

# Prototype Design

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## Persona (target users)



**Katherine: The Globetrotter**

**Age:** 25

**Goal:** As a person who likes travelling, I want to be able to choose between different destinations to visit.

**Needs:**

- Being able to choose between calm places suitable for a break/vacation and places suitable for group activities, parties, etc.;
- General information about each destination;
- A way to see flight tickets for each destination;
- A list of my favourite destinations;
- Being able to filter by certain area (continent, country);

## Application

Swish is an application for helping users to pick a destination to visit by seeing photos and information about it. The users have to swipe left or right in order to generate a new destination and to like or dislike it. The functionality is similar to the application Tinder (<https://tinder.com/>) but is for places.

## Functionalities

On the first screen the users have a choice between “Relax” mode which will display calm places prone for relaxation and “Party” mode which will display places that are suitable partying or dynamic group activities. When they pick a mode, they are redirected to the main screen.

The main screen includes a navigation bar with some icons and a logo and a body where the destination is displayed as a single photo and text. The users could swipe up if they want to see more information about the destination like photos, description, user reviews, etc. They could also see flight tickets for the destination offered by different air companies by visiting the website of the selected air company. All the liked destinations can be viewed on a separate screen which can be accessed by tapping on the list icon in the navigation bar. The users could also filter the results by choosing to see only destinations that are in a chosen part of the world. This filter is accessed by tapping on the filter icon in the navigation bar. The users can also switch to “Relax” or “Party” mode by tapping on an umbrella icon or a cheers icon in the navigation bar.

## Sketches

As seen in the figures below, first we came up with a lot of screens for the applications. After receiving some feedback, we decided to remove the login and register screens for now because it would be a better experience for the users to see the functionalities of the application right after they open it rather than having to register or login first. Also, we removed the payment screen because the purchasing of tickets will be handled by the air company the user chooses.

The sketches of the screens serve as an orientation point of how the actual design of the application would look like. Later we came up with more screens which can be seen in the wireframe of the application.

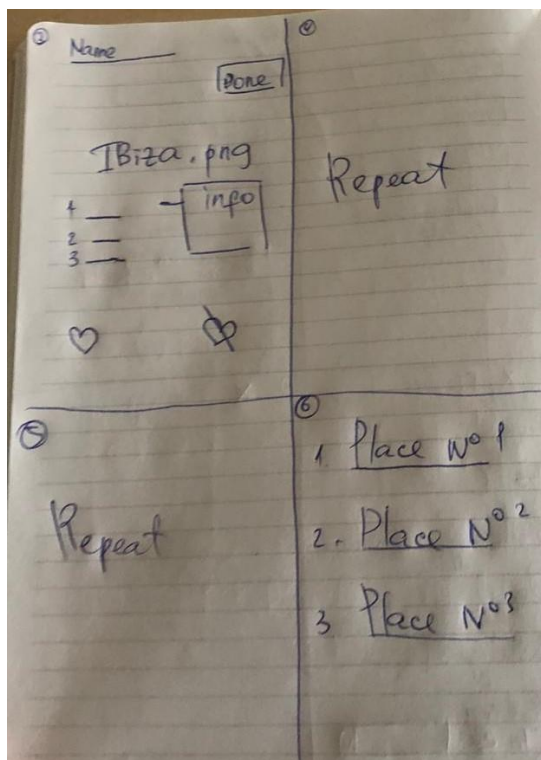


Figure 1. Early sketches of the application.

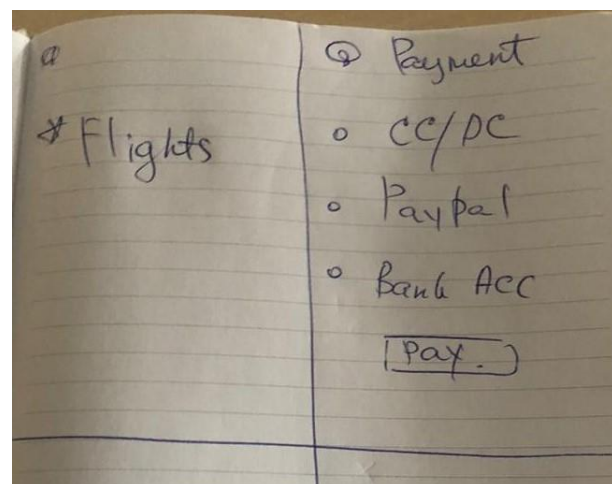


Figure 2. Early sketches of the application.



Figure 3. Reliable sketches of the first screen of the application.

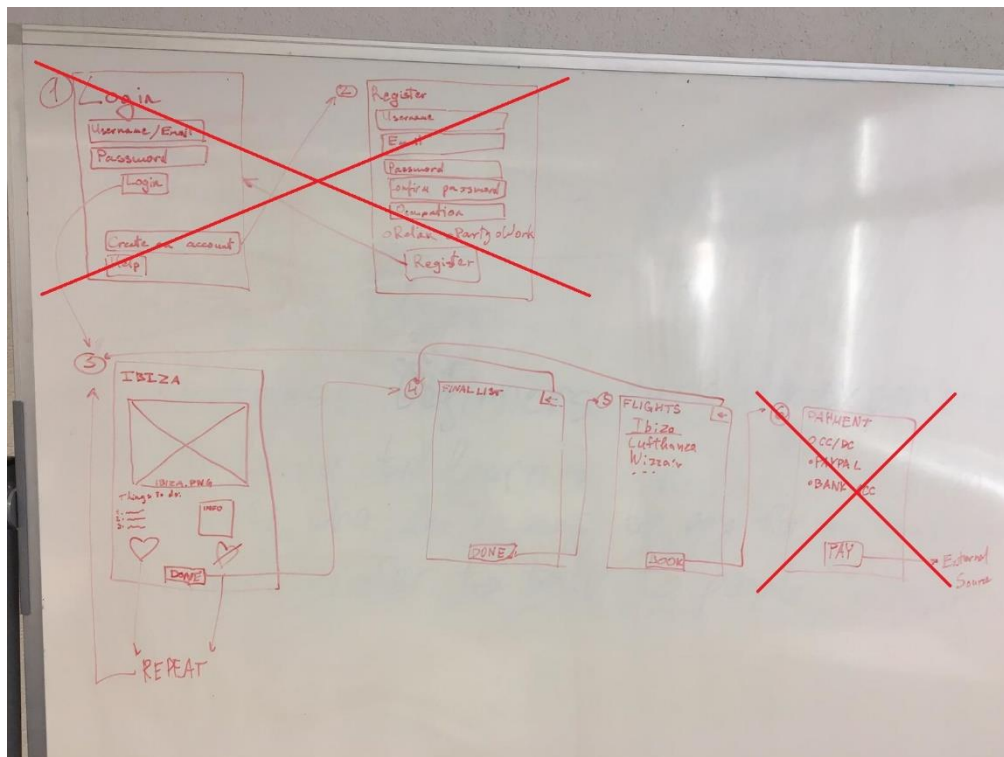


Figure 4. Reliable sketches of the second, third and fourth screens of the application.

## Wireframe

We created the wireframe of the application with Adobe XD.

[Link](#)

## Mock-up

Based on the wireframe, we created a mock-up of the application using Adobe XD.

[Link](#)



## Digital interactive prototype

Making the mock-up interactive, we created a digital interactive prototype using Adobe XD.

[Link](#)

## Testing of interaction

First we ask the user if they are familiar with the application Tinder. If they are, then we tell them that the functionality of Swish is similar to Tinder and that the main functionality is about swipes – they have to choose a mode by swiping left/right and then swipe left if they want to like a destination or swipe right if they want to dislike it. Otherwise, we explain in details what the application is about and how it is supposed to work. Then we proceed with a combination of task-based, guerrilla and think-aloud walkthrough testing techniques. We ask the users to perform simple tasks that cover all of the functionalities of the application and say what they are thinking while performing the tasks.

## Documentation of testing and user feedback (first iteration)

### Flow of testing

We performed a combination of task-based and exploratory testing with the users. Throughout the testing, we asked the users to answer all of the following questions and do the tasks:

- How would you pick a mode? Please pick “Party” mode.
- If you wanted to see the destination information, what would you do?
- If you wanted to see more photos of the destination on the destination information screen, what would you do?
- If you wanted to see flight tickets, what would you do?
- How would you go back to the main screen?
- How would you like a destination?
- How would you dislike a destination?
- If you wanted to see your liked destinations, what would you do?
- If you wanted to filter the destinations to be only from specific area, what would you do?
- How would you switch to “Relax” mode?

### Feedback

#### User 1

The user found out that it is confusing for him to swipe left in order to like the destination and swipe right in order to dislike it. For him it is more logical to be the opposite because when you want skip destinations, it would be easier and faster to swipe left because your finger is used to swipe left when you want to skip some content.

The user also found out that it would be clearer to also add buttons for liking/disliking a destination in combination with the swiping.

**Conclusion:** *Based on the feedback of User 1, we decided to flip the swiping functionality and add buttons for liking/disliking a destination.*

User 2

The user thinks it would be a good idea if there are tutorial screens when you start the application in order to explain how to interact with the application.

**Conclusion:** *Based on the feedback of User 2, we decided to include a short tutorial before entering the application that will show how it works.*

User 3

The user wants the application to notify him or show him in some way that he has liked or disliked a destination so he can be sure that he liked or disliked it.

**Conclusion:** *Based on the feedback of User 3, we decided to add proper buttons with icons for liking/disliking a destination. That way the user can be sure that he has liked or disliked a destination by associating the action with the icons.*

## Refined prototype

Based on the user feedback, we refined the prototype by implementing the suggestions of the users.

[Link](#)

## Conclusion

Having a clear idea and a clearly defined persona, we came up with the idea of developing an application for reviewing different destinations throughout the world that delivers a pleasant user experience with its interesting way of interaction.

For creating an interactive prototype, first we created sketches of the screens of the application. Then we transformed these sketches into a wireframe in order to show the layout, the basic content and the sizing of the elements on the screen. Furthermore, we created a mock-up based on the wireframe which shows the basic styling of the application. Finally, we created a digital interactive prototype which we were ready to test with users. The tool we used is [Adobe XD](#) which made things easier for us with its functionalities.

After creating the prototype, we came up with a plan of how to test our application. We started testing it with a couple of users using different testing techniques. We analysed the gathered feedback and refined our prototype which resulted in doing a second iteration over it. Now our application is closer to satisfying the user's experience.

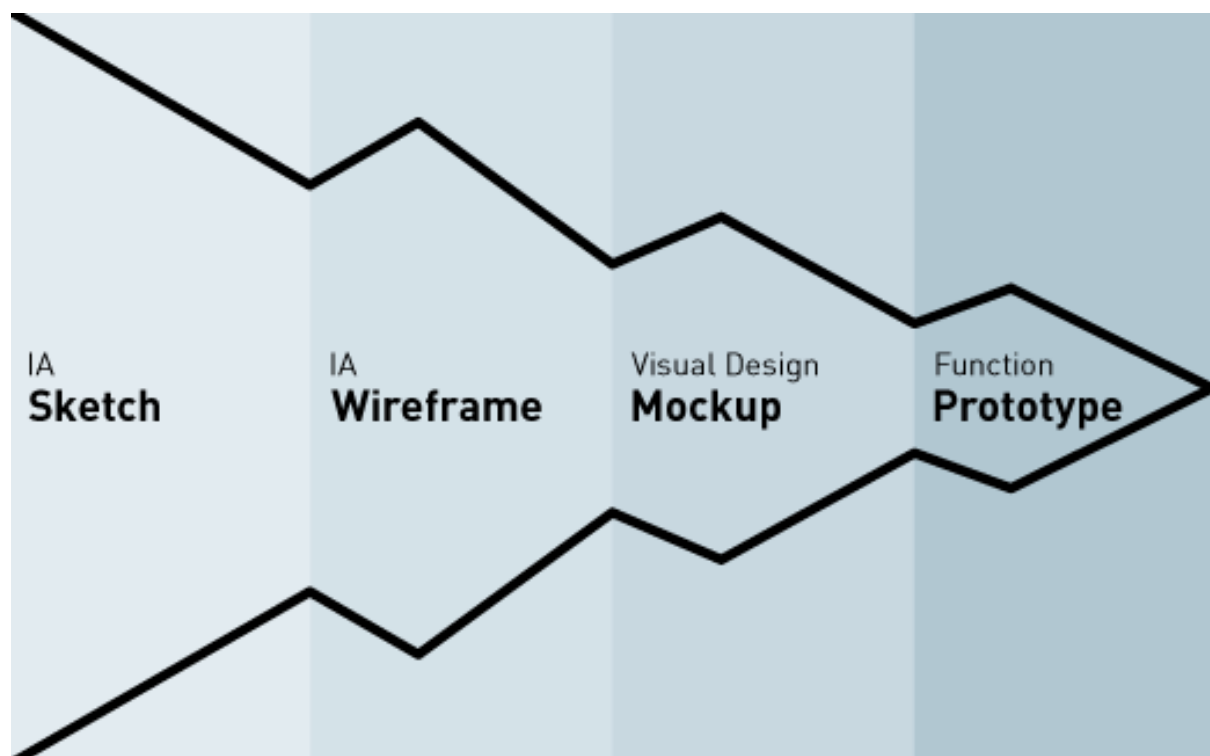


Figure 5. The design funnel which shows the process of elaboration and reduction.