

Assignment 3 Design Document

Sida Wang

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Personas

Name: Sida Wang

Age: 27

Occupation: Customer Service Representative

Education level: Bachelor of Commerce

Digital literacy level: High

Goals:

To add/manage/delete customer names in different categories(e.g. in contact, no longer contact).

Name: Jack Troy

Age: 35

Occupation: Management officer

Education level: MBA

Digital literacy level: Intermediate

Goals:

To keep track of all types of violations in the company, divide them into different categories, and rank them with priorities.

Design Decisions

- The application has the following functionalities:
 - Add/Delete/Switch Categories.
 - Add/Modify/Delete items under each category.
 - Items have priorities, date, name, and description attribute choices.
 - Items are ranked/sorted by their priorities.

Those functionalities satisfy the general requirements derived from the company requirements, the survey data, and the personas.

- The persona named “Jack Troy” helped me to get the idea of the “rank items by priority” feature. Those items having priorities will be sorted in ascending order, which means the most critical item will appear on the top of the list and the less critical one will be placed at the bottom. Consider a to-do list example, in people’s cognition, when people create a physical to-do list, the most critical item will usually be placed on the top because that position is where people will notice first and the most critical item will most likely be finished first. This design idea follows the design theory “**Gulf of Evaluation**”, and the ranked list is a conceptual model.
- I also applied “**Fitts’s Law**” to the design of this application. In my opinion, category operations will be performed less frequently than item operations. Therefore, the category panel is placed on the left and the item panel is placed on the right. Also, all the buttons on the item panel are placed on the rightmost column, which reduces the time that the user requires to move the cursor.
- To follow the design principle “**Offer informative feedback**”, the selected category and selected item reminders will be shown on the screen as a response to the users’ actions, which is circled and shown in the picture below. Those two reminders can also reduce the user’s memory stress, especially for senior users, which follows the principle of “**Reduce short-term memory load**”. Also, to distinguish the selected category and item reminders, different heading sizes are used.

The screenshot displays two main panels. The left panel, titled 'Add a New Category', has a dark background and contains a text input field with 'Courses' entered, a 'Submit' button, and a section titled 'Click to select a category:' with a 'Courses' button. The right panel has a light background and is divided into three sections. The top section, 'Current Category: Courses', includes a 'Delete Category' button. The middle section, 'Add an Item:', contains four input fields (Priority: 0, Item Name: 4HC3, Date: 2020-10-28, Description: Human Computer Interfaces) and an 'Add' button. Below this is a table with columns: Priority, Name, Date, Description, and Select. The table contains one row with the same data as the inputs above, and a 'Select' button in the 'Select' column. The bottom section, 'Modify/Delete Item: 4HC3', contains four input fields (Priority: empty, Item Name: 4HC3, Date: (20XX-XX-XX), Description: empty) and 'Save' and 'Delete' buttons. Red circles highlight the 'Current Category: Courses' heading and the 'Modify/Delete Item: 4HC3' heading.

Priority	Name	Date	Description	Select
0	4HC3	2020-10-28	Human Computer Interfaces	Select

- To accommodate those users who do not need priority for items, I put an input-text under the priority input box to inform them that leaving a 0 in the box if they

do not need priority. Also, if the priority box is left blank when adding an item, the application will inform the user to put a value in it. This is a reflection of the design principle **“Keep users in control”**. In my opinion, if the users do not need priorities for their items, they might lose control and do not know how to deal with the priority input box.

- To follow the design principle **“Strive for consistency”**, I used a black-white color style for the whole application, with delete buttons in red color for user attention.
- The user can scroll down the item panel when the list becomes long enough, but the category panel will not be scrolled down as the item panel is scrolled down. I think design two panels in this way will be more convenient for the users' operations.