CSE323 U6 Final Report

Team: HipDog

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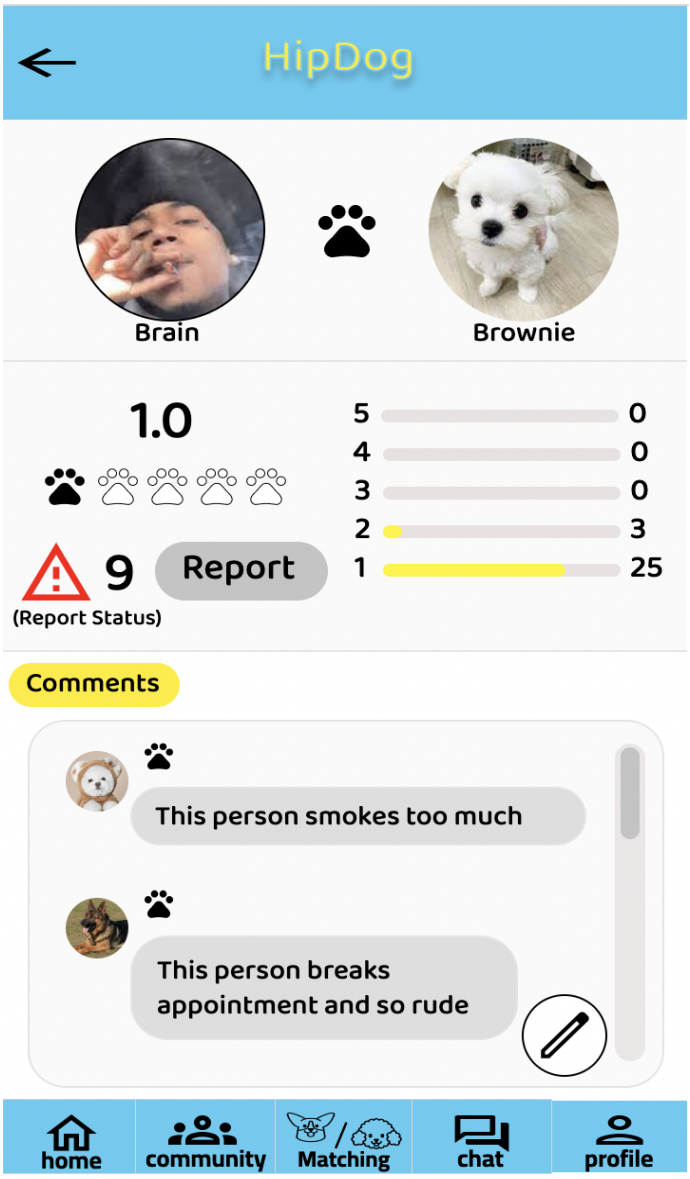
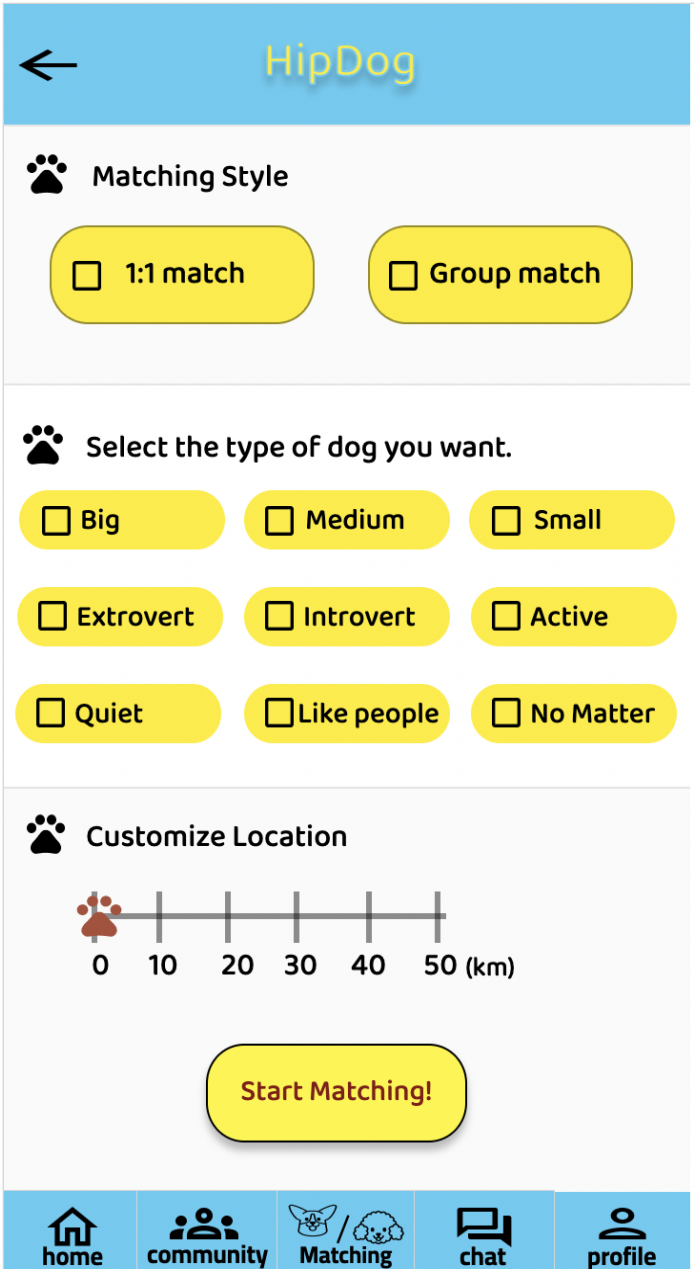
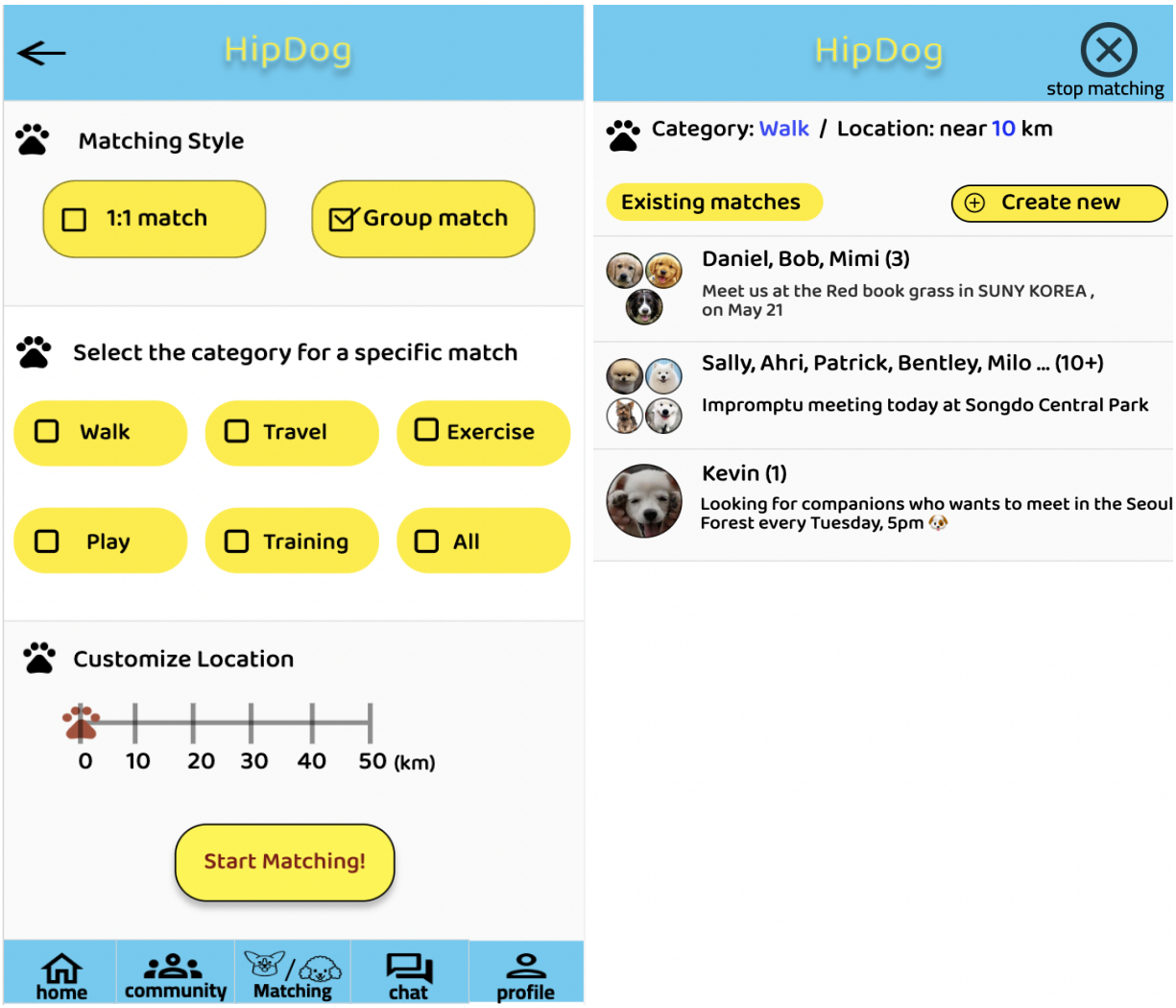
• Representative screenshots:



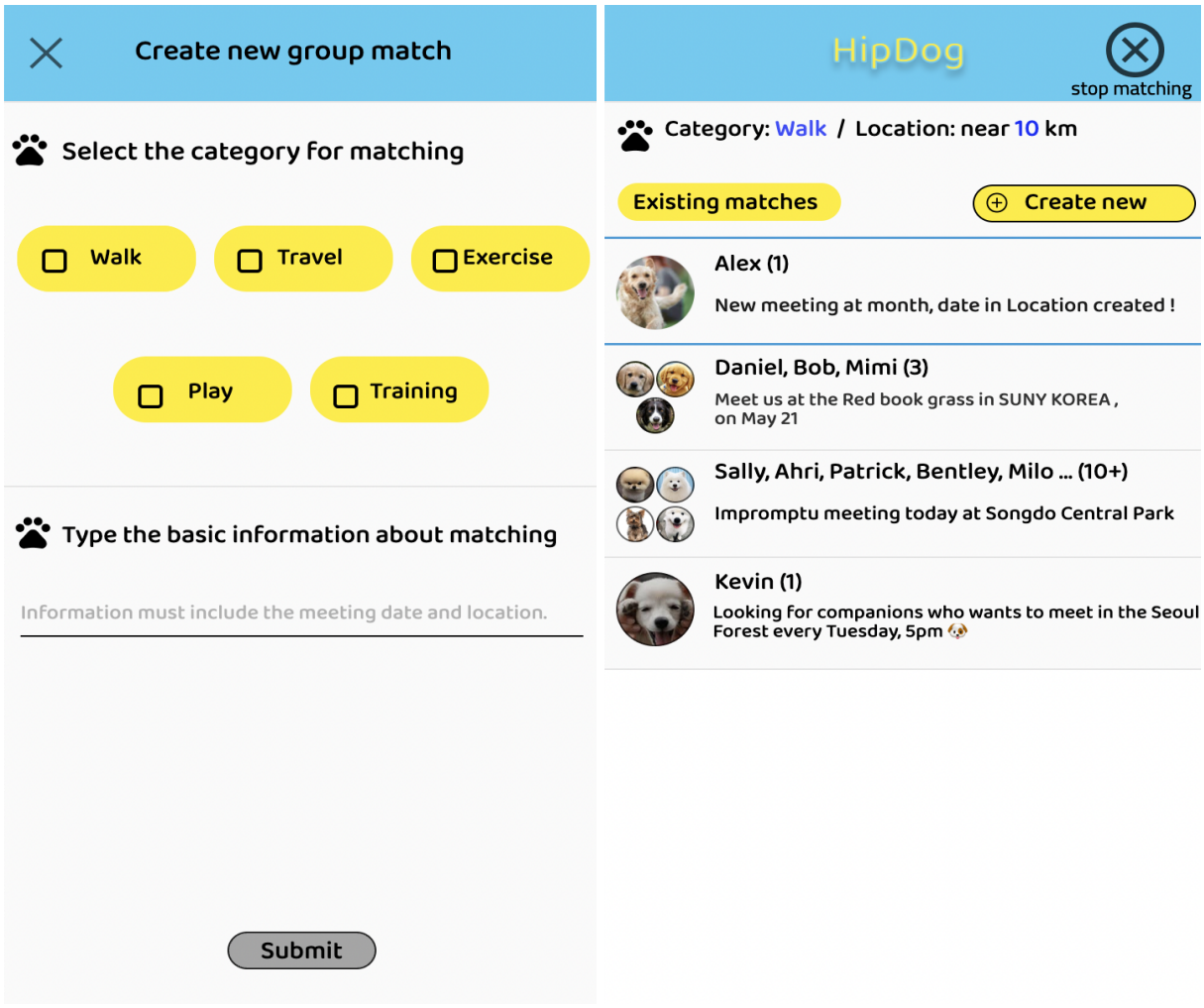
- Users can check the number of reports and comments with rating in other user's profile while matching, so that users can decide whether to select this user and start chatting or not



- Since our service is an app for matching pet-dogs, users can select the type of dog they want to be matched (1:1 match).



- For group matching, users can choose categories for their match. After selection, the user will view a list of open chatting rooms based on their chosen category.



- For group matching, users can create new open chatting room and other users can enter the chatting room

• Changes since Iterative Prototype 1 (1-2 paragraphs):

Our team has made lots of changes through research, user-testing, and in-class feedback. The main purpose which our team decided to make this app was to enhance dogs' sociality which had fallen due to a decrease in activity from COVID-19. However, during the research, we found that there were no relationships between the dogs' sociality and COVID-19. Therefore, we decided not to focus on the dog's sociality with the aspect of COVID-19. We expanded the direction of our app to help dog-owners to get more information about dogs through our community service, and contribute to dogs and dog-owners for making good experiences through our matching service.

Furthermore, our team steadily developed our product's design through prototyping, user testing, and in-class feedback. We received feedback about our design when creating a post that users must enter a particular category such as a dog cafe, or Q&A is inconvenient. Therefore, we added a button on the main page of the community so that users can create a post without entering any specific category. Also, compared to the fact that there are various types of dogs, only a small selection and too limited dog types were provided in our matching form design. Hence, we include more diverse tendencies of dogs for the user's choice. In addition, there was more feedback that our buttons/texts were out of alignment and users can select only a few types or categories in the matching service. Based on this feedback our team revised our design to make our service much more user-friendly.

• Quality Arguments (limit: 700 words):

Today, there are lots of social networking applications that connect users and allow them to meet in real life. Social networking services that are widely used these days are mostly centered on applications that are aimed at the purpose of dating and commerce. Compared to these major applications, our team found out that there is no prominent social networking service for dog-owners and their dogs. Moreover, we also noticed that there are a great number of issues occurring from the online connection among users which still remain a heavy concern for the service providers. Therefore, based on these 2 issues, our team decided to design a social networking application that serves as a solution to the problems.

First of all, we include the matching service in order to provide relationships among dogs and users which will later lead to a meeting in person. For the matching process, our team designed a matching form(Figure 1) that asks the users some distinct information about which type of dog they are expecting to be matched with. In this form, the users can select the categories they want for their matched user. Also, the user can set the range of distance for the location of users which whom they would like to be matched with. Like this, the user can clarify their expectant match with convenience by filling out the form once.

After submitting the matching form, the user is in the actual process of matching with some number of users who are chosen based on the details selected on the matching form. Users can easily select their match by clicking either the O to accept or the X button(Figure 2) to deny the shown user at a time. In this process, our team provides the report and comment status feature to ensure users are matched with reliable accounts. Before deciding to keep on matching with the given user account, users can check each user's basic information and also double-check with report & comment status through the view user profile button(Figure 2). to make sure the user is safe. This also made it easier for the users to approach informing unsafe users and ultimately protect our service community. With such designed functionality, our team desires to help the dog-owners and their dogs to meet each other in a more accessible and at the same time reliable way.

Besides, our team also carefully designed buttons to make it simple and straightforward for users to do what they want. There are some cases where buttons with complex functions not only cause confusion but also annoy users. Therefore, we came up with putting the navigation bar, stop-matching button of the matching service, and the back button(Figure 3) into our service, so that users can easily execute what they want. Furthermore, in community service,

we put a pencil button and search bar(Figure 4) on the first page of our community to allow users to post or find posts without going through multiple steps.

Throughout the semester, we learned about major design principles and processes for making a ‘good’ design. At the same time, our team aimed to design our service which fits the design for good. With keeping this purpose in mind, we applied what we learned to the UI/UX of our HipDog service. For example, when designing buttons, our team implemented the principle of ‘Flexibility and efficiency to use’ from the 10 Usability Heuristics from the Nielsen Norman group. This enabled us to navigate our users to interact with the buttons in a simple and straightforward manner. In addition to this principle, our team also applied the convention of ‘User control and freedom’ and ‘Consistency and standards’ to our navigation bar placed on the bottom of our screens. Likewise, we also included the pop-up windows(Figure 5) in order to prevent the problems from occurring in the first place which follows the principle of ‘Error prevention’.

UI Screenshots

Figure 1. Matching form

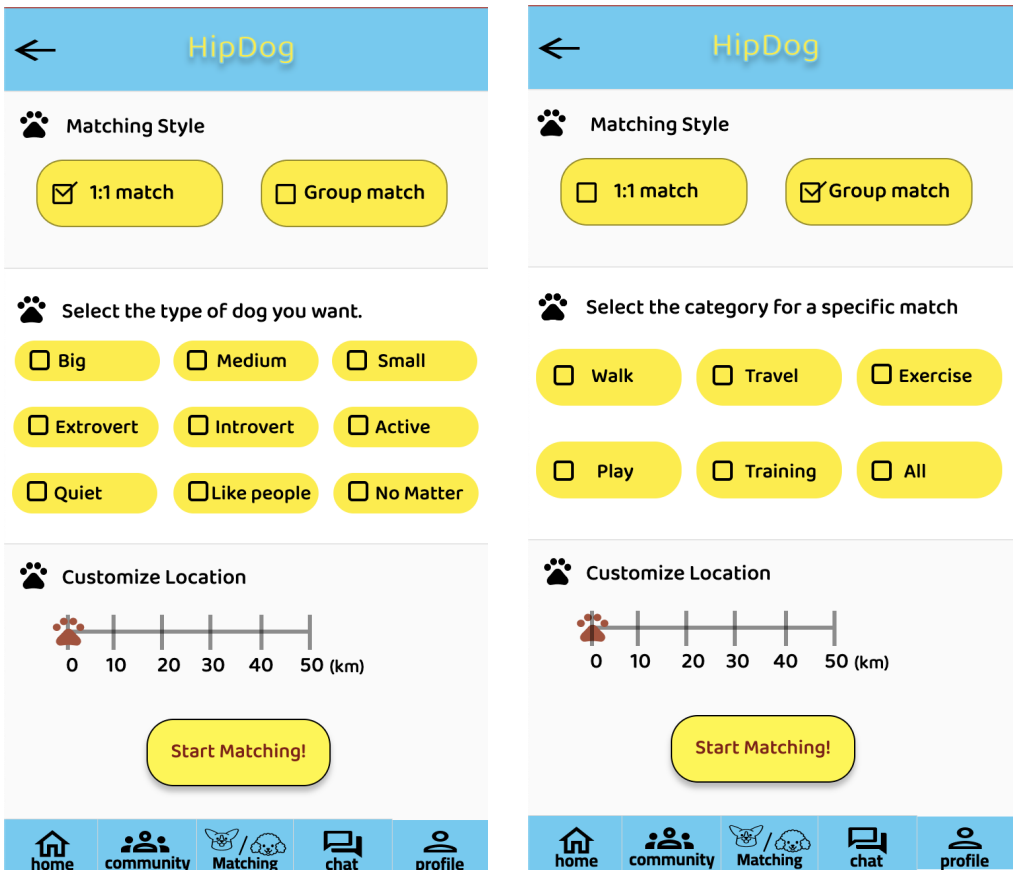


Figure 2. O X button from matching / View User Profile button(which navigates to report & comment status)

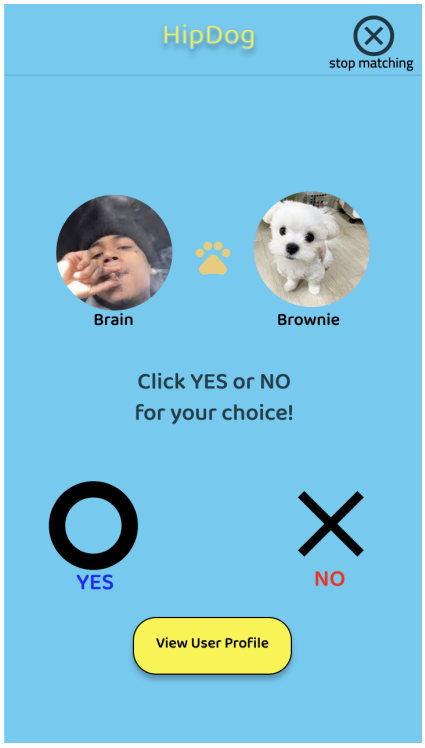
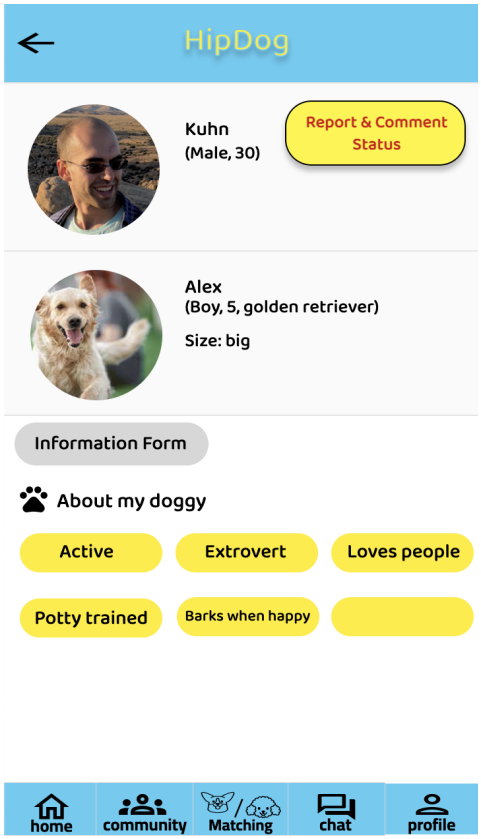


Figure 3. Navigation bar, back button, stop matching button



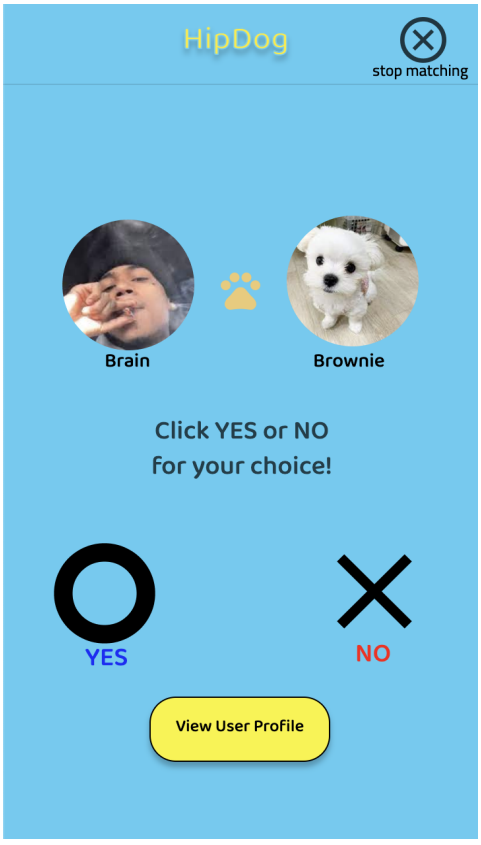


Figure 4. Community pencil button, search bar

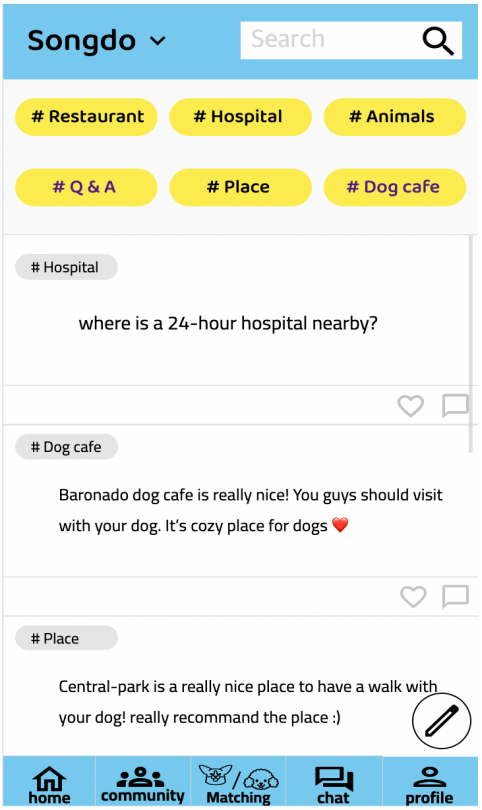


Figure 5. Pop-up window