

User Scenarios: Quant Web App

User Scenarios Quant

John is a 23 year old male who recently earned his bachelor's degree in digital arts. He is down to earth and likes technology and design. While he worked a few freelance jobs in school, and created a few personal projects, his portfolio is admittedly small. He is looking to break into website development, but is finding it hard to advertise himself and his work. He is comfortable with technology, but is tired of curating his identity through various social platforms.

He is looking for a way to compete with other job applicants, while also finding a way to promote himself without having to curate content across several platforms. He doesn't have time to get a thousand followers, or gather and rank content; he just wants a total summation of the work he has already done. He is a visual person, and is looking for a way to quickly sum up his activities and accomplishments in an easy-to-view narrative.

Quant lets him draw from his hobbies, activities, and habits to quickly present himself to employers and potential clients. He can combine activities in school and freelance jobs with personal interests, resulting in one number he can advertise on his website, social media, or resume. Ultimately, the site will let John input all of his information into one place, and output a narrative or Big Number that he can use to describe himself.

User Quote: *"I need experience to get a job, and I need a job to get experience!"*

Angelica is a 32 year old blogger and bartender. She is active in social media and review websites. She is passionate about her work online, posting content and reviewing bars, liquor stores, and restaurants several times a week, as well as being active in mixology and creating recipes. She is looking for a way to build her personal brand while integrating her curated online identity, and incorporate all of the recognition and work across several platforms with her active work life.

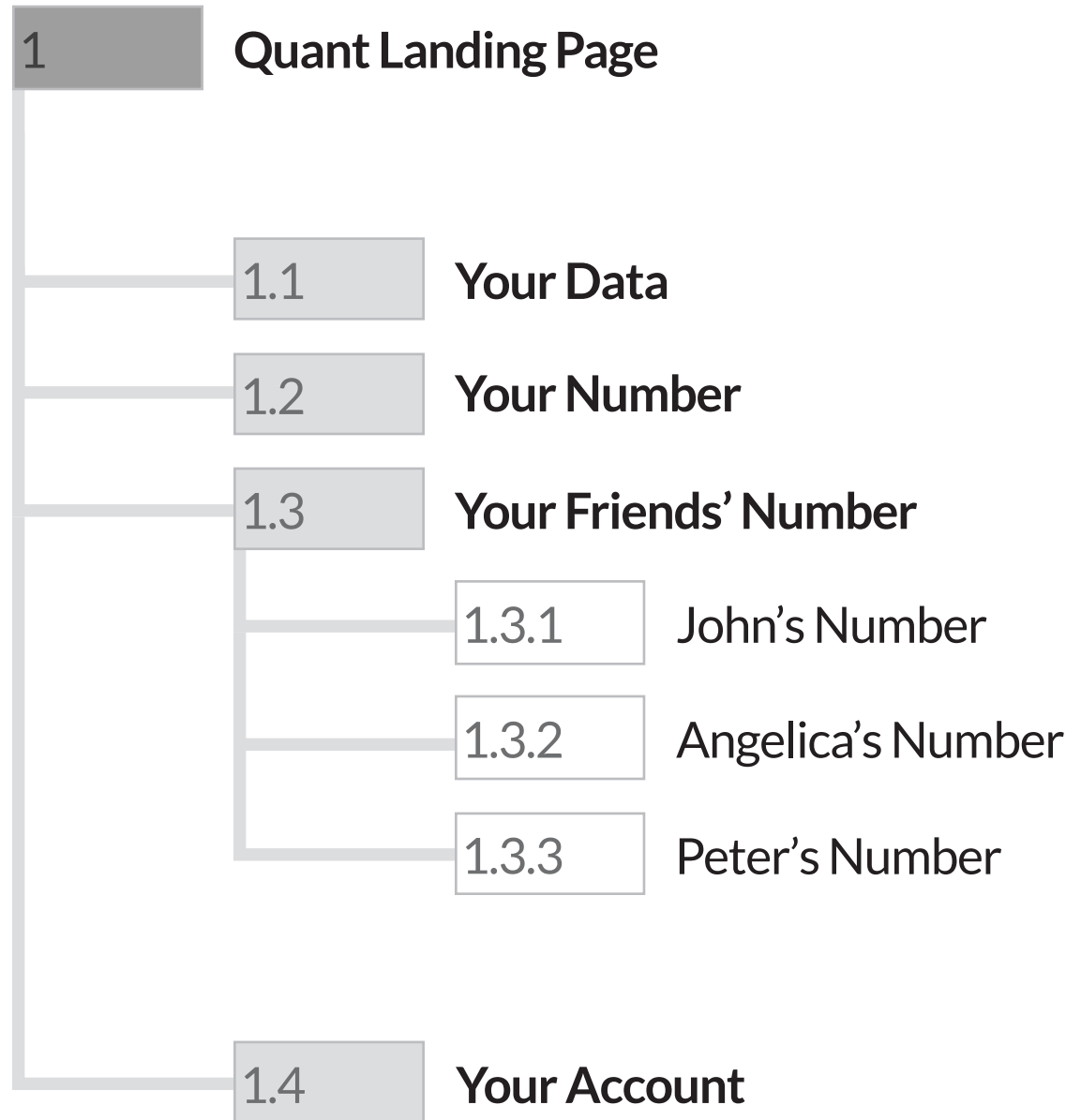
She wants a fast, easy way to track data, import activities, and see a numerical and graphical representation of herself. She also likes being in control, and she wants a way to clearly understand the results, rather than have it be an algorithmically-generated number

With **Quant**, Angelica can combine her personal life and activities (such as guests served and drinks made) with her online content to create an immediate representation of herself. She can record her day to day activity, and she can see a thorough visualization on the site or on her phone. Janet can also measure evenly measured and transparent changes, rather than scratch her head at a number that is seemingly generated randomly.

User Quote: *"Have you heard of this new site? You can rank your favorite things."*

Sitemap: Quant Web App

Sitemap Quant



The sitemap and overall structure of the **Quant** web application is simple and straightforward, with sequential structuring through a persistent navigation bar.

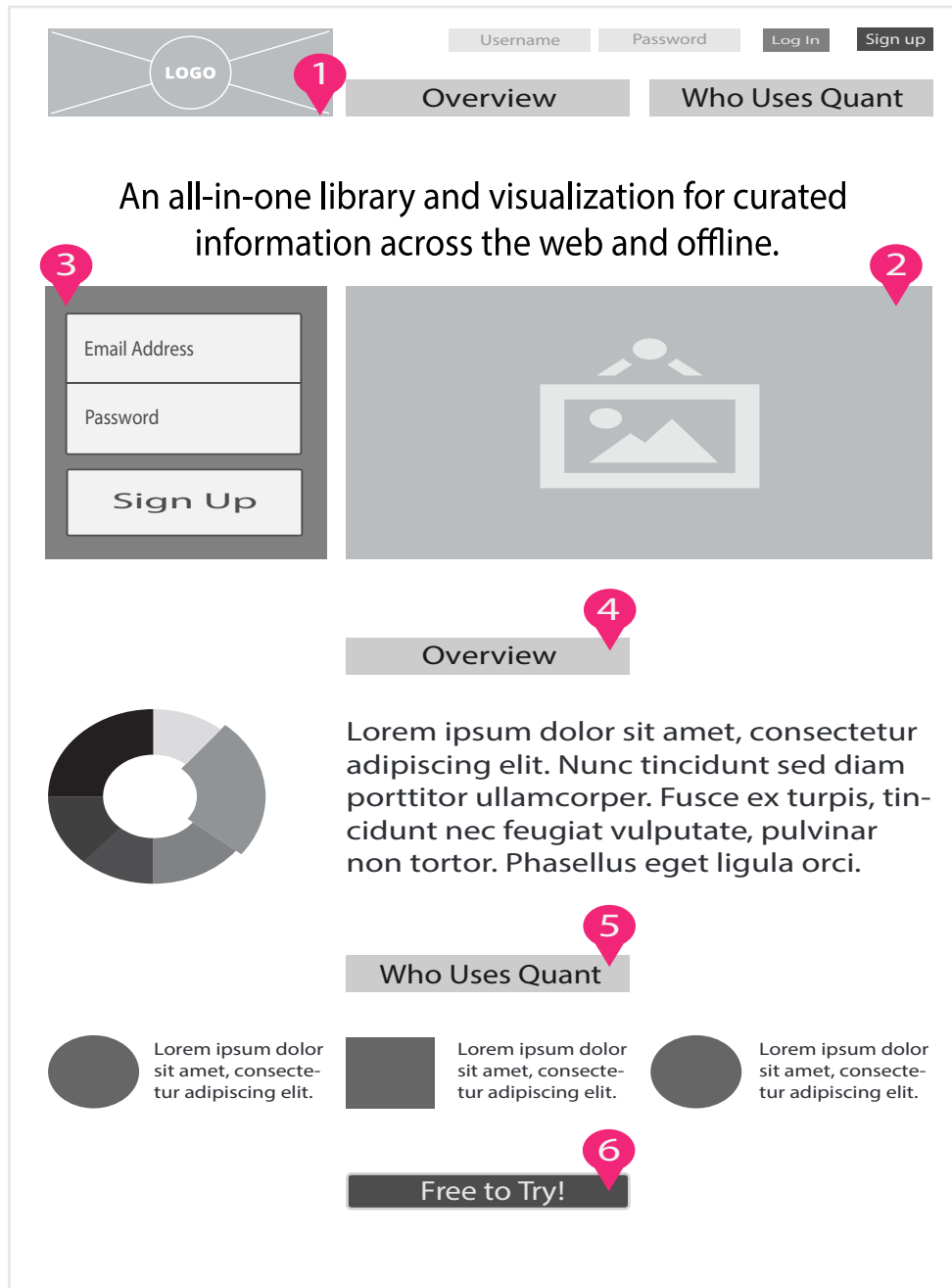
An initial landing page (1) introduces the user to **Quant**, provides a brief overview, and presents three different personas who use application in several ways.

Upon logging in, users can view their data (1.1), graph and numerical representation (1.2), and account and device syncing options (1.4).

A navigation bar dropdown allows the user to see how the three previously introduced personas use **Quant** (1.3).

Wireframes: Quant Web App

Landing Page Quant



1 Static header. Clicking on the logo takes the user to the home screen.

2 Mobile and tablet layout image.

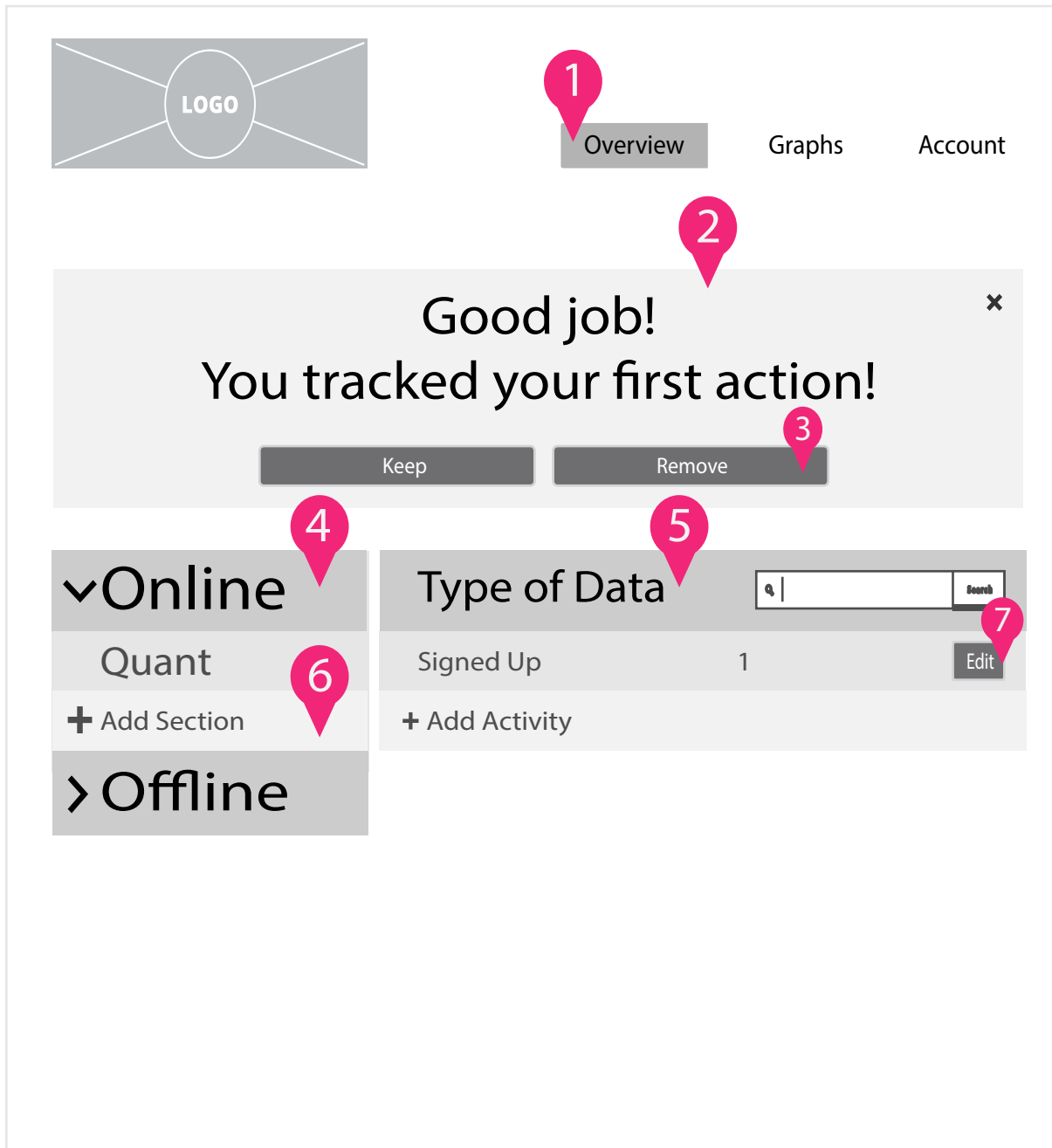
3 Easy sign up, no modal window.

4 Application overview gives the user a clearer picture of Quant.

5 Three different personas demonstrate application flexibility.

6 No-consequence call-to-action.

Data Page (Initial Setup) Quant



- 1 Static navigation bar.
- 2 Modal alert. Tracks signing-up as first action to demonstrate functionality.
- 3 Buttons to keep or remove first data point. Demonstrates functionality without separate section.
- 4 Two drop-down sections for online and offline activities.
- 5 Overlay of data type. Lists activity and the number of times performed.
- 6 Users can manually add sections and activities.
- 7 Button to edit or remove activity.

Data Page Quant

The screenshot shows a dashboard layout. At the top left is a logo placeholder. To its right are navigation tabs: 'Overview' (active), 'Graphs', and 'Account'. On the left is a sidebar with sections: 'Online' (expanded) containing 'Quant', 'Yelp', and 'Ello', and 'Offline' containing 'Photography' and 'Bodily Functions'. The main content area is titled 'Type of Data' and contains a table with a search bar and an 'Import Your Data' button. Four red callout bubbles with numbers 1-4 point to specific UI elements: 1. Search bar, 2. Sidebar items, 3. Table row, 4. Import button.

Type of Data	
Signed Up	1
Imported Data	2
Shared Chart on Ello	1
Refreshed Page	58

1

Search bar filters data.

2

Added and imported data appears in sidebar.

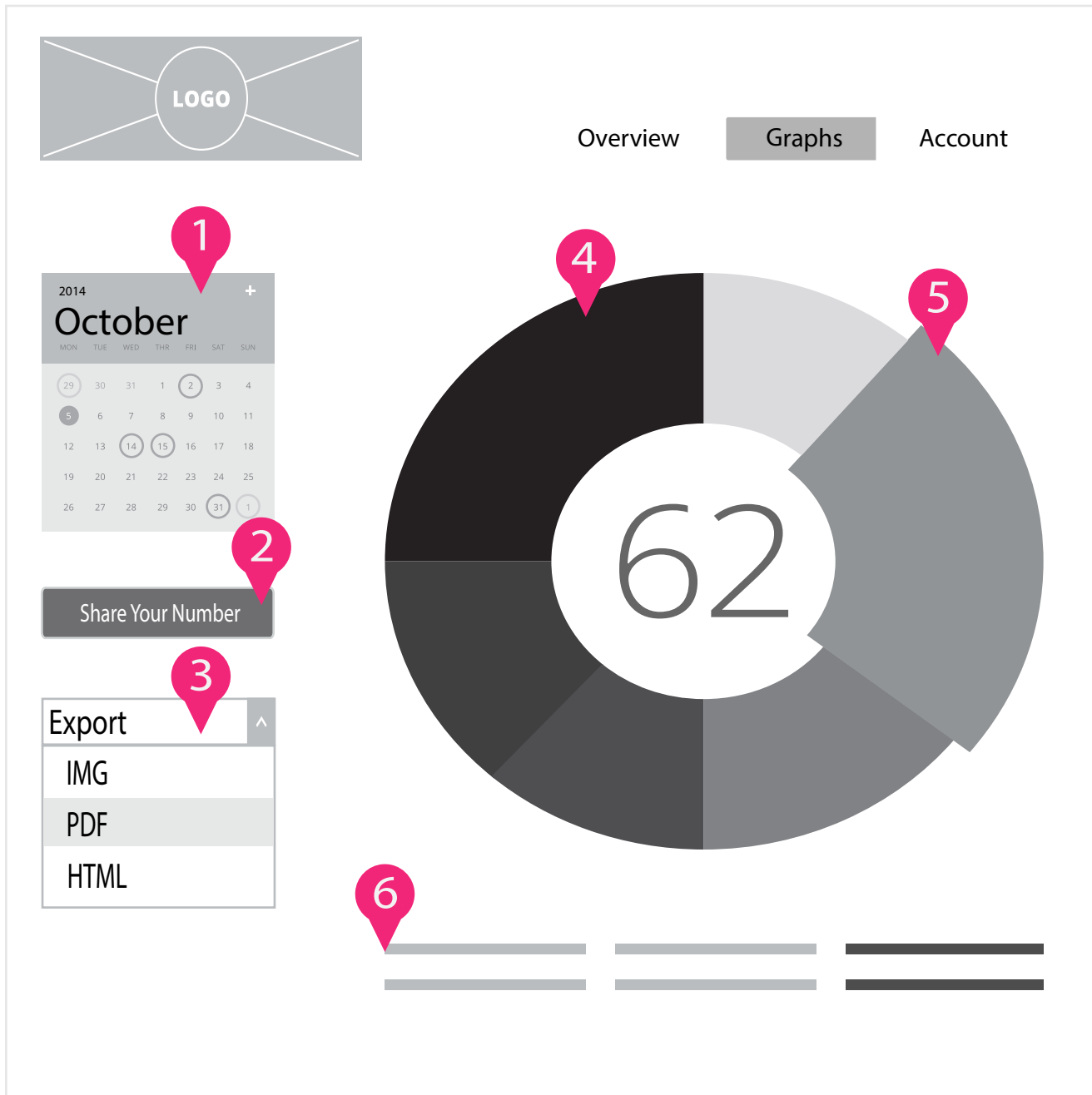
3

Mouse-over highlights row.

4

Import CSV and JSON files from separate sites.

Graph Page Quant



1 Calendar allows users to view graphs and changes in data from different dates.

2 Button connects graph with social media

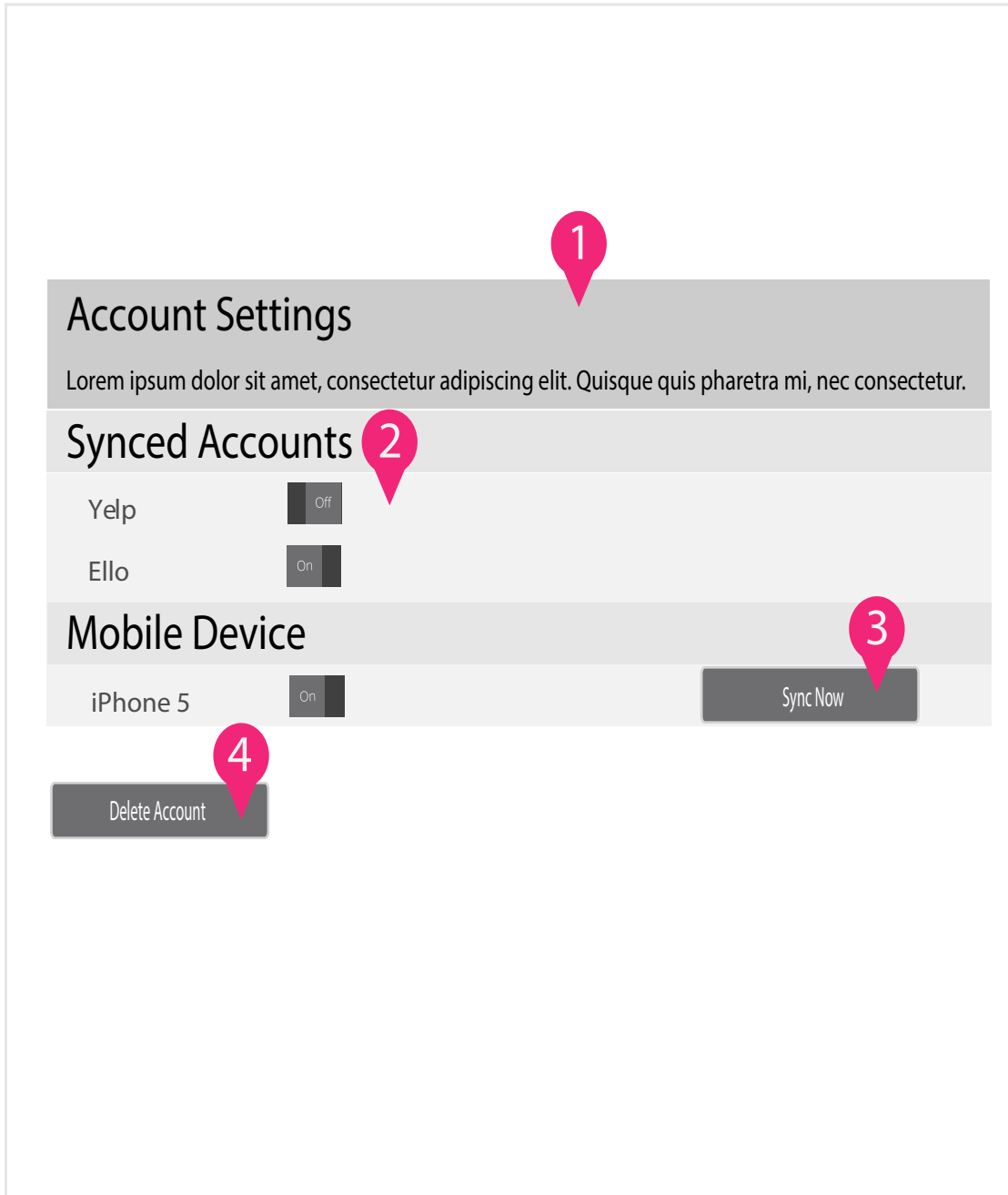
3 Drop-down menu exports graph.

4 Aster plot in D3.js shows graphical and numerical summary of user metrics.

5 Hovering over a section highlights and shows the name and data of the field.

6 Field, data, and colored number show changes between graphs.

Account Page Quant



1 Overlay describes account settings and displays synced accounts and devices.

2 Synced accounts and devices are toggleable.

3 Button syncs data between device and web application.

4 Users can delete account and start from scratch.

User Testing: Quant Web App

User Testing Quant

A prototype of **Quant** was shown to a group of seven testers with the two goals of establishing a baseline of user performance and site navigation and identifying potential design concerns to be addressed in order to improve efficiency, productivity, and end-user satisfaction. Potential usability problem areas included vague and confusing application intention, navigation errors, and lack of interactivity.

Participants were tech- and design-savvy students and professionals in their mid 20s to early 30s. While browsing the **Quant** website and interacting with the application, participants were directed to provide honest opinions regarding the usability of the application, and asked if they would use the site.

All of the users enjoyed the site's structure and appearance. However, some users were lost on how to use the site, or were disappointed in its initial lack of functionality.

One user, an art curator, said, *"I like the simple layout and colors . . . and the visual effect for the pie chart. It's so dynamic! But right now I don't know how to use this site effectively."*

Another, a user experience consultant, said, *"I wish there was a way to see more information about each person and their activities."*

Therefore, two problem areas that emerged during user testing were the desire for more functionality and clearer navigation. The former problem area was stated by several users, and the latter was inferred during observations.

Later iterations of **Quant** addressed these functionality concerns by enabling users to edit values in their data table, and further explore graph data and persona activities through a drill-down function. Further testing confirmed that increased interactivity led to users browsing the site longer with greater immersion.

While users did not explicitly complain about the site's navigation, some users traversed the site in a confusing pattern or failed to visit all of the pages. One user, a graphic designer, skipped several examples of persona graphs. Another user, a writer, visited the same pages repeatedly and did not utilize the header navigation.

Based on these results, later versions of **Quant** added several navigation options. Visible scroll-through buttons were added to the bottom of each page, which simplified navigation from two clicks to one. Additionally, added tooltips helped inform users about functionality without obstructing site content.

While users utilized **Quant** in different ways with varying degrees of clarity, the overall testing results led to a restructuring and streamlining of the final site that specifically addressed problem areas in navigation and functionality.