

Urbeez Concept Report

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Assessment 3: Designing for UX. Research concept development

Designing for UX (User Experience) (11842)

Introduction

Since the creation of the concept report, it has been necessary to refine, resolve and understand our prototype further to evaluate how efficient the UX and UI is within. The brief required a web platform “focusing on information, tools, and networking opportunities to support individuals interested in practising urban farming, promoting sustainable agriculture, and fostering community engagement” (Jonathan, Saskia, Concept Report).

The creation of the user personas for the basis of this assignment feature two different individuals in which they were interviewed, tested and conversed with to a large extent. This enabled the collection of psychographic data, leading a further understanding into the ideologies, personalities and pressures of potential users. The two users were sourced from those in a urban farming Facebook group that were interested in participating in this project after enquiring. The choice of users from this group was deliberate to ensure the data collected from both user studies could be used cohesively in the understanding of user needs, goals and motivators. These are reiterated within and throughout the investigation.

Competitor research was implemented alongside this to further the understanding of the current state of online Urban Gardening communities, platforms and information sources. From the understanding of Facebook as a large company involved in the creation of platforms for communities, it was decided that the pros and cons of this site and the urban homesteading groups within it would be analysed to identify further needs and pain points in the area. It succeeded in providing a forum based approach to users, allowing them to communicate within selective groups, to post and communicate freely. Unfortunately, there is neither a fact checking algorithm within these groups nor the ability to confirm the information from confirmed professionals.

Alongside this research, another competitor was researched upon, Growcycle. Growcycle had everything that facebook did not, such as reliable information sources and articles which provided information for varying levels of Urban Horticulture. Yet it did not have the aspect of community, nor forum based content that the user persona and studies showed was key to engaging potential users.

UX and UI Research

Previous measures to analyse user centrics around the previous iteration of design included an in depth look into two users and their psychographics to understand their needs, a breakdown of the competitors field in relation to aspects that can be utilised and avoided, and trials on an assortment of individuals to test for website performance.

It was understood that the previous analysis of UX and UI concepts in the previous investigation proved the usability testing was favoured towards desirability aspects of the website, resulting in data for usability standpoints to become disoriented. The desirability results were noted and considered in the development of a higher fidelity prototype (see the following paragraph), but to resolve this challenge posed to the project, the user personas will be re-evaluated to develop prompts centric to the user needs and usability testing will still be conducted around those newly developed prompts. The analysis of desirability will be undertaken secondarily to it. This is to ensure the smooth flow of iterative design is maintained as the transition into higher fidelity prototypes are further investigated.

From the Low Fidelity Prototype, the data gathered showcased that overall, the user experience of the design was positive. Majority of the qualitative data collected from this reflected that users liked the layout, content, features and abilities they could access. Yet, in comparison, the quantitative side showed room for improvement, especially within the usability and functionality of the site. Users who took more time, on average reported lower overall scores on the System Usability Scale (See Appendix A). This shows that there may be issues with the function of the site, such as contrast or visibility. This was directly mentioned as a potential problem when developers performed a self analysis, stating that,

“Does not seem to be an issue, could potentially be for visually aided individuals, as the website is aimed at the older generation, could pose usability issues.” (See Appendix B)

It is crucial to consider additional steps taken for user testing of the UI and usability as the high-fidelity prototype advances. The concept report included some usability testing, but it wasn't sufficient, and now that the prototype has been moved to a real website with CSS, HTML, and JavaScript, more needs to be conducted. There are certain aspects that are replicated differently through code on the high fidelity prototype, which increases the need for this usability testing to take place.

Personas and Scenarios

For this project, the two previous user personas gathered from two separate individuals have been re-evaluated (see below) since the initial investigation. These user personas have used the same data from the previous investigation (see appendix), but these results extracted from the personas specify the needs of the user and how they can be addressed in our design, including the opportunity for testing to evaluate the functionality. From these user personas, the integration of their goals and psychosocial background have been combined to not only create the website, but create the current user trials which are displayed through user trial results and journey mapping. The user testing prompts then become tested with the other persona and three random users also as stated in the testing results, to ensure consistency for potential users and solutions to user needs are met.

User 1



Rowena

Demographic:

52 yr old married female living in Canberra, Australia, works as a mother and pathologist

Gain points

Confident in using technology

Passionate in field of interest

Take-aways

Maintenance of productive workflow (i.e. in the information architecture)

Enhanced theme in urban farming

Results

To keep familiarity of user

To ensure desirability and satisfaction

Pain Points

Not confident to engage with community

Doubting reliability of information

Needs

Simple communication methods

Experience and background of sources

Results

To boost confidence in socialising

To eradicate any doubts about provided information

Integration into prototype

- **Direct messaging feature**

This allows users to contact anybody on the Urbeez platform. Users will be able to navigate to message users through their profile, or initiate a new message to any user they search for.

- **Badge system**

This offers users a fun and engaging way to build up a reputation on the Urbeez platform. It works as a ranking system, with icons that showcase different plant stages, reflecting user's experience and engagement within Urbeez. Badges are viewed on the profile as well as in the public view to ensure trust in the spreading of information.

- **Simple and straight forward architecture**

Ensuring the flow of navigation is smooth and consistent across the website.

- **Website theme**

Colours of the website are kept in accordance to stereotypical urban growing practices. Green, and brown (including anything in between like beige) are the primary colours of this website. The font choice also reflects the fun and feel of home craft which reflects urban growing.

Prompt extracted for user testing - Trial 1

Tests for simple communication methods and reliability of sources:

'You have some extra mangos that you don't want to waste. Figure out how to **find someone you can trust** who's interested in producing swaps and **contact them** to organise a meet up.'

Trial 1 - Journey Scenario

Step 1 Part 1: Initiate

The screenshot shows the 'About' page of the Urbeeze website. At the top, there's a navigation bar with links for Home, About, Forum (which is highlighted with a red circle), Library, Events, and a search bar. Below the navigation is a section titled 'About Urbeeze' with a sub-section 'About Us'. It contains text about the website's mission to empower city dwellers to embrace the beauty of green spaces and a quote from John: 'At Urbeeze, we believe that every concrete jungle can be transformed into a lush haven. Our mission is to empower city dwellers to embrace the beauty of green spaces, no matter how limited their square footage may be. Whether you have a tiny balcony, a rooftop, or just a sunny windowsill, we've got you covered.' There are also sections for 'Join forces with fellow urban gardeners' and 'Remember, at Urbeeze, we're not just about plants; we're about fostering a sense of community, sustainability, and well-being. Join us in celebrating the magic of urban gardening!' At the bottom, it says 'Our passionate team of urban gardeners is here to support you on your green journey. From our resident amateur whisperer to the compost guru, we're a quirky bunch with a shared love for all things lody.'

Step 2: Enquire

This screenshot shows a user profile for 'John316'. It includes a circular profile picture of a smiling man, his name 'John316', his email 'johnsmith@gmail.com', and his interests 'Gardening, Chickens, Trading Seeds'. Below this, there's a section titled 'About Me' with a bio: 'About Me: I'm an avid home grower. With my urban garden, I cultivate a variety of fresh produce. Through sustainable practices and dedication, I nurture nature's beauty. Join me in the joy of homegrown goodness!'. A red circle highlights the 'Send Message' button. To the right, there's a 'Badges' section featuring a small icon of a potted plant.

Step 1 Part 2: Initiate

The screenshot shows a post on the 'Discussion Forum' titled 'Autumn Vegetables'. The post was made by 'Jane.Silver' and includes the text: 'Hey Homies, I'm looking for a range of different vegetables that WILL grow well during the upcoming months. It needs to be able to produce somewhat of a crop I'm sick of having nothing to show from my plantings.' Below the post are 'Like', 'Dislike', and 'Comment' buttons. To the right, there's a sidebar titled 'Trending Topics' with links like '#NaturalPestElimination', '#Winter2024', etc. Another post below it is titled 'Crop Swap' with a similar message about finding local swaps.

Step 3 : Complete and reflect

This screenshot shows a 'Send Message' dialog box. It has fields for 'Recipient' (with 'John316' entered), 'Subject' (empty), and 'Your message' (with a placeholder 'Type your reply here...'). A red circle highlights the 'Send' button at the bottom.

User 2



Paul

Demographic: 56 yr old married male living in Canberra, Australia, works as a cloud architect

Gain points

Motivated through results

Sustainable by choice

Take-aways

Constant feedback within and through website

Website sustainability

Results

To keep user engaged.

To ensure shared ethical and moral views are kept and influenced.

Pain Points

Struggles finding time to pursue interests

Needs

Quick flow of sourcing information

Results

To satisfy user's time management

Integration into prototype

- **Simple task for sourcing information**

A library has been added to the website that is easily accessible. On the page it features popular books and a search system that provides the book and chapter upon search that users can read briefly or download to read later. This library offers users reliable information and retrieves the location so that users will not have trouble locating information

- **Gamifying feedback and task feedback**

As recorded with the previous user, the badge system users a fun and engaging way to build up a reputation on the Urbeez platform. It gives users motivation to come back and continue engaging.

Another type of feedback implemented is website notifications. For example, when the user sends a message, it will produce a dropdown text that confirms the message is sent.

- **Sustainable coding**

The practice of developing and running this website is aimed to reduce CO2 emission. Though this is not something that can be tested at this stage of development, it is ensured that the development of this prototype enforces more static website performance to optimise time spent and computer performance, and reduce waste and CO2 emissions.

Prompt extracted for user testing - Trial 2

Tests for **time efficiency** and **satisfaction of retrieving information:**

“You’ve recently purchased some seeds, you want to find out what season and area they best grow in.

Find this information about this.”

Trial 2 - Journey Scenario

Step 1 Part 1: Initiate

The screenshot shows the 'About' page of the Urbeez website. At the top, there's a navigation bar with links for Home, About, Forum, Library (which is highlighted with a red circle), Events, and a user icon. Below the navigation, there's a section titled 'About Urbeez' with a brief introduction. A red circle highlights the 'Library' link in the navigation bar.

Step 2: Enquire

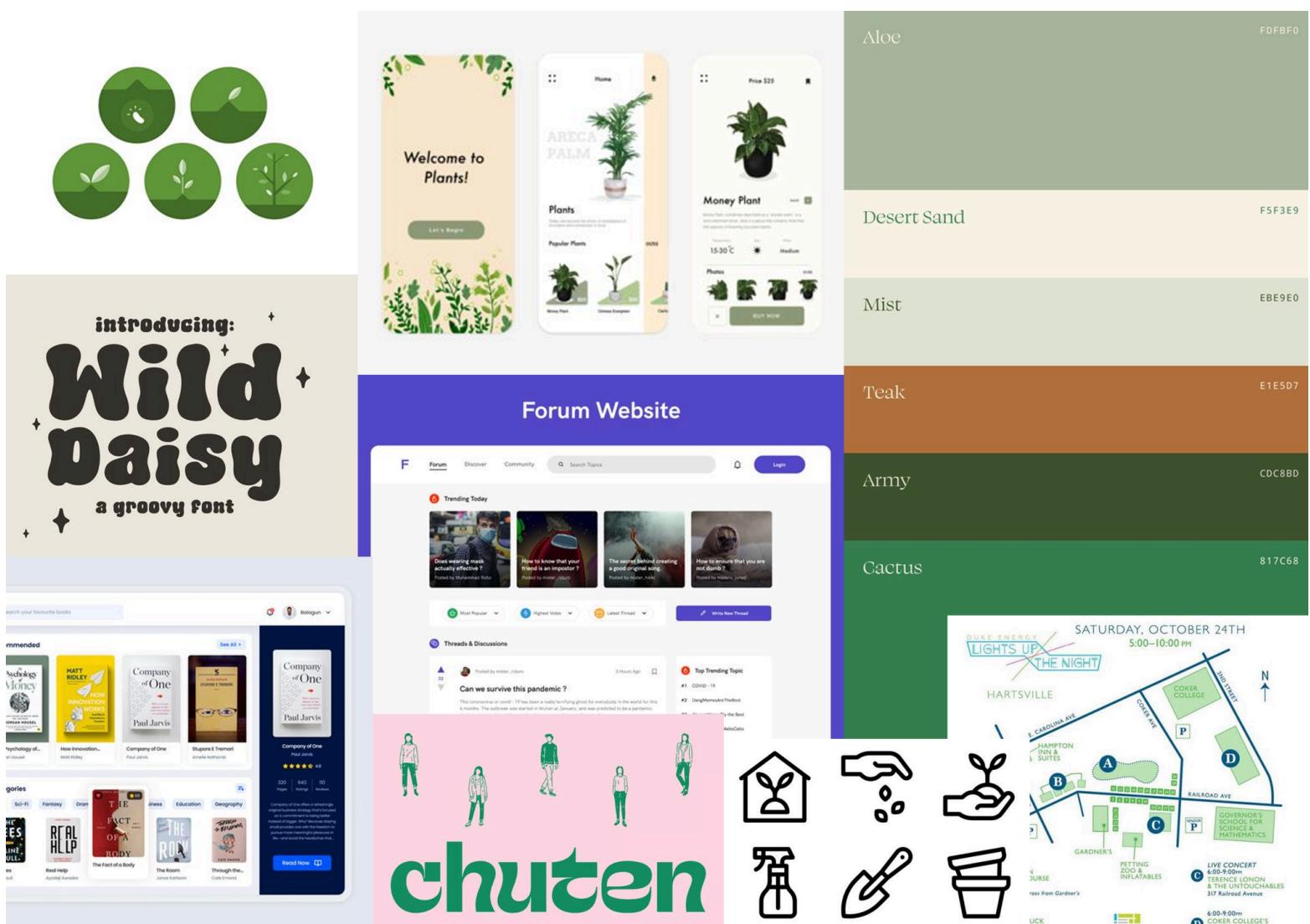
The screenshot shows the search function on the Urbeez website. At the top, there's a navigation bar with links for Home, About, Forum, Library, Events, and a user icon. Below the navigation, there's a search bar with a 'Search' button. A red circle highlights the search bar. To the right, there's a sidebar with sections for 'Featured E-Books' and 'Categories'.

Step 3: Complete and reflect

The screenshot shows the library search results for 'Growing Seeds'. The results are displayed in a card-based grid. One result, 'Growing Seeds' by BOOK, has a red circle around it, indicating it's the selected item. Each card includes a book icon, a rating (4.0), and a 'Read' button.

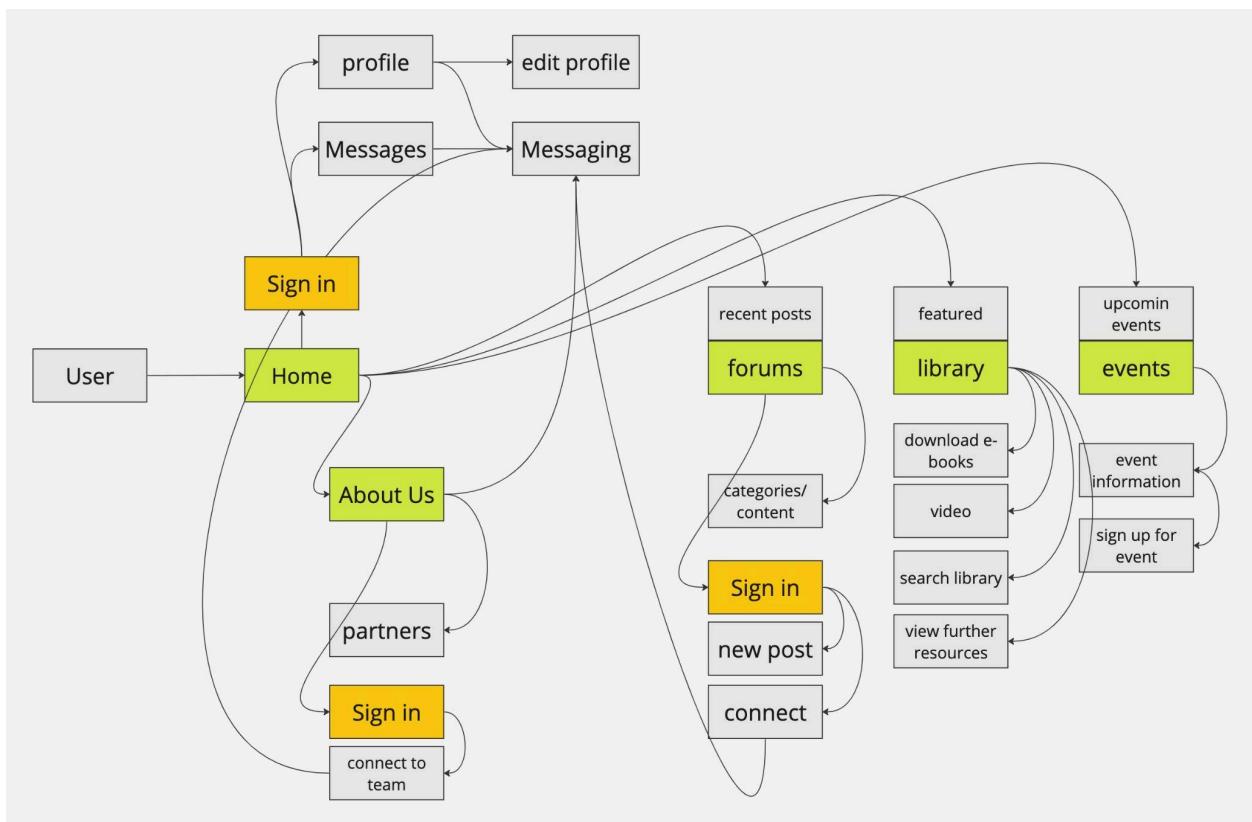
Development of the High Fidelity Prototype

Colour scheme, inspirations and aesthetic choices like font families are brainstormed and included in the following moodboard. This helped direct the theme and aesthetic in a positive, desirable and urban-feel direction.



Information Architecture

There is not much difference or change to the flow of the information architecture. The usability testing conducted in the concept report proved that the flow was functional and that users were able to locate pages as desired. It is noted that signing in became a process irrelevant to established users and their needs. From this, user testing was recreated with the user already signed in, with full access to the features of the website.



High-Fidelity Prototype

Coded prototype: <https://github.com/sassykeyah/Urbeez>

Home Page

The screenshot shows the homepage of the Urbeez website. At the top, there is a dark navigation bar with the text "Urbeez ★" on the left and links for "Home", "About", "Forum", "Library", "Events", and a user icon on the right. Below the navigation bar is a white content area with a title "About Urbeez". The content describes Urbeez as an Urban Gardening and Horticulture Website, created by individuals interested in website design and the environment. It emphasizes the mission to empower city dwellers to embrace the beauty of green spaces, regardless of their size. It encourages community engagement through garden initiatives, seed swaps, and workshops. A quote from a resident succulent whisperer and a compost guru is mentioned. Below this text is a large, centered photograph of two people in a lush garden, one pointing at something in the plants. Below the photo is the text "Cultivate Community" and three small circular navigation dots. At the bottom of the page is a dark footer section with "Main Links", "Resources", and "Contact" sections, along with a "Sign up for Newsletter" form.

Urbeez ★

Home About Forum Library Events

About Urbeez

Urbeez is an Urban Gardening and Horticulture Website. It was created by individuals involved and interested in both website design, and the environment. Focusing on information, tools, and networking opportunities to support individuals interested in practising urban farming, promoting sustainable agriculture, and fostering community engagement. It should foster all skill levels and apply in a range of different living environments.

At Urbeez, we believe that every concrete jungle can be transformed into a lush haven. Our mission is to empower city dwellers to embrace the beauty of green spaces, no matter how limited their square footage may be. Whether you have a tiny balcony, a rooftop, or just a sunny windowsill, we've got you covered.

Join forces with fellow urban gardeners. Our community garden initiatives foster collaboration, whether it's transforming vacant lots into vibrant green spaces or organizing seed swaps. Connect with like-minded enthusiasts, attend workshops, and contribute to the greening of our city.

Remember, at Urbeez, we're not just about plants; we're about fostering a sense of community, sustainability, and well-being. Join us in celebrating the magic of urban gardening!

Our passionate team of urban gardeners is here to support you on your green journey. From our resident succulent whisperer to the compost guru, we're a quirky bunch with a shared love for all things leafy.

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Cultivate Community

Main Links

- Home
- About Us
- Services
- Portfolio

Resources

- Blog
- FAQs
- Terms of Service
- Privacy Policy

Contact

- Contact Us
- Support

Sign up for Newsletter

Enter your email

Sign Up

About Page

Urbeez ★

Home About Forum Library Events  

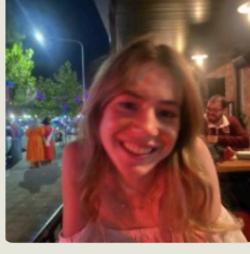
About Urbeez

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Our Team



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Main Links	Resources	Contact
Home About Us Services Portfolio	Blog FAQs Terms of Service Privacy Policy	Contact Us Support

Sign up for Newsletter

[Sign Up](#)

Forum Page

Urbeez ★

Home About Forum Library Events  

Popular Conversations

-  [Transforming Urban Spaces](#)
-  [Citizens Vs The City](#)

Discussion Forum

 Jane_Silver posted

Autumn Vegetables

Hey Homies, I'm looking for a range of different vegetables that WILL grow well during the upcoming months. It needs to be able to produce somewhat of a crop! I'm sick of having nothing to show from my plantings.

[Like](#) [Dislike](#) [Comment](#)

 John3l6 posted

Crop Swap

Does anyone know of any local crop/produce swaps happening in the area? I'm in northside CBR and have a bunch of leftover produce!

[Like](#) [Dislike](#) [Comment](#)

Main Links

- [Home](#)
- [About Us](#)
- [Services](#)
- [Portfolio](#)

Resources

- [Blog](#)
- [FAQs](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Contact

- [Contact Us](#)
- [Support](#)

Sign up for Newsletter

[Sign Up](#)

Library Page

The screenshot shows the 'Library Page' of the Urbeez website. At the top, there's a dark header bar with the logo 'Urbeez ★'. Below it is a light-colored navigation bar with links for Home, About, Forum, Library, Events, and user icons. A search bar with a dropdown menu and a 'Search' button is also present. The main content area features a 'Featured E-Books' section with two items: 'Transforming Urban Spaces' and 'Citizens Vs The City'. Below this is a 'Categories' section with two items: 'Seasonal Vegetables' and 'Crop Swap', each with a 'More' button. To the right, a sidebar titled 'Most Popular' lists hashtags like #NaturalPestElimination, #Winter2024, #Planting Tips, #Autumn2024, #Sustainability, #Flowers, and #LifeHacks. At the bottom, there's a footer with 'Main Links' (Home, About Us, Services, Portfolio), 'Resources' (Blog, FAQs, Terms of Service, Privacy Policy), and 'Contact' (Contact Us, Support). A newsletter sign-up form is also at the bottom.

Urbeez ★

Home About Forum Library Events

Search Filter Search

Featured E-Books

- Transforming Urban Spaces
- Citizens Vs The City

Categories

Seasonal Vegetables

Read About The Varying Seasons And Their Plantable Crop

More

Crop Swap

More

Most Popular

- #NaturalPestElimination
- #Winter2024
- #Planting Tips
- #Autumn2024
- #Sustainability
- #Flowers
- #LifeHacks

Main Links

- Home
- About Us
- Services
- Portfolio

Resources

- Blog
- FAQs
- Terms of Service
- Privacy Policy

Contact

- Contact Us
- Support

Sign up for Newsletter

Enter your email Sign Up

Library Page Pt 2.

The screenshot shows the Urbeez library page. At the top, there is a navigation bar with links for Home, About, Forum, Library (circled in red), Events, and user profile. Below the navigation bar is a search bar with a 'Search' button and a 'Filter' dropdown. A red arrow labeled '2.' points from the search bar area down to the main content area. In the main content area, there is a large heading 'Library' with a red arrow labeled '3.' pointing to it. Below the heading is a search bar and a 'Filter' dropdown. The main content area is titled 'Relevant Results' and contains three book entries under the heading 'Growing Seeds'. Each entry includes a book icon, a star rating of 4.0, and a 'Read' button. The book descriptions are placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et exercitation ullamco'

Urbeez ★

Home About Forum Library Events

2.

Search Filter Search

3.

Library

Search Filter

Relevant Results

Growing Seeds

BOOK

Book 4.0 Read

BOOK

Book 4.0 Read

BOOK

Book 4.0 Read

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et exercitation ullamco

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et exercitation ullamco

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et exercitation ullamco

Events Page & Registration Form

Urbeeze ★

Home About Forum Library Events  



Event 1

Date: April 25, 2024
Location: Belconnen
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Register Now



Event 2

Date: May 10, 2024
Location: Gungahlin
Description: Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Register Now



Event 3

Date: June 1, 2024
Location: Narrabundah
Description: Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Register Now

Main Links

Home
About Us
Services
Portfolio

Resources

Blog
FAQs
Terms of Service
Privacy Policy

Contact

Contact Us
Support

Sign up for Newsletter

Enter your email Sign Up

Event Registration Form

Name:

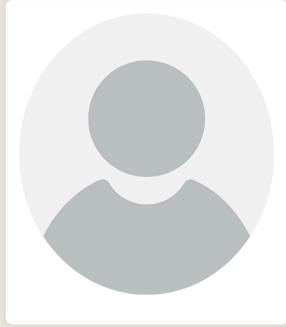
Email:

Phone:

Select Event:

Register

Profile Page



User Name

Email: user@example.com

Interests: I haven't added any yet!

About Me: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Edit Profile](#)

Badges



Rank: Sprout

You just joined!

Messages

Messages



Subject: Urban Farming Tips
From: Urban Gardening Society
Sent: May 17, 2024



Subject: Workshop Invitation: Introduction to Urban Farming
From: Jane
Sent: May 15, 2024



Subject: Volunteer Opportunity: Community Garden Planting Day
From: SarahBass
Sent: May 14, 2024

Usability Testing

After the prototype developed into a higher fidelity, to continue the usability testing, trials will be completed by the user personas and three random individuals based on the investigated user centric needs. The techniques that are being used to record the data will be the same as the UX testing in report, involving the think aloud qualitative technique, and the use of the system usability scale. The think aloud technique allows for an honest and following dialogue between the participant, meaning any misinterpretations of the UI can be spotted, allowing for understanding into where their direct struggles lie (Jakob Nielsen, 2012). In correspondence, the system usability scale is a quick and easy way to assign a score to the usability of a product. It runs through significant questions regarding the participant on their ability to use the site, and whether or not it was difficult. The individuals will complete two trials based off of the main goals of the users as evaluated in the user personas, being **communication, information reliability and sourcing**. The qualitative and quantitative data will be recorded for insight. The following statements were extracted from user personas and used for testing. It is important to note that the user testing was recreated with the user already signed in, with full access to the features of the website, as the signing in process was irrelevant to user needs as discussed in the development of the IA (information architecture).

Trial 1:

'You have some extra mangos that you don't want to waste. Figure out how to find someone you can trust who's wanting to swap produce and contact them to organise a meet up.'

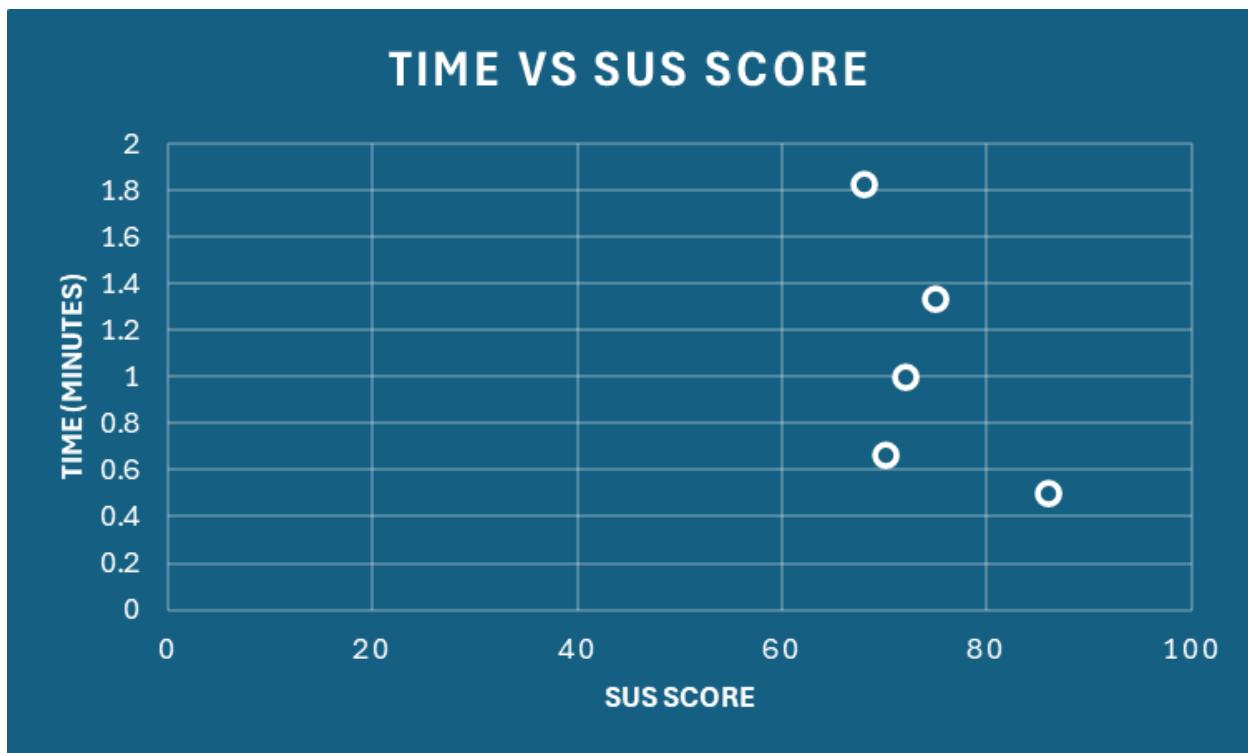
Trial 2:

'You've recently purchased some seeds, you want to find out what season and area they best grow in. Find the information about this.'

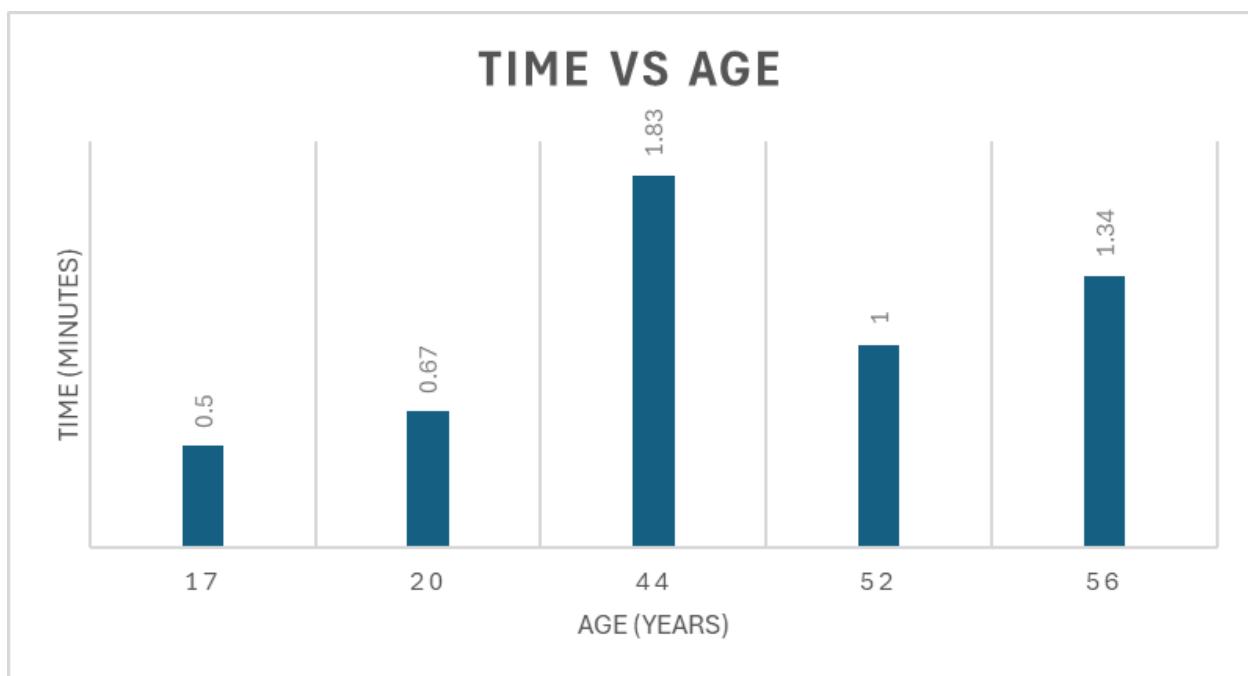
Results From High Fidelity Testing Trial 1

Participant	Think Aloud Statement
1. User 1: 52yrs, 1 minute	"Naturally I went to click the comment button rather than the person." "I wonder weather chat or discussions could be a better word" "Maybe the icons could be changed and colours could be changed, because I identify symbols with the tags"
2. User 2: 56yrs, 1.2 minutes	"The message icon is helpful" "Oh, that was easy."
3. 20yrs, 45seconds	"I thought I should click the comment button, not the profile picture"
4. 17yrs, 30seconds	"Would this be on Forum?"
5. 44yrs 1.5minutes	"I went straight to the message icon"

Trial I, Time VS SUS SCORE



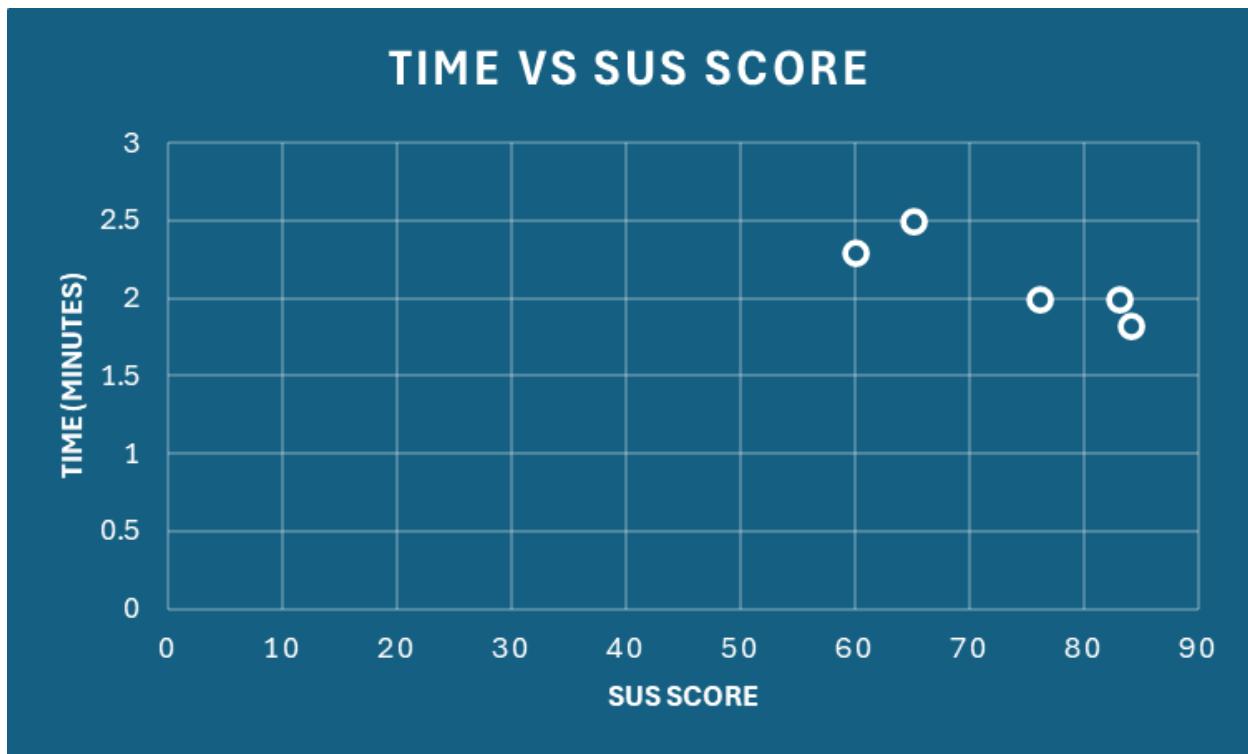
Triall I, Time VS AGE



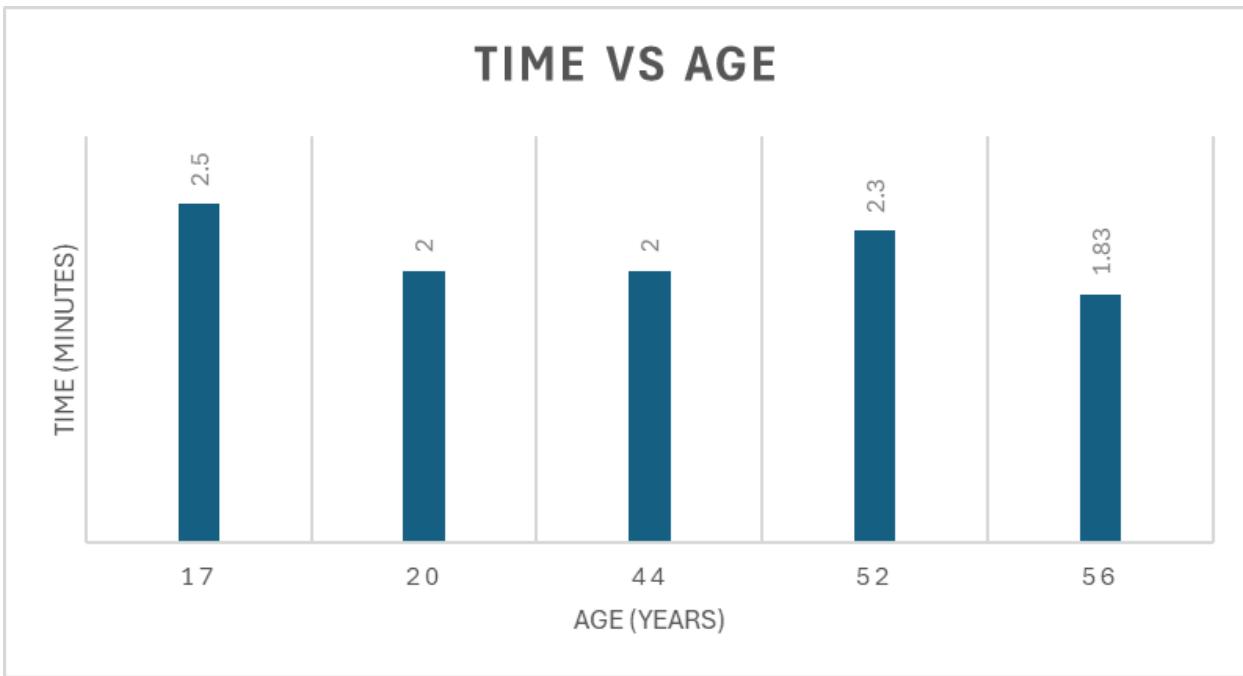
Results From High Fidelity Testing Trial 2

Participant	Think Aloud Statement
I. User 1: 52, 2.2minutes	"I'm more drawn to the personal experience of others" "I wanted to engage more with the forum than the library when searching for answers"
2. User 2: 56yrs, 1.5 minutes	"There's a lot of different topics. The more the merrier."
3. 20yrs, 2 minutes	"Can I search the library for information?"
4. 17yrs, 2.3 minutes	"OMG the whole thing is so cozy!"
5. 44yrs 2 minutes	"Why can't I see the picture of the featured?"

Trial 2, Time VS SUS SCORE



Trial 2, Time VS AGE



User Journey Mapping of Testing Scenarios

Results of user testing through journey maps provided great insight into the emotion and thought process of the two user personas as they progressed through their relevant task. The first user's trial revealed that simple communications were functional and efficient, which promoted user satisfaction for task management and community involvement. The second user's trial revealed that reliability of information was assured and that information obtained was functional. However, it also revealed of a user experience issue where it did not meet the key needs of the user, being the sustainability of time. It is noted for further development to meet this need by introducing search results to include insights and location of specific information the user desires, as opposed to providing the information and expecting users to find specific information within, say, a book. This new method evaluated on will significantly improve the user's time efficiency of retrieving information, and will be further reflected on.

User 1 - Trial 1

 <p>Rowena 52 yr old married female living in Canberra, Australia, works as a mother and pathologist</p> <p>⌚ You have some extra mangos that you don't want to waste. Figure out how to find someone you can trust who's interested in producing swaps and contact them to organise a meet up.</p>			
 <p>Journey Step</p>	 <p>initiate</p> <p>Find forums page for community</p>	 <p>enquire</p> <p>Discover post by a community member</p>	 <p>reflect</p> <p>Contact community member directly</p>
 <p>Feeling</p>	 <p>determined, intrigued</p>	 <p>inspired, curious</p>	 <p>confident, motivated</p>
 <p>Think/say <i>User quotes, think out loud responses, and thoughts.</i></p>	<p><i>I want to trade my mangos, how can I find out other people who wants to trade produce?</i></p> <p><i>I guess the forums page is where people can post about anything, maybe I can find someone there.</i></p>	<p><i>Oh so this guy posted that he is looking for people to trade with.</i></p> <p><i>I'll contact him directly so I don't have to post in public.</i></p> <p><i>His profile has a pot plant badge, that means he's active and been on here for a bit.</i></p>	<p><i>My message went through, that's good.</i></p> <p><i>I'll wait for his response, his profile says he's active so that means he wouldn't take too long to reply.</i></p>
 <p>Reflection</p>	<p>What measures have been taken to improve user experience?</p> <p>Fulils the following needs:</p> <ul style="list-style-type: none"> • Simple communication, specifically the ease of direct communication • Reputation system enforced influences the user to have trust in the community and responses 	<p>What measures should be taken to improve the journey experience?</p> <p>Improvements:</p> <ul style="list-style-type: none"> • Notifications system to inform user of replies or messages, to complete the communication process 	

User 2 - Trial 2

 <p>Paul 56 yr old married male living in Canberra, Australia, works as a cloud architect</p> <p>⌚ You've recently purchased some seeds, you want to find out what season and area they best grow in. Find this information about this.</p>			
 Journey Step	initiate Enter library page for information	enquire Search for seeds and look into results	reflect Obtain results
 Feeling	 determined, intrigued	 inspired, curious	 frustrated, confused
 Think/say User quotes, think out loud responses, and thoughts.	<i>Woah the library has a lot of resources.</i> <i>The library has some recommendations that aren't about seeds, I guess I'll search it.</i>	<i>Okay there's a filter for seeds, I guess that's a common search.</i> <i>This book seems good to download, has a good rating.</i>	<i>Where is the seeds section in the book?</i> <i>There's so many chapters. This will take time to read, I'm gonna have to read it later.</i> <i>Why can't it tell me the information straight away?</i>
 Reflection	<i>What measures have been taken to improve user experience?</i> Fulfils the following needs: <ul style="list-style-type: none"> Reliable information and trust in the resources provided 	<i>What measures should be taken to improve the journey experience?</i> Improvements: <ul style="list-style-type: none"> Search results in for each book should give an insight and location to the text or information within the book without having to download and self-search so that time will be saved searching for information. 	

Reflection

The user testing for the high fidelity and the previous user experience trials, showcased that overall, users have a positive interaction with the general colour scheme, font, design style and layout. There are multiple comments from the current usability trials that reflect this idea. Such as;

“The message icon is helpful”
&
“OMG the whole thing is so cozy!”

These statements reiterate our previous qualitative data gathered from report 1, for example one quote was;

“I liked the look of the Events page, it’s clear how it’s set up with the map.”

Which aids the overall implication that the prototype reflects both a positive UI and UX journey. Aside from qualitative data, the quantitative results from the usability testing in this report, showed positive averages for time taken and sus scores when compared with the ages of each user. This validates that the platform is not just positive for the younger who have fewer accessibility constraints, but for all ages, and all accessibility needs. The average age of the individuals taking both trials were 37.8, with the first trials average SUS score as 74.2, and the second being 73.6. With a 0.6 point difference in sus scores, there is little change in the average scores from both trials. Showcasing that the overall usability of both the communication features, aim of trial one and information seeking techniques, aim of trial two, were successful.

In regards to the negative results from the usability testing and reflection of the high fidelity, there was one main issue regarding the desirability factor of the information obtaining process. Though the Library page passed the usability trials and basic desirability factors, it lacks a unique user experience level of interactivity, which has been learnt since the previous investigation. The results from the user journey mapping of the 2nd user persona revealed this critical issue that the user was required to spend more time finding the information within the book source. This opens up the opportunity for the website to improve to meet user needs by providing insight and information location on search results so that users can obtain specific information desired quickly. This will drastically improve the user experience of the website.

Conclusion

Overall, Urbeez is a multifactorial web platform that has a clear goal of fostering community and science based urban farming concepts and connections. It meets the needs of the user personas both broad, and specific. Not only relying on aesthetics to attract users, but being usable and efficient, meeting the needs based on the user personas, a fast, responsive and sustainable website. Accessibility has been highly regarded throughout the creation of this high fidelity prototype, after the lack of focus during the development of the lower fidelity prototype. It can now be assured that both accessibility and aesthetics have been taken into consideration and trialled. The emotional response from the current state of the prototype has been overall positive and regards a level of desirability that has enabled emotional reactions from potential users.

Negative responses include the key issue noted in information sourcing within the library page due to limited back-end coding knowledge and the lack of consideration in this department. Steps to solve and test this issue will be taken into consideration within the next stage of development. Overall, this investigation proved the high fidelity prototype to be beneficial to target users by addressing their needs, functional with little usability issues at this stage of development, and mostly desirable for user satisfaction and experience, with further insights onto how this prototype can be improved.

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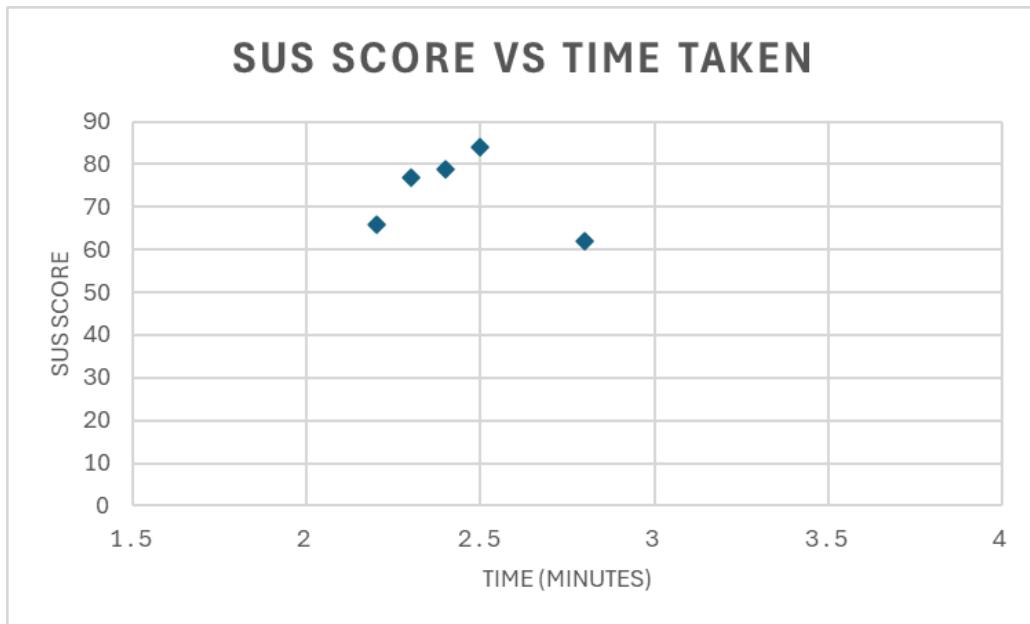
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Appendix

Appendix A. SUS Score VS Time Taken



Appendix B. Self Analysis Table

Issue:	Severity: (1-3)
Contrast of text to background, e.g text and headings with dark text to light background	2, Does not seem to be an issue, could potentially be for <i>visually aided individuals</i> , as the website is aimed at the older generation, could pose usability issues.
Small Buttons with Text	1, Is readable yet also could pose issues for <i>visually aided individuals</i> as they are less obvious and have forced smaller text due size constraints.
Limiting content forces the experience to be community based.	2. While this may be considered great community engagement and inclusion, it can pose potential problems in activity and overall use for the website outside of those parameters

Appendix C. SUS SCALE

System Usability Scale

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Appendix D. User Personas

USER PERSONA I

Persona - Expert within AOI

Demographics

- **Name:** Rowena
- **Age:** 52
- **Location:** Canberra, Australia

Background

- **Occupation:** Lead Speech Pathologist
- **Industry:** Medicine, Speech Pathology
- **Technology Proficiency:** Casual User, Is moderately comfortable with using technology

Goals and Motivations

- [User's primary goals when using the application] The users primary goals when using the application focus on communication, knowledge building and social interaction. This looks like advice on animal health, weed and pest management, growing tips and sustainable solutions. They would also like to trade excess produce or materials and learn about local urban farming events.
- [What motivates them to engage with the app] This user is motivated by community and expert output on questions. To engage they require some abstraction of a social media based forum within the website, alongside information that is permanent and navigational.

Challenges and Pain Points

- Overall comfortability with technology is moderate, they are aware they are unable to use or access all of the functions of a website. As a website user they dislike adverts passionately. Providing us with a suggestion that their comfortability with technology often relies on simplistic, streamlined content. Struggles with finding content on the internet that is selective to their needs.

Preferred Devices

- Often uses a smartphone but also regularly uses a desktop.

Behavioural Patterns

- This user will often engage with community groups and forums on platforms such as Facebook. This is usually when they have an inquiry or want advice. They also use it more habitually and recreationally and will browse and entertain themselves in their spare time looking through others posts and comments about urban horticulture

Social Preferences

- Social interaction within the website needs to be fluent and constant. The user's main desires rely on their ability to communicate with others and see their content. It helps to keep them engaged in the subject area of urban horticulture.

Interests and Hobbies

- They enjoy urban horticulture and have had ten years of gardening experience in which they have owned multiple properties with a backyard that is tendable and maintainable, as well as convertible into a rewarding ecosystem. They have tended to and enjoy animals, specifically chickens. Interested in cooking and preserving as well as sustainable garden management.

Expectations

- This user needs this website to be simplified and easy to navigate, it must also have a variety of content.

USER PERSONA 2

Persona - Novice AOI

Demographics

- **Name:** Paul
- **Age:** 56
- **Location:** Canberra, Australia

Background

- **Occupation:** Cloud Architect for the Electoral Department.
- **Industry:** IT/Cloud Architect Contractor
- **Technology Proficiency:** Extremely Proficient

Goals and Motivations

- Reduce time spent researching to therefore increase enjoyment. Potential reduction of costs, etc. Needs to save the user time
- Is motivated through sustainability and home ownership, the requirement to upkeep a garden with little time to focus on said upkeep.

Challenges and Pain Points

- **Struggles to find the time to contribute to their garden and research to understand the variety of challenges and problems that are faced with urban garden management.**

Preferred Devices

- Often and is extremely competent using both a desktop and phone.

Behavioural Patterns

- They have a low usage of gardening websites and are not one to engage in platforms often. Occasionally will use the internet to ask questions, has specifically asked about tracing an underground cable and hence used the internet to source that information.

Social Preferences

- Has no overall advocacy for a social aspect and isn't bothered, but said he may be interested in connecting with others.

Interests and Hobbies

- Management of the garden via systems such as irrigation and underground wiring to control a product maintaining his garden. He enjoys the integration of technology into gardening. Is an overall major advocate for sustainable practices and helping climate change.

Expectations

- Overall, a functional website that can manage a variety of different content surrounding urban horticulture and gardening, all in one place.

USER PERSONA | Psychographics table

Physio	Socio	Psycho	Ideo
Staying in shape	Introverted Company	Optimist	Decency
Going Outdoors	Good family relationships	Proactive	Climate Responsibility
Healthy Body + Mind	Natural Beauty	Selfless	Socialist
	Job Status	Introvert	