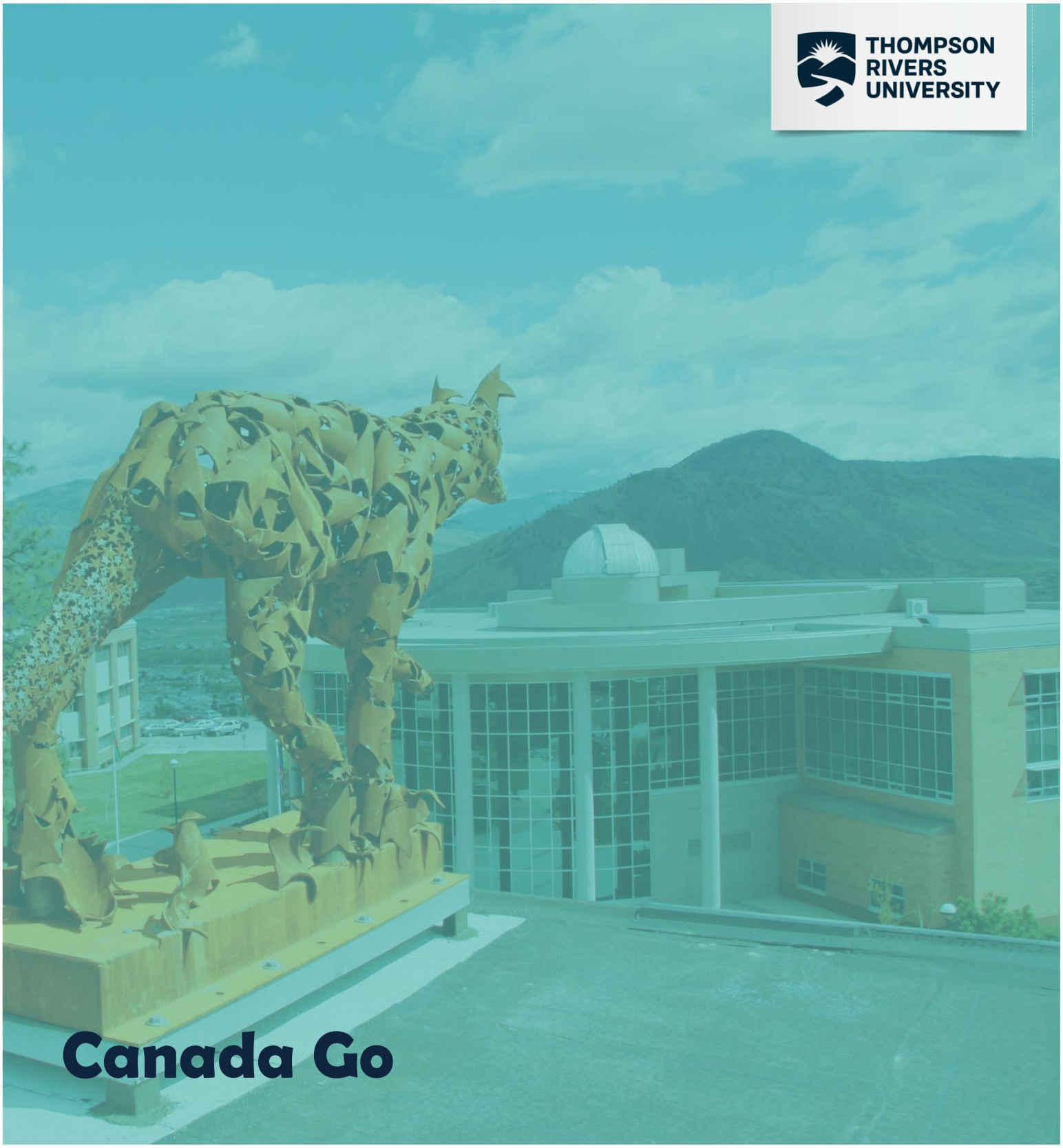

Canada Go

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COMP 3450 | Human Computer Interaction Design

TEAM MEMBERS

1. **Saloni Saluja** - **Project Manager, Programmer, and Back-End Developer**

   Saloni is a third-year international student pursuing Bachelor of Computing Science at Thompson Rivers University. She is a native from New Delhi, India. Saloni has a wide spectrum on knowledge on various programming and scripting languages such as HTML, CSS, JavaScript, and PHP.

2. **Anandpreet Singh - Programmer and Front-End Designer**

   Anand is a second-year international student pursuing Computing Science Diploma from Thompson Rivers University. He is also a native Delhiite. Anand follows a creative approach. He is skilled with HTML, CSS, and JavaScript.

3. **Preet Kamal Singh** – **Programmer and Front-End Designer**

   Preet is also a second-year international student pursuing Computing Science Diploma from Thompson Rivers University. His hometown is in Punjab, India. Preet is inquisitive in nature. He is curious and has a desire to learn. He is skilled with HTML, CSS, and JavaScript.

PROJECT PROPOSAL

MOTIVATION

Being international students, initially we faced a lot of difficulty when we came to Canada. All of us belong to a different cultural background and a nation with a different set of rules for everything, ranging from the smallest of the things such as crossing the roads and over to the most crucial things such as opening a bank account, medical and health insurance, etc. We had no idea about housing either. And neither of us had any friends or relatives for any kind of advice we needed. This was a big problem. We learned all these things the hard way. So now, we are in a position to step into the shoes of other international students who aspire to come here as we ourselves have come across these issues.

RESEARCH

On researching the market and web, we came across different apps which are currently targeting students for their market. One of them is TRU Go, which is the official mobile app of Thompson Rivers University. [1] This app is designed for students, faculty, staff, and community belonging to TRU. It provides a quick and easy access to campus info, campus maps, news, events, grades, balances, and student tools [1], including myTRU, Moodle and Blackboard Learn. It also shows

the course information – including course name, building number, duration of class etc. so students can easily go through their daily schedules and profile all together within a same app. TRU Go also provides information on how to arrive on campus with parking locations, permits, and payment handling, as well as transit planning, schedules and stops. [1]

Although it is a very useful app for the students, it still has a drawback attached to it. The scope of this app is limited to the university only. For our website, we plan to extend our scope to outside of the university as well. We plan to assist the students with things such as bank accounts, applying for provincial IDs and even more. This aims at saving the time students spend on researching about a variety of things they need to do when they come here.

TARGET USERS

Our focus group for this project will consist of international students in Thompson Rivers University. Our basic aim is to help them deal with the difficulties they come across before/when they reach here.

SUPPORT

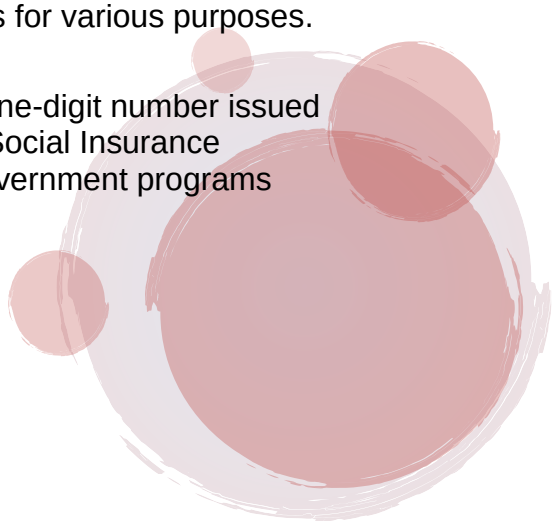
The support that our website will provide to the users for their practical problems include the following:

- **Banking:** For banking, our major focus will be on Student GIC accounts. Every student is required to open a GIC account from there native country and deposit a reasonably huge amount into it. However, students don't know how to access this account it here in Canada.

- **Traffic Rules:** Some countries follow Left-Hand Traffic Rules(LHT) whereas Canadian are required to follow Right-Hand Traffic Rules. This can be quite confusing for many people. Our website will provide all basic and necessary traffic rules and include rules that pedestrians need to follow as well. The follow-up links for ICBC will be provided for further detailed information regarding rules and driving license.

- **Provincial ID:** It is necessary to have Provincial IDs for various purposes. Some of the required IDs are-

    1. **Social Insurance Number (SIN)**: SIN is a nine-digit number issued by the Government of Canada. You need a Social Insurance Number to work in Canada or to apply for government programs and benefits. [2]



2. **BC Services Card**: BC Services Card is issued by the Province of British Columbia. This card is needed to get provincial services, including health care. [2]
3. **B.C. Driver's Licence**: BC Driver's Licence is issued by the Insurance Corporation of British Columbia. One must have a valid driver's licence to drive in B.C. [2]

- **Accommodation:** Information regarding websites such as Kijiji, Craigslist will be provided to the users. These are some sites which people don't know before coming to Canada and are highly beneficial in looking for the right accommodation.

- **Public Transportation:** BC Transit is a provincial crown corporation responsible for coordinating the delivery of public transport within British Columbia. [3] In our website, we will tell the users about the different types of bus pass available along with charges for each, and how to obtain the bus pass.

- **Service Providers:** We will provide a list of different cell-phone network provider companies. Benefits of purchasing is a contract-based phone instead of an outright purchase will also be mentioned.

TECHNICAL FEASIBILITY

As for the technical implementation of this project, we have decided to create a dynamic website which would provide the user with all the information they need. For this, we would use HTML, CSS, JavaScript, and PHP.

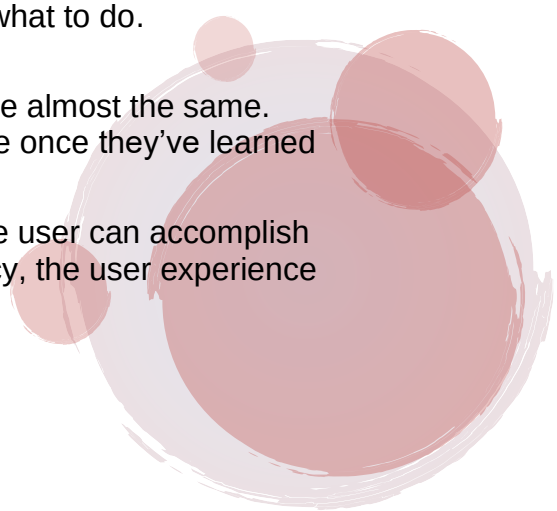
USABILITY GOALS

1. **Learnability**: It should be easy for the user to become familiar with using the user interface during their first interaction with it. [4]

   In order to successfully exploit this attribute, we will try to keep our website as simple as possible. We will avoid using too many callouts, navigation options, and images as they may distract a user from knowing what to do.

2. **Efficiency and Effectiveness:** These two attributes are almost the same. Both involve how well a user can interact with a website once they've learned how to use it.

   The efficiency of a website is a measure of how fast the user can accomplish their goals using the website. To succeed with efficiency, the user experience needs to remain as uncomplicated as possible. [4]



The effectiveness of a website is more related to how a user understands the navigation, organization, and functionality of a website. [4] It should be easy for the user to carry out their tasks.

There are many ways to exploit this feature. One of them could be using Breadcrumb Navigation which is used to provide links back to each previous page which has been navigated by the user.

3. **Memorability:** After a user learns how to use our website, the next attribute that we need to consider is that of retainability. This attribute measures the ability of a user to come back to the website after an extended period and need not to relearn how to use it. [4]

   Besides simple design, we aim on creating an easy-to-access FAQ session or guide on how to navigate through the website.

4. **Safety:** In order to satisfy the attributes of low error rate and error tolerance, a website should be free of as many potential errors as possible. When errors are unavoidable, there needs to be a system in place that makes it easy to recover from them. [4]

   There are several different ways to succeed with the above stated attributes. The flow of the website needs to ensure that the possibility of an error occurring is aa less as possible by providing clear instructions and guidance or direction as to what the user needs to do next. If a form is filled out incorrectly by the user, there needs to be an error handling system that notifies the user about the mistake.

5. **Utility:** Utility is a measure of how much does the user benefit from the content on the website. [4] In our website, we plan to implement utility by delivering content that our target users, i.e. international students want.

USER EXPERIENCE GOALS

Our aim is to make the website so that it is **helpful** to the users. It should **motivate** them and make them feel **confident** enough to come to Canada on their own. The website should **provoke** the users to ask any queries or questions they may have. Ultimately, the users should feel **emotionally fulfilled** after visiting the website. They should feel that they have gained something after visiting it. These are the user experience goals that we would focus on.

PROJECT PLAN

We plan to complete the delivery of our website over a course of five stages.

Stage	Time Period	Task
I	Jan 28 – Jan 30	Requirement Elicitation / Information Gathering
II	Jan 31– Feb 2	Project Planning
III	Feb 24 – Mar 1	Designing Alternatives
IV	Mar 2 – Mar 8	Prototyping and Development
V	Mar 16 – Mar 22	Evaluation and Testing

Stage I: Requirement Elicitation / Information Gathering

In this phase, we plan to gather data from our target users using data gathering techniques and perform analysis and interpretation of the collected data.

Stage II: Project Planning

Based on the information gathered in the previous phase, we plan to create a **sitemap**. The sitemap will describe the relations between the main areas of the website. It will allow us to understand how the inner structure of the website looks like but without describing the user interface.

Stage III: Designing Alternatives

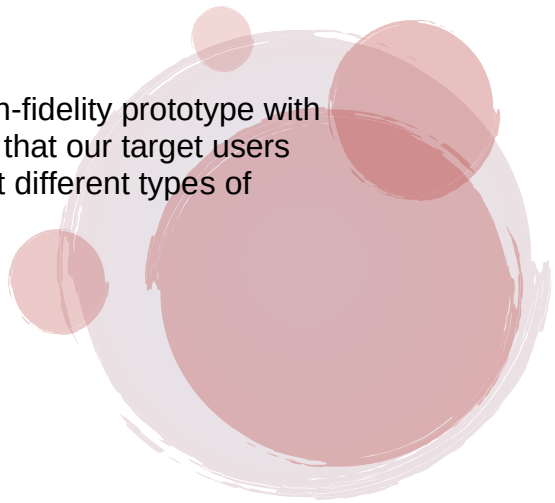
Drawing from the information gathered up to this point, we will start designing what our website is going to look like and how it will function. We will create colorful page layouts and review the layouts. After that, we might go in for a feedback session with our target users in order to validate our ideas to see if this is what they want before committing our ideas into code.

Stage IV: Prototyping and Development

In this stage, we plan to create a high-fidelity prototype that is very close to the final product. It will be accompanied by a document or instructional manual. This is the stage where the website itself will be created. We will develop a home page, followed by a shell for the interior pages.

Stage V: Evaluation and Testing

In this stage, we plan to conduct a usability test on our high-fidelity prototype with our target users. We will choose a minimum of three tasks that our target users will perform on the prototype and use those tasks to collect different types of data.



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[4] S. Jones, "The attributes of uasbility and how to exploit them," 18 02 2014. [Online]. Available: https://econsultancy.com/the-attributes-of-usability-and-how-to-exploit-them/. [Accessed 23 01 2020].