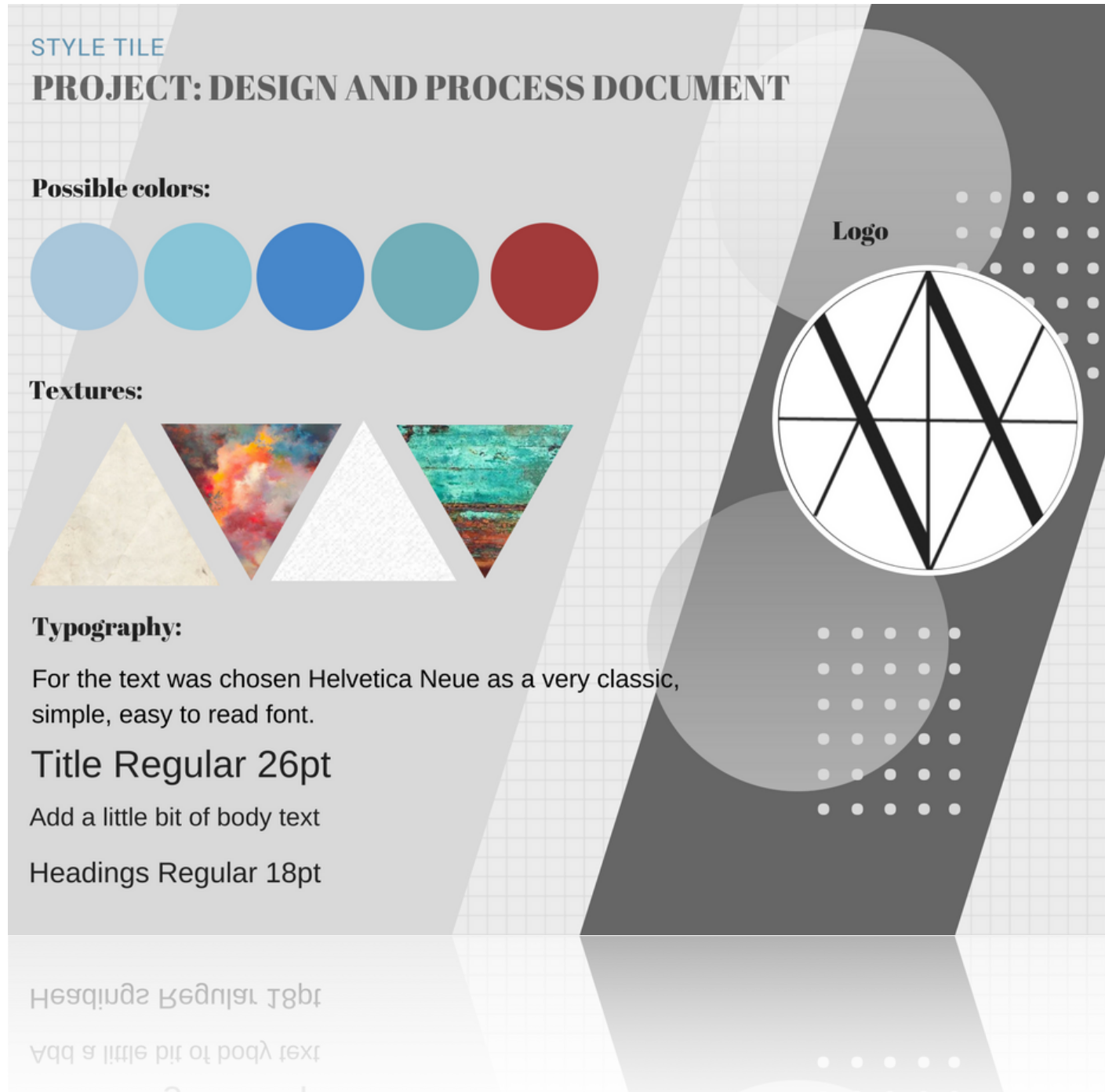
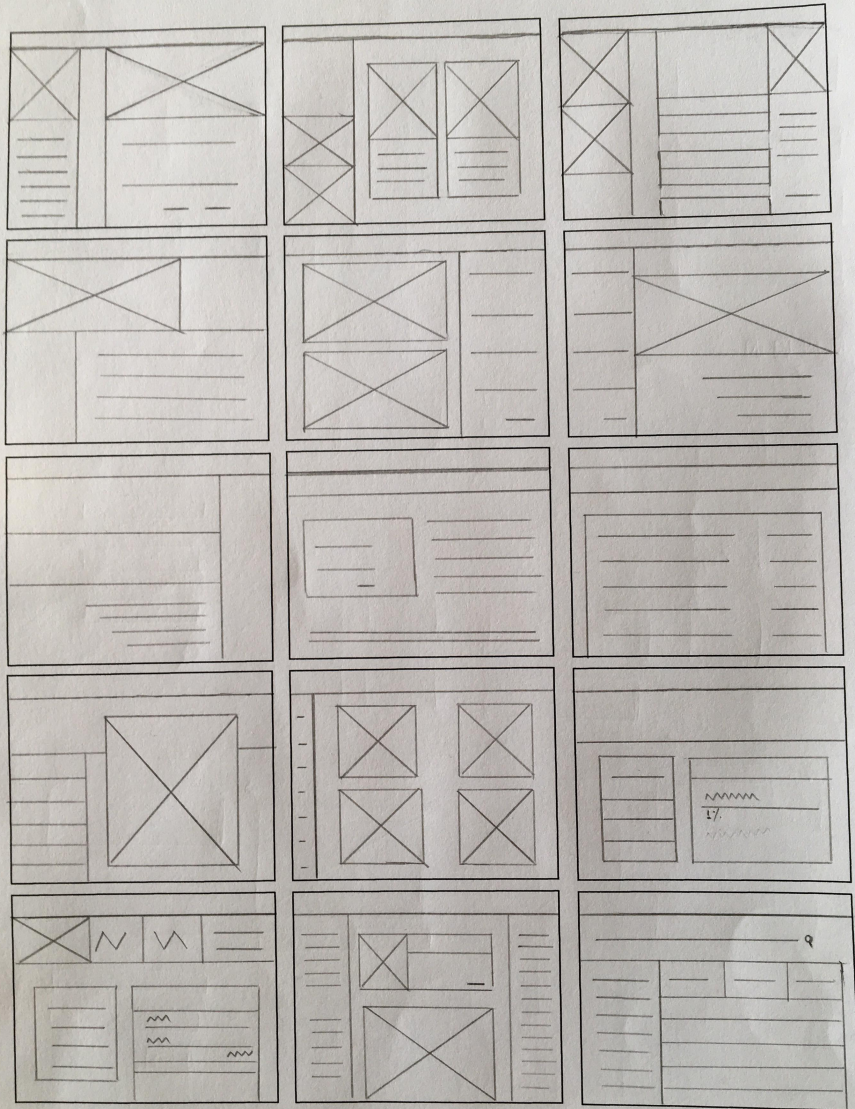


1. Style tile

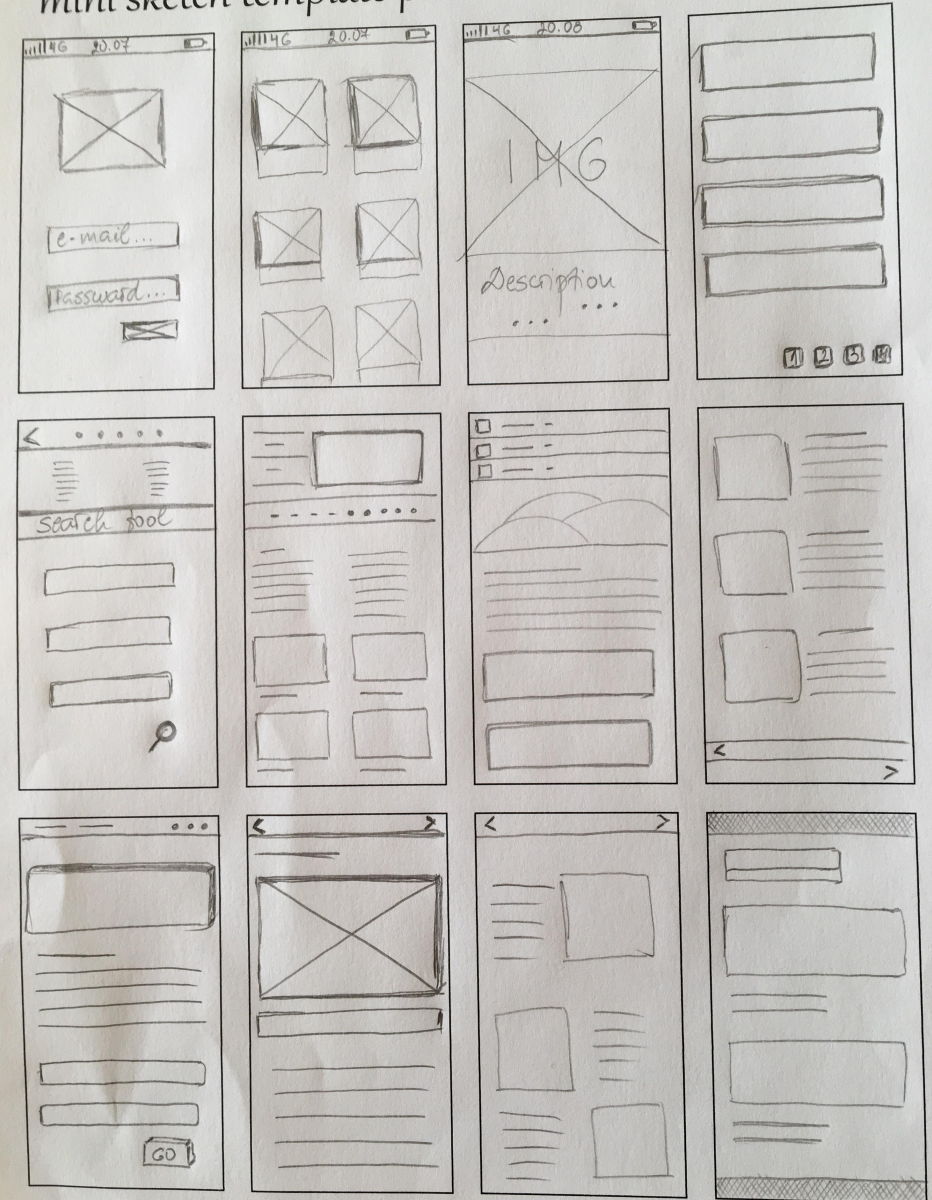


2. Mini sketches

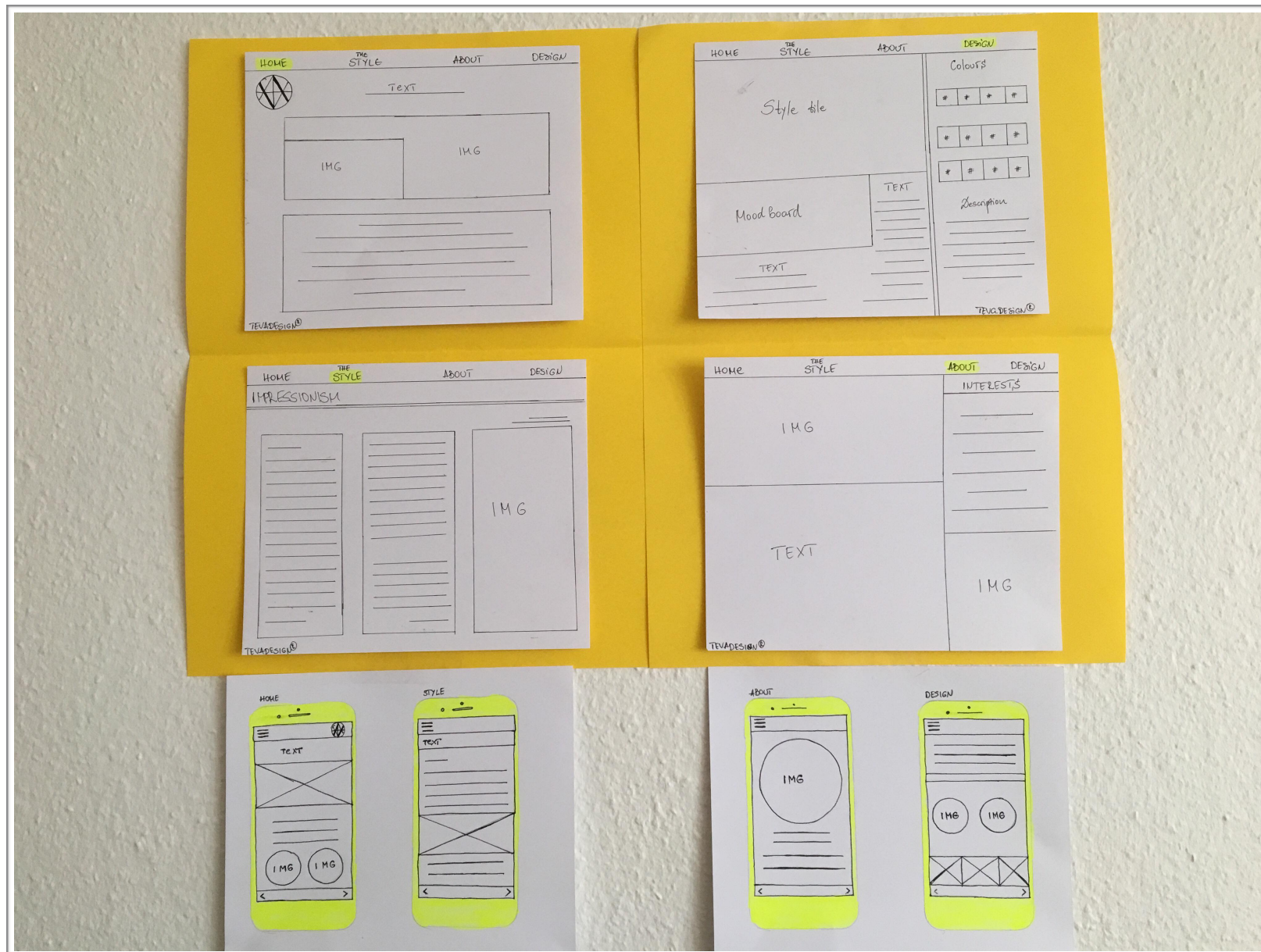
mini sketch template



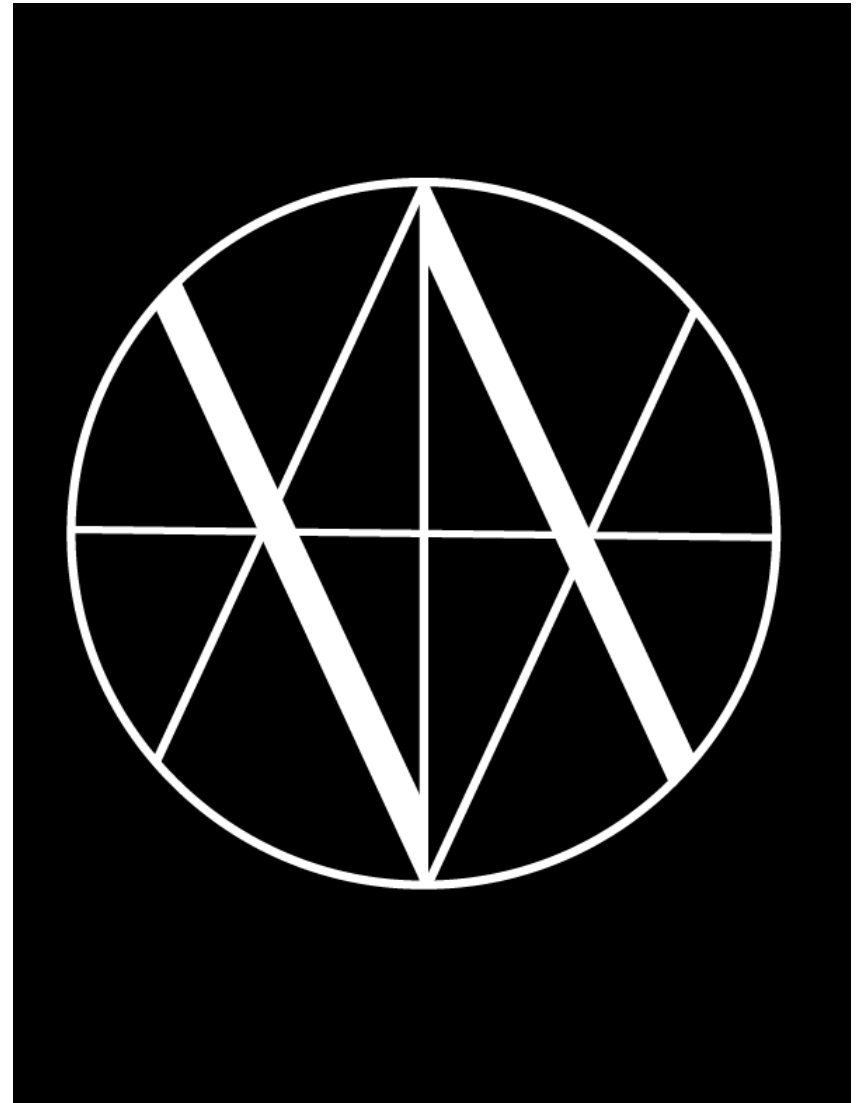
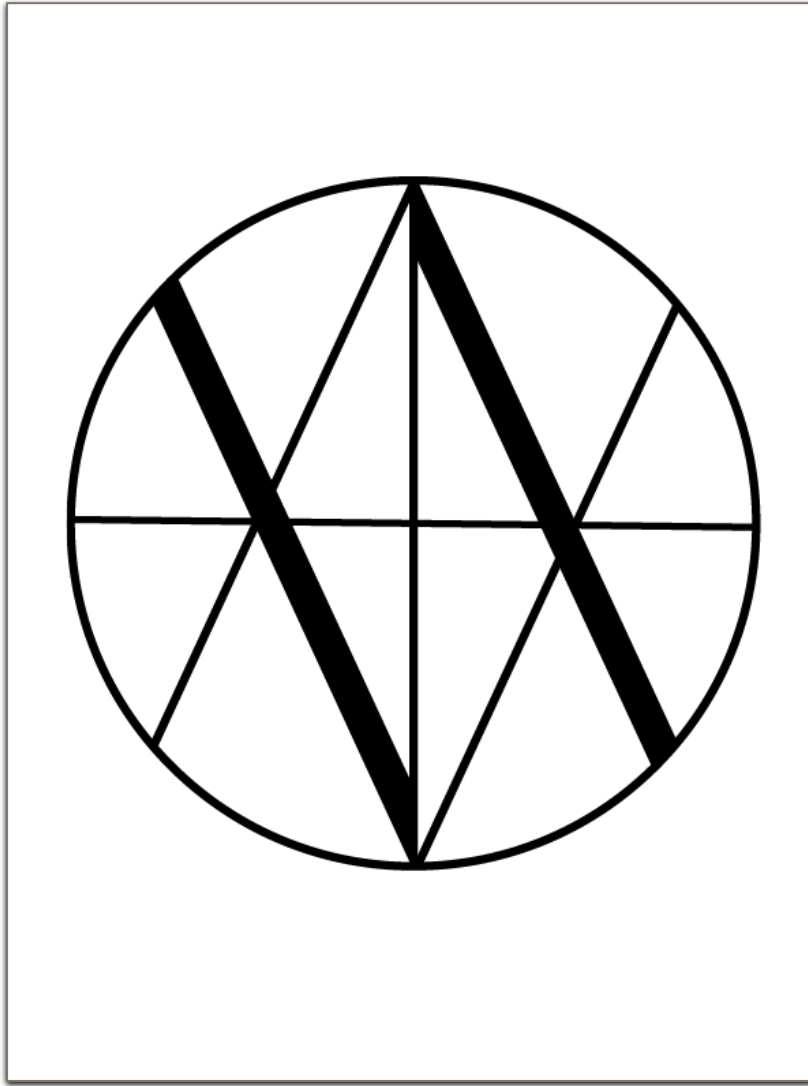
mini sketch template phone



3. Paper prototype



4. Logo (positive and negative, black & white)



5. Design principles in use

1. Line

- helps direct the eye
- creates emphasis
- gives a sense of movement

2. Symmetry

- creates a sense of “calm”
- the human eye is generally attracted to symmetry

3. Transparency

- helps element interaction
- can create movement

4. Texture

- gives tactility to design
- gives depth to design

5. Balance

- each element has a “weight”

6. Contrast

- helps create emphasis
- make design “pop”

7. Grid

- helps align elements
- one grid can be used in many different way

8. Framing

- helps highlight elements
- can be aesthetic or purposeful

9. Typography

- the biggest foundation of design
- the best font choices are ones where readers do not notice the font but the message

6.Interactive XD-prototype, links:

Desktop: <https://xd.adobe.com/view/67c5af44-4c69-4f67-8dd4-8df3d6c4bd03/?fullscreen&hints=off>

Mobile: <https://xd.adobe.com/view/67c5af44-4c69-4f67-8dd4-8df3d6c4bd03/?hints=off>



7. Usability results and planned changes

A test plan was made for conducting a usability test during the development of prototype of a mobile web site. The goals of usability testing include establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

The usability test objectives are:

- To determine design inconsistencies and usability problem areas within the user interface and content areas. Potential sources of error may include:
 - o Navigation errors – failure to locate functions, failure to follow recommended screen flow.
 - o Presentation errors – failure to locate and properly act upon desired information in screens
- Exercise the application or web site under controlled test conditions with representative users. Data will be used to assess whether usability goals regarding an effective, efficient, and well-received user interface have been achieved.
- Establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.

Methodology

The number of participants was 5. The prototype was made with Adobe XD and tested in the same program.

Executive Summary

Specific function has to be evaluated, such as adding a search tool and more clear navigation bar.

Non-critical errors were detected from the participants.

The usability of the website is limited by certain limits of content and functions.

Planned changes:

Implement more functions, links and content.