Assignment 3 – Design Document | Listra

Personas

Based on the survey results, we will need a persona to represent the users that are typically older (35-40) with a higher level of education, lower digital literacy and will have goals related to their line of business. We will also need another persona to represent the users that are younger on average (18 -28) with a more entry level education, higher digital literacy and have goals relating to their specific role.

Persona 1

- Name: Laurent Tyson
- Age: 37
- Occupation: Project Manager
- Education Level: MBA
- Digital literacy level: 4/10
- Goals they wish to fulfill from application:
    - To organize lists of tasks for multiple projects
    - Each task will have a priority level and deadline
    - Some task may require some additional description
    - Will need to update deadlines and priorities for task
    - Occasionally will need to remove a task once it is done

Persona 2

- Name: Emily Cooper
- Age: 24
- Occupation: Administrative Assistant
- Education Level: Bachelor of Commerce
- Digital literacy level: 8/10
- Goals they wish to fulfill from application:
    - To keep track of all the things she needs to do in different categories
        - Plan and book meetings
        - Respond to emails
        - Track employees that arrive late to work
    - Every meeting has a date and sometimes a priority with notes
    - Every email has a priority and sometimes a deadline
    - Every late employee will have a name, date and a note of the specific time(“Arrived at 10:45AM)
    - Will need to be able to remove task when completed and make edits often

Design Discussion

For Personas/Survey data

- To account for the need to organize multiple lists for projects/categories, a feature to have additional lists that can be created or deleted is included in the application
- To account for the lower digital literacy level, multiple placeholder text is used throughout the application to improve learnability and retention
- To account for the possible deadlines/dates for each task/item, an additional input is included to allow the user to select a date
    - The date can be typed or selected from a calendar which most users should be familiar with to further improve learnability
    - By fixing the format for the date input, this will also reduce error rates for the user
- To account for the possible different levels of priority for each task/item, an additional dropdown menu is used to allow the user to select a priority level
    - The dropdown menu will only allow the user to select from the available options (Low, Medium, High) to decrease error rates and increase learnability
- To account for the possible additional description/notes for each task/item, an additional input text box is available for the user to enter a description/note

For Usability

- The initial screen only has the input text box and a button "Add List" to prompt the user to enter a name for the list
    - All other controls are not shown to improve learnability and minimize error rates (e.g. Adding a list item before creating a list)
- The "Add List" button is positioned right next to the input text box to decrease the difficulty and distance of moving to the button (Fitt's Law)
- After a new List has been created, the user is presented with a new list two new buttons ("New + "and "Delete List")
    - The text "New +" in the button acts as a signifier to let the user know they can click on the button to create a new item (Gulf of execution)
    - The "New +" button is placed right next to the name of the list to help user know which list they are creating a new item for which improves learnability
    - The "delete list" button is outlined in red and will be filled in red when hovered over to provide feedback to the user that they should be careful (Norman, 2013)
    - The "delete list" button is also placed at the bottom making it further away from the list title and more difficult to click on/accidently click on (Fitt's Law)
- After the user clicks on "New +", a new set of input group will appear below the respective list title and the "New +" for that list is no longer shown, this is decrease error rates and improve learnability
    - All inputs in the input group are display on top of each other closely to minimize the distance between each input
    - The inputs are grouped together because they are likely to be used together and they relate to each other (Fitt's Law)

        - The add button is grouped with all the inputs as well since it will likely be used once the user is done with their inputs
        - A variety of placeholders are used to improve learnability and retention
        - Arrows are presented for the dropdown menu for priority to act as a signifier to let the user know that there are options available (Gulf of execution)
        - A calendar is presented for the user to select a date which can be easily perceived and interpreted by the user (Gulf of evaluation)
    - By clicking on the “Add” button, a new task is presented in the list with all the entered information to provide closure for the user (golden rule of interface design)
    - Each task has its own respective “Edit” and “Delete” button and it is sized smaller than average to prevent the user from accidently clicking on it
    - When the user clicks to edit a task, the option to create a new task for that list is removed to decrease error rate
    - When the user clicks to delete a task, the task is removed from the interface to provide feedback (golden rule of interface design)
    - When the user clicks to delete a list, the entire list is removed from the interface to provide feedback (golden rule of interface design)
    - The colours used for each task (date, Priority, delete, edit) is consistent throughout the application