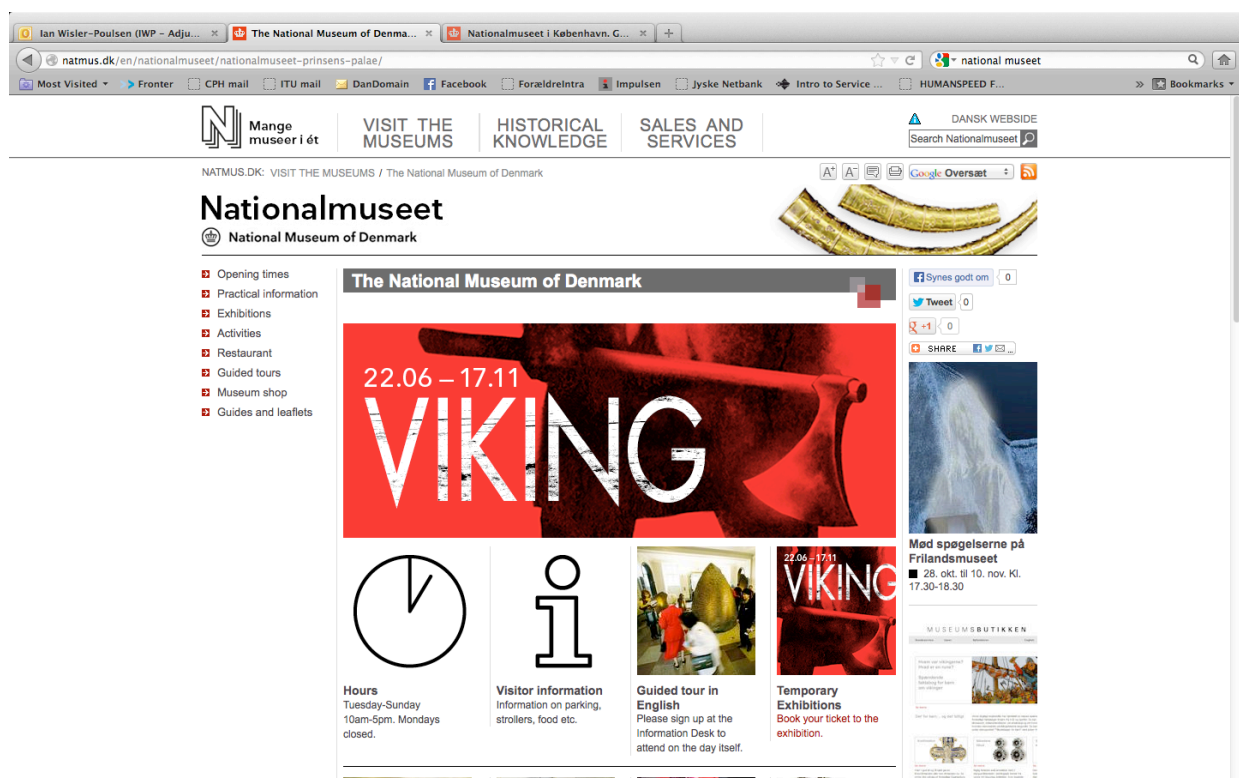


3rd Project: User Friendly Website

In this mandatory assignment you have to do a redesign of the website of a museum. We suggest the “National Museum of Denmark” (<http://natmus.dk/en/nationalmuseet>). However, you are free to choose another museum. But it has to be a Danish museum and the website has to contain at least 30 subpages.



In your solution you need to make sure that the user has an easy time finding what they are looking for when he or she visits the museum’s website. Therefore you have to start out by discovering what may cause problems when navigating on the particular museum’s website. After this you have to develop a design proposal for a new website which handles the problem issues better.

Your solution to the website has to contain at least a homepage and 20 subpages and must be fully functional. One should be able to get a good impression of the new look and feel that you propose. The website must be built from scratch in HTML and CSS. You may use the existing content (text, images) if you like or you can add new material where you find it appropriate.

Purpose

Focus Area: Functionality - the website must work. This means that the user is able to navigate the website and that it has to be as user friendly as possible. The best usability you can imagine. Furthermore, the code must be valid (conforming to W3C standards). It is crucial that all project team members participate in all parts of the project work, as each student's learning is a top priority.

Disciplines

- User Testing (IWP)
- Interaction development (MORO)

User Testing

The website must be tested to ensure that users understand the site's logic and structure. The project will implement two different types of test:

- An Expert review (heuristic inspection) of the existing website. The test is supposed to detect potential user problems early in the process. This means you get a clear understanding of what needs to be fixed and how to fix it in order to make a usable website.
- A Card sorting test of the subpages in the existing website. The test is supposed to detect problems in the information architecture, so you get an understanding of where there might be potential problems and how to avoid them.

The result of the two tests have to be included in the final solution of the website.

Each group has to perform the Expert review *before* meeting up for the lecture where Card sorting is on the schedule (Ian's class). In the lecture for Card sorting there will be time for working with the Card sorting test and preparation for a presentation of both tests.

Each group has to do the two tests and do a presentation of their test results (at the lecture where Card sorting is on the schedule). Feedback is given immediately after each group's presentation. Each group member has to physically participate in the presentation. Anyone who is absent has to hand in an individual written report (in Word) with both tests (approximately 5 pages incl. visual material). (The demands for the oral presentation and the written report are the same and they will be shown in the lecture slides).

If a written hand-in is required, this must be uploaded to Fronter no later than Friday 22nd of November (1st attempt).

Interaction Development

It is expected that the developed website is available online, i.e. it is uploaded to the school server or another hosting account and that all group members link to the website from their portfolio.

The developed website must meet the following minimum requirements:

- Code must be valid HTML5 (can be tested at <http://validator.w3.org/>)
- All layout must be defined in valid CSS as an *external style sheet*
- File names must be well chosen and logical

- Graphics and images must be optimized for web use
- The navigation design must clearly visualize the website's hierarchical structure (wayfinding)
- Do not use content management systems or CSS-frameworks of any kind (e.g. Wordpress, Bootstrap etc.)

Hand-in

The hand-in deadline is **Friday 22nd of November 2012 at 12:00.**

Each group submits the project by creating a link on Fronter (select "Link" in the hand-in folder). Remember to hand-in as a group!

2nd attempt for handing in is no later than Friday 29th of November.

3rd attempt for handing in is no later than Friday 6th of December.

If the project is not approved after the 3rd attempt, the group is not enrolled for the 1st semester exam.

Each student that does not participate in the oral presentation of the user test also has to hand in a report meeting the demands mentioned in the paragraph about the user test.

The project needs to be submitted to every member's portfolio.

Feedback

The feedback for the user-test will be given in the lectures. The feedback for interaction development will be given on Fronter – the website will be marked as "approved" or "not approved" along with a brief comment. If necessary, additional feedback for the group's work can be arranged afterwards.

Groups

The project must be solved in groups of 4-5 students. You are free to make the groups yourself.

Guidance

The schedule shows which days the teachers have reserved time for project supervision.

Literature

- Gregersen, Ole & Wisler-Poulsen, Ian: Usability, Grafisk litteratur
- Lynch & Horton: Web Style Guide, 3rd edition, ch. 1: <http://webstyleguide.com>
- www.useit.com/papers/heuristic/heuristic_list.html
- www.useit.com/papers/heuristic/heuristic_evaluation.html
- www.w3schools.com/html/
- www.w3schools.com/css/