

Prototype Evaluation: Extended myAudi App

Overview:

The extended myAudi app prototype aims to revolutionize the Audi ownership experience by offering new features and functionalities. This one-pager provides an overview of the prototype's key features and initial impressions gathered during usability testing.

Key Features:

AudiXperience Points: Users can earn rewards by providing feedback on their service experience at Audi dealerships. This feature enhances customer engagement and incentivizes active participation.

AudiVerse Events: The app allows users to browse and sign up for exclusive AudiExperience drive events. These events offer a unique opportunity for Audi owners to engage with the brand and immerse themselves in the Audi lifestyle.

Virtual Car Customization: Users can personalize the appearance of their virtual Audi cars through a user-friendly interface. They can choose from a range of customization options, including colors, rims, and accessories, to create a unique and personalized virtual representation of their Audi.

First Impressions:

During usability testing, participants expressed enthusiasm and positive feedback regarding the extended myAudi app prototype. The following initial impressions were gathered:

Intuitive Interface: Users found the app's interface to be intuitive and easy to navigate. The organization of features and sections allowed for smooth and seamless exploration of different functionalities.

Gamification Element: The AudiXperience Points feature received positive feedback as it added a gamification element to the app. Participants appreciated the opportunity to earn rewards by providing feedback, enhancing their sense of involvement and loyalty.

Exclusive Event Access: The AudiVerse Events feature was well-received, with participants expressing a high likelihood of attending such events through the app. The exclusive nature of these events and the opportunity to engage with the Audi community appealed to users.

Personalization Options: Users praised the Virtual Car Customization feature for its range of customization options and the ease of making changes. The ability to personalize their virtual Audi cars resonated well with participants, sparking excitement and creativity.

Conclusion:

The extended myAudi app prototype showcases promising features that enhance the Audi ownership experience. Initial impressions from usability testing indicate a positive reception among users, with the app's intuitive interface, gamification element, exclusive event access, and personalization options being highlights. Incorporating user feedback will further refine and improve the app, ensuring it provides maximum value and satisfaction to Audi owners.

Please note that this one-pager is based on feedback gathered during usability testing of the prototype and reflects initial impressions. Further refinements and enhancements may be made based on additional user feedback and development iterations.