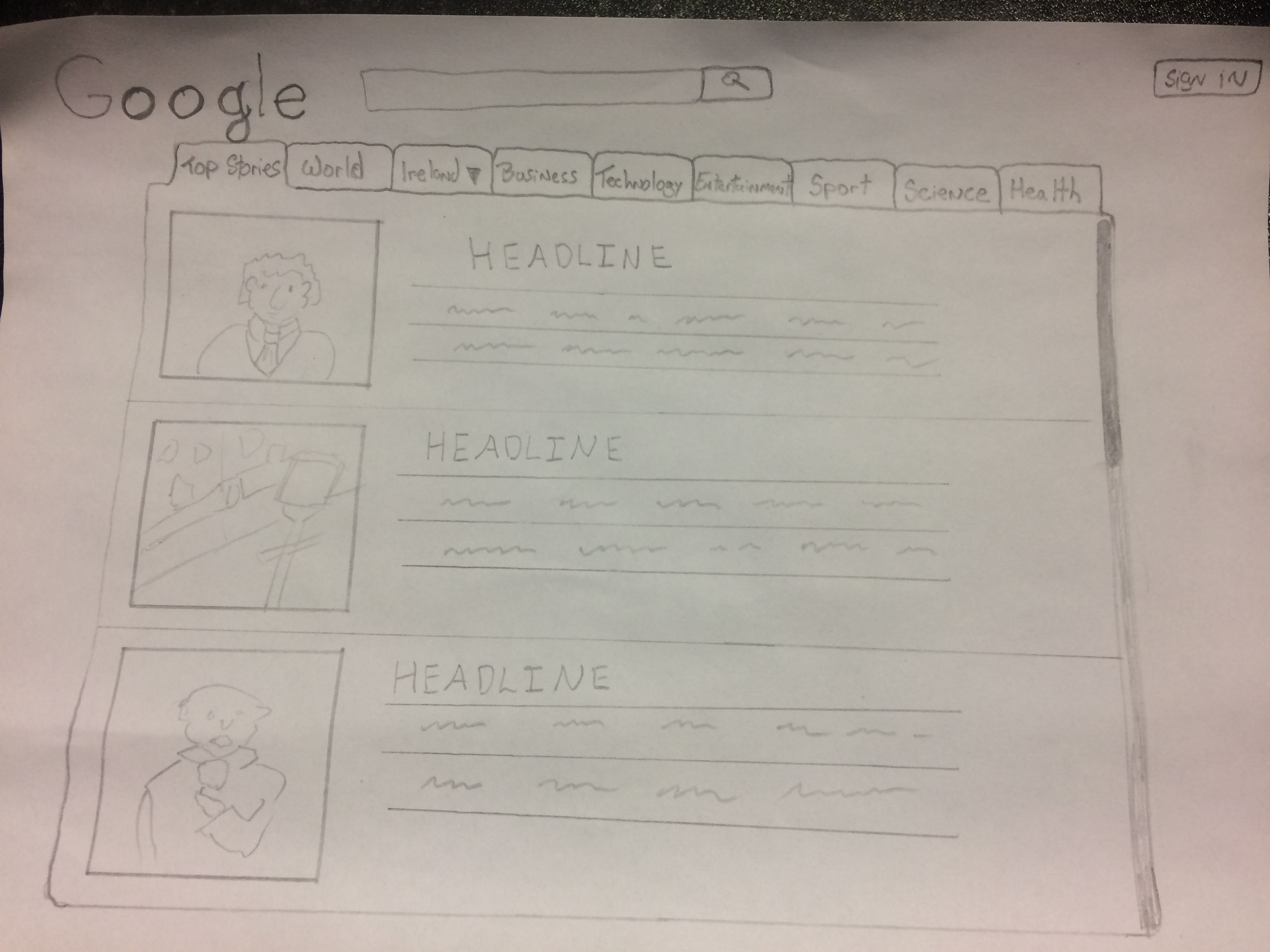
1. Create a more comprehensive low fidelity prototype.

What type of prototype/method are you going to use? What is the prototype describing? How has your research from last week informed your prototype?



We are using evolutionary prototyping as our prototype method. The reason for this is because we have not discarded the previous prototype and used it as the basic for the next iteration of the design. The prototype is describing the appearance of the interface across multiple platforms.

After reviewing the prototyping model and implementing it into our design we were able to improve the different interfaces. Since a working model of the system is already provided, we as users can get a better understanding of the system in development. This allowed us to easily identify missing functionality and improve in these areas. It also gave us the opportunity to identify confusing or difficult areas that users may struggle with and improve upon them.

2) What theories or concepts regarding cognitive processes have been addressed in your low fidelity prototype? You should consider all four cognitive processes.

Perception: The current perception of the Google news website is that it is a Google search result rather than a professional news website. To improve this we have researched other competing news websites i.e. Sky news and BBC news which have a similar layout to each other. In our current prototype we aim to bring the familiarity of a professional news website to the Google news site.

Attention: Draw the users attention with main headlines and an image relevant to match it automatically scrolling across the top of the screen. An easy on the eye colour scheme along with different sized text across the website.

Memory: Recognition vs. Recall – Users can recognize material far better than we can recall it. Since people are bad at remembering what when and how to do something. The structure of the environment to provide necessary they require.

Learning: New users will have a low learning curve, as there is not much that can go wrong. In our case the user would be more than likely a visual learner as the site is made up mostly of images and text.

3) Discuss whether (or not) the use of cognitive frameworks (mental models/metaphors) are applicable to your system.

4) What techniques have been applied to aid cognition?

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