

**COMP 3020: MILESTONE 3
PROJECT DESCRIPTION**

Interface Development Process:

In the beginning of the development process, we reviewed our previous milestones to see reflect on what to implement in our high-fidelity prototype. This included reviewing all data, sketches, and prototypes. Because the high-fidelity prototype requires more interactivity than the low-fidelity prototype, we performed the review to assess how we can expand on our concepts to make it more suitable with our user group. Using the feedback we obtained from the survey for our low-fidelity prototype, we have concluded on a few revisions which inevitably made us deviate from certain aspects present in the low-fidelity prototype. The following are some of the major changes from our initial prototype:

Home Page, Events Page, and Event Page

The site's homepage and events page are intertwined together in such a way that they carry similar information. Our homepage features a clickable events calendar, which, when clicked, takes the user to a page that lists the upcoming events for that day. While our users found the calendar easy-to-understand and informative, they found the Upcoming Events panel not very intuitive in terms of layout. Some of the suggestions included enlarging the photos, condensing the information given, and having a separate event page with a list of these upcoming events. A comment that one user mentioned was the redundancy of the 'details' option in the actual Event Page itself, as they have already expected all the information to be given to them.

We took these suggestions under our consideration. In our high-fidelity prototype, we have removed the filter function, enlarged the photos as suggested, and created a separate Events page that listed all of the Upcoming Events. We concluded that having an entirely new page dedicated to the panel would allow us to provide the user a better overview of the events happening, rather than overwhelming them with information all condensed on the front page. As for the actual Event Page itself, we have provided all the information that our test users reacted positively with during our low-fidelity testing, and have removed the redundancy of the 'details' option.

Contact Page

Most of the respondents from our low-fidelity tests thought that the event creation system (create event, update event, delete event) should have its own page rather than being in the contact page, and for exclusivity, should be a function available to registered users. It was also suggested that creating events should only be available to users who are registered as legitimate businesses.

After much reflection on how to better situation the event creation system, we have decided to remove it from the Contact Page. We initially placed they system in the Contact Page as it felt intuitive for the user to look for it in the place where they can contact the website owners, but as reflected by our conducted tests, we are ultimately not the users of this system as we will not always accurately simulate their mental model of the system. We have decided to make these options visible only when the user is logged in and represented in their very own pages, as these are exclusive functionalities and unnecessary to the average user of our site to see.

Attractions Page: Sights to See, Eat and Drink

While this aspect was actually received well by our low-fidelity prototype test users, during our review of the milestones, we decided to also reflect on the things we could improve on the Attractions Page. As “Attractions” is a broad umbrella for a multitude of things, we thought about some of the popular use cases of our website based on data from our previous milestones: food and new places to go. Using Don Norman’s principle of visibility, we decided to break apart the Attractions Page into two pages: Sights to See and Eat and Drink. As these are the main use cases, we thought we should make it the most immediate and obvious to the user’s line of sight by making them both main pages in the system toolbar. In this way, we remained aligned with the user’s main goals with our website, and eliminate any confusion that may arise with finding these options.

Design Principles for Guiding Our Design:

Aside from the already-mentioned Don Norman principle of visibility, we also followed Ben Shneiderman’s golden rule of informative feedback. Hovering over each tab on the menu bar changes its colour, a signifier of a possible interactive action they can perform. From Milestone 1, we have learned that our ideal user has at least basic computer and internet skills, and so to leverage their existing knowledge of websites and the internet, we added these hover-based interactions to suggest certain possible actions. To further take advantage of this feature, we added dropdown menus that become visible during the hover interaction, suggest certain webpages/sub-tasks that the user might wish to explore. These are dropdowns are designed based on their relevance to the title of their menu tab, a choice we believe is important for the predictability of the system which will then make it easier to use.

We also applied the Scheiderman’s rule of consistency, a principle that he also shares with Don Norman. To learn a system easily is to keep it familiar, and while we can’t really have every webpage to look completely the same, we reflected on the necessary aspects of our website that our users will always need wherever they go in our site. By leveraging our knowledge with existing websites, as well as the websites we have explored in our previous milestones such as TheForks.com, we thought the menu bar to be the most important. Since we, as a team of designers, agree that we should not overwhelm the user with too much information, the menu bar serves itself as the primary navigation tool of the site. To extend this consistency a little bit further, we kept the fonts consistent through the header hierarchies, as well as use the same banner picture and text design style.

Major features:

The proposed system has two main features that we wish to showcase in our high fidelity prototype, these features are what we believe to be most representative of our website. These features are:

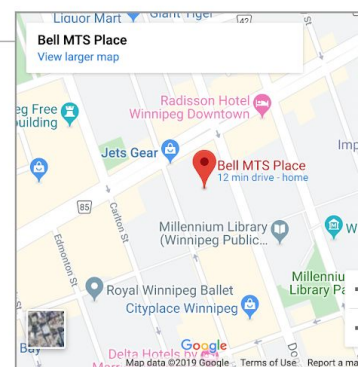
- Events Display (the Event Page itself)
- Attractions in Winnipeg (Sights to See)

The Events Display is the page where users can find information about events happening around Winnipeg. We applied multi-threading methods, which provide users multiple task context, by giving them the freedom of exploration in terms of searching for events. The users can look for upcoming events in the left-hand side of the page, where they are displayed as titles and images, or they can choose a specific date on the clickable calendar which is located on the right side of the page. This

calendar, following the existing hovering system present in the website also can inform you of the events occurring on that day by hovering the cursor over the desired date.

When the users see the event that they might be interested in, they can click on the name of the event to see the description. Continuing to follow the suggestion enlarged images from our low-fidelity prototype review, we display the event with a high-quality photo related to it. Aside from it being general feedback to us, we believe that the visual language of pictures can create both excitement and curiosity, which in turn will motivate the user to attend the event. We also provide the user a clickable map that shows the location of the event, as well as being able to redirect them to Google Maps. We also included a text box which describes the event's information with more detail, which help the user have a clearer idea of the event. As suggested by our survey takes from Milestone 1, we have included the cost of the event. In this way, we hope to deliver clear and useful information for our users, while still ensuring that they enjoy using our website.

DISNEY ON ICE PRESENTS MICKEY'S SEARCH PARTY



DISNEY ON ICE PRESENTS MICKEY'S SEARCH PARTY
March 13, 2020 Time: 7:00 PM - 9:00 PM Location: BELL MTS Centre, 300 Portage Ave, Winnipeg, MB R3C 5S4 Ticket: \$23.75 (Standard Ticket)
Join Mickey Mouse and his friends at Disney On Ice presents Mickey's Search Party, a brand-new adventure filled with world-class skating, high-flying acrobatics and unexpected stunts! Help them follow Captain Hook's treasure map and look for clues in the search for Tinker Bell in immersive, fantastic worlds. Explore the colorful spirit realm of Coco in Miquel's Disney On Ice debut, sail away with Moana as she bravely saves her island, see Belle in the sky above you as the enchanted chandelier comes to life, and sing-along w

For Attractions in Winnipeg, now renamed to Sights to See, we have designed it as a tool for users a way for them to easily find the notable places to explore in the city. As our goal was to make this simple to understand while remaining motivating, we categorized these sights into three groups: Historical places - because Winnipeg is home to many notable historical buildings from varying architectural movements¹ and historical meeting places², Galleries - for those who are interested in our much-beloved art culture and scene³, Natural and Park - for users who are more outdoor-focused, and experience something closer to nature⁴.

We have concluded with these three categories by reflecting on what constitutes Winnipeg's identity as a city, and what we can learn from that in order to further satisfy our ideal users. To give a broad

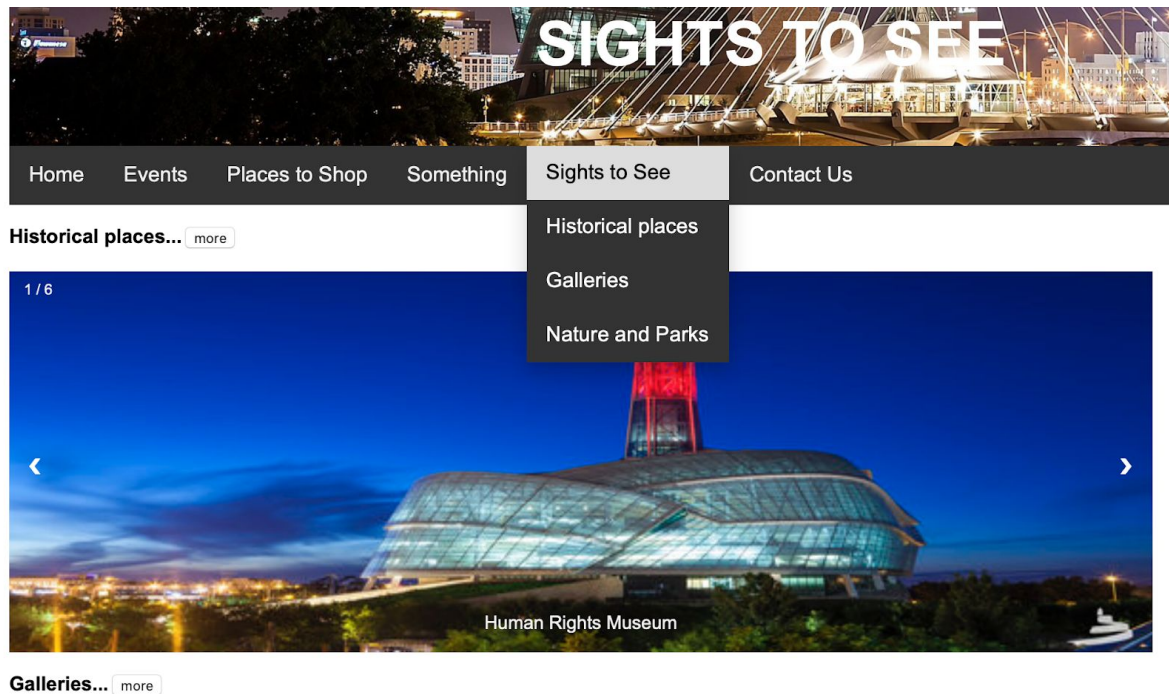
¹ "Exchange District National Historic Site of Canada." *Canada's Historic Places*. <https://www.historicplaces.ca/en/rep-reg/place-lieu.aspx?id=1208&pid=0>

² "The Forks National Historic Site of Canada." *Canada's Historic Places*. <https://www.historicplaces.ca/en/rep-reg/place-lieu.aspx?id=4488&pid=0>

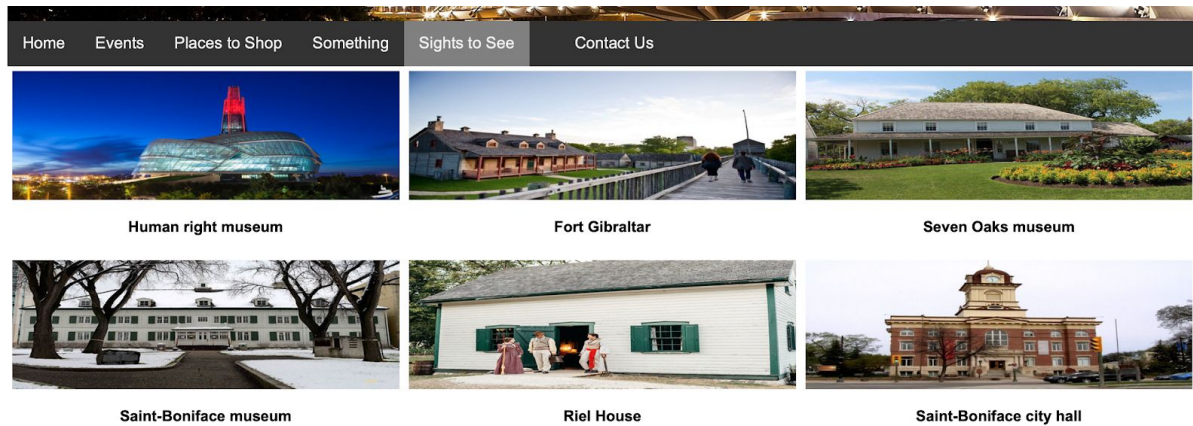
³ "Discovering Winnipeg's Art Culture." *IHG Blog*. <https://blog.ihg.com/discovering-winnipeg-art-culture>

⁴ "Outdoor Activities." *Nature Manitoba*. <https://www.naturemanitoba.ca/outdoor-activities>

view of these possible choices, we used visual language to communicate the distinction of each choice by selecting iconic photographs for each option. We applied Gestalt's principle of proximity to keep the users focused on the idea that these, overall, are grouped under the same parent category: Sights to See. By doing it this way, we can also make our presentation neater and easier to digest. To maintain the expectation of interactivity we have taught out users, the pictures of the slideshows are clickable, which immediately takes the user to the information page of the location they have found themselves interested in. Moreover, when the users want to see more information in each subtask or sub-category, they can just click on "more" button beside the title of subheader or use the dropdown box.



When the user clicks on the "more" button or use dropdown box to click on the sub - task, the user will be taken to the main subtask page, which will show a list of places that belong under that subgroup. Applying Schneider's rule of informative feedback, the tab colour remains a different shade compared to the rest of the menu bar to inform the user where they are in the website. Using visual language keeps things minimal and informative, without resulting to clutter or inelegant solutions. We also applied Gestalt's principle of proximity as a grouping mechanism, and to maintain to the user that these locations are related, and belong to a single sub-category. It is a neat way in letting them make up their mind about the places they wish to see.



They can access the information about each place by clicking on the image and/or the name of the place. Because we wish to make things easier for the user, and make things easier to access, we wish for them to be generally clickable without any hassle. After clicking, the user then will be taken to another page that have brief summary about the place and the map. Similar to the one for the Event Page of an Event.

Constraints:

1. Event page: Since we only have limited time so there will be only 1 working event from all events suggested on the page. This page is: “Disney on Ice”
2. Sights to See page: We allow users go to every sub-page or sub-task from the Sights to See. However, what is currently working in this part of our system is accessing the main Sights to See page (performed by clicking on Sights to See), then ‘more’ option on Historical Places, which then will list all available options. The sub-task to click on Human Rights Museum and view information has not been developed.
3. We create the constraints for create and update events (which will only show when a user logs into the system)
 - a. You cannot sign up with your own account in Login/Register > Register, and is predominantly just a conceptual interface. However, the button for Sign In (for people with an account) will redirect you to the Login/Register > Login Page
 - b. Similar behaviour is observed for the Register button in Login/Register > Login Page
 - c. Login page doesn’t need the real login ID or password, you just need to type anything in these 2 boxes, and they will lead you to the Event Creation System which is interactive, but does not register events.
4. The only 2 pages that users can actually interact with that instill HCI design principles as well as our website concept are the Events page and Sights to See pages.

Problems Occur:

1. The picture for the event “A Charlie Brown Christmas” does not load.
2. The blank image under the calendar of the main page is clickable, but the image does not display correctly, but the behaviour will still lead you into viewing the Events Page. This was supposed to represent the new, condensed version of the Upcoming Events panel.
3. Events page does not load in Safari web browsers.
 - a. Safari web browsers may not display certain features. We highly suggest using the Google Chrome browser.