

Design Challenge

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Assumptions

iPhone/Android User

Prototype

Video Demo: [Watch](#)

Interactive Prototype: [Play](#)

Work Sample: [Google Folder](#)

Featured Page

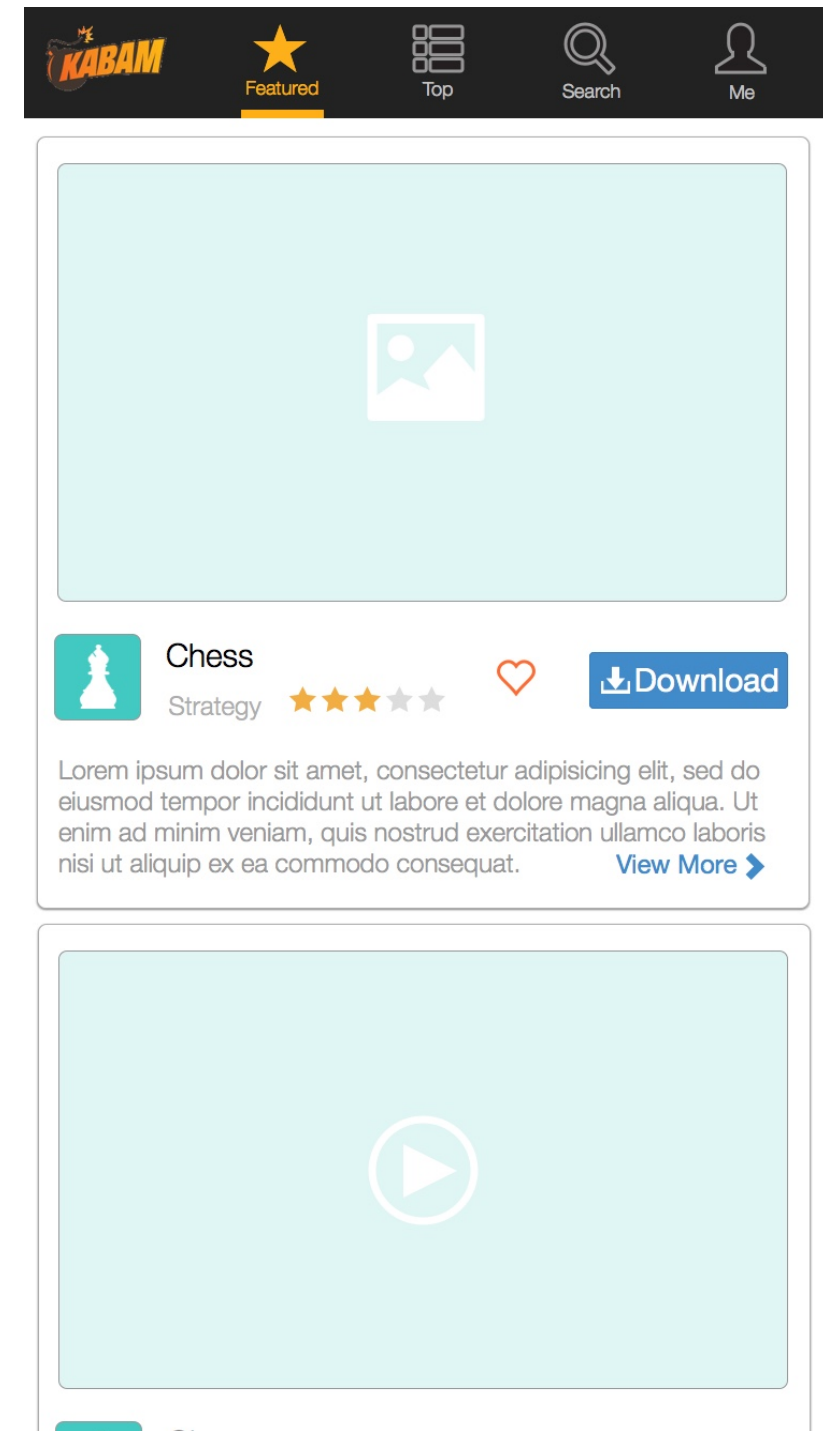
Highlights:

Vertical scrollable

Offer download link

Offer “like” function^[1]

Offer large screenshot or video



[1] All the games that are marked as liked will be saved in “Me” page

Top Page

Highlights:

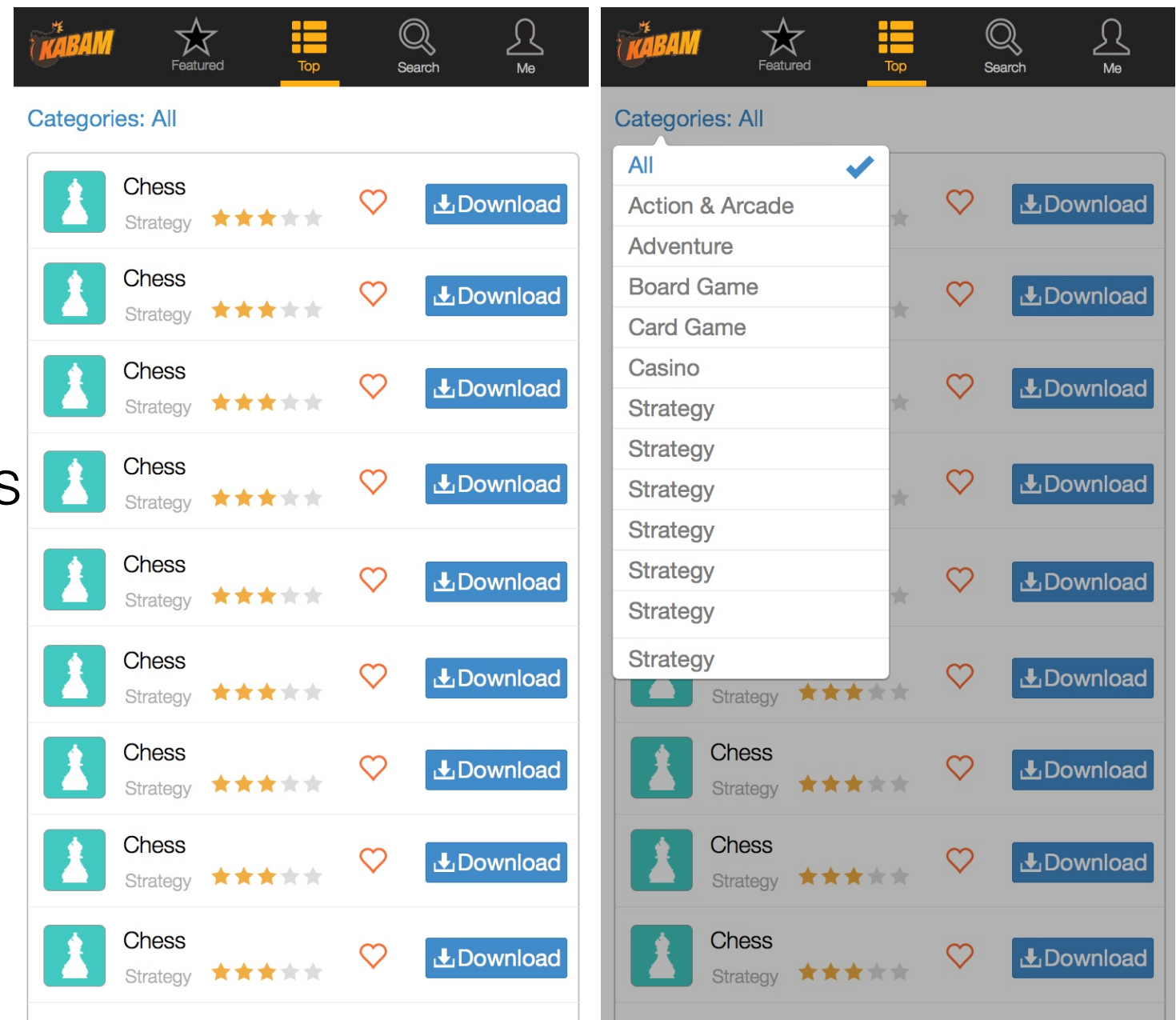
Arrange according to download times

By default, show all categories

User could change category

Offer download link

Offer “like” function

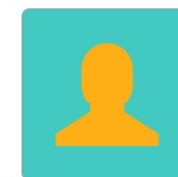
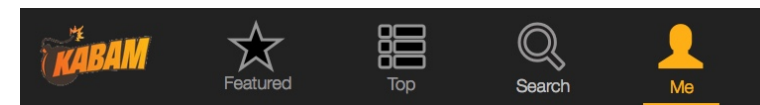


Me Page

Highlights:

Present user profile

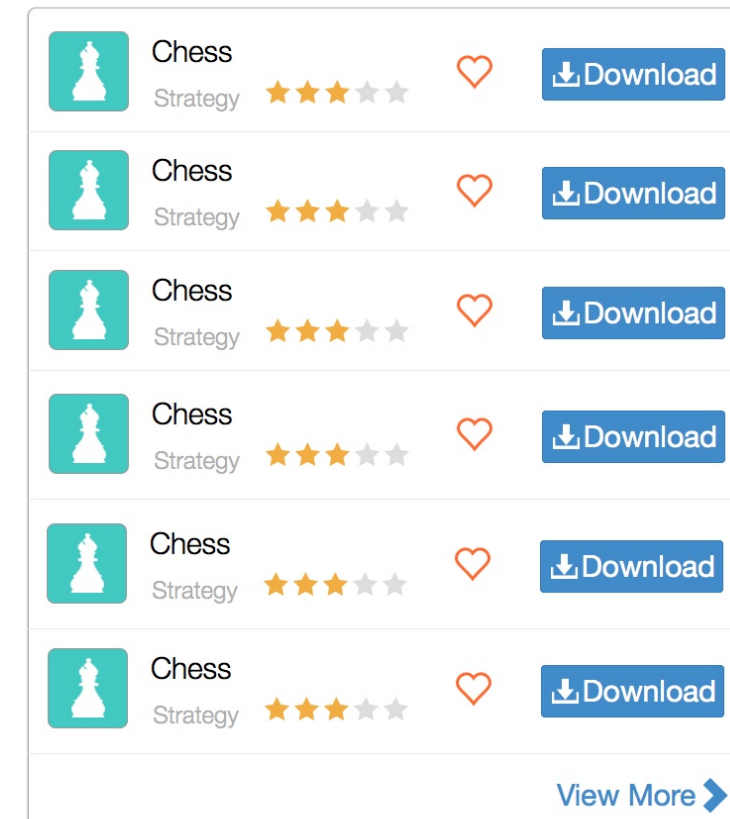
Present the games user has marked as “liked”



Jack

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Liked



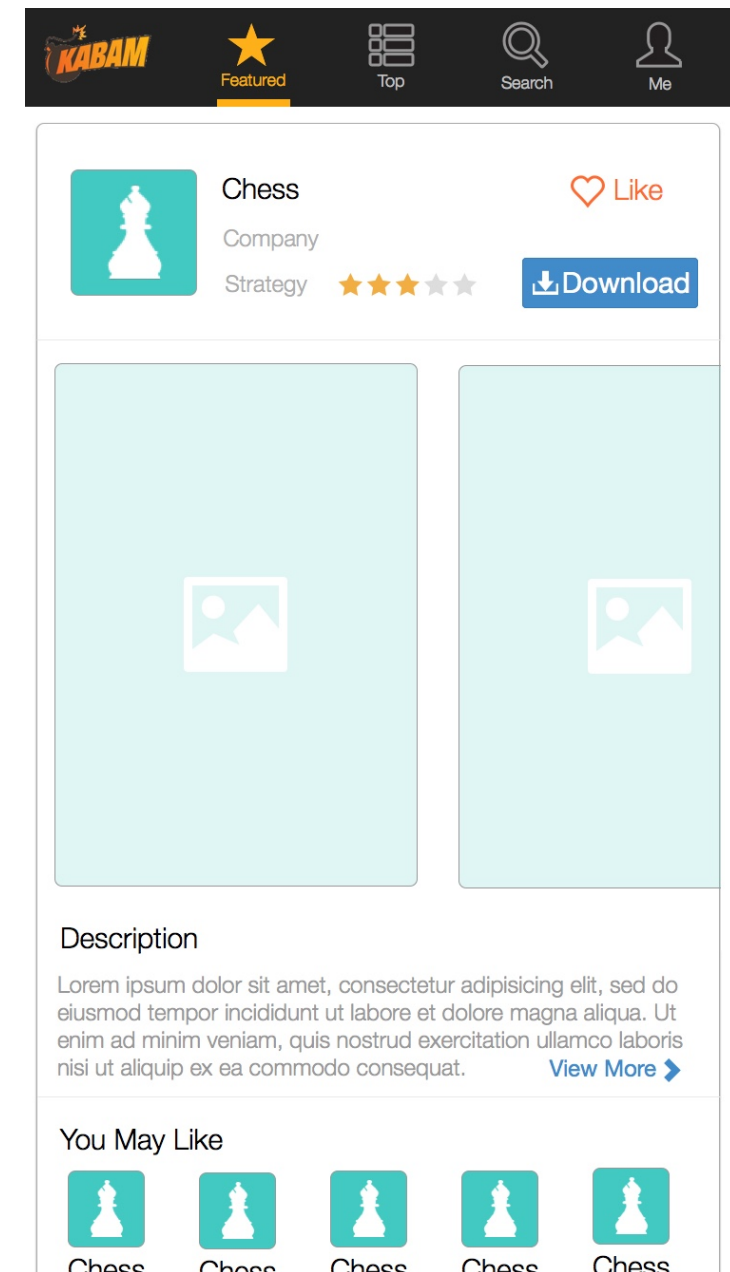
Detail Page

Highlights:

Present more detailed information

Present screenshots

Recommends games



Usability Testing Plan

Research question:

Can users quickly download the game they want?

Pre-test questionnaire

How do you usually download games?

What information do you need to decide whether to download a game or not?

What tools/apps/websites do you use?

What problems do you have when using those tools/apps/websites?

Using thinking aloud protocol

During the whole session, ask the participant to think aloud.

Usability testing task 1

Have participants use the website the way they like, with no specific task given, observe how they use

Equipment needed: Eye-tracker, Camera, iPhone

Data Collected: eye-tracking data about how participants use this website, think aloud data

Usability testing task 2

Ask participants to browse the Featured page and find a game they like to download

Equipment needed: Eye-tracker, Camera, iPhone

Data Collected: time, where they tapped, think aloud data

Usability testing task 3

Ask participants to change category and download a game

Equipment needed: Eye-tracker, Camera, iPhone

Data Collected: time, where they tapped, think aloud data

Usability testing task 4

Ask participants to search for a game and download

Equipment needed: Eye-tracker, Camera, iPhone

Data Collected: time, where they tapped, think aloud data

Usability testing task 5

Ask participants to “like” three games and download those.

Equipment needed: Eye-tracker, Camera, iPhone

Data Collected: time, where they tapped, think aloud data, whether they can find the liked list on Me page.

Post-test questionnaire

SUS (System Usability Scale)

Follow-up questions about their behaviors or answers to SUS

Last thoughts?

Analysis Automatically Collected Data

Automatically collecting data about user behavior such as page view, bounce rate, pages/sessions, average session duration, number of times button/link is clicked, etc.

Combine this data with traditional usability study data to get to know user behavior better.

Tools Used

I used the follow tools for this design challenge

Prototyping: Sketch + Bootstrap Sketch Template

Interactive Prototyping: InVision

Video Demo: QuickTime, iMovie

Thank you!

Looking forward to hearing back from you!