Medium-Fidelity Prototype & Evaluation Report

IDK PRO

Gong Cheng

Kasey Gillespie

Kaitlyn Gorsalitz

Halle Jackson

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| Gong Cheng  U of S  Saskatoon, Canada  goc558@mail.usask.ca | **Kasey Gillespie**  U of S  Saskatoon, Canada  kag258@mail.usask.ca | Kaitlyn Gorsalitz  U of S  Saskatoon, Canada  krg028@mail.usask.ca | Halle Jackson  U of S  Saskatoon, Canada  hsj294@mail.usask.ca |
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# EVALUATION PLAN

## Goal(s) of Evaluation

Our system is focused on determining a more convenient way to view multiple works of art on the website DeviantArt. As such, we would like to evaluate the user’s opinions on certain specific sections of our prototype that are relevant to this goal. The main focus will be on the queue, viewing a single piece of art, and viewing the selections on the queue. We want to be able to get quantifiable numbers on how useful the queue was to the user, if they would use it in an implementation, and any other feedback that they may have about the queue. Evaluating the single and multi-view is also important, as it relates to the queue view. Therefore, there will be questions focusing on these views as well.

## Rationale for Type of Evaluation

We will be making use of a questionnaire for our evaluations. We have chosen the questionnaire approach because we wish to have a larger pool of diverse opinions on our design than we would get from interviewing or observation. A questionnaire will allow us to ask specific questions about the use and efficiency of the queue, and thoughts on the popup style of viewing. The increase in responses will help us to determine a general opinion from the users about the usefulness of the queue and pop-ups.

## Participant Pool

Our participant pool will be friends and family members. Due to the use of a questionnaire evaluation we plan to have 10-15 users try our medium-fidelity prototype and then answer the questionnaire. Our participant pool will not be limited to a certain type of user since we are designing with the idea that the system can be used by anyone with access to the internet. Some participants will have pre-existing knowledge of the site DeviantArt, and some will be new users. This will allow us to gauge how different levels of user experience will affect the user’s ability to use the queue and their opinion of it.

## Brief Overview of Evaluation Protocol

For our evaluations, we will give a brief introduction to the user explaining what the system they’re about to try out is and the structure of the evaluation. We will tell them about how our goal is to design a better way of searching and viewing art on an art sharing site. The user will be told that they’ll be trying out a prototype of the system, and then will be asked to fill out a simple online questionnaire.

The questionnaire will be hosted through an online survey tool such as surverymonkey or a google form. Most of the questions on the survey will be scalar in order to measure their reactions to the design, however we will also have several closed questions in order to determine different user demographic information, and a few open-ended questions where users will be able to enter their own opinions and feedback.

Results from the questionnaire will have to be collated and analyzed. Numeric ‘pick’ results can be collated while we will have to take a deeper look at the comment sections of the questionnaire.

We expect the total evalu­­­­ation time to be 20-30 minutes. This will allow users to explore the system and then to fill out the questionnaire. Members of the design team will also be with the user while they are doing the evaluation.

# Prototype RATIONALE

The medium fidelity prototype we are creating is a vertical prototype. We have chosen this type of prototype because our main focus for this system was designing a better way to view multiple works, and we wanted to showcase this by implementing that area in depth, rather than in a shallow manner. The queue-focused prototype has several functionality requirements such as:

* Display multiple images for a user to scroll through.
* Allow users to add images to the queue
* Allow users to remove images from the queue individually
* Allow users to clear their entire queue
* Allow users to view their queue
* Allow users to view the queue’s help information
* Allow users to view images individually

To simplify the possible combinations in the queue, only 4 images are actionable. Other images that cannot be added to the queue or viewed by the user are less saturated than the images able to be interacted with. The actionable images also have a “+” or “-” button present on them showing that they can be added or removed from the queue.

Since the design focus of our project has been to redesign the search and browsing functionality of an art site, the appearance of our prototype is very important. The goal is to have a medium-fidelity prototype that looks very polished. The appearance needs to be smooth and pleasant to view. In reference to DeviantArt, we have chosen greens as our background colors for our frames.

To create the prototype, we have used a program called InVision. It is a free, web-based prototyping software. We selected this because one of our members was familiar with the tool from their internship and recommended it. As a group we then looked into this system and tried out some mockups. The mockups went well so we stayed with it.

InVision worked well for our prototype because it was a simple system to learn and supported the tasks we needed for our prototype to be complete. InVision allowed us to have functionality like a fixed header, a scrolling area for the art, and we could implement a fixed sidebar for the queue. It allows for invisible buttons to be made which we could use to connect all of our screens together in a similar way to PowerPoint. A big draw to InVision for our group was that it allowed us to share the prototype and collaborate in real time on any environment with an web browser; with PowerPoint, we would have had to work individually on a slide deck and pass it between the members.

One downside to InVision that we discovered was that the prototype appears slightly off on different screen sizes due to the implementation of a fixed sidebar. As a result, for the evaluations our group will be restrained to using those members’ computers that the sidebar was designed for, so that we will have a consistent user environment across all evaluations.