Activity #2

Brainstorming and Divergence

What to do/Submit by February 13th

- [x] ~~Complete presentation on powerpoint or slides (Ready for Tuesday to present)!~~
  - [x] ~~Practice presentation (ensure team professionalism)~~
- [ ] **FIVE** Proposed navigation sitemaps (one each)
- [ ] **FIVE** Low-fidelity prototypes (one each)
  - [x] ~~Ensure low-fidelity prototypes link to design ideas discussed in class; a minimum of three topics discussed in class relating to people-centered design (affordances, gestalt, constraints, etc.). Document these in a 1-page PDF~~
- [ ] Updated User Story Map (USM) if required (regardless, ensure to do a PDF export from StoriesOnBoard) with envisioned MVPs as a snapshot of changes/no changes)
- [ ] Summarized customer notes from customer check in (2 page max)
- [x] ~~Self/peer review files **(Uploaded to UR courses only)**~~
- [ ] **All indicated above uploaded to TEAM GITHUB!**

Note on your team's "customer presentation" deliverable

Each team will get 8 minutes (or so) to discuss project work during the "customer check-in date." Your team's presentation should provide an overview of your key explorations and ideas as per this project activity, i.e. At a minimum, you should provide an overview of

- Your team's navigation/site map ideas
- Your team's low-fidelity prototypes
- Your team's evolved USM

With each of the above, you should also provide an opportunity to discuss your explorations with the customer and gather feedback on the good, bad, and better so as to evolve your design ideas accordingly. It would be wise to allow everyone on the team to discuss at least one topic to provide all with presentation experience.

Low-Fidelity Prototypes

Sam's Low-Fidelity Prototype

★ **Signifiers** - While thinking of metaphors, I used signifiers in most buttons. For instance, the search bar is a magnifying glass, referencing research or detective work. Same goes for the social icons and arrows.

★ **Culture Design Mapping** - In the most recent lecture, we talked about how certain cultures do things a certain way, and a known example would be reading styles in North America. In most pages, I set the layout favoring the notion of reading top/left to bottom/right.

- ★ **Semantic/Logical Constraint -** When creating the homepage layout, I included the sidebar for users who want to browse ALL categories in alphabetical/numerical order. With the sidebar icon (looks like lines vertically stacked), I hope to draw viewers to the side menu to the list of SDGs.
- ★ **Affordances -** In the homepage SDG discoverability channel, I reference affordances in terms of how to navigate through the immersive SDG flipbook. With helpful signifiers (arrows in each direction), customers should be able to look through SDGs and interact with animated art with a click of a button.

Nathan's Lo-fi Prototype

- ★ **Physical Restraints**: I tried to make my prototype as visually guiding and streamline as possible by having huge and colorful buttons on the home page. Large buttons along with description and further information when you hover over them allows for the user to be directed to the data they are interested in.
- ★ **Discoverability/Understandability**: by having these large buttons and "Click to view relevant data" on the home page it allows the user to quickly discover the data. The SDG buttons leading to relevant data also add to the discoverability enforcing that this is a data website.
- ★ **Flow Diagram**: I also used flow diagrams as a visualization technique for my prototype so it would be obvious what buttons lead to which page, this also helped me make my sitemap

Hashir's Low-Fidelity Prototype

- ★ **Affordance** :In my low-fidelity prototype, I've included clickable buttons paired with icons. These icons serve as visual cues, effectively guiding users toward specific actions. For example, in my search button I have a search icon which represents a search button for people. Another one is the arrow button which will signify to go right or to go left when viewing the SDG information.
- ★ **Gestalts Principles (Proximity):** In my low-fidelity prototype, I've used the principle of proximity from Gestalt principles. For instance, on my SDG page, I've arranged the SDGs in a pinwheel format. Their close proximity indicates that they belong to the same category, helping users perceive their relatedness. Additionally, on the homepage, the six closely grouped boxes reinforce the idea that they share a common purpose.
- ★ **Constraints(Cultural):** In my low-fi prototype i used the cultural constraints as a way to connect

Robert's Lo-fi Prototype

- ★ **Understandability:** I designed my idea of a Low-Fi prototype with the low threshold high ceiling idea in mind and with the purpose of having a relative ease of use that could serve the needs of large and various populations.
- ★ **Memorability:** Another idea that I followed when making my Low-Fi prototype is the idea of having an interface that can easily be remembered. I believe I was able to made my prototype memorable by having consistent design patterns and layouts as well as keeping it simple and efficient.
- ★ **Utility**: It is very important to have an interface that can effectively help users achieve their goals. Therefore, my design was focused on having the required capabilities and features that can help the users learn about SDGs in Regina, by describing the SDGs, and by also having clickable boxes that contain info and data specifically about Regina.

Rudra's Low-Fidelity Prototype

- ★ **Signifiers**: For signifiers, I used the search button and every SDG logo. These types of things can help a normal person understand.
- ★ **Constraints**: Semantic constraints for my Lo-Fi uses slide bars and arrow annotations to help a normal person using a web browser to know how to scroll and navigate.
- ★ **Declarative knowledge and Procedural knowledge**: In some cases, users do not any kind of direct declaration to use the product. For example, if users do not find any quote or text which should map how this/that button will provide more details on that, users might never know about the details feature. So, I added some text or something to guide users to do a procedural way to get that feature.

Presentation Script Activity #2 (8 mins + questions)

NATHAN

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SAM

My Lo-Fi prototype adheres to the idea that the website is a one stop shop for the SDGs. After scrolling through the brief introduction of SDGs, the user is taken to an immersive tool that highlights the details and importance of a particular SDG in a (digital) pamphlet style. As they swipe left/right to choose an SDG, they are drawn into an animated and playful depiction of each one. For instance, water use can be shown in a running faucet and when touched (mouse click), it stops and shows a fun fact. Specifically, it explores the SDG in a story format to keep it engaging and easy to understand. It reveals details like a description, percentage scale, data in some form,

and more. If they click on learn more, they will be redirected to a deeper insight on each SDG and its impact on Regina.

About - land acknowledgement, who we are, and our purpose

Resources - a list of charities/communities, how people can help, and background info on the non-profits.

In my sitemap, I have four main sections: SDGs, About, Resources, and the Search bar.

After viewing mine and Nathan's prototypes, what do you think is more important, a design that is straightforward or a site that is more engaging?

HASHIR

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ROBERT and RUDRA

Since last week we have evolved the User Story Map with a few more ideas:

- How can you help?
- Acknowledgement
- Who We are
- Why it Matters

Finally, we would like to know how many SDGs you want us to focus on for our Home page.

Questions for Activity #2

★ Which Design Prototype do you prefer and why?
★ Thoughts on the User Story Map?
★ Which name do you like better *R-Inspired* or *UR the Future*?
★ Which Low-Fi Prototype is the best one for displaying the data?
★ Finally, we would like to know how many SDGs you want us to focus on for our Home page.

Summarized Activity #2 Notes

- They don't like SDG news!
- The engaging circle was attractive…
- Hover over data - Colleen liked it!

- She liked the collapsed "About" section to not scare the users with overwhelming sections.
- Straightforward, less clicks - good navigation!
- Carousel should highlight the main goals, if it's 17 it's a lot more…
- Sort by cause
- Combination of 1-2 prototypes (Nathan and Sam's): simple and straightforward, yet engaging!
- USM - quick glance is great!
- Community based - R Inspired → do not want to choose a name that is linked to the UofR!
- Focus on the ones that are most important!
- SDGS should also include references and credits WITH SHARE/DOWNLOAD button…
    - Include months and years (some current, some not)!
    - Digestible Data, infographics, and facts with Interactive tools….
    - SDGs that are related!
    - Let them download the whole data set.
- They don't like the stats page (difficult to implement).
- Contact page is less important than SDGs, About, etc.
- Site map - must be clear and easy to navigate. Not too confusing!
- Side bar is easier to understand and navigate over time...but harder for a user to learn how it works.
- Text for pages are going to be written by ***US*** (ex. About section)!
- THEY LIKE PINWHEELS AND INTERACTIVITY
    - It has to be readable (since the words may be rotated throughout…)
    - Half a dome is an idea to think about.
    - Sound effects would be cool…
    - Have a backup plan!
- Search bar is nice!
- Volunteerism and donations are not priorities - to coordinate with Non profits would be difficult unless it is showing links.
- Figure out what is visually appealing and interactive!
    - Layered effects of 3D!!!
- "Return home" is a good idea so that they can always be redirected to the home page.
- Language is not a top priority, but it is cool to think about.
- Dates will be monthly! Different units on each SDG.
    - Targets…
- How is the data updated (structured) - static is fine (for now)!
- Best display for data!!! (most cases line or bar charts)
- Eye catching graphics (made entirely by teams).