Project Part B Idea Iteration

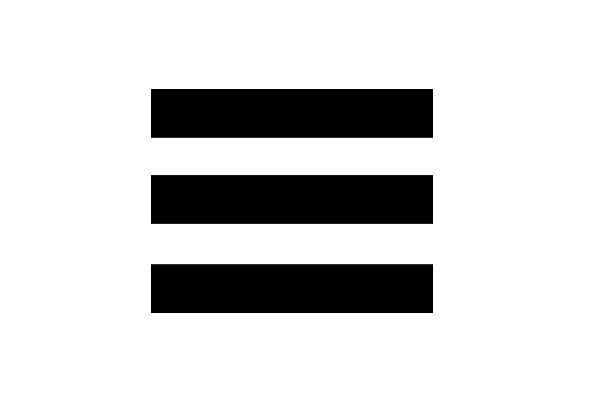
Iteration of the project along the way is a key part of ensuring a thorough solution to the problem.

Prototyping

Several stages of prototyping were undertaken, within several sections of the project.

Paper Prototype Qualitative Interviewing

I was able to undertake qualitative interviewing of users post-use in order to assess aspects of the program they found confusing or hard to understand.

Several major navigational issues were identified, which were prioritised. From qualitative interviewing I identified that the burger symbol ( ) was not universally recognised. Additionally, users who were aware of the convention did not understand what type of menu it was for.

Numerous user flow issues were uncovered in relation to ensuring that users can perform actions that they consider necessary. I identified that users were confused as how to create, form and the follow a journey.

Digital Prototype Qualitative Interviewing

Following on from several large changes to the paper prototype and

User Research

Presentation

Reflection