# Project 5: Prototype

## Summary

After going through different designs and wireframes, we decided to try and build as close to the real look and feel of a mobile application for the prototype, through a design and prototype program called Mocplus (<https://www.mockplus.com>). A basic design and series of screens were built, uploaded, and then we had users test-pilot it.

## Participants and Technique Information

For Pilot testing, each user selected one to two participants who read on different news app frequently. Their job was to click around The Real Scope prototype like they would in any other app. We used the “think aloud technique” to hear and understand what users were feeling. We made notes on critical points in the app to see what people liked and didn’t like.

### Key Tasks/Issues - Earliest Prototype:

1. Logo has too much going on
2. Main page sign in button - Issue**:** When the app is first launched, there is no place to sign in. We can’t assume users don’t have an account on another device.
3. In order to log in with a Real Scoop Account, you need to click sign up and then log in. There should be a login page on the main page.
4. The app looks really good but needs a ton of functionality work.
5. The location part of the app is very confusing/clunky.
6. What’s up with the hotels?
7. Where’s the news?
8. Why is there a level up system?
9. The app isn’t focused al all, needs to be easier to maneuver.
10. Connecting to Facebook is a cool addition.
11. Color scheme - Issue: The color scheme was not consistent throughout the app

### Key Tasks/Issues - Latest Prototype:

After implementing some fixes regarding the early user feedback (see Prototype Fixes/Advancements section below), we conducted another user pilot with the improved version and got the following feedback:

1. User noticed that the logo ‘s white background made white text, even with a blue background shadow hard to read
2. When you click on the sign in button, it should take the user into a log in screen, not the welcome logged in screen
3. When you get to the page to confirm your home city, you can’t click the skip button such that the user has the option to not allow location services if they prefer more privacy
4. Another user noticed that he couldn’t access his saved articles that were starred
5. For the city/location section, the text should go away once the user clicks into the text box, so that they can input his city name into the text box
6. Should not be more than once instance of Beijing, China
7. User cannot select the city from the list of city location options
8. Selecting a location - Issue: When creating an account, the user is supposed to select a location. They couldn’t skip this part and when they went to click a location, the app wouldn’t respond.
9. Tribes: Issue: Users saw a tribe button in settings and were confused on the purpose of this.
10. Videos - Issue: Most news app has videos, but The Real Scoop only has articles

The second version of the prototype is much improved from the earlier version, but there are some fixes that have been rated as Importance=M (must fix now) and will be included in the Prototype Fixes/Advancements section below. Other’s will be noted in future fixes given time and budget constraints.

## Prototype Fixes/Advancements Since Earliest Version

After the user feedback, and overall agreement from the team, we included the following improvements to the application prototype;

1. Taking and standardizing logos and logo/text colors to better convey a more serious and complete look to the application was implemented; finalized the main colors as blue and pink, and made sure they consistently applied throughout the app.
2. The Sign-up/Log-In pages were improved upon such that there is a login button on the start page alongside a sign-up button.
3. Additional functionality in clicking through to get the next logical screen was implemented.
4. The location feature has been edited and fixed to reduce user confusion; also got rid of the hotels feature for the same reason.
5. Included previews of articles along with previous of what would happen if an article was clicked on (full article opens up in phone), and also included a video play/download feature.
6. The clickthrough capability has been adjusted for a smoother, less clunky experience so that the user can maneuver around the app more fluidly.
7. Added an Author, Publisher feature that lets users read about the author of an article and see what publishing news site/editor publishes their work. Also lets the user read about the publisher and what news company they work for (i.e. New York Times)
8. Added a Linked Account feature for users who linked/want to link their social media accounts to the application.
9. Fixed the start screen such that when the user clicks on the Sign In button, they are taken to a text form log in screen rather than a Welcome screen.
10. Fixed the system glitch that returned four instances of the same location in the cities/location section.
11. Added a video preference so people can watch certain topics instead of reading them.
12. Removed the tribe button since it wasn’t necessary.
13. Decided to do away with the information icon/functionality given that the additional overhead did not support it and replaced it with a life function, and the star button was shifted to reflect articles a user wanted saved for future reading.

## Prototype Fixes for Future Consideration

1. Redesign the leader board screen so that the user can understand the use/reason for the leader board section.
2. Adjust the logo to either change the text to a dark blue or black color or strengthen in the opacity and sharpness of the background shadow effect.
3. Adjust the application so that there is a way to save articles that were given star ratings by users and that the user can get to those saved articles with minimum number of clicks.
4. Adjust the city/location section such that when a user clicks into the text fields, the text disappears, and the user can replace the text with their city and state.
5. Fix the issue where the user was unable to click the skip link if they’d rather not allow location tracking services at this time.
6. Adjust the city/location section such that the user can click and choose a city/state from the list of choices on the screen.
7. Planning to improve more functionality regarding the transition from one screen to the next logical screen and improving the ability for users to back out of a screen to the previous screen.
8. Fix the My Account section so that clicking on the arrow doesn’t take the user to the author’s page.

## A Few Screenshots