

Design Journey Part 3

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Section: 201

Part 1: Necessary Information

1. Please provide us your login username and password
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

To log in as a provider, use

Email: test1@test.com

Password: a

To log in as a customer, use

Email: test2@test.com

Password: a

Additionally, feel free to create your own account and log in with those credentials.

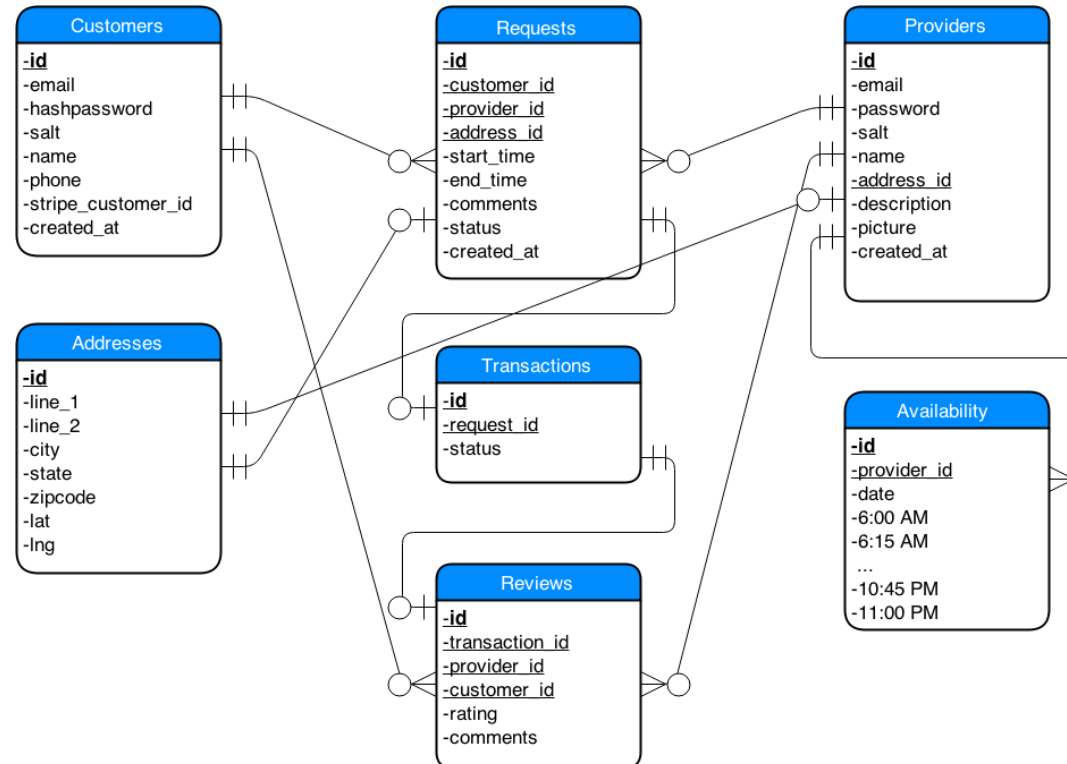
2. Please provide us your DB login username and password

Username: vavo

Password: vavo123

Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 10 and 21).



There are 7 tables: customers, addresses, requests, transactions, reviews, providers, and availability. Customers represents standard users of the site. Providers represents the providers who will be available to provide assistance, previously known as cleaners (We thought cleaners was a little derogatory). Availability represents the times that a given provider is available. Requests are created by a user, asking for a specific provider, at a specific address, within a time window specified by the provider's availability. A transaction element is created if the provider accepts a request and represents the payment status for services. After a transaction changes

status, the user is asked to confirm the payment, and given the option to create a review for the provider associated with that transaction.

Part 3: Testing Protocol

How are you going to choose users?

How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

The target audience of customers for this website is anybody in the Ithaca region who needs household cleaning services and the target audience of cleaners for this website is hard-working individuals who want to make extra cash providing a respectable service to Ithaca residents. Our testing users will likely be our friends and we hope to incorporate a wide variety of individuals. Our friends would be representative of customers, but that does not exclude them from also being cleaners too. We will ask our friends in the next few days to help us out on this final project and we will meet them on an individual basis to provide better feedback. Compensation may be a few pieces of candy.

What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates is cluttered or confusing to users
Create an account	Ask the user to create an account on the site	Testing whether a potential new member can easily find information to register for an account
Request a cleaner	Ask the user to request a cleaner	Want to know how easy it is for users to complete the entire process from beginning to end
Update availability as a provider	Ask the user to update their availability (pretending they are a cleaner)	Testing usability of scheduling system; want to know if the system is self-explanatory or if a tutorial needs to be provided
Accept request as a provider	Ask the user to accept a request (pretending they are a cleaner)	Testing interface for cleaners to see how easy it is for providers to respond to customers; want to minimize delay between request and confirmation

What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

Hi, thanks for coming. I greatly appreciate it. What we are going to be doing today is testing an early version of my website. With your feedback, I am hoping to learn what changes need to be made in order to make the website more usable. Today, we will be testing the functionality and the accessibility of the website. Remember, if you struggle at navigating the website, that is our fault, not your fault. If it's not too much to ask, I would appreciate it if you could talk out loud about your thought process. This let's me know the thinking of a typical user who has never seen this website before.

Let's begin with a couple of tasks. I'll ask you to perform a simple task and I'll take notes of your process. Since this is an early deployment of our final product, I am here to help you along if you need some help. Remember to think out loud. Alright, please elaborate on your first impression of the website. What do you think of the color choices, font choices, logo, etc. Next create an account and log into that account. What are some available features for a logged-in user? For our third task, please request a cleaner. Tell me what you see when you hit the submit button? Since this is a core function of the website, in what ways could this be improved? Your last task is to discover the remaining functionality of the website. This includes updating availability and accepting requests as a provider. Try logging in as a provider and as a customer to see the differences. Is the interface easy to navigate to discover what this service offers?

Thank you for your time. My team greatly appreciates it. Have a piece of candy and have a good day.

Part 4: Testing Note

You should have at least 3 testing users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Judy- the owner of a small cleaning company who does several fraternities on Cornell campus. In her 40s. NOT tech savvy. Has son who she employs and would probably help her use the site.

2. How does this user represent your target audience/client's needs?

She could use this site to find new clients for her cleaning service

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First impression	Seems trustworthy, reliable, a little girly. Very "simple and clean to look at"	None. The "girly" look is largely due to trying to match the feel of the mockups given to us by our client.
Create an account	Easily done. User pointed out the touching boxes of signup and type	Will add break between those lines
Request a cleaner	Liked that addresses started appearing from google when she tried to type her address. Noticed time wasn't working	We were working on the time function at the time of the test. Will be resolved shortly.
Update availability as a provider	Wasn't sure which tab to click on at first, but guessed correctly	Consider revising the wording of our links

Accept request as a provider	Easily done. Went right to requests tab.	We did good
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3. Other notes from this user that will be useful to think about when redesigning.
Make it easier to read. Display what action(s) are occurring or are about to occur. Finish the functionality.

User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?
A female junior (age 21) at Cornell studying Information Science. In fact, she took this class last spring and currently tutors a student for this class. She owns an apartment in Collegetown.

2. How does this user represent your target audience/client's needs?
She brings her experience as a CS person to help alleviate any problems that we may overlook. As an extremely social and amicable person, she often has no time to clean up her living space, especially when taking intense classes. She would want someone to clean her apartment before her friends come over.

Tasks for user 2	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First impression	She was pleasantly surprised by how much we have done so far. She liked the color palette and the fact that it can be viewed on any device. "... some wasted white space."	Overall, she liked what she saw. The white space can be solved by adding new elements and by changing the font size.
Create an account	Done with no problems. She liked that it popped up in a new box and not another page. "It could be made prettier." She was briefly confused by the type of user and the slight misalignment.	The misalignment is easily fixable in CSS. We should move it over so it doesn't cover up the sign-up button. This pop-up box can be given more flair to match the rest of the website.

Request a cleaner	This was one of the first things she saw. She liked how the red outline appeared when the form was insufficiently completed and submitted. She put in a fake address and a past date and still got results, which should not occur.	Pretty solid appearance for this functionality. Completing the functionality should solve the issues she encountered.
Update availability as a provider	She tried to find availability as a customer, but was briefly confused as only providers have availability. She quickly realized her error and then logged in to a provider account and was able to do the task.	We should clarify this task for future user tests. Once the misunderstanding was discovered, this task was easily accomplished via the tabs.
Accept request as a provider	This was easily done as the previous task was similar to this one.	No problems thanks to the tabs on the top for each function.

3. Other notes from this user that will be useful to think about when redesigning.

She thinks the bottom tabs should stand out more since they contain vital information in navigating the website. Maybe include more pictures. Once the functionality is finished, many of the problems will disappear.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

A sophomore male (20 years old) in philosophy at Cornell. He feels he is very tech savvy and is very involved on campus (business fraternity and social fraternity)

2. How does this user represent your target audience/client's needs?

He is the house manager at his fraternity and is in charge of hiring and re-hiring a cleaning service for his fraternity house every year. He currently uses a lady who cleans for 2 hours a week and is recommended to him through SMC.

Tasks for user 3	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First impression	It looks very professional. He is impressed that students can do this sort of work in their second semester of web design. Is a little cautious about everything seeming "hidden."	Overall was a good impression. Caution can be okay as long as it doesn't deter users and he seemed undeterred.
Create an account	Tried to use test@test.com as his email, which was already in our system, so the form was unsuccessful. He thought it was because he used a fake email.	Print an error message explaining that users can only use an email once or take this validation out.
Request a cleaner	Liked the interface. Thought it seemed like "google or amazon or one of those big companies." Liked the options that came out below the boxes. Easily completed the task.	None.

Update availability as a provider	Tried to do the task before we told him how to log in to a provider account and was confused. Once we gave him provider credentials, he figured out how to do it.	Maybe make a “login as a provider” link on client page and vise versa.
Accept request as a provider	Easily done. Tab found in obvious location.	None.

3. Other notes from this user that will be useful to think about when redesigning.

Wonders how this would be viewed on a cell phone since he primarily uses his iPhone to communicate and arrange this kind of thing.

Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

We learned that we are on the right track. Our client had good instincts about the feel she wanted her site to have. Users agreed with our client that a site like this would be useful. Our biggest negative comments during the testing were just that the site did not have its full functionality yet. Additionally, the little feedback we received will be instrumental as the final features are being implemented. We may utilize more user testing after further work has been done on the website in order to better assess the accessibility of our website. We feel we are ahead of schedule which allows us to strategically plan and implement the remaining features and any additional features over the next 2 weeks.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

1) **Make it more personable:** Right now, the site feels barren. Other than the picture of a living room, the feeling of the site falls a little short (in comparison to what our client wants). Some ways to solve this issue is to include more friendly photos, perhaps with actual people. Additionally, we plan to incorporate a user's name in many ways (e.g. Welcome back, ****NAME****). A feature that we created but not finished was uploading photos of the cleaners. This too lends to a more pleasant appearance of the person and of the website. Other alternatives include modifying the CSS. We feel that this won't be as effective as the previous changes because it is not solving the problem of lacking characteristics. We feel that our client would greatly appreciate the CSS as it currently stands. Including little features, like more photos and names, creates a better atmosphere to the site which can't be emulated by changing the CSS.

2) **Form validation:** Work to protect against fake street addresses and print out a helpful error messages when needed. One error message we discovered we needed in user testing was having a message about duplicate emails. All other error messages seemed pretty self explanatory from the red outline of the box. The fake street address validation is done through the Google API, which is an adequate way to validate such a field. Preventing SQL injections is also of great importance. We have many tables which connect to several other tables. If one table was lost, then many features of this service would not work anymore. We plan to use more Prepared

Statements and other forms of validation. There is pretty much no alternative to validation as it is incredibly important that this website does not get hacked.

3) **Improved functionality:** While our core functionality is not fully implemented at the moment, we learned how individuals would perceive it in the user testing. Simple web features like highlighting links and tabs tell the user that clicking here will make something happen. To go back and forth during the requesting process in another neat feature. As it currently stands, most of the website is static in this regard. We also feel that it is important to correct mistakes as they occur and to review your current inputs. This is especially important because a single mistake will result in disappointed providers and customers. To solve this, we want to incorporate a way to view this information with great ease. This can be done with a box of some sort displaying the users information. We think this is simple to implement and easy to understand. An alternative to this could be a profile/review page. However, we feel that this is somewhat unintuitive and not as effective as a simple box.

If you make any changes to the testing protocol for round 2, tell us what they are here.

For the next round of testing, we will add another task of logging out of the user account before the test subjects try to log in as providers. We plan to observe new feedback in round two and utilize those comments as we create a final build to submit for this class and to our client.

Part 5: Additional Comments/Questions

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

N/A