

BUILDING OFF OF PREVIOUS HABITS AND MEMORY

In our Hi-Fi prototype we decided to build upon the already existing website that the Regina food bank already uses. We decided this would make it easier for users of the old website to adapt to the newly implemented systems as mostly everything would remain the same besides the additional online booking. This way all their learned memory of the website would carry over and they would only need to learn a small amount of new information in order to fully adapt to the changes.

KEEP IT SIMPLE AND STRAIGHTFORWARD

Our addition of online booking was built with the intention of being streamlined and easy to follow. This was achieved by only using a simple design that flowed from top to bottom. By having the user fill out one line of information at a time we don't overload them with the task of trying to figure out what needs to be filled out and help them go through the list one piece of information at a time. Top to bottom design that asks for simple information, with the need to only enter the information once. With the design we also wished to implement simple yes or no options instead of asking the user for lots of information at once. Examples of this include (upon feedback from the client) replacing mobility concerns with a delivery or pickup option that allows for the user decide how the box will arrive, and future plans for a pre-made box selection system for users with dietary complications

MINIMIZING USER ERROR

Our design includes contrasting white boxes against the yellow backdrop in order to make where the user is supposed to interact and fill out information very clear. Large buttons are used to navigate the pages on the website, from the Order Now button to the Confirm Order button each is designed to stand out against its backdrop to make it as clear to the user what it's purpose is and that they are supposed to click and interact with.

- 1) Simple is better (the easier it is to follow the less problems will occur, we want the online experience to be easier and faster than calling in)
- 2) Have a easy to follow and linear progression (by organizing the information input from top to down we hope that the user will more naturally follow the flow of the page and the information input page will not feel as overwhelming)
- 3) Clear and indicated spaces for the user to interact with (by making the user interactable sections contrast the backdrop greatly we hope that the user's eyes will more naturally follow the flow of the page and will not be confused as to where on the page to click. Minimize error by increasing clarity)