Lend It myBalsamiq Prototype

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| Abstract  ***This paper represents a MyBalsamiq prototype of group 1’s mobile application. The product, ‘Lend It’, is an app that allows users to rent essentially anything. In this write-up the reasoning behind the decisions made to create and then alter the prototype are discussed.***  I. INTRODUCTION  This application was designed to satisfy a business possibility in modern society. With the current possibilities of instant communication finding and using tools and materials can be at a click of a button and backed by a community, as opposed to every individual household having to buy every little thing they need. With this as our goal we have designed a prototype which incentivizes users to put their tools/items up for rent. In exchange for a small compensation, people would have the possibility of helping their neighbors from avoiding expensive buys such as a riding lawnmower or an industrial pressure washer.  II. MATERIALS  The myBalsamiq prototype can be found in appendix A. A summary of the design changes and justifications can be found in appendix B.  III. DESIGN DISCUSSION  As a product whose use depends on the adoption by geographically close communities, the user research conducted focused on increasing the usability of the product. The research was tailored to maximizing the learnability of the product. The team came to the conclusion that this was the most effective way from a user interface design perspective that we could have the best chance of increasing adoption of the product.  Problems during analytical eval…..solution and what we did to ensure correctness.  Furthermore in the posting an item for rent, an add image from camera roll was added. This was a usability oversight on our part. It was quickly identified by our users as an annoyance. This way a user can use a photo they took earlier on as the product photo.  We made a bunch of minor UI changed to increase clarity. We added more navigation buttons that will allow a user to go back to different pages. This feedback was given in our first design gallery and has finally come back into the project. We do not want users to get stuck on page and have to cycle through a series of pages just to get back where they started. Other minor UI changes include rephrasing of returns. The empirical evaluation done by the renter showed that some of the phrasing was confusing. We changed “Email shipping label” to “Get shipping label”. This term is more inclusive and is has a clear intention. The use of “email” may imply there are other methods of shipping an item back. | The first page we fixed was the home page. Both users who did the empirical walkthrough were confused by having to make a selection between “Lender and “Renter”. Instead, we have removed this page and now direct them to the main browsing page. This does not force the user to make a choice between how they want to interact with the app. We added a button that suggest if they want to lend an item that will take them to the appropriate page. By having the app show the browsing page from the beginning it makes what the app does clear and limits cost of navigating to it.  The next thing we did was add the registration page as the first page a user sees if they do not have an account. Since we no longer prompt users for payment information right away, it flows better having this first. Users can always add payment information at a later time when trying to rent.  The lending pages were redone to emphasis steps in the process of uploading an item. The one screen is now split into three to four screens: Get description, Price, Availability, optional add image. Empirical analysis showed that users were confused having all this information on one page. The order we changed the process to was the order the user said they prefered. We will need to test this on other users but we believe having the page separated into steps creates more clarity.  The first step for posting an item is the description. Before we had a big blob of white space for text. Empirical evidence showed that users were turned off by this. Instead we included questions that will prompt the user into giving a better description. This way our application is more explicit in what information it needs to have a successful item.  A new feature that was added was to select a different way of pricing. Users showed interest in having hourly and daily pricing. By only offering daily pricing we were undermining the user's control in how they want their item listed. |

**Appendix A**

