



YOURSTRULY

we deliver the celebration

Midway Checkpoint



Our Team



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The Problem

When sending gifts to loved ones, it's challenging to mimic the experience of giving a gift in person. Only some retailers let you add personal messages, and compiling a thoughtful care package yourself takes a lot of time and effort.



The Solution

Our app will facilitate this process of sending gifts in a meaningful, personalizable way. Users can personalize the gift giving/receiving process by upgrading their boring brown box deliveries with the addition of a video message, fun delivery options, and/or a variety of accommodations.

Overview

1. Heuristic Evaluation Results & Design Revisions
2. Prototype Status
3. Prototype Demo





Heuristic Evaluation Results & Design Revisions



Overview

- 24 total 3–4 severity violations → 11 changes
- 39 total 0–2 severity violations → 13 changes
- Most violated heuristics:
 - H4 consistency and standards: 9
 - H8 minimalist design: 9
 - H13 accessible: 6



Violations: Navigation

No progress state

The navigation bar shows all of the steps that the user can/will go through, along with their current location

H1 Visibility of System Status

Inconsistency

The navigation bar occurs in the same location throughout the app

H3 User Control & Freedom + H4 Consistency & Standards

No way to skip tasks

The user can click on specific areas of the navigation bar to be taken to that task

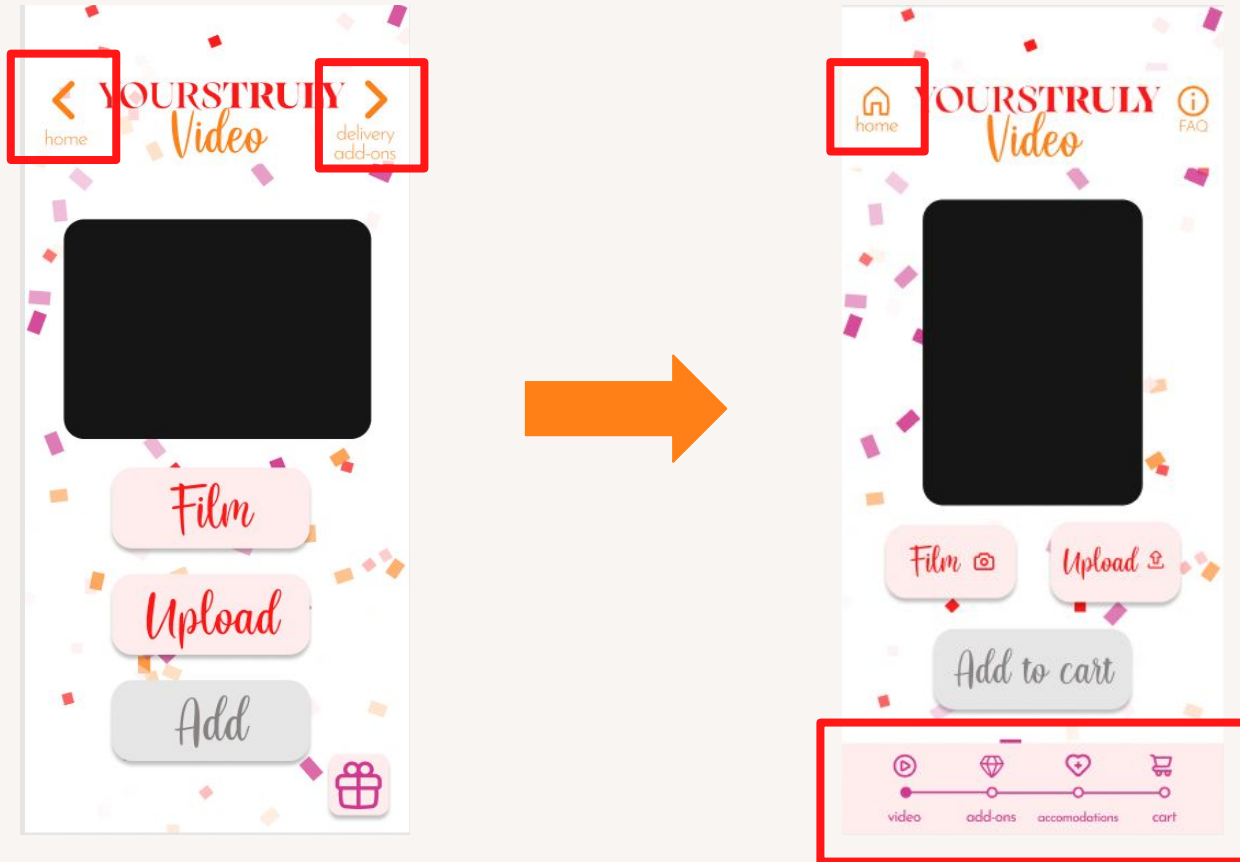
H7 Flexibility & Efficiency of Use

Cluttered Header

Minimize extra text in header

H8 Aesthetic & Minimalist Design

Design Revisions: Navigation



Violations: FAQ

User's role is unclear

The user can look at the FAQ for more specific information about our services

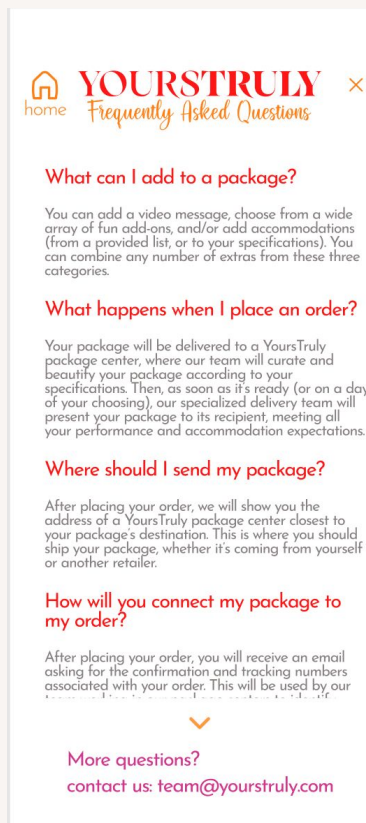
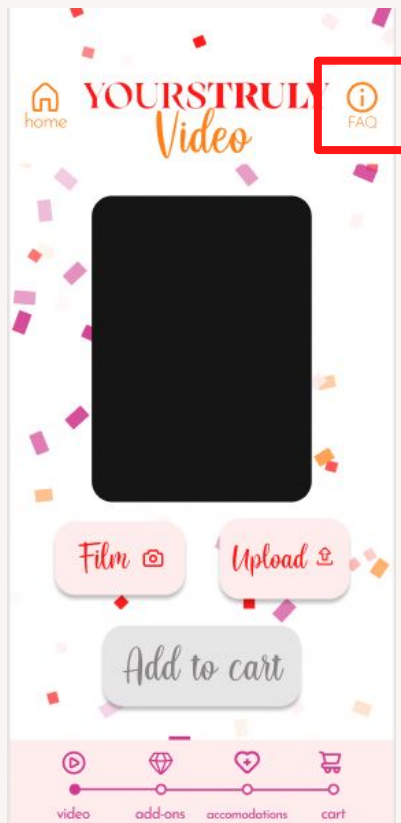
H2 Match Between System & Real World

No documentation of tasks

The user can look at the FAQ to learn more about specific tasks

H7 Flexibility & Efficiency of Use

Design Revisions: FAQ



Violations: Video Task

Unclear that the video was added to the cart
A pop up appears after clicking the “add to cart” button. The button also turns grey and has a red check mark

H1 Visibility of System Status

The button ordering suggests steps v options
The film and upload buttons were placed next to each other

H2 Match Between System & Real World

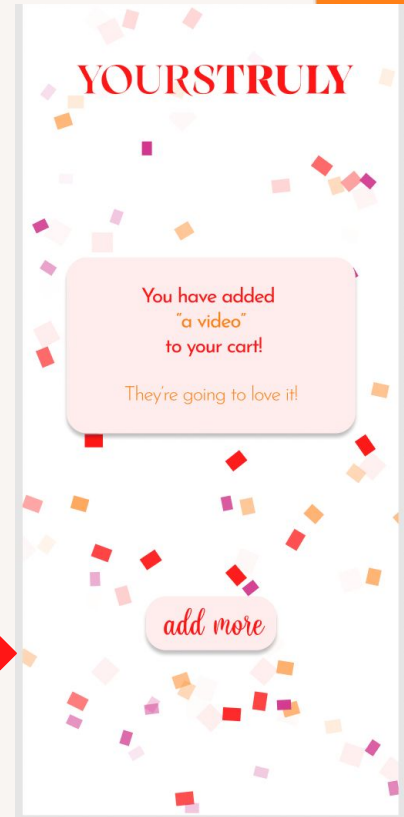
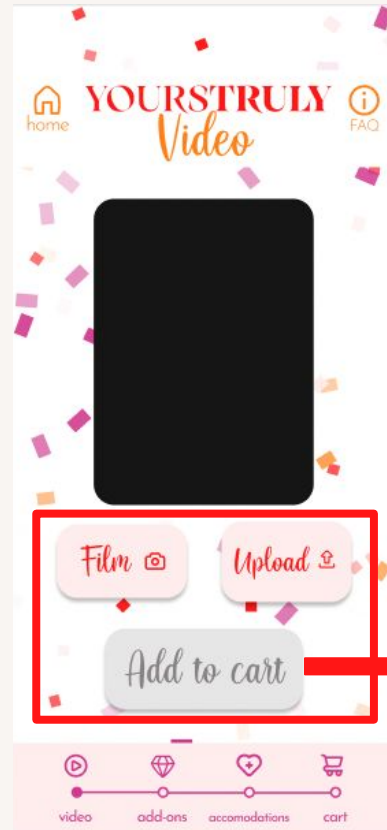
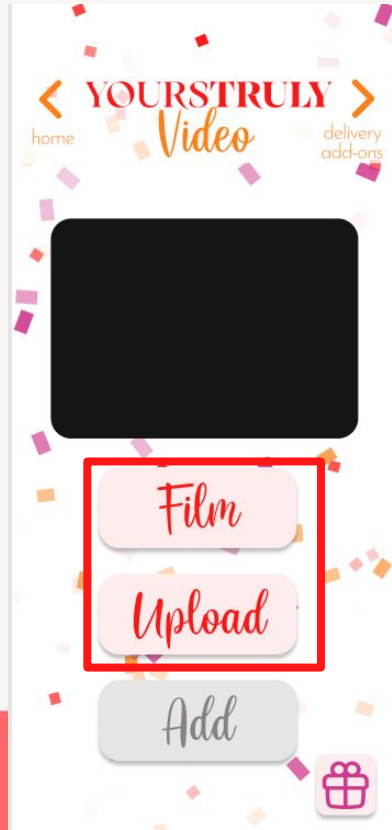
Unnatural horizontal video
Video screen vertical with assumption that most users will film on vertical phone

H8 Aesthetic & Minimalist Design

User can't edit video in app
We chose not to implement this as it is further than the scope of our app

H9 Help Users Recognize, Diagnose, and Recover from Errors

Design Revisions: Video Task



Violations: Delivery Add-Ons Task

Price no longer visible
once add to cart
Move check
(denoting added to
cart) to other side of
screen, keeping
pricing of item visible
and in consistent
location

H6 Recognition Rather than
Recall

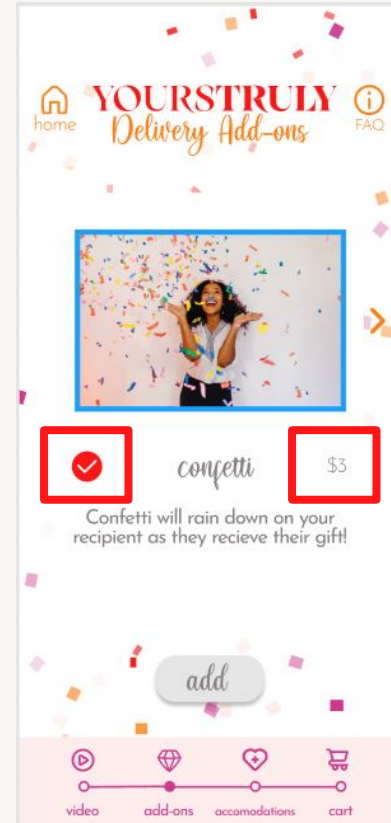
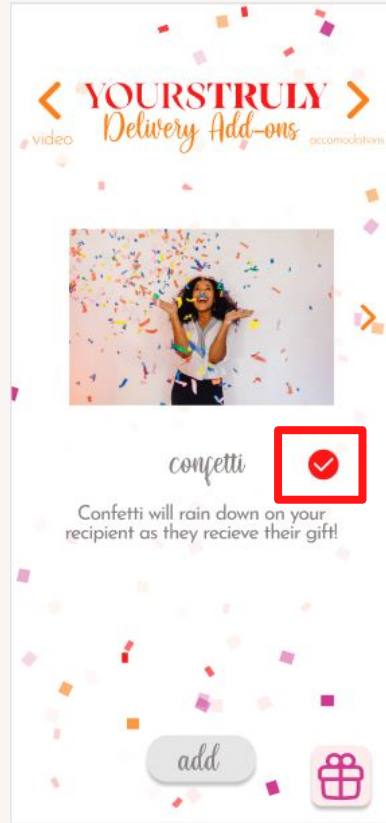
No saved
preferences
We chose not to
implement this at
this time, as it is a
little too
complicated a task
to tackle at the
moment

H7 Flexibility & Efficiency of
Use

Higher priced items
violate fairness and
inclusion
We chose not to
implement this at this
time. We offer a range of
items at different prices
and do not want to
exploit our workers

H12 Fairness & Inclusion

Design Revisions: Delivery Add-Ons Task



Violations: Accommodations Task

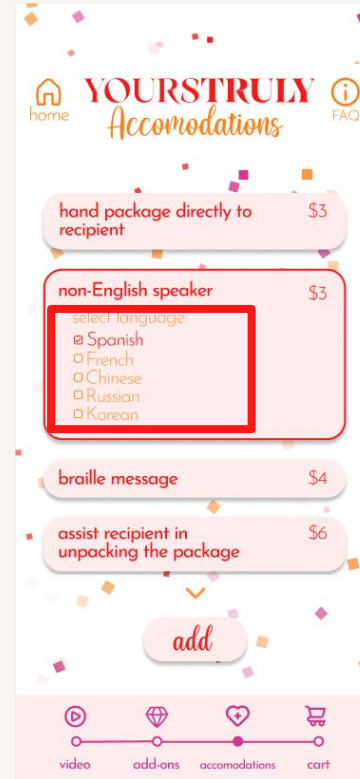
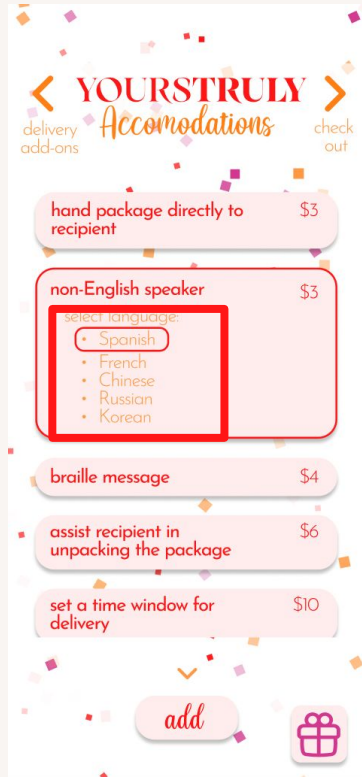
Clickable items unclear
Changed the bullet
points to a radiogroup

H10 Help & Documentation

Charging for
accommodations
violates fairness and
inclusion
We chose not to address
this violation.
Needfinding shows
people are willing to pay
to accommodate loved
ones.

H12 Fairness & Inclusion

Design Revisions: Accommodations Task



Violations: Check Out

No ability to
delete
celebration

H1 Visibility of
System Status

When continue
celebration, no
way to know
which
celebration
continuing
Ability to title
project which is
displayed at top

H1 Visibility of System
Status

Present box not
obvious cart
Icon is more
common
shopping cart

H2 Match Between
System and Real World

Violations: Check Out

Messaging of
cart boxes is
unclear

Arrows to show
it is expandable,
“add more” ->
“edit”

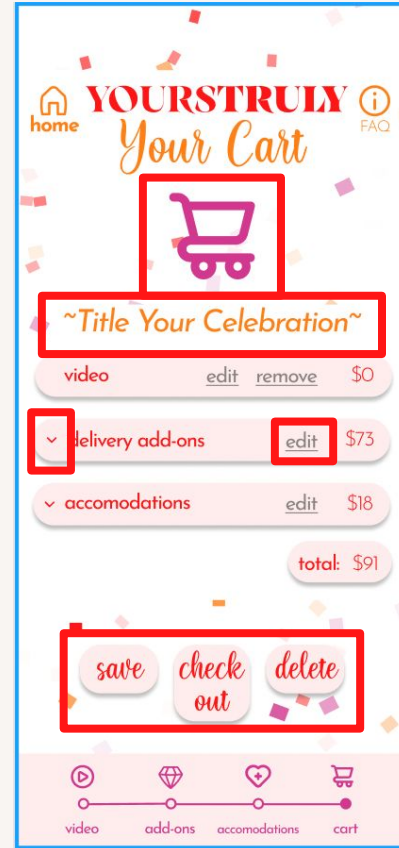
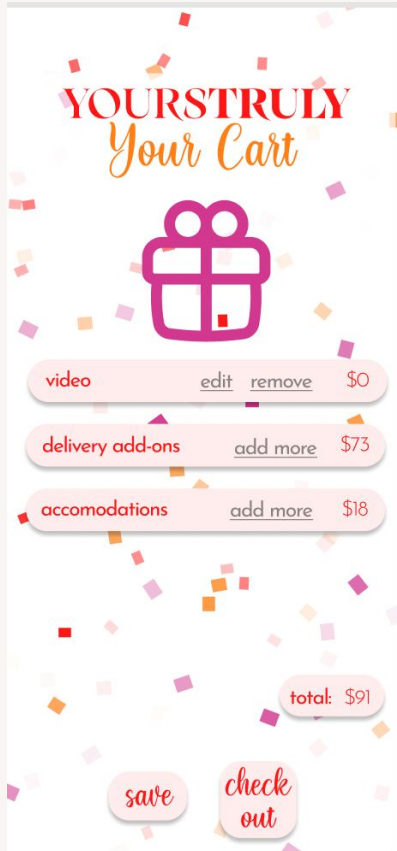
H3 User Control &
Freedom

No ability to
grow/shrink
boxes

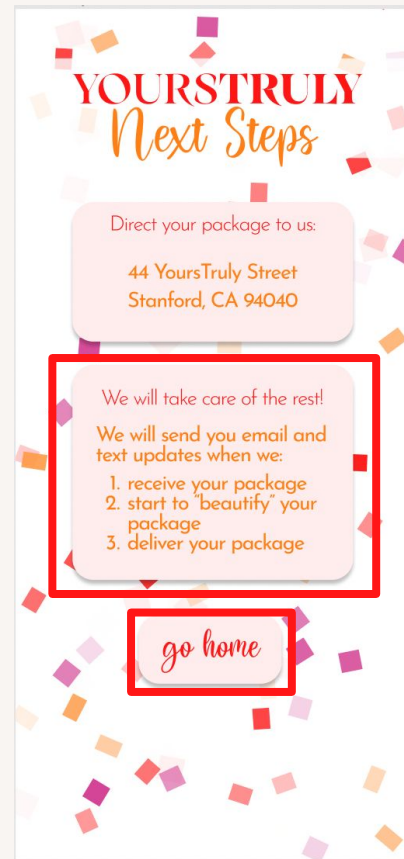
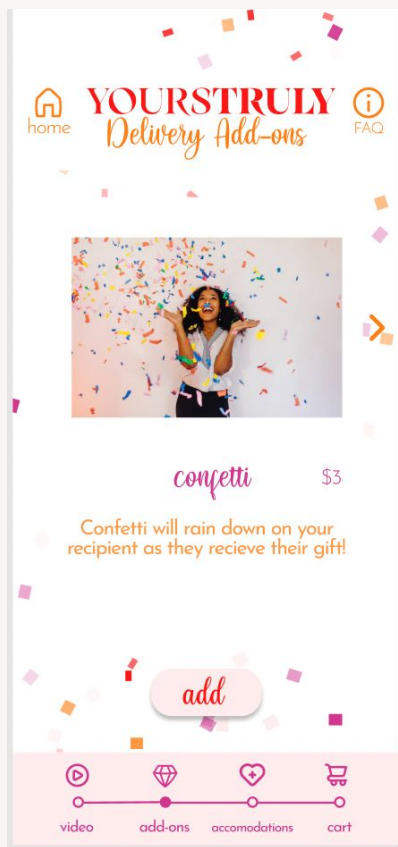
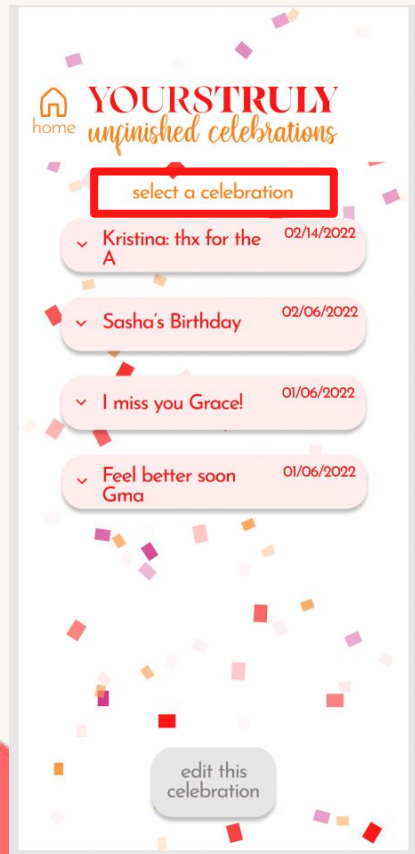
Arrows to
indicate to user
grow/shrink
ability

H3 User Control &
Freedom

Design Revisions: Check Out



Design Revisions: Other





Prototype Implementation Status



Tools



Libraries and components



collaboration

Implemented Features

- Home screen
 - Tab home ... error checking to save/delete current progress
- Tab navigation
- Delivery add-ons task
 - Pop ups
- Cart
 - Live updating of items added into the cart
- FAQ page
- Check out

Unimplemented Features

- Video task
- Accomodations task
- Summing total in the cart
- Check out verification
- Next steps
- Saving current progress
- Style



Our Plan

- This weekend:
 - All tasks functionally implemented
 - Write up
- Next week:
 - Final brush ups on style of app
 - Poster and pitch
 - Demo video



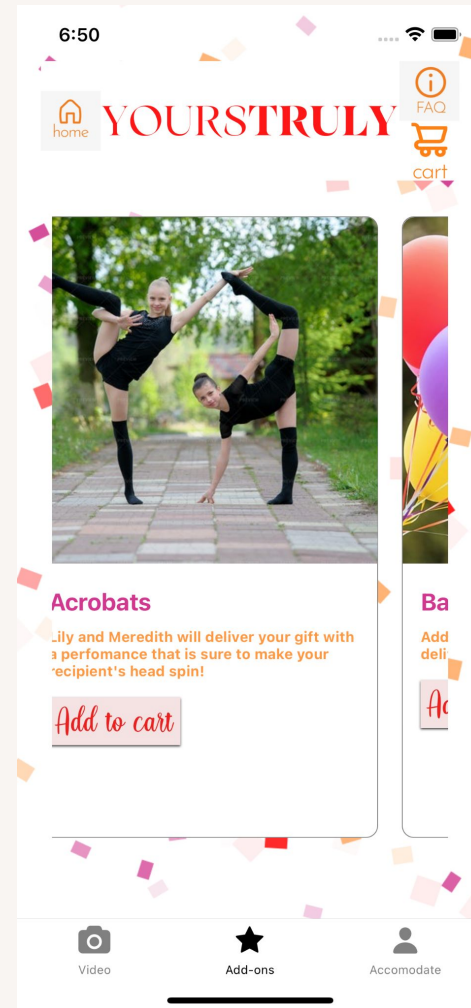
Wizard of Oz Techniques

- Inputting addresses requires and validating payments are outside of the scope of the course. Both are hard-coded with filler information, but in testing, we could use 3rd party sites like Google Maps and Venmo to verify.
- Our app would theoretically be used in the context of a human user, but for demo purposes, we pretend as though the user already has their account initialized.



Hard Coded Data

- Delivery add-ons options





Prototype Demo!

Questions

- Is the confetti background too distracting?
- Does tab navigation seem to enable more user freedom?

Summary

- 63 heuristic violations → 24 changes
- 1 of 4 tasks implemented in HiFi
- Final steps: implement last tasks
- We have a plan in place to finish the app by the end of next week!