

EXPLORATION OF DESIGN ALTERNATIVES

MAIN POINTS:

- Storyboards
- Low-fidelity prototypes
 - scope and resolution
 - justifying choices
- Formative evaluation
- Description of the iterations

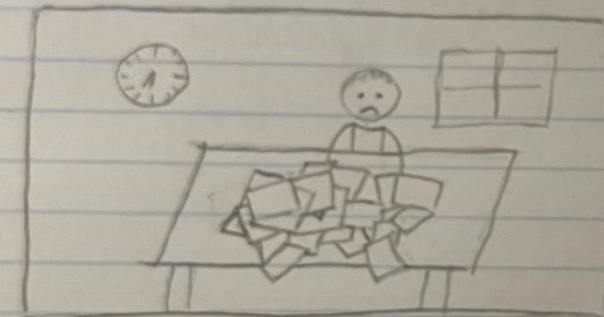
STORYBOARDS:



The student is hungry but does not have a lot of money and is trying to save as much as she can because this is her budget till the end of the month.

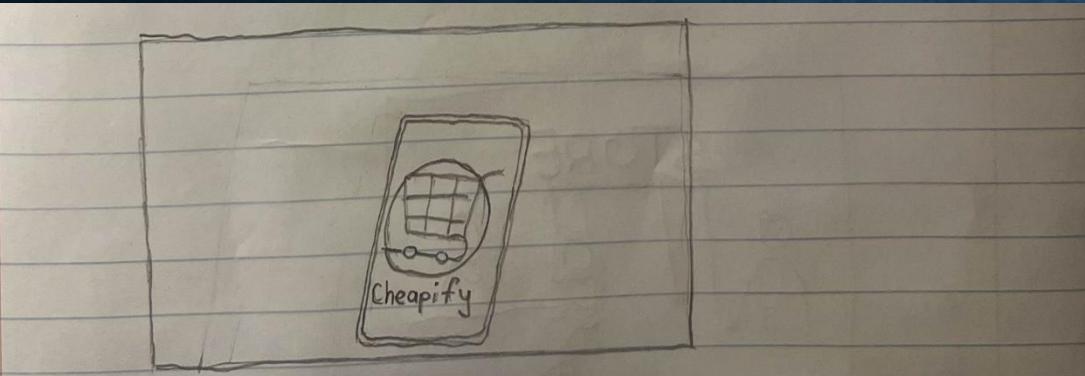


The old lady does not have much food left in her fridge. Not only is she on a tight budget, but she also can't walk for a long time .

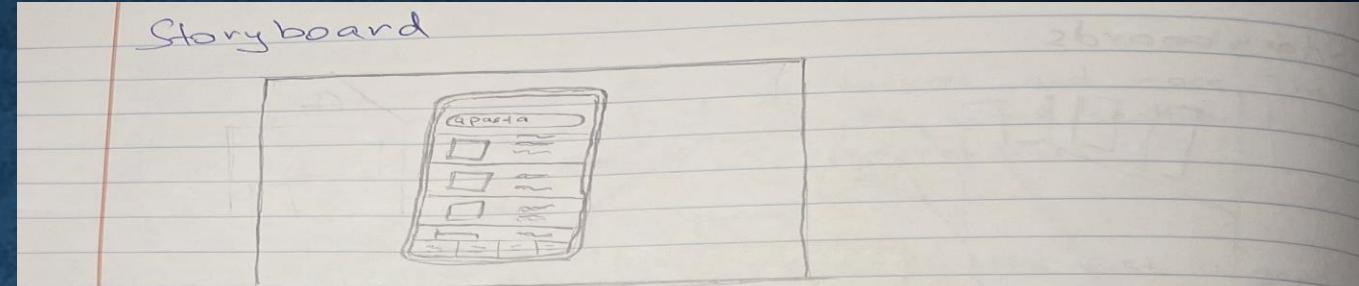


A normal person who wants to find the best deals has to go through many flyers so he can compare all the prices across stores.

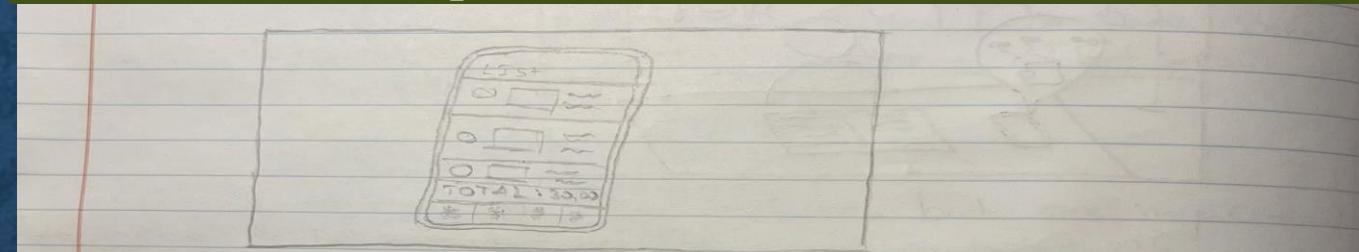
STORYBOARDS:



They decide to open cheapify and check to see if they can find the products they need cheaper.



They open the app and search the products they need and find the cheapest alternative across near stores.



They add them to a shopping list and see the final price.



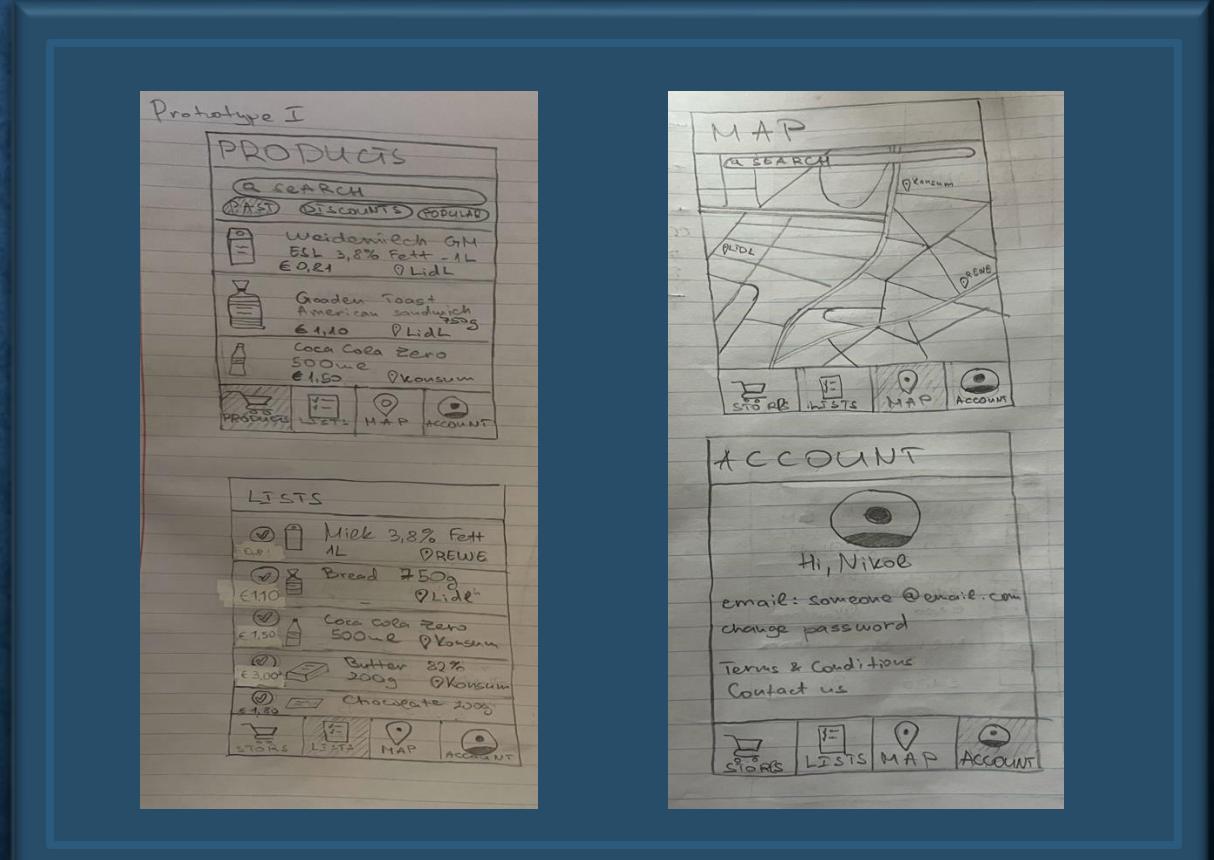
They go home from the store knowing they saved money and they can now manage their budget even better.

LOW-FIDELITY PROTOTYPES

- Four low-fidelity prototypes
 - three good design alternatives
 - one bad design alternative
- Good design principles
- Bad design principles

PROTOTYPE 1

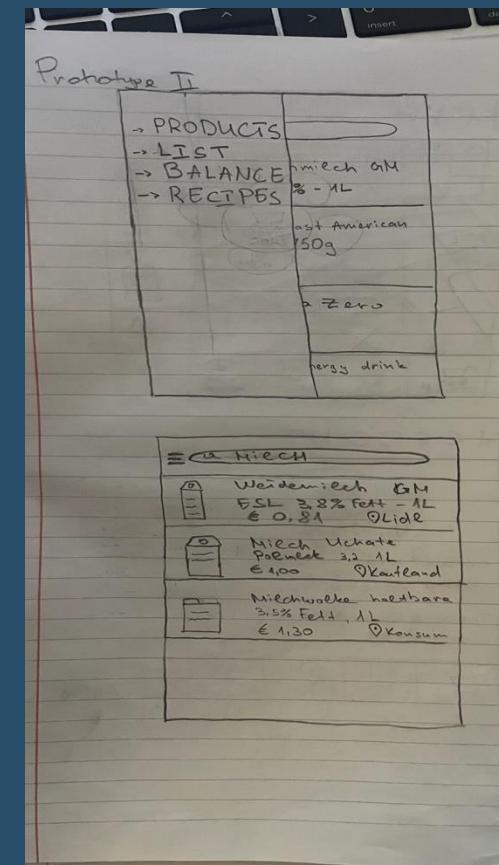
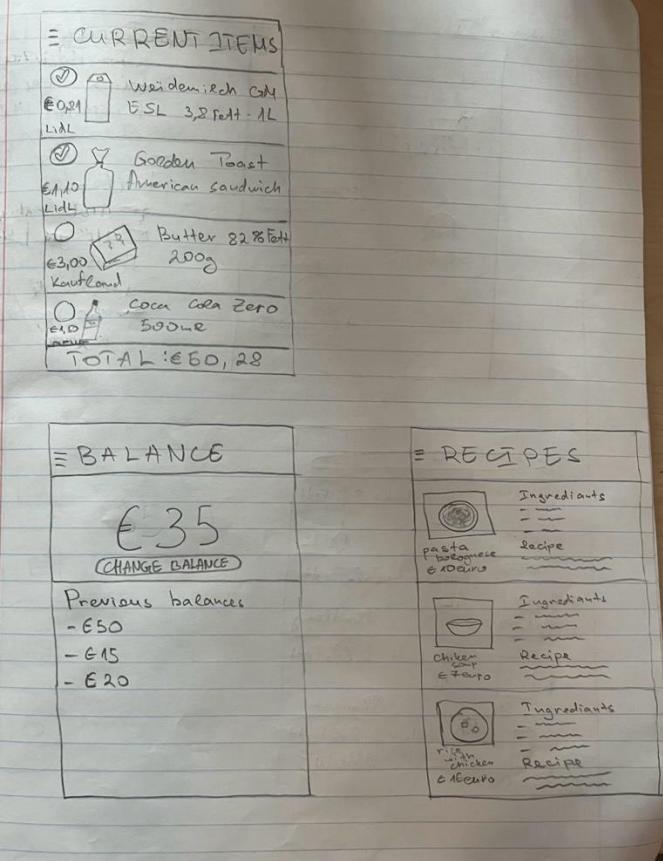
- + Clean user interface
- + Easy to access when you want
- + Consistent design
- + All primary functionalities available
- + Most practical
- Repeating elements



PROTOTYPE 2

- + Minimalistic design
- + Easy to use interface
- + Consistent design
- + Clean design
- + All primary functions available
- + No repeating elements
- Menu looks unappealing
- No sorting function for products
- Balance function seems unnecessary

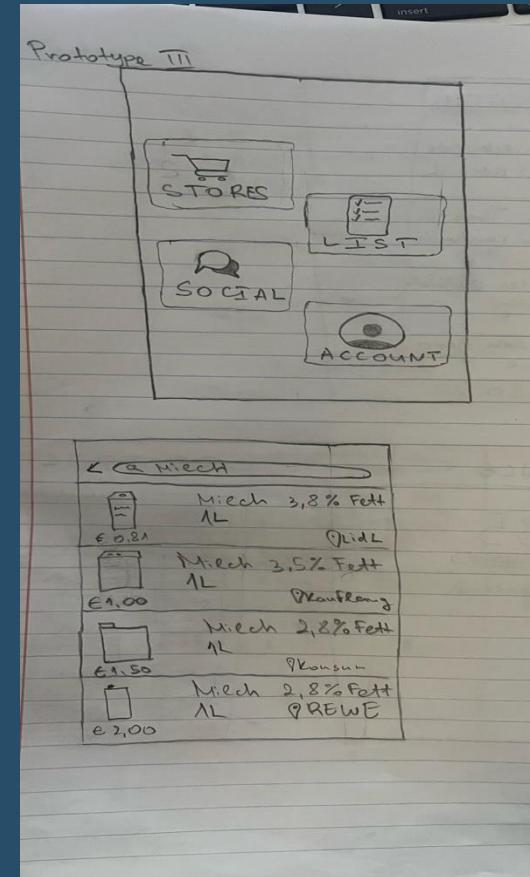
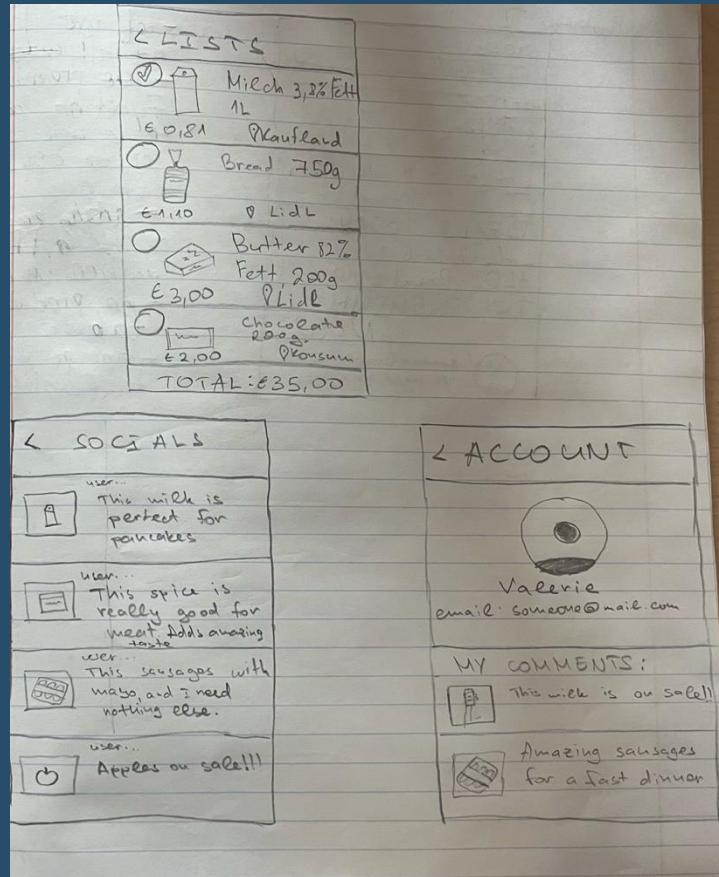
PROTOTYPE 2



PROTOTYPE 3

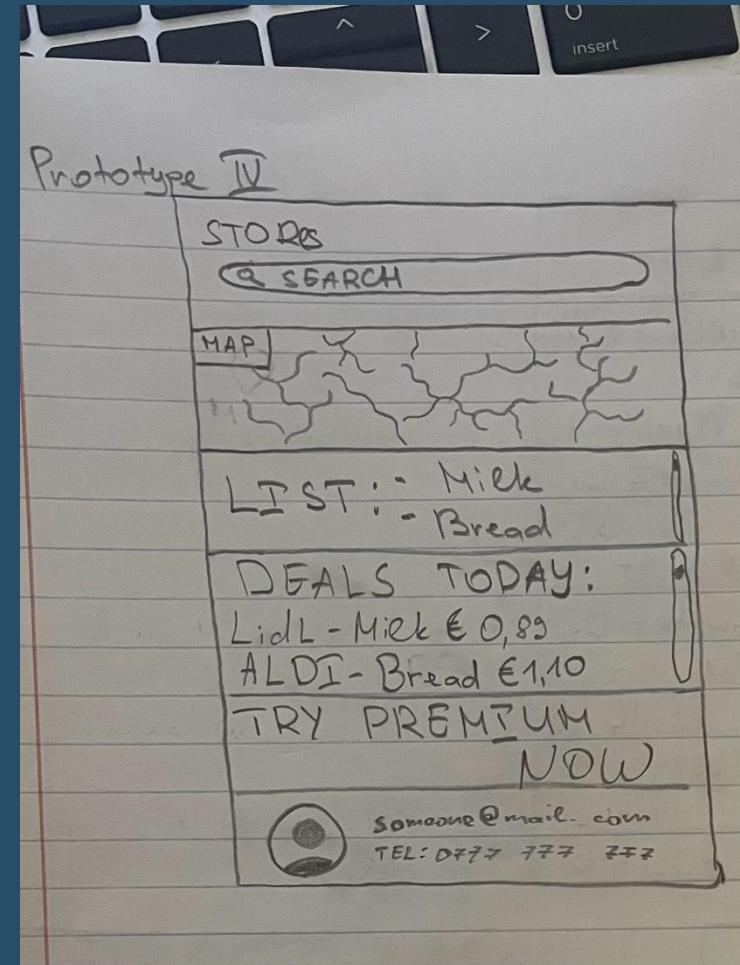
- + Social function for more user interactions
- + Clear design
- + Consistent design
- + All primary function available
- + No repeating elements
- Bad user interface for the start menu
- No sorting function for products

PROTOTYPE 3



PROTOTYPE 4

- User unfriendly interface
- Cluttered design
- No product tab
- Hard to understand elements



FINAL CHOICE

- We decided to go with a model closest to the first one because it implements the most important functions that we think the app should have (search for products, list, account and interactive map). It is the simplest one making it easy to use for people of all ages, because it doesn't include any unnecessary implementations that just by existing encourage users to make mistakes. The simpler the interface the easier the system will be for users to learn and remember.