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# CMPT 481 Presentation

Team Orange

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# Project Overview

- Picking a phone and/or plan is not easy
- We designed a centralized system for recommending and comparing phones and plans
- Guides user through an optional questionnaire
- Provides personalized results and up to date information

# Low Fidelity/Usability Results

Prototype description:

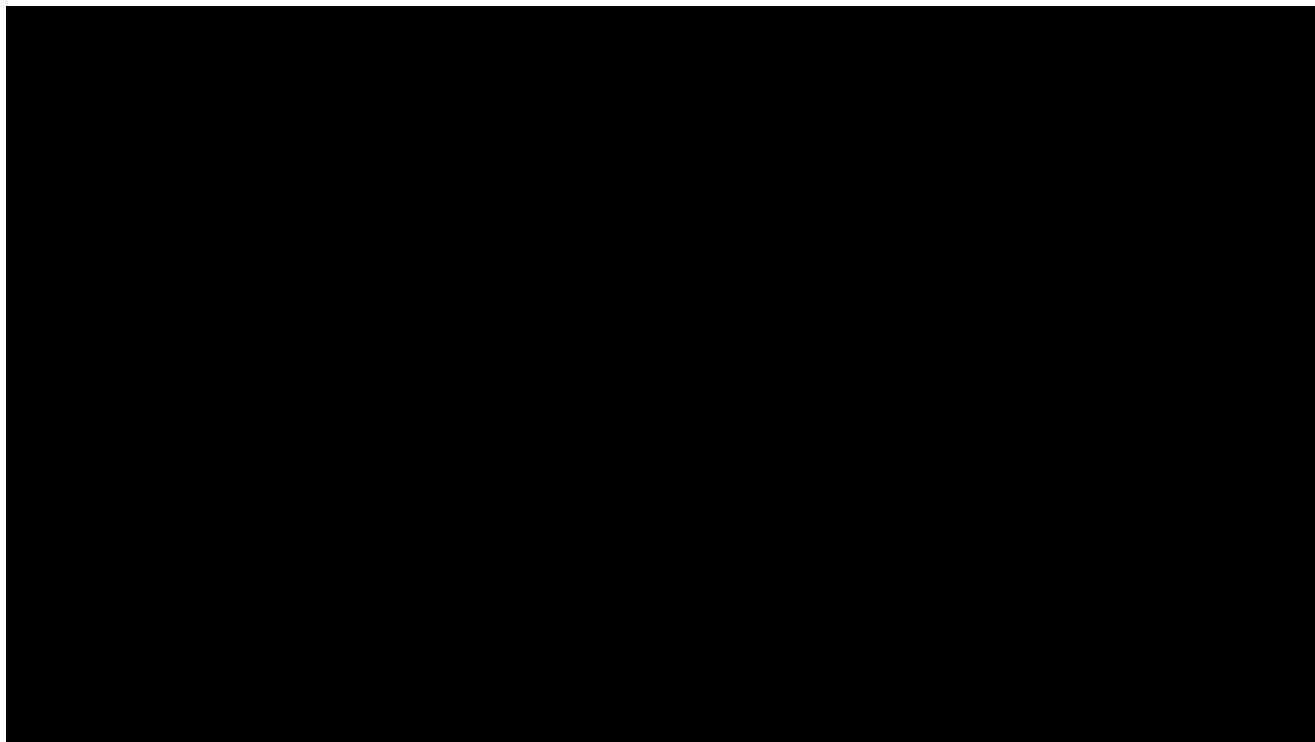
- Series of drawn images connected by arrows with action description
- context bubbles that describe a result

Usability Inspection Results:

- Users generally liked starting with Q&A
- Found a phone faster than current methods
- Too cluttered

# Medium Fidelity Objectives

- From Low-Fi conclusions:
  - Consistency
  - Remove clutter
  - Make it visually appealing
  - Navigation should be more intuitive



# Rationale & Approach for Evaluation

## Rationale:

- Gather information from different levels of user

## Approach:

- Guided “Think-Aloud” approach for scenario-based walkthrough
- Questionnaire afterwards

# Results of Evaluation

- Colour scheme and general layout was appealing
- Results page was a bit too busy
- Certain aspects of design were a bit confusing
- Centralized solution to find a phone or plan could be useful, especially among the non-tech savvy

# Final Recommendations

- Reduce clutter on the results page
- Fix ambiguities:
  - 'Phones & plans' button
  - 'Compare' button
  - Geo-location based application
  - Favourites selection



**Questions?**