Exercise 3b

Create a prototype with familiar and unfamiliar navigation elements. Evaluate ease of use with different user groups using wireflow.

Aim:

The aim is to design a prototype with both well-known and new navigation elements and measure user-friendliness across different user groups using Wireflow.

Procedure:

Step 1: Plan Your Prototype

1. Define Navigation Elements:

o Familiar: Standard menus, top bars, footers, sidebars.

o Unfamiliar: Hidden menus, gesture-based navigation, custom swipes.

2. Sketch Your Layout:

o Start with paper sketches or use tools like Figma/Sketch for visualizing design.

Step 2: Set Up Your Wireflow Project

1. Sign Up/Log In: Create an account or log in to Wireflow.

2. Start a New Project: Name your project and choose a template or start from scratch.

Step 3: Design the Prototype

1. Add Familiar Navigation: Drag and drop components like menus, buttons, etc.

2. Incorporate Unfamiliar Elements: Add hidden menus or gestures.

3. Link Screens: Use Wireflow's tools to connect screens and create transitions.

Step 4: Prepare for Usability Testing

1. Identify User Groups: Segment users by age, tech-savviness, or experience.

2. Recruit Participants: Find users through tools like UserTesting, forums, or social media.

Step 5: Conduct Testing

1. Share the Prototype: Send a shareable link for users to interact with.

2. Test Sessions: Ask users to complete tasks using both familiar and unfamiliar navigation.

3. Collect Feedback: Use Wireflow's feedback system or conduct follow-up interviews.

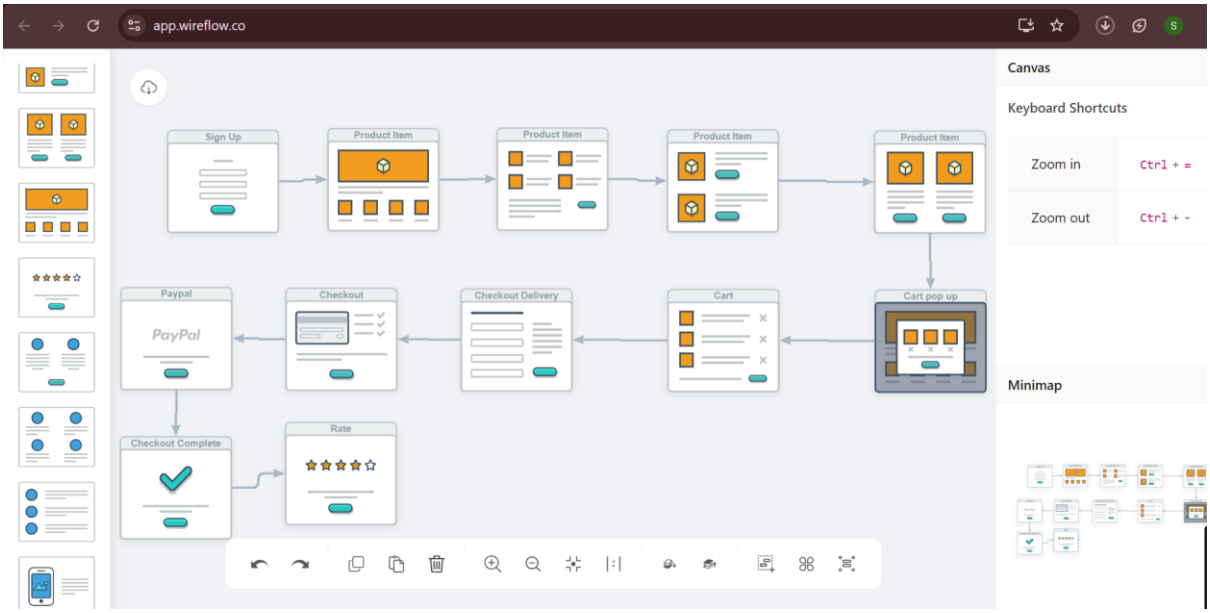
Step 6: Analyze and Report

1. Analyze Data: Look for patterns in ease of use and preferences.

2. Compare Results: Examine how different user groups interacted with navigation types.

3. Create a Report: Summarize insights, challenges, and recommendations.

Output:



Result:

Hence, the prototype with familiar and unfamiliar navigation elements has been successfully executed using Wireflow.