

Prototype

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Research on conventions regarding design, content and functionality

In our research we found that most sites have three to five options in the navigation bar plus a search option. The navigation bar is either in the center or right aligned and always with the logo on the left. The navigation bar shows you where you are by highlighting the active link. The highlight is often a different background color, text color or an underline.

It is very common that the frontpage has additional navigation options, either the same as the navigation bar but including the sub-pages or only shortcuts straight to the most visited pages. Some sites include an introduction video on the frontpage introducing the content and purpose of the website or the institution, other sites had a small introduction text. In the footer most sites include the location and opening hours and some sites have their social media links. Additional navigation options in the footer is also quite common.

Accommodation Sites

Most of accommodation sites use the color orange. The search filter is most often positioned on the left or the top. The filter tends to be quite long, but because of the hierarchy the user gets a good overview over the options. It is very effective for the filters to be long so the user won't be wasting his time looking at apartments he is not interested in. Often you can close sections of the filter which are not relevant for you so it won't be as overwhelming and take up less space. In the accommodation list you will first see a photo of the place. Under the photo you will at least find information on where, how many rooms, how many m2 and the price. Sometimes you can even scroll through the photos of the accommodations without opening the links. In order to find more information, you have to click the listing and a new page opens up with all relevant information about the accommodation.

Research on digital communication targeted towards an international audience

We researched the following sites; International House, Københavns Kommune, Ministry of Higher Education and Science and Study in Denmark. Since the audience for those sites are international people in Denmark the sites have a lot of information but don't want to feel too overwhelming. The overall tone of voice of the websites are mostly, serious, formal, respectful as well as being quite enthusiastic. The sites all use sans-serif text for all their text except the site "Study in Denmark" which uses serif font in the body text. The sans-serif fonts make the site feel more casual. The colors used are quite informal colors, for example; green, purple, turquoise and red which we found make the site more inviting and fun to navigate through. All of the photos on the sites (except the photo in header) are photos of happy people which really shows how the sites all want to keep you feeling excited.

How we used our findings in our solution

Since the topic of the website is quite formal, we found that using a fun and bright color made the website more inviting. We saw this in most website covering similar topics, instead of using a formal color along with the formal text, using a more “fun” color to give the website a more enjoyable feeling.

We chose the color orange for our website because it is an enthusiastic and warm color that represent for example, happiness, freedom and success. But since the contrast between the orange and white is quite weak, we decided to use the color only in buttons and outlines / underlines. In our research we found that many websites included an introduction to the website so the user would know what to expect. We found this very helpful since the user is less likely to spend their time looking for something that can't be found on the site.

The main purpose of our front page is to get the user familiar with the websites content. We start with an introduction to the site, then a carousel of popular content on the site to give a more general feeling of the websites content. After the carousel there is an additional navigation list. Unlike the header navigation bar this one is more visual, and in our research, we found that having visual navigation gives the user an even better overview of the website.

The accommodation page is very straightforward and the user should not be surprised by the content. Other comparable accommodation websites have a similar overview of content. We chose to have the search filter on the left since it gave more room for different options. Each item on the filter has the option to be tucked away by the arrow icon on the right.

That way the users can clean up the filter and close what is irrelevant for them or what they have already filled out. Websites with small icons for room, m2 and rental period, we found gave us a better overview of the content so when quickly browsing through the different accommodations one could more easily focus on the one thing that is most important to them.

Copy and microcopy in our design

Microcopy

We use microcopy as instructive information when you click on the man icon in the top left corner. When clicked, a small box with the options to either sign in or create a new account. In the input bars there is an example of how to fill it out. In the bottom there's a text saying 'Don't have an account? Sign up for free here'. Stating that it is for free motivates people to create an account, because it for free and the site will not charge any money from the user.

The underline under 'here' is instructing the user how to make an account. We have also used microcopy in the create new account form, helping the user to fill it out; both the labels and the field text is informing you how to fill it out properly. There's an asterisk to the left of the first three labels, indicating that these are important. There's an

explanation in the bottom right corner informing the user what the asterisk means and that it is mandatory. To the right of both the age and country label there is a question mark icon motivating the user why they should fill it out. Microcopy can also be found on the accommodation page, both in the filter area and in the text underneath all of the images. They are helping the user how to fill out the filters and information about the products, so it is easier for the user to choose from the different choices.

Copy

We have used copy on the front page as a welcome text to the website explaining what the website is for and how you can use it. There is also copy underneath the images on the front page, informing and persuading people to click on the images to see the content.

STYLE TILE

Anna, Lasse and Astrid, version 1

COLOR SCHEME



TYPEFACE

Image description - Avenir next, LT pro, 15pt

Body typeface - Avenir next, LT pro, 20pt

Text that stands alone - Avenir next, LT pro, 24pt

NAV AND HEADER - AVENIR NEXT, LT PRO, 36PT,
CAPITAL LETTERS

Headliner for copy: Avenir Next, LT pro,
45pt

NAVIGATION

NAV NAV NAV

BUTTONS



Label

☐ Not chosen

☐ Not chosen

☐ Not chosen

☒ Chosen

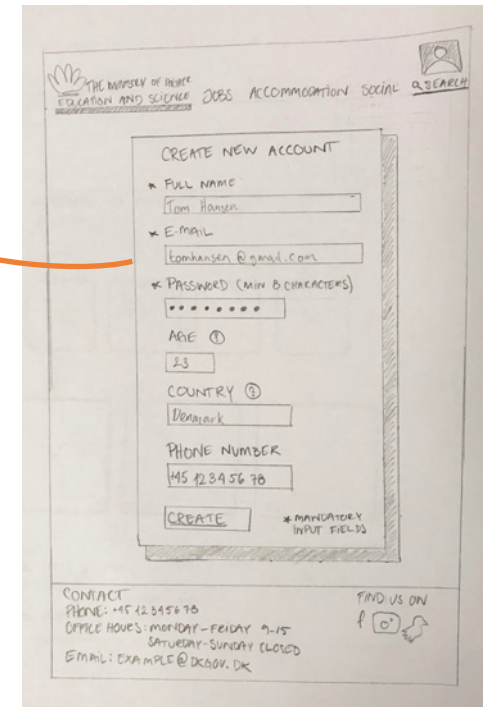
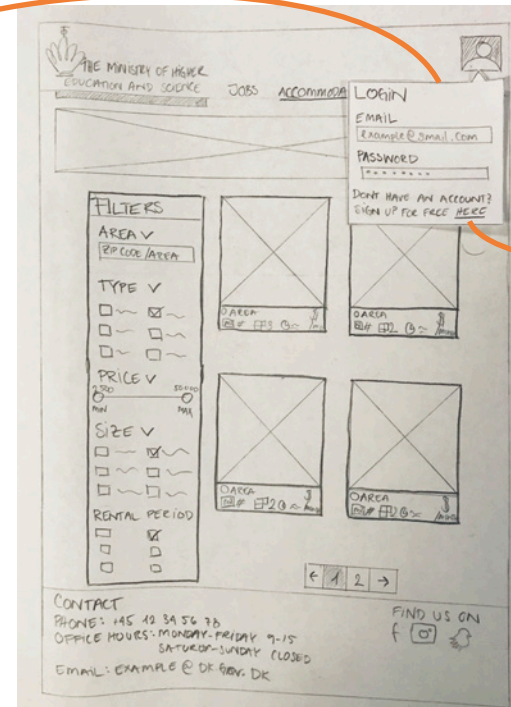
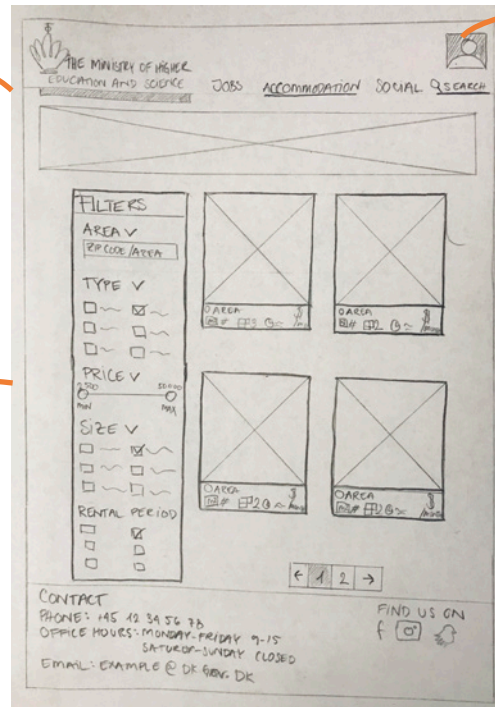
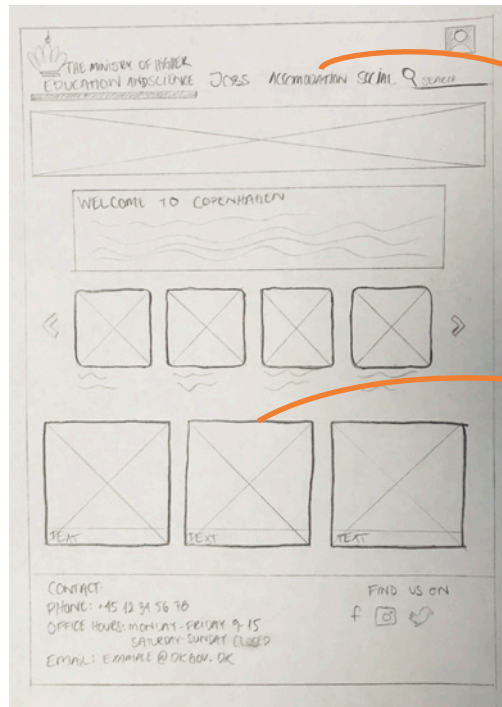
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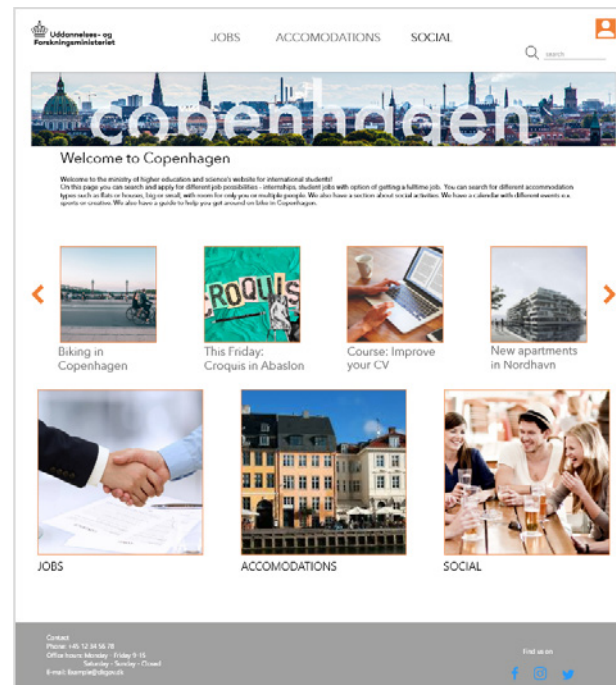
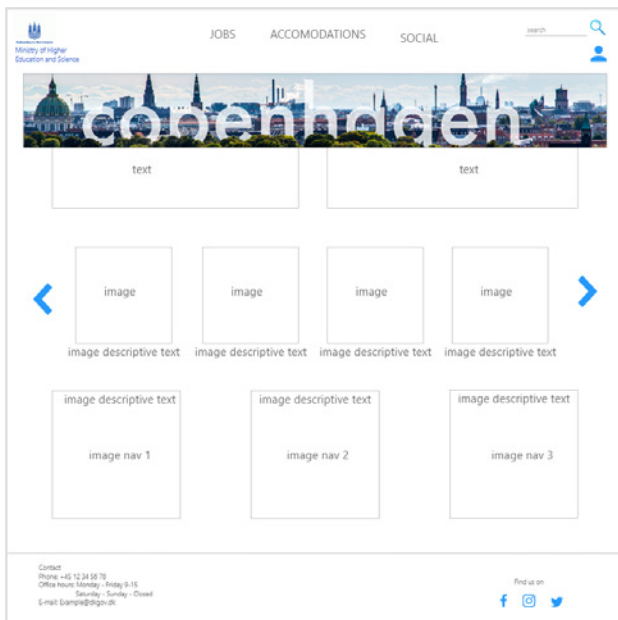
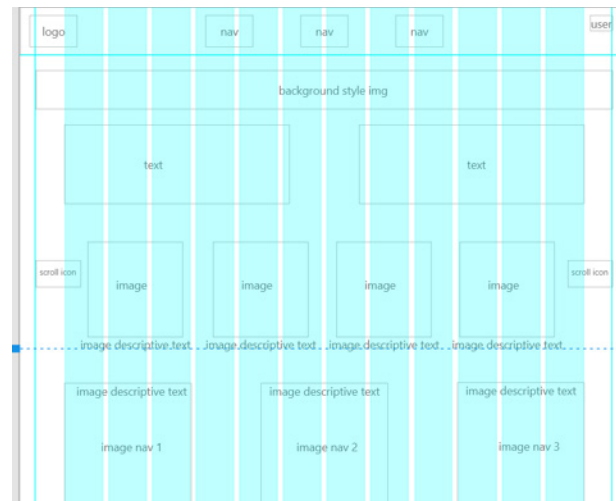
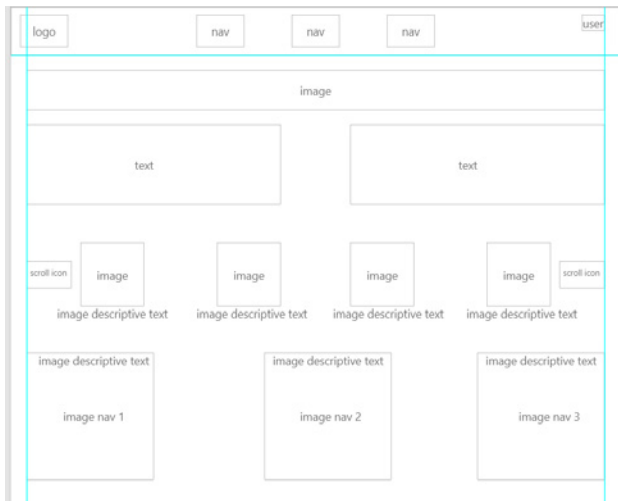


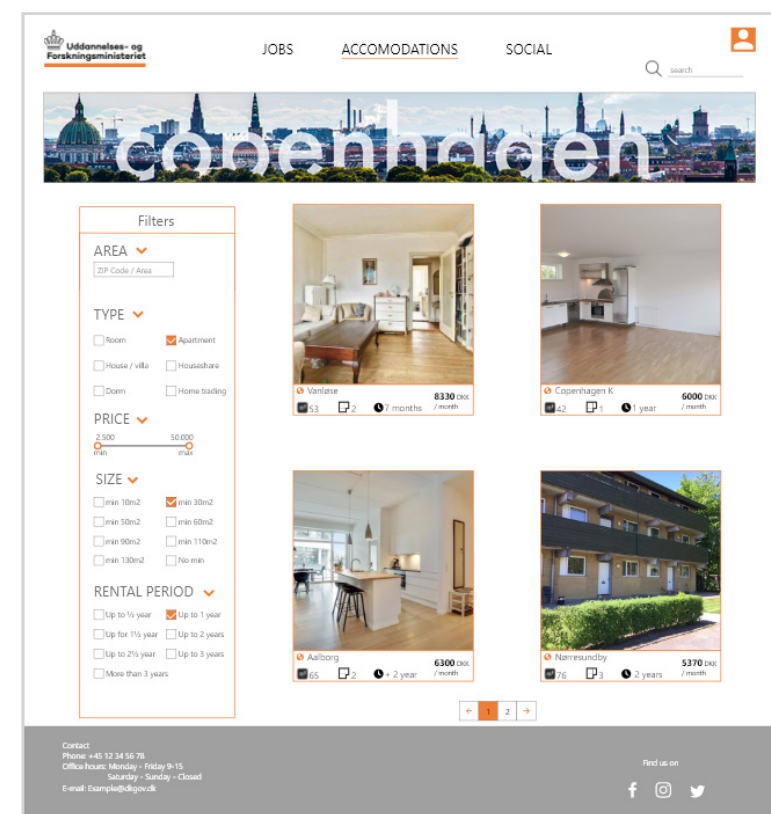
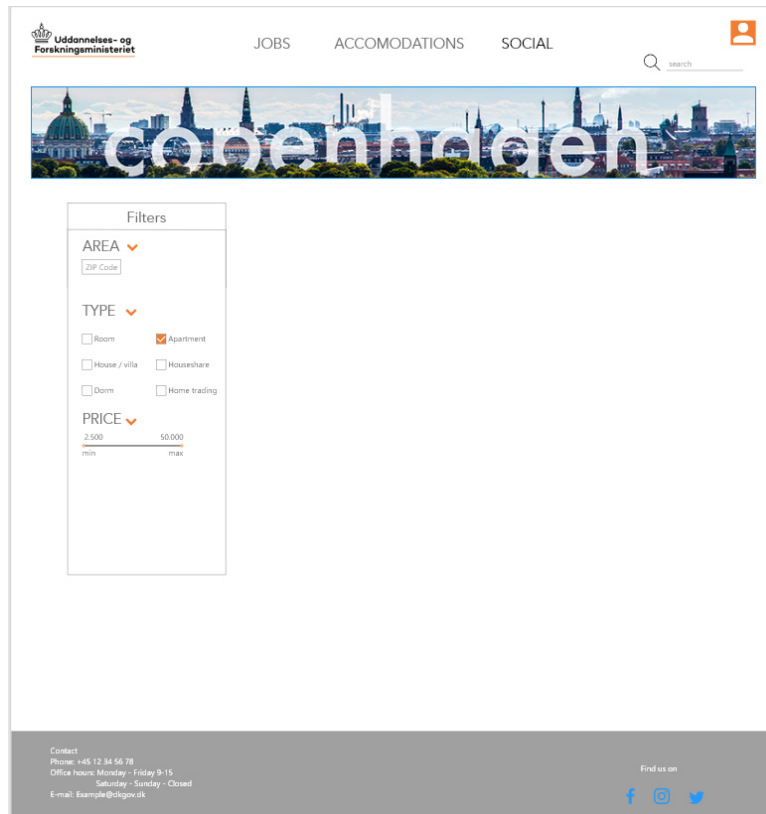
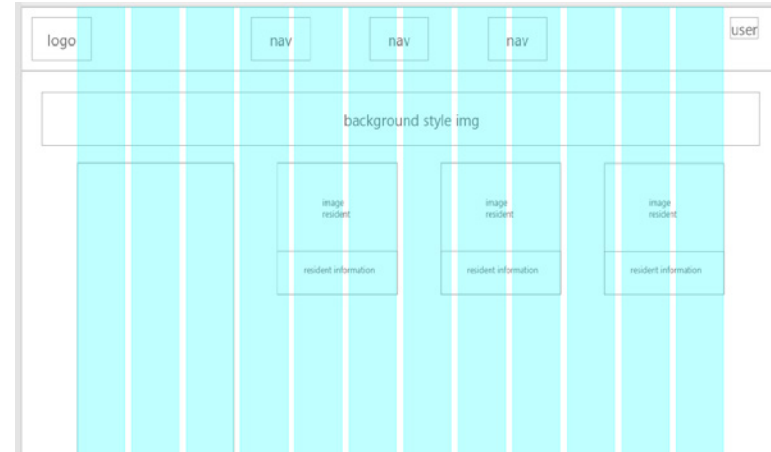
LOGO AND ICONS

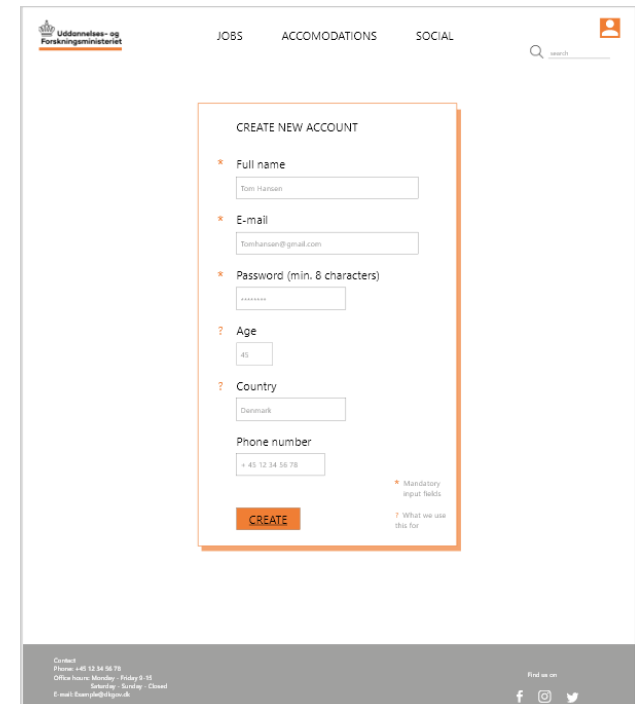
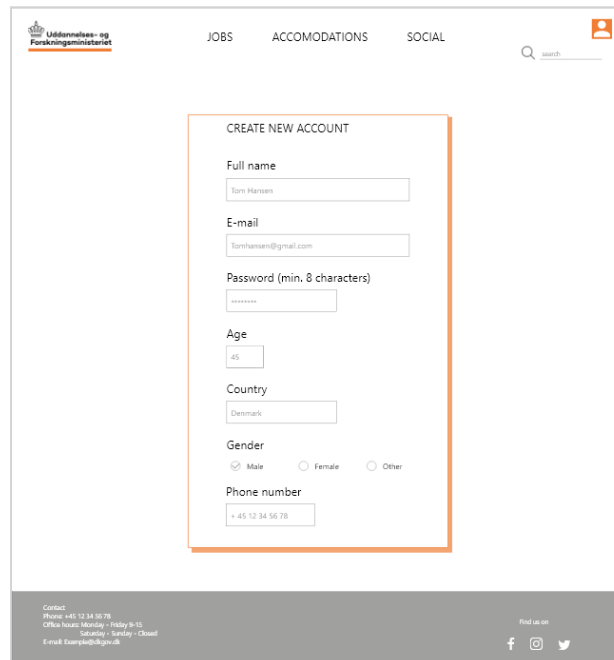
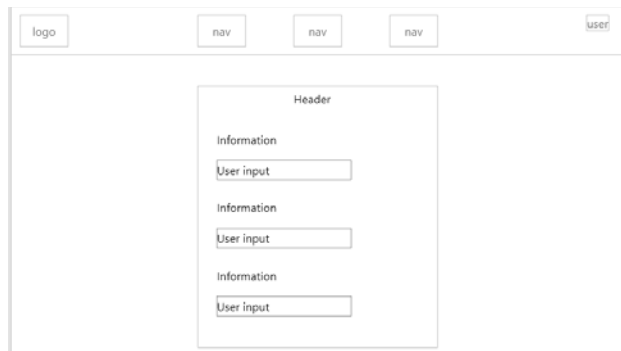
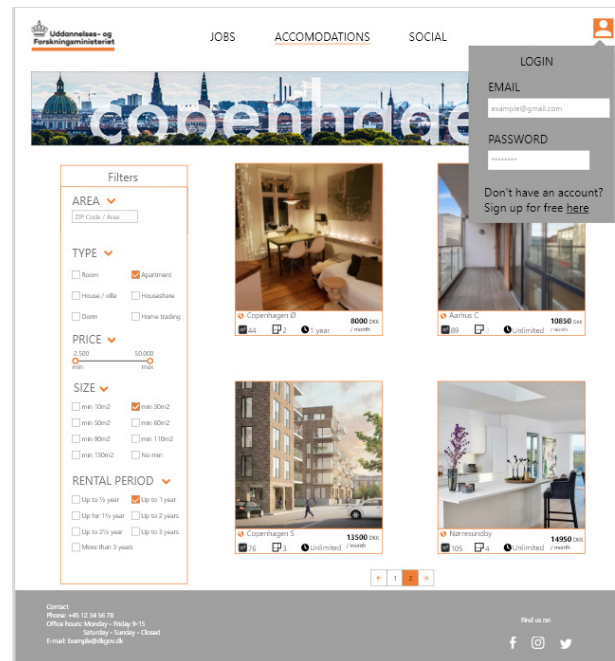
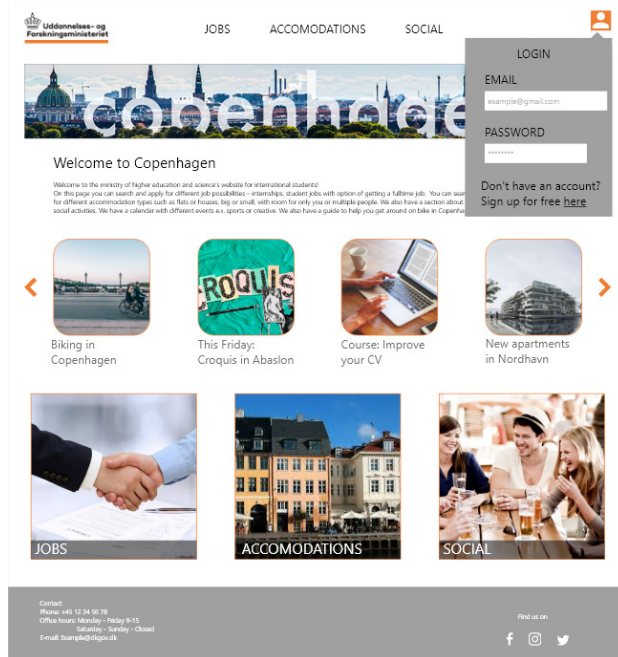


Wireflow









Think Aloud Test

The test was performed on 6 individuals whereas one was a pilot. The initial pilot showed that we needed to change the order of a question. The previous 'Task 1' asked the test person to try and sign up. This would lead them to another page than the front page. Our 'Task 4' required them to navigate back to the front page, but by this point they'd already done it. So the 'Task 1' was moved behind 'Task 4'.

The actual test was performed on 5 test persons. All of them managed to answer every question whether it'd be a question or action. The initial task asks them to find the opening hours on monday. All of the test persons managed to find the details located in the footer. Some however would look for a contact option in the navigation.

The second task people also managed to find the correct apartment. Participants would often look to use the filters on the left side of the page but would quickly learn that there is a second page, where they'd find the answer almost immediately.

Third task was the quickest for the participants. No one used more than a couple of seconds to locate and press the logo. The big repeating image on the pages also leads to the front page but wasn't clicked a single time. A single person asked for a 'home page' button, as she prefers it that way.

Fourth task saw people quickly locating the person icon on the top right. Here they'd see a log-in page with a sign up option. Before pressing the sign up they explained their expectations. Every one expected a form of some kind. Most expected only to type in name, email and password. They generally didn't expect questions like "Gender" or "Age". One participant would've liked to type in the password twice.

Last tasks would ask test persons to explain how they'd look for jobs. Here they would mostly browse the front page and see the two main options, both labeled "JOBS". Some also saw the search bar as a valid option where they'd type in "Jobs".

Based on all of this, some improvements have already been implemented while others are to come. Already implemented optimisations include the removal of the gender option in the signup form. There's also been included two little symbols on the signup form. One is the required fields marked with a "*" and the other is a "?" which purpose is to explain why some of the questions are asked, and what we'd use them for. This comes as a result of people being insecure for the purpose of questions like "Age".

An improvement of the design to come is also linked to the signup form. Here the password would need to be typed in twice. Included with this is a little confirmation symbol that'd ensure the user that both passwords are one and the same.

Some considerations of improvements includes two new navigational options. One home page and one contact page. The contact page is more likely to be added as more contact is seen as needed more than a home page.