Assignment – 2

User Experience Evaluation

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CASE STUDY: CONDOR ELIBRARY

Introduction:

The Condor eLibrary aims to provide patrons with an electronic platform for accessing and managing digital resources such as text, audio, and video. The web-based user interface prototypes shown in this document were created to meet the specifications and use cases mentioned in the Condor eLibrary case study.

Design Decisions:

1) **Landing Page:**
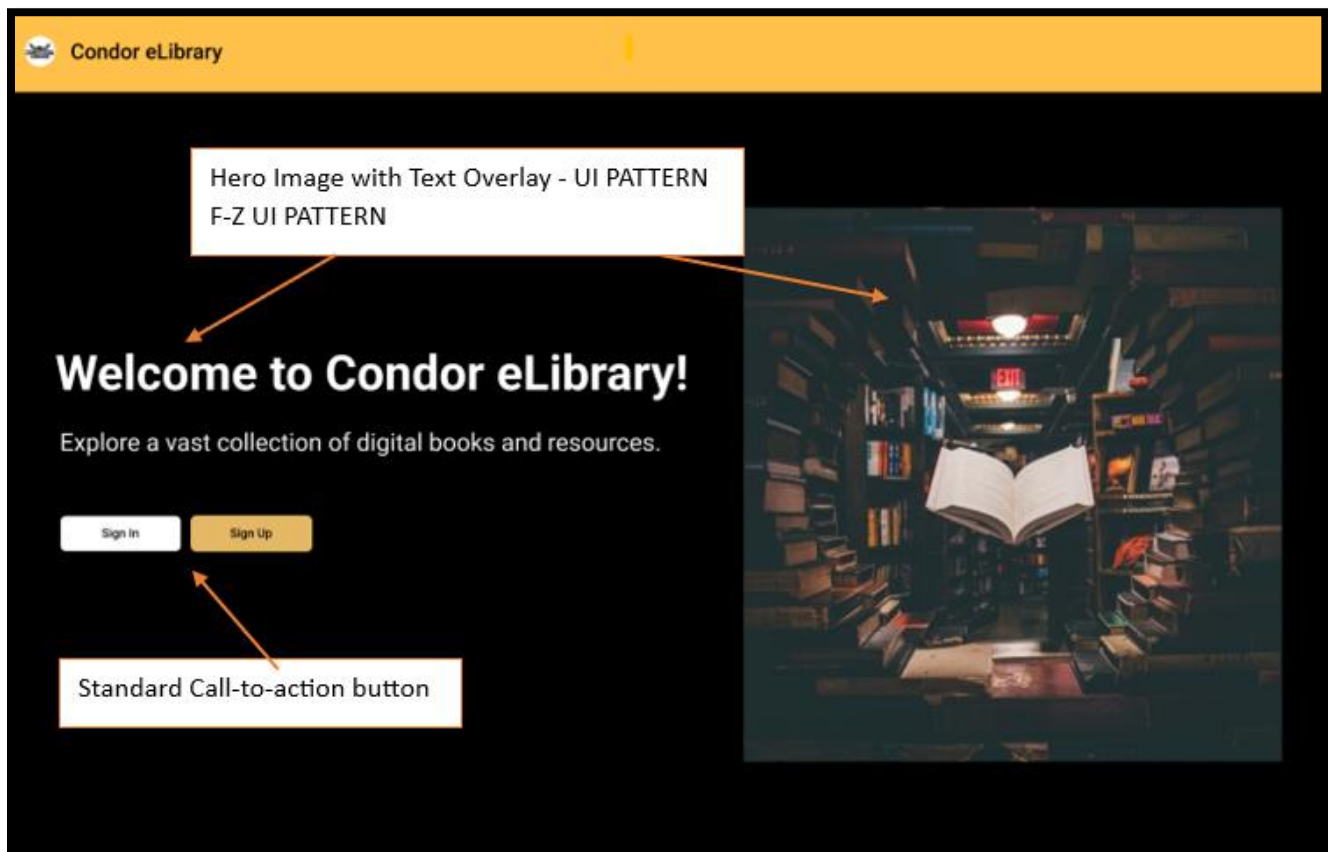
user interface patterns that have been applied [F-Z Pattern]:

- In my landing page design, I used **Hero Image with Text Overlay user interface pattern**. I chose this pattern because it visually attracts users while providing important details about my website.

- To create a balanced layout highlighting the contents, I put the image on one side and the text on the other.

- I placed the contents on the left and the image on the right to ensure a visually appealing layout. In addition to being visually attractive, this design focuses the user's attention on the text content, increasing the possibility that they will be interested in what is presented.

- I also included buttons for "Sign in" and "Sign up" at the bottom of the landing page. The position of these **standard call-to-action buttons** is supposed to attract user involvement. Ultimately, these features add to a smooth and simple user experience on my website by giving users a straightforward interface to either log in to their current account or create a new one.

2) Sign in and Sign-up Page

user interface patterns that have been applied:

Password Strength Meter UI pattern

- I used the Password Strength Meter UI design on the Sign-Up page to improve the security of user accounts. My goal in adding this functionality is to make sure users generate secure passwords that can protect against attacks. Users are prompted to choose a strong password by receiving real-time feedback on how strong it is as they input and verify their password.

- To improve the difficulty of user passwords and increase protection against malicious attempts to hack the system, I chose to add the Password Strength Meter. This pattern not only helps users create strong passwords, but it also teaches them about the features of a secure password, allowing them to make wise choices.

- I want to improve the website's overall security standard and give users more confidence that their personal information is protected. To achieve this, I've implemented the Password Strength Meter. This proactive approach makes the user authentication process more robust and secure while also following the best standards for password management.

Homepage:

Homepage screenshot showing Condor eLibrary dashboard with navigation (Home, Browse, Downloaded Items, Logout), welcome message "WELCOME ! SHIVANI VARU — USER", a "My Items" section containing The Great Gatsby (Category: Fiction) and Classic Pop (Category: Audio), and a "Sign Out Items" section with eBook Title (Category: Fiction, Due Date: DD/MM/YYYY) and Music Album (Category: Pop, Due Date: DD/MM/YYYY). A callout box reads: "content by browsing and grouping them into categories. When user click on icon, it will open in brief. UI PATTERN-Categorization".
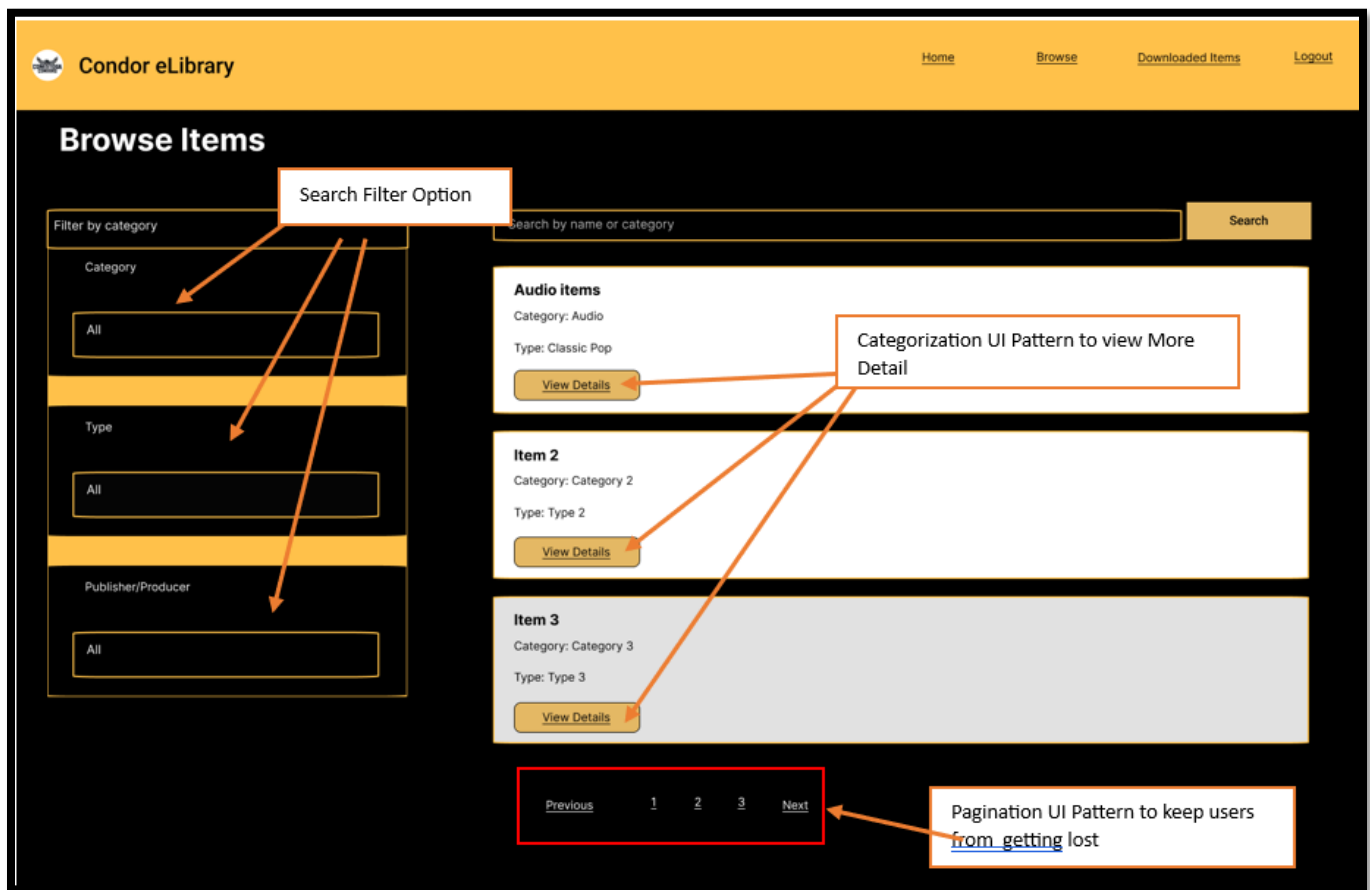
user interface patterns that have been applied :

Categorization UI Pattern

- I designed the homepage design as a dashboard, allowing users to easily navigate through their activities and content. With this approach, I intend to give users an in-depth overview of their interactions on the site.

- I made use of the Content Browsing and Categorization user interface patterns to help users navigate the content that is provided. The dashboard's sections, including "Sign out/bought items" and "Viewed items," are arranged according to the user's actions. Users can quickly find and return relevant data by classifying it into these categories.

- Users are redirected to the sections where they can go over their relevant activities in more detail after clicking on the defined icons that represent these categories. The user experience gets better by this simple navigation structure, which makes it possible to find and retrieve content quickly.

- I try to maximize user interaction and satisfaction by putting in place a dashboard layout that follows their browsing patterns and preferences and applying the Content Browsing and Categorization pattern.

Brows Items/View Items:

user interface patterns that have been applied:

I've included many UI patterns in the Browse Items/View Items page to improve user experience and simplify browsing through the accessible content.

a) **Search Filter UI Pattern:**

- I made use of the Search Filter UI pattern to allow users to perform successful searches using relevant filters.
- I aim to make it easier for users to find relevant items quickly by providing them the option to filter search results based on criteria, like type or category.
- This pattern is extremely useful when there are a lot of search results and people's inquiry takes some time.

b) Pagination UI Pattern:

- I've used the Pagination UI pattern to make sure that the search results are shown in a way that is both manageable and understandable. This enables users to look over text, video, and audio files, in addition to sections of sorted data, on each page.

- Users can go through the content easier if the collection of data is divided into smaller parts and arranged in an organized manner.

- When viewing massive amounts of information, pagination is useful because it keeps users from getting lost when everything is displayed on a single page.

c) Categorization UI Pattern:

- To arrange the Browse Items page more properly, I've used categorization UI Pattern. Users can filter and search for items based on a variety of criteria, including type and category.

- When they find things interesting, they can select "View Details" to open a new page with in-depth details about that item.

- Users can explore and discover content more easily with this technique, which is compatible with the aesthetic mapping of content into major categories or sections.

By adopting these UI patterns, I intend to provide users with a smooth browsing experience that is customized to their specific requirements and preferences. Search filtering, pagination, and categorization work together to improve usability and make sure users can quickly and easily find what they're looking for in the available content.

View Specific Item:
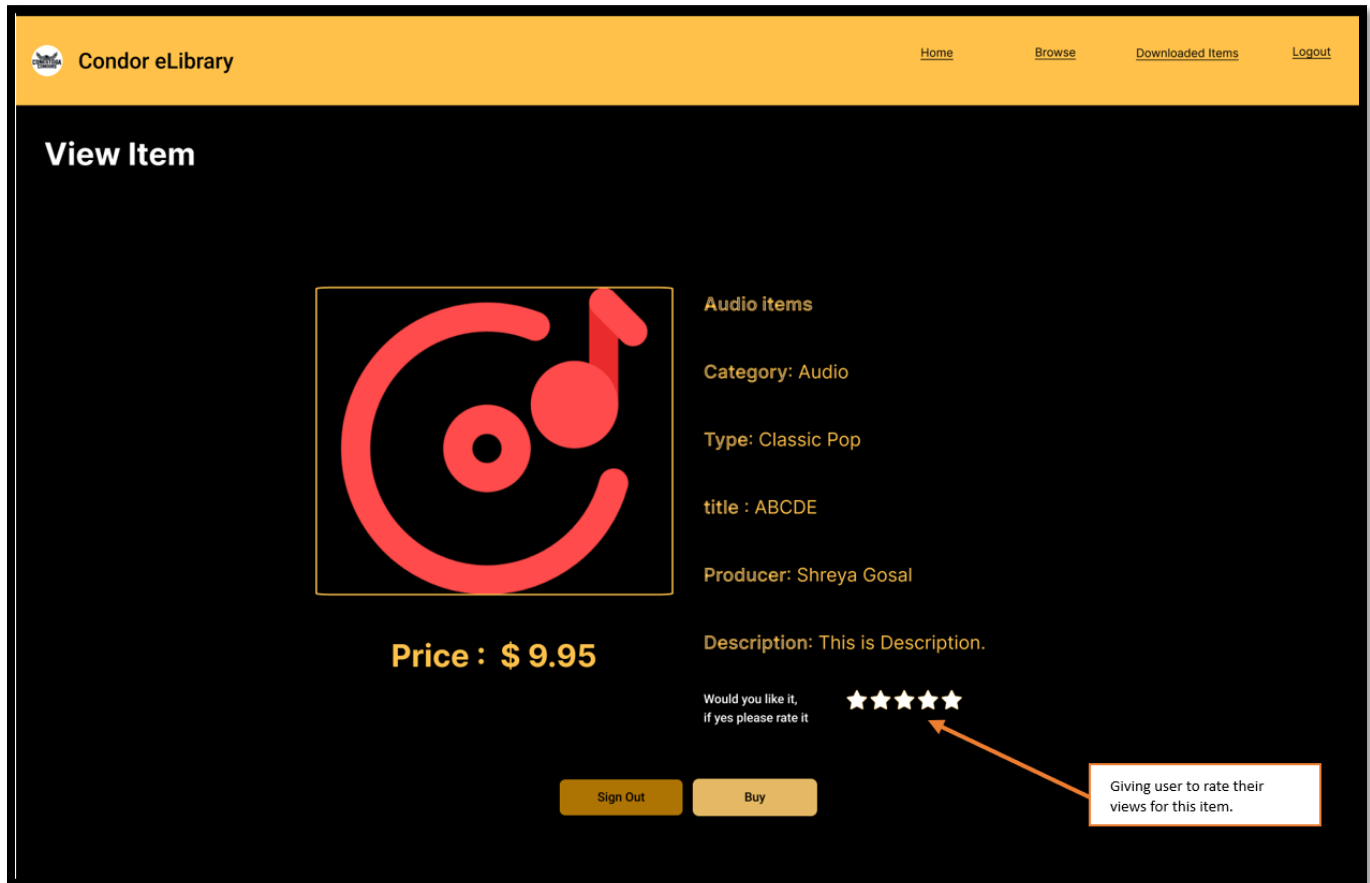
user interface patterns that have been applied :

Rate Content UI Pattern:

- I've included the Rate Content UI pattern in the View Specific Item page so that users can give ratings on the specific items that they are looking at.
- Users can share ideas and opinions with the organization using this feature, which can be very helpful in determining the popularity and quality of different items in the collection.
- I provide a way to collect feedback and determine the relative worth of different items by letting users rate the content. This not only allows users to make informed choices about what content they want to interact with, but it also allows the organization to successfully find and sell valuable content.
- The Rate Content UI pattern is especially useful for websites with a large user profile since it gets into the audience's collective insight to freely evaluate content quality. This pattern makes a user-driven approach to item assessment and suggestion possible by trusting users' personal opinions and preferences.

- My ultimate goals in implementing the Rate Content UI design are to increase user engagement, make content more discoverable, and improve the user interface and experience in general.
- Users' ratings provide vital insights for both users and the organization, determining further choices as well as improvements to better fit user wants and preferences.

Pay for Item

Shipping Details and Payment Method

Order Confirmation and Payment Summary
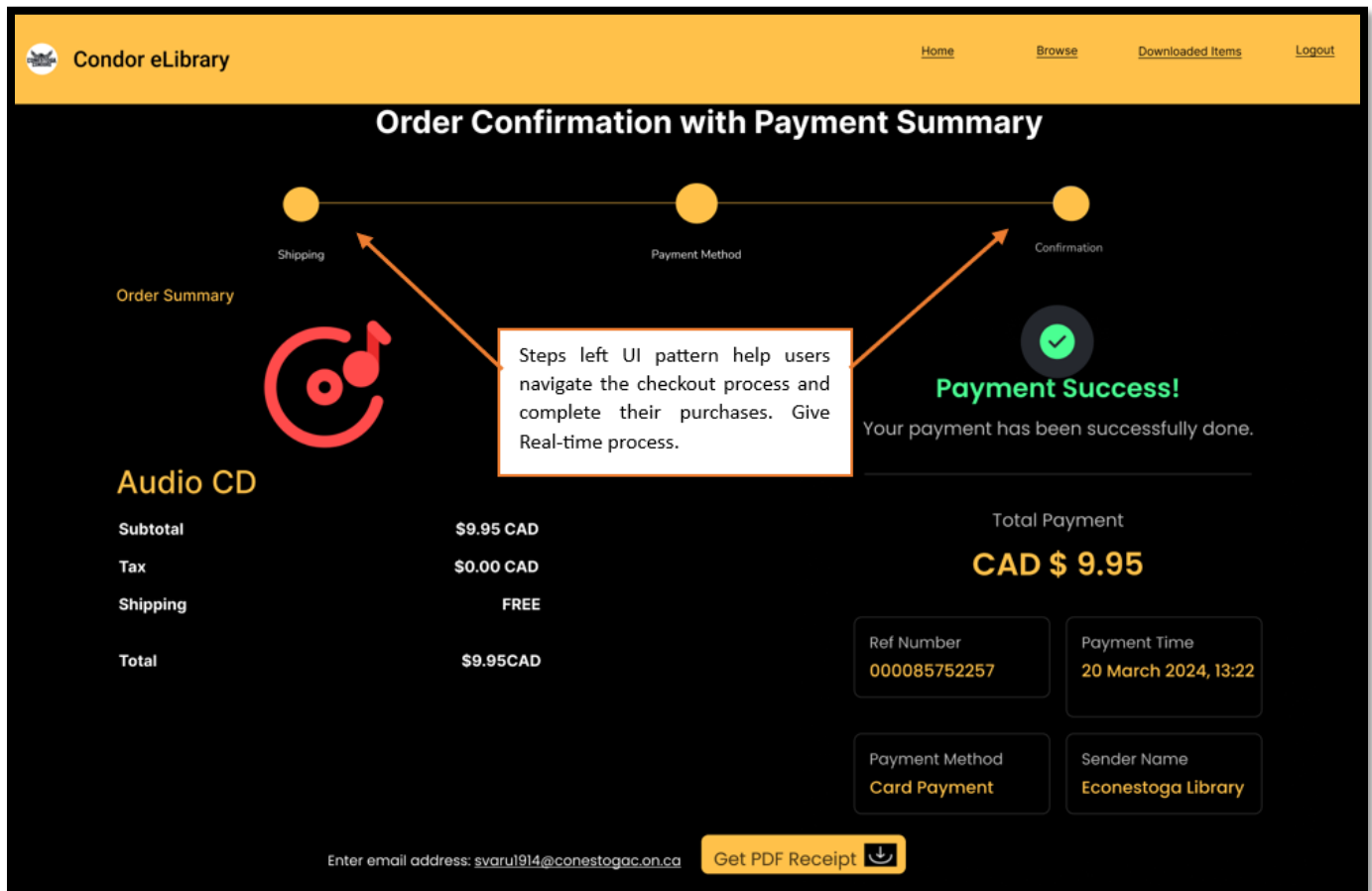
user interface patterns that have been applied:

Steps left UI Pattern

- I've used the Steps Left Design Pattern on the Pay for Item page to help users navigate the checkout process and complete their purchases quickly.

- When users need assistance with a sequence of actions, including providing the shipping address, choosing a payment option, and confirming the order, this pattern is especially helpful.

- I make the payment process easier for users to understand by dividing it into separate subsections. Users can see their progress due to the Steps Left Design Pattern, which keeps them engaged and focused throughout the checkout process.

- Users get an idea of direction and completion as they progress from one subpart to the next since they are shown an animated representation of the actions remaining left. This is especially important in online purchasing scenarios where the user journey's checkout procedure is important.

- I want to make payments easier, minimize user frustration, and improve the possibility of successful transactions by using the Steps Left Design Pattern. This pattern not only improves usability but also gives users confidence as they move through each phase of the purchasing process.

Download Item
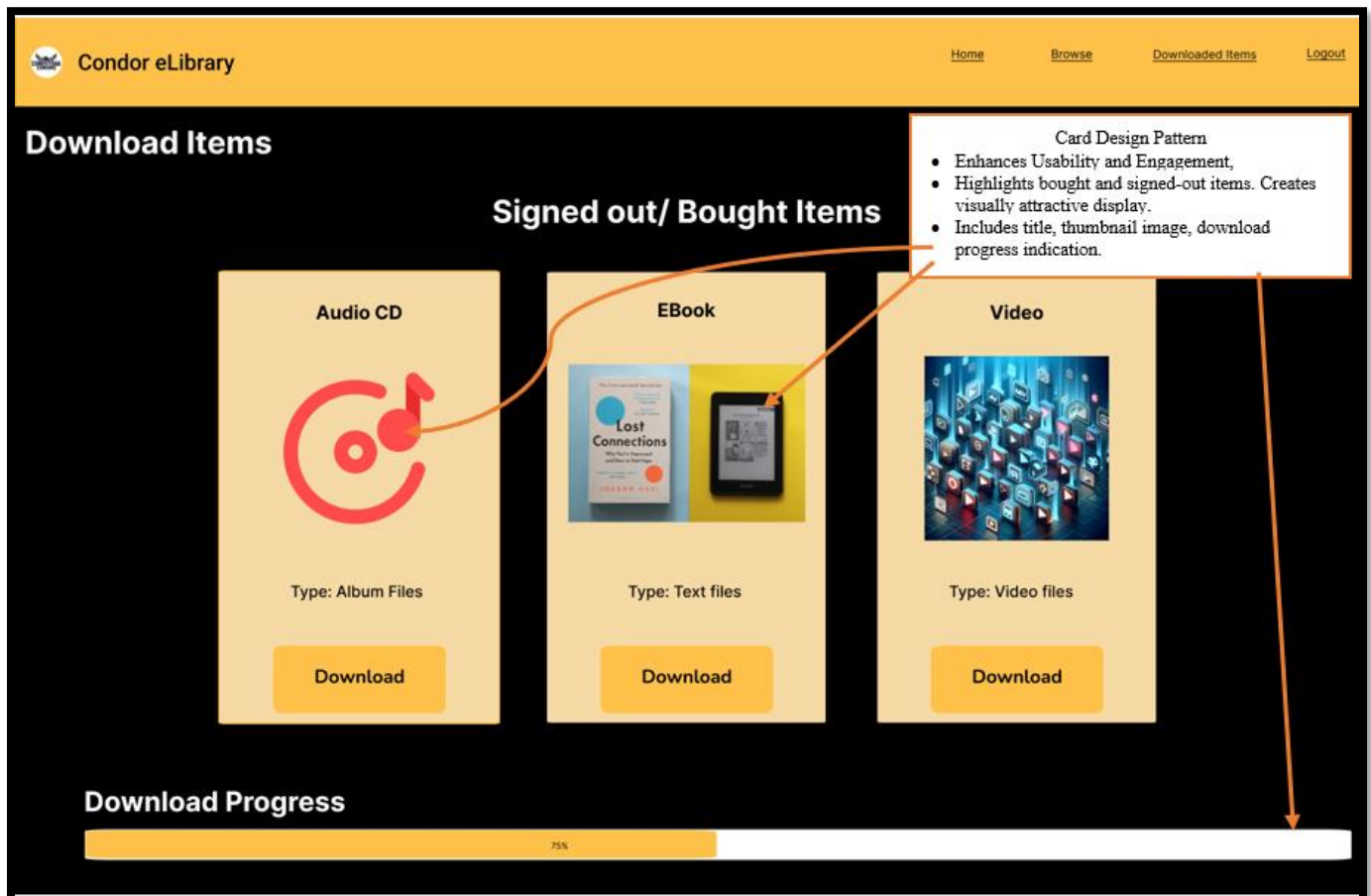
user interface patterns that have been applied:

- I've used the Card Design Pattern to show users signed-out and purchased items in the Download items page. This pattern enables the effective display of content made up of several elements, including photos, titles, and download indications, all of which can differ in size and associated actions.
- Users can see their downloaded items in an attractive and well-organized manner since each card represents an individual item. Download progress indicator, thumbnail image, and item title are among the easily integrated sections of content grouped on the cards.
- The purpose of using cards is to provide users with an attractive and easy to use interface that highlights the broad range of items they have downloaded. The download indicators give users updates on the status

of their downloads, and they can quickly browse among the cards to find the content they're interested in.

- Furthermore, the card structure allows users to access extra information or do additional activities, such as starting a download or viewing more data about the item. This improves the user experience by giving them a simple and easy way to interact with their downloaded content.

- Overall, the Card Design Pattern improves the way different items are presented and makes the Download items page easier to navigate and use, which in turn improves user satisfaction and website engagement.

Logout
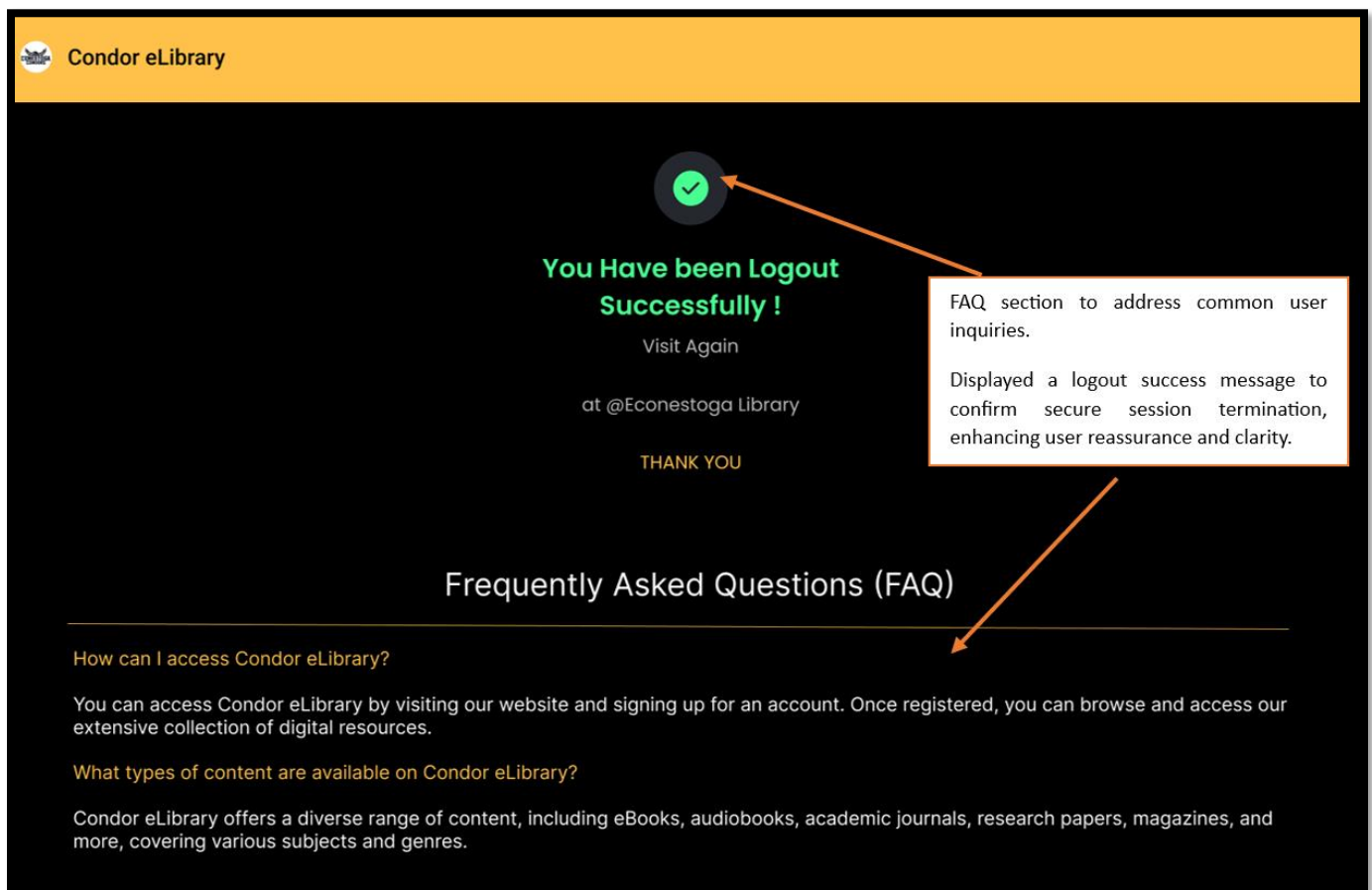
user interface patterns that have been applied:

- On the Logout page, I've included a FAQ section that answers common questions about the website and the services it provides. The purpose of this page is to ensure a smooth and enjoyable learning experience by giving users quick access to the answers to their questions.

- Users may have inquiries regarding managing their accounts, payment information, or other website features as they navigate to the Logout page. My goal in including a Frequently Asked Questions (FAQ)

section is to prepare for and respond to their queries and offer relevant information that will improve their understanding of the website's features.

- I also provide users with a logout success message to assure them that their session has been securely ended after a successful logout. This message gives users a clear and reassuring indication of where they are on the website and reassures them that their logout activity was successful.

- To maximize the user experience on the Logout page and make sure users feel informed and secure in their interactions with the website, I have included both the FAQ section and the logout success message.

Conclusion:

As the designer of the Condor eLibrary web-based user interface prototypes, I am satisfied with the careful consideration and specific attention to detail that have gone into making a complete and user-centric web experience. Throughout the design process, I focused on designing interfaces that not only met the functional needs described in the case study but also engaged and educated patrons with each experience.

I have made every effort to plan for and satisfy the expectations of patrons, from the attractive Hero Image with Text Overlay on the landing page to the smooth navigation made possible by patterns like Categorization and Search Filter. To make user security a top priority and to reduce complicated processes, I have included features like the Password Strength Meter and the Steps Left design pattern. This makes interacting with the condor eLibrary secure and simple to use.

Furthermore, I am satisfied that interactive features like the Rate Content option have been included, allowing users to share their views and improve the public's overall experience. To ensure that users feel supported and informed throughout their journey on the platform, I have added useful components like the FAQ section, which shows my focus on creating clarity and assurance.

As I look on the Condor eLibrary design journey, I am confident that these prototypes represent a big step forward in our desire to give patrons a smooth and interesting web experience. To keep the Condor eLibrary finest example of creativity and quality in the digital world, I'm determined to keep responding to user input and improving my designs over time.

Reference

1. Toxboe, A. (n.d.). *Design patterns*. UI Patterns. https://ui-patterns.com/patterns
2. Author, G., & Author, G. (2023, December 15). How to Use F & Z Patterns in Your Landing Page Design. WordStream. https://www.wordstream.com/blog/ws/2018/07/31/f-z-patterns-landing-page-design

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