

**ENSE 885AW- PEOPLE CENTERED DESIGN**

**CONCEPTS USED FROM CLASS IN OUR DESIGN**

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We tried to design our website based on amalgamation of various concept that we have learned in the class. First and foremost concept that we have used is **Gestalt theory** in defining the problem definition as the current RCE websites does not have a clear data flow. It lacks symmetry and **metaphors** to guide users.

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| We followed the incremental approach in designing the functionalities for our users starting from **north star customers** at the bottom and adding more functionalities for our **carry over customers** on top thus gradually widening the scope of the website. |  |

We used the concept of **fresh snow** taught in the class and applied to our design ideas. We created many low-fidelity diagrams after **brainstorming** and came up with some interesting features.

We followed the advice from our course instructor to not thrive for **perfection but good design** this has provide us liberty to come up with more ideas during our brainstorming session rather than focusing on single idea. This idea has also can lead to **agile development** where we can use concepts of **fast feedback cycle** along with constructive feedbacks from our stakeholders to improve our design ideas.

As there are no pointers in the website design to guide users the **gulf of execution and evaluation** is very large for current RCE website users. we tried to shrink these gulfs by providing a proper data flow through our design and providing metaphors or pointers to guide users where ever possible. We have used **metaphors** in icons to guide users what actions they can expect by clicking them this has helped to increase the usability and narrowed the gulfs.

We have designed the website taking into consideration "**we are not the user** " and how normal English literate user is going to interact with our website and considered the **F-Pattern** in designing the home page of the website so as to put the important content in the sections which user is going to put more emphasis on while browsing our website.

We tried our best to decrease the **complexities** in our design by keeping the UI plain and simple. This will reduced the difficulties a user face while interacting with our design.

We even introduced **constraints** on users to avoid non-repudiation problems. For example, user need to sign in to post into forum or comment on blogs. This ensure that user cannot deny that the comment was not made by him/her.

We designed the website based on **knowledge in head** of our users by putting the content together in the sections you will find them in for most of the websites on the internet. For Example, the *virtual tour or digital gallery* is generally put under *about us* section to improve customer experience.

We tried to bring in the **transparency of data** and how it is going to be manage by stating the privacy policy of the stakeholders before sign up page.

We tried to provide accessibility for differently able users by **avoiding complex OTP**[one time password] verification and using **simple CAPTCHA's**[completely automated public Turing test to tell computers and humans apart] which has audio cues to aid **blind people**. This has increased security as well as accessibility for users.

The idea of **convergence and divergence** has aided us to dive deep in to researching the need of stakeholders and understand how the current RCE website is designed and what is the objective behind this design. we mixed our ideas with current RCE website and proposed our design based on it. We tried our best to converge all the ideas that we researched and incorporate them into our design. For example, we highlighted the 17 goals in our home page of the design which is the core of RCE Saskatchewan.

In a nutshell, it was all about **Empathy**. We gathered the information from our stakeholders and tried to found out their subconscious need and mapped it. This interned has paved way for us to design our website around what we thought was their actual needs. This activity has helped us to apply knowledge gained from class in a real world scenario.