Planet Dog Mid and High-Fidelity Prototypes

Test goals

User feedback from a low-fidelity prototype test revealed that the homepage and navigational elements of the iteration required revision but users approved of the minimalist design. To advance the Planet Dog project, I have developed a mid-fidelity iteration of the site. The feedback from a mid-fidelity usability test will determine the design of a final high-fidelity iteration of the site. Copies of each prototype are available in the documentation section of the report. The goals for the mid-fidelity prototype test are as follows:

- To determine if users can build on existing knowledge to complete tasks on the site.
- To discover how users react to any workflow or design errors on the site.
- To evaluate if the structure and skeleton of the site satisfy users' design preferences and usability concerns.

While the high-fidelity iteration of the site will serve as the final deliverable for the Planet Dog project, Planet Dog should perform regular user testing of the final design in order to maintain the site.

Methods

Before I began the second usability test, I reviewed the feedback from the previous low-fidelity prototype I tested. After incorporating the feedback into the design, I recreated the basic layout and design of the homepage, shopping pages, the article category page, an article page, and the about us page. This mid-fidelity prototype included colors as well as images and replicated some of the more important visual elements but was not a fully functioning prototype. Before I tested the prototype, I had users critique the overall design of the pages. The prototype and user responses are available in the documentation section of this report.

After I created the mid-fidelity prototype and a usability script, I recruited three users and recorded their profiles. I then began a three-part usability test. In the first part of the test, I had users perform four tasks of varying complexity while I recorded their words, actions, and responses using the see-say-do method. Next, I had them rate certain design elements of the site using a 1-5 scale. Finally, I asked a series of open ended questions about interface items and the general impression of the site, offering them a chance to suggest changes to the next iteration of the site. Photos of the prototype, the usability testing script, and the usability test data are available in the documentation section of the report.

Data

Generally, users had a positive response to the design and were able to navigate tasks successfully. As was the case in the low-fidelity prototype, users tended to navigate between tasks using the navigational links at the top of the page when they began a task on the homepage, rather than looking through the teaser content on the homepage. Although users could have shortened their paths by using some of the homepage links, they seemed content to use a longer path with stronger conventions. Users also seemed hesitant to comment on the design or at least generally approved of the looks of the site. One user commented on the the color green in the composition, saying that it was difficult to see. She also noted that the navigational elements at the top of the page felt unbalanced. She also suggested that the term "blog" did not suggest that there would be press releases and news as well as blog articles and that a blog page could also serve the same purpose as a resources page. A second user generally like the site but wanted more category names on links on the homepage and thought that the logo felt a little heavy in the top left corner of the comp. The third user gave positive feedback, noting in particular that she liked the images of the dogs across the site. Finally, users overall described the tone of the site as professional, calming, adventurous, friendly, and fun.

Analysis

Because the low-fidelity prototype test was successful, the mid-fidelity prototype was generally successful. This test met the three testing objectives, allowing users to build on existing knowledge as they navigated tasks, it revealed that they relived on the navigation links to compensate for errors, and it demonstrated that users were generally satisfied by the design and usability of the site as well. However, because both tests revealed that users rely heavily on navigational elements, the site's header will require more revision, particularly the layout and perhaps the navigational categories as well. Consequently, the next iteration of the site should have a header with parallel navigational links that follow the look and feel of the rest of the site and should have more precise categories. In addition, since users wanted more information about some products on both the homepage and the category pages, the next iteration of the site should have more level two and three headers.

Recommendations

This usability test revealed that users generally approved of the design and succeeded in completing tasks. However, the next iteration of the site will require the following steps:

- Redesign the header so that the logo and navigational links are parallel and span the page to follow the same grid as the rest of the site.
- Rename the resources and blog categories to eliminate redundancy or confusion.
- Provide more level two and three headers as labels for different elements.

● Maintain the look and feel of the site generally so that it remains professional, adventurous, and friendly but add color to a few more text elements.

While the final iteration will serve as the final deliverable for the Planet Dog project, Planet Dog should perform regular user testing of the final design in order to maintain the site.

Documentation

Usability Test: User Profiles

User #1

This user is a marketing professional who has a french bulldog puppy named Rex. She has an advanced knowledge of technology and commonly uses the Adobe Creative Suite, particularly InDesign and Photoshop. She likes to spoil Rex but needs resources like Planet Dog to learn about proper puppy care.
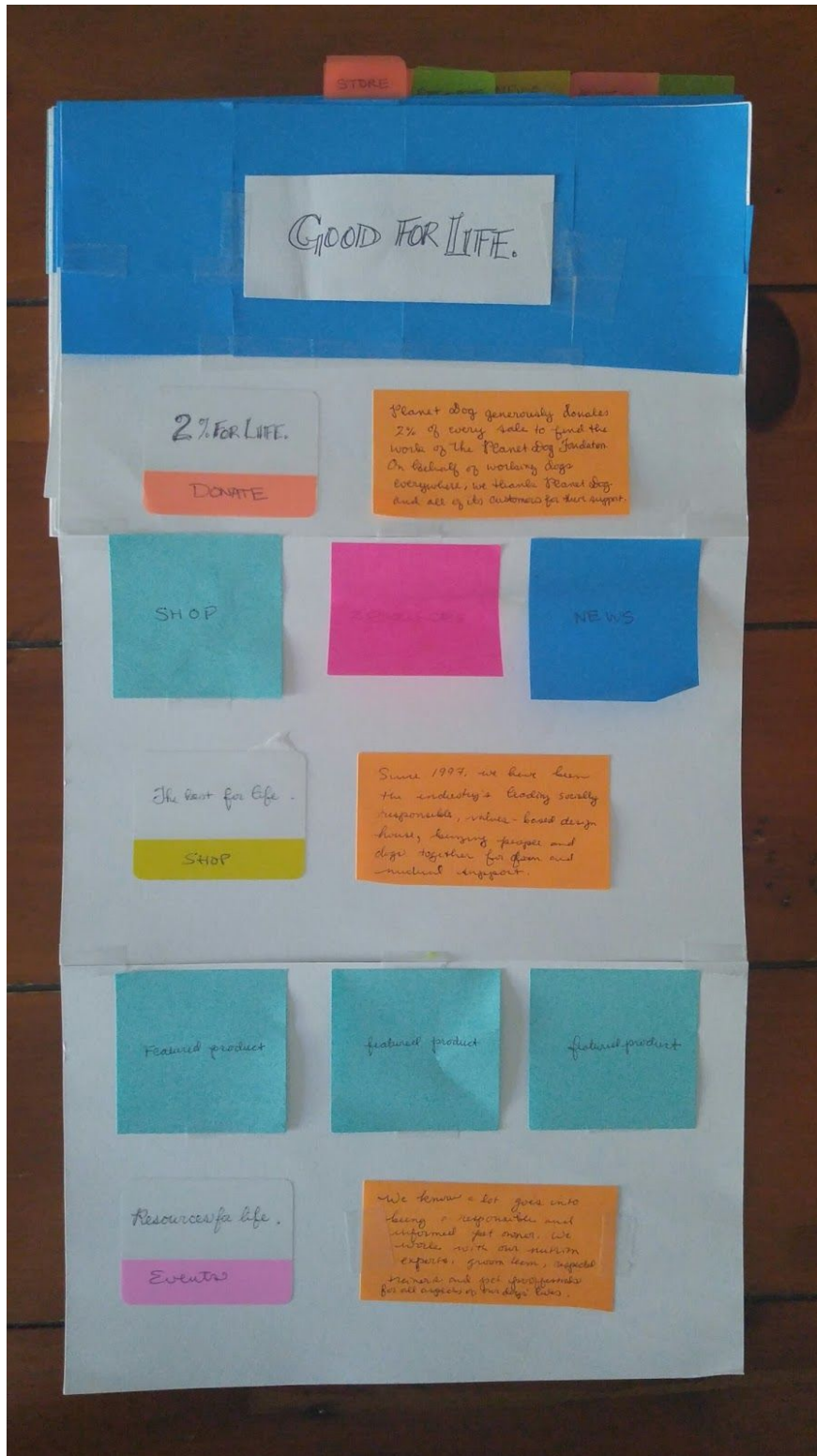
User #2

This user is a junior geology major who hopes to own a black lab named June someday. As a student, he has an intermediate knowledge of technology, but doesn't really have any knowledge about design. He likes animals, especially dogs, and is particularly environmentally conscious, so he likes what Planet Dog represents and supports.
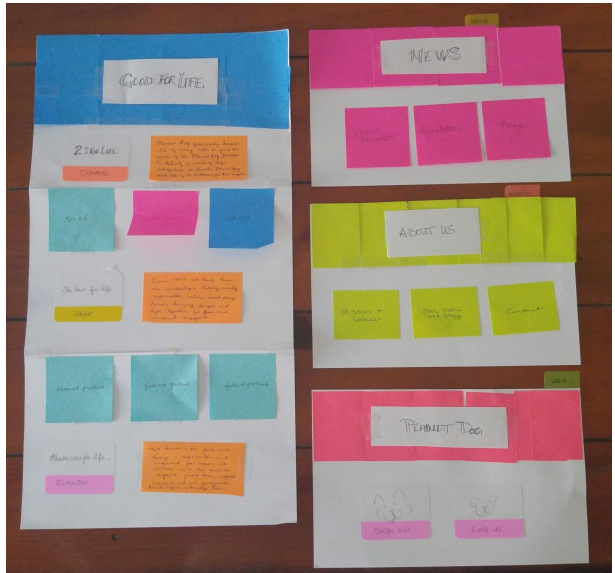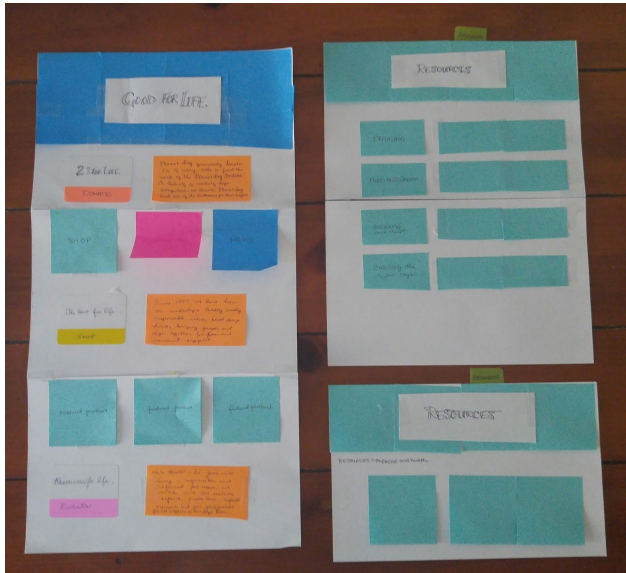
User #3

This users is a freshman nursing student hoping to work in either OR/ER. At home she has a German Shepherd named Chloe whom she often walks around their neighborhood. She has an intermediate knowledge of technology, using it most often for homework and communication. She has never heard of planet dog but loves to spoil Chloe.

Usability Test: Low-fidelity Prototype

Usability Test: Mid-fidelity Prototype

shop   resources   blog   about us

good for life.

how your purchase makes the planet a better place.

learn more

shop

toys

leashes and collars

treats

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search: [ ] cart: (0) login

shop resources blog about us

good for life.

how your purchase makes the planet a better place.

learn more

shop > toys

balls

bones

produce

sport

recycle

interactive

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search: [ ] cart: (0) login

shop   resources   blog   about us

good for life.
how your purchase makes the planet a better place.
learn more

shop > toys

baseball

basketball

football

golf ball

hockey puck

soccerball

shop   resources   blog   about us

good for life.
how your purchase makes the planet a better place.
learn more

shop > toys > sport > hockey puck

woodchuck with recycle ball

Throws the distance. Naturally. This award-winning and innovative ball-tosser is engineered with sustainable bamboo and recycled cork scraps. The bamboo core offers strength and maximum chuck-ability with an ergonomic cork handle for comfort and grip-ability throw, after throw, after throw. Wood Chuck's 4-pronged claw couples perfectly with the pliant nature of our Orbee-Tuff® products, making them a cinch to grab and throw. It is suitable for any 2.5" ball, including most tennis balls. Wood Chuck comes with a 2.5" Recycle Ball®.

details

Wood Chuck goes the distance every time! Made from 100% sustainable bamboo with a cork handle made from recovered cork scraps. Wood Chuck is 19" long, and works with any 2.5" ball. Each Wood Chuck is hand made for a durable and beautifully sleek ball tosser. Imported from China. 100% GUARANTEED. Any time. Every time.

$24.95   1 ⏶⏷   add to cart

featured products
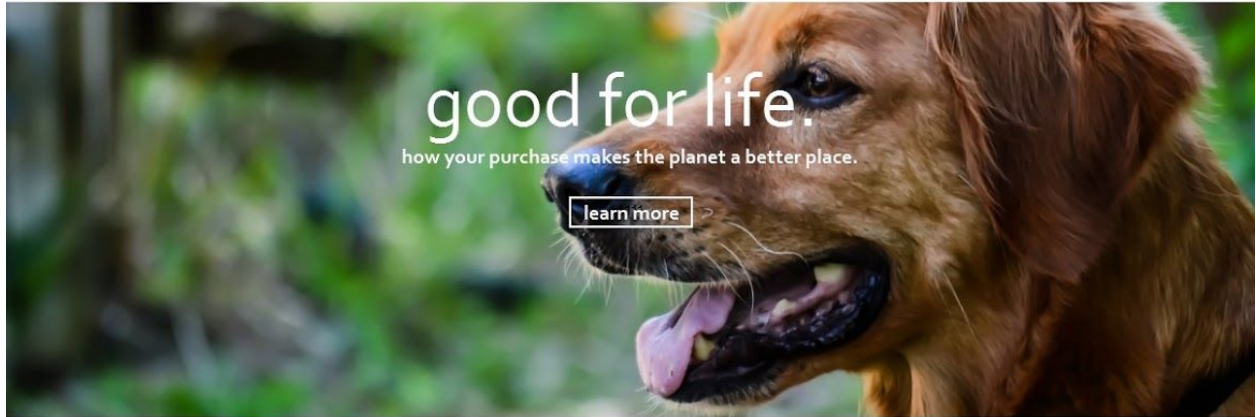

toys

leashes and collars

treats

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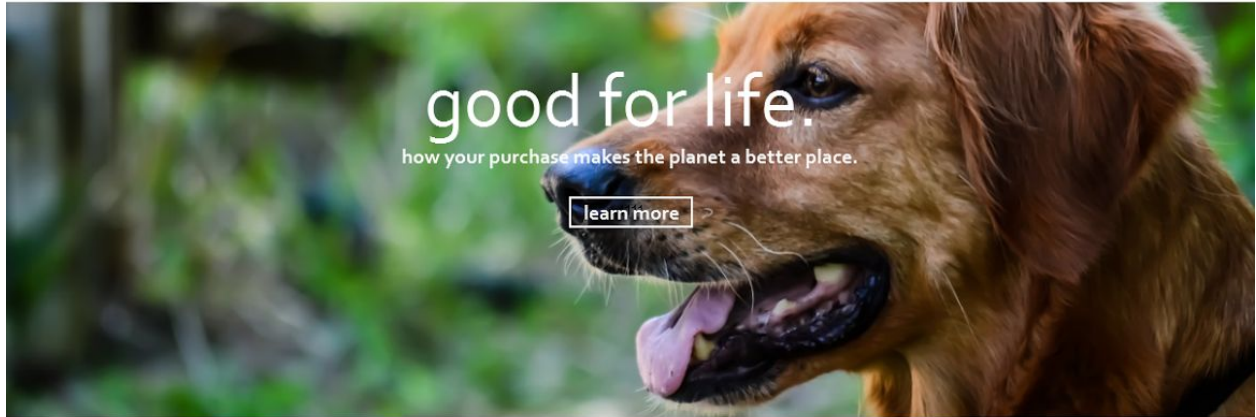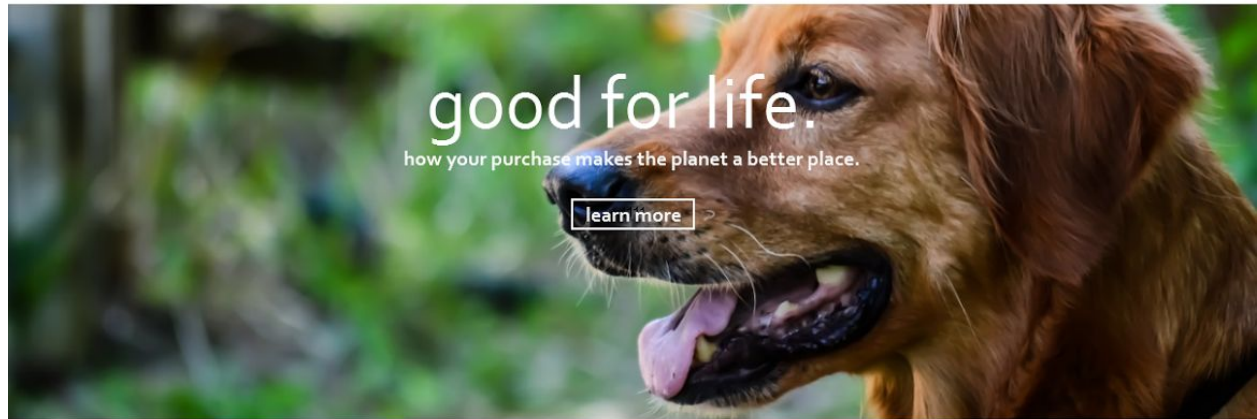Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

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planet dog

shop   resources   blog   about us

good for more.
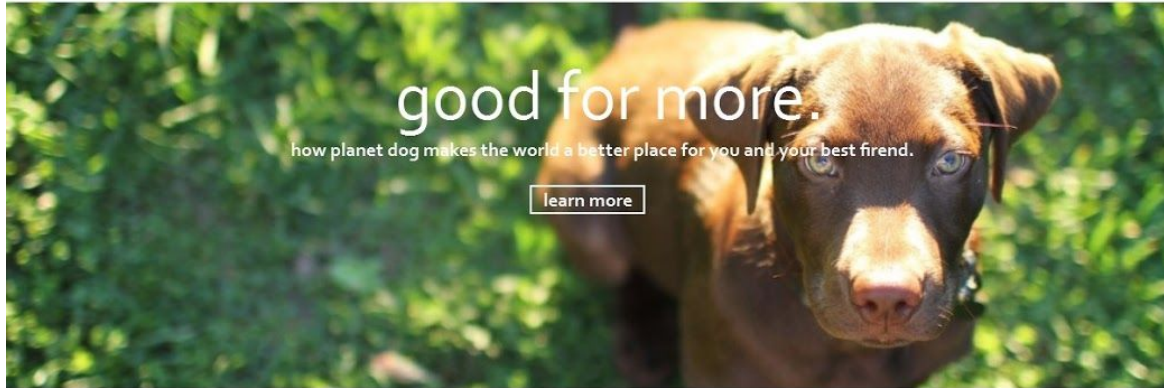
how planet dog makes the world a better place for you and your best firend.

learn more

blog

flyball: the team sport

There is so much to take into consideration with the care of your pet. We work with out Groom Team, Veterinarians, and traning experts to keep building onto our blog and learning.

learning to love the leash

Training your dog is never really done. We work with respected trainers regularly to keep adding to ur dog training resource list. We have resources on puppy training, behaviour training, leash training, trick training and more.

exercise and health

We know you want nothing but the best for your dog. Keeping them happy and heathy are a prioritiy for you. We work with respected experts, veterinarians, and trainers to keep up to spend on how to exercise our dogs and keep them healthy.

choosing the right toy

The key to choosing the right toy revolves aournd three things:

1. The mechanics of the dog's jaw
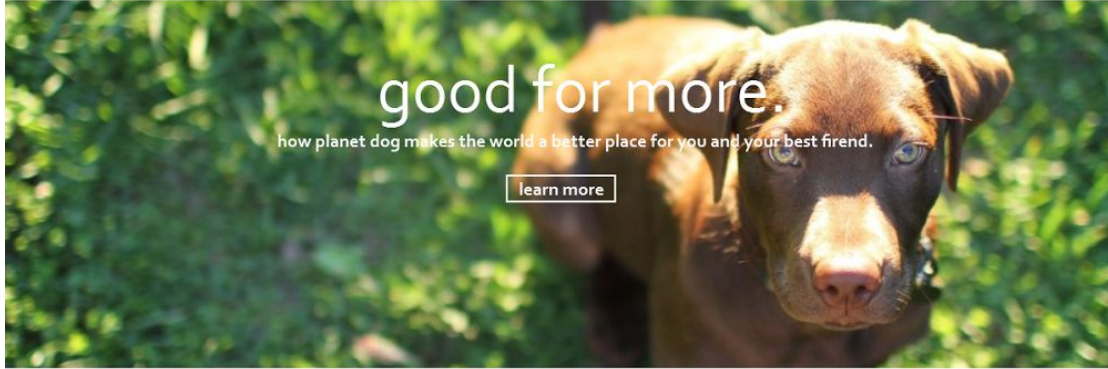2. The size of the toy
3. Your puppy's personality.

featured products

toys

leashes and collars

treats

shop   resources   blog   about us

good for more.
how planet dog makes the world a better place for you and your best firend.

[learn more]

blog > flyball: the team sport for your dog

flyball: the team sport for your dog

April 05, 2016 | Ian McCracken

If someone says dogs cannot be athletes, they have never heard of Flyball. Flyball is the real-life Air Bud experience (minus the basketball). The idea was believed to have been seen on the Johnny Carson Show in the 1970's when Herbert Wagner unveiled his prototype game for dogs. In the 80's, however, the game took off with trainers and dog clubs making their own Flyball setups. The North American Flyball Association was established as a result of the growing popularity.

Make no mistake, the game is intense. The sport is a relay race event. Teams of four compete to see who can finish the race fastest without error. The course consists of a starting line, four hurdles spaced 10 feet apart, and a box 15 feet from the last hurdle that dispenses a ball. The box is a spring-loaded ramp-like structure. It will release the ball once the dog's paws make contact with the ramp. The next dog goes once the contestant before them jumps the hurdles back and crosses the start line.

As you can see, there really is no discrimination when it comes to what type of dog can play Flyball. Big, small, old, young, or three-legged it does not matter. As long as your pet has a playful disposition and athleticism to go with it, sign them up.

Registering is not complicated. You can either create your own team or find one that is looking for members. If you are joining a currently established team, just apply for a Certified Racing Number (CRN). It's a one-time payment of $25 that allows NAFA to track your dog's accomplishments over his Flyball career.

If you decide to register a new club, NAFA has an application on their website. Just fill out the information and if any already certified dogs are coming to your team list them so their CRNs can be transferred. Mail it completed to the NAFA headquarters with $25 and your club is ready to race.

Now, of course, practice makes perfect and the right equipment is where it begins. NAFA lists a number of places to order boxes and other essentials.

Tennis balls will wear out quickly after constant use. Make a smart investment in a durable toy that will not damage as easily. Planet Dog's Orbee-Tuff balls are great for this. The Orbee-Tuff Tennis Ball is a long-lasting and efficient Flyball toy. Your dog will enjoy chasing the mint-scented ball while you will love its durability, eco-friendliness, and how it's washable. Other popular Planet Dog Flyballs are the Woof. Ball, Diamond-Plate, and Recycle Balls.

Our friends over at Salty Dog Canvas are a great resource for Flyball accessories too.

recent articles

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planet dog

shop   resources   blog   about us

good for life.
how planet dog makes the world a better place for you and your best firend.

From the earliest days of Planet Dog, the founders were committed to creating a national grant program to make maximum impact with limited resources. As a company that celebrates all things dog and that is supported by customers who cherish their pets, Planet Dog is proud to donate 2% of every sale of any Planet Dog Product to PDF to finance the grant budget. In turn, PDF funds programs that train, place and support working dogs helping people in need.

Simply put, dogs are amazing. We all know dogs have a natural capacity to make us feel better, cared for and unconditionally loved. But when working for people in need, they are capable of so much more. They visit sick children and the elderly in hospitals and locate endangered species in threatened habitats. They alert a deaf person when someone is at the door and locate hikers lost in the mountains. They recognize a dangerous drop in blood sugar in their diabetic partner and avert a life-threatening seizure. They provide emotional therapy for post-traumatic stress disorder in veterans of the Iraq and Afghanistan conflicts and become service dogs for those soldiers with combat-related mobility challenges. They can enable a blind person to cross a busy city intersection; locate a child lost in the woods from one sniff of clothing; help a child master reading skills and help locate a bomb buried in rubble. Therapy dogs. Service dogs. Search & rescue dogs. Bomb sniffing dogs. Police dogs. The Planet Dog Foundation celebrates all "working" dogs that are enhancing and saving human lives. We do this by supporting innovative, respected and effective non-profit organizations that work tirelessly to raise, train and place the dogs.

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pdf@planetdog.com

company store
207-347-8606
211 Marginal Way
Portland, Maine 04092

customer service
800-381-1516
customerservice@planetdog.com

featured products

toys

leashes and collars

treats

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Usability Test: Script

Hello, my name is Ruth Towne, and I wanted to start our usability session by thanking you for your willingness to participate. Today, we will be testing what is called a mid-fidelity prototype of an e-commerce and service-based website called Planet Dog. I've simulated a website so that I can test its layout and design without actually coding a it. During this test, remember that I am evaluating the website mockup I have created, not you or your ability to interact with the interface. In fact, your input and responses will probably generate substantial changes, so don't be afraid to vocalize what you're thinking during the test. If at any time you feel uncomfortable, let me know, and we can end the test.

Would you like to proceed?

Good. I'm going to have you perform a few tasks of varying complexity. Then, I'm going to ask you for your feedback on the design and ask you a few general questions. Finally, I'll take any ideas you would like to contribute to the site.

Would you like to proceed?

Good. As I give you the tasks, I will be following the see-say-do method. I will record your actions and responses to the interface, and I would like you to talk out loud as you work. Please state what you're thinking, even if it is negative. What you say and think is very important to the usability test, so don't be afraid to speak up.

Would you like to proceed?

Good. Let's start the next portion of the test.

Usability Test: User #1

Task 1: Purchase a toy hockey puck for your pet.

See	Say	Do
She scrolls up and down the homepage.	*I like this image.*	She clicks the shop link.
She looks at the icons to find her category.	*I see it in the grid.*	She clicks toys.
She looks at the photos in a grid.	*I expect to see it in sports.*	She clicks sports.
She looks at the items.	*I see it!*	She clicks the hockey puck.
She reads some of the information.	*I'm going to add it to my cart.*	She clicks the link.

Task 2: Learn how often to exercise your pet.

See	Say	Do
She scrolls up and down the homepage.	*I guess I'm going to click resources?*	Click the top link in the navigation bar.
She looks at the photos and the text.	*I see it in the categories.*	Click the link.
She seems confused.	*I expected to be taken to a different place. I thought this was a category of articles rather than just one, but I only get one article.*	

Task 3: Learn more about what's happening in the company.

See	Say	Do
Looks at the nav, scrolls down the homepage.	*I would click learn more.*	Clicks the learn more button in the banner image.
She seems the confused when she reaches the about us page.	*I felt like I should have seen something about this either in the nav, since it isn't named learn more, it's named about us.*	

Task 4: Locate the company's contact information.

See	Say	Do
Looks the page up and down, scrolls.	*I might go to about us, even though I was just there.*	Clicks about us.
She seems unimpressed when she reaches the page.	*And then I'd click on contact. I'm confused about the difference between "location" and "company store." I would have gotten them confused for sure.*	

Design Feedback: User #1

Using a scale of 1-5 (1 being the lowest score and five being the highest) rate the design elements.

Elements in the layout were in appropriate places.
1   2   3   4   **5**

The content appears in natural and logical progressions.
1   2   3   4   **5**

The colors and images convey an appropriate message for the site.
1   2   3   **4**   5

The design was easy to use.
1   2   3   4   **5**

The design of the site seemed appropriate for the site's goals and purposes.
1   2   3   4   **5**

Usability Feedback: User #1

What was your impression of the homepage?
At the fold line, I feel relaxed. There isn't a lot of clutter, I can see clearly where things are. I wish that the first heading looked different, but I don't know why or how. I just didn't read it until after I saw the images. I might just add more white space above, and not green?

What was your impression of the navigational categories?
I'm still not entirely sure what the blog is. I don't know what I would be looking at if I ever clicked on it. I think about us/learn more should be the same thing as far as the button goes. I also think resources and blog could do the same thing, and I don't know where company news would be.

Where would you expect to find a searchbar?
Right where it is, but I would move the logo down. I don't know what I'm logging into. So maybe a sign up tab?

Did any steps in the process confuse you? If so, which ones and why?
No, everything followed pretty generally non-confusing paths.

What did you like about the layout?
I like the banner images, how the learn more bar is translucent, I like how calm it makes me feel. Um, I think the lowercase is working for you in the relaxed sense.

What would you change?
I would display more of a variety in the featured products on the home page. Otherwise, I think you only sell toys. I would move the logo in the navigation so that it were even with the other navigation elements. I feel like there should be more information on what I'm looking at. I know what the products are, but the page doesn't feel complete.

What other comments would you like to add?
I like it. It makes me feel calm.

At this point,I would like to offer you the opportunity to suggest any changes you might make to this site if you were to design it.
You know how you go to a shopping site and the page doesn't load and you have the placeholder image? That's what the product page looks like. Even though I have all the information. Maybe I just want more color. I just need more.

Thank you for participating in this test.

Usability Test: User #2

Task 1: Purchase a toy hockey puck for your pet.

See	Say	Do
She look over the page.	*I would click shop.*	She clicks shop on the navigation bar.
She looks at the three toys categories.	*What do I want again? Oh yeah, I toy hockey puck.*	She clicks the toys category.
She reads through the list.	*I would click sport.*	She clicks the sport image.
She sees the hockey puck.	*Found it!*	She clicks the hockey puck.
She reads the description.	*Add to cart, right?*	She clicks add to cart.

Task 2: Learn how often to exercise your pet.

See	Say	Do
She looks through the navigation links.	*I would look under resources.*	She clicks resources on the navigation links.
She looks through the articles.	*I would click exercise and health.*	She clicks the image.
She sees the article.	*Done!*	

Task 3: Learn more about what's happening in the company.

See	Say	Do
She looks at the navigation elements.	*I would click about us.*	She clicks the nav link.
She sees the information she wants.	*I found it.*	

Task 4: Locate the company's contact information.

See	Say	Do
She looks at the nav links for a second.	*I would click about us again.*	She clicks about us.
She looks at the headings.	*I would click contact, and I would expect it to give me like a box where I could email them or something.*	

Design Feedback: User #2

Using a scale of 1-5 (1 being the lowest score and five being the highest) rate the design elements.

Elements in the layout were in appropriate places.
1 2 3 4 **5**

The content appears in natural and logical progressions.
1 2 3 4 **5**

The colors convey an appropriate message for the site.
1 2 3 4 **5**

The design was easy to use.
1 2 3 4 **5**

The design of the site seemed appropriate for the site's goals and purposes.
1 2 3 4 **5**

Usability Feedback: User #2

What was your impression of the homepage?
I thought it looked adventurous and nice. I didn't really have any questions, I just thought that the design looked nice.

What was your impression of the navigational categories?
I thought it worked. Everything made sense.

Where would you expect to find a searchbar?
Where it is, up at the top right.

Did any steps in the process confuse you? If so, which ones and why?
No, I thought everything was in a really good spot.

What did you like about the layout?
I thought it was organized and colorful, but not overwhelming
.
What would you change?
I don't know if I would change anything. I just thought it looked really nice.

What other comments would you like to add?
I just love puppies, so I love to look at all the pictures of dogs.

At this point,I would like to offer you the opportunity to suggest any changes you might make to this site if you were to design it.
No, I really liked it!

Thank you for participating in this test.

Usability Test: User #3

Task 1: Purchase a toy hockey puck for your pet.

See	Say	Do
He scrolls down the page and looks at the interactive category.	*Would I do interactive? Wait, no I would pick sports.*	He clicks the sports category.
He looks over the options.	*I would pick the hockey puck, obviously.*	He clicks the hockey puck.
He looks at the links on the page.	*I would add it to my cart, and then expect to go to another page to enter my purchasing information.*	

Task 2: Learn how often to exercise your pet.

See	Say	Do
He looks over the links on the page.	*I would click puppies maybe? Oh wait, that's not an article. So I would click resources.*	He clicks the resources tab on the navigation bar.
He looks at the articles.	*I would click the exercise and health link.*	He clicks the link.
He scans the article.	*Nice.*	

Task 3: Learn more about what's happening in the company.

See	Say	Do
He looks over the navigation links.	*I would click about us.*	He clicks about us.
He looks over the information.	*I now know more about the company.*	

Task 4: Locate the company's contact information.

See	Say	Do
He looks over the navigation links.	*I think I would click about us agian.*	He clicks about us.
He sees the contact info.	*Sweet.*	

Design Feedback: User #3

Using a scale of 1-5 (1 being the lowest score and five being the highest) rate the design elements.

Elements in the layout were in appropriate places.
1   2   3   4   **5**

The content appears in natural and logical progressions.
1   2   3   4   **5**

The colors convey an appropriate message for the site.
1   2   3   4   **5**

The design was easy to use.
1   2   3   **4**   5

The design of the site seemed appropriate for the site's goals and purposes.
1   2   3   4   **5**

Usability Feedback: User #3

What was your impression of the homepage?
I thought it looked nice, but also professional and friendly.

What was your impression of the navigational categories?
I thought they worked well, and they were in the correct spot.

Where would you expect to find a searchbar?
Where it was at the top of the page.

Did any steps in the process confuse you? If so, which ones and why?
I thought maybe some of the elements, like the products, should have clearer lables, but otherwise, I think it was good.

What did you like about the layout?
Again, it looked professional. And everything is still in the spot its supposed to be in.

What would you change?
Like I said, more labels for the navigational categories.

What other comments would you like to add?
No I thought it was good overall.

At this point,I would like to offer you the opportunity to suggest any changes you might make to this site if you were to design it.
That's it.

Thank you for participating in this test.