# exploreReading

## Low-Fi Prototyping

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# Chapter 1

## Value Proposition

explore Reading

explore Reading

# Value Proposition

Explore

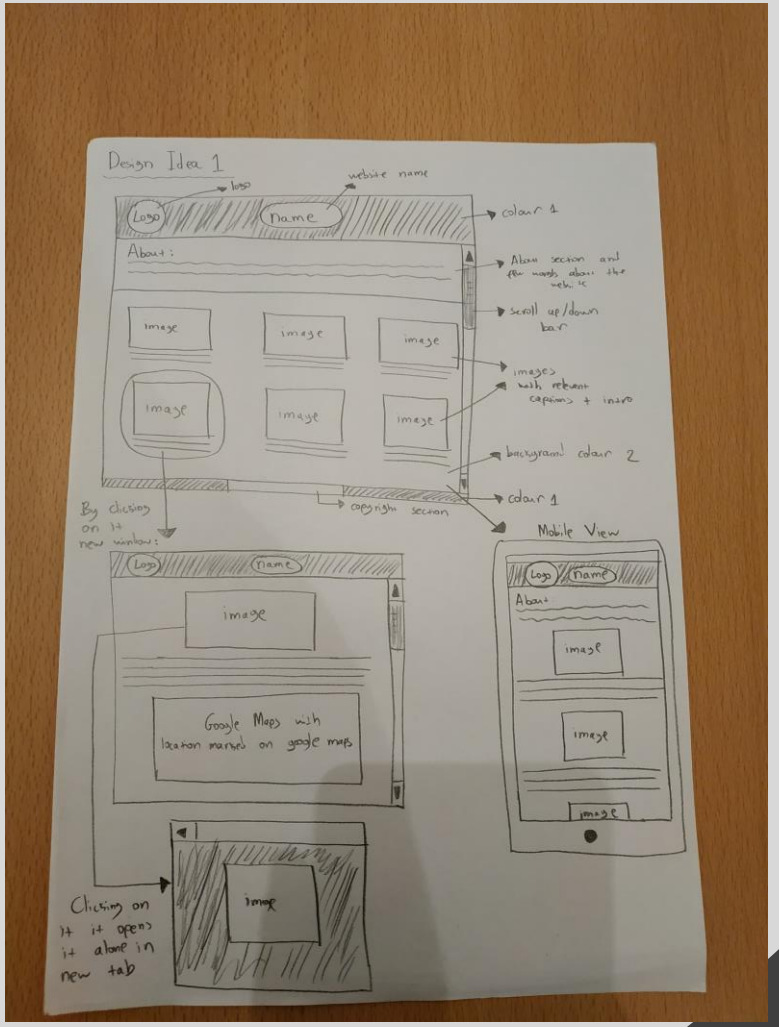
Discover

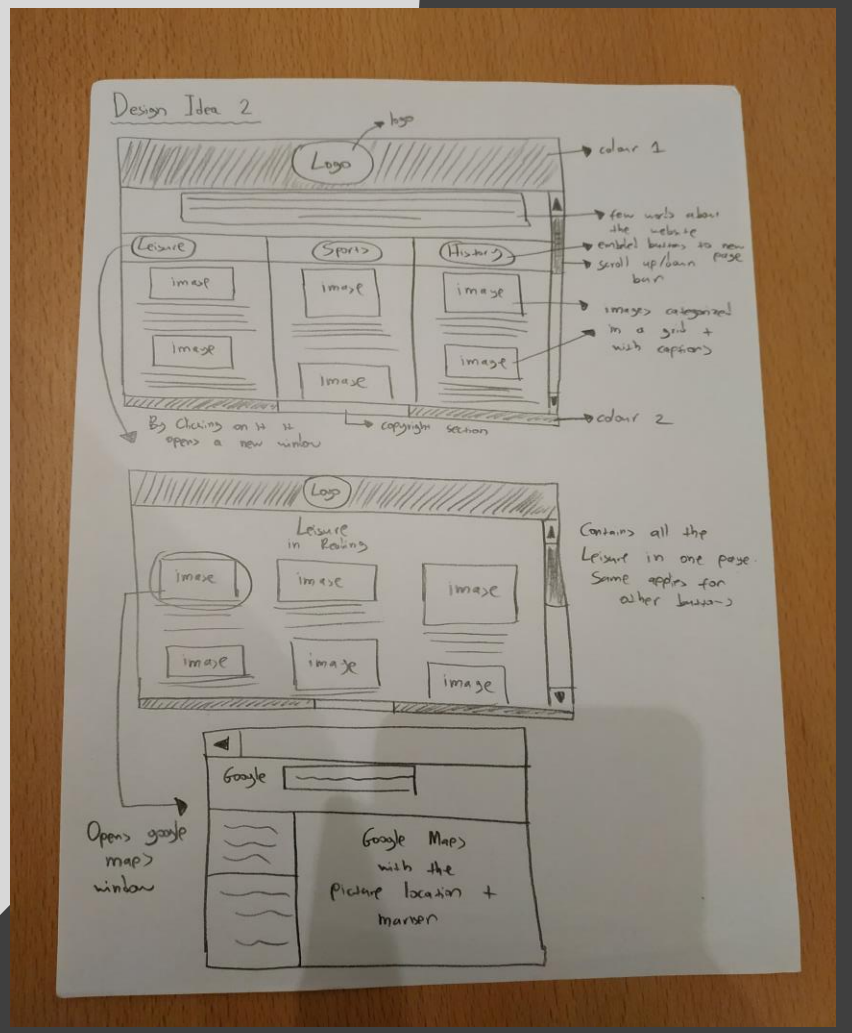
See the wonders

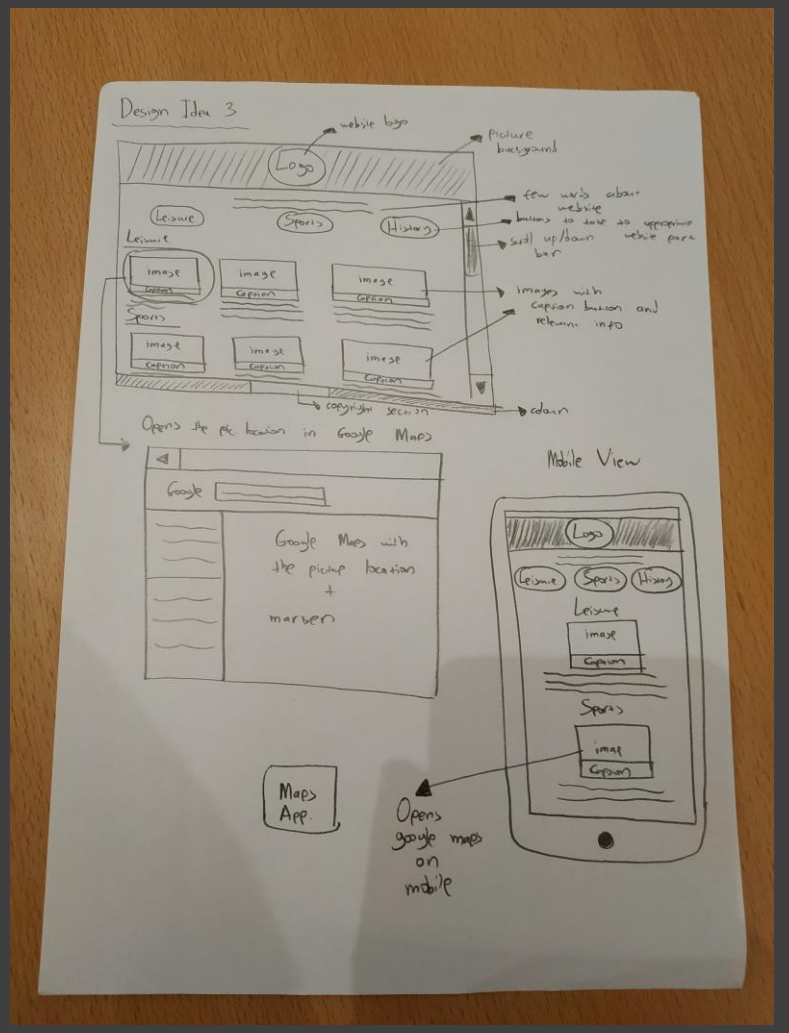
# Chapter 2

## Designed Interfaces

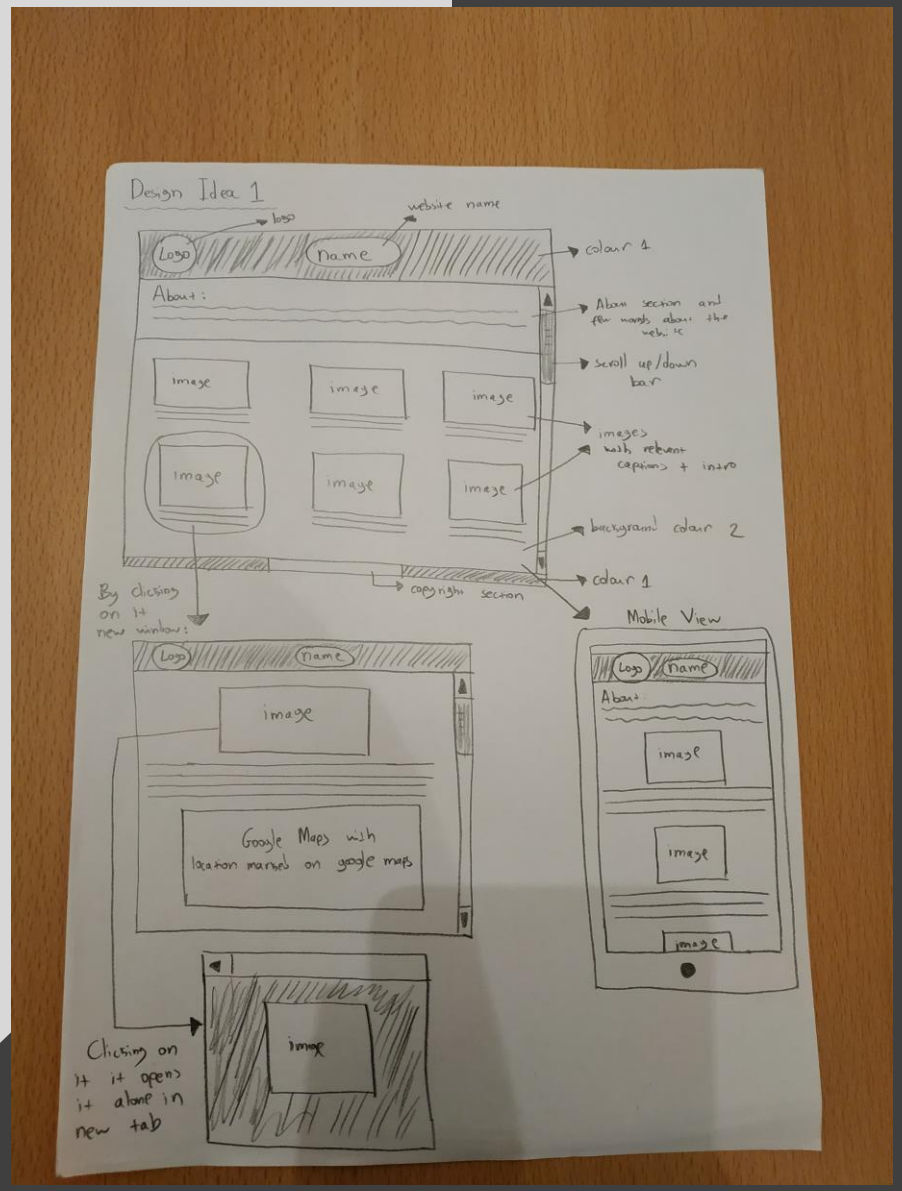
# UI Interface



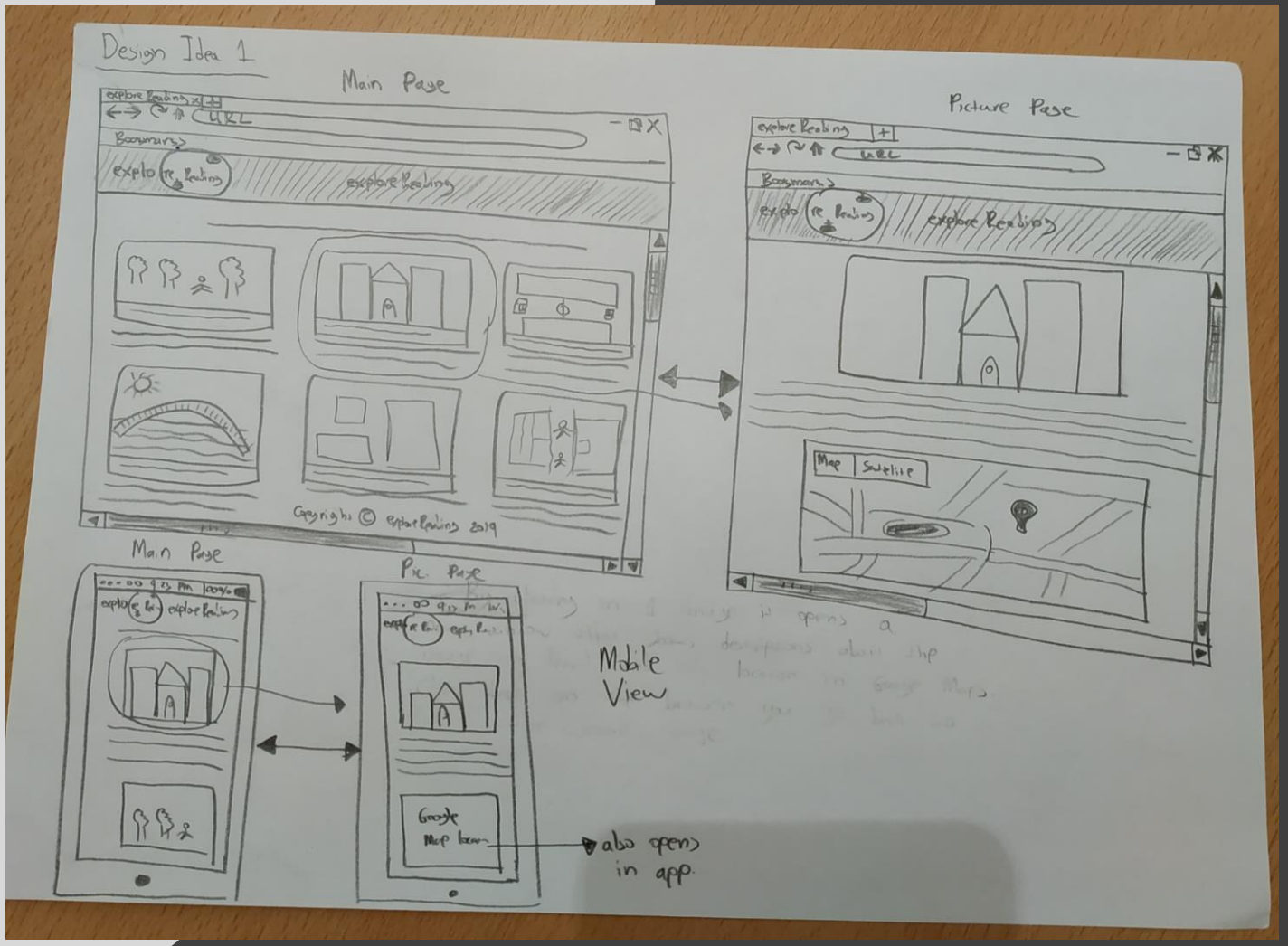



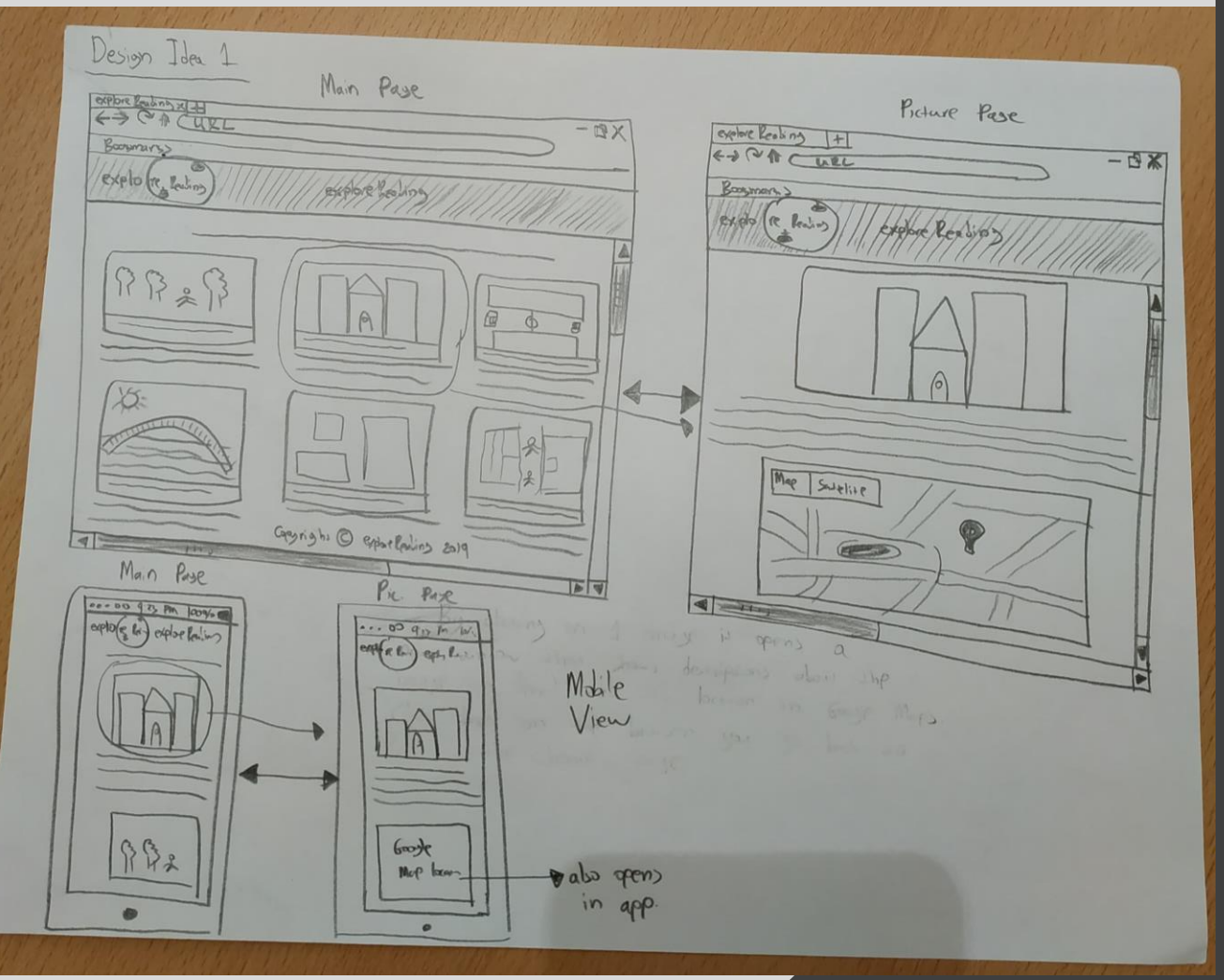
# Selected Interface



# Selected Interface in detail



# WHY?

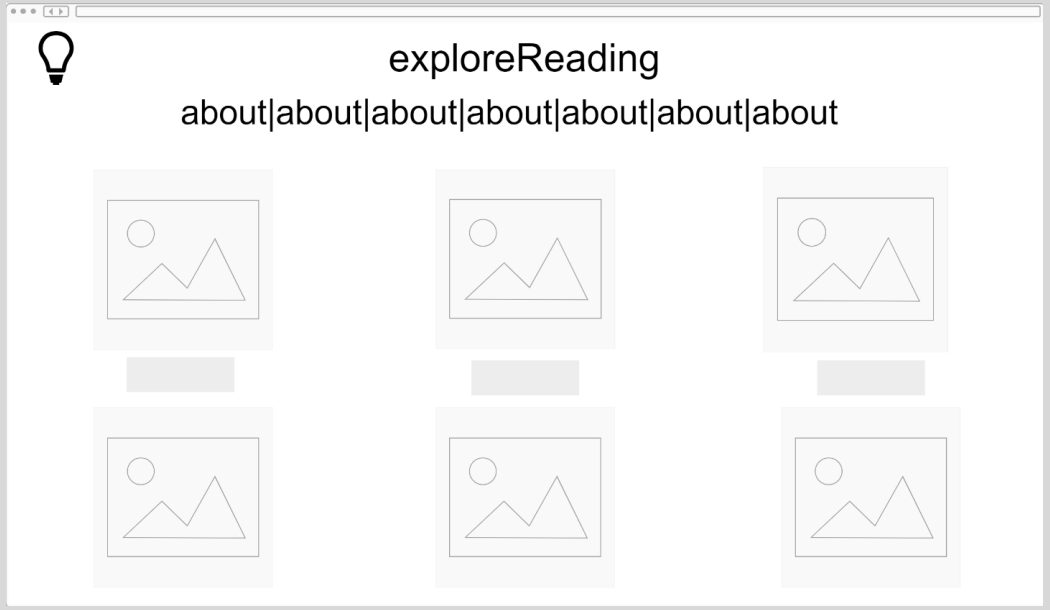


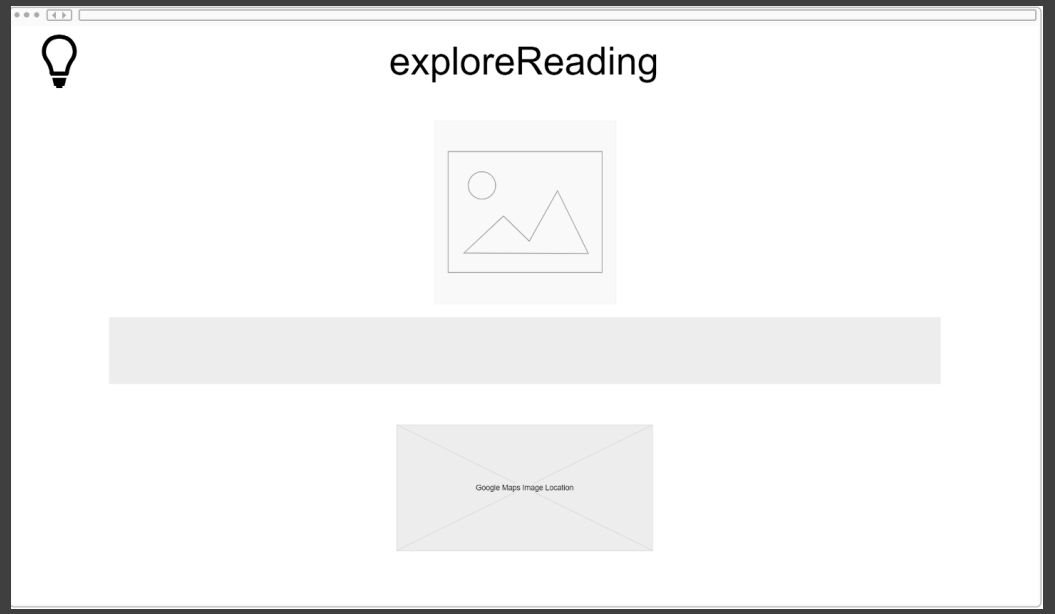

- Easy Interface for the user to navigate and explore.
- Good and consistent structure of the website.
- Is mobile friendly.
- Google Maps is embedded inside the website for the user to view the location of each image
- Image location of each image is marked down on the map for each one.
- The new window that opens when clicking on the image gives us the space to further describe each image and embed google maps, without having everything in 1 page under each image and creating a huge one-page website.

# Chapter 3.

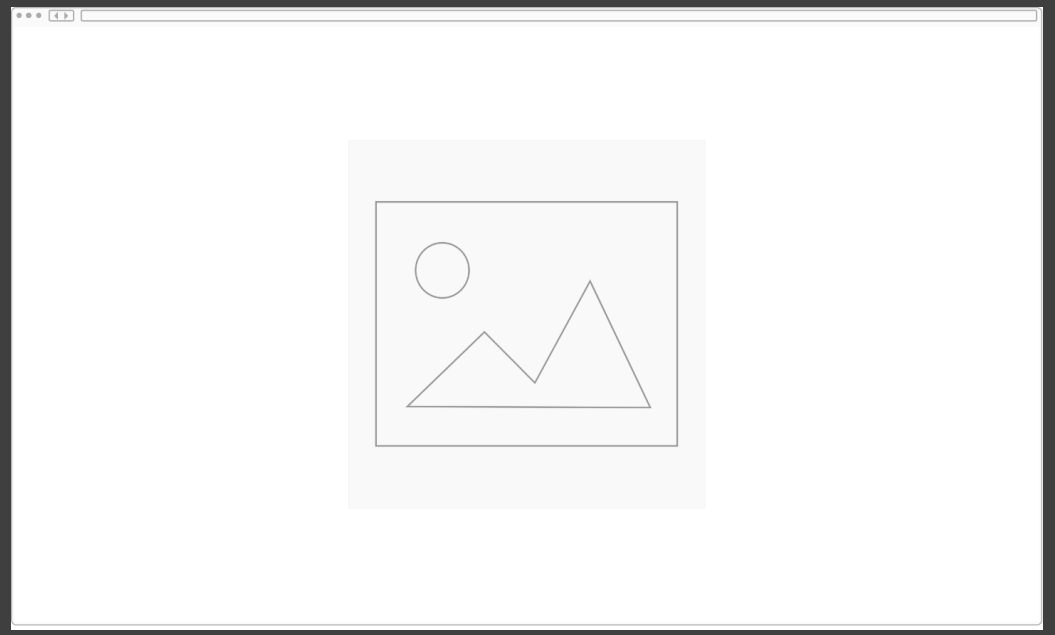
## Low-fi Prototype Structure

## Designed online using proto


exploreReading
about|about|about|about|about|about|about


exploreReading
Google Maps Image Location

exploreReading
about aboutt about



# Chapter 4.

## Task Flows

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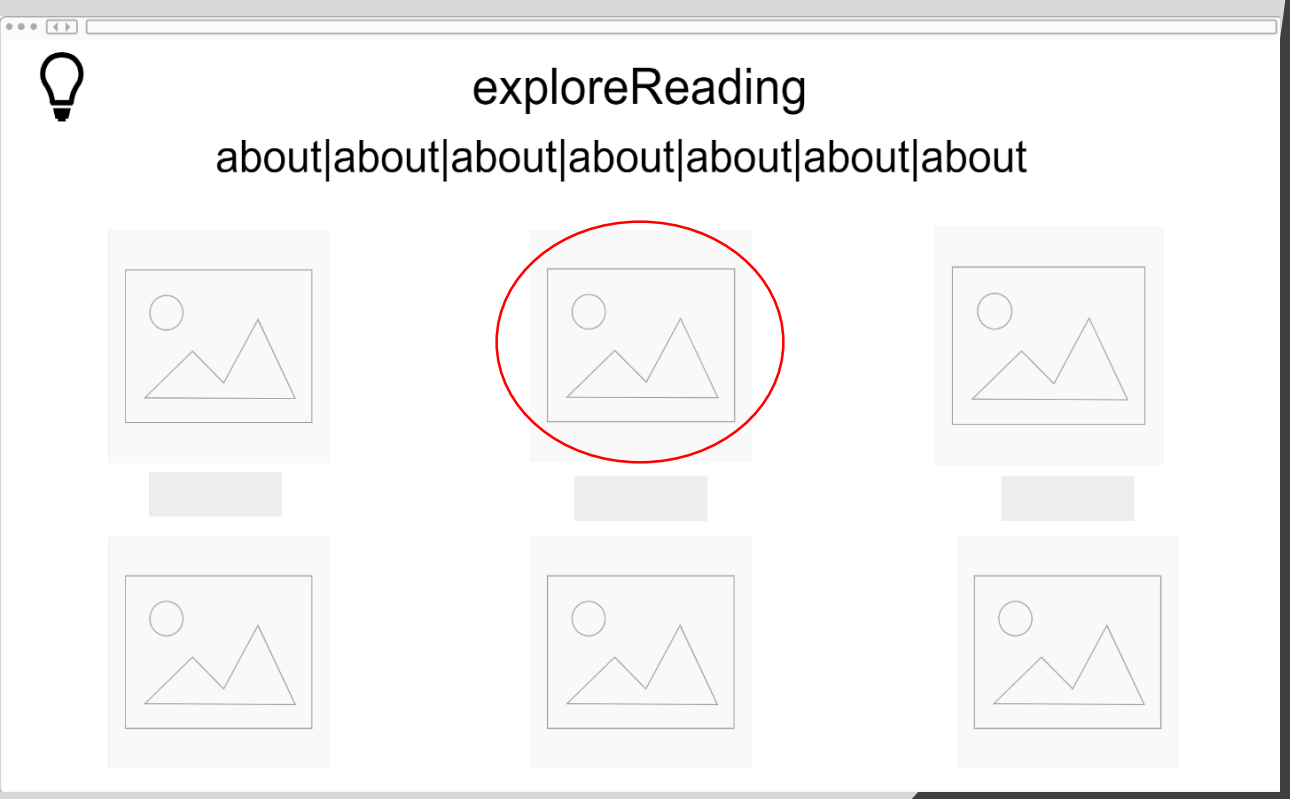
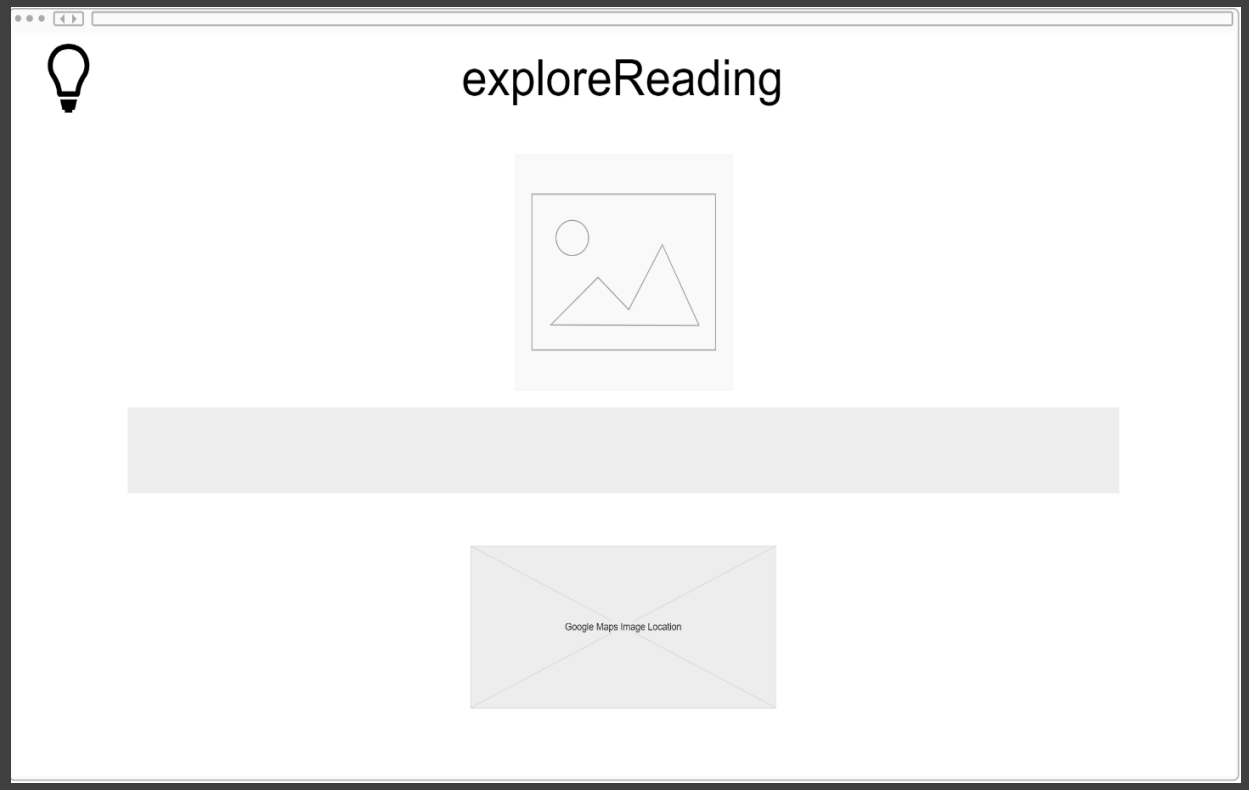
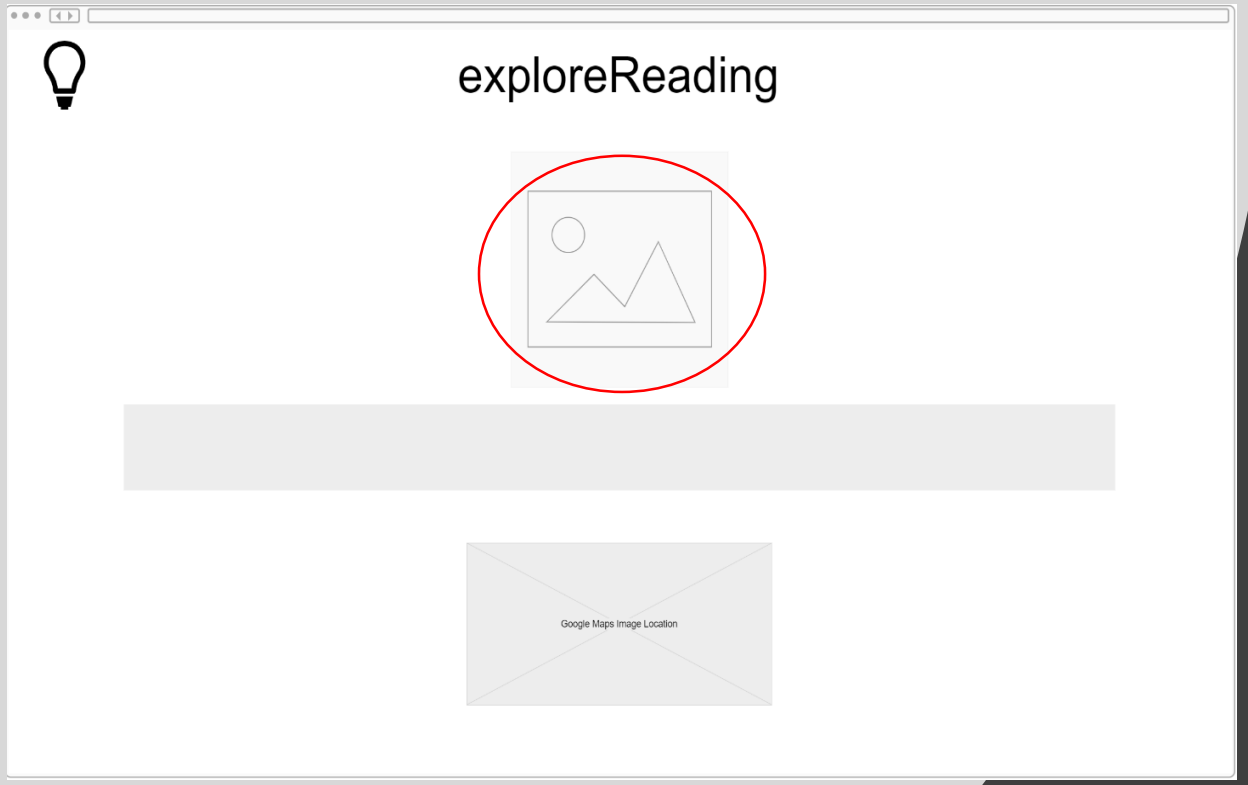
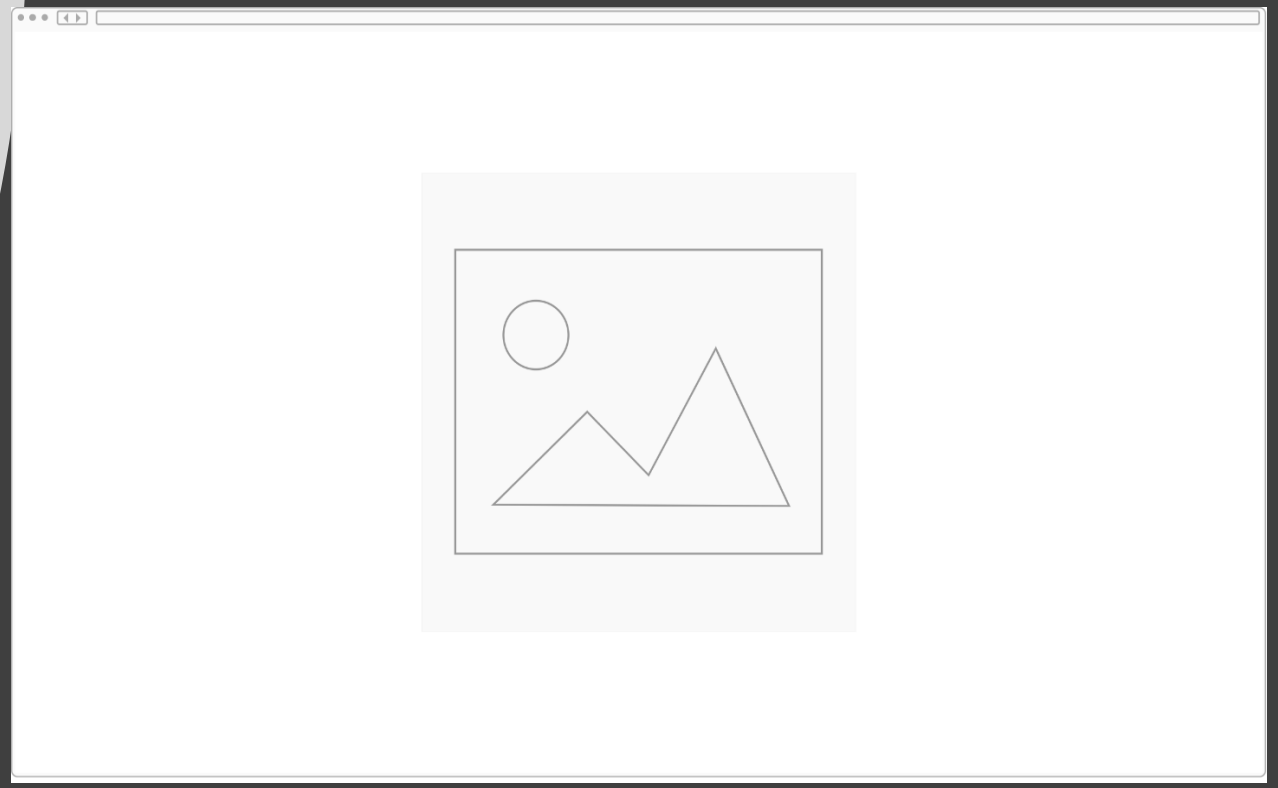
# TASK #1: Clicking on an image to view more details about it and the Google Map. Navigates to new page



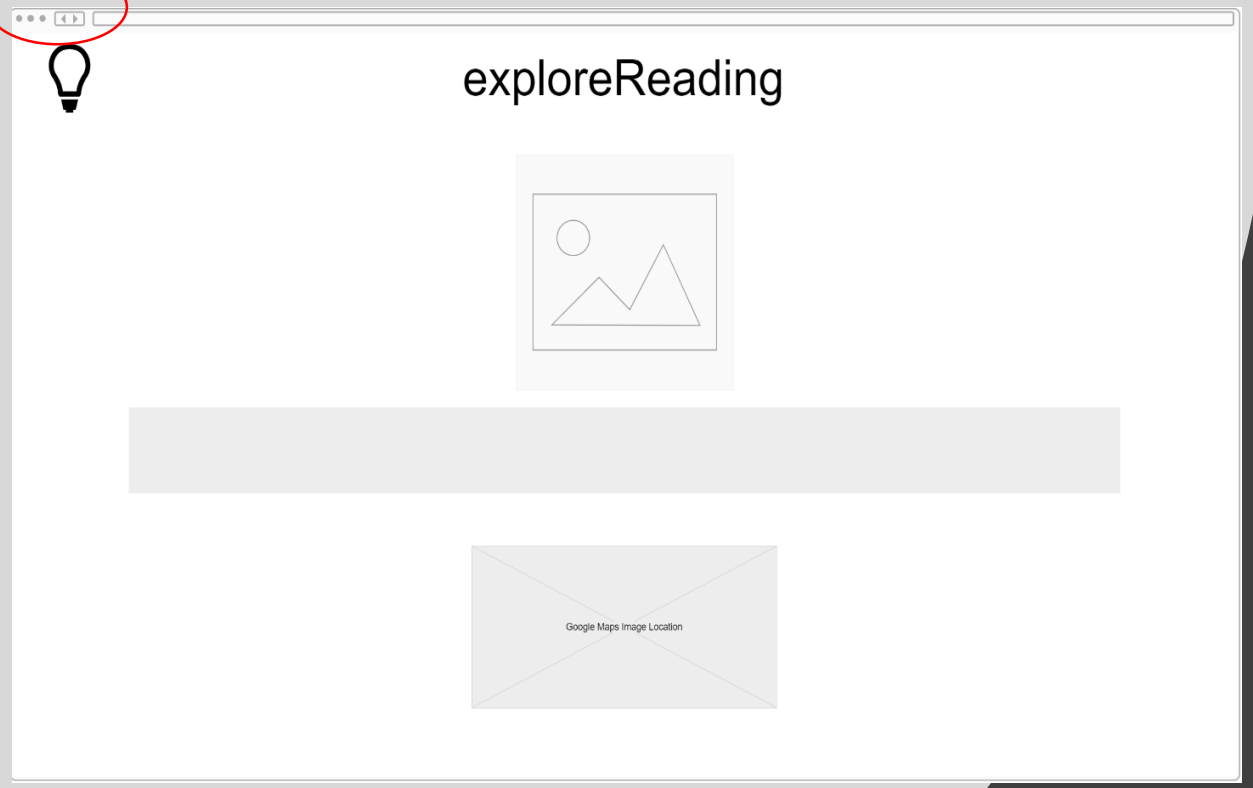



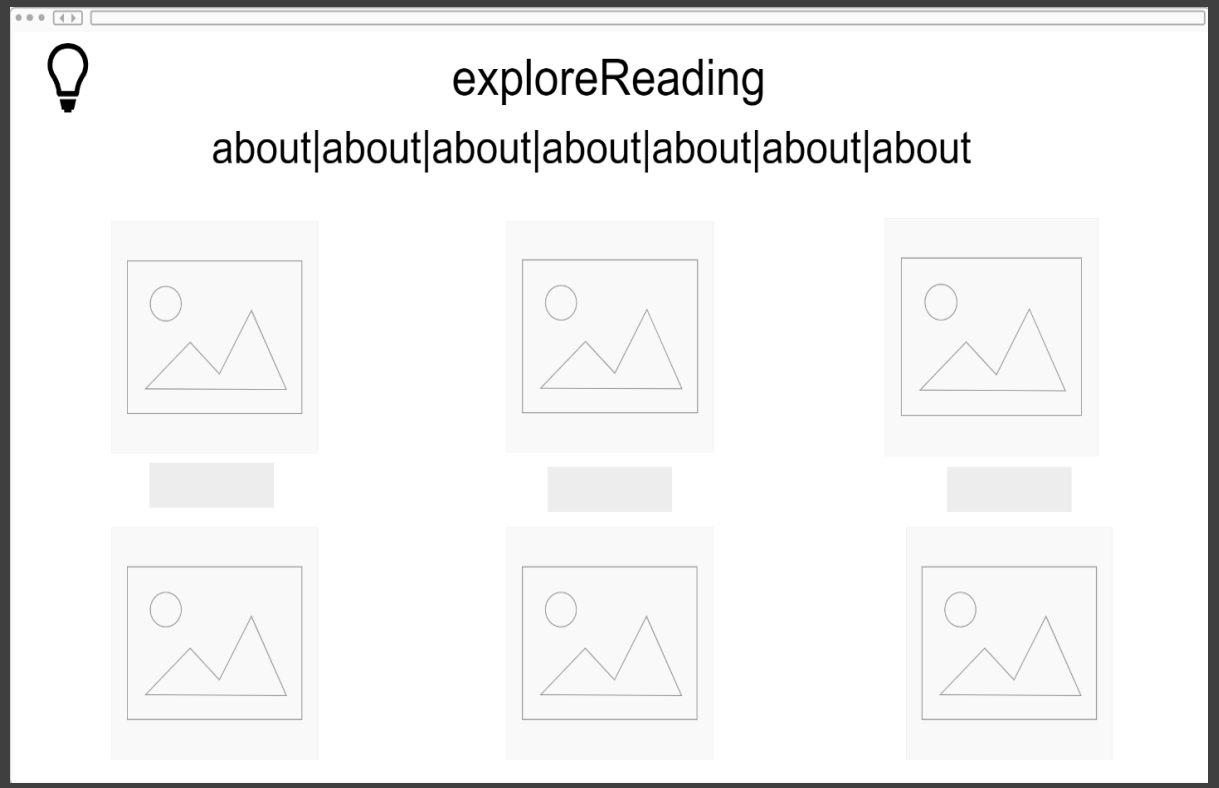
# TASK #2: Clicking on an image inside the image window



# TASK #3: Going back to the homepage from the image page (click on back)



# Chapter 5.

## Experimental Methods

# Experimental Methods

## Component

1.Environment

2.Participants

3.Procedure & Member

4.Tasks

5.Test Measure

## Content

Starbucks Riverside

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

- Participant #1
- 3rd year psychology student at the University of Reading
- From Cyprus
- Likes hanging out with her friends
- Uses websites each day for a lots of different uses.

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

- Participant #2
- 2nd$^{rd}$ year law student at the University of Reading
- From Cyprus
- Likes history and sports

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

- **Participant #3**
- **22 years old from Wales**
- **Works at Starbucks Riverside**
- **Likes Sports and Video Games**

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

**Member Role**

**Christos**

- Computer

**Dimitris**

- Facilitator
- Note taker

**Alyssa**

- Supplement notes and photography
- Processing data

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

**Step 1**

**Ask for their time to sign a consent form**

**Step 2**

**Read the prepared script for introduction and explain about the tasks**

**Step 3**

**Take notes on what the participants do**

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

**Task 1**

**Navigate in the home page**

**Task 2**

**Navigate in the image page**

**Task 3**

**Go back to the home page**

# Experimental Methods

## Component

1. Environment
2. Participants
3. Procedure & Member
4. Tasks
5. Test Measure

## Content

**Test Measure**

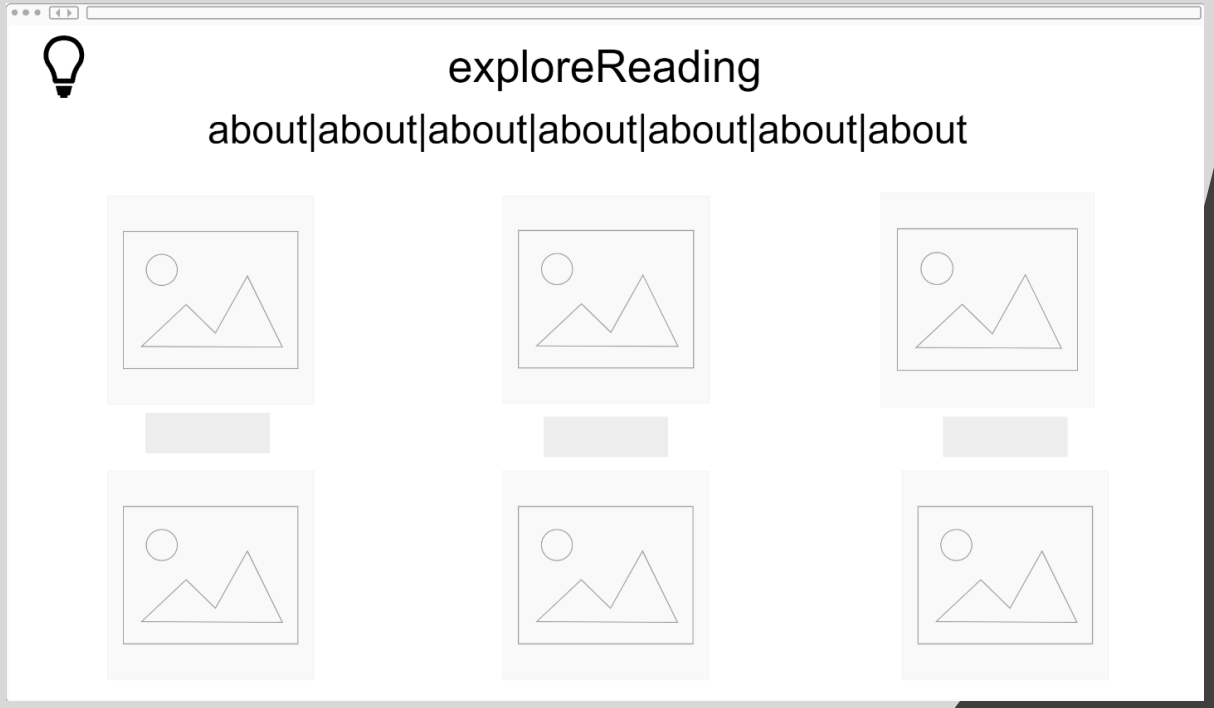
- **Point of Confusion**
- **Click something else**
- **Time navigating in the website**
- **How easy the website is**
- **Comment while performing**

# Chapter 6.

## Experimental Results

# Experimental Results

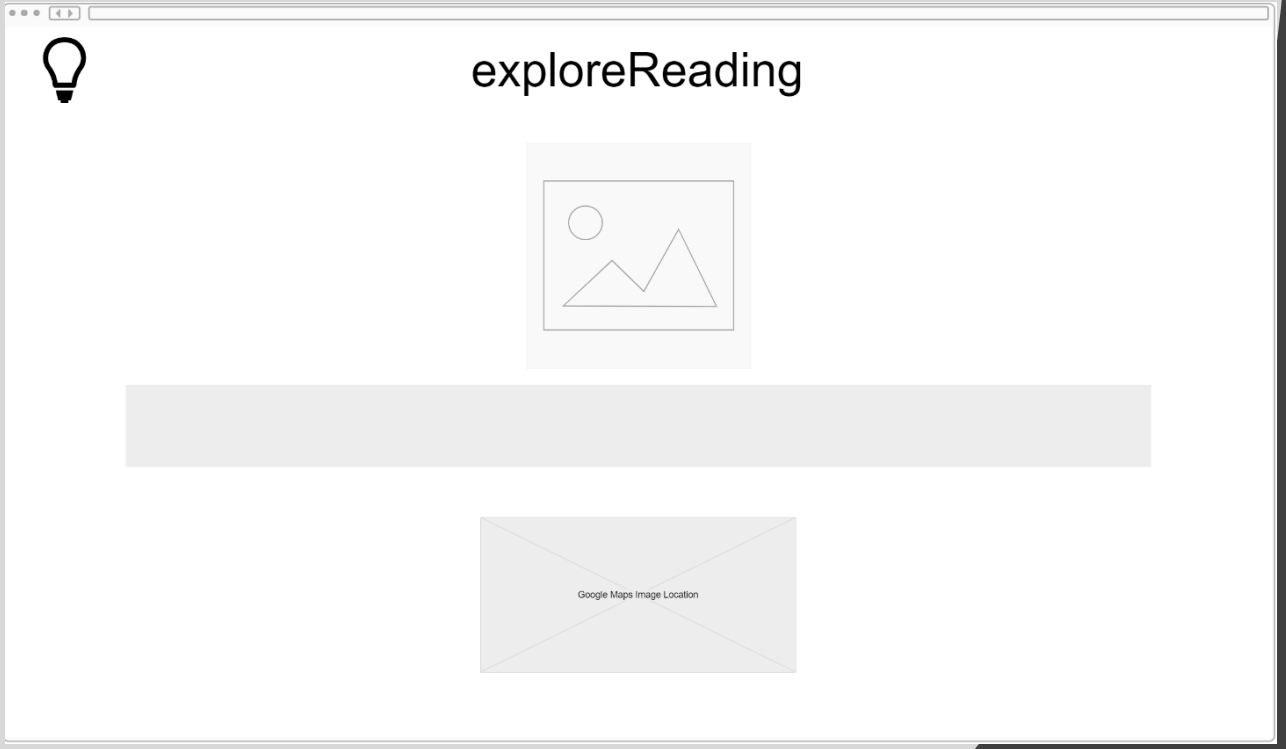
## Task 1: Navigate in the home page




**All 3 Participants found it very easy. Everyone did it in 3-4 seconds.**

# Experimental Results

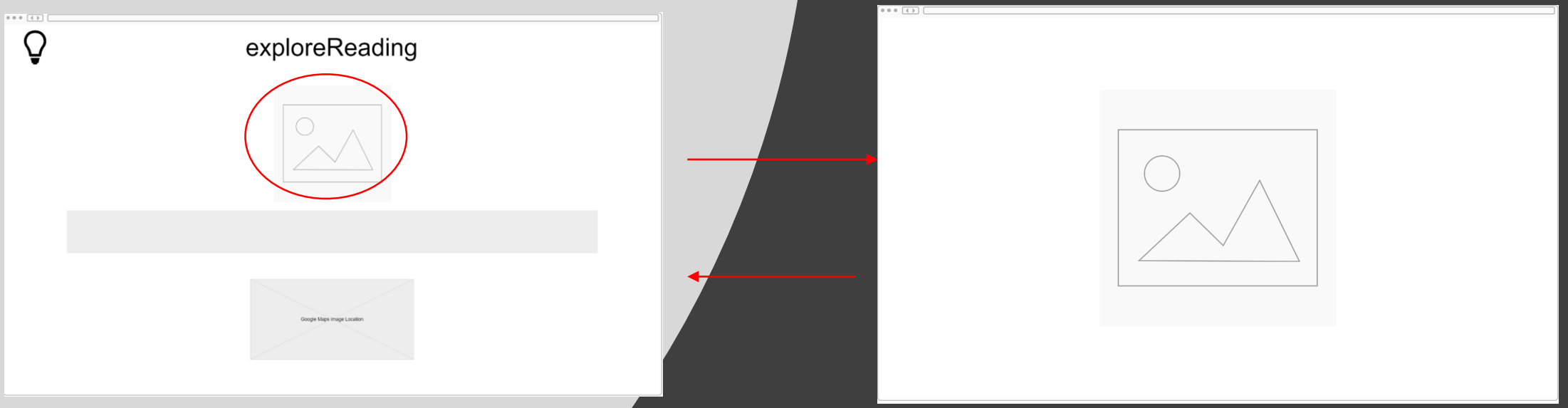
## Task 1a: Go to the image page




All 3 Participants found it very easy and figured it out based on the layout of the website. Everyone did it in 3-4 seconds.

# Experimental Results

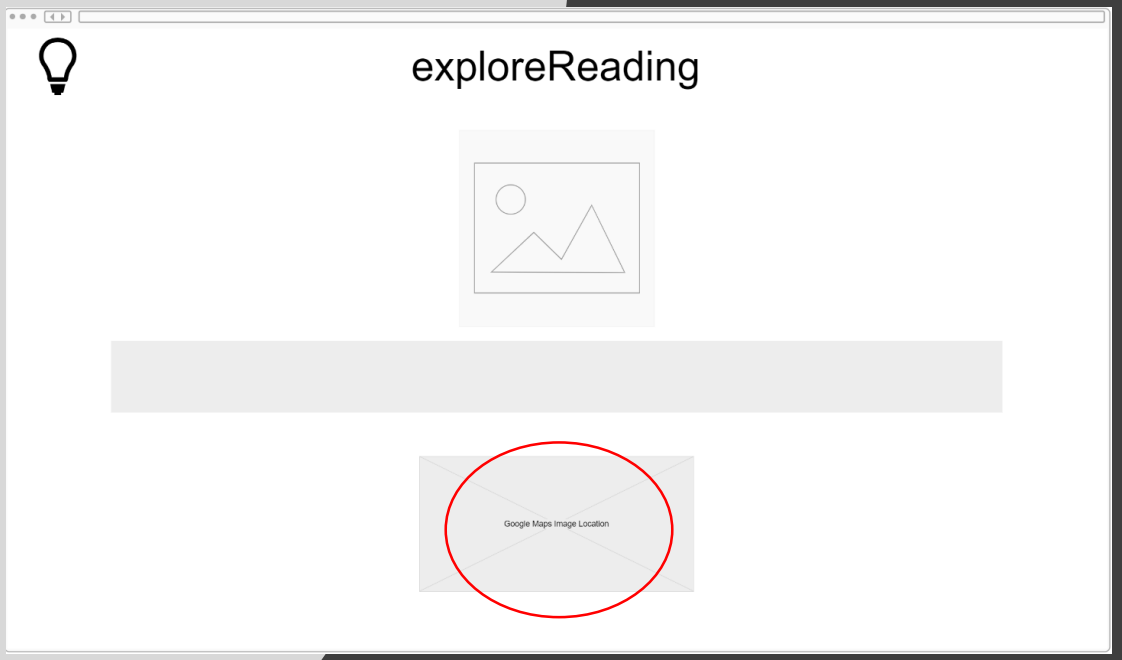
## Task 2a: Click on the image of the image page and go back




All 3 Participants found it very easy and figured it out based on the layout of the website.
Everyone did it in 3-4 seconds.

# Experimental Results

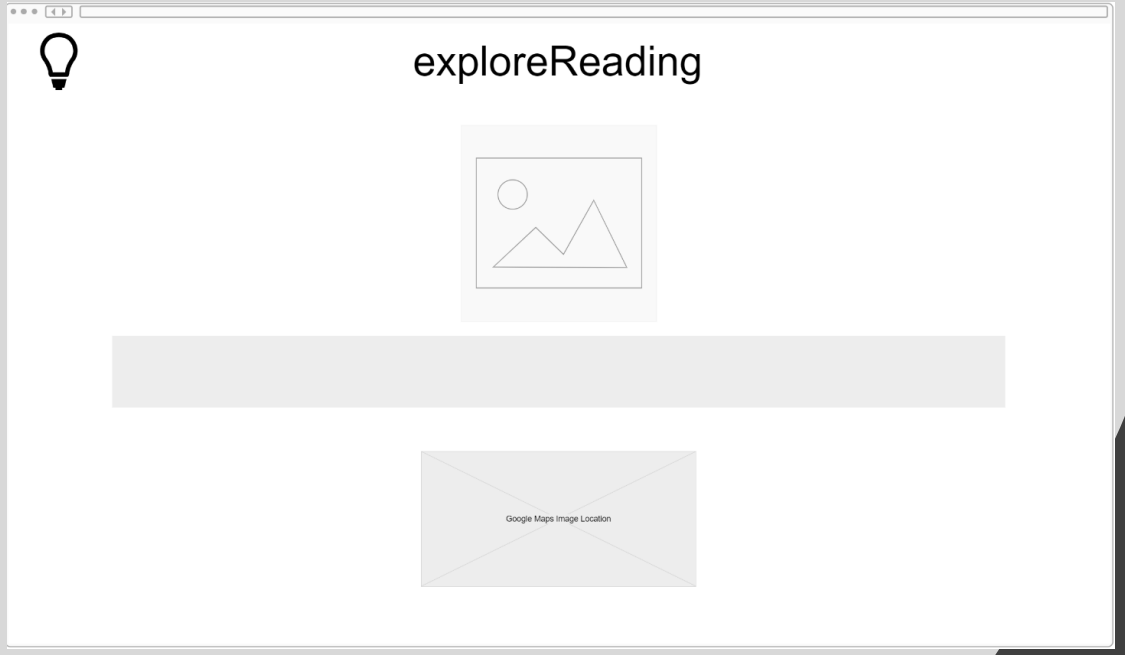
## Task 2b: Use google maps

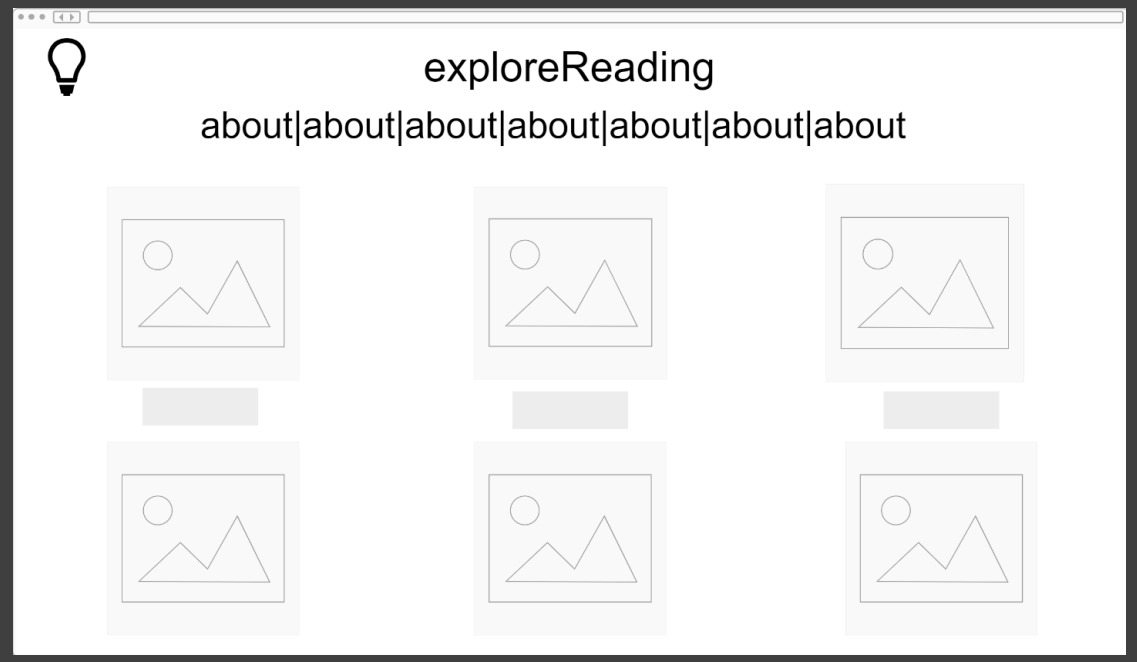



All 3 Participants found it very easy but kept clicking on it to open in a new window

# Experimental Results

## Task 3: Go back to the home page




**Participants 1 and 2 were clicking on the logo to go back and then clicked on “Back”. Participant 1 figured it later and Participant 2 asked us why. Participant 3 figured it by himself**

# Chapter 7.

## Suggested UI Change

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# Suggested UI Change

- Make the logo redirect back to the home page as a button on the image page.
- Enter a url under the google maps for the actual google maps to open with a marker of the image as the google maps that is embedded in the system is just static and for viewing.

# Chapter 8.

## Summary

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# THANKS!

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## Any questions?