



VENTILEN

RE-DESIGN

DIGITAL DESIGN TIL KOMMUNIKATIONSPLATFORME
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1: Introduction

1.1: Setting the Problem

In this paper we examine the design, user-experience development process and prototype of a redesign of Ventilen.dk - a website for young adults struggling with loneliness. When working with Ventilen.dk, we noticed numerous issues with the overall design, especially in the unordered structured and confusing comprehensiveness of information. The website fails in providing the visitor with the specific information needed: there is an abundance of text on every subsite; the color palette fails to signal the sites value-system; there is no indication of web-based user-to-user communication and the web design is non-responsive for smartphones or tablets. When working with Ventilen, we found that there is a critical gap between the site objectives and the general user needs. We think the current design fails to reflect the core values that such a site should, namely trust, presence and transparency. This project aims at redesigning the structure, functions and appearance of Ventilen.dk with a user-centered approach.

1.2: Loneliness

Loneliness is not a rare feeling amongst the youth of Denmark. Despite the fact that social media use is rapidly increasing, about 14 % (4-8 % being severely lonely) of Denmark's young adults between the age of 16-24 are still feeling lonely every day (Ventilen.dk 1, 2014). To be lonely is not necessarily a result of not having any friends or acquaintances. The feeling can occur for a number of reasons. One might feel sad, experience the loss of a close relative or have a lot of friends, but none close or intimate (Niros, 2014). Loneliness can be a taboo-subject of societal discussion, which might cause people to put up a facade and not talk openly about it. Therefore it can be difficult for others to define whether a person is lonely or not. This can be problematic in order for others to help the people struggling with loneliness and for the vulnerable subjects to be open to help (Ventilen.dk 1, 2014).

In an effort to prevent loneliness various organizations in Denmark provide resources aiming to help young adults, shedding light on the taboo. Ventilen.dk and Ensomung.dk are among these organisations representing user platforms for this particular group of young people. These platforms are designed to provide the users with the possibility of reaching out to each other through volunteer curated web-chats, meet-ups, exercises etc. In the following, we will work with the website called Ventilen.dk.

1.3: Ventilen Denmark

Ventilen Denmark is a national social umbrella organisation founded in the year 1999. The organisation is mainly funded by public and private funds and is only led by volunteer workers. The main goal of Ventilen is to offer help and social resources to young adults between the age of 15-25, who feel lonely but also open up for discourse about loneliness among other young adults by meeting up to socialize with others who are in the same situation. Ventilen has sixteen departments around Denmark with social "meeting spots" for the likeminded. One of Ventilen's main virtues is that the individuals themselves are the driving force in overcoming loneliness. They have to be the ones to take the first step. The meeting spots are typically open one to two times a week setting up time and space for young adults to interact with one another. At the meeting spots, Ventilen emphasize the importance of age similarity between the young adults needing

help and the volunteers helping them; being amongst peers who are not lonely helps the young adults to mirror themselves in each other and not feel that they are “different”. Furthermore Ventilen provides reading material and information in general about loneliness.

In an effort to help young adults counteract their feeling of loneliness, the way Ventilen works, is based on four core values:

- *Trust*: it is important that the young adults who need help, trust each other and the volunteers.
- *Connectedness*: the young adults should feel a connection between themselves and the volunteers and they should be able to develop a more positive self-image.
- *Responsibility*: it is important, that both the volunteers and the young adults feel a responsibility towards each other and themselves.
- *Development*: both the staff and the volunteers always have to be aware of any improvements within handling loneliness on an individual level and as a societal tool.

1.4: Paper Structure – “The Five Planes”

Designing a user-oriented website is a process that encompasses several different interdependent planes as defined by Jesse J. Garret (2003) as “The Five Planes” (Fig. 1). The planes are ranged as a bottom-to-top build that explains the production of the website from abstract idea to concrete solution. From Strategic Plane to Scope, Structure, Skeleton and lastly Surface Plane the decisions made gradually become more and more specific. These planes are grouped into and perceived from two points of view, namely viewing the website as either a software interface or a hypertext system, representing the overall basic duality of the Web (Garret, 2003). This UX development process model gives us the possibility to regard our project through the lens and interdependencies of respectively software interface task-based and hypertext system information-based considerations. Garret’s “Five Planes” work as points of orientation in the structure of this paper, but should not however suggest a process that is keenly divided as such.

From conception to completion of the project, the planes have a “ripple effect” back and forth through the chain on either side of the aforementioned points of view. We have conducted various usability tests on several planes for analysis and constant reevaluation of the different concepts and ideas evolving from the development process as a whole. Throughout the paper the respective planes are explained and their place in our work is put into context alongside our key insights, methodologies and the overall redesign of Ventilen.dk.

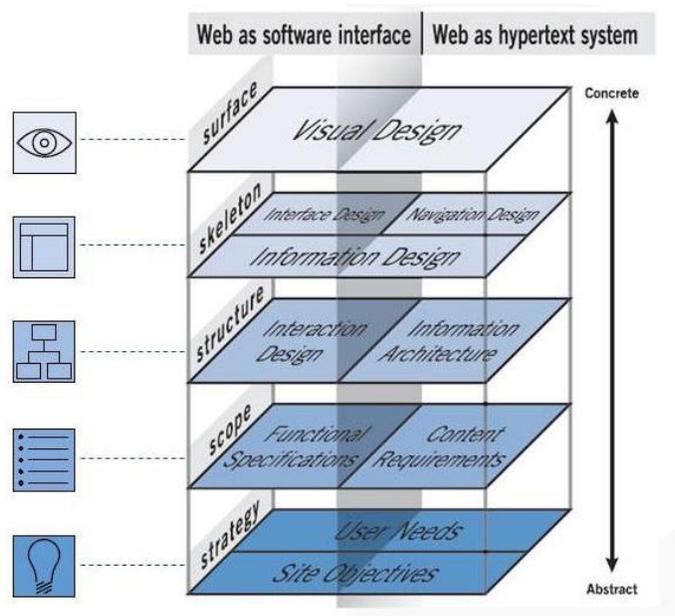


Fig. 1 The Five Planes by Jesse J. Garret (2003).

2: The Strategic Plane

On the **Strategic Plane** (Garret, 2003) we will cover the overall strategy seen from the perspective of Ventilen and their users. This section will introduce Ventilen.dk and the organisation's thoughts about the website. What objectives does the organisation have? What outcome are the users looking for? In the following we want to gain a deeper insight into our target group by trying to understand who and what we are designing for. Lastly we will sum up our overall insights and define our take on this project.

2.1: Ventilen.dk

When visiting Ventilen.dk (Fig. 2) for the first time you are met with a wide range of interaction possibilities, text and subject categorizations. Browsing through the website it becomes clear that the organisation has many different tasks and agendas. As a user it seems difficult to navigate through the seemingly endless stream of information offered by the existing Ventilen.dk website. As designers we find that Ventilen has a lot to offer, but that the page-structure and appearance is making it hard to find exactly what you are looking for. Furthermore we believe that the existing visual atmosphere and aesthetics is working against the objectives of the site, when being presented to their recipients. We believe that the existing site does not match the values of Ventilen in continuously meeting the young adults and developing as a youth organisation (Ventilen.dk 2, 2014).



Fig. 2. Ventilen.dk

In order to improve the existing website for the young adults, we made a list of critical hypotheses based on our own experience of Ventilen.dk. These assumptions were created to be use as a checklist for later interviews and user-tests:

- First-time users are having a hard time getting an overview of the website, this is cause by the big amount of information and bad usability.
- The website has too much irrelevant information. This can be distracting and remove the focus from important information.
- The website do not oblige their target group in terms of mobile-use.
- The visual identity of the website does not match the values of Ventilen.It is confusing and hard to navigate the site.
- The users are left alone when trying to find alternative sites for loneliness.

2.2: Interview with Ventilen

With a list of predefined problems and observations, we contacted Rillo Snerup Rud, Ventilen's head of Secretariat. Through a Skype interview our main goal was to gain a deeper insight into the work of Ventilen and thoughts about Ventilen.dk. Furthermore we wanted to learn more about the young adults and their specific needs.

During the interview it quickly became clear that the website was not her first priority and it had been neglected in saving resources. *"Hjemmesiden er én af vores hængepartier."* (Appendix 1). Despite being a leading force in the Ventilen organisation we found that Rillo to be rather conservative about developing Ventilen.dk. Rillo stated the importance of the physical meeting: *"Vi vil allerhelst have, at de unge kommer i kontakt med det lokale tilbud, de skal hen i."* (Appendix 1). She explained how the website should work as a platform, where the young adults could find information about loneliness and Ventilens physical meeting places. *"Til de unge skal siden formidle viden om, hvad det er for [...] nogle tilbud, vi har, sådan så hvis de føler sig ensomme og det kunne være et relevant tilbud for dem, at de så kan finde derhen."* (Appendix 1).

Working with the young adults on a daily basis, Rillo revealed that Ventilen did have an online meeting forum, but most of their users did not know of this: *"De fleste af de unge, der kommer i de fysiske tilbud ved slet ikke, at vi også har det her virtuelle mødested."* (Appendix 1). This insight gave us a good picture of how little attention the website was given by the organisation. We asked Rillo about what the website should communicate. She listed five different user types, three different login-types and even more functions that the page should also cover. This is an interesting area, where we believe that Ventilen has a huge challenge in communicating and capturing all their different users. Interviewing Rillo S. Rud gave us a valuable insight in what the website should provide and facilitate. This led us to the following Site Objectives:

- Meeting and guiding the (new/first-time-visiting) young adults
- Providing a platform for volunteers
- Presenting the organisation
- A forum for paying members
- Offering 'information' (knowledge bank)

2.3: Target Group - Young adults

We decided early on to focus on, Ventilens main target group, the young adults bearing in mind the statistics and facts listed on the existing Ventilen.dk (cf. 1.2). According to Rillo, many of the young adults using the physical meeting spots are having a hard time interacting with other people: "Mange af de her unge har ikke lært, hvordan man begår sig socialt." (Appendix 1). Also, many of the young adults are searching for a safe place, where they are taken care of: "Det er rigtig rart for de unge at vide, at der er nogen." (Appendix 1).

Feeling lonely is a complex matter and is even referred to as a widespread disease (Kristeligt Dagblad, 2014). In this project we focus on the young adults as first-time users of Ventilen.dk. Bearing in mind that loneliness can hit any young individual, we do not focus on a specific group, but all young Danes within the defined age group. It is important to understand what this particularly audience (users) want to gain from the website by acknowledging the young adults and see how their needs fit together with the goals of Ventilen.

2.4: User Needs

Ventilen.dk should ideally meet the users' different needs. In this project, we strive towards a user-centered approach, where our task is to improve the overall user-experience. Based on our research and insights we saw the need of making the site 'easy to use - and useful' (as put in the Stanford guidelines for web credibility (Stanford, 2002)) - e.g. providing easy access to factual information about loneliness. The young adults seek to recognize themselves and find like-minded other. This applies to many different levels when talking about web-design and user-experience. Furthermore we argue that the young adults are looking for comfort and seeking to confirm that the organisation is honest and trustworthy. When trying to understand the underlying user needs, we decided to test the website with a simple think aloud test. This method and given insights will be explained and examined on the following "Scope Plane" (cf. 3).

We believe it is important that the users are guided through the website in order to show how and where to get in contact with Ventilen. At Ventilen.dk there is an 'information overload', meaning there is a larger focus on functions rather than the visual communication. To quote from Thorlacius: "Den enorme mængde af visuelt og grafisk forfjlede websites vidner om, at der stadigvæk er mange funktionsfokuserede webdesignere, som helt glemmer eller underprioritere værdien af den visuelle kommunikation, som en vigtig medspiller i understøttelse af indhold" (Thorlacius, 2007, p. 6). That said, it is also important to look at the information architecture from a hypertext system point of view (Garret, 2003), so that people can find the right answers to their questions. This is examined in "The Structure Plane" section of this paper, where organization systems and labeling (Morville & Rosenfeld, 2007) is evaluated side by side with the interaction design and HCI affordances (Norman, 1988) of our redesign.

3: The Scope Plane

On the **Scope Plane** (Garret 2003), the way in which the various features and functions of the site fit together is described in detail. In this section we will regard our initial test of the already existing ventilen.dk website using the hypotheses from "The Strategic Plane" and the test user input gathered at this level.

We will discuss how think-aloud test was used as a method in which to single out already existing problems on the original ventilen.dk site. In addition, it is discussed how the use of simple and quick card-sorting techniques influenced the information architecture and structure of the redesign. Finally, we will look at how the insights and observations gathered from the first testing phase determined which of the features and functions got included in the redesign and how these decisions influenced the process forward.

3.1: Think-Aloud Test (first iteration, pt. 1) (Appendix 2)

In order to support our aforementioned hypotheses (cf. 2.1: “Ventilen.dk”), we tested the already existing Ventilen.dk web page using think-aloud techniques. During this process we used a testing method known as the “guerrilla usability test”. This rapid, low-cost method quickly captures user feedback that involves a user experience (Harris, 2014). A total of five participants within our set age target-group (15-25 years) took part in this test, which according to Nielsen is the recommended number of users. He argues, that this amount of testers should cover about 85% of the major usability problems within a design (the notion of usability and the second test iteration will be discussed in more detail in the skeleton plane section, cf. 5.2). In order to explore the existing usability issues present on Ventilen.dk, the participants were asked to perform four predetermined tasks on a laptop computer, while being audio/visually recorded. This was done to examine pros and cons on existing site design.

For this test a simple setup of three individuals was used; The test moderator (1) in charge of administering the test, and assisting, probing and in the end debriefing the test participant (2) and an observer (3) whose job was to observe the users’ actions and take notes during the test. Nielsen (2011 (1)) defines a thinking aloud test, as a test where participants are asked to use the system being tested while continuously thinking out loud. More simply put, by verbalising their thoughts as they move through the user interface (Nielsen, 2011 (1)), providing in-situation thoughts and observations. This process helped us discover what the users thought of the already existing site design and their misconceptions when using it. Being aware of these, gave us some insights into what we should look for and avoid, when designing and creating the redesign.

As a result of this think-aloud test process most of the users expressed frustration when trying to navigate the site. Further they described it as very information-heavy and at times confusing with far too many sub-categories. To address some of these issues, the most relevant information from Ventilen.dk was extracted and placed into three overall categories: “De Unge”, “Om Ensomhed” and “Ventilen”. This was done, in order to split the information of the site into three groups aimed at a more specific user group. These categories were then used in the follow-up Card-Sorting session.

3.2: Card-Sorting (first iteration, pt. 2)

Card-sorting is a technique that many information architects use as input on the structure of a site. It is a user-centered design method used to increase a system’s findability (Spencer, 2004). Card-sorting is a useful method for finding patterns and trends in how users would expect to find content or functionality (Spencer, 2004). A closed card-sorting test was conducted with the three categories from before (“De Unge”, “Om Ensomhed” and “Ventilen”) (Fig. 3). Here the participants were given a set of about 26 cards containing the redesign’s site content and was asked to place them within the three already pre-established categories.

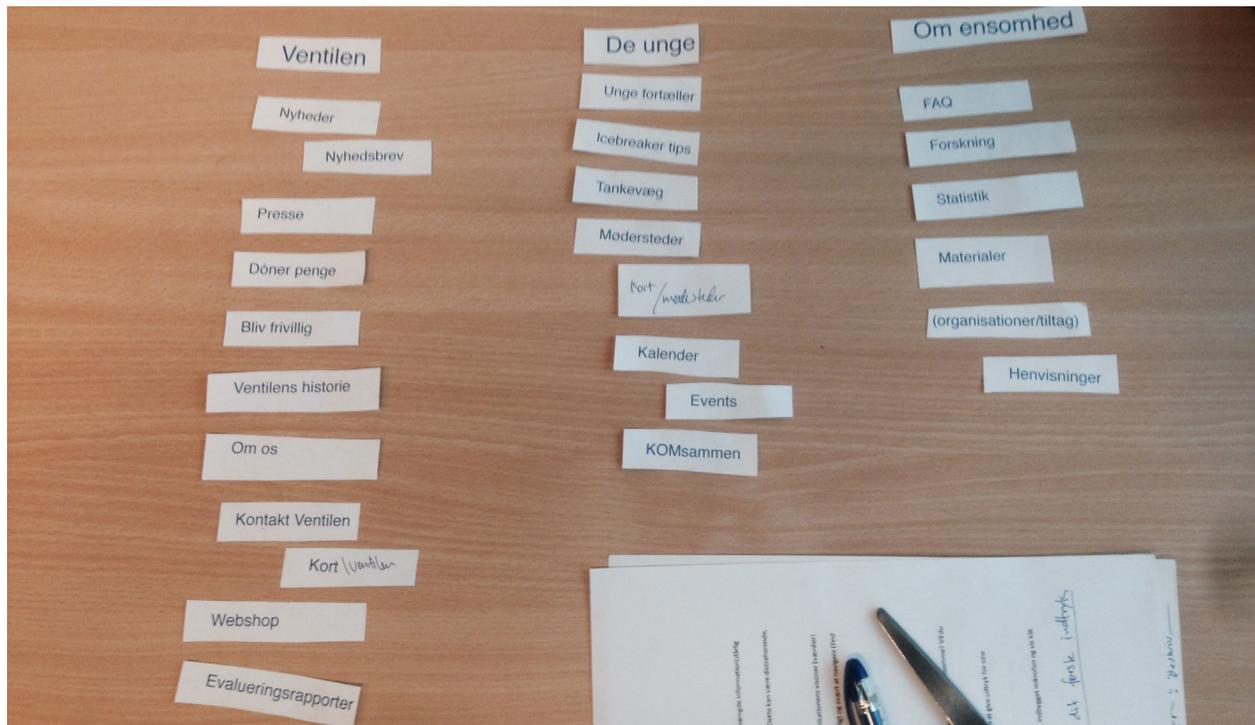


Fig. 3 Card-sorting test.

According to Spencer (2004), one of the disadvantages of this method is that the results can be difficult to analyse. Thus, this process was mainly used as an addition to the think-aloud test in order to ease the interpretation of the results. It was used as an inspirational tool to structure the content in what is later presented in the redesign site map (cf. 4.1).

3.3: Picking the Correct Features

An important part of the process was to pick the right features to include in the redesign of Ventilen.dk. While the existing site includes a very large amount of content for every target group Ventilen aims to cover, it was decided the redesign should be addressed mainly towards the lonely young adults. The content aimed at the additional target groups were still included into the site structure, but are less dominant.

3.3.1: Splash Page (Index)

The redesign is mainly aimed at young lonely adults, while still drawing in the organisation's other target groups. Thus, when first loading the site the user is presented with the three categories "De Unge", "Om Ensomhed" and "Ventilen" - each targeting a specific group of people. This front page is used to make sure the visiting user ends up in the right place depending on the purpose of the visit.

For the lonely young adults, "De Unge" leads the user to their main landing page. Here the sites main content is presented. For those interested in loneliness as a subject, "Om Ensomhed" will present research, statistics and general knowledge about what loneliness is about. Finally, "Ventilen" will contain all information concerning the organisation, press, donating options, as well as provide useful information for people interested in doing volunteer work.

3.3.2: For Unge Landing Page

As mentioned above this is the main content of the site. The young user is presented with different relevant topics leading to more subsites, such as stories by others struggling with loneliness (“Unge Fortæller”), “Tankevæg” (“Wall of Thoughts”), “Icebreaker tips” (later known as “Gode Råd”), “Mødesteder” (“Meeting Spots”), “Kalender”, “KOMsammen” and links to additional resources.

3.3.3: Tankevæg

On this subsite the visiting user will be able to explore posted thoughts left by previous visitors. Additionally, it will be possible to add your own thoughts to the wall. Further, the thoughts are divided into three categories: This weeks topic (“Ugens Emne”) - that changes every week, newest thoughts (“Nyeste Tanker”) - showing the most recent items and “Random” - displaying randomly picked thoughts on the wall.

3.3.4: Unge Fortæller

In the interview with Rillo (cf. 2: “The Strategic Plane”), she argued for the importance of displaying histories told by other young lonely adults. It is crucial that the visiting user can identify with these situations. To accommodate for the slight lack of visual elements on the existing Ventilen.dk, this subsite of the redesign will display videos content presented by these young adults.

3.3.5: Icebreaker tips (later called “Gode Råd”)

Lastly this page should function as guide on how to meet new people as these young individuals typically have had bad experiences with social interaction (as explained by Rillo during the initial interview with Ventilen.dk). These tips should be presented in a clear visual way - using elements of interaction that seem interesting, cozy and safe.

3.4: Moving forward

In relation to “The Five Planes” (Garret 2003), we have in “The Scope Plane” section covered a detailed description of the redesign’s feature set. Thus, this plane has been used to analyse and present the content requirements of prototype we are planning to develop. This chapter only shortly presents these features and does not cover the structure (IA, IxD etc.) and therefore not the arrangement of content elements within the information space.

4: The Structure Plane

On the **Structure Plane** (Garret, 2003) the UX development process takes the first step in managing the content of the site provided on the Strategic and Scope planes. In this section we will regard our content in connection to both information architecture (IA) and interaction design (IxD) angles; what kind of information is prioritized and how and what kind of responses is the user provided within the interactional space. We will begin by reviewing and explaining the initial and the final site maps of our redesign as a visual representation of the information space (Nielsen, 2008) through organization and labeling systems (Morville & Rosenfeld, 2007). After this we will introduce early UI and navigation considerations and apply the concept of HCI affordances (Norman, 1988) in the interaction design of our redesign.

4.1: IA: site map navigation, organization and labeling systems

The level of abstraction on structure emerged from our data collection and analysis insights on the scope and strategic planes. Before the first interviews and card sortings we sketched our initial site map by dividing the different categories and subcategories into groups in the information flow we thought most natural.

According to Morville & Rosenfeld (2007) we as information architects “[...] organize the information so that people can find the right answer to their questions.” (Morville & Rosenfeld, 2007, ch. 5 p. 53). They argue that organization and labeling systems of classification determine our understanding of the Web. These systems are subject to challenges and subjective factors that can disturb the perception and navigational overview of a particular website. Ambiguity of language, heterogeneity of content and personal perspectives all play a part in the way we label, organize and understand websites.

We agreed early in the process to organize the content of our redesign in an ambiguous organization scheme, more specifically leaning towards audience and topic schematics (Morville & Rosenfeld, 2007). The level of granularity in the expression of information and handling of site objectives made this evident. We were then able to structure a top-down hierarchy as to which subsites were most important to the user (cf. 5.3: “Testing wireframes”).

The Ventilen site map 1.0 (Fig. 4) was basically the preliminary suggestion on how we ourselves would group the labeled categories in the flowchart format providing an overview of the website structure of information. Based on the user needs assessed on the Strategic and Scope planes, the three content

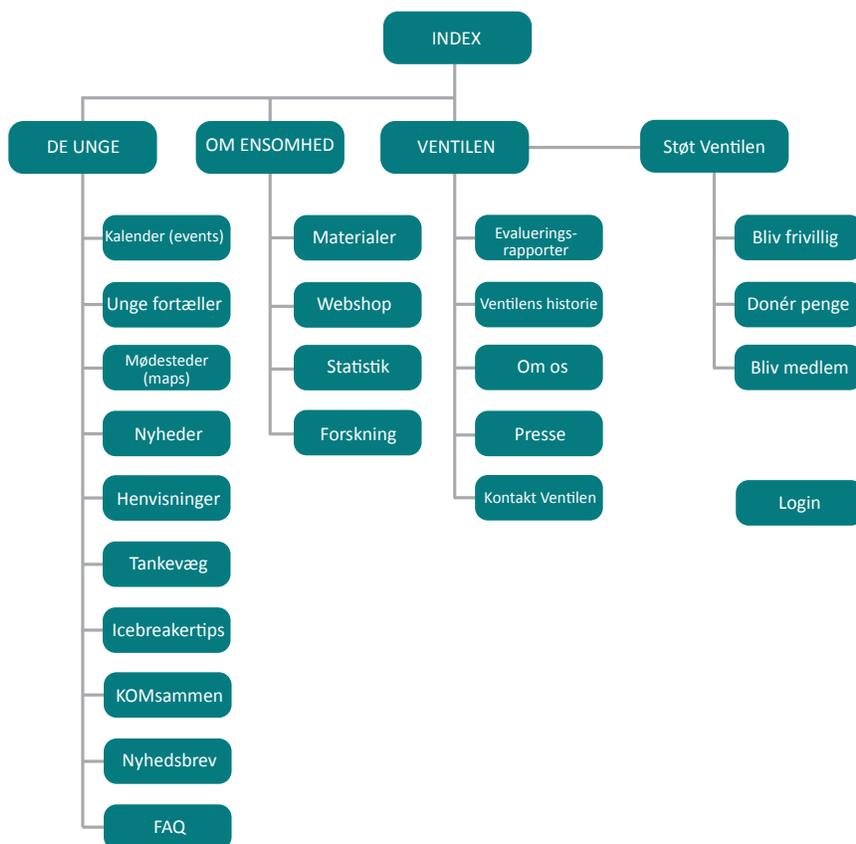


Fig. 4 Site map 1.0

categories classified as “De Unge”, “Om Ensomhed” and “Ventilen” were given the attributes we thought most suitable bearing in mind the emphasis on a audience-/topic-relation in the ambiguous organizational scheme (Morville & Rosenfeld, 2007). The content surrounding the young adults who visit the site for guidance on receiving more or less immediate help is placed on the “De Unge” label, a more scientific and factual approach to loneliness in general is found via “Om Ensomhed” and the concrete information about the organization resides in the “Ventilen” label. Despite the intention of these groupings the site map 1.0 is in retrospect filled with inconsistencies and placement difficulties because of lack of testing. The challenges in the ambiguity of language in our own understanding of these classifications appeared: how were we to understand the difference between “For Unge” and “Om Ensomhed” and the users perception of each? The need for user testing and thoughts on interaction (cf. 4.2) became apparent.

The transition to creating site map 2.0 (Fig. 5) happened alongside the analysis and discussions about the results of our card sorting usability tests and interviews (cf. 3.1: “Think-Aloud Test”). Through these we had confirmed our hypothesis about the structure of information on the existing Ventilen.dk website being incomprehensible. This made it possible for us to pursue the reorganization of structure on another level. In comparison to 1.0, the most dramatic changes on Ventilen site map 2.0 at first appear subtle, but do in fact have a major influence on how clearly structured the information has to be. The category before labeled “De Unge” now has the less ambiguous “For Unge”.

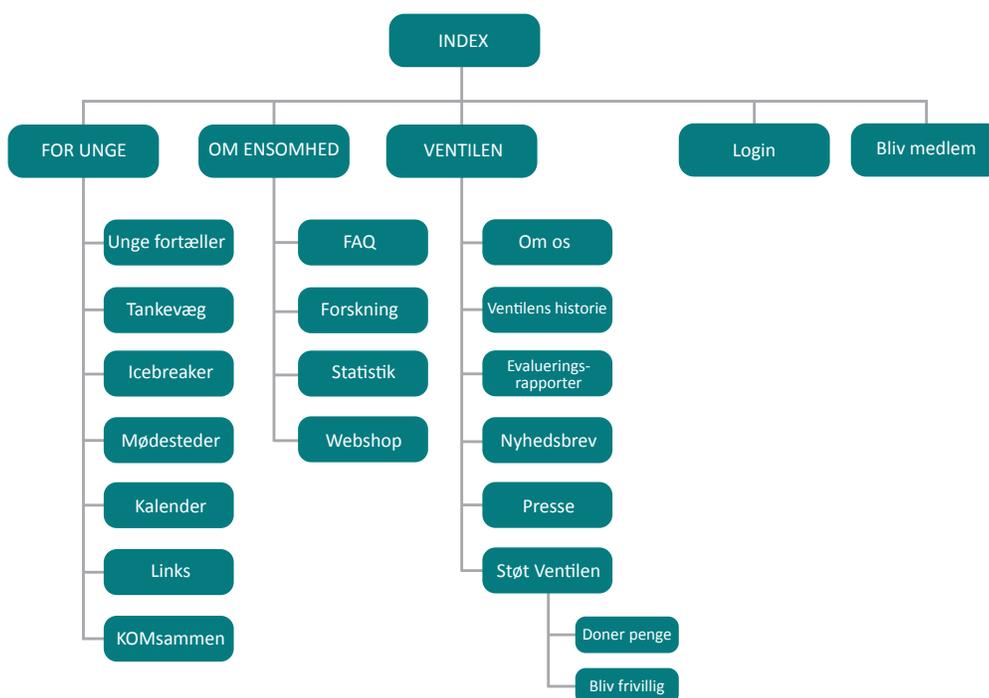


Fig. 5 Site map 2.0

It also more specifically encompasses the user-centered subsites that handle the need for more immediate attention the users might have. In its whole, site map 2.0 is affected by the responses of our interviews and card sorting. As the listing of subsites is still unordered, we will address the ordering of the navigational issues on how the sites should be placed hierarchically through another test analyzed on “The Skeleton Plane”.

4.2: IxD: HCI affordances and early UI considerations

On “The Structure Plane”, Garret (2003) points out that we work on the software interface side through interaction design, “[...] in which we define how the system behaves in response to the user.” (Garret, 2003, ch. 2 p. 32). The human-computer interaction (HCI) of websites arguably deals with the causality of tasks – (inter)actions produce reactions. These tasks are results of interaction with specific objects that afford certain properties (Norman, 1988). The affordances on the structure plane should not, however, be understood as something visually based (e.g. a button affords pressing), but assess how interaction with the organization and labeling systems have affordances in terms of responsiveness and navigation. The Ventilen site map 2.0 provides an overview of the different affordances of our main classifications “For Unge”, “Om Ensomhed” and “Ventilen”. From an interaction design point of view, the system of sites and subsites afford specific reactions determined by the users interactional behavior. The structure displayed on Ventilen site map 2.0 here represents the tasks required to reach a certain answer, thereby overlapping the main objective of information architecture.

Some of the earliest UI discussions in our group were about the problems of navigating on the existing Ventilen.dk website. We have gained knowledge on the structure of this website by reviewing how HCI makes us navigate through sites and subsites; what kind of actions the systems of information afford. After analyzing both our own and possible user’s ways of interaction through think-aloud tests and card sorting (cf. 3: “The Scope Plane”), it was possible for us to discuss and build upon the content of the existing Ventilen.dk by reorganizing the labels under which the subsites should appear in the most minimalistic manner possible considering a user-centered point of view.

These early UI considerations affected our choices on “The Skeleton Plane” of the process because of the determination on how the system was organized interactionally on a visual scale – a form of the interaction design examined by Gould and Lewis (1985) that will affect the interface design on “The Skeleton Plane”. The affordances of the main content organization layout of site map 2.0 are given a visual representation in the form of various buttons and icons on the following two planes of the UX development process.

5: The Skeleton Plane

Before the final process of the visual representation of the website, we must first discuss the different aspects surrounding the **Skeleton Plane** (Garret, 2003). Here we are concerned with the arrangement of elements like images, icons and text and how these are placed for “maximum effect and efficiency” (Garret, 2003, ch. 2 p. 22). The more abstract organization systems and interaction design of “The Structure Plane” and the features and requirements from both the Strategic and the Scope planes are concretized through wireframes (Brown, 2011) for mobile and desktop web design. The interdependency between the different

planes from conception to completion is examined alongside discussions of the interface, navigation and information designs of our redesign.

5.1: Wireframes

According to Brown (2011) wireframes “[...] describe the content of a web page and its relative priorities.” (Brown, 2011, p. 170). Wireframes should represent templates and define the content within these - “content” being what the users are presented to and can interact with. With wireframes we are able to “describe priority and functionality” (Brown, 2011, p. 198) thereby enabling us to represent interactional affordances (cf. 4: “The Structure Plane”). This makes wireframes an interesting tool for both further visual arrangement of the organization systems (Morville & Rosenfeld, 2007) of website structure and for usability testing in contingency with developing prototypes.

5.2: Usability testing

A fundamental element in experiencing the user interface (abbreviated hereafter as UI) as easy-to-use is founded in incorporating good usability. Computer scientist Jakob Nielsen argues (2011 (2)) that the average user spends around 10-20 seconds browsing a website and it is in these few seconds that they decide whether to stay or leave the site. If the user interface is too hard to use, navigate through or does not clearly state what it offers (as a result of a lacking usability) the users will probably leave your website. Therefore having a highly user-friendly UI is essential in surviving the huge amount of alternative websites floating around the Internet (Nielsen, 2011 (2)). A website (or mobile application) needs to be usability tested before it can be fully developed to make sure that it is as user-friendly as possible and meets the designers’ intentions in relation to their giving target group.

There are a numerous ways to use respondents to achieve feedback on a website, different methods, depending of what kind of feedback you are aiming to get. If you want a quick response on your concept, audience needs etc. the use of focus groups to get an overall opinion is immanent. However, this is not useful if you want an insight in how people are actually using your website. *“Listening to what people say is misleading: you have to watch what they actually do.”* (Nielsen, 2012, p. 58-59). If you want an insight in how people are actually using your website, in order to adjust potential frustrations or confusions a user might have when browsing your website, Steve Krug states that, usability testing is the right way to go about this (Krug, 2014. p. 113). As mentioned earlier Nielsen argues that five users should be able to identify about 85% of all usability problems within a design (Nielsen, 2000).

5.3: Testing wireframes (second iteration) (Appendix 3)

As a result of the analysis made from the think-a-loud test of Ventilen.dk and the card-sorting test (cf. 3: “The Scope Plane”), we started a rough wire framing working process in order to make a second iteration (Fig. 6). Using the analysis and our own experience and insights in website structure, we constructed a low fidelity prototype for smartphone and desktop in the form of black and white paper wireframes (Brown, 2011).

Low fidelity prototypes are, according to Fred Beecher (2009) useful when testing the structure of a website, which plays an important role in the overall usability development of the UI. However it is important to point out the fact that testing a low fidelity prototype does not take the means of aesthetics into consideration. Lisbeth Thorlacius (2005) argues that namely aesthetics play an important role in the user assessment of the usability in the UI. Supporting the structural functions, aesthetics cannot be omitted when discussing high usability: *“Mere brugervenlige websites er netop brugervenlige, fordi de indeholder æstetiske virkemidler, der understøtter navigations og interaktionsfunktionerne.”* (Thorlacius, 2005, p. 3). Therefore we chose to use a low fidelity prototype in the second iteration mainly to get an insight in the structural setup and rhetorical choices; *“Iterations allows designs to be refined based on feedback.”* (Rogers et al. 2011, p. 329).

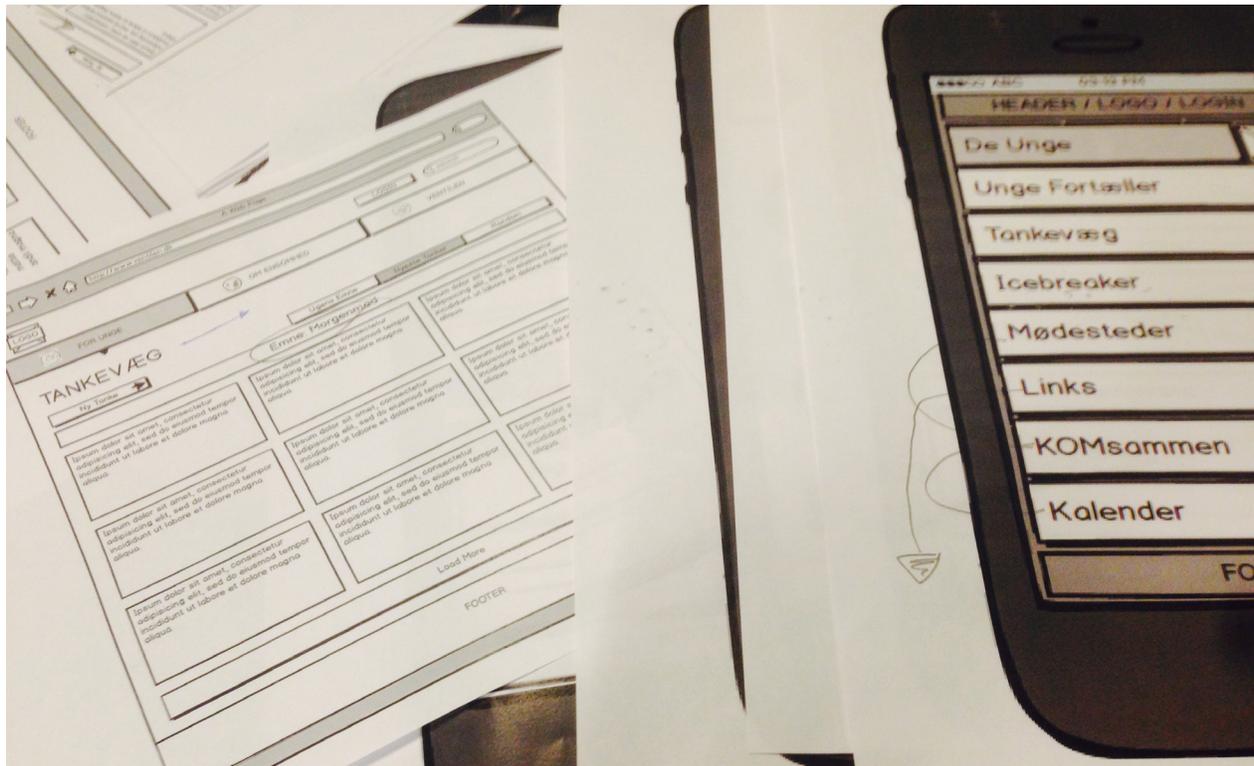


Fig. 6 Paper prototype and test.

The main goals of the test was to find out:

1. Does the navigation work on mobile and desktop?
2. Is the user able to understand the menu icons on mobile?
3. Is the content structured in a way that makes sense for the user?
4. Can the user finish the tasks asked?

When aiming on designing an easy-to-use website, Gould and Lewis points out three principles that is believed to lead to a more easy-to-use computer system: *“1) Early focus on users and tasks, 2) empirical measurement and 3) iterative design”*. (Gould & Lewis, 1985, p. 300). In our process we have mainly focused on the empirical measurement and the iterative design. Even though we have emphasized a user-centred approach and studied our target group’s behaviour on the existing Ventilen.dk, it is still difficult to define

their behavioural patterns in general - our target group is future visitors of Ventilen.dk and is therefore potentially everyone between the ages of 15-25 years. However, our respondents were selectively chosen to represent a wide range in age and were furthermore given the opportunity to browse the website freely after doing test one. This does not give us a general insight, but it gives us a little knowledge in how future visitors browse.

As described in “The Scope Plane” (cf. 3), we used a similar setup in our wireframe test, conducted by a test moderator, a test participant and an observer. To cover the aforementioned 85% of the potential problems, we tested the paper wireframes on five users for both (1) smartphone and (2) desktop. As with the think-aloud-test (cf. 3.1), the five participants were all individually asked to perform four pre-determined task while being observed. The participants solved our tasks without any major problems; conclusively both in the smartphone and desktop wireframes work as intended. However two of the participants ran into small difficulties when navigating the “Tænkevæg” subsite. Participant no. 2 had a few difficulties navigating “back” when visiting the subsite on the smartphone wireframe. Participant no. 1 particularly commented on the matter of tabs and buttons when solving the same task - she simply thought the subsite was too packed (appendix 4). This is supplemented by our observations of participant no. 5, who spent more time than expected navigating the site “Tankevæg”. Therefore we might have to simplify the subsite. However, it is important to keep in mind that the test was carried out using a low fidelity prototype with minimal aesthetics to help guide the participants. As mentioned before, aesthetics help guiding the user through the website (Thorlacius, 2005).

After solving the tasks, we asked the participants if they had any further comments. In addition they commented on the icons on the index site. They understood in general the icons in relation to the attached texts, although participant nr. 4 thought the “Ventilen” logo looked like a “setting” icon on an Apple MacBook. Additionally participant no. 1 specifically suggested removing a load button on the “Tankevæg” subsite, and instead letting the site load itself (appendix 4). The participants gave us an overall positive feedback on our wireframes, though small adjustments have to be done before testing the final high fidelity prototype in a third iteration (cf. 6.7.3).

6: The Surface Plane

The fifth and final plane is the **Surface Plane** (Garret, 2003). Here we are concerned with the overall visual design. In this section we are looking at the tip of the iceberg, where choices have to be made concerning style, genre and colours all together with the purpose of meeting the users and representing Ventilen in the best possible way. In order to create the best visual experience, we are working with gestalt rules, semiotics and the visual style/design.

6.1: Flat design

In redesigning Ventilen.dk, we wanted to create a minimalistic website where their users could easily navigate and find the information they needed. Therefore we chose to make the redesign as a flat design. Removing all illusions of three-dimensions (such as drop shadows, gradients etc.) gave us the possibility of creating a streamlined and efficient design, focusing on the overall UX. The flat design allowed us to

present information while still looking visually appealing and approachable for the users. Furthermore, the flat design proved useful when dealing with responsiveness on the smartphone and tablet formats.

6.2: Semiotics - designing our icons

Semiotics (the knowledge of signs) was important to consider during our design process. Understanding how signs are formed, transmitted and interpreted by the user can help analyse communication problems. The sign is a product of a three-way connection between the sign represented, what the sign stands for and how the reader interprets it (Mullet & Sano, 1995). Icons should have cohesiveness (visual consistency) and some form of communicability i.e. be interpretable despite of cultural differences and backgrounds. As loneliness is a delicate subject, the icons used in our design follows a very abstract style. The icons are all constructed of circular shapes. Although our icons do not have any resemblance to physical objects and therefore can be hard to interpret by themselves, they are accompanied by related text that should ease the interpretation. Most of these choices are deliberate, based on stigmatic considerations (cf. 7.2).

6.3: Gestalt

As Lisbeth Thorlacius (2005) argues, the aesthetical considerations are important to increase the usability of your website. Within these considerations the principles of *gestalt* are useful in order to create an overview, organize information, choose the right colour etc. The goal is to make the UI as intuitive as possible, so that the users do not have to spend resources figuring out how to use the design before engaging with it (Wisler-Poulsen, 2012, p. 8). As a consistent element on our website, we use the rule of *nearness*: Ian Wisler-Poulsen states that the closer the objects/figures are, the more they are related (Wisler-Poulsen, 2012, p. 111). Therefore in order to relate objects, for example the menu-bar separated from the posts on the “Tankevæg”-site, we created more whitespace.

In order to create an intuitive page, we also linked the related elements on the website by using *similarity*: e.g. using the same size and shapes, the same fonts and etc. on the “tankevæg” posts, lets the user cognitively know that they are related: “[...] *elementer med fælles karaktertræk har stærkest relation...*” (Wisler-Poulsen, 2012, p. 35). Furthermore we used the element *connectedness*, as we repeat the colour of the menu option “For Unge” on the “For Unge” subsites. This tells the user, under which main topic they are currently browsing. Colours therefore play an important part of the design, helping the user differentiate the elements on the website.

6.4: Colours

When testing the existing website, we found that many of the users did not like, the look of ventilen.dk. The overall impression was described as boring, monotonous and seemed to signal a childrens-based approach: “*Hjemmeside er kedelig - kan ikke li farverne*” - “*tænker at siden er målrettet folkeskoleelever*”, Mandana (Appendix 2). Based on our insights, we wanted to design a webpage that would meet the expectations from both Ventilen and the young adults. We decided to change the entire colour scheme and focus on colours that would go well with a classic flat design (Fig 7.). We wanted to pick colours that would signal a youngster-appealing and trustworthy atmosphere: “*Det skal virke hyggeligt og ufarligt...*” (Appendix 1). Furthermore we wanted to use three selected colours: blue, green and yellow as a color-

guide through the website, helping the users navigate through the website. We chose to use Adobe Color CC (www.goo.gl/6QZ143) and StyleTiles (www.styletil.es/), when picking the colours for the redesign. Tools that we found very useful, when searching for the right colours and testing the chosen fonts together with the selected colours.

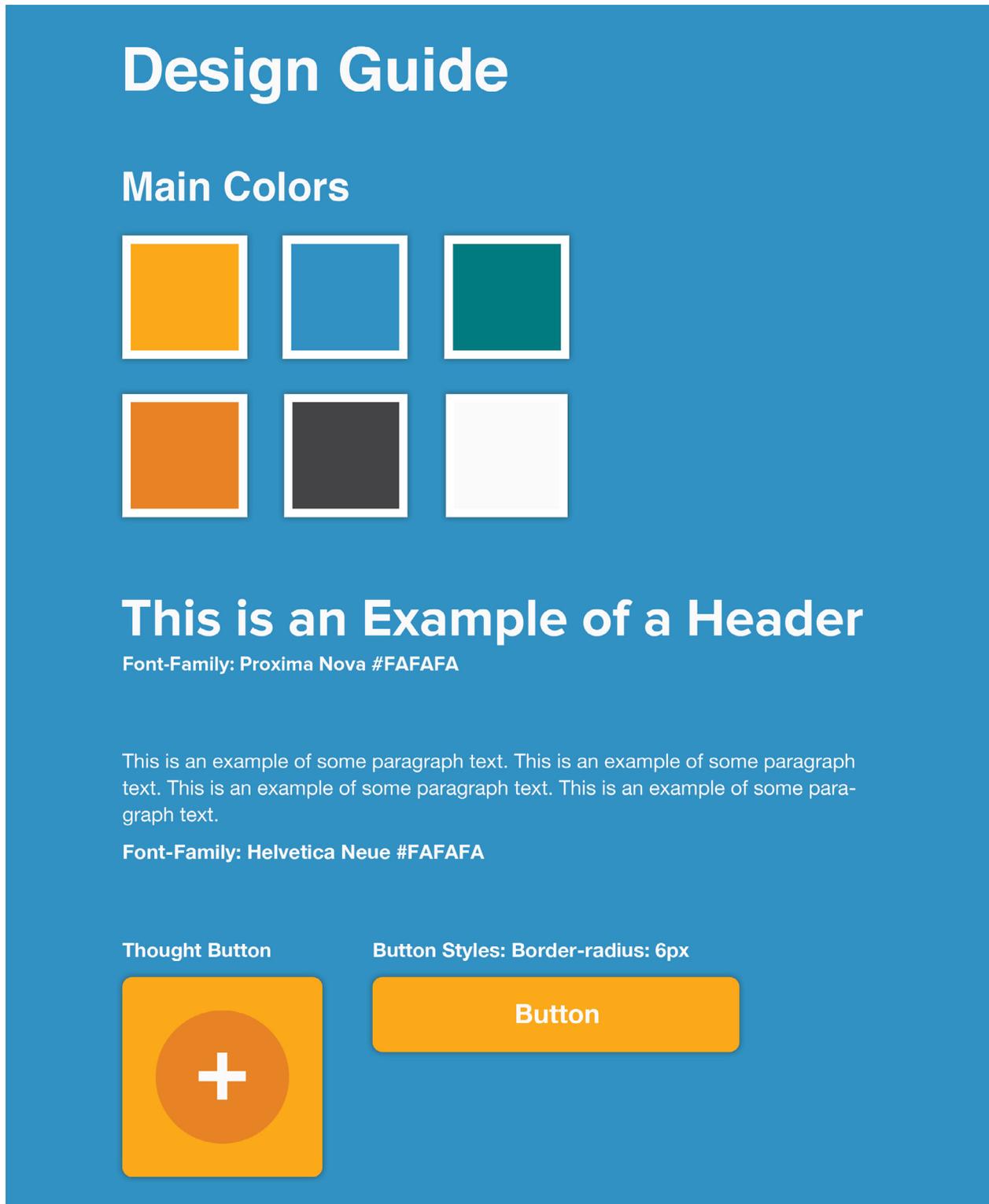


Fig. 7 Design guide.

6.5: Fonts

In this redesign of Ventilen.dk two sets of fonts is used: Helvetica Neue (1983) and Proxima Nova (2005) (Fig 7.). While these two fonts have similar geometrical shapes, they do have differences that fit into the design. For the main headlines Proxima Nova is used due to the typeface's larger spaces between each letter. Readability is very important when reading longer paragraphs (Santa Maria, 2014) (Fig 7.). If a typeface is too disruptive one might lose the reader. For the paragraphs, Helvetica Neue is used in order to create an even, non-disruptive texture that improves the readers legibility. It is crucial that any text elements on the site are clean and easy to read. Together with Proxima Nova, these two fonts should provide an improved overview that indicates transparency - specifically aimed at this very sensitive user group. Additionally, we have created our own Symbolic font containing the icons discussed previously (cf. 6.2), that was used in the prototype development - using one of many existing online tools (here: <https://icomoon.io/>).

6.6: Logo

We decided to design a new logo for Ventilen. Wanting to give the new logo a more minimalistic look, we chose to write Ventilen with a simple font, Bebas Neue. To add some recognition to the logo we decided to use a marker focusing on the letters "ven", symbolising Ventilen as a place to meet new friends and a central anchor point in the young adults lives.

6.7: Development

The following section will cover the development of the prototype, from sketching and web programming to the third high-fidelity test iteration. Finally, we will end with some suggestions for future development. We highly suggest using Chrome when viewing the prototype as it has been optimised for this browser.

6.7.1: Sketching

We used sketching as a tool on several of "The Five Planes" (Garret, 2003) of this redesign. Primarily it has been a tool for us in the ideation process (Saffer, 2010) of early Strategic and Scope Plane discussions, but also as an ongoing reevaluation tool as seen in "The Structure Plane" in site maps and in "The Skeleton Plane" in wireframes. The decisions made on each plane have been part of a reflective process and has like the aforementioned "ripple effect" (cf. 1.4) been affecting each new sketch produced. The prototype described in this section is a result hugely influenced by both early sketching and post-ideation (more deterministic) sketching (Fig. 8).



Fig. 8 Sketching.

6.7.2: Web Programming / Prototype

The prototype has been developed using HTML5, CSS3 and JavaScript. The prototype uses a 1200px 24 Grid system (using a 30px grid and 20px gutter). A detailed grid system like this allows easy control over how much space each element takes up on a page. All other images have been optimised (in Photoshop) for higher resolution screens such as Retina Displays making them stand out clear and sharp. This is done by allowing the div-element to control the width and then setting the width of the img-element inside to 100%. Thus, the image is ideally double the size (760px x 570px) of what it takes up on the page (380 x 270px) (Fig. 9 screenshot of prototype).

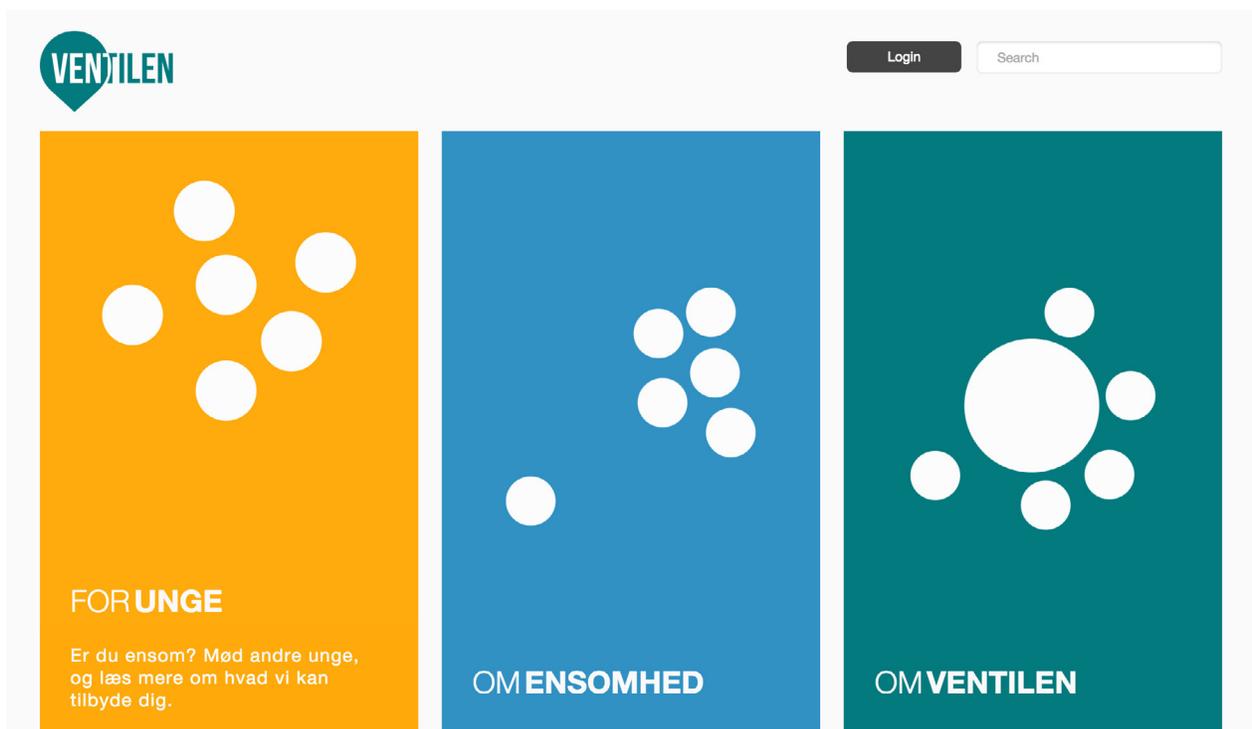


Fig. 9 Screenshot of prototype.

Some of the site's most interesting features include:

- **Animating Splash Page Images:** Using CSS animation to create interesting effects where information appears upon hover. To accommodate for devices where hover cannot be achieved we are using a hidden div element that are only shown on these devices, using display: none;.
- **Main Menu:** Using JavaScript to show and hide on click.
- **Pop-up form on the “Tankevæg” page:** CSS animation and JavaScript that hides the “overlay” and “md-model” elements until the “+” button is pressed.
- **Add new thought:** A custom function that when “Tilføj og Send” is pressed adds any text the user enters into the textarea field into a new thought on the wall.
- **Responsive Design:** The prototype is made fully responsive using media queries.

6.7.3: Prototype test (third iteration) (Appendix 4)

In the third iteration we used the same setup and gave the participants the same task as in our wireframe test (cf. 5.3). The purpose of this test was to find out how the participants used our interactive high fidelity website prototype, after having optimized it from the feedback given in the wireframe test. A high fidelity prototype can be used to get feedback on the user experience of a proposed working system (Beecher, 2009). The goals of the test where the same as the ones in the second iteration (cf. 5.3), though in the third we also wanted to test what kind of influence the newly added visual elements had on the overall design.

The participants in the third iteration found the website easy to use. They especially commented on the visual and structural simplicity of the website and the positive effect of the colours and icons had in navigation. However the participants had minor problems and comments on how to optimize the site for a potential fourth iteration. One of them found our colour choice on “Om Ventilen” confusing, because it had the same colour as the “login” button and the overall logo. Another had, as in the wireframe test, difficulties finding out how to get back to “For Unge” when browsing on a subsite.

6.7.4: Perspectives on further development

The following is a list of issues that needs to be addressed in further development

- **Additional Pages:** The prototype includes *five working subsites* within “For Unge”. Going further, the rest of the subpages within the “Om Ensomhed” and “Ventilen” categories would need to be developed and tested.
- **Smart Menu:** In order to save **real estate** on smaller devices, JavaScript could be used to display the main menu only when scrolling upwards - just like the back buttons in an iPhone browser. This would ease navigation from page to page.
- **Safari Issue:** During testing we noticed a bug that drags out the images on the index page.

- **Back to Top Button:** One of the features missing in the prototype is a form of going back to top button. Ideally, on long page subsites, this button should allow the user to go back to the top of the page without having the scroll all the way back up. It should only appear when the user is scrolling upwards, controlled by a JavaScript function.
- **Tankevæg Comments:** One of the test participants mentioned it could be interesting to be able to comment on other's thoughts.

Additionally, in order for the final product to go live, Ventilen Danmark - as an important stakeholder - would need to be included into the process. In addition, the fully working site should be further tested and adjusted accordingly in a fourth iteration phase, in order eliminate any remaining usability problems.

7: Discussion

7.1: Abstractions on genre and style in a socio-cultural, phenomenological context

Salamon & Engholm (2005) investigate web-genres and -styles as socio-cultural indicators from, among others, a phenomenological point of view (primarily related to the existential phenomenology of Merleau-Ponty (1968)). They define the social constructionism at work on websites through the analysis of genre and style, where genre is predominant and style works through differentiation within genres. "Genres are generated by the repetition of phenomenological constellations [...]" (Salamon & Engholm, 2005, p. 2), which is to be understood as the content, navigational elements and visual representations of a website – the individual phenomenological parts of a structure, so to speak. Aesthetics also involve the inherent structures of single objects, but consider the "[...] hermeneutic competences of the receiver [...]" (Salamon & Engholm, 2005) as well.

The discourses and value systems surrounding loneliness as a socio-cultural phenomenon are arguably the cultural boundaries and conventions that Ventilen.dk is subject to and trying to communicate within. Whereas Salamon & Engholm (2005) use the aforementioned phenomenological and cultural constructionist concepts about banking websites, applying them to our end-result on "The Surface Plane" reveals many similar thematic observations. The hermeneutic competences and levels of abstraction concerning anti-social behavior determine what kind of angling of the problem of loneliness the user/recipient of Ventilen.dk chooses. Before people find and visit the Ventilen.dk website, the "style" surrounding the website in terms of cultural concepts are, from an existential-phenomenological point of view, "already stylized" (Merleau-Ponty, 1968). The intentionality of communication forms for the recipient is predetermined and is included when determining perception (Salamon & Engholm, 2005).

The surrounding aesthetics become the very foundation of perception because of their significance to the support of content (Thorlacius, 2005) on many different levels, which we early on determined as unsuccessful in the former webdesign of Ventilen.dk. The minimalist direction in our redesign suggests an immediate "way out" for people struggling with loneliness. The navigational elements are clearly divided within seemingly logical schematics. Maybe even most importantly, the website has become responsive towards the smartphone and tablet formats, clearly stating the relation to the media used by the recipients.

The socio-cultural stigma (cf. 7.2: “Designing for loneliness”) is met via aesthetics that have adapted to this notion of immediacy and a user-centered approach. All determined through the decision of function, genre, style, target group and end-recipient (Thorlacius, 2005; Salamon & Engholm, 2005).

7.2 Designing for loneliness

In “Stigma - Notes on the Management of Spoiled Identity”, Goffman (1976) examines stigmata in the perspective of human deviations and abnormality in contrast to “normal” behavior. According to Goffman (1976) stigma is a human “characteristic”, that is deeply discrediting and is to be understood in a discrepancy between a person’s apparent and actual social identity (Goffman, 1976, p.44). Goffman describes stigma as a social process where people’s normal social identity is destroyed as a result of the ambient reaction, categorization and judgement of others.

Goffman (1976) defines, three categories of Stigma; stigma of character traits, physical stigma, and stigma of group identity. All these different stigmatas are reason for the surrounding society to judge or stamp the individual as stigmatized (Goffman, 1976, p. 46). When designing for loneliness, we had to consider how we approached the users in order to avoid stigmata of the young adults. Visiting the new website for the first time should be a welcoming and good experience (cf. 2.2). In order to create this, it was imperative to be aware of how to approach the user in many different aspects. How is the use of language and rhetorics? Is the overall design credible? Etc. These consideration were necessary in the understanding of loneliness as a stigma or a way of stigmatizing the new users.

A range of studies have shown, that stigma is often connected with a majority of psychological issues, that lead to social exclusion, loneliness, low self-esteem and shame (Goffman, 1976, p. 27). With this in mind we needed to be aware that the target group may have experienced stigmatization earlier in their life and have experience loneliness as a result. When interviewing Rillo S. Rud, we experienced a reluctance when asking about the possibilities of meeting some of the existing users for website test purposes. This was not possible, because of the safety of the young adults. In retrospect, Rillo S. Rud (cf. 2.2) was dismissive in terms of preventing a confrontation of the users loneliness; the social stigma of both our and her own primary target group.

8: Conclusion

The user experience development process of web design is a demanding and multi-faceted operation that first and foremost requires immediate and ongoing attention to the basic duality of the web as software interface and as hypertext system. This paper presents, analyses and discusses such a process through the development of a redesign of Ventilen.dk, a website for young adults who struggle with loneliness in their everyday life, through the lens of “The Five Planes” of the UX development process.

Loneliness is undeniably a social and cultural issue in Denmark. The very foundation of our redesign is based on the notion that stigma and phenomenological reflections are paramount in the design of a website that should communicate immediate help to vulnerable young adults. The user-centered approach enables us as designers to deal with the organization systems of sensitive information and the ambiguity of the language used around it.

Across all of the three iterative phases, using usability testing, wireframing and prototyping has proven useful in analyzing structural, navigational and visual problems that might exist within the redesign. These have worked and used as a guide towards a more refined and optimized prototype. Through these phases the test data have been analysed and have actively influenced the direction the redesign has taken. Taking into account the sensibility of loneliness, the redesign uses visual aesthetics such as images, videos, icons and carefully chosen typefaces presented through flat design, to display a much more clean and welcoming design that has an positive effect on the visiting user. The lack of device specific features from ventilen.dk has been addressed using responsive design and media queries and can now be accessed on multiple platforms thus lowering chance of losing the visiting user to confusing and frustrating situations.

From conception to completion we have been redesigning Ventiln.dk by implementing the UX development process of “The Five Planes” as orientational guidelines working our way from abstract ideation to concrete prototype. Through this we have shaped a functional foundation for future development of a fully working website by focusing on improving the user experience.

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10: Appendix

Appendix 1 - Ventilen interview (Rillo S. Rud)

Appendix 2 - Usertest 1 - think aloud / card sorting

Appendix 3 - Usertest 2 - wireframes

Appendix 4 - Usertest 3 - prototype

Appendix 1 - Ventilen interview

Rillo Snerup Rud - Sekretariatsleder og Presseansvarlig.

Key insights

Hvad skal Ventilen.dk formidle?

"Til de unge skal den formidle viden om, hvad det er for [...] nogle tilbud, vi har, sådan så hvis de føler sig ensomme og det kunne være et relevant tilbud for dem, at de så kan finde derhen."

"Det skal virke hyggeligt og ufarligt samtidig med, at vi skal formidle en masse information..."

"Den (red. hjemmesiden) skal fungere som en vidensbank..."

"... skal præsentere organisationen..."

Hvad er de unges muligheder for at komme i kontakt med jer?

"Vi vil allerhelst have, at de unge kommer i kontakt med det lokale tilbud, de skal hen i."

"Vi er ikke en telefonrådgivning..."

"Så starter vi med, hvis man tager den ene vej rundt i vores hjemmeside, [...] at fortælle "hvad er ensomhed" med nogle billeder og også nogle personlige historier, som den unge kan genkende sig selv i. [...] hvis du kan genkende dig selv i dét her, så overvej at gå hen i et af vores lokale tilbud."

"Alle vores lokalafdelinger har undersider på samme site..." (det er de lokale unge frivillige, der selv passer de her undersider)

"De unge vi hjælper, hjælper vi i det fysiske møde."

Kan de unge chatte med nogen på Ventilen.dk?

"Nej, der er en mailadresse."

"Vi kan ikke hjælpe nogen med en online chat."

"Vi har også en aftale med Ensomung.dk, som er et chatforum for ensomme unge om, at... Altså, der er jo ikke nogen grund til, vi går ind og laver en dublet til deres."

"Man skal komme i et fysisk tilbud, og så kan man få log-in til det, og så kan man så mødes online Ventil-unge fra resten af landet."

Har I overvejet at lave en smartphone applikation?

"Ja, og så er vi strandet på [...], hvad formålet skulle være."

"Vi kunne godt lave en app, men man kan også se vores hjemmeside på sin smartphone."

"... der er måske ikke nogen grund til at lave en app bare for at have en app."

Hvad er jeres samarbejde med Ensomung.dk?

Supplerer hinandens åbningstider og ansvarsområder – henviser til hinanden.

Har I nogen planer om videreudvikling af hjemmesiden?

"Vi oplever at vi når ud til dem, vi skal nå ud til."

"Vi er også utroligt old school og har sådan noget som plakater og foldere og sådan noget og så lokalavisen en gang imellem, som fungerer lige så godt."

Om målgruppe

"Vores fysiske tilbud er til unge mellem 15-25."

Hvad henviser login-funktionen på Ventilen.dk til?

"Der er tre typer login, som det er lige nu.

Dels har vores frivillige et login, som giver dem adgang til:

[...] en webmail,
[...] et lokal-gruppe forum,
[...] dokument-delning, en slags wiki, både lokal og nationalt,
[...] foto-arkiv fra e.g. begivenheder,
[...] et blog-modul som ikke lever så meget lige nu (tanken var at engagere nogle af de unge til at blogge, uden at det nødvendigvis blev offentligt, men så alle dem der er logget ind kunne se det (en dagbogsfunktion)),
[...] rabat i vores webshop."

"Der er også et debatforum, men det er der så ingen, der bruger."

"Hvis man er betalende medlem, får man også et login."

De er tilbageholdne med at lave om, fordi de "er ret bundet op på det her system."

Kan jeg få adgang til "bagsiden"?

"Nej, De unge regner med, at når de er der (red. på "bagsiden"), at der kun færdes andre unge eller frivillige."

Et spørgsmål om trykthed og tavshedspligt.

Kan man deltage i de lokale tilbud, hvis man ikke er ensom ung eller frivillig?

"Man må ikke møde op, når der er åbent i en af vores ventiler." (der er kun åbent for frivillige, der har vagt, og de unge)

"Det her er henvendelse nr. 25 fra nogen, der gerne vil tale med vores unge."

"Vi har jo selv talt med dem, og vi er meget om dem, så hvis I har nogle spørgsmål om, hvordan tror I de ser på det her [...], så er sandsynligheden for, at jeg eller en af mine kolleger her kan komme med et retvisende svar ret stor. Altså, vi har ret god føling med dem. [...] Det er ligesom, det vi kan tilbyde lige nu."

Om de unges brug af Ventilen.dk

"De bruger det ikke ret meget."

"Det (red. hjemmesiden) er én af vores hængepartier."

"De fleste af de unge, der kommer i de fysiske tilbud, ved slet ikke, at vi også har det her virtuelle mødested, og dem der bruger, de bruger primært chatten, som så er åben én gang om ugen, hvor der så er nogle frivillige kuratorer på." "De frivillige vælger nogle emner, der så bliver chattet om."

"Det er rigtig rart for de unge at vide, at der er nogen."

"Hvis man gerne vil snakke om noget, der er svært, kan man gå ind og sige online chatrum, hvis de nu synes, der er nogen, der bliver ubehagelige."

"Mange af de her unge har ikke lært, hvordan man begår sig socialt." "Det gør sig mest gældende i det fysiske møde, men kan også gøre sig gældende på nettet."

[...] på den måde at få dem til at reflektere over deres opførsel."

"Hvis der nu var helt vildt mange unge, der spurgte til det, ville det da sagtens kunne være, at vi ville åbne nogle chatfora nogle flere dage om ugen, hvor der så ikke var frivillige på. Men nu er der jo sindssygt meget liv i det derinde, så det virker ikke på den måde som noget, der er en kæmpe efterspørgsel på."

Appendix 2 - Usertest 1 - think aloud / card sorting

Usability test 1.0 on desktop version

Hvem tror du er Ventilens målgruppe?

Test personer

1. Mandana
2. Nadja
3. Phillip
4. Lars
5. Michael

Key Insights (quotes and observations)

Funktioner

“bliver man valgt inden man kan logge ind?”(Login funktionen)

“Hvad er det der KOMsammen?”

“Der er mange knapper at trykke på, og det er svært at finde rundt i”

“Deres søgefunktion virker, men den er bare meget lille og utydelig og ikke særlig køn på noget måde. Man tror bare det er et login.”

Struktur / Navigation / Usability (overblik osv.)

“Mit første indtryk er rodet - jeg ved ikke hvor jeg skal kigge.”

“Nu kører den godt nok på farverne men den måtte godt være lidt mere sigende (om de her undersider) - de er lidt trivielle. Nu da de har lavet sådan en farve-menu kunne de godt have lavet det farverigt på resten af siden.”

Forvirrende, for meget information på forsiden, for mange underkategorier.
Den er alligevel bygget meget godt op.

“Jeg synes der kommer mange ting frem. Den ene er der undergrupper, det er så okay - Hvis du trykker på er du ensom - er der bare mange af dem. Under Om Ensomhed er der bare endnu flere (lidt for meget synes jeg).”

“Nogle undergrupperinger virker ulogiske”

“Der er mange muligheder for de samme ting; man er ikke helt sikker på, hvor man finder “det rigtige”
“Man kan ikke se underkategorierne for fanerne inden man klikker på dem”

“Man skal trykke meget for at komme derind (jeg kunne godt have brugt en søgebar - måske lave en række undermapper der kom ned)”(Menu)

“Er du ensom?” Siger ikke så meget. Jeg ville gerne have haft nogle flere muligheder som sagde noget mere.

“Om ensomhed”: Jeg ved ikke hvilke undergrupper jeg vil finde hvis jeg kommer ind under her.

Må man godt bruge søgefunktionen? Jeg troede faktisk det var en del af Login. Nu har jeg skrevet "unge" oppe i søgefeltet og så kommer der bare mange sider frem som umiddelbart ikke siger noget om unge.

"Jeg vil gerne vide hvor mange der er tilmeldt, for at sikre mig at der er andre der dukker op - det ville være rart"

"Jeg kan godt lide at der er billeder af dem. Der er ikke så mange historier - Man spejler sig lidt i de personer man ser. Jeg synes at det er vigtigt at alle aldersgrupper er repræsenteret.(Unge fortæller)"

"Det er rigtigt strengt, men jeg tænker at der er sådan nogle nørder der kommer der. Jeg så billederne på siden, og tænkte.. hmm.. F.eks. hvis der var nogle billeder på siden af nogen jeg kunne spejle mig i, nogen som mindet om mig så ville jeg"

"Det ville dog være godt hvis den indeholdte hvem brugerne er. Måske lidt om dem selv og deres interesser. Derved måske føle hvem man ville passe godt sammen med. "

"Det ville være godt hvis man kunne få en eller anden kontakt før man mødtes med dem, så man ved hvem de er. "

"Der er for meget information på siderne"

Målgruppe (Retorik, visuelle identitet osv...)

"Hjemmeside er kedelig - kan ikke li farverne" - "tænker at siden er målrettet folkeskoleelever"

"Umiddelbart kan man ikke se hvor man kan chatte/komme i kontakt - det kræver måske ret meget af en, at komme ud(fysisk), fremfor at sidde og chatte."(på ventilen.dk)"

"Logoet er grimt"

"Hvis man nu markedsførte det på en anden måde. Altså ikke ER du ensom? Men kom at mød nogle andre mennesker.. etc. Lave nogle events - altså ikke fordi du er ensom, men kom og mød nogle nye mennesker"

"Hvis man ikke helt selv har accepteret at man er ensom er det måske svært-. Måske hvis der stod "kom og mød nye mennesker" - måske noget med interesser (fælles interesser..) det kunne være en måde at imødekomme folk på, det er lidt fattigt at mødes over at man er 'ensom' hvis du forstår

"Det er lidt underligt at man som bruger skal ind under noget der vedrører sig selv for så at komme ind under noget som andre synes. Menuerne minder igen rigtig meget om hinanden når du går rundt på de forskellige over-menuer og derfor tænker man ikke rigtig over at den skifter her (som jeg blev tricket lidt af)"

"Jeg synes det er ret kompliceret når det er et direkte spørgsmål "Er DU ensom?" så kommer man ind på en side som omhandler om man selv er ensom. Hvis man så gerne vil vide hvad andre har sagt så kunne man måske have den placeret på et højere menu level. Sådan så man ikke skal trykke ind under noget der kun relaterer til en selv."

Æstetik / Visuel

Jeg kan se "Kommende arrangementer" dækker lidt over den tekst forneden (footer)

"Det er svært at se fordi det for mig er en form for ad eller lign. Det er meget større og helt anderledes end alt de andet der står på siden. Lidt rodet sat op synes jeg. Man kunne godt have sat skriftens størrelse og farve udskilt fra resten (man kunne lave en anden form for henvisning til det - fordi det er ikke lige der jeg kigger) - jeg lægger mærke til nyhederne først og opdager derfor ikke "Kommende Arran"... nedenunder - jeg troede faktisk det ville komme på undersiden efter Gentofte."

"Det er meget gråt og monotont. Der er ret godt farvespil i måde menuerne er sat om men når du så trykker ind på menuerne fx. kører den godt nok farvespillet igennem. Men den bliver bare så kedelig når den kun kører grøn og grå."

"Der mangler lidt noget plads (eller pusterum) når man læser ned gennem tingene. Der mangler noget lidt mere sigende. Billeder fx. Så prøv at fang de unge! Noget nyhedsrelevant, så de unge ikke tænker at de er noget ældre som vil bestemme over de unge."

"Der er ikke rigtig noget der fanger mig overhovedet hvis jeg kigger ude i statistikkerne er der ikke noget der er highlighted. Det synes jeg er lidt vigtig. Men ved "Nyheder" falder det lidt hurtigt ud i et (fordi næsten alt er highlighted)."

Egne observationer

Testpersonen - finder hurtigt de første stillede opgaver - måske opgaverne er for nemme - altså for specifikt beskrevet... / Kort funktionen bruges ikke rigtig.

Har meget svært ved at finde henvisning til hvordan man kommer i kontakt med andre ensomme. Opgiver næsten. Forstår ikke at man kan bruge andre foreninger til at snakke med. (bruger ca. 4 min på at finde henvisningen til ensomung.dk)

Testpersonen har meget store problemer med at finde "Historier som er skrevet af ensomme unge": "Nu har jeg så ikke lagt mærke til om der kommer nye nyheder når jeg kommer ind under andre sider"

Testpersonen finder henvisninger til andre sider som hjælper ved at søge på "ensomung.dk" i søgefeltet. Han finder "Andre der hjælper".

Appendix 3 - Usertest 2 - wireframes

Test 2.0 on mobile and desktop version.

Goals

Does the navigation work on mobile and desktop.

Is the user able to understand the menu icons on mobile.

Is the content structured in a way that makes sense for the user.

Can the user finish the tasks asked.

Interview guide and tasks

1: Du føler dig ensom og vil gerne vide hvad nogle af de andre unge ensomme tænker på.

Gå ind på de unges forside.

Gå ind på Tankevæggen.

Tilføj en ny tanke under Ugens Emne.

Gå tilbage til de unges forside.

2: Du vil gerne se noget video om unge ensomme

Ved hjælp af navigationen find frem til "Unge Fortællers" underside

Start videoen

Gå tilbage til de unges forside

3: Du vil nu gerne helt tilbage til forsiden.

Find tilbage til forsiden? (Hvordan vil du gøre?)

4: Rangering af underemner (For Unge)

Hvilke emner, under "De Unge", mener du er de vigtigste for brugeren? Hvilken rækkefølge mener du, at underemnerne skal komme i?

Andre kommentare:

Test personer

1. ANE (25)

2. RENE (20)

3. MARTIN (23)

4. MANDANA (21)

5. JONAS (20)

Key insights (quotes and observations)

"Bliver en smule forvirret over Icebreaker og KOMsammen kategorier, kræver forklaring."

Forvirring omkring opdelingen af arrangementer ift. Kalender og KOMsammen

Generelt er de forskellige underpunkter måske forvirrende?

"Overordnet synes jeg at ikonerne fungerer fint."

"Load More" er måske dumt på apps, man vil hellere scrolle (!) - forstyrrer navigationen."

“Icebreaker tips: Icons mangler måske? - Hvad indeholder den egentlig? Henviser lidt til en score-replik, men måske i ensomhedssammenhæng går den måske bedre?”

“Fin navigation, giver meget god mening”

“Ventilen logoet forstår jeg ikke helt, men det passer vel meget godt.”

“Ikonet med ensomhed giver mening sammen med teksten”

“Ventilen ikonet: Har lidt af en fornemmelse af settings som på en mac.”

“Ventilens logo virker ikke helt; minder om et tandhjul til et ur”

“Behøver ikke være en ventil som logo, måske?”

“Ikoner: generelt svært at tage stilling til, men “De Unge” og “Om Ensomhed” hænger sammen.”

“Ikoner: godt at det er ikoner og ikke billeder - måske lidt hårdt at se ensomhedssituationen med rigtige mennesker”

Appendix 4 - Usertest 3 - prototype

Usability test 3.0 on mobile and desktop version

Goals

Does the navigation work on mobile and desktop.

Is the user able to understand the menu.

Is the content structured in a way that makes sense for the user.

Can the user finish the tasks asked.

Feedback on color, fonts and icons.

Interview guide and tasks

1: Du føler dig ensom og vil gerne vide hvad nogle af de andre unge ensomme tænker på.

Gå ind på For Unges forside

Gå ind på Tankevæggen

Tilføj en ny tanke under Ugens Emne

Gå tilbage til For unges forside

2: Du vil gerne se noget video om unge ensomme

Ved hjælp af navigationen find frem til "Unge Fortællers" underside

Start videoen

Gå tilbage til For Unges forside

3: Du vil nu gerne helt tilbage til forsiden.

Find tilbage til forsiden? (Hvordan vil du gøre?)

Andre kommentare:

Test personer

1. SIMON (18)

2. RIKKE (23)

3. MANDANA (21)

4. PETER (20)

5. ANE (25)

Key insights (quotes and observations)

Testpersonen navigere fint rundt. Og kan nemt finde tilbage til de unges forside.

"Det er simpelt og overskuligt. Kan godt lide at det starter simpelt."

"Farve fordelingen hjælper mig rundt i systemet. Kan godt lide de store elementer."

"Det er visuelt appellerende"

“Farverne på logoet, ventilen og login har samme farve. Det forvirre måske lidt.”

“Ikoner viser fint, hvad det drejer sig om.”

“Kan man kommentere på folks tanker? – det kunne være vildt fedt! – så vil man kunne hjælpe hinanden”

“Navigations pilen, ved menuen er statisk”

“Der er flere linjer der ikke flygter, når jeg trækker siden sammen.”

“Kunne være smart med en nedtæller, i forhold til tegn - på tankevæggen.”

“Savner lidt luft omkring logoet”

Har problemer med at komme tilbage fra for unge side, (Navigation) – har svært ved at se at for unge er et link.

! Det er meget overskuelig og enkelt.”

“Navigation fungerer fint, der er gode overskrifter.”

“Ikoner fungerer fint – jeg forstår dem godt, når jeg ser dem.”