

## Excercise 3b

### **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.

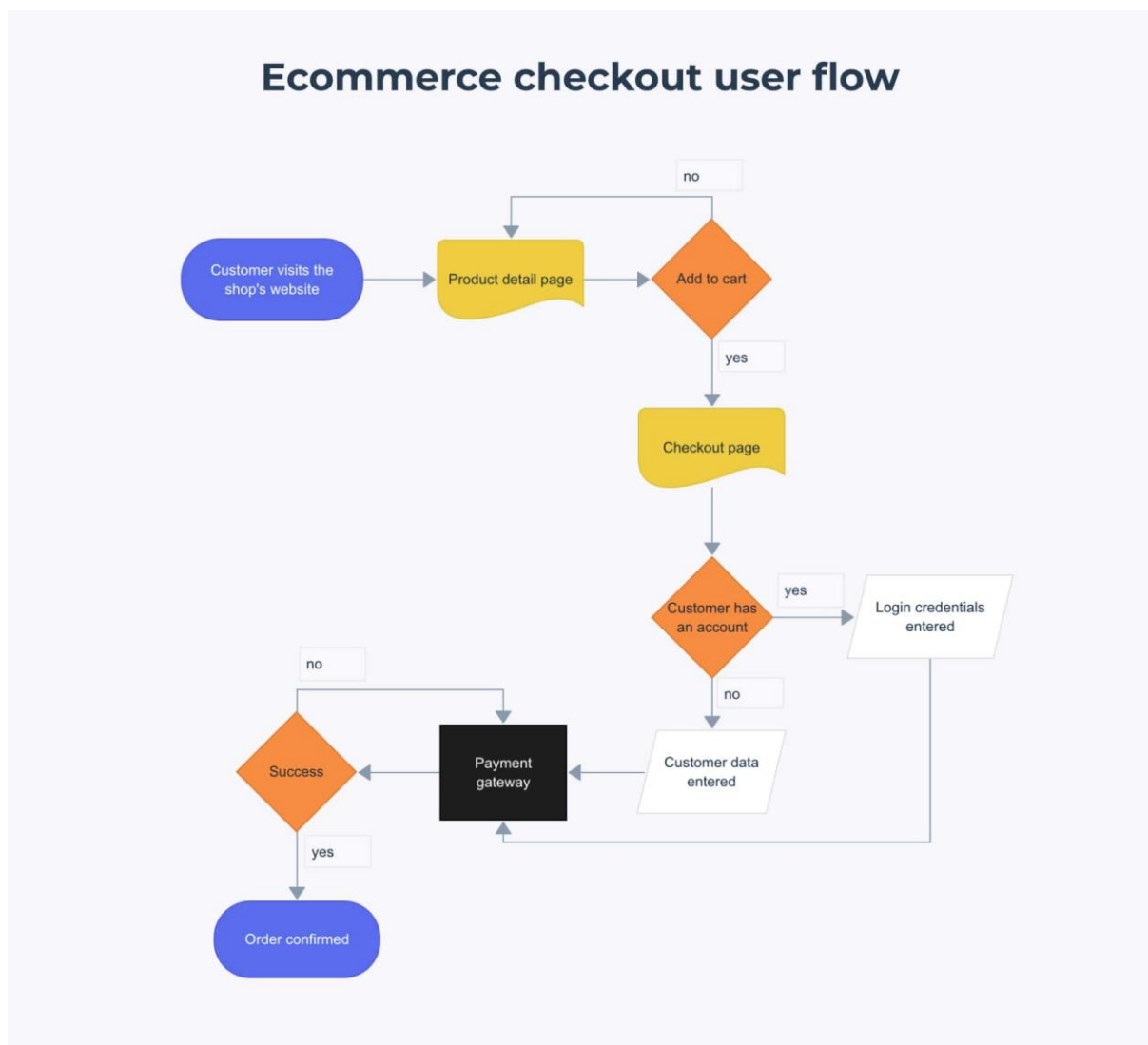
2. Compare Results:

- Compare how different user groups interacted with familiar vs. unfamiliar navigation.

3. Create a Report:

- Summarize your findings, highlighting insights, challenges, and recommendations

OUTPUT:



## RESULT:

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 is designed.