

Navigate your world, Seamlessly

Overall Problem

- Joe lives in a suburb area and wished there was a way to get around town without having to pay for his car
 - Car insurance and car payments are getting expensive
 - The worry of the car breaking down and paying a lot to fix it worries him
 - Though he wants to make the change he is worried because he doesn't know about many other options available to him.

Initial Paper Prototype - Overview

Entire Paper Prototype:

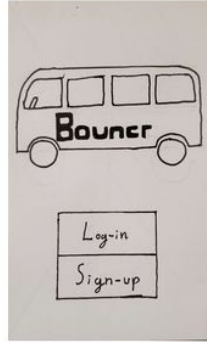


Figure 1 Login/Sign-in page

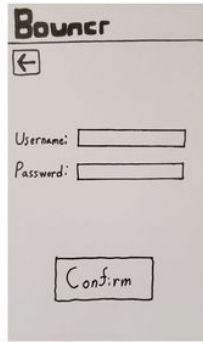


Figure 2 Login Page

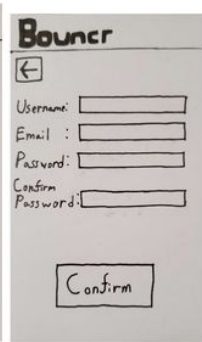


Figure 3 Sign-in page

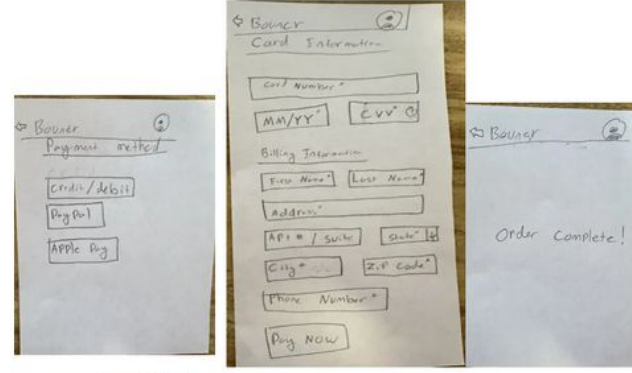


Figure 13 Checkout process



Figure 4 Home Page

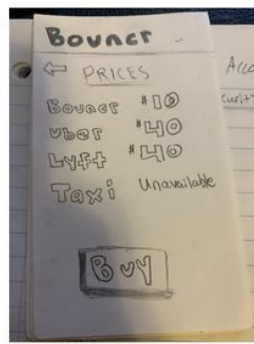


Figure 9 Compare Options page

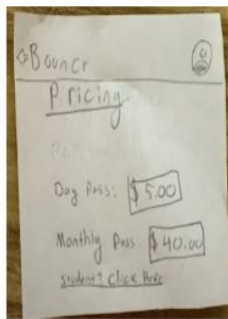


Figure 11 Buy Page

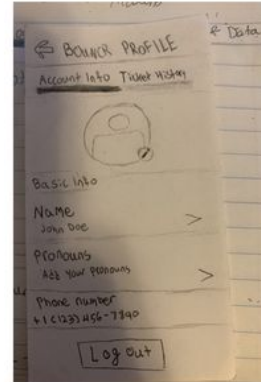


Figure 14 User Account Information page

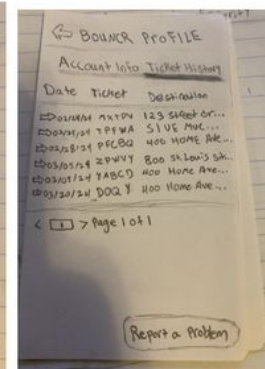


Figure 15 User Ticket History Page

Initial Paper Prototype-Task 1: Get a virtual bus stop



Figure 4 Home Page

Home Page



Figure 5 User is the blue circle

User Is Blue Circle

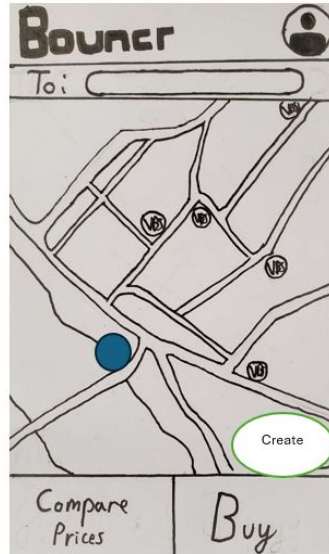


Figure 6 User is the blue circle

If user is far away from VBS they can create one

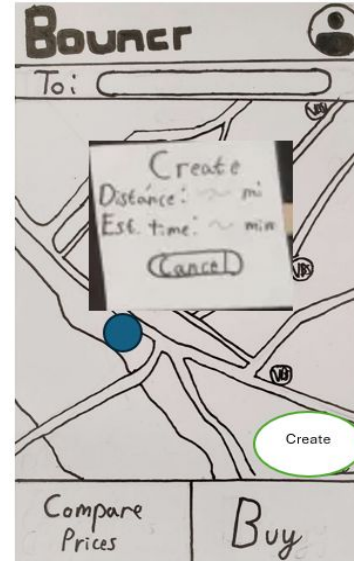


Figure 8 User is the blue circle

Create menu give info and allows user to cancel

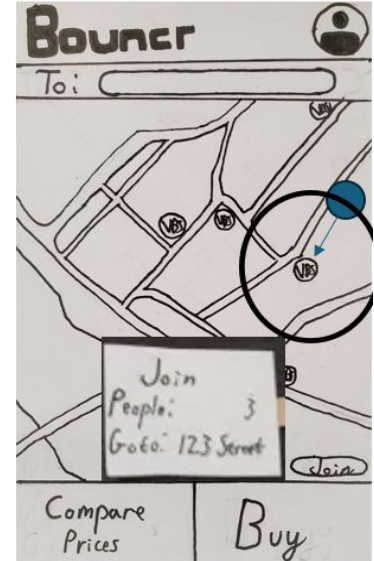


Figure 7 User is the blue circle

If user is close they can join and get info about the VBS

Initial Paper Prototype-Task 2: Compare Prices for different transit services



Figure 4 Home Page

User can click
Compare
Prices

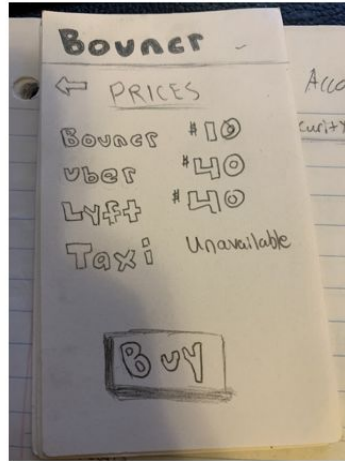


Figure 9 Compare Options page

User gets
prices to find
the cheapest
option

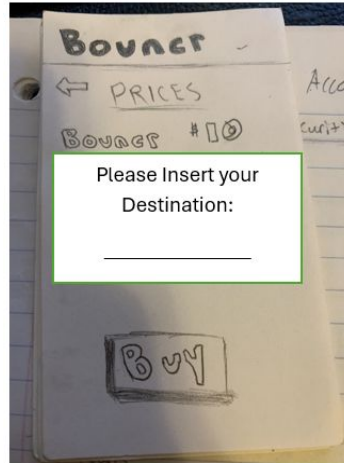


Figure 10 Compare Options page

If no destination is
inputted it
prompts for a
destination

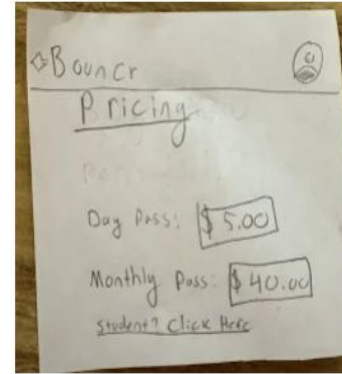


Figure 11 Buy Page

Can buy bus
passes from the
app

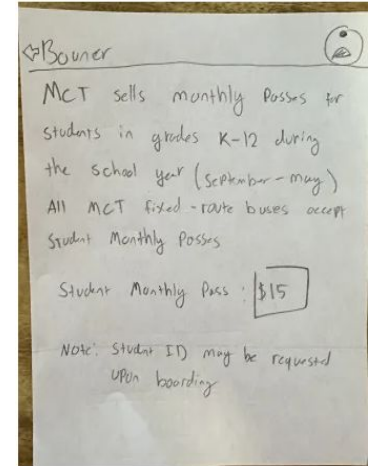


Figure 12 Student Discount window

When hyperlink is
clicked gives
option of student
discount

Initial Paper Prototype-Task 2: Compare Prices for different transit services

The figure displays three hand-drawn paper prototypes of a checkout process, arranged horizontally. Each prototype is a piece of paper with a header 'Bouncer' and a small icon of a person's head.

Prototype 1 (Left): The header is 'Bouncer' with a small icon of a person's head. Below the header is the title 'Payment method'. Underneath, there are three rectangular boxes labeled 'Credit/debit', 'PayPal', and 'Apple Pay'.

Prototype 2 (Middle): The header is 'Bouncer' with a small icon of a person's head. Below the header is the title 'Card Information'. Underneath, there are three rectangular boxes: 'Card Number *', 'MM/YY *', and 'CVV *'. Below these is the title 'Billing Information'. Underneath, there are several rectangular boxes: 'First Name *', 'Last Name *', 'Address *', 'Apt # / Suite', 'State *' (with a small dropdown arrow), 'City *', 'Zip Code *', and 'Phone Number *'. At the bottom is a rectangular box labeled 'Pay Now'.

Prototype 3 (Right): The header is 'Bouncer' with a small icon of a person's head. Below the header is the text 'Order complete!'.

Figure 13 Checkout process

Checkout Process

Testing Process and Results

- Our testing process involved three distinct stages.
- To begin, we conducted a casual demographic interview.
- The second stage is letting our participants use the app.
- The last stage was to ask the participants their opinions of their experience on the app, their positive feedback, or the negative feedback on what we could improve upon.
- Three of our out-of-class tests involved three individuals: A computer science student, an average tech-savvy user, and an individual in their 60s who struggles with using applications.

Testing Process and Results



Figure 5 User is the blue circle

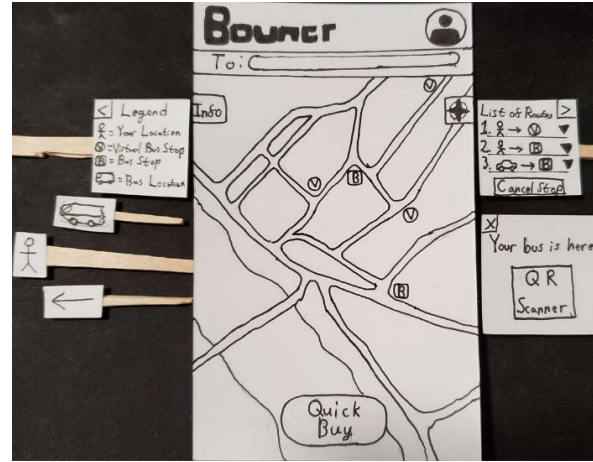


Figure 4: Home Page and pop-ups

Testing Process and Results

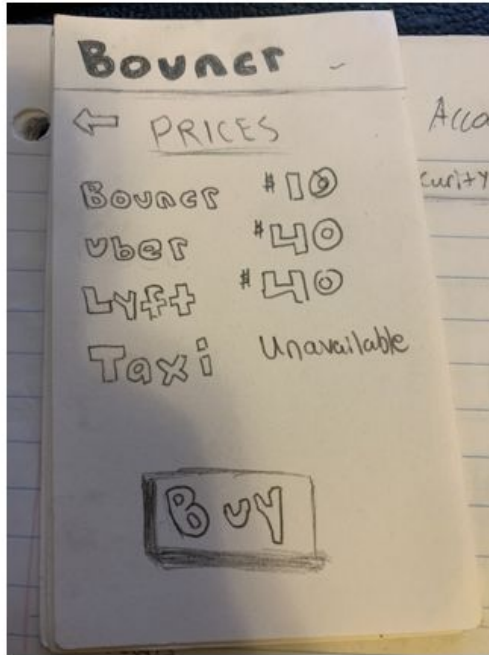


Figure 9 Compare Options page

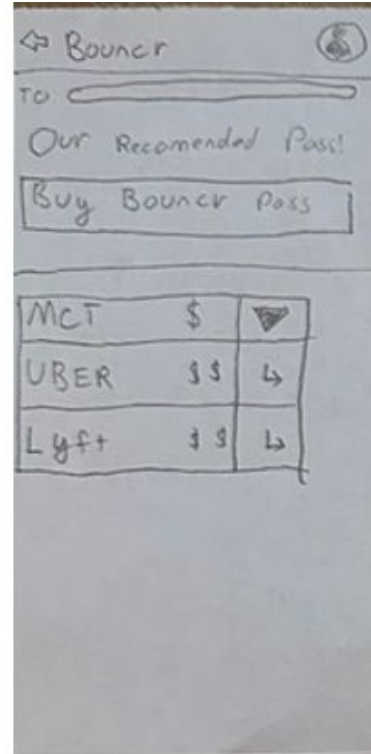


Figure 10 Buy Page

Final Paper Prototype

- Task 1: Get a virtual bus stop
 - Convenient way to use public transportation
 - Intuitive UI design to help travelers using public transportation
- Task 2: Compare Prices for different transit services
 - Compare pricing of major transportation services in the area
 - Based on an algorithm we will determine the best pass for you

The image displays 15 hand-drawn paper prototypes for a Bouncer app, arranged on a wooden surface. The prototypes are organized into three rows of five, with the last row containing only three prototypes. Each prototype represents a different screen or function of the app, featuring hand-drawn UI elements such as text boxes, buttons, icons, and a map.

- Row 1 (Left to Right):**
 - Prototype 1:** A login screen titled "Bouncer" with fields for "Email" and "Password", a "Log in" button, and a "Sign-up" button.
 - Prototype 2:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 3:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 4:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 5:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
- Row 2 (Left to Right):**
 - Prototype 6:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 7:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 8:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 9:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 10:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
- Row 3 (Left to Right):**
 - Prototype 11:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 12:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 13:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 14:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.
 - Prototype 15:** A "Bouncer Profile" screen with a profile picture placeholder, a "Current Passes" list, and a "Log out" button.

Digital Mockup



Log-in
Sign-up

Bouncer

Username

Password

Submit

Bouncer

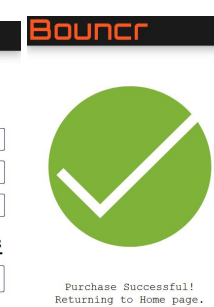
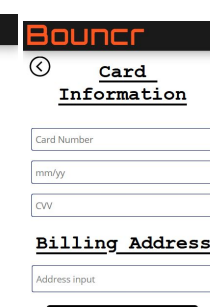
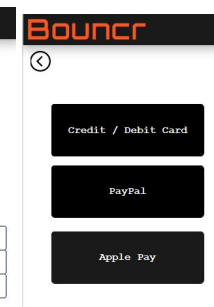
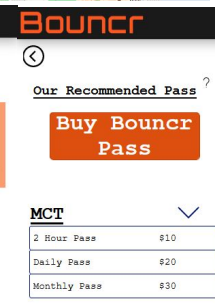
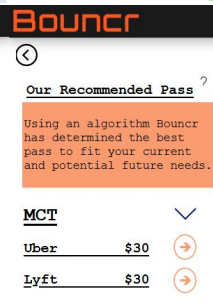
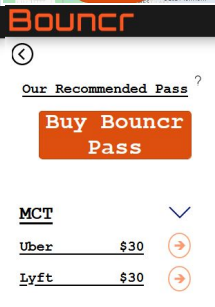
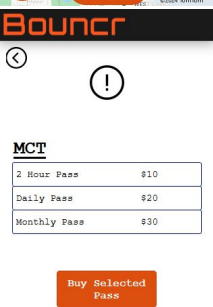
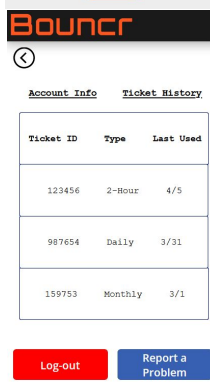
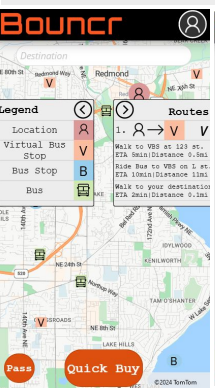
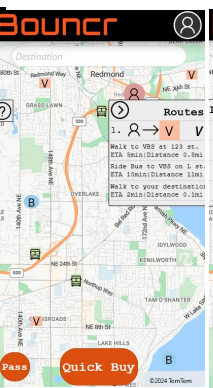
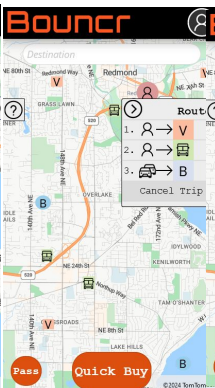
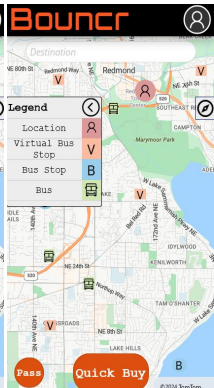
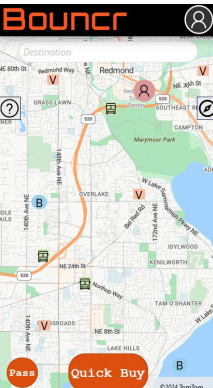
Email

Username

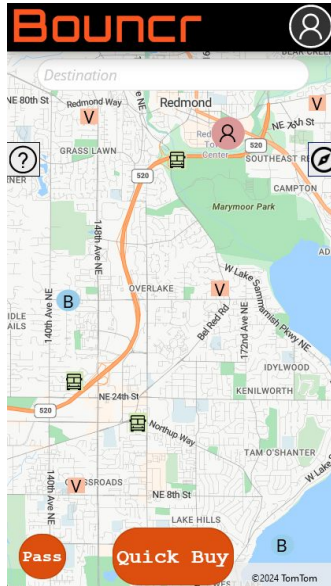
Password

Retype Password

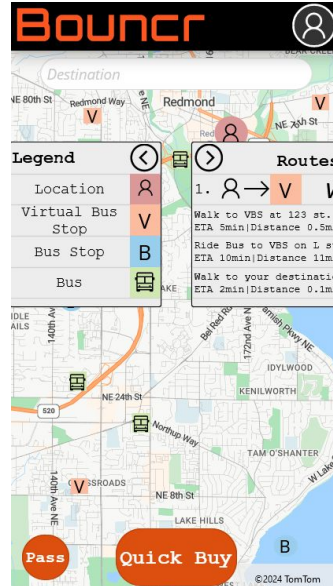
Submit



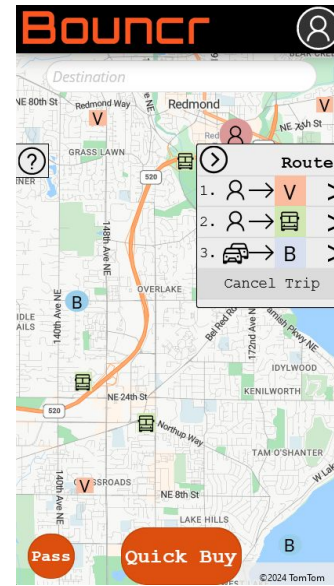
Digital Mockup - Task 1: Get a virtual bus stop



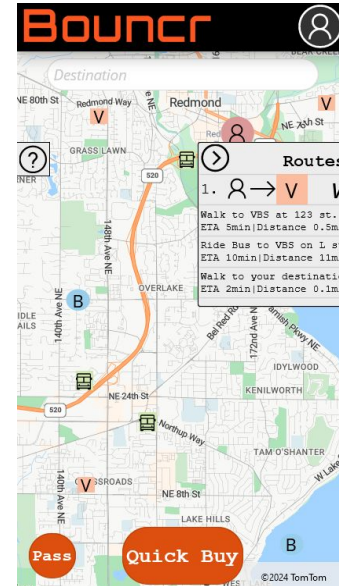
Home Page



Legend and
Directions
menu open

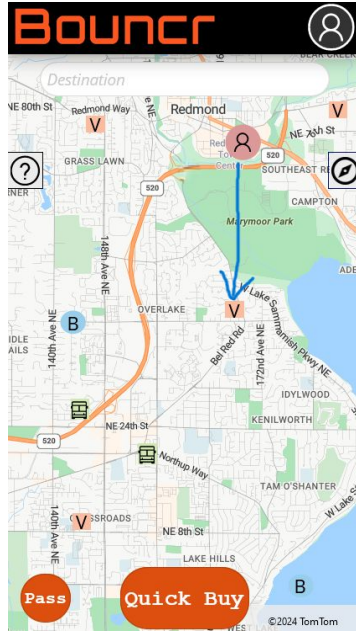


Cancel trip in
direction
menu

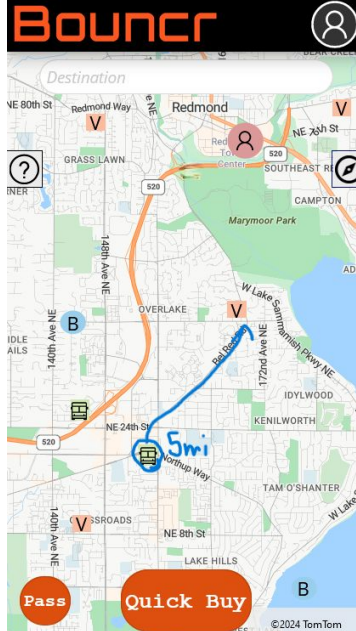


Each Direction
will have more
info about it

Digital Mockup - Task 1: Get a virtual bus stop



Map telling
user where to
go

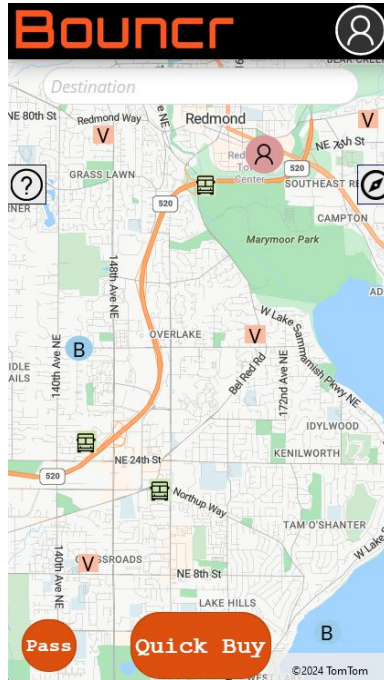


Map telling
user where the
bus is

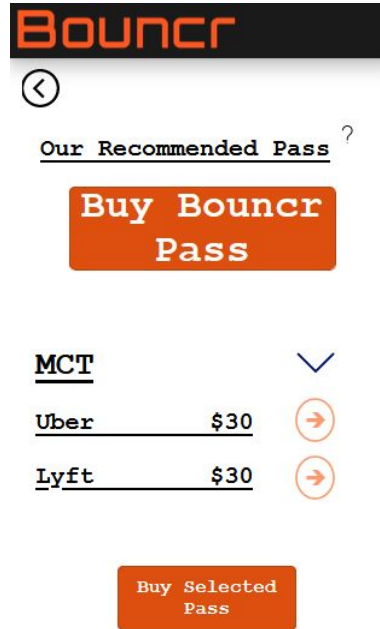


Pass will
pop-up when
bus arrives

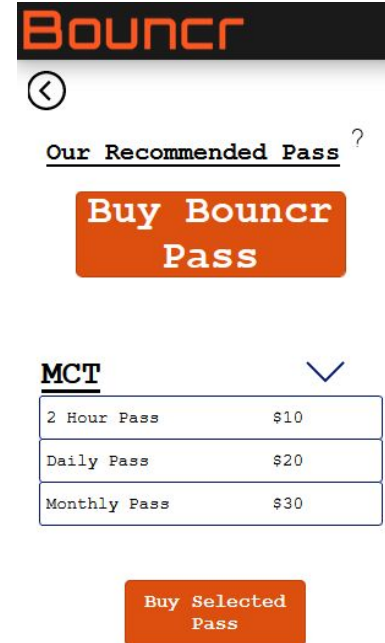
Digital Mockup - Task 2: Compare Prices for different transit services



Home Page

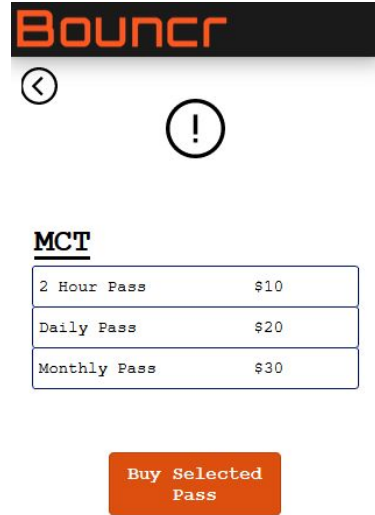


Quick Buy Page



Drop down of MCT fares

Digital Mockup - Task 2: Compare Prices for different transit services

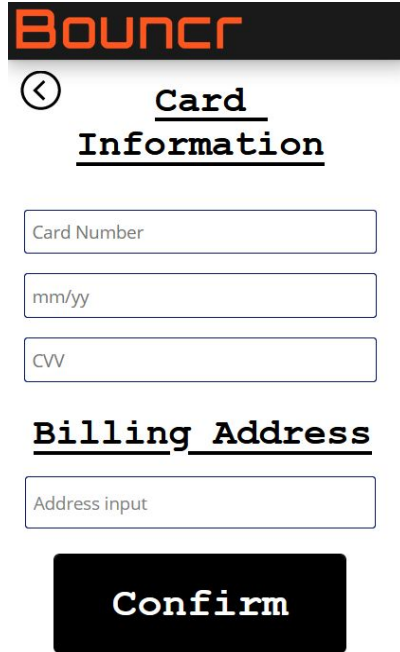
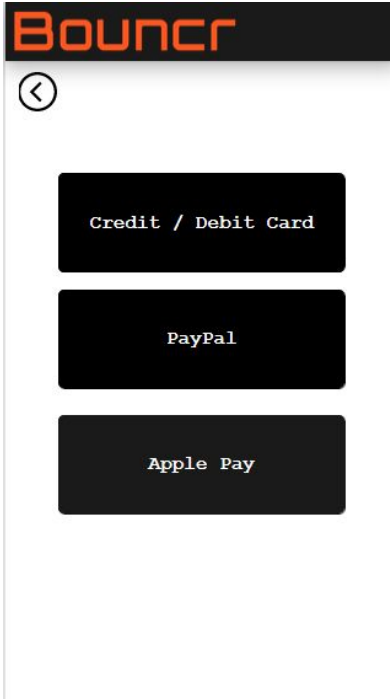


Quick Buy
page no
destination



Pop up to let users
know about putting a
destination

Digital Mockup - Task 2: Compare Prices for different transit services



Summary

- Usability tests help highlight the unintuitive aspects of the design that are easy to miss when making it.
- Reducing project scope makes it easier to iterate on the design.
- Simplicity is crucial to avoid overwhelming users; less is more.
- People with different perspectives can point out issues that might not have been thought of

Questions?



Contribution

Leo - 35%

Josh - 25%

Henry - 15%

Greg - 25%