Medium-fi Prototyping

Presented by Team 4s a Crowd

munch

Right food. Right price. Right now.

Instant location-based dining promotions

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Development

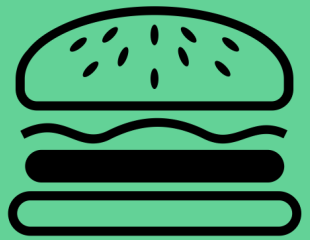
Alex Tran
Development

Hailey Spelman
Design

Victoria Wee
Product

Tasks Overview

Simple Task



Find restaurants nearby offering flash promotions.

Medium Task

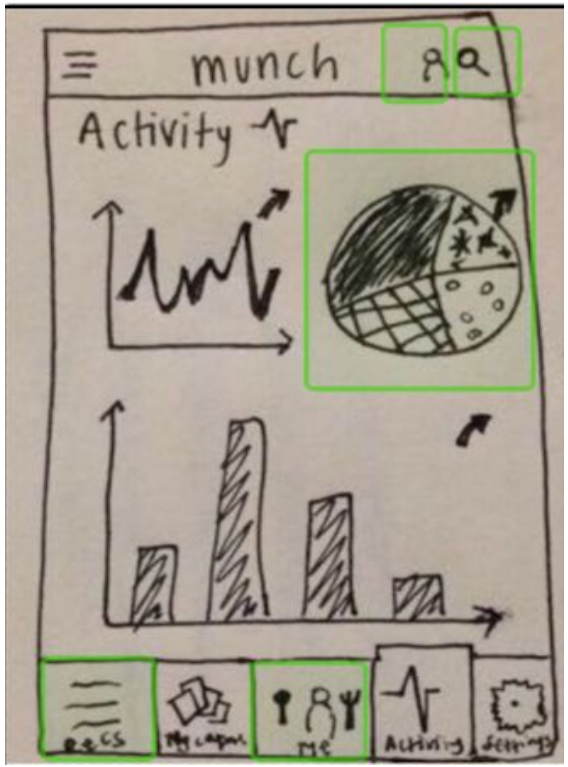
Track eating and spending habits.

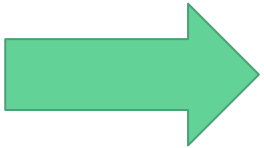
Complex Task

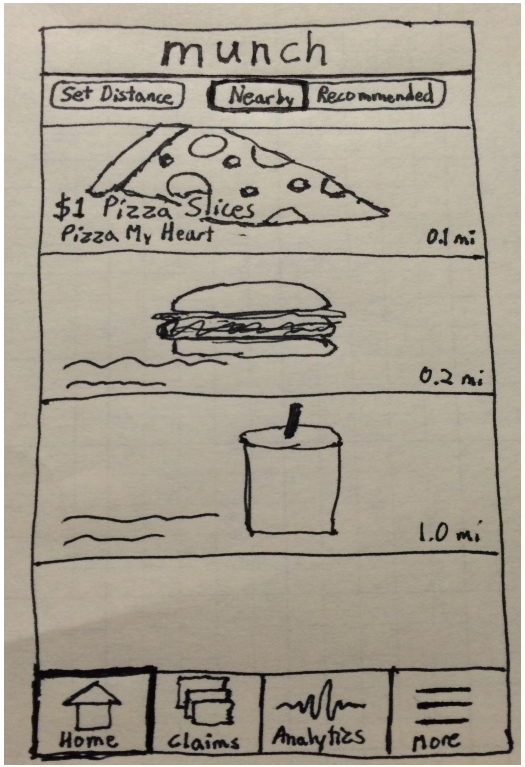
Provide consumers with dining recommendations.

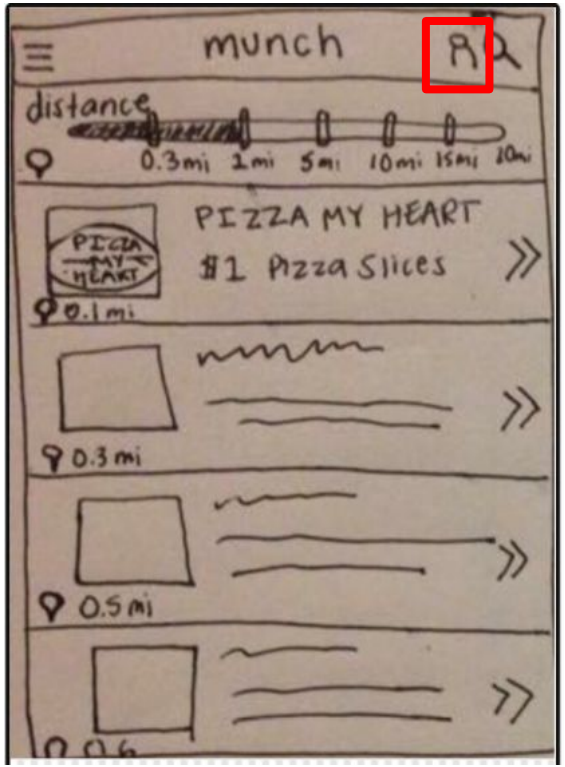
Revised Interface Design

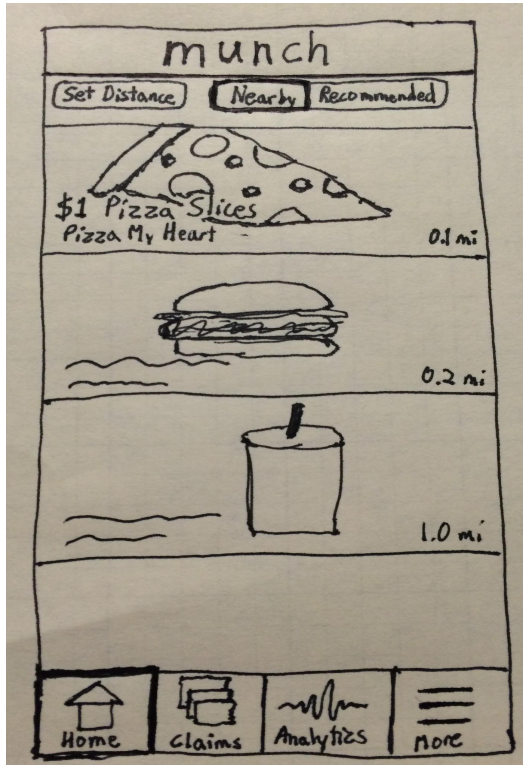
Change #1: Restructure App Navigation



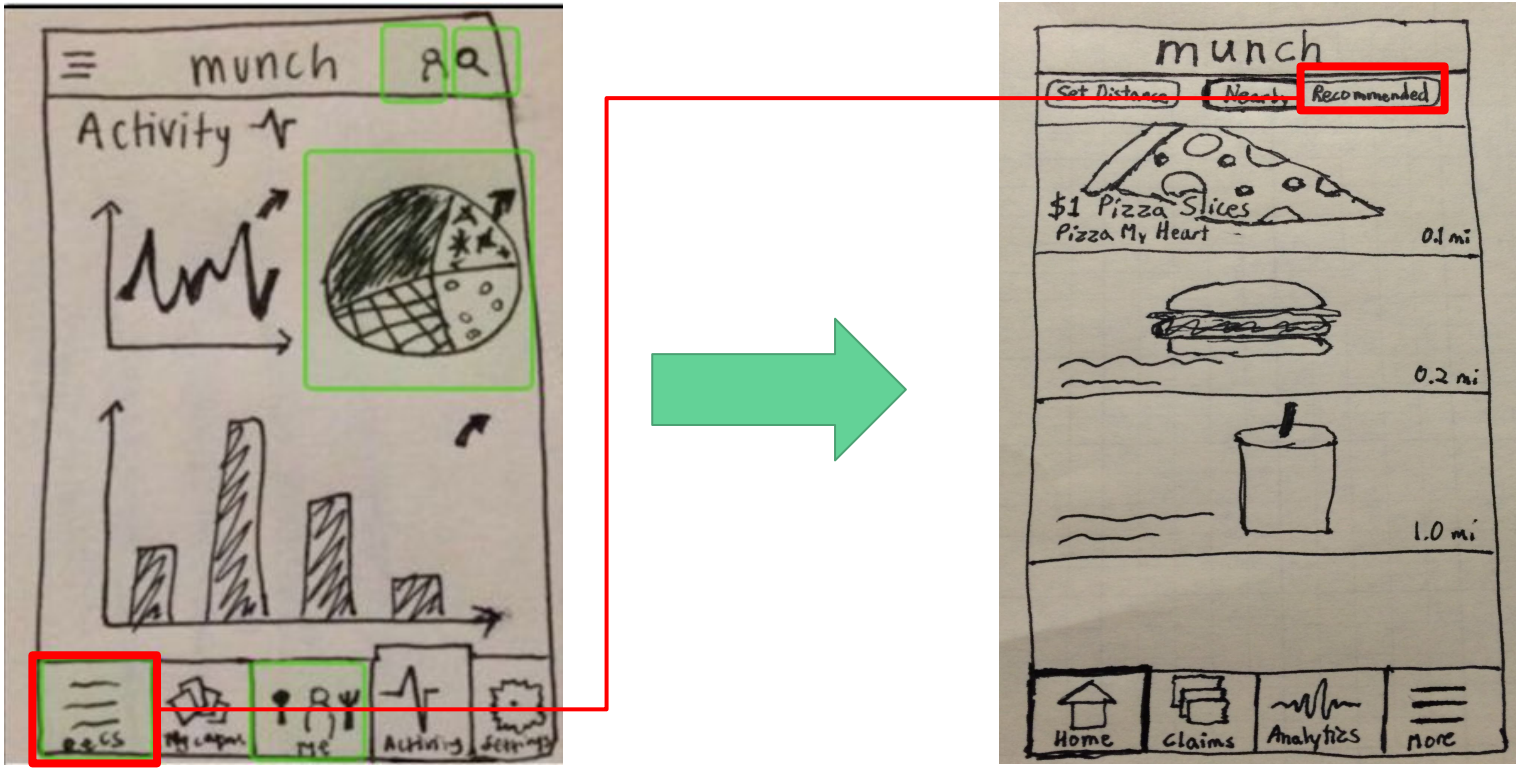




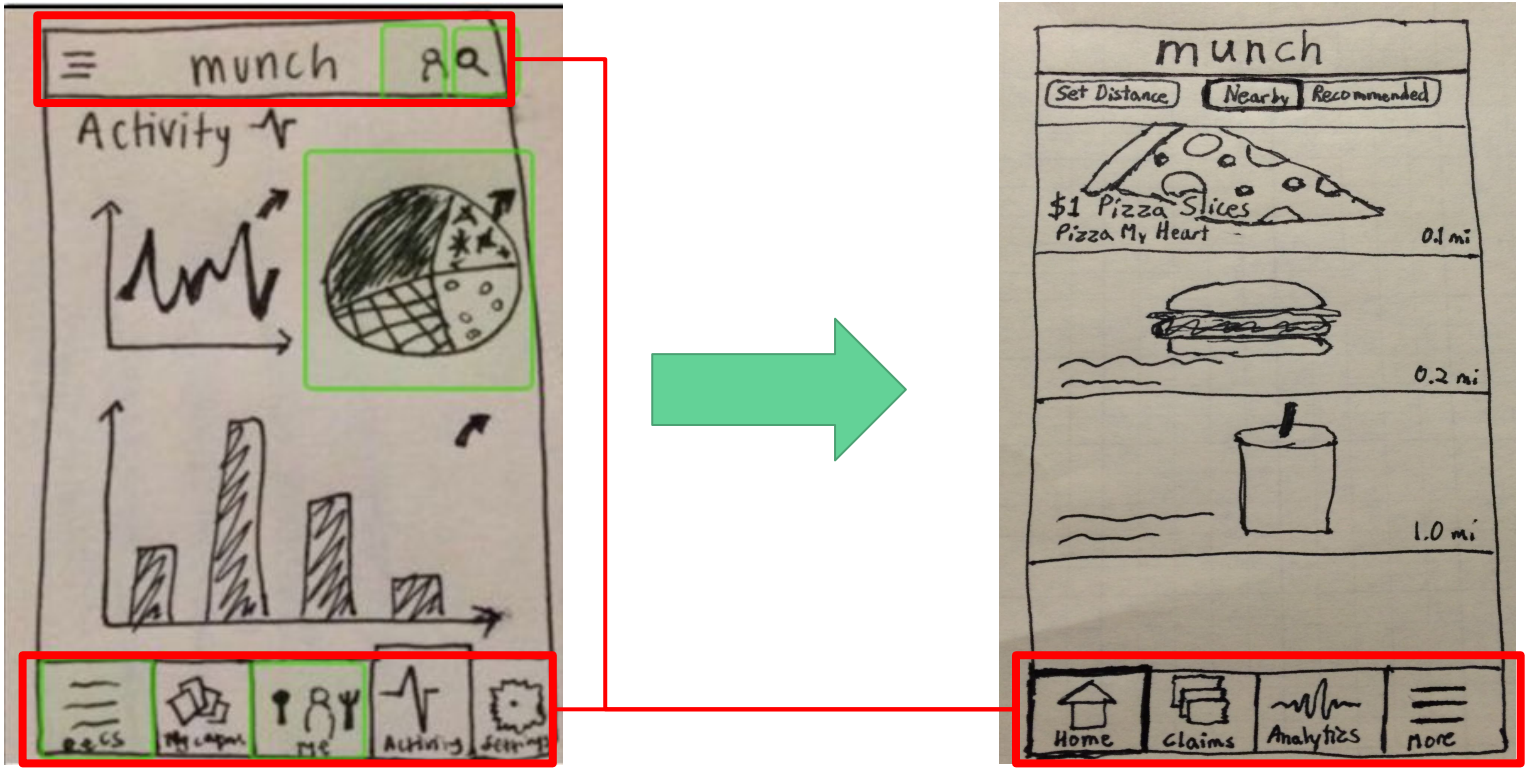




Task	Problem	Severity	Possible Fix
2, 3	User Profile icon not clear	1	Add a preliminary navigation tutorial or make the icon more obvious

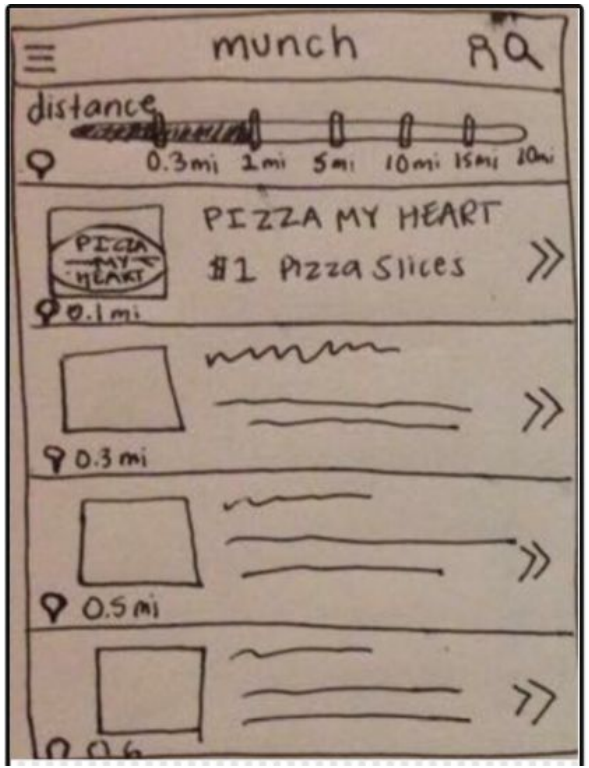


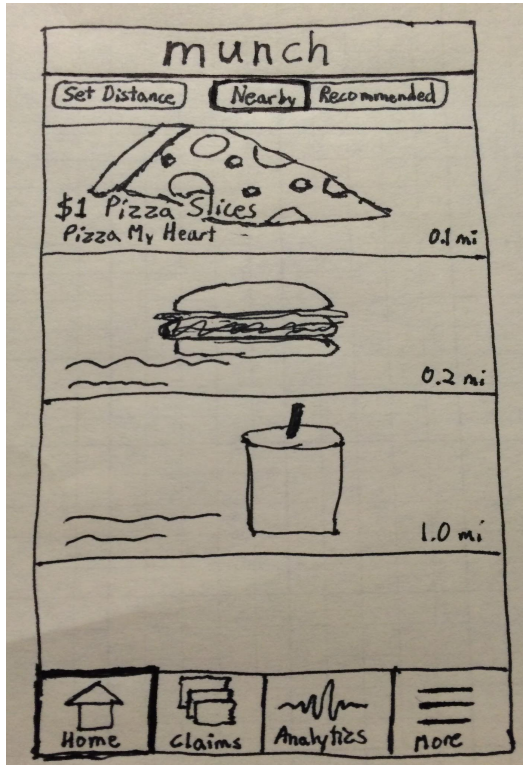
Task	Problem	Severity	Possible Fix
3	“Recs” icon not clear	1	Change “Recs” icon

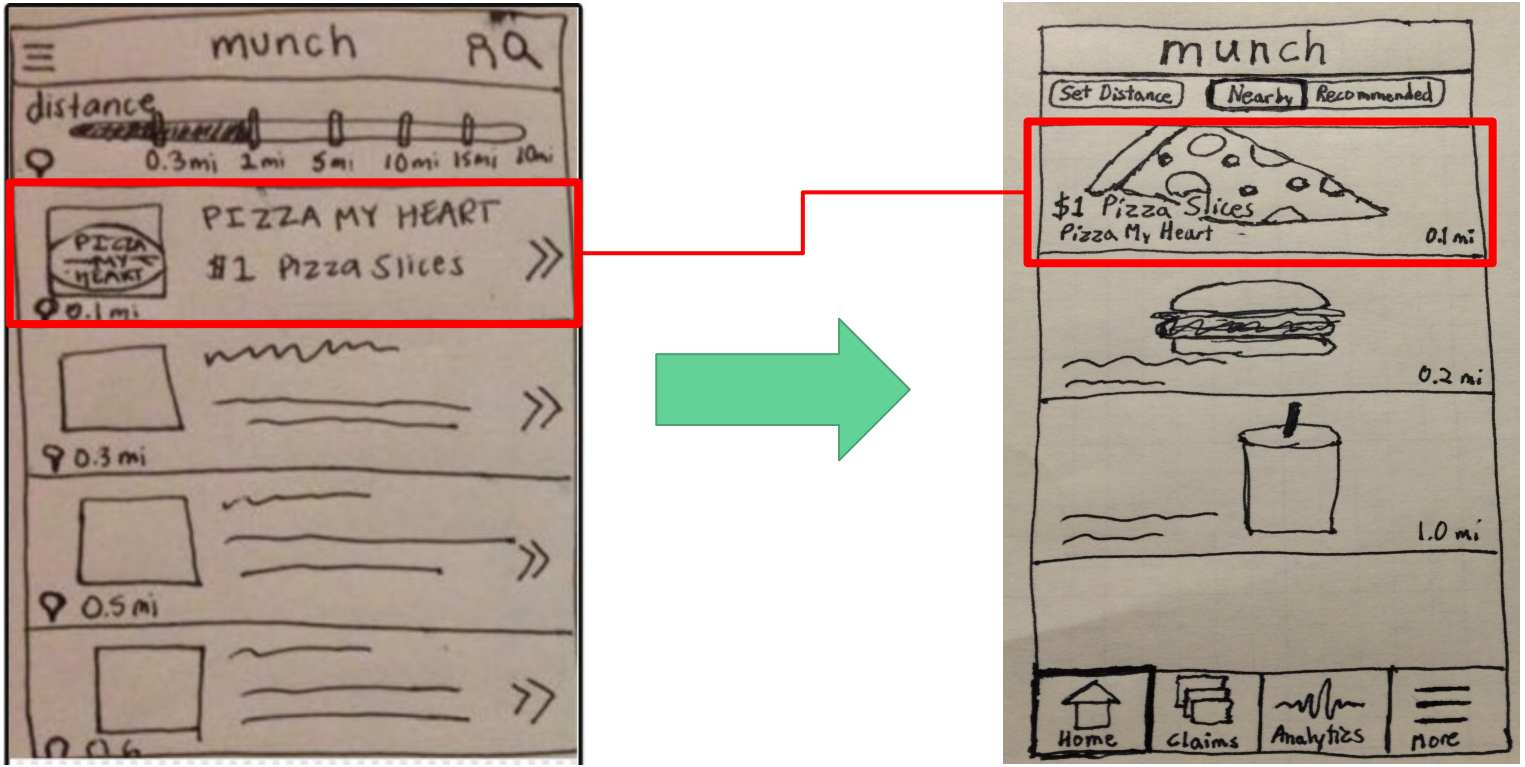


Simpler design. Fewer screens.

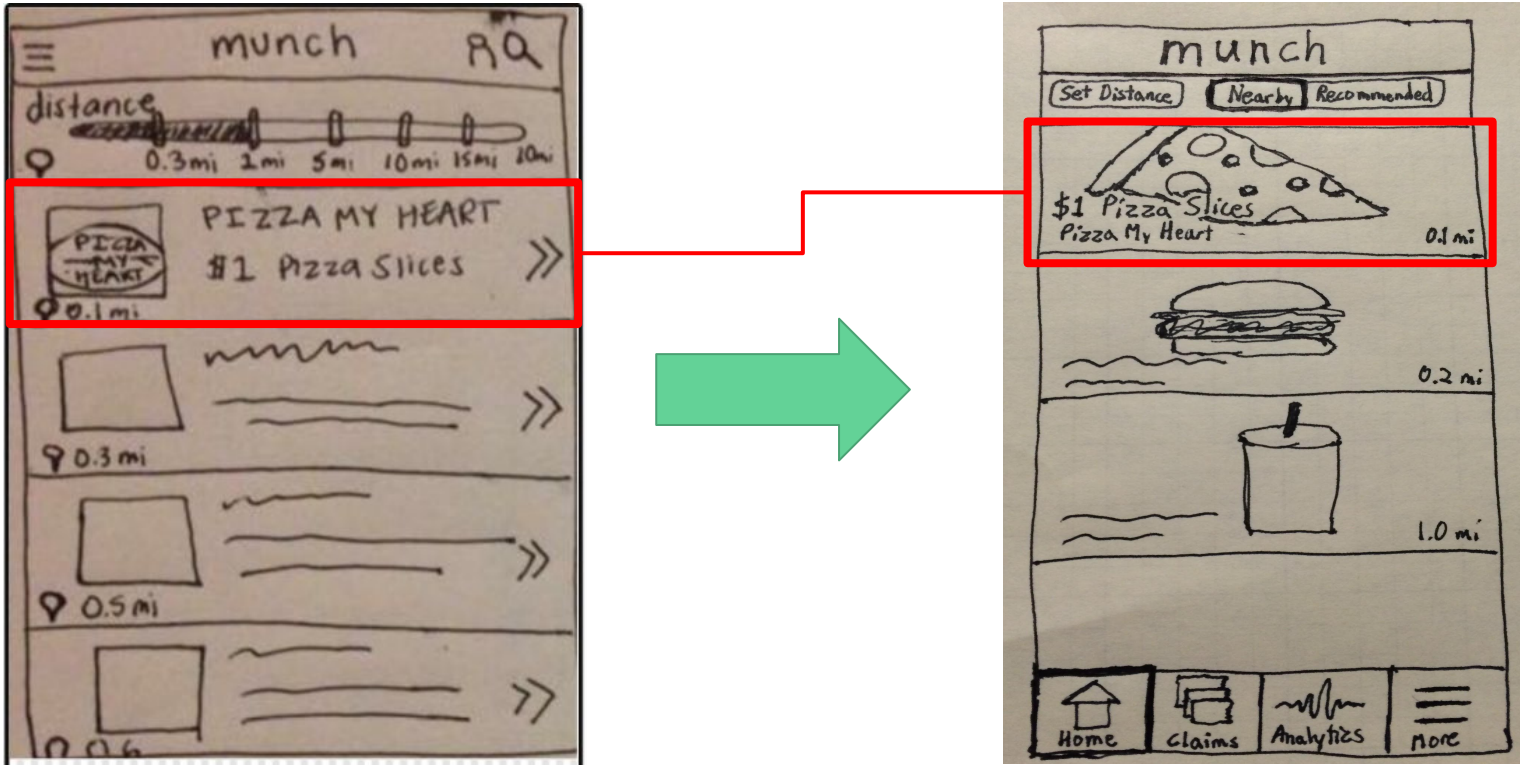
Change #2: Simplified Listings





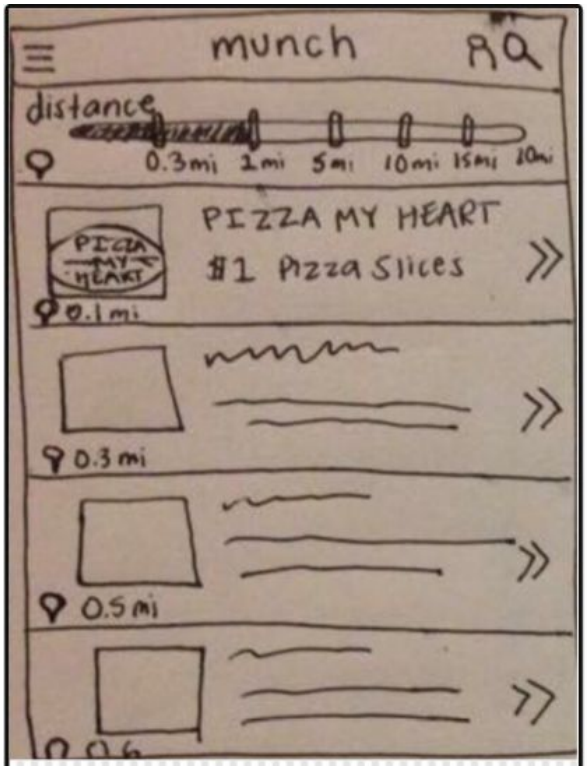


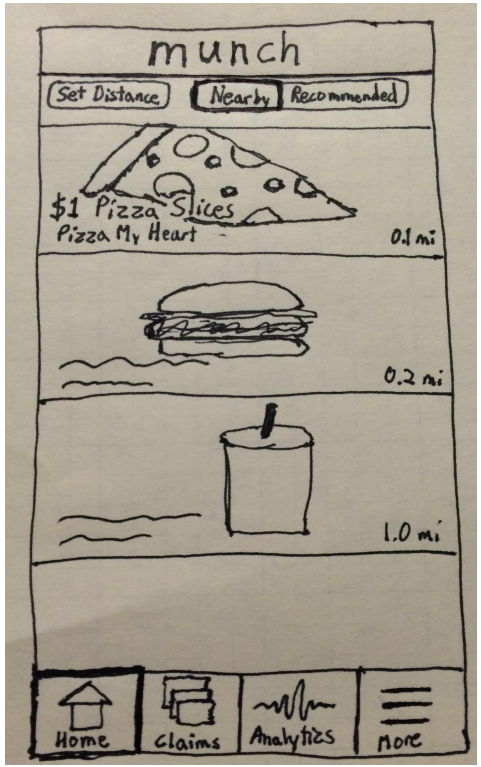
Task	Problem	Severity	Possible Fix
All	Too much information on some screens	3	Reduce the amount of information per screen/split into multiple screens

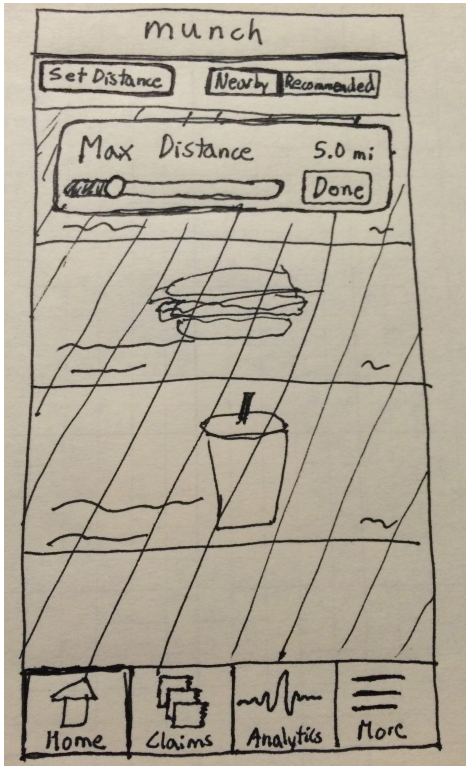


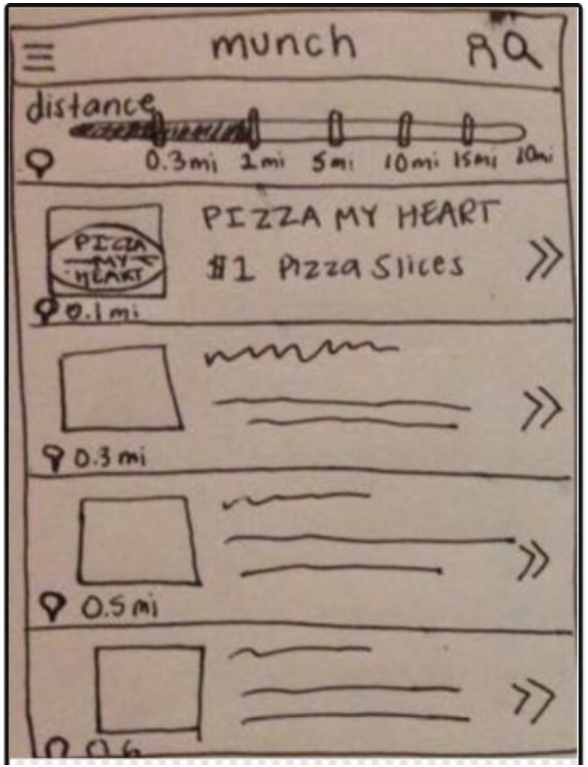
Puts focus on the food

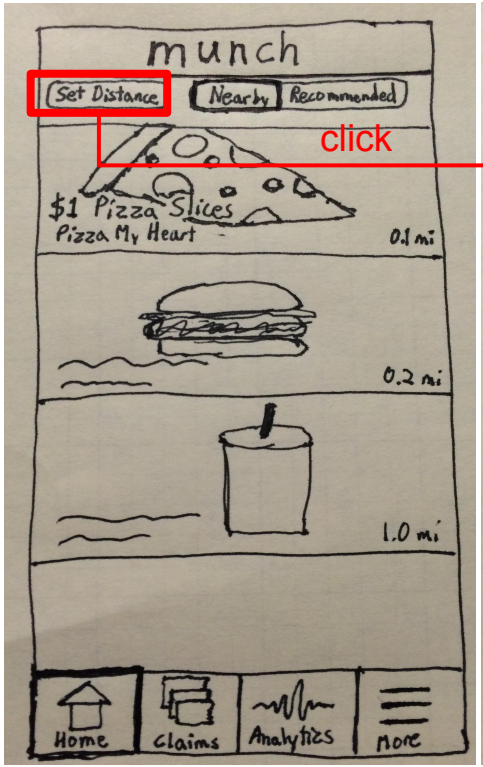
Change #3: New Flow for Setting Distance

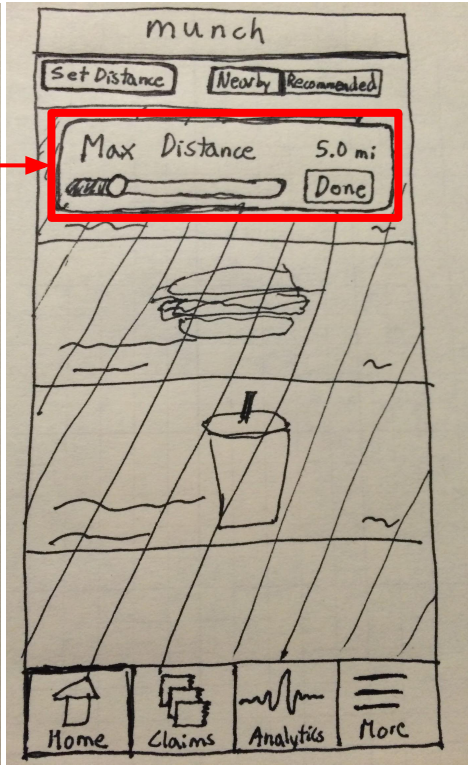




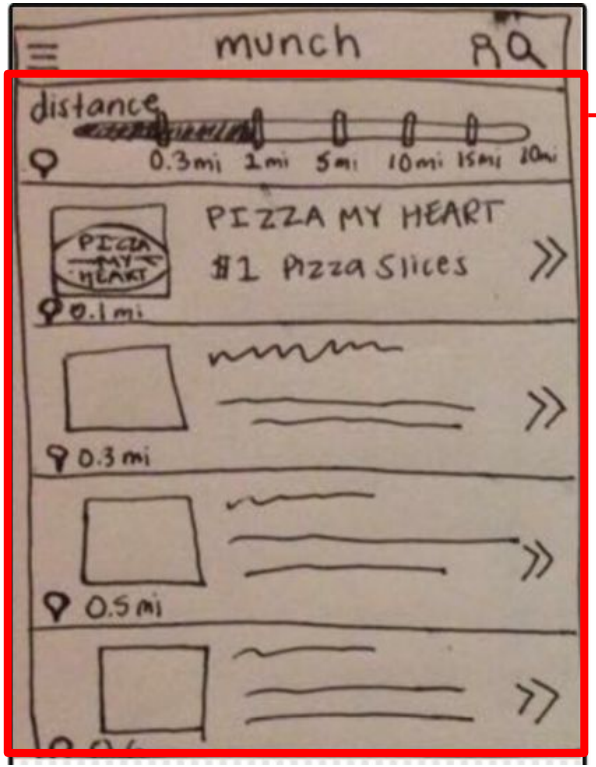


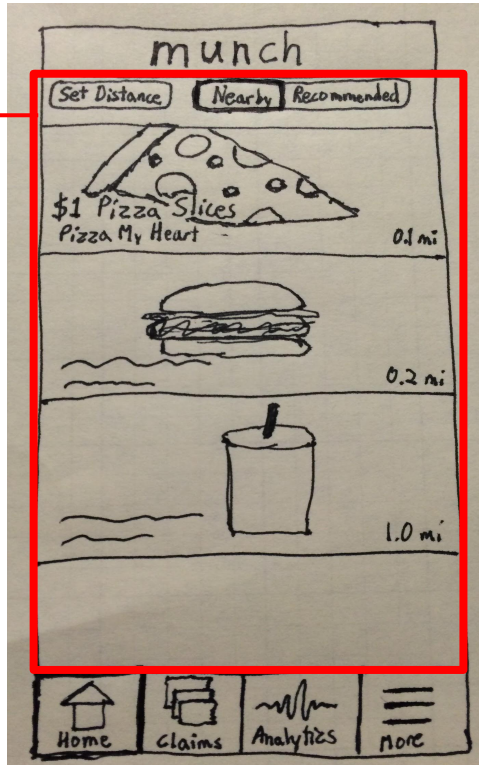


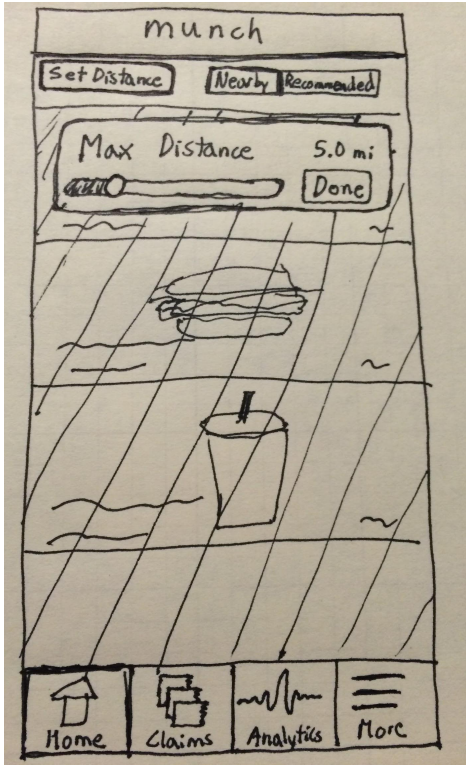




Task	Problem	Severity	Possible Fix
1	Difficulty setting the distance	2	Make the use of the slider more clear or try implementing a draggable map.



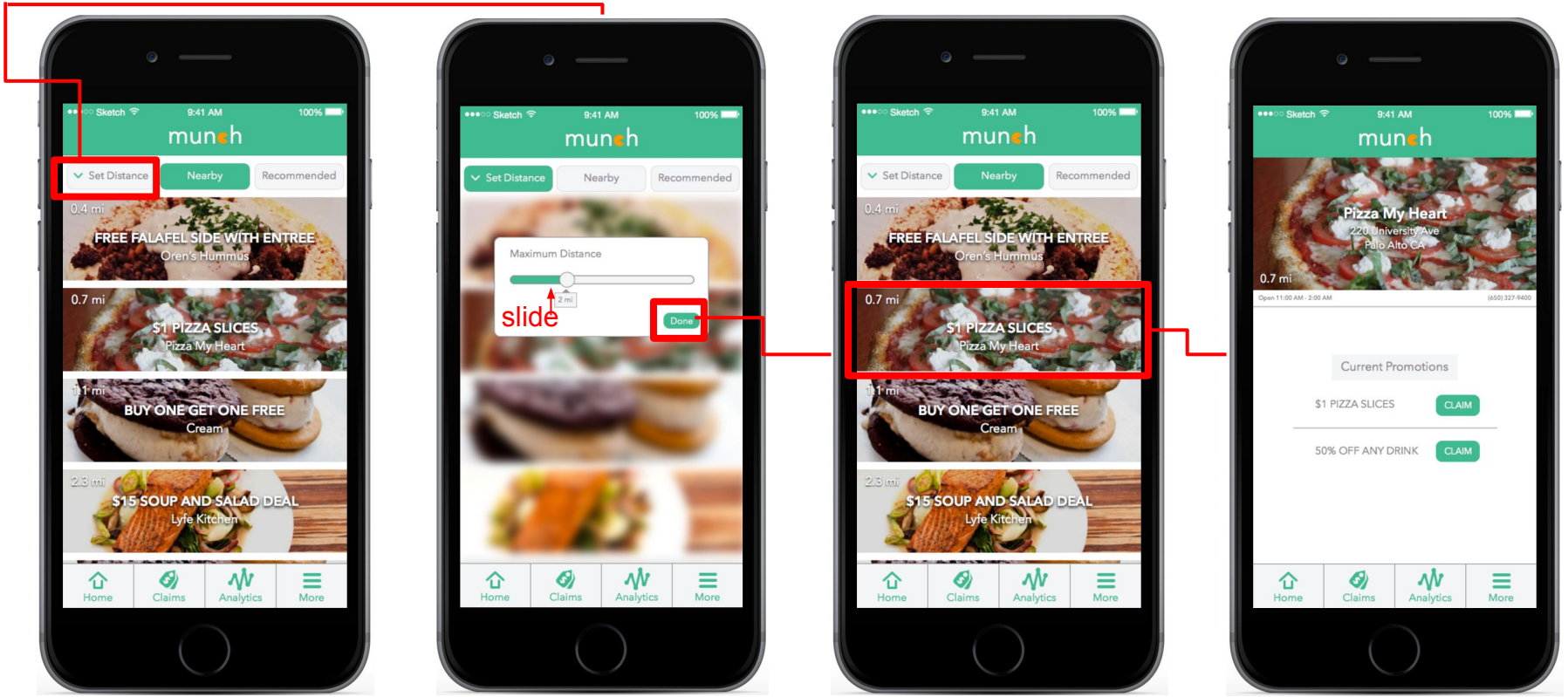




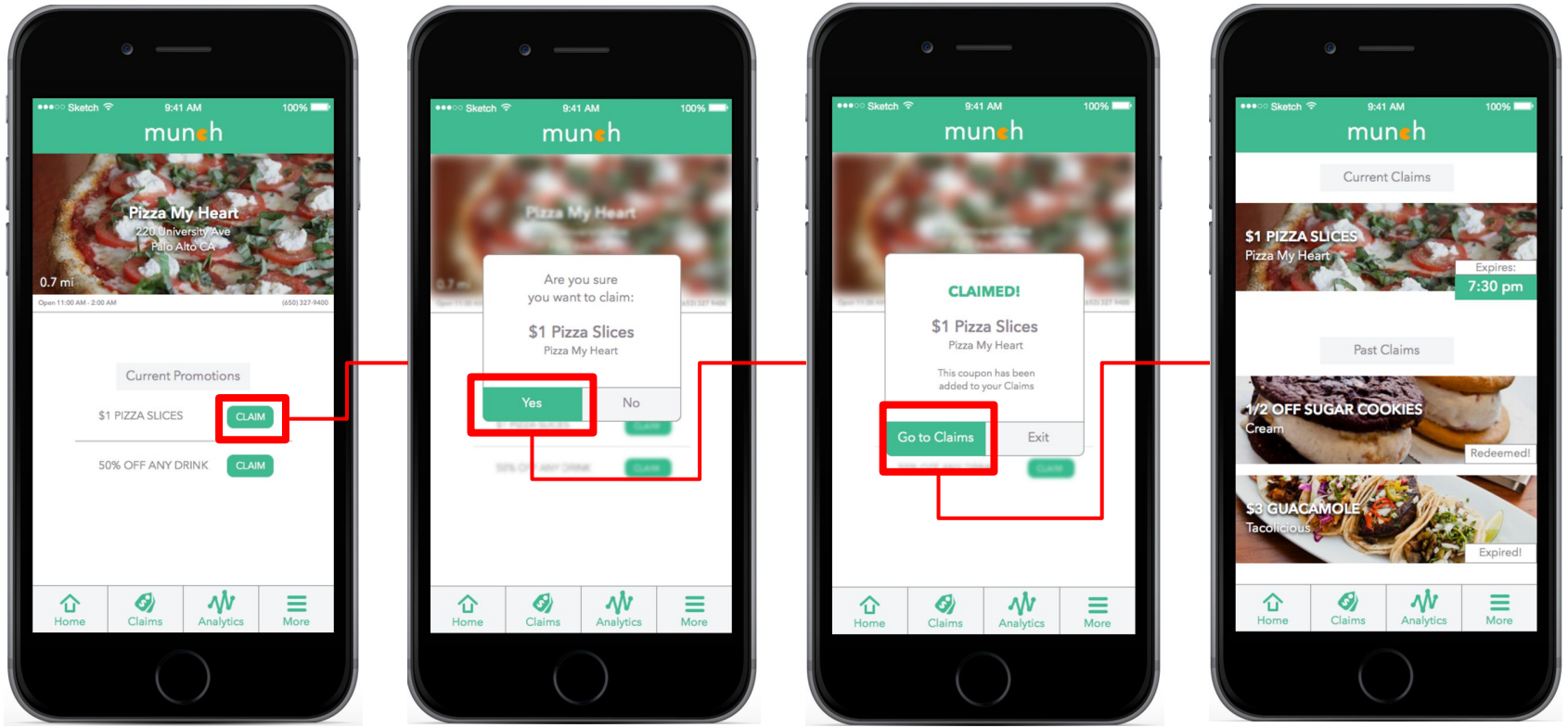
Task	Problem	Severity	Possible Fix
All	Too much information on some screens	3	Reduce the amount of information per screen/split into multiple screens

Medium-fi Prototype Task Flows

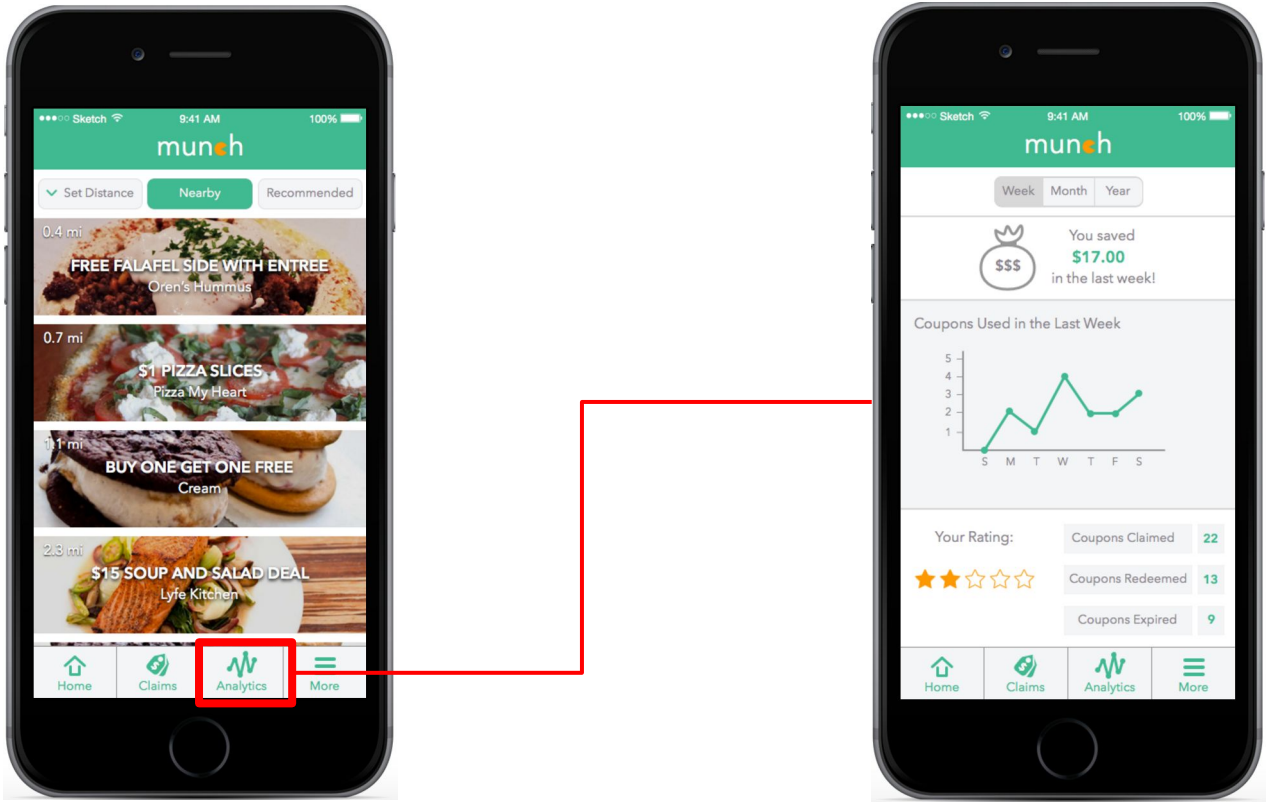
Simple Task > Find nearby discounts



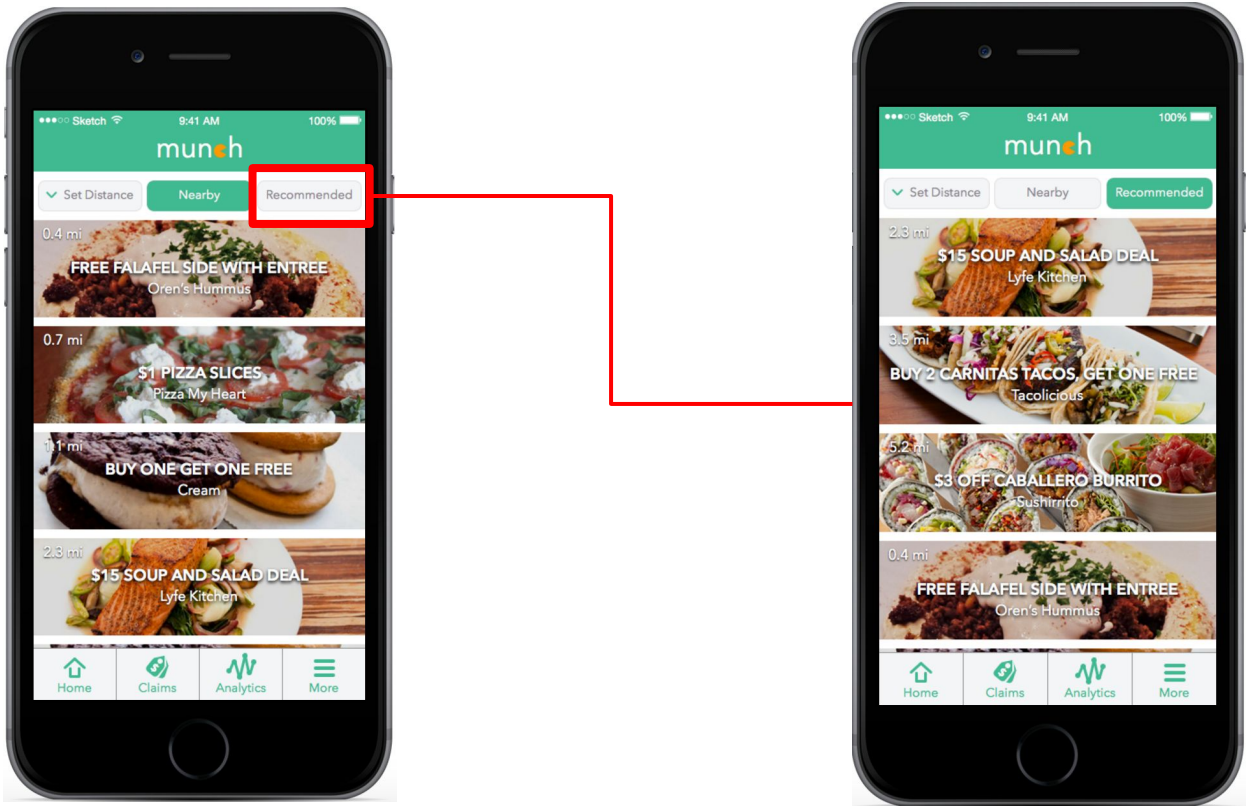
Simple Task > Find nearby discounts



Medium Task > View Munch activity



Complex Task > Get dining recommendations

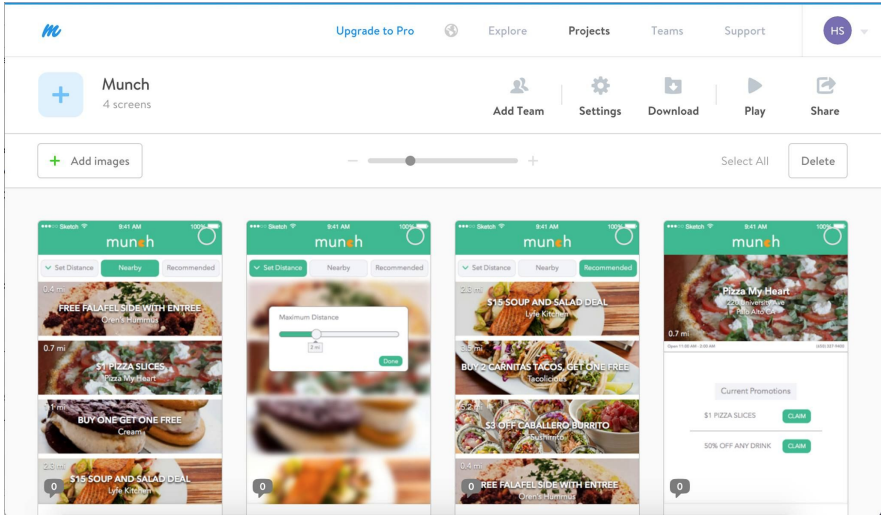


Prototype Overview

Prototyping Tools

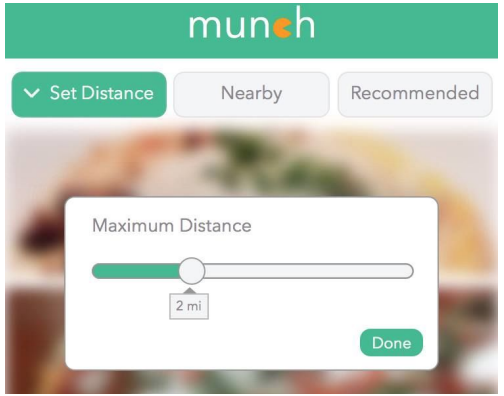
Sketch - screen design

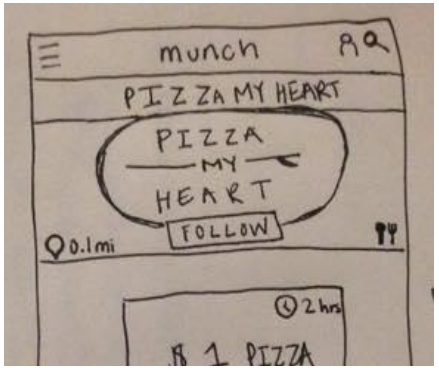
Marvel - connecting screens

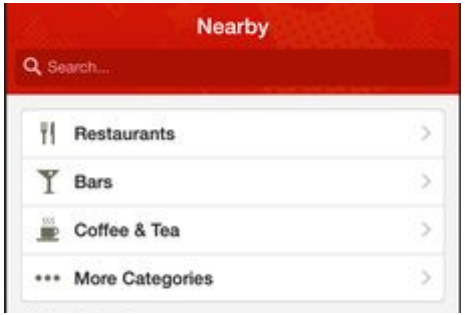


Limitations and Tradeoffs

- No real interaction with slider
- No favoriting mechanism
- No search functionality

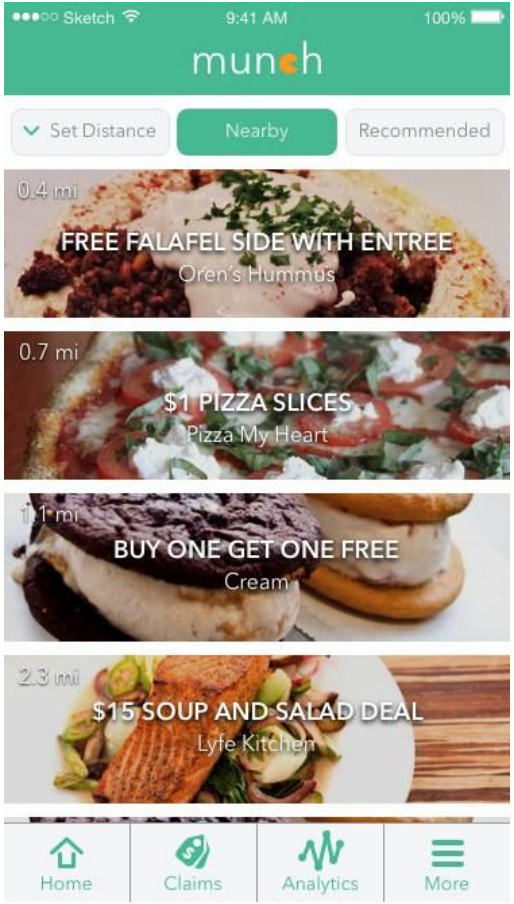




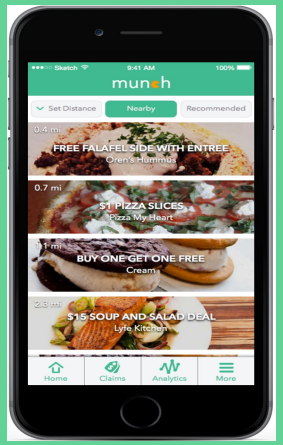


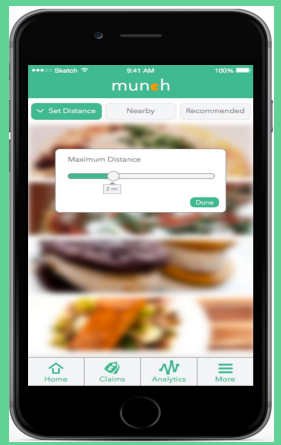
Hand-coded Features

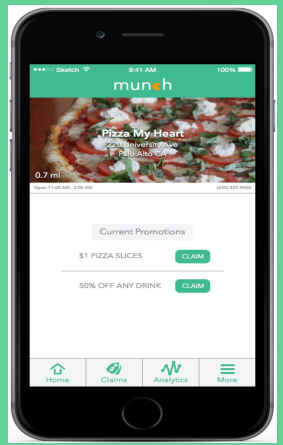
- Restaurant Promotions
- Recommendations

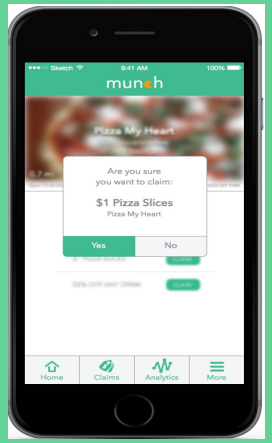


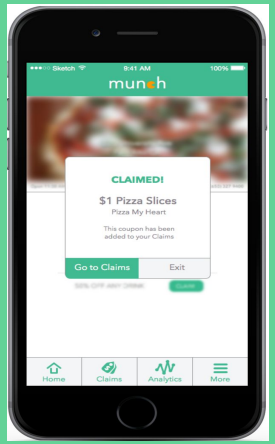
Simple

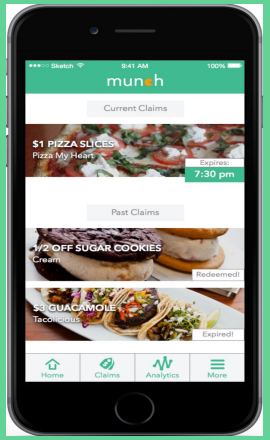




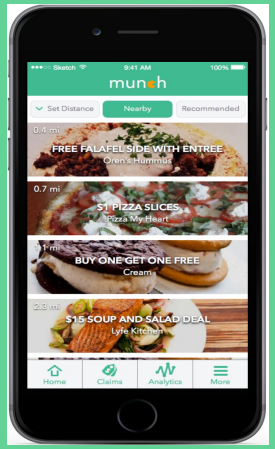


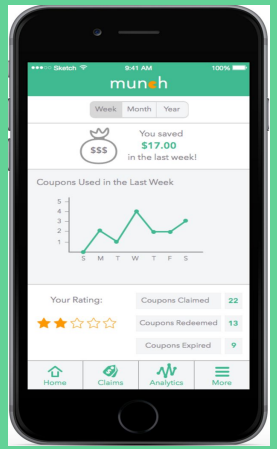






Medium

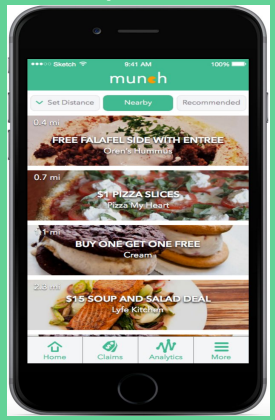


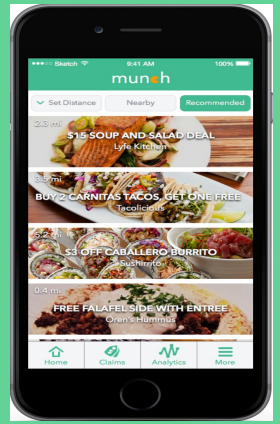


Thanks!

Our Project Website
Our Prototype

Complex





Burger icon by Matt Caisley. Activity icon by Ashwin Dinesh. Thumbs-up icon by by Gregor Črešnar