Michela has introduced our best two design of main page. Let me give you more in-depth and detailed explanation of these 2 prototypes.

For the first one, we delete the menu bar icon because the design is simple and clear enough, there is no need to hide some functions. Also, we complete setting and shortlist functions to accomplish users’ wider demand. The Map icon is changed as well just because the feedback prefers the current icon. Key finding of feedback is that this prototype is concise but mediocre. Users can see all the functions clearly and easily to use. You can see the design of objects, they are really simple. You do not need lots of operations to interact with every object. Take … as an example. However, it is commented that it is not attractive enough for users to forbid the old navigation application to this one.

For the second one, we add bookmarks for wider function and put the feedback as a main object. Since users think it is kind of a main function which distinguish this app from another one. Let see the map page, you can type in the address in the blank. And the system will give you some similar choice that user can choose from. After making a choice, you can see the different transportation and estimated duration with idea route here. You can choose one of them, and the feedback of that transportation or destination facilitate will be output. Then, you may change the route or start navigating or collect the address by clicking. Another 3 main object prototype are shown as well, this is Timetable, this is calendar, and this is feedback.

This prototype is rich but complicated from users’ feedbacks. There will be a lot of ‘click’ and ‘type’ options in each object. This will help users interact with product more frequently so as to make a more precise output. But it also means this application is hard to get started.

After weigh the pros and cons, the second one will be the strongest design since users think the second one is more attractive and special than the first one. As a result, we accomplish another three objects, account page, bookmark page and setting page.

This is the end of our presentation, thanks for your listening and is there any question?