Human Computer Interaction

Project Task #4

Low-fi Prototype and Pilot usability testing

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1. Introduction

The advancement of technology handicrafts industry in Pakistan has suffered a lot. There is still a big market for handmade products but because of lack of marketing most of the people do not know about talented craftsmen. Income of these artisans is very low when compared to their skill and hard work involved in this profession.

There is no such online platform in Pakistan where customers can easily buy local handicrafts. On the other hand, these products are only available in cultural festivals. However, solution of all these problems of customers and artisans is to provide an online platform where people can buy different kind of handicrafts online. A platform where people can buy even customized products on the order. This platform will bridge that gap between customers and artisans, and it will help artisans to earn more money. Hence this could be the way to save the dying art of handicrafts in Pakistan. We named it "**DASTI-CRAFTS**".

2. Three Concept Prototypes

a. Easily buy hand made products (Simple task)

In this phase of project, customer can easily see and order the products. When customer open the app, "**Trending Products**" will display on the app. The products which are purchase mostly and have some discount offers are presented in this session.

- ➢ For order the product, customer will have to make an account. Customer name, username, password, address and phone # are the required components to make an account.
- ➢ Once customer make an account, he/she can easily make an order of the products.
- ➢ Price and order of the product are display alongside of picture of the products.
- ➢ By clicking on the picture of the product, more information about the product will display.
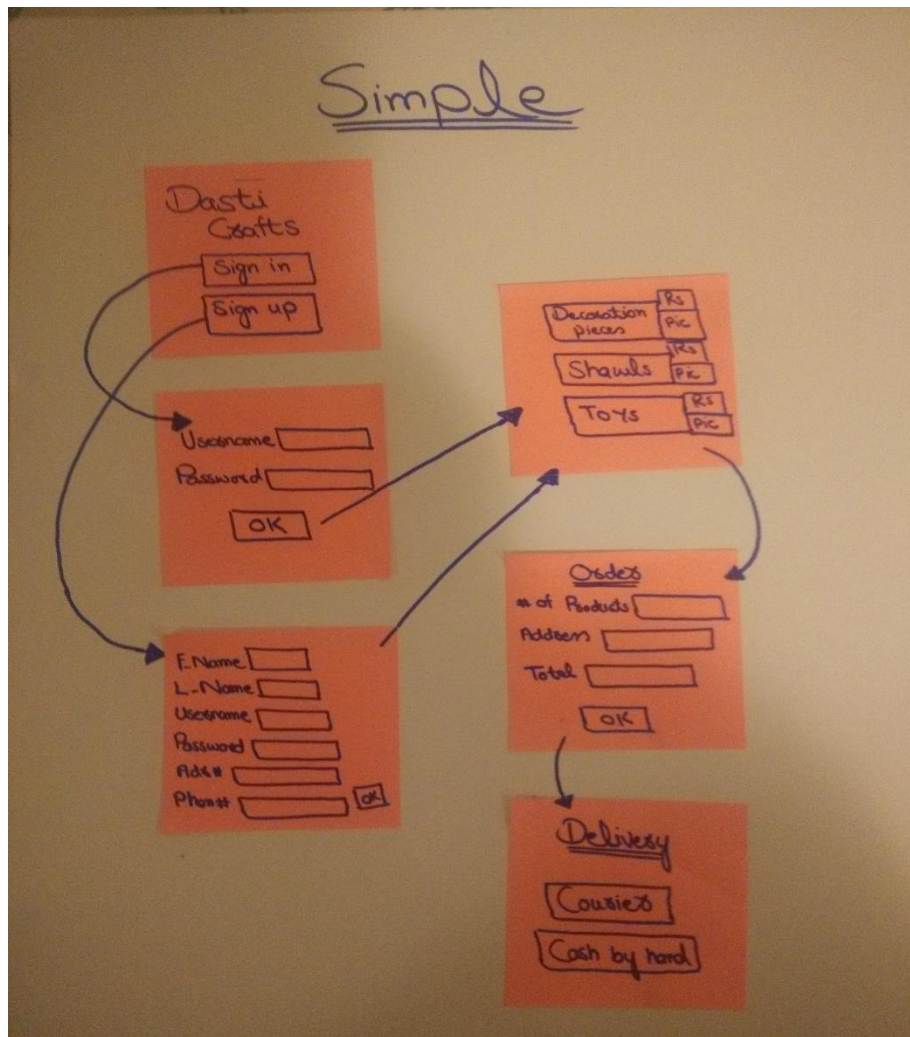- ➢ Delivery of the product via courier services.

Figure 1. Easily purchase products.

b. Collections of Products (Moderate)

In collections of products, a list of different categories of products would display.

- ➢ List may consist of Decorative Crafts, Fashion, Kids crafts, Jewelry, Paper crafts and many more.
- ➢ Customer select respective category of his/her choice.
- ➢ The selected category shows all the products related to it.
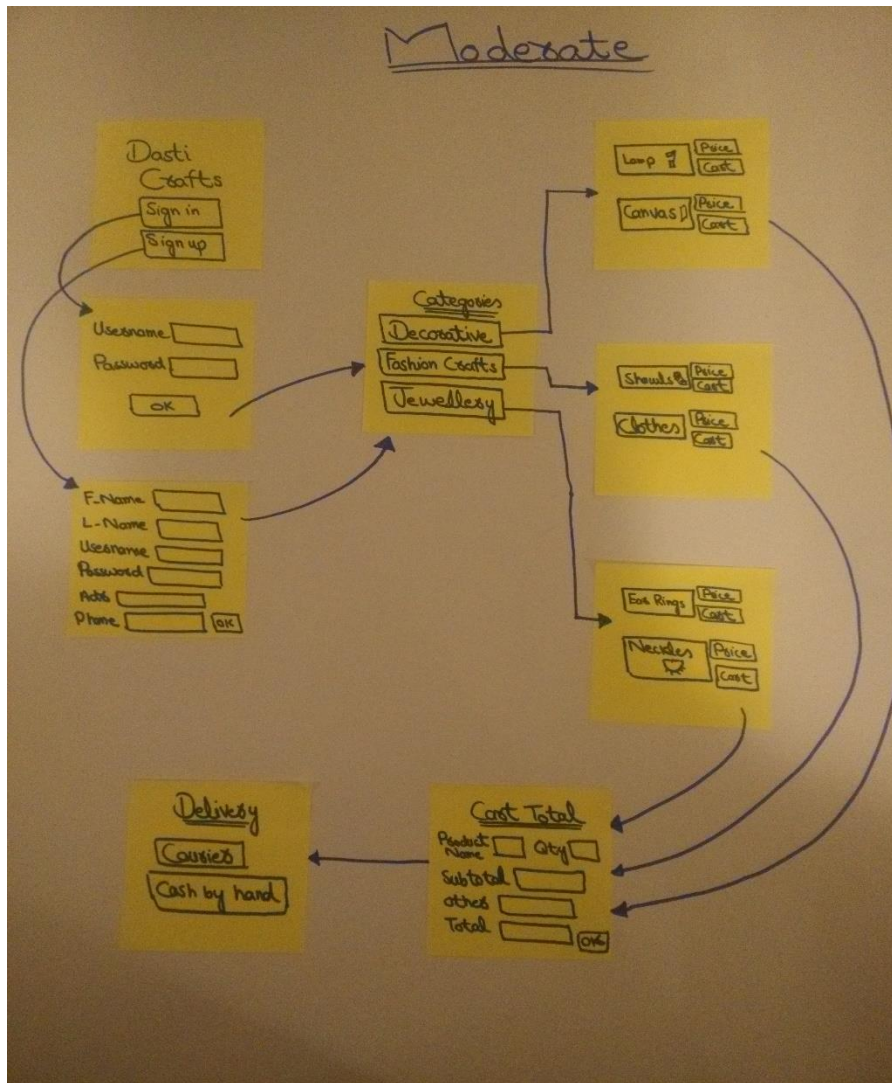- ➢ Customer select the product and make an order.

Figure 2. Categories of product

c. Customized Products (Complex)

Customize products platform provides the facility to the customer to buy their own desire product.

- ➤ Customer can upload the picture of the product, give any suggestion or note related to the product.
- ➤ In suggestion note, information may related to the design changing, length and width etc.
- ➤ After providing all this information, customer send this information to us.
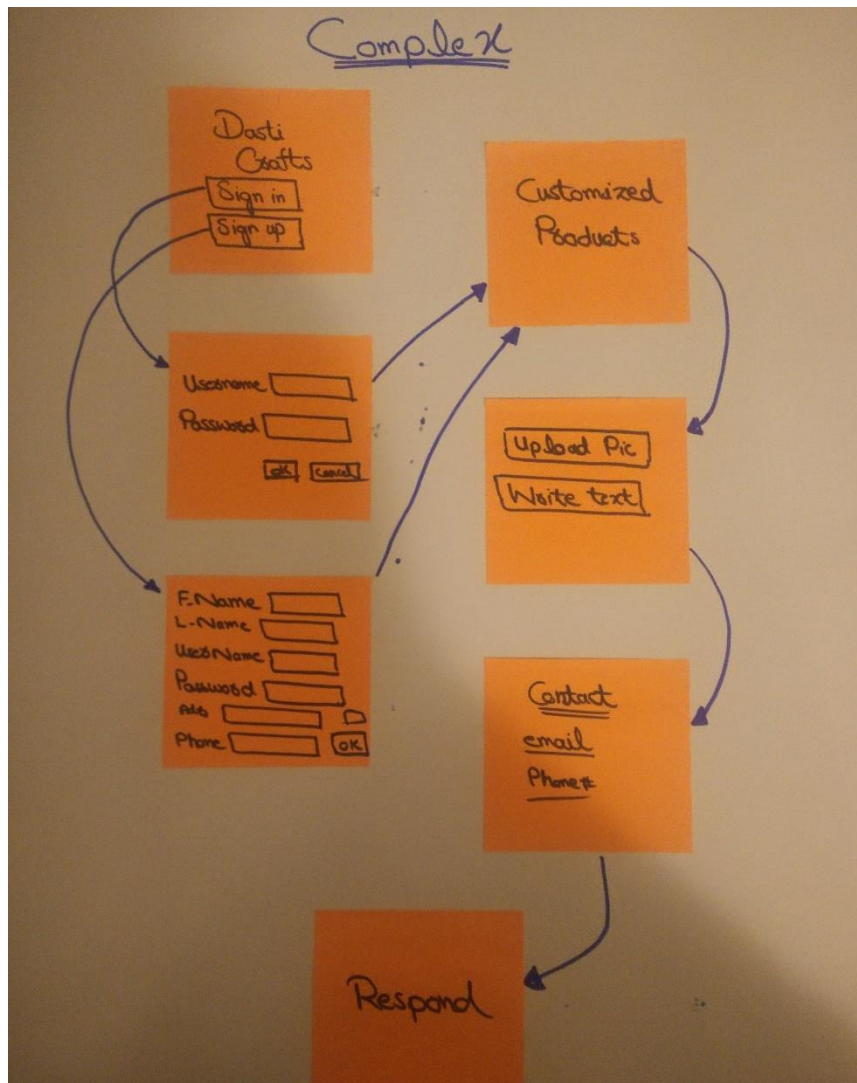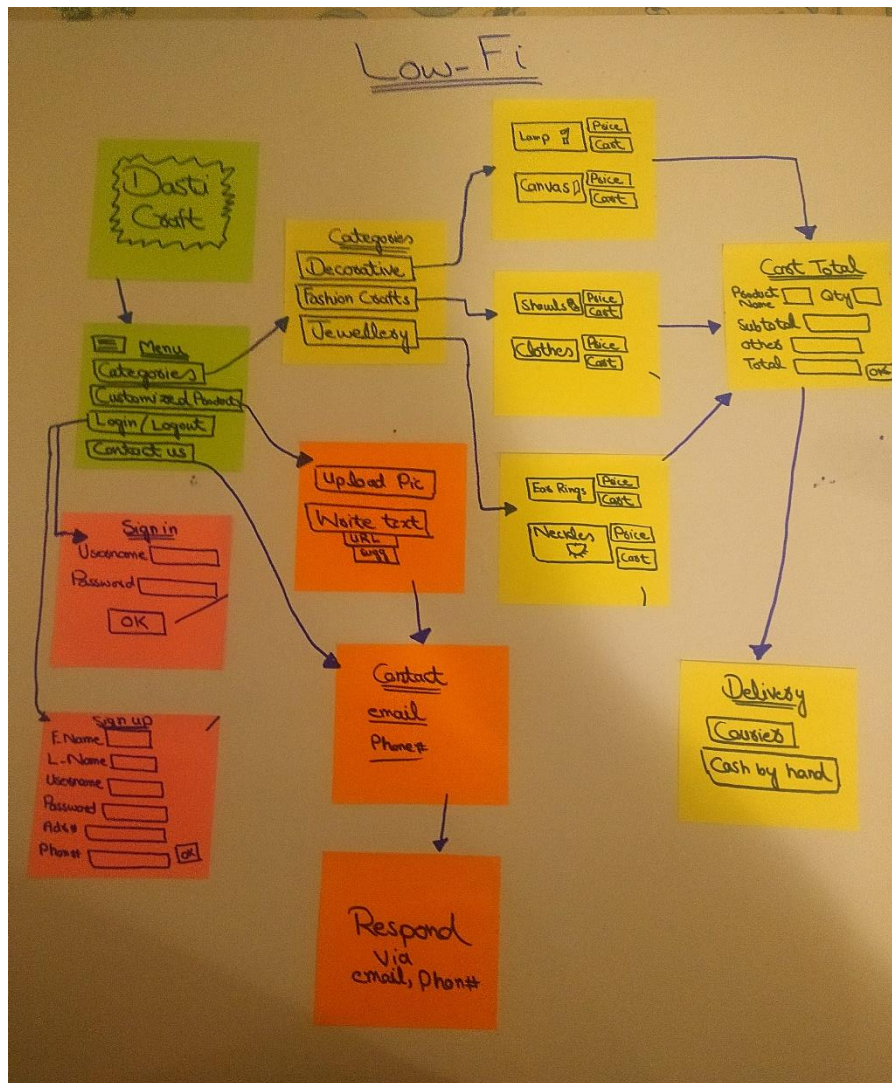
Figure 3. Customize product

3. Low-fi Prototype

Final low-fi prototype would be complete after merging all these three above tasks. The figure below shows the low-fi prototype.

Low-Fi

Dasti Craft

Menu
Categories
Customized Product
Login/Logout
Contact us

Categories
Decorative
Fashion Crafts
Jewellery

Lamp | Price Cart
Canvas | Price Cart

Shawls | Price Cart
Clothes | Price Cart

Ear Rings | Price Cart
Neckles | Price Cost

Cost Total
Product Name [ ] Qty [ ]
Subtotal [ ]
other [ ]
Total [ ] [OK]

Upload Pic
Write text
URL
img

Sign in
Username [ ]
Password [ ]
[OK]

Sign up
F.Name [ ]
L-Name [ ]
Username [ ]
Password [ ]
Add. [ ]
Phone # [ ] [ok]

Contact
email
Phone #

Delivery
Courier
Cash by hand

Respond
via
email, phon#

4. Usability Testing

For usability testing we choose three different participants of different ages, occupation and genes.

4.1 Participants Profiles

4.1.1 Participant #1
➤ Working Male
➤ Age 30-35
➤ Use different apps (social media and games)

4.1.2 Participant #2
➤ Student boy
➤ Early 20's
➤ Addicted to video games

4.1.3 **Participant #3**
- ➢ Female
- ➢ Teacher
- ➢ Don't use apps frequently

5. Results of interviews

The results of usability testing of these participants are describe below:

5.1   Participants Results

5.1.1 **Participant #1**
- ➢ Verbalized understanding of the User Interface
- ➢ Difficulty to go back to the certain section
- ➢ There should be a detailed section of the products

5.1.2 **Participant #2**
- ➢ Easily understand the use of UI design
- ➢ There should be a price filter
- ➢ Help section is missing

5.1.3 **Participant #3**
- ➢ Some headings are not clear
- ➢ Confused by the complex task
- ➢ Self-explanatory UI design