Deft Detective
User Flow through App

After going through some best practices and similar applications for lost and found, we had a workshop on the happy customer journey. We brainstormed together about the personas who might be interested in this application, we started thinking about stories and in the end we created a scenario. The main outcome of this process was the idea to simplify the process using three main questions to ask users.
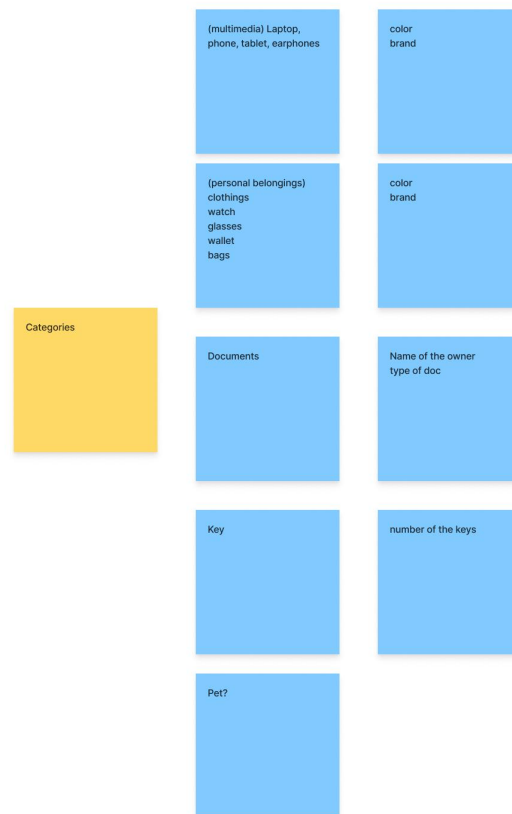
Questions on:
1. What have you lost?
2. When do you think you have lost it?
3. Where do you think you have lost it?

To make users not overwhelmed with many fields, we assigned three separate pages for the three questions. The very first one indeed explains the process and foretells the 3 steps.

What

We tried to make relations among different attributes of items to see if we can add a drop down menu from which user can select what they have lost and we created an affinity map.

	(multimedia) Laptop, phone, tablet, earphones	color brand
	(personal belongings) clothings watch glasses wallet bags	color brand
Categories	Documents	Name of the owner type of doc
	Key	number of the keys
	Pet?	

We went through the benchmarks and here is some screenshots:

In the end for the sake of the MVP, we decided to ask for item name as a text field, and based on the actual data users put in the field, later on decide how to add categories.

We added the field for adding description of the lost item and uploading photos as supplementary information.

When

For the "when" question, we could ask for what date and what time.

For date, we considered the possibility to add a range, as a user might not remember which exact date she has lost her item.

The time field helps to restaurants to figure out which employee were in charge.

We added "I don't know" option in case users are not aware of what time they really have lost her belonging.
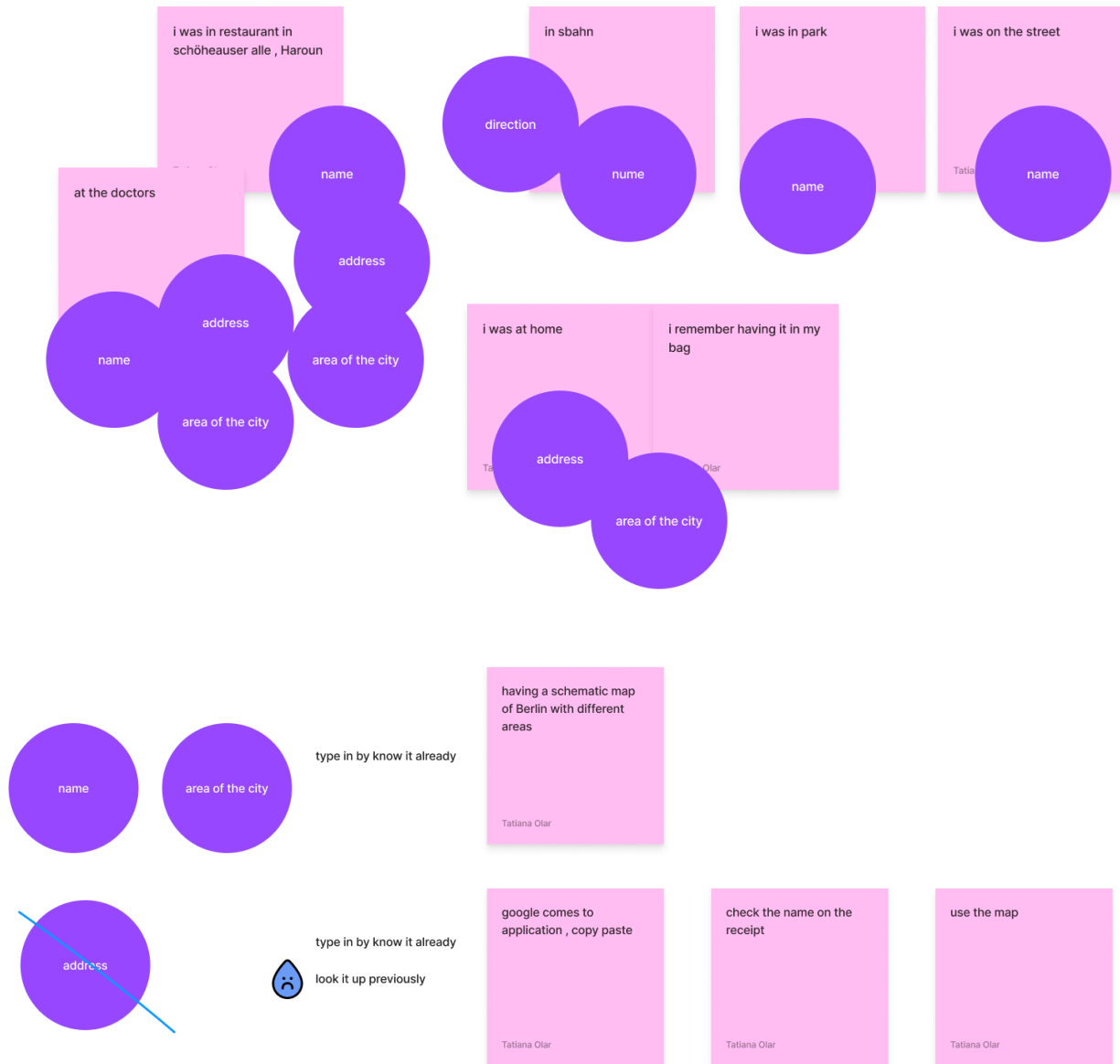

Where

In order to ask users for location of the lost item, we faced many challenges. We needed to make a straightforward way to ask for users input. We started with creating affinity map on possible location user might use as location:

i was in restaurant in schöheauser alle , Haroun

at the doctors

in sbahn

i was in park

i was on the street

Tatia

direction

nume

name

name

name

name

address

area of the city

address

name

area of the city

i was at home

i remember having it in my bag

Ta

Olar

address

area of the city

name

area of the city

type in by know it already

having a schematic map of Berlin with different areas

Tatiana Olar

address

type in by know it already

look it up previously

google comes to application , copy paste

check the name on the receipt

use the map

Tatiana Olar

Tatiana Olar

Tatiana Olar

After going through best practice and apps with similar functionality, we came up with 2 alternatives for the app: Radius-based area selection, and draw-based area selection.
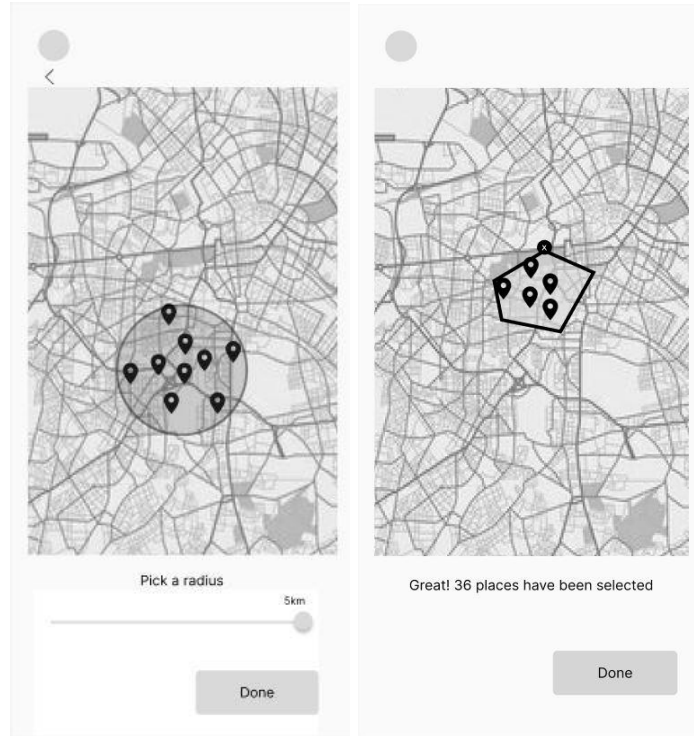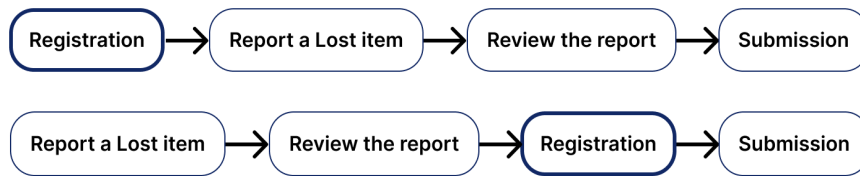
In the test section, you can find out more about how users responded regarding these two options.

Preview, Authentication and Submission

After all questions are answered, the users are asked to review what they filled. They can further modify it. If they area they draw involves businesses the user doesn't want to contact, here there is the possibility to uncheck them

This came as result of many attempts and discussions about the actual need of a registration with username, e-mail and password and its best position in the journey.

Also in this case, we decided to go for the simplest and less stressful solution, in order to create a best experience for the user. Indeed right before the submission, the users are asked to go through the registration with the simple use of an e-mail, which will be the same used to contact the businesses.

```
┌─────────────┐     ┌──────────────────┐     ┌──────────────────┐     ┌──────────────┐
│Registration │ ──> │ Report a Lost item│ ──>│ Review the report │ ──> │  Submission  │
└─────────────┘     └──────────────────┘     └──────────────────┘     └──────────────┘

┌──────────────────┐     ┌──────────────────┐     ┌─────────────┐     ┌──────────────┐
│Report a Lost item│ ──> │ Review the report │ ──>│Registration │ ──> │  Submission  │
└──────────────────┘     └──────────────────┘     └─────────────┘     └──────────────┘
```

Sign up

Name

Email

Password

Repeat password

Sign up

Or

Sign in

Email

Password

Sign in

Your E-Mail

We will send the report using this address.
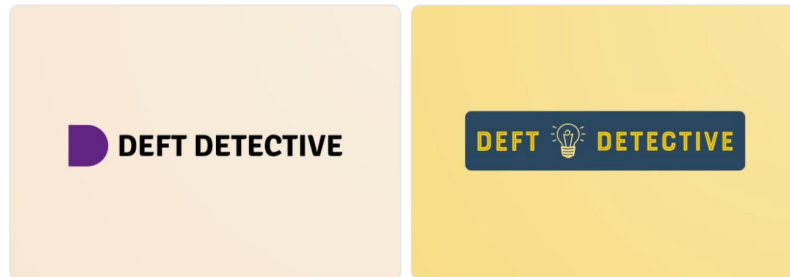Please check your inbox and follow the link.

Email

John.doe@gmail.com

Submit

In the end, the app will send email to the nearby businesses to inquire for the lost item.

UI concept

Once the wireframe was almost completed, we focused on the UI of the project. Using the website looka.com we generated some logos for the application.

In the end the team decided to for a logo that could reflect the product objective.

We also made some alternatives for a color palette. We realized that blue inspires trust and security so we used some shades of blue, not too dark to avoid corporate feeling. The palettes are mainly monochromatic/analogous which we found easier to apply.

#112865	#7facc6	#e5eaf4
Primary	Secondary	Neutral
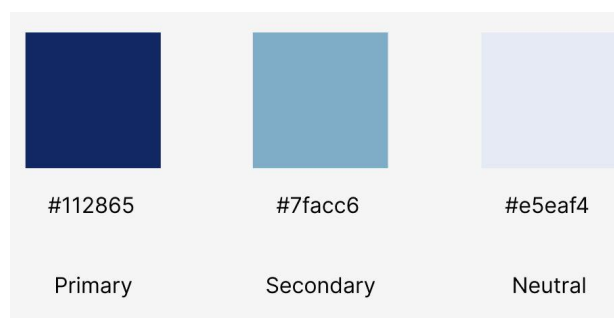
User test

We used Maze application to run A/B test on how to implement our area selection function.

Which of the two experiences do you prefer?
Multiple Choice

Option 2 60%	
Option 1 40%	
None 0%	

Based on the direct questionnaire, it turned out that 60% of the users prefer Polygon (option 2) and they spent less time on this solution with respect to the radius one. This option was also technically more viable for the team.

We monitored how users interact with the platform and below is the result in the form of a heatmap.
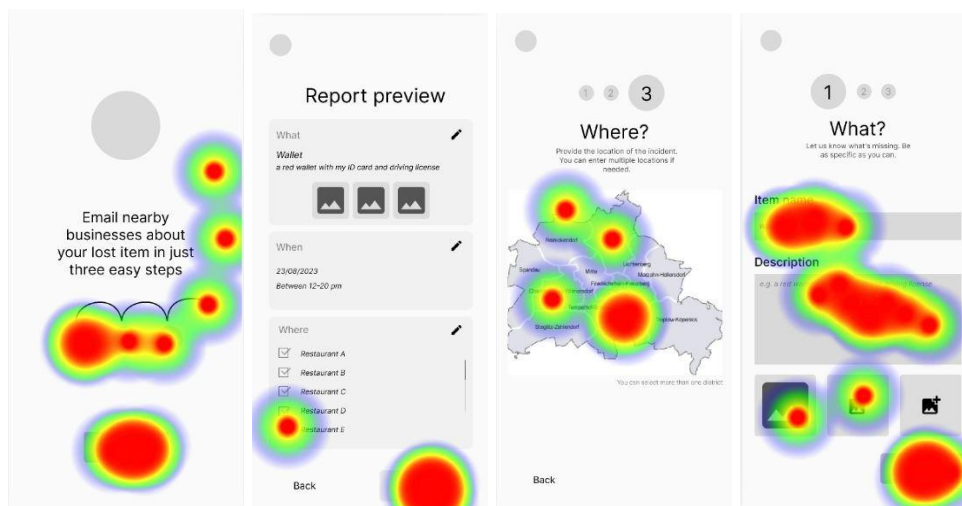
We realized that 70% of our users finished the defined flow through the prototype link.

Here is a link to the final prototype:
https://www.figma.com/proto/r4lL2r8t1gXoXlPRHM8ntF/Deft-detective?type=design&node-id=0-1&viewport=-6083%2C-1740%2C0.25&t=szuhvrF4T7k5X90Z-0&scaling=scale-down&starting-point-node-id=462%3A658&show-proto-sidebar=1