**Assignment #8 Low-Fidelity Wire-frames and Usability Study**

**一、Improvements of Low-fidelity prototype compared to competitor website:**

Based on the results of the test procedure last time, I made an improved website of Xiamen Coffee Shop.

1. Scene-oriented categories for coffee shops

2. Personalized Style categories for coffee shops

3. Added special part according to Xiamen City (Special Recommendation)

4. Too much coffee shop information is provided: photos, user recommended comments. wasting too much time in the choosing process.

5. We prepared a constantly updated **Table** with important information（Name, address, district, contact, pictures, prices…）and various lables, scores, comments about **Xiamen Coffee Shops** for check.

**二、Low-fidelity prototype (before usability study)**

Page-1【主页】

**图示

描述已自动生成**

Page-2【精选专题】

**图表

描述已自动生成**

Page-3【个性推荐】

**图片包含 图形用户界面, 表格

描述已自动生成**

Columns: Name, address, district, contact, pictures, average price, scores, various lables,

Page-4【干货分享】

**图片包含 应用程序

描述已自动生成**

Page-5【联系我们】

**图形用户界面, 应用程序

描述已自动生成**

**三、Usability study**

**日程表

描述已自动生成**

**四、Analysis：**

Based on the wireframes of the website, I asked five friends to do the usability test to help me know whether my website design is user-friendly for them. All these friends are Coffee shop lovers, and they are willing to visit or is in Xiamen recently. The following tables and figures show all my interviews and results.

**Interview**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | User1 Liu | User2 Chen | User3 Lin | User4 Wu | User5 Wang |
| **What you get when you first go into this website?** | Maps and collection about Xiamen cafe | Maps and Information about Xiamen cafe | Xiamen cafes finder. | Various Coffee shops in Xiamen to choose from. | Xiamen café Maps for coffee lovers. |
| **Is the navigation clear for you?** | Yes | Yes | Edit the name【干货分享】 | Yes | Yes |
| **Which content need to be added?** | / | 【精选专题】the special deserts (特色甜品) and Pour-over Coffee手冲咖啡) can integrate to other parts. | The top 10 coffee shops | For personalized recommendation【个性化推荐】: Types of coffee (Special Coffee, Style Coffee, Americano, Espresso, Pour-over Coffee…) and the cafés where I can find this kind of coffee. | Add content about high scores coffee shops. |
| **Which content need to be improved?** | 【咖啡屋长廊】Pictures or videos of shops will be displayed? I am a little unclear about this name of Part. | / | / | 【咖啡屋长廊】is somehow confused for me | / |
| **Is the function of each part clear for you?** | yes | yes | 1/【收录咖啡屋】a new window pop up.  2/【地图】generates directly. | 【收录咖啡屋】a new window pop-up. | yes |
| **Does this website to some extent help you find** | Yes | Yes | Yes | Yes | Yes |

Based on the results of usability study above, I improved some parts of the website.

1. Change navigation name 【干货分享】 to 【发现·分享】.
2. Delete【咖啡长廊】part. Added “Top coffee shops” (updated every month) and move it to the top (below hero).

表格

描述已自动生成

1. For personalized recommendation【个性化推荐】, Integrate【第三空间】to 【情景筛选】. Add main types of coffee (special coffee、Style Coffee、Americano、espresso、Pour-over coffee…) to help find the cafés where users can find this kind of coffee.
2. Special part【精选专题】: the special deserts (特色甜品) and Pour-over Coffee手冲咖啡) integrate to Recommendation part. Edit Special part【精选专题】: New Store Exploration (新店探寻) Cafè Story (咖啡屋故事) Festival Events(节日活动).

The above is based on user study and make corresponding adjustments according to user needs.