



University
of Regina

Final Project Report

Project & profile page design

ENSE 871

Usability Research & Engineering



Submitted by:-

Team Pointers

Aysha(200440290), Behroze(200405671)

Priya(200460520), Sara(200461479)

Submitted to:-

Dr. Tim Maciag

Professor & Project Sponsor

University of Regina

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1 Business Need

The Saskatchewan Regional Centre of Expertise (RCE Sask) seeks to transform education for sustainability in Saskatchewan region. Education includes formal education (such as primary, secondary, and post-secondary education) as well as informal and non-formal education (such as the private media and public education by non-governmental organizations). They promote active environmental stewardship, social justice, and intergenerational equity. The RCE-SK web platform may provide an ideal centralized source of knowledge. A better understanding of how to disseminate, share, and grow knowledge on the local/provincial work towards ESD is needed. ESD helps us work together to identify and pursue paths to sustainability, leading to improvements in quality of life while sustaining healthy ecosystems. As well, ways to indicate local/global willingness to collaborate on current and future projects can be facilitated by the web platform accordingly.

Moreover, the primary requirement is to re-design and re-develop Project & Profile page in an innovative way in order to mobilize the knowledge work, i.e. what everyone is doing, what knowledge they are gaining, and how others can collaborate. This can be achieved by providing different features in website Profile & Project section and improving the look and feel as well.

Keywords

Signifiers, Software Prototyping, Popup forms, Web design, Fast feedback cycle, Icons, Projects, UN Goals

2 Project Planning

2.1 North Star and Carryover customers

In our stakeholder analysis, the North Star customers would be the Environmentalist, Researchers and Volunteers who would be teachers, students, activists etc. The carryover customers would be stakeholders and all actors (such as new students, new teachers). They will get benefit from this platform by using it and knowing it more.

2.2 Assumptions and Constraints

The assumptions related to the design & development of the project can be following:

- Developing an interactive platform to showcase particular modules in the website (modules such as project and profile, collaborate, UN goals, RCE Network, Recognition event)
- Brainstorming Ideas (using methods like Empathy mapping, Affinity mapping, USM)
- Adobe XSD (for high-fidelity prototyping)
- WordPress (for developing the design based on high-fidelity)

The uncovered constraints are integrating all the data and information of projects, limitation of plugins that are pro and not available at free cost.

2.3 Key findings

Empathy Mapping:

Key findings for empathy mapping is what we heard from the customer related to their requirements and what the customer is thinking & feeling about the design and development of the website. The customer wanted an innovative platform for the target community and all can be done by integrating the different modules into the platform. The Pain point can be to obtain all the information related to projects and the gain point can be easy access to the platform for all users.

Affinity Diagram:

The key findings from affinity diagram are defining problems and requirements for the development. The Design description of project & profile section and discussion about subject matter experts, target community etc. points are covered.

2.4 User story mapping (MVPs)

The document outline and diagrams based on discussion with a customer are included in MVP 0 initially. In next MVP 1, we defined the main stories or features for the target user. The MVP 2 and MVP 3 are related to the functionalities of low and high fidelity prototypes, respectively. The final MVP 4 is developed and working model of features in the project & profile page for the target community. The MVP 4 summarizes the final release as a WordPress development and deployment.

2.5 Summary of prototypes

In low-fidelity prototype, we design the project & profile section features using pencil and paper. In the high-fidelity prototype, we reflected the design from the low-fidelity prototype using Adobe XD software. Following are the linked design concepts to class topics:

1. Signifiers:

Following are the signifiers we have used such as add to favorite, hamburger menu, grid view, quick share, list view and close button respectively.



Figure 1 Icons used

2. Gestalt principle

Organizing the projects of the same type by applying filter (Similarity, Proximity). We have added different search options to group the projects that are shown in Figure 2.

Expanding or navigating to a different pages by clicking view more on the project name (Continuity, Connection). We used view more and add to favorite option for the same. We have also added hyperlinks for the project details and linking same kind of projects (Figure 3 and Figure 4).



Figure 2 Similarity & proximity of gestalt principle

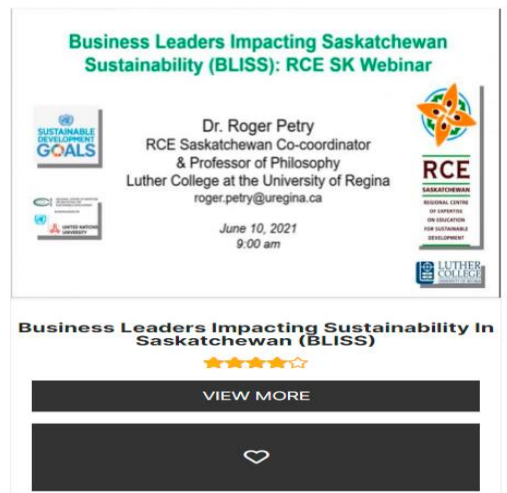


Figure 3 Linking of projects

[Additional information](#) [Reviews \(1\)](#)

Additional information

Year	2020
City	Candle Lake
Ecosystem	Forest
Status	Ongoing
Target Audience	Community, TVET, Youth (Informal)

Figure 4 Use of hyperlinks

3 Project planning

The outcome after implementing the design of the website using WordPress is exactly like the drafted design and prototype. Here are the outcome of the implemented design in WordPress. Plugins for integrating forms and other features gave the best result as below.

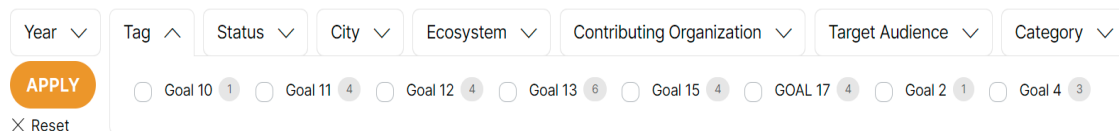


Figure 5 Implementation of filter based on high fidelity

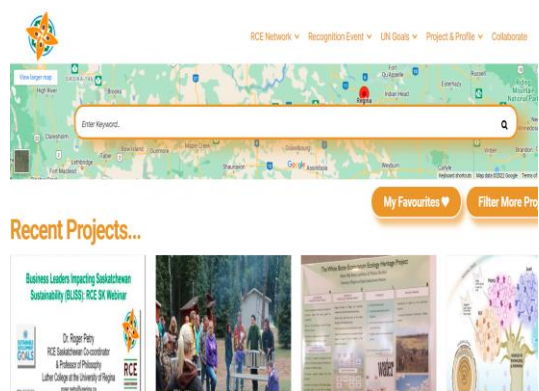


Figure 6 Main page

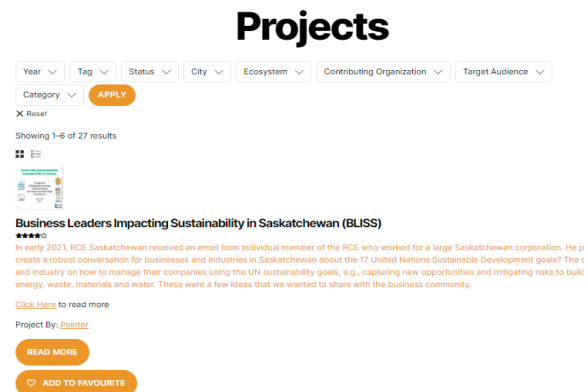


Figure 7 Project page as list view

3.1 Summarize how you felt about the project

We enjoyed the whole process from defining the requirements to implementing it. It was good way to start from low-fidelity and then high fidelity and implementing our final drafted design into WordPress. We also had some concern about the time constraint, but at the end, we managed it by delegation and prioritization.

3.2 Summarize what went well during the project

Our final design in WordPress is exactly according to what we expected in fidelity prototypes. We implemented everything we wanted and we feel great about that.

3.3 Summarize what not went well during the project

In the early stage of implementation, we hit the roadblock about showing projects in grid/list view. We overcame it by trying and exploring different available plugins. After that, everything went well and we did not face anything unwanted or unexpected.

3.4 How successful was your team in translating prototype into WordPress reality?

The outcome after implementing the design of the website page using WordPress is exactly like the drafted design and prototype. We tried our best to manage the features implementation as a team.

3.5 Did you find that people-centred design ideas discussed in lectures helped your design explorations?

Indeed. The design concepts we can think of such as high functionality application (threshold and ceiling), affordances, and constraints such as logical, physical, semantic and cultural. The design idea we followed is to keep it simple and silly (KISS). There are many

other designing concepts and process ideas we followed such as fast feedback cycle, conceptual model, mapping of details using hyperlinks, metaphors, etc.

3.6 What would you do the same on future projects?

The process of implementing design is the best way to use it in any project. In this process, from defining to designing and then implementing, we can make the changes at early stage if necessary based on feedback. We would also like to follow the fast feedback cycle and use of icons in web or software designs.

3.7 What would you do differently on future projects?

We can explore more plugins for defined features in our future projects. We will do better time management and allocation of task as well.

3.8 Summarize opportunities and design ideas for future work

The design will improve if we get the opportunity of using the pro plugins. Apart from WordPress, we can also look into different tools for better website designing and implementation if any. We can also include statistical analysis of website views and project analytics in dashboard that will be more clear and attractive to user and contributors.

4 WordPress themes and plugins

#	Plugin name	Rating (# of users)	Last updated	Active installations	Description
1	Elementor	4.5 (6149)	4 th April, 2022	5 + Million	Leading website building platform for WordPress, enabling web creators to build professional, pixel-perfect websites with an intuitive visual builder.
2	WooCommerce	4.5 (3852)	10 th March, 2022	5 + Million	WooCommerce is used for a store that powerfully blends content and commerce.
3	Themify – WooCommerce Product Filter	3.5 (60)	5 th April, 2022	30000 +	Allow users to easily filter through products by categories, attributes, tags, and much more. As users select a filter they will be able to see live search results.
4	Smart WooCommerce Search	4.5 (21)	10 th Feb, 2022	10000 +	Users will be able to find any product on online store by entering the required keyword and the plugin will start viewing all WooCommerce products one by one.

5	Formidable forms	4.5 (843)	6 th April, 2022	300000 +	Drag & drop WordPress form builder plugin to create a contact form, survey, quiz, registration form, payment form, email marketing, or calculator form.
6	Popup builder	5 (1974)	5 th April, 2022	200000 +	Used to create popup with a wide range of WordPress popup types, conditions, and events.
7	Essential addons for elementor	5 (2497)	27 th March, 2022	1 + Million	Adds power to your page builder using easy-to-use elements that were designed to make next level WordPress pages and posts design easier and prettier than ever before.
8	NC Grid List View for WooCommerce	4.5 (2)	10 th April, 2016	100 +	This plugin allows you to add list and grid view toggle option to your WooCommerce store.
9	YITH WooCommerce Wishlist	4 (221)	6 th April, 2022	900000 +	Users can save their favourite products, find them quickly and easily later. In addition, they can share the wish list with anyone.
10	UpdraftPlus	5 (6044)	13 th March, 2022	3 + Million	It is used for backup and restoration of website designed in WordPress.

5 References

<https://en-ca.wordpress.org/plugins/elementor/>
<https://en-ca.wordpress.org/plugins/woocommerce/>
<https://en-ca.wordpress.org/plugins/themify-wc-product-filter/>
<https://wordpress.org/plugins/smart-woocommerce-search/>
<https://en-ca.wordpress.org/plugins/formidable/>
<https://en-ca.wordpress.org/plugins/popup-builder/>
<https://en-ca.wordpress.org/plugins/essential-addons-for-elementor-lite/>
<https://en-ca.wordpress.org/plugins/nc-grid-list-view-for-woocommerce/>
<https://en-ca.wordpress.org/plugins/yith-woocommerce-wishlist/>
<https://en-ca.wordpress.org/plugins/updraftplus/>
<https://saskrce.ca/>

6 Appendix

Git-hub: https://github.com/priyacshah/RCE_Sask_Website_Design
 Documentation: https://github.com/priyacshah/RCE_Sask_Website_Design/tree/main/Documentation
 Prototypes: https://github.com/priyacshah/RCE_Sask_Website_Design/tree/main/Prototypes
 User story: <https://landofooo.storiesonboard.com/m/ense-871-team-pointers-rce-sask>