

Lauren Price

GRA 470: User Interface and Experience

Dr. Anne Ross

October – December 2023

Final Project

Lauren Price

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GRA 470

29 October 2023

Milestone 1: Written Presentation

I. Website Evaluation: Writer's Block Bookstore

"Writer's Block Bookstore" does not have a great website according to users. This website is not easily navigated or used by visitors to the site.

A. User Experience

The first thing people notice once they have clicked on anything is that there is no "Home Page" in the navigation bar. The "Home Page" link is the store's logo in the center of the page at the top (See Figure 1.1). This website does not have any major typos or grammatical errors; however, it is not user-friendly at all. The pages are extremely hard to navigate and make your way through while remembering where you have already been. More than twice the user will need to try and find a particular page. The pages are not marked (See Figure 1.2). The sub-page shown is found under the header for "Featured Books." Nowhere is this indicated while looking at this page.

This isn't very clear for users and other people visiting the site. They must figure out where they are and how to return if needed (See Figure 1.3). The drop-down of sub-pages does not even list

the Banned Books page. While pages are not indicated as they should be there is also no “back button” to get you back to the page prior.

1. Opinion

Overall this website is not user-friendly and needs some improvements and functionality help. The navigation needs a lot of work and the content of this site needs to be better organized to optimize UX.

2. Opportunities for Improvement

Writer’s Block Bookstore needs a whole new makeover. The Navigation needs to be reconfigured, the site map for this website needs to be improved, user-friendliness needs to be re-evaluated, user experience needs a lot of improvement, and the overall design could also use some work. The content is not organized in a way that is easy to follow and quickly learned. Some of the information is outdated and therefore inaccurate.

B. Heuristics Evaluation

According to (Nielsen) there are 10 usability heuristics for user interface design. Use these 10 heuristics on this website to see if they are being used. The first one is the visibility of system status. This means knowing where you are as a user. This website does not implement this heuristic (See Figure 1.2). While clearly on a page with the header Staff Picks there is no indication of what page this is under from the navigation bar. The second is having a match between the system and the real world. This does happen with social media icons. However, if you hover over them there is no alt text to help you figure out what they are if you do not know already (See Figure 1.4). The third heuristics are user control and freedom. This means having an emergency exit according to (Nielsen). Users click on things that they don’t mean to, and they

need the ability to recover from that easily without going through a long process. Writer's Block Bookstore does not have this practice on its website. Consistency and standards are the fourth heuristics. According to (Nielsen) this means users should not have to wonder whether different words situations or actions mean the same thing. Following platform and industry conventions. By not having a standard home page this would count as not an industry standard. Number five is error prevention. These would be errors the users could get themselves into. Clicking without paying attention and then not knowing where they are, but having a back button to take them to what they were previously on, or a pop-up message asking if they are sure they would like to commit to said action. Recognition rather than recall is the sixth one and means the users should not have to remember things that should be visible or easily retrievable when needed according to (Nielsen). The website in question does not have this implemented. The seventh one is flexibility and efficiency of use. These are shortcuts, hidden from novice users. That may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users according to (Nielsen). Writer's Block Bookstore does not have anything like this. The eighth heuristic is aesthetic and minimalistic design. This means the website wouldn't have irrelevant or rarely needed information. Writer's Block is loaded with this type of information (See Figure 1.5). In a perfect website, there would be no errors, which brings us to the ninth heuristic of helping users recognize, diagnose, and recover from errors. The error messages that pop up should be in plain language and not an error code. Writer's Block did not have any error messages with users yet. The last and final heuristic is help and documentation which is instructions on how to complete their tasks if stuck. The best practice is to not need any additional explanations, but if you do need them, they should be provided. Now knowing all of

these heuristics according to (Nielsen) we can conclude that Writer's Block Bookstore is not in compliance with the usability principles.

Works Cited

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- Lauren. “Writer's Block Bookstore | Orlando's Independent Bookseller.” *Writers Block Bookstore*, 2023, www.writersblockbookstore.com/. Accessed 29 Oct. 2023.

Figure 1.1

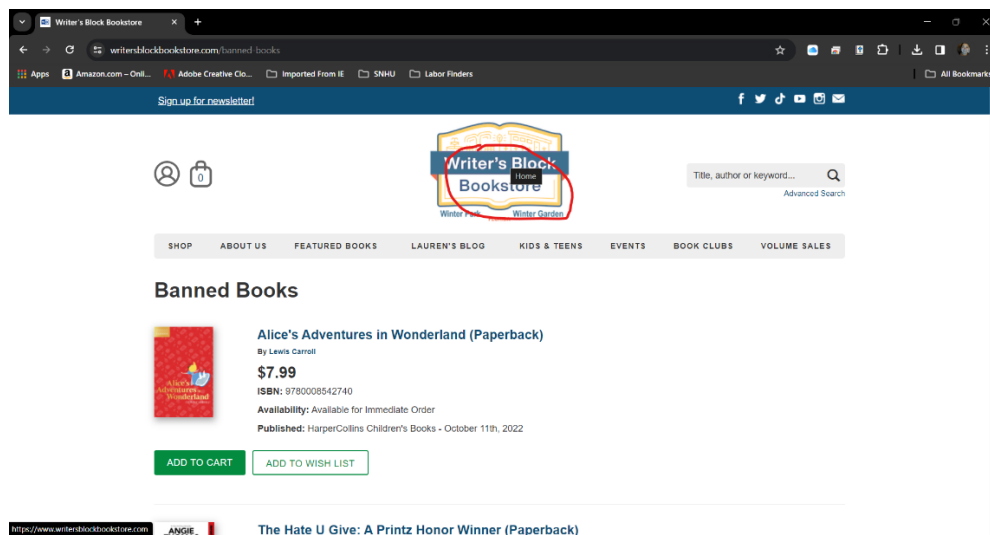


Figure 1.2

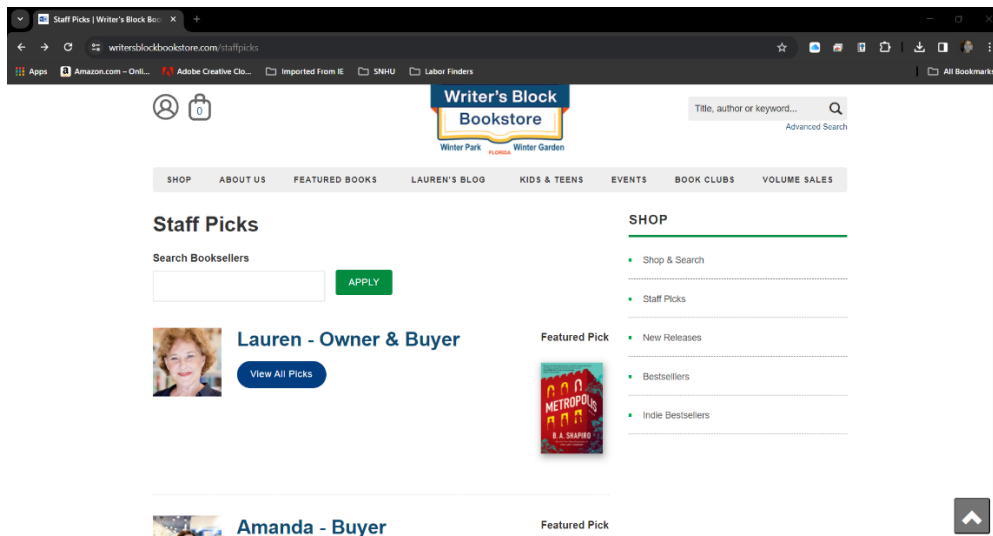


Figure 1.3

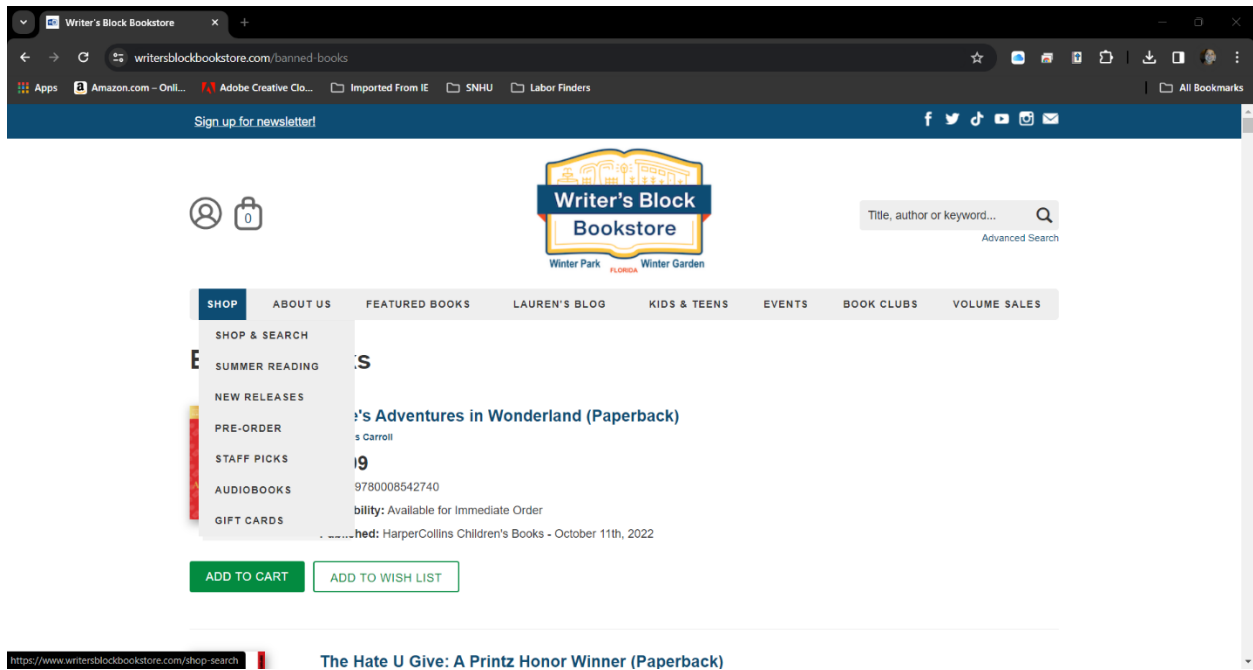


Figure 1.4

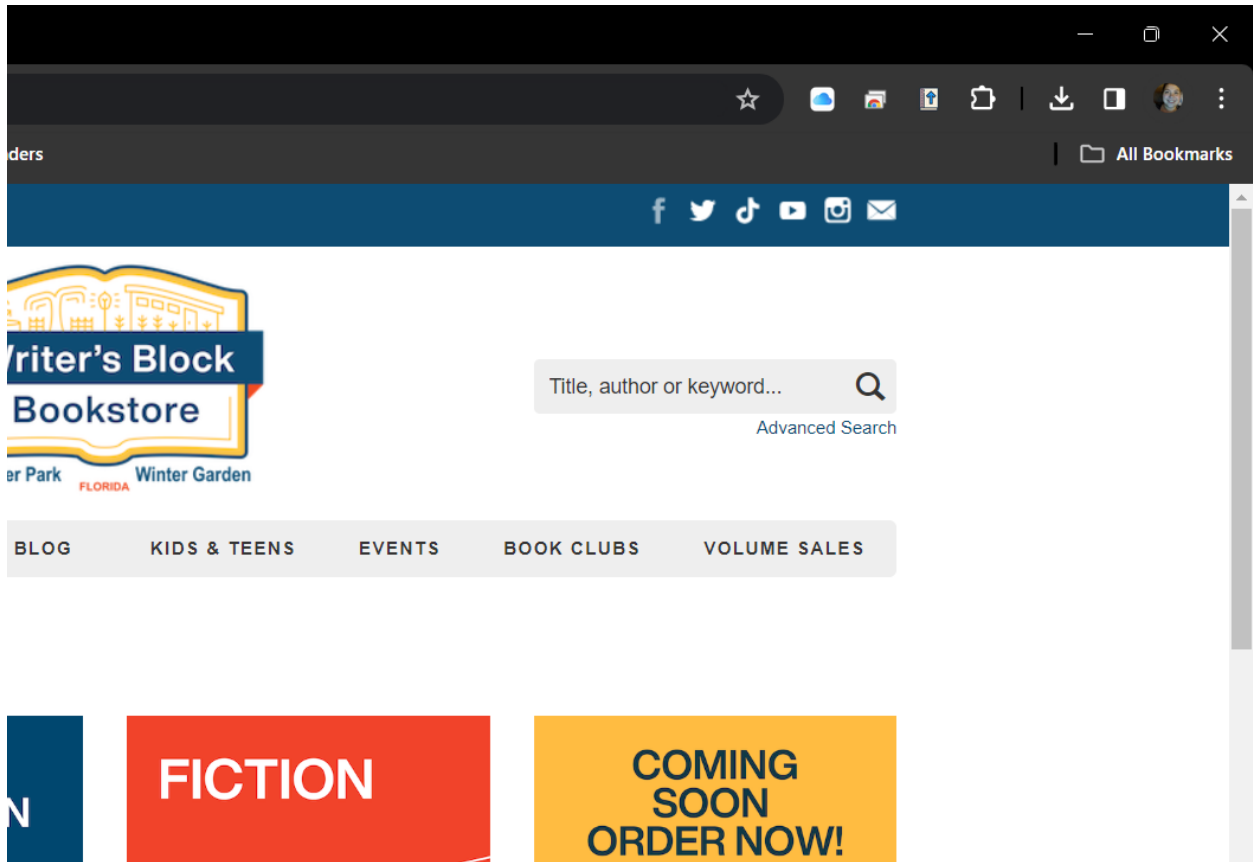
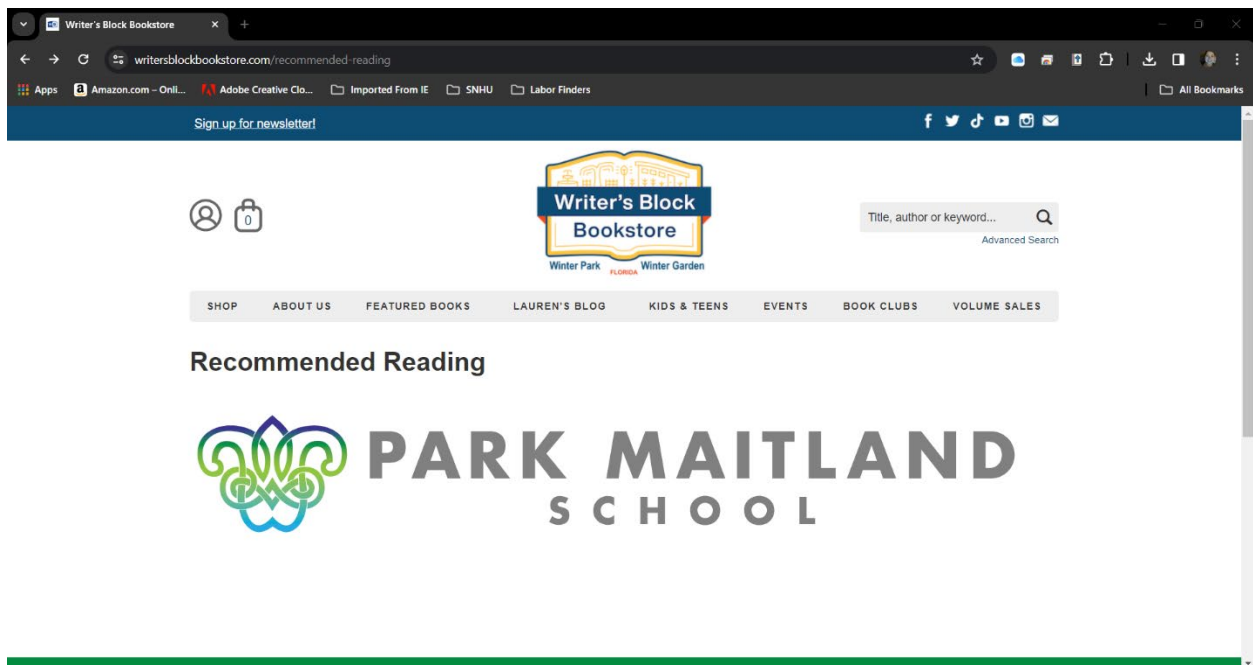


Figure 1.5



Nielsen, Jakob. "10 Usability Heuristics for User Interface Design." *Nielsen Norman Group*, 15 Nov. 2020, www.nngroup.com/articles/ten-usability-heuristics/. Accessed 29 Oct. 2023.

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10/30/2023

Milestone 2: Personas and New Website Design

(Personas are on the next page)

Website: <https://www.writersblockbookstore.com/>

Section I: Website Part C

Persona One:


	<p>NAME: Chip Wallace</p> <p>AGE: 60</p> <p>OCCUPATION: Realtor</p> <p>INCOME: \$80,000</p> <p>STATUS: Married</p> <p>LOCATION: Charlotte, NC</p>
	<p>BACKGROUND:</p> <p>Chip is happily married to his husband Travis. They enjoy traveling and Chip is an avid reader. He enjoys visiting local bookstores when they travel. They do not have any children and love the freedom they have to see different places around the world and the US. Being able to search for local bookstores and get local recommendations for good books and restaurants is a tradition when traveling.</p>
<p>OBJECTIVES:</p> <p>Once checked in to their hotel, Chip searches online for local bookstores to check out and Writer's Block Bookstore comes up in the list. However, Chip is having a hard time navigating through the site and seeing if the vibe is a welcoming one. He searches for the types of books he likes and notices that he is only able to "search" for homosexual romance as it is not included with any other genres and not listed under any tabs. Chip tried to make sure they are welcoming of all types of people and lifestyles before going to local places in general; a good way to do this is to check out their website to get a feel for the company and how open they are to everyone.</p>	
<p>FRUSTRATIONS:</p> <ol style="list-style-type: none"> 1. Navigation is frustrating and the site is text-heavy on certain pages that do not make sense. About Pages – there is an About page and an About Us page. This is confusing as Chip found the About page by clicking on the Contact page link at the bottom of the site. 2. Not sure what type of vibe the bookstore has and unsure if he and his husband would be welcomed. 3. No virtual tour of the store, just photos that are not very big, again not sure about the vibe of this establishment. 	
<p>THEIR IDEAL EXPERIENCE:</p> <ol style="list-style-type: none"> 1. Welcoming, fun, and energetic vibe. Let everyone know what the vibe of the store is like before going. 2. List all genres and subgenres. No genres are really listed, and this makes it more difficult to find a good read. 3. A navigation that is easy to navigate and makes sense. 	
<p>QUOTE: "I wish this site were more open and easier to look at. I don't know if we should go or not. Let's look at a few more before we decide."</p>	

Photo by: © [Anya] / Adobe Stock

Persona Two:


	<p>NAME: Elizabeth Price</p> <p>AGE: 54</p> <p>OCCUPATION: Town Clerk</p> <p>INCOME: \$50,000</p> <p>STATUS: Divorced</p> <p>LOCATION: Winter Garden, FL</p> <p>BACKGROUND: Elizabeth “Beth” is a single mother. Her child is grown, and she is just looking to find a hobby and a group of friends who are interested in the same things she is. Maybe the same situation she is in as well. She loves to read and is looking to find a local book club of other women her age and into the murder mystery genre.</p>
<p>OBJECTIVES: Beth is looking for a hobby and loves to read so she wanted to check out a local bookstore and see if they had a book club she would be interested in and have meetings once a week about the book they are reading and making friends along the way. Her sister told her about Write’s Block Bookstore, and she searched Google for their website.</p>	
<p>FRUSTRATIONS:</p> <ol style="list-style-type: none"> 1. Navigation is not easy to use. Too busy and not very functional. 2. Only two genres for book clubs – Fantasy and Fiction: neither are the specific genre Beth is interested in. These genres are very general and broad. 3. Tried to sign up for the newsletter and the link, when clicked, is to the About Us page. 4. No genre lists to find the books she likes. 	
<p>THEIR IDEAL EXPERIENCE:</p> <ol style="list-style-type: none"> 1. Clear and clean pages, better organization, and navigation should be easier to use. 2. Have the links to where they should be. 3. Option to start a new book club or to have more than just two options to choose from. 4. Be able to sign up for the newsletter if they really have one. 5. Be able to see upcoming events on the home page. 	
<p>QUOTE: “This website is too much/busy. A lot of things I don’t need. I can’t find a genre list at all. I did see the book clubs tab, but there are only two options, and I don’t see an option to start one or have them expand the ones they have. This may not be the right bookstore for me.”</p>	

Photo by: © [Anya] / Adobe Stock

Persona Three:


	<p>NAME: Reagan Bridges</p> <p>AGE: 33</p> <p>OCCUPATION: Credit and Collections Manager - Remote</p> <p>INCOME: \$53,000</p> <p>STATUS: Single</p> <p>LOCATION: Winter Park, FL</p> <p>BACKGROUND:</p> <p>Reagan is an introverted- extrovert, Millennial looking to join a fantasy book club and start contributing to the community. She is new to the area and wants to get out and find others who enjoy doing the things she does. She reads all the time, and she is trying to get out of the house and find friends that read too. She wants to volunteer for events and help the community thrive. She loves fantasy books and cats. Finding friends in the area will keep her active while she works from home.</p>
<p>OBJECTIVES:</p> <p>After moving to the area recently, she decided she needed to get out of the house and find friends who enjoy doing the same things she does. She was walking around the area and found a bookstore called Writer's Block Bookstore. She loves to read and would love to join a fantasy book club, as this is what she is reading on her Kindle app and on Audible. Having a book club meeting each week with people her age would help her mental health tremendously. Since she is new to the area, works from home and she does not have any friends close by to go out and do things with. She decided to go home and find their website online to see if she would like this bookstore and what they had to offer.</p>	
<p>FRUSTRATIONS:</p> <ol style="list-style-type: none"> 1. No reviews of the bookstore are on the website. 2. Book Clubs do not have an age range for them. 3. The navigation is awful, and links are not set up properly. 4. Inclusion – Does this bookstore welcome everyone? 5. The website is not organized in an orderly way. Hard to go through and find things, not to mention re-finding things. 	
<p>THEIR IDEAL EXPERIENCE:</p> <ol style="list-style-type: none"> 1. Inclusive vibes/content on the site. 2. Better user experience and more user-friendly site. 3. Better overall content organization. 4. Add reviews to the site so that we can see what others think of the store. 	
<p>QUOTE:</p> <p>"This bookstore looks so cute and inviting by the curb, however, after looking at their website they seem unorganized and closed-minded. I am not sure if this bookstore will be a good fit for me as a Millennial trying to find friends. I need a bookstore that is inclusive and welcoming to everyone. Would they be willing to be open-minded and grow with the times?"</p>	

Photo by: © [Anya] / Adobe Stock

Scenario One:

Subject	Elizabeth “Beth” Price
User Profile	Single mother, empty nesting, and looking for a hobby that is fun and meeting people her age.
Background	Beth was given this website by her sister to find a book club locally. She wanted to be able to have fun with people her own age doing something she loves to do. Reading is an activity she enjoys doing and she wants to find others like her.
Objective	Beth is going to sign up for a newsletter to receive emails about upcoming events.
Narrative	<ol style="list-style-type: none"> 1. Searched the website for “Writer’s Block Bookstore 2. Once the home page loads, she sees a link for exactly what she needs. 3. She clicks on the link in the top left corner that says, “Sign up for Newsletter!” 4. This link takes her to the “About Us” page and nowhere is there a form to sign up for the newsletter. 5. Scrolling through the page she finds a “Create Account” link, but nothing more on the newsletter besides the archives. 6. Not what was wanted. 7. She goes back to Google for another choice in local bookstores.

Scenario Two:

Subject	Reagan Bridges
User Profile	Introverted-extrovert, millennial working from home and trying to make new friends after moving to the area recently.
Background	Reading is a definite hobby for Reagan, and she needs to get out of the house so what better way than to try and make friends doing what she knows she loves? Joining a books club locally would allow her to meet new people and make new friends who enjoy doing the same things she does.
Objective	Join a fantasy book club with people her age.
Narrative	<ol style="list-style-type: none"> 1. Go to the Website's home page. 2. Click on the main menu option "Book Clubs". 3. This takes you to a page telling you what the month's books are and details on how to purchase them. 4. Nowhere to click to sign up. 5. No Age Range information. 6. Gives an event date of November 13th, 2023 – 6 PM – 7 PM @ the bookstore. 7. Not exactly what was being looked for. 8. Goes back to Google to search for a book club sign-up for millennials.

Scenario Three:

Subject	Chip Wallace
User Profile	Happily married gay man who loves traveling and checking out local bookstores wherever they go.
Background	Chip and his husband have traveled to Florida. Close to Winter Park and when Chip searched for local bookstores this site came up. Chip loves going to the local bookstores and looking through the trinkets and finding a new great read!
Objective	Try to find a list of homosexual romance books.
Narrative	<ol style="list-style-type: none"> 1. Go to the Website's home page. 2. Click on "Shop". This takes you to the page "Shop and Search". 3. There you are given blocks of different genres such as: Banned, Fiction, Gift, Coming Soon, and Non-Fiction. Children, Young Adults, and New Releases. Romance is not an option, much less homosexual romance. 4. Clicking in the search bar at the top of each page I am able to type in "Homosexual Romance". 5. The site loads two pages of genre of books. 6. Not a huge selection for this genre. 7. Looks through and finds two books he would be willing to read. 8. Goes back to Google to see if he can find a more inclusive local bookstore with more of a selection.

II. New Website Design

Design Brief Proposal:

1. **Project:** Website Redesign: <https://www.writersblockbookstore.com/>
2. **Background of Company:** Lauren is the owner of this bookstore, and she was finishing her master's degree in social work when she was listening to a podcast when she heard Ann Patchett talking about a local bookstore. She was inspired to open a local bookstore for her community to have and enjoy.
3. **Project Objective (Scope):** To improve the design of this website by implementing UX and UI qualities and principles to enhance this website to its full potential it has. Currently, the design is lacking hugely and just some simple techniques and principles could help this website to reach its full potential.
4. **Target Audience:** Men and women of all ages. From children to adults enjoying books and having a place they can go and feel welcome to enter and shop around for the genres they like to read.
5. **Competitors:** Local Bookstores around the same area of Winter Park and Winter Garden Florida.
6. **Tone of Voice:** Laid back and friendly. Easily understood for children and adults.
7. **Functionality:** The functionality of this website is just getting them by. The site is functional to a certain degree. The site is just lacking a designer's touch to help the usability and experience.
8. **Key Issues:**
 - a. Links not linked properly.
 - b. Organization of content.

- c. Fix Navigation Issues
- d. Create a Contact Form for the contact page.
- e. Create widgets for Calendars.
- f. Create a Genre List and Sub-Lists.
- g. Make the website more inclusive.
- h. Design a more updated and modern logo.
- i. Use color theory to come up with a more appropriate color scheme.
- j. More pictures of events and in general.
- k. Make the site Accessible.
- l. Brand Mission more prominent and in a better format and aesthetically appealing.
- m. Fix multiple “About” pages.

Outline according to (Coleman).

How will Resolving the Issues Improve UX and Usability:

Implementing the UX and UI principles to this site will help this site tremendously by making it easier for the user to navigate and the content will be better organized for use and make more sense to the technologically knowledgeable person. By fixing the key issues it will make the UX and UI easier to fix as well. It is usable to the Boomers and Gen Zers. They were not born in the technology generation, but they do know how a site is supposed to navigate. The call-to-action button on the home page will be fixed and usable. This way users can sign up for the newsletter without creating an account and see what is going on. Fixing these key issues will

create a better canvas, so to speak, to start applying the design principles and elements to in a more modern way.

A. Personas and Scenarios:

Based on the models generated from the personas and the scenarios they have added additional information on the experience by seeing that everyone wanted to leave the site and look for another. They were ready to completely give up and go look elsewhere for the information they needed. Knowing this information, I can now use this to help design a better website. One that will keep the user interested and easily navigated to get the user where they need to go without a lot of trial and error on their part. According to (Salazar) the smaller the scope, the richer the data. The personas

Part A (Design):

This website needs a lot of work, but fixing the overall user experience and usability of the website will go a long way in making this a better site. The overall functionality of this site needs to be improved tremendously. In this day and time, all websites need to be accessible as well as functional. To fix these things, the website will need a visual makeover. A new color scheme and imagery along with accessible typography will be a good start. Help make their mission statement an actual part of the website and can be a good way to introduce the thing the mission statement says. Fix the call-to-action link on the home page and all of the issues that the navigation has within it.

Part B (Background):

Writer's Block Bookstore is a place where all readers can come and share their knowledge and have fun. A place with interactive events, strong support of their community, and education. This company has the best of intentions as listed in their mission statement. Lauren, the owner, was moved by a podcast to open her bookstore because she thought there was a need in her area, and she was inspired to do it. This site is for people 18 and older who love to read and socialize. This site should be completely functional for the users that visit. It shouldn't be very descriptive or overdone. No bright neon colors or abstract imagery. Sometimes, simple is best.

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Writer's Block

Bookstore

- New Updated Logo
B/W

- Scriptive Font

- sans serif (Century Gothic)

It's okay to get stuck!

- Slogan

Each icon is
linked to the
company page



Sign up or Login



Depending on
what you click
it will open to
a create new account
form or sign in
form.

Home About Shop Book Clubs Events Lauren's Blog Contact

New color
scheme
for
site
purple &
yellow

* when on a
page the menu
will have that ps
colored purple



New Releases
in a carousel
gallery

Welcome to Writer's Block!

Search

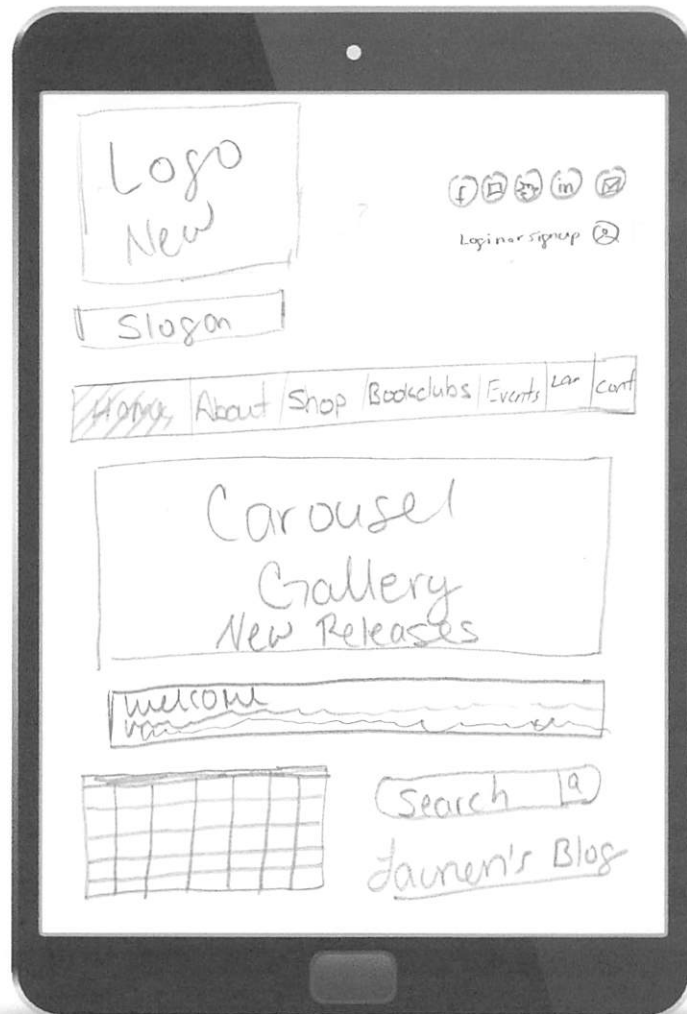


Events

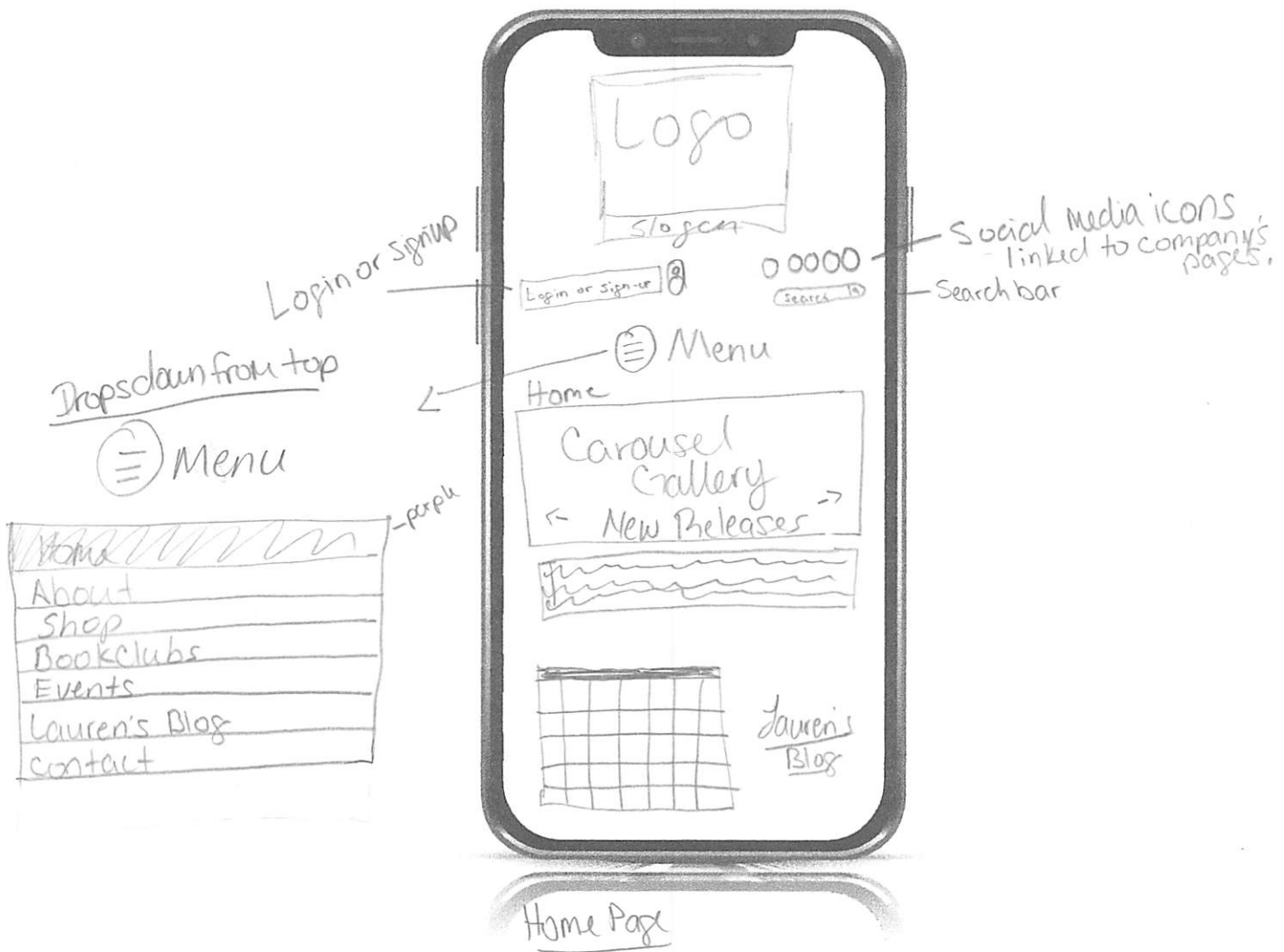
Lauren's Blog

quick links on every page

Home Page



Home Page





Home About ~~Shop~~ ~~Bookclubs~~ ~~Events~~ Lauren's Blog Contact

Shop
Genres
Categories
length
New Release
Local Authors

Book clubs
Winter Park
Winter Garden

Calendar
Next Month

Navigation Bar Extended



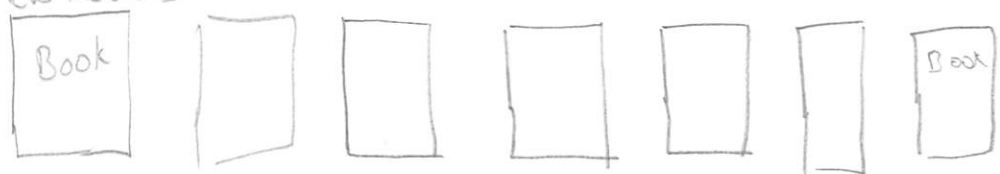
Home About ~~Shop~~ Bookclubs Events Lauren's Blog Contact

Feature Picture
Gallery 4-5 flip through



Will show depth on Advanced search page.

New Releases



Clearance



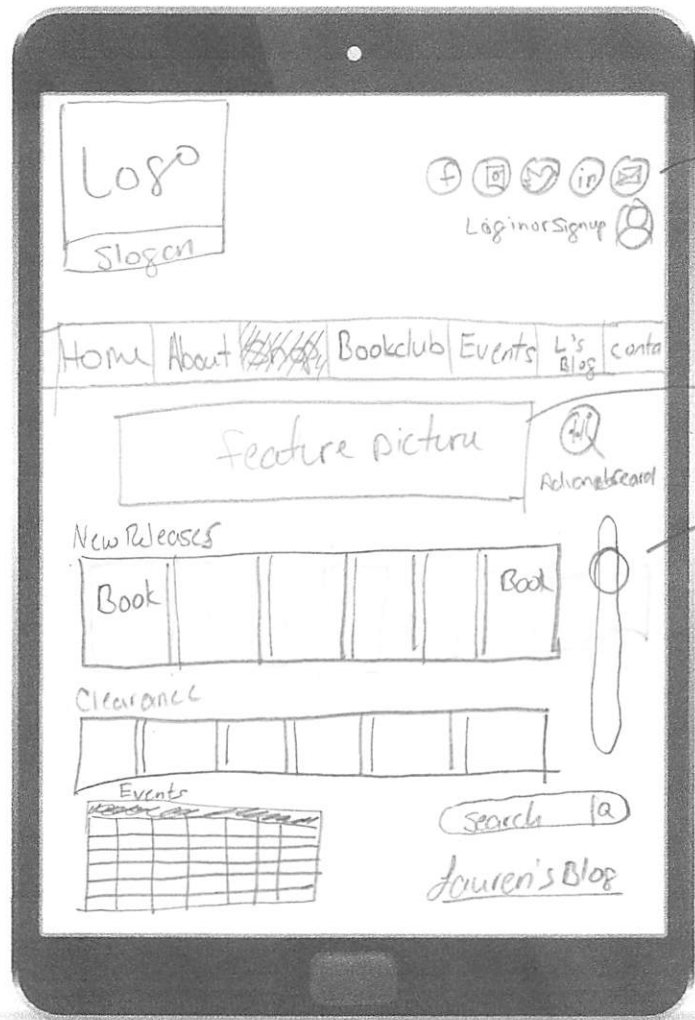
Search | a

Events

Events					

Lauren's Blog

Shop Page

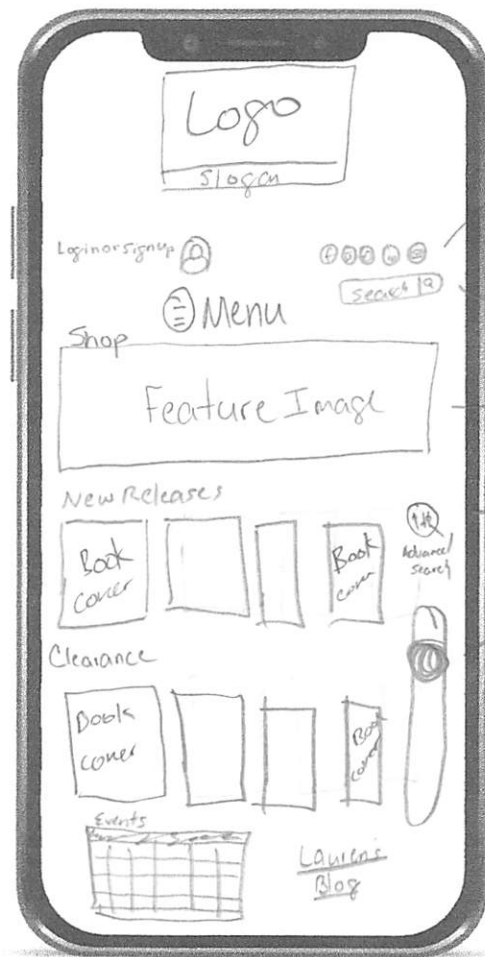


Social Media Icons

Gallery - feature images will flip through on auto 4-5 of them

Scroll Bar

Shop Page



Social Media Icons

Regular Search bar

will rotate w/ 4 or 5 feature Images

Advanced Search

Scroll Bar

Shop Page

popup
window Box

Search by
typing in
Boxes

Search by

Genre

Catagories

Length

New Releases

Local News/Authors

Search

Button

Checkboxes

Genres

Catagories

Length

New Releases

Local

- ☐ Fiction
- ☐ Non-Fiction
- ☐ Drama
- ☐ Romance
- ☐ Thriller
- ☐ Fantasy
- ☐ Autobiography/
Biography

- ☐ LGBTQ+
- ☐ Entertainment
- ☐ Vampires
- ☐ Education
- ☐ Design
- ☐ History
- ☐ Law
- ☐ Music

- ☐ Short (<1hr)
- ☐ Medium (1-3 hrs)
- ☐ Long (3+ hours)

- ☐ Next Month
- ☐ Last 30 days
- ☐ Last 60d
- ☐ Last 90d

- ☐ Judy Smith
- ☐ Kyle Best

Search



Scrollbar

button

Allows
for multiple
boxes to be
checked and
filtered.

Advanced Search @

* The page in the background will be
the Shop page.



Writer's Block
Bookstore

It's okay to get stuck! - slogan

- new logo
- more modern

Each link to
Company page →



Sign Up or Login

Home | About | Shop | Book Clubs | Events | Lauren's Blog | ~~Contact~~

Contact

First Name Last Name

Email

Subject

Message

Submit

Search

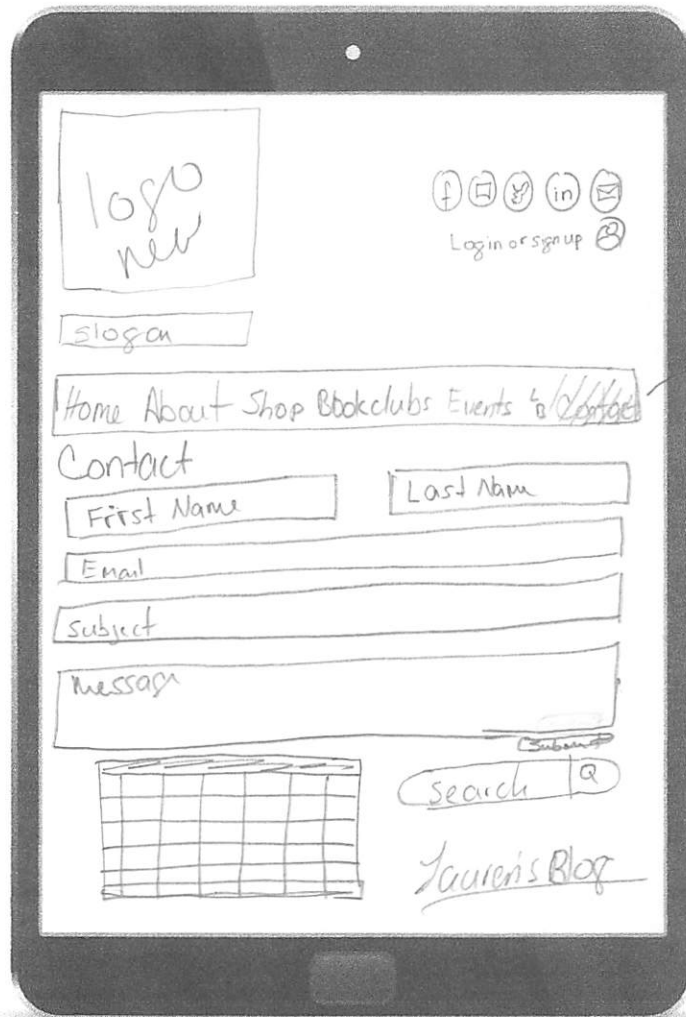


Events

Lauren's Blog

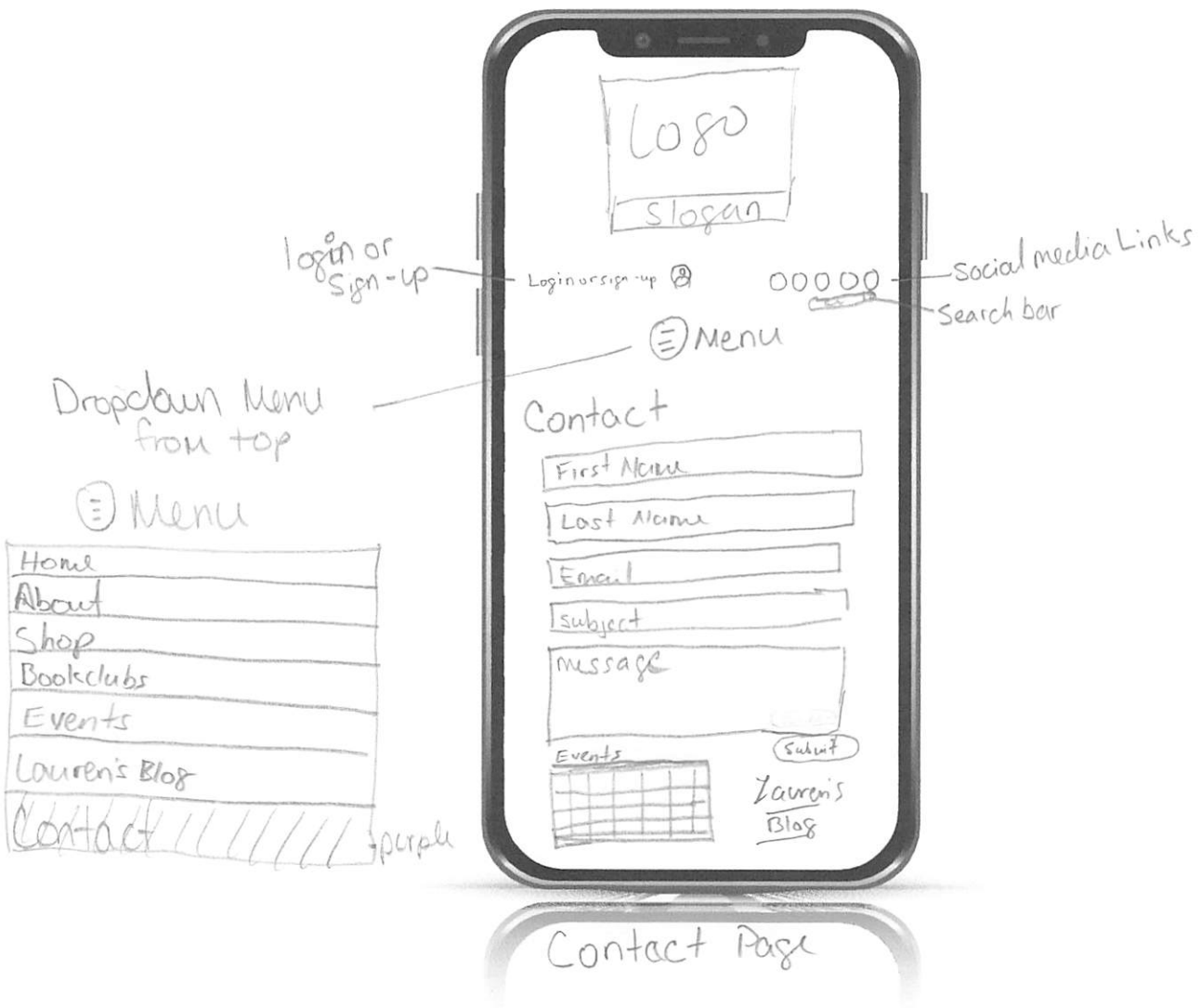
quick links for every page
will move in responsive design

Contact Page



Colored purple

Contact Page





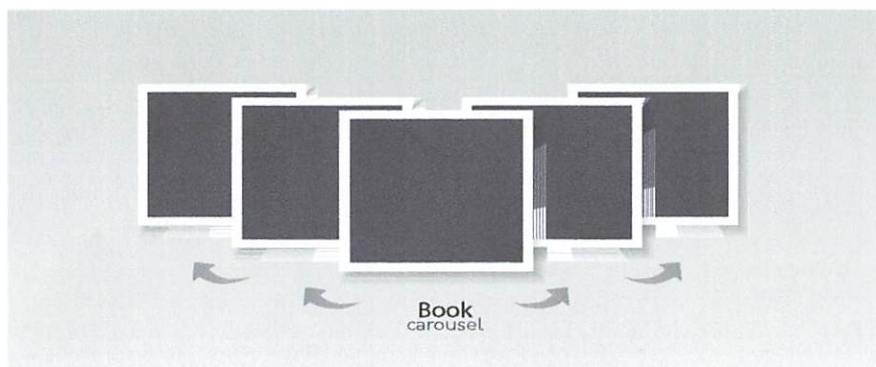






⑧

Contact



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Search



November

[illegible]

Lauren's Blog



Writer's Block Bookstore



Login or Sign Up 

It's okay to get stuck!

Home

About

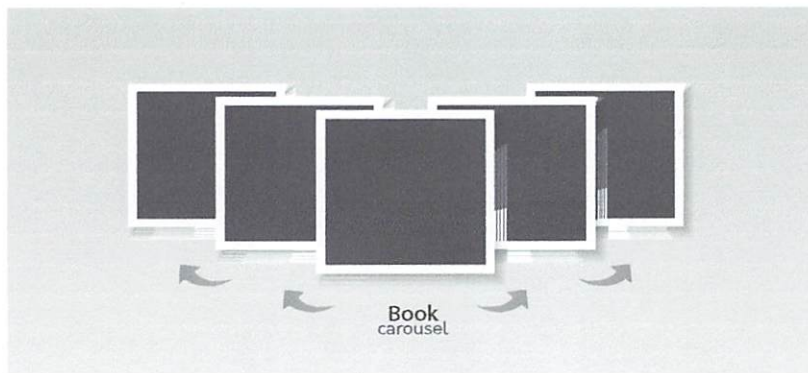
Shop

Book Clubs

Events

Lauren's Blog

Contact



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim



Search



Lauren's Blog



Login or Sign Up



Book carousel

November

[illegible]

Lauren's
Blog

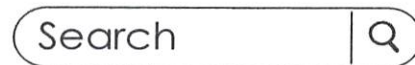








Feature Image Challenge



November

[illegible]

Lauren's Blog



Age Group	Number of People
0-14	10
15-24	15
25-34	20
35-44	25
45-54	30
55-64	35
65+	40



Writer's Block
Bookstore



Login or Sign Up 

It's okay to get stuck!

[Home](#) [About](#) [Shop](#) [Book Clubs](#) [Events](#) [Lauren's Blog](#) [Contact](#)

Feature Image Gallery


Advanced Search

New releases




Clearance



Events

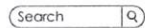


Search 

Lauren's Blog



Login or Sign Up 



Feature Image Gallery

Advanced Search

[illegible]


Lauren's
Blog



Writer's Block
Bookstore

It's okay to get stuck!



Login or Sign Up 

[Home](#) [About](#) [Shop](#) [Book Clubs](#) [Events](#) [Lauren's Blog](#) [Contact](#)

Search By:



Advanced Search

Genres

- ☐ Fiction
- ☐ Non-Fiction
- ☐ Drama
- ☐ Thriller
- ☐ Fantasy
- ☐ Autobiography/
Biography

Categories

- ☐ LGBTQ+
- ☐ Entertainment
- ☐ Vampires
- ☐ Education
- ☐ Design
- ☐ History
- ☐ Law
- ☐ Music

Length

- ☐ Short < 1 Hour
- ☐ Medium 1-3 Hours
- ☐ Long <3 Hours

New Releases

- ☐ Next Month
- ☐ Last 30 Days
- ☐ Last 60 Days
- ☐ Last 90 Days
- ☐ Year

Local News/Author's

- ☐ Judy Smith
- ☐ Kyle Best



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