Exercise

Website analysis & prototyping

1. Introduction

We are going to learn some basic guiding principles to improve usability and accesibility of web sites. We will also analyze some web sites to check if they implement these guidelines. Finally, we will design a prototype (mockup) of a web site following those guidelines.

2. learning goals

- Learn some key features about web usability and accesibility.
- Structure web pages in a correct way.
- Create web prototypes using paper and digital tools.
- Learn how to use a professional tool to build prototypes.

3. Tasks

3.1 Website analysis

Each team must analyze **one** the proposed websites in terms of usability and navigation. Each team must pick a different site.

http://www.lingscars.com/
http://www.avis.es/
http://www.pcbox.com/
http://www.pccomponentes.com/
http://www.info-computer.com/

Teams will browse through the site and they will try to answer the following questions:

- What site is this? (Is it clear enough?)
- Does it follow conventions?
    - Menus, logos, content,…
    - Are elements clear enough? (Search inputs, icons, social networks,…)
- Is any law of the gestalt present on the page? (Law of closure, of continuity, of similarity, of proximity, ...)
- Is the main menu always visible and stable?
- Can you distinguish links and buttons, false affordance?
- Is there any content that distracts the user?
- Balanced or unbalanced page?
- Are there any search options? Are they clear enough?

3.2 Videos (With Sara)

Each team member must watch and try to understand this video

Rapid prototyping

For each video you will have to complete the following tasks:

- **Write a short summary** of the video.
- **Discuss** with your teammates all the summaries you have prepared and make a **group summary**. Try to be concise and remark the main ideas.

Summary

Every team member has watched and understood the video.
Every team member has added the words and expressions he/she did not know to his/her personal dictionary.
Every team member has prepared a summary of each video.
The team has created a common summary of each video.

3.3 Prototyping

Teams will choose a **free theme** for a website (restaurant, school, store,…). They will prepare **two mockups** of the website: one in **paper** and the other one **digital** (using balsamiq, moqups or other). Teams must try to follow the roles of UX, usability and accesibility show in class. Teams must try to develop style guide: colors, fonts, pictures … and a navigation map

The mockups must show:

- Sketches (less detail)
- Wireframes (more detail)
- Use of color, list of colors
- Use of typograph, list of Fonts
- Use of icons
- Navigaton
- Interactions

Summary

The team has designed all the pages of the website.
Each page only shows the appropriate elements of the list.
All the team members are satisfied with the results.

Minimun set of pages to design

- Home page
- Product / service list page
- Product / service detail page
- Sign-up / sign-in form page
- Location & contact information page
- Contact form page

Minimun set of elements to display

- Logo
- Site name (company name, service name,…)
- Page title
- General search form
- Navigation menus
- Location map
- Telephone and address info
- Home link
- Important info (sales, notifications,…)
- Login link

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- Task 1 and 2: website analisys and video
- Task 3:
  - style guide
  - mockup

To end: demo session
Participation of all team members, oral presentation, materials used in the presentation, takes about 5 minutes.

Time limit: 23 oct.