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Personas

Name: Karl

Age: 35

Occupation: Human Resources Manager

Education Level: MBA

Digital Literacy Level: They are ok at learning new software and using business software. They are most familiar with using office tools such as excel and word to manage the documentation that they need to provide to upper management.

Goals: To be able to track of the violations committed by the members.

Name: Sara

Age: 24

Occupation: Customer Service Representative

Education: Bachelor of commerce

Digital Literacy Level: They are excellent at learning new software and using business software. They are most familiar with the business website as they help to troubleshoot the issues that the users meet when navigating the site. They are also familiar with excel as they have an excel sheet in which they search to confirm that a customer has placed an order.

Goals: They want to be able to track the users that they are no longer in business with.

Design Decisions

For my design I used some aspects from the personas that I have outlined in the first part of this document. I noticed that Karl and Sara were both familiar with the Microsoft Office suite of tools. So for my design I tried to base it off of excel with a grid system where users can add the new columns and rows for the information that they see fit to add. I also created 5 different page each with a different list topic because Sara and Karl would only be interested in the list of customers and violations respectively so I separated the topics of the list so that someone does not have to comb through list entries that are not important to them. In my design I also clearly labeled the buttons with descriptive names to help with the learnability of the application since the persona of Karl is not adept at learning new software. For Sara I tried to include more functionality as I did not put a cap on how many columns or rows that you are able to generate for the list so someone who is more tech savvy and able to manage large lists can have the ability.

In this design I adhered to many design goals. One such goal that I tried to strive towards was performance. In order to optimize performance, I made it so when you switch to another page it loads instantly and the user does not have to wait to view that information. Another design goal that I tried to fulfill was error rates. To optimize error rates I specified a minimum and maximum width of each of the list items so that the table does not become too large and difficult to read as easy as if the list items did not have this specification. I also utilized retention in that as the buttons are labelled clearly it is easy to remember what each of the buttons do after a significant time after not using the application as some people may have a vacation where they do not use the application for many days.

For this design I utilized many design guidelines to help to create my design. One such design guideline was to have the add buttons prominently at the top of the page so that it is easily found by the user. I also had each of my pages have the same type of look and feel as to be consistent to not confuse the user if they start to populate a different list. In this application I included a large deal of flexibility as users can add more columns and items to the tables and delete the columns or items from the table as they wish. I did take away some flexibility in locking the first column to be the name of the item in the list. This is to facilitate the table structure that I wish to have as if I did not have this column the table may have items in the rows that are irrelevant to the items in the other columns of that row and that was undesirable to me in this application. I also chose bright colours for the buttons, so they pop out from the background. In the header I made the application predictable by clearing stating the list topic that the user will be sent to.

Some of the other design decisions that I made in my application was to have the edit button on each of the items and to have the delete button on each of the rows. This was to make it so that if you wanted to "delete" a cell you would just edit it as an empty selection. This would have been the same function as a delete button, so I decided to implement it that way. Also, I obviously wanted a way to delete rows

since you do not want a table that just has unused rows. Other design decisions I made was to change the colour of the submit button when you edit an item this is to draw the attention of the user as to where the edited value should be put. In terms of the edit button for my design I had thought about using a modal as I could have put all rows on that modal and submitted the edits all at once instead of editing the rows individually. Ultimately I decided against the modal since the amount of columns could get high enough that the modal would appear messy and overwhelming.