

Human-Computer Interaction:

Report for the design of desktop & mobile website

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The grouping and structure of the report has been inspired by Report_example1 [1].

1 Design

1.1 Introduction

This project was about creating a high quality design for the upcoming website of the startup, Adam & Aoki. Since Adam & Aoki is a new brand, this project started with a blank piece of paper, something which gives one a lot of possibilities but also a lot of questions. Thorough testing and designing resulted in a complete design and a partly developed website for desktop and mobile devices which is discussed in this report.

The first chapter of the report starts with the persona's, scenarios, and use cases, upon which, the design was based. Secondly, this chapter contains reports regarding first prototypes, usability, and accessibility.

The second chapter considers the final product: it's capabilities, and limitations. Further, it contains documentation about the website and also design features for future development.

The third and final chapter discusses the evaluation of the project, regarding the project as a whole, issues which were resolved during the project and issues which are still to be handled.

1.2 Persona's

1.2.1 Persona 1 - The young parent

Demographic Details

Name: Fiona

Age: 35

Occupation: Part time Clinical Psychologist and Mother

Personal Details

Fiona raises 2 young children (ages 3 and 7) with her husband Bob. She is the typical careful mother and reads a lot of books and articles about how she should raise her children. She has attained a bachelor's degree in psychology and currently works part-time at a Psychological clinic where she helps people with their everyday problems.

Attitudinal details

Mental model: Fiona is a people person and loves to communicate with others about the topics she likes and cares about. Fiona is environmental friendly, or at least tries to be. For example: She drives a small car, reuses her water bottles and is vegan. She loves to do sports and encourages her family to be outgoing.

Pain points: Fiona's is a young energetic family who likes going out for trips. But usually, her

kids get sunburnt and she would like to be more carefree about that.

Feelings: She would like to give her kids the freedom of playing outside and be reminded of putting sunscreen on them.

Goals and motivations

Goal: She wants to be carefree about applying sunscreen when it's shiny, so she wants to have an accurate reminder to apply sunscreen.

Motivation: Able to relax and not use the phone when going outside with family.

Behavioral details

After using the product, Fiona feels more secure and relaxed when going out on trips. The kids know when they need more sunscreen again and are free about playing.

1.2.2 Persona 2 - The caring grandfather

Demographic Details

Name: Jack

Age: 74

Occupation: retired US military pilot.

Personal Details

Jack is the father of Bridget, a mother of 4 children. Jack is the happy grandpa of 5 children and likes playing with them and gifting them. Jack received a smart phone from his children last Christmas and he is now discovering technology and internet. He likes browsing websites for products and actively participates in discussions.

Attitudinal details

Mental model: Jack is a very caring grandfather and wants his children to have the best facilities. As a retired army man, he has a lot of free time and he likes contributing to discussions and discover new products.

Pain points: From his 6-month deployment in Afghanistan, he knows a lot about the dangers of the sun. As a resident of California, Jack likes to be playful with his grandchildren but at the same time, he is afraid they will catch a sunstroke.

Feelings: He wants his grandchildren to stand out from the rest. He wants an easy, durable and reliable solution to them getting sunburnt.

Goals and motivations

Goal: Be the cool grandpa and make his grandchildren happy with responsible clothing

Motivation: Loves to see his grandchildren happy and safe.

Behavioral details

Jack was jubilated to see the reaction of his grandchildren when he gifted them a pair of Adam & Aoki. He bought one for himself to join the squad for adventures and wild play under the sun. He takes immense pride in describing the product to his fellow grandparents and recommends it to them.

1.2.3 Persona 3 - The investor

Demographic Details

Name: Richard

Age: 42

Occupation: Investor and Entrepreneur

Personal Details

Richard is a highly successful investor and entrepreneur who lives in Florida. He is an only child and his parents were farmers. Grown up in a humble family, Richard has always dreamt of humanity scaling peaks of evolution. He strolls by his daily life thinking of ways he can contribute to the society and make this world a better place. Richard became a man of six digits after selling his first IT company. Ever since, he has been looking for opportunities to invest on startups and help them evolve.

Attitudinal details

Mental model: Richard buys all the economic magazines and newspapers. He is well aware of the market and is able to see through the facade of a company. His predictions about the future market are usually correct, which is why he has grown into a successful investor.

Pain points: Richard hates to see so much investors who just invest in whatever they can make the most money on, he really wants to have a bond with the product and the brand. Richard is sick of gimmick that startups play and he is looking for genuine companies.

Feelings: Richard read Adam&Aoki's vision and saw that his was inline with it. He was really impressed by the quality of the product and he believes that it can scale well. He thinks of investing on Adam & Aoki and introduce new products in the line for more problems faced by general people.

Goals and motivations

Goal: To invest in a company he believes in and to network with people of the same mindset.

Motivation: Make the world a better place, and especially for his family.

Behavioral details

Richard is always on the lookout for new investing possibilities. When he came across Adam & Aoki he immediately felt like this was something he wanted to get involved in. He contacted the founders personally and agreed to meet sometime soon. Thereafter he asked his secretary to schedule an appointment with the founders and his financial advisor which will take place within a few weeks.

1.2.4 Persona 4 - The professional athlete

Demographic Details

Name: Zakaria

Age: 23

Occupation: Running athlete

Personal Details

Zakaria is a happy single with no children. She has no recent serious relationships and isn't searching either. Having Jamaican roots, she was adopted at the age of 4 and grew up in a foster family with 2 other adopted brothers. She was raised in the outskirts of London where she still has a broad social network. She is a sports enthusiast and loves going for a run. Currently she is training for her first Olympic game where she will participate in the 1000 meters.

Attitudinal details

Mental model: She enjoys the time she spends with her family and friends. However, she gets the most pleasure out of running. Living healthy is extremely important to her also because of her sport. Since she is outside for training a lot the sun is a major risk for her.

Pain points: Given her dark skin color it is hard for Zakaria to see when she gets her skin burned. Once she missed an imported race because she had a severe sunstroke.

Feelings: Sunscreen couldn't prevent her severe sunstroke, ever since Zakaria takes the risks of the sun a lot more serious.

Goals and motivations

Goal: To live as healthy as possible and reduce all risks which could influence her race at the Olympic Games negative.

Motivation: Win the 1000 meter female running race at the Olympic Games.

Behavioral details

Zakaria was very interested in the product when she heard the idea. Since the Adam & Aoki shirt couldn't have any possible negative side effect Zakaria didn't hesitate and immediately ordered a T-shirt. Since she is satisfied with the T-shirts she suggested it to some of her friend and family and is thinking about contacting Adam & Aoki for a possible sponsorship and the Olympic Games.

1.3 Scenarios

1.3.1 Scenario 1 - First buying scenario

Fiona's Scenario:

Fiona came across Adam & Aoki via a social media platform. She liked the concept since it addresses her need to be a carefree parent. The durability and the eco-friendly aspect of the product made her more comfortable to buy it. As an aware individual, she likes knowing complete details of the products she is using. She likes to know how it was made and how it solves an issue. She checks a lot of reviews before buying things. She would also like to discuss her experiences with other parents and learn how to become a better parent. She would feel more secure if a company presents her with contacts or FAQs for her urgent concerns.

Important from this scenario:

- Fiona would like to have enough information before purchase.
- Fiona finds it important to interact with other people and hear about their experience.

Design requirements from the scenario:

- There should be clear information about the product, skin type, UV index, etc.
- There should be a community website with reviews.
- There should be a helpline number / FAQ section where she can learn how to handle the product.

1.3.2 Scenario 2 - Second buying scenario

Jack's Scenario:

Jack is sitting home when he is bored and lonely. He starts browsing the Internet using his new smartphone. When doing so, he comes across a news item about tips to stay healthy and comfortable in the sun. One of the tips talks about a new gadget. It is a piece of clothing from Adam & Aoki, which recently hit the market. He was impressed by the simplicity and reliability of the product. Within a few clicks, he was able to buy the product. As a newly introduced person to the internet of things, he would feel secure with the website's payment portal. He was so enthusiastic about the product that he wanted to tell his friends about it.

Important from this scenario:

- Jack is not a very technical person himself. So, checkout and website must be clear and easily understandable for him.
- Jack does not want too much information when checking out. Jack wants to be assured that the payment is secure.
- Jack would love to have an easy way of sharing the news with his friends.

Design requirements from the scenario:

- The website should be minimalist. It should be easy to navigate and must have user accessibility features.
- The purchase portal should feel secure and not overwhelming.
- The product should have a sharing option.

1.3.3 Scenario 3 - Investing scenario

Richard's scenario:

After first hearing about Adam & Aoki and their product Richard became interested. Although he wasn't particularly interested in buying the product for himself, just to get to know the brand a bit more he ordered a T-shirt for himself. After receiving this he became more and more enthusiastic, the design of the package, the packaging of the T-shirt, the design of the receipt, he could see Adam & Aoki really put in effort in all of this. Those little details helped Richard decide that this was a company he would like to invest in. He contacted the founders of Adam & Aoki which were a bit insecure, with Richard being their first big potential investor, but nevertheless really interested in what he has to offer. They all agreed to schedule an appointment with the founders, Richard and Richard's financial consultant. This appointment will take place any time soon while the founders have send Richard a couple more T-shirts as a gift.

Important from this scenario:

- Richard is an investor with a vision, he hates the fact that a lot of investors just invest in whatever is most profitable. Richard is a man who wants to make the world a better place and feels himself honored to be able to do this by investing and make a good living at the same time.
- Richard is a man of great detail, no matter how small, it matters. The fact that Adam & Aoki genuinely gives customers a feeling rather than just a product by addressing every detail is something he appreciates.

Design requirements from the scenario:

- There should be a way for anyone to contact the founders of Adam & Aoki. This however will require some sort of filtering mechanism so that the founders won't receive emails which can better be answered by employees.
- Since Richard receives some free T-shirts, it should be possible to adjust the stock of the product without an order.

1.3.4 Scenario 4 - Newsletter scenario**Zakaria's scenario:**

After her first time wearing an Adam & Aoki T-shirt Zakaria was very enthusiastic about the product. She was unsure how to wash the T-shirt and maintain it. Because of her enthusiasm on one hand and the uncertainty how to wash the T-shirt on the other hand Zakaria went to the website to get some information. She found the answer to her question about how to wash the T-shirt on the FAQ page. She also figured that Adam & Aoki was a company she would love to get sponsored by and since she will participate in the upcoming Olympic Games she thinks she is also very interesting for the company. That's why she contacted the headquarters about any possibility to sponsor her. Furthermore, she was interested in races and other events hosted/sponsored by Adam & Aoki, so she signed up for the newsletters as well.

Important from this scenario:

- Reliability is very important for Zakaria, she can't afford herself to damage the function of the clothing
- Zakaria wants to be sponsored by a company with which she can really engage, a company with whom she feels a bond.

Design requirements from the scenario:

- There should be a way of receiving newsletters about upcoming products and events.
- There should be an FAQ section or contact page.
- There should be information on how to handle the product.

1.4 Use cases

1.4.1 Use Case 1: Buying a product from the Adam & Aoki website.

Goal: Buy a product from the website

Preconditions: User must have a device running a browser and is able to use one of the payment methods from Shopify.

Trigger event: User wants the product.

Steps

1. User clicks link from Adam & Aoki website to buy the product (opens Shopify)
2. User browses product(s) in Shopify
3. User adds a product to shopping basket
4. System displays the shopping basket with the new product added
5. User proceeds to check out
6. User may register as a new customer, sign in as a returning customer, or have password sent by email in case they have forgotten it.
7. User fills in shipping and payment information
8. System validates shipping and payment information
9. System displays order
10. User confirms order
11. System confirms sale

Exceptions

- 7a. User is a returning customer
1. System displays the user's current shipping and payment information
 2. User may edit current shipping and payment information

1.4.2 Use Case 2: Gathering brand information

Goal: Getting brand engagement -> Working towards presenting the product

Precondition: User must have found the website, and must be able to access the site.

Trigger event: Curious users find the brand on social media / kickstarter, and want to know more.

Steps:

1. From home page, user clicks on the information tab
2. User clicks on the community tab
3. User clicks on the contact tab

Exceptions:

- 1a. User eventually clicks the tabs within a different order
- 2a. User is not interested in the community posts
The user won't click on the community tab
- 3a. User is not interested in the contact information
The user won't click the contact tab

1.4.3 Use Case 3: Gathering product information

Goal: Getting the user to buy the product

Precondition: User must have found the website, and must be able to access the site.

Trigger event: User sees product somewhere (maybe even on the landing page), and wants to know more about the product.

Steps:

1. User clicks on the product page in the body of the homepage or on the menu header
2. User clicks on the 'more information' button on the product page
3. User clicks on the community tab
4. User clicks on the FAQ page
5. User clicks on the product page

Exceptions:

- 2a. The short product information on the product page is sufficient for the user
The user won't click the 'more information' button
- 3a. The user is not interested in any community related information
The user won't click the community tab
- 4a. The user has no questions
The user won't click the FAQ page
- 5a. The user hasn't committed step 2, 3 and 4
Since the user never left the product page this step is redundant

1.4.4 Use Case 4: Signing up for newsletter

Goal: Getting brand engagement, informing customers through email about updates / products.

Precondition: User must have a device to access the website and has an email address.

Trigger event: User wants to get in touch with company / user wants to sign up for newsletter.

Steps:

1. User scrolls down the webpage and clicks on the bottom link 'sign up for newsletter'
2. User enters email address and clicks 'sign up now'

Exceptions:

- 1a. User navigates to the contact page and signs up through there.
- 2a. User buys a product and signs up for the newsletters while checking out.
- 3a. User email address is invalid, user will be prompted to try again if he or she wants.

1.4.5 Use Case 5: Contacting for business / franchise / investment

Goal: Getting entrepreneurs to invest on Adam & Aoki and grow the business.

Precondition: User must have a device to access the website and user is a businessman / investor.

Trigger event: User wants to help bring the idea to the market or wants to have a franchise of the brand. In anyway, the user wants to help the company grow and be benefited with it.

Steps:

1. User goes to the homepage and gets an impression of the company.
2. User reads the vision of the company and harmonizes with it.
3. User goes to the About / Contact page to know more about the company.
4. User clicks on the button 'Contact for business'.
5. User's default email application opens, and user writes down his/her idea.

Exceptions:

- 1a. User does not have a default email application assigned on his device.

The required email of the company will be displayed upon button click. The user can copy paste that on this preferred email application.

1.5 Lo-fi prototyping

1.5.1 First prototype

Our first rough sketch of what we wanted to build can be seen on image 1. We took inspiration from several websites to boil down to this design. At first, we started looking at clothing websites since this seemed the most intuitive examples to base our website upon. However we figured that the website for Adam & Aoki couldn't be compared to any clothing website we know of. Clothing websites often advertise thousands of products with new products added daily. Adam & Aoki would launch with only 1 design (although in different colors) and emphasizes on durability of their product. For our eventual rough sketch we used websites which only house a small amount of high-quality products like www.apple.com.

1.5.2 Second prototype

Drawing on first prototype and the presentation of Adam & Aoki we figured we had to continue with a minimalistic homepage with large page-wide sections. Each section would link to a different webpage while each of these webpages could also be reached via a menu at the top of the homepage.

Secondly the order was important. The top section would just contain the logo of A&A and the quote *"Welcome to clothing 4.0. Where functionality meets fashion."* Then we would first introduce the problem, then the product and then how the product works¹. After we introduced the product we would make a section for the founders so customers would feel a bond with them.

At the bottom of the homepage we designed social-network buttons so the website could be easily shared with the world. Secondly we made a newsletter-enrollment section just above these social-network buttons. Our final prototype can be seen on image 2.¹ This order would change after testing.

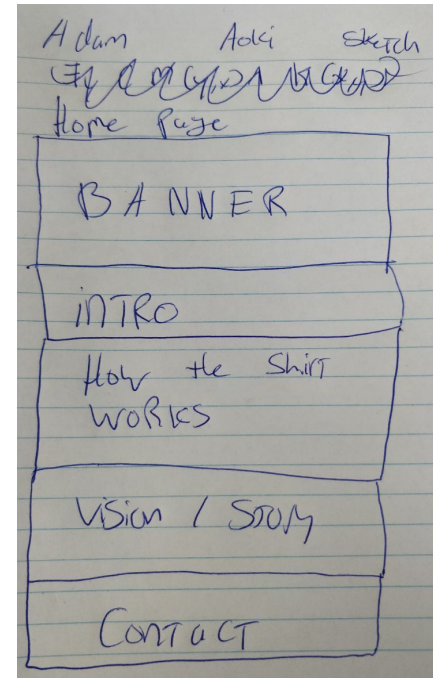


Image 1

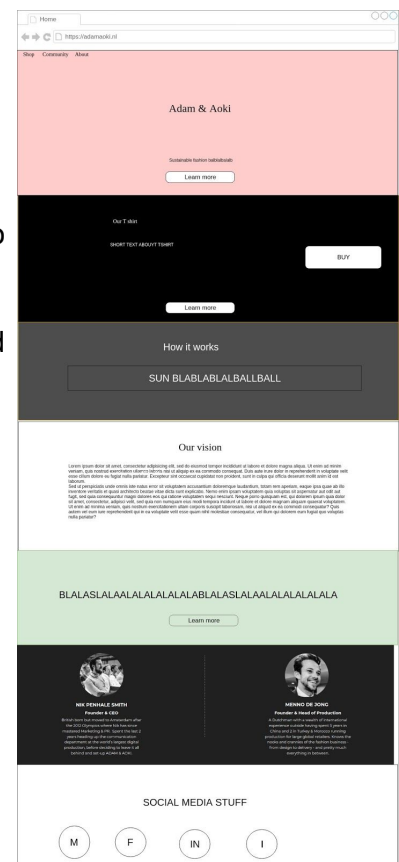


Image 2

1.6 Principles and Heuristics

Throughout the project we used the design principles of Donald Norman [2], being:

1.6.1 Visibility

Each section of the homepage of the website will have a clear introduction along with a link to the actual webpage. Given the small introductions we figured the website would be rather intuitive. However constantly having to navigate through the homepage would take too long. Because of that, each webpage can also be accessed via a menu which is placed at the top of all webpages.

1.6.2 Feedback

We incorporated one video in our website which will be uploaded on YouTube. This video will copy the buttons and interactions of any YouTube video. Any other links on our website won't have a particularly long loading time (assuming an average internet speed) so we haven't added any additional loading symbols on our website.

Furthermore the links in the top menu will turn pink when a user hovers over them so it is clear that they are links.

1.6.3 Affordance

It is clear upfront which parts of the website are clickable and which are not. Most links are in the form of big buttons. Second to that we have the top menu, since practically every website has this sort of top menu we think people will get the fact that this is a menu. Secondly the links will turn pink when someone hovers over them. Any link placed in the text will also show pink. This way the most important web pages can be browsed via 2 ways, via the homepage and the top menu so users can use the website according to their own liking.

1.6.4 Mapping

Most links are in the form of text where the link itself describes what it is linking to. Additionally we have buttons on the homepage with which users can navigate down to the next section. These buttons are in the form of a arrow pointed down making it clear what will happen when they are clicked. For the extra accessibility features we used a wheelchair symbol. This symbol is internationally recognized as the symbol for functions designed for people with a disability [3].

1.6.4 Constraints

Most of our web pages don't fit on a single screen. For most users it is needed to scroll up and down in order to see are full website.

1.6.6 Consistency

Throughout the website we used the same "Learn more" buttons so users can recognize these as buttons which lead to a more elaborate information page about the topic.

The layout of each webpage is also consistent throughout the website. Also the accessibility features for larger text, bold text and higher contrast work throughout the whole website and the settings are saved so users won't have to click these features each time they load a new website.

1.7 Usability

1.7.1 Poor vision

For people having trouble reading small texts due to a poor vision, we shall have the option to enlarge the font size, making the texts easier to read. There will also be the option of boldening the text, which can also help the user and makes the texts easier to see and read.

Should the user still have trouble reading the texts, then there will also be a high contrast mode available, which makes the background completely white, and the font color completely black. This improves the reading clarity over the default theme.

1.7.2 Unfamiliarity with web conventions

Since our website is also aimed at older people, who might not have as much knowledge about the web and websites as some younger people, we will try to keep the site as minimalistic as possible. We will try to keep the amount of elements to a minimum, make the menu easy to navigate, and all buttons and forms will have labels to make it clear what they do.

2 Description of Application

2.1 Final product

Given the small timeframe of the project and the fact that this project emphasizes on design, the final product consist of both the website product and the features which are already designed but still to be implemented.

2.1.1 The website product

The final design of the website product is based on the landed template from html5up. After the comparison of several different templates the landed template

This template was chosen because it largely matched our initial designs and ideas about what the product would have to look like. Any differentiation with our design was first tested to see whether our design / ideas or the original template was best. If the conclusion would be that our design was best we adapted the template.

Since the template incorporated both a desktop and mobile version our final website also comes in these two forms.

Our website can be accessed via <https://adamaoki.ml/>

2.1.2 Features still to be developed

Labels for each topic on the community page

We did think of making a labels for each category and that the various questions can be sorted by labels.

Each question on the community page links to a new page

Each question in the community forum leads to a page where all the answers to that question are written. Users may add more answers here. We are leading to a new page because from testing we found that users get too overwhelmed when there is a lot of content on a page. Users also need an easy way to backtrack.

Functional newsletter enrollment with email address verification

Currently the newsletter enrollment feature at the bottom of the homepage is not working. This should be made functional with an email address verification system and a secure way to store these email addresses after verification from the user.

Short introduction of both founders on the homepage

Given the image the founders of Adam & Aoki want to carry out a short introduction of both founders on the homepage could help creating a bond between customers and the brand. We designed this feature to show both founders side by side with a minimalistic picture of them along with a short introduction of the founders as well as a quote with which the founders live by.

2.2 Functionality

Because users may be informed beforehand and may already know they will buy a shirt; therefore, they can click “shop” in every top right corner of the website, which will lead them to the shopping page. In this way deterministic buyers don’t have to click through the whole website. Furthermore, every page has accessibility features, extending the standard accessibility standards the website offers. On the menu bar, users can hover over the wheelchair icon, which will make the options pop up. On mobile the options will be in the drawer menu

2.2.1 Home page

On the home page we gain the user’s interest and attraction, meanwhile we are informing the users about the shirt and why they should buy it. Firstly, we communicate the mission statement “Where fashion meets functionality”. When users scroll down they will meet the shirt’s design and functionality. In this case the user has a clear view of Adam & Aoki’s business and operations. When the shirt’s functionality has been made clear the user will meet the problem, once again the solution, and how the solution works. Every block of information contains a reference to a page dedicated to the topic of the information block. The information given on the homepage is just a tip of the iceberg. Further down below people can see what makes Adam & Aoki and why they should choose for Adam & Aoki. Currently the icons link to general science and review sites. When Adam & Aoki has been established this could be actual reviews and useful pages. On the bottom of the page users can sign up for the newsletter and click themselves to A&A’s social media pages.

2.2.2 Sunlight risks page

When entering the page we present the user an image of a sunny beach which will make them feel at a situation where they probably have encountered sunburn before. When they feel the problem is a real issue they will probably be more open to the theory we provide. We have added an image of the Fitzpatrick scale to explain about skin types and to support the theory. Furthermore we offer different shirt types, based on the skin type of the client.

2.2.3 Product page

The product page informs the user how the shirt was made and which research provided its technology. On the right sidebar of the page, users can immediately see what the shirts look like and where they can buy them. On the bottom of the page Adam & Aoki’s promises will surprise the user in a positive way. Followed by the review section where users praise Adam & Aoki’s shirt and support.

2.2.4 Community page

The community page provides a way for users to gain additional information, through FAQs and a community question/answer feature (this is not implemented yet, see 3.3.3.). The page starts with the FAQs, and when the user scrolls down, he or she can get to the forum. On the right

sidebar user can ask a new question. Under the question form, the community rules are displayed.

2.2.5 About page

The about page starts with a nice banner. Upon scrolling down, the user will find all information about the brand: the mission, the vision and the Founder's story.

2.2.6 Contact page

The contact page lets the users find all contact information to the brand. Nik from A&A told in his presentation that he did not want a contact form that users have to fill in; he wants the users to have a more personal contact experience. We created several 'dummy' mail addresses for this purpose, which can all be found on this page. Questions about the order, the product or general contact to the founders can all be done on separate mail addresses.

2.2.7 Web app

Users might want to visit the website more often. For this occasion we have fully implemented web app functionalities. This means users can add an entry on their device's desktop or launcher for our webapp. It looks and functions like a native app, which gives the user a more premium feeling.

2.2.8 Android app

Android users are able to download our ADAM & AOKI app from the Google Play Store:

<https://play.google.com/store/apps/details?id=com.RuubDev.adamaoki>

This app will work just like the webapp, with a real native android experience.

2.3 Testing of the general look

When we started working on our first Hi-Fi prototype, we used the 'Spectral' theme of HTML5UP. Upon some further investigation, we came across the theme 'Landed'. We decided to create a very basic design using this theme as well. With both mockups in different themes we began testing the 2 versions next to each other. We asked some of our family and friends (outside of the HCI course), which one they preferred. In the end 'Landed' was the clear winner. We continued to build and test our design onto the Landed theme.

3 Evaluation

3.1 Usability

Overall we feel the site provides a wide range of usability features and is suitable for a wide variety of users. For example our 'Increase contrast' feature helps color blind people to read the website. For people suffering from dyslexia we offer the ability to fit the text size and weight to their needs. All web pages are responsive and will suit both mobile and desktop users. The menus and buttons are compliant with web conventions.

3.2 Issues Identified and Resolved

3.2.1 Copyrighted images used

Firstly we used copyrighted images all around our page. Currently we have only one copyright image in use on our homepages. All other images are open source. We have one video, which we first loaded from our own server. Currently we have embedded the youtube video, so no copyright will be violated.

3.2.2 Initial template setup readability may be considered poor

When using the template we noticed design decisions which impacted usability and accessibility. We have altered the CSS to improve contrast and readability. Even with these improvement we understand certain users won't meet their needs. For this group of users we have additional features improving accessibility when needed.

3.2.3 Mobile menu bar was generated with javascript and it couldn't handle our accessibility buttons by default

The template's default method of switching from desktop style to mobile is by html conversion. It converts the anchor tags in the menus to their mobile counterparts. However, our accessibility buttons contain icons which indicate whether they are in use or not. These icons were not converted properly, resulting in broken buttons. We fixed this by adding exceptions to the conversion method. When our accessibility buttons are processed a predefined string will be rendered instead of a broken dynamic representation.

3.2.4 Inconsistent use of emoji throughout the website

Initially, only our product page contained multiple emoji. During our testing procedure we obtained feedback from users who mentioned this inconsistency. As a result we have decremented the use of emoji in our product page giving a more professional look and feel to the page.

3.2.5 Contact information was not completely clear

In earlier versions, we had one web page for 'about' and 'contact', meaning that information about the brand was mixed with the contact information. For users of the website, this was a bit unclear; you had to look for the contact details. We decided to split up the two web pages, so the users have an immediate overview of the contact possibilities.

3.2.6 Some unclarity about the product

One of the most important features of the product, the color-changing aspect, did not become entirely clear to the users. Most users got that it was a shirt warning you about the sun, but they did not completely new how it worked. We resolved this issue by adding an extra information block on the homepage, directly under the header, explaining the product and the color changing aspect in a bit more detail.

3.3 Open Issues

3.3.1 Menu button on mobile may not be clear for elderly

Currently the menu button on mobile devices is a an icon on the top left of the screen. Although this layout is a web convention, we understand that for some people this might be unknown or unclear. Some sort of text indicating the button triggers a menu might help. More research is needed on this issue.

3.3.2 Picture of the shirt's materials contains copyrighted material

On our home page we have an illustration depicting the materials of the shirt. We have edited the illustration by the replacement of the legend. Officially this illustration is used to explain what kind of materials are used in some other product or object. We don't have the original source anymore. However, we are quite sure this image has copyright.

This issue could either be resolved by designing a new image like the one currently used or one could design an interactive explode gif image which all the layers divide when the image is shown and description of a certain layer is given when the user hovers over this layer.

3.3.3 Community Forum doesn't work completely

The community page has multiple sections. The FAQ section, the "Community Forum" section and the "Ask yours" section. The FAQ is meant to answer the most frequently asked questions e.g from the community forum. The Community forum is meant to be a regular forum. Users should be able to post topics/questions and others can reply. Although users are able to post questions in our demo setup, these questions only exist in the user's local storage. The topics in the community forum are currently not clickable. In our plan, this would lead to a conversation with multiple users, or at least a page with the option to reply to the question or topic. To bring this idea to life, one would have to build a backend containing the messages and maybe some sort of user authentication. Due to time constraints, we had to make decisions and thus we have set other priorities.

References

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