

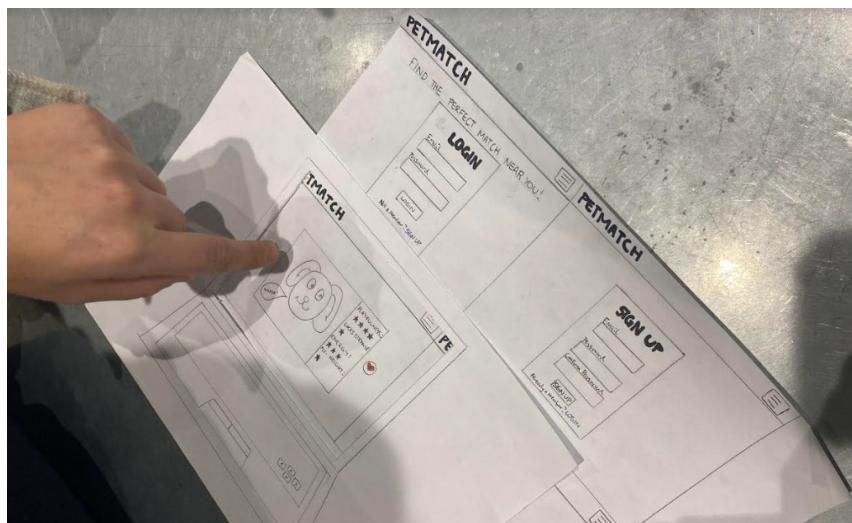
“Woof Finder” - User Evaluations

Formative Evaluation

Method

Our formative evaluation followed the think-aloud method and used a LoFi paper prototype of our webpage based on our initial sketches of the design as seen in our project proposal, and was conducted with one participant. The LoFi paper prototype consisted of three parts. The first was the sketched prototype of the web page views, the second, a computer-shaped frame that was used to obstruct vision of other views in the same way two views would not be able to be seen simultaneously when the user interacts with the final product, and third were paper props used to emulate the variety of ways the user can interact with each view. For example when the user was interacting with the “Browsing View” the additional dog profile sketches were used to simulate the feeling of swiping through profiles and when the user interacted with the drop down menu that we had in consideration of adding at the time, they were able to see a menu appear with which they were then able to further interact with.

The think-aloud exercise began in the way we imagined the user would naturally interact with the final website, through the login portal. We subsequently encouraged the user to interact freely with the paper prototype and observe the “website” response, in order to best observe the user-flow that they tended to lean towards.



Since we wanted the website to have a high affordance, we combined the think-aloud method with open-ended questions asked throughout the evaluation relating to the use the participant perceived each of the views having, and what image the mock-up gave of the website’s overall end-goal.

Insights

The formative evaluation yielded the following key insights:

- “Petmatch” as a name does convey the website purpose well
- The website purpose is not immediately clear (an “About” page was suggested)
- That the results page did not present enough options (then only seven were suggested to be presented).
- The purpose of having an account was not clear.
- The dropdown menu did not have a high affordance.
- The attributes displayed about suggested dog breeds was considered relevant to her choice.

These insights motivated the change of name from Petmatch to WoofFinder, since the web page only caters to rehoming sheltered dogs, and not all pets. Further to this we added an “About page” to the dropdown which we renamed as “Menu” in order to guide the user to that interaction.

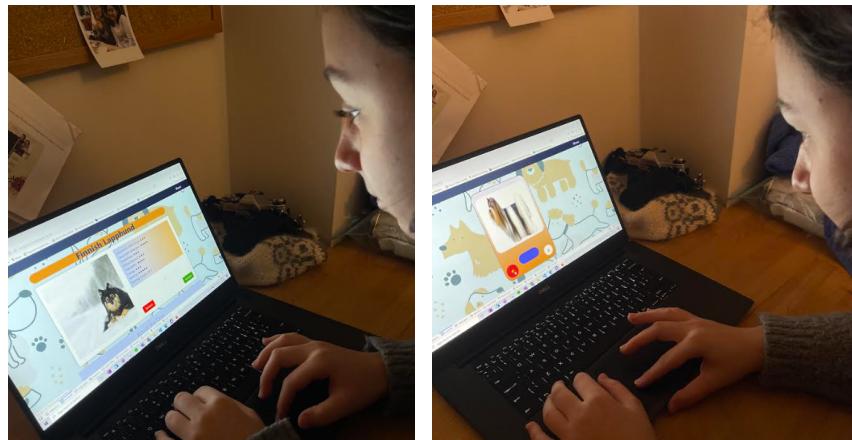


Summative Evaluation

Method

The summative evaluation was again conducted using the think-aloud method with one participant (a separate participant than from the formative evaluation). During the evaluation, the user was presented with the website url and observed whilst being encouraged to interact with the site. During the evaluation, when the participant seemed to falter but did not express their confusion verbally, we were able to enquire further through the use of open-ended questions.

An example of this is when the participant used the button marked with “x” on the Results Summary page, not thinking that this would remove a suggested dog profile from the view. The participant was reluctant to share however when prompted, indicated that they had not imagined this button would “delete a dog”, since it was purple in colour.



Insights

From this evaluation we were able to gather the following insights:

- The use of the “x” buttons in the results summary was not clear.
- The comprehensive purpose of the website was not clear to the user until they reached the results details section.
- That it is clear the website relates to matching dogs to users.
- The interactive items in the navigation bar have a high affordance.
- The parallel between swiping for dogs and modern day dating apps, resulted in a high affordance and curiosity for the user when engaging with the Browsing view.



Therefore, based on these insights together with the participant suggestions, we clarified the uses of the buttons in the results summary page through using a red on hover colour for the “x” button and a green on hover colour for the dog’s name. Further to this, to further clarify the overall purpose of the website, being to match users with dogs that are in shelters, based on their personal preferences - we chose to add a tagline to the home page of the site “Helping you find a forever home for the dog that is your perfect match!”.