Design Journey Part 1

Group name: Anon

Members' names: Wendy Huang, Julian Massarani, Jordan Silbert, Alina Robin

Members' NetIDs: wh285, jm2249, jfs284, amr276

Section: 207

Part 1: Client Selection

Client Description

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Our client is Ronni Rabin. She wants to create a website for her new business, Queen of Schmooze. She wants to be able to use the site as a sales, prospecting, and business development tool. Her other key goals are to communicate what the services are cleanly and quickly, and for the site to be easy to navigate, fun, uncluttered, clever, and creative.

NOTE: If you are redesigning an existing website, give us the current URL and some screenshots of the current site. Tell us how you plan to update the site in a significant way that meets the final project requirements.

She does not currently have a website.

Target Audience

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

The target audience includes both people who may want to work for her organization, and people who want to hire the business. Both of these groups would want to interact with the website in a way that lets them understand what the business does, what its employees are like, and other things to expect from it.

Potential customers would be individuals or organizations in need of someone who can serve as extra hands on a fundraiser, an organizer, a salesperson, a socializer for an event, a product tester, a public relations professional, a project extra, or something similar. This means they will all be people who are part of the professional world, but who vary in the status of their organization: some will be startups developing something new, and some will be established business in need of assistance for one specific project.

Potential employees would be interacting with the website when they are in search of employment., and they would be people qualified to help in tasks such as those listed above. These would likely be people with experience in business, marketing, sales, networking, and similar environments. In general, they will be intelligent, friendly, and outgoing people.

The specific ways in which these people would interact with the website would include reading about the business to gain information, or filling out forms to hire the company or apply for employment, or to contact Ronni for more information.

Purpose & Content

Tell us the purpose of the website and what it is all about.

The purpose of the website is to advertise the business and to inform people about its services. It should convince people to hire the business, or to want to apply to work for it, and make it easy for them to do so. Other content includes information about the owner and her background and qualifications, and an easy way to contact her for more information.

Hosting Plan

Where will the site be hosted?

We will host the site on the INFO2300 server while it is in development. On Wednesday, when we meet with our client, we will be discussing options with her about where she would like to host it after the semester ends.

Needs and Wants

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

Needs and wants (What does your client and audience need and want?)	**Design ideas and choices** (How will you meet those needs and wants?)	**Memo** (Justify your decisions; Additional notes)
Client wants to keep track of who visits the website.	Have a counter somewhere on the page that increments by one for each visitor. User can sign-up for an account.	It is not possible to keep track of exactly who visits the site without having them create an account. But it will not be mandatory for them to sign up for an account to view the website.
Client wants to be able to offer consulting.	Have an appointment form (with a calendar of available times) Have some kind of contact form such as an email	The calendar allows visitors to schedule an appointment and not have to wait to hear back to see if they're appointment was accepted.
Client wants to be able to communicate the services quickly and cleanly.	Have a page of services being offered	Allows people to quickly see what services are being offered
Client wants to be able to show what she has done.	Have an interactive timeline of activities she has done.	Allows people to interact with the website while allowing the client to showcase her works

Part 2: Project requirements

Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

The client wants the site to be easy to navigate, fun, uncluttered, and creative. The site will have a navigation bar to allow for easy and fast navigation. The client wants the site to be something along the line of a comic strip (i.e. Where's Waldo) so we will take inspiration from that. The client wants to be able to showcase what she has done so we will display her timeline as an interactive comic strip.

Client's Edits

Does the client need the ability to edit the site after the end of the semester? If **Yes**, tell us how you site fit your client's need. If **No**, write down N/A.

Client wants to have an about/biography page. She may want to edit this in the future. Rather than her editing an HTML file, we could include an "edit" button that is only visible to admin users, where she can edit the about page through a form.

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content (e.g., text, image) that you need to make/get from the client.

Note: As with the Needs and Wants table, there is no specific amount to write here. You simply need enough content to do the job.

Main navigation (List your site's navigation here)	**Sub category** (List any sub categories of under the main navigation)	**Content** (List all the content corresponding to main navigation and sub categories)
Home	Biography Timeline	Home: Introduction to the website and what it entails Biography: Information about the client and the services she offers Timeline: Past events/activities she has done
Contact	Contact Info Appointment Form	Contact: list of ways to contact our client Contact Info: different contact information such as email, social media, etc. Appointment Form: form for visitors to the website to make an appointment
Users	All Users Account Information	Users: information on the users/visitors to the website; will contain information about who has visited the site and statistics about the visitors All Users: list of all users (viewable only to our client) Account Information: information about each user (some only viewable by only that user, other information will be visible to our client)

Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a login system is ***required***. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc.

Also, describe how the interactivity connects with the needs of the clients/target audience.

The major interactive features of the site will be making online reservations/appointments and login. The client wants to be able to view information about her visitors so allowing visitors to logging will help track who has visited the site. The visitors to the site will need an account in order to create reservations. We will use PHP and DB to implement the reservation forms and these accounts, respectively. The login system will also allow our client to edit her biography and other features.

Use of Existing Libraries

What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?

We will use the Bootstrap Grid system to assist with page layout/functionality. Also, we plan to use jQuery to easily manipulate elements on the DOM. In order to incorporate these libraries we will have to first download bootstrap and import it. jQuery is something we already have since we have used it in previous projects.

Once we get a better idea of what the client wants, we will determine other libraries that may be useful. However, the website is being built from scratch so most of the website will be our own code.

Database

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.

Databases will allow for faster and easier access to information rather than storing all the information on a text document which will be slow to access.

Database of schmoozers (people who work for the company):
Fields: name, picture, occupation, talents

Database of reservations:
Fields: date, evert type, location,

Scale

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

The site will have approximately 6 pages and require roughly 60 hours to complete it.

Part 3: Work Distribution

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below.

Set internal deadlines. Whose task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

Note: Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

In general, we will be using github for version control. So it should not be very difficult to merge our work/ collaborate. Also, while we will try to review each other's work, we can always revert a commit if something goes wrong.

If two people edit the same thing, github will alert us with a merge conflict and those can be solved on a case by case basis. Although, if we do our planning right these merge conflicts should be minimal.

We will be using google docs to keep track and share design documents. We will be communicating each other through text messages and emails. We will use the following table to keep track of task completion and progress within the group.

Much of the frontend can be done without the DB being completely completed, therefore, both frontend and DB can be done simultaneously. The DB must be at least partially completed (have the main structure of the DB done) in order for debugging to begin.

A rough sketch of the design for the site must be done before front-end coding can begin. Then the group member in charge of design can clean up the design after the majority of front-end has been written. We will allot 1-2 days to review and integrate each other's work.

Task	**Team Member Names and roles**	**Due Date**	**Status**
Mainly responsible for DB (creating and writing queries)	Wendy Huang: I have taken DB and am familiar with writing SQL queries and creating DBs Julian Massarani: back-up	TBA, but after initial design and structure are implemented	
Mainly responsible for forms and php functionality	Alina Robin: main Wendy Huang: back-up Jordan Silbert: back-up	TBA, but will be implemented after initial designs and site structure are in place	
Mainly responsible for implementing libraries and debugging DB	Julian Massarani: main Alina Robin: back-up	TBA, but after database is implemented	
Mainly responsible for frontend	Wendy Huang: I am familiar with bootstrap and other front-end tools	TBA, but initial	

	Jordan Silbert: back-up	design will come first	
Mainly responsible for designs (graphics)	Jordan Silbert: main Wendy Huang: back-up	TBA, but initial design will come first	

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.

Design Journey Part 2

Group name: Anon

Members' names: Wendy Huang, Julian Massarani, Jordan Silbert, Alina Robin

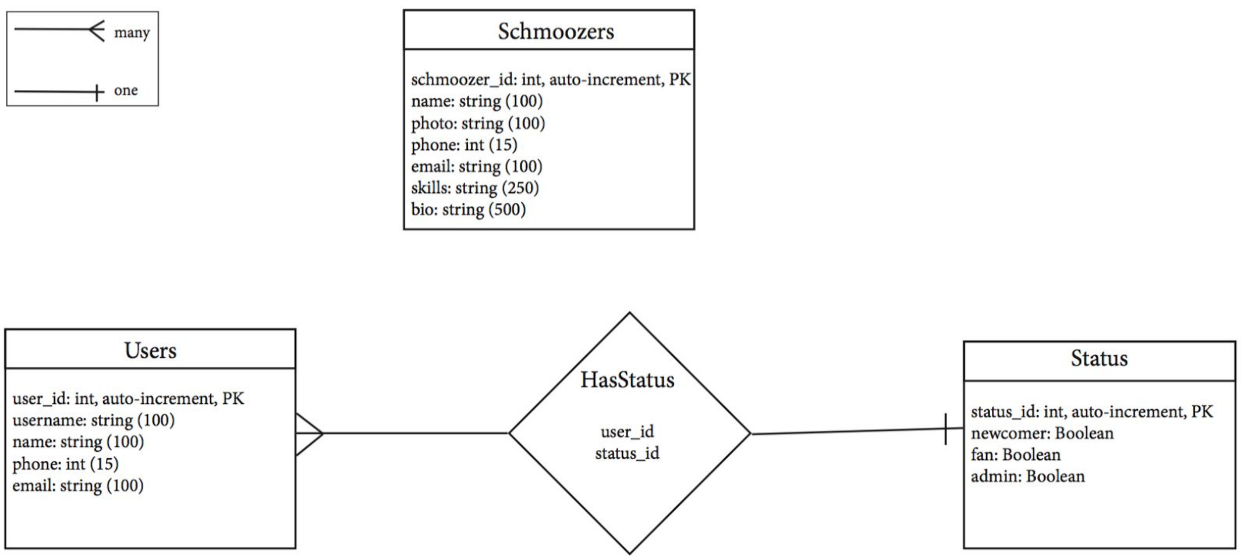
Members' NetIDs: wh285, jm2249, jfs284, amr276

Section: 207

Part 1: Database Design

Conceptual ER Diagram (different arrows, see slide 13 of Lecture 17; relationship and ER, see lecture 16 and 18)

In this part, please copy and paste your ER diagram for your database below (you can make your ER diagram using any tool of your choice). Make sure the relationships between each entity are clear and well thought-out. Don't forget to indicate what kind of relationship each arrow represents. Your database description should go on the next page.



Database Description

Tell us what the database does. Make sure that you include enough detail so that we are able to understand what is going on in your ER diagram.

The database documents “Schmoozers” (people who work for the company) as well as customers of the business, or “Users.” These users have different statuses, and depending on their statuses, they have different abilities. The website will reference the database, check what status the user is, and use that status to determine what the user is able to do. For example, a user with the status “newcomer” can view the website and receive emails from the company. A user with the status “fan” can do these things as well as make comments or leave reviews. A user with the status “admin” can make edits to the site.

Therefore, of the attributes “newcomer,” “fan,” and “admin,” only one will be true, the one that is the user’s status, while the other statuses will be false. A user can only have one status, while a status can have multiple users. Users are paired to their status through the table “HasStatus,” which connects a user’s primary key to a status’s primary key (PK stands for primary key in the diagram).

The database also records Schmoozers, who work for the company, but these have no relation to the users or their statuses.

Part 2: Website Layout

Content Organization

This should be an improvement upon the table you used in **Design Journey Part 1**

Main navigation (List your site's navigation here)	**Sub category** (List any sub categories of under the main navigation)	**Content** (List all the content corresponding to main navigation and sub categories)
Home		Catches the user's attention and provides information about the purpose of the business, its background, and the services it offers. Includes a heading that contains the key services (something like "networking, sales, and relationship building") followed by a more description set of paragraphs containing more information. The page will also include images and graphics to provide the fun and lively look that the client wants.
Blog		A blog that includes posts written by the owner or any other admin users; each post has a section that allows logged in users of the appropriate status to post comments
Schmoozers	1. networking 2. socializing 3. sales	**Schmoozers**: list all the Schmoozers who work for the company, including a photo and a brief biography that describes their work experience; have a search function in the page to enable user search for a name; **1. networking**: only show the Schmoozers who are especially good at networking, still including their picture and biography; **2. socializing:** only show the Schmoozers who are especially good in social settings, still including their picture and biography; **3. sales**: only show the Schmoozers who are especially good at sales, still including their picture and biography

About the Founder	1. biography 2. resume 3. testimonials	**About the founder:** This page provides information about Ronni Rabin, the founder of this business. **1. biography**: a biography of Ronni, including a photo; **2. resume:** a clickable link to open her resume file and view her credentials; **3. testimonials**: a table or list of testimonials provided by people who have worked with her
Contact	1. contact 2. sign up	This page allows the user to get more involved with the business. **1. contact**: a form in which the user can input their own contact information and a message they would like to send to the owner. Also provides the owner's email address if they would like to email her directly; **2. Sign up:** allows the user to create an account for the website; provides a form in which the user enters their name, phone number, email address, and chooses a username. User is then added to the Users database. The user can then become a more established customer of the business and gain more privileges on the website like leaving comments.

Navigational Structure

Explain how users will move between pages. What kind of navigational aids will you have? Will there be a menu bar? A drop-down menu? Tabs? Will you have this available across all your pages?

Tell us why you chose a particular navigation scheme over other possible choices, how the overall navigation of your site will work, how the various pages will be linked, and how the the navigation categories make sense from a user's perspective. You may find it helpful to include a diagram of your site map here.

There will be a horizontal navigation bar at the top of the webpage, which will allow users to move between each page. It will be on all pages on the website. We are planning on giving the user a visual aid so they can tell which page they are currently on (changing the color of the font on the current page for example).

We chose this over a drop down menu so this way any user can view the navigation at all times. This way, if they want to contact the client for example, they can easily click the contact link. The same goes for if they want to learn more about the client.

We also considered having a nav bar at the top that links to different locations on the same page with a continuous scroll, but this seemed to cluttered and the client did not like this approach either.

Part 3: Interactive Functionality

What interactive features will your site have? What PHP and Javascript elements will you include? Describe how the interactivity meets the needs of the clients/target audience.

One thing that the client requested specifically is a method of editing information on the website (about, contact, etc.). If an admin is logged in, we plan to show “edit” buttons throughout the site next to text fields so that the client can change information whenever they please.

The button will be shown only if the user is logged in using php, and we plan to use a combination of php form submissions and javascript to perform the actual edit.

Another thing the client wants is a timeline of events she has had. We can make this interactive by allowing the user to click on each event to enlarge a page or graphic that will allow them to read more about the event. This can be done through php and jquery and will be a feature visible to everyone. But only the admin who is logged in can add events to the timeline or edit existing ones.

PHP Interactivity

For each piece of PHP interactivity that you plan to implement, describe what the interaction is, how you will implement it, and which pieces of PHP code are required to complete it. You can describe these in terms of functions if you like, but only if you want to. If there is overlap between PHP and JavaScript interactivity, describe the interaction both here and in the JavaScript Interactivity section on the next page.

For our Contact page, we will use PHP interactivity to take the inputs, sanitize them, and eventually store them in a database. We are allowing our users to input their email, a subject, and a message to send to our client.

We are also using PHP to allow the admin to be able to add/edit/remove clients or employees directly from the database as she sees fit.

We will use PHP to create a new user account to allow users to be able to comment on the blog. Both creating the user and the commenting on the blog will be done using PHP.

JavaScript Interactivity

For each piece of JavaScript interactivity that you plan to implement, describe what the interaction is, how you will implement it, and which pieces of PHP code are required to complete it. You can describe these in terms of functions if you like, but only if you want to. If there is overlap between PHP and JavaScript interactivity, describe the interaction both here and in the PHP Interactivity section on the previous page.

Javascript would be used to hide and show certain parts of the timeline. When a user clicks or hovers over certain events, Javascript will be used to show the details of the events.

Javascript will also be used along with PHP for form validation. Javascript will be used to highlight the errors such as turning the textbox red when there is an error in the input.

Javascript will also be used in conjunction with PHP to populate certain fields (such as the current data of each field) when allowing the admin to edit.

Javascript Bootstrap will be used to make the site dynamic so that when the user resizes the screen/window size the objects in the screen will change to fit the screen and allow the user to see everything.

Compared to the first milestone, did you make any changes to your plan to use the existing libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) for the site? If so, write down the libraries, what you have to do to incorporate those libraries, and how much of your own code will satisfy the project requirements. If there is no change, write down N/A.

Consistent with the first milestone, we still plan to use the Bootstrap grid system (using the file provided on Piazza) and jQuery.

In addition, our client wants to be able to continue to edit the site after the semester ends, so we would like to use a library that allows this such as editor.js, medium.js or MediumEditor—we are still reviewing these options. These provide the lines of code necessary to include in our files in order to incorporate them.

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or you want to explain specific functions in detail, do so here. You can use this space to justify your design choices or ask other questions about the project and process.

Design Journey Part 3

Group name: Anon

Members' names: Wendy Huang, Julian Massarani, Jordan Silbert, Alina Robin

Members' NetIDs: wh285, jm2249, jfs284, amr276

Section: 207

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username: admin

Password: schmooze

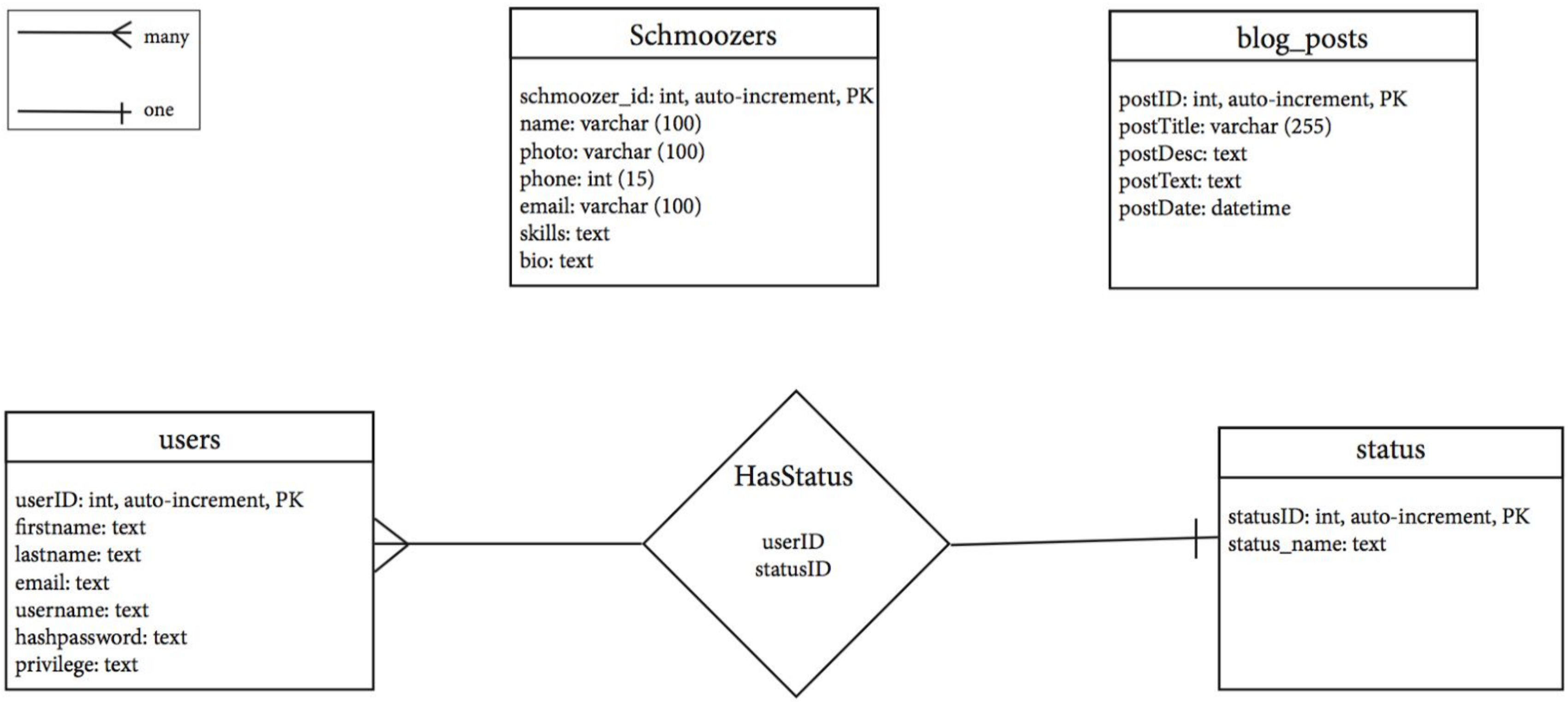
2. Please provide us your DB login username and password

Username: fp_anon

Password: schmooze

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).



We added a table for the blog to store the information for each post. There is a many-to-one relationship between users and their status: the status give them different abilities within the site, like the ability to create a blog post, post comments, or edit the site if they are an

admin. We also still have the Schmoozers database to store information about the employees of the business, but this table and the blog_posts table have no relation to the other tables.

Part 3: Testing Protocol

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

Our target audience is most likely older people in the Ithaca/Tompkins County Area. Specifically, the website is intended for people who own or work for a business, and who want to hire our client for business-related services. Our client has given us a list of names of her friends that have agreed to test the site. We will meet up with them at the client's house and conduct the testing there. Since they are her friends, no form of compensation will be necessary.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	**Task description**	**Task goal/what's being tested/expected outcomes**
First impression	Ask the user to look at the site for 5 seconds and describe the purpose of the business.	Want to see whether the purpose of the business on the site comes across, since it could potentially be a confusing concept at first.
Find the resume	Ask the user to find the resume of the founder of the business.	Testing whether the user can easily find where the information about the founder is located; they should click on the "About" tab and predict that the resume will be on that page.
Navigate the blog	Ask the user to choose a specific blog post and look at its details.	Test that the user can find the blog quickly and easily, and that they understand that they can open individual posts for more.
Find a networking employee	Tell the user to imagine that they are looking for someone to hire for a networking event. Ask them to find employees of the company who might be good for the job.	Test that the user can easily find more information about the company: in this case, the list of employees (called "Schmoozers.") The user should be able to find this information under "More" and then look through their skills to find ones who are good at networking.
Email the owner	Ask the user to go through the process of hiring the company. (When they reach submit, either stop them from actually submitting it or have them just send a message saying "this is a test.")	Test whether the user intuitively clicks on "Contact" when intending to hire the company, and whether they can easily fill out the contact form without confusion. The user should click "Contact" and submit a form with their business request.

What’s your script?

How are you going to welcome them? Reassure them that you’re testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won’t have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don’t work)? How will you remind them to think aloud? How will you decide when to “give up” on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Welcome:
“Thank you for taking the time to test out our site! We just want to remind you that this test is for us, to see how well our site comes across to users visiting it for the first time; it’s not to test how good you are at figuring it out.”
“We are going to ask you to visit the site and do a few tasks so that we can find out if there are ways to make these tasks easier or to improve the site in other ways. It would be very helpful to us if you could think out loud as much as possible while you are using the website. For example, if you’re feeling confused, or you have a positive reaction, or any other thoughts, we would like you to say them out loud as we go. Do you have any questions before we start?”

Tasks:
“Now we are going to open the website, which is for a business called Queen of Schmooze. The first thing we would like you to do is look at the site for about 5 seconds or so and then tell us what you think the nature or purpose of Queen of Schmooze is.”
“Next, we would like you to find the business founder’s resume. The actual resume file is not uploaded to the website yet, but we would like you to look for where you think it will be.”
“Next, we would like you to find a blog post and see how much of it you can read.”
“Next, imagine that you are looking for someone to hire for a networking event. Please find an employee of the company who might be good for the job.”
“Finally, please hire the company for your networking event. Our client knows that we are in the process of testing, so don’t worry, but if you would like, we can tell you went to stop before you actually send any information to anyone.”

We will remind them to think out loud by asking them prompting questions if they are silent for a long time. We will give up on a task if the user becomes stuck for longer than 60-90 seconds, although we may give hints if appropriate to the task.

Followup:
“What did you like most about your experience with the site?”
“What parts of the website were the most confusing or negative in another way?”
“What other questions do you still have after this experience?”
“What changes would you like to see in this website?”

Part 4: Testing Note

You should have at least 2 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?
The user is a local community member who is friends with the owner of the company, and has worked in business in the past for a number of years.

2. How does this user represent your target audience/client's needs?
This user has been in the position of a potential client of our website: someone who needs to hire someone for assistance in a business setting. Also, because they know a bit about our client, they can tell us whether they think the impression the website gives is accurate.

Tasks for user 1	**User's reaction/feedback/problems?**	**Re-design ideas and other notes -** *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user felt that the look and feel of the site reminded them of the personality of the owner, and they could tell what the purpose was.	Continue to refine the styling.
Find the resume	The user hesitated, but then did click the "About" tab.	We should change the name of this tab to "About the Owner" or something more clear like that.
Navigate the blog	The user quickly navigated to the blog. The also quickly realized they could click on the post name or "Read more," although they were uncertain if there was a difference.	We should consider whether having the names be clickable is more useful or just confusing when "read more" does the same thing.
Find a networking employee	The user did not know where to go for this, and eventually figured it out by process of elimination.	The name "More" is too vague, so we shouldn't have anything under that. We plan to rename or remove this from the nav bar.
Email the owner	The user hesitated before clicking "Contact" because they thought this tab might just provide contact information, not a way to actually contact the owner. Once they clicked on the Contact page, they felt that they were in the right place.	We may need to change the name in the nav bar to something more clear like "Contact Us" or "Hire Us."

3. Other notes from this user that will be useful to think about when redesigning.

This user would like the site to be a bit more fun and interactive.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?
This user is an adult who has worked to create two different startup businesses. They have never heard of our client or this website.

2. How does this user represent your target audience/client's needs?
The user has been in a position in which they might need the assistance of our client, and they are also someone using the website not having heard anything at all about it, so they will demonstrate a fresh impression.

Tasks for user 1	**User's reaction/feedback/problems?**	**Re-design ideas and other notes -** *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user understands the general idea of the business, but does not feel completely certain about its exact purpose.	We need to continue to add shortened catchphrases in headings and things along those lines in order to clearly convey the less-than-straightforward premise of the company.
Find the resume	The user clicked on the "About" tab but said out loud that they were not sure whether they were doing the right thing.	We need a clearer label than "About."
Navigate the blog	The user did not experience any problems with this task.	
Find a networking employee	The user did not know what to do for this task.	We are considering whether the employee (schmoozers) database should be available to all users, or maybe just admins for employee tracking purposes, since users seem to find the idea confusing and it may not be necessary.
Email the owner	The user clicked on "Contact,' but then wondered if filling out that form was the right way to hire the company.	We should put in some kind of message clarifying what they can do with the contact form.

3. Other notes from this user that will be useful to think about when redesigning.
The user had a few more questions about the business itself that can be answered with clearer, more concise language on the website.

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that a site can make sense to the developers because we thought of it and have become so familiar with it, but looking at it for the first time as a user is a completely different experience. We learned that it is a bigger deal then we thought to have a user not get something on the first try; we really want them to be able to do everything easily on the first try.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

We have not implemented these changes yet, but we plan to:

1. **Rename some of the tabs in the nav bar. This is an appropriate change because the current ones are too vague and cause the users to feel hesitant.**
2. **Add some more clarity and descriptions on some of the pages. These descriptions will reassure customers that they are in the right place and are using the site correctly.**
3. **Continue to make the site more aesthetically appealing, fun, and interactive. This is appropriate because it is consistent with both customer feedback and the desire of the client.**

If you make any changes to the testing protocol for round 2, tell us what they are here.

We will have the users test login functionality and creating an account next time, and we might remove the "find a good networker" task.

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

Design Journey Part 4

Group name: Anon

Members' names: Wendy Huang, Julian Massarani, Jordan Silbert, Alina Robin

Members' NetIDs: wh285, jm2249, jfs284, amr276

Section: 207

Part 1: Necessary Information

1. Please provide us your login username and password. Remember, your username and password should be hashed.
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Admin Login: (allows for deletion)
    Username: admin
    Password: schmooze

User Login: (only allowed to post; cannot delete)
    Username: wendy
    Password: password

2. Please provide us your DB login username and password

Username: fp_anon

Password: schmooze

Use of Existing Libraries

As there may have been some changes, please give us the most up-to-date list of existing libraries that you are using for your website (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery). What did you have to do to incorporate those libraries? How much of your own code satisfied the project requirements?

We used a jQuery validator.js library for the sign up form. This form requires that all fields be filled out, and we want to make sure that valid email addresses are being put in, relatively strong passwords are created (we used a password strength of 1 parameter). The main advantage is that the user cannot submit the form until everything is inputted correctly. This means that if the form fails, the page won't refresh and the user won't have to type in all their info again. To implement this library, we just had to include both the regular jQuery CDN and the validator.js CDN. We also had to write some JS code to specify some parameters of validator.js to better fit our needs.

We also used jQuery to change the navbar from an across the top navbar to a dropdown navbar when the screen width changes to less than 930 pixels. Also, Bootstrap was used to help with formatting and styling the pages. Bootstrap allowed us to use a grid like system that resizes and changes as the screen width changes. This allows for better layout on smaller screens and makes the website more dynamic.

These are the only libraries we used, as we figured it didn't make sense to build a bunch of trivial Javascript functions when a perfectly good library exists. The rest of the code is entirely built from scratch and satisfies all project requirements.

Part 2: Testing Protocol

1. How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

Our target audience is most likely older people in the Ithaca/Tompkins County Area. Specifically, the website is intended for people who own or work for a business, and who want to hire our client for business-related services. Our client has given us a list of names of her friends that have agreed to test the site. We will meet up with them at the client’s house and conduct the testing there. Since they are her friends, no form of compensation will be necessary.

2. What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	**Task description**	**Task goal/what's being tested/expected outcomes**
First impression	Ask the user to look at the site for 5 seconds and describe the purpose of the business.	Want to see whether the purpose of the business on the site comes across, since it could potentially be a confusing concept at first.
Find the resume	Ask the user to find the resume of the founder of the business.	Testing whether the user can easily find where the information about the founder is located; they should click on the "About" tab and predict that the resume will be on that page.
Navigate the blog	Ask the user to choose a specific blog post and look at its details.	Test that the user can find the blog quickly and easily, and that they understand that they can open individual posts for more.
Find a networking employee (removed for user 3)	Tell the user to imagine that they are looking for someone to hire for a networking event. Ask them to find employees of the company who might be good for the job.	Test that the user can easily find more information about the company: in this case, the list of employees (called "Schmoozers.") The user should be able to find this information under "More" and then look through their skills to find ones who are good at networking.
Email the owner	Ask the user to go through the process of hiring the company. (When they reach submit, either stop them from actually submitting it or have them just send a message saying "this is a test.")	Test whether the user intuitively clicks on "Contact" when intending to hire the company, and whether they can easily fill out the contact form without confusion. The user should click "Contact" and submit a form with their business request.
Create an account (added for user 3)	Ask the user to create an account and log in with it.	Test that the user finds the process of creating and using an account to be intuitive.

3. What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Welcome:
"Thank you for taking the time to test out our site! We just want to remind you that this test is for us, to see how well our site comes across to users visiting it for the first time; it's not to test how good you are at figuring it out."
"We are going to ask you to visit the site and do a few tasks so that we can find out if there are ways to make these tasks easier or to improve the site in other ways. It would be very helpful to us if you could think out loud as much as possible while you are using the website. For example, if you're feeling confused, or you have a positive reaction, or any other thoughts, we would like you to say them out loud as we go. Do you have any questions before we start?"

Tasks:
"Now we are going to open the website, which is for a business called Queen of Schmooze. The first thing we would like you to do is look at the site for about 5 seconds or so and then tell us what you think the nature or purpose of Queen of Schmooze is."
"Next, we would like you to find the business founder's resume. The actual resume file is not uploaded to the website yet, but we would like you to look for where you think it will be."
"Next, we would like you to find a blog post and see how much of it you can read."
"Next, imagine that you are looking for someone to hire for a networking event. Please find an employee of the company who might be good for the job."
"Finally, please hire the company for your networking event. Our client knows that we are in the process of testing, so don't worry, but if you would like, we can tell you went to stop before you actually send any information to anyone."

We will remind them to think out loud by asking them prompting questions if they are silent for a long time. We will give up on a task if the user becomes stuck for longer than 60-90 seconds, although we may give hints if appropriate to the task.

Followup:
"What did you like most about your experience with the site?"
"What parts of the website were the most confusing or negative in another way?"
"What other questions do you still have after this experience?"
"What changes would you like to see in this website?"

Part 3: Testing Notes

You should have tested your site on at least three representative users.

First two tests were from the previous test we conducted for Part 3. The third user test were conducted after changes were made fro mthe first 2 feedbacks.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?
The user is a local community member who is friends with the owner of the company, and has worked in business in the past for a number of years.

2. How does this user represent your target audience/client's needs?
This user has been in the position of a potential client of our website: someone who needs to hire someone for assistance in a business setting. Also, because they know a bit about our client, they can tell us whether they think the impression the website gives is accurate.

Tasks for user 1	**User's reaction/feedback/problems?**	**Re-design ideas and other notes -** *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user felt that the look and feel of the site reminded them of the personality of the owner, and they could tell what the purpose was.	Continue to refine the styling.
Find the resume	The user hesitated, but then did click the "About" tab.	We should change the name of this tab to "About the Owner" or something more clear like that.
Navigate the blog	The user quickly navigated to the blog. The also quickly realized they could click on the post name or "Read more," although they were uncertain if there was a difference.	We should consider whether having the names be clickable is more useful or just confusing when "read more" does the same thing.
Find a networking employee	The user did not know where to go for this, and eventually figured it out by process of elimination.	The name "More" is too vague, so we shouldn't have anything under that. We plan to rename or remove this from the nav bar.

Email the owner	The user hesitated before clicking “Contact” because they thought this tab might just provide contact information, not a way to actually contact the owner. Once they clicked on the Contact page, they felt that they were in the right place.	We may need to change the name in the nav bar to something more clear like “Contact Us” or “Hire Us.”

3. Other notes from this user that will be useful to think about when redesigning.

This user would like the site to be a bit more fun and interactive.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?
This user is an adult who has worked to create two different startup businesses. They have never heard of our client or this website.

2. How does this user represent your target audience/client's needs?
The user has been in a position in which they might need the assistance of our client, and they are also someone using the website not having heard anything at all about it, so they will demonstrate a fresh impression.

Tasks for user 2	**User's reaction/feedback/problems?**	**Re-design ideas and other notes -** *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user understands the general idea of the business, but does not feel completely certain about its exact purpose.	We need to continue to add shortened catchphrases in headings and things along those lines in order to clearly convey the less-than-straightforward premise of the company.
Find the resume	The user clicked on the "About" tab but said out loud that they were not sure whether they were doing the right thing.	We need a clearer label than "About."
Navigate the blog	The user did not experience any problems with this task.	
Find a networking employee	The user did not know what to do for this task.	We are considering whether the employee (schmoozers) database should be available to all users, or maybe just admins for employee tracking purposes, since users seem to find the idea confusing and it may not be necessary.
Email the owner	The user clicked on "Contact,' but then wondered if filling out that form was the right way to hire the company.	We should put in some kind of message clarifying what they can do with the contact form.

3. Other notes from this user that will be useful to think about when redesigning.
The user had a few more questions about the business itself that can be answered with clearer, more concise language on the website.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?
The user is a relative of the owner who is in her early 20s and has experience in business.

2. How does this user represent your target audience/client's needs?
She is fairly critical of web sites and has many opinions about what she thinks our client's website should look like and what impression it should give. She also represents someone who probably will not have much trouble navigating the site, but can focus on the user experience instead.

Tasks for user 3	**User's reaction/feedback/problems?**	**Re-design ideas and other notes -** *what are the different solutions you can think of to address the feedback/problem?*
First impression	The user wanted the website to be more colorful with more prominent images.	We will continue to improve the styling of our website to achieve the impression that the client and users want.
Find the resume	The user found the resume without problems.	
Navigate the blog	The user navigated the blog without problems.	
Email the owner	Because we changed the nav title from "Contact" to "Contact Us," the user when to the right place quickly.	Keep the new title as "Contact Us."
Create an account	The user was able to create an account without any questions, although they were unsure about whether to go to the "Log In" tab.	Consider putting "Log In/Sign Up" in the nav bar.

3. Other notes from this user that will be useful to think about when redesigning.

The user said that knowing our client, she felt that the personality of the client could come across more, especially her priority on helping people connect with one another. This would be another benefit of having the website be more fun and playful.

Part 4: Testing Summary and Iteration

1. What did you learn about your users? About your site? About yourselves?

We learned that a site can make sense to the developers because we thought of it and have become so familiar with it, but looking at it for the first time as a user is a completely different experience. We learned that it is a bigger deal then we thought to have a user not get something on the first try; we really want them to be able to do everything easily on the first try.

2. What are three key changes you made based on the testing? What alternatives did you consider? Why are these changes appropriate?

1. **Renamed some of the tabs in the nav bar. This was an appropriate change because the previous ones, such as “More,” were too vague and cause the users to feel hesitant.**
2. **Added some more clarity and descriptions on some of the pages. These descriptions will reassure customers that they are in the right place and are using the site correctly.**
3. **Made the site more aesthetically appealing, fun, and interactive. This is appropriate because it is consistent with both customer feedback and the desire of the client.**

Part 5: Final Notes to the Clients

1. Describe in some detail what the client will do (or would have to do) in order to make this website go live. What is the deployment plan?

The client is very adamant about wanting more cartoons on her website, so she will have to find an artist to draw the cartoons for her before full deployment. She has already bought the rights to a domain where she wanted her site to be hosted on, and this website will be migrated over to that domain. She has not given us the login rights to that domain, but we will help her migrate the site once she does. Additionally, we will need to change the email address in “includes/email.php” to one that the client chooses.

2. Include any other information that your client needs to know about your final website design. For example, what client wants or needs were unable to be realized in your final product? Why were you unable to meet those wants/needs?

The client wanted to allow users to sign up for her mailing list. We were able to implement this for her by adding a form in “Contact Us” that allows for users to sign up for the mailing list. When a user signs up for the mailing list, their information will be added to a table in the database. The client already has a separate software on the domain she bought that allows her to send out mass emails to all the emails on the list so she does not need anything on the website to display or send the newsletters.
The client also wanted cartoons on her website, but we were unable to meet this want because none of us are skilled graphic artists and, therefore, unable to draw any cartoons for the site. She also could not provide us with any cartoons that we could have used on the site.

Part 6: Final Notes to the Graders

1. Give us three specific strengths of your site that sets it apart from the previous website of the client (if applicable) and/or from other websites. Think of this as your chance to argue for the things you did really well (justify the wow factor of your website).

1. **Our website takes an idea that is much less straightforward than many other organizations and puts together the information in a way that makes it more clear, and conveys the fun and sociable tone of the company.**
2. **Since her target audience will most likely include older people, we kept the website very simple and easy to navigate. It is very clear which page you are on, and each page is accurately labeled in the navbar so the user knows exactly where they need to go.**
3. **Also, our website is very mobile responsive, all content fits on the width of a mobile device (tested with iphone 7) and the navbar collapses when the size of the screen is lower than a certain threshold value.**

2. Tell us about things that don't work, what you wanted to implement, or what you would do if you keep working with the client in the future. Give justifications.

The client wanted us to design cartoons even though at the first meeting we all stated that none of us were skilled enough artists to do so. She still expects us to do this. If we were to keep working with her in the future, we would give her suggestions to help her find another source for artwork. We would also encourage her to keep honing her ideas about her business itself: because she is still developing the idea for her business, she would have different ideas about what the website should say and include every time we met with her. This means that her requests and ideas would probably continue to change and develop if we continued working with her.

3. Tell us anything else you need us to know for when we're looking at the project.

The client was very specific in wanting a simple website. We wanted to implement more pictures and a more lively background (a more modern look for the website) but she felt that it was too cluttered. We also wanted to add more colors/color schemes, but this was also rejected.

We were kind of disappointed by this, because we had really good frontend ideas but were not able to implement many of them.

Also, the client wants users to be able to create blog posts, so we added that functionality even though it is not a common feature that most blogs have.