

Interactive(Hi-fi) Prototype #2

Title PicBuy

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Project web page

<http://minihorse.github.io/>

Problem description

Traditional keyword searching has a variety of limitations and causes inefficiency in online shopping. Online shoppers always waste too much time on searching for a specific product.

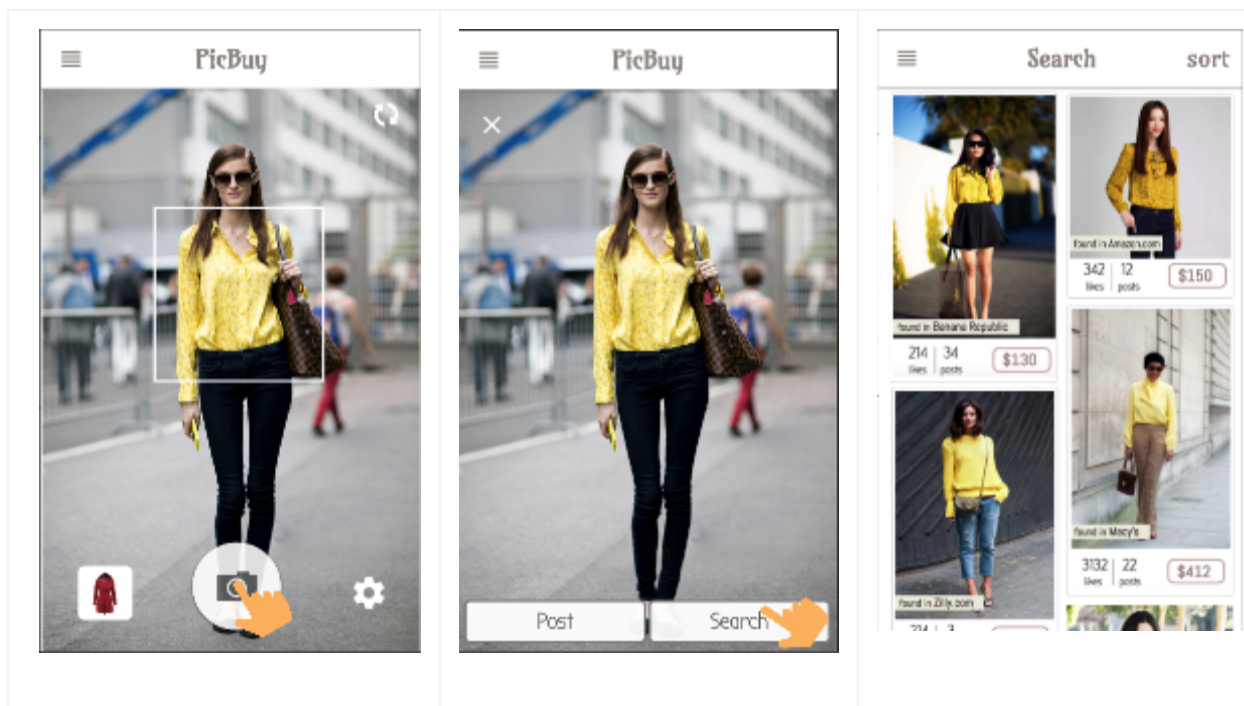
Solution Overview

We propose to create PicBuy to ease the searching process by using images, find best deals for customers and build a channel to receive opinions from friends.

Scenarios

Scenario1: Buying items with an image

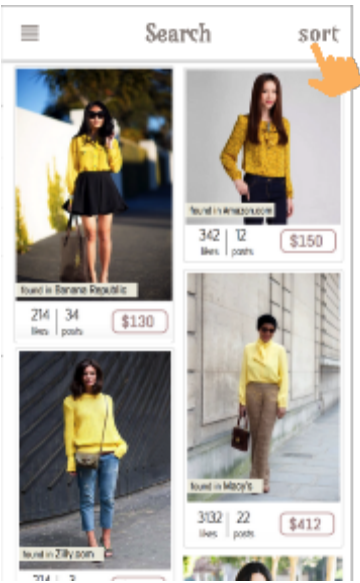
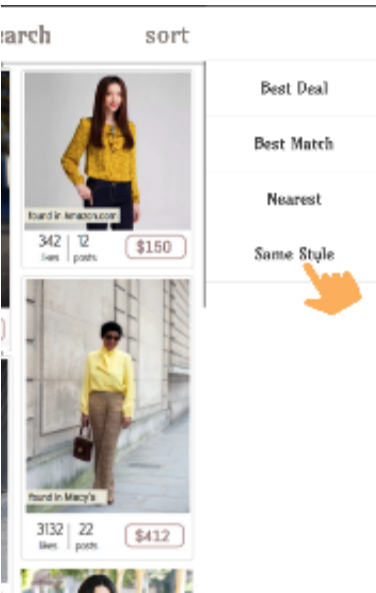

When a customer comes across an item, he can take a photo in our app. PicBuy will return the matched results.

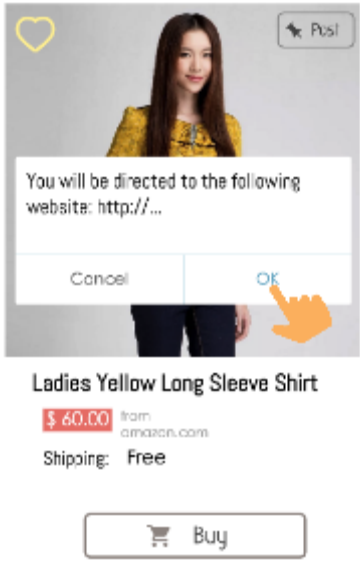



1. Take a photo	2. Search the item using the taken picture	3. View search results (different sorting options are available)
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Scenario 2: Find the best deal/ best match/ same style

When a customer finds an item online or in store, he may want to know which store or website provides better deals. The customer can take a photo and the results are sorted by best deals by default. The customer can select the sorting criteria (e.g.: to find best deal, to find other items that can match with this item, to find the nearest store that sell the item, etc.)

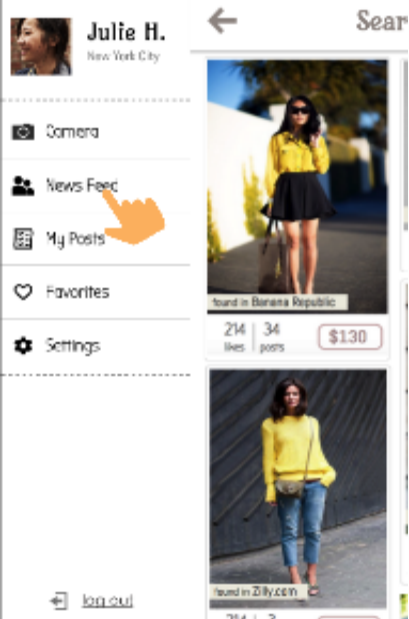

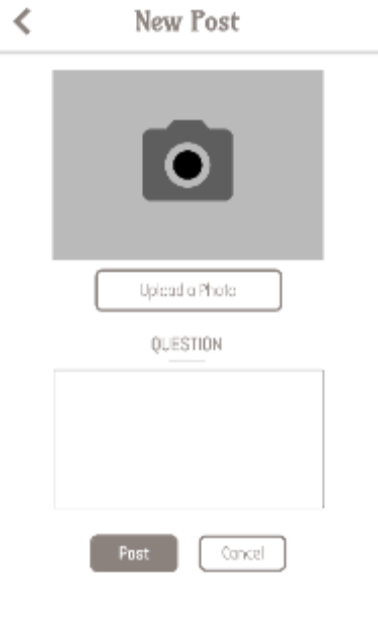
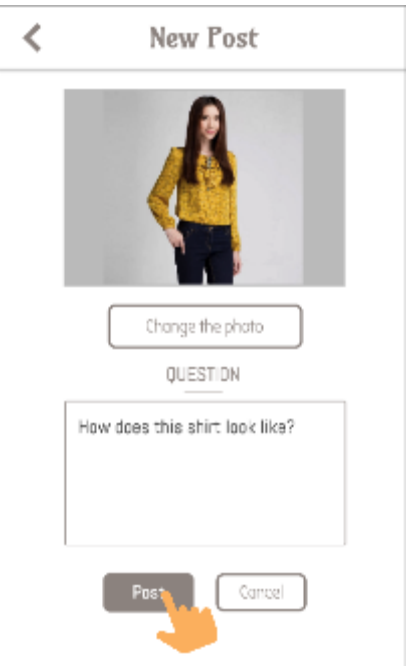
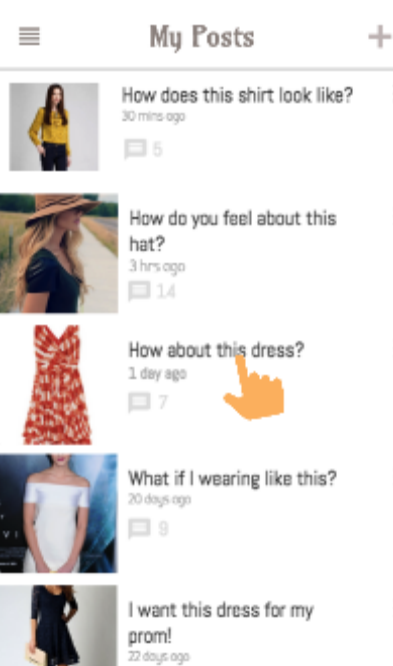
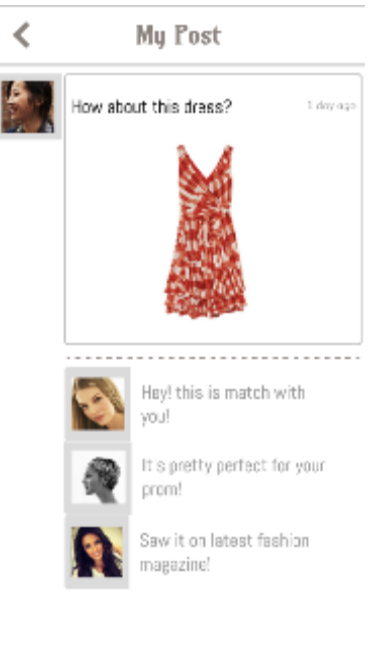
1. View search results (sorted by best deals by default)	2. Choose different sorting options	3. Show details of the item and buy
		

		
<p>4. Confirm to see the item on the source website</p>	<p>5. Show item details on linked website (Amazon)</p>	

Scenario 3: Asking for comments and advices from friends

Users can connect with their friends on our app. On the News Feed page, users can check the posts from their friends. When a customer needs advices regarding either choosing the items or matching up the items, he can post on the forum. His friends will be able to comment on it.

<p>1. Navigate to News Feed page</p>	<p>2. Check friends' post</p>	<p>3. Add a new post</p>
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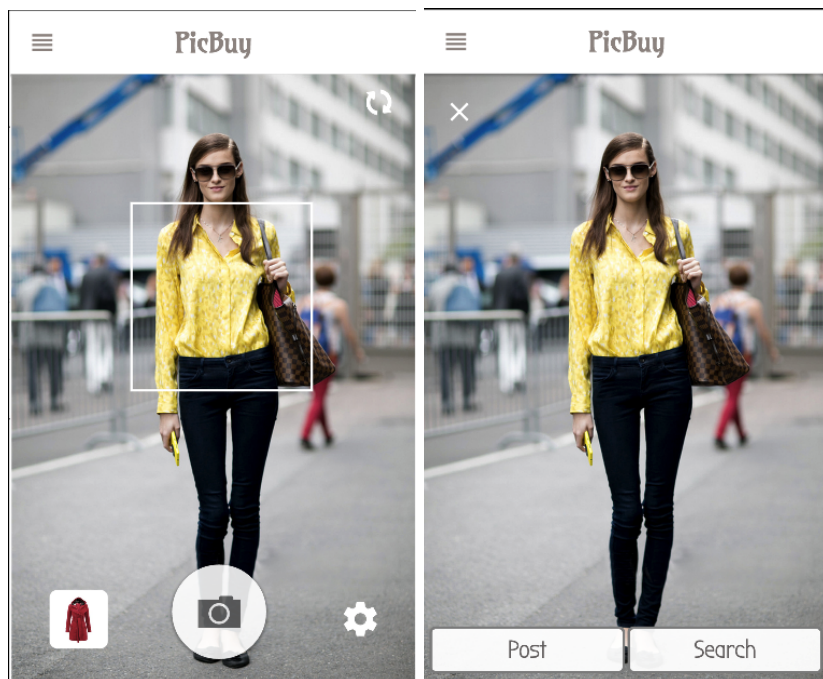
		
		
<p>4. Insert content</p>	<p>5. View all the posts by the user</p>	<p>6. View post details and respond to friends' comments</p>

Final Interface

Functionality / UI design

Our app starts with the camera page and contains a navigation bar where users can find it easier to browse through our app and conduct the tasks. We design our app in a nice, clean and clear style which has a white background, stylish layouts and words and some pinterest look pages.

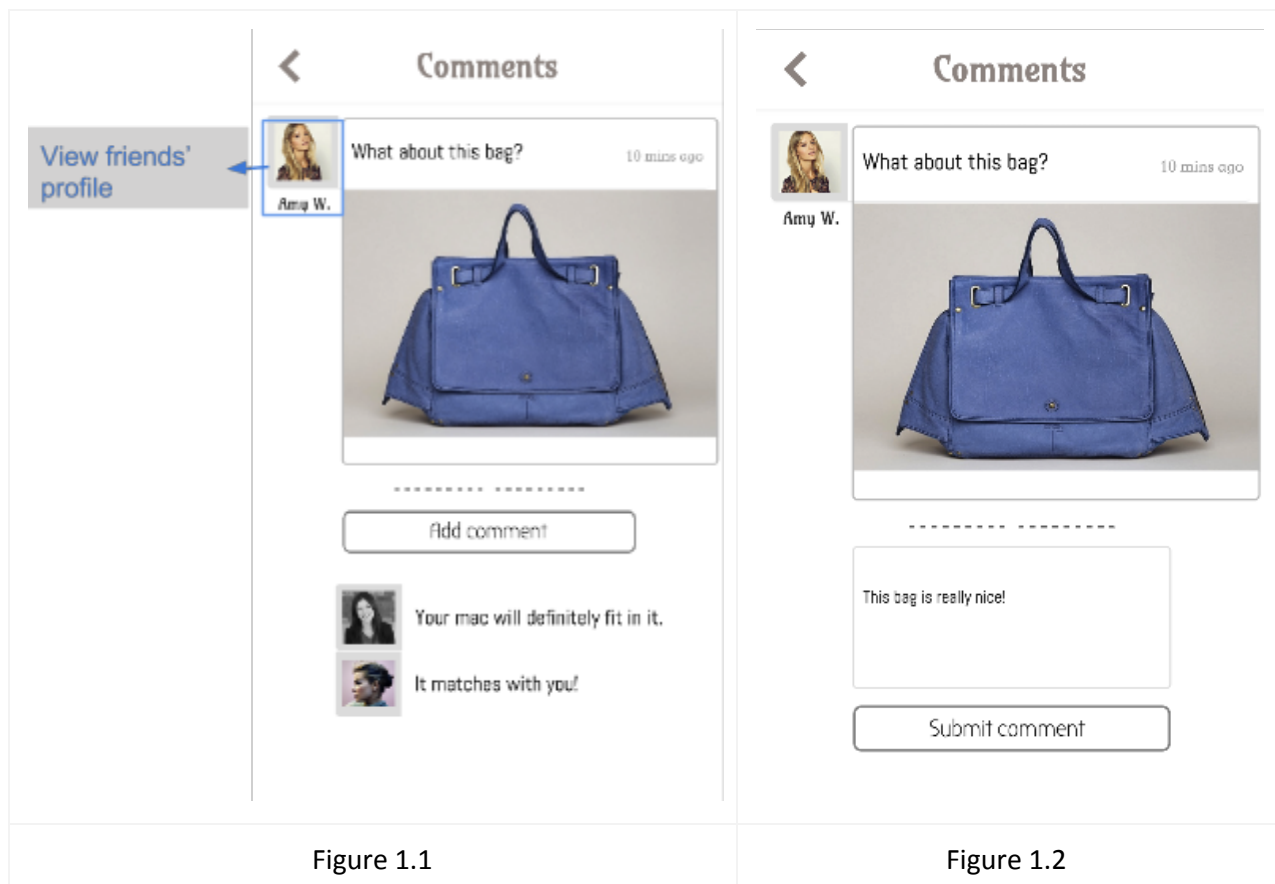
- **Navigation bar:**
Throughout our app, the users can always use the right navigation box to browse through our main pages and conduct the main functions for our app or log out our app.
 - Camera
 - News Feed
 - My Posts
 - Favorites
 - Settings
- **Camera:** This is the launching page of our app where users can take a photo to search for items or post to ask for friends opinions.
 - If the user click on the **Post** button, it will add the photo to your post where friends can give you some feedbacks. The task then continues to the post process which is fully described in Scenario 3 (Step 3-6).
 - If the user click on the **Search** button, it will begin searching with the picture and return with items that you can buy. Users use this button when they are conducting tack 1 which is described in scenario 1.



- **News Feed:** this is a page where we show user's friends' posts. Users can add a new post with

the plus icon button on the right top or click inside a post to give comments for their friends or view comments given by others.

- The Comments page in figure 1.1 is the page after the user clicked on a post on the News Feed page. The users will view the detail descriptions about the item and comments given by others.
- The user can add a comment on other's post. (Figure 1.2)
- In the Comments page the user can also click the thumbnail of other users photo to view their profile page. The Profile page includes details information about the users and their activities. (Figure 1.3)



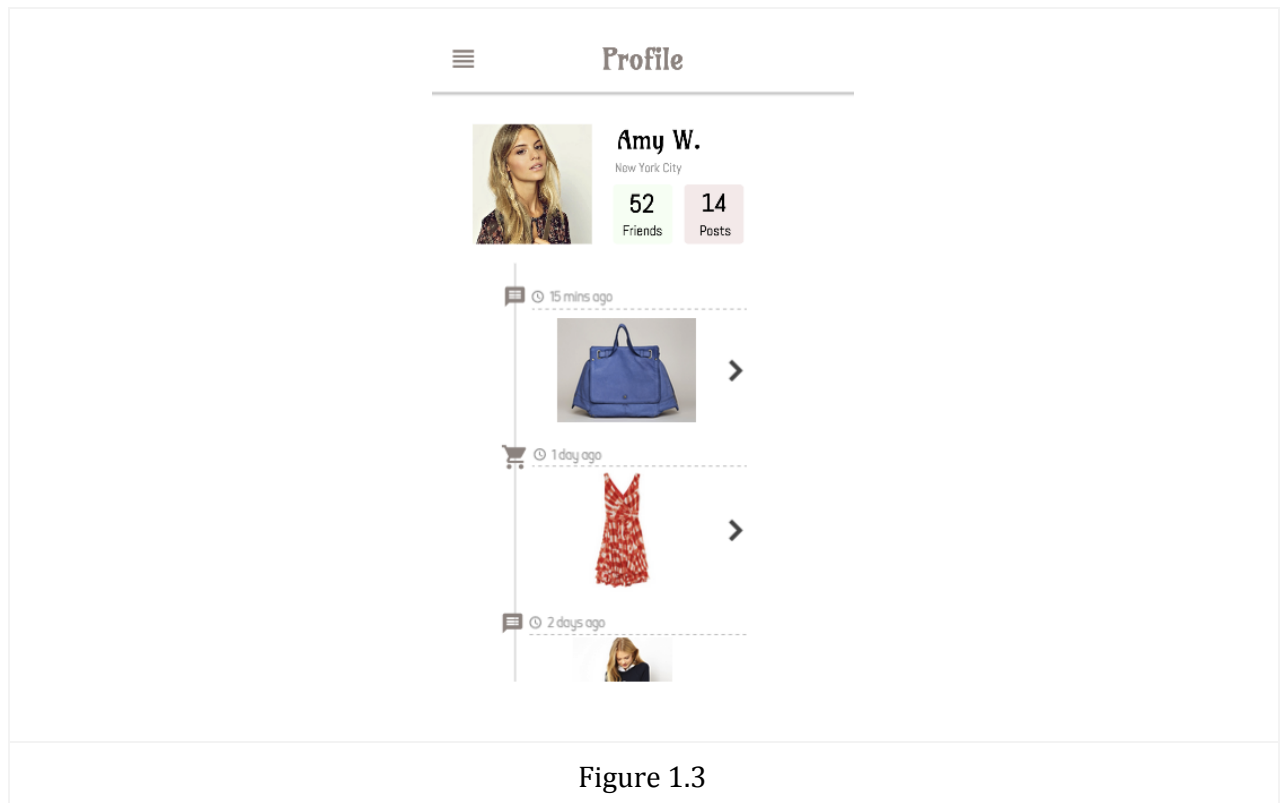
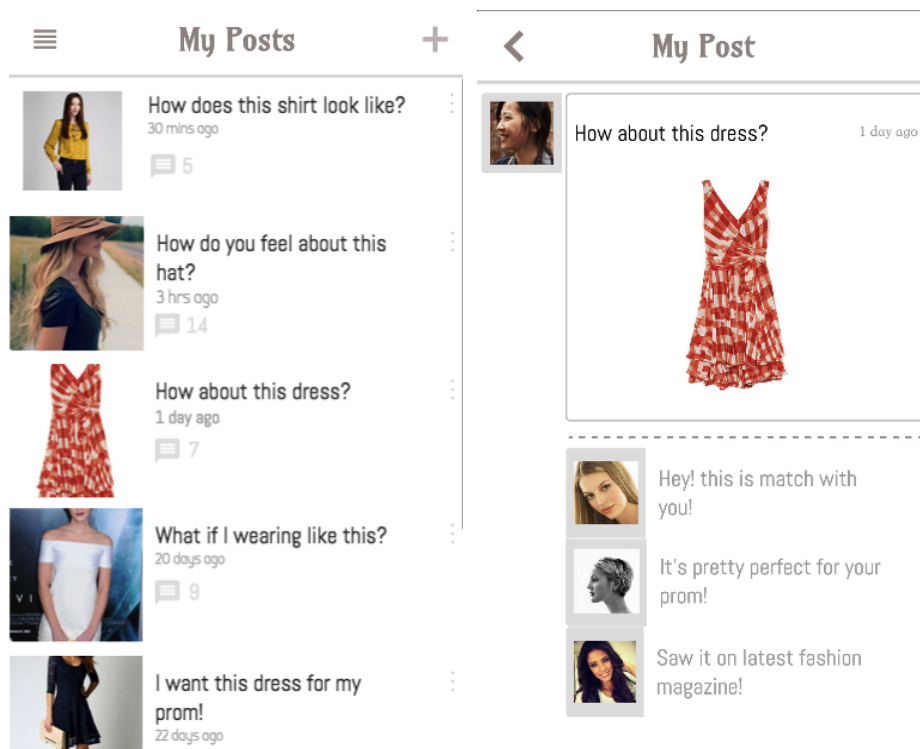
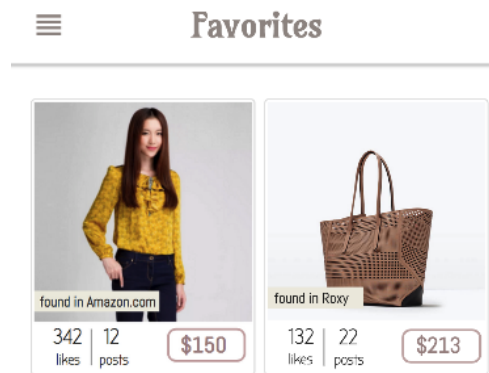


Figure 1.3

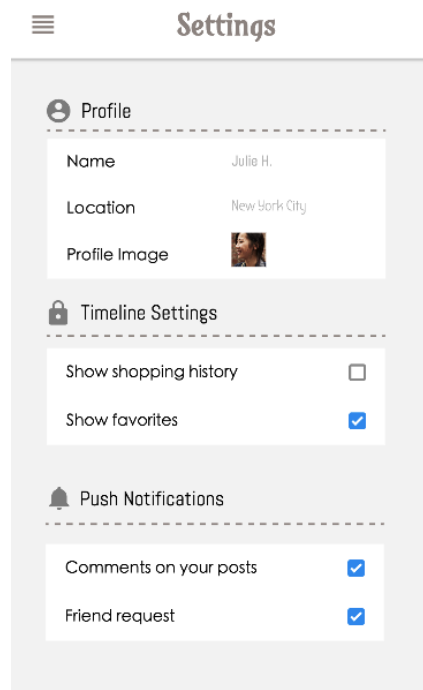
- **My Posts:** The user can track and view the posts created by himself on this page. User can read the comments of each post by clicking on it.



- **Favorites:** We listed the items that current user has liked before. (On the detailed page of each item, user can add the item as favorite.)



- **Settings:** In this page, users can change his or her profile information, grant permissions to show the shopping history or favorites in his or her timeline and set notification preferences.



Design changes based on usability test

1. The four icons on the homepage seem to be very confusing and the homepage did not help users to better understand the structure of the app. After discussion, we think that a standalone homepage is not necessary and can be replaced by a side menu attached to each page which will be more helpful in terms of navigation. (see Figure 2.1.)

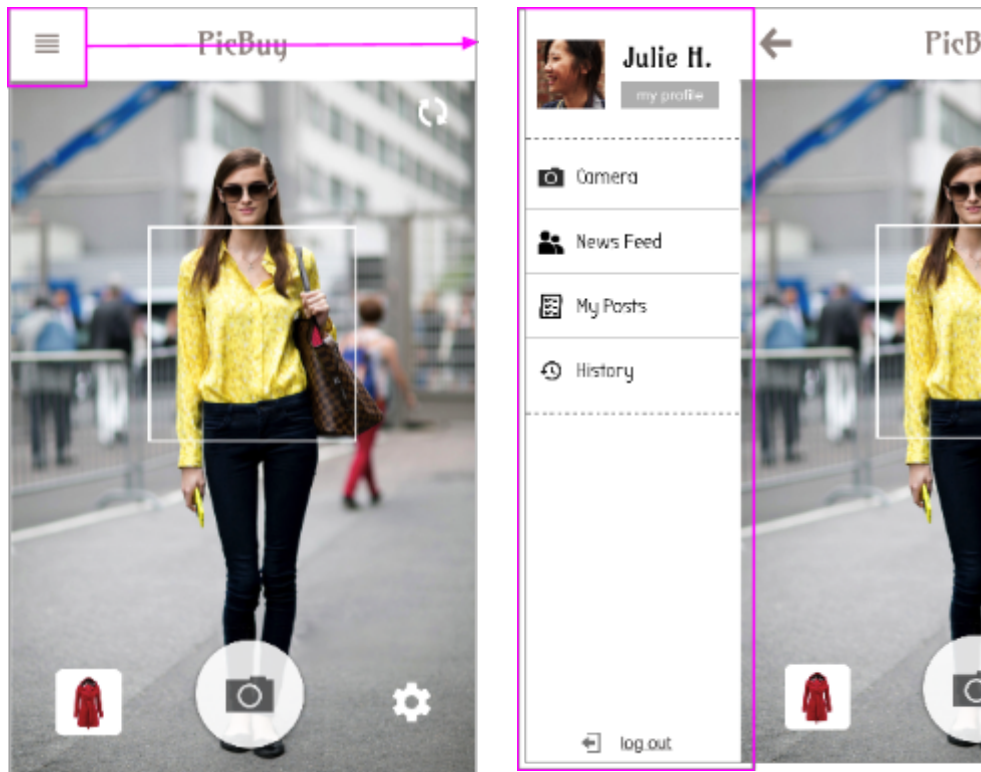


Figure 2.1. A side menu for navigation is added to each page to replace the home page.

2. As suggested by an interviewer, some users would like to post right after taking a photo to ask their friends' opinion. So instead of directly searching image after taking a photo, we let the users choose whether to do an image searching or post to ask friends for their opinions. (see Figure 2.2.)

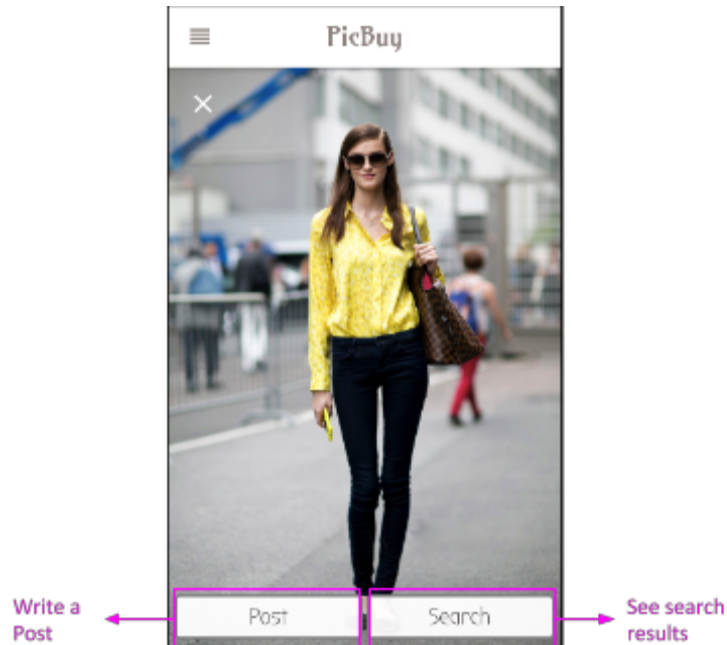


Figure 2.2. A post option is added when user finish taking a photo.

3. As for the social functionality, we change the “Discover” page to “News Feed” because the page only shows the posts by user’s friends and “Discover” might not be a suitable name for this function. (see Figure 2.3.)



Figure 2.3. The name of the page is changed from “Discover” to “News Feed”.

- Previously, the three buttons (Post, Like, Buy) on the detailed page seem to distract users from buying items. The size and structure of the buttons tend to bring users to other pages and may confuse the users. We decided to redesign the Like and Post button and make the Buy button more noticeable to users. (see Figure 2.4).

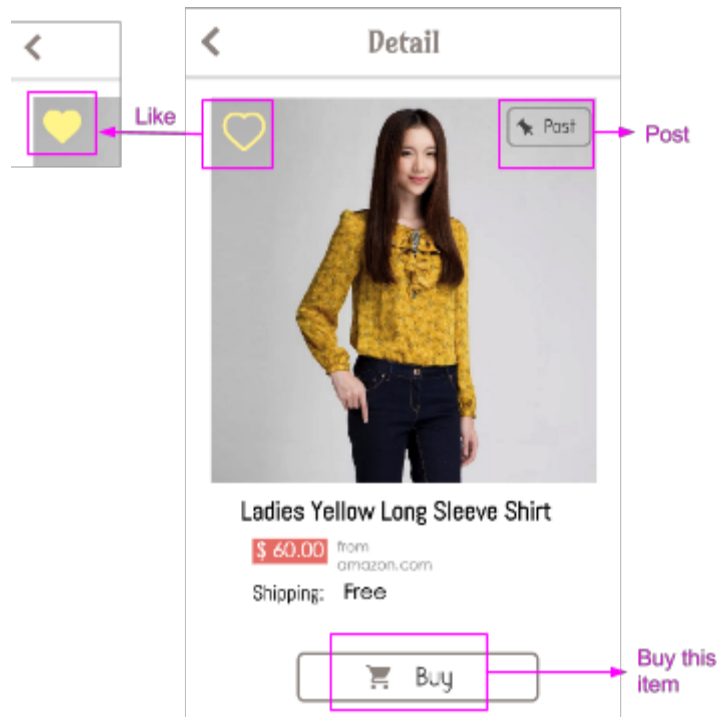


Figure 2.4. We redesign the “Post”, “Like” and “Buy” buttons making the “Buy” option more visible.

What was left unimplemented

We have not implemented the process of searching and adding new friends since it is not the core functionality of our app. Our current plan is to let users import their friends list from social networks such as Facebook, Google and Twitter.

Download

Our prototype is built by Proto.io. Here is the link to preview our prototype: <https://cornelltechprojects.proto.io/player/index.cfm?id=4865eeac-bad3-4cec-b63e-bc3ad6606d2e> . You need to first log in with your cornell tech account. Proto.io also supports preview on mobile device. See the instructions here: <http://docs.proto.io/documentation/test-on-mobile-device/>. Contact us if you encounter any difficulties.