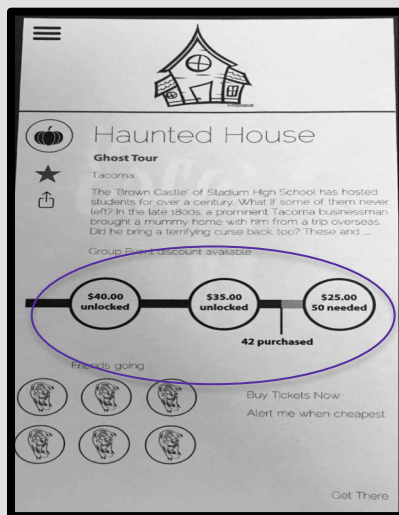


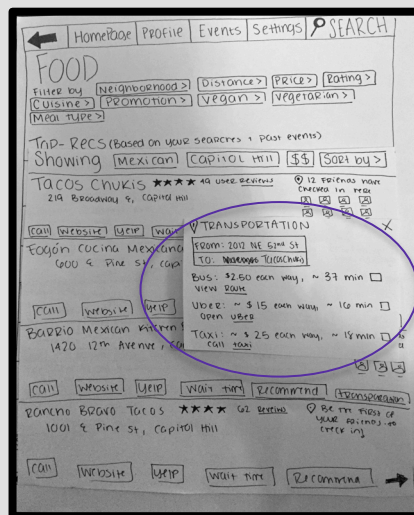
GOOD DESIGN MEANS SMALLER SCOPE

USER FEEDBACK:

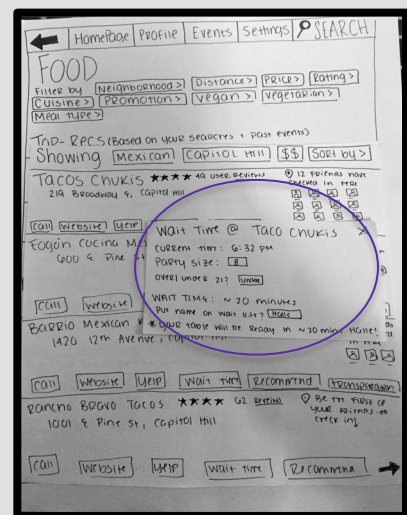
While we loved many of our ideas and envisioned a “super app” that incorporated most of these ideas, we realized that **in order to be realistic and to refine our design problem we would need to cut down the scope of our application**. So, with our 3 favorite ideas chosen from our total of 120, **Chris and I** each **created prototypes** for apps that used one of these three ideas. I created interactive paper prototypes that showed the **transportation and wait-times features** and Chris created a prototype for the **discount idea**. We then walked users through the interactivity of these three prototypes, explaining the functionality of each one.



DISCOUNTS



TRANSPORTATION



WAIT-TIMES

WINNER

“User 1 thinks it’s a cool and unique feature and would **definitely incentivize** going out. User 2 really liked the idea and also found it **unique**. She said she would try to take advantage of deals like this.”

“...they [the users] **don’t believe** it would resolve their difficulties in leaving campus, as they already have apps that have functions relatively similar to this.”

“As User 1 explained, Yelp already is an effective database for searching for restaurants, so why would students turn to our app? User 2 liked the concept but **didn’t find it crucial** to solving our design problem in a meaningful way.”

RESULTS: In running our user tests on these three ideas, we concluded that the **discount feature** would be **most effective** in solving our design problem, as this is both a unique idea and one that incentivizes students to actually leave campus.