**Final Exam (150 points) Due: 5/2/2022**

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This is an open-book exam. Record your answers on some additional sheets of paper and submit the exam.

**A total of 150 points:** Review the website for the online writing tool, Slice (https://slice.tech ) from the perspective of a new user viewing the content for the first time.

**Q1 (10 points): Keep in mind this section is only for the website a user can see without signing in.**

1. What is Slice?

Slice is a word processing program

1. Who is the product for, and who is the core demographic?

The product is for writers, content creators, or people who write a lot

1. What is the cost of the product?

$ 99 per month or $ 990 per year

1. What is your impression of the product by just seeing the website and not signing into the product?

Even though the product promises to improve the writers' productivity by 10x, I will not see how they do it just by reading the top content. After reading the first second panel (“Does writing write you to distraction”). I see the goal of the application (to increase the productivity of the writers). I think the content is well designed. The content makes the flow of the introduction easy to understand. The video structure breakdown helps users understand what the app does and how to achieve each step to complete a project. Overall, good introduction.

**Q2 (20 points**): **Promotional Webpage:** **Keep in mind this section is only for the website a user can see without signing in.**

**Q2.a:** Describe what the website design does poorly.

There are too many words in the “Does writing drive you to distraction?” section. (I skim through it) but I think it can be written in one line with title and subtitle format (and make a shorter version of the content)

Graphical user interface, website

Description automatically generated

Instruction Videos and key features can be designed smaller. We do not need a video on the side, look distracted, and video needs to pop up on a bigger screen to help the user. The fact that I need to click on the YouTube button to go to YouTube every time I navigate to a video distracts my flow.

Original design:

Graphical user interface, text, application

Description automatically generated

What I am thinking of:

Graphical user interface, text, application, email

Description automatically generated

When clicking the button the video should pop up full size

**Q2.b:** Describe what the design does well.

The rest that I did not mention does well

All the navigation bars are clear design (Home page navigation bars, Index pages navigation bar, blog navbar), the navbar can move up or down along with the user which is convenient.

The home page is well designed and consistent with color and styles

Professional and fresh design

Color panel is attractive user

Use the guidelines below when answering this question. **Keep in mind this section is only for the website a user can see without signing in.**

* Interface navigation
  + Are headings unique and descriptive? YES
  + Are radio buttons used for the mutual exclusion? There is no radio buttons in the app
  + Are checkboxes used for opt-in/opt-out? There is no checkboxes has been used in the app
* Facilitating data entry
  + Is user input minimal to accomplish tasks: YES
* Display organization
  + Is the data display consistent? YES
  + Does the display allow for efficient information assimilation? YES
  + Does the display lower memory load?

**Q3 (50 points): This question is based on using the Slice online writing tool once signed in.**

**Q3.a:** Describe what the product does well.

* When I first log in they show all my current projects on one page this helps me navigate through all projects easily.
* The app is very simple to use, I believe most users can pick it up immediately
* The app is quite consistent and convenient with a user-friendly interface and navigation. Users get what they need to do in a couple of clicks
* Attach picture or diagram to the project is easy
* The format of the content is simple and consistent

**Q3.b:** Describe how the product can be improved.

* An image that was copied from other word processing applications (MS words) can’t be passed directly into the pages.
* When adding a word processing file (MS words) into the web app, I lost all my images on that file (may need to convert to PDF before adding it onto the panel)
* Users can’t drop the file into each panel directly
* Lack of options to format the content of the word processing file
* May need add read to text option
* Panel should be able to adjust its sizes (I may need one panel smaller than the other panel)
* Once the user switches from 3 panels to 1 panel and reopens, the content on the 2nd and 3rd panels is automatically closed. I think it should return to the last setup that the user has.

Graphical user interface, text, application

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Feel free to use the guidelines from **Q2** for inspiration. Include the following bulleted areas of the product when answering this question, you can always add insights beyond the listed sections.

# Single Pane, Double Pane, and Triple Pan View

* Interface navigation
  + Are headings unique and descriptive? YES
* Facilitating data entry
  + Is user input minimal to accomplish tasks: YES
* Display organization
  + Is the data display consistent? YES
  + Does the display allow for efficient information assimilation? YES
  + Does the display lower memory load? YES

# Creating multiple projects

* Interface navigation
  + Are headings unique and descriptive? YES
* Facilitating data entry
  + Is user input minimal to accomplish tasks? YES
* Display organization
  + Is the data display consistent? YES
  + Does the display allow for efficient information assimilation? YES

Additional Comment: Creating multiple project is easy

# Adding multiple people (collaborators) to your project

* Interface navigation
  + Are headings unique and descriptive? YES
* Facilitating data entry
  + Is user input minimal to accomplish tasks: YES
* Display organization
  + Is the data display consistent? YES
  + Does the display allow for efficient information assimilation? NA

Additional Comment: Adding more users is quite simple, but I was not able to add the name of the team member. I was also not able to change my name in the account setting (maybe this is because this is a free version or something)

# The experience when you are added to a project

* Interface navigation
  + Are headings unique and descriptive? YES
  + Are radio buttons used for the mutual exclusion? NA
  + Are checkboxes used for opt-in/opt-out? NA
* Facilitating data entry
  + Is user input minimal to accomplish tasks: YES
* Display organization
  + Is the data display consistent? YES
  + Does the display allow for efficient information assimilation? YES
  + Does the display lower memory load? YES

Additional Comment: I would love to have more edit features (to change fonts) styles and pictures. I understand the focus is to write and develop the content. However, the app should have more features to adjust the content before publishing the paper.

# Adding reference materials

Adding References is easy. All I need to do is copy and paste the link into the current workspace and Slice will generate a hyperlink for me.

# Exporting documents / Reports

Exporting documents and reports is quite simple and clear. The export button does export the project and creates a link to the PDF version (also send to the user’s email). One problem is that the PDF version will not update itself when the user changes anything (even hit see the latest PDF version button). Content should be automatically save and render at every save or when hit the see PDF version.

Diagram

Description automatically generated with medium confidence

**Q4 (20 points):** **Create two different Personas for the product Slice**. You have agency on the age, gender, education level, income, etc. However, the two types of persona listed below are required.

1. A Non-Profit Grant Writer

Mr. David Lee

* 1. Demographic:

- Customer, Personal Use, Business Use

- 40 years old male

- Lives in Fort Wayne, Indiana

- Married with 2 children

- Has 1 brother and 2 sisters

- Self employees

- Has a low-middle-income level­ ($59,111 annually)

* 1. Personality Traits:

- Purposeful

- Self-directing

- Resourceful

- Detail-oriented

- Experienced customer, has good knowledge of computers and hardware

* 1. User's motivations (3):

- David looks for reliability and robustness in products

- He wants to increase his productivity so he can work on more projects

- David is willing to pay for products that help that helps him improve his work and productivity

1. A Graduate Level College Student

Aaron Griffin

* 1. Demographic:

- Customer, personal use, schoolwork

- 18 years old male

- Lives in Fort Wayne, Indiana

- Single with no children

- Computer Sciences Students at PFW

- Pay for his tuition and rent

- Working part-time as a student’s admin for the PFW help desk

- Has a low-income level

- Live in a rental apartment with his friends

* 1. Personality Traits:

- Self-directing

- Reliable

- Purposeful

- Scholarly

- tech-savvy

- Detail-oriented

- Has a liking for design and researches

* 1. User's motivations (3):

- Look out for writing products or services that increase productivity

- Looking for products that can increase his productivity because of writing research papers

– Looking for Students discount because of tight budgets

**Q5** **(50 points)** **Perform a Usability Analysis/Heuristic Evaluation on the full product**. Including user signup, the sign-in process, using the Slice tool, and sharing projects.

Link to example extended/detailed reports:

<https://creativeux.ca/wp-content/uploads/2018/05/Heuristic-Evaluation-Checklist-CreativeUX.pdf>

<https://www.irs.gov/pub/newsroom/05-appendix-f2-irsgov-free-file-assessmentl.pdf>

A simple heuristic report example is located within Week 14 on Brightspace.

**Submit:**Submit your Final Exam to the BrightSpace.