



UNIVERSAL DESIGN STUDIOS

Final Design

GoF

Have no fear of perfection - you'll never reach it.

S. Dali

TABLE OF CONTENTS

Introduction

Chapter 1

Homepage

Layout of the Homepage

Functionality and ease of use

Chapter 2

Elements of Main Menu Bar

Buttons on the Main Menu

About Us

Hearing Loss

Hearing Aids

Hearing Test

Book an Appointment

Contact Us

Chapter 3

Product Gallery

Hearing Aids

Amplifier, Accessories, Ear Plugs

Chapter 4

Internationalization and Accessibility

Language

Graphical content and text

Intuitive Interactions

Searching...

Social, FAQ and Blogs

Chapter 5

Final Considerations

Final design

Future work

Introduction

{...}

Before introduce the final design, I want to recall and recap what we have done until this moment.

We have spend a tremendous amount of time working on this project and dealing with all kind of design steps and methods in order to produce a final design that is complete and in the same time pleasurable to use.

Of course this is a websites that deals with a very specific product and for that reason we had to do a deep exploration of the costumers and the clients.

In the first phase of the design we studied the costumers, in the sense of the demographic analysis. We use this knowledge to make the segmentation of the users and from there on the ethnographic analysis.

At the end of this process we considered two main segments based on the age of the users. The first segment age 19 to 44 and the second segment age 45 to 65. We think that the most users will be in this two ranges.

After having defined the segments to consider we had to do the analyses of existing resources.

We considered different sites and apply to them the well-known heuristics of Nielsen Molich, Weinshenk and Barker and the UserFocus.

The score for each website has been studied and represented in a very clear manner using tables in the Project Management Report document.

In the third part of the project we studied the feasibility and defined the scenarios and the characters (personas).

The fourth step consists the actual design phase. We created the information architecture and used the CAO=S model to study the actors and their operations on the system.

In this phase we produced the blueprint of the site and the wireframes for testing.

The last part of the project includes the evaluation. We tested our design (using the wireframes) with real users and studied their behavior and listed their opinions and ideas.

We applied the UserFocus guidelines to our design and the score was good.

With the feedback form the users we are going to redesign the website in the way to better suit the needs of the users.

The idea is to modify our existing wireframes with the new options and modification suggested by the users.

In this document we are going to describe the new design of the website and to explain some of the characteristics and functionalities of the system.

There will be a new set of wireframes based on the previous ones but slightly modified to reflect the new ideas.

One of the places to start for the new design is the Urgency Curve that we have showed previously. There are listed some errors, most of them not serious but that have to be taken into account in any case.

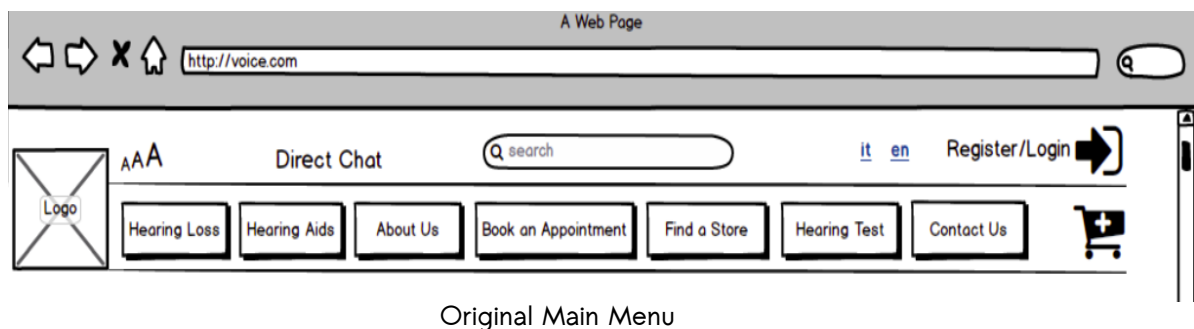
Chapter 1

Homepage

Layout of the Homepage

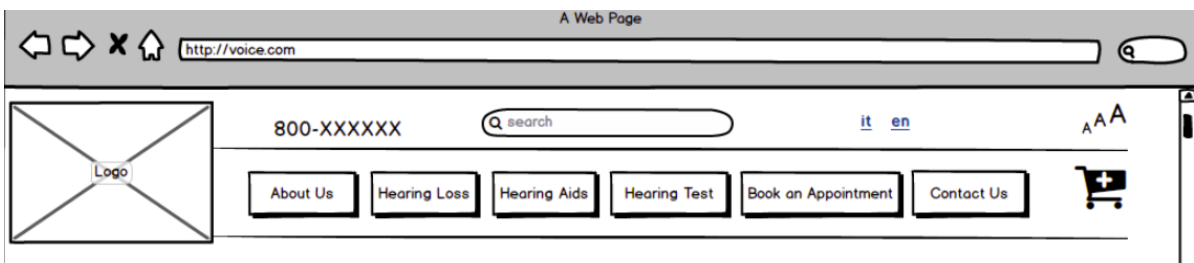
The Homepage is the most important page on a website, because it is the business-card of the company and influences the behavior of the user. In our project the Homepage has a pleasant design and a good functionality. We obtained good feedback at the testing phase, and we are going to apply these new ideas and suggestions to the new design of the Homepage. Some of the main problems of the Homepage in the testing phase that the users have noticed had to do with the size of the company logo and the fact that the main menu bar was crowded with many buttons. Some of these buttons can be placed together in one button because they have similar significance. Another small problem was the idea of having a green number on top of the page, close to the "Online Chat" option. Based on these new ideas we redesigned small portions of the Homepage in order to fulfill this new perspective. First we changed the size of the logo in the top left corner of the Homepage in order to be more visible. After that we redesigned the main menu bar in order to reduce the number of buttons and to place them in a new and more natural order. The figure shows the original main menu design, the one we used at the testing phase.

Fig 1.



The new design of the main menu bar has the following layout.

Fig 2.
Main
Menu



Another change that we did in the original design is that we took away the possibility of registration and login because all the users avoided them in the testing. All the users considered obsolete the registration in this kind of sites. At the end of our study we ended up at the same conclusion. The following figure shows the final design of the Homepage.

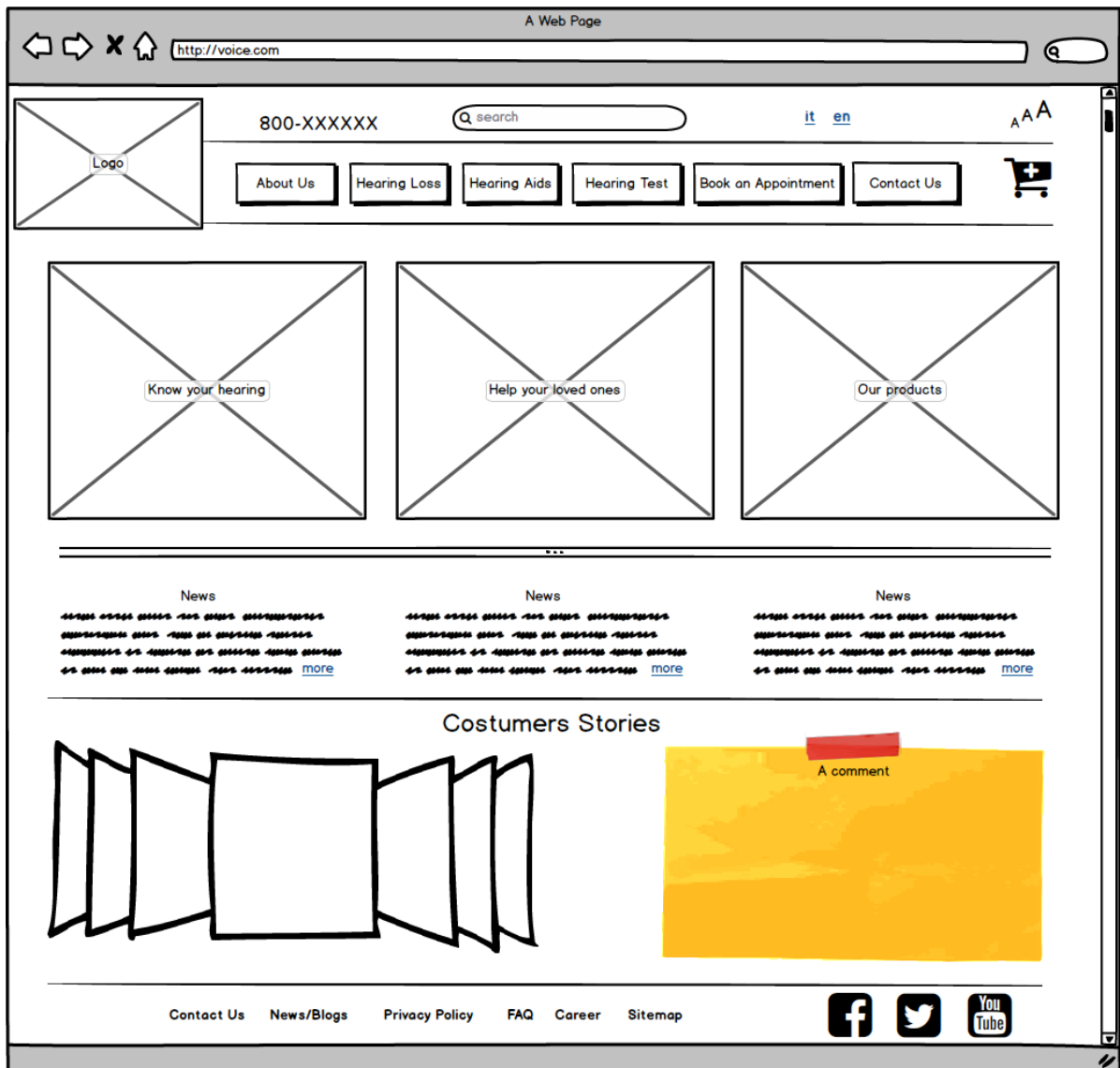


Fig 3. Homepage

The three images in the middle of the page are clickable and each of them leads to a different page.

The first image on the left lead to "Hearing Test". In the second page that we are going to look later the user has the possibility to perform an online hearing test and to see the quality of his hearing.

The clickable image in the center lead to the information page that has all the necessary information regarding the hearing.

The third clickable image lead to the "Product Gallery".

Under the three big images there is a section of news regarding of course the products and information about the hearing.

The last section of the Homepage includes a gallery of images and costumer stories about their experience on using our products.

At the bottom of the Homepage resides the footnote bar where one can find links and information pages, also all the major social platforms.

Functionality and ease of use

The Homepage has all the main functionalities expected for this kind of websites. Of course the information and the whole content of the site are related to the specific topic of hearing.

The test we conducted showed a good functionality of the whole page. The users where able to move without particular difficulties on the Homepage. The buttons are visible and the actions to perform in the Homepage are easy and very intuitive.

Chapter 2

Elements Of the Main Menu bar

Buttons on the Main Menu

All the pages of the site contain the same main menu bar placed on the top of each page. In the same level with the main menu is placed the “Add to the Cart” icon. This is a standard for all commercial pages that offer the possibility to buy online.

The main menu contain six buttons, each of them leads to a different page on the website. Here we are going to see each button and their pages in order to create a full image of the whole website.

- About Us

This button lead to a page that contain all the information regarding the company. In the first section is the story of the company given in pictures. Of course one can think that each picture is clickable and lead into a dedicated page that has detailed information about that date or event. The second section on the left of the page called “Our Mission” is more about the principles and the values of the company. As we know all big companies give huge importance to this elements and their image in general.

Beneath this section is another very important section called “Our Peoples” that is dedicate to the human values of the company. This section contain a short movie and maybe other graphical elements like image galleries etc. On the left side of the page is another section called “Our Partners” that contain some text and a small gallery of clickable images that are links to the websites of the business partners of the company. The figure 4 shows the “About Us” page.

- Hearing Loss

This button lead to the page of information. We have construct this page like a tab-table, containing three tabs.

The first tab called “Causes of Hearing Loss”, as the title implies contain information about the hearing health of the population. The data are shown as text but even graphically using a pie chart in this case.

The second section contain the hearing problems and diseases. We visualize this as a list of items and for each item there is a text box containing information to the right of the item table.

The second tab called “Advice for a health hearing” shows a number of advice for the hearing health represented graphically as columns with a image on the top and some text are below.

The third tab of the table, called “News”, contain news and information. There is a left frame divided in four section (Most Recent News, Top Viewed News, Recently Viewed Articles, Old Articles) and each of this sections has its subsections.

On the right side of the frame we have a big text area where is showed the article the user has selected and a picture or chart depending on the type of article been visualized.

This layout is the same for all the subsections except for the last one the “Old Articles” where the layout of the page is slightly different.

This subsection contain all the old articles and is showed as a list of text items where the user can click the “more” link to extend the text and to read the full content.

The figure 5 shows the Hearing Loss page.

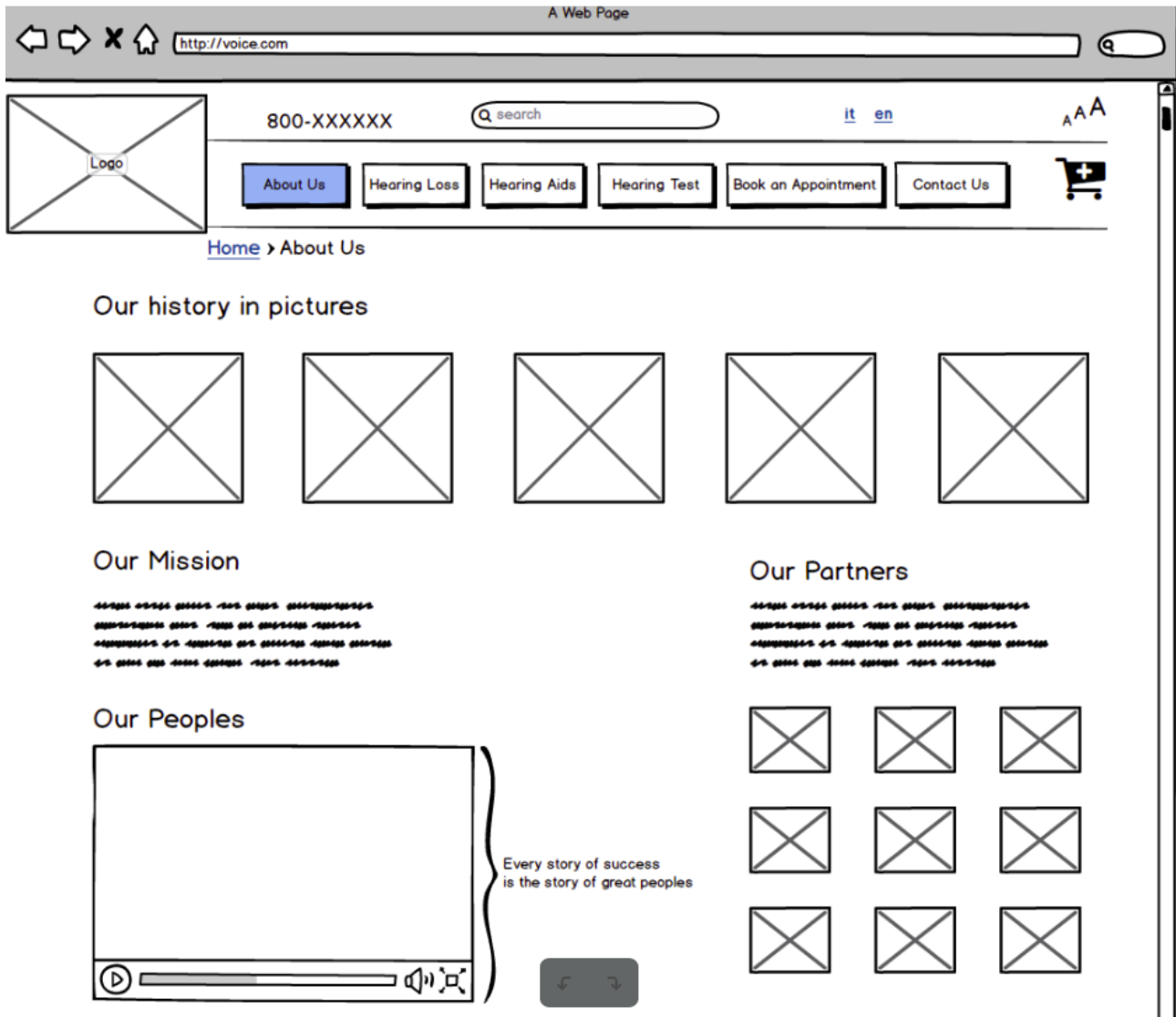


Fig 4. About Us page

- Hearing Aids

As the name suggests this page contains the most important part of the website, the products and the services that the company sells.

Even here we have used a tab-table to represent the content. There are three tabs on the table.

The first tab called “Our Hearing Aids” contains all the companies flag products, the hearing aids. This are all kinds of medical devices used by the peoples that have hearing disabilities.

The first section of this page called “Our products and services” that is also a link to the Products Gallery contain a text area with information about our products. One have two options to access the Product Gallery, first to click the title of the page or, second to click on the image called “Visit Product Gallery”.

Under this section we have placed another section called “Why choose Voice’s products”. This section is dedicated to some kind of promotion for the company products. There is a text area and an image on the right of the text.

The third section of this page contain a dynamic gallery of images that shows the most popular products of the site in that specific moment.

The second tab called “Amplifiers and other Accessories” shows three categories of articles shown in three columns.

The first columns called “Amplifiers” contain the information and the images of the amplifiers. At this point I should specify that amplifiers are products that the user is allowed to buy online without a recipe by a doctor. Is just a device that everybody can buy with little money and to use as needed.

The next columns called “Accessories” contains other kind of products that a user can buy online. Products on this class are clocks for example.

The third columns are the “Ear Plugs”. We can think about this products as more professional items, that can be used by workers in noisy environments like factories.

All the images on the three columns are clickable and lead the the Product Gallery.

At the bottom of this page is a section called “Our best selling products” that in a dynamic way shows the most popular items at that moment.

The last tab on this page called “Assistance” contains all the information for the costumers that have already a hearing device.

Here are included information on how to use and to maintain the device. Also on this page the costumer can find all the communication means with the company.

The image 6 show the page Hearing Aids.

- Hearing Test

This button give access to the page with the same name. Here the user can perform an online hearing test and get real time results regarding the quality of his hearing. One can get to this page even from one of the big images on the Homepage.

There are some instruction of how to perform the test and then the start button. When the user click the “Start the Test” button a new page opens and the actual hearing test begin.

There is a movie player on the top of the page and a progress bar on the right side of the page.

At the end of each step the user has to answer to some questions regarding the audio that he heard.

When the user finish the test we get the final results and can decide what to.

The images 7 and 8 shows the Hearing Test pages.

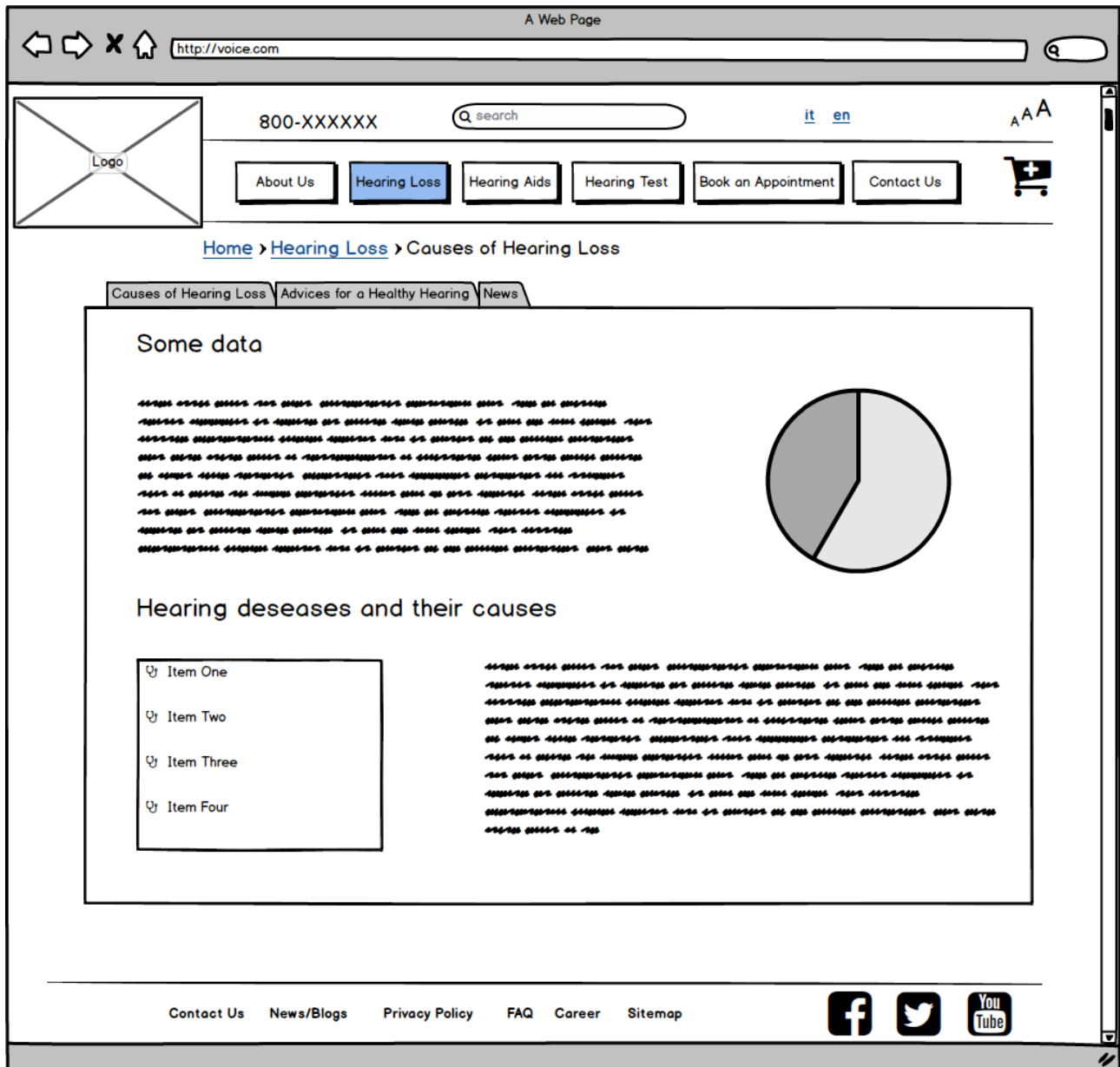


Fig 5. Hearing Loss

- Book an Appointment

As the name implies in this page the user can create a new event, in this case fix an appointment to one of the shops of the company.

The layout of the page is the standard one, the user can select a date, a location and fill a form with some information.

The information that are required are shown with an asterisk and apply all the good norms of the usability. The form fields have a predetermined text name that disappear when the user click on it.

Once the user fill the form and select one of the radio-buttons he can click to the “Send” button and after that a notification will be send to the email address of the user to confirm the appointment.

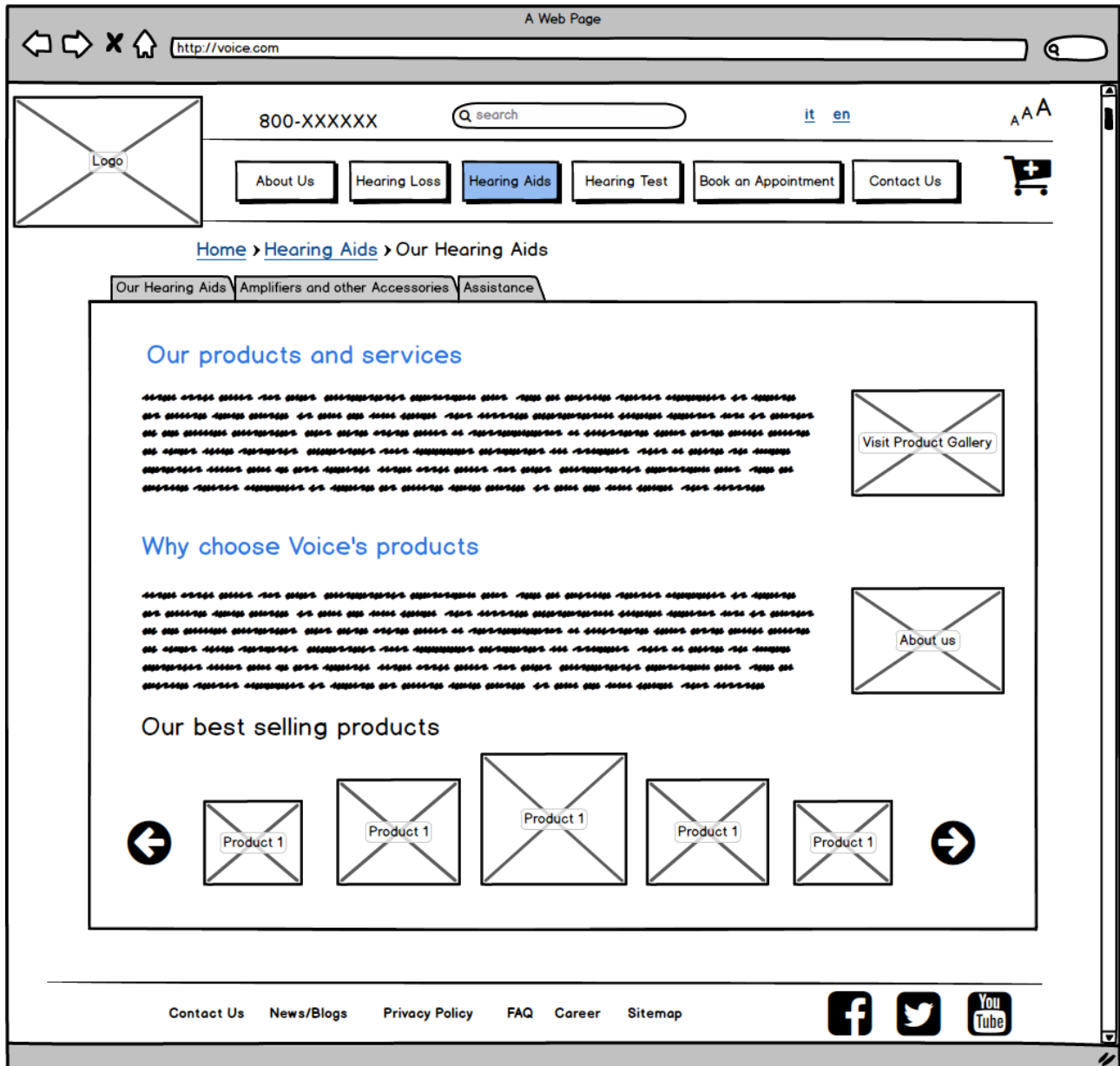


Fig 6. Hearing Aids

- Contact Us

In this page the user can find all the contact information, phone numbers, email addresses and other .

One important possibility is to write the address of your home and to find the closest shop.

There is an interactive map that shows the shops around the location of the user.

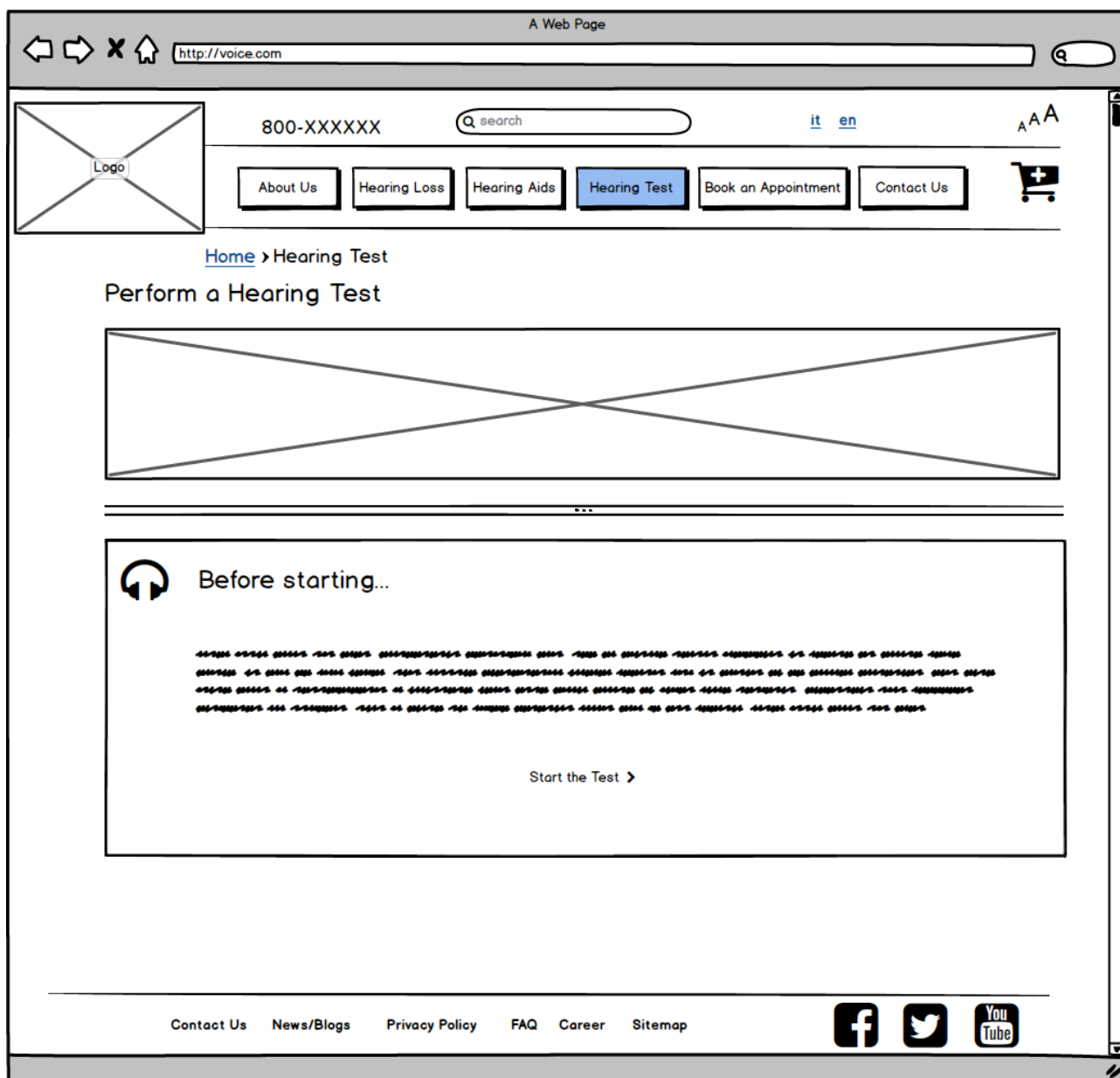


Fig 7. Hearing Test - Instructions

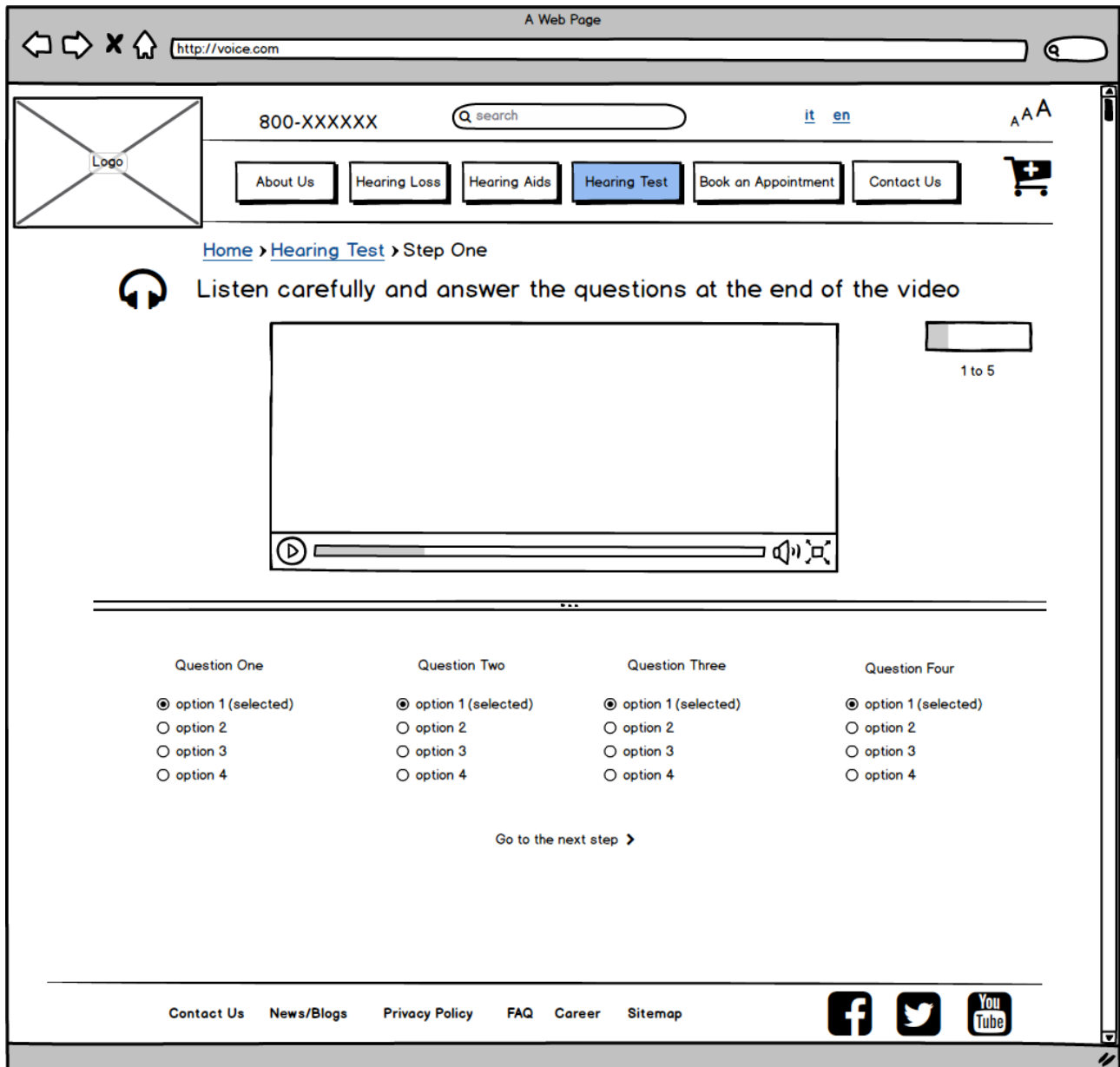


Fig 8. Hearing Test - Steps

The figures 9 and 10 represents the Book an Appointment and Contact Us pages.

A Web Page

http://voice.com

800-XXXXXX

search

it en

Logo

About Us Hearing Loss Hearing Aids Hearing Test Book an Appointment Contact Us

Home > Book an Appointment

Request a charge free Appointment

Please choose a date and the place

Bologna

2018 Sun Jun 17

JUNE 2018						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

CANCEL OK

Please fill the following form

First Name*
Donald

Last Name*
Norman

Phone Number*
xxx-xxxx

Email Address
example@example.com

Tell us something
im Donald and i don't like ugly doors...

I want to be called back by...

☐ Phone ☐ email

Send >

Contact Us News/Blogs Privacy Policy FAQ Career Sitemap

f t YouTube

Fig 9. Book an Appointment

A Web Page

http://voice.com

800-XXXXXX

search

it en

Logo

About Us

Hearing Loss

Hearing Aids

Hearing Test

Book an Appointment

Contact Us

Home > Contact Us

Contact Us

We can solve together your Hearing Loss

I want to be called back

First Name*
Jesse

Last Name*
Garrett

Email Address*
example@example.com

Phone Number*
XXX-XXXX

Tell us about yourself
I am JJ Garrett and i like to design usable systems

Submit >

Find the closest store to your Home

Please, enter your address
12345

Store One

Store Two

Store Three

Store Four

Contact Us

News/Blogs

Privacy Policy

FAQ

Career

Sitemap

f

Twitter

YouTube

Fig 10. Contact Us

Chapter 3

Products Gallery

Hearing Aids

The Product Gallery is one of the most important pages of the website. It can be reached in two ways, first following the links in the Hearing Aids button on the main menu or, second form the image with the same name in the Homepage. The figure 11 show the main Product Gallery page.

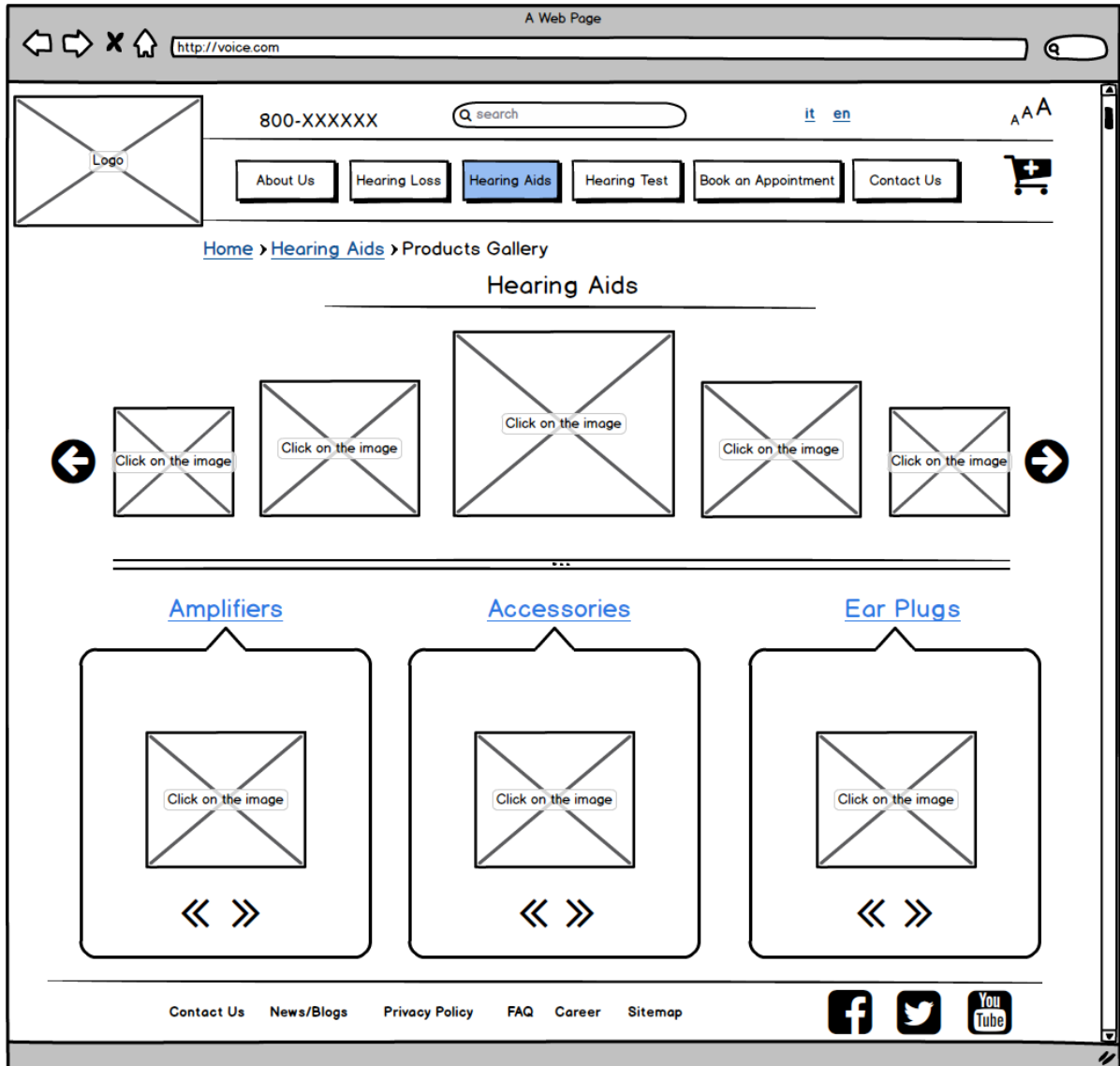


Fig 11. Product Gallery

The images are clickable and lead to other pages. In the case of the Hearing Aids when you click a image a new page opens. This new page contain the information for each device. The information contained are:

- the technical characteristics of the product
- the price of the product
- possible personalisations
- book an appointment

The figure 12 show one of this pages.

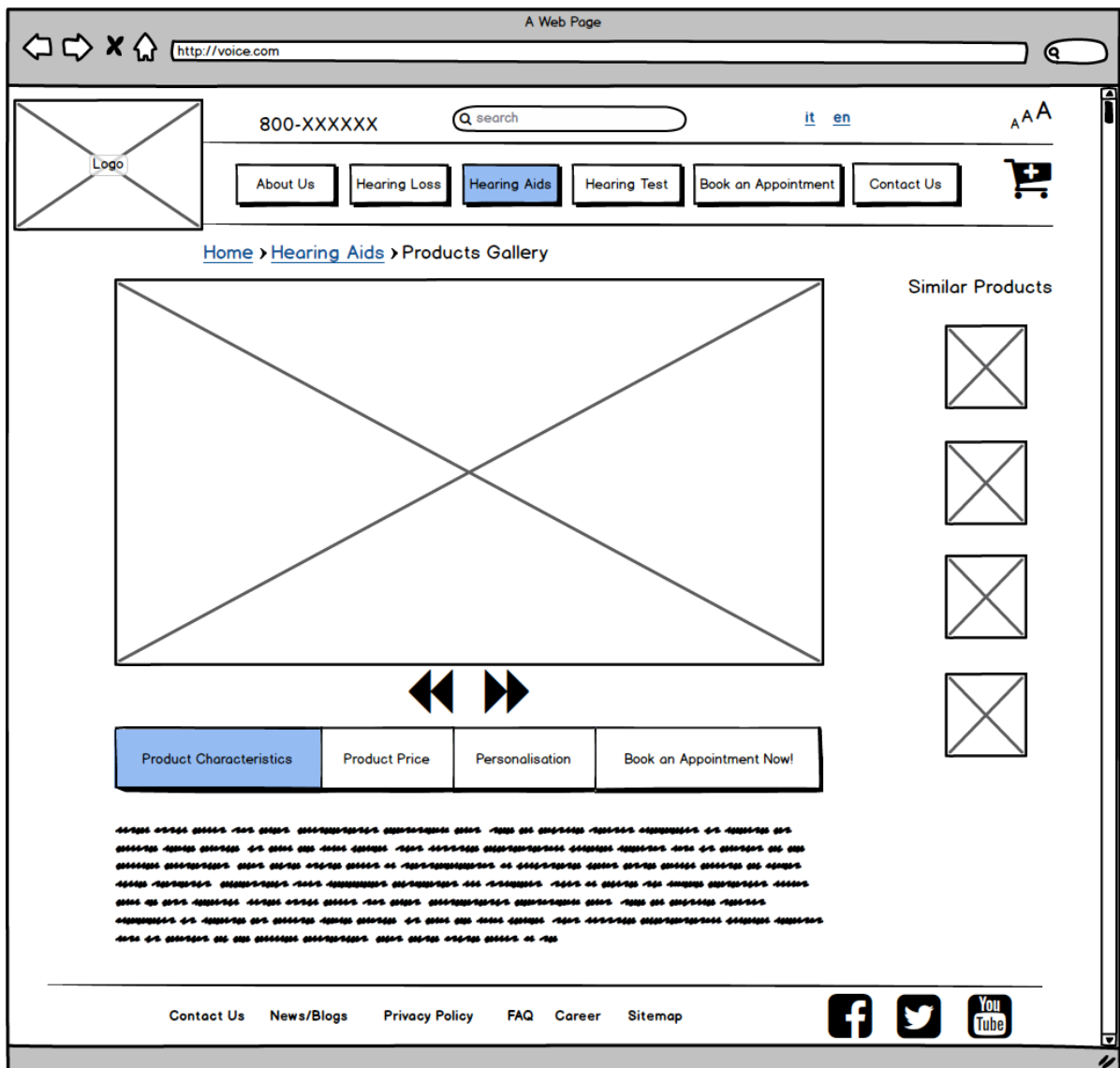


Fig 11. Single Product

As you can see, in the center is a big image of the product being displayed and in the right side of the page there are a set of images that represents products similar to the one in exam.

One thing to keep in mind in this kind of products (Hearing Aids) is that the site does not provide the possibility to buy online such products and the reason for doing this is based on law. We are dealing with medical devices here so the laws are very strict. The customer has to go to the shop and then after the necessary analyses by a specialist can buy one product like this.

This thing are now valid for the second category of products (Amplifiers and other Accessories).

Amplifiers, Accessories, Ear Plugs

The second class of products that the website contains are the Amplifiers and other kind of accessories that can be purchased online using the interface of the website.

In the product gallery page the second level is dedicated to this group of products. They are divided in three visible columns, each with the specific name. The user can click the images or the title at the top of each group and to be redirected to a new page that shows the products in a table form. This type of visualization is applied to all three groups of products.

The figure 13 shows this division of categories in the Product Gallery page.

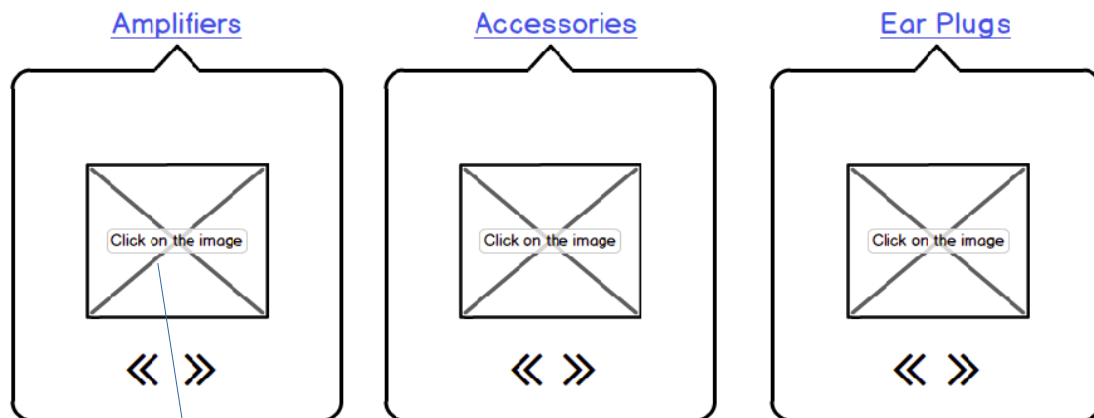


Fig 13. Division of products by category

This are all clickable images that leads to the gallery of product specified by the category, in this case Amplifiers.

The new page is a standard products page. In the left side is located a vertical frame where the items, divided in their categories are listed. On the right side of the frame is shown a table with the small images of the products. This images are clickable and leads to a particular page that is the single product page.

Under each product image there is a small text area and a “buy now” icon. You can purchase the products in this category by just a click. The interface for the online purchase is the standard one and we did not implemented in the wireframes.

The page of the single product is very similar with the one seen before when we studied the hearing devices.

There is a big image of the product in the center of the page that shows the actual product. Beneath the images are the arrows that one can use to see other images of the same product. Beneath this arrows is located a set of three buttons, (Product Characteristics, Product Price, Buy it Now) that do exactly what the name implies. On the right side of the page is a gallery of product similar to the one that is shown.

The figure 14 shows the product page of the Amplifiers.

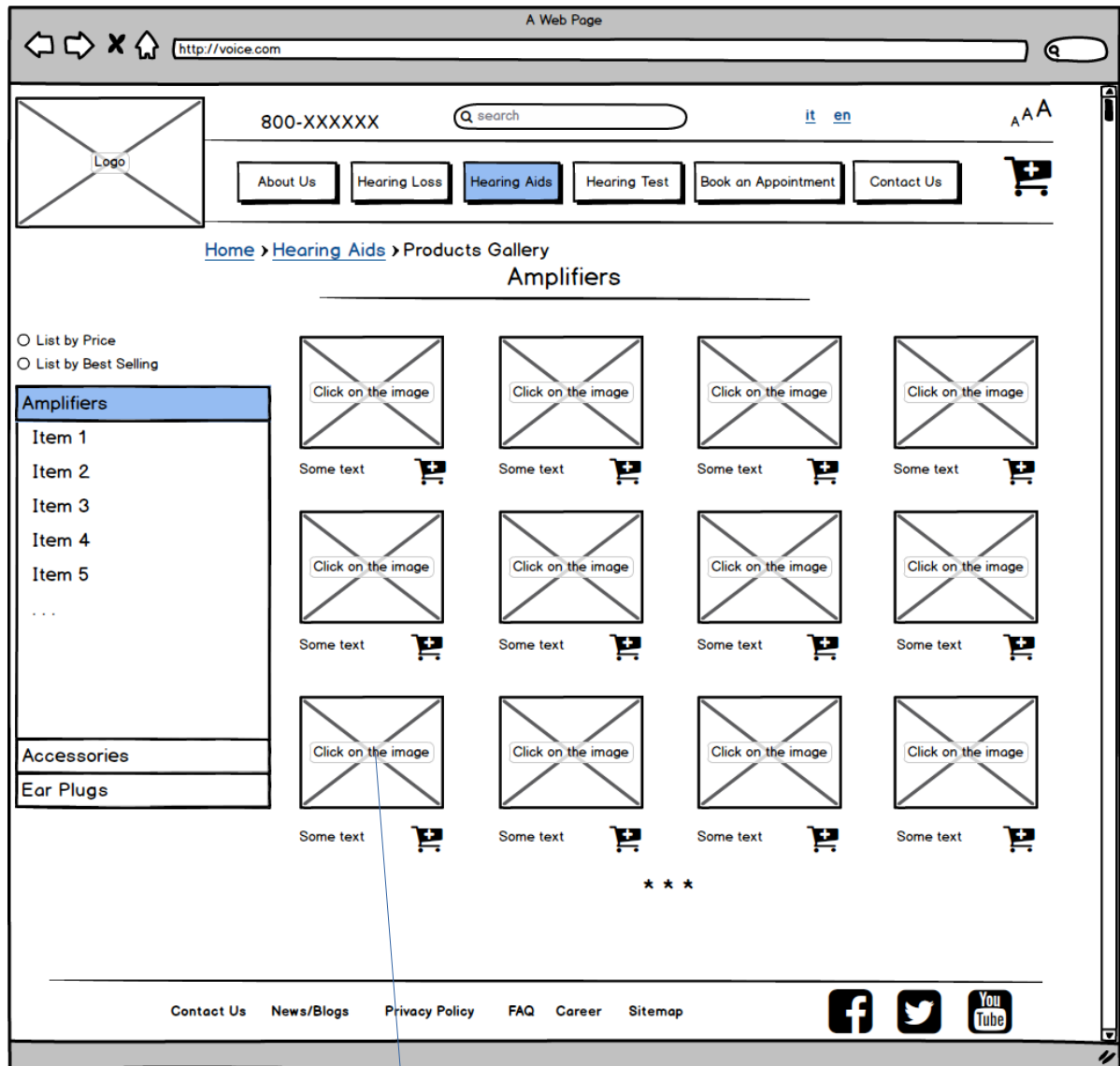


Fig 14. Products page of Amplifiers

Every image is a clickable image that show a product item. The user can click each of this images and to be redirected in a new page that is specific for each product.

The figure 15 show the page of the individual item in this category.

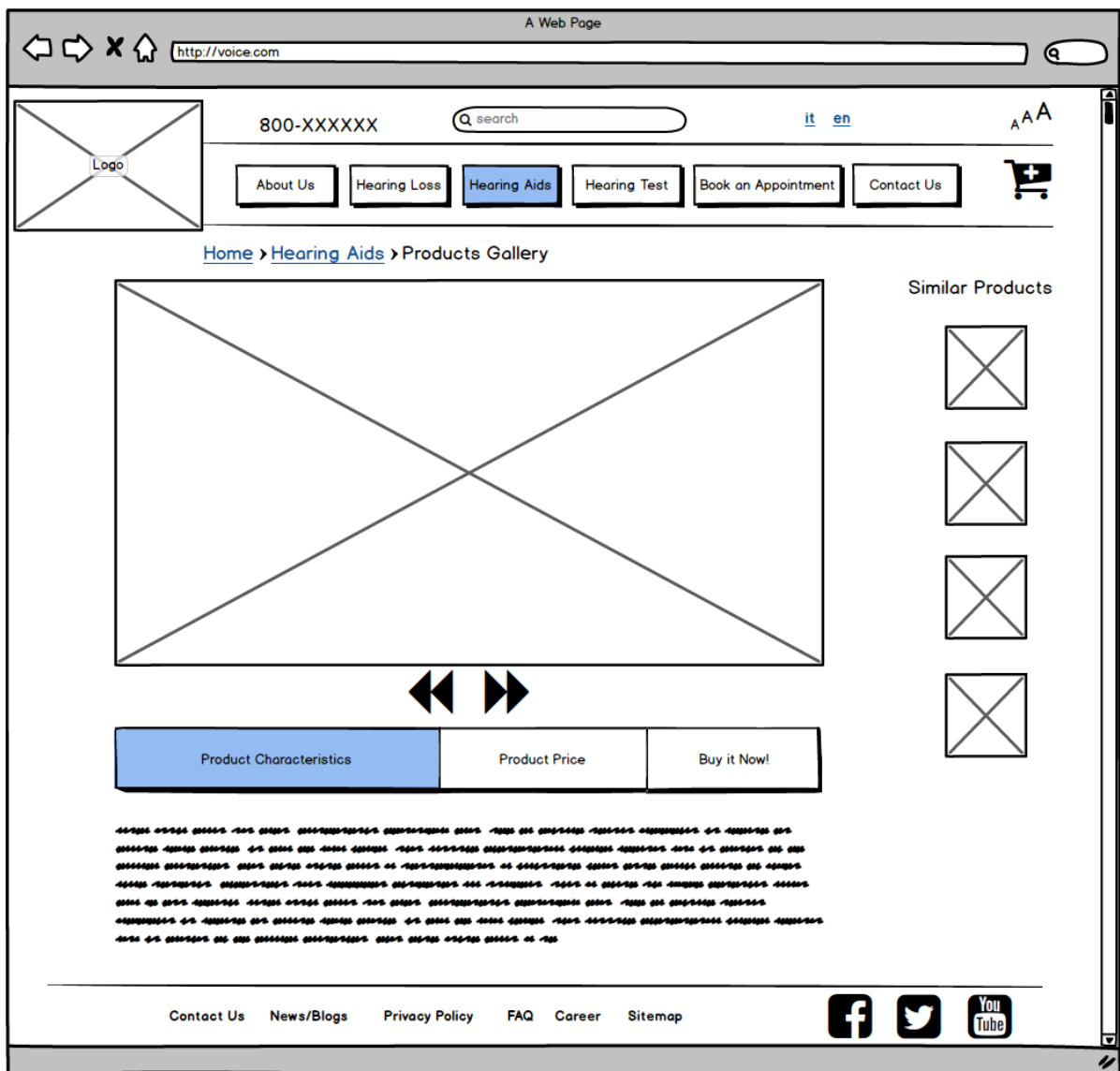


Fig 15. Products page for each product

◆ Chapter 4 ◆

Internationalization and Accessibility

Language

The website provides the possibility to change the language of the text. We have provided two implementations, in italian and in english. There are two links at the top right of the page that indicate the language.

In the text areas we try to avoid the technical language in order to permit to all kind of users to obtain the information and the data they need.

The figure 16 shows the language options.

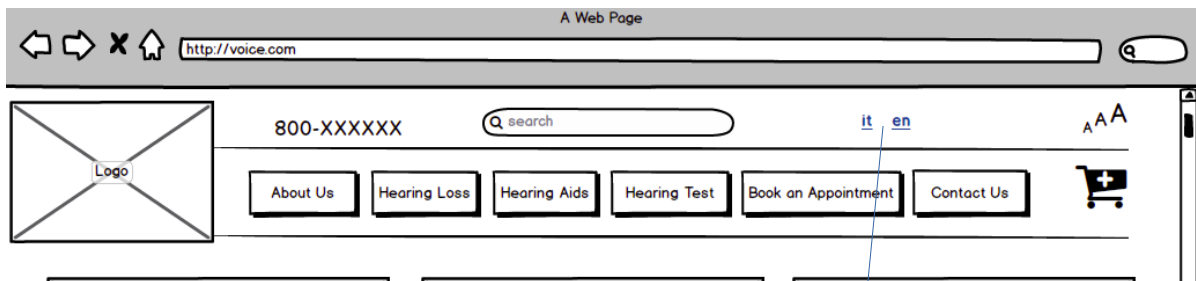


Fig 16. Language options

Using this two options the user can select the language that he/she want to use in the website.

Graphical content and text

The layout of the pages is designed in a way that provides the most important information in the first glance in a non invasive and boring way.

The proportion of the white parts of the website to the written content is considered to be in a pleasant way which will not cause fatigue in the user's eyes who is looking at.

The text size, font and color are chosen to be in compliance with the users mental model. In addition there is the possibility for the users to re-scale the font size. This option is provided in a visible location at the top of the page.

Intuitive Interactions

The objects in the pages are provided in a way that tries to keep the user in a state of flow, which is compatible to their intuitive mental model. In other words the attempt has been done in order not to distract the user while surfing on the pages. Operations have been located in such a way to be at hand so that the users are not obligated to spend a lot of time to find them. The operations are also considered to be repeated in case of their importance in other locations to be found not only with a unique route.

Searching...

The website provides an internal build-in search motor. This option provides the user with the possibility to search information on the site using only a small portion of text or keyword. The search engine is simple and easy to use and provides the most important features related with the research of information in the site.

The result of the search are shown in an ordered list based on the relevance of the information.

Social, FAQ and Blogs

To start explaining about socials we considered to enable the users to get connected to the most popular online social networks such as our Facebook, Youtube and Twitter pages. Plus, the users are provided by the facilities to contact us using telephone, email etc.

We also provided a FAQ page with the most probable questions and the related answers.

Another utility is the possibility for the users to read and write in the blog.

Chapter 5

Final Considerations

Final design

In this document we have presented the final design of the project. The most important parts of the project have been highlighted and explained in an exhaustive way.

Future work

Future work on this system can be focused on the fact that it would be possible to access the system via mobile application. In this way the users have a wider option to go for our product.

Further work can also be done on the technical part of the SEO in order to prepare a higher page-rank in search engines such as Google.

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