Design Journey Map (M3)

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M3. Part 5: Testing protocol
Lay out your 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?

We are going to choose users by finding adults with children, and people who would possibly be interested in donating to the organization. This is in the target audience because the organization is a program for children that aims to get donations...and most people who are willing to give donations are older than college students and have steady jobs. We will find them through talking to our contacts at school and at home. We will meet them wherever is convenient--in their office, at their house (if a family member), at a building at Cornell, etc. We will not compensate them (because we don't have appropriate compensation).

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 homepage for 5 seconds and describe what they think the main goal of the site is	It should be easy to see that the site is about music, but it might be hard to tell that DoReMiHope is a non-profit organization. This is a good way to see what the user thinks.
Types of training	Ask the user to find the types of training that DoReMiHope provides	Testing whether a site user can figure out what DoReMiHope does quickly and easily. Should be a relatively easy task as this information is in the first paragraph of the About page.
Facebook page	Ask the user to navigate to DoReMiHope's Facebook page	Want to see where the user will navigate to first when trying to find the Facebook page since it might not be obvious that the link is on our contact page. Based on our page titles, Contact seems to make the most sense, but it will be good to see what the user thinks.
Forum post	Ask the user to post something on the community forum	Testing the difficulty of an outside user making a post on our site's forum. Making the forum post should be easy, but it might be hard for the user to make the connection that the forum is on our News page.
Contact us	Ask the user to send a message to DoReMiHope	Testing the difficulty of using the interactive form on our contact page and want to make sure that this function is clearly available on the Contact page. This task seems relatively simple, so we expect the user will be able to complete it with ease.
Find a video	Ask the user to find the video on Ciprian Porumbescu	Want to see if it is obvious that videos will be on the Media page. Also, testing if the captions on our videos are easy to quickly skim through. We are hoping that the "Media" title will be a clear indicator for videos.

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?

- Start with any greeting. Make sure that the user feels comfortable and let him/her know that this test will be a huge help to us. Also, reassure the user that this test is not a test on them; rather, we would like to see how our site performs.
- Once the user is settled in, show the user the homepage of our site. Now, start asking the questions outlined in our table above. Make sure to ask the user to think aloud as he/she starts completing each task. Each question can be worded similar to the task description. Information about the site will not be given in advance. We want the user to go into this test without any knowledge of how our site works.
- As the user goes through each task, make sure to remind him/her to think aloud. This is important for our testing. If the user does something without saying why, it might be good to ask how they made that decision and remind them that it would be really helpful to us if they would think aloud. This reminder can be worded accordingly, based on the user.
- If the user has spent more than a few minutes on any one task, show the user how to complete the task. Ask why the user had trouble completing this task and how he/she thinks we could make improvements to that part of the site.
- At the end of the testing, ask the user how our site felt overall (i.e. if they thought it ran smoothly and was pleasing to the eye).
- Once the testing is finished, make sure to convey to the user how much we appreciate his/her help. Let the user know that without him/her, we would not be able to develop a fully-polished website.

M3. Part 6: Round 1 testing
For each user in round 1 (you should have at least 3):

User #1
1. Who is your user, e.g., where do they come from, what is their background, etc.?

Demographics - She is from Hawai'i and her husband is from Missouri. They lived in California for 12 years and Michigan for 8 before coming to Ithaca in summer of 2013. Her background is Asian, specifically Filipino and her husband is Black/African American. They have two children - a 7-year-old son and a 3-year-old daughter. They were both born in Hawai'i.

Appearance - She is 4'11" brown skinned, brown eyes, and black hair. Her husband is 6'10" and dark skinned, brown eyes, and a clean shave. Their two children are both caramel in color; their son has a short cut with a mohawk and their daughter has curly hair.

Characteristics - She is a strong academic who loves education. Her B.S. is in Biology and Chemistry, and Masters in Postsecondary Administration and Student Affairs. She is finishing a Ph.D. in Higher Education. Her husband on the other hand is a retired professional athlete who played basketball in his entire adulthood. His B.A. is in Psychology and Black Studies. Upon completion of his degree, he played for almost a decade overseas in China, Spain, and mostly the Middle East. He completed a certificate in Electrical Technology upon retirement.

Hobbies - They love spending time with their two children, participating in community events, and hanging out at home. She enjoy thrifting (and other types of shopping) and her Husband enjoys mentoring kids, billiards, and playing basketball

2. How does this user represent your target audience/client's needs?

The user is a parent to two young children, not unlike those that the organization would be reaching out to. She likes to be involved in her children's education and activities. Families make up one major section of our target audience, so this user is similar to potential future users of the website.

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	Likes front page- clean, no ambiguity
	Likes green spans on homepage, but more headers would be good
	Goal would make more sense on top
	Pictures confusing- why those pictures?
	What age group?
	Suggested drop-down menu
	
	What is the site about?
	  (Headers are good)
	  Non-profit about arts educ. for Romanian children
	 (clear, easy to read
	 ("Where is it based from?")
		add captions for pictures
		perhaps change color scheme a little

Types of Training	Can't find quickly. "Training for staff or for children?" Did not find without help	Add headers to different sections
Facebook Page	Checked media page first, then contact, missed the link, then clicked every other page	add a Facebook icon
Forum Post	Clicked on Media first, then found it	Rename page (from News to Forum)
Contact Us	Found it right away Would rather get in touch through phone/in person, says technology is for information suggested donation on another page, if important to company should have a separate section.	If available, phone number would be nice, address to contact Add a little disclaimer about where donation money is going to
Find a Video	Found it easily.	Add headers for media Organize media page into sections (videos, gallery)

	Suggestions- headers for media gallery of artwork from kids	

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

Would like separate interaction- children v. donors
completely different audiences
shouldn't be in the same forum.
Should it really be a forum?

On forum page have different portals, not a good idea to have everything in one feed for every different audience
Color scheme- Maybe stick with "earth tones" based on cover page. Pink -> light brown?
Create a more professional setup, link to separate portal for the kids
Donors more interested in professional side, but this would keep kids' stuff separate.
Would be nice to have "People" especially in the future
ADD MORE INFORMATION
Gallery- then could separate videos/links and photos
focus on headers/wording for About
Definitely News -> Forum
Likes the idea of a ticker
Doesn't want to have to log in for forum
Front page is amazing

User #2
1. Who is your user, e.g., where do they come from, what is their background, etc.?
Demographics - She is 55 years old, white, female, and has a post-graduate level education. She is a lawyer, and lives in New York.

Appearance - User 2 is 5'1" with light skin and short brown hair.

Characteristics - User 2 is a curious, life-long learner and appreciates academics, likes athletics, and loves the arts.

Hobbies - Her hobbies include running, painting, and shopping.

2. How does this user represent your target audience/client's needs?

The user is a parent to two children. She likes to be involved in her children's education and activities, and she is very interested in bringing arts programs to children to facilitate their learning. Families make up one major section of our target audience, so this user is similar to potential future users of the website.

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	main impression: to enrich an in-need population it is dense to read	perhaps can break up text with separate headers, consider using bullets if the client agrees
Types of Training	found the training	None
Facebook Page	went to media first then to about then to contact (skipped over it) thought it was on the forum page would have put Facebook under media	add a section in either about or media with the facebook logo as a link as well as having the information on the contact page
Forum Post	found the forum she likes "news", would not change it would put the forum under contact or under media	None
Contact Us	does not like the email form does not like putting the interested in donating part above the email "I'd like to donate: click here" thinks it is not efficient, wants to take it to a place where the user can actually put in credit information thinks text is small	change the checkboxes for donation (keep them because the client likes them), but change the wording and/or the placement of the boxes.

Find a Video	went to about first then to media likes the idea of a media page doesn't like the heading "media" doesn't understand why you can't click on some of the pictures would like to know if some of the things on the media page actually came from the group perhaps call it "why arts matter" or "why we do what we do"	reorganize the page so that there is a gallery section (for the pictures that students have made) and a section on other media links (such as the flash mob, other videos, etc)

3. Other notes from this user that will be useful to think about when redesigning.
doesn't like pink as the header
thinks the site is a little dense → should expect music notes (something to tie it to the name), bullet points, breaks in paragraphs

User #3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

This user is a woman about thirty years old living in New Hampshire with her husband of similar age and their two children, aged 2 and 4. She works as a secretary and her husband owns a landscaping business. She likes spending time with her kids and other family. They often watch movies or play outside. Her children spend most days at daycare, but twice a week they spend the day with family while their parents work.

2. How does this user represent your target audience/client's needs?

This user has children that may one day be interested in the arts. While they are younger than the children that this website would ideally be targeting, it is not unlikely that these children and their parents may one day be interested in participating in similar programs to this.

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 thinks the index page is pretty, but wanted to know more about what it represents. She also said that other pages (specifically, "about") had too much text and not enough images to break it up.	perhaps we could add more images, if the client supplies us with them?
Types of Training	The user stayed on the "about" page but did not find it easily. She needed help in the end.	reorganization of the content on the about page (headers)
Facebook Page	The user clicked on "media" first, then went to "contact" and found it.	could add a little facebook button on the bottom of the page.
Forum Post	The user found this easily.	None
Contact Us	The user found this easily.	None
Find a Video	The user found this easily.	None

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

She noted that our question involving training was unclear; this could be changed for the 2nd round of testing.

On the "about" page, she would like to see more pictures. There was a lot of text, which she did not like, and neither would children who may be using the site as the client would want.

Even though she liked the homepage herself, she does not think it would draw children in. She did not think that the colors would attract children, either.

The "index" page gave her the impression that the company is only concerned with music, and was a little surprised to learn otherwise.

M3. Part 7: Round 1 Summary and Iteration

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

We learned that we can't design the site for two different audiences (i.e. have it appeal to kids and have it appeal to donors). Although we had already thought this, hearing it from our users solidified this idea. We learned that we have to explain to the client that this type of design is not feasible. We also learned that our site seems very vague, and that people who are interested in donating would like to learn a lot more about things like where their money is going to, and a phone number of a contact. We learned that we now have to press the client to give us these details.

There were some ideas that different clients have suggested independently. This teaches us both about them and about the site itself. It shows that there are similarities between different members of the target audience, while also showing that we have some work to do on the site before it will be appealing to the right audience.

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

First change
We are changing the color scheme of the site to reflect a more professional, earthy vibe. We are doing this because a few ways we had the site appeal to kids is by making the design rather minimalist and using a kid-friendly pink as the main color. The minimalist design still appeals to donors, but our users were a little bit thrown off by the pink color of the site, and had suggested that we use more earthy tones to match the picture logo of DoReMiHope.

Second change
We are going to redistribute the content on the About page so that they are more broken up by headers and less dense, and make more organizational sense. We are doing this because some users had problems scanning through the site, and they felt that the page was too text heavy. By adding headers, we allow for easier scanning.

Third change
We changed the organization of the Media page so that there is a gallery of pictures made by the kids, and a section on media links. We did this to better organize the content on this page, because some of our users expressed a desire to know which of the links were directly affiliated with programs made by DoReMiHope and which ones were just recommended arts videos/links.

If you make any changes to the testing protocol for round 2, tell us what they are here.
We changed the requirement that users would have to log in and post something on the forum. Rather, we had them click on login to see that they could find where it is if they wanted to post something, but did not actually have to make a post. This is because some users were uncomfortable with providing login information.

M3. Part 8: Testing, Round 2

User #1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

User 1 is a woman from Basking Ridge, New Jersey. She is in her mid-forties and has a well-paying job at Fox Corporation. This user is married to a husband of similar age who works in realty. They have two daughters, ages 11 and 8, and live in a nice suburban home. While both parents work, they try to spend as much time as possible with their children and have gotten both of their daughters involved in multiple sports and music.

2. How does this user represent your target audience/client's needs?

Both daughters of this user fit into the age group that DoReMi Hope works with. Furthermore, as part of a relatively well-off family from a nice area, this user would certainly be a potential donor.

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 could tell that DoReMi has to do with music, but that's all she could gather. She liked the overall look of the page and noted the outline of the text as one of the main positives.	While the user did not know that this site was for a non-profit, that isn't too much of a problem. It's great that she knew the site was about music and that she liked the overall look/feel.
Types of Training	The user correctly navigated to the about page. It took her 30 seconds to a minute of scanning the page before she was able to complete this task successfully.	Our information is slightly better distributed but maybe still not as organized as it could be. We would like to cut down on the search time for this task.
Facebook Page	The user incorrectly navigated to the media page first. After looking through the page for about 10 seconds, she moved to the contact page. Once here, she completed the task easily.	It seems that this task has been causing the most trouble. It might be smart to rename the media page so as to not confuse our users.
Forum Login	The user completed this task easily.	None

Contact Us	The user completed this task easily.	None
Find a Video	The user correctly navigated to the media page. Once there, it took about 30 seconds of scanning each caption, but she otherwise completed the task easily.	This time for scanning isn't too big of a deal, but it might be smart to slightly increase the font size and/or make the captions a little bit shorter.

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

The user noted that she did not like the setup of the about page. Under "Our Story" she said that the lines "Arts education is not available…" and "With the goal of becoming self-sustainable…" were confusing because it wasn't obvious that they were parts of the paragraphs that followed. It might be a good idea to make actual subtitles for each paragraph, rather than creating a subtitle out of the first part of the paragraph.

User #2
1. Who is your user, e.g., where do they come from, what is their background, etc.?

User 2 is a man from Ithaca, NY. He is a professor at Cornell and has children ages 6 and 4. The user is married; his wife works as a teacher at a nearby high school. This family lives in a seemingly wealthy area of Cayuga Heights. Obviously, both parents work, but since they are both teachers, they try to spend as much time as possible with their children during the summer.

2. How does this user represent your target audience/client's needs?

This is almost the same reasoning as for user 1. The user is part of a well-off family with children that border on the age range for this program.

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	This user loved the look of the homepage. He said that the page felt welcoming and he was intrigued by the full page background image. He liked that the theme of music was set early on.	None

Types of Training	The user correctly navigated to the about page and was able to complete this task relatively quickly.	None
Facebook Page	The user correctly navigated to the contact page and was able to find the Facebook link easily once here.	None
Forum Login	The user completed this task easily.	None
Contact Us	The user completed this task easily.	None
Find a Video	The user correctly navigated to the media page. It took him about 45 seconds of scanning through the video captions before he found the correct one.	As noted in the previous test, it might be smart to shorten the captions or increase the text size for each caption.

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

The user didn't have any other notes about the website. He loved the look and feel of our site and didn't seem to think that any major changes were necessary.

User #3
1. Who is your user, e.g., where do they come from, what is their background, etc.?

User 3 is a woman from Mineola, NY. She is in her early 50s and is divorced with two children, ages 20 and 18. She lives in a suburban home on Long Island with her two children and two dogs. This user loves to spend time with her children (and loves that both of them stayed local for college) and enjoys working as a secretary for her local county office. She also loves music (both pop and classical) and played the violin as a child.

2. How does this user represent your target audience/client's needs?

While the children of this user are outside of the age range for DoReMiHope, she still comes from a background that would suggest that she would donate to this organization.

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	This user thought the the title text was slightly hard to decipher, as well as the menu options in the bottom left. While she liked the background image, she suggested trying to make the wording pop out more.	Based on this user, maybe we should think about a different outline/font/color for the font on the homepage.
Types of Training	The user correctly navigated to the about page and took about 15 seconds to scan through the page before finding the correct information.	This user took time to scan just like user 1. Again, it would be a good idea to slightly tweak the organization of this page.
Facebook Page	The user completed this task easily.	None
Forum Login	The user completed this task easily.	None
Contact Us	The user completed this task easily.	None
Find a Video	The user completed this task easily.	None

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

This user didn't note anything else that would warrant further redesigning, but did point out that she loved the color scheme. She said that the site looked professional, but also had the feel of a website for a non-profit organization.

M3. Part 9: Round 2 Summary and Planning the endgame

What did you learn from round 2? About your users? About your site? About yourselves?

We learned that our designs do fit better with the donor target audience. We have gotten more confident at interviewing users. It seems like the users like the look and feel of our site, and that our content is better organized. Perhaps we could work on even better content organization.

What are the main changes you plan to make based on the testing and on other feedback you've gotten from users, clients, and TAs (and why)?

First change
We will add more pictures to the content-heavy pages, because even though we know the purpose of the website, it has become clear that it is easier for others to understand if pages with a lot of text are broken up by images. However, this can only be done if the client agrees to send more pictures with captions.

Second change
We will add a section on donations. We are doing this because the users were confused on where the money is going to, and felt a little taken aback by the checkboxes above the email form. Adding this section will make the donations part seem more reasonable--since the main reason we are building this website, as far as the client said, is to attract donors.

Third change
We are adding a section on recent news events to the News page, above the forum. This is something that the client requested (and which also fulfils an interactive portion of the website). We are trying to see if we can hook up the website to Facebook--although it's possible that we will not be able to do that in time--but the client wants to make sure that the users of the website are up to date on everything that is happening with the company.

What problems won't you fix (and why)?
We will not be able to completely reconcile building the site to appeal to children and to adults. We can try and do things like adding a music notes motif--as suggested by one user--but we are focusing on building the site for potential donors.

What's your plan for finishing the project? Who's doing what, and when? When will you meet, and how will you coordinate? Does it work with everyone's schedules?
We are going to continue keeping the same roles: Lead Designer, Coder, and Rationale Writer. We are going to decide when people do different things based on finals schedules and when we meet as a group on Wednesday (our normal meeting time). We are going to coordinate through email, and make sure that everything fits around everyone's schedules.

M3. Additional comments and 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.

We have discussed problems that we and our testers have all come across in the design with our client. However, she is very determined about what she wants from the website, even if it is not very easily accomplished. She wants us to design for two very different audiences (children and donors) and this has been difficult without straying too far in either direction. We know that we are better off building a website that the client wants without getting too involved with our own ideas, but this has not been easy given the circumstances, and some of our own visions for the site beyond the visual design have definitely been incorporated. She herself seems conflicted on what she wants from the site, as well. Some of her ideas contradict each other due to the two drastically different audiences. For example, she wants something that has a "fun" color scheme, but that would not appeal as much to donors as it would the children, while the overall informational layout of the website (which she was happy with) is better for donors. She also has not given us a lot of information or media to really bring the project to her long-term goals despite us repeatedly requesting such materials, which has also hindered our work on the project.

Final. Notes to Clients

First, describe in some detail what the client will/would have/ to do to make this go live -- aka what is the deployment plan?

The biggest milestone for the client to make the website go live would be to secure hosting. There are many options available at a wide range of prices. Some that we have found (such as Bluehost) are very pricy compared to other services that are probably similar in quality. Ultimately, the choice in service should be made based on how long the client thinks they may want to use the service. HostGator seems like it has the best deal; if only a single domain name is needed, the price is as low as $2.23/month, but only if purchasing their services for 3 years. It is not clear how long the current sale will last, but their prices are much lower than others that we have found, such as GoDaddy if purchasing for a year or more. If either of these sales ends soon, FatCow seems like a good deal ($49/year, or about $4.08/month), and they also stress that their company is very environmentally friendly if that is important in the decision, as it may be for some.
It will also be important to make sure the images supplied can be used if the site goes live; we have built the site with these images in mind, and if we do not have permission to be using them, the website could run into some trouble.

Second, include any other info that would be pertinent for your client to know about your final website design (like things you were not able to do as discussed with your client and why).

We weren't capable of building our own forum, so we have hosted one from a different source directly into the page. However, there are not currently administrator capabilities because the source of this forum charges for that. This was mentioned as an important element of the forum, so it is unfortunate that we could not get that feature for free. The service can be purchased from Muut for $20/month ($16/month if purchasing a year at a time).

Also, it is important to know how to update the news ticker that we have implemented. Adding new links to the feed entirely would require reworking the associated scripts, so if archives are desired this would have to be built separately. To update the elements in the ticker, all that is necessary is to edit the source of the ticker file (ticker.php). You can replace the text in any of the <p> elements of the <div> named "text". Make sure to keep the id of each the same, or the jquery script will no longer work.

Final. Notes to Graders

First, 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, really wow.

1- Our design incorporates the original violin image that we were given as a sort of logo into the theme of the site; it is reflected especially well in the color scheme.

2- We succeeded in meeting our client's goal of having a site with a smooth and clean feel according to our testers.

3- We kept a very consistent theme throughout the entire site; with the exception of the embedded forum and the index, no page looks drastically different from another.

Second, tell us about things that don't work, that you wanted to implement, or that you'd do if you keep working with the client in the future. Give justifications.

1- We had hoped to find a way to implement our own forum without hosting one elsewhere, but soon realized that this would be too difficult, especially since the client wants the possibility of administrators and a lot of possibility for sharing different media formats through the forum.

2- There is not an easy way to design a website that is appealing to both children and donors for the company, no matter how badly the client wants this.

3- It would be nice to add more information about the company and its staff in the future. Our testers were curious to know more about the staff and more contact information but we have not been given any information other than what we have put on the website. We also do not have enough information to caption or cite most of the images that we have used.

Finally, tell us anything else you need us to know when we're looking at the project.

Keep in mind that we tried our best to follow the client's ideas more than our own for some of the bigger ideas for the site, even those that we did not agree with.