Design Journey Part 3

Group name: Pokadot

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Section: 209 + 210

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username: pokadot

Password: Gopokadot

Note: The unique url for admin login is https://info2300.coecis.cornell.edu/users/pokadotsp16/www/pages/login.php. We have made the Login Page unknown to regular users because the only people that should log in are the Pokadot founders, and they will only do so infrequently, so we did not want to clutter the site.

2. Please provide us your DB login username and password

Username: pokadotsp16

Password: mimics

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).

Note: Highlighted yellow words indicate primary key in the table. The ER diagram below is implemented in the group's phpMyAdmin on the INFO2300 server.

In response to the feedback on Milestone 2, we changed the "alt" field in images to "description" to make its purpose more clear.
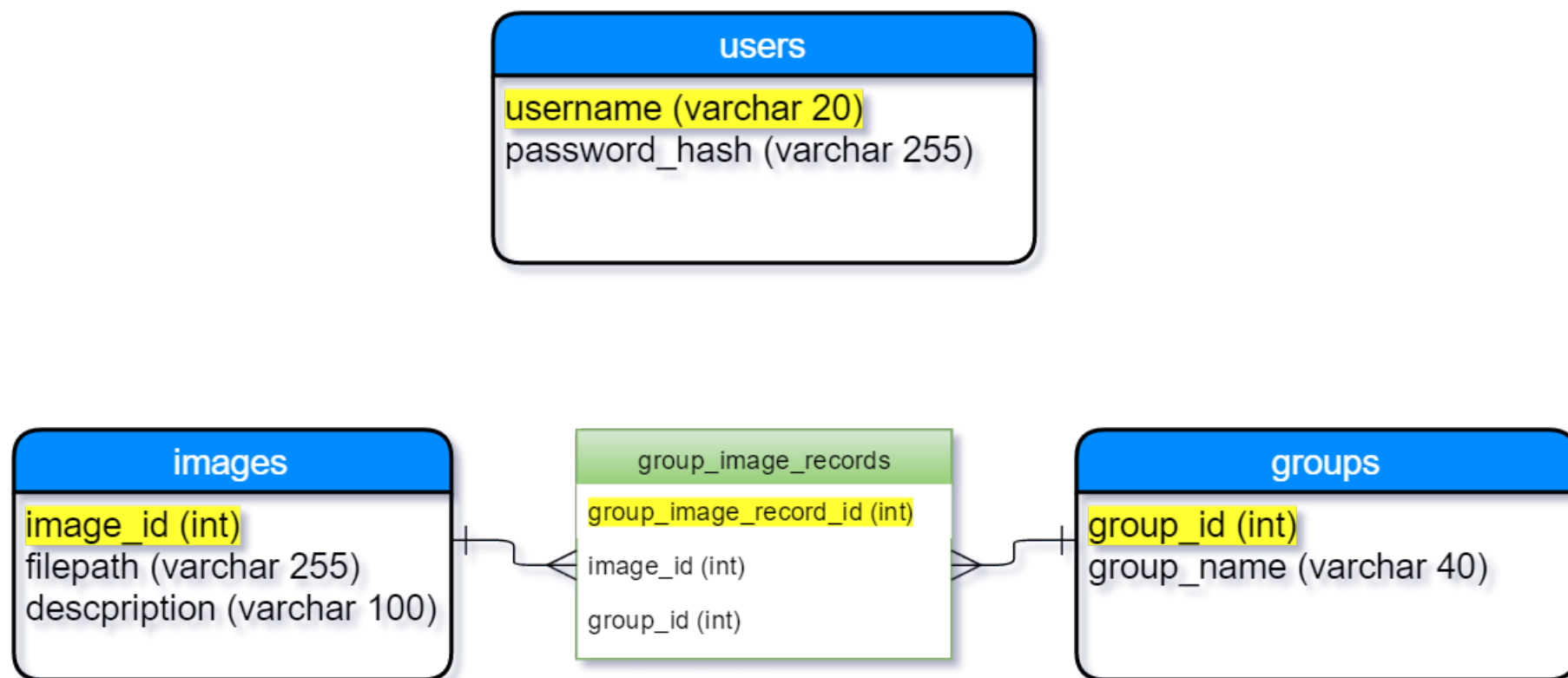
Part 3: Testing Protocol

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

Our website targets parents, grandparents, and caregivers of children who are interested in pottery and art. So, we will choose users who are interested in potentially signing up for a particular art workshop. We will find test users by asking around to find family-oriented people who have children or have experience in caring for children (i.e. babysitters). We will meet our test users on campus at a convenient location for them. We will compensate them with our gratitude and many thanks.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates client's key site goals to the target audience; want to see if people get the metaphor right away.
Find the founders	Ask the user to find the names of the founders of the organization	Testing whether potential new customers can find info about the founders quickly and easily; ideally, they should click on the "Who We Are" link in the navigation bar.
Navigation	Ask the user to find the Google calendar on the Workshops page.	Testing to see whether new users can easily find the Workshops page using the dropdown menu after clicking on "What We Do".
Contact	Ask the user to find and fill out (but don't send) the contact form.	Testing to see whether new users can easily figure out how to communicate with the founders and whether the contact form is intuitive; ideally, they should click on the "Contact Us" link in the navigation bar.
Sign Ups	Ask the user to figure out how to sign up for a workshop.	Testing to see whether using the Google calendar for workshop sign ups is intuitive; the user should be able to click on a time slot on the calendar to sign up for a workshop.
Leaving Impression	Ask the user to give their overall reaction to the site and suggested improvements. Ask the user if the user experience was positive.	Testing to see if we had a good overall user experience. Was the user confused or overwhelmed at any parts.

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Hello, thank you for coming to test our site. We are running this strictly to better the overall design and functionality of our site. If you could speak aloud your thinking process, that would be very helpful to us in finding what the ideal layout should be for our site.

The first task will be first impression, where we will ask the user to look at the site for 5 seconds and describe their emotional and objective reactions to the site. The next task will test finding the founders. For this task we will ask the user to find the names of the founders of the organization We will then test the navigation by asking the user to find the Google calendar on the Workshops page. Additionally, we will further test the Google calendar by whether they are able to interact with the Calendar to sign up for a class. Another task will be asking the user to find the contact form and filling out the contact form. This will give us insight on whether the directions for filling out the form are explicit enough.

If users ever get quiet, we will encourage them to speak aloud by reminding them to speak through their thinking process. We will decide to "give up" on the task if it takes longer than 2 minutes or if they are in extreme distress.

We will ask about their overall thoughts on the site (similar to the first impression, but now after they have worked through the whole site). We will also ask about any specific weakness they see in the site (in terms of both design and functionality). We will thank them and note that they are helping a small, family business.

Part 4: Testing Note

You should have at least 2 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

He lives in Carlisle, MA, which is a town in the area that Pokadot is based. He is the father of two children who like art and pottery, and also works part time caring for children.

2. How does this user represent your target audience/client's needs?

In his role both as father and caretaker he is likely to need to entertain children and give them fun things to do.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First Impression	Wow! Likes the layout of home page.	
Find the Founders	Found them just scrolling when first entered site.	Maybe do a drop down for company and founders, and have it jump down page so less scrolling.
Navigation	Went directly to the correct page	See Sign Ups
Contact	Went right to "contact us" page and had no difficulty with the form.	
Sign Ups	Found it, but said "this time part is interesting" about the date-time field.	- Put time and date on two separate lines, and make date required and time optional. (When I explained our calendar idea, he seemed supportive) - Definitely send confirmation email to customer.

		- Put a sign-up button at the top of the page that jumps the user down the page to the form. - He also suggested putting a button on each page and an item in the navigation bar too.
Leaving Impression	Overall good.	Summary: most of the feedback was about navigation.

3. Other notes from this user that will be useful to think about when redesigning.

He was more technologically savvy than some of our target audience will be, so the couple of navigation things he mentioned may be more important that he had made them seem.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our users are from Buffalo, NY. They are a friend's parents with small children. They are both doctors and are very interested in getting their children involved in activities.

2. How does this user represent your target audience/client's needs?

The users, as two parents, represent our target audience because they are parents of young children. Our client is targeting parents to sign their children up for workshops.

Tasks for user 2	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First Impression	The users thought the site had good colors. They also really liked the simple design.	
Find the Founders	Users thought the founders at the bottom of the page was simple and easy to find. They thought if there were to be more information on the homepage it might be hard to find.	Since client does not plan to add much more to "Who we are" page the content scrolling should be fine.
Navigation	The users thought navigation was simple and easy to use.	
Contact	Users thought contact page obvious to find due to navigation header titles.	
Sign Ups	Users found this more complicated to find. They liked the idea of google maps but thought there	Add buttons to the homepage so the user can be linked to signup page. Also maybe make the sign

	should be an easier way to sign up then just the bottom of the workshops page.	up its own tab in the nav header or under "What we do" sub navigation
Leaving Impression	Users thought site had very nice color scheme and simple design, but could use more pictures of children and pottery.	Add pictures to Parties and Events and Personalized Gift pages. Add pictures of more children and pottery on home slider.

3. Other notes from this user that will be useful to think about when redesigning.

The users really liked the design of the site, however, their suggestion of having sign ups on its own page and linked to from home page is a good idea.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

She is a current college student from California and was a baby sitter throughout high school. She also appreciates art/ pottery.

2. How does this user represent your target audience/client's needs?

The user is a former babysitter and represents our target audience because she was a caretaker of young children. Our client is targeting caretakers to sign their children up for workshops.

Tasks for user 3	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First Impression	Very professional/ clean	Overly simplistic Doesn't stand out
Find the Founders	Users thought the founders at the bottom of the page was simple and easy to find.	Should make more apparent/ not have to scroll (usually websites have a "People" page). Split into multiple pages or have side bar that will automatically scroll to founders. Photos are very large, would be nice to have photo and description to the side
Navigation	The users thought navigation was clean	Did not like having to click to get dropdown; should be on hover
Contact	Users thought contact page obvious to find due to navigation header titles.	

Sign Ups	Took longer to find because at bottom of the page.	Suggested that redo what the homepage is. Instead of the founders should be for signups/ what's currently happening
Leaving Impression	Users thought site was clean, but could be improved in terms of usability and promoting the business	Redo the homepage to be more informative of the services and be more direct for sign-ups

3. Other notes from this user that will be useful to think about when redesigning.

The user thought the design was clean, but not very well organized. This could hurt the business as users could get discouraged and not try to sign up for classes.

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that the site might need work on navigation. Most of the feedback user 1 gave us was to improve our navigation. That includes adding sign up buttons at the bottom of the page and a drop down menu adding founders to make the founders easier to find. Some of these suggestions we liked others we will not implement (ex: drop down menu for founders). We learned to be patient with users and let them give us the feedback they felt was necessary even if we know our client does not want to implement it. Again, what we thought was intuitive was not actually as simple on real users. This was helpful when thinking about how to structure the sites pages and navigation. Our user was looking to sign up right away, rather then look through pages. Thus, we learned we need to make sign ups very obvious, as the user is not trying to spend a lot of time on the site and just wants to sign up for a class. We will continue to simplify navigation.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

Key changes we will make based on testing is to make sign ups its own page. This is appropriate so that it is clear how to sign up for workshops. We considered the alternative of having sign ups at the bottom of every page but this might confuse users and is verbose. We will also have buttons on main pages linking to the sign-up page. Second key change we will make is to simplify navigation. Our users made it obvious they wanted a simplified navigation. There is really no alternative to this. We need to make our site more user friendly and the users suggested simplified nav would be more friendly. Last key change is we also need to add more pictures to the site. This is needed to give more description on what the site is and give an intuition on what Pokadot does. An alternative could be that we could add more text to give more information on Pokadot. That seems not user friendly because the less text the better. Also, a picture can show a thousand words.

If you make any changes to the testing protocol for round 2, tell us what they are here.
We said that this was the original website (implied we didn't work on it) in order for her to feel more comfortable being critical of the site.