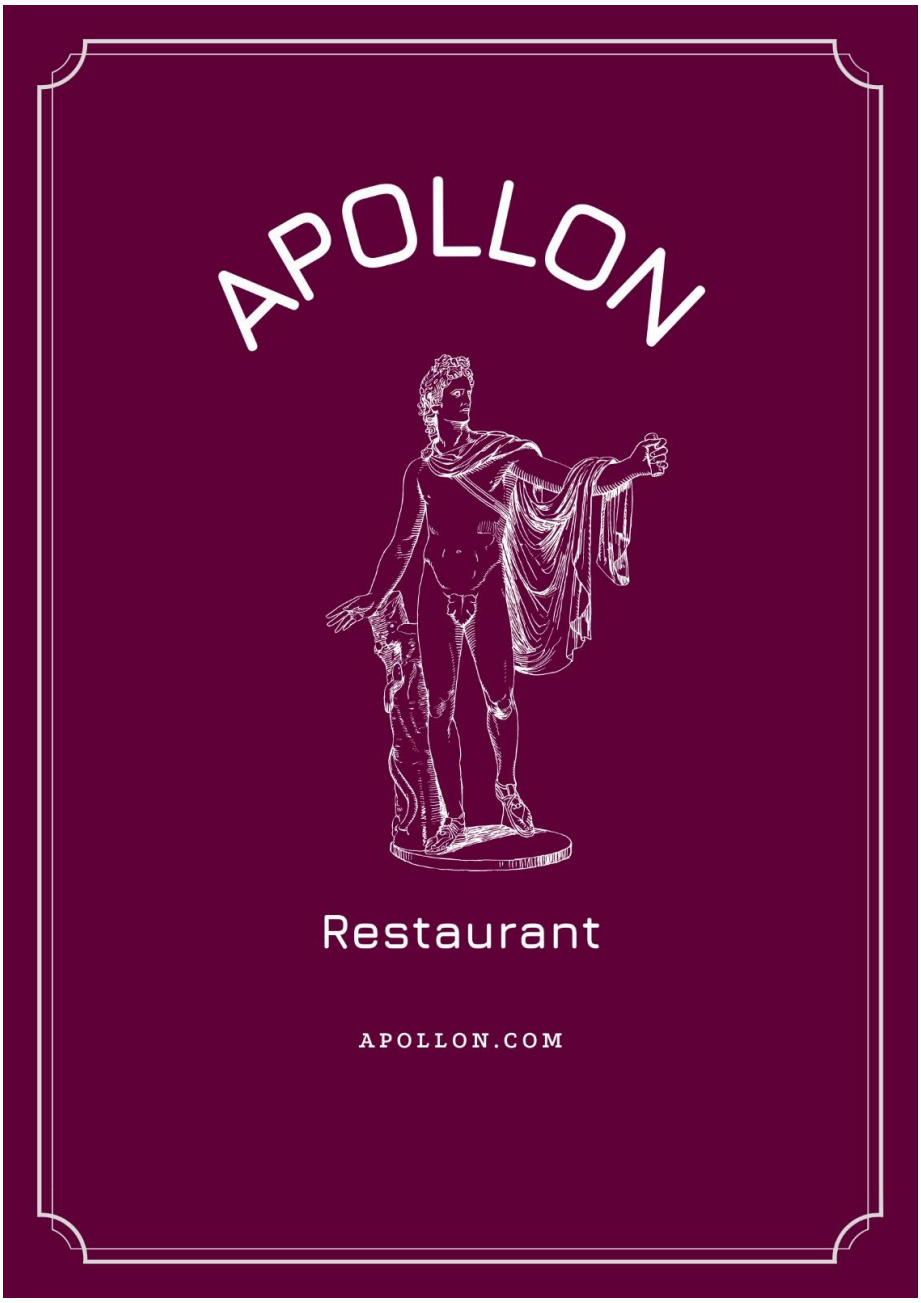
PRINCIPLES OF USER INTERFACE DESIGN PROJECT
FINAL REPORT



GROUP ID - 8

ASLI TÜRKOĞLU - 20180808012

ARZU DABANIYASTI - 20180808032

CEYDA ELMAS - 20180808037

MELİKE TEKİN – 20190808031

Final Report

1. Prototypes (Low and high fidelity)

2. Predictive evaluation

3. Usability inspection

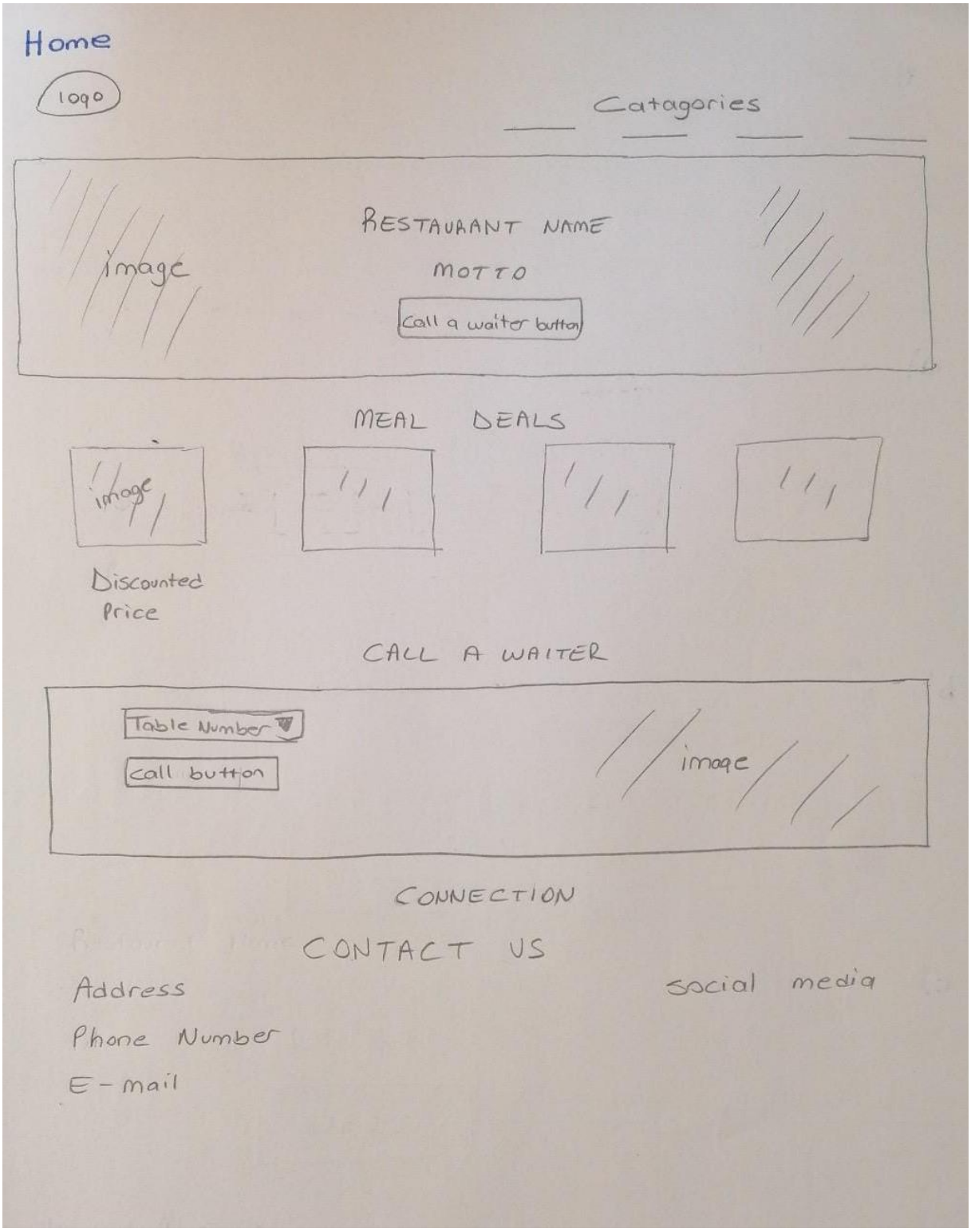
4. Usability testing

5. Graphical implementation

6. Heuristic evaluation

7. Presentation of the working GUI

1.1-PROTOTYPE (LOW FIDELITY)



About

Logo

Catagories

image

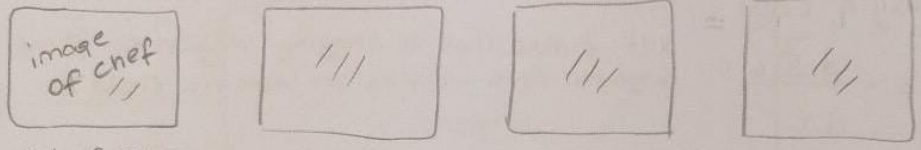
Our story

about us

ABOUT US

information about us

MEET OUR CHEFS



Chef name

CONNECTION

CONTACT US

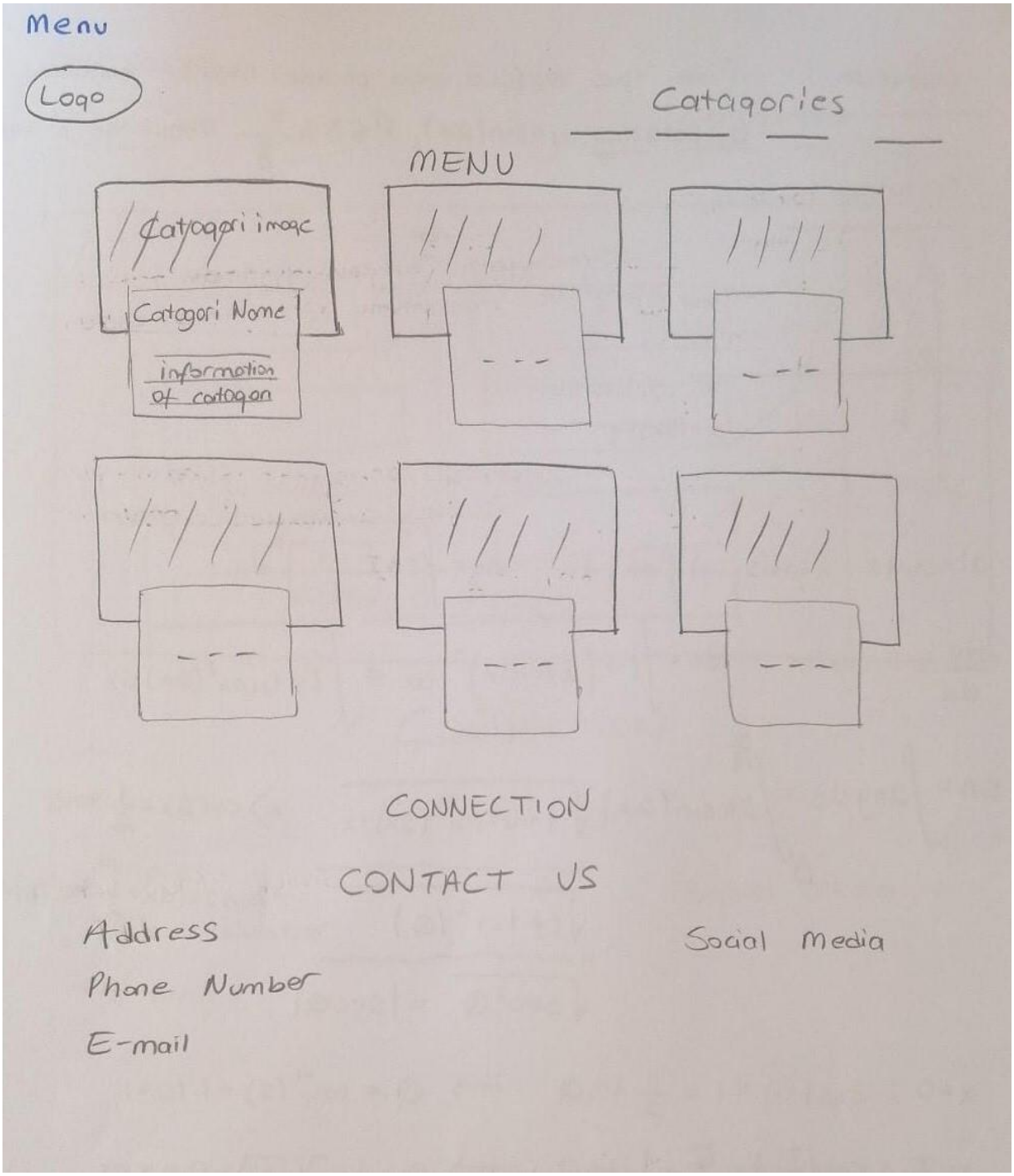
Address

Phone Number

E-mail

Social Media

Menu


Logo
Catagories
MENU
Catagori image
Catagori Name
information of catagon
CONNECTION
CONTACT US
Address
Phone Number
E-mail
Social media

Content of Menu

Logo

Catagories

image

Catagori Name

Product

Price

if you click on the product, You can see the product picture

image

cancel

CONNECTION

CONTACT US

Address

Phone Number

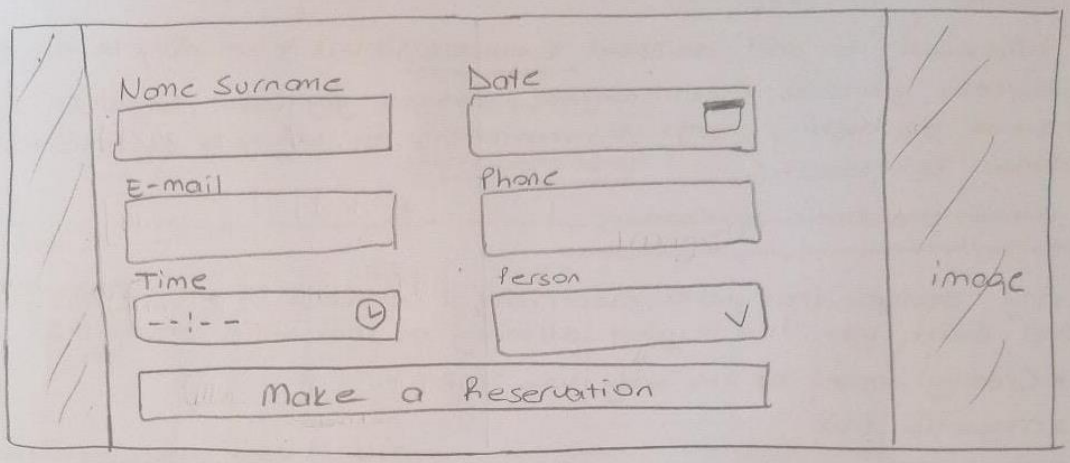
E-mail

Social media

Reservation

Logo

Catagories



CONNECTION

CONTACT US

Address

Phone Number

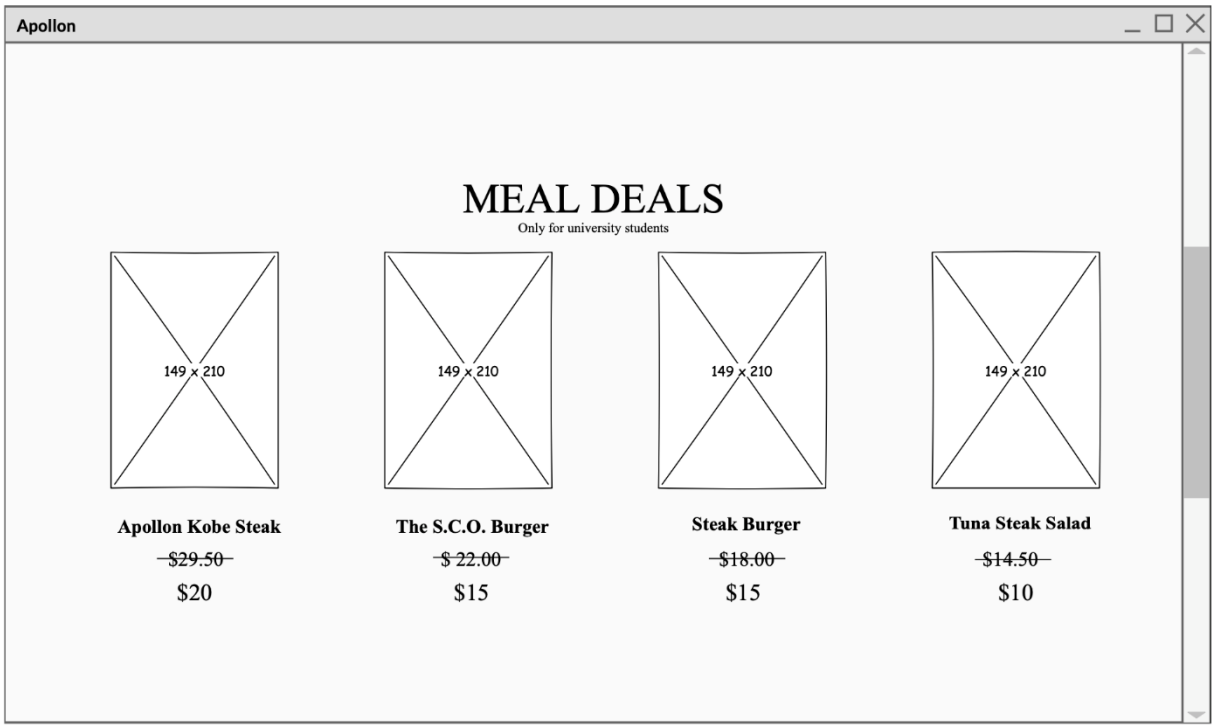
E-mail

Social media

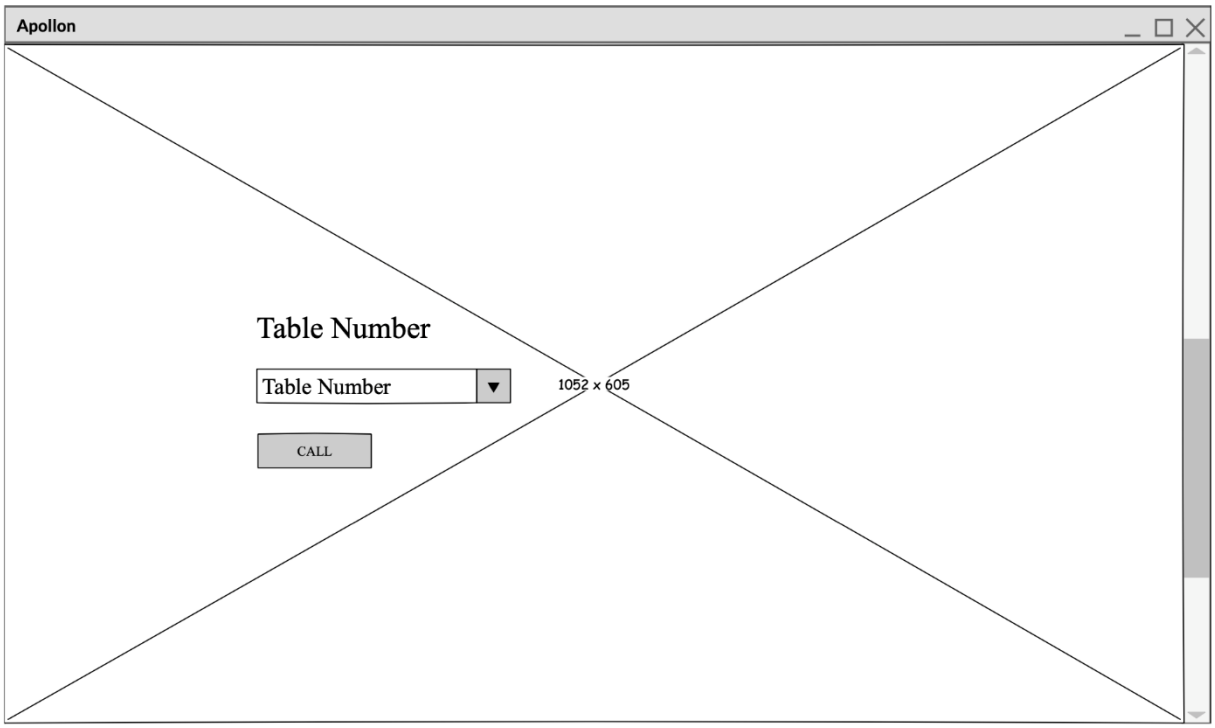
1.2-PROTOTYPE (HIGH FIDELITY)

HOME

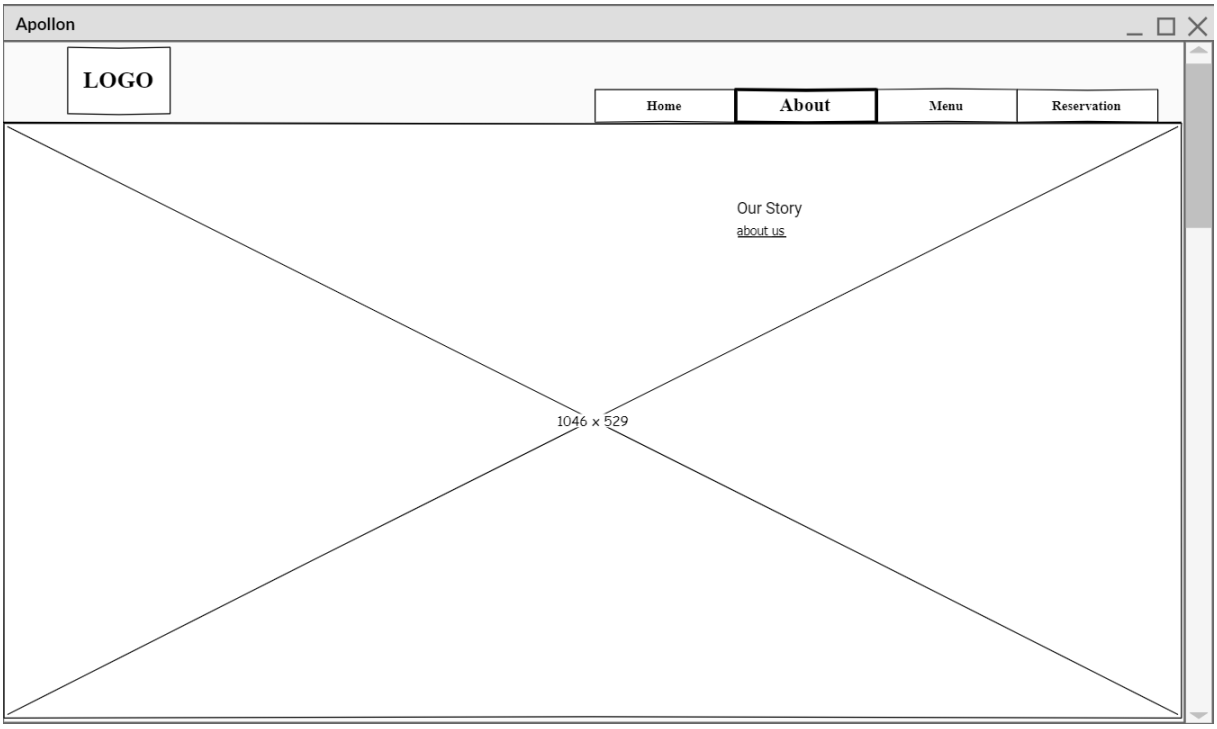
HOME / MEAL DEALS



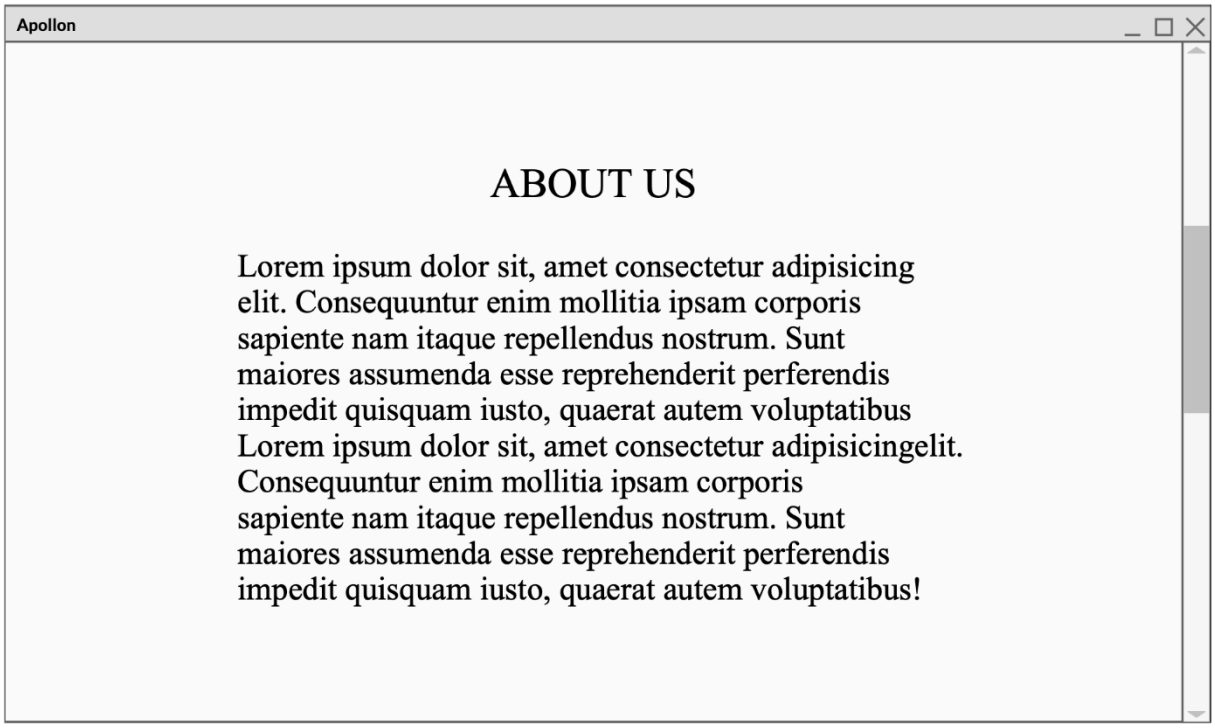
HOME / CALL A WAITER



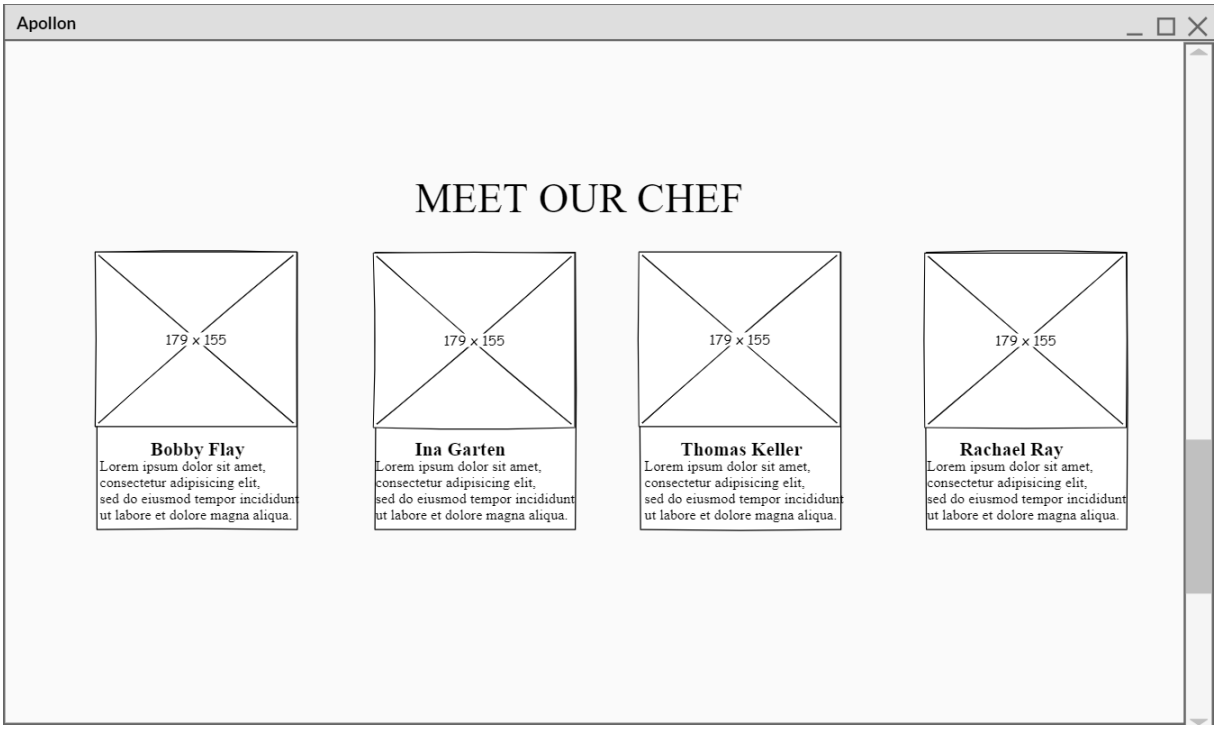
ABOUT



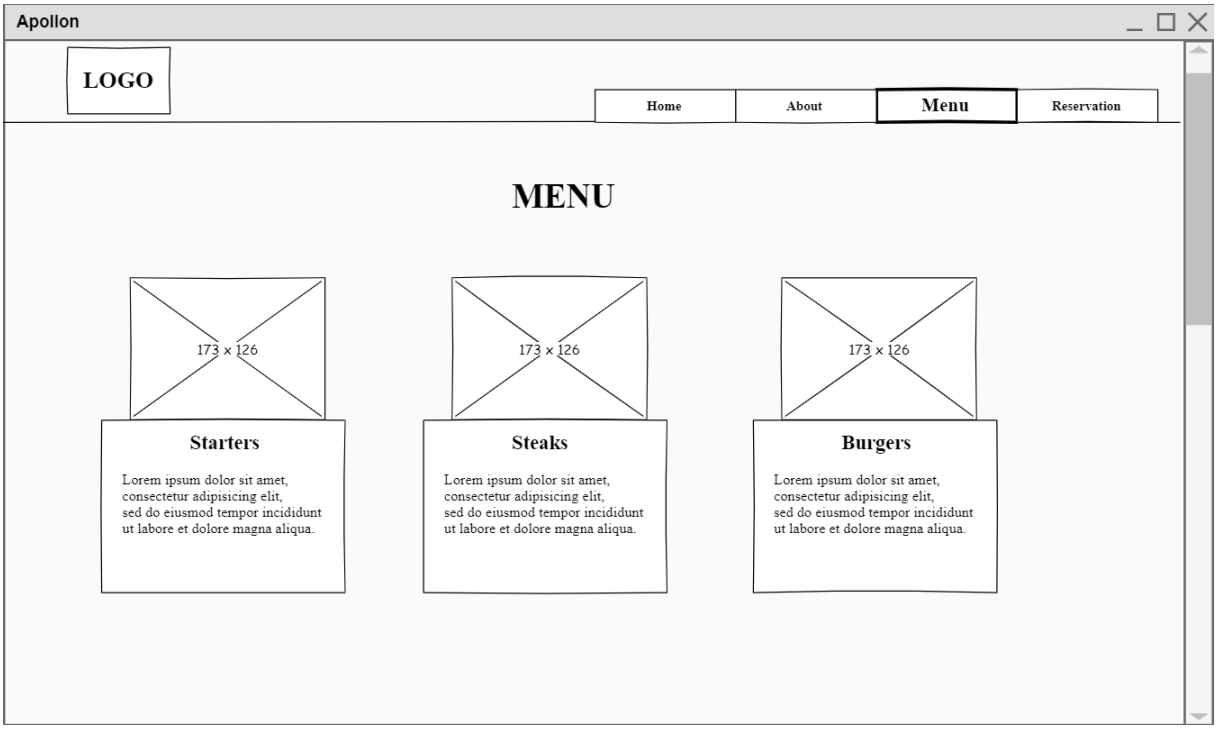
ABOUT / ABOUT US



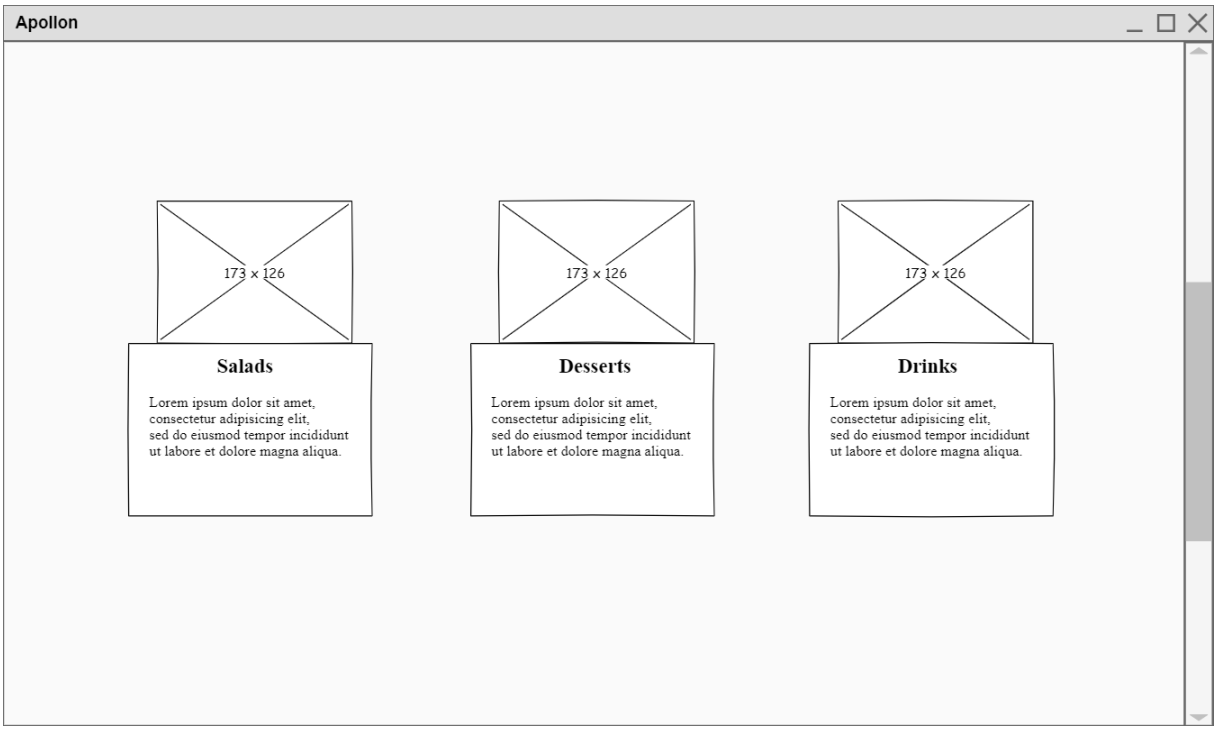
ABOUT / MEET OUR CHEF



MENU


Apollon
LOGO
Home
About
Menu
Reservation
MENU
173 x 126
Starters
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
173 x 126
Steaks
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
173 x 126
Burgers
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

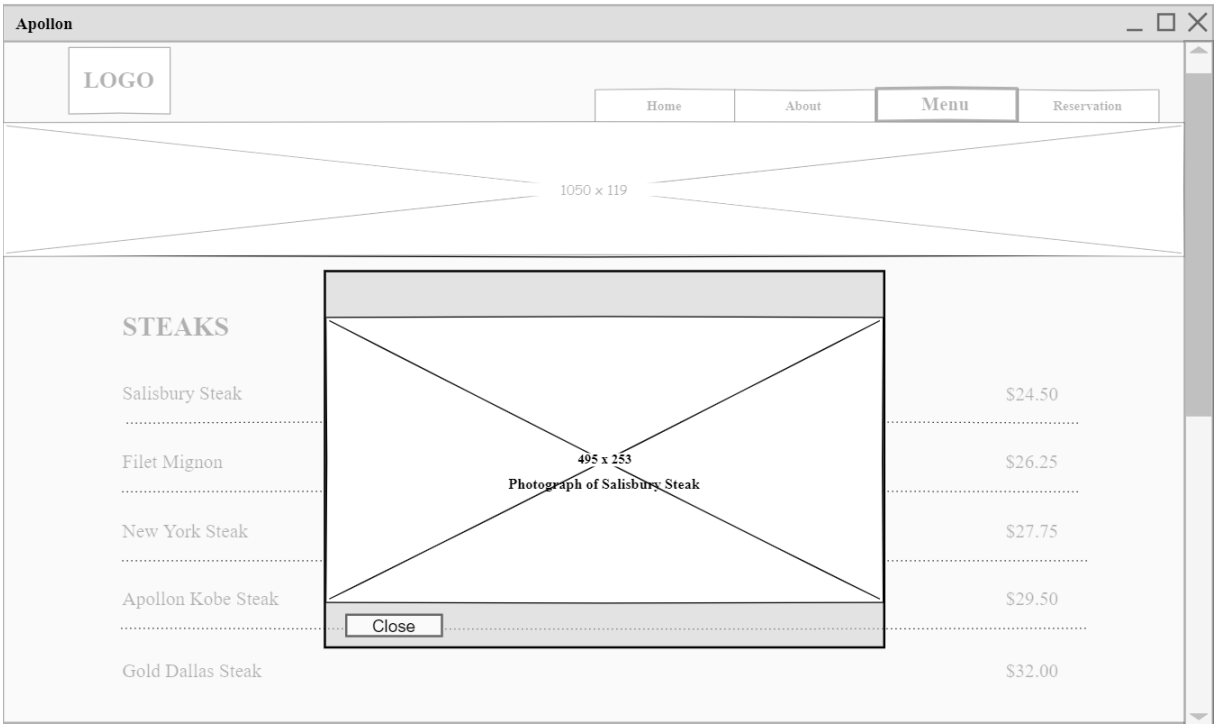
MENU


Apollon
173 x 126
Salads
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
173 x 126
Desserts
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
173 x 126
Drinks
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

STARTERS

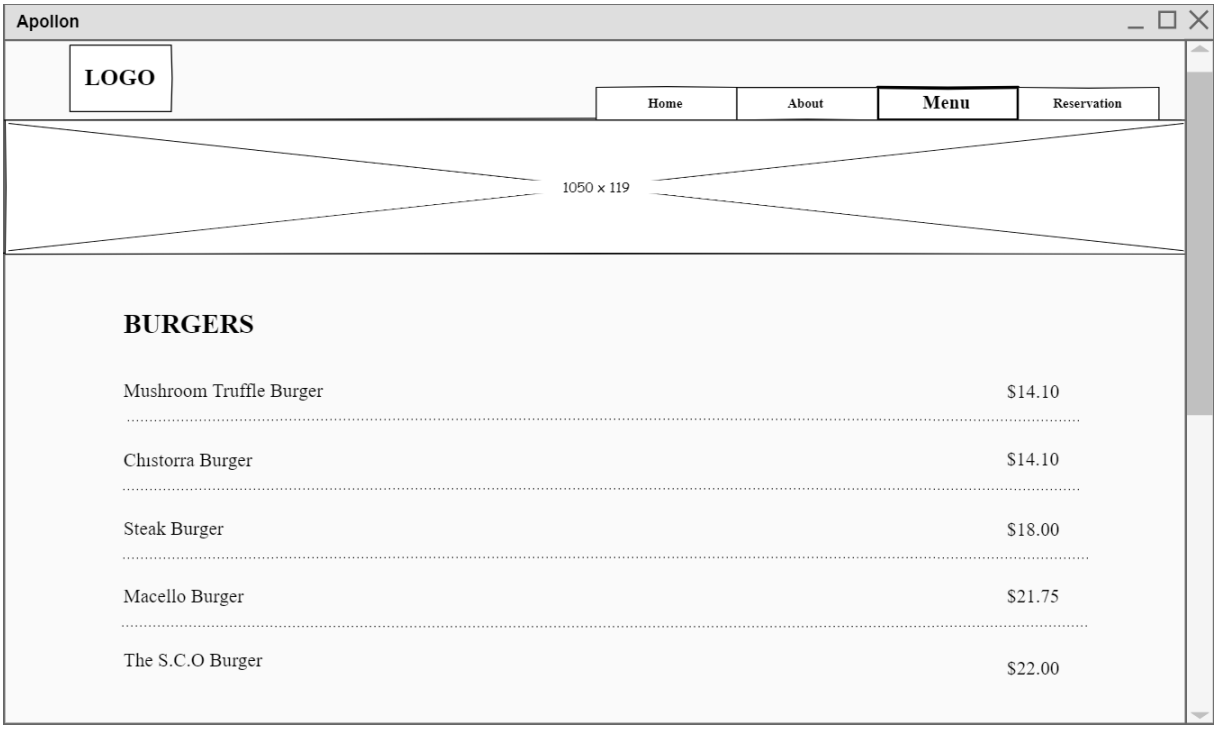
STEAKS

POP-UP PHOTO OF PRODUCTS



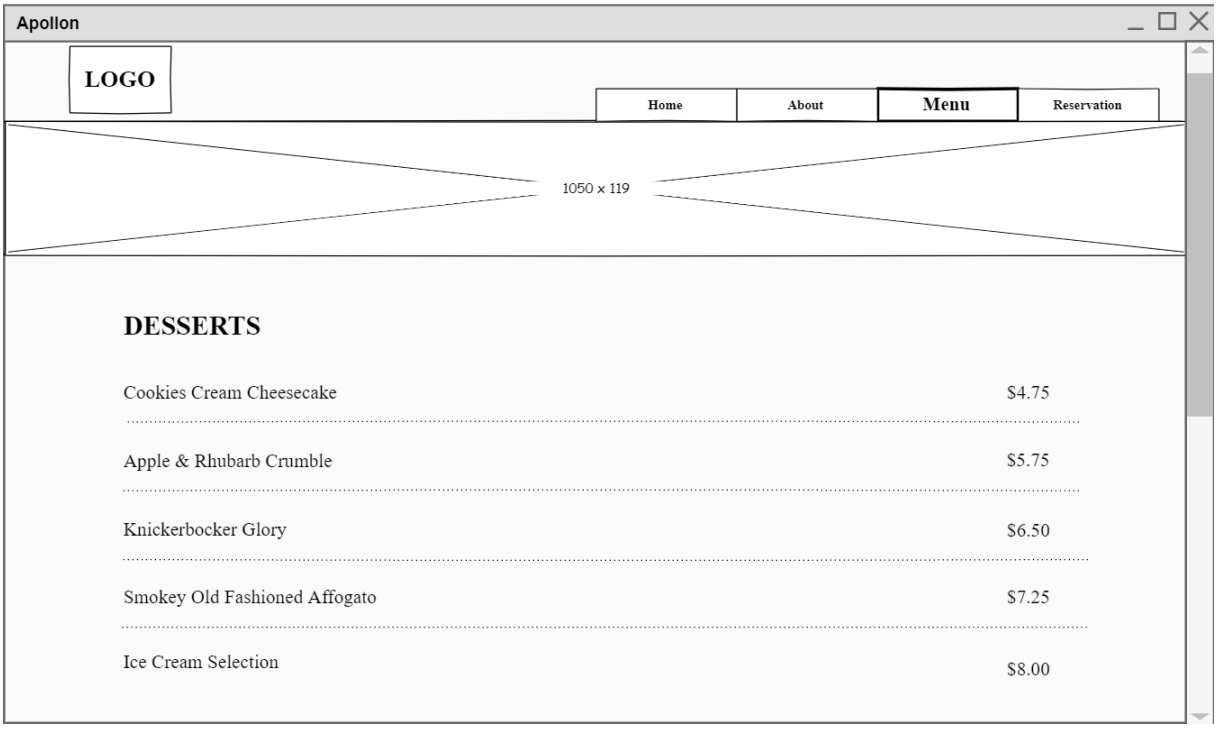
All products have pop-up photo.

BURGERS

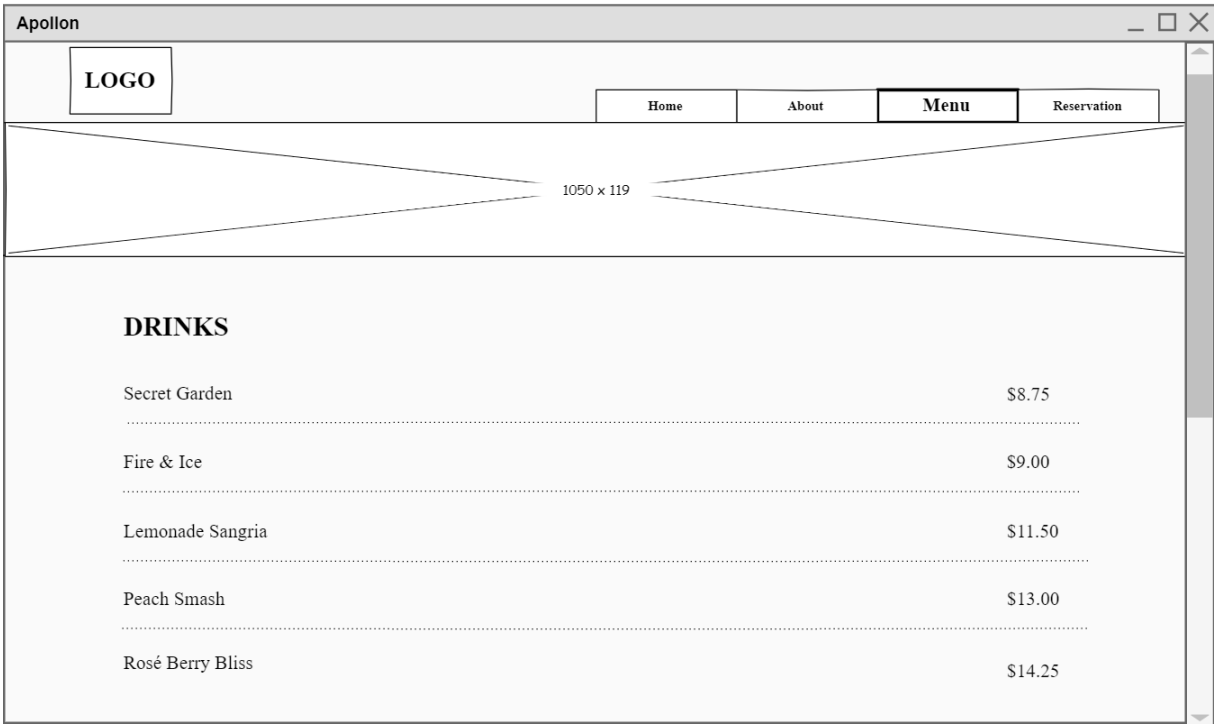


SALADS

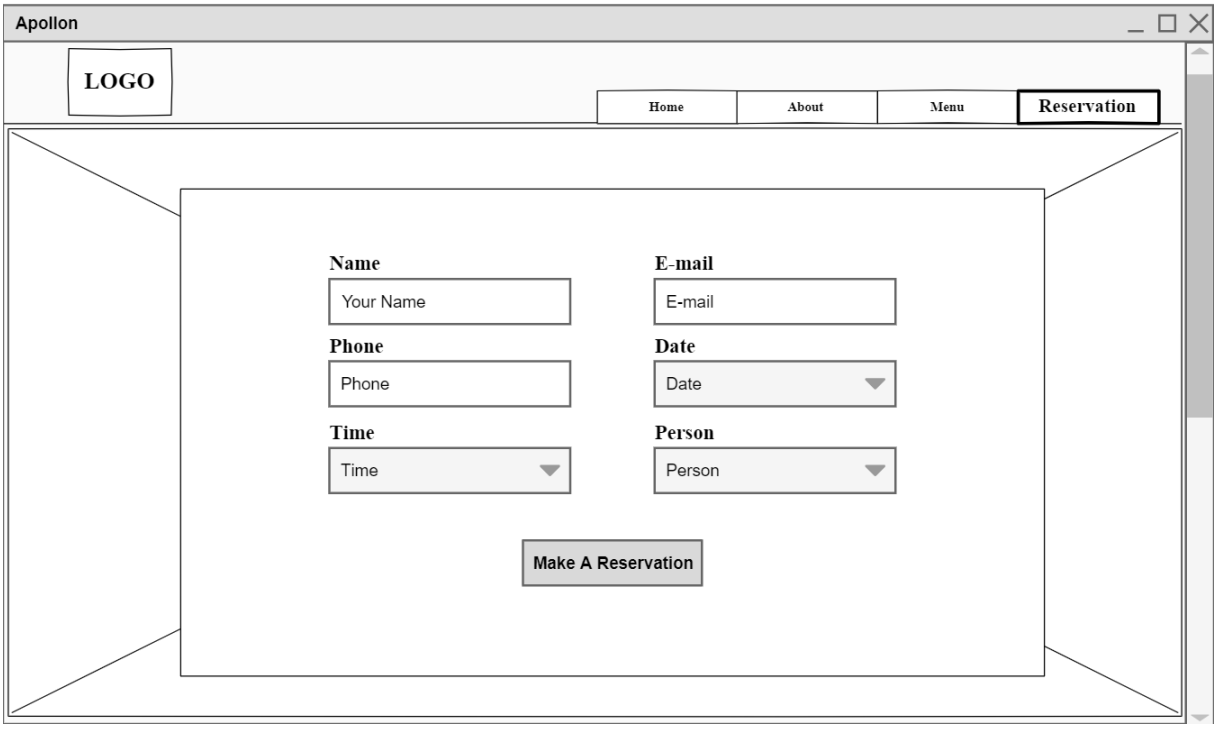
DESSERTS



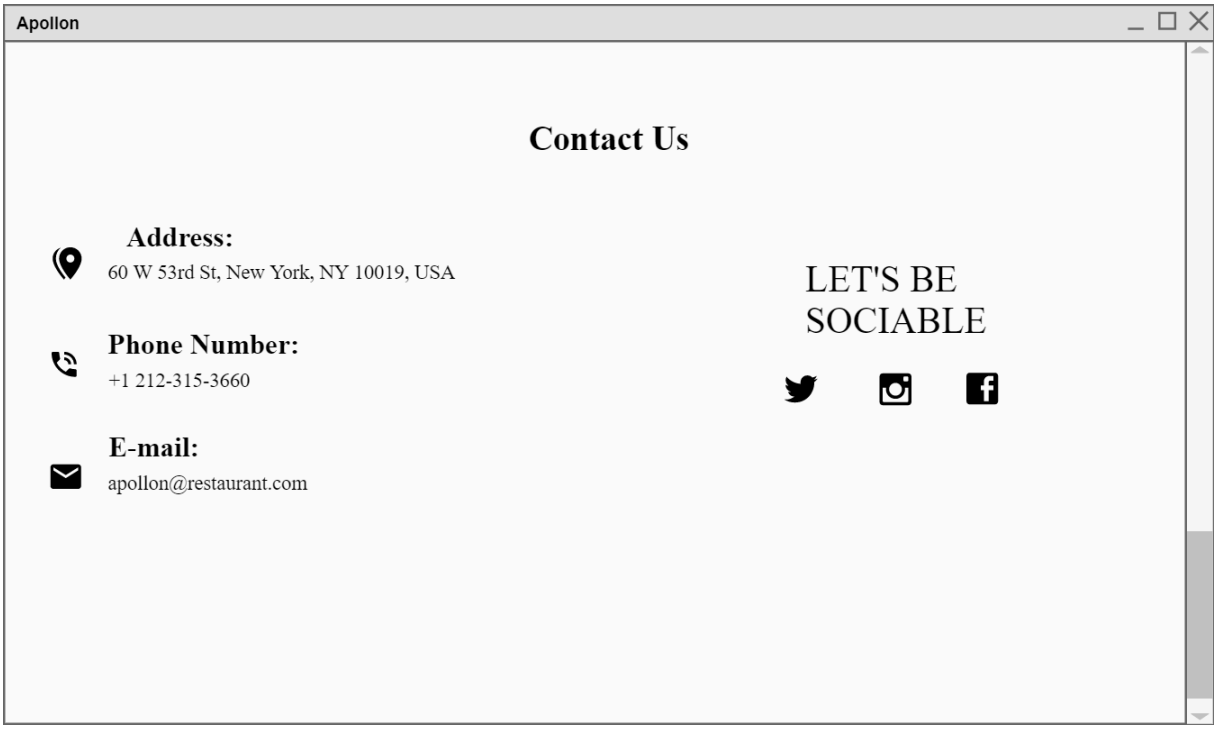
DRINKS



RESERVATION



CONTACT



Contact section is at the bottom of every page.

2-PREDICTIVE EVALUATION

Main Actions and KLM for Reservation Page

The user decides to make a reservation and opens the reservation page. The user enters the required information and finally presses the make a reservation button.

- **Make a reservation:** M -> P -> B (clicks on reservation on home page) -> P -> B (clicks on the name entry) -> M -> H -> Kxa (enters the name) -> H -> P -> B(clicks on the email entry) -> M -> H -> Kx(b+1)(enters the email) -> H -> P -> B(clicks on the phone entry) -> M -> H -> Kxc (enters the phone) -> H -> P -> B (clicks on the date input) -> M -> B(selects the date) -> P -> B(clicks on the time input) -> M -> B(selects the hour) -> B(selects the minute) -> P -> B(clicks on the person number) -> M -> B(selects the person number) -> P -> B(clicks on make a reservation button)

a = length of the name (ex: if name is john, a=4)

b+1= length of the email(b)+@ (1) (ex: if email is abcdf@gmail.com, b=16)

c = length of the phone (ex: if phone number is 123456789, c=9)

12B + 8P +7M + 6H + (a + (b+1) +c) K = (12x0.1) + (8x1.1) + (7x1.35) +(6x0.36) + ((a+b+1+c) x 0.28)

= **21.89+0.28(a + b + c) sec**

Main Actions and KLM for Home Page

The user decides to call a waiter and clicks the call a waiter button. On the page to which it is directed, the user enters the desk number and presses the call button.

- **Call a waiter**: M -> P -> B(clicks on the call a waiter button) -> P -> B(clicks on the table number entry) -> M -> H -> Kxn(enters the table number) -> H -> P -> B (clicks on the call button)

n = length of the table number (ex: n=2 for table number 21)

3P + 3B + 2M + 2H + nK = (3x1.1) + (3x0.1) + (2x1.35) + (2x0.36) + (nx0.28) **= 7,02 + 0.28n sec**

Main Actions and KLM for Menu Page

The user decides to see the menu content and opens the menu page. User makes a category selection and then sees the images of the product, clicked on.

- **Open product image:** M -> P -> B(clicks on the menu) -> P -> B(selects the category) -> M -> P -> B(clicks on the product whose image want to see.)

3P + 3B + 2M = 3(1.1) + 3(0.1) + 2(1.35) **= 6.3 sec**

Main Actions and KLM for Contact Section

1) Main Actions and KLM for Contact Section in Home Page

The user decides to contact with restaurant. The user reaches the contact section by scrolling the page on the home page. Selects the communication tool.

- **Selects communication tool:** M -> P -> B (clicks scrollbar and holds down) -> P (scrolls down) -> B (stops holding down) -> M -> P -> B (select communication tool ex: Facebook, Instagram)

3P + 3B + 2M = 3(1.1) + 3(0.1) + 2(1.35) **= 6.3 sec**

2) Main Actions and KLM for Contact Section in Other Page

The user decides to contact with restaurant and select a page. The user reaches the contact section by scrolling the page on the selected page. Selects the communication tool.

- **Selects communication tool:** M -> P -> B(select a page) **->** M -> P -> B (clicks scrollbar and holds down) -> P(scrolls down) -> B(stops holding down) -> M -> P -> B(select communication tool ex: Facebook, Instagram)

4P + 4B + 3M = 4(1.1) + 4(0.1) + 3(1.35) **= 8.85 sec**

Main Actions and KLM for About Page

The user decides to learn about the chef. Opens the about page. The user reaches the meet our chef section by scrolling the page on the about page.

- **Selects communication tool:** M -> P -> B (select the about page) **->** M -> P -> B (clicks scrollbar and holds down) -> P(scrolls down) -> B(stops holding down)

3P + 3B + 2M = 3(1.1) + 3(0.1) + 2(1.35) **= 6.3 sec**

Main Actions and KLM for Menu Page

The user decides to see the menu content and opens the menu page. User makes a category selection and then see the price

- **Open product image:** M -> P -> B(clicks on the menu) -> P -> B(selects the category)

2P + 2B + M = 2(1.1) + 2(0.1) + 1.35 **= 3.75 sec**

3-Usability Inspection

After finishing work with our layouts and designs of website we as team members sit all together to overview our project, we linked all of our layouts on website and examine, and that what we had

1- We designed the reservation section on the site in the prototype, small and on the left. The appearance of this design after we adapted it to our website did not satisfy us. Input types were very close to each other, making it difficult for the user to enter information. We found this useless. Also, the space on the right was unnecessary and not appealing to the eye. After these observations, we renewed our design. We centered the reservation section on the page and kept the gaps between input types too much.

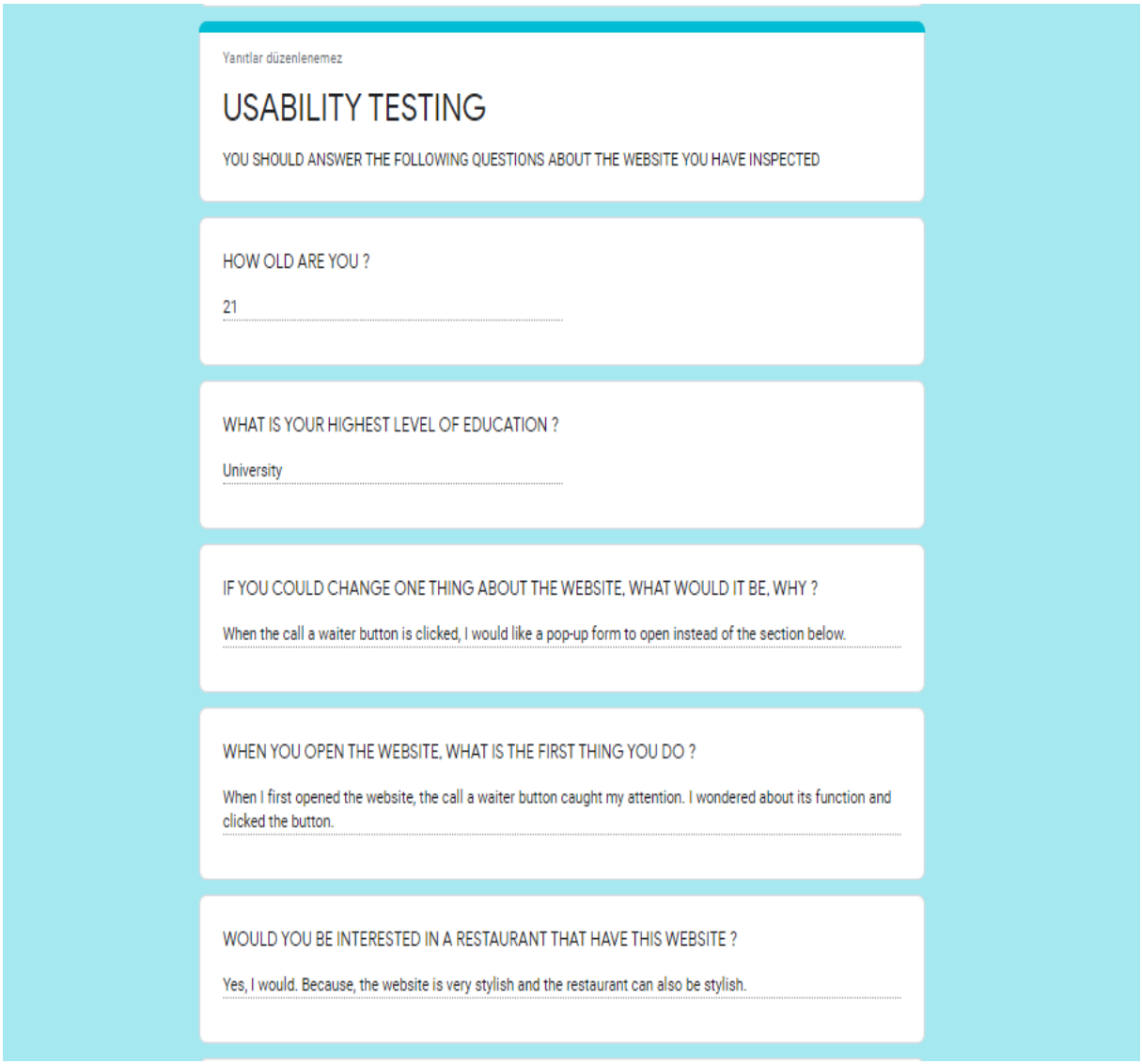
2- We included an X button in the prototype we designed in the Pencil to close the pop-ups with the product images in the menu content. We applied this design to our website, but the small size of the X-button made it difficult to find it in the pop-up. It was taking time to close the pop-up when pointer over it. As a result of this observation, we designed a more prominent and well-positioned close button instead of the X button.

3- In our prototype, we used the “Apollon” article as header in the contact us section. But when we applied this design to our work, we realized that it was irrelevant. For this reason, we changed the title to “Contact Us” in order to present the function of the communication section more clearly to the user.

4-USABILITY TESTING

We shared the interface with 2 of our friends so that they can review our site and we sent them a form. We gave both users **tasks** such as **seeing the product picture**, **making reservations**, **calling a waiter**, and it was completed successfully. Feedback on these issues was positive and we sent them a form to comment on the site.

First Person



Yanıtlar düzenlenemez

USABILITY TESTING

YOU SHOULD ANSWER THE FOLLOWING QUESTIONS ABOUT THE WEBSITE YOU HAVE INSPECTED

HOW OLD ARE YOU ?

21

WHAT IS YOUR HIGHEST LEVEL OF EDUCATION ?

University

IF YOU COULD CHANGE ONE THING ABOUT THE WEBSITE, WHAT WOULD IT BE, WHY ?

When the call a waiter button is clicked, I would like a pop-up form to open instead of the section below.

WHEN YOU OPEN THE WEBSITE, WHAT IS THE FIRST THING YOU DO ?

When I first opened the website, the call a waiter button caught my attention. I wondered about its function and clicked the button.

WOULD YOU BE INTERESTED IN A RESTAURANT THAT HAVE THIS WEBSITE ?

Yes, I would. Because, the website is very stylish and the restaurant can also be stylish.

DO YOU LIKE THE INTERFACE, IS THE INTERFACE EASY TO USE ?

There was no complexity in the website's interface. I liked the simplicity and usability of the website.

WHAT DO YOU THINK ABOUT THE DESIGN OF THE WEBSITE ?

Table number section takes up unnecessary space and does not appeal to the eye. Not enough effort in designing.

WHEN YOU WANT TO CONTACT THE RESTAURANT, DO YOU THINK CONTACT US SELECTION WILL HELP YOU ?

I would like to see a form to report our views and I would like to see other users' comments.

WHICH PART OF THE WEBSITE YOU FIND MOST USELESS ?

I found the information about the chefs unnecessary, they could have included more pictures of the restaurant instead.

WHAT DO YOU LIKE OR DISLIKE ON THIS WEBSITE WHEN YOU COMPARE IT WITH OTHER RESTAURANT WEBSITE ?

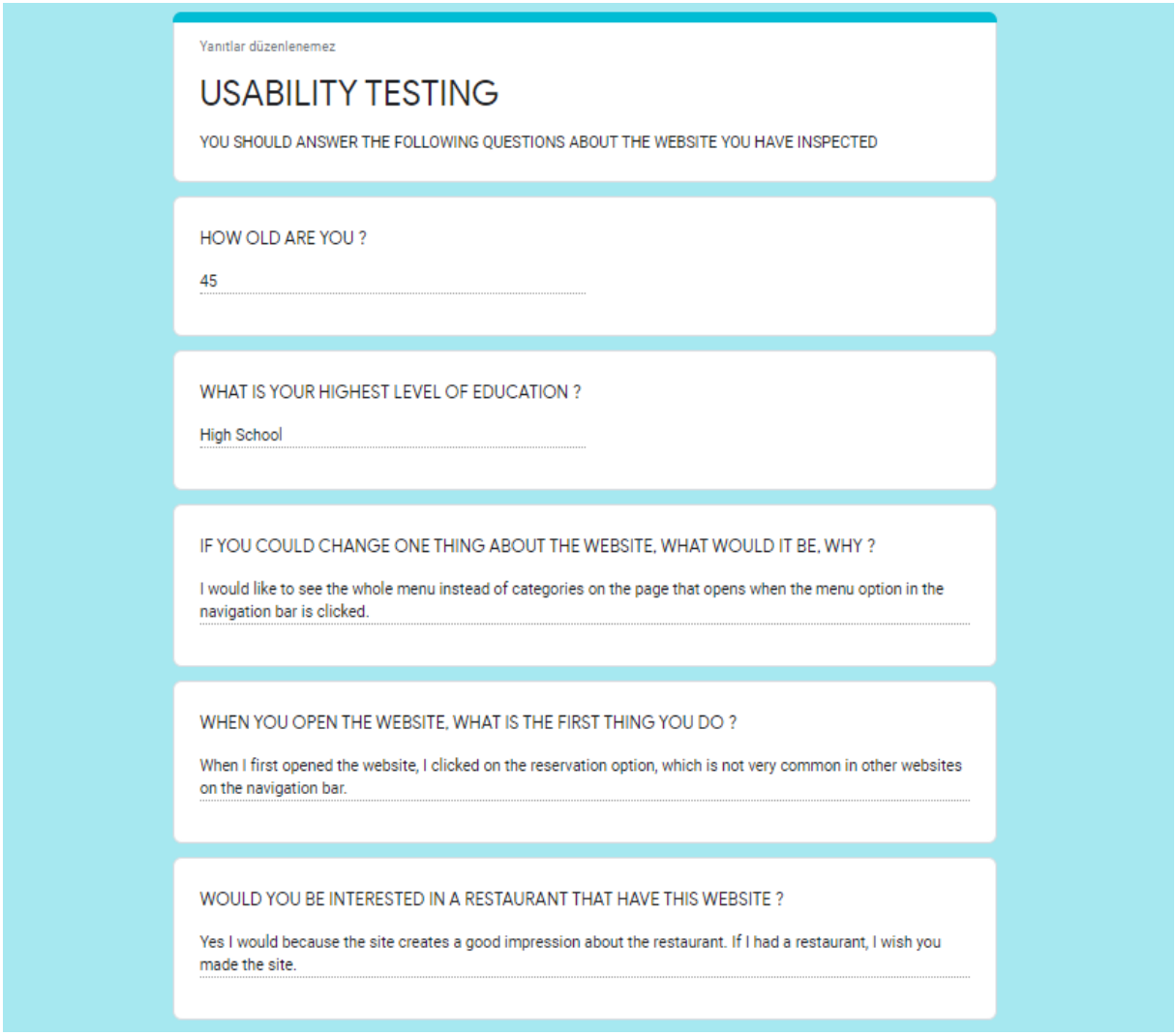
I liked that the menu and meal deals are on the website. Some sites do not include these sections. Since I am a student, it is important for me to access the price information of the restaurants that I will go to.

WHAT, IF ANYTHING SUPRISED YOU ABOUT THE EXPERIENCE ?

Product image pop-ups when clicking on the product names in the menu content surprised me and I found this pretty useful. Thanks to these pop-ups, I examined the appearance of products that I do not know.

Gönderme zamanı: 10.01.2021 21:12

Second Person



Yanıtlar düzenlenemez

USABILITY TESTING

YOU SHOULD ANSWER THE FOLLOWING QUESTIONS ABOUT THE WEBSITE YOU HAVE INSPECTED

HOW OLD ARE YOU ?

45

WHAT IS YOUR HIGHEST LEVEL OF EDUCATION ?

High School

IF YOU COULD CHANGE ONE THING ABOUT THE WEBSITE, WHAT WOULD IT BE, WHY ?

I would like to see the whole menu instead of categories on the page that opens when the menu option in the navigation bar is clicked.

WHEN YOU OPEN THE WEBSITE, WHAT IS THE FIRST THING YOU DO ?

When I first opened the website, I clicked on the reservation option, which is not very common in other websites on the navigation bar.

WOULD YOU BE INTERESTED IN A RESTAURANT THAT HAVE THIS WEBSITE ?

Yes I would because the site creates a good impression about the restaurant. If I had a restaurant, I wish you made the site.

DO YOU LIKE THE INTERFACE, IS THE INTERFACE EASY TO USE ?

Yes it is easy to use. I found everything, I was looking for easily.

WHAT DO YOU THINK ABOUT THE DESIGN OF THE WEBSITE ?

I wish more vivid colors were preferred. Colors were a little pale.

WHEN YOU WANT TO CONTACT THE RESTAURANT, DO YOU THINK CONTACT US SELECTION WILL HELP YOU ?

I found the communication section sufficient and easily accessible. It is located at the bottom of every page.

WHICH PART OF THE WEBSITE YOU FIND MOST USELESS ?

There was no need for the section where the chefs were introduced.

WHAT DO YOU LIKE OR DISLIKE ON THIS WEBSITE WHEN YOU COMPARE IT WITH OTHER RESTAURANT WEBSITE ?

The website is pretty useful and efficient both in and out of the restaurant. While inside the restaurant, it offered a feature that is not available in other restaurant sites with the call a waiter section. Outside of the restaurant, it attracted my attention with the reservation section.

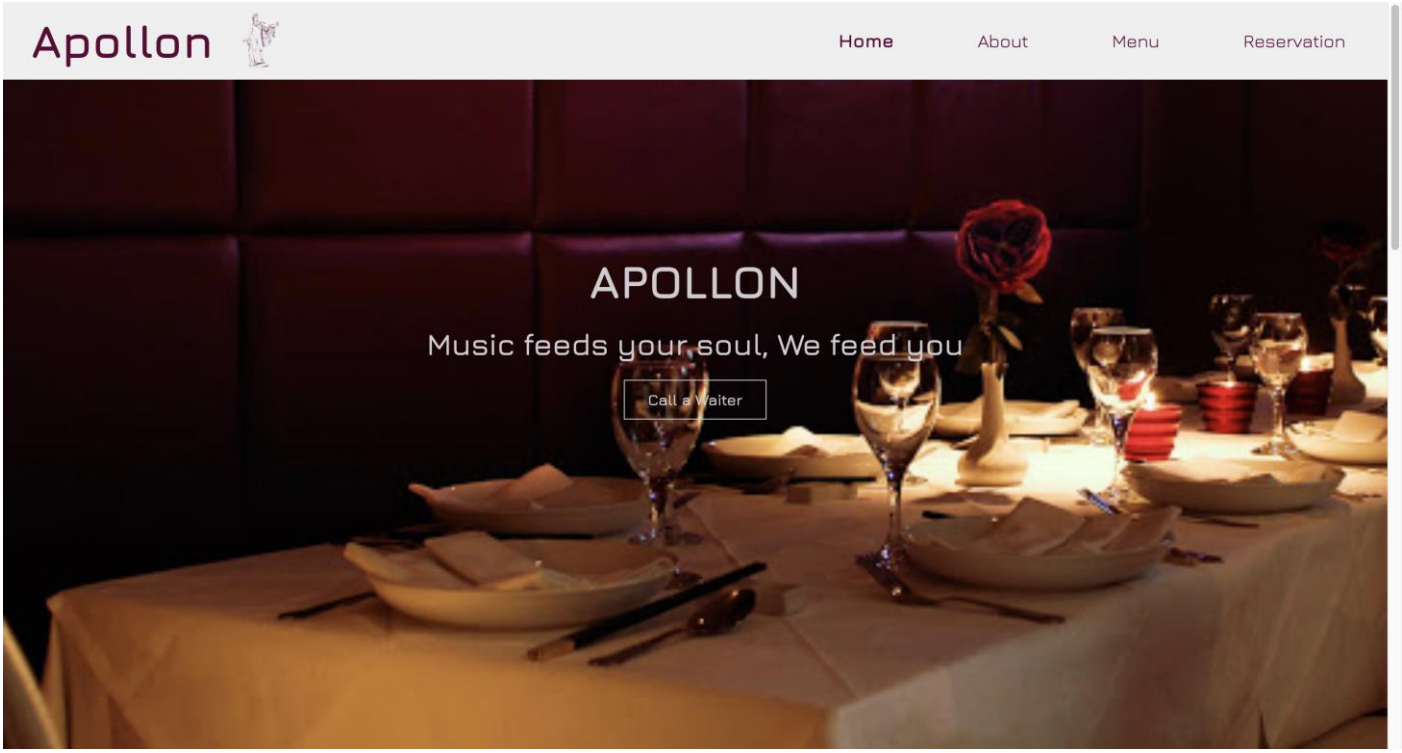
WHAT, IF ANYTHING SUPRISED YOU ABOUT THE EXPERIENCE ?

Your design is a standart restaurant website design. I am not suprised by anything. Everything is as it should be.

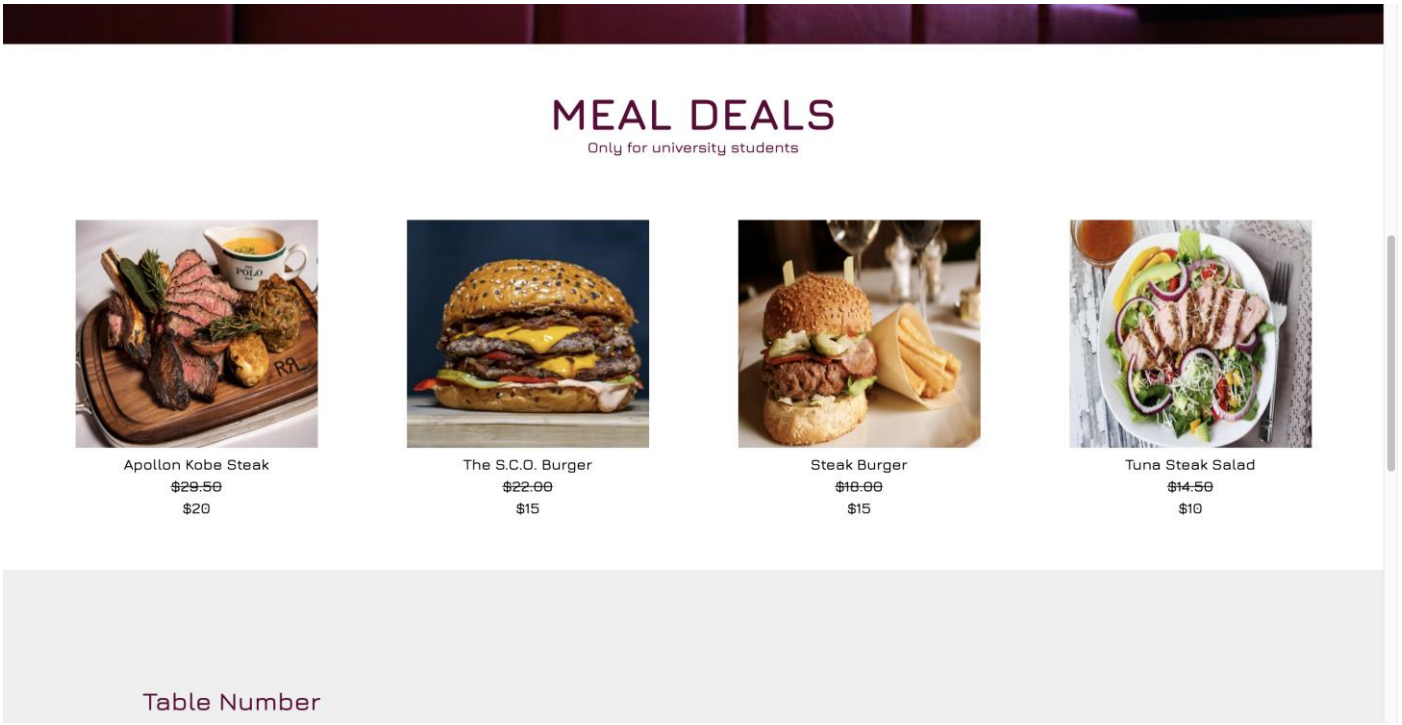
Gönderme zamanı: 10.01.2021 21:24

5- GRAPHICAL IMPLEMENTATION

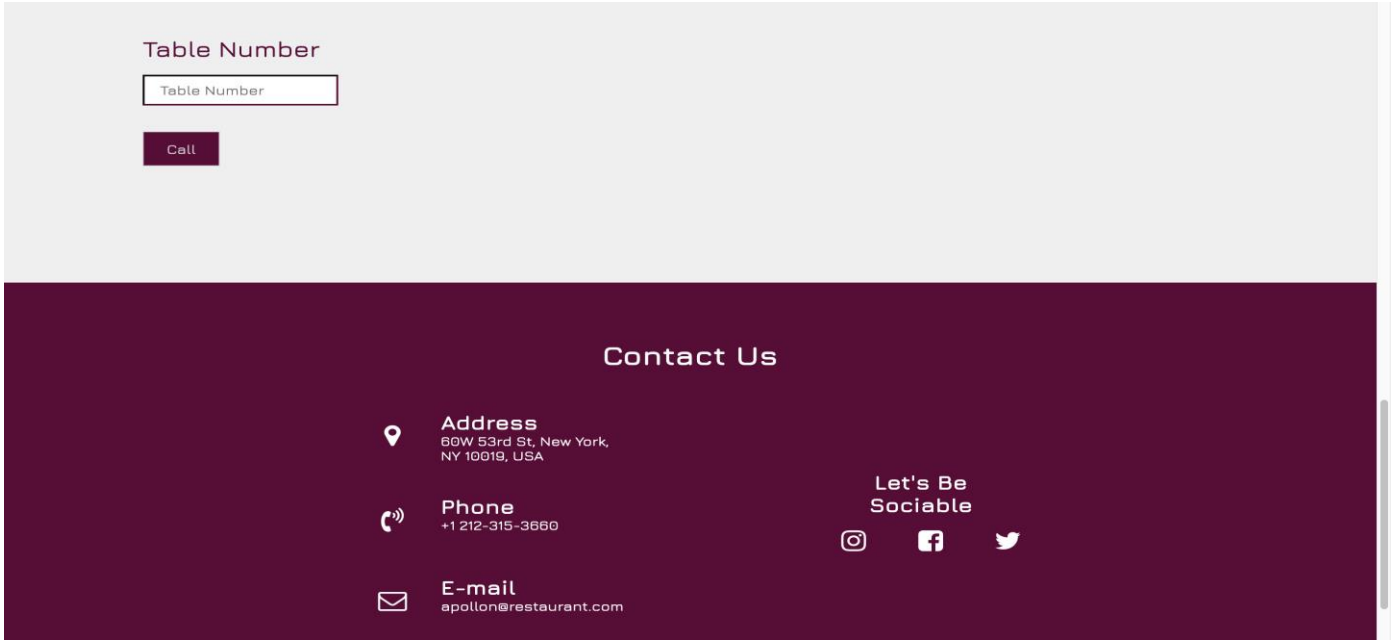
HOME



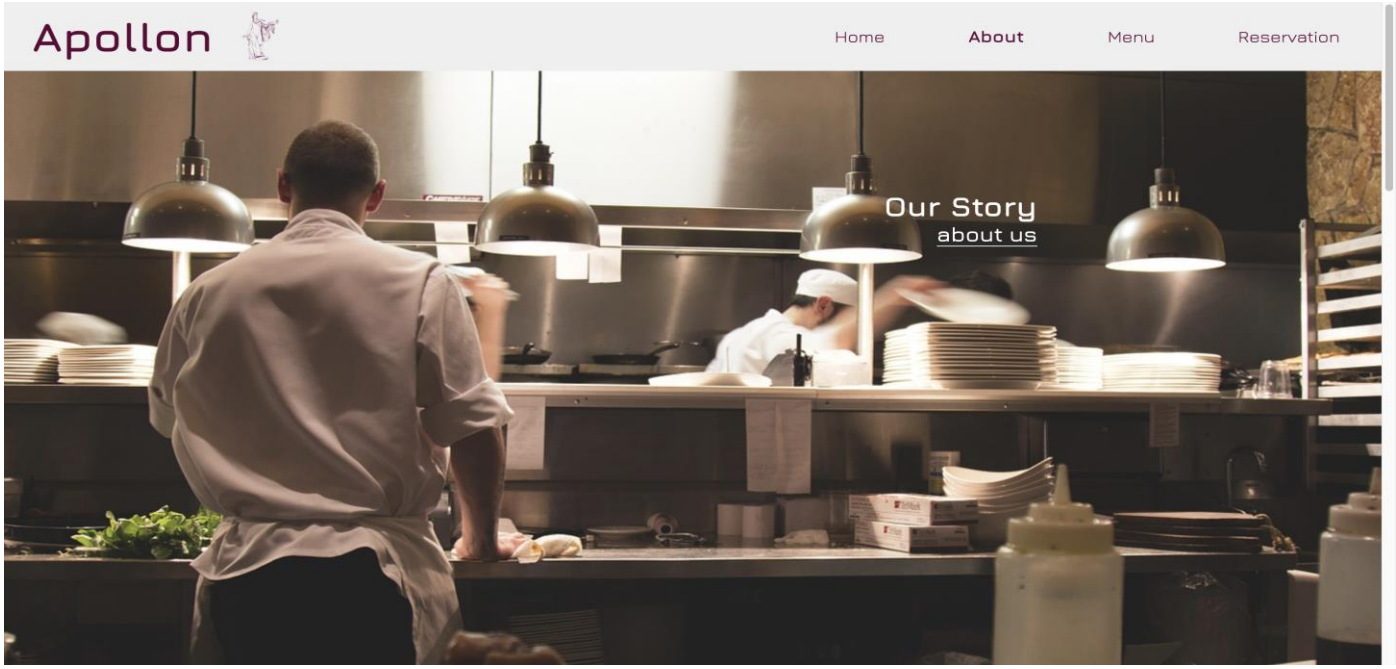
HOME/MEAL DEALS



HOME/CALL A WAITER-CONTACT US



ABOUT



ABOUT/ABOUT US

About Us

We are a family business originating from the Rossendale Valley in New York, our aim is to create a unique dining experience at affordable prices. We are committed to serving the best ingredients available and delivering great service in superbly designed restaurants. Our experienced team of chefs prepares all of the dishes in our restaurants daily from scratch, using carefully sourced ingredients. We pride ourselves on our food, our service, and our people.The name of restaurant was inspired by Apollo, the god of music, art, sun, fire and poetry in mythology, the prophetic and knowing god.The owner of our restaurant visits the Apollo temple in Didim and researches his story. He thinks there is a similarity between Apollo's love for music and his love for food. Thus, he give name our restaurant Apollon. In this restaurant, we try to show our respect to the god of music, Apollon, with our meals and accompanying music. As in our motto, music feeds your soul, we feed you.

ABOUT/MEET OUR CHEFS

your soul, we feed you.

Meet Our Chefs

Bobby Flay

He has been working at this restaurant for three years. He has 7 Michelin Stars. His famous dish is Filet Mignon.

Ina Garten

She has been working at this restaurant for four years. He has 12 Michelin Stars. Her famous dish is Salisbury.

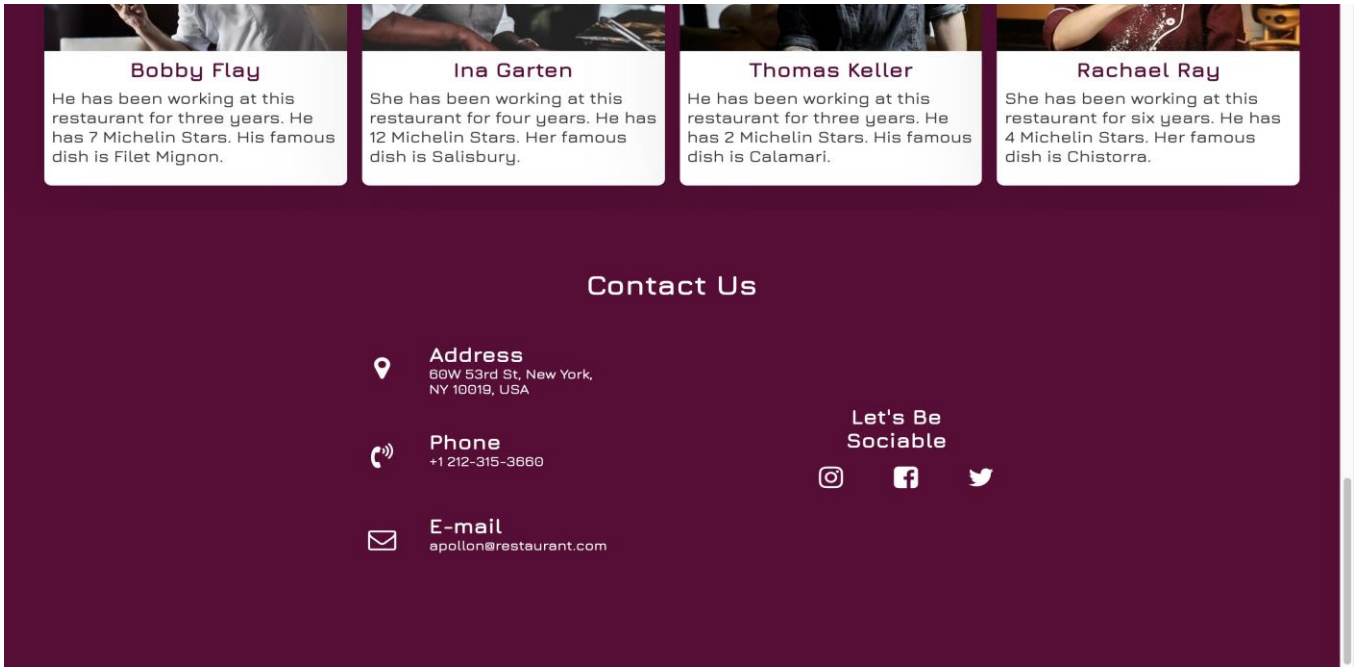
Thomas Keller

He has been working at this restaurant for three years. He has 2 Michelin Stars. His famous dish is Calamari.

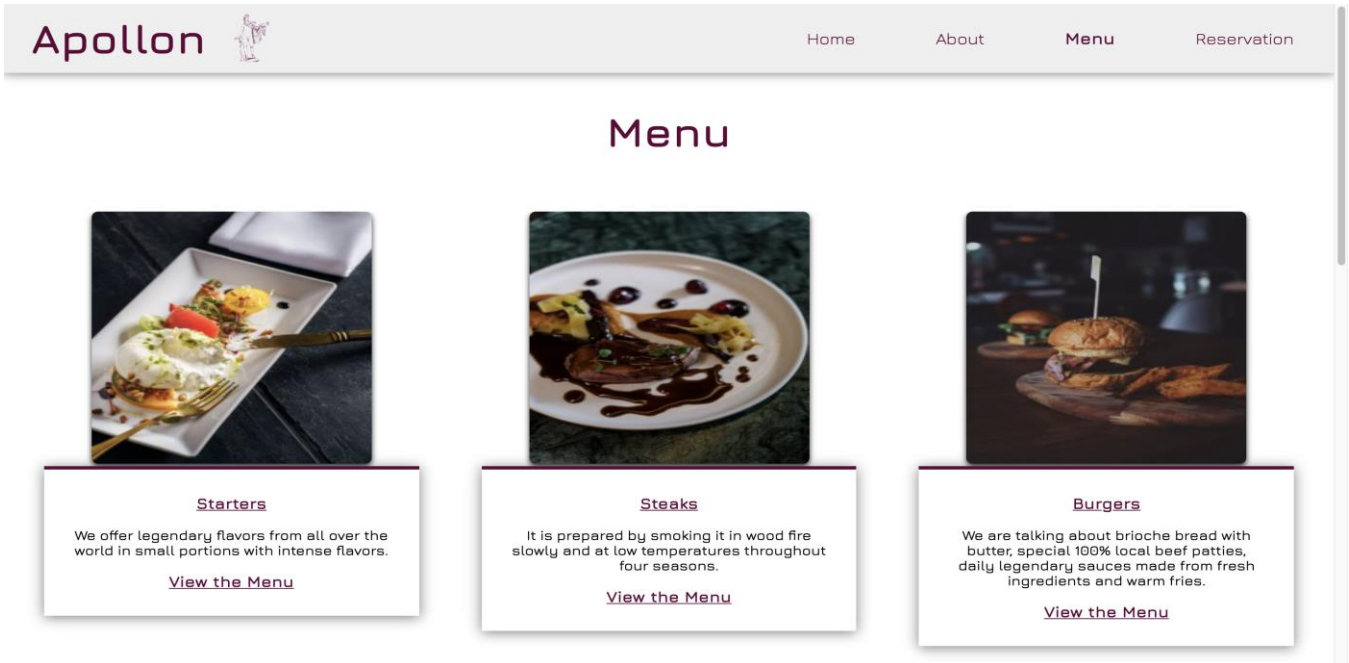
Rachael Ray

She has been working at this restaurant for six years. He has 4 Michelin Stars. Her famous dish is Chistorra.

ABOUT/CONTACT US



MENU



MENU

Salads

The salads we prepare with fresh vegetables daily will give you a unique experience.

View the Menu

Desserts

Our fresh and handmade desserts will impress you as much as the love of Apollon.

View the Menu

Drinks

Soft or hard drink? The choice is yours.

View the Menu

Contact Us

MENU/CONTACT US

The salads we prepare with fresh vegetables daily will give you a unique experience.

View the Menu

Our fresh and handmade desserts will impress you as much as the love of Apollon.

View the Menu

Soft or hard drink? The choice is yours.

View the Menu

Contact Us

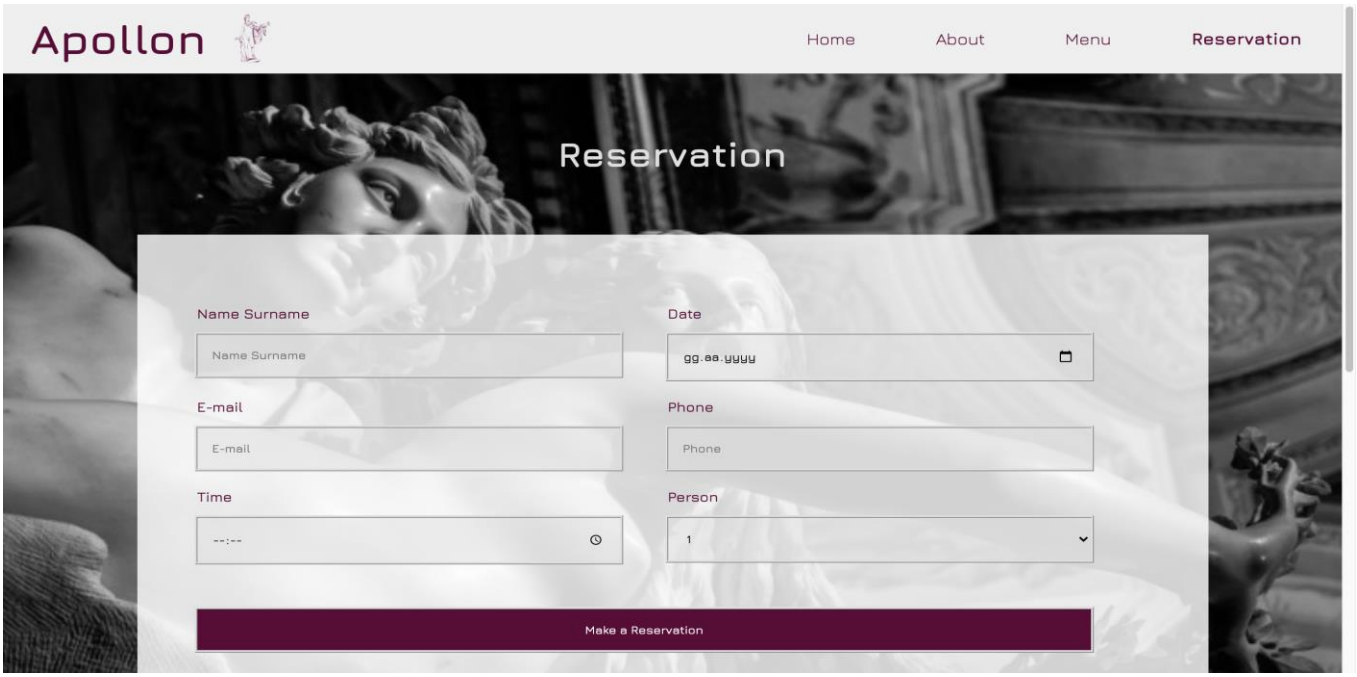
Address
60W 53rd St, New York,
NY 10019, USA

Phone
+1 212-315-3660

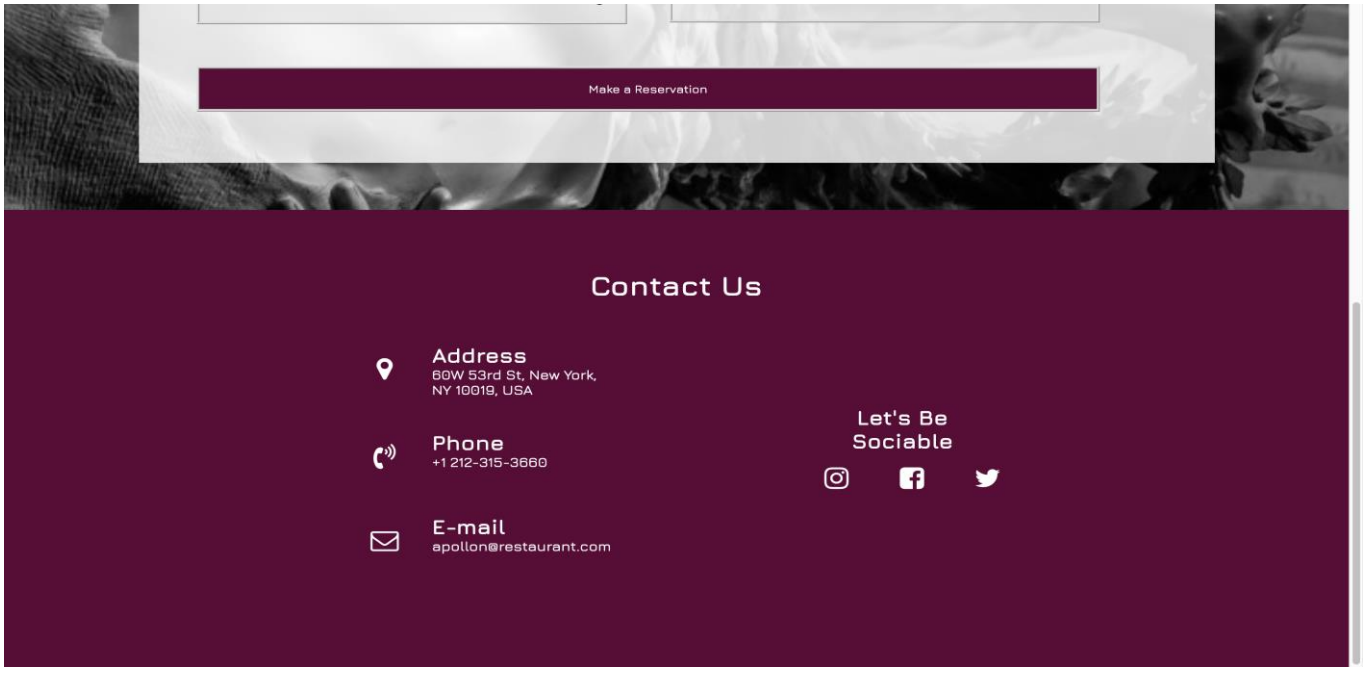
E-mail
apollon@restaurant.com

Let's Be Sociable

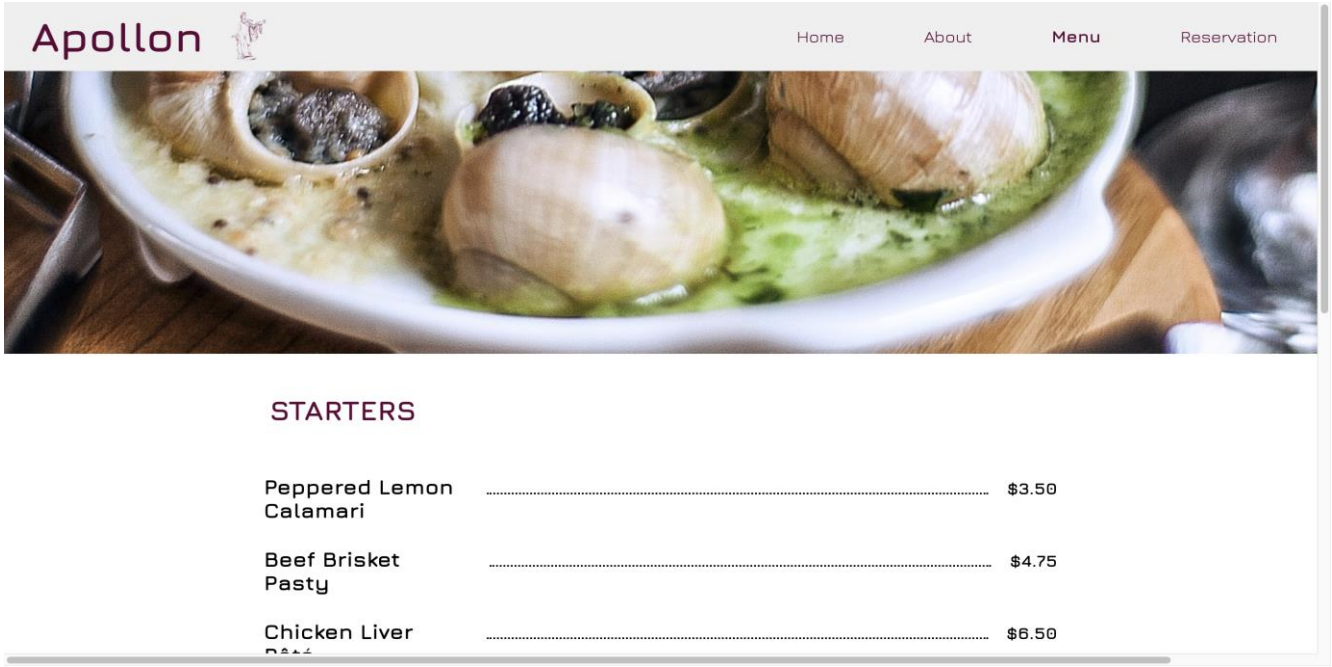
RESERVATION



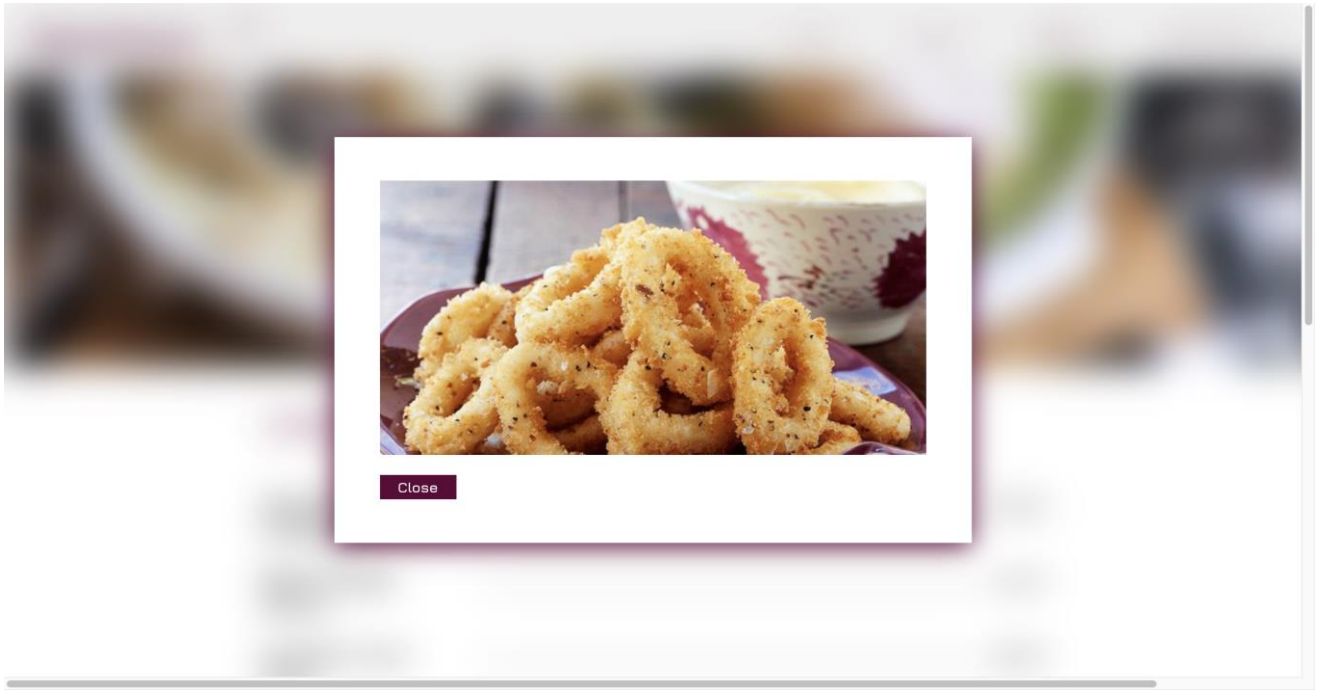
RESERVATION/CONTACT US



STARTERS



POP-UP PHOTO OF PRODUCTS



All products have pop-up photo.

STARTERS/CONTACT US

Smoked Paprika Houmous $7.00

Blackened Fish Tacos $7.25

Contact Us

Address
60W 53rd St, New York, NY 10019, USA

Phone
+1 212-315-3660

E-mail
apollon@restaurant.com

Let's Be Sociable

STEAKS

Apollon

Home About Menu Reservation

STEAKS

Salisbury Steak $24.50

Filet Mignon $26.25

New York Steak $27.75

Apollon Kobe $29.50

STEAKS/CONTACT US

Apollon Kobe Steak $29.50

Gold Dallas Steak $32.00

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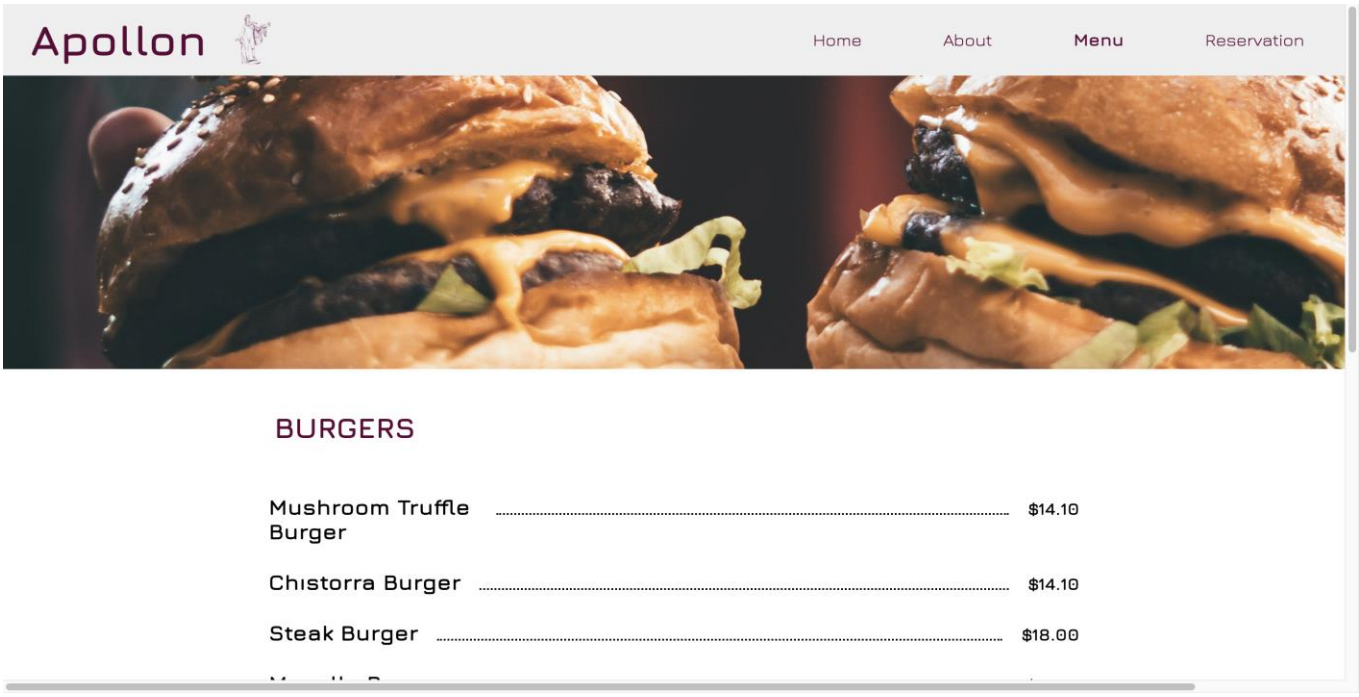
BURGERS



BURGERS

Mushroom Truffle Burger $14.10

Chistorra Burger $14.10

Steak Burger $18.00

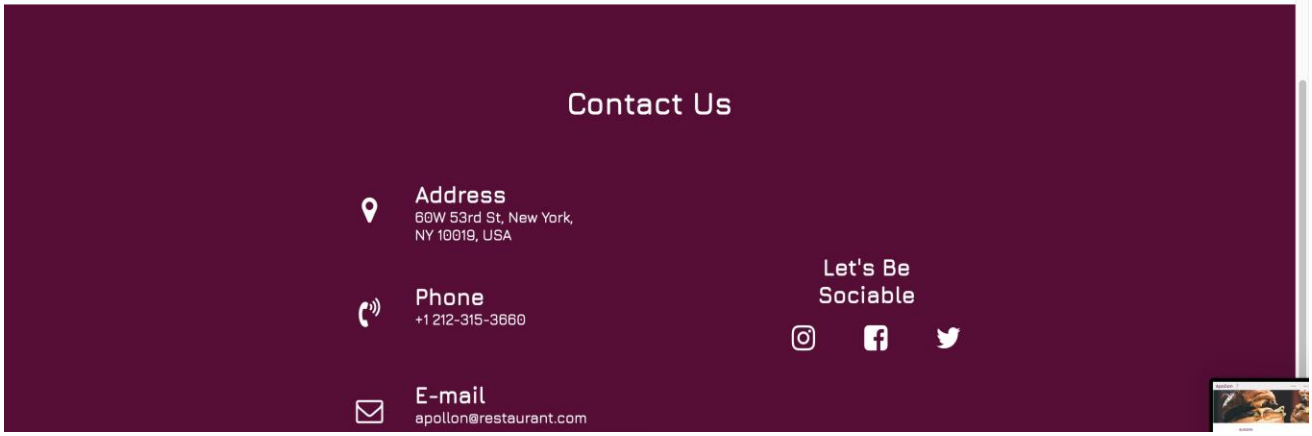
BURGERS/CONTACT US

Chistorra Burger $14.10

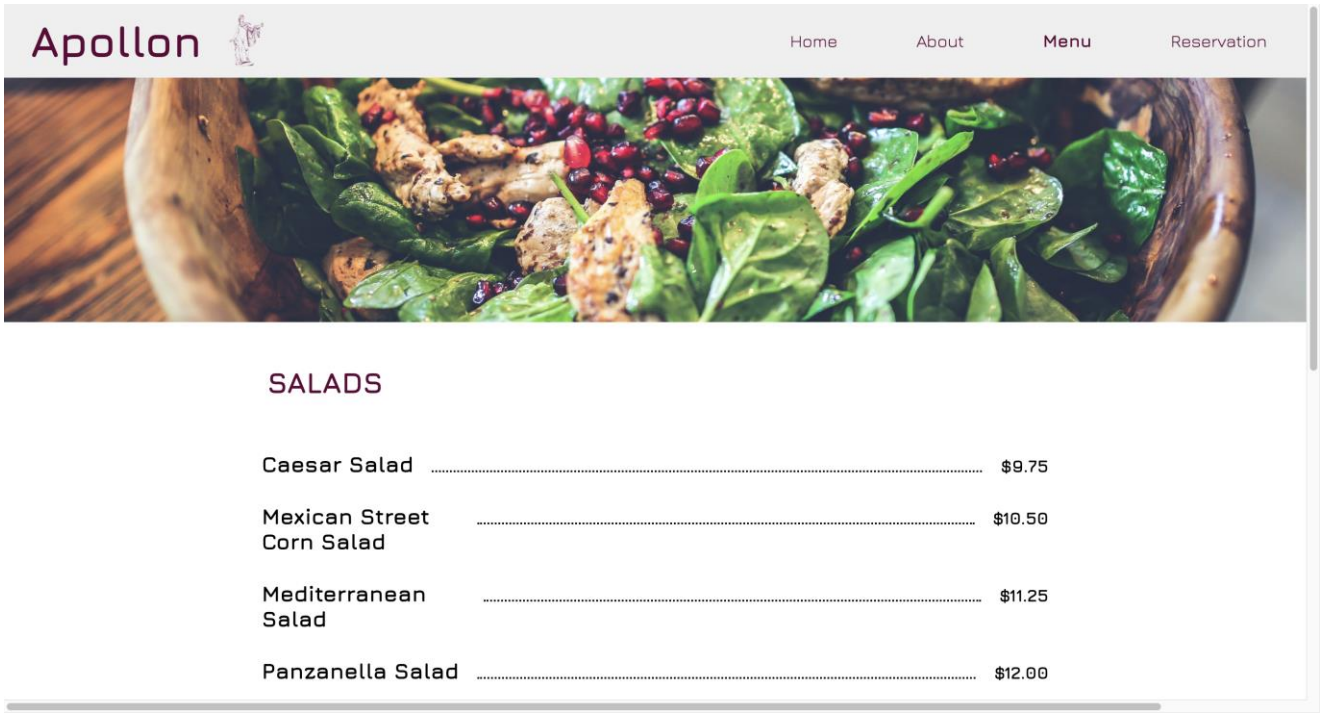
Steak Burger $18.00

Macello Burger $21.75

The S.C.O Burger $22.00



SALADS



SALADS/CONTACT US

Mediterranean Salad $11.25

Panzanella Salad $12.00

Tuna Steak Salad $7.25

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Let's Be Sociable

DESSERTS

Apollon

Home About Menu Reservation

DESSERTS

Cookie Cream Cheesecake $4.75

Apple & Rhubarb Crumble $5.75

Knickerbocker $6.50

DESSERT/CONTACT US

Glory

Texas Sheet Cake $7.25

Snickers Ice Cream Cake $8.00

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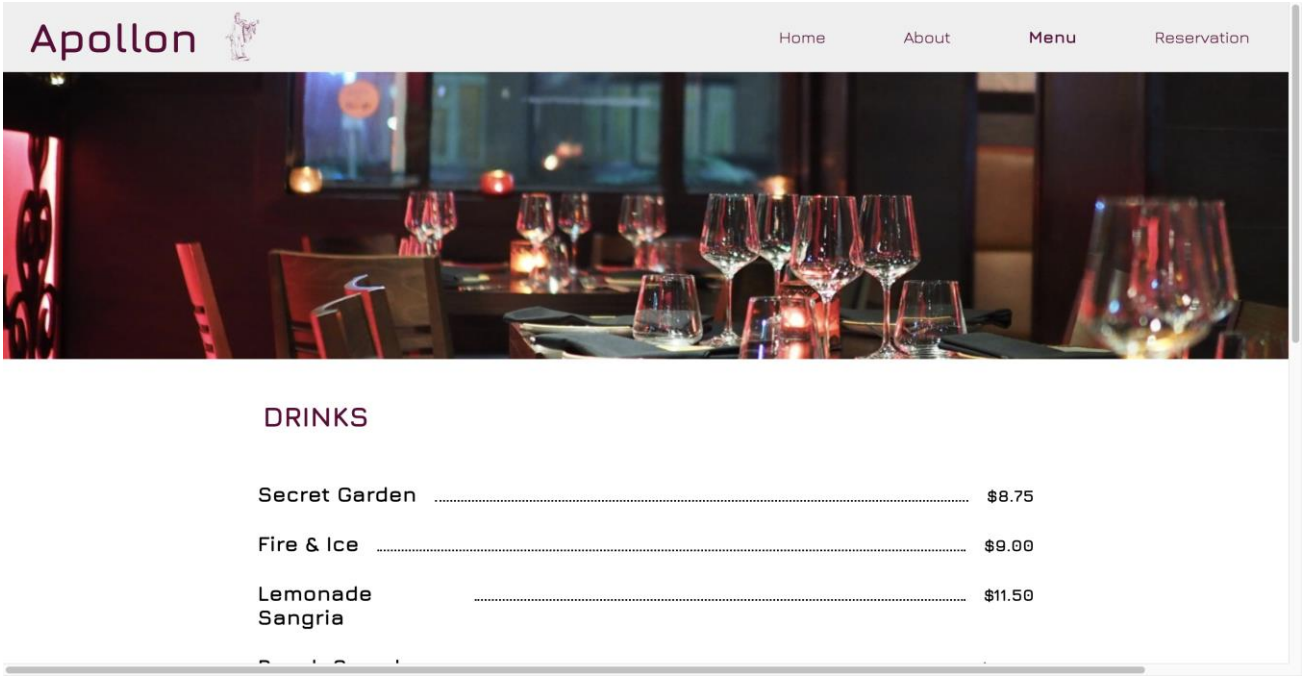
Let's Be Sociable

DRINKS



DRINKS

Secret Garden $8.75

Fire & Ice $9.00

Lemonade Sangria $11.50

DRINKS/CONTACT US

Sangria

Peach Smash $13.00

Rosé Berry Bliss $7.25

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Let's Be
Sociable

6- HEURISTIC EVALUATION

• Learnability

a) Affordance & Natural mapping

We have a slider so people are aware of the content below. Our buttons place such way people can understand and follow the queue which need to be followed. New users can search and reach table number section using call a waiter button easily. It is easy to reach all website pages using the navigation bar. Our user page is easy to explore because we made an understandable design.

b) Consistency

You can find product and price information associated with them under the pictures in the meal deals section. On the About page, we positioned the pictures of our chefs and the information about them correctly. The 4 different content in these two sections are equivalent in terms of image sizes and font sizes. We used the elements on the site as the users are used to. For example, the navigation section and logo are at the top. We have included the communication section at the bottom. We used consistent icons in the contact us section. Design corresponds to desired outcomes. Our content and context is consistent. We used same terms and same language everywhere.

c) Help and Documentation

Ideally, we want users to navigate the system without having to resort to documentation. The information sought in the contact us section is easily found. We tried not to make this part long and complicated. In this section, we included icons and tried to guide users in this way. We have added the view the menu link as a guide in order to reach the categories, products and prices on our menu page. Our website does not need much additional explanation.

d) Match the Real World

Our website design speaks the users' language. Users can understand meaning without having to go look up a word’s definition. We avoided technical language that only certain people can understand. We categorized the menu on our site, just like in the real world. We tried to inspired the menu pages on our site to a menu that users also encounter in restaurants, thus making a real world metaphor. This situation made the website users' job even easier. Also, other websites have similar aspects like “About us” and “Contact us”, which people already used to.

- ## Visibility

a) Feedback

After the user completes the reservation process, the system informs the users about what is happening via instant and appropriate feedback. The same is done by the system after the user calls a waiter. In this case, the feedback given by the system is clear and understandable to the user. When users know the current system status, they learn the outcome of their prior interactions

b) Visible Navigation

We made the transition between pages with a single click on the navigation bar. Also, the navigation bar turns into a drop-down list when the screen gets smaller. Call a waiter and About Us, when clicked, they are directed within the page.

- ## User Control

a) User Control & Freedom

When using the system, users may sometimes take an unwanted action due to wrong choices or reasons such as absent-mindedness and carelessness. Therefore, as a solution to this, we must offer the user a correction option. Especially after the waiter is called in the Call a Waiter section and after the reservation is created in the Reservation section, the “undo” or “cancel” options should be offered. Our design allows the user to exit the pop-up image that when the product name is clicked by mistake. Our design shows a clear way to exit the current interaction by a "close" button.

- ## Error Handling

a) Error reporting, diagnosis, and recovery

Error handling is not available on our site. It would be nice to use it on the booking page. Our design carefully prevents problems from occurring in the first place except for reservation section

- ## Efficiency

a) Flexibility & Efficiency

We designed the system to be most effective according to user needs. We tried to keep the steps designed to complete the intended work as short and easily applicable as possible. The user can access the home page in 2 different ways. These are the logo and the home on the navigation bar. When the user makes a reservation and enters information in the wrong format, no error message is given but this situation's severity scale is cosmetic

b) Anticipation

You can find related elements together in our Project. Also we designed properly tab's name as scent of information rules. All users (novice, experienced) can understand where the tabs are going before click them.

- ## Graphic Design & Simplicity

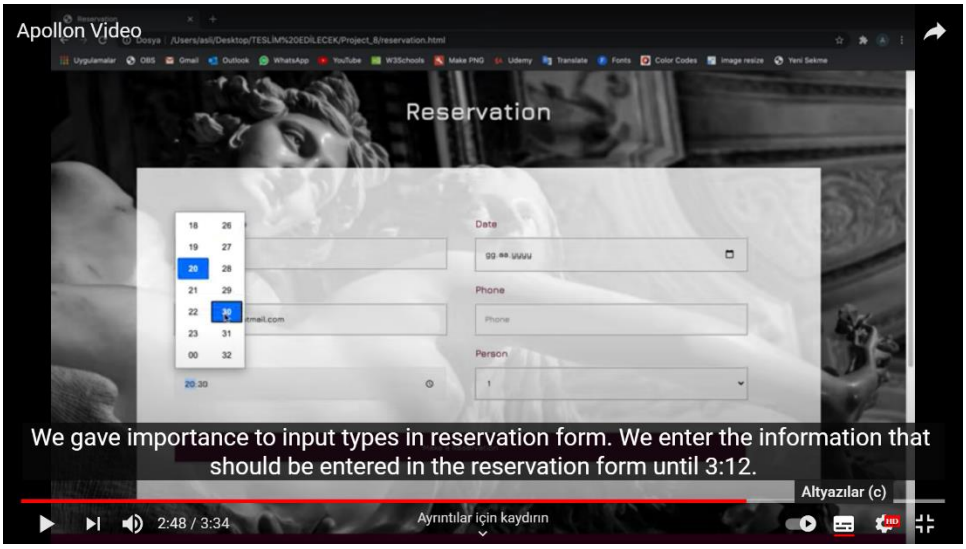
a) Aesthetic and Minimalist Design

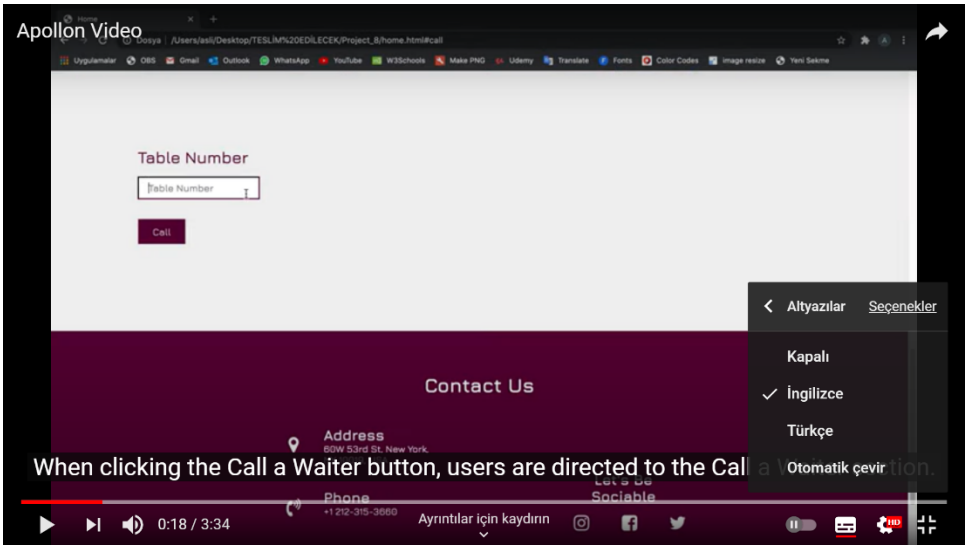
Our ınterface do not contain information which is irrelevant or rarely needed. Our interfaces are aesthetically pleasant and relevant. These enable quicker actions and increases the efficiency of the users. We try to use visible fonts and colors. We aim to use basic and appropriate colors with each other so that user's eyes get don't tired. We tried to keep the site quite simple. we didn't host irrelevant pictures. We used stylish and descriptive pictures. We prioritized the content and features to support primary goals. Since most users will see the navigation bar section, we've cared about keeping only the most important things in this section so that it's easier to remember. We gave importance to hierarchy.

7- Presentation of the working GUI

We added our presentation video to youtube. You can access our video from the link below. You can access the written descriptions on the video by activating the youtube subtitle option.

https://www.youtube.com/watch?v=JTTwzGIQDsE&feature=youtu.be





We were inspired by such sites while designing

https://thehousecafe.com/

https://bigseventravel.com/2020/02/best-steaks-in-england/