DUBER

Designing Alternatives

Developing Low-Fidelity Prototypes

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Introduction

The objectives for this lab were to understand the phases involved for UX design development. By researching and applying various ideation techniques such as: brainstorming, sketching, card sorting, journey mapping, write-ups, and wire-framing, we have been able to narrow down ideas for the content we will present users, and then decide on a layout for this content. Having an understanding of the basic layout and content for the site, we were able to produce some low-fidelity prototypes in which users can become familiar with the product. By using software that was available such as https://uxpressia.com/, coupled with our personas, we were able to build a user journey map. https://www.mockflow.com/ provided the software to complete our wireframe and bring some of our sketches to life in the digital world.

Concept Ideation and Sketching

For the concept ideation and sketching portion of this lab, our group was able to come together for a meeting during our lab time and come up with different ways our project could be developed. First, we started out thinking of designing this application in a web-app based format, but after doing some brainstorming and discussion we decided to think about this product as a mobile app instead. The ideas for the web app are still included in this document in case we decide to develop a web app in the future. We were able to come up with several pages which logically progresses through a users interaction with the system, and each page had specific usability requirements that we needed to meet. A rough sketch for basic flow/navigation of the application was also developed in this stage.

Ideas for website:

Landing Page Ideas:

- Card layout? What layout would work best do you think?
- F pattern, Z Pattern?
- Nav bar across the top (logo as home button),home, how it works, download, contact.
- Advertisements on right hand side of screen
- Login/Sign up/sign out button top right corner
- Footer containing contact email, rights reserved, web host
- Browse dispensary list
- Download app button
- Twitter, Facebook, YouTube, Instagram links
- Consult a doctor link - to get medicinal card

Dispensary Browse Page flow:

- **First page:** Enter an address and it will display dispensaries for that area

- **Second page:**
- Card layout
- Alphabetical order

- Button to sign your dispensary up
- Each card represents a dispensary:
    - Pic of dispensary logo or storefront
    - Quick overview of products they offer (# of strains, and if they offer edibles, oils, tinctures, etc)
- Drop down with just a list of dispensaries in alphabetical order
- Search bar for searching certain strain
- Place an order button

App download page:

- Big buttons, IOS or ANDROID
- Web application buttons- smaller -lower priority
- Navbar/ footer
- If user is not signed in, bring them to sign in/sign up page

Sign up/ Sign in page:

- First Page:
    - Input for email
    - Input for password
    - Submit button
    - Forgot password link
    - Create account button
- When the user hits the submit button - If email is registered and correct password, it will log in and bring them to dispensary browse page, else it will bring them to sign up page with email field filled out from previous section
- Sign up page inputs:
    - First name
    - Last name
    - Phone number
    - Email
    - Medicinal user card
    - Doctor info
    - Address

Place an order page flow:

First page: enter a location for delivery

Second page:

This is where our group decided to switch gears and focus on a mobile application model for the software instead of having a web application. This allowed us to put more effort into the design of the mobile app only, instead of trying to design two systems simultaneously.

Mobile Application

First Time Users Can Create an Account to use the app for orders.

Account Page:

- Name
- Phone
- Email
- Address
- Favorites

Medical Information page:

- Photo section for medicinal card
- Identification photo
- Doctor Info

Nav Bar floats at top of screen at all times:

- Home
- Order
- Recents & faves
- Offers/sales
- Locations
- Sign in / log out

Opening Screen:

- Sign up/Login with logo
- Top bar with menu button and centered logo
- My Orders card
    - Start an Order
- Browse dispensary card - access location
- Nearby dispensaries card (Google maps)

My Orders:

- Items in cart
- Display order history
- Option to remake a past order

Browse Dispensaries:

Card layout

- Each card represents a dispensary:
- Pic of dispensary logo or storefront
- Quick overview of products they offer (# of strains, and if they offer edibles, oils, tinctures, etc)

Clicking a card, opens up the dispensary page

Dispensary page:

- Grid layout
- Each grid piece has a little picture of the product and description of its properties / price
- By clicking on the grid piece for a specific product, it will bring you to the product page

Product page:

- Picture of product
- Detailed description of product
- Purchasing info (qty)
- Add to cart and continue shopping or make purchase
- List of local dispensaries that have it in stock

Purchase page:

- Ability to reselect quantity
- Shows price for each product
- Total price shown
- Use credit card on account
- Add new credit card

Product list page:

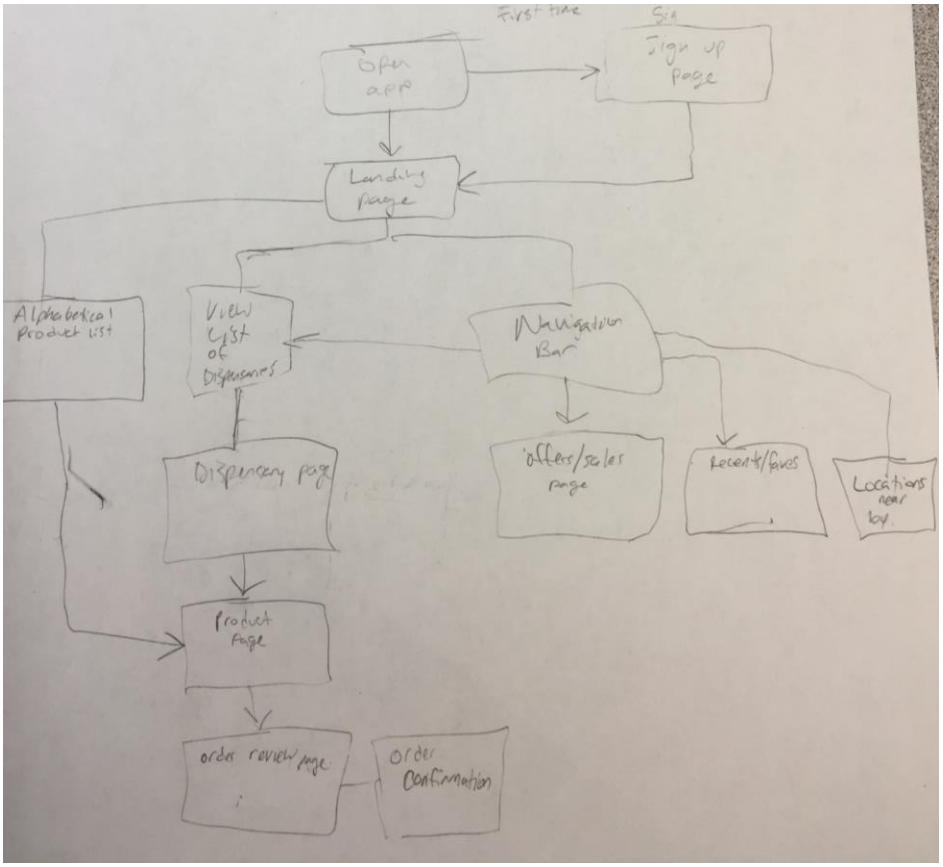
- Alphabetically list all products available
- User selects a product and it will bring them to the product page

Implementing Information Architecture

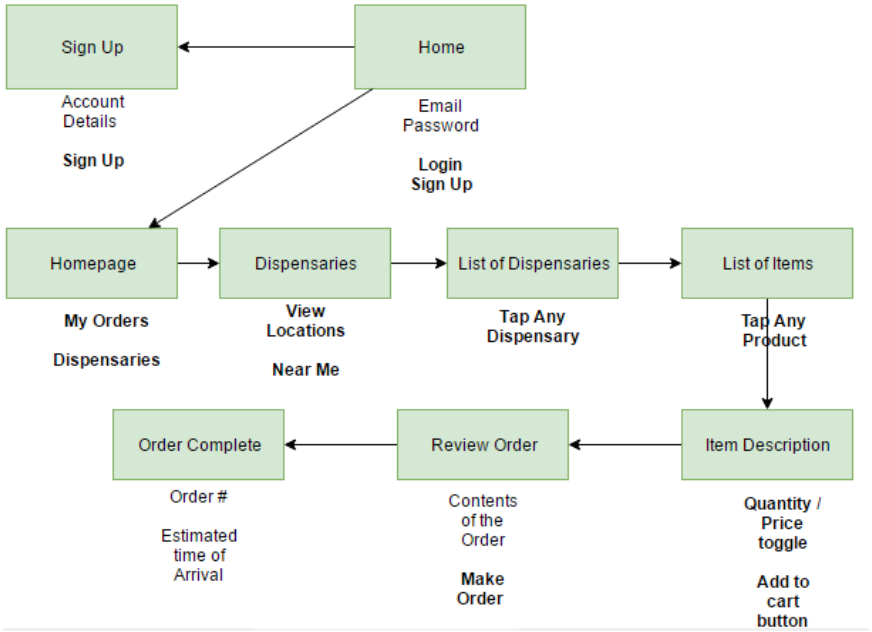
To help define the different paths the users can take, we created a visual for the design architecture of the site. The outcome of this process was a blueprint for the site which is a sitemap to show which pages lead to which pages and how a user accesses different pages of the application. This was not as easy as first anticipated, and has had to have been adapted several times as the designing alternatives process went along. The techniques we employed to complete this section were rapid sketching for a rough concept map, brainstorming, and card sorting. Using these techniques gave us a better picture of how we should structure the content of the page by having users decide which functionality would be more desirable and have them rank the different components on the web pages with card sorting. Using personas that were created in the last lab, we created a user journey scenario for one of our personas, George, which showed the initial process of him finding our app through a Google search and installing it. After becoming more familiar with the layout of our app, we went in to more detail and recreated sketches that portrayed a detailed concept for our application. This provided us with further insight to the interaction flow of the application. These more detailed sketches also gave us the opportunity to highlight certain parts of the system and where they would be located; we were able to present our information in a logical, categorical sense. The sketches were then used to create the wireframing for our application. These wireframes will be useful to elicit further information from our users about the design of the application by having the users interact with the wireframe and provide us feedback on the usability of the application.

Planning Content

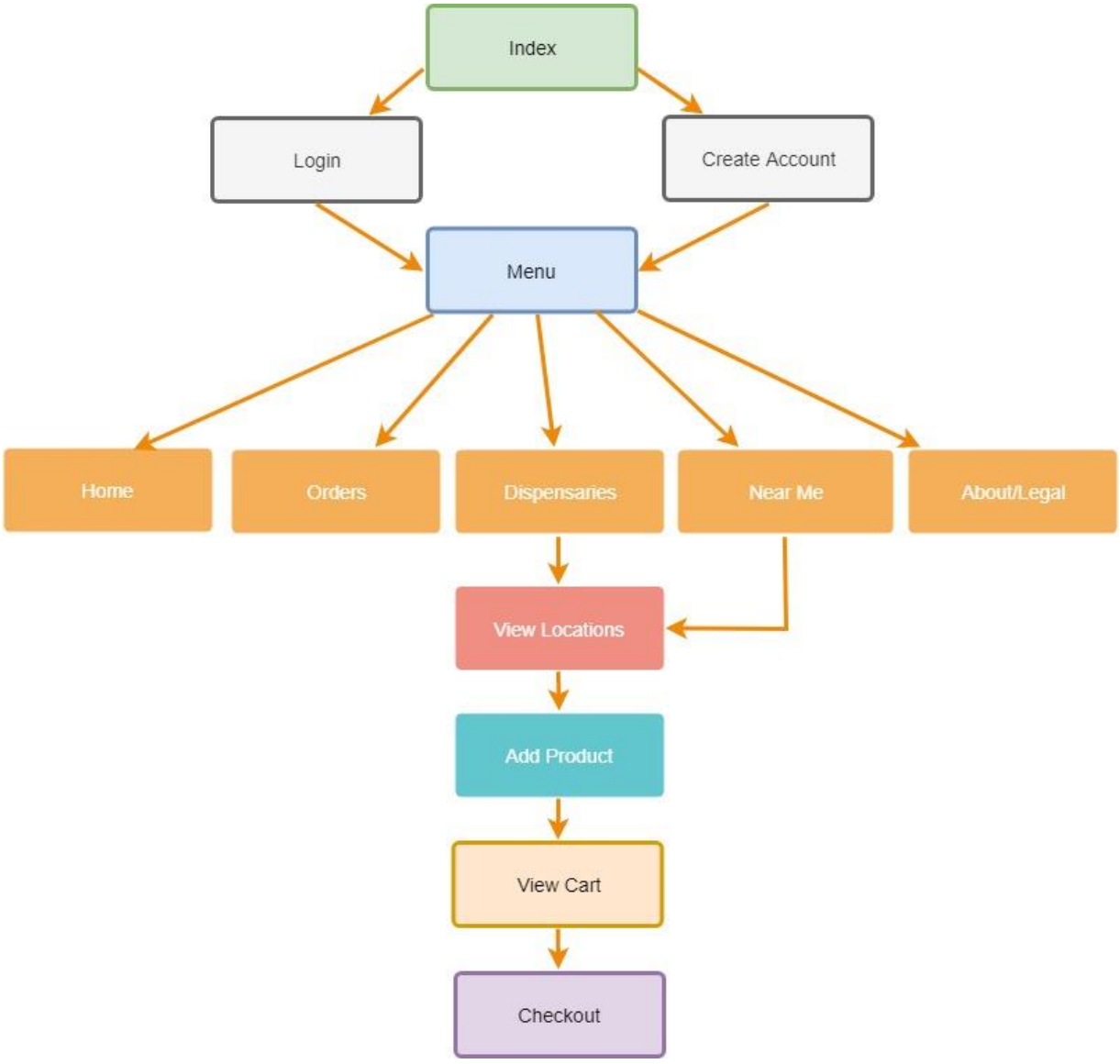
Concept map:



Designing Structures to house information and designing pages, page components, and functional elements

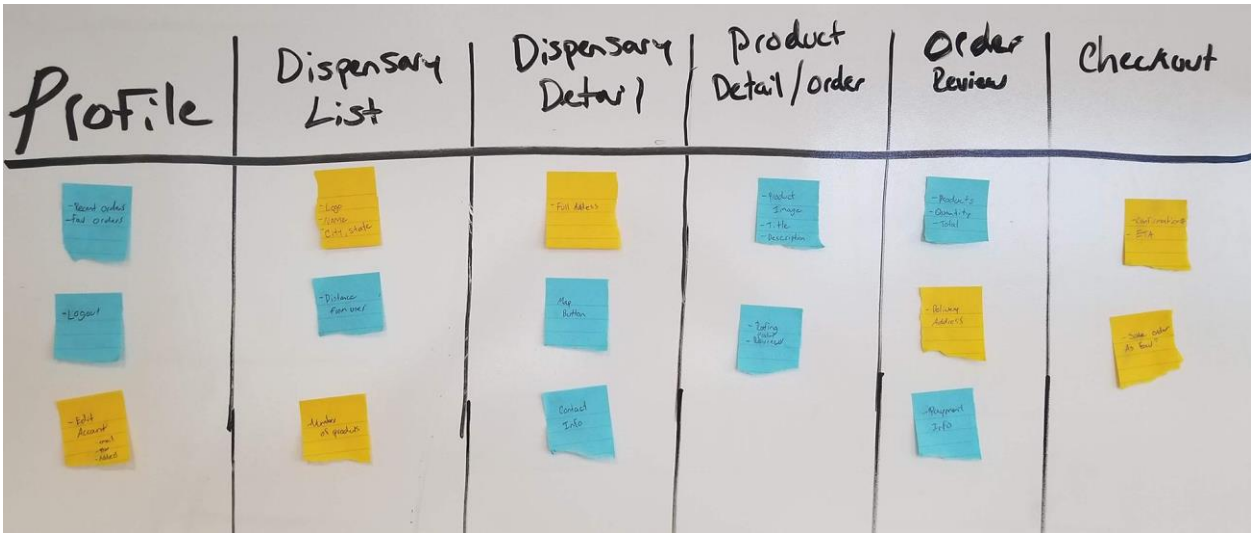


Designing Navigation



Card Sorting:

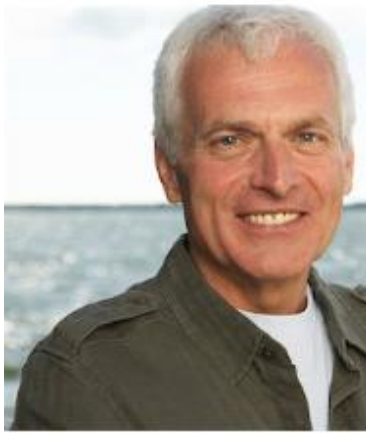
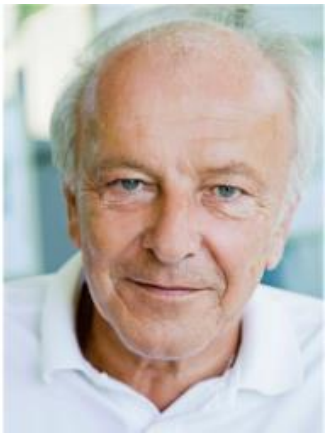
Five users were selected for our card sorting technique:



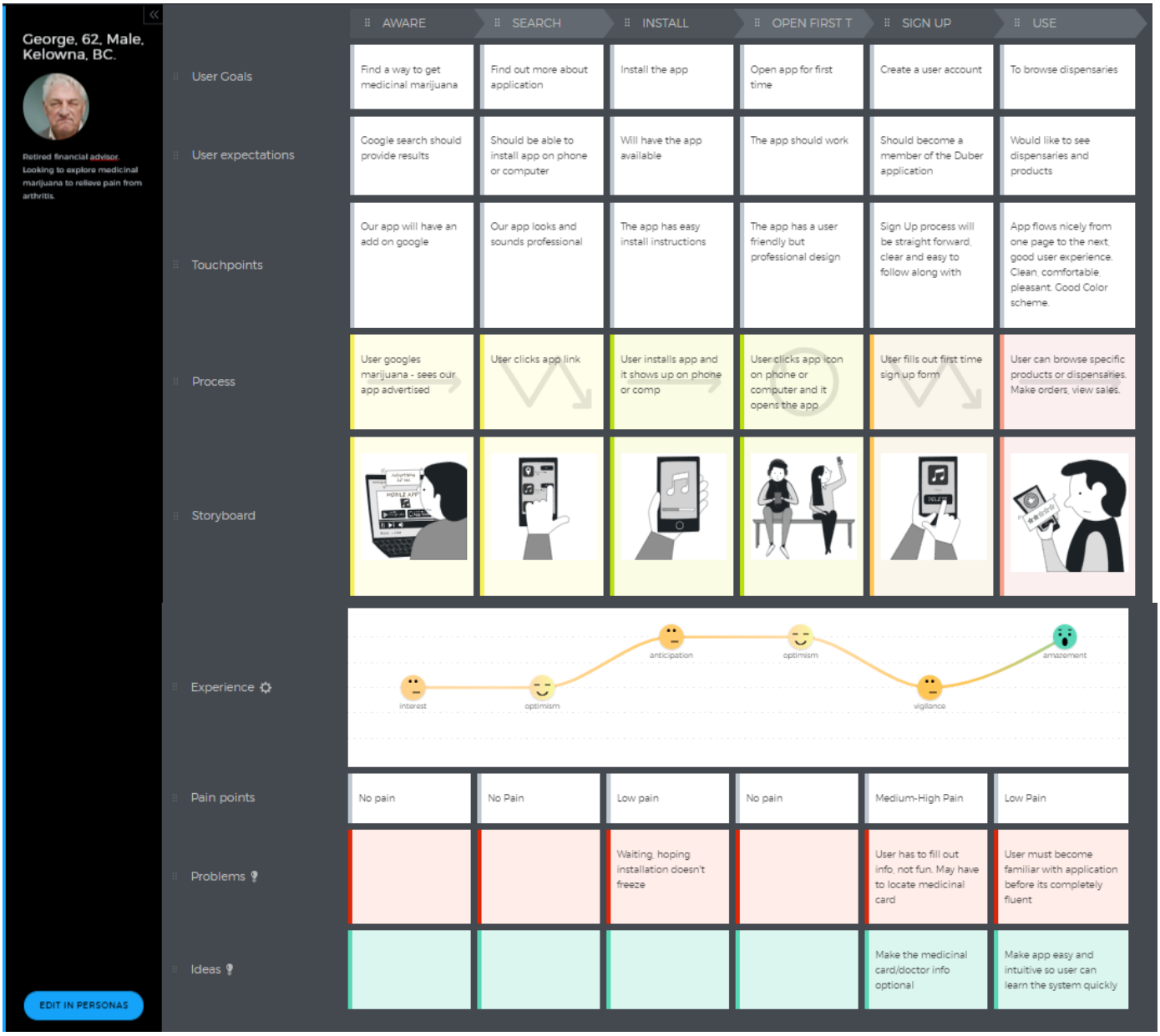
Full version can be found here: https://photos.app.goo.gl/SkRMZ9tXW3QcNXT77

Use personas to create task analysis or user journey map:

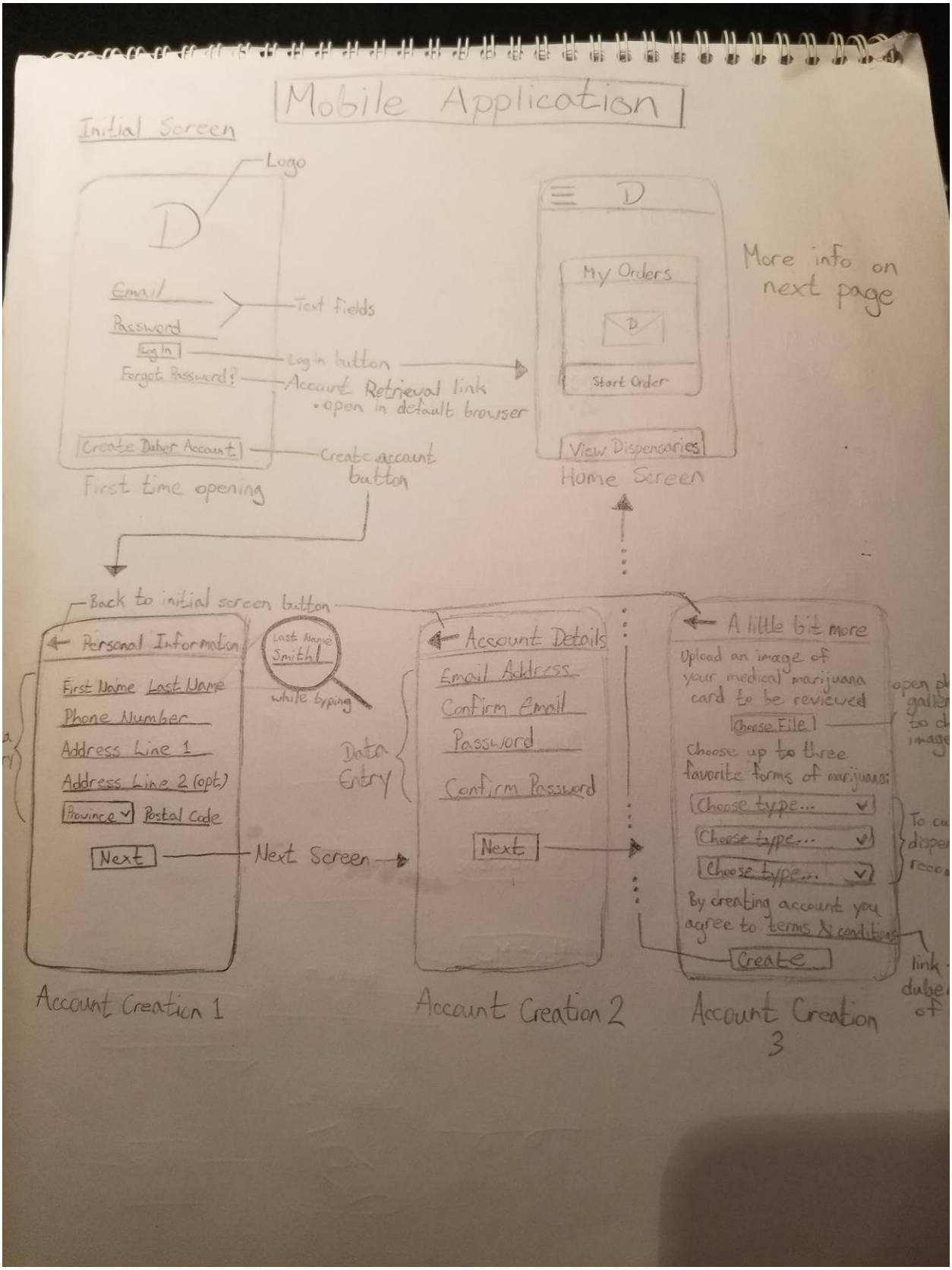
Task Analysis:

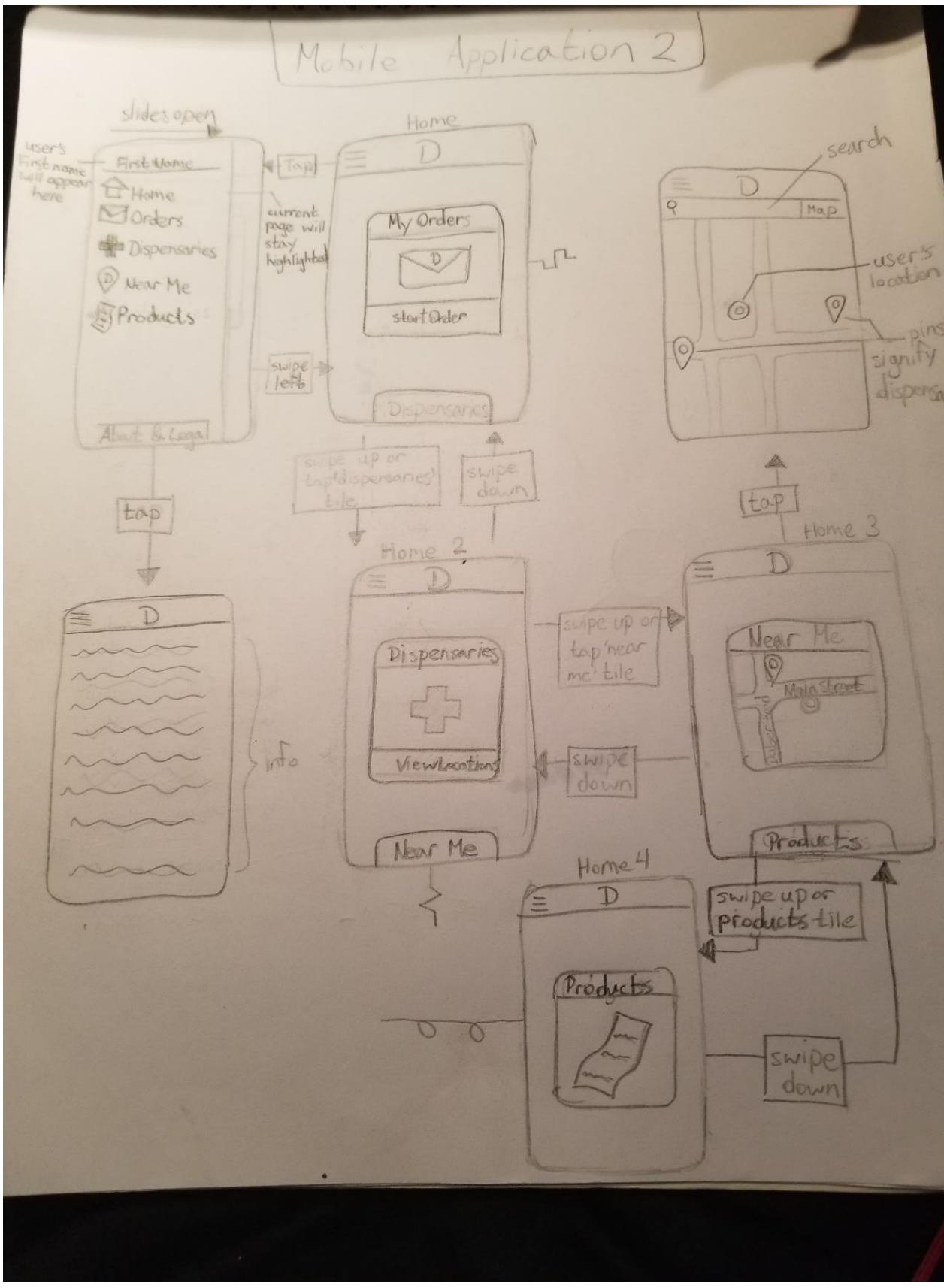
Duber **Personas Overview**		
Name	George	Dave
Occupation	Retired Financial Advisor	Retired War Veteran
Age/Gender	62 Male	65 Male
Quote	“I’m looking to into the benefits of medical	“I’ve experienced chronic pain and PTSD after

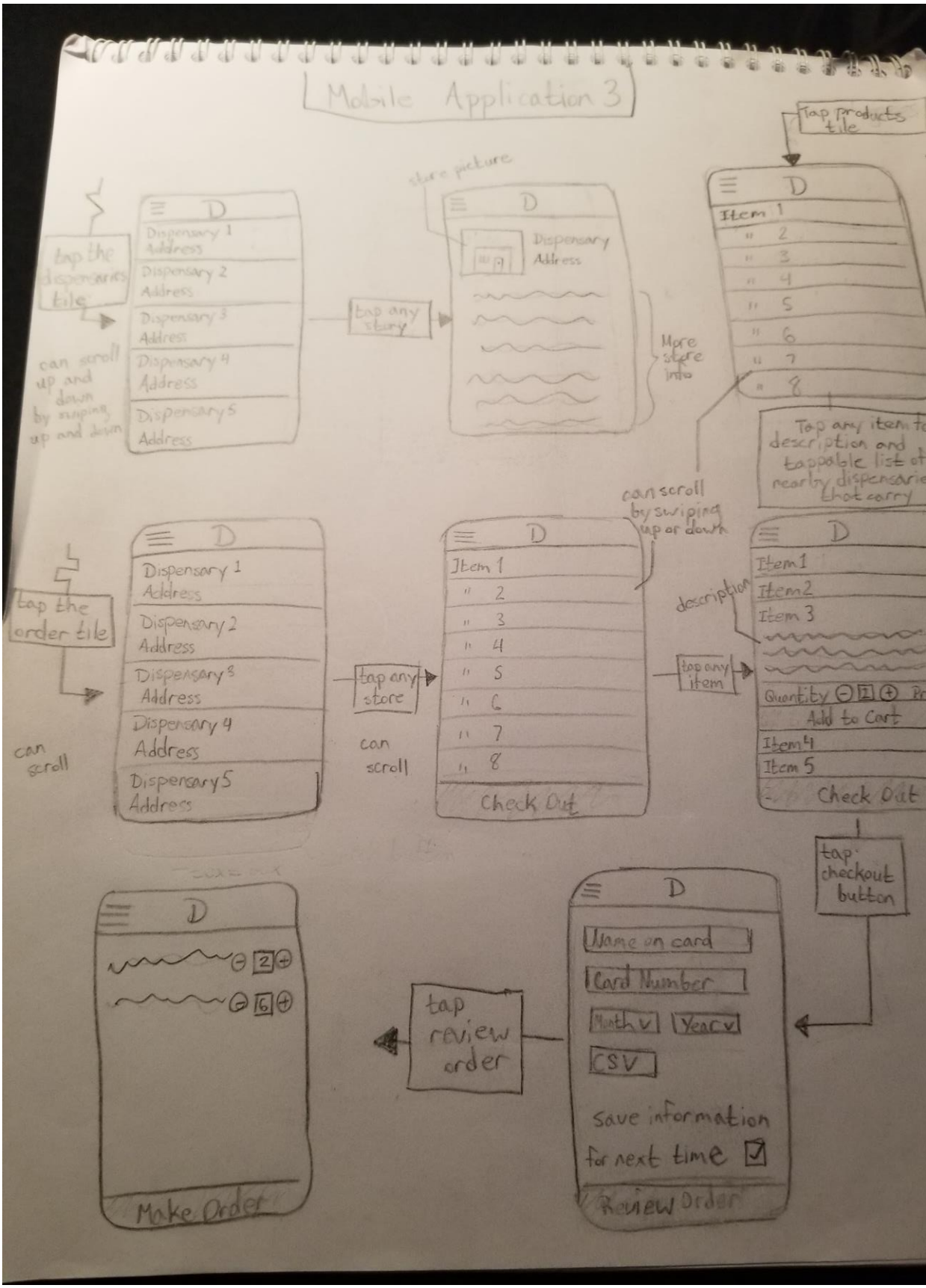
	marijuana to ease my ailments and in turn experience a better quality of life.”	years spent overseas in the war. I have been recommended medical marijuana from friends in a similar position to me.”
Goals	“I’m hoping to find a strain that will help with the pain and frustration I experience from Arthritis.”	“I am seeking a strain that will help me to cope with my PTSD help me sleep better.”
User Flow	- Heard about medical marijuana benefits on CBC - Googles medical marijuana and its correlation with Arthritis - Scrolls to the top of the Google search results and discovers an advert for Duber	- Heard about medical marijuana from a friend who experienced similar PTSD symptoms after war - Googled “Duber” as it was recommended to him, and continued to navigate through the website - Searched through the website to educate himself on the different strains and their benefits

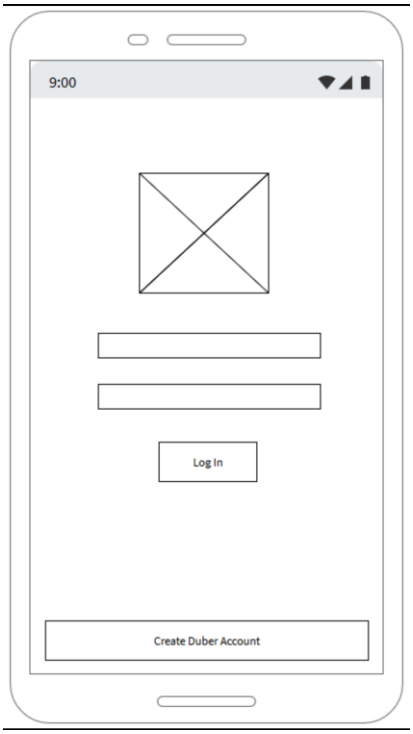

George, 62, Male, Kelowna, BC.
Retired financial advisor. Looking to explore medicinal marijuana to relieve pain from arthritis.
EDIT IN PERSONAS
AWARE
SEARCH
INSTALL
OPEN FIRST T
SIGN UP
USE
User Goals
Find a way to get medicinal marijuana
Find out more about application
Install the app
Open app for first time
Create a user account
To browse dispensaries
User expectations
Google search should provide results
Should be able to install app on phone or computer
Will have the app available
The app should work
Should become a member of the Duber application
Would like to see dispensaries and products
Touchpoints
Our app will have an add on google
Our app looks and sounds professional
The app has easy install instructions
The app has a user friendly but professional design
Sign Up process will be straight forward, clear and easy to follow along with
App flows nicely from one page to the next, good user experience. Clean, comfortable, pleasant. Good Color scheme.
Process
User googles marijuana - sees our app advertised
User clicks app link
User installs app and it shows up on phone or comp
User clicks app icon on phone or computer and it opens the app
User fills out first time sign up form
User can browse specific products or dispensaries. Make orders, view sales.
Storyboard
Experience
interest
optimism
anticipation
optimism
vigilance
amazement
Pain points
No pain
No Pain
Low pain
No pain
Medium-High Pain
Low Pain
Problems
Waiting, hoping installation doesn't freeze
User has to fill out info, not fun. May have to locate medicinal card
User must become familiar with application before its completely fluent
Ideas
Make the medicinal card/doctor info optional
Make app easy and intuitive so user can learn the system quickly

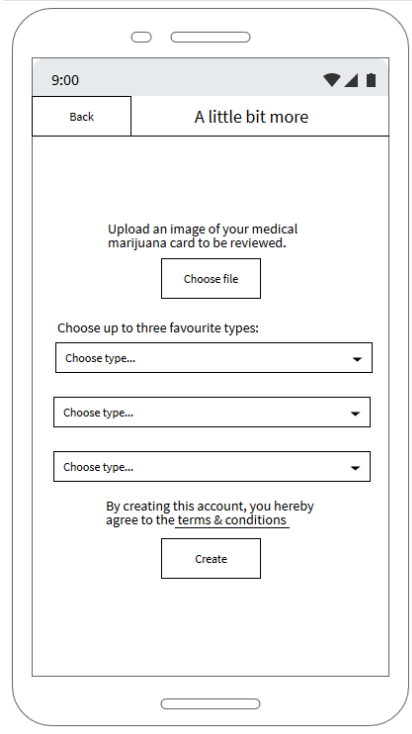
2.7 Create sketches and wireframes

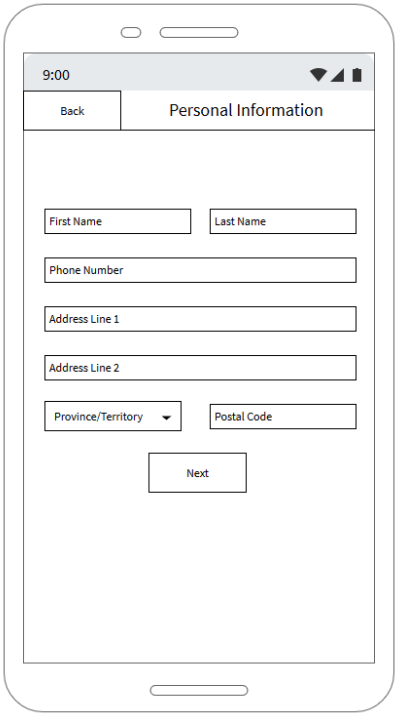



Mobile Application 2
slides open
user's first name will appear here
First Name
Home
Orders
Dispensaries
Near Me
Products
About & Legal
Tap
current page will stay highlighted
swipe left
Home
My Orders
start Order
Dispensaries
search
Map
user's location
pins signify dispens
swipe up or tap 'dispensaries' tile
swipe down
tap
tap
Home 2
Dispensaries
View Locations
Near Me
info
swipe up or tap 'near me' tile
swipe down
Home 3
Near Me
Main Street
River Road
Products
Home 4
Products
swipe up or products tile
swipe down

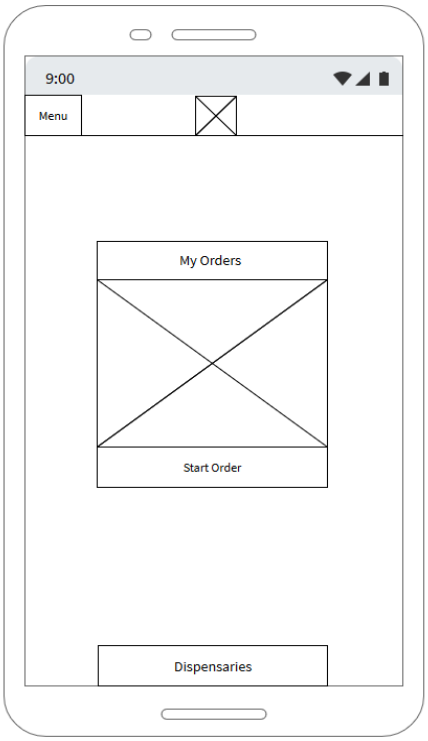

Mobile Application 3
Tap products tile
store picture
Dispensary 1 Address
Dispensary 2 Address
Dispensary 3 Address
Dispensary 4 Address
Dispensary 5 Address
tap the dispensaries tile
can scroll up and down by swiping up and down
tap any story
Dispensary Address
More store info
Item 1
" 2
" 3
" 4
" 5
" 6
" 7
" 8
Tap any item for description and tappable list of nearby dispensaries that carry
can scroll by swiping up or down
tap the order tile
can scroll
tap any store
can scroll
Check Out
description
tap any item
Item 1
Item 2
Item 3
Quantity - 1 +
Add to Cart
Item 4
Item 5
Check Out
tap checkout button
Make Order
tap review order
Name on card
Card Number
Month
Year
CSV
Save information for next time
Review Order

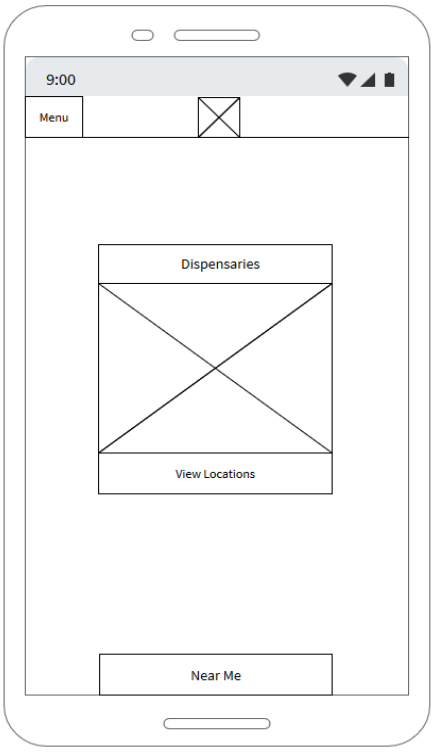

9:00
Log In
Create Duber Account

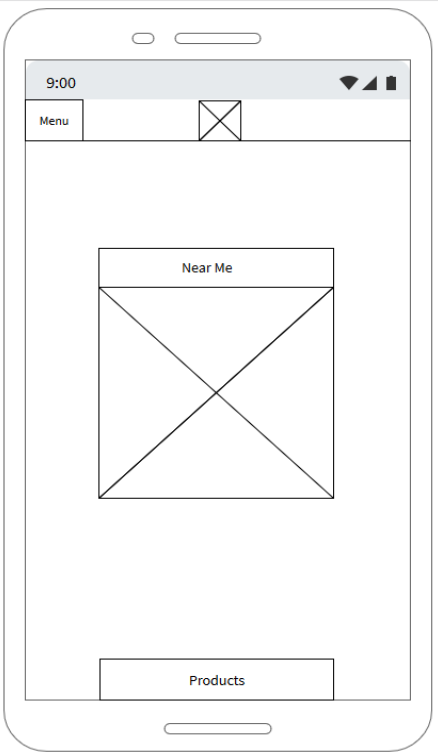

9:00
Back
A little bit more
Upload an image of your medical marijuana card to be reviewed.
Choose file
Choose up to three favourite types:
Choose type...
Choose type...
Choose type...
By creating this account, you hereby agree to the terms & conditions
Create

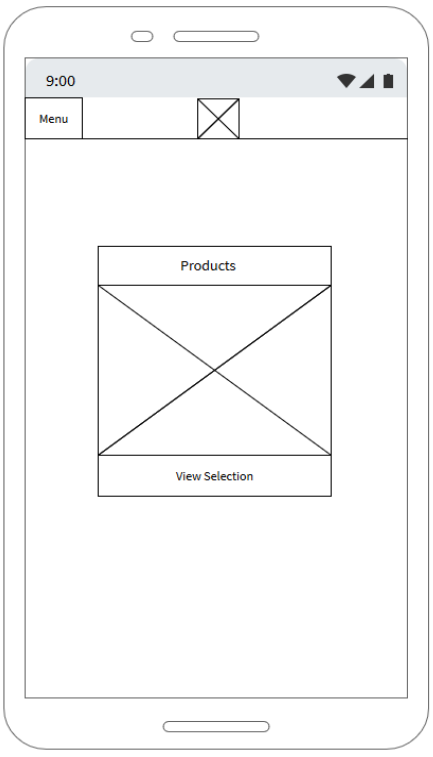

9:00
Back
Personal Information
First Name
Last Name
Phone Number
Address Line 1
Address Line 2
Province/Territory
Postal Code
Next

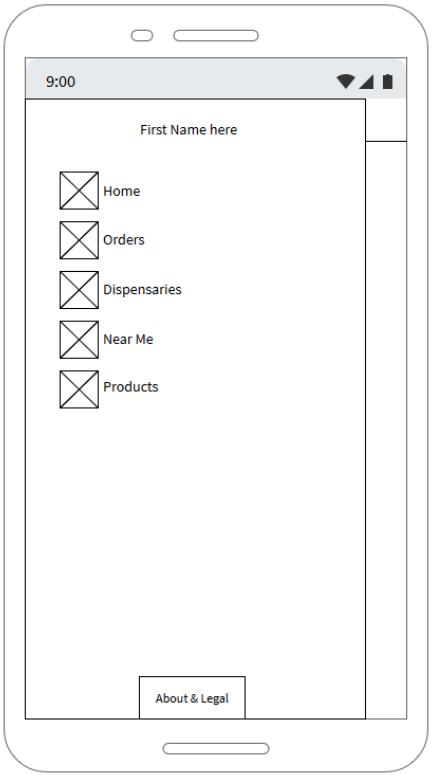

9:00
Back
Account Details
Email Address
Confirm Email
Password
Confirm Password
Next

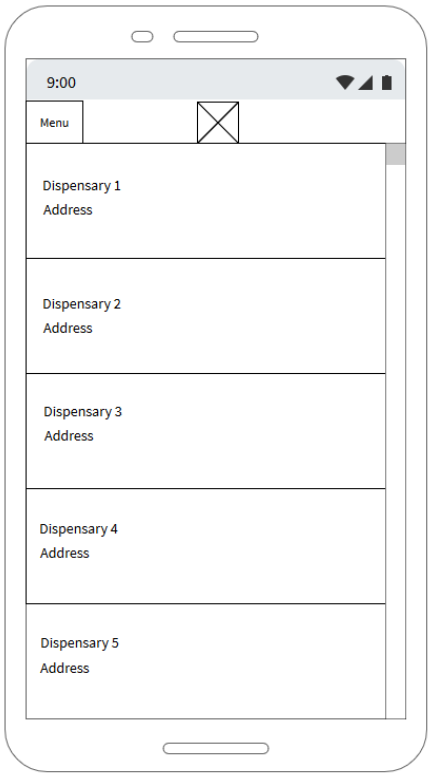

9:00
Menu
My Orders
Start Order
Dispensaries

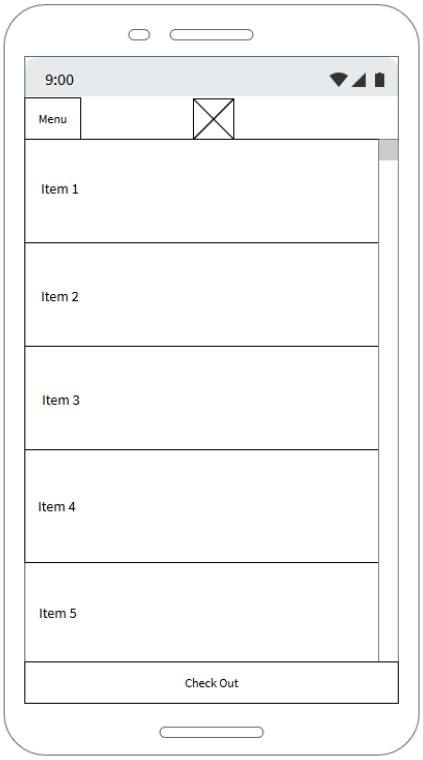

9:00
Menu
Dispensaries
View Locations
Near Me

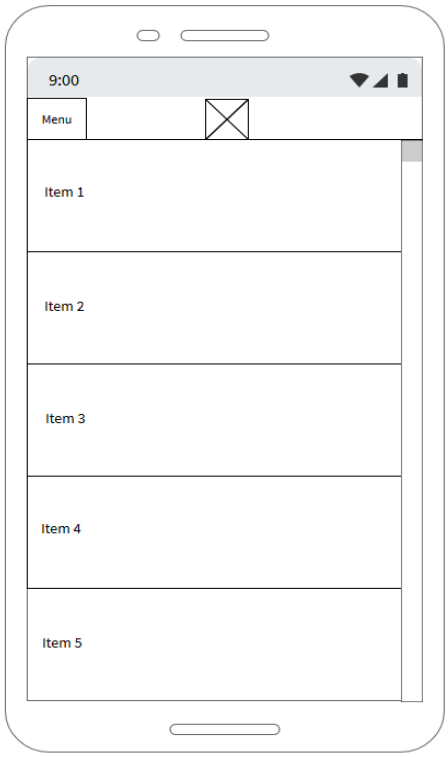

9:00
Menu
Near Me
Products

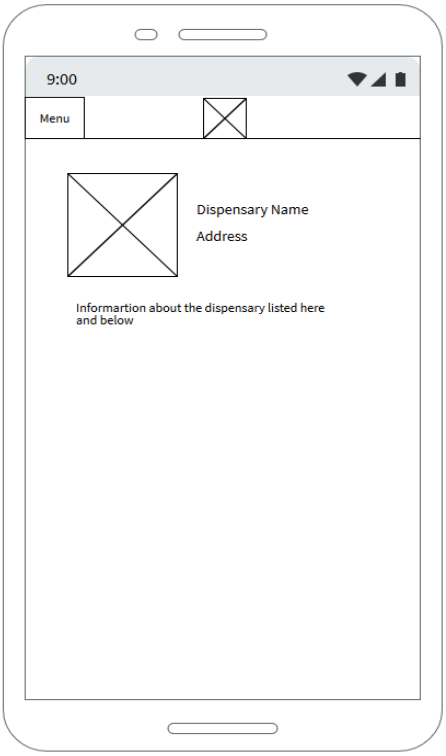

9:00
Menu
Products
View Selection

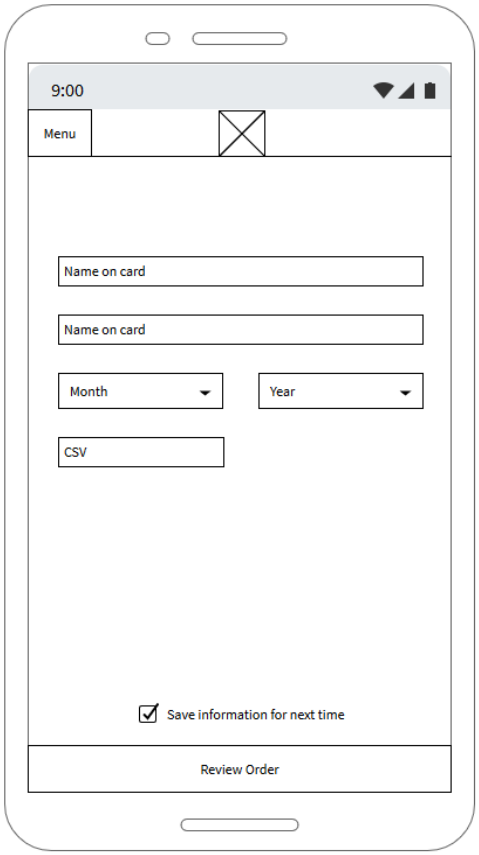

9:00
First Name here
Home
Orders
Dispensaries
Near Me
Products
About & Legal

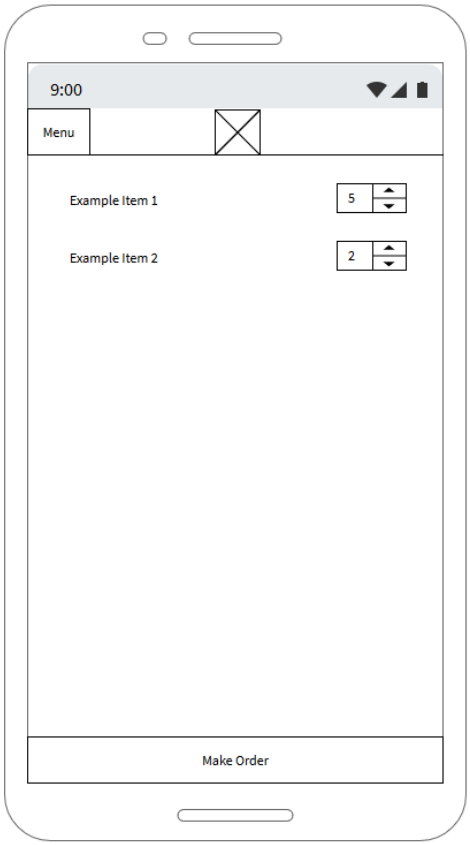

9:00
Menu
Dispensary 1
Address
Dispensary 2
Address
Dispensary 3
Address
Dispensary 4
Address
Dispensary 5
Address


9:00
Menu
Item 1
Item 2
Item 3
Item 4
Item 5
Check Out


9:00
Menu
Item 1
Item 2
Item 3
Item 4
Item 5


9:00
Menu
Dispensary Name
Address
Informartion about the dispensary listed here and below


9:00
Menu
Name on card
Name on card
Month
Year
CSV
Save information for next time
Review Order


9:00
Menu
Example Item 1
5
Example Item 2
2
Make Order

Conclusion

Our choice to push the web-application into a future sprint has allowed us to focus our attention entirely to the mobile aspect. The rapid sketching, brainstorming, card sorting, journey mapping, write-ups, and wire-framing techniques we used has proven to be a good approach for establishing efficient content organization and had helped us increase the overall usability of the system. With these methods reigning in a successful iteration of the designing alternatives process, it has lead to significant advancement in the project. Duber's application is on schedule to deliver a high-fidelity prototype.