

030201

Early-prototypes Assignment

Team: Bananas in Pyjamas

Link to our prototype:

[https://xd.adobe.com/view/
d9ec9d13-a9a2-437e-8ce2-1b60db-
8bebae-8cbf/?fullscreen&hints=off](https://xd.adobe.com/view/d9ec9d13-a9a2-437e-8ce2-1b60db-8bebae-8cbf/?fullscreen&hints=off)

BANANAS IN PYJAMAS | MULTIMEDIA DESIGN

030201 EARLY-PROTOTYPES | PROCESS DOCUMENTATION

PARTICIPANTS:

AUSAMA FADEL, MD JAWAD HOSSAIN, MÓNIKA GÖRGICS, ORESTIS MAMOUZELOS, TEREZIA HRDLOVICOVA AND VELICHKA STOYANOVA TRUSHEVA

PROJECT DESCRIPTION

Link to our prototype: <https://xd.adobe.com/view/d9ec9d13-a9a2-437e-8ce2-1b60db8bebae-8cbf/?fullscreen&hints=off>

CreativITEE is a small web-shop project that our group started and executed in week 11 2022. CreativITEE's products are t-shirts customisable by the individual and t-shirts of our own designs.

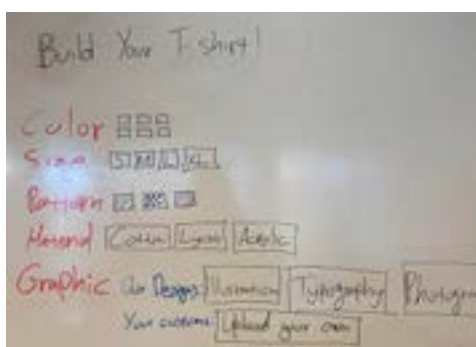
TEAM



We are Terezia, Vili, Monika, Jawad, Ausama and Orestis. After formatting the team and got to know each other, we established a voting system for all our ideas in a sharing word document. Additionally, we decided on some rules and regulations so we formatted a group contract. We are individuals with a handful of abilities, so we split the work accordingly.

INITIAL IDEA

All our creative ideas where brought together on post-its and our first affinity diagram was made. Our crazy 8s then followed which then turned into a solution sketch. We copied all our info on a big white board to generalise our ideas and settle on a final topic.

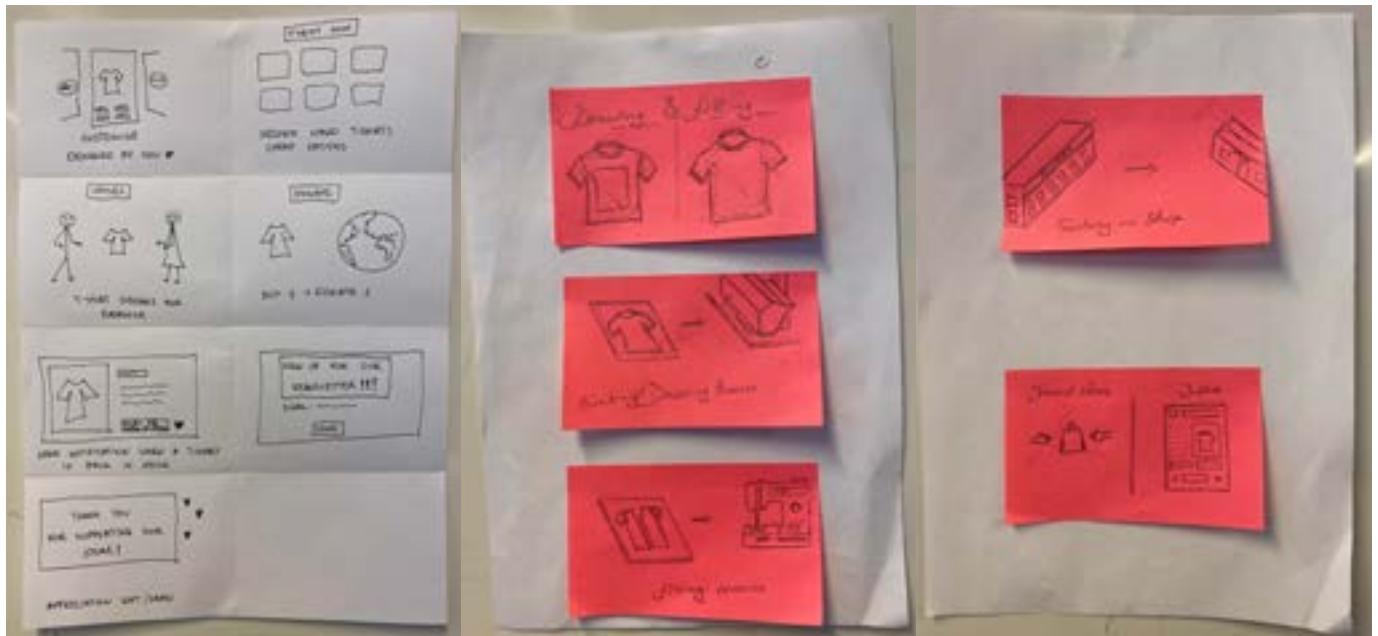


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WORK STRUCTURE

We created a mutual work ground in a word document at first until our facilitator created a XD file where we all assembled this project simultaneously.



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BREAK DOWN

After our ideas were somewhat solid we split in pairs and worked on the project tasks which we had broken down into:

- STORYTELLING



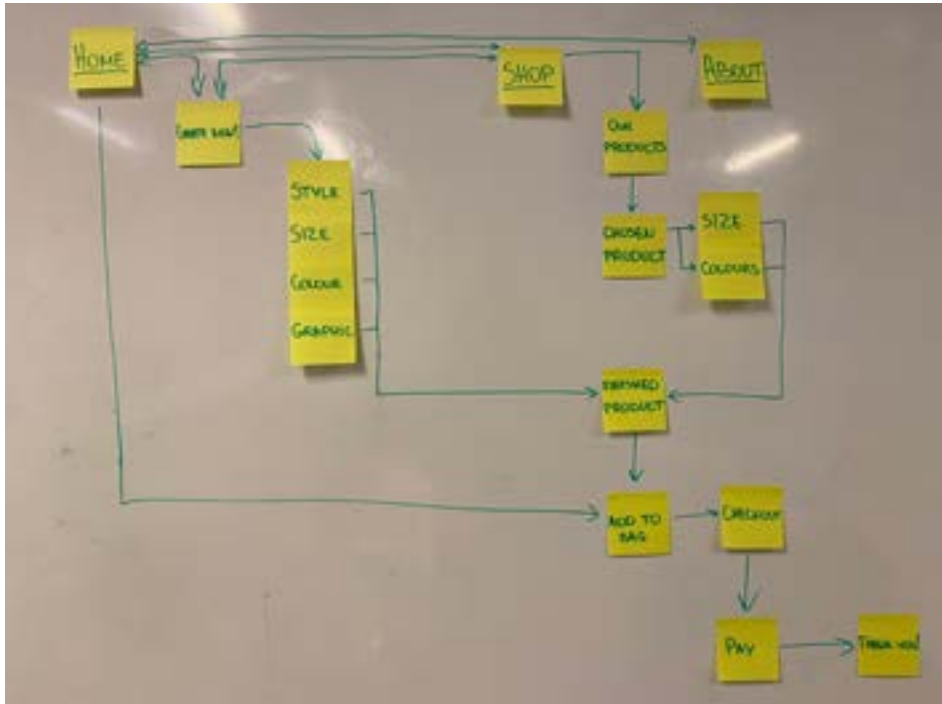
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- INFORMATION ARCHITECTURE



- PAPER PROTOTYPE



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- LOGO ILLUSTRATION



- LOW-FIDELITY WIREFRAMES (XD)



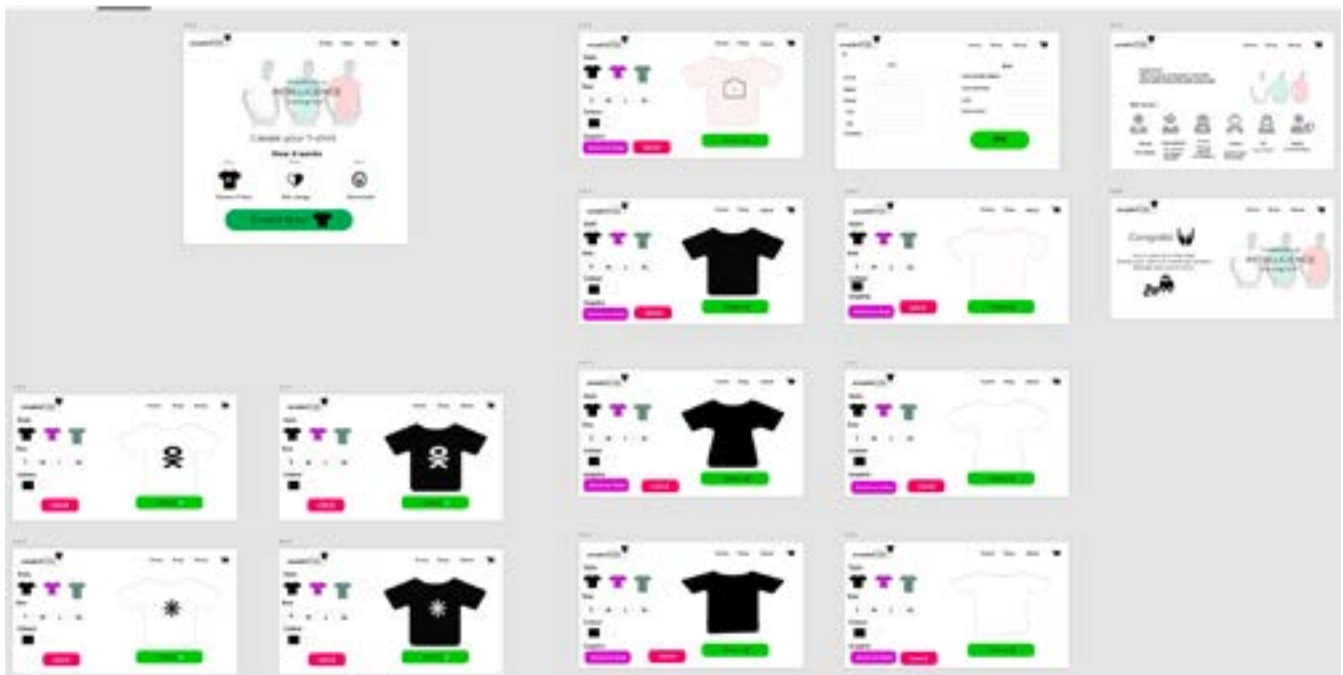
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- XD PROTOTYPE



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To sum up, we tested our paper prototype and documented the process in video form before we tested our XD prototype.

Video Link Here:

<https://youtu.be/dfGIs5aWH2M>

<https://youtu.be/lquvb03QRjE>

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On our last day before submitting the assignment we made the final test for the prototype:

PROJECT BRIEF

BRIEF – T SHIRT ONLINE STORE TESTING

PROJECT TITLE: *CreativiTEE*

PROJECT ROLES:

Test Moderator: *Vili*

Test video/audio responsible: *Vili*

Team members documenting: *Terezia, Monika, Jawad, Sam, Vili*

KEY STAKEHOLDERS: *Teachers, Our teammates*

KEY DATES AND TIMES:

Recruitment dne by: *Orestis*

Tests planned for: *18.3.2022*

Documentation ready: *18.3.2022*

BACKGROUND / CURRENT SITUATION: *Our website focus is on customizing a t-shirt to customer´s taste and the option to add their own illustration/ graphic*

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TEST DESIGN:

The test will be made with 3 respondents who will test the usability and navigation on XD prototype. (The test was made with 1 respondent.)

TEST: User type

Test type: Think aloud test (This is a test where the participant is interacting with our prototype and vocally noting the steps he is going through and sharing his thoughts while observing.)

Test subjects: 1st semester students from Multimedia Design

Target group

Recruitment criteria: Describe the “must-haves” for your test subjects

- Has previous experience with navigation on websites
- Has a creative background
- Age limits 18-30 years old

Test areas:

- Customization of the product
- Choose a product we already have
- Proceed with purchase
- Find info about the employees

Output:

Video recording and observation

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Debriefing:

Debriefing with the group about the results of the test, finding out the common issues

<https://youtu.be/lquvb03QRjE>

Findings:

The participant had a good understanding of our website. It was easy for him to navigate from the Home page to the Customization page, and to change the size and colour, and to add items to basket and proceed to Checkout.

The participant gave us feedback that our website doesn't point that we have any other other products beside customizable t-shirts. He suggested that we add another menu point or add the information to the Home page.

The participant noticed there is no Go back button or Breadcrumbs, for easier way to navigate to previous page.

Suggestions:

Based on the findings, it is clear that we have to improve the purchase flow and made our products clearly visible, so the user can see all the products from the Home page as well. We have to implement breadcrumbs when the user is interacting with the website for easier navigation.