

SCENARIO

It is 8PM on a Thursday evening and Jacob (the protagonist of our User Analysis) is doing his pset in the Stata Center. He is famished but has no money. He also has a craving for Mexican food. He goes to the website to find out if there is a place on campus preferably near Stata where he can find free Mexican food right now. He successfully finds that Apple is hosting an info session at 34-101 and is serving Mexican Food from Anna's.

The Graduate Student's Council of which he is the social chair is organizing a social event on Friday Night 9PM at Thirsty Ear at Sydney Pacific and they will be serving Mexican food too. (he is obsessed with Mexican food from Qdoba). Since, he is already on the website he wants to add the posting as well. And while he is at it, he is also curious to know if there is a jazz concert on the weekend which he and his friends can go to. The tickets should cost him less than 5 dollars.

He also wants to be notified through email of any Jazz events and Mexican Free Food events in the future.

DESIGN NUMBER ONE (keshav Puranmalka):

Keshav 3

FREE MIT

WELCOME To Free MIT.
What are you looking for?

Food Events

Time From:

To:

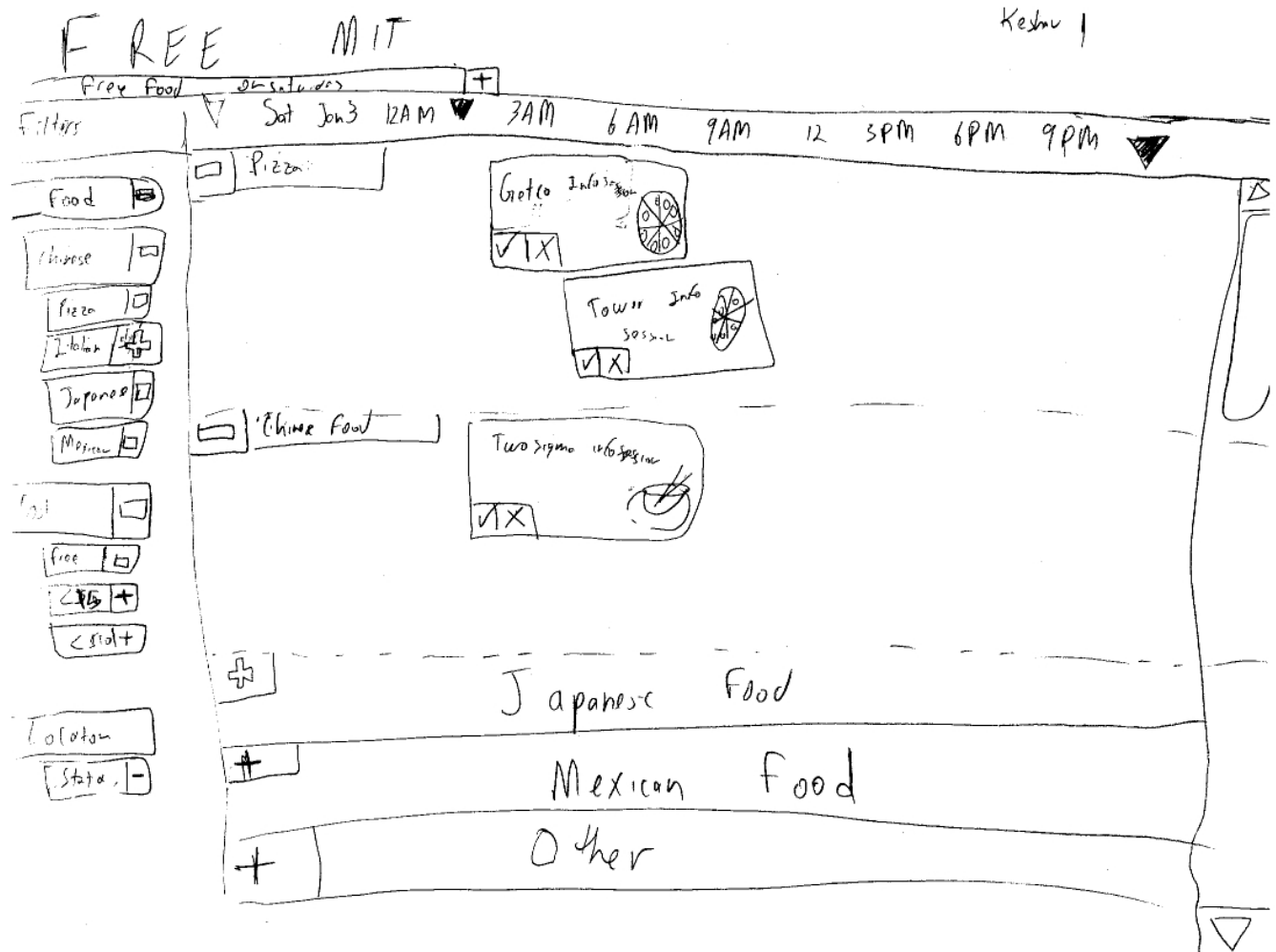
Any thing Else ?

Jacob arrives at the free MIT website. When he arrives, he will come to the landing page. In the

landing page, he can choose what type of events to choose from (either food or events), and enter in the time period he is looking for. The default values are Now and three hours from now for the time. If they want to change the time, once they click inside a box, a pop-up that helps them easily choose the time (the popup would be similar to traditional time popups. I think its technically not a popup but like a one that is a ajax type thing).

Finally, below the time, there is a box where the user can type ways to filter the event. The box will have auto complete, and once a filter is selected, it gets boxed (as italian is), and the user can add more filters. After this, they can click the search box to go to the search page.

On the right, they can click the create event button to go to the create events page.



The second page is the search page, which is the “main” page for our site. The bulk of the page, the middle, is devoted to discovering the events at the time period specified.

On the top, there is the current search listed in a tab format. The user can click plus to add a new search, without losing this.

Right below that is a time bar. the user can drag arrows from the left and right to filter the time

he is searching for even more than he already searched for.

On the left is a list of filters divided in different categories (like food, etc). Clicking on one of the categories expands the choices for that category, and clicking one of the subcategories applies that filter to all the events. Note the filters create an OR filter between within the same category, and an AND filter between different categories.

On the main page, the events are listed. They are divided by the main category (for example, one for music, one for pizza, etc.). clicking on that categories shows all the events by that category. The events occupy a box spanning the time within the category that it is in. Clicking on the box creates a modal popup with more detailed information about the event, including an option to add it to your google calendar.

Free MIT

Keshav C

Welcome To the (create An Event Page.
The easiest way to create an event is to forward
the e-mail to events @ free-mit-edu. Otherwise,

use the form below :

Time: from # until #

Type of event: Food Other

Where: 32-123, 5-129,

Anything else: Music, Jazz, Chinese Food

Finally, the third page is the create an event page. The fields are similar to the landing page, but with a few more options to define an event. There is also a message stating that you can send the anne hunter e-mail to our mailbox and our machine learning algorithm will automatically create the event.

Analysis

Learnability

The two pages for searching and creating an event should be easy to learn because they use common affordances (text boxes, modal popup for time/date, etc.).

The page for viewing events might be a bit difficult to learn. There are still some common affordances (like tabbed browsing, plus and minus to add and remove, boxes are clickable, images show the type of event, etc.) However, in that page, we sacrificed learnability for safety and efficiency.

Safety

Most aspects of this design is very safe. Every event can be easily undone, and usually at the same place. For example, if you are filtering time in the page showing the events, you can easily unfilter. All of the category filters are binary buttons, so if you click on one, you can easily unclick. clicking on an event creates a modal popup, so if you accidentally unclick, you can close the modal popup easily.

In the search boxes (in the search and create event page) for adding filters by typing in searches, once a filter is selected, a box appears around it. backspacing it will delete it. Furthermore, there is autocomplete, adding another element of safety.

Efficiency

This design is also very efficient in many ways. In the page for displaying events, most of the screen real estate is given to the events, so the user can distinguish between between many events at a time instead of constantly scrolling through the events. The other pages only have a few fields to fill, and shouldn't take that long.

Affordances and categorization also help efficiently distinguishing and filtering events, as well as the time bar at the top. the events are color-coded by their category's color and in many time split in different sections for different categories.

DESIGN NUMBER TWO (Ishaan)

STORYBOARD

Jacob logs on the website and since he already has certificates installed he clicks FOOD. The browser then opens a dialog box which asks him to select a certificate which he then uses to get into the FOOD page. Here he sees that in the starting soon section is Mexican Food which he wants and he finds out where it is and when it starts. He also sees the confidence rating that is the probability the event is not a hoax.

1/2/2001

FREE FOOD @ MIT

FOOD

EVENTS

Do not have certificate? [Install Here.](#)

On click certificate dialog
opens up.

FOOD

SP10 EVENTS

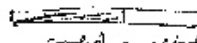
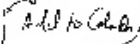
ADD LISTING

STARTING SOON

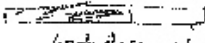
I am currently
verified for
• Mexican
• Chinese
• ~~edit~~

// time chronological

• 8:00PM AMERICAN // Memphis
34-110, Anna's Japanese




• 8:15 ITALIAN
32-123 Bertucci's
Microsoft 
Add to Cal. 

• 8:30 INDIAN
32-141 Bhinti Bazar

• Oracle 
conflict resolution

look for

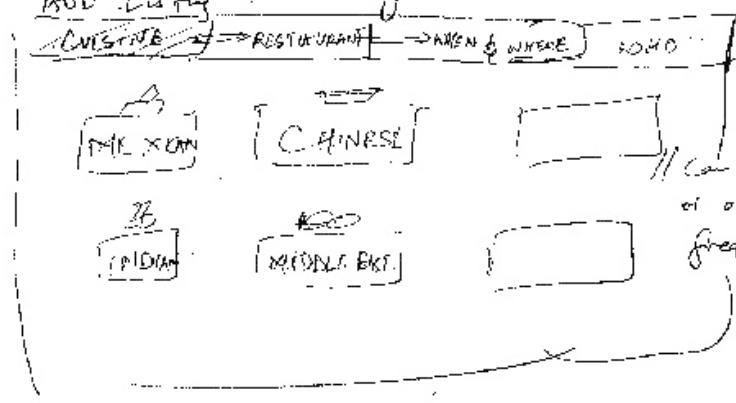
- To announcements
- Next week
- Next month

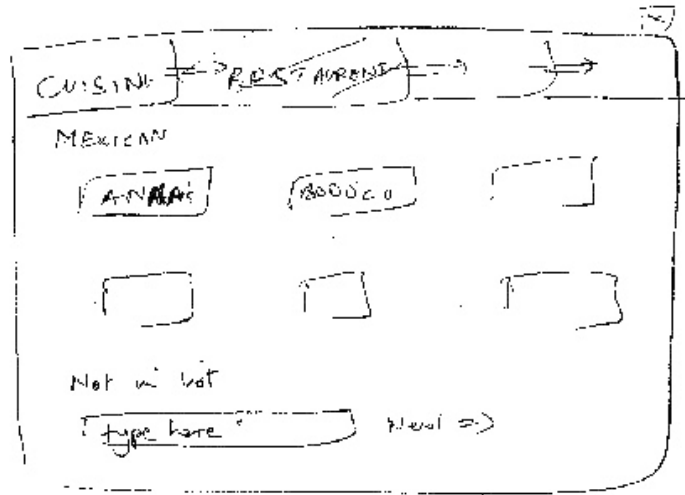
- Chinese
- Mexican 
- Chinese 
- Arabic 

Month | Year | Contact Us

He then wants to add the Mexican Food Listing for his social event on Friday Night. He clicks ADD LISTING and then a dialog pops up which walks him through the creation. He will first Enter Mexican Food. This will take him to the next stage where he enters which restaurant the food is from. (all this by just clicking). Then he sets the time and date and where and then finally puts Graduate Students Council in who the host is and presses submit. The dialog closes and he is back to the web page.

ADD List / Dialogue Box





CUISINE → REST → ~~WHICH~~ ~~HERE~~

	TIME HRS	MIN.	PM/AM
Popular	8	0	
Hours	9	15	
	3	30	
	9	45	

Calendar

BUILDING ROOM NEXT

 [] [] []

THE DONKEY IN THE ROOM

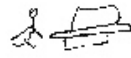
HOST COMPANY NAME

APPLE

SUBMIT

He now wants to see which jazz concerts are happening on the weekend. He goes to the Go to Events page on the top right hand corner and he is redirected to the EVENTS Page now. He wants to see which Jazz concerts are happening on the weekend. He goes to Genre and clicks music where he clicks the subsection JAZZ. He then clicks the slider bar on the bar which is associated with the weeks of the month. He clicks the second section (because this is the second weekend) and finds the listing he is looking for.

EVENTS



ADD LISTING

STARTING SOON

I am currently
replied for
• Comedy
• Jazz

EDIT

• 7PM BHANGRA
KRESGE
INDIAN BHANGRA SOC
TICKETS: \$5 at Door

add
to
calendar

Go To
FOOD

Look for

- _____
- _____
- _____

Genres

- Dance
- Music
- Comedy
- Theater

Price Range

- \$0 - 5
- \$5 - 10
- \$10 -

EVENTS

ADD LISTING

Go to
FOOD

3/10

Look for

MUSIC

ALL POP JAZZ

I am
usually
notified for

SATURDAY JUNE 11 2011
BERKLEE JAZZ CONCERT
KILLIAN HALL
Berkeley Standards
TICKETS: FREE

Genre:

opens on

Ajans
style

Price \$10

10-5

10-10

Week



Finally he wants to now be notified for all jazz events and free food events which have Mexican food.

Edit

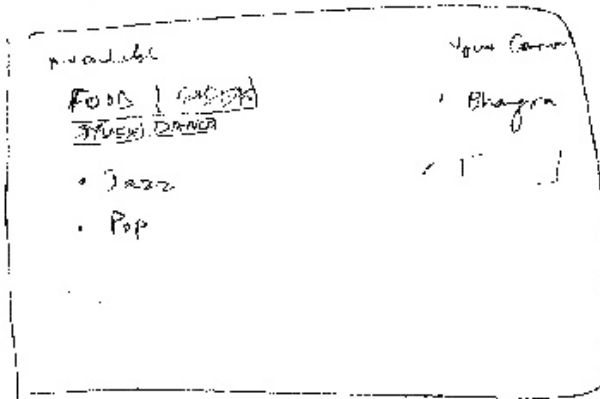
Add Notification

Available	Today's Content
EVENTS (EVENTS)	(Chinese)
MEXICAN	- 5 -
INDIAN	

Drag
and Drop
HTML 5

Edit

Add Notification



THE DESIGN ITSELF

The design is inspired by a very minimalistic theme and also one where it is easy to navigate through and accomplish the task you want. Every Page has certain call actions that user might be most inclined to perform on a routine basis. For example ADD LISTING Button, GO TO FOOD/EVENTS BUTTON. TIME FILTERING LINKS and GENRE/COUSINE FILTRATION. We also want the adding of the event to be as fast as possible. So we require minimal text entry from the keyboard and we want to basically rely on mouse clicks and drag and drop. The key theme of the website is smooth and fast navigation and minimalism.

Food

1/1/11

Field List

I am currently notified for

Default
Tomorrow Saturday 23/03/2012.

ITALY MEXICAN INDIAN CHINESE

0 715 MEXICAN

34-101 ANNA'S

68700

Go To
EVENTS

2/1

Look for

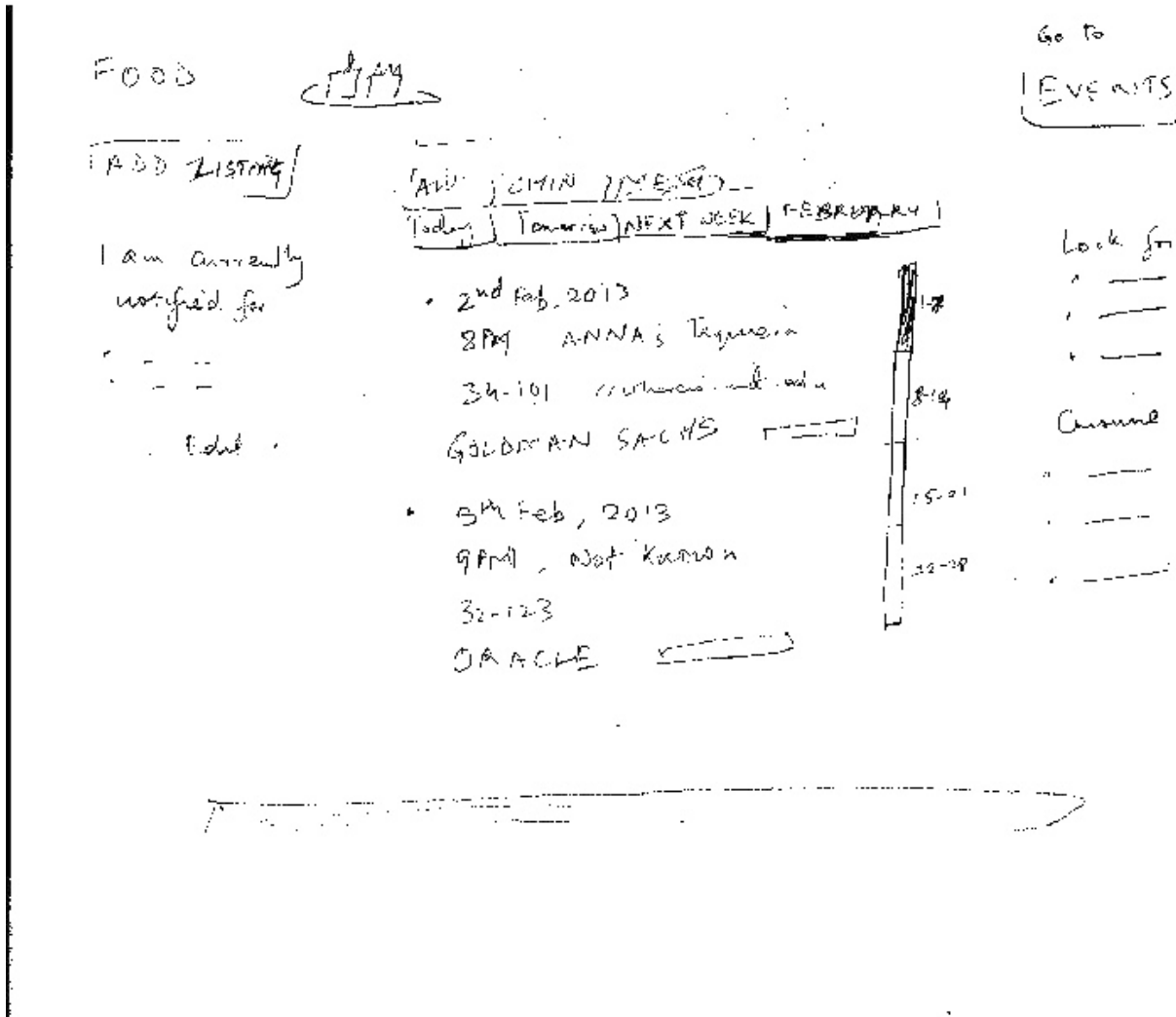
- Today
- Next Week
- Next Month

Course

• Mexican

• Chinese

• Italian



LEARNABILITY/VISIBILITY

Learnability has been optimised on the website. We make use of big buttons (call signs/ affordances) that enable us to perform the tasks we identified in the task analysis very smoothly. For example the ADD LISTING BUTTON is a clear affordance. Even going from in the EVENTS page from genre categories to sub genre categories is easily learnable. On the right ribbon is a clear affordance of the genres. They all look clickable and give an information scent that the genre page will open. And within the genre page say Music we organise subcategories by clear and clean use of subtabs which are clickable. On the right hand side of that frame (in the subgenre frame) is a calendar slider which lets you click on the week you want to sort by. It might not be as discoverable as the rest of the elements on the site but with adequate labelling one can learn the behaviour of this element pretty quickly too.

The Editing notifications uses a common affordance and we then open to a pop up window which then lets you do drag and drop on the preferences. Through adequate text and making the elements look drag and dropable a user can learn this nature in no time too.

EFFICIENCY

The efficiency was a tradeoff we made while implementing the design. We want it to look crisp and minimalistic therefore instead of having a series of checkbox filters as most travel sites do

we use a directory like structure instead. Despite that the site has been optimised with the most frequently visited pages (as per our anticipation) being placed closer to the root than the less frequent ones. We also optimise on efficiency by incorporating Fitts law and making use of right and top margins and big sized buttons.

SAFETY

The Website is very safe. Every action that has been done can be undone. An event can first of all not be created accidentally as we walk through the creation rather than have it one cluttered inelegant step. Even if we were to somehow make a add an event by mistake, the backend recognizes that you are the creator of the event so you have privileges to edit it and even delete it.

In terms of Error Prevention. We have used big and clean buttons and made sure the navigational structure is simple and intuitive with good use of information scenting. This should reduce the number of unintended clicks to pages the user doesn't want to go to. Also at all times the state of the system is visible and also the state of where on the site or what action the user is doing is visible. This should further reduce errors.