

# Phase 4:

*You should have enough information at this point to design your entire web server. However, don't implement it yet! You first need to validate that your design properly serves the usability needs of your target users, and to do that you need a prototype. Develop a paper-based low fidelity prototype that outlines your interaction design and information hierarchy from top level to bottom. Evaluate this prototype using real users using the think-aloud method.*

*The paper prototype for your website - to be demoed in tutorial 4 (week 5)*

*A report chapter containing:*

- o A study report including a list of **identified issues** with your website design and scans/photos of your prototype pages*
- o A report on how each of these issues were resolved (this will need to be filled in over time)*

## Paper Prototype & Think aloud:

### Development of Paper Prototype

Keeping in mind the features we want to implement, outlined in section 2, along with the way they should be grouped together, outlined in section 3, all of course keeping in mind the best possible choices to optimise usability for our chosen persona, the every-day user 'John' outlined in section 1, the team will develop a low fidelity paper prototype of the website.

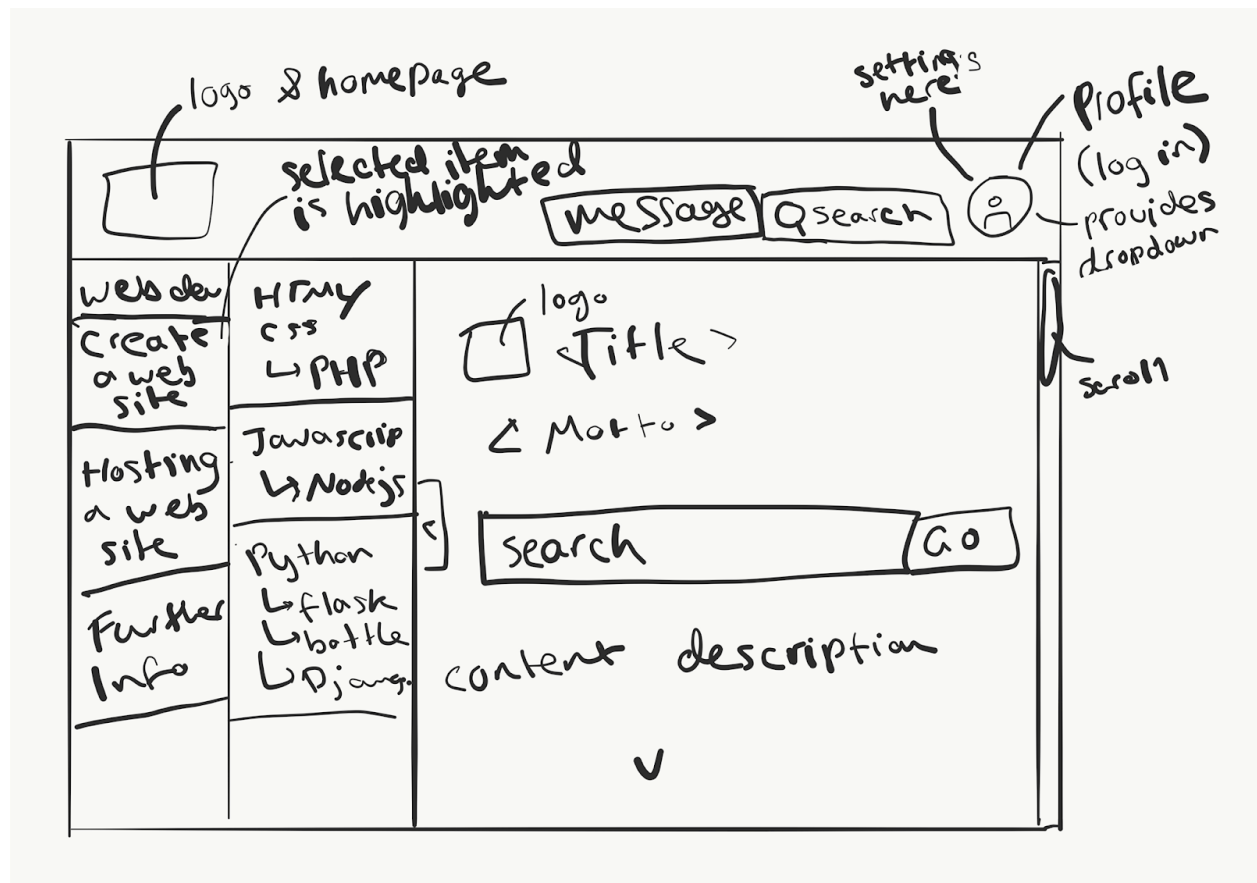
In making decisions regarding how the website should look, feel and function, the first thing the team decided to think about in making the prototype was the features that should be implemented into the design. Phase 2 outlined some of the desirable features in the website should include, search bars or a method to navigate through the site, menu options (like drop downs with categories), navigational context (user can see where they are on the website), links to navigate to other parts of the site (hypermedia), Comments and responses to comments (likes etc). There were also some further design preferences outlined when in the interview stage of the process and corroborated by further research to make sure the website has text on the page that is an appropriate size and amount, along with consistent colour palettes that are easy to read and distinguish. All these things are going to be either implemented or taken into account when developing this prototype for our user.

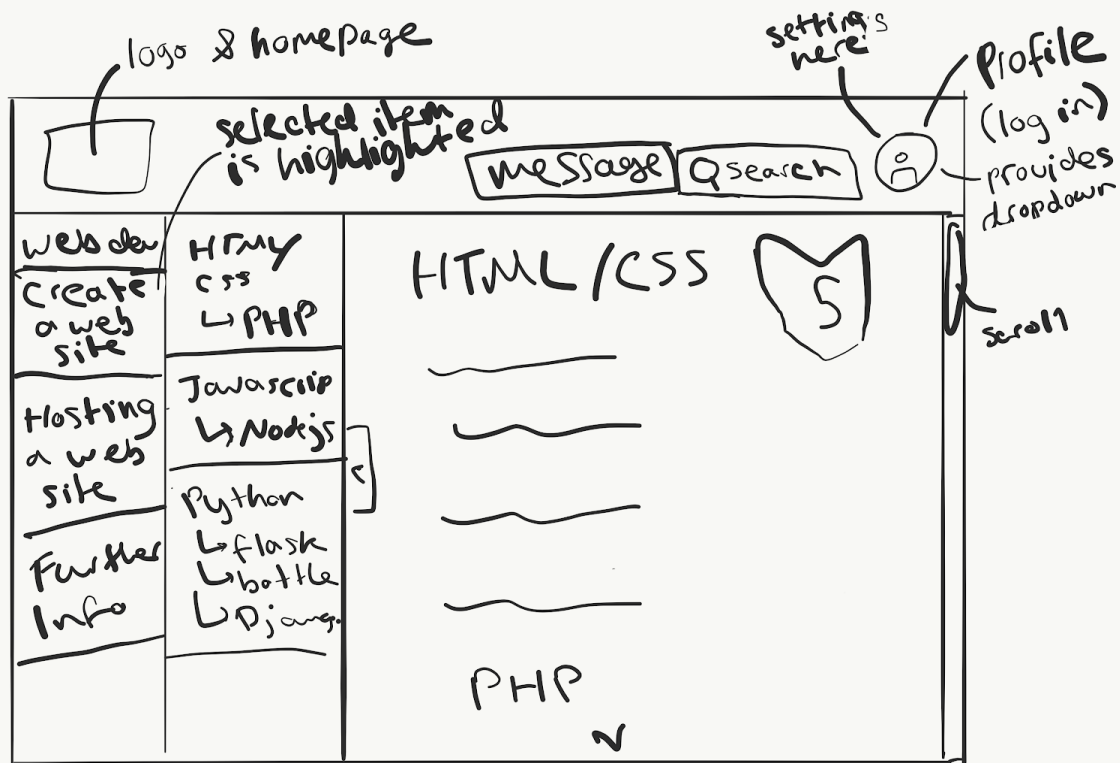
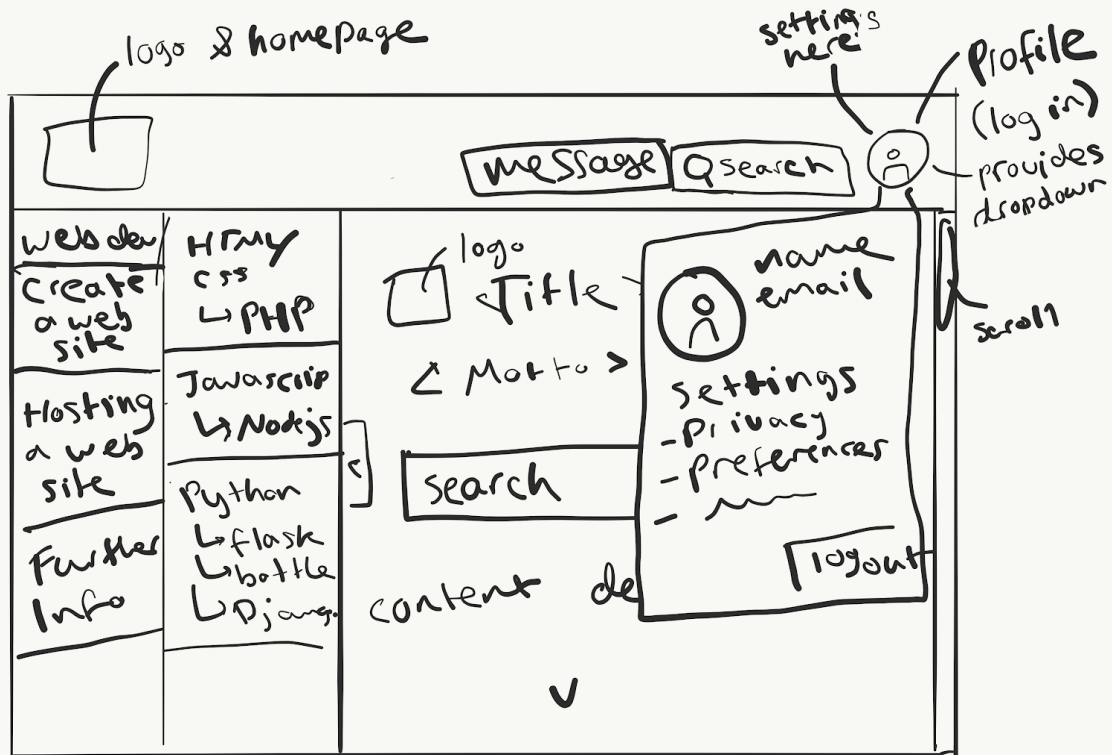
Through the assignments progression we realised that an appropriate website, suiting the needs and goals of our target persona was to create a website optimised for our persona that

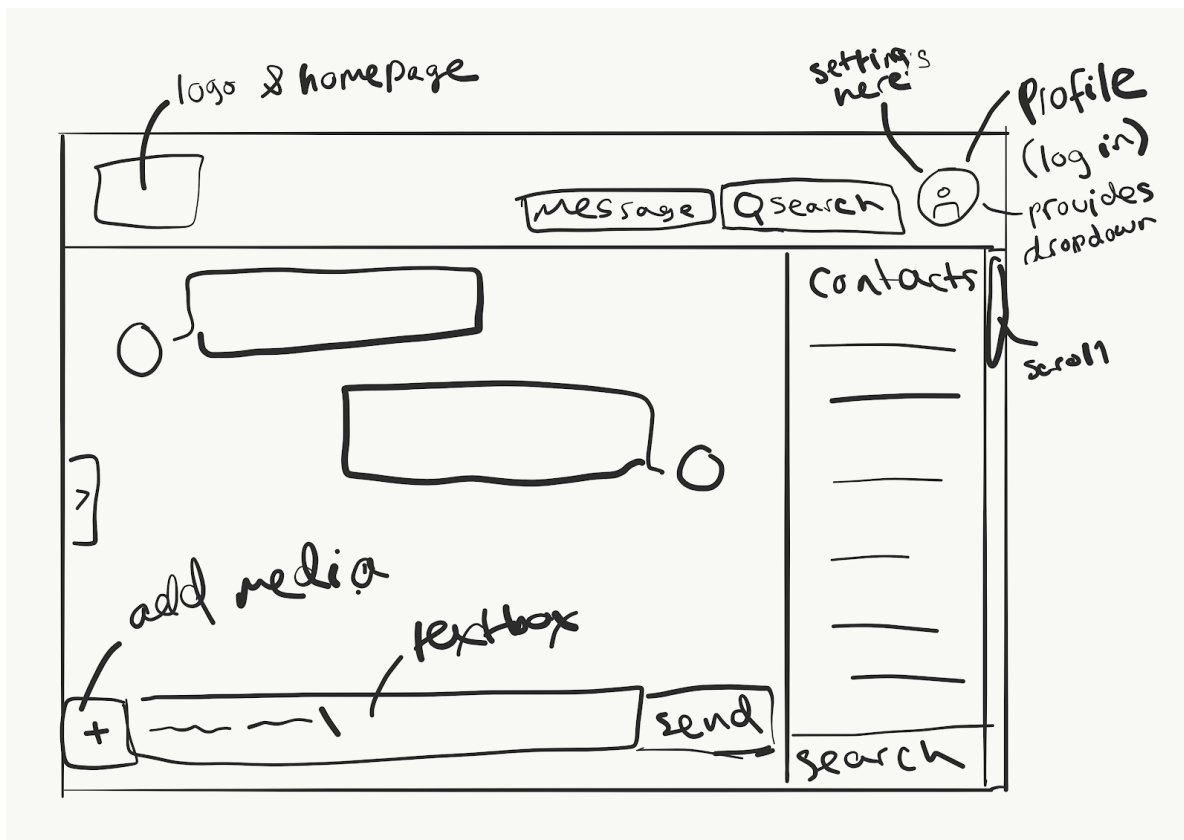
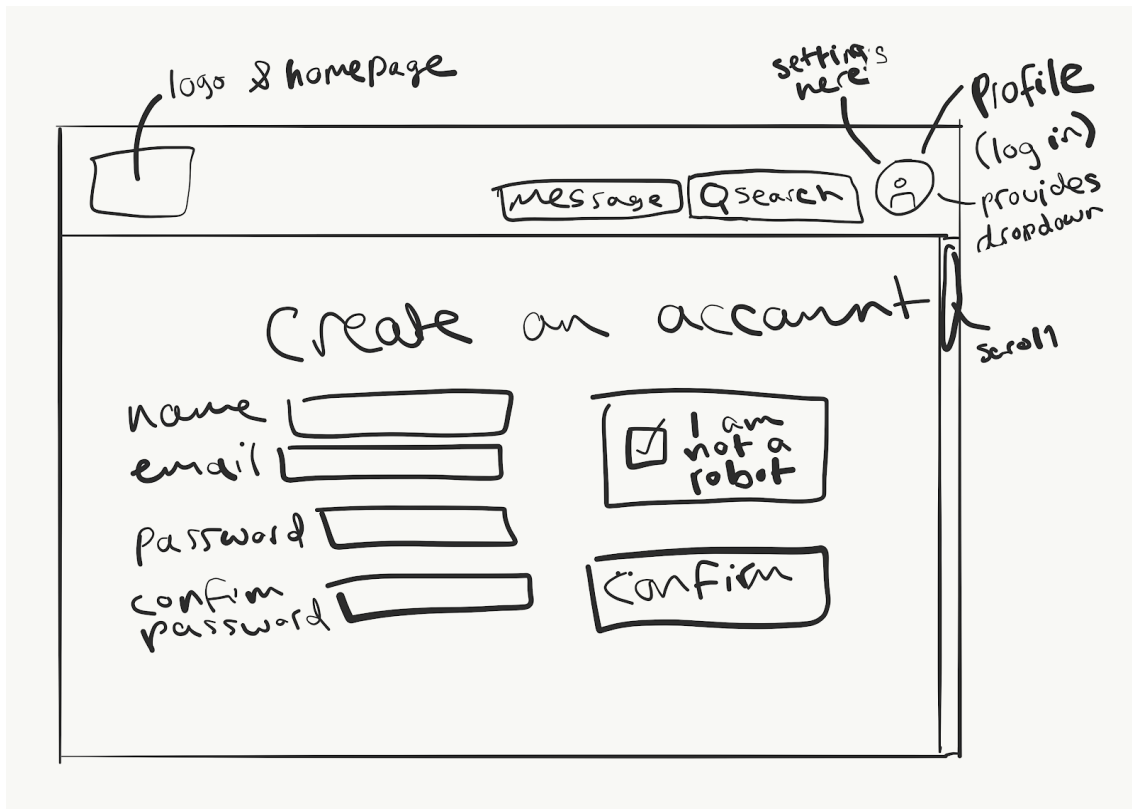
would provide information on how to use tools that assist in the development of websites. Although we will include the exact text for each part of the website as the actual website is developed, it is important to remember the mental image that already exists in our target persona's mind as they have used similar websites before and expect certain layout types and features that they've seen before on other previously used sites with a similar focus such as stack overflow.

The way in which the website is organized, i.e. the layout, determining which pages are under which labelled category etc was determined through the card sorting exercise, capitalising on the information we gathered about how our users specifically group topics together. The card sort decided through a series of open and eventually closed card sorting, that the main topics that should have an obvious place on the page included \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. These main categories will be the most immediately recognisable on the site and potential subsequent page redirects and subcategories may be included underneath these.

Keeping all of this in mind, the group's first paper prototype is disclosed below:







## Think aloud ~ analysis of prototype

After the initial design of the paper prototype the team would begin to try and execute a think aloud trial of the prototype, by giving a potential user that matches our target persona a task to do such as, “create a new account and leave a comment on the ‘Flask’ section”. Each member of the group conducted a think aloud so that the total number would be the ideal 5, capturing 85% of the discoverable usability issues. The results of these think alouds are recorded in the tables below:

<b>USER</b>	User no.1 (interviewed by Presley)
<b>QUESTION</b>	E.g.”please find the page that allows you to change the preferences and settings of your log in.”
<b>TIME TAKEN</b>	1 minute
<b>COMPLETE?</b>	Yes/no
<b>OBSERVATIONS</b>	The participant was able to find the profile icon easily and locate the links named “preferences” and “settings”, however made the comment that: “I think these two categories should be under the same heading. Maybe under ‘settings’ because it would seem more convenient for them to be in the same page.”
<b>POTENTIAL ISSUES?</b>	<ul style="list-style-type: none"><li>- It seems that separating the headings “settings” and “categories” seems unnecessary as the participant had to navigate through two separate pages to complete the task given.</li></ul>

<b>USER</b>	User no.2 (interviewed by Karlo)
<b>QUESTION</b>	E.g.”please find the _____”
<b>TIME TAKEN</b>	
<b>COMPLETE?</b>	Yes or no
<b>OBSERVATIONS</b>	
<b>POTENTIAL ISSUES?</b>	

<b>USER</b>	User no.3 (interviewed by Abraham)
<b>QUESTION</b>	E.g."please find the _____"
<b>TIME TAKEN</b>	
<b>COMPLETE?</b>	Yes or no
<b>OBSERVATIONS</b>	
<b>POTENTIAL ISSUES?</b>	

<b>USER</b>	User no.4 (interviewed by Darby)
<b>QUESTION</b>	E.g."using the following design, create a new profile and send a message"
<b>TIME TAKEN</b>	1 min 10.89 sec
<b>COMPLETE?</b>	Yes or no
<b>OBSERVATIONS</b>	Observations include that the user was confused where to go to create a new profile on the main menu, eventually clicking 'log in' which took them to the create new profile afterward. After trying to send a message with the paper prototype the user asked 'who is the message for, the website or like one of your friends using it?' which potentially highlighted some concern with the messaging options. Once the user created the profile they went right back to the home page rather than to the message tab which was interesting. Overall the user didn't seem to know exactly where they were going on the website but their previous knowledge of similar systems allowed them to guess as to where each item would be placed
<b>POTENTIAL ISSUES?</b>	-messaging being more obvious as to who your messaging i.e. a to field -the creating a profile could be more obvious / accessible from the home screen

<b>USER</b>	User no.5 (interviewed by Jermaine)
<b>QUESTION</b>	E.g."please find the _____"
<b>TIME TAKEN</b>	
<b>COMPLETE?</b>	Yes or no
<b>OBSERVATIONS</b>	

<b>POTENTIAL ISSUES?</b>	
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Some of the potential issues identified through the think aloud were \_\_\_\_\_, in order to combat some of these potential issues we adjusted our design according to what would work better or faster. These steps will be gradual as we expect plenty more criticisms of our prototype and will be recorded as the project commences in the following section.

## Resolving issues

//this bit actually doesn't need to be done just yet so we don't need to worry about it for this week. Make sure you fill out your assigned table above.