



CRITIQUE PRESENTATION

UNIVERSAL COMMUNICATOR

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DES 157

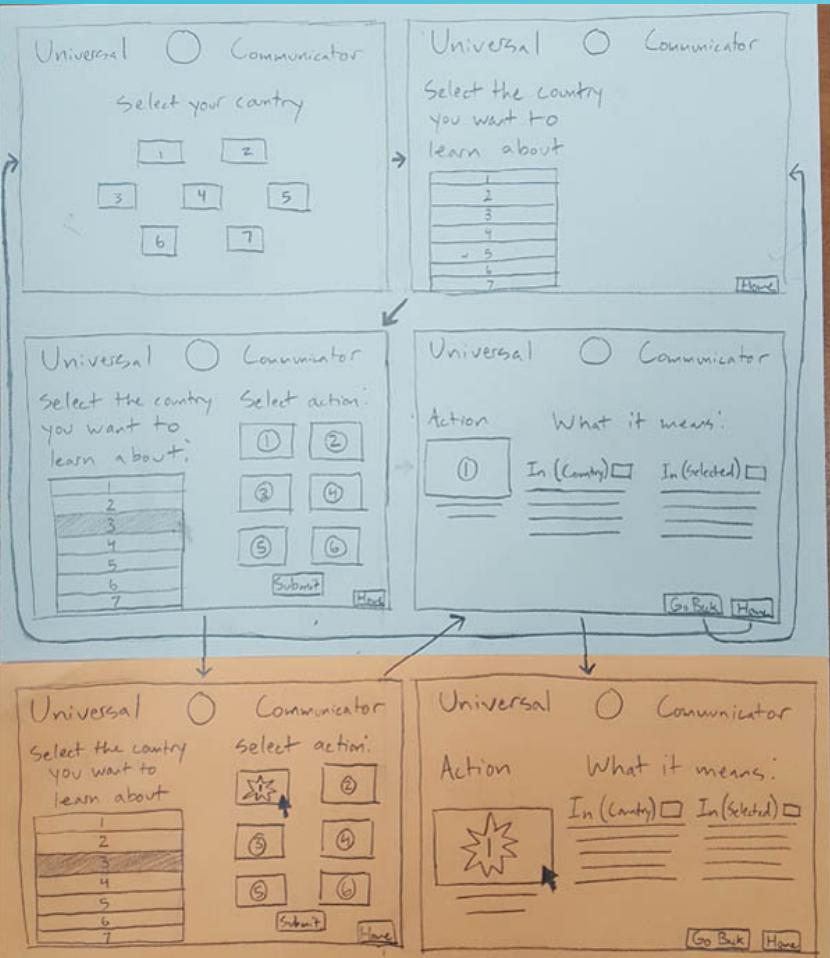
GOAL OF PROJECT

Create a tool to teach people about social etiquette and the meaning behind body language/gestures in different cultures.

PROJECT PROPOSAL

- Defined the topic: Universal communication
- Website use scenario: When traveling to a foreign country, interacting with locals
- Described medium of communication: Visual media
- Design: Minimal website, emphasis on subject material (icons, text)

PAPER PROTOTYPES



- Website layout
- Site flow
- Determined what user input was needed for results
- Several iterations
- Made easier for user to navigate

COMPS

Universal Communicator

Search By:

Country

Action

Universal Communicator

Winking

Description of Winking

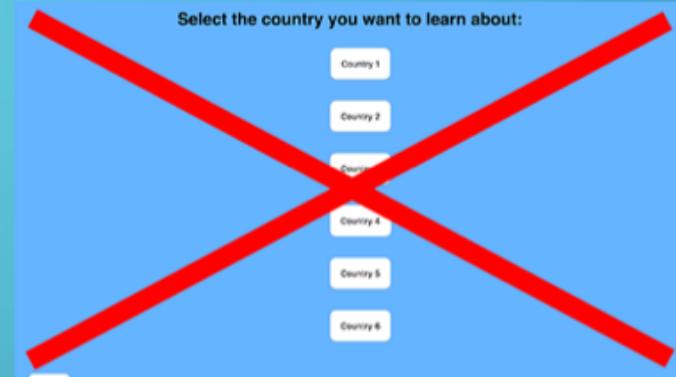
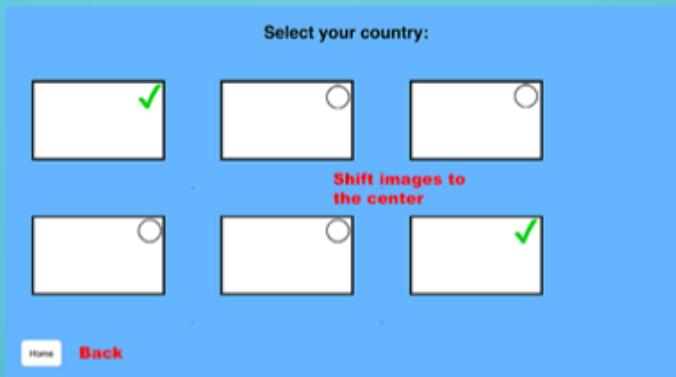
What it means:

In Spain	In Canada
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Go Back Home

Determined style and interface of website going forward.

AUDIENCE TEST



- Add instructions to help guide user through process
- Put all countries on one page, have checkbox selector
- Include back button
- Make user flow simple, have less pages

FINAL PROTOTYPE



The image shows the homepage of the "Universal Communicator" prototype. At the top left is a globe icon. To its right, the title "Universal Communicator" is displayed in a large, bold, white sans-serif font. Below the title is a brief description: "This tool was designed to help people understand differences in communication styles between cultures. With this new knowledge, the user will hopefully be able to seamlessly communicate with people all over the world." Underneath this text is a yellow button labeled "Instructions". Below the button is a numbered list of five steps: 1. Select the country you want to learn about. It can be your own country or a different one. 2. Select a gesture from the list provided 3. Submit the form 4. Discover how the gesture is interpreted in the country selected 5. Go back to change selections, submit again for different results. At the bottom of the page is a photograph of several flags from different countries (including Brazil, the United States, Canada, the United Kingdom, and others) flying in the wind against a blue sky. Overlaid on this image is the text "Let's Get Started!" in a white, sans-serif font.

- Added instructions
- Simplified site flow
- All data taken from one form
- Included back button
- Images and GIFs for visual representation