KDM

DESIGN DOCUMENT

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1. Information about the design artifacts established during the wireframing and prototyping phases.

In the initial phases of our design process, we started by creating low-fidelity sketches as the foundational design artifacts. These sketches provided a basic visual representation of our conceptual ideas and served as a starting point for further development.

Using Figma, a collaborative design tool, we turned these ideas into improved clickable wireframes as we moved on to the wireframing step. The primary design and interaction components of our Pixel Playground website were intended to be represented in the wireframes. We introduced a dropdown menu function in the wireframes for the tutorial pages to improve user navigation enabling quick access from one tutorial to another.

Moving on with our design development, we created a high-fidelity prototype using Figma. This enhanced prototype offered a more refined and comprehensive representation of our design ideas.

Every design item used in these stages was essential in forming the finished product. The high-fidelity prototype brought the design to life with a focus on both functionality and attractiveness while the low-fidelity sketches established the conceptual framework and wireframes clarified the structural aspects. We were able to improve our concepts and take user experience into account at every step with this iterative method.

2. Design Guidelines.

Usability Heuristics:

1. Visibility of System Status: Implemented highlighted navigation items to provide users with a clear understanding of their current location within the website, enhancing overall system visibility.

2. User Control and Freedom: Ensured user control and freedom by strategically placing the navigation menu at the top of every page, facilitating easy navigation. Additionally, integrated recommended videos in tutorial pages for seamless movement between different tutorials.

3. Consistency and Standards: Maintained a consistent and standardized layout and design across all pages, ensuring a cohesive user experience. Consistency was meticulously preserved in navigation elements and menu structures throughout the website.

4. Error Prevention: We plan to implement validation checks in contact page forms to prevent errors. User-friendly feedback will be in place to guide users in case of input issues, enhancing error prevention.

5. Aesthetic and Minimalist Design: We kept our design aesthetically pleasing and minimalist. The website's visual elements are thoughtfully created to convey information in a clear and concise manner, promoting a clutter-free user interface.

6. Help and Documentation: We incorporated an informative "About Us" page that describes the purpose and mission of the Pixel Playground. Additionally, the contact page includes essential information such as the physical location of the Pixel Playground, serving as valuable documentation for users seeking assistance.

2. Design Guidelines.

Style guides:
Colour Palette: To keep it clean and minimalistic, we adopted a two-colour palette. The primary colour, #2B2929, complemented by the subtle #AC9452 (a shade of gold), aligns seamlessly with the logo. To ensure readability and reduce eye strain, an off-white shade, #F3F3F0, is employed for the website body, deviating slightly from the plain white. Additionally, #EEEEED, a soft grey variant, shows some key features on the homepage, the "Watch More Videos" section on tutorial pages, and contact information.

Typography:
The chosen font, Roboto, establishes a clean and modern typographic identity. While currently uniform, considerations are being made to change the typography for headers and title texts to enhance visual hierarchy and aesthetic coherence.

Button Styles:
For visual consistency, all buttons are the same with the text colour, adopting #2B2929. Maintaining uniform width and height, the buttons contribute to a cohesive design, with the tutorial button on the navigation bar the only button on the website which is larger because it is the most prominent button on the website

3. Testing.

Prototype Testing Plan:

For initial feedback, we utilized low fidelity sketches, favouring a quick and flexible format. For detailed testing, we transitioned to digital clickable wireframes, allowing for interactive user exploration.

Pros and Cons:
Paper (Low Fidelity):
Pros - Quick ideation and feedback collection, flexibility in iterations.
Cons - Limited interactivity, challenging to simulate user flow.

Digital (High Fidelity):
Pros - Interactive user experience, realistic simulation of website navigation.

Test Audience:
Our primary focus was on testing with students from FHICT, aligning with our target user demographic. This choice ensured relevance and applicability of feedback to our intended audience.

Testing Method:
We opted for in-depth interviews, providing a structured yet open platform for users to navigate the prototype. This method allowed us to gather insights into user perceptions, challenges, and suggestions.

Testing Focus:
1. Usability: Assessing the prototype's ease of use and navigation.
2. Feedback on Features: Gathering insights on specific features like dropdown menus and prominent buttons.
3. User Perceptions: Understanding how users interpret and engage with the design.
4. Identifying Pain Points: Uncovering any challenges or confusion encountered during the prototype exploration.

3. Testing.

Adaptation Plan (Reflection):
Following the testing phase, we planned to reflect on the feedback received and make necessary adaptations to enhance the overall user experience. This iterative approach aimed to refine the prototype based on real-user interactions and preferences.
During the design process, we engaged in iterative testing and feedback sessions to refine our prototype:

Testing and Feedback on Low Fidelity Sketches:
Our initial low fidelity sketches underwent scrutiny from our UCD teacher. Her insights highlighted the necessity for user-friendly navigation and improved tutorial discoverability.

Clickable Wireframes:
Building upon the feedback received, we implemented a dropdown menu on tutorial pages in our clickable wireframes. This addition aimed to facilitate seamless navigation, allowing users to move effortlessly between various tutorials.

3. Testing.

High-Fidelity Prototype Testing:
User testing was conducted on the first version of our high-fidelity prototype. The overall feedback praised the clean and minimalistic design, aligning with our design goals. However, identified pain points included:

Dropdown Menu Conflicts:
Users found the dropdown menu in the single tutorial page conflicting with the content.

Navigation Button Perception:
Users were confused by the prominence of the contact button, mistaking it as a primary call-to-action.

Refinements and Solutions:
To address these concerns, we made strategic refinements:

Dropdown Menu Resolution:
We replaced the dropdown menu with a 'More Videos' section below tutorials, resembling YouTube's recommended videos feature. This adjustment eliminated conflicts with the tutorial content.

Navigation Bar:
The navigation bar was modified, making the tutorial button the prominent call-to-action button. This resolved user perception issues and improved overall navigation clarity.

3. Testing.

Focus on the Questions During the Tests:

Does the Concept Work?

- After conducting tests, it was observed that the concept addresses the identified problem. Users were able to navigate the platform and access information about the Pixel Playground's services, navigate and find tutorials. Positive interactions during testing indicated that the design successfully fulfills its purpose of providing an accessible online platform.

What's Your Defined Problem? Can Your Design Solve the Problem? How?

- The defined problem was the absence of a comprehensive online platform for the Pixel Playground. Through testing, it was evident that the design successfully solved this problem. Users could easily explore the platform, gaining clear and current insights into the lab's offerings. The design achieves this by showcasing services and tutorials in an organized and accessible manner.

How Are the Users Perceiving the Prototyping?

- User feedback suggests a positive perception of the prototyping. Comments highlighted the clean and minimalistic design, contributing to a favorable user experience. Users found the platform visually appealing and reported ease of navigation. Overall, the design has been well-received, aligning with user expectations and preferences.

I Have Doubts About a Certain Design; Maybe Another Test to Find Out?

- While initial doubts were addressed during testing, continuous feedback will be solicited to monitor any continuous concerns. Future tests may focus on specific design elements to ensure ongoing refinement. The iterative approach allows for making changes, ensuring that the design improves based on user insights.