Team CookieCrumbs

CGT 411
Contemporary Problems in Computer Graphics
Go/No Go Presentation
Sponsor: Jennifer Rider
Advisor: Nancy Rasche



Lafayette Instrument.

TEAM MEMBERS



Laurena Chan

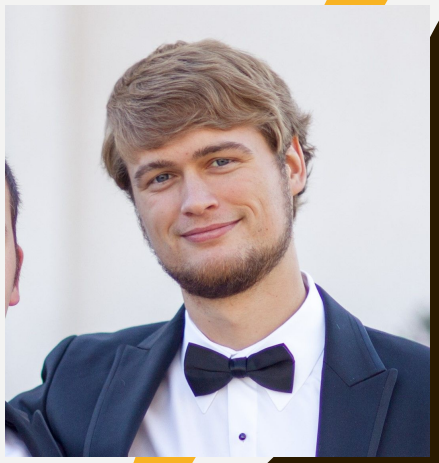
-Computer Graphics Technology
-Web Programming
-BCM



Jessica Kwon

Computer Graphics Technology
Virtual Product Integration

-UX Design
-CATIA/NX/Teamcenter
-Web Programming



Jonathan Porte

Web Programming and Development with a focus on both front and back end programming.



Jordan Cain

-Computer Graphics Technology
-Web Design and Development
-Human Centered Design Process/ UX

PROBLEM STATEMENT

"The current website for Lafayette Instruments Company has usability and modernization issues."

RESEARCH QUESTION

What are the best ways to maximize the usability with the pre-existing website.

Keywords:

- User Experience = UX / UI / Usability Testing
- Website = Online Shopping / Database / Web Page
- Design = Blueprint / Outline / Site Map

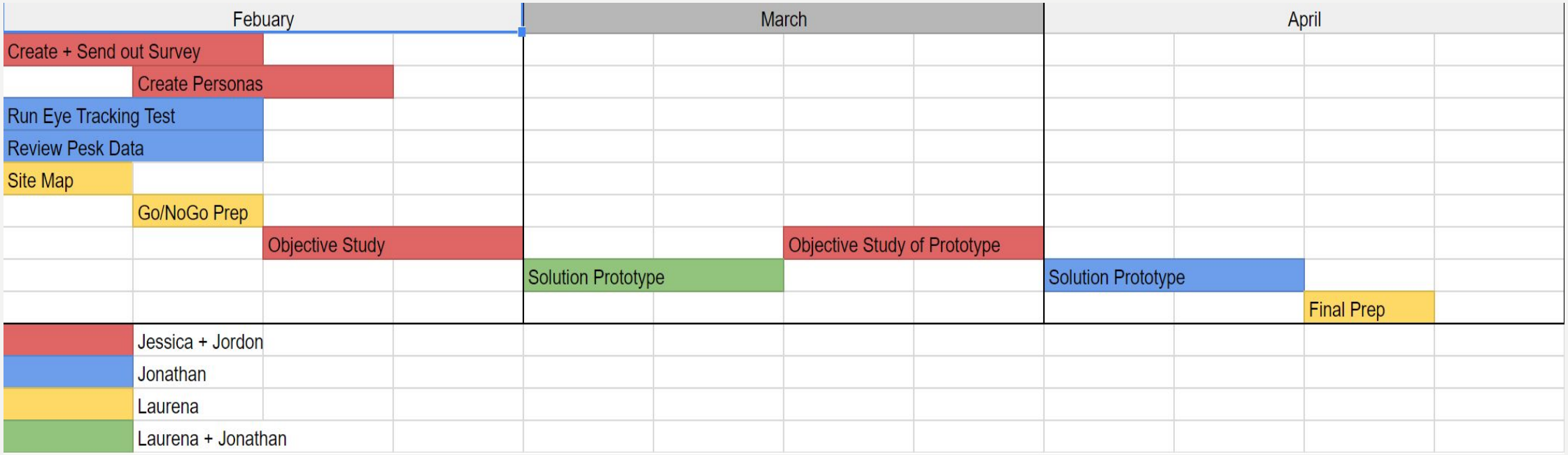
GANTT CHART

To do list created early in our process:

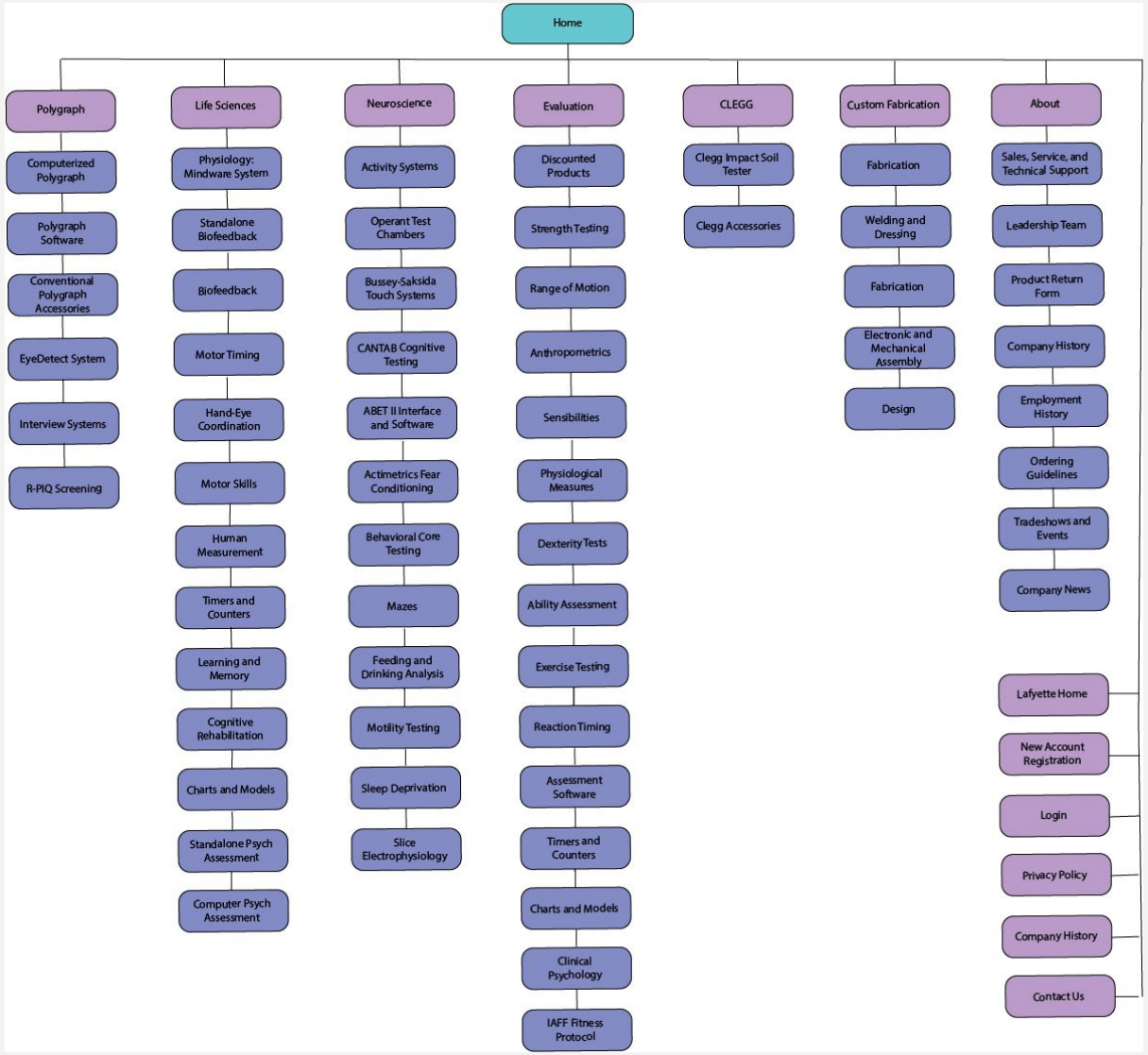
- Identify issues and brainstorm solutions
- Create and send initial surveys
- Run eye tracking data
- Create Personas
- Task based survey and “quick and dirty “ prototype
- Test pre-existing site with users
- Test prototype / wireframe with users
- Identify unresolved or new issues and brainstorm solutions
- Create high fidelity prototype
- Test solution with users or Usablity hub
- Compile files and data for final presentation

We then used this list to compile a Gantt chart

GANTT CHART


Febuary
March
April
Create + Send out Survey
Create Personas
Run Eye Tracking Test
Review Pesk Data
Site Map
Go/NoGo Prep
Objective Study
Objective Study of Prototype
Solution Prototype
Solution Prototype
Final Prep
Jessica + Jordon
Jonathan
Laurena
Laurena + Jonathan

SITEMAP


Home
Polygraph
Computerized Polygraph
Polygraph Software
Conventional Polygraph Accessories
EyeDetect System
Interview Systems
R-PIQ Screening
Life Sciences
Physiology: Mindware System
Standalone Biofeedback
Biofeedback
Motor Timing
Hand-Eye Coordination
Motor Skills
Human Measurement
Timers and Counters
Learning and Memory
Cognitive Rehabilitation
Charts and Models
Standalone Psych Assessment
Computer Psych Assessment
Neuroscience
Activity Systems
Operant Test Chambers
Bussey-Saksida Touch Systems
CANTAB Cognitive Testing
ABET II Interface and Software
Actimetrics Fear Conditioning
Behavioral Core Testing
Mazes
Feeding and Drinking Analysis
Motility Testing
Sleep Deprivation
Slice Electrophysiology
Evaluation
Discounted Products
Strength Testing
Range of Motion
Anthropometrics
Sensibilities
Physiological Measures
Dexterity Tests
Ability Assessment
Exercise Testing
Reaction Timing
Assessment Software
Timers and Counters
Charts and Models
Clinical Psychology
IAFF Fitness Protocol
CLEGG
Clegg Impact Soil Tester
Clegg Accessories
Custom Fabrication
Fabrication
Welding and Dressing
Fabrication
Electronic and Mechanical Assembly
Design
About
Sales, Service, and Technical Support
Leadership Team
Product Return Form
Company History
Employment History
Ordering Guidelines
Tradeshows and Events
Company News
Lafyette Home
New Account Registration
Login
Privacy Policy
Company History
Contact Us

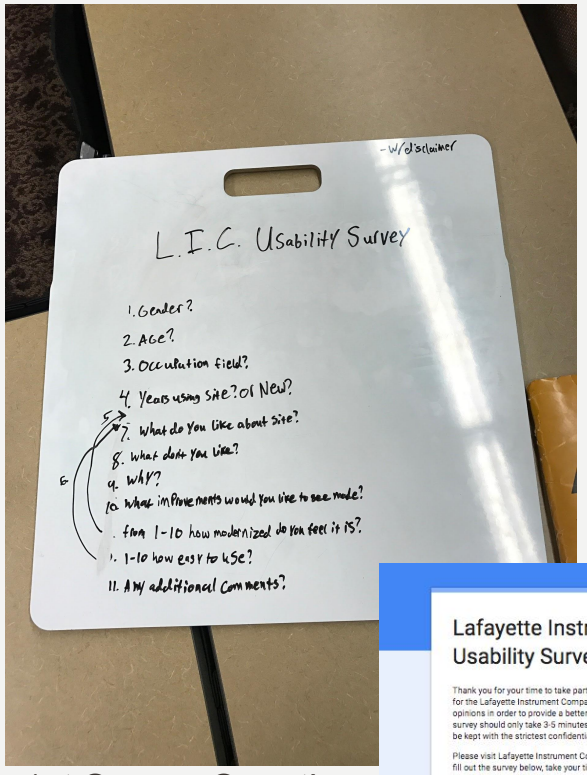
PROBLEMS LIST

- Can't get to "home page" from other portions of the site
- Aesthetic issues (some have been resolved)
  - Rainbow page
  - Icon size / don't match well with sections
  - Navigation placement: Login, Register, Search Button
  - horizontal block sections
- Email icon doesn't take you to email
- Fonts don't infer what they do (links)
- User confusion of myquote, myque, and mycart
- Form structure and excise
- Custom Fabrication link missing from divisions pages
- Menus aren't consistent across pages
- Search Result Issues
  - Page numbers disappear
  - Other divisions search results show up for all searches
  - Hitting last and moving to new page searches "new" product input with wrong information

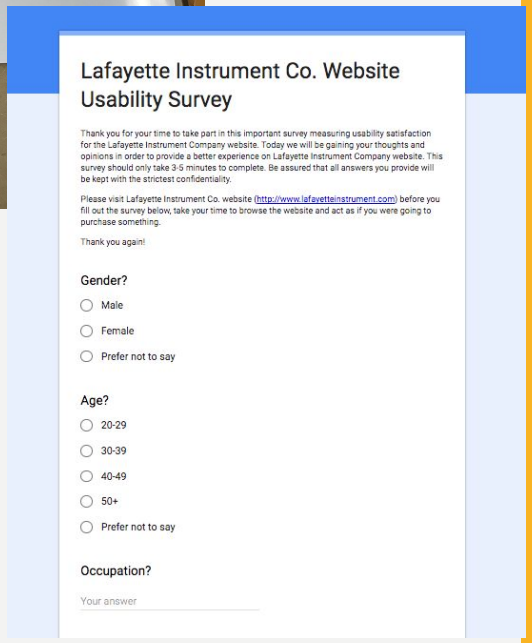
ITERATION OF SURVEYS

5 iterations - some changes made:

- "Area of Occupation" could be simplified as "Occupation."
- Option "Prefer not to say" on Age
- Provide options for the "How many years" question, <1, 1-5, 5-10, 10+
- Change the word "modernized" to "modern"
- Needed to direct them to the "new" website before they fill out the form
- Use only a 5 scale, not 10.



1st Survey Question

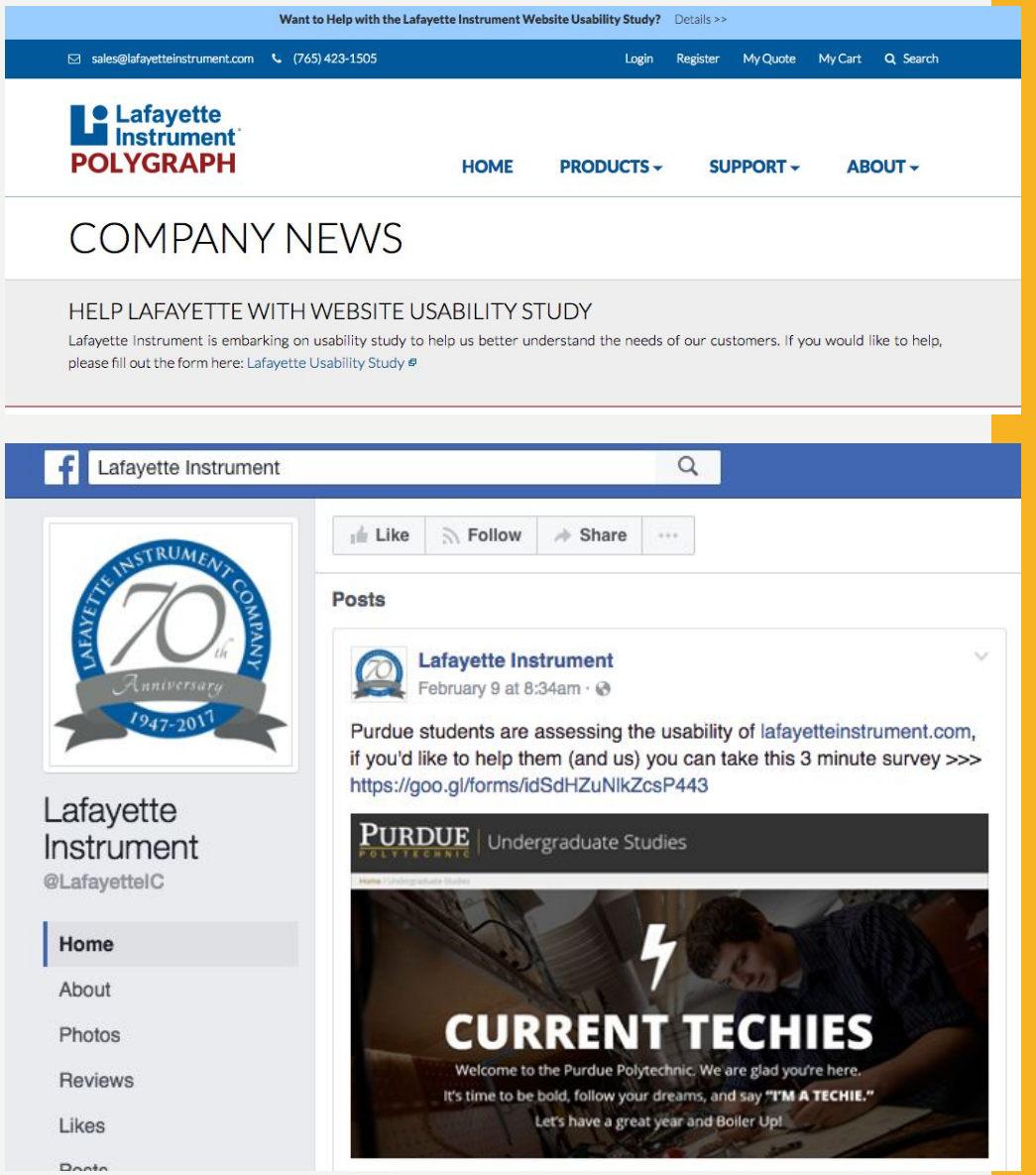


Finalized Survey

References: Brook, J., (n.d). SUS - A quick and dirty usability scale

SURVEY QUESTIONS

- Gender
- Age
- Occupation
- How many years have you been using our website? or Are you new to us?
- How modern do you think our website is?
- How easy to use our website?
- What do you like about our website? why?
- what do you don't like about our website? why?
- What improvements would you like to see from our website?
- Any additional comments?



Survey Link:
https://goo.gl/forms/OFwFTE7N4cREZzcv1

FIRST STEP TECH SIDES

First we took a look at the data we received from Plesk. While not giving us exactly all the information we wanted, it did inform us of a few things:

- Number of Visits
- Visit Duration
- Pages per Visit

	Polygraph	Life Sciences	Neuroscience
Visits	6,035	2,366	3,370
Pages/Visit	4.5	3.41	2.94

Visits duration		
Number of visits: 2,366 - Average: 142 s	Number of visits	Percent
0s-30s	2,016	85.2 %
30s-2mn	107	4.5 %
2mn-5mn	92	3.8 %
5mn-15mn	49	2 %
15mn-30mn	31	1.3 %
30mn-1h	53	2.2 %
1h+	18	0.7 %

Visits duration		
Number of visits: 6,035 - Average: 363 s	Number of visits	Percent
0s-30s	3,759	62.2 %
30s-2mn	574	9.5 %
2mn-5mn	455	7.5 %
5mn-15mn	477	7.9 %
15mn-30mn	351	5.8 %
30mn-1h	303	5 %
1h+	116	1.9 %

Visits duration		
Number of visits: 3,370 - Average: 167 s	Number of visits	Percent
0s-30s	2,847	84.4 %
30s-2mn	146	4.3 %
2mn-5mn	93	2.7 %
5mn-15mn	99	2.9 %
15mn-30mn	75	2.2 %
30mn-1h	71	2.1 %
1h+	39	1.1 %

FIRST STEP TECH SIDES

Next we used a program called Eyequant to run eye tracking on a few pages along the website:

Homepage ⇨ Sub-Homepage ⇨ All Products ⇨ Set of Products ⇨ Cart

With this study we can determine what points the eyes are drawn to, and when testing our prototypes, what we want them to be drawn to.

WHAT COMES NEXT?

- Personas based on demographic data
- Create objective/task based usability test
- Assemble users from our industry sponsor
- Have users test pre-existing site
- Create wireframe ideas based off data from the test
- Create functional wireframe for users to test
- Create functional prototype of updated wireframe
- Test the Prototype

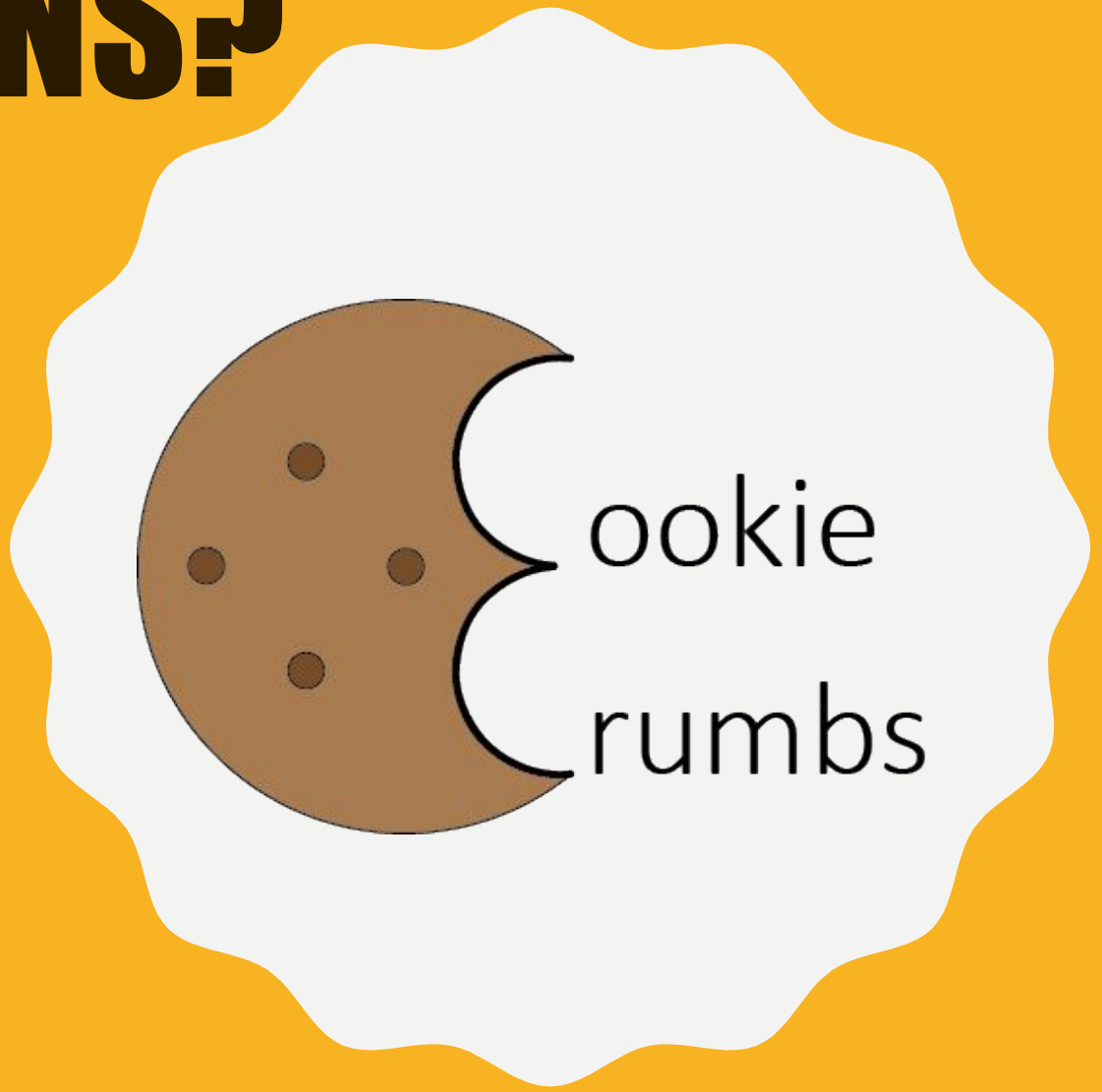


Pre-existing site

EVALUATION OF PROTOTYPES AND WIREFRAMES

Measurables such as time, completion and error rate by using quantitative metrics and user feedback will be the primary way to evaluate whether the improvements made are effective.

QUESTIONS?



THANK YOU!