

Discuss how you address ideas and concepts discussed in the lectures in your project conceptualization and work:

Improving Discoverability and Understandability

- We used bright, clearly labeled buttons, so that users can easily discern navigation paths and understand the destination of each page they're accessing.
- We were also given feedback to make the design of our buttons more uniform and stylistically similar, we will incorporate that in our final interaction.

Observing Customers & Testing

- In our last meeting we used a written survey to gauge how our clients and users felt about our high fidelity prototype.
- Our Activity 3.5 check-in we used a verbal approach. We found that the written survey may allow testers to be more specific about certain UI choices, it leaves some room for interpretation, but it is less time efficient. The verbal survey is more time efficient and allows us to ask follow up questions to truly understand what the testers are feeling.

Hard Data vs Soft Data

- This is also another reason we chose to do a verbal survey instead of a written one, but soft data is more accurately conveyed through conversation

Observing customers and testing: - For our group's hi-fi prototype, we implemented a clickable SDG wheel and slider for six SDG on the home page and also the data pages with the menu on the side, which resembles the components of our website. This prototype acted as a fake website to be played upon. And we did get good feedback for the components our clients liked and also for which the clients didn't like. We implemented the questionnaire idea from this topic which eventually helped in building our website better.

Complexity good, confusion bad: - When we were doing lo-fi prototypes, we had some of our designs that seemed to be confusing and also complex. We faced same problem with our hi-fi there was some part of it which our clients found confusing and that were images on the home page they didn't know why these images were there and what do they represent. We adapted this idea and implemented it on our activity 3.5 where we removed those images and also in our SDG page, we implemented a clickable wheel which scroll down to section where users can find a small description about that particular SDGs and there is a section explaining why SDG are important to Regina which will aware users why this SDG matter and when they will click on learn more button it will link them to the graphs. There are some complex steps but users will not be confused.