Prototype and Evaluation Report

Deal Finder Service

Project

Manoj Paidimarri	180101054
Gali Jaya Prakash Reddy	180101025
Bedada Ajay Kumar	180101014
Doddavula Likhith Kumar Reddy	180101098

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1. Prototype

https://www.figma.com/proto/feiljApmLpU4z5JYplcJ0P/prototype?node-id=1%3A3&scaling=scale-down&page-id=0%3A1

1.1 Search,sort,filter use case :

search,sort,filter.mp4

1.2 Wishlist use case :

Wishlist.mp4

For better understanding, pdf of all screens are attached here:
deal finder.pdf

2.Evaluation of prototype

We have made a medium fidelity prototype. We have evaluated our prototype using the 10 heuristics by Nielsen. We had a team of 3 members(other group members) and each evaluator has checked the prototype with respect to heuristics and reported their findings.Reports are shown below.

Evaluation 1 :

1)Visibility Of system status:

The system status is visible at many instances in the system. Some of them are- When searching for an Item the status of the search (i.e.,loading results) is displayed on the screen. When the user adds a deal to the cart, its status(i.e.,deal added to cart) is shown to the user. When the user removes a deal from the cart, its status(i.e., deal removed from cart) is shown to the user.

2)Match between system and real world:

The first page user encounters depicts the motive of the system using real world objects. All the words displayed by the system are commonly used words and not technical.

3)User Control and freedom:

There are no undo and redo features for some actions.

4)Consistency and standards:

System is consistent with the various Ecommerce sites. Wishlist button is at the top right corner. All buttons used are consistent with the

popular Ecommerce sites.Location of search bar , add to wishlist button are at appropriate places.

5)Error Prevention:

The Back Button is far away so the user has less chances to accidentally press it. Search button is placed at the bottom center as it is the most used button.

6)Recognition rather than recall:

While searching for an item suggestions are displayed based on keyword typed. While using filters and sort options ,the item we are searching for is displayed at the top of the screen.

7)Flexibility and efficiency of use:

Novice users generally directly search for the deal. Experienced users may apply filters and sort to speed up the process. System is Flexible for both novice and experienced users.

8)Aesthetic and minimalist design:

Only relevant details are shown in the deals page. No irrelevant details are asked or displayed in the system.

9)Help users recognise,diagnose and recover from errors:

When there are no relevant deals from the selected websites, a display message is shown indicating no results found.

10)Help and documentation:

No help and documentation is observed.

Evaluation 2:

1)Visibility of system status:

When the sort option is applied to the deals, there is a highlighted dot to indicate that deals are sorted. Similarly, when the filter option is applied to the deals, there is a highlighted dot to indicate that deals are filtered.

2)Match between system and real world:

Share button in the wishlist screen is the same as what is seen in the real world rather than in some odd (or) new way. Similarly, the remove button, search button and home button are very much intuitive to understand. The pictures used in the home page are a good indication to what is the real motive of the app designed.

3)User Control and freedom:

When a sort option is selected, freedom is given to whether to apply the sort option or cancel it. Similarly there is an option to clear or apply filters selected.

4)Consistency and standards:

Search bar, search button symbol, home button symbol, wishlist button symbol are at appropriate places in the system and are consistent with the many ecommerce websites.

5)Error Prevention:

Back button is kept at the topmost left corner to reduce the possibility of pressing the back button.

6)Recognition rather than recall:

By using a wishlist option, users are able to recognise the deals they wished in the past rather than recalling them again.

7)Flexibility and efficiency of use:

There aren't many features that differentiate novice users and experienced users.

8)Aesthetic and minimalist design:

There aren't dialogues that contain information which is irrelevant or rarely needed.

9)Help users recognise,diagnose and recover from errors:

A message is shown to users to reconfirm whether they want to remove a deal from wishlist rather than directly removing the deal from wishlist.

10)Help and documentation:

No help and documentation is found.

Evaluation 3:

1)Visibility of system status:

When the filter option is applied to the deals, there is a highlighted dot to indicate that deals are filtered and similarly for sort options.

2)Match between system and real world:

A shopping wishlist icon is the same as what we see in the real word rather than some odd (or) new way.

3)User Control and freedom:

The user has freedom to decide whether to apply or clear the filter option.While removing a deal from the wishlist the system prompts for confirmation from users.

4)Consistency and standards:

Throughout the system, the same font ,theme are followed maintaining consistency.All the buttons used are standard and easy to understand.

5)Error Prevention:

There will always be a time where users would want to remove an item in their wishlist but accidentally remove another. There will be an alert message to confirm the deletion of items in their wishlist.

6)Recognition rather than recall:

When we are searching for an item suggestions are shown according to our keywords entered.

7)Flexibility and efficiency of use:

Filters for users to sort out their preferences without needing to comb through all the products available.

8)Aesthetic and minimalist design:

Only relevant details are entered while searching for an item.

9)Help users recognise,diagnose and recover from errors:

When we search for a product that is not found,it shows a message to check the spell mistake.

10)Help and documentation:

No help and documentation is observed.

Heuristics	Evaluation 1	Evaluation 2	Evaluation 3
1)Visibility of system status:	✅	✅	✅
2)Match between system and real world:	✅	✅	✅
3)User Control and freedom:	❌	✅	✅
4)Consistency and standards:	✅	✅	✅
5)Error Prevention:	✅	✅	✅
6)Recognition rather than recall:	✅	✅	✅
7)Flexibility and efficiency of use:	✅	❌	✅
8)Aesthetic and minimalist design:	✅	✅	✅
9)Help users recognise,diagnose and recover from errors:	✅	✅	✅
10)Help and documentation:	❌	❌	❌

3. 8 GOLDEN RULES

1)CONSISTENCY:

a) Internal Consistency-

In the interface that we have designed, we can observe that in any screen we have the same button to go back to the previous screen, same button to add a product to wishlist and similarly many other parts of our system. Different parts of our system have the same design decisions, which follows internal consistency.

b) External Consistency-

In our design, we can observe that the search symbol, back button, home symbol, profile button, add to wishlist button and various other buttons are similar to what the users generally see around them which makes our design external consistency.

2)DESIGN FOR UNIVERSAL USABILITY:

Users who use the system more number of times can use wishlist by logging in and novice users who use for a small number of times can search the deals without giving their details and logging in.So we can say that it is designed for universal usability.

3)OFFER INFORMATIVE FEEDBACK:

When user searches for a product that is not available, we give feedback to the user saying that “no results for product”. Whenever a user adds a product to the wishlist, feedback(“added to wishlist”) is given to the user. If a user removes a product from the wishlist, (“removed from wishlist”) feedback is given to the user. So, we can see that our design offers informative feedback to the user.

4)DESIGN DIALOGUES TO YIELD CLOSURE:

We can organise our activities into three broad groups, start of the activity, middle and end. At the beginning, users input the search strings and watch the things to be loaded. In the middle stage, users can sort the deals according to the various options available and also

can filter the deals by different deals available. At the end stage, users may like to add the deals they want to the wishlist.

After each of the stages, we are giving some sort of feedback to the user, say for example, whenever users add a product to the wishlist, they get a feedback saying that “added to wishlist”. So, it helps the user feel in control.

5)OFFER ERROR PREVENTION AND SIMPLE ERROR HANDLING:

When a user enters a improper search string, we give feedback saying “try checking your spelling or use more general terms” which is a proper error message without any complication. We also kept the search buttons and back buttons far from each other, preventing the user from going back by mistake.

6)PERMIT EASY REVERSAL OF ACTIONS:

Suppose a user wants to add a deal to his wishlist but instead of it he(or)she added a different deal to the wishlist. To permit easy reversal of actions, we have an option in our design to remove a deal from wishlist and the deal that the user wanted can be added to wishlist.

7)KEEP USERS IN CONTROL:

As we can see from the 4th rule said above, there is some proper feedback given back to users after every stage which makes the users feel in control.

8)REDUCE SHORT-TERM MEMORY LOAD:

We can observe from our design that the user needs to remember no or very little units of information. The item for which the user is searching is displayed in every interface.The deals which are added to wishlist is highlighted and others are not which makes user not to remember.