

User Research on a Low Fidelity Prototype

Vassil Dimitrov
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Summary

This research paper investigates user interactions with a low fidelity prototype of a photography website, focusing on three key tasks: viewing photos from 'category 2', hiring the photographer, and learning more about the photographer.

Through a study involving three participants, the research identifies usability issues and gathers user feedback to inform design improvements.

The results show that while users generally found the prototype functional, specific enhancements are needed to improve navigation and content layout. Key recommendations include adding photos to the landing page, incorporating a 'go back' button on category pages, showcasing recent work, and providing direct links to the contact page from category pages. These insights will guide future iterations to enhance the overall user experience.

Introduction

This paper details a user research study conducted on a low fidelity prototype of a photography website, focusing on three specific tasks: viewing photos from 'category 2', hiring the photographer, and learning more about the photographer.

Methodology

Participants

The study involved 3 participants with varying degrees of familiarity with photography websites. Participants were selected to represent a diverse user base, including potential clients and casual visitors

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Materials

A low fidelity prototype of the photography website was developed using wireframes. The prototype included simplified versions of key pages and interactive elements required to complete the designated tasks.

Procedure

Participants were asked to complete three tasks using the prototype:

1. View photos from 'category 2'.
2. Hire the photographer.
3. Learn more about the photographer.

Each task was observed and the time for completion was recorded.

Data Analysis

The collected data were analyzed to identify common usability issues, user preferences, and areas for improvement. The metrics used are: task completion time, task failures, and error count.

Results

Task 1: Viewing Photos from category 2

Findings:

- **Average time:** 7,09s
- **Task failures:** 0
- **Errors:** 0

Note: Users easily found the page with the different categories and then the page for category 2.

Task 2: Hiring the Photographer

Findings:

- **Average time:** 21,66s
- **Task failures:** 0
- **Errors:** 2

Note: Users expected to have a separate page, and not to have to go to the contact me page, but managed to navigate to it, and understand that the task is executed through there.

Task 3: Learning More About the Photographer

Findings:

- **Average time:** 6,44s
- **Task failures:** 0
- **Errors:** 0

Note: Users immediately noticed the about me page, and had no problems navigating to it.

Feedback and Tips

After the test, users were asked to provide feedback, and give tips on what they believe could be improved. These are the results:

- There are no photos on the landing page, which is the most important thing to show when a user enters.
- Add a 'go back' button on the category pages, so you can go back to all of the categories.
- Add a section with recent work, so it can be seen, what you have done recently.
- Add a button that leads customers to the contact me page in the category pages, where users have already seen your photos, and might want to hire you.

Discussion

The user research on the low fidelity prototype revealed valuable insights into the strengths and weaknesses of the design. Participants generally found the prototype functional but identified specific areas for improvement, particularly in navigation, and content layout. Addressing these issues in subsequent design iterations will likely enhance user satisfaction and engagement.

Conclusion

The user research on the low fidelity prototype of the photography website revealed key areas for improvement. While participants successfully completed tasks, enhancements are needed to optimize user experience. Recommendations include adding photos to the landing page, incorporating a 'go back' button on category pages, showcasing recent work, and providing direct links to the contact page from category pages. These changes will improve navigation and user engagement. Implementing these suggestions will enhance usability and satisfaction, guiding future design iterations.