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Homework #8: Reflection

Website Link: https://sophiati.github.io/pui_projects/homework_8/
GitHub Code Link: https://github.com/sophiati/pui_projects.git

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Part 1: Website Description
The purpose of this website is to serve as an interactive, informational tool for people looking to learn more about user experience and specifically user experience research methods. The target audience is UX students, junior UX researchers, and UX designers or software developers who may be interested in employing UX research methods if they don't have a dedicated UX researcher on their team.

The information on the website includes frameworks for understanding a comprehensive view of a number of UX research methods, information about each method and the steps to conduct it, and a short quiz to help users formulate a UX research plan based on the question they are trying to answer. Each method has its own "method card," which contains a short description of the method and more information upon opening a modal. The modal includes a more detailed overview of the method, an image, and the steps to conduct that method.

Despite presenting a lot of information, the site is made engaging and interesting by the use of animations and an interactive quiz. The landing page starts with a subtle animation of the arrow, leading users down the page. To view the frameworks, a user can click through a carousel of diagrams. A visually bright array of UX research method cards greets the user at the bottom and is made extra engaging and visually interesting by incorporating a flip animation while hovering. After the card flips, the user can then open a modal for more information about the method. For the quiz, the user is guided through four questions, with a progress bar that updates in real-time. The quiz triggers a customized research plan adding an element of personalization.

Part 2: Interactions
1. Carousel Overview - On the home page, follow the arrow and scroll down to the second section of the page > Use the left and right arrow keys to toggle between the images of UX research methods diagrams

2. Method Card Browsing - Scroll past the ‘Methods Overview’ > Hover over different cards and watch them flip > Read the description on the back side of the card
3. Method Card Information - After flipping over each method card by hovering, click “Learn More” > Scroll through the modal that pops up with information about the card > Click the “X” button in the top right corner of the modal
4. Research Plan Quiz: Question - Scroll to the top of the home page > Click the blue button that says ‘Start Here’ > Input your research question into the text box that says ‘Enter your question…’ > Click the blue button that says ‘Next’ on the bottom right
5. Research Plan Quiz: Goals - Select one of the radio buttons under ‘My main project goal is to…’ > Click the blue button that says ‘Next’ on the bottom right
6. Research Plan Quiz: Focus - Select either ‘Attitudes’ or ‘Behaviors’ under ‘I want to understand users’...’ > Select either ‘What?’ or ‘Why?’ under ‘I want to answer…’ > Click the blue button that says ‘Submit’ on the bottom right
7. Research Plan Quiz: Result - Scroll down the results page to view ‘Your Research Plan’ > Hover over the cards under ‘Research Methods’ to view the methods recommended for your study > Click ‘Return to Home’ to view more information about those methods or take another quiz

Part 3: External Tools

1. Bootstrap
    a. I chose to use the bootstrap library because of the responsive design features, grid system, and components it offered. The components and layouts on bootstrap seemed clean and in line with the design style I was going for and included modals, cards, and buttons.
    b. I used a number of bootstrap components such as the primary and secondary buttons, the carousel, cards, and modals on the home page and modified the style of these elements to customize them. I also used the bootstrap grid system to layout the cards evenly and make them responsive. Bootstrap was also used to make the entire site responsive.
    c. Bootstrap added sophistication to my website by making it responsive and also visually consistent. By using the existing components and grid design, the site looks more professional and is more interactive due to the

implementation of the carousels and modals. Also, by embedding information within modals, the site was able to remain streamlined and not overwhelm the user with too much content.

2. jQuery
    a. I did not originally expect to use jQuery, but chose to do so for the research methods quiz. I did not want to have each page of the quiz on separate pages and disliked the style of the progress bar from Bootstrap, so I turned to jQuery to implement the quiz functionality within one HTML file with a progress bar.
    b. I used a progress bar template including HTML and Javascript for jQuery to implement the progress bar and show and hide functionality for each section of the quiz. I had to tweak the visual design, layout of buttons, and page content to have it meet the needs of my site.
    c. jQuery added a seamless and interactive experience to my site that enables the user to click through the quiz while remaining on the same page and seeing the progress bar fill up. This assists the user with understanding where they are in the flow. jQuery also enabled easier implementation of the Javascript algorithm to generate a customized research plan as all of the inputs were in the same HTML file as opposed to separate ones.

3. CSS Animations
    a. I chose to use CSS animations to make the site more visually appealing and interactive. CSS animations seemed like a quick and easy way to add visual interest and interactivity to an information-dense and educational website.
    b. I used CSS animations to set keyframes for the arrow on the home page, which directs the user down the page upon first landing. I also implemented CSS animations for the hover effect over the method cards, which flips them. The card flip effect served as an especially fun and engaging interaction.
    c. CSS animations added more playfulness and excitement to an information-heavy website. They assisted with user navigation and also created intrigue for important content not shown directly on the home page.

Part 4: Design Iteration

Since Homework #7, I iterated on a number of features including the inclusion of the 'Methods Overview' carousel and cards on the home page. In my original Homework 7, I solely focused on the quiz, however, I realized it would be beneficial to ground the user in all of the methods and enable more interactive browsing as well as an understanding of how all of the methods fit together in the diagrams in the carousel. I also changed the color scheme since Homework #7 as I was inspired by the post-it note colors similar to the cover image on the home page. Lastly, instead of just showing selected methods on the results page for the quiz, I gave a summary of the user inputs to serve as a full "Research Plan" for them.

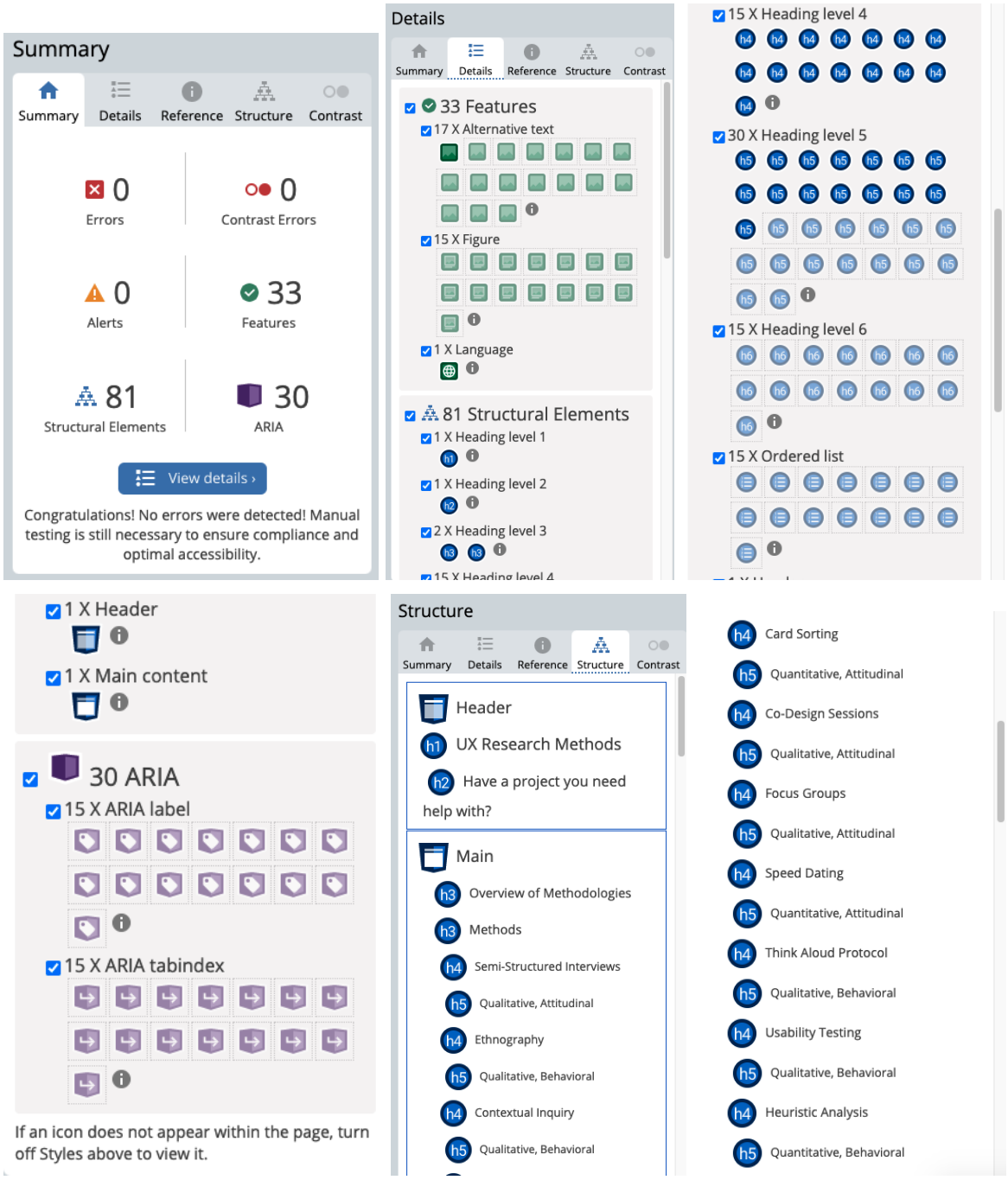
Part 5: Implementation Challenges

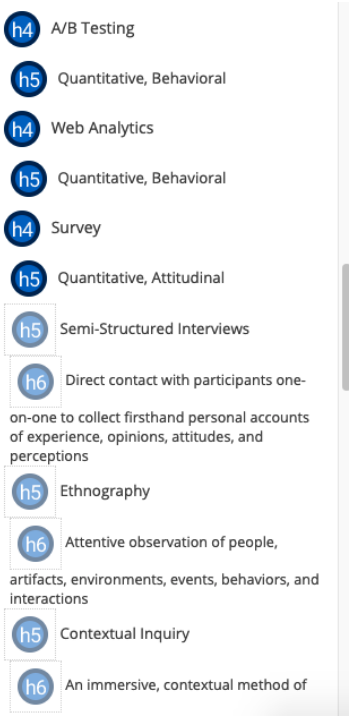
The first main challenge I experienced was implementing the sliding quiz and progress bar functionality. I first tried to use Bootstrap to do this, but didn't like the design of the progress bar component and had difficulty getting it all in one file; I was able to overcome this by finding a solution using jQuery. A second challenge was in getting the modals to open on the method cards in the quiz results page since the quiz sections were all within <fieldsets> and modals did not work the same way inside those. To overcome this, I decided to just show the method cards and their descriptions on the results page and leave a note directing users to view more information in the modals on the home page.

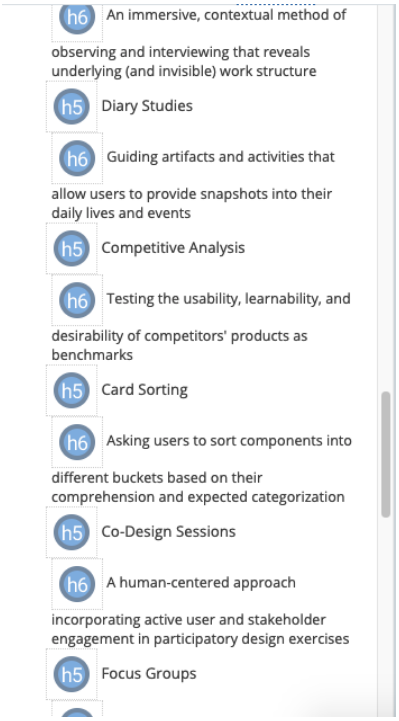
(Wave Accessibility Check on next page)

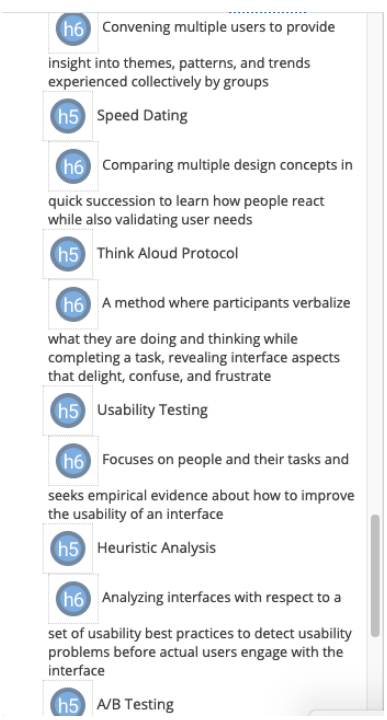
WAVE Accessibility Check

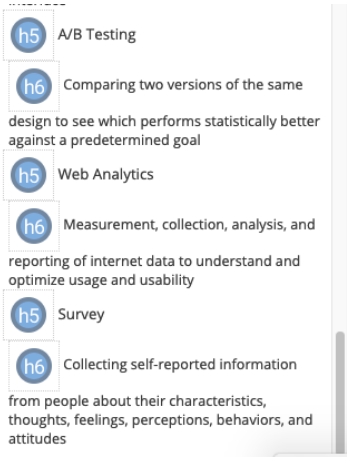
For Home Page (Summary, Details, Structure)





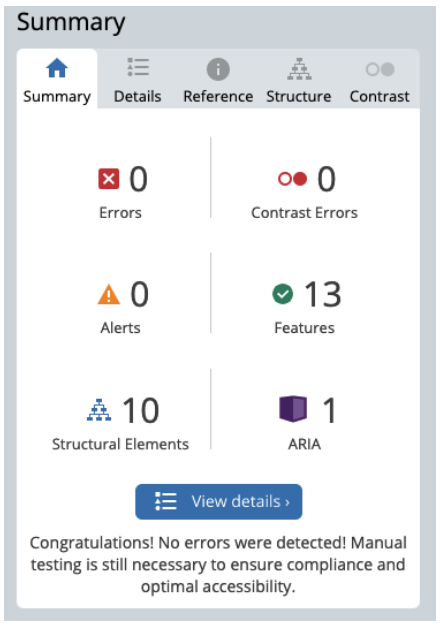


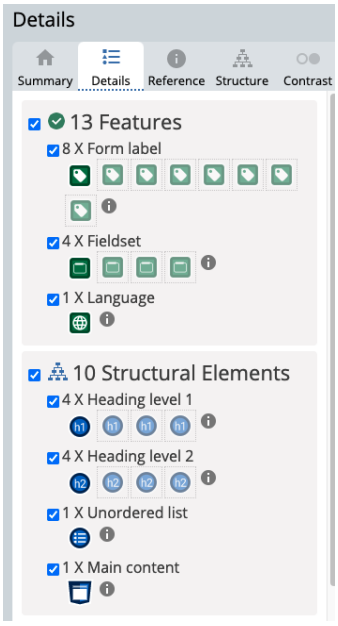


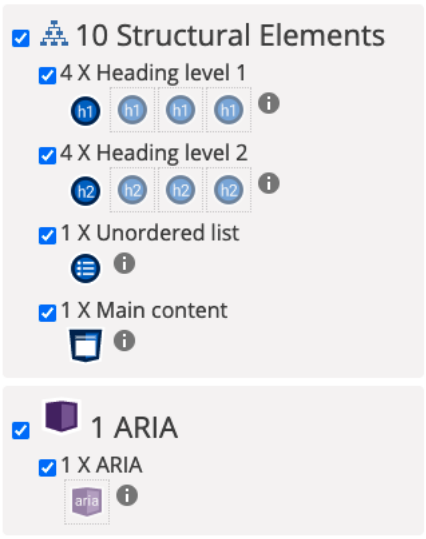


(Quiz WAVE on the next page)

For quiz page







If an icon does not appear within the page, turn off Styles above to view it.