Design Journey Part 4

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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

2. Please provide us your DB login username and password

Username: vavo

Password: vavo123

Use of Existing Libraries

As there may have been some changes, please give us the most up-to-date list of existing libraries that you are using for your website (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery). What did you have to do to incorporate those libraries? How much of your own code satisfied the project requirements?

Our team used FullCalendar to allow us to display a calendar view to the providerss to specify their availability. The library itself only provides a mechanism for displaying a calendar and provides a few callbacks that are triggered by specific events. We wrote a lot of code to be able to create and edit events since the library does not support this functionality natively. We also used jQuery DateTimePicker to allow users to select an appointment time with a very clean interface. There was a lot of validation code that was written and the Stripe form and callback integration took significant time to implement and test. We also used the jQuery Steps library to help implement our wizard but it turned out to not be very helpful as we ended up needing to modify a lot of the source to be able to enable and disable the features we needed. Overall, the group had to write much of the Javascript ourselves to glue together all these different components while ensuring interoperability and validation.

Part 2: Testing Protocol

1. 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?

We will find users who are representatives of both our user groups (cleaners and their clients). The client-like users will most likely be students at Cornell, because this website is expected to be used heavily at colleges and their surrounding living spaces. We plan on asking a cleaner we know personally to test the site as well. We will meet them in convenient locations for them (possibly near their homes or workspaces or someplace on campus), as we are providing little to no compensation for them. We will probably bring candy as our main incentive.

2. 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 determine whether the design is aesthetically pleasant to look at or is cluttered and confusing
Create an account	Ask the user to create an account on the site	Testing whether a potential new member can easily perform registering 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
Add avatar picture as provider	Ask the user to add a picture of themselves (pretending they are a cleaner)	Testing whether cleaners can easily update their picture and make sure it updates.

3. 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?

Our script is fairly similar to the one used for the first round of user testing. The biggest differences are the added tasks at the end and the addition of making sure the users logout between the tasks as a cleaner and the tasks as a client. Here is our updated script:

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 lets 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. To do this, you will need to logout as a client and log back in as a provider. Now, please update your availability as a provider. Now accept a request as a provider. Lastly, change your avatar picture. 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 3: Testing Notes
You should have tested your site on at least three representative users.

User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?
22 year old male senior at Cornell. He is a student in the hotel school who describes himself as tech-savvy and took INFO 1300 as an elective.

2. How does this user represent your target audience/client's needs?
He is experienced in hiring cleaning services- he hired one last year to clean his apartment to avoid losing his deposit at the end of the year.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	Clean pretty design. Looks expensive. Pretty cool that we were able to do all this only one class past 2300.	None. Expensive-looking websites will attract cleaners who want to seem more professional
Create an account	Easily done. Every box made sense.	None
Request a cleaner	Easily done. Wondered about the credit card area and was told to not touch that part.	Implement the credit card system that our client wants
Update availability as a provider	Knew right where to go to log out. Looked for the word availability instead of schedule. Didn't realize you just had to click. Took some time to figure out how to move around	Maybe implement some instruction on how to use the scheduler
Accept request as a provider	Easily done. Only two clicks.	Keep as is.

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Add avatar picture as provider	Wanted to click on photo icon in upper right. Got it on second try Had a lot of fun searching the internet for pictures to download. Successfully updated the avatar.	Added link to account page when avatar is clicked

3. Other notes from this user that will be useful to think about when redesigning.
None. He was impressed overall.

User 2

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

A mother in her 40s who just started getting into the cleaning business. She is the lunchlady at an elementary school and the chef at a fraternity on campus. She went to Cornell for two years and considers herself capable of internet technology.

2. How does this user represent your target audience/client's needs?
She just recently started cleaning because the cleaning lady at the fraternity she cooks at stopped. She is interested in making a business out of it and including her daughter.

Tasks for user 2	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	Likes the idea of all cleaners being listed in one place so you don't have preferential treatment for experienced cleaners. Likes the professional feel it would give her right off the bat	None. Leave as is.
Create an account	Easily done. Noticed the padding issue above Sign Up Button	Fixed padding above Sign Up
Request a cleaner	Easily done. Like the drop downs and auto-completes. Wondered how they would work on mobile.	Make mobile-friendly version in future iterations
Update availability as a provider	Tried saying "update your schedule for when you are available" and she got it easily. Wording of test threw off first user.	Change script wording to say schedule.

Accept request as a provider	Easily done. She's talking less now.	None.
Add avatar picture as provider	Asked what picture to use. Had more trouble navigating my computer files than the website	Clean up computer

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

Getting less and less negative feedback with every user, which can be considered a good thing.

User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?
19-year-old sophomore male at Cornell who lives in a shared apartment on Gun Hill. Tech savvy, but not a programmer.

2. How does this user represent your target audience/client's needs?
Might consider hiring a cleaner after parties at his apartment

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - *what are the different solutions you can think of to address the feedback/problem?*
First impression	Looks trustworthy. Likes the idea of cleaners having website instead of having to call them. Doesn't like cold calls and prefers texting.	None. Leave as is.
Create an account	Easily done. A little slow, but he hadn't used a desktop computer in a while	None. Leave as is.
Request a cleaner	Easily done. Like the drop downs and auto-completes.	If this was an international service, a global minor concern exists. But since it primarily will be used locally, there is not a problem.
Update availability as a provider	Continued to use altered wording from user 1. Easily completed task	None. Leave as is.
Accept request as a provider	Easily done.	None.
Add avatar picture as provider	Thought this was a very fun task. Had to change picture to something more aesthetically pleasing	Uploading a second image was also done and was easily managed.

	after he left	

3. Other notes from this user that will be useful to think about when redesigning.
None. Wasn't very helpful.

Part 4: Testing Summary and Iteration

1. What did you learn about your users? About your site? About yourselves?

We learned that a wide variety of people uses websites and designers should consider the needs of all potential users. For this class project, the scope of our users in testing is quite small compared to a real-world usage, but we managed to find several individuals who each contributed something unique. Our site incorporates many similar features found in other websites, such signing up and logging in, but it also utilizes distinguishing features that common Internet users might not be aware of. Using the feedback from the earlier user testing, we made utilizing this website's features as simple as possible. As a team, we learned that creating a successful business through a website involves a tremendous amount of work. We learned how to cohesively think as a team and accomplish our goals in a timely manner.

2. What are three key changes you made based on the testing? What alternatives did you consider? Why are these changes appropriate?

1) **Continue to make it more personable**: Adding to our previous testing, our new user tests revealed that more defined user profile would help cleaners and customers manage their accounts. We incorporated uploading a personal image as a feature and created a small thumbnail which is visible on every page. Additionally, those individuals who have not uploaded a photo yet will be given a grey silhouette as a default. One alternative we considered was reducing the size of the image in the thumbnail. However, we did not make this change as the thumbnail is small enough already and only one is even seen as a profile image. We also factored in size limit when uploading an image to compensate.
2) **Make it look professional**: This project is for a masters student who wants to show it off to investors so we needed to provide a high quality product for her. In addition to creating a uniform visual appeal based on the logo provided to us,

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properly fixing tiny mistakes was important to us. Any grammatical or spelling errors were removed after this iteration. We centered the website main features. Error messages and confirmation boxes now appear in a different color to distinguish that an action has occurred. We briefly considered adding more material to the left and right areas of the pages, but after our client saw our work-in-progress, she said she was satisfied with the design and required no further alterations.

3) **Fine-tune any remaining features**: A large majority of the functionality works as intended. However, very small issues have arisen over the past two weeks and our team needs to handle these before the final submission. A texting feature was something out client greatly insisted on having. Thus, we plan to incorporate a simple text notification system to speed up transactions. An alternative solution was to send emails, and while that is still a good idea, we feel the essential business practices of this web service will be enhanced by mobile support. Lastly, protecting privileged content is something that can and was easily overlooked. Since we did not realize this, we did not test for it in our user testing. We have now appropriately secured all pages that require login.

Part 5: Final Notes to the Clients

1. Describe in some detail what the client will do (or would have to do) in order to make this website go live. What is the deployment plan?

We knew our client has zero experience in web development so we attempted to make this transition as simple as possible. In order to make it go live she would need to take all of the important files and place them on her own personal webpage with its own web hosting. We will encourage her to look into GoDaddy or BlueHost for easy web hosting. Since this is an alpha build intended for later improvements by another party, she will likely have discovered what works for her and learn how to run her own business from an online perspective. The other factor to consider is successfully transferring the database from the 2300 server to her own private domain. We have set up her database for her, taking everything into consideration. Transferring a database from one location to the next is quite simple and we can explain the steps necessary to accomplish this goal to her. The database is fully operational and contains more features than we implemented. For the graders convenience, we have included numerous fake profiles within the database. Displaying these for demonstrative purposes is a good way to understand the feel of the website. However, upon a live launch, these false personas will need to be removed.

2. Include any other information that your client needs to know about your final website design. For example, what client wants or needs were unable to be realized in your final product? Why were you unable to meet those wants/needs?

Our client should be informed that we utilized the Stripe API to handle credit card information. Perhaps at a later date, she may wish to use PayPal or something similar to handle money. For mobile notifications, she will need to subscribe to Twilio and pay for a phone number. Additionally, our client initially wanted a working cellular prototype. In other words, she wanted an app to perform the same functionality first. We are not app developers and this is not an mobile app course. Thus, she should be aware of the web presence and mobile capabilities we have given her. If her business gets off the ground, she should then pursue implementing a mobile app. Our website will provide an excellent resource to base it off.

Part 6: Final Notes to the Graders

1. Give us three specific strengths of your site that sets it apart from the previous website of the client (if applicable) and/or from other websites. Think of this as your chance to argue for the things you did really well (justify the wow factor of your website).

1) **Creative functionality and design**: We took inspiration from other cleaning services on the web such as handy.com, homejoy.com, and taskrabbit.com. The logo given to us by our client had a simple and charming appeal to it and we wanted to emulate the convenient and friendly nature it represents. Pages remain consistent from a logged-in and logged-out perspective. Serious coding occurs in the background thanks to PHP and AJAX and it feels very seamless to the user as he or she explores the features of the website.

2) **Particular solution to meet client's special needs**: As mentioned earlier, our client wanted a mobile presence. We felt we could meet her in the middle and provide mobile features derived from our knowledge of web coding. By using Twilio, we are able to send SMS notifications when users create a request or when a provider responds to their request (Unfortunately, you can't test this with your own phone number since Twilio restricts free accounts to sending messages to verified numbers but it is completely implemented). We believe this feature will see extensive use in the future as ability of confirming a transaction on the go becomes even easier. By bridging the gap between the database and a person located away from the website, this

capability will ensure important communication occurs in a timely manner.

3) **Appropriate use of JavaScript/AJAX**: In using the FullCalendar library, we decided to incorporate our own needs into it to match our client's wants. Clicking on the calendar provides the ability to easily set your own schedule. This is very intuitive and the fact that a task of such importance is accomplished through an incredibly simple interface is wonderful. Other uses of AJAX include cancelling and accepting requests, the core feature of this service. As this occurs, a message prompt is displayed, articulating the action to the user.

2. Tell us about things that don't work, what you wanted to implement, or what you would do if you keep working with the client in the future. Give justifications.

We feel we implemented all the features that our client asked of us at the beginning of this process. However, in that initial meeting, our client and this team collaborated on what features should be implemented and which were not necessarily important. While we did incorporate a 5-star rating system, this feature could have been enhanced. In the future, we would like to implement a user-created review system. Customers should not only be able to rate a cleaner, but they also should be able to provide written feedback for future customers to see. As it currently stands, this field exists in the database, but will never be modified as no active code changes it. The database would correlate whether a specific cleaner and a specific customer have shared a transaction. If this connection between the two people is successful, a special review box would allow the customer to review the cleaner.

3. Tell us anything else you need us to know for when we're looking at the project.

Between the last milestone and final submission, we slightly changed the usability of the website. Previously, we allowed a new user to sign-up as a provider or as a customer. When a user signs ups now, he or she is automatically assumed to be a customer.. This change was necessary because our client decided she wanted to slowly roll out this feature while performing market research. All provider and customer functionality remains intact, but attracting customers is a more important business-side strategy. At the top of

this milestone, we have provided the graders with accounts for both a provider and customer so all the features we implemented can be easily seen.