

Project 9 – Final Version of Project

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ABSTRACT

The following paper demonstrates a prototype the interface for the Groomr dog grooming mobile application. The pertinent design determinations are discussed along with the experimental methodology and data. This paper overviews the general design changes which were made through the lifetime of the prototype at hand. The application itself is designed to help dog owners find quality local groomers and make appointments with the groomers.

KEYWORDS

evaluation; alpha; prototype; cognitive walkthrough; usability testing; usability; user experience; application design

1. INTRODUCTION

The goal of this prototype is to have a dog grooming application which provides a user experience that shows more utility and other usability to dog owners. This prototype has improvements such as: fine-tuning the repeatability and reliability of creating new user and dog accounts, increasing the memorability and utility of creating an appointment and giving feedback, and the addition of a search bar to improve efficiency. This paper discusses our group's prototype and changes we have made based on initial research, grader feedback, other class member feedback, and concepts learned in the course. In essence, the following paper is representative of all of our assignments and

efforts in the course and responds to feedback received from stakeholders in the course.

2. SUMMARY OF PROBLEM

The Groomr dog application is designed to address the issue of helping dog owners to connect and make appointments with their local dog groomers. Dog owners generally have to call a business before they can make an appointment to groom their dog. This can be a tedious process as the dog owner will need to call the dog groomer and wait to make an appointment. A few things that could happen to the dog owner is that they could: have to call again if the groomer doesn't pick up, wait for the groomer to check their schedule, or ask the groomer for services offered and therefore taking up more time. The proposed sub-problems all take time compared to a simple click of a button which we have implemented in our application. With economy of time in mind, we have designed our application to involve as few steps as possible for the user so that they are not taxed going through the application.

As a secondary problem, the application could also help groomers to make more appointments and gain more visibility for their business. In this sense, we have multiple stakeholders with problems to address. However, for the scope of this project, our main population is focused towards dog owners who need groomers. Originally, we planned to incorporate Groomers as well as a user base, however due to the scope of this assignment and

our application, we chose to focus on dog owners themselves as our population of users.

3. MATERIALS

The following list of materials are presented to supplement our explanation for design changes and also display our high fidelity prototype. The interactive Balsamiq storyboard link is a high fidelity prototype which includes interactive links. All assets and buttons should work and link to other parts of the application, creating an interactive review process for our prototype. The group web storyboard is a web layout storyboard of the different interactions between the screens. This gives an overhead map view of our prototype to give reviewers a high level view of our application as well as providing a storyboard with design justifications. The interactive PDF is downloaded from Balsamiq and includes an interactive page view of the application, where each button will navigate to another page.

- Interactive MyBalsamiq Storyboard (working linked buttons)
 - <https://balsamiq.cloud/shdknmt/p1hl0cu/r9212>
- Group Web Storyboard
 - <https://docs.google.com/drawings/d/1CcANpXGt7n88H RGtst4L83FkDHQypLGikt PzfAHGFqk/edit?usp=sharing>
 - Appendix A
- PDF Interactive
 - Appendix B
- Prototype
 - Appendix C

4. DESIGN JUSTIFICATION CHANGES

The following section reviews multiple changes in design throughout the prototyping process and details the justification for each. We address

and justify design decisions based on prior collected research and evaluations as well as TA review of our submissions. In the final version, we added in additional feedback from our design gallery posting 2 and additional feedback given live from our TA. This gave us extra insight by our fellow students as to what we should change in our project to make our application more usable. We also incorporated our increased academic understanding of usability and design principles throughout the design decision making process.

4.1 BASED ON COLLECTED RESEARCH

Prior to our high fidelity prototype, our group completed two phases of research. During the first phase, our group researched our user base and collected information from four different dog owners to identify the types of services desired and the complexity of the application. The survey allowed our group to triangulate information and discuss the needs of the application. We found that users needed the very basics when browsing for a groomer to connect with and make an appointment. We designed our application to satisfy these basic needs for the user while keeping usability in mind. After this task, we created our first prototype to be evaluated. The first few iterations were a bit "un-usable" or "barely-usable" as these were generic mock ups for our prototype. The second phase of our data collection helped to clean up the application. We encountered large gaps in our gulf of execution and evaluation during this time, which was later narrowed with further research and feedback.

The second phase of our data collection included analytical and empirical analysis. Our team conducted a cognitive walkthrough, where each member walked through the most common tasks which we anticipated users will execute the most. During this time, we decided to create more autofill features to decrease the amount of cognitive load/memory for the user, organized

and added more consistency throughout the application regarding color schemes and button navigation, added a “Back” button so the user could go back to what they were looking at previously, and removed a few unneeded features such as review feedback which was determined to be extraneous. With the analytical design process, we started to eliminate features which would grab the user’s attention to the incorrect places. We wanted to simplify the "Information Foraging" process so that it would be easier for users to forage for the correct information using the visual cues which we provided.

After the analytical analysis, our group conducted an empirical analysis usability study for an actual user to go through our prototype and complete basic tasks. We gained a great deal of insight from this interaction, as it gave our group an unbiased view of the app. The user noted that basic operations were easy to use and that our prototype was easy to navigate. We identified areas where the user would start to slow down in our application.

The most time intensive task was actually writing a review after an appointment. With this in mind, our new prototype as seen in this submission includes a streamlined approach to the review process. Users can now view their past appointments and then easily write a review. Additionally, we added a feature where once a user writes a review, the listing will automatically display an "Edit Review" button, which serves as a visual cue and provides further clarity to the user that the specific review is complete.

During the usability study, the user struggled to find any current appointments. In order to make this common task more intuitive, we added a simplified "Appointments" screen into the navigation area. In the current version, our "More" screen is also simplified to reduce clutter on our screen. In regards to the lecture material, we knew that memory and attention were scarce/limited resources. We needed to

eliminate features which were not useful to our user. In a sense, the areas which took the longest (such as writing a review) needed to be simplified so that users would not be so taxed when completing the tasks. Overall we relied on both the user’s interaction and the user’s visual facial expressions to identify the areas listed above which needed to be simplified or modified.

4.2 BASED ON TA GRADE FEEDBACK

The following is a list of provided TA feedback which were addressed in our newest version of the application. Each quote is directly taken from the feedback from our TA and is followed by a justification or update of how we addressed the issue of usability in our latest iteration.

TA Feedback #1

“Ok to be a concept but in terms of prototype it is too cluttered, hard to read and recognize possible options.”

Resolution/Justification: Originally, our home screen was too cluttered and had too many options for the user. In this iteration of the design process, we removed certain areas such as deals of the day and decreased the number of reviews shown on the page.

TA Feedback #2

“How to come to this screen?”

Resolution/Justification: We removed this feature in the latest version of our application. We felt that the application was overloaded with features and needed to reduce wherever we could while still providing users with an effective application. Generally, users will use their own application to navigate to the desired location. If we included a maps area, we would also need to create a maps application, which is beyond the scope of this application. Therefore, per our TA suggestion, we removed this feature,

as it was hard to navigate and did not add to our overall usability.

TA Feedback #3

“Where are the search filters?”

Resolution/Justification: In the latest iteration, we added in two search filters: one filter to search by distance and a second filter to define location. We chose to use these particular filters as certain items such as price was not as important as it seemed like price of services was constant or did not fluctuate as much when we surveyed our population. The search filters were added on the “Home” screen under the search bar for ease of access.

TA Feedback #4

“How do you decide what type of user viz. business owner or customer?”

Resolution/Justification: We had not yet implemented a difference in signing up the user versus an owner. We added in this option for this design where the user will be able to sign up as a user or owner. In the owner option they must verify their business by calling the phone of the business they own and verifying with a code. After verification, the processes for both the user and owner are relatively the same.

TA Feedback #5

“Font and colors not supporting usability. Very hard to read and recognize options.”

Resolution/Justification: Our original application was a vibrant orange and did not help with the usability of the application. We therefore changed our color scheme in this iteration of the application to include contrasting colors which would be easier on the eyes. The white background allows us to make vibrant visual cues for our buttons and makes important areas easily identifiable.

TA Feedback #6

“Too cluttered options”

Resolution/Justification: This was in regards to our home screen and main navigation bar. We changed the font and view of our options in the main navigation bar and also decluttered other areas such as the home screen which were overloaded with buttons. We created a “Back” button with a minimalistic design so that the user can still view the button, but it did not take up too much screen real estate.

TA Feedback #7

“Isn't this Appointments page? How does a user can see booked appointments? Why business name on this screen? Is it a button on text field? How to update and delete an existing appointment?”

Resolution/Justification: We added in an appointments review page and optimized the appointments navigation menu to address these concerns. Now, the areas, which were labels, look less like a textbox for user input, and the user can now review appointments made in the verification screen.

TA Feedback #8

“How the user will know if he/she has downloaded the right version of app?”

Resolution/Justification: We addressed this issue by showing the version of the application at the login screen as well as adding an “About” screen in “Settings” with further application information.

TA Feedback #9

“What's in there? Can't see any screen for it.”

Resolution/Justification: In our original prototype, we did not have a complete “Settings” screen. In this iteration, we completed the “Settings” area and allowed the user to view further details of the application and calibrate their GPS.

TA Feedback #10

“Why such growing list instead of giving option to select month and year?”

Resolution/Justification: We changed our growing list for scheduling appointments into a month picker, which uses days. We then supplemented this with a time picker immediately below. The time picker is only released once a proper date has been picked. This addressed the issue of a growing list, which could be hard to navigate for the user.

In an additional note, we met over video conference with our TA and he provided additional suggestions to our project. The additional suggestions with resolutions are shown below.

Video Conference Suggestion #1

Nowhere to log out of the application

Resolution/Justification: Added a “Logout” button to the “More” menu which leads to the main loading screen.

Video Conference Suggestion #2

Combine two login screens

Resolution/Justification: Consolidated our “Not signed in?” screen with the login screen and made it so that users will only see the login screen once.

Video Conference Suggestion #3

Home screen, put the upcoming appointments in the screen. Add a button to add a review in the homepage screen. “You have reviewed businesses”

Resolution/Justification: Added a button at the bottom that says “You have past appointments that need reviews!”. This only appears if the user had a prior appointment that was successful.

Video Conference Suggestion #4

Make the business icon clickable, link it to the page for the business

Resolution/Justification: Made the business icons ‘Clickable’ in the “Past Appointments” menu. The users can now not only click on the “Write Review” button to write a review, but also click the business icon to navigate to that particular business’ page.

Video Conference Suggestion #5

No way to update the dog – save, changes or delete dog within the profile similar to the dog

Resolution/Justification: In the “Profile” screen, we added links to edit dogs. Then, it leads you to a screen with the dog’s information already filled out. There is a button to “Delete Dog” within that screen. An alert will appear once the user presses the “Delete” button to confirm that the dog has been deleted. The user will then return back to the user profile screen. Within the same screen, the user can change information and save changes.

Video Conference Suggestion #6

Back button doesn’t work in interactive PDF.

Resolution/Justification: Back button is now fixed in the interactive PDF. Added duplicate screens to resolve this issue in our PDF.

4.3BASED ON DESIGN GALLERY FEEDBACK 1

Four students commented and provided feedback during the design gallery 2 posting. Changes were made to our high-fidelity prototype to reflect the most recent feedback provided in the design gallery. The following section will address each student's feedback emphasizing concepts learned in the course such as: the Attention Investment Model, the Surprise-Explain-Reward design strategy, and Information Foraging Theory.

User Feedback #1

"For some reason I've been intrigued with your app since its inception (when the idea was

proposed). And to be honest, the app looks great. I like how simple and decluttered each page is. I also like how the app can be used by either the groomer or customer. Another thing I should mention is Groomr could capitalize on PC desktop users also since this app can translate easily to a webpage. Honestly, I think you guys should try to make this app in real life. I bet it would be a hit."

Resolution/Justification: The following user's feedback first addressed how "decluttered" each page was. Our team felt like this was a great response as our TA identified that our original low-fidelity prototype was way too cluttered. We therefore made a conscious effort to de-clutter the screen for assignment 8. Regarding the attention investment model, we focused our efforts on the least attention costly designs so that the user could have a nice payoff with making an appointment through our application. Originally our design was packed with features that the user did not need. Therefore, in the last iteration, we decided to eliminate attention heavy areas so that user's attention resource wasn't more scarce than it needed to be. Our team explored the idea of making a web based application, however we decided that for the scope of this assignment to just stick to the mobile application environment for our application.

User Feedback #2

"This design does a good job of being intuitive and easy to follow. It's consistently clear what items to interact with in order to complete the workflow or find the information you desire.

Is the phone number field when creating an owner profile necessary if they've already verified their business' phone number? That seems like an extra step that isn't needed.

Your design also seems to solely focus on the app from the pet owner's perspective. What

would the home screen look like for a business owner? Can they view their day to day schedule of appointments, or customize how many appointments they can take in any given time slot? Can they use it as a web interface on a computer in their store or on tablets and enter in appointments manually for customers that want to schedule appointments in a traditional fashion? A single point of truth for their daily schedule will be needed to efficiently run their business. This app looks useful and usable for the pet owners, but it needs to be usable and add value for the groomers as well, otherwise the app wouldn't have any use and die out if only pet owners are using it."

Resolution/Justification:

During the design process between projects 8 to 9, our group decided to eliminate the Groomer process, because we identified a groomer application as a separate application and not within the scope of this project. We agree that Dog Groomers are an important population to serve, however a Groomer application would be a completely different application all together. Even though it would be under the same company name, the application itself would need a whole new set of features compared to that of the Dog Owners. In our original design, we included a few "clues" for Dog Groomers to follow. This could interfere with the Information Foraging model for our Dog Owners population, making the scent weaker. Generally, we would not want to include other "scents" or visual cues to divert attention for Dog Owners that was meant for Dog Groomers. This could also be taxing on the user's attention, which is a scarce resource. A few screens we removed in the final iteration were: Verify Business, Verify Business 2, New Business Owner, and Business Owner information in New Owner Information.

User Feedback #3

"From an attention-investment-model perspective, this application definitely worth the risk for the pay-off (scheduling appointments without human-human interaction) if it's just for scheduling appointments.

However, if there's a need to reschedule or cancel an appointment then I'd have to call the groomer, negating the payoff of this application.

Adding a page to cancel/reschedule would fix this problem entirely."

Resolution/Justification: Based on this student's feedback, we added in an "Upcoming Appointments" page to the application. With this page, users will now be able to cancel their appointments while being able to check their upcoming appointments at the same time. We also added in red buttons for "Cancel Appointment" to grab the user's attention to the correct location when they navigate to the screen. With this design, we tried to keep attention resource use at a minimum so that the user can easily navigate through our application.

User Feedback #4

"Not really related to user friendliness but is there going to be a better verification process for Groomers? I only ask because as a dog owner I feel like I'd be really hesitant to trust someone with my dog. Or a way for them to upload more info about themselves aside from just their business location and number such as if they have any awards, certifications, etc. aside from going through the appointments is there a "my favorite groomers" page? I didn't see one and am not sure if I just missed it but it would also be nice to favorite groomers.

From a user standpoint: Are you going to have something where groomers can say if they specialize with certain things? IE: Aggressive Dogs, Dogs like Chowchows who have really complex hair and can't be cut traditionally so

finding a groomer who specializes with that breed, or knows aggressive dogs could be a really important thing when booking groomers. My dog has anxiety issues so we go to the same groomers who know really well how to handle that."

Resolution/Justification: Student 4's feedback was very helpful as it helped us to illustrate some concepts such as information foraging and Surprise-Explain-Reward design strategy within our application. The user stated that we should have a location to explain for more complicated dogs. In terms of (good) redundancy, we added three key figures to address this issue. The first is the Groomer's phone number, here the user can go and actually call the groomer to get a sense of how they are. The second, are the reviews at the groomer's page. Users will have to "forage" for information using the information foraging strategy in order to see if the particular groomer is popular, deals with their types of dogs, and how the groomer's demeanor is. The third solution we came up with in our final design was to add in an "About Me" page for the business. Here, the business owner can provide a brief description of themselves and of the services they provide. Overall, users can use unexpected or non-direct sources of information to be surprised (such as reviews good or bad) which explains how the groomer is, and the gives them a reward of their actual decision of choosing the groomer (in which case they can schedule an appointment directly on the reviews page). This follows the Surprise-Explain-Reward design strategy in keeping the user engaged in the application.

4.4BASED ON DESIGN GALLERY FEEDBACK 2

User Feedback #1

"I had a look at your settings, I wish there was a page to go back to the settings page, but instead I am forced to click another tab, then re-click settings or go into the MORE tab and click

settings, which is not really necessary in my opinion since you already have a settings tab.

Also, I do I was concerned with the OWNER setting. I would not use that since it leads to nowhere and the entire application in turn is geared towards users anyways.

There are also a couple of screens where you get stuck from the update photo process (which may not be necessary in the first place). I get stuck when I take the picture or choose from the gallery and there is no way to navigate out of it.

Overall, it seems cool. I would just focus on the navigational aspect of it and make sure every link works for your final submission!"

Resolution/Justification:

We took the first classmate's review and looked at our own design implementation in Balsamiq. Back button is now fixed in the interactive PDF. We also tested all instances of the settings in order to make sure that the button worked properly. Regarding the second suggestion, our OWNER setting navigates to the application store and therefore outside of the application. We stated a message which makes this clearer for the user to understand. The OWNER application is out of our scope for this application and would require us to complete a secondary application which is not a part of the assignment. Our group took this student's response to our links into account and each group member checked all the links in our MyBalsamiq LINK web page to make sure it works. We are aware that the back button does not work in the PDF, we used MyBalsamiq per the instructions of the prompt and made sure that all of our links work.

User Feedback #2

"Here's a very small point: When I first opened your prototype PDF, I got hung up a little bit looking for something to click on that first screen. I was looking for a way into the app.

Only later did I see that it was named "loading screen" - so then I learned that maybe I didn't have to click anything there and instead it was going to take me to the account screen automatically. But I figured I would mention it since it tripped me up a bit."

Resolution/Justification:

We took into account this classmate's response and added in an alert screen which allows the user to navigate to the next screen when they confirm the alert message. We originally designed this screen to "auto-load," meaning that it would transition to another screen after x number of seconds. Balsamiq does not support this feature currently (as stated in their support forums), and therefore we added an alert message for the user to navigate from the screen.

User Feedback #3

"After the user finishes the sign-up part, the back button confused me. In the submit request part, the arrow has a little confused, it seems to go back?"

Overall it seems good. If your menu is fixed tag, it's perfect.

For the calendar, maybe it's too small. I suggest you build a new page for it or, you can make it as a scalable picture. And maybe you will add edition function to it."

Resolution/Justification:

The sign up screen brings you to another screen which is filled in. We recognize what the user is saying and we added in a screen which was filled in and distinct from the previous screen to show the action of filling out user information. After the user submits their user information, we then navigate the user to their finished profile screen. In terms of the calendar, we changed the calendar to be more viewable with our new layout. We increased the size of the calendar on the screen so that users can view the calendar in more detail and not have to strain their eyes.

User Feedback #4

“I had the same issue as David before I read his comment, maybe put a loading bar on the screen or something so people know? Personally I would make it so if you click the phone in general it links to the next one just so you can move onto the next screen.

Love that you guys added the specialization in the who we are, I know I mentioned it last time and I think it is great addition to the app.

If you go Settings > Calibrate there isn't a way to currently leave the menu, not sure if you guys wanna make it so if you tap the screen there it goes back to settings. I am assuming in the real app it will finish and move you back to the settings? Or maybe a screen that's a pop up saying it completed press ok to continue?

The back button wasn't working for me on the interactive PDF for the settings (Not sure if me or the PDF)”

Resolution/Justification:

Due to the limitations of Balsamiq, we added a "Notification" pop up screen to notify PDF and Balsamiq users to "Click Here" to navigate past the loading screen. Other applications allow for this however the default we chose from the course did not allow for it. Therefore, we implemented this fix to go past the loading screen and included an alert message. Back button is now fixed in the interactive PDF. However, we encourage users to use our Balsamiq link for the interactions.

User Feedback #5

“love the artwork. the layout is done very well and is very well thought out. however I have noticed that there is no return ability for previous screens. for example I'm in a written review screen with no means of jumping to the

settings tab. the back button does not work so i am stuck starting over. if i press the more button and then select appointments (slide 15/38 then slide 24/38) i am unable to go back to where i was previously by pressing "more" or the back button. this is a bit trivial but a bit of a pain. outside of that it's a great design and would love to see it in the app store. great work.”

Resolution/Justification:

Back button is now fixed in the interactive PDF with duplicate screens.

User Feedback #6

“I really like the idea of this app and I could definitely see myself using it for my pet. Overall, the prototype is user-friendly and well done. I think it would be cool if more filters were added to the search option in addition to distance.

Maybe I'm missing something, but I was a little confused about how to schedule an appointment with a specific groomer. Once I have chosen a groomer from the search list, I get redirected to the groomers page where I can read their reviews and look at their full description, but I don't see an option to schedule an apt on either of these pages. I think some of the navigation needs to be touched up a bit.

Good job guys!”

Resolution/Justification:

Our original idea from Empirical and Analytical research gave us a thought of going through and adding more filters to the search area. However, we decided to remove a few filters from our original design per the instructions that our screens were too cluttered and there was too much information. Therefore, from our analysis, we chose the most pertinent filter to use to help users. It's hard to notice, unless you're looking hard enough, our design decision to have the

reviews be in descending order for rating. Therefore, only the top rated stores will show. We chose "Miles" as a filter because of how far some people are willing to drive. Due to the nature of grooming prices and services, there would be too many filters to put and it would be hard to keep track of a "Dollar Sign" approach as it would need to relate to each service. To address the issue of hard to find appointments, we enhanced the button to be larger for our "Appointments" in the business description so that it is easier to see.

User Feedback #7

"It looks like you have a few extra links on the login page. Instead of clicking login I was able to click on the buttons at the bottom and get into the app. Then when I went back to profile to try to login it looked as though I already was. Might be good to disable those buttons so you can't skip past the login. I also noticed that when adding a picture to a review, I get stuck in the gallery with no way to leave. There is a back button and an add button but neither of them seem to work. Going through it seems like none of the back buttons are working for me. I am also confused how I am supposed to add a new appointment. I clicked on "New Appointment" but it just took me back to the search page. I think overall the concept is nice, but you might want to go through and test out all of your buttons and make sure things are working as intended."

Resolution/Justification:

We addressed the issue of extra links on the login page by removing the bottom menu bar allowing users to directly navigate to the application. Our original design was to allow non-registered users into certain parts of our application. However, after this review, we found that it would be beneficial to only allow registered users use the application. The "New Appointment" button was addressed as this button leads to the business search page, where users can search for a new business, this is similar to Yelp's design of searching for a new

business for their information to make an appointment. Back button is now fixed in the interactive PDF.

User Feedback #8

"Hi Jerry,

Great project and good application. Overall, it looks great, I think if you guys added a few more links then it would make the application spectacular. I noticed some of the back buttons don't work so maybe if you can fix the links that would be good. Also, maybe at login have a option to "log in as groomer" or "log in as customer" or something along those lines because its possible a groomer could also be a customer. Overall, the application is great and if you had a few more working links I think that would make the application perfect. Overall, great stuff and I hope your application succeeds.

Cheers"

Resolution/Justification:

We chose not to allow groomers to log in as this would exceed the scope of our application. The groomers application would require a separate application and the assignment only calls for one. Our group addressed the working links issue by going through all of the links and checking to make sure that they work now. Back button is now fixed in the interactive PDF.

User Feedback #9

"I really like the layout on each page. It took me just a brief moment to realize the header menu was on the bottom of the screen, but that's probably because I've been so focused on my group's app so nothing wrong there.

When adding a pet, I would consider adding the option to include an age (or estimate of) or birthday since some dogs may be adopted from a

pound therefore a birthday might not be available. I guess they could still estimate, but still something to consider.

I really like the option of text scale under settings. This is something I didn't consider for those who may have a hard time reading the small text or simply want the ability to see everything without scrolling.

Great work on your app!"

Resolution/Justification:

We took into account the birthday option, however from our research it seemed that it would not be beneficial to our overall design. We wanted to clear up anything which would take too much resources from our user's attention.

User Feedback #10

"I think the design is simple, which I like. The prototype could benefit from a few more working links -- for instance, the back button at the top left didn't always work. I also seemed to get stuck on the picture screen that says "Smile!" with no way to leave the screen. To echo someone who commented earlier, I'm also in some loop when I try to "schedule an appointment" and there's no feedback telling me that I successfully scheduled an appointment (perhaps I didn't successfully schedule it?)"

Resolution/Justification:

The back button has been addressed in other areas of this paper thoroughly. Regarding the 'Smile' screen, the best way to leave the screen is the "Back" button as this is a general screen which can connect to many others. We provide a visual cue now to the user that they have successfully scheduled an appointment. Taking into this user's feedback, we fixed the appointments so that it navigates to the correct

place and gives a visual confirmation with text that the appointment has been scheduled.

User Feedback #11

"This is one of my favorite prototypes on here. While I was navigating your prototype, I was thinking to myself "It would be cool if I could add my pet to my profile" but you guys covered that feature which is great. I love the simplicity too. I noticed that the navigation was done at the bottom of the screen. This works but this bar disappears on certain screens which made me get lost. It would be nice to have a sidebar that allows you to access all of the application's functionality regardless of what screen you're in. I also like that you separated the User and Groomer into two separate applications. Though I don't think you needed the "Are you a new user or business owner" prompt in the beginning. It confused me at first. I also don't see the purpose to the "Calibrate GPS" feature as this app doesn't seem to include in-app navigation. Though it would be nice to add an in-app map showing all the grooming locations. Overall, great work."

Resolution/Justification:

We really took into consideration this user's feedback and had to weigh it with other user's feedbacks as well. Other users suggested a simpler screen, therefore we used a navigation bar at the bottom and omitted it in areas where we thought the user shouldn't be able to use it. Otherwise, it would grant access to non-logged in users. Only non-logged in users will not be able to see a menu bar at the bottom. We also deleted the "Calibrate GPS" feature as the user is right and that we don't have any in-app navigation for the user.

5. Summary of Project

Overall, we found that the design process for this application was a tough one and took a lot of mental diligence with checking all aspects of the application. Keeping in mind concepts such as scent, information foraging, attention, memory, usability, and others; we found that the

design process had many different layers to it and each layer needed special attention and shouldn't be "glossed over".

Contribution Statement

All group members contributed equally to this write up. All group members worked on the storyboard/prototype and the write up. Group members also contributed to revisions and reviews.