Evaluation Measures:

1. Time on Task:
   1. Measure the time for each path:
      1. Starting a project
      2. Finish project
      3. Switch to/list on marketplace
   2. Justifications:
      1. In research, most digital artists rate the different creation programs based on the speed with which they can move between actions or tasks, so moving quickly is important
2. Error Rate:
   1. How often do they click on something thinking it was something else
   2. How often do they click on something unintentionally because controls were bad?
   3. Justification:
      1. Oftentimes digital artists measure how much they like a platform based on precision of controls, so if there is a high error rate it is possible controls are imprecise.
      2. If an artist clicks on the wrong input, they may be taken out of the artistic flow and have to get back in the proverbial “zone”
      3. Digital artists like systems where there is a lack of lag for inputs in order to make the system feel most like working in a traditional space
3. Satisfaction
   1. Measured via user questionnaire
      1. Justification: revolves around the concept of artistic flow, which is subjectively defined in several ways. We can ask several questions in order to rate how much the user was satisfied in terms of artistic flow.
   2. Possible questions related to satisfaction based around flow:
      1. Did you feel that there were too many interruptions while you completed the tasks?
      2. Rate the prototype environment based on their feelings of calmness using the system
      3. Rate the level of control that you felt you had within the system
   3. Other Possible Satisfaction Questions:

**Post Evaluation Survey**

* While I was using the prototype, I knew exactly where I was and what to click to get where I needed to go.\*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* The layout of the prototype felt familiar to me and made sense \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* I never felt like I was stuck on a page with no way to get to the previous one \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* The icons were familiar to me and I knew what they meant \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* The buttons lead me where I expected them to \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* I felt the website was visually pleasing and uncluttered \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* I am able to recover from mistakes i.e. I hit the wrong button and need to go back \*
  + Strongly Disagree 1 2 3 4 5 Strongly Agree
* Please include any other thoughts you have about the prototype!

Paths:

1. Starting Project
   1. Login
   2. Fill in information and verify identity (we need to figure out how we are going to do this)
   3. Create new project
   4. Draw something (Standard image)
   5. Save your work (create block chain button)
   6. Logout
   7. STOP TIME
2. Finish blockchain
   1. Click login
   2. Open existing project
   3. Add something to drawing
   4. Click finish blockchain
   5. STOP TIME
3. Add to marketplace

Possible Pages for Prototype

* Login Page (outside of trifold)
  + User name
  + Some form of authentication?
    - i.e . screen with like “Scanning” on it
* Go to project/make new project (immediate inside of page)
  + Plus for new project
  + Existing fake folder of an old project
* Art creation page
  + Toolbar with brushes, colors, save icon, etc
* Saving page
  + Name project
  + Regular save button
  + Export to marketplace button (finishes work and sends them to marketplace interface made by Kunal and TJ)