Design Journey Part 3

Group name: A Team

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Section: 213

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username: admin

Password: password

2. Please provide us your DB login username and password

Username: fp_ateam

Password: cs2300

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).

Tables: Users, Events, Profiles, Images, Albums & ImagesLinkAlbum.
Underlined attributes are primary keys.
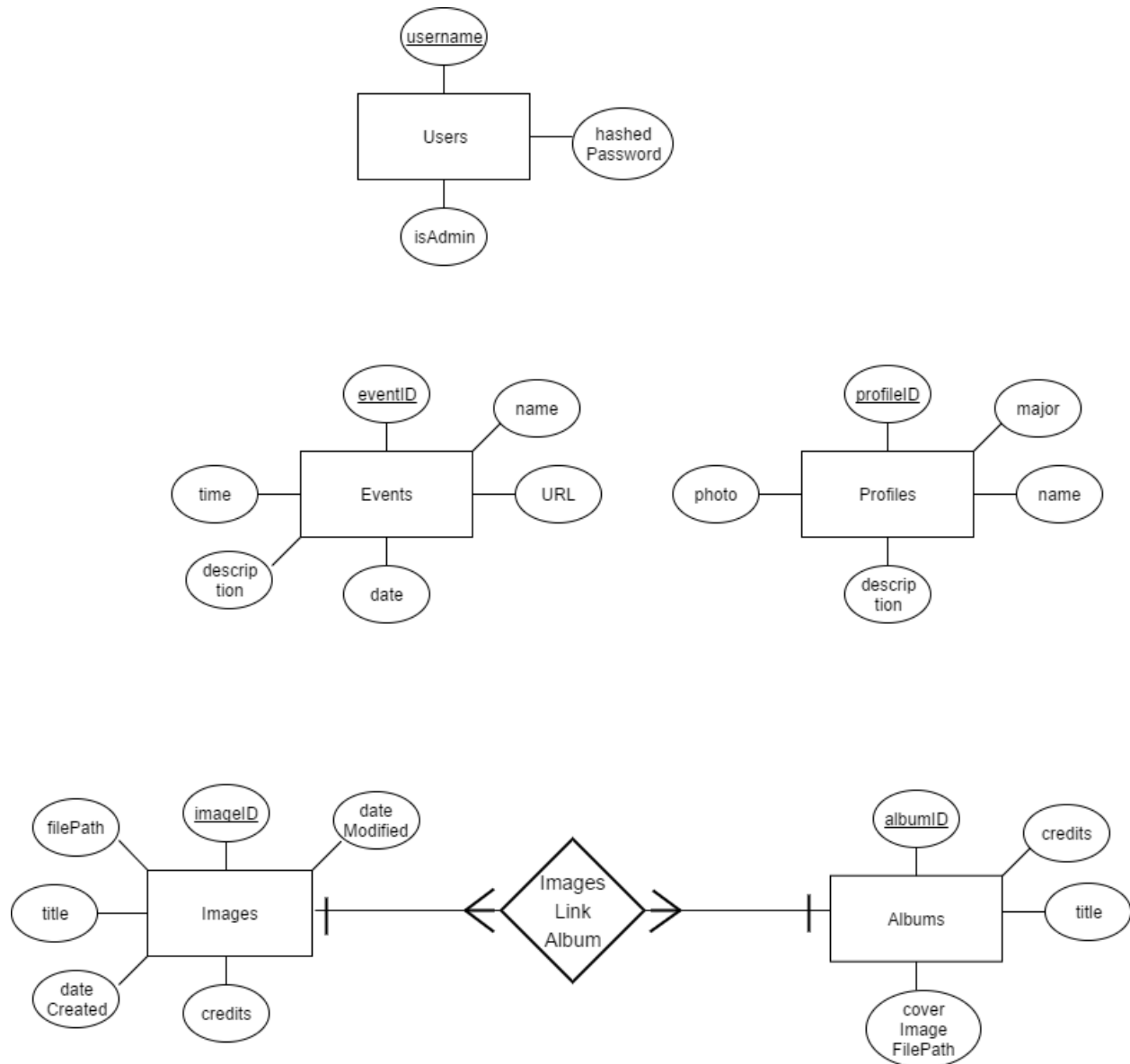
Database Description

Note: this is a description after the ER diagram has been mapped to tables in our database.

To start with, there is a *Users* table that stores information about each user who makes an account on the website. It stores the username, password & a boolean isAdmin that states whether the user has admin privileges or not. The username is unique & thus serves as a primary key, while the password is hashed and stored for security reasons.

The *Events* table stores details about each event. Each event has its own eventID (and thus it serves as a primary key). Besides this, its name, time, date & description are provided. A URL field helps point to a social media site (if it exists).

The *Profiles* table stores details about the EBoard of the Food Science Club: each is identified by his/her profileID & contains information such as his/her name, major, photo & small description.

The *Images* table contains information about each image; identified by its imageID, it also contains the title, the date it was created, the date it was modified, the filepath and the credits.

The *Albums* table contains information about each album; identified by its albumID, it also contains the title, the filepath for its cover image and the credits.

The *Images* & *Albums* table are in a many-to-many relationship with each other. This is because one image can belong to many albums, while an album can contain many images. Mapping this relationship to a table in the database gets us an *ImageLinkAlbum* table wherein each row is in the form of (imageID **i**, albumID **a**), which implies that the image with imageID **i** is in the album with albumID **a**.

Design choice: We were thinking of having a relationship between *Users* & *Profiles*, but soon realized that it wasn't necessary for all users of the website to have profiles; for example, someone who just wants to receive updates may sign up, but will definitely not need a profile on the site!

Part 3: Testing Protocol

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

We will plan to find users through the following avenues: friends, students in CS 2300, Halle (our client) & other members of the Food Science Club.

This will make sure we test all factions in our target audience: students & public looking for general information (friends) & students looking for Food Science related events (Halle). We will also try to test this on students in CS 2300, for more users & to also test if our design and layout are easy.

We will try to meet our friends at night, 2300 students after lecture & Halle when she is free. We will try to meet them preferably somewhere on Central Campus, at a convenient location.

This will be a voluntary task.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	See whether the design communicates client's key site goals to the target audience (to gauge whether people like the layout on first glance)
Contact Us	Ask the user to find the quickest way to contact club members	Testing whether a user can find contact information/contact club members as quickly as possible (the more time it takes, the more frustrated users get)
Login	Ask an admin to log in	See whether admins can find the login button easily & whether they find the interface intuitive
About Us	Ask users to find club information, including goals	Test how easily potential members can find the navigation for more information & whether this information fulfils the user's needs

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

NOTE: Some of the tasks will be done on wireframes; these have been made to match the actual website design as much as possible, so that we can test even if we don't have the required webpage. Confirmed with the professor that this was OK.

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Approaching users carefully is an important part of user testing. To accommodate that, we will greet the volunteers & assure them about the goal of the study, while not telling them too much about the tasks themselves.

We will let them use their own computers, asking them to think aloud exactly what comes to their mind at that moment. We will sit at a faraway distance (leave the room, & use a voice recorder instead if they feel conscious). This will ensure their reactions to the site is as natural as possible.

We will introduce each task as written above in the *task description,* so that the users know what to do, but they do not know what we are testing them on exactly! We will also alert them in advance about pages that are currently in a development stage, and instead ask them what they would have expected on the page.

We will leave a Sticky Note on their laptop to remind them to think aloud & not take more than 10 seconds for the task. If they fail, we will ask them why they couldn't do the specified task, and how the site's functionality differed from the perceived functionality.

Finally, we will thank them for their time.

Part 4: Testing Note
You should have at least 2 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Sierra Jamir, Secretary, Cornell Food Science Club. Class of 2018, Food Science major.

Represents a member of the Food Science Club & a potential admin.

2. How does this user represent your target audience/client's needs?

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	"Looks very clean, but then again I am not a design aesthete"	-
Contact Us	"Yes, finally a form that is easy to find; no more messages on the FB group"	-
Login	"Found it!"	-
About Us	"Easy to find; would expect more club information"	Planning to do more user testing to see what all users would expect on the 'About Us' page

3. Other notes from this user that will be useful to think about when redesigning.

Thought it was a generic site (which is what we're aiming for)

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Nicholas Curcio, Class of 2019, PAM Major, was sitting next to me in the library.

Represents a random sample population's opinion.

2. How does this user represent your target audience/client's needs?

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	"I love the picture. The website looks clean and easy to navigate. Not a fan of the exclamation point after "learn about us", because you've got a double exclamation point between that and "we do more than just eat food!" Also, the white space at the bottom of the page is kinda awkward. I'd put in a footer."	Remove the exclamation point and implement the footer we currently have planned
Contact Us	"It's right there on the navigation bar."	-
Login	"I'd go right to the login button in the top corner and log in from there."	Login button is temporarily on both navbar & footer
About Us	"It's right there in the middle of the home page."	-

3. Other notes from this user that will be useful to think about when redesigning.

He really likes the image we chose. Hopefully Halle will agree, otherwise we will look to find another attention-grabbing image to replace it.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

James DeFilippo, Class of 2018, AEM Major, co-founder of the Phi Chi Theta Professional Fraternity.

Gave feedback often to his club's web designer, so he represents someone who has requested and nit-picked custom web pages before.

2. How does this user represent your target audience/client's needs?

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	"It's cool! I'd be curious about what those foods are and how they got them so perfectly cube-shaped. It's a bright cheery theme and when I look at that food it makes excited about food, because I'd eat whatever that is. Kinda reminds me of Baked by Melissa's website, because they have a white background like that and a picture of mini cupcakes like those cubes. I like that website."	-
Contact Us	"I see it there in the top right corner of the page."	-
Login	"It is right next to the contact us section of the header; seems simple enough."	-
About Us	"It's front and center on the page."	-

3. Other notes from this user that will be useful to think about when redesigning.

Loves the image on the home page and specified that it draws his interest to the club. Seems like something we shouldn't change

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that our website's current theme is a lot more appealing than our previous website's colour scheme and general layout, and that by including an intriguing cover photo for the website, it draws interest to the club. A great website can really make or break someone's initial impressions, which may allow/prevent them from further using the site.

We also learnt that while we had thought that actually executing the script than we had thought!

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

- We will remove the exclamation point as Nick suggested. An alternative we considered was just leaving it there, but we decided that it was aggressively enthusiastic and unnecessary.

- Next, we implemented a footer, as currently without it, the website looks empty. It also helps in the navigation, which is important for a lot of users

- A third change was to change the word "Vision" to black font, but we left it because it was a word we wanted emphasized. Its current red colour also matches the site's current colours.

If you make any changes to the testing protocol for round 2, tell us what they are here.

N/A

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

N/A