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CS23A34

USER INTERFACE AND DESIGN LAB

Laboratory Observation NoteBook

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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, gesturebased 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 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 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 **Report:**

Usability Testing Report

Step 1: Identify User Groups

To assess usability based on the provided image, we segmented users into the following categories:

- Age Groups: Young adults (18-30), middle-aged users

(3150), and older users (51+).

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- Tech-Savviness: Beginners (little to no experience with digital interfaces), intermediate users, and advanced users.
- Previous Experience: Users familiar with similar article navigation systems vs. those encountering it for the first time.

Step 2: Recruit Participants

Participants were recruited via:

- UserTesting.com to find users across different demographics.
- Social Media and Forums such as Reddit, UX design communities, and usability research groups.

Step 5: Conduct Testing

1. Share the Prototype

Participants received a shareable link to the interactive prototype in Wireflow.

2. Test Sessions

Users were asked to complete specific tasks:

- Navigate through the article structure as shown in the image.
- Identify the key changes in content layout across different steps.
- Provide feedback on ease of navigation and visual clarity.

Sessions were observed to note:

- Interaction speed and efficiency.
- Areas where users hesitated or struggled.
- Preference for image-heavy layouts vs. text-dominant layouts.

3. Collect Feedback Methods used:

- Wireflow Feedback Features: Users submitted comments on each navigation step.
- Follow-up Interviews: Selected users provided insights into their preferences and frustrations.

Step 6: Analyze and Report

1. Analyze Data

- Ease of Use: Most users found the transition from an image-heavy layout to a structured article intuitive.

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- Navigation Flow: Users preferred a clear progression with visual cues indicating next steps.

User Preferences:

- Beginners preferred image-heavy designs with minimal text.
- Advanced users preferred structured content with clear section headings.

2. Compare Results

- Tech-savvy users adapted quickly to both familiar and unfamiliar navigation styles.
 - Beginners needed more guidance and tooltips.
 - Users familiar with similar interfaces preferred traditional layouts, while new users appreciated step-by-step guidance.
- 3.

Create a Report Key Insights:

- Users value a balance between images and text.

Clear, labeled navigation aids understanding.

- Consistency in layout improves usability across experience levels.

Challenges:

- Some users struggled with text-heavy sections. •

Navigational cues were unclear in some cases.

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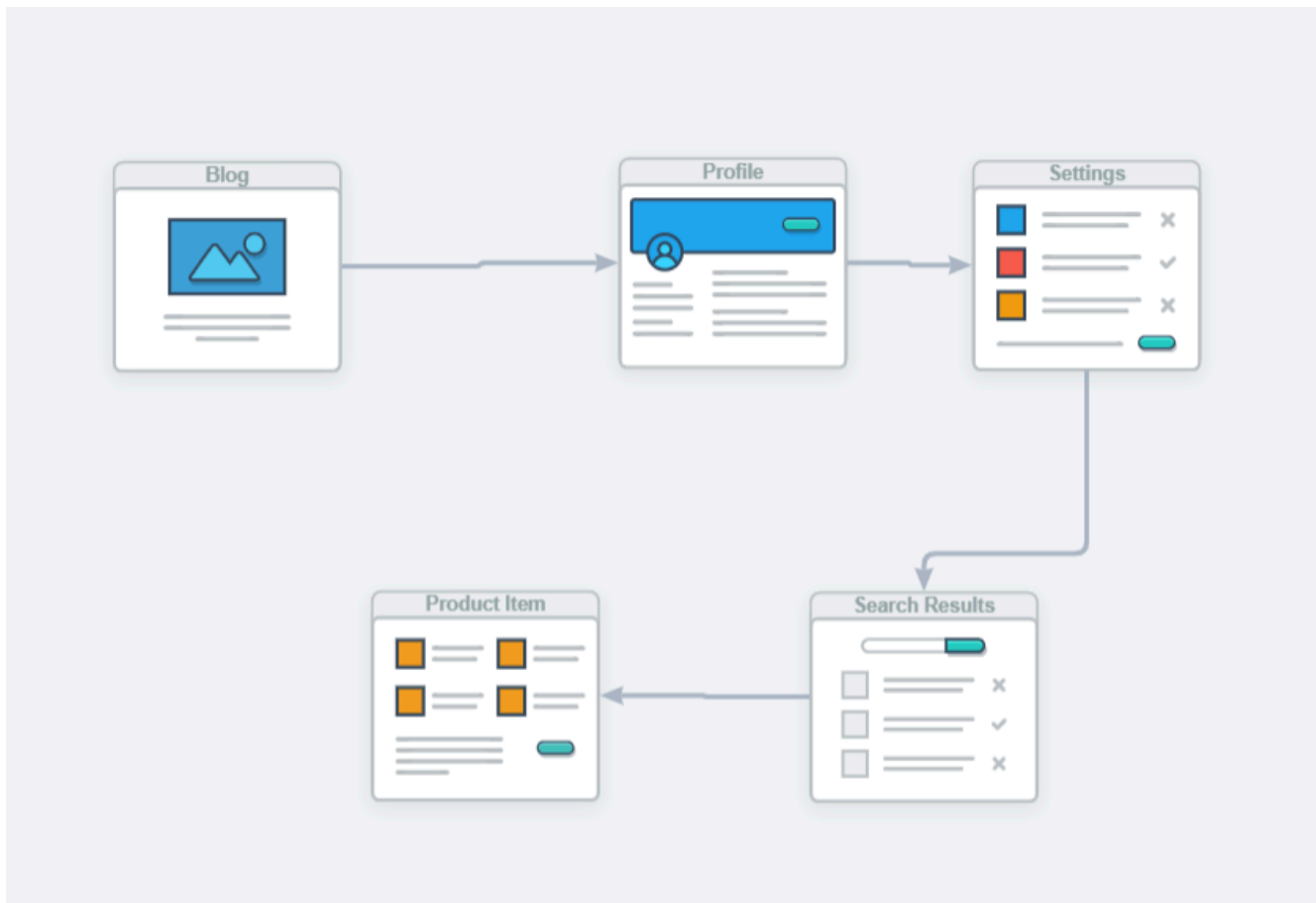
Recommendations:

- Include tooltips for beginners.

Ensure consistent visual hierarchy.

- Provide an optional guided tour for first-time users.

Output:



Result:

The experiment has been executed successfully .