To do list for our assignment:

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1. What we need to do:

Make a communication plan (where you appoint target group,

message etc.)

* Read the curriculum and agree on what part of the content you will

need to present on your site (this will be dependent on your

communication plan; who is it for? what do you want to achieve?)

* Consider how you “mold” the text and order it in a way suitable for an

interactive, digital user interface.

* Consider how you want to “chunk” the information (what info belongs

together and how should it be divided into “information nodes”

(“stuff” that can be presented on one (sub) page)

* Consider how you want to order it hierarchically (which information is

most important? what should your users see first and how should they

“work their way” through the information?)

* Build a navigation system (using a new user test: Card sorting - as well

as your own considerations)

* Present it in a flow chart
* Build wireframes of all pages, indicating where content and navigation

should be located.

* Decide on - and develop a “functional” design that uses all the rules

about “good design” you have learned during 1st semester, such as

gestalt laws, contrasts, colours, typefaces etc. in order to add clarity to

the navigation and usability of your site.

* Make an Expert Review (with the teachers as experts) to evaluate your

first iteration.

* Make a Bipolar Emotional Response Test (BERT) to evaluate your

design.

1. Also:

* Program the site using relevant programming tools controlling both

structure and design. (Details about the actual programming will be

provided within lectures…)

* Conduct a Think aloud test on the second iteration and improve it

according to your test-findings.

1. Make a communication plan.

General considerations:

• Decide upon a target audience and describe them (personas).

• Make a suggested customer journey (the way you could imagine your customers/users would interact with your curriculum site)

1. Card sorting

Card sorting test

• Write down all considerations about how you have labelled your cards: how did you chunk the curriculum - and why? Did you plan an open or closed test? - and why?

• A description of how you conducted the card sorting test (how many people did you use for the test? Did they do it one by one or did they co-work and discuss while taking it? How many people did you use?(are they a part of the target group?) etc.)

• Pictures of the different solutions

• Analysis and discussions leading to your final flowchart that should also be included

1. Expert review

• What did the experts say (take notes while being reviewed and present the notes here)

• What did you conclude from the review? What did you decide to change? Show screen dumps and describe the different flaws and errors that were identified.

• Explain how you want to change the site and explain why your changes will improve the site.

• Show the changes. (e.g. screen dumps)

1. BERT

• Make sure that you have a screen dump of your index page (should be used for the test)

• Make a set of constructs - and argue for them: Why have you picked them? What are you going to gain from the test?

• Make an “ideal interpretation” of your index page mock up. You can use this to identify differences between your “visual ambition” and the way your target group interprets it and thereby clarify which changes you need to make.

• Describe the test: How many test persons? Who (in relation to your target group)? And how?

• Show an approved version of your design. Describe what you have changed - and why (according to the results from your BERT)

1. Think aloud test

• Write tasks and justify them (what do you assume might be problematic about your site - and what tasks are your respondents (test persons) going to try solving in order to expose your suspicion?)

• Again: Describe the test - who? - how many? - how?

• Take notes/video to document our test.

• Show results and conclusions from the test. Use e.g. quotes from your respondents to back up your conclusions.

• Show identified problems (e.g. navigation structure, misleading graphics, badly displayed text etc.) Explain why they disturb /disrupt the usability.

• Show improvements and explain why they will enhance the usability.

1. Test log

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1. Json recap:

<https://fronter.com/kea/links/files.phtml/936347401$172645150$/2nd+Semester/F.+Theme+05_prcent_3A+Dynamic+Prototypes/05.02_prcent_3A+Pimp+your+curriculum/Teaching+Material/Slides_json_recap.pdf>

1. BERT test:

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