UX Design

**Proto-Persona: John Davies**

**Name:** John Davies  
**Age:** 67 years old  
**Occupation:** Retired teacher  
**Technology Skills:** Uses a smartphone but struggles with apps that have too many options. Prefers straightforward navigation and minimal steps in digital interactions.

**Pain Points:**

* Finds small buttons and text hard to read.
* Struggles with multi-step payment processes.
* Gets frustrated when apps are confusing or have too many options.
* Has difficulty remembering passwords and logins.
* Worries about making mistakes while using payment apps.
* Prefers cash transactions but acknowledges the shift to digital payments.

A diagram with text and images

AI-generated content may be incorrect.**Empathy Map for John Davies**

Low Fidelity Prototypes

# Version 1: Initial Wireframe

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AI-generated content may be incorrect.

No clear navigation → Users didn’t know where to go next.

Small buttons → Users found them hard to tap

Minimal labels → Some users weren’t sure what the buttons did.

A screenshot of a black phone

AI-generated content may be incorrect.

Parking availability indicator added (✅ Available / ❌ Full) → Users can now see real-time status.

Search bar added to **Parking Selection screen** → Helps users find locations faster.

Navigation bar now has **text labels** → Users understand each section better.

Buttons Size **increased** → Better for touch accessibility.

# Version 2: Refined Wireframe

# Version 3: Final Wireframe

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1) Location indicator added at the top → Users can see their current parking area immediately.

2) Pay for Parking button enlarged and car icon added → Easier to recognize the function and tap quickly.

3) View History button positioned lower → Prevents accidental taps while navigating.

4)Each parking option now has a bold title and availability status → Clearer at a glance which parking spots are open or full.

5)A highlight effect when a location is selected → Users get immediate visual feedback.

6) Back button placed in the top-left corner → Allows users to exit easily without confusion.

7) Time selection buttons redesigned with larger touch areas → Easier selection, preventing mis clicks.

8) A progress bar added at the top (Step 2/3) → Helps users track their progress through the process.

9) ‘Next’ button now labelled ‘Continue to Payment’ → Makes the action clearer for users.

10) Calendar with Time button labelled underneath ‘Starting time’ → Makes users know when their parking time will start

11) Payment options now include icons for Apple Pay, Google Pay, and Debit Card → Speeds up recognition of preferred payment methods.

12) ‘Confirm Payment’ button in green with bold text → Clearly indicates a final action, reducing hesitation.

13) Email entering section for receipts → Allows users to receive a separate confirmation to their inbox

14) Large ‘Payment Successful’ message appears at the top" → Users instantly know the transaction is complete.

15) A Confirmation of their receipt being emailed is placed below → Allows users to check their emails to save proof of payment easily.

16) ‘View History’ button displayed clearly → Users can review their transaction before exiting.

17) ‘Back to Home’ button placed at the bottom → Gives users a clear exit path after completing payment.

User Testing Process

Tested with five participants, aged 55 and older, to evaluate ease of use, navigation clarity, and accessibility of the parking app.

**Tested Features:**

* Home Screen navigation
* Selecting a parking location
* Choosing parking duration
* Payment process
* Confirmation and receipt screen

**Key Feedback and Issues Identified:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Feature Tested** | **User Feedback** | **Issues Identified** | **Suggested Improvements** |
| **Home Screen** | "The buttons feel small and a bit hard to read." | Buttons and text size were too small. | Increased button size and font to improve readability. |
| **Parking Location Selection** | |  | | --- | |  |   "It’s not clear which parking spots are available." | Users struggled to differentiate between available and full spots. | Added color-coded availability indicators (✅ Available / ❌ Full). |
| **Duration Selection** | "I didn’t realize I needed to press ‘Next’ to continue." | Lack of clear progress indication. | Added a progress bar at the top (Step 1 → Step 2 → Step 3). |
| **Payment Screen** | "I wasn’t sure if my payment went through." | No clear feedback after clicking ‘Confirm Payment’. | Added a confirmation message. |
| **Confirmation & Receipt** | "Where do I find my parking history?" | Users had difficulty locating their past payments. | Added a ‘View History’ button on the Home Screen. |

**Refinements made due to User Feedback:**

**Improved Accessibility:**

* Increased button size for better touch accuracy.
* Enlarged text size for readability.

**Enhanced Navigation Flow:**

* Introduced **clear progress indicators** to guide users through steps.
* Placed **labels and icons** in the navigation bar for clarity.
* Highlighted **selected parking locations** so users know their choice is confirmed.

**Better Payment Confirmation:**

* Added **a large success message (‘Payment Successful!’).**
* Implemented **a email receipt option** on the confirmation screen.
* Allowed users to access past payments easily through a dedicated ‘History’ section.

High Fidelity Prototype

Link: <https://www.figma.com/design/mA3nYroCcM5UEdGz09OEVr/Car-Parking-App?node-id=0-1&t=wTKsoDrYOSmzIRjE-1>

Video of High-Fidelity Prototype

Link: [Video of Car Parking App – Figma .mp4](https://leedstrinity-my.sharepoint.com/:v:/r/personal/2306408_leedstrinity_ac_uk/Documents/Attachments/Video%20of%20Car%20Parking%20App%20%E2%80%93%20Figma%20.mp4?csf=1&web=1&e=RlXM2c&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJTdHJlYW1XZWJBcHAiLCJyZWZlcnJhbFZpZXciOiJTaGFyZURpYWxvZy1MaW5rIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXcifX0%3D)

Ai Statement

This assignment used generative AI in the following ways for the purposes of completing the assignment: research, feedback