

FINAL PRESENTATION

“YOU FREE?”

Team Solo Malcolm Brown

INTRODUCTION

“You Free?”

The matchmaking app for bored students

DESIGN PROBLEM

Target Audience = Students with smartphones

Stakeholders = None really beyond audience, monetize it someday?

USER RESEARCH

2 Methods

Secondary Research

Survey

USER RESEARCH

Results

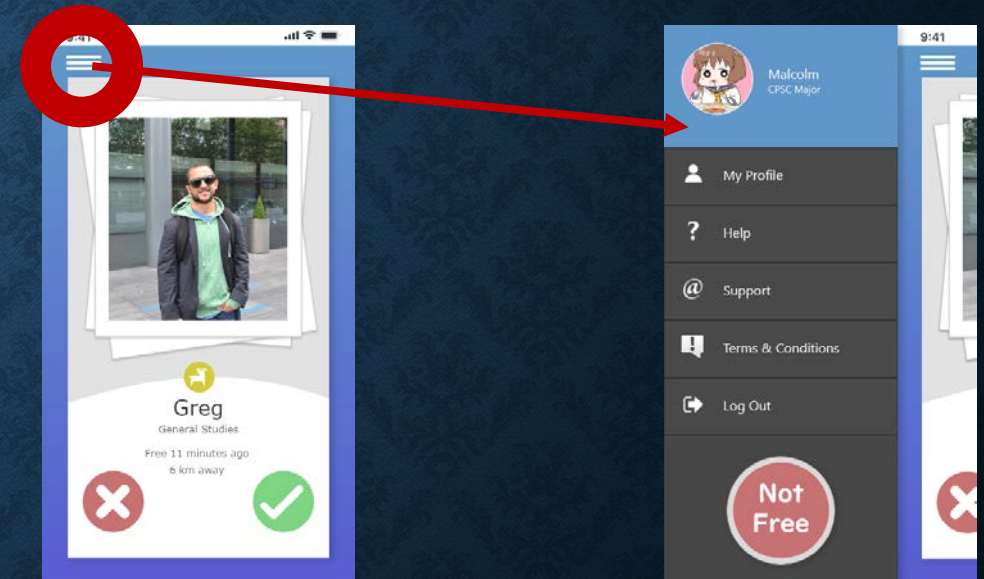
- People don't really look at photos past the first
- Meeting in person is better than the in-app messenger

DESIGN JUSTIFICATIONS

Sandwich Menu accessible from nearly all pages

Minimum of 3 choices per view

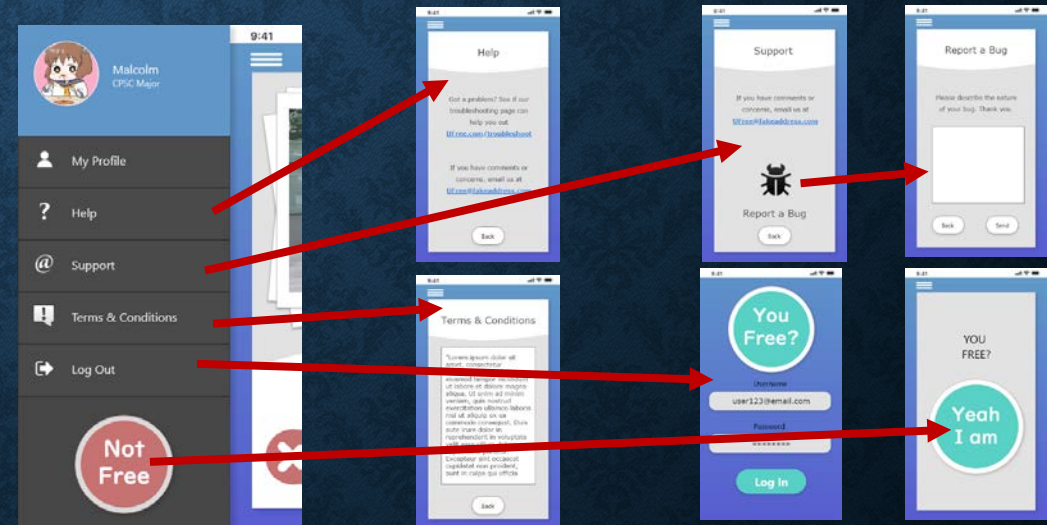
Right side = positive, Left side = negative



HEURISTIC TESTING

THE GOOD

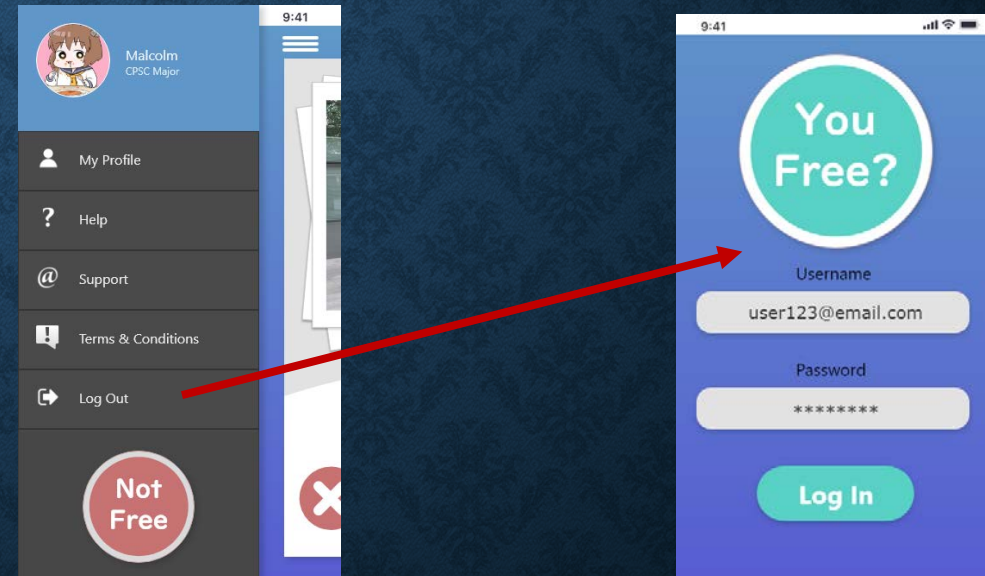
Minimalist Design
No Code Yet, So No Errors
No Load Times
Explicit Help Menus



HEURISTIC TESTING

THE BAD

No Error Recovery
No Safety Nets for Errors
(Accidental log out)



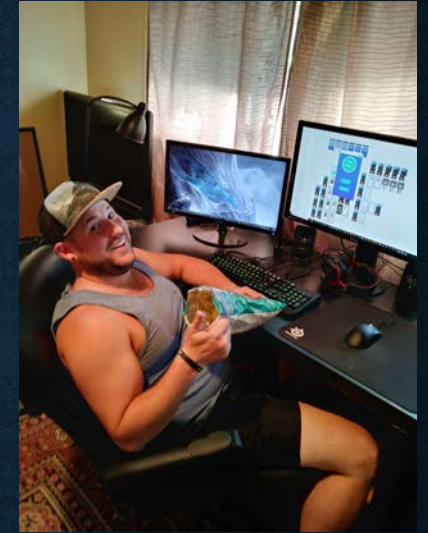
TEST USER VALIDITY

Target Audience = University Students

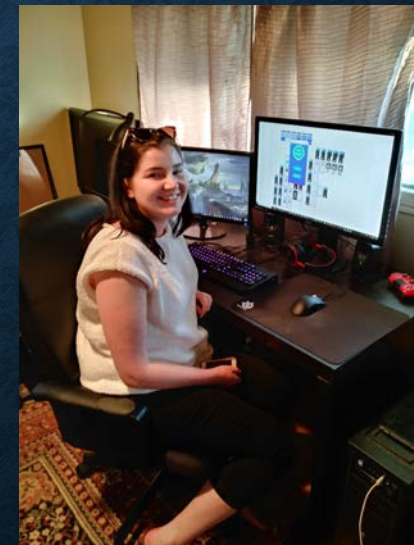
Where to find 5+ University Students?

TEST USER VALIDITY

Roommates!



Potential Bias?



USABILITY TECHNIQUES

Primarily “Think Aloud” Method

Ask each to perform 3 tasks

- Time each task until complete
- Test User explains their thoughts and reasoning
- Brought them all back the next day to try it again (to test memorability)

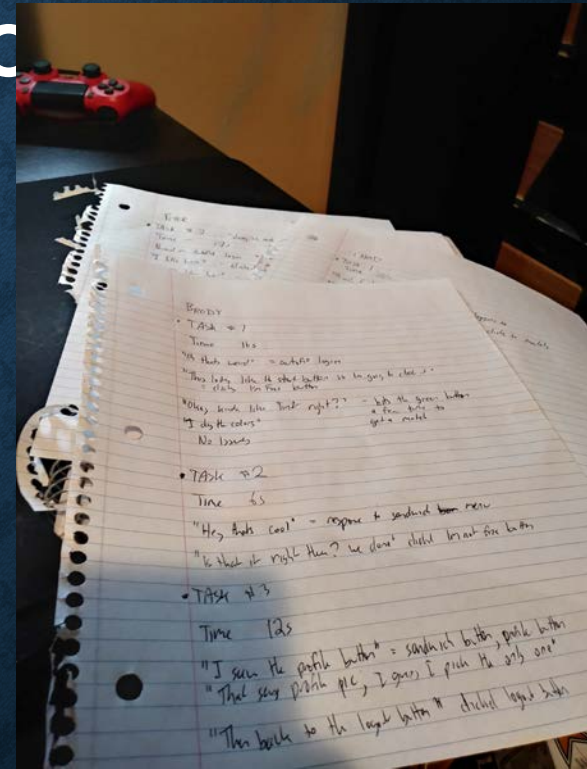
THREE TASKS

1. Log in and match with someone
2. Tell the app to stop searching, you're out of spare time
3. Change your profile photo, then log out

THREE TASKS

As they completed tasks, I wrote

- Time for each task
- Did they pause to think at any point?
- Comments/Ideas
- Signs of satisfaction/dissatisfaction



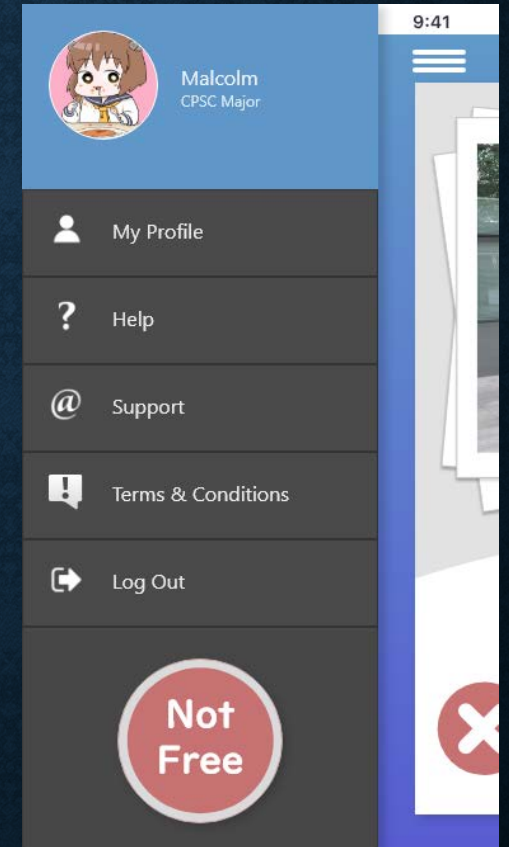
RESULTS

Learnability/Discoverability

- Nearly every task completed on the first try – error free

Efficiency

- As soon as they saw contents of sandwich menu, no issues



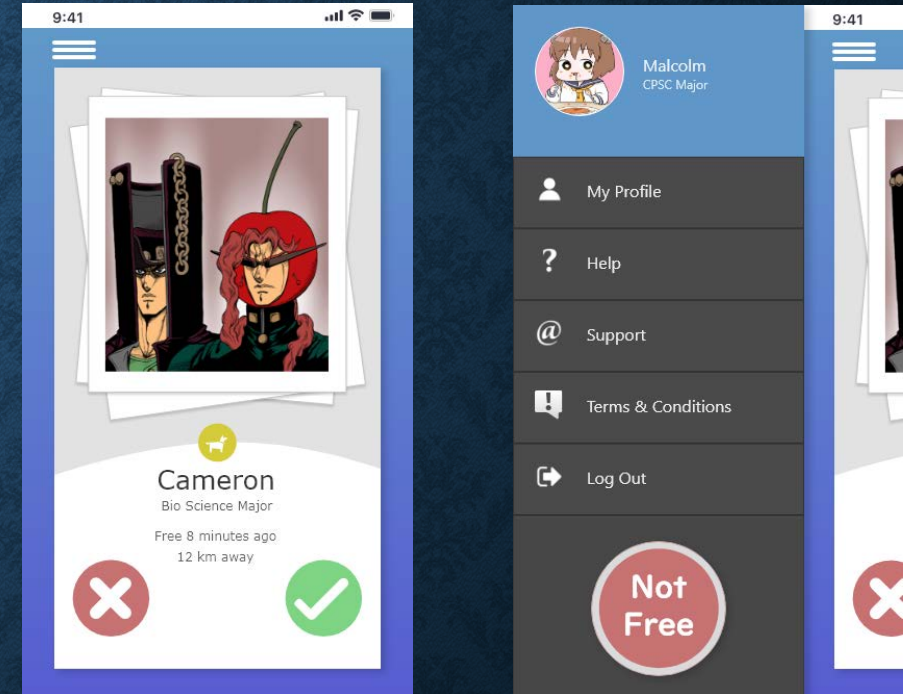
RESULTS

Memorability

- Zero errors the second time around

Errors

- Only one user error – Slip

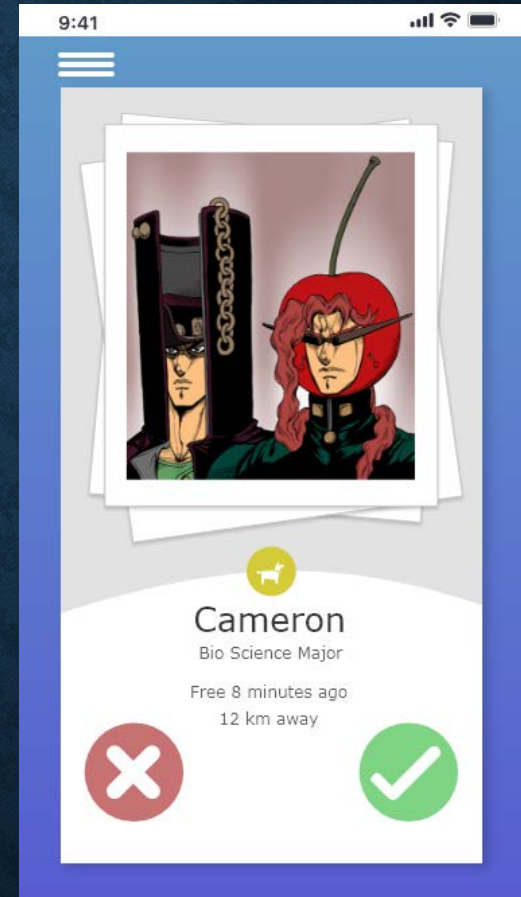


The Profile Icon occupies the same space as the sandwich menu icon, when open can lead to accidental clicks and take you to the profile photo change and lose your place

RESULTS

Satisfaction

- Liked the colour contrast with the greys
- Sandwich menu felt snappy to use
- Design Familiarity -- “It’s kinda like Tindr”



OTHER DISCOVERIES

- Log-In Screen and a Log-In Button, but no Create Account option?
- Keyboard Autofill felt weird – Adobe XD limitation
- Two Users match, where do they meet? Who moves?
- Profile Photo changing should “last”
- Profile Icon in sandwich menu could cause Slips

HI-FI PROTOTYPE CHANGES

- Add an Account Creation system
- Add “Move” options in sandwich menu
- Changing Profile Photos persist in an instance
- Remove button functionality from Profile Icon

FUTURE ITERATIONS

- Outgrown Adobe XD, switch to something that can import previous prototype
- Add functional textboxes and proper keyboard interfacing
- Add a basic database to store login credentials, at least for the instance
- Allow the prototype to import outside photos to use for profile pic

CONCLUSION

Unique but rewarding challenge to work on a project solo,
balancing smaller scope with inclusion of many different
design approaches!

Thank You!