

Improving First Time User Experience for Dreamweaver

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of
The Degree of Master of Design



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Department of Design
2016

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I declare that this written submission represents my ideas in my own words, and where ideas or words of others have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be a cause for disciplinary action by the Institute and can also evoke penal action from the sources that have thus not been properly cited, or from whom proper permission has not been taken when needed.



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Signature

.....
Marisha Narula

MD14MDes11005

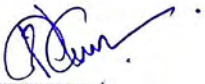
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Roll No.


Approval sheet

This Thesis entitled improving first time user experience for Dreamweaver by Marisha Narula is approved for the degree of Master of Design from IIT Hyderabad

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**“ Ships in harbor
are safe,
but
that’s not what
ships are built for.”**

— John Shedd



2



3



7



9



1



4



6



8



10



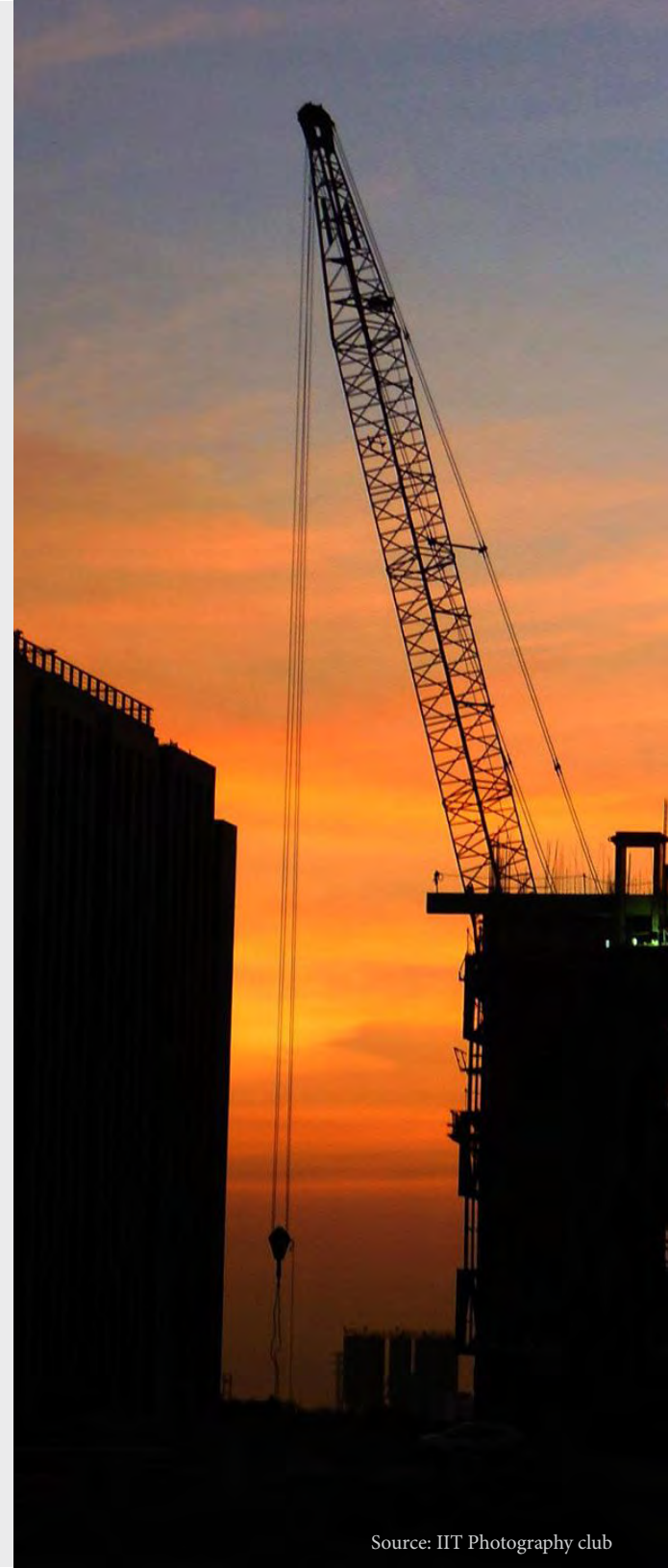
11

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Lastly, I would like to thank my parents for their love and support. I would like to thank my colleagues for helping me all through. My colleague Poonam(11) and Fabin(10) for their encouragement.



Indian Institute of Technology, Hyderabad

IIT Hyderabad is part of history in the making. Inventions and innovations are key words on which the foundation of IIT Hyderabad is based. IIT Hyderabad started functioning from August 2008 from its temporary campus located in Ordnance Factory, Medak district. On February, 27, 2009, on its main campus in Kandi. The Department of Design at IIT-H offers a vibrant environment for learning, practicing and exploring several facets of design. The department envisions to creatively engage in the space between technologies and people. This involves facilitating innovation in the key emergent areas such as Participatory and collaborative Design, Professional Ethics/ Sustainability, Product Systems and Services, Design and education, Wellness, Crowd sourced Design.

(Source: <http://design.iith.ac.in/>)



Adobe® Marketing Cloud



Adobe® Creative Cloud™



Adobe Document Cloud



Adobe

Adobe Systems

Adobe is the global leader in digital marketing and digital media solutions. The tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time and achieve greater business success. It helps the customers make, manage, measure and monetize their content across every channel and screen. It has three main product spears Creative Cloud, Marketing Cloud and Document Cloud.

This project was done under the creative cloud division, under the direction of Vinay Dixit, my manager Sreedhar and my mentor Jonathan Pimento. The project was completed in Adobe systems, Bangalore office.

Sources: <http://www.adobe.com/in/>

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DEFINE

LAUNCH



START
SCREEN

APP
PAGE

Project Proposal

1.0 Project Proposal

Overview

Building a website is one of the most basic forms of establishing an online identity or personal space on the internet. There are several solutions available which empower a user to quickly setup his website either with a template or build it from scratch. The common requirement across both approaches is the need to be able to read, understand and write code. For a beginner who is brand new to the world of coding and web development, there are several online free and paid resources to get started. For anyone starting out either with a book or an online class, the first thing he needs is his most primary tool - A code / text editor. Today code editors have evolved from the basic notepad to full-fledged IDE - Integrated development environments like Visual Studio.

Brief

Adobe Dreamweaver CC is a web development solution that provides a user with a WYSIWYG editing surface. Dreamweaver is used by several universities and training institutions across the world to help students, beginners learn the basic of web development in HTML, CSS, PHP and JavaScript. Dreamweaver is one of the leading solutions in the market in the education space. Over the years as the web evolved, so did the product and with it the user experience as well. One of the biggest challenges we face today is, that users find it very overwhelming to get started with Dreamweaver. This is due to several reasons like too many features, legacy workflows, cluttered interface and too many options. We want to ensure

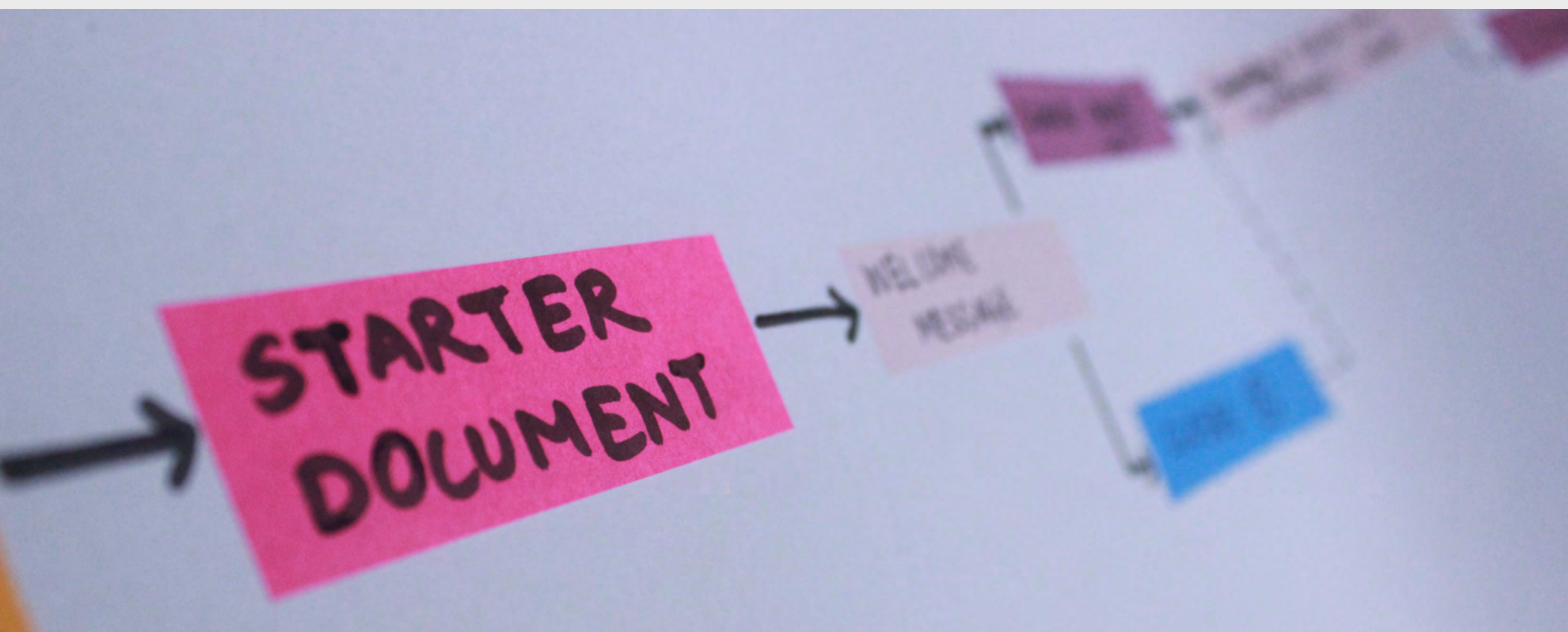
that Dreamweaver still remains relevant to this audience. We want to the simplify and better our user experience for beginners and learners who are trying to learn web development using Dreamweaver. Our goal is to revisit the product and look into the following aspects:

Domain

1. Define various personas for users who want to get started with web development.
Example: Beginners (Self-taught), Students (Universities / Online Courses)
2. Study the landscape of options available to learn web development - Resources, tools, mediums etc.
3. Study the patterns in courses in topics covered in these web development courses across different levels.
4. Define the goals, process and success definition for someone trying to learn web development.

Product:

1. Build an experience map to understand the user flow and journey for a FTU - First Time User in Dreamweaver.
2. Identify the problems that beginners face while using Dreamweaver



Solution:

At the end of this, we would like to have a detailed understanding of the following:

- The web development learning space - Summary / Document
 - Challenges beginners face with Dreamweaver - Summary / Document
 - How do we make Dreamweaver more approachable for beginners?
- > Design recommendations for the product.
- > Detailed workflows on the user journey for a beginner.



Project timeline

Project Timeline

1.1 Project Timeline

The project timeline was the most important aspect of any project. One of the initial timelines was set and the action of plan was set accordingly.

February:

Completing research and its analysis was planned which included the following:

Research

1. The personas of users who wants to get started with web-development
2. The landscape of options available to learn web development
3. To build an experience map to understand the user flow and journey of a first time user.

Analysis

1. The analysis of experience maps, analysis and compilation of pain points.
2. The analysis of web development learning space.
3. Competitor analysis of the same.

March:

The concepts of improving the user-experience for a first time user will be compiled and then through brainstorming ideas will be generated for improving it.

April:

One concept would be finalized and then the ways in which it can be shown be explored more. Then finalizing on the flow

concepts which could be further worked on.

May:

The ideas would be given picture and visual form. Visually expressing the concepts where the placement and interactions will be finalized.

June:

June would close the project by making visual mockups and final screens. Then, make a click-through prototype, followed by a working model.



MIKE

Age
14 years

Goal and Task
To learn to make a simple website in an easy way

Environment
A non-coder
No knowledge of HTML and CSS.



STEVE

Age
16 years

Goal and Task
To learn to make a simple website as assignment

Environment
Basic knowlegde of code
Knows basic HTML and CSS tags



SAHIL

Age
19 years

Goal and Task
To learn to make a simple about page

Environment
A coder
Knows HTML, CSS and Javascript

Personas

1.2 Re-defined

The project brief was redefined and narrowed down to students who know basic HTML and CSS. This was done after talking to my mentor and my manager and on the basis of a study conducted by adobe where students install Dreamweaver and leave it within 7 days of trial period, this is done mainly because of the fact that they are not able to achieve any success rate in using it. They are not able to use it and make anything out of it.

1.3 Personas

On the basis of re-defined brief there were two broad categories into the user persona was divided

a. Coder

One who knows coding (HTML,CSS) but is new to Dreamweaver. The person who codes frequently and is comfortable with both languages.

b. Non-coder

One who does not know HTML and CSS at all and wants to make a webpage.

c. Beginner

A Person who is a beginner in coding and wants to make a webpage. The person has very little knowledge of coding.

Day

Dated:

Day 9

Dated: 17th Feb

Objective:

- Rea
Sta

Day 10

Dated: 18th Feb

Objective:

Experience m

Emotion:

Felt comfort

Wanted to

Steps

1. Lay

First

layc

2. T

The p

conce

3.

Day 11

Dated: 19th Feb 2016 Friday

Objective:

- Make the whole website
- Use more tags to write HTML and CSS
- Preview it in the browser

Emotion:

Feels comfortable in the space of Dreamweaver and w
live view does lets me to see the website.

Steps

1. Writing code

After a while writing code is easier than inserting the t

Closing tag:

The tag gets closed the moment I type "/" but actually
whole close tag. So the first time a person does this he
written and then continue.

2. The split view

The split view has major problems, and this is the mos
to use it as most of the schools online teach with this

- The split view screws the view of the page an
- It does not have enough space to even see th
- The insert panel takes too much space so mu

Dairy Entries

1.4 Understanding Dreamweaver

a. Understanding HTML and CSS

To get an over view of the software, which is based upon HTML and CSS languages. The languages were learnt through referring to some of the online platforms like W3schools, Codeacademy. The things which were kept in mind were that what is difficult and what is easy to learn and what is not learned the focus was to be able to identify and write basic code tags and to be able to create a webpage from scratch including the styling which comprises of the CSS part.

b. Exploring the Adobe help

The Adobe Help and Support offers help in terms of video tutorials and learning content, which was looked at in terms of finding problems in it, in order to improve it. As it helps the first time user to get started.

c. Looking at tutorials for Dreamweaver

The tutorials for Dreamweaver were looked at on various platforms like Lynda.com and others on YouTube. Looked at the way they were teaching Dreamweaver to people which mainly included the content.

1.5 The journey documentation

The journey includes documenting it in the form of a journal or dairy where points were included such as objective, steps, emotion, easy to learn, difficult to learn, not learned. Date wise entry was made into the dairy writing all the details of the day including links to websites, screenshots, and other observations.

USER JOURNEY



GOAL



DURATION



PERSONA



SETUP



EDIT



PREVIEW



MISCELLANEOUS



Delight factor



Pain points



Happy emotions



User thoughts



Unhappy emotions

User journey

1.6 User journey blank and template document

The user journey of the blank and the template document means making a web page from scratch and previewing it in the browser. There were two user journey's one making a website from scratch that is from a blank document and the other from template. Each user journey was divided into four parts:

a. Setup

The setup stage included setting up a blank/template document from the launch of the application.

b. Edit

Edit included the action part, where the user does something. It was divided into two parts:

- **Edit HTML**

Edit HTML means writing HTML in the blank document using both the insert panel and also writing it in the code view. In the template, it meant editing content using HTML tags.

- **Edit CSS**

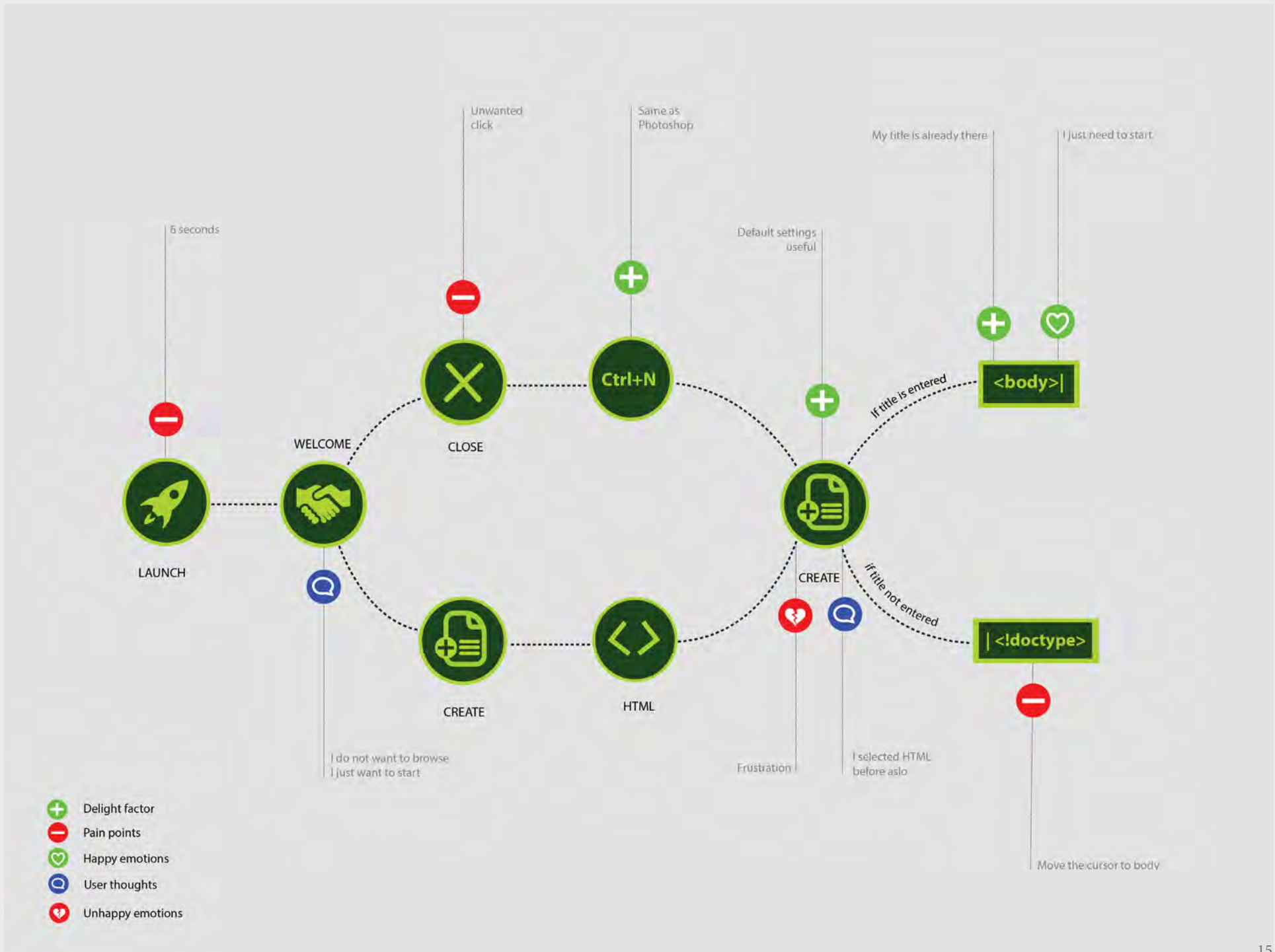
Edit CSS included writing CSS properties in the code view for the blank document and for the template it involved editing those properties in code view.

c. Preview

The preview included seeing the website in the browser like Google chrome and also looking at it in the live view.

d. Miscellaneous

This involved unrelated things like UI, panels basically which does not come in the flow.



Setup

1.7 Setup

The setup stage started with the launching the Dreamweaver application by double clicking on it. Where there were various points that were worth a highlighting.

- Pain point is in the launch itself as it takes more than 6 seconds to open.
- Where it opens and greets you with a welcome screen but the user thinks that the screen is unwanted as the user wants to start immediately with the document.

a. Route one:

The user closes the welcome screen which means it is an unwanted click

> Then, the user ends up pressing Ctrl+N, that resonates the fact that this is a common functionality in almost every adobe software

> It opens the user to the create a new document where the default settings such as a blank document and HTML are already selected.

> If the title is entered in title input box, it starts the cursor with the cursor in <body> tag that is where you start writing or inserting quote.

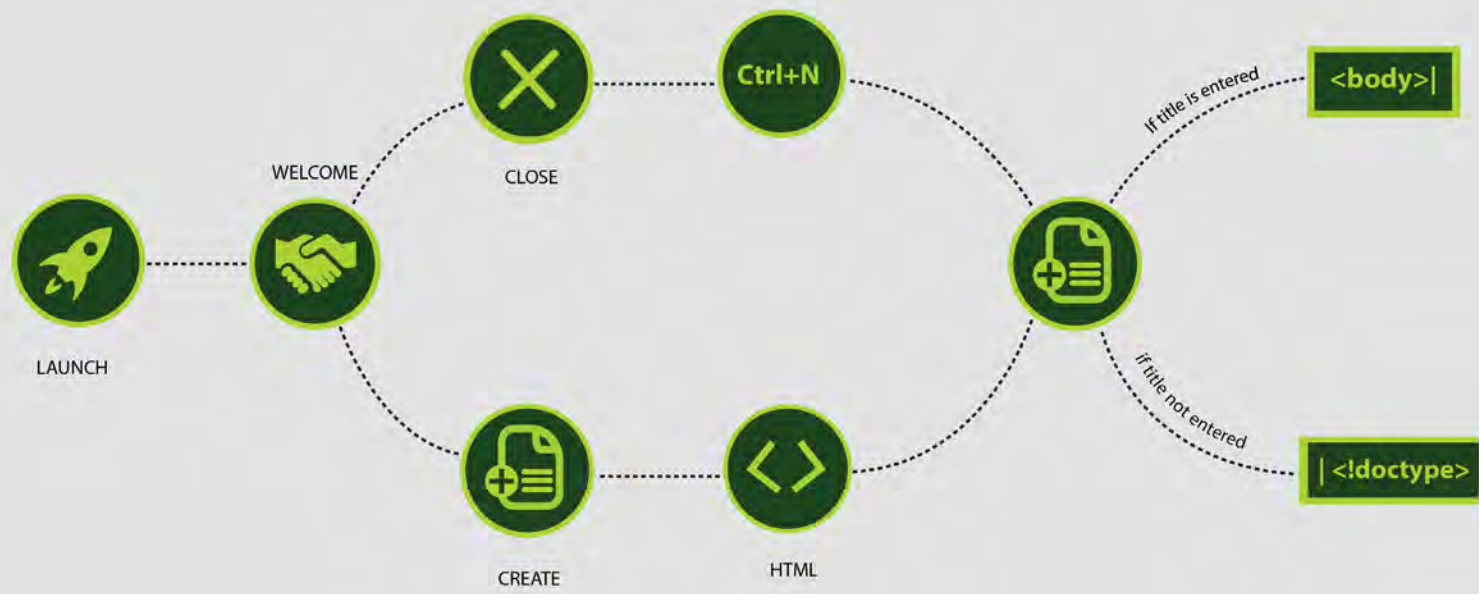
b. Route two:

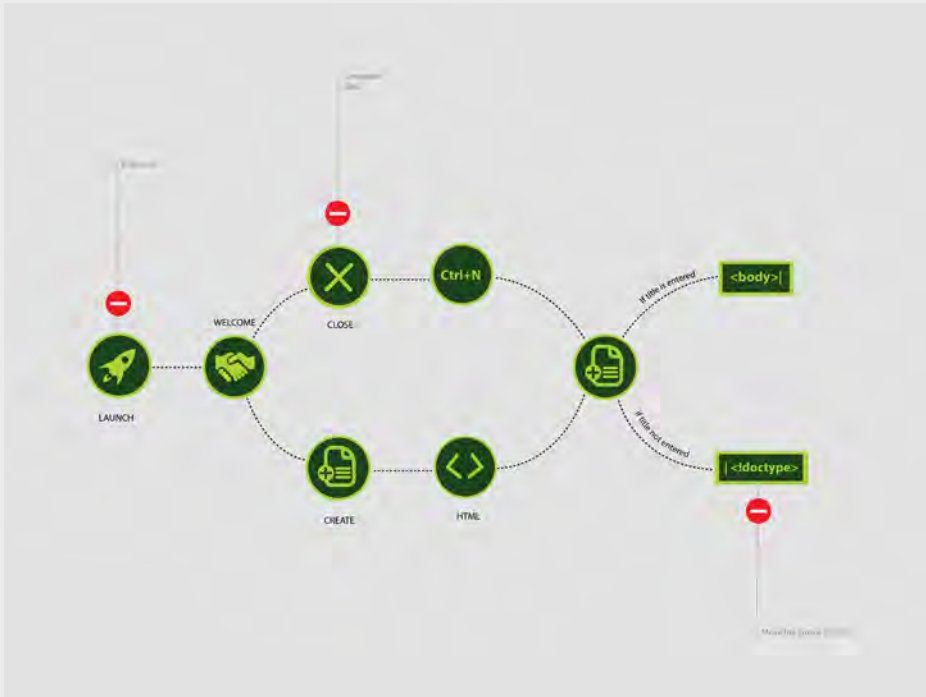
The user plays with welcome screen and presses create

> It asks the user to choose a language to work with, where if the user chooses HTML, it opens a new document dialogue box again.

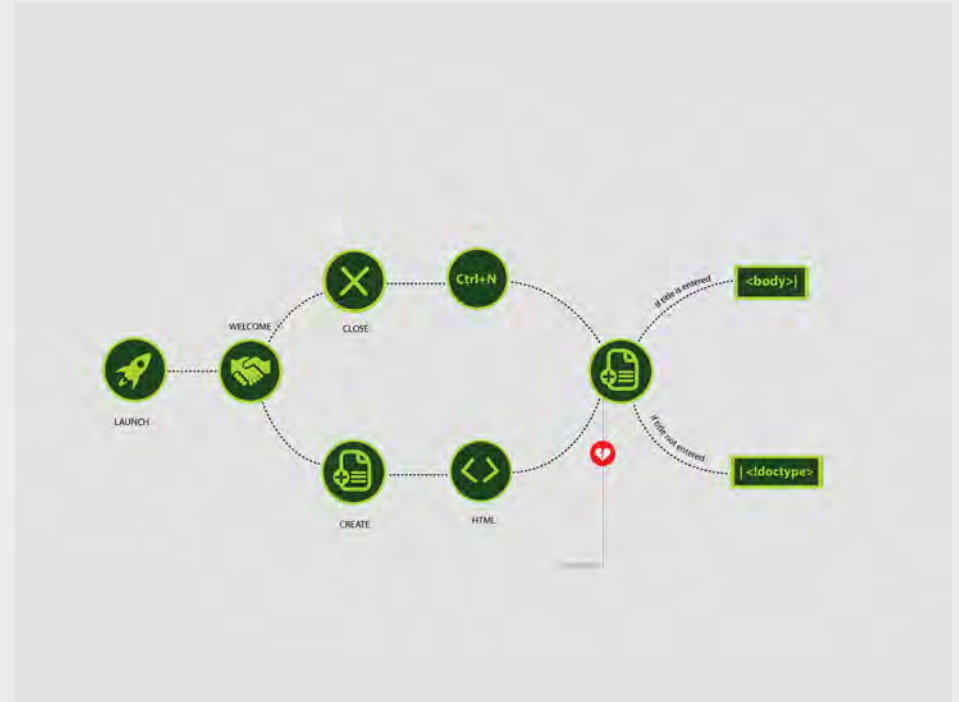
> The new dialogue box asks you to again press create and then the blank document opens where this is a pain point as create had to be pressed again.

> If the user doesn't enter the title he gets a blank document with a cursor before the <!doctype HTML> which is another pain point as the person has to go to the <body> tag again in order to be able to write code.





Setup journey/Pain points



Setup journey/Unhappy emotions



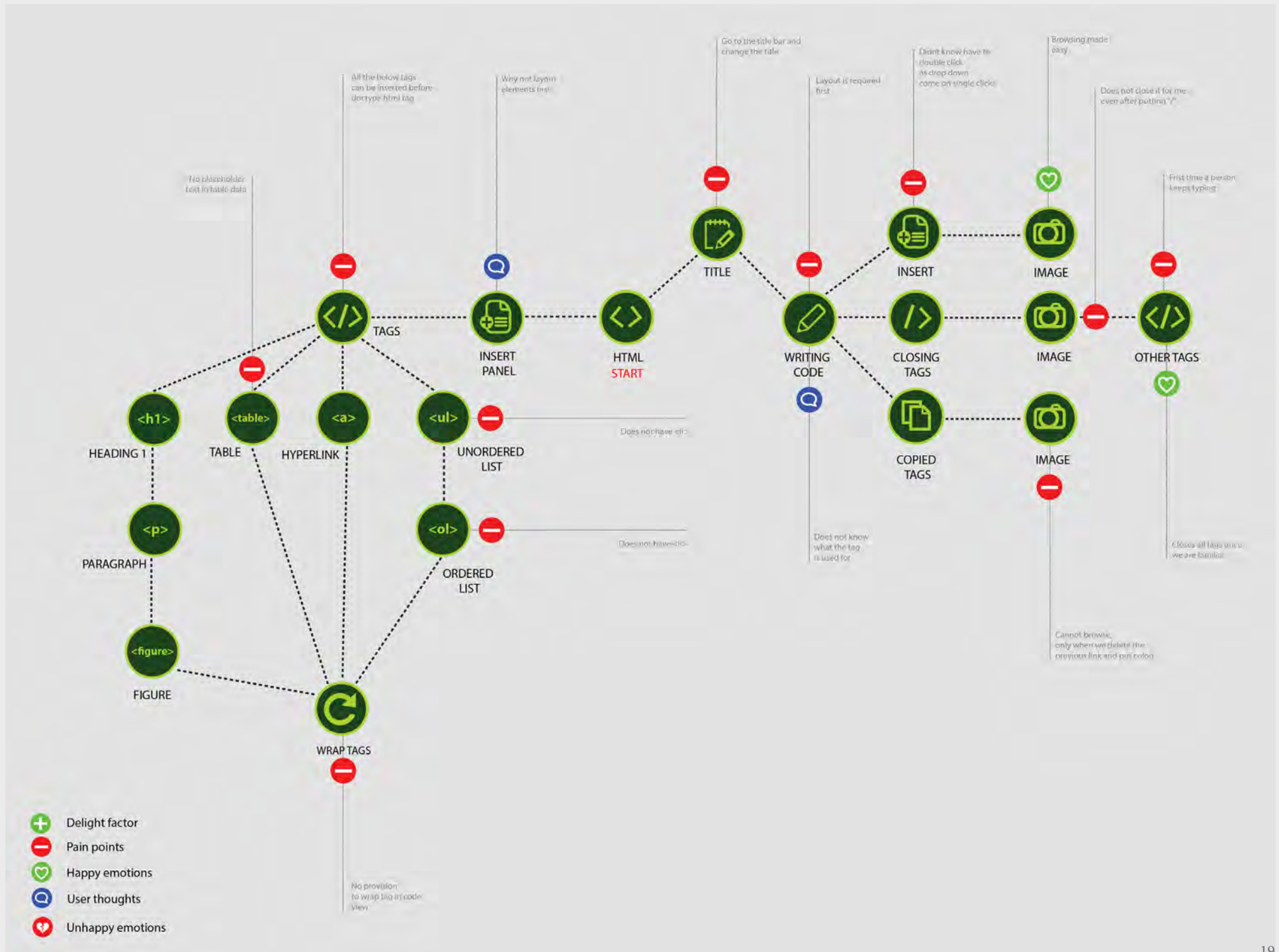
Setup journey/Happy emotions



Setup journey/Delight points



Setup journey/User thoughts



Edit: HTML

1.8 Edit HTML

When we start by editing HTML, the first thing done was changing the title of the page. Then again two approaches were taken:

- **Writing code**

a. Where the user thinks that there is no provision for layout the webpage first.

b. Where when the user inserts the tag by typing it where code automation is there, the user does not know that it works with double click by mouse.

c. Using that the user inserts an image tag where the feeling is happy as the browsing feature is made easy.

d. When we close the image tag even when we type “/”, it does not close the tag automatically while in other tags it does which gives inconsistency.

e. For the other tags the auto close tag feature does not suits the user initially because the user has the habit of typing the end tag and then when he gets to know that there is a certain feature like this he is happy with it.

f. When we copy the tags in the code view like in the case of image tag, it does not browse we have to manually erase and then give space, then only the browse feature comes up.

- **Insert panel**

a. The first thing which comes into the mind of the user is that why are not the layout elements before the other tags.

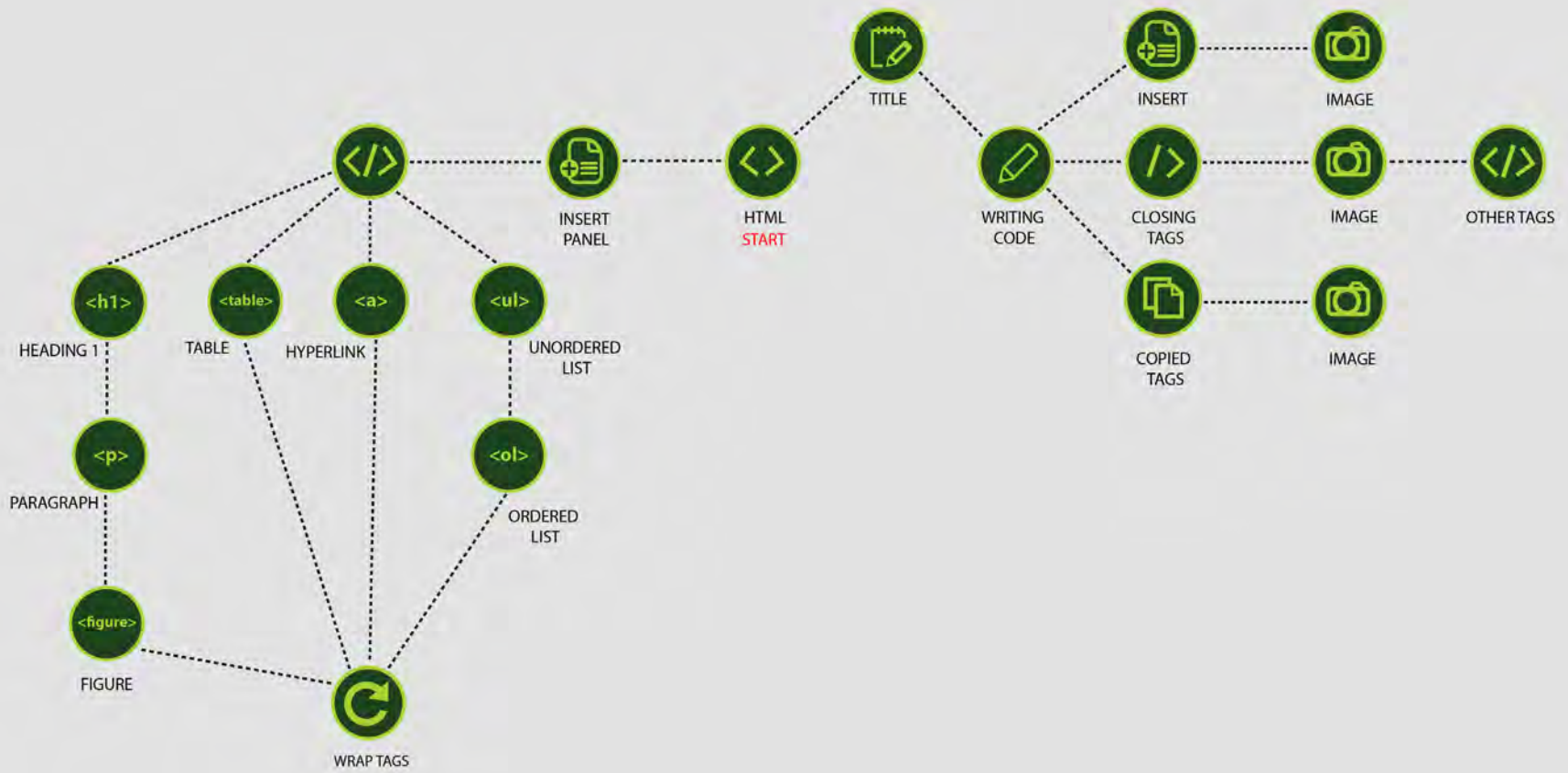
b. The following tags could be inserted before doctype which I guess should not be possible

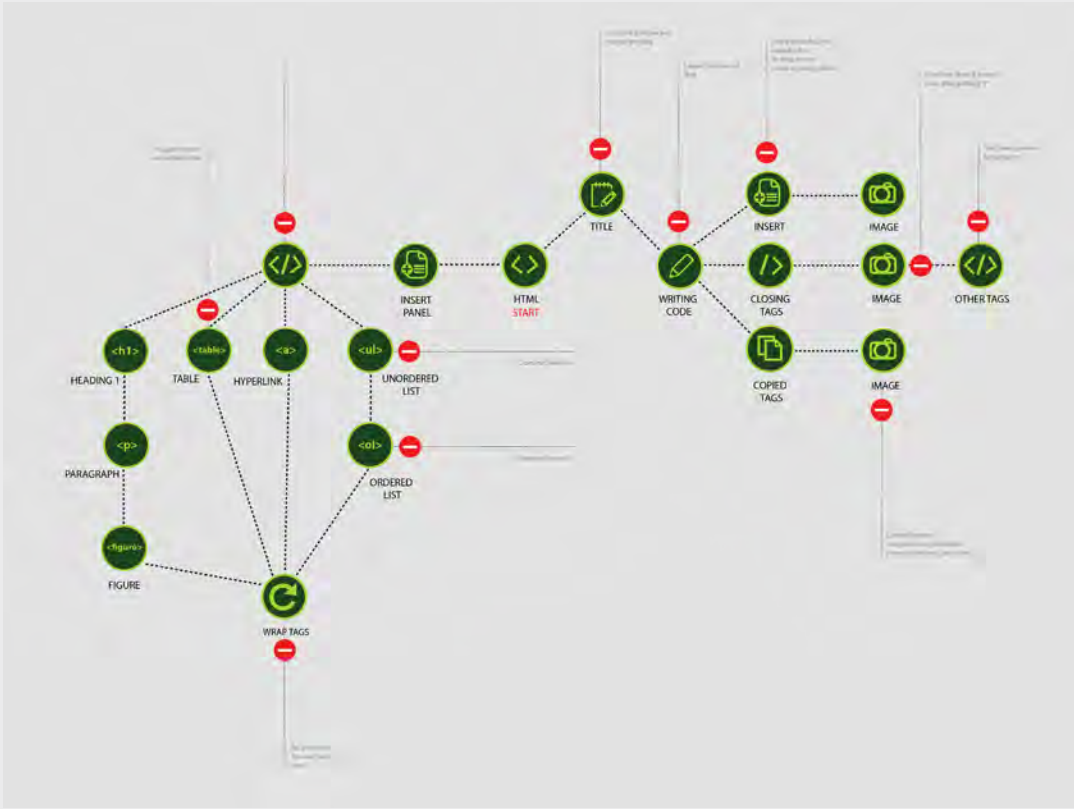
- o <h1>
- o <table>
- o <a>
- o

c. There is no placeholder text in the following tags

- o <table.
- o
- o

d. The user could not figure out how to wrap text in code view.





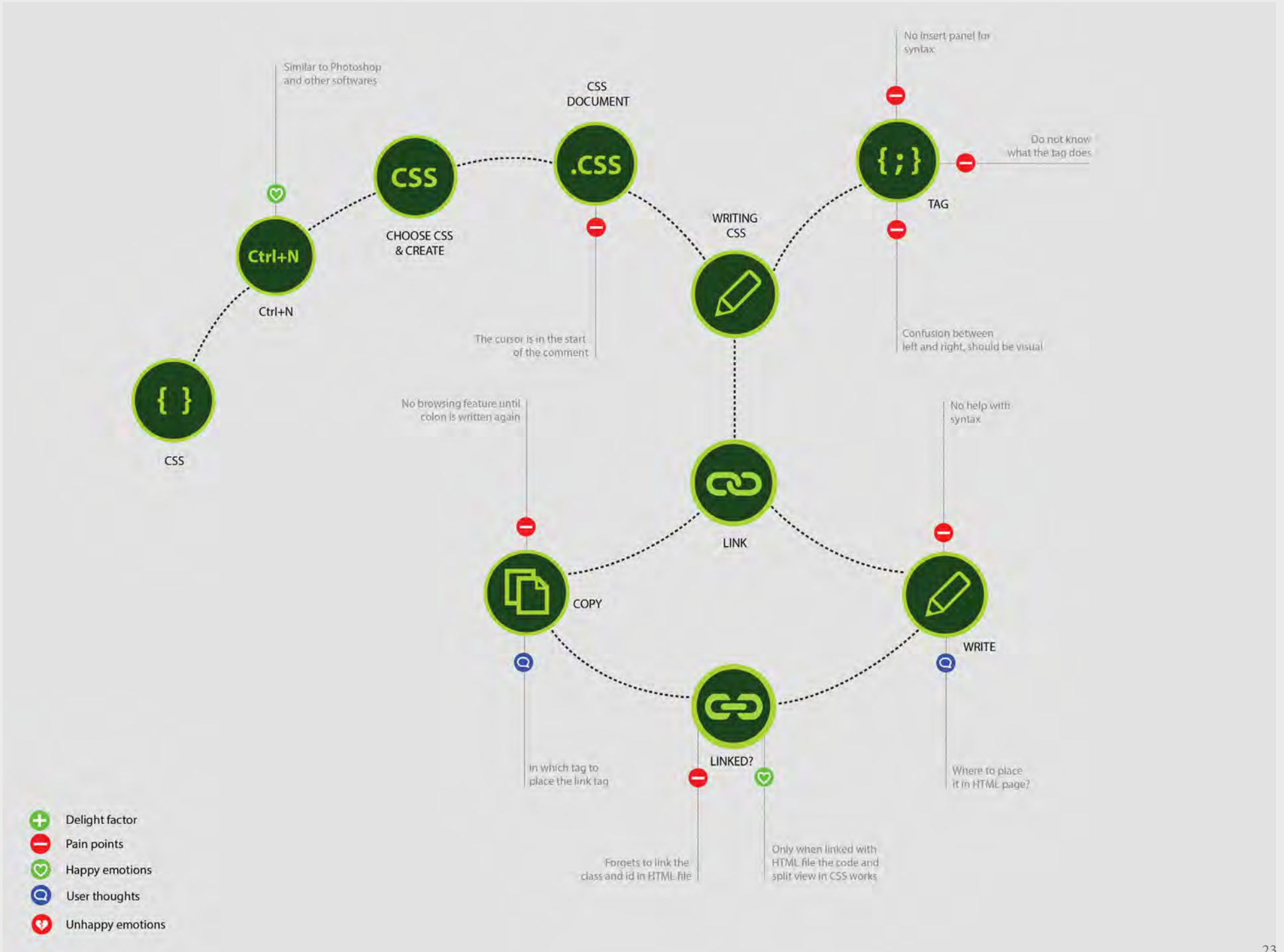
Edit: HTML journey/Pain points



Edit: HTML journey/User thoughts



Edit: HTML journey/Happy emotions

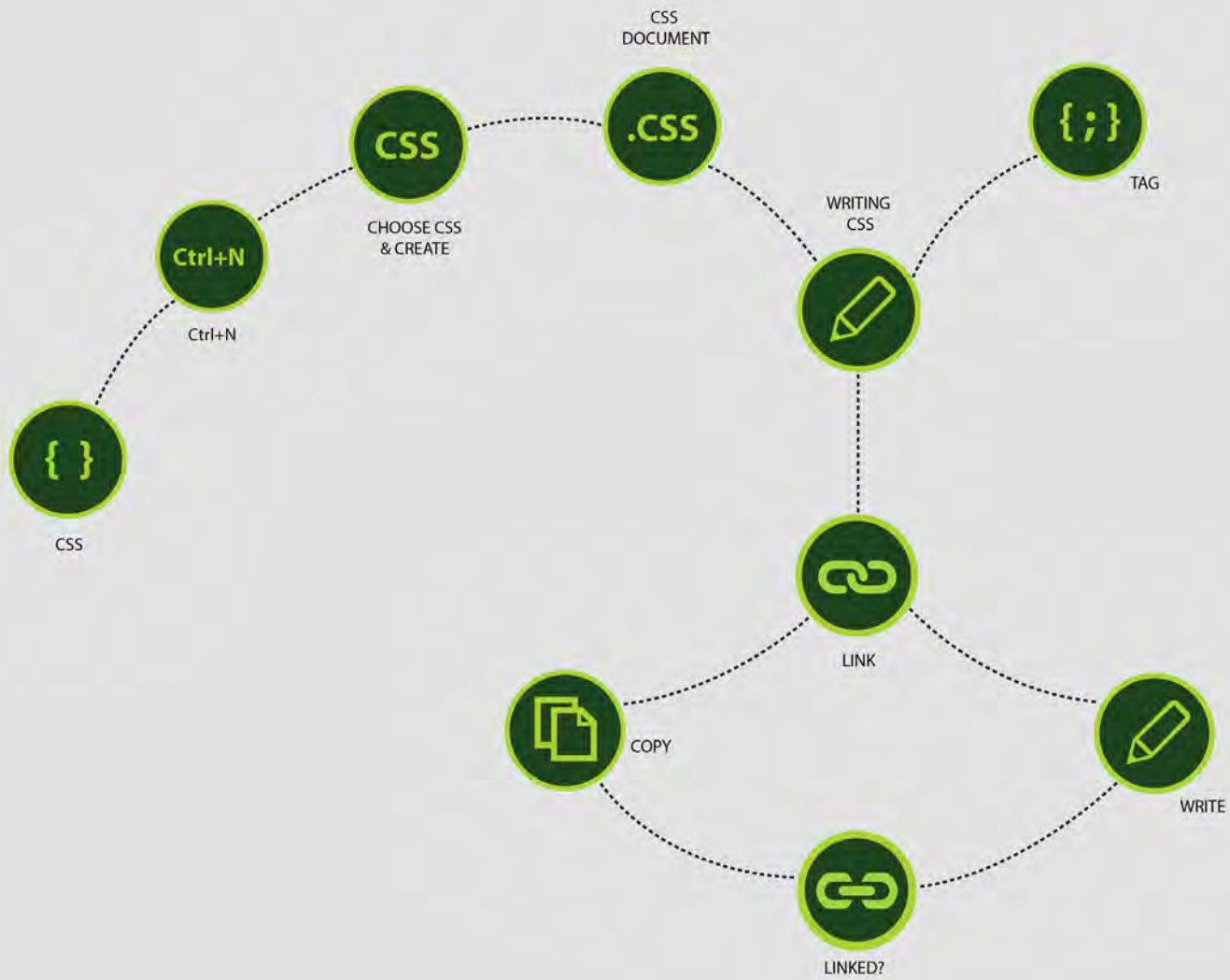


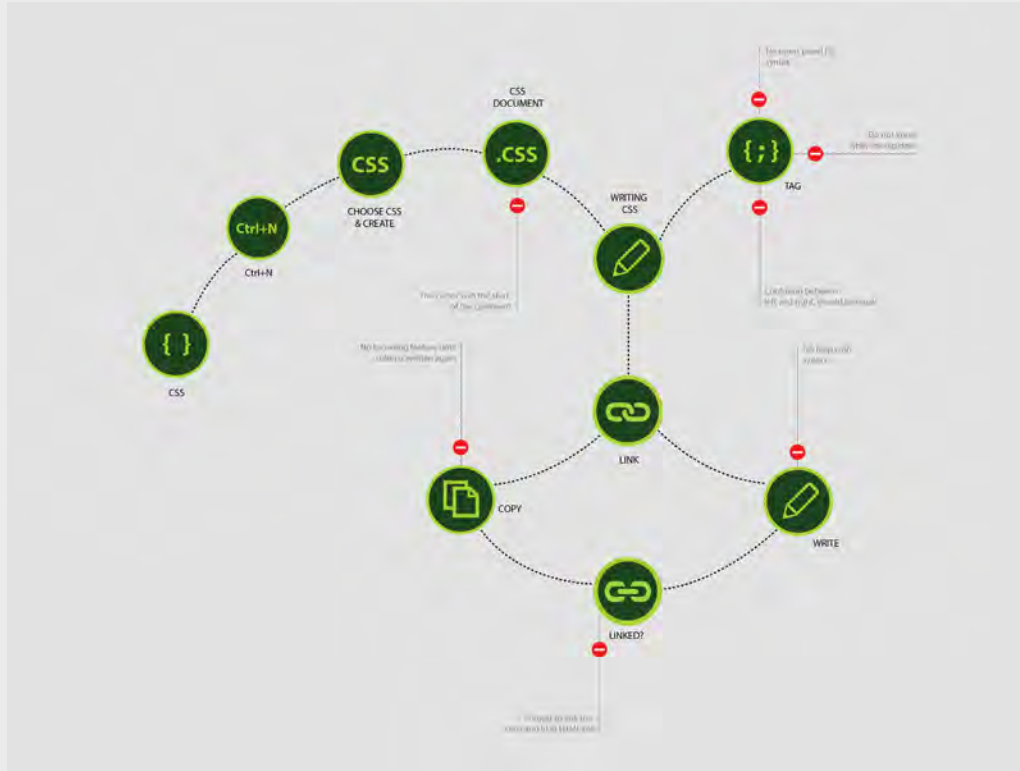
Edit: CSS

1.9 Edit CSS

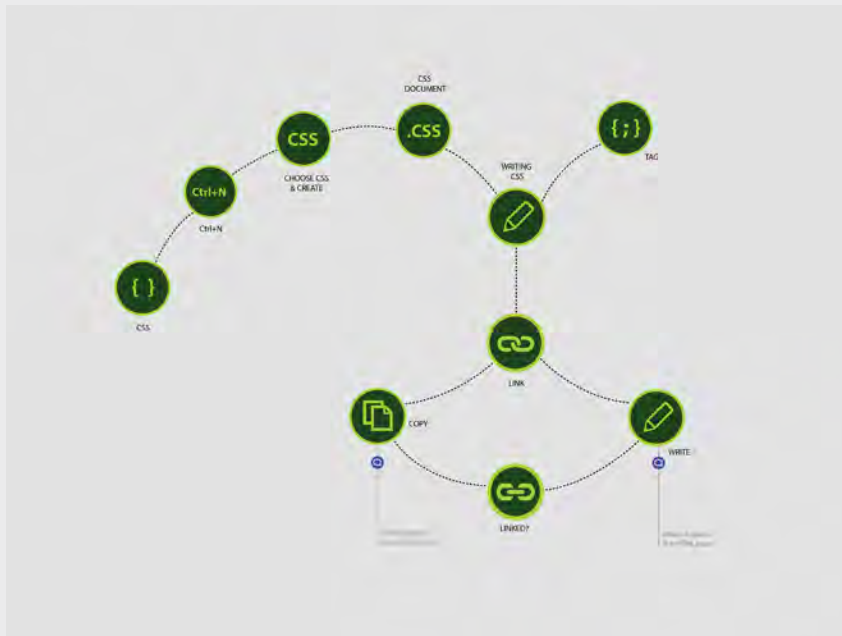
For writing CSS the user has to create a new document, which can be done by pressing Ctrl+N, which makes the user happy due to uniformity across platforms.

- a. When we open the file the cursor is at the start of the comment not at the end which makes the user to go down first and then start typing the code.
- b. There is no insert panel for CSS
- c. There is no syntax help for writing CSS
- d. There is no visual for left and right in properties, as it confusing in terms of visualizing without layout
- e. For linking there are two ways to it.
 - > One where u copy the syntax tag from any website(which is most likely to be done) and the user still do not know where to put it in the code, the browse feature does not come until we press the colon again.
 - > The other way is to link the tag you have to write the tag but there is a pain point where you don't know where to place it and no syntax help provided.
- e. But the user forgot to link the classes to the HTML file and nothing to remind the user.

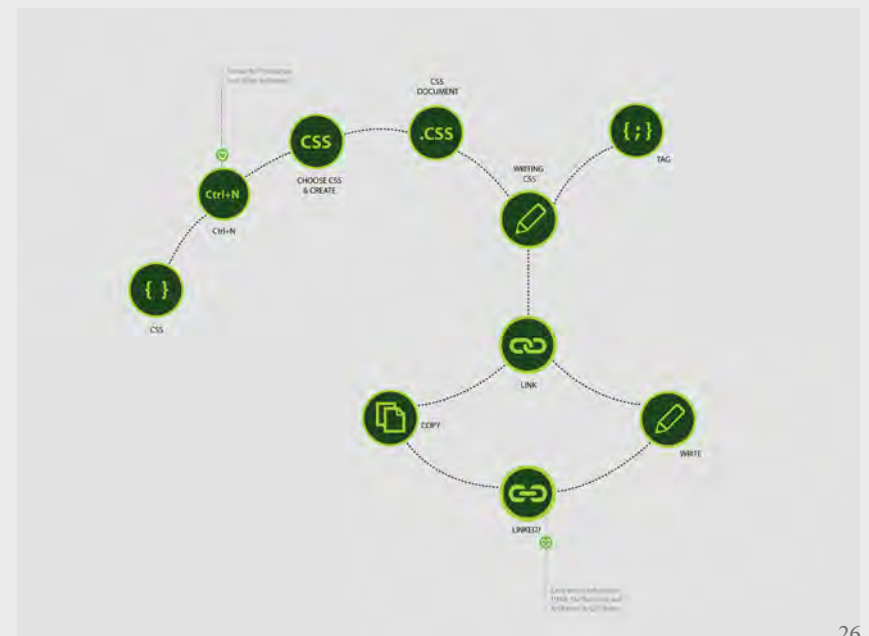




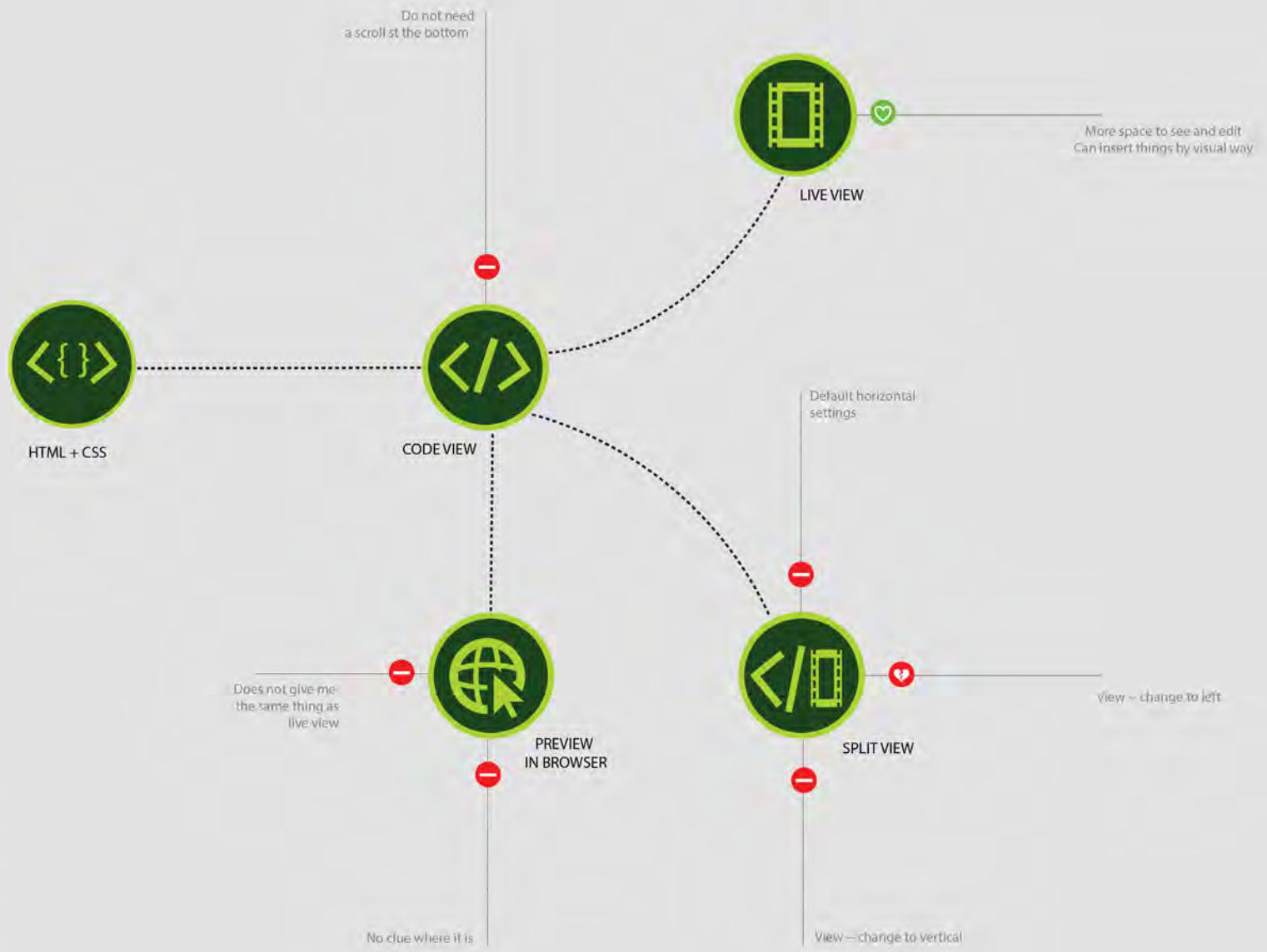
Edit: CSS journey/Pain points



Edit: CSS journey/User thoughts



Edit: CSS journey/Happy emotions



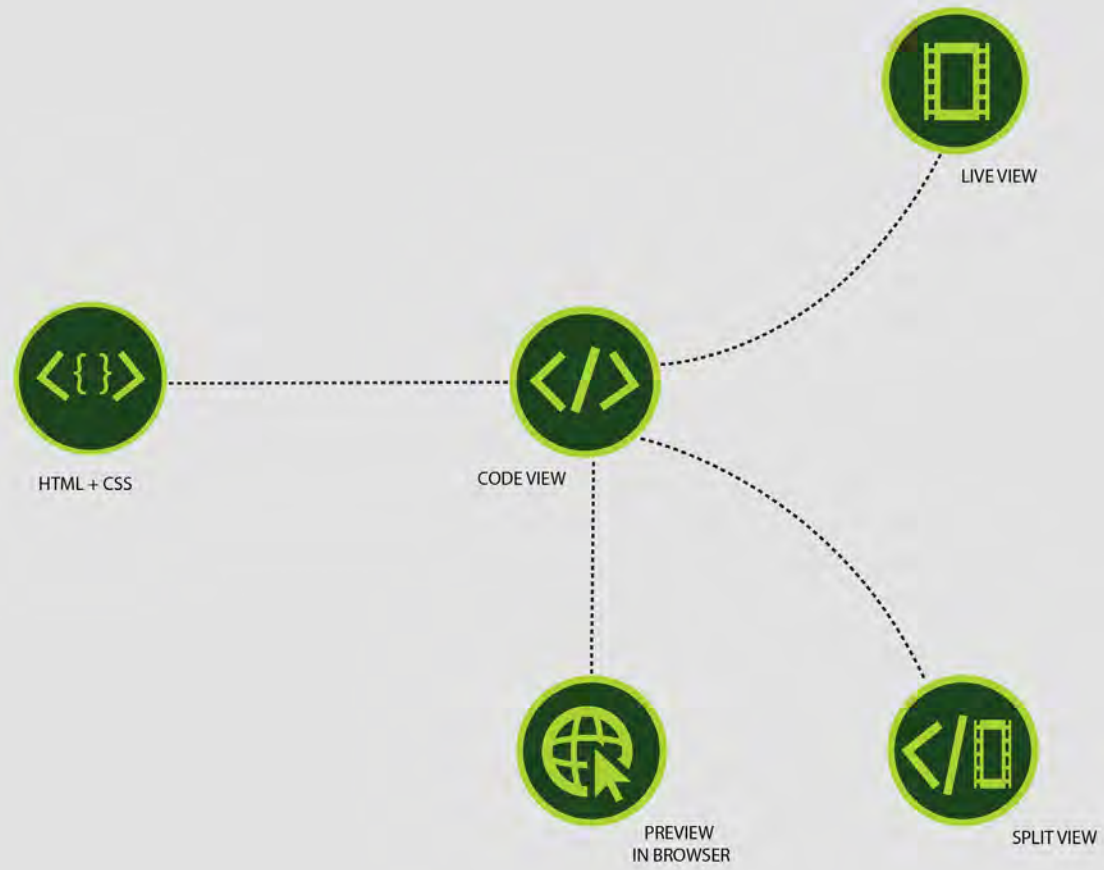
- + Delight factor
- Pain points
- ♥ Happy emotions
- 🤔 User thoughts
- ♥ Unhappy emotions

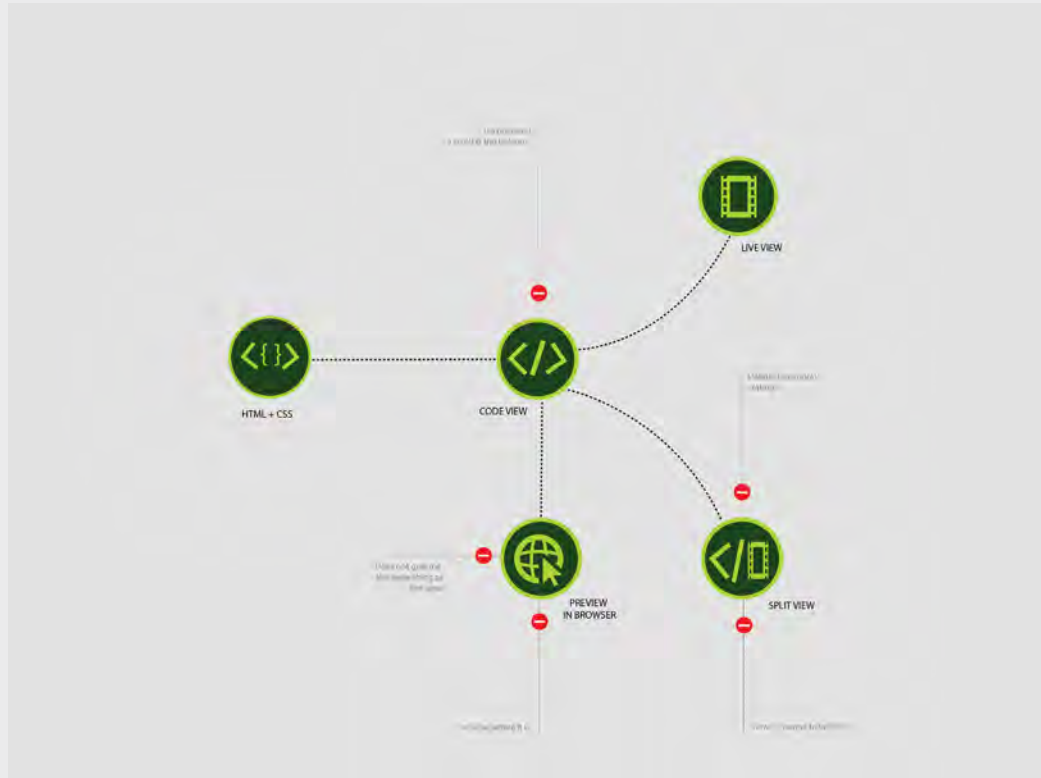
Preview

1.10 Preview

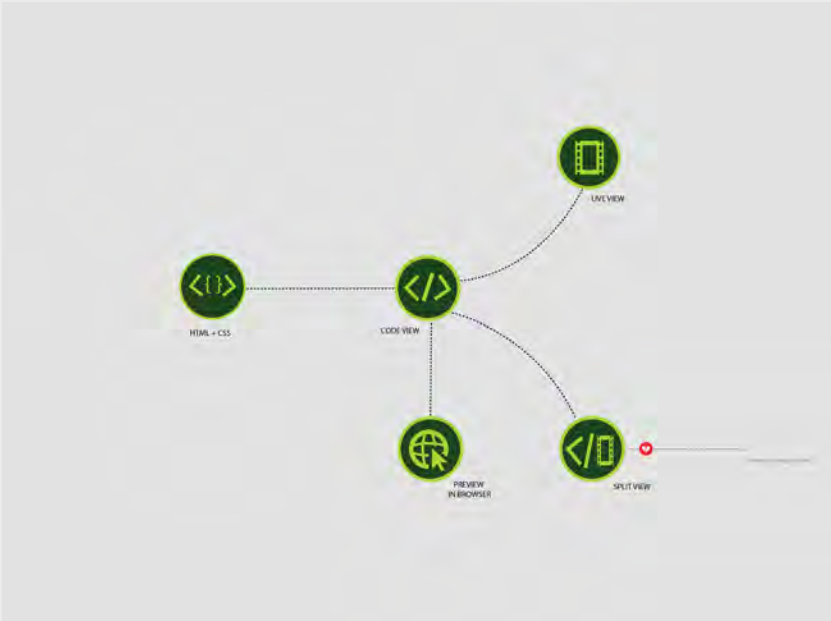
The next step is preview

- a. **Live view:** When the user sees the live view there is more space to see.
- b. **Preview in browser:** The user does not even get to see the button where it is and also it does not show exactly the same as the live view.
- c. **Split view:** In this the default settings are horizontal view and to change it, it's a long process and also the split view looks a little screwed as compared to live and browser view.

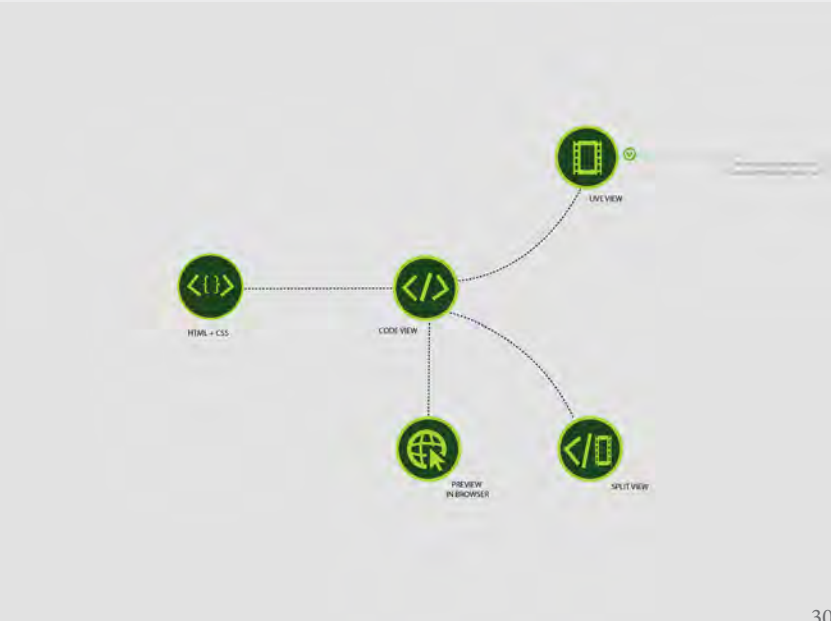




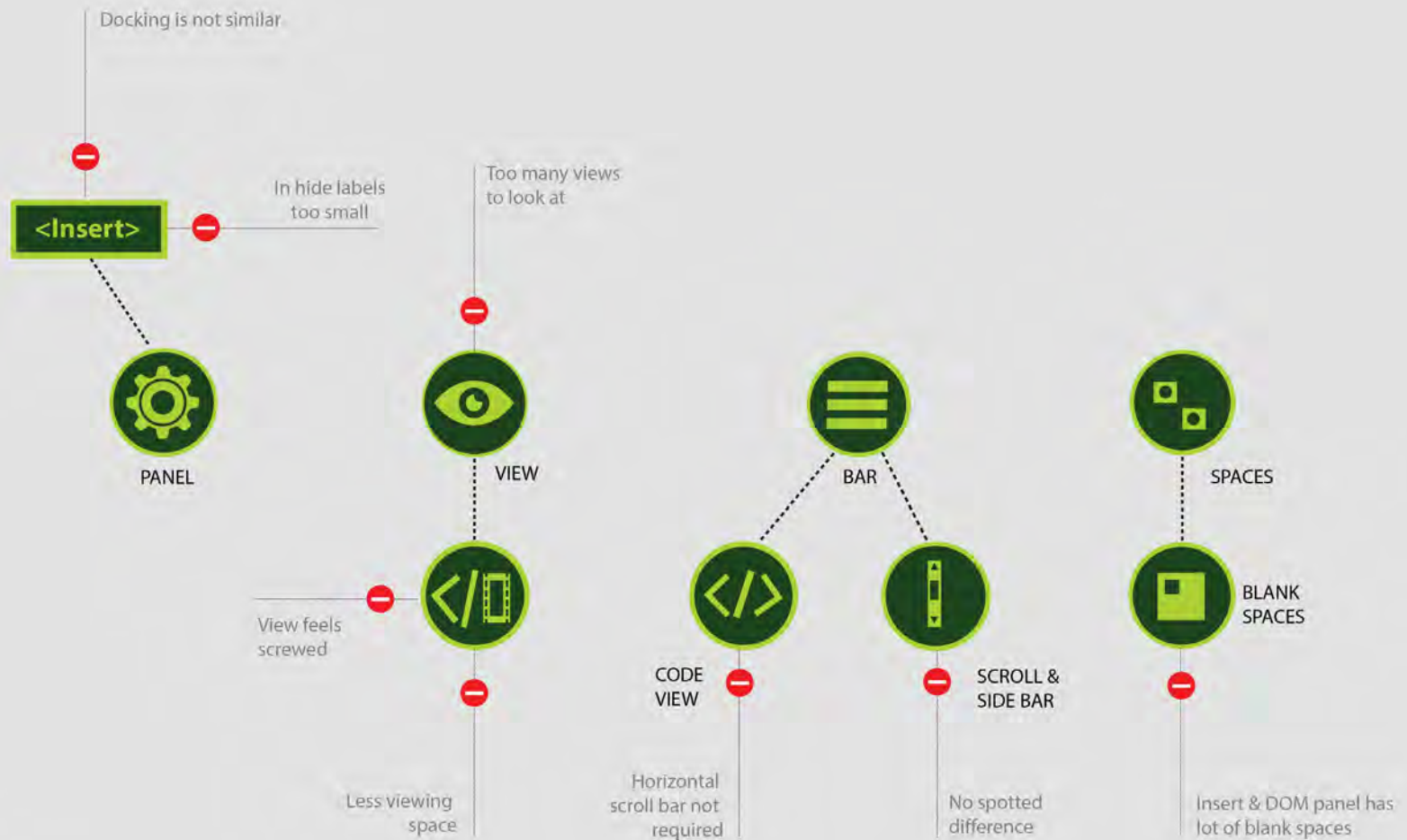
Preview: User journey/Pain points



Preview: User journey/Unhappy emotions



Preview: User journey/Happy emotions



- Delight factor
- Pain points
- Happy emotions
- User thoughts
- Unhappy emotions

Miscellaneous

1.11 Miscellaneous

a. Insert panel:

Its docking is not similar and the thumbnails are very small accompanied by a lot of empty spaces around

b. Views:

When CSS is linked there are too many views to look at and the split view feels a little screwed.

c. Scroll bar:

There is no visual difference between scroll and side bar. The horizontal bar in the code view should be eliminated.

d. Panels:

The panels like DOM and insert panel has a lot of blank spaces as the Dreamweaver interface already has less space.

<Insert>



PANEL



VIEW



CODE
VIEW



BAR



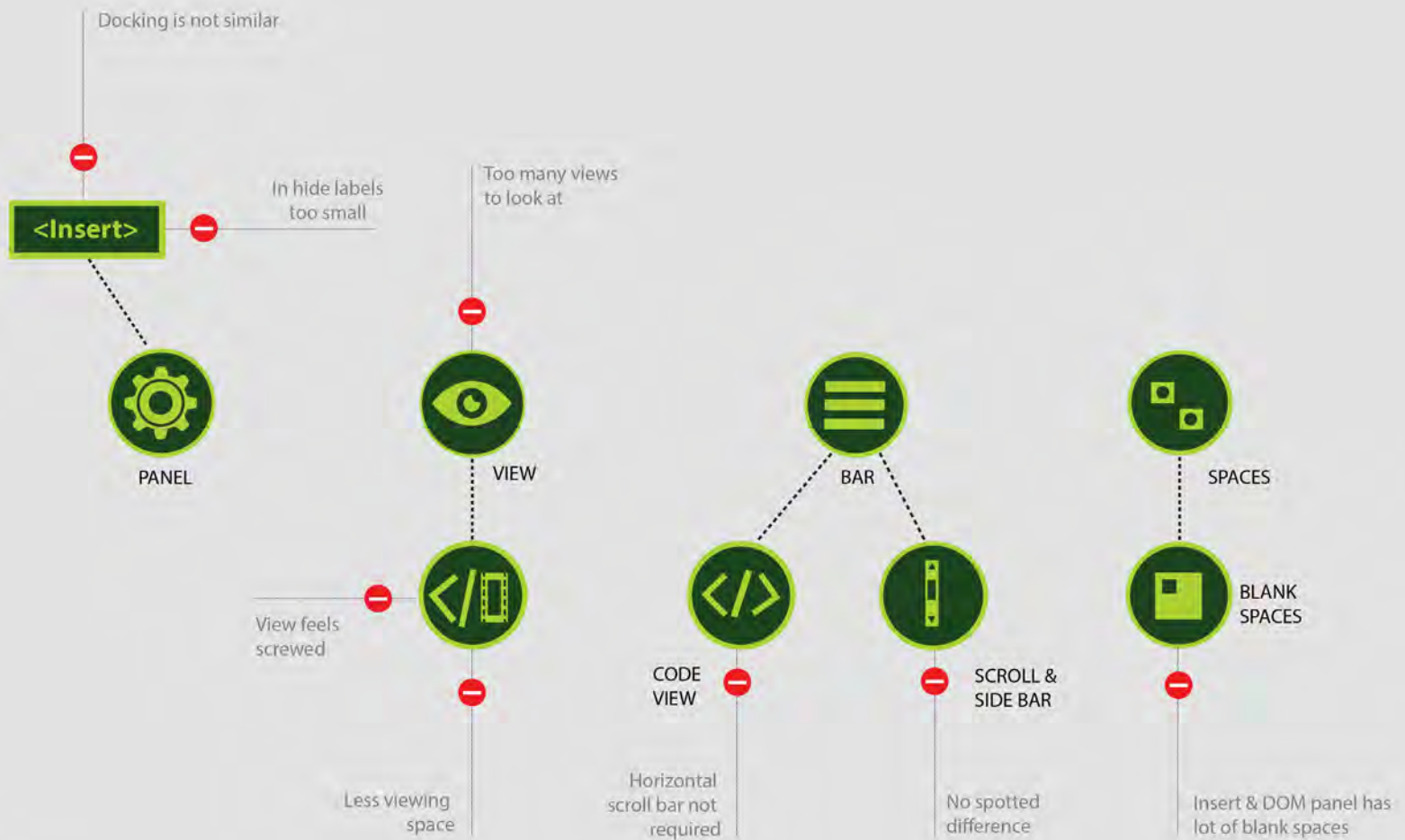
SCROLL &
SIDE BAR



SPACES



BLANK
SPACES



- Delight factor
- Pain points
- Happy emotions
- User thoughts
- Unhappy emotions

USER JOURNEY



GOAL



DURATION



PERSONA



SETUP



EDIT



PREVIEW



MISCELLANEOUS



Delight factor



Pain points



Happy emotions



User thoughts



Unhappy emotions

User journey

1.12 User journey of template document

The template document had three stages Setup, Edit HTML and Edit CSS the other stages are preview and miscellaneous which are same for both.

a. Setup:

The setup stage includes creating a new document and then choosing a template from the list of templates.

b. Edit:

The edit stage is divided into two parts:

HTML: In this the content in the template is edited, and customized using the live and the code view.

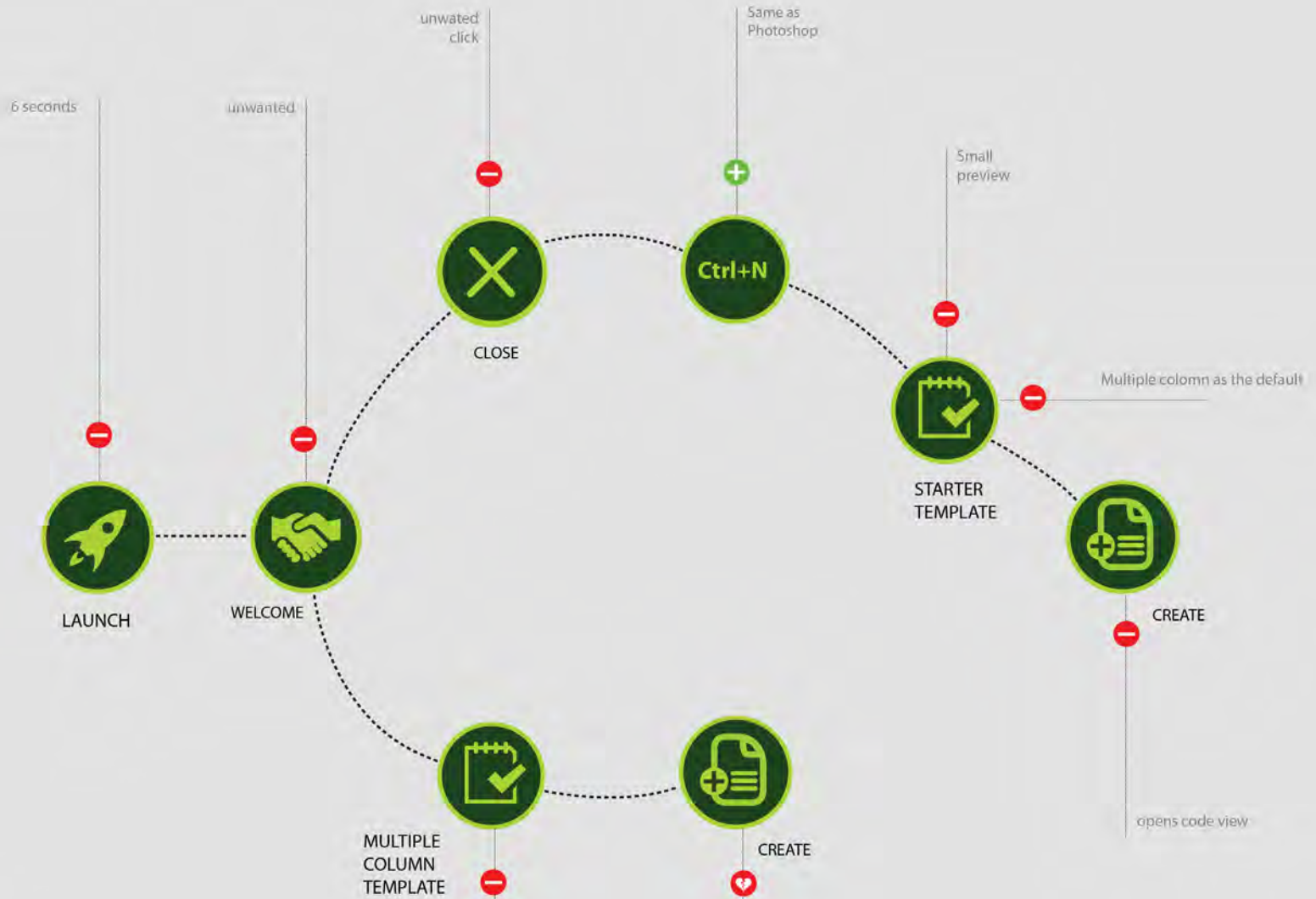
CSS: In this the styling is changed like the color, font is customized.

c. Preview:

The preview stage is almost the same as the blank document stage.

d. Miscellaneous:

This stage is also similar to the blank document stage.



- + Delight factor
- Pain points
- ♥ Happy emotions
- 🗣️ User thoughts
- ❤️- Unhappy emotions

Setup

1.13 Setup

Again it starts with the opening of the Dreamweaver which takes 6 seconds. Followed by the welcome screen which we have to close which is an unwanted click. There are again two routes to it:

a. Route one:

When we close the welcome screen, then to proceed the user needs to Ctrl + N, which is a happy emotion which can be related to other applications. When we choose starter template the preview is very small in size and can't see which one to choose. There is multiple column template as default. Opens in code view.

b. Route two:

When we use the welcome screen there is no view for multiple column template. The template opens with code view and a lot of code.

Default code view

Horizontal scroll is difficult

Selects the whole tag when u select the image in split view

The template images are deceptive

Less space to see
Distorts the images



-  Delight factor
-  Pain points
-  Happy emotions
-  User thoughts
-  Unhappy emotions

Edit: HTML

1.14 Edit HTML

The HTML opens in default code view and but the horizontal scroll is difficult to use in code view. The placeholder text and the cursor is of the same color, making it difficult to recognize where to edit. When the user selects the image in the live view and then it selects the whole tag in the code view. But the live view makes it easy to edit HTML. But less space in live view makes it distorted.

Long list of classes and ids

No search bar to find the ids and classes

6 views create confusion



- Delight factor
- Pain points
- Happy emotions
- User thoughts
- Unhappy emotions

Edit: CSS

1.15 Edit CSS

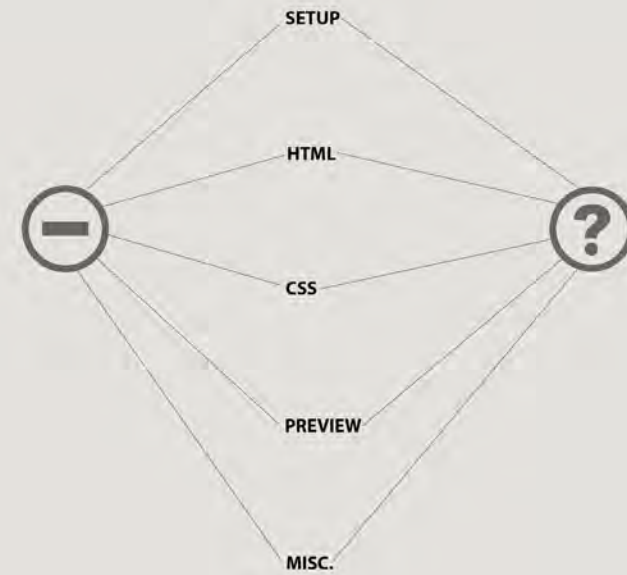
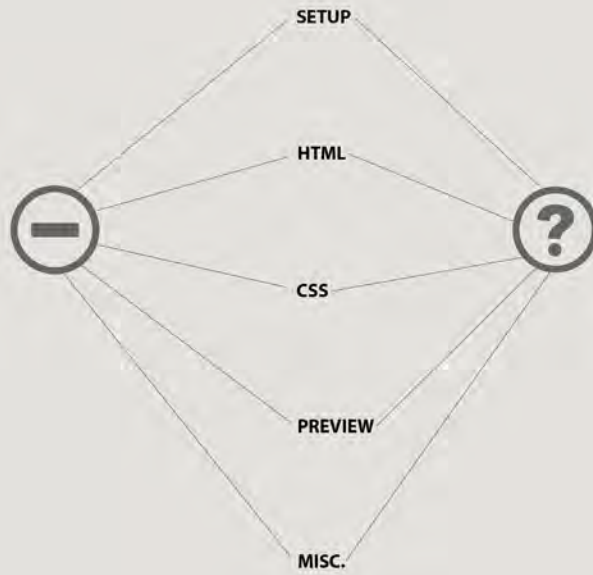
There is a long list of classes and ids where it is almost impossible to locate the CSS the user wants to edit. While you change the color of the CSS property, there is no preview to see the color in the live view. The window where we choose the color does not close nor there is an option to press ok. There is no search bar to find the ids and classes. To change any property in CSS you need to press colon and then space bar for the option to come.



BLANK DOCUMENT



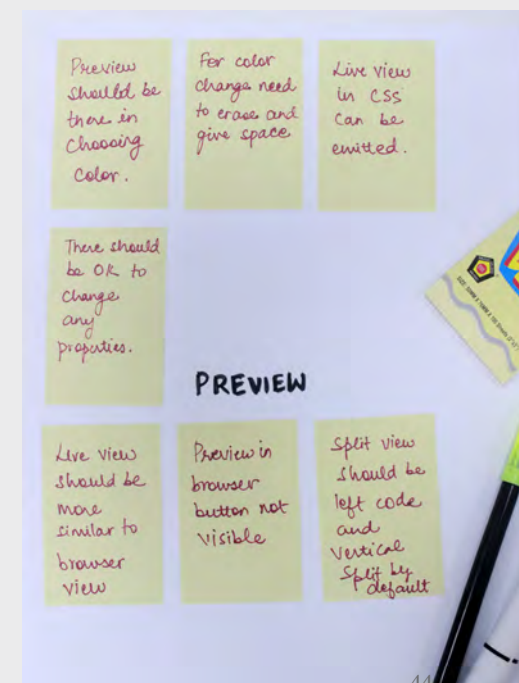
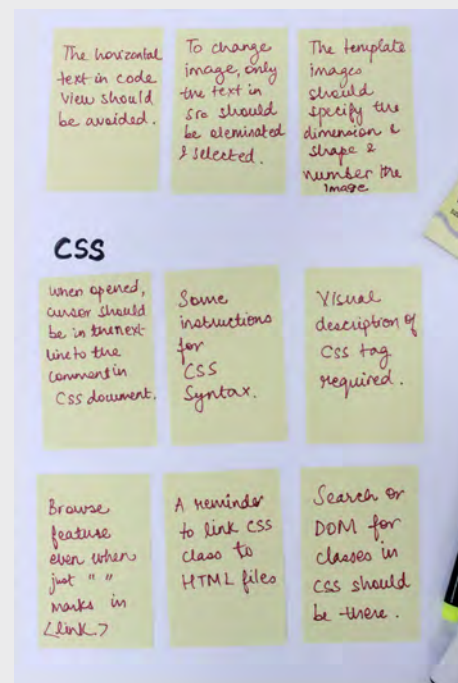
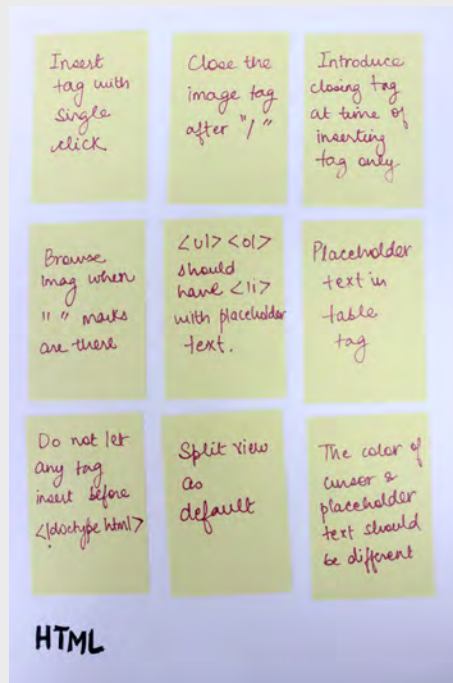
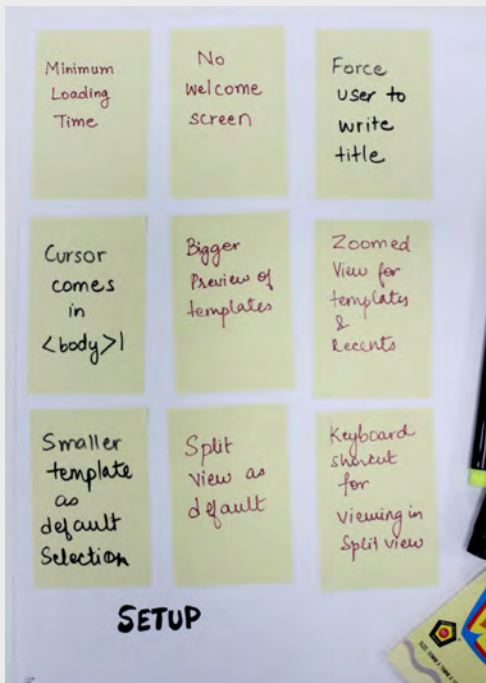
TEMPLATE DOCUMENT



Mapping pain points

1.16 Gathering all pain points

In the end, all pain points were gathered, which are called JDI's (just do it), where small errors are handled with small solutions.





Competitive Analysis

1.17 Competitive analysis

macaw, Microsoft web expression, muse.

In order to understand the sphere of web page design, it was first understood that how a website can be made. There are four main ways in which this can be done:

a. Text editors

Text editors are basic editors but with special features to handle coding. Examples: Notepad, Textmate, Textpad, Text wrangler, Notepad++, Edit plus, Komodo edit, Gedit, Notepad 2, Coffee cup HTML editor, edit plus.

b. IDE (integrated development environment):

An integrated development environment (IDE) is a software application that provides comprehensive facilities to computer programmers for software development. An IDE normally consists of a source code editor, build automation tools and a debugger.

Examples: Bluefish, Webstrom, Quanta plus, Google web designer, Atom, Eclipse, Aptana, Blue griffon, Kompozer.

c. CMS (Content management systems):

It is a computer application which helps in creation and modification of digital content using a common user interface.

Examples: Squarespace, Wix, Carbonmade, WordPress, Tumblr.

d. WYSIWYG (what you see is what you get):

WYSIWYG is an acronym for “What you see is what you get” and it can be contrasted to text editors which required the developer to enter the codes and do not permit any immediate way to see the result of the code. Examples: Webflow, Reflow,



Text Editors

1.18 Text editors

A close look at products like Sublime and Brackets were taken and their features were highlighted:

a. Sublime:

It has an easy scroll system where the code is summarized into a small canvas on the right hand corner of the software interface. The highlights are done in a dotted white line below the tags.

b. Brackets:

Very light user interface. Live preview button on the right side panel. It has an introductory page called index.HTML, which gives a short summary of the getting started aspect.



IDE

1.19 IDE (integrated development environment)

a. Webstrom:

The DOM panel has some properties features like ascending, descending, expand all. It has a light user interface and the tag is highlighted in blue color. It also has this great feature of all the browsers on the code view page, where there are icons of different browsers.

b. Aptana:

Preview window is different, Problem panel to see problem description, Code hinting done with major browsers available.



WYSIWYG

1.20 WYSIWYG

(what you see is what you get)

a. Macaw:

It is a visual editor it has a lot of visual features and it codes for you. Very intuitive software. It has a helping grid and has the feature of previewing the color. It has a separate preview window.

b. Muse:

Have the user to plan design preview publish and manage. It has to be learned and not much intuitive in nature.



CMS

1.21 CMS (Content management system)

a. WordPress:

It lets you create website in a very easy visual way. But it has two parts to it, one My Site and one WP admin. Switching between them makes it difficult.

b. Tumbler:

The on-boarding is simple and effective and it is very intuitive way of making a website. Good for visual blogs and posts with minimal text. Good for beginners.

DESIGN



Concepts and ideation

Contents & Ideation

2.0 Concepts and Ideation

After gathering the pain points looking at the competition of web development, ideas were gathered and there were centered around three broad categories:

a. On-boarding and templates:

This included ideas on on-boarding and templates. In a perspective of how the user will start or accomplish a particular product.

b. Welcome Screen:

Included ideas on greeting a person when the application is launched. Right from reducing the time in launching Dreamweaver to the way welcome screen will look or how the user will interact with it.

c. JDI's

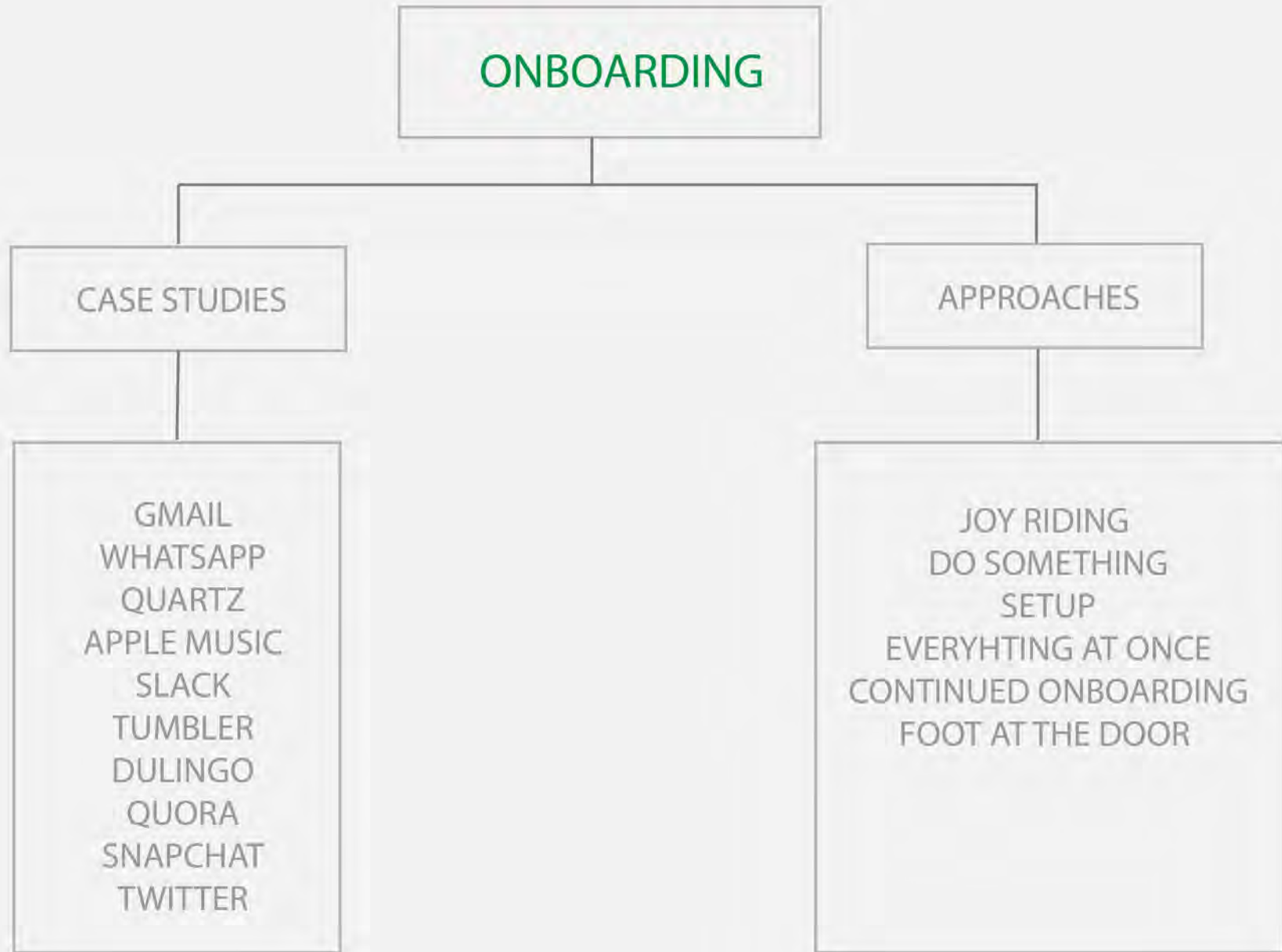
Included small changes in the software which were based on the pain points which were derived out of user journey. The pain points were divided into the following set of divisions, similar to the structure of the user journey.

- Setup
- HTML
- CSS
- Preview

d. Miscellaneous

This included mainly the user interface problems and unrelated problems. In this points like which panels are being

used a lot where also noticed like DOM panel was found to be very useful.



On-boarding

2.1 On-boarding:

Out of the above stated ideas, on-boarding was chosen as it gives a more success rate which was required and on-board users in an indirect way. For this, the other applications which on-board users were looked upon. In that the pros and cons were jotted and the ways in which it can be done was noted. The research on on-boarding was divided into two areas:

a. Case studies:

Case studies involved looking at applications which has already done this be it mobile application or a desktop application. Case studies like: Gmail, WhatsApp, Apple music, Tumblr, Quora

b. Approaches:

There are different approaches to on-boarding a user, all of them were studied like: joy ride approach, do something approach, everything at once approach.

WORKFLOW



Three exercises

2.2 Three exercises

The idea of making an on-boarding learning process was finalized the main motive was to build something which will help users have a success rate. The idea was to take a simple about page and make the user edit it where the following conditions were kept in mind:

What:

The what part included the content. Which comprised of the three exercises which were designed to make the user learn more Dreamweaver features as well be able to complete three exercises so that in the end they are able to produce an about page for themselves. The three exercises included broadly the following:

- **Exercise 1:**

Editing basic HTML tags in code and split views and linking a file.

- **Exercise 2:**

Editing image tag and HTML text tags and giving it properties such as bold.

- **Exercise 3:**

Included just editing CSS properties and stylizing it in the CSS file attached.



Exercise 1

2.3 Exercise one

Editing the basic HTML content and linking some files.

Step 1:

`<h1>`

To make the person edit a heading in the code view. This will lead the person who has a habit of using a code editor to edit in the code view the most basic tag.

Step 2:

`<h2>`

To edit a person's name. The next step would be introducing an easier way. The person will be editing the h2 tag in the live view which is an easier way of editing than the code view, just by double clicking.

Step 3:

`<a>`

To link the word resume with your resume. This will be done with the help of the live view and the sandwich icon. Here the person will be able to recognize the sandwich icon which is a main editing option in live view in Dreamweaver. Then browse the computer to attach the resume to the navigation bar.

EXERCISE 2

dimensions

<p>

Exercise 2

2.4 Exercise two

To edit HTML content and give properties to the text.

Step 1:

``:

To edit the image by replacing it in the live view by editing it with the help of sandwich icon and browsing the computer to put the users image, and then in the same dialogue box put specific dimension in it.

Step 2:

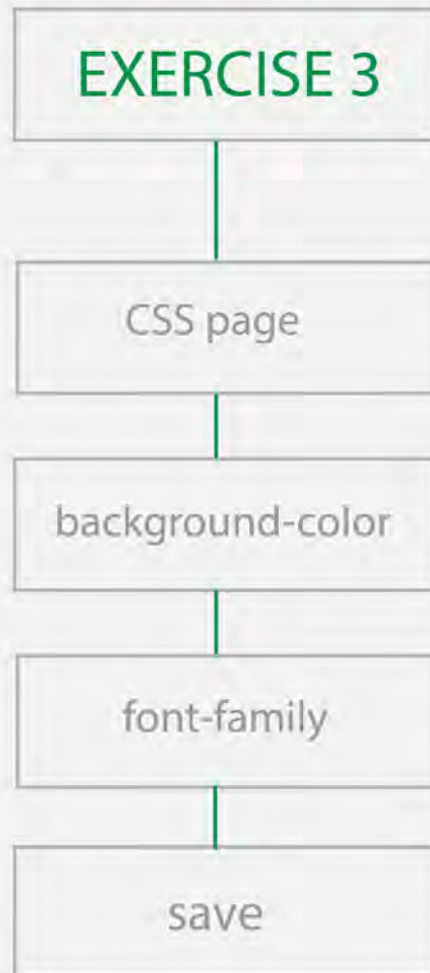
`<p>`:

Edit the paragraph by double clicking it in the live view and write about yourself .

Step 3:

``:

As the person will write his name in the paragraph, it will be asked to him to make it bold. He will double click on his name and drag and select it and then there will be three options to choose from, choose bold.



Exercise 3

2.5 Exercise three

To edit the CSS properties in the page.
Help the person go to the CSS page and see the CSS properties written on it.

Step 1:
background-color:

The navigation bar comes with a particular color, in order to change it, the user has to click on it to identify the class from the live view and then identify it in the code view. In that particular class, change the background-color property to a particular color.

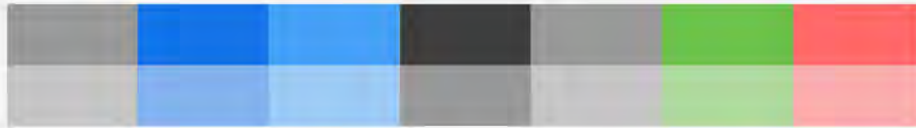
Step 2:
font-family:

Click on the line “my name is mark” and identify the class in the code view and then in the code view at the class type the property font-family and select the first one which is Cambria, hoefler text, Liberation serif, Times, Times new roman, serif. Close the class with a “}”

Step 3:
Save:

Press Ctrl+S to save the file, just like in every software of adobe.

Colors



#005ABE #1473E6 #46A0F5 #3F3F3F #999999 #6FC14D #FF6969 #F7F7F7

Atomic Components

Feature Titles

Feature Title

Secondary Titles

Secondary Titles

Feature Description

Optional space for extra info information.
(Paragraph blur metadata facts date-specific)
(Bullet points instructions guidance)

Feature Tags

NEW ENHANCED PREVIEW

Status Tags

INSTALLED UPDATE ERROR 100 KB UPDATE

Workflow Tags

STEP 1 WORKFLOW 1

Keywords

keywords highlight

Keyboard Shortcuts

TAB SHIFT

Thumbnail



Molecular Components

Large Buttons

Call To Action

External Buttons

Learn More

Small Buttons

Primary

Secondary

Silent Buttons

REMIND ME IN 4 DAYS

Image Buttons

Updates Downloaded

Info Banners

Your updates will take effect from the next launch of Dreamweaver CC.

Error Banner

Apologies! Something went wrong. Please try updating again.

Success Banner

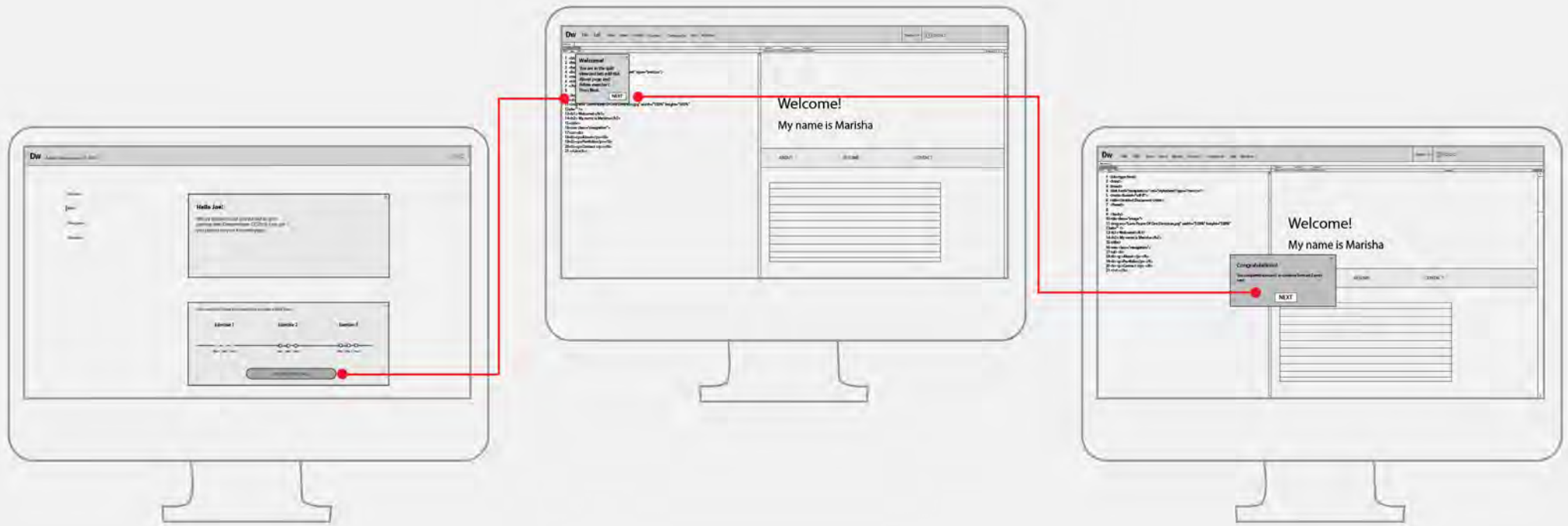
Congratulations! We have successfully installed the updates!

InApp-Messages

2.6 In-app messages

The way the content would be displayed was with in-app messages. In-app-messages have been working in Dreamweaver for the first time users for more information and guidance. This was an extension of the same. In this it will provide a guided tour of editing the template. The main use of the message would be the free-floating nature of the messages as in wherever it is required and the position also can be adjusted. Which can be a tool to point out things to the user in the heavy interface of Dreamweaver. The color-scheme and style of the in-app-messages was kept the same.

However, an element of gamification was added in it where there is a completion step every time you complete a step. There are five steps and after every next step, you will see the circle of 5 steps filling.

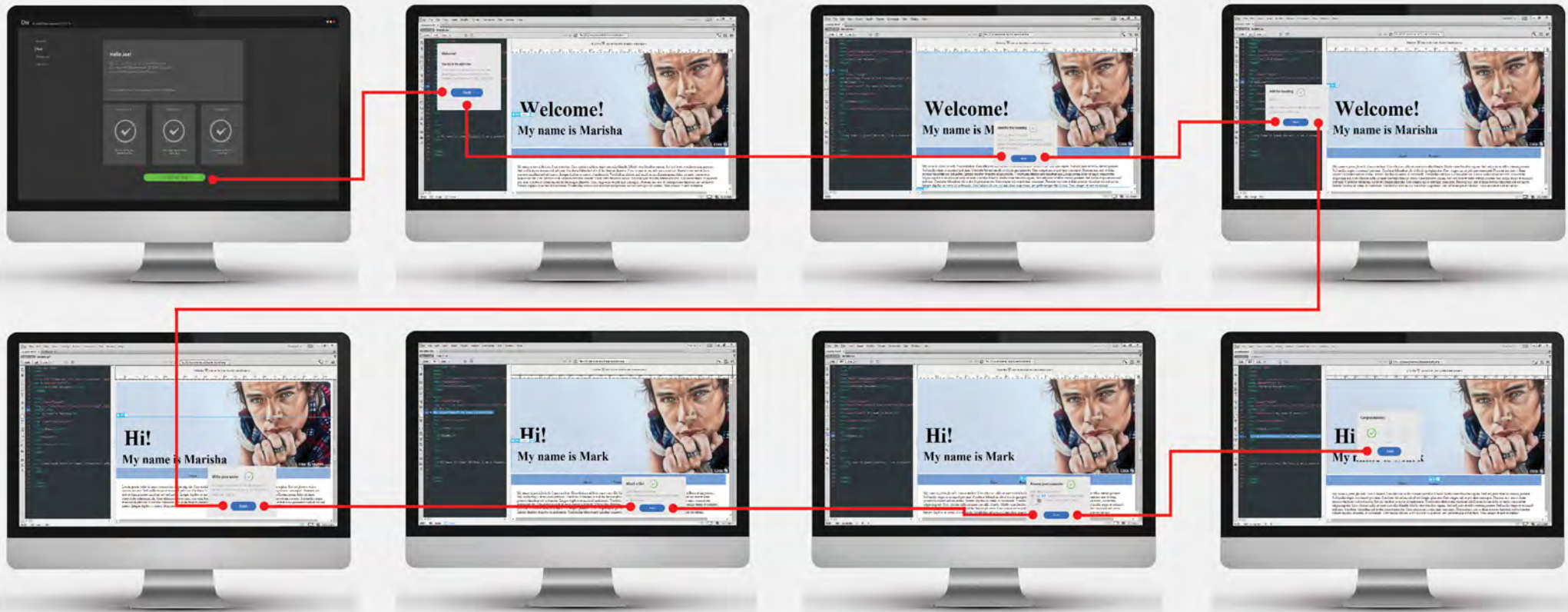


Initial wireframes

Wireframes

2.7 Wireframes

Then combining the content and in-app-messages and combing them in an about page. Where the editing can be done in a template on an about page. The wireframes showed the workflow from the moment the user opens Dreamweaver till he saves the file and previews it in the browser. One of the key components of the wireframes was the workflow of the whole exercises. The workspace of Dreamweaver was customized in a certain way, keeping only the essential panels and keeping the split view maximum. The interaction involved the pressing of next button in in-app messages, as well as other interactions such as editing the about page.



Workflow and mock-ups

Visual Mockups

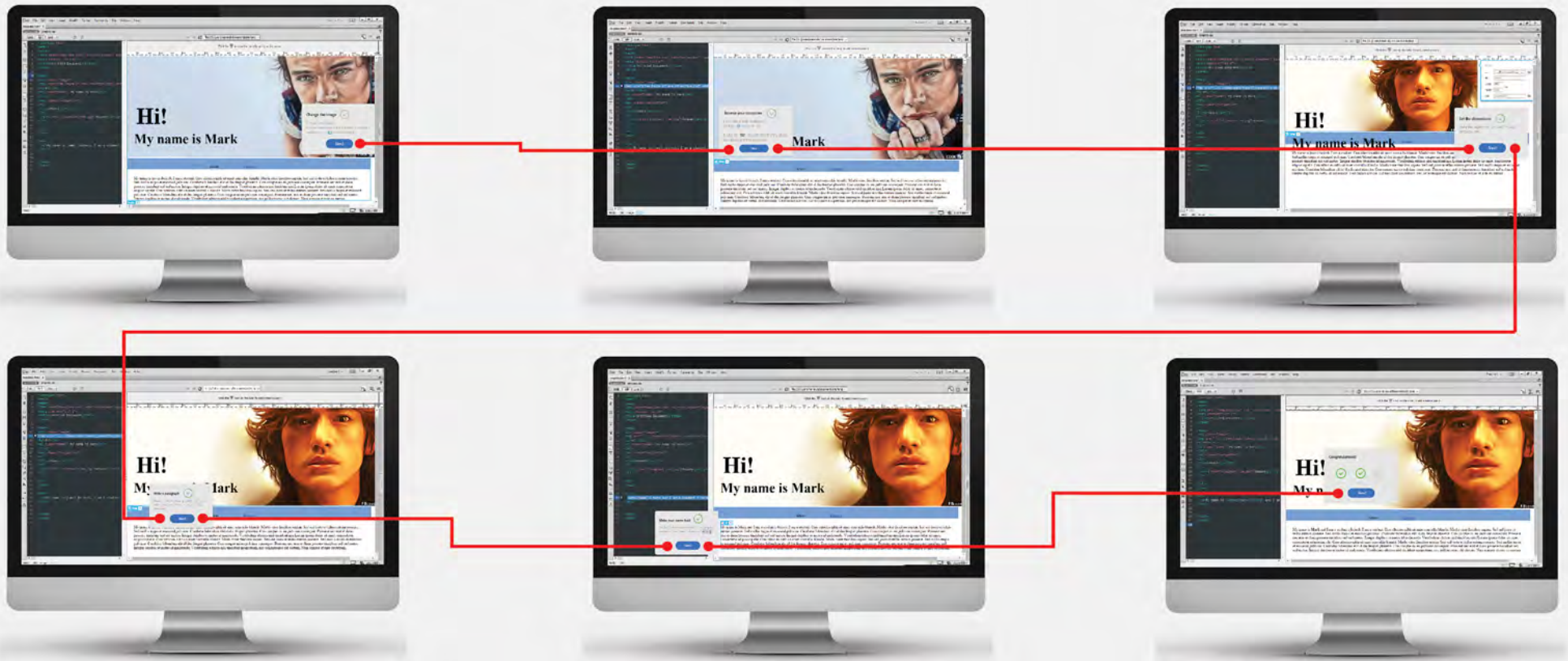
2.8 Visual mockups

The visual mockups were made in the software screens only and another UI was not used. In this the aspect of gamification which was included was a step counting circular unit, where the number of divisions were equal to the number of steps being done. In the end it gives the congratulatory message which is visual and completes the circle.

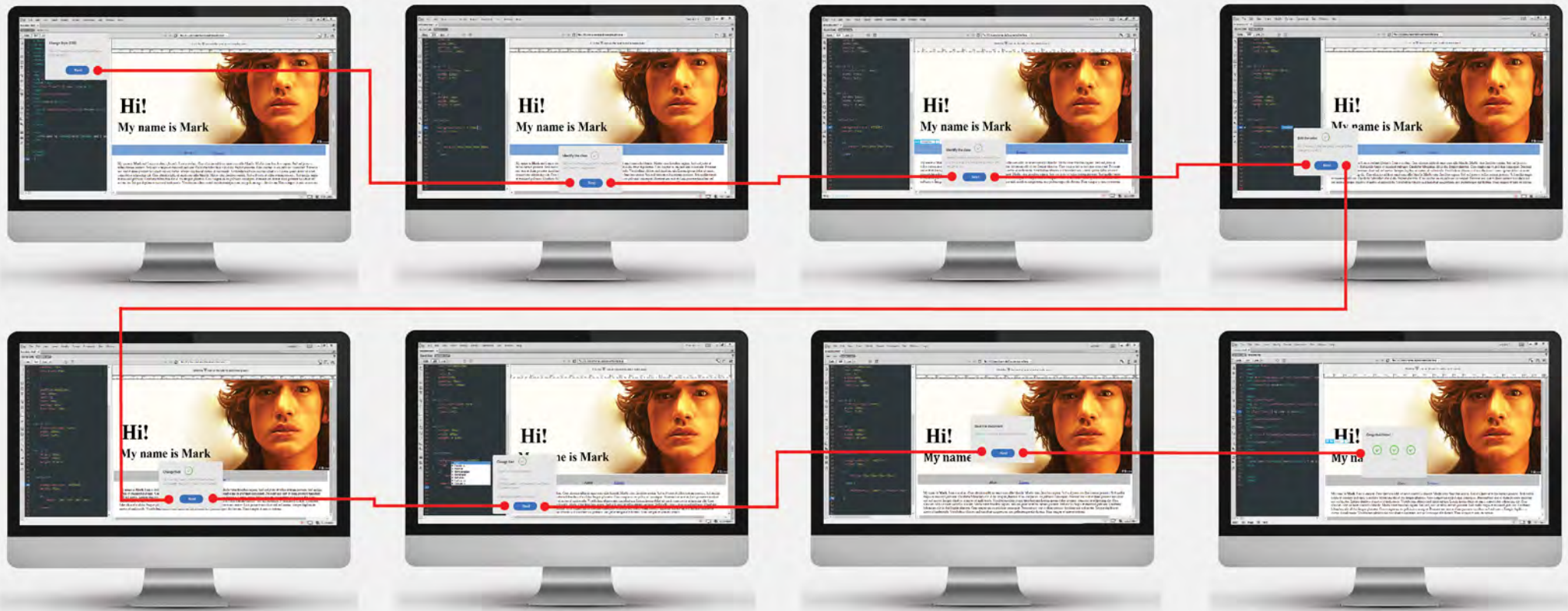
2.9 Prototype

A click through prototype was made in marvel where all the screens were made and the main interactions are click and double clicking. However, marvel does not provide input and editing. The link to the prototype is <https://marvelapp.com/1b2eab1>.

In order to complete the story, the in-between screens were also made.

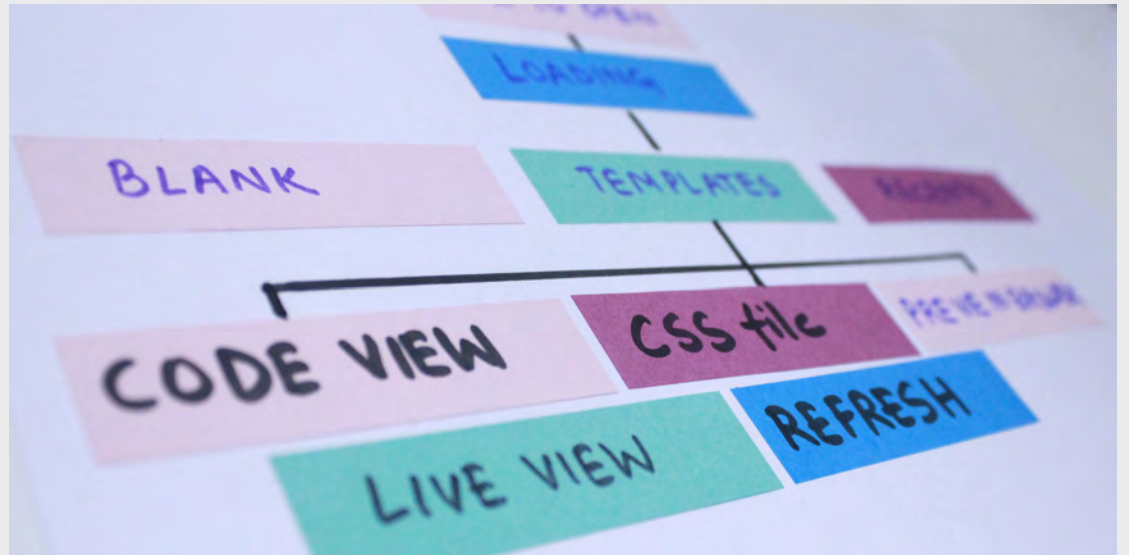
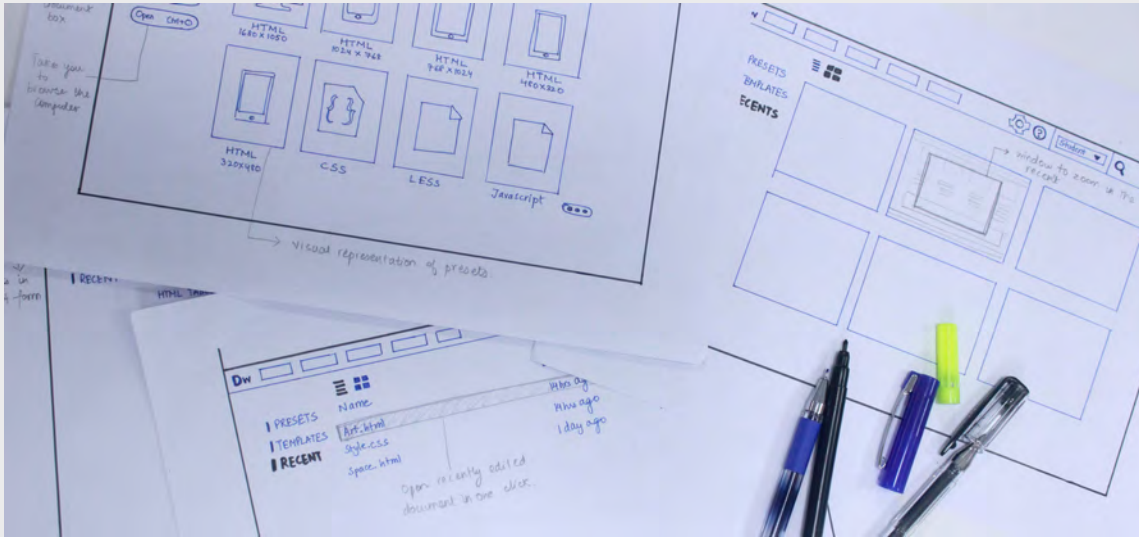


Workflow and mock-ups



Workflow and mock-ups

DEVELOP

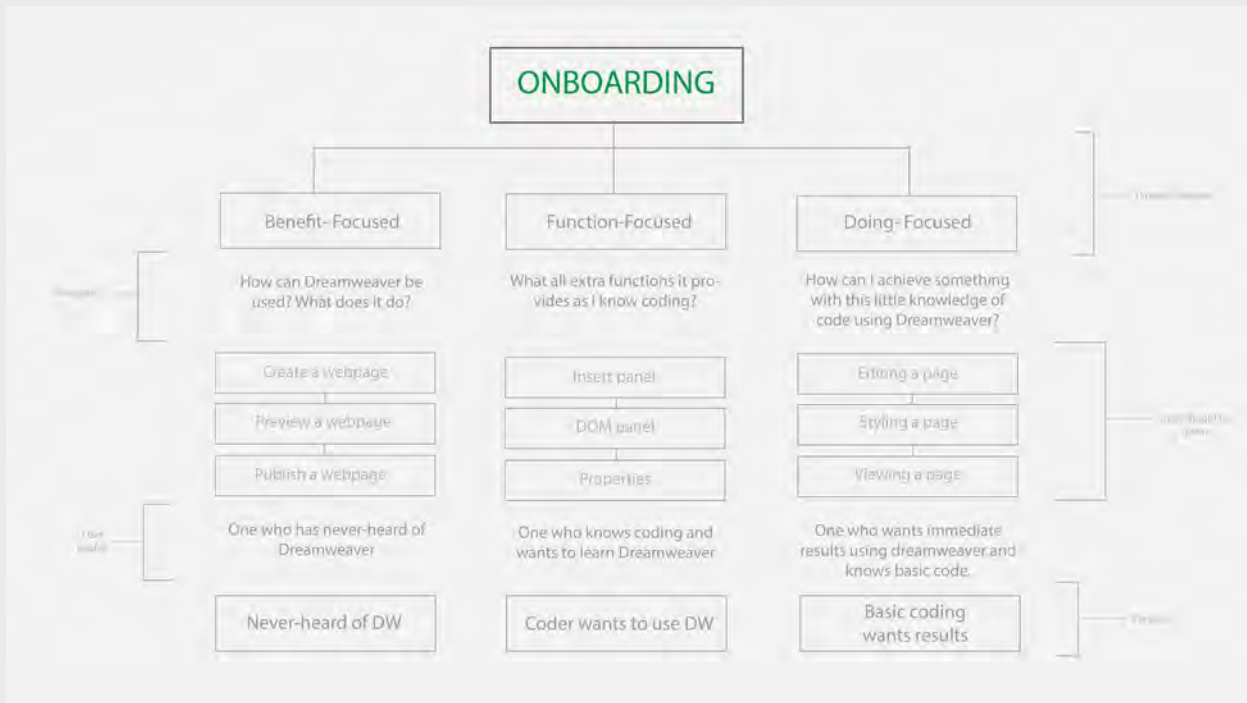


Brainstorming and workflow

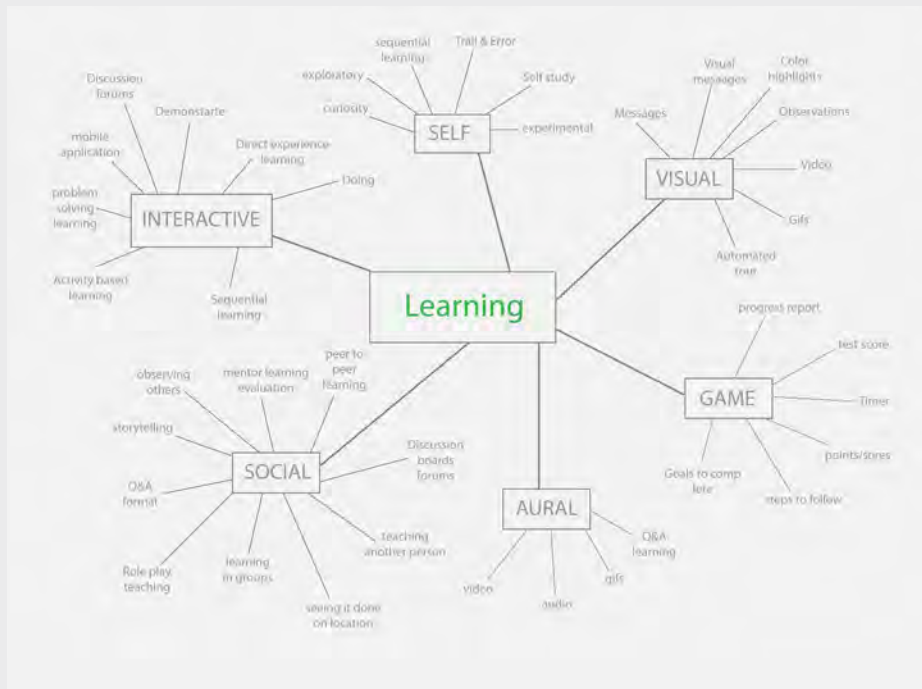
Iteration

3.0 Iterations

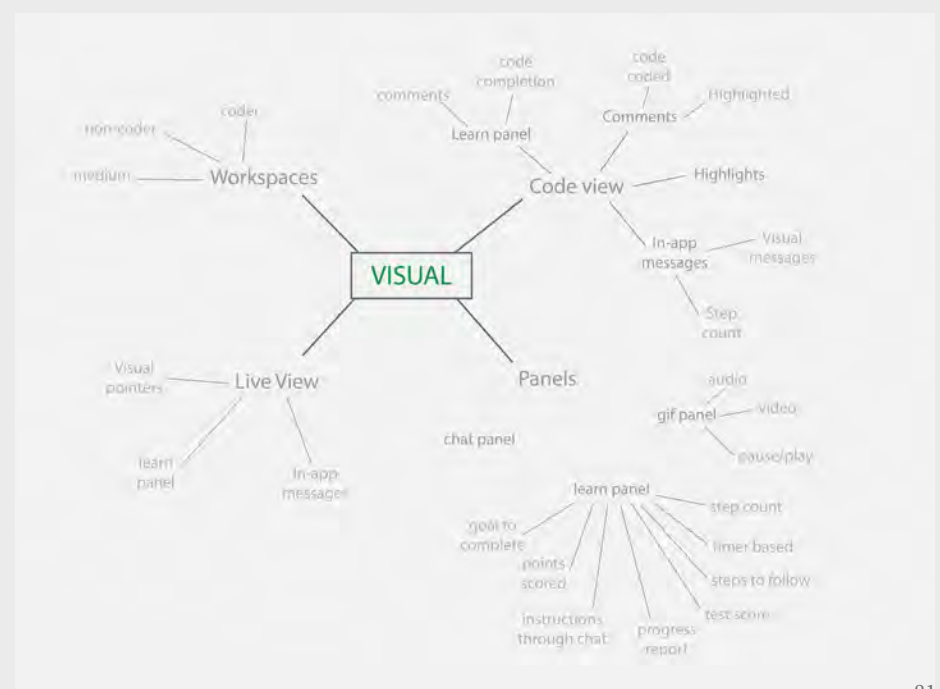
After feedback from the product engineering team, which was to work on the content more closely and improve the gamification in the previous version. After having discussions with the manager it was decided that there should be more explorations on how the user will be made to edit and create an about page. Then, the problem was re-thought right from user personas to visual mockups. Brainstorming was done on topics like learning and on-boarding. Different ways of making a person edit an about page were jotted down and finally one was selected to further work with.



On-boarding workflow



Brainstorming on learning styles



Brainstorming on converting learning styles into Dreamweaver

Brainstorming

3.1 Brainstorming

Brainstorming

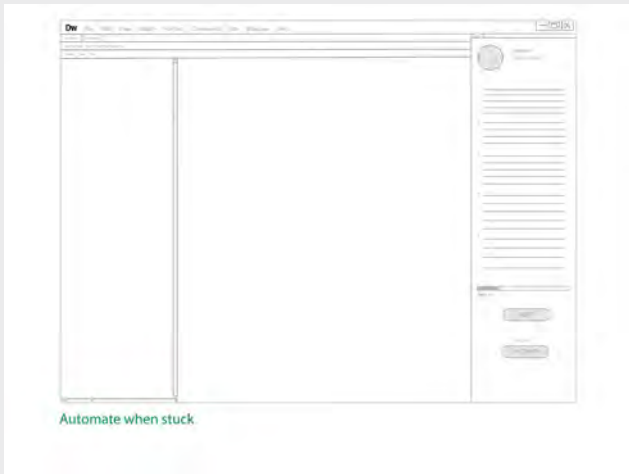
Taking the pure meaning of the word on-boarding, the main idea was to make the user learn. So two things were looked upon:

a. On-boarding

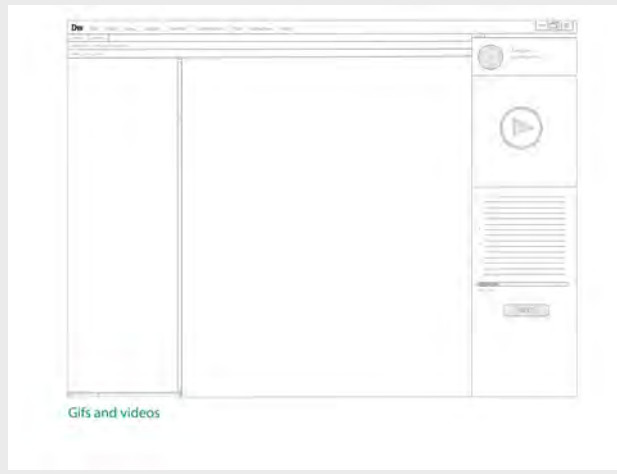
In this the approach in which on-boarding can be looked at were jotted like benefit-focused, doing-focused, function-focused. On this basis the users were identified and their needs were known. A user can come to Dreamweaver with the motive of either of the three benefit-focused (how can Dreamweaver be used? What does it do?) Doing-focused (How can I achieve something with this little knowledge of code using Dreamweaver?) Function-focused (what all extra functions it provides as I know coding?).

b. Learning

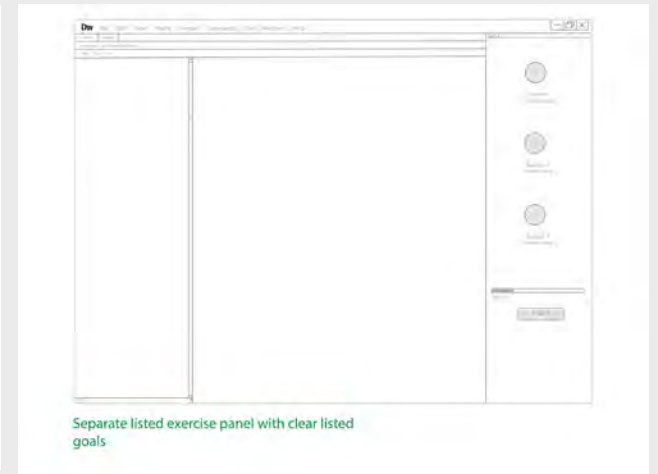
Learning is main basic motive behind on-boarding so the learning systems were looked into like game, visual, social, interactive and self. So then, the more important thing was to translate the learning systems into Dreamweaver environment for that the translation happened using code, live and panels space. The elements were looked upon of code, live and panel space and thought of ways of showing the on-boarding process.



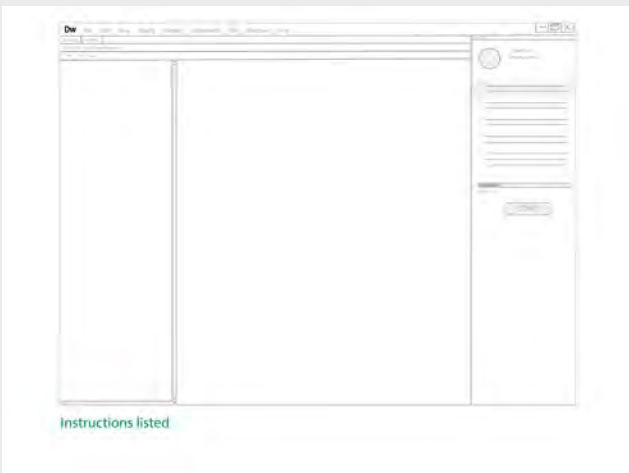
Automate when stuck



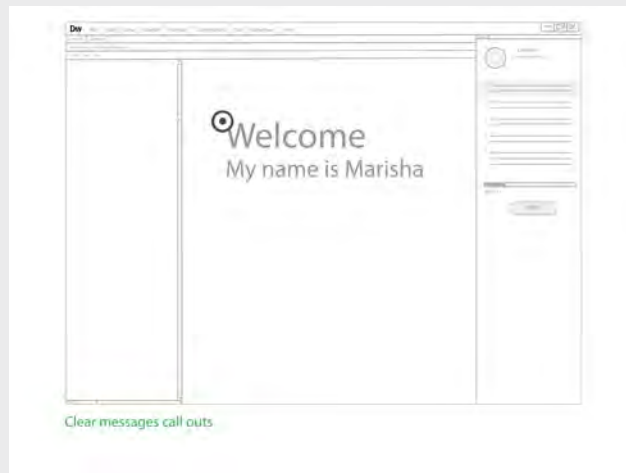
Gif and videos



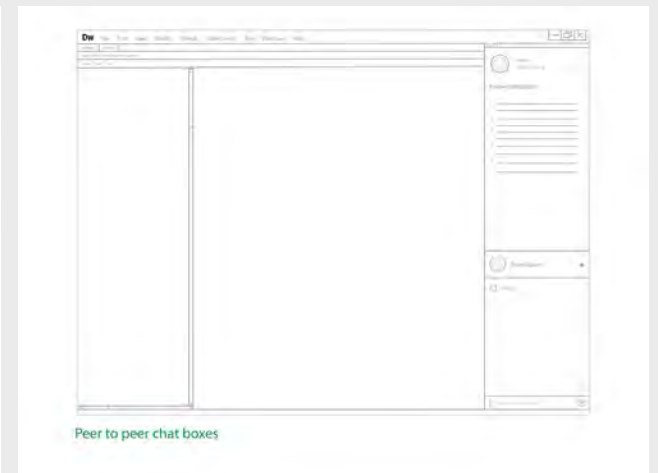
Separate learn panel



Instructions listed



Pointers and callouts



Peer to peer chat

Explorations

3.2 Explorations

On the basis of brainstorming done on the words on-boarding and learning, the ideas then were translated into images where some of them have been stated below and explained:

a. Automate when stuck:

When the person is not able to follow and execute the instruction, then there should be an option of making it automatically do it for him.

b. Give gif or video instructions:

The editing instructions can be given through gif or video which is much easier to learn from.

c. Separate panel with clearly listed goals:

Instead of having in-app messages which have no fixed place, we can have a separate learn panel where all the goals and instructions are clearly stated.

d. Instructions listed all at once:

All instructions are numbered and listed at one place so that no confusion happens and the user is clearly being informed what has to be done so that he does not feel any sudden changes or surprises.

e. Pointers supporting the instruction:

After the in-app message which can be fixed at one place, there could be a pointer pointing at the place where the user needs to follow the instructions.

f. Peer to peer chat box:

Where, in this system there will be a chat box, where the user can ask questions from a list of questions which are predictable at that stage.

g. Instructions with audio:

The instructions can be listened also for reducing the effort to read the text.

h. Scoring points for incentives:

If you complete some points then after completing a certain limit, the user can have a free trial period of 5 days or something like that.

i. A fixed timer:

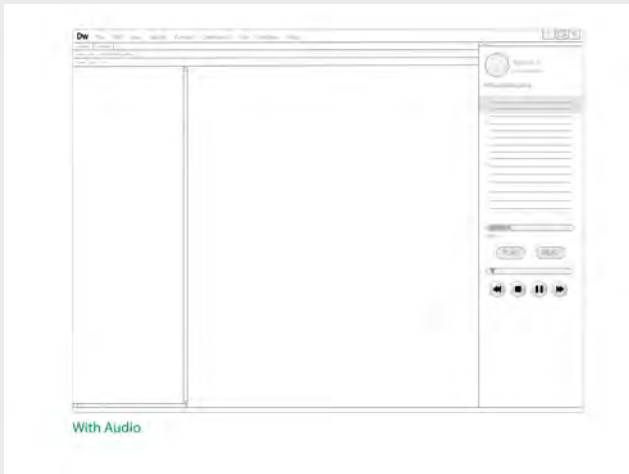
There can be a timer for completing each instruction so that it gives a game like feeling followed by immediate action from the user.

j. Giving more visual messages:

Reading might not be the best thing for all the users therefore, very visual messages could be one way of doing it.

k. Making live view as learn panel:

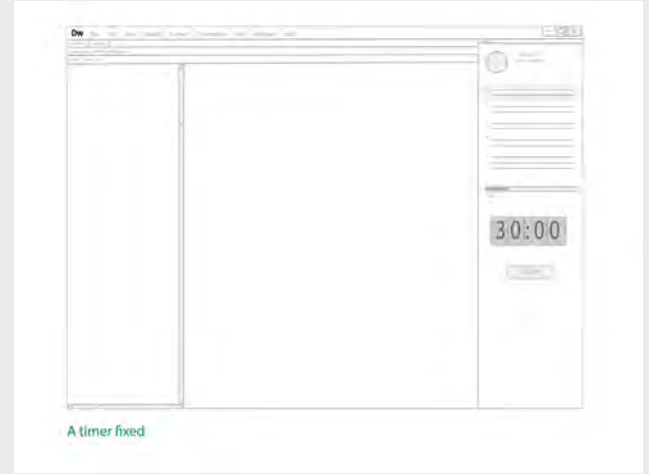
The space of live view can be used in providing instructions which can help making the page directly on the live view.



Audio instructions



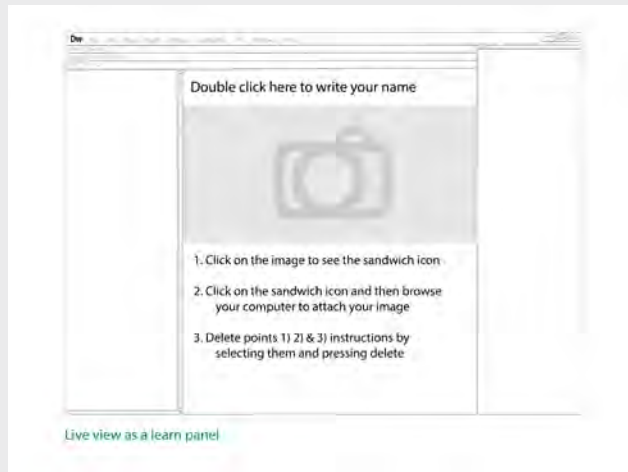
Incentives and points



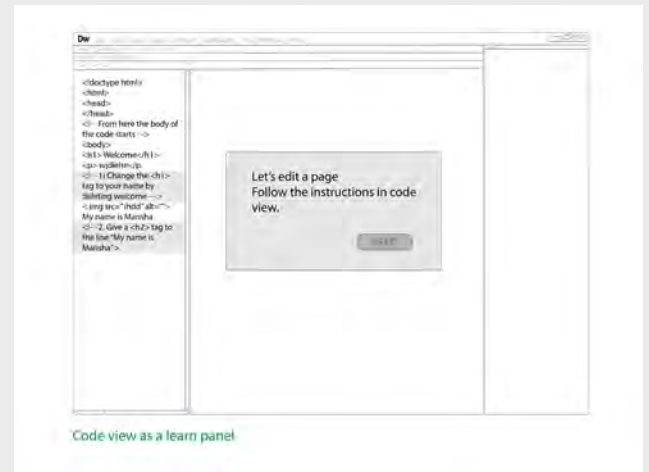
Fixed timer



Visual messages



Live view as learn panel



Code view as learn panel

l. Making code view as learn panel:

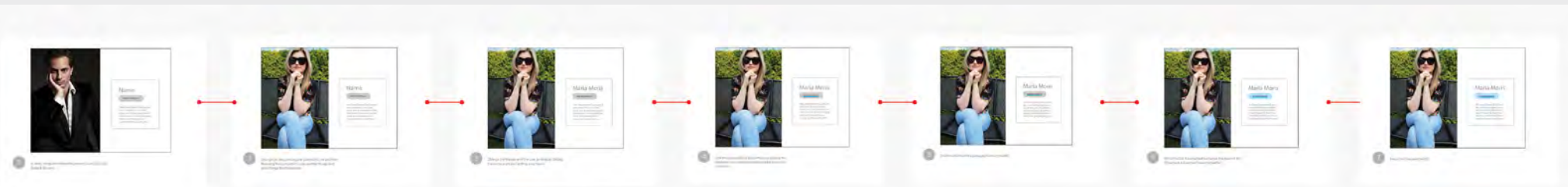
Instructions can be provided in the code view as well in way of comments and these comments can be highlighted.

m. Live learning by imitation:

The users screen will perform the tasks by itself and then the user will have to imitate it after it is done.



Showing layout outlines



Ready template

Content Explorations

3.3 Content Explorations

The idea of including the user in layout, edit and styling part of it was decided. Then there were different stories made of how the user will edit the page. The stories were accompanied by a particular format of message, title, task, learning. There were a lot of stories made like:

1. Showing layout outlines:

The layout outlines were shown of the image div and the text div containing the placeholder text. Then image will be inserted and then the text in the text div will be changed. Finally, the CSS properties will be changed and the file saved and previewed.

2. Ready template:

Here there will be a ready template where the user just needs to edit the template and customize it. The workflow will include editing the image first then text and link the file and then CSS and save and preview options.

3. Start from blank page:

The user starts from a blank document and then divides the page into two parts one for text div and one for image div. Then, the user fills the two div with images, text and button and then change the CSS and previews it.

4. Mixed:

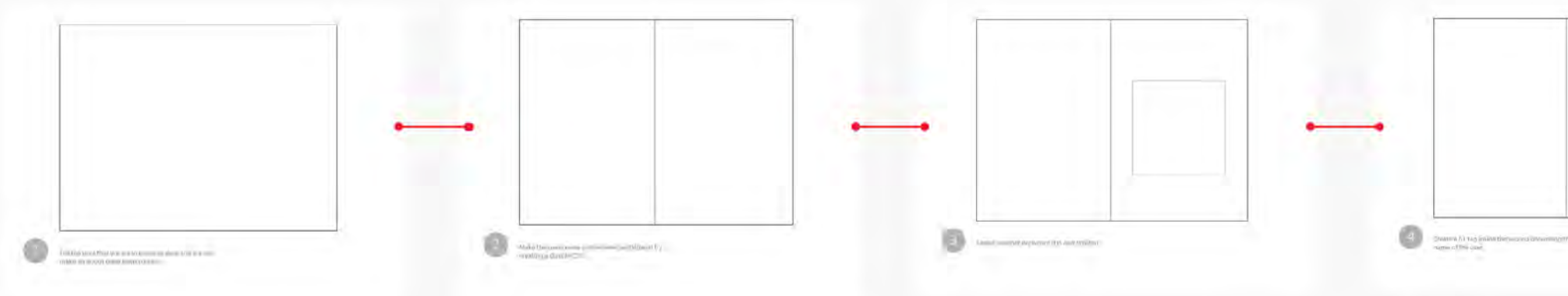
Have the text div already there and let the user create the image div, and then fill the image div with an image and then make the user edit the text in text div.

5. Containers:

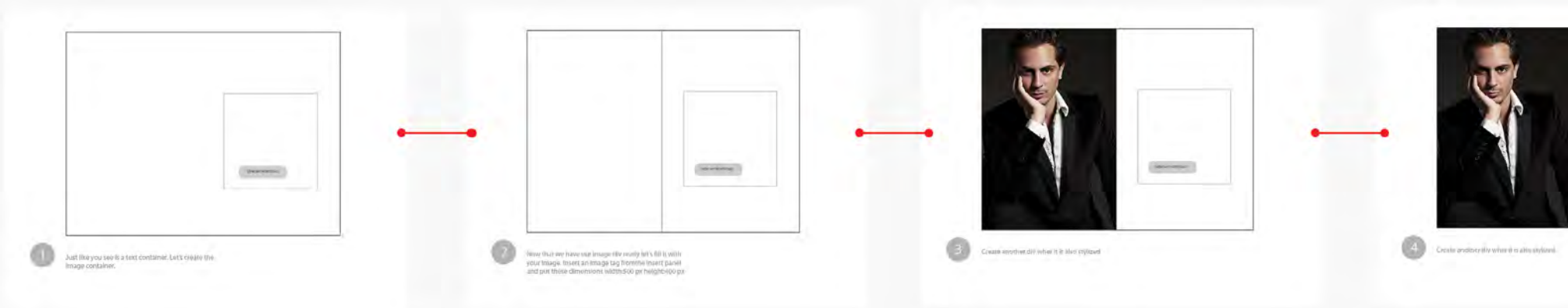
The document has just the containers and the portfolio button. The text and image are being input by the user.

6. Imitation:

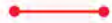
An image div is already existing, looking at that another div is created for text and both the divs are filled with images and text as required.



Start from blank page



Containers



5 Creating a link button and linking it to the resource on the reference site.



6 Making the text within paragraph look like that of a



7 Using the insert panel inserting an image of the site and setting the dimensions for the same.



8 Create another div when it is also styled



9 Create another div when it is also styled



10 Create another div when it is also styled



1 Tell the user that we are in the split view and we are about to make an about page from scratch. There is already a text container there.



2 Let's make a image container and attach a class to the div, similar to the text container is there.

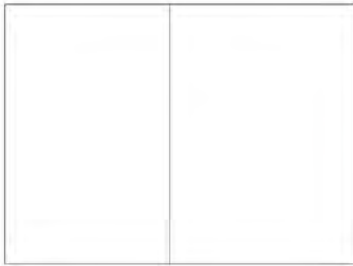


3 Now, that we have made a div for the image, lets insert an image from the insert asset and give them dimensions.

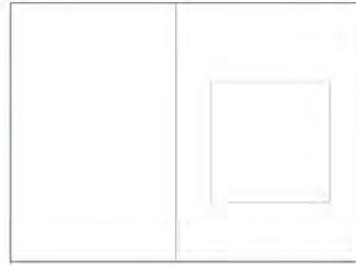


4 Let's give a your name to the about page double on the name to edit it and write your name.

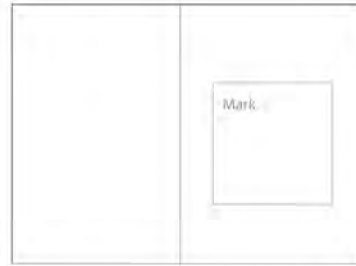
Mixed



1 Tell the user you are in a split container & let's double...



2 ...because now our under identity let's all great...



3 ...because now our under identity let's all great...



4 ...because now our under identity let's all great...

Imitation



5 Let's link the portfolio to your Behance link by pressing the sandwich icon and then linking the link.



6 Disable click to write a paragraph about yourself in the live view.



7 Go to the CSS designer and then change the color of the link container of view my portfolio.



8 Create another div when it is also styled.



9 Create another div when it is also styled.



10 Create another div when it is also styled.



Landing page

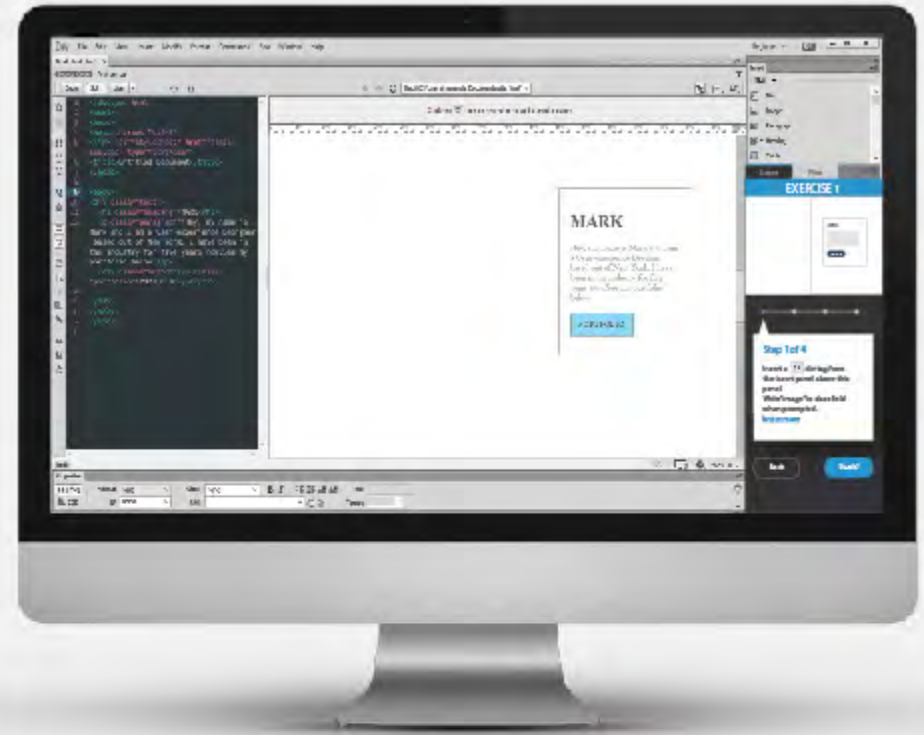
Here the user will see the welcome screen and then there is a brief about what the user has to do then the user will click on next to know more about it.

The About page

Here the user will see the three exercises brief and the user will have to press start the exercises callout button.

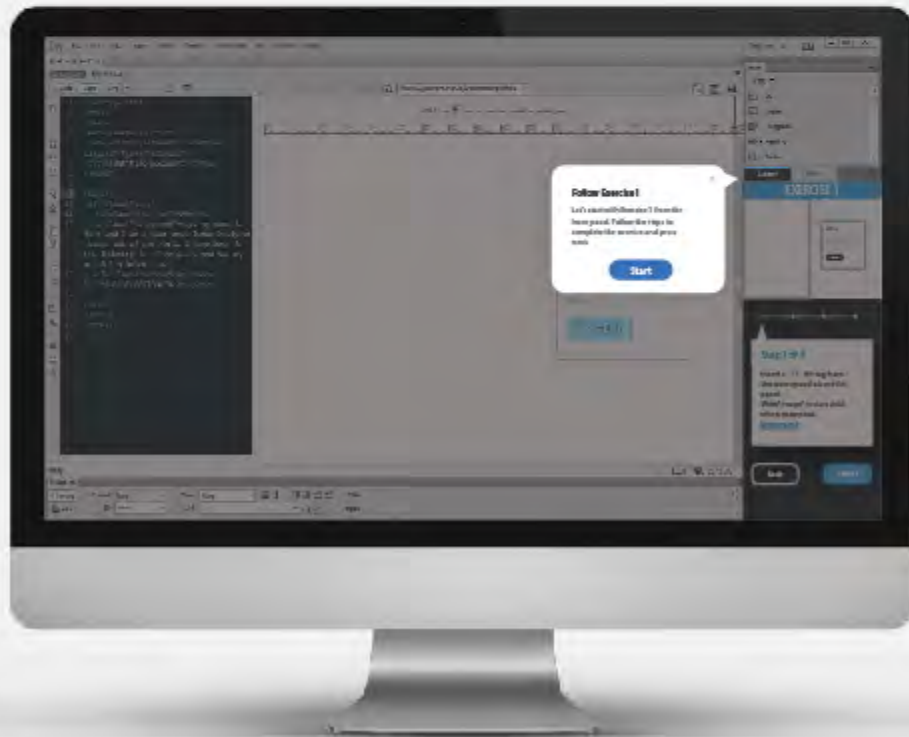


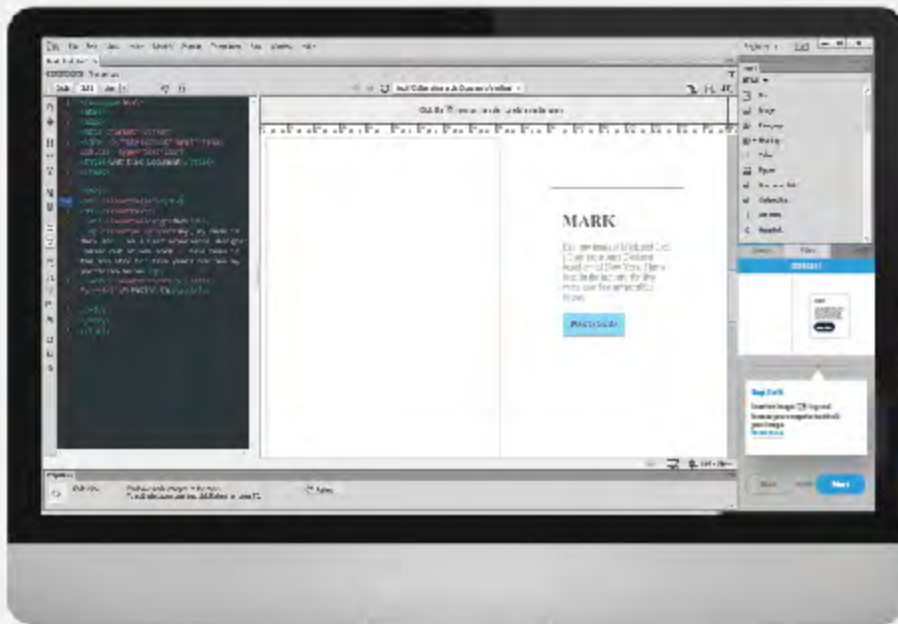
3.4 Visual Mockups



Follow the Exercise one

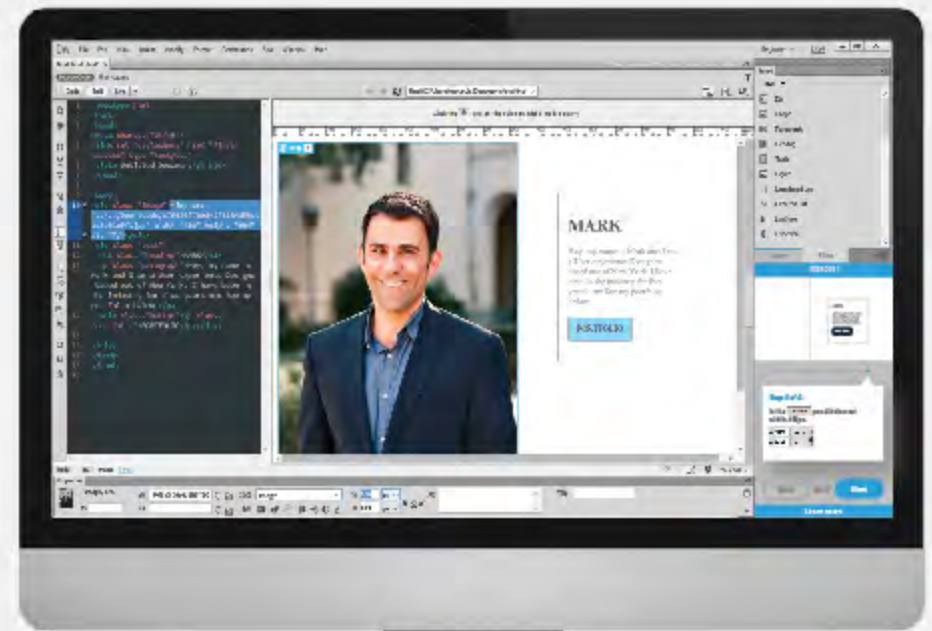
The user will be stepped into the first exercise once he clicks start. Then he reads the first step and then inputs a div from the insert panel.





Follow the Exercise one

Once the user is familiar with the the insert panel, he is asked to insert an image from the insert panel.



Follow the Exercise one

Last step included changing the dimension of the image from the properties panel.

3.5 User Testing

The user testing of the above visuals was done with the help of a click through prototype with 10 users who were students of B. Tech. almost all of them knew basic HTML and CSS. Some of them had never opened Dreamweaver. They interacted with the click through and after observations and talking to them so list of common feedbacks were analyzed. Some of them are:

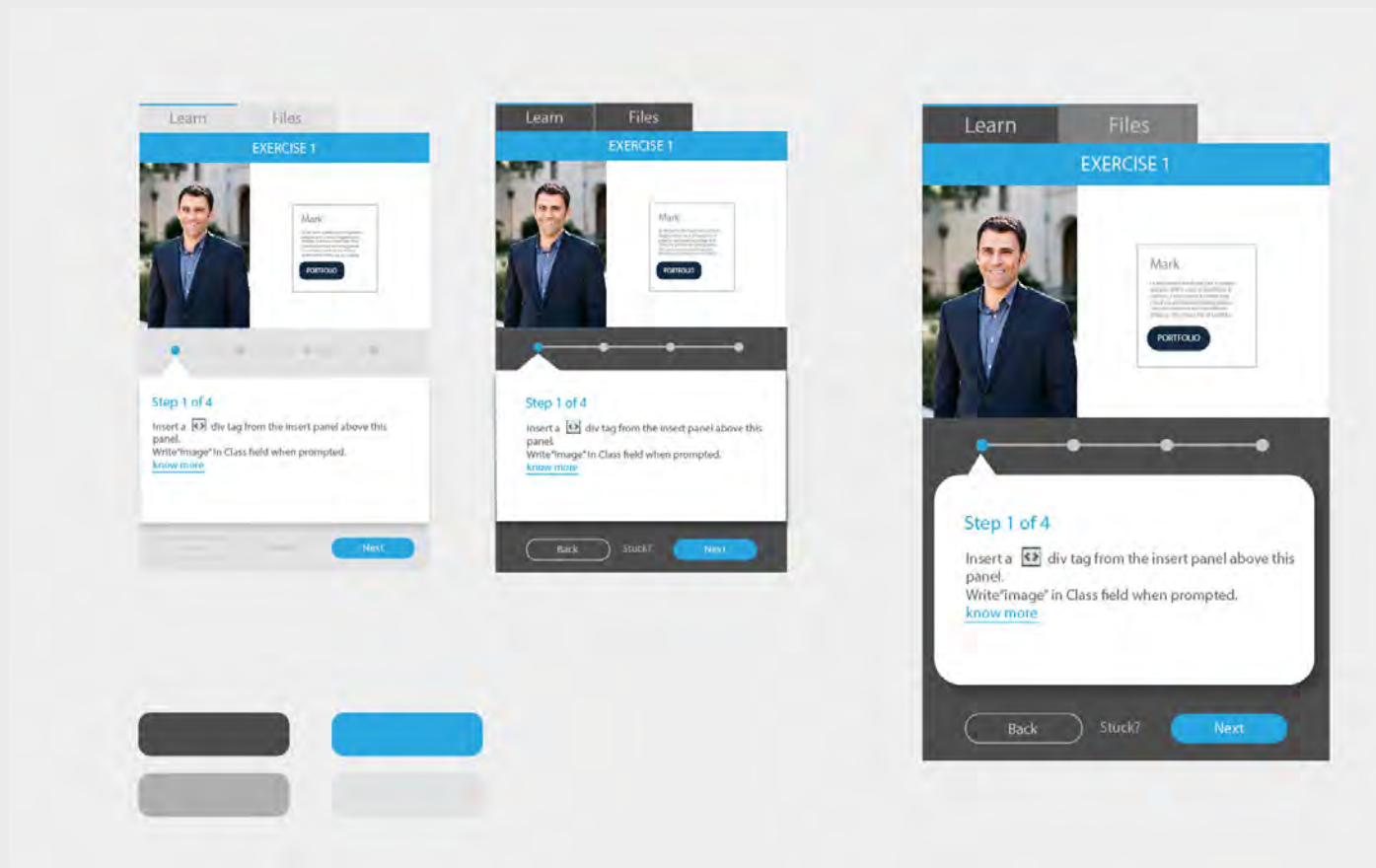
- 1) The users were not able to recognize the learn panel
- 2) Many users thought that exercises in welcome page were click-able
- 3) Font was small in the instructions
- 4) The next step should come automatically and not by pressing next.

On these bases some changes were made in the design and again user testing was conducted.



3.6 Visual Explorations

Visual Explorations were done in terms of how the panels will look and how the user interface will be like. Defining the colors the look of the cards used in the design. A lot of variations were tried and tested, and the final were used keeping in mind the user testing.



3.7 Visual Mockups

Landing page

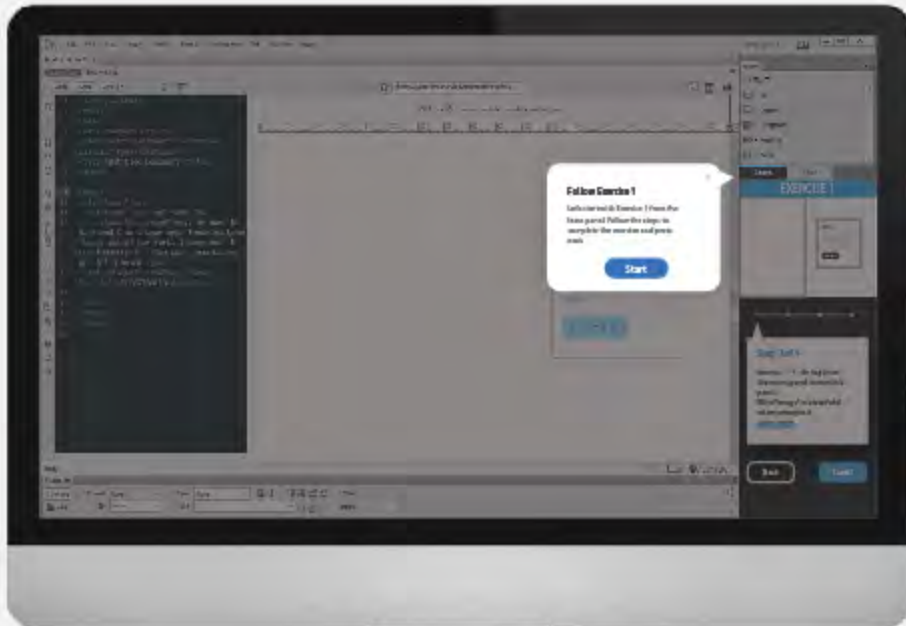
The user sees this page once he double clicks and steps into Dreamweaver, the user is told what is to be done and he has to press next.



The exercise explanation page

The user is given an idea of what the three exercises will be comprised of and the user has to click on start the exercises.



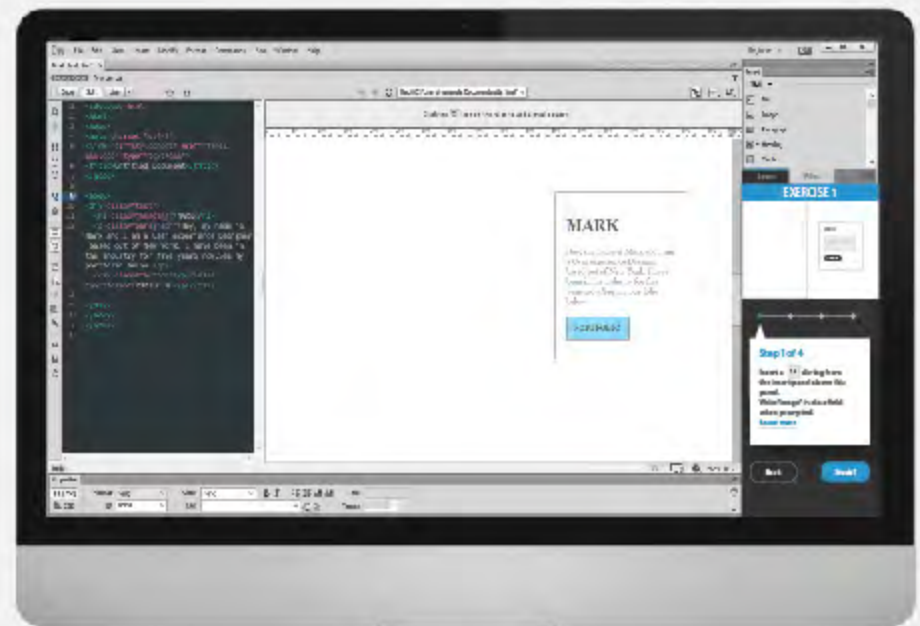


Opening page

The user will open the main interface of dreamweaver and his attention will be concentrated on the learn panel by blacking out the rest.

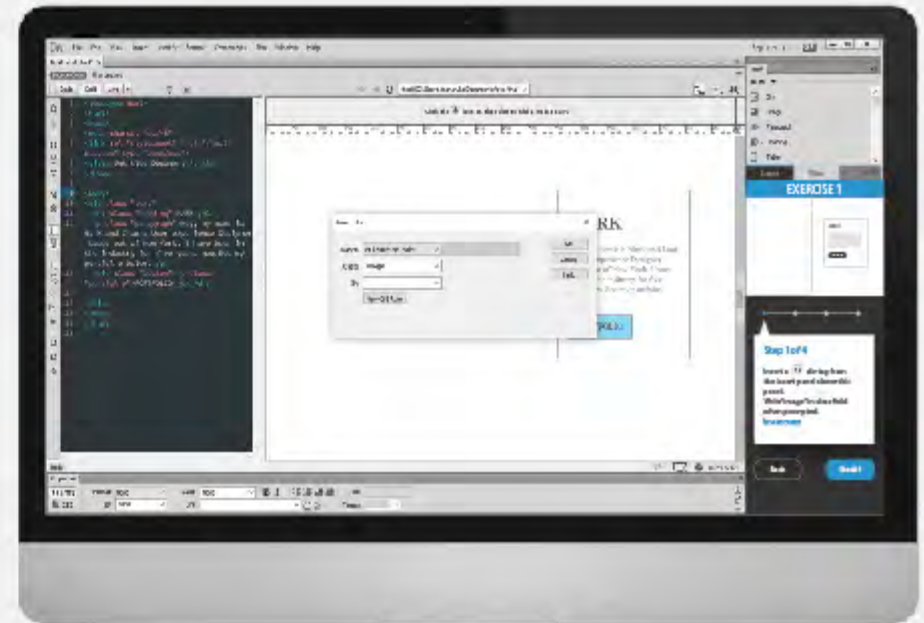
Step 1

The user will start following the step one and insert a div tag from the insert panel.



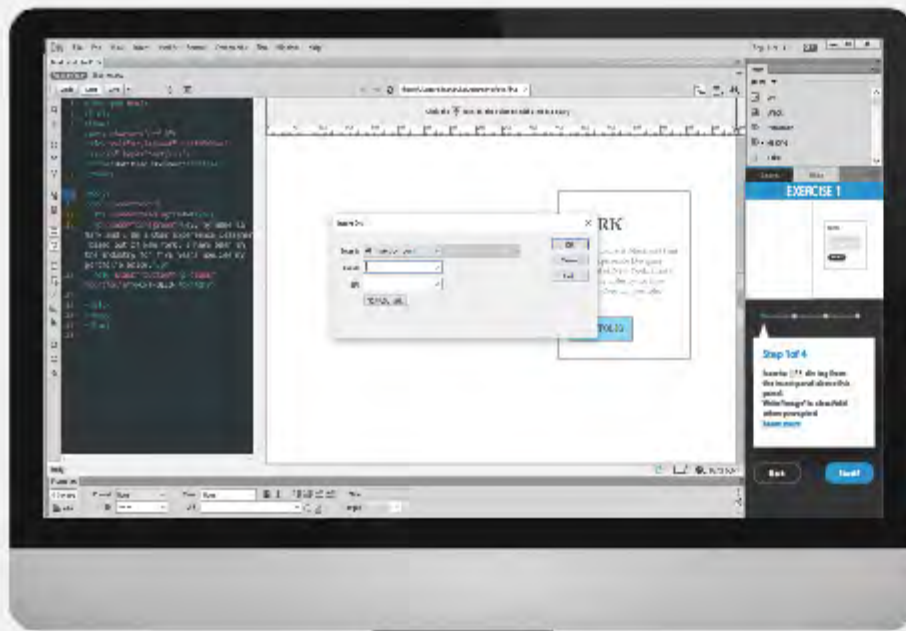
Step 1

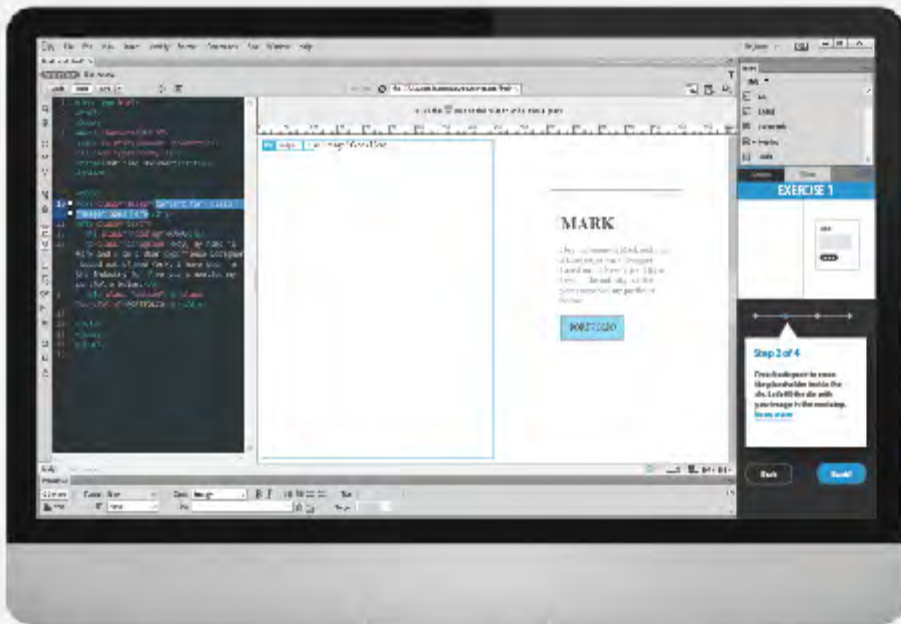
The user will assign the class image into the input field and press OK.



Step 1

The user will see this insert div pop-up when he inserts a div tag where he is instructed to input image as the class.



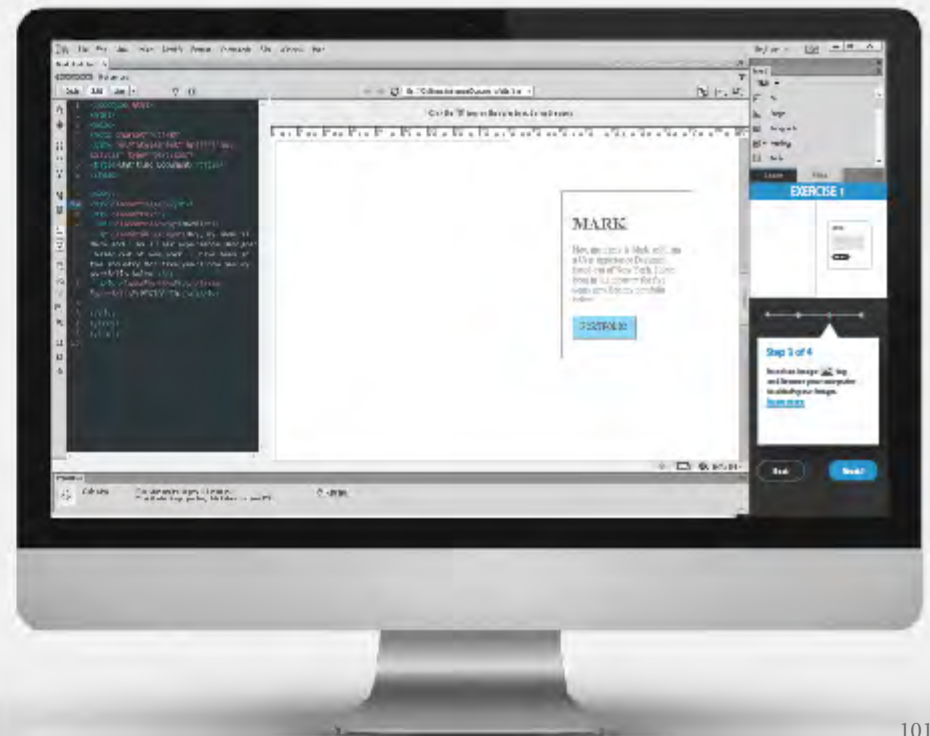


Step 2

The user will continue doing steps by looking at them and doing it.

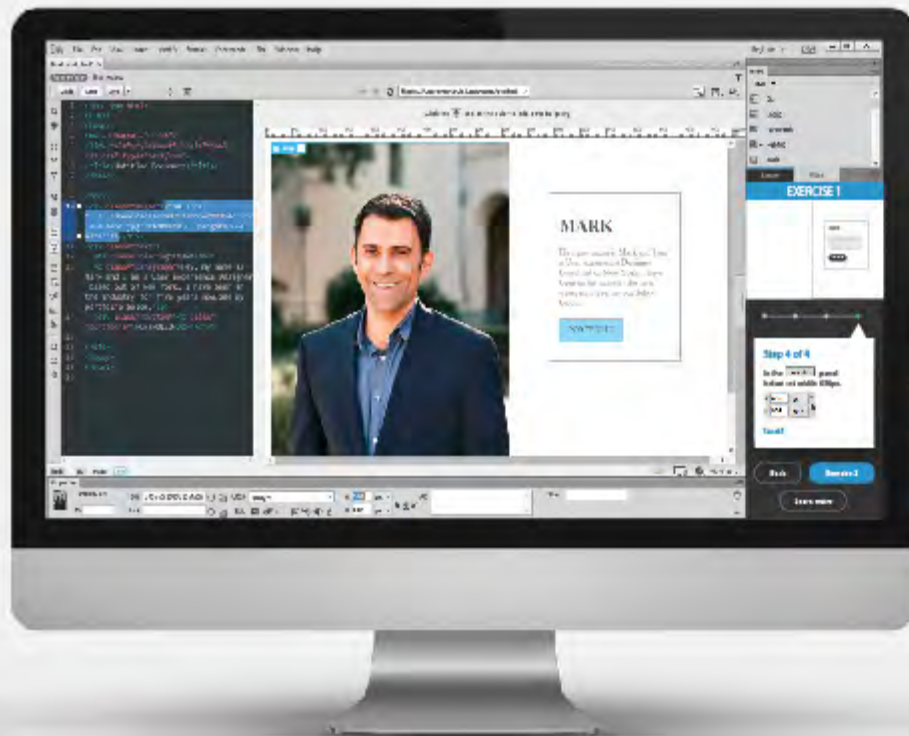
Step 3

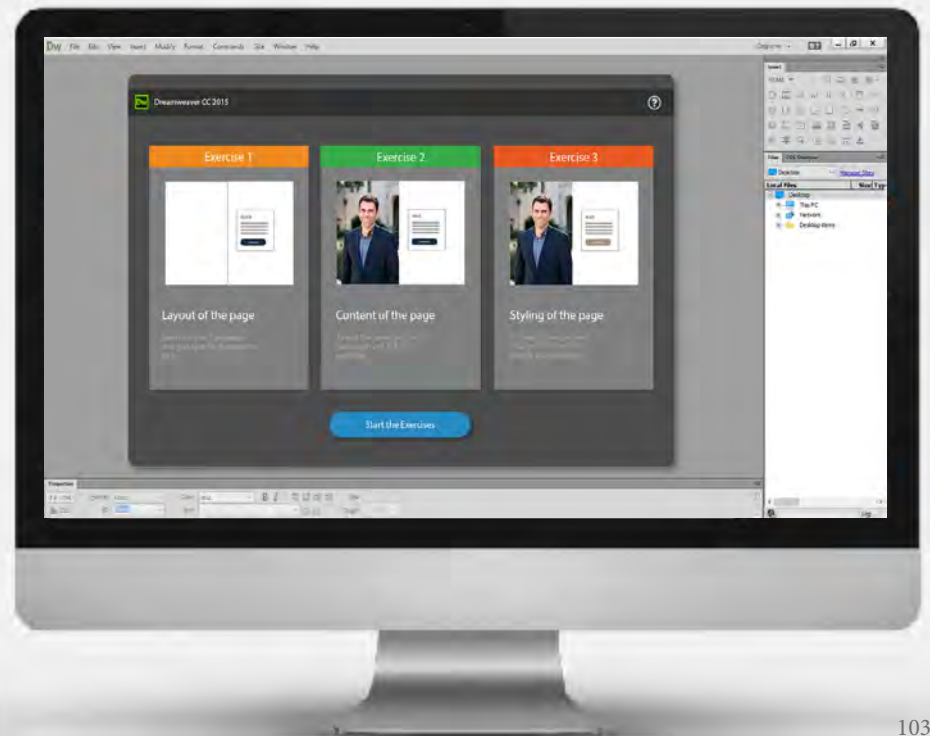
Similar to the insert a div the user will insert an image and then edit its dimensions using the properties panel.

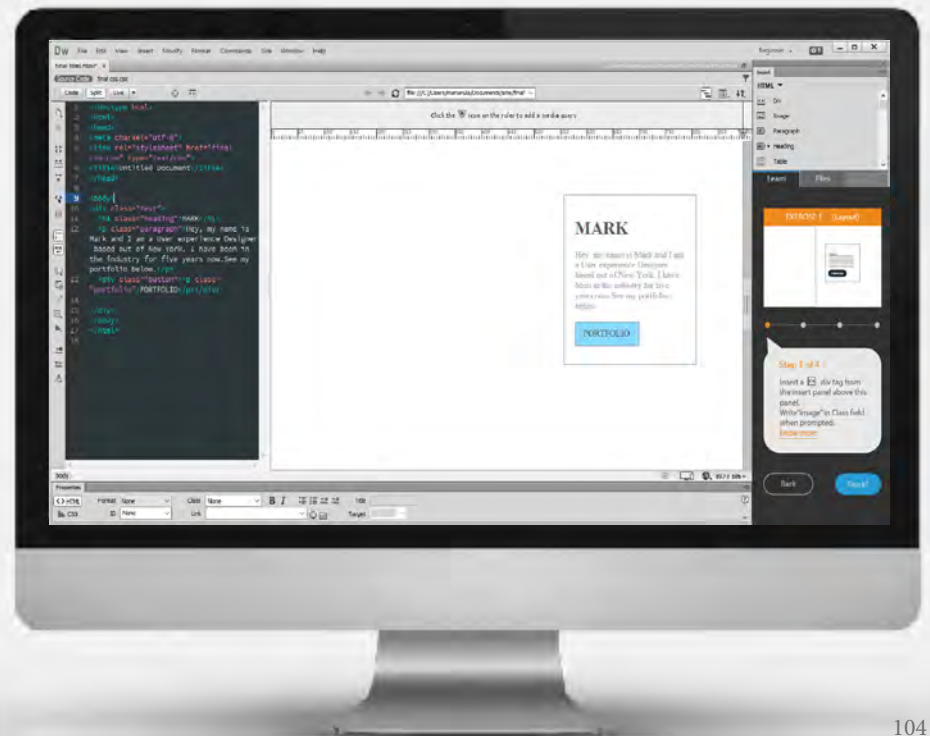
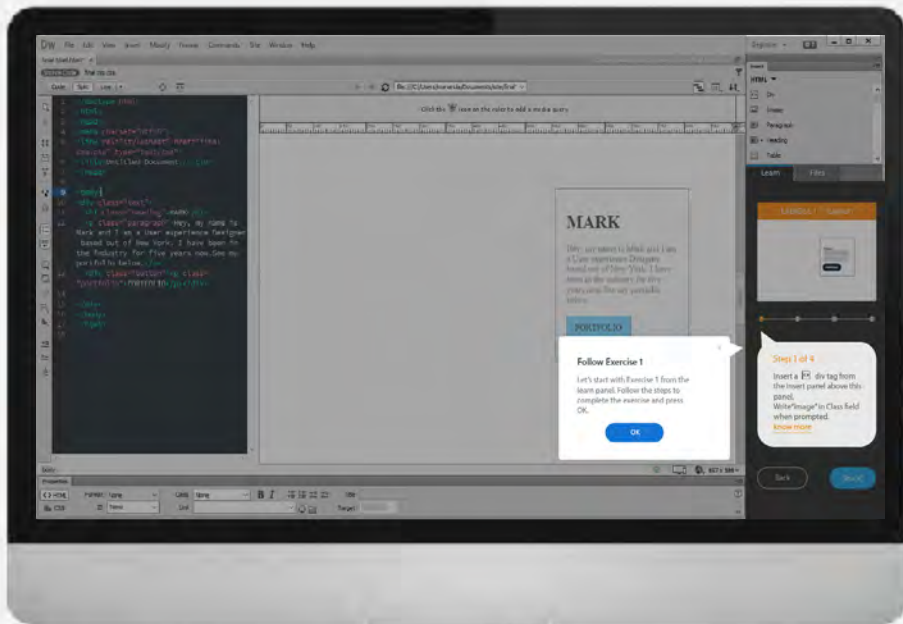


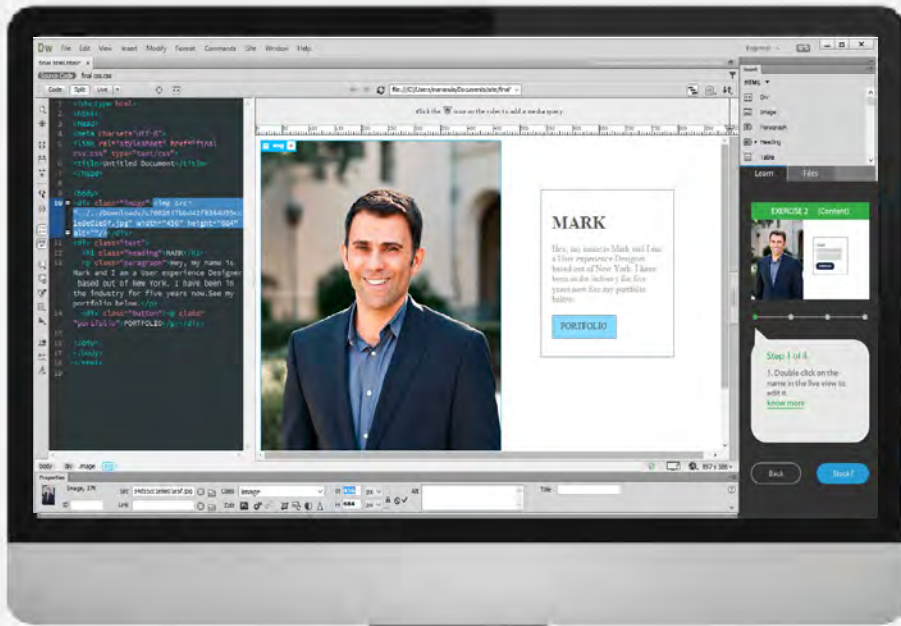
3.8 User Testing 2

After the changes done in user interface another user testing was done which gave better results and success rate than the previous design. Very less problems were encountered with this interface.











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Reflections

Reflections

This project was about leaving the comfort zone of the land and taking a leap of faith into the ocean. Being from a fine arts background and having no clue about coding to working for product like Dreamweaver which I had never even opened before entering adobe says it all.

After the brief was given, I was intimidated with the idea of working with it. But taking that one step is the hardest part the rest of the journey follows with that force and faith of the first step taken. Stepping into the shoes of the coder which is completely different from the designer personality and solving problems for them was the hardest part.

This project was all about learning and adapting. Adapting to the corporate life and style of working which is strict and deadline based unlike the familiar academic environment. To be able to stand for yourself and your work and justify it in front of the product engineering team which has no clue what design is, was a learning experience too.