**Task Analysis**

Analysis and Design of User Interfaces (SEG3125)  
**Project Phase: 1**

Prepared For:  
Professor Fadi Malek

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**Introduction**

The purpose of this document is to provide a description of the process that we underwent to gather positive feedback and adapt our requirements for our T-Shirt e-commerce website, *An Uglier You*.   
This document describes roles within our team, as well as the methods used to interview our participants. Also included are the questions asked, followed by a persona analysis, to further the effectiveness of our data gathering, and understand what their priorities in using this system are.

**Management Roles**

Student: Mahyar Gorji

Role: Design co-manager, Documentation manager

Mahyar’s role is to ensure that the implementation of the project is following the original plan, and if needed, make changes to the plan according to the time and skill of the group members. Together with Nick, he developed the original plan of the website.

Student: Parastoo

Role: Implementation co-manager, Evaluation manager

Parastoo ensures that the implemented project is following the quality of the primary design. She works on the implementation of the project and tries to follow the designed plan fully and make use of the time efficiently and effectively to have a successful finished product.

Student: Nick

Role: Implementation co-manager, Design co-manager

Nick was one of the designers of the idea of our project. Together with Mahyar, he developed a general plan of the project and help breakdown the task by priority. He continues to work on the implementation of the website.

**Interview Methods**

For the interview, we allowed users to browse our website freely to gather first impressions and understand its usability and functionality. Then, we asked users to browse the website again, carefully inspecting details and jotting down any thoughts they had (positive or negative) on a provided piece of paper.   
The interviewer, after the interviewee was done analyzing, started asking questions. The interviewer attempted to always keep questions open and rich in context, as our number of participants were low, thus we could afford the lack of replicability. The interviewer also attempted to avoid back-and-forth discussion unless needed, as we thought it would be best to let the participant give us all of their thoughts in one go, instead of prompting and potentially misleading them to an answer.

Below are the questions that were asked of our participants, with the replies italicised. If there exists any discussion from the interviewer, it is denoted before the reply with “interviewer:”.

**Interview Questions:**

Question 1: Do you like the general look of the main page? If not, what would you change and why?

Question 2: Does the jumbotron on the main page portray what the website is about? Should there be more or less information displayed?

Question 3: Do you like the logo on the main page? If not, what would you change and why?

Question 4: Do you like the menu on the navigation bar, and how everything on the site is on one page?

Question 5: What do you think about the “Reviews” section of the website?

Question 6: What do you think about the font, size and colour of the text used on the webpage?

Question 7: is it obvious what the “Personalize” section is for? Please explain.

[*Closing Questions*]

Question 8: Are there any questions that you think we should have asked you?

Question 9: Overall, as someone who may want to purchase a shirt, what do you think about the interface?

**Interviews**

**Interviewee 1:** Parisa

Parisa is a 23 year old college graduate who studied Mobile Application Design and Development at Algonquin College. Due to her educational background, she is familiar with the user interface design and the principles that must be followed to achieve a successful design that pleases the users and portrays what the website is advertising very well.

**Question 1: Do you like the general look of the main page? If not, what would you change and why?**

*I like the jumbotron and the catchy name of the website. I like the animations that show up when you scroll down. However, I would say make use of a more happy colour for the navigation bar since it sets the mood for the user and gives an impression of what the user should expect.*

**Question 2: Does the jumbotron on the main page portray what the website is about? Should there be more or less information displayed?**

*The jumbotron catches the attention once the page loads. The fading effect is very flashy and gives a nice flow when scrolling through the page. I would suggest to use a better background picture that correlates with the writing on the jumbotron. Also a slogan would be nice too!*

**Question 3: Do you like the logo on the main page? If not, what would you change and why?**

*I like the font of the logo and the two colours that is used to separate the two words. If you decide to change the colour of the navigation bar, make sure the font colours for the logo is changed accordingly to match the other colours on the page.*

**Question 4: Do u like the menu on the navigation bar and how everything is in one page?**

*I think it is a very good idea to have everything on one page, specially when they are all related. Good job on making the navigation bar to take the user straight to where they need to go.*

**Question 5: What do you think about the “Reviews” section of the website?**

*As a potential user, I think having a review section attracts the attention of the user and gives them trust toward the product. I would suggest add a star rating to each product so the user can express their satisfaction using a scale. One issue i see is that the review section is hardly differentiable from the other sections showcasing shirts such as “Cool shirts” and “Popular shirts”. Having a nice header or a different background colour helps user differentiate between the different sections that appear after each other.*

**Question 6: What do you think about the font, size and colour of the text used on the webpage?**

*I like the your choice of font and the size of the fonts on the webpage. I suggest using a better font colour that is more unique and stands out more on the main page.*

**Question 7: is it obvious what the “Personalize” section is for? Please explain.**

*Parisa: Umm, I guess it’s where you can customize a shirt based on your own size, colour and design?*

*Interviewer: Yea you’re almost on point on that. Do you think there’s anything we must add to make it more clear?*

*Parisa: Yea I suggest either add a short instruction/summary or have a help button that when clicked it displays more information about the functionality and maybe a more detailed step by step instructions to customize a shirt.*

[*Closing Questions*]

**Question 8: Are there any questions that you think we should have asked you?**

*No, Thank you.*

**Question 9: Overall, as someone who may want to purchase a shirt, what do you think about the interface?**

*I think this is a great idea for an ecommerce website. I would suggest emphasis on telling the user what is DIFFERENT about YOUR website comparing to all the other online shirt website. I like the name of the website and how it changes the meaning of “Ugly” for a better and funnier meaning.*

**Interviewee 2**: Neema

Neema is a political science major in his senior year at Carleton University. His background with technology is not extensive, but shops online quite often, and at multiple stores, so his input will be that of an experienced shopper.

**Question 1: Do you like the general look of the main page? If not, what would you change and why?**

*I like that the page is simple: you land on the website and know without a doubt that it’s a website where you’d buy a shirt from, and that learning about what’s different about you guys requires a bit more exploration.*

**Question 2: Does the jumbotron on the main page portray what the website is about? Should there be more or less information displayed?**

*The jumbotron is the big picture at the top, right? I think the jumbotron kind of implies what the website is about, but maybe some text somewhere that says something along the lines of “get your ugly shirts here!” might help with of your actual audience. A little more information and the jumbotron would be perfect to be greeted by.*

**Question 3: Do you like the logo on the main page? If not, what would you change and why?**

*It’s certainly unique. I like that the logo is written in an ‘ugly’ font too, and I’m sure your viewers would appreciate that gimmick when they match it up with what the purpose of the site is. I just feel as though the colors are a little bland, and could stand out a bit more from this top bar right here. I guess that’s probably not that easy to accomplish, but if you could find some really nice colors that went with the top bar, I think it would look great.*

**Question 4: Do u like the menu on the navigation bar and how everything is in one page?**

*I do like the navigation bar menu. It feels like a tabbed view of everything, and displays a level of organization, instead of expecting users to navigate to certain areas of the site on their own.   
About the one-page style of the website, I think it sends a strong message that it’s really all you need. You don’t need flashy pages connecting to other pages for your audience to see that you guys are all about making ugly shirts, and that one page is enough to accomplish that.*

**Question 5: What do you think about the “Reviews” section of the website?**

*I think it’s super important to have the reviews section of the website. I mean, can you imagine if a company like Amazon didn’t have reviews? Why would we even consider buying their products then if we have absolutely no idea what other people who HAVE bought their products are saying. I think it’s the same way here, in that people are going to be dropping a good amount of money on the products they order from you guys, and deserve to have an idea of what they’re getting into.   
The only negative i see is that the box sizes are weird. I don’t think you really need a huge textbox to enter someone’s name, or email. That’s all just trying to stay consistent with the message box, I get that, but maybe scale everything back to a way that makes sense.*

**Question 6: What do you think about the font, size and colour of the text used on the webpage?**

*I mean, like I said, some of the colors like the logo are a little bland, but otherwise I like the white background. You see that a lot on online shops where the background is all white, just to give attention to the products, and I feel like that’s what’s happening here. The fonts are also good. I will admit, I was a little personally disappointed when the font wasn’t some ugly font you’d put on a microsoft word document when you’re trying to be funny, but I guess when you’re handling money, a little bit of seriousness is needed, and I can appreciate that on this site.*

**Question 7: is it obvious what the “Personalize” section is for? Please explain.**

*I’d say it’s to make a custom order? I mean, what else could you personalize on a website that makes ugly t-shirts?*

[*Closing Questions*]

**Question 8: Are there any questions that you think we should have asked you?**

*No, I think with the explanation of the process you gave me, you’ve asked all the hard hitting questions that’ll help you move on.*

**Question 9: Overall, as someone who may want to purchase a shirt, what do you think about the interface?**

*I think the interface is a little amateur, compared to something like amazon, at the moment. However, I know that this is like a rough draft of what the final product may look like, and I’m hoping to see more improvements and updates as the website gets developed, if you’ll let me.*

**Personas:**

Personas were derived from each participant’s answers and initial reactions to the website. We found that, overall, the personas assigned aligned nicely with the participant’s background in technology, composing of their affinity for delicate design appreciation, and their ease of use.

We have the designer’s persona, who is interested in the website’s structure and design, as well as the theoretical knowledge of how a user might approach the website. We also have the shopper’s persona, who is interested in how the website compares to other websites, and the bargain-shopper persona, who is interested in just shopping for a T-Shirt at a great price online.

*Natasha: The Designer*

Goals:

* Design their own T-Shirt
* Have a unique look and fashion-sense
* Compare her fashion to her friends and their T-Shirts, almost competitively.

*Steve: The Shopper*

Goals:

* See a T-Shirt they like and buy it
* Shop based off how what he sees would look on other people

*Bruce: The bargain-shopper*

Goals:

* Find a T-Shirt for a good price
* Will not concern himself too much for the fashion, just wants a shirt.

**Goals and Task Analysis by Persona**

**Natasha**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Importance** | **Frequency** | **Goal(s)** | **Subtask(s) Used** |
| Create Personalized Shirt | High | Often | Compare her customized shirts to her friends | None |
| Create Personalized Shirt with Custom Image | High | Often | One-up her friends by tailoring her shirt to her | Create Personalized Shirt |
| User Buys Personalized Shirt | Medium | Rare | Order the favorite shirt she was able to create | Create Personalized Shirt or Created Personalized Shirt with Custom image |
| User Buys Shirt | Low | Low | Purchase premade shirts | none |
| View Top Shirts | Medium | Moderate | See what the current trends are to build something better | none |
| Get Help | High | Rare | Support the user, especially with customizing shirts | none |

**Steve**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Importance** | **Frequency** | **Goal(s)** | **Subtask(s) Used** |
| View Top Shirts | High | Often | See a great shirt quickly | none |
| View More Shirts | High | Often | See more variety of shirts | none |
| Organize Shirts by Category | Medium | Moderate | Help him find the top shirts of each category | View More Shirts |
| Buy Top Shirt | Medium | Rare | Purchase the top shirt he found | View Top Shirts and User Buys Shirt |
| User Buys Shirt | Medium | Rare | Purchase premade shirts | none |
| View More Shirts | Medium | Often | Enable him to see a large selection of shirts | none |
| Get Help | Medium | Rare | Get help when he has questions | none |

**Bruce**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Importance** | **Frequency** | **Goal(s)** | **Subtask(s) Used** |
| View More Shirts | High | Often | Find the lowest price T-shirts that look great | none |
| Organize Shirts By Category | High | Often | Allow him to categorize by Price | View More Shirts |
| User Buys Shirt | High | Often | Purchase the T-shirt that he finds has the most value | none |
| View Top Shirts | Medium | Moderate | See if any of the top shirts are being sold for a good price | none |
| Buy Top Shirt | Medium | Moderate | Purchase the top shirt with the most value | View Top Shirt |
| Create Personalized Shirt | Low | Medium | See what neat shirts you can make | none |
| Buy Personalized Shirt | Low | Low | Purchase the shirt that he customized | Create Personalized Shirt and User Buys Shirt |
| Get Help | Medium | Low | Get help when he has questions | none |

**Task Descriptions**

|  |  |
| --- | --- |
| **Task** | **Description** |
| View More Shirts | 1. User is at the “Popular Shirt” section 2. User clicks “view more” |
| View Top Shirts | 1. User goes to the “Premade Shirt” section 2. User selects the Top Shirt they like 3. User receives more information on the shirt |
| User Buys Shirt | 1. User selects shirt that interests them 2. User presses “Buy” button 3. User enters relevant payment information 4. User confirms payment details 5. Shirt(s) arrive to the user based on estimated date of arrival provided |
| Buy Top Shirt | 1. View Top Shirts (subtask) 2. User enters sizing information 3. User Buys Shirt (subtask) |
| Buy Personalized Shirt | 1. Create Personalized Shirt (subtask) 2. User Buys Shirt (subtask)   **Optional:**  User follows Create Personalized Shirt with Customer Image (subtask) if they used a personal image instead |
| Create Personalized Shirt | 1. User is at the “Personalize” section 2. User enters the information requested on the left hand side |
| Create Personalized Shirt with Custom Image | 1. Create Personalized Shirt (subtask) 2. User presses the “Upload Image” button 3. User enters the new information for the custom image layout on the shirt |
| Organize Shirts By Category | 1. View More Shirts (subtask) 2. User selects the category parameter to sort by 3. The page is reorganized with the category/order requested prominently displayed |
| Get Help | 1. User opens the Menu of page 2. User goes to “Contact Us” 3. User fills in required information 4. User clicks send |