Design Journey Part 3

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Section: 203

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username: cornellfsae

Password: info2300drjx

2. Please provide us your DB login username and password

Username: drjx

Password: Yd7TAp

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 10 and 21).
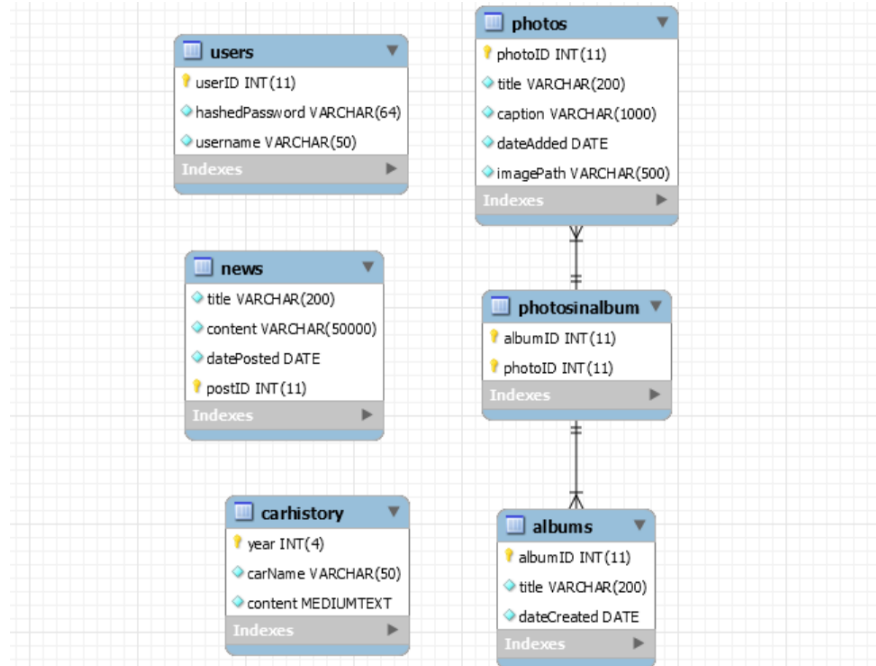
We didn't make any changes since milestone 2. We have photos and albums tables that are similar to those used in project 2. Photos have a unique auto-increment photoID which serves at the primary key. Each photo also has title, caption, dateAdded, and imagePath fields which are self-explanatory. The albums table has columns for albumID, title, and dateCreated. The albumID serves as the primary key in this case. The photosInAlbum table connects the two tables with a many to many relationship. It has columns for photoID and albumID, which are both foreign keys connecting the photos and albums tables. Our other tables are pretty straight-forward and have no foreign keys. Users holds data for our login system including UserID (primary key), hashedPassword, and username (unique). News holds the following information for articles: postID (primary key), title, content, and datePosted. Content will be some sort of formatting string that holds the article. CarHistory will be similar to the news table except it uses the year of the car as the primary key. It also has carName and content fields.

Part 3: Testing Protocol

How are you going to choose users?
How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

Although our main target audience is future sponsors, we will begin to test our draft site with Cornell students since sponsors are difficult to get a hold of at such short notice. Cornell students also fit into a portion of our target audience, so the user tests would not be completely invalid. We would find them and meet them somewhere convenient on campus--a place where a real user would look at the site (cafe, library, etc.) We wouldn't be able to compensate them with money, so ideally we would find willing volunteers who want to share their input.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Asked the user to give feedback on the website and tell us what they think of the design	Since the website's main function is to attract potential sponsors, we need to gauge the user's attraction to the website.
Find the team members	Ask the user to give a list of all of the team leads on the team page	Testing whether a potential new member can find info about club leaders quickly and easily
Use the donate button	Ask the user to find how they can connect to PayPal through our page	Since the website is used for generating donation and increasing the presence, a donation button would be essential. Connecting to PayPal is very important.
Contact Information	Ask the user to find the phone number of Cornell Racing.	Since the contact is in the navigation bar, the user should easily find the contact page and the phone number.
Find major sponsors	Ask the user to find our major sponsors.	Sponsorship is a very important part for the team, so it encourages people to donate. Users should be able to find major sponsors easily.

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

For our users, the three of them were all interested in some form of technology so their technical prowess was not inadequate. Their ability to navigate the website was unimpaired by lack of knowledge so when we asked them to perform some tasks to help us generate feedback they did so easily. We did not give them any information before hand on the background or layout of the site, instead after they agreed to help with our project we sat down with the user and showed them the website. We gave the user one task at a time and ask them to give feedback on how they thought the task was.

Part 4: Testing Note
You should have at least 3 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Undergrad upperclassman engineer, interested in project teams

2. How does this user represent your target audience/client's needs?

A Cornell student who may be browsing around for some interesting clubs/project teams; a likely user of our site.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
Asked the user to give feedback on the website and tell us what they think of the design	The user was pleasantly surprised with layout and liked the simplicity. One of the detracting elements was that they believed it to be too simple however.	Since this was only a draft, this kind of criticism was expected. We do plan to spend more time on the css to make the site less simplistic.
Ask the user to give a list of all of the team leads	This task was simple enough to the user. Since we had pseudo code on the team page and since the tab was not hard to find in an obscure navigation bar.	Our implementation for this task was done pretty well. We just need to keep to this design and make the pseudocode into actual code.
Ask the user to find how they can connect to PayPal through our page	As this was pseudocode as well, we also implemented the paypal API so the main task was just to include a paypal button. As we didn't ask the user to donate actual money we just asked the user to see if the paypal button worked. The user found paypal but it took a little longer.a	We plan to include more a more detailed donation page such as perks as well as important contact information. We should make the donation more attractive and easy to find.
Ask the user to find the email of Cornell Racing.	User found the task to be pretty simple. Just locating the contact page allowed him retrieve the contact email.	Even though the process was easy we plan to make the contact page include a form, not just a list of information.
Ask the user to find our major sponsors.	The user easily found some sponsors on the header of the Home page. And then found the Sponsor page and got more sponsors.	Putting some major sponsors on the header may be a good idea. And the sponsor page should be very easily accessed.

3. Other notes from this user that will be useful to think about when redesigning.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Female language professor at Cornell, interested in technology and other progress in Cornell.

2. How does this user represent your target audience/client's needs?

Represent the people who are generally interested in Cornell, and would like to see what progress we are making. If needed, they may consider donating, and providing some help.

Tasks for user 2	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
Asked the user to give feedback on the website and tell us what they think of the design	The user thinks the design is generally good with color theme matching Cornell Racing. The navigation bar is pretty clear. Some pages like Home and Contact may have layout problems.	The current headers and menu bars look good. We need to consider further layouts of all other contents
Ask the user to give a list of all of the team leads	The user easily found the team page from navigation bar, and found the list of team leads.	The navigation bar is pretty clear. And we should keep that. We also need to further implement the team page, for now we don't have enough content.
Ask the user to find how they can connect to PayPal through our page	The user spent a little time to go to the donation page and found the PayPal button.	We are planning to have more features on this page and implement the payment function. We need to make the payment easier to find.
Ask the user to find the email of Cornell Racing.	The user went to the Contact page easily. And found the email address.	The phone is not hard to find because we don't have much content on the Contact page. We will add more information later.

| Ask the user to find our major sponsors | The user quickly found the sponsor logos on the header, but did not continue to find the full sponsor list on the sponsor page. | We should make the sponsor page easier to access. We can have more links that go to Sponsor page. |

3. Other notes from this user that will be useful to think about when redesigning.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Team member on the FSAE team. The business team leader who wished to test the site.

2. How does this user represent your target audience/client's needs?

Represents our client's needs as they are the client.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
Asked the user to give feedback on the website and tell us what they think of the design	The client believed that the progress was nice and the theme that we were using had potential. However he had similar beliefs as the first user.	We will continue to iterate with the design of the website to create a very modern and simplistic website.
Ask the user to give a list of all of the team leads on the team page	While the client knew all of the team leads he was able to successfully navigate to the team page.	We will include a better gallery system using javascript.
Check the donate button and see if it connects to paypal	Through pseudocode he was satisfied with how the donation page was planned.	Our idea of having milestones was well received by the client.
Ask the user to find the email of Cornell Racing.	Easily found the information on the contact page.	As said before we plan to include a better contact page that includes a form
Ask the user to find our major sponsors	Easily found the information on the sponsors page as well as the title sponsors on the banner.	The sponsor page will be kept very similar but with added effects such as javascript hovers

3. Other notes from this user that will be useful to think about when redesigning.

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

From our users we learned that the site still requires a lot more work to improve on. Our users seem to enjoy the current iteration but a lot of our improvements still need to be make on the design of the website. Our users seem to like the idea of simplicity which we plan to incorporate as an important principle of our design. Through user testing however we found an important aspect of ourselves that we didn't expect to see from users. Even though we believed the current design to be nice, the users desired more. We can never be too certain on what we believe to be enough.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

Some of the key changes we plan to make based on testing revolves around design. Since user interaction and interface is extremely important we want to create a website that is inviting as well as informative. While this may take many iterations we hope to have a balance between these two aspects. Another key change we plan to make is to the team page. In order for us to display the team page efficiently we plan to incorporate a javascript enhanced gallery. While the current one is nice, the implementation is a bit bland and could be improved tremendously. The last key change we plan to make is to the contact page. Although the current contact page is perfect in function we want to implement a contact form to streamline the contact process. Just having contact information is not enough for a modern website.

If you make any changes to the testing protocol for round 2, tell us what they are here.

We plan to make some changes for the testing protocol of round 2 but since we have not finalized the changes to the website we are going to make, we dont have definite changes to the testing protocol. However one of the definite changes will be how we request the user to interact with the team user page. We will make the user find a specific person on the page and ask how the user thought the interaction was.

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

Right now the website skeleton is very rough in terms of both contents and style/layout. For now, we only included the content needed for the user tests and did little styling. We will make this more aesthetically stronger and fill it will more content for the final.