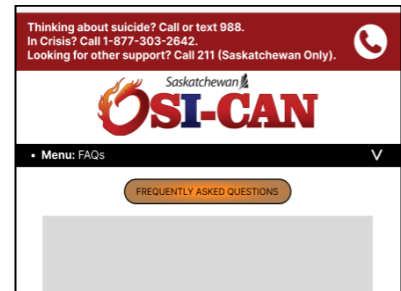
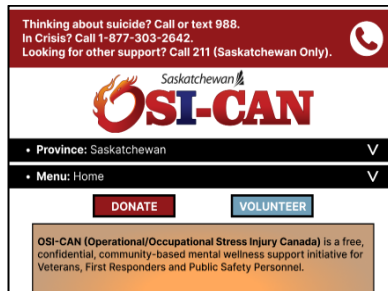


ENSE 271 – GROUP C PROJECT (OSI-CAN) PEOPLE CENTERED DESIGN

The team started working on High Fidelity Prototype (HFP) for the group project and went across several websites and creative thoughts to come up with a design that seems user friendly and influential. Throughout the process, the team made sure that all ideas link back to the people centered designing, as attracting and inviting more people (users) was one of the core principles for the designing project. Some of the aspects that became a part of the designing process are as follow:

Affordance:

The team wanted the users to immediately get an idea about the links leading them to other pages and some specific points or features by just having a look at them, thus the team introduced some specific helplines and a call icon on almost every page, along with social media platforms' icons on the homepage.

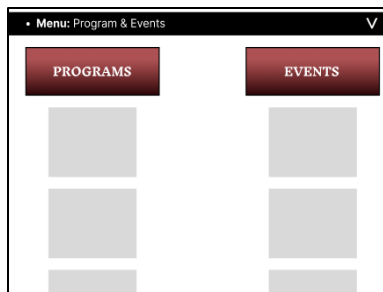


Constraints:

The team went through a lot of effort and time to understand the nature of the material provided on the website. There was excessive material, going through which was not a user-friendly experience, thus the team tried to manage and organize it for better. Having tons of material gets one in an overwhelming situation and is not positively cost-effective. Moreover, there were pictures to indicate each program and activity, but there were not enough pictures to have an idea about the main point of services and website design.

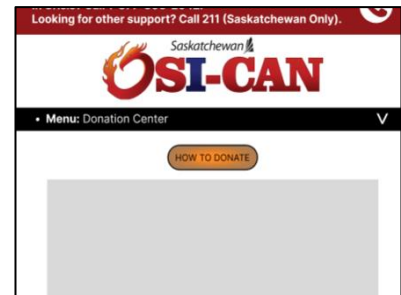
Gestalt Theory:

The team decided to group the resources with similar characteristics and introduce different categories on the resources page. Similarly, the team decided to take out the programs and events from the same page and organize them specifically. Just like that, the team decided to group the activities from different pages to a common volunteer page to indicate that they have similar nature or opportunity benefits. It was made sure that everything aligns in a perfect symmetry with respect to the design of each page.



Signifiers:

The team wanted to have a couple of signifiers which would associate the user with better and easier interaction and experience. In the process, a volunteer button was introduced along with the donate button on the homepage, which would signify the user to directly reach the donation and volunteer pages. Moreover, a how to donate layout was labelled on the donate center for better user understandability. Similarly, the introduction of a menu bar on each page was an incredible signifier for the user to figure out the page he/she would be exploring going ahead and even changing the page directly.



Feedback:

The team was familiar with the fact that feedback is one of the most important aspects for any website to work prominently, update, and upgrade. For this purpose, the team was willing to get feedback on the developed HFP from the client and multiple users around. Team came up with a questionnaire which had two categories, user specific tasks and open minded/general. Many of these questions were even added in the team presentation, and some of them were kept off the shelves. The positive and negative outcomes of the feedback helped the team to get a better understanding of the approachability, and therefore, the team decided to keep, remove, and improve the material according to the people (users) needs.

FEEDBACK QUESTIONNAIRE

- ❖ Do you think all the critical information is easy to find?
- ❖ Since we were also guided to organize the data, is it good that the resources have been categorized?
- ❖ In terms of navigation, like the menu bar, do you think it covers everything a user looks for?
- ❖ What do you think about introducing a volunteer button on the homepage, for the user's ease and interest?
- ❖ Will it really benefit a user if we introduce a search bar for programs, events, and resources on those pages?
- ❖ Are you willing to add an anonymous option, along with personal and business options for donations?
- ❖ Would you like us to explore more creative themes, options, or colours for the designs?
- ❖ Is the font/layout easy to read/understand for the users in the mobile version?
- ❖ Is there anything in the layout that looks distracting?
- ❖ Does anything in the prototypes feel like it needs more attention?
- ❖ Which aspects of the prototypes feel most successful?
- ❖ Are there any specifications from the current website, that should be or not be in the prototypes?
- ❖ Which version/prototype seems more reliable/organized?
- ❖ How much would you rate (on a scale of 1 to 10) to both versions of the prototypes?
- ❖ In your opinion, which version of the prototype follows the best navigation and organization, so we can implement the same layout and navigations on the other version as well?