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DreamX Project Report

CIS*4300 - Project

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Perceptual Considerations

Colors

The design's primary colours are a greyscale, with an accent of red used to draw attention and a pop of colour. This ensures that everyone interacting with the website will have the same design effect. Using only one accent colour will attract attention but minimize the effort to distinguish between colours, and selecting red as the accent colour conveys danger, strength and attracts attention. Since the business the website is designed for is illegal, these connotations must be carried through the colour usage. Also, red has excellent contrast with white and the shades of grey used across the website. Due to this, it does a great job of drawing attention to specific aspects of the website.

Emotional Variables

The purpose of the website is to get potential clients interested in dream extraction. So, the primary emotions the website should invoke are intrigue and excitement. The idea of dream share is an intriguing concept on its own, so the user is likely already experiencing it as it uses the website. I want to supplement that emotion by making sure the website is simple to use, so the feeling is not hindered by frustration. And by making the website interactive, the user is forced to look around for more information furthering the intrigue.

Gestalt Principles

I use several gestalt principles across my website. The similarity principle is used widely across the website, each page uses this principle. As any aspect of the page that is redundant has the same design, such as the headers, the Roles on the Team section, breadcrumbs, the F.A.Q section and the Packages. The Packages section, where each package is described uses the law of symmetry, it is also used in the Roles on the Team section. Lastly, the website employs the proximity principle, as many similar items are clustered together.

Attention and Memory

The primary way the design keeps the user's attention is by keeping all information at the center of the page. This ensures that the user's eyes remain in the same spot on their screen when navigating the website, not overloading the user's memories. Secondly, using standard website features, such as navbars and breadcrumbs, the user can immediately attend to what is essential. All the information presented on the website is easy to comprehend and laid out appealing, facilitating the user's attention. Since the design is very simplistic, the user is unlikely to get distracted and focus on learning more about DreamX.

Goals

Usability Goals

The primary usability goals of the website were effectiveness, learnability and efficiency. Effectiveness was a goal as I wanted to ensure that the website did what I intended, and this was easy for a user to understand. Learnability was another goal as I wanted to make sure the website was easy for a user to learn, and a user would not give up on understanding DreamX due to poor design. My last usability goal was efficiency, and I wanted a user to perform tasks on the website quickly and without hindrance.

User Experience Goals

The main user experience goals I had were to be aesthetically pleasing and enjoyable. The website needed to be aesthetically pleasing. The website's primary users will be wealthy individuals, so the website needed to be likeable and creditable to influence brand perception and credibility. The website needed to be enjoyable to ensure the user was not frustrated while using it and encouraged to think about working with DreamX.

Potential Users

First Time Users

First-time users will be the group of users who have just recently gained knowledge of the dream world or users whom the company wants as potential buyers. These users have likely come into contact with this website through a known user or an employee at DreamX. The first-time users will spend most of their time interacting with the Dream World page to learn and decide if they require dream extraction.

Known Users

Known users are aware of the dream world and have used DreamX's service in the past. They have an account with DreamX and are inclined to use DreamX's service on occasion. These users will mostly interact with the Packages and Consultation page.

Inception Users

Users who know about Inception are very special. These users have been provided with their login and given hints or heard rumours of the mysteries of Inception. Due to this, they can access the inception portion of the website. These users are also likely to visit DreamX to get dream extractions done regularly.

Accidental Users

Accidental users have stumbled upon DreamX by chance but never get past the 404 page or the login page. These users will only visit the site once and assume it was an accident.

Developers

This group of users have developed DreamX and are now maintaining and adding features to it. The developers will explore every cervix of the DreamX website and understand its functionalities the best. Developers will also be most familiar with how to navigate the various secrets of the website.

Requirements

Gathering Requirements

If DreamX were a real company, I would gather requirements by interviewing employees from DreamX to determine what functionality they want, what kind of data they want to be displayed on the website and any usability input they might have. This interview would be unstructured as I want to get a feel for what DreamX intends to get from the website, and I like the people in the group to speak freely and unveil various pieces of information they would not provide otherwise. This information would help determine what their real desires are for the website.

Another requirement gathering activity I would do is a questionnaire with potential clients of DreamX. A questionnaire is the best method to get input from potential clients, as it allows anonymity. The questionnaire would gather information about what kind of data the clients are expecting to find on the DreamX website and gather user characteristics.

Assumed Requirements

List of Assumed Requirements:

1

Website appears legitimate

2

Content is good and understandable

3

Easy navigation

4

Good color combination for ultimate contrast

5

Website is effective, learnable, and efficient

6

Aesthetically pleasing

7

Enjoyable to use

Tasks & Scenarios

Tasks

The most important task DreamX does is provide users with information about DreamX, the dream world, and the service offered by DreamX. The other task it does is allow users to contact DreamX so they can hire them for a job.

Story 1: Entering Website & Navigation

How a user will find the main website and navigate to various pages.

1. User starts at the 404 page
2. Clicks on the image of a cat
3. Directed to login page > user logs on
4. Hits DreamX home page
5. Uses Navbar to explore the website
 - a. Or hits the Read More button on the first slide on the homepage

Story 2: Find dream world term

Having heard a dream world term, the user wants to find what it means

1. Having heard a dream world term, the user wants to find what it means
2. The user is logged on and can view the DreamX website
3. On the Navbar, the user selects Dream World
4. On the Dream World page, user finds the term in the Check the Definitions section
5. Clicks on the term and learns its definition

Story 3: Getting a Consultation

A user wants to hire DreamX for a dream extraction job

1. The user is logged on and can view the DreamX website
2. On the Navbar the user selects Consultation
3. On the Consultation page, the user fills out Contact Us form
4. The user finishes filling out the form and hits the Send Message button
 - a. If the form filled out incorrectly, the user is warned of errors
 - b. Until errors are corrected the user cannot send a message

Story 4: Finding Inception

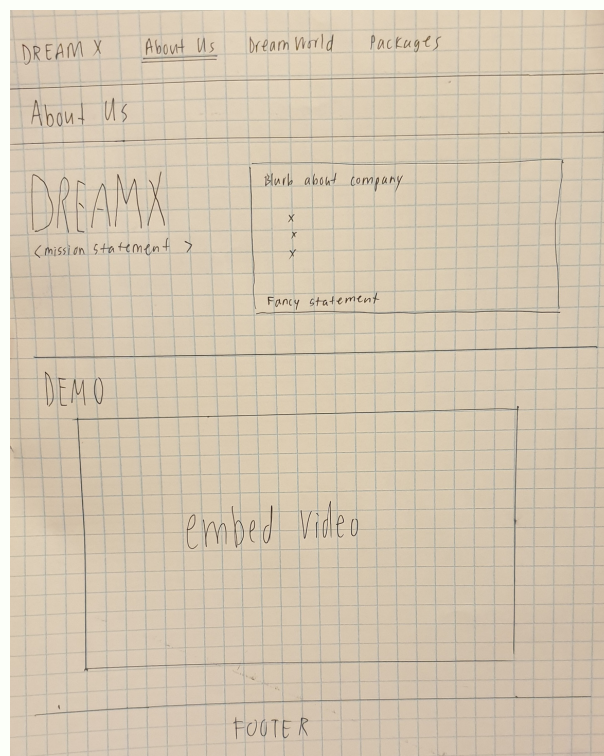
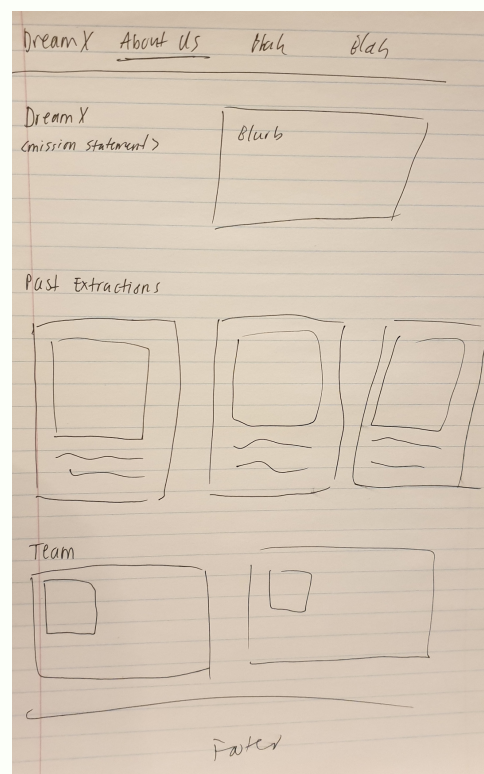
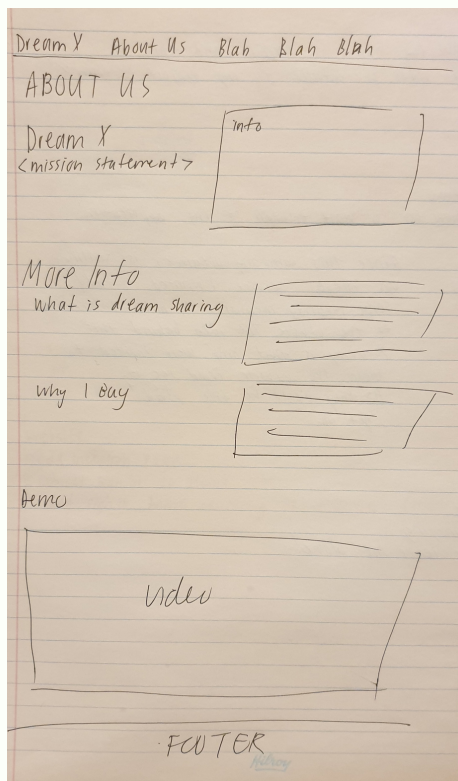
Having heard a dream world term, the user quests to find what it means

1. The user is logged on and can view the DreamX website
2. The user finds the hidden button on the third slide on the
3. homepage
4. User clicks that button
5. Directed to the inception password page
6. If correct password entered user can see Inception page

Prototyping

The main prototyping, I did was paper prototyping. Where I tested various layouts and determined what pages I wanted displayed on the website.

Here are some examples of prototypes for the About Us page:



Layout Considerations

Paper prototyping helped get an idea of how the layout should look. The ideas for the paper prototyping came from looking at an official business website for ideas. As I wanted to make sure the website looked legitimate, so I mimicked website layouts I saw in official business. Since the majority of the website is unique ways to present information, I took a hierarchical layout approach. So, the website would have a navbar, page title, headings, then info, and lastly a footer. When I was unsure of the flow of a layout, I had my sister and cousins test out the website and with their input, I changed the layout. Their input especially came in handy when planning the layout for the Check the Definitions portion of the Dream World page. As I struggled, with determining the best method to present the various definitions. I wanted to make sure the layout remained efficient and learnable for potential users.

Events, Input and Errors

My website's most significant event is switching between pages; the navbar and breadcrumbs facilitate this event. When a page becomes active, the corresponding page label in the navbar changes the text colour to red to indicate to the user what page they are on. Another smaller event on the website is in the Check the Definition section, where a user can switch between various dreamworld definitions. Click a definition, change its text colour to red and adds a red border to the right of the label border. They are creating a significant cue for the user to indicate an event action. The only input and error handling on the website are in the Consultation page, where the user must fill out a form to send to DreamX. Each input box indicates the type of input required

and the length through a visual cue. When hitting the send messages, if the input field has not been filled out, red error text appears under each missing area with additional instructions. The error messages will leave once the user fixes the issue and is a good indicator.

Evaluate Design

When evaluating the website, I want to determine the following

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

These goals are important to determine a user's satisfaction with the app and determine the efficiency of DreamX'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 app's target audience, test usability, accessibility, and ensure the app does what it's expected to do. This testing will be used throughout the design process and was used to build the final product. 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 users, 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 DreamX.

Expert Consultation Required For

The website contains sensitive information about dream sharing. Additionally, it would be difficult to do user testing on the actual information presented on the website, while still maintaining anonymity and keeping DreamX staff safe. Hence, I would want to get an expert who knows of dream-sharing to evaluate the website without hiding any details of the website. The expert would be able to answer some of the following questions:

- Is there any missing information on the website that would be pertinent to a potential buyer?
- Is the data presented unclear or hard to understand?
- How efficient is the website about getting across its main purpose?
- Does the website fit the brand of DreamX?
- How easy is the DreamX website to use?
- Is the website fun to use?

With the questions answered, and any additional input from the expert I would be able to confirm if the goals of the website are being met by my design.

User Testing

When doing user testing, I would do usability testing. Using this testing will help determine how each user performs the same task list and gather user satisfaction information. Using the stories as guidelines for my tasks, I would want to know if my users can perform 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 app's emotional impact, hear individual thoughts, and pose inquiries bearings at deciding a client's fulfillment with the DreamX. Due to the website's sensitivity, I would change the data on the website with mock data to ensure dream-sharing stays a secret.