

Quant Web Application

**James Anaipakos
Pratt Institute
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Competitor Review: Reporter App

Competitor Review Reporter App

COMPETITOR REVIEW



REPORTER APP

- » Strategy
- » Scope
- » Structure
- » Skeleton
- » Surface

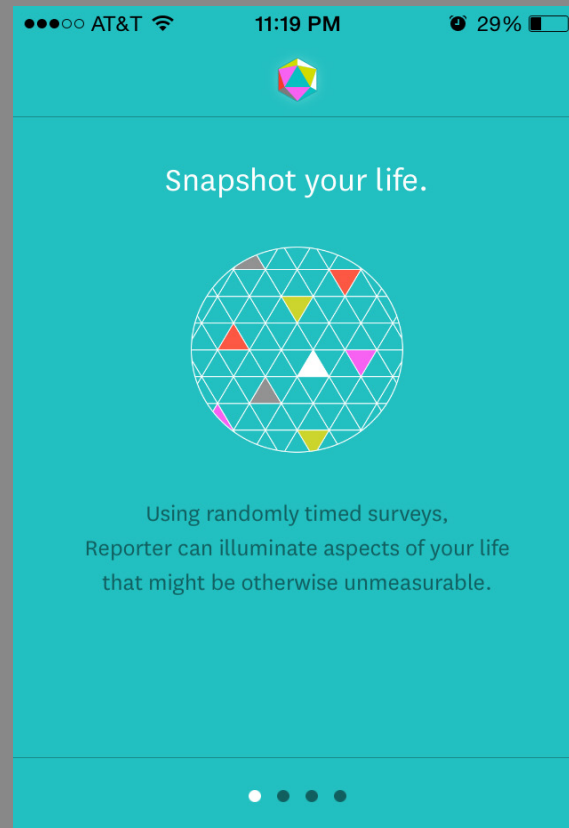
Competitor Review Reporter App

Strategy

One-Line Motto: “We can measure your day-to-day life.”

Site Objectives

- » Strategy
- » Scope
- » Structure
- » Skeleton
- » Surface



User Needs

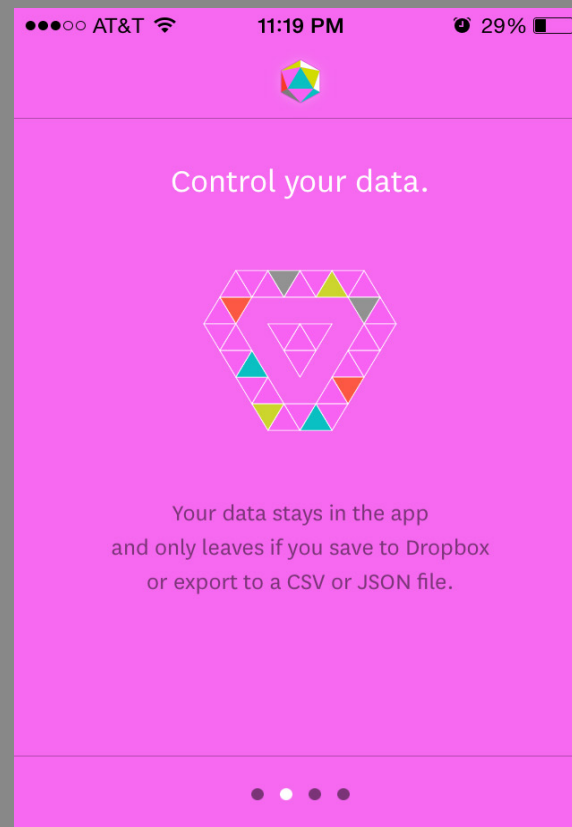
- » Tech-Savvy While Accessible. NOT for Hard Data
- » Unobtrusive Tracking
- » Data Entry as Easy as Texting

Competitor Review Reporter App

Strategy

Personas

- » Lives in Metropolitan or Hip City
- » Busy with Cultural Activities
- » Wants to Track and Share Personal Brand



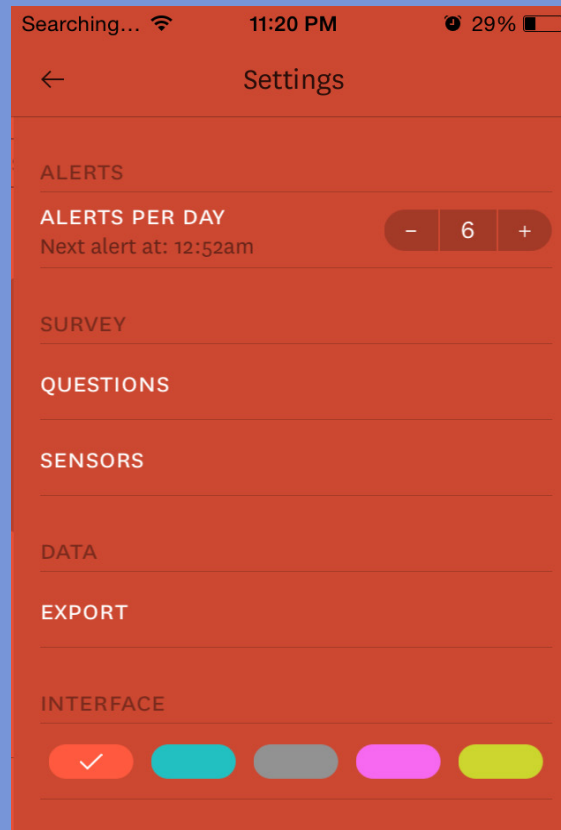
“If we quantify enough data, that will tell a story or give us an identity.”

Competitor Review Reporter App

Scope/Functionalities

Device Functions

- » Camera
- » Microphone
- » Geolocator
- » Export to CSV and JSON



Do Features Meet Needs?

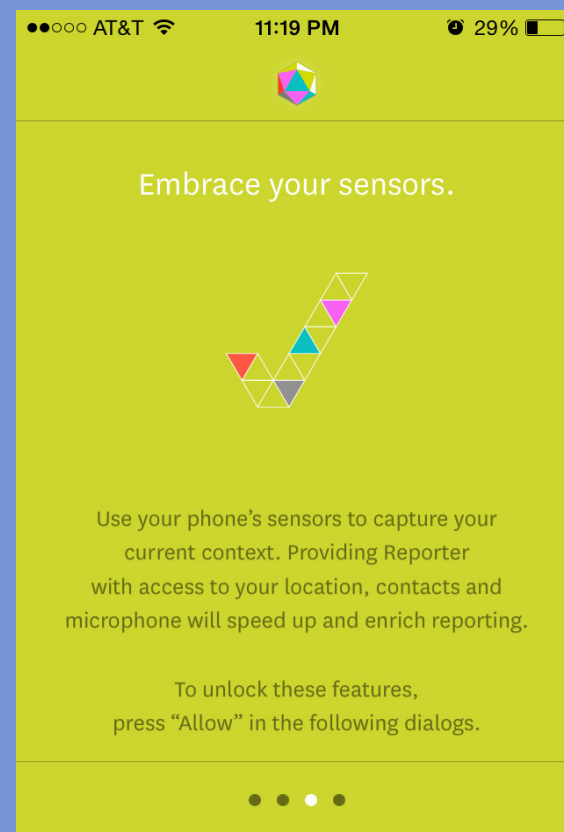
- » Presents Data Visually
- » Scheduled Questions by Amount and Time
- » No Alternatives or Lessons
- » No Automatic Recording

Competitor Review Reporter App

Scope/Functionalities

User Wants and Don't Wants

- » Users Want Unobstrusive, Customizable Data Tracking
- » Users Don't Want Complication, "Tech"
- » Users Don't Know They Want a Story and Identity



Only Initial Tutorial Screen

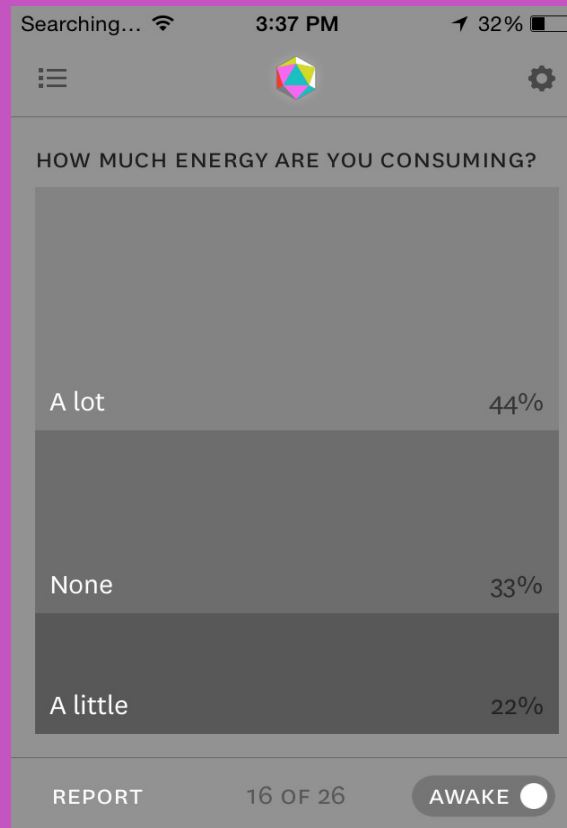
- » No Error Message of Help Screen
- » Fulfills Product Objectives: Leaves Tech-Comfortable Users Alone

Competitor Review Reporter App

Structure/Sitemap

Interactive Design

- » Entering Reports Similar to Typing Text Message
- » Reporter Icon Acts as Home Button



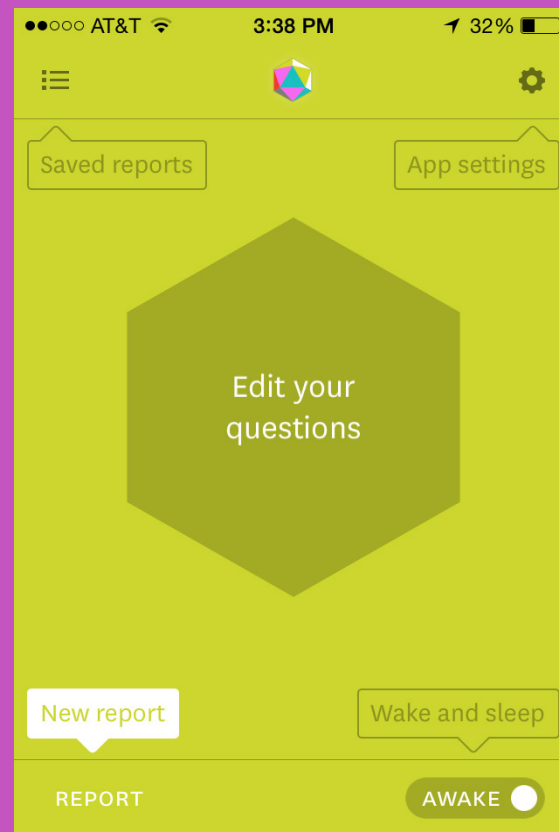
Information Architecture

- » Follows Convention: Navigation Similar to Browsing Web-page
- » Sequential Navigation Structure
- » Local Navigation: Hub Connects Child Pages

Competitor Review Reporter App

Structure/Sitemap

- » Progressive Exposure
- » Flexible Error Handling: Any Entry or Report is Deletable
- » Content Changes; Structure Doesn't



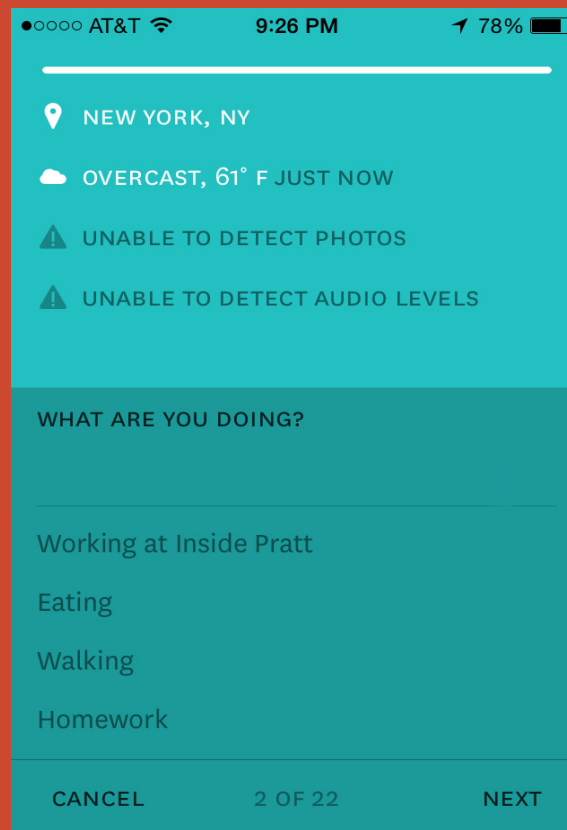
- » Conceptual Model: Garbage In/Garbage Out
- » Unique and Static Graph Pages
- » Persistent Navigation Banner

Competitor Review Reporter App

Skeleton/Wireframe

Interface Design

- » Remembers Default or Previous Report Answers
- » On-Off Sliders
- » Relies on Text Fields, No Drop-downs or Lists



Navigation Design

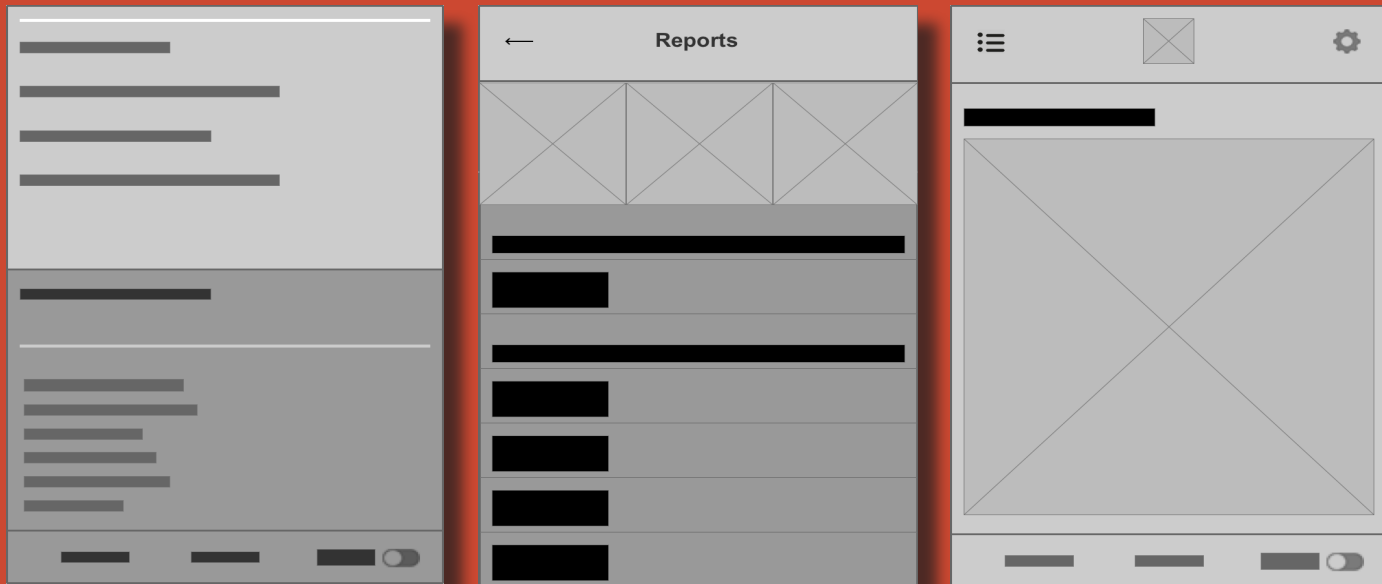
- » Arrangement of Buttons Around Perimeter of Screen
- » Swipe to Navigate
- » No Hidden Content

Competitor Review Reporter App

Skeleton/Wireframe

Information Design

- » Easy Navigation Coincides with Brand Message
- » Left-Justified Text
- » White-Space Highlights Content



Competitor Review Reporter App

Surface/Sensory Front-End

- » Brand Identity Reinforced with 'Flat' Aesthetic
- » Contrasting Visual Hierarchy of Elements

Searching... 11:21 PM 28%

New Question

QUESTION

Ask a question

TYPE

Tokens

SCHEDULE

☀️ WAKE ☀️ DAY 🌙 SLEEP

DEFAULT ANSWER

Value for empty responses

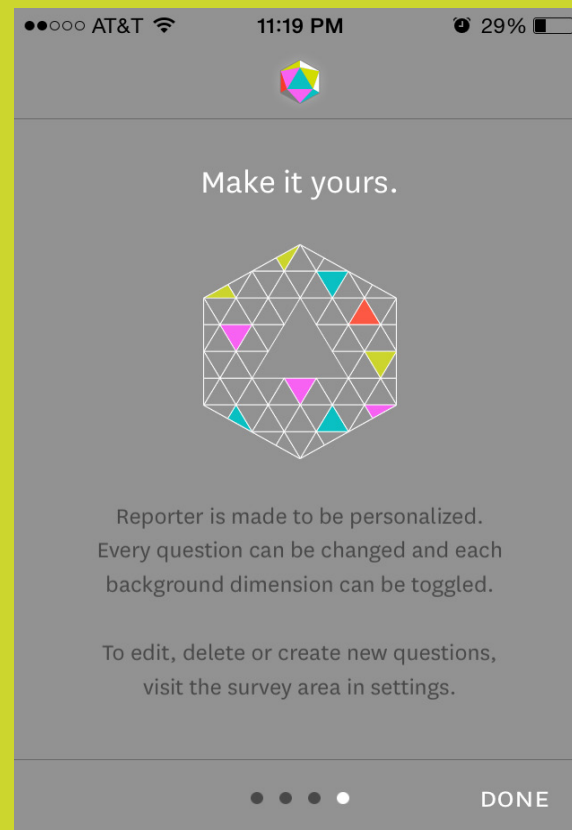
CANCEL CREATE

- » Recognizable Navigation Icons
- » Pleasant Color Scheme and Type

Competitor Review Reporter App

Surface/Sensory Front-End

- » Simple Design Matches Simple App Concept
- » Visual & Textual Information- Ex:
- » Percentage Shown in Size and Digit



- » Pages Maintain Identical Grid Structure
- » Graph Type Fixed When Plotted

Mind Map: Reporter App

Mind Map Reporter App



User Scenarios: Quant Web App

User Scenarios Quant

John is a 23 year old male who recently earned his bachelor's degree in digital arts. He is down to earth and likes technology and design. While he worked a few freelance jobs in school, and created a few personal projects, his portfolio is admittedly small. He is looking to break into website development, but is finding it hard to advertise himself and his work. He is comfortable with technology, but is tired of curating his identity through various social platforms.

He is looking for a way to compete with other job applicants, while also finding a way to promote himself without having to curate content across several platforms. He doesn't have time to get a thousand followers, or gather and rank content; he just wants a total summation of the work he has already done. He is a visual person, and is looking for a way to quickly sum up his activities and accomplishments in an easy-to-view narrative.

Quant lets him draw from his hobbies, activities, and habits to quickly present himself to employers and potential clients. He can combine activities in school and freelance jobs with personal interests, resulting in one number he can advertise on his website, social media, or resume. Ultimately, the site will let John input all of his information into one place, and output a narrative or Big Number that he can use to describe himself.

User Quote: *"I need experience to get a job, and I need a job to get experience!"*

Angelica is a 32 year old blogger and bartender. She is active in social media and review websites. She is passionate about her work online, posting content and reviewing bars, liquor stores, and restaurants several times a week, as well as being active in mixology and creating recipes. She is looking for a way to build her personal brand while integrating her curated online identity, and incorporate all of the recognition and work across several platforms with her active work life.

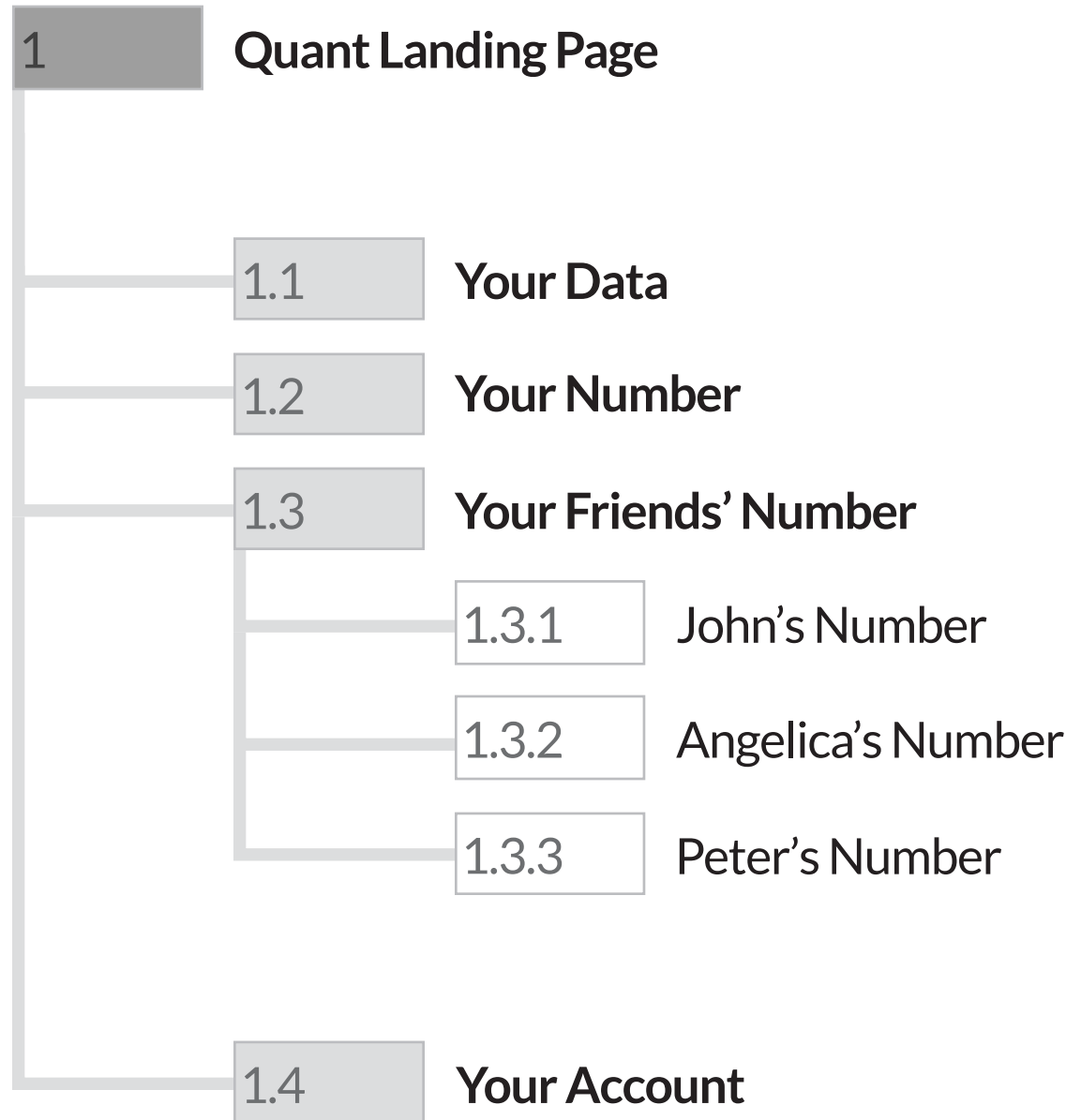
She wants a fast, easy way to track data, import activities, and see a numerical and graphical representation of herself. She also likes being in control, and she wants a way to clearly understand the results, rather than have it be an algorithmically-generated number

With **Quant**, Angelica can combine her personal life and activities (such as guests served and drinks made) with her online content to create an immediate representation of herself. She can record her day to day activity, and she can see a thorough visualization on the site or on her phone. Janet can also measure evenly measured and transparent changes, rather than scratch her head at a number that is seemingly generated randomly.

User Quote: *"Have you heard of this new site? You can rank your favorite things."*

Sitemap: Quant Web App

Sitemap Quant



The sitemap and overall structure of the **Quant** web application is simple and straightforward, with sequential structuring through a persistent navigation bar.

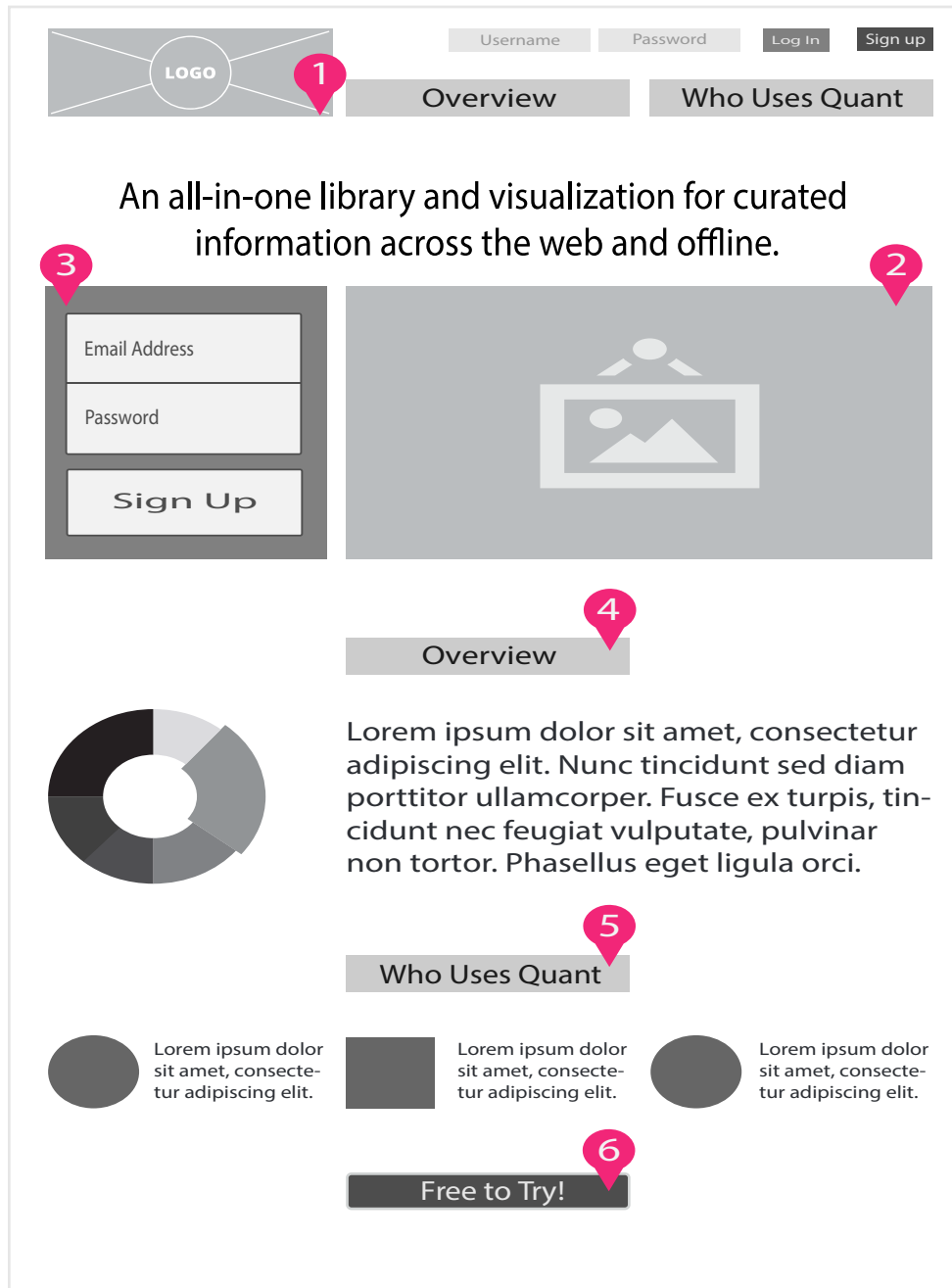
An initial landing page (1) introduces the user to **Quant**, provides a brief overview, and presents three different personas who use application in several ways.

Upon logging in, users can view their data (1.1), graph and numerical representation (1.2), and account and device syncing options (1.4).

A navigation bar dropdown allows the user to see how the three previously introduced personas use **Quant** (1.3).

Wireframes: Quant Web App

Landing Page Quant



1 Static header. Clicking on the logo takes the user to the home screen.

2 Mobile and tablet layout image.

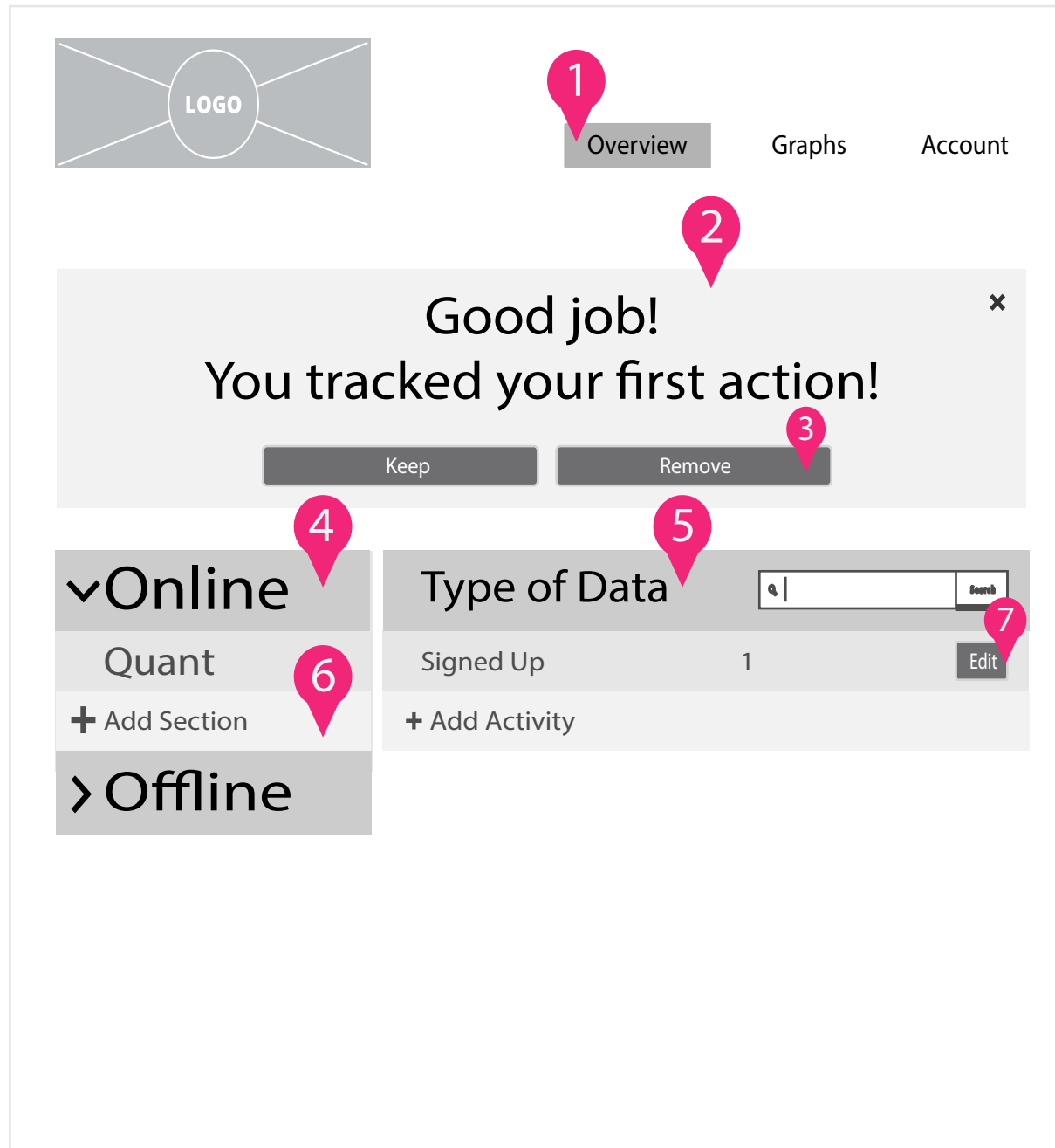
3 Easy sign up, no modal window.

4 Application overview gives the user a clearer picture of Quant.

5 Three different personas demonstrate application flexibility.

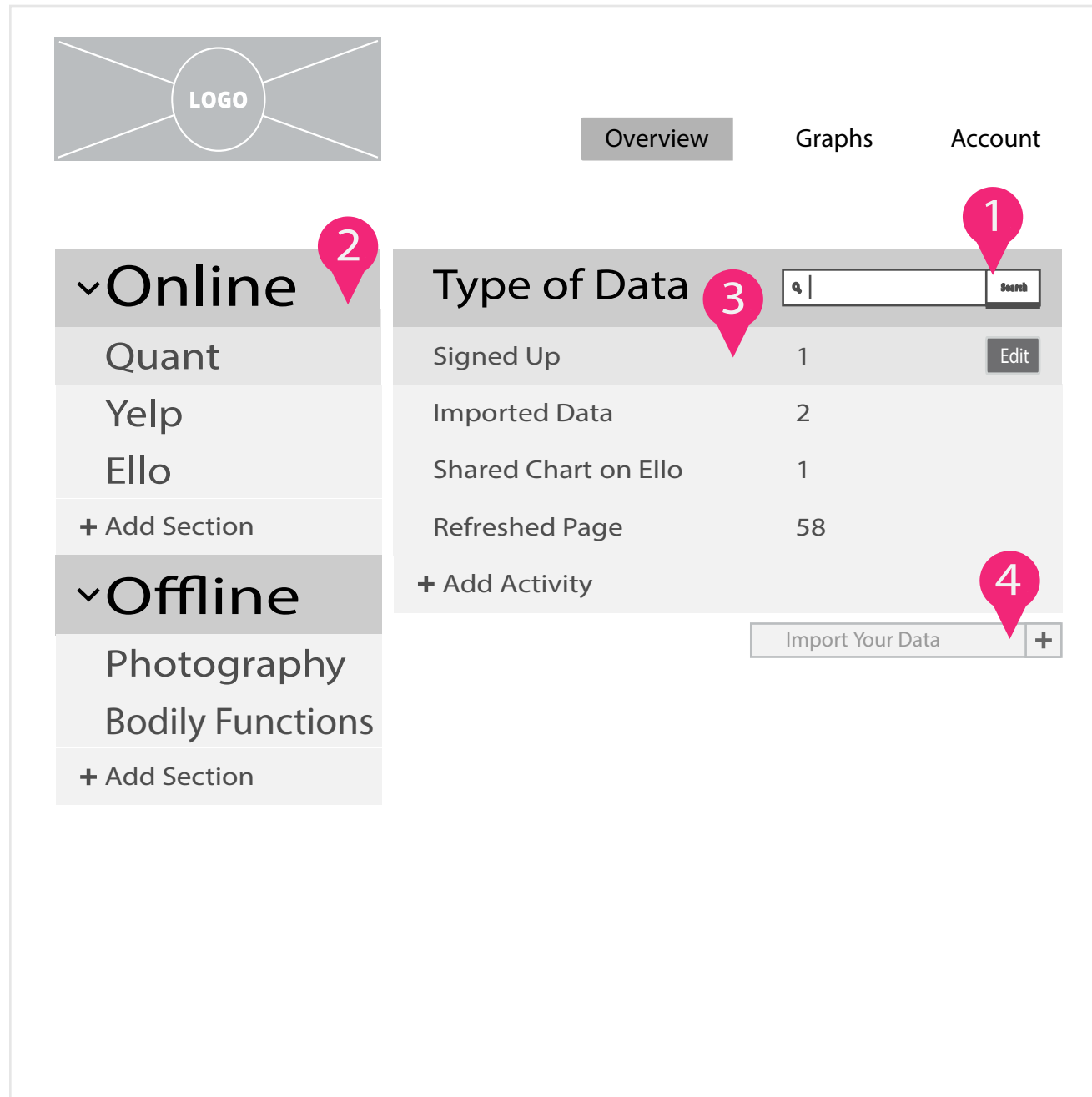
6 No-consequence call-to-action.

Data Page (Initial Setup) Quant



- 1 Static navigation bar.
- 2 Modal alert. Tracks signing-up as first action to demonstrate functionality.
- 3 Buttons to keep or remove first data point. Demonstrates functionality without separate section.
- 4 Two drop-down sections for online and offline activities.
- 5 Overlay of data type. Lists activity and the number of times performed.
- 6 Users can manually add sections and activities.
- 7 Button to edit or remove activity.

Data Page Quant



1

Search bar filters data.

2

Added and imported data appears in sidebar.

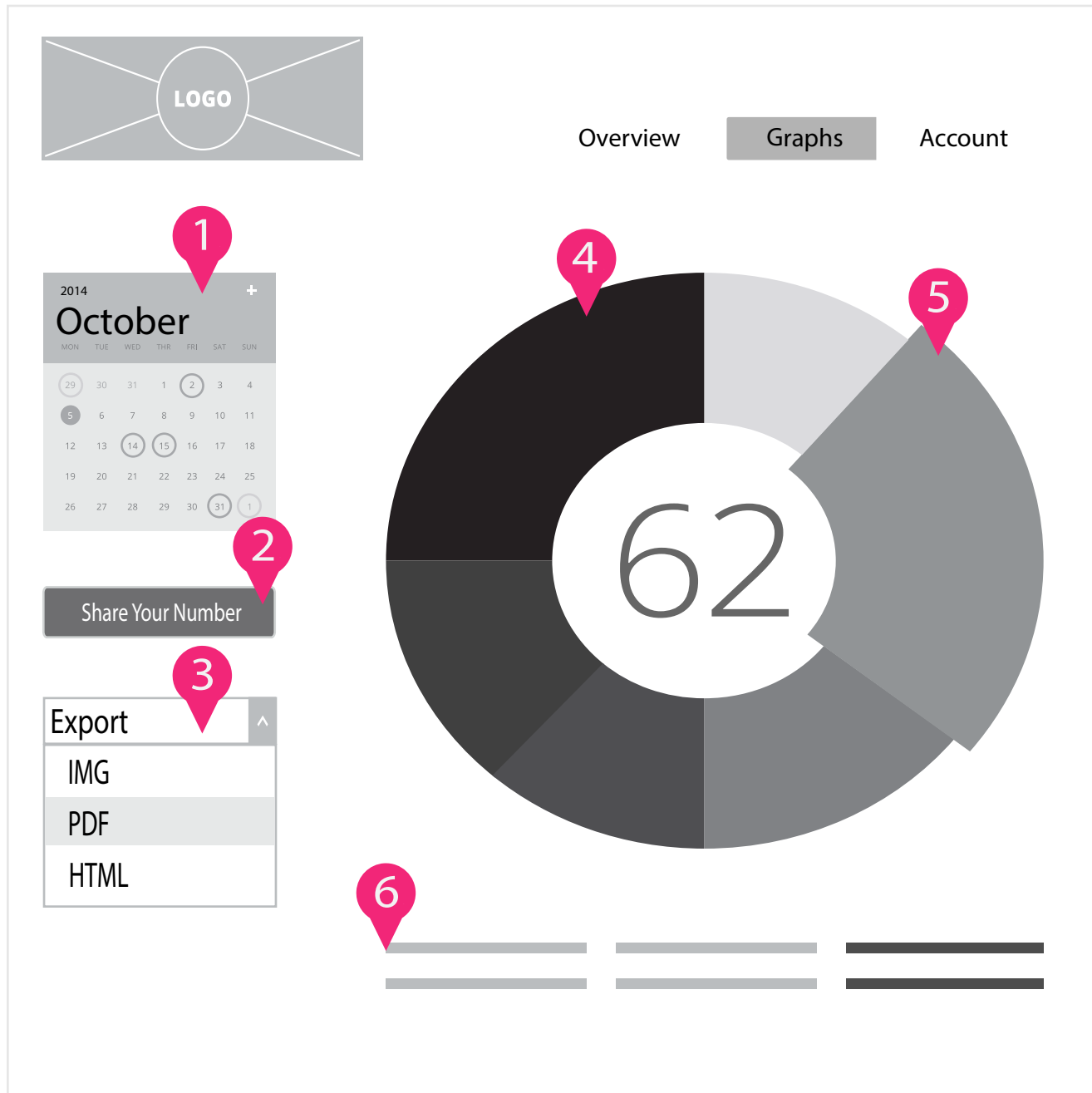
3

Mouse-over highlights row.

4

Import CSV and JSON files from separate sites.

Graph Page Quant



1 Calendar allows users to view graphs and changes in data from different dates.

2 Button connects graph with social media

3 Drop-down menu exports graph.

4 Aster plot in D3.js shows graphical and numerical summary of user metrics.

5 Hovering over a section highlights and shows the name and data of the field.

6 Field, data, and colored number show changes between graphs.

Account Page Quant

Account Settings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque quis pharetra mi, nec consectetur.

Synced Accounts

Yelp	<input type="checkbox"/> Off
Ello	<input checked="" type="checkbox"/> On

Mobile Device

iPhone 5	<input checked="" type="checkbox"/> On	<button>Sync Now</button>
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Delete Account

1 Overlay describes account settings and displays synced accounts and devices.

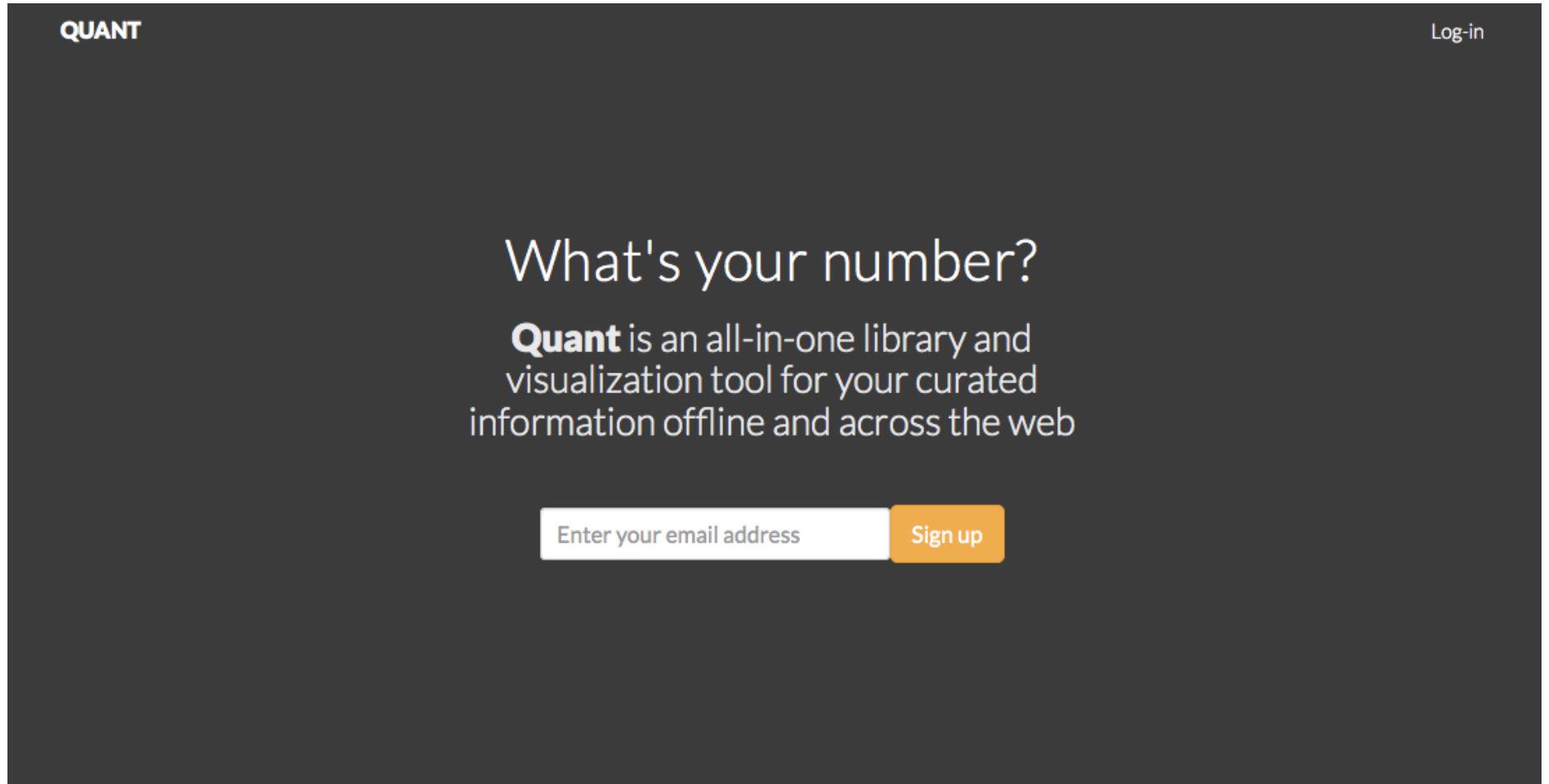
2 Synced accounts and devices are toggleable.

3 Button syncs data between device and web application.

4 Users can delete account and start from scratch.

Prototype: Quant Web App

Landing Page Quant

A dark-themed landing page for 'Quant'. The header features the 'QUANT' logo in white on the left and a 'Log-in' link in white on the right. The main content area has a large heading 'What's your number?' in white. Below it, a paragraph describes 'Quant' as an all-in-one library and visualization tool. At the bottom, there is a white input field with the placeholder text 'Enter your email address' and an orange 'Sign up' button to its right.

QUANT

Log-in

What's your number?

Quant is an all-in-one library and visualization tool for your curated information offline and across the web

Enter your email address

Sign up

Landing Page (Cont'd) Quant

QUANT

Log-in

Who uses Quant?

The simple answer: anyone who wants an identity



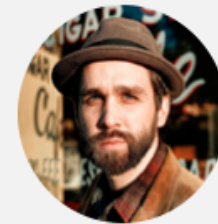
John Roberts

A recent art school graduate, John wants to build his brand and find his dream job. Looking to visually display his work and accomplishments, John uses Quant to combine his portfolio and freelance jobs with personal interests, resulting in one number that has everyone talking.



Angelica Fuller

A prolific blogger with thousands of followers reading her posts and reviews, Angelica can oftentimes forget what social media site she is active on, and to what degree. Through Quant's social media aggregation, Angelica can find all her information, all in one place.



Peter Jane

Peter gave up the 9 to 5 grind to focus on what matters: himself. By tracking his record purchases, along with his eye rolls and yawns, Peter can let everyone know what he's all about, and not the other way around.

Landing Page (Cont'd) Quant

QUANT

Log-in

See the forest for the trees

Quant helps you see the big picture by tracking as much or as little information as you want. Import your activity throughout social media, your hobbies during everyday life, or anything else that defines you.



1 - Curated Social Identity

Are you more than your day job? No matter what you do to pay the bills, Quant lets you import all your restaurant reviews, blog posts, and consumed items. It's time to share the real you.



2 - Busy Offline Life

Whether you're a starving artist or a venture capitalist, everyone has a hobby. Now, you can keep track of not only what you do with your time, but also the big picture these activities make up.



3 - None of the Above

Everyone's Quant number is different, and that's ok. You decide your identity, not an algorithm. So create a representative number that weighs every activity as equal.

Data Page Quant

QUANT

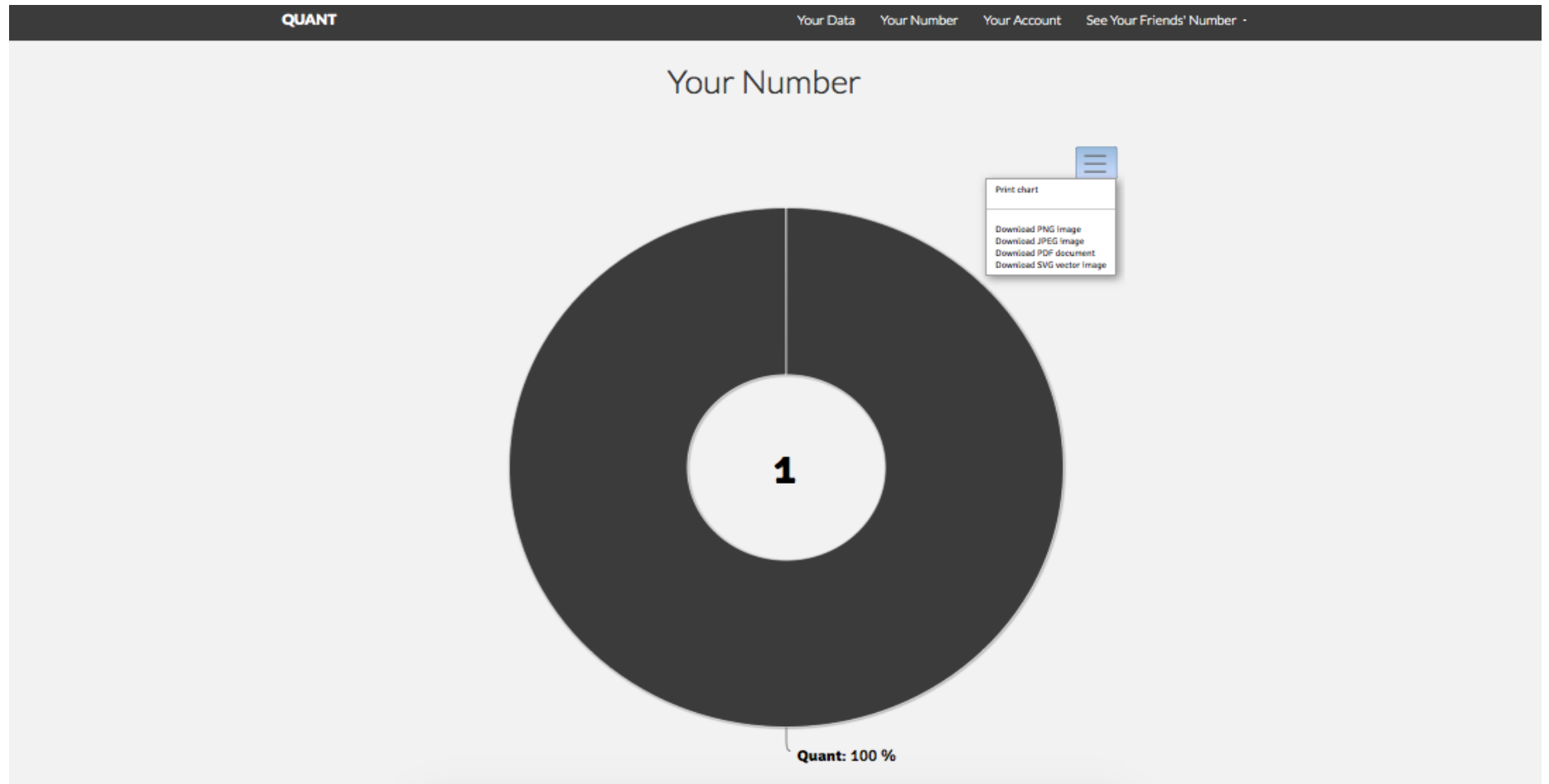
Your DataYour NumberYour AccountSee Your Friends' Number ▾

Your Data

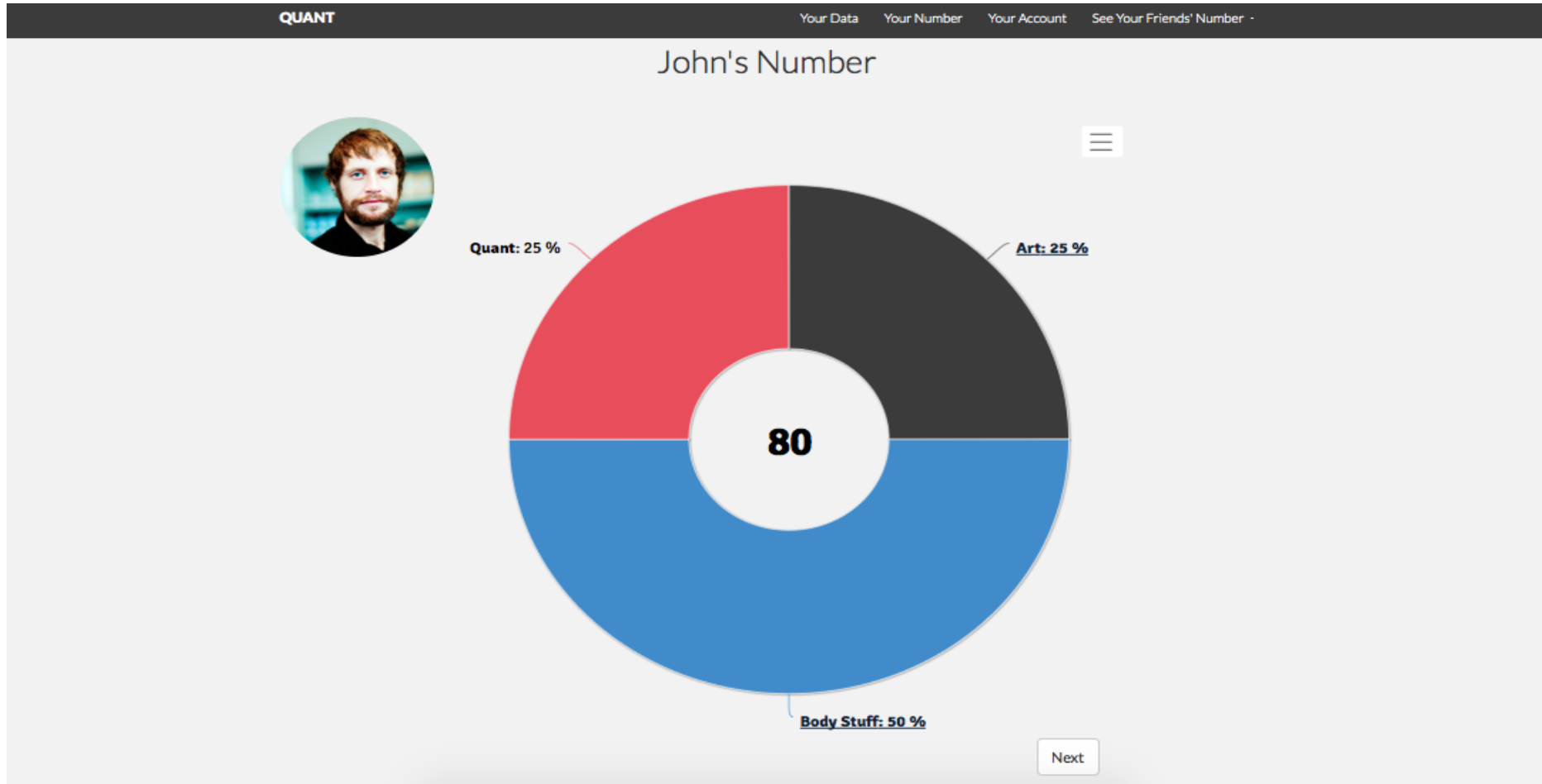
Activity	Action	Value
Quant	Signed up	1
Behance	Posted web application	1
Yelp	Reviewed restaurants	10
Bodily Function	Yawned	45
Photography	Took picture	2

+ Add activity

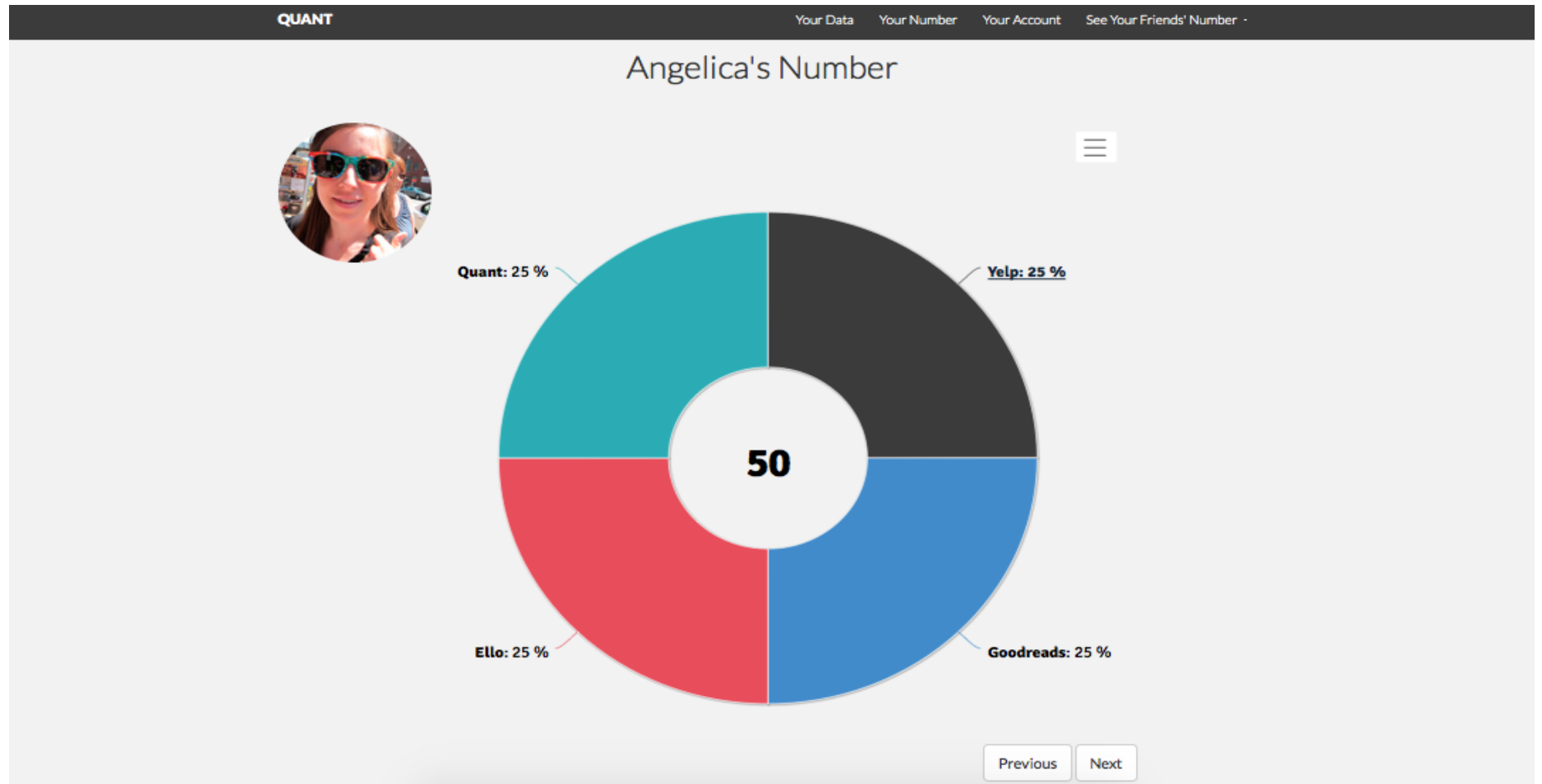
User Number Page Quant



Friend (John) Number Page Quant



Friend (Angelica)Number Page Quant



User Testing: Quant Web App

User Testing Quant

A prototype of **Quant** was shown to a group of seven testers with the two goals of establishing a baseline of user performance and site navigation and identifying potential design concerns to be addressed in order to improve efficiency, productivity, and end-user satisfaction. Potential usability problem areas included vague and confusing application intention, navigation errors, and lack of interactivity.

Participants were tech- and design-savvy students and professionals in their mid 20s to early 30s. While browsing the **Quant** website and interacting with the application, participants were directed to provide honest opinions regarding the usability of the application, and asked if they would use the site.

All of the users enjoyed the site's structure and appearance. However, some users were lost on how to use the site, or were disappointed in its initial lack of functionality.

One user, an art curator, said, *"I like the simple layout and colors . . . and the visual effect for the pie chart. It's so dynamic! But right now I don't know how to use this site effectively."*

Another, a user experience consultant, said, *"I wish there was a way to see more information about each person and their activities."*

Therefore, two problem areas that emerged during user testing were the desire for more functionality and clearer navigation. The former problem area was stated by several users, and the latter was inferred during observations.

Later iterations of **Quant** addressed these functionality concerns by enabling users to edit values in their data table, and further explore graph data and persona activities through a drill-down function. Further testing confirmed that increased interactivity led to users browsing the site longer with greater immersion.

While users did not explicitly complain about the site's navigation, some users traversed the site in a confusing pattern or failed to visit all of the pages. One user, a graphic designer, skipped several examples of persona graphs. Another user, a writer, visited the same pages repeatedly and did not utilize the header navigation.

Based on these results, later versions of **Quant** added several navigation options. Visible scroll-through buttons were added to the bottom of each page, which simplified navigation from two clicks to one. Additionally, added tooltips helped inform users about functionality without obstructing site content.

While users utilized **Quant** in different ways with varying degrees of clarity, the overall testing results led to a restructuring and streamlining of the final site that specifically addressed problem areas in navigation and functionality.