Mural 10 — Prototyping + Feedback Plan

OnTap SPU MVP: Services, Marketplace, College Zone, Cart, Safety, Admin

Purpose: Convert storyboard and hills into a testable prototype, collect feedback, and track iteration until pilot-ready.

1) Present the First Iteration

What to upload

- Screens/PDF of Services, Marketplace, College Zone, Cart, Safety, Admin.
- Optional: "OnTap_SPUPages_Iteration_Layouts.pdf" as a single attachment.

Legend (numbered callouts)

- Sticky header: Safety and Cart visible above the fold.
- Search + Category chips for quick discovery.
- Verified badge on providers (Trust at the edge).
- Book/Add to Cart do not interrupt browsing.
- Checkout requires safe campus spot + SPU■ID reminder.
- EMI appears only when subtotal $\geq$ \$75.
- College Zone: respectful, student-only networking with scope filters.

Usability tasks

- T1: Find a ride service and start a booking.
- T2: Add a used textbook to cart.
- T3: Go to Checkout, choose O'Toole Library, confirm (mock) order.
- T4: Open Safety and list the three safety guarantees in your own words.
- T5: In College Zone, filter "Within University" and search for "AI".

Success criteria

- SC1: Understand the product in $\leq$ 15 seconds.
- SC2: Find a relevant service in $\leq$ 2 clicks.
- SC3: EMI visible only at $\geq$ \$75 subtotal.
- SC4: Testers can restate safety guarantees without scrolling.

2) Gather Feedback

Who to invite

- 3–5 SPU students (mix of grads/undergrads).
- 1 staff advisor (safety/compliance).

Facilitation script

- Think aloud as you attempt each task.
- What confused you first? What felt risky? What felt slow?
- What is missing to trust a student provider?

Quick survey (1–5)

- I understood what this app does immediately.
- I would trust a handoff on campus with these rules.
- Booking felt quick.
- One thing to improve; one thing you liked (open response).

Evidence to capture

- Screenshots of hesitations/errors, direct quotes, time-on-task.
- Note any clicks where testers paused or backtracked.

3) Iterate and Log Changes

Changes from Iteration 1 → 2 (done)

- Search placeholder clarified to 'Search services & products...'

- Replaced 'Dating Zone' with 'College Zone'; actions are Skip/Report/Connect.

- Safety quick access in header across tabs.

- EMI card displayed only when subtotal ≥ $75 (smoke test added).

- Cart empty state message and disabled Confirm button.

Planned Iteration 2 → 3 (next)

- Gate Connect behind .edu/SPU■ID verification with tooltip.

- Accessibility: enlarge hit areas; ensure 4.5:1 contrast on accents.

- Service details: 1■click details with cancellation/no■show policy.

- Safe spots: 'Top spots near you' chips (O'Toole, Mac Mahon, Quad, Guarini).

- Trust copy: 'Order codes must match both parties' highlighted on Checkout.

Decision & exit criteria

- ≥ 80% complete T1–T4 without moderator help.

- Average trust score ≥ 4/5.

- Zero critical safety ambiguities reported.

- EMI never appears below $75 across 5/5 test carts.

Risks, Mitigations, and Next Steps

Risks & mitigations

- Safety misunderstanding → Persistent 3■point safety banner on Checkout.

- Price fairness → Show campus price bands for common categories.

- Slow discovery → Add quick filter pills for top categories.

Next steps

- Verification gate for College Zone Connect button.

- Add 'View details' with policy snippet to Service cards.

- Polish typography and spacing; prep campus crest variant.

- Recruit 20 providers and 50 buyers for a two■week pilot; log baseline metrics.