

SVEUČILIŠTE U SPLITU,
FAKULTET ELEKTROTEHNIKE, STROJARSTVA I BRODOGRADNJE

BUSINESS STARTUP

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Korisnička sučelja

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Ljetni semestar, 2019/2020

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1. Uvod

Želite otvoriti firmu i započeti svoj business, ali je teško doći do poželjnih informacija preko web-a. Taj problem možete riješiti uz pomoć "Business startup" Web-aplikacije koja pruža raznovrsne usluge koje vam znatno mogu pomoći pri osnivanju vaše firme.

1.1. Stanje na tržištu

Sličnih web aplikacija već ima dosta po internetu ali većinom su napravljene u zastarjelim web tehnologijama te imaju nekih nedostataka pa bi ovom aplikacijom adresirao takve probleme te iskoristio ovu priliku za vježbanje novih tehnologija.

1.2. Očekivani tip korisnika

Business startup web aplikacija je namijenjena svim ljudima koji žele započeti svoju firmu ili slično. Aplikacija je prilagođena za ljude od svih dobi s mogućnošću da iskusne mlade osobe mogu iskoristiti sav potencijal funkcionalnosti web aplikacije.

Web aplikacija je pisana na standardiziranom engleskom jeziku no postoji mogućnost proširenja podrške jezika i na ostale jezike, no za sada u ovom slučaju to još nije ostvareno zbog ograničenih resursa.

1.3. Ograničenja korištenja sustava

Kako bi korisnik koristio Business startup web aplikaciju, mora imati:

- Pristup internetu
- Uredaj sa web preglednikom

1.4. Zahtjevi i zadaće

Web aplikacija mora ispunjavati slijedeće zahtjeve i zadaće:

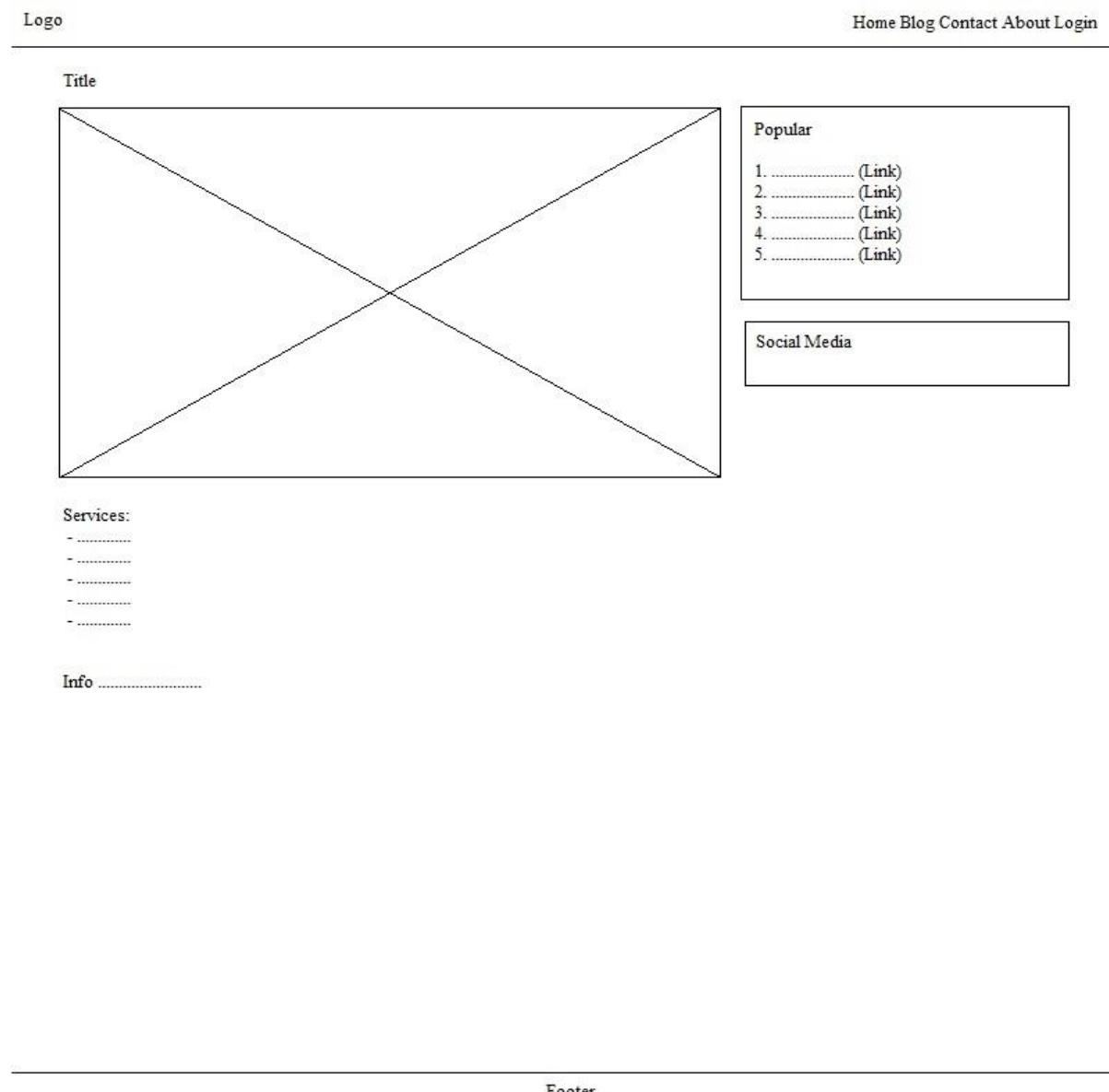
- Koristiti će se iz web preglednika
- Aplikacija će se koristiti na uređajima različite veličine
- Korisnik može pretraživati/filtrirati produkte ili usluge
- Broj produkata/usluga koje se nude putem web aplikacije veći je od 20
- Korisnik će koristiti aplikaciju kao gost ili će se logirati u vlastiti profil
- Broj javnih stranica (one stranice koje ne zahtijevaju prijavu u sustav) je 5
- Jedna od javnih stranica je blog (blog mora sadržavati minimalno 20 postova koje mogu uključivati slike, videa, code snippet-e)

2. Low fidelity prototip

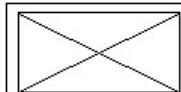
Izrada Business startup aplikacije započela je „low fidelity prototipom“. Prvo je Izrađena desktop verzija pa onda mobilna verzija „low fidelity prototipa“ kako bi se s lakoćom fokusirali na greške pri ranoj fazi donošenja odluka te uočili potencijalni problemi između verzija kako bi se te pogreške ispravile prije nego što počne razvojni dio aplikacije.

2.1. Desktop verzija

Low fidelity prototip prikazan je na sljedećim slikama počevši od desktop verzije.

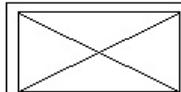


Slika 2.1 - low fidelity - desktop - home page



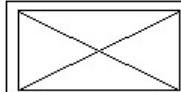
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Date



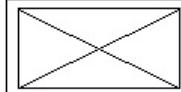
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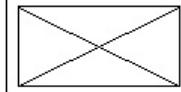
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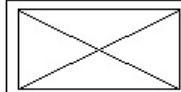
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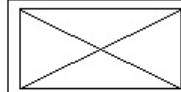
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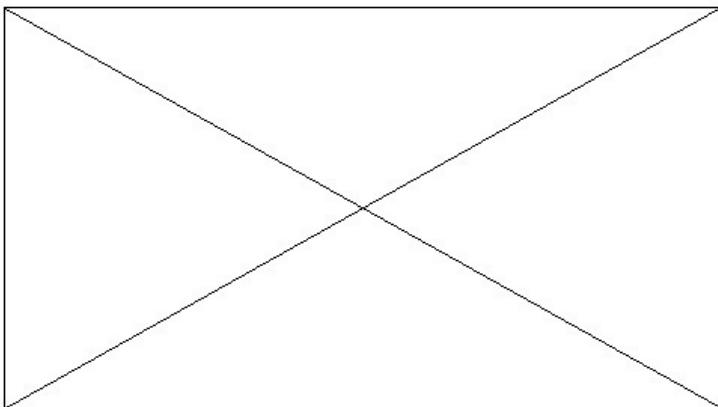
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...

Footer*Slika 2.2 - low fidelity - desktop – blog page*

[<< Back](#)

Title



Popular

1. (Link)
2. (Link)
3. (Link)
4. (Link)
5. (Link)

Social Media

Post Information ...

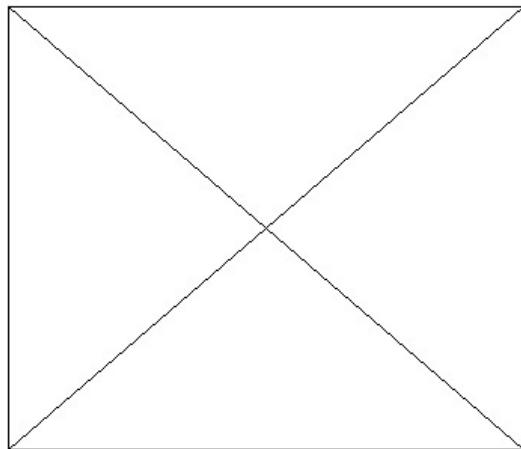
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Footer

Slika 2.3 - low fidelity - desktop – blog post page

Contact Info



Footer

Slika 2.4 - low fidelity - desktop – contact page

Title

Terms of service ...

About info ...

Etc ...

Popular

1. (Link)
2. (Link)
3. (Link)
4. (Link)
5. (Link)

Social Media

Footer

Slika 2.5 - low fidelity - desktop – about page

Login

Username
Password

Footer

Slika 2.6 - low fidelity - desktop – login page

Register

Username
Password
Email
Register

Footer

Slika 2.7 - low fidelity - desktop – register page

[Profile](#)[Dashboard](#)

User name	logout
User information ...	

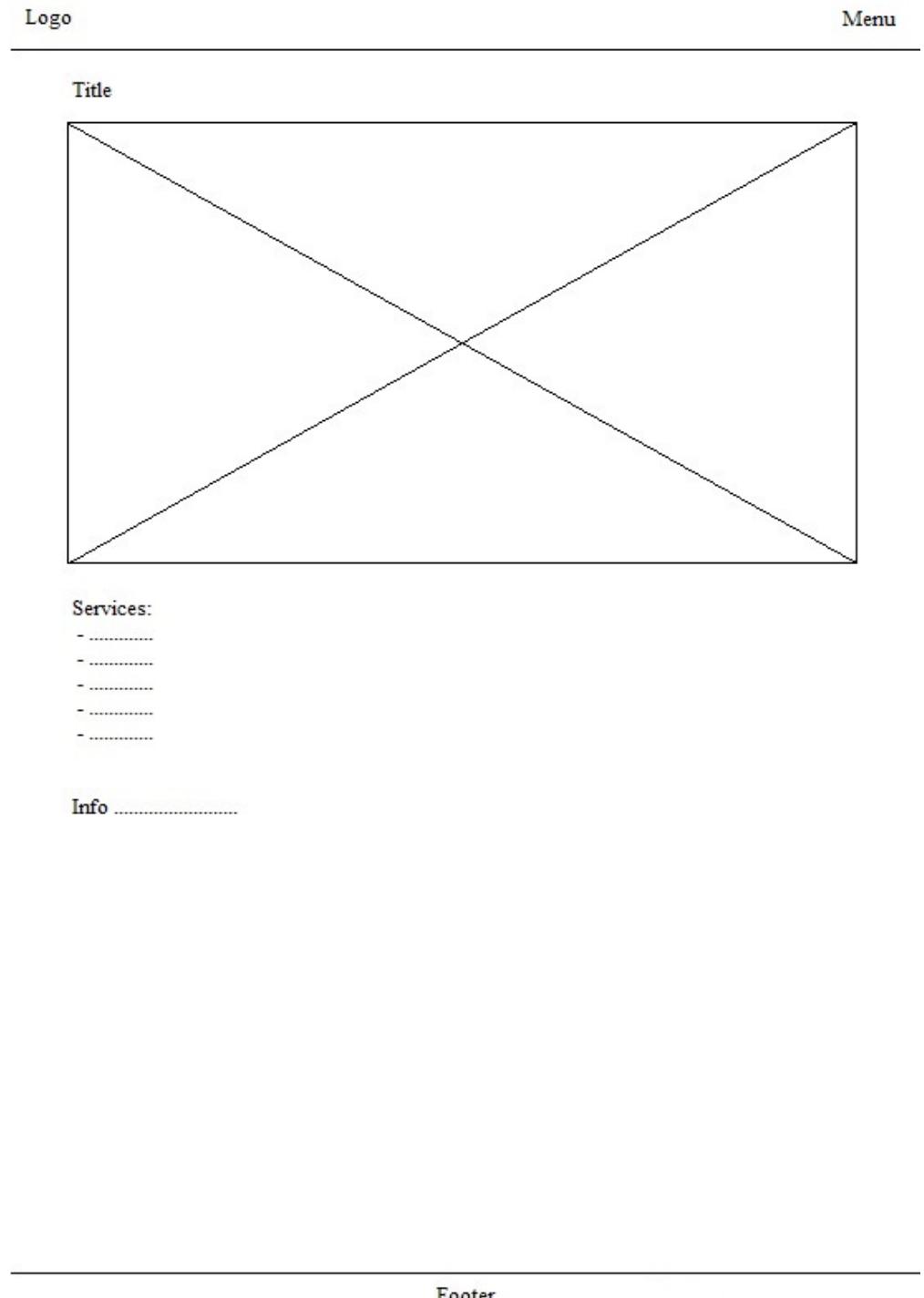
[Footer](#)

Slika 2.8 - low fidelity - desktop – profile dashboard page

2.2. Mobilna verzija

Pri planiranju gradnje web aplikacije uzeto je u obzir da će korisnici pristupati aplikaciji preko mobilnih uređaja pa zbog toga u dizajn djelu sam se fokusirao na minimalističin dizajn.

Takva odluka je uzrokovala da nema velike promjene između desktop i mobilne aplikacije pa time slike poviše koje nedostaju za mobilnu verziju mogu se uzeti kao referenca jer će više-manje izgledati isto.

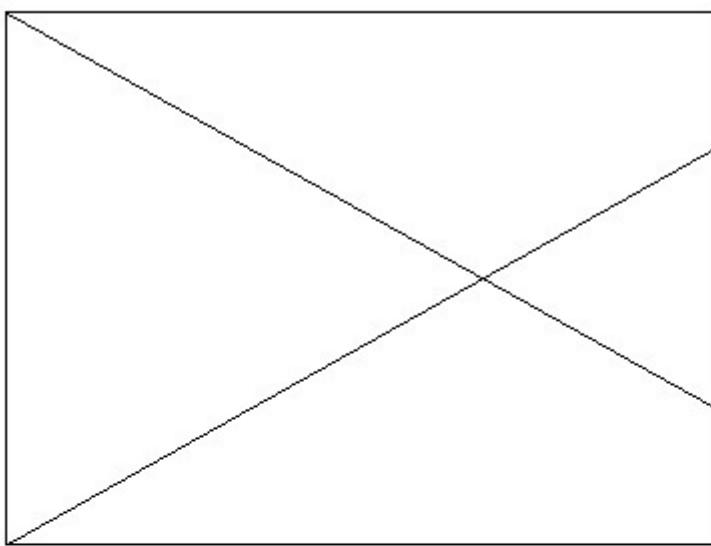


Slika 2.9 - low fidelity – mobile – home page

Logo

Menu

Title



[Home](#)

[Blog](#)

[Contact](#)

[About](#)

[Login](#)

Services:

-
-
-
-
-

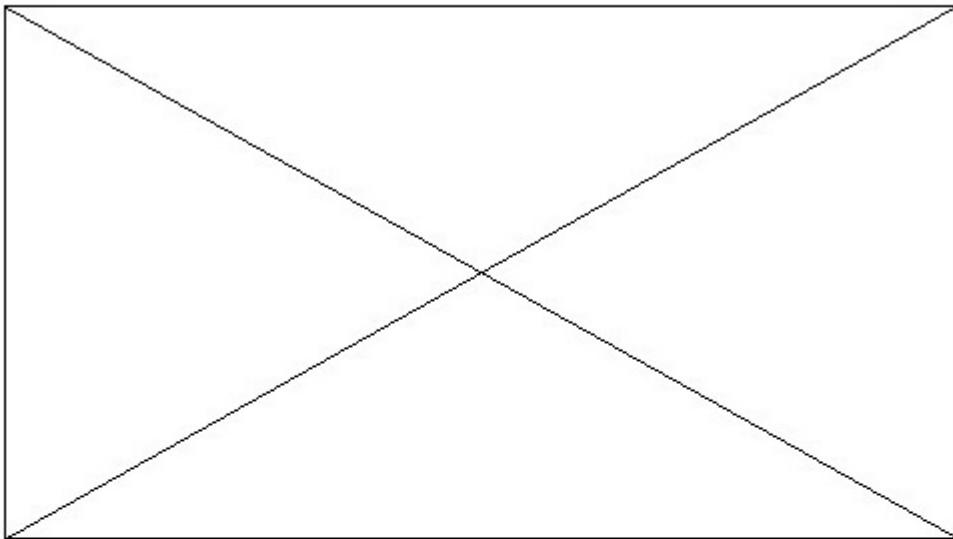
Info

Footer

Slika 2.10 - low fidelity – mobile – home page navigation

[**<< Back**](#)

Title



Post Information ...

...
..

Footer

Slika 2.11 - low fidelity – mobile – blog post page

Logo

Menu

About info

Terms of service ...

Other info ...

Footer

Slika 2.12 - low fidelity – mobile – about page

3. High fidelity prototip

Nakon low fidelity prototipa dolazi high fidelity prototip, ovdje se fokusiramo na funkcionalnost te finije detalje kao što su boje i pozicija svih elemenata web aplikacije.

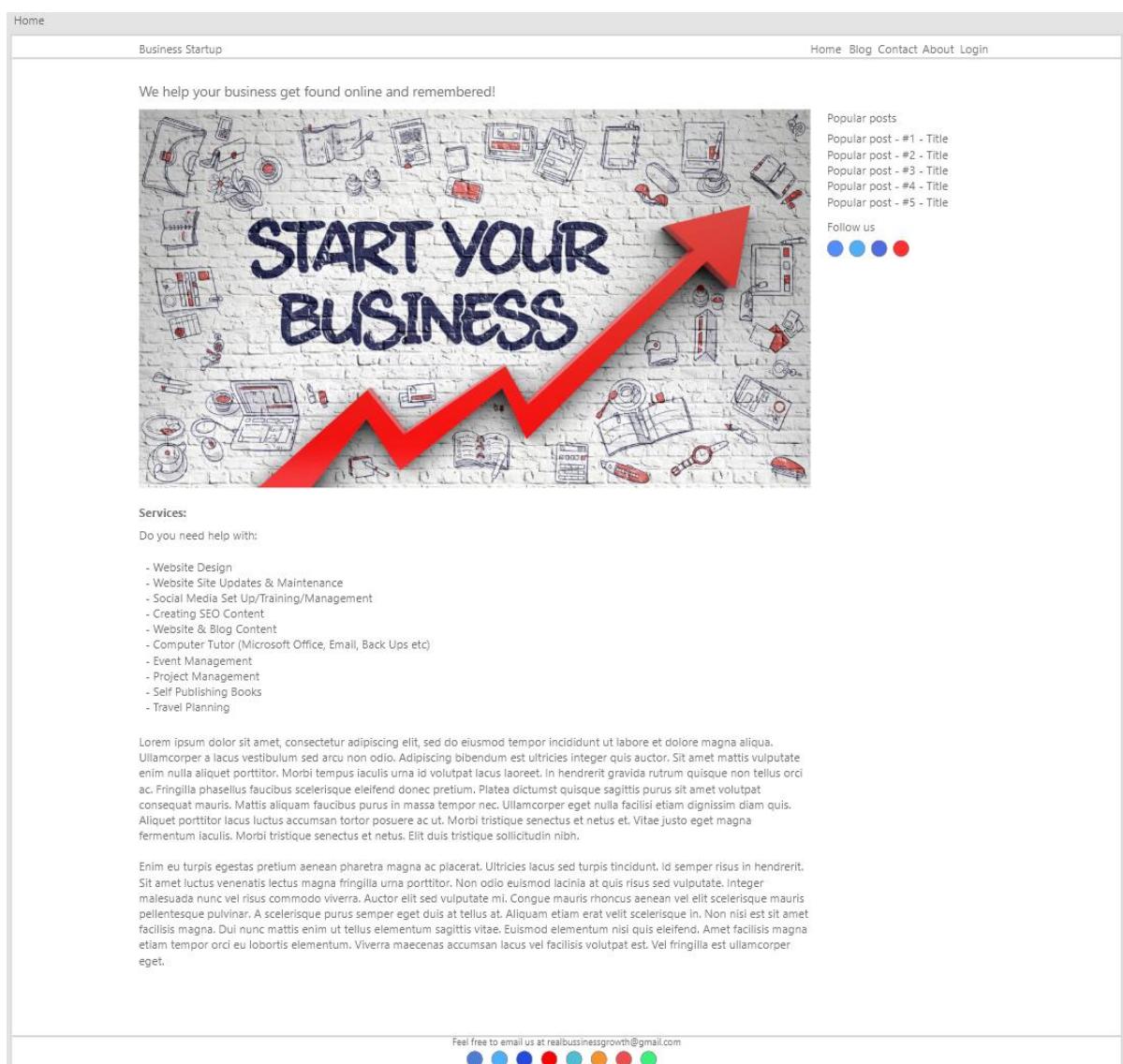
Pošto je odlučeno da se za ovu aplikaciju primjeni minimalistički dizajn uzeli smo pozadinsku boju da bude bijela te tekst bude crna/plava boja.

Ovaj dio je poprilično nužan jer greške pri ovim dijelovima dizajna se znaju dosta zakomplificirati ako se krivo počne implementirati odluke koje donešemo.

Za izradu high fidelity prototipa korišten je besplatni program „Adobe – XD“ koji je jako popularan alat za izradu ovakvih prototipa te se koristi u velikim firmama za prikaz ideja i pravilnom komunikacijom između developera/dizajnera i korisnika.

3.1. Desktop verzija

Na sljedećim slikama prikazan je high fidelity prototip za desktop verziju



Slika 3.1 - high fidelity - desktop - home page

Blog

Business Startup

Home Blog Contact About Login

Thumbnail	Title	Description	Date
	Title	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	2019-03-23
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Slika 3.2 - high fidelity - desktop - blog page

Blog Post

Business Startup

Home Blog Contact About Login

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Popular posts

- Popular post - #1 - Title
- Popular post - #2 - Title
- Popular post - #3 - Title
- Popular post - #4 - Title
- Popular post - #5 - Title

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Text content placeholder

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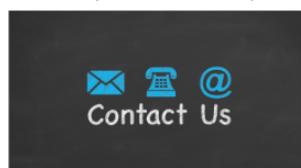
Slika 3.3 - high fidelity - desktop – blog post page

Contact

Business Startup

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How may we help you?
Feel free to contact us.
The privacy of our visitors is important to us.
Schedule your service or consult with us today!



Customer Help-line: 4200-960-2451

First Name

Last Name

E-mail

Subject

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Slika 3.4 - high fidelity - desktop - contact page

About

Business Startup

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Privacy Policy

Popular posts

- Popular post - #1 - Title
- Popular post - #2 - Title
- Popular post - #3 - Title
- Popular post - #4 - Title
- Popular post - #5 - Title

Follow us

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Tempor id eu nisl

Etiam sit amet nisl

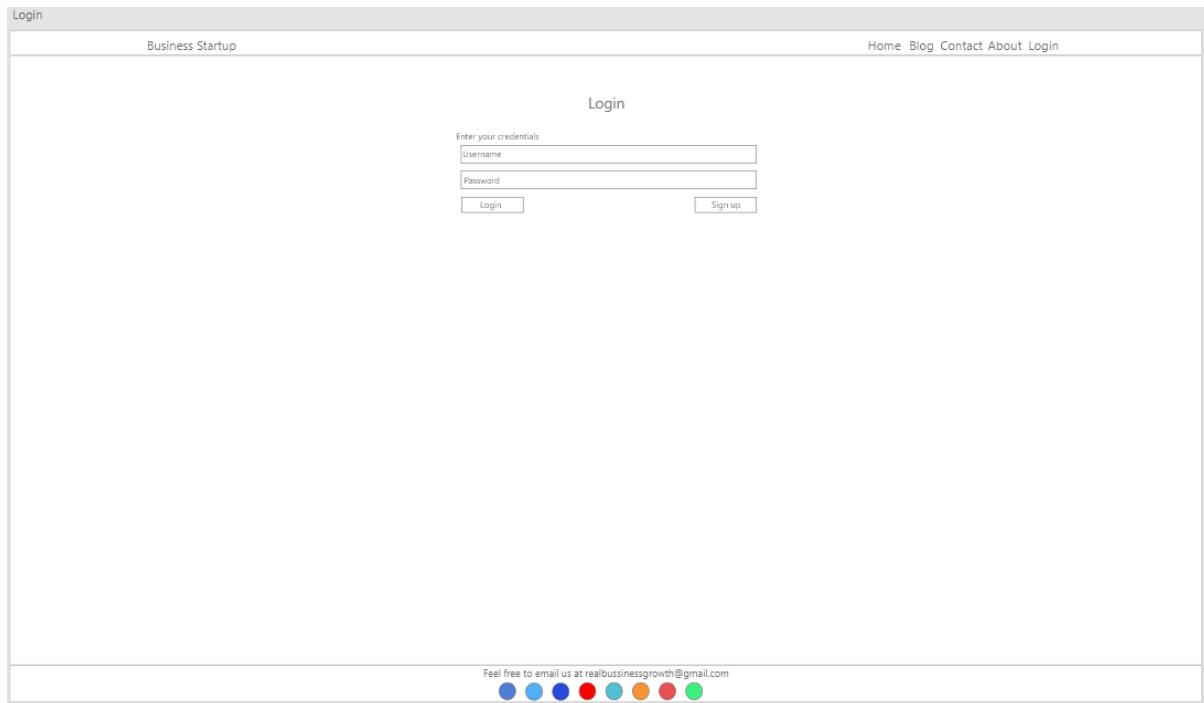
Augue lacus viverra

Vulputate sapien nec sagittis

Egestas erat Imperdiet sed.

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Slika 3.5 - high fidelity - desktop - about page



Slika 3.6 - high fidelity - desktop - login page

Register

Business Startup

Home Blog Contact About Login

Register

Enter your credentials

Username

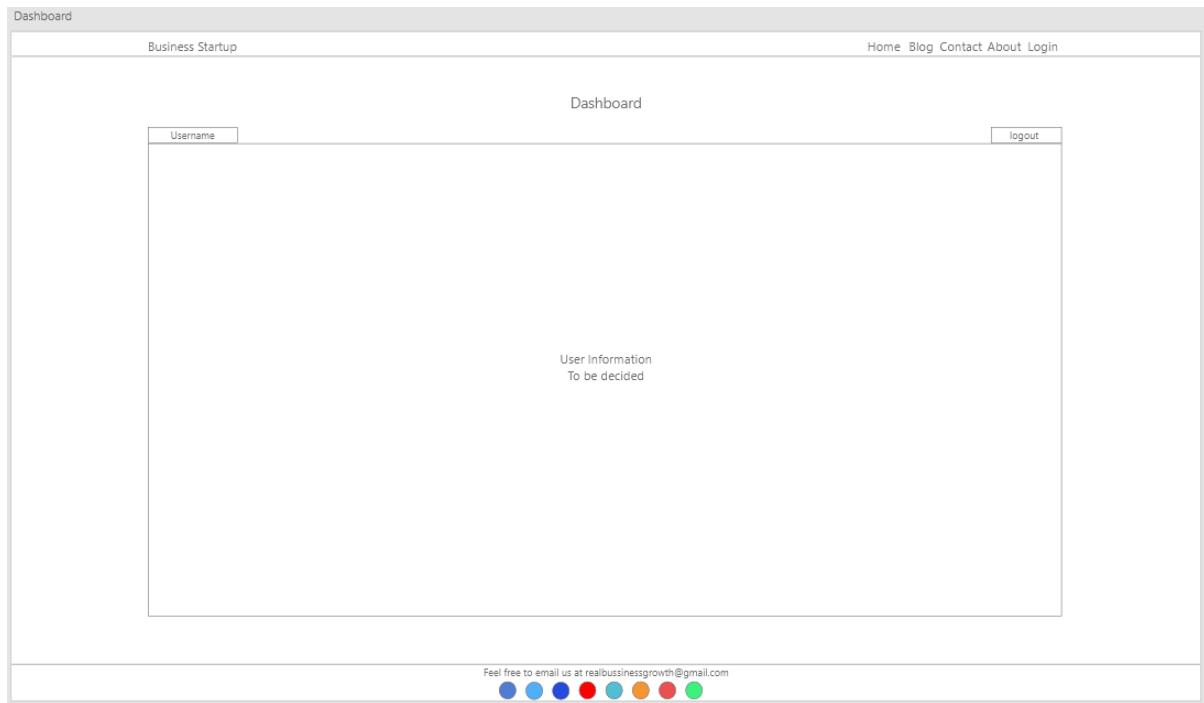
Password

E-mail

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A row of seven small, semi-transparent circular icons representing various social media platforms: Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, and Google+.

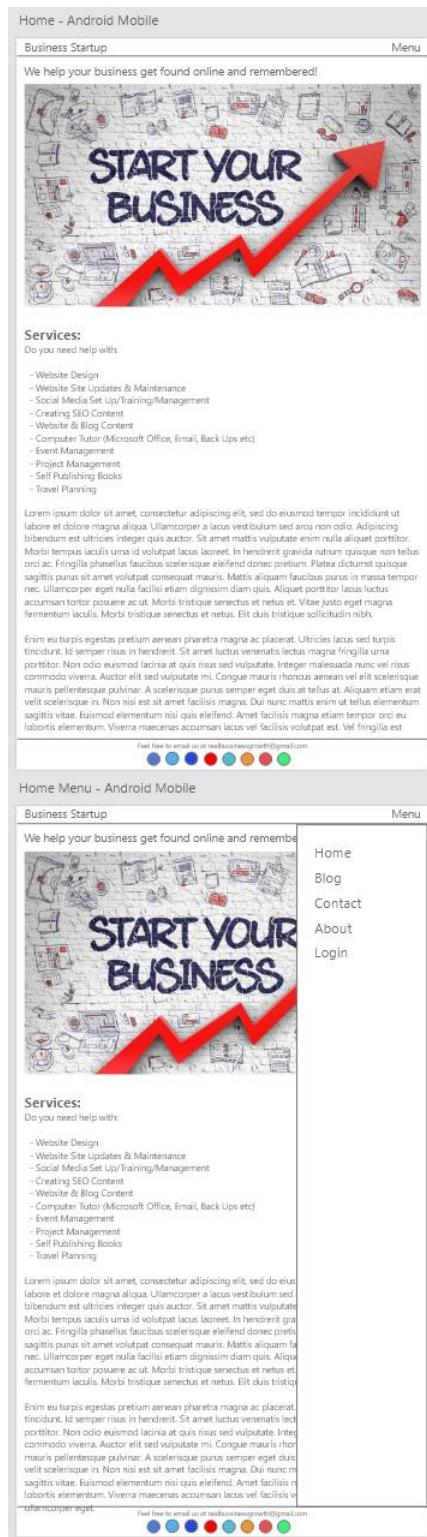
Slika 3.7 - high fidelity - desktop – register page



Slika 3.8 - high fidelity - desktop – dashboard page

3.2. Mobilna verzija

Na sljedećim slikama prikazan je high fidelity prototip za mobilnu verziju, uzmite u obzir da je dizajn princip ove aplikacije minimalistički što će uzrokovati da se većina stranica neće razlikovati od desktop verzije aplikacije.



Slika 3.9 - high fidelity - mobile - home page



Slika 3.10 - high fidelity - mobile - blog page

Blog Post - Android Mobile

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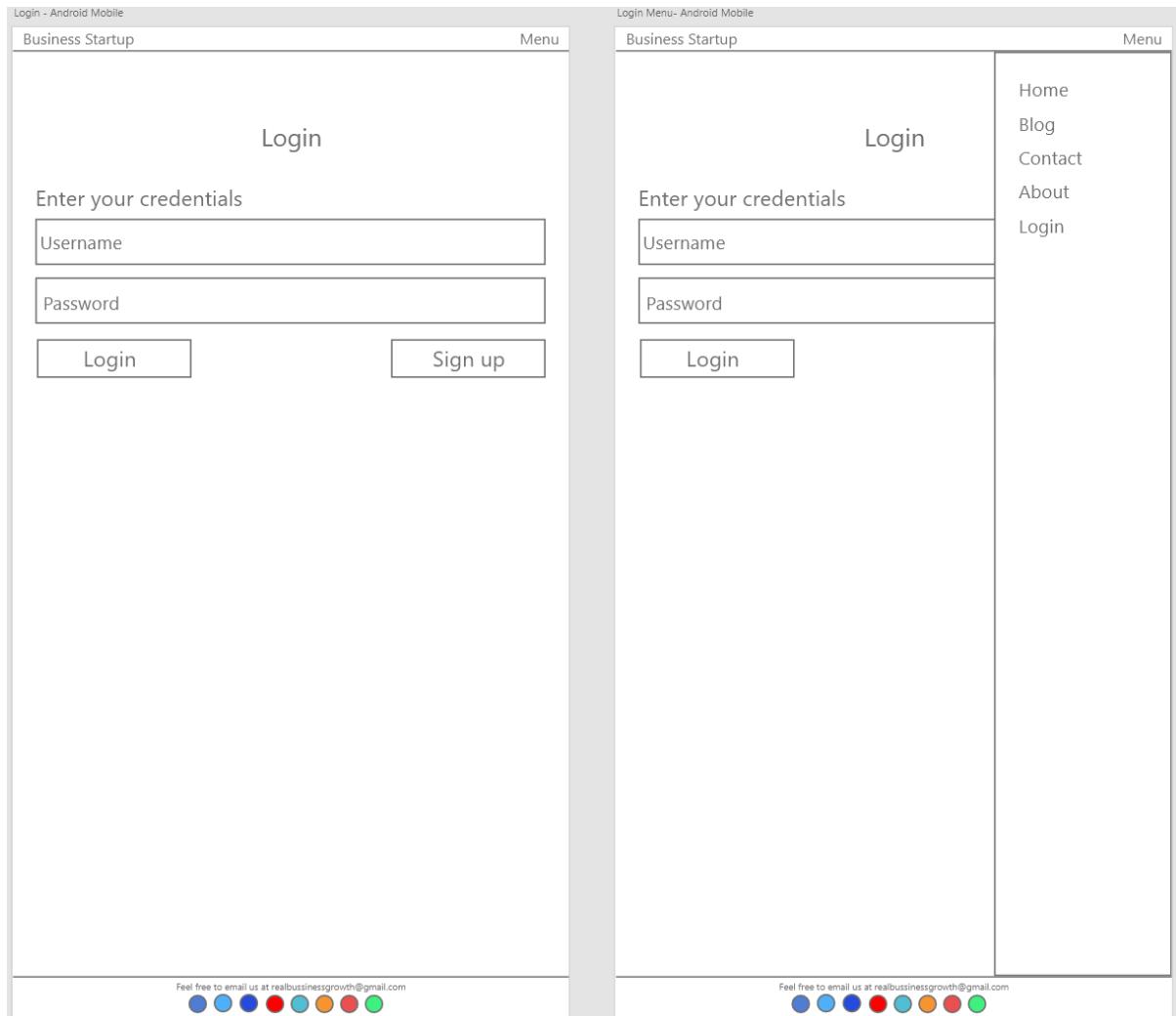
Slika 3.11 - high fidelity - mobile - blog post page

<p>Contact - Android Mobile</p> <p>Business Startup</p> <p>Menu</p> <p>How may we help you? Feel free to contact us. The privacy of our visitors is important to us. Schedule your service or consult with us today!</p>  <p>Customer Help-line: 4200-960-2451</p> <p>First Name <input type="text" value="Your name...v"/></p> <p>Last Name <input type="text" value="Your last name...v"/></p> <p>Your e-mail... <input type="text" value="E-mail"/></p> <p>Subject <input type="text" value="Write something...v"/></p> <p><small>Feel free to email us at realbusinessgrowth@gmail.com</small></p> 	<p>Contact Menu - Android Mobile</p> <p>Business Startup</p> <p>Menu</p> <p>How may we help you? Feel free to contact us. The privacy of our visitors is important to us. Schedule your service or consult with us today!</p>  <p>Customer Help-line: 4200-960</p> <p>First Name <input type="text" value="Your name...v"/></p> <p>Last Name <input type="text" value="Your last name...v"/></p> <p>Your e-mail... <input type="text" value="E-mail"/></p> <p>Subject <input type="text" value="Write something...v"/></p> <p><small>Feel free to email us at realbusinessgrowth@gmail.com</small></p>  <p>Home Blog Contact About Login</p>
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Slika 3.12 - high fidelity - mobile - contact page

<p>About - Android Mobile</p> <p>Business Startup</p> <p>Privacy Policy</p> <p><small>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc vel risus commodo viverra. Scelerisque felis imperdiet proin fermentum. Adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus urna. Pellentesque habitant morbi tristique senectus et netus et malesuada. Lorem donec massa sapien faucibus et. Id volutpat lacus laoreet non curabitur gravida arcu ac tortor. Viverra suspendisse potenti nullam ac tortor vitae purus faucibus ornare. Pulvinar mattis nunc sed blandit libero volutpat sed. Vestibulum lorem sed risus ultrices tristique nulla aliquet enim tortor. Lobortis elementum nibh tellus molestie nunc non. Voluptat lacus laoreet non curabitur gravida arcu. Sed vulputate odio ut enim blandit volutpat. 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Slika 3.13 - high fidelity - mobile - about page



Slika 3.14 - high fidelity - mobile - login page

The image displays two mobile register page wireframes side-by-side, labeled "Register - Android Mobile" and "Register Menu - Android Mobile".

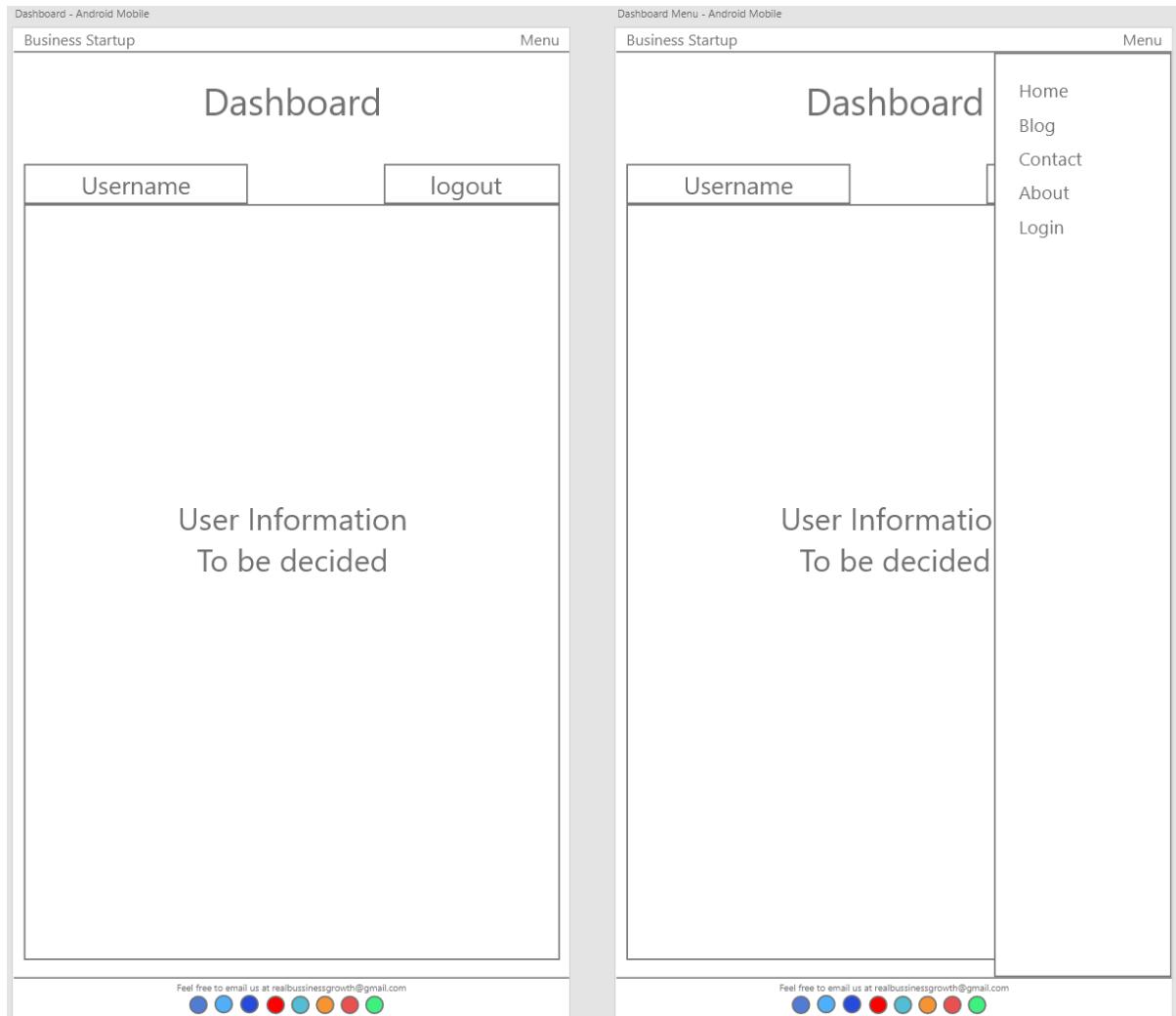
Left Wireframe (Register - Android Mobile):

- Header:** "Business Startup" and "Menu" buttons.
- Section:** "Register" title.
- Text:** "Enter your credentials".
- Inputs:** "Username", "Password", and "E-mail" fields.
- Buttons:** "Register" button.
- Footer:** "Feel free to email us at realbusinessgrowth@gmail.com" and a row of colored dots (blue, teal, dark blue, red, orange, green).

Right Wireframe (Register Menu - Android Mobile):

- Header:** "Business Startup" and "Menu" buttons.
- Section:** "Register" title.
- Text:** "Enter your credentials".
- Inputs:** "Username", "Password", and "E-mail" fields.
- Buttons:** "Register" button.
- Right Column:** A vertical menu with links: "Home", "Blog", "Contact", "About", and "Login".
- Footer:** "Feel free to email us at realbusinessgrowth@gmail.com" and a row of colored dots (blue, teal, dark blue, red, orange, green).

Slika 3.15 - high fidelity - mobile - register page



Slika 3.16 - high fidelity - mobile - dashboard page

4. Implementacija

Implementacija aplikacije obavljena je u generatoru statičkih stranica „Gatsby“, ovaj *Framework* je jako dobar i izgrađen *front-end Framework* koji u osnovi koristi React.js koji omogućava jako brzu reakciju aplikacije.

Podatke koje imamo na stranici (Informacije o stranicama te *blog posts*) su spremljene u *markdown* datoteke, a dohvaćamo te podatke pomoću Graphql tehnologije koji je također izvrstan i razgrađen način dohvaćanja potrebnih informacija.

4.1. Desktop verzija

Na sljedećim slikama nalazi se krajnja implementacija desktop verzije aplikacije.

The screenshot shows the desktop version of the 'Business Startup' website. At the top, there's a navigation bar with links for Home, Blog, Contact, About, and Login. Below the navigation, a large banner features the text 'We help your business get found online and remembered!' above a stylized illustration of a brick wall covered in various business-related icons like a computer, a smartphone, books, and a briefcase. A prominent red arrow points upwards through the center of the illustration. The main heading 'START YOUR BUSINESS' is displayed in large, bold, blue letters. To the right of the banner, there's a sidebar titled 'Popular Posts' with links to articles like 'How to Protect Your Idea', 'How to Create a Winning Startup Culture', etc. Below the banner, there's a section titled 'Services:' with a list of services offered, followed by a paragraph about helping businesses reach their goals. Further down, sections include 'Turning plans into Actions!', 'Schedule with business helper by texting us or using the contact form.', and 'Producing Results'. At the bottom, there's a footer with social media links and an email address: 'Feel free to email us at realbusinessgrowth@gmail.com'.

Slika 4.1 - implementation - desktop - home page



How to Protect Your Idea

So you have an idea for a great new business venture? Congratulations! With a lot of hard work, you're looking at a bright and profitable future. Keep in mind that you're in a delicate stage, though. Countless businesses are doomed before they even start simply because of a small mistake. In a...

2019-03-22



How to Create a Winning Startup Culture

Do you want your new business to be a place that people are proud to work? Do you want your employees to enjoy coming to work every day because they feel like valued members of the company? You should want this and more. Creating a positive startup culture is essential for the success of your...

2019-03-23



Why Most Businesses Fail In the First Year

Unfortunately, around 50% of new businesses fail. Luckily enough, we are able to learn from the mistakes of others in order to not follow in their footsteps by studying what went wrong. Learning from these mistakes can increase your chances of being a successful new business. Here are 9 reasons why...

2019-03-26



How to Grow a Service Business

There are more than 1 million small businesses across Canada. Many of them are service businesses that provide people with everything from accounting services to dry-cleaning services. If you own a small business that specializes in providing a service to people, you should make sure you're doing...

2019-04-01



Ways to Increase Productivity at Work

Productivity is vital for success in every company. But, it can be the difference between success or failure for a new startup. We all know lots of things can distract you from completing your daily goals. The trick is to be productive despite interference from internal and external disturbances...

2019-04-02



Benefits of Digital Marketing

After years of hard work and dedication, you've finally secured the funding for your great business idea. Now all that's left is to open your business and wait for the public to flock to your company. Except that's not how things work in today's market at all. If you're working with a small team, it...

2019-04-04



Ten Proven Ways To Promote Your Small Business

Marketing is a huge factor in the success of any business. The strategy you put in place and how that plan is executed can be the difference between major success and heartbreaking failure. There is no shortage of small business marketing ideas available to you. But how should a smart startup go...

2019-04-07



Benefits of Team Building That You Can't Deny

Did you know the benefits of team building fold over into your company and reap many rewards that are unseen? Team building exercises can improve the effectiveness of the company! If you organize a team-building exercise, you will give your workers a chance to come together and break their daily...

2019-04-10

Slika 4.2 - implementation - desktop - blog page

[« Back](#)

How to Protect Your Idea



So you have an idea for a great new business venture? Congratulations! With a lot of hard work, you're looking at a bright and profitable future.

Keep in mind that you're in a delicate stage, though. Countless businesses are doomed before they even start simply because of a small mistake.

In a business' early stages, one threat is that someone else will steal your idea. No matter how unique or specialized your business may be, this is a risk every entrepreneur faces before even registering a business.

Here are some tips on how to protect an idea.

How to Protect an Idea for Your Business

If you have a truly great idea, it's easy to understand why someone will want to steal it. There are steps you can take to secure your idea and your financial future.

Keep the Details to a Minimum

It's easy to get caught up in the excitement of a great new idea. When you find the key to a viable product or business, you want to shout it from the rooftops.

As challenging as it is to hold back, it could be the only factor that saves your business. You can be as vocal as you want about the basics, but don't reveal enough information that the person could use your idea for themselves.

This is an easy line to draw when you're working with a new chemical compound or mechanism that sets your idea apart. All you need to do is avoid giving away that "secret recipe." It's more challenging if that idea doesn't apply to your situation, so be cautious about what you say.

Keep in mind that you'll probably need to reveal more of these details to investors or lenders. They need to know that your business has the legs to go the distance. In these cases, a simple confidentiality notice on your business plan can give you security.

Be Careful Before Taking a Meeting

As we mentioned above, investors and lenders are in a unique position to learn more about your innovation. You might be tempted to meet with every investor or lender who will see you, but do some digging first.

As unethical as it is, it isn't unheard of for these professionals to use an entrepreneur's information for their own benefit. Fortunately, the internet makes it hard for these people to hide.

Before you take a meeting with any business partner, investor, or lender, do some research about them online. Search for any legal

Popular Posts

- [How to Protect Your Idea](#)
- [How to Create a Winning Startup Culture](#)
- [Why Most Businesses Fail in the First Year](#)
- [How to Grow a Service Business](#)
- [Ways to Increase Productivity at Work](#)
- [Benefits of Digital Marketing](#)

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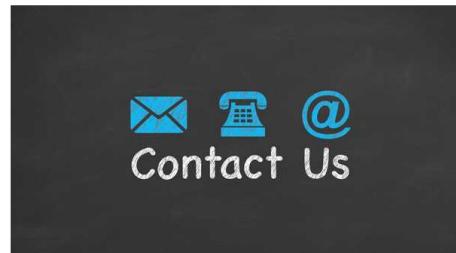
Slika 4.3 - implementation - desktop - blog post page

How may we help you?

Feel free to contact us.

The privacy of our visitors is important to us.

Schedule your service or consult with us today!



Customer Help-line: 4200-960-2451

First Name

Your name..

Last Name

Your last name..

E-mail

Your e-mail..

Subject

Write something..

Submit

Feel free to email us at realbusinessgrowth@gmail.com



Slika 4.4 - implementation - desktop - contact page

Privacy Policy

The privacy of our visitors is important to us.

We recognize that privacy of your personal information is important. Here is information on what types of personal information we receive and collect, and how we safeguard your information. We never sell your personal information to third parties.

Log Files

As with most other websites, we collect and use the data contained in log files. The information in the log files include your IP (internet protocol) address, your ISP (internet service provider, such as AOL or Shaw Cable), the browser you used to visit our site (such as Internet Explorer or Firefox), the time you visited our site and which pages you visited throughout our site.

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How to Create a Winning Startup Culture
Why Most Businesses Fail In the First Year
How to Grow a Service Business
Ways to Increase Productivity at Work
Benefits of Digital Marketing

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Slika 4.5 - implementation - desktop - about page

Enter your credentials

Username

Password

Sign in

Sign up

Feel free to email us at realbusinessgrowth@gmail.com



Slika 4.6 - implementation - desktop - login page

Enter your information

Username

Password

Email

Feel free to email us at realbusinessgrowth@gmail.com



Slika 4.7 - implementation - desktop - register page

4.2. Mobilna verzija

Na sljedećim slikama nalazi se krajnja implementacija mobilne verzije aplikacije.

Bussiness Startup MENU

We help your business get found
online and remembered!



Business Startup!

Services:

Do you need help with:

- Website Design
- Website Site Updates & Maintenance
- Social Media Set Up/Training/Management
- Creating SEO Content
- Website & Blog Content
- Computer Tutor (Microsoft Office, Email, Back Ups etc)
- Event Management
- Project Management
- Self Publishing Books
- Travel Planning

Whether you are a new business, a small Sole Proprietor or the Manager of a company, 2019 is the year to make a definitive Plan Of Action that will propel you to reach your goals this year and beyond.

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How to Protect Your Idea

So you have an idea for a great new business venture? Congratulations! With a lot of hard work, you're looking at a bright and profitable future. Keep in mind that you're in a delicate stage, though. Countless businesses are doomed before they even start simply because of a small mistake. In a...

2019-03-22

How to Create a Winning Startup Culture

Do you want your new business to be a place that people are proud to work? Do you want your employees to enjoy coming to work every day because they feel like valued members of the company? You should want this and more. Creating a positive startup culture is essential for the success of your...

2019-03-23

Why Most Businesses Fail In the First Year

Unfortunately, around 50% of new businesses fail. Luckily enough, we are able to learn from the mistakes of others in order to not follow in their footsteps by studying what went wrong. Learning from these mistakes can increase your chances of being a successful new business. Here are 9 reasons

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How to Protect Y

So you have an idea for a great venture? Congratulations! Whether you're looking at a bright and shiny future or a dark one in mind that you're in a delicate position. Countless businesses are doomed to fail before they even start simply because of a small mistake.

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How to Create a V Startup Culture

Do you want your new business to succeed? Do you want your people are proud to work? Do you want your employees to enjoy coming to work every day? Do you want because they feel like valued members of the company? You should want them to be happy. After all, a positive startup culture is essential for the success of your...

2019-03-23

Why Most Businesses Fail the First Year

Unfortunately, around 50% of new businesses fail within the first year. Luckily enough, we are able to learn from the mistakes of others in order to avoid making the same ones. By taking the right footsteps by studying what went wrong, you can increase your chances of success. Learning from these mistakes can increase your chances of success, especially if you're starting a successful new business.

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How to Protect Your Idea



So you have an idea for a great new business venture?

Congratulations! With a lot of hard work, you're looking at a bright and profitable future.

Keep in mind that you're in a delicate stage, though. Countless businesses are doomed before they even start simply because of a small mistake.

In a business' early stages, one threat is that someone else will steal your idea. No matter how unique or specialized your business may be, this is a risk every entrepreneur faces before even registering a business.

Here are some tips on how to protect an idea.

How to Protect an Idea for Your Business

If you have a truly great idea, it's easy to understand why someone will want to steal it. There are steps you can take to secure your idea and your financial future.

Keep the Details to a Minimum

It's easy to get caught up in the excitement of a great new idea. When you find the key to a viable product or business, you want to shout it from the rooftops.

As challenging as it is to hold back, it could be the only factor that saves your business. You can be as vocal as you want about the basics, but don't reveal enough information that the person could use your idea for themselves.

This is an easy line to draw when you're working with a new chemical compound or mechanism that sets your idea apart. All you need to do is avoid giving away that "secret recipe." It's more challenging if that idea doesn't apply to your situation, so be cautious about what you say.

Keep in mind that you'll probably need to reveal more of these details to investors or lenders. They need to know that your business has the legs to go the distance. In these cases, a simple

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How to Protect Yo



So you have an idea for a great new business. Congratulations! With a lot of hard work, you can have a bright and profitable future.

Keep in mind that you're in a delicate position. Many businesses are doomed before they even start because of a small mistake.

In a business' early stages, one threat is that someone will steal your idea. No matter how unique and innovative your business may be, this is a risk every entrepreneur faces, even registering a business.

Here are some tips on how to protect your idea.

How to Protect an Idea

If you have a truly great idea, it's easy to assume that no one else will want to steal it. There are steps you can take to secure your idea and your financial investment.

Keep the Details to a Minimum

It's easy to get caught up in the excitement of a new idea. When you find the key to a viable product, it's tempting to shout it from the rooftops.

As challenging as it is to hold back, it's important to do so. That saves your business. You can be vague about the details, but don't reveal enough information that others could use your idea for themselves.

This is an easy line to draw when you're writing a patent or describing a chemical compound or mechanism. The most important thing you need to do is avoid giving away too much detail. It's more challenging if that idea doesn't have a lot of potential, but it's still important to be cautious about what you say.

Keep in mind that you'll probably need to share some details to investors or lenders. They want to know if your business has the legs to go the distance.

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4.3 Heuristike

Pri iterativnom dizajnu ove aplikacije korišteno je 10 heuristika navedenih u knjizi „Heuristic evaluation of user interfaces“ autora Jakob-a Nielsen-a i Rolf-a Molich-a.

Ove heuristike služe kao smjernice za izradu kvalitetnog korisničkog sučelja.

4.3.1. Podudaranje stvarnog svijeta sa sustavom

Kako bi što više korisnika intuitivno koristili aplikaciju, moramo je onda napraviti što razumije ... odnosno, aplikacija mora pričati „jezikom korisnika“ ili kako bi bolje objasnili moramo koristiti koncepte, fraze, riječi s kojim su korisnici dosta upoznati.

Ne preporuča se koristiti pojmove koji su striktno vezani za funkcionalnost aplikacije.

U ovoj aplikaciji ovo je pokriveno na način da se koriste fraze i riječi koji se koriste skoro na svim ostalim stranicama na web-u kao npr: login, contact, register, about ... etc.

4.3.2. Konzistencija i standardi

S ovom heuristikom pokušavamo olakšati razumijevanje funkcionalnosti sa strane korisnika na način da se korisnik ne bi trebao pitati značenje nekih akcija ili riječi pri upotrebi aplikacije, odnosno da se u svakom trenu zna očekivanje koje bi neka akcija trebala izvršiti.

Primjer ovoga u aplikaciji bi bila korištenje istih boja, te istog fonta i veličina samog teksta.

4.3.3. Vidljivost statusa sustava

Ova heuristika napominje kako bi korisnik u svakom trenutku trebao dobiti *feedback* od aplikacije da zna u kojem je trenutnom stanju i gdje se nalazi i koje mogućnosti može koristi.

Primjer ovoga u aplikaciji bi bio navigacijski bar koji govori na kojoj je stranici trenutno.



Slika 4.22 - Vidljivost statusa aplikacije

4.3.4. Sloboda korisnika i korisnička kontrola

Ova heuristika nam govori da korisnici često znaju slučajno odabrati funkcionalnost koju nisu namjeravali te im je potrebno omogućiti „izlaz u nuždi“ kako bi s lakoćom mogli napustiti neželjenu funkcionalnost.

Primjer ovoga bi bila da je navigacijska traka uvijek prisutna pri korištenju raznih funkcionalnosti kao pretraživanja i slično te na primjer botuna za unatrag koji je lociran na samoj stranici u slučaju odabira krivog bloga.

4.3.5. Sprječavanje grešaka

Ova heuristika upozorava da bi korisnik trebao znati ograničenja aplikacije te bilo kakve greške pri unosu neispravnih vrijednosti, odnosno da ima što više korisnih povratnih informacija (*feedback*).

4.3.6. Detekcija i oporavak od greške

Heuristika koja kaže da se poruke greške trebaju izraziti jasnim jezikom tako da precizno opisuju problem te konstruktivno predlažu rješenje.

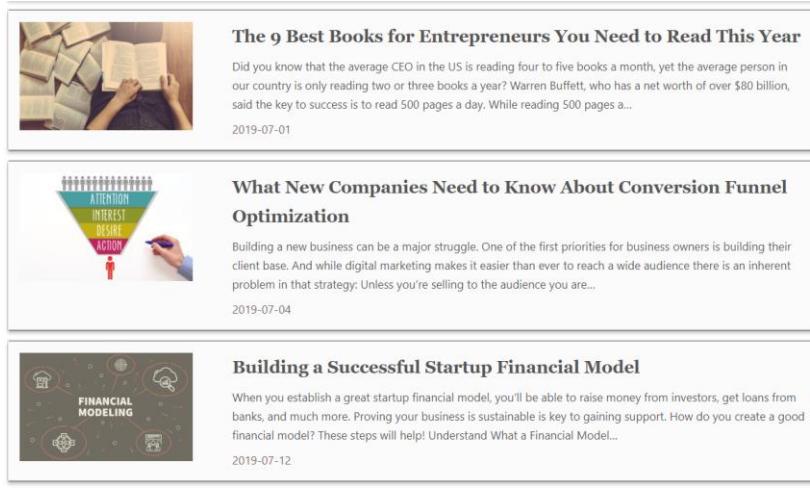
4.3.7. Prepoznavanje umjesto prisjećanja

Cilj prepoznavanja umjesto prisjećanja je taj da se minimizira teret na korisnikovo pamćenje tako što se objekti, akcije i opcije učine vidljivima. Korisnik ne bi morao biti prisiljen da pamti informacije od jednog ekrana do drugog. Upute za korištenje sustava bi trebale biti vidljivi ili jednostavno dohvataljive prema potrebi.

4.3.8. Fleksibilnost i efikasnost korištenja

Ova heuristika predlaže akceleratore – korisnik koji je početnik ih ne vidi ili nije potrebo da ih koristi ali napredni korisnici često mogu ubrzati interakciju tako sa sustavom tako da aplikacija omogućava korisniku da uradi česte radnje puno brže.

Primjer ovoga u aplikaciji bi bio akcelerator pri pregledavanju blog post-ova te u slučaju da korisnik scroll-a predaleko prema dolje ima botun sa strane da se odmah vrati na vrh.



Slika 4.23 - Primjer akcelatora - Strelica prema gore

4.3.9. Estetika i minimalistički dizajn

Dijaloški okviri ne bi smjeli sadržavati nerelevantne ili rijetko potrebne informacije. Svaka dodatna jedinica informacije u dijaloškom okviru se nadmeće sa relevantnim jedinicama informacije ili umanjuje njihovu vidljivost.

Ova aplikacija je dizajnirana sa ovim načinom razmišljanja od početka tako da ima jako malo podataka koji nisu bitni i teško će se korisnik slučajno izgubiti pri upotrebi aplikacije.

4.3.10. Pomoć i dokumentacija

Kompleksnost ove web aplikacije je poprilično niska pa izrada dokumentacije je poprimila nizak prioritet, ovo bi se moglo nadoknadit u slučaju da se vidi da je potrebno u budućnosti.

4.4. C.R.A.P. principi

Osim navedenih heuristika u web aplikaciji su korištena još 4 dizajnerska principa koji ispadne kao smiješan akronim CRAP, a to su: kontrast (contrast), ponavljanje (repetition), poravnavanje (alignment) i neposrednost (proximity).

4.4.1. Contrast

Princip kontrasta ukazuje na to da dijelovi aplikacije koji se svrhom razlikuju od ostalih također trebaju biti naglašeni drukčije. Isto tako, potrebno je dominantne elemente istaknuti više, dok se ostale elemente treba ublažiti te napraviti manje uočljivima od dominantnih.

Primjer implantacije u ovoj aplikaciji je poprilično jasan jer važni elementi su plavo/tamne boje dok pozadina je bijela, ili primjer kada gledamo blog post-ove vidimo točno što možemo kliknuti da otvorimo taj post.

4.4.2. Repetition

Ponavljanje nalaže da se slični elementi prikazuju na isti način. Ovaj princip je u suprotnosti sa kontrastom, međutim to ne isključuje suradnju.

Primjer ovoga bi bili ispis svih postova na blogu

4.4.3. Alignment

Princip poravnjanja nalaže da ništa na stranici ne smije biti pozicionirano proizvoljno. To uključuje i situacije u kojima ne postoje vidljive linije već bi elementi morali vizualno biti povezani na način da ljudsko oko i mozak mogu percipirati zamišljenu liniju odnosno elemente kao poravnate.

Ovaj princip je jako bitan stoga aplikacija je napravljena s ovim na umu tako da korisnik može koristiti aplikaciju bez da ima neugodne smetnje.

4.4.4. Proximity

Proximity odnosno neposrednost kaže da:

- elementi koji su povezani trebaju biti grupirani u blizini jedni drugih
- elementi koji nemaju poveznicu bi trebali biti razdvojeni

Kada je nekolicina elemenata u neposrednoj blizini, postaju jedna vizualna jedinica umjesto nekolicina zasebnih. Ovo pomaže pri organizaciji informacija, smanjuje nepreglednost te daje krajnjem korisniku jasnu i čistu strukturu.



Slika 4.24 - Neposrednost informacija o blog post-u

5. Zaključak

Izradom ovog projekta te njegovom demonstracijom lako se može vidjeti važnost planiranja i korištenje iterativnog dizajn principa koji je podupiran testiranjem uz pomoć raznih korisnika. Iteracijom kroz low te high fidelity prototipa znatno se smanjuje cijena i vrijeme potrebno za dizajn aplikacije te ovakvi prototipovi nam omogućavaju da dobijemo potreban *feedback* od korisnika kako rano pa time smanjujemo broj problema na koje možemo naći kada development proces započne. Također kada još uzmemo u obzir korištene 10 heuristika i CRAP principa osiguravamo kako ugodno i efikasno sučelje za korištenje.