

Design Journey Part 3

Group name: Steve's Gardeners

Members' names: Nina Simpkins, Lionel Chambers, Wanming Hu, Alex Clapacs

Members' NetIDs: ngs46, lzc4, wh298, ac927

Section: 209

Part 1: Necessary Information

*1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)*

Username: gardeners

Password: steve

2. Please provide us your DB login username and password

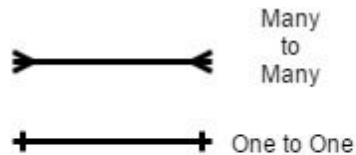
Username: info230_SP17_fp_gardeners

Password: ?3,:9D-T7G{cJY.b

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).

We removed albums because the amount and types of photos expected did not actually need albums. It wouldn't make sense to have albums. We kept the other tables the same. We added the fields that we left out from the previous milestone, and added keys also.



For each Member: their name, id, email, headshot image id, biography, hometown

For each Events: date, time, location, description, event id, title

For each Admins: username, password, admin ID

For each Images: filename, image id, date added, caption



Part 3: Testing Protocol

How are you going to choose users?

How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

We will try to find users that may have an interest in music groups at Cornell or have been to music shows on campus before. These users can be from other music groups, but do not have to be. As such, students involved in music outside the Chorale would likely be interested in the site as a way to find out when they might be able to see their friends in the ensemble perform or to listen to videos they heard in a concert they attended. While we will thank them for their time helping us, we will not compensate them otherwise.

In order to cover a wider range of potential users, our second test user will be someone that has no involvement with music organizations on campus. This will be representative of the target audience because a portion of the site's audience will be non-musicians who want more information about seeing a performance/learning about the group. These users will be found from people we know are not involved in any Cornell music group or organization. We will find this user in Barton hall, and we will thank them as compensation.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates client's key site goals to the target audience; want to see if people get the metaphor right away.
Find an upcoming Chorale Event	Ask the user to find the next upcoming events for the Chorale group and describe their process of getting there	Testing whether a potential new member can find information about the new events both quickly and easily; ideally, they should click on the "Events" tab in the navigation bar.
Find information about how to audition	Ask the user to find out more information about how they can audition to be in the Cornell Chorale if they choose to do so and describe their process to get there	Testing whether a new user can intuitively find out information about auditioning. Ideally, they would click on the "About" tab in the navigation bar, then they will see the subcategory "Audition Information"
Contact the Cornell Chorale	Ask the user to find a way that they can contact the Cornell Chorale directly	Testing if a new potential user can easily contact the Chorale Chorale through filling out the contact form. We expect our user to click on the "Contact" tab and can fill out the form located on that page.
Find Director Bio	Ask the user how they would find out more information about the director of the Cornell Chorale and describe the process of getting there	Ideally, the user would click on the "About" tab in the navigation bar & see that there is a "Director Bio" tab for them to click on. What might potentially happen if that the user may get confused and they might first click on the "Members" tab to learn more information when it isn't there. Basically, we want to see how intuitive the location of this tab is.

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Hello and welcome! Thank you so much for taking the time to help us optimize our site. Remember that this isn't a test of your abilities, just of how well a real person interacts with the website. As you are going through the site, try to walk us through each step you take vocally and explain things you notice or find difficult.

First, please try to navigate to the information about auditioning for the group. Remember to explain what you see and notice as you go through this task. Do not be alarmed if you see placeholder photos or text - we are still working on adding all the content to each page.

Next, please try to find a way to directly contact the Cornell Chorale group. Please remember explain aloud your thinking process if you are having any trouble

Now, please try to find out more information about the Cornell Chorale director. Please remember explain aloud your thinking process if you are having any trouble

How did you feel about the overall design of the site? Was it easy to read the fonts and see the necessary information? Did you feel like any elements were overwhelming or distracting? What improvements might you suggest as we move forward? Feel free to give your completely honest opinion - we are trying to make the site as user-friendly as possible.

Part 4: Testing Note

You should have at least 2 testing users.

User 1

1. *Who is your user, e.g., where do they come from, what is their background, etc.?*

20 year old female undergrad from New Hampshire. Is in an a cappella group and is friends with many people involved in the music community on campus. Biology and Society major with not a lot of technological experience.

2. *How does this user represent your target audience/client's needs?*

This user is a student who is very involved in Cornell's music sphere and may be interested in going to Chorale events. She is someone who might want to know more about the organization and would do so by browsing through the site through easy navigation, which is something our client asked for specifically.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First impression	<ul style="list-style-type: none">- Praised design and liked clean feel- Liked stationary, clear navbar- Thought words on picture were confusing	<ul style="list-style-type: none">- Make title on home page clearer
Find audition info	<ul style="list-style-type: none">- First went to events and then members- Said that it makes sense to be under about but took a few tries to get there- Then saw dropdown menu	<ul style="list-style-type: none">- Add more styling to dropdown menu in navbar to illustrate a difference
Find contact info	<ul style="list-style-type: none">- Found form on first try	
Find director bio	<ul style="list-style-type: none">- First clicked on members and then on about	<ul style="list-style-type: none">- Need to make dropdown menu clearer with more styling

3. Other notes from this user that will be useful to think about when redesigning.

User 2

1. *Who is your user, e.g., where do they come from, what is their background, etc.?*

21 yr old male undergrad student. From NY. English major, not very technically experienced. Knows nothing about Cornell music scene/organizations. Does not know what Chorale is. Has been to 1 a cappella show, would consider going to another.

2. *How does this user represent your target audience/client's needs?*

This is a student at Cornell who would need to use the website to find out more about the group because he would be unfamiliar (would need good navigation and information to do so) and also may need a contact form to ask question if he was curious about the group.

Tasks for user 2	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First impressions	-liked large obvious navigation bar -text over picture hard to read -a lot of information in 'about' paragraph	Adjust image to make it more opaque, and make text larger/different color Only keep first 2-3 sentences from 'about', move rest to about page/just move intro paragraph entirely to about page
Find event	-no issues, clicked directly on events tab	
Audition	-user clicked events first, expected to find information there instead of 'about'	Include audition info in events calendar, and also in about? About tab will be turned into dropdown, should show what is contained in about tab
Contact Chorale	-apprehension when typing: no text boxes/outline of typing area -'is this a button?' when clicking submit	bordering/text box for text inputs -submit button should look like an actual button
Director info	-wasn't sure between members/about tabs	Change members tab to 'people' tab? Include directors/all people involved?

3. *Other notes from this user that will be useful to think about when redesigning.*

-mentioned that images are too long (top to bottom), so that scrolling to reach content is weird

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that our test users appreciated the simplistic yet sophisticated design of our site and were able to find almost everything we asked for without difficulty. We feel that this is a result of carefully chosen words and pages to be featured on the site to make it as easy as possible to navigate. We learned that we made good design and content choices by not trying to add too much to each page.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

We added more styling to the contact form to make it easier to understand and fill out. One of our users did not encounter as many problems with the form, but we felt that it was important to make a change if just one person experienced any kind of confusion. We made the large images on each page slightly shorter so that users would be able to see text immediately after clicking on a page instead of having to scroll down. This change eliminates any sort of confusion that perhaps that page didn't have text and makes the necessary information available without too much work. Lastly, we added a dropdown menu for the About page in the navigation bar that outlines each section of the page. This way, users will be able to find information more easily through the navigation without having to go through each page of the site.

If you make any changes to the testing protocol for round 2, tell us what they are here.

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

We will be adding additional styling for clarity as well as implementing a fully functioning database. This site also does not yet have all of the information that it will at the final stage of implementation.

