

Kalbert Mata
CS 371
02/15/20

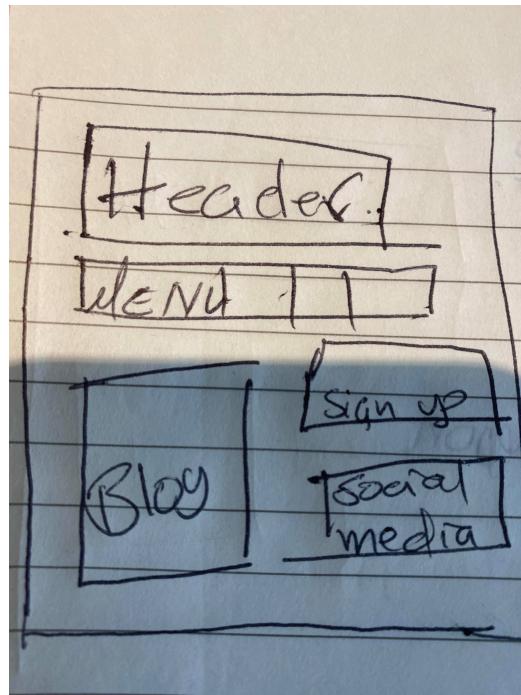
DESIGN AND PROTOTYPE

Design Iterations

Breath First Search

- Design 1: Improved Menu

Menu now shows the most popular options, while the blog, newsletter sign up and social media links are still shown.

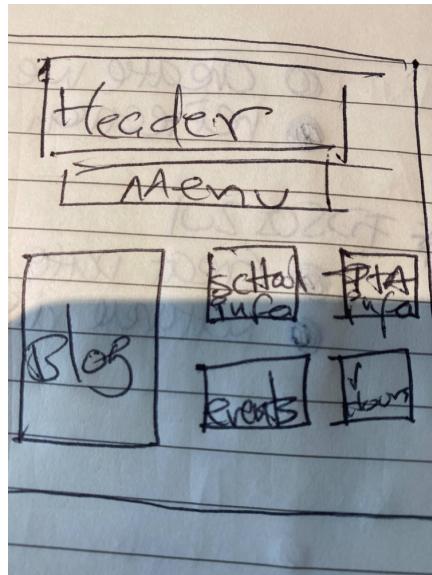


Criteria	Weight	Score	Comment
Info	.35	-2	Trimming the menu leaves things out
Accurate	.35	-2	Accuracy is not fixed with this design
Engaging	.2	0	Design doesn't make the user engage more

Understandable	.1	1	Design is simpler than before
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- Design 2: Sections

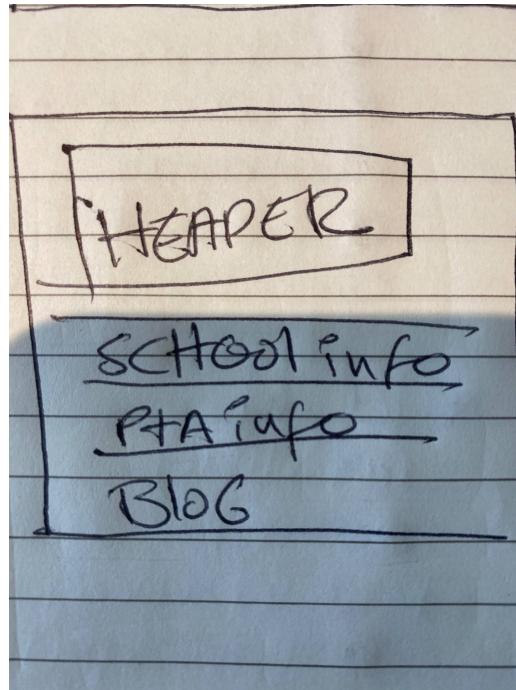
Images that are links to the most popular sections, with a menu at the top for more options.



Criteria	Weight	Score	Comment
Info	.35	-1	All information is there, but not efficient to get to.
Accurate	.35	-2	Accuracy is not fixed with this design
Engaging	.2	1	Images could make the site more appealing
Understandable	.1	-1	Options for some sections and a menu make it confusing

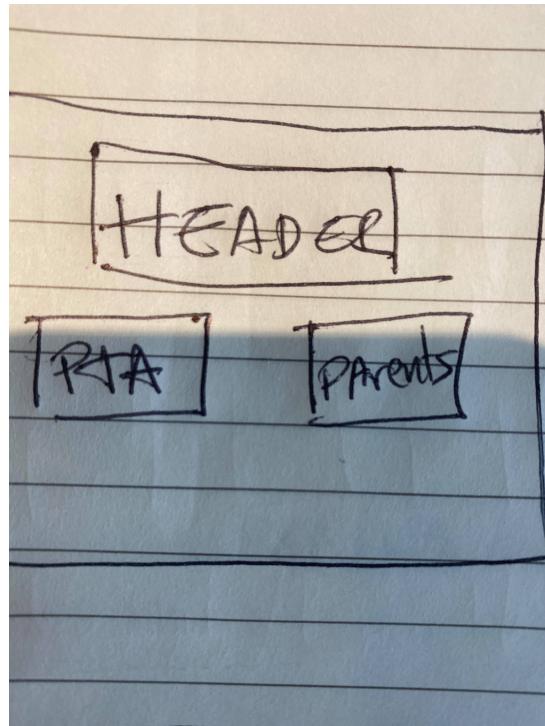
- Design 3: Scroll Down

All the important information is on the page, user scrolls down to find what he needs.



Criteria	Weight	Score	Comment
Info	.35	-2	All information is there, but not efficient to get to.
Accurate	.35	-1	Accuracy is not fixed with this design
Engaging	.2	-2	Scrolling down too much is not engaging
Understandable	.1	0	Design is simple

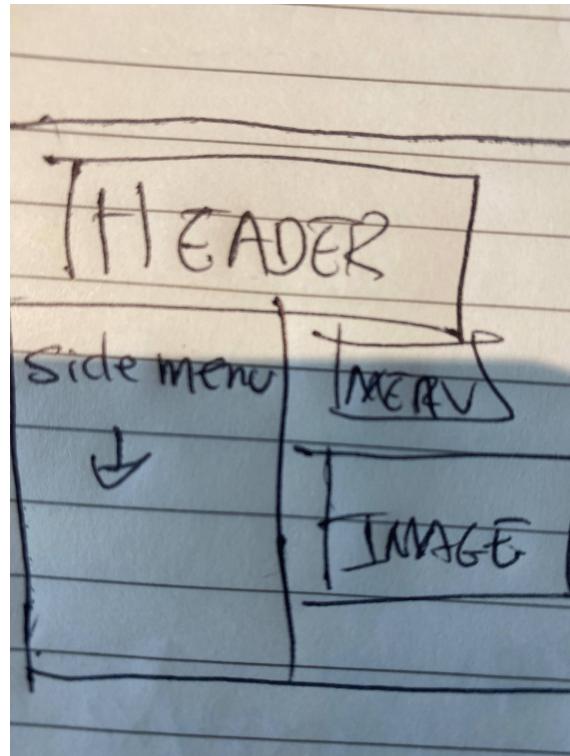
- Design 4: Personas
Site has options so users can find more information depending on what they need.



Criteria	Weight	Score	Comment
Info	.35	-2	Takes long to get to information needed
Accurate	.35	-1	It might still be hard to figure out where to go (ex. are volunteer hours on parents or PTA?)
Engaging	.2	1	Simple design looks more organized
Understandable	.1	-1	The design is simple, but user might not know which one has the information needed

- Design 5: Side Menu

Menu link that opens a side menu with all the options, images to make the site attractive.

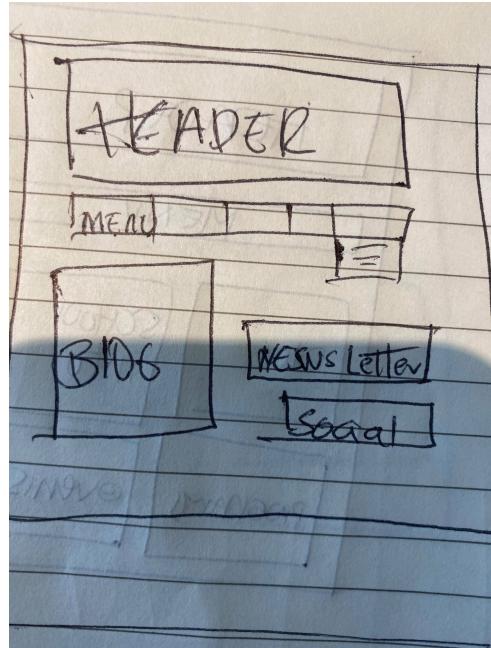


Criteria	Weight	Score	Comment
Info	.35	-1	Information is there, but might take long to get to
Accurate	.35	-1	Design doesn't handle whether information is updated or create a mental mapping
Engaging	.2	2	Site is more engaging and attractive
Understandable	.1	1	Simple

Depth First Search

Design 1: Drop Down Menu

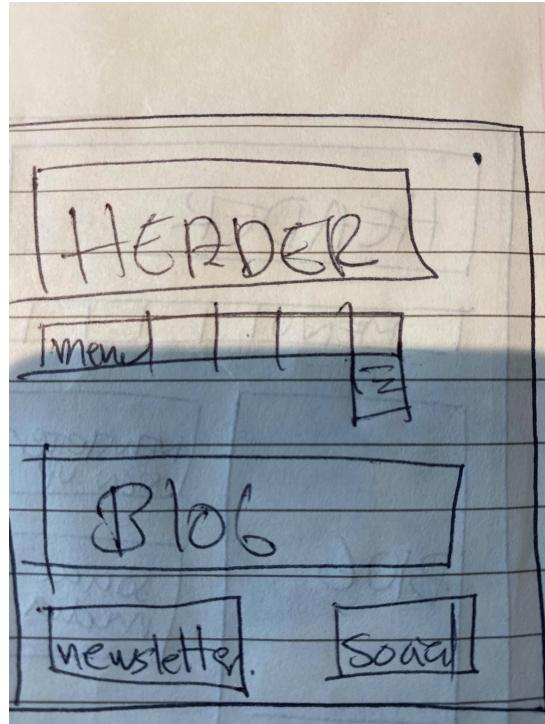
Menu will only have 3-4 options, in which user will click and a drop-down menu will offer related options



Criteria	Weight	Score	Comment
Info	.35	1	Drop down menu is more efficient and easier to navigate
Accurate	.35	1	Drop down menu helps create mental mapping
Engaging	.2	-1	The scrolling in the blog is still not motivating
Understandable	.1	1	Site is simple and familiar

Design 2: Drop Down with Footer

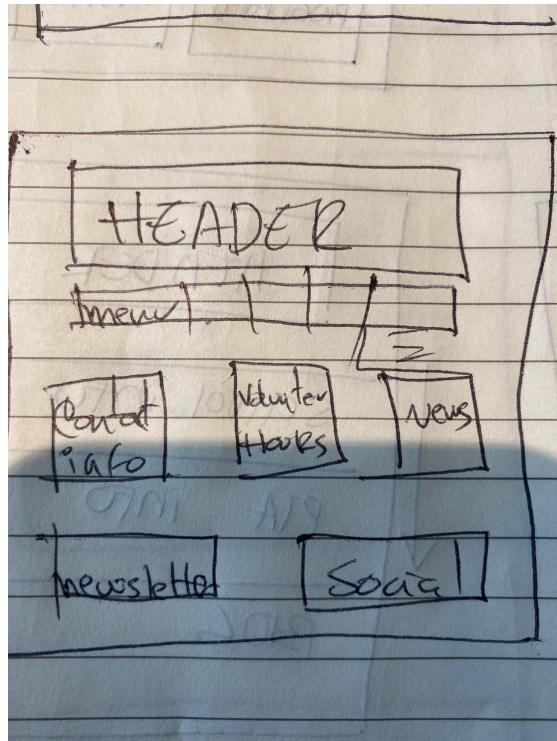
Footer will contain newsletter and social media information, with blog taking the whole width.



Criteria	Weight	Score	Comment
Info	.35	-1	Too long to scroll down in menu and get to social media and newsletter
Accurate	.35	1	Drop down menu helps create mental mapping
Engaging	.2	-1	The scrolling in the blog is still not motivating
Understandable	.1	1	Site is simple and familiar

Design 3: Sections with Footer and Drop Down

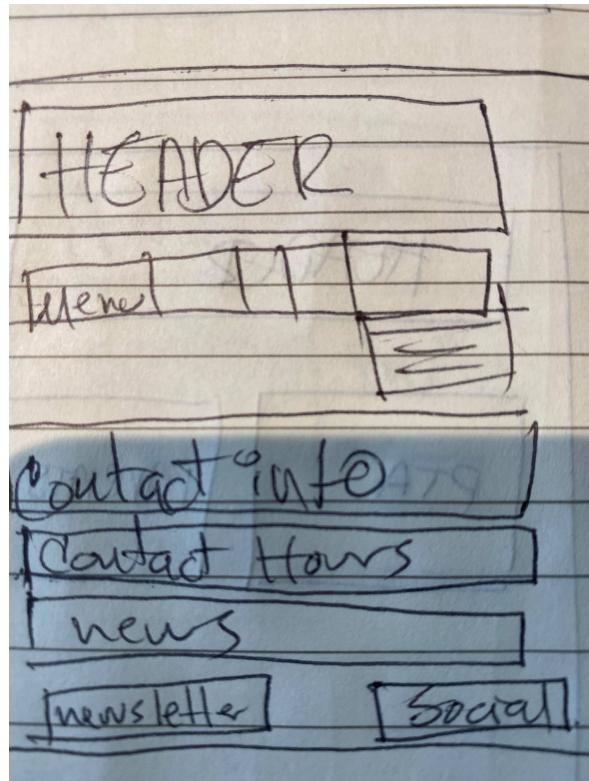
Contact info, volunteer hours and news right on the screen, with newsletter and social media in the footer.



Criteria	Weight	Score	Comment
Info	.35	2	Most used information is on homepage, with drop down menu
Accurate	.35	2	Most recent news listed, links are representative
Engaging	.2	-1	Side by side forms and info might make it hard to read
Understandable	.1	2	Site is simple and familiar

Design 4: Scroll Down with Info

Contact info is displayed on the screen, followed by a short form to add volunteer hours, followed with three most recent news, followed by newsletter sign up and social media links. Menu is drop down.



Criteria	Weight	Score	Comment
Info	.35	2	Most used information is on homepage, with drop down menu
Accurate	.35	2	Most recent news listed, links are representative
Engaging	.2	2	Scrolling allows forms and contact info to take the width of the page
Understandable	.1	2	Site is simple and familiar

Prototype

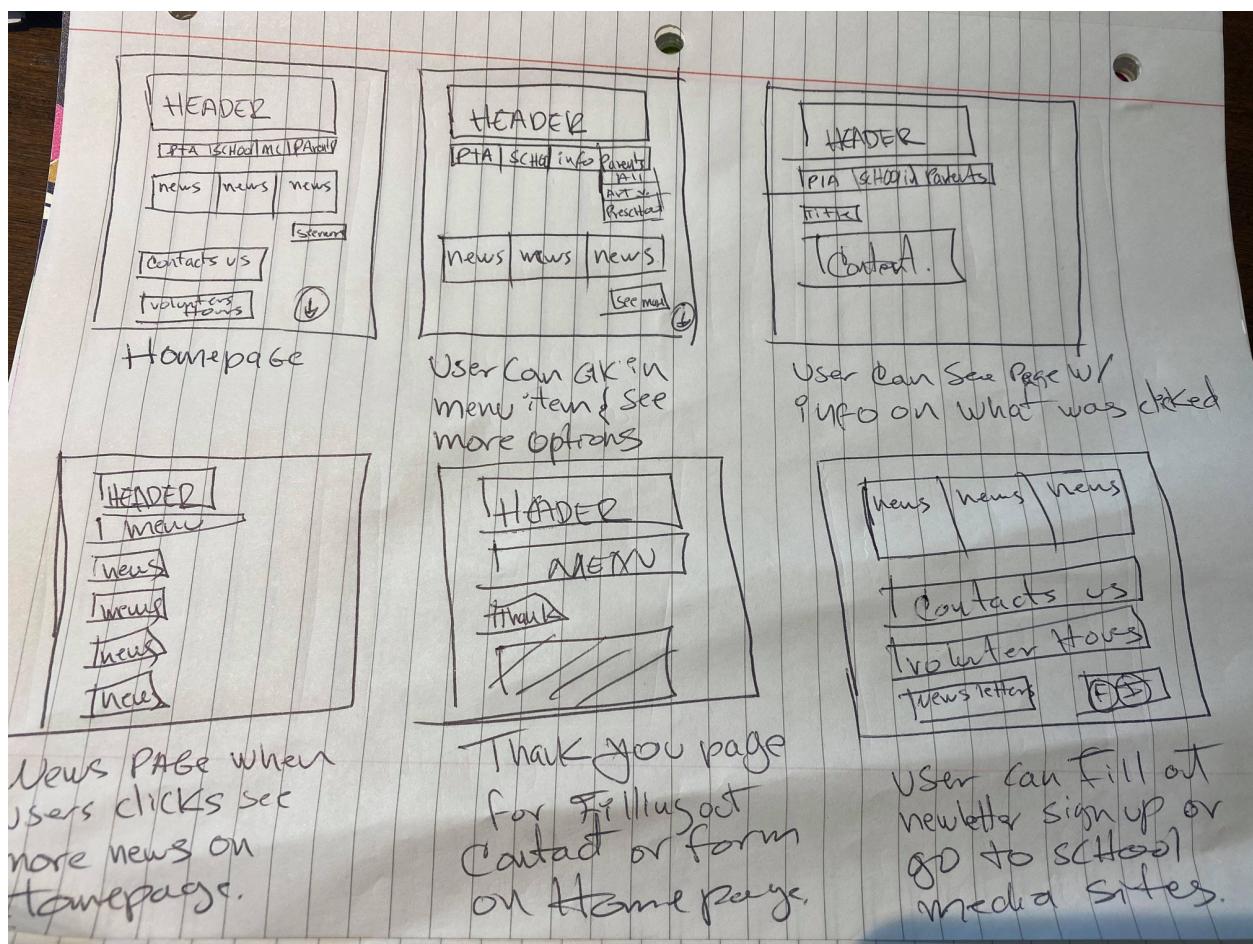
1-2. In the prototype user starts in the homepage, where he is able to click on a menu item to see more options.

3. When he clicks on it, he is taken to the content page.

4. When he goes back to the homepage, he can click on more news after the news sections and be taken to a page with all the news.

5. Back in the homepage he can fill out the contact us or the volunteer hours form and be taken to a thank you page.

6. Back in the homepage, he can scroll down and fill out a newsletter sign up from or click on the social media links to go to the accounts.



SPECIFICATION

Executive Summary

The goal of the Foothill Elementary PTA website is to provide all the information parents need to be involved in their children's education, and the information PTA members and friends need to serve the school.

Criteria

Priority 1

- Information: Information on the site should be easy to find and does not require hunting. Menus and links should be easy to find (visibility, efficiency, trust).
- Accurate: Link on the site should be representative of where they lead to, allowing user to create a mental mapping. Information on the site such as dates and times should also be accurate and updated (mapping, trust).

Priority 2

- Engaging: Site should be organized, attractive and look familiar to the user to increase engagement (motivation, familiarity).

Priority 3

- Understandable: User should figure out all aspects of the site in a minute or two. User should create a mental model not more complex than a newsletter (simplicity, learnability).

Persona

Nicole Harrison is a 34-year-old mother of four children. With most of her children in the same school, she decided to spend some time volunteering there. Through volunteering at the school, she has made friends who invited her to join the school PTA. She is considering it, so she has been using the Foothill Elementary PTA website to stay updated on current events and meetings the PTA is having.

Scenario

Nicole decided to log in her volunteer hours to the Foothill Elementary PTA website. She clicks on the top link that takes her to a form and fills it out. After doing that, she decides to check when the PTA is holding their next meeting. Since she's considering joining, she thought it might be a good idea to attend a meeting first and see what they are planning and need help

with. She also notices on the site that there is a page to sign up for monthly newsletters, so she signs up.

Representative Screen Shot

 Foothill Elementary PTA

PTA Parents School Information

Latest News



[More News](#)

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name

Email

Date

Hours

[Submit](#)

Contact the PTA

Name

Email

Comment

[Submit](#)

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

Detail Specification

Header Title

Foothill Elementary PTA

PTA Parents School Information

Latest News

More News

Log In Your Volunteer Hours

Foothill Elementary PTA

Main Menu

Foothill Elementary PTA

PTA Parents School Information

Latest News

More News

Log In Your Volunteer Hours

Parents

Section Title

Foothill Elementary PTA

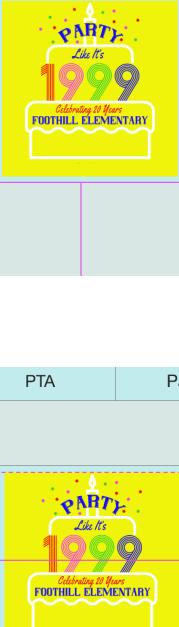
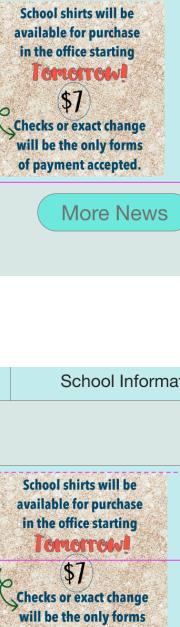
PTA Parents School Information

Latest News

More News

Section Box

Foothill Elementary PTA

PTA	361	Parents	School Information
Latest News			
			More News

Rectangle : Rectangle 2

W 1500px X 224px C 0°
H 358px Y 361px

Appearance

Outer Stroke: 20px 20px 20px 20px
Color: #D9E1F2
Border: 1px
Dash: 0 Gap: 0
Inner Stroke: Butt Cap Miter Join
Opacity: 100%

News Images

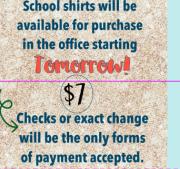
PTA	374	Parents	School Information
Latest News			
			More News

Image : news1

W 334px X 288px C 0°
H 334px Y 374px

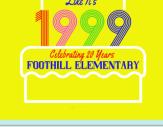
Appearance

Opacity: 100%

Asset

news1 [Download](#)

Section Button

		
More News		
Log In Your Volunteer Hours		
<p>Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.</p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p> <p>Date: <input type="text"/></p>		

Rectangle : Rectangle 3

W 293px X 1418px C 0°
H 72px Y 740px

Appearance

Outer Stroke: 36px 36px 36px 36px
Color: #D9E1F2
Border: 1px
Dash: 0 Gap: 0
Inner Stroke: Butt Cap Miter Join
Opacity: 100%

Volunteer Hours Form

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name	<input type="text"/>	825
Email	<input type="text"/>	
Date	<input type="text"/>	
Hours	<input type="text"/>	

More News

W 727px X 368px C 0°
H 46px Y 1068px

Appearance
Color Border Size 1px
Dash 0 Gap 0

Contact PTA Box

Contact the PTA

Hours	<input type="text"/>	
Name	<input type="text"/>	
Email	<input type="text"/>	
Comment	<input type="text"/>	833

Submit

W 834px X 253px C 0°
H 114px Y 1774px

Appearance
Color Border Size 1px
Dash 0 Gap 0
Inner Stroke Butt Cap Miter Join
Opacity 100%

Footer Boxes

Name <input type="text"/>	Email <input type="text"/>
Comment <input type="text"/>	
Newsletter Sign Up	
We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.	
Name <input type="text"/>	Email <input type="text"/>
Follow us for quick updates	
 	

W 644px X 302px C 0°
H 241px Y 2135px

Appearance
Color Border Size 1px
Dash 0 Gap 0
Inner Stroke Butt Cap Miter Join
Opacity 100%

Footer Title

Newsletter Sign Up

Name

Email

Comment

Submit

325 1922

Follow us for quick updates

1922 1092

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

325 308

Newsletter Sign Up

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Name

Email

Follow us for quick updates

1922 1092

Text : Newsletter Sign Up

W 303px X 325px C 0°

H 40px Y 2078px

Styles

Helvetica Neue, Regular

Size 35px Alignment Left

A 0px T 41 R 0

Appearance

Color

Opacity 100%

Footer Form

Newsletter Sign Up

Name

Email

Comment

Submit

435 1064

Follow us for quick updates

1064 1922

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

435 1064

Rectangle : Rectangle 10

W 421px X 435px C 0°

H 39px Y 2274px

Appearance

C 10px 10px 10px 10px

Color

Border Size 1px

Dash 0 Gap 0

I Inner Stroke E Butt Cap M Miter Join

Opacity 100%

Footer Images

