**Excercise 3b**

**NAME: SATHISH KUMAR O**

**ROLL NO: 230701297**

**Create a prototype with familiar and unfamiliar navigation elements. Evaluate ease of use with different user groups using wireflow**

**AIM:**

The aim is to design a prototype with both well-known and new navigation elements and measure user-friendliness across different user groups using Wireflow.

**PROCEDURE:**

**Tool link:** [**https://wireflow.co/**](https://wireflow.co/)

# Step 1: Plan Your Prototype

* Define Navigation Elements:
* *Familiar*: Standard menus, top bars, footers, and sidebar navigation.
* *Unfamiliar*: Novel features such as hidden menus, gesture-based navigation, or custom swipes.
* Sketch Your Layout:
* Start with paper sketches or use tools like Figma or Sketch to visualize your design concepts.

# Step 2: Set Up Your Wireflow Project

* Sign Up/Log In:
* Head to Wireflow and create an account or log in if you already have one.
* Start a New Project:
* Click on "New Project" and name it. Choose a template or start from scratch.

# Step 3: Design the Prototype

* Add Familiar Navigation Elements:
* Drag and drop components like menus, header bars, buttons, etc., into your screens.
* Incorporate Unfamiliar Elements:
* Introduce hidden menus, unique gestures, or unexpected interactions.
* Link Screens:
* Use Wireflow's linking tools to create connections and transitions between screens.

# Step 4: Prepare for Usability Testing

* Identify User Groups:
* Segment users based on age, tech-savviness, or previous experience with similar products.
* Recruit Participants:
* Use online tools like UserTesting, forums, or social media to find participants.

# Step 5: Conduct Testing

* Share the Prototype:
* Invite users to interact with your prototype via a shareable link from Wireflow.
* Test Sessions:
* Ask users to complete tasks using both types of navigation. Observe their interactions and collect feedback.
* Collect Feedback:
* Utilize Wireflow's feedback features or conduct follow-up interviews to gather detailed responses.

# Step 6: Analyze and Report

* Analyze Data:
* Review the feedback and data collected. Look for patterns in ease of use and user preferences.
* Compare Results:
* Compare how different user groups interacted with familiar vs. unfamiliar navigation.
* Create a Report:
* Summarize your findings, highlighting insights, challenges, and recommendations

**OUTPUT:**

