

Mini-projects

Project Methodology

Choose a local business or organization (restaurant, gym, association, supermarket, etc.) to develop a prototype of website for it

Phase 1 – User Analysis

- Define target users
- Create user personas
- Identify pain points
- Conduct short survey/interviews

Phase 2 – Low-Fidelity Wireframes

Using Pencil:

- Layout structure
- Navigation hierarchy
- Button positioning
- Information grouping

Focus on:

- Minimum clicks
- Clear visual flow
- Proper spacing

Phase 3 – High-Fidelity Prototype

- Apply consistent color scheme

- Optimize typography
 - Improve button size and placement
 - Add interactive navigation links
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Ergonomic Principles to Apply

- Fitts's Law (button size vs distance)
 - Hick's Law (decision complexity)
 - Visual hierarchy
 - Contrast ratio for readability
 - Minimal cognitive load
 - Consistency principle
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Deliverables

The student should submit:

- Research report
 - Personas and user journey maps
 - Wireframes (Pencil file)
 - Interactive prototype
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Evaluation Criteria

Criteria	Weight
Ergonomic design quality	30%
Usability testing	20%
Interface clarity	20%
Innovation	15%
Documentation	15%