

## Day 4

Create a prototype that you'll use for testing.

[https://capitalonecap-df79470.slack.com/files/U02EMUFGY95/F02H6SFMTL0/google\\_design\\_sprint\\_prototype.webm](https://capitalonecap-df79470.slack.com/files/U02EMUFGY95/F02H6SFMTL0/google_design_sprint_prototype.webm)

## Day 5

Interview at least 5 users from your target segment. Bonus points for interviewing more!

Plan out what you'll ask or do here:

1. Do you think you are willing to pay extra to support small businesses?
2. What are the important standards in your mind for a business to be considered as a small business?
3. Would you like to use this app if it's available?
4. Would you like to get other elements (maps, prices, etc.)?
5. Are there any other features you'd like to add?
6. Do you want it to be more interactive, or more informative?
7. Any other suggestions?

Log notes here:

## AiJing

(Interviewed with three 20-year-olds, two 40-year-olds and one 50-year-old)

1. The design could be more attractive
2. Price range could be added for selection
3. Objective promoting is important (instead of promoting those who paid to us in the front lines)
4. Could add a "rock-me-up" button, which randomly generates suggestions (based on locations or something)
5. More comments / rates for each store are welcome
6. Could ask for feedback from the customer about the top promoting businesses (simple thumb-up or thumb-down)
7. Preference could be collected

Jillian:

(three 20-year-olds)

1. All positive feedback on the concept and useability of app- all three people would use said app to find small businesses
2. Need ability to change location without starting over
3. Want the ability to move between pages easily- consider a tab at the top or bottom that allows easy transition between features
4. Would like to see map visualization

5. Prototype was unclear to a user- had to clarify if the menu would be shown or a link to the webpage
6. Liked near me business suggestions
7. Unclear: how to do a general (uncategorized) search?
8. Want an entertainment category (current options not exhaustive)

Vishnu:

(3 20-year olds and 2 40-year olds)

1. Positive feedback on what the app does but some people were concerned about the price of each place. Wanted an indicator of how expensive it would be
2. Felt like clothing option is useless, no one expressed an interest for shopping at small businesses for clothes
3. Wanted to have a dynamic app where you can move around and new small businesses would keep on popping up
4. 20 year olds liked being able to see more info on the small business but 40 year olds didn't really care about it that much
5. Logo felt out of place (we always planned on changing the logo)
6. Wanted ability to search for a specific cuisine or a specific service like "haircut"
7. Felt that payment should be included but that might be out of the scope of project

Casilda:

(Two 20 year old, female college students)

1. **HATED** the colours, loved the idea.
2. Feels like we should aim for less playful, less blog-y, more muted designs
3. Liked the first two pages
4. Unbiased reviews are important - maybe we embed google reviews in it?
5. A suggestions feed would be cool. Aka users make an account and then they can scroll through suggestions based on their search history, and likes and dislikes.
6. Believes we should be ethical about ads and how we do our suggestions feed.
7. Excited about using it, asked for when they could test out our finished product

What insights did you gain from all of your interviews?

*Prepare to share your prototype, who you interviewed, and your insights in class as a demo.*