

Adv Web Design Studio

HW2

Due Friday Sept 20, 2019 at 1pm on Courseworks.

What to turn in:

1. Based on your user interview, re-write your persona to reflect what you learned.
2. A video of the *User Interface* of your Marketplace Project, including a voice over narration of Person A using the system and Person B using the system. The voice over should illustrate all the subgoals, and focus on what high, medium and low-level visual and interaction design.

Part 1

Talk to at least 2 real providers who will use your system and 2 real consumers who will use your system. They must be actual people you know because they will be using your application in HW3.

In your write-up include:

1. What data is being provided and consumed?
2. What real world goal drives this need?
3. What aspect of this is hard? Relate an anecdote of a time they actually tried to do this and either failed or was frustrated in the process.
4. Person A is a data provider.
 - a. What is their persona – name, age, occupation, why do they need to provide data?
 - b. When and how do they need to provide it?
 - c. What real world goal does it help Person A achieve?
 - d. What subgoals and states does the user go through to achieve this? Show images of at least three states drawn by hand. (a paper prototype)
5. Person B is a data consumer.
 - a. What is their persona – name age, occupation, why do they need to consume this data?
 - b. When do and how do they need to consume this data?
 - c. What real world goal does it help Person B achieve?
 - d. What subgoals and states does the user go through to achieve this? Show images of at least three states drawn by hand. (a paper prototype)

It's okay if some of the answers are the same as last week.

Part 2

Create a usable and aesthetic interface to your computer prototype.

1. Things we will be grading for (but you do not have to answer directly).
 - a. **High level design:**
 - i. Are the users able to accomplish the goal?
 - ii. Is person specific enough, the problem hard and well-defined?
 - iii. Is the design consistently tailored for this persona and goal?
 - b. **Medium level design:**
 - i. **Visual information design**
 1. What's the home screen? What do they see and do there to bring them into their task.
 2. Does each page pass the squint test?
 3. Is the most important information most salient?
 4. Does the page use layout well and make good use of whitespace (consider using a bootstrap grid)
 - ii. **Interaction:**
 1. What feedback do users get to check their answers were right or wrong?
 - c. **Low level design:**
 - i. **Visual Information design:**
 1. Is the right kind of media used? Are there pictures when you need pictures?
 2. Within conceptual subgroups, is the most important information salient?
 - ii. **Interaction:**
 1. Are the right widgets used? (Add autocomplete where necessary.)
 2. Is interaction efficient for users?
 - a. How can you reduce the errors, clicks and other frictions? (Submit when they press enter)

As before, you do not necessarily need to have a user login page, or keep track of users for now.

Data does not need to persist when you shut down the server.

Bring a laptop with your code working to class on Friday. We will give you feedback in sections.