Final Project's 1st Version Presentation

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Overview

My website is designed for the Chinese diabetes patients who want to know about how to treat this illness, and what should they care about in life

It is like a non-profit web educational brochure

index page	"糖控"	"Sugar Control"
subpages		

1. 日常衣物   Daily Clothing
2. 饮食习惯   Eating Habits
3. 居家住房   Living & Housing
4. 出游旅行   Traveling
5. 强身健体   Exercising
6. 血糖测量   Blood Glucose Measuring
7. 心理健康   Mental Health
8. 品牌案例   Treatments and Brands
9. 资讯参考   Informational Mediums
10. 联络服务   Contacting

Research

Design

Build

Went Well

Improve

User Testing

Insights

Changes

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Research: content

1. **Interview** (audio record + FaceTime + Chinese social app)

2. **Chinese and U.S medical or professional websites**

Research: design & technical

1. **Color scheme** (healthy, welcome, educational)

2. **Fonts** (clear and comfortable)

3. **Plugins** (wow.js, bootstrap, etc)

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Design

1. **Responsive** (meta tags)

3. **Sizes** (in different screen)

4. **Illustrations** (style, legibility)

5. **Animations** (natural)

6. **Mood** (peaceful and comfortable)

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Build

1. **Layout of each subpage** (interview + tips+summary)

2. **Animation effects** (fit for contents)

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What Went Well?

1. **Responsive layouts in PC/Mac, tablet, and cellphone** (meta tags went well)

2. **Animation effects** (natural, subtle, fit for contents)

3. **Color Scheme & mood** (my user: "I felt the sense of welcoming")

4. **Illustrations** (my user: "make sense & interesting to look")

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What could have been improved?

1. **Using more time to designing those transitions and layouts**

2. **Reducing the time of doing those illustrations**

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How did I perform user test?

Step 1: **Using a "video call" feature in Chinese social app** (it's easier for me to talk with them after the user test)

Step 2: **Sending my user the link of one of my subpages and ask them to call me back right away after they finish**(I end the call.)

Step 3: **Setting up a timer**

Step 4: **Picking up the incoming call, and ask their feedbacks**

KPI: They time they have spend on one page (My expectation: 40 seconds-1min)

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Insights

1. **Hard to keep "non-commercial" feature in Treatments and Brands page.**

2. **Interview people is more important than researching from online resources**

3. **Testing with various people will help build my websites**

4. **Friends are my best teachers.**

5. **Never be impatient about doing unfamiliar stuff**

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My Further Changes

1. **More information on "Interview parts"** (my users: "some pages just have a several lines in the interview parts. You can ask your interviewer to add more.")

2. **More information or features on "contact page"** (my users: "maybe add more description or adjust the layout of the contact page to make it feel more 'trustworthy'.")

3. **Ask more users from different ages.**

4. **Add a "go back to the top" feature in every page?**

5. Text animation for the Eating Habits page (pyramid)