

# Design Journey Map (M3)

## CSSJunkies

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Section 204

# Testing Overview

## Selecting Users

We asked our client of potential users to test on, and were referred to the following people, all of which are either Christian Cornell students and/or actively involved in the Christian community at Cornell. This matches our target audience exactly and was very straightforward.

## Designing Tasks

We made sure to design tasks that were common things most users would do upon using the website. This involved looking for information, navigating the architecture, and watching videos of the a cappella group. We also designed tasks that would involve the users interpreting the design, colors, contrast, proximity, alignment, and repetition clues to aid them in completing each task.

**Task 1** was chosen because a common way to contact a club is through the President, so finding the President's information easily is imperative.

Goals: to find out if the Members page is intuitive, if the labels are confusing, if the organization works.

**Task 2** was chosen because usually before a student decides to audition for the a cappella, it can be useful to find videos of the group to see the style of music that the group sings, as well as the choice of musical arrangement.

Goals: to see if the design of the Media page is user-friendly, and to observe any user reaction to the format of the page

**Task 3** was chosen because during our work on the project, it was a common question to ask about the origin of the group's name, Measureless.

Goals: to see if the information is ordered logically, and is easy to find, on the About page.

**Task 4** was chosen because fans of Measureless as potential auditionees alike would be interested in attending a concert to determine whether to audition, or for entertainment. Our client also wanted it to be emphasized because of the importance of having a good turn out at concerts.

Goals: to see if the information about concerts is accessible, and if it stands out with enough contrast, on the home page.

**Task 5** was chosen because our client emphasized that it should be easy to apply for Measureless, so handling audition information and making it accessible was very important.

Goals: to find out if the Contact page works in terms of user experience, and if the alignment would be confusing.

# Testing Setup

During testing, our basic script was as follows:

## Basic Testing Script

Example:

Tester, Task 1: Joyce, using the website, can you tell me who the President of Measureless is?

Based on how Joyce would do, we would then have situational follow-up questions:

## Situational Scripts

Joyce is taking a long time.

Tester: Joyce, is there anything about the design that is ambiguous that makes this task difficult?

Joyce is having trouble finding the home button:

Tester: Joyce, upon first glance, how would you navigate to the home button? Is there any way we can improve the visual feedback when you hover over the logo to show it is a link?

Joyce is having trouble finding the President among the many pictures on the Members Page

Tester: How can we improve the labelling or how the pictures respond when you hover over them to help you find the President?

## Opening Script:

Tester: Hi Joyce, we're really happy to have you here, and thank you for your time as you test the Measureless website with us. We're thankful for your time, and this should take no longer than 15 minutes.

Tester: <wait for response>

Tester: Before we begin the tasks, we'd like to ask some questions about you to get a better understanding of where you're coming from, and so we can have a better idea of our target audience.

Tester: <start asking background questions.>

Tester: Thank you! Now we will begin the tasks. There are 5.

Tester: <start tasks>

## Ending Script

Tester: Thank you for your time, Joyce! We hope you'll check out the website when it goes live after the end of the semester at [cornellmeasureless.com](http://cornellmeasureless.com). Have a great one!

# BEGIN ROUND 1

## User 1

(In this part, describe your user 1 by answering the questions below)

1. Who is your user 1, e.g., where user 1 comes from, what is your user 1's job, characteristics, etc.?

Joyce is from Holmdel, NJ. She enjoys cooking and TV. She watches Phineas and Ferb and the Food Network. She is a creative person and arranges music in her spare time. Some of her favorite artists include Tim be Told, David Crowder Band, and OneRepublic.

She is a sophomore in AEM. She is not very proficient in computers. She has been a member of *Measureless* for two semesters, including this one.

She is also a barista at Libe Cafe, having started this semester. She is an affable person and really enjoys her job.

2. Does your user 1 belong to your target audience of the site? (Yes / No)

Yes, Joyce belongs to my target audience because she is a part of the Christian community here at Cornell.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

<b>Tasks descriptions for user 1</b>	<b>How did the user do? Did that meet your expectation?</b>	<b>User's reaction / feedback to the design</b> (E.g., specific problems or issues found in the tasks)	<b>Your reflections about the user's performance to the task</b>	<b>Re-design choices</b>	<b>Memo</b> (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	Took two clicks, first went to the about page. Met our expectations.	She always visits the about page of an organization's website, she thinks the current set-up is pretty good.	We think she did well and was able to complete the task with ease.	Not much to change as the organization is simple. Keep the same.	
Task 2)  Find how to watch previous performances of Measureless.	Took one click for her to visit the multimedia page. We are satisfied with her performance.	She likes the reverse chronological order that we used.	Joyce was able to find the link quickly and her performance was great.	Leave the same.	
(Task 3)  Figure out why they call themselves "Measureless"?	Found it practically immediately on the about page.	Thought the photo background on the page "was cool."	We're satisfied with this page and Joyce's reaction.	No changes needed.	
(Task 4)  You're interested in attending one of Measureless's concerts. When and where is their next concert?	Went to the wrong page twice - wasn't sure what clicking the subcaption under Measureless would do the trick	Found this task more challenging than the rest.	We think we need to make some design changes.	To make the home page link more obvious, we may make the home page link highlight upon hover.	

				We might rename <b>Get Involved</b> to a different title to not suggest that it would include Event data.	
(Task 5)  You're interested in auditioning for Measureless. Where do you go?	She went to Get Involved, and found the information.	She finds it simple and intuitive and tiresome.	We are satisfied with the page and user reaction to it.	No design changes.	She likes the font choices, the color scheme, the spacing (The page follows CRAP principles).  She says the logo stands out (Contrast)

## User 2

(In this part, describe your user 2 by answering the questions below)

1. Who is your user 2, e.g., where user 2 comes from, what is your user 2's job, characteristics, etc.?

Stephanie Chan is a sophomore studying Electrical and Computer Engineering at Cornell. She is from Livingston, New Jersey and is heavily involved in Chinese Bible Study, a Christian fellowship on campus.

Stephanie has a carefree personality and a musical background as she follows many musical groups and is highly interested in the same. In her free time she tends to watch the TV show Suits and atmospheric music.

2. Does your user 2 belong to your target audience of the site? (Yes / No)

Yes, Stephanie is part of our target audience because she is part of the Christian community here at Cornell.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks descriptions for user 2	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	She goes to about. Then she goes to Members. She hovers over Andrew's picture and finds out it's him.	"It looks nice"	She took a bit long, we might need to make the page stand out more.	May consider alternate organization of Members page.	
Task 2)  Find how to watch previous performances of Measureless.	She goes directly to Media.  It was fast and perfect.	She likes the videos.  She finds that this task was very simple.  She says the words on the page are hard to see.	Her performance was really good and feedback was elaborate and direct.	We're going to need to change the color scheme, there's not enough contrast between the background and the words.	
(Task 3)  Figure out why they call themselves "Measureless"?	She goes directly to "About", scrolls down slowly, and finds the subtitle "Why Measureless?"  This was good and fast.	It's pretty logical, she says.	We agree, it was a very streamlined journey to access this information. No struggles.	No design changes necessary.	
(Task 4)  You're interested in attending one of <i>Measureless</i> concerts. When and where is their next concert?	User is a bit puzzled, and scratches her chin. She guesses and goes to the homepage, and stumbles upon the information.  Fast enough, but probably based on luck.	She says that because her screen is small, it would be hard to see the event.	We agree, perhaps we should make the home page more obvious.	Will consider: Need to decrease size of photo slideshow, and perhaps add a new Events tab?	



<p>(Task 5)</p> <p>You're interested in auditioning for Measureless. Where do you go?</p>	<p>She goes to Get Involved, and finds the information.</p> <p>This was fast.</p>	<p>"It's pretty clear I think," she says.</p> <p>The information is direct and simple to find.</p>	<p>This was also a well-executed task.</p>	<p>No changes necessary.</p>	
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### User 3

(In this part, describe your user 3 by answering the questions below)

1. Who is your user 3, e.g., where user 3 comes from, what is your user 3's job, characteristics, etc.?

Faith is from Baltimore, MD. She enjoys music and has a dedicated musical background. She watches the Voice and the Sherlock. She is an active person involved in outdoor activities and spends time with her friends in her spare time. Some of her favorite artists include The Civil Wars, For King and Country, and NeedToBreathe.

She is a sophomore in Design and Environmental Analysis. She is competent with computers. She has been in Measureless for two semesters, including this one.

She does research on campus with a professor, and is involved in the AAIV Christian Fellowship (Asian American InterVarsity)

2. Does your user 3 belong to your target audience of the site? (Yes / No)

Yes, Faith is part of our target audience because she is part of the Christian community here at Cornell and might suggest hiring Measureless for performances at her other Christian organization.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks descriptions for user 3	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	She went to Members first, hovers over the first person, and found the President.	She finds it convenient that the president is the first person.  She wonders how it is organized, so either by voice part or by officers	She did it efficiently.	No changes necessary. Might reconsider how members are organized (aka by voice part?)	
Task 2)  Find how to watch previous performances of Measureless.	She navigated to Media, and found the information.	She is satisfied with the layout of the page.	She was very fast at executing the task	None needed.	
(Task 3)  Figure out why they call themselves "Measureless"?	She went to the About page first, scrolled down, and found the information.	She likes the background images.	She did it well.	None needed.	
(Task 4)  You're interested in attending one of <i>Measureless</i> concerts. When and where is their next concert?	She seems confused, and navigates to the front page, and finds it.	She was confused because there was not a separate section for future performances and events.	She did not notice the events on the homepage, so we might need to change that.	We could consider a separate page for events, but we don't have enough content	She likes the pictures.

				for an entire page, so it's not likely we would do so.	
(Task 5)  You're interested in auditioning for Measureless. Where do you go?	She went to Get Involved immediately.	She wonders why the names of the contact people were small.	She did the task well.	We might consider reformatting the page.	Might consider having separate email to contact for audition information.

# Changes after Round 1

We adjusted the alignment on the Get Involved page so that related information would be in better proximity to each other (users had a harder time before finding audition information).

We changed the logo to highlight on hover, so that it would be more obvious it was a link (users were having trouble spotting the Home page link).

We adjusted the color scheme of the Media page after users mentioned trouble reading the text.

We changed font of member text so information is easier to read and more attractive

We changed color of application email on contact page for contrast so interested applicants can find it easily

## BEGIN ROUND 2

### User 4

(In this part, describe your user 4 by answering the questions below)

1. Who is your user 4, e.g., where user 4 comes from, what is your user 4's job, characteristics, etc.?

Manny is a freshman who is undecided in Engineering and is considering Economics or Computer Science as possible paths for his major. He is from a small town in New York.

In terms of extracurriculars, he is part of Measureless (this is his first semester) and Chinese Student Association, but has varied interests relating to multiple clubs.

He likes to listen to Ed Sheeran and watches Game of Thrones. In his free time he enjoys soccer, practicing guitar, reading, and video games.

2. Does your user 4 belong to your target audience of the site? (Yes / No)

Yes, Manny is part of our target audience because he is part of the Christian community here at Cornell.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks descriptions for user 4	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	Went to the members page, had trouble finding the President.	E-Board members are not prominent enough.	We will think about making this more clear.	To be decided. Need to make sure not to overwhelm the user with a long list.	
(Task 2)  Find how to watch previous performances of Measureless.	Went to media first, and found it immediately.	Looks good, likes the page.	We're satisfied with this page.	None needed.	
(Task 3)  Figure out why they call themselves "Measureless"?	Clicks on the About page first. Found the correct answer quickly.	Thinks this information should be higher up.	We are overall happy with the performance, and think the positioning overall is satisfactory for "Why Measureless"	No design changes necessary.	
(Task 4)  You're interested in attending one of <i>Measureless</i> concerts. When and where is their next concert?	He went to Get Involved, seems puzzled, goes to Media, then he clicked the home icon, and finds the announcements.	He thinks it's pretty, and thinks the experience was good.	He did pretty well, and he understood the home button and the events description on the homepage.	None necessary.	

<p>(Task 5)</p> <p>You're interested in auditioning for Measureless. Where do you go?</p>	<p>Found the right page immediately.</p>	<p>Thinks the page is good.</p>	<p>He did fine.</p>	<p>None needed.</p>	<p>He likes the front page, and the minimalist design.</p>
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## User 5

(In this part, describe your user 5 by answering the questions below)

1. Who is your user 5, e.g., where user 5 comes from, what is your user 5's job, characteristics, etc.?

Andrew is a senior who is studying Industrial and Labor Relations. He is from Cerritos, CA.

In terms of extracurriculars, he is President of *Measureless* (this is his third semester as a member of the club) and Big Red Sports Network and ILRSBS.

He likes to listen to Boyz II Men and watches Brooklyn 99. In his free time he enjoys video games, basketball, and reading the Bible..

2. Does your user 5 belong to your target audience of the site? (Yes / No)

Yes, Andrew is part of our target audience because he is part of the Christian community at Cornell.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks descriptions for user 5	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	He went to the Members page, and found it by moving the cursor over the first picture.	The pictures look clickable. He likes the design overall.	He did the task well.	None.	
Task 2)  Find how to watch previous performances of Measureless.	He went to the Media page, and found it automatically.	He likes the page, and wouldn't change anything.	He performed satisfactory.	Nothing to change.	
(Task 3)  Figure out why they call themselves "Measureless"?	He went to the About page, read a bit, and found the info at the bottom.	He likes it all.	He did it fast.	Nothing needs to change.	
(Task 4)  You're interested in attending one of <i>Measureless</i> concerts. When and where is their next concert?	He goes to the Get Involved page, and then the Home page.	He could tell that the center logo was a button.	The user took the usual time to find the information.	None.	

<p>(Task 5)</p> <p>You're interested in auditioning for Measureless. Where do you go?</p>	<p>He goes to Get Involved, and finds the information.</p>	<p>He likes the Get Involved page.</p>	<p>The user did a great job.</p>	<p>No changes are needed.</p>	<p>He likes the color scheme, and the design.</p>
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## User 6

(In this part, describe your user 6 by answering the questions below)

1. Who is your user 6, e.g., where user 6 comes from, what is your user 6's job, characteristics, etc.?

Zoe is a freshman who is studying Civil Engineering. She is from Long Island, NY

In terms of extracurriculars, she is in Measureless (this is her first semester as a member of the club) and Chinese Bible Study (CBS).

She likes to listen to Beyonce and watches Game of Thrones. In her free time she enjoys arts and crafts, guitar, and singing.

2. Does your user 6 belong to your target audience of the site? (Yes / No)

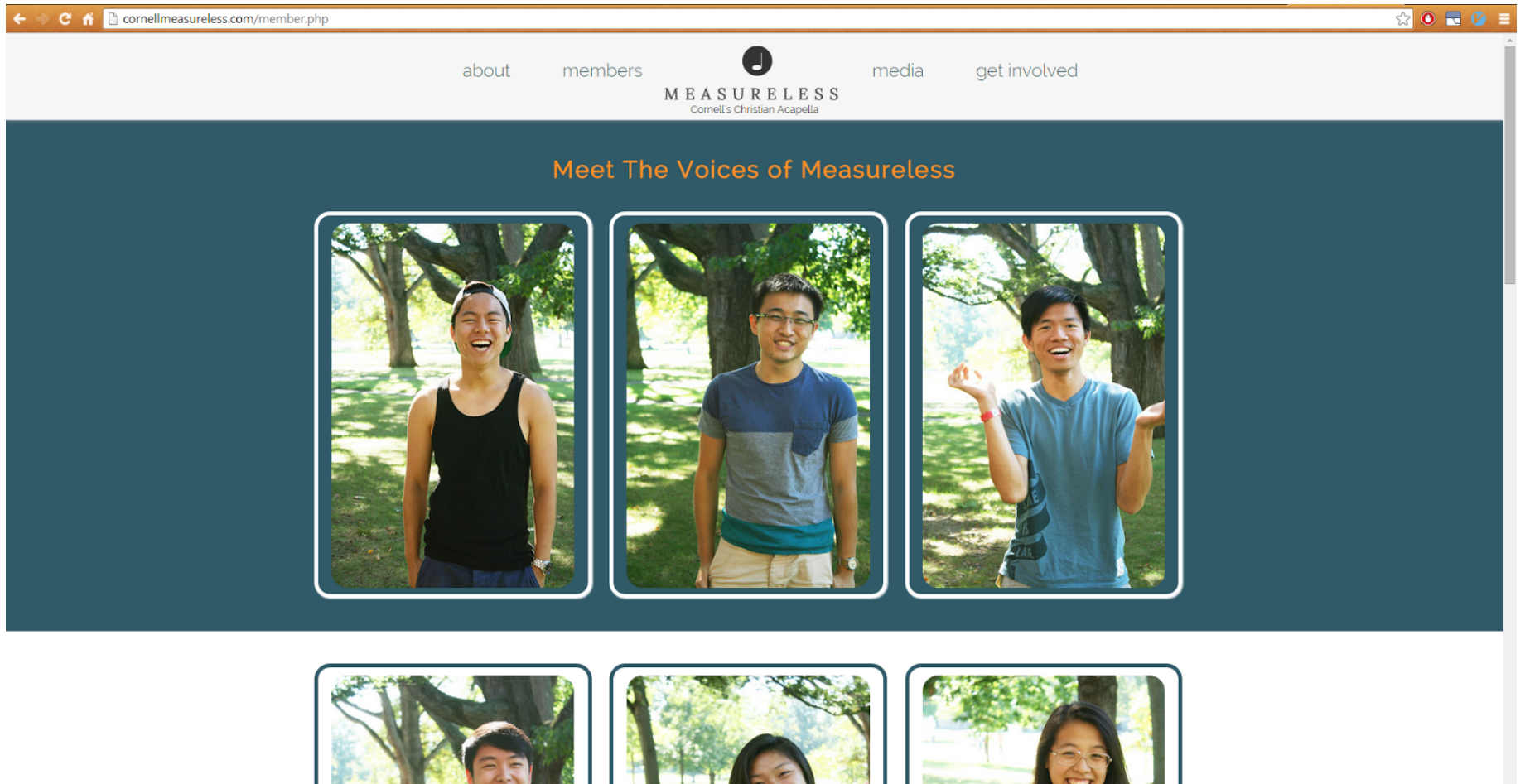
Yes, Zoe is a member of our audience because she is part of the Christian community at Cornell.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks descriptions for user 6	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1)  Tell me who the President of Measureless is.	She went to Members, hovers over the first one, tried to click it, and found the information.	She finds it convenient that the president was the first person listed.	She did pretty well at this task.	None.	
Task 2)  Find how to watch previous performances of Measureless.	She went to the Media page, and found the information.	She likes how the page is laid out, and how it is readable.	She was very fast at doing this task.	We don't need to change anything.	Is the contrast of the striped background misleading?
(Task 3)  Figure out why they call themselves "Measureless"?	She goes to the About page. reads a bit, and finds the information.	She likes the blurred out pictures of the a cappella as the backdrop.	The time she took was reasonable.	We're keeping everything the same.	
(Task 4)  You're interested in attending one of <i>Measureless</i> concerts. When and where is their next concert?	She went to the Get Involved Page, the About Page, and clicks the center home icon to find the Events.	She could tell the logo was a link after she hovered over it.	She did good.	None.	

<p>(Task 5)</p> <p>You're interested in auditioning for Measureless. Where do you go?</p>	<p>She went to Get Involved, and found the information.</p>	<p>She likes it.</p>	<p>She did the job very well.</p>	<p>No need for anything.</p>	<p>She finds the simplicity attractive, and appreciates the thought put into the font choices.</p>
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Pick one webpage that you are most proud of and paste its screenshot here:



### **\* Additional design justifications**

(If you feel like you haven't fully explained your design choices in the journey map, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet project 2 requirement), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven't covered in the previous design journey. Use it wisely.

However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map.)

- Youtube link in footer doesn't link to YT channel because they haven't made the channel yet
- keep President's photo as first picture on the Members page because it makes it easier to find, although this means not sorting by voice part.
- keep About page information in the same order, because client requested the information be presented in that order
- keep the Get Involved page labelled "Get Involved" instead of Contact because the title is more descriptive of the actual function of the page (audition information, how to get into Measureless)
- footer icons match header icon in style for consistency
- photo backgrounds to make the site more personal and welcoming for visitors
- Media page split the video list in half into teal background and white background; this is just to make the page less monotonous and add Contrast
- contact page has officer emails with consistent left Alignment to promote readability
- increased contrast by darkening the blue
- on Media page, used Repetition in design in respect to the rounded edges to match the index and member page.