

Polifonia

Report

Persona Building

Personas summary (tb included in portal)

NAME	DESCRIPTION	QUALIFICATION	USE
Carolina	Music historian	Music professional	Professional use
David	Music historian	Music professional	Professional use
Keith	Music producer	Music professional	Professional use
Keoma	Architect	Outsider / Professional	Professional use
Mark	Computational musicologist	Music professional	Professional use
Ortenz	Music historian	Music professional	Professional use
Patrizia	Ethnoanthropologist	Outsider / Professional	Professional use
William	Europeana curator	Outsider / Professional	Professional use
Sonia	Playlist user	Music professional	Non professional use

Demographics: 30-40 years old

Background: completed a degree in an art or music field

Common objectives: finding new, unexplored and unexpected information about music

Scenarios: academic research or work project

Roles: multifaceted

Interests: artistic passions, very sector-specific

Goals: enrich their professional projects with new materials

Categories

Information architecture:

Hierarchical

It is initially based on Gestalt psychological theory and its main goal is to present content on the carrier, be it a book page or poster, web page or mobile screen, in such a way that users can understand the level of importance for each element. It activates the ability of the brain to distinguish objects on the basis of their physical differences, such as size, color, contrast, alignment etc.

Sequential

This structure creates some kind of a path for the users. They go step-by-step through content to accomplish the task they need. This type is often used for the retail websites or apps where people have to go from one task to another to make the purchase.

Matrix

This type is a bit more complicated for the users since they choose the way of navigation on their own. Users are given choices of content organization. For example, they can navigate through content which is ordered according to date, or some may prefer navigation along the topic.

Alphabetical

Content is organized in alphabetical order. This scheme works best when users know exactly what they're looking for and know how to describe or name the object of search, so it can serve as a navigation tool for the users.

Audience

The type of content organization for separate groups of users. As an example, there are many educational resources which divide the information according to the skill level of the learners.

Chronological

This type organizes content by date and time. It's often used on news websites, event apps, and blogs.

Topic

Content is organized according to the specific subject. For instance, online book shops divide the products according to genres.

Generous

It contrasts with more conventional search-oriented interfaces. It denotes a design philosophy for digital heritage collections that emphasises the following principles: Show first, don't ask (provide rich overviews without search); Provide samples and clues (using collection content); Show relationships (between collection features); Provide rich primary content (deliver on the promise).

Content organization model:

Single page model

When the digital product requires a minimum of the content, the single page model is a perfect choice. Websites for a single product and with focused purpose often apply this type of data structure.

Flat model

In the flat structure, all the pages are equal and they are put at the same level of navigation, so they are interchangeably accessible for the users. This type of information structure is good for the websites which have a limited amount of the content and it's not going to grow anytime soon. It may be a good idea to apply the flat model to the design of a startup company.

Index model

The index structure is one of the most commonly used. All the pages are equally similar to the flat model but the navigation system differs. Index model allows users to access pages via the page list which is available on every page of the product. This way, the index model may contain more content and remain usable and simple for users since they can skip useless pages.

Strict hierarchy model

It's called "strict" because it gives users only one way to access the subpages: from the main page. This structure is a good choice for digital products that have a specific purpose. For example, e-commerce websites use the structure so that the users wouldn't skip the important information about their new offers. Also, educational platforms may apply the model in order to make the educational process gradual.

Co-existing hierarchy model

This kind of information structure is probably the most difficult to apply. It combines the ideas of a few models. Similar to the index model, it provides users with various ways to access the content, still it aims at guiding people through a certain path so that they would take expected actions.

Daisy Model

This type of content structure is common for educational websites and apps as well as the others which require users to complete certain tasks. The daisy structure is built that way so users return to a homepage (sometimes other specific points) after they accomplish the tasks. For instance, many to-do apps automatically return the users to the main screen when they point the task as complete.

Modular cards

Cards are a standard piece of UI that serves as an entry point to more detailed information. A card can be a single component, but is often made up of some header, title, subtitle, and content. They are usually listed modularly.

Visual hierarchy:

Typographic hierarchy

Segmenting copy elements into different levels designers help users easily go from one piece of copy to the other and perceive the information in the right order.

Size hierarchy

It is rooted in human's mind that big things are somehow more important than the small ones. That's why users' attention automatically goes first to the large words or big pictures. Designers need to distinguish the level of significance for each content element and based on this data transform the components into big and small.

Color hierarchy

Colors have their own hierarchy which is defined by the power of influence on users' minds. Using the different colors designers can support a slight hierarchy of the UI elements. For example, CTA buttons in bold colors will definitely be the first thing that users see if the other UI elements are created in a softer palette.

Contrast hierarchy

Hierarchy is based on contrast itself. One element contrasts with the other and that's how users can see the differences between the content elements. Contrast can be created via visual differences including size, color, and style. Still, it's recommended to keep the contrast in balance so that one object wouldn't completely obscure the others.

Negative space

Negative space, or white space, is the area between elements in a design composition. A right amount of negative space between the elements will help users to notice and perceive each of them.

Proximity

Visual hierarchy is built upon Gestalt principles, so designers pay deep attention to the proximity of UI elements. As people tend to unify the visual elements into groups, UI components need to be placed that way so users could categorize them. If some elements are placed in a certain proximity, users automatically perceive them as a group. Designers can use proximity as a tool which helps to divide the content into subcategories.

Repetition

If people notice that some elements look similar, they may automatically unify them into one group. That's how repetition works. Designers repeat some patterns for different objects on purpose so that users can unify them.

Sound design:

Background music

Music automatically plays in the background.

Music player

Music plays within a widget element.

Sound effects

Short audios play when hovering elements.

Navigation:

Main navigation

Place an always visible menu at a fixed position on the page. Support this main menu with additional navigation tools.

Accordion

Stack panels vertically or horizontally and open up one panel at the time while collapsing the other panels

Headerless menu

Combine menus in a vertical menu using different visual clues instead of headers

Breadcrumbs

Show the hierarchical path from the top level to the current page and make each step clickable

Doormat navigation

List the main categories with the elements in the center of the home-page

Faceted navigation

Allow the users to navigate the information space by progressively selecting desired facets of the information items.

Fly-out menu

Combine horizontal navigation with a sub-menu that flies-out when the users hovers over the main menu-item

Home link

Use a fixed element, such as the site's logo, as a link to the home page

Minesweeping

Show graphical elements that upon mouse-over reveal their meaning

Retractable menu

Create a menu that can be put aside and easily retrieved again

Scrolling menu

Show the items on a linear scrolling menu

Teaser menu

Show a partial menu with "expand" capabilities

Navigation tree

Vertically stack sections and open up one at the time while collapsing the other sections

No menu

There is no navigation guidance

Search:

Advanced Search

Offer a special advanced search function with extended term matching, scoping and output options.

Autocomplete

Suggest possible label names as users are typing.

Frequently Asked Questions (FAQ)

The FAQ is one page that starts with the questions, possibly numbered and categorized, and is followed by the answers at the bottom of the page.

Search Box

Offers a search to the users who need to find an item or specific information.

Search Area

A dedicated area with different kinds of search functionality.

Search Tips

Offers help on keywords and on matching options.

Site Index

Show all pages in an alphabetical index or by topic.

Site Map

Show a map of the site.

Footer Sitemap

Show a set of categorized links in the footer of every page

Filtering

It allows the filtering process of elements shown on the main page

Feedback:

Input Error Message

Tell the users that there is a problem and how to solve the problem. Also tell the users where the problem occurred.

Processing Page

Provide a feedback page with animation.

Progress bar

Provide continuous feedback about page length.

Sound

Tell the users that they are interacting with an element through means of music snippets.

Personalizing:

Customizable Window

Select items that users can adapt or click away.

Customizable Page

Fully personalized content.

Login

The users need to identify themselves so that stored data about/of them can be used in the process they are in.

Registration

The users need to enter personal data and create an account.

Interaction Patterns:

Swipe

The Swipe action eliminates tapping and is much more interactive and smooth. It helps the user quickly switch between the tabs and acquire more information about the product.

Data Input

The user manually inserts data. It keeps users engaged with the process and helps accomplish the goal.

Infinite scroll

The infinite scroll pattern calls an action to be performed when the user scrolls a specified distance from the bottom or top of the page.

Horizontal scroll

User interacts with the elements by scrolling while content moves from left to right.

Action Button

Users need to take important action that is relevant in the current context of the page they are viewing. They must be made aware of the importance of the action in relation to other actions on the page or site.

Guided Tour

Users need to learn about how they can do 'something'. Show users how to do it in several interactive steps

Paging

Present the results grouped in pages with a fixed number of items and allow the users to move easily from one page of items to another

Pulldown Button

The user needs to select an item out of a set of items. Show the items by their visual representation in a circular fashion so that one item can be selected at a time.

Slideshow

The user wants to view a series of images/photos. Show each image for some seconds and provide controls to manually navigate back and forward, pause/resume and stop/return

Stepping

Users need to view/act on a linear ordered set of items. Allow users to go to the next and previous task or object by clicking on 'next' or 'previous' links.

Wizard

Take the user through the entire task one step at the time. Let the user step through the tasks and show which steps exist and which have been completed

Microinteractions

Enhancing the sense of direct manipulation Helping people to see the results of their actions. Animations are considered microinteractions.

Toggle

Toggles change the state of a single option. Toggles can be switched on or off by pressing or swiping them. They can also be checked programmatically by setting the checked property.

Reorder

Reorder is a component that allows an item in a group of items to be dragged to change its order within that group.

Selection

Selects are form controls to select an option, or options, from a set of options, similar to a native <select> element. When a user taps the select, a dialog appears with all of the options in a large, easy to select list.

Responsiveness:

Responsive

The content responds to the particular screen size providing an optimized learning experience. No matter what the device is.

Adaptive

It uses different layouts for different screen sizes at specific breakpoints.

Visual design style:

3D

It uses three-dimensional objects or three-dimensional spaces. It includes 3D typography, 3D characters and isometric design.

Abstract

Offering an escape from reality, abstract surrealism is taking the futuristic aesthetic to a whole new level. This trend often features fantastical illustrations, evocative images and bizarre landscapes that look like something from out of a dream – or maybe even a nightmare.

Contemporary

It is a strict interpretation of design that started in the 20th century. It is more fluid, often representing a sense of currency with less adherence to one particular style. It is used mostly in formal or professional situations and, therefore, boasts a very straightforward, conservative look.

Minimalism

A minimalist design is a design that only uses the most essential elements, including basic shapes and limited color palettes, to create something that's very simple yet memorable. Minimalism in web design is about emphasizing the content of the site instead of the design elements.

Maximalism

A reaction against minimalism: an esthetic of excess and redundancy.

Flat

Flat design is a user interface design style that uses simple, two-dimensional elements and bright colors. Flat design is a user interface design style that uses simple, two-dimensional elements and bright colors. Its characteristics are: no depth, neutral tones, straight lines and the use of negative space.

Geometric

The designs are all about angles, lines, circles and other different shapes along with their heavy usage, throughout the frame. Incorporation of shapes is symmetrical angles or in perfect curves.

Illustrated

It uses illustrations as a means of communication. They are not just decorative elements, but are used to convey information or guidance. They are usually repeated and can create a storyline to follow while navigating the webpage.

Luxury

The designs evoke the sense of pleasure and comfort in relevance of standardized living. The illustrations are incorporated with shades of gold, silver, royal blue, emerald greens, bronzes, whites etc.

Organic

Botanical design is influenced by nature. Rather than stopping at simple nature-inspired themes, botanical and organic design aims to be holistic in the sense that it seeks to harmoniously integrate both human and natural motifs.

Corporate

Corporate design is a part of corporate branding, alongside corporate identity and corporate communications. It comprises the visual and linguistic staging of the brand and serves to make the identity and values of a company visible.

Typography

Heavily based on the use of text. Font style relevant with the theme of the project. Design of the text conveys the brand message

Vintage

It emulates a graphic design trend of the past by incorporating historical typography, filters, layouts and illustrations. Visual elements that are reminiscent of the 19th century and usage of decorative styles, hand-drawn typefaces and letterpress.

Playful

Informal, light-hearted and humorous designs that appeal not only to adults, but also target audience of tender ages. The designs can be semi-realistic, realistic, animated or artistic. Attributes: Caricatured, animated elements of persons, animals or subject; Amazingly colorful; May incorporate fantasy elements.

Skeuomorphism

Interface objects that mimic their real-world counterparts in how they appear and/or how the user can interact with them.

Typography:

- **Serif**
- **Sans Serif**
- **Display**
- **Script**
- **3D**
- **Mixed**

Colors:

- **Monochromatic**
- **Primary colors**
- **Heterogeneous**
- **Complementary colors**
- **Gradients**
- **Pastels**
- **Dark mode**

Shapes:

- **Geometric**
- **Organic**
- **3D**

Readings:

- 1- [Information Architecture: Effective Techniques For Designers](#)
- 2- <https://blog.tubikstudio.com/information-architecture-basics-for-designers/>
- 3- <https://blog.tubikstudio.com/visual-hierarchy-effective-ui-content-organization/>
- 4- <http://www.welie.com/patterns/>
- 5- <https://uxmag.com/articles/defining-the-interactions>
- 6- [Interaction design](#)
- 7- <https://ionicframework.com/docs/components>
- 8- <https://www.interaction-design.org/literature/topics> Ux vocabulary

Articles

1. [How to Prevent Negative Emotions in the User Experience of Your Product](#)
 - 1.1 [When Choice is Demotivating: Can One Desire Too Much of a Good Thing?](#)
2. [User experience with commercial music services: An empirical exploration](#)
3. [Design Frictions for Mindful Interactions: The Case for Microboundaries](#)
4. [Frustration: A common user experience](#)
5. [Understanding user frustration](#)
6. [Top 10 User Frustrations on Web](#)
7. [User Frustration in Web Navigation](#)
8. [Determining Causes and Severity of End-User Frustration](#)

Task Analysis

Hierarchical Task Analysis

Task analysis can be defined as the study of what a user is required to do, in terms of actions and/or cognitive processes, to achieve a task objective. Task analysis techniques can also be used in a predictive fashion to represent how users may operate products that are being developed. Hierarchical task analysis (HTA) is a widely used type of Task analysis where a high-level task is decomposed into a hierarchy of subtasks. An HTA is sometimes referred to as a hierarchical decomposition.

Goal Composition Method

This essay describes a technique for extending a task analysis based on the principle of goal composition. Basically, goal composition starts by considering each primary goal that the user may have when using the system. A list of possible additional features is then generated by combining each of these goals with a set of general meta-goals that extend the primary goals.

<https://www.nngroup.com/articles/goal-composition/>

Workflow

1. Extract goals from competency questions
2. Match goals with tasks
3. Task decomposition: description of sub-tasks
4. Task flow diagrams