

HW13: Soft Turn-in with Information Hierarchy

Due Wednesday 6 May 2020 at 4pm NYC time on Courseworks

What to turn in:

- A PDF including:
 - A YouTube link to your simulated user experience video.
 - Your summary of the high-level design goals
 - Your information hierarchy annotation

Based on the feature complete prototype you made for HW12, you will continue to iterate towards a version that has all the features and visual design element that the final site (or look and feel prototype) will have. This is called “a soft turn in” – pretend you are turning in your final assignment, but you will still get feedback on it after the deadline.

- For technical prototypes, all the technical features should be in place AND the information hierarchy and other visual elements should guide user’s attention towards accomplishing the goal.
- For look and feel prototypes, all the content and navigation should AND the information hierarchy and other visual elements should guide user’s attention towards accomplishing the goal.
- **No walls of text.** In your information hierarchy, there should be no long blocks of undifferentiated text. If there’s important information, it should be broken up and prioritized so the user is more likely to get the important bits of information quickly and easily.

1. **Summary.** Start with a short summary of your high-level design goals.
 - a. Are you doing a technical prototype (Flask) or a look-and-feel-prototype (Slides/Figma) for the final turn in this class.
 - b. What is the name of your application?
 - i. E.g. *“Chess Strategy 101”*
 - c. Who is the target user? (It must be represented by at least half the people in your TA section)
 - i. E.g. *“Chess novices”*
 - d. What is the value it provides to that user in their life?
 - i. Eg. *“Teaching what it means to ‘control the center of the board” - the basic strategy for how to win a game”*
 - e. Write down a lesson you learned from user feedback to support your design focus. This phrase should help serve as a guiding insight to keep you focused teaching something users are excited to learn, NOT what you think they ought to know.
 - i. *“Users already know the chess pieces and how they move (what I wanted to teach), but users were excited to learn more of the strategy to chess –*

how to win. They responded positively to learning what opening moves to use to 'control the center of the board'"

2. Information Hierarchy Annotation.

- a. **Annotation.** To show the intend behind your information hierarchy, take a screen shot of
 - i. One main **learning** screen
 - ii. One main **quiz** screen
- b. For each of these screens indicate the information hierarchy you designed.
 - i. The information hierarchy does not include the navbar or other templated parts of the navigation UI. Only talk about the design of the content within the organizational structure.
 - ii. **Draw a red circle around each of the conceptual groups.**
 1. Number them based on which group they will see first, and name the concept they group together. For example, "washing instructions", "drying instructions", "dos" "don't", "manufacturing". You cannot name a conceptual group "Miscellaneous"
 2. Conceptual groups should be separated by whitespace.
 - iii. Within each conceptual group, **underline in blue the main bit of information in that group.** For some types of information, like titles, it is okay if the whole title is underlined.
 1. When information is important, there should be two graphic design principles that make it stand out that are NOT color. Size, contrast and images should be used first.

3. Video of Simulated User Experience. Create a video of your application where you pretend you are the user.

- a. **Start the video by saying,** "My name is _____. I'm a college student who wants to learn about _____ because _____. (or something to that effect)"
- b. Then start using the app exactly as you intend a user to. As you go through every screen, think out loud.
 - i. Read aloud everything that a real user would read.
 - ii. Think aloud everything a real user would think.
 - iii. Click everything a real user would click.
 - iv. If you think a real user would make a mistake on the quiz, you can make a simulated mistake on the quiz.
- c. End the video by going back to the homepage and saying, "That's ___(site name)____. A site to teach you ___(tagline)____." (or something to that effect)
 - i. There should be no extra narration in your video. I don't want to hear you prattle on about your site idea or why you're doing this. I just want to see what you actually did.
- d. **Upload the video to YouTube. And submit only a link.** You may make the video private, or unlisted. As long

- i. The video should be about 10 minutes long, because the app is supposed to teach something in 10 minutes.
- ii. Do not upload the video to Courseworks. It will take forever!!!
- iii. If YouTube is not available in your country, feel free to suggest an alternative video platform.