

#### **Assignment 4: Prototype Portfolio**

Kalecia S. McNeal

Florida State University

Name of Organization: MAK Group

URL: <https://runningintheusa.com>

## **Main Objectives**

For the main objective of creating a prototype, I needed to find the main users, tasks for each user and information needs. I created three main user groups with a hyperfocus on two personas with their own tasks associated with the website RunningInTheUSA. There are three main goals for the website at hand. Firstly, we want to make changes to the site so that the user can have an easier time looking for races, clubs or events conveniently with ease. Secondly, we want to make the navigation of the site easier by having different links to go to a page where the user can do what they need to on the website. Lastly, we want to change the design of the website so that the user can see the information more easily without many distractions.

### **Primary Users**

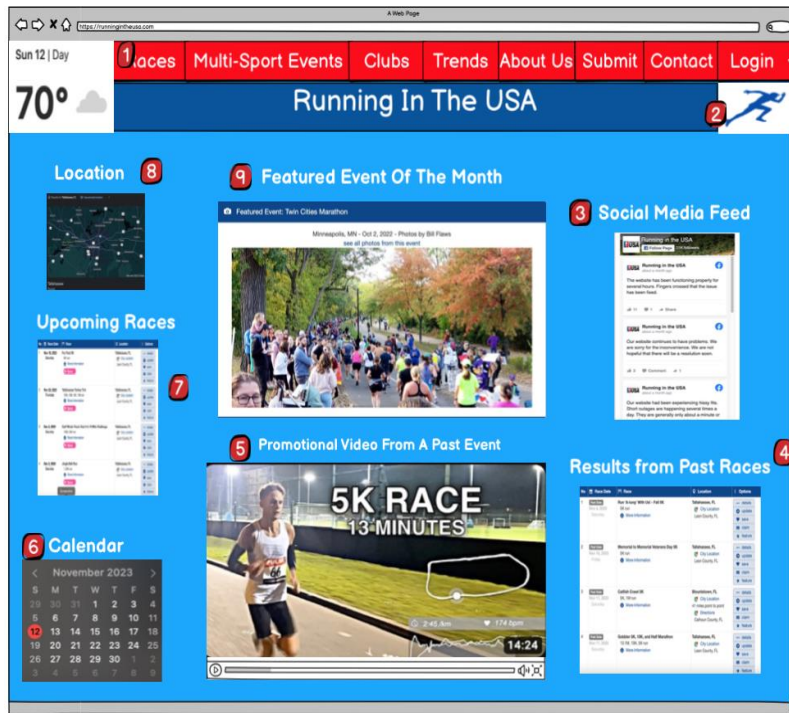
For our first user group, it is adults with a particular emphasis on adult males. Most of their tasks would deal with racing whether it is registering for one, looking up the result of a past race or joining a multi-sport event. Our second user group would be students whether they are in high school or college. Their tasks would be the same as the adults but including joining clubs or looking at social media for the website. Lastly, our third group would be organizers or those who set up the event/race. They would create listings, promotions for the event they are hosting or host clubs for the racers to join.

### **Changes**

Firstly, I made my wireframes have similar alignment on each of the webpages I did including a mobile format. Omitting the ads is the best decision because they were distracting to users. Secondly, I changed the navigation of the website by altering the sections into different spaces more than the last. Also, I tailored specific settings depending on what the user allows permission for the website. These include weather and location widgets. Lastly, I made a mobile version of the website on a phone so it can be interactive. All these changes will allow the user to have an easier time interacting with Running In The USA. Without a further ado, here are the 4 wireframes requested down below:

## Wireframe #1: Homepage





Main Page

- 1) This is the navigation tool bar where the user can find what they need.
- 2) Logo area
- 3) This is the social media feed. I added this to the side bar so the user will be able to see the trends.
- 4) I added this section because the user may want to see the results of races in their local area.
- 5) I added the video so the user would be able to look at past events. I think this will bring inspiration to new users if they want to race.
- 6) I added this calendar widget so the user can click on to see which events are happening on that day.
- 7) I added this upcoming races as a reminder for the user to see which races and other events are happening in the local area.
- 8) If the user logs in then the widgets like the weather, upcoming events and much more will automatically tailor to the user's city and location given permission.
- 9) I added the feature event sector so the user can see if their event is being featured.

## Wireframe #2: Races Section



Races Section

1) I added the Local Races section so the user can find a race automatically tailored to the region.

2) I added the State section for the user to see if there are regional races in their states.

3) Also I added the map so the user can click on the state they live to get a list of cities that way.

4) This section is for the user if they can not find the city by map.

5) I added the search bar if the user is unable to find to find their race after using every other tab or if the user knows the name of the race.

6) I added this section so the user can see if their race is featured this month.

7) I add the calendar so the user can find their race by date.



## Wireframe #3: Phone Homepage

### Phone



1) I added the bar to substitute for the tabs

2) While the logo and the weather are in the same place, I added the date to fill in for the calendar.

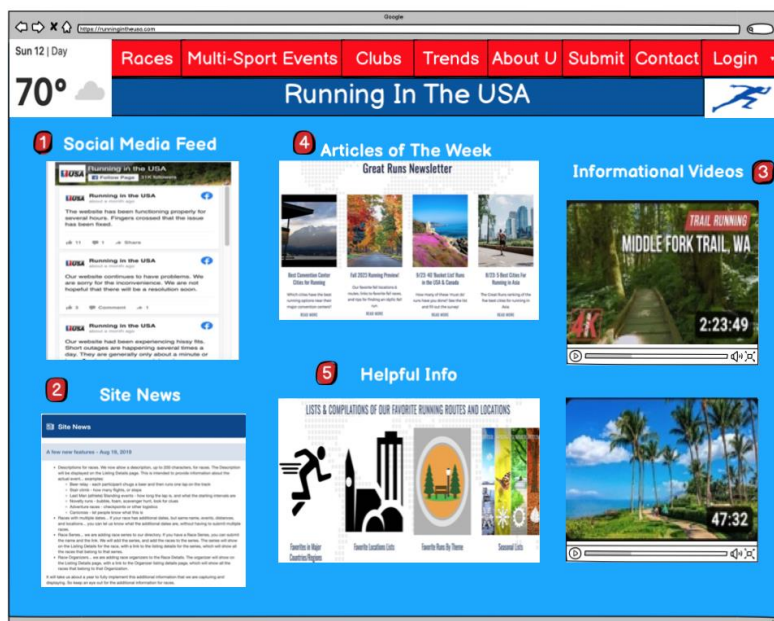
3) For the images, I still have the content in the same place.

4) For the upcoming races and the past events sections, I decided to block them to make it easier for the user to access info on their phones..

5) I added a past race section so the user can see the results of the race they participated in.

## Wireframe #4: Trends Section

### Trends Section



1) This is the social media feed. I added this to the side bar so the user will be able to see the trends.

2) I added the "Site News" for users to keep up with new developments and other things that affect the website.

3) I added these videos for users to view in order to inspire and show users what racing is about.

4) I added the articles section for users to read about more interesting running topics.

5) Also, I added this "Helpful Info" section for users to find other races that the site has liked or loved.