Objective:
Practice low-fidelity web page design and simple usability evaluation. This is a team project done in groups of two.

What to do:
You are creating a web site for a politician running for state representative in Illinois.
1. Identify the potential audiences for this site.
2. Identify the major classes of content / functionality such a site would contain and the audience(s) for each. (It may help to look at web sites for current candidates.)
3. Design and sketch four pages for the candidate's site:
   a. Home page
   b. Policy positions page
   c. Page describing a specific policy (for example, on education funding.)
   d. Page with a listing of campaign events.
4. Perform a simple usability study using these pages. One team member will simulate the computer, using only the pages you have. When the subject points to a link on a page, you will either (a) remove the current page and replace it with the page to which the link would point, (b) say that the page hasn't been designed yet and describe what its contents would be. The other partner will take notes recording what the user does. Take turns so that each partner gets to perform each role.
   a. Find four friends who are not in IT 130.
   b. Give them two tasks (i) finding the candidate's position on the issue you chose in 3c, and (ii) locating a campaign event near their home.
   c. Start with the home page, and observe how the subject interacts with the pages. Note how long the interaction took, and whether the subject was successful. Do not prompt or help!
5. Write a short report (5 pages) describing the results of your study. The report should consist of five parts:
   a. audience (results from step 1)
   b. content / functionality (results from step 2),
   c. major design elements from your four pages,
   d. description of experiments (where and how conducted, who the subjects were),
   e. discussion of experimental results (successful and unsuccessful aspects of the design.)

What to turn in:
- Submit a hardcopy version of your report with two appendices: (a) the hand-drawn prototype pages, and (b) your hand-written notes taken during the experimental session.

Hints and Notes:
- You must draw your page prototypes by hand. Prototypes generated by drawing programs have a very specific look that changes users' expectations. Do not code your prototypes in HTML and print them out. Only hand-drawn prototypes will be accepted!
- You do not need to write every bit of text that would appear on the page (the whole position statement, for example.) Just draw a box and say "Position statement here" or "Candidate photo
You must however write every piece of text that has a role in site navigation, such as links and navigation bars / buttons.

- You may find it useful to use color. Underline your links.
- During the usability experiment, the experimenter playing the role of the browser must strive to emulate the browsing experience. Put the page in front of the subject and let them interact with it. Instruct them to touch the page where they would like to click. If they "click" on something that is not a link, do what the browser would do: nothing. You will find it difficult not to tell the user what to do. The only time you should speak is if the user follows a link to a page that does not exist.
- You will not be evaluated on how well users performed in the experiment, so do not tailor your pages to the experimental task. You will be graded on how well your report covers its topics and on the quality of your designs, including the use of information hierarchy, consistency, and simplicity.
- Some state representative web sites (inclusion does not constitute endorsement of candidate or site design, especially not site design, some of these are terrible!)
  - Michele Bromberg (http://www.brombergstaterep.com/)
  - John Fritchey (http://www.fritchey.com/)
  - Doug Hayse (http://www.doughayse.com/)
  - Rosemary Mulligan (http://www.repmulligan.org/)
  - Julie Samuels (http://www.juliesamuels.com/)