



story analyzer



TABLE OF CONTENTS

Overview	—	3
Design Problem		
Design Goals		
Design Process		
User Research	—	4
Personas and User Stories	—	6
Design Inspiration	—	9
Design Solutions		
Logo Design	—	10
Style Guide	—	11
Use Case Diagram	—	12
ERD	—	13
Activity Flows	—	14
Sitemap	—	16
Mockups	—	17
Meet the Team	—	22

OVERVIEW

Design Problem:

The overall goal of this project is to redesign and optimize both the front-end and back-end functions of Story Analyzer. On the front-end side of the work, we will provide user research, personas, wireframes, visual mockups, and prototypes. On the back-end, we will use various techniques to integrate our web application with Story Analyzer. We will also fully integrate database capabilities with our application while also handling threats such as SQL injection and cross-site scripting.

Design Goals:

- Improve usability
- Establish a visual brand
- Develop functional login system
- Create user-friendly dashboard

DESIGN PROCESS

User Research

Usability Test – Script

"Assure users all information is confidential. Have users walk through the site while talking through their actions out loud.

Record the audio of them talking out loud and use screen capture to record them working through the site.

1. What is the purpose of this website? Why do you think that?
2. What is your eye first drawn to? Describe where you are looking on the page.
3. What do you think of when you hear the word dashboard?
Have the user take a minute to navigate around the site, and vocalize their thoughts.
4. Open the Mueller Report Dashboard and take a look around. What are dashboards on this site?
How does the website make you feel?
5. How did the site's visual aspects (color, typeface) affect your ability to digest information?
6. What would you change about this website? What should stay the same?

Thank the user for their time, and buy them a pastry."

DESIGN PROCESS

User Research

Usability Test – Results Summary

Our user research identified a few key components of Story Analyzer that are difficult to digest for the average user, and therefore deserve the most priority when we begin our redesign.

For first time users, the landing page proved to be difficult to digest, with too many colors and not enough variety on the page to let the user know what they're looking at. In response to these findings, we intend to implement a more streamlined landing page with consistent design elements and color schemes.

Another aspect of Story Analyzer that we pinned for our redesign was the dashboard. We found that this terminology can be somewhat misleading, as most users expect a "dashboard" to represent some sort of home screen or centralized point in the site. Therefore, we changed "dashboards" to "datasets" to more accurately represent what information they convey, and labeled the user profile page the "user dashboard" to indicate a centralized location where all of the user's datasets are stored.

DESIGN PROCESS

Personas and User Stories

John Patterson Age: 45 Occupation: Lawyer

Biography:

Mr. Patterson is a lawyer who owns his own firm. He often does research on political and historical events to keep updated on legal practices that may be relevant for his work. He is comfortable using technology and the internet and rarely finds himself struggling with it.

Goals:

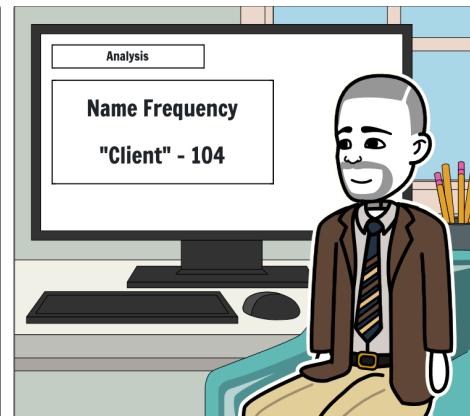
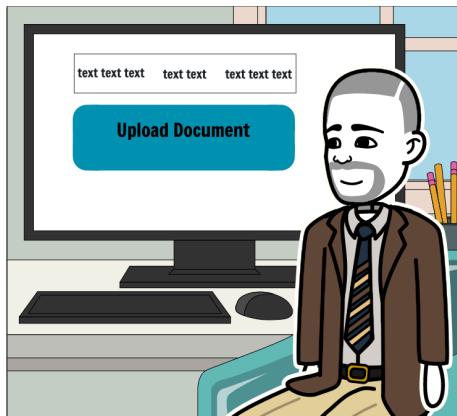
Mr. Patterson needs to be able to analyze dense legal documents quickly and efficiently to keep up with his job. He needs to keep up with his workload or he could fall behind schedule, negatively affecting the clients he represents.



User Story:

Mr. Patterson is a lawyer who runs his own firm. A client has an upcoming case in which there is a heavy load of dense documents to read over. To make his work more efficient, Mr. Patterson decides to create an account on Story Analyzer after it had been recommended by a colleague. Mr. Patterson then uploads the documents into Story Analyzer so that he can more easily identify the frequency of names and locations mentioned within the files. Mr. Patterson uses the "People, Groups, Interactions, and Narrative Web" tab to learn that his client is referred to 104 times within the case documents.

Storyboard:



DESIGN PROCESS

Personas and User Stories

Danny DeSchmito Age: 37 Occupation: Professor

Biography:

Dr. DeSchmito is a historian and professor at James Madison University. He is comfortable using technology and the internet and rarely has trouble finding information online. He enjoys studying politics, history, and law, and teaches a variety of classes on those subjects.

Goals:

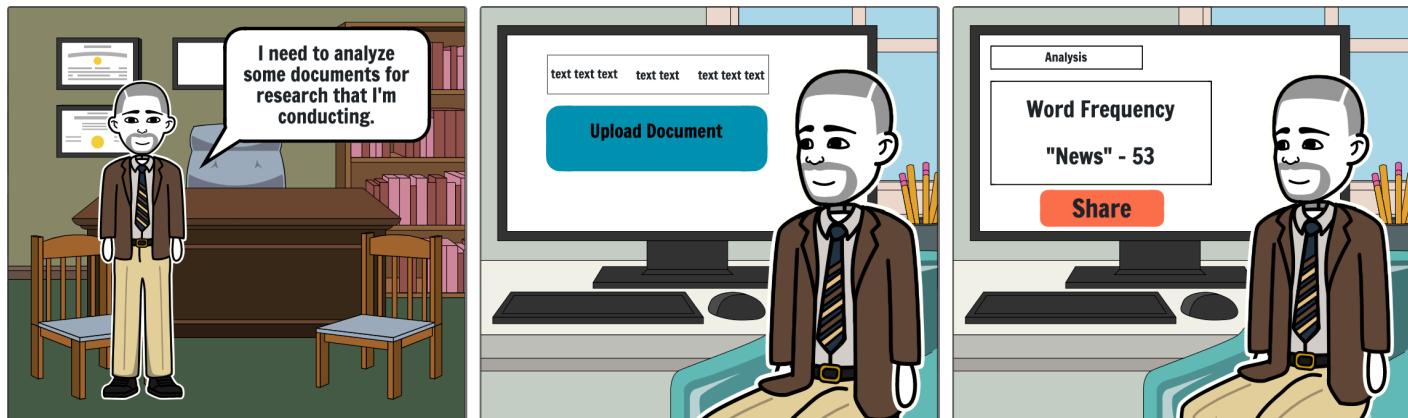
Dr. DeSchmito conducts extensive research on political events within the last century. His goal is to be more efficient when analyzing high volumes of important texts and documents. He is also interested in experimenting with other tools that the application hosts to expand his research.



User Story:

Dr. DeSchmito is a historian and professor at James Madison University. He needs to analyze some documents for research he is conducting, and has heard about Story Analyzer from a fellow professor. When visiting the site, he first creates his account. Once he has created his account, he can view his dashboard. He decided to upload a document to learn how many times the word "news" was used. He goes to the upload documents button to open the feature and upload his pages. He sends the report for analysis and sees the results. He learns that the word "news" was used a total of 53 times and decides to share this information with his colleagues in the History Department by clicking the share button.

Storyboard:



DESIGN PROCESS

Personas and User Stories



Candice Young

Age: 22

Occupation: Student/Intern

Biography:

Ms. Young just got hired as an intern at an investigative journalism organization. She receives dozens of sensitive documents a day, and is responsible for efficiently extracting important information from within them and reporting her findings to her boss. She is internet-savvy and confident.

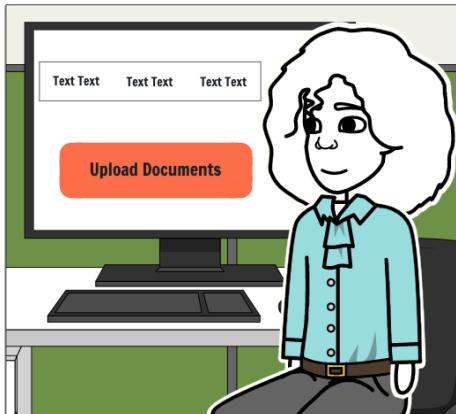
Goals:

Ms. Young's goal is to be able to meet the demands of her new internship, since the journalism industry moves at breakneck speeds. She needs to be able to analyze a high volume of documents and summarize them into digestible data reports.

User Story:

Ms. Young is a senior at JMU, and just landed a new internship at a big time investigative journalism organization. On her first day, she is handed a stack of sensitive documents, and told to report back at the end of the day with a thorough analysis of the data within them. After a coworker recommends Story Analyzer to her, Ms. Young creates her account in a rush, worried that she has bitten off more than she can chew. She starts running the documents through Story Analyzer, and quickly realizes that she'll be finished before lunch. After she's done, she sees on her user dashboard that she has 15 saved datasets.

Storyboard:



DESIGN PROCESS

Design Inspiration

The collage includes:

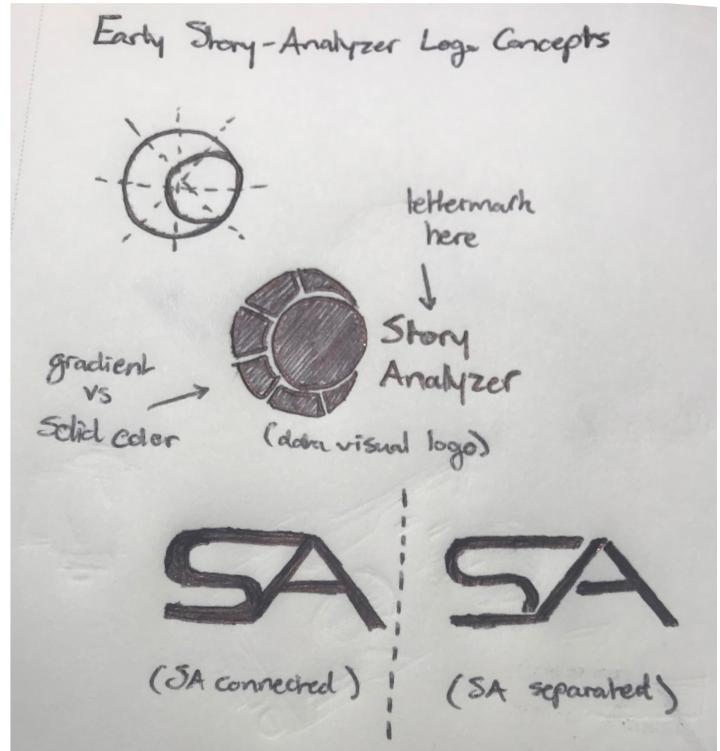
- A dark-themed digital agency website for "ZAMIL" featuring two flamingos and the tagline "We are digital agency."
- A purple-themed cryptocurrency wallet website for "CRYPTOWALLET" showing a VISA card.
- A Slack logo.
- An Inspecto logo.
- A blue-themed assessment tool website for "champions*" with a SWOT analysis diagram.
- A white-themed "Planet" logo.
- A screenshot of the LexisNexis platform showing a Supreme Court case document for "Bonito Boats v. Thunder Craft Boats, 489 U.S. 141".
- A red-themed "Story Analyzer Mood Board" graphic.

9

DESIGN SOLUTIONS

Logo Design

*Low-Fidelity
Logo Sketches*

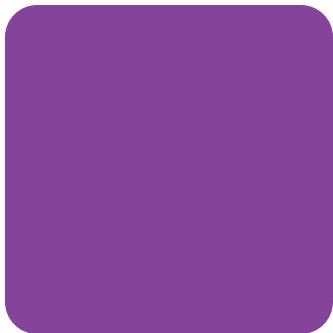


*High Fidelity
Logo Designs*



STYLE GUIDE

Color Scheme



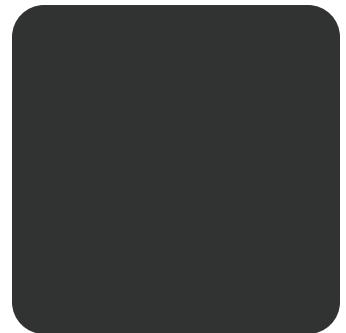
Orchid



Cherry



Deep Blue



Charcoal

CMYK: 56 87 0 0

CMYK: 16 100 36 0

CMYK: 87 86 0 0

CMYK: 69 63 62 58

RGB: 153 0 204

RGB: 204 0 102

RGB: 51 0 204

RGB: 51 51 51

Hex: #9900cc

Hex: #cc0066

Hex: #3300cc

Hex: #333333

Typography

Interstate

Primary Typeface

Thin

Thin Italic

Regular

*Italic***Bold*****Bold Italic*****Black*****Black Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~`!@#\$%^&*()_-+={}[]\|;'''.,<>/?

story analyzer

Interstate Condensed
Lettermark Typeface

Light

Light Italic

Tracking: 420

LASKI SANS STENCIL BLACK

Header Typeface

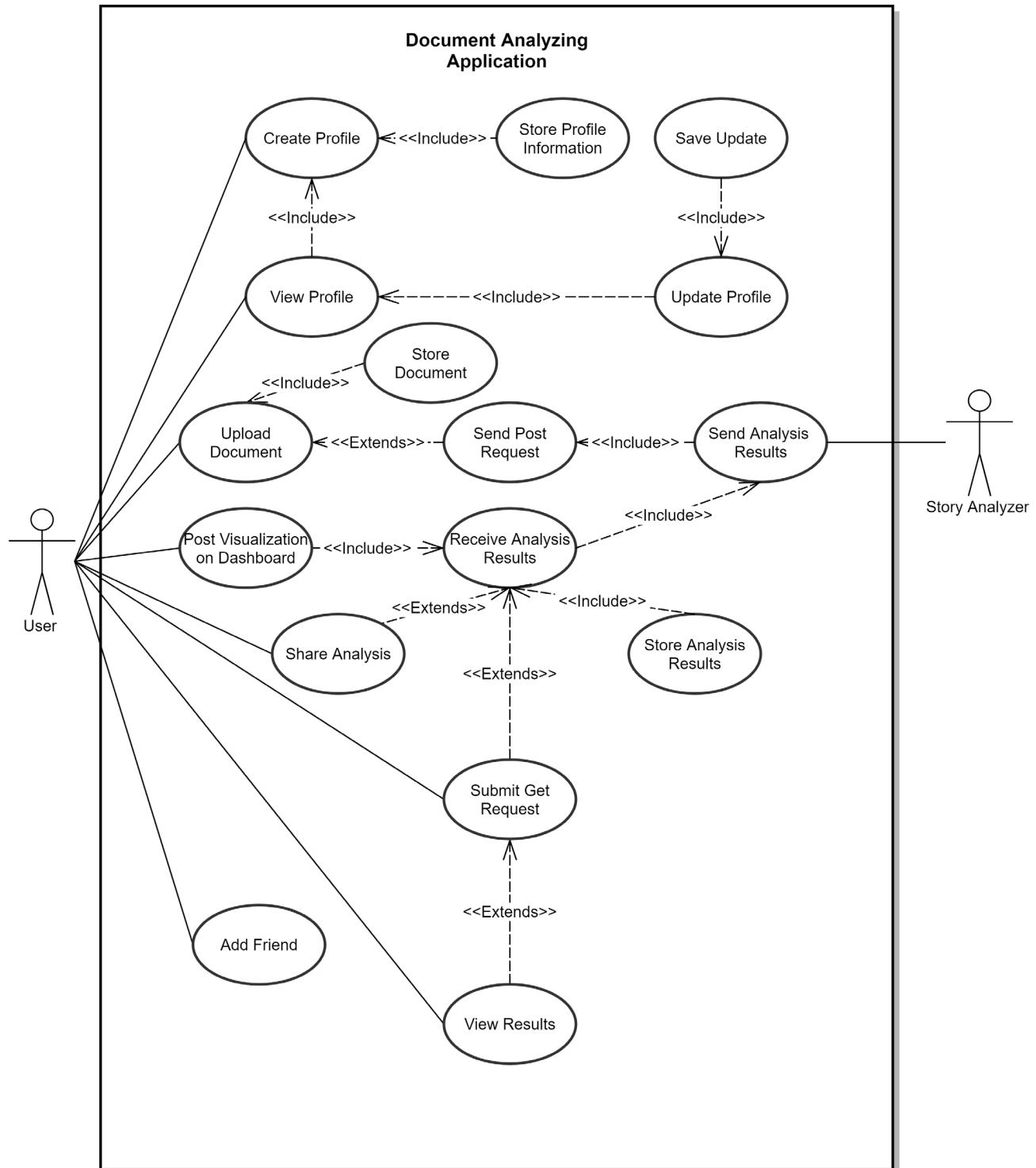
BLACK***BLACK ITALIC***

Only use for primary headers

Small Caps

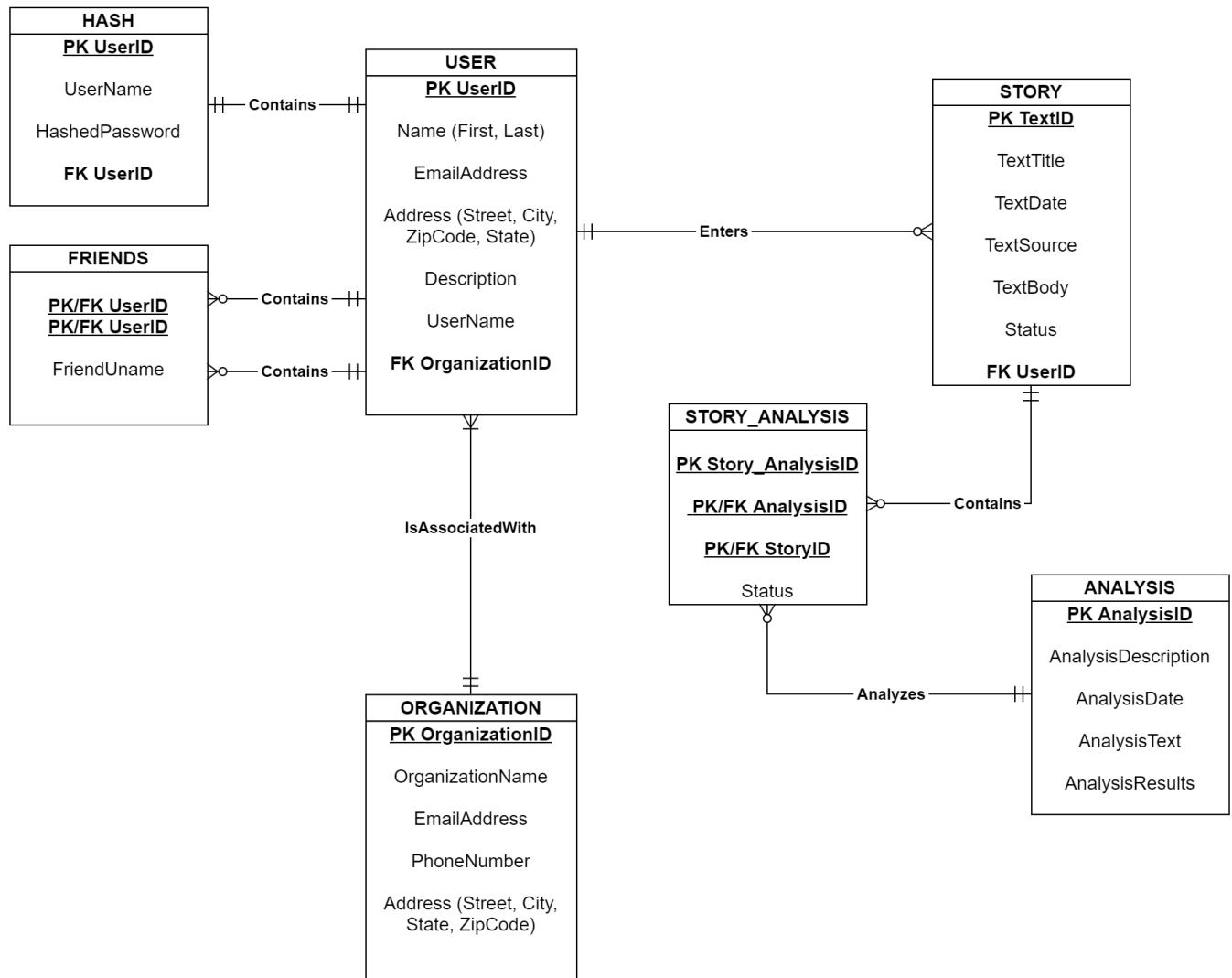
DESIGN SOLUTION

Use Case Diagram



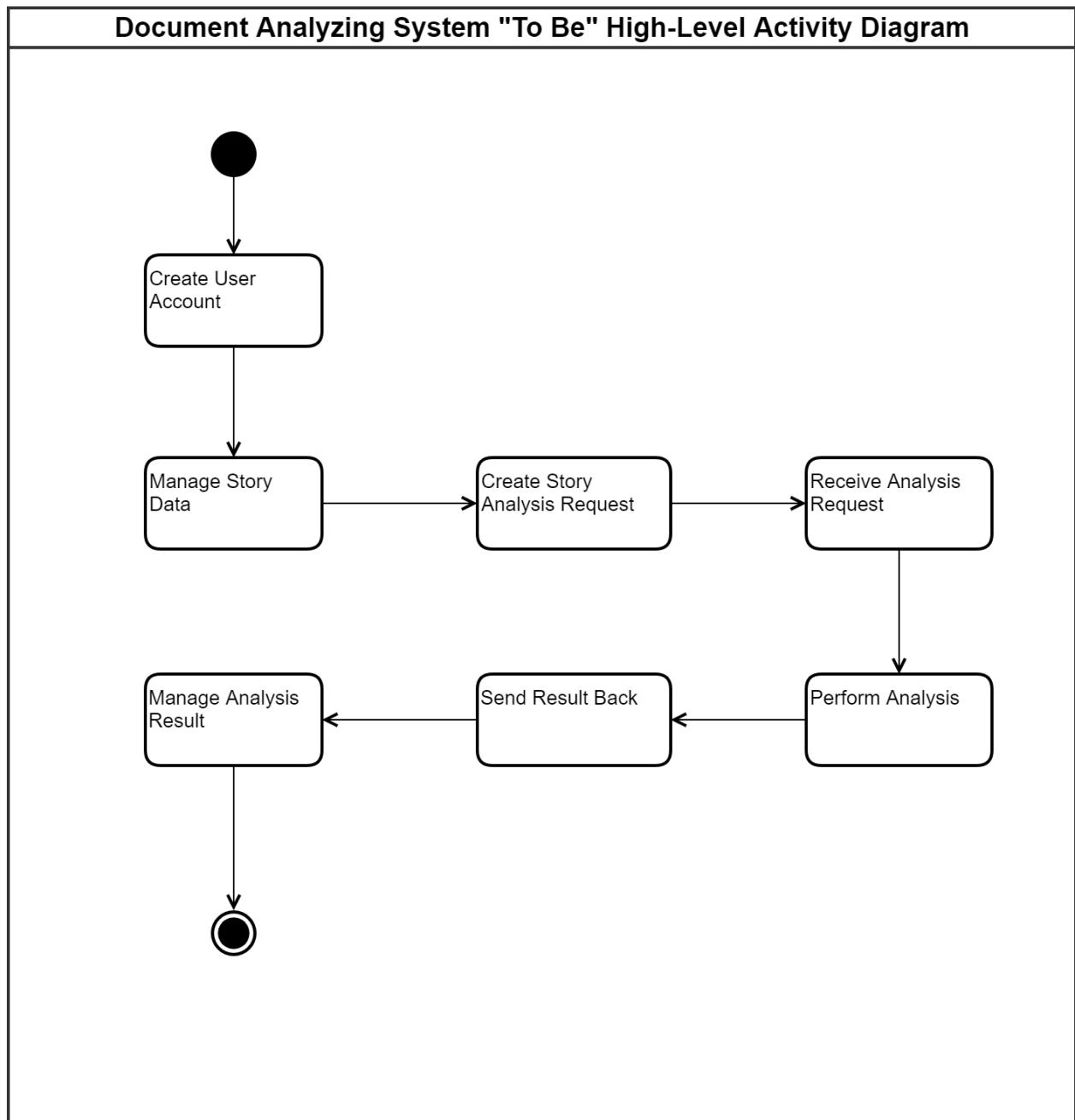
DESIGN SOLUTION

ERD



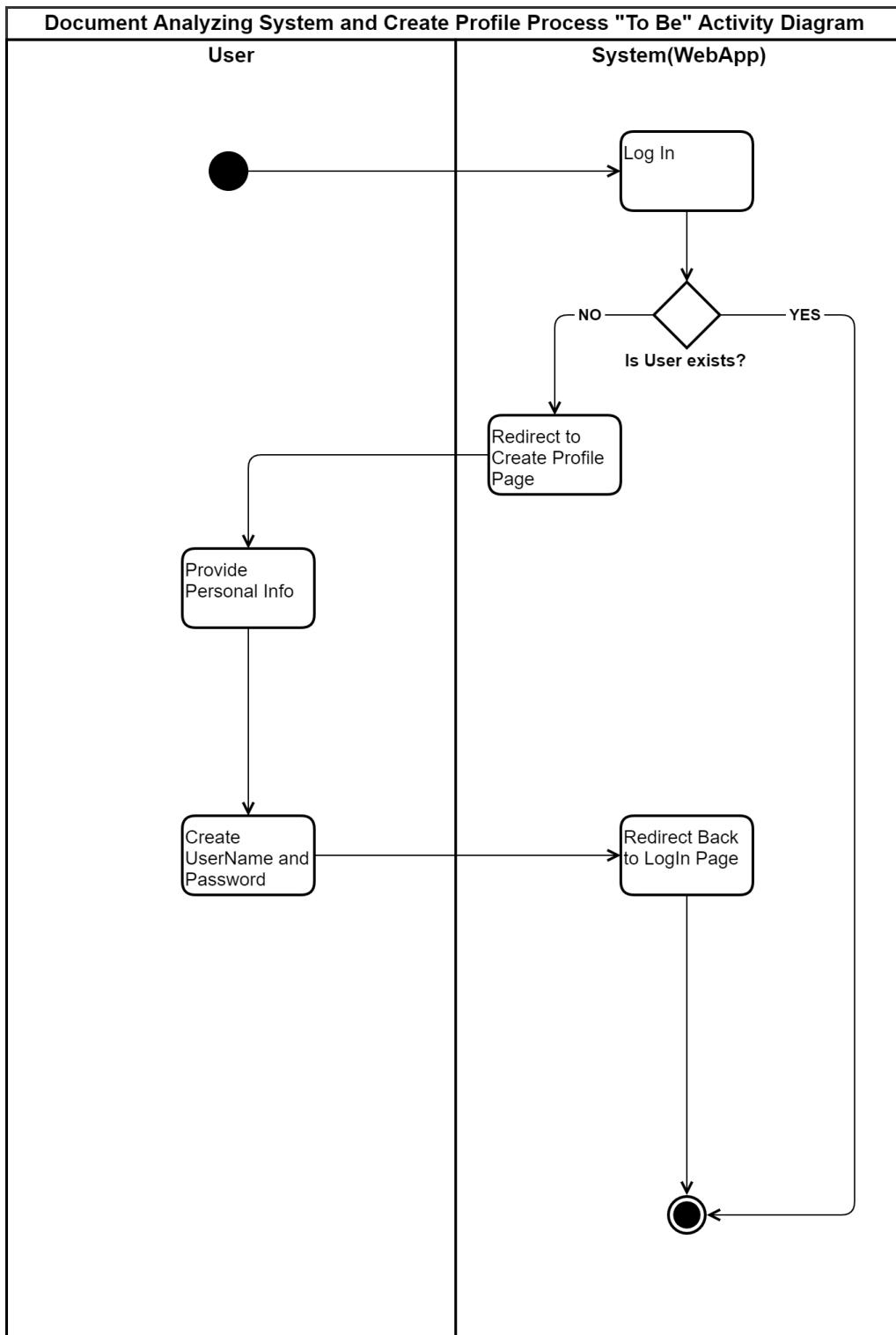
DESIGN SOLUTION

Activity Flow



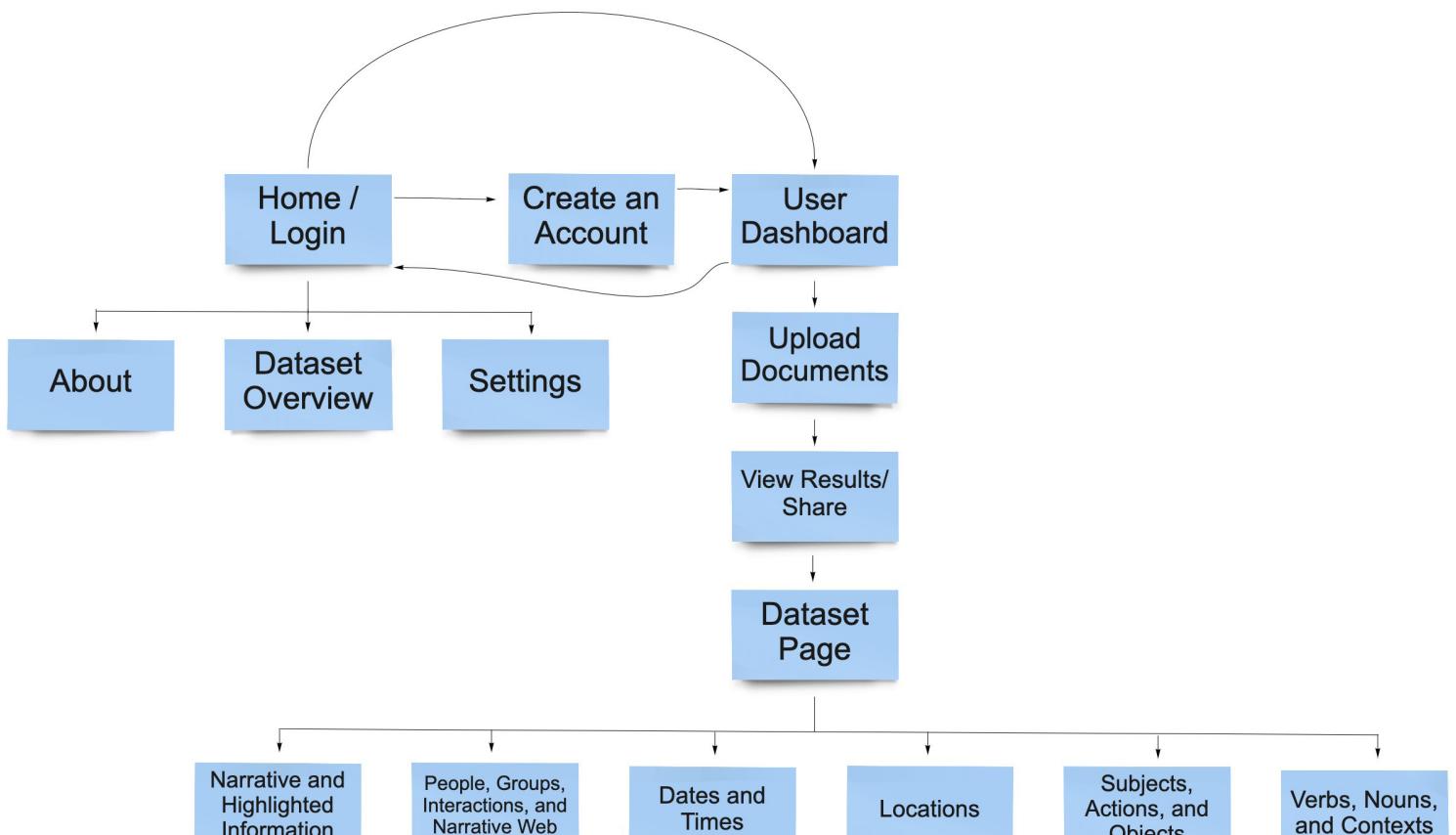
DESIGN SOLUTION

Low-level Activity Flow



DESIGN SOLUTION

Sitemap



miro

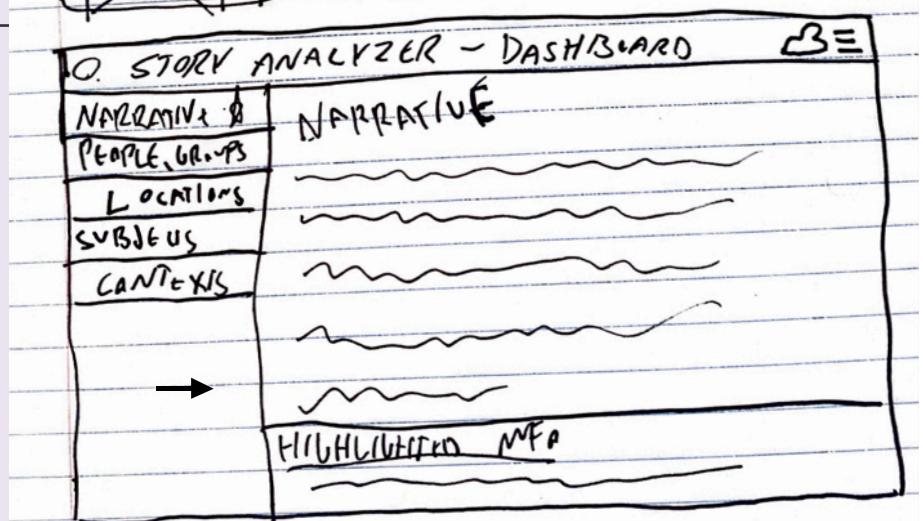
DESIGN SOLUTION

Low-Fidelity Mockups

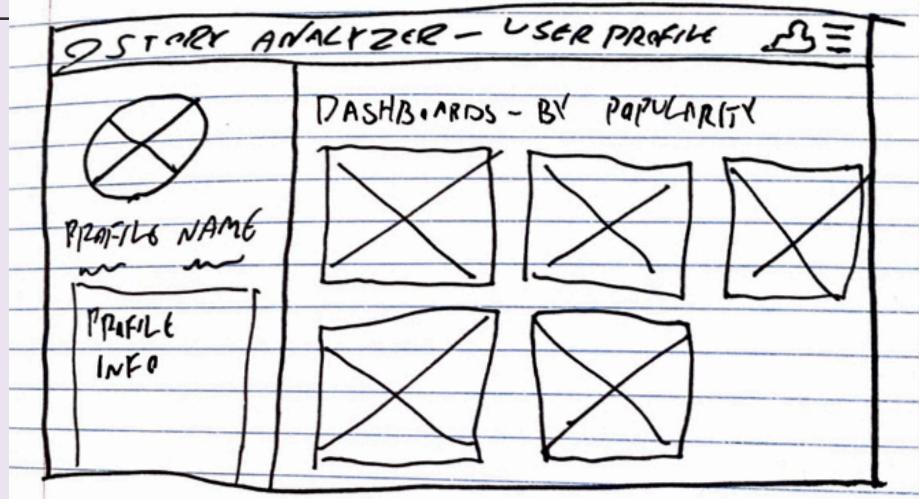
Landing Page



Dataset



User Profile



DESIGN SOLUTION

High-Fidelity Mockups

The mockup shows a landing page for 'story analyzer'. At the top right are links for 'Home' and 'About' and a 'Datasets' dropdown. Below the header is a purple banner with the text 'story analyzer' and the quote 'A picture tells a thousand words'. A descriptive paragraph explains the application's purpose: 'An application that helps users visualize and understand a story through the use of natural language processing (NLP) and data visualization.' To the right is a 'Login' form with fields for 'Username' and 'Password', a 'Sign in' button, and a link for new users: 'Don't have an account? Click [here](#)'.

About Story Analyzer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[More Info](#)

Datasets

Story Analyzer dashboards are divided into several expandable/collapsible sections containing visualizations. Clicking a bar allows you to expand or collapse its corresponding section, so you can choose which sections to make visible.

When you first open a dashboard, you will see the Narrative and Highlighted Information section. The other sections are: People, Groups, Interactions, and Narrative Web, Dates and Times, Locations, Subjects, Actions, and Objects, and Verbs, Nouns, and Contexts.

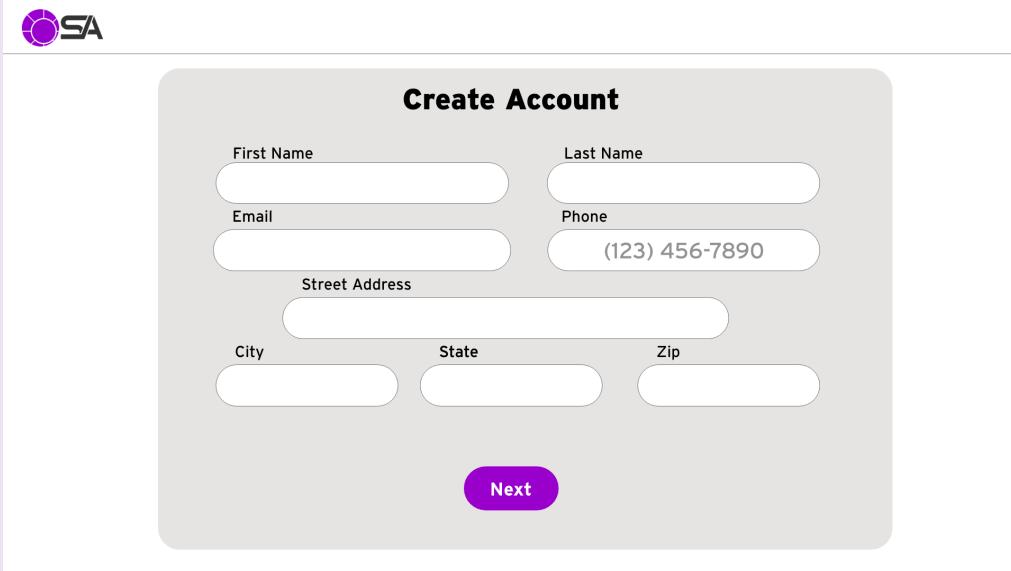
[Learn More](#)

Login/Home

18

DESIGN SOLUTION

High-Fidelity Mockups



The first high-fidelity mockup shows a 'Create Account' form. It includes fields for First Name, Last Name, Email, Phone, Street Address, City, State, and Zip. A 'Next' button is at the bottom.

First Name _____

Last Name _____

Email _____

Phone (123) 456-7890

Street Address _____

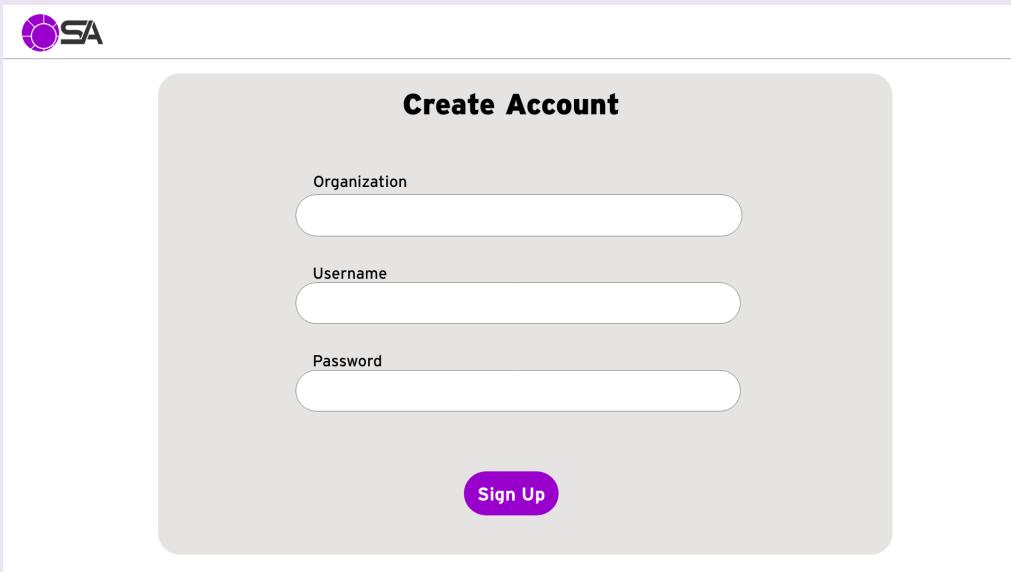
City _____

State _____

Zip _____

Next

Create Account #1



The second high-fidelity mockup shows a 'Create Account' form. It includes fields for Organization, Username, and Password. A 'Sign Up' button is at the bottom.

Organization _____

Username _____

Password _____

Sign Up

Create Account #2

DESIGN SOLUTION

High-Fidelity Mockups

The mockup shows a top navigation bar with the 'OSA' logo, a 'Sign out' button, and a menu with 'Home', 'Profile', 'Datasets ▾', 'Analysis Commons', and 'About ▾'. The main content area features a 'Welcome Back, John.' message and a question 'What would you like to analyze today?'. To the right is a large circular graphic divided into three segments: pink, dark grey, and blue, with intersecting lines.

Dashboard

This mockup is identical to the one above, featuring the same top navigation and main content area. It includes a 'Home' button in the menu, and below the main content, there are two buttons: 'Upload Documents' and 'View Datasets' on the left, and 'Story Analyzer' and 'Datasets' on the right.

Dashboard - Additional Navigation

20

DESIGN SOLUTION

High-Fidelity Mockups

The mockup shows a top navigation bar with a logo, 'Sign out', and links for 'Home', 'Profile', 'Datasets' (highlighted in pink), 'Analysis Commons', and 'About'. The main area has a large input field for a document title, date, and source, with options to choose a file or insert text. A 'Upload' button is at the bottom.

Upload Document

Title: _____

Date: _____

Source: _____

Choose File OR **Insert Text:** _____

Upload

Upload Document

The mockup shows a top navigation bar with a logo, 'Sign out', and links for 'Home', 'Profile', 'Datasets' (highlighted in pink), 'Analysis Commons', and 'About'. The main area has a section titled 'Results' with a 'Document' summary and a 'Highlighted Information' summary. To the right, there are dropdown menus for analysis categories: 'People, Groups, Interactions, and Narrative Web', 'Dates and Times', 'Locations', 'Subjects, Actions, and Objects', and 'Verbs, Nouns, and Contexts'.

Results

Document

Document content: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Highlighted Information

Highlighted content: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Analysis categories:

- People, Groups, Interactions, and Narrative Web ▾
- Dates and Times ▾
- Locations ▾
- Subjects, Actions, and Objects ▾
- Verbs, Nouns, and Contexts ▾

Results

21

MEET THE TEAM

**Christian Le***System Functionality Developer*

Christian is a senior Computer Information Systems major planning to graduate this fall. He is interested in database management and system development. Post graduation, he is hoping to find a job as a systems analyst or anything within the information systems field.

**Tofiq Gasimov***System Functionality Developer*

Tofiq Gasimov is a Senior Computer Information Systems Major at James Madison University. He is interested in Database design and Implementation. After graduation, he hopes to find a job as a Database Manager/Assistant.

**Theo Mott***System Functionality Developer*

Theo Mott is a Senior Computer Information Systems Major at James Madison University. He works as a Fitness Manager at the University Recreation Center and after Graduation, he hopes to find a job as a Computer Systems Analyst.

**Zach Tillery***Project Manager*

Zach is a double major in Finance and Computer Information Systems. He plans on graduating in spring of 2022. After graduation he would like to become a cyber security analyst or a system analyst working on system development and integration.

**Rita Yoham***User Experience Designer*

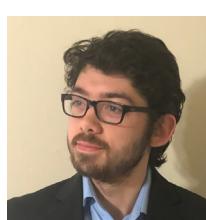
Rita is a senior SMAD major with a concentration in Interactive Design. She is interested in user experience design, interaction design, and front end coding. She is also the Creative Director of Advertising at The Breeze.

**Zach Greenbaum***User Experience Designer*

Zach is a senior SMAD major with a concentration in Interactive Design. He is interested in branding and web design. He is also a production assistant and technical director for Breeze TV.

**Jacob Carter***User Experience Designer*

Jacob is a senior SMAD major with a concentration in Interactive Design. He's the Opinion Editor for the Breeze, and has extensive experience in print design using Adobe InDesign and Illustrator.

**Jacob Willis***System Functionality Developer*

Jacob is a senior computer information systems major expecting to graduate in December. He is interested in cybersecurity and systems development. Outside of his classes he likes to participate in capture the flag competitions and hopes to find a job in cybersecurity upon graduation.