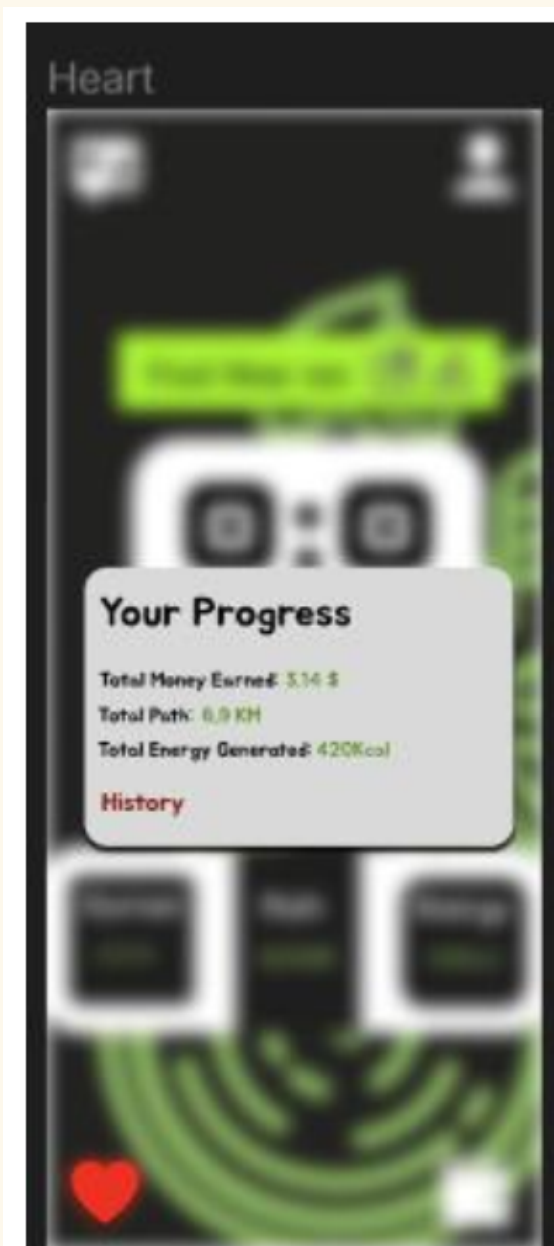
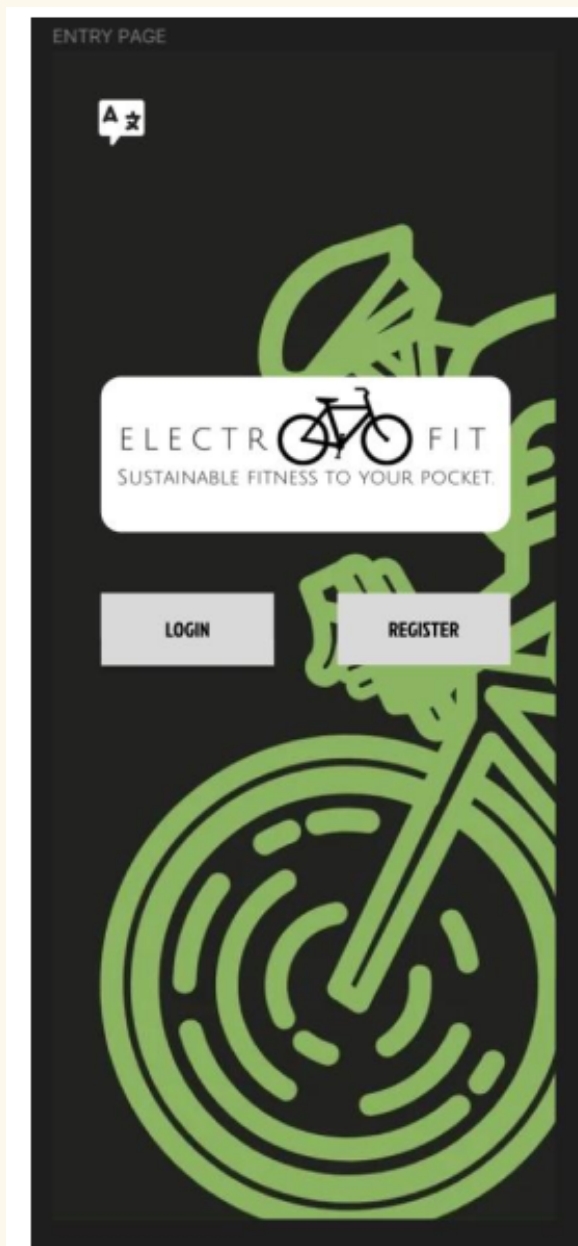


ElectroFit

Sustainable Fitness to Your Pocket



A bicycle rental app that rewards students for their use by crediting them with bonuses on their student card. Funds for bonuses are taken from the use of batteries charged while riding a bicycle.

Designing an attractive U.I

typography?

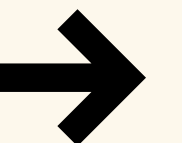
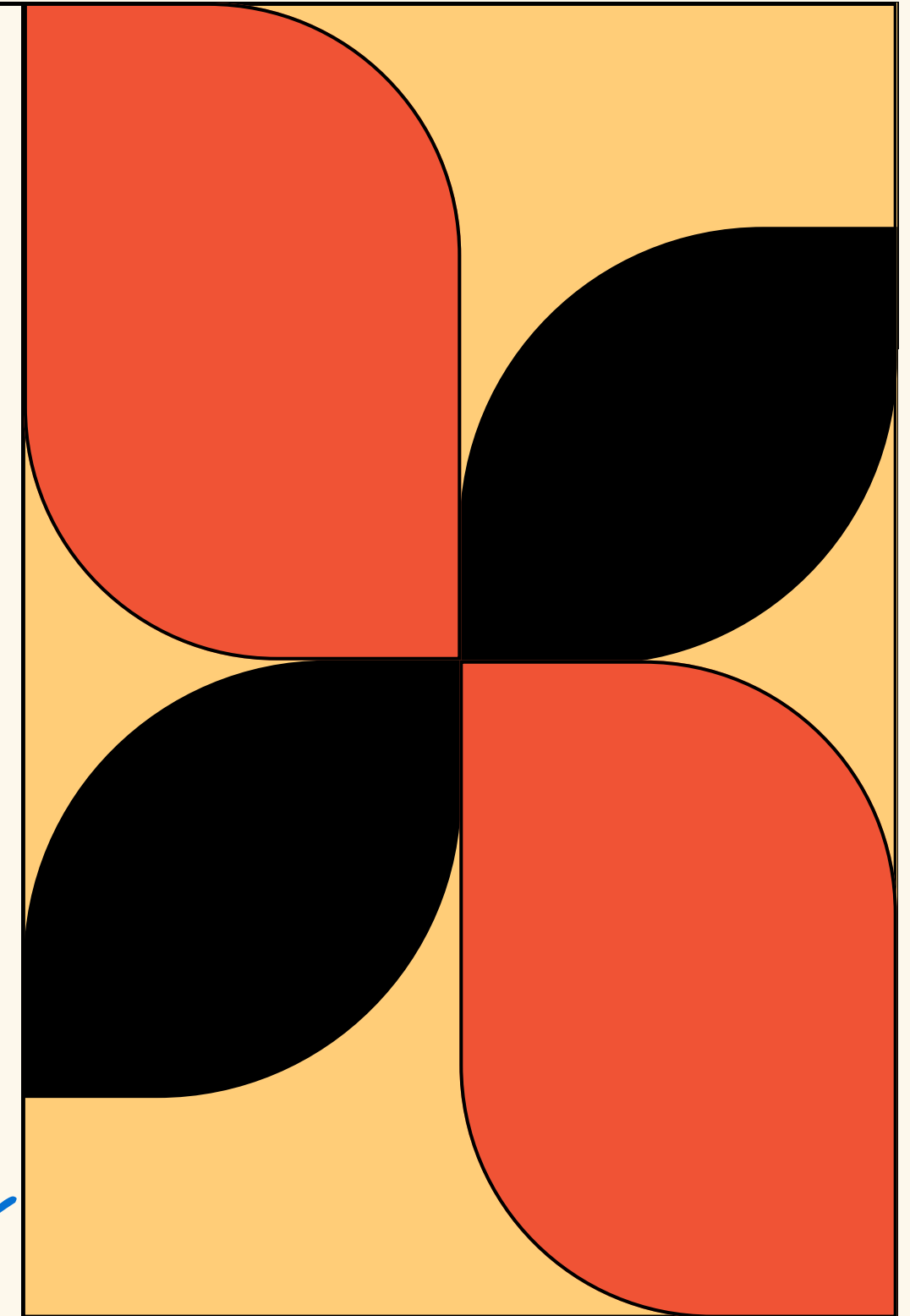
Font size?

SyMmEt Ry

Font color? Contrast? color palette?

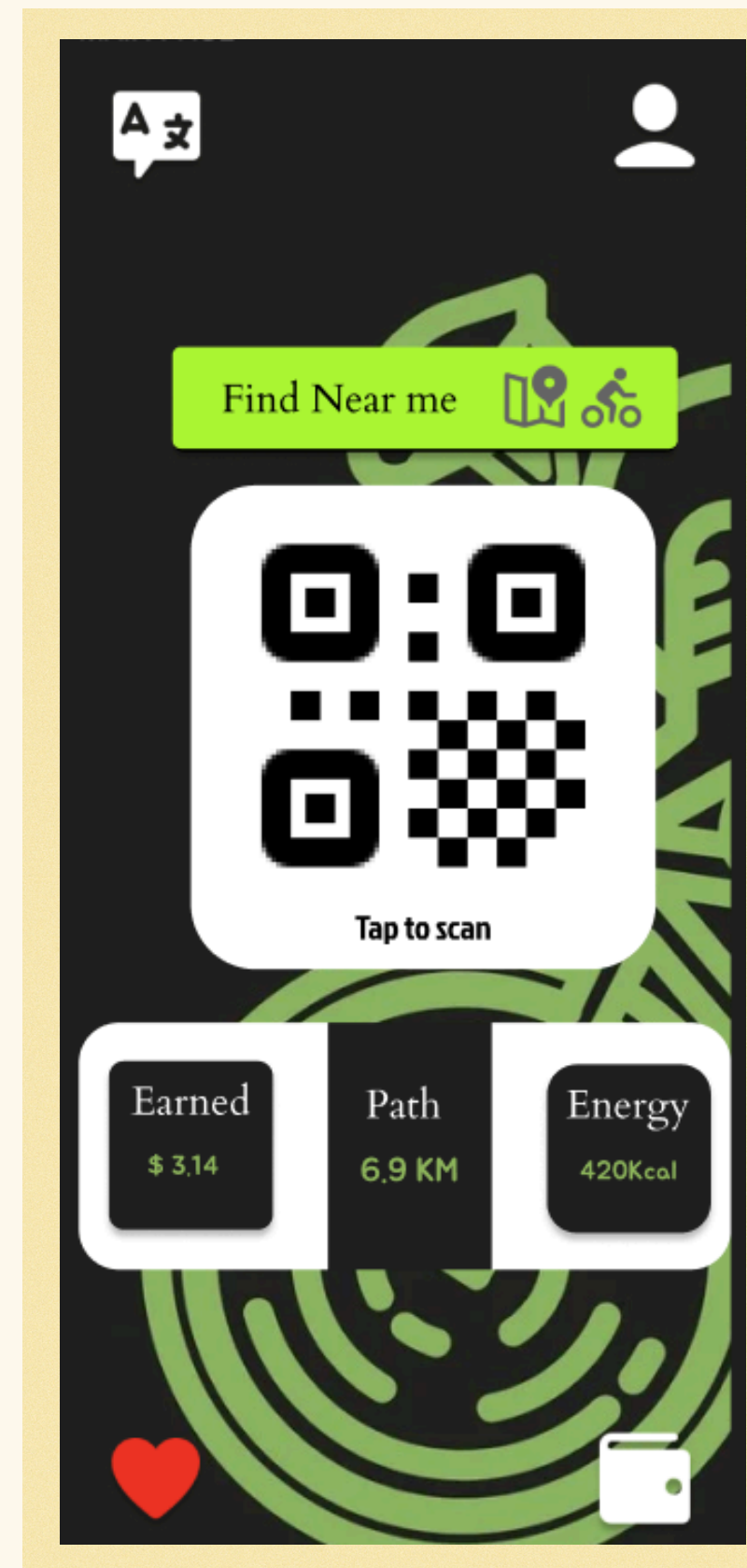
Branding and Identity?

what is this even doing here?



What lesson did we learn?

- A good U.I is about making the interface as user friendly and efficient as possible.
- Aesthetics should not come at the cost of functionality, they should always complement and enhance the functionality of the interface rather than detract from it.



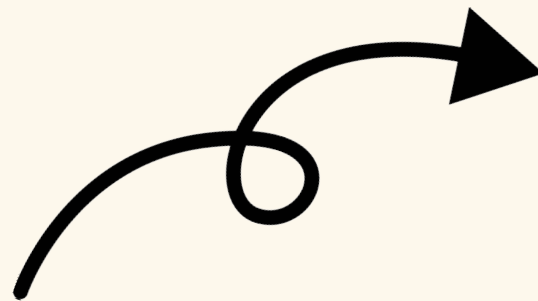
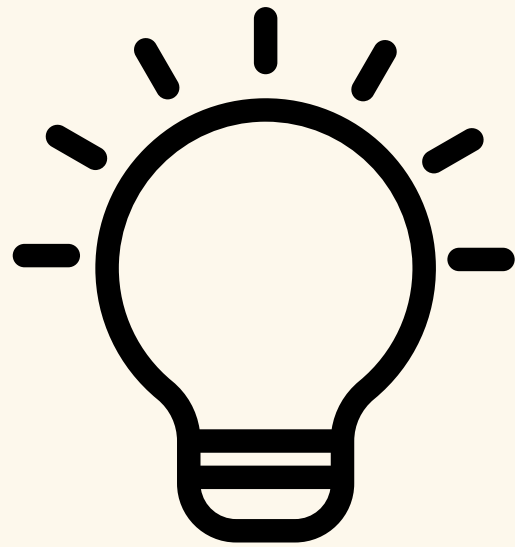
The green pallet evoked a sense of green moment and caring for the environment.

~user from our questionnaire

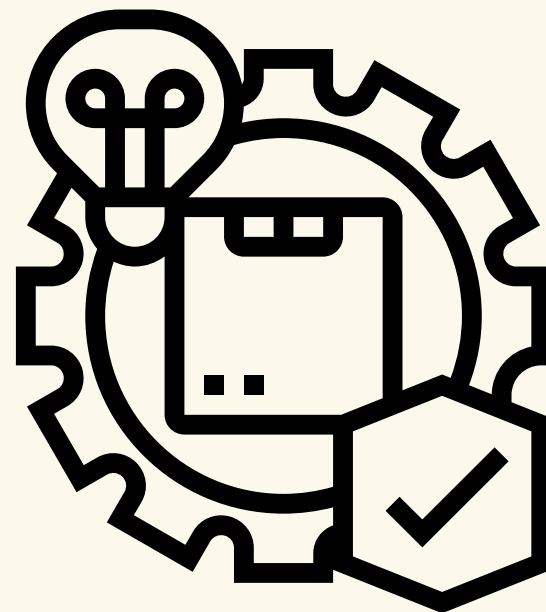
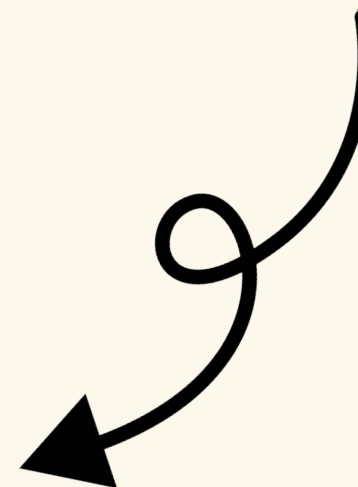
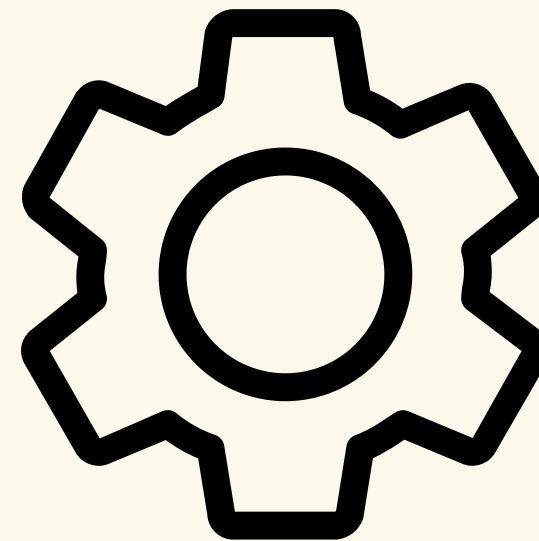


Prototyping

Idea



Lo-Fi sample



Hi-Fi sample

Why?

With a small number of participants, you have to make assumptions about the importance of each piece of feedback received, since you cannot quantify this value.

Direct observation of the process of use influences on using fluency of the participants.

The focus group consisted mainly of people academically related to programming, as well as the same age category.

The evaluation step challenge

The main challenge during the evaluation phase of the project was, of course, analyzing the data obtained.



The solution

Listen to all pieces of the feedback, since there are not very many participants.

Explain to participants that they cannot make a mistake, but they may be able to point out a weakness in the interface.

Ask participants not to let their expertise, if any, influence the course of the study. In the future, consider a study process with a larger participant group.



Thank you!

any questions?

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