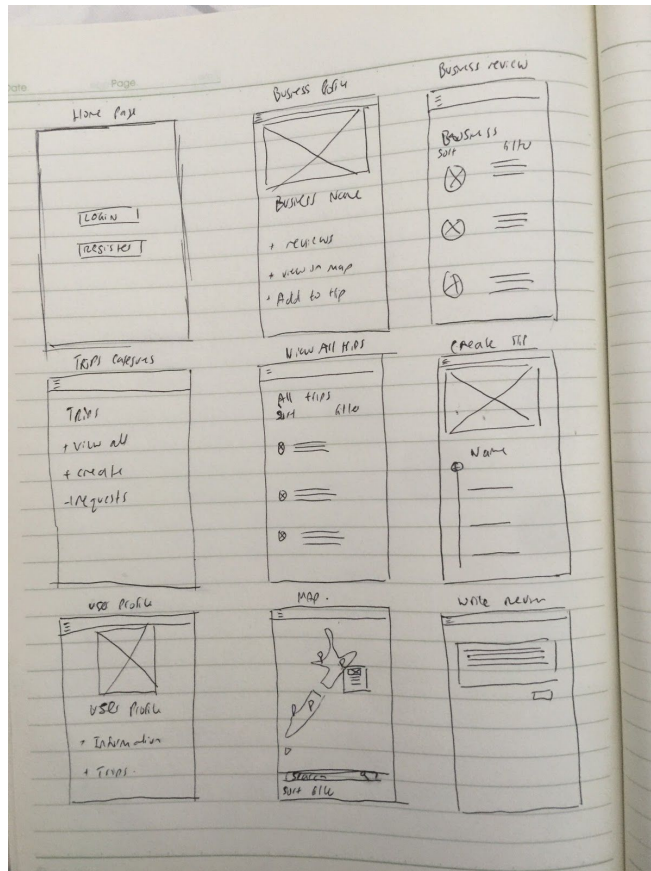


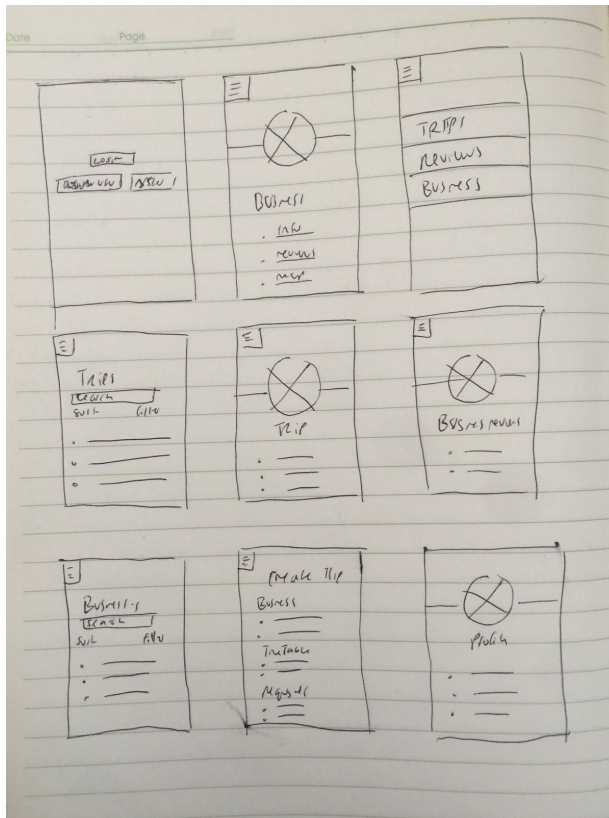
UX02 Design, Prototype & Test

Concept Drawing 1



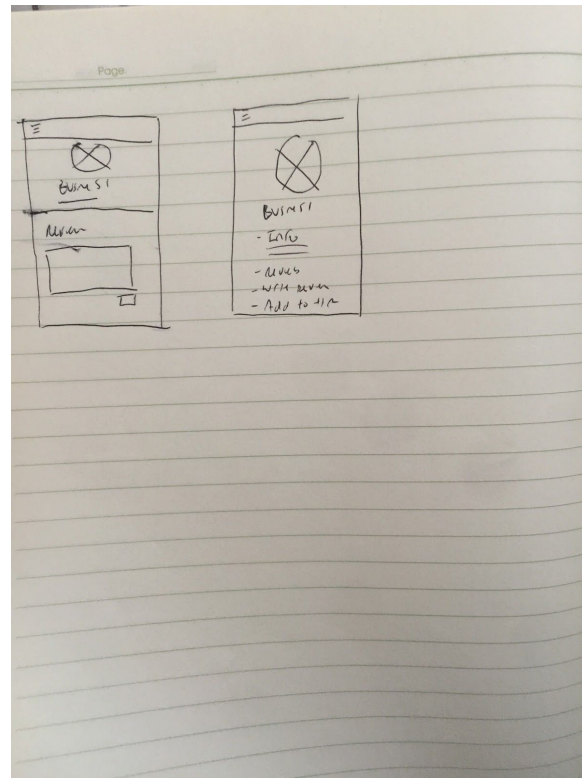
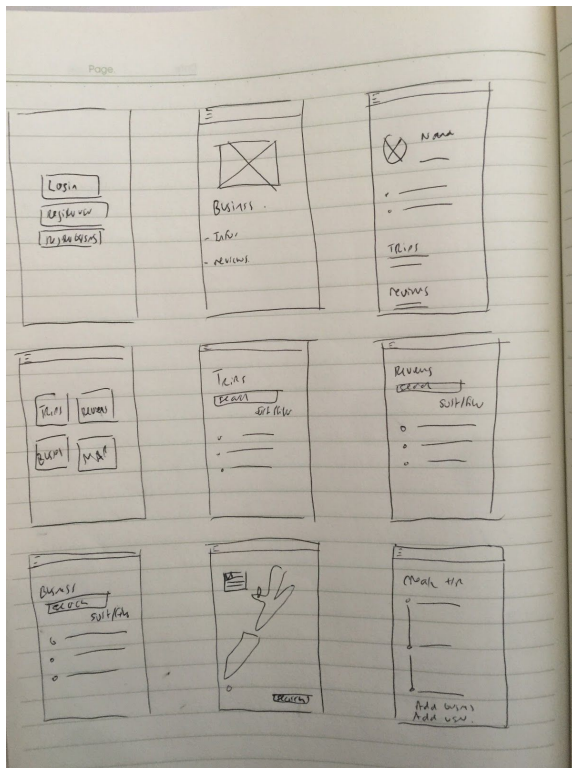
- Two different pages for a business profile when viewing as a registered business and a view as a user.
- Pop up menu from top.
- Add a business to the trip route from the business profile page.
- Sort and filter options for business reviews.
- Trips' page has multiple options.
- View all trips with sort and filter options. Images can be assigned.
- Create trip has a calendar layout.
- User profile has image upload, personal information and trips created or attended by the user. All reviews written by users.
- Sort, filter and search options on map with business. Select business on map, pop-up information and top reviews.

Concept Drawing 2



- Separate registration process for a user and business.
- Pop up menu from the side.
- Registered businesses can view info, reviews and map location from profile.
- Users logged in will have options for trips, reviews and businesses.
- Trips has sort and filter options. Trips can also be searched with keywords or businesses included.
- Each trip has a page with all details and images.
- Business page has all reviews on a separate page.
- Users can view all businesses and sort and filter through them.
- Creating a trip includes viewing all businesses, having a timetable and viewing all user requests for trips.
- User profile has images and details.

Concept Drawing 3



- Separate registration process for a user and business.
- Pop up menu from top.
- Registered businesses can view info, reviews from profile.
- User profile has information, trips and reviews for other users and business views.
- Users logged in will have options for trips, reviews and businesses and map view.
- Trips has sort and filter options. Trips can also be searched with keywords or businesses included.
- Each review can be viewed and searched for.
- List of all businesses can be sorted and filtered.
- Interactive maps with businesses can be created. Sorting, filtering and searching options available to users.
- Trip creation for a user has an app registered business option and adding of users option. Users will either be searched by the trip creator or requested when the trip is published.
- Writing a review is a simple text block with an image as the user profile. The business profile can also be seen while writing the review.
- The view page of a business as a user will have a write review option and add to the trip.

Developing Concept 3

What are we trying to make?

With the COVID-19 pandemic, the budget for holidays as well as locations has been limited. Kiwi residents will look to their own backyard but where do they begin? How will they plan their vacation? Where will they go and what will they do? Who could they meet?

An app that is both for local businesses and for kiwi holiday-goers. Create a profile as a business to advertise your service and get user reviews and feedback. As a user plan your vacation by pinning activities and restaurants. To plan together with other users, make your plan public and allow other users to request joining you and travel as a tour group. Generate a pre-planned trip by filling out a quiz as well. Review registered businesses as well.

Wireframes: <https://www.figma.com/file/cwSAWmJTFCfCI0r2IYRZHU/layout?node-id=0%3A1>

Prototype: <https://www.figma.com/file/cwSAWmJTFCfCI0r2IYRZHU/layout?node-id=38%3A219>

Interactive prototype:

<https://www.figma.com/proto/cwSAWmJTFCfCI0r2IYRZHU/layout?node-id=38%3A486&scaling=scale-down>

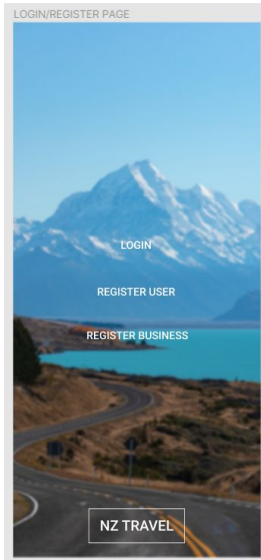
User Testing

User 1: Female 26 Employed full-time
Activity: Create a user profile. Generate a random trip, invite a user and make the trip public. Write a review for the Auckland Sky Tower.
Feedback: Need a title on the front page. The register page is hard to follow. The sign up button is confusing. The button makes it feel like you need to click before filling out details to sign up. The register page seems more like a login page. The home page when you first enter looks really good. The labels are clear and easy to understand. The page for the trip categories could definitely be more clear. It isn't obvious what each one means. The final trip itinerary is well laid out. The share feature for social media is a nice addition. A back button could be helpful, sometimes navigating through pages is confusing.

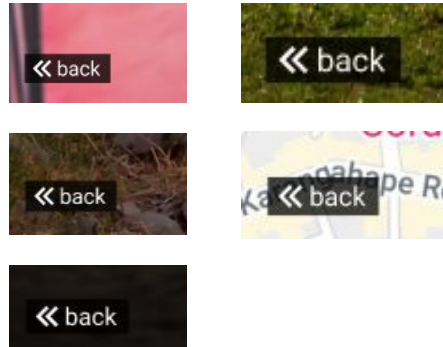
User 2: Male 23 Small business Owner
Activity: Create a business profile and write back a comment on a review by brown_coat_lady, their review is titled 'Great Experience'.
Feedback: Register page is a bit confusing. The flow of information isn't very typical. There needs to be a more detailed form to fill out before being taken to the final profile. Adding information to the profile is distracting. The business profile is quite simple. Maybe more of a fun layout could be more eye-catching. Would like to add a lot more pictures to the gallery area. A gallery page could be great! Adding images to the reviews would also be great. The review page is very plain.

Development

The front page has a title added.



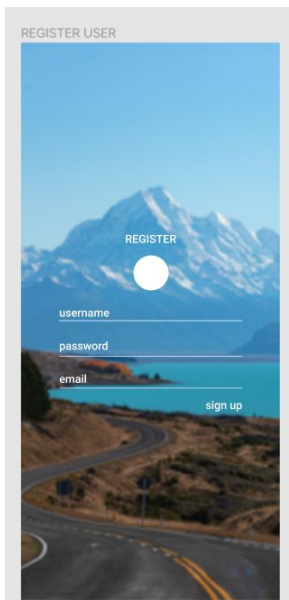
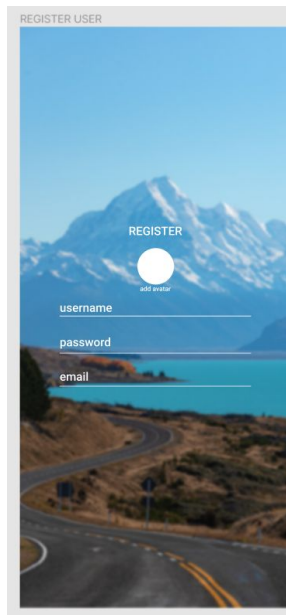
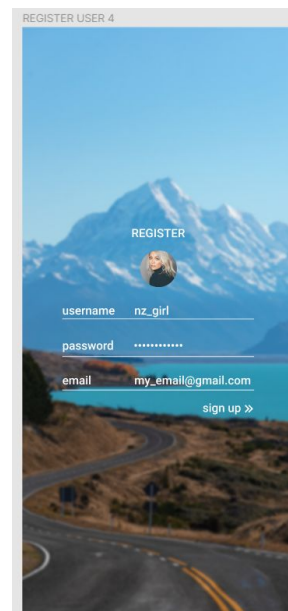
Main pages have a back button added.



The registration form of the user was not instinctual enough. To improve this, the sign up button was removed and does not appear till the final text block is completed.

Before:

After:


A mobile app registration form mockup titled 'REGISTER USER'. It has a scenic background. The form fields are 'username', 'password', and 'email'. There is a 'REGISTER' button at the top and a 'sign up' button at the bottom right.A mobile app registration form mockup titled 'REGISTER USER'. It has a scenic background. The form fields are 'username', 'password', and 'email'. There is a 'REGISTER' button at the top and a profile picture icon below it.A mobile app registration form mockup titled 'REGISTER USER 4'. It has a scenic background. The form fields are filled with 'nz_girl', 'password', and 'my_email@gmail.com'. There is a 'REGISTER' button at the top and a profile picture icon below it. The 'sign up' button is now '>> sign up'.

It was suggested that the business registration page needed to have more detail and bio information entered before the final profile was created.

Before:

After:

REGISTER USER




username

password

email

sign up

REGISTER BUSINESS




business name

password

email

REGISTER BUSINESS 4



business name

Auckland Sky Tower

password

email

sky_tower@gmail.com

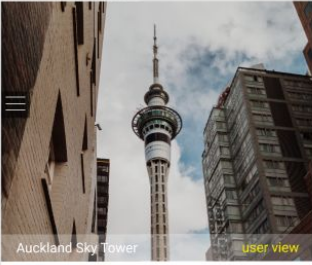
next »

After the original register page, more information is added

Before:

After:

BUSINESS DETAILS



Auckland Sky Tower

add address

see on map


about trips reviews

edit

gallery

add images

BUSINESS SETUP 4



Auckland Sky Tower

address

Victoria Street West, Auckland CBD, Auckland 1010

about

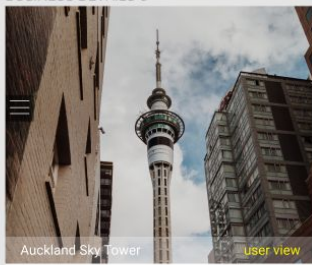
Explore the Sky Tower today. With entertainment for any age. Visit the casino, the sky deck and find a meal.

gallery

upload

publish »

BUSINESS DETAILS 0



Auckland Sky Tower

Victoria Street West, Auckland CBD, Auckland 1010

see on map

about trips reviews

read more...

gallery

Prototype:

<https://www.figma.com/file/cwSAWmJTFCfCl0r2IYRZHU/layout?node-id=172%3A1324>

Interactive prototype:

<https://www.figma.com/proto/cwSAWmJTFCfCl0r2IYRZHU/layout?node-id=172%3A1350&scaling=scale-down>