

Prototype Evaluation Worksheet

Describe the 6 usability issues with the existing interface your paper prototypes address

#	Issue	Formative method(s) that revealed issue	Proposed solution
1	News-Letter Subscription. (Language Problem)	User Interview	To change the word from Connect to Contact Us .
2	“	Contextual Inquiry	Rather than every page having Connect as footer we can have dedicated page for contact us.
3	Locating your where-about	Heuristic Evaluation	Highlight the correct option on navigation bar

4	“	Thinking Aloud	Each page has to have heading.
5	Unorganized information	Contextual Inquiry	Align the content with Navigation Bar
6	“	Heuristic Evaluation	Remove redundant ways to get to single location

Pick three of your six proposed solutions to create medium fidelity prototypes of, and present evidence from your think aloud protocol that suggests this solution will address the usability problem.

Design #	Evidence from Think Aloud (at least 200 words)
<p>To change the word from Connect to Contact Us.</p>	<p>Q. Can you try and subscribe to News-Letters? Participant 1 – “I might check learn more, oh but it doesn’t work. Let me check this one as it reads ‘NEWS’, oh no it doesn’t have newsletters either. ‘Contact Us’ might definitely have it. – “Oh it was all the way down in the footer all this time!!!” Participant 2 – “I think is has to be under NEWS”, (keeps scrolling) “Aah, there is it, yoo-hoo!!”</p> <p>Resolution – Now that we have changed the word to commonly used word, users are more likely to get to connect with the organization in various ways like newsletter and social media. Now that every page doesn’t have connect option as footer and a dedicated page is created for the purpose there’s less likely confusion about this subscribing to newsletters.</p>
<p>Highlight the correct option on navigation bar</p>	<p>Q. Can you tell where you are on this website right now? Participant 1 - “yup, easily I can tell I’m on ‘Our Programs’ Page” Participant 2 – “Our Programs”</p> <p>Resolution – Highlighted option in navigation bar made it so obvious for the users to guess there location in site-map as navigation bar is consistent on every page of the website it provides accurate and confidence to user to check their current location. Highlighted button is very main-stream and mostly everyone is aware of this format of highlighting.</p>
<p>Align the content with Navigation Bar</p>	<p>Q. Can you try and learn about organization? Participant 1 - “I would go to learn more and check what in there!”, “Learn more doesn’t have its own page but has sub-options” “Organization is about.....” Participant 2 – “this(Learn More) doesn’t open a new page!!”, “oh okay, I know about organization, it’s pretty simple”</p> <p>Resolution – Main option on navigation bar had dedicated page, but the content of that page weren’t aligned to sub-options of the main option which would create confusion. So I aligned both the content and the navigation bar options by changing the hyperlinking and the contents organization of the page. Now it’ll be less confusing and no matter whatever way user reaches the option it’ll be consistent and with confidence.</p>