

# Whitcoulls

# *Project Libraria*

A VIBRANT ONLINE COMMUNITY

19th April 2017 - 9th May 2017

*Designed and Developed by  
Massey Isa'ako, 2017©*

Email | [iasiisaako@gmail.com](mailto:iasiisaako@gmail.com)  
Ph | 021 253 3235

# Booklet Introduction

---

This booklet includes the following:

- > *Brief Analysis*
- > *Research Planning*
- > *Lean Persona's*
- > *Competitor Research*
- > *Survey Results*
- > *Evidence Persona's*
- > *Font and Colour Research of Clients Existing Website*
- > *Concept Sketches*
- > *Final Wireframe Concepts*
- > *Prototype – Pre-User Testing*
- > *User Testing Results: Initial Round*
- > *User Testing: Final Round*
- > *User Testing of Coded Website*
- > *Improvements from User Testing*
- > *Problems and Solutions*
- > *Final Product Group User Testing*
- > *Evaluation of Final Product*

Users who tested the product throughout the development process have consented to have their comments and information recorded for educational purposes only. Therefore, their anonymity is preserved throughout this document.

# Brief Analysis

## Client

Whitcoulls my client. They are owned by New Zealand companies (*James Pascoe Group, The Farmers Trading Co etc.*) and have been operating for well over 130 years. This client has a rich history in New Zealand, they have over 55 stores operating nationwide offering a large selection of books, stationery and much more.

## Problem

Whitcoulls is looking for a new feasible way to connect borrowers with lenders to increase awareness and drive sales.

## Desired Product

To implement a solution for this, Whitcoulls has requested I build a web application that can be used by both borrowers and lenders.

## Whitcoulls Product Requirements:

- 1) Allow owners to list items for borrowers to access.
- 2) Allow borrowers to search for and access these items
- 3) Allow a rating system between both borrowers and owners that fosters 'positive interactions and encourages a healthy and vibrant online community.'

## Due Date

Tuesday May 9th 2017

## Implications on the Treaty of Waitangi

Assessing the implications of the Treaty of Waitangi reveals the need for this product to become accessible to the indigenous people of New Zealand. In careful consideration of the Treaty of Waitangi and the purpose it serves in New Zealand, it has become obvious that this web application must include an aspect of Maori culture.

When we give careful attention to Article the Third, we can identify the effect the Treaty will have on the development of the product for Whitcoulls. We have a responsibility to respect the two core principles of the Treaty as identified by the Court of Appeal. The second principle directly influences the development of this product: "active protection."

Article the Third presents to me the task of showing "active protection" of Maori customs, through the preservation of Maori "tikanga" or culture. For this exact reason, the final product will include Te Reo Maori in consideration of the Treaty and for the preservation of Maori language.

*See Gantt Chart for planning.*

# Research Planning

## Research Method

The research method I will use is a multiple choice survey using SurveyMonkey.

## Justification

I have chosen this research method because it can be accessed anywhere where there is internet. As well as this, users have the freedom to fill the form in, without having to endure the discomfort of an interview or a one-on-one methodology. Using an online survey is also less time consuming compared to other methods available, and due to time constraints this seems to be the most logical choice. Additionally, it is a cost effective way of conducting research and will allow me to develop a primary and secondary target audience relatively easily.

## How

I will develop this survey using a set of ten questions and then post it using an online survey platform named SurveyMonkey. Using this web application, I hope to receive a large number of responses. To receive respondents, I will also post my survey on Facebook, Viber group chats and Slack. It will also be added to Google+ public forums.

## Goal

My desired outcome from this would

be to receive at least 50 responses within a four day period (Thursday 20th April – Sunday 23rd April). This will ideally assist in the identification of a clear boundary between the primary and secondary target audience.

View the survey using the link below:

<https://www.surveymonkey.com/r/PR9GIQL>

## Questions for Survey

The first four were chosen to define the general demographic of the users who took the survey. They identify gender, age group, relationship and employment status. The final six questions were used to more directly address the issue of the product. This is mainly done in order to identify a common trend that I will use to identify the primary and secondary target audience for the user experience development process.

*Question 1:* With 63 categories the gender category is very large. Listing them all would be very time consuming for both myself and those who will fill out the survey. For this reason I only presented the standard male and female options, with the additional choice of 'prefer not to say' and 'other'. I have done this due to respect for the user and will hopefully remove any bias that could arise in the survey.

*Question 2:* The age categories presented in the survey were preset, thus making the survey creation process even faster. This is also very convenient because I will be able to pinpoint the age groups that seem to be most likely to utilize the clients' product. I speculate that most readers will be between the ages of 18 through to 34 (two age groups).

*Question 3:* Initially, the relationship status question was a little difficult to implement, mainly because I was unsure of how this would contribute to the development process in user experience. I reasoned that this question may be able to help with the reasons why people read the books. It may be due to having a larger combined income with their spouse/family that they are able to be avid readers. Or maybe someone who is unemployed and is single may not be able to afford to purchase books. Through this train of thought I reasoned that it would be a logical choice to include this question, so I may cover multiple bases.

*Question 4:* This question is used to identify the need of the product and allow an in depth view of the reading habits of the users. It also helps me to through identifying where the need of the product is. What is the percentage of those who are daily/weekly book borrowers? This question will set the scene for the questions to follow.

*Question 5:* I have used this in order to see what sort of medium or platform the user is most likely to use in order to buy or purchase books. For the

benefit of the project, I am expecting to see a lot of feedback regarding the use of online platforms instead of going to a local library, especially in consideration of this technological age. If this is the case, then I am able to see whether this platform will be used by Whitcoulls customers.

*Question 6 & 7:* The answers to these questions will help to identify the sort of books users are likely to purchase when using the product and the reasons why they do so.

*Question 8:* I will be able to see whether users want a peer-to-peer lending/borrowing book platform for online use. The user may need this platform as an easier and less time consuming way to purchase books. If I can identify what the users need from the survey questions, than I can guide product design in the right direction to fulfill the business requirements identified by Whitcoulls.

*Question 9:* The client wishes that the web application be accessible on all devices (mobile, tablet and desktop). However, I would like to see what their prospective users want from the product in terms of accessibility.

*Question 10:* I would like to see whether users would rather borrow or lend books. In reference to the development of the web application and after analysis of the brief, I know that the need sits both with borrowing and lending. The results from this question will allow me to see where the greater need is: borrowing or lending.

# Lean Persona's

## Primary: Stephen Amer

*"Reading to me has always been the best way to escape reality."*

**Age:** 29

**Work:** Social Worker

**Family:** Married with two children

**Location:** Wellington

**Character:** Silent Observer

### Goals

- > *To have the ability to share books with online users.*

### Frustrations

- > *Such a platform does not exist to his knowledge. He would like a trustworthy brand with exceptional credentials to run the platform to ensure security of products.*

### Biography

Ever since I was a kid, I loved reading. As I got older, the books I loved to read became more scarce. Books became harder to find, in most cases the books I wanted to get from the library were always reserved for someone else or were never returned. So I've made a habit of collecting a few books over the past decade or so. I've started reading to my kids as well. I want to share my books with those who feel as frustrated as I do.

## Secondary: Amy Joyce

*"It's a little hard to get the time to find a good book."*

**Age:** 21

**Work:** Student

**Family:** Couple

**Location:** Wellington

**Character:** Busy Bee

### Goals

- > *To have a fast and easy way to borrow books online.*

### Frustrations

- > *She wants something that's easy to use*
- > *Can be accessed on her mobile phone.*

### Biography

I'm a student at Victoria University so I visit the library quite often. I usually only visit to get school textbooks but don't have any time to browse the shelves for anything to read in my spare time. I'm on my phone practically everyday, so if there is a site out there for borrowing and lending books I'm totally up for it. My main desire is to find books I want to read/borrow in a quick fire way.

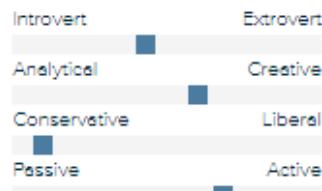
<https://app.xtensio.com/folio/qc05mcceu>



*"Reading to me has always been the best way to escape reality."*

Age: 29  
Work: Social Worker  
Family: Married with two children  
Location: Wellington  
Character: Silent Observer

## Personality



Quick Witted    Intuitive    Listener

## Goals

- To have the ability to share books with online users.

## Preferred Channels

Online & Social Media

Library

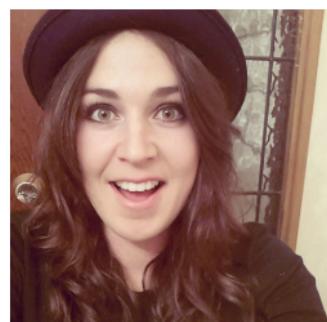
## Frustrations

- Such a platform does not exist to his knowledge. He would like a trustworthy brand with exceptional credentials to run such a platform to ensure security of products.

## Bio

Ever since I was a kid I loved reading. As I got older the books I loved to read became more scarce. Books became harder to find, in most cases the books I wanted to get from the library were always reserved for someone else or were never returned. So I've made a habit of collecting a few books over the past decade or so. I've started reading to my kids as well. I want to share my books for those who feel as frustrated as I am.

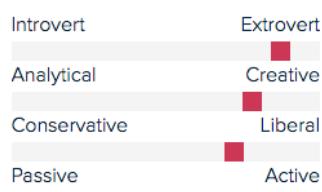
## Amy Joyce



*"It's a little hard to get the time to find a good book."*

Age: 21  
Work: Student  
Family: Couple  
Location: Wellington  
Character: Busy Bee

## Personality



Outspoken    Intuitive    Organised

## Preferred Channels

Online & Social Media

Library

## Goals

- To have a fast and easy way to borrow books online.

## Frustrations

- She wants something that's easy to use and can be accessed on her mobile phone.

## Bio

I'm a student at Victoria Student so I visit the library quite often. But usually only visit to get school textbooks but don't have any time to browse the shelves for anything to read in my spare time. I'm on my phone practically everyday, so if there is a site out there for borrowing and lending books I'm totally up for it. My main desire is to find books I want to read/borrow in a quick fire way.

# Competitor Research

The screenshot shows the TradeMe website's Books category page. At the top, there is a navigation bar with links for Browse, Sell, My Trade Me, Community, Register, and Log in. Below the navigation is a search bar with dropdown menus for 'in books' and a magnifying glass icon. To the right of the search bar are links for Watchlist, Favourites, and Cart. On the left, there is a sidebar with sections for Buying (Watchlist, Items I won, Items I lost, My favourites, Recently viewed) and Selling (List an item, Items I'm selling, Sold items, Unsold items). The main content area shows a breadcrumb trail 'Home > Books'. Below this are filters for Location (All regions, All districts), Sort (Featured first), Condition (All, New, Used), and Filter (On sale, Free shipping, Buy Now, Pay Now). A promotional banner for 'Get 20% cashback and live lifedirect by trademe' is visible. The page displays a grid of product thumbnails, with one for a Samsung Galaxy S8+ advertisement and others for books like 'Lon Milo DuQuette' and 'VOLVO S70, V70 & C70 Service and Repair Manual'. The footer of the page shows '900312 listings, showing 1 to 60'.

## Purpose

All New Zealanders are familiar with TradeMe. It is very similar to the clients request in terms of allowing peer-to-peer interaction in allowing users to both buy and sell items online.

## Strengths

This website has a large presence in New Zealand due to its massive user base as well as its ability to allow users to make an extra income selling their new/used goods. There is a wide range of books available, from audio books to rare and collectibles. Having a numerical figure of how many products are available under each category is testament to the large scope the website is able to handle. I quite like the buying and selling division to the left of the web page, I

believe this was separated from the main navigation bar for ease of access. This allows the user to quickly access the buying/selling sections easily, without having to navigate through drop down menus and such. I also like the filter options used to assist in making searches easier for the user. Other aspects I like are the sort and the condition filter for the products. I also like the thumbnail method of displaying products, including the CSS animations when hovering over each one. The simplicity of the thumbnails is very appealing. I also like the individual pages each thumbnail has, where the bidding is located to the right hand side, there is an image slideshow in the center with a description beneath and a tab for Questions and Answers.

in books



Watchlist



Favourites



Cart

**Buying**
[Watchlist](#)
[Items I won](#)
[Items I lost](#)
[My favourites](#)
[Recently viewed](#)
**Selling**
[List an item](#)
[Items I'm selling](#)
[Sold items](#)
[Unsold items](#)
[Home](#) > Books

**Books**
[Location](#)
[All regions](#)
[All districts](#)

 Get 20% cashback\* and  
live lifedirect by trademe

T&Cs apply.
[Audio books \(1256\)](#)
[Bulk \(1214\)](#)
[Children & babies \(173238\)](#)
[Comic books \(24176\)](#)
[Fiction & literature \(139428\)](#)
[Foreign language \(948\)](#)
[Magazines \(3540\)](#)
[Non-fiction \(431009\)](#)
[Rare & collectable \(7938\)](#)
[Textbooks \(69082\)](#)
[Young adult fiction \(48696\)](#)
[Sort](#)
[Featured first](#)
[Condition](#)
[All](#)
[New](#)
[Used](#)
[Filter](#)
 On sale  Free shipping  Buy Now  Pay Now

900312 listings, showing 1 to 60

[View](#)


## Weaknesses

When there are a lot of items being listed on one page, TradeMe fails to address the issue of scrolling up and down the webpage in order to access navigation links. It would be beneficial if the buy and sell division on the left and the navigation bar were fixed, this would allow the user a better experience with navigation. I find the constant advertisements on the website very annoying and distracts from the overall experience. I feel that the overall aesthetic mood of TradeMe leaves me thinking that the site was unfinished in its design and feels empty despite all the content available. I believe this is mostly due to the use of their colour scheme. This is mostly due to the excessive on screen presence of white space.

## Aspects to Incorporate

I would like to refer to their item description and bidding page as a guideline in terms of content for the user when buying/selling items. I would also like to utilize a thumbnail listing design for items. I also hope to group useful links within a fixed navigation bar somewhere on the webpage. The navigation will likely be positioned at the top of the webpage.



Search for...

All Products

SEARCH

Login

View Cart

[Home](#) [Books](#) [eBooks](#) [Stationery](#) [Technology](#) [Back to School](#) [Gift Cards](#) [Events](#)[Find us on Instagram](#) Come socialise with us.[Find us on Twitter](#) Come socialise with us.[See our latest promotions >](#)

Nicola Galloway  
**HOMEGROWN KITCHEN**  
Everyday recipes for eating well

AVAILABLE TO BUY IN STORE TODAY  
RRP \$49.99

SEE OUR LATEST PROMOTIONS

Stationery DEALS OF THE MONTH

ng for www.google.com...

## Purpose

PaperPlus is a book and stationery retailer owned and operated by New Zealand. They deal with books, eBooks, stationery, technology and more. Users can only purchase products from PaperPlus and cannot list their own items to sell like TradeMe.

## Strengths

I like the use of graphics on screen, very clean and well designed. I like the initial view of the three large divisions on the home page; I believe it gives a larger screen presence compared to TradeMe. The images used are high quality. Like TradeMe, PaperPlus lists their items using thumbnail preview images. Instead of listing items down the screen, PaperPlus allows the user

to interact with the site using jQuery slideshows to display more items. The navigation, although large, is easy to use and categorized very well. The navigation bar also has a neat feature under books and eBooks, allowing users to select products by author name. This also follows a similar format as the product page in TradeMe, where the price is paid on the right hand side and a description is provided with an image of the item. I quite like this layout more, because it allows users to see a larger scale of the webpage compared to TradeMe.



Search for...

All Products

SEARCH

Login

View Cart

[Home](#) [Books](#) [eBooks](#) [Stationery](#) [Technology](#) [Back to School](#) [Gift Cards](#) [Events](#) [Find us on Instagram Come socialise with us.](#) [Find us on Twitter Come socialise with us.](#)[See our latest promotions >](#)

Nicola Galloway  
**HOME GROWN KITCHEN**  
Everyday recipes for eating well

AVAILABLE TO BUY IN STORE TODAY  
RRP \$49.99

**SEE OUR LATEST PROMOTIONS**



Loading for www.google.com...

## Weaknesses

The thumbnail images used in the actual listing of items (separate from the homepage shown above) do not have a clear border like those in TradeMe. The images and text seem to be listed far from each other. There is no border encompassing each one to allow users to easily recognize the relationship between the text and product image. There is also a lack of CSS animation with buttons, no hover over effect on any links other than those in the navigation bar.

## Aspects to Incorporate

I would like to refer to their layout for product description page as a guideline in my concept sketches. The idea of jQuery scrolling for featured items on the home page also sounds like a great idea and I may implement this feature if possible. I would also like to incorporate a similar welcome page for the front of the website using three divisions. This will be for product advertisement purposes as well as to reduce the need for an all-encompassing image to fill the screen unnecessarily.

## Welcome to Harmoney

\$1,045,875 Borrowed in the last 24hrs

- ✓ We're 100% online
- ✓ 99% get funded in 24hrs
- ✓ Borrow up to \$70k Unsecured

To start your Harmoney story, enter  
your email address below

EMAIL  
Enter your email

APPLY TODAY 

Or call us now on 0800 427 666

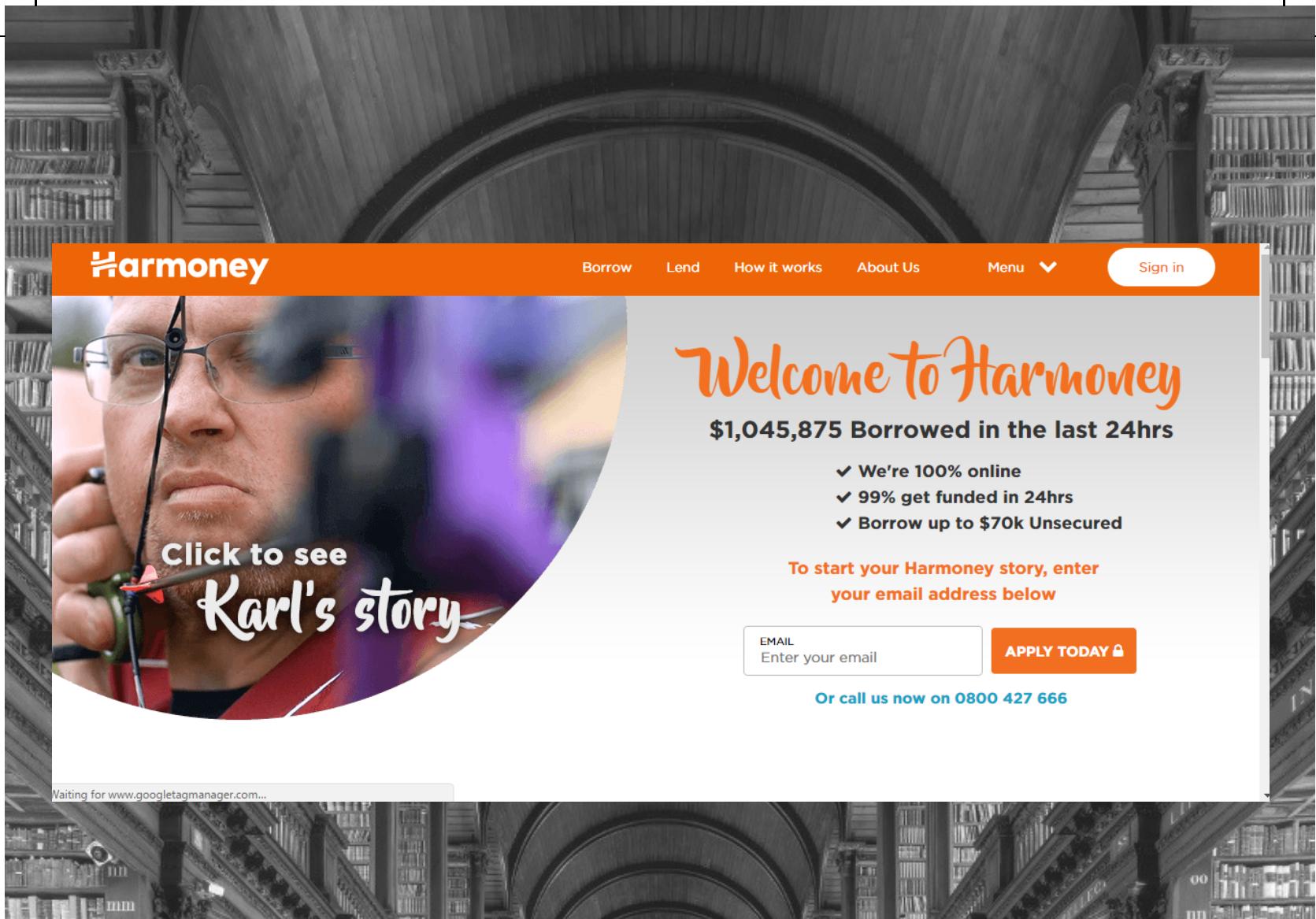
### Purpose

Harmoney is an online peer-to-peer borrowing and lending system for money. Entirely owned and operated by New Zealand, it was recently released to the public several years ago.

### Strengths

This is by far the best designed site out of the competitors I have researched. Using orange and white as the primary colours for the website design and allowing this to reflect throughout the layout is a great way to welcome the user. The clean graphics and crisp images really emanate a professional feel. I can see many CSS animations through the design of the buttons, giving the user feedback of what is a link and what isn't. I also like the

testimonials section, allowing stories to be shared about experiences using Harmoney. Having the navigation fixed to the top allows easier access for the user. I suspect that users base who they borrow from and lend to using profiles, which may include a form of credit rating. The 'How it works' page describes the process as a screen check of borrower applicants. Those who pass the screen check will then have the opportunity to share their story online for lenders to view. Lenders read their story and decide if they are to loan financial assistance to the borrower. The borrower can only list their story for a period of 60 days. I like the thoroughness of the process they go through as well as the clear explanation they provide.



## Weaknesses

The menu link on the navigation bar opens a full page overlay of links. The scrolling effect is still working, so if the user is on a page and selects the menu while also scrolling, they will lose their place on screen. Additionally, users may actually not recognize that in order to exit the full screen menu, they have to click on a new link. There is no exit button presented on the webpage overlay or the menu.

## Aspects to Incorporate

If I were to take anything forward from this design, it would be the effective use of colours. The hover over effects on buttons is something I would like to draw inspiration from as I move continue through to the aesthetic design of the website. I would also like to have a simple design similar to Harmoney, especially in the process of listing and borrowing items from other peers using the online community. This will allow users a more enjoyable experience using the client's product.

# Survey Results

As of Sunday 23rd April 2017, I have received 43 responses. Due to time constraints, I will move forward with the data I have gathered so far. I closed off my survey to the public at 8:55am on Monday 24th April 2017.

<https://www.surveymonkey.com/results/SM-GFSGYY7H/>

## Question 1: Gender

- > **Male:** 48.84% Secondary
- > **Female:** 51.16% Primary
- > **Prefer not to say/Other:** 0%

## Question 2: Age

- > **Under 18:** 16.28%
- > **18 to 24:** 39.53% Primary
- > **25 to 34:** 16.28%
- > **35 to 44:** 20.93% Secondary
- > **45 to 54/55 to 64:** 0%
- > **65 to 74:** 6.98%

## Question 3: Relationship Status

- > **Single:** 53.49% Primary
- > **Couple:** 18.6%
- > **Family:** 27.91% Secondary

## Question 4: Borrowing Frequency

- > **Daily/Weekly:** 16.28%
- > **Monthly:** 25.58% Secondary
- > **Every 6 months:** 27.91% Primary
- > **No library card/eBook account:** 16.28%
- > **Don't like reading:** 9.3%
- > **Too busy to read:** 4.65%

## Question 5: Where Users Get Books

- Library:** 48.84% Primary
- Online:** 30.23% Secondary
- Retail Store:** 16.28%
- Other:** 4.65%

## Question 6: Reasons for Borrowing

- Education:** 27.91% Secondary
- Work:** 13.95%
- Religious Interests:** 18.6%
- Leisure:** 34.88% Primary
- Other:** 4.65%

## Question 7: Most Read Genres

- Fiction:** 58.14% Primary
- Children's Books:** 11.63%
- Young Adult:** 20.93%
- Cookbooks:** 9.3%
- Travel:** 11.63%
- Biography and True Stories:** 55.81% Secondary
- Business:** 13.95%

## Question 8: Desire to See Product

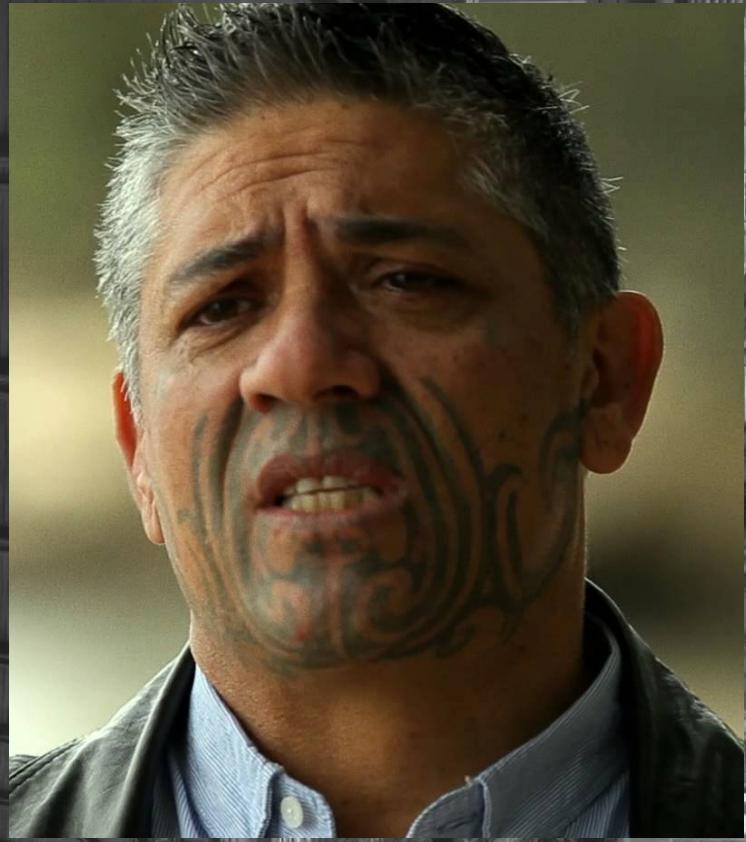
- Yes:** 41.86% Primary
- No:** 20.93%
- Maybe:** 37.21% Secondary

## Question 9: Most Used Device

- Mobile:** 60.47% Primary
- Tablet:** 4.65%
- Desktop:** 34.88% Secondary

## Question 10: Borrow or Lend

- Borrow:** 90% Primary
- Lend:** 10% Secondary



### **Primary Target Audience**

The primary target audience consists of single individuals between 18 to 24 years old. Usually borrow books every 6 months or so from the library. Books they issue out are mostly fiction and for the main purpose of leisurely reading. They would like the product to be created and accessible on their mobile devices. These individuals are most likely to borrow books.

### **Secondary Target Audience**

The secondary target audience is made up of individuals between the ages of 35 to 44 years old taking care of a family. They borrow books on a monthly basis, usually browsing online for educational books. They most likely read biography and true story novels, they are unsure of whether they would like to see another website. If they answered yes, then they would like the client's web application to be accessible on desktop. They are most likely to lend books

<https://app.xtensio.com/folio/mj9bxou0>

# Evidence Persona's

## Primary: Tama Wairau

*"Reading has always been the best way to escape today's reality."*

**Age:** 39

**Work:** Social Worker

**Family:** Married with three children

**Location:** Taupo

**Character:** Silent Observer

### Goals

- > *To have the ability to share books with others using an online web application.*

### Frustrations

- > *Tama cannot find a web application that allows a peer-to-peer lending platform.*
- > *Tama would like a trustworthy brand with exceptional credentials to run this web application to ensure the security of his books.*

## Biography

From a very young age, I have gained solace from reality through diving into literary worlds. Now that I have several children, I am trying to instill in them a love and appreciation for reading. As a social worker I meet a lot of kids who suffer from the consequences of their own choices and of those around them. I always recommend reading, just to take their minds off of their reality.

I want to share my books that I've collected over the years with others, so they can also enjoy the worlds I love. Recently, I've been searching for educational textbooks (Science and English) to help out my oldest daughter, who is struggling with NCEA Level 2.

When I'm not busy, my family can usually find me in the kitchen with a cup of coffee while reading a good biography. If I find that the book will help others who face similar obstacles, then I make a note of recommending it to my younger clients.

I use desktop at work, so if a peer-to-peer book lending and borrowing site were developed, I would prefer if I could access it on my PC.

## **Secondary: Kate Harrel**

*"I've always loved reading, but I just don't have the time to browse libraries anymore."*

**Age:** 21

**Work:** International Flight Attendant

**Family:** Single

**Location:** Wellington

**Character:** Busy Bee

### **Goals**

- > *To have a fast and easy way to purchase books online to use for a short period of time.*
- > *Be able to borrow books without the need to go to the library.*

### **Frustrations**

- > *Kate is a flight attendant, so she is constantly on the move. She would like the product to be accessible on her mobile phone.*
- > *She doesn't have the time between work and home to browse libraries. She wants the process to be quick and painless with no hassle.*

## **Biography**

I'm an international flight attendant working for Hainan Airlines. I just finished a qualification at New Zealand School of Tourism that allowed me to get my dream career.

I love reading, but ever since I started working for Hainan, I've had to issue at least 20 large novels from the library every six months or so. Pataka Library in Porirua is very friendly to me, so they usually extend my return dates by several months.

In terms of my current occupation, I have been given a 3 week roster that has a few long haul flights, usually lasting around 10 hours with an average of 4 hours waiting time in between. I have a lot of time on my hands, so I usually just read whatever I can get my hands on. But whenever I am able to visit the library, I spend most of the time browsing the fiction section.

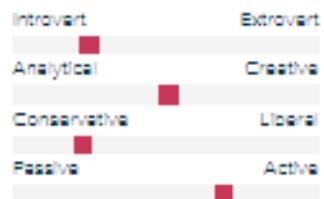
My main wish is to have the ability to borrow books online. That way, I can order books several days before I arrive home, and then pick them up as soon as I arrive. I would love it if this site could be accessed on my smartphone too.



*"I've always loved reading, but I just don't have the time to browse libraries anymore."*

Age: 21  
Work: International Flight Attendant  
Family: Single  
Location: Wellington  
Character: Busy Bee

## Personality



Kind Intuitive Organised

## Goals

- To have a fast and easy way to purchase books online to use for a short period of time.
- To be able to borrow books without the need to go to the library.

## Preferred Channels

Online & Social Media

Library

## Frustrations

- Kate is a flight attendant, so she is constantly on the move. She would like the product to be accessible on her mobile phone.
- She doesn't have the time between work and home to browse libraries. She wants the process to be quick and painless with no hassle.

## Bio

I'm an international flight attendant working for Hainan Airlines. I just finished a qualification at New Zealand School of Tourism that allowed me to get my dream career.

I love reading, but ever since since I started working for Hainan, I've had to issue at least 20 large novels from the library every six months or so. Pataka Library in Porirua is very friendly to me, so they usually extend my return dates by several months.

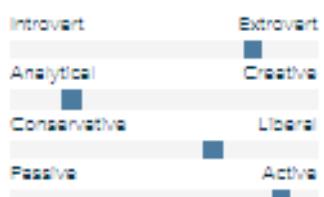
In terms of my current occupation, I have been given a 3 week roster that has a few long haul flights, usually lasting around 10 hours with an average of 4 hours waiting time in between. I have a lot of time on my hands, so I usually just read whatever I can get my hands on. But whenever I am able to visit the library, I spend most of the time browsing the fiction section.



*"Reading has always been the best way to escape today's reality."*

Age: 39  
Work: Social Worker  
Family: Married with three children  
Location: Taupo  
Character: Silent Observer

## Personality



Quick Witted Intuitive Listener

## Goals

- To have the ability to share books with others using an online web application.

## Preferred Channels

Online & Social Media

Library

## Frustrations

- Tama cannot find a web application that allows a peer-to-peer lending platform.
- Tama would like a trustworthy brand with exceptional credentials to run this web application to ensure the security of his books.

## Bio

From a very young age, I have gained solace from reality through diving into literary worlds. Now that I have several children, I am trying to instill in them a love and appreciation for reading. As a social worker I meet a lot of kids who suffer from the consequences of their own choices and of those around them. I always recommend reading, just to take their minds off of their reality.

I want to share my books that I've collected over the years with others, so they can also enjoy the worlds I love. Recently, I've been searching for educational textbooks (Science and English) to help out my oldest daughter, who is struggling with NCEA Level 2.

When I'm not busy, my family usually find me in the kitchen with a cup of coffee while reading a good biography. If I find that the book will help others who face similar obstacles, then I make a note of recommending it to my younger clients.

# Font and Colour Research

## Colour

Due to the current design of the Whitcoulls site, I will continue to use their colour scheme of red, grey, black and white. This is for the purpose of consistency, so the user does not have to make any large visual adjustments to the new product.

It seems as if the overall colour choice is grayscale at best, with splashes of red and multiple images supplementing for the lack of colour variation.

The footer at the bottom is split into a promotional upper section for membership with a colour of #DFD7CA, and a lower footer section with several more links and a background colour of #CFC4B3.

## Final Colour Scheme

#ee2e24



#333333



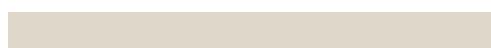
#000000



#ffffff



#dfd7ca



#fcfc4b3



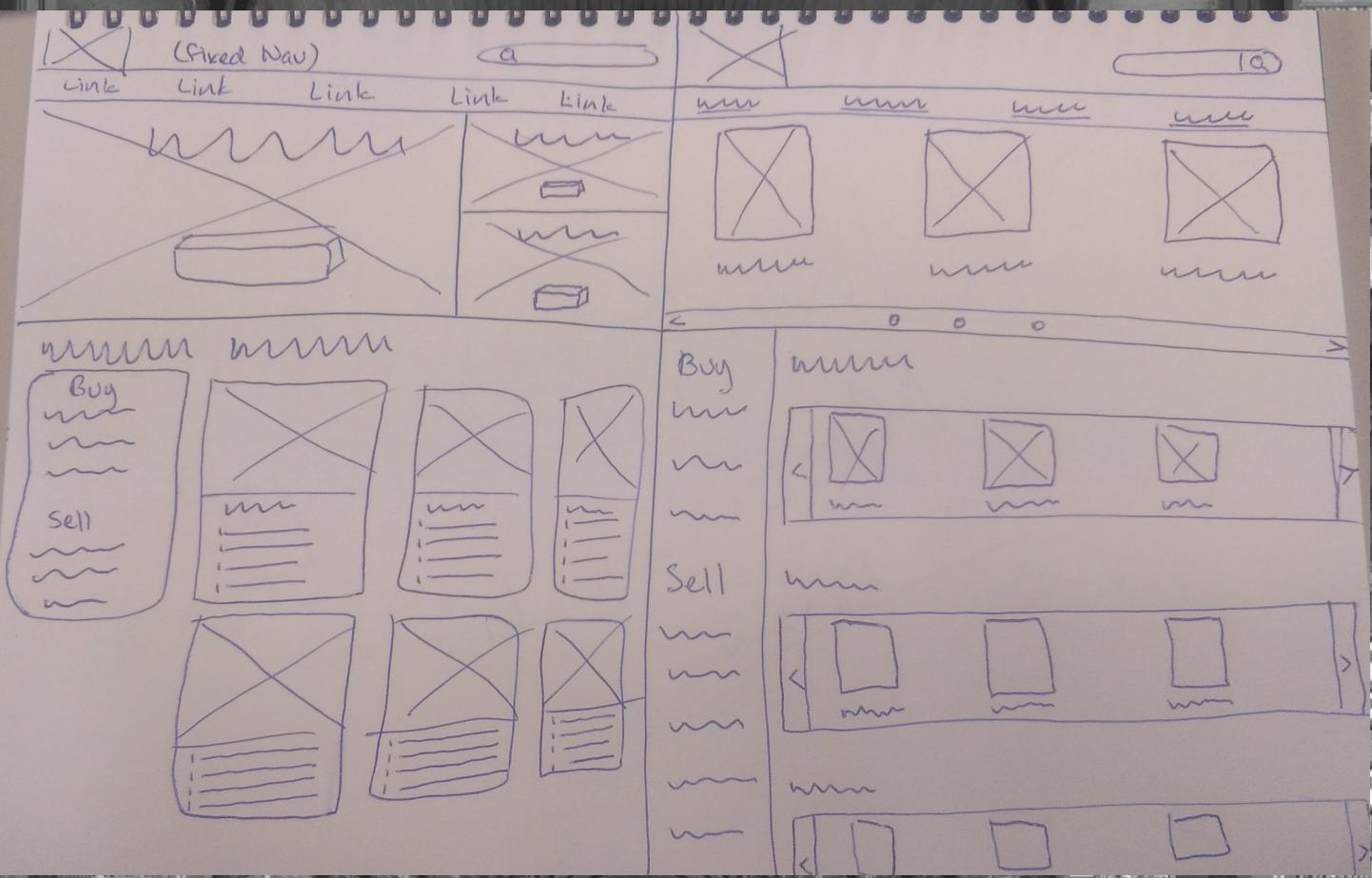
## Font

It seems that the Whitcoulls site makes extensive use of sans-serif fonts, mainly using 'Roboto', which is currently featured on the front page of Google Fonts. Variations of the font (regular, bold) are used for headings, sub-headings and main bodies of text. The font size seems to be set at 13px for body (black), 16px for sub-heading (#777777) and 18px for main headings (#494949). The font-weight of the headings seems to be set to bold.

However, I will make some slight changes in the font Whitcoulls is currently using. The font will be changed to Open Sans for all headings, sub-headings and body text. This font choice will also extend towards buttons and other hyperlinks that will be spread throughout the webpage. The font size will adapt with changing screen sizes too.

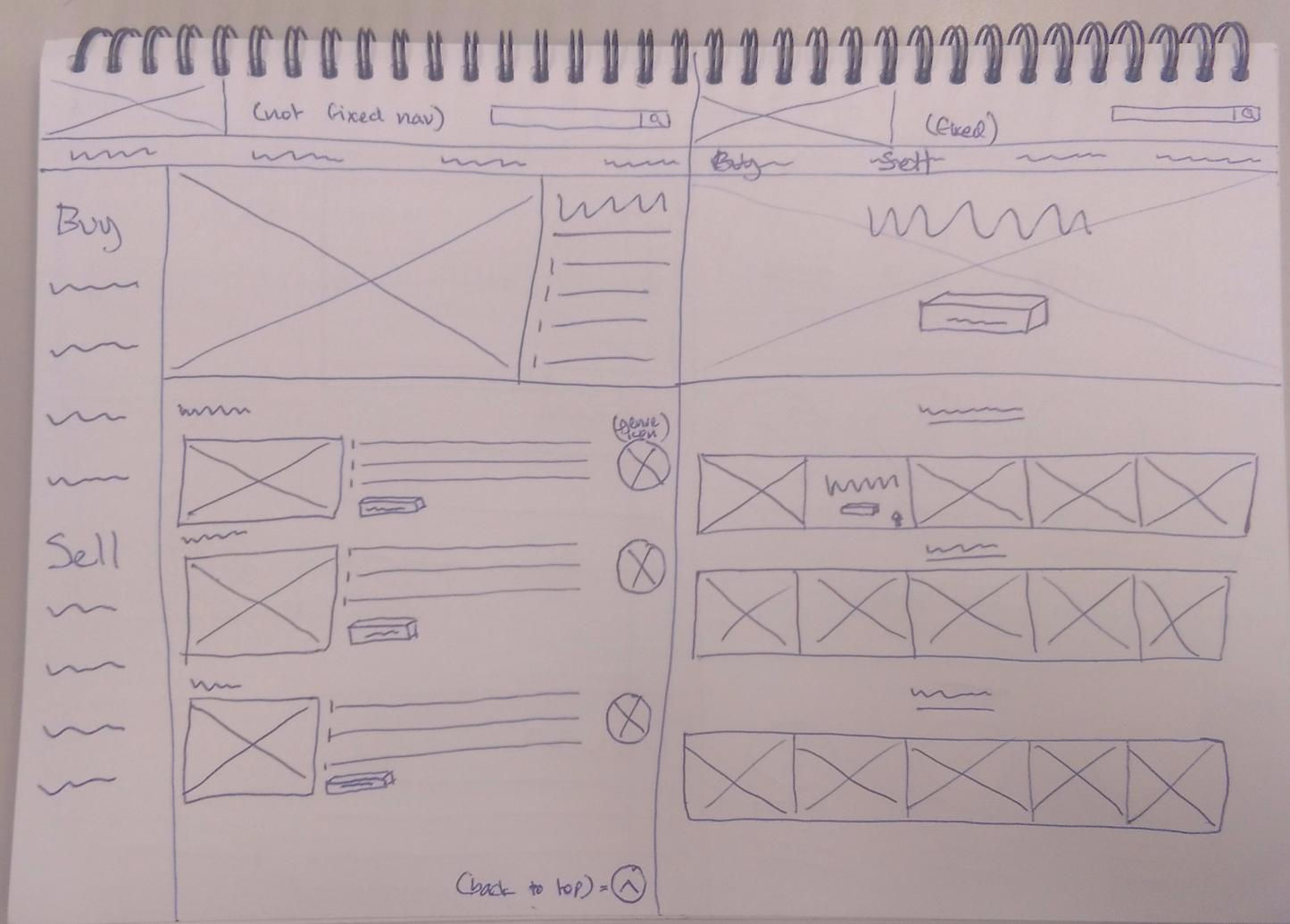
I have done this because this product is separate from the existing client site. The font choices should indicate that it fulfills a different purpose. 'Open Sans' maintains its legibility on desktop and mobile. Another font I will also use is Tangerine, a handwritten serif font that looks very regal and will contribute to the professional look of the final design. This font also maintains a fair legibility on various screen sizes.

# Concept Sketches



## Concept One and Two

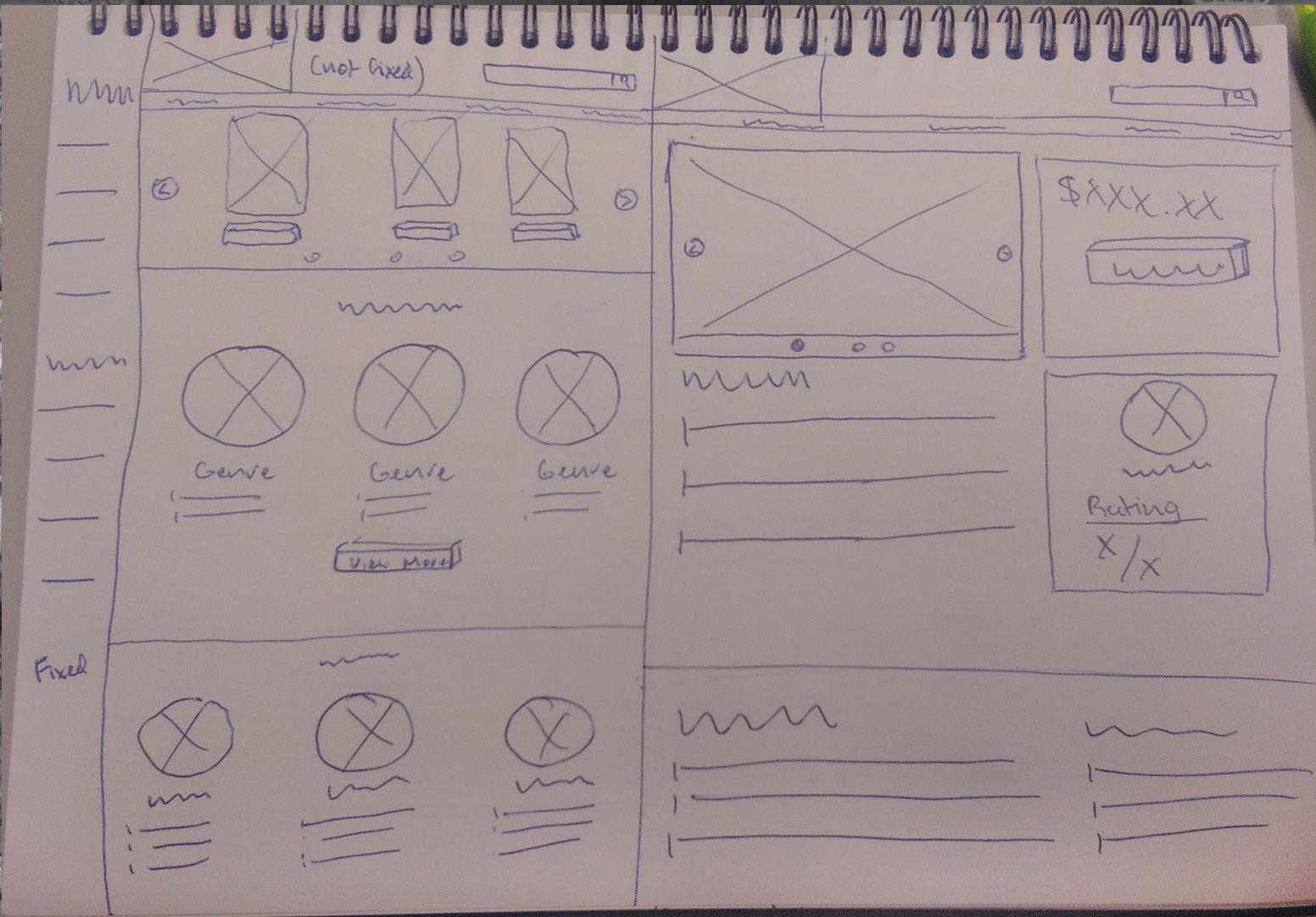
These two are homepage concepts with the idea of a fixed top navigation (Harmonie). The sketch on the left uses thumbnail images to display listings while the right uses jQuery slideshows. They both have a left bar with essential links for purchasing and listing products (TradeMe). The 3 division layout beneath the navigation in the left sketch is inspired by PaperPlus.



## Concept Three and Four

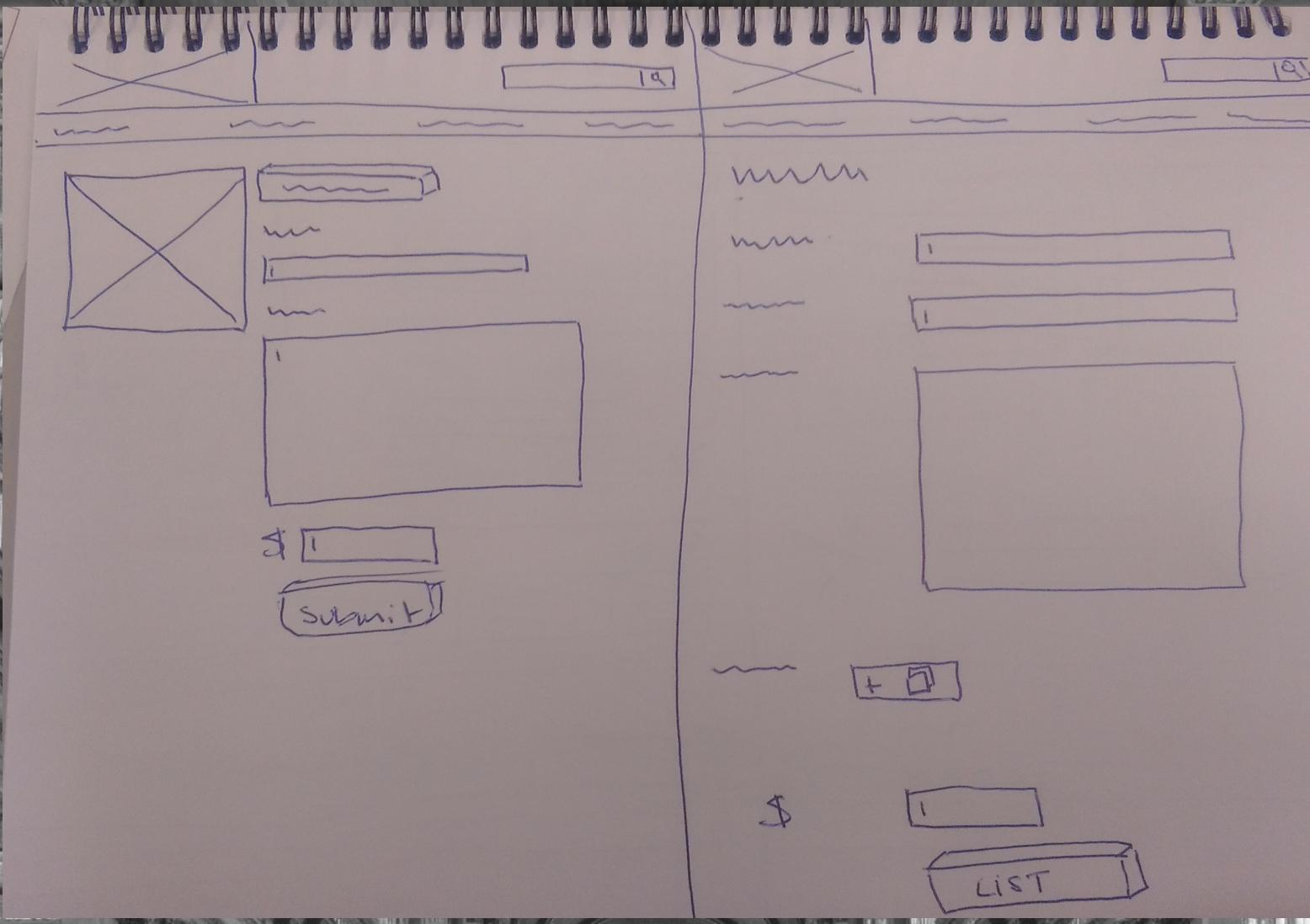
The left sketch shows a non-fixed navigation but a fixed essential links bar on the left side.

This allows the user to scroll through the content with this in view. Right sketch is a grid of images side-by-side, when the user hovers over them, the product name will pop up and a button to view the product.



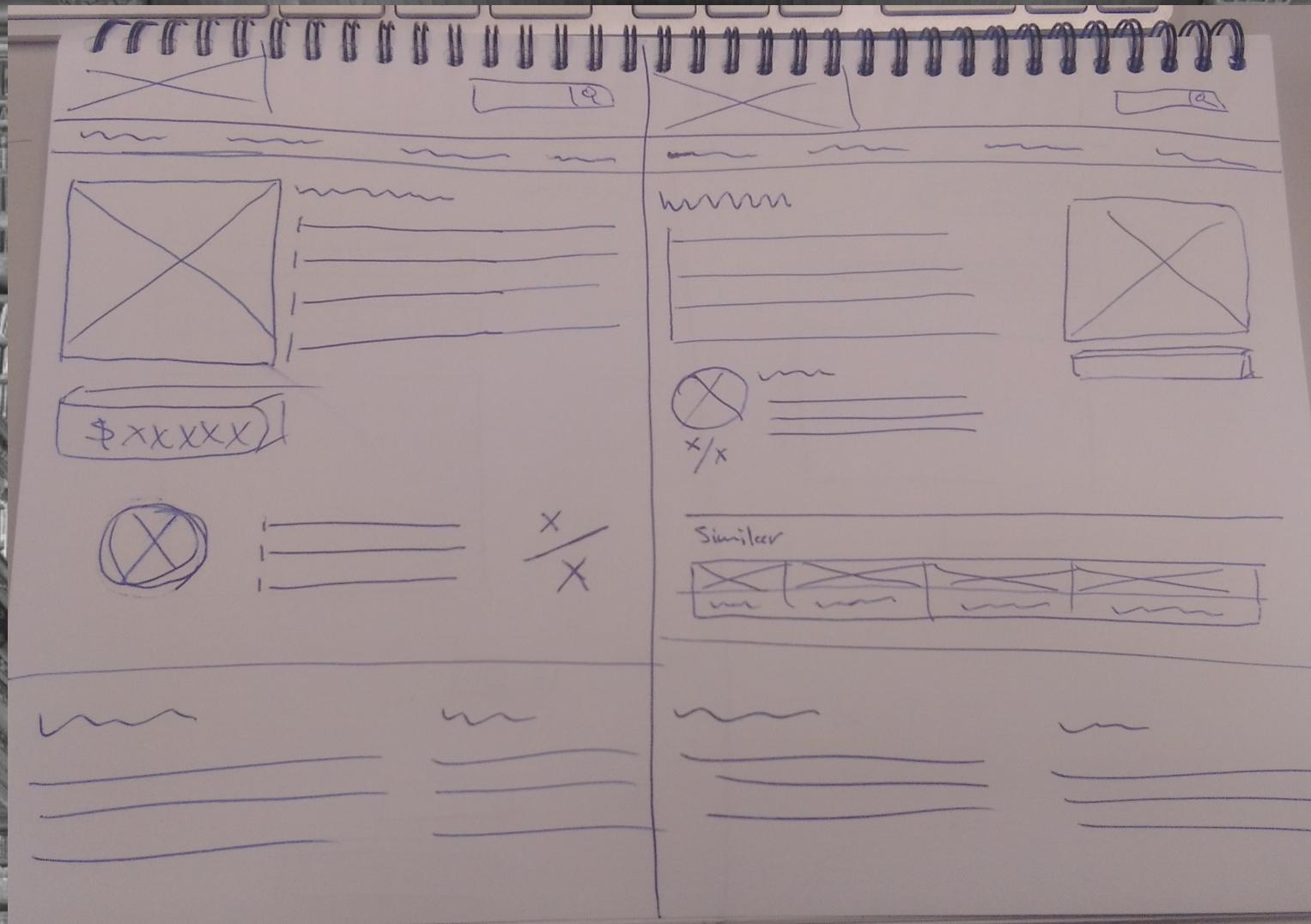
## Concept Five and Six

The layout to the left seems to be more original than previous layouts. It shows a slideshow beneath the navigation with featured items. The containers below would show the genre and then featured items below. It has a fixed essential links sidebar to the left. The sketch on the right is the view the user will get when selecting an item to view. The top half is the description of the selected item, the bottom half will display the lender, their rating, borrower feedback and contact details.



## Concept Seven and Eight

This is a possible view of the process to list an item. At a basic level, the form would need input for the book title, author, genre, upload an image file, borrow price and finally the submit button. This is a very simplistic way to list an item, lenders and borrowers will need to use their existing online account with Whitcoulls to access this section. If they do not have an existing Whitcoulls account, then they will be prompted to register on the main website run by Whitcoulls. The main difference between the two sketches is the positioning of labels.

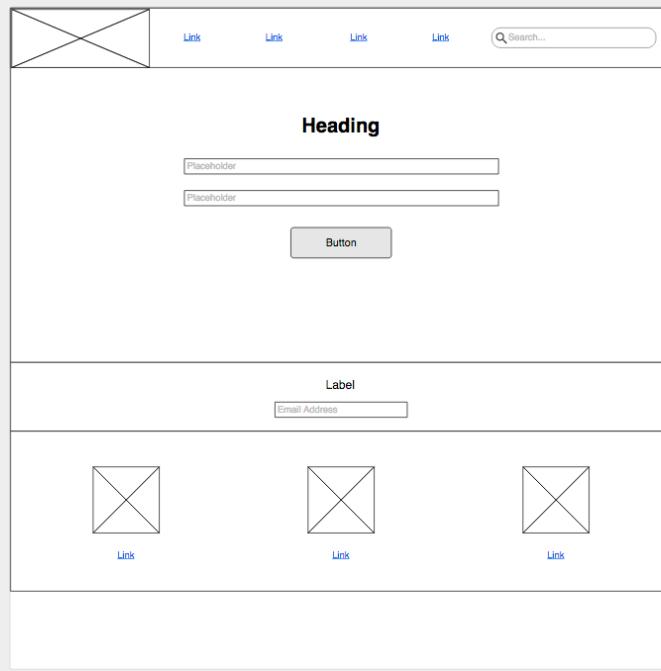


## Concept Nine and Ten

The left sketch is a variation of the product description page. An image floated to the left accompanied by a short description of the product (preferably a blurb) with the borrow price beneath.

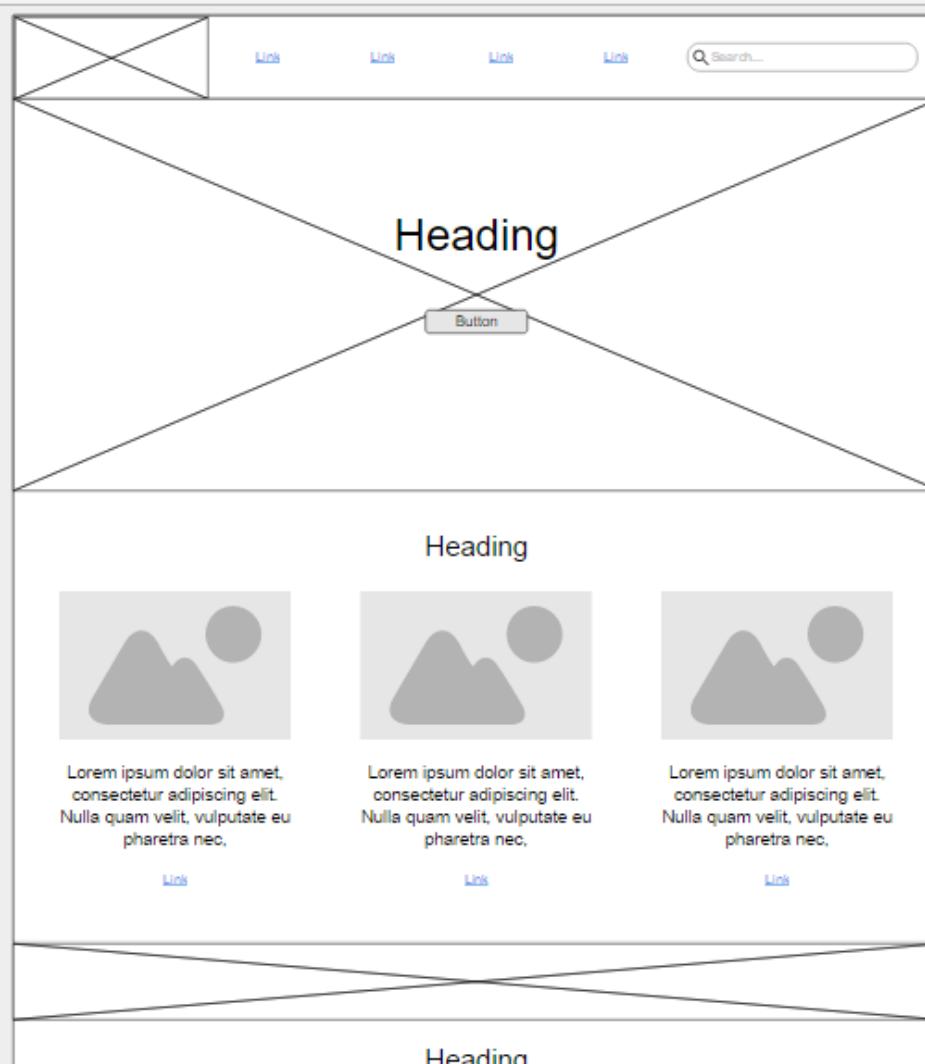
Both sketches show a possible way of displaying lenders (ratings, reviews etc.). The sketch on the right has a jQuery slideshow displaying books similar to the one being described on the current page. This will be very useful and could also be used a simple filter system for similar books.

# Final Wireframe Concepts



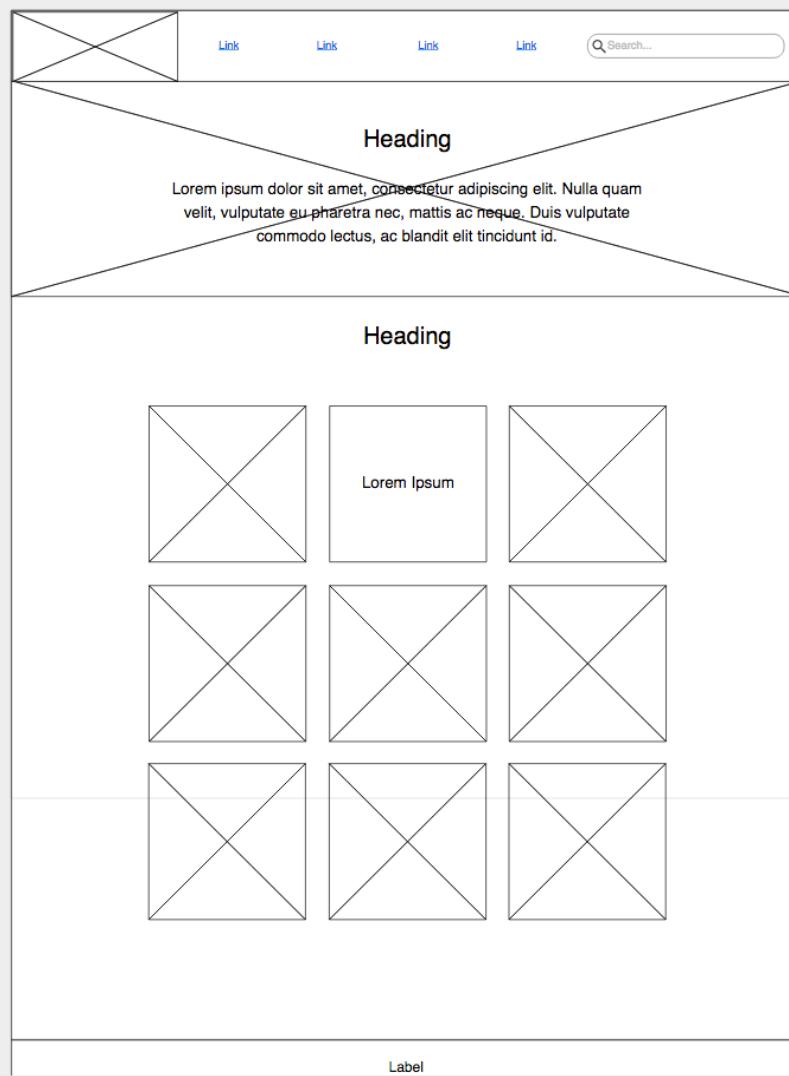
## Login Concept

Ideally, the user will approach the site through this window first. They will need a Whitcoulls account to access Libraria (Romanian for library). The navigation is fixed to the top, and the footer contains an email subscription input field, should the user want to be notified by some promotions or deals.



## Home Concept

This is the first page to greet the user after a successful log in/registry. A simple home page, I may actually include an about section to inform the user about the purpose, terms and conditions of the website etc. The thumbnail images will be rounded. The stretched image holder at the bottom is the division where I will apply the parallax scrolling technique.



## Browse Concept

This is where the items will be listed, should the user want to browse the products listed by other users. The thumbnail image concept is similar to TradeMe and PaperPlus, but instead of having a lot of text, a hover overlay effect will be applied to the divisions. This effect will show some text. The image at the top with the headings and text within is an imitation of the homepage but smaller. It will contain information about the listing page.

The wireframe illustrates a user interface layout. At the top, there is a header bar featuring four blue 'Link' buttons and a search bar with a magnifying glass icon and the placeholder text 'Search...'. Below the header, a section titled 'Heading' contains three input fields: a text input labeled 'Placeholder', a text area input labeled 'Placeholder', and a dropdown menu input labeled '12px'. A grey 'Button' is positioned below these fields. Further down, a form section includes a label 'Label' and a text input field with the placeholder 'Email Address'. At the bottom, there are three separate boxes, each containing a large square with an 'X' and a blue 'Link' button underneath.

## List an Item Concept

Any user will have the ability to lend items online.

This is where they will list their books. This page will have a large form, asking essential questions like condition, borrow fee, delivery time and so on.

Since it will be quite large (possibly more than 10 input fields), this should be well laid out and simple to complete. It will also need to only accept certain input fields and should have basic validation (i.e. choose file allows only images to be selected).

The wireframe illustrates a website layout. At the top is a header with four blue 'Link' buttons and a search bar. Below the header is a main content area containing a heading, a placeholder image of a book cover, and a block of placeholder text (Lorem ipsum). A horizontal line separates this from a sidebar. The sidebar features a placeholder image, a 'Lender: Lorem Ipsum' label, another block of placeholder text, and a rating of five stars. Another horizontal line separates the sidebar from a bottom section. This bottom section contains a 'Label' and an 'Email Address' input field.

## Item Description Concept

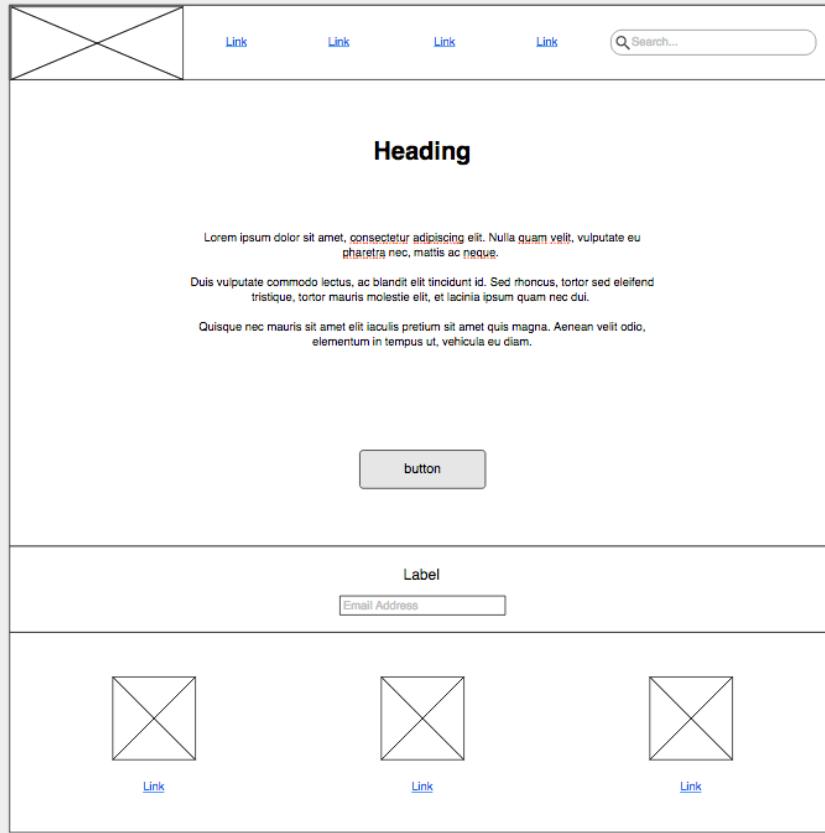
Although other pages give significant contribution to the purpose of the site, this is no doubt the most important. It is a simple layout; the product image is on the left followed by a blurb of the book. Other essential details are listed beneath the blurb. Below the horizontal rule across the middle of the page is where the user will see the lender, the rating and comments from previous users. If this page is designed well, it should help users gain income, and encourage borrowers to purchase items.

The wireframe shows a user interface for a payment transaction. At the top, there are four placeholder boxes labeled 'Link' and a search bar. Below this is a section titled 'Heading' containing product details: Product Title (Summary Justice), Borrow Price (NZD) (\$15.99), Shipping (2.99), and Total Amount (NZD) (18.98). It also includes fields for Payee (Tama Wairau) and Account Number (1234 - 567 - 8900). A large 'Pay' button is centered below these fields. The next section is labeled 'Label' with an 'Email Address' input field. At the bottom, there are three placeholder boxes labeled 'Link'.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Heading</b>			
<b>Product Title:</b>	<input type="text" value="Summary Justice"/>	<b>Borrow Price (NZD):</b>	<input type="text" value="\$15.99"/>
<b>Shipping:</b>	<input type="text" value="2.99"/>	<b>Total Amount (NZD):</b> <input type="text" value="18.98"/>	
<b>Payee:</b>	<input type="text" value="Tama Wairau"/>	<b>Account Number:</b>	<input type="text" value="1234 - 567 - 8900"/>
<input type="button" value="Pay"/>			
<b>Label</b>			
<input type="text" value="Email Address"/>			
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

# Payment Concept

This guiding template is what the user may see if they are interested in borrowing a product. This is an important page for transactions, and will show only the essentials the payee must know. For example, it will show the borrow fee, shipment fee, maximum borrow time and more. Then there are the other more obvious things, like account number, payee name, total amount paid. The process of payment will be easy for users if they have a Whitcoulls account where they have already set up their accounts and such.



## Success Concept

This is the feedback page that shows confirmation to the user regarding successful payment, or successfully listing of their item. This will prevent the user from being confused, as some sites do not provide any confirmation of completed transactions, which forces the user to do things over and over again without any feedback from the site. This is a very important aspect of the website and helps to assure the user that their tasks are being completed, which will make them feel inclined to return to Libraria if the process is simple and easy to follow.

# Pre User Test Prototype

Whitcoulls

Login to Libaria

Email

---

Password

---

[Forgot password?](#)

[Sign In](#)

---

No account? [Register](#) with Whitcoulls now!

Subscribe for Weekly Updates

Email

[Subscribe](#)

---

[Frequently Asked Questions](#)

[Store Locator](#)

[Whitcoulls History](#)

# Login

[View Listings](#)[List an Item](#)[Logout](#)

## What is Libraria?

Loreum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Loreum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

## Home

[View Listings](#)[List an Item](#)[Logout](#)

## Browse Our Community Library

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.*

*HUJUS COLL: VICEPRAEPOS LL ET SACRAE THEOLOGIAE PROFESSOR REGIUS LIBRARIUS*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.*

## Available Products

William Benson is a criminal barrister with a difference.

He has a murder conviction of his own



John Fairfax

William Benson is a criminal barrister with a difference.

He has a murder conviction of his own



John Fairfax

William Benson is a criminal barrister with a difference.

He has a murder conviction of his own

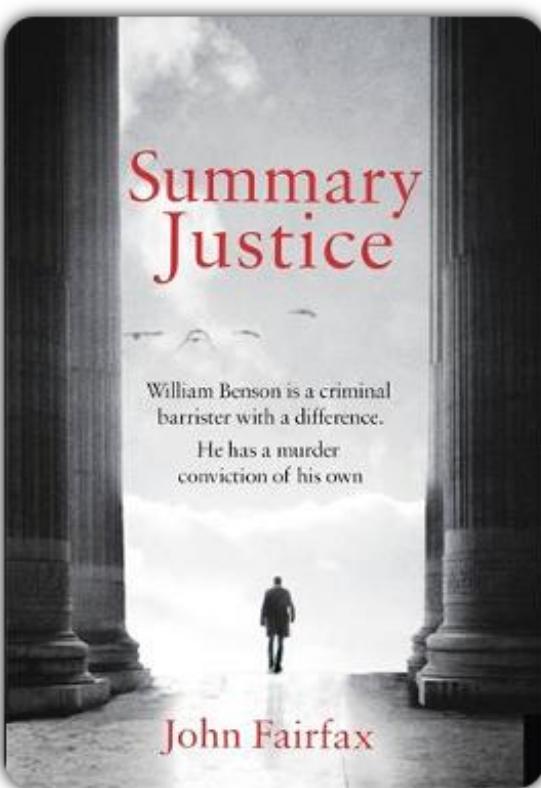


John Fairfax

## Browse Products



## Summary Justice



Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

**Publication Date:** 02/03/2017

**Publisher:** Little, Brown Book Group

**\$15.99**

**Country of Origin:** United Kingdom

**Pages:** 304

**Condition:** Normal Wear and Tear

[Borrow Book Now!](#)

**Age Group:** 13+

**Delivery:** 2 - 5 days

**Maximum Borrow Time (days):** 14

## Lender: Tama Wairau



Anonymus Hamster

"A great lender, well worth the price to read. Would definitely borrow books in the future again."



## Item Description

[View Listings](#)[List an Item](#)[Logout](#)

## Payment

Product Title: **Justice Summary**

Maximum Borrow Time (days): **14**

Borrow Price: **\$15.99**

Shipping: **\$2.99**

Total Amount: **\$18.98**

Payee: Who are you paying?

Account No. Bnk - Brch - Account - Sfx

[Complete Payment](#)

Subscribe for Weekly Updates

Email

[Subscribe](#)

## Payment

[View Listings](#)[List an Item](#)[Logout](#)

## Payment Successful!

Owner has been notified via email and text of payment.

Expect shipment of product within the next 2 - 5 business days. Please contact us if any issues occur. Additionally, remember to return item within set time frame.

Contact Tama Wairau at:

Email: [tamawairau@hotmail.com](mailto:tamawairau@hotmail.com)

Phone: 021 123 4567

Happy borrowing!

[Return Home](#)

Subscribe for Weekly Updates

[Subscribe](#)

# Payment Successful

[View Listings](#)[List an Item](#)[Logout](#)

## List a Product

**Author First Name:**

**Author Last Name:**

**Book Title:**

**Publication Date:**

**Publisher:**

**Country of Origin:**

**Number of Pages:**

**Condition:**

**Age Group:**

**Delivery (days):**

**Maximum borrow time (days):**

**Upload Product Image:**

**About the Book:**

[List Book](#)

## List an Item

[View Listings](#)[List an Item](#)[Logout](#)

## Item Successfully Listed!

You will be notified via email and text once someone has paid the full sum.

Please ship item as soon as possible once payment has been made. Failure to do so may result in a legal dispute.

Your contact details are listed below:

Email: [tamawairau@hotmail.com](mailto:tamawairau@hotmail.com)

Phone: 021 123 4567

Please contact us if any issues occur.

[View Your Listing](#)

Subscribe for Weekly Updates

 Email Subscribe

# List Item Successful

# Initial User Test Results

## Buttons

Several users have commented on the hover over buttons used in the prototype. The current design of the standard button is that the font color is set to red and only has a bottom box border. Below is a screenshot of the buttons used through the prototype:

[View Book](#)

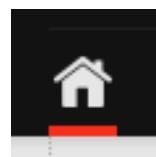
The subscribe button the footer is even harder to see than the button shown above. It initially took most users a while to find the button displayed above because the it did not fit their perception of what a web button should look like. This same issue also occurred on other pages such as the Payment Page and the List an Item page, where one user struggled to find the “Complete Payment” and “List Book” buttons. These pages are crucial to both Whitcoulls and their customers. I may make the buttons one solid colour, set the opacity to around 80% and then activate to 100% opacity upon hover. I will take this issue into consideration as I continue to refine this product.

## Home Icon

Users pointed out an issue with the navigation bar. A screenshot is provided below:



All the navigation links are text with the exception of the first: an icon representing the home button. I foresaw this as a possible issue or design flaw when I viewed the original Whitcoulls website. Below is a screenshot of the clients existing website home link:



For the sake of consistency, I followed their navigation bar design to let the user adjust faster to the website. The clients existing website has an icon as the home link, but I am considering changing the home icon into a text link for Libraria. This is with the user in mind, in the unlikely case that a customer does not understand the home icon meaning. This design flaw will be refined in the prototype.

## List an Item Form Input

This was discovered by a user looking through the form of the "List an Item" page. I have provided a screenshot below of the form input field:

Country of Origin:	Publisher
Number of Pages:	Pages
Condition:	Condition of Book
Age Group:	Age Group

Currently, there are 13 fields which the user must fill in for the listing to be successful. The user testing raised the issue that the "Number of Pages" field may not be necessary.

Consequently, I am now revising the form to see whether there are other fields that should be deemed unnecessary and therefore should be excluded from the website. Other unnecessary fields may include: Publisher and Country of Origin.

I have also noticed that I have forgotten to ask the user about the genre of the book (fiction, international etc.), to help borrowers find their item in the search bar. This issue will be fixed throughout this development process.

## Home Page Subheading

Another issue that arose was the subheading on the home page. The screenshot below shows the current state of the prototype home page subheading:



One user commented that they got confused on this section, mainly because the subheading below "Welcome to Libraria" looked like a set of buttons. It seems as if the large spread of the text has contributed to this matter. So I have resolved to shrink the space between the texts in the subheading, replace it, or remove the subheading entirely.

## Alterations Made

As of now, I have improved the buttons, changed the home icon to a text link. I have also removed unnecessary fields in "list an item" form and I have altered the subheading on home page. All of these changes have been implemented due to the user feedback I have gained through the initial round of user testing.

## Prototypes

Visit the pre user testing prototype at:

<https://preview.uxpin.com/251ddffbe14b772e4574088934f07c61a34d6748#/pages/68255754?mode=c>

Visit the post user testing prototype at:

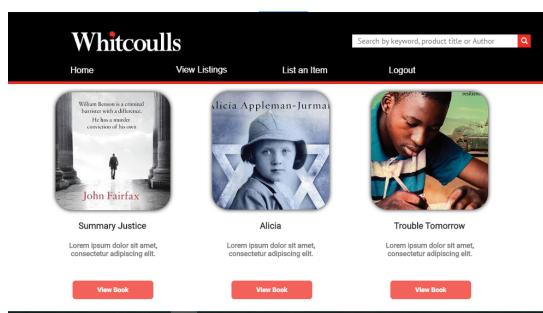
<https://preview.uxpin.com/251ddffbe14b772e4574088934f07c61a34d6748#/pages/68255754?mode=c>

# Final User Test Results

After incorporating the needed changes with the initial prototype, I set out to gain more feedback through further user testing. This was done using the Post User Testing Version 1 Prototype.

## Images as Links

Several users suggested to me that it would be nice if the images of every thumbnail could be used as links. The reasoning behind is that most users expected the images to be links. A screenshot of the thumbnails is provided below:

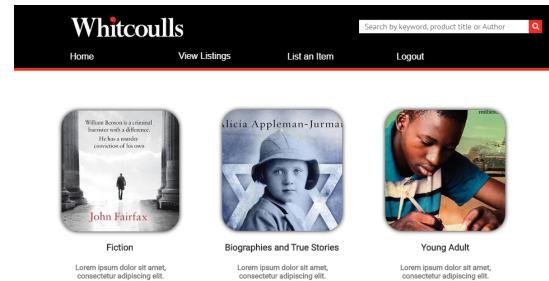


So I have decided to use the images as links to other pages, this is so that the user is not restricted by a small area. This is important to address now so I am aware of this issue when screen sizes start shrinking.

## Simple Filter System

Several users clicked on the images of the thumbnails under "Recommended Genres". This was because they are accustomed to clicking on thumbnail images similar to TradeMe. They thought that clicking on the fiction

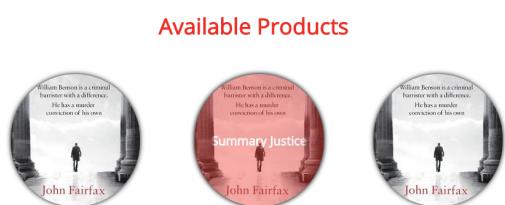
image, would take them to a page listing only fictional books. Below is a screenshot of the thumbnail images:



I am considering applying this additional section to the clients' product. This will be an ideal filter system for users. In using this, I decrease the time users spend browsing through the website, thus allowing them to view more of what they like to read. Logically speaking, this will encourage the user to borrow more books.

## Thumbnail Overlay

After further competitor research, I noticed that my thumbnail image overlays in the "Item Listings" page do not display enough information. A screenshot of the thumbnails is provided below:



The center thumbnail is what the user sees when they hover over images. A red division set to partial opacity is shown with the title of the book. I asked the users if they would like more information displayed within the overlay. Most answered yes, some want the author's name on the overlay with the title, others would like a price. An additional design flaw I discovered through user testing was the red overlay opacity. After further thought, I realized that older users or those with impaired vision will not be able to read the text in the overlay. I asked several users this question and they agreed with my statement, recommending that the overlay become darker.

## Form Field

Despite the many previous changes I enacted based on user testing, users questioned some of the input fields used in the website. This time it was the lack of clarity presented in the field named "Age Group." Since some users will not know how to rate the age appropriateness of a book, it was suggested that the text input field be changed to radio buttons that show the following options: Child, Teenager and Adult.

## Required Payment Information

I asked users whether there was another field needed in the "Payment" page. Most suggested the addition of a reference input field, so the owner will know who is purchasing the product and what the user is purchasing.

## Footer Color

A user suggested changing the color of the lower footer. They said it looked out of place compared to the black, red and white scheme that dominates the site. I have decided to use a black pattern image retrieved from CC Search, which provides texture to the footer.

## Final Prototype

I am satisfied with the final prototype I have developed for Whitcoulls. I believe that it will satisfy the needs of most users and also achieves the initial requirements set out by the client. Currently, the prototype allows the borrowers to see lender ratings, which encourages a positive online community. It allows lenders to list items online, and allows borrowers to select and borrow items via online payment.

To visit the final prototype, please see the link below:

<https://preview.uxpin.com/d698141bf48f5e00f9e271bcf7b102f345423b2#/pages/68260212?mode=c>

## Coding the Final Product

Now that the planning process is complete, I will proceed to code the website using HTML5, CSS3 and basic jQuery. The CSS Methodology I will be using is a mixture of OOCSS and SASS. I will begin by designing the mobile layout of the site, based on the desktop final prototype.

# User Test of Coded Site

---

On Wednesday 3 May, I received some feedback on the website nearing the end of the coding stage. The feedback was very positive regarding the design of the website as well as the simplicity of completing tasks. The tasks set for the testing session were as follows:

- 1) Login
- 2) Subscribe to email weekly updates
- 3) Purchase a book
- 4) List an Item and view listed item
- 5) Logout.

Below I have provided the user feedback from the class testing session:

## User Feedback

"It would be cool if there was a page where you could view listings. Things borrowed from you, how long they have left and who borrowed it. And it would be cool if you can see what you have borrowed and when to give it back. It should be at the top of the nav bar."

"Radio buttons under Age Group of Book: not quite aligned. Site looking nice and professional, fits well with Whitcoulls look. Would be good to see listing without having to login."

"Looks so professional! Easy to use! I like how the info comes up when you

hover on a book. Maybe make logout a button in top right corner."

"Back at it again with the parallax, very nice, shot brother. Submit button looks disabled by default because it's dark, maybe swap colours hover/default. Item information for the book looks a bit unaligned, should align/line up with left side of book?"

"When listing, maybe they can search for their book. If somebody has already listed a copy they can copy the file. Design is good and goes really well with witcols."

"Looks so professional! Especially header and footer. List book form is thorough and clean, very nice! Maybe 'add borrow a book or something like that in header so you know more on what the sites about'. The scrolling over the back image is very nice."

"Very easy to use :) Nice work."

## Evaluation

From what I have gathered from the user feedback, the users are generally satisfied. There are some minor fixes to be made, some extra adjustments on small things like buttons and alignments but overall the results are positive. At this stage, I have not yet implemented an aspect of

Maori culture into the website. I plan to do this through translating the headings into Maori and use the translations as subheadings.

## Improvements from Testing

Below are tasks that I will be undertaking to improve the aesthetic feel and usability of the product. These refinements are based on the feedback received from the user testing session:

- 1)** Include an aspect of Maori culture to address the issue of the Treaty of Waitangi. This will be done through the use of Maori subheadings for headings on each page.
- 2)** Realign the radio button under age group with the labels.
- 3)** Fix the email subscription submit buttons, maybe add drop shadow instead of a opacity change.
- 4)** Fix alignment issue with 'Item Information' div. Should align well with the left side of the book image. Media query will be set at maximum width of 1449px. Maybe add margin/padding.
- 5)** Make the labels in the list item form bold, so user can see the difference between the input fields.

## Task 1: Include an Aspect of Maori Culture for the Treaty of Waitangi

In the coding stage, I have not yet implemented an aspect of Maori culture to address the issues presented in the Treaty of Waitangi. Below is a screen shot of the current site headings:

The screenshot shows a section titled "What is Libraria" in red. Below it is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. A Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed." Underneath is another paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem." At the bottom is a large image of a grand library interior with multiple levels of bookshelves.

Recommended Genres

I have chosen to translate these headings into Te Reo Maori, and then present the translation beneath the headings as subheadings. Below is a screen shot of the alteration:

The screenshot shows the same "What is Libraria" section after translation. The title is now "Aha Te Mea Libraria" in red. The placeholder text below has been translated: "Aha Te Mea Libraria. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. A Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed." Below is another paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem." At the bottom is the same large image of a grand library interior.

Recommended Genres

Momo Taunakiti

## Task 2: Align Radio Buttons

The issue with this form is that the age group input field radio buttons are not aligned. The screenshot below shows the current state of the input field:

- Age Group of Book:
- Child
  - Teenager
  - Adult

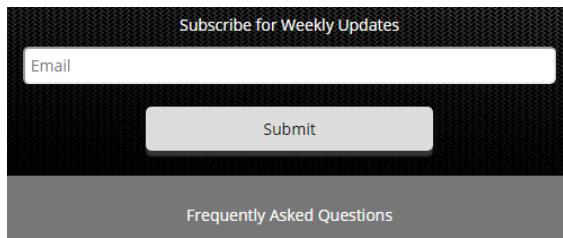
I have decided to remove the radio buttons and use a drop down list instead. This will make filling out the form easier on mobile screens.

### Task 3: Email Subscription Button

As revealed in the user feedback, this issue arose due to the email subscription button looking disabled. Below is a screenshot of the button in its current state:



After considering the current color scheme and experimenting with different button designs, I have decided to use a white background with font colored at #333. Additionally, I have decided to change the hover effect on the buttons from opacity to a box-shadow. Below I have provided a screen shot of the new button:



### Task 4: Item Information Alignment

Like the problems identified beforehand, this was brought to my attention through the user testing session. The issue is that the item information list on the item description page, is not aligned well with the rest of the content. This therefore makes it look out of place and ruins the flow of the website for the users eye. I have provided a screenshot of its the current state:



#### Item Information

Genre: Fiction  
Publication Date: 02/03/2017  
Pages: 304  
Condition: New  
Age Group: Teenager  
Delivery time (days): 5 days  
Borrow time (days): 14

I have resorted to add some left padding to the division that holds the item details, which helps the content to align well with the left side of image book. Below is a screen shot of the newly aligned item information content:



#### Item Information

Genre: Fiction  
Publication Date: 02/03/2017  
Pages: 304  
Condition: New

### Task 5: Input Labels

Although this was not identified using user feedback, I noticed that the labels on the "List an Item" form were at a normal font-weight. This actually made it harder to differentiate between the labels and the input fields. This problem is made worse on mobile sized screens. Below is a screen shot of the problem:

Author First Name:

Author First Name

Author Last Name:

Author Last Name

After changing the font-weight to bold, it made it a lot easier to differentiate between the labels and the input fields. This also improved the mobile interface a lot. Although it is hard to see the difference, I have provided a screenshot of the newly bold labels:

Author First Name:

Author First Name

Author Last Name:

Author Last Name

Book Title:

# Problems and Solutions

---

## **Problem: Large CSS Files**

An issue that was identified early on in the coding stage of this website was the loading time of the product. The load time is an important issue to address because it has a large impact on how the user responds to the product.

## **Solution: Compress CSS Code**

I have been coding in SASS and using Koala. So I have managed to change the default compiler setting from nest to compress. This places all of the code on one line when compiled into CSS. This improves the load time through removing unnecessary spaces.

## **Problem: Large Image Sizes**

The images are very large. The biggest file is 9000px height and 6796px width. Such large images greatly affect the load time of the website.

## **Solution: Scale/Compress Images**

The largest images were scaled down to a width of 1080px and 72dpi. Then I compressed them using an online tool. Images lost 40% to 90% of the original size while maintaining a fair quality.

## **Problem: Images and Accessibility**

There are issues with accessibility in this website for those with impaired eyesight. The image files are named ambiguously and will not be helpful to

those using screen readers.

## **Solutions: Alt Tags for Images**

To increase the accessibility of the product, I have added alt tags to all images. This refinement contributes to the increase of the user base, and encourages a friendly environment for a wider range of people.

## **Problem: Browser Accessibility**

It is important to make sure that this website operates well on most browsers. I have only tested on Google Chrome, but recognize that users have access to browsers like IE, Firefox and Safari.

## **Solution: Testing Browsers**

I have tested the website in the browsers above and it functions well. It maintains a similar usability when used on a range of browsers.

## **Problem: Code Validation**

To ensure the website is coded to standard, it must be error free.

## **Solution: W3 Markup Validation**

I came across a few errors in my HTML and CSS files but they were easily rectified. All the files have been validated, double checked and are error free. I used the W3C Markup Validation Service to ensure the integrity of the HTML and CSS code.

# Group User Testing

## Goals

I have now reached the stage where I am comfortable with the product and prepared for a user testing session.

After some research, I have decided to use a focus group framework. Using a focus group framework as described in Usability Matters, I hope to gain more meaningful insights into how users interacted with the website as well as discovering further improvements.

In gaining more qualitative data, my goal is to realize that the business requirements set by the client have been achieved.

At present, the current design has been greatly influenced by the UX process, including extensive research and many user testing sessions.

This website allows users to list their own books as well as borrow literary items from others. There is also a rating indicator when users look to borrow items. This service is also accessible on a range of web browsers as well as fully responsive on screen sizes ranging between mobile to desktop. This product addresses the Treaty of Waitangi effectively through the incorporation of Te Reo Maori in sub-headings.

As shown above, I am looking forward

to seeing which areas of the UX process I can improve on to achieve the business requirements of future clients.

## Testing

I am aiming to test for qualitative data in order to gain an in depth insight on how users interacted with the product and which areas may need improving if this project is taken any further. The tasks I am assigning in the focus group user testing will be split among three different screen sizes.

## Tasks and Screen Size

- 1) **Desktop** (Mac 1880x896 px):
  - a) Login
  - b) Find the young adult section and borrow a book. Stop at "Payment Success" page.
- 2) **Tablet** (iPad 768x1024 px):
  - a) Return Home and subscribe to email updates.
  - b) Go to "List an Item" page.
- 3) **Mobile** (Galaxy S5 360x640 px):
  - a) Fill out the list an item form and view your listing.
  - b) Logout of Libraria.

## Group Testing Questions

- 1) What was your favourite feature of this website? (e.g. design, interactions, process etc)
- 2) Which areas of this product would you like to see improved?
- 3) How would you rate the quality of this product? Out of five stars.
- 4) Would you like to see this product developed further into the future?

## Group Testing Results

The overall user response was quite positive, users found the process of completing the set tasks quite simple to follow, with a simple way to navigate and noted the well designed product. Below I have listed the response of all users in the group test:

### Favourite Feature

"The responsiveness of the site is great, and is well laid out."

"Very easy to navigate, maybe add genres in the drop down menu."

"Clean design, nice!"

"Design."

"Design and interactions."

### Features to Improve

"The 'list an item' has quite a lot of options, if it were possible to cut some of those down that would be good (but that may not be possible!)"

"Maybe remove the highlight colour of the logging section"

"the input boxes for login on desktop screen are too wide what is libraria? is a question- should have a question mark at the end lolz  
can't find young adult section  
no confirmation of email sign up- did it work? no idea"

"Interactions."

"borrowing"

### Quality Rating

All users rated the website at 4 out of 5 stars. They all believed that the quality was of a high quality.

### Desire for Further Development

Four out of five testers answered "Yes", one user answered "Maybe".

### Reflection

I believe that the user testing results were very positive. As seen in the responses, many enjoyed the layout and design of the product, they appreciated the interactions taking place as well as the simple process of completing their tasks. There were several simple improvements that users suggested to increase the already high quality of the prototype. So I undertook the tasks in the user feedback to improve the product even further.

### Task 1: Listing Form

Users found the "list an item" form too much to fill in, and this does become a problem when on a mobile device. So I have merged the author first and last name input fields and removed the shipping time. I feel that the shipment is something that would be discussed

between the users themselves, because the amount of shipping time depends on where the borrower lives. That is why I have provided the contact details of the lender on the item description page. Users can iron out details between themselves, before deciding to purchase or lend items. I have combined the authors first and last name because I feel that if this was a fully functional website with back end features, the php/javascript would split the input field in half and designate the divided input names to different variables (first and last) for database storage. This will especially be useful when customers use the search bar.

### **Task 2: Correct Heading**

One user stated that the line "What is Libraria", is written in a question format. This means that needs a question mark. I admit that I forgot to apply this in the coding stage, although it was used in the prototype versions. I have corrected this error on the home page.

### **Task 3: Make Genres Accessible**

One of the tasks set for testing was finding the young adult section and borrowing a book. One user could not find the genre section on the home page and suggested adding a dropdown menu for genres in the navigation. I took this issue into consideration and decided to add only one link to the mobile overlay navigation and desktop navigation. This link sends the user back to the home page and straight to the featured genres division, which saves needing more code to accommodate a dropdown menu in the mobile

and desktop layout. This was the most logical solution, in order for the product to be submitted on time.

### **Task 4: Confirmation of Subscription**

A valid point was made for this lack of system feedback to the user. The task of subscribing to weekly email updates was fine, the only issue was that the user did not get any form of confirmation that the subscription was successful. Therefore, I set the form action to "emailSuccess.html", allowing the system to redirect the user to a page that gives them confirmation of the email subscription being a success.

# Final Product Evaluation

---

## Aesthetic Evaluation

I believe that this product was designed very well because I followed the UX process closely. It is aesthetically pleasing in many aspects.

The general layout of the product is reminiscent of the clients existing website. The navigation is fairly similar to the existing Whitcoulls website and follows a similar responsive layout when screen sizes alternate between mobile and desktop. All divisions have been positioned in order to optimize the use of screen space, whether on mobile or desktop. The flow and hierarchy of content is very smooth, logical and easy for the human eye to naturally follow.

There are unique aesthetic interactions that this product presents to the user. I have incorporated parallax scrolling on the home page to simulate a three dimensional effect in the background. Additionally, I have included the use of overlay effects on thumbnail images. This allows the user to hover over images, activate the overlay and see that they need to click or touch the thumbnail in order to access the item description. I have also created my own mobile navigation method using very simple jQuery. The mobile navigation is effective and implemented well on all screens.

This final product also makes effective use of font and color. Largely influenced by competitor research as well as original concept ideas, the fonts chosen maintain a good legibility on all screen sizes. I have set font sizes carefully, to ensure that they do not change very often with screen sizes as this could disrupt the flow of content. The fonts were wisely chosen with load times in mind, legibility and how it contributes to the overall design of the website.

Open sans was chosen for its similarity to Roboto, as well as it's neutral and friendly appearance. It was optimized for use on web media, which means that its impact on the loading time is unnoticeable. The same goes for Tangerine, a calligraphic styled font that adds a degree of class and regality. It is a very graceful font that is most effective when paired with background images of libraries, which accentuates the existing aesthetic beauty of the final product.

The color was adapted from the clients existing website, but the inspiration behind it's application is drawn from Harmoney, a kiwi owned competitor in peer-to-peer lending. I strove to make the most of the existing palette and I believe that I was successful. Using black as the neutralizing colour to the

overpowering white, I opened up the opportunity to use red as an accent to the website. The simplicity of its use adds to the complexity of the aesthetics. The red was used in main headings, thumbnail image overlays, links, buttons and more. Every simple aspect of the final design contributes to the products overall beauty, which is an essential part of UX design.

I write these things based on the regular user testing and feedback I received. The constant input of prospective users has greatly improved the website design from its initial design phase to the final prototype platform. I believe that this website design has benefited greatly from persistent user testing. This is evident through the constructive design criticism I received. Soon after feedback/user testing sessions, I am always reminded to design for the end user and always make sure that I remove myself from the equation to reduce design bias. I used the testing as the ideal opportunity to do further research and experimentation, and then choosing the solution most beneficial to the user.

## Process Evaluation

The process of completing tasks was also influenced by user testing. It was very important for this website to allow users to accomplish their tasks in a quick and simple way. The process I developed for listing items and borrowing items was specifically tailored with the users in mind, it was created to ensure that the user could complete their task once and easily recall the process they ran through

the next time they use the product.

This design perspective was important to adopt because it highlighted the need to continually refer back to the survey results. It is made obvious both there there and the evidence persona's that more people are turning to the internet to purchase their library books. Most of these people read on a weekly/monthly basis. I can infer that the intervals between product use may be large with months between purchases. So the process should be easily recalled every time the user wants to borrow an item. This insight into the research made it all the more important for the task completion process to be as simple as possible.

## Fulfilling Business Requirements

### 1) Allow user to lend items

I created a page specific for this business requirement. The "list an item" process has gradually been simplified over the development process to the point where it is as simple as possible for the user. User testing indicates that there are no problems with the process of lending books to others, the only issue some had was the amount of information needed to be entered, before listing could be successful. This has been refined and altered according to the feedback received, and I believe I have reached the point where I can say that this business requirement has been thoroughly fulfilled.

### 2) Allow users to borrow items

This was an integral part of the development process, as it helps users to generate their extra income

as well as contribute to the clients annual profit. So it was important that all factors leading up to this page influenced the users choice in borrowing books. The browsing page, simple filtering system for the available genre's and the layout of the item description page, all powerfully influence what users do. If their navigation through the website is easy, then they will feel encouraged to purchase their desired items due to its' ease of access. If it is difficult and tedious, then the process will discourage any further use.

Again, simplicity is key. Which is why this business requirement was fulfilled.

### **3) Rating**

I included a reference to a form of peer rating, and I restricted the system to allowing only borrowers to rate lenders. This is because the use of the rating system in TradeMe is based on whoever wins the bidding for an item. However, Libraria gives no option for bidding, therefore the lender has no choice over who they lend their items to. Borrowers base who they purchase items from using the ratings and feedback from previous borrowers listed beneath the item description. They are essentially investing in a product, so they need a way to gauge who to invest in. This rating system was the answer, although it is a simple solution. Therefore, this rating system does contribute to creating a more vibrant online community for all users. This business requirement has been met to an extent, although more in depth development would also be beneficial for the future.

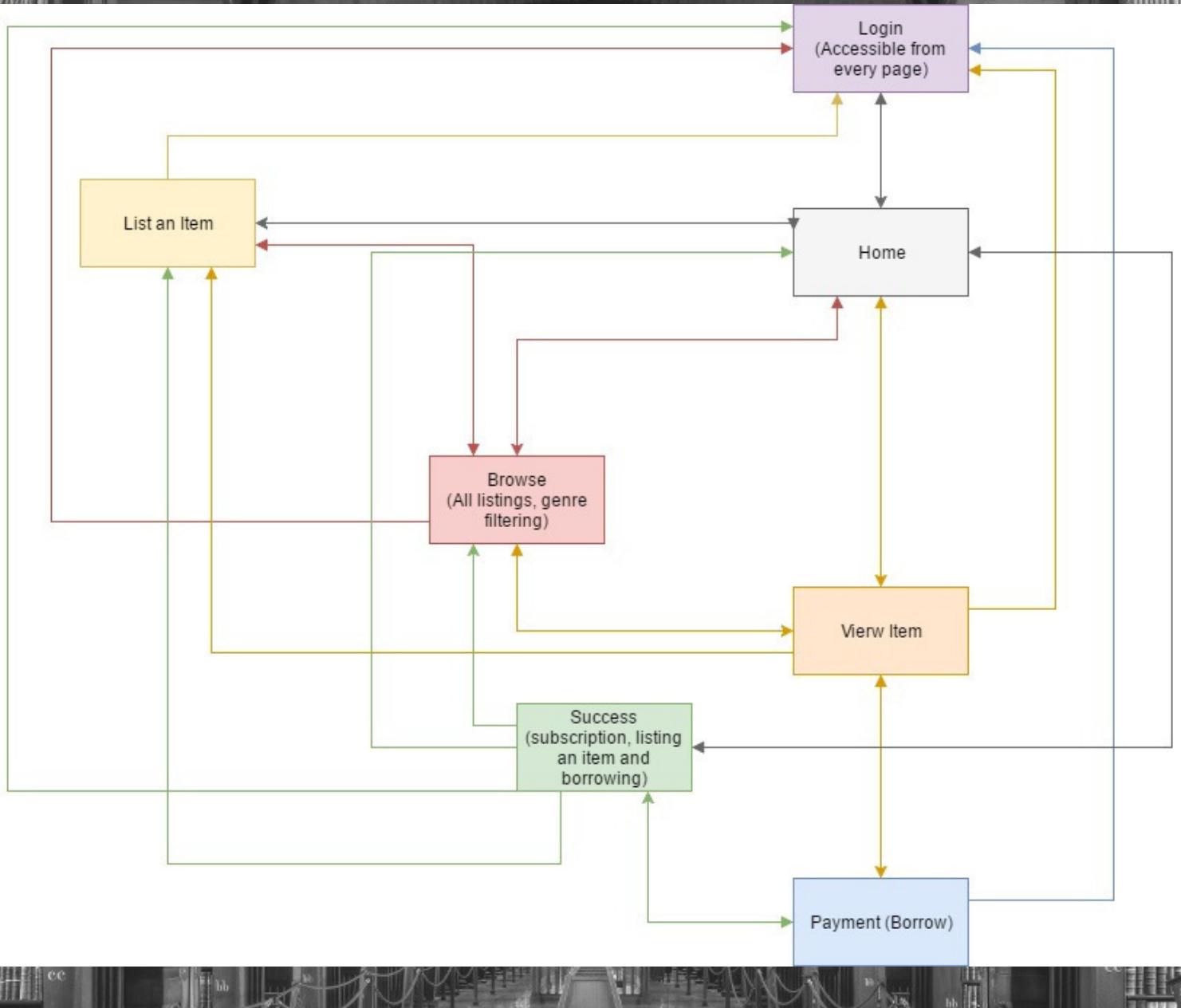
### **4) Accessible**

This was a very important requirement for the client. With such a large user base and a rich history in New Zealand, Whitcoulls evidently wishes that all of their current and prospective customers benefit from the product. This is why they requested that the web application be accessible on a range of browsers. They also wanted the website to be fully responsive to screen sizes varying between mobile and desktop. This website was designed first in desktop mode, and then had its mobile and tablet layout further developed in the coding stage. The result being that the website is fully responsive and is accessible on multiple internet browsers including, Mozilla Firefox, Google Chrome and Safari. To reinforce its accessibility as well as its mobile friendliness, I conducted testing. Using an online tool run by Google called Test My Site. It gives ratings out of 100 about three things: Mobile friendliness, mobile loading and desktop friendliness. The product scored a 99/100 for mobile friendliness, which is testament to the accessibility of the site in terms of responsiveness. It scored 70/100 for mobile speed, which is an average score although improvement to the code is needed to increase the score. The desktop friendliness is rated at 87/100, this rating also includes load time on computer and laptops..

### **Final Statement**

Based on the evidence and evaluation I have provided above, I strongly believe that the client will be very satisfied with this product.

# Site Relationship



**Link to Libraria:**

[https://massey.isaako.yoobee.net.nz/Module\\_1/uxsummative\\_libraria/index.html](https://massey.isaako.yoobee.net.nz/Module_1/uxsummative_libraria/index.html)