

# Final Presentation

Roland Coops | Laura van Geel | Meerthe Heuvelings

DG217 Gooley: Soft and Sticky

Task

User  
Research

Require-  
Ments

Website  
Templates

Final  
Prototype

## DG217 Gooley: Soft and Sticky

Roland Coops

Laura van Geel

Meerthe Heuvelings

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## Structure of presentation

- Task
- User Research
- Requirements
- Website Templates
- Final Prototype

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## Task

‘Find two extreme examples of web designs of the same kind, that the team likes most and hates most. Redesign the worst example. Present the results.’

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## Comparison

[www.cinema.com](http://www.cinema.com)

The screenshot shows the Cinema.com homepage. At the top, there's a navigation bar with links like Home, Movies, People, News, Galleries, Trailers, On This Day, Interviews, Features, Video, DVD's, and Competition. Below this, there's a 'Home of Cinema' section with a search bar and a 'Cinema.com' logo. A 'Video Gadget' section features a 'Win DVD's, CD's, Posters & More' contest. The main content area includes a 'Top Story' about Forest Whitaker's role in 'The Last King of Scotland', a 'Feature Movie' section for 'BODY OF LIES', and a 'Rocknrolla' section. There's also a 'Star of the Week' section for 'Quantum of Solace' and a 'Review of the Week' for 'The Last King of Scotland'. The right sidebar contains a 'What's New?' section with a list of movies and a 'Galleries' section.

[www.imdb.com](http://www.imdb.com)

The screenshot shows the IMDb homepage. At the top, there's a navigation bar with links like Home, Movies, TV, Music, Video, and more. Below this, there's a 'The Internet Movie Database' section with a search bar and a 'Today's IMDb Poll Question' about the best movie of the year. The main content area includes a 'Movie/TV Quote of the Day' by Marquise de Verteuil, a 'IMDb Hit List' section, and a 'News' section. The right sidebar contains a 'Movie and TV News' section with a list of recent news items and a 'Daily Trivia' section.

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## Head Menu

[www.cinema.com](http://www.cinema.com)



Clear what functions the buttons represent.

Unclear that these are 'clickable' buttons.

[www.imdb.com](http://www.imdb.com)



Unclear what functions the buttons represent.

Clear that these are buttons, you can click on.

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## Separation between articles

[www.cinema.com](http://www.cinema.com)

[Gere Stunned By Lane Chemistry](#) - [Richard Gere](#) is surprised by his onscreen chemistry with regular movie co-star Diane Lane - because they hardly talk. [\[Full Story\]](#)

[Kurylenko Landed Bond Role Without Rehearsals](#) - Bond girl Olga Kurylenko was surprised to land a role in Quantum Of Solace - because she never rehearsed for the part. [\[Full Story\]](#)

Separation between articles with use of colours and white space.

[www.imdb.com](http://www.imdb.com)



### Truly Trivial

Who made their big-screen debut in *Confessions of a Drama Queen*?

[Click for an answer](#) (answer)



### Movie/TV Quote of the Day

[Click for an answer](#)

MARQUISE DE MERTUIL

When one woman strikes at the heart of another she seldom misses, and the wound is invariably fatal.

From which [TV show/Movie?](#)

No separation between articles.

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## Choice

Redesign the website 'www.imdb.com'.

GUI Problems:

- Not clear what functions the buttons represents
- No separations between articles
- No clear structure on the website
- Too much hyperlinks
- No indication of where you are on the website



## Collage to empathize with the user.



- The user likes to watch movies and series
- Likes to read information about films
- Likes to discuss new movies and series



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## Questionnaire

User research by use of a questionnaire.

Goals:

- Get in touch with user group
- Find out most used options
- Ask the user's opinion about this website

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User Research

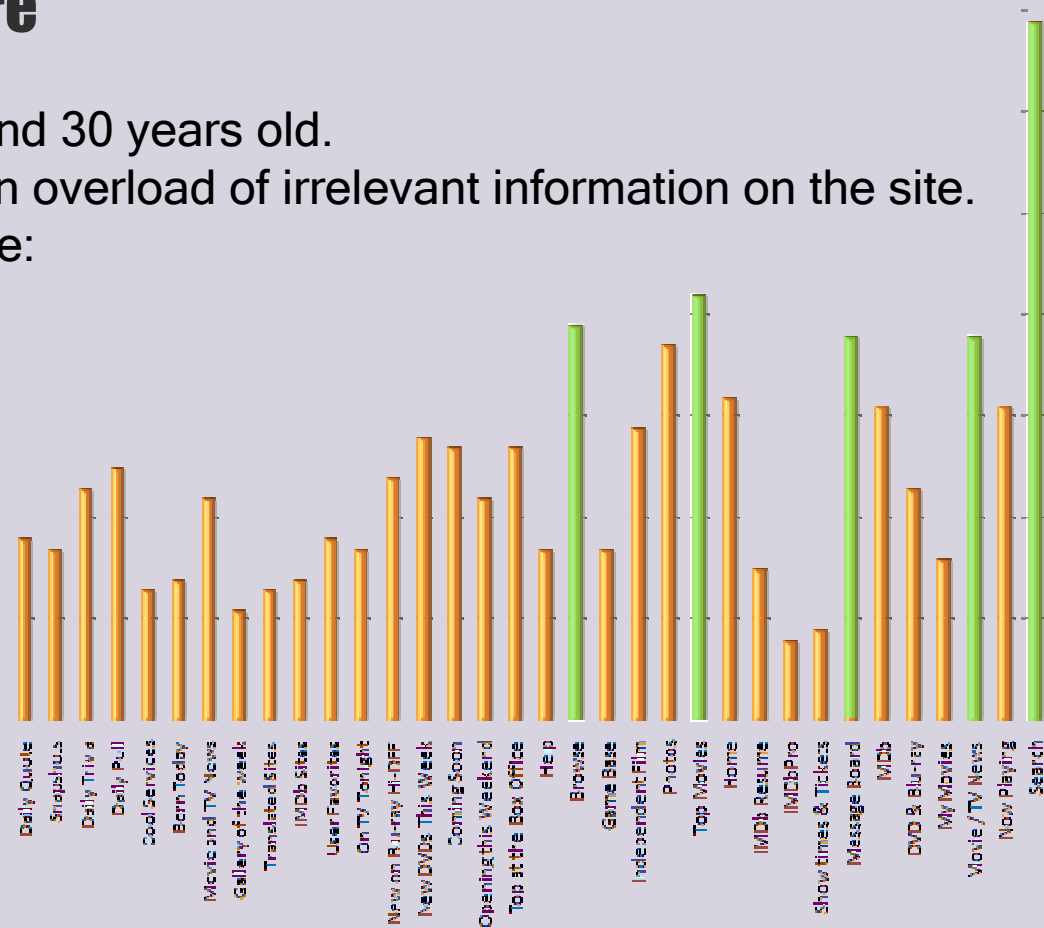
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## Results Questionnaire

- User group between 15 and 30 years old.
- The user thinks there is an overload of irrelevant information on the site.
- The most used options are:



## Requirements

User research and tips from presentations led to following requirements:

- Standard Template
- Clear search bar
- Clear categories (items)
- Buttons have to be clearly clickable
- Enough 'white space'
- Separation (by use of clear borders/colours)
- Language selection
- Changeable font size
- Maximum 3 text fonts
- Clear and consistent colour use
- Consistent alignment
- Consistency in font size
- Help function

## Website Templates

With use of requirements we made two templates.

The focus in these templates was on:

- Clear menu structure
- Clear separation of text on the webpage
- Buttons have to be clearly clickable

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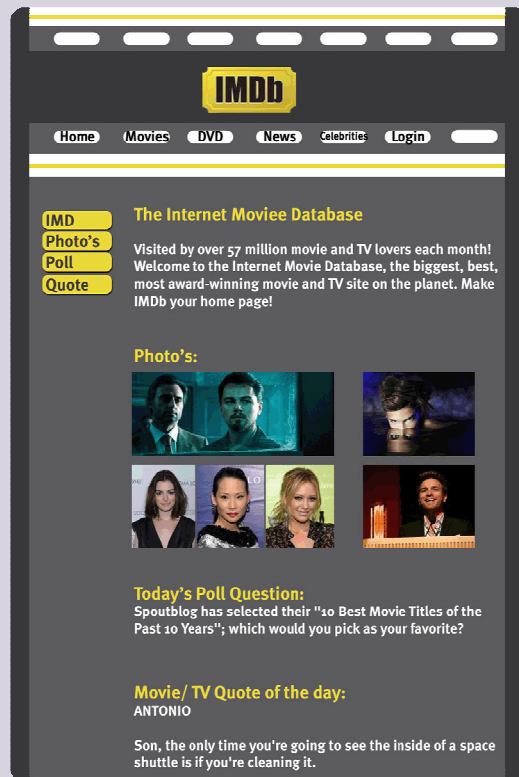
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## Template 1



### Strong Points:

- Clear structure
- No hyperlinks
- Consistent use of colours
- Functions of the buttons is understandable

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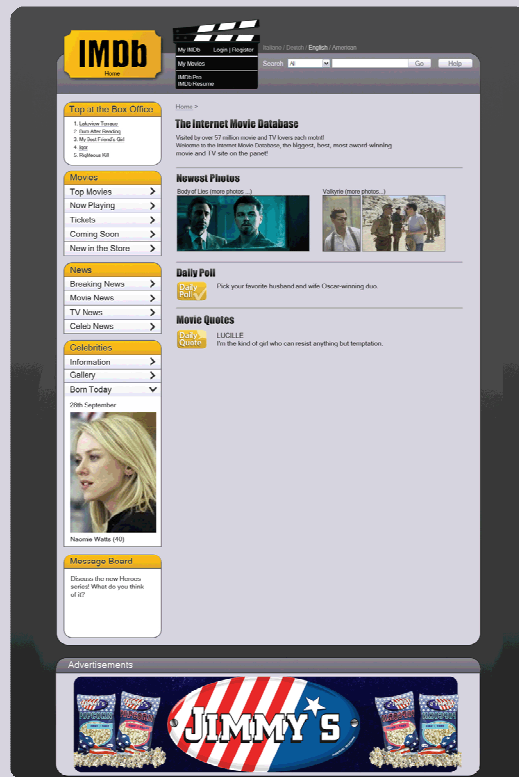
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## Template 2



Strong Points:

- Breadcrumbs
- Obvious separation
- Clearly clickable buttons
- Separate advertisement space



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## Final Prototype

Demonstration of final prototype.

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## End

Thank you for your attention.