

Prototype Evaluation

Project:

Wondrous Creatures by Sandra Klink

Test layout:

The business I am designing a website for is Wondrous Creatures by Sandra Klink. Sandra is an award winning fiber artist, who has been practicing her art for 44 years. At the current time Sandra's work does not exist on the web, except on the websites of participating art shows.

A prototype of sandraklink.com will be provided to three individuals, two of which are artists' in similar mediums. The third participant will be an individual who is disconnected from any knowledge of fine arts.

Test focus:

The focus of this testing will be to evaluate "First Click Testing," save time on future development cycles, and to make more efficient design changes based on participate feedback.

Test arrangements:

The testing schedule has been prearranged for Thursday, February 16 through Saturday, February 18. A follow-up testing period from Monday, February 20 to Friday, February 25 will incorporate design changes from the initial round of feedback.

The test will take place online, with the *Invision App* being used to design and deploy the prototype and *FaceTime* for video conferencing during feedback. The participants will be able to comment directly on the design that is presented. Questions surrounding the provided feedback, in addition to anything that arose when creating the prototype, will be distributed via *Survey Money* once participants have completed evaluating the prototype.

Previous wireframe submittal:

https://www.dropbox.com/s/5mohitm5o3qkfb/ICT4505_KlinkD_design_wireframe.pdf?dl=0

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Test methods:

The participants will be asked to blindly navigate through the website. After these step is completed they will be provided with the sitemap that was created previously, so they will be able to provide feedback on “First Click Testing” will a logical understanding of what was navigated through.

Once the participant concludes any feedback he/she might have with navigation they will be asked to critique any design changes through the comment option in the *Invision App*. Of course, feedback can be provided verbally at this time but it will be translated into comment feedback for future reference.

Test feedback:

The above-mentioned feedback will be used to create a post evaluation survey via *Survey Monkey*. The provided feedback from this survey will allow myself to redesign elements of the website to better address the end-user and not myself.