

Fundamentos de diseño interactivo

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**Final Project’s first draft**

Tito team members:

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Proposal of the project application area

Our project consists of a system that intends to teach foreign students (by foreign we mean everyone that has recently or is planning to move to Querétaro) how the university ambience is around here and the style of life outside the school environment; this is to be intended to be used as a helpful guide to get adapted quickly to Tec and Querétaro’s culture (as well as mexican culture generally speaking) in a way that is easy to understand.

The knowledge domain would be mostly the most relevant information about tourism directed at students interested in getting to know more about the modern and most popular activities of the city. As part of the knowledge domain, the interactive system would show information about how life is at Tec (considering the academic aspect and everything else) as well.

The tool we would be using to help the user learn about this set of knowledge we just defined would be a user-friendly and aesthetically nice website that would divide the two main knowledge domains (life at tec and life at Querétaro), and for each category, a set of subdivisions would illustrate the main aspects a foreign student is ought to learn from the start.

As a team, we chose this application area because we have been witnesses of the huge number of students that end up studying in Querétaro and we know that, for a tad of them, it takes a while to get used not just to the new city, but also to the rhythm of the school. The potential impact we intend to create is students adapting to their new social and academic environment as soon as possible; this is the problem our website would cover.

The “state-of-the-art”

This project belongs to the private-sector, because it is directed to students and it doesn’t have anything to do with the academic sector. There are many similar pages, but they are not focused on the younger audience.

<http://www.asomarte.com/> Asomarte is an exclusive Querétaro digital and printed magazine that shows events and what’s going on in the city, mostly art-related stuff, every month.

<http://www.visitmexico.com/es> Visit Mexico is a national webpage that shows you places to visit as a tourist in every state and what to do.

<http://www.de-paseo.com/Home/Home.htm> A webpage from the state of Querétaro that shows touristic places, restaurants, events and nocturne life. It is directed to an adult audience and to families, as shown in the section with activities for children.

<http://venaltec.queretaro.itesm.mx/> Ven al Tec Campus Querétaro is the webpage that our whole audience reviews in order to know this campus, so that’s why it’s included here.

<http://www.queretaro.gob.mx/> We include Querétaro’s official website because it has information about the whole cultural events in the city.

<http://www.mexicodestinos.com/> A national website that shows nocturne life events and cultural places but it’s focused on the older audience.

Most of the pages are focused on the older audience, so what we need to do is to let the younger audience (in this case, college students) learn about Querétaro and Tec without having to dive in a bunch of information about the city that they might not be interested about.

Opportunities for innovation

If we analyze every website portrayed in the “state-of-the-art” section, we will notice that while some of them may be nicely designed (they are user-friendly, they display relevant information, they are frequently updated, etc.), others are simply not attractive to the eye and do not show information out of the ordinary. The main weakness we intend to solve or the way we intend to innovative is creating an interactive system that is directed towards a specific audience. All these websites are directed towards the general public, and you have to dive through the vast amount of information offered by these websites to find what is relevant to you, and this is determined on many occasions by the age group you belong to. These websites also offer information about places to visit, and not-so-much about how to live in Querétaro, or what people is accustomed to do at these places. In a few words, our design proposal intends to show foreign students the what-to-do, when-to-do, where-to-do and how-to-do activities of Tec and Querétaro. We will also focus on a nice design that may encourage exploring the website thoroughly at least.

User profile

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| http://blog.settleinaustria.com/wp-content/uploads/2013/10/International_students.jpg | **Age 18-25**  **Performed activities:**  - Lives in Querétaro  - Visits frequently the website  - A student at Tec de Monterrey Campus Querétaro  - Has enough money to travel  - Surfs the web frequently  - Manages different basic software applications (Word, Excel)  **Necessary skills:**  - English and Spanish speaker  - Performs queries by keywords  - Makes comparative analysis  - Uses Windows and Mac operating system |

Concept design of the interactive system

Name of the interactive system: Qronociendo

Logo or symbol that characterizes it:



Colour palette, textures, fonts and alignment type

Colour palette: Various blue tones along with solid white color.

Textures: Solid colors and gradients for: the background, the information text color and the borders of the shapes that encapsulate text and images.

Fonts: Sans-serif fonts (Oswald typeface would be our main font)

Alignment type: Most information would be aligned to the left. Some titles aligned to the center.

Location/geographic extension: ITESM Querétaro and the city of Querétaro

Cultural differences: We are expecting users who already know about mexican culture (foreign students from México) to view the spanish version of the website. Meanwhile, foreign students outside of México will be presented the english version; we are assuming more languages won’t be required since the international and standard language is english.

Technologies with which the components of the interactive system will be displayed: The main code is going to be done in HTML. Styling will be done with CSS and jQuery.

Interaction Design

Since the interface is design for young foreign people that will browse and explore the information, we thought convenient a simple and intuitive interaction system, that supports the international- student experience, we are looking forward a positive, satisfactory, easy intuitive and pleasurable experience by using the application, an interface that reaches the users expectations that requires easy steps to perform tasks.

* Interaction style

**Direct Manipulation**

* Presenting instructions to perform basic tasks throughout metaphors or representations of life real objects with the purpose of giving the user instantaneous knowledge about how to interact with the interface by relating with the knowledge that already have of other domains; by similar, analogical and arbitrary mapping.
* All about physical actions and button pressing instead of issuing commands with complex syntax
* Rapid reversible actions with immediate feedback on the object of interest

Type of Interface

The kind of interfaces that supports the application is the **Graphical User Interface** that includes: Windows that can be scrolled, stretched, overlapped, opened, closed and moved around the screen using the mouse. Icons that represent applications, objects, commands and tools that are opened when clicked on. Menus that offers lists of options that could be scrolled through and selected. Pointing device as a mouse controlling the cursor as a point of entry to windows, menus and icons on the screen. As well, the **Web Interface**, formed by a group of components which invite the user to navigate between content and to make transactions in applications developed for the web; it involves content organization in a natural and intuitive way that consists in sectioning the screen in tree spaces according to the W3C method, navigation tool design as buttons and links, graphic design as a specific typography, colors, etc (all specified earlier in the text).

Later thinking we will include the Mobile Interface, for allowing the user to interact with a version of "Qronociendo" developed for the use on portable devices.

The generated user experience

Once the user start surfing and browsing in “Qronociendo”, the user perceived a transparent experience in the sense that it was able to concentrate more on the activity than on the product instruction, getting to the different virtual options that the website offers, was easy, simple and intuitive, the user have no longer to go through complex and saturated information sources and spend too much time looking for a specific information. As the target group was well delimited, the website takes one step ahead of what the user may want to look for.

General forms of interaction

The user interacts mainly by menus categorized on different topics that displays a list of the elements related.

* “Viviendo de noche” a category that that displays a list of the most visited restaurants and nightclubs in Querétaro city, as well as promotions and coupons that each place offers during the week, each name in the list also drives the user to the place website.
* “Frío o calor” a category that displays the predicted weather from Queretaro city and its surroundings, from the actual week as well as a list of advice for what to wear.
* “¡De qué hablar!” a category that displays a list of the most trending youtube videos that everybody is talking about; includes politics, gossip, school, etc. as well as the direct link to the video.
* “A viajar” a category that displays the ITESM calendar of activities and trips planned for students in campus Querétaro for the actual semester. If the user click on the activity link it will drive him to the whole description of the activity. Some of the activities are road trips to other cities or cultural parks this activities types includes images, if the user click on them it drives him to the main website from that place.

Possible usage scenario sketch

