

5COSC025C.1 Human Computer Interaction and User Experience

Coursework 2 Report – High Fidelity Prototype

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Links to Website-Prototype:

<https://www.figma.com/design/Oj8LwpmLAYs6S6zxFPIXWu/HCI-CW2-Flyera?node-id=0-1&p=f&t=845cOga0PUCjXsiu-0>

URL to Video:

<https://drive.google.com/file/d/15U8G7fcRXgoDqKSusgarWqkFceLSn6R2/view?usp=sharing>

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Discuss the high-fidelity prototype

The high-fidelity prototype developed for this project is a comprehensive, interactive representation of a platform designed to connect businesses with freelancers. This prototype focuses on addressing the key issues identified in the initial stages of the project, including ease of navigation, accessibility, and fostering trust between users.

Key Features of the Prototype

1. **Enhanced Freelancer Profiles:** Freelancer profiles include verified credentials, personalized portfolios, client ratings, and reviews. The profiles aim to provide businesses with deep insights into a freelancer's expertise and reliability.
2. **AI-Powered Matching:** The system leverages AI to analyze project requirements and match businesses with freelancers who have relevant skills and experience.
3. **Gamification Elements:** Features such as leaderboards, badges, and progress tracking motivate users and encourage ongoing engagement with the platform.
4. **Real-Time Tracking and Communication Tools:** The platform offers milestone-based tracking, real-time messaging, and secure video conferencing to streamline collaboration.
5. **Accessibility and Responsive Design:** The prototype is designed to be accessible across devices, with high-contrast text, intuitive layouts, and clear navigation paths.

Design Considerations

- **Color Palette:** A combination of indigo, teal, and light lavender was used to convey professionalism and approachability.
- **Typography:** Clean, modern sans-serif fonts ensure readability and align with the platform's professional tone.
- **Usability Testing:** Iterative testing informed the layout and feature placement to minimize user effort and maximize clarity.

Evaluation of the proposed solution/system.

The high-fidelity prototype was evaluated using a structured questionnaire and interviews with three representative users A UI Expert Working At Pickme, a freelancer, and a project manager. The evaluation aimed to assess usability, functionality, and user satisfaction while identifying areas for improvement.

Questionnaire Design

The questionnaire included 20 targeted questions covering:

- Navigation and usability
- Visual design
- Effectiveness of AI-powered matching
- Usefulness of communication tools
- Overall satisfaction

Link To The Questionnaire-

https://docs.google.com/forms/d/e/1FAIpQLSc77L7du89dHVPrgdpXM3EV0NZgmV77Exx0sHyfumsw4FyyQQ/viewform?usp=sf_link

Responses link- https://docs.google.com/forms/d/1Wfztafac0H17ZO6wK4ZiN2HlxF-132Hsoj1ZQ7n6y_l/edit#responses

Key Findings

1. Strengths:

- 85% of participants found the navigation intuitive and easy to use.
- AI-matching was praised for providing relevant freelancer suggestions.
- The gamification elements were highlighted as engaging and motivational.

2. Challenges:

- The onboarding process was perceived as lengthy by two participants.
- Limited customization options in communication tools were noted.
- Some users suggested adding a tutorial or help section for first-time users.

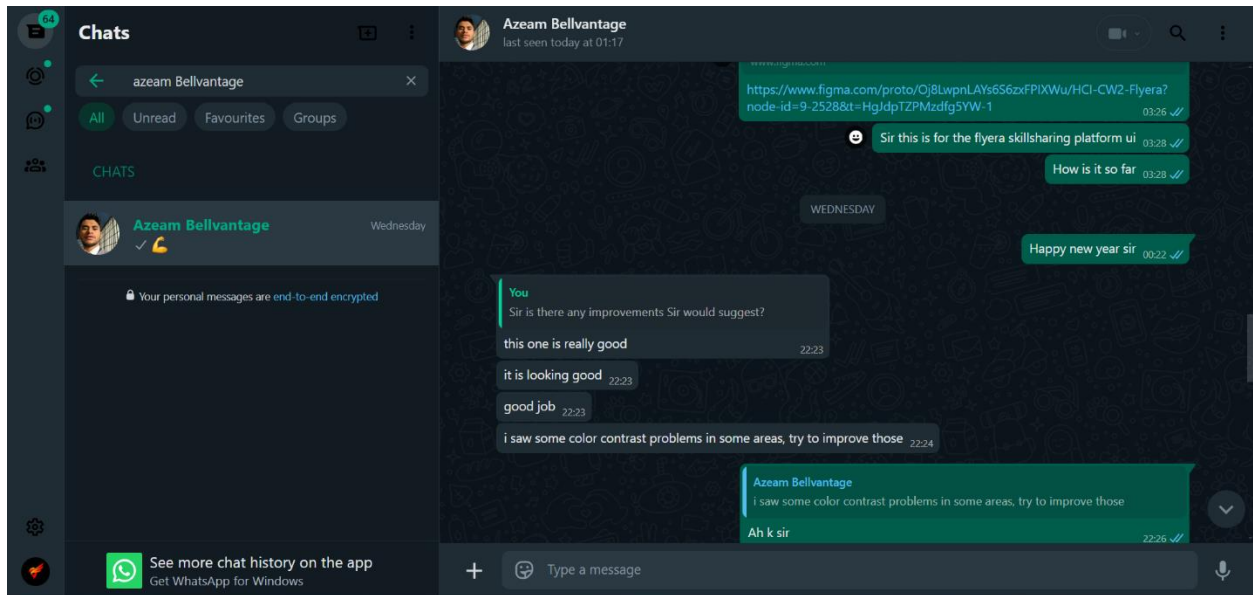
Ethical and Professional Considerations

Ethical considerations included:

- **User Consent:** All participants provided informed consent.
- **Anonymity:** Feedback was anonymized to protect participant identity.
- **Accessibility Testing:** Ensured inclusivity by testing features with assistive technologies.

[Pick the date] []

Feedback From Azeam Sir



Analysis of the user feedback

Feedback Summary

The user feedback provided actionable insights into improving the prototype's usability and functionality:

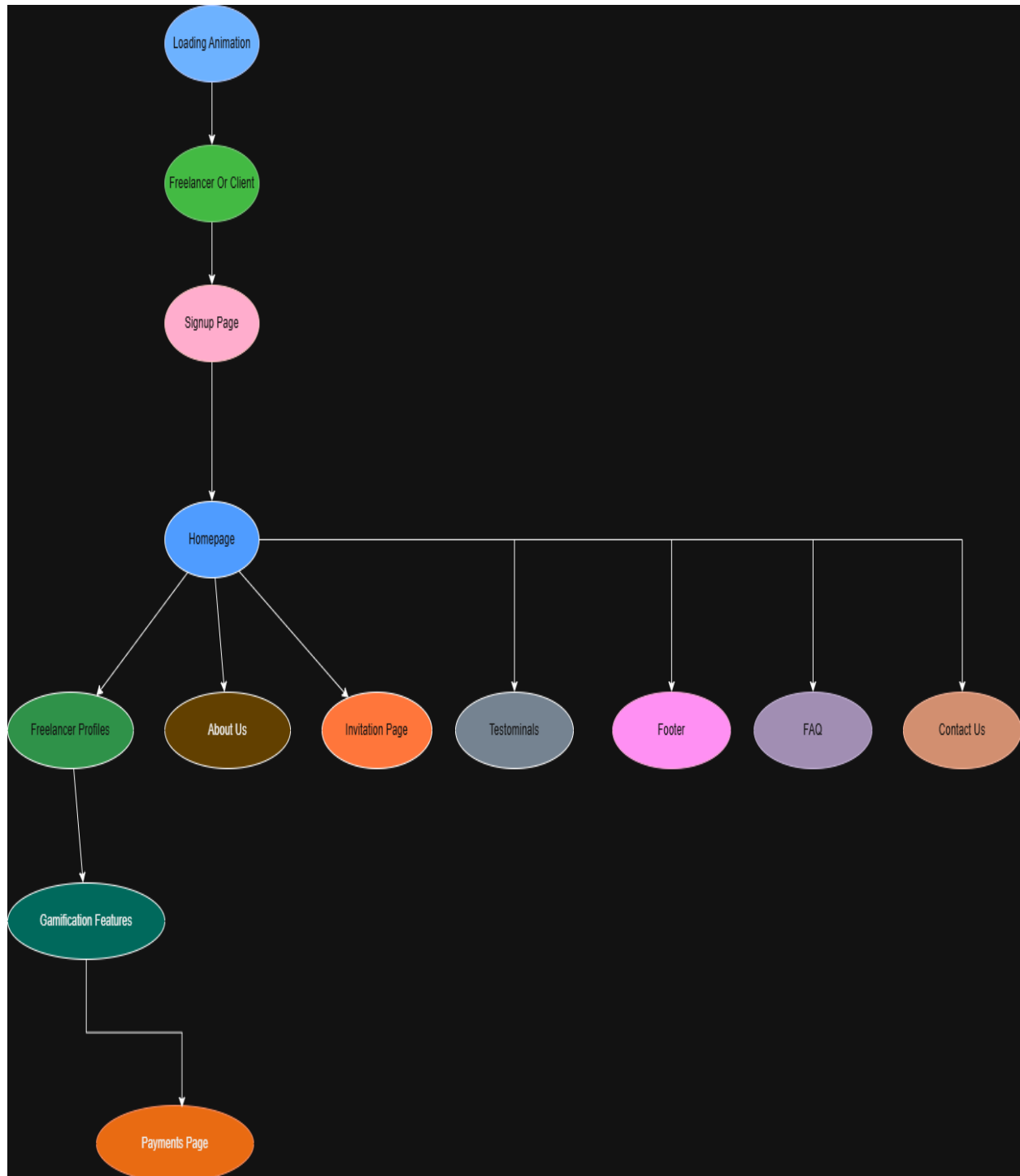
- **Positive Feedback:**
 - Participants appreciated the clean design and intuitive interface.
 - The AI-powered matching tool was seen as a significant time-saver.
 - Real-time tracking and messaging features were commended for their simplicity and efficiency.
- **Constructive Feedback:**
 - Enhance the customization options for project collaboration tools.
 - Simplify the onboarding process with a progress tracker and optional tutorials.
 - Optimize the visual hierarchy to emphasize critical actions such as hiring and communication.

Refinements for Future Development

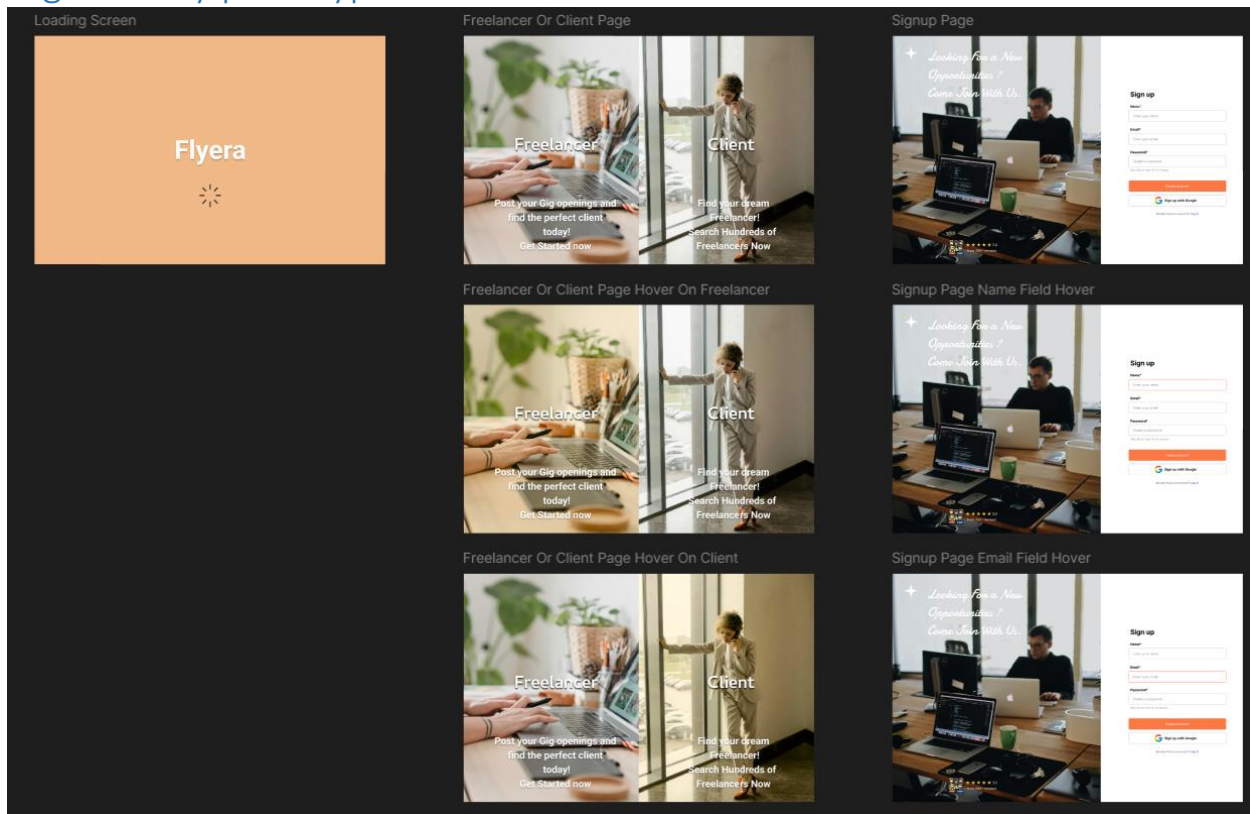
Based on the feedback, the following changes are proposed:

1. Introduce an adaptive help feature that provides contextual guidance.
2. Expand the gamification system to include team-based challenges.
3. Improve the visual hierarchy to make primary actions more prominent.
4. Add a "Quick Start" option to reduce the onboarding time for experienced users.

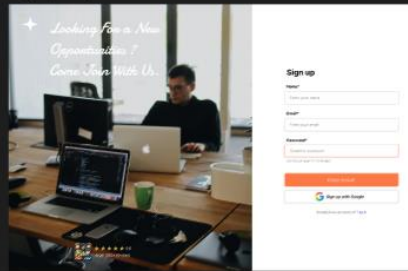
Sitemap or a wireframe



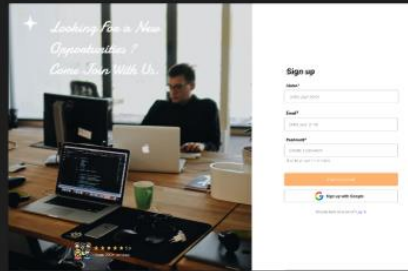
High fidelity prototype



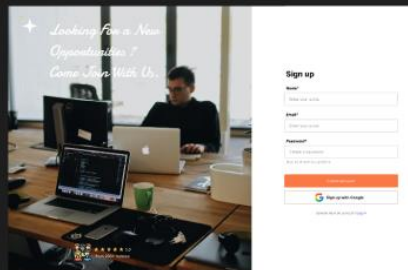
Signup Page Password Field Hover

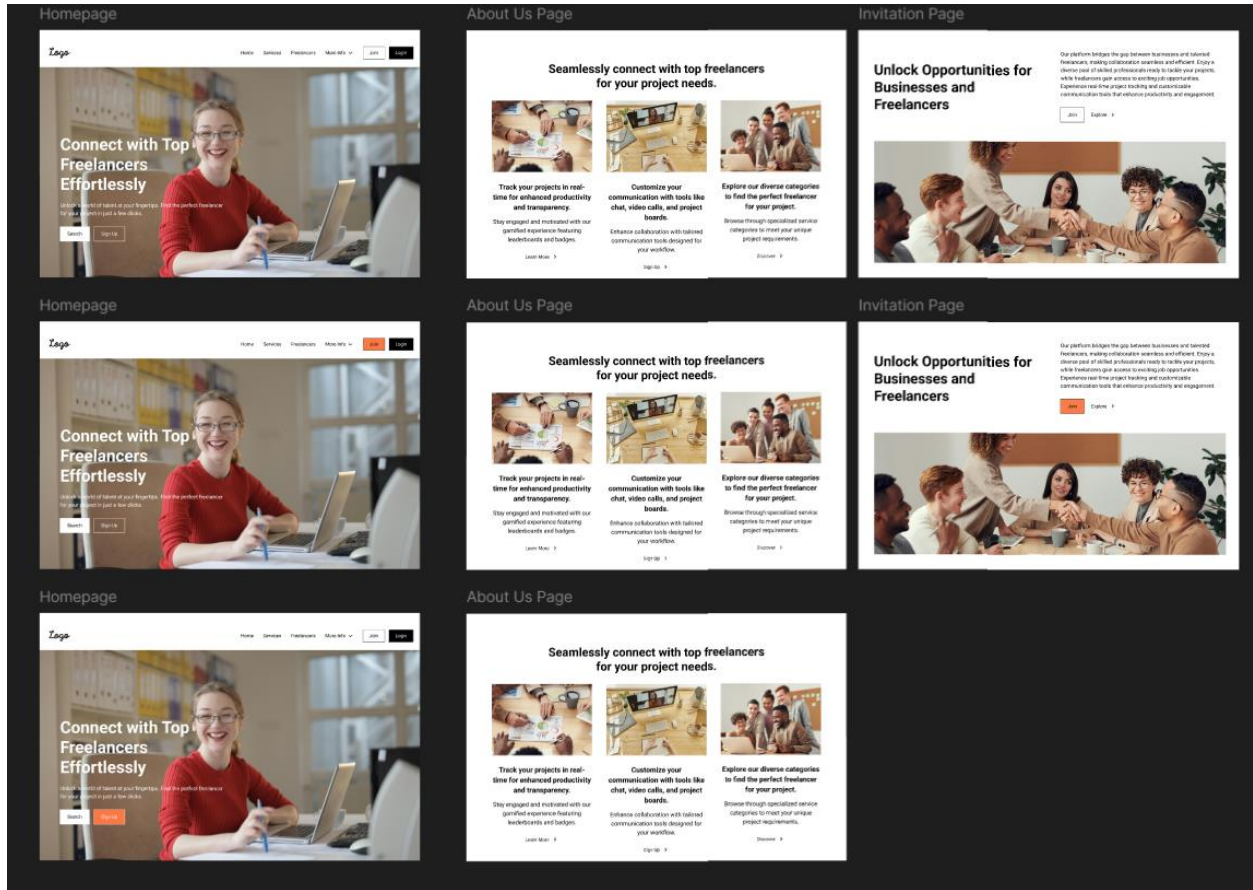


Signup Page Create Account Hover



Signup Page Signup With Google Hover





Testimonials Page

Empowering Freelancers and Clients Together

Join a thriving community of over 10,000 freelancers. Experience a 95% satisfaction rate from completed projects.

10,000

Freelancers ready to bring your project to life.

1,500

Projects completed with excellence and professionalism.

[Learn More](#) [Sign Up](#)

★★★★★

"Working with this platform has transformed our hiring process. The quality of freelancers we found exceeded our expectations!"



Brenda Pereira
CEO, Tech Innovations

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CEO, Tech Innovations

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We're here to assist you with any questions or support.

freelance@demo.com



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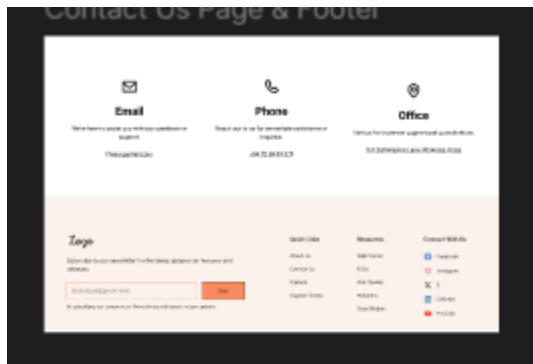
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Freelancers Page

Our Freelancers

Meet the passionate individuals driving our vision forward.

Alice Johnson
Project Manager

Alice ensures projects run smoothly and meets client expectations every step of the way.

Bob Smith
Lead Developer

Bob crafts innovative solutions that elevate our platform's functionality and user experience.

Cathy Lee
UX Designer

Cathy designs intuitive interfaces that enhance user engagement and satisfaction.

David Kim
Marketing Specialist

David drives our marketing strategies to connect with businesses and businesses effectively.

Emma Brown
Content Creator

Emma crafts compelling content that resonates with our audience and showcases our platform.

Frank White
Data Analyst

Frank analyzes user data to enhance our services and improve user satisfaction.

Grace Green
Customer Support

Grace provides exceptional support, ensuring our users have the best experience possible.

Disandu Perera
Photographer

Disandu perera is a passionate photographer capturing moments that tell stories.

Open positions

Discover your future career with us today!

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First Name

Last Name

Email Address

Phone Number

Location

Postal Code

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Freelancers Page Button Hover

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User Profile

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FAQ

FAQs

Get answers to common questions about our platform and how it works.

How does it work?	Our platform connects businesses with freelancers through a streamlined process. Users can post projects, and freelancers can submit proposals. The AI-powered matching system helps find the best fit for your needs.
Are freelancers verified?	Yes, all freelancers undergo a verification process. This includes checking their credentials and previous work. You can view their profiles for reviews and portfolios.
What payment methods accepted?	We accept various payment methods, including credit cards and PayPal. All transactions are secure and encrypted. You can choose your preferred method during checkout.
Can I track projects?	Absolutely! Our platform offers real-time project tracking features. You can monitor progress, communicate with freelancers, and manage deadlines efficiently.
What if I need help?	If you have any questions or need assistance, our support team is here to help. You can reach out via our contact form or chat feature. We're committed to your success.

Still have questions?

We're here to assist you further.

Contact

FAQ Button Hover

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What payment methods accepted?	We accept various payment methods, including credit cards and PayPal. All transactions are secure and encrypted. You can choose your preferred method during checkout.
Can I track projects?	Absolutely! Our platform offers real-time project tracking features. You can monitor progress, communicate with freelancers, and manage deadlines efficiently.
What if I need help?	If you have any questions or need assistance, our support team is here to help. You can reach out via our contact form or chat feature. We're committed to your success.

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Profile Page Watchlist Client View

Disandu Perera

User Profile

- Edit Profile
- Favourites
- Watchlist**
- Payments
- Notifications
- Language
- Log Out

Emma Brown
 Photographer

Emma Brown is a passionate photographer capturing moments that tell stories.

A

Wedding Photography Retouching

100%

B

Wedding Videography

100%

C

Wedding Album Design

75%

Angie Steadman
 Content Creator

Angie Steadman crafts compelling content that resonates with our audience and showcases our platform.

A

Social Media Marketing Video

100%

B

Facebook Campaign Strategy

66%

Profile Page Payments Client View

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User Profile

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Social Media Marketing Video

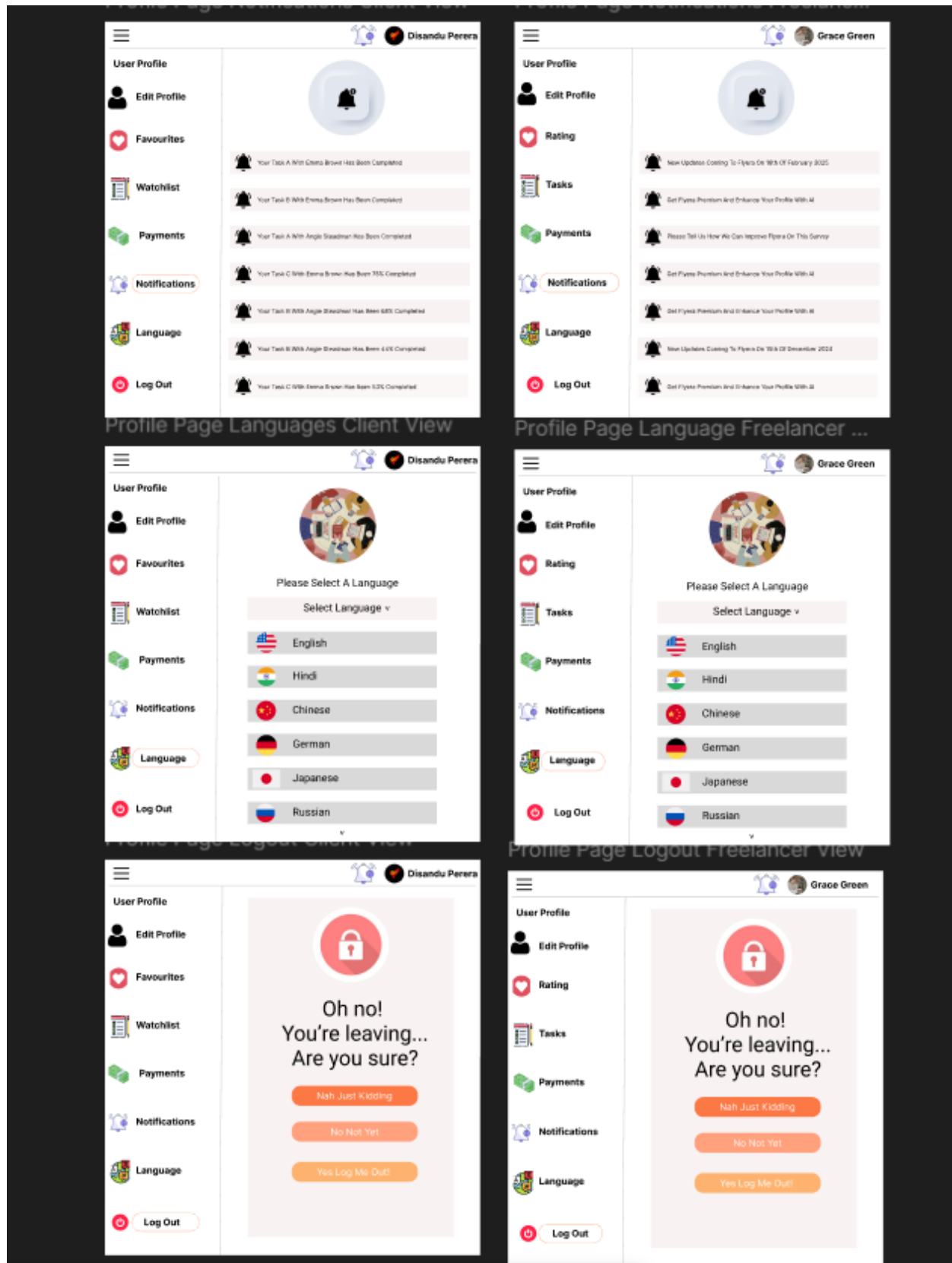
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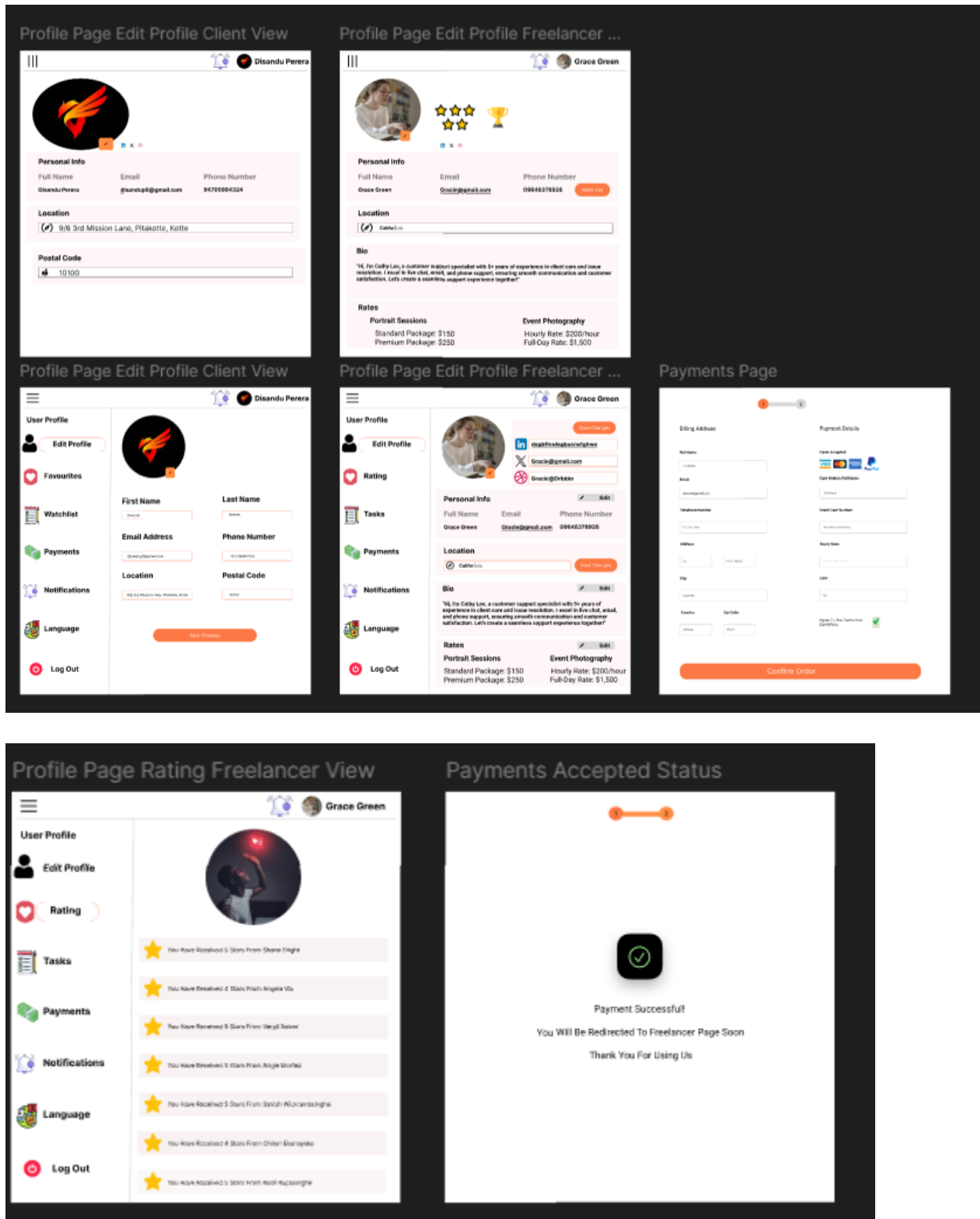
Make Payment

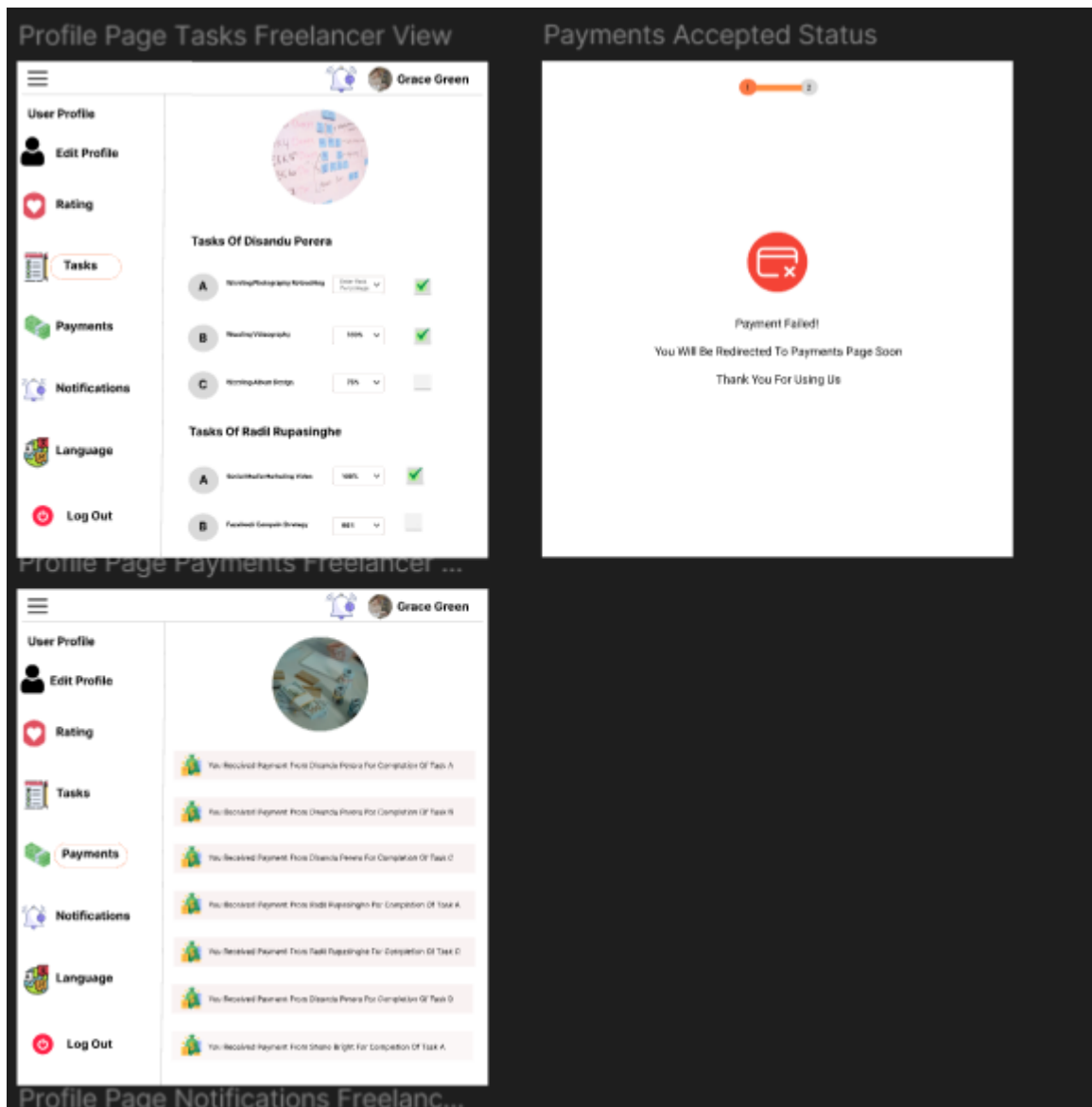
B

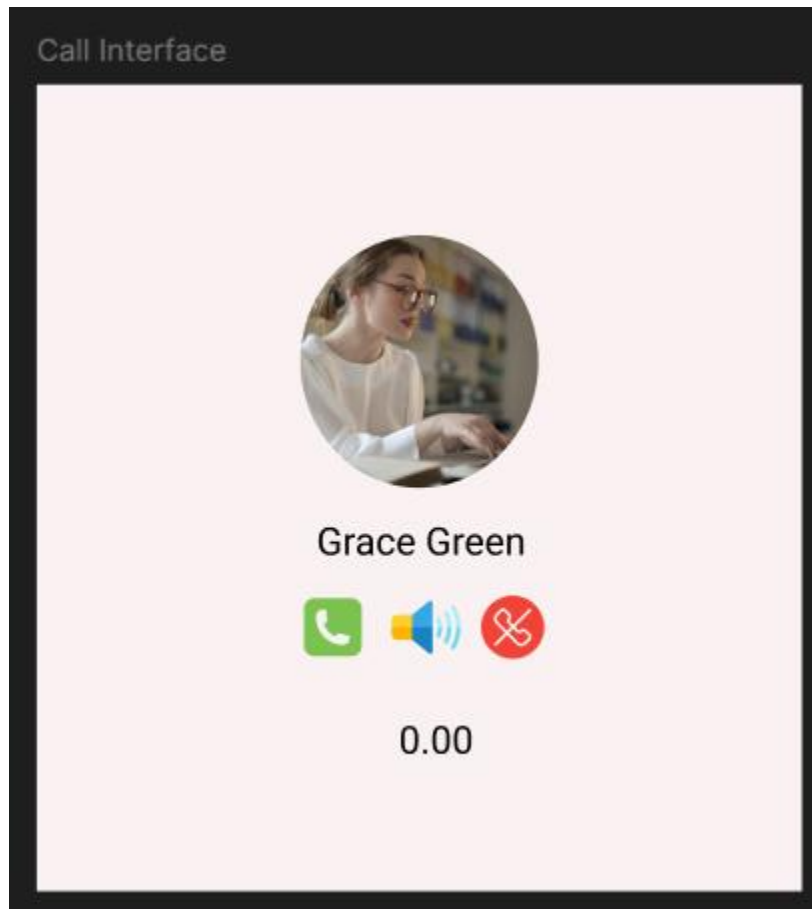
Facebook Campaign Strategy

66%





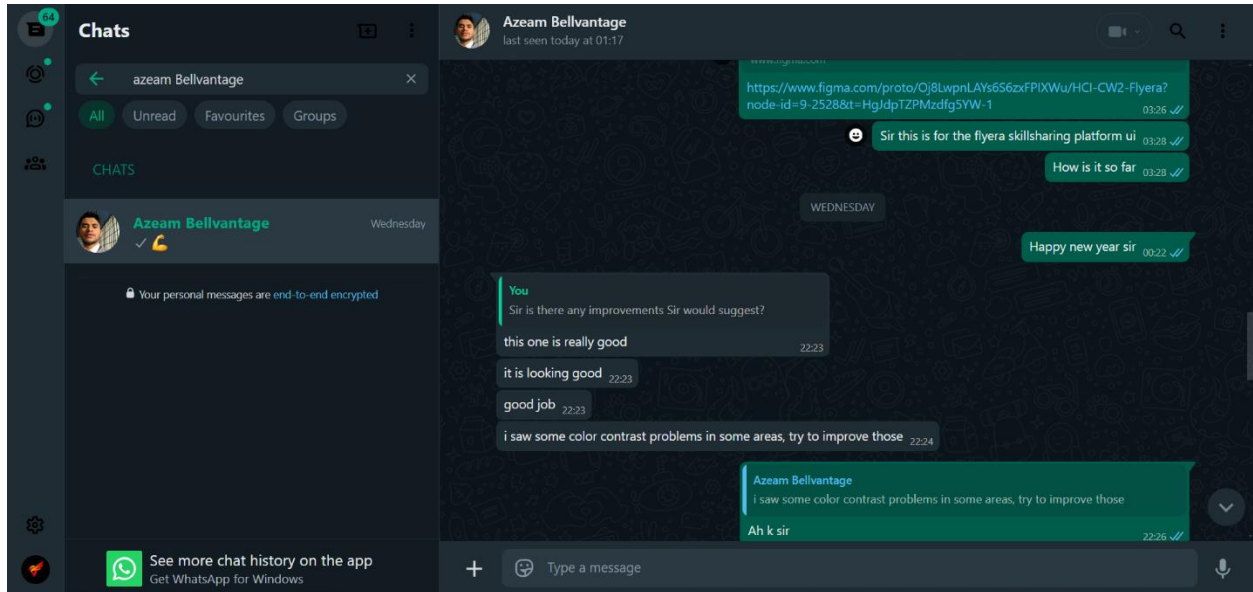




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Appendices

Feedback From Azeam Sir UI Expert From PickMe.



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