Welcome

Presenter's Name: **Huda AlBaqali**

Presenter's Number: **40222296**

Presenter's Project: **QUB Events**

Introducing The Designer

Name:	**Huda AlBaqali**
Email:	halbaqali01@qub.ac.uk
Pathway:	Business IT
Role in the Delivery of the Application:	Creator, Designer, and Presenter.
Experience/Skills:	Previous programming, website building and designing experience.
Placement Company:	N/A

Individual Personas

Potential User Persona Profiles

Application	Enter the name of your Application here			
Profile Pic				
Name	River Song	Rose Tyler	Donna Noble	Amy Pond
Age	23	20	24	19
Occupation	Final Year EEE Student	Second Year Marketing Student	Guest Lecturer	First Year Arts Student
Tech with which User is familiar	Mobile Phone, Laptop, Tablet	Mobile Phone, Laptop	Mobile Phone, Desktop	Mobile Phone, Tablet
Persona Characteristics - Why would this user access the proposed application?	They're the president of a society and want to make sure they can see and add their events.	They want to socialize and make friends on campus.	They want learn more about the university and the events that take place.	They're new to the university and are hoping to meet new people
Accessibility considerations	None	None	None	None
Requirements by user for the application	None	None	None	None
Casual/Power User	Power User	Casual User	Casual User	Casual User

User Journey

User Journey

Rose Tyler, Casual User, User is at an Event for the first time and needs help in an uncomfortable situation.

QUEEN'S UNIVERSITY BELFAST

Touch Points	In Person	Phone	Phone	In Person	Phone	Phone
Current Activities 😄 😐 ☹️	Arrived at the Event	Showed the QR Code to Host to confirm Attendance	Showed COVID Status to Host on separate app	Made to feel uncomfortable by unwanted attention	Tried to find host, unable to find host	Tried calling a taxi home, different apps that don't work
User Experience	😄	😄	😐	🙁	🙁	🙁
Improvements/ Innovation	None	None	Should be able to show Valid COVID Status within an app.	There should be a way for the User to indicate they don't feel safe, like a feature within the app.	There should be a way the Host is instantly notified of an attendee's situation in order to help.	There should be a way to call for the nearest available taxi service without having to struggle.

Individual User Content/Context Table

Individual User Content/Context Table

Rose Tyler, Casual User, User is at an Event for the first time and needs help in an uncomfortable situation

| With What Type of Content will this User Interact?	How is Content Tailored to User?	May User Amend this Content?
App Home Page	General overview of app's features.	No.
Active Event Feature	The event the user is currently attending	No.
Event Attendance Monitor	Shows how many people are attending	No.
"I feel Unsafe" Feature	An overall access to help	No.
Notify Contacts Feature	The contacts are chosen by the User	Not in the feature itself no.
Notify Hosts Feature	Allows for the User to reach the Host	No.
Call for Help Feature	Allows for User to call for urgent help	No.
Call for Taxi Home Feature	Allows for User to get a taxi	Not in the feature itself no.

Mood Board

Mood Board

Rose Tyler, Casual User, User is at an Event for the first time and needs help in an uncomfortable situation

Mobile Smart Phone Screen Layout Design Sketches

Mobile Smart Phone Screen Design Sketches
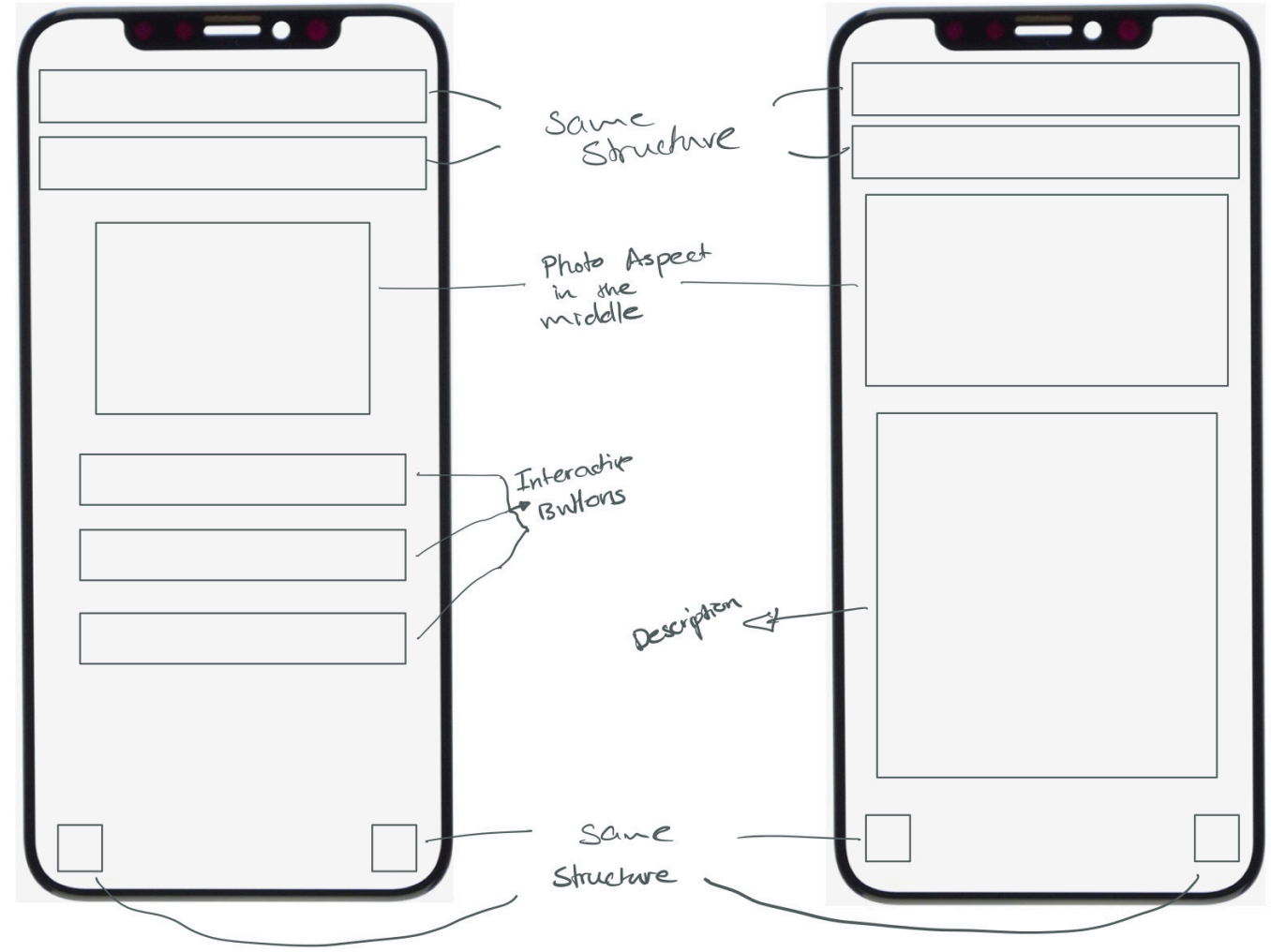
Rose Tyler, Casual User, Multiple Scenarios

Proposed User-Testing Scenario for Interactive Colourless Wireframe Prototype

Indicate types of tasks which will be built into the Interactive Colourless Wireframe Prototype for User Testing.

Test No.	User- Test Scenario
1	The User will be able to access their current active event and be able to activate a "I feel Unsafe" feature wherein the user can use the app to call for help, send a notification to trusted people about their location, and seek advice for what to do based on the problem.

Proposed User-Testing Scenario for Interactive Colourless Wireframe Prototype

Indicate types of tasks which will be built into the Interactive Colourless Wireframe Prototype for User Testing.

Test No.	User- Test Scenario
2	The User will be able to browse through events and see the event details and indicate they're interested in the event.

Proposed User-Testing Scenario for Interactive Colourless Wireframe Prototype

Indicate types of tasks which will be built into the Interactive Colourless Wireframe Prototype for User Testing.

Test No.	User- Test Scenario
3	The User will be able to look through the app and see the background information of the university and the app to as they are new to the university as well view the settings for it.

Interactive Colourless Wireframe Prototype Demo Video

Interactive Colourless Wireframe Prototype Demo Video

Rose Tyler, Casual User, Multiple Scenarios
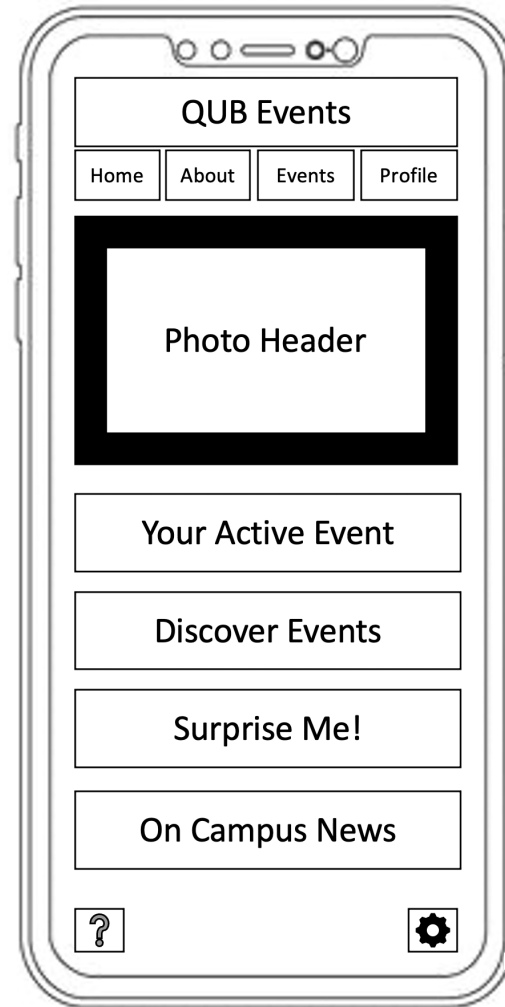
Accessibility

User Accessibility Needs

How I addressed User Accessibility Needs in my design:-

User Needs	Examples of how these are addressed in my design
Visual	Clear text, evenly spaced and no overlapping content
Motor/Mobility	Big enough action buttons so precision to tap isn't needed
Auditory	Users can access the "text-to-speech" function to activate it in the settings for users who are vision impaired as well as adjust the volume.
Seizures	The app doesn't utilize any flashing sequences or any triggering material for seizures.
Learning	The app is pretty straightforward and simple to use, very linear approach. The app also contains a section containing information about the university and the purpose of the app.

POUR Principles

How I have addressed the POUR Principles in my design:-

POUR Principles	Examples of how my design incorporates the POUR Principles
Perceivable	All user-interaction related icons are visible, and descripted.
Operable	Buttons are large enough to click without having to be very precise, and all functionality is accounted for.
Understandable	The design is made with simplicity in mind, and so the action buttons are very clear in what action they're doing as to avoid any confusion.
Robust	There is consistent design use and a clear structure to the app.

Proposed User Test Plan – Proposed Testing Scope

Proposed Testing Scope

What are you testing?	The Colourless Interactive Wireframe Prototype
What is the name of your application?	QUB Events
How much of the product will the test cover?	All three user scenarios. The navigation of the app. The layout of the content and buttons.

Proposed User Test Plan – Proposed Testing Purpose

Proposed Testing Purpose

Identify the concerns, questions and goals for this test.

What are your concerns about your design?	1. Can users easily access the "I Feel Unsafe" feature? 2. Is the app disability-friendly? 3. Is the layout of the app easily understandable?
What questions do you wish to ask users to address your concerns?	1. Did you find any difficulties in using the "I Feel Unsafe" feature? 2. Did you find the app disability-friendly? 3. Was the app easy to navigate through?
What goals are you hoping to achieve through asking these questions?	1. That the "I feel Unsafe" feature is easy to use and helpful 2. That the app is accessible to all users 3. That the app is easy to understand for users of all technological backgrounds

Proposed User Test Plan –
Proposed Testing Schedule & Location

Proposed Testing Schedule & Location

When will the tests be scheduled? [Day, Month, Year (e.g. Tuesday 29th March 2022)]	Where will the tests be located? [Location of Test]	How many sessions on this date?	Are you setting times for sessions on this date? [If YES, then state the times]	Any Additional Notes [Relating to your proposed testing]
Monday 25th April 2022	Remotely, at the participants respective homes.	2	Nope	Participants are given the prototype to test out as well as a questionnaire to fill out virtually for these sessions.
Wednesday 27th April 2022	Remotely, at the participants respective homes.	1	Nope	Participants are given the prototype to test out as well as a questionnaire to fill out virtually for these sessions.

Proposed User Test Plan – Proposed Testing Sessions

Describe the sessions: (include the length of the sessions)

For the remote testing sessions: (Not Timed)

- Each participant gets sent a copy of the prototype to test on their devices.
- They're given a document which contains:
    - Directions on what devices and apps are required in order to run the test.
    - A brief background on what they are testing and the app's purpose.
    - Explanation of the questionnaire, when they're meant to fill out each section and that their answers are recorded as feedback.
- The participants are not timed and have been informed they can explore the app as much as they like to test out all the available features. After which they will fill out the questionnaire and I can view the responses instantly.

Proposed User Test Plan – Proposed Testing Equipment

Proposed Testing Equipment

What equipment will be utilised during the test?

Prototype Testing:

Hardware Equipment utilized:

A Laptop or a Desktop

Software Equipment utilized:

Microsoft PowerPoint (Prototype)

Microsoft Word (Instructions Booklet)

Google Chrome (Quesstionare)

Tests are conducted in remote states. It has no impact on the tests.

Proposed User Test Plan – Proposed Participants

Proposed Testing Participants

Indicate the number and types of participants you propose to be tested.

Number of Participants: 3

Age Range: 21-23

Gender: Male, Female

Education: University Level (Third Years)

Familiarity: Fairly familiar with use of modern technology.

Proposed User Test Plan – Proposed Questions

Proposed Testing Subjective Metrics

Questions to ask participants prior to the session:	How old are you? What is your gender identity? How familiar are you with modern technology? What do you hope to achieve from this app?
Questions to ask participants after each scenario:	How easy was it for you to find it? Did you find the feature accessibility friendly?
Questions to ask participants at the end of the session:	How did you find the prototype? How was the layout of the app overall?

What quantitative data will be measured during the test?

How easy it was to find and complete the scenario?
How accessibility-friendly was the feature?
How did the participants find the layout of the app, was it pleasing?

Results of Usability Testing –
Actual Test Users Interviewed

Actual Test Users Interviewed

Three User Scenarios
Types of Test Users: University Students, 3 Participants
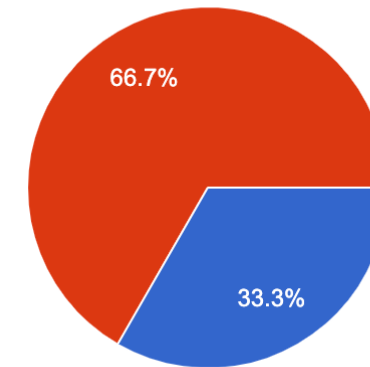Dates Run: 25 & 27 April 2022
Type of Testing: Remote

Apr 2022 | 25 2 27

What's your course and year?

3 responses

3rd year English and History

3rd Year MEng Electrical and Electronic Engineering

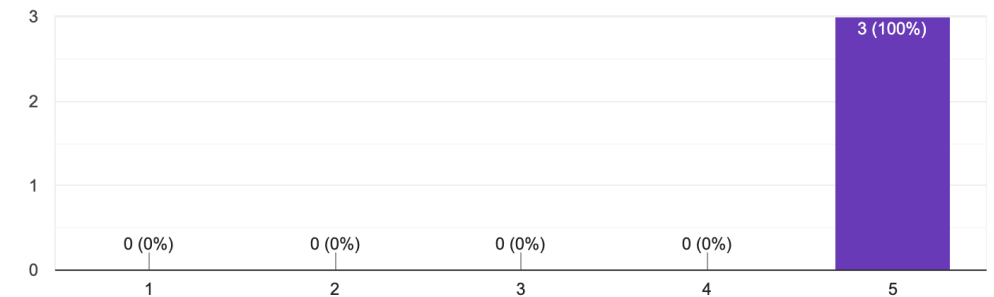BA French and Portuguese 3rd year (placement)

● Male
● Female
● Non-binary

66.7%

33.3%

How old are you?

3 responses

Copy

2 (66.7%)

1 (33.3%)

21   22
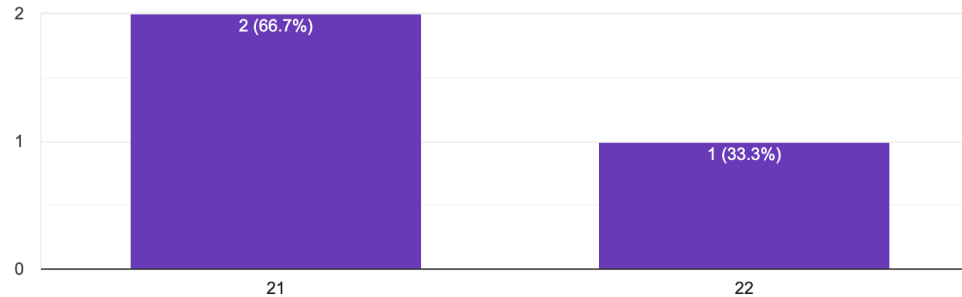
How familiar are you with modern technology?

3 responses

Copy

0 (0%)   0 (0%)   0 (0%)   0 (0%)   3 (100%)

1   2   3   4   5

Results of Usability Testing –
Actual Test Users Responses to Questions

Result of Actual Questions asked of Test Users (Subjective Metrics)

Summary of responses from participants prior to the session commencing:	Participants were expecting an easy to use app to find social events.
Summary of responses from participants at the end of the session:	Participants enjoyed using the app, they liked how clear each feature and function was and that it wasn't confusing to navigate. Participants also liked the layout and design of the app, said it was easy to the eyes and easily navigable.

Results of Usability Testing –
Actual Test Users Results to Scenarios

Results of Actual Scenarios for Test Users (Quantitative Metrics)

Scenario
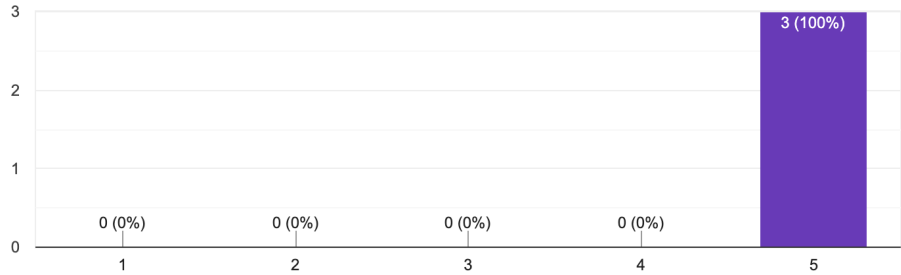
1

How easy was it for you to find it?
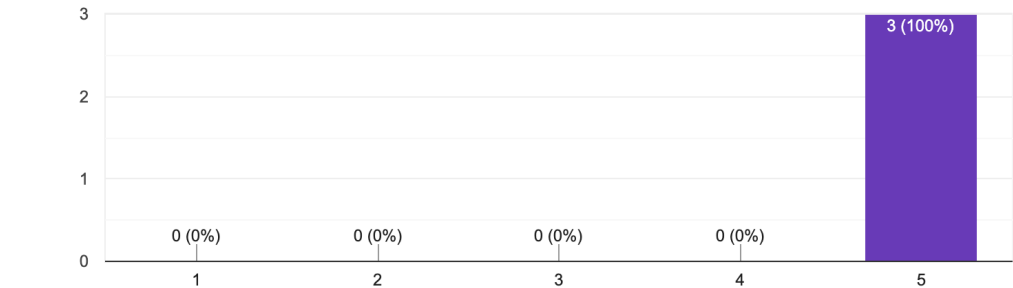
3 responses

[Copy]

Bar chart showing values: 1: 0 (0%), 2: 0 (0%), 3: 0 (0%), 4: 0 (0%), 5: 3 (100%)

How easy was it for you to use it?

3 responses

[Copy]

Bar chart showing values: 1: 0 (0%), 2: 0 (0%), 3: 0 (0%), 4: 0 (0%), 5: 3 (100%)

Did you find the feature accessibility friendly? (Yes/No, and why).

3 responses

Yes, I am autistic and a feature like this would be useful for when autistic people are nonverbal due to overstimulation or a meltdown for example, and need to leave a situation.

Yes, clear instructions for what to do/what has been done at each stage

Yes, however a dark mode would be needed for photosensitivity (but I'm aware this prototype is supposed to be colourless)

Summary of responses from participants after scenario 1:	They loved the "I Feel Unsafe" feature, and how it was easy to find. They also appreciated how direct in nature the feature was and it wasted no time in calling for help.

Scenario

2

How easy was it for you to find it?
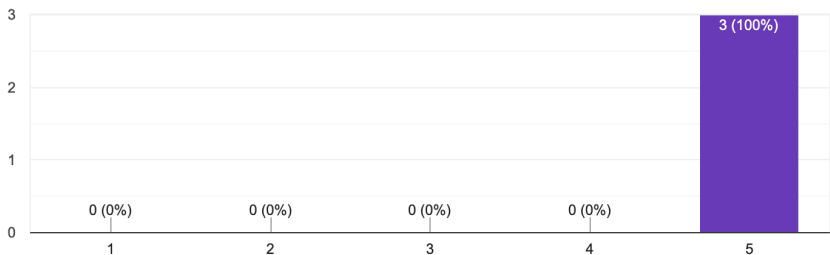
3 responses

- 1: 0 (0%)
- 2: 0 (0%)
- 3: 0 (0%)
- 4: 0 (0%)
- 5: 3 (100%)

How easy was it for you to use?

3 responses

- 1: 0 (0%)
- 2: 0 (0%)
- 3: 0 (0%)
- 4: 0 (0%)
- 5: 3 (100%)
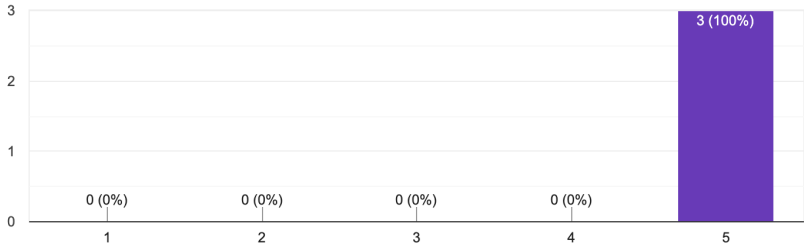
Did you find the navigation accessibility-friendly? (Yes/No, and why).

3 responses

Yes. It is easy to understand and clearly laid out. Knowing the price and capacity of events makes them more accessible to a wider range of people.

Yes, large buttons and text size

Yes

Summary of responses from participants after scenario 2:	The Participants found the current events page easy to navigate, and the layout easy and readable which made the experience much better instead of being confused.

Results of Actual Scenarios for Test Users (Quantitative Metrics)
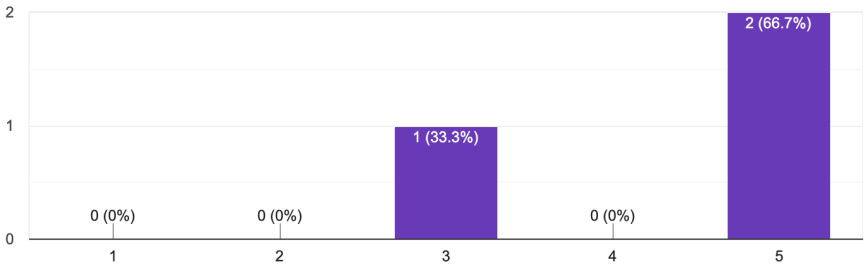
QUEEN'S UNIVERSITY BELFAST
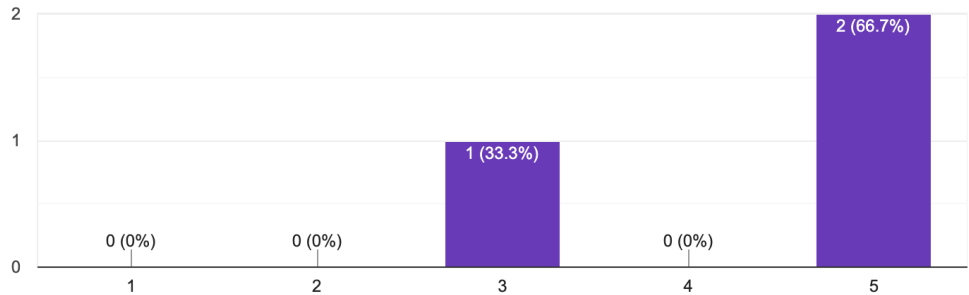
Scenario

3

How easy was it for you to use?
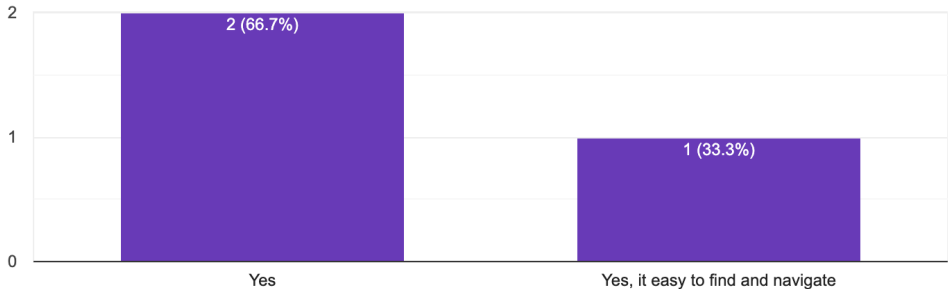
3 responses

How easy was it for you to find?

3 responses

Was the layout and navigation accessibility-friendly? (Yes/No, and why).
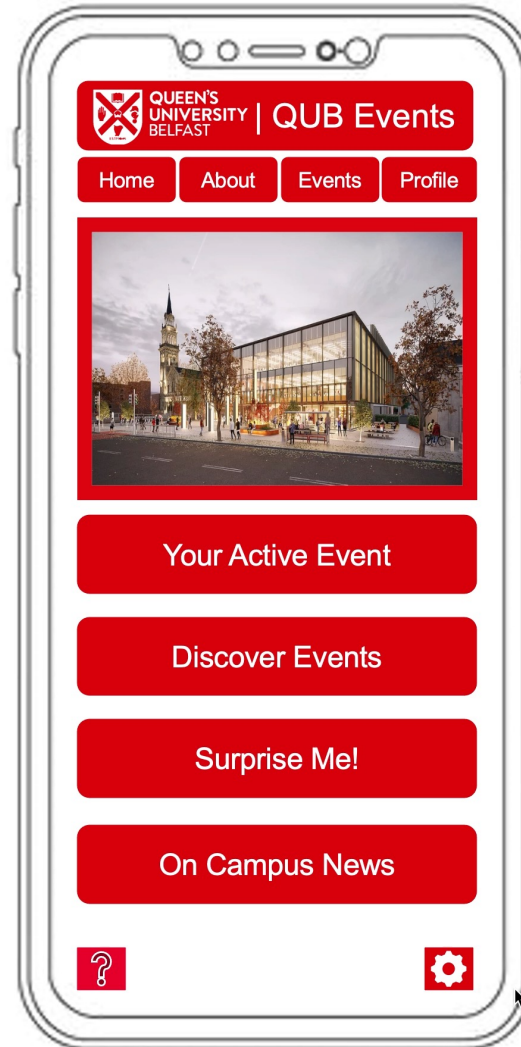
3 responses

Summary of responses from participants after scenario 3:	One Participant found it slightly confusing to find the feature, but got there eventually. Overall, the feature itself was accessibility-friendly and easy to use once found.

Final Interactive Colour Prototype Demo Video of Individual Contribution

Example User Journey\Experience in Final Colour Prototype Demo Video

Rose Tyler, Casual User, Multiple Scenarios

Thank You

End of Presentation