Project 3: High Fidelity Prototype

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UXD 1001 002
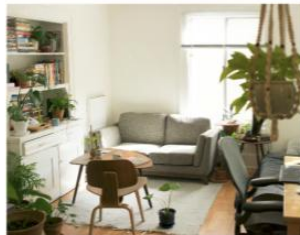
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PROJECT (RE)INTRODUCTION

PROJECT GOAL

Help students find affordable off-campus housing

TARGET USER

College students who want to live off-campus

PROBLEM STATEMENT

How might we assist students to find affordable off-campus housing so they can move forward towards independence?

In this stage of the project, we will focus on testing and evaluation of our low-fidelity prototype, then develop a high-fidelity prototype.

01

USER TASKS

As Aiden, I want to find cheap housing so that I can save money.

User Task: Search for housing based on a budget range and maximum distance to campus
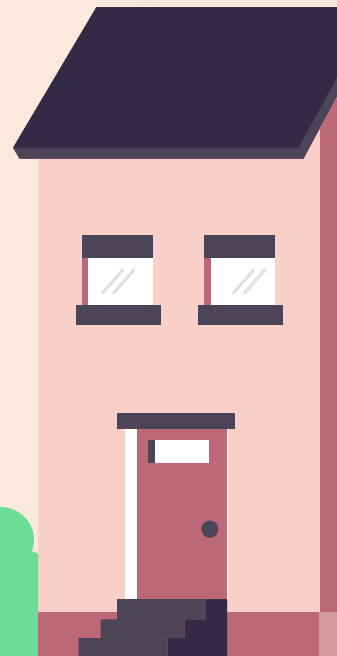
As Aiden, I want to move out of on-campus dorms so that I can have more independence.

User Task: Write notes about a property

As Matt, I want to live close to campus so that I can quickly get to classes and activities.

User Task: Set your campus address

USER TESTING SUMMARY

	Participant 1	Participant 2
Task 1: Set campus address	✅	✅
Task 2: Search for housing based on budget and proximity	✅	🟡 (Needed reminder about second half of task because they forgot)
Task 3: Write notes about property	✅	✅

QUESTION ANALYSIS

	Key Phrases/Quotes	Takeaway
Was there a feature you were expecting to be there that wasn't?	"Was expecting share feature" (P2), "Not really" (P1)	Users were generally satisfied with existing features but had suggestions for additional features.
What features, if any, would be helpful to you personally?	"Filters were most important, unsure about personal notes" (P1) "Would personally like a map with pins" (P2)	Users overall felt good about the current features and would like other features such as a map to better their experience when finding housing.
Did the features work as expected?	"Yes, it made sense" (P1), "Expected filter dropdown menu for budget" (P2)	Users generally found features to be intuitive.
What was valuable to you?	"Worked similar to other apps" (P1) Filters; liked other features option in filters (P2)	Users appreciated similarity to other apps
How did you feel during this experience?	"Little unsure" (P1) "Felt good, useful app, very applicable to personal situation" (P2)	Users may be hesitant to try the new app but were mostly satisfied with their experience

ANALYSIS INSIGHTS

WHAT WENT WELL

- Similar features to other apps
- Intuitive handling
- Navigation bar

PAIN POINTS

- Confusion around sliders and filters
- Want more search features
- Confusion about icon for settings screen

BIG PICTURE INSIGHTS

- Filters and notes were helpful and valuable
- Users feel more confident when interface resembles familiar ones

DESIGN RECOMMENDATIONS

?

Confusion and overwhelm surrounding sliders and filters

↓

Show sliders at beginning, not after input field is used

?

Want more search features

↓

Implement additional features

- Add map mode to results view
- Remove search bar from filters page
- Add share icon to listings

?

Confusion about icon for settings menu
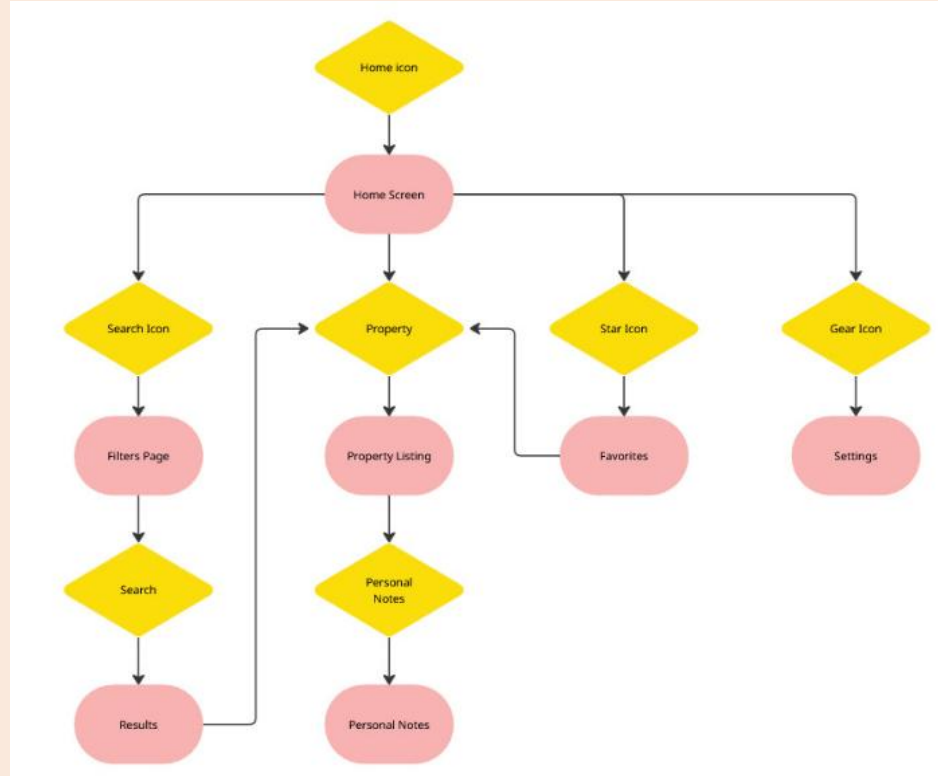
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Use a more clear image
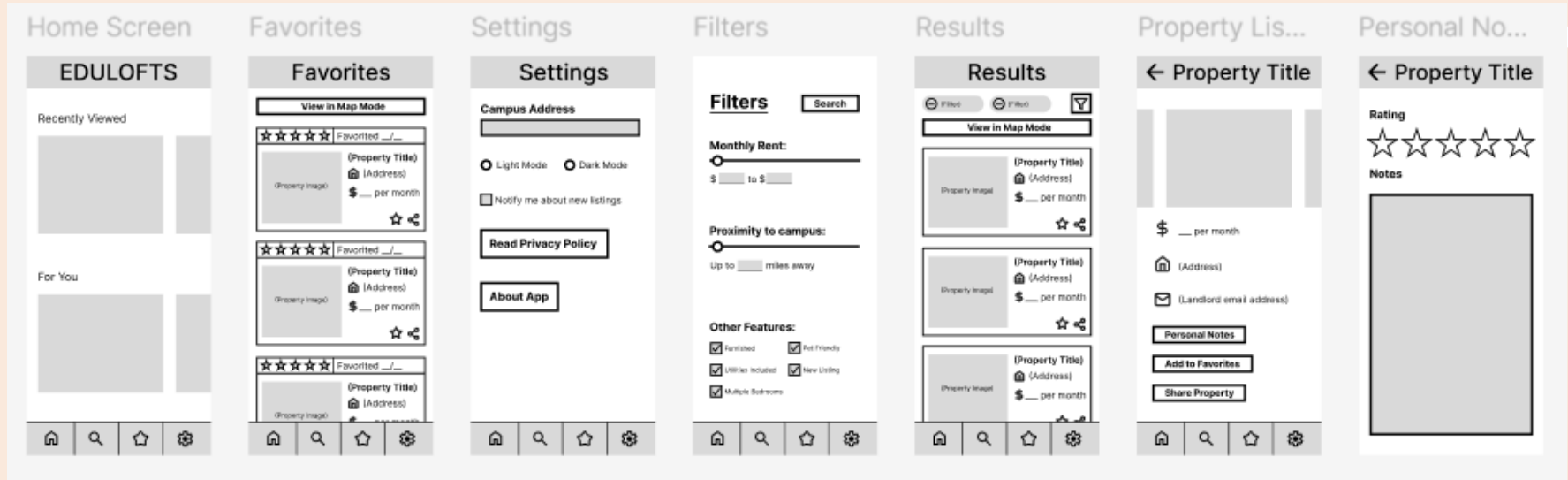
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INFORMATION ARCHITECTURE

USER FLOW DIAGRAM

This flow diagram shows the structure of our app prototype and how the different screens are connected.

Screens are represented with red ovals, and interactions are represented with yellow diamonds.

SITE MAP/USER FLOW DIAGRAM

These are the wireframes of our app representing the layout of the screens. Initially, we framed out seven screens in Figma.
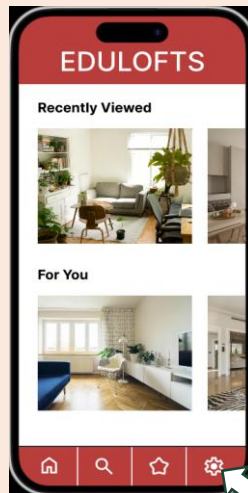
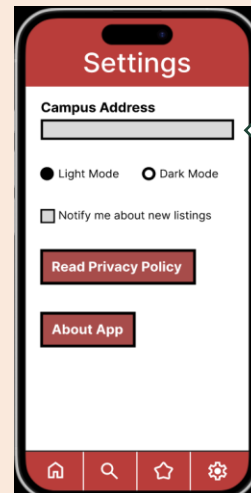**04**

HIGH
FIDELITY
PROTOTYPE

Prototype

Example user task flow:
Setting your campus address

Link to prototype:
Figma.com Prototype

EDULOFTS

Recently Viewed

For You

Click gear icon for settings

Settings

Campus Address

Light Mode   Dark Mode

Notify me about new listings

Read Privacy Policy

About App

Type in address in the 'Campus Address' text entry

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HEURISTIC EVALUATION

HEURISTIC EVALUATION

Task 1: **Set your campus address**

Issue	Violated Heuristic
Cannot type in campus address	Consistency and standards
No communication regarding saving of changes	Visibility of System Status

Task 2: **Search for housing based on budget and distance to campus**

| Issue	Violated Heuristic
Cannot change values on sliders or type in values	Consistency and standards
No information on current value of the filters	Visibility of System Status
Cannot remove applied filters	User Control and Freedom
What if they apply no filters	Error Prevention

HEURISTIC EVALUATION

Task 3: **Write notes about a property**

Issue	Violated Heuristic
Cannot type in notes (no keyboard popping up)	Consistency and standards
Need to notify when changes are saved	Visibility of System Status
No check in with user if they try to go to another screen while typing; unclear whether notes will be saved	Error Prevention; Visibility of System Status

KEY FINDINGS

- Several overlay and input features do not work

- Lack of communication regarding saved changes

- Allow users more control over filter options

- Strong performance in aesthetic design and matching system to real world

We will use these insights to continue focusing on aesthetic design while improving basic functionality, communication about system status, and user control.
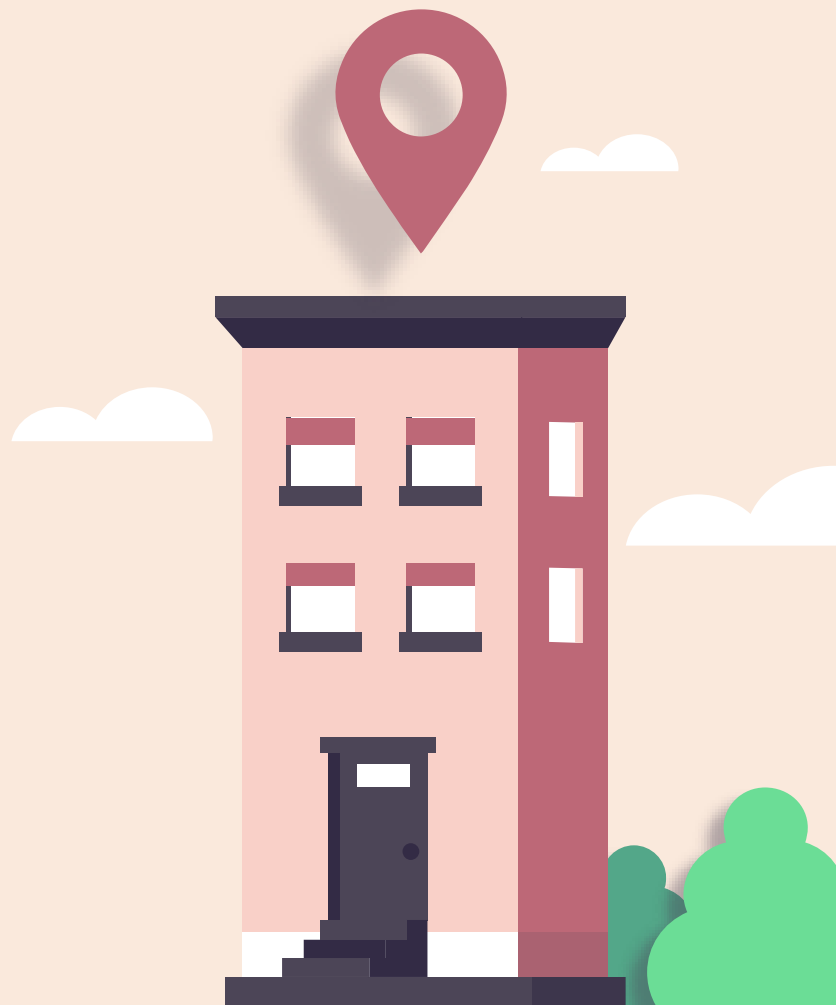
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REFLECTION

WHAT WE LEARNED

Testing: With the low-fidelity testing we conducted previously, we now knew what **new key features** and screens to incorporate in the app to **satisfy our users' needs**.

Information Architecture: Creating a user flow diagram of the screens of our app helped us determine whether our app was easy to navigate. For example, it **provided insight** on how difficult it was to get to a certain screen or completing a specific task by looking at the amount of steps it took to get there.

Heuristic Evaluation: When conducting the heuristic evaluation, each member attempted to complete the user tasks we had used for user testing. When doing so, we made sure to test other functions of the app along the way verifying that the functionality of other features were working as they were supposed to. By doing the evaluation each individually, we were **able to discover a handful of errors** that our app had such as screen navigation issues, unable to change sliders, and more. This exposed problems in consistency and standards, user control and freedom, error prevention, and other key heuristic components significant to our users' experience.

What Comes Next: In future development, we will focus on **improving functionality while continuing to seek and incorporate feedback from users**. Specifically, we would like to make more of the filters functional in our high fidelity prototype, which will also increase the usefulness of our feedback in testing.

Appendix: User Test Protocol