

IT3060 - Human Computer Interaction

Assignment 3

Project title: High Fidelity Prototyping

**Craigslist.org**

Group number: 2023-WE-S1-13

Group name: DreamWeave

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## Introduction

Our team chose the website called “Craigslist” the one of most well-known websites for online marketplace. The primary purpose of this website is to connect users within specific geographical areas, enabling them to post listings for items, services, housing, jobs and more. Users can explore listings, communicate with sellers through mail, and negotiate transactions directly. Its simplistic, Text-heavy interface and lack of modern designs (e.g., images etc.) can be occur as usability challenges for users.

## Methodology

The advertising website, named “Craigslist” (“<https://tampa.craigslist.org/>”) was selected to perform a new look and cover up great UI/UX. The objectives of this assignment were to identify usability issues, give great user experience to the users within exiting website and design a high-fidelity prototype. After selecting this website, each member of the group was assigned to three interfaces by individually including a CRUD.

One of the most important activities is Data Analysis that should be followed the website elicitation. Within this project, in-depth interviews with Contextual Inquiries with participants were used as data collection methods. The aim of the Contextual Inquiries is to identify participants’ emotions, feelings, and opinions regarding usability issues within exiting interfaces of the selected web application.

Sketching is another important activity that should be followed before design high fidelity prototype for selected interfaces. It is the technique that mainly used by designers for web and graphic design projects. We used Mock Flow for low fidelity prototyping. When considering the high-fidelity prototyping, we did it using Figma. After designing the new interfaces, we used test cases to analyze whether the interfaces are free from usability issues.

## Figma-High Fidelity Prototype Link

## Record Video Link

## Variants of the Interfaces

|  |  |  |  |
| --- | --- | --- | --- |
| **IT Number** | **Name** | **Interface name** | **Interface** |
| IT21181474 | Hettiarachchi H.K.Y.K. | Account Login |  |
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| Password Options |  |
| IT21360046 | Jayasekara B.B.R. Y | Contact us |  |
| Community |  |
| profile |  |
| IT21358616 | Munasingha M.H.C | for sale |  |
| service |  |
| about |  |
| IT21356636 | Perera P.K. L | Post type and category page |  |
| Post details fill page |  |
| Unpublish draft page |  |
| IT21345746 | Siriwardana A.P.G.D. P | Homepage |  |
| Housing |  |
| Events |  |

## Test Description

### IT21181474 – Hettiarachchi H.K.Y.K.

#### Generate Dummy Data

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of the participant | Feature/Task 1 | Feature/Task 2 | Feature/Task 3 | Note |
| Novice seller |  |  |  |  |
| Hotel Manager |  |  |  |  |
| Undergraduate Student |  |  |  |  |

#### Sample Analysis of Data

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Prototype screen / UI | User’s feedback /Problem | Reason for negative feedback | Severity (high/ medium/ low) and justification. | Way(s) to rectify and any tradeoffs |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

#### Test Case

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Test ID | Test Input | Expected Output | Actual Output | Result (Pass/Fail) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Summary

In HCI module, group project firstly we selected website that has too many usability issues. We considered several alternative considerations. And finally, we selected Craigslist website and stakeholders. We found many usability issues of the website and considered the requirements of the stakeholders. We created sketches for new interfaces in two different ways as variants 1 and 2. We decided most suitable wireframes with the help of group members and choice the tool for designing interfaces. (low fidelity prototype->Mock Flow, High fidelity prototype->Figma) Then we created attractive interfaces free from useability issues. At the end of the group project, we created a video demonstration with the explanation of the newly created interfaces.

## Time Schedule

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task** | **Weeks** | | | | | | | | | | | | | |
| **01** | **02** | **03** | **04** | **05** | **06** | **07** | **08** | **09** | **10** | **11** | **12** | **13** | **14** |
| Group registration and project topic selection |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Identifying usability issues of the website |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Designing 3 Personas |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Scripting contextual inquiries |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Documentation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Activity 1 submission |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Designing sketches |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Justify the Pros and Cons |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Identify the techniques |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Planning |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Documentation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Activity 2 submission |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Design High Fidelity Prototype |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Making video demonstration |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Implement the project |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Activity 3 submission |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Making Final Project |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Final Presentation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## References

## Appendix

### Transcripts

#### Novice seller

**A – Interviewer**

**B – Novice seller**

[0.00.05] A: Good morning, Anishka

[0.00.07] B: Good morning

[0.00.09] A: Thank you for joining with us for our meeting. Shall we move to the site?

[0.00.16] B: Ok

[0.00.19] A: How often do you use our website?

[0.00.23] B: I use this website twice a week.

[0.00.30] A: Ok what do you think about our facilities are they user-friendly?

[0.00.38] B: Umm. now, it’s not very user friendly. its

[0.00.44] A: Why are you telling it's not user friendly,

What are the reasons?

[0.00.49] B: Umm. it's not very colorful one, not attractive and it's very hard to find what I want, most important ones are not highlighted.

[0.01.05] A: Ok so when you are using it. What is your main problem according to our site?

[0.01.16] B: Urh. There are lot of information I can’t find very well.

It’s not attractive.

Most contents are complex.

[0.01.32] A: So, what kind of improvements do you wish to have in our website.

[0.01.39] B: Urh most importantly It's very...It want to colorful and attractive to user to

Important ones very easy to find you should do it.

[0.01.56] A: Ok, so can you move to the post?

[0.02.03] B: yes ok

[0.02.05] A: Yes post

[0.02.12] select whatever you prefer.

[0.02.13] B: How

[0.02.15] A: Anything you can select.

[0.02.21] B: Ok

[0.02.22] A: Yes, then continue.

[0.02.34] You can fill the form.

[0.02.42] B: Ok

[0.02.45] A: What are you think about that design, is it easy to post something, or is that difficult.

[0.02.45] B: No, it’s hard to find important ones and letters topics are very small umm.... Thats it

[0.03.11] A: Ok so let's move to the housing.

[0.03.14] B: Ok

[0.03.26] A: Do you think the filtering system is enough to fulfill your Satisfaction. I mean this left Side.

[0.03.27] B: No, this information is not enough for me.

Functions are very hard to find.

Complexity

If I click hiding option, it’s also ads deleting.

It's umm. I think it's an issue of your website.

[0.04.06] A: Ok So Let's go to the homepage again.

[0.04.11] B: Ok

[0.04.16] A: Let's go to the community.

[0.04.27] you can see the page. is also empty, so do you recommend if we add Some graphics or some colorful background to this page? Is it usable?

[0.04.42] B: Yes, the community page is also, need to very Colorful, and very user friendly and designs are very colorful, but this site is not very colorful. This is a basic level webpage.

[0.05.09] A: Ok, let's go again home page.

[0.05.10] B: Ok

[0.05.16] A: Thank you for your reviewing, and how do you rate our website.

[0.05.24] B: I give you 2/5

[0.05.33] A: Thank you let's see what we will improving, thank you for joining with us see you.

[0.05.42] B: Ok thank you.

#### Hotel manger

**A – Interviewer**

**B – Hotel Manager**

[00.00.06] A: Hello Good Morning! Mr. Sandalu.

[00.00.10] B: Good Morning.

[00.00.12] A: Thank you so much your time to speech us today. Shal, we move into the site.

[00.00.23] B: Okay.

[00.00.29] A: Tel me about how often do you use the website?

[00.00.34] B: I think four or five times I interact with this site.

[00.00.43] A: What kind of device did you choose for website to use?

[00.00.47] B: First I will use my personal phone and I will use my laptop.

[00.01.02] A: Okay. What are the problems do you face to suffering in this website?

[00.01.07] B: There are so many problems in this website. Like no highlight’s topic, there are no colorful and I can’t read this because this is a so many ugly. There are so many problems first I noted special point there are no highlights in this.

[00.01.38] A: It is user friendly or not?

[00.01.43] B: Not user friendly.

[00.01.53] A: what is your opinion of the design for the website?

[00.01.59] B: I think first we can add colors and we want to highlight topics special points. And build up again.

[00.02.46] A: For what is the purpose of using this website?

[00.02.53] B: this site I use for finding jobs.

[00.03.14] A: what did you think in facilities in this website what are the improve?

[00.03.28] B: first you want to improve the UI UX part, because there is no user friendly for this and we want to categorize this like we can get navigation bar and categorize in jobs, house, sales like this and we can highlight topics like colorfully., add pictures for this.

[00.04.23] A: Can you share screen and show the website.

[00.04.33] B: Sure.

[00.04.51] A: you can go to the jobs category in website, what is the problem for this page?

[00.04.59] B: there are no good filtering system, not colorful we can’t filter like I want to find job in management post but there are not good manager post jobs in this page. We improve this and we can add pictures and we can rate this job.

[00.05.40] A: can you go for the services page? What is the error for this page?

[00.06.14] B: on this page I don’t use very much but I can see there are no colorful and these words are like so ugly. In this page we can colorful, and we can rate these services like 1/10 marks. We can add them as a filtering system like jobs, services we can filter like I think like job I want to search for software engineering we can filter it and we can get it.

[00.07.04] A: Have you used this website in your mobile phone?

[00.07.09] B: Not too much but little bit

[00.07.17] A: Actually, mobile response this website?

[00.07.25] B: yes, but not good satisfaction for this because so many ugly. I can’t find lot of things in mobile application.

[00.07.43] A: finally, can you give me feedback for this website?

[00.07.54] B: I think this website I can’t give good feedback this is very bad website, it’s very ugly I give a one star for the website, and this is not user friendly there are so many errors for this.so it’s my feedback.

[00.08.16] A: okey. I got it thank you for your time.

[00.08.24] B: Thank you.

#### Undergraduate student

**A – Interviewer**

**B – Undergraduate Student**

[00.00.06] A: Hello Good Evening Bhanuka.

[00.00.08] B: Good Evening Harindu.

[00.00.14] A: Thank you so much for taking time for speak with us today. Shal, we move to the site.

[00.00.18] B: This is site Okay.

[00.00.22] A: How often do you use the website?

[00.00.25 B: I use this web site once a month.

[00.00.35] A: Okey. What kind of device did you choose for visit our website?

[00.00.46] B: I use my laptop because this is easy for me, and I use my laptop every day I visit this web site using my laptop.

[00.00.47] A: Okay. What purpose?

[00.01.04] B: I want to find a job I’m spending in this time I am looking for internship then I want to find a job then I use this web site.

[00.01.10] A: What are the problems did you face to during suffering in our website?

[00.01.32] B: This web site is very nervous I think this web site has not very colorful then I not satisfy about this web site. I cannot find some details.

[00.01.36] A: Do you have any registered account this web site?

[00.01.43] B: Yes, I am registered for this account I am using.

[00.01.50] A: What is the suggestion to improve the kind of issue of our web site?

[00.02.27] B Main kind is this is not a user friendly, and I see this is me be user profile this is not satisfy to me there was a I find. Then I cannot find the navigate to home I cannot see any navigate that are a cannot find.

[00.02.32] A: So, you have the web site on your mobile phone?

[00.02.36] B: Yes, I am use this in mobile phone.

[00.02.42] A: Shall we move to the for-sale page.

[00.02.43 B: Okey.

[00.02.52] A What is the main problem in this page?

[00.03.13] B: I found main problem I can delete this item. What is purpose of this I don’t know this is the web site user can also delete this information this is kind of I find?

[00.03.19] A: What do you think about the facilities on our web site?

[00.03.41] B: The advertisement is good, but I think it is a not satisfy to every user. Some people cannot identify the knowledge about this web site.

[00.03.43] A: Shall we move to the feedback page.

[00.04.01] B: Okey. Discussion forums know.

[00.04.12] A: Discussion forum page please go. What is opinion about this design of the page?

[00.04.33] B: My opinion is I am not satisfying for that. this is very busy environment I saw. All details are in together. That is why I unsatisfied about this interface.

[00.04.36] A: What kind of improvement do you wish you see our web site?

[00.05.08] B: You can use this detail by detail and you can use picture for about details example this is the television you can use any picture and any drop box or anything you can use user friendly. This format is not satisfied for me.

[00.05.14] A: Shall we move to the feedback page.

[00.05.43] B: Yes ok. That’s also another problem I can see. I don’t know what this kind of things is. I am not satisfying all of this. How I give feedback this web site.

[00.05.46] A Can you give me a feedback or rating for this web state?

[00.06.10] B: This site also I give out of one this is a not user friendly and I cannot identify what is this. I cannot input my feedback in this web site.

[00.06.16] A: Okey, I got it that. Thank you for your time.

[00.06.26] B: Thank you very much for invite for me.