**IMP Assessment 3b IMProvement Template**

Please type in your feedback. You can expand the cells accordingly. You can add more rows if you wish.

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|  | **Feedback Part 1**    Write the feedback given by lecturer and guest lecturer | **How have you incorporated the feedback into your final idea?**  Explain whether the feedback has been incorporated into the final idea and how? If feedback has not been incorporated, explain the rationale for not doing so and what alternative solutions did you provide. Back up your counter-proposal with research e.g. user interviews, authentic secondary research from the internet, surveys, etc. |
| 1. | It is inadvisable to spread butter across too much bread. In other words, do not make the app too generalized. Have a feature that stands out and is the main function of the app (leads the way).  One of the ways to make it more personalized is adding a dynamic layer. | To incorporate this idea, we decided to add a dynamic layer in the following way.  Users can publish their summaries on the books using our app and the more view it receives from the app’s users, the more money they will earn.  This way, people will be incentivized to publish their own summaries. This adds a dynamic layer to the summary function of our book as each publisher’s summary will contain their style and insights.  This makes the summaries more exciting and interesting to read, enhancing user’s experience  It also solves 2 other problems that we did not consider:   1. With a group of 4 it is challenging to write summaries for a database of books 2. People with a higher level of education can write perhaps better summaries than we can. |
| 2. | Making friends and collaboration is weak / not very available in our app. How can we make friends through the app as well as invite our own friends to download the app? If my friends are in the app, it is more comfortable talking to them compared to strangers. A burdened shared is a burdened lessened especially with a friend. | We plan to have a discussion forum where anyone can see the responses, and a group chat where you can share your thoughts on the topics in the discussion forum which can only be seen by users in the group.  This lets users be able to communicate to their friends through the app and lets them share their worries/thoughts with people they trust. Thus, enhancing user experience.  We also intend to make the app a subscription-based app where users must pay every month. However, to attract more users, users will be given a free trial when they first enter, they app and for each friend they get to download the app, their free trial duration extends.  This incentivizes users to get their friends to download the app as well as make the user’s friends download the app. |
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|  | **Feedback Part 2**    Write the feedback given by users and other stakeholders, including users testing the prototype | **How have you incorporated the feedback into your final idea?**  Explain whether the feedback has been incorporated into the final idea and how? If feedback has not been incorporated, explain the rationale for not doing so and what alternative solutions you provided. |
|  | Have a feature where the app locks your phone and disabled notifications. Prevent distractions when studying. | We did not want to implement this as:   1. There are apps already designed whose sole purpose is to lock your phone. 2. Our focus for the app is on our book summaries and adding such features only draws less attention of the user to it. 3. These days many students need to use the internet when studying be it notes or queries and locking your phone is becoming a less relevant and useful solution to focus. |
|  | Have a filter function on the informative video section so that users can get more personalized videos. | We implemented this as we found it to be useful. Being able to filter videos is very help and important as most of the times students are only interested in a small range of things and being able to filter videos to find videos that they enjoy and get rid of those they have no interest in will improve the user’s experience. |
|  | Having informative videos has the same concept as the book summaries where users publish their own videos. | We felt this was a clever idea except that there are already video platforms such as YouTube. Additionally, if we implement this together with our summaries and discussion forum, our app will have too many functions and features which will make the user lost as to what to use it for |
|  | Have a way to distinguish between comments of people who read the book, people who read the summary and people who have not. | This feedback was from our lecturer after our team’s mock presentation.  Originally, we had the entire book in our app, however we deemed it as unfeasible as we wanted users to really focus on the summaries of the books. Also, copyright cost would be a big issue.  However, we still implemented this by using a red dot to represent users who have not read the summary of the book and a green dot for users who have read the particular summary of the book.  We felt this was important as our views can very easily be swayed by the opinions of others, and this was an indicator as to whether the comment should be trusted. Thus, helping the user in forming and consolidating his learning and opinions. |
|  |  | \*\*Note many of the people we interviewed commented on how to make our prototype look nicer which is not the point of our interview. Hence, we have left out a sizable number of their suggestions and only mentioned the more meaningful ones. |
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