

PROTOTYPE:

[https://www.figma.com/design/wv5u52zLcuedfae7yxoYuG/PSYCH-124B-Depop-Redesign-\(Copy\)?node-id=66-670&t=opMa7tpZ1rFjpk7i-1](https://www.figma.com/design/wv5u52zLcuedfae7yxoYuG/PSYCH-124B-Depop-Redesign-(Copy)?node-id=66-670&t=opMa7tpZ1rFjpk7i-1)

CLICK LOGIC

Old Design

- I. Collection Adding
 - A. Home Page with interactive features of “See All” and “Profile” page
 - B. Select the image with the *red sweater*, leading to the product posting.
 - C. On product posting, you can heart the post, or bookmark to save to collection
 - D. Following the steps of the bookmark, you can add to a previous collection, or create a new (keyboard is not interactive)
- I. Profile
 - A. On “Profile”, you can click “Likes and Saves”
 - B. Here, click the *red sweater* and view the sweaters collection. Here you are able to click the three dots and see details regarding it

New Design

- I. Collection Adding
 - C. Home Page has interactive tools for liking posts on the home page, as well as hovering features of gray gradients going in and out.
 - D. Select any posting on the top section. This leads to a new and improved Product posting
 - E. Here you can heart the product, leading immediately to an interactive collections add tool, following the same steps of the old design. (Red Heart feature was implemented, but without Figma Premium, does not work properly)
- II. Profile
 - A. Hover feature over “Home” and “Profile” features, once on profile you can view “Likes”
 - B. Select the sweaters collection and then the three dots, where there is a new details tab that specifies what you can do with each collection.

DATA ANALYSIS PLAN

- I. Key Metrics
 - A. Measure how long it takes users to complete specific tasks using both the old and new designs
 - B. Track the number of errors users make during task completion
 - C. Collect user satisfaction scores using a post-task survey with a Likert scale
 - D. Analyze the number of clicks and paths taken to complete tasks
- II. Data Collection
 - A. recruit an assortment of participants, with a mix of novice and experienced users
 - B. Participants will complete a series of tasks using both the old and new designs. We will record task completion times and errors
 - C. We will use Figma’s built-in analytics for tracking interactions and a survey tool for collecting satisfaction scores
- III. Interpretation Report

- A. Calculate means and standard deviations for task completion times, error rates, and satisfaction scores
- B. Conduct paired t-tests to compare task completion times and error rates between the old and new designs
- C. Explore the relationship between user satisfaction and task completion times
- D. We will interpret the results to determine if the redesigned prototype significantly improves usability metrics, and decide