Markr.

Sprint 5: Project Delivery

Figma prototyping

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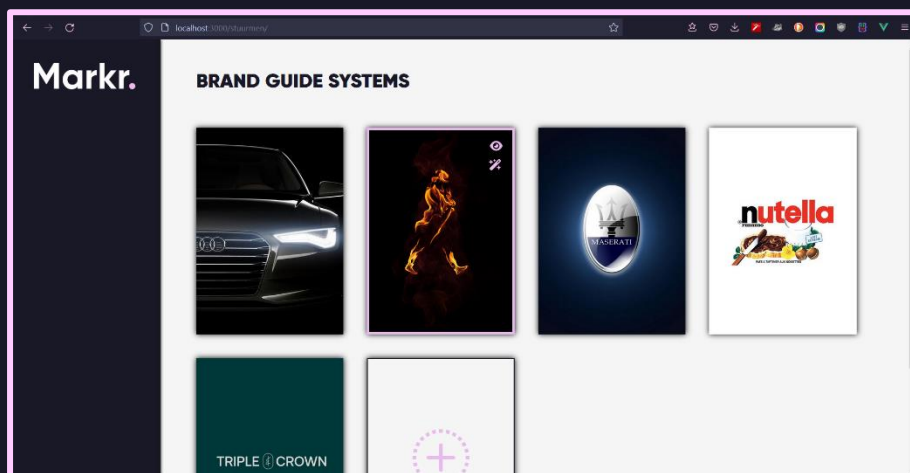
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Figma Prototypes – Introduction

In this document we can see the different elements that the team would try to both incorporate and change within the Markr. tool. This particular elements were all created on Figma, and tested on target users such as Web Developers, Project Managers and Data Analyst. We will encounter elements that are created as a Should Have, and others as Could have, determined by both the user testing and the team's own study of the usability of it.

Figma Prototypes – Should Have
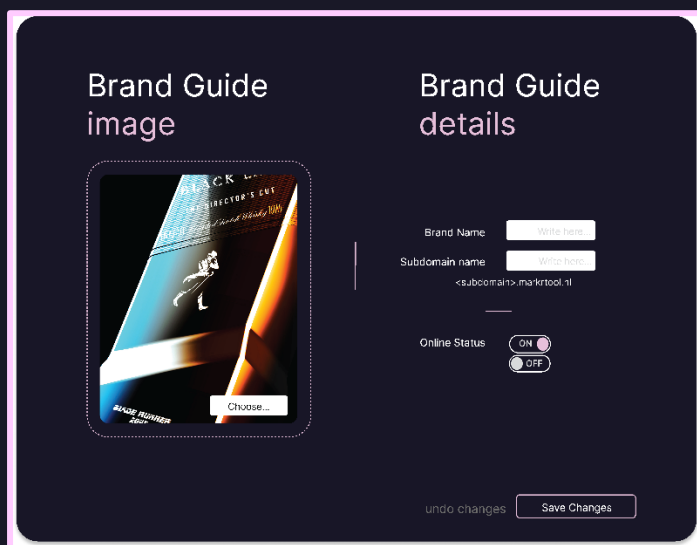

COVER AND BGS DETAILS MODAL

Our first Should Have element is a modal present in the Homepage or Brand Guide Gallery page. This modal showcases the very first elements the user can edit in their new and/or already started brand guide.

As editable content, the user has the cover for their BGS which they can upload locally, the name of the brand that they want to create, the subdomain with which the Display BG will be showcased when previewed, and finally a button allowing the user to set online or offline their BG in order to make both the subdomain and the sharing option available or not.
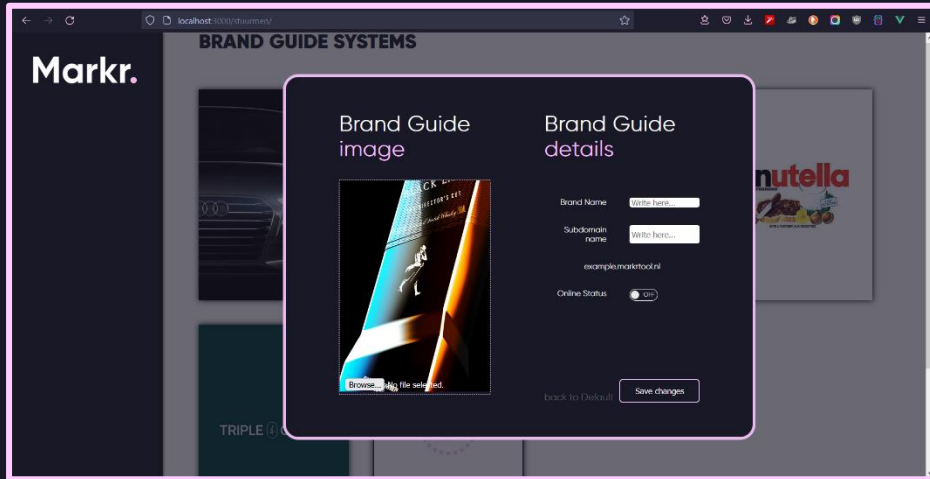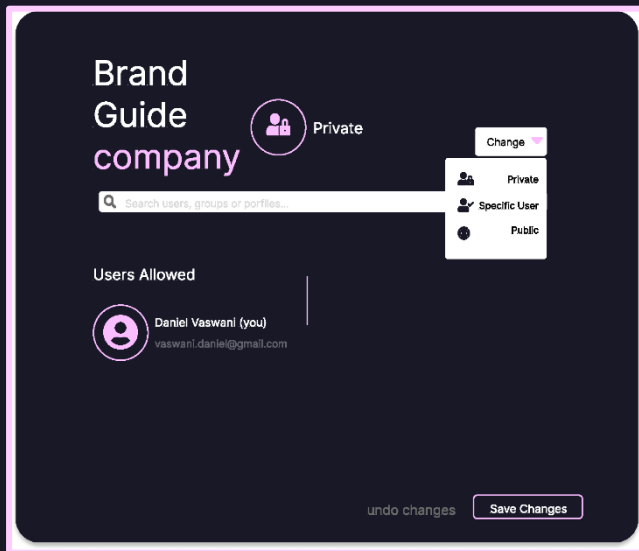

There are then two buttons this element should show upon click:
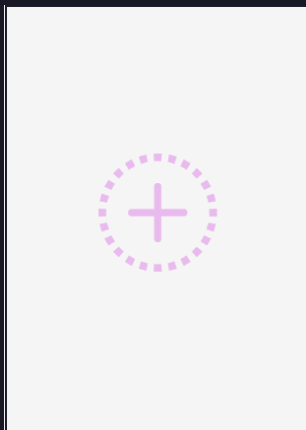
The first one is the add a new brand guide button, where the user adds a new BG as well as set the details of it upon start.
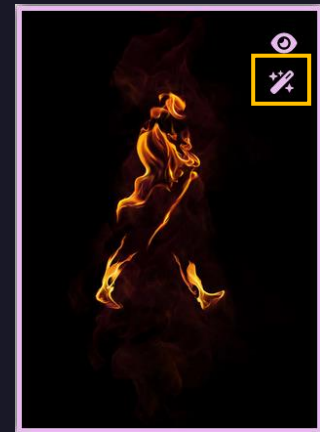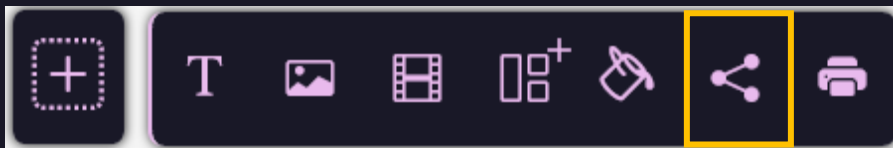

The second one is the edit button on a already existing BGS. This button allows the user the same actions.

SHARING OPTIONS

This modal showcases the sharing options for real-time collaboration the user can have by clicking on the share options for each page within the Brand Guide created.


This option lets the user share the page that is being edited with another user in order to help edition or to pass it on. The user has access to this element by clicking on the respective button on the dropdown element for each page.
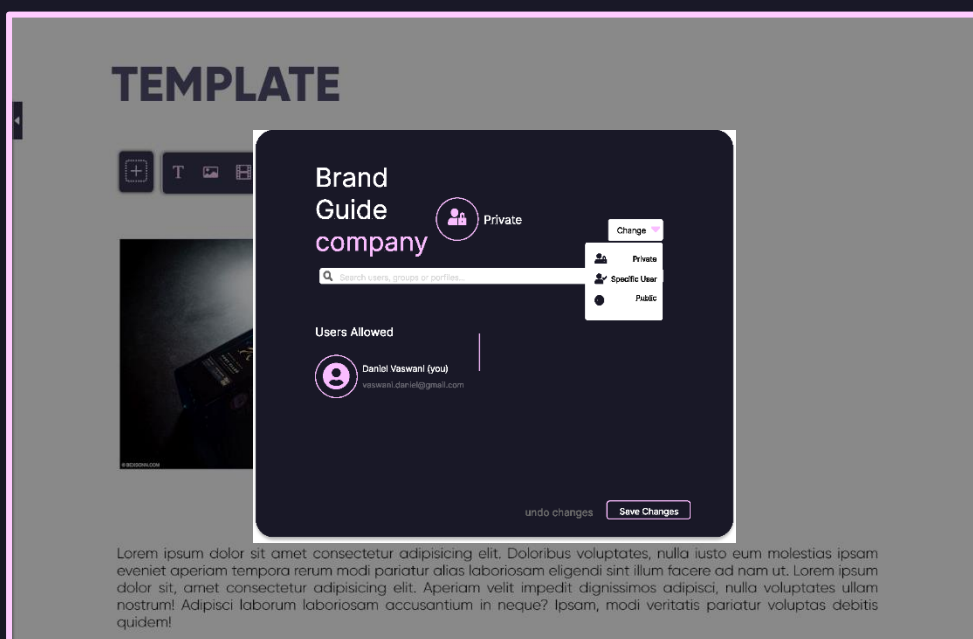
Figma Prototypes – Could Have

Now we pass on to the Could Have part of our Figma prototypes, where we can see the elements that could make it into our Markr. tool in the future, but given user testing and especially the team's study of our resources and knowledge at the time, did not make it to the final product.
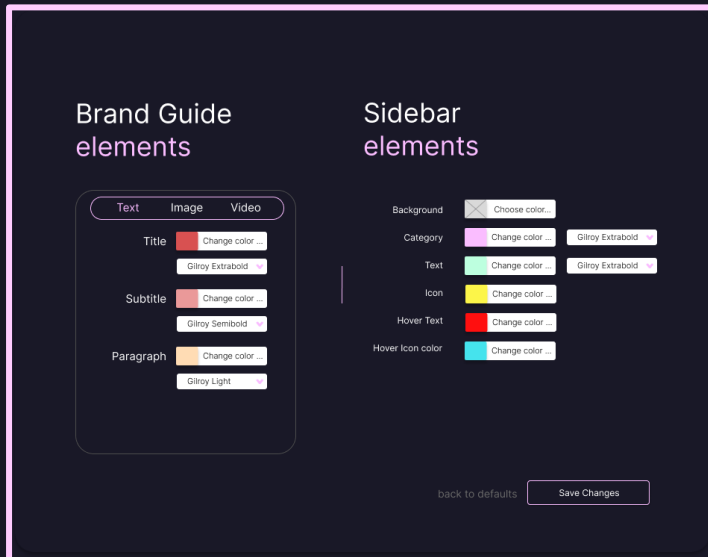
BRAND GUIDE AND SIDEBAR ELEMENTS EDITION

Here we see an idea for a modal to edit both the sidebar elements and the elements present through the Brand Guide. The sidebar elements could be edited to showcase better both colors and typography of the existing brand when shown in the Display BG. The idea behind this is to align better the tool within the prospect of branding of the company, so the user identifies better the brand by adapting Markr to its branding elements.
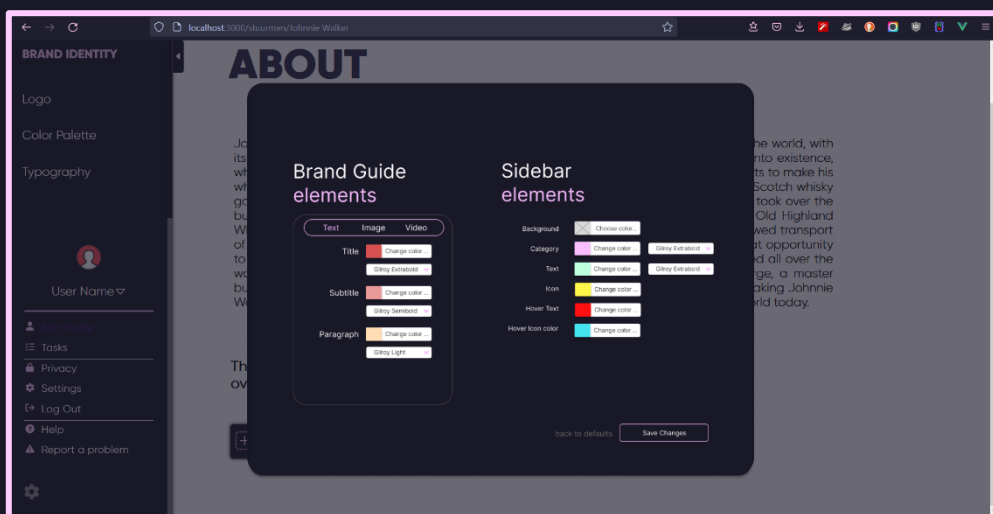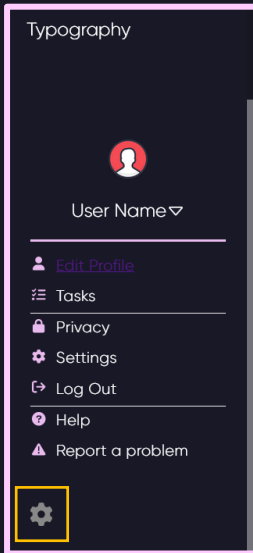
Access to this modal could be set on a settings button placed at the bottom of the sidebar. By clicking on it the user can be presented with the modal at the center of the app and see in real time the changes they make to the tool's elements.

Figma Prototypes – Layout Designs

For this part, we will see different elements changes tested briefly on our target users, small changes set to improve both the layout and the design of the Markr. tool.

SIDEBAR ELEMENTS HIGHLIGHT

In this user testing, we procceded to ask our users about the higlight of the elements in the sidebar, in order to portray better which part of the BG the user was working in as well as keep a clean aesthetic in the tool. Three options were given to the user to look at:
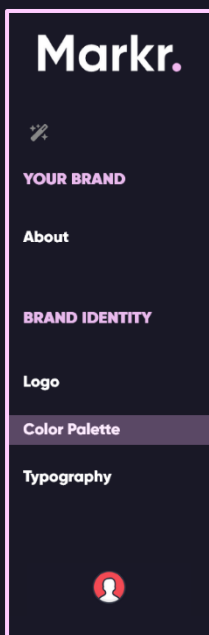
First the already stablished highlight with bold font and font color change on hover.

This option was the one set on both the prototypes and the on working tool, but was not well received by users, agreeing that the bold font for the secondary elements in the sidebar looked off and a bit ugly to the overall design.

Then we have the underline of secondary elements + a lighter font.

This one was the best received among testing users, stating that it made the look of the sidebar cleaner and understanding the differences between the category titles in the sidebar and its secondary elements.
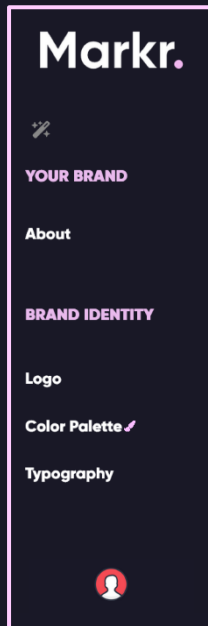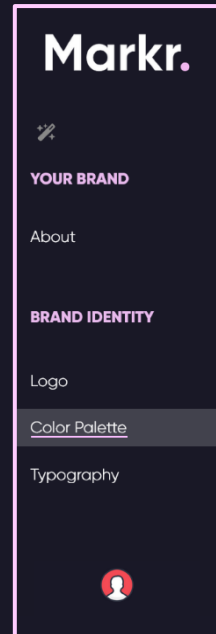

As a third option, we presented a complementary icon to each one of the secondary sidebar elements, as a visual help to the user in order to identify the different pages in the BG and also to establish a more indicative idea of where the user was working on within the tool.

User testing stated that, even though is a promising concept, the overall look of the sidebar gets overpopulated with more icons for each secondary element, given that the user, upon clicking on the edit-sidebar-elements button, is presented with a myriad of icons already.

MARKR TOOL – EDIT BUTTON AND PAGE LAYOUT

In this final part of our document, we can see another small change tested in our users, in order to understand what was the better layout for our tool's pages when adding new elements to it. This was presented by stablishing the edit button both above every new element added and below them, as well as considering the idea of leaving it fixed on top of the page.
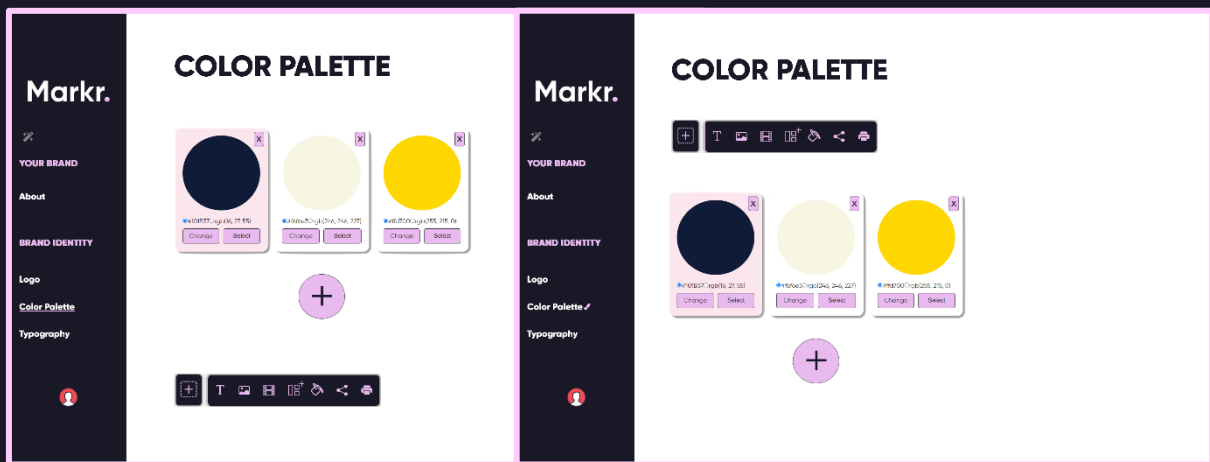
In this two pictures, we can see the two options presented first to our users. On the left, the edit button would be shown right below each element added to the page, while the right picture shows it above them. User testing showed us that placing the button right under each new element added was more intuitive and comfortable to the user than placing it above, given layout adaptability within the tool.
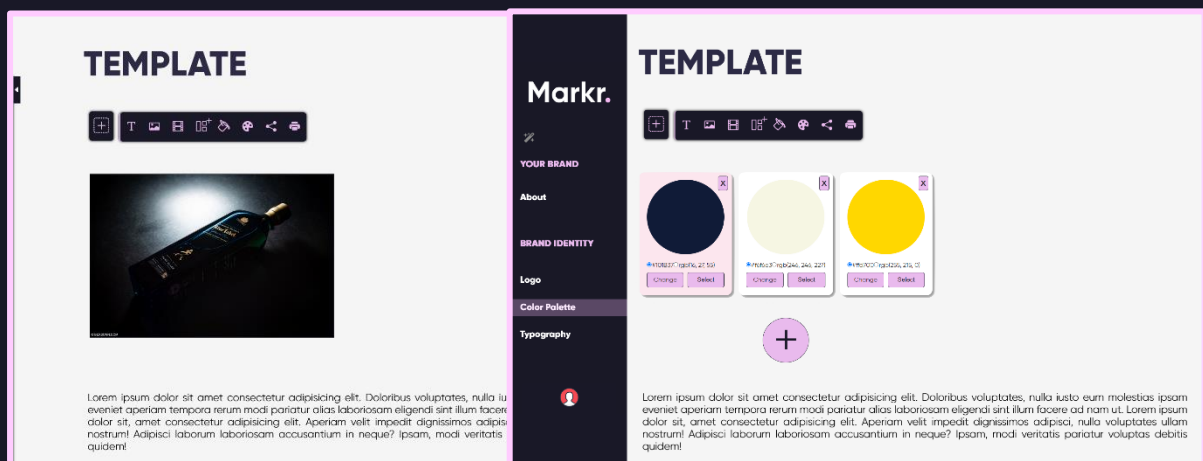
Another option tested was to set the edit button fixed above the page in order to add new elements in a cleaner way, but our user testing determined that this was not a good idea, given the necessity for the user to scroll up each time they needed a new element.

Figma Prototypes – Testing Feedback

For this feedback we presented the prototypes to one of our teachers, in this case mrs. Yuzhong Lin, who teaches UI/UX classes and lend us some of her time and feedback in order to understand what works and what does not.

IMPRESSIONS

- ❖ The tool looks good, the colors are slightly tweaked from first iteration of the project
- ❖ The use of tool buttons on BGS page OR change icon to replace icon Subdomain flow is good, the eye icon makes sense, editing by clicking on BGS also makes sense
- ❖ Photo on BGSInfo modal should be clickable, instead of needing the user to click on the choose icon, but leave the label in
- ❖ Its better to have any element on any page, then have a specific page for each purpose, in that way, it is hard for user to understand what he is able to do on what page
- ❖ Sidebar element highlight is a good way to distinguish what page you are on