Extension -Part -Two

Research Paper: Evaluation and Iterative Development of a Website Prototype

Introduction:

This research paper documents the iterative development process of a website prototype based on user-centered design principles. The objective was to create an improved user experience by incorporating a new feature of quantity control icons on the product page. This paper outlines the steps taken, including the creation of a paper prototype, testing with users, iterative improvements, and the development of a clickable prototype using Figma.

1. Creation of a Paper Prototype:

- To begin, a paper prototype was designed, focusing on the integration of quantity control icons on the product page of the website. The prototype included various elements such as product images, descriptions, and the intuitive icons for increasing and decreasing quantities. The prototype was carefully crafted to simulate the user flow and interaction.
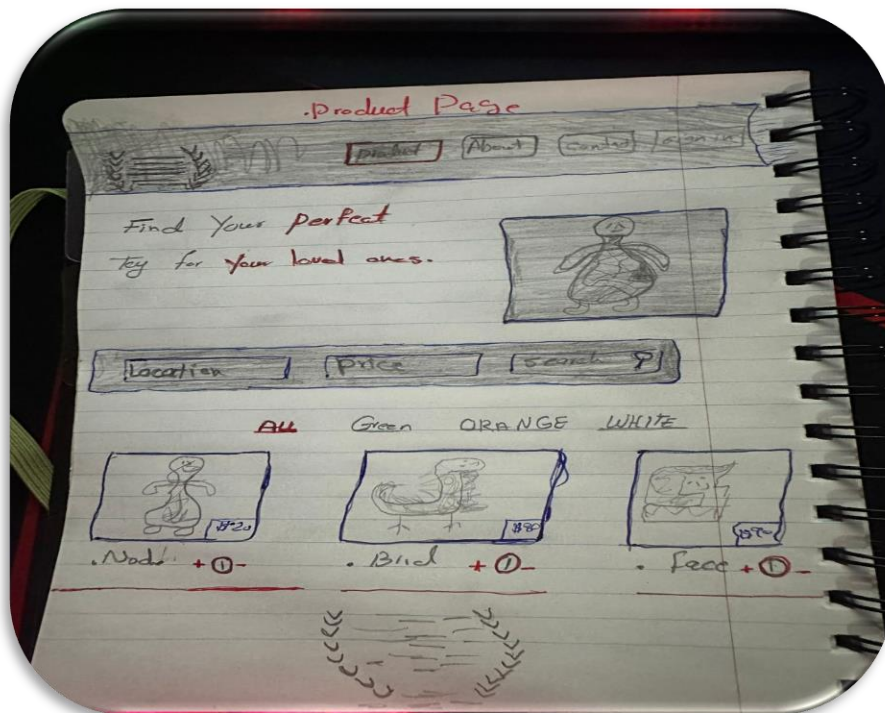
Example:

- The paper prototype showcased a product page for a Greece ancient toy, featuring an image of the toy, its description, and adjacent icons for quantity adjustment. Users could easily understand the purpose and functionality of the quantity control icons.

2. Testing the Paper Prototype:

- The paper prototype was tested with three users, representative of the target audience. Users were provided with specific tasks to complete, such as adjusting the quantity of a particular toy. Their interactions, feedback, and observations were recorded to identify usability issues and areas for improvement.

Example:

- During testing, User 1 found the quantity control icons clear and easily accessible, while User 2 suggested that the icons could be made more prominent for better visibility. User 3 encountered a slight confusion in understanding the current quantity before making adjustments.

3. Iterative Improvements:

- Based on the test results and user feedback, iterative improvements were made to enhance the paper prototype. Changes included increasing the visibility of the quantity control icons, clarifying the current quantity display, and refining the layout for better user understanding and engagement.

Example:

- In response to User 2's feedback, the quantity control icons were made more prominent by increasing their size and using contrasting colors. User 3's confusion was addressed by adding a visual indicator for the current quantity, ensuring users could easily comprehend the initial quantity before adjusting it.

4. Development of Clickable Prototype:

- The refined paper prototype served as the foundation for creating a clickable prototype using Figma, a popular prototyping tool. The Figma prototype aimed to

simulate the actual user interface and interactions, providing a more realistic representation of the website's functionality.

Example:

- The clickable prototype allowed users to click on the quantity control icons and observe the immediate changes in quantity, providing a seamless and interactive experience. Users could navigate between product pages and test the quantity adjustment feature in a simulated online environment.

5. Testing the Clickable Prototype:

- The clickable prototype was tested with three additional users, following similar tasks and scenarios as the paper prototype testing. Users' interactions, feedback, and observations were once again recorded to identify any remaining usability issues or areas for further improvement.

Example:

- User feedback during the clickable prototype testing indicated a positive reception of the quantity control feature, with users finding it intuitive and easy to use. Minor suggestions were made regarding visual feedback during quantity adjustments to enhance the user's perception of the action.

6. Further Improvements to the Clickable Prototype:

- Based on the feedback received during the testing of the clickable prototype, final refinements and improvements were implemented to ensure a seamless and user-friendly experience. Adjustments included enhancing visual feedback during quantity adjustments and fine-tuning the overall user interface based on user preferences.

Example:

- Visual feedback, such as animation or color changes, was added to the clickable prototype to provide users with a clear indication of their quantity adjustments. The interface elements were refined for consistency and improved visual hierarchy, resulting in a polished and user-friendly design.

Conclusion:

In conclusion, this research paper has documented the iterative development process of a website prototype, specifically focusing on the implementation of quantity control icons on the product page. Through the creation of a paper prototype, testing with users, iterative improvements, and the development of a clickable prototype, significant progress was made in enhancing the user experience. User feedback and observations played a crucial role in shaping the design, resulting in a refined and user-friendly clickable prototype. This research demonstrates the importance of us