

SHARING AND CRITIQUING INSTRUCTIONS

SHARING

1. Delete any extra artboards that were not used in your prototype.
2. Select the SHARE tab (top left), then (on the right) under VIEW SETTINGS, select "CUSTOM" instead of "DESIGN REVIEW." Then, as before, select ALL the check boxes (we're going to use the commenting feature, so don't overlook this one). Hit CREATE LINK or UPDATE LINK and post the link in the 3rd column here:

<https://docs.google.com/spreadsheets/d/1gN8i9L8Re4u1c6UKXm0lI6XAaxBNfqVchZvHqTPRG6U/edit#gid=0>

To trouble shoot sharing, read detailed sharing info here:

<https://helpx.adobe.com/xd/help/share-designs-prototypes.html#viewsettings>

3. Between 3:30 pm and 6:00 today, comment on your peers' work by following the directions below.

CRITIQUING

1. Locate the 2 people above you in the list and the 2 people below you in the list. These are the 4 people you will write comments for. If someone has not posted their link or their initials, skip over them to the next person who submitted so that you still critique 4 people's work.
2. Remember that you need to press ESCAPE to get out of full-screen mode, and see the comment area appear in the right side of the screen. Also, notice the little pin icon that allows you to point to a particular spot on the screen.
3. For each person you critique, answer the questions below, being thoughtful and thorough. Unfortunately, I won't be able to give as thorough of feedback as I would be able to in class, so the clearer you can be, the more you will be helping everyone.
 - i. Click through all the pages and return to the homepage again. Are there any functionality issues in the prototype? Write comments describing those functionality issues. Also, **if** there are transitions and/or animations, are they consistent? Do they enhance the site or are they distracting and/or too long?
 - ii. Think about what information you, the user, would want to see under each image thumbnail in the product grid (2nd page) in order to be convinced/enticed to click on it. Think about that product type in particular to get ideas. (Usually there's going to be 3 lines of info for each image.) Is all of that information included? If not, what other relevant caption information should be included for these products? **If** all the appropriate info is included, look at the typography under the product thumbnails, particularly the hierarchy within that text. Write a comment discussing how effective/ineffective the typographical hierarchy of those captions is.
 - iii. On the product detail page (3rd page), what information do you, the user, want to see in order to be willing to buy this product online, without seeing it or touching it (i.e. the material the clothing is made of)? Is there any info missing? Also, which options do you need to be able to enter in order to buy this product? (i.e. size, color) Write a comment about what info is helpful and what info is missing.

- iv. While still on the product detail page, look at the typographic hierarchy and layout of the information (name, price, size, description, etc.) How could the type improve? Are the most important lines (like product name) larger than the least important text (like size chart)? Is there appropriate spacing of lines that are different from each other? Also, is the Add to Cart button the most prominent button on this page? (For instance, it should be more prominent than Add to Wish List, if that exists.) If it is not, write a comment.
- v. On the Cart page (which we should be able to access through the Add to Cart button(s), do you, the user, have the ability to increase the quantity of items listed in the cart? Do you have the ability to delete items from the cart? And is there an easy way from this page, to continue shopping before checking out? If any of these are missing, write a comment.
- vi. Discuss any of the following overall design qualities in this site: **layout, use of whitespace, color, contrast, scale**. Explain which areas are successful, which are problematic, and how any areas could be improved.

You all did GREAT in the last online critique—keep it up!