LITTER BOX

SEMANTIC VIDEO SITE

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CIS*4300
Assignment 3: High-Fidelity Prototypes

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DESIGN DECISIONS

COLORS

Women are more likely to own cats than men. Multiple studies have proven this, such as a survey done by Global Gfk found in 22 countries, a more significant percentage of cat owners is women (Global Gfk, 2016). Based on this information, pink is chosen to appeal to the application's target audience (children and young women). Pink is strongly associated with femininity (Arhipova, 2020); hence it will be a practical color choice.

EMOTIONAL VARIABLES

The purpose of this website is for people to enjoy cat videos to the max. People's primary positive emotions when watching cat videos are happiness and enjoyment (Myrick, 2015). The website evokes happiness by putting the focus on the content. The content itself is happy, so users will feel that emotion by merely seeing a picture of a cat. Furthermore, to ensure the users stay happy, the website is easy to use with all information readily accessible to them. Enjoyment can be felt due to the flow of content and the ease with which a user can find new cat videos to see. Since the design is easy to use, the user will not be hindered, and the design will not take away from the user's enjoyment of cat videos.

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ANY CHANGES?

Overall, little has changed between the low-fidelity paper prototype and the high-fidelity Figma prototype. The only changes revolve around font choices, and changes with alignment. But the overall look and feel of LitterBox is comparatively the same between the two prototypes.

WHY SCENARIOS WERE CHOSEN:

The stories chosen for the high-fidelity prototype are Story 1: Navigation and Story 4: Watching Videos / Label Interaction. Navigation was selected as it lays out the essential groundwork for how a user would control the application and look at most pages on the application. The second story was chosen as it shows how the unique attribute (labels) of the website functions and how a user would interact with that feature. The other two stories were not chosen, as they have features that are difficult to implement using Figma. Story 2: Labeling has elements that require complex user input, for example, selecting what portion of the screen a user would place a label. Also, this story has the added complexity of a user interacting with the tools provided for labeling. While Story 3: Searching would have been possible to implement in Figma. It would still have been challenging to provide accurate results based on what the user was searching, without a backend or database to support this functionality. Overall, the stories were selected on how functional they could be in Figma.

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EVALUATE SYSTEM

When evaluating the system, I want to determine the following:

1. The accessibility and scope of system functionality
2. User's experience with application
3. Find problems with the system

These goals are important to determine a user's satisfaction with app, and to determine the efficiency of LitterBox's design. To do this I would use a mix of Quick & Dirty evaluation and Analytical. Quick & Dirty will be employed to get informal feedback from users from the apps target audience (mainly my family & friends, who are predominantly women and fit into the target market), to test usability, accessibility, and ensure app does what its expected to do. This testing will be used throughout the design process and was used to build the high-fidelity prototype. It ensured ease of use and provided feedback on where the design needed to be tweaked. Since, family members are being used I can get immediate and frequent feedback. However, since people I know are my user's they will have a bias towards me and may hold back from giving me their honest feedback to spare my feelings.

Hence, Analytical testing will also be used to account for that bias. An expert will be brought in to test the system and look for any flaws with LitterBox.
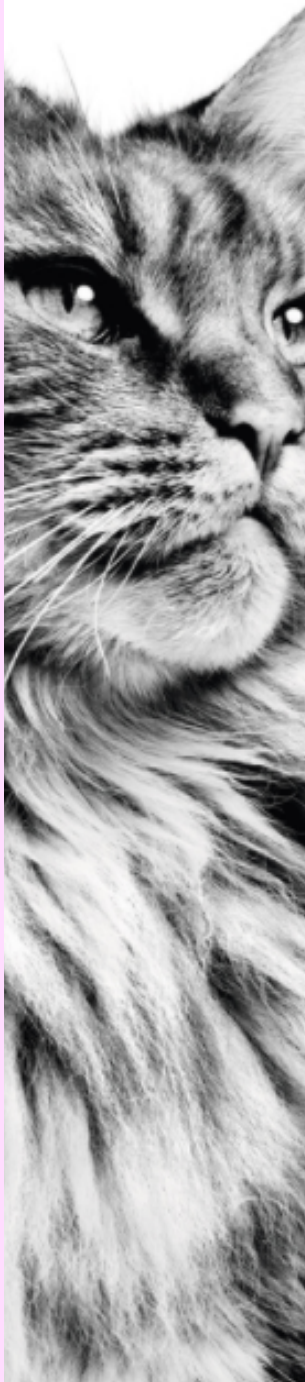
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USER TESTING

When doing user testing, I would do usability testing. Using this testing will give me the benefit of determining how each user preforms the same task list, but also gathering user satisfaction information. Using the stories as guidelines for my tasks, I would want to know if my users are able to preform the task within a specific time frame. The testing would be recorded, and the user would be required to submit a satisfaction questionnaire at the end. The questionnaire would help determine the emotional impact of the app, hear individual thoughts, and pose inquiries bearings at deciding a client's fulfillment with the LitterBox.

OBSERVING USERS

When observing the users, I would implement indirect observation, as it is less obtrusive, and the user is more likely to demonstrate their actual opinions. The observation will be done by recording the user's screen and video recording the users while they perform the tasks. The screen recording will allow observation of user tests after they are completed, eliminate any predisposition the observer may direct toward a user. Analytic software can be used to examine user tests. The video recording can be used to quantify human qualities, like facial expressions.

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EXPERT CONSULTATION REQUIRED FOR

I would require expert consultation for the label aspect of LitterBox. Since the labeling feature implemented does not exist for any of LitterBox's competitors, I would want an expert's assessment. Their assessment will assist me determine if the functionality is easy to use, where it needs improvement, and the intuitiveness of labeling.

REFERENCES

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