CSCC10: Human-Computer Interaction

Pal-ette

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**Link to Balsamiq file:** <https://drive.google.com/file/d/130uB_UyU8_nvaFSKuhEj3rcfd2lCZgyF/view?usp=share_link>

**Three Main Tasks**

Task 1: Making Posts

The main feature of Pal-ette is being able to create posts for other users to see on their home page. The prototype will demonstrate how a user can create a new post to share on their home page.

| Instructions |
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| 1. Upon sign-in, users will be brought to the home page where users can view posts that have been uploaded to Pal-ette. To create a new post, users can click the plus button in the bottom-right corner. A menu will then pop-up and users can choose to create a new post by clicking “NEW POST” |
| 1. Once “NEW POST” is clicked, users will be brought to the post creation page, where users add their images, thumbnail, caption, description, and tags. To upload images, users click on the button beside “Images’. To upload a thumbnail, users click on the button beside “Thumbnail”. |
| 1. Clicking either upload buttons will bring users to the file upload page. Users can then select what files they want to post and be provided with a preview in the bottom left corner. Once satisfied, users will click upload and be taken back to the post creation page. Clicking “x” will bring users to the previous step. |
| 1. Once the user is finished, users can click preview. Clicking preview will create a pop-up that displays what the post will look like on the home page. If the user is satisfied, users can click “Post!” which will bring the user back to the home page with their new post. Otherwise, users can click cancel and be brought back to the post creation page. |

Task 2: Gallery

A critical feature of Pal-ette is for the users to be able to create galleries of their work, access them with ease and share their work. The prototype will demonstrate how a user can build a gallery with ease and share it with others.

| Instructions |
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| 1. In the menu bar at the top of the page, there is a “GALLERY” option. Once that button is clicked, the gallery page will open with the user’s existing galleries. |
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| 1. On that page, the user can filter through their galleries by category and medium on the left hand side of the page. They can do so by selecting the boxes to the left of the options. The user can also search for a specific gallery by using the search bar on the top left hand-side of the page. |
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| 1. The user can click on any gallery to view more information about it (i.e. description and author). Once on that page, the user can:    1. “Add art”, to further add different pieces to that gallery that already exist on Pal-ette    2. “Share”, send the gallery to another user    3. “Download all”, download all the art pieces to the user’s device    4. “View gallery”, allows the user to see every art piece in the gallery    5. “Gallery” in the back arrow, can be used to return to the main “GALLERY” page |
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| 1. Once the “View Gallery” button is pressed, the user is able to see all the artwork in the gallery. They can click on the arrows on each side of the main image to view all the work. To the right of each image will be a description of the work and its title. This page also has the options to:    1. “Share”, send the artwork to another user    2. “Download”, download the art piece to the user’s device    3. Back arrow to the gallery preview page “NAME OF GALLERY”.    4. “Gallery” in the back arrow, can be used to return to the main “GALLERY” page |
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| 1. Once the “Gallery” button is clicked and we are back on the main page. The user can click on the “New Gallery” button, to build a new gallery. The user is then taken to a page where they are prompted to enter the name, description and related labels in order to create the gallery on the left hand side of the page. Then the user can search for different pieces of art and add them to the gallery as an optional step. Once all the required information is inputted, the user must click on the “Submit” button. |
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| 1. The user must choose a unique name in order to create the gallery. If that name already exists, an error message will appear after the user clicks “Submit” informing them of the issue and prompting them to change the name. |
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**Task 3: Buying artwork directly from the feed**

One of the important features of Pal-ette is for the users to be able to purchase digital and/or physical artworks from other members of the platform. The prototype will demonstrate how a user can purchase works of art directly from their feed with minimal steps. The user can add multiple artworks to their cart before purchasing.

| Instructions |
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| 1. On the users’ feed of Pal-ette, artwork that is purchasable will have a “BUY” button at the bottom right of the post. To start the process the user will click on the “BUY NOW” button. |
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| 2. The user will be prompted with information about the product and the option to “ADD TO CART” or “BUY NOW”. If the user clicks “BUY NOW” skip to step 4. |
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| 3. Assuming the user has clicked the “ADD TO CART” button. They can adjust the quantity and dimensions (if applicable) before proceeding to checkout by clicking the “PROCEED TO CHECKOUT” button. |
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| 4. Assuming the user has clicked “BUY NOW” in step 2 or “PROCEED TO CHECKOUT” in step 3 they will be on the checkout page. The user can edit their cart, address and payment methods as well as order total before confirming their order with the “CONFIRM ORDER” button. |
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| 5. The user is prompted with a confirmation tab showing the user relevant info about the purchase. |
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**Evaluation Plan**

In order to evaluate our prototype, we will conduct semi-structured interviews on previous interviewees. If that fails, we will use our personal networks in order to find people to perform user testing. Testing will occur over Zoom. It is possible this may make it difficult to track body language, so we will require that participants have their cameras on. The interviews will be split into 3 parts: the introdudqction, completing the tasks and finally an exit interview.

We will begin with a brief preliminary structured interview in order to record information such as the age, gender, and target demographic of the tester. This interview will also provide basic information about the project including its name, its purpose, and the features that will be tested. This ensures that the user isn’t confused and allows the interview to proceed smoothly.

Then, we will proceed to task completion. A member of Team Pal-ette will enter the interactive prototype on their own computer and allow the tester access through Zoom. For each of the tasks, the user will be given a list of clear objectives and instructed to attempt performing the tasks in the prototype while commentating their thought process. Tasks will include things such as:

* Post an image
* Add image to a gallery
* Purchasing an artwork

The interview will focus on both open and closed ended questions to allow for better quantitative and qualitative data. We will observe and time how long the user takes to complete each task as well as the number of errors made. We will also note recurring errors or patterns in the users’ actions. The interview will be used to obtain information about concepts learned in class such as Nielsen’s ten usability principles.

Finally, there will be an exit interview where they can provide feedback about what is unintuitive or what made the tasks difficult or easy to understand. The gathered quantitative and qualitative data will be used to gain insight in our usability issues and ways they can be solved and enhance the experience for the following iterations of the project.