Jan 25, 2018, *by Arshin Jain*

05-430 assignment 2

iteration on paper prototypes

# Competitive analysis

Finding three websites that allow item purchases, and simulating the purchase experience by browsing an item, viewing details about the item then adding it to the cart.

## Target

### Strength: Home page has top deals broadened to items people of multiple age-groups would buy, and has categories, shipping/pickup options.

### Strength: Lot of product details on a single page; shipping options, quantity, images, size/fitting info, and q&a.

### Weakness: Too congested when scrolling down and related items are taking up all of the space, while reviews are hard to find. It’s clear that they don’t want scroll-downs.

### Weakness: Search bar is emphasized too much, hiding focus from important menu’s that would otherwise allow browsing more products. Search is best when you know product name, and some info.

## Walmart

### Strength: Very broad home page with horizontally scrolling store-ads, and highlighting key logistical features: free shipping, free grocery pickup, etc. They also show multiple categories as you scroll down.

### Strength: The item results that appear after searching are well designed and placed, with filters and options, with details right on a single page. Meaning, that I can see the items in multiple colors/types without going in the detail page, showing me more options while saving time. The colors, font and formatting make the view more clear and appealing.

### Weakness: Featured items on home page were all irrelevant to my preferences, and very distracting. I wish they didn’t appear there as it is taking up valuable space.

### Weakness: There are products sold by stores other than Walmart, and there are different policies (ex: no returns) which is unclear to the customers, and often misleading.

## Nike

### Strength: Featured products are highlighted very nicely with images emphasizing the product’s strengths and uniqueness, with catchy text.

### Strength: On the product detail page, there are large images of every side of the shoe, even the side-ways tilted view which is very convenient for customers. Other related information is placed to the right, taking up less space and only showing what’s important. I felt I could shop in less than a minute!

### Weakness: Shipping prices for non-free/faster options are only shown during checkout.

### Weakness: On the product browsing page, rather than showing the multiple colors available for the shows, there is text saying “1 color” or “3 colors” which is distracting and unreasonable.

# Second Iteration

Second iteration based on research and user-testing of first paper prototype.

From the user-testing on the initial iteration of paper prototypes, the user had an initial impression that the user interface was clear. The user said they were easily able to perform the task of browsing the pillows, finding a preferred pillow, and adding it to the cart. They particularly loved the options to filter items based on preferences such as color and price, to only see the items they are looking for. They also liked the related-items section on the product detail page, and option to save-for-later.

There were a few suggestions that the user felt would improve the interface. They wanted to sort the items on the browsing page by price. On the product detail page, they were not sure if they can see all reviews, aside from the top reviews, as from a consumer’s standpoint top reviews are less helpful.

## Improvement A: Added sorting option on product browse page.

## Improvement B: Added social media info and address/phone number near navigation bar. Inspiration from colleagues.

## Improvement C: Added “more…” option under reviews.

# third Iteration

Third and Final iteration performed based on research and user-testing of first paper prototype.

## Improvement A: Added “Cart” Option above navigation bar.

## Improvement B: Moved Reviews, and emphasized product options.

## Improvement C: Enlarged Navigation Bar and elements overall, for better focus and emphasis.

## Improvement D: Simplified Product Detail View.

## Improvement E: Moved reviews section to about page, and emphasized product options and catch-phrases. Also, ablility to see more images about the product.

# Learnings from user study with fellow student

## Able to see what they have done different and similar.

## They speak from impression and how they use similar interfaces.

## They may need follow-up questions to get a deeper answer from them, and I learned to ask such questions.

# Takeaway from the assignment

## I found paper prototypes as an effective way to test the idea, features and interface very quickly with low cost/time barrier. I could make more of them or fix right away and get more feedback to see if things are working better. Very successful and effective method.

# images paper Prototypes

## Attached separately on canvas.