

SI 534: Lo-Fidelity Prototype & Usability Testing: Business Plan Application

Objective of App: This is a business plan application that microfinance workers for NGO's can use with their clients in the field to assess their current income level, business operations, and help them generate recommendations to expand their business and raise their level of income.

Our users were asked to do three tasks:

1. Go through the form.
2. Go in the menu and go to another screen.
3. When user on activity 5, ask them to go back to activity 2

The user testing was very useful and led to the elimination of certain activities, creation of new activities, and modification of most of our activities. We found that we needed to alter the diction we were using, such as changing the SAVE and QUIT buttons on the last activity to a DONE button. We also realized that our users were unaware that they were able to select multiple options for certain activities, which led us to add instructions to certain activities. The user also pointed out certain breaking points in our navigation, such as allowing the user to return to Activity 1 (create a new plan button) by clicking the back button on Activity 2, and that the user had no way of creating a new plan while in the middle of the application, which led us to alter Activity 10 (MainActivity) and add a new activity (Activity 11 MenuNewPlan). We also condensed a few activities. Based on user feedback we removed the Activity YourCompetition, moved the information we needed from that activity to Activity 3 (BusinessInfo) and made the question more specific.

There are changes we would like to pursue but need to investigate further, such as how to better represent the poverty graph. Our user testing indicated that people were confused as to why the graph was there, and where the results were generated from; it was unclear that the graph was based on information the user was supplying.

Useful information for "reading" our prototypes:

- buttons will turn color once pressed
- check boxes selected will be indented once chosen
- the color post-its represent what the buttons would look like when a user interacts with them

Activity 1: New Plan

Purpose: Users can click on Create New Plan, which brings them to Activity #2. (Users can only click on Create New Plan)

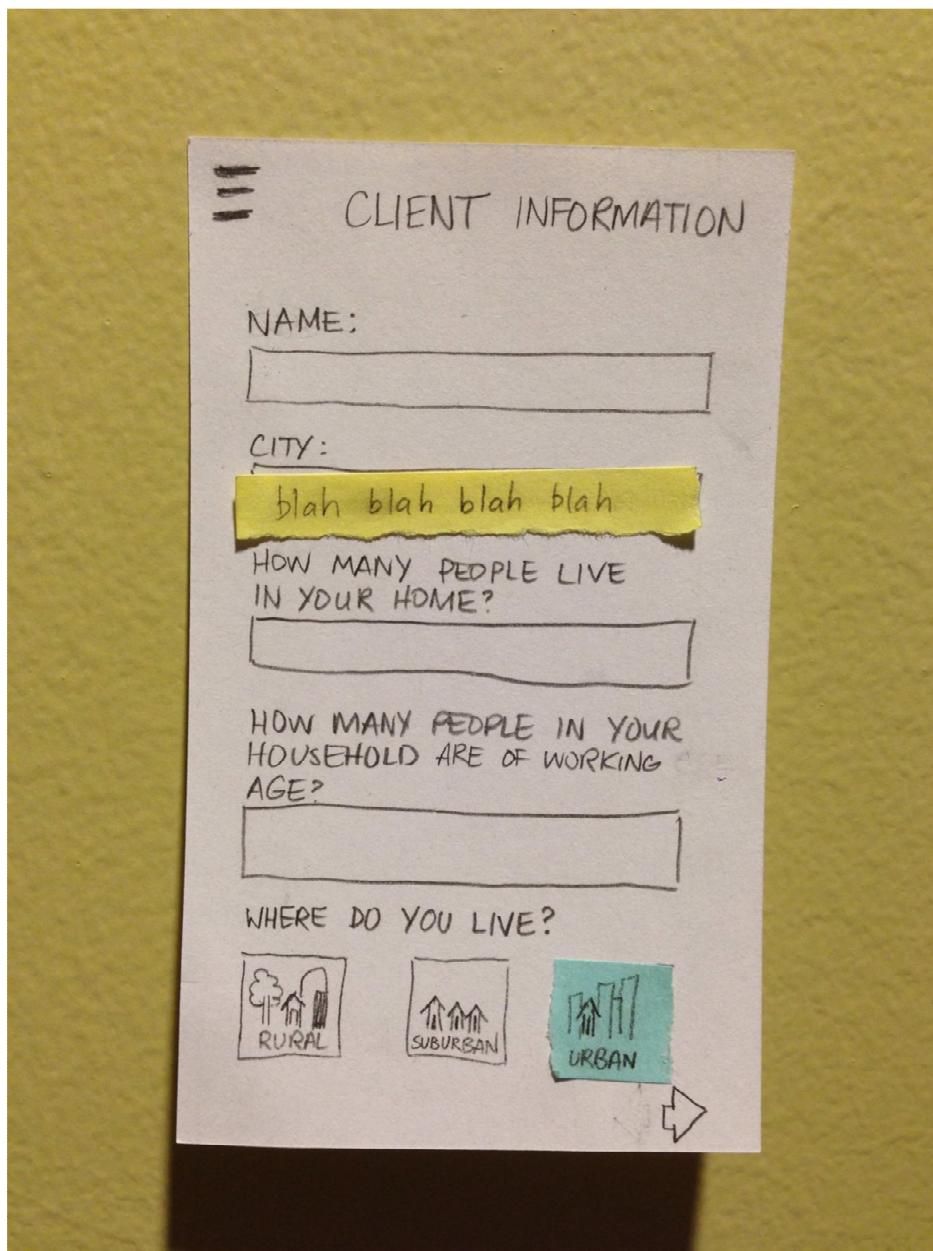
Changes: Nothing was changed for this screen based on user feedback.



Activity 2: Client Information

Purpose: This is where the client or microfinance officer fills out demographic information for the client's business plan. A button object to the left of the screen title will lead users to Activity 10. The arrow button at the bottom will lead the user to continue onto Activity 3.

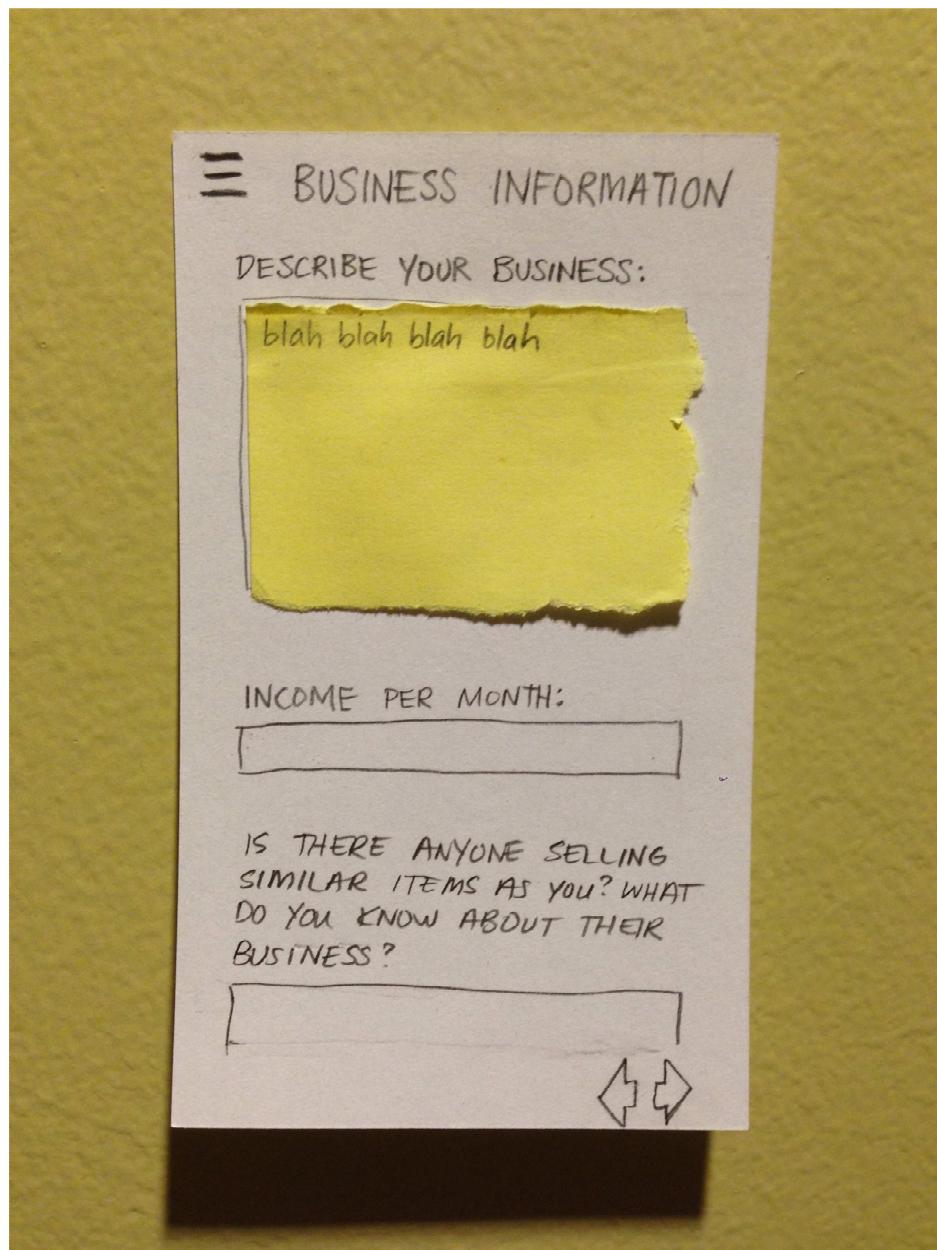
Changes: Based on user feedback we removed the arrow button that would allow the user to go back to Activity 1. They found it unnecessary.



Activity 3: BusinessInformation

Purpose: Gathering of more demographic information, specifically about the user's business. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 2 and the right arrow goes to Activity 4.

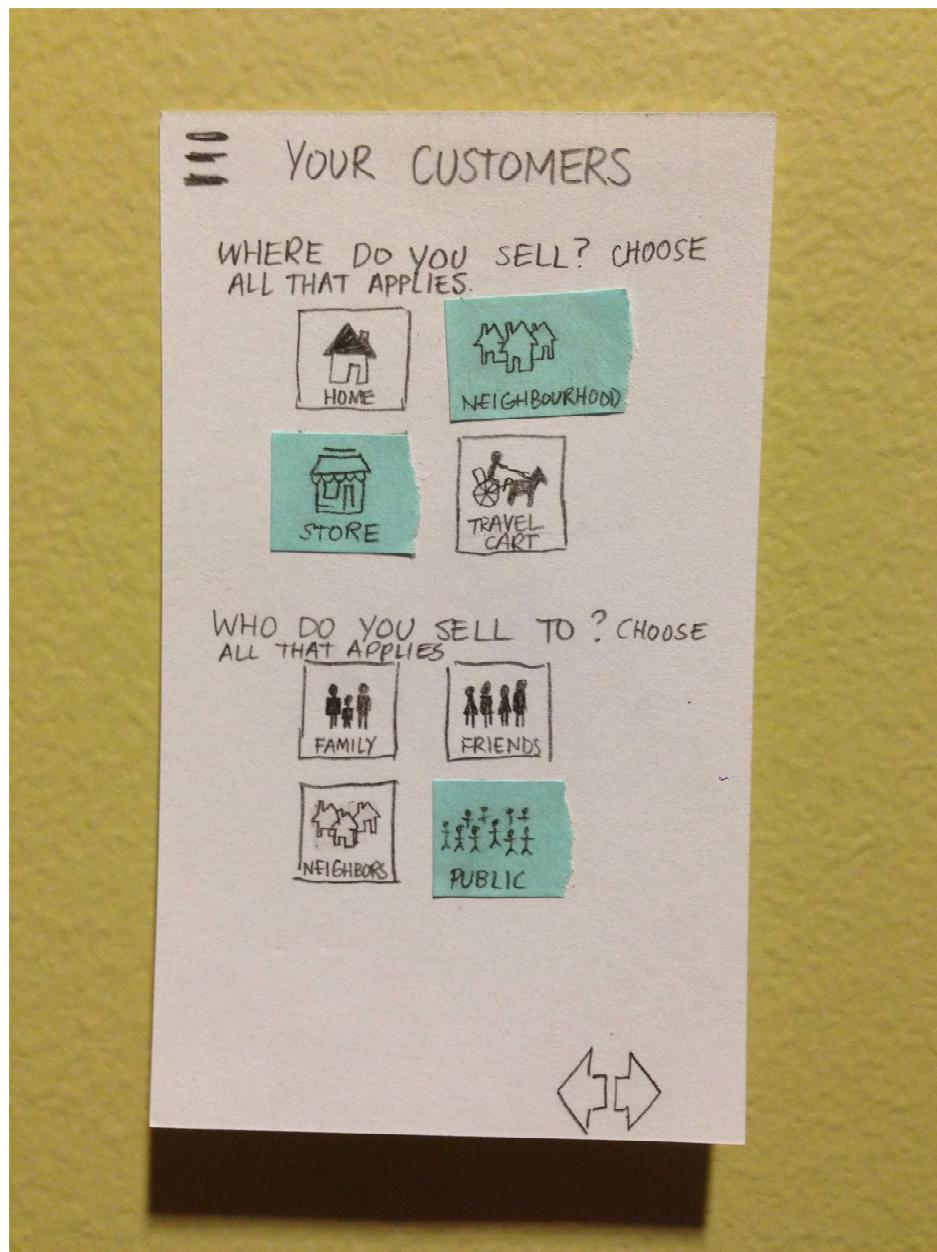
Changes: Removed what was previously Activity 7(YourCompetitors) and put the question in Activity 3 (BusinessInformation). We also made the question more specific.



Activity 4: Your Customers

Purpose: The user will select the options that best reflect their current customer base. A button object to the left of the screen title will lead users to Activity10. The left arrow on the bottom now directs the user to Activity 3 while the right arrow directs the user to Activity 5.

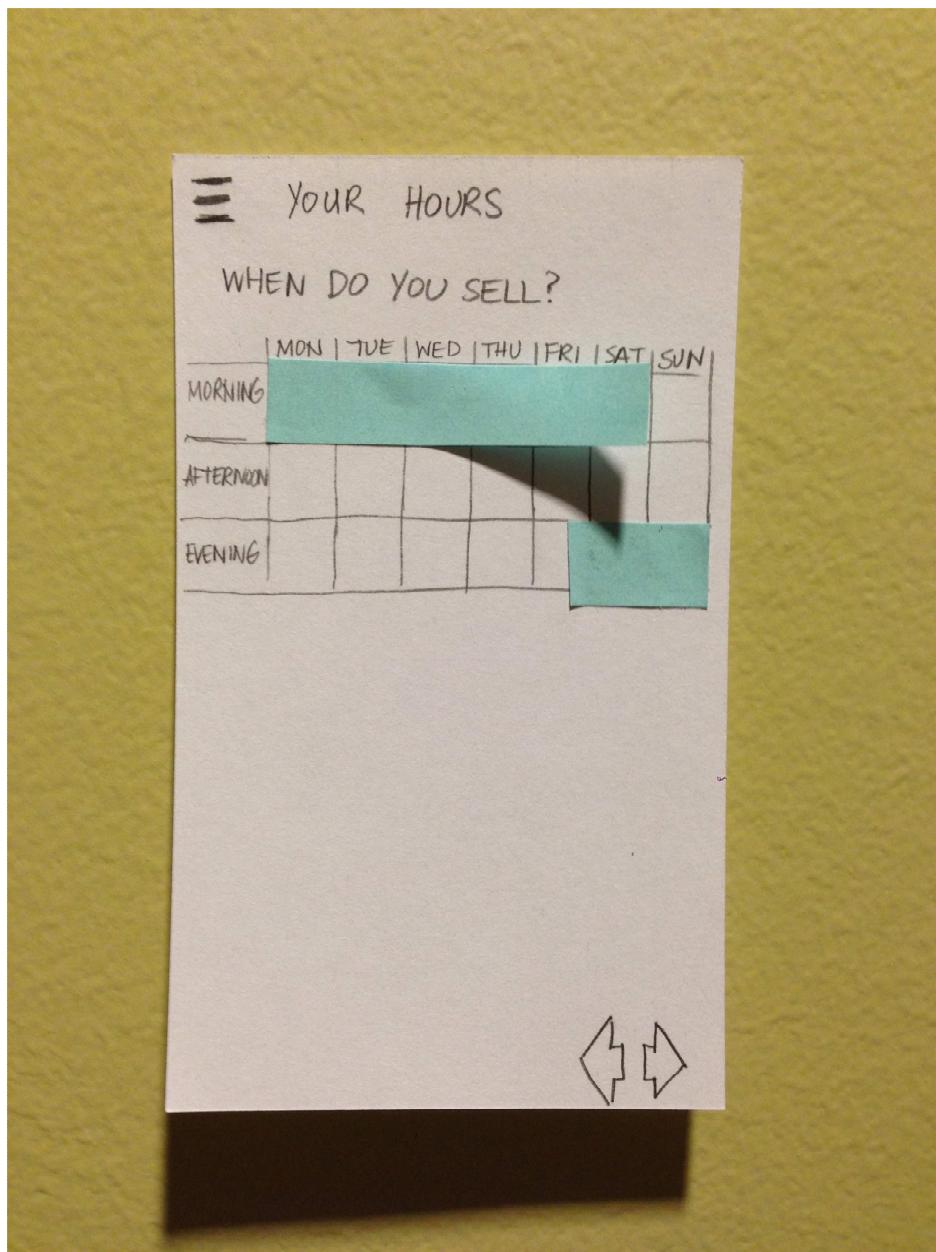
Changes: We added instructions for a user to choose all that applies.



Activity 5: YourHours

Purpose: The user will select the hours their business is operating. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 4 and the right arrow goes to Activity 5.

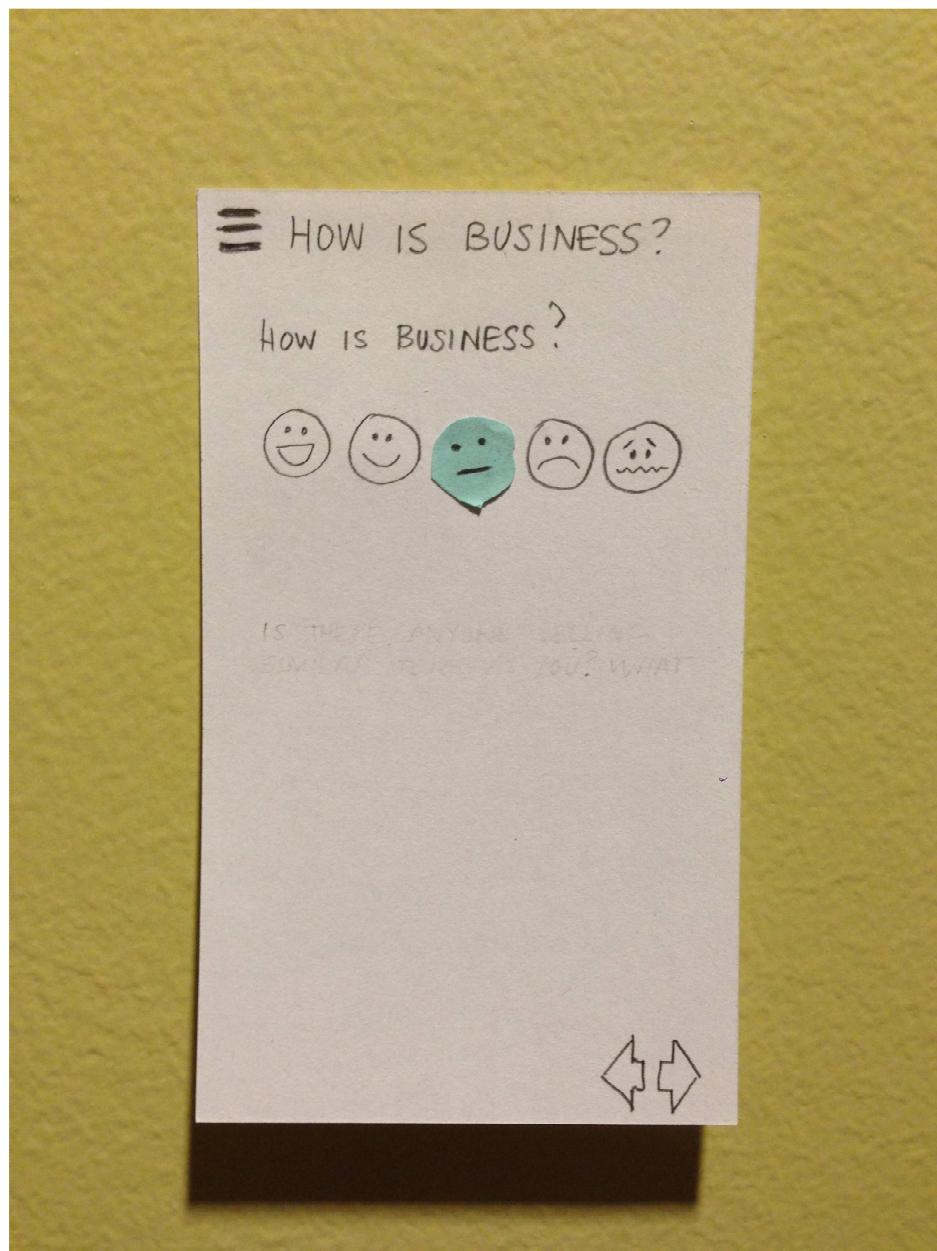
Changes: No changes were made based on user feedback.



Activity 6: HowlsBusiness

Purpose: The user selects which picture relates to how they feel their business is currently doing. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 5 and the right arrow goes to Activity 7.

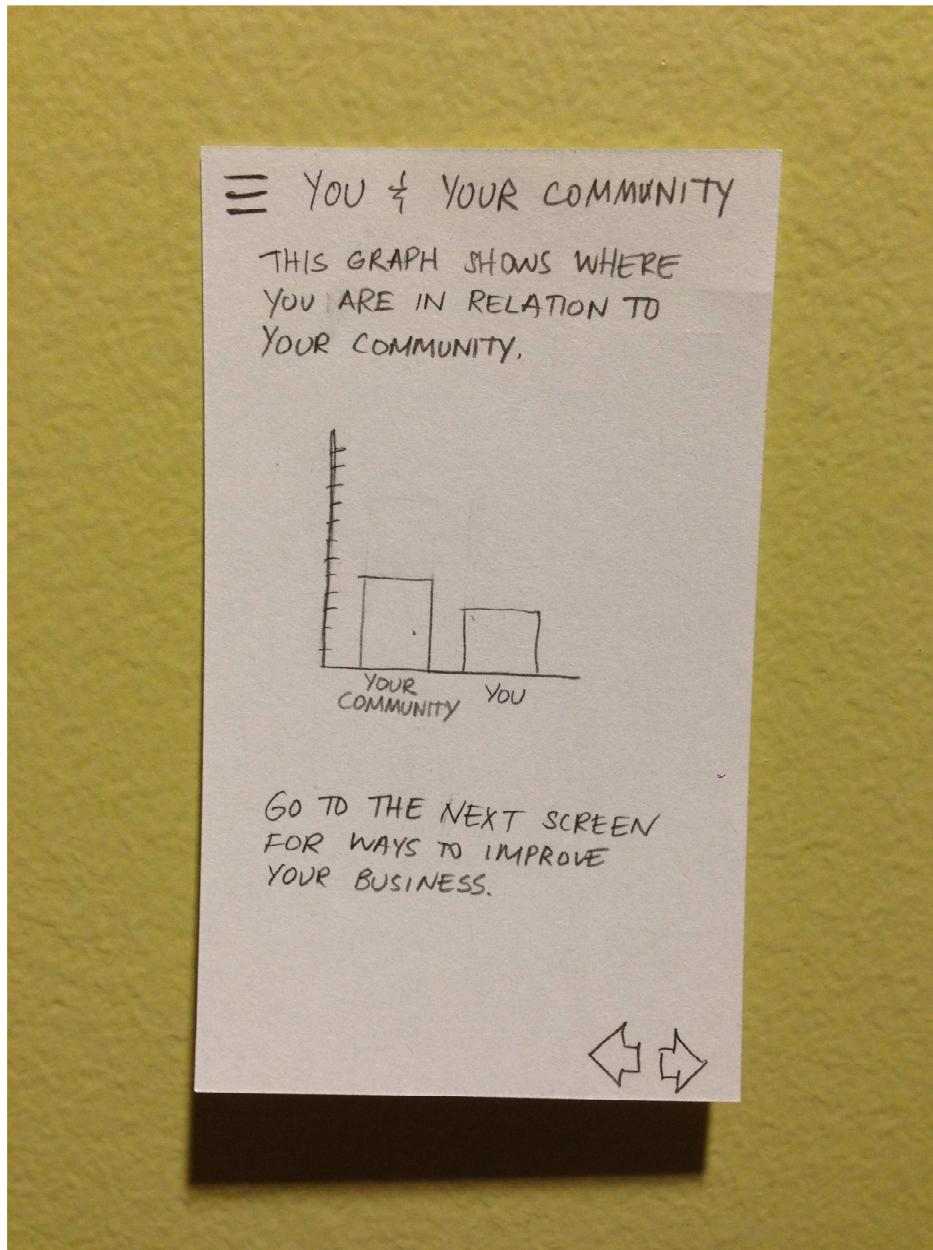
Changes: Nothing was changed for this screen based on user feedback.



Activity 7: (YourCompetition) YouAndYourCommunity

Purpose: This graph indicates where the user falls in relation to the rest of their community. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 6 and the right arrow goes to Activity 8.

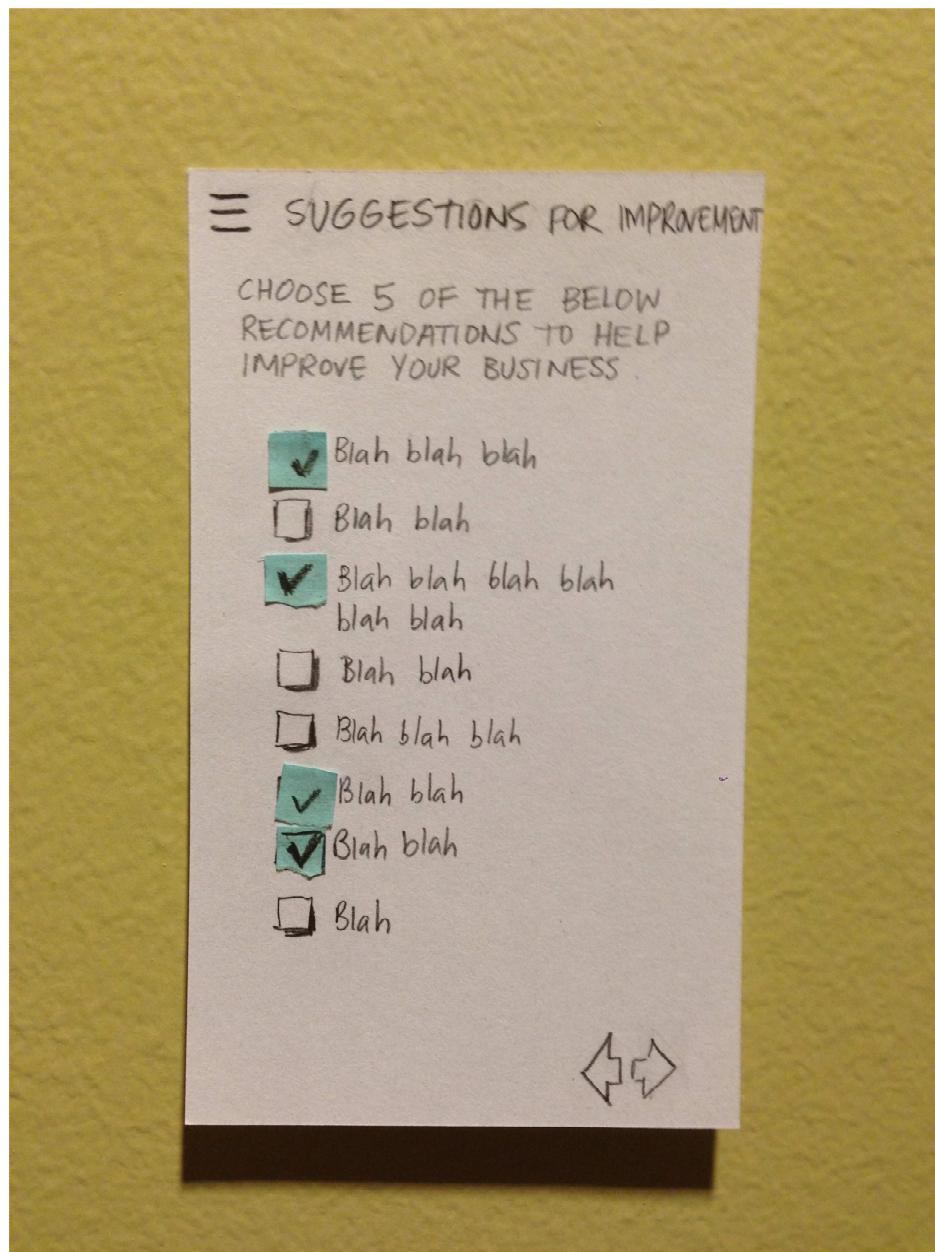
Changes: We removed the Activity YourCompetition and replaced it with the new Activity YouAndYourCommunity. We added a description of what the page is and instructions to continue. We clarified the graph so it doesn't look like something you click on. We need to work further on making it clear that the results are generated from information from the app.



Activity 8: (PovertyGraph) SuggestionsForImprovement

Purpose: This is where the user can select from a series of action items to help improve their business. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 7 and the right arrow goes to Activity 9.

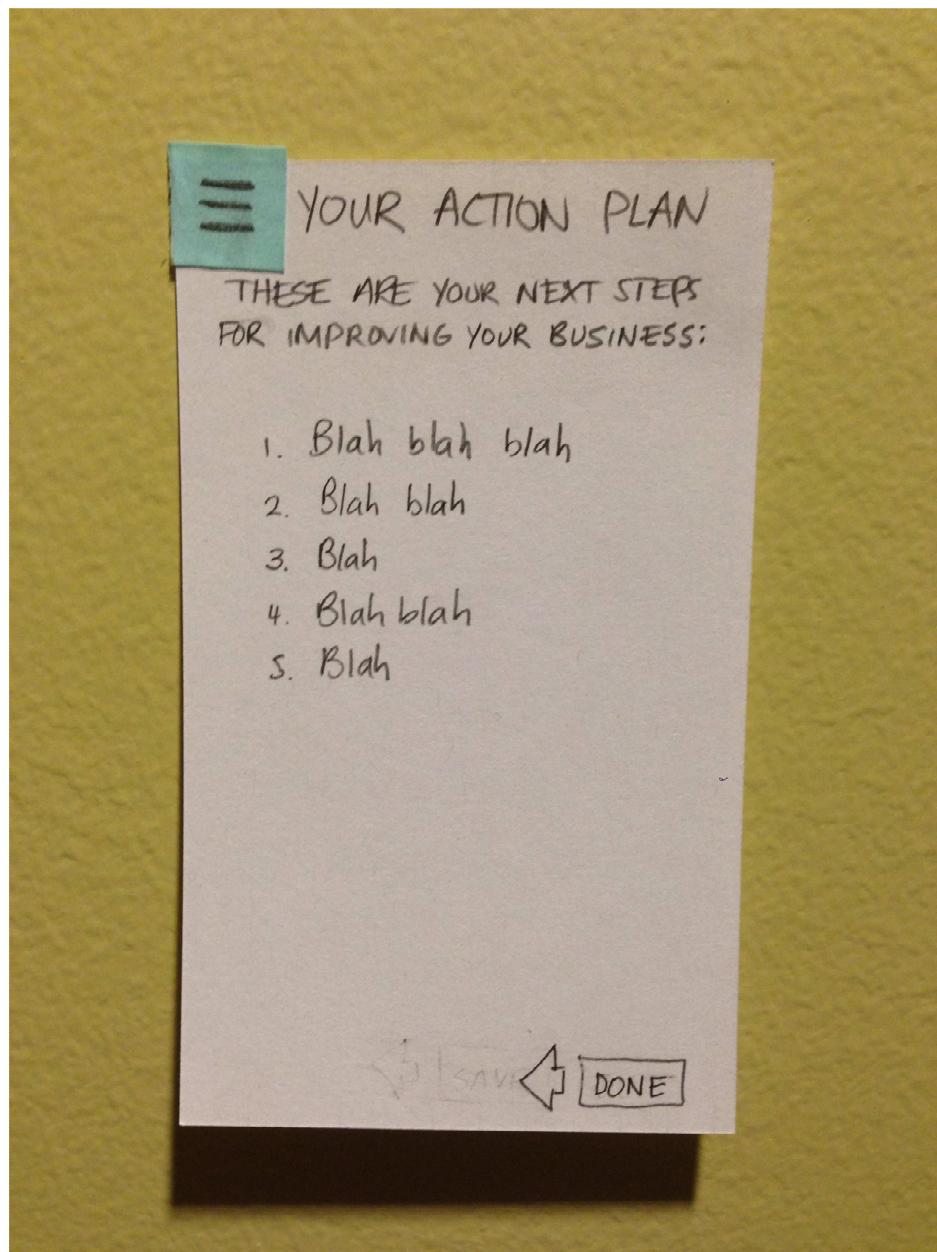
Changes: This was changed from being Activity PovertyGraph into the Activity SuggestionsForImprovement because the user wanted a list to select action items from.



Activity 9: ActionPlan

Purpose: This is a read-out of the action items that the user has chosen to act upon. A button object to the left of the screen title will lead users to Activity 10. The bottom right includes navigation objects again. This time the left arrow goes to Activity 8 and the DONE button terminates the application.

Changes: We removed the SAVE and QUIT Buttons and replaced it with a DONE button and a back button (indicated by an arrow).



Activity 10: MenuActivity

Purpose: This allows the user to navigate through the application and jump to different Activities, which makes it easy to change information they have previously entered. The button object in the top right hand corner terminates the activity. The list of options lists back to other Activities. Create New Plan leads to Activity 11 (MenuNewPlan) which is a pop-up screen.

Changes: We added a section for Action 11 (MenuNewPlan) called “Create New Plan”.



Activity 11: MenuNewPlan

Purpose: This allows the user to create a new plan in the middle of the application. This is a pop-up screen based off of Action 10 (MenuActivity) which requires the user to confirm that they wish to start a new plan. The YES button brings the user to Activity 2 (ClientInfo) the NO button navigates the user back to Activity 10 (MenuActivity).

Changes: This was a completely new activity based on user feedback.

