ORANGE TEAM: MEDIUM-FIDELITY PROTOTYPE REPORT

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NOVERMBER 19, 2017

CMPT 481

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EVALUATION PLAN

Evaluation Goals

Highest Importance

- Determine if the user can easily utilize our web application the way it was designed to be used. MEDIUM.
- Verify that users understand the context of what is happening and where they will be going next. EASY.
- Discover possible pain-points for the given scenario. MEDIUM.
- Measure flexibility of the site for different users or use-cases. EASY.
- Evaluate if the user can easily recover from minor mistakes. MEDIUM
  Identify confusing aspects of the web application. EASY.
- Verify that information presented is relevant. HARD.
- Determine if the user can successfully navigate through the web application. EASY.
- Identify any points where information is too sparse or too condensed. EASY.
- Ensure that important information is easy to find and stands out to the user. MEDIUM.

Lowest Importance

From this list we chose:

- Discover possible pain-points for the given scenario.
- Verify that users understand the context of what is happening and where they will be going next.
- Measure flexibility of the site for different users or use-cases.

We chose a Guided 'Think-Aloud' approach since it meets many of our evaluation goals. We want subjective feedback from differing levels of users who can tell us how they feel while using the system. We will be present as the user is exploring the system, and we will be able to easily observe if the user makes mistakes or runs into pain-points throughout our web application. We believe this is an efficient way to obtain a lot of valuable information from real-world users and appropriately matches our level of implementation at this stage in the design.

For our purposes we will have three different types of users represented in our participant pool. One being a fellow Computer Science student to get the perspective of a tech-savvy user. Another user should be a Non-Computer Science university student that is an average tech-user. Lastly, we want a non-tech savvy adult to evaluate our prototype and assure that it is usable by **most** users. This provides a wide range of perspectives that will result in valuable data useful for iterating on our design.

The following is the protocol for our Guided 'Think-Aloud' user evaluation:

1. Choose three participants that willingly agree that fit our participant pool terms.
   a. Computer Science student
   b. Non-Computer Science university student
   c. Non-tech savvy adult
2. Select a time and a place to conduct the interview.
   a. The Guided 'Think-Aloud' Interview takes approximately 15-20 minutes.
   b. Conducted on a laptop in a meeting room
3. Interviewers meet with the interviewee and guides him/her through the application since it is a scenario based medium fidelity prototype
   a. Interviewee will 'Think-Aloud' throughout this process and the interviewers will record these results (notes, video).

PROTOTYPE RATIONALE

For our prototype approach we decided to go with a specific scenario to display our design. A horizontal or vertical approach could have worked but we wanted a real-world scenario which would help us refine that task to make it easy to complete yet efficient. With this approach we are sacrificing some edge case issues, but we believe this trade-off is worthwhile since the most common user tasks will be highly polished. We wanted to emphasize in our design that this application can be used by any type of user; our

minimalistic prototype is directed towards the common denominator and provides a simple interface to interact with but also provides more detailed information when necessary. We simulated the questionnaire as well as the results from answering such questions since the algorithm needed to solve this would be complex and time consuming to implement.

Appearance is crucial to our design, we want to be able to efficiently convey information while at the same time not overwhelming the user. As previously mentioned, we selected a minimalistic design style throughout our web application. We believe this is the easiest way to guide users through our questionnaire and minimize user mistakes. Our questionnaire is distraction-free in that we limit the user to answering one question per-page; this reduces the time a user spends on our website while still being able to provide meaningful results based on their need. We completed our medium fidelity prototype in PowerPoint because we believe this is the best way to demonstrate a specific scenario. PowerPoint allows us to easily create aesthetically pleasing interfaces but with limited interactions; since our scenario does need to fully navigate the web application, PowerPoint provides enough interactivity to demonstrate our main features.