**Milestone: Paper Prototype**

Justin Starr

Department of STEM

CS 319 – UI/UX Design and Development

Professor Erin Tirrell

July 16, 2023

**Milestone: Paper Prototype**

After conducting interviews with potential users for the client’s requested application, a paper prototype was created and given to two users for further investigation about how users would interact and engage with the app as well as how easy it was for them to perform various tasks. One interview was conducted in person and lasted approximately 20 minutes. The user was asked to interact with the prototype as if interacting with a real application on their mobile devices. The second interview was conducted via teleconference and lasted approximately 30 minutes. The user was sent digital copies to their mobile device and asked to interact with the photos as if they were interacting with an actual app on their phone. Both users were in a comfortable environment where they were able to relax and given specific instructions to familiarize themselves with each screen provided and then to perform a list of specific tasks which would allow me to make additional observations about how well the app would function and how easy it would be for users to understand, navigate, use, interact with, and be engaged with the application.

During the interviews, users were tasked with completing specific tasks that were geared toward testing specific features of the app and how easily they were able to do so. By doing so, I was able to also get a better understanding of how easily users were able to navigate throughout the app and whether or not buttons were placed appropriately to help this process. Tasks included scanning a product, rating whether they liked or disliked a product, finding more information about products and ingredients products contained, determining how healthy a product was, whether or not they were able to navigate to the help menu, scan another product, and check alerts/notifications that the app alerted the user to. Almost every task was exceptionally easy for users to do with the exception that the options button provided for users to see more information about a product and to rate the product, was hard for users to understand that they needed to hit that button to get to this part of the application.

Having trouble navigating to product information became a central challenge users faced when completing tasks and navigating the application. Both users, overall, felt that the application was easy to use and navigate and even found that the application would be very engaging especially when shopping and looking at different products they might purchase. Another challenge users faced when modeling the interaction with the prototype was that moving between screens could at times be distracting because they would see the information on other screens and have to determine if they were looking at the correct screen.

An additional observation made during one interview is that the user thought that hitting the back button from the product information screen would automatically allow them to scan another product. When designing the prototype, the back button was always intended to take the user back to the home screen where they could then decide to scan another product. Changes that I would make to additional interviews is having a secondary interviewer that would be able to move the user to appropriate screens when the user interacted with the application. This would help eliminate any confusion about whether the user was looking at the correct screen without the primary interviewer having to correct the respondent.

The changes or updates that I would make to my prototype as a result of the interviews are mostly with buttons. I would replace what I made as an “options” button on the product information and ratings screen with an information button so that the user can easily understand that there is more information that they can find about the product they scanned. Additionally, I would add a button to the navigation bar that would look like a barcode being scanned for users to be able to quickly scan a different product. Additionally, I would consider making it possible for users to rate a product without having to see more information about a product if the user chose to. One user indicated they would make this type of decision simply by the ratings the app determined for products.

**A close-up of a paper

Description automatically generatedPrototype**

**A drawing of a cell phone

Description automatically generatedA drawing of a barcode on a piece of paper

Description automatically generatedA drawing of a cell phone

Description automatically generatedA drawing on a piece of paper

Description automatically generatedA drawing of a cell phone

Description automatically generatedA drawing of a cell phone

Description automatically generatedA drawing on a piece of paper

Description automatically generatedA drawing on a paper

Description automatically generatedA close-up of a paper

Description automatically generated**

**A white paper with black lines on it

Description automatically generated**

**A white board with writing on it

Description automatically generatedA piece of paper with writing on it

Description automatically generatedA piece of paper with writing on it

Description automatically generatedA piece of paper with writing on it

Description automatically generatedA close-up of a paper

Description automatically generated**

**A piece of paper with writing on it

Description automatically generatedA paper with writing on it

Description automatically generatedA paper with writing on it

Description automatically generatedA piece of paper with writing on it

Description automatically generated**