

## Assignment#9 Usability Study in Wire-Frames

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### Users' needs

In this project, I mainly target the local parents whose kids are from 0 to 12 years old, and they want to find satisfied children's facilities to spend time but with limited budget. The secondary target users are those travelling parents with kids from 0 to 12 years old (see table1).

Site Objectives		Target Users		User Needs
Primary Goal	Establish a guideline of public children's facilities in Hong Kong	Primary User	Local parents with kids from 0 to 12 years old	Find Children's facilities to spend time with their kids on weekends.
Additional Goal	Increase parent - child tourism experience	Secondary User	Mainland/Overseas parent – child travellers	Find Children's facilities when they are travelling in Hong Kong.

Table1

In order to get more details about what they really need, firstly, I established a post in baby-kingdom.com which is the largest online parent's forum in Hongkong. The parents responded enthusiastically and the feedbacks were quite useful. I received 30 feedbacks of these three simple questions within 4 hours.

**Q1: How do you find the public children's facilities in Hong Kong?**

**Q2: Are there any problems when you find the public children's facilities in Hong Kong?**

**Q3: What does you care most in public children's facilities?**

For the Q1, most parents commented that they found the public children's facilities just nearby or through recommendations from friends, and some said that they will google it. As for the Q2, some parents mentioned that sometimes they want to know more details about the facilities so that they search in engine or government website but the information was messy, limited and useless. There were several key words they mentioned in the Q3 such as "big size", "convenient transportation", "specific facilities like '摇摇板' and '千秋'" and "suit for which age".

Later, for the secondary target users, I draw out the similar three questions but change the situation to when they are travelling. I asked my relatives and classmates who have kids from 0 to 12 years old to get their answers. The similar answers were showed in the Q1 but more parents used internet to search than the previous. For the Q2, they both said it was difficult to find the public one especially since the App like 大众点评 always had the information about private children's facilities. Nearly the same things were answered in the Q3.

## Structure

After the basic problems I had found out, I started to conduct a brief structure of the website. Most of the parents are quite busy and they do not have too much time to surf something in the computer. So, I decided to adapt a single-page website which is more users' friendly, efficient and simplicity to scan in a mobile phone. Setting up a website always wants to attract and engage the users to use it. The more it relates to the users' journey map or problems, the more visitors will use it. Therefore, I conducted the structure initially based on "Preparation-Decision-Set Out" timeline (see figure1)

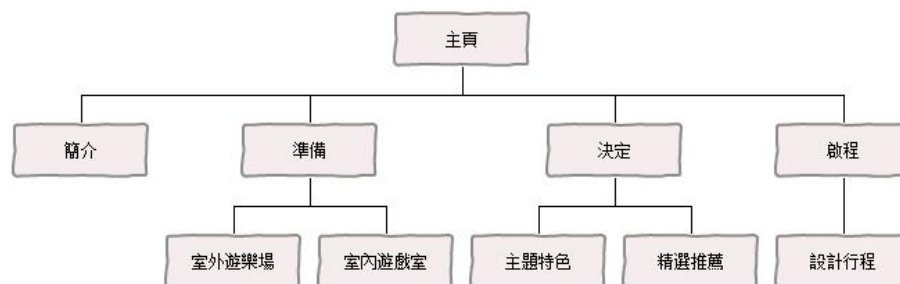


Figure 1

Through the answers I gained in the questions, many parents went to the children's facilities nearby. In the preparation part, I divided the facilities into outdoor/indoor and grouped them in geographic location, which is easy for the parents to know the facilities neighbour. But many parents also mentioned they care much about the detailed things such as size, population, theme and so on. With these targeted aims, parents can make decision in the "主題特色" and "精選推薦", which are showed in specific. Finally, they can set out with

the map. In addition, a fixed-navigation bar was set for them to switch to different stages easily and find out the desirable one.

## Skeleton

Mapping out the basic structure, I draw a wire-frame prototype to demonstrates the content in each part and establish a very original outlook of my website page. The wire-frame prototype is shown as following (see figure 2-10).



Figure 2



Figure 3

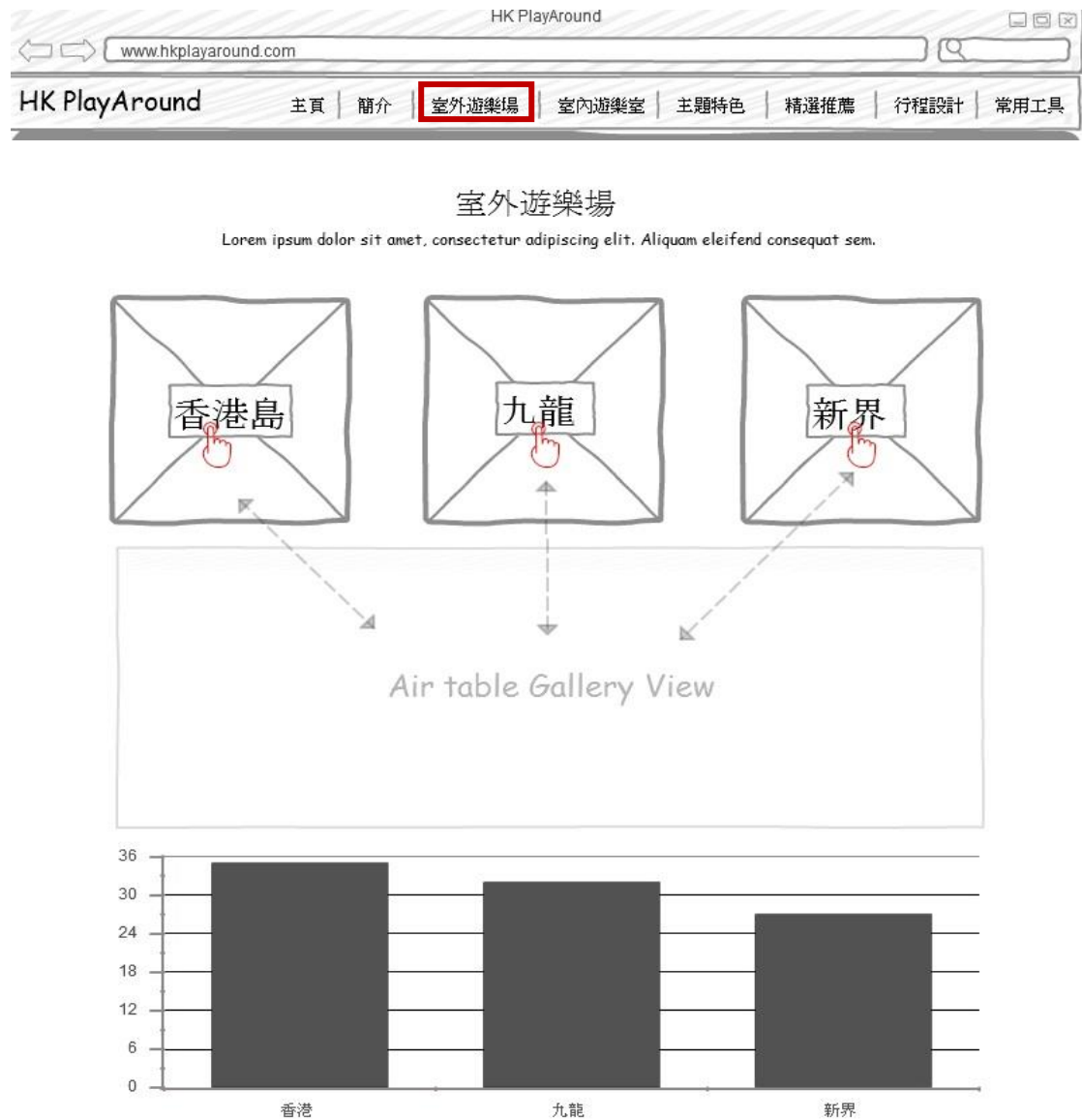


Figure 4

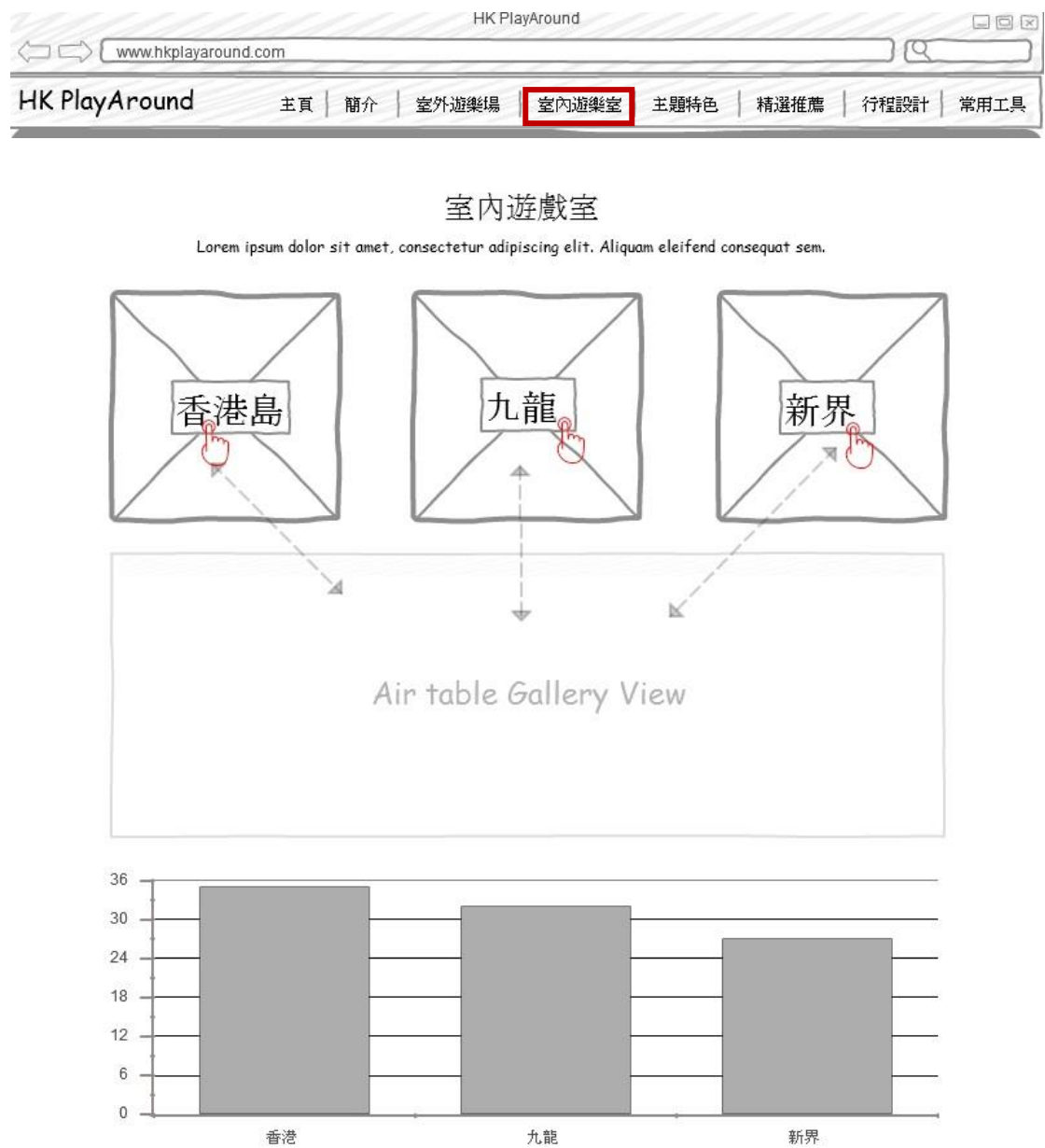


Figure 5



## 主題特色

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eleifend consequat sem.

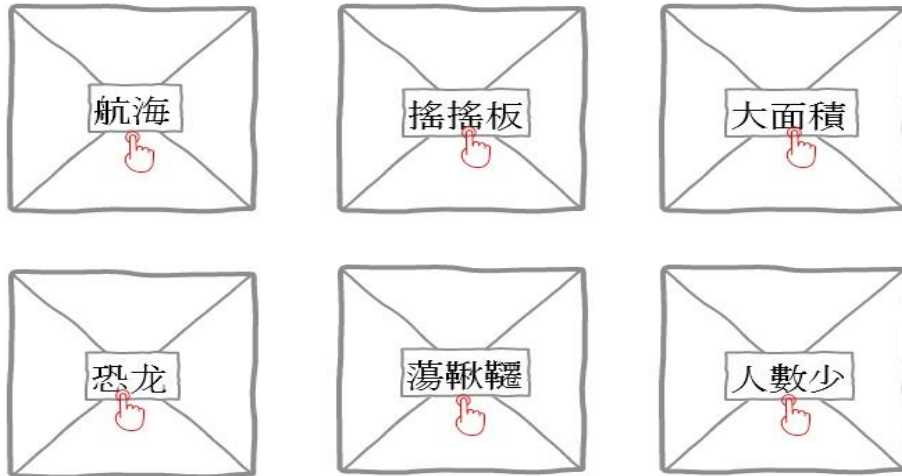


Figure 6



## 主題特色

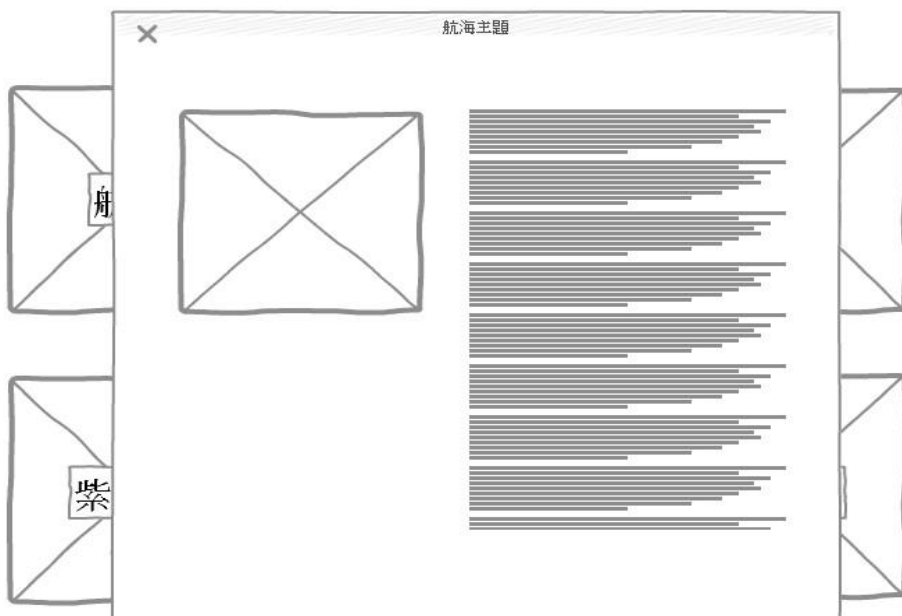


Figure 7



## 精選推薦



我們根據開放時間、面積、設施數量、可容納人數進行評分

Title 1	Title 2	Title 3

Figure 8



## 行程設計



Figure 9



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Figure 10

The single-page website is separated into 8 main parts. I chose a picture fulfilled the first and main visual page because it is very attracted and eye-catching. There are three short words in the picture, which are “探索”, “親子”, “玩樂”. These three words cover the goal that parents can explore more children's facilities which actually are funny and free to spend more time playing with their kids, improving the parent-kid relationship. As I mentioned before, the facilities firstly were divided into outdoor and indoor, and then grouped by the administration area. Visitors can click the button to have a brief knowing in a gallery view. Next, the special themes and specific requirements are listed, visitors also can click and an individual panel is showed up containing detailed introduction, Visitors not only can make decisions base on the themes or specific requirements, but also can refer to our recommendation below. Finally, they can move to the map and get setting out.

## **Usability Test**

I invited 5 targeted volunteers to participate in my usability test. I asked them the following questions:

**Q1: How would you find an indoor playroom in Kowloon?**

**Q2: How do you find children's facilities with the theme of dinosaur?**

**Q3: How do you get the ranking of the facilities?**

**Q4: How would you see the location of the facilities?**

All volunteers can figure out and finish smoothly in Q1, Q2 and Q3. For the Q3, two volunteers clicked through the link of “精選推薦” in navigation rapidly, and one volunteer choose it in the introduction page (see figure 3). She said she normally preferred to scan and know more details then turn to the recommendation. The rest of them thought quite a long time but still click the “精選推薦”, they said they guessed it should be there. After finishing these four questions, I asked them what should I put in the “常用工具”, and some suggested me to put some tools such as the metro route and weather forecasting in it since it would be quite useful for the non-local people.

Based on the test, I made some changes in the webpage. At first, I change the name of



“精選推薦” into “星級推薦” (see figure 11), which seemed to be better understood. And then, I added some details in the link of “常用工具”(see figure 12).



Figure 11



Figure 12