

School of Media Arts and Technology

BSc (Hons) [Computing]

Academic Year 2019-2020

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[Steady Pay Check Agency Report]

Assessment 2

Human Digital Interaction Design

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Introduction

Our group decided to work together in order to achieve best possible outcomes with the help of each of our understandings towards this subject. My knowledge is limited in this unit due to different circumstances but all efforts from my side have been done to contribute to the group and to the better understanding of this unit.

This report will reflect all learning outcomes from the implementation of prototypes in the previous assessment. Cognition and perception, affordance, colour, icon metaphor, personas, hierarchical task analysis and storyboarding areas will be reflected upon.

Many organisations have moved to online recruiting platforms to gain possible candidates for a specific job position which also helps in reducing costs to the company. It is also easier for common people to surf through a website containing many vacancies for a similar job position from different companies across a wide area (cities, towns, regions, countries etc). According to the National Online Recruitment Audience survey that was conducted, there was 1 in 7 online job seekers who use the internet to look for jobs between September and December 2008 doubling the figure from 2007 which was 1 in 16 seekers use the internet. (Gentle, 2009).

Hence, it was important to our group to research and look through other job sites that provide the same purpose to online job seekers, to understand how to progress with our own, as you will see through this report.

Reflection

1. Cognition and Perception:

When humans visualize certain things around them it is usually perceived as a structure or pattern. If a group of units share similar characteristics such as colour, shape, or size, the human mind groups these together and the visual focal point becomes a unit that is dissimilar as compared to others. (Thompson, 2017).

There are 7 Gestalt laws or principles i.e.:

- Figure-ground: humans tend to perceive objects as them being in the foreground or background.
- Similarity: similar units are most likely going to be grouped together in our eyes. We also assume that these have the same function.
- Proximity: when units are placed closer to each other, they appear more related than those spaced apart.
- Common region: closely related to proximity- we perceive objects to be grouped together if they are placed within the same closed region.
- Continuity: elements on a line or a curve are perceived to be more related than those that are not.
- Closure: a complex arrangement of elements is broken down to be perceived as a recognizable pattern or structure. Example: IBM logo
- Focal point: any element or unit that stands out in comparison to what is around that unit, will capture the user's attention first. (Ustesting, 2019).

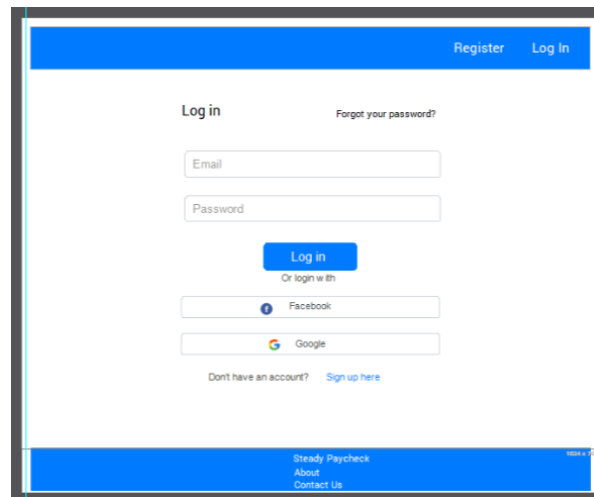


Figure 1. Employer login page (prototype screenshot)

Figure 1 displays the figure-ground principle where, for example, the link “sign up here” along with all other text is sitting on the white background which is the foreground area. This makes the user focus on these texts and information easily.

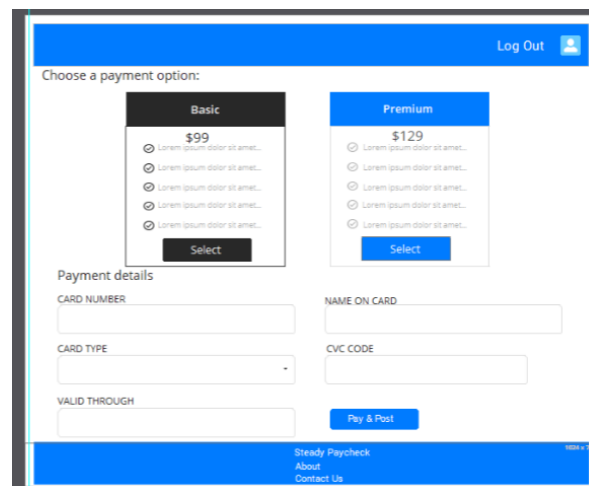


Figure 2. Payment page (for employer-prototype screenshot)

Figure 2 displays the proximity principle. As you can see in the figure, under “choose a payment option:” there are two options given to the user, which look similar but are spaced apart which is perceived as related to some extent, but not exactly similar.



Figure 3. Steady Pay Check Agency Logo

Figure 3 displays the closure principle. As this complex arrangement of elements is perceived by our eyes, it is typically going to be looked at as “S” and “P”.

2. Affordance:

“Affordances provide strong clues to the operations of things. Knobs are for turning. Slots are for inserting things into. Balls are for throwing or bouncing. When affordances are taken

advantage of, the user knows what to do just by looking: no picture, no label or instruction needed.” (Norman, 2013).

According to Normans principle of affordance, they have two functionalities which are:

- Gaining attention of the person who uses it
 - Imply its function easily
- (Hiemstra, 2015).

With this principle in place, it is easy for an object to be used without giving instructions on how to use it. One such example can be seen in figure 2, top right corner, after “log out”. The pictorial icon used simply implies that a user can click on this icon and choose to upload a picture of themselves or the company they are working for. If they do so, a by-passer would find it easier to identify the person or a company.

3. Colour: Our team together decided to use a blue and white colour scheme as seen in figure 1 and figure 2 above.

There are 4 steps to ensure a good colour scheme. They are:

- Choose the right dominant colour for your website and brand.
- Combine complementary colours to create your perfect colour scheme.
- Choose a background colour that works for you.
- Use colour in the correct places on your website – like a pro.

(Connie, 2019).

We considered a simplistic approach towards our website that focuses on recruitment. Something easy to work with and read, also pleasing to the eye. Hence, we chose blue as our dominant colour of Steady Pay Check Agency, white as our website background which is simple yet it highlights everything sitting on it, and black as the font colour – again for simple and readable design.

4. Icon Metaphor:

Icons that have in-depth thought behind their design have a strong metaphor tagged along. Metaphoric icons can be used to portray something like “desktop” through a different perspective, using different styles and colours to inform the same message of “desktop”. An example by Kurtunov (2009) of “Twitterrific” is as follows:



“This is a client program for regulating tasks for the microblogger using Twitter. In English “tweet” means “bird song” or “chirp”. Here is a bird and its chirp. So simple, but original.” (Kurtunov, 2009).

In our group prototype design, we used a few free icons that were available such as those for Facebook and Google. These were used where a user could decide to login using their Facebook or Google accounts.

5. Personas:

“Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.” (Dam and Teo, 2020). To create personas for us means we try and understand those who are going to use the platform we created, their specific needs and expectations and their goals. Doing this helps to step out of comfort zone and understand the user requirements vary from person to person and company to company.

Personas may involve creating characters that do not exist, but the information put on them describe real life, goals and ethics of people. The representation of major user groups aids in

discovering functionality of the website and help in giving an idea about how the site is going to be used.

Our group created four personas (completed by Fatima) as seen in the appendix section, serial number 2. All these characters that were created were of various ages with varying requirements-both as job seekers and employers.

The job seekers bio contains most important information about themselves, that is required when an employer is looking for a candidate, for example: level of study, experience, location, manner through which they would like to be contacted and any specific information that is required to be known by an employer.

An employer's bio on the other hand contains who they are looking for (job position), company they work for, how candidates are shortlisted, how to contact etc.

These both work hand in hand as it is a cycle that runs; A jobseeker who lives in Brighton can find jobs based on the location and job position that an employer nearby would have posted, making it easier for both- one to find a job, and one to find a candidate for a job. For both these people the procedure to reach the end goal is made much simpler.

6. Hierarchical Task Analysis:

Hierarchical Task Analysis (HTA's) (done by Fatima and Mariya during PPT) intricately details tasks and sub-tasks in a hierarchical manner with primary task or goal placed on top followed by each sub-task. HTA's provide information about each task, their conditions, how the task is going to run effectively, what users are going to do within a task etc.

"Applying hierarchical task analysis to Web site design is a direct and systematic approach to characterizing the knowledge required by a typical person to use your site. As the name implies, it involves organizing the tasks in a hierarchy and decomposing the procedures to an adequate level." (Goodman, Kuniavsky and Moed, 2012, chapter 2)

Decomposition of user's tasks are done by the following steps:

- Identifying the primary user goals.
- Listing steps taken by a user to accomplish a certain goal.
- Improve the procedure. (Goodman, Kuniavsky and Moed, 2012, chapter 2)

As seen in the appendix section serial number 3, the steps for each task that a user performs is given in detail. For example: while applying for a job on the website, the user will have to go through the following steps:

- Click the "Apply" button
- Sign up
- Fill the details on the form
- Create or attach a CV
- Save or send it

By following these simple steps, the goal of applying for a job would be achieved. The primary task stands first i.e., "click the 'apply' button". As in hierarchical order, that task would be the first to do before the user can move on further.

7. Storyboarding:

Storyboarding for a website (done by me) is basically meant to easily lay out the links between various pages, how all pages are pieced together and how they work together on a whole. "Storyboarding is an easy way to see what information goes on which page and how that page will flow with the other pages on the site. It will also allow you to see how the site navigation needs to be set up and avoid you having to redo the menus or content on multiple pages." (Contributor, 2017).

To achieve this, I used draw.io to create such diagrams of our whole website, along with annotations that speak of objects existing on a certain page and their function as submitted in the previous assessment. However, we did not consider a storyboard involving a person using this system, as that was not our understanding of it until after the previous submission.

Conclusion

Overall, our team tried to achieve as much of the 7 areas that were mentioned under “Reflection”. Due to software issues, we were not able to collaborate work and the tool we used- JustInMind, is not free after a certain number of days. Our team had difficulties in understanding many aspects throughout, like storyboard, icon metaphor, how to navigate through the software, collaboration of work, dummy data etc. However, we tried our best in approaching all our issues with a clear mind in order to make good progress. As I joined the team extremely late, the team members helped me in gaining better understanding of the unit and the assessment, and what is expected of us.

The depth of HDID has been brought to light through the making of this report, and a deeper understanding was developed through this learning journey.

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Appendix

1. Need Analysis

The need analysis excel sheet was completed by Mariya and Fatima, before I joined the team. Hence they have gone over it with me and explained what had been done. This sheet is attached in the submitted folder.

2. User Analysis

4 Personas- 2 Job Seekers and 2 Employers.



Name: John

Age: 25

Status: Graduate

Bio:

- John has a degree in UX design and he is looking for entry level job as he has limited experience.
- He lives in Hertfordshire and is looking for a full-time job in Central London.
- Therefore, he likes to filter his results according to location.
- He doesn't have a smartphone as he finds it distracting so he searches for jobs on his laptop.
- He prefers to be contacted via phone.

Job Seeker



Name: Emma

Age: 30

Status: Recruitment Manager

Bio:

- She works for IBM, who are located in Birmingham.
- They are looking to hire experienced programmers.
- Emma usually posts job using her laptop as she has long working hours.
- She likes to list candidates according to experience and location.
- She prefers to contact via email.

Employer



Name: Harry

Age: 30

Status: Unemployed

Bio:

- Harry has done Masters in Computer Science
- He has previous experience working as a Junior Software Developer and has worked in retail
- He lives in London and is looking for a permanent job as a Web developer
- Thus, he often filters jobs by contract type
- He uses his computer to look for and apply to jobs
- He is indecisive so he likes to save jobs for later

Job Seeker



Name: George

Age: 40

Status: Owner

Bio:

- George is the owner of the company called Frontier
- He has worked here for nearly 10 years now
- He is looking to hire back and front end programmers
- George usually posts jobs using office computer
- He doesn't like contacting through email as he gets a lot of emails everyday and so there is a chance he may miss an email

Employer

3. Task Analysis (3 HTA Job Seeker – 4 HTA Employer)

- Search for a job
 - Type in a keyword in the “job title” section such as “UX designer”
 - Fill in the section for location
 - Click the search button
- Listing the jobs
 - Apply extra criteria such as salary or company
 - Chose the preferred distance
 - If they chose to shortlist the jobs using the favourite button
 - Sign up
 - Or click on the job for more information
- Applying for the job
 - Click the “Apply” button
 - Sign up
 - Fill in the details
 - Create or attach a CV
 - Save or Send it

- Post a job
 - Click on “Post a job” button
 - Sign up
 - Enter company and payment details
 - Fill in the details about the job and the requirements
 - Post – payment depending on the traffic the application receives
- Listing the candidates
 - Review the job applications and CVs
 - Shortlist the employees
- Contact the employees
 - Contact via email or phone

- Search for a job

Type “Web Developer” in the job title field
Type location as London
Click the search button
- Listing the jobs

Apply criteria-choose “temporary” from contract type
Choose the preferred distance
Shortlist jobs using the heart button
Sign up
Create or attach a CV
Save or send it
Or click on the job for more info.
- Applying for the job

Click the heart icon to save and continue looking
Or click the “Apply” button
Sign up create or attach a CV
Save or Send it

- Post a job
 - Click on “Post a job” button
 - Sign up
 - Enter company and payment details
 - Fill in the details about the job and the requirements
 - Post
 - Check for updates on the dashboard
- Listing the candidates
 - View the job applications and CVs
 - Remove the ones that don’t meet the criteria
 - Shortlist the employees using heart button
- Contact the employees
 - Contact via in-built messenger by clicking the “Contact” button

4. Testing Table Deliverable

No.	Criteria	Description	[(Very Poor) 1 – 10 (Perfect)] Scale
1	Interfaces	Search, sign up (Jobseekers & Employers), Sign in or Login In, CV or Profile and Job Description.	7
2	Regional Structure	Layout should be clearly identified according to HCI theories (Modern or Classic).	8
3	Colour scheme	Colours should be carefully selected and consistently applied throughout the system interface.	5
4	ICON Design	You should consider icon designs guidelines in terms of audience, size, simplicity, lighting, perspective, style and metaphorical context.	3
5	Data Model	Dummy data for demonstration purposes. Data set includes at least login details for either JS or EM, Job search key words (2 or 3) 5 Records.	5 (Login details by the name of John)
6	Visibility of system status	The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	7
7	Aesthetic and minimalist design	Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	8
8	Content	Contents are relevant and displayed according to HCI theories	7
9	Usability	System is easy to use and Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another.	8
10	User Experience	Overall experience with system	6.5

