Paper Prototyping Analysis

BDMTW Group for the Idea Index

Process

We performed 6 paper prototype tests using two drafts of the site. Our first version was with an information architecture professor, an architect and a kindergarten teacher. Using the feedback from the first round of testing we adapted our paper prototype and ran tests with a university educator, someone with a background in business and theater and a manager of a network for social innovators. We described what the different colors on our prototype represented, told them to approach it as though it were an actual website and ran through a series of tasks. We changed the order of the tasks as the order they were completed in changed the users familiarity with the site.

TEST DAY ONE 12/4
Test One: Adam, 30, Architect, Highly Computer Literate

Questions

Find the eligibility requirements for the Buckminster Fuller Challenge.

       learn> about > design resources

       back to home > resources

       discover the challenge> enter the challenge> eligibility & selection

"common process to look around a page rather than center, seems like a small detail that would be on the edge"

How would you enter the Buckminster Fuller Challenge?

       discover> enter

Find out the jury off the 2009 BF Challenge?

       discover> archive> 2009>jury

How can you find out more about the 2009 winner of the Challenge?

       discover> archive > 2009 winner

Find information on design science?

       explore the idea index> design science

How can you enter an idea in the Idea Index?

       contribute

Find the 2009 semifinalist ....

       discover

Find a water idea in Africa to learn about.

       Explore> search box (Africa) search returns

Find other people to communicate with about clean water.

       collaborate > groups > water image

Find out when the next BFI event is.

       learn >

discover > "challenge news"??

"resources">

Find out how to apply for a fellowship.

internships/fellowship

Donate to BFI.

Learn

Learn how to support/donate to an Africa idea.

donate> idea index

Comments from Testee

History of the institute? BFI link

Location? BFI

What happens when I click 'explore the ideas'

What are the awards? discover> challenge award (Add cash details)

Impulse to go to Learn for everything

Confusion regarding the meaning of the term 'resources'

The buttons are distracting and confusing, "too busy."

Combine explore/contribute/collaborate spatially.

Explore and learn are too similar.

Enthusiastic reaction to idea of side navigation.

Learn & about the idea index - redundant?

Line up "big buttons" with text; otherwise it looks like there are 8 different groups.

Test Two: Arabella, 23 years old, Educator from London, Highly Computer Literate

Questions

Find out how to apply for a fellowship.

Internships/fellowship

How would you enter the Buckminster Fuller Challenge?

discover the challenge > enter

Find out the jury off the 2009 BF Challenge?

discover> archive> 2009> jury

Find information on design science?

learn > about > design resources

How can you find out more about the 2009 winner of the Challenge?

discover> challenge archive> 2009

Find the eligibility requirements for the Buckminster Fuller Challenge.

discover > challenge mission & goals

> enter the challenge > eligibility & selection

Find out when the next BFI event is.

BFI > (probably would not have clicked on actual site, it would be obvious it was to an external

site)

Learn> about the idea index

(Under collaborate would assume to be more participatory)

(should not be in collaborate, consider adding a "Whats on" or "events" page)

Find the 2009 semifinalist ....

discover > archive > 2009

Learn how to support/donate to an Africa idea.

donate >

(add more options, details on donate page, donate on right rather than left)

Find other people to communicate with about clean water.

collaborate> groups> picture/search

How can you enter an idea in the Idea Index?

contribute > form

Find a water idea in Africa to learn about.

"back" to groups, search in groups

explore> browse >location > Africa

Find out why 2009 finalist won

discover> archive>2009>finalist

Comments from Testee

Donate should be the easiest part of the website.

Confusion regarding the meaning of the term 'resources.'

Confusion regarding the label "Inspired by Bucky", relate to "explore ideas" call it biography.

Does not associate collaborate with events. Finds the term collaborate off-putting, feels that the user must participate or submit something to the website.

TEST DAY TWO 12/6
Test Three: Sekar, mid 30s, Indonesian, University educator now working in nonprofit fundraising in U.S., Highly Computer Literate
Questions

Find the eligibility requirements for the Buckminster Fuller Challenge.

discover > mission & goals > back > enter

How would you enter the Buckminster Fuller Challenge?

Back > discover > enter

Find out the jury off the 2009 BF Challenge?

Back > Discover > archive > 2009 > jury

How can you find out more about the 2009 winner of the Challenge?

Back > 2009

Find information on design science?

> Design science at top

How can you enter an idea in the Idea Index?

      Explore > About > back to explore > search > themes > contribute (on top nav)

Find the 2009 semifinalist …

      (we skipped)

Find out why 2009 finalist won

      (we skipped)

Find a water idea in Africa to learn about.

      Types water and Africa into global search box

Find other people to communicate with about clean water.

      Types clean water into global search box

Find out when the next BFI event is.

      > Multimedia > back > latest news (failure to find information)

Find out how to apply for a fellowship.

      > Fellowships

Donate to BFI.

      > donate

Learn how to support/donate to an Africa idea.

      Types term into global search box

Comments from Testee

Was very drawn to big button on home page

Test Four: Ken, mid 30s, American, Background in business and theater , Highly Computer Literate

Questions

Find the eligibility requirements for the Buckminster Fuller Challenge.

      > Discover > Enter > Eligibility

How would you enter the Buckminster Fuller Challenge?

      > Enter

Find out the jury off the 2009 BF Challenge?

      > Eligibility > back > Discover . Archive > 2009 >

How can you find out more about the 2009 winner of the Challenge?

      > Winner

Find the 2009 semifinalist

      > back > done

Find information on design science?

      > Explore > Back > Design Science (on sidebar)

How can you enter an idea in the Idea Index?

      > Explore > back > Contribute (on top)

Find a water idea in Africa to learn about.

> Explore > Africa

Find other people to communicate with about clean water.

> Contribute > groups

Find out when the next BFI event is.

> back > home > News at bottom or events at top

Find out how to apply for a fellowship.

> Fellowships

Donate to BFI.

> Donate button

Learn how to support/donate to an Africa idea.

• Donate button - saw message

Comments from Testee

Also was very drawn to big explore button on homepage

Test Five: Daniel, early 30s, Born in Poland, Manages network of social innovators for nonprofit organization, Highly Computer Literate

Questions

Find the eligibility requirements for the Buckminster Fuller Challenge.

> Enter (off pull down) > Eligibility

How would you enter the Buckminster Fuller Challenge?

> Enter

Find out the jury off the 2009 BF Challenge?

> Jury review team (at bottom)

How can you find out more about the 2009 winner of the Challenge?

> Archive (off pull down)

Find information on design science?

> Design science side box

How can you enter an idea in the Idea Index?

> Contribute

Find the 2009 semifinalist...

> archive etc

Find a water idea in Africa to learn about.

> Explore > location etc

Find other people to communicate with about clean water.

> Collaborate > Groups > theme or possibly type in search box

Find out when the next BFI event is.

> back > events

Find out how to apply for a fellowship.

> Fellowships

Donate to BFI.
Learn how to support/donate to an Africa idea.
> Home > Donate > noted message

Comments from Testee
Also wanted to know what site is about and would click on About the Index link to learn about how is behind it, how it works, what funding it has, etc

Analysis & Conclusions

Through our first round of testing, several design flaws became immediately apparent. The major issues were as follows:
- ○ "Learn" as a category
- ○ The layout of the center of the homepage.
- ○ Labeling & grouping of "the outliers": events, about design science, resources
- ○ The "collaborate" category was unclear to users

Using this feedback, we made the following changes for the second group of testers:
- ○ We removed "Learn" all together and put its contents in other places throughout the site that made sense based on test results.
- ○ Our second draft featured two big buttons on homepage rather than four. One large button, "Explore the Ideas," and the other smaller, "Discover the Challenge." This leads people right into the Index as readers/explorers, or into the Challenge as participants, re-enforcing the two-part nature of the site.
- ○ We put each of "the outliers" in a static location on either the top or bottom of every page.
- ○ Using "Discuss" rather than "Collaborate" added clarity to the purpose of the Groups.
- ○ A search bar was added at the top of the page.

With these adaptations, our design tested much better. There was little to no confusion in executing the tasks. Our final design required few changes from this second draft.

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