



# AskSimple

- Asking made simple -

# Team members



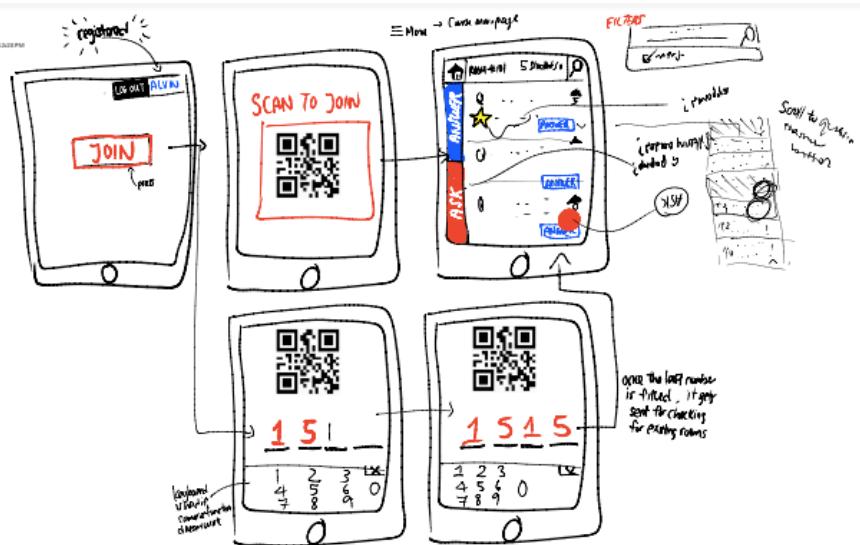
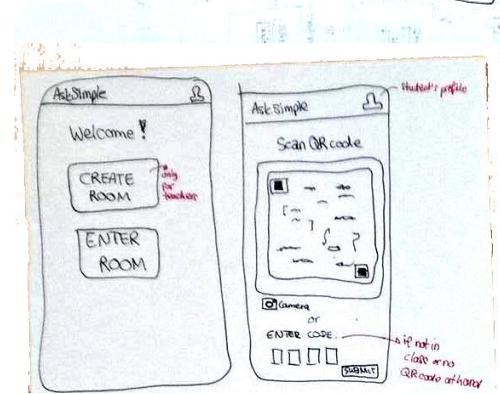
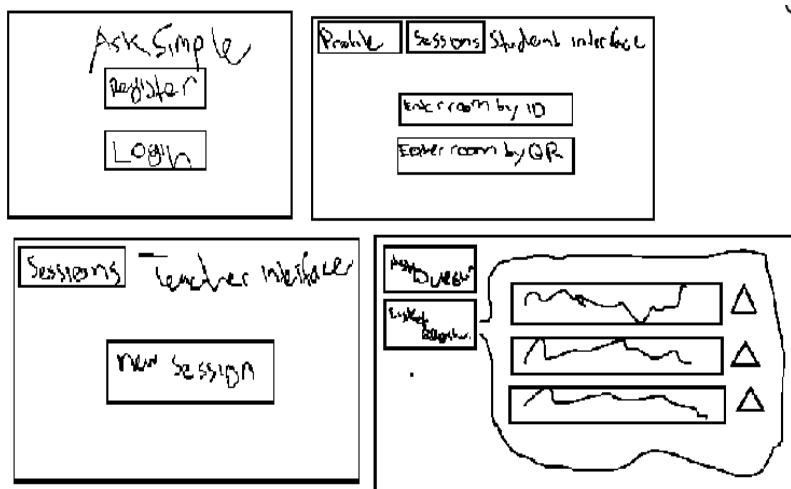
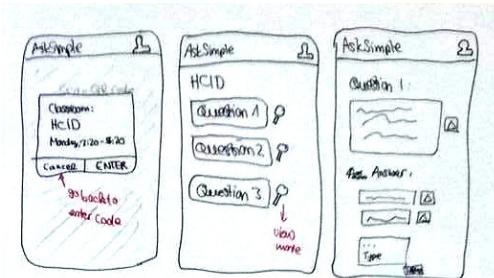
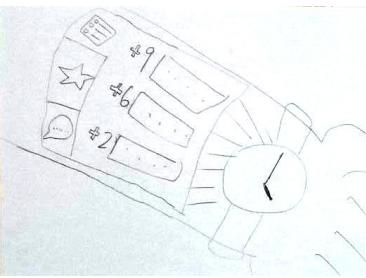
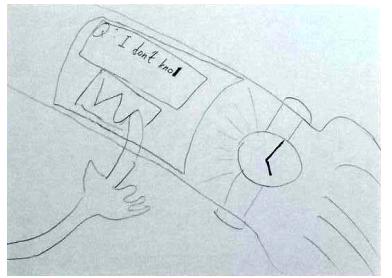
## Value Proposition

**AskSimple**

"Asking made simple"

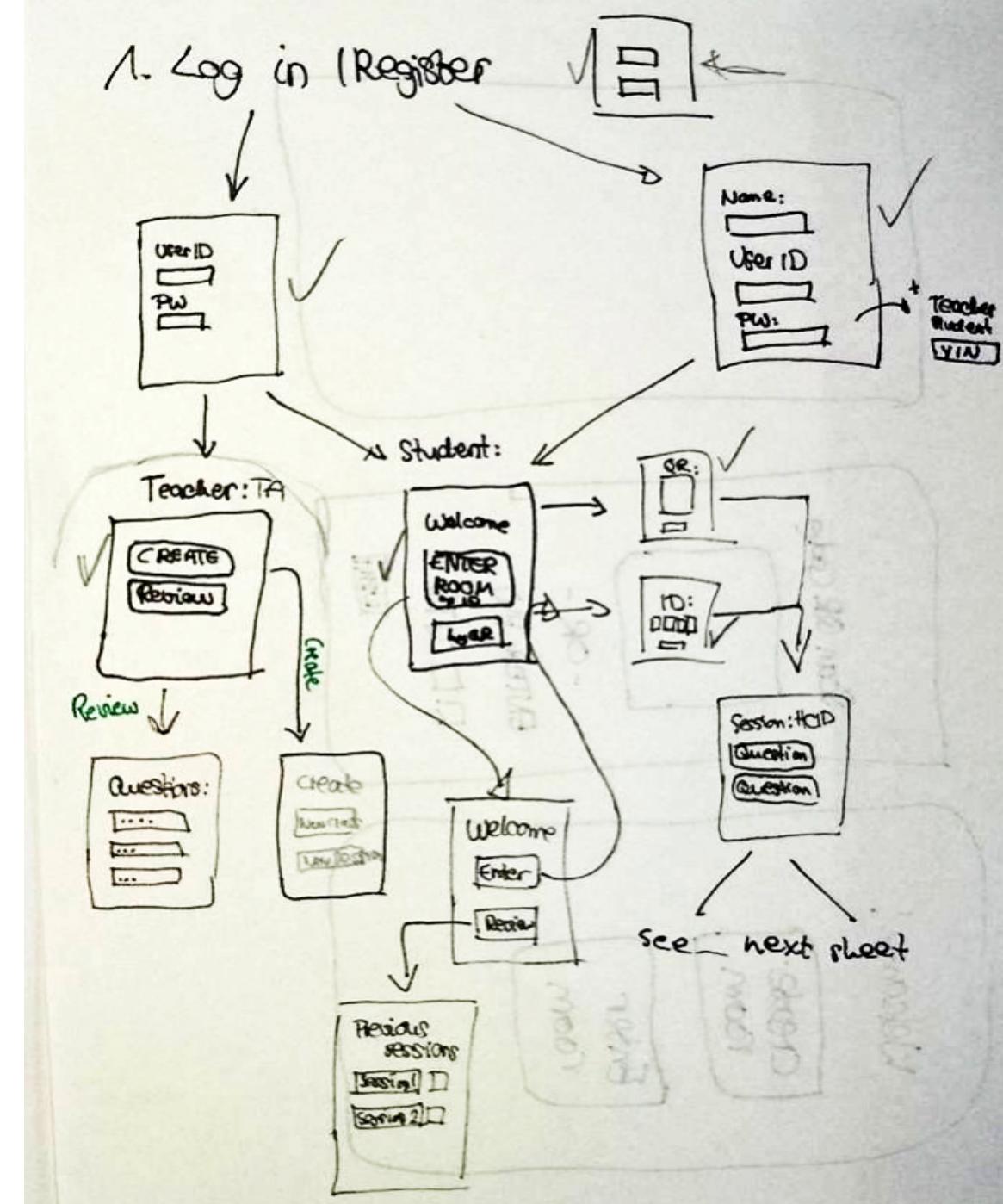


# Prototype Sketches



# Selected Interface

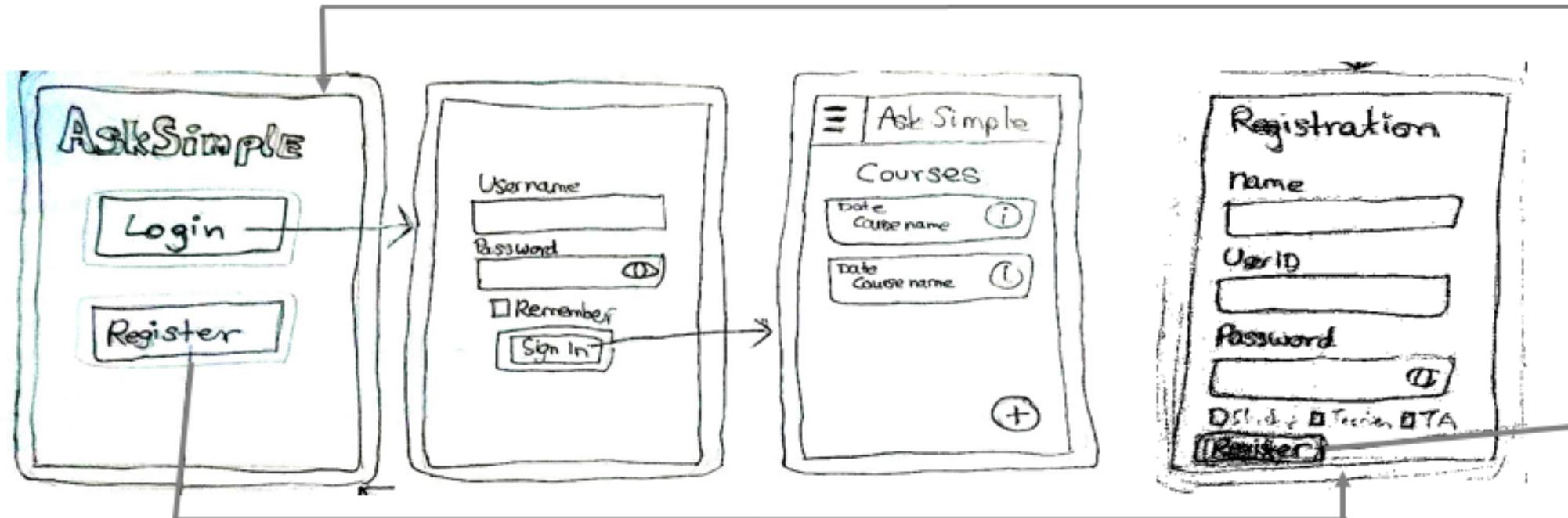
- Mobile Application
  - Most used device
  - Most familiar to the team
  - More simple interface design



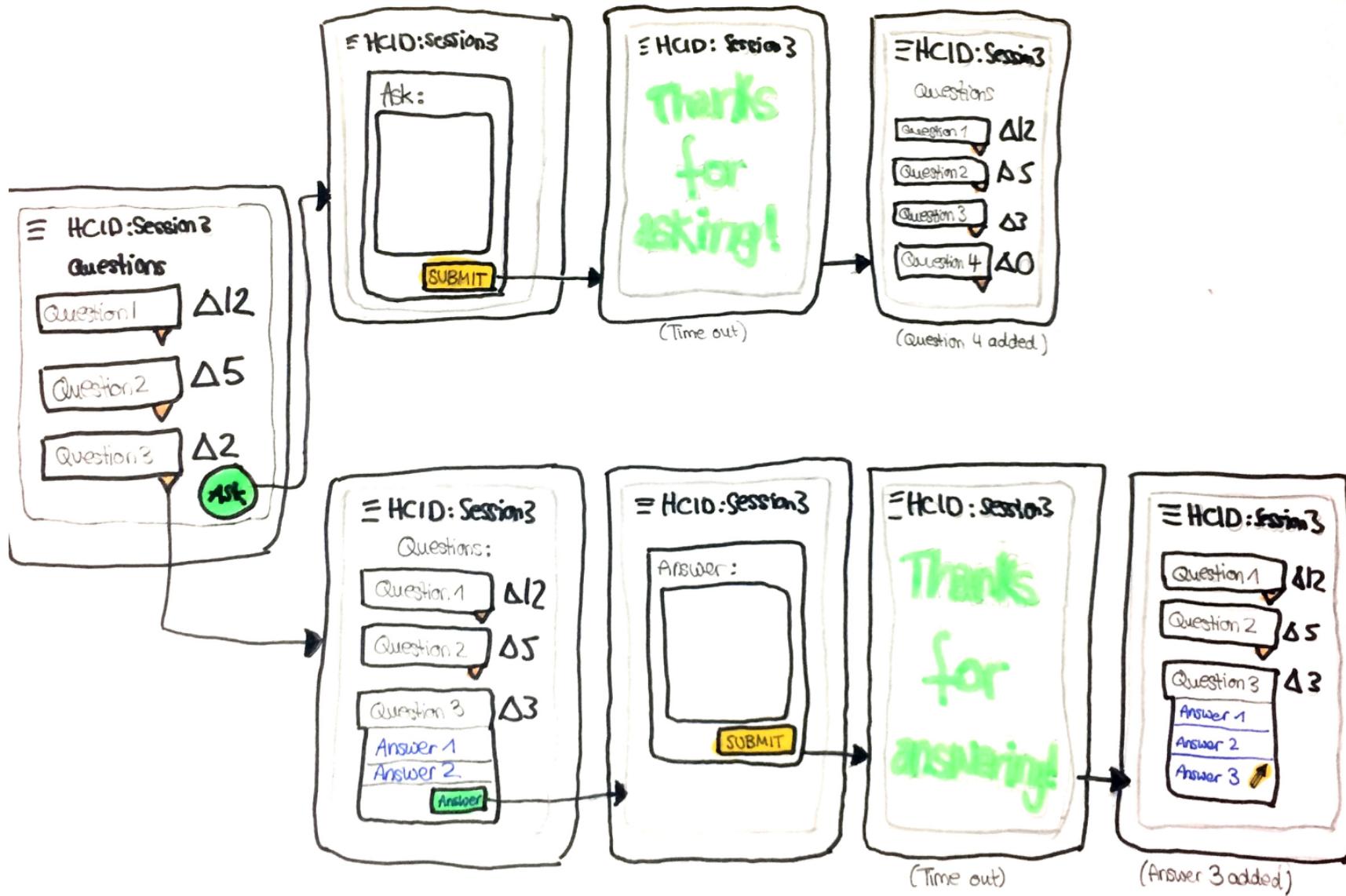
# Low-Fi Prototype



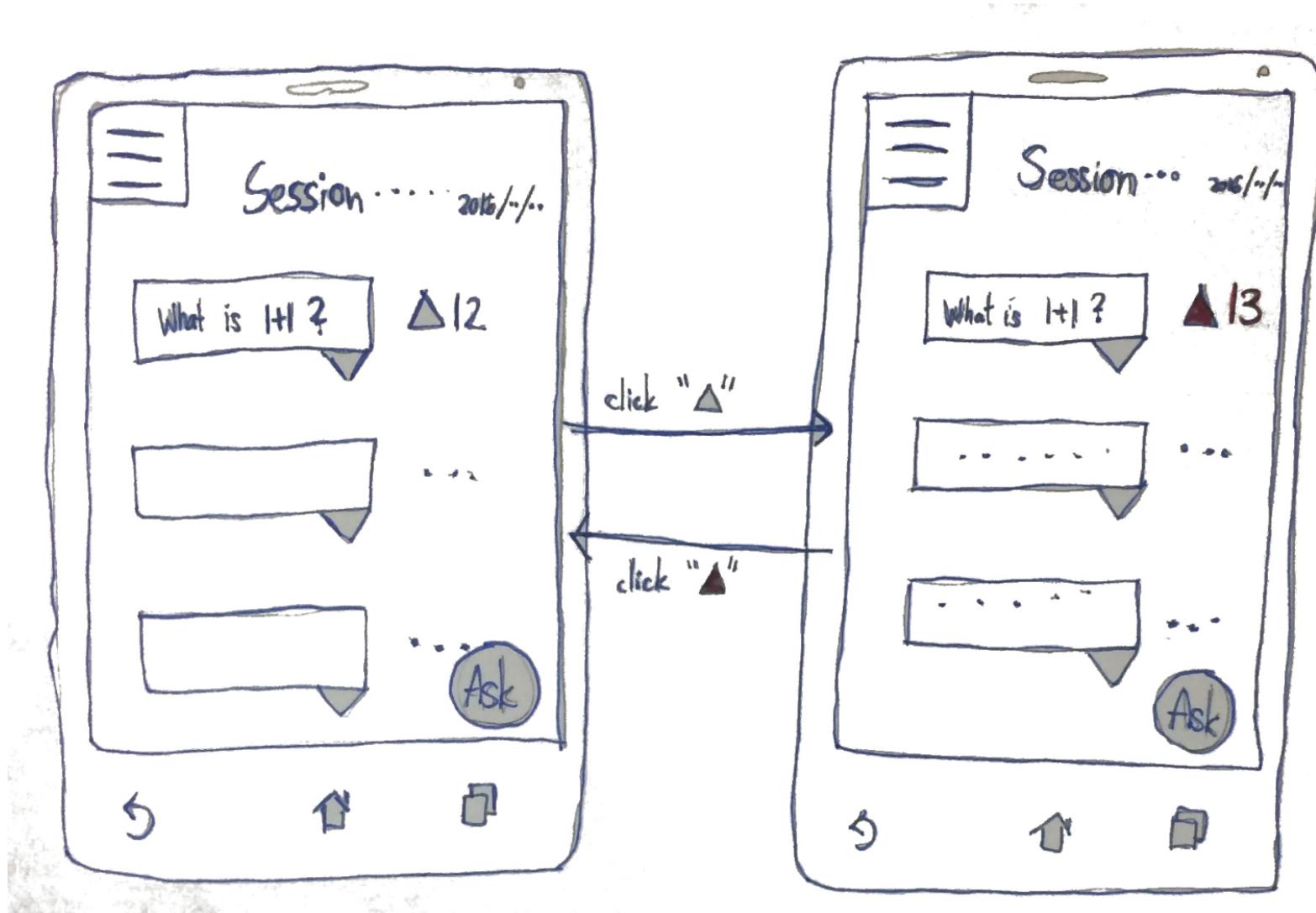
# Task #1: Registration (Complex)



## Task #2: Asking/Answering (Moderate)

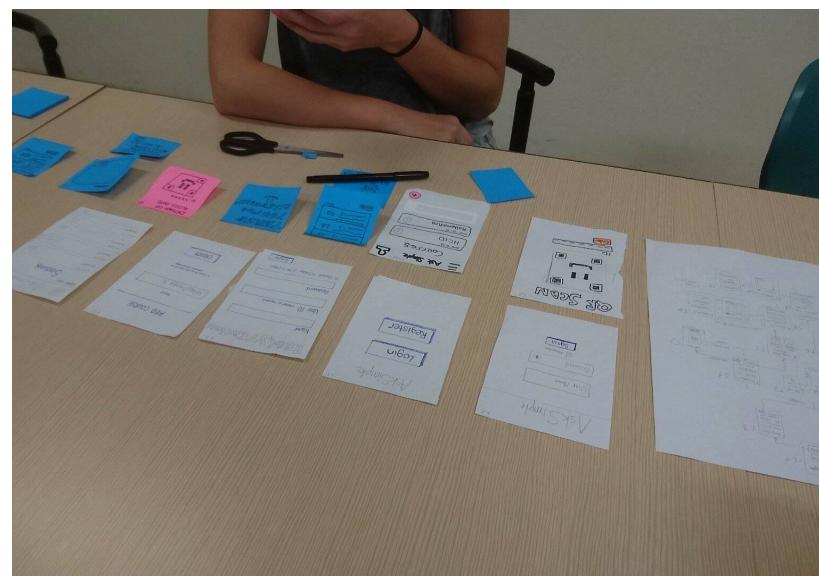
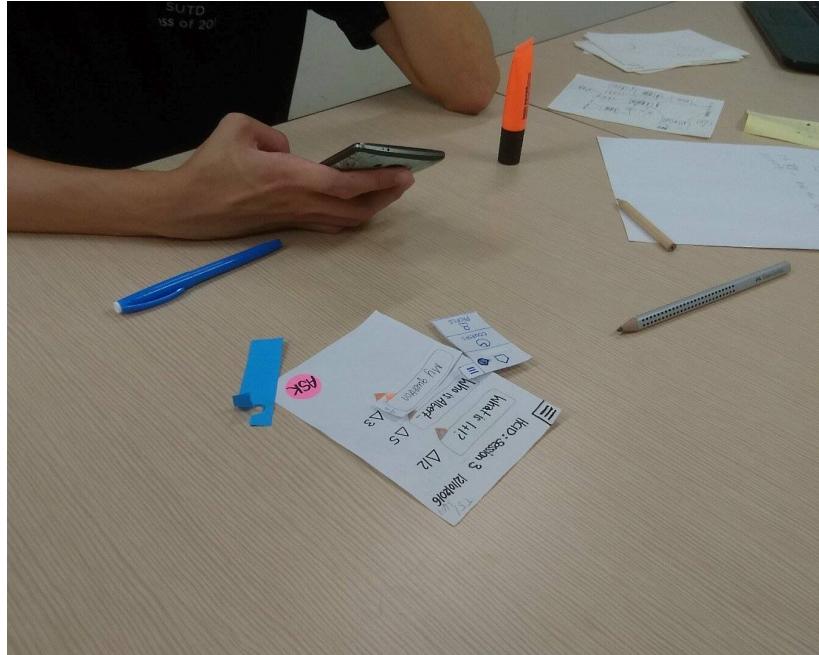


# Task #3: Upvoting (Simple)



# Testing Method

- Introducer (Lukas)
- Computer (Zhenyang)
- Guide (Nicole)
- Observers (Mike, Peng-Hsuan)



# Test Results

- **Quantitative:**
  - Participants went through scenarios within 3 minutes
- **Qualitative:**
  - Missing functionality
  - Clarity issues
  - Some processes too complex



# Suggested UI Changes



- Make upvote button more obvious
- QR code and session ID on one screen to confusing
- Approved answer was confused as a button
- Extra confirm password
- Make close pop-up button more obvious, closing the pop-up often not found by test participant
- Sorting options



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Thank you  
for your  
attention!