

CS-319-11141-M01 UI/UX Design and Development

Kiva Prototype – Embedded Device

The first piece of data that is the most important to the developers and users of Kiva is the Kiva's mission statement and user terms and conditions. For an app that deals with transactions of currency, it is very important to have clear rules and guidelines that are available to everyone so that transactions are transparent as possible. Underneath the title of the app on my prototype, I have included a direct link to the terms and conditions of the site along the borrowing and lending terms. The link will be the first thing that the cursor points to when the main page is accessed.

The second piece of data that I thought was crucial to the Kiva site is the full extent of the borrower's information. The details of how the data is displayed on the screen have lots of intention, my main goal is to make sure that all the borrower's information is displayed or accessible to the user. On the main page, the user can scroll through a series of pictures of the borrowers. When clicking the down arrow on the embedded device, the cursor moves from to the "see info" link, which gives the user access a full description of the user's bio and loan inquiry information. Below the image there is a progress bar that shows the amount of money that has been raised and how much is needed to meet the goal. Below that, there is an option to lend money quickly, which directs the user to a page to complete a transaction. Although, now that I am thinking more about it, maybe there should be a short mission quote for the user to see on the

main screen as well. In the case that a lender wants a clearer quick loan option I may need to display more than just a image of the borrower(s).

Lastly, so that a user can access the data needed to borrow money and create a profile to advertise their cause, I included a button that says “borrow” in the right-hand bottom corner of the screen. A user can click a button on the embedded device to navigate to the application that is required for a user to complete a loan inquiry.

I think that I did a good job with creating a user interface that is easy to work through, especially considering that it will be accessed on an embedded device. My idea before designing was to create an interface that was minimalistic in the way that only the necessary data points and buttons for navigation are displayed. I created a few buttons that a user can simply scroll through by only pushing the down arrow on their imbedded device and made sure that the cursor on the UI was easy to follow and aesthetically pleasing.

One of the screen/ data elements that I really felt should have the spotlight was the image of the borrowers. Seeing an image of a real person or people that need help for a cause gives a potential lender an important kind of “first impression” connection to them. On a small screen like the embedded device I chose, reading large bodies of texts with small fonts is not something that I would want to do. That is why I created a button for a user to click so they can access that info on a different screen. Secondly, I found it very important to display the loan amount and loan goal amount progress. This is important to see firsthand because as a lender, I suspect that they will have a budget in mind before ever even opening the app. Displaying this information on the main screen will save lots of already difficult navigation on the embedded device.

Tasks such as lending and borrowing money and gaining access to other users' information will be quite simple in relation to other apps that are available on embedded devices. The UX with an embedded device is already a challenging one when using apps that require lots of user input etc. and unfortunately Kiva is one of those apps. That is why I have made the buttons to navigate to borrower and lender tasks simple and easily accessible. The amount of information that is needed from a lender is not nearly as much as the amount that is needed from a borrower, but for each case a user will be directed to a page where they can input whatever information is needed.

The first thing that I took from the Kiva Code of Conduct was rule #1 "Abide by the developer Terms of Service". I actually read the terms of service, and this helped me with my development in the way that I think it should be included in my app as well. This is why the first piece of information that is accessible to my users is the Kiva terms of service. The second rule that is used in my Kiva prototype is rule #3 "Don't misrepresent the data". Every accessible feature in my app is designed with the intention to give users privacy and transparency.

