

Project 2 Part One

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GRDS 387 Interface Design

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Purpose

To help people have a more enjoyable time indoors by giving them easy directions and recommendations

Benefits

The app will give easy to follow directions within large buildings along with recommendations based on the users likes and dislikes

Target

The app is targeted to users who visit large buildings like malls and museums often,
It will be available for iOS and Android

Story

Earlier this year both my laptop and phone surprisingly stopped working and I was extremely stressed out. To fix the two most important tools in my life, I had to go meet with Microsoft and T Mobile at Lenox Mall.

Once I got to the mall, I had to find the Microsoft store in time for my appointment, **I could not see any directories or signs**. So, I just kept wandering towards the closest escalator and kept my eyes peeled for the Microsoft store. After 10 minutes of **wandering**, with blind luck I happened to find it, but I **still didn't know which floor or which part of the mall I was**.

Soon I started to **feel a little hungry** and wanted a little snack from the closest coffee place, but I **did not have the patience to wander** through the whole mall looking for one so I just gave up. Moreover, **I did not know if there are long lines or wait times, so I just abandoned the idea**.

After my visit to the Microsoft store I had to go to T Mobile, again I went looking for a **directory**. When I finally found one, I had a very **hard time reading and understanding it**. Finally a security guard who looked at my little stressed out face, helped me out with very easy to understand directions, and I finally found the store.

Once it was time for me to leave, but **I could not find the train station exit**. Again I wandered for 10 minutes and just happened to find the exit with pure luck.

At the end of the day, I felt like **I had wasted more time wandering through the mall looking for what I wanted than actually getting things done**. I wanted to have a simple trip to the mall, accomplishing few things, but **I ended up wasting time and being peckish for the most part**.

Pain points

Feeling lost with no sense of direction
Not finding exactly what you are looking for
Wasting time waiting in lines and crowds

Brag points

Find your way around the inside
Save time by finding exactly what you are looking for
Get recommendations from the community around you

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How it works

The system uses data from the gyro, digital compass, accelerometer and GPS to pinpoint a phone's position in space, its tilt and its alignment. It then uses this information along with Wi-Fi-scanning and Bluetooth low energy beacons to provide location information to the user.

Finally, the live video feed is augmented with mapping information downloaded from an offline server.

Feature

Indoor way-finding powered by augmented reality and beacon technology

Big Idea

Explore the great indoors

Flows



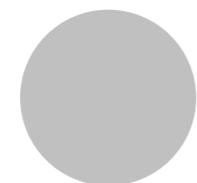
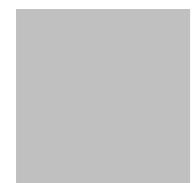
SCREEN



USER
INTERACTION



BACK-END
FUNCTION



Splash/ Sign up

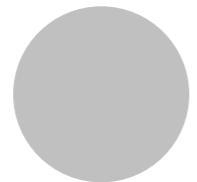
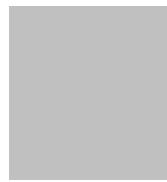
User fills email and password

System saves and pulls profile

Preferences Screen

User fills out preferences form

System saves changes and asks permissions



Shows profile screen with permission modal

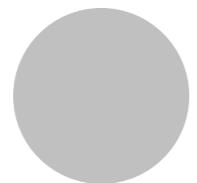
Users gives permission to location and camera

System loads location and pulls nearby screen

Shows home screen with nearby buildings

User picks one buildings

System loads information based on preferences



Screen shows search and points of interests

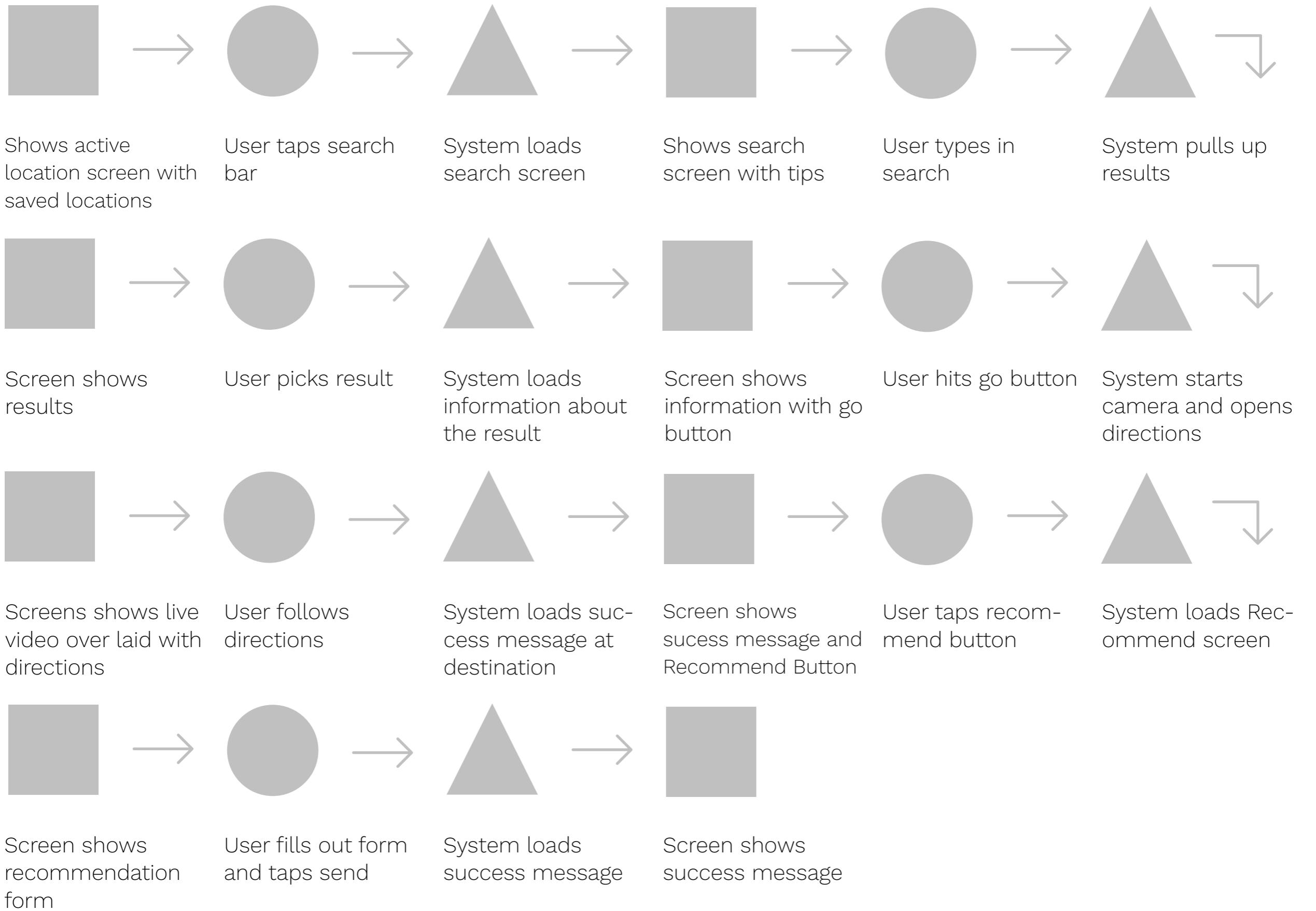
User taps one point of interest

System pulls information about that points

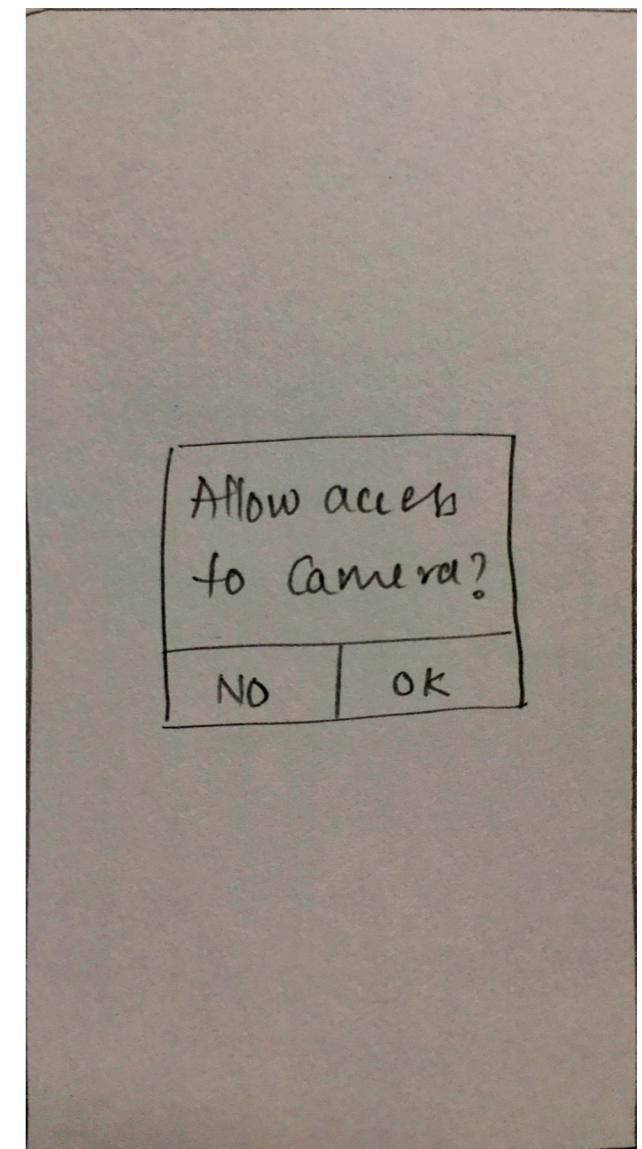
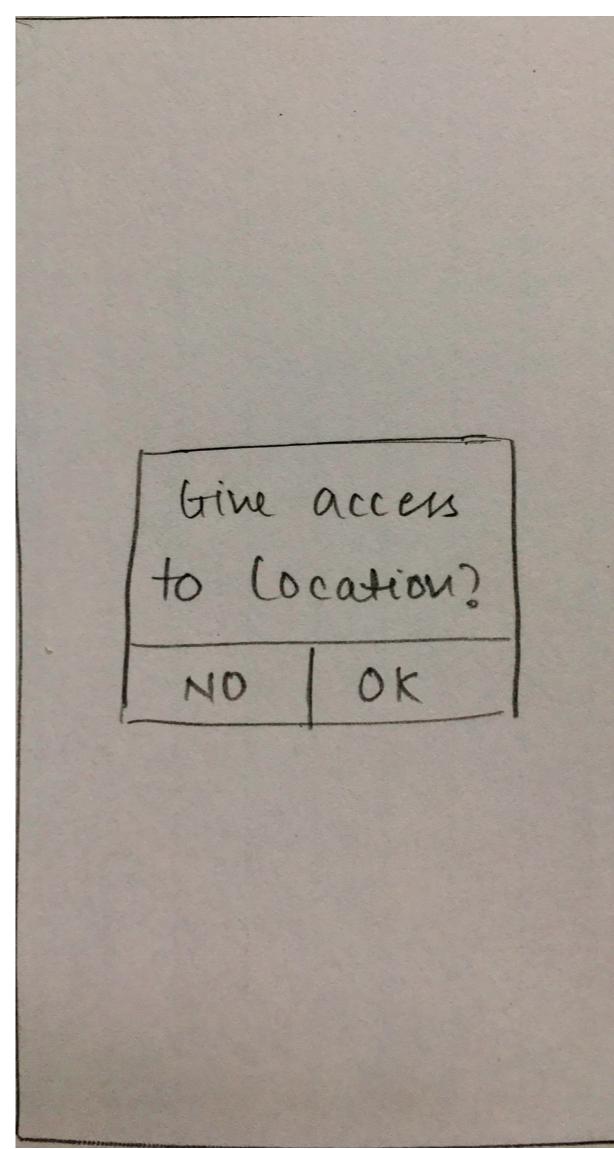
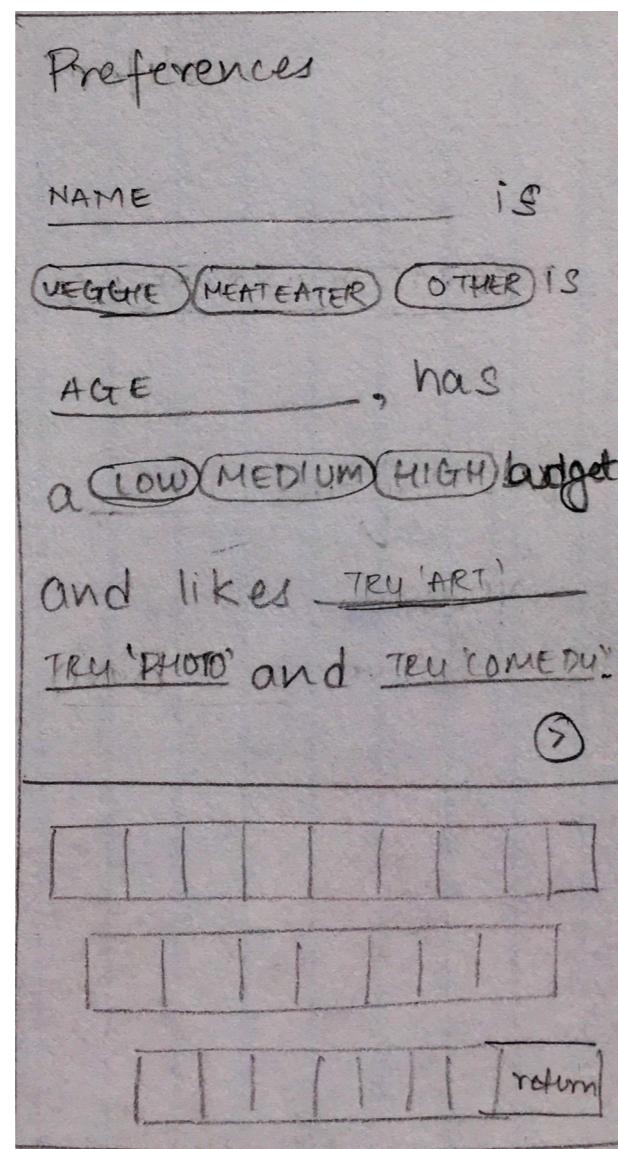
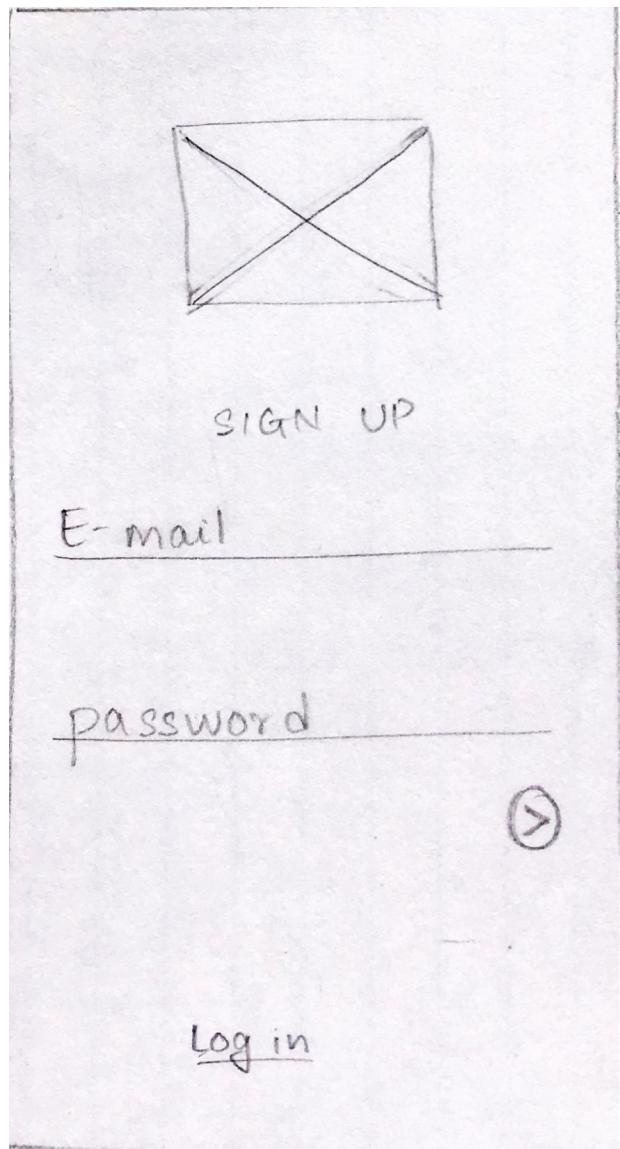
Systems shows overlay with information and save

User taps the save button

System saves the information on the home screen



Storyboard Lennox Mall Use Case

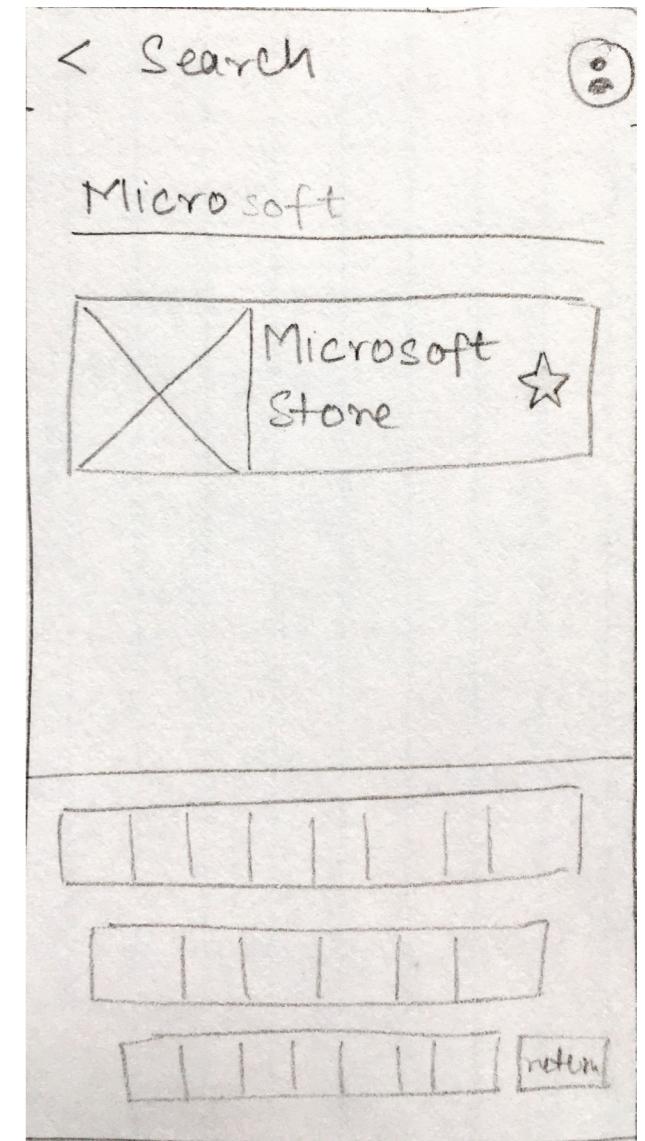
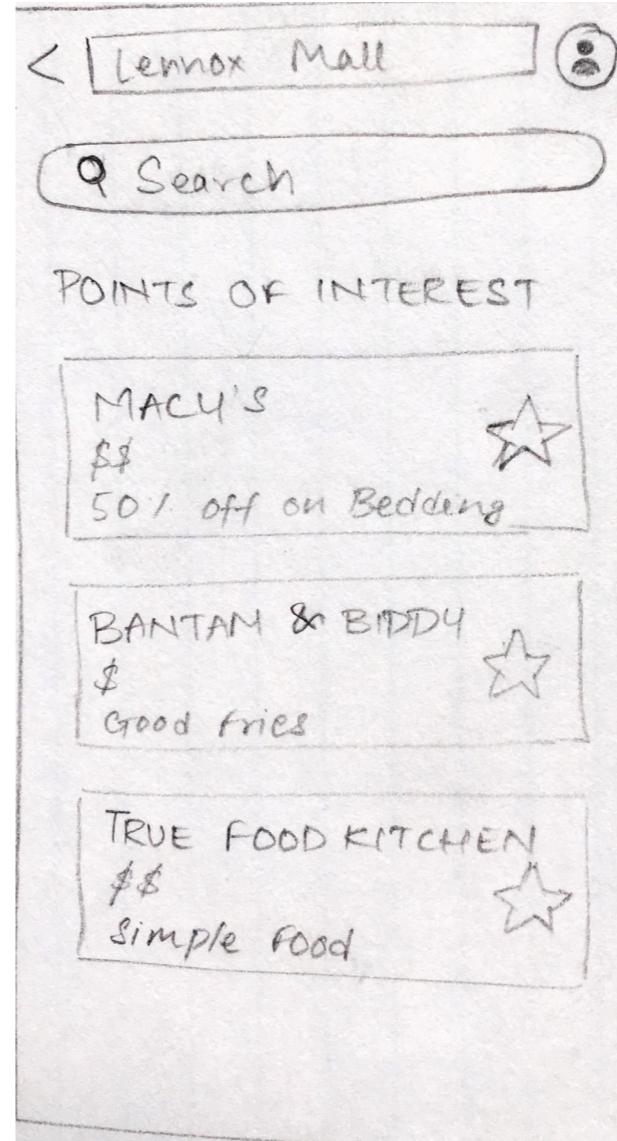
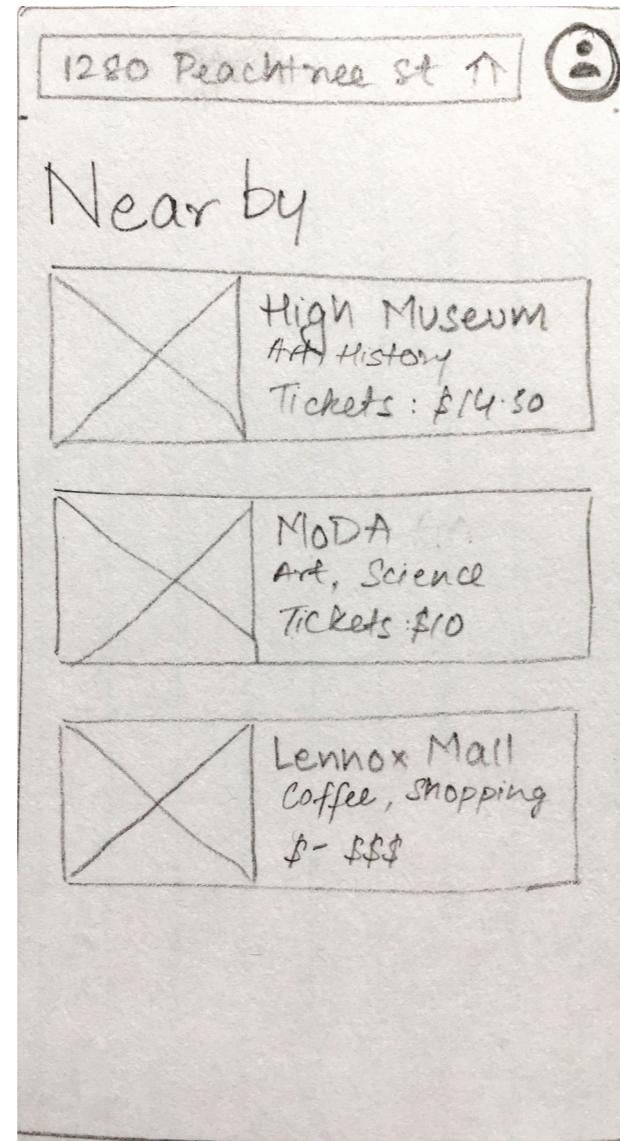
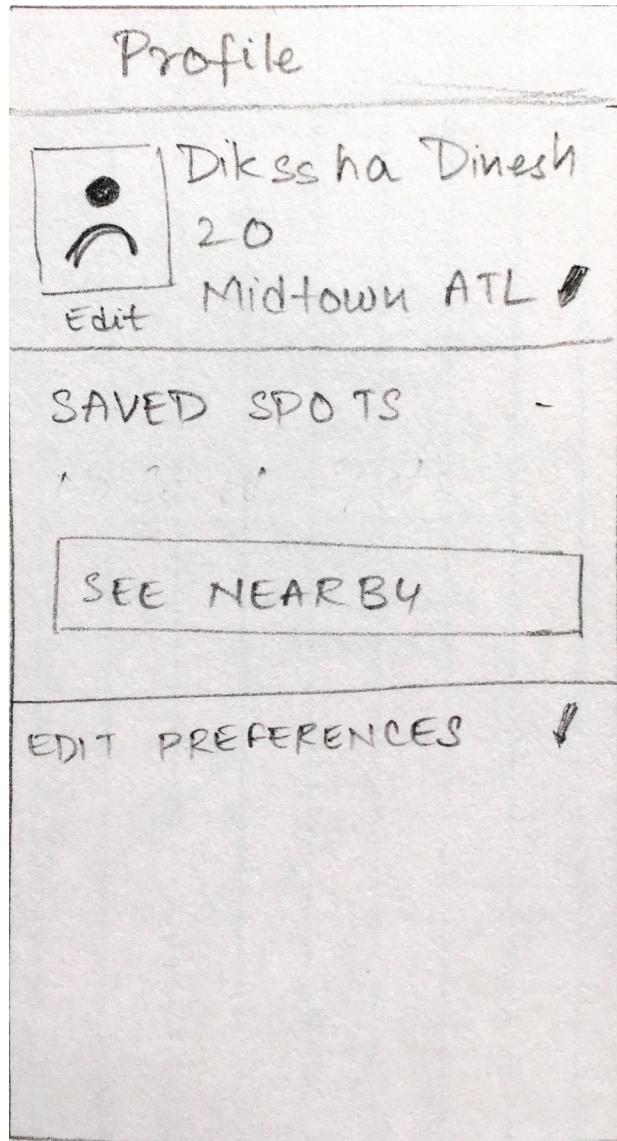


Sign up screen with email and password

Preferences screen for user to get better recommendations in the locations

Location modal over user profile

Camera modal over user profile

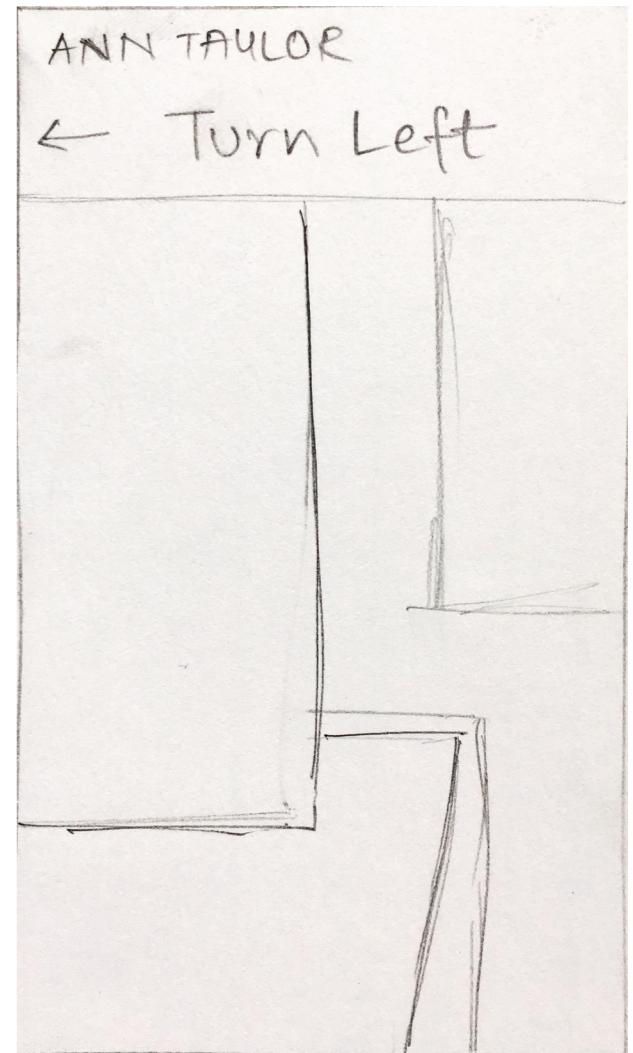
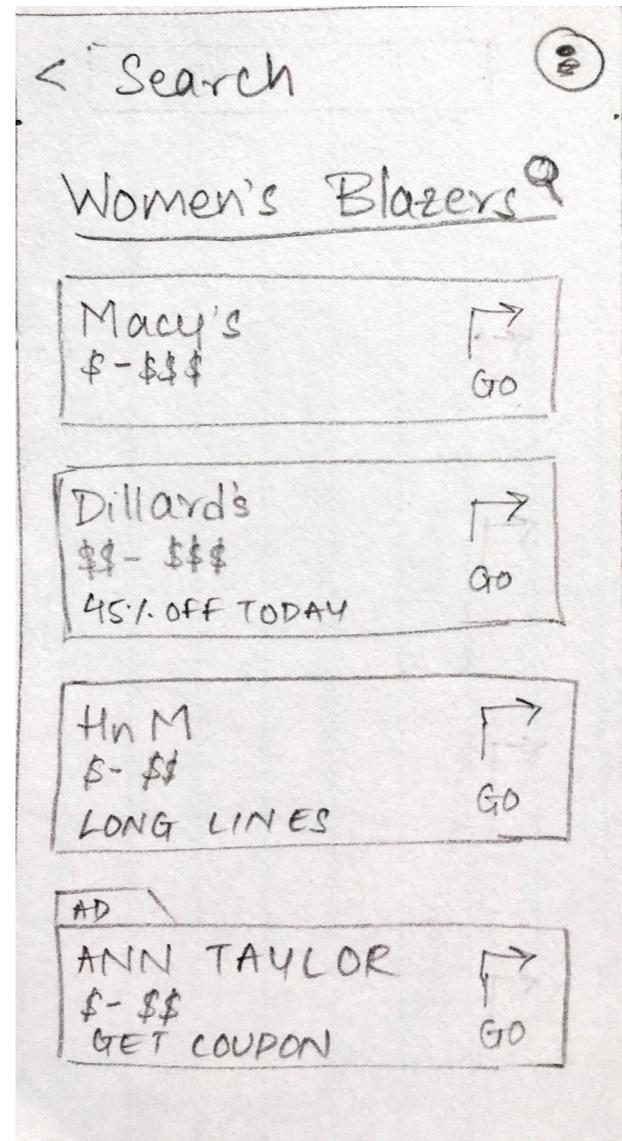
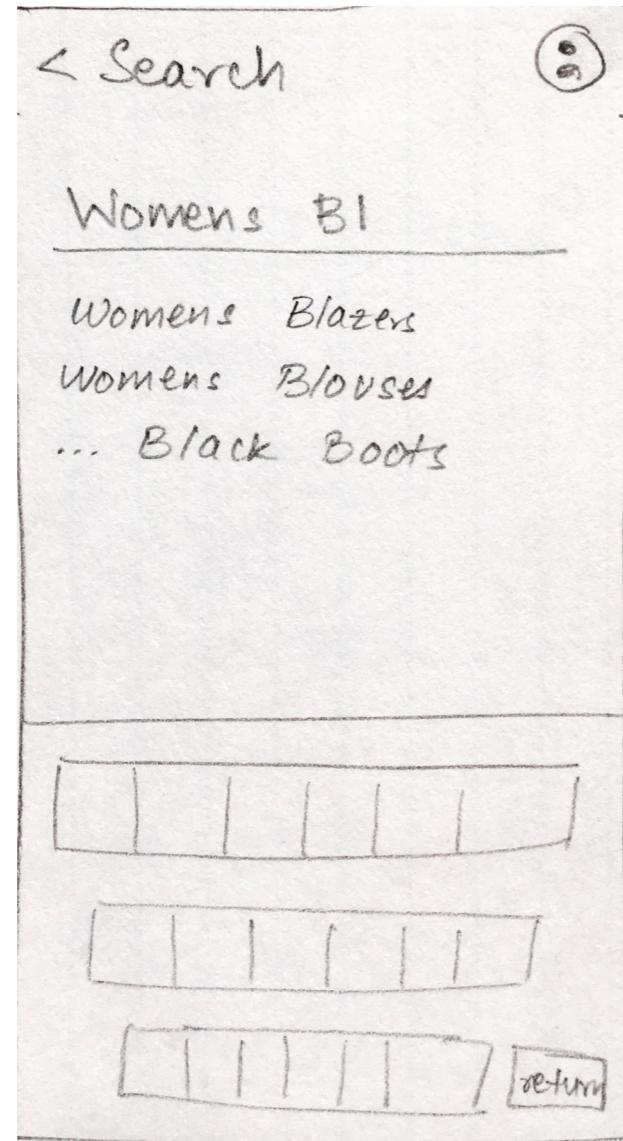
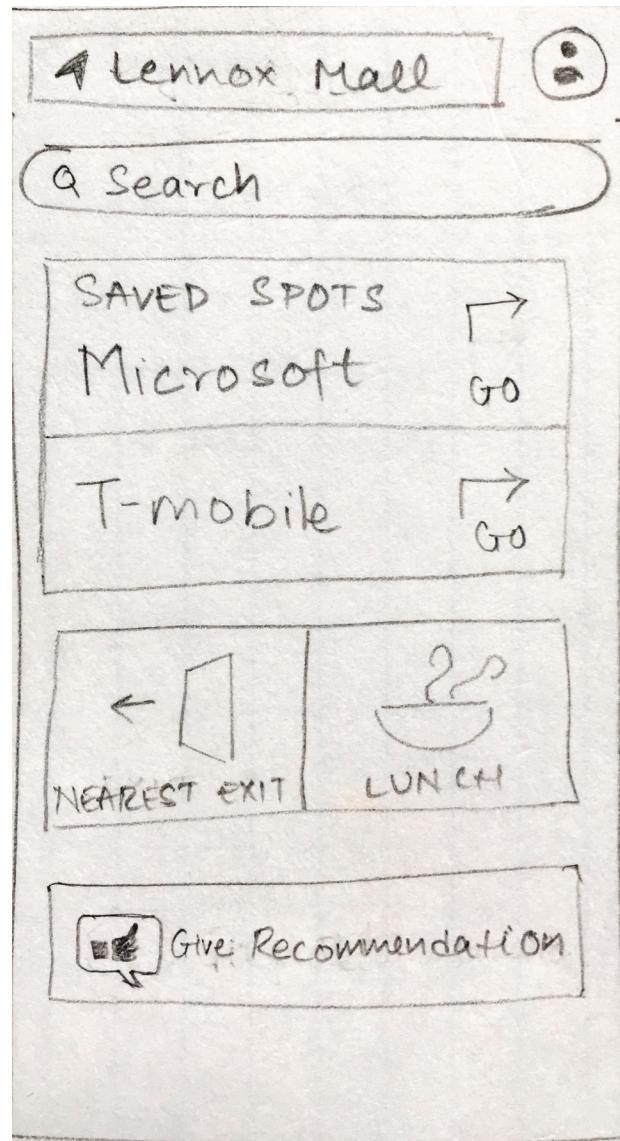


Shows user's profile filled with simple details

Shows popular buildings near the user's current location

User chooses Lennox mall and it shows recommendations

User searches for one particular store and saves it for later

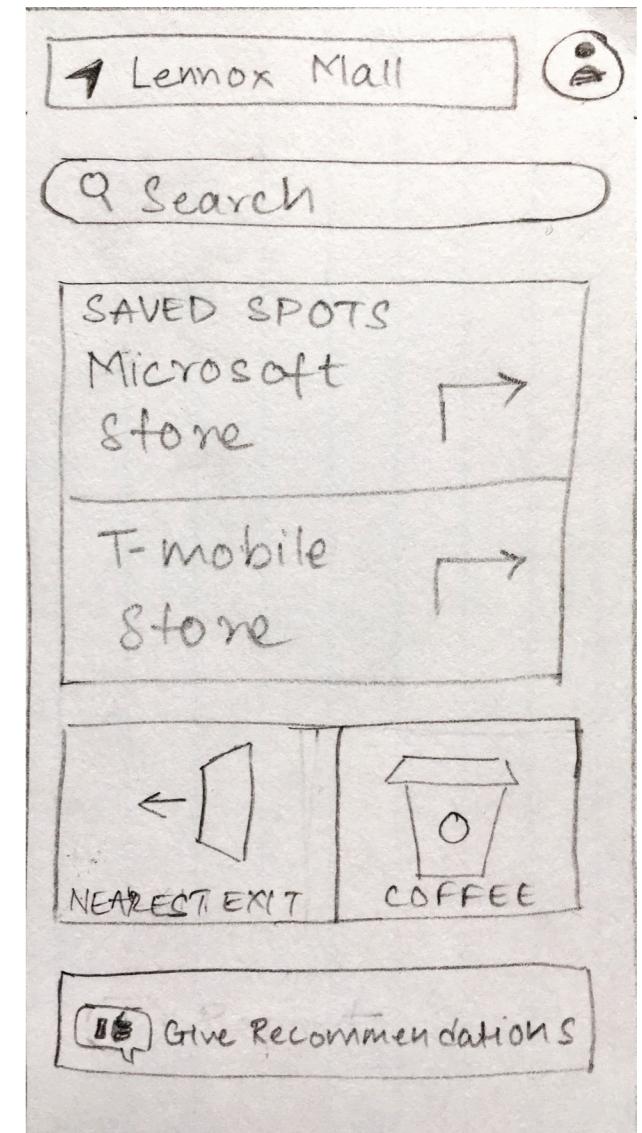
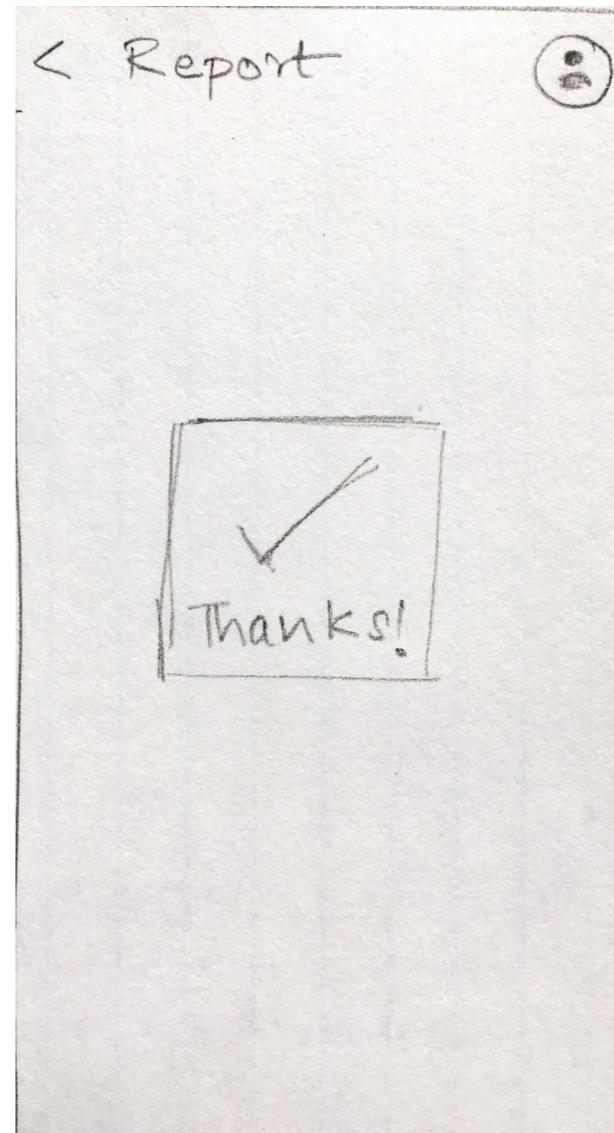
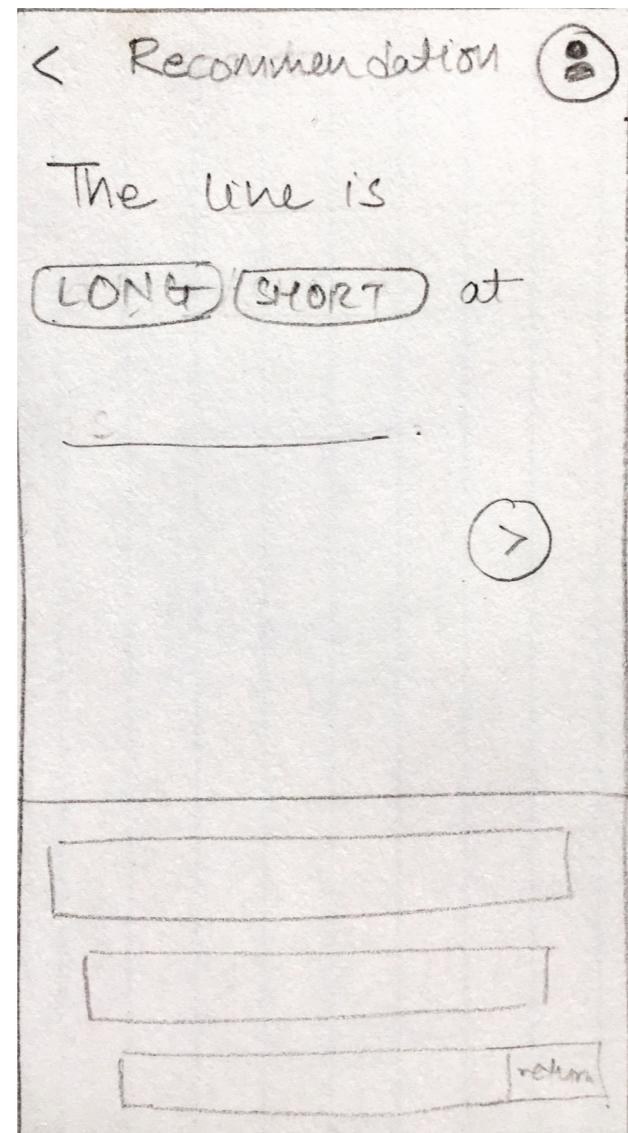
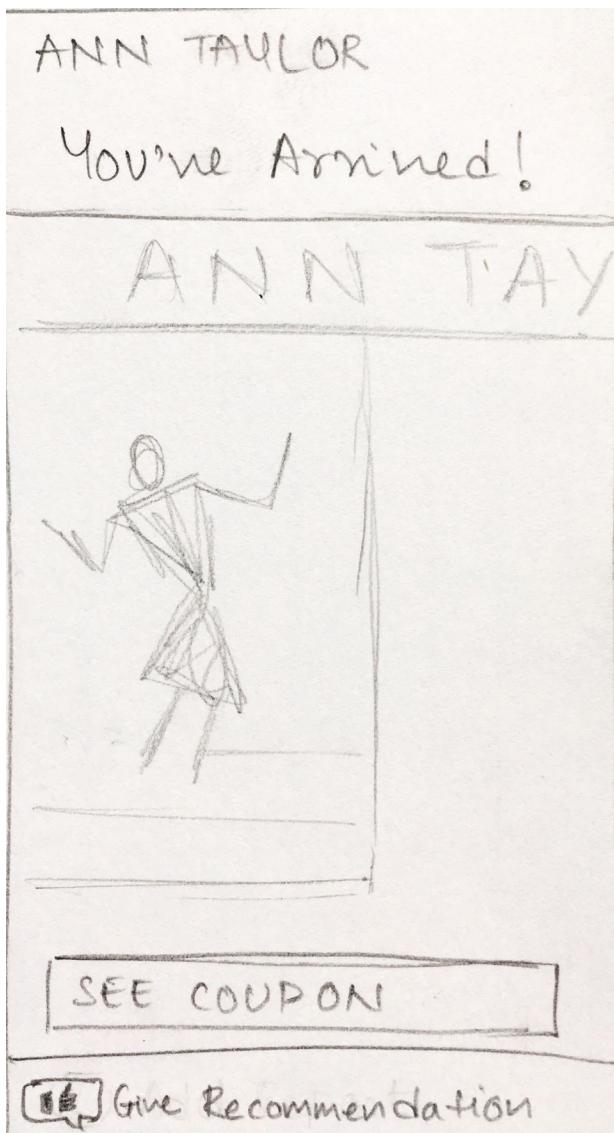


User arrives at the Mall,
home screen changes to
show more relevant options
**Tells the person where they
are in the inside**

User searches for an item
they are looking for

Search results show nearby
stores and ads
**Gives the user exactly what
they are looking for**

User taps a store and
directions begin using the
phones camera and an
Augmented Reality map
**Gives the user easy to follow
directions to the spot**



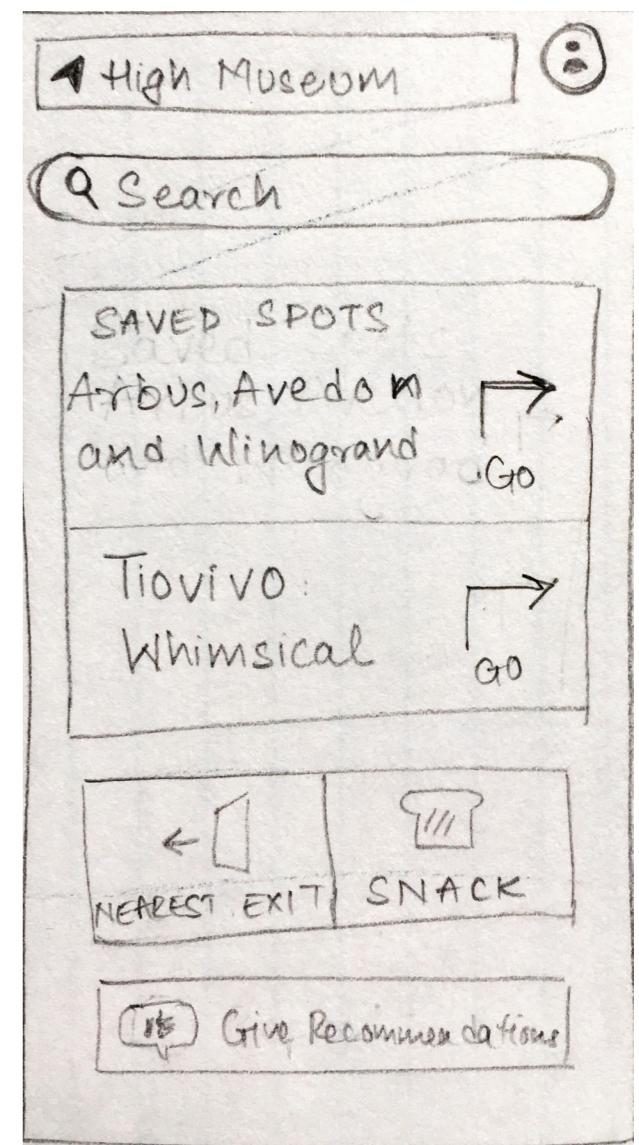
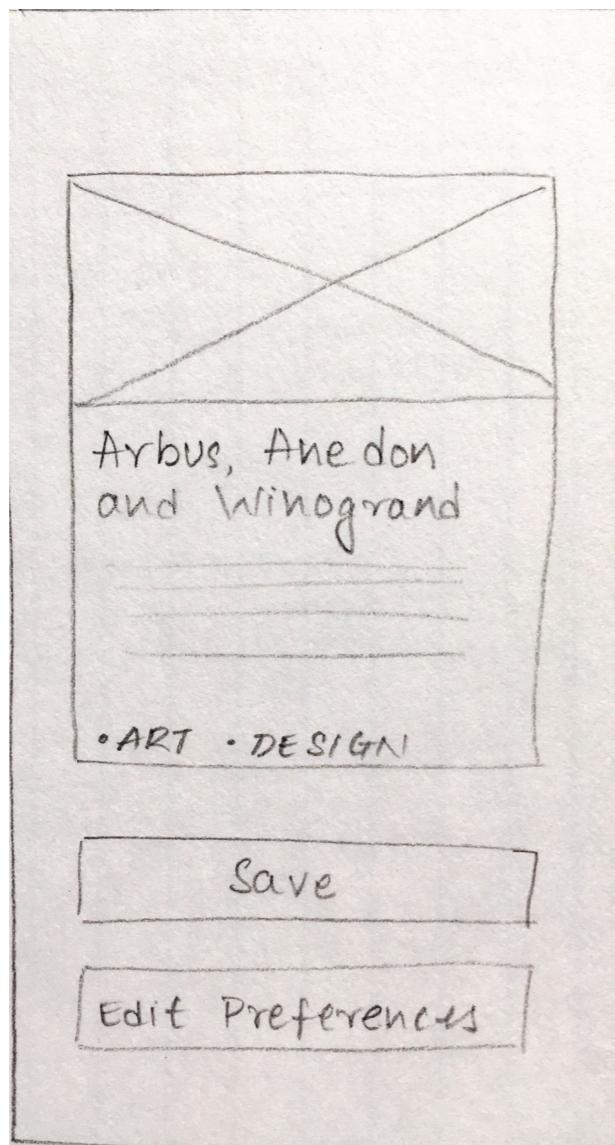
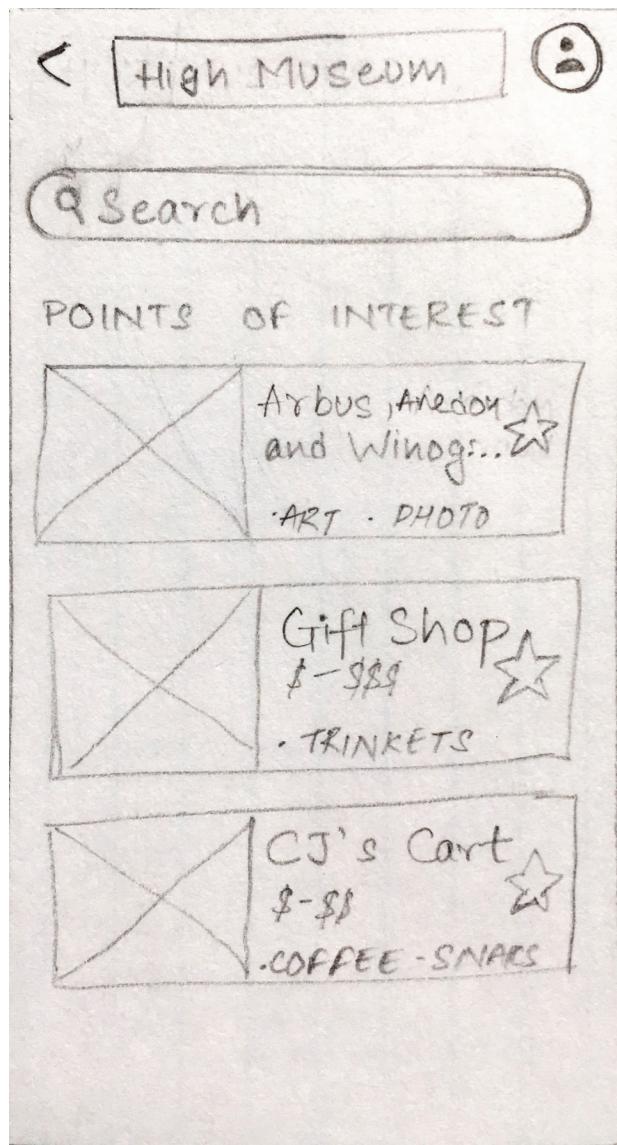
User arrives at the store and hits the give recommendations to add info for other users

The user fills in the form and hits the next arrow

Success message for adding recommendation

User is returned to the home screen for that location

Storyboard High Museum Use Case

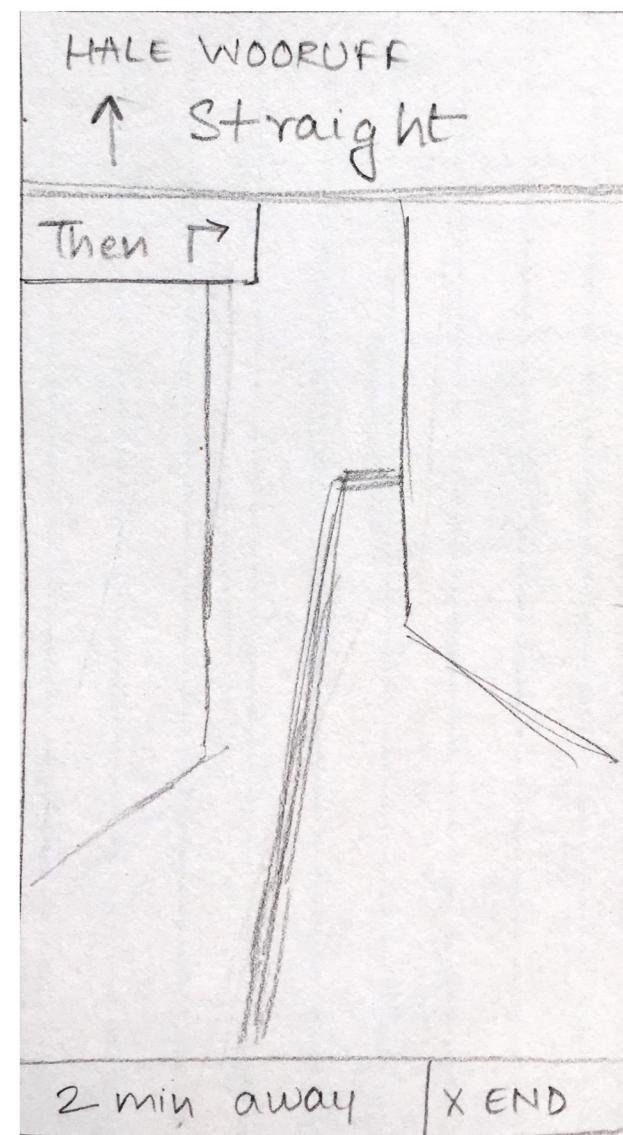
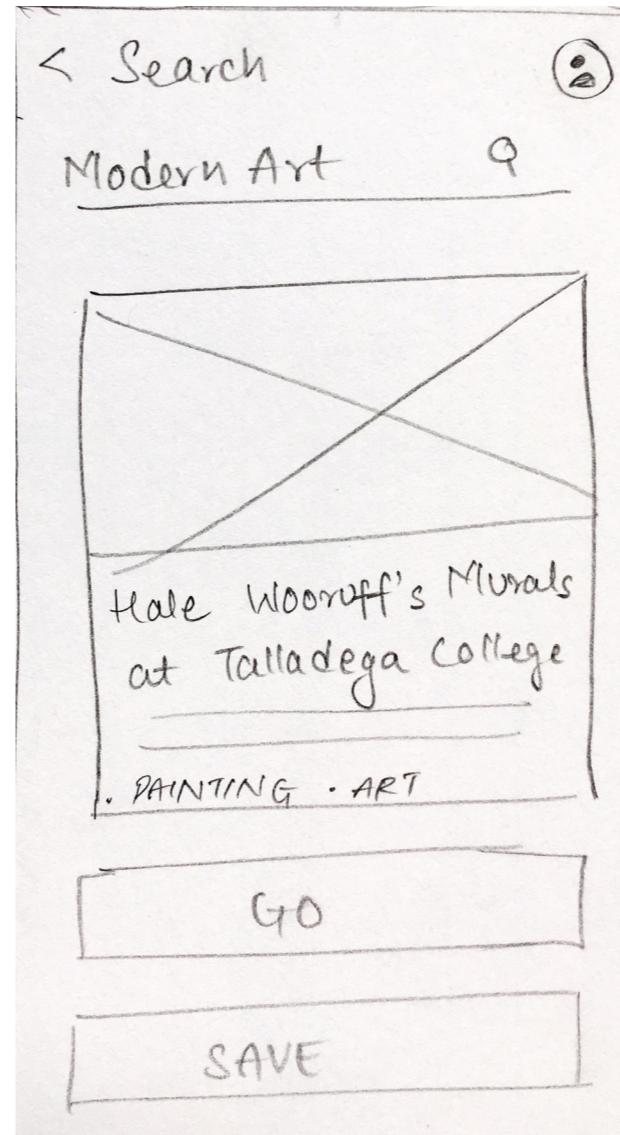
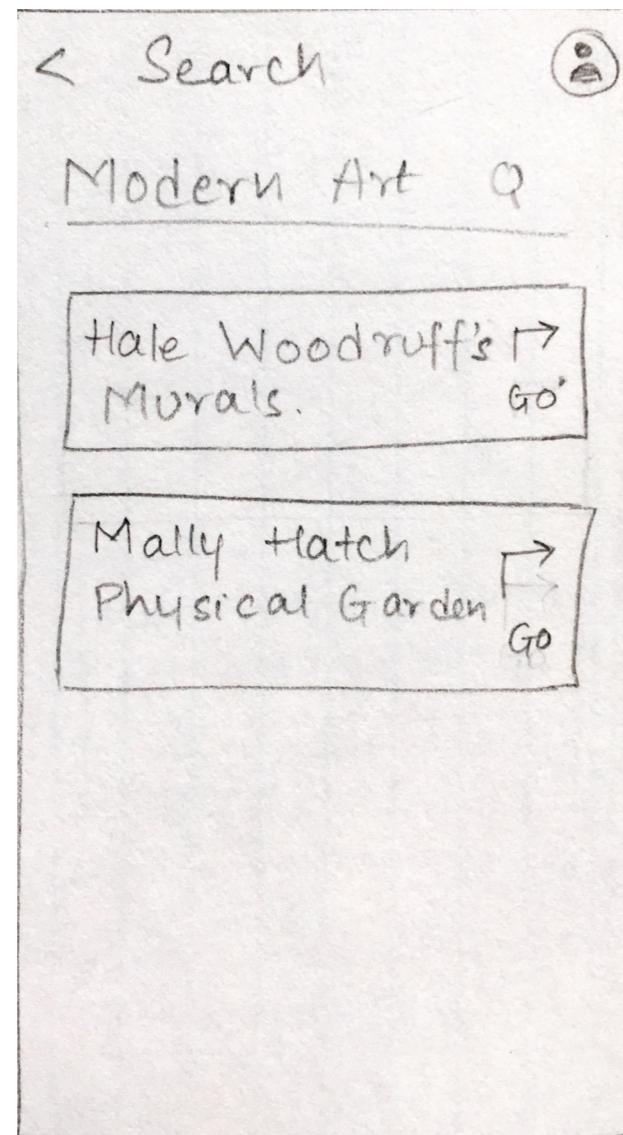
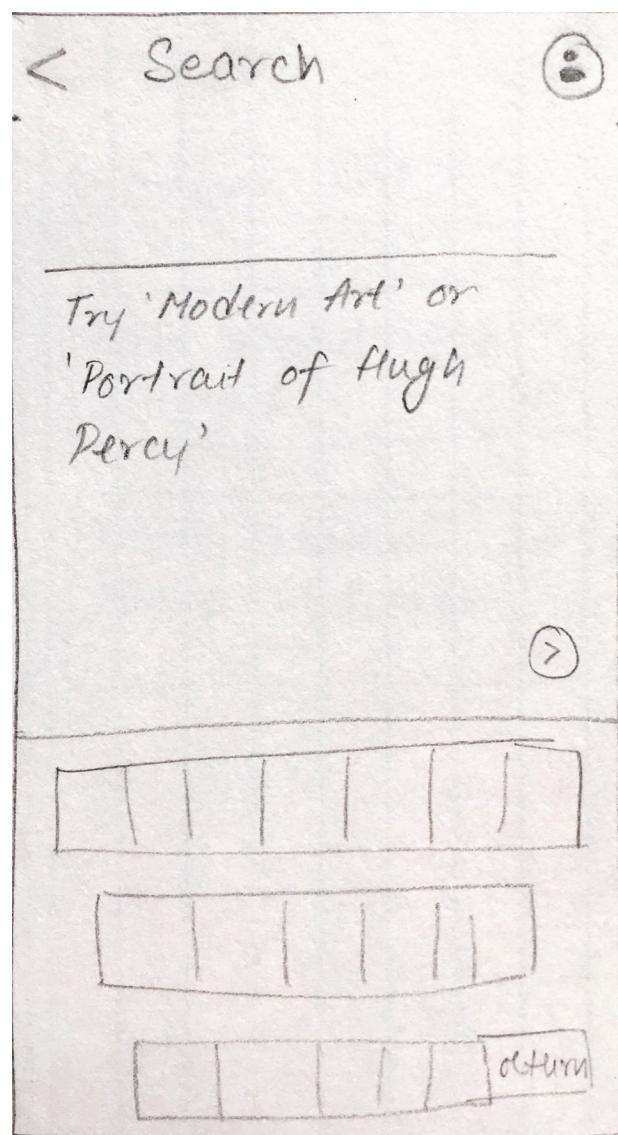


User chooses High Museum from Nearby Screen and it shows recommendations based on preferences

Overlay with more information about the exhibition, user taps the save button

Screen shows saved spots for that location

User arrives at High Museum and screen shows location based information



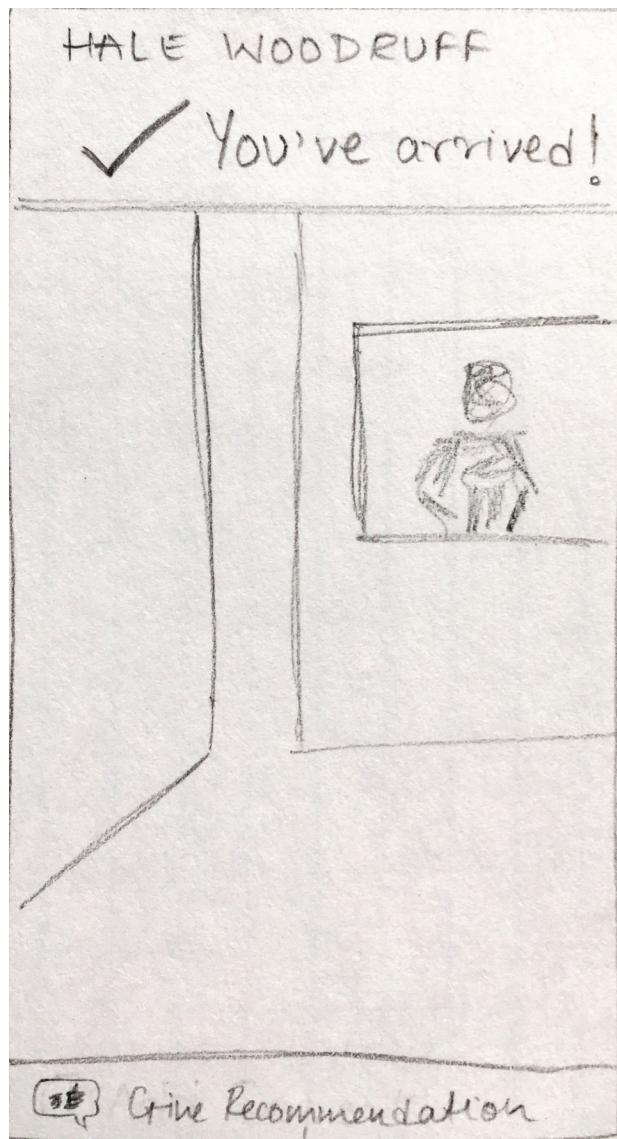
User searches for "Modern Art"

Gives the user exactly what they are looking for

Search results show exhibitions that have modern art, user taps the name of the exhibition

Screen shows more information, user taps the GO button

Directions begin using the phone's camera and an Augmented Reality map
Gives the user easy to follow directions to the spot



User arrives at the location



User is returned to the home screen

Tells the person where they are in the inside and spots close to them they may like

Usability test survey

Do you visit malls or large buildings often?

How do you navigate these buildings?

Museum

Goal 1: Sign up

Goal 2: Find and save a photo exhibition for later

Goal 3: Find directions to some modern art

Mall

Goal 1: Sign up

Goal 2: Find and save Microsoft for later

Goal 3: Find womens blazers

Goal 4: Report that the line is long

Did it live upto your expectations?

Did all the features seem useful to you?

Would you download and use this app?

STATS:

12 users were tested

5 users were familiar with the premise and purpose of the app before testing

10 users visited malls often, other 2 liked the museum example. The 10 users generally wander around to find spots inside the buildings.

Usability test findings

The flow of screens and sequence of events make sense, though some details on screen in terms of copy and iconography will make it easier to use.

The “Give Recommendation” feature was not clear and confused many people.

Augmented Reality Map was exciting, but users felt a 2D map would also be helpful.

Users would like competitor information to search results, with more sort and filter options.

After user arrives at their location they would like to see a timeout screen or tap to make the direction screen go away

Conclusions and next steps

Users found the app useful, many said they will use it for it's search and social features at buildings if they knew their way around the location.

One user referred to the app as “Yelp meets Waze Pokemon Go Style for inside”

The “Get recommendations” feature is renamed “Give Update” which allows user to give any kind of update like “There are free cookies” or “The line is super long” which are tied to any location in the building.

Going forward, more attention will be paid to:
Helper text in search fields
3D Touch support
and location markers

Changes

Preferences

NAME _____ is

VEGGIE MEATEATER OTHER is

AGE _____, has

a LOW MEDIUM HIGH budget

and likes TRY 'ART'
TRY 'PHOTO' and TRY 'COMEDY'

(5)

Comments:
"I think the order of
questions is weird"

Preferences

NAME _____ is

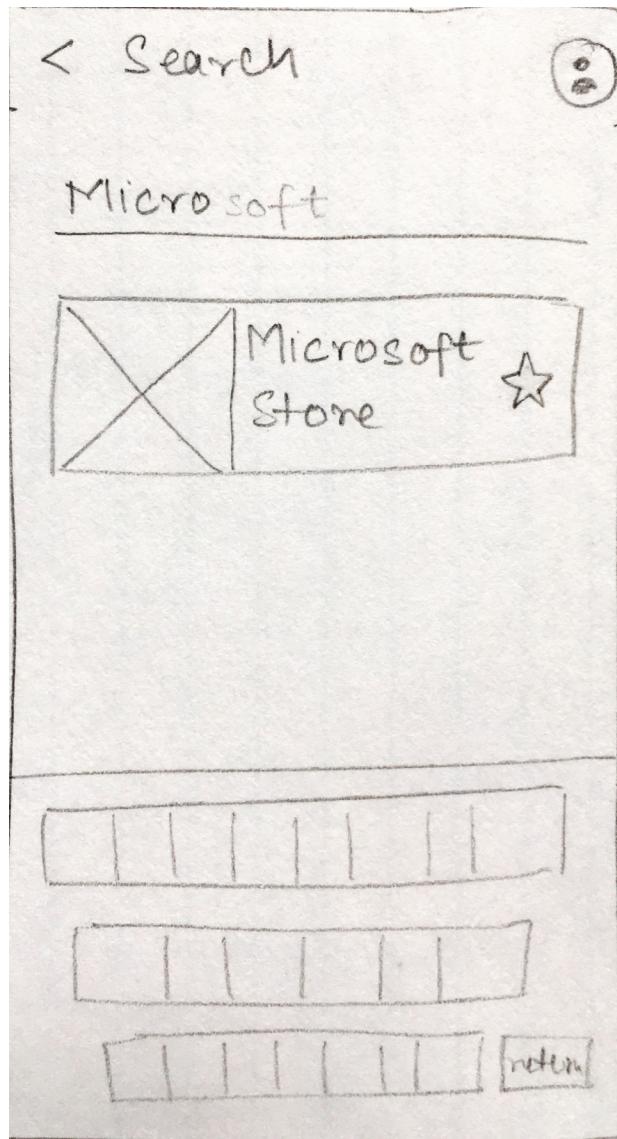
AGE is VEGGIE

NON VEGGIE MEATEATER

has a LOW MED HIGH budget and likes

_____, ____ and

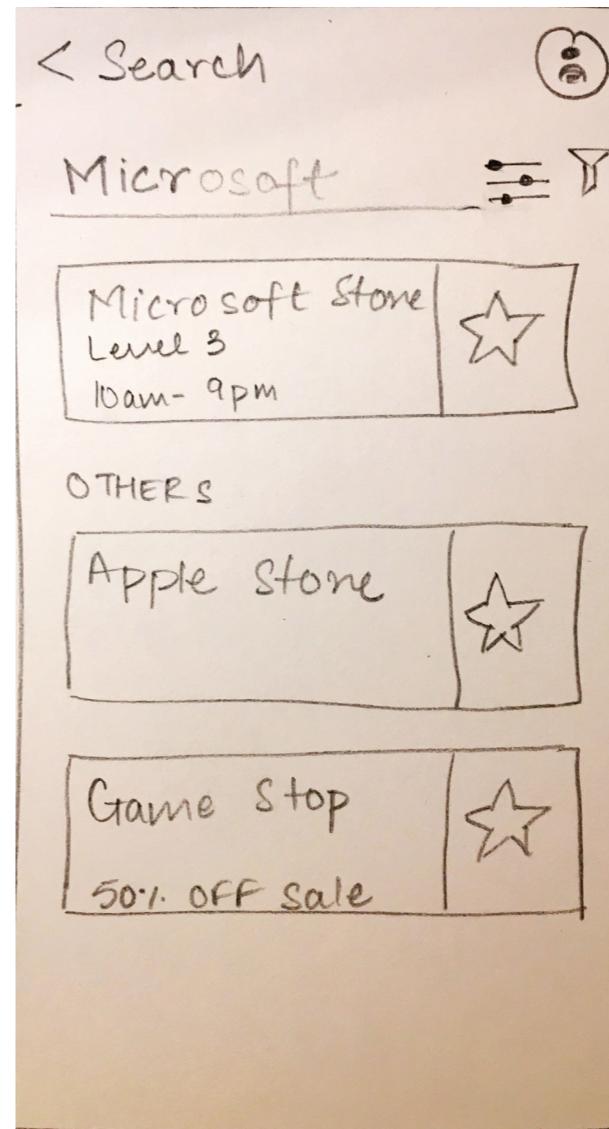
Solution:
The story is changed and
questions reordered



Comments:

"If I put in Sephora it would be fun if it told me MAC is 50% off"

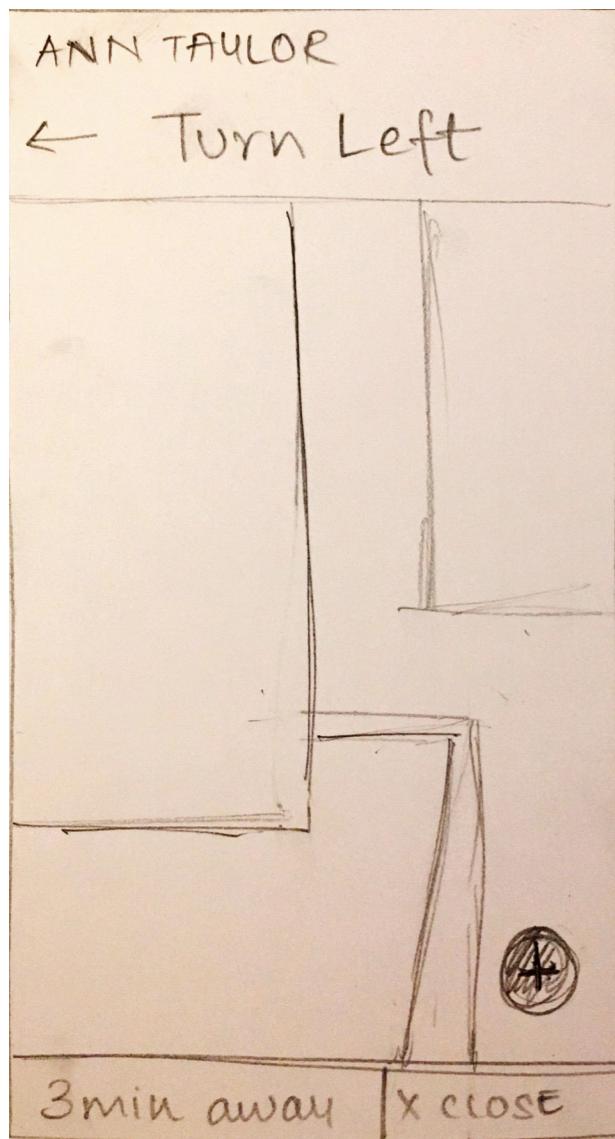
"I want to be able to set different price range, even though I said low budget before"



Solutions:

A simple search and filter added next to the form field

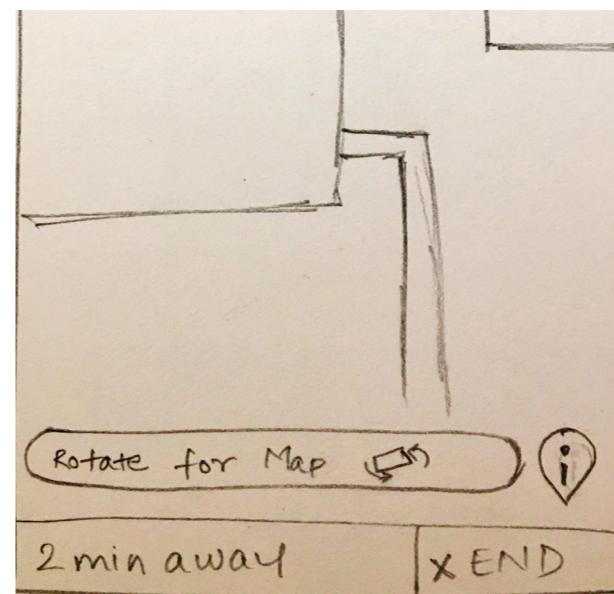
Other competitors listed below the searched store and their sales



Comments:

"I like the AR map but I would like to see a normal map too, just be safe"

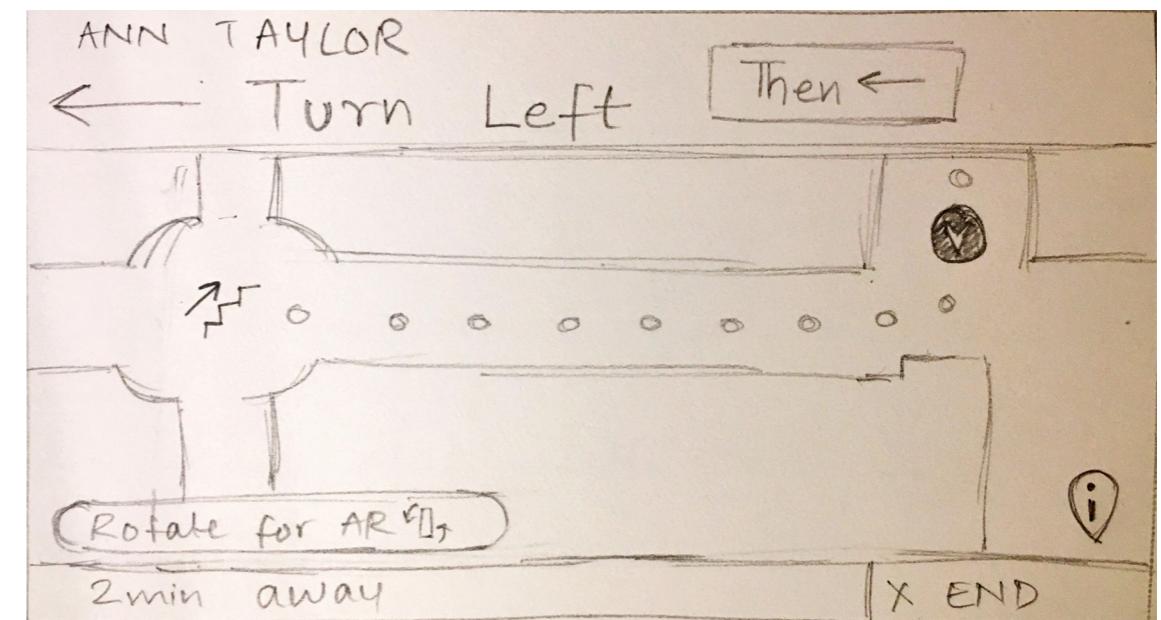
"I don't like Give Recommendation, it feels unnatural and weird"

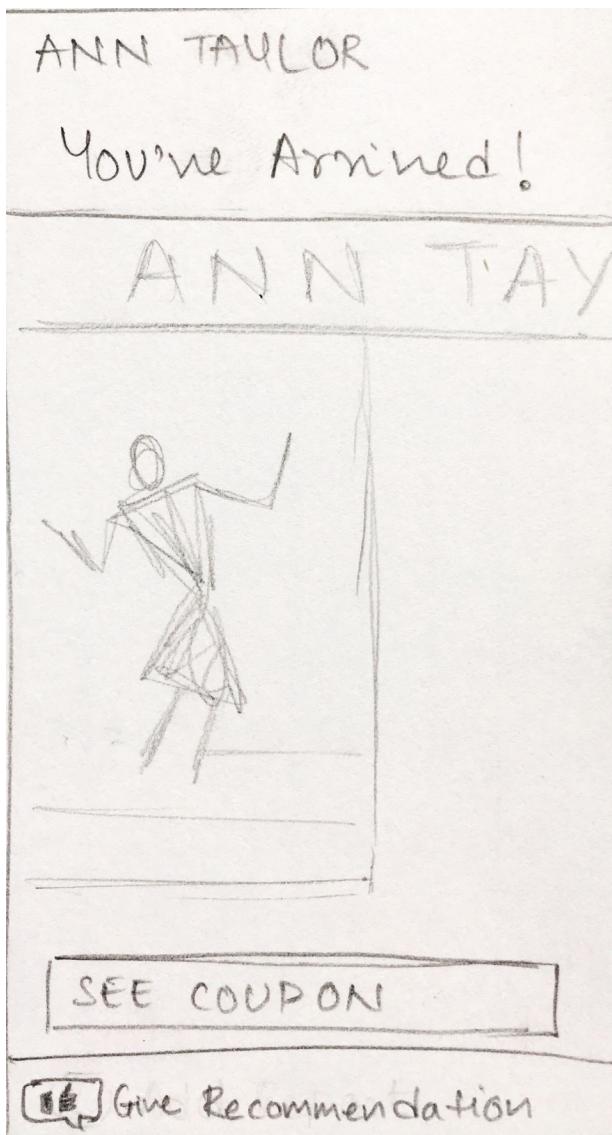


Solution:

Added a 2D map to Landscape map

Give recommendation feature has been redesigned as "Give Update" and condensed to the location pin icon to the bottom





Comments:

"I don't like Give Recommendation, it feels unnatural and weird"

"I kinda want to tap and make this screen go away"



Solution:

Shows a success message that times out in 5 seconds

"Give Recommendation" has been replaced with the location icon and renamed "Give Update"