

ENSE 271 Insights Document
GROUP F

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ENSE 271 - People-Centered Design
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Activity 2

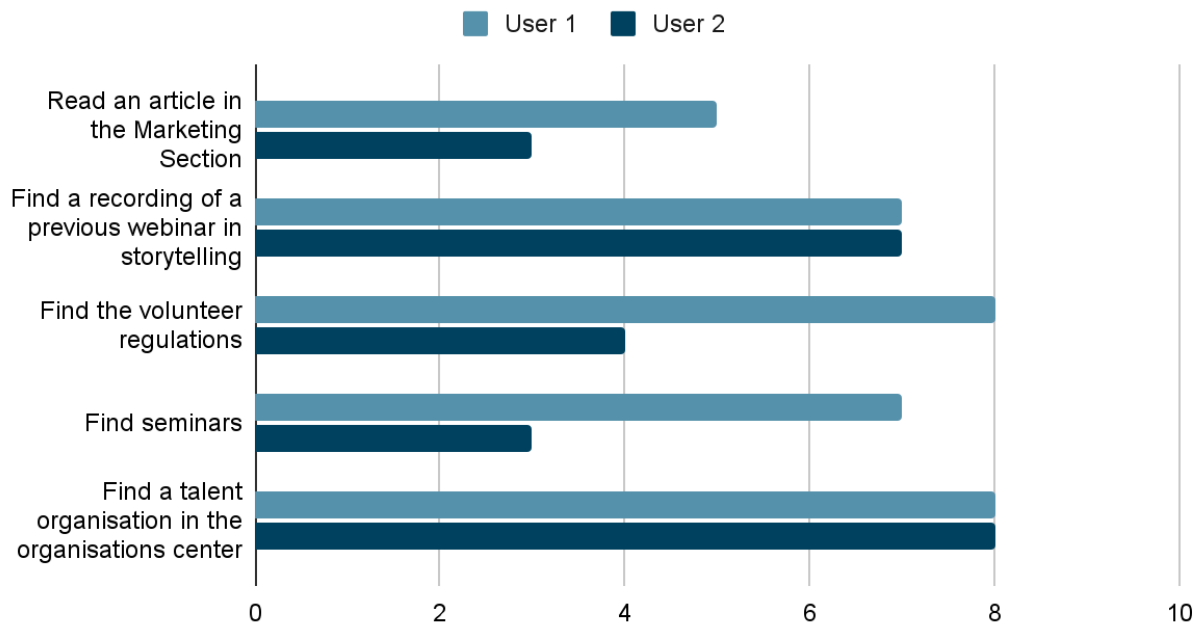
Introduction (James)

With our second client meeting, we gained significant insights, giving us positive feedback for stellar features and negative feedback for potential design flaws. With this, our group believes we can better match the SSCF's needs for this website. Several Insights from the meeting are listed here, with our interpretation. These insights are based on qualitative and quantitative analysis.

Data and Fixes (James)

Quantitative:

Rating



Qualitative:

Layed out here are issues with our design

- The home page was well designed.

This insight tells us that our design was effective and satisfied the spokesperson expectations

- Lack of dropdown menus for header.

This is an oversight we made in the design process where we did not realize where we could collapse header into buckets to simplify our design. The next issue also comes into play with this:

- Lack of simplifications

I think a large part of this is a constraint we did not think of when laying out and sizing elements on the page. This is of course a semantic constraint of the locus of attention; when we were asking them to find an article in marketing, the professor was having trouble finding it, as much larger sections came up first, where the images were large and distracting. Since people can only view one thing at a time, it took him a while to find the article.

- Change the names of ‘marketing’

This insight could be meaning that our design did not meet the heuristic evaluation of ‘using real world language. While marketing meant something to us, to the professor he was confused on what would be on the page.

- Lack of Consistency

This insight means that our next design should consider meeting the heuristic criteria of Recognition rather than recall since like pages tended to have different layouts and positions of common sections.

- No Pages Missing

This means that we did not miss content, and our site contains pages for everything we need.

- A charity worker would like the navigation if we simplified it a little bit

If we correct a few issues with the navigation (earlier mentioned) the charities would find the navigation delightful.

- Quick Links were effective

This means that this was an effective navigation help

- Move all category sorting filters to the top

Some category filters were on the bottom, we will move them to the top for ease of access

- Non invasive Pop ups

Some

Insights/Needs (James)

Example	Need	Insight
Navigation	Clear Navigation, less going on for each page.	Main landing page and others are too noisy and overwhelming; need cleaning up.
Recognition	Similar pages need to resemble each other with types of information in the same place	Layouts should have a uniform template
Names of pages	More clear names of pages so users can assume what is on each page	More insightful names needed. E.g. Learning events -> learning opportunity
Consistency	Clear and uniform design will make website easier for user to decipher	Layouts should have a uniform template, buttons have a universal look, universal colour scheme
Non invasive pop-ups	Pop ups for webinars not as	Since users may accidentally

	annoying	click on webinars, they should not feel like they were immediately enrolled. Less invasive pop up will be needed.
Regulations	Less focus on regulations	Less regulations pages, regulations on 'skill pages' like marketing or operations
Buckets	Need to collapse links from main site to buckets	Marketing, operations, ... should be under one bucket. This will simplify the home page and imply what is on each page
Directory	Directory pages should be under one bucket	Organizations, some regulations, and grants are all directories and should be under a bucket
Filters/Search functionalities	Users mentioned that it was hard to find on a page	All search/filters need to be at the top of the page to allow seamless use

Conclusion (James)

In conclusion, we see that there is room for improvement though our team also made very good progress and had a very functional high fidelity prototype. By sticking to design principles, specifically heuristics and listening to the SSCF spokesperson we can make a very strong website that will fulfill every task from the SSCF. This website will help charities and provide resources for them in a quick, easy, tested and researched way. A lot of our issues with this prototype was some lack of foresight for design choices, though I believe these were necessary mistakes that are natural in our design process. With this feedback, we can correct errors and make the best site possible. All in all, our design will be able to improve significantly as we move onto the wordpress phase.