Final Report

Section 1: Title
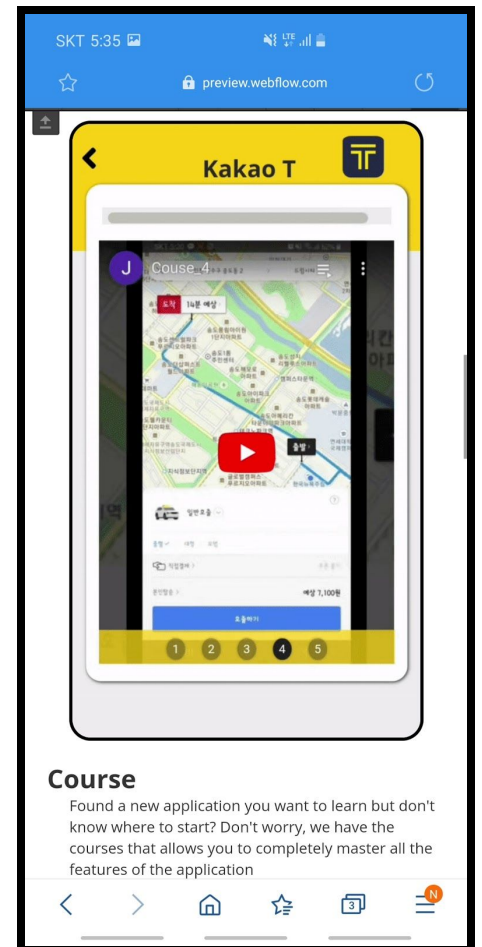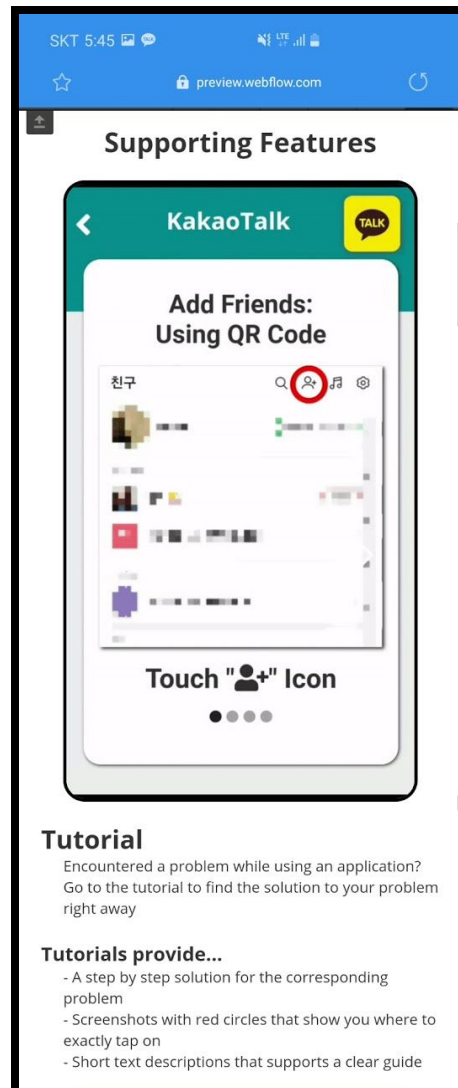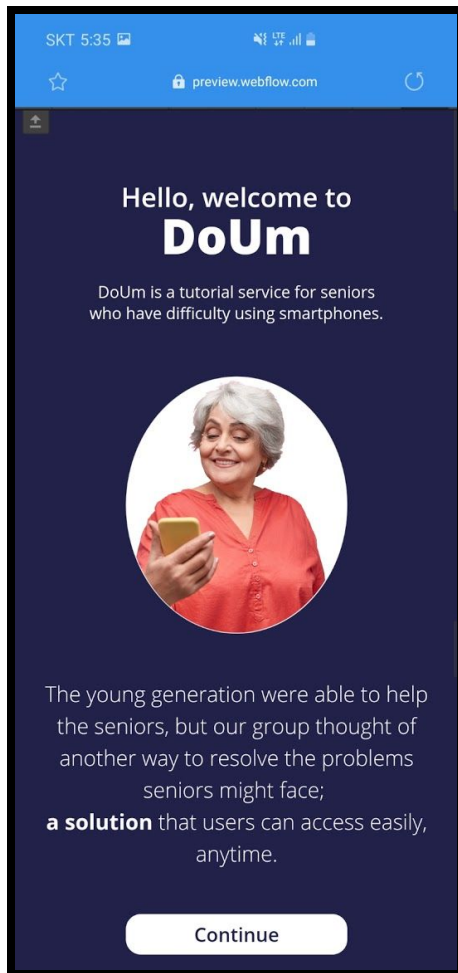
Group Name: "dew == true;"

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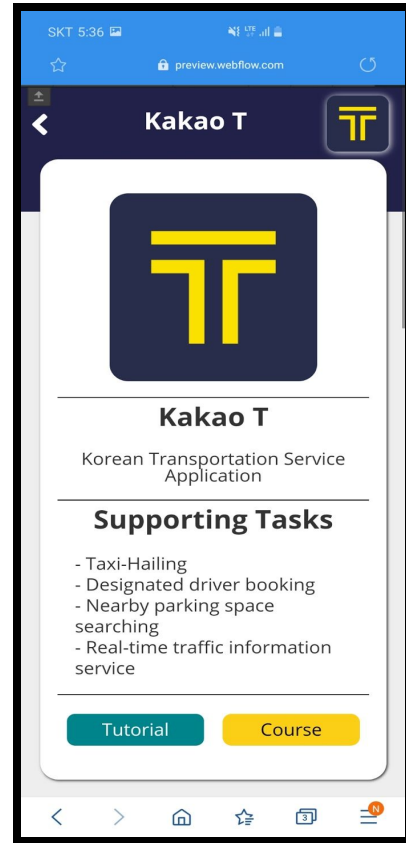
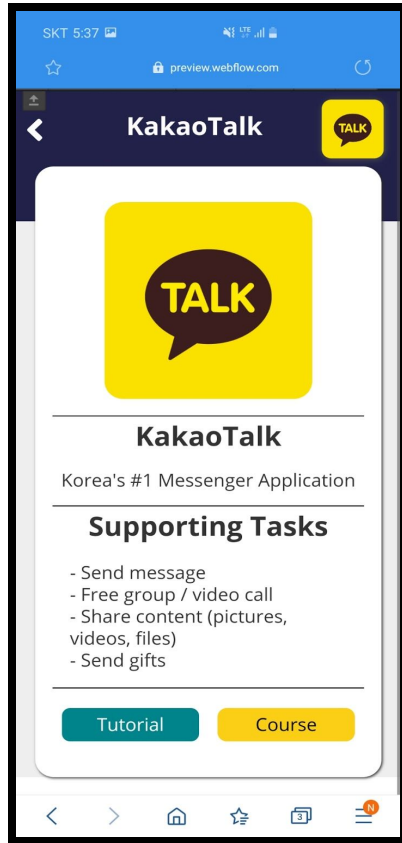## Section 2: Representative Screenshots

<About Page> Including the introduction of DoUm, Supporting Features and Team Introduction

<Application List>

<Describing the Functions of Application_ Task3>

<Tutorial_ Task1>   **<Course Task2>**

Screen 1 (Top Left) — KakaoTalk

SKT 5:37 | preview.webflow.com

KakaoTalk

KakaoTalk

Korea's #1 Messenger Application

Supporting Tasks

- Send message
- Free group / video call
- Share content (pictures, videos, files)
- Send gifts

Tutorial | Course

Screen 2 (Top Right) — Kakao T

SKT 5:36 | preview.webflow.com

Kakao T

Kakao T

Korean Transportation Service Application

Supporting Tasks

- Taxi-Hailing
- Designated driver booking
- Nearby parking space searching
- Real-time traffic information service

Tutorial | Course

Screen 3 (Bottom Left) — KakaoTalk

SKT 5:37 | preview.webflow.com

KakaoTalk

**Add Friends:
Using QR Code**

친구

Touch "👤+" Icon

Screen 4 (Bottom Right) — Kakao T

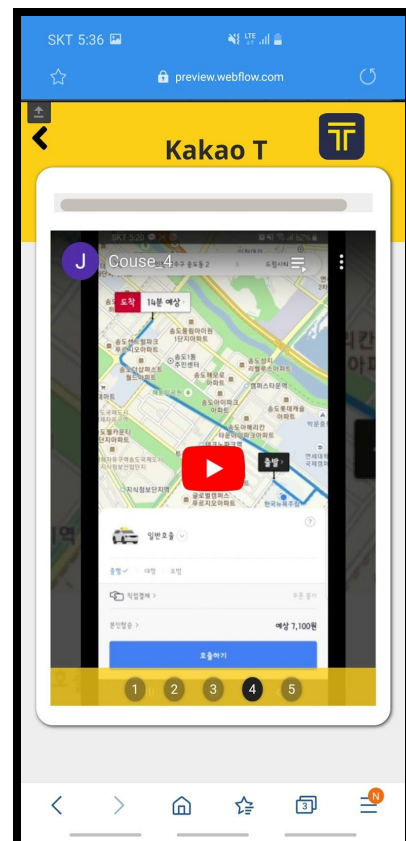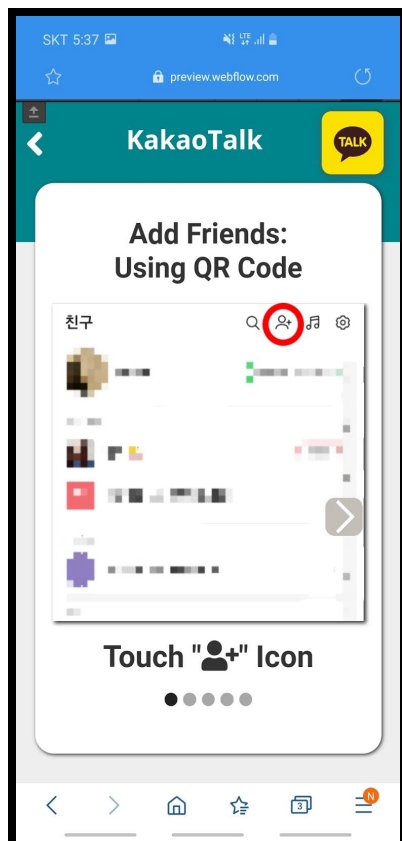SKT 5:36 | preview.webflow.com

Kakao T

Couse_4

1 2 3 4 5

Section 3: Changes since Iterative Prototype 1

On the welcome page, the entire page was automatically linked to the next page when the screen was touched. However, through user testing, we found out that this could be confusing for those who are new to the DoUm app, and users could accidentally click on the screen and move on to the next page. Therefore, we decided to add a continue button that goes to the next page, the app list, below the app introduction part. Also, we have included the introduction of our team below the introduction of the DoUm application. Our team thought about whether to put the "continue" button at the bottom of the entire page or below the introduction of the DoUm application. We decided to put the button below the introduction of the DoUm application because if we put in on the bottom of the entire page, every time the users use the website, they have to swipe up. We believe that the button location can give users the selectivity of seeing the features and team members.

When the users pass each course, the "congratulations!" screen came out and congratulated the user on finishing the course. We received positive feedback on this congratulations screen and received a suggestion to also include it in the tutorial as well. Therefore, we reflected this feedback and added the "congratulations!" screen after the users complete each tutorial. We have also changed the left and right buttons of the tutorial that move the screen to the next or previous screen more visible to reflect the opinion that it would be better to contrast the background color. In the course (2nd task), we revised the design of the video number index more clear and visible. Our team members thought in the user's point of view, used the DoUm, modified the features, and then went through this process repeatedly. Therefore, our team was able to receive positive reviews in user testing.

Section 4: Quality Arguments

Our product DoUm is "great" because every design and feature is thought of and implemented so that our target users "seniors" could easily use it.

Seniors have difficulty adapting and using new features. Thus, it is essential to offer features with similar designs and similar operations of features. Consistency is necessary for our target users. To increase the consistency in the design, we have used top bars that show the application name and icon. There is also a "go back arrow" on the top of each screen in the top bar. When seniors once adapt to this style of design, they can realize that they can go back to any screen by using the "go back arrow." To increase the consistency in the features, we have used sliders for both the tutorial and course. This allows seniors to use both tutorials and courses easily once they have learned how to use sliders.

We also provide constraints on our website. These constraints are the locks of applications that have not been implemented yet. Also, the locking of courses allows users to only listen to the next course after they have fully understood the information the previous lecture provides. These constraints can help focus attention on the applications and lectures the user should use. Also, they allow users not to go through unnecessary procedures of selecting

an application and going back because after they chose it, they may realize that it hadn't been implemented yet.

Another great design in our website is the visibility. Many seniors have difficulty seeing or noticing small text and icons. Therefore, we provided the website design with large font sizes and reduced the text's length of removing unnecessary comments. The app list also contains large application icons that are easy to see and easy to click. We have also used signifiers that show the affordance. For clickable objects that require interaction such as buttons and links, we made sure that they were a good and commonly used design of signifiers. For example, the button design is round and has shadows below. The hyperlinks are blue, which is another standard signifier design.

Our design is thoughtful to our users because we provide more information than the younger generation need. According to the research we have conducted this semester, seniors do not have much knowledge of various applications and how to use them. This may be a point that many developers and designers miss because it is hard to think from the user's perspective when we cannot become one unless time passes. However, through user testing and interviews, we have found that seniors require knowledge of the functions and features provided in each application. We have included the application screen so that seniors can know if this is the application they are looking for.

Our website also provides the selectivity of course and tutorial so that users can select the method they need for their situation. Sometimes users may need to find out quickly how to use or do one function in an application. For these cases, we have the tutorial so that users can quickly slide through the screenshots and look at the short descriptions on each screenshot to know how to use that one function. However, sometimes users may want to learn a full application that they haven't used or don't know how to use, or they may have difficulty using an application that they were using but don't know where to start from. In these cases, we provide courses so that users can learn the app from top to bottom. Giving this selectivity can widen our website's use to multiple situations and become more helpful to our target users.

During the user research, we found out that the reason seniors do not fully use their smartphone features is that they do not feel the need to do so. Therefore, seniors may lack the motivation to learn new applications even after they know the existence of DoUm. To allow the users to continue this motivation, we have included the congratulations screen and the progress bar. The congratulations screen and progress bar can give a sense of accomplishment once they have finished the tutorial or course.