

Design Ideas

- 1) For my Lo Fi prototype, one of the topics that I incorporated relating to people-centered design was discoverability. I wanted to ensure that users had easy access to all the necessary pages and information that they would need by including links to the main pages on the homepage (these links could be incorporated into the Food Bank's existing website). I want the user to have a clear understanding of what they are trying to accomplish when on the webpage (to order a hamper) and how they can accomplish it (clicking the "order" link)
- 2) I also used the concept of the two Gulfs and how it relates to the user having difficulty. I want a user to always know immediately how to work things on the website because the users might not be technologically advanced, so the simpler it is for them to understand, the better and more use they will get out of the website. I also want it to be clear what is happening once a user clicks a button or interacts with the page. When they go to "order", they know this page will allow them to order and the bottom of the pages in the order section will say "next", meaning there is still more for the user to answer. Similar to how at registration they must enter their details and then click "next", answer the questions and only then be able to register.
- 3) I also took the high-level process' breakdowns initial stages into consideration. First, I really wanted to focus on our target customer and make things as easy and simple for them. Taking into consideration their technical knowledge, the time they have on their hands (not making them answer to many questions or any at all after registration is complete), making sure help is easily available for those who need it (contact page) and ensuring that they know where to go just by looking at the page and link titles. I want to save them as much time as possible. Many might have younger children and if it takes too long to register and order, they might prefer just calling in. Lastly, as a group we also used the "explore many possible ideas" step by looking at each other's site maps and lo fi prototypes. This helped us realize if maybe we were missing something, or if we really liked anything our group members included, we could add it to our design.