SEG3125 Lab 7 Design Report

1. The website is for the organization "Stylist Culture".

2. The purpose of this website is to create community forum for hair styling enthusiasts to learn and improve their skills, share their knowledge, and connect with other people sharing the same interest.

3. My semantic network should include terms:
   a. Home
   b. News
   c. Community
      i. Tutorials
         1. Hair Styling Tutorial
         2. Product Use Tutorial
         3. Tips and Tricks for certain hair types
      ii. Discussions
   d. Sign-Up/Log-in/Account
      i. Inbox

4. The 3 processes in the site:
   a. Follow Instructions:
      i. Users can view the contents of the forum but must follow a linear process of creating an account if they wish to contribute.
      ii. Users are also able to follow tutorials, which will be presented either in video form or recipe style (or both).
   b. Absorb Information:
      i. Users will have access to various types of media presenting information – with absolute control over when they want to access the media (i.e. videos only play when clicked on).
   c. Communicate:
      i. Users will be able to express an opinion on posts.
      ii. Users will be able to obtain feedback on their post.
      iii. Users will be able to chat with other users through their private inbox or under comment section of posts.

5. Sketches:
   a. Follow Instruction - Sketch #1, Sketch #2:
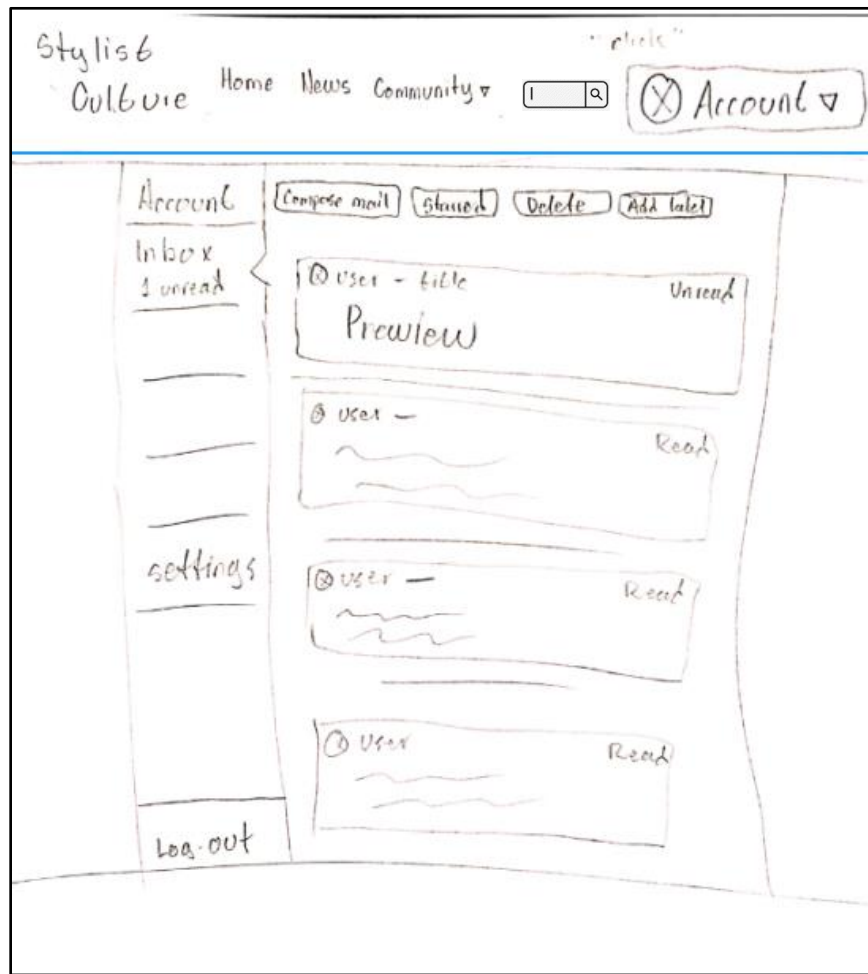
Sketch #1 – Sign up page

Sketch #2 – Sign-up -> Personalize Page

b. Absorb Information - Sketch #3:
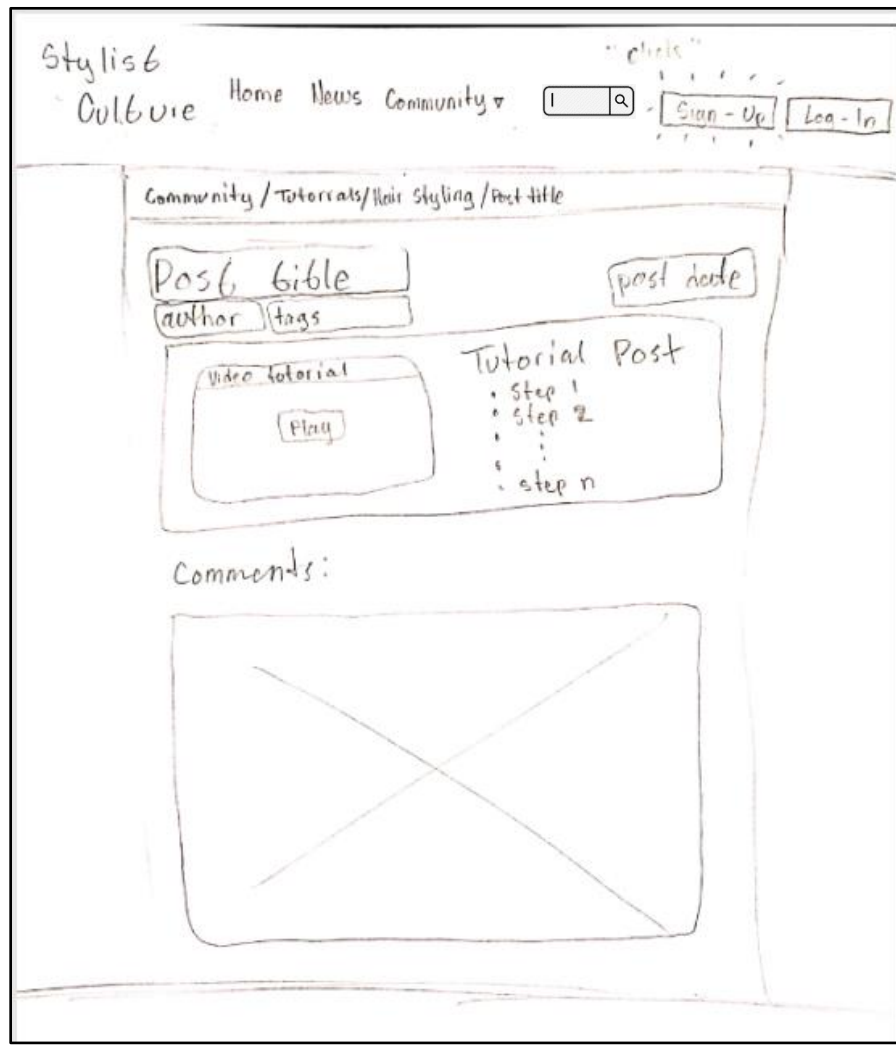
Sketch #3 – Example Page of a Post

c. Communicate - Sketch #4:

Sketch #4 – Account -> Inbox Page

6. Usability Heuristics:
   a. Visibility
      i. As shown in sketch #1, users can visibly see where in the linear process they are during account creation. This information is found at the top of the sign-up section. A check mark represents steps that have been completed while the current step is highlighted.
   b. Mapping
      i. As shown in sketch #4, all words chosen for buttons are very commonly used terms that are easily recognized.
         1. Ex: "Delete", "Inbox", "Settings"
   c. Freedom
      i. As shown in sketch #2, users can go back to previous sign-up pages in case they wish to change any information.
      ii. As shown in sketch #3, using breadcrumb navigation allows user to track where they are and allows them to easily return to where they came from.
   d. Consistency

        i. As shown in sketches #1, 2, 3 the theme and header are consistently the same.

       ii. Sketch #4 contains the same header, except the "Account" button is present because the user is logged in.

e. Error Prevention

        i. As shown in sketch #1, users are informed that all text fields are required to proceed with account creation.

f. Recognition

        i. As shown in sketch #3, I used down-arrows as a metaphor for drop-down menus, and a search icon for the search bar.

g. Flexibility

        i. As shown in sketch #3, users can customize how their posts are laid out, providing flexibility in the way they want to present their information.

h. Minimalism

        i. As shown in sketch #1, users are only asked the bare minimal requirements for creating an account.

i. Error Recovery

        i. As shown in sketch #1, users can review their sign-up page, and go back to edit information before creating their account. Furthermore, users are informed that they can edit their account personalization under "Account"

j. Help

        i. As shown in sketch #1, users are guided through the initial set up page using text.

       ii. A search bar is provided in the header (same in all sketches), for users to search up any questions they have.

      iii. Users are also able to post questions if they are not able to find a satisfactory answer. This is not shown in any sketches but sketch #3 shows a breadcrumb navigation that leads back to a "Community" section.