment section. Create a comment then delete the created comment.

### **Heuristic Evaluation: User 1 - David Junior**

Heuristic	Severity Ranking
Visibility of System Status	1
Match between System and the Real World	1
User Control and Freedom	1
Consistency and Standards	2
Error Prevention	2
Recognition Rather than Recall	2
Flexibility and Efficiency of Use	1
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	2

#### Improvements and Recommendations:

Improvements	Recommendations
Add success messages after signing up and logging in.	Provide text labels alongside icons in the navigation to improve clarity.
Enhance consistency in design elements and procedures throughout the application.	Improve error prevention by offering clearer warnings and error messages.
Incorporate more visual cues and labels to aid navigation and feature recognition.	Provide additional help or documentation to aid users in understanding the application's features and functionality.

## Heuristic Evaluation: User 2 - Andrea Anikwe

Heuristic	Severity Ranking
Visibility of System Status	2
Match between System and the Real World	0
User Control and Freedom	1
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	2
Flexibility and Efficiency of Use	1
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	1

### Improvements and Recommendations:

Improvements	Recommendations
Address the overlap issue between the messaging window and the list of friends.	Ensure cursor changes to a pointer when hovering over clickable elements like the rumoured releases widget.

Implement an option to edit comments in addition to deleting them.	Enhance aesthetic consistency by keeping scrollers within container borders on the home screen.
Improve readability of the pause and resume button on the sliding text by adding padding to each side of the text.	Provide additional help or documentation for users to enhance usability.

### **Heuristic Evaluation: User 3 - Sadiqa Miah**

Heuristic	Severity Ranking
Visibility of System Status	2
Match between System and the Real World	0
User Control and Freedom	1
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	1
Flexibility and Efficiency of Use	2
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	0

Improvements and Recommendations:

Improvements	Recommendations
Improve visibility of the pause button to make it easier to find.	Provide additional help or documentation to aid users in finding features like the pause button.

### **Heuristic Evaluation: User 3 Faithful Emmanuel**

Heuristic	Severity Ranking
Visibility of System Status	1
Match between System and the Real World	0
User Control and Freedom	1
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	1
Flexibility and Efficiency of Use	2
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	0

Improvements and Recommendations:

Improvements	Recommendations

Ensure the website is fully adaptable to different phone types for responsive design, particularly on the homepage body.	N/A
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### **Heuristic Evaluation: User 4 Nikki Liu**

Heuristic	Severity Ranking
Visibility of System Status	2
Match between System and the Real World	2
User Control and Freedom	1
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	2
Flexibility and Efficiency of Use	2
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	0

### Improvements and Recommendations:

Improvements	Recommendations
Ensure the website is more adaptable to smaller mobile devices, making critical features like the hamburger menu icon visible without compromising functionality.	N/A

### **Heuristic Evaluation: User 5 Sodiq Agbabiaka**

Heuristic	Severity Ranking
Visibility of System Status	2
Match between System and the Real World	2
User Control and Freedom	1
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	2
Flexibility and Efficiency of Use	2
Aesthetic and Minimalist Design	1
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	0

#### Improvements and Recommendations:

Improvements	Recommendations
Refine the sizing of design elements to better fit the content, such as scroll bars and buttons, to enhance visual coherence.	Consider adding numerical representations for likes and dislikes in polls to provide clearer feedback and engagement.

#### Heuristic Evaluation: User 6 David Lawal

Heuristic	Severity Ranking

Visibility of System Status	1
Match between System and the Real World	1
User Control and Freedom	0
Consistency and Standards	1
Error Prevention	1
Recognition Rather than Recall	1
Flexibility and Efficiency of Use	1
Aesthetic and Minimalist Design	2
Help Users Recognize, Diagnose, and Recover from Errors	1
Help and Documentation	0

#### Improvements and Recommendations:

Improvements	Recommendations
Enhance the aesthetic appeal of the design elements, such as color schemes, icons, and layout, to create a more visually pleasing and clutter-free user interface.	Consider adding additional documentation or tooltips to aid users in navigating the application more efficiently and effectively.

#### **Heuristic Evaluation and Usability Testing Results:**

For the SneakWise prototype, a thorough heuristic evaluation and usability testing were conducted to assess the effectiveness and user-friendliness of the application. Five individuals participated in the testing process, engaging in various tasks outlined in the usability test plan. The heuristic evaluation identified several strengths and areas for improvement within the prototype. Positive aspects included the intuitive design of the login page, featuring clear input sections and options for signing in with Google. Additionally, the inclusion of input validations and error messages during account creation

contributed to error prevention and user guidance. However, some issues were identified during usability testing. Participants encountered difficulties navigating the sidebar, which contained redirects to blank pages. This inconsistency in navigation disrupted the user experience and led to confusion. Furthermore, while the messaging system was praised for its accessibility and integration within the application, some users found it challenging to locate the logout option within the header.

#### **Feedback and conclusion**

The feedback gathered from heuristic evaluation and usability testing sessions provided valuable insights into the strengths and weaknesses of the SneakWise prototype. While the overall design received positive feedback for its aesthetic appeal and functionality, several areas require refinement to enhance usability and user satisfaction. One significant change influenced by the feedback is the removal of irrelevant sidebar redirects to blank pages. This adjustment aims to streamline navigation and improve the overall user experience by eliminating unnecessary clicks and confusion. Additionally, the difficulty in locating the logout option within the header highlights the importance of clear and intuitive navigation cues. As a result, future iterations of the prototype will include enhancements to ensure essential functions are easily accessible to users.

Overall, while feedback identified potential usability issues, the core design and functionality of the SneakWise prototype remain unchanged. However, ongoing evaluation and refinement will continue to inform iterative improvements, ensuring the application meets the needs and expectations of its users.

