

Exercise 3b

Create a prototype with familiar and unfamiliar navigation elements. Evaluate ease of use with different user groups using wireflow.

Aim:

The aim is to design a prototype with both well-known and new navigation elements and measure user-friendliness across different user groups using Wireflow.

Procedure:

Step 1: Plan Your Prototype

1. Define Navigation Elements:

- **Familiar:** Standard menus, top bars, footers, sidebars.
- **Unfamiliar:** Hidden menus, gesture-based navigation, custom swipes.

2. Sketch Your Layout:

- Start with paper sketches or use tools like Figma/Sketch for visualizing design.

Step 2: Set Up Your Wireflow Project

1. **Sign Up/Log In:** Create an account or log in to Wireflow.
2. **Start a New Project:** Name your project and choose a template or start from scratch.

Step 3: Design the Prototype

1. **Add Familiar Navigation:** Drag and drop components like menus, buttons, etc.
2. **Incorporate Unfamiliar Elements:** Add hidden menus or gestures.
3. **Link Screens:** Use Wireflow's tools to connect screens and create transitions.

Step 4: Prepare for Usability Testing

1. **Identify User Groups:** Segment users by age, tech-savviness, or experience.
2. **Recruit Participants:** Find users through tools like UserTesting, forums, or social media.

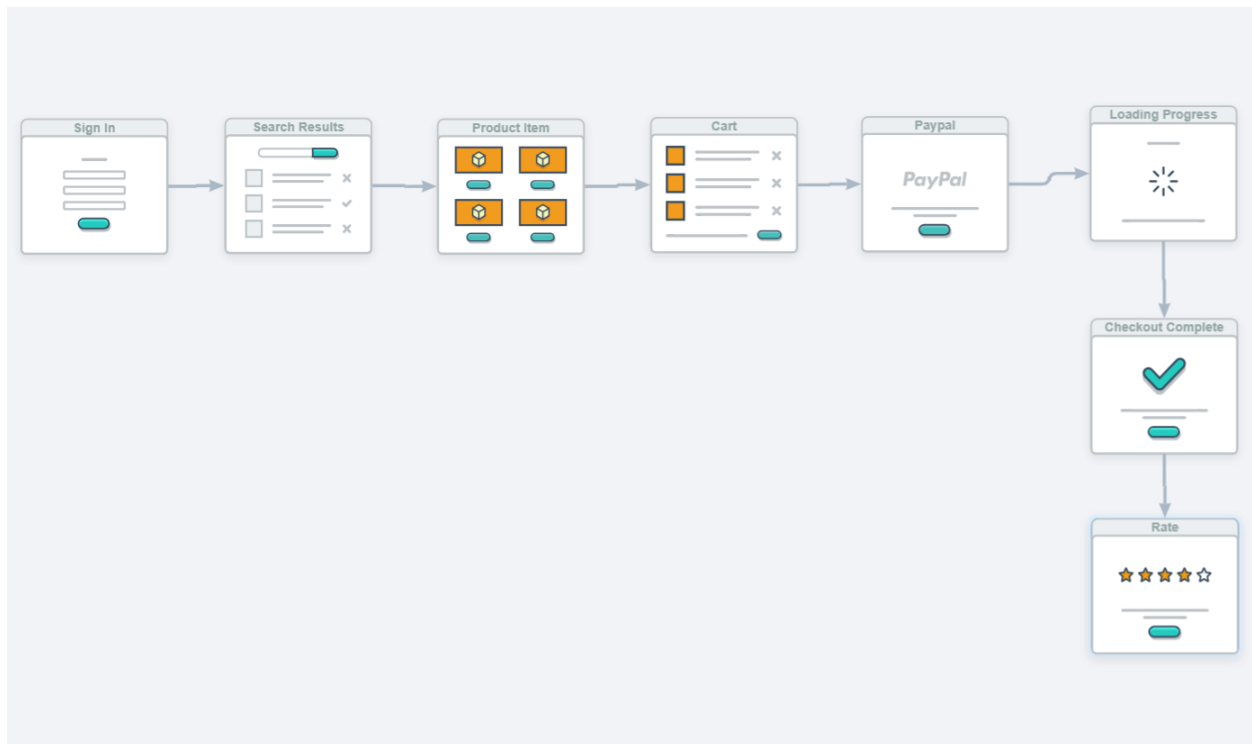
Step 5: Conduct Testing

1. **Share the Prototype:** Send a shareable link for users to interact with.
2. **Test Sessions:** Ask users to complete tasks using both familiar and unfamiliar navigation.
3. **Collect Feedback:** Use Wireflow's feedback system or conduct follow-up interviews.

Step 6: Analyze and Report

1. **Analyze Data:** Look for patterns in ease of use and preferences.
2. **Compare Results:** Examine how different user groups interacted with navigation types.
3. **Create a Report:** Summarize insights, challenges, and recommendations.

Output:



Result:

Hence, the prototype with familiar and unfamiliar navigation elements has been successfully executed using Wireflow.