

Final Report

InKorea

Team Members

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1. Representative Prototype Screenshots

InKorea has two main features or selling points. The first one is a comprehensive scenario guide that can tell you common interactions while living in South Korea.

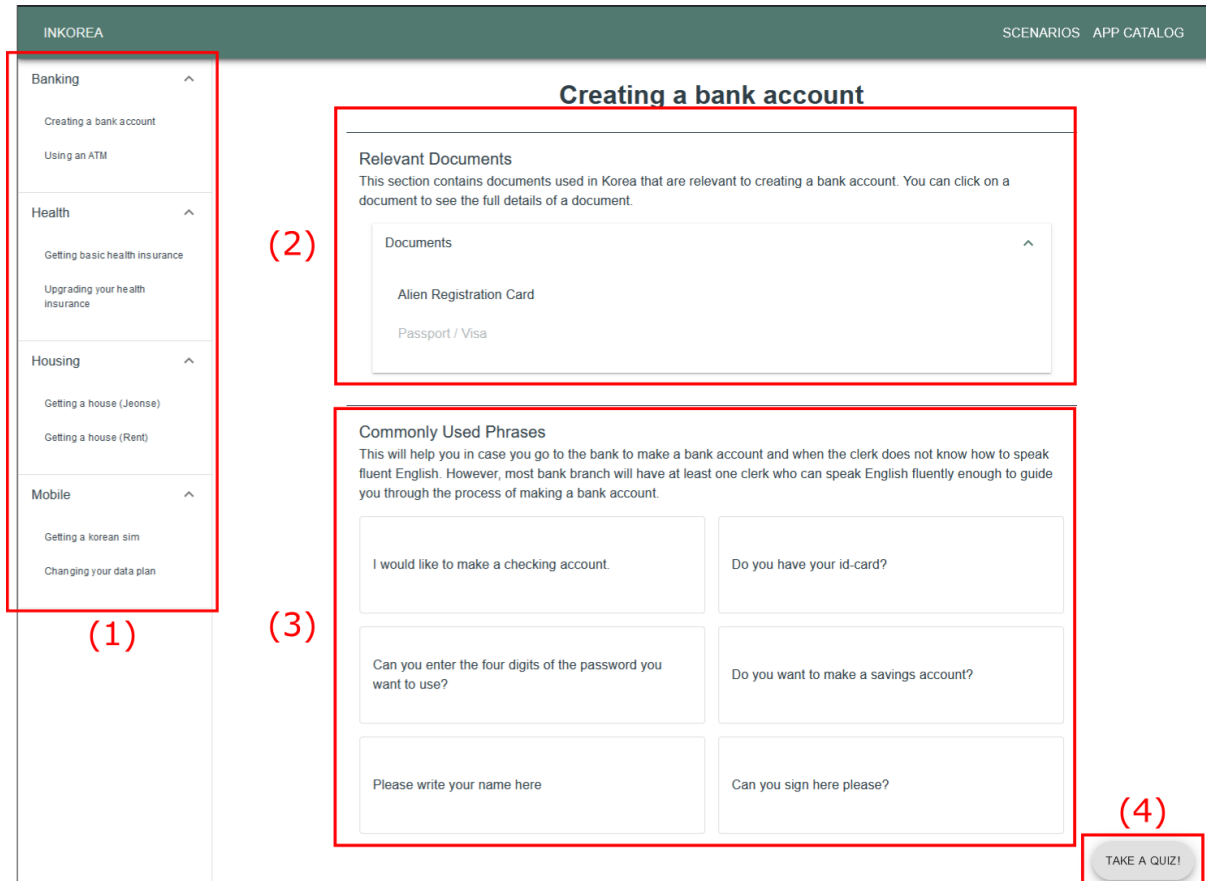


Figure 1.1 User has Selected a Scenario

Figure 1.1 shows the initial screen that a user sees after selecting a scenario. (1) shows the side bar that users can use to select existing scenarios. (2) shows the relevant documents that a foreigner who is trying to learn about a specific scenario might need. (3) is a list of commonly used phrases for the specific scenario. Last but not least, (4) is a quiz that an user can take in order to review the current scenario.

InKorea's second main feature is the App Catalog, which is a curated list of useful apps for living in Korea with accompanying explanations and tiny sub features.

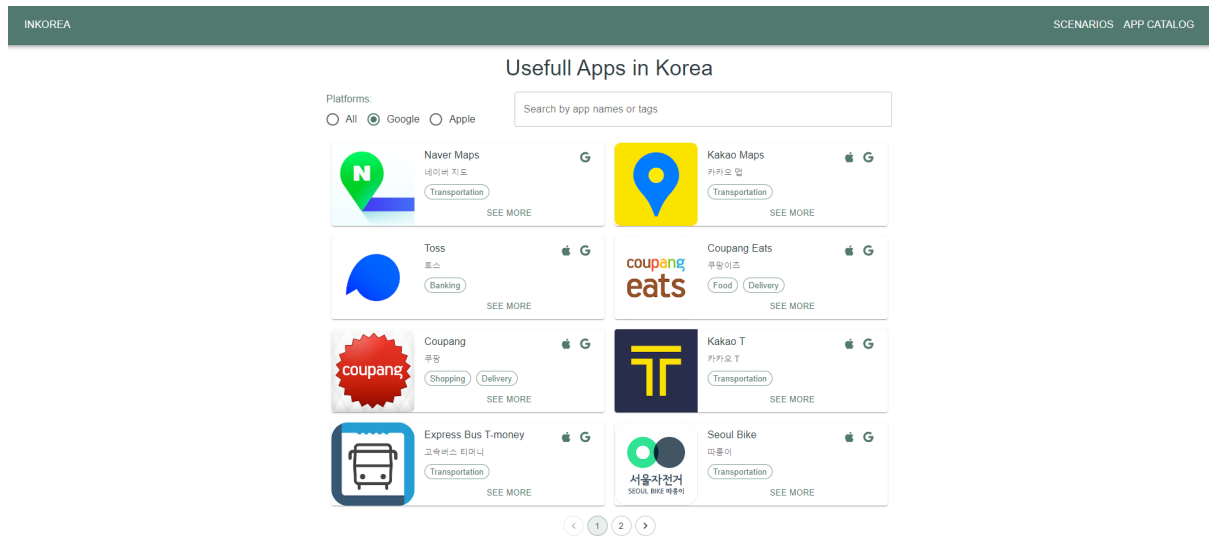


Figure 1.2 Initial Screen for App Catalog

The following figures shown below indicate the sub features found within the scenario guide

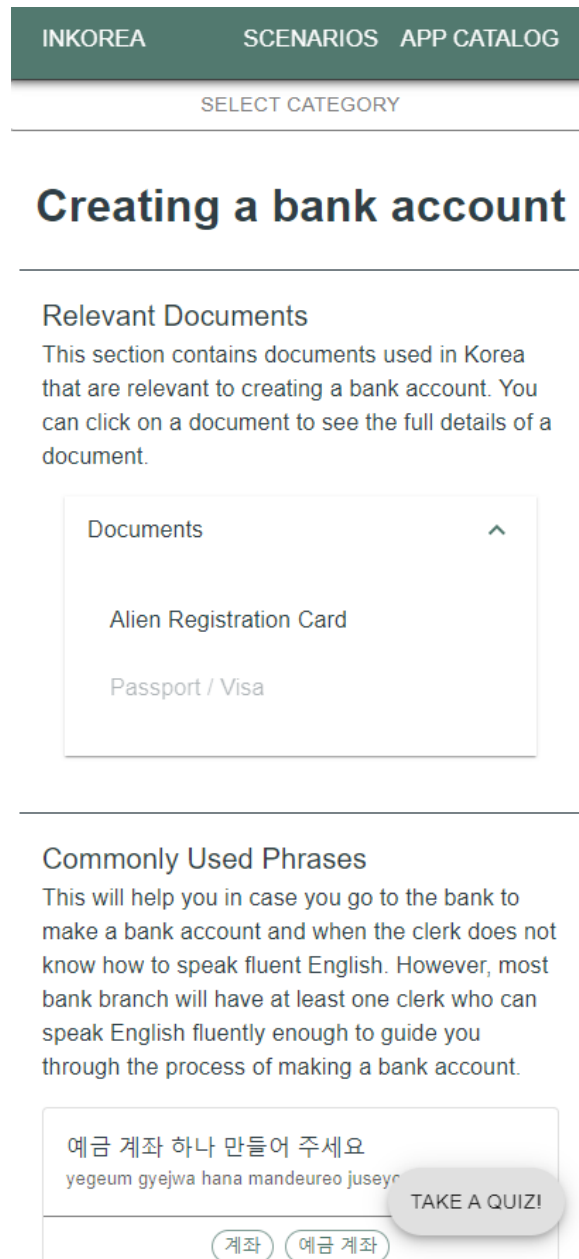


Figure 1.3 Scenario Guide (Mobile)

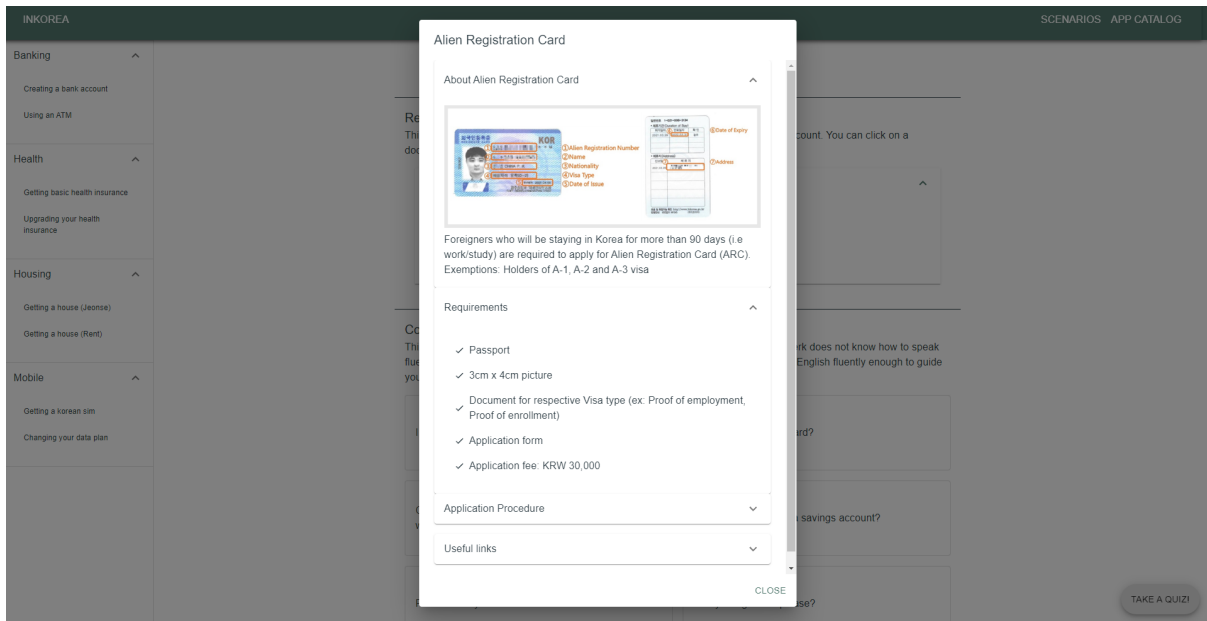


Figure 1.4 Scenario Guide's Document Helper

Figure 1.4 shows the Document Helper which will appear when a user click on a document that InKorea believes users might find confusing.

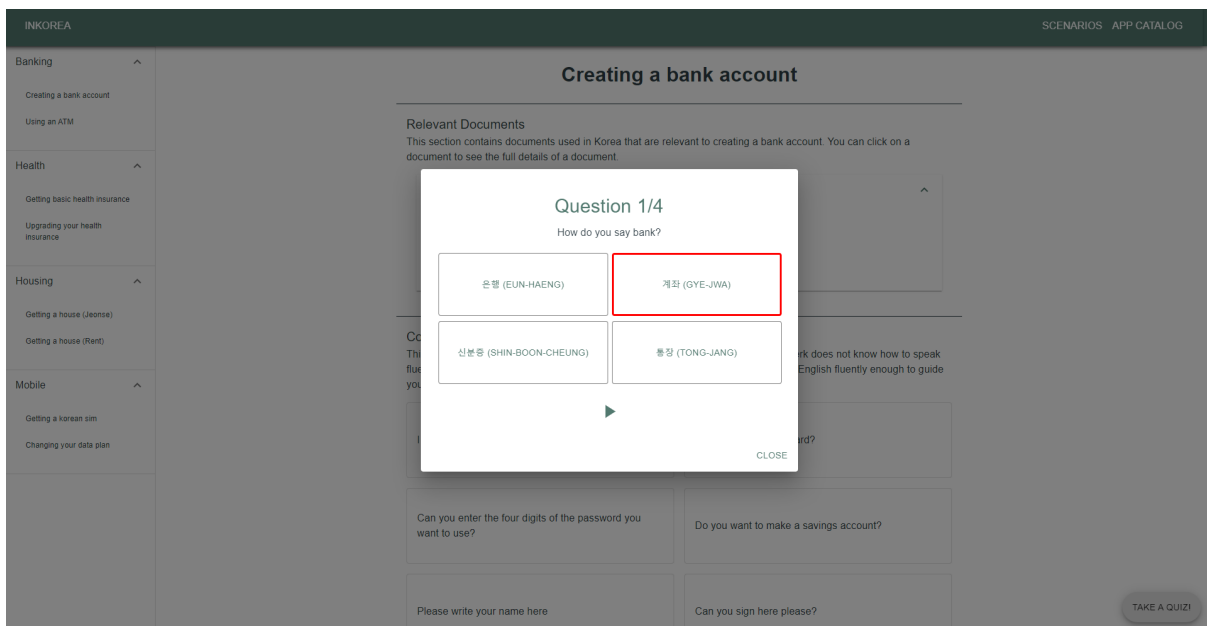


Figure 1.5 Scenario Guide's Vocabulary Quiz

Figure 1.4 shows the Quiz feature that users can use to review a scenario. Wrong answers are outlined in red as shown in the figure above.

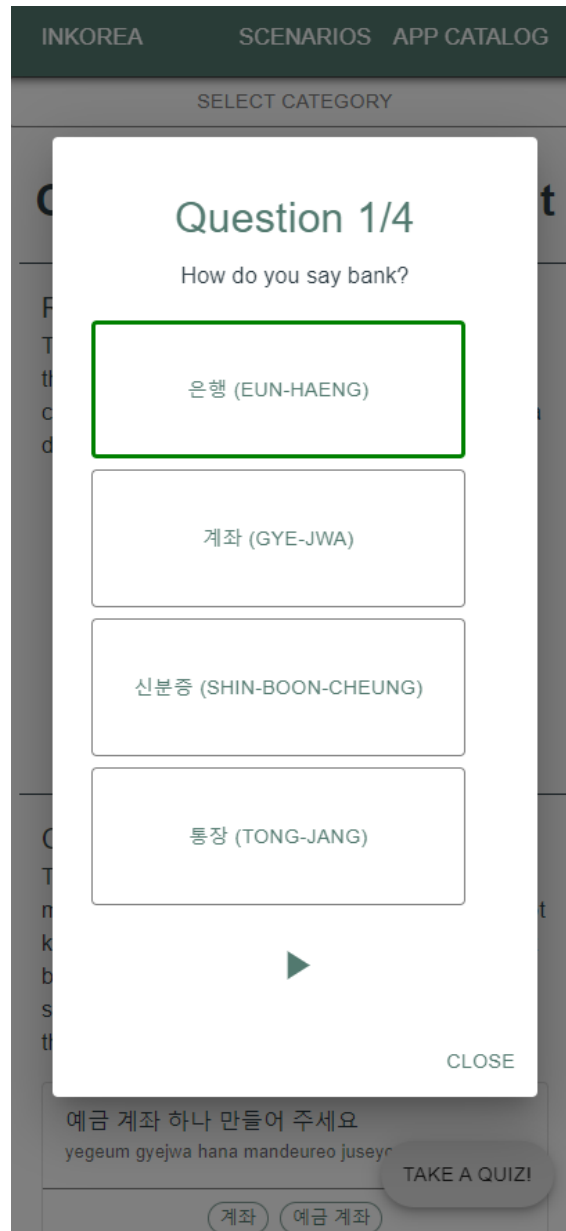


Figure 1.5 Quiz (Mobile)

The following figures shown below indicate the sub features found within the app catalog.

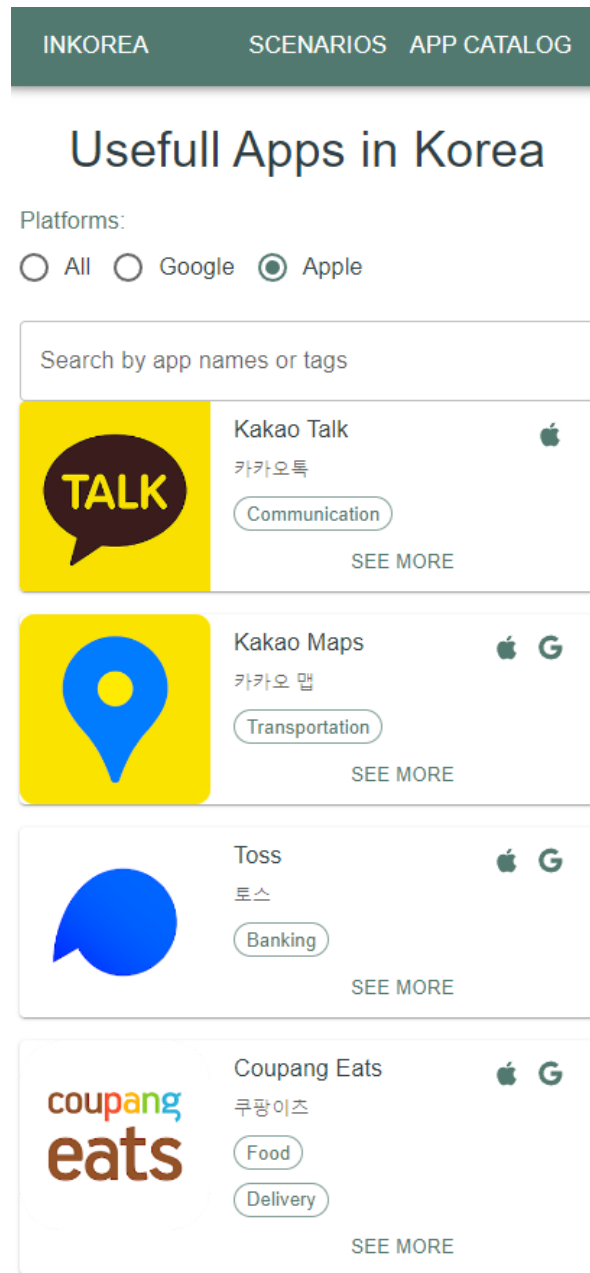


Figure 1.6 App Catalog (Mobile)

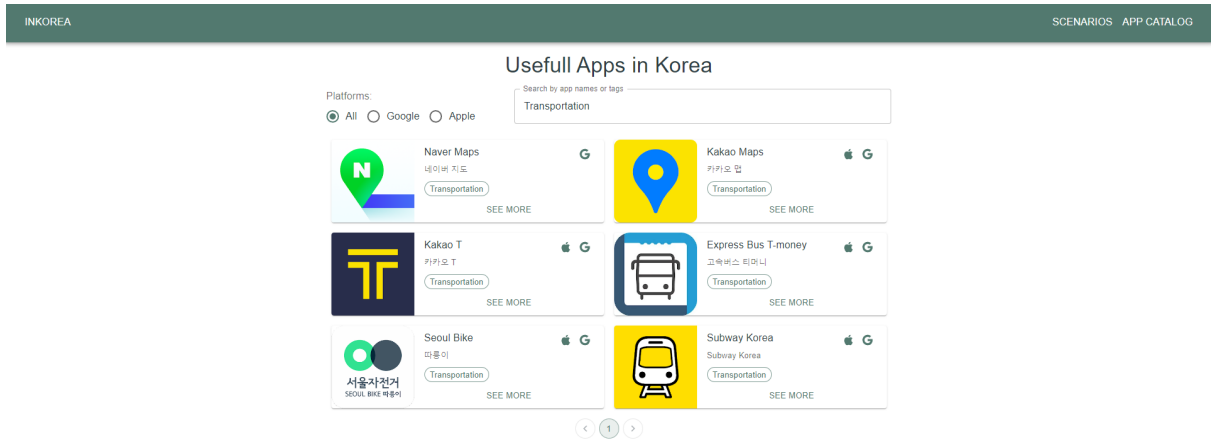


Figure 1.7 Searching by Tag

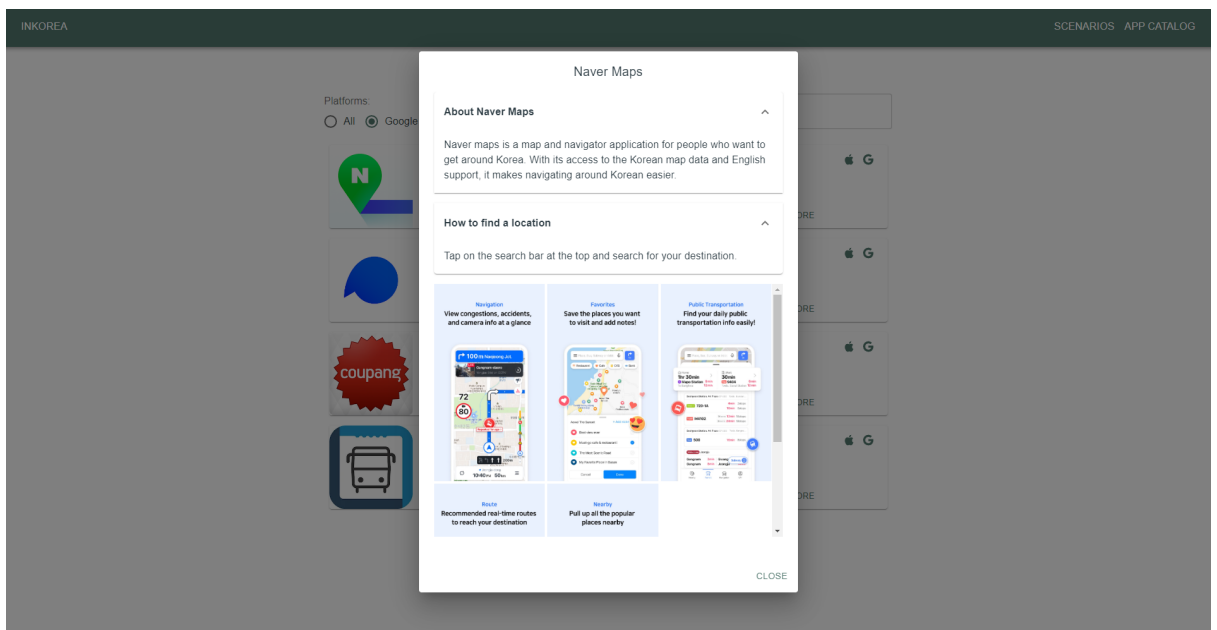


Figure 1.8 App Explanation

2. Changes Since Iterative Prototype 1

Our key focus for Prototype 2 was to implement 1) missing features, 2) enforce a consistent and clean UI, and 3) to make the user experience as fluid as possible. One of the biggest features that was missing from Prototype 1 was our quiz feature. We spent a lot of time going through multiple iterations of the quiz internally in order to make the best quiz experience possible. We even applied in class feedback from Prototype 1 in only going to the next question when a user had clicked on the next button. Another missing feature we were able to implement was the searching and pagination functionalities for the app catalog. We are pleased with the current search function that allows a user to search by the app name and also by an app tag. This, we find, is the most intuitive to search for an app. We also added pagination to the app catalog in order to not overwhelm the user with an overflow of apps on a grid.

We enforced a consistent and clean UI by following Material UI's component guidelines whenever possible. We also chose a colour palette as a team and applied the palette as a theme for our product, which is something that had been missing from Prototype 1. The applied colour palette, while minimal, allows for a more personalised website as opposed to just MUI's default colour scheme. One key example of this is how we changed the original grey colour of the platform icons in App Catalog to match our theme, as the feedback we had gotten indicated that users were confused by the icon's colour and even thought that the button was disabled. We also added colour indications, another in class feedback, for when a user selects a right or wrong answer while taking a quiz. Another key change was that we revamped our poorly designed landing page to be more consistent and in line with the rest of the website's theming and design choices. There were also minimal changes here and there to make each component's spacing, padding, and margins consistent across the entire website, especially whilst in the mobile viewpoint.

3. Prototype Quality Arguments

We believe that InKorea is a great product because we followed, to the best of our ability, the principles of visual design and implemented design patterns that we thought were necessary. One key visual design pattern that is repeated throughout the website is the usage of grids. We use these grids to add structure to our website which allows for a more user friendly and dynamic experience. A key example of this is shown in figures 3.1 and 3.2 below.

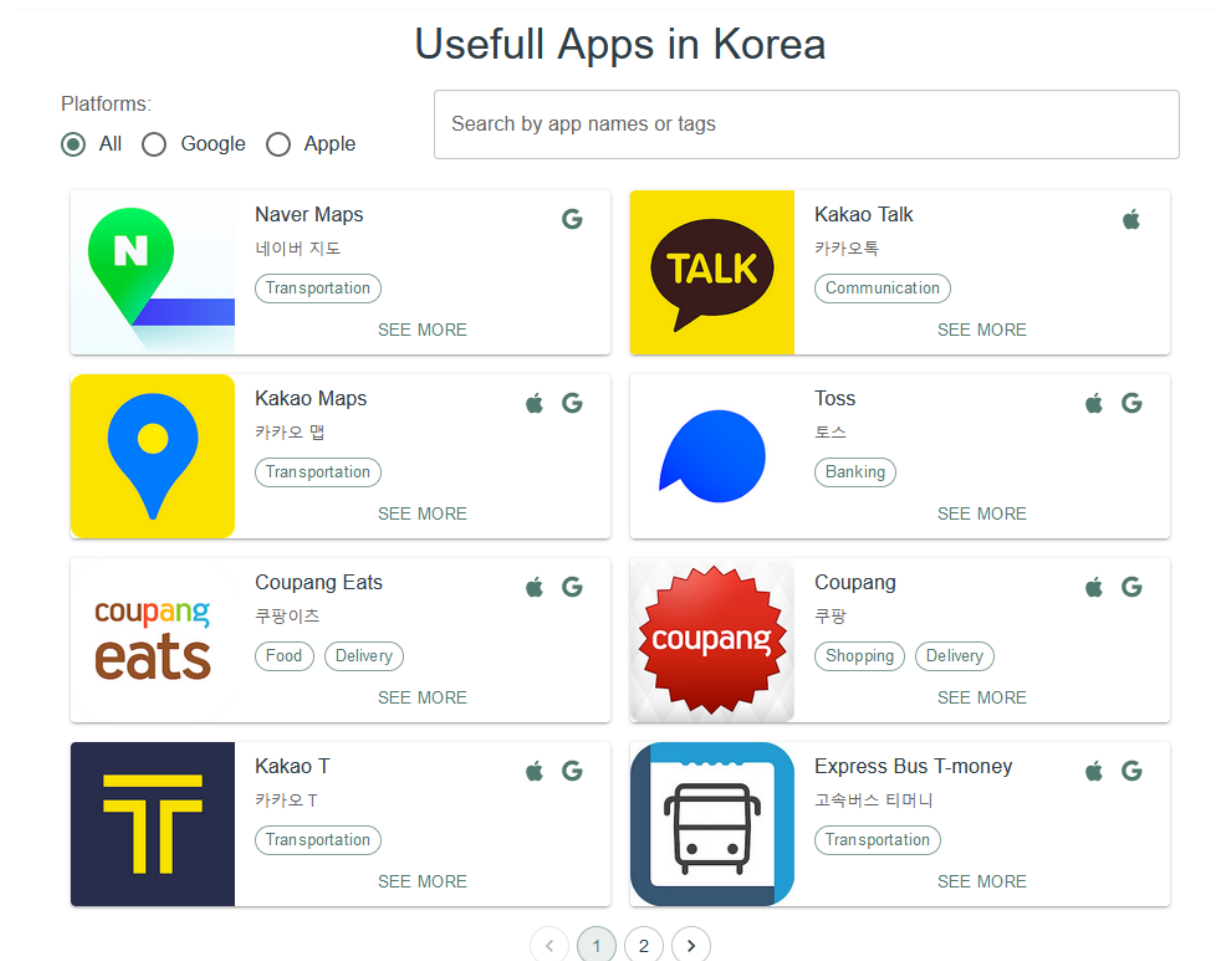


Figure 3.1 Apps Are Shown In Grid Format

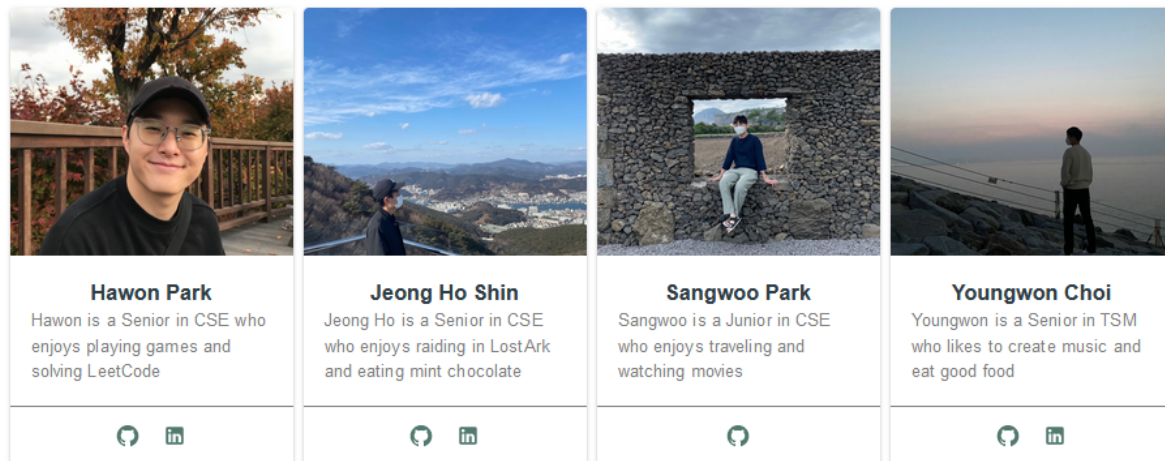


Figure 3.2 Team Members Shown in Grid Format

By organising important information in a grid format with clearly defined outlines and spacing, it makes it easy for users to differentiate between individual items and to focus on what is important. We also follow the design patterns of applying colour, iconography, and whitespace. InKorea uses a cool tone for its colour palette which helps give off a professional atmosphere when combined with the effective use for whitespace and familiar iconography.

To further prove our point of InKorea being a great product, we can evaluate InKorea according to Jakob Nielsen's 10 general principles for interaction design. One example is that we match between the system and the real world by avoiding any internal jargon and using words, phrases, and concepts that are familiar and applicable to the user experience. We also allow for user control and freedom by not locking users into the quiz feature once started and letting users exit the quiz preemptively at any given time. In fact, users can exit from any popup or dialog that appears in the screen by either clicking away or by clicking the “close” button. We also focus on recognition, rather than recall, by labelling any buttons whose functionality is not immediately obvious or added instructive popups. We also enforce a clean aesthetic and a minimalist design via the usage of MaterialUI, which is used by platforms and companies worldwide.

Another reason InKorea is a great product is that we use multiple design patterns as needed in order to create an intuitive product. One example is how we use MUI cards to bundle important information together. By doing this, users can understand the information presented in an aesthetically pleasing manner as shown in the individual app cards in figure 3.1. We also use accordions to show and hide information so that the user is not overwhelmed by a barrage of irrelevant information. Another example of design pattern in InKorea is that details like the document or app explanations only appear if the user makes a conscious choice to click on the respective button to open up a separate dialog. App Catalog, as shown in figure 3.1, makes use of several design patterns such as searching with autocomplete, data filters, pagination, and tagging in order to present lots of features and information in a compact, yet clean format.

Overall, InKorea follows a good number of appropriate design patterns and visual design principles to provide the users with the optimal user experience. Ergo, InKorea offers a fluid learning experience to lower the language barrier for foreigners in South Korea.