**USER INTERFACE AND USER EXPERIENCE DESIGN**

**LAB ASSIGNMENT**

**ASSIGNMENT NO: 4**

**BATCH - 2 | GROUP - 1**

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**Aim:** To create an interactive prototype.

**Problem Statement:** Create interactive prototypes to simulate the final product using website designing tools and do usability testing.

**Theory:**

**Describe what an interactive prototype is.**

An interactive prototype is a working representation of a product, allowing users to interact with a system as if it were the final product. It is a simulation of the product that demonstrates its functionality and provides feedback on user interaction, enabling product designers to evaluate the user experience before the product is finalized. Interactive prototypes are typically created using tools such as wireframing software, which allows the designer to create a skeleton version of the product that can be tested by users. Interactive prototypes are used to test user experience and usability, as well as to help visualize how the final product will look and feel. They can include visuals, animations, and realistic interactions that mimic how the final product will behave, allowing users to explore the product and get a better understanding of how it will work. Prototypes also provide a way for designers to test different ideas and concepts before committing to a design, allowing them to identify potential issues before the product is finalized.

**Discuss the steps involved in creating an interactive prototype.**

1. Gather Requirements: Before you start designing your prototype, it's important to have a clear understanding of the requirements, the scope of the project, and the objectives of the prototype. This includes gathering information about the target audience and their goals, any technical limitations, and the desired outcome.

2. Create a Wireframe: Once you have the requirements and objectives in hand, it's time to create a wireframe of the prototype. A wireframe is a basic visual representation of the user interface. It typically includes basic elements such as labels, input fields, buttons, and other UI elements.

3. Design the Prototype: After your wireframe is complete, it's time to start designing the actual prototype. This involves creating the visual elements and adding interactive features such as animations, transitions, and other interactions.

4. Test and Iterate: Once the prototype is complete, it's important to test it with users to ensure that it meets their needs and expectations. This process involves collecting feedback and making necessary changes to improve the prototype.

5. Finalize and Launch: Once all the changes have been made and the prototype is tested and approved, it's ready to be launched. This is the final step in the process and the prototype is ready for real-world use.

**What is Usability Testing and how is it conducted?**

Usability testing is a process of testing how easy it is for users to use a product or service. It is usually conducted by having users complete a series of tasks while being observed and recording the results. The goal of usability testing is to identify any usability issues, measure user satisfaction, and determine how easy it is for users to complete tasks. It is conducted by observing users as they complete a series of tasks with the product or service. These tasks are designed to measure how easy it is for users to complete the task, how satisfied they are with the product or service, and identify any usability issues. During the testing, it is important to take note of any difficulties the user encounters, their comments, and any feedback they provide. After the testing is complete, the results can be analyzed to identify any areas for improvement or changes that can be made to the product or service.

**Output:** For your project you need to :

1. Write up
2. Upload document for interactive prototype design (Adobe XD)
3. Usability Test cases and its outcome. (minimum 10 )

**Conclusion:**

Hence we were able to design prototypes for different screens of OTT websites and present different component designs.

**FAQs:**

## Discuss the advantages and disadvantages of prototyping.

Advantages:

1. Prototyping allows for rapid development and feedback. Prototyping is a great way to quickly explore ideas and see what works and what doesn’t. This allows for quicker iterations and faster development times.

2. Prototyping can help reduce the number of errors in the final product. By testing the prototype, potential problems can be identified and addressed before the product is complete.

3. Prototyping can help to reduce costs. By testing the prototype, potential problems can be identified and addressed early on, reducing the amount of time and money spent on unnecessary features.

4. Prototyping can help to improve user experience. By testing the prototype, potential problems can be identified and addressed before the product is released, ensuring a better user experience.

Disadvantages:

1. Prototyping can be time consuming. The iterative process of prototyping requires a significant amount of time and effort to ensure the product meets the desired goals.

2. Prototyping can be costly. Prototyping requires resources to develop, test, and refine the prototype. This can be a significant cost to the project.

3. Prototyping can lead to scope

## What kind of questions do usability tests answer?

* Areas that need improvement such as navigation, text size, and color contrast.
* Determine the best layout or design for a website or app.
* Measure user satisfaction with the product.
* Determine how quickly users can complete tasks.
* Gauge user opinions of the product.
* Identify areas where users have difficulty understanding the product’s features.
* Determine how easily users can navigate the interface.
* Evaluate how users interact with the product or interface.
* Uncover user preferences.
* Measure user efficiency with the product or interface.
* Discover areas where users make mistakes.
* Assess the user experience with the product or interface.
* Identify areas for improvement in the product or interface.
* Understand user goals for using the product.
* Identify usability issues that could cause user frustration.

1. **How do you analyse usability testing findings?**

**1. Gather user feedback**: Start by gathering all the feedback from the usability testing. All the data should be collected in an organized way and summarized in a report.

2.  **Identify patterns**: Look for patterns in the feedback. Are there any similarities or trends between the comments?

3.  **Analyse the data**: Analyse the data from the usability testing to identify areas where improvements can be made. Look for problems that are occurring the most often and the areas that need the most attention.

4. **Develop recommendations**: Based on the analysis of the data, develop recommendations on how to improve the usability of the product or interface.

5. **Present the findings**: Present the findings to the stakeholders and discuss the recommendations. Let them know the areas that need to be addressed and what can be done to improve the usability.

6.  **Take action:** Once the recommendations have been accepted, it is time to take action and implement the changes to improve the usability.

7.  **Test again:** Once the changes have been implemented, test the product or interface again to measure the results of the improvements.

8.  **Monitor and adjust:** Monitor the results of the changes over time and adjust them as needed to further improve the usability.

**Useful reference:**

<https://webdesign.tutsplus.com/tutorials/how-to-create-a-ui-prototype-using-adobe-xd--cms-26585>

<https://www.nngroup.com/articles/usability-testing-101/>