
Find My Move

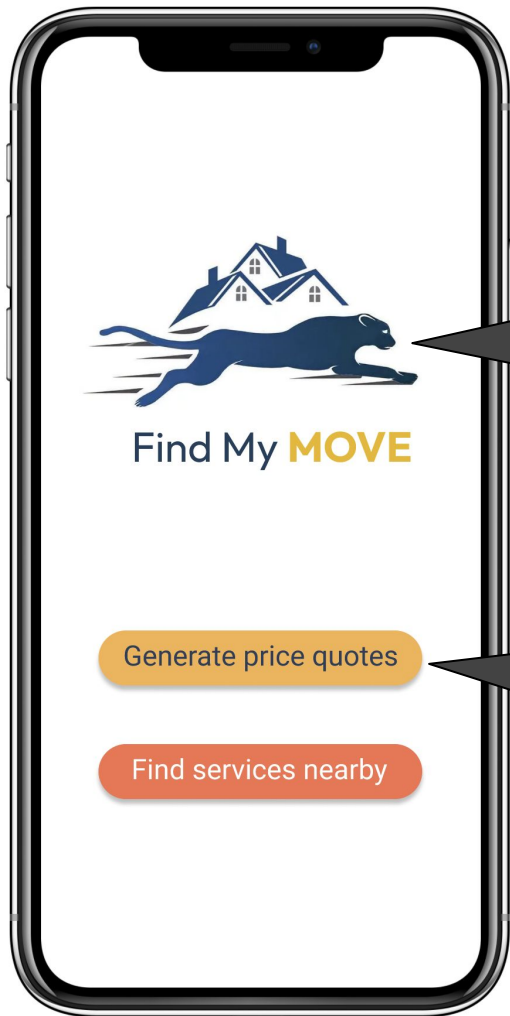


Made by : City Movers Team

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Prototype Link : [Find My Move](#)





Replaced the cost generator logo with the app logo. This ties the whole app together while providing two different functions below.

More descriptive button labels. Originally a "START" button, but changed to "Generate price quotes."

Home Screen

This is the home screen of the application that allows the user to generate price quotes for moving their items or to go straight to finding services nearby (without inputting their items for cost estimation first).

User Research / Design Feedback:

1. Users indicated that they want an option to simply find available moving services.
2. It's unclear to some users what the app was trying to accomplish with cost generation, which was the previous home screen.

Insights / Main Design Choices:

- The previous prototype only had one button for generating price quotes, so we added another one for finding moving services.
- The button was previously labeled "START" but now changed to more specific call of actions.



Gallery Screen

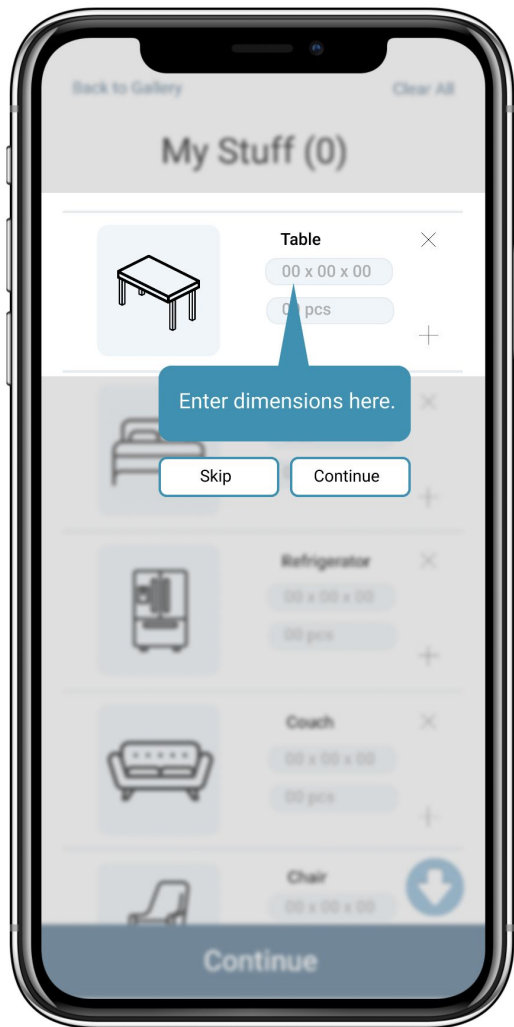
The gallery of common items that the user will pack from the old place to the be moved to the new place. Allows the user to select and deselect as many as they want.

User Research / Design Feedback:

1. Of the three concepts presented for initial designs, the users preferred the gallery select view (on the right).
2. Tried and true format, similar to an iPhone, which our target users (people in their 20s and 30s) are familiar with.
3. Some users were confused what they're selecting for.

Insights / Main Design Choices:

- Instead of simply "Select items," we changed it to "Select items to pack" to clarify the purpose of selecting items.
- We added a small text below each image to prevent any ambiguity as well as a white square outline around the image to clearly indicate that you can tap to select.
- The "Add to My Stuff" button at the bottom gets displayed after the user has selected at least one item to indicate the next step.



Tutorial Screens

A series of tutorials that the user can use to learn about the functionality of the My Stuff screen.

User Research / Design Feedback:

1. Required inputs and buttons on the screen weren't obvious to some users, causing frustration.
2. One user specifically requested "some kind of tutorial or instructions."

Insights / Main Design Choices:

- Added tutorial screens before the actual My Stuff screen while allowing the user the option to skip all tutorials entirely.
- We focused on specific functionality and created a step by step tutorial to not overwhelm the user and blurred the rest of the screen that is not needed for the current tutorial.



My Stuff Screen

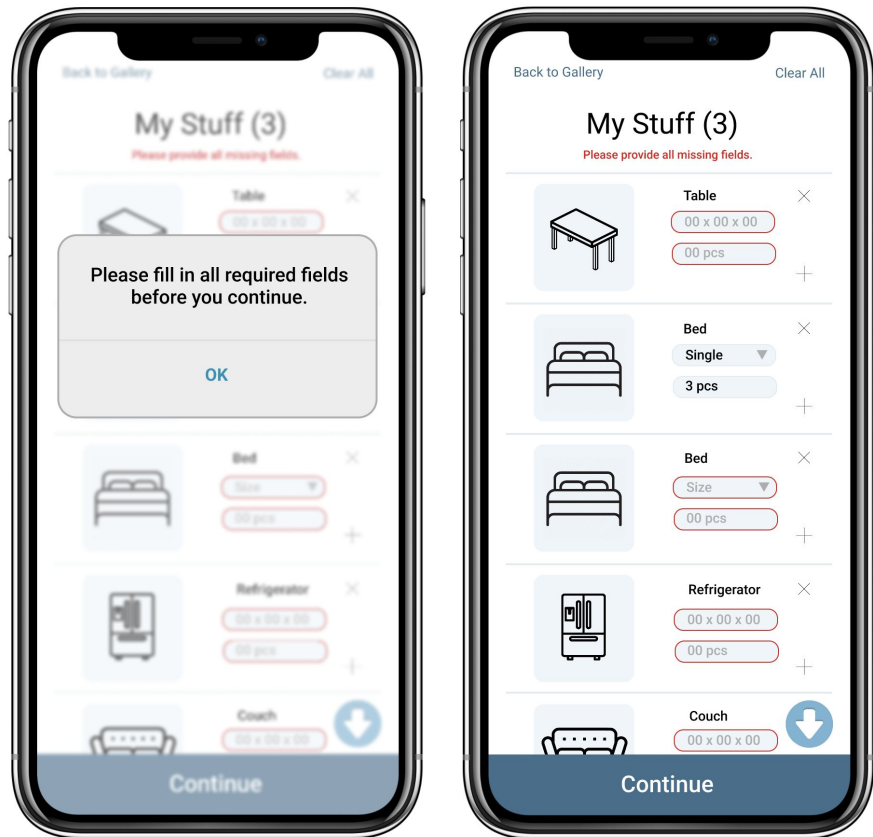
This is where the user inputs the dimensions and quantity of every item that they want to pack and move. The total number of items is shown next to "My Stuff" at the top instead of the bottom (where it was previously) to make the screen less wordy.

User Research / Design Feedback:

1. Originally included weight but many users found it tedious to measure and weigh every item that they want to move.
2. Users feared that tapping the Back button would clear all their selections.

Insights / Main Design Choices:

- Removed the weight box to simplify the details that the user has to input.
- We adjusted some inputs and turned them into a drop-down menu instead as applicable for certain items. For example, instead of entering the dimensions for beds, the user can simply select one from the common bed sizes (king, queen, double, single, etc.)
- We also added an arrow down on bottom right to indicate that the screen is scrollable.



Error Screen

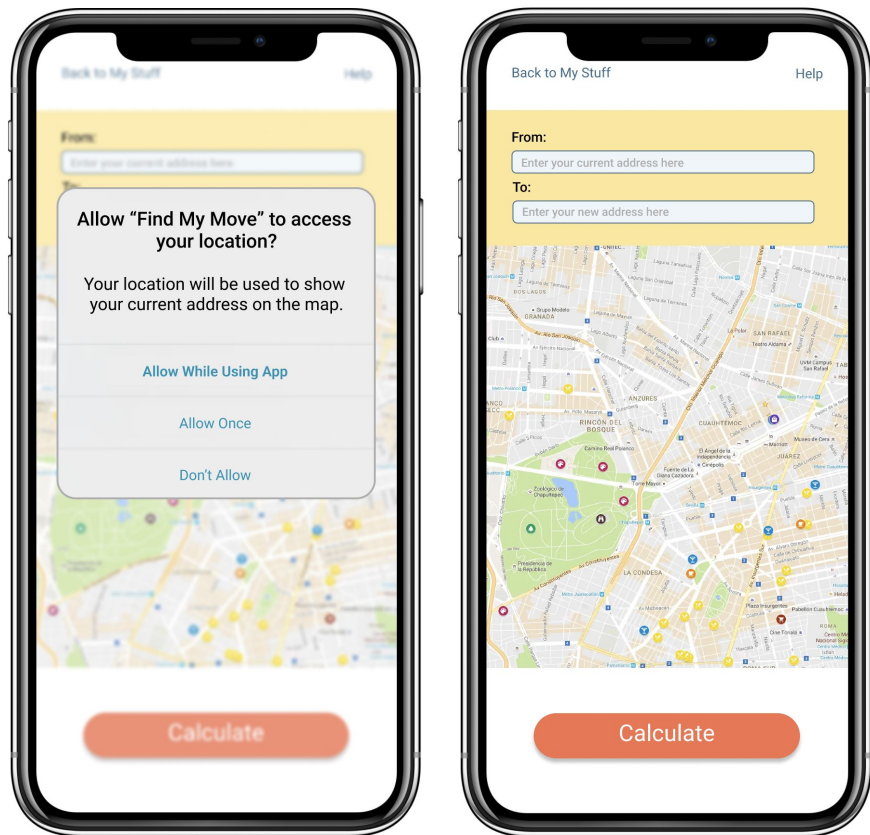
Warns the user that all details has to be provided first before they can continue to generate price quotes for all their items.

User Research / Design Feedback:

1. Users indicated that they find pop-up screens very helpful in informing them of what they forgot to do.
2. According to psychological research, red indicates a warning.

Insights / Main Design Choices:

- Added a pop-up window that reminds the user what they need to do before proceeding to the next step.
- We highlighted all boxes that are missing entries with red markings.
- We created a constraint where the Continue button only showed up after all inputs were made, but that ended up confusing some users more as it removed the human-computer dialog that the pop-up box afforded.



Enter Location Screen

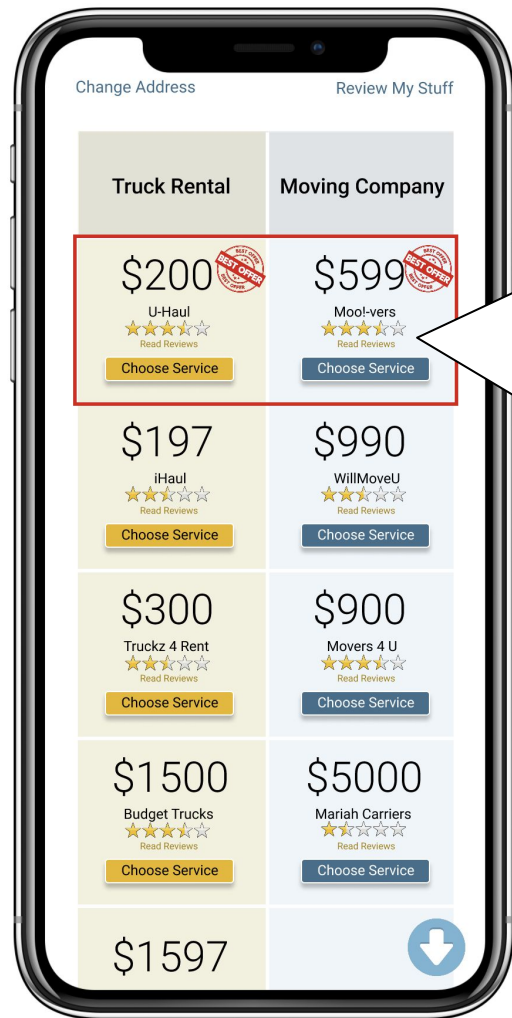
Allows the user to enter both locations that they are moving from and to. In addition, the Allow Access State (on the left) provides the user different options for protecting their privacy.

User Research / Design Feedback:

1. According to our research, privacy is one of the main concerns of the modern day user.
2. Users indicated a desire to visualize the distance between their current and future locations.

Insights / Main Design Choices:

- We added a location access feature to simplify the process by making the user type less.
- Instead of simply "Back" which confused some users where it lead to, we changed it to "Back to My Stuff."



Compare Price Quotes Screen

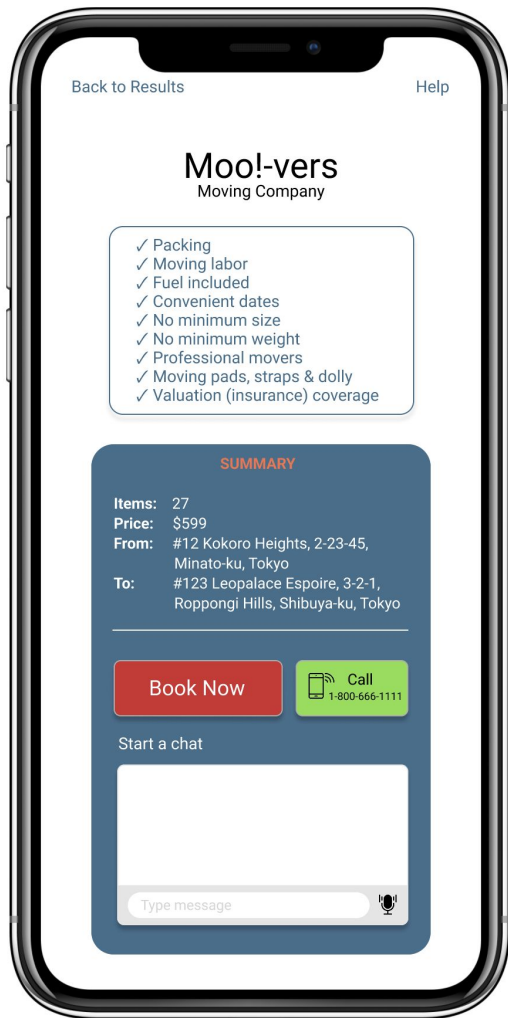
The screen that shows different price quotes from different services available in the area. The results are divided into two services: truck rentals and moving companies.

User Research / Design Feedback:

1. Some users were confused what to do to select a service.
2. We learned from user interviews that a peer-to-peer review would make the decision-making process easier.
3. Our research indicated that money is one of the biggest pain points in moving.

Insights / Main Design Choices:

- The original prototype had buttons that contained company names. To make it clear how to select a service, we relabeled the buttons to “Choose Service.”
- We added star ratings and a link to user reviews for each service.
- We also added a “best offer” suggestion that aims to help the user find the best/cheapest deals.



Service Page & Summary screen

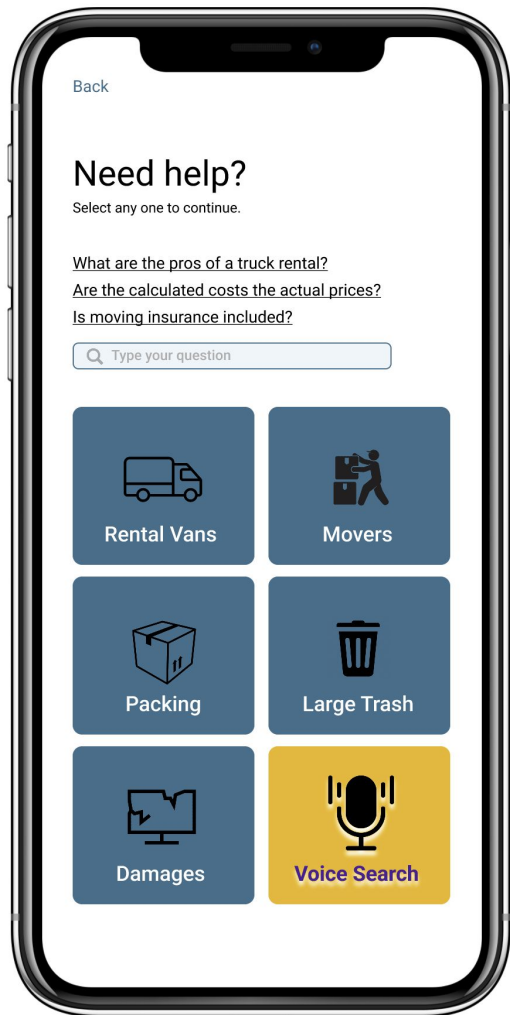
Displays the company and all the services they provide; the summary of all selections made by the user (number of items, selected price, addresses); and different ways to book or contact the service provider.

User Research / Design Feedback:

1. Users actually preferred bright colors for the call-to-action buttons.
2. Users also wanted to know more about what services were included in the quoted price.
3. We learned from interviews that users want to directly contact the service provider right away.

Insights / Main Design Choices:

- We randomly chose bright colors for the buttons that did not match the theme, but it turned out that users liked that the colors stood out, so we've decided to keep them.
- We also provided different ways to get in touch with the service, i.e., a call button, a book button, and a chat box with a voice feature.
- "Back" was changed to "Back to Results" to specify where it leads to.



FAQ Screen

This is the help screen where the user can read the most frequently asked questions, or find a specific question by typing or by selecting from one of the categories or by using voice search.

User Research / Design Feedback:

1. Users often had more questions about the app and the services it provides.
2. Previous versions of the prototype violated the heuristic of Help and Documentation.

Insights / Main Design Choices:

- Provided search options in different formats: typing a question, selecting a question, selecting a category, and using voice search.
- We decided to put a different color on the voice search button to distinguish it from search categories.