Trick or Eat Wireframe Post Mortem

# Freedom Eaters

Marcel Amato

Dominic Gagné

Alexandre Gontcharov

Matthew Tersigni

Erik Zorn-Wallentin

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# i Team Details

### i.i Marcel Amato

Marcel Amato is the designer for the team, and for our wireframing sessions he was in charge of taking notes and monitoring the user’s reaction to the system. He payed attention to the actions of the user to determine if certain use cases were designed well or if they confused the user. Marcel coded the general layout and design of all the HTML pages and created the main features of the Trick or Eat page including the centered map and responsive modals. Marcel also did a few photoshop edits to put within the website to add a pleasant visual aspect.

### i.ii Dominic Gagné

Dominic Gagné is the documentation lead for the team for our wireframing session. He was charged with the task of documenting how the client interacted with the system, along with Alexandre Gontcharov. Dominic payed attention to the details of the client whilst they attempted to navigate our prototype, being careful to document the issues and successes that the client experienced when completing the use cases. Dominic was involved with the design of the wireframe, helping to make decisions and dutifully documenting the interactions of the team. Dominic completed the task of setting up the server, and configuring it to accompany our website.

### i.iii Alexandre Gontcharov

Alexandre Gontcharov is the project manager of the team, and for our wireframing prototyping session was charged with the task of documenting how the client interacted with the system. This included paying attention to any positive or negative feedback from the client, such as any areas of struggle, as well as documenting anything important that happened throughout the use cases. Furthermore, he assisted in the creation of the wireframe, more specifically in creating the ‘What We Do’ HTML page and the modals for the ‘Trick or Eat’ page along with the login modal for the navigation bar. In addition, he helped organize the meetings and made important decisions with the design of the wireframe.

### i.iv Matthew Tersigni

Matthew Tersigni is the team leader for the team, and for our wireframing session

was entrusted with facilitating the session. Matthew introduced the team, and promptly

discussed Meal Exchange and Trick or Eat. Matthew discussed the goals

of the Trick or Eat campaign with the client, and how Meal Exchange planned to meet those goals.

Matthew continued into a preamble about what a wireframing session entails,

explaining the client's responsibilities along with the responsibilities of the team.

Matthew then went on to lead the client through the use cases, prompting often for

feedback. A polite stance was taken when faced with feedback, whether it be positive or negative.

### i.v Erik Zorn-Wallentin

Erik Zorn-Wallentin was responsible for implementing the “About Us” page on the wireframe prototype. The “About Us” page contains several categories such as “Meal Exchange info”, “Trick or Eat info”, Frequently Asked Questions (displayed as “FAQ”) and “Contact Us”. The system also required more visual components to the “Trick Or Eat” page such as the Trick or Eat logo, and an embedded google map. The map is a fully functional map that is implemented using the google maps api, and customized to the specific region that is being canvassed for the Trick Or Eat campaign.

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# ii Client Details and Use Cases

### ii.i Sarah

Sarah was our first client who worked through the prototyping session with us. Sarah pointed out a few key issues in exacting the use cases. Sarah noticed that on the homepage there is a link to “Stomach This!” which she pointed out is not actually a part of Meal Exchange. After creating her account through use cases one and two in section ii.v Sarah had some comments about the system, all of which were very positive. Sarah stated with excitement that “This looks awesome!”, and “Awesome GPS” when referring to the main hub one is taken to post logging in through use case three in section ii.v. Some other things were brought to our attention, including that a cancel button on one of the modal dialog boxes does not work. Sarah stated that she would have like to be able to specify where she is from when creating her account, along with having an option to select or change the city of focus on the map in case other chapters of Meal Exchange are created. Sarah explicitly stated that she would have liked to see the routes on the map when that route was selected for viewing. When completing use case six in section ii.v Sarah informed us that the orange and black fonts felt like they fit the motif of the site and the event better than the CSA (Central Student Association) blue. When viewing the “all team info” modal, Sarah stated that she would have liked to be able to see the routes the teams are assigned to, have the option to still see the map and have it updated the route data with each new selection. Upon attempting use case four in section ii.v Sarah seemed confused on how to find her account settings, she expected to see “account settings” explicitly written somewhere on the screen. Sarah stated that she would like to see a dropdown menu on the top right where she could edit her account information. Sarah said it may be beneficial to personalize her account using a profile picture or other interesting information. When viewing the “What we do” page Sarah stated that more pictures would aid in the ease of accessing the information.

### ii.ii Jenna

Jenna was the second client to test our wireframe with our provided use cases. She provided very useful information which mostly focused on the Trick or Eat page. She first stated that when users are browsing the list of teams to join, it should display the assigned route of the team if they already registered for one. Jenna also focused a lot of attention to the colour layout of the modals, team info and route info. She suggested that we should colour coordinate the text of certain routes depending on which zone they fall in and each team assigned to these routes must share the same text colour. Jenna also brought up the idea that there shouldn’t be an independent button on the main layout for “Drop Off Location”, she advised to add it as separate tab within the “All Route Info” section. Jenna was also concerned that we listed all the contact information for Toronto’s main office instead of Guelph’s info considering this is currently designed for Guelph’s event. Overall Jenna was very pleased with the layout and design, her feedback was very useful and will definitely be considered when completing the redesign of the website for the final showcase.

### ii.iii Dan

Dan Gillis is the instructor for Software Systems Development and Integration (CIS\*3750) and though he does know about wireframing sessions and Meal Exchange he opted to come to us as someone who knows nothing about either. After very briefly explaining what a wireframing session is and what it is that Meal Exchange does we delved into the session. Dan easily completed the use cases one through three in section ii.v and commented that he would have liked to see the header replaced with “hello, username”, or something very similar to that. Dan also suggested that users be able to login using Facebook. When users register, Dan stated it would be an excellent idea to immediately prompt the user to opt in to receive the newsletter and email notifications. When completing use case six in section ii.v upon viewing “All team info” Dan had a lot of feedback including adding a search bar to filter the teams, organizing the list better because if the list of teams grew to be in the hundreds the “fairly simple” design would expand to make the user confused, using table format to display team info, and using the colours orange and black. Upon viewing the “About Us” page Dan noted that he felt sort of confused and like he was “at a different web site”. Dan commented that this disconnect occurred due to the loss of the side bar, further noting that if after logging in the sidebar persisted and the information took the place of where the map existed it would feel like a much more familiar system. When viewing the “Team Info” modal Dan stated that he would have like to be able to edit team information, and view the waiver status of all team members. Dan also stated that there should be an option to toggle the team between public and private. Any accessibility information that legally can be displayed about the team members should be displayed so the team leader might be able to make a more informed decision about what route to canvass. Dan upon viewing the “Donation Drop Off Location” stated that this could be entirely removed and the information could be locations on the map. When attempting to complete use case four in section ii.v Dan remarked that it would be nice to personalize the account information modal, displaying the username or something along the lines of “Welcome Dan”. The account settings should also display the types of accessibility needs such as visual, cognitive, auditory, and any other accessibility needs. In the account settings there exists a delete account button which is red, Dan pointed out that red denotes negativity in most cases and the same red is used for other buttons that are positive. This use of red on buttons that are both positive and negative creates confusion for the user, and should be changed to something more meaningful. The profile should have more aspects that are able to be edited according to Dan, perhaps a profile picture, or about me section allowing the user to become more attached to their account. Dan viewed the footer, and stated that he hates the font that “Meal Exchange” is written in and would like this to be changed from CSA blue to Trick Or Eat orange, and the font to something more legible.

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### ii.iv Quincy

Quincy was the last client to test our wireframe prototype and he was very pleased with the design and structure of the website. He commented on how he was impressed with the main map, the redirection of donations to Meal Exchange, and how our footer looked. Some advice he gave us was to put Guelph’s Meal Exchange information in the footer instead of Toronto’s information. Quincy also noted that in our register window where we ask if the user has accessibility needs we should have an input area where the user could specify some brief information about their accessibility needs.

### ii.v Use Cases

1. **Use Case:** A participant must be able to create a participant account.  
     
   **Brief Description:** The user accesses the system and attempts to create an account. The system responds with a dialog allowing the user to choose either a participant account or a team captain account. The user selects a participant account. The system responds with the respective prompt allowing the user to input their participant information. The user fills out the form and clicks submit. The system stores the information and logs the user into the system as a participant.
2. **Use Case:** A participant must be able to sign up as a team captain when creating a participant account.  
     
   **Brief Description:** The user accesses the system and attempts to create an account. The system responds with a dialog allowing the user to choose either a participant account or a team captain account. The user selects a team captain account. The system responds with the respective prompt allowing the user to input their information. The user fills out the form and clicks submit. The system stores the information and logs the user into the system as a team captain.
3. **Use Case:** A participant must be able to log in to their participant account.  
     
   **Brief Description:** The user accesses the system and attempts to log in. The system responds with the log in prompt. The user inputs their username and password. The system validates the users credentials. The system forwards the user to the Trick or Eat page. The system populates the page with information relevant to that user.
4. **Use Case:** A participant must be able to indicate whether they are a university student.  
     
   **Brief Description:** The participant clicks the account settings button. The system prompts the user with their account settings. The user edits their university student status. The system updates the information for that user.
5. **Use Case:** A participant must be able to accept an invitation to join a team.   
     
   **Brief Description:** The participant clicks their notification stating that they have been invited to join a team. The system displays the notification stating that the user has been invited to join a team. The user accepts the invite to join a team. The system associates that user with their team.
6. **Use Case:** A team captain must be able to choose the route(s) their team will canvas.  
     
   **Brief Description:** A team captain who is logged into their team captain account clicks the button to select a route. The system displays the list of existing routes. The user selects a route. The system displays the detailed information about that route. The user confirms their selection. The system assigns the team captain and their team to the selected route.
7. **Use Case:** A participant must be able to see which route(s) their team is assigned.  
     
   **Brief Description:** A participant has logged into their account and clicks the button to “view route”. The system displays the route that participants team is assigned to.
8. **Use Case:** A participant must be able to view the participants on their team.  
     
   **Brief Description:** A participant has logged into their account and clicks the team info button. The system displays their respective team info.
9. **Use Case:** A participant must be able to sign a participation waiver.  
      
   **Brief Description:** The participant declined the participation waiver when signing up. The system set the participation waiver status to reflect this. The participant logs into their account and clicks the waiver status button. The system displays the participation waiver. The participant accepts the participation waiver. The system updates the participant's waiver status.
10. **Use Case:** A participant selecting a bus route must be provided with a bus waiver to be signed.  
      
    **Brief Description:** A participant who is logged into their participant account clicks on the view routes button. The system displays the routes. The participant selects a bus route. The system displays the detailed information for that route. The participant confirms their selection. The system prompts the team captain of the team the participant selected to join that a participant wants to join their team. The team captain accepts the new participant to their team. The system inserts the participant to the team. The system alerts the participant that they have been accepted to the team. The system prompts the participant to accept or decline the bus waiver. The participant accepts the bus waiver. The system updates the participant’s waiver status.

# iii Things That Worked

The layout of the wireframe prototype was adored by all, and every client that tried the wireframe prototype felt immersed with the user interface. People were instantly drawn into the wireframe prototype and quickly were able to find where to go when each use case was given to them. The colours from the original Meal Exchange website were used in our website, these include orange, black, and blue; ensue we were given positive feedback from all the clients using these colours. Furthermore, all the clients found the login and register button where they expected them to be. The process to logging in on the portal was remarked as simple and intuitive. We used an embedded Google map as our implementation for the mapping system as specified by the client, and the clients all appeared to love playing with it. The modal created for the user interface on our Trick or Eat page appeared to be one of the favourite common features among the clients, and, one client even requested to use it throughout the website as a common theme.

# iv Things to Improve

The most common feature that was identified as not working well with the system was the “Donation Drop Off Location” modal, it felt very confusing to every client being a modal option and instead they requested to change it to something that is physically implemented in our map. Most clients requested to add a better accessibility needs option, which would cover the general range of all accessibility needs. One client requested that the format of how teams are joined be entirely revamped, the way we have it currently implemented would not easily support large amounts of teams, and it was requested to change into a “table” format which would increase the overall usability of the listed teams to join. The table format means having a simple table containing team information, member information, maximum amount of team members, and other useful information in a simple layout.

We got a lot of positive feedback using orange and black as the colour font for the modals, the blue colour was not well received. Collectively we struggled a great deal trying to implement blue in the wireframe as orange, black and blue did not go well together at all. Dan also suggest that we get rid of the red colour fill on the buttons for the modals as it is usually associated with negativity such as ‘Exit’. One problem a client had was the option for “opt out” of receiving emails should be changed entirely into “opt in” in our account settings modal. Changing the “opt out” option to “opt in” would affect our entire design, as now the user will automatically always be set to “opt out” during signup process and now they can choose to “opt in” for emails whenever they request it. There were a few features requested to be added to team captain account pages, these include the ability to be able to see waiver status of other team members, and be able to set current team as a public or private team.

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# v Looking to the Future

Looking to the future our team is tasked with improving the system based on the feedback that the client provided during the wireframing session. The most frequent feedback we got from our clients is that they wished the map would highlight the routes whenever they were being used, and in addition to this, they also expressed the desire to have the routes be somehow colour coded. This is the single biggest change that will have the greatest impact on the design of the project. Quincey and Jenna stated that the current map for Trick or Eat is currently split into 8 sections, and that they would like to keep using that system. As a result the map could be split into 8 sections to help users to more meaningfully interact with the system, and, each route from a section would have a colour associated with it. Using this attribute, all the route information can then be colour coded to group the routes by sections, and the highlighting of a route would be presented in its corresponding colour.

All the clients except Dan stressed that the contact information on the footer of the portal should be based on the Guelph chapter as opposed to Meal Exchange’s official information. Expanding on this, Sarah and Jenna emphasized the ability to switch between different chapters, and, should the Trick or Eat event be held elsewhere, update the contact information accordingly. This change should not have a significant impact on the design of the project as the layout of the page will stay the same but the information will be different. A way around this would be to implement a drop down menu to select different chapters, or having an option to choose which chapter you want to register for. Moreover, we found that some of the clients struggled with the use case involving account settings and changing their options. As a result of this, they’ve indicated that they would rather see account settings on the navigation bar. Once again, this would be just a minimal change in the design of the project, as one could just relocate the component to the navigation bar.

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# vi Individual Contribution

### vi.i Marcel Amato

Companies try to develop an appealing and popular product to satisfy as many different consumer groups in the market as they can, this helps drive sales up since more people will enjoy the product and find it useful. The user will enjoy their experience with the application more if they are able to use the product to its fullest potential; otherwise they will feel left out and unsatisfied with the overall product. By designing a product that is not user-friendly to people with accessibility needs leads to a large group of consumers within the market that will have no interest in the product. Targeting as many users that will enjoy your work is the main goal as a designer, therefore designing for accessibility is definitely worth the effort. Having features that aid people with accessibility needs will also appear beneficial to other users without accessibility needs, this is due to the fact that it shows the design of the product is considerate and displays a positive message.

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### vi.ii Dominic Gagné

I don’t believe it is possible to group all accessibility issues into a single category. There exists a wide array of possible accessibility needs, each with their own accessibility requirements. As such, I don’t think the amount of effort required to ‘design for accessibility’ can be meaningfully measured. Instead, I reckon it is more worthwhile to measure the amount of effort required to design in order to accommodate a particular accessibility need.

The amount of effort that can be justifiably exerted in creating a design should be proportional to the number of people that stand to benefit from that design. This is the reasoning behind current accessibility options presently available on browsers and smartphones. Many people suffer from visual impairments that render them unable to view text in small fonts. As such, all major web browsers offer an accessibility option to set a minimum font size. Many browsers also enable high contrast modes, and colour blindness modes that render pages more accessible for individuals affected by common visual impairments.

Consequently, if a web browser or application has not already adequately addressed improving user experience for individuals with a particular accessibility need, then developers should decide for themselves whether or not creating an implementation of an accessible design themselves will be worth the effort.

### vi.iii Alexandre Gontcharov

I fully agree that built in accessibility options in browsers and on smart phones are worth the effort. As a designer you should be attempting to make your system readily available to everyone. Especially with the progression of technology in our world today, people are able to access browsers through their smartphones, tablets, TVs, consoles, and their own computers. With this in mind, by not designing for accessibility you will be missing out a huge number of potential users taking advantage of your system now and in the future. Although designing for accessibility has time and cost involved, it will be more beneficial when the system is finally released and a wide range of users can access it. In addition, users who do not need accessibility options will still rejoice to know that they are available because often times I find myself using the zoom in build in function. However, trying to cover all aspects of accessibility is impossible and would have an increasing cost on the project but personally I believe the benefits of designing for accessibility outweigh the cost.

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### vi.iv Matthew Tersigni

I think that any way a designer can enhance the user experience that designer should… to a degree. As designers we should be striving to create immersive experiences for anyone who wishes to access the systems that we are creating. Often the measures included in browsers and operating systems do not operate correctly if the system is not designed for those measures. There is an obvious issue of cost, both in the time that it will take to develop the system, and, in monetary cost which must be taken into account when determining how much of each should be invested when designing for accessibility. Though there exist built in accessibility options, designing a system that is more usefully enunciated to the blind, and that inherently guards against common colour blindness would very much appeal to that demographic. Systems that have options for those with hearing impairment where necessary would help to create experiences that are more meaningful for hearing impaired users.  
  
In many ways the benefits outweigh the costs when designing for accessibility as it is never a good idea to have an entire demographic of people excluded from anything. When designing for user experience in the case of those with accessibility issues, when those issues are not taken into account that is exactly what the designers of that system are doing - excluding them.

### vi.v Erik Zorn-Wallentin

I fully believe that designing for accessibility is worth the effort when it comes to software. When you don’t build for accessibility people will not appreciate the tools you created for them, and question the fact that your design is lacking accessibility. With today’s technology and having many options to access browser’s through phones and the computer, we need to be aware of designing towards accessibility to allow anyone to use any platform they desire. For example, if your website was not designed for accessibility and was only usable for computers and people tried to access your website through their phone, it would not be possible as it’s only useable with a computer and you would lose those potential customers!

With today’s technology designing for accessibility is worth the effort, because you will reach all of your potential customers, and allow them to be able to use your software the way they want to use it.