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My project for Assignment #3 is called GramGroups. To view the project, the Google Chrome browser should be used. The design of the user interface (UI) has been optimized for the full screen view. To open and run the UI, open the file, "index.html," in the aforementioned web browser.

There were a number of design considerations that went into the development of this UI. Overall, I wanted the site to have some of the aspects of a dashboard or "heads up". Specifically, I wanted the user to be able to consistently see the number of groups that they had created, their names, and the members within those groups. This was an opportunity to employ the *Visibility of System Status* design heuristic. When a user executes a function such as making a new group, or adding a member to a group, the numbered badges (next to "Groups" on the navigation bar and each individual group name) allow the user to see their actions recorded by those numbers increasing.

With multiple types of search included in this assignment, I knew that users would need to rely on the scrolling function. They would need to move up and down through search results, and also to navigate to the different types of searches offered. As such, the group list "stays" with the user as they move through the page. This design was important to achieve the dashboard concept and to incorporate the principles detailed in the *Recognition Rather Than Recall* heuristic. By keeping the group list in the user's view, while they interact with any area of the site, they can move freely up and down, and they do not have to remember what groups that they have already created. Looking at their group list could influence their decision-making when it comes to searches or when choosing users/media of interest. In this way, the design creates a low cognitive load on the user.

I implemented the *Aesthetic and Minimalist Design* heuristic with the layout of the site. The main focus runs directly down the center of the page without superfluous information. I have the main large picture at the top to draw the user in, and then, as you move down the page, the site is organized to be quickly understandable and usable. Areas of interest are nested together and easily readable.

Mistakes were an area that I took into consideration with this design as well. When a user is doing the work to organize essentially an information architecture of Instagram accounts, I did not want them to encounter the demoralizing experience of clicking something quickly, and losing a large amount of work. As such, I used an idea from the *Error prevention* heuristic by implementing an alert when a user clicks to delete a user or a group. This should not be done by accident and the pattern interrupt of an alert can stop someone before they do something that they did not mean to do. Also, because the delete function is represented with an "X" rather than the word delete, this could be a slightly error-prone area for new users. For tasks that are represented by symbols instead of words, I added *tootips* so that a new user could learn what those symbols meant. The symbols chosen, however, are conventionally used, and thus most users would understand their meaning, at least on a general level.

Another area where mistakes could happen is in the function of adding a member to a group. If a user had to write the name of a group to add a member, they could misspell it and that could lead to further problems. To prevent this from ever happening, when a user wants to add a member to a group, they are presented with the option to add them to the current list of created groups, or a new group.

The user is selecting from a list rather than typing free-form content. In this way the margin for error is much smaller.

Along with handling situations that can be attributed to user-error, I also wanted the UI to provide a good experience for the user when the data returned from the Instagram API contained irregularities or certain cases. For example, Instagram allows users to have private accounts and only make their content viewable to people that they have approved. A private account does not stop a user from being returned in a list of search results. In the cases when a site user clicks to "View Recent Posts" of a private account, they are denied from Instagram but I wanted to let the user know why no pictures were being returned. Therefore, when Instagram denies such a request, when the View Recent Posts modal loads, the user is notified that the account is private. An error message or alert did not feel warranted. I wanted such a situation to flow right along with the natural rhythm of the site and the site user to move on to their next task.

In order to incorporate the principles of the *Flexibility and Efficiency of Use* and *User control and Freedom* heuristics, I employed the use of modals rather than navigating through numerous site pages. Modals are helpful because they can be launched and closed very quickly, without any function being completed. The user can look at something quickly and not have to worry about navigating away from their current page, or losing search results. In terms of efficiency of use, each modal is marked with a "Close" button. This is for novice users. However, modals can be quickly closed by simply clicking outside of them. This allows a more experienced user to move faster through the site. This ability also functions as an "undo" if the wrong modal is launched.

Finally, to assist the new user, I included a "Help modal" to provide them with more information about site. The content included gives the user the origins of the data searched, and a succinct description of the site functionality.

Appendix

File structure:

- Index.html
- Folder – js
    - bootstrap-min.js
    - date.js
    - jquery-min.js
    - jquery-ui.min.js
    - script.js
    - moment.js
- Folder – css
    - boostrap.min.css
    - styles.css
- Folder – images
- [all images]