Web 22 - User Experience **The report**
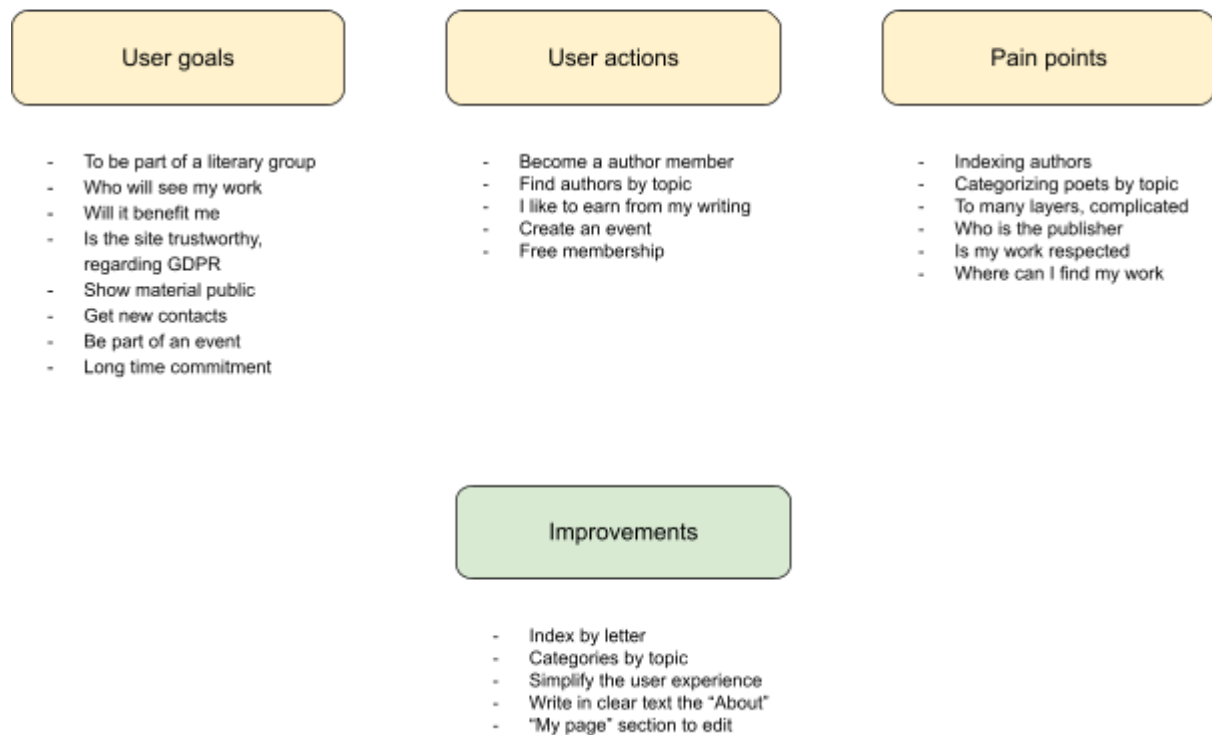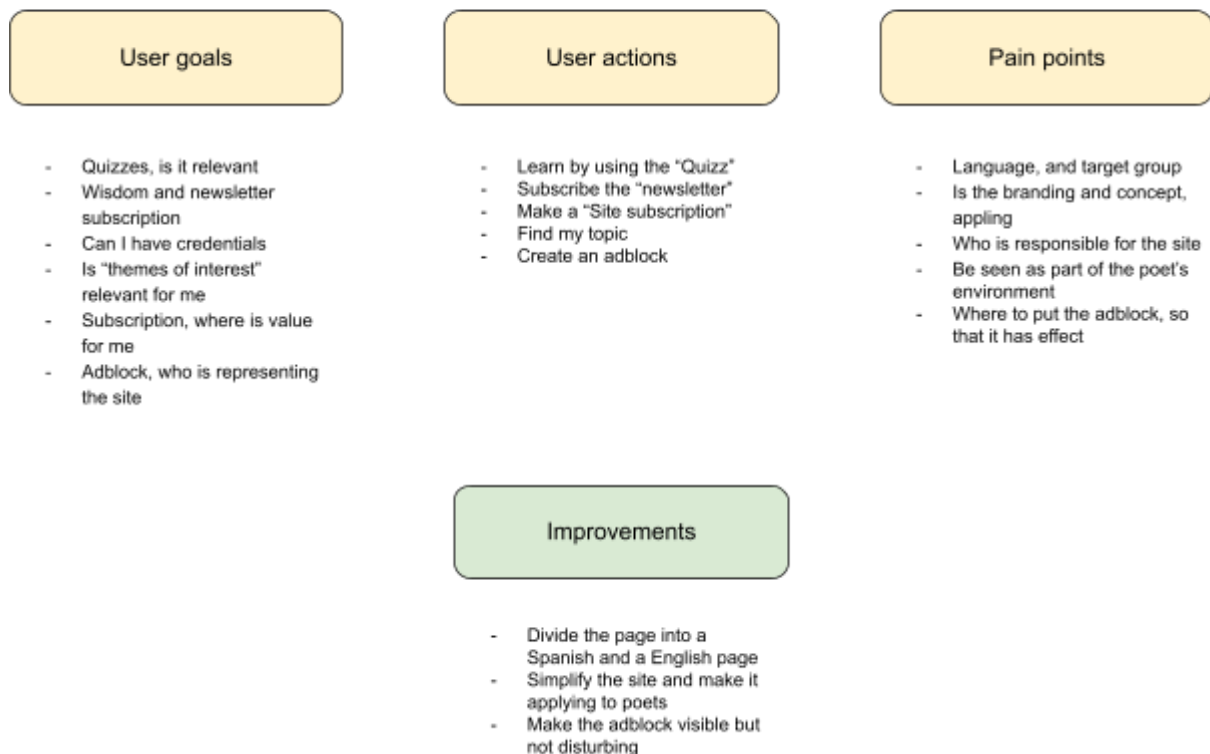
Group F

Peter Frankild

Topic

Post texts website
- Website with a forum of publications from text contributions and lots of relations opportunities.

Competitors

Experience map

poets.org

User goals	User actions	Pain points
- To be part of a literary group - Who will see my work - Will it benefit me - Is the site trustworthy, regarding GDPR - Show material public - Get new contacts - Be part of an event - Long time commitment	- Become a author member - Find authors by topic - I like to earn from my writing - Create an event - Free membership	- Indexing authors - Categorizing poets by topic - To many layers, complicated - Who is the publisher - Is my work respected - Where can I find my work

Improvements

- Index by letter
- Categories by topic
- Simplify the user experience
- Write in clear text the "About"
- "My page" section to edit

online-literature.com

User goals	User actions	Pain points
- Quizzes, is it relevant - Wisdom and newsletter subscription - Can I have credentials - Is "themes of interest" relevant for me - Subscription, where is value for me - Adblock, who is representing the site	- Learn by using the "Quizz" - Subscribe the "newsletter" - Make a "Site subscription" - Find my topic - Create an adblock	- Language, and target group - Is the branding and concept, appling - Who is responsible for the site - Be seen as part of the poet's environment - Where to put the adblock, so that it has effect

Improvements

- Divide the page into a Spanish and a English page
- Simplify the site and make it applying to poets
- Make the adblock visible but not disturbing

Competitors pain points from a users point of view:

Poets.org
- Customers segment, who will i be part of
- Search engine, will my work be visible
- Maintaintment, who is responsible and will it benefit me
- GDPR law, is it profesionell
- Privacy Policy, is it save
- How to handle Press, will I be informed
- Event and publication, can I make events and get new contacts
- Revenue, is it a long time institute

online-literature.com
- Quizzes, is it relevant for me
- Language, who is the target group
- Wisdom and newsletter subscription, How often is there news to get
- Summaries, can I be part of it and have credentials
- Themes of interest, is it relevant for my user profile
- Subscription, what is the value for me
- Ad block, withs company is representing the site
- Branding and concept, do I feel valued and target
- Maintainment, is the site present is it's design

Rolelist

Literature interested

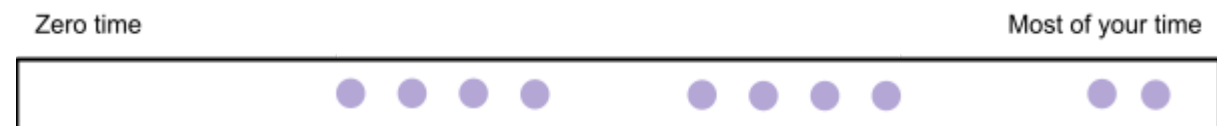- Looking for relevant topic
- Is part of a literary group

Lyricist and Text writer

- Working on own material to display
- Is part of the active constributer group
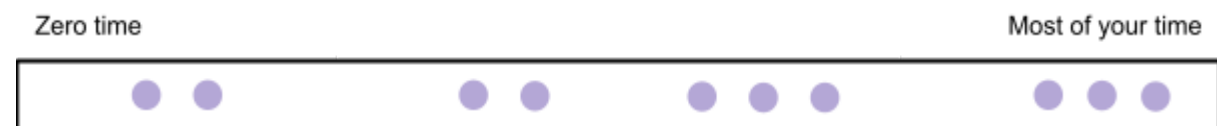

Behavioral variables

Literature interested

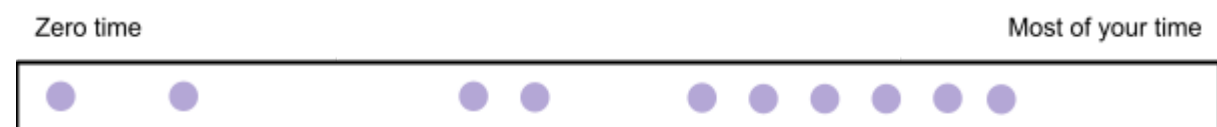- Looking for relevant topic

- Time for reading

Zero time | Most of your time

- Time for search
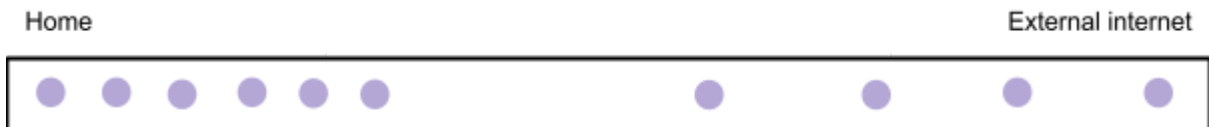
Zero time | Most of your time

- Time writing

Zero time | Most of your time

- Time on events

Zero time | Most of your time

- Time on profile

Zero time   Most of your time

- Interest in paid membership

No interest   Very interested

- location of online attendance

Home   External internet

- Interest in audio experiments

No interest   Very interested
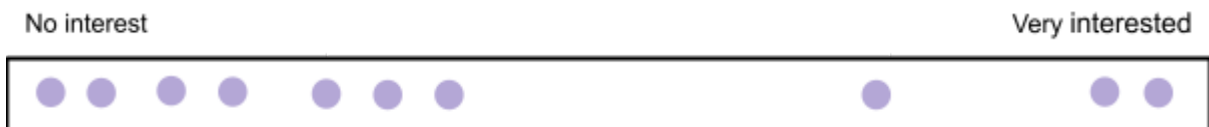
- Is the adblock topic relevant

No relevance   Very relevant

- location from where you are online

Home   External

- Worried about software compatibility

No   Yes

- Using notes when searching a topic

No   Yes

- Do you think there is a languages bariare

No   Yes

- Social vs professional usage
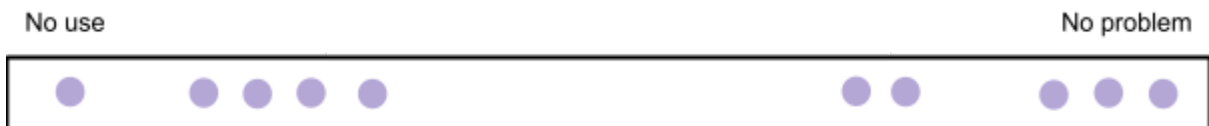
Social   Profesional

- Do you like Poets

Don't   Like

- Do you read online literature

Don't   Like

- Is part of a literary group
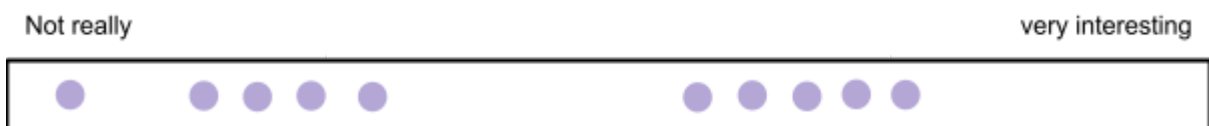
- Is the topic more relevant when the author
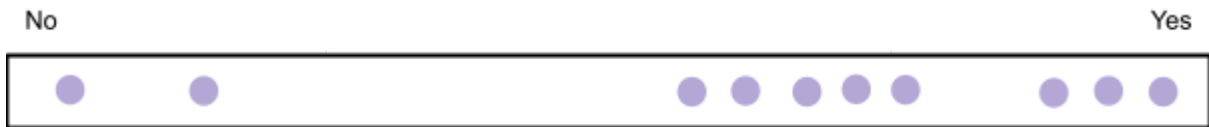
Not relevant   Very relevant

- Is there a social benefit

No benefit   Many benefits

- Will you use material from a non publish author

No use   No problem

- Are you interested in making online-meetings

No interest   Like meetings

- Is the author interesting

Not really   very interesting

- Will you rate the text

No   Yes

- Will you save/ share the text

No   Yes

- Is for you writing important

No   Yes

- Will you comment the authors

No   Yes

- Will you make a adblock for your literary group
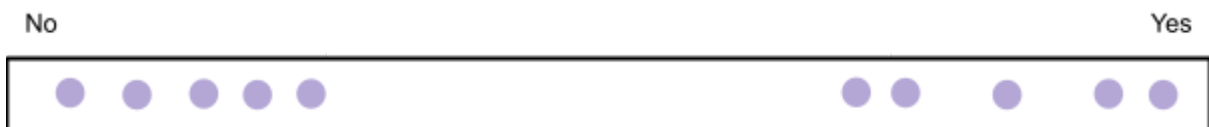
No   Yes

- location from where you are online

Home   External

- Do browser compatibility worries you

No   Yes

- Are you looking for international friends

No   Yes

- Do you think there is a languages bariare

No   Yes

- Are you looking for small groups or big groups

Small   Big

- Do you like Poets

Don't   Like

- Do you read online literature

Don't   Like

Lyricist and Text writer

- Working on own material to display

   - Will you be part of a topic

No   Yes

   - Should you be paid to have your text displayed

No   Yes
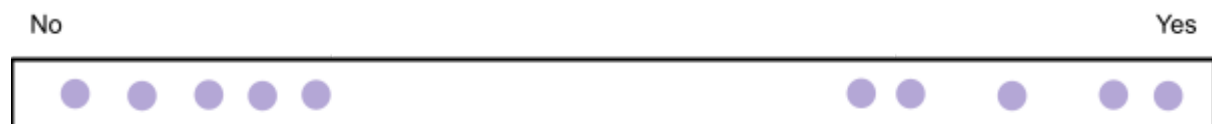
   - will you pay to be displayed

No   Yes

   - Is it important to copyright the material

No   Yes

   - How often will you upload text on the site

Often   rarely

   - Will you sell your rights to use your texts

No   Yes

- Will you take part in an event

Often   rarely

- will you contribute with articles to a news block

Often   rarely

- Who much of your profil would you accept to be displayed

None   All

- Will you normally accept the privacy right

No   Yes

- location from where you are online

Home   External

- Do browser compatibility worries you

No   Yes

- Do you need mobile usage

No   Yes

- Do you use notes writing

No   Yes

- Social vs professional usage

Social   Profesional

- Do you like Poets

Don't   Like

- Do you read online literature

Don't   Like

- Is feedback relevant for you

Yes   No

- Is part of the active constributer group

- Will you like the site to manages your group involvement

No   Yes

- Why are you in a group

Info   Social

- How often do you meet in the group

Rare   Often

- Is your group a subgroup in a social network

No   Yes

- How big is your group

Small 2-5   Large 6->
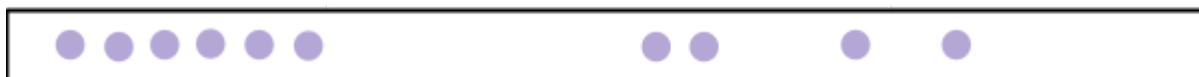
- Do you prefer e-book or paper

E-book   Paper

- Are you using branding like logo

No   Yes
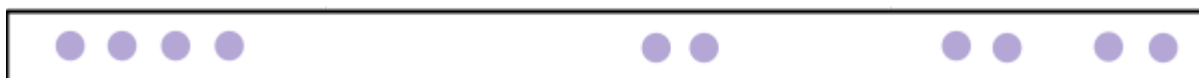
- Do you prefer index or alphabetic search

Index   Alphabetical
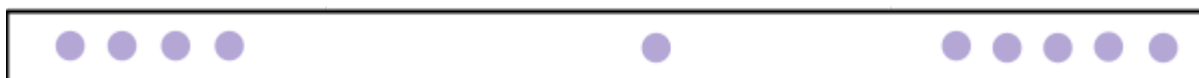
- Is your group into quizzing

No   Yes

- Do you discussing topics or authors

Topic   Authors

- location from where you are online

Home   External

- Do browser compatibility worries you

No   Yes

- Do you need mobile usage

No   Yes

- Do you use notes writing

No   Yes

●   ● ●   ●   ● ● ● ● ●

-    Is the size of the groups important

Not important   Very important

● ●   ● ● ●   ● ●   ● ● ●

-    Do you like Poets

Don't   Like

● ●   ● ● ● ● ● ●   ● ●

-    Do you read online literature

Don't   Like

● ● ● ●   ● ● ● ● ● ●
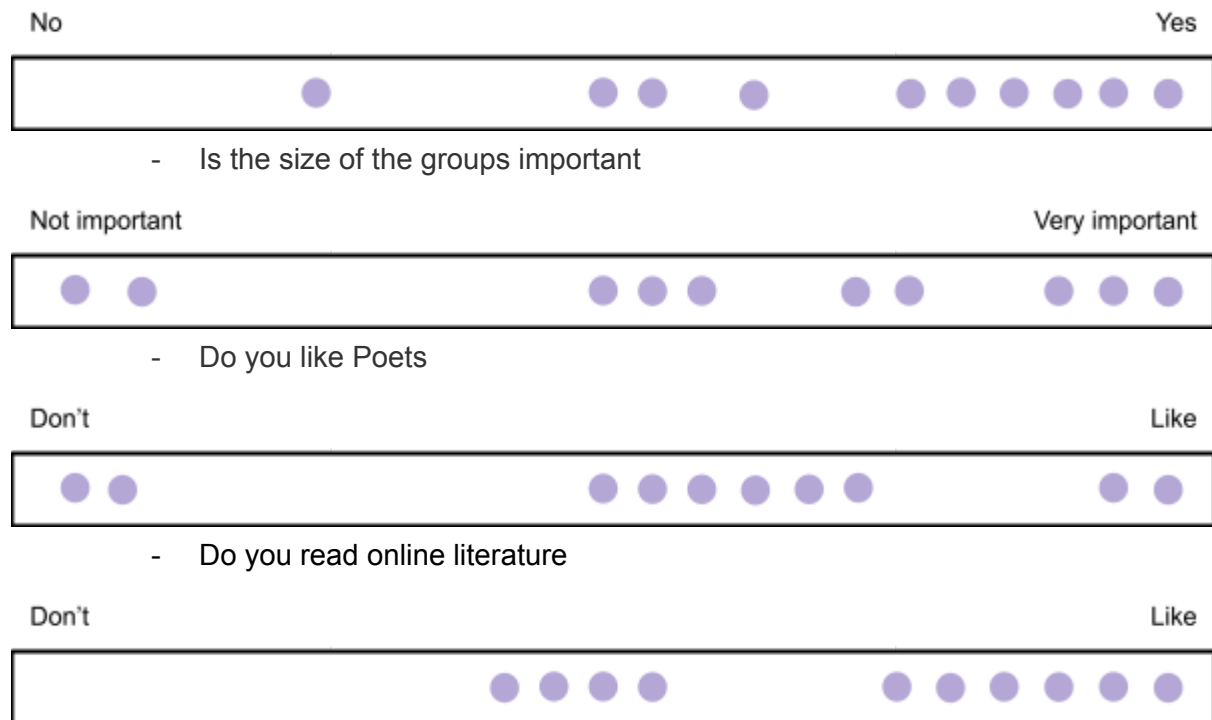
Behavioral patterns

We can find patterns about our users by reviewing the different behavioral variables. This insight into behavior and the patterns that can be extracted from them gives us the most common pain points and shows where most users have common needs/ goals.

There is a pattern of interest in showing one's own texts more as between writers in a community without worrying about whether there is a payment for involvement, and it is more to get feedback. But when we are asked to give up our rights to the text, we will only do so for money. So there is an interest in being able to join a group and also have a profile that you can be contacted on. Only in a few cases will we pay to upload our text. Events and other ways to show her work are of interest. It is also important that the application is professional, fast and stable.

Persona

Primary persona: Working on own material to display

Name: Elise Wilkinson, Fynshovedvej 40, 8500 Grenaa	
Gender: Female **Age:** 47 years old	**Narratives** The company I work for is Monk Home Loans, which offers very personal, but also expensive financial advice to clients. My position is as a machine setter. I have been doing this for 12 years and am considered a senior in this field of master craftsmanship. I am often a pioneer when it comes to social events. I have always attended if there are conflicts among employees. The last two years I have been part of a group that represents, helps or just sits by when there is an issue among employees. What I often do is participate in conflict talks and can therefore act as a witness if necessary.
Spouse: None **Children:** Noa, 18 years old	**Goals** Be trustworthy in her position at Monk Home Loans. Now that Noa has moved out, I needs to figure out where I wants to live in the future. Participate more in lectures and events about writing, which is my great spare time passion. Also I want to get a short story published and become part of an author index with my own profile page of book titles.
Quotes: Pain is inevitable and my desire for great achievements	**Paint points** How do I fill the time that Noah took when he lived at home. I still have time to realize my personal goals, as a writer. My social engagement is at least as important as the way I present myself. I sometimes see my writing as more important than my work.

Anti persona 1:

Name: Jeff K. Balsamo, Krogvænget 70, 1617 København V	
Gender: Male **Age:** 53 years old	**Narratives** A long time ago I inherited a large sum of money, which I can live on until everything is tried. I have been pursuing my daily visceral interests in the great cities of the world. At some point, I realized that acting could serve me as an inspiring hourly job opportunity. It's all about getting into position for a role, shooting films where possible and furthering my career, as an actor.
Spouse: None **Children:** None	**Goals** I want to have a well-known profile on IMDB and get to know new sides of myself through acting. I'm sure my acting will become more serious as my career progresses. I live for acting, lecturing and cinema as my great passion. If I get a role in a Netflix series, it will push my career forward in a slight loop of commitment, I hope.
Quotes: basic element of human interaction will prevail	**Paint points** I am a message writer and not rely into reading stuff. People has told my to be a grown up, but I don't think that ever going to happen. Social engagement is my thing, and it's in real life, I mean not on social media.

Anti persona 2:

Name: Laurence J. Napolitano, Byvej 2, 8882 Fårvang

Narratives
I works in the local supermarket in a service and management position. I am not sure it's the right place for me.

Religiously I come from a non-religious family that always puts family first.

After graduating from a private school in southern Zealand, I started to understand who I am politically. I joint a right-wing religious organization that I hope will give me a deeper insight into understanding the ancient scriptures of living and family values.

Gender:
Male

Age:
22 years old

Spouse:
None

Children:
None

Goals
I want to be seen as a serious employed in my position at Hughes Supermarket.
I will whenever possible seek to improve his position for my future opportunities.
Follow my religious pastor and the ways this religious organization teaches me, and not involve my thoughts in free thought process.

Quotes:
I will raise my brothers' lives from all times as they will me

Paint points
Will this religious mindset give me the confidence and energy that I know people respect.
I am confident that I will not fall back into the insecurities that my parents live in mentally.

Ideation

Brainstorm

Duration 45 minutes

page languages options
spell help
scheduling and planning
calendar
schedule and queue releases
simple navigation
white space
groups with tags
mobile app offer
voice activation
text reader
feedback on login errors
chat history
accepted GDPR
privacy politik
editer sharing
image logo upload text
share text on SoMe

notifications
rating - reactions
logo - branding text
privacy - public
simple mode - expert
chat
chat logs
light - dark theme
expert navigation

Negative brainstorm

Duration 45 minutes

Random layout
Pop Up's
Login error
Requires account
Big ads
Horrible notifications pings
incompatibility on laptop
Not responsiv
Unwanted emails
no control - no settings

Invert negativ brainstorm

Duration 15 minutes

editor translation
repeated layout
embedded tab notification
free user account
small ads
responsive
app settings

Design sharette

Duration 1-2 hours
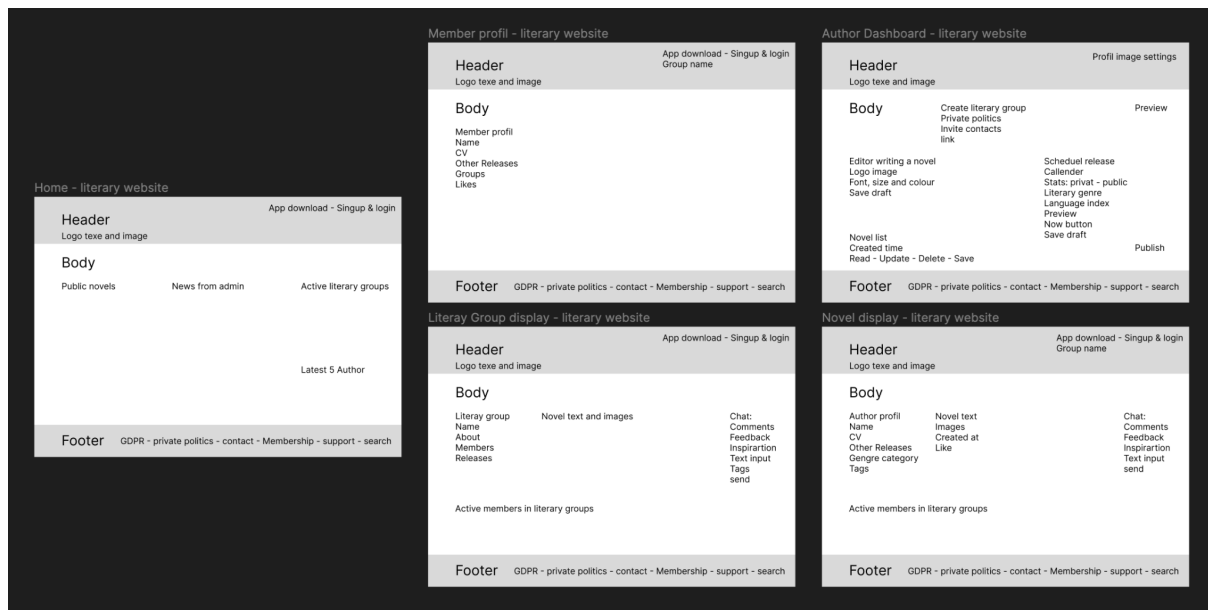
Discussion / Conclusion

In the home page I will keep news,popular groups, and latest releases. Also to have three roles as member on the page - Reader, Author and admin, the first two have to sign up and admin is set up as a manual choice of privileges.The rest is up for iteration. I think it's important that there is no automatic translation. It's better to offer a language indexing choice before publication, so the author has control over their the translation.

Context scenarios

Context scenarios

for Primary persona Elise Wilkinson

1. Elise starts her day early, as she has to be at work at 9 am. After a good breakfast, she decides to boot up her laptop. Wifi needs to be switched on and after a while there is internet.
2. Elise has a membership with the website Literary Community, where it is possible to release text such as poems and novels in a private group or publicly with CV and previous works displayed. Her latest writing project, running over 5 weeks. The plan is to release a chapter of the new novel five times, one chapter each week.
3. After opening her website profile, she navigates to her dashboard and finds the latest post. She sees that two of the five chapters have been published, and the last three are saved as drafts. She has published a script along with the novel's chapters that tells when the next chapter will be published and she can also see it in the calendar. It is today at 8pm chapter three is released.
4. Elise has been working on the end of the novel which means she has to make some changes to chapter 3 before it is published

5. On her profile, other members will be able to see how many likes she has accumulated, so likes mean a lot to her.
6. She pulls out her notes and hits update text chapter 3. The text editor opens and she starts typing the new changes to the text of chapter 3. She still has an hour before she has to go to work, so she finishes the chapter so it's ready to be automatically published at 8pm.
7. Elise's working day is done by 4pm, and she is still happy with the chapter on Literary Community Which she has thought about several times during the day. There's just one thing she wants to do before the publication, and that is to send a message to two of her best friends she have in a community group on Literary Community. She opens her laptop and goes to the dashboard of the website where she finds the group with her two friends, she writes to the group "Lisa's lounge" about the changes in Chapter 3 and how she sees it developing in a more interesting way with the new changes.
8. Elise hopes to get the personal feedback from her friends before it is published at 8pm. Now that she has the website open and the chapter actually feels really good, she decides to send a message to all the members she knows in the literary chat on Literary Community. This she can do by on-click a checkbox in the dashboard. She posts a message on the forum saying that all members are welcome to follow the novel for the next three weeks. The three chapters leading up to the final plot of the novel.
9. At 8pm she received a thumbs up from Malte in group "Lisa's lounge" as feedback and she also had eight other messages in the forum. In her email she has also received a message that her third chapter has been published. She knows she can spend most of the evening reading feedback from followers, and giving them an understanding of how the novel is wrapped together so far.

Design requirements

Data requirements

Contact
- name
- email
- cvr number

Support
- help suggestions index

Language index

App download

GDPR

Private politics

Users
- name
- picture
- email
- password
- user name
- created at
- text index
- group index

Groups
- literary interest
- users
- online status
- releases

Chat
- text input
- comments
- tags

Text
- editor
- image
- Author

Release
- calendar
- stats: privat - public
- literary genre
- language index
- draft
- preview

Functional requirements in groups and hierarchically

Authentication

Signup   Necessary-use scenario

In the top right corner you find a button to the signup page

reader free   Alternative-use scenario

On the signup page there is two memberships click the Reader free box

author cost   Alternative-use scenario

On the signup page there is two memberships click the Author cost box

admin manual   Alternative-use scenario

To get admin access to the page contact the administrator in the ling in the button of the page

Login   ———————————————————————   **Key-path scenario**
- Laptop is open at the index page
- You press the login button in the top right corner

- When the login form appears, write your email in the user input
- then write the password in the password input
- Then press the login button

recover password   Alternative-use scenario
To recover password click the button in the top right corner
change password   Alternative-use scenario
To change password click the button under the login form
Logout   Necessary-use scenario
To Logout click the logout button in the top right corner

Members
Reader   —————————————————————————————   **Key-path scenario**
- When you click the signup button you have two links
- You click the Reader link not the Author
- You are in the Reader signup and have inserted your credentials
- You click the signup Reader button

name   Necessary-use scenario
As reader you have a editable name in the profile page
image   Alternative-use scenario
As Reader you have a editable profile picture in the profile page
email   Necessary-use scenario
As Reader you have a editable email in the profile page
groups   Alternative-use scenario
As Reader you can by members to groups that you can see in the profile page
created at   Alternative-use scenario
When you create you as Reader you can see when in the profile page
Author   —————————————————————————————   **Key-path scenario**
- When you click the signup button you have two links
- You click the Author link not the Reader
- You are in the Author signup and have inserted your credentials
- You click the pay now button and insert your account data
- Then you click the signup Author button

CV   Alternative-use scenario
As Author you have a editable CV in the profile page that is displayed with your profil public
other releases   Alternative-use scenario
As Author you can see and delete your releases in the profile page
likes   Alternative-use scenario
As Author your likes is counted and can be seen with your profile
Admin   Necessary-use scenario
delete text   Necessary-use scenario
As Admin you can see and delete all released texts in the profile page

App
Download   Alternative-use scenario
In the top right corner you can click a download button to get the App
Android   Alternative-use scenario
In the top right corner you can click a download button to get the Android App
Iphone   Alternative-use scenario
In the top right corner you can click a download button to get the ISO App

Chat

Write a message   —--   **Key-path scenario**

- You are logged in
- Press the literary groups button
- In the top Chat section there is a members search
- You find the receiver
- In the bottom Chat section you find the input field
- You write your text and click the send button

text input   Necessary-use scenario

In the Chat bottom there is a text field to send

edit font - size, color, bold   Necessary-use scenario

In the Chat bottom text field you can change font, size, color, bold

attach file   Necessary-use scenario

In the Chat bottom text fieldyou can attach an image

local   Necessary-use scenario

In the Chat bottom text fieldyou can attach an image from the local harddrive

cloud   Alternative-use scenario

In the Chat bottom text fieldyou can attach an image from a cloud account

comment to message id   Alternative-use scenario

In the Chat you can comment by use @ before a members name

Delete message   Necessary-use scenario

In the text-box right top corner there is three dots you can click on and from the dropdown delete text

Update message   Necessary-use scenario

In the text-box right top corner there is three dots you can click on and from the dropdown Update

text

Send   —---   **Key-path scenario**

- You are logged in
- Press the literary groups button
- You write your text in the Chat
- Click the send button

Group

Create group   Necessary-use scenario

To create a group click the Add group in the button of the dashboard group section

name   Necessary-use scenario

You can change a group name in the bottom of the dashboard group section

invite group members   Necessary-use scenario

You can invite a member to the group in the bottom of the dashboard group section

admin   Alternative-use scenario

You can be Admin to the group by creating a new group in the bottom of the dashboard group section and have privileges as delete members

author   Alternative-use scenario

You can be Author in a group and release texts and chat with members

reader   Alternative-use scenario

You can be a Reader in a group and read releases and chat with members

share group link   Alternative-use scenario

As admin you can invite people by sending them a link to the group

delete member   Necessary-use scenario

As Admin you have privileges to delete members

releases   Necessary-use scenario

As Admin and Author you have privileges to release text in the group

chat   Necessary-use scenario

All in the group can use the chat

Text

Create text   —————————————————————————   **Key-path scenario**

- As Author press the dashboard link
- In the editor text section
- Write your text, setup layout images
- Press the Preview button
- Press the Save draft button

editor   Necessary-use scenario
In the dashboard you have a editor to right the text in
image   Necessary-use scenario
In the dashboard you can add a image to the text in the editor
edit font - size, color, bold   Necessary-use scenario
In the dashboard you edit the text
save draft   Necessary-use scenario
In the dashboard you save a draft of the text
preview   Alternative-use scenario
In the dashboard you have a editor and a preview button to view the text from clicking
author profil   Necessary-use scenario
Is auto embedded to follow the text
created at   Alternative-use scenario
Is Created time is embedded to follow the text
likes   Alternative-use scenario
You can get likes from Readers of your text
Schedule release   Necessary-use scenario
You can schedule a release in the dashboard calendar
Calendar   Necessary-use scenario
You find the calendar in the dashboard
Stats   Alternative-use scenario
when you release a text you can give it a stats
privat   Alternative-use scenario
when you release a text you can give it a stats as privat
public   Alternative-use scenario
when you release a text you can give it a stats as public
Genre index   Necessary-use scenario
before releasing a text you can chose an indexed genre in the dashboard
Language index   Necessary-use scenario
before releasing a text you can chose an indexed language in the dashboard

Save release   ————————————————————   **Key-path scenario**

- As Author press the dashboard link
- In the schedule section
- Select the date and time and text
- Select draft and press Save schedule

Publish now   ————————————————————   **Key-path scenario**

- As Author press the dashboard link
- In the schedule section
- Select the saved draft
- Press publish

Release list

Genre
The genre is displayed an can be filtered
Text   ————————————————————————————————**Key-path scenario**

- You are on the home page

- You find the list of recent novels
- then you press on one of the titles of a text
- The text reader opens and the text is ready to be read
-

Update   Necessary-use scenario
In your profile you can find a text and update it
save   Necessary-use scenario
In your profile you can find a text update and save it
Delete   Necessary-use scenario
In your profile you can find a text and delete it
Created at   Alternative-use scenario
When you have a released text it automatically is given a created at time displayed
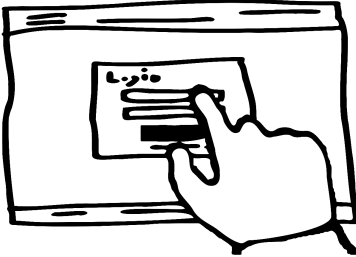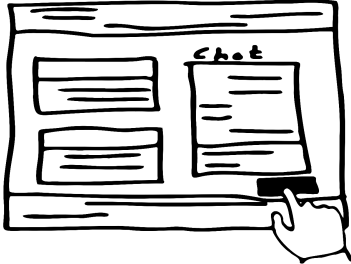
Contextual requirements

Laptop, tablet, mobile
Internet
Contact and support
GDPR accept
Privat politics accept

Hierarchy of functionality requirements groups

top level   _____   *lowest level*

Release list
News
Groups
App Download
     Authentication
          Signup
          Login
               recover password
               change password
          Logout
     Profil
     Chat
     Create group
          invite
     Create text
          schedule
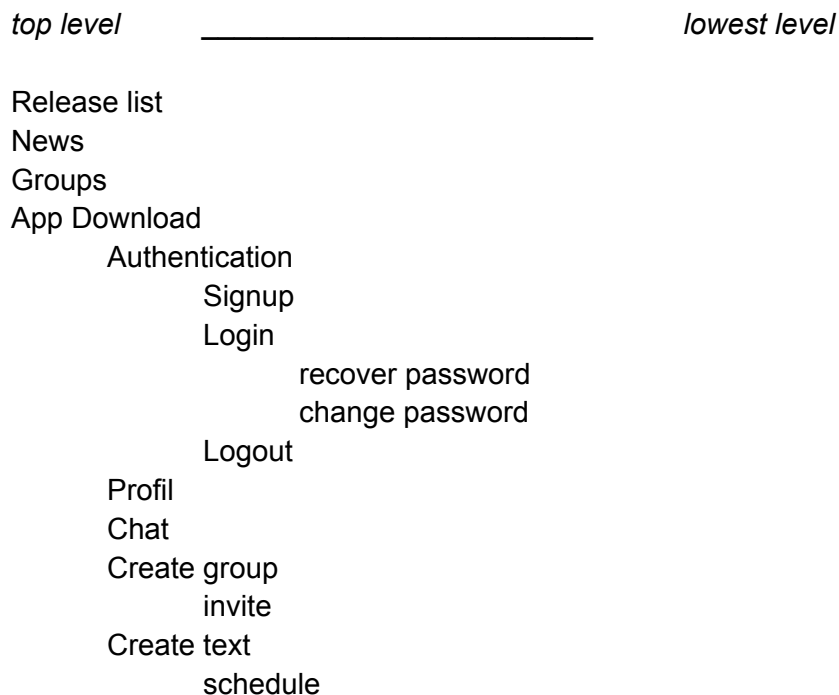
Key-path scenarios in storyboards

Signup

First Elise must have a Reader membership. From the Signup page she click on the Free Reader text block and fills out the form.
After a while she desides to bbecome a Author. She is on the Signup page and just have to click on the Author text block.

Login

Elise is on the Overview page, she click the login button in the top right corner of the page fills out the form and click the login button.

Groups

Elise has to write a message in the group chat. On the group page, she finds a person, write a text and click send.

Dashboard	Overview
Elises first writing as an Author. On the Dashboard editor she writes a text add picture saves the draft, preview and publish the text.	Elise wants to log out from her profil. She finds the Loguot icon in the top right corner and click on it. She is redirected to the overview page.

Experience attributes

1. index
2. validation
3. user centered
4. ambition
5. joy

Visual language studies
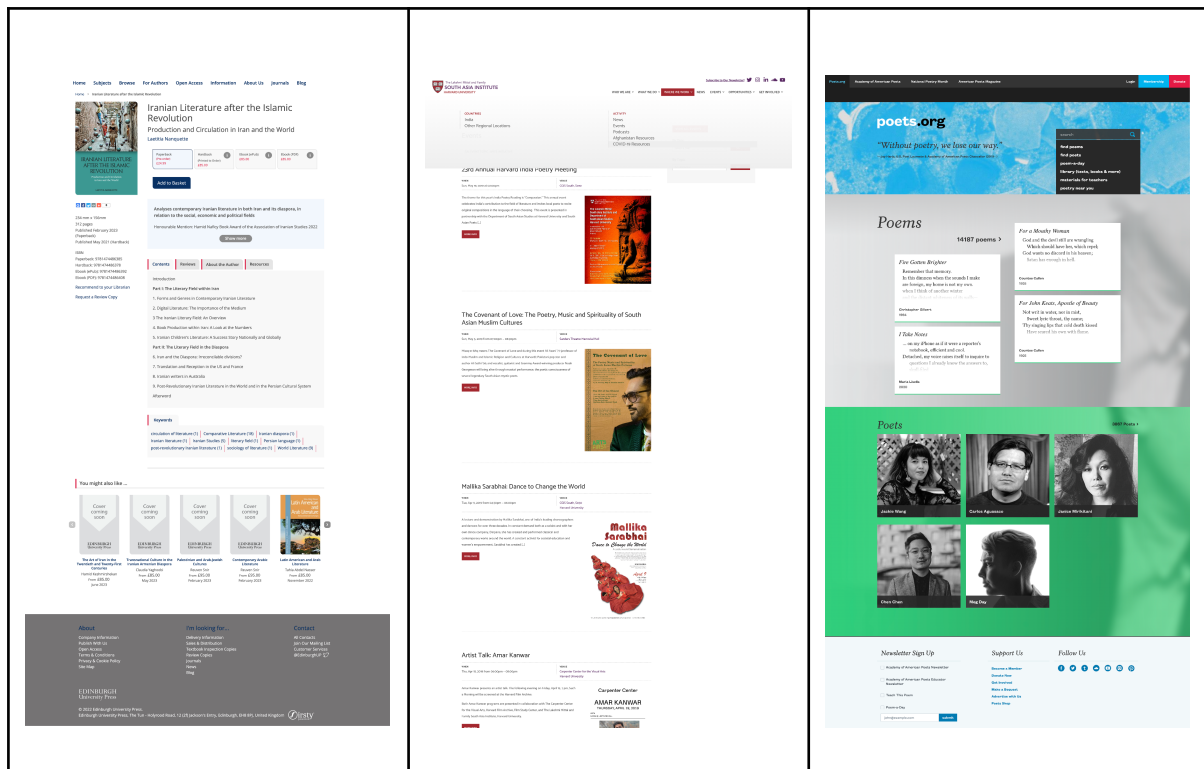
In these studies, it has been important to look at where in the design challenge there is value to be gained for the user, and the most important thing is that the user recognises and immediately knows that he/she belongs on the website. The user needs to know what it is all about and where to start their search to fulfil their interests. In this case, where the user will be involved in publishing text and having a long-lasting relationship in groups, the community must signal commitment for life, otherwise there is no point in putting the effort into engaging online. This should be a design that motivates reflection and interaction in a familiar mental structure. In this case, the call to action is to get the user to log in as an author, download our app or click on an ad, and it's even better than what's seen on the pages above.

Styletile

STYLETILE

Main colours

| #1C663C | #41F28E | #2DA661 |

Background colours

| #F5F3F3 | #F5F3F3 | #F9F4F4 |

UI colours

| #D93021 | #41D6D9 | #D98E2B |

Font color

| #4A4A4A | #f0f0f0 |

Font properties

Header text
Merriweather serif
Size 40px Line height 44px

Sub header text
Merriweather serif
Size 20px Line height 30px

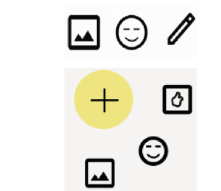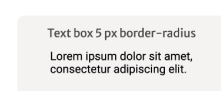### Running text
Merriweather sans-serif
Size 15px Line height 23px

Running text
Merriweather sans-serif
Size 10px Line height 23px

UI Elements

te   text   text ++

te   text   text ++

Text box 5 px border-radius
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Search 🔍

☰ Download App   ⚠ Signup & login   ⛶ Ads

☰ Download App   ▶ ⓘ Dashboard   ⛶ Ads

🏠 Overview   📰 News   ⊘ Released   👥 Groups   ⟳ Forum   📖 About

GDPR | Private politics | Membership | Contact   f   🐦   📷
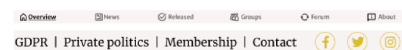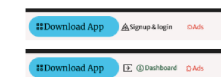
The colour palette

The main colour green is life like leaves on a tree, and can be associated with money, luck, health. The UI colours are held in refreshing colours red as danger, blue as ease, and yellow as positive, enlightened.
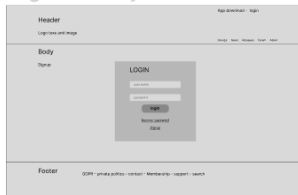
The typography

Between fonts Merriweather is an easy font to read as sans serif and as serif.

Wireframes

Signup – literary website
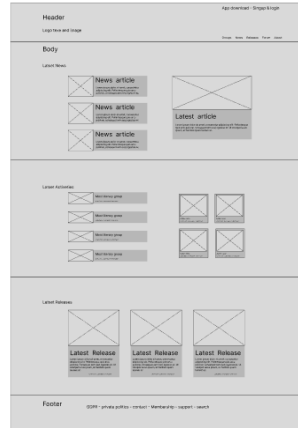

Reader profil – literary website

Public Home – literary website
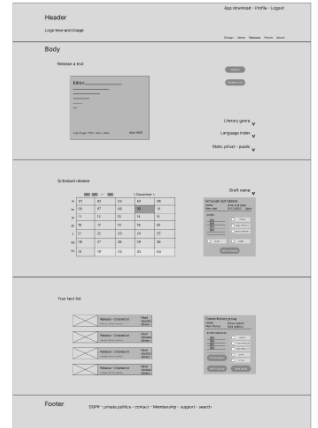

Author Dashboard – literary ...

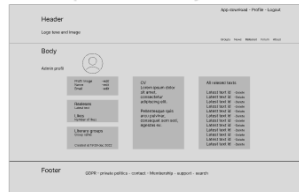Login – literary website

Author profil – literary website

Admin profil - literary website
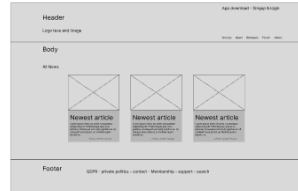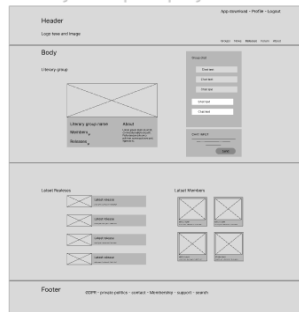

Public forum - literary website

Literay Release list – literary ...

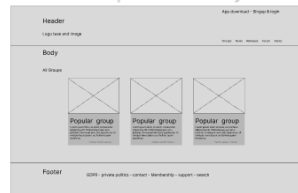

Public News list – literary we...
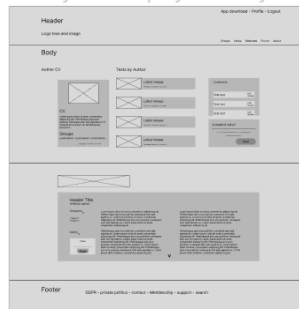

Literay Group display - literar...

Public Group list – literary we...

Literay text display - literary ...

Sitemap

Top level

```
                                    Public - Overview
```

2. level

```
Public - Signup    Public - Login    Public - Group list    Public - Release list    Public - News list
```

3. level

```
            Reader profile         Admin profile         Author profile
```

4. level

```
    Members forum    Members text display    Author Group display    Author Dashboard
```

Usability testing

Preperation

Population

Elise who wants to have her texts published on the internet.

Preformant measurement

Time to achieve a task.
Errors that are seen during a task.
Number of clicks it takes to finish the task.

Preference desirability (scale 1-7)

Scale how you prefer the colours.
Scale how you prefer the typography.
Scale how easy you think it was to get the task done.
Scale how you feel the task went.

Script

Elise wants to be a writer, but she can't find a way to get people to read her writing until she gets involved with the app Literary Community, which offers to publish her writing on their website and as an app reader for a small fee. Her texts will be categorized and available to the public for a low membership fee. So this is what she does after committing to a membership.

Scenarios 1
Elise wants to have a closer look on what is offered by Literary Community.
tasks
  1. - Login with your personal Reader profil to the website.
  2. - Signup for an Author membership.
Scenarios 2
Elise finds one of the published texts interesting
  1. - Find out if the author has personal experience like in the text by leaving a comment on the text publication page about it.
  2. - "Like" the text on the page Text releases
Scenarios 3
Elise is getting familiar with the page and is ready to write her first text.
tasks
  3. - Join a public group and ask everyone in the chat if they'd like to share some tips for writing a good text on Literary Community.
  4. - After some good hints, go to the Dashboard and write a text and save it as a draft.

Documentation

Shows who has been involved in the testing programme.

Analysis

The result of the tests.

Preformance measurement

TASK -	User 1	User 2	User 3	User 4	AVERAGE	TOTAL
Time						
Errors						
Click						

Preference desirability (scale 1-7)

TASK -	User 1	User 2	User 3	User 4	AVERAGE	RATE
Colour						

Typography						
Ease						
How it went						

Issues found

Explain the issues and how it will be improved.

1. -
2. -
3. -