**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, prices…）and various lables, scores

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 cafes | Maps and Information about Xiamen Coffee | Xiamen cafes finder. | Various Coffee shops in Xiamen to choose from | Xiamen coffee Maps for cafe lovers |
| **Is the navigation clear for you?** | Yes | Yes | Yes | Yes | Yes |
| **Which content need to be added?** | / | / | The top 10 coffee shops | / | Can you highlight contents like the stores with the highest overall ratings |
| **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. | Add function to【开始探索】click and navigate to 【个性推荐】part. | / | Add Text “直接下滑, 开启咖啡之旅” | Deleted 【咖啡屋长廊】 |
| **Is the function of each part clear for you?** | / | / | 1/【收录咖啡屋】Pop up a new window.  2/【地图】generates directly. | / | / |
| **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. Deleted 【咖啡长廊】. Added this “Top coffee shops Monthly” (updated every month)

表格

描述已自动生成

1. Highlight “Search” function for the coffee shops (the embedded Airtable has a “search”icon on the top corner, but it is not obvious, so a text tips should be needed nearly.
2. Add function to【Begin to explore （开始探索）】click and navigate to 【Personalized Recommendation（个性推荐）】part.
3. Add Text “Go straight down and start the coffee journey ”（“直接下滑, 开启咖啡之旅”）