

# StarCellBio

Initial Design Review  
December 17, 2012

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## Global Changes

Buttons :

Rounded Corners

Only 1 arrow on buttons

Background:

Change color - light gray or blue

*Gray background on each page has faint columns in a lighter gray illustrated on it (at the bottom). Is this part of the design?*

Fonts:

Finesse font choices - Headers, etc.

(Look into T. Rowe Price example font)

Colors:

Create example with one main color rather than two

*One other idea that we're thinking about (we have contacted Cheryl to see what she thinks) is to have an additional "tab" next to Notebook in the bottom right corner. This tab would be for "Experiment" and this would enable a student to toggle back and forth between the active experiment window and the lab notebook feature. If we end up going with this, then we would need to have some way to clearly indicate to the student which tab they are currently viewing.*

## Homepage

Video Section :

Finesse fonts to feel more interesting

Techniques Section:

More standard arrow for swiping to more technique options

Hero Image:

Continue looking into creating dynamic image.

Take away for people: *Entering Virtual Lab Bench*

*Change color of "Sign-In" at top of page.*

*We forgot to discuss the text over the image during our Skype today. Are we going with the idea that this text box expands when a user is hovering over it? The "See More" button will actually take users to an additional page with screenshots and tours of the program (that are different from the "Take a tour" video that is on the homepage.*

## **Assignment Detail**

Assignment Box on Left Hand Side:  
Align visually

What Is Your Notebook? Section:  
Change BG color from light yellow to light gray or something similar

Objectives Section:  
Include scroll bars

*I'm noticing a horizontal line that extends from the top of the window that contains the assignment text through the "What is your Notebook?" feature. Should this only extend through the assignment portion?*

*Include scroll bars for each objective as well as an arrow to indicate that a student can swipe (or scroll) to the right to see additional objectives.*

*Now that we have had more time to think about the design, we are concerned with the way that the objectives are displayed on the assignment detail page. We think that it's really important for a student to see all of the objectives (or questions) that they need to address. We are worried that some students may not see that there are more objectives even if we specify the number of objectives. We are wondering whether the objectives need to be one above the other and a student will need to scroll down to see them all. We do like the way that you have displayed the objectives with the objective # in a blue circle and the lines between the objectives. What do you think?*

*Adjust the font size in the navigation bar to match the font size in the navigation bar on the next two pages. I think it's larger on this page than on the other pages.*

*The Assignment Detail page should have a back button that says: "Assignments". Now that I think of it, this was probably missing on the user interface documents.*

## **Set Up**

*One thing I just realized is that "StarCellBio" does not look good in all caps - like it appears above the assignment text. I think StarCellBio should always be a mix of upper- and lower-cases.*

Introduction Copy :

Replace copy with the following:

- For each treatment protocol, select the strain, treatment(s), and treatment dose.
- For all of your treatments, select start, duration and collection time.
- Once you finish setting up your experiment, select Run Experiment.

*Switch Introduction Copy with "Create new set up" section*

In the Lab Section:

Change BG color from light yellow to light gray or something similar

Progress Bar Section:

Move arrows to represent that step 5 has multiple steps within it

+ Multiple Button:

Change location, possibly change words to something like "Add Multiple Rows"

Cell Plate Icon:

Change to proper Red color

*Images of real cell plates are included in the Word document that we sent you last week. It would be great if this looks realistic.*

Grayed out row:

Remove copy in Strain column

Remove copy in Collection Time column

Last row of experiment:

Completely gray out

- We really like the changes to the experimental set-up page in terms of the switching of location of the "Create new set-up" and the instructions. Also, the experimental set-up table looks great!
- We would like it to be really clear that "Add Multiple Rows" is a button.
- We would like the cell plate icon to be more realistic. We think that we should buy a picture of a real cell plate from [iStockphoto.com](https://www.iStockphoto.com) and use that as the icon. What do you think? I have attached a screenshot of an example stock photo picture, but if we used this picture, then we would want to photoshop out the shadow of the plate. Also, this plate does not have a lid on it, which I think is important, so we would like to get a picture of a cell plate, just like this one, with a lid.
- The green arrows ">>>" underneath "Perform Technique" feel like they're floating a little bit. What would they look like to the right of "Perform Technique"?

- We're still not sure about the light gray bars/columns at the bottom of the page. Can we remove these?
- We like that the navigation buttons ("Design Experiment" and "Run Experiment") only have one arrowhead in them now, but the placement of the back arrow looks a little off to me. I'm not sure whether this is due to a difference in spacing around the arrow compared to the arrow in the "Run Experiment" button or if this is due to the type of arrow that you are using. A couple options that we thought of are: 1) Use an arrow that I am attaching to this email. 2) Go back to two arrows but instead of using arrowheads, using ">>" and "<<". Or use another option! What do you think?
- And lastly, could the "In the Lab" feature be collapsible or slightly smaller so that the experimental set-up table could be a little bigger? I'm wondering if the bottom of the "In the Lab" feature could align with the bottom of the instructions.

## Western Blot

Samples Section:

Align properly so it's more pleasing to the eye

Blot and Develop Button:

Finesse, and remove arrows completely

*Notes on look and feel of gels, blots, etc.*

Blot p.5 White Membrane: slightly plastic

Film : Pale gray, last page on word doc (photo film)

Western Blotting Gel: Super thin – gelatin-esque

*In the progress bar for the Western blotting steps (#1-7), I think the vertical dividers "/" could be just slightly bigger to make sure that they look like dividers, and not the letter l (even though they are a different color).*

*I would like the size of the "+" in the Add tab to appear the same size as the "x" in the other tabs. Right now it looks much bigger and bolder to my eye.*

## OTHER CONSIDERATIONS

- We love the fonts!
- We love the green color!

- We would like the font of the "StarCellBio" in the upper left hand corner to be more prominent. We're not sure whether bolding will make enough of a difference or if it needs to be a different font, but we would like this to stand out more. We also know that the logo will up here and this will help it stand out more too.
- And the last comment is about the orange accent color. We both liked it in the initial design, but now that it is featured more frequently on the page, it's a little too much for us. We have a few ideas (not in order of preference):
  - Could we change the navigation buttons so that the text is yellow and the button is gray? The text would then match the "Sign Out" text in the top right. This would cut down on the amount of the orange accent color.
  - We could try another accent color - either blue or another color in the yellow/orange family.
  - Instead of orange to highlight the current step, we could use different shades of green in the progress bar and navigation bar. In this page, the #1 circle above "Design" could be light green, and the #2 circle above "Set up" could be dark green. The same shading could be used in the navigation bar.
- We noticed that the progress bar appears bigger in the latest design in comparison to the previous design. I think this is due to the font and also a slight increase in the amount of space between the navigation bar and the progress bar. I'm not sure whether we will be able to afford to use this increase in space between the navigation bar and the progress bar on other pages in the program. What do you think? We would like to make sure that the progress bar is in a prominent position because it is extremely useful for students completing an experiment for the first time in StarCellBio. However, it may not be as important to some students once they have completed many experiments in the program and does not need to take up such a large amount of the page.
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- Also, the developer (Ivan) made a comment that the increased use of the orange accent color tends to draw the user's eye away from the Experimental set-up table, which is the most important part of the page. I looked back at the initial design, and feel that the table is quite prominent there. It would be great if we can find an accent color or use of colors that will help make the table feel more prominent again.
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