

3D Models Extension for Group Project

Part 2

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Feedback on Part 1

“Good work on part 1. you can move to part 2. Make sure to cite your research, I want to know how you got the conclusions.”

I got quite good feedback from Dennis and the only thing I need to pay attention to in this part of the document is the structure and backing up my findings with citations.

What I will work on

1. Creation of a paper prototype.
2. Determining the purpose of testing a paper prototype.
3. Create questions to test a paper prototype.
4. Testing a paper prototype.
5. Analysis of the received feedback.
6. Transferring a paper prototype to Figma.
7. Creation of a Figma prototype.
8. Determining the purpose of testing a Figma prototype.

9. Create questions to test a Figma prototype.
10. Testing a Figma prototype.
11. Analysis of the received feedback.
12. Assignment conclusion

Paper prototype creation

The very first task was to create a paper prototype, taking into account the feedback received from the first part of this document.

The difficulty in creating this prototype was to match the design of the functionality with the design of the website for the group project. Since in the future I plan to develop it and add it to our group project. It was also hard to come up with something with 3d functionality that would cause a “wow” effect and at the same time I could do it in a not very long period of time, since the deadline is already close. I decided to add a separate page with a 3d scene in which the toy is located with the ability to change the environment. This is done so that the user can find out how the toy would look in his interior.

Paper Prototype

Paper prototype goals

I created a paper prototype for a simple reason. I have to show users what this functionality would look like so they can give feedback on both the idea itself and the UX. While without this prototype, feedback could only be on the idea itself, as it was in part 1. Also, a paper prototype makes it possible not to spend a lot of time developing a clickable prototype, since in the end it may turn out that you need to redo it practically from zero. Therefore, I would say that a paper prototype is a very convenient tool for getting feedback. After all, if you think about it, we use the description of the idea (as in part 1) in order to get feedback on the idea itself, after that we make a paper prototype to get feedback both on the idea and on UX, and then we create a full-fledged prototype in Figma to test UX in more depth.

Paper prototype testing

Test 1 – Introduction

Since this is the first test, it was very important to find a person who would give the maximum amount of feedback, which could also be tested during future tests on other people. Therefore, I decided to call the target audience, that is, my mother's friend who has

been living in Greece for 3 years and she has a 2-year-old child. For me, this is the perfect choice in terms of the fact that it fits perfectly with our target audience, and also I do not know her personally.

Test 1 – About person

Her name is Maria. She is 46 years old and has a 2-year-old child. She moved from Belarus to Greece about 3 years ago and has a husband there. She is not really interested in ancient Greek culture, but she really likes this country and wants to learn more about it. That's why she and her family travel a lot.

Test 1 – What I planned to get

My plan was to first make sure that Maria is our target audience, and then get as much feedback from her as possible and not let her go until I achieve this. As it turned out, she really was a great representative of our target audience, and so I asked her questions for 30 minutes. As a result, I received a lot of useful information.

Test 1 – Feedback

I started by presenting the idea of our group project so that she had a clear understanding of what I wanted to get from her. After that I showed her the paper prototype and since the interview was happening online, I asked her to tell me where she would click. She had no problems navigating, but I had to explain from time to time what my "well-drawn" drawings meant. Then we moved on to my questions. I asked her to evaluate on a five-point scale how she evaluates the experience of interacting with the prototype, and also asked her to think about how she would implement this functionality differently. Although I understand that she is not a UX designer, sometimes you can even take a good idea from the user. And finally, I asked her what she lacked. To this, she replied that in addition to viewing the toy in the interior, she would also like to see it from all sides. And as for me, this is a rather important remark before which I needed to think for myself.

Test 1 – Conclusion

In conclusion, I want to say that I had the opinion that the fact that I chose a person suitable for our target audience did not give any great advantage over other people. Most likely this is due to the specifics of my functionality. The fact is that if I asked if you would buy our toy, then the target audience would be very important, well, since I'm just asking about the secondary functionality that I would like to add to the website, does the person fit the target audience or not very influential. Therefore, in the future, I will test prototypes on people in Eindhoven. This is simpler and will give the same result. But in general, I got a good idea in order to add a simple 3d model of the toy without the environment.

Test 2 – Introduction

The first test made it clear that users might also want to just look at the toy from different angles, so one of the main goals for this interview is to make sure. Also, I had only 2 criteria when choosing a person in this test. I should not be personally acquainted with him and his age should be at least 30 years old. Age is important here because I'm testing User Experience, and our target audience is people with children, that is, about 30-35 years old.

Test 2 – About person

His name is Albert. He is 32 years old. I met him in the city center. To be honest, I managed to find a suitable person only after 3 attempts. The first person simply did not speak English, and the second ran away and probably thought that I wanted to sell him something.

Test 2 – What I planned to get

During this interview, I tried to validate the theory that the user might also want to look at the toy from all angles, as well as possibly get new feedback that I can use in the future.

Test 2 – Feedback

Since it was a random person on the street, I did not have the opportunity to interview him for a long time. So, I told him about my concept of 3d models and showed him a paper prototype. He also laughed at the quality of my drawings, but in my opinion, this only improved the situation. Initially, I did the same test as during the first interview. I let the person try to find the functionality with their finger. It didn't cause any problems for him either. After that I asked him to rate the interaction experience on a five-point scale and he gave it 5. I asked if he could add something new, and he said no, everything looks very good anyway. After that I told him about the idea of adding the ability to view the figurine separately and he noticed that for some people this can really be useful, but for him personally it is not so important. I thanked him for the interview, and we said goodbye.

Test 2 – Conclusion

In conclusion, I will say that the theory was confirmed and most likely I will test it on another user and add it to the website. Since I also find it quite useful option. I didn't get any global feedback, because the person liked everything, but I got the experience of interviewing people on the street.

Test 3 – Introduction

The goal for the last test was exactly the same as for the second. I wanted to find out more about what people think about the feature that Maria suggested adding during the first interview, and of course try to find something new.

Test 3 – About person

The person I interviewed was a delivery worker we work with. His name is Stas. He is 27 years old and personally we have never communicated with him. So overall, even though he doesn't have kids, he almost fits the category.

Test 3 – What I planned to get

I wanted to get feedback from him about the convenience of using the functionality, since during our conversation I found out that he very rarely uses a computer or laptop. He mainly communicates and makes purchases through the phone. That is why I had a hope that he might not understand the navigation and give his opinion on how to improve it.

Test 3 – Feedback

During our work break, I had half an hour to ask him about everything. I quickly drew a prototype for him on paper, since I didn't have it with me and asked him to show with his finger what he would do in order to find a 3d model of the toy. But it didn't cause any problems for him either. So, I didn't even ask him how he would rate the navigation experience, as it took him literally a few seconds. Of course, I also asked him the same questions regarding the functionality that I had previously asked other people, but I did not expect to receive a not good answer from him, since he practically does not use a computer. That is, he had practically no experience of interacting with such things. Therefore, as expected, he did not say anything that could be used in the future. Rather, he just praised that everything looks very interesting.

Test 3 – Conclusion

In conclusion, this meeting was the least useful in terms of what I expected to get feedback from an inexperienced user regarding navigation, but this did not cause any problems for him. So, I think it's worth believing that the layout of the page is done well and clearly.

Paper prototype testing conclusion

In conclusion, I can say that the testing went well. I got a lot of experience talking to strangers and was also able to spot an idea for my extension. Also, after a few tests, I was convinced of the good UX of my extension.

Figma prototype creation

Creating a prototype in Figma did not cause any problems. I just took my paper prototype and brought it to Figma. The only thing I want to notice is that Figma does not support 3D scenes. For this reason, this prototype does not perfectly reveal my idea due to the fact that I had to show just photos.

[Figma Prototype](#)

[Figma link](#)

Figma prototype goals

The purpose of a prototype in Figma is quite simple. It allows the user to feel the entire experience of using it on a real website. For this reason, Figma is a great way to test the UX and UI of my idea.

Figma prototype testing

Test 1 – Introduction

It's time to test the Figma prototype. The main goal for all the tests was just to see if the users liked the UI, since I already used the description of my idea in the first part to make sure it was good, and also used a paper prototype to make sure the functionality and layout of the elements on the page. Therefore, as I mentioned earlier, the main thing here is to test the UI.

Test 1 – About person

Her name is Suzanna (not sure of the spelling). She is a Fontys student, and I decided to test her. From my point of view, the younger generation is better versed in design, so in this part, I'll probably let you not run all over the city in search of adults.

Test 1 – What I planned to get

As I mentioned earlier, all I wanted to test using the Figma prototype was the UI. Therefore, all further tests will be focused on this.

Test 1 – Feedback

I started with a story about the idea of the project and then showed the prototype. I immediately told her not to be shy about saying whatever she thinks, and she agreed. After a few minutes of staring, she noticed that the product page seemed cluttered due to the amount of information. But unfortunately, this is the minimum that Fenia asked us to add. I myself am not very happy about this, but since the client really liked this page, it will be very difficult to convince her otherwise in such a short time.

Test 1 – Conclusion

The conclusion to this feedback is this. It would be ideal to redesign the product page to get rid of redundant information such as "toy story". But this is the opinion of one person. As for me, this information should still be here, you just need to redo the layout of the page. This I will discuss with my group, but since this is not part of my extension, I will not dwell on such things further.

Test 2 – Introduction

The first test showed that everything is fine with the extension page and people like the design. Therefore, during the next tests, I will simply confirm or refute this theory.

Test 2 – About person

His name is Amar. He is also studying at Fontys. I can't say anything interesting about him, because we didn't get to know him much.

Test 2 – What I planned to get

From this test I want to get confirmation that the UI design on the 3D page is done well. I also wanted to try the method I came up with. The fact is that people are often afraid to tell the truth so as not to offend a person, so I decided to check them for honesty. It's just that when they say that they like everything, I suggest making some deterioration and ask what they think about it. For example: do you think this button should be triangular? If a person answers that the idea is strange, then most likely he is telling you the truth, and if he agrees with you, then most likely he does not care about you.

Test 2 – Feedback

Feedback was very fast. He quickly looked through the slides and said that he liked everything. It seemed to me that he was not interested in giving good feedback, so I initially started asking him to clarify questions. For example: what exactly do you like about this page? Do you think it is possible to improve the appearance of this button? After that, he began to participate more in the conversation, but never gave any normal feedback. So, I decided to use my new technique to see if he was telling the truth or not. But strangely enough, when I suggested that he move the button back down, he said that he did not like this idea. Therefore, I still believe that he was telling the truth about the fact that he likes the design.

Test 2 – Conclusion

In conclusion, I can say that just another person appeared who liked the design. Nothing interesting.

Test 3 – Introduction

I did not take the last person from Fontys and decided to use the acquaintances of my friend Vitalik to meet his friends whom I did not know. I would say that it was a test between 3 people at the same time. And as for me it's good. Since people when in their company become more liberated and can express their thoughts openly.

Test 3 – About people

It was three friends of my friend Vitaly. We had not met with them before, so I did not expect a preconceived notion. Their names were Alex, Vitya and Mark.

Test 3 – What I planned to get

Make sure the design is up to par by having a large number of people look at it at the same time.

Test 3 – Feedback

At the very beginning, I showed the prototype and gave them some time to familiarize themselves with it and discuss it. After that, they proposed several changes to the product page, but as I said, I will not describe this in this document. More importantly, they had the wow effect of a 3d page. They said that they had never seen such an implementation before and would really like to see it on a real website. After a short conversation, we parted ways.

Test 3 – Conclusion

Everyone liked the 3D page and had a wow effect, but there were questions about the product page.

Figma prototype testing conclusion

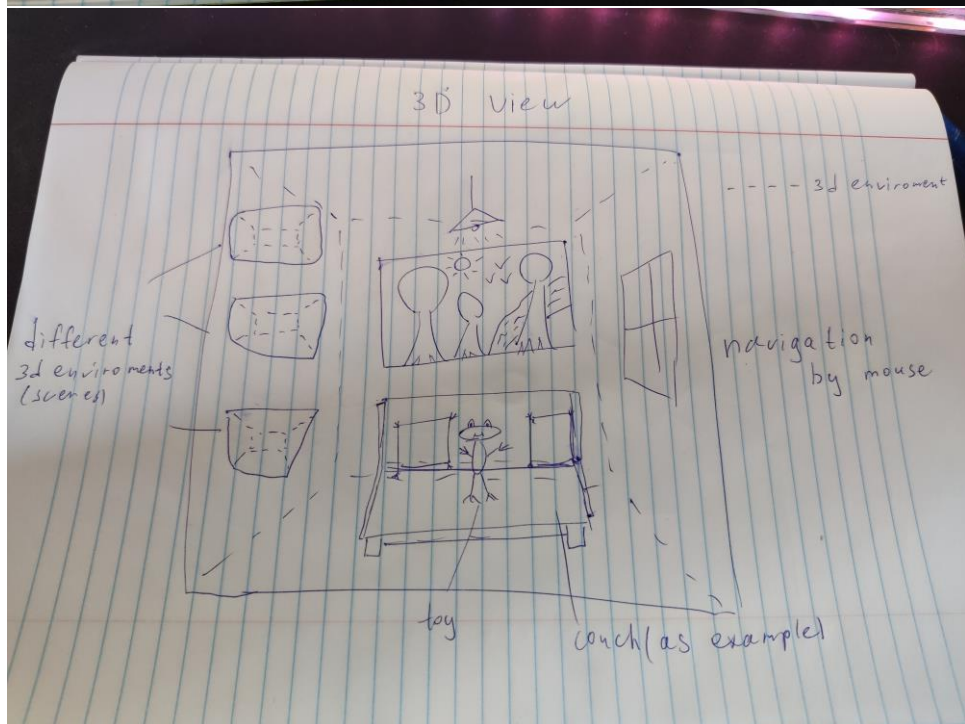
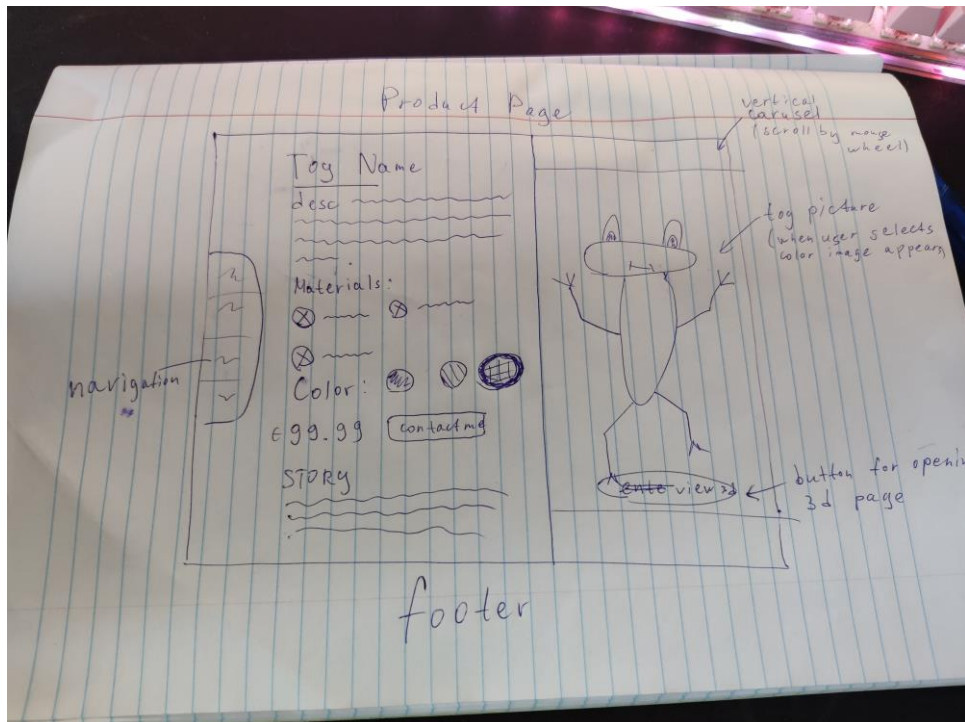
As a result, I can say that these tests were completely uninteresting in relation to others. I did not receive any useful information, except that everyone liked the design of the 3d page. But I figured out how to test people for honesty in these tests, and I think it's pretty interesting. So at least I got some new experience. Unfortunately, it was not possible to show people the full functionality due to the limited capabilities of Figma, but I think that this is not such a big problem.

Assignment conclusion

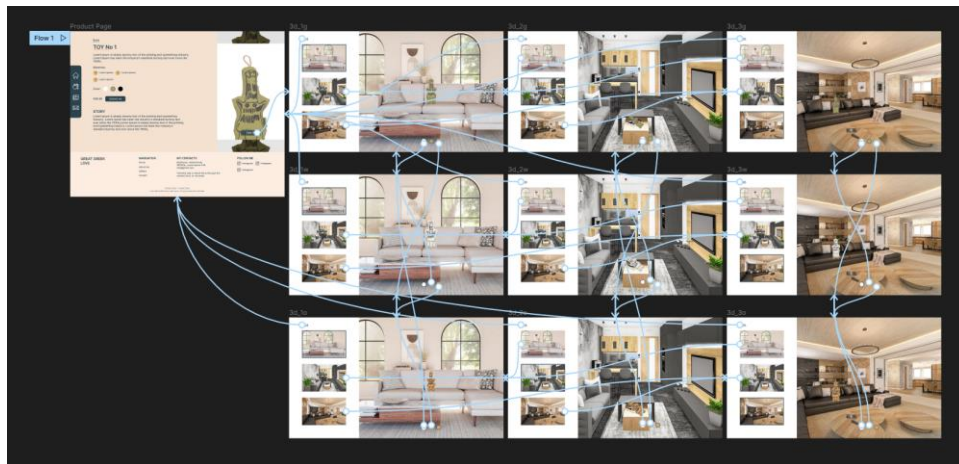
I can say that this assignment was the most expensive thing I did for the UCD course. There were also very interesting moments thanks to which I got a lot of experience, such as communicating with strangers. But there were some pretty boring moments too. For example writing this documentation. I am well aware that this is a mandatory skill for our profession, but I would rather spend this time on a few more interviews. I can also note that testing the idea at different stages of its implementation helped to bring something new and make sure that the old one was done with high quality. And I think this is the most important thing that I got from this assignment.

Attachments

Paper prototype



Figma prototype



Figma link

<https://www.figma.com/file/sPYDHuTfhE9kQaWjXTGDdV/Untitled?type=design&t=9rzNxgtyjnoo665Z-1>