The Holden Prototype

3 Exit questions

3.1 The questions and how they relate to the aim of this evaluation

In our questionnaire, we provide several questions including the questions with options and without options.

1. Do you like browsing the websites which are relevant to cars?
A. I like browsing them
B. I browse the website if I need
C. I don't like browsing them

Why?

2. What is your overall experience after using our prototype?

3. Do you find our prototype is informative and helpful?

4. Do you find any disadvantages of our prototype? If so, what things should be changed, added or improved in your opinion?

5. What do you think of the key elements of the car websites?
A. Professional content
B. Illustrated content
C. Latest information
D. Rich activities

Why?

To ask the question of whether participants like browsing car website can help the group evaluate if the participant has past experience of car related website, and the understanding degree of the participants towards the car. By recording the participants' behaviour during the instruction process, the group can evaluate some tiny points of participants' attitude towards the design, whereas by asking the overall experience, a more comprehensive answer can be received from the participants. This is serious since the correlation between each component in the whole webpage is even more important than the single feedback on the single component, as the coordination between different parts determine the performance of the entire webpage. To guarantee reading the webpage is not a waste of time, if the prototype can provide sufficient information to the user, then the meaning of making this webpage can be confirmed. To improve our design, it is important to ask the participant about their feedback of changing, including what they expected from reading the car related webpage. Finally, by asking which key element is the most important for a car website, we can collect the answers and find out which kind of feature we need to take into account seriously in our future prototype development.

3.2 Summary of the answers to these questions

Overall, after reading this webpage, participants get basic understanding of the Holden car development history. So, information about the Holden car is really significant. However, one of the participant who is a Holder car lover advices us to make the articles and photos of prototype become more professional. If the content is

not professional, the users will be not interested in our prototype. With regards to the function keys of the webpage component, the icons are iconic and can recognise the function, whereas the general design & font are very unattractive, users would not be interested in using it.

The prototype is informative with both article introduction and images of cars, but it is unattractive. Therefore, users are not interested in reading it and learning new things. Although it is informative, is it not useful for the one who does not interest in this topic.

To improve our prototype, we may consider adding the function that mouse change when moving on the clickable link, as well as colour change when moving on clickable link. For example, participants give the feedback that they do not know the car image can be clicked. To make the whole webpage looks more readable, the designer should zoom in both image and information. Also, before the webpage delivers to the future customer, it should be fully functioned.

The websites should not be too professional but definitely informative. If the design is unattractive, user would not learn what designer expected to tell users. Since the most attractive part of the webpage is car images, designer should tag key information like car brand logo, production year near the image. If it is supposed to be a historical website at least make it more attractive, for instance, use more attractive color scheme etc.

3.3 Discussion of the answers to the exit questions

Overall, the design is not satisfied by participants, and therefore we should consider improving. On the information side, we should find some information about the Holden car from the professional website and different screens of the webpage should have the logic connection, to efficient the delivery of information. There is some key information that the designer can consider adding to the webpage, including car competition history.

1. Participants commonly get the prototype's goal that is understanding the Holden car development history from different perspectives. The outcome is satisfied. We hope that our prototype can help the participants understand Holden car design structure, the history which affects the development of Holden car, and local support towards the car industry. To achieve that, we use the 360 views to make the participants who have better experience. The participants can look the Hold car from 360 views.

2. One of the participants expresses that the content about the Holden car is not professional, which is not expected. We find the material of the Holden car from wiki and different automotive forum. We think the information is readily comprehensible for the participants rather than boring academic articles. However, the goal of our prototype is introducing the Holden car development. If the content of our prototype lack of support for academic articles and data, the prototype is unconvincing. Therefore, we should add some academic articles and professional photos, and videos about the Holden car to our prototype. The participants will get more useful information about the Holden car.

3. The design of prototype is not attractive such as not realization of visual effects and the functions, which is not expected. The participants express some relevant ideas and suggestions. First of all, users feel uninterested in reading the webpage because of the font size and color while the design structure of the webpage is not efficient enough to provide information. Secondly, some icons are not fully implemented, such as the functionality of helping blind people read. Hence, we should improve our prototype to attract more users including adjusting the size of the characters, the design of the layout and adding the more valuable features. With the attractive content, users will be more likely to be movitated to share our websites to others, which makes our website successful.

4 Conclusion

The main purpose of this evaluation is to test the performance of our prototype which includes three aspects: Satisfying user experience, prototype sharing encouragement and history learning. In terms of user experience, we find that our prototype is not quite satisfying overall.

Firstly, some participants find that some functions such as the icons on the right side of the article is unclear and meaningless. Thus, we need to give more instructions on these icons so that users can understand the meaning of these icons.

Secondly, the article on the right side of the car image is not attracting and most of participants has no patience to read through the article, because they find that the font size is too small, the background colour is not making people feel relexed and the articles are too long. Hence, we need to improve from these problems. Thirdly, some functions are not working as the participants expected. For example, the inner car image cannot be dragged as the participant expected because most participants have visited the website that the images can be dragged to change th direction. Thus, we need to realize this functionality in the future. For the aim of sharing websites, we originally expect users to notice the buttons including sharing button at the first glance. However, two of participants take around ten seconds to find them and the other participant fail to notice the sharing buttons which did not meet our expectation. Therefore, we need to put the sharing buttons in the more obvious place on the website so that visitors can notice it at once. In addition, the button should be designed in a more impressive way in order to attract more visitors to share the website.

Lastly, the last aim of prototype is to help visitors to learn more about the Holden car and the history of Australian car industry. In our evaluation experiment, all of the participants successfully identify that our website is introducing Holden car and car history of Australia. However, nearly none of them has the patience to read through all articles on the website, which does not meet the purpose of our design. Therefore, we need to make our history article more attractive to our visitors.

Overall, our prototype does not successfully meet the aim, mainly due to the rough design and imcompleted functionalities. Based on this evaluation result, we can develop a more completed and useful prototype.

In our opinion, our aim is chosen appropriately. For a car information website, it is a website with just the relevant information of the car which does not relate any person's interests and does not provide any "real value" for people. It is a website only for the people who are interested in and willing to know more about the car information. Therefore, good user experience and website sharing is extremely important for us if we want to make this website popular. In addition, helping people to learn more about Australian car is our originally purpose to design our prototype, which is also appropriate.

From our perspectives, the way we conduct the evaluation is quite appropriate. There is no better way than inviting real participants to test if our prototype is satisfying, because our website is designed for real people to use and the participants' experience on our prototype is quite valuable for us to improve our prototype. If the evaluation can be conducted again, we will test more participants, e.g. 10, in order to get the more general feedbacks to improve our prototype.