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Assignment 1

Introduction

Aims

The aim is to create a prototype of a website using the practices as described in Designing User Experience. This means developing a prototype that is human centred being available to all, regardless of one's differences in motoric, ocular, audible abilities and so on. The user should be able to use the site in order to achieve their goal and it should not require high technical expertise to do so. It should also be easy to achieve this goal and not get bombarded with advertisements or popups blocking portions of the screen and making the page load time longer. One must also think of the interactive environment one would use the application in, and that the ones who see it as feasible to buy external services instead of doing oneself might have limitations that neuro- and physiotypical individuals do not possess so the guidance system should be helpful but not demand much attention from the user, such as tips when hovering the cursor. This is a deprecate way and one need to instil oneself on the fact that the typical end user nowadays is more likely to use the phone as the client rather than a PC. In short, our aims are for the project is for it to be safe to use, few clicks to achieve the goal, be a utility to the user, and for it to be available on as many devices as possibly with a focus on mid- and low-end devices.

Motivations

Creating a website for cleaning service is motivated by the need for a reliable website in the business. The goal is to simplify the search for reliable cleaning professionals, saving time and effort for clients. We will showcase the trust in the business and the website aims to connect the service with clients efficiently. If this problem is not solved, clients may face frustration, and cleaning professionals might miss opportunities for business growth. A good website addresses these challenges, benefiting both parties and helps a cleaning industry.

Problem statement

Client's introduction

- Ala and her cleaning company AllaMiro Renhold offer cleaning services within the Aurskog-Høland municipality as well as Lillestrøm, Strømmen, Skedsmokorset.
- She wishes for customers to contact her through email preferably.

Contact information:

- Phone: 979 40 963 (not for customers)
- Email: allamirorenhold@gmail.com

Problem description

Doing old-school networking is cumbersome and it is hard to keep track of oral agreements. A website urging customers to send a written oral agreement would be more feasible for both parts and easier to keep track of for Ala. The initial problem that we will and are solving for our client and the project is that the client doesn't have any website for her customers. That means the clients don't have any way to check out her work or the services she provides. Or to reach out to her in an easy way. We are trying to fulfill the potential of the company by providing her a user-friendly website that will provide easy access for her new or already existing clients. A website that will allow people to find info about her services. Find information about the company and make sure that they can trust her. And most importantly to make sure that the client has good experience, and the website works for all type of people.

Requirements and Management

PACT scoping

Understanding the interactive system's goal and overall idea:

- The goal of our system is to let people know about the cleaning company AllaMiro Renhold and its related services through the website.
- From the website we urge the users to take initiative to schedule Ala's services.
- The people using this should benefit of this site and get good experience with the website.
- Our main focus are the people using the website. That means that Allamiro Renhold's website's users should get a experience that provides good impression of the firm.

We realize the diversity of our customer's customer base and are therefore providing the website in a manner optimized for accessibility to all. The diversity of the customers is represented through qualities such as physical differences. The users vary in sight, hearing, touch, smell and taste. We need to take into consideration that a lot of the users will be affected of color blindness, dexterity complications or their sight. Therefore, we should take Fitt's law (Benyon, 2019) into consideration. We also intend to use both icons and text as help text, taking into consideration the psychological differences between the pool of users expected to utilize the site, as well as the mental models from earlier more known functions would lay the foundation to understand how to use the site. That means we will use what used to be everyday icons as analogues to what the site equivalent does, in the way that a modern smartphone does this by iconizing the call and message functions with icons of an old-school phone icon and letter icon.

Activities:

Customers will engage in various activities on the website. Contacting Ala will be made easy with a link attached to a big image with understandable “contact” icons. Additionally accessing information about prices and cleaning areas the company operates in will be simplified and adjusted to fit groups of all ages. Customers interested in the cleaning services will want to contact Ala to inquire about availability, pricing and to schedule work. Some activities may be frequent such as customers visiting the site to inquire about services and these tasks should be designed in a way that prioritized ease of use, efficiency and quick access. For example, the customer shouldn't have to learn complex procedures, rather the design should be user friendly and intuitive.

Context:

The website is expected to be designed with focus on diverse types of users. This means that not only various types of clients can be the only users but also potential employees, partners or just existing clients that will get an easy and optimized experience across all their devices. The general purpose that will fits the context of the site is when: people search for someone that does cleaning in their area or just in general need to clean because they cannot do it themselves. So, the service provided by Allamiro is easily accessible online. The service that this firm is providing is essential for many people and there is always a client/user that could be interested in this. So, it's important that they get a well-organized website for their means. And an easy way to contact the service provider in our case Ala.

Tech:

It is important for the expected user group that the website functions “as-is” on devices one would expect the userbase to own. This includes but is not limited to lower-end smartphones and if one does not possess a smartphone, a PC, most likely a laptop of age. Therefore, the website is small to be easy to load, and not take up much data from a potential data plan should the user not be attentive to whether they are using mobile data or wi-fi. Mobile data is expensive in Norway. The expected input will therefore mainly be touch-focused from mobile phones and thereafter cursor from a laptop. That is why the sidebar buttons are big and finger sized. We expect those who use a computer to either use a low-DPI trackpad or a medium-DPI mouse as the navigation input device. We do not expect the users to have dedicated graphic cards therefore the site will not be very demanding graphic wise, like YouTube can be for mid-range devices at video playback in 1080p@60fps for example. The “database” (e-mails, communication) is also handled off-site by the customer’s (Allamiro’s customers) and our client’s (Allamiro) own preferred e-mail provider. This also offloads the security concerns. More specifically, this includes large fonts without serifs (low-resolution taken into consideration), a user interface who naturally shows a high contrast theme and a site of light weight. Weighted mostly for elders, but not focused on geriatrics and not exclusive to any ages. The goal is to make the website easy to navigate through a clear and readable text font, as well as only using icons where feasible. Large buttons with clear icons and fonts without serifs also makes the website apt to resize for screen size whether the client is using its mobile phone, tablet or laptop.

Method for understanding: Questionnaire We will choose the method of an interview for understanding the PACT scope.

Understanding: different personas and scenarios for using the website

Making our web application an easy system to interact with and use it as a client to swiftly get the wanted outcome, a nice and clean-living environment. And fit our system to different scenarios and personas so it can work the user experience to its fullest potential.

Understanding: different personas

1. Elders with limited mobility and/or dexterity
2. Handicapped and people with colour blindness
3. Companies
4. Busy people
5. Elders with higher expectations than provided by the municipal nurses

Understanding: different scenarios

A system that can be used easily in a rush on your mobile phone or when an urgent situation appears. Example: when there's have been an accident at home leaving a mess and will have guests after work. Which leaves no time to clean. So, one is to open the AllaMiro Renhold website and order cleaning as swiftly as using a Swiffer.

1. An elderly couple had a plumbing issue, and it caused a water leak in the kitchen. Due to their limited mobility, they couldn't fix the mess themselves, especially in those hard-to-reach places for those of limited mobility, such as under countertops and on top of cupboards. They need AllaMiro to aid with cleaning up the water.
2. A restaurant gets an unexpected visit from the Norwegian Food Safety Authority and gets told to clean up their act or to withhold their services until betterment. They require deep cleaning services of the kitchen floor and equipment on all surfaces to comply with the health and safety regulations.
3. A busy CEO is traveling a lot and does not have the opportunity to clean his own home. He needs a cleaning business to do the work for him while he is away and working.
4. People entitled to home nurses from the municipality not being satisfied with the results of the visit due to lack of resources, typical of medium to high density townships.

Requirement analysis, functional

We need a <mailto:allamirorenhold@gmail.com> tag on the page that says “Kontakt” in order to let the users contact Ala for her cleaning services. This function is specified both in a traditional hyperlink as well as the picture that indicates the function of taking contact.

The site needs to be able to be used with the inputs of both the touch-method and the traditional method of input by mouse/trackpad.

Requirement analysis, non-functional

User friendly design made to display the company as a trustworthy and professional one, using a consistent layout as well as a consistent graphical profile. This is exemplified by showing the company’s organisation number to indicate that it is a real business, and the ratings page would indicate the quality of the former work of our client. The blue colour on the sidebar is also not chosen by random, but because of implying brand competence (Labrecque & Milne, 2011, s. 4). Other qualities the service presents are lightning-fast load times due to small overall size (compressed images even though .png’s), accessible for all devices with an internet connection, and with screen dimensions larger than 400*400px.

Management: project plan

	17. August Start the work, get a good overlook, make project plan	24. August Discuss tasks, find client	31. August Find out the client goals and preferences Design talk, make each design	7. September Designs should be finished Start wireframing, navigation map and report Prototype developing	14. September Prototype developing Report writing Planning test of prototype	
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Prototype design, testing, evaluation

Initial designs

Daniel:



<https://preview.uxpin.com/7a1b075332b5c42aa972af5b8632c8e8feb0b2ec>

- Can click on “Premium renhold”, “Flyttevask”, “Øvrig renhold”, “Mail” and “Telefon”. It will take you to a new page.
- Prioritized user friendliness
- Simple design so its easy to understand and navigate.

Kristian:

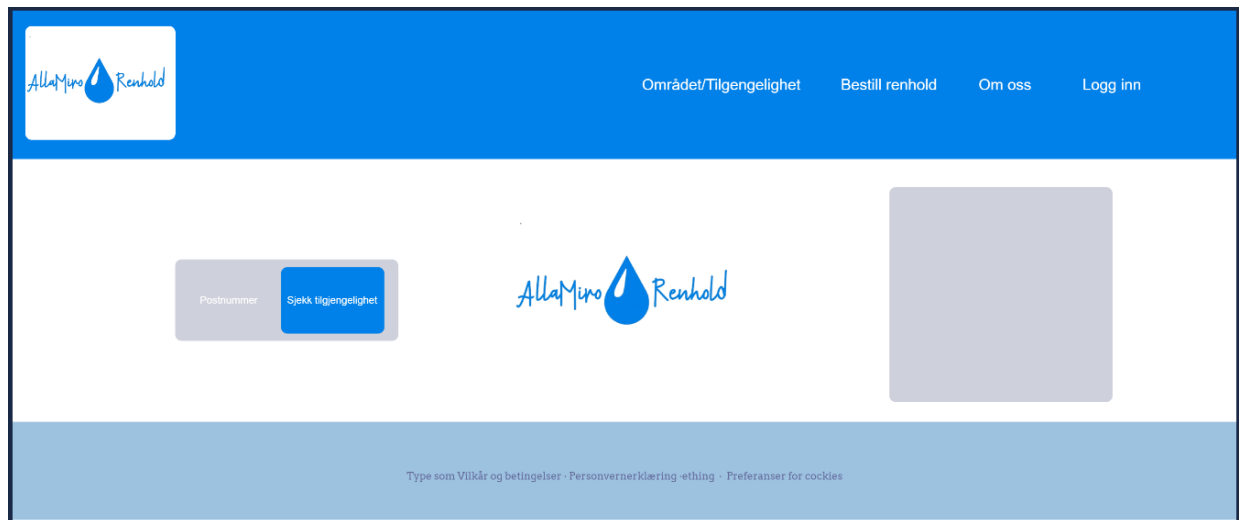


<https://preview.uxpin.com/f0d54382ba27041f7710865f6b14acdf0b9bb419>

- Big text
- GUI known from phones
- No “modern digital” buttons (for elders, every icon represent an analog device)
- Colours associated with cleaning articles used, also symbolizes cleanliness

(This is the chosen one for wireframing).

Ole:

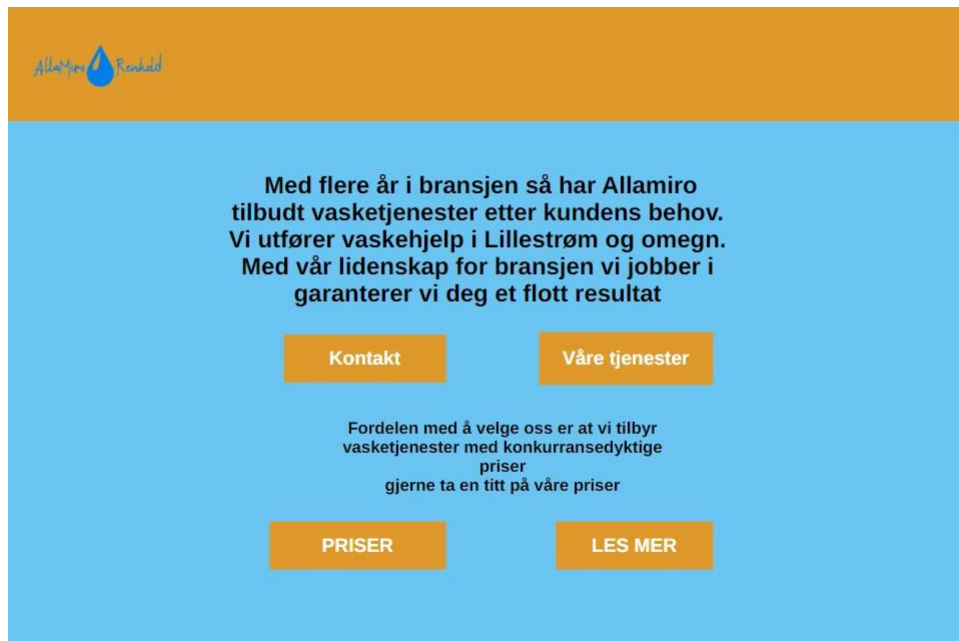


<https://preview.uxpin.com/5978711937a17587a78b112cbf665bc74a6899b0#/pages/16104799>

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- Easy to navigate around (om oss, logg inn....), is on all pages.
- “sjekk tilgjengelighet” button is an easy way to find out if the cleaning service close to you by typing in your post code
- Colours match with the theme of the website and logo

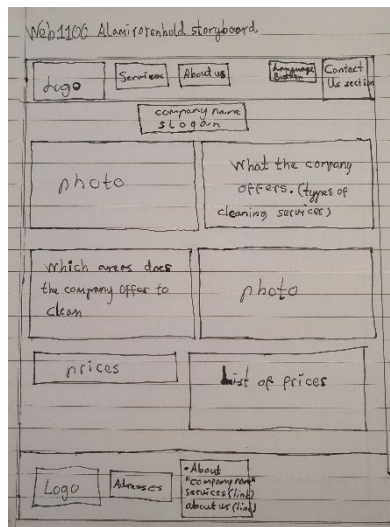
Zaurbek:



<https://preview.uxpin.com/4f90c6295a63c20e1c48171005abf4325fa9a9ec>

- An easy page to navigate around with buttons that provide the necessary information like contacts, our services and prices. Also a button that takes you to a page with info “about us”. The other pages will have a nav bar that will take you back to the main page.
- The meaning of the page is to make it as simple but informative as possible. So it doesn't take much time to figure things out,
- The colors are chosen to make the “call to action” easier and for people to get their eyes on the color of the orange buttons that make them act or choose a service.

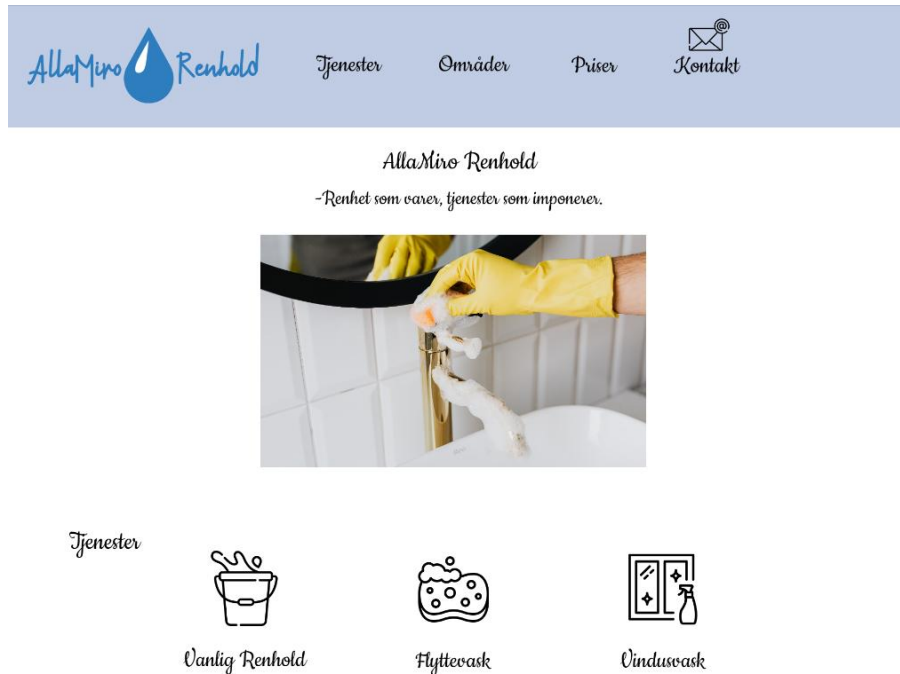
Maksim: (Storyboard)



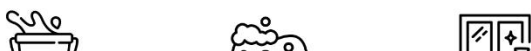
In this storyboard the website has all the necessities the client is asking for and additional features that will increase the user friendliness of the website. The logo needs to not be too big or small and the most necessary features should be at the top of the website like services/prices and a way for the clients to contact Allamiro renhold.

Maksim: (Prototype)

<https://preview.uxpin.com/0d8a980a4fb8f4a6d825ec2fb801eeea03734c4c>



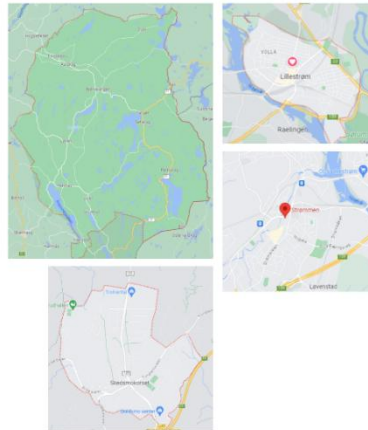
- Homepage, colors are easy on eyes making the background text readable and easy to understand.
- Clickable text: services, areas, prices and contact buttons at the top. Each of them scrolling down when clicked to the designated area.



- When contact is pressed a popup comes out with contact details. You can close it with the "X" icon.

Områder Vi Rydder i

- Aurskog-Holand
- Lillestrøm
- Strømmen
- Skedsmokorset



- Section showing areas that the company can work in.

Prisliste for Renholdstjenester (ekskl. moms)

1 time: 499 kr
2 timer: 450 kr per time
3 timer: 400 kr per time
Max enn 3 timer: 380 kr per time



Til Toppen



- Final page giving clients information on prices and discounts.
- “To the top” button, when clicked scrolls to the top of the prototype

Conclusion: Some changes were made to make the design better, so I didn’t follow the storyboard 100% exactly as written.

Wireframes

Landing page:

Allamirorenhold		
Menu	Picture	Introduction
Email		
Review		
Prices		

Page after clicking on the hamburger menu icon

<==	Allamirorenhold header
<div>string: menu</div> <div><input type="checkbox"/> link call</div> <div><input type="checkbox"/> link email</div> <div><input type="checkbox"/> link reviews</div> <div><input type="checkbox"/> link prices</div>	

Page after clicking on the call button (not to be implemented after wish from customer)

<==	string ring allamirorenhold
<div>string: only for people who cannot text</div> <div><input type="checkbox"/> link call</div>	

Page after clicking on the message button

<==	string "send mail to Allamirorenhold"
<div>Order cleaning at allamirorenhold@gmail.com</div> <div><div>Text input</div><div>Send icon</div></div> <div>Typically answers from 7-9pm</div>	

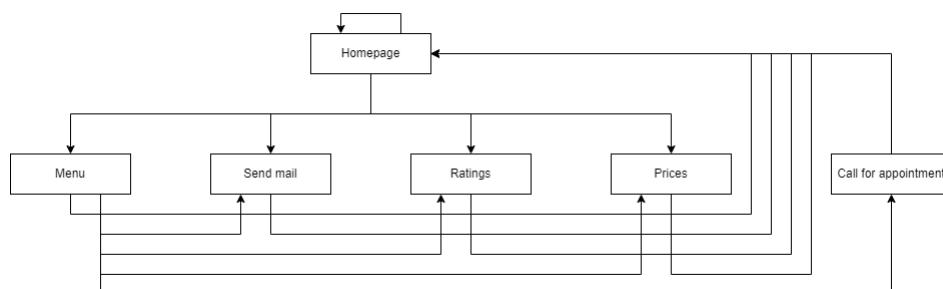
Page after clicking on the review icon:

<==	string "Review"
<div>Text</div> <div>Name</div>	
<div>Text</div> <div>Name</div>	
<div>Text</div> <div>Name</div>	

Page after clicking on the dollar icon:

<==	string "Cleaning prices"
<div><div>Privat: 1 hrs 2 hrs 3 hrs >3hrs [...]</div><div>Company: take contact</div><div><input type="checkbox"/> Download v-card</div><div>link contact info</div></div>	

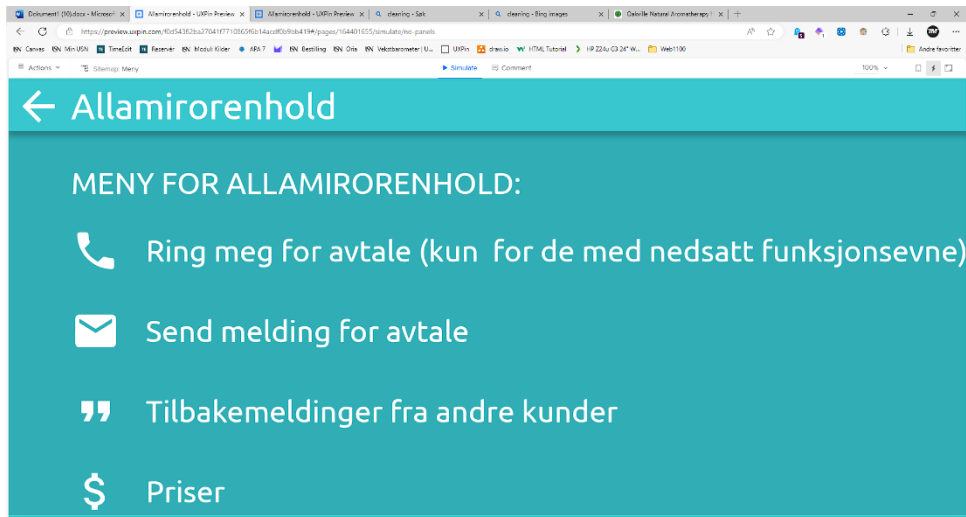
Navigation map



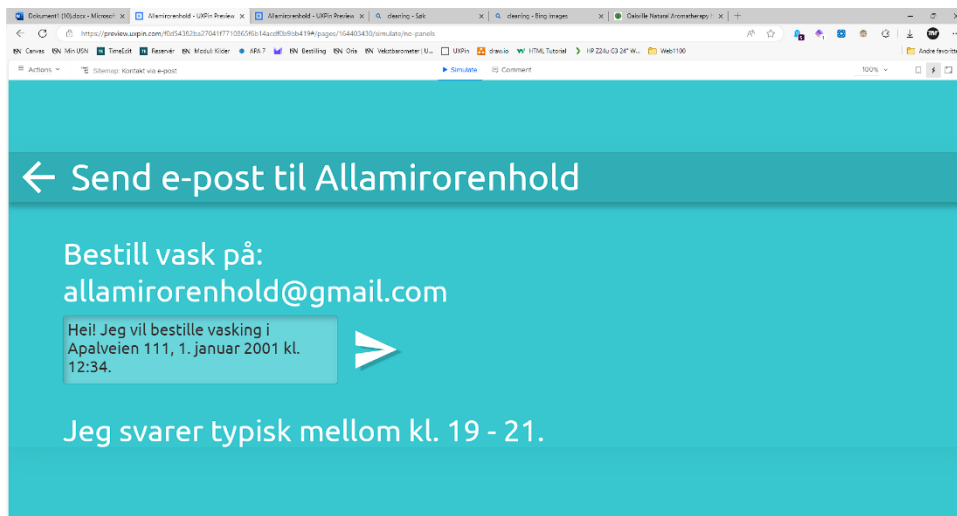
Prototype (related screenshots and explanation)



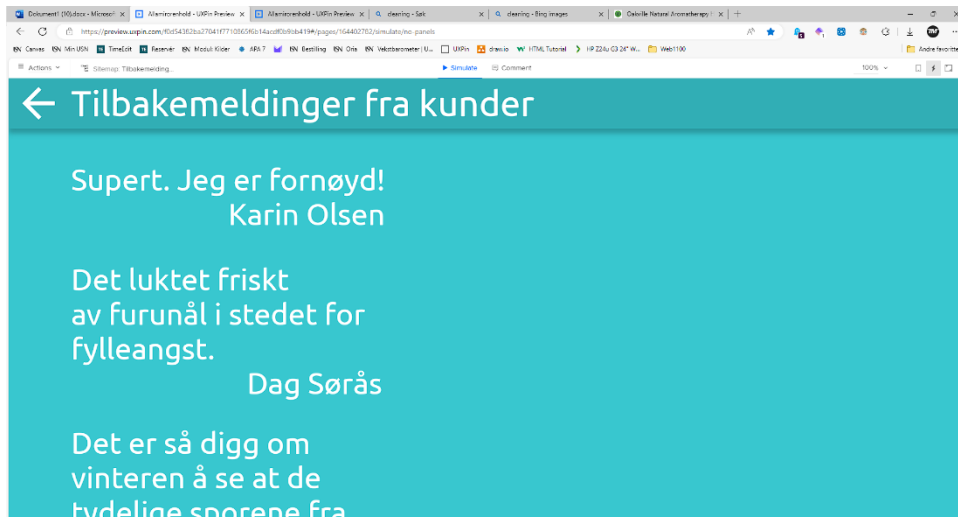
This is the **homepage**. In this page the user gets an introduction of the company. This will determine the users' first impression of the company. They will also have the opportunity to click on one of the icons on the left bar. The first icon will take them to the menu.



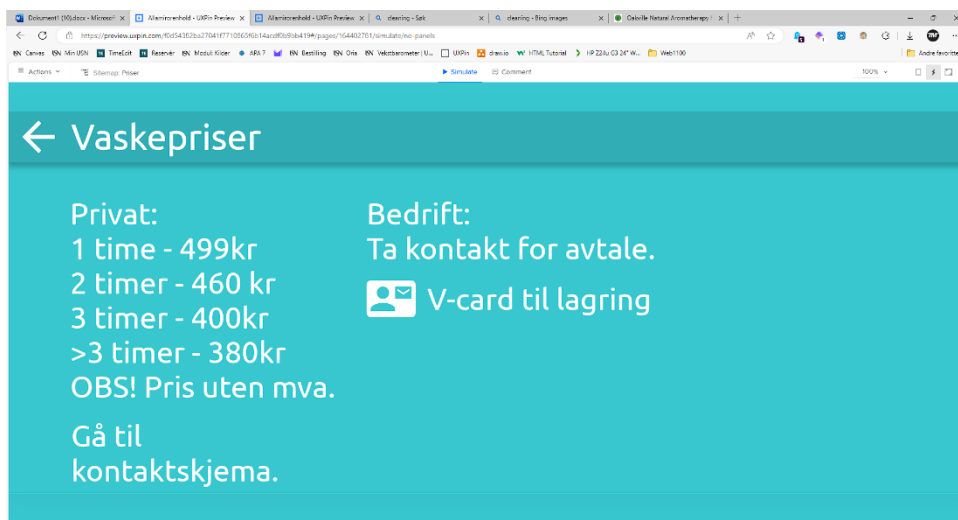
This is the menu site. The menu consists of 5 buttons each button has its purpose (opens a page) and are functional. The first one is at the left on the top. The arrow brings you back to the main page. The rest bring you to a page. The button With a phone as element brings you to the contact info. The mail button is a “call to action” to contact to get a service by the company. And the next one is just previous client reviews. And the prices button brings you to an page with a price list. The menu page has very light blue picture with white text.



This is the email page. This is where the visitor initiates the cleaning appointment. The arrow up top to the left is used to navigate back to the main page. It also states that you are on the page for sending mail to allamiorenhold@gmail.com. This is also the latest page the user is expected to see before quitting the site, as marked in the navigation map with the downward facing arrow, thus is the user warned that the client typically replies between the hours of 19:00 – 21:00.



This is the ratings page. It has a simple layout, blue with darker blue for the heading. This page shows the different ratings of people who has used the service. The rating is just a simple comment about how the service performed.



This is the prices page. The user can view the washing prices (without VAT) per hour in kroner. The more hours the higher the discount. The arrow beside “Vaskepriser” brings you to the main page. Pressing “Gå til kontaktskjema” brings you to the email page to contact the company.

Testing: plan, execution, and result

Testing Plan:

The primary objective of this user testing is to evaluate the usability and user experience of our website prototype. Specifically, we aim to:

- Identify any usability issues or obstacles that may hinder users' interactions with the website.
- Assess the effectiveness of navigation and layout in helping users achieve common tasks.
- Gather feedback on overall user satisfaction and impressions.

Participant Selection: We will select three participants from our class, ensuring diversity in terms of familiarity with similar websites, personalities. Participants will be informed that their feedback is invaluable in improving the prototype.

Execution:

1. We Began by welcoming the participants and explaining the purpose of the user testing and that we are interested in their honest feedback to enhance the prototype.
2. Participants were given a series of task scenarios to complete while interacting with the website prototype. Tasks was presented one at a time.
3. We asked participants to say their thought processes as they navigate the prototype while sharing their impressions, concerns, and any difficulties encounters.
4. After each task we had short interviews to collect feedback. We asked about their experiences, challenges faced, and suggestions for improvement.

Results

The testing did well. We got positive feedback on the simplicity of the prototype and that the colour choice was perfect to the theme of the website. The layout and size solution in the other hand was not as great in their opinion. The text size could be smaller, and some thought the saturation was a bit too much.

Evaluation

Plan

We will need to make site adapt to a range of screen sizes, at least to laptops (horizontal aspect ratio) and to phones (vertical aspect ratio). Tablets can have either or from one of these, depending on the tablet's resolution. We should also cross-reference a representable number of displays with different resolutions and colour profiles as different devices will have different properties and the colours simply will not look the same for all. The difference can however be limited by choosing specific colours, known as web safe colours.

Execution

The UXPin is only for prototypes, and they cut out support for adaptive screen sizes for newer accounts some years ago. This problem with an adaptable site seems to be feasible to address using cascading style sheets. This also addresses the font size problem. These changes will be executed when starting to create the actual site. The “hidden page” of the mobile phone contact will also be removed, the customer only wants contact through the e-mail form.

Results

It is expected that addressing the problems using specifications in the css would solve the problems as addressed by the participants of the user testing, and to solve the goals mentioned in the introduction. It is also proved as an effective means to get customers' attention after putting the bookmark onto the home screen instead of relying on the approval of getting into Google Play/App Store and giving them a hefty chunk of the income based on American tax jurisdiction which cannot exactly impeccably be integrated into Norwegian jurisdiction because of the divergence of overall models.

Evaluation of prototype by client:

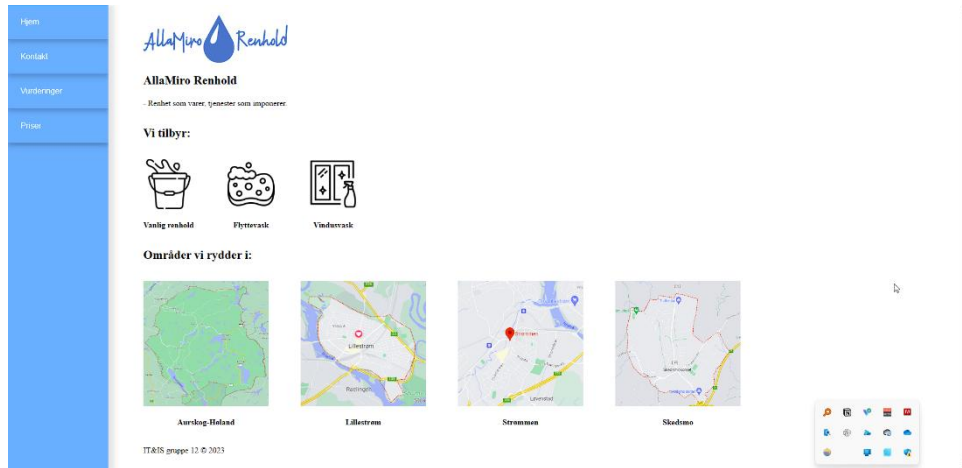
The client says she does not like the green colour, it reminds her of a sea sickness and dental appointments. The saturation is also too powerful. Maybe blue would be better, she added. She also thought the price list was a bit messy and wanted a cleaner and tidier look. The client did not like the personal touch on the text on the landing page. She wants the landing page to be more professional and would rather provide a face to the company in person.

Test it by the users:

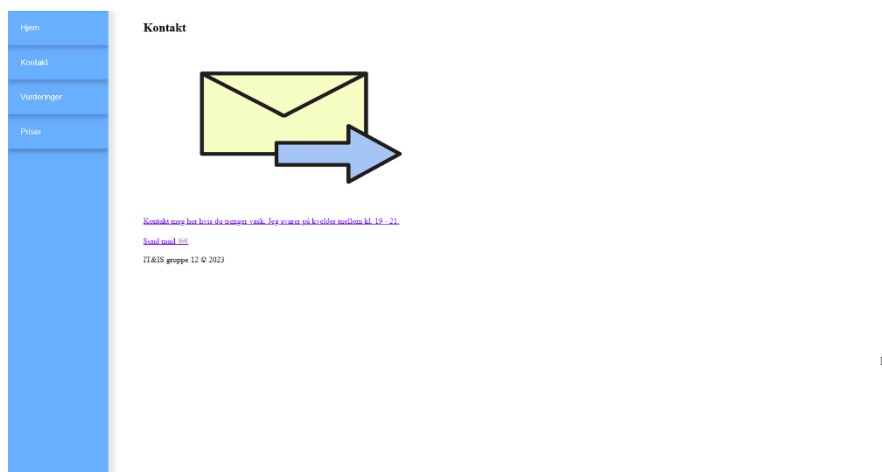
The users said the colour of the prototype was ugly, and some thought it reminded them of a veterinary and to some rubber boots. The animations did also confuse some and obfuscate content. The icons are useful, but not self-explanatory. One need to visit the page first to understand what the icon is supposed to indicate, but after that the icons makes sense. One could think this would be analogue to a senior using a smartphone for the first time, even if the icons are supposed to represent old devices.

System development and implementation

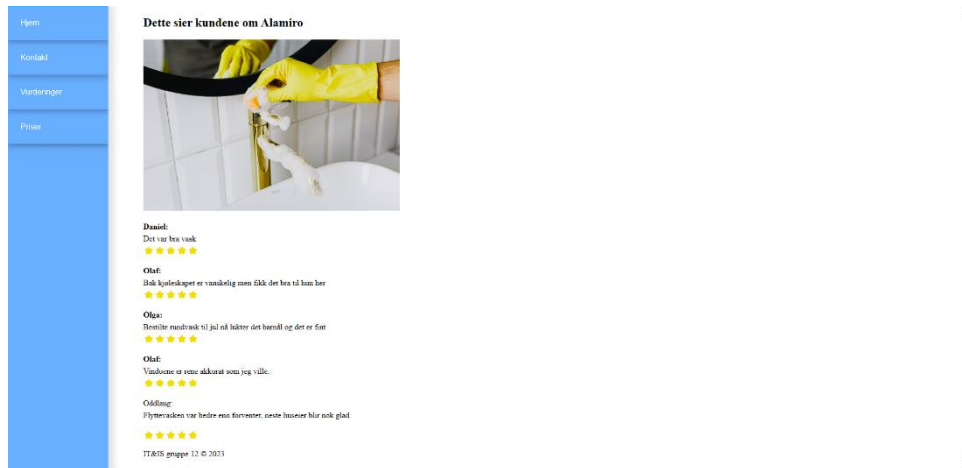
System development: user interface (related screenshots from the system and explanation)



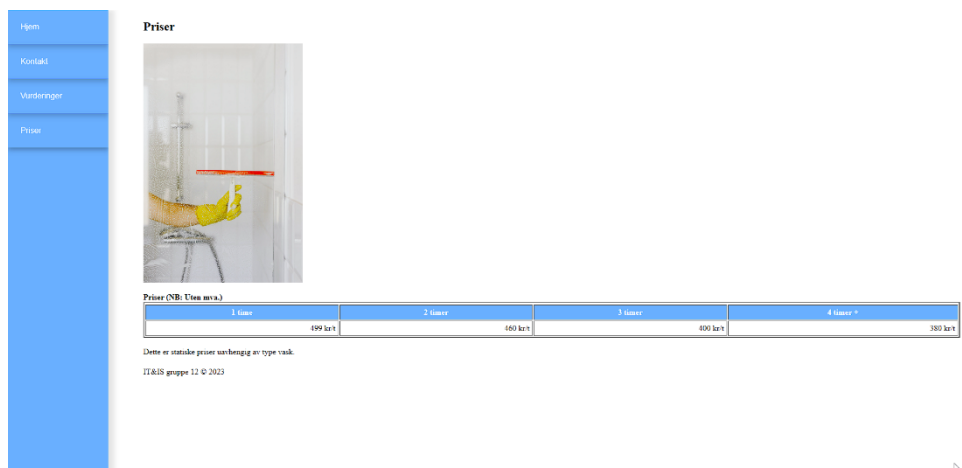
Home page. Changed color from turquoise to Material Design blue (#4db8ff). Also incorporated the official logo into every page in the site. Also shows the user where our clients operate.



The contact page. The mailto-function is implemented both in the hyperlink and in the image. The main function is easily available through both the link and the button that is incorporated into the image. This works whether the page is used through touch on phone or the laptop.



The ratings page. This is manually added so there is no need for moderation. The user is sat in bold text and their paragraphs are in standard font weight.



This page lists prices for the cleaning services. This is a great act to “filter out” the customers that decides the rate is too high for them limiting potential unnecessary emails. We have also taken into consideration the less tidy presentation of the prices from earlier and put them in a table.

Implementation: functions implemented

Hjem

This is the Home page which also has the menu/navbar on the left. It just welcomes the user and shows the user how to navigate clearly around the page. It also has small information space to inform the user about Allamiro renhold.

Kontakt

This page consists of different aspects like the nav bar on the left. This allows you to navigate around the website and back to the main page. The send email function is also connected to the image of a mail. You can click it and contact Allamiro renhold. There is also link that provides contact info. The “mailto:” tag will also provide the user the function to open up the default email program of the user. We found this solution to be better than the proposed in-page solution.

Vurderinger

This page has the ratings of previous clients so the new clients can be provided with trustworthy info about who they will deal with.

Priser

This is a page about the prices that Allamiro has. An easy-to-understand pricelist of the services provided by Allamiro. It is made in lists and fixed with css to have good colors and setup that matches the website. There is also one CSS file for all the pages as specified in the

Conclusion and future works

Reflections, learning from the project, next steps:

Learning:

We were able to discuss the different parts of the PACT framework. It helped us theoretically make a plan for our project and also analyse in a different way. It made us understand the overall context of the project and understand the value of this type of theoretical model. The PACT framework made the practical part much more approachable as to the layout of the site taking into regards the qualities of the users, we need to be mindful of what people do the activity (of visiting the webpage) in which context and decide what tech to use or to refrain from based on this. This is the reason why we have decided to keep to the KISS principles and not bloat the site with for example big 4K 60fps video or auto slideshows or autoplay on video. Everything is static. There is also big contrast to the menu and the content area.

Wireframe helped us get a basic idea of how the web is going to be, where to place the different elements. The benefit of using wireframe is that it makes web development more approachable and concise when doing the HTML.

The navigation map helped us plan what the interactions on the websites were going to do. It made it easier to understand the experience of the users when using our website. Making it more logical organized and easier to keep developing with simplicity in mind.

In wrapping up our group web project, we've learned a lot about working together. Figuring out how to share tasks and solve problems as a team has been a big part of this experience. We faced challenges that made us think on our feet and adapt to different project solution. What we've gained is not just technical skills. We've seen how important it is to work well with others, manage our time wisely, and appreciate different points of view.

Looking ahead, there is room to make the next project better. We have experienced that planning is very important because of the short period we have. Lack of planning made it a bit chaotic in the last months of the project, but it was going well in the end because of communication. We see now the value of the Gantt chart that was asked for. Following a properly defined Gantt chart and doing less work more frequent would have been more reasonable than doing everything in big bulks every time we had our long group meetings. Our next moves involve looking back at how we worked together and what each of us brought to the project. Finding ways to do things better ensures that our future group projects can benefit from what we've learned.

Nonetheless we also got to know each other better while doing this group project. How challenging it can be working with a client as well as fixing a user-friendly site. This project added the skill of working together and following a plan and working on it together to our group.

Sources:

Labrecque, L.I., Milne, G.R. Exciting red and competent blue: the importance of color in marketing. *J. of the Acad. Mark. Sci.* **40**, 711–727 (2012).
<https://doi.org/10.1007/s11747-010-0245-y>