

Interaction Design

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Summary

During the past few weeks I have gone from the very scratch of a website, to an almost complete website. Going from contextual inquiry where I interviewed several people, to create a persona based on the intervju was really helpful. Taking this further to create storyboard and paper prototype made me see what could go wrong and what was good.

Using Adobe XD for creating a sort of website prototype, made making the website easier, as it is faster to fix mistakes on Adobe XD and get the general idea on the page flow

I did not have the time to make it responsive, sadly, and did not follow through my Adobe XD prototype for each part, but the end result I am happy with. Not all the buttons work (because of no JS (JavaScript)), but otherwise I think the page works very well.

Body

A shoe company called "Letha" is looking for to develop a website for their products. Their target audients are males in the ages between 25 and 40. They focus on organic handcrafted shoes that is sustainable made.

Research

To start off with this project I created a contextual inquiry. I got around to interview some people that fits the target audients to this company. I got them around to test for purchasing a couple of shoes online, and to find out what sort of issues they encounter along the way while browsing through the webpages.

From this I could figure out what my user goal is and how he reached his goal.

From other parts of the interview I could determine his ability to browse online and at the end make my persona.

Persona

I created a persona called "Mike" (figure 1.1).

Mike is just an ordinary middle-aged man, with a good job and a happy family. He takes his dog for a walk every day, some day for an hour and other days maybe longer, so it is important for him to find good hiking shoes that he could wear while walking his dog. Since he walks his dog every day and has a family to attend to, it is important that ordering new shoes goes fast so that he does not have to dwell too much on each page to find what he is looking for.

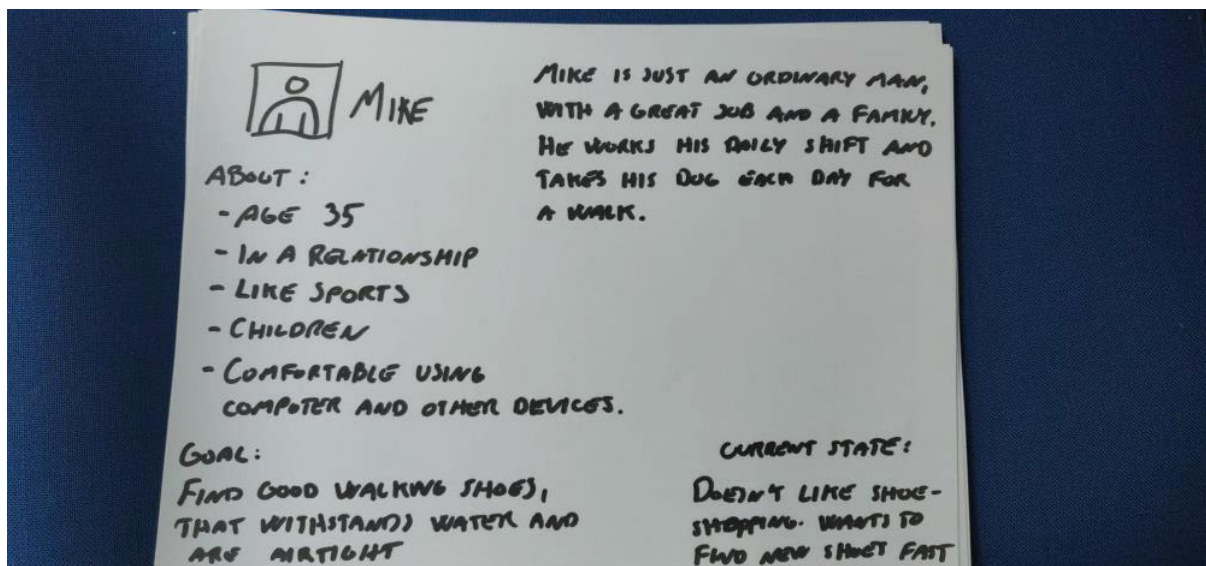


Figure 1.1 Persona

Scenario

It is important for a developer to create a scenario (figure 1.2) "Mike" has to go through to order his shoes. Have a few steps as possible meanwhile making our person "Mike" purchase his product without any problem, only helps our customer reach their goals. It is also important for developers to discover any problems or flaws "Mike" may encounter on the way. This way we can remove this type of errors early on.

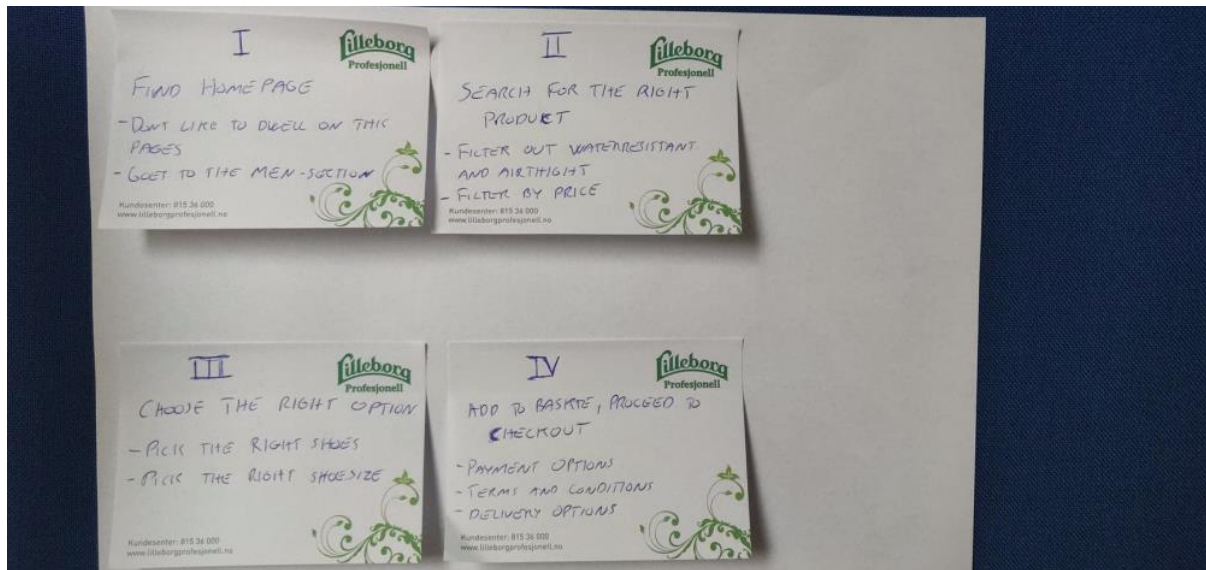


Figure 1.2 Scenario

Storyboard

From the scenario, I created my storyboard (figure 1.3). Storyboard helps to create visual visualisation of what process "Mike" has to go through to reach his goals. It also helps visualizing what errors may encounter on the way. Some may encounter too many choices to find what they are looking for (figure 1.4) and others may encounter a missing log in/create account page (figure 1.5).



Figure 1.4 Storyboard

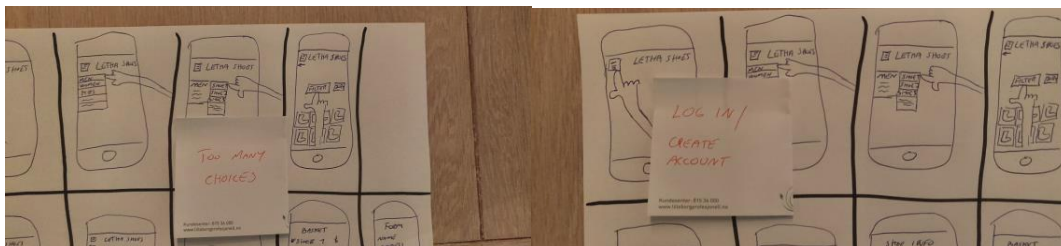


Figure 1.5 Storyboard Possible Fail 1

Figure 1.6 Storyboard Possible Fail 2

Paper Prototype

Creating a paper prototype (figure 1.7) is important for testing what the customers experience it through out each pages of the website. It also helps find lacking spot the user will notice, that even the developer did not know.

It is also easy for the user to comment his experience throughout each page, both good and bad, since it is so early in the stage of developing. This is because the user doesn't have to feel bad about his comments.

My paper prototype got "Mike" to order his shoes fast and easy, without too many problems, and this is exactly the difference between making a customer feel good about a purchase and return later, and making him leave quickly and never to return. To make a customer feel good and happy about a purchase could also reflect in other people using this site, which means good business.

It is also important to make a customer be aware of any errors that might encounter on the page. Like log in error (figure 1.8) is important for the user to see clearly and make it understandable so he can fix his mistake. The main key is not to make the customer feel like their stupid or to blame them.

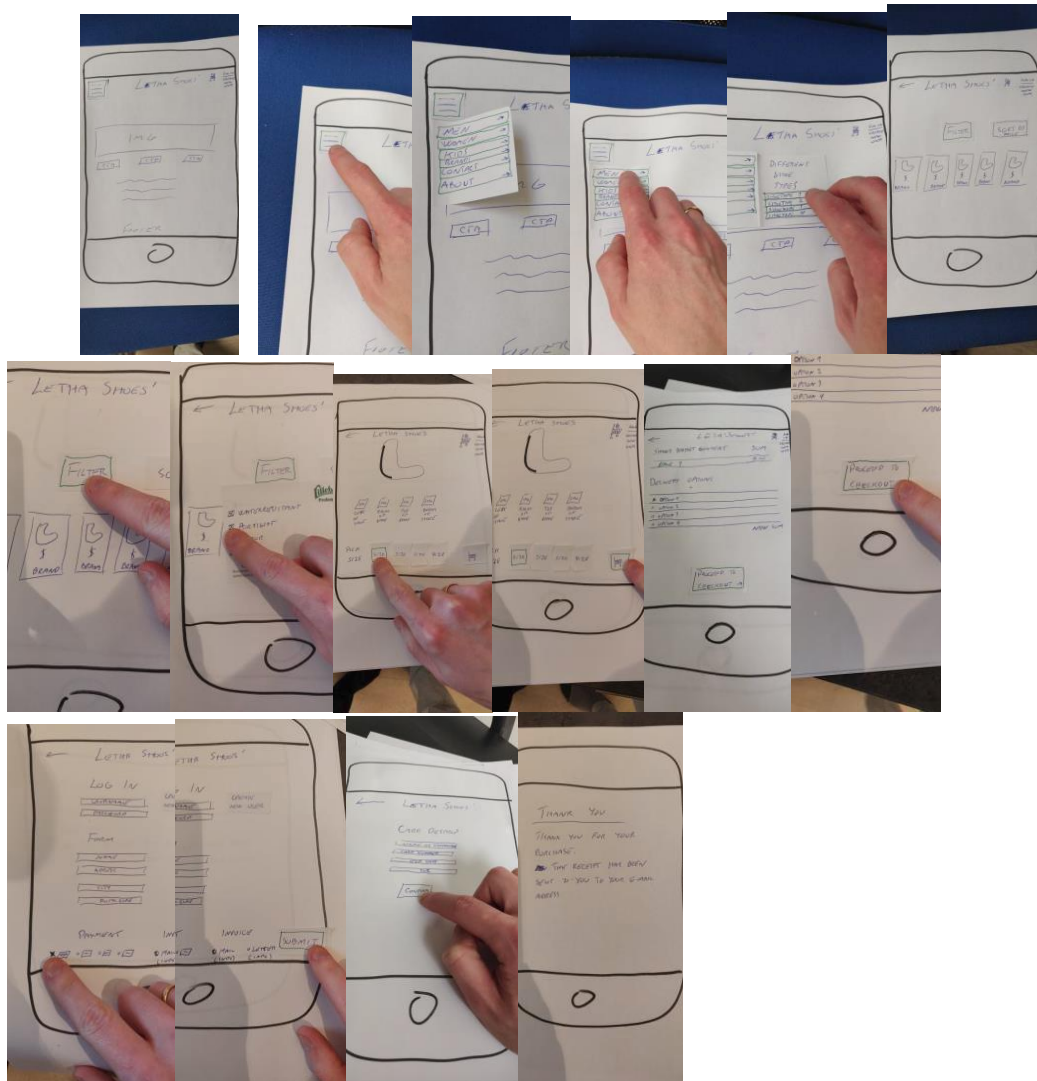


Figure 1.7 Paper Prototype

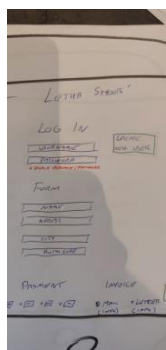


figure 1.8 Error message

Card Sorting

Next on the list, I used card sorting. Here I invited 8 participants to sort of some cards that I made. The participants had to sort the cards they thought belonged together and name a category for each group of cards.

I created 20 cards (figure 2.1) and used the web program "optimal workshop, optimal sort" to create them. As my participants are not so fluid in English, I decided to use Norwegian (as this is their native language).

Using this card sorting, I got a general idea of where the participants would go to find the items they are looking for. Many participants gave almost the same category name for the same cards, so it became easy for me to round the number of categories down, from 8 to 6 different categories (figure 2.2).

As this was a nice gesture from them, I let them a thank you message at the end, when they were done card sorting, so that they would know that their participation was appreciated.

The screenshot displays the OptimalSort web application interface. At the top, there is a navigation bar with the OptimalSort logo on the left and three buttons on the right: "View instructions", "Leave a comment", and a green "Finished" button. The main workspace is divided into several categories, each with a title, a list of items, and a count of items. The categories are:

- Doesn't Fit**: Contains "Buy Shoes" (1 item).
- Exercise**: Contains "Running Shoes" (1 item).
- Outgoing**: Contains "Mountain Shoes", "Gore Tex", "Shoe that breath", "Hiking Shoes", and "Water resistant shoes" (5 items).
- Filter**: Contains "Newcomers", "Price", and "Choose shoe size" (3 items).
- Other Shoes**: Contains "Sandals", "Buisness Shoes", and "Slippers" (3 items).
- Admin**: Contains "Company E-mail", "Deliverytime", "Add to basket", "Delivery", and "Company telephone number" (5 items).

At the bottom left of the workspace, there is a status bar indicating "0 of 21 remaining".

Collect more responses for robust results! Change plan				
Card	Sorted into	Categories Show all	Frequency	Average position
Lag ny konto	7 different categories	<ul style="list-style-type: none"> Innlogging Info til bestilling av sko Personopplysninger Show 4 more categories	2 times 1 time 1 time	2.0 7.0 1.0
Legg til handlekurv	7 different categories	<ul style="list-style-type: none"> Netthandel Admin Sko handel Show 4 more categories	2 times 1 time 1 time	4.5 7.0 5.0
Levering	7 different categories	<ul style="list-style-type: none"> Netthandel Kjøp av sko Sko handel Show 4 more categories	2 times 1 time 1 time	5.0 8.0 7.0
Leveringstid	7 different categories	<ul style="list-style-type: none"> Netthandel Info til bestilling av sko Admin Show 4 more categories	2 times 1 time 1 time	4.5 10.0 8.0

Figure 2.1 Card sorting

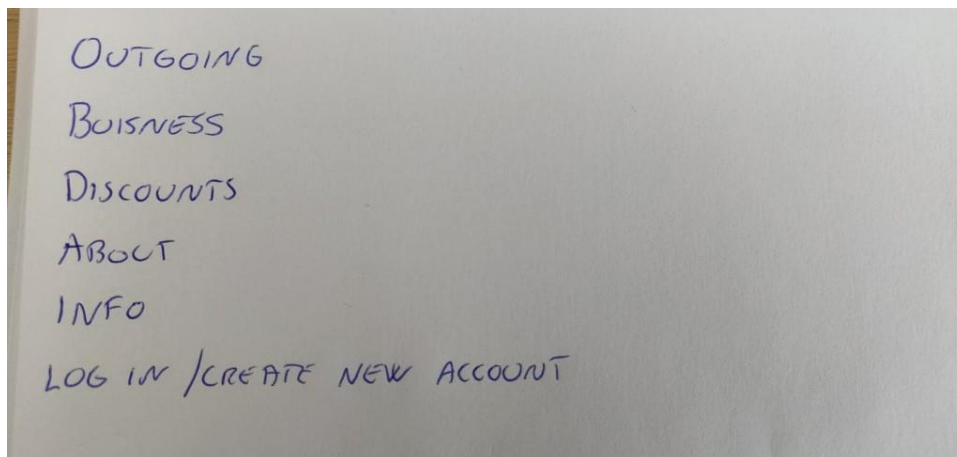


Figure 2.3 Categories result

Reversed Card Sorting (Tree sorting)

When I had my card sorting in order, I asked one of the participants to complete a reversed card sorting. Here the participant had to go through each card and trying to find the card in the website by processing through the pages. I wanted to make it so that the participants did not have to go through too many steps to find his card. This was helpful to make me see that my categories actually work and that the customer does not have to go far to find the item he is looking for.

Persuasive Techniques

I find it very useful for the company "Letha" to use persuasive techniques. For this webpage I used scarcity to make "Mike" have a good deal on his purchase. I decided to bold out the good offer "Mike" could get buying some shoes. Making a customer buy a product that is on sale will make him happy that he has purchase some expensive shoes with a nice discounted price. Making the offer also limited, will help "Mike" choose quicker if he wants to buy the shoes or not. This also helps the company getting more purchases as the customer knows what he might miss out on if he does not buy it in time.

Adobe XD

Now taking what I got so far, the next thing is to draw the website up in Adobe XD. Here I got a real feeling of what my page will look like and the flow of it, as it also contains typography, colours and the set up. Even though this also is like a prototype of the final webpage, it helps the client see what the site will look like at the end.

Typography

For my typography on Adobe XD I wanted to use the typeface "minion" together with "myriad". I think these two typefaces works well together and completes the site really good.

Although it worked good in Adobe XD, I did not manage to get it to work for my webpage (in my webpage), I did not get minion to work properly.

I still wanted something old, because the first leather shoes discovered is date 3500BC, so instead I chose to go for "Adobe Garamond", as this is an old-style serif type, and having the "minion" typeface in backup. This works good with "Myriad Pro", which is a san serif typeface.

Colour

I stuck with my plan of having the colour green in the head and the footer. Since the word "organic" reminds me of the colour green, this is what I chose. Using this colour as a background colour, and the colour white as text colour, makes the pages easy to read. The contrast between these two colours is of 5.68:1, that means that it passes the WCAG (Content Accessibility Guidelines) standards. This is very helpful for people with colour blindness.

Page Set Up

I also decided to stick with the page layout from Adobe XD in my final product. Having the user read from left to right and have breadcrumbs on top (these I changed a little bit), makes the user see where he is. This also helps people with motor disabilities as they cannot use the mouse very well. I also wanted this to show in the navigation bar, so by highlighting the current page he is in, the user gets a good idea where he is.

I used also some CTA, which I find quite noticeable when arriving at the homepage. This is to make the user quicker find out where to go to achieve his products.

I also wanted to make sure the pages have good flow, so by keeping the navigation bar consistent, instead of changing it (like I did in Adobe XD), really helps make the content more appreciating, I think.

Conclusion

I think overall the pages looks good. They have a good flow and are consistent. I dropped the dropdown menu and did not create an "accessorize" page (like I did on Adobe XD). I also did not manage to make the website responsive. The time was too short for my capability, but I think I got the important stuff, and that "Mike" would be really happy for his purchase

I had a participant try out the website, and even though not every button worked to press on (like log in or create new account), the participant liked the page structure and the navigation.

So, I did not follow my Adobe XD prototype to the point, but I think my end result came up quite nice.

I also got some inspiration for other ideas which I might try out next time. Also, maybe next time I wil try to not make too much out of the webpage prototype. References

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Book:

Design for hackers - David Kadavy

