

Dear Santa Database

*Final Project
INFO564 – Prototyping for Interactive Systems
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A conceptualization of an online database providing family members and friends the ability to participate in holiday wish list exchange circles by establishing a personalized circle for friends and family to join via invitations, creating a personalized holiday "wish list" to exchange with everyone with a given circle, and managing your own holiday purchases by evaluating up-to-date "wish lists" of others in order to minimize possibilities of purchasing the wrong thing or duplicating gift purchases.

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PROJECT INTRODUCTION

CONCEPT ABSTRACTION

Every year, tens of millions of people worldwide exchange holiday wish lists for family and friends to review when purchasing those important holiday gifts. Friends and family members usually print out various wish lists when going holiday shopping, hoping that the gifts they purchase will be liked by the recipient and will not be purchased by anyone else who has the same wish list. People also usually participate in more than one gift exchange, whether at the office, their social network, or any other group or activity they may participate in, which can lead to more coordination of holiday wish lists. Those with small children also understand that a child's wish list can change on a daily basis, so a printed-out wish list may be out-of-date the next day.

PRODUCT PROBLEM SPACE

During an initial Internet search for online "wish list" services, the team discovered a number of stand-alone online wish lists creators, as well as a number of e-commerce wish lists available for an individual site (i.e., Amazon, Barnes & Noble, eBay, etc.). We also discovered one web site that seemed to group individual wish lists together in an appropriate environment, yet it seemed more directed toward a wedding registry genre, rather than a holiday wish list exchange. However, the team failed to find an online list exchange service that not only allowed individuals to submit their holiday wish lists, but also coordinated shopping lists between other individuals in their "holiday shopping circle" to reduce duplicate purchases. We also know from personal experience that holiday shopping can cause unwarranted stress on individuals when purchasing specific gifts, worried their gift will not be liked, will not fit properly, or that a gift card doesn't bring the same level of holiday joy to their intended recipient.

PRODUCT VISION

Our team's vision is to create an online, social networking website allowing friends and family to coordinate holiday gift shopping efforts in order to (1) keep in communication with those they care about, (2) reduce the risk of purchasing duplicate gifts for an individual, and (3) reduce the amount of stress individuals put on themselves to find the "perfect" gift. We believe such a service would be able to review individual wish lists of others within a "circle" of family and friends, and would be allowed to participate in multiple "circles" (i.e., book clubs, office coworkers exchange, Cub Scouts, etc.). Users would be able to add entries into their own wish lists for each circle they participate in, but yet not be able to see what gifts have been purchased for them. Users could mark wish list entries for an individual as purchased, and remove it from all other "circle" participants purchasing a gift for that same individual. The website would allow those friends and family members of a given "circle" the ability to participate in a gift exchange if they are unable to make a family holiday gathering, or will be travelling to the gathering from out-of-town, out-of-state, or out-of-country.

FUNCTIONAL CONCEPT

PRIMARY WEBSITE FUNCTIONALITY

The primary function of the Dear Santa Database website is for members to create a “circle” of individuals who can easily create personalized gift wish lists and both view and select items they will purchase for others within their circle. The website will allow users to see the progress of their own shopping list for the members of the circle and give them direction not only on what others may want, but also where to potentially find those items. Users can enter as much information as they desire in order to help others find the items they want, whether noting specific stores or websites where they have found the items themselves.

The Dear Santa Database website functionally will allow users to create small communities that have access to all the information entered by others in that circle. This functionality creates a many-to-many relationship whereby the actions of one user (for example, selecting and noting a gift as purchased) are viewable by all other members of that circle. Additionally, this encourages a socially-collaborative method of managing many lists for a specific event, thereby empowering users to participate more fully in the decision-making process. The overall goal is to reduce the effort and time needed to prepare for the actual event in which members will participate, allowing users to enjoy their holiday activities by lessening unnecessary stress of holiday shopping.

SECONDARY WEBSITE FUNCTIONALITY

At this point in the team’s project conceptualization, no secondary website functionality was included in our initial drawings and prototypes. However, many interesting tangents for the expansion of the Dear Santa Database website will be introduced for consideration in our Project Conclusions section.

INITIAL PROTOTYPE SKETCHES

DIAGRAMS

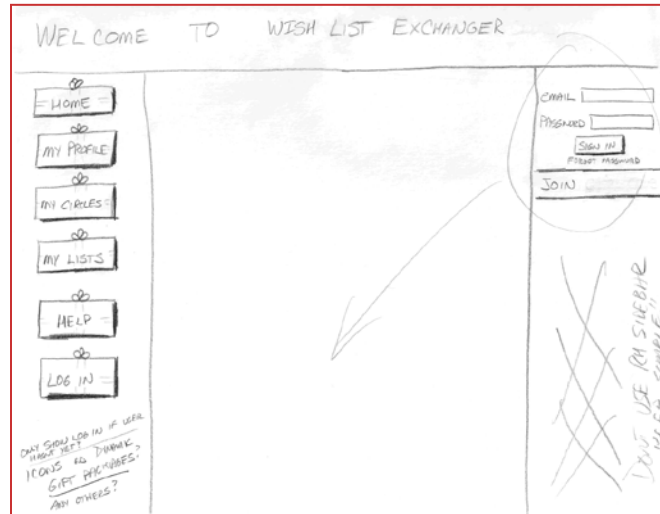


Figure 1: Example of Interaction Sketch (Paper Prototype)

See Appendix A for additional interaction sketches (paper prototype).

See Appendix B for initial prototype task flow diagrams.

See Appendix C for storyboard diagrams.

With a working belief regarding the product vision and problem space, the design team focused primarily on creating a website that could be used by a wide range of ages and web-savvy skill sets, all within the context of a community event, such as Christmas shopping and celebration. The design team opted to create a website that specifically served the purpose of viewing all the available user-created lists and taking action upon those items. Other extraneous communal activities, such as email notifications and chat activities, were excluded from the initial website design.

The design team decided to include the ability for users to manage multiple lists if desired, allowing users who had a higher level of concept comfort (or who had a satisfaction with the concept) to be able to coordinate their shopping activities across multiple social circles.

COGNITIVE WALKTHROUGH & DIRECTION

The design team performed an internal cognitive walkthrough using several proposed paper prototype sketches. The team found most of the proposed ideas made sense. The major confusions were related to the interaction path and the organization and display of information. An example of this was when viewing the lists of other members of a circle, we had to determine what format or layout conveyed the most usable information in a method that was organized and useful to the user. This was remedied by providing feedback to the user when action was taken. For example, when a user selected an item to purchase, that action was noted visually and changed the way that that particular list was displayed.

The design team found a few potential navigation inconsistencies in the design. The design team had to determine what the critical “landing page” would look like for then user when logged in, and what would make the most sense. Originally, the focus was on viewing all available circles and managing many lists, but we changed the focus to be more self-contained within each circle. By modifying the initial screen focus, our design team believes the change created more manageable, understandable groupings of information, reducing the complexity of the displayed information.

The design team also agreed that in some situations, users might desire to manage holiday wish lists not only for themselves, but also for other users, such as their children, spouses, or dependents. Included in the initial design is the ability for users to create these “sub-user” identities and lists without having to create separate Dear Santa Database profiles for those particular users.

DIGITAL PROTOTYPE DESIGN

DIAGRAMS & TEST PREPARATION

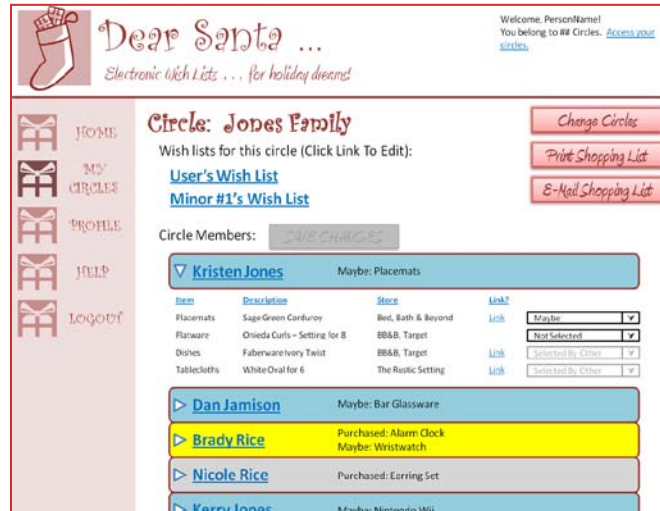


Figure 2: Example of Interaction Sketch (Digital Prototype)

See Appendix E for additional digitized prototype screenshots.

See Appendix F for refined screen flow diagram/information architecture.

The design team reviewed acquired notes from the initial walkthrough and created a flow of all proposed screens, allowing the team to concentrate efforts on creating proper screens to perform primary tasks with the new user website. The screen flow provided a good baseline for further discussion in how device functionality can be enhanced further by eliminating screens and actions deemed unnecessary for the given functionality. From this discussion, functions were streamlined from the initial prototype, as their functionality was combined with other existing screens.

A concentrated effort was then made to recreate all user interface screens digitally within MS PowerPoint 2007. The design team reviewed these screens to assure no known task processes were omitted before conducting user walkthroughs. Tasks and task scripts were also created and reviewed to test primary device functionality, in order to acquire user input regarding future user interface directions the design team should investigate. The PowerPoint document was to be kept as a retainer for reference purposes during the testing phase, and would be used for future enhancement and expansion ideas once the initial usability tests concluded.

Once all digitized screenshots were converted and approved by the design team, the design team decided the most appropriate method to perform usability tests was to convert all screenshots to Internet pages and linked appropriately. The design team constructed a method of capturing individual screenshots (within PowerPoint), converting each screenshot to a graphic displayable on the Internet (in this instance, all screenshots were converted to GIF format using Adobe Fireworks CS4), and properly linked to individual web pages via "hotspot" functionality using MS FrontPage 2003. The design team reviewed the resulting conceptualized website to confirm proposed usability tasks were linked properly, supplied the appropriate feedback, and still allowed for proper "experimentation" by test subjects if they so desired.

TASK WALKTHROUGH FINDINGS

See Appendix G for Pre-Walkthrough Script (Addressed to test subjects).

See Appendix H for Task Walkthrough Descriptions and Raw Data.

Design team members found multiple volunteers to perform three tasks, as approved by the team. The test subjects, while not representing a total spectrum of age range, did have a varied technical comfort level and did have a theoretical reason to use the Dear Santa Database website, as created in the prototype.

- Married Male, appx. 31 yrs. old, living with wife, one child, very technically savvy.
- Married Female, appx. 33 yrs. old, living with husband, no children, not technically savvy.
- Married Female, appx. 33 yrs. old, living with husband, 2 children, somewhat technically savvy.
- Married Female, appx. 56 yrs. old, living with husband, 3 grown children, somewhat technically savvy.

A quick review of the key findings that were uncovered by the tests in whole reveal the following:

1. All four users were able to create a website profile with minimal complications. Two users mentioned a desire to review their full profile information at the time of registry confirmation (or at least be given the ability), in order to make any changes, additions, or set up of dependents to the account itself. Additionally, at least one person noted an inconsistency in the use of “Profile” versus “Account,” and thought verbiage consistency should be considered.
2. All four users were able to access, create, and save their personalized wish list as desired. There were some questions regarding the “User’s Wish List” and seeing the “Minor #1’s Wish List” as well. Users questioned how minors were added to the account when no minor was added in profile information.
3. At least 2 users liked the idea of providing a URL for a wish list entry, though copying/pasting a long URL, especially one from a dynamic web site, may be cumbersome. Perhaps there would be a way whereby online stores such as Amazon, Best Buy, etc. could provide direct links to their items that would give users the ability to copy/paste URLs into the “Link” entry, or somehow import those links automatically from the application itself.
4. At least 1 user mentioned the disappointment of not currently being able to adjust his/her wish list if necessary. This may need to be readdressed or reconceptualized in further investigation.
5. All users mentioned confusion of the “Maybe” status for users, and recommended rewording this term to something that could be perceived more properly as “selected by user”, versus the other statuses.
6. At least 1 person thought providing a “Done” button for individuals in a given circle may be nice to include, such that when the user has completed shopping for a person, they can be marked as such, and have their entry in the circle dropped to the bottom (out of sight).
7. Test subjects noted the possible confusion of color-coding circle members based on their current status (as established by the test subject). The statuses were already pre-determined prior to test – which was quite confusing during the third test – and felt (1) they should have set statuses initially before marking a person as purchased, and (2) that color codes could be better enhanced to be more visual, or that “holiday” icons could be added to better indicate their status.
8. At least one user asked how he/she would know if a circle member has made any changes to their wish lists, in order to indicate other wish list alternative items have been added for consideration.

PROJECT CONCLUSIONS

SUGGESTED CHANGES

See Appendix I for screenshots of Proposed Prototype Changes

Based on the key findings uncovered during the initial usability tests, the design team found several areas of improvement that could enhance the proposed Dear Santa Database website to the point of full prototype implementation. Below are several significant changes the design team would like to update to the website prototype and further test in the future iterations, as it is believed these would help the product achieve the core goal of simplicity to holiday wish list exchanges.

1. Consistency of verbiage

At least one user noted the inconsistency of creating an “account,” and yet in order to access it, one had to click the “My Profile” entry along the left-hand side. The design team proposes to change all references to a user’s profile as “Profile,” in order to eliminate possible confusion. (See Appendix I, Figure 1)

2. Re-Label status of “Maybe”

All four users mentioned the confusion of the term “Maybe” when doing initial status updates for various circle members. At this time, the design team does not know what possible terminology can be used to express this selection, and would like to poll potential website users what term they feel would be appropriate. (See Appendix I, Figure 2 for “Selected By You,” rather than “Maybe”).

3. Inclusion of “Done” button and “Wish List Changes Made” indicator to Circle Members

One test subject thought it would be appropriate to include a “Done” button when they have finished shopping for an individual. This would need to be tested, but it should be a relatively simple test to conduct with an expanded usability test in the future, though it would be proposed the button would only appear once a purchase has been made for a circle member. Additionally, an icon to indicate whether wish list changes have been recently made would also be useful, in case users are hoping for additional gift ideas for circle members (See Appendix I, Figures 3 & 4)

4. Inclusion of profile changes to reflect dependents in profile

Several users were inquisitive regarding the “Minor #1 Wish List,” wondering how they were added in the first place. This functionality was discussed in some detail within the design team, and several screens were created to reflect such functionality. However, it was also determined that the initial prototype tests would not test for this specific functionality due to its perceived secondary need, but should be seriously considered for future enhancements.

5. Changes to the Usability Test itself

The design team noted several changes to the usability test itself may be in order, due to some inconsistencies in perceived website functionality. For example, test subjects were not allowed to experiment with the initial establishment of setting statuses on circle members (a usability test between Tasks 2 & 3), which would have provided an earlier usability test on the circle member functionality and kept functionality in line with the perceived task flow. Additionally, the visual representation of dependents or minors in the prototype itself was distracting, and therefore should have been removed from the prototype itself to avoid confusion prior to the usability test. Future functionality and usability tests could be performed specific for this function. (See Appendix I, Figure 4, for starting point of new usability task #3)

DESIGN WISH LIST

With our focus on ease-of-use for the Dear Santa Database website, we wanted to make a few changes that might not be feasible to implement for a final product, but we think they would help the end user experience.

1. *Inclusion of dependent information to an individual profile*

The functionality for dependent information should be included in the application and tested accordingly. Preliminary tests show great interest in this concept. This would, or could, be perceived as a vital function of the proposed application, since people may attribute “wish lists” to small children, and therefore may not be able to create their own wish lists on a complicated device, such as the household computer.

2. *Expansion of wish list database concept*

With the current functionality, it is perceived a person could create a circle of friends and NOT create their own personal wish list for the circle. This could potentially open up the idea of creating wish list circles for events outside of just the year-end holidays. Events such as birthdays, Easter, graduations, etc. could also be included in the database. Of course, this would then change the image of “Dear Santa,” but the expansion toward this could be envisioned and design could reflect this.

3. *Inclusion of social messaging*

Within the Dear Santa Database website, social messaging was only discussed on a conceptualization level. Activities such as daily (or other regular periods) e-mails could be sent to give progress reports and reminders from other circle members. Potential messaging services could be added to the website, as well as on mobile devices, in order to get additional ideas or to bring circle members together.

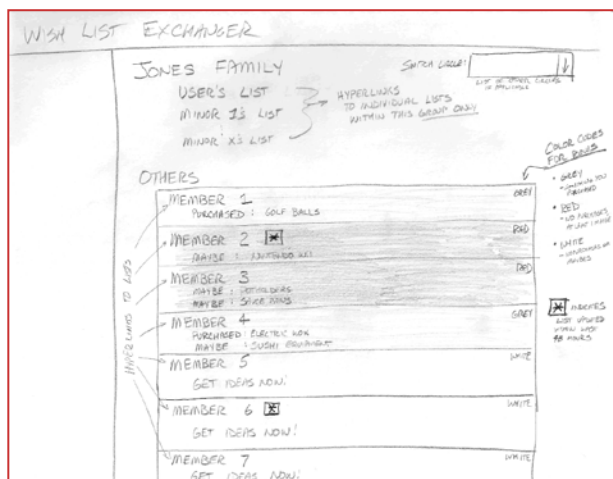
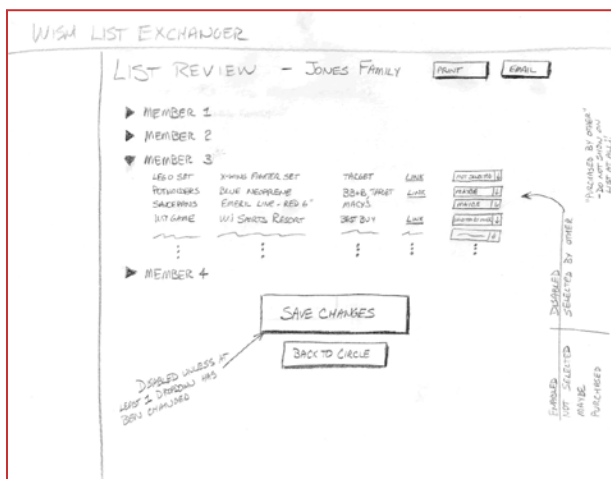
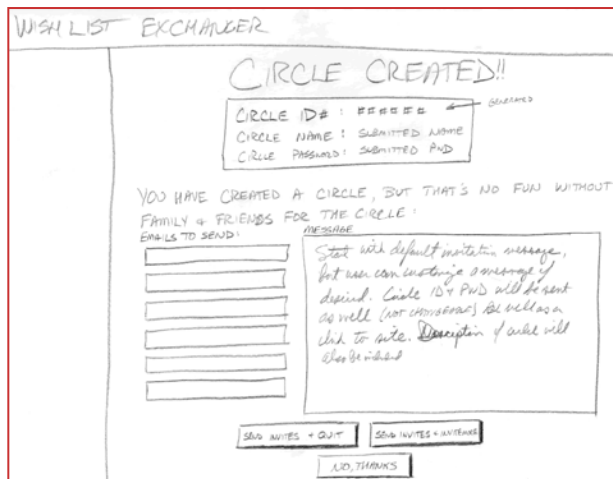
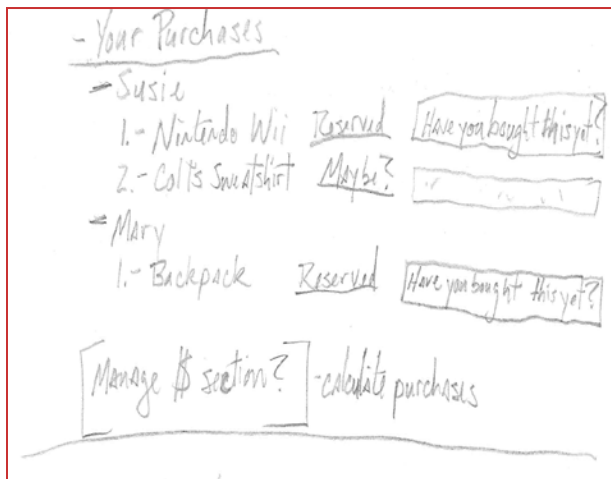
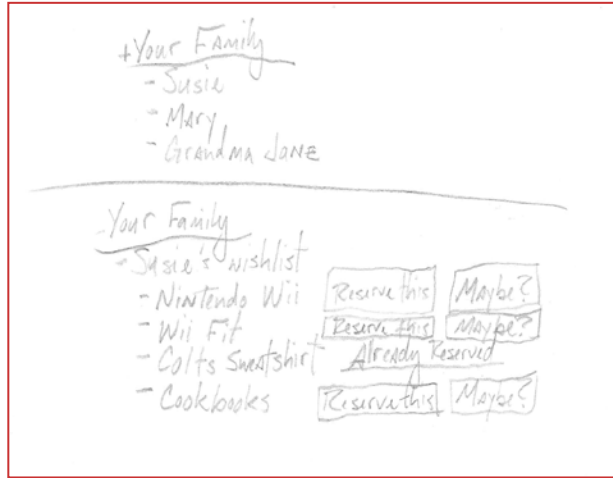
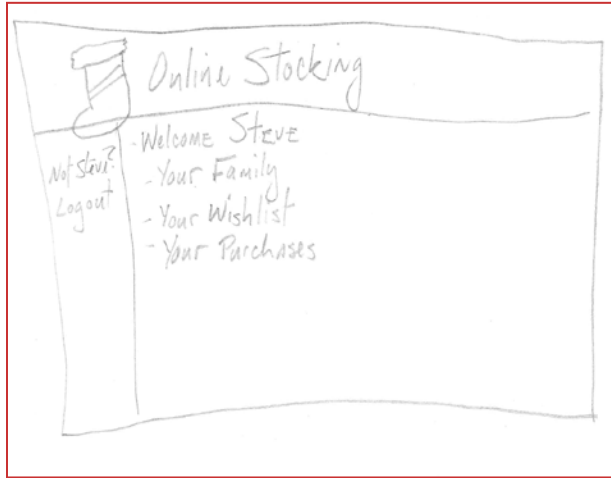
4. *Mobile Device integration*

Wish lists are traditionally printed out on paper and taken by users to various shopping establishments during the holiday season. While these wish lists are handy, they also can (1) be lost, (2) be changed without notification, and (3) end up wasting paper. In order to become more eco-friendly and to assist with world sustainability, the design team can conceptualize a mobile application that would allow a user to adjust circle member statuses, to review potential purchases for those members, and to potentially instruct users where to go while they are shopping (for example, if a user mentions Best Buy as a store, the device could locate the closest Best Buy store based on their current location while shopping). Inclusion of store sales, coupons, etc., could also be integrated into the mobile application in order to lure in shoppers based on their circle members’ wish lists.

In conjunction with these changes to the device and proposed user interface, the design team believes the next round of walkthrough tests could involve users in a co-discovery setting. This would allow the involvement of different user and/or parent/child combinations, allowing for interaction more in line with the purpose of the website itself. Plus, with the involvement of parent/child combinations, the design team can test the user interface between family generations, allowing for a broader spectrum of ages and technical understanding. Could young children use such a website, or could a corresponding wish list web site be created such that they could create their own wish lists? What would be a minimum age for children to be included? When do children receive their first individual e-mail address, and would a parent be able to adjust a list for a child if necessary? While this may be the end of this project phase, the design team is quite intrigued by the project results, and would like to see the whole conceptualization come to fruition in the near future.

APPENDICES

APPENDIX A: INITIAL INTERACTION SKETCHES (PAPER PROTOTYPE)



APPENDIX B: INITIAL PROTOTYPE TASK FLOW DIAGRAMS

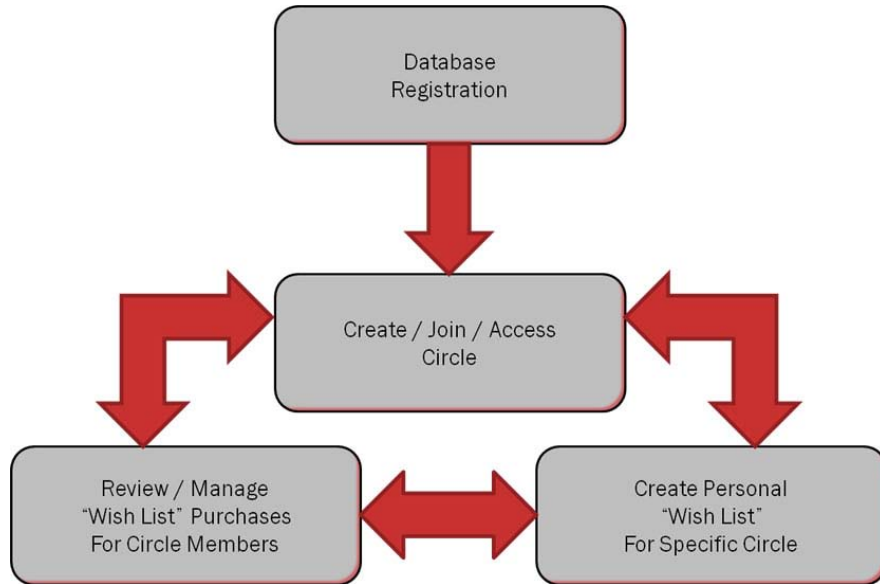


Figure A: Initial Flow Diagram

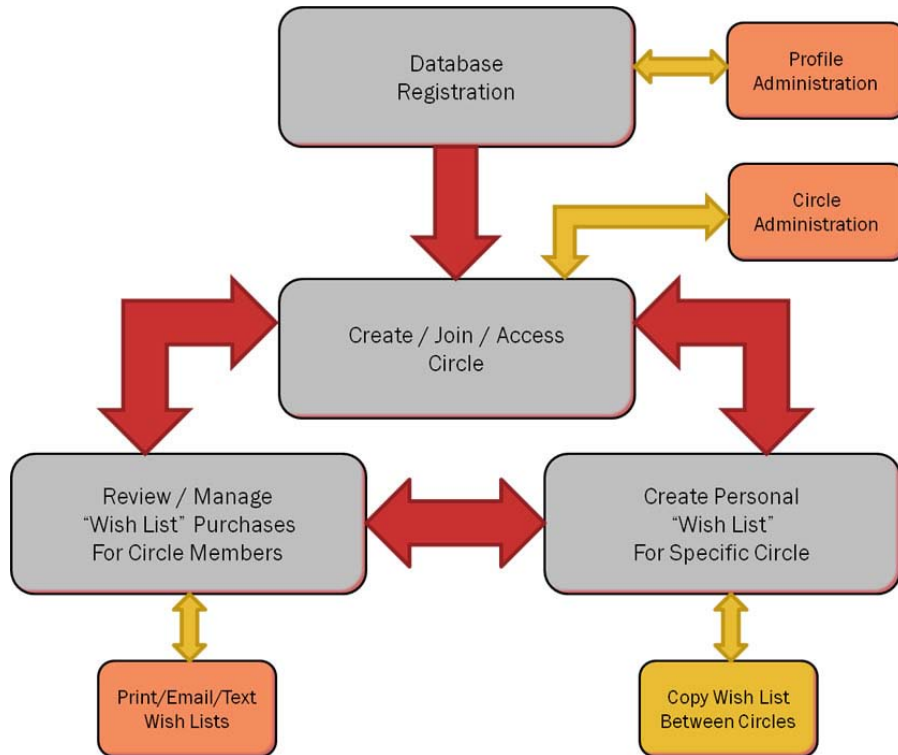


Figure B: Expanded Flow Diagram with Support Functionality

APPENDIX C: STORYBOARD DIAGRAMS



Storyboard Interpretation: Users are discussing exchange of holiday wish lists. User finds online wish list exchange service, creates a common group for family members to join, creates a wish list of her own, reviews the wish lists of others within her "circle", and purchases gifts based on others wishes.

APPENDIX D: PROTOTYPE SCENARIOS

Scenario #1

Martha is a 40-year old mother of two. This year, she and her family are celebrating Christmas with her parents and other close family, many of which live out of state. Managing all of the needed gifts for relatives is difficult, not to mention time-consuming. In order to try to get a jump on organizing her holiday plans, including travel and gift giving, Mary decides she needs help—an assistant would be ideal.

Mary goes online in search of tools that can help her better manage her holiday. She finds the Dear Santa Database website and realizes she can get a handle on at least one aspect of her holiday—gift giving—by creating a circle online for her and her family to access and share gift ideas. She thinks this will help everyone out since everyone can access different wish lists by going to one common place. Family members will be able to share the responsibility of listing their own gift wants while also building lists of items that they want to purchase for others.

Mary also realizes she can create lists for her children, this way she can easily suggest items that they may want without having to worry about making several phone calls to coordinate gifts while not worrying about potential duplication. This also makes it easier for her to shop for her own children.

Scenario #2

Javier is a 26-year old bachelor who leads a busy life. He comes from a large family and always makes it home for the holidays. He has many nieces and nephews and never knows what to get for them. He often just goes to the store and buys what seems to be popular.

He gets an invitation from his mother to join the Dear Santa Database website and after signing up realizes that he now has access to gift lists for all the people in his family. Javier clicks on a couple of gifts for each of his nieces and nephews and prints out the list. This will make his shopping much easier because he now can go to the store with a plan. Javier thinks that this might turn out to be the easiest Christmas he has ever had.

Scenario #3

Sara is a 31-year old apartment dweller who is moving into a new house in the spring. She loves clothes and other fashionable items, and family members typically buy her nice things that they think she can use in her professional life, including clothing like coats, scarves, perfume, and nice jewelry.

Sara always appreciates these gifts, but has decided that to prepare for moving into a larger place, she could use more household items like a new set of cookware and a nicer table setting. By using the Dear Santa Database website, Sara creates a list this year for herself that looks different from the types of gifts she typically would receive, but she now can tell everybody else exactly what she needs instead of making them guess.

APPENDIX E: DIGITIZED INTERACTION SKETCHES

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, Guest. Please [log in](#) to access your account, lists, and circles.

HOME
LOGIN

Welcome to the Dear Santa Database!
The Dear Santa Database was designed for friends, family, office members, Cub Scout troops ... just about any grouping of people that may be exchanging holiday wish lists, including yourself. You can create your own wish list within a group, and everyone can see what you'd like to have. Conversely you can mark potential gifts as "Maybe" or "Purchased", thus reducing the possibility of gift duplication. Additional introduction information would go here.

As easy as 1 - 2 - 3 ...

- 1 Create or Join a Circle
- 2 Create a Wish List for your Circle
- 3 Manage Wishes of Circle Members

GET STARTED TODAY!!

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, PersonName! You belong to 00 Circles. [access your circles.](#)

HOME
MY CIRCLES (2):
PROFILE
HELP
LOGOUT

Jones Family ** 20 Members

Evergreen Office 12 Members

** indicates you are the circle administrator

Create A Circle
Generic description of creating a circle for friends and family to become members, so that "wish lists" can be exchanged and managed.

Join A Circle
Receive an e-mail to join a Dear Santa "Circle"? Enter the ID & Password you received here:
Circle ID Number (Required):
Password (Required):

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, PersonName! You belong to 00 Circles. [access your circles.](#)

HOME
MY CIRCLES
PROFILE
HELP
LOGOUT

Circle: Jones Family

Wish lists for this circle (Click Link To Edit):
[User's Wish List](#)
[Minor #1's Wish List](#)

Circle Members:

Kristen Jones Maybe: Place mats

Item	Description	Store	Link?	Link?
Place mats	Sage Green Corduroy	Bed, Bath & Beyond	Link	Maybe
Flowerware	Diventa Curis - Setting for 8	BBQ, Target	Link	Not Selected
Dishes	Fabware Ivory Twist	BBQ, Target	Link	Selected by User
Tablecloths	White Oval for 6	The Rustic Setting	Link	Selected by User

Dan Jamison Maybe: Bar Glassware

Brady Rice Purchased: Alarm Clock
Maybe: Wristwatch

Nicole Rice Purchased: Earring Set

Kerry Jones Maybe: Nintendo Wii

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, PersonName! You belong to 00 Circles. [access your circles.](#)

HOME
MY CIRCLES
PROFILE
HELP
LOGOUT

Circle: Jones Family

Wish lists for this circle (Click Link To Edit):
[User's Wish List](#)
[Minor #1's Wish List](#)

Circle Members:

Kristen Jones Purchased: Place mats

Item	Description	Store	Link?	Link?
Place mats	Sage Green Corduroy	Bed, Bath & Beyond	Link	Purchased
Flowerware	Diventa Curis - Setting for 8	BBQ, Target	Link	Not Selected
Dishes	Fabware Ivory Twist	BBQ, Target	Link	Selected by User
Tablecloths	White Oval for 6	The Rustic Setting	Link	Selected by User

Dan Jamison Maybe: Bar Glassware

Brady Rice Purchased: Alarm Clock
Maybe: Wristwatch

Nicole Rice Purchased: Earring Set

Kerry Jones Maybe: Nintendo Wii

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, PersonName! You belong to 00 Circles. [access your circles.](#)

HOME
MY CIRCLES
PROFILE
HELP
LOGOUT

User's Wish List - Jones Family Circle

Remember: Once you have added an entry, you CANNOT remove it! Why? Someone from this circle may have already purchased it for you! Be sure on your submissions.

Item:
Description:
Store(s):
Web Link?:

Item	Description	Store(s)?	Web Link?
Shoes	Hiko Air Pegasus - Blue & Silver - US 5	Dick's Sporting Goods	http://www...
Water Coat	Columbia - Grey/Yellow Dry-Jump - XL	Dick's Sporting Goods	http://www...
Cell Phone	Motorola R-moblii (blue) - 3rd	Radio, Target, Best Buy	http://www...
Table Lamp	2 Head Table Lamp - 18" Tall Lamp	Wal Mart	http://www...
Teapot(s)	8 1/2" Green/Gold - 1 piece	Wal Mart	http://www...
Coffee Maker	Black Coffee Maker - 12 cup or more	Walmart US	http://www...
Eng Ring	Eng Ring - 14k Gold	Price, Pottery	http://www...
Eng Ring	Eng Ring - 14k Gold	Price, Pottery	http://www...
Video	2008 Nickel	Ulster Winery, Chateau, Thomas	http://www...
Nintendo Wii	Extra Controllers available once, too	Best Buy, Walmart, Target, Radio	http://www...
Computer Bag	Facebook Bag - 17" messenger - Black/Blue	Computer Hardware	http://www...

Dear Santa ...
Electronic Wish Lists ... for holiday dreams!

Welcome, PersonName! You belong to 00 Circles. [access your circles.](#)

HOME
MY CIRCLES
PROFILE
HELP
LOGOUT

Circle Created!!

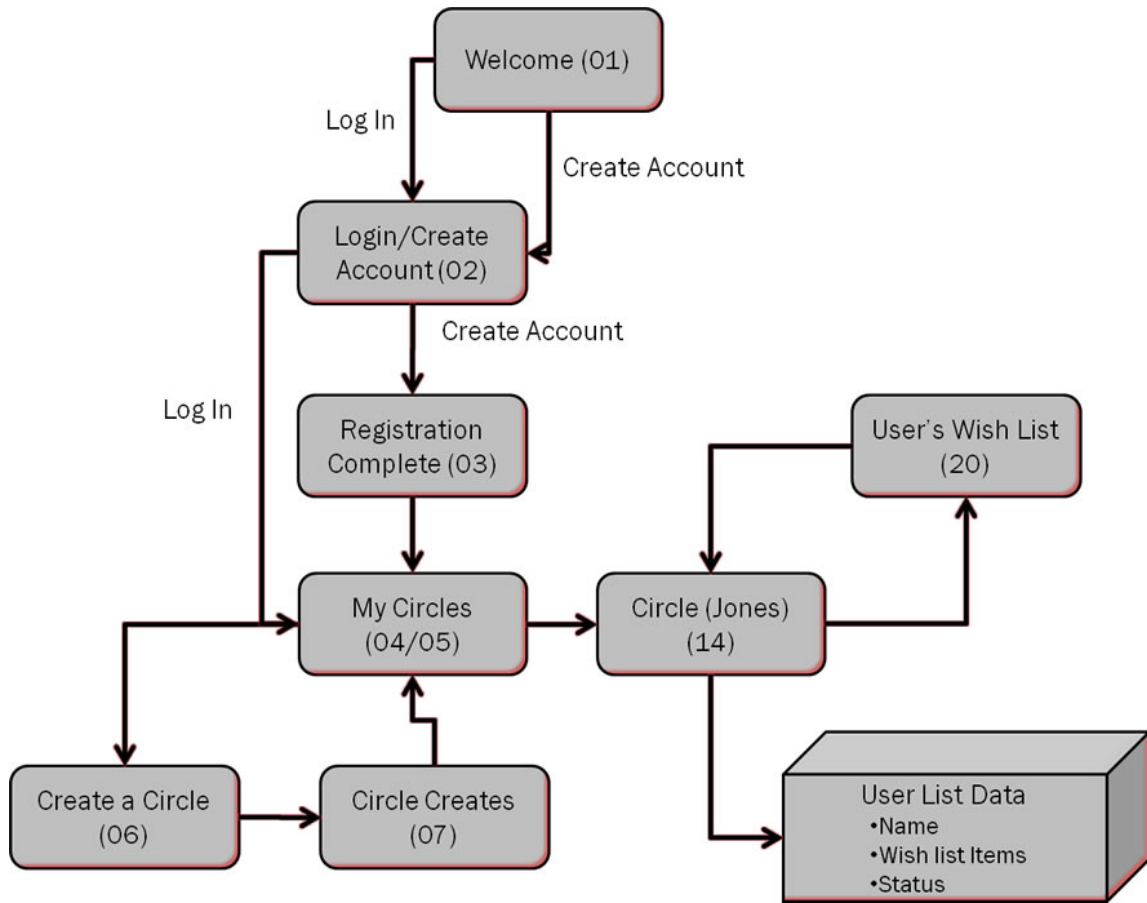
Circle ID Number: #####
Circle Name: Submitted Circle Name
Circle Password: Submitted Circle Password

You have created a new circle, but it's no fun without family and friends! Invite your family and friends below!

Enter E-mail Addresses
Enter E-mail addresses of people to invite to your circle. Separate each address by a comma.

Do you use Outlook, Apple Mail, Facebook, G-Mail or another e-mail application? [Insert your post-pop e-mail contacts!](#)

APPENDIX F: INFORMATION ARCHITECTURE



APPENDIX G: PRE-WALKTHROUGH SCRIPT

Good Afternoon. We represent product development for a new online gift registry design, development, and usability testing team. Thank you for giving us your time to test our redesigned system. I would like to cover a few points and instructions with you before you begin with our usability test.

1. Your role today is as partner to improve the quality of the online gift registry to our valuable customers. We would like to emphasize that you are NOT being tested, but rather the product you will review is what is being examined.
2. Your input will greatly help us make a better decision as to the design and options to keep, remove, or modify for continued improvements to the web site.
3. You will be given three (3) simple tasks, based on normal functionality within the application. You will have approximately five (5) minutes to complete each task, though we highly doubt you will need this long. In the event you go over the allotted time we will ask you to move on to the next task.
4. Regarding the Tasks:
 - a. We will read to you what we would like you to accomplish in each task. You will also be given a copy (verbatim) of each task. This will allow you time to completely understand what each task is asking you to do.
 - b. Please feel free to ask if anything is unclear. If once you begin and the task still seems unclear, you may ask us whatever is needed.
 - c. During the process of carrying out each task, we encourage you to speak aloud what you are thinking or feeling.
 - i. In other words feel free to verbalize any frustrations, disturbances, ambiguities, unclarity, etc., in anything you see during the process.
 - ii. You may also express any positive or negative comments if you feel it necessary.
 - iii. You don't need to be excessive, but rather very natural in verbally expressing what you, personally, would normally keep in your head.
 - d. Please, do not feel pressured as if you were under a time limitation to complete each task, but rather simply read the task and carry it out as you see fit. There is really no time limit you must beat.
5. After you have completed the tasks, you will be given payment for assisting us and will be free to go.
6. Again, we appreciate your cooperation in the usability testing and will follow-up with a letter of thanks.
7. Are there any questions?
8. Ok, so let's get started with the first task.

APPENDIX H: TASK WALKTHROUGH RAW DATA

Demographics of test subjects (color coded for responses):

- Married Male, appx. 31 yrs. old, living with wife, one child, very technically savvy.
- Married Female, appx. 33 yrs. old, living with husband, no children, not technically savvy.
- Married Female, appx. 33 yrs. Old, living with husband, 2 children, somewhat technically savvy.
- Married Female, appx. 56 yrs. Old, living with husband, 3 grown children, somewhat technically savvy.

Use Case 1: Primary Functionality	
Task 1.1: Website Registration and Circle Setup	
Goals/Output	Register for the service and add your family in order to shop for everybody
Inputs/Assumptions	http://www.davidcraske.com/Info564/Final/Screen01.htm
Steps	<ul style="list-style-type: none">• Click “Get Started” Button• Type in Account Info and Click “Create Account”• Click “Go To My Circles”• Click “Start” to Create a Circle• Enter Information and click “Create Circle”• Enter Other Users’ email and click “Send Invitations”<ul style="list-style-type: none">o Note: Can also import addresses and add a message at this point
Expert Time	5 minutes
User Instructions	Access the web site, start & save your profile information, add your family's group to the database (We'll call it the Jones Family), and encourage friends / family to join.
Notes	Register for the service and add your family in order to shop for everybody

Raw notes from user walkthroughs:

User was Successful. Noted that Get Started button should be a different, stronger color to note it is the button itself. He wanted to know more about the Yes/No dropdowns on the “Create List” items. The user was curious about adding other people to his circle, and noted that he would probably want to also list items for his child.

User was Partly Successful. Clicked on the box labeled #1 more than a few times before stopping and having to ask what she was missing. She performed acceptably after that misstep. This confusion may come from design issues such as color or button prominence in relation to other information displayed onscreen.

User was Successful. User understood she either received an e-mail or found the web site directly. She clicked on the Create a Circle from the “You do not belong to a circle” at the top section of the screen. She created the circle fine, but asked about the importing of e-mails, as she did not realize this could be done, especially with online email address books. She asked about how she could select and choose e-mail addresses from her lists, and test conductor explained at high level she would be able to do such, but it was not included in the current prototype.

User was Mostly Successful. User reviewed the first page, and went right to the “Get Started” button. She was able to create her account, and wanted to know whether she would have received a follow-up e-mail regarding her registration (it was mentioned that one would be sent). TANGENT: She then went to her “My Profile” section to review her settings, which she did, and saw she could set up some of her settings there. She noted that the button said “Create Account” but the left-hand navigation said “My Profile” and wondered what the difference was (Note – probably need to keep verbiage consistent). User clicked the “Create Circle” button at lower-left and proceeded to create a circle. She did not stay at the “e-mail contacts” page very long, which the conductor questioned her on. She thought about it for a few seconds, and didn’t realize what that page was used for. She then asked how she could get send or resent invitations, which the conductor demonstrated the Circle Administration functionality (2nd Tangent), which she understood a little more.

Use Case 1: Primary Functionality Task 1.2: Develop Personal Gift List	
Goals/Output	Tell everybody what you want
Inputs/Assumptions	http://www.davidcraske.com/Info564/Final/Screen05.htm
Primary Steps	<ul style="list-style-type: none">• Click “Jones Family”• Click “User’s Wish List”• Enter Information about requested item and click “Add to Wish List”• Click “Save and Return to My Circles”
Expert Time	3 minutes
User Instructions	Now that you have created your family's group, it's now time for you to create your own Christmas registry. This registry will be accessible by all people within your group, so that they can see what you want for the holidays. We'd like you to add a pair of shoes, among other things. Once you've added several entries, save your registry.
Notes	

Raw notes from user walkthroughs:

User was Successful. He noted that we might change the text “User’s Wish List” to something like “My Wish List” or “(Name of User) Wish List.” He asked if all fields were required: “What if I don’t know the URL?” Asked what would happen if he left the screen without hitting the Save button, especially if he had added multiple lines of information.

User was Successful. “Ohh, that works pretty well.” Asked: “Can I assign someone to have to buy me something on this list?” She noted that she oftentimes shopped at local stores that have specific items and that giving information such as websites or other contact information for the stores would be helpful.

User was Successful: User entered the “Jones Family” circle and noted there were 2 entries at the top (User’s Wish List and Minor #1’s Wish List). She questioned this, and wanted to know how this was added. Conductor explained the initial idea of adding minors (children) or other family members (ie, husband) to a single account, for the purpose of adding wish lists for those that are unable or unwilling to create such a list. (NOTE – for this test, screens should probably have omitted Minor #1 entries to avoid confusion). User entered her own wish list, and walked through the steps she would perform. She liked the idea of the URL Link, though thought it may need to be reworded to “Web Link” or something (ie, Facebook link?, MySpace Link? Something that’s quick). She submitted her entry, clicked Save List. All went well. She asked whether people in the link would receive an update notification somehow that new entries were added. Conductor stated that would be under investigation.

User was Successful. She entered the Jones Family circle, reviewed the page, saw there were several entries below, and initially thought her list would be down below. She then reviewed the whole page, and saw “Users Wish List”, which she selected. She reviewed the list, but questioned whether it was her list or her “shopping list for others. Conductor advised her that it was her own “wish list” and that there would be a printing option to print off everyone else’s wish list if she so desired. She clicked the submit button and saw the whole list of objects, which she questioned again (explained to her that the screen shows what her screen would look like after submitting multiple entries). She questioned whether she would be able to update her list (ie, I forgot what color(s) or Size I want). Conductor explained this was not in the initial prototype, but could be investigated if project moved forward. She then saved her list and returned to the Circle itself.

Use Case 1: Primary Functionality	
Task 1.3: Reserve Gifts for Circle Members and Update Wish Lists Accordingly	
Goals/Output	View items that Kristen wants and buy placemats
Inputs/Assumptions	http://www.davidcraske.com/Info564/Final/Screen05.htm
Primary Steps	<ul style="list-style-type: none">• Click “Jones Family”• Click to expand records for Kristen Jones• Change toggle on Placemats item from “Maybe” to “Purchased”• Click “Save Changes”
Expert Time	2 minutes
User Instructions	OK - you've now created your family's group, and you've started your own registry. Now - it's time for you to see what everyone else wants for the holidays. While you were shopping on Black Friday, you found the perfect set of placemats for Kristen Jones. Review the entries for Kristen (among others) to see what they want and their current "gift status", then go ahead and update the database to let everyone in the circle know they don't need to buy the placemats, as you've bought them for her.
Notes	

Raw notes from user walkthroughs:

User was Successful. Expressed concern about just leaving items in Maybe status, noting that since that locked out others it was critical to only select items one might actually purchase. Asked the question if a user could see who was purchasing what gifts for them. Wondered if the Minor's list would be visible to the parent like other users' lists, or if it was more like the User's own list (meaning you can not see what gifts are listed as selected or purchased).

User was Partly Successful. User had difficulties understanding the Purchased/Maybe/Not Selected dropdown. Was concerned about the grayed out items (Selected by Someone Else), and wanted to know why she couldn't select this from the list. User eventually figured out task and selected item successfully. Commented that gray didn't seem to be the right color for this to convert to, but did not have a more concrete suggestion.

User was successful. User seemed a little confused having Maybes and Purchased selections already chosen. Suggested a test when everyone hasn't had updates may be more appropriate at this stage. User was OK with the “Maybe” selection, but made suggestion that it be called “Selected by You”, since there is already a “Selected by Other” being shown when expanding a list. User understood the color coding of names itself, but suggested that more appropriate colors may be more useful (red = nothing selected, green = completed purchasing, yellow = maybes, yellow-green = purchased & maybe). Also suggested that an icon or “progress bar” could be used as well in conjunction with the color code. User was able to note the color change from blue to grey when marking a gift as purchased.

User was Partially Successful. User understood the “Purchased” and “Selected by Other” drop-downs, but asked about multiple gifts for same person (for example – user may want to purchase 2 placemats, but requestor requested 4 placemats) – can this be enhanced? User also expressed much confusion about the “Maybe” selection, as she did not know if the “Maybe” was that someone else had marked Kristen as “Maybe”. Since she had not originally marked the placemats as Maybe, she didn't know how it got set in the first place. Test conductor needed to explain what she was to do, and informed her that the task assumed she already had made initial selections. She also mentioned it might be nice to mark an individual as “Done”, which would (1) move them to the bottom of the list and mark them thusly, in order to make quicker work of her wish list maintenance.

APPENDIX I: PROPOSED PROTOTYPE CHANGES



Figure 1: Updated Login Screen (no mention of “Account”)



Figure 2: Re-Label of “Maybe” Status



Figure 3: Inclusion of “Done” button to Circle members



Figure 4: Proposed Usability Test #3 starting point, with new “Changes Made” icon