

Design Ideas Discussed

In our prototypes, we wanted to incorporate the ideas of understandability, forced behaviour, and the idea of discoverability. The prototyping was one on a whiteboard using markers to keep ideas in fruition and in one place.

Our first people centered design concept was understandability. The current Saskatchewan Career Development Association (SKCDA) website has many areas that hinder user experience in the sense of understandability. Our representatives from SKCDA mentioned that many important links and resources are hidden away in other tabs and drop down menus. After viewing this, we designed our header in the first prototype to ensure that all tabs were clear and any user with minimal knowledge of the website could easily navigate around without any confusion. This was done by only creating a singular tab that would have any related resources under that tab, in this case it is the About tab where under this tab there is further information about events and contact information.

The design for the prototypes also integrated the forced behaviour concept. For example, in the Join page of the third prototype we have certain aspects that the user needs to enter in order to progress. The page prompts the user to choose a membership, enter the name on credit card, credit card number, expiry date, CCV, and there is also a menu which asks the user to fill out the form of the associated membership type they choose. Under the media page in the third prototype, we wanted to integrate the interlock concept as well. We attempted to do this by keeping the idea of the podcast in the center to catch the users eye. This in turn would let the user listen to the podcast for however long they may choose while also being able to see the banner at the top of previous events and the social media widgets allowing the user to gain curiosity and further view what SKCDA has to offer. This was all done while keeping in mind that podcasts usually occupy people for roughly 10-15 minutes.

Another way that forced behaviour was implemented was in the contact page of the first prototype. In this page we designed it in the sense that the user would be unable to submit an inquiry without entering required information. In this case the required information is first name, email, and the message the user is looking to inquire about.

Another integrated concept we used was discoverability. While keeping in mind that “You != User”, we wanted to integrate understandability since it is a very important concept that can make or break a website. Our header design is built off the idea of discoverability as previously stated, the SKCDA website has many resources that are hidden or inaccessible. The home page that the user is greeted to consists of a overview/preview of what the website has to offer while also capturing the goal of SKCDA website.

The prototype site maps were an idea that helped guide us and keep our ideas organized. The site map was made with the intention to include customer needs as well as the ideas of myself.