



University of Westminster

Human Computer Interaction

5COSC020C.1

Coursework 01 – Part A

HCI CW 2

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CW2 Report

1. Introduction

- This report outlines the development and evaluation of a high-fidelity prototype designed to address challenges in connecting businesses with specialized freelance talent. Our solution focuses on optimizing recruitment and collaboration processes through a user-centered approach. The prototype incorporates features such as AI-powered matching, enhanced freelancer profiles, gamification, and real-time tracking, as defined in our Decent Work and Economic Growth project.

2. High-Fidelity Prototype Development

- The high-fidelity prototype was built using Figma to visualize the complete user interface and interaction flow. The primary design principles guiding the prototype included usability, accessibility, and responsiveness, ensuring an intuitive experience for diverse users.

2.1 Prototype Features

- **Enhanced Freelancer Profiles:** Comprehensive profiles include verified credentials, personalized portfolios, and ratings, providing businesses with deeper insights into freelancer capabilities.
- **AI-Powered Matching:** Advanced algorithms analyze skills, experience, and past performance to deliver tailored recommendations.
- **Real-Time Tracking:** Transparent milestone-based workflows enable accountability and timely project delivery.
- **Gamification:** Features such as leaderboards, badges, and interactive challenges foster engagement and growth.
- **Customizable Communication Tools:** Integrated messaging, video conferencing, and project management streamline collaboration.

2.2 User Interface Considerations

- **Screen Layout:** Clean and consistent design elements were applied to maintain a professional aesthetic.
- **Color Scheme:** A palette combining blue and green tones was chosen to evoke trust and innovation.
- **Accessibility:** Features such as high-contrast text, clear navigation paths, and support for assistive technologies were incorporated.
- **Responsiveness:** The interface was designed to be fully responsive, ensuring usability across various devices and screen sizes.
- **Interactive Elements:** The inclusion of hover animations and visual feedback for user actions enhanced interactivity and engagement.

3. Evaluation of the Prototype

3.1 Evaluation Methodology

A user study was conducted involving three participants, each representative of our target audience: small business owners and freelancers. Participants were tasked with:

1. Browsing freelancer profiles.
2. Using the AI-powered matching tool to hire a freelancer.
3. Collaborating on a project using real-time tracking and communication tools.

Feedback was gathered through questionnaires and interviews, focusing on usability, functionality, and user satisfaction.

3.2 Results

- **Strengths:**
 - Participants appreciated the intuitive navigation and clear layout.
 - The AI-powered matching was perceived as accurate and time-saving.
 - Gamification elements were found engaging and motivational.
 - The real-time tracking system was highlighted for its transparency and efficiency.

- **Challenges:**
 - Some participants found the onboarding process lengthy.
 - Limited customization options in the communication tools were noted.
 - Visual hierarchy could be further optimized to highlight key actions.

3.3 Ethical and Professional Considerations

- User consent was obtained before the evaluation. Confidentiality of participant feedback was ensured, and the prototype adhered to ethical guidelines for inclusivity and fairness. Additional measures were taken to ensure accessibility compliance, including testing with assistive technologies. A detailed ethics checklist was maintained to document adherence to professional standards.

4. Redesign Recommendations Based on the feedback, the following improvements are proposed:

- Simplify the onboarding process by introducing a progress bar and optional tutorials.
- Expand customization options for communication tools, such as adjustable notification preferences and layout settings.
- Enhance the gamification system by integrating team-based challenges to foster collaboration.
- Improve the visual design of the milestone-based tracking system to ensure clarity and ease of use.
- Refine the visual hierarchy to draw attention to critical features and actions, ensuring an optimized user flow.
- Introduce an adaptive help feature that provides contextual guidance based on user behavior.

5. Conclusion

- The high-fidelity prototype effectively demonstrates a solution to bridge the gap between businesses and freelancers. User testing revealed strong usability and engagement, with actionable insights for further refinement.
- Incorporating these improvements will enhance the prototype's overall functionality and user experience, ensuring its alignment with the Decent Work and Economic Growth goal.
- This prototype represents a significant step forward in creating a trust-driven, efficient platform that empowers both businesses and freelancers to thrive. The ongoing commitment to iterative design and user feedback ensures the platform's relevance and impact.

6. References

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