

User Experience Design for a Mobile Phone App for WISE students: Part II

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Introduction

In the previous paper, the User Research, Information Architecture and Wireframe storyboards for the mobile app for WISE Wales Students were done. These were done with Usability, Visual Design and Interaction Design in mind as the hallmark to achieve excellent User Experience [1]. In this paper, the focus would be:

- The full-colour storyboard of the app with particular emphasis on its variation from the initial wireframe storyboards,
- A brief description of the process to collect feedbacks from users, ensuring that they are integral to the design process
- The feedbacks of the users that influenced the design of the final full-colour storyboard,
- Usability Testing of the final full-colour storyboards
- Potential data collection and evaluation of the final product for future User Experience Design

This whole process was all done with usability, visual design and interaction design as the guiding principles.

A quick note: In this report click and tap are used interchangeably. They mean the same thing in this paper.

Users' Feedback Process

In this period of COVID-19 and the ensuing lockdown [2], person to person interaction is done differently. This evidently affected the process of collecting the users' feedbacks on the wireframes and full-colour storyboards. To begin with, due to the lockdown, the number of participants reduced to only 5, due to willingness and availability of the participants. The 5 participants comprise one undergraduate and two post-graduate students of Swansea University and 1 undergraduate and 1 post-graduate student of University of South Wales. But for the lockdown, the research would have included more participants from more institutions. The 5 participants were from different fields of study.

Two major ways were used to collect feedbacks in this situation:

1. There were focus group discussions carried out using Skype with screen sharing. These sessions were used to engage general discussions on the app design and features. The sessions enabled participants to engage with one another and the researcher. Since User Experience (UX) design is about people [3], this method was useful and gave some useful insights.
2. There were individual sessions on Skype as well where a participant is given access to the app mock-ups designed on Adobe UX and he/she interacts with it, with minimal intervention from the researcher, except for some pertinent questions [4]. Such individual sessions were used to carry out some usability tests. To guide the participants, before a session begins a scenario is presented to the participant. When the participant fully understands the scenario and what is expected, he/she engages the mock-ups while the research observes [5]. The participant is free to ask questions and make comments. The researcher only asks questions at the end, except when such questions are pertinent and could not be delayed till the end. The focus here is to listen and not lead the participant, so that he/she could engage the app

as he/she would naturally do. The reason for the scenarios is to carry out smart testing, since every single thing could not be tested. Scenarios are given, not instructions [5]. The scenarios are chosen from focus group discussions, after critical or difficult sections of the app have been identified.

Variations between the Wireframes and the Full Colour Storyboards: Users' Feedback Driven

The full colour design storyboards were designed and modified after feedbacks were got from the participants. What are presented here are the final full colour storyboards. These have undergone several modifications based on feedbacks from participants and the results of usability testing.

There were some alterations from the initial wireframe designs. The main screen is now as below:

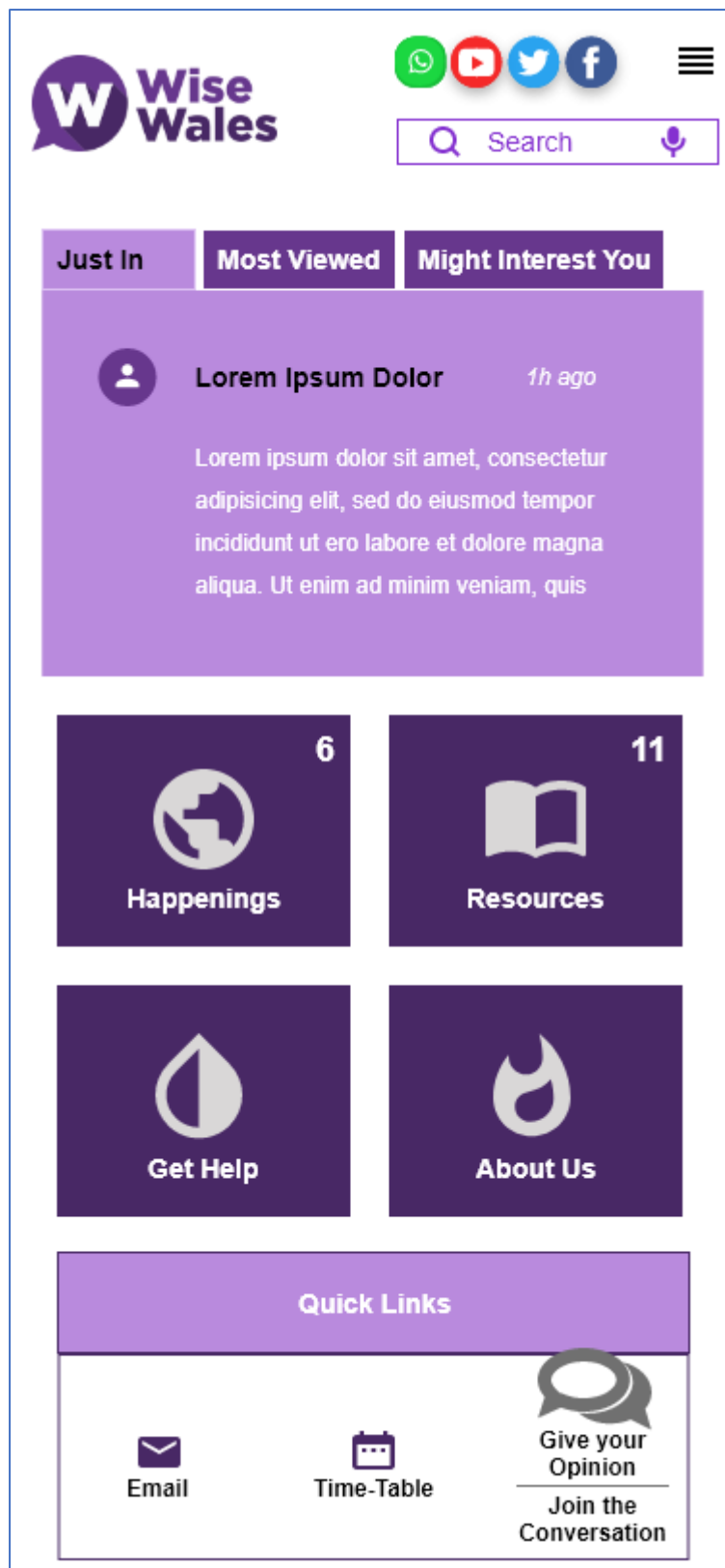


Figure 1: Main Screen of the Mobile App

There is some variation from the initial storyboard. The 'Register Now' and 'Log In' icons were removed. The initial wireframe of the main screen is below:



Figure 2: Initial wireframe design of Main screen

The Main Screen is no longer the first screen. The first screen is below:



**Wise
Wales**

WELCOME

If you already have an account, log in below:

Email

Password

LOG IN

[Forgot your Password](#)

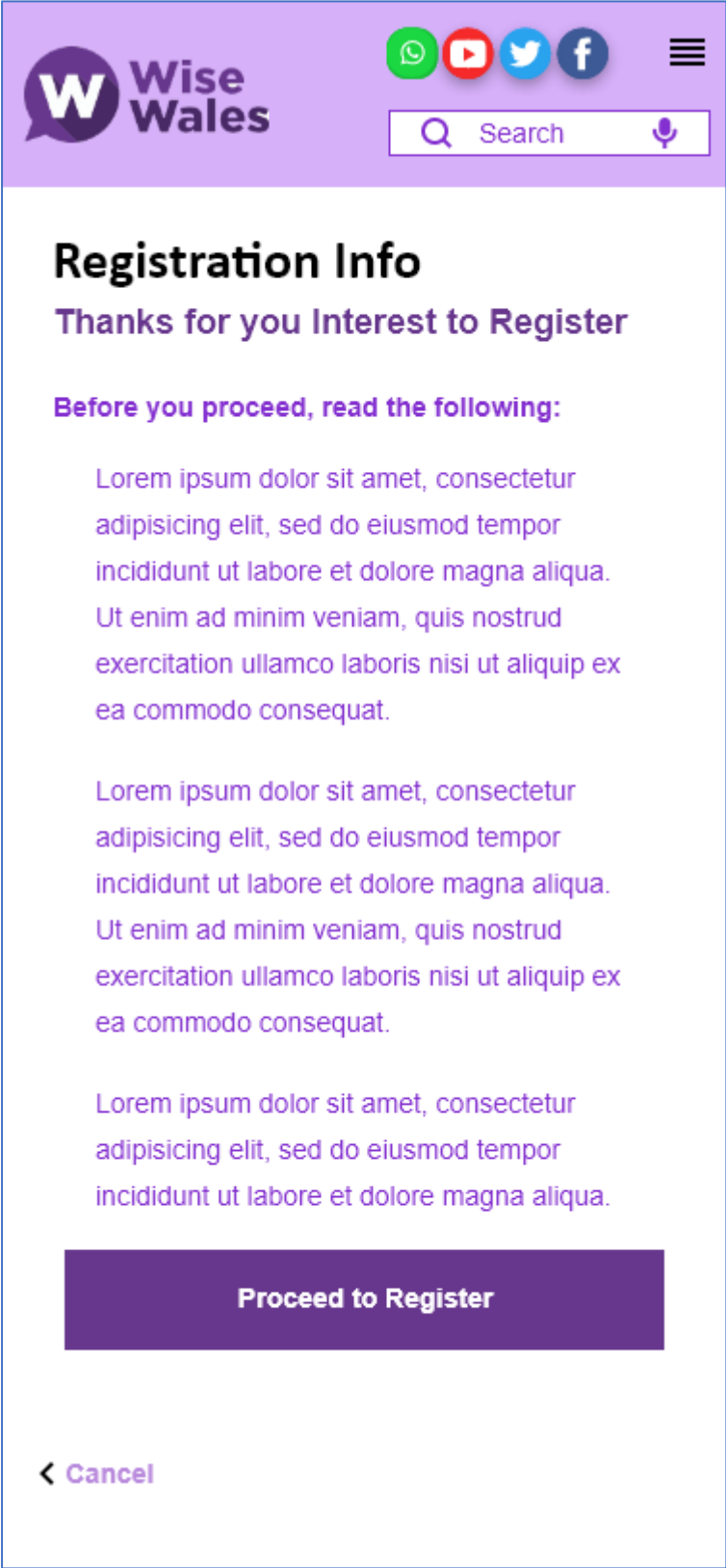
If you do not have an account, register below:

Register

Figure 3: First Screen of the App. The Log In screen

The idea is that when one first comes to the app, he/she has to log in before the main screen is presented. The point here is that one has to log in first, before he/she has access to the happenings,

resources, and all the other items on the main screen. At the log in screen, if the person does not have an account yet, the option of registering is on the screen. If the Register button is clicked, the registration information screen opens up.



The image shows a mobile application screen for registration. At the top, there is a purple header bar. On the left of the header is the 'Wise Wales' logo, which consists of a white 'W' inside a purple speech bubble followed by the text 'Wise Wales'. On the right of the header are four circular social media icons: WhatsApp, YouTube, Twitter, and Facebook, followed by a hamburger menu icon. Below the header is a white search bar with a magnifying glass icon on the left, the word 'Search' in the center, and a microphone icon on the right. The main content area has a white background. It starts with the title 'Registration Info' in bold black text, followed by the subtitle 'Thanks for you Interest to Register' in purple text. Below this is a section titled 'Before you proceed, read the following:' in purple text. This section contains three paragraphs of placeholder text in purple: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' Each paragraph is followed by a large purple button with the text 'Proceed to Register' in white. At the bottom left of the screen is a purple button with a white left-pointing arrow and the text 'Cancel' in white.

Wise Wales

Search

Registration Info

Thanks for you Interest to Register

Before you proceed, read the following:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

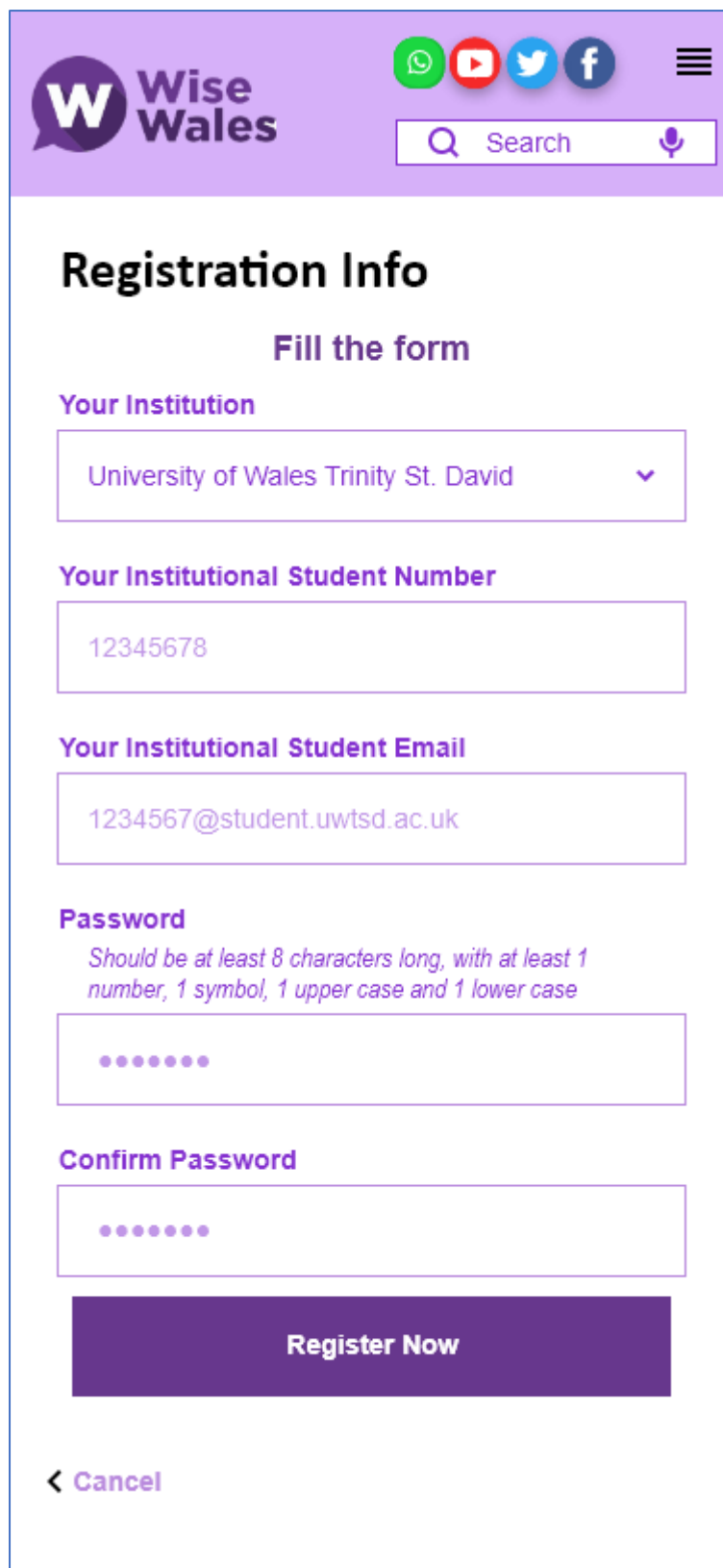
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Proceed to Register

< Cancel

Figure 4: Registration Information Screen

If the person chooses to proceed to register, the actual registration screen opens up.



The registration screen features a purple header with the 'Wise Wales' logo on the left. To the right of the logo are social media icons for WhatsApp, YouTube, Twitter, and Facebook, followed by a hamburger menu icon. Below these is a search bar with a magnifying glass icon, the text 'Search', and a microphone icon. The main content area is white and titled 'Registration Info' in bold black text. Below the title is the instruction 'Fill the form' in purple. The form consists of several fields: 'Your Institution' with a dropdown menu showing 'University of Wales Trinity St. David'; 'Your Institutional Student Number' with a text input containing '12345678'; 'Your Institutional Student Email' with a text input containing '1234567@student.uwtsd.ac.uk'; 'Password' with a text input showing eight dots and a note below it stating 'Should be at least 8 characters long, with at least 1 number, 1 symbol, 1 upper case and 1 lower case'; and 'Confirm Password' with a text input showing eight dots. At the bottom of the form is a large purple button labeled 'Register Now' and a link with a left arrow and the text 'Cancel'.

Wise Wales

WhatsApp YouTube Twitter Facebook

Search

Registration Info

Fill the form

Your Institution

University of Wales Trinity St. David

Your Institutional Student Number

12345678

Your Institutional Student Email

1234567@student.uwtsd.ac.uk

Password

Should be at least 8 characters long, with at least 1 number, 1 symbol, 1 upper case and 1 lower case

.....

Confirm Password

.....

Register Now

[Cancel](#)

Figure 5: Registration Screen

The person has to provide his/her institution of study, his/her institutional student number, his/her institutional email address and the password that he/she would use with his/her account. The

provided institutional email address becomes username that the person uses for logging into the app. The email address would be used to communicate with the person. It would also help in authenticate the veracity of the person seeking registration. Since WISE has a working collaboration with the educational institutions in Wales, WISE can use the information provided on this screen to verify the individual seeking registration and then send a confirmation of registration to the individual's institutional email address.

After an individual fills the registration form and submits, he/she is informed that he/she would get an email from WISE as to the success or otherwise of his/her registration process. See the figure below. The email is sent after the verification exercise.

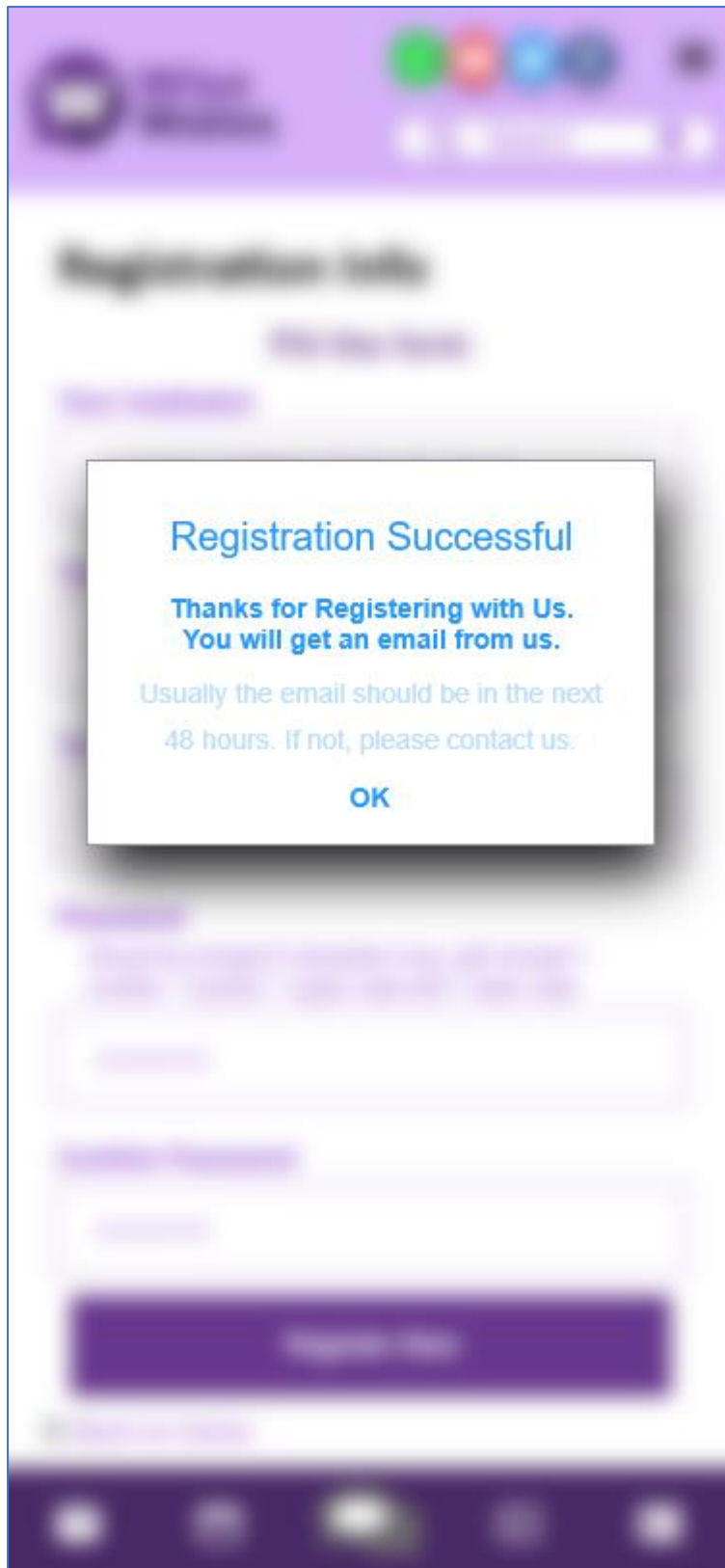


Figure 6: After Registration Screen

On the log in screen, if the 'Forgot Password' link is tapped, the following screen opens up:



Forgot Password

Step 1 of 3

Type the Email of your Account below. If it exists, a code you would be sent to that email.

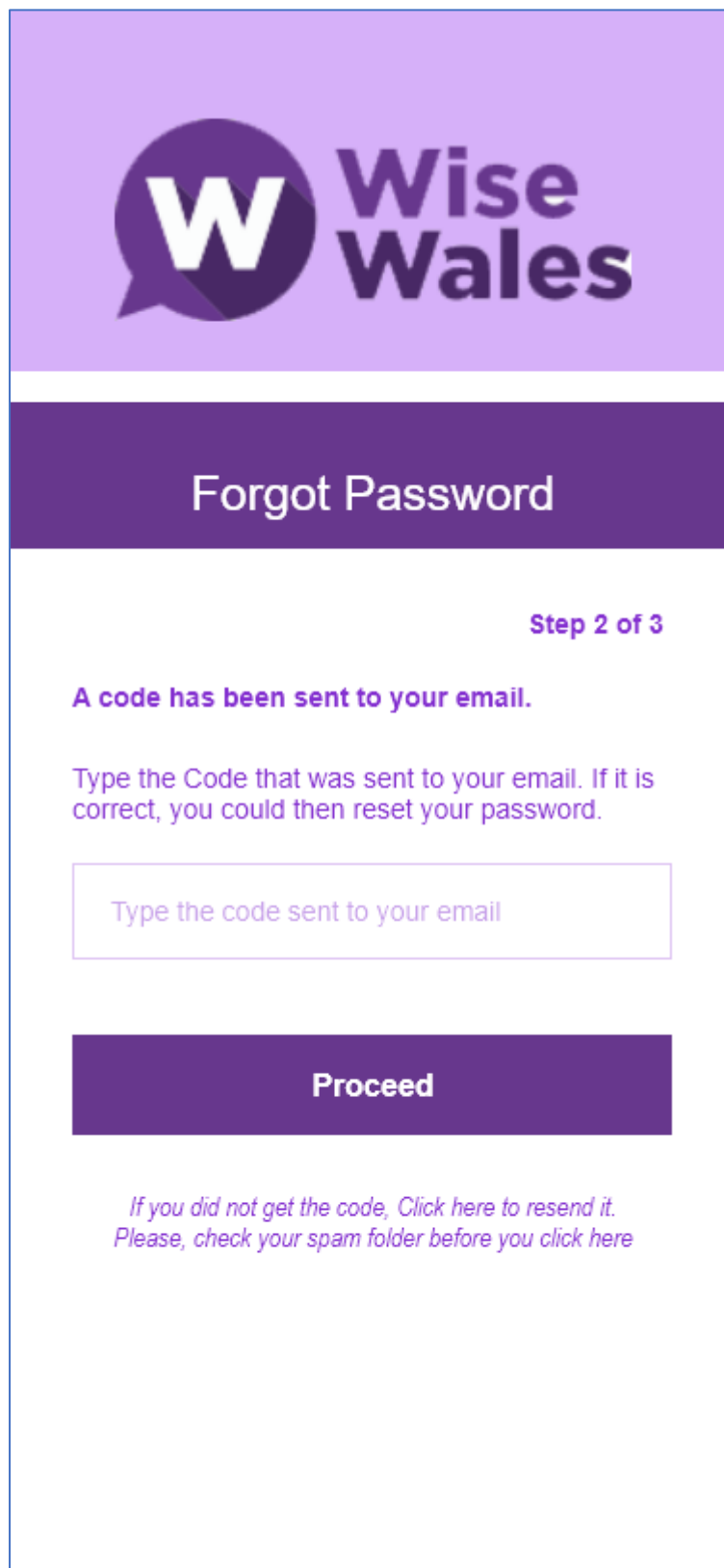
Email

Send Code

Figure 7: Forgot Password Step 1 Screen

The forgot password process is a 3-step process. This is clearly indicated at the top of the screen. In the first step, the individual is required to provide his/her email used for the account, which is his/her registered institutional email address.

The provided email is checked against the WISE database and if it exists, a code is sent to the email and the individual is required to retrieve that from the email and enter it into the Step 2 screen below:



Wise Wales

Forgot Password

Step 2 of 3

A code has been sent to your email.

Type the Code that was sent to your email. If it is correct, you could then reset your password.

Proceed

*If you did not get the code, [Click here to resend it.](#)
Please, check your spam folder before you click here*

Figure 8: Forgot Password Step 2 Screen

If the code entered is correct, the step 3 screen appears where the person is asked to type in a new password.

Wise Wales

Forgot Password

Step 3 of 3

Reset your Password below:

Type a New Password
Should be at least 8 characters long, with at least 1 number, 1 symbol, 1 upper case and 1 lower case

Re-Type the New Password

Reset your Password

Figure 9: Forgot Password Step 3 Screen

After which the person is taken back to the log in screen, he/she can now log in with the new password.

At the Step 2, the person is informed that if he/she did not receive the code in the email provided, even after checking the spam folder, he/she can click to have it re-sent. If the person clicks, the following screen appears:

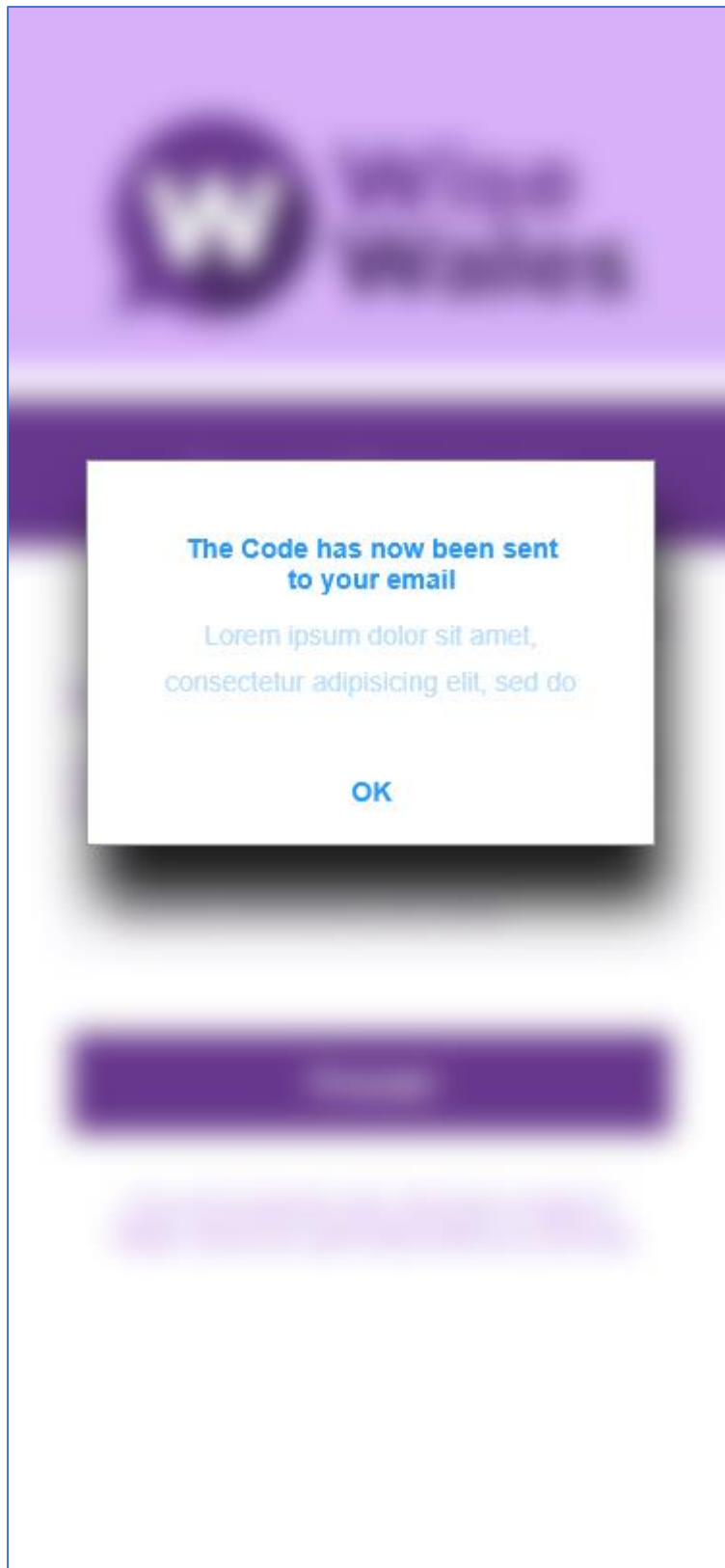


Figure 10: Forgot Password Resend Code Screen

After the person taps Ok, the step 2 screen is presented again for the person to type in the newly sent code.

On the main screen, if the hamburger icon is clicked, the main menu opens as usual.

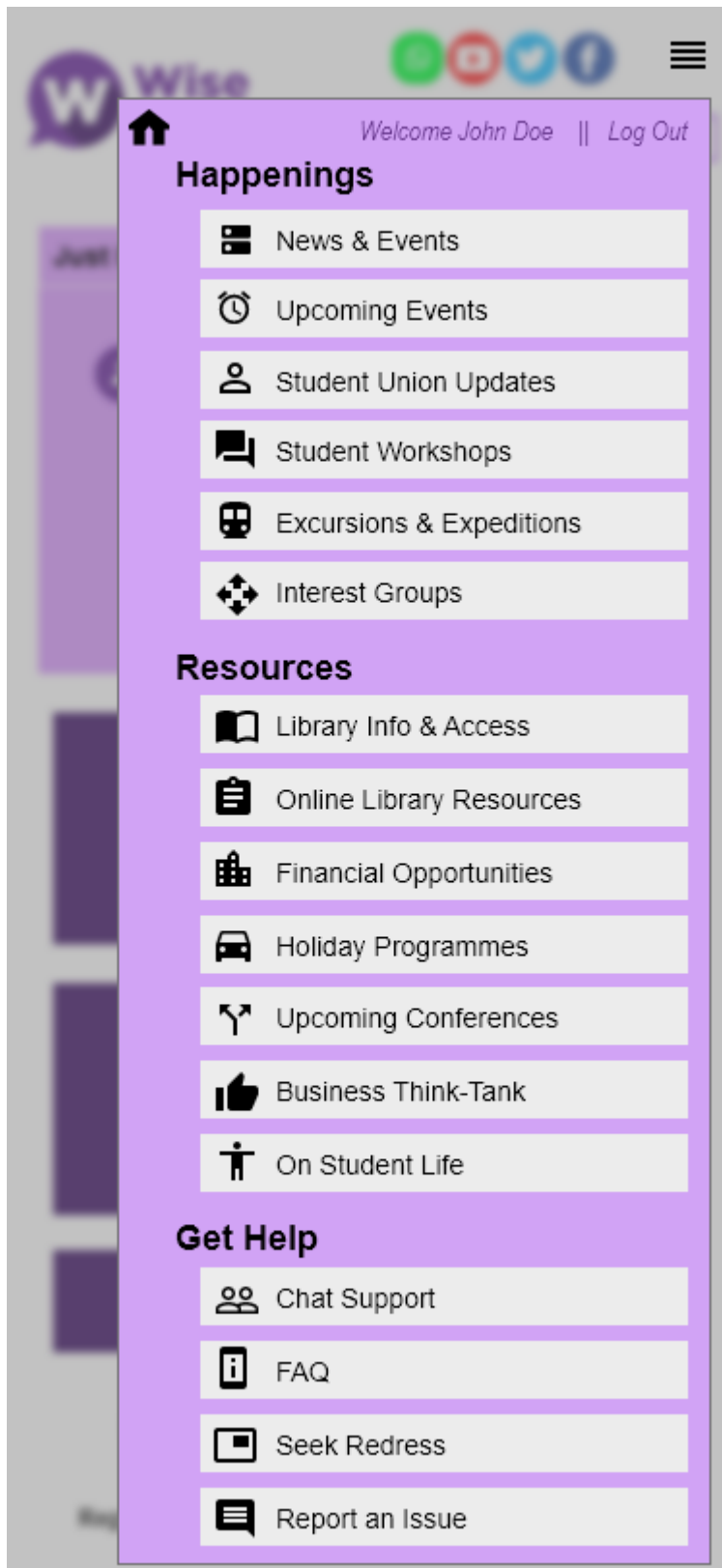


Figure 11: The Main Menu Screen

There are some variations to the main menu. Prominently, there is now the log out menu to log out and return to the first screen of log in and registration. Also, the number of menus on the menu bar has been reduced so that they can be spaced out more to enable those with bigger thumb to be able to click. With what the wireframe was, it would have been difficult to tap. On the new menu bar,

there are only the three categories of Happenings, Resources and Get Help. The About category that is available on the main menu is no longer on the menu. The participants wanted the main menu not scrollable. More so, how often do people go to read the About Us section. So, a trade-off was done to remove the About Us section on the menu, rather than have a scrollable menu. More so, the quick links are available on every screen of the App, so there is no point having them on the menu and making the menu long and scrollable. The idea of the main menu is to give users quick access to another section of the app from any other section of the app. Since the quick links are already doing by being present on every screen, there is no point in replicating them on the main menu, thereby making it long. If User Experience Design was not the focus, the main menu could have been designed differently. This would be discussed in a later section.

Another alteration made is on the About Screen. Below was the wireframe for that screen.

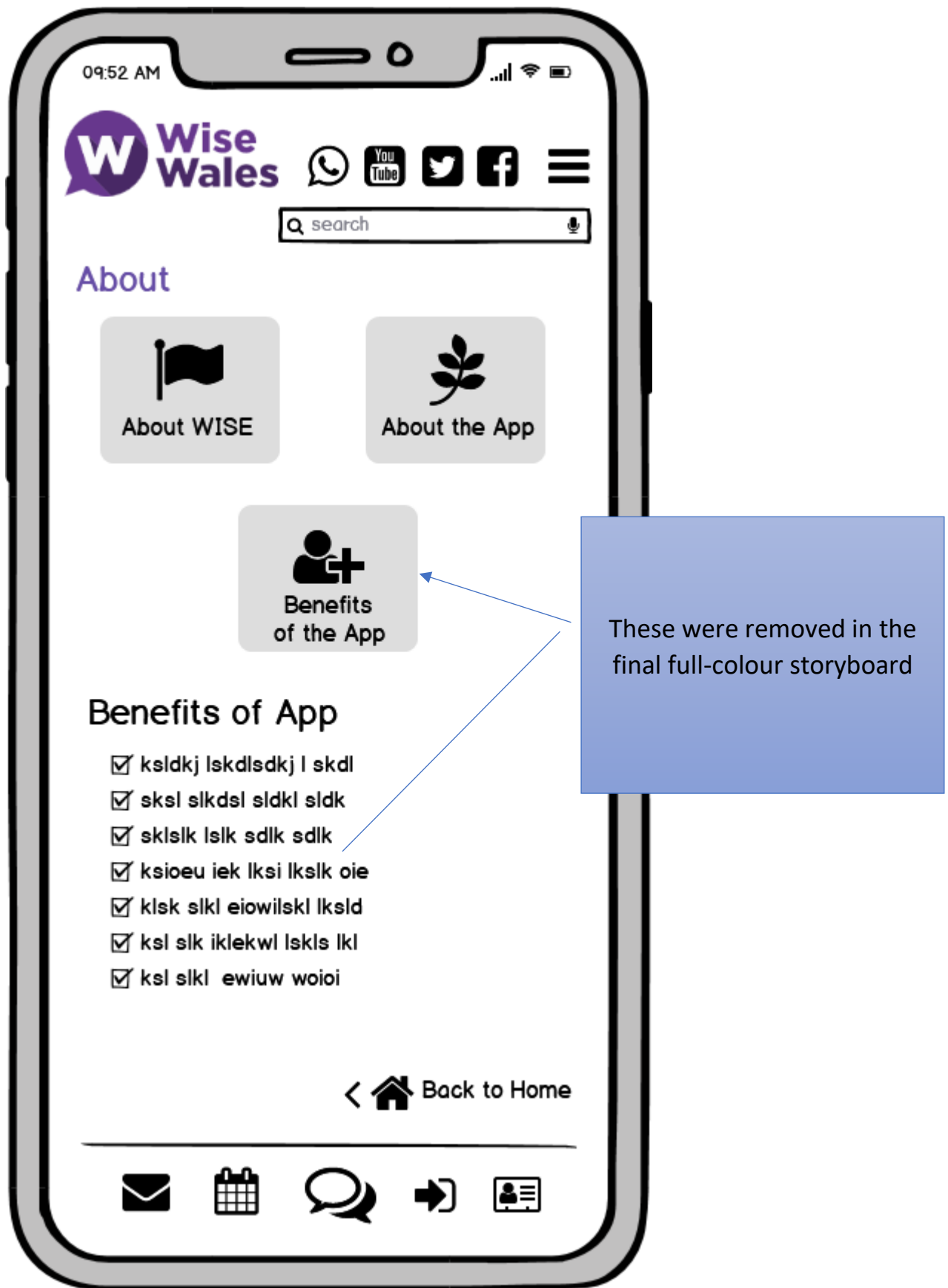


Figure 12: Wireframe of the About Screen

The final full colour storyboard of the About screen is below:

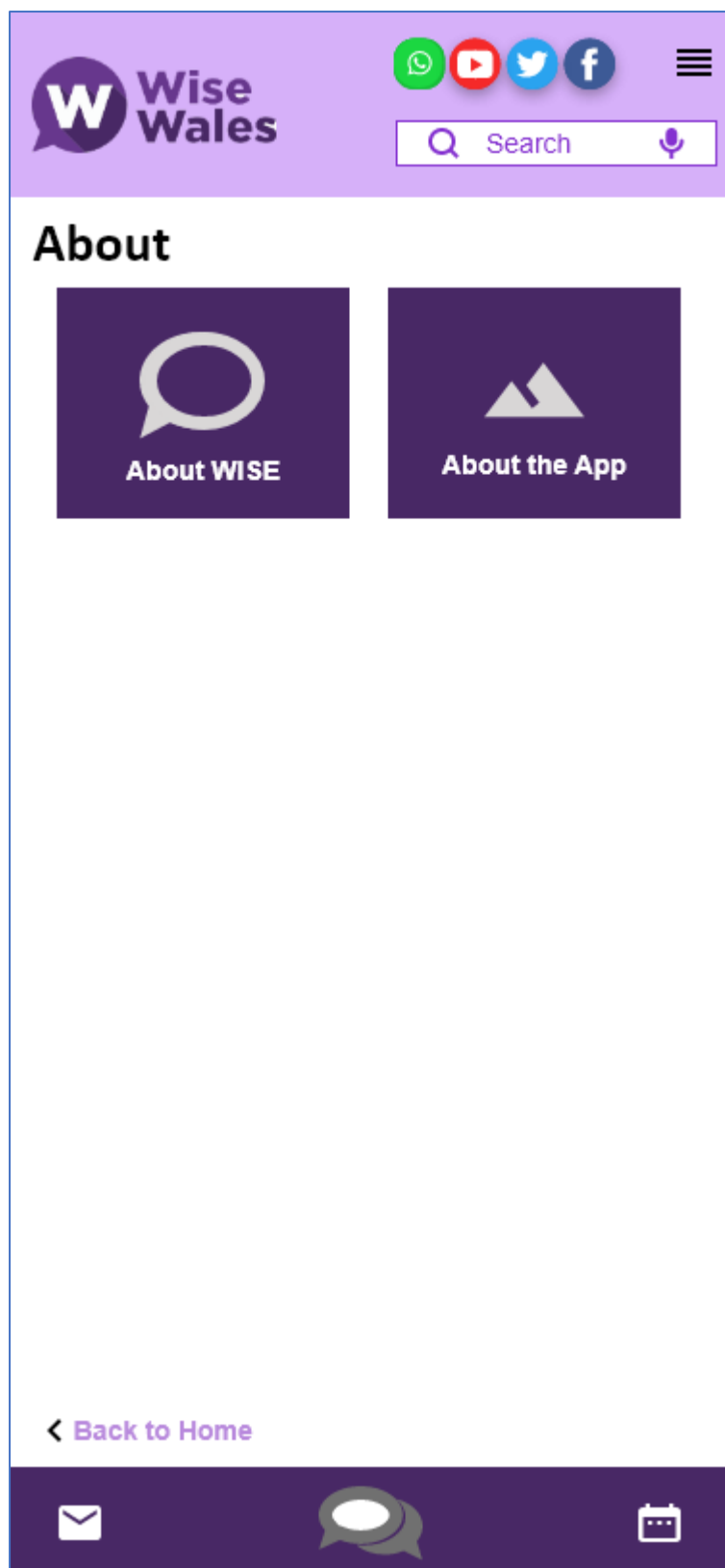
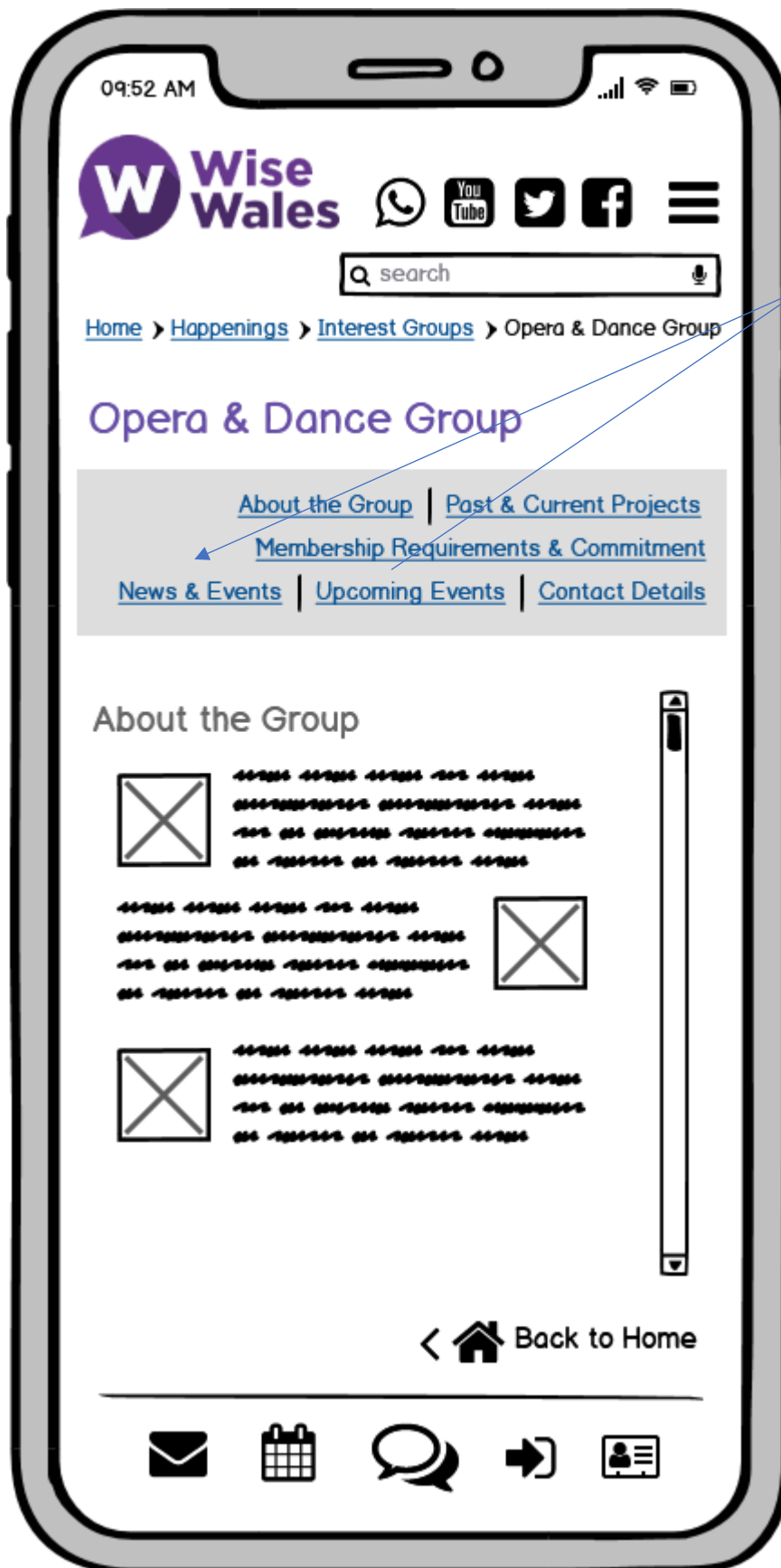


Figure 13: The About Category Screen

The “Benefits of App” was removed. The About the App will talk about the app and its benefits so participants did not see the reason for the repetitions.

Lastly, the wireframe of the screen that displays each of the interest groups was as below:



News & Events and Upcoming Events were removed from the final full-colour storyboards

Figure 14: Wireframe of an Interest Group Screen

The final full colour storyboard of that screen is as follows:



Figure 15: Full Colour Storyboard of an Individual Interest Group Screen

Two items have been removed from the light-coloured background menu bar just beneath the Name of the Group. The two items are 'News & Events' and 'Upcoming Events'. Participants feel these should already be in the general 'News & Events' and 'Upcoming Events' of the Happenings Category. That would give the various interest groups more visibility for everyone to know what is happening in the various group. One should not need to visit a particular interest group, before knowing what is happening there. More so, there is already 'Happenings' category, it should report

all happenings. Participants believe that the 'Current and Past Projects' is sufficient key information and interest here to highlight the achievements and activities of the group. They preferred a simpler approaching of putting in fewer options. This probably lends credence to the principle of functional minimal design [6]. Thus, the two items were dropped.

The complete set of the full-colour storyboards of the rest of the app is in the appendix.

Usability Inspection & Evaluation: Cognitive Walkthrough Process

As the part of the usability evaluation, the Cognitive Walkthrough method was used as a first step [7] [8]. Tasks were developed from various scenarios. These were then tested to ensure that users can carry out these tasks with ease and comfort; ensuring particularly that:

- users are about to tell where they currently are in the scheme of things
- they are able to distinguish what they can do, which elements are links
- they are able to tell what will happen if they click on the various links
- they see and are given feedbacks on what they have done [9].

Generally, users are able to distinguish what they can do and which elements are links because a consistent design was used. For example, the 'Back to Home' or 'Back' button is placed at the same spot across screens and have the same style/format. Furthermore, Back to Home is used if the user is one screen from the home page, whereas Back is used if he/she is more than one screen from home. Also, popular icons were used where possible. For example, the hamburger icon for menu, various other icons.

To help users know where they currently are, bold titles and page identifiers were used [10]. Furthermore, processes are usually not more than 3 clicks from the home page. Where they were, breadcrumbs were deployed at the top as a reminder. These were not deployed app-wide to keep some screen down to non-scrolling. For critical processes such as retrieving password, the method of 'Step 1 of 3' was deployed.

To help users know what will happen if they clicked on the various links, clear, short and descriptive texts were used, even when icons were present, except for the hamburger icon and the home icon.

To help users know what they have done, clear and precise feedbacks are given where necessary. More so, there is a screen change or reaction to all clickable action.

Cognitive Walkthrough Report for some tasks

The following Cognitive Walkthrough was carried with new and infrequent users in mind, to discern how easy it is to learn using the app [7]. The goal is to ensure that the learning curve is as flat as possible.

Logging into the App

Table 1: Testing Matrix for Login Screen

Type your Log in details and Click Log In	Successful?	Comments?
Does the user know what needs to be done?	Y	Wants to Log into the App
Can the user see a control to do that?	Y	There are two text boxes labelled: email and password, as well as a button clearly labelled LOG IN
Is it obvious how the control works?	Y	They are standard controls
Does the user understand the feedback given?	Y	It gives a clear feedback that he/she has logged in. Then, the home page of the app opens up.



WELCOME

If you already have an account, log in below:

Email

Password

LOG IN

[Forgot your Password](#)

If you do not have an account, register below:

Register

Figure 16: The Log in Screen

Giving one's opinion Process

Since one of WISE's objective is to put the collective student voice at the heart of their activities, the process to get opinions of students is integral.

Task: Giving one's opinion on issues, after logging into the home page

Table 2: Testing Matrix for Giving one's opinion Process

<i>Click "Give your Opinion/Join the conversation"</i>	Successful?	Comments?
Does the user know what needs to be done?	Y	Wants to Give his/her opinion on an issue
Can the user see a control to do that?	Y	There is a link with an icon that clearly says: Give your Opinion
Is it obvious how the control works?	Y	It is a standard link control
Does the user understand the feedback given?	Y	It opens the Give your Opinion Screen.







Give your Opinion

Join the Conversation

Why should you be left out? Your opinion matters. Your shared experience and opinion could save other else and could even save a nation.

At WISE, we Value Feedbacks, Harness Expertise and Build Partnership. It all starts with sharing your opinion.

Your Opinion falls under which category:

University Administration

▼

Your Opinion / Feedback

Type your opinion...

We could contact you for more information. Remember it is a conversation. If it is a sensitive information, we would also respect the principle of privacy and confidentiality.

SUBMIT YOUR OPINION

< Back to Home



Figure 17: Give your Opinion Screen

Table 3: Testing Matrix of the Give your Opinion Screen

<i>Fill the form and click "Submit your Opinion"</i>	Successful?	Comments?
Does the user know what needs to be done?	Y	Selects which category his/her opinion belongs and types in the opinion
Can the user see a control to do that?	Y	There is a select box clearly labelled as well as a text box clearly labelled and a button clearly labelled
Is it obvious how the control works?	Y	These are standard controls
Does the user understand the feedback given?	Y	It gives a clear feedback that thanks the user for his opinion and gives other information as well.

Read about Available Financial Opportunities

Task: Read available financial opportunities, after logging into the home page:

Table 4: Testing Matrix for the process of reading available financial opportunities: Step 1

<i>Click "Resources" on the home page</i>	Successful?	Comments?
Does the user know what needs to be done?	Y	Wants to see available financial opportunities
Can the user see a control to do that?	?	There is a button labelled "Resources" on the home page. Since there is no link on the home page that says "Financial Opportunities", a first-timer User might not know where to click. While it is very clear on the menu options, it is not clear on the home page. An alternative design is to list all the items on the home page as it is on the menu but that would make the home page long and scrolling. The first-timer might check around. But it is not difficult, 'Financial Opportunities' is clearly listed after he/she clicks "Resources".
Is it obvious how the control works?	Y	It is a standard button control
Does the user understand the feedback given?	Y	It opens the Resources Screen where Financial Opportunities is one of the clickable buttons.

After opening the Resources Page:

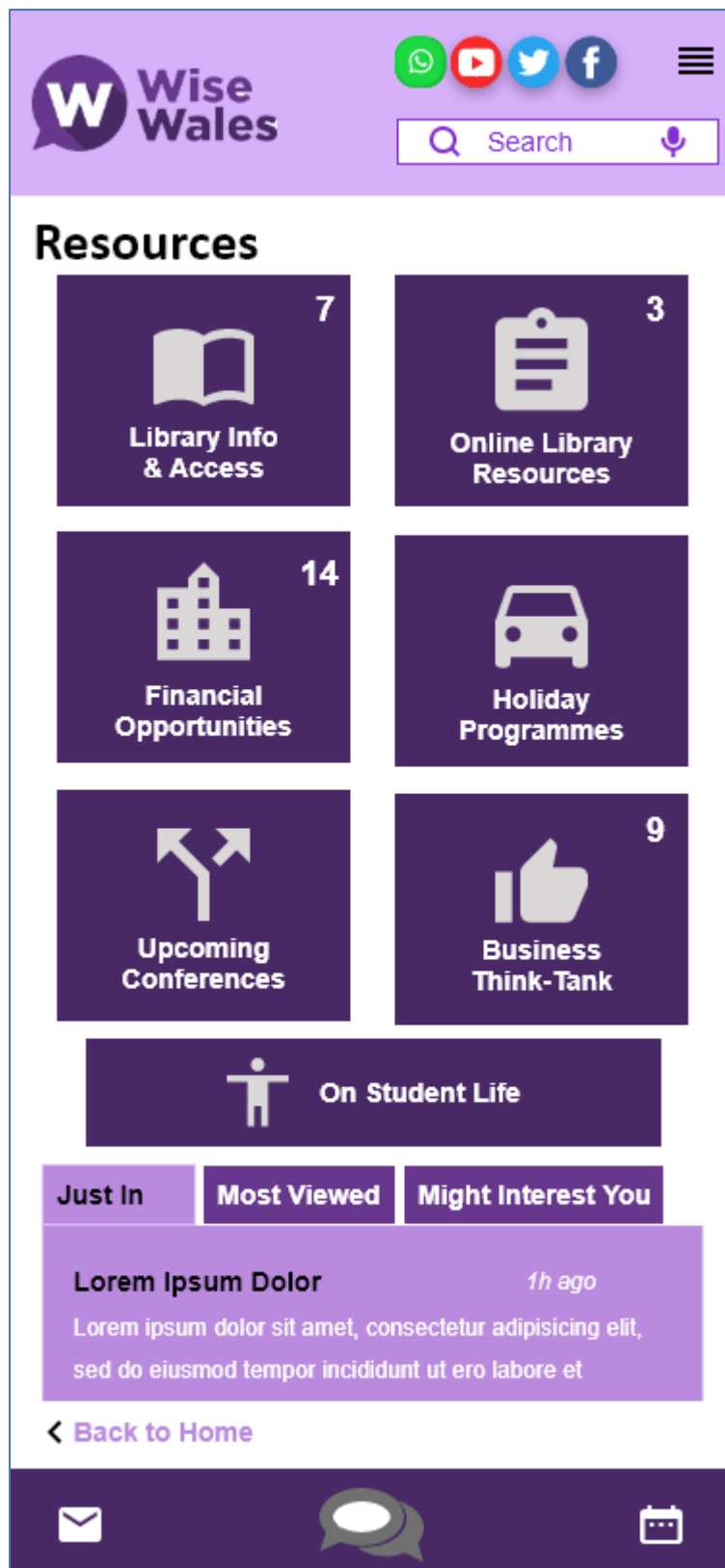


Figure 18: The Resources Screen

Table 5: Testing Matrix for the process of reading available financial opportunities: Step 2

Click “Financial Opportunities”	Successful?	Comments?
Does the user know what needs to be done?	Y	Wants to see available financial opportunities
Can the user see a control to do that?	Y	There is a button that clearly says: Financial Opportunities
Is it obvious how the control works?	Y	It is a standard button control
Does the user understand the feedback given?	Y	It opens the Available Financial Opportunities List, with Read More button under each item.

From the various Cognitive Walkthroughs carried out, one of the problems first-time users might encounter on the home page is to identify under which category things are. “Get Help” and “About Us” are pretty straight-forward. “Happenings” and “Resources” could be a bit confusing for first timers to know whether what they are looking for is under one or the other. It is pretty straight-forwards for some items like “News and Events”, “Upcoming Events” which are under Happenings. “Upcoming Conferences” could be confusing. It was put under “Resources” because it was considered more of a resource and learning opportunity for students that mere happenings like News. This is certainly a thorny issue. Data would be gathered during the app usage to ascertain whether there is need to re-design the home page in some other ways. Designing an app is on-going process. If it were a desktop application or website, probably the hover function would have been used to resolve this issue; such that when a user hovers over any of the icons, it would show the options available under the icon.

Usability Evaluation: Usability Testing with Users

Usability testing is about evaluating how easy to use is the product by testing with users [11]. The goal here is to see how intuitive to use the app is. So, usability testing was used to identify areas of user’s frustrations and problems so that it could be fixed. One-on-one Skype session was used, as mentioned earlier. The Moderated Remote Evaluation method with remote screen-sharing and audio was used [12] [13]. In these individual sessions, participants were asked to complete tasks, after scenarios were discussed with them. They were carefully observed by the researcher, to see where they encountered problems or experienced confusion. They were encouraged to express their feelings in words, if they wanted. The researcher did not interrupt or lead them on. The researcher asked questions at the end, rarely while the participants were carrying out tasks. The results of such interactions led to the several modifications that were made until the final full-colour design storyboards were arrived at. These outcomes have been discussed above. When a participant encounters a problem, such problem was resolved before another session with another participant to see if he/she would have a more positive experience or encounter another problem.

The remote method of usability testing certainly has its advantages, chief among them, being that it removes the stress of bring participants to one location. Nonetheless, one of the challenges is that technical issues could interfere with the sessions. In this age of super-fast internet connectivity, it is mitigated greatly but there are still issues occasionally. The super-fast internet connectivity allowed for video connectivity such that the researcher was able to see the participants’ faces and judge their facial expressions during the sessions.

One limitation with the Usability Testing carried out in this study is that the researcher did not have access to users that match all the user profile/persona. Assess was for only three out of the four personas highlighted in the study. As explained earlier, this was due to the COVID-19 lockdown.

Below are some of the outlines used for the Usability Testing:

Task 1: Submit a request on the app seeking redress on an issue that happened in school

Table 6: Usability Testing Outline for Seek Redress functionality

Research question:	Where are the problem areas in submitting a Seek Redress request?
Scenario:	Imagine that you were unfairly denied access to write an exam, or at least that is how you felt
Task:	Starting after you have logged into the app, browse to the 'Seek Redress' page/form. Then submit it.
Inputs (if needed):	Input is not possible, since this is merely a storyboard
Assumptions (if needed):	
Steps:	1. Click on 'Get Help', 2. [Get Help page] Clicks on "Seek Redress", 3. [Seek Redress page] Clicks on "Submit Complaint" button, 4. [Confirmation page] OR 1. Click on 'Hamburger' icon to open menu, 2. [Main Menu page] Clicks on "Seek Redress", 3. [Seek Redress page] Clicks on "Submit Complaint" button, 4. [Confirmation page]
Success criteria:	Confirmation page of Redress Submitted is displayed

The result was as follows:

2 out of the 5 participants after staring at the home page for about 25 seconds, click the hamburger icon to open the menu, and were able to open the Seek Redress page. Another 2 participants click on the Get Help button on the home page and were able to open the Seek Redress page. The remaining participant clicked on 'Resources', and not finding "Seek Redress", went back to the home page and clicked "Get Help", before clicking "Seek Redress" to open the page. So, this was 80% success rate (4 out of 5 getting it once, without hitting back button). They all completed the task in less than 3 minutes.

Task 2: Search for an Upcoming Conference to attend

Table 7: Usability Testing Outline for Locating Upcoming Conference

Research question:	Where are the problem areas in searching for a conference to attend?
Scenario:	Imagine that you need to attend a conference in February 2018
Task:	Starting after you have logged into the app, search for any favourable conference in February 2018 and read about it. DO NOT USE the search box on the home page.
Inputs (if needed):	Input is not possible, since this is merely a storyboard
Assumptions (if needed):	

Steps:	1. Click on 'Resources', 2. [Resources page] Clicks on "Upcoming Conferences", 3. [Upcoming Conferences page] Clicks on any of the available conferences on the calendar marked by blue background, 4. [Conference Details page] OR 1. Click on 'Hamburger' icon to open menu, 2. [Main Menu page] Clicks on "Upcoming Conferences", 3. [Upcoming Conferences page] Clicks on any of the available conferences on the calendar marked by blue background, 4. [Conference Details page]
Success criteria:	Conference details page is displayed

The summary of results is as follows:

3 out of the 5 participants clicked the hamburger icon to open the menu, and were able to open the Upcoming Conferences page. They were also able to immediately identify the blue background boxes with caption as available conferences and clicked on them.

The remaining 2 participants clicked on 'Happenings', and not finding "Upcoming Conferences", went back to the home page and clicked "Resources", before clicking "Upcoming Conferences" to open the page. They were also able to immediately identify the blue background boxes with caption as available conferences and clicked on them. At the end, they expressed their shock that Upcoming Conferences was not put under Happenings. This became an item for discussion at the next focus group meeting. It was a divided house of 3 participants against 2. Eventually, the 2 agreed with the other 3. This is a thorny issue that might suggest the redesign of the home page entirely. This would depend on more data collected as the app is used.

On the Upcoming Conferences page as shown below, the participants were asked at the end of completing the tasks, if they understood the functionalities of all the controls there, they answered in the affirmative saying these were standard and conventional controls.

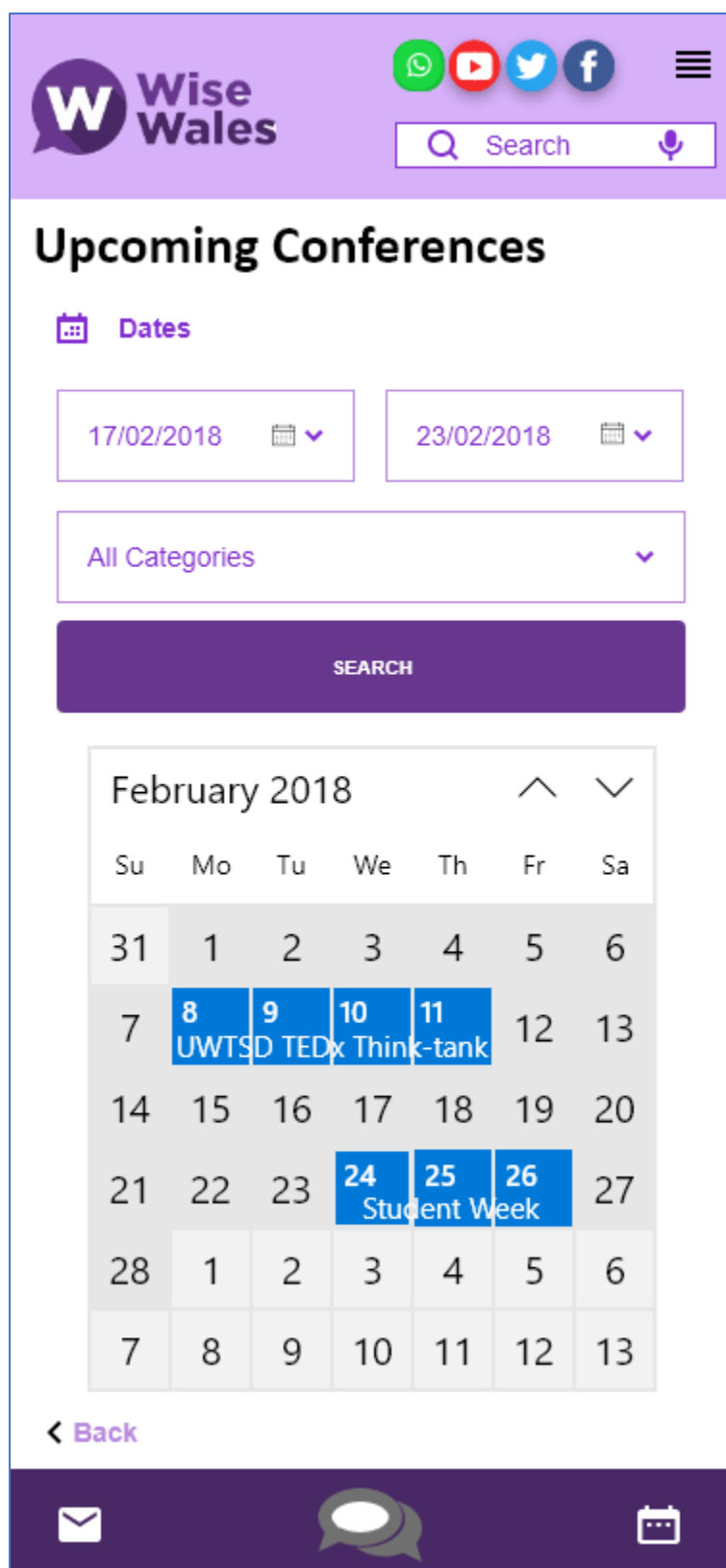


Figure 19: Upcoming Conferences Screen

Data Collection and Analysis for future UX updates of the App

UXD process is not a one-off process but an ongoing one for continual improvement of user experience over time [3]. As the app is used, the usage of the app could be monitored to see how users are using the app. This could give some insight into possible modifications that could be done to improve user experience. Google Analytics for Mobile Apps would be very useful here [14]. It has easy-to-use interfaces that assist in measuring and optimizing user engagement with mobile apps. It could help specifically in:

- Understanding the number of users, their characteristics, and where they come from
- Measuring what actions users are taking
- Track events as well as setting goals
- Customizing reports specific to analytical purposes
- Visualizing user navigation paths
- Slicing data to understand the behaviour of different user groups [14]

Another wonderful advantage of using Google Analytics is that it could be used for apps on Android, iOS as well as other platforms [14].

Also, feedback from app users would be taken seriously. In the app itself, the 'Give your Opinion', 'Live Chat' and 'Report an Issue' sections would be monitored for any issues or feedbacks related to the app usage, features or experience. Alternatively, instead of wait for users to come to these sections to give feedbacks, occasionally a pop-up could prop to solicit feedback [15]. This would be occasional, like once a year per user and it would be entirely optional.

Lastly, the search log especially that of the main screen would be recorded and analysed periodically to check what users are regularly looking for [16]. These items could then be made into quick links on the main screen. Of course, this search log would be made without any personal identifiers so that users can be assured of their privacy [17].

Reflection Summary of the User Experience Design (UXD) Process Carried Out

As it has been said severally, usability, visual design and interaction design are key for excellent user experience design [18]. Of course, these are dependent on a good user research as the starting point to know the audience [19]. In this UXD process, it is evident that there could sometimes be conflict among the three principles. Of the three of them, usability and interaction design takes precedence over visual design. That is not to say visual design is not important. It is important; only it should be done with usability and interaction design in mind. Visual design should never take the driver seat. In UXD process, products should be designed with the potential users involved in the process. The beauty and fancifulness of the product should never be the primary goal. More so, the designer/researcher must realize he/she is not the user. The company owner is not the user. The focus should be on what users want and do.

An illustration of this conflict above is evident in the final version of the menu bar of the app. The final version is shown in Figure 11 above. But for the UXD process, the menu bar would have been designed differently to include all the features of the app, more like a site map of the entire app. The design would have been as shown below:



If a user taps on these downward pointing caret/arrow, it would drop down a sub menu as shown in the figure below

Figure 20: Proposed Menu Bar

This contains all the features of the app. If one clicks on any of the items without the downwards pointing caret/arrow, the corresponding page would open immediately. But if one clicks on any of the items with the caret/arrow, the options available under that category would open up as follows:

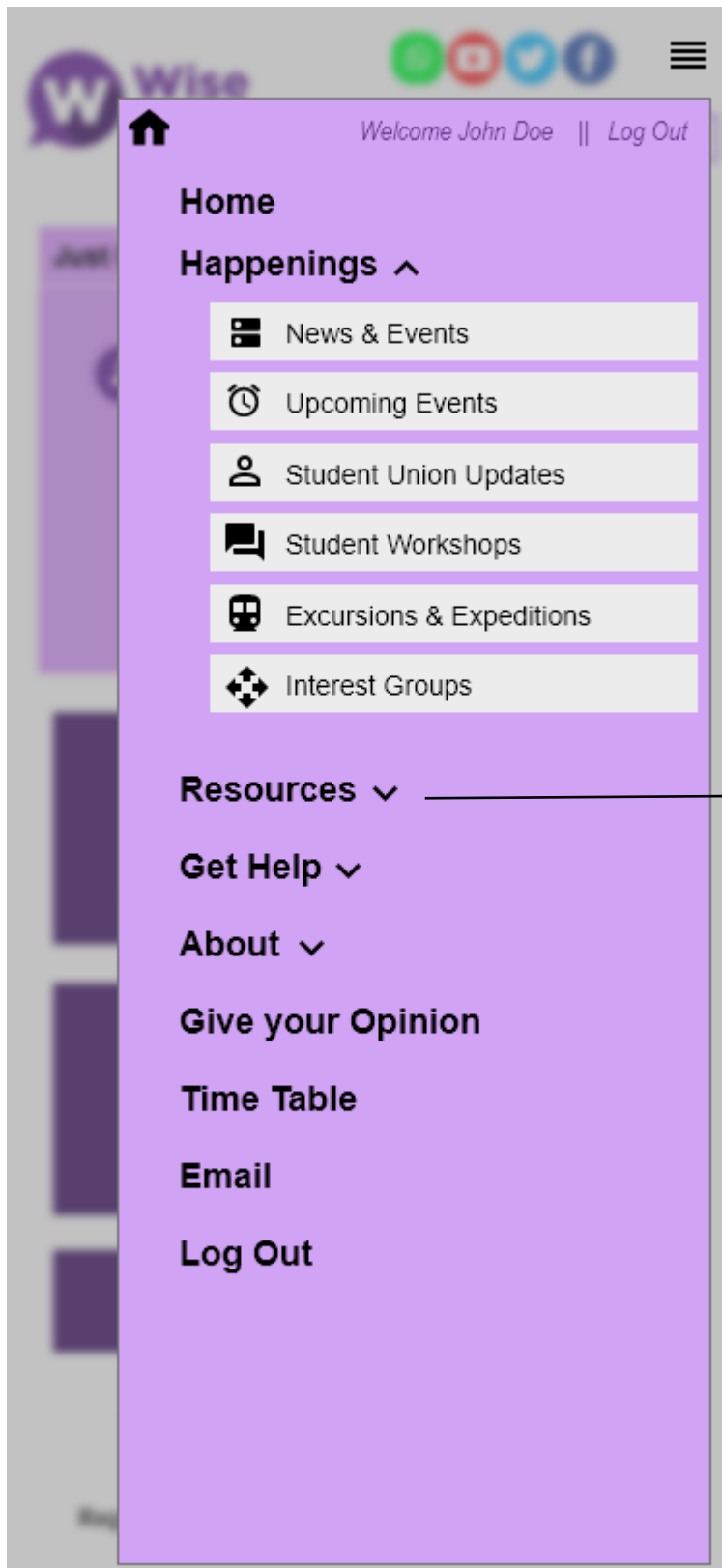


Figure 21: Proposed Menu bar with an opened category

One can then click on any of the displayed items to go to that page. If one were to click another category with caret/arrow, say for example Resources, it would automatic close the previously opened category and open the new one, as shown below:

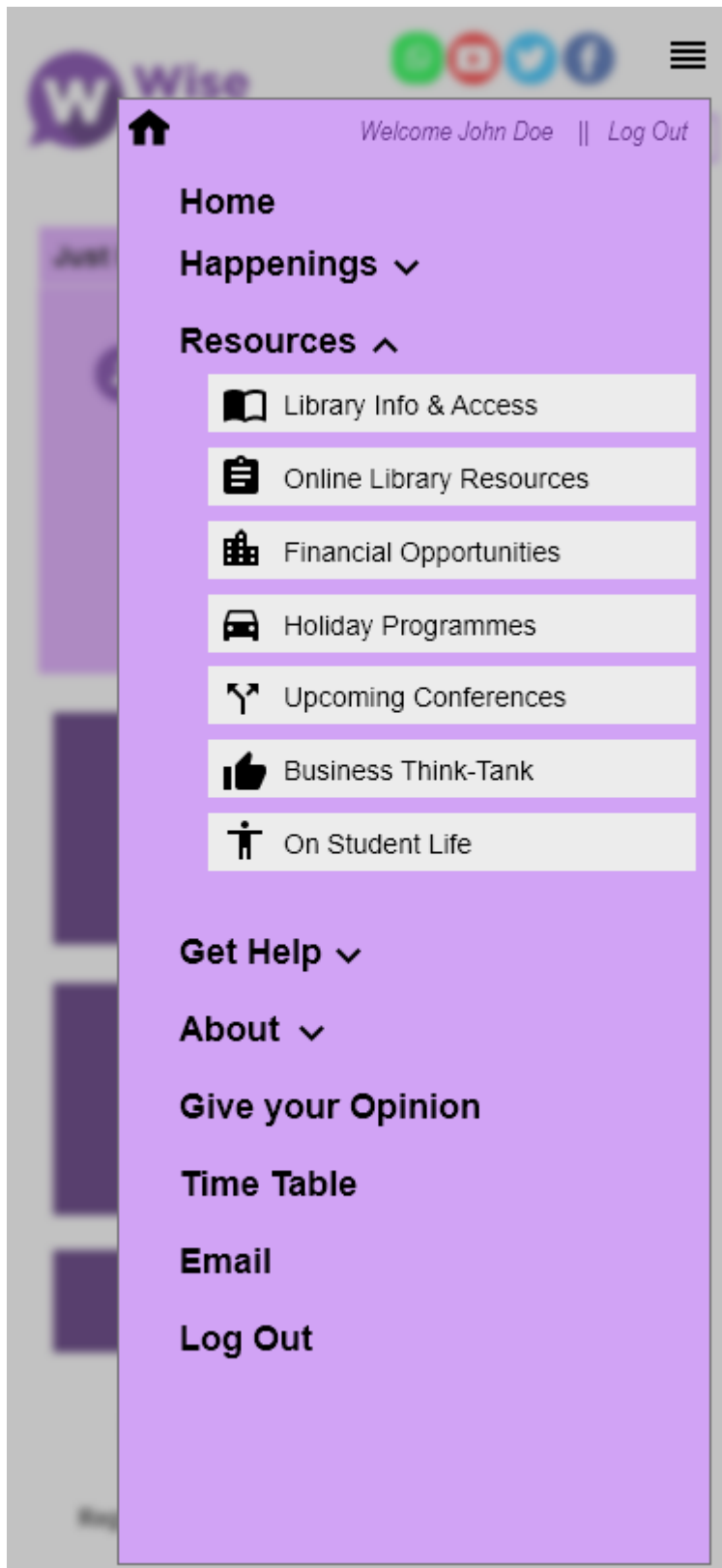


Figure 22: Proposed Menu bar with another opened category

The automatic action of closing the previously opened category is to prevent the menu bar from becoming too long and needing to be scrollable to see the rest of the content.

This proposed design was actually presented to users, but all the participants chose the final design that was presented in Figure 11. Their reasons were:

1. They did not want the extra click needed to open categories, i.e. the drop-downs
2. They wanted the menu to display things so that users can see immediately what they are looking for, rather than having to open each category to see if the item is there or not, especially for first-timers to the app.

Since user experience was the goal, the final design followed the users' needs. Of course, the sacrifice has to be made to cut other some features from the menu bar to prevent it from being long and scrollable. As explained earlier, the About category and the Quick Links were removed. The argument being that the quick links were already present at the base of every screen. For the About category, participants said users don't often visit that. So that would not justify the need for scrolling menu bar.

Probably, if there were more participants, there might have been conflict on this one. Then, a compromise would then be sought or the design would be based on what the majority want. This is just one example, but this shows that conflicts could arise and there would be need for compromise or mid-points or other alternative solutions. This shows that the UXD process is an engaging one with critical decisions being made from time to time interacting with potential users and resolving issues that might arise from conflicts among the 3 principles or conflicts arising from the various types of users, their backgrounds and 'idiosyncrasies'. In the whole UXD process, like with other user-based researches and design, the experience and the charisma of the participants and the researcher would play some role in the process. This should influence the choice of participants for the UXD process. Of course, this should be done after a well-conducted User Research.

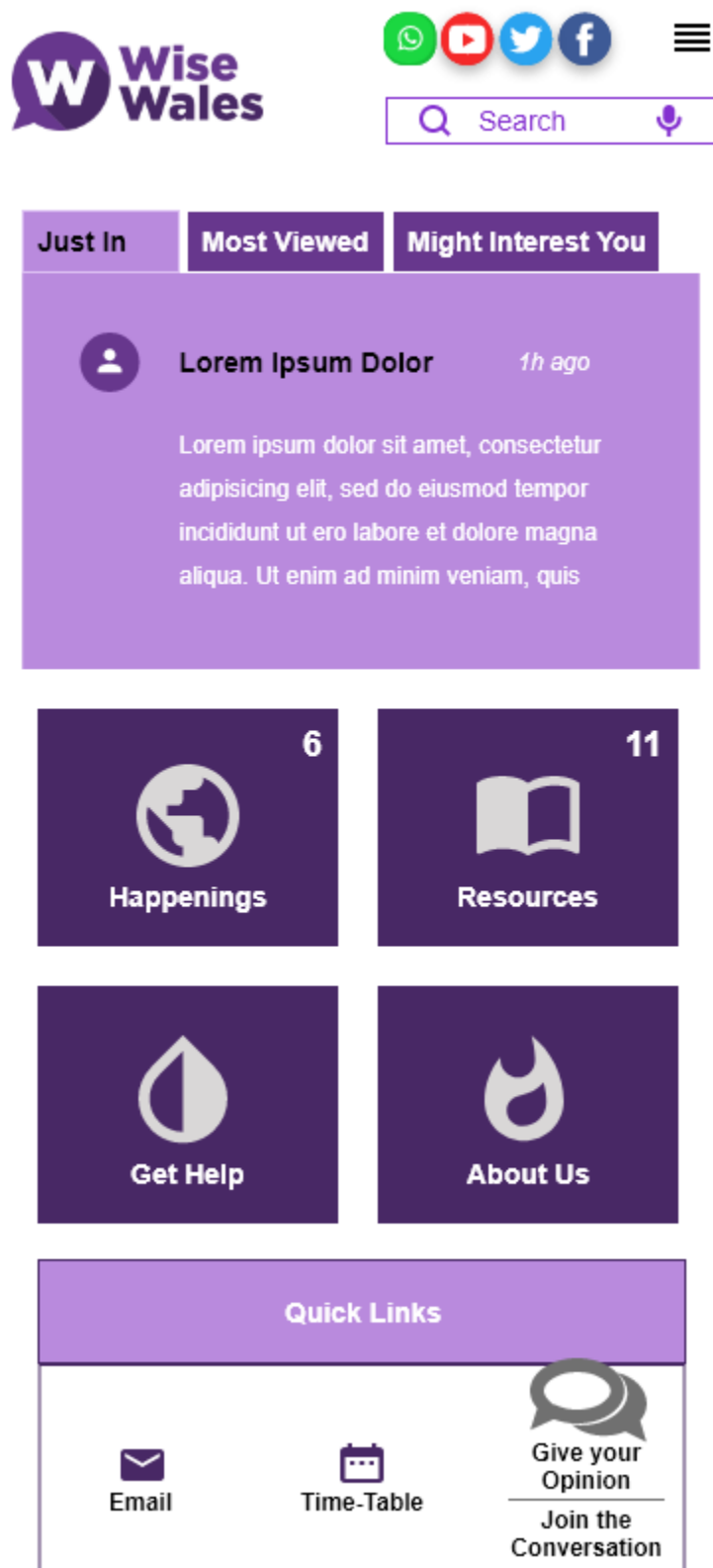
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Appendix

Complete Set of the full-colour storyboards



Just In

Most Viewed

Might Interest You



Upcoming Student Elections

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Happenings

11



Resources



Get Help



About Us

Quick Links



Email



Time-Table

Give your
OpinionJoin the
Conversation

Just In

Most Viewed

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TEDx at UWTSD Swansea Campus

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Happenings

11



Resources



Get Help



About Us

Quick Links



Email



Time-Table

Give your
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Upcoming Events

 **Dates**







February 2018						
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7	8 UWTSD TEDx Think-tank	9	10	11	12	13
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21	22	23	24 Student Week	25	26	27
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Upcoming Conferences

 **Dates**







February 2018						
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Upcoming Conferences

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Time Table



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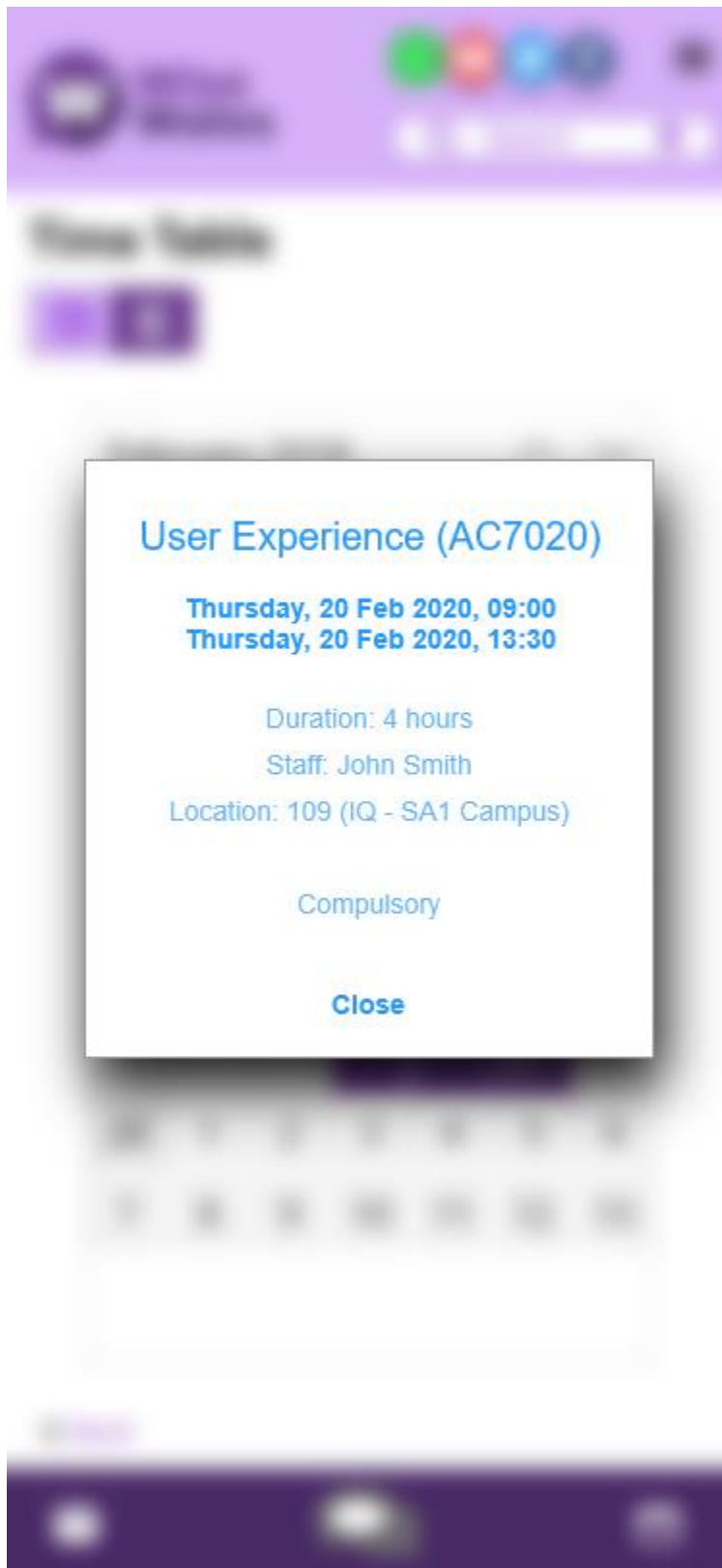
Time Table



February 2018		
8 Feb 2020		Monday
09:00 - 11:00	User Experience Design (AC7002)	
9 Feb 2020		Tuesday
09:00 - 11:00	User Experience Design (AC7002)	
13:00 - 15:00	Research Methods and Professional Development (AC7006)	
24 Feb 2020		Wednesday
11:00 - 13:00	Network Design & Analysis (AC7004)	

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11:00 - 13:00	Research Methods and Professional Development (AC7006)	
26 Feb 2020		Friday
15:00 - 17:00	User Experience Design (AC7002)	
9 Mar 2020		Tuesday
09:00 - 11:00	User Experience Design (AC7002)	
13:00 - 15:00	Research Methods and Professional Development (AC7006)	
13 Mar 2020		Friday
15:00 - 17:00	User Experience Design (AC7002)	



Student Workshops

 **Dates**

17/02/2018 

23/02/2018 

All Categories 

SEARCH

February 2018						
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21	22	23	24 Student Week	25	26	27
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Student Union Updates



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Student Union Updates

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Seek Redress

This is a serious matter
So, be clear and precise about it.

Which Institution

Select the institution the issue is about

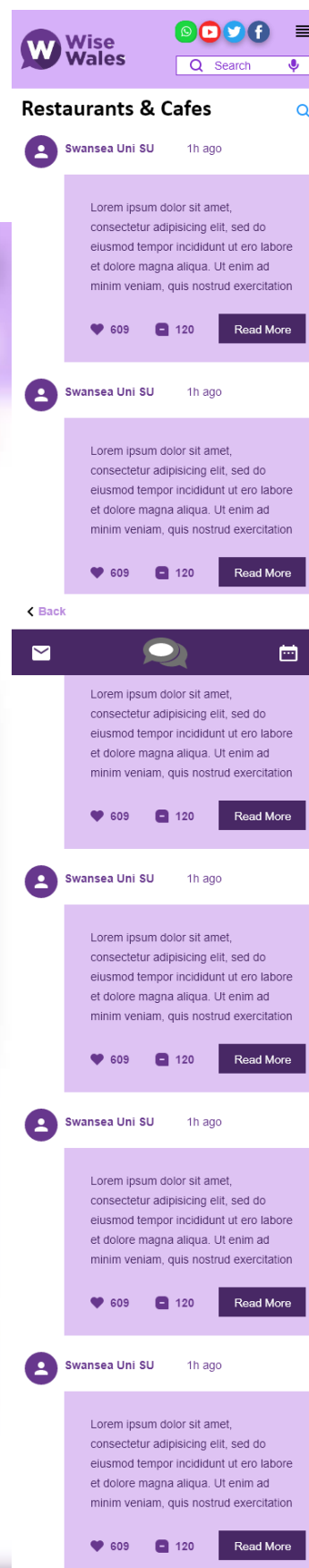
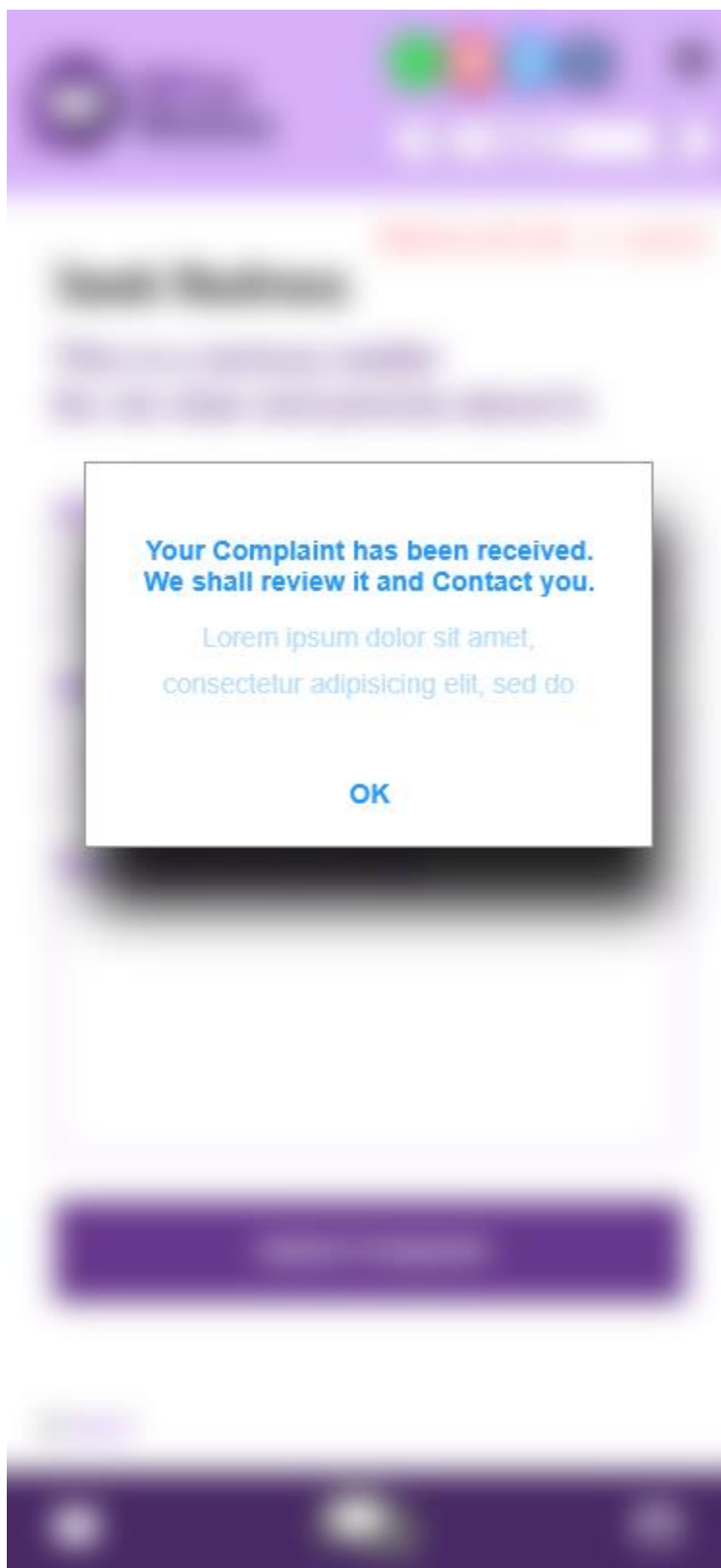
Which Category

Select a Category

What Issues are you having

Submit Complaint

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Restaurants & Cafes

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On Student Life

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Report an Issue

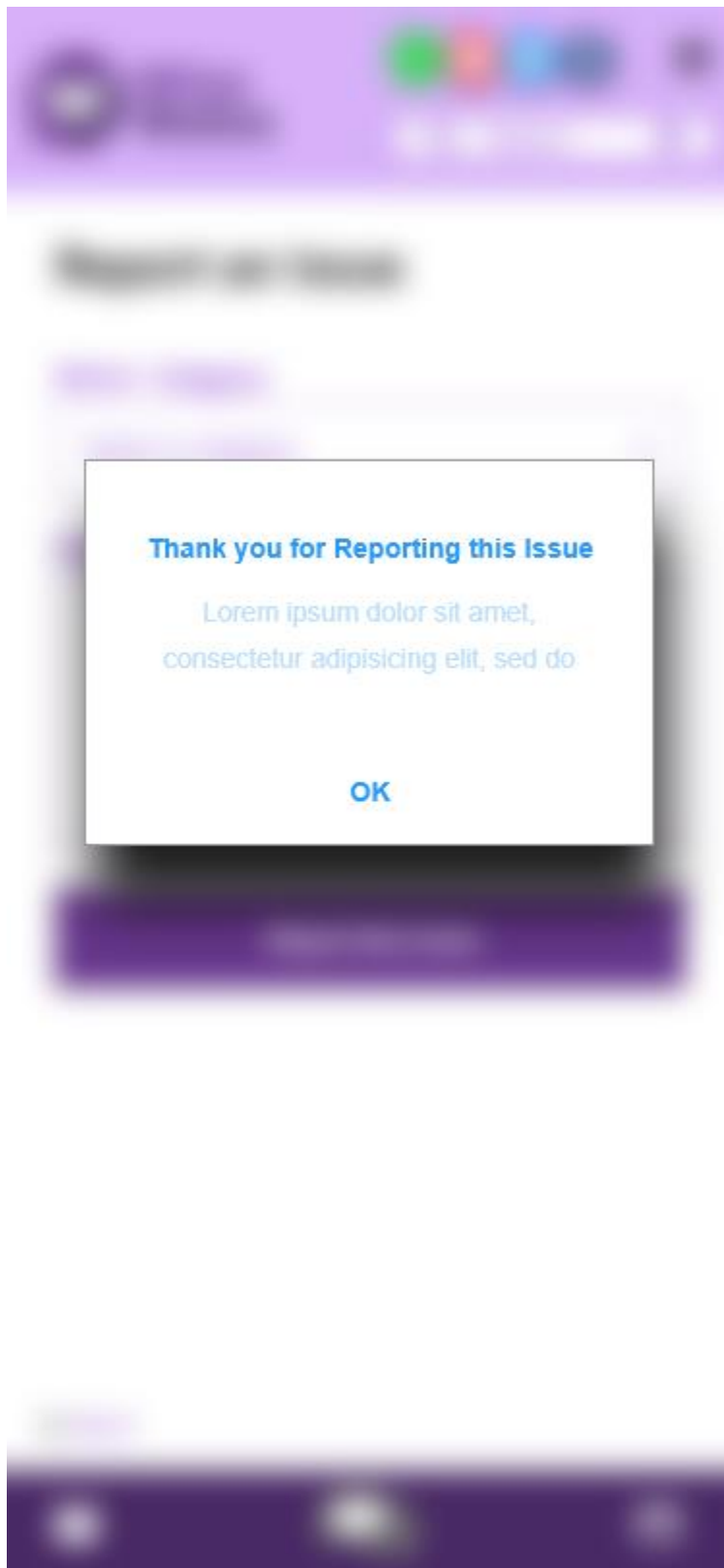
Which Category

Select a Category

What is the Complaint?

Report the Issue

[< Back](#)



Registration Info

Fill the form

Your Institution

University of Wales Trinity St. David



Your Institutional Student Number

12345678

Your Institutional Student Email

1234567@student.uwtsd.ac.uk

Password

Should be at least 8 characters long, with at least 1 number, 1 symbol, 1 upper case and 1 lower case

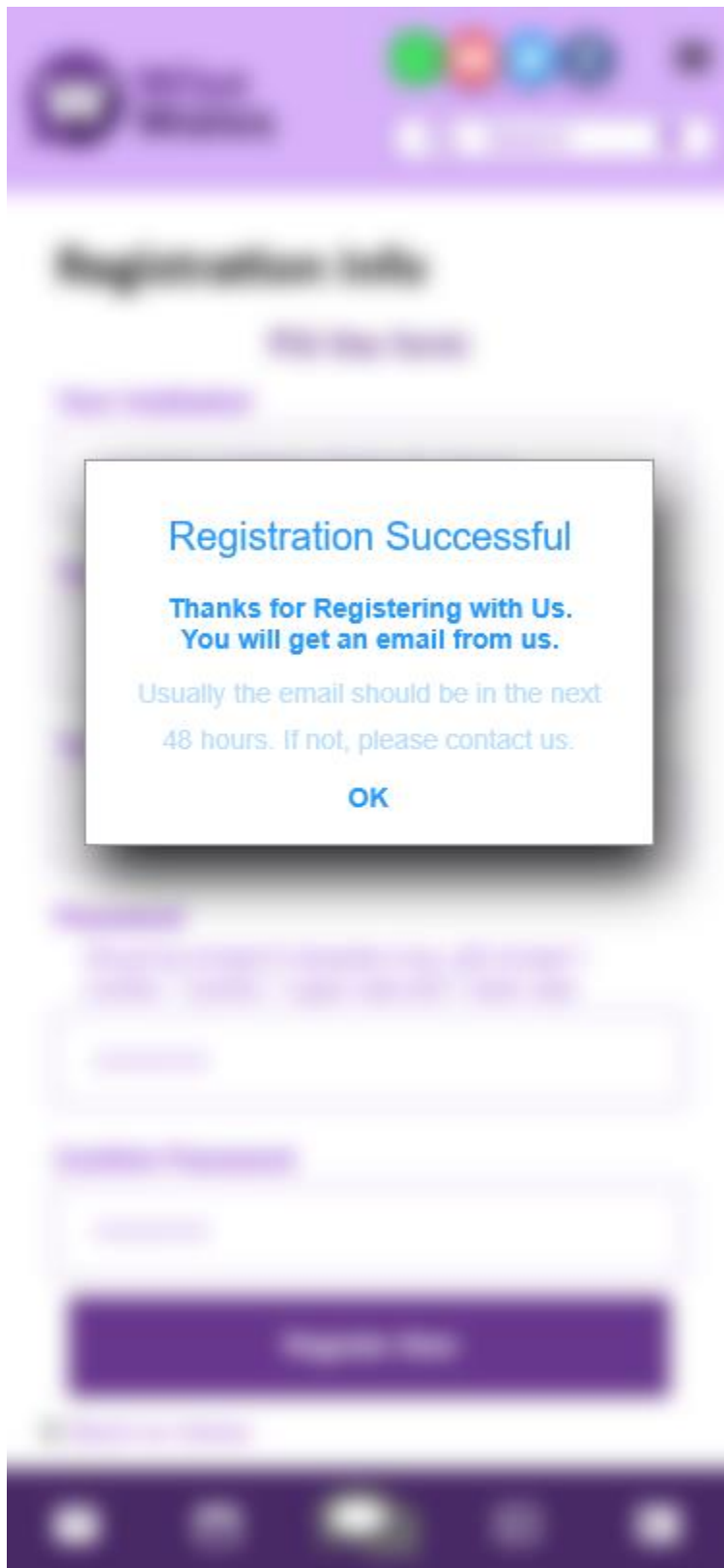
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Confirm Password

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Register Now

[< Cancel](#)



Registration Info

Thanks for you Interest to Register

Before you proceed, read the following:

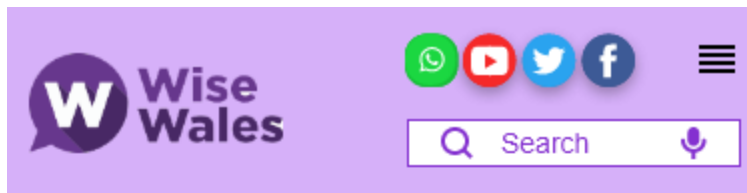
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Proceed to Register

 **Cancel**



Online Library Resources

Search online library

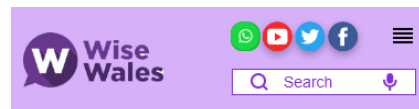
Subject Category

Publication Date

Material Type

Search Now

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Online Library Resources

Search Results

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June 2, 2018 - June 5, 2018

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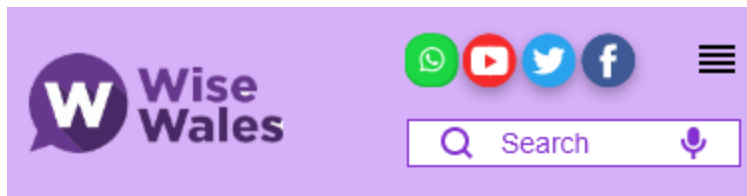
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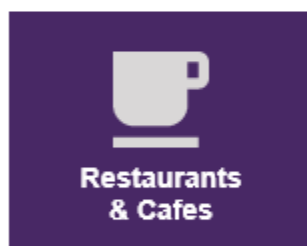
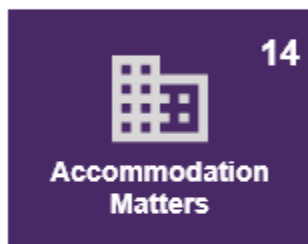
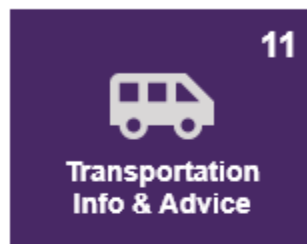


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On Student Life

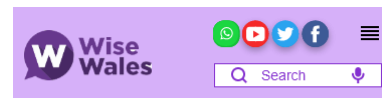


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News & Events

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News & Events

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If you already have an account, log in below:

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Register

Library Info & Access

 Swansea Uni Library 4 miles away

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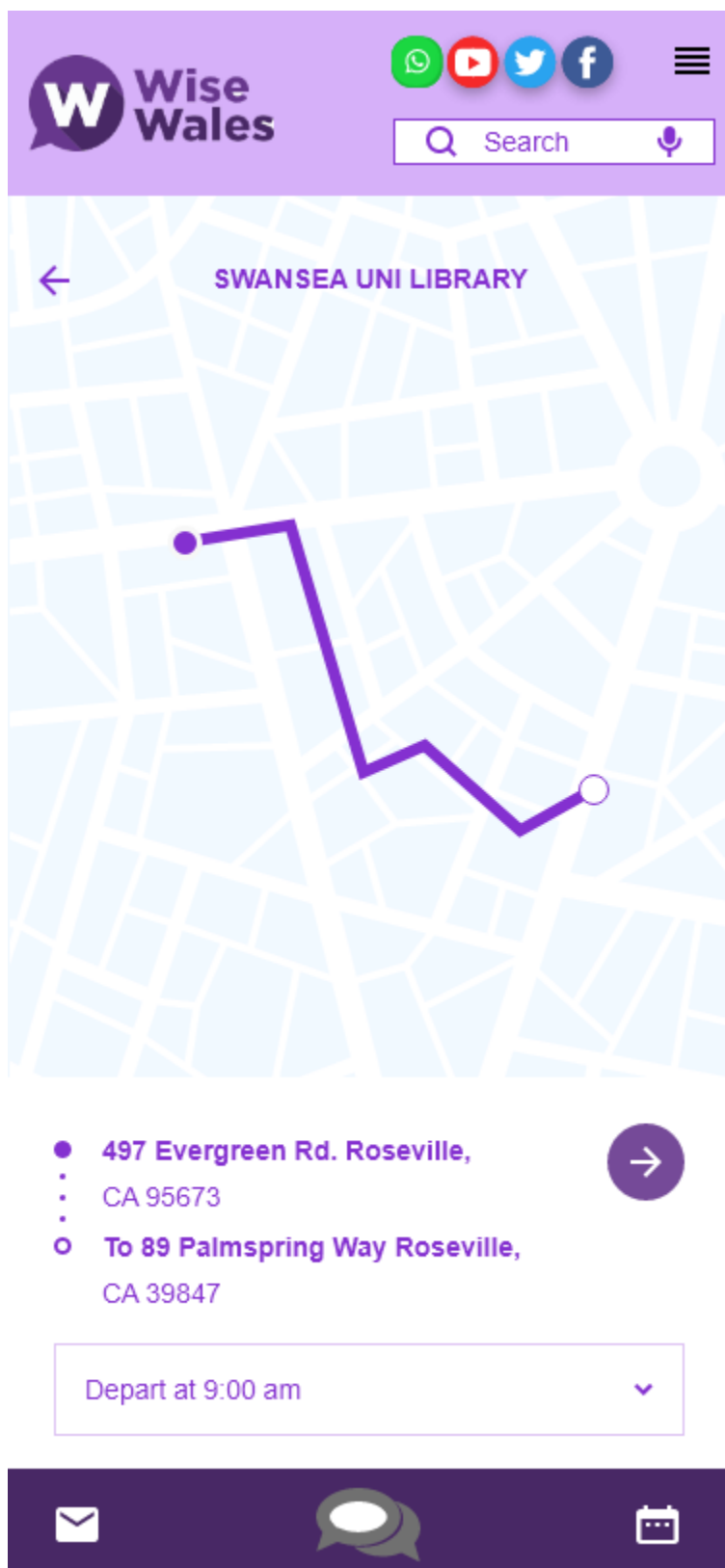
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Opera & Dance Group

About the Group
Contact Details

Membership Requirements
Current & Past Activities

ABOUT THE GROUP



Opera & Dance Group

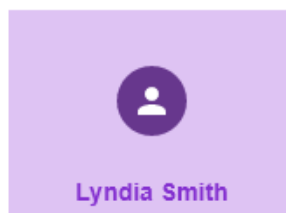
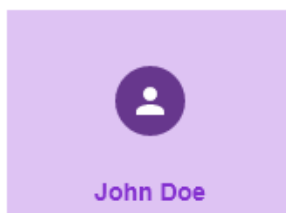
Acting and Dance is our hobby

We combine elements of opera and ballet, "that grew out of the ballets à entrées of the early

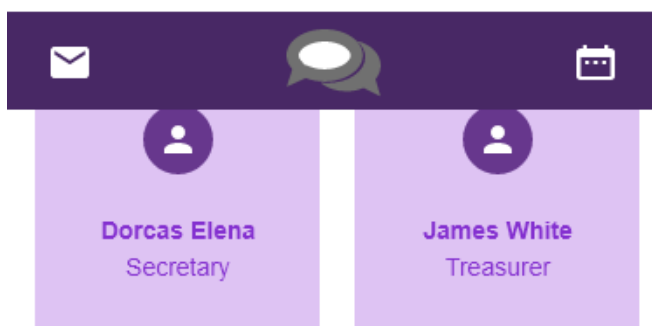
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Requirements & Commitments

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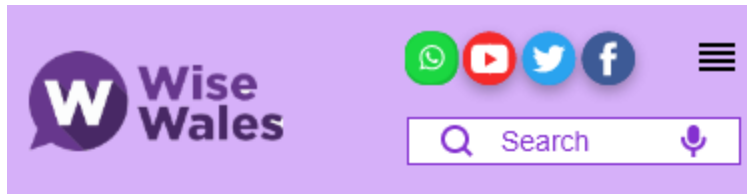
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Opera & Dance Group

Acting and Dance is our hobby



+123 456 789 234

Phone



john.doe@mail.com

Email



+123 456 789 234

Message

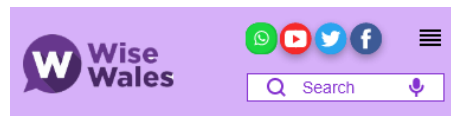


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CURRENT & PAST ACTIVITIES

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News & Events



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May 2, 2020

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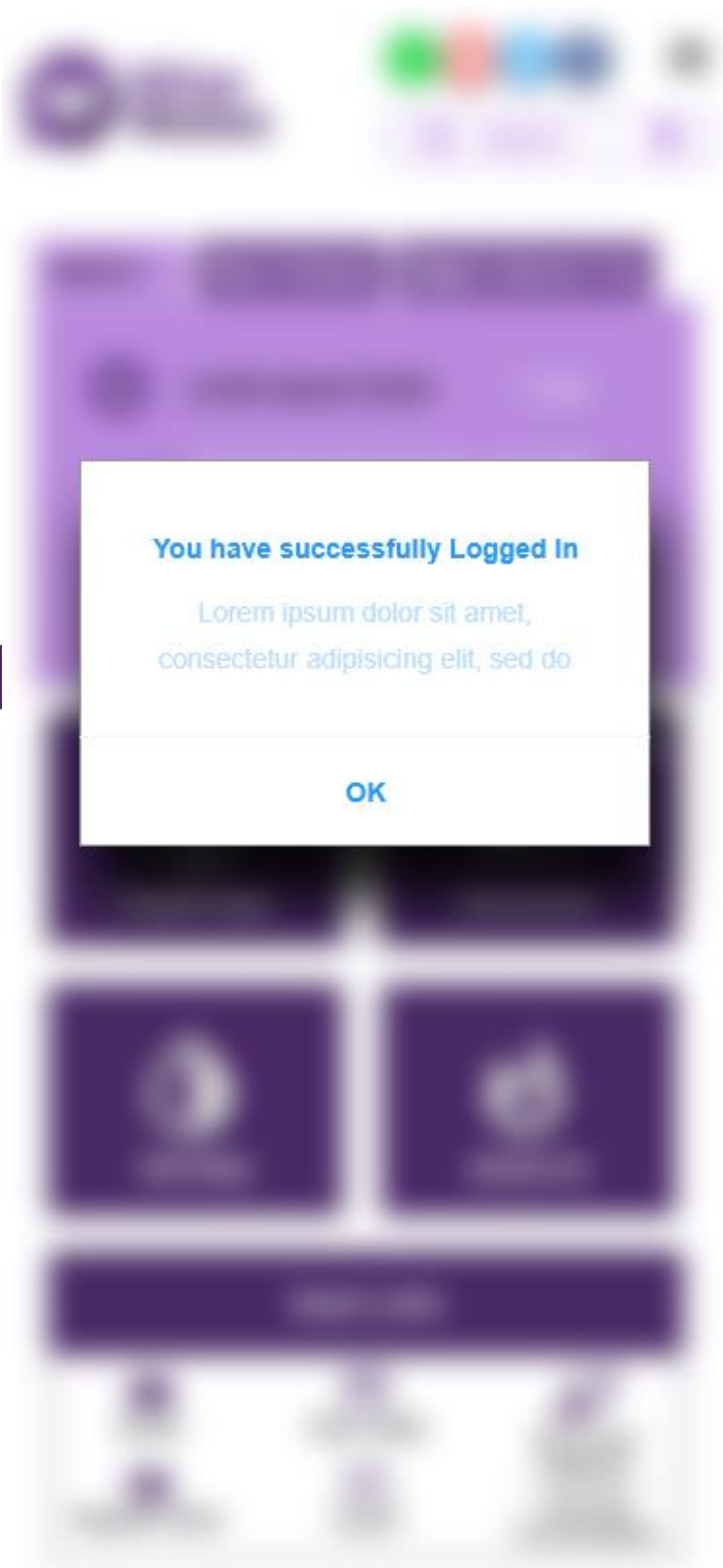
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Holiday Programmes

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Holiday Programmes

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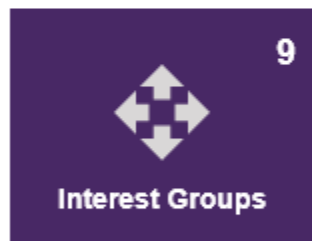
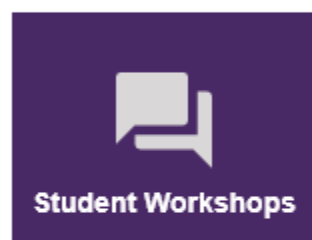
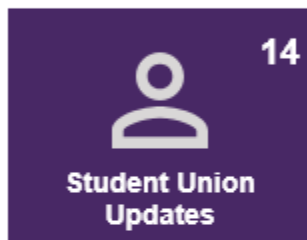
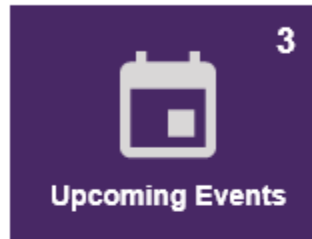
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Give your Opinion

Join the Conversation

Why should you be left out? Your opinion matters. Your shared experience and opinion could save other else and could even save a nation.

At WISE, we Value Feedbacks, Harness Expertise and Build Partnership. It all starts with sharing your opinion.

Your Opinion falls under which category:

University Administration



Your Opinion / Feedback

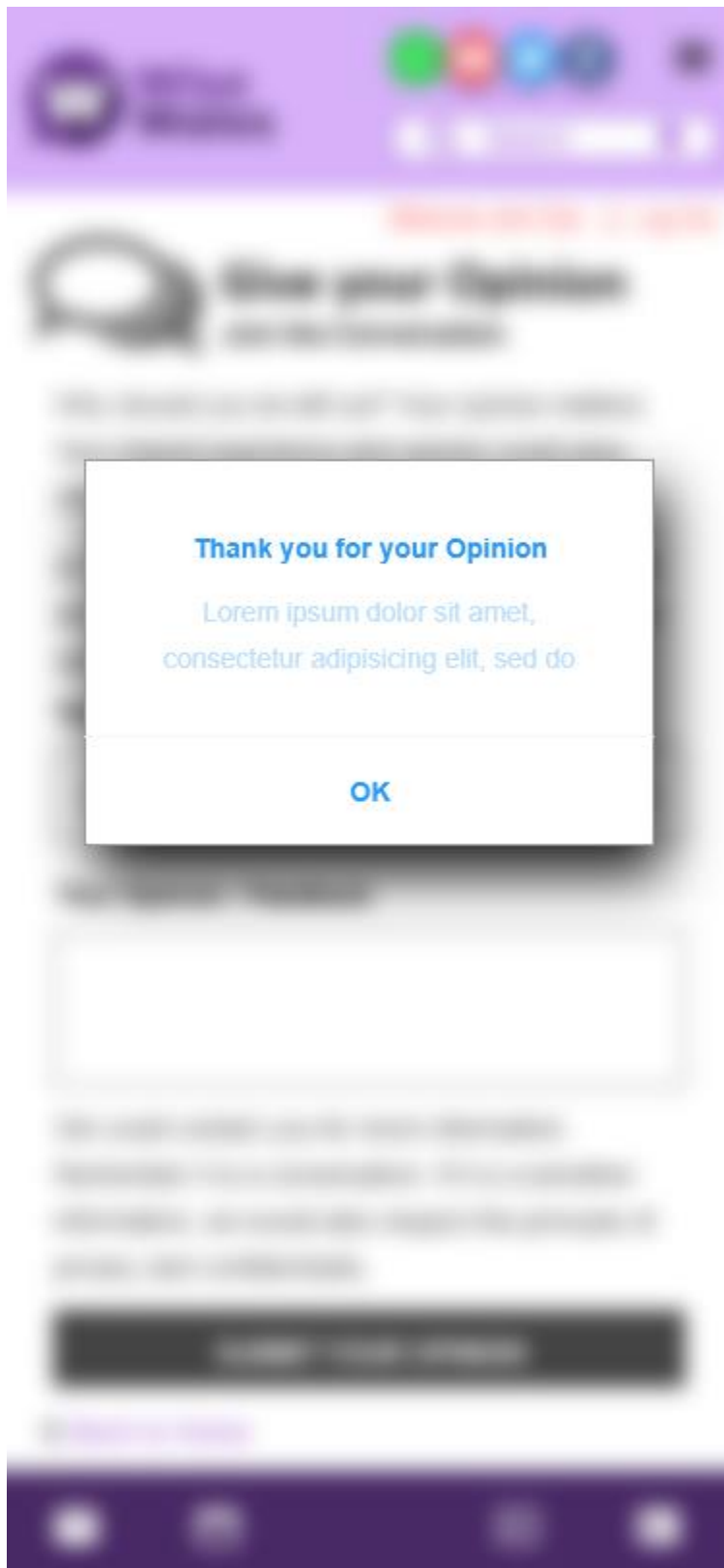
Type your opinion...

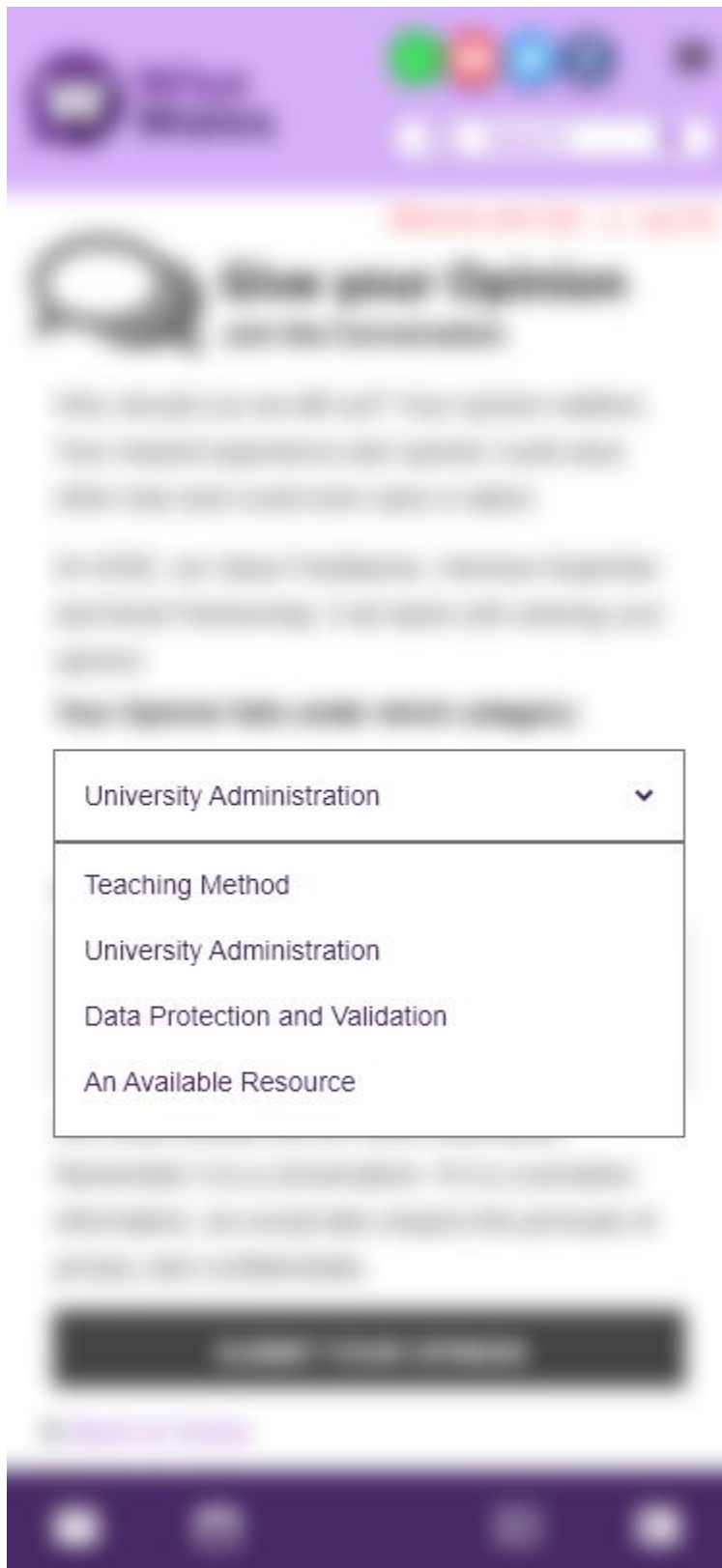
We could contact you for more information. Remember it is a conversation. If it is a sensitive information, we would also respect the principle of privacy and confidentiality.

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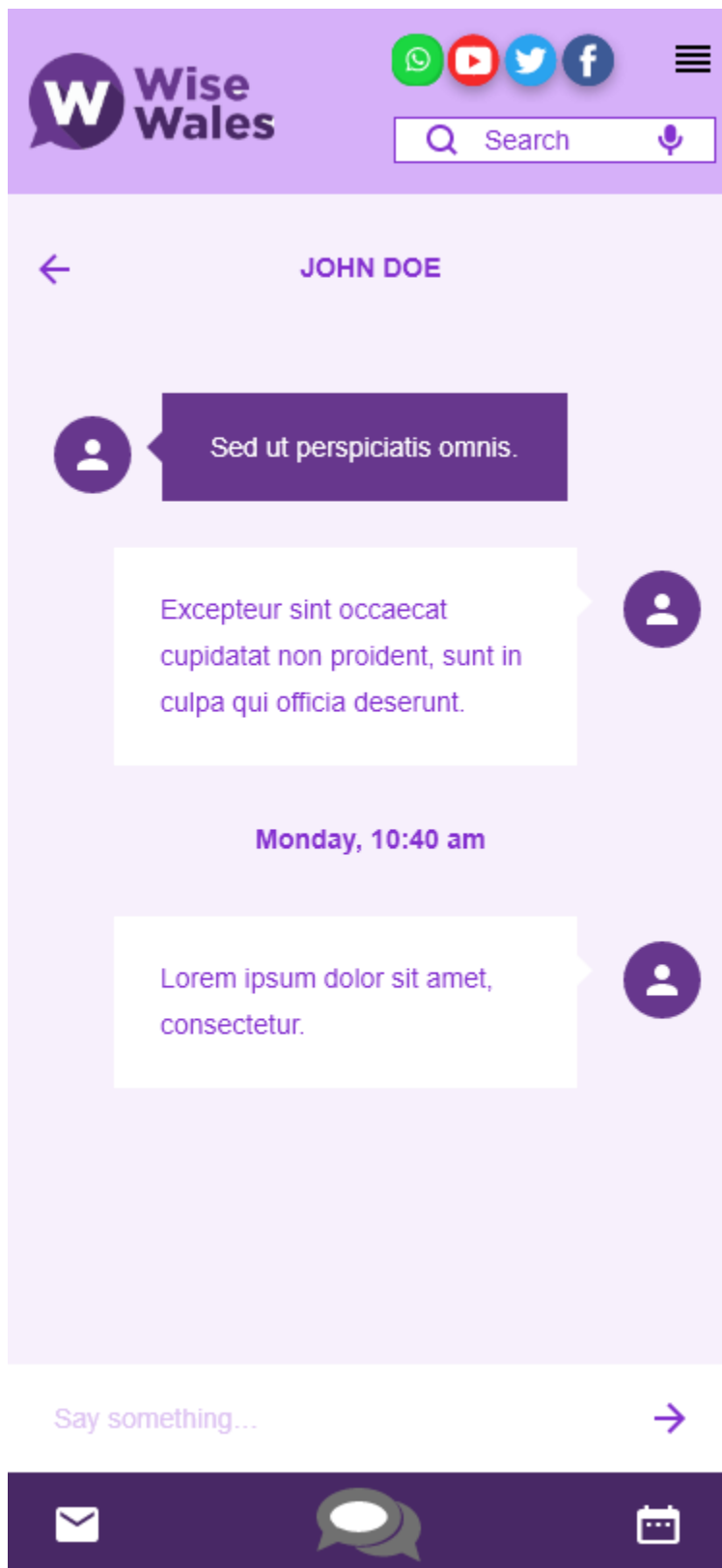
Which Category

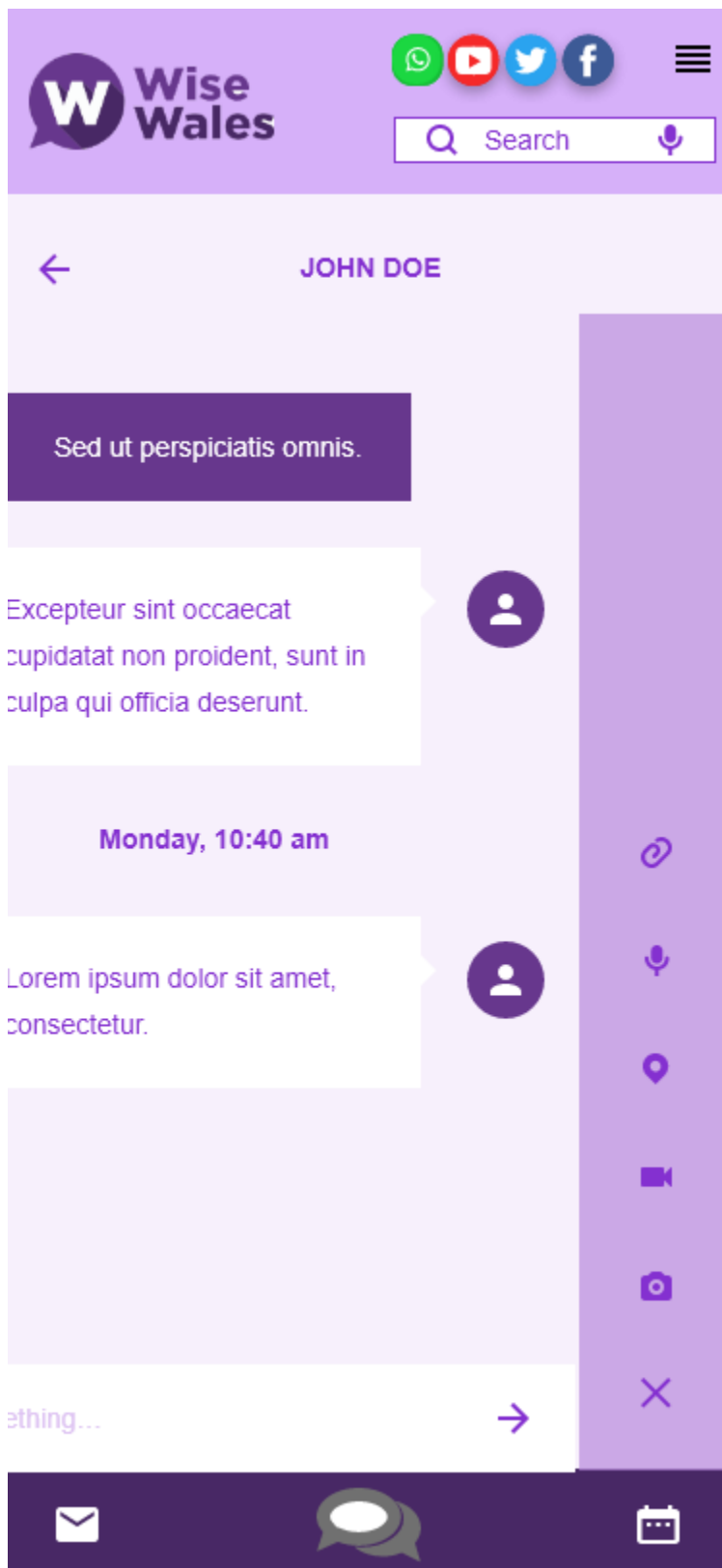
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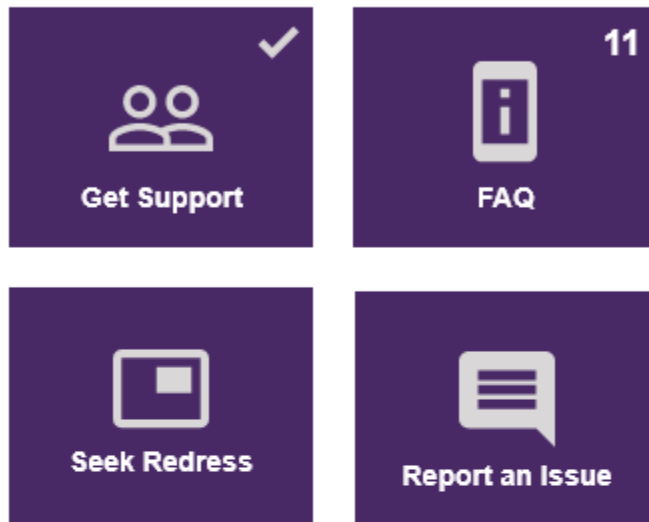
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Forgot Password

Step 1 of 3

Type the Email of your Account below. If it exists, a code you would be sent to that email.

Email

Send Code



Forgot Password

Step 3 of 3

Reset your Password below:

Type a New Password

Should be at least 8 characters long, with at least 1 number, 1 symbol, 1 upper case and 1 lower case

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Re-Type the New Password

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Reset your Password



Forgot Password

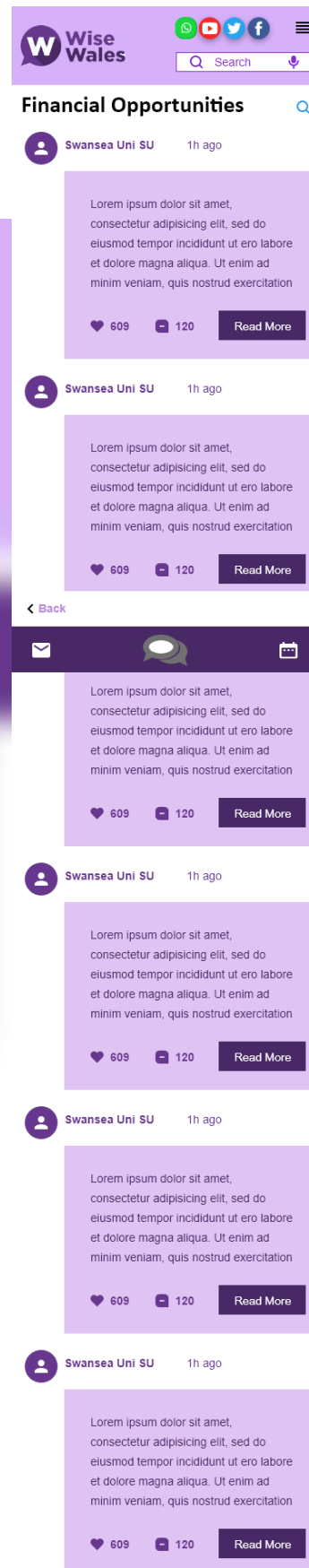
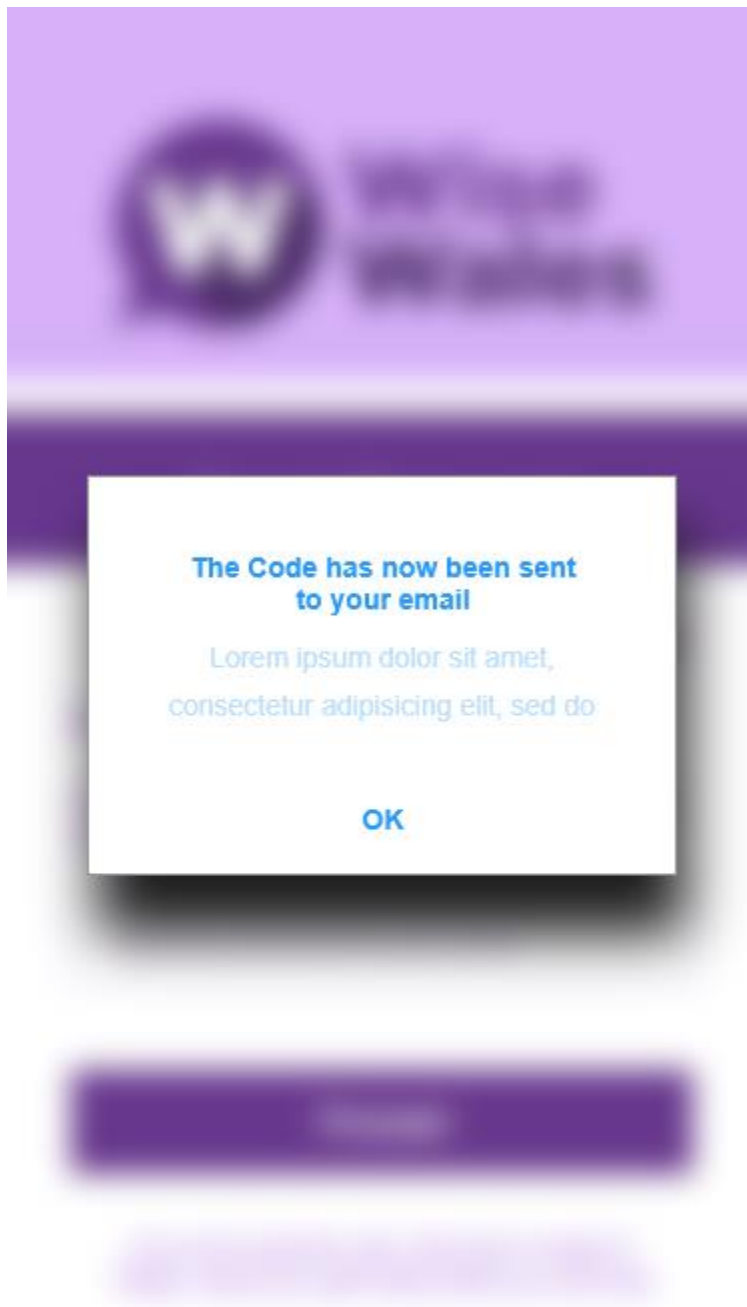
Step 2 of 3

A code has been sent to your email.

Type the Code that was sent to your email. If it is correct, you could then reset your password.

Proceed

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Excursions & Expedition

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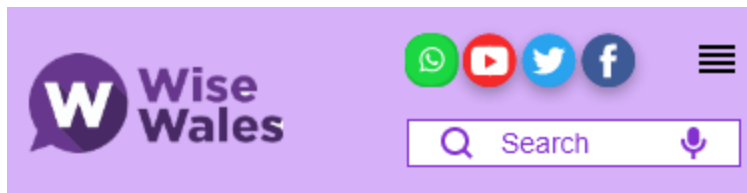
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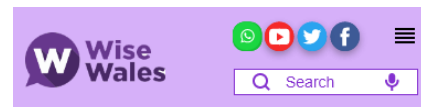
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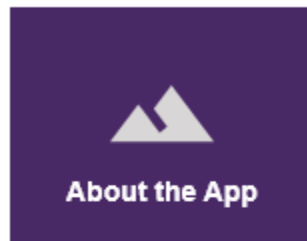
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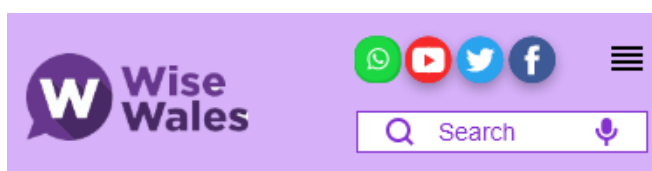
Dorcas Elena

Secretary



James White

Treasurer



About the App

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Benefits of the App

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