**Project Description:**

DavGo or Davao-on-the-Go, is a simple mobile application created by MaMuSa with the idea of helping people navigate through the city while discovering new hangout spots and being updated if there are events such as flea markets, discounts, or a new establishment opened, it also highlights both popular and hidden hangout spots, complete with user reviews and ratings. DavGo caters to all users, those who wish to explore the city and those who are new.

**Requirements Summary:**

|  |  |  |
| --- | --- | --- |
| **Minimum Requirements** | Processor Cores | Dual-core processor  Apple A8 chip |
| OS | Android 5.0 (Lollipop  IOS 10 |
| RAM | 2GB |
| **Recommended Requirements** | Processor Cores | Quad-core processor  Apple A11 Bionic chip |
| OS | Android 8.0  IOS 13 |
| RAM | 3GB |
| **Other Requirements** | Permissions | GPS  Notifications  Storage |

Table 1. System Requirements

To cater to low-end Android models, the DavGo application is designed to run effectively with a minimum requirement of a single-core processor, 1GB of RAM, and Android version 5.0 (Lollipop) as its operating system. The application is intentionally lightweight and undemanding, it operates smoothly even on older devices with limited resources. This approach maximizes inclusivity and usability, making it easier for more people to navigate and explore the city, regardless of their device’s capabilities.

**Prototype Description:**

The Prototype was created with Figma. This is because Figma is an interactive Prototyping Software/Website that can easily be distributed to testers with the use of links sent by the developers

**DavGo Figma Link:**

https://www.figma.com/design/cbAjwsQ6XijFdUuy6N0WQd/DavGo?t=ilJOUYzxi68GA5kS-1

**User Scenario:**

Abby, a college student, moved to another city to study. She is eager to explore the city, she looks through Google Maps but the information the application provided. Abby faced difficulties with directions and information. This issue affected Abby through being able to navigate through the city and explore the city’s local events.

Determined to overcome these challenges, she encountered the app, DavGo. She noticed when using the app, she was able to review customer’s remarks about the place, alongside with information about the place, and notifications about events and discounts

**DavGo Mock-up/Prototype**

**Prototype Flow:**

**Rationale:**

The team opted to use Figma to create this prototype since it is free and interactive that can be accessed by team members, letting them edit the prototype in their own device. Using Figma, the team can present what the application’s final design is.

**Changes on the Requirements:**

**Initial Evaluation Plan:**

**Usability Specifications**

The creation of this prototype will aim to achieve the following measures when it appeals to the use:

* **User-Friendly Interface**: The application should have an intuitive and easy-to-navigate interface that allows users to quickly access the features such as maps, reviews, and event notifications.
* **Accurate and Updated Information:** Providing reliable, real-time data about locations, directions, events, and discounts so that users can trust the information for planning and navigating.
* **Personalized Recommendations:** Based on the user preferences and past activities, it would offer personalized recommendations for places to visit, events to attend, and discounts to use.
* **Comprehensive Reviews and Ratings:** Users should be able to read detailed reviews and ratings from other users.

**Population**

Focusing on 20 SHS and college students to participate in using the DavGo prototype. This group will engage in tasks to determine if the prototype is a success.

**Prototype Tasks**

The tasks for this prototype are split into different sections: (1) the users would be able to use the navigation system and view the place’s information, (2) they would be able to interact the place’s page such as leaving reviews or ratings, (3) and be able to navigate or search place’s location.

These outline the significant functions of the application. The first task focuses on assessing the ease and accuracy of the navigation system and the accuracy of the place’s information, making sure that the users understand the details of various locations. The second task would evaluate the usability of user interactions with place-specific pages, such as leaving reviews and ratings. The third task tests the application’s navigation accuracy. These tasks are well-aligned with DavGo’s objectives , comprehensively addressing the main functionalities of the application.

**Heuristic Evaluation**

Evaluation of DavGo will use the 10 Usability Hauristyic Method of Evaluation:

1. **Visibility of Systems Status** – Users should know the system status and receive immediate feedback on their interaction with the app.

2. **Match Between System and the Real World –** The app uses familiar language, symbols, and concepts that users are accustomed to, mirroring real-world experience to make the interface more intuitive and relatable.

3. **User Control and Freedom –** Users can easily undo or redo actions. This feature is crucial for allowing users to correct mistakes without difficulties.

4. **Consistency and Standards –** Similar elements within the app will have a consistent appearance and behaviour, helping users to develop an understanding of how the system works.

5. **Error Prevention –** The app is designed to minimize the chances of user errors, including features like confirmation dialogs for critical actions and intuitive navigation to reduce confusion.

6. **Recognition Rather Than Recall –** The app is designed so users can interact with it without needing to remember prior information, this includes the use of icons and labels.

7. **Flexibility and Efficiency of Use –** The app caters to beginners and experienced users by providing shortcuts and features for those familiar with the system.

8. **Aesthetic and Minimalist Design –** The interface is clean and uncluttered, focusing on elements and removing unnecessary information.

9. **Help Users Recognize, Diagnose, and Recover from Errors –** Error messages are clear, explaining what is wrong, helping users resolve errors.

10. **Help and Documentation –** Easily accessible help and documentation will be available to assist users who encounter difficulties. This is regardless of their experience level, finding the support they need to use the app.

**Participant Survey and Feedback**

After the team tested the prototype, a participant survey and feedback will be conducted,

|  |  |
| --- | --- |
| **DATA GATHERING METHOD** | **DESCRIPTION** |
| Survey – Quantitative | A survey will be handed out to the participants to gather the participant’s experience when handling the prototype. This will be interpreted from a 5-point Likert Scale. |
| Feedback – Qualitative | A feedback survey will also be handed out and this will support the participants’ opinion. This helps with improving the application and gathering the user’s experience. |

Table 2. Data Gathering Methods

The table shows the different data gathering methods of the team.

|  |  |
| --- | --- |
| **Questions** | **Method of Answer** |
| Aesthetic Appeal | 5-Point Scale |
| Ease of Use |
| Design Consistency |
| Logo Representation |
| Overall Design Experience |
| Feature Usability | Feedback |
| Suggestions for Improvement |

Table 3. Survey Questionnaire

The table above presents the questions presented in the survey for this prototype. The survey will be handed to participants after the test via this link <https://forms.office.com/r/1yHH96xGhk>

The following table is the interpretation of the survey questions, this would give insights on whether the system is efficient and successful in terms of the design and the experience of the user:

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale** | **Range Value** | **Interpretation** | **Classification** |
| 5 | 4.50 - 5.00 | Highly Acceptable | Successful |
| 4 | 3.50 - 4.49 | Acceptable |
| 3 | 2.50 - 3.49 | Moderately Acceptable | Neutral |
| 2 | 1.50 - 2.49 | Fairly Acceptable | Unsuccessful |
| 1 | 1.00 - 1.49 | Not Acceptable |

Table 4. 5-Point Likert Scale Survey Interpretation