Paper Prototype Research Brief
Placemaking Week

Objective

Conduct research on low-fidelity paper prototypes for a proposed website design. Findings from this research will be used to validate the design decisions as well as identify any usability or UX problems that may arise.

Methodology

The first step of this paper prototype evaluation was to define a set of tasks to be completed based on the previously established sitemap. These tasks were used to create scenarios for user testing. These tasks also allowed us to determine which pages should be prototyped. The tasks that we defined focused on two major aspects of the site – purchasing tickets and scheduling. We were very interested in examining the user flows in relation to finding information about tickets, purchasing tickets, and understanding the daily schedule of events.

The two scenarios that were created are as follows:

ONE

Your supervisor recently decided that both you and her would attend next year's Placemaking Week conference. She would like you to purchase two tickets to attend the event. She knows that some conferences offer an early-bird admissions price. Please navigate through the site to purchase two tickets. If possible, purchase early bird tickets, otherwise regular prices tickets are fine.

TWO

Now that you're registered for the conference, take a look at the speakers that will be presenting. Your supervisor is a big fan of the speaker "Jack Henry." Navigate through the site to find more information about him and then add that talk to your schedule.

Based on these two scenarios, we created a total of 6 pages for both desktop and mobile – the home page, the talks page, and the tickets page. With the exception of the tickets page, each page had some type of reactive element such as a drop down, pop-up, or expansion of some sort. This was only due to the fact that purchasing tickets to attend Placemaking Week is conducted through a third-party vendor (Eventbrite) which redirects users to their site.

User Testing was conducted with a total of 5 users using the low fidelity paper prototypes. 3 of the users tested the desktop version and 2 users tested the mobile version. Users were recruited through

convenience sampling using individuals from our group's personal network. Testing lasted between 10-15 minutes per session. For each session, users sat one on one with a researcher at a desk and were explained the purpose of this study, what Placemaking Week is, who Projects for Public Spaces is, and how paper prototype testing is conducted. They were instructed to "think aloud" as they completed the testing session. Before they were given the first scenario, users were asked "What is your initial opinion of this page?" and "What do you think you can do from this page?". They were told to explore the page and point out any aspect that they felt would react (i.e. result in a dropdown, go to a new page, expand, etc.). They were given 2-3 minutes to explore the home page then proceed to complete the scenarios. Any instance of a user clicking on an object which was not prototyped, the researcher simply asked them what they would've expected to happen and then explained that for this test, that page was not prototyped, but their feedback was still important. Finally, at the end of the test, users were asked how their experience was, what they liked about the layout, disliked about the layout, and any changes that they would make.

Key Findings & Implications

1. *FINDING: All 5 users thought the labels "Upcoming Talks & Breakout Sessions" and "Meet the Speakers" were hyperlinks that would take them to a separate page where they would find for information about the speaker or events.*
   IMPLICATION: Hyperlink these labels to redirect users from the "Upcoming Talks & Breakout Session" to the "Breakout Sessions" page and the "Meet the Speakers" to the "Talks" page.

2. *FINDING: 2 Desktop users had some trouble finding more information about "Jack Henry". Both users that they would simply use the "Meet the Speaker" carousel to find him but were unable to. When they went to the schedule page, they spent some time looking through the page until they found the "Learn More" button. One user expected had trouble finding the names of the speakers and they mentioned it was due to the size of the font. However, once they clicked "Learn More" they were able to easily find and click the add to schedule button.*
   IMPLICATION: Increase font size of both Event Title and Speaker to draw some more attention to it. Also, changing the color of the "Learn More" button would increase the findability.

3. *FINDING: Users expected that clicking on the picture of the speaker would load more information.*
   IMPLICATION: Allowing users to click anywhere in the container to expand the text instead of only clicking on the "Learn More" button.
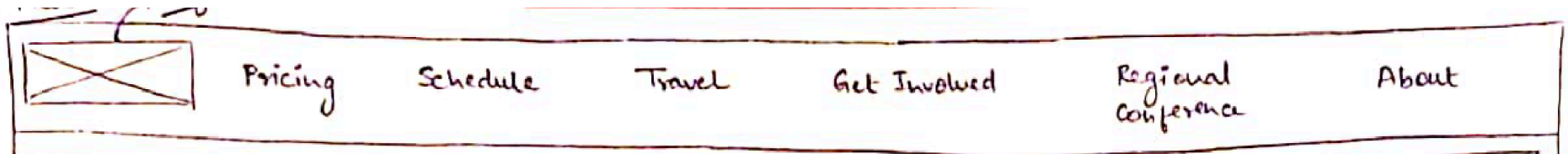
4. *FINDING: Both mobile users did not like the layout of the header on the main page. Both mentioned that it was too long and close to click on and read the labels.*
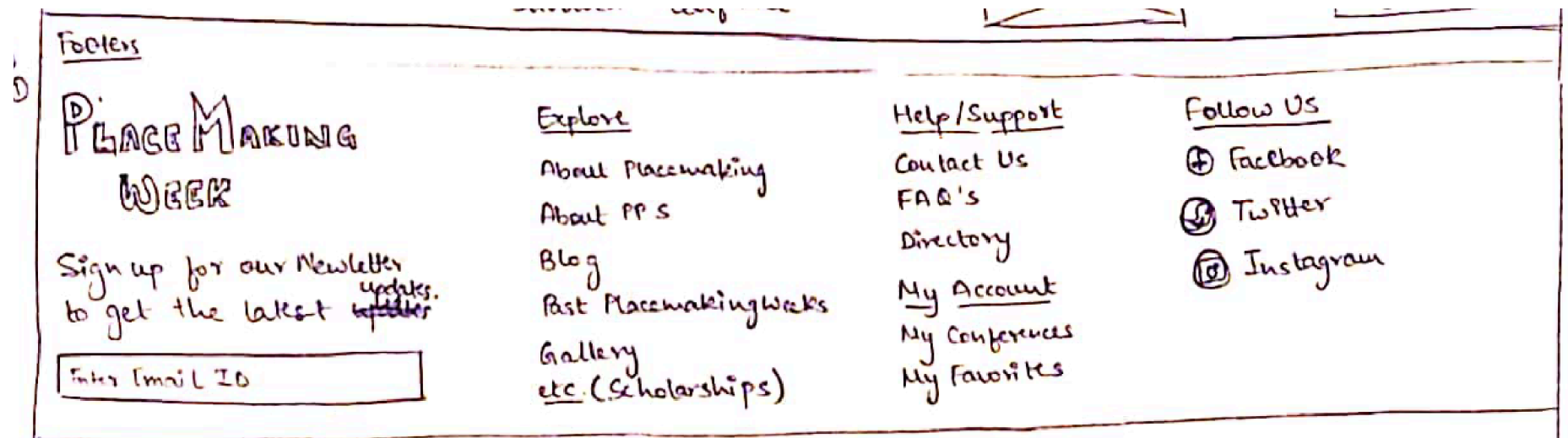   IMPLICATION: Remove header and include a hamburger menu instead to reduce the clutter.

5. *FINDING: Both mobile users were confused by the images under the "Trending" label on the homepage. They expected the main image to change as they clicked on images from the carousel.*
   IMPLICATION: Turn the main image into a carousel that allows users to scroll and remove the images under it.
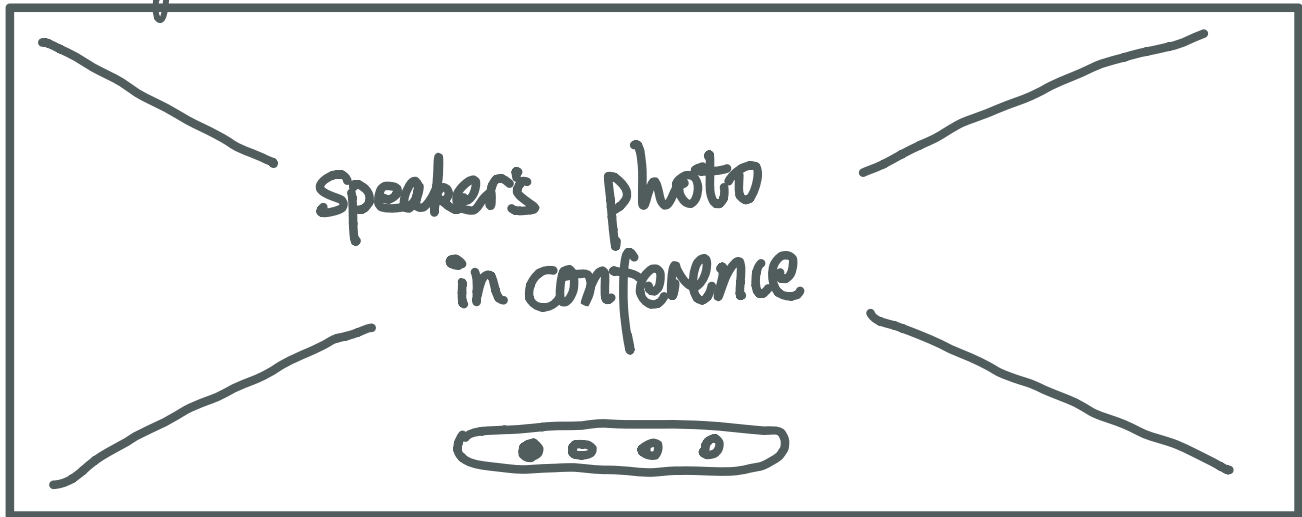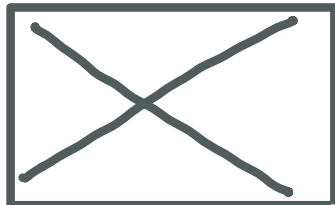
Shared Header

Pricing   Schedule   Travel   Get Involved   Regional Conference   About

Shared Footer

Footers

PLACE MAKING WEEK

Sign up for our Newletter to get the latest ~~updates~~ updates.

[Enter Email ID]

Explore

About Placemaking

About PPS

Blog

Past Placemakingweeks

Gallery

etc (Scholarships)

Help/Support

Contact Us

FAQ's

Directory

My Account

My Conferences

My Favorites

Follow Us

⊕ Facebook

Ⓢ Twitter

Ⓞ Instagram

Home Page Designs

DESKTOP

Trending

speakers photo
in conference

Upcoming Talks & Break out Session

Topic
Details —
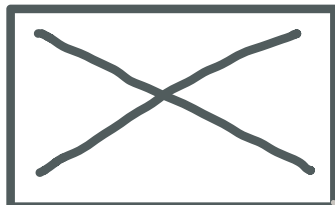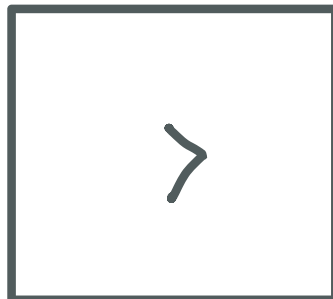
Our Blogs

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Meet the speakers

Name
Introduction
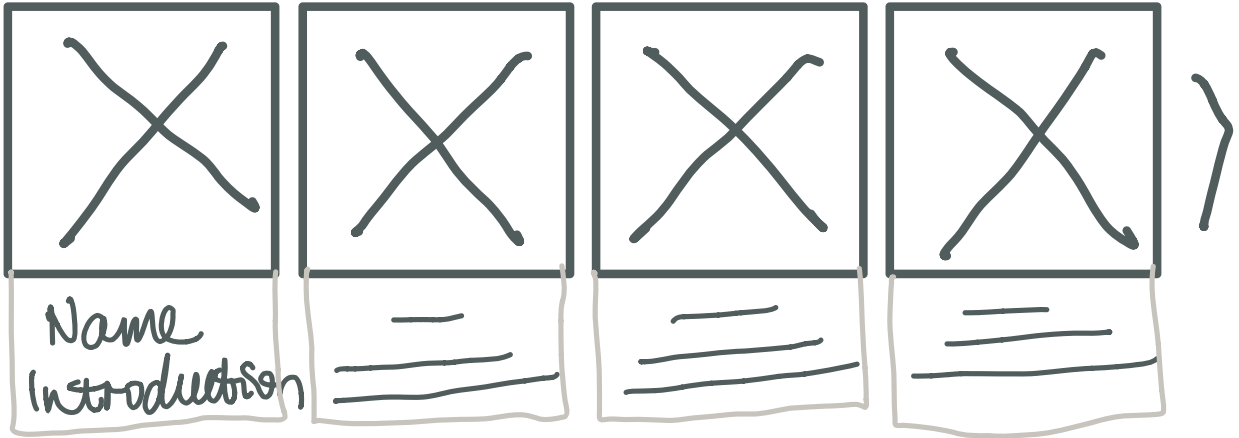
Find Conference in Yor Region
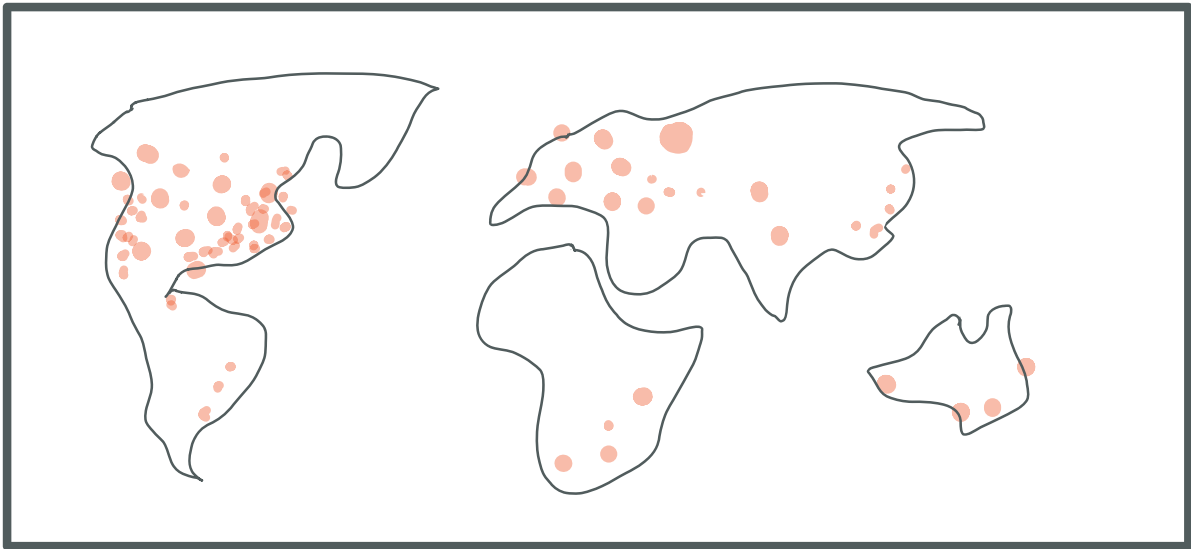
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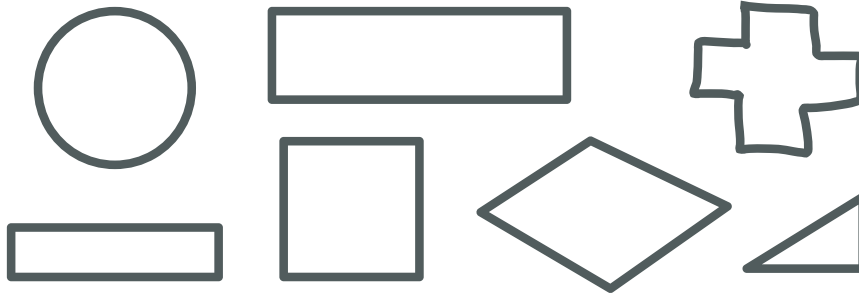
Get Involved

Sponse Us

Join Us

LO
GO

Footer

Upcoming   Calender

Trending

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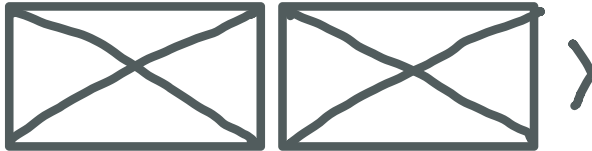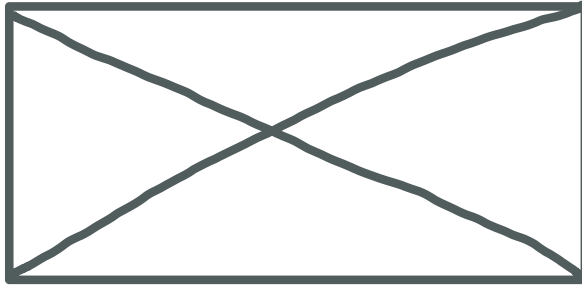
Meet the speakers

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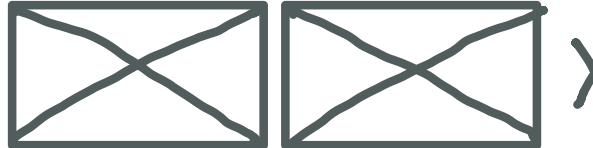
Find conference in Your Region

Conference   Get Involved   Travel info   My profile.

Sponsere

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Footer
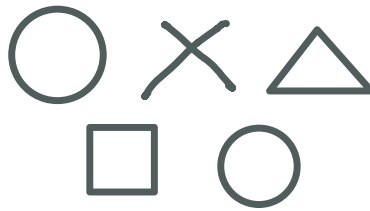
POPING ELEMENTS

Details

_____
_____
_____
_____

| See more | Get tickets |

Chicago

photo 1

photo 2

photo 3
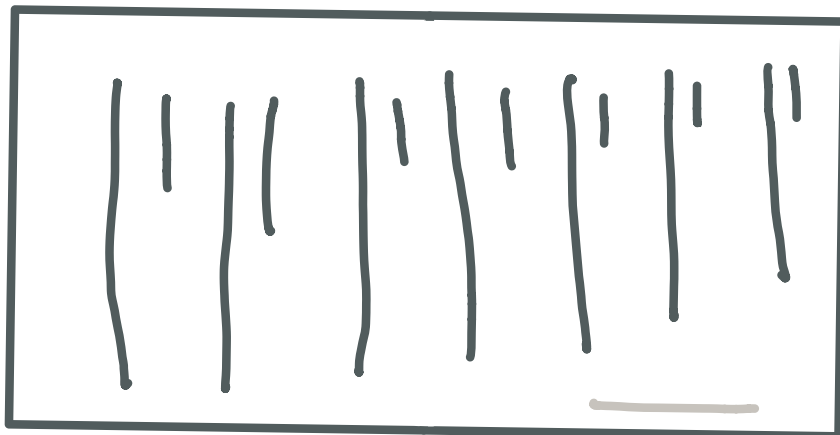
Name
Introduction
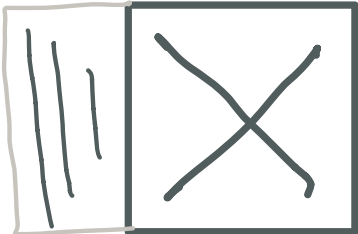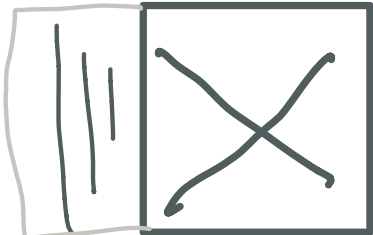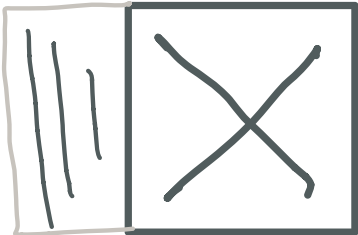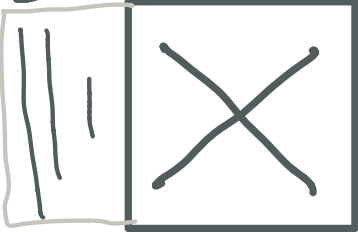
Registration Pages Designs

TICKETS BANNER

REGISTER FOR
PLACEMAKING WEEK 2021!

(2021 CONFERENCE DATES HERE)

(DESCRIPTION OF WHEN
REGISTRATION OPENS AND
PRICING DEADLINES.)

TICKET TYPE	EARLY BIRD (deadline date)	REGULAR (deadline dates)	ONE DAY PASS (deadline dates)
TYPE 1	$___	$___	$___
TYPE 2	$___	$___	$___
TYPE 3	$___	$___	$___
TYPE 4	$___	$___	$___

(REGISTRATION BUTTON)

SCHOLARSHIPS AVAILABLE!

(DESCRIPTION OF SCHOLARSHIPS
AND APP PROCESS. PROVIDES
LINK TO SCHOLARSHIP PAGE)

HAVE MORE QUESTIONS?
CHECK OUT OUR FAQ PAGE.

Hyperlink to FAQ

← TICKETS TITLE/BANNER →

REGISTER FOR PLACEMAKING WEEK 2021!

(2021 CONFERENCE DATES HERE)

(DESCRIPTION OF WHEN REGISTRATION
OPENS AND PRICING DEADLINES.)

TICKET TYPE	EARLY BIRD (DEADLINE DATES HERE)	REGULAR (DEADLINE DATES HERE)	ONE DAY PASS (DEADLINE DATES HERE)
TYPE 1 (e.g. Individual)	$ ___	$ ___	$ ___
TYPE 2 (e.g Group)	$ ___	$ ___	$ ___
TYPE 3	$ ___	$ ___	$ ___
TYPE 4	$ ___	$ ___	$ ___

(REGISTRATION BUTTON)

SCHOLARSHIPS AVAILABLE!

(DESCRIPTION OF SCHOLARSHIPS
AND APP. PROCESS. PROVIDES
LINK TO SCHOLARSHIP PAGE.)

HAVE MORE QUESTIONS?
CHECK OUT OUR FAQ PAGE.
↑
Hyperlink to FAQ

Speakers Page Designs
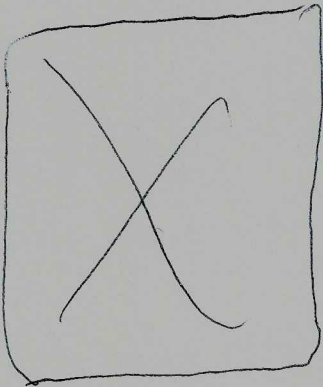
Conference Title Speaker Event listing of Event that is title

Jack Henry, 200 Company, UX Designer

— Learn More —

Final Main event title Header With Lesson on this th

Leslie McCormick, Google, Freelance
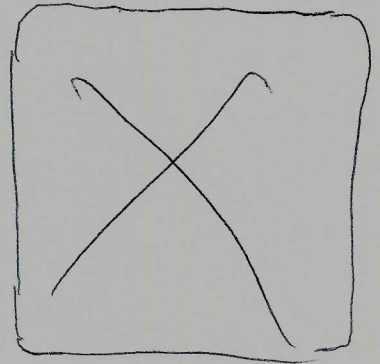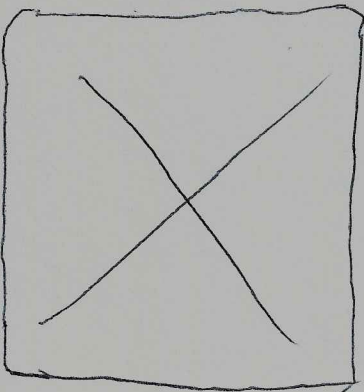
— Learn More —

Another title event Mane listing that this is the title

Steve Louis, Apple, Manager

— Learn More —
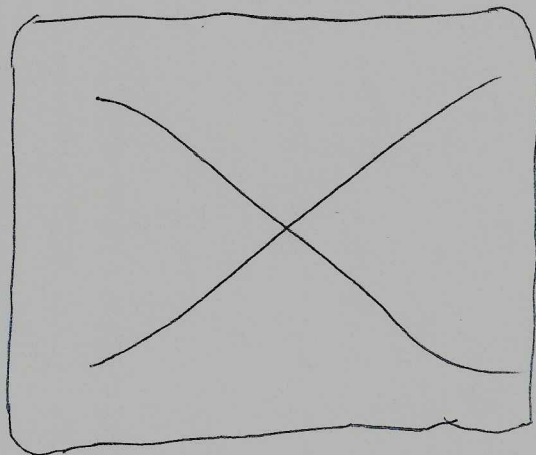
Conference Title Speaker Event
Listing Of Event that is title

Jack Henrs, 200 Compers, UX Desisn

⎯ Show less ⎯

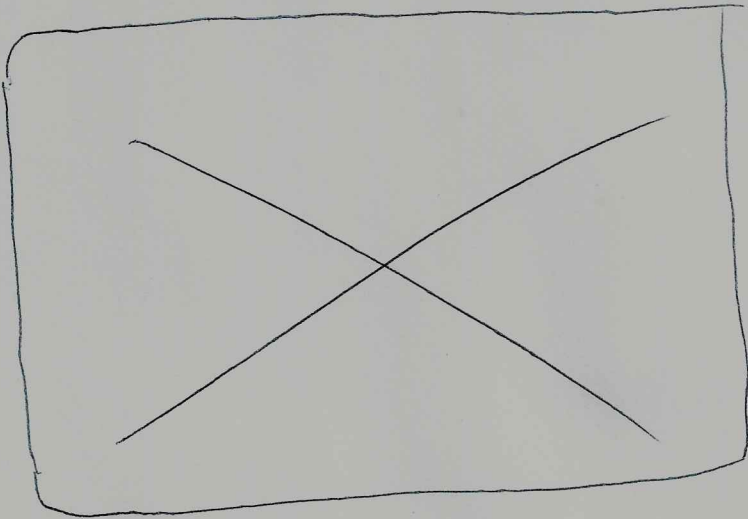(F) (E) (Ln) (✉)

[➕ Add to schedule]

Longer + Final Main Event title Header
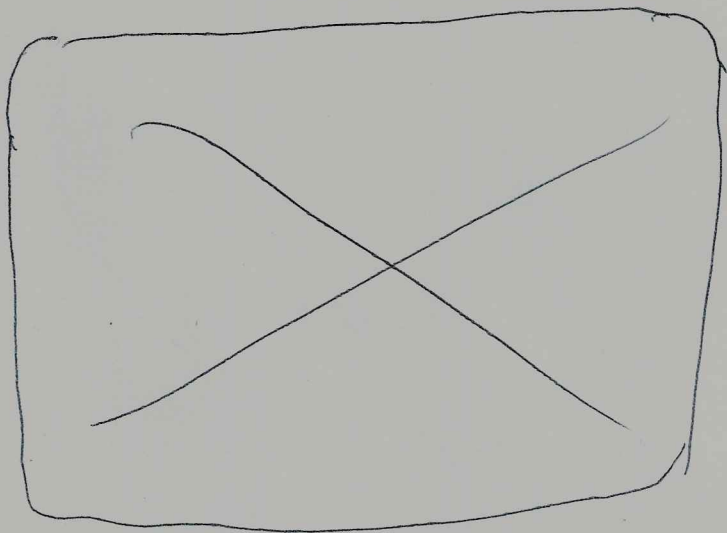with Lesson on tips

Leslie Medons, Gurl, Fmr
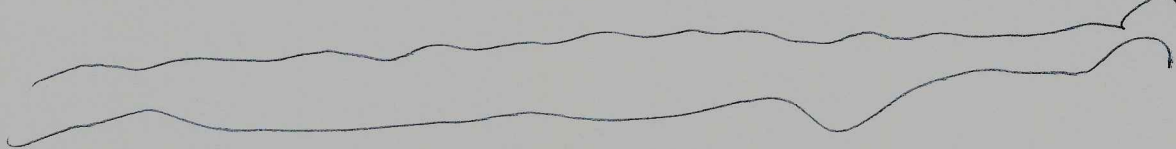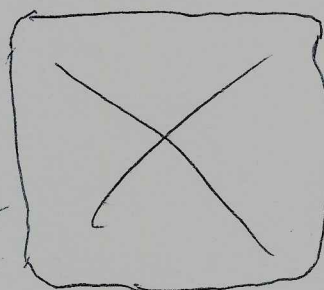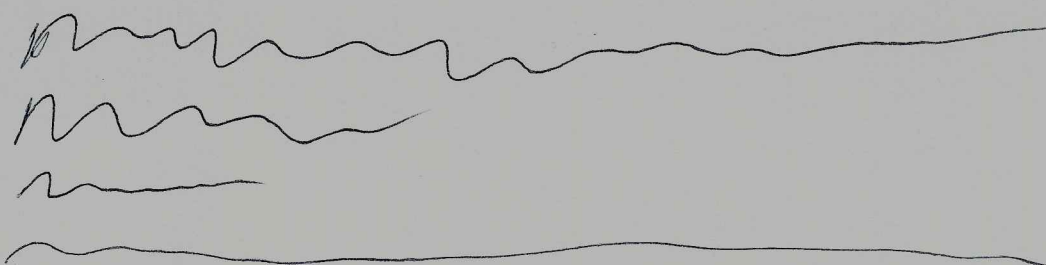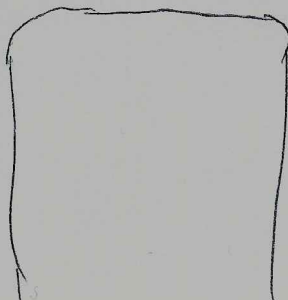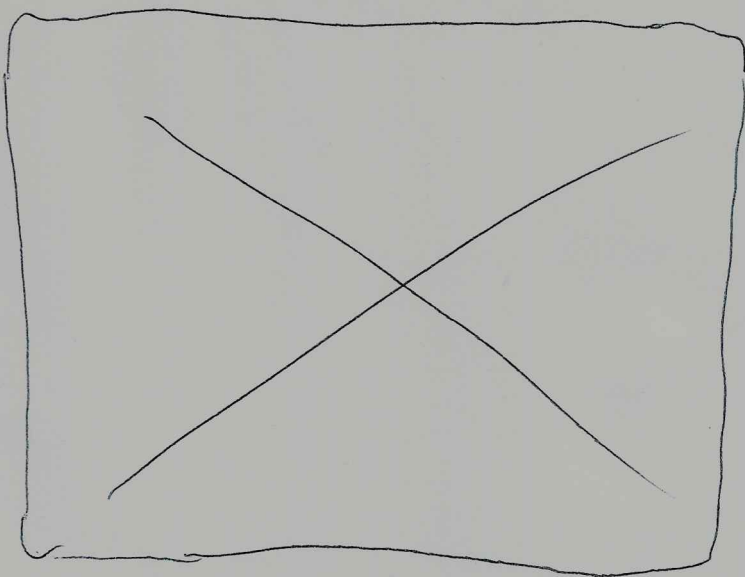
⎯ Show More ⎯

This is the title Main
for mobile of the page
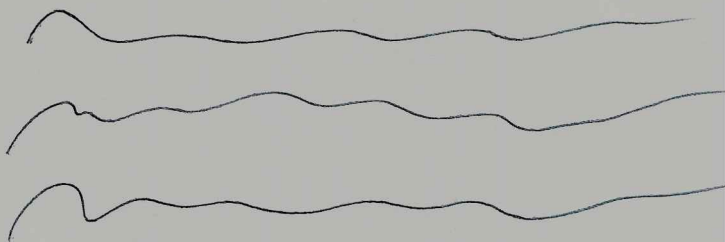
Jack Hess, 200 Conor, US Dev

— Show More —

Next Line title with

Final Layer

Leslie Mcdaw, Gov, Fin

This is the title main for Mobile

Jack Henry, 200 Com,, UX De

[+] Add to Schedule

— Show less —