Design Journey Map (M3)

Group: FF0

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Section 202

M3. Part 5: Testing protocol
Lay out your testing protocol:

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

In our Milestone 2 we defined our target audience as: Parents of children with autism spectrum disorders, apraxia of speech, Down Syndrome and other speech/language delays/disorders. These parents would likely interact with this website by the recommendation of Felicia, one of Felicia's co-workers or colleagues, or by the recommendation of a parent who has used Felicia's services before. These parents may also, even if they cannot use Felicia's services themselves, be willing to recommend her services to friends or colleagues who have children with similar disorders.

Because our target audience is parents of children with these disorders, I sought out to contact such parents. Luckily, or not so luckily, I have three close friends who have siblings with these kinds of disorders. Two of these parents live in Westchester County, NY, a suburb of New York City, where Felicia's practice is. Westchester County parents are part of Felicia's very real client base, so these two users should fall very directly in our target audience, and at least one could realistically use the services Felicia provides. One of these two parents is also a preschool teacher who is very familiar with and educated about autism spectrum disorders and how to handle them. As such she can give us an additional teachers perspective on the site even though her son may be ineligible for Felicia's services. The third user chosen actually lives in San Francisco, California. While she is too far away to ever be a real client of Felicia's, she is very educated about autism spectrum disorders as well as a parent with a teenaged autistic daughter. As a mother and city dweller she should still be a good representation of our target audience.

I will meet with the two parents who live in Westchester over Thanksgiving break. I will probably meet with them in their homes since I know these women well and have been to their homes on multiple occasions. The third parent, the one from San Francisco, will be interviewed by my friend, her daughter, who has kindly agreed to help me out, and who is familiar with user testing as she has been the guinea pig for some of my other website projects.

I do not plan to compensate these users because they are friends, and trying to compensate them may make the exchange become awkward. I want the interaction to feel as comfortable and honest as possible so that we can get the best feedback.

For round two user testing we will be user testing among students in our lab. These users will not fall into our target audience, but their feedback should be useful since these are students familiar with website design.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/ id	Task description	Task goal/what's being tested/ expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates client's key site goals to the target audience.
Find the owner	Ask the user to find the names of the person in charge of the company and give a first impression of her.	Testing whether a potential new member can find info about Felicia quickly and easily and develop a good first impression; ideally, they should click on the "About Me" link in the menu bar.
Find out what the company does	Ask the user to find out the name and type of company the website is for.	Want to see if it is immediately clear what kind of services Felicia provides.
Find out if these services could be helpful to you**	Ask the user to figure out what services the company provides and how they compare to his or her wants and needs in such a company.	Want to see if the information provided is sufficient and a good indicator for parents if they could make use of Felicia's services or if they would recommend these services to a friend. **Only for Round 1 testing
Find out how to get in contact with the company.	Ask the user to look for contact information and figure out how they would go about getting in contact with Felicia.	Testing to see if a new user can find contact information quickly and easily; ideally, they should click on the "Contact" link in the menu bar.
Find out where the company is and how to get there.	Ask the user to figure out where the company is located and if it is convenient for them to find using the website.	Testing to see if a new user can find location information quickly and easily; ideally, they should click on the "Getting Here" link in the menu bar.

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Welcome/Introduction: Thanks a lot for agreeing to help us with our user tests. We are in a class where we are making a website for a real client, and are trying to make the website as clear and useful as possible. So we are going to ask you to complete some tasks on the website, nothing too complicated, and we would appreciate it if you can talk us through your thought process while doing the tasks and let us know what you think of the website. All of your input is helpful for us to make our website the best it can be. Don't hold back. Do you have any questions before we start? (Pause) Great. Before we begin I just want you to keep in mind that the website is not completely finished yet, but don't let that hold back any of your criticism, and that the Contact page is still under construction.

We will start with the above introduction to try to make users feel comfortable and ensure them that we are testing the site and not them. We try to encourage users to be as critical as they can/want to be by letting them know that their criticism is helpful. We also ask them from the start to talk out loud as they work, but we will reinforce this later if the user is hesitant.

Task Introduction:
Our first task is X (For example, first impression of the website.) I'm going to pull up the website, and for this task I just want you to tell me your initial thoughts. If you were going on this website, what would you think about it.

Additional task introductions will have similar language. Wording will obviously change a bit based on the task. However the wording and tone will always be kind, helpful and supportive. We will not give them any information about the company in advance, however we will warn users that the website is not completely finished and that the Contact page is still under construction. This should keep users focused on more of the problems we are not already aware of. We also ask them in the introduction not to let the incompleteness hold back any criticism, so hopefully we won't lose any information with this warning. We will tailor each response to our users needs.

Encouragement During and After Tasks:
<u>This will include phrases during the task like</u>: Can you explain to me what you're doing? How does it look? Take your time
<u>If the user gets stuck and cannot complete a task we will say</u>: Okay, let's move on to the next task. We will make a note that we need to fix that. Are there any ways you would have liked to see the information, or think it could have been organized differently?
<u>After each task</u>: Great, thanks. Let's move to the next task.

After Testing Questions: Just to conclude, can you tell us a little bit about your usual Internet and computer habits? We're trying to get a sense of our target audience so we can help tailor the site to you.

Debriefing and Thanking: Thank you so much for helping us with our website. I think it's going to look a lot better thanks to your feedback. We will send you a copy of it when it is finished so you can see what we did.

We hope that this kind of support and encouragement will help get the best answers from our users. We will of course have to change some of the dialogue based on users, but this script should help give us a good framework for testing.

M3. Part 6: Round 1 testing
For each user in round 1 (you should have at least 3):

1. Who is your user, e.g., where do they come from, what is their background, etc.?
Pamela Raymond is a mother who lives in San Francisco, California. She has a 16 year-old autistic daughter, Briana, and a 21 year-old daughter, Kaila, who is a Senior at Cornell University. Pam is a stay at home mom and spends her weeks taking care of her Briana. Pam is well-versed in all topics related to autism and has brought her daughter Briana to many speech therapists over the years.

2. How does this user represent your target audience/client's needs?
Pamela falls directly in our target audience as a mother of an autistic child who is familiar with services like Felicia's and has even used them in the past.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	First impression: Positive. Kids in photographs show engagement, look happy. As a parent of an autistic child, you feel good/hopeful. Pictures show good spectrum of ages, not just really young kids. Emphasis on functional skills is good. Feedback: Maybe center contact info a bit more at bottom of page (very far out in corners, not immediately noticeable).	We can address these problems by centering the content information more at the bottom of the page and highlight pictures.
Find the owner	Clicked "About Me" on menu bar. Impression: Owner clearly has a lot of experience. Right amount of info in bio -- succinct, but detailed enough to get good picture. IEP experience is very important.	This was done easily so I believe it can be left as is. She has good information on the page and it seems to be working well.
Find out what the company does	Name: Talk About It. Clicked "Services" on menu bar. Understanding of services: Speech therapy (individual and group sessions), evaluations. Out of network insurance provider, contracts with school. Feedback: Does the company do integrative play groups (i.e., playgroups with typical peers)? Also, list specific disorders therapist typically works with.	The user navigated the website well, but was interested in additional information when it came to what Felicia does. We will pass this information on to Felicia and try to get more of this information to add to the site.

Find out if these services could be helpful to you	Expand more on therapist's process (info seems kind of sparse). Site says therapist does evaluations, but how does she check progress/use info from initial evals? Specific goals? Progress reports/meetings with parents? Need this info before making final decision (would probably contact therapist and talk to her about process).	We can ask Felicia for additional information and let users know that they can directly email Felicia from the contact page for more information on the Services page.
Find out how to get in contact with the company.	Clicked "Contact" on menu bar, but error message came up saying "form is incomplete." Noted contact info on bottom of page (phone number and email).	We will do some more work on completing the form. The website was not one hundred percent complete at the time of testing. However, the user did follow the correct process and found where the information will be, so the website organization will stay as is.
Find out where the company is and how to get there.	Clicked "Getting Here" on menu bar. Liked Google Maps feature, familiar with system. No driving directions listed, but could use Google Maps to find directions.	We will include driving directions in this section in addition to the map. Even if the directions are general, it seems that the user would like to see them.

3. Other notes from this user that will be useful to think about when redesigning.

The general website organization is working well and the user easily and accurately went to the correct places to find the information she needed. Issues to fix in the coming week will be getting additional information from Felicia, finishing our form, and helping users to know where additional information or contact information is on the site. We have been working on many aesthetic ideas with Felicia, but it seems that the user is content with the current color palette and is more concerned with information quality than attractiveness of the site. Rather than get fancy with decoration, we will try to work more on general organization and placement.

M3. Part 6: Round 1 testing
For each user in round 1 (you should have at least 3):

1. Who is your user, e.g., where do they come from, what is their background, etc.?
Ann Zarider is a mother of three from Westchester, New York. Her middle son, Sam, has autism, and after he was diagnosed, Ann became an expert in autism and facilities for people with autism. Ann is also the Director of a local preschool and is a trained child care professional.

2. How does this user represent your target audience/client's needs?
As a mother of a child with autism, a preschool director, and a person living in the tri-state area, Ann falls perfectly within our target audience. She is someone who could conceivably use Felicia's services since she lives close to New York City and she is familiar with speech therapy as it relates both to her son and to the children at her school. Even if Ann could not use Felicia's services herself, she is in the position to recommend good facilities and companies she hears about to other parents and friends. This is the kind of person who matters for Felicia's company and her opinion should be useful in our evaluation.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	The format is aesthetically pleasing and the format of the website seems easy to navigate. I like that there are pictures of children right away that drew me in! And the colors and graphics at the top are nice, but when I first clicked on the site and was on the homepage the "About Me" section was highlighted when I was on the homepage, which was a little confusing.	It sees that many of our users like graphics. We will see where else in the website graphics are appropriate and see if we can add some more in.
Find the owner	I found Felicia's information by clicking on the "About Me" section. According to the description, she has some great experience in diverse areas of the field.	This task was done easily. We will make sure in the future versions we fix the highlighting problem in the nav bar and ensure that it is clear to users which page they are on at any given time.
Find out what the company does	The "Talk About It" program provides speech and language therapy in addition to speech and language evaluations. I found this information by clicking on the "Services" tab.	This task was also done easily. However, we will ask Felicia to give us some information that clearly shows the difference between "Talk About It" and "Growing Together," since another user identified "Growing Together" in this section.
Find out if these services could be helpful to you	These services could definitely be of use to me. In my new job as a preschool director, I often want to refer parents to a reliable speech therapist or evaluator in order to proceed with getting their children the services they need. The website also says that contracted with the NYC Department of Education and accepts RSAs from both CPSE and CSE, which is good information to know.	It seems the website is working well in this aspect as well. Ann spoke about working with young preschool aged children — for the future we will find out what ages Felicia works with and try to add this information to the site.
Find out how to get in contact with the company.	I clicked for contact information under the "Contact" tab, but it says that the form is incomplete at the moment, which does not help me, but there is some information at the bottom of the website such as phone number, email, and adress.	The information at the bottom of the page is very helpful, and every user found it even though it doesn't stand out much. We will make sure to keep this aspect in future iterations and try to make sure that the color matches the rest of the website.
Find out where the company is and how to get there.	By clicking the "Getting Here" tab I was provided with very clear directions and a google maps map.	The directions worked well for this user. In the future we may try to make them more detailed in order to help even further.

3. Other notes from this user that will be useful to think about when redesigning.

Overall the user said, "This website is definitely user-friendly (I'm not so great at computers and could find everything I needed) but there seems to be lack of information in the "Contact" section, and I also like to

be able to see a resume." We will pass this information on to Felicia and see if it would be beneficial to include a resume, or at least a link to her resume, somewhere on the site.

M3. Part 6: Round 1 testing
For each user in round 1 (you should have at least 3):

1. Who is your user, e.g., where do they come from, what is their background, etc.?
Amy Friedman is also a mother of three who lives in Westchester, New York. Like Ann, her middle son, Grant, was diagnosed with autism. During the week Amy works with the Humane Society on fundraising projects. Amy has learned a lot about autism since Grant was diagnosed, and her and her family work hard to help Grant feel comfortable and assimilate to society. Grant is undeniably the lowest on the autism spectrum compared with Briana and Sam and, as such, he can make more use of services like speech therapy than the others.

2. How does this user represent your target audience/client's needs?
Amy also falls well into our target audience. She is exactly the kind of person who could use services like Felicia's, and since she lives in Westchester, she could conceivably even go and see Felicia. As such she should be able to give good feedback on the site.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	Very positive! The website seems warm, but professional. The colors and pictures were enticing and the text appears easy to read.	No problem! It seems the color scheme is working well and we will likely leave it as is.
Find the owner	I was able to find the owner very quickly via the "about me" tab. She appears to have a strong professional background.	The information and organization seem to be working well. We will likely leave this as is as well.
Find out what the company does	The home page and the services portion of the website clearly defined what the company does. It was explicitly stated how evaluations work and the costs of the services. My only suggestion would be to have some more facts about the services on the "services" tabs in addition to the information on price.	We will ask Felicia for additional information to add to the website. We want to make the website as useful and functional as possible.
Find out if these services could be helpful to you	Services seem very relevant, however, the site could benefit from expanding upon some of specifics of those services.	It seems that while it is somewhat explained what Felicia does, there is still a lot of information missing. We will try to get more of this information from Felicia and see if we can get some additional pictures of the work the company does with Felicia in them.
Find out how to get in contact with the company.	Contact information for Felicia was clearly on the "Contact" tab. Though this portion of the site was still under construction.	It was clear what the user had to do, we just need to finish the contact page construction.

Find out where the company is and how to get there.	The "Getting Here" tab clearly explained how to find the office. I found it helpful that they had a plug-in for google maps in addition to the written directions.	We will definitely leave the Google Map plugin in place. In addition we will try to add in some driving directions and bus directions. Though the user felt self-sufficient, we will try to make this easier for other users.

3. Other notes from this user that will be useful to think about when redesigning.

The user added that, "The website truly seems professional and user-friendly!" In this way we have achieved a major goal of the site. From here moving forward we will focus more on fine tuning: centering the nav bar, finishing construction of the Contact page to include a contact form, and adding some more core information about Felicia's work.

M3. Part 7: Round 1 Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

During this process we learned a lot more about our users and what they are looking for. Though aesthetics are obviously important (that is what we are taking a class in), our users prefer good organization and good information to flashy effects. They seem to appreciate our clean, professional-looking site, and they enjoy seeing pictures of Felicia's office and children working with the therapists. We learned that our site definitely needs some fine tuning before it is finished, but we are well on our way. We also learned that we have been looking at the website from the perspectives of college students. Our target audience looks at the site a little differently. They want information, they are discerning, and they know exactly what they're looking for. They don't need too much design help to navigate a site, and they like to see visuals. They are judging the site most on perceived professionalism. We will try to be more mindful of that from now on when designing.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

A few major changes we made after testing were adding white space on the sides, adding a horizontal menu (rather than a vertical one), creating more of a color contrast between the text and background, and adding a box around text and content. These are just the beginning of the changes we plan to make before finishing completely. Many of the other changes we need to make are informational and Felicia has not yet given us the additional information we need to update the site. When making changes we considered how much white space to leave, whether or not additional contrast was necessary and which kind of menu would be most useful to our users. We decided that a horizontal was the most useful option over vertical since many websites use this design, meaning it should be more understandable for our less computer savvy users, and because it highlights all that the website has to offer immediately. We also decided to add more contrast around text to highlight the plethora of information we do have, since we know that this is what parents are looking for. We are still playing with white space, but for now we like the set up we have created with a large amount of white space on either side of content. We think that this style makes the website looks less cluttered without making it look sparse. We think these design changes are a great first step in finishing our project.

If you make any changes to the testing protocol for round 2, tell us what they are here.

We did not have a chance to make any changes between round 1 and round 2 testing, but we will work to incorporate the feedback from both into our final product.

M3. Part 8: Testing, Round 2

Have a test report for each user, similar to part 6.
1. Who is your user, e.g., where do they come from, what is their background, etc.?
Noah Grossman
TA of info1300
Senior

2. How does this user represent your target audience/client's needs?
Round 2 test was done in section. People in the section were not our target audience.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	First impression: Positive. He mentioned that he really liked the general color scheme. Feedback: We should cut more white space. The color of the banner needs to be consistent with the light blue color scheme as well.	We will make the content area wider. Also, we can try playing with the color of the banner and use more blue.
Find the owner	Clicked "About Me" on menu bar. Feedback: The "About Me" is a clear indication of who is the owner	We can either design the nav bar so that in the future the page the user is using is highlighted in the nav bar or we can put a header on the page to increase clarity about which page the user is on at a given moment.
Find out what the company does	Clicked "Services" and "Home" on menu bar. Understanding of services: **Growing Together** is a speech and language therapy center specializing in treating children and young adults with speech, language and communication difficulties and disorders. Feedback: It is a little confusing because this information was on both the home and services pages.	We will make sure there is a clearer difference between the Home and Services pages. We are thinking about adding a "read more" button at the end of the introduction on the home page that can redirect to the Services page.
Find out how to get in contact with the company.	Clicked "Contact" on menu bar, but error message came up after submitting the form, saying "404 not found".	We are going to fix the bug. If the user successfully submits the form, he should be directed to another page says thanks for submitting.
Find out where the company is and how to get there.	Clicked "Getting Here" on menu bar. Feedback: This was clear. However, parking in the city is difficult.	We will leave the Google Map since everyone seems to find it useful. We will try to also include some information about nearby parking garages in the final version of the site.

1. Who is your user, e.g., where do they come from, what is their background, etc.?
Simon Zeng
Major: Biology statistics
Junior
College: Art and Science

2. How does this user represent your target audience/client's needs?
Round 2 test was done in section. People in the section were not our target audience.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	First impression: Positive. He mentioned that he really liked the simplicity and clearness of the website. Feedback: Since the website is related to children and young adolescents, the theme should be more vivid.	Use some cute icons to decorate the white space. Use more colors while keep the light blue color scheme
Find the owner	Clicked "About Me" on menu bar. Feedback: The "About Me" is a clear indication of who is the owner	It is important to make the title of menu bar clear.
Find out what the company does	Clicked "Services" on menu bar. Understanding of services:Growing Together provides both speech/ language therapy and speech/language evaluations. Therapy can occur in both individual and group sessions. Feedback: He did not realize that the first page also contained introduction of the company untill I told him.	We should make the introduction of the services more specific and clear on the first page or the "service" page.But we should not put introduction with equal length on both pages. We are thinking about to add "read more" by the end of the introduction on the first page.
Find out how to get in contact with the company.	Clicked "Contact" on menu bar, but error message came up after submitting the form, saying "404 not found".	We are going to fix the bug. If the user successfully submits the form, he should be directed to another page says thank you for submitting.
Find out where the company is and how to get there.	Clicked "Getting Here" on menu bar.	Google map is a clear and easy way for user to find direction by any transportation.

1. Who is your user, e.g., where do they come from, what is their background, etc.?
Trinh Le
Major: Information science
Junior Transfer
College: CALS

2. How does this user represent your target audience/client's needs?
Round 2 test was done in section. People in the section were not our target audience.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/ problem?*
First impression	First impression: Positive. She mentioned that she liked the the color of the navigation bar. Feedback: 1.The general color scheme is a little bit boring. 2. About me and Testimonials have too much words. 3. The header has too much white space and is not clickable.	1.Use some colorful label-shape buttons to replace a framed navigation bar. Also we are thinking about to add J-Query effect to those buttons. When mouse is on the button, the button will be tilted to show that it is selected by the user. 2. Use hover effect to hide some of the text on About Me and Testimonial. 3.Cut the white space of header and link it to home page.
Find the owner	Clicked "About Me" on menu bar. Feedback: The "About Me" is a clear indication of who is the owner	It is important to make the title of menu bar clear.
Find out what the company does	Clicked "Services", "About Me" and "Home" on menu bar.Understanding of services:Growing Together is a speech/ language therapy center run by Felicia. Feedback: She did not realize that the first page also contains introduction of the company untill I told her.	1.We should make the introduction of the services more specific and clear on the first page or the "service" page.But we should not put introduction with equal length on both pages. We are thinking about to add "read more" by the end of the introduction on the first page. 2.We are thinking about to combine "About Me" and "Testimonial" since both of them are about Felicia.
Find out how to get in contact with the company.	Clicked "Contact" on menu bar, but error message came up after submitting the form, saying "404 not found".	We are going to fix the bug. If the user successfully submits the form, he should be directed to another page says thank you for submitting.
Find out where the company is and how to get there.	Clicked "Getting Here" on menu bar.	Google map is a clear and easy way for user to find direction by any transportation.

M3. Part 9: Round 2 Summary and Planning the endgame

What did you learn from round 2? About your users? About your site? About yourselves?

I learn from the users that they don't like reading too much text on website. Pictures are preferred.
I learn from the website that a clear label on navigation bar is really important.
I learn from ourselves that we can use the unique resource of each of us to optimize the division of work. For example we can reach our target audience if we have friends who belong to the target audience. People who are good at programming do the technical part of the web and people who are good at designing do the aesthetic part.

What are the main changes you plan to make based on the testing and on other feedback you've gotten from users, clients, and TAs (and why)?
1. Cut the white space from banner and the main body of each page. Since two users in round two point out the white space problem, we feel that it is a serious problem.
2. Delete some text from Testimonial and About Me pages. Too much text is a typical bad design problem. No user likes reading too much text on websites.
3. Add some interesting icon, JQuery, colors to the website. Though we have a consistent color scheme right now, it looks a little bit boring. Consider that our website is also related to children and young adolescents, the website should be more vivid and interactive.

What problems won't you fix (and why)?
We probably won't use green and pink on the banner, which is requested by our client Felicia. Because the color scheme she prefers does not fit the website at all.

What's your plan for finishing the project? Who's doing what, and when? When will you meet, and how will you coordinate? Does it work with everyone's schedules?
The following is the current division of our work and we will basically follow this division in the future.
Shea: Write the code of the website and contact our client. Design the interactivity and color scheme of our website.
Arielle: Keep contacting our target audience, our client and do the target audience-side user tests. Write the basic structure and round1 user test of Design Journey Map.
Dou: Design the interactivity and color scheme of our website. Do the section-side user tests. Write the round2 user test of Design Journey Map. Check the whole design journey map based on rubric.
Aditya: Php part of the website. Final. Notes to Clients and graders in Design Journey Map.

Timeline: (it works with everyone's schedule)

Meet after class on Wednesday Dec 3rd.

Improve the site based on the second user testing by Dec 5th

Meet on next Monday after class Dec 8th.

Finish Final Design Journey Map by Dec 9th.

Submit final group evaluation by Dec 11th noon.

M3. Additional comments and questions:
If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

1. In the rubric we were given it says that the round 2 users should be in our target audience. However, the other guidelines say that we were supposed to do the second round testing in lab. Following the original instructions we conducted our user testing in lab. Only upon re-reading the rubric earlier today did we see that it asks for round 2 users to be target audience members. Since we clearly didn't have time to redo user testing, we hope that what we did in class and submitted is okay.
2. As of now, the form does not re-appear upon submission of the form as an "additional comment." We are aware of this problem and are working on it. It should be fixed for the next milestone, but we did not have enough time for this one.

Final. Notes to Clients

First, describe in some detail what the client will/would have/ to do to make this go live -- aka what is the deployment plan?

Felicia's website is currently hosted on Vistaprint. The deployment plan is to move the website that we created to her own domain. In the coming week Felicia will be looking into purchasing a domain name from GoDaddy.com or another similar website. Once she has secured this domain we will be able to upload her website and turn it over to her. This will finally give Felicia full control over her website, which she doesn't have now, as Vistaprint manages and edits her site for her.

Second, include any other info that would be pertinent for your client to know about your final website design (like things you were not able to do as discussed with your client and why).

Felicia wanted the site to follow the following visual theme: white background, logo on top, yellow and pink accented navigation bar. The logo was designed by our team and implements the colors Felicia wants, raspberry and green, while emphasizing what the business does, help children communicate about everyday things. We kept this logo on the top of the page, however we did not keep the raspberry and green theme for the website. Our thinking was that every website needs a home page. This page is the user's first impression of Felicia and her company. This page is for Felicia to show off and also for the clients, as it will be their way of getting to know a little about Felicia before moving on to more detailed pages. Therefore, this page should be bright, welcoming, simple and informative. It should provide necessary info without overwhelming the user. That is why we chose blue and orange for the website theme. The orange was used only as a border, which complemented the blue buttons, menu, and footer. We discarded the raspberry and green because those colors are always associated with Christmas and the winter Holiday season. To prevent this association, we changed the colors set to blue, white, and orange. The colors complimented each other and still made the page bright, welcoming, and eye-catching.

Final. Notes to Graders

First, give us three specific strengths of your site that sets it apart from the previous website of the client (if applicable) and/or from other websites. Think of this as your chance to argue for the things you did really well, really wow.

Three things that we set our website apart from the original are:
1. The original color scheme was unattractive. The puzzle pieces did not have to do with speech therapy. The amount of text on the homepage was a little too dense.
   a. To solve this, we made a new banner, changed the color scheme, and created more pages.
   b. We changed the website theme to be bright, welcoming, simple, and informative. It provides necessary info without overwhelming the user.
2. The testimonials page was dense and not very attractive. The eye isn't drawn to the information and there are not enough images.
   a. To solved this, we changed the color scheme here to bright, complementing colors (light blue, orange, and white). At the same time, we supplemented the quotes from clients with pictures of Felicia working with children. This will not only build credibility for potential clients, but it will also build rapport with the parents who are looking through her website.
3. Since our target audience will be very scrutinizing, we had to be careful in creating a website that is consistent, informative, professional, and attractive with deliberate design tools and writing. This website will probably be many parents' first interaction with Felicia, so we had to be sure to foster a good impression. Errors on the website will reflect poorly on Felicia.
   a. To create this atmosphere we did the following:
      i. Every website needs a home page. This page is the user's first impression of Felicia and her company. This page is for Felicia to show off and also for the clients, as it will be their way of getting to know a little about Felicia before moving on to more detailed pages. Previously it was cluttered and the information presented was not clear (did not have a specific intent - there was an about me section, services area, and a breakdown of the value she brings to clients). We cleared up the homepage to be bright, welcoming, simple and informative. It provides necessary info without overwhelming the user.
      ii. We created a seperate About Me page instead of having it on the homepage. This helps both the audience and client. The audience wants to trust Felicia and Felicia wants them to trust her. To do this the audience wants to feel like they know more about Felicia and believe that she is smart and capable. We proved that with photos, information and background about her.
      iii. We created a separate Services page to help users to understand in more detail what exactly Felicia does. This is on a separate page to save the home page from becoming overly cluttered. This helps both Felicia, who will use the space to talk more about the benefits of her practice, and users, who will want to know what Felicia does in more detail and how much they will need to pay for these services.
      iv. We made the Testimonial page more vibrant and welcoming.. The audience wants to trust Felicia and Felicia wants them to trust her. It is one thing to have a person tell you they are capable and another thing to hear it from other parents and co-workers, with pictures of Felicia working with children. This information will help parents get a better feel for Felicia's work and hopefully they will trust her more as a result.

Second, tell us about things that don't work, that you wanted to implement, or that you'd do if you keep working with the client in the future. Give justifications.

The only thing that stands out in our website is the banner at the top which is raspberry and green instead of blue and orange. We left the banner as is because Felicia is hiring an outside designer to create this banner for her website. We kept the old banner that we designed as a placeholder, and once Felicia has ownership of the website, she will be able to change the banner.

Finally, tell us anything else you need us to know when we're looking at the project.

1. In the rubric we were given it says that the round 2 users should be in our target audience. However, the other guidelines say that we were supposed to do the second round testing in lab. Following the original instructions we conducted our user testing in lab. Only upon re-reading the rubric earlier today did we see that it asks for round 2 users to be target audience members. Since we clearly didn't have time to redo user testing, we hope that what we did in class and submitted is okay.
2. As of now, the form does not re-appear upon submission of the form as an "additional comment." We are aware of this problem and are working on it. It should be fixed for the next milestone, but we did not have enough time for this one.