Final Project Report

Project & profile page design

ENSE 871
Usability Research & Engineering

Submitted by:-

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1. Business Need

The Saskatchewan Regional Centre of Expertise on Education for Sustainable Development (RCE-SK on ESD) seeks to transform education for sustainability in our region. Education includes formal education (such as primary, secondary, and post-secondary education) as well as informal and non-formal education (such as the private media and public education by non-governmental organizations). Education respects the autonomy and dignity of the learner. ESD helps us work together to identify and pursue paths to sustainability, leading to improvements in quality of life while sustaining healthy ecosystems. They promote active environmental stewardship, social justice, and intergenerational equity.

The RCE-SK web platform may provide an ideal centralized source of this knowledge. A better understanding of how to disseminate, share, and grow knowledge on the local/provincial work towards ESD is needed. As well, ways to indicate local/global willingness/need to collaborate on current and future projects could be facilitated by the web platform accordingly

Keywords:

Signifiers, Software Prototyping, UN Goals, Fast Feedback Cycle, Human-Technology Teamwork, Simple Design.

2. Project Planning

2. 1 North Star & Carryover Customer:

In our analysis of the problem definition and business need, the North Star customers would be Volunteers, Environmentalists and Researchers. The Volunteers would be teachers, students, environmental activists, etc. The Carryover customer would be all the stakeholders and all the people who will visit the site to know more about what RCE do and how it do it.

2. 2 Assumptions and Constraints:

The assumptions related to the project are listed below:

- Developing an interactive interface for RCE SASK to showcase the Projects & Profile section of the website.

- Collecting and Brainstorming ideas using methods like USM, Empathy Mapping, Fast Feedback Cycle.
- Adobe-XSD to showcase the high-fidelity design of the website.
- Wordpress to build the actual website design based on the high-fidelity.

2. 3 Key findings:

Affinity Diagram:

The key findings of affinity diagram are defining the problems and requirements for the development of the problem in hand. The design and feature description shows the details of the design aspects and the workflow of the design problem.

Empathy Mapping:

The key findings from the empathy maps include what we got from the meeting with the customer. It shows what the customer feels about the current design of the website and what needs to be changed in order to provide the customers visiting the website with the information of what RCE SASK is exactly and what are its goals. The pain point includes what the customer feels and what we feel are the main issues with the website.

2. 4 User Story Mapping (MVP):

The user story map defines the design aspects of the website. The MVP 0 defines the initial phase of the website design by gathering the requirements from the customer. The next MVPs define the gradual development of the website by defining the functionalities from the low-fidelity and high fidelity design of the website. The last MVP defines the final design and functionalities of the website.

2.5 Prototype Summarization:

We built two prototypes during the execution of the project. We started with the first prototype where each team member drew the initial idea of the website on white paper using pen/pencil which was our low-fidelity design. The second prototype that we built was our high-fidelity design using Adobe-XSD software.

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2.6 Related Concepts:

I.   Simple Design:

The design is kept simple as coined by Dr. Albert Einstein in one of his research papers for designing user friendly designs. A simple design allows the user to easily access and interact with the interface but one thing to note here is that the design is not simpler that it looks boring.

II.   Signifiers:

Signifiers are used in the project to show the 17 SDG goals that relate to the project directly and indirectly. The SDG icons that are prominent are directly related to the project and the icons that are faded are not directly related to the project. As shown in the below picture.

Figure 1: Signifiers

III.   Human-Technology Teamwork:

Don Norman coined this term Human-Technology Teamwork. It means getting constant feedback from the people and including their behaviour in the design to make the experience delightful for all.

2.7 Project Planning:

The design of the website that we built using wordpress is almost same as the designs that we built using the high-fidelity prototype. The only difference is the search bar that we added beside the video on the main page. Below are the screenshots of the website.

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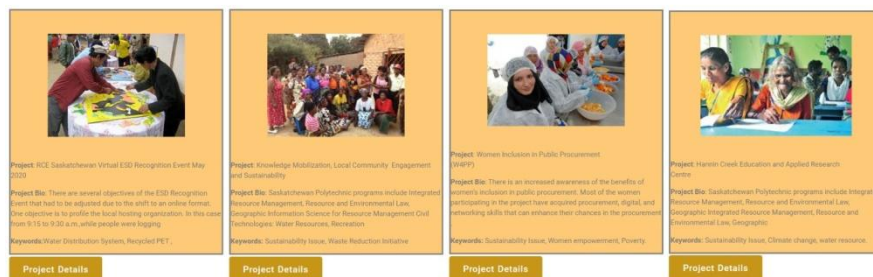
Figure 2: Front page (1)

Figure 3: Front Page (2)

Figure 4: Main Project Page

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Figure 5: Project Description Page

2.7.1 Summarize how you felt about the project?

We felt good about doing the project as it was a new experience for all of us. The best part was that the concepts that we learned during the lectures, we implemented most of them and we had a great experience talking with the customer face to face and developing the design based on the feedback.

2.7.2 Summarize what went well during the project?

The team meetings were all good. The team did a good job collectively and we all played our role in the development of the project. The feedbacks from Carissa helped us in improving the design of the website incrementally. Tim helped us with the plugins which was a great help for us.

2.7.3 Summarize what not went well during the project?

The timings of all the team members were a little off for the regular meetings. We all had part-time jobs so it was a little difficult to manage the time, but we all did really well in our coordination.

2.7.4 How successful was your team in translating prototype into WordPress reality?

The design of the website is exactly the same as we designed during the prototyping of the project.

2.7.5 Did you find that people-centred design ideas discussed in lectures helped your design explorations?

Yes, some of the ideas like signifiers, human-technology teamwork and signifiers relate to the design that we built up for RCE.

2.7.6 What would you do the same on future projects?

We will definitely make the empathy maps in future as they define the requirements given by the customer and perceived by the designer.

2.7.7 What would you do differently on future projects?

We can do better time management and explore more options and functionalities in the design of the website like new plugins and design concepts.

2.7.8 Summarize opportunities and design ideas for future work

The design of the website will definitely improve if we work on in future. We will explore new ideas and new plugins to implement new functionalities in the website. We can also improve the search of the website by using the pro version of elementor and search & filter plugin as the basic version of elementor does not allow different search filters.

2.8 WordPress Themes and Plugins:

- Theme : 2020
- Plug Ins:
    - Duplicate Page : to duplicate page for searching option
    - Elementor : for making page content and post
    - Graphina - Elementor Charts and Graphs : for inserting the desired pie chart
    - Post Type Switcher : to transform page to post
    - Search & Filter Pro : to add the search option
    - WPvivid Backup Plugin: For backup.

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