

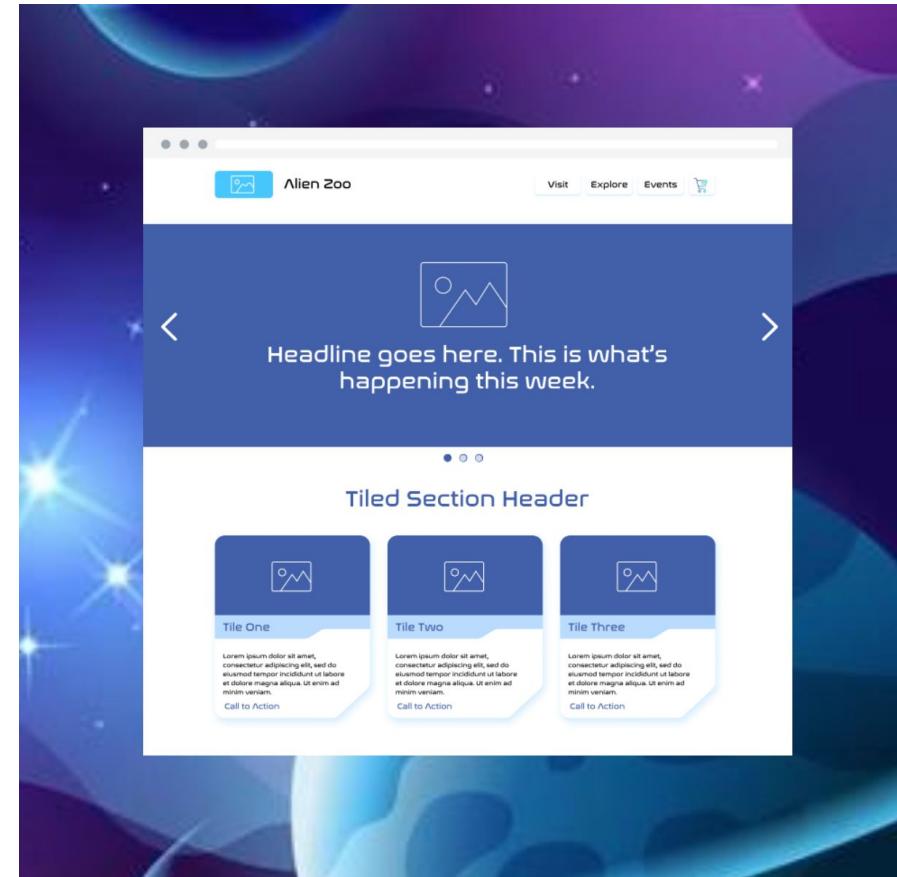
Irtysh Team Prototype 3: Functional Prototype

Alien Zoo:

Our team designed a functional prototype of an alien zoo website that allows people to purchase tickets, plan a visit, view exhibits, donate, etc. We've sketched and developed a set of wireframes to complete three actions on the site:

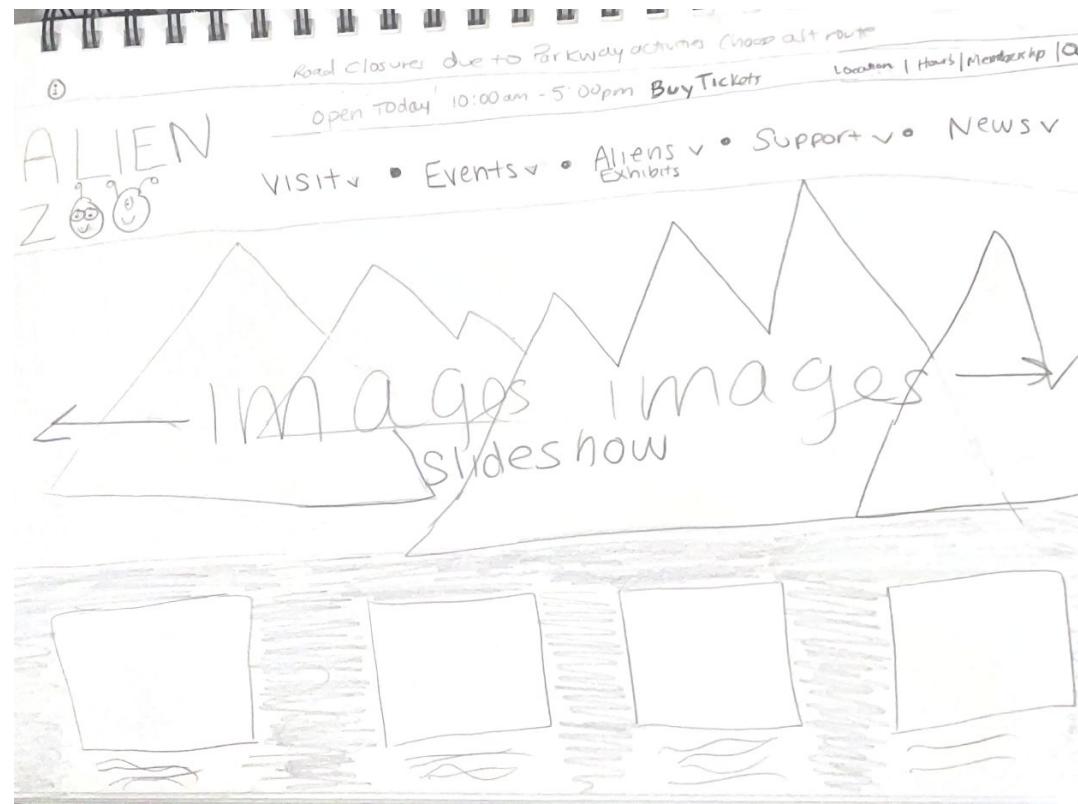
- View a calendar of special events, exhibits, activities, etc.
- Select and purchase both general admission and special event tickets (and airdrop your ticket to a smartwatch)
- Utilize an interactive map

The goal of these wireframes was to think through the required steps to inform our clickable prototype, so that we didn't end up making a lot of changes once we had designed high-fidelity screens.



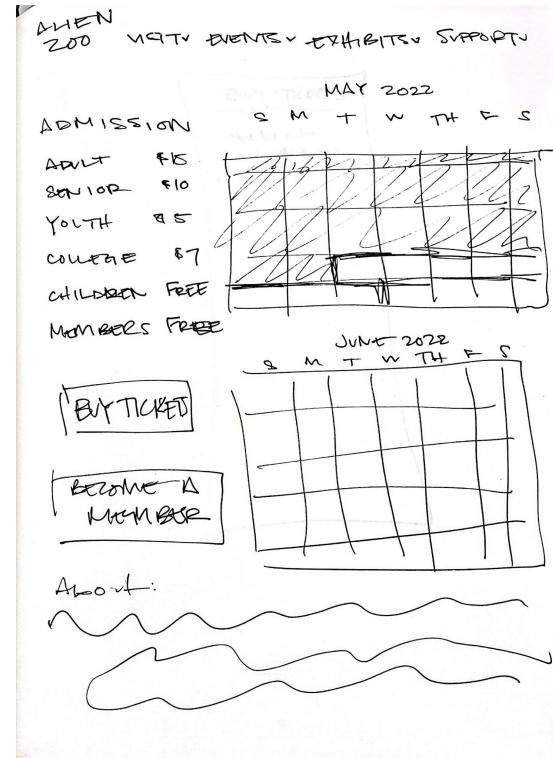
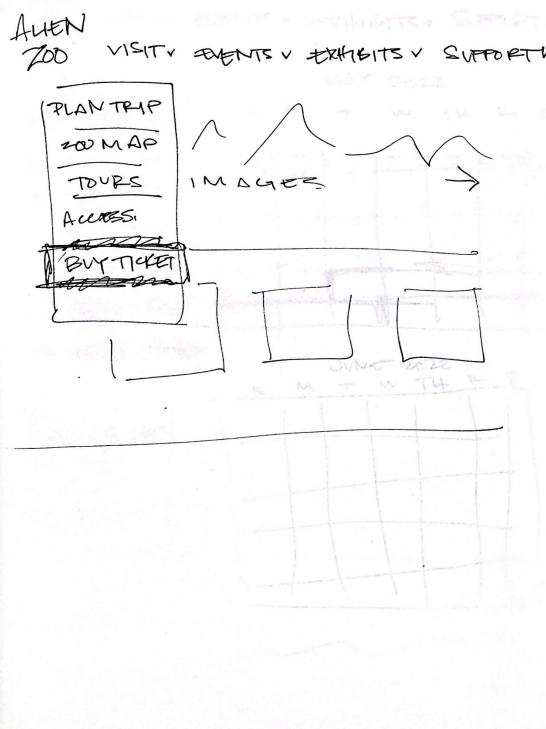
Sketches:

Homescreen



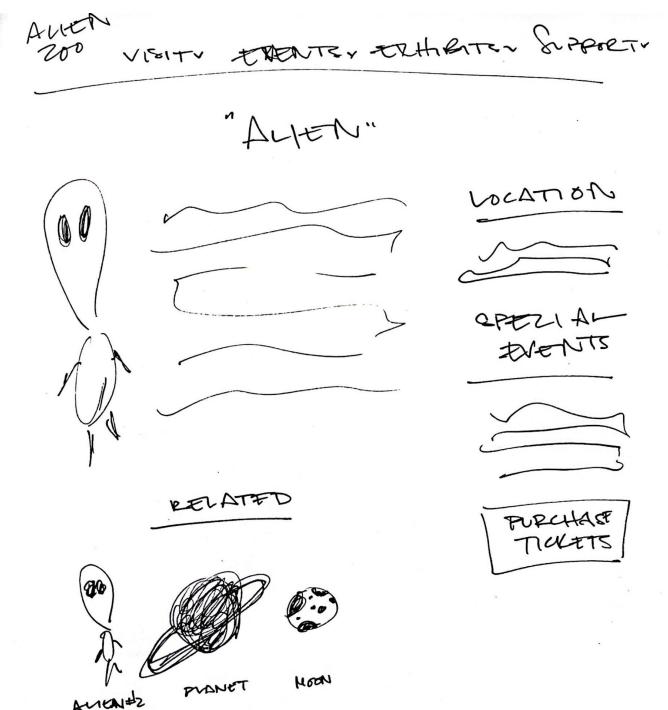
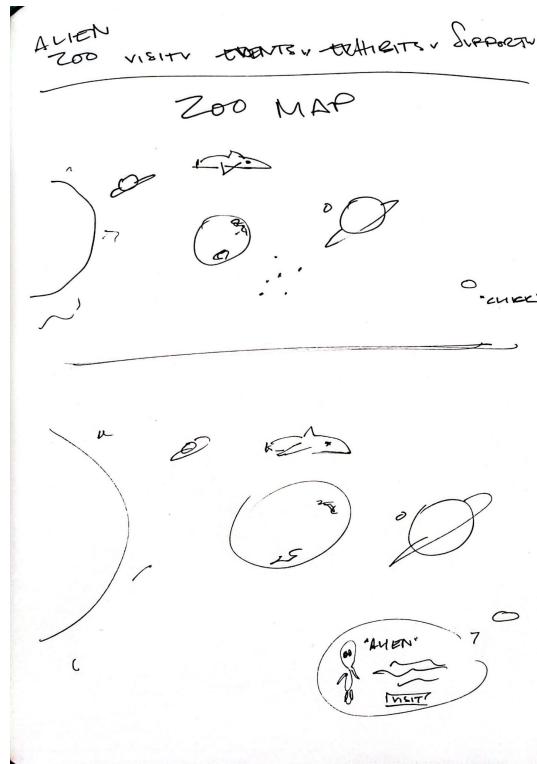
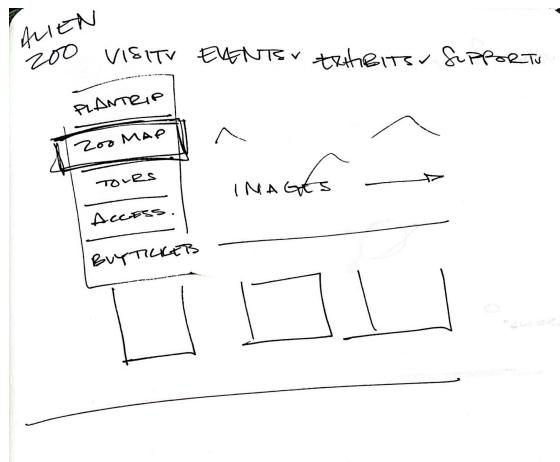
Sketches:

General Admission Ticketing



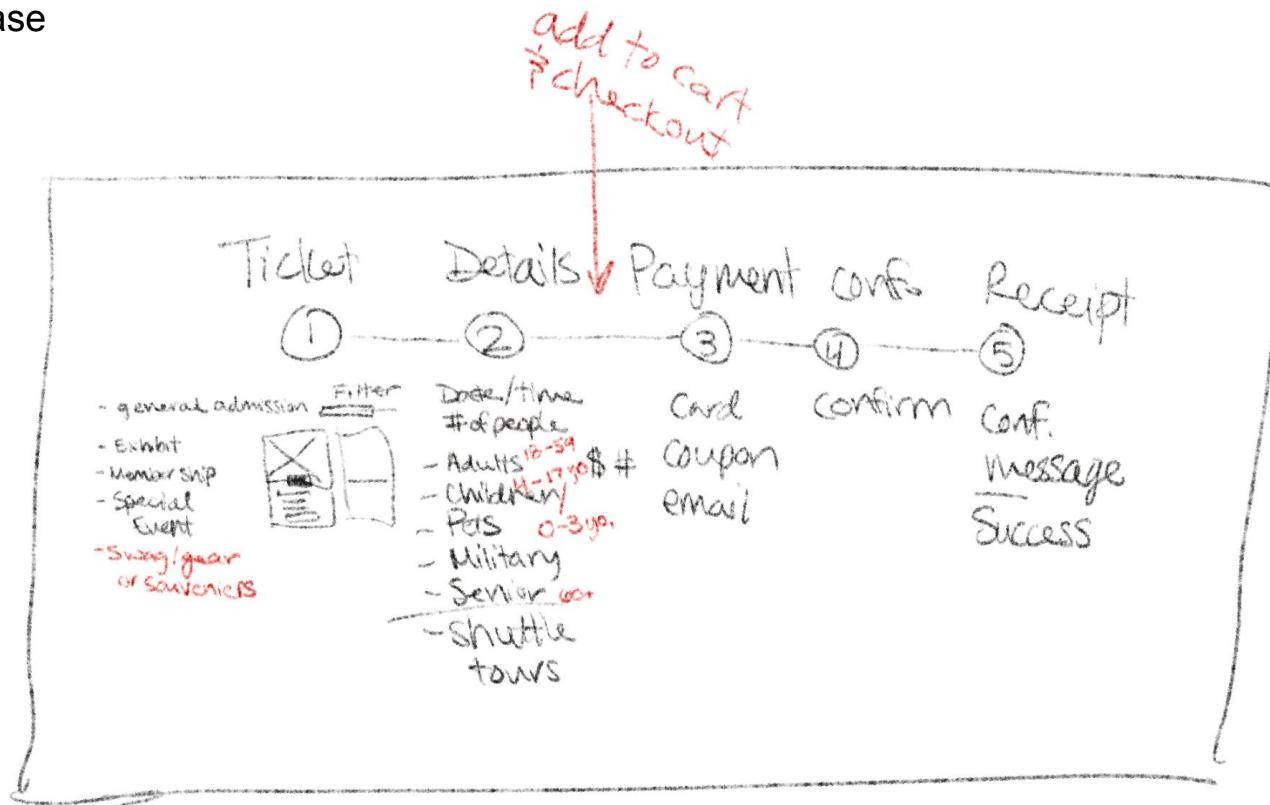
Sketches:

Zoo Map & Alien Info Page



Sketches:

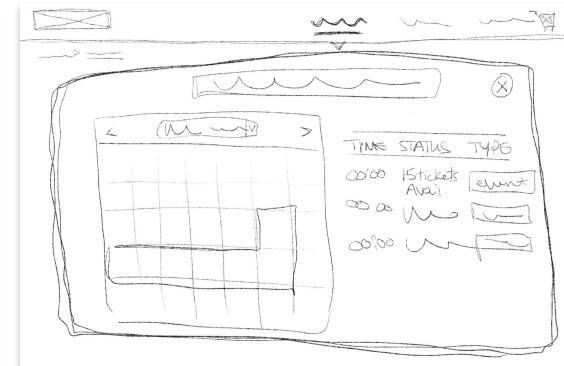
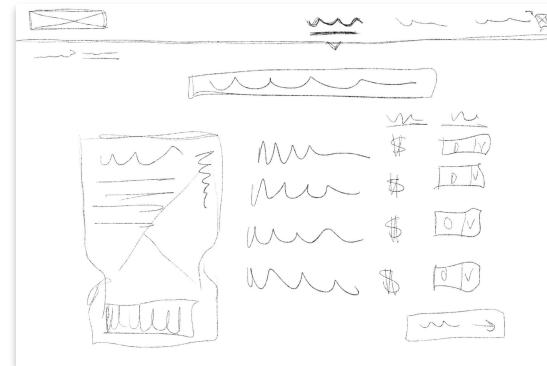
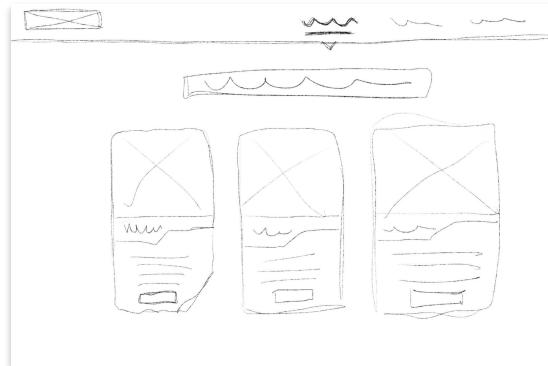
Ticket Purchase



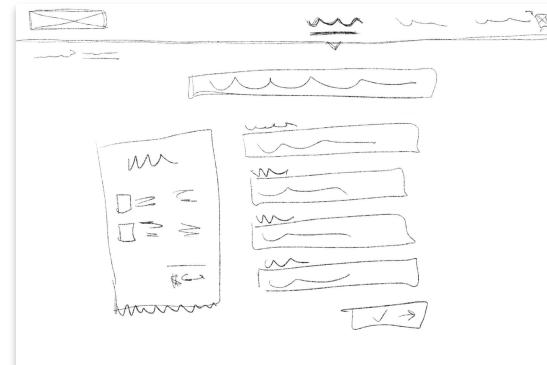
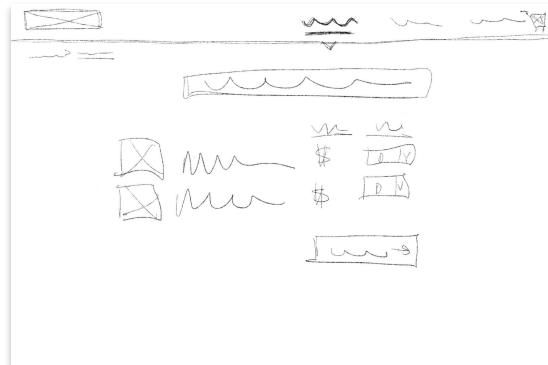
Sketches:

Ticket Purchase

Add to Cart

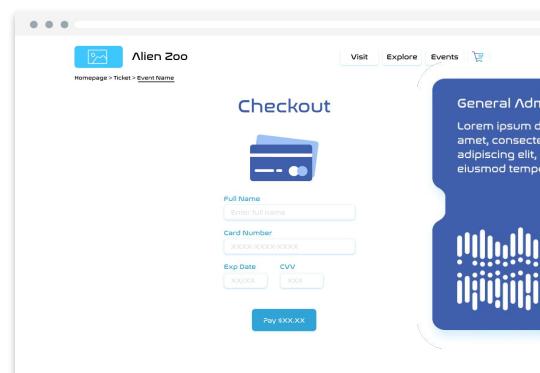
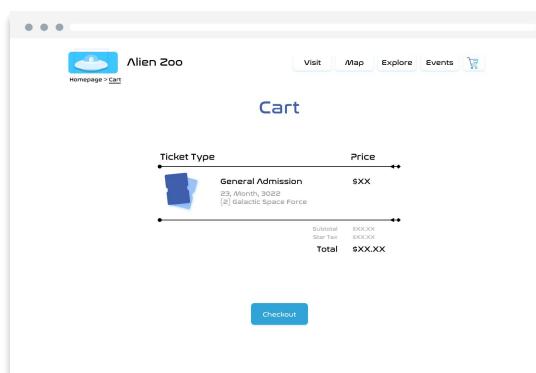
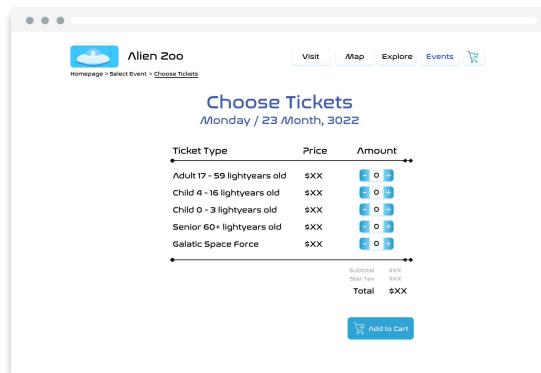
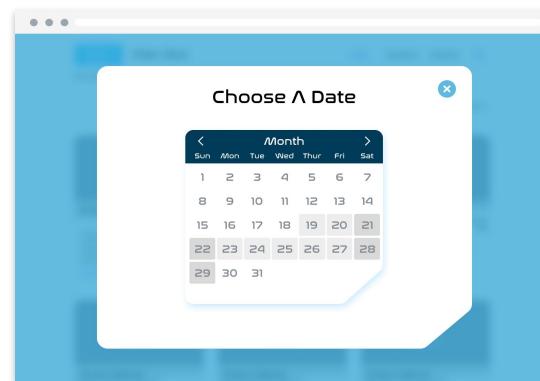
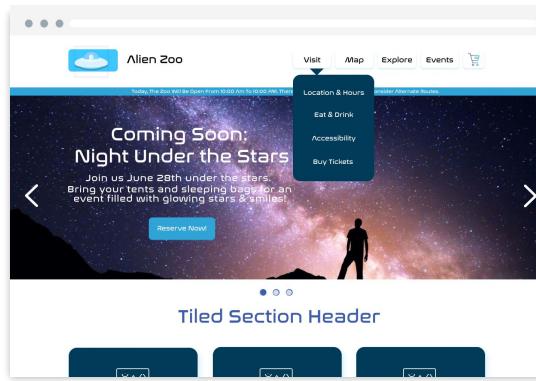
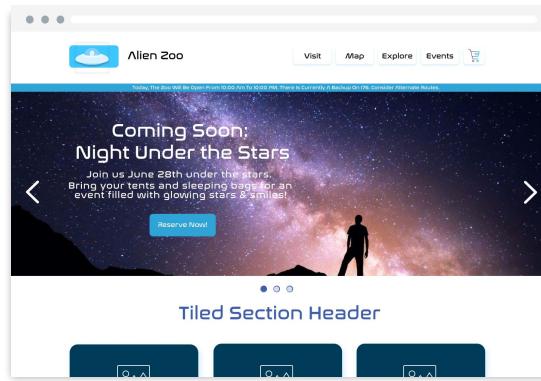


Checkout



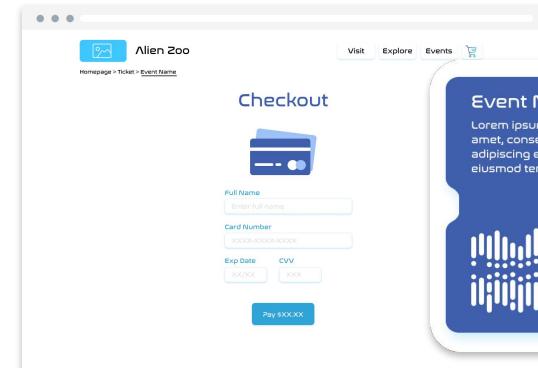
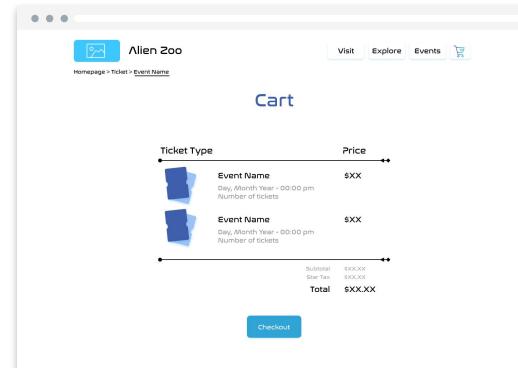
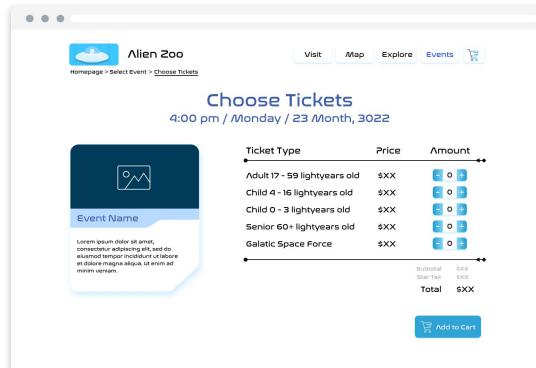
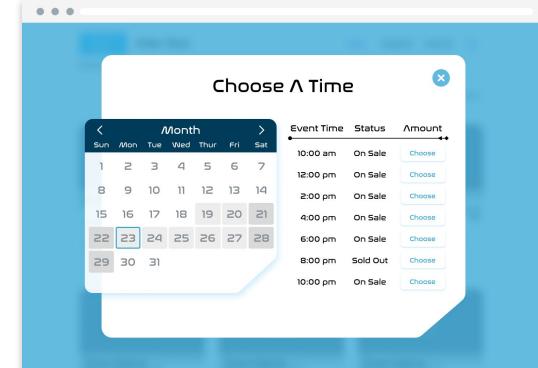
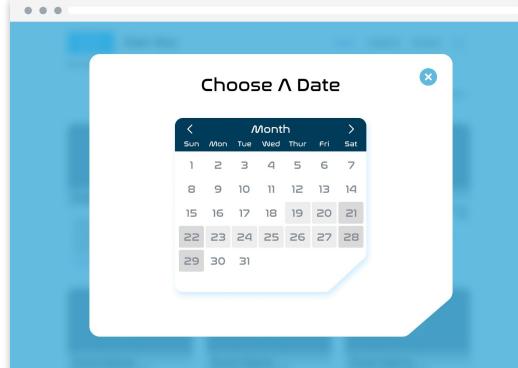
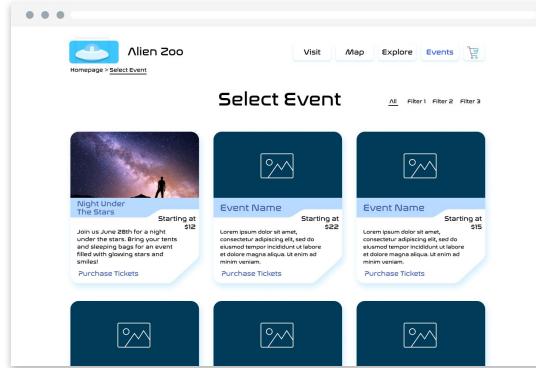
Wireframes:

General Ticket Purchase



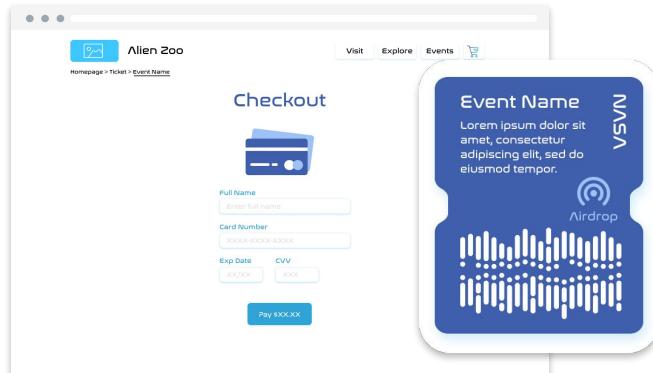
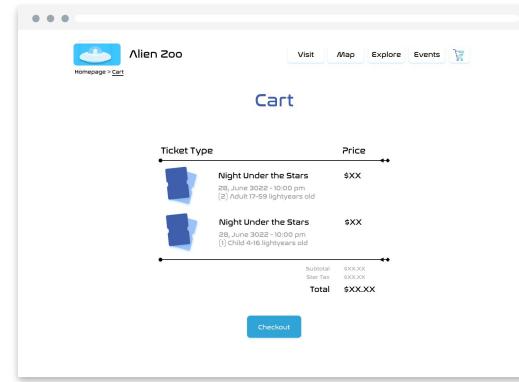
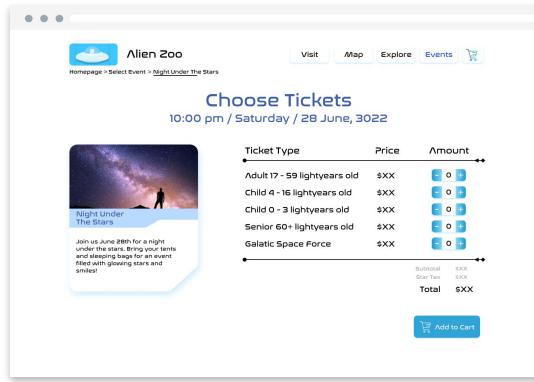
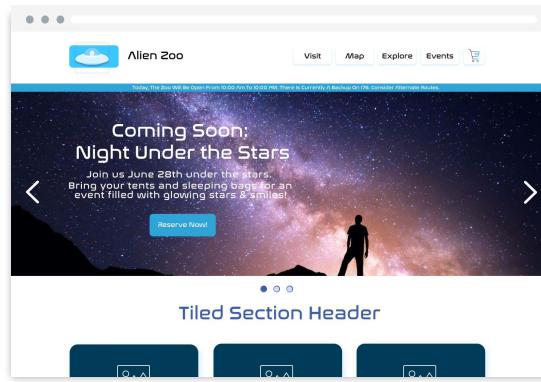
Wireframes:

View All Special Events & Purchase Tickets



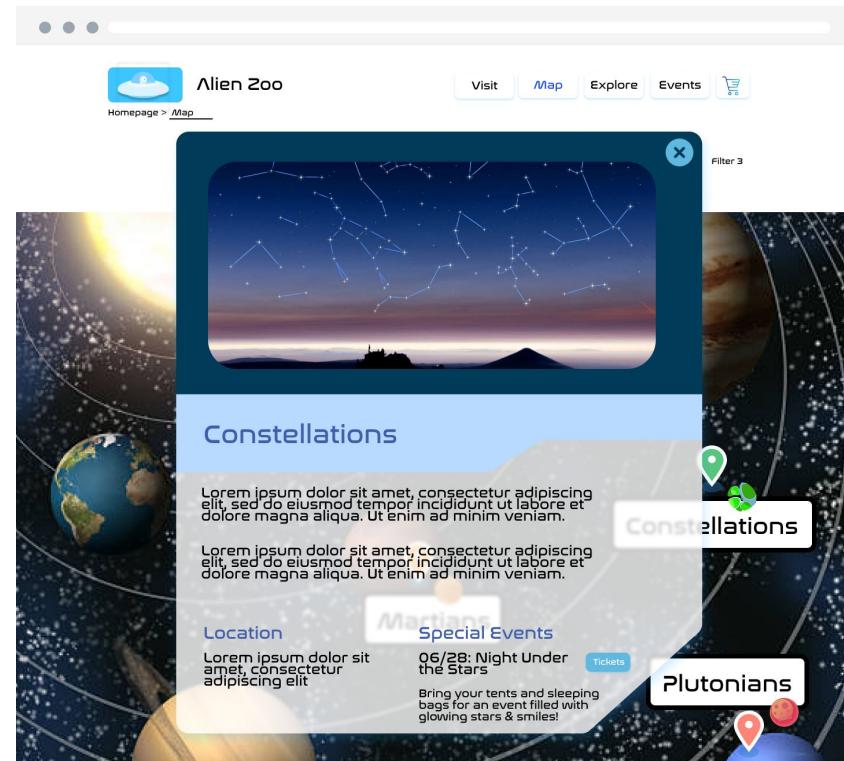
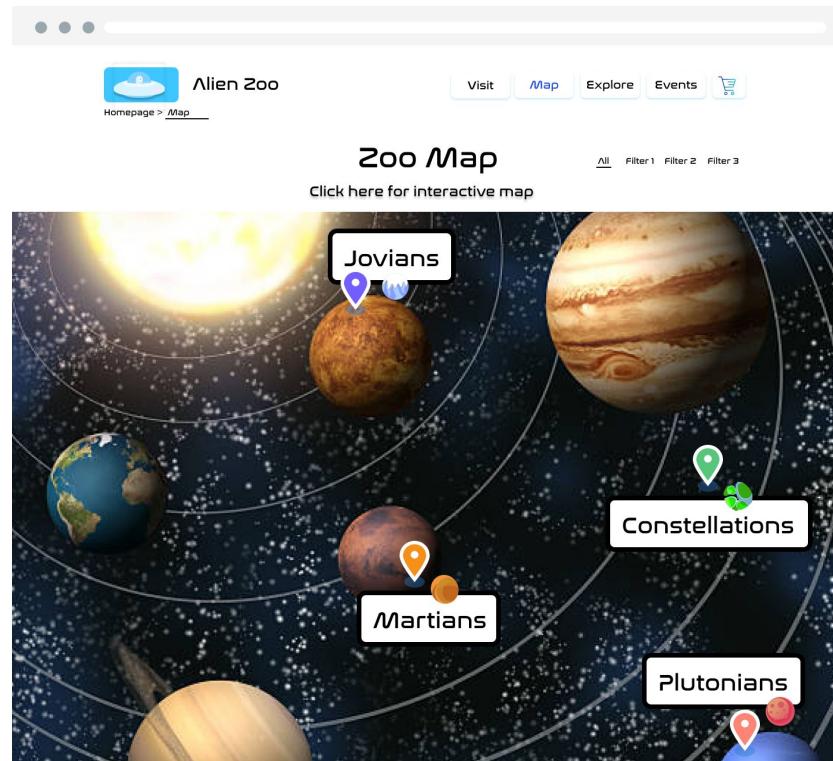
Wireframes:

View Featured Special Event & Purchase Tickets



Wireframes:

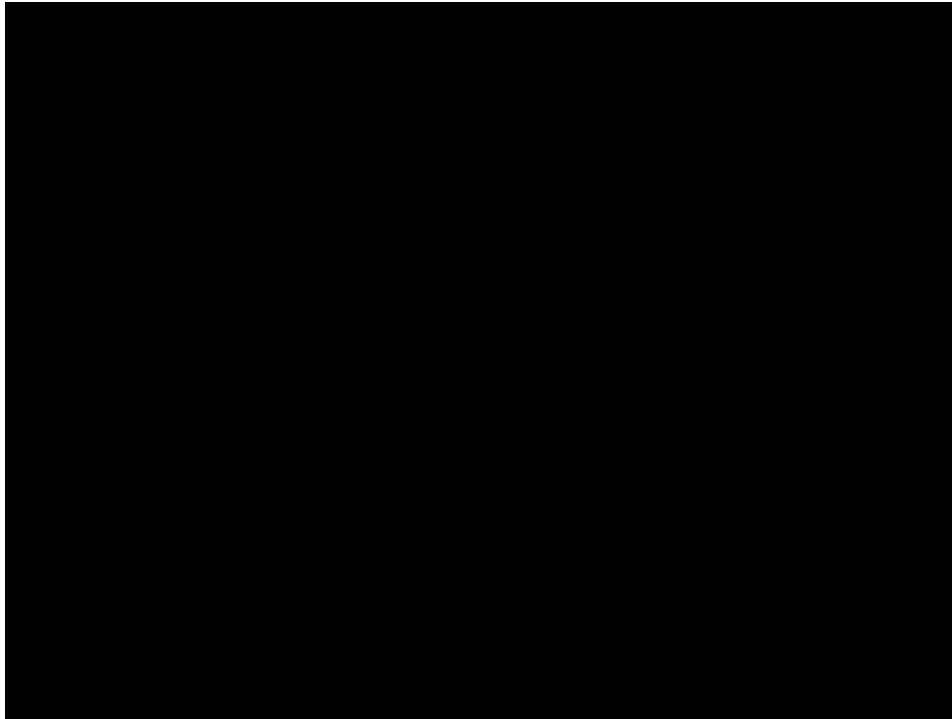
View Map & Get Exhibit Information



Video:

Functional Prototype

[Figma Link: Functional Prototype](#)



Feedback:

From two potential users

- | <ul style="list-style-type: none">• The last screen after selecting Airdrop, I can't go anywhere from there since there is no navigation, close button, etc. It would be nice to be able to get back to the site.• Can I buy tickets without going to events? If I'm visiting the zoo for no reason other than to visit, I wouldn't think to go to events since I consider that to be for special occasions.• Prototyping issue: Not everything being clickable/limited clicks was confusing to determine what worked and what didn't<ul style="list-style-type: none">○ Ex. Choose Tickets screen - can only add 2 adults, 1 child 4-16, other ticket types are not clickable.○ Ex. Homepage - Add another example of an exhibit (scrolling portion)• Is choosing a time necessary for buying tickets to an event? Events are usually at a specific time already aren't they? This seems like it might be an unnecessary step and more for purchasing general admission timed tickets. | SOLUTIONS | <ul style="list-style-type: none">Added an "x" button to the final screen to send users back to the previous success screen so they have access to the navigation and can continue navigating around the site.Added a dropdown to the "Visit" navigation point that includes "Buy Tickets" to allow users to buy General Admission tickets that are not for a specific event.We determined that user confusion could be avoided if we included specific use cases when asking potential users to test, such as "buy tickets for two adults and one child to the Night Under the Stars event" rather than asking them to blanket test the prototype.Certain events may have multiple time slots so we decided to leave the "Choose Time" screen for event ticket purchasing. If an event only has a single time, we determined our options would be to either remove the "Choose Time" page for that event or only provide a single time to choose from. |
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Design Justification

To begin the design process, our group met to discuss which tasks and what kind of “Zoo” we wanted to create. We decided on creating an Alien Zoo. We thought creating this would be interesting because it is completely made up and we can explore different design ideas to make our theme realistic. The tasks we completed were: event purchase, general admission tickets, and exhibit ticket purchases. Before sketching, we researched different museums and zoos to gather ideas of the typical layouts and important information to have in our design. Although, the alien portion was not realistic, we still wanted the site to seem realistic. After this, we made sketches of the screens and met to discuss them. After creating our sketches, we began bringing our ideas to life in our wireframes. Once our wireframes were finalized, we made them clickable and received feedback from two potential end users on the clickable design. Our team then met again to discuss our feedback and make any necessary changes to our design to make it more efficient.

One of our biggest takeaways that we learned from this assignment is to be more deliberate with our words when asking for feedback. In both user cases, we briefly explained the assignment and essentially, asked the users to click around and give feedback. This caused some confusion with users as their expectations were for everything to be clickable which was not the case. Next time, in order to generate more effective feedback, we think it would be a better approach to create very specific user flows to eliminate that confusion.