

Planning a Simple Website

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Website Purpose:

Help users test their knowledge of a topic they choose.

Exercise Recommended Functionality

Criteria recommend by Johnathan James

- 1) The user will be able to enter a question, and its associated answers.
- 2) How many ways can somebody create a question?
- 3) Single Choice.. Multiple Choice.. What else?
- 4) The questions can be categorized in some way.
- 5) Keywords would be a way of putting a question in a given category.
- 6) The user can search for questions that fall in a given category, and get an exam based on those questions.

Potential High Level User Personas (minus the stories):

I would need to pick a few personas to begin the project, but thinking people helps thinking for functionality.

1. Creator: the person who builds the test/quiz/game.
 - a. Teachers & Professors
 - b. Authors & Publishers
 - c. Word game and survey makers
 - d. Corporate
 - i. HR/Training – in-house
 - ii. Training companies -- outsources
 - e. General Population
 - i. People having fun (all generations)
- 2) Player: the person who takes the test/quiz or plays the game.
 - a. Students
 - i. K-12 students
 - ii. college students
 - iii. corporate users – compliance, new hirers, employee development, etc
 - b. Web surfers
- 3) Test data consumers
 - a. internal
 - b. external
- 4) Special tests/games creators and players

- a. People making quizzes for special events (birthdays, weddings, family events, celebrations, etc)
 - b. Limited access for private texts
- 5) Random visitors by generations.
- 6) Business Stakeholders
 - a. Website owner
 - b. HR
 - c. Marketing
 - d. Sales
 - e. Tech Support
 - f. Analysts
- 7) People with special needs???

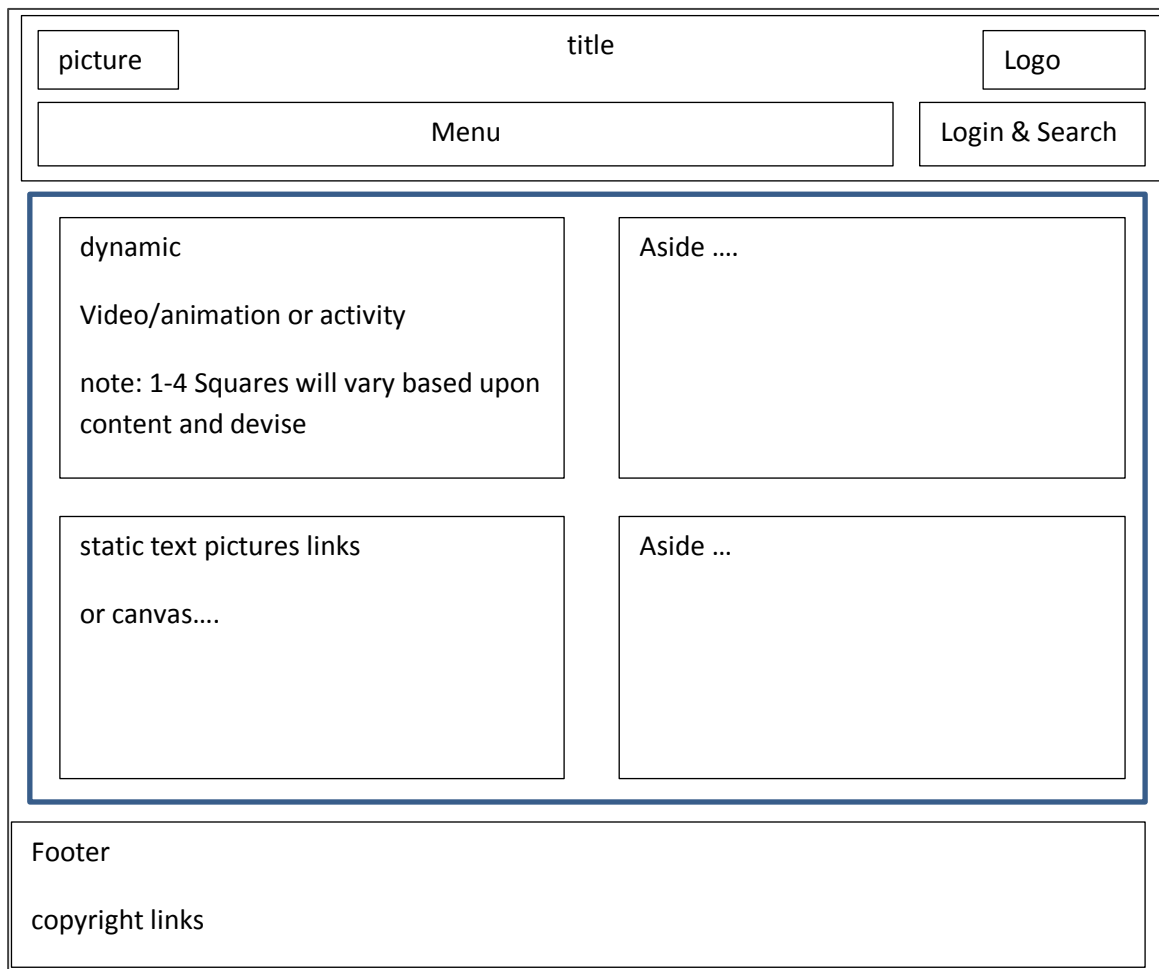
Considerations:

- 1) Word questions and answers are less than engaging. Yet, if required could mimic functionally of a survey.
- 2) Animation, video, audio, pictures and games would be more engaging.
- 3) Rather than a traditional test, I would create a game environment to engage users.
 - a. Test takers/Game players could earn and collect badges. For example:
 - i. Badges earned by various levels of correct answers
 - ii. Badges earned by sharing quizzes on Facebook, Twitter, Pinterest, and other social media for friends to take quiz
 - iii. Badges earned by category
 - iv. Badges for frequent fliers
 - b. Test creators/Game developers could earn and collect badges. For example:
 - i. Badges earned by creating tests/games.
 - ii. Badges earned by contributing original videos, pictures, audio clips, etc
 - iii. Badges earned by creating various skill categories of tests/games.
 - iv. Badges earned by creating new text
- 4) Minimum viable product could possibly start with questions/answers using words, but then go through product revisions to upgrade questions to videos, and present tests as games after garnering customer feedback.
 - a. For example think of game shows, logic games, concentration, jeopardy, rubics cubes, matching games, moving answer tiles to the questions tiles like a jigsaw puzzle.
 - b. This implies, the questions answers pair (or sets) should independent of presentation style. Same questions/answers set could be presents as text blocks or some other content entity.

Prototype website:

- 1. Common to every page:
 - a. Header:

- i. title
 - ii. logo
 - iii. navigational menu
 - b. Body:
 - c. Footer:
 - i. Contact details
 - ii. Copyright or license info if open source
 - iii. Links
 - 1. not related to main functionality
 - 2. terms/conditions
 - 3. access/use policy
 - 4. Privacy information?
 - iv. Company information?
2. Page rough sketch



3. Types of content assuming Creator. Player and Shopper personas for the prototype page:

- a. Creator:
 - i. data entry for Q&A along with associated keywords and categories
 - ii. data storage – Save/retrieve/search/edit/delete
 - iii. exam creation-
 - 1. look and feel
 - 2. create new badge for each test
 - iv. creator personal dash board pages
 - 1. display badges earned
 - 2. display badges in progress of earning
 - v. Post to social media
 - vi. look at friends dashboards
 - 1. define fiends
- b. Player:
 - i. Select game/exam
 - 1. display list of available catergories to pick
 - 2. search by keyword
 - 3. search for particular game/exam
 - ii. Play game/take test
 - 1. suspend/cancel game/test
 - 2. pause and restart
 - iii. player dashboard
 - 1. badges earned
 - 2. badges in progress
 - iv. Post results to social media
 - v. look at friends dashboards
 - 1. define friends
 - 2. track and compare friends successes and badges
- c. Shopper
 - i. person who wants to post a quiz/game to another website.
 - ii. person who wants to email in some marketing campaign.
- d. Buy/sell ??
 - i. shopping card
 - ii. check out
 - iii. pay

4. Sample visual sitemap

