Third Advance: Interactive Design

Tito Team

“Qronociendo”

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**Development of the interactive system**

The system is a website, and it’s been coded using the Bootstrap framework (which requires HTML, CSS and a bit of jQuery knowledge)

Link to the website [**here**](http://siqueiros.qro.itesm.mx/al225851/Qronociendo2015/)**.**

**Component evaluation design**

Usability, design and functionality

Our users were recorded and after each session that consisted of navigating through the website, they were asked some questions regarding usability. The strategy used for the interviews is called **Think Aloud**, which is about the user describing each of the activities being performed with the interactive system. We also designed surveys that had the same questions about usability, and we also asked a bit of information about the foreigners (name, where they are from, how long they have been here).

The link to the compilation of interviews using the Think Aloud technique is listed [**here**](http://youtu.be/euuLdX6r6dg)**.**

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**Analysis of the evaluation and determination of corrective actions**

Opportunities for improvement and opinions according to

First interview:

Information wise

* Add information about how to get a book from the library
* Add information about the routes where bikes are allowed at campus
* Add information about places to exchange currency

Design wise

* The main page should have most of the useful information, instead of navigating/looking for it

*Did he find the website helpful for a first-timer at Querétaro and Tec?* Yes

Second interview:

Information wise

* Add information about the sports that can be practiced at school and the schedules available for doing so

Design wise

* The information about restaurants could be easier accessed to without getting into the menu
* The design was well-done

*Did he find the website helpful for a first-timer at Querétaro and Tec?* Yes

Third interview:

Information wise

* Add information about Tec Bus (this is really important for foreigners)
* Add information about the way routes work in the city
* Add information about the ongoing sports events in the city

Design wise

* The design was smooth and friendly

*Did he find the website helpful for a first-timer at Querétaro and Tec?* Yes

Fourth interview:

Information wise

* Add an alternative spanish version of the site
* The “I’m looking for a roomie” section does not offer that much information (it takes you to Facebook groups)
* Add information about what’s unique about Querétaro that the rest of the cities do not offer (mostly information about places at the historic downtown)

Design wise

* The typography wasn’t likable
* The photo from the main page doesn’t belong to the owners of the site

*Did he find the website helpful for a first-timer at Querétaro and Tec?* Yes

Fifth interview:

Information wise

* Add information about the sporting and cultural events of the school
* Add an alternative spanish version of the site

Design wise

* The user interface and the user experience were totally satisfactory

*Did she find the website helpful for a first-timer at Querétaro and Tec?* Yes

Results of surveys:

