Evaluators

One of my evaluators, Yuzhe Zhou (I used "Yuzhe" in my write-up), from my CNIT 581 class with Professor Tianyi Li.
Yuzhe is a graduate teaching assistant at CNIT. Since he has a computing background, he understands what is needed to make a web design outstanding. I emailed him my wireframe and the heuristics worksheet. I used the heuristic evaluation method with Yuzhe. He provided me with feedback across the ten dimensions of user experience testing, which are visibility of system status, the match between the system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetics, and minimalist designs, help users recognize and recover from errors, and help and documentation. Additionally, he is also incorporating ChatGPT in his own wireframe design as well, so he is a qualified person with whom we can exchange our design ideas.

My second evaluator is Mazumdar, Angshuman (I used "Maz" in my write-up) from my CNIT 581 class with Professor Tianyi Li.
Maz is a graduate teaching assistant in engineering technology. He has a background in computer graphics. Since he is an expert in computer graphics, I assume he has solid knowledge of user experience as well. I used the Wizard of Oz method with Maz. He acted as the user of my interface, identifying places where I could improve the flow of my web page design. Since his own project is about improving the user experiences of graders, he is an expert in user experience. He gave me ideas about seven areas that I could improve on to enhance the user experience of navigating the websites in terms of authentication, aesthetics and the flow of the websites.

My third evaluator is Chittilapilly, Kevin Varghese (I used "Kevin" in my write-up) from my CNIT 581 class with Professor Tianyi Li. Kevin is a graduate teaching assistant in computer and information technology. Since he is an expert in computing, I assume he has solid knowledge of user experience. Additionally, his own project is in the education segment, which has a huge

emphasis on ease of use. I wanted my project to be easy to navigate as well, so I think his experience in the area of ease of navigation will be beneficial for my project. I asked Kevin to rate the ease of navigation on a scale of 1 to 5, with 1 being the lowest score. I also asked Kevin to rate the likelihood of participating in the study with the website on a scale of 1 to 5, with 1 being the lowest score. I also asked him whether he had any additional suggestions.

My fourth evaluator is Tejendra Pratap Singh (I used "Tej" in my write-up) from my CNIT 581 class with Professor Tianyi Li. Tej is a graduate research assistant in computer and information technology. Since he is an expert in computing, I assume he is aware of the ten heuristics criteria that Professor Li shared in class. Similar to Yuzhe, he gave me feedback on the ten heuristics criteria. Additionally, he is skilled in designing complex interfaces, which makes him a suitable evaluator for my project. I emailed him my wireframe and the heuristics workbook so that he could perform the evaluations.

My fifth evaluator is Yinxuan, Wang (I used "Yinxuan" in my write-up) from my CNIT 581 class with Professor Tianyi Li. Yinxuan is an undergraduate student in computer and information technology. Since all four prior evaluators are graduate students, having the perspectives of undergraduate students is an added bonus. Yinxuan is passionate about web programming, and his insights about my design will be useful. He is also very eager to participate in my study, which helps in the evaluation of my web applications. Yinxuan used the heuristics worksheet with ten user experience areas, and he commented on three areas I need to work on, which are error prevention, aesthetics and minimalist design, and help and documentation.

My sixth evaluator is Amir, Aayaan (I used "Amir" in my write-up) from my CNIT 581 class with Professor Tianyi Li. Amir is an undergraduate student in computer information technology. Since all four prior evaluators are graduate students, having the perspectives of a second undergraduate student is an added bonus. Additionally, Amir told me he had prior experience developing and using such web applications. Since he is an established web programmer, his insights will be valuable. Amir provided me feedback via the think-aloud method based on his past experiences on what is particularly important in user experiences, which

are visual hierarchy, user experience clarity, feedback mechanism, accessibility enhancements, and simplifying of task instructions.

Critical Insights

Authentication

According to Maz, the sign-up and login buttons are missing. I should remove the option to sign up on the screen and instead have a login page with an additional link to sign up at the bottom when the users do not have accounts. Yuzhe suggested a feature where a message would pop up after the user successfully logged in. Kevin suggested the same idea where I should have buttons on my login and sign-up page. Tej also gave me feedback on the Visibility of System Status for the login, suggesting that users must know they are logged in. Yinxuan suggested that I combine the signup and login page to keep the design minimalistic.

I agree with the reviewers that the authentication page needs overhaul, especially with regard to having both the sign-up and login on the same page. The users would be directed to the sign-up page only if they don't have an account. Also, I agree with the reviewers that the sign-up and login buttons are missing. In response to Yinxuan's idea, I think it's wiser to keep the signup and login pages separate, and the users will hop on the signup page only if they do not have accounts.

Logged In Page

For aesthetic purposes, Maz recommended that I have a checklist. I like Maz's idea of having a checklist, as the users will be clear on what they should do before starting the tasks. Maz suggested that once the users read through the checklist, there should be a button that says "let's go" so the users know that they are starting the task. Amir also suggested having a logged-in page with task instructions. Amir suggested having a task instruction on the logged-in page. Yinxuan is similarly confused about navigating from the task overview page to the slogan creation page.

I agree with Max, Yinxuan, and Amir's ideas of having a checklist so the users understand the tasks. I decided to implement the button "Start the Task" as advised by my peers. I will not put the exact wording of the task instructions on the wireframe as this is just a mockup, but I retain my peers' ideas of having the task instructions page and having a button to navigate to the slogan creation page.

Aesthetics and Minimalist Design

Maz suggested that I center-align all the elements to make them look nice. Yuzhe suggested nothing is wrong in terms of aesthetics. Tej thought that the design was nice and minimalist.

I agree with the idea of centering the elements and implemented this idea in my revised version.

Visibility of System Status

Maz suggested I have a tracker at the bottom of the page so the users know how many slogans they have completed. Yuzhe also suggested a similar idea, having a status bar to show the users how many images are left. Tej suggested having a status when users enter their slogans. Amir also suggested similar visual cues to signal users how many slogans they are left with to give users some feedback mechanism.

I implemented the tracker on the right-hand side of the page. This idea is fantastic, so users know how many they need to work on. As this is just a wireframe, I decided not to have the status when the users successfully enter their slogans. Instead, I have a tracker that lets users know how many slogans they have completed and how many are left.

Indication of Task Completion

Maz suggested that I should change the button on the last page from "next cocktail" to "finish" so the users know that they completed the task.

I agree with the idea of having a “finish” button so that users know they are done.

Signed Out Page

Maz recommended having a page when the users finish creating the slogans for the tasks.

This is a fantastic idea that I receive from Maz where users will see the completion page after completing the tasks.

Match Between the System and the Real World

Yuzhe suggested that my website is straightforward and doesn’t take the user too much effort to understand it. Tej though that my design matches the real-world requirements as well.

I thank Yuzhe for his compliment on the accessibility of the site to the general public.

User Control and Freedom, Error Prevention, Help Users Recognize and Recover from Errors

Yuzhe asks if the user is able to go back to the previous image. Yuzhe suggested having an error message when the user doesn’t enter any slogan or reminding the user that the slogan should only be one line. Kevin only gives me a 3 in terms of ease of navigation, which suggests that I should improve on the flow of my navigation. Kevin said I should have more buttons on each page to navigate the website. Tej suggested a footer and header for user control. Tej suggested I implement a reset button to reset the slogans created. Tej also suggested that I add more labels to help users recognize and recover from errors.

I agree with the reviewers that I should have a reminder on the page about the “one-line” criteria, which I placed on top of the page. I disregard Tej’s comments on having a footer and header to keep the web design simplistic. I disregard Tej’s idea of implementing the reset button as I don’t want users to accidentally click on

the button and lose their work. I also disregarded Tej's idea of adding more labels to help users recover from errors, as I want to keep the design minimalistic for now.

Consistency and Standards

Yuzhe stated nothing was wrong with the consistency and standards. Kevin suggested that I did a good job with consistency across the web applications. Tej said I needed to sign up and log in on different pages.

I thank the reviewers for their comments on consistency. I disregarded Tej's comments although he made a good point to give the website a simplistic look.

Flexibility and efficiency of use

Yuzhe wonders if the order of the cocktails matters or randomly assigned. Tej thought that the flexibility and efficiency of use were good.

I would fix the order of the cocktails for every participant in the study so that it wouldn't be a factor I have to control.

Help and documentation

Yuzhe suggested having a guide on how users should use ChatGPT. Kevin suggested that I should highlight the ChatGPT to emphasize its existence. Tej suggested having analytics as a nice-to-have feature.

For now, I will keep the ChatGPT as it is without the highlight because I am just designing a wireframe. Since this is just a wireframe, I am not including the instructions for users on using ChatGPT. Tej's idea on analytics is wonderful. However, I will only do the analytics on the back end, and I will not display them on the front end.

Likelihood of participating in the study

Kevin said he would be eager to participate in the study as the idea is interesting. I thank Kevin for the input on his willingness to participate in the study.

Recognition rather than recall

Tej and Yinxuan suggested that I add a back button. However, I think that the purpose of my study is to track the users' thinking at the present time, so I am not allowing them to go back and change their previous work. However, I will state in the task instructions page of the actual webpage that I will not allow the users to use the back button.

Accessibility Enhancements

Amir suggested accessibility enhancements for persons with disabilities, such as color contrast for text and background. Amir also suggested having a visual hierarchy, which means highlighting the button and the input field, so that the users will not misrecognize the input field as the button or vice versa.
Though Amir's insight is useful, since this is a wireframe, I put less emphasis on the colors.