# Instructions

Project description: [Project 2 Description - Google Docs](https://docs.google.com/document/d/1F8-nQ0uQ4DpA5CCUBTUkEMJSZHLcjP3WAHT9_9zPjwc/edit)

## 1. Topic proposal

Submit a 150–200 word proposal that addresses the below questions. Don’t worry about formatting on this deliverable. The point of the proposal is only to receive feedback on your idea for the project. Your proposal should answer the following questions.

**What is the website/application and what is problematic about the user interface currently?**

First, you need to identify a website/application/product that has a problematic interface and insufficient documentation, support, or rescue options (things that help users to get back on track when they encounter a problem).

After that, think about the problems you’ve encountered or happened to witness (or hear about) other people encountering. You don’t have to extrapolate trends or describe how to fix the website/application/product in this document, just identify the problem.

If the problem is specific to a user group (e.g. age, demographic, user experience level, etc.) then you should indicate that as well.

A major part of the proposal is articulating the problem, so by the end of this document, I should have a good sense of what you’re going to study and why it is problematic in its current incarnation.

**How will you go about researching the problem?**

You’ll want to think about the research methods you encountered in our discussion of UX research methods, with a couple of caveats:

1. You won’t likely have access to backend data like server logs or user account histories, so you’ll have to rely on either observation or user sentiment.
2. You don’t have a budget, so large focus groups or large-scale surveys are off the table since those typically require compensation to recruit sufficient participants.

That being said, you still have a lot of options to observe and describe user behavior that are free. Think about our discussion on what you want to find out and what usability testing method is appropriate to provide you with the information you need for your UI revision proposal (part three of the assignment.

| **Deliverables** | **Submission method** | **Due date** |
| --- | --- | --- |
| 1. Project proposal | PDF via Blackboard | 11/21/23 |

### Topic Proposal - Group 5

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Website link: <https://www.learn4good.com/>

**What is the website/application and what is problematic about the user interface currently?**

Overview of the website:

This website runs with multiple functionalities, including education, tourism, employment, and entertainment.The site is to a global online platform, potential audiences including from the USA, UK, India, Canada, Germany, Philippines, and several others.

Problems:

* Lists get too long?(Information is packed on the homepage)
* Some parts of the lists seem to be sorted alphabetically but also not in others, can there be better organization? (under learning games and online puzzles)
* The selection tools are nice but the drop down menu are kinda long, might be nice if can type and have some sort of autofill or it narrows down the drop down menu
* The top nav bar should probably stay constant and not change in content and size (like from the link above, if you click on jobs in the top nav bar, it changes completely)
* Website should provide a help tools for each fill-in menu (example input)
* Accessibility issues regarding to font size changing in other navigation site (US job, Job, University.etc)

**How will you go about researching the problem?**

We can start with a user survey that's sent out to the class, asking our classmates for feedback on the website application.

### **Research**

-Google form link edit: [Untitled form - Google Forms](https://docs.google.com/forms/d/1kaHmcRcC58aMH-IvYM12KnhNO7WuDdhA_gcpzzcvSFg/edit)

Need to change to no edit before sending it out.

* Introduction of the website to the participants of the surveys
* Assess the age of the participants
* appropriated or responsible answer
* Ask the participants regarding recognition or affiliate with the website
* Check the popularity of the website
* Identifying the focus point of the multi-purpose website through participants
* Checks for usage of the websites
* Create task that require participants to navigate the websites
* Check for issues related to the website that might affect the user
* Check for errors or bugs
* Assess the completion of the task
* Collect data on participant’s
* Scale the difficulty of the task
* Identify user experience with the website

## Steps to guide the User through the job application of the website

Please do the following task(s) before moving to the next section!

**Access the Job Section:**

Visit the Learn4Good website :

* [https://www.learn4good.com](https://www.learn4good.com/)
* Locate and enter the job section of the website.

**Search for a Job:**

* Use the job search feature to look for a job. You can choose a specific job type, industry, or location based on your preference.
* Please take note of how easy or difficult it was to set search parameters.

**View Job Listings:**

* Browse through the list of job openings that appear based on your search.
* Select any job listing that interests you and click on it to view more details.

**Evaluate Job Listing Information:**

* Assess the clarity and completeness of the information provided in the job listing, such as the job description, requirements, and application process.

**Job Application Process:**

* Begin the process of applying for a job (note: you do not need to complete the application, just review the process).
* Evaluate the ease of navigating the application process.

-FQA from the website

## 2. Usability audit

Going into this part of the project, think about how users will interact with the website/application, and when the right time is to make observations or collect data. Here are a couple of example scenarios for conducting an audit of a commercial app (Home Depot). You don’t have to study a shopping application or employ the same methods and approach as these examples; I’m just providing them to give you an idea of how to go about conducting the audit.

**Example 1: Build off prior data**

Let's say you are dissatisfied with the Home Depot app’s performance, but don’t have a good idea whether other people have the same problems as you. To determine where people often get frustrated, you send out a survey to your friends with different app functions (scanning a barcode, locating an item in store, finding the specific item they need, etc.). Your survey asks maybe ten or so Likert-scale questions asking the user to rate how easy it is to use each feature in the app.

Based on the results of your survey, you determine that most people are frustrated with finding the specific item they need when shopping in the app. You then follow up with your friends and ask two of them to allow you to observe them as they search for their items using Think Aloud Protocol (where the user talks about what they are doing while they are doing it). As they try to locate their item, you make notes or record the session (with their permission). You will use these notes to redesign the user interface or information structure in the app.

**Example 2: Structured tasks**

Structuring user tasks is best suited for when you have a pretty good idea what the problem is with a site. In this example, you talk to your friends about the app frequently and know that they all complain about not being able to locate the specific item they need (e.g. being able to find many types of light bulbs, but not a small fluorescent light bulb for under their under-cabinet fixture).

You design a series of five or so search tasks of varying difficulty with specific criteria for success, then observe and take notes as they attempt to locate the items using the app, paying close attention to where they go astray in the task.

Afterwards, you ask them a series of debriefing questions (either planned ahead of time, prompted by their interaction with the app, or a mix of both). Your questions might ask them about their approach (“Why did you start your search over at that point?”) or about their state of mind (“It seems like you got frustrated at this point. Why was that?”). Again, you take care to document their responses for later use when redesigning.

You’ll need to recruit friends or family members to be part of your usability audit. **Do not ask for volunteers on community forums or meet with random volunteers in person.** It’s not safe. Limit volunteers to people you know or other students at Illinois Tech. You can also recruit from within our course. It may be helpful to swap participant time. The number of people needed to conduct the audit depends on the site and the questions you are asking in your topic proposal, so I’ll advise you further when you submit that deliverable.

When you’ve completed your audit, save your unedited notes so that you can submit them with your project at the end of the term. Handwritten notes are fine to submit on this project (don’t waste time typing out the notes when you can just scan them using your phone).

| **Deliverables** | **Submission method** | **Due date** |
| --- | --- | --- |
| 1. Project proposal | PDF via Blackboard | 11/21/23 |
| 2. UX audit notes (unedited) | Link to a PDF on your final website | FINAL |
| 3. UI improvement proposal | Link to live website on GitHub submitted via Blackboard | FINAL |

Here be the data from survey/prescreening and stuff from FQA…

## 3. Proposal for improving the product’s UI or documentation

Your proposal should take the form of a standards-compliant website (with the same criteria as Project 1) that describes the problem and offers some solutions. It should contain supporting illustrations and wireframes/mockups that demonstrate the changes you would like to make to the user interface. The copy of the proposal should contain the following information:

* Brief statement of problem and research methods;
* Protocol for your usability audit (the steps you took in soliciting information or running users through a task);
* Summary of your results from the usability audit (derived from the notes you took during user observations, interview notes, survey results, etc.);
* A discussion of what you feel needs to change and details of how exactly those changes will benefit usability on the site (this should be the majority of the document).

You don’t have to recreate an app or website to show how you want to change it. Photos/screen captures and illustrations using Google Drawings, a wireframing tool, or an image manipulation program are more than sufficient to accomplish this task.

Keep in mind that if this were a real-world study, you wouldn’t invest a massive amount of time actually changing an app/product/website at this phase. This project is the equivalent of a pilot study that would give you ideas for a larger (more expensive) usability study that would ultimately lead to implementing changes to a product or system at a later date.

By the end of the report, I should have a good sense of the modifications you suggest and why you are suggesting them based on the data you collected in the audit.

Link to github site…: …