Lesson 6

Conceptual Model

and

Low Fidelity Prototypes

• Group 6 •

CCU 2015/2016

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Our website : http://goo.gl/kywYPz

Metaphors

Logging in the platform is like entering a school.

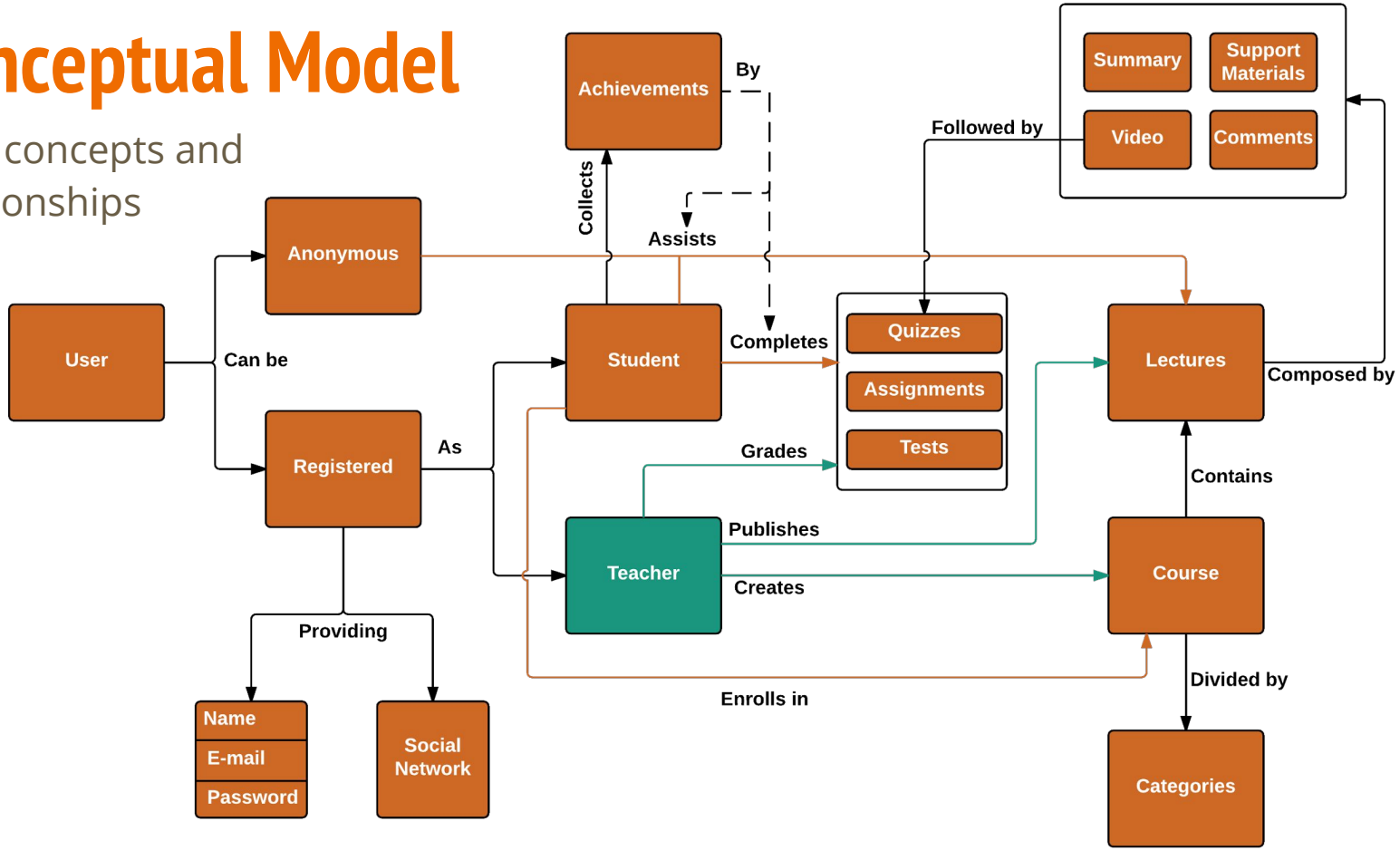
Opening a lecture page is like attending class.

Commenting on a video is like discussing with classmates.

Answering a quizz is like being asked
if the student was paying attention.

Conceptual Model

Core concepts and relationships



Let’s begin prototyping!

Main focus points:

- Easy selection
- Lots of images
- Large fonts
- Minimal menus
- No icons
- Few text

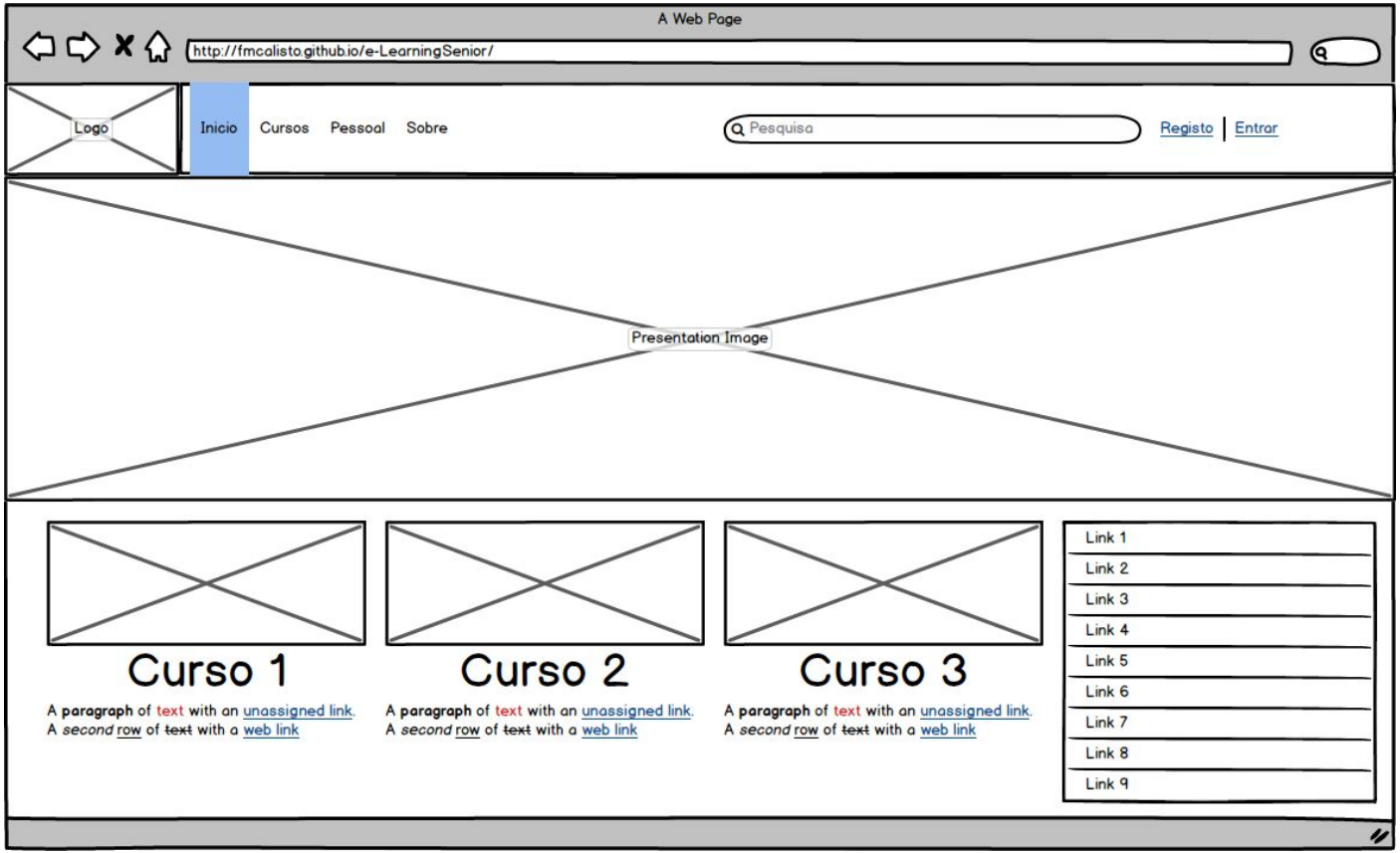
Low fidelity prototypes

Materializing our user's demands using a mockup tool

Sample pages

- Home
- Courses
- User
- About

Home



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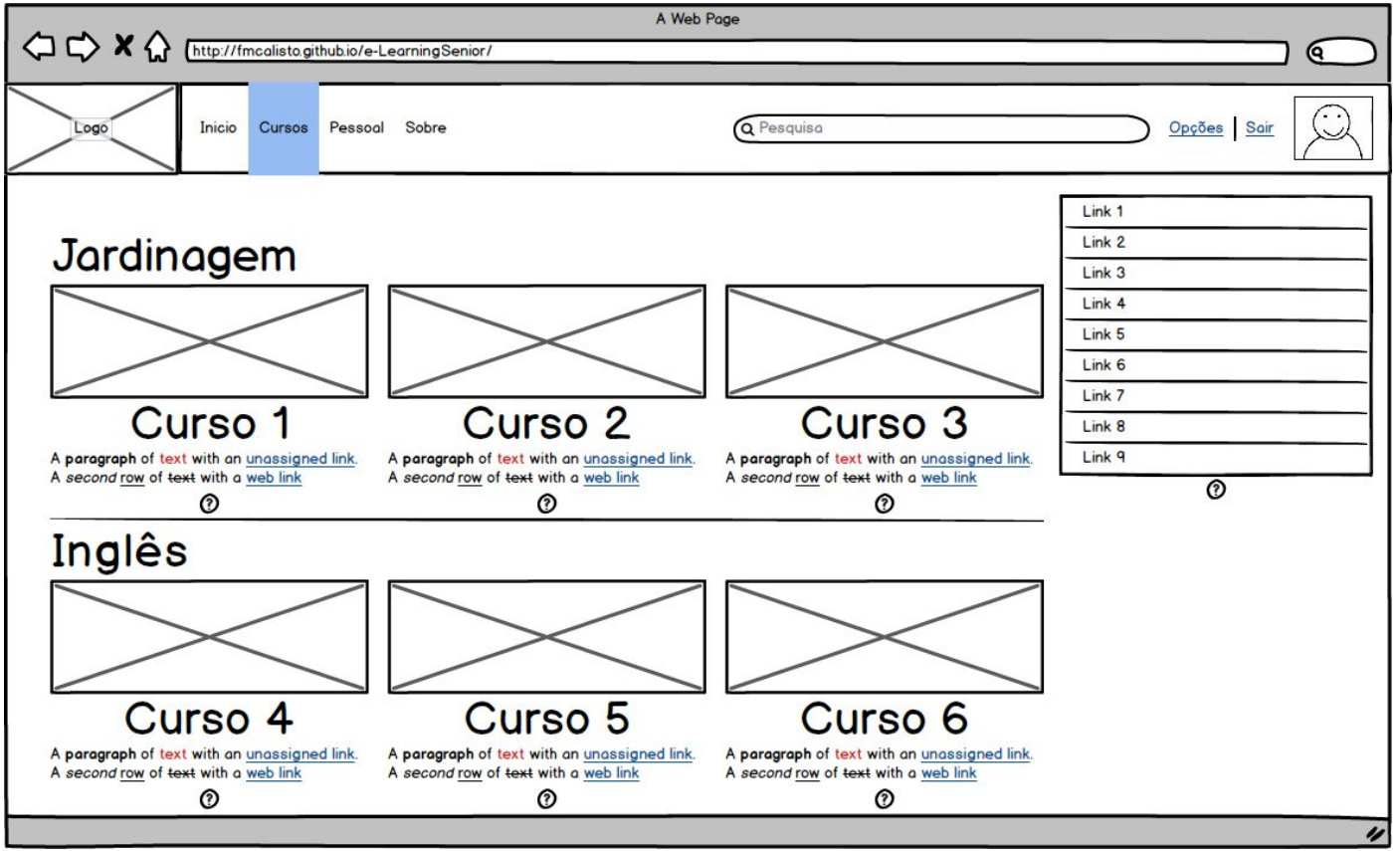
Courses



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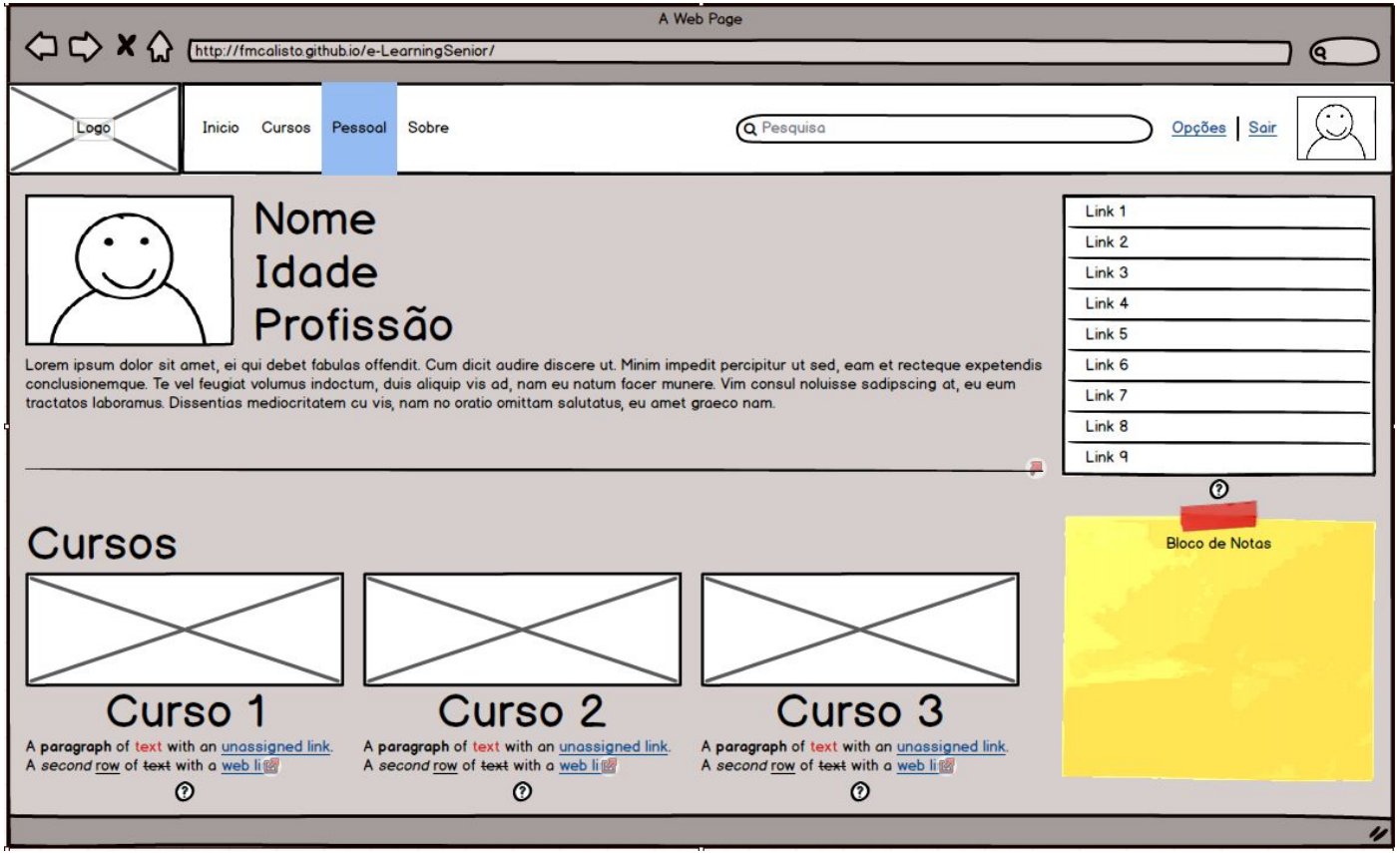
User



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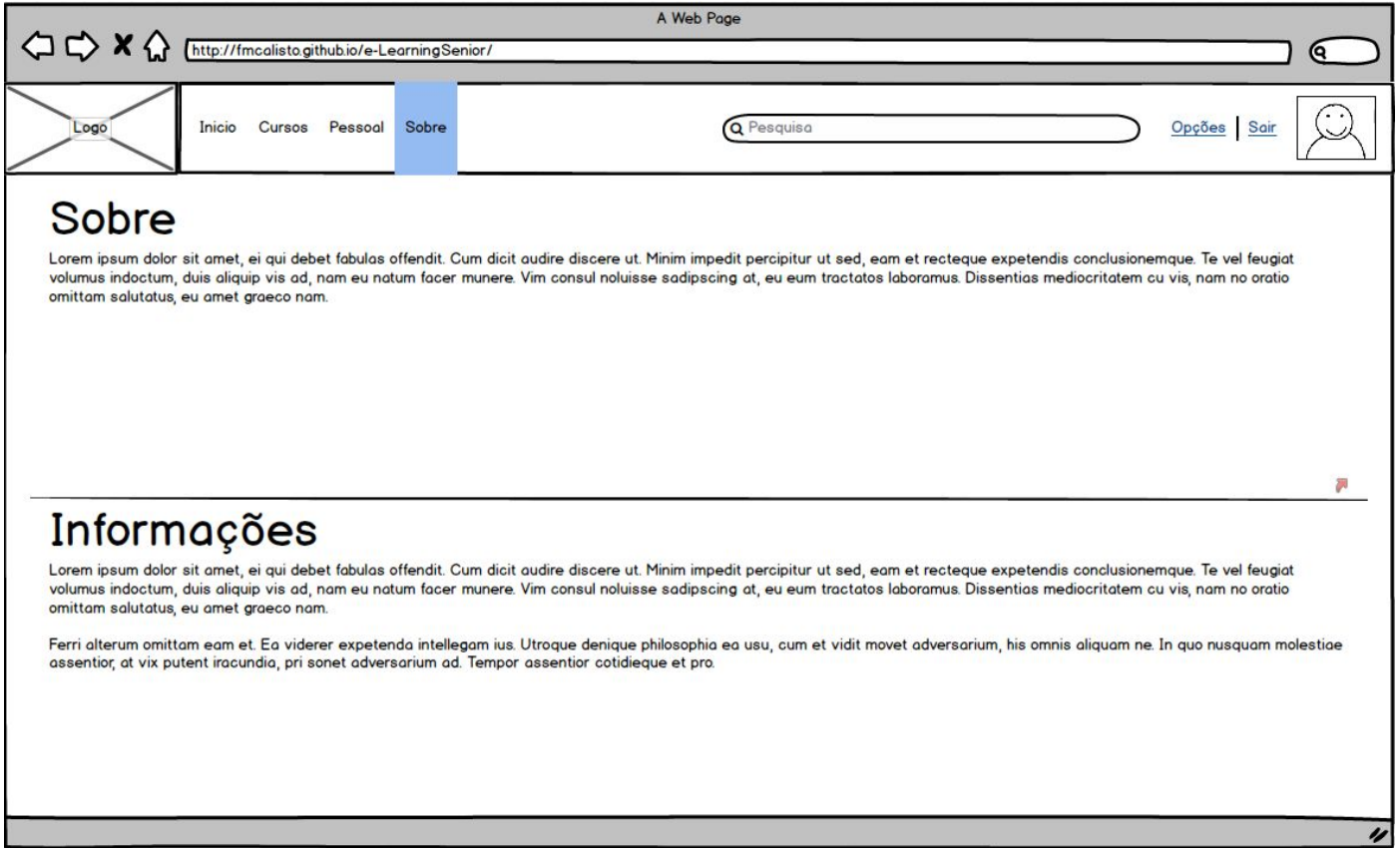
About



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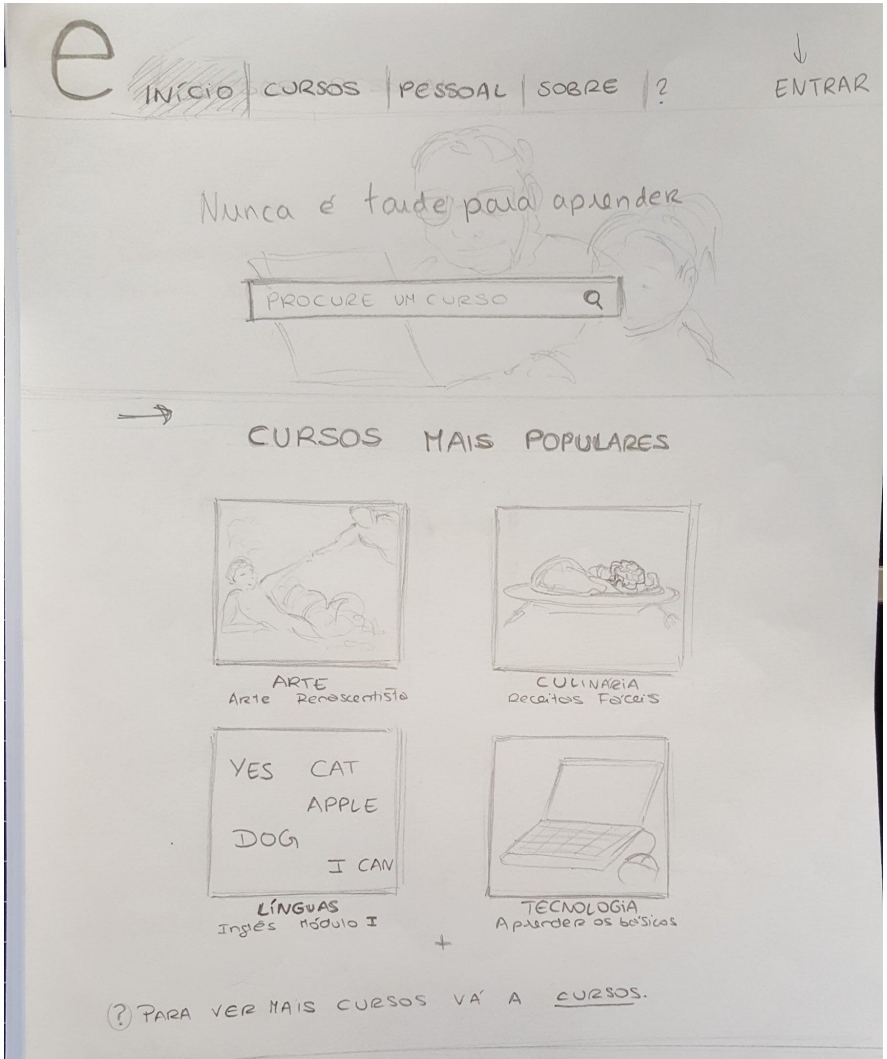
Low fidelity prototypes

Materializing our user's demands sketching on paper

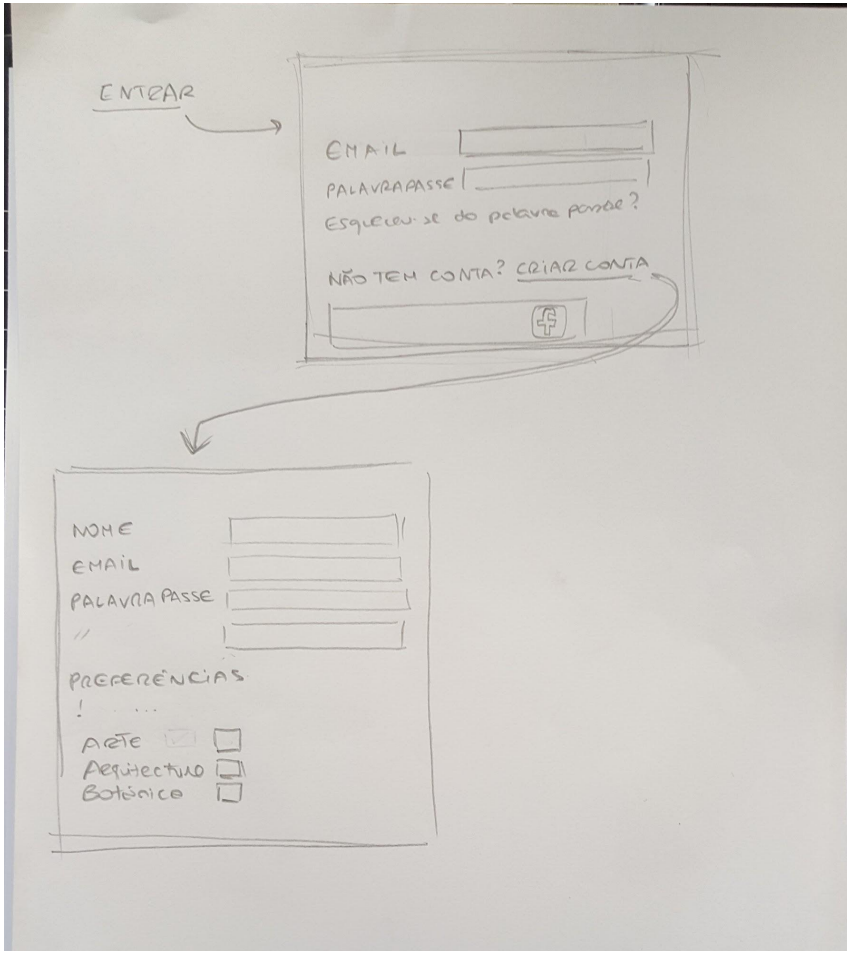
Sample pages

- Home
- Sign-in
- Courses
- Profile
- About
- Help



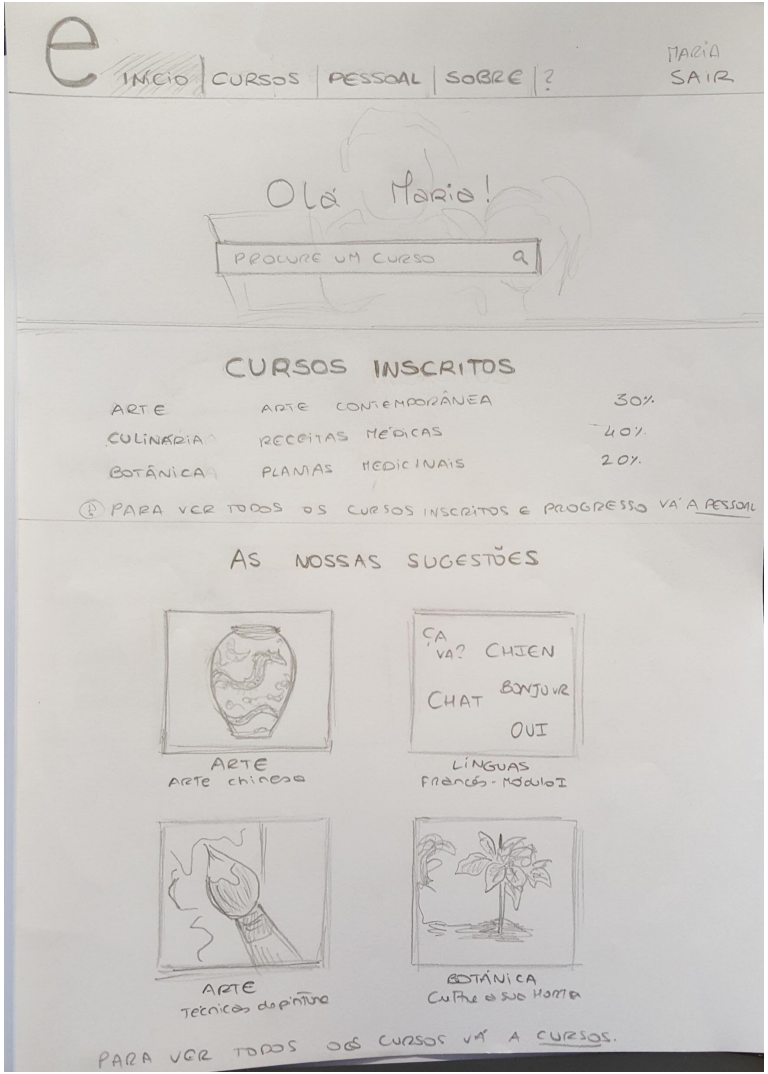
Homepage: First Contact

- Slider banner
  - Attention grabber
- Motivational message
  - User feels engaged to stay
- Search box
  - Don’t waste time browsing
- Featured courses
  - Most likely to interest the user



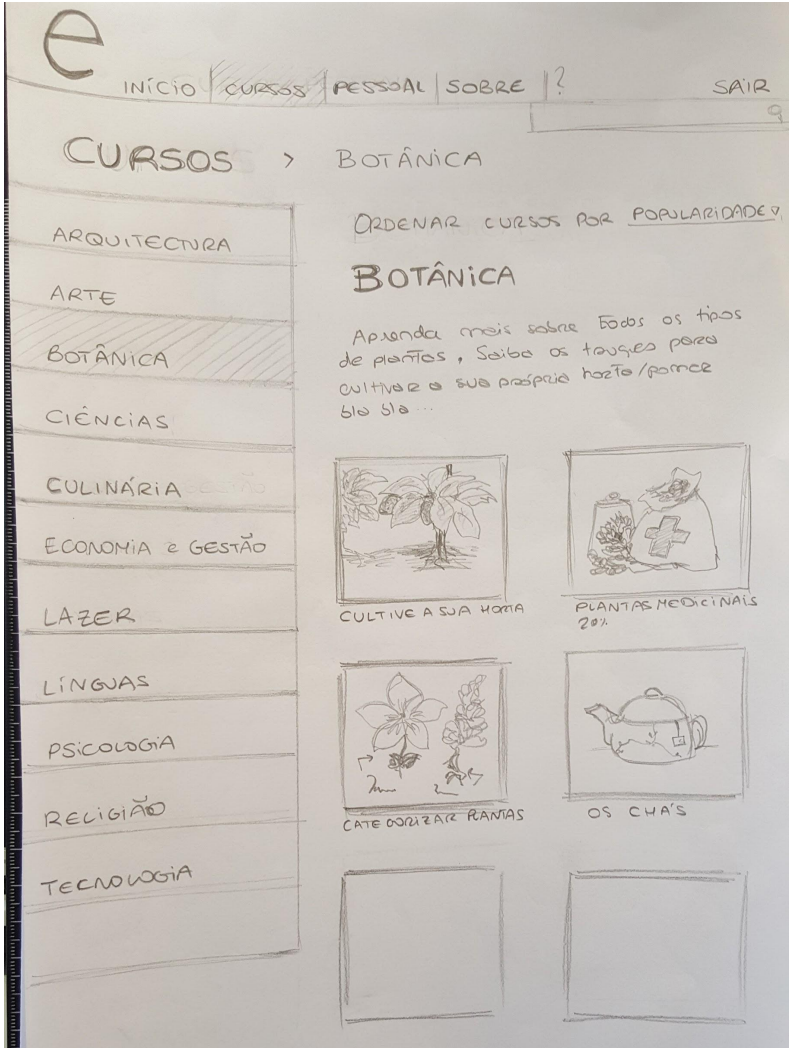
Sign-in Tooltip

- Sign-in with platform credentials
  - If user already owns an account
- Sign-in with social networks
  - One-click and ready to go
- Register personal account
  - Mark areas of interest



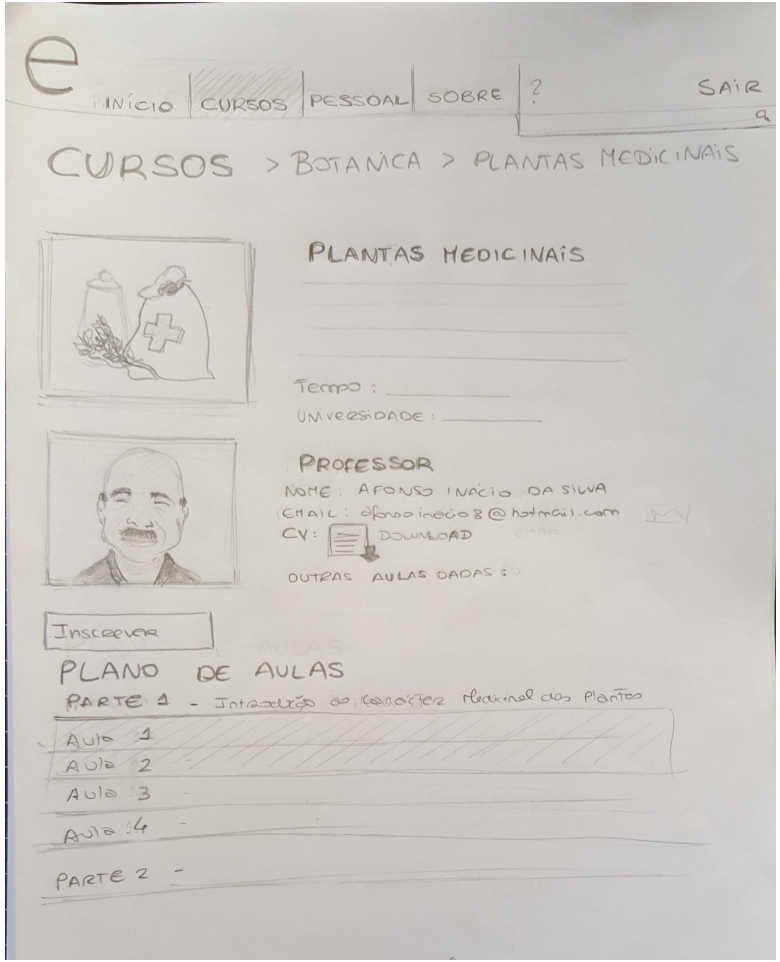
Homepage: Personalized

- Welcome message
  - User feels special and at home
- Progress preview
  - Motivation to reach higher goals
- “Speed dial”
  - Courses linked to personal interest subjects



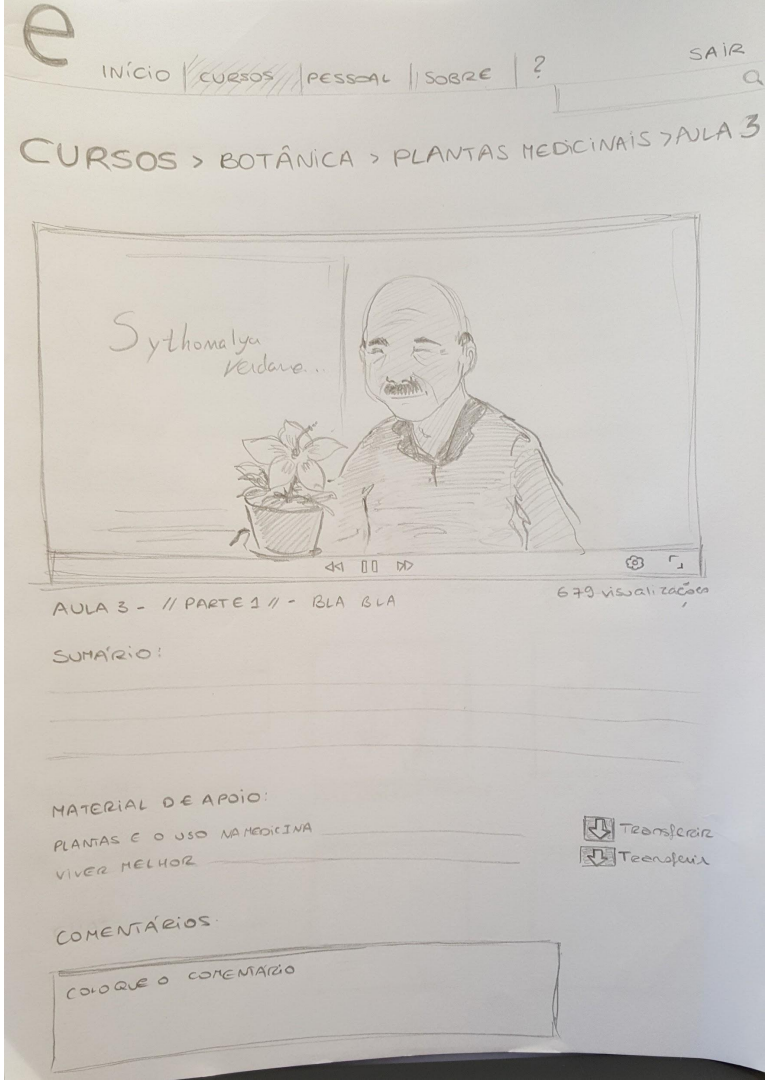
The courses tab

- Site directory full path
  - Quick navigation backwards
  - Feedback about current state
- Category sidebar
  - Alphabetical order
  - Current category highlighted
- Course preview
  - User chooses a course by clicking the thumbnail



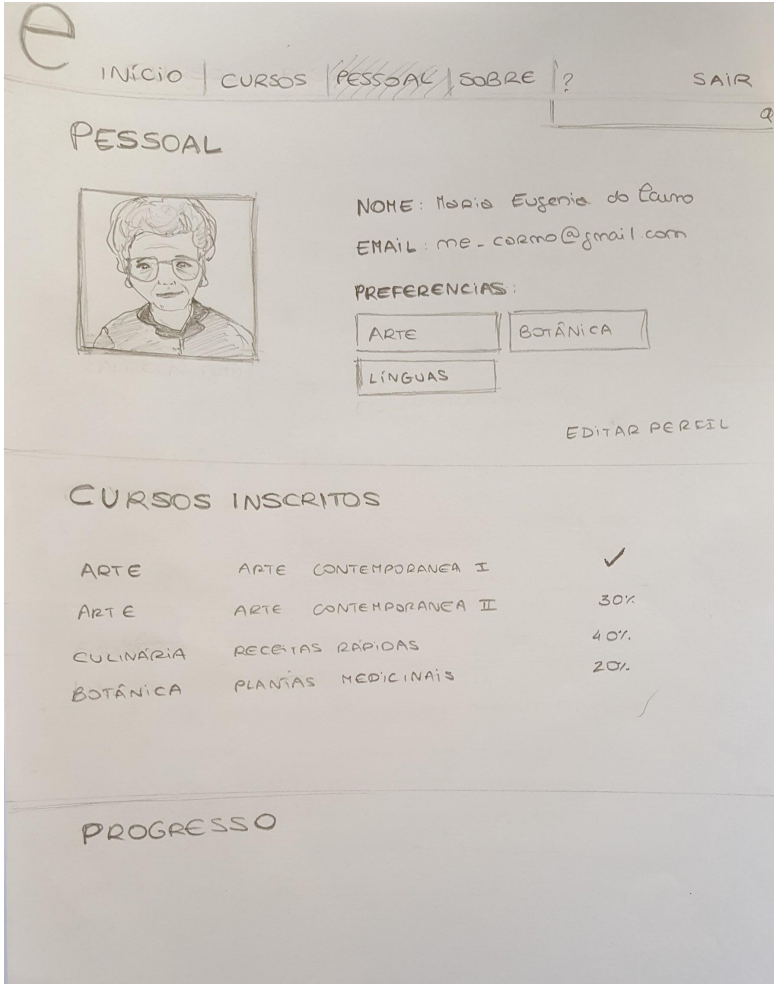
Course page

- Title
- Description
- Teacher
- Option to enroll/cancel
- Curricular plan
  - Ordered list of lectures to select
  - Assisted lectures are marked



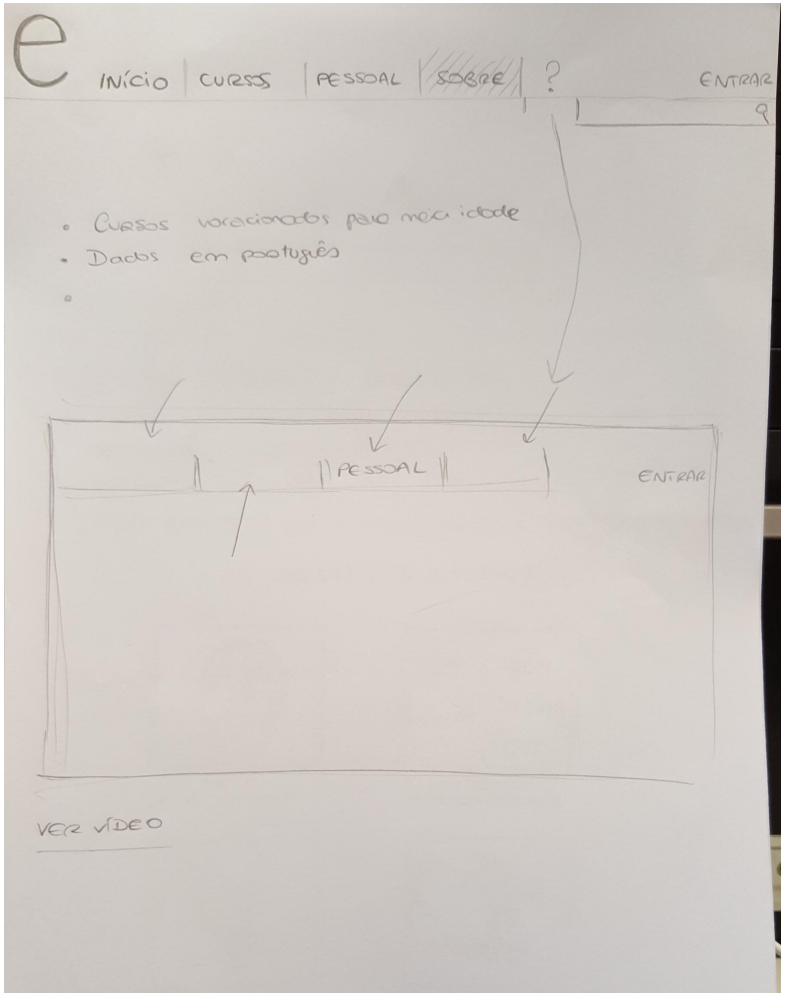
Lecture page

- Video player
- Brief summary
- Support materials
  - Available to download
- Comment section
  - Students discuss openly
  - Teacher clears doubts



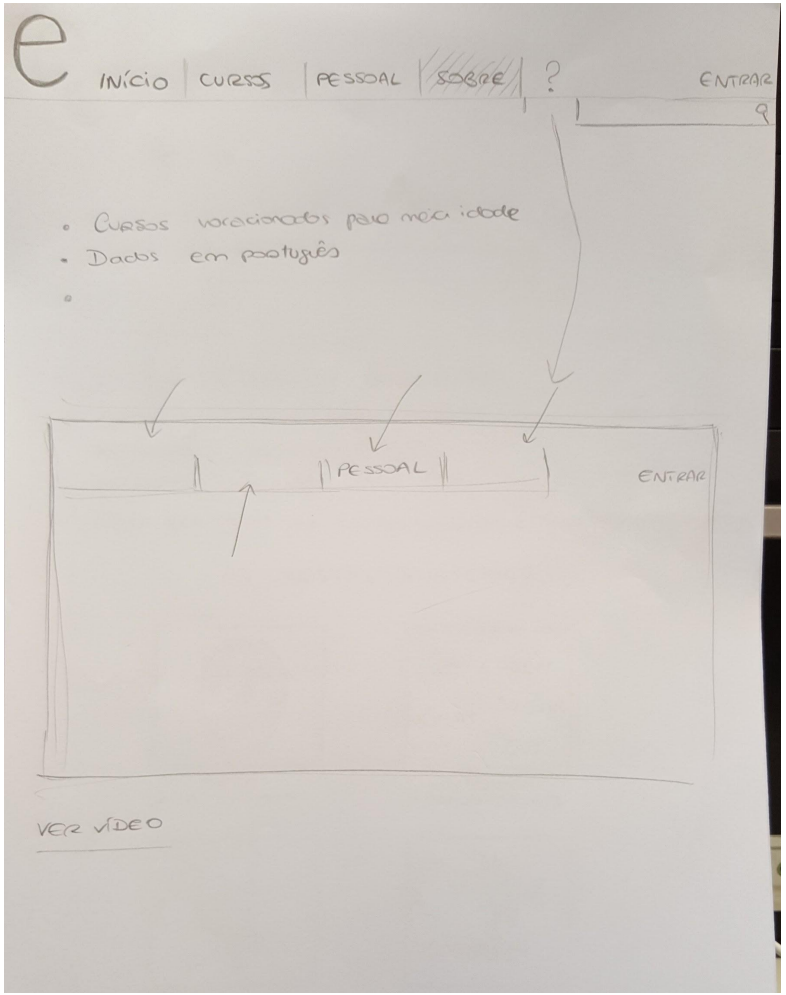
Personal area: Student profile

- Shared information
- List of courses enrolled in
- Progress monitorization



About section: Motivation

- What is “Senior e-Learning Platform”?
- What can you find here?
- Why should you stay?
- Thank you message
- Useful contacts



Help button

- Displays a tooltip with a copy of the website
- Each button/section is associated with an explanation and instructions

Testing with users

How well did our users manage the platform with the current prototype?
Let’s compare the average time, number of clicks and input accuracy for each functionality!

User tests

We contacted our focus group, once again, and they were given:

- The paper prototypes
- A physical keyboard

In each test they are asked to complete an action, without previously knowing the correct step sequence.

The timer sets off at the moment we give them the start page.

Action	Time	Num. Clicks	Accuracy
Create an account*	88s	6	80%
Log-in using Google+	13s	3	100%
Enroll in a course**	26s	6	85%
Assist a lecture**	38s	8	80%
Make a comment**	50s	11	75%
See progress**	14s	3	90%
Edit personal interests**	65s	5	90%
Read info about the platform	10s	1	100%
View help	12s	3	80%

* Without filling the interest boxes

**Assuming user is logged in

NOTE: All tests start at the homepage

Conclusions

Final verdict

- The interviews and probe results did, in fact, help
- The focus group was pleased with our work so far
- There were only minor difficulties while doing most of the tasks
- The longest time-spending tasks were the ones where the users had to input information
- The interface is intuitive
- Users felt accomplished because they helped in the design