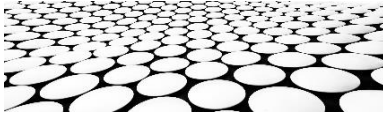


SEG3125 User Interface
Design and Analysis



PROJECT 1
Service Business Site

Step 1 – Prototyping



GOALS

It is important that you first understand the idea of the project as a whole. So, please first read the following document which gives an overview of the project:

- Summer2023-SEG3125-Project1-Overview.pdf

The current document focuses on Step 1 of your project, in which you must produce a prototype (storyboard) of your web site. See the requirements section of this document for details on what your prototype should contain.

The purpose of this prototyping step, so early in the semester (without all the necessary knowledge, I know) is to force you to “give it a try” and right away get a sense of how complex deciding on human-computer interactions is. This first step is not there for you to build a perfect web site, it’s rather there to encourage you to explore some ideas of design.



TUTORIALS / TECHNOLOGIES

For this step, I encourage you to explore the information in [Pencil Project](#). You will use the platform to design your prototype of your Service Business Site.



If you prefer to use a different mockup tool, that is fine too. Many students, last year, used Figma (<http://figma.com>) and liked it a lot.



REQUIREMENTS

Here is the list of requirements for this Step 1 – prototyping of your Service Business Site.

1. Decide on which service business you want to explore. In the document describing the overview of the project, I suggested: hair salon, dentist, bike repair, veterinarian. But any service business is fine. As long as the service business you choose includes the possibility of making an appointment online through a calendar, of choosing a particular expert/specialist (hairstylist, dentist, etc), of finding information about the specific services offered (e.g. short cut, hair color) and their prices.
2. Find at least one web site that can serve as inspiration for your prototype. You can be inspired by what you like in it and make modifications to what you don't like.
3. Your storyboard (prototype with anticipated navigation) should contain a series of mockups showing the human-computer interactions allowing a user to:
 - a. Find out the business name and type.
 - b. Find out the address, phone number as well as opening hours.
 - c. Find out the list of services provided, their description and costs.
 - d. Find out the list of service experts and what they do.
 - e. Book an appointment through a selection of a service, an expert and a date and time.
 - f. Enter their name and email to be able to book an appointment.
 - g. View a confirmation once the booking is done.

A mockup does not include long text description but rather shows the area within the page where the description would be included. Also, for this prototype, you do not have to validate the date/time and we will assume that the appointment can go ahead.

Traditionally, we would do one mockup per page and each page would correspond to a screen size (phone or other), but now, with many web sites containing long scroll-down pages (mostly to accommodate phone viewing), some sites are just a single page with lots of sections. So think of one type of interaction per section and provide one mockup for each section.

Normally, in UCD, you would start with personas and their goals. For this academic context, to make sure everyone starts with the same requirements, I am providing the tasks that a “user” wants to do. In the next step, your colleagues will provide personas.



SUBMISSION DEADLINE

- Mockup submission: **Sunday, May 21, midnight**
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EVALUATION

- This step is worth 20% of your project.
- It is an INDIVIDUAL project.
- At submission time, your design will not be evaluated per se, but rather reviewed by your peers for suggestions (step 2 of the project, next week).
- The evaluation of this step will be performed by the TAs later as they do the overall evaluation of your project. You will be required to include your mockups in your final report for the TAs to see them. Make sure you keep them!



SUBMISSION CONTENT / PLATFORM

You must submit your mockups on Peergrade.

- By May 15th, you will receive an invitation to participate in the course SEG3125 set up on peergrade.io. You will need to sign in this platform using your uOttawa email, and create a password.
- You must submit a pdf file containing your mockups which correspond to the requirements.
- You must submit a short text explaining:
 - What Business Service type did you choose and why?
 - What mockup tool have you used?
 - Which web site served as your inspiration?
 - How do you see the navigation done on your site? Explain the storyboard.
- **Make your submission ANONYMOUS.** Do not include your name or student number anywhere. We want the peer review to be anonymous.



QUESTIONS

- You can ask your questions within the Project topic of the discussion forum on Brightspace.
 - You can also go to any of the lab sessions to receive one-on-one help from a TA.
 - The tutorials will also be given in relation to the project to help you move along.
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