

Team name & Members

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Project sponsor

Dr. Tim Maciag (ENSE 871 Lecturer)

Business need/opportunity

The current web page for the Profiles & Project of the RCE (Regional Centers for Expertise) Saskatchewan website needs to be refined for user experience. The current version of the web page lists out the projects, which isn't engaging to users.

We aim to improve it by providing a better version of it, and thus making it engaging and at the same time, increasing the ease-of-use for the users.

Reflections on project planning

State selected north star & carryover customers selected

The north star customers are the residence of Saskatchewan whom are expected to learn and engage more in RCE Sask projects. However, the carryover customers are residence of Canada, as well as the people around the world whom are expected to learn new ideas and get inspired by RCE Sask projects to work towards any of the categories of UN Goals to create a more peaceful, respectful and sustainable world.

Summarize assumptions made and constraints uncovered

In this project, we have assumed that the partner is not willing to change the website's theme, nor is able to pay extra money for their site. Therefore, the best possible solution considering these constrains is provided which can be easily deployed on current RCE website. We have also assumed that it is difficult for the volunteers running the site to add projects and maintain the site too often, therefore, the site is kept simple silly, with minimal ad-dons/plugins and requiring minimal effort to maintain. Adding any project to the website is as easy as duplicating a previous project (post) and editing its pictures and texts.

Summarize key findings from affinity diagramming, empathy mapping

From empathy mapping, we found out that the site is run by volunteers and is not maintained regularly. Therefore, minimal efforts should be required for maintaining the site (no change in theme, keep it simple silly). We also found out that the partner is willing to make their projects reach more audience (social media links provided) and want people engage more with projects (comments section provided). In our affinity diagram, we provided cards according to customer needs and features required to cover those needs. However, during the final implementation, we found out that some features cannot be covered considering the constrains of the project so we decided to move those cards to our second release. Our USM is updated accordingly. (see our USM).

Discuss initial & evolution of your USM/MVP (why is what you produced an MVP?)

At first, we were considering the partner's needs and desires and we developed our USM in an ideal way. However, when implementing our first MVP, while we could cover most of the things that the partner was asking for, we faced some difficulties implementing some of our initial ideas. For example, the projects page includes every information regarding the project, (its SDG goals, contact forms, comments section, social media links, etc) but our basket idea was impossible considering the constraints we had assumed. Therefore, some ideas like having a basket for selecting projects, liking a project, providing images from our audience to the projects (in comments section for example) was moved from our first MVP to our second release when we have more information about the constraints of the project like its costs and theme selection limitations.

Summarize prototyping activities and findings. Ensure you discuss how your team linked design ideas back to a minimum of three topics discussed in class relating to people-centred design (Affordance, gestalt, constraints, etc.)

Explicit (signifiers): Icons used in the design were selected according to visible characteristics of the object. For example, a magnifier icon for search and browse projects, a balloon for comments section, a phone for phone number and a mail for e-mail.

Design Conventions: Top level section of the page includes a search button and a clickable RCE Sask logo which brings the user back to the home page. These are the most important sections of the page and therefore, they are conveniently placed at the top section.

Gestalt

Proximity: We perceive that the objects that are close to each other are similar or related to each other. The idea was used to group project goals and provide information of each project in a box in a row. For example, projects are listed on the page identically, including an image and a description following each other vertically. Social media icons are placed near each other. Contact icons, (phone and email) are placed near each other. SDG goals are placed in a carousel near each other.

Similarity: We perceive objects that share the same characteristics (color, shape, size, texture, and orientation) as being part of a set, even when they are not adjacent or closed positions [2]. Projects are similarly repeated. Posts have similar design. SDG goals are placed each other inside a carousel so the user will know all of them are SDG goals.

Symmetry: We tend to group objects that are symmetrically equal, which allows us to generate patterns based on that symmetry to easily structure the information [2]. Again, the same design for projects are repeated and the user is faced to them by only scrolling down the page.

Constraints

To consider constraints, the F pattern of Americans seeing and reading the website was considered while designing the pages. Everything is organized in Rows, starting from left and the search button is just located at the most focused locus of attention. In this way, we can verify that the chances of the user not seeing some information (because of the pattern of the reading) is minimized.

Physical Constrains are used in the comments form and search filters. This ensures that the user fills out all the required information in forms and also is guided for getting a more accurate search results by using the keywords provided for filtering the search.

END OF Reflections on project planning document (2 pages)

Reflections on project results

Summarize how you felt about this project (likes/dislikes)

The project was a very good exercise of all activities related to people centered design. Moreover, it was a real-world problem/project which made us even more interested to do it during class. However, the workload and the project itself seemed scary at first since it required lots of things and deliverable.

Summarize what went well during the project

The project went well overall. Activities were related to topics and required us to work and experience the real-world issues.

Summarize what not went well during the project

The project went well overall. However, since it required everything from empathy mapping to prototyping to WordPress design and everything was a take-home activity, the activities were done with lots of on certainties and resulted in a shallow coverage of topics. Maybe we could spend more time in class for doing activities in groups and the instructor was able to mentor our activities more effectively. (Covid and remote learning was an inevitable issue here.)

How successful was your team and translating prototypes into WordPress reality?

Our team was successful in designing individual projects page, implementing the filter and search functionalities, and covering nearly every requirement of the partner. However, our team was not successful in implementing the basket idea and grid, detailed view for projects home page.

Did you find that the people-centred design ideas discussed in lectures helped/hindered your design explorations?

Many ideas discussed in lectures were used for developing designs, such as gestalt, Affordance and constrains. Details are discussed in reflections on project planning document. So, the ideas were helpful.

What would you do the same/different on future projects?

For future projects, more in site collaboration between team members and also the customer will be followed to have a better understanding of the requirements of the project and collaborate better on achieving results. USM may also need more cards and some fine tuning.

Summarize opportunities and design ideas for future work

Word press, stories on board, and adobe XD has provides many ideas for future designs. Particularly on our project, some plugins are useful to improve the work such as Woo-commerce, Elemetor Pro, and e-commerce themes. They allow us develop the basket idea and also will allow us provide projects in grids for a better view. However, those plugins are not freely available. Please consider that the search and filter functionality was not possible using any free themes and woo-commerce free version. Even those teams who provided grids for their project views, could not filter the grid view of projects using the solutions available and their search results were shown in different pages rather than the main home page for projects. However, in our design, the home page of projects is

filterable by using the filters we provided, so the home page is identical using/not using any filter. (results of search AND filtering projects are shown in exactly the same home page). In future work and by using the paid plugins, it's possible to have a grid view of the project AND also filtering the grid view of the project at the same time.

WordPress themes and plugins

Name	user rating	Last update	Active Installs	Purpose
Elementor Free	4.5 (6,149 ratings)	5 days ago	5+ Million	website building platform, to build professional, pixel-perfect websites without writing a single line of code
Search & filter pro	4.5 (192 Ratings)	8 March 2022	N/A	Searching and filtering posts
WP-vivid Backup	5 (545 Ratings)	1 week ago	100,000+	Backing up the whole WP site.