Iteration 4 Task 16 - Analysis: Reflections

In the following, the results that emerged from the qualitative evaluation and the feedback of iteration 3 will be analysed and will produce implications for the subsequent iteration.

It can be positively emphasised that the icons and buttons were largely assessed as comprehensible and meaningful and that the scope of the functions was also perceived as appropriate. The user-flow for the "Explore" function can also be rated as positive, as no problems were encountered by the users in carrying out the individual steps and discovering the individual screens.

On the other hand, it must be noted that, for example, the implementation of some relevant functions is still pending, such as the possibility to delete requests or to edit one's own profile. Furthermore, some icons and buttons need to be changed in terms of their style. Examples include the filter button on the "review page" or the crosshair icon for the "add request" function. There is also still room for improvement with regard to the colouring of individual buttons, for example the call button on the profile page. In addition, it was criticised that the style of the app in general was rather old-fashioned and the screens overloaded. Thus, the amount of information on the individual screens should be reduced and the remaining information should be presented in a more appealing design.

The aim of the app "Craftive" is to present people with a useful app that addresses the problem of long waiting times for a craftsman and combines two main functions. In addition, the app should have a high usability - also for elderly people - and contain functions that are necessary and useful and at the same time enjoyable.

To achieve these goals, there is still a great need to improve the user flow of the "request" function. Even though the quality of the user flow could be improved compared to previous iterations, complexity should still be reduced. The suggestion of an interviewee of the qualitative evaluation in the third iteration, to omit the step of "asking for a price", was initially rejected, but after careful consideration this suggestion is now considered the cornerstone of a new and improved user flow for the "Request" function. The "Requests" page will now be the start page of the app. The overview of "Suitable helpers" and the possibility to ask them for a price offer have been omitted. Instead, the user waits for price offers from interested helpers after publishing the request. An overview of "interested helpers" for a specific project can be viewed. The user should then be able to contact the people who have offered help for their request and, if they agree, enter into the deal.

The button to go to the Explore page, which was previously on the home screen, is now included as an additional icon in the Bottom Bar. In relation to the Explore function, an overview of "liked projects" will also be visible on the user's profile.

In order to further increase the understanding of the app's purpose, an introduction page will be implemented in future instead of notifications, which will appear when the app is opened for the first time and explain the main functions and purpose of "Craftive".

To reduce the amount of information on the individual screens, the "Show all comments" button in the project view, for example, is to be reduced in size and the "Show user profile" button eliminated. Instead, the user should be able to access the user profile by clicking on the person's name or profile picture. The same applies to the "Show more" or "Show reviews" buttons on the profile page. In general, the amount of information on the individual screens is to be reduced, for example, by not displaying information on the user's location or gender on all screens.

Overall, the usability and enjoyment of using the app should be further increased.