

Shoppy Lo-Fi Prototyping

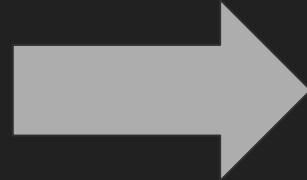
James L, Yolanda W, Hao W

Overview

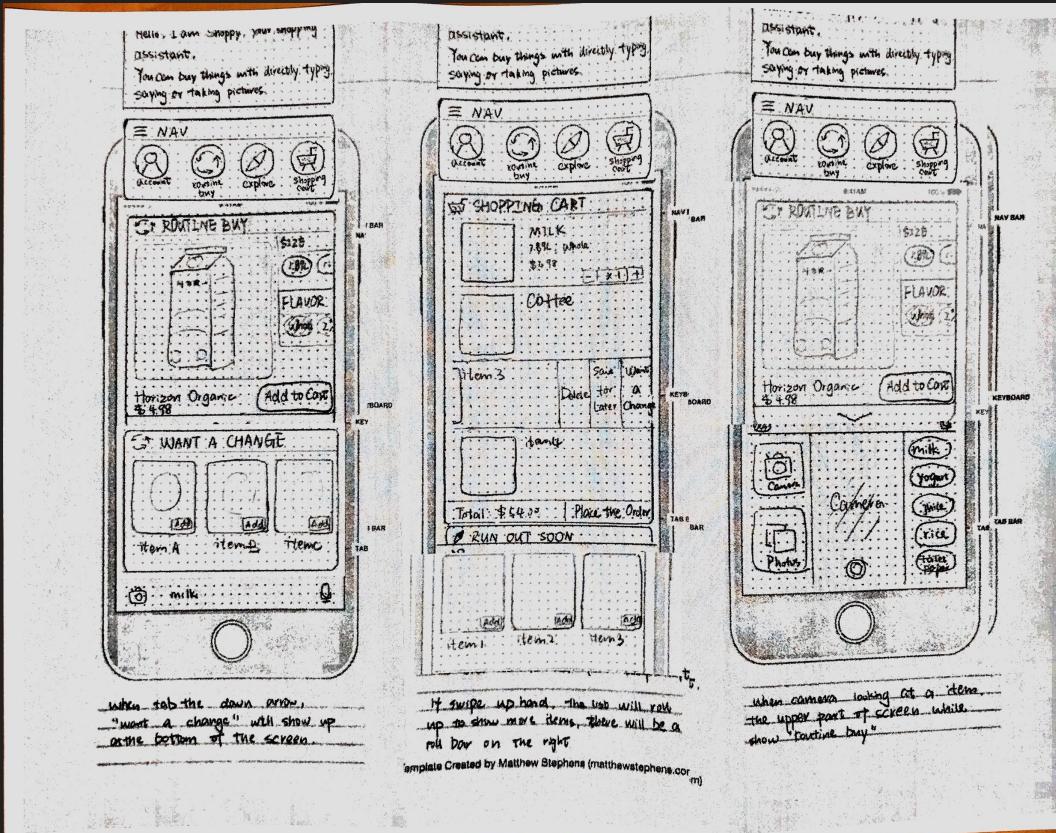
Team Mission statement -> UI Sketches -> Design Selection -> Low-Fi Prototype -> Testing -> Results

Team mission statement

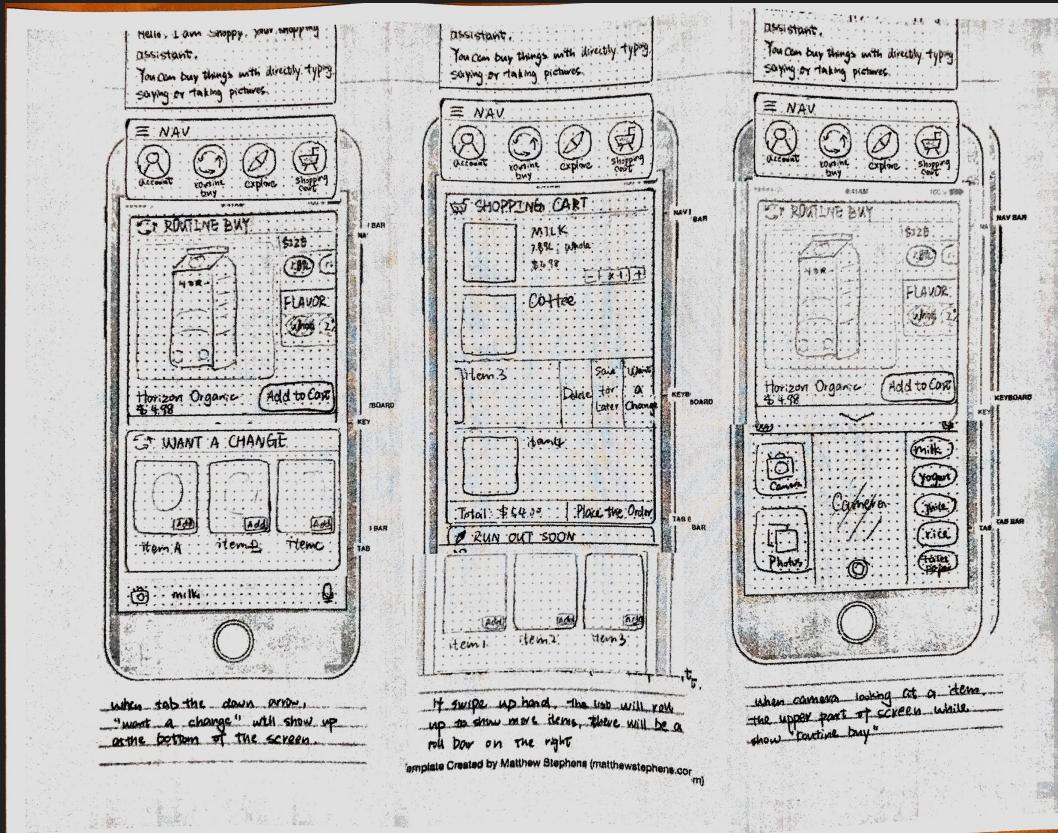
Fewer choices, better products.



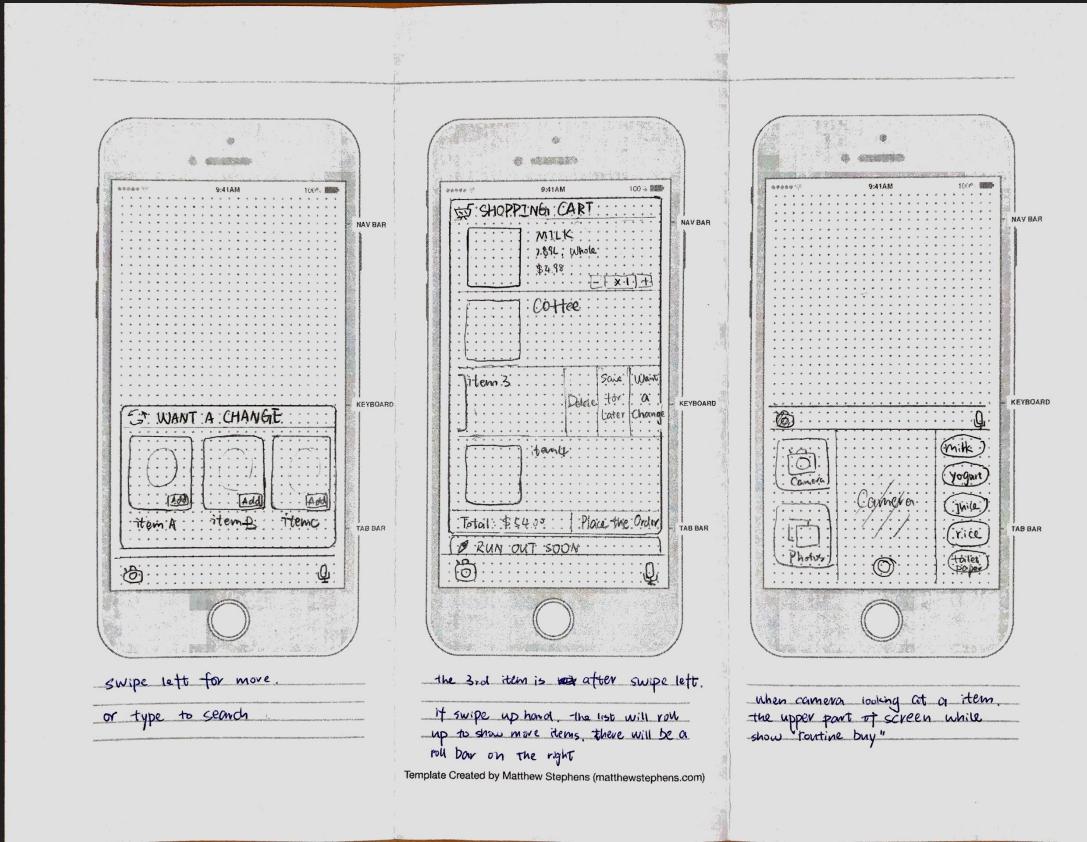
Selected Interface



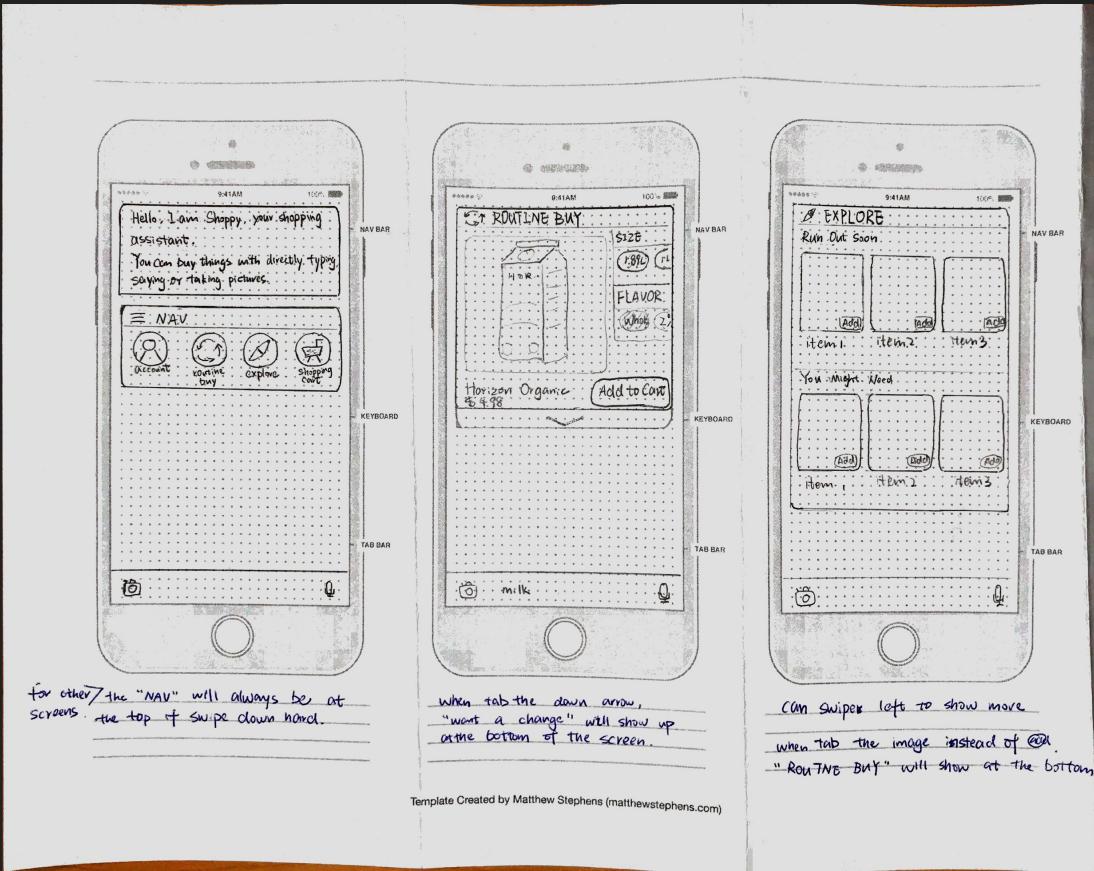
Low-Fi Prototype structure



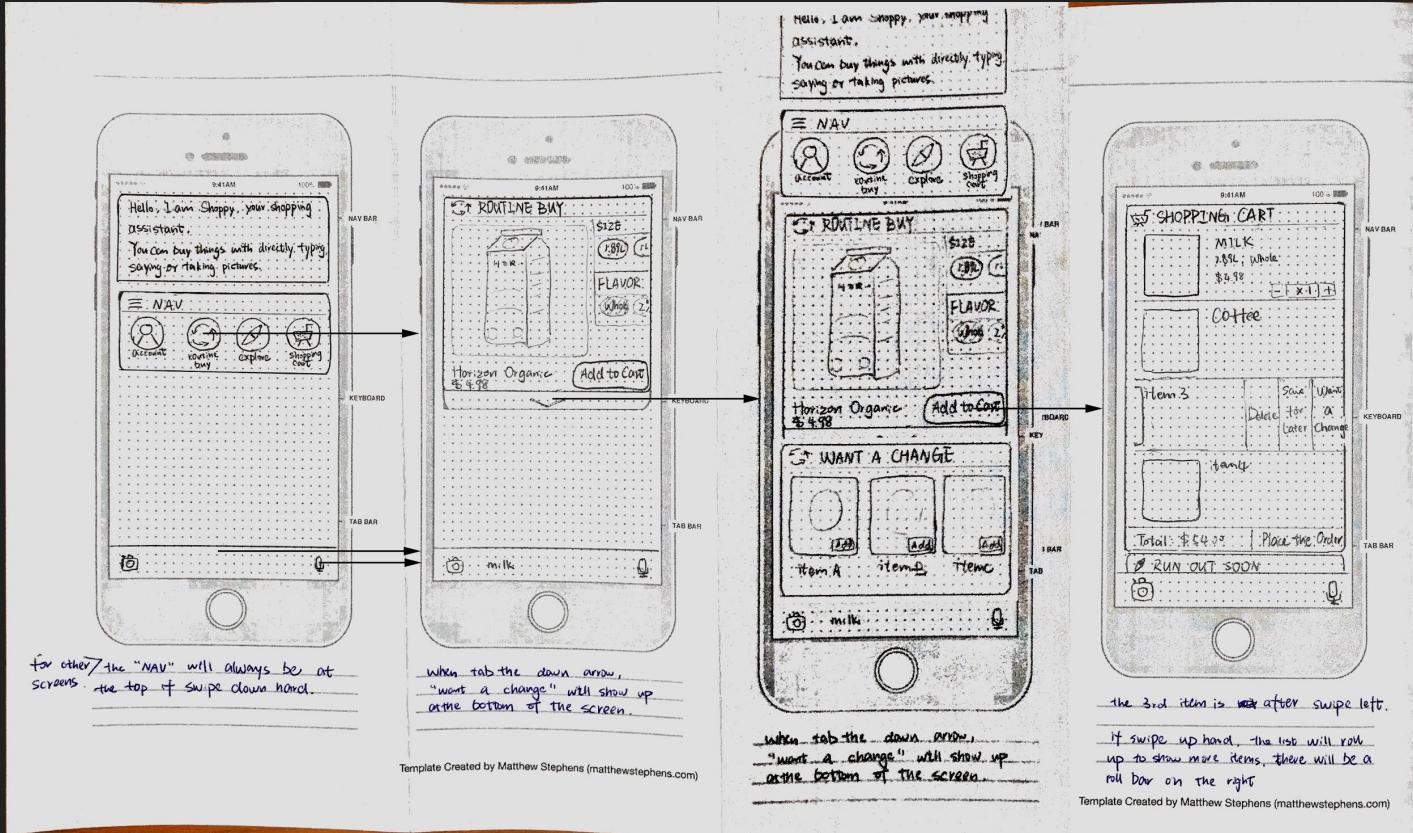
Low-Fi Prototype structure



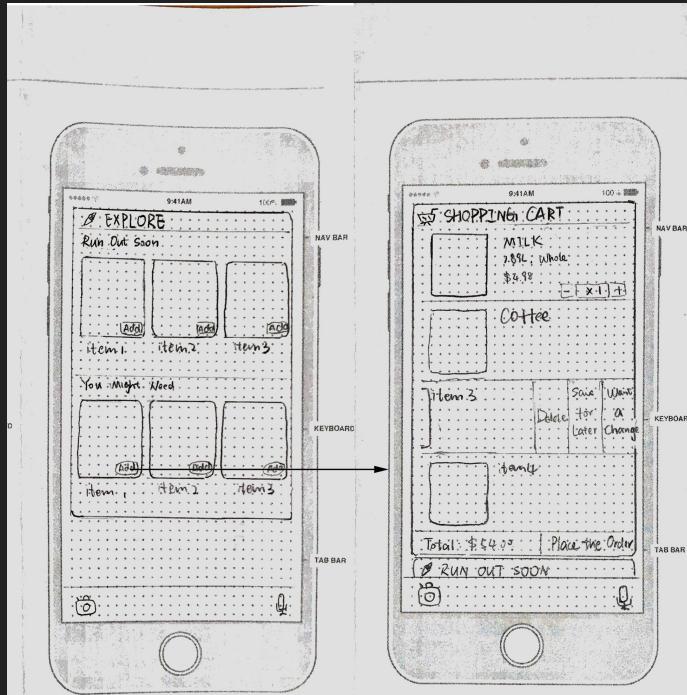
Low-Fi Prototype structure



Task 1 - Routine Items



Task 2 - Recommendations



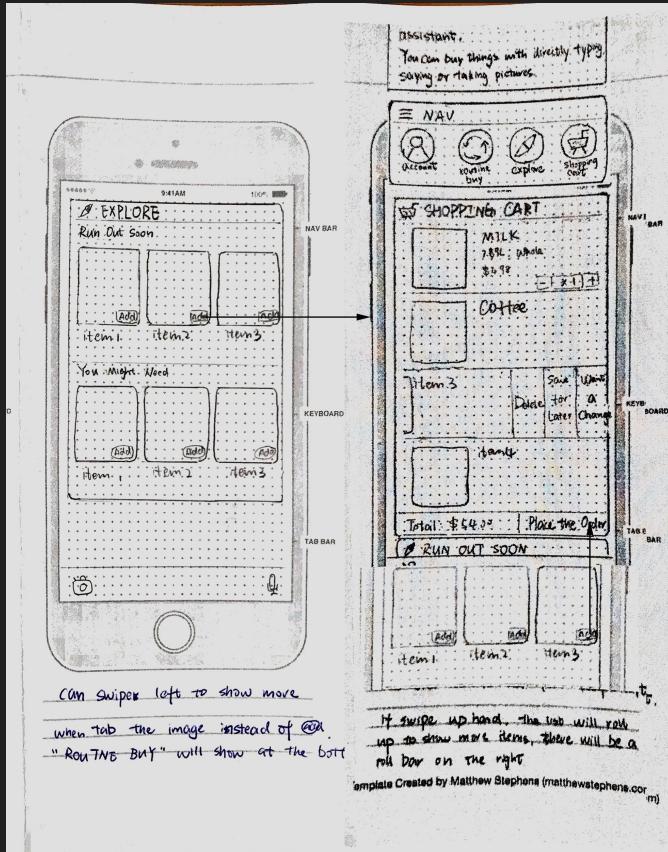
Can swipe left to show more

when tab the image instead of @. "Run Out Soon" will show at the bottom

the 3rd item is after swipe left.

If swipe up hand, the list will roll up to show more items, there will be a scroll bar on the right

Task 3 - Reminders



Experimental Method

Participants - 3 different users (Familiar with design/tech and not familiar)

Tasks- Routine Items, Recommendations, Reminders

Roles- Hao C, James F, Yolanda O

Procedures - Add milk to cart, place order/ Notification for recommendations /
Reminder in placing order interface

Experimental Results (Participant 1)

- Homepage is hard to understand
- Clicked the iPhone home button to get out of the Explore interface
- Did not understand how to place his order at first (small button)

Experimental Results (Participant 2)

- Did not see the shopping cart button
- Explored items, did not realize swiping left would bring new items on the screen
- Noticed the run out soon menu and swiped up on it
- Said “cool” when swiping up on the run out soon menu brought up more information

Experimental Results (Participant 3)

- Too many words in initial interface
- Not satisfied that there was only one routine product
- Confused about “run out” (out of stock)

Suggested UI Changes

- New phrase for “run out soon” (4)
- More noticeable shopping cart button (4)
- Provide a reason for people to want to Explore items (3)
- Provide guide interfaces for first time users (4)
- Make it clear what pulldown arrow below selected items does (People thought it would show more detailed, really just opened menu of OTHER items) (4)

Summary of Talk

-Low-Fi Prototype

-Results

-Improvements

-Better Product