Excercise 3b   **Date:**

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/

Step 1: Plan Your Prototype

1. 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.
2. 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

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

Step 3: Design the Prototype

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

Step 4: Prepare for Usability Testing

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

Step 5: Conduct Testing

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

Step 6: Analyze and Report

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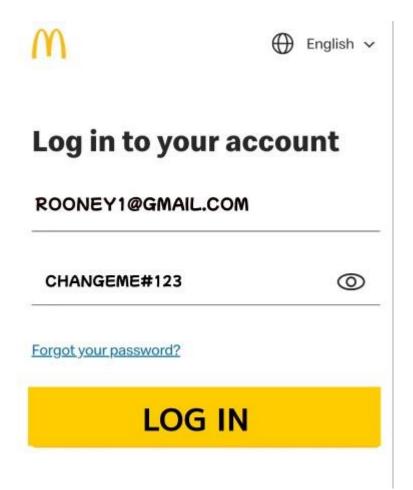2. Compare Results:
   - Compare how different user groups interacted with familiar vs. unfamiliar navigation.
3. Create a Report:
   - Summarize your findings, highlighting insights, challenges, and recommendations

OUTPUT:

FAMILIAR DISPLAY:

Log in to your account

ROONEY1@GMAIL.COM

CHANGEME#123

Forgot your password?

LOG IN

This is a **familiar** MC DONALDS login screen. It asks the user to enter their **EMAIL** to log in. The screen features the **MC DONALDS logo**, a **"log in" button** in brown. This is likely used for ordering food or accessing a customer account

UNFAMILIAR DISPLAY:

The burger image represents an **unfamiliar interactive display** where touching any part of it **navigates to another page** instead of behaving like a regular static image. This approach is similar to **unfamiliar navigation methods**, such as **Infinite Scrolling without visible indicators**,where traditional user expectations are challenged. It is likely part of a **digital ad, clickable banner, or food app UI**, designed to engage users and seamlessly direct them to a **menu, ordering page, or promotional offer** without conventional navigation elements.

OFFER PAGE:

This image is a **MC DONALDS offer page**, showcasing limited-time deals on popular menu items. It features three promotions: a **MC SAVER FOR ₹89** at **70% off**, the **BUY 1 GET 1 FREE ONLY ON NOV 11 2025**, and **BURGER MEAL (WITH FRIES) AT 99** with **50% off**. Each offer is highlighted with bold prices and **"ORDER NOW"** buttons, making it easy for customers to place an order. The fiery background and engaging visuals enhance the appeal of the deals.

RESULT:

It's implemented that a prototype with both well-known and new navigation elements and measure user-friendliness across different user groups using Wireflow.