

Jack and Diane Cleaners Explanation

Our site has a simplistic affordance which is achieved through the minimalist design of the website. We wanted to keep things simple, so we displayed the two main things that people want to know on the home page. We displayed the services offered by Jack and Diane Cleaners and the tracking tool side by side. We felt that this made it easy for customers to quickly track their order and find different services provided by our dry-cleaning service. We also tried to design our pages to have a lot of white space and text that is straight to the point. We assume that a customer doesn't want to be cluttered with information on a dry-cleaning website. The straightforward text and white space help customers to find information quickly and not overwhelm them.

We implemented numerous signifiers to help represent a simplistic affordance. We choose a theme with a white background to signify a clean and clutterless look. We tried to match the color scheme by using a reddish color for the buttons and table (Created form plugins). We also implemented a form that only requires three lines to fill out so it would be simple for the consumers. We consistently thought about how to make a design that was easy to use for the user.

Ours forms constrain the user so they are forced to enter certain information. For example, you are required to fill out your name, email, and tracking number. If the user tries to submit the form an error will pop up. This constraint helps the user fill in the form correctly. We also have a constraint for the booking calendar. If the day or time is booked, then it grays out that day or time and doesn't allow the user to click on it. This helps cut down on double bookings.

We created necessary conventions that assist the user with achieving their goal, without creating any unnecessary redundancies. One example of this was our implementation of buttons on the bottom of pages such as "Services and Prices". This button allowed customers to redirect themselves to the "Schedule a Cleaning" page after viewing the available services with

their listed price. Rather than forcing the user to manually scroll to the top of the browser to change pages, this button helps prevent any possible slips the user may make while wanting to redirect to this related page. We only implemented these buttons at the bottom of pages because we felt it was necessary to easily redirect the user to prevent any possible slips they may make. We also implemented similar conventions on the “FAQ” page, using hyperlinks in our responses, to easily redirect users who have similar questions.

Knowledge in the head is used by users when attempting to schedule an appointment. With the constraints we implemented it helps limit the amount of memory the user is required to use making the response faster between the user and the site. Knowledge in the world is used by users when navigating the site. Each tab in the menu at the top of the site is labeled in a way so there is no confusion between the user and the intended use of that page. More specifically the “Schedule a Cleaning” page has very concise instructions that helps users with their process of scheduling an appointment quickly allowing an easier first experience.

With mapping we helped connect knowledge in the head with knowledge in the world to create an easier experience for users. The best example of this is on the “Schedule a Cleaning” page, where the instructions (knowledge in the world) work directly with the pick-up form (knowledge in the head) next to it. This helps create an easy experience for the user, whether it's their first time using the application or not.