

Steve Dillon

WNM 810 OL1: USER EXPERIENCE

Assignment 14.1: Final Slideshow & Presentation

#04299759



'A Surfing Collective'

Nalu is a website for surfers and non-surfers alike who love the sport of surfing and the culture that surrounds it. This website provides an interactive way for you to learn more about how the sport of surfing has evolved over the years and how changes in surf photography have influenced some of the major trends in the sport. Current websites featuring surfing and its history tend to be non-interactive and very word heavy, forcing the user to slog through long sections of text. Nalu is an educational site with a documentary feel, communicating with users through beautiful photography, infographics, and video to provide a fun, informative, and interactive experience.

THE PROBLEM

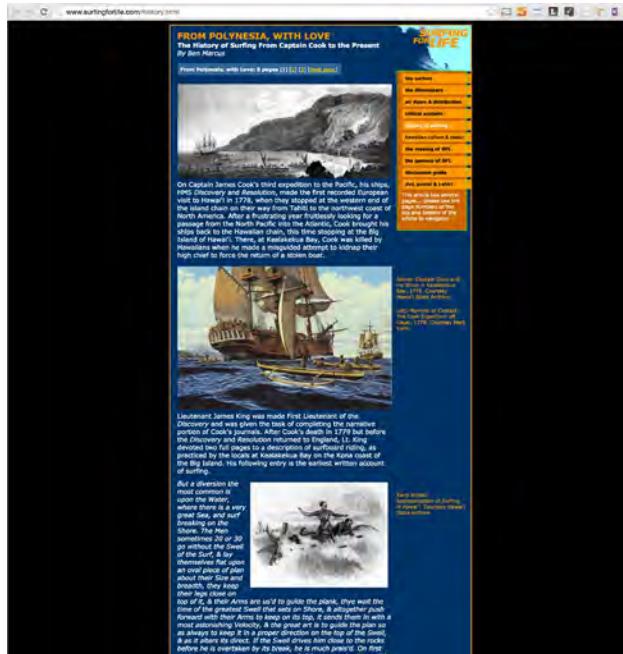
Many historical surfing websites are:

- Out of date
- Text heavy
- Not interactive
- Static(not responsive)

Example:

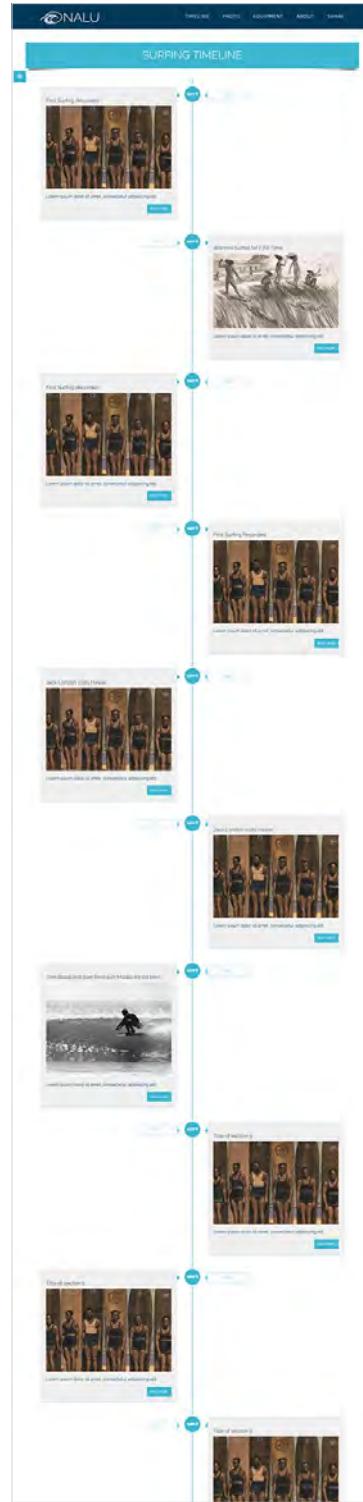
Surfing for Life

- No video and the photos are not in lightboxes and cannot be enlarged
- Captions are small
- Navigation is very small and off to the right side of the page. Not intuitive
- Pagination is also small and hard to find / use



THE SOLUTION

Modern
Focused on imagery
Interactive
Uses video
Current trends
Entertaining, informative
Social



THE SOLUTION

Modern
Focused on imagery
Interactive
Uses video
Current trends
Entertaining, informative
Social

This screenshot shows the 'TALKIN' STORY' section of the NALU website. At the top, there's a navigation bar with links for 'TIMELINE', 'PHOTO', and 'SHARE'. Below the header is a large, black and white photograph of several people surfing and standing on their boards in the ocean. A central text area titled 'Heading Here' contains a short paragraph about surfing culture and its evolution over time. Below this, there's a 'VISION' section with a bio for Steve Orlane, a 'CONTACT INFO' section with links to email and phone, and a 'NEWSLETTER' sign-up form. At the bottom, there are social media links for Facebook, Instagram, LinkedIn, and Google+, along with sections for 'PHOTOSTREAM' and 'SOURCES'.

This screenshot shows the 'SHARE YOUR STORY' section of the NALU website. It features the same large photograph of surfers as the previous section. Below it is a text area titled 'Share the Stoke Here' with a short paragraph about the purpose of the section. It includes a comment form with fields for 'Comment', 'Name', 'Email', and 'Website', along with a 'DISCUSS' button. At the bottom, there's a 'VISION' section with a bio for Steve Orlane, a 'CONTACT INFO' section with links to email and phone, and a 'NEWSLETTER' sign-up form. Social media links and 'PHOTOSTREAM' and 'SOURCES' sections are also present.

This screenshot shows the 'SURFING EQUIPMENT' section of the NALU website. At the top, there's a navigation bar with links for 'TIMELINE', 'PHOTO', 'EQUIPMENT', 'ABOUT', and 'SHARE'. Below the header is a diagram of two surfboards with various parts labeled: 'Nose', 'Stringer', 'Center Fin', 'Rear Fin', 'Tail', 'Battens', 'Contour', and 'Fin Boxes ID'. To the right of the boards, there's a section titled 'CHOOSE A BOARD TO VIEW' with five smaller images of different surfboard models, each labeled with a name like 'Thomas - Midlength' or 'McTavish - Involve'. At the bottom, there's a dark-themed sidebar with sections for 'EQUIPMENT', 'PHOTO', and 'DISCUSS', along with a 'SIGN UP' button and a 'LOG IN' button.

MVP

Minimum Viable Product

Description:

Surfers interested in the history of the sport of surfing have difficulty consuming information related to surfing's history. Nalu.com will solve this problem by communicating surfing's history to users through beautiful photography, infographics, and video.

Single Benefit:

Users learn more about the rich sport of surfing and the people and cultures that it evolved from.

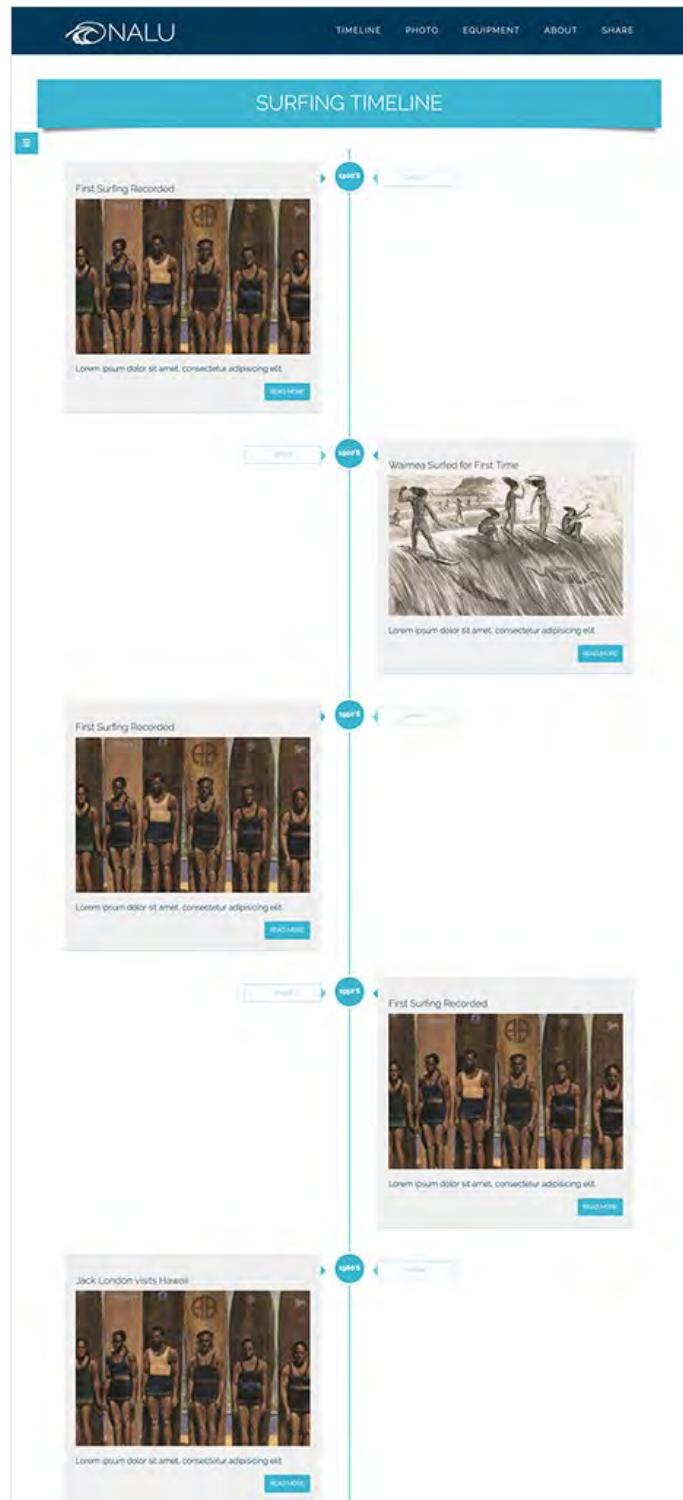
Single Target Audience:

Surfers in Southern California who are surrounded by modern day surf culture but may not know much about how the sport got started.

Single Technical Feature:

The vertical Timeline page where users can scroll through the history of the sport of surfing and learn about key events by clicking on photographs and reading captions.

(page preview at right)



TAGLINE:

'A SURFING COLLECTIVE"

BRANDING:

LOGO:



Icon

Favicon

COLORS:



#003859



#00C1D9



#FCEFC5



#787B7C



#FFFFFF

FONT:

Raleway

Raleway

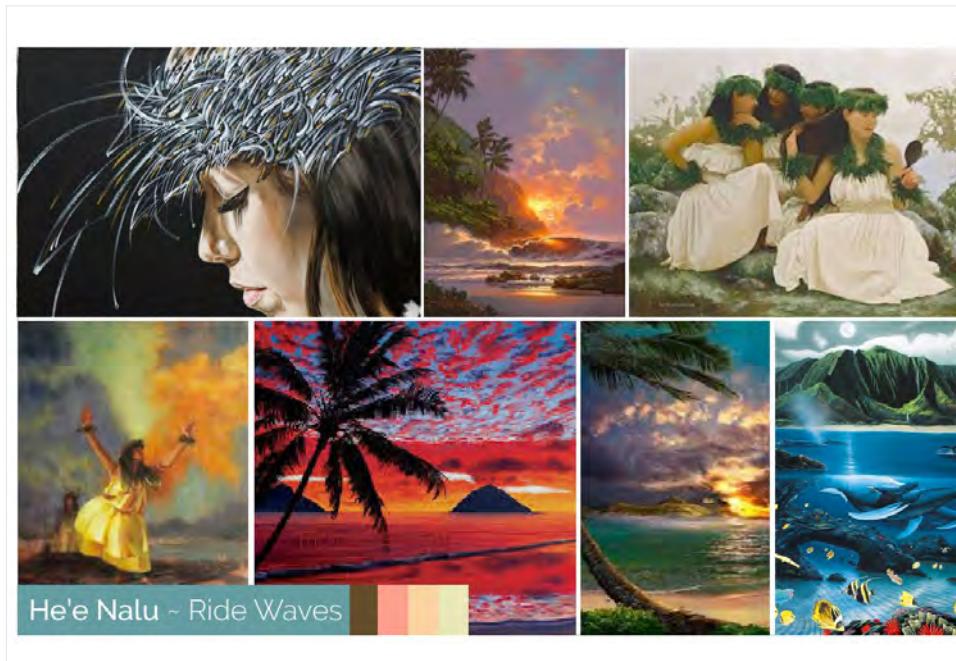
MOODBOARDS



The Endless Summer



Stoked • Shorey • A-Frame
Barrel • Shorey • Shorebreak
Stoked • Paddle-back-out
A-frame • Off-the-lip • Ripping
Waterman • Impact Zone
Zen • Peaceful • Whitewater
Smooth • Glassy
Dawn Patrol • Shacked

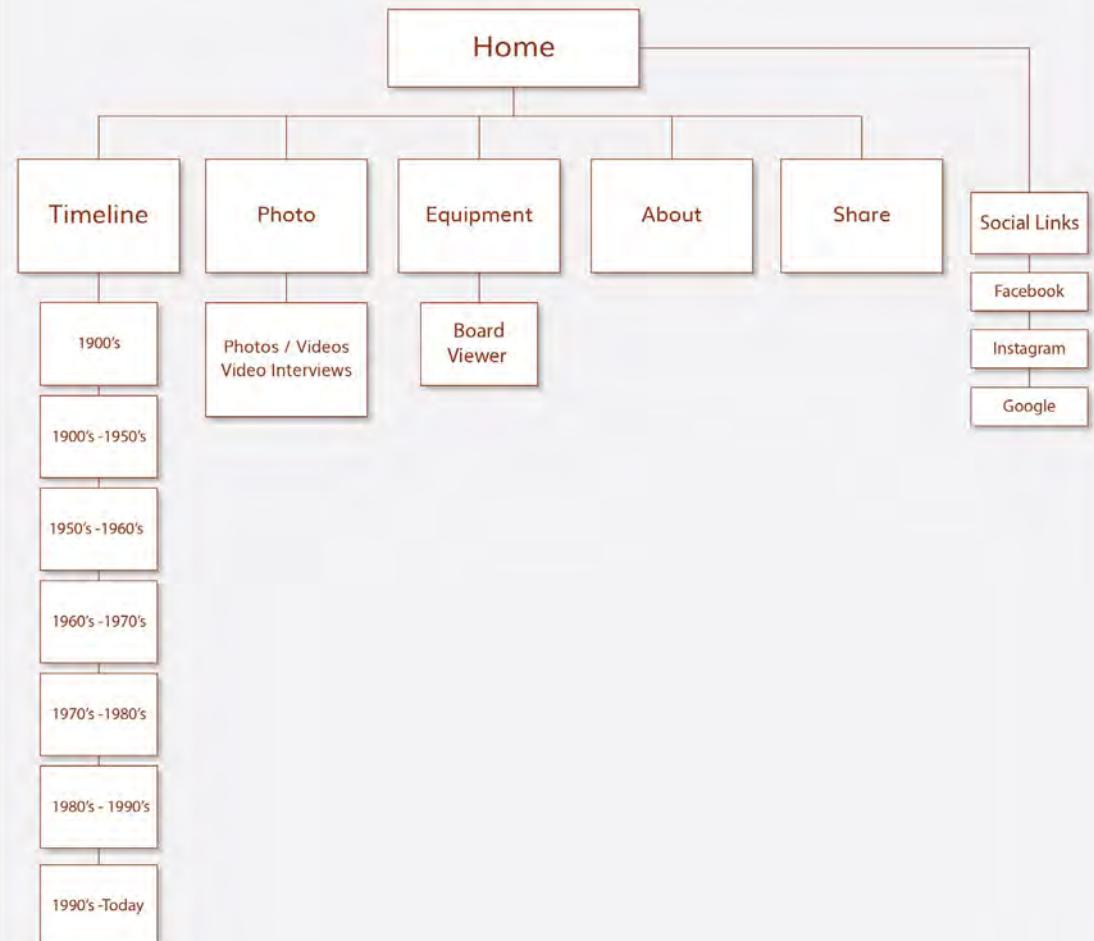


He'e Nalu ~ Ride Waves

Nalu

‘A Surfing Collective’

Information Architecture



STORYBOARD #1

BEACH BUDS

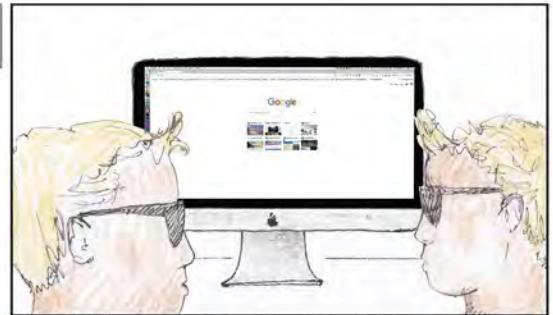
1



2



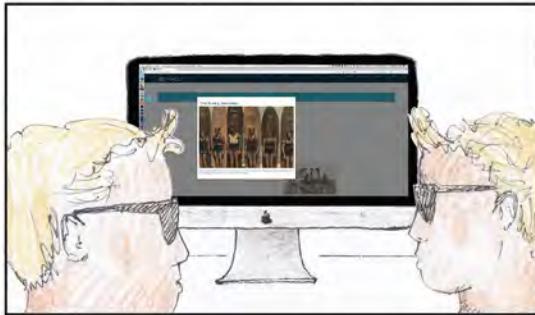
3



4



5



Friends bump into each other at the beach and start talking about surfing.

One asks when the sport of surfing first started. The other suggests they google the answer.

They do a google search and find Nalu.com.

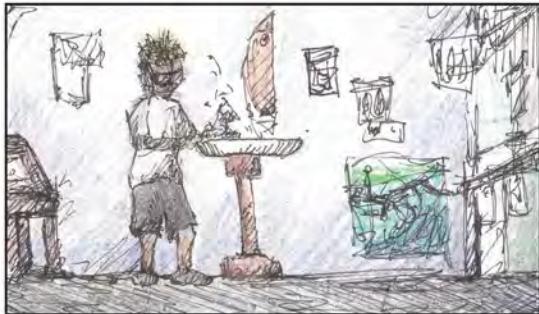
Once there, they go to the Timeline page and scroll to the beginning.

There they click on 'First Surfing Recorded' and learn that the sport started around 1200 A.D.

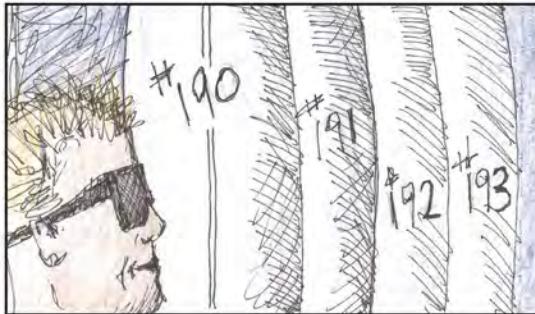
STORYBOARD #2

THE SHAPER

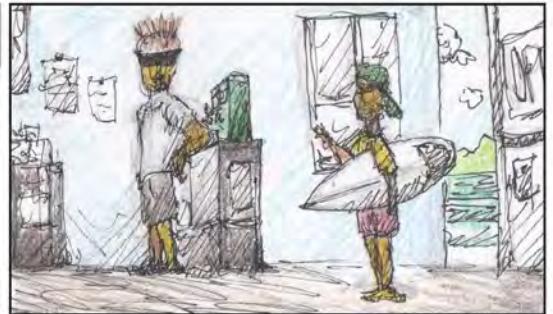
1



2



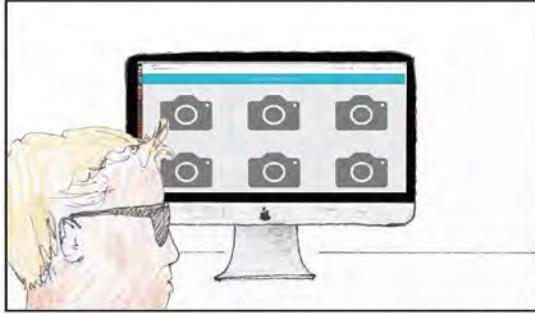
3



4



5



6



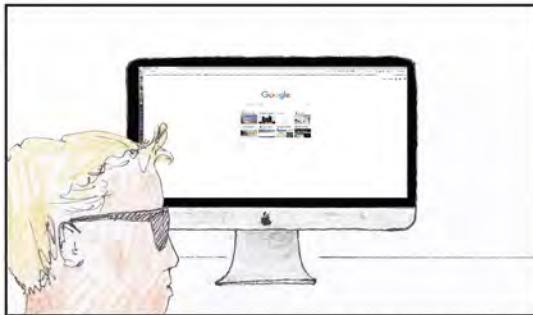
STORYBOARD #3

THE SURF MAG

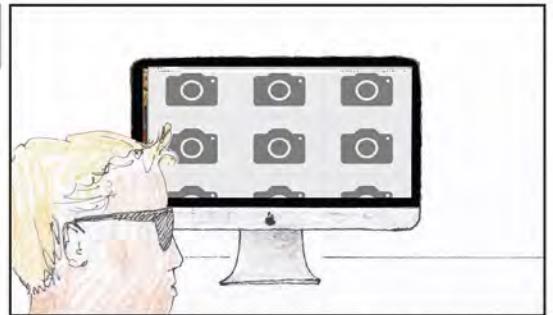
1



2



3



4



5



6



A surfer sees a photo from a photographer they like in a magazine.

Later, they google the photographers name.

They find Nalu.com and see a profile / interview with that same photographer.

They like what they see of their work and follow a link to the photographers website.

From there, they place an order for a photo print.

The print is delivered to their home.

PERSONA #1

User Persona - 1

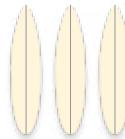


Steve K.

Age: 32
Occupation: Finish Carpenter
Status: Married
Location: San Juan Capistrano
Years Surfing: 10
Archetype: Outdoorsman

Surfing Skill Level:

novice = 1 | expert = 5



Surfboard Types: Mostly shortboard, some longboard

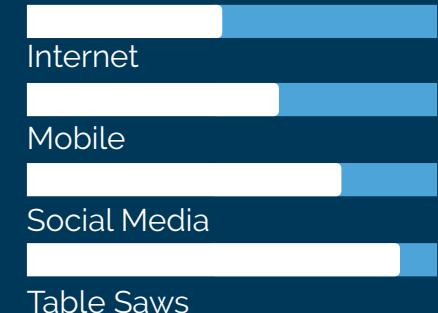
Goals:

- Travel to become a better surfer.
- Learn more about the sport of surfing.

Other Hobbies: Playing music, outdoor survival skills

"My favorite websites are easy to use and have rad videos that tell a lot about the history of surfing."

TECHNOLOGY



About Steve:

Steve works during the week and surfs in the evening and on the weekends. He saves any money he can to take surf trips around the world. Steve wants to learn more about the history of the surfing without slogging through boring history books. Steve likes tech but is not obsessed with it. He needs an engaging site that is easy to use / navigate.



PERSONA #2

User Persona - 2

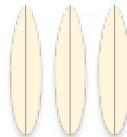


Karyn S.

Age: 36
Occupation: Occupational Therapist
Status: Married
Location: San Juan Capistrano
Years Surfing: 7
Archetype: The Traveler

Surfing Skill Level:

novice = 1 | expert = 5



Surfboard Types: Mostly longboard, some shortboard

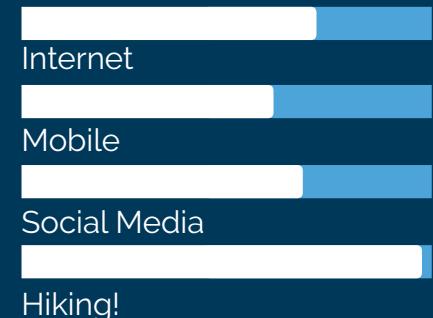
Goals:

- Travel to become a better surfer.
- Learn more about the sport of surfing.

Other Hobbies: Hiking, fitness, travel

***"It's important to highlight women in the sport / history.
I like being able to read about women in surfing."***

TECHNOLOGY



About Karyn:

Karyn is an occupational therapist with a lot of hobbies and social commitments. When she does have down time, she would like to enjoy a site that informs her in an entertaining way instead of something that feels like research. Learning about women's role in the development of surfing is also important to her.



PERSONA #3

User Persona - 3

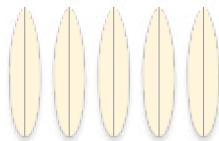


Bobby H.

Age: 26
Occupation: Marketing
Status: Single
Location: San Clemente
Years Surfing: 15
Archetype: Soul Surfer

Surfing Skill Level:

novice = 1 | expert = 5



Surfboard Types: Mostly longboard, some shortboard

Goals:

- Qualify for competitive surfing tour
- Learn more about the sport of surfing.

Other Hobbies: Hanging out with my girlfriend / family

"This site shows the shift from film to digital photo and has some great interviews with some of my favorite photographers."

TECHNOLOGY



About Bobby:

Bobby grew up in SoCal and is an extremely talented surfer. He really connects with the sport and already knows a lot about its rich history. He enjoys social media and looking at surfing photos of far off places. He's very tech savvy and needs a well organized website that's fun to use and conveys the true essence of the sport. Not a superficial take, but the real core of surfing.



PERSONA #3

User Persona - 4

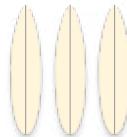


Dalton B.

Age: 23
Occupation: Snorkeling Tour Guide
Status: Single
Location: Dana Point
Years Surfing: 8
Archetype: The Prankster

Surfing Skill Level:

novice = 1 | expert = 5



Surfboard Types: Shortboard

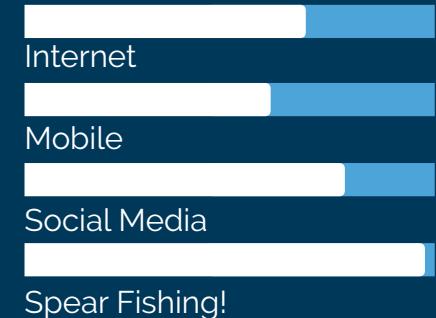
Goals:

- Avoid getting a real job.
- Share a surf story.

Other Hobbies: Diving, fishing, hanging with my dog

"I'd like to see the progression of surfing over time in an interactive way."

TECHNOLOGY



About Dalton:

Dalton is a former lifeguard turned snorkeling tour guide. When he's not diving with tourists he's fishing either by boat or with a hawaiian sling. He's social media savvy but not necessarily tech savvy. He wants a site that keeps him entertained preferable with surf videos and engaging interviews and allows him to share some of his own surf stories and adventures.



USE CASE #1

Proof of Concept - Task 1

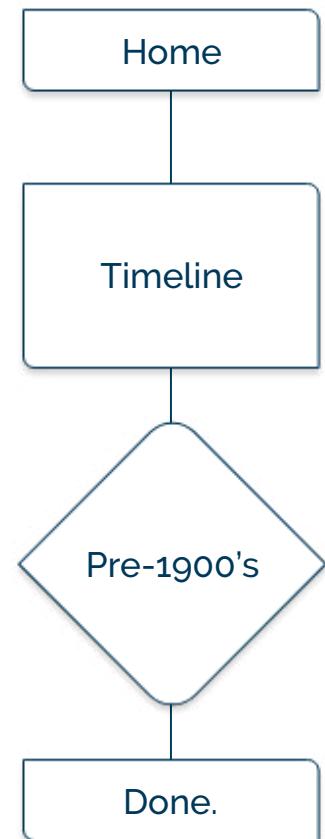
Find out a historical fact about Surfing

Steve K.

Scope:	Nalu.com A Surfing Collective
Level:	User goal
Preconditions:	None
Primary Actor:	Steve K, (or any Web surfer)
Supporting Actor(s):	System, Browser
Trigger:	Steve wants to find out when traditional Surfing first started?

Main Success Scenario:

1. From the 'Nalu' home page, Steve clicks: 'Timeline'
2. Then clicks: '1900's'
3. Here he discovers that surfing, as we know it, began around A.D. 1,200.



Link to [Proof Of Concept](#)

Link to [Digital Prototype](#)

USE CASE #2

Proof of Concept - Task 2

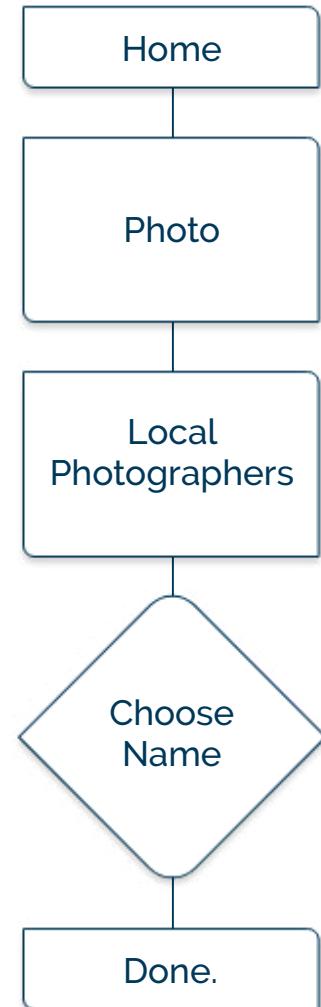
Find an interview with favorite photographer

Karyn S.

Scope:	Nalu.com A Surfing Collective
Level:	User goal
Preconditions:	None
Primary Actor:	Karyn S, (or any Web surfer)
Supporting Actor(s):	System, Browser
Trigger:	Karyn wants to find an interview with her favorite photog.

Main Success Scenario:

1. From the 'Nalu.com' home page, Karyn clicks the 'Photo' page
2. Then scrolls down to 'Local Photographers'
3. Then she clicks on a photographers name and a modal pops up with information / an interview for that photographer.



Link to [Proof Of Concept](#)

Link to [Digital Prototype](#)

USE CASE #3

Proof of Concept - Task 3

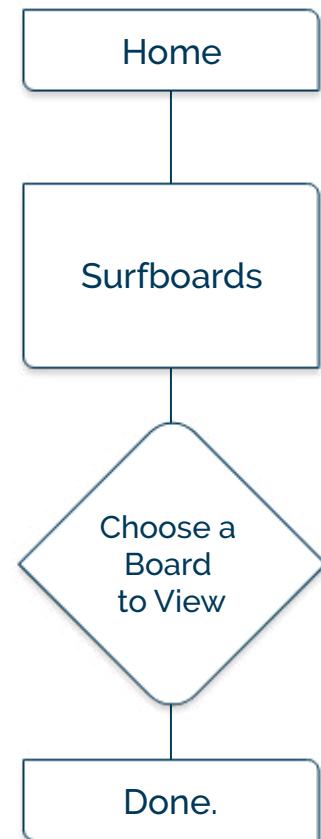
Learn about surboard design evolution

Bobby H.

Scope:	Nalu.com A Surfing Collective
Level:	User goal
Preconditions:	None
Primary Actor:	Bobby H, (or any Web surfer)
Supporting Actor(s):	System, Browser
Trigger:	Bobby wants to learn about surboard design evolution

Main Success Scenario:

1. From the 'Nalu.com' home page, Bobby clicks: 'Surfboards'
2. Then scrolls down to 'Choose a Board to View'
3. From here he can browse numerous surfboard designs from each decade of surfing.

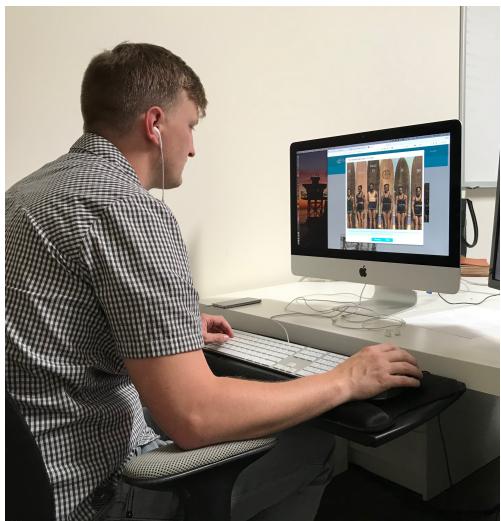


Link to [Proof Of Concept](#)

Link to [Digital Prototype](#)

Prototype User Testing - Nalu.com

Test 1



Feedback

Task 1 - Find a historical fact about the sport of surfing, for example - when did the sport first begin?

Add titles to the timeline events before they're clicked to identify what each event is.

Task 2 - Learn more about a local surf photographer.

Add more detail about each photographer on the image before clicked

Task 3 - Learn more about the equipment used in the sport of surfing - for example, surfboards.

Organize surfboard grid from newest surfboard designs to oldest designs - so boards from the 2000's back to boards from the 1900's.

Link to Recorded User Testing Session Video: Nalu.com

Tester: John H.

Moderator: Steve Dillon

Prototype User Testing - Nalu.com

Digital Testing

INTUITI@NHQ

Tester: 10 Online Users

Moderator: Steve Dillon

Feedback

Task 1 - Find a historical fact about the sport of surfing, for example - when did the sport first begin? It's not obvious that you need to click on a timeline image to open the modal, make titles into hyperlinks to modal.

Task 2 - Learn more about a local surf photographer - No change to page

Task 3 - Learn more about the equipment used in the sport of surfing - for example, surfboards. No change to page

Question 1 - Do you think the pop-up window communicates the information about the surfing timeline event effectively?

8 our of 10 users chose 'Yes' - no change to page

Question 2 - Do you think the pop-up window communicates the information about the surf photographer effectively?

8 our of 10 users chose 'Yes' - no change to page

Question - Does the comment area seem like enough space / area for you to share a short story or personal experience?

8 our of 10 users chose 'Yes'

Link to Online User Testing Report: Nalu.com

USER TESTING 2ND ROUND

Link to Second Round User
Testing Recorded Session Video:
Nalu.com

Prototype User Testing - Nalu.com

Test 1



Tester: Juliana C.

Moderator: Steve Dillon

Profile

Age: 32
Occupation: Project Manager
Status: Married
Location: Orange County, CA
Device: iMac Desktop

USER TESTING 2ND ROUND

Link to Second Round User Testing Recorded Session Video:
Nalu.com

Prototype User Testing - Nalu.com

Test 1 Questions

Interview Questions

Q1: Have you ever been surfing or do you participate in any water sports?

A1: Yes

Q2: How do you normally interact with websites and the web? Mobile device? Desktop computer / laptop, tablet, other?

A2: mobile device, laptop and desktop computer

Testing Tasks

Please click around my thesis website and complete the tasks below.

See recording for subject's answers.

Task 1

Where would you go to find a historical fact about the sport of surfing, for example - what year the sport first started?

Task 2

Where would you go to learn more about a local surf photographer.

Task 3

Where would you go to learn more about the equipment used in the sport of surfing - for example, surfboards.

Question 1

Do you think the pop-up window communicates the information about the surf photographer / surfing event effectively?

A1:Yes

User Test Profile - 1



John H.

Age: 34
Occupation: Web Project Manager
Status: Married
Location: Santa Ana
Years Surfing: 0
Archetype: Family Man

Web/Internet Skill Level:
novice = 1 | expert = 5



Device: iMac desktop

Other Hobbies: Cooking,
spending time with my family and
newborn son

*"I like websites that are easy to navigate and that
I'm able to interact with easily."*

TECHNOLOGY



About John:

John is a website project manager and he sees many different websites on a daily basis. This makes him uniquely equipped to test a website that is being developed. He is very experienced with UX/UI and able to easily identify good and bad aspects of web design.



Link to Recorded [User Testing Report](#)

Prototype Live User Test - Nalu.com

Test 1 - 11/3/17

Tester: John H.

Moderator: Steve Dillon

Tasks / Feedback

Task 1 - Without clicking in the top or bottom navigation bar, how would you get to the 'Timeline' page from the Home page?

Tester liked the dynamic timeline layout and multiple ways to get to timeline from the homepage.

Task 2 - Where would you go to learn more about a local surf photographer?

Tester liked the multiple ways to get to the photographer page from the homepage.

Task 3 - Where would you go to learn more about the equipment used in the sport of surfing - for example, surfboards.

Tester liked the hotspots with information about surfboard details, found it helpful.



User Test Profile - 2



Andrew W.

Age: 26
Occupation: Videographer
Status: Married
Location: San Juan Capistrano
Years Surfing: 0
Archetype: Creative

Web/Internet Skill Level:
novice = 1 | expert = 5



Device: iMac desktop

Other Hobbies: Coffee, wine tasting, travel

"My favorite websites are clean and modern with nice transitions and usability."

TECHNOLOGY



About Andrew:

Andrew is a videographer / photographer and works for a digital media agency. He prides himself on his creative work as well as being an avid learner of web design. Andrew likes clean, modern web design and anything that uses parallax.



Link to Recorded [User Testing Report](#)

Prototype Live User Test - Nalu.com

Test 2 - 11/3/17

Tester: Andrew W.

Moderator: Steve Dillon

Tasks / Feedback

Task 1 - Without clicking in the top or bottom navigation bar, how would you get to the 'Timeline' page from the Home page?

Tester liked the dynamic timeline layout and quick search menu

Task 2 - Where would you go to learn more about a local surf photographer?

Tester liked that the main image carousel worked like a page within the page and the image scrolled with the text

Task 3 - Where would you go to learn more about the equipment used in the sport of surfing - for example, surfboards.

Tester liked the hotspots with information about surfboard details, found it helpful. Also liked the page within a page scrolling image carousel with text.



User Test Profile - 2



Juliana C.

Age: 32
Occupation: Project Manager
Status: Married
Location: Aliso Viejo
Years Surfing: 0
Archetype: Professional

Web/Internet Skill Level:
novice = 1 | expert = 5

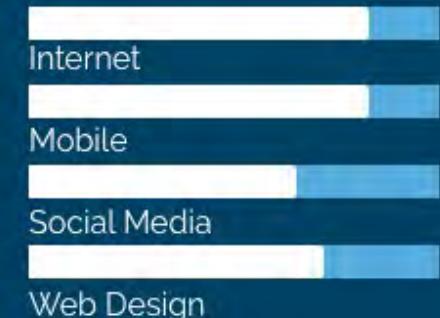


Device: iMac desktop

Other Hobbies: Travel, cooking, languages

"I like websites that are easy to navigate and present information clearly."

TECHNOLOGY



About Juliana:

Juliana is a project manager for a large Genetic testing company. She is very organized and likes websites that keep information well organized and easily accessible.



Link to Recorded [User Testing Report](#)

Prototype Live User Test - Nalu.com

Test 3 - 11/5/17

Tester: Juliana C.

Moderator: Steve Dillon

Tasks / Feedback

Task 1 - Without clicking in the top or bottom navigation bar, how would you get to the 'Timeline' page from the Home page?

Tester clicked the 'View Timeline' CTA on the homepage.

Task 2 - Where would you go to learn more about a local surf photographer?

Tester suggested that the main nav link of 'Photo' is not clear enough to suggest that the surf photographers would be found there.

Task 3 - Where would you go to learn more about the equipment used in the sport of surfing - for example, surfboards.

Tester liked the hotspots with information about surfboard details.



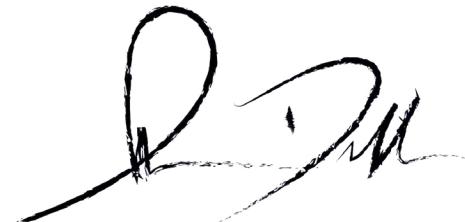
CONCLUSION

Surfing has a rich history rooted in photography. Good surf photography can convey many of the emotions and feelings of actually surfing. Good surf photos tell a story and many accurately document historical events from our sport's time-line.

Much of my life has been dedicated to surfing and photography. I see this thesis project as a chance to share my passions and tell the story of how the sport of surfing began through photos, video, and other visual mediums while focusing on how the sport has influenced media and media has in turn influenced the sport.

Ultimately, I believe good web design is the successful telling of a visual story. My experience and knowledge of surfing as well as my expertise in web design and photography will provide the user with unique insight into the sport of surfing, its historical connection to visual media and how the two continue to compliment each other.

Thanks,

A handwritten signature in black ink, appearing to read "D. Dunn".

Additional Links:

[AAU Journal](#)

[GitHub Project](#)

[Proof of Concept](#)