

Low Fidelity Prototype Exploration

When working on my prototype I focused on different aspects of this project such as conscious vs subconscious thought along with the gulfs of execution and evaluation and more. Some of the things I asked myself were things like what experience do we want families to have when using this site? What features can be implemented for a better experience? This made me think about the best way to organize the menu so tabs and information are easier to find. I also asked myself what I would want or expect to see if I were browsing the site for me or a family member. For me that meant sub tabs and a lot of information about resources, services, and more but to prevent overwhelming those trying to seek information I proposed that only parts of larger texts only be shown and the rest be assessed if the user clicks read more. I also thought that right at the bottom of the home page could be a way to contact Reach Autism Learning for more convenience. I've seen other sites do both of these things and it creates a more seamless experience.

I focused a lot on designing a site that is professional, friendly, and most importantly approachable because that is one of the things that stood out to me the most when talking to Mr. and Mrs. Fink about their needs and wants. My goal is that on a subconscious level children and their families will find help and services with little to no difficulty. The site will be made in a way that is easy to navigate and engaging. Evaluation and execution go hand in hand so I took everything that I had evaluated up to that point and played with different methods of execution. A great example is the difference is the menu layout in my prototype versus my site map. In my site map I added more details like what content would be on each page. Lastly I focused on factors like human emotion and cognition. I went to Reach's current site and looked at how it was organized while also paying attention to the thoughts and feelings of my colleagues. For example I thought that the overall design could look more sleek and streamlined. Others pointed out that the warped logo was distracting and the header for the menu was unnecessarily big. Additionally some texts were difficult to read which could be frustrating.