

## Project 5, Prototype (2nd Iteration)

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### Prioritized list from 18 October 2011 Usability Test:

#### Prioritized Modifications:

##### Map

- Map should be changed from a “slider” to an icon or mini-map that enlarges upon clicking it. Also, a legend to indicate what the blue and red colors mean (coupon or no coupon) is necessary. Adding a filter option to the map is another positive alternative. For instance, the map sorts on the side (like any google map does) all the stores that use our coupon. Or it sorts all the stores in the area, but you can filter only those that use the coupon.

##### Search Bar

- The search bar’s magnifying glass makes it ambiguous that ingredients are being “added” to a list, changing this to a “+” would be helpful. If the “+” can appear AFTER the first ingredient is searched (so the first ingredient displays a magnifying glass for search, and all subsequent ingredients would show a “+” for add) it would be more intuitive for users.

##### Visuals

- Adding more visuals to the app overall. Users suggested adding pictures for recipes and the map (already discussed). Displaying the recipe items in bold text on individual recipe pages would also be helpful. A star might be more indicative of a favorites list over a heart icon.

##### Auto-Update

- A couple users were a bit confused about the list itself. Though many of the “automatically updating list as you search” issues would be solved through use of an actual app over a low-fidelity prototype, a common misconception was sort order.

## Usability Test Notes

### Test Subject A

#### Choosing a recipe:

Test Subject A would like a way to filter by types of recipes, such as snacks, lunches, dinners, etc. Test subject is also unsure who rates the difficulty of the recipes.

#### Cost Estimate:

Test Subject A’s suggestion for adding ingredients: It is not clear when a new ingredient has been added; a visual cue that “tomatoes” had been added to the “turkey” request would be useful. Using a + sign instead of a magnifying glass might be a stronger cue. The test subject only understood that tomatoes had been added when he saw the “turkey and tomato stew”

recipe populate.

Regarding cost estimate, Test Subject A would also like to see the total cost of the recipe change as he selects items that he already has. So, the \$10 would go to \$8 as he selects the tomatoes that he already has, without needing him to refresh or recalculate.

#### **Locating a store:**

Test Subject A sees the red pin point, but isn't sure where he is on the map. Also, he isn't clear if the red pin point is the cheapest, nearest, or the store that has paid for a subscription/premium to Foobie.

#### **Test Subject B**

##### **Choosing a recipe:**

Test Subject B was able to easily understand how the search bar functioned (touch the search bar to type).

##### **Locating a store:**

Test Subject B wasn't sure what the red heart meant. Implications on design could be to label the red heart.

Test Subject suggested putting a map icon on the draggable window. This would help the users better understand what they will be viewing.

#### **Overall**

Test Subject B wished there was a way to sort recipes by criteria as well as enter his own recipes. Possible suggestions for future enhancements or freemium functionality.

#### **Test Subject C**

##### **Choosing a recipe:**

The subject accomplished the task with ease - no hesitation or difficulty. Test subject found the task to be straightforward.

##### **Cost estimate**

The subject experienced some difficulty in noticing that the list populated immediately, and that the list filtered with the addition of ingredients. However, the subject stated that this was due to the low-fidelity prototype. The subject thought that the order of the recipes made sense.

##### **Locating a store**

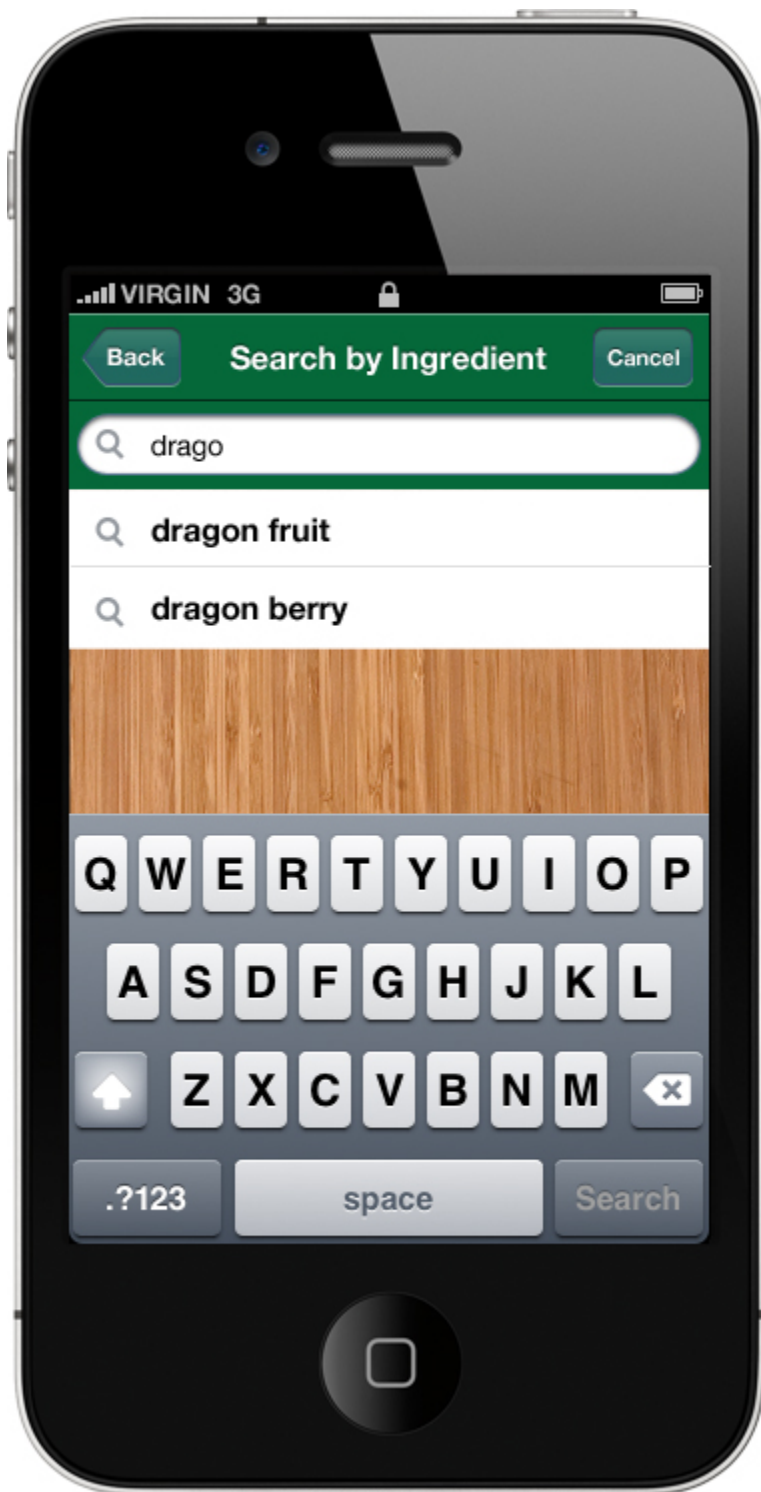
The subject enjoyed the dragging side-bar to open the map, and described this as "intuitive," but suggested that there be a small map icon that users could enlarge. The subject would use this map to find stores with coupons.

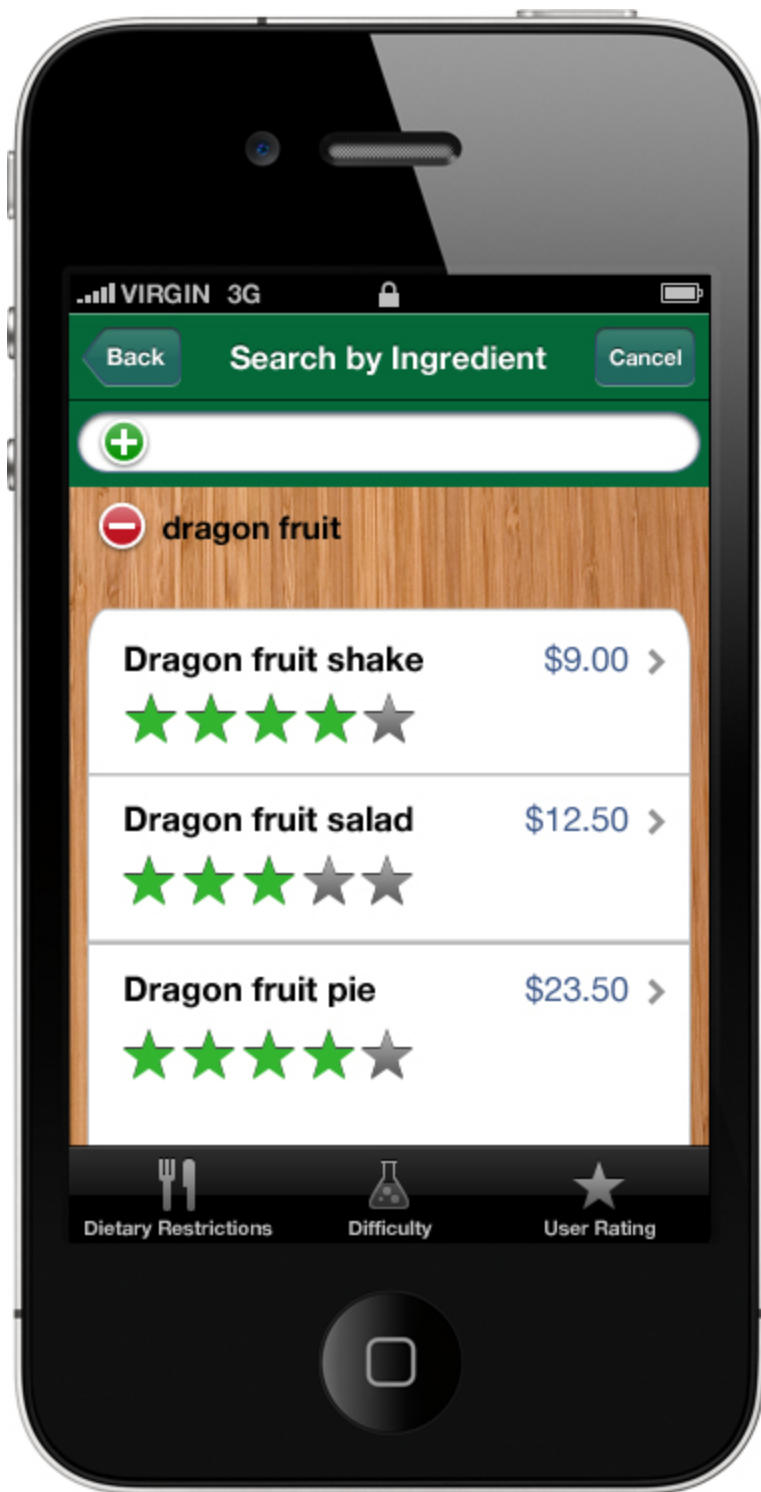
#### **Overall**

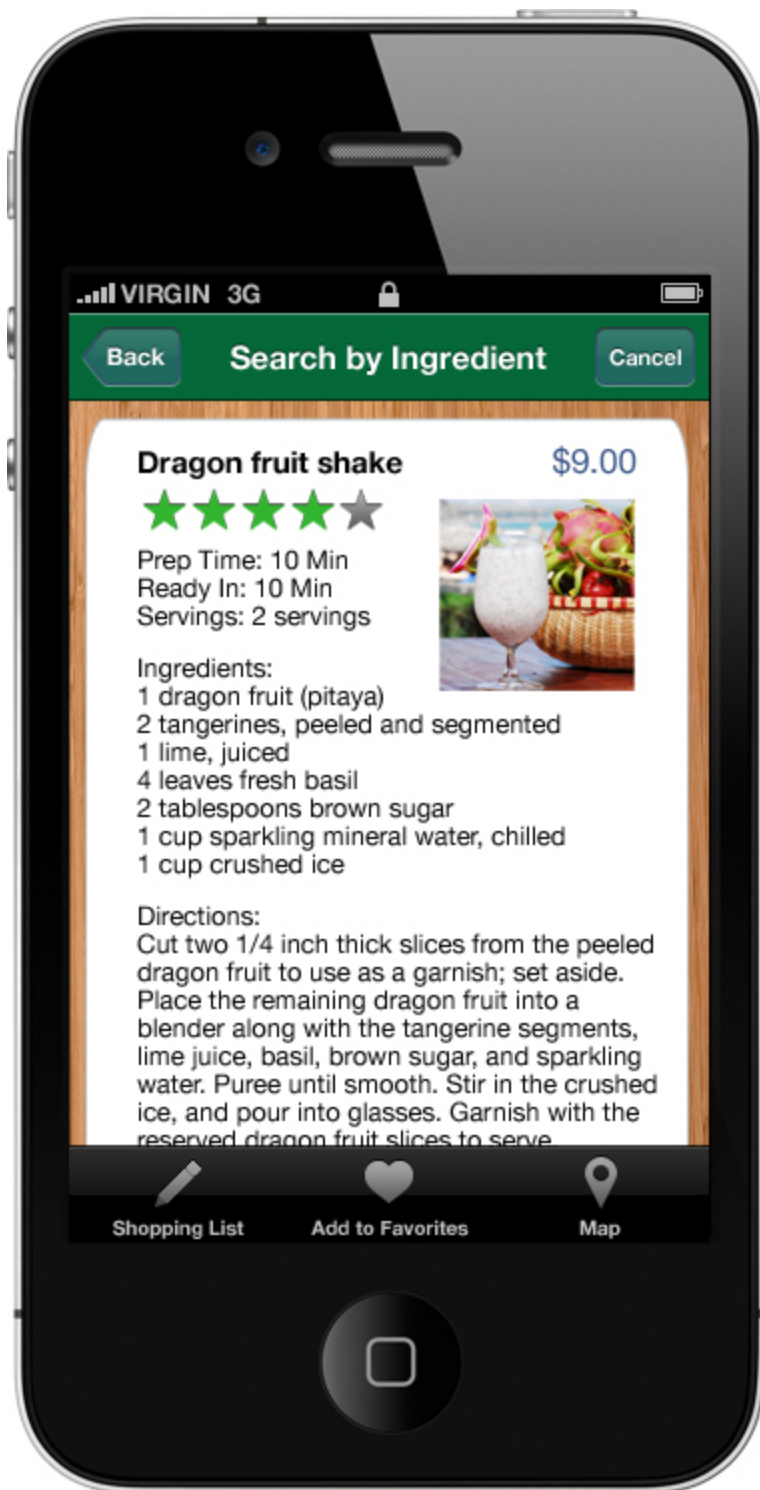
The subject described the overall experience as "fun". The subject said that they would download this app. S/he suggested adding the map icon, as indicated in the third task, and adding pictures of food. The first task was the easiest task for the subject. Though the subject enjoyed the dragging map, s/he suggested that this might be difficult and not obvious for some users.

**Prototype II**  
**Choosing a recipe**





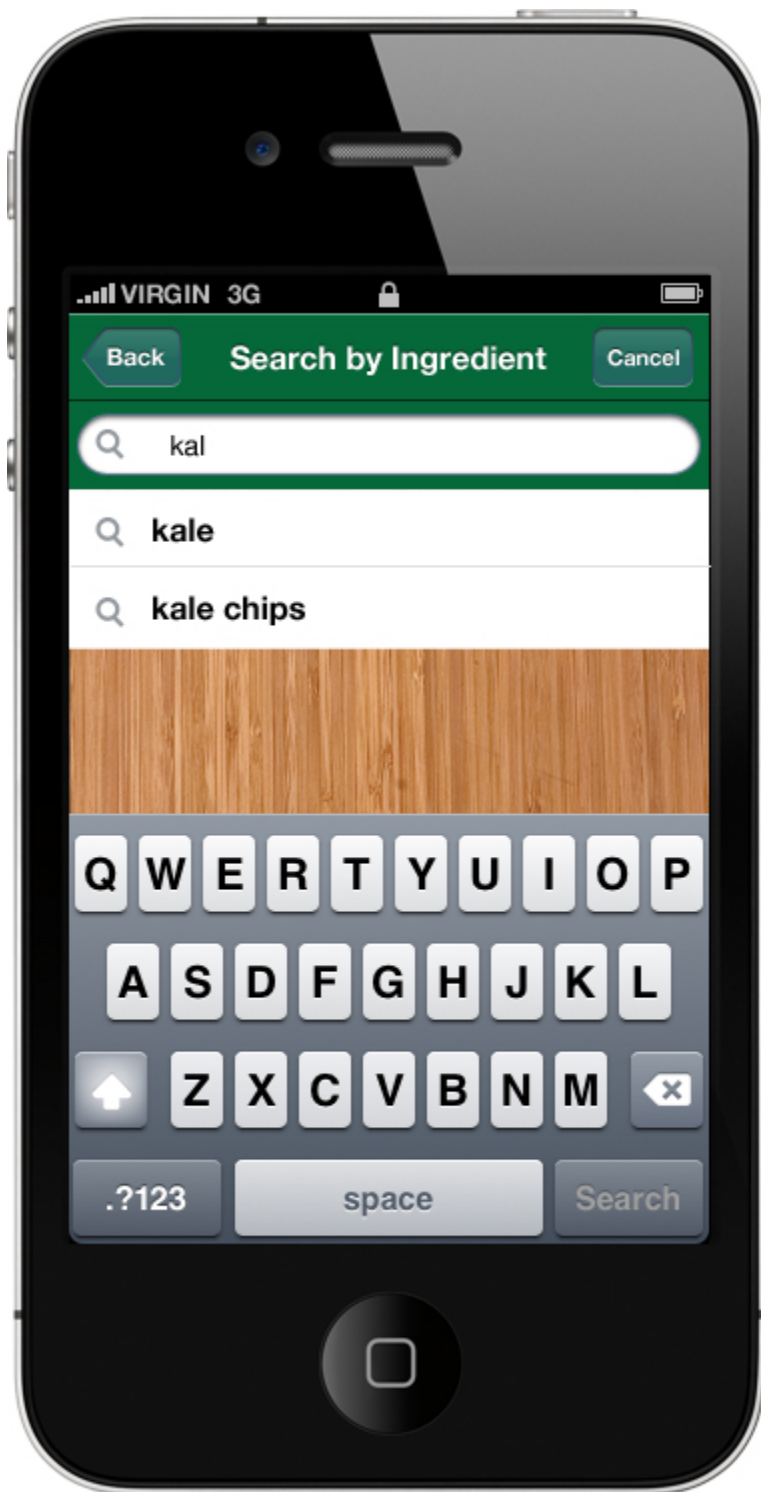


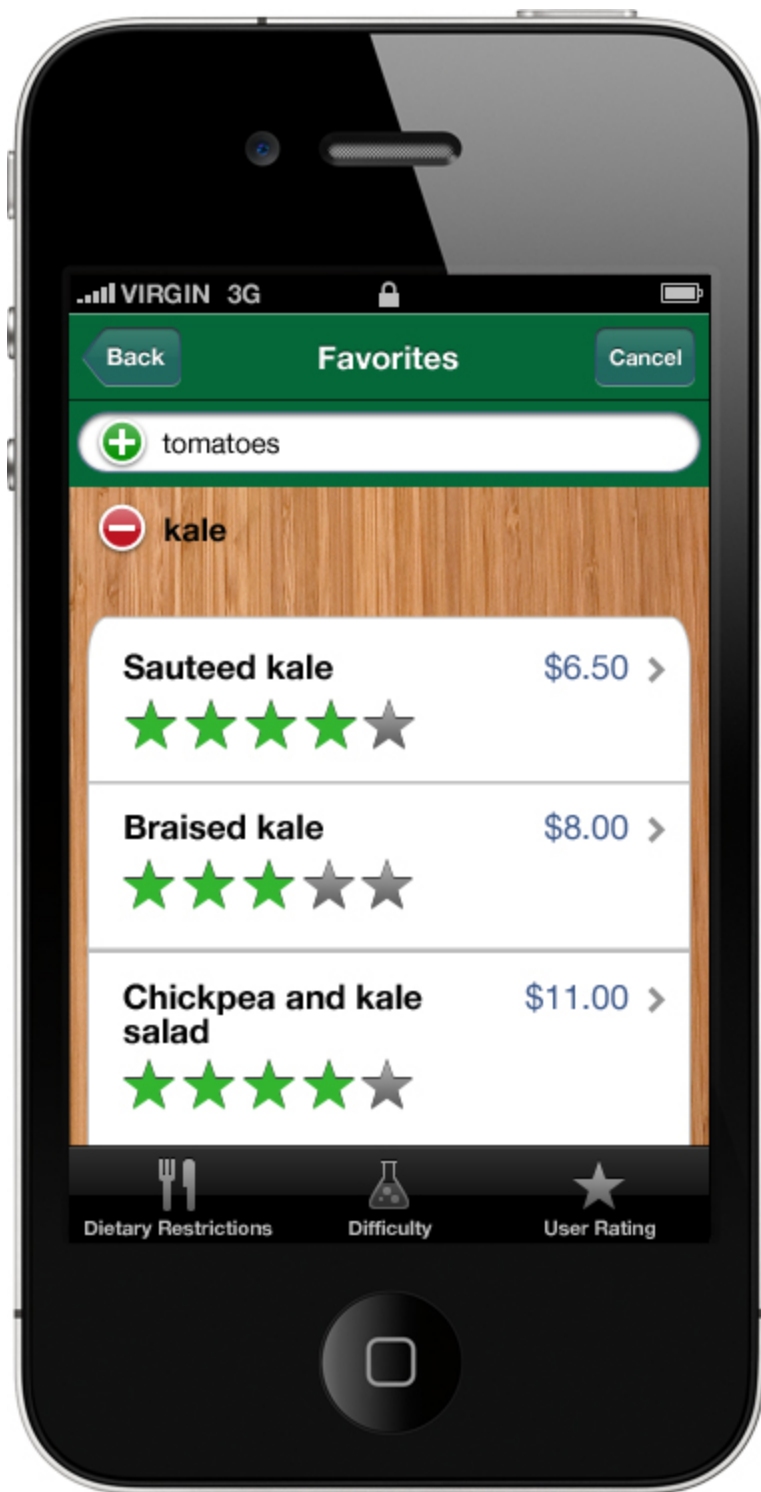


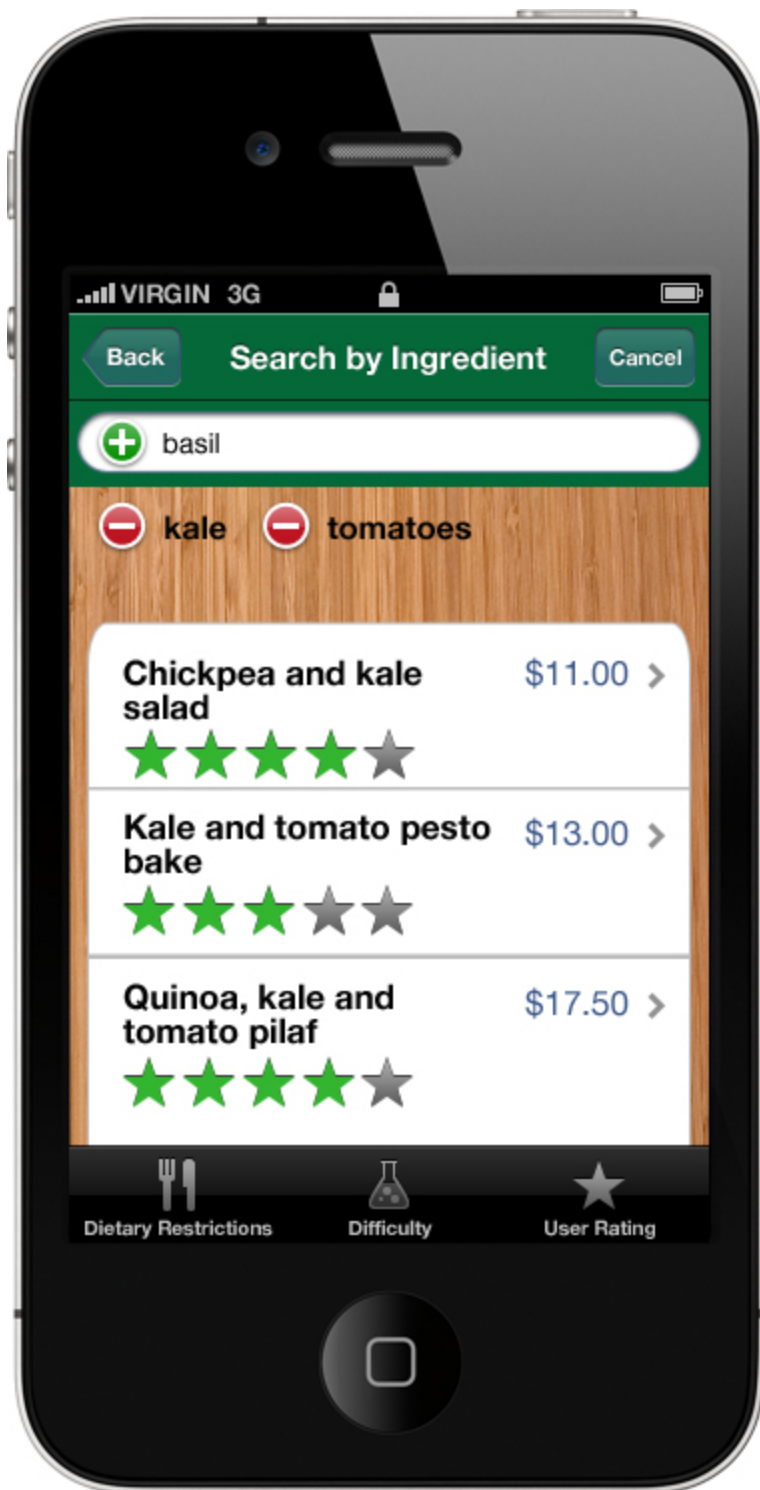
Cost estimate

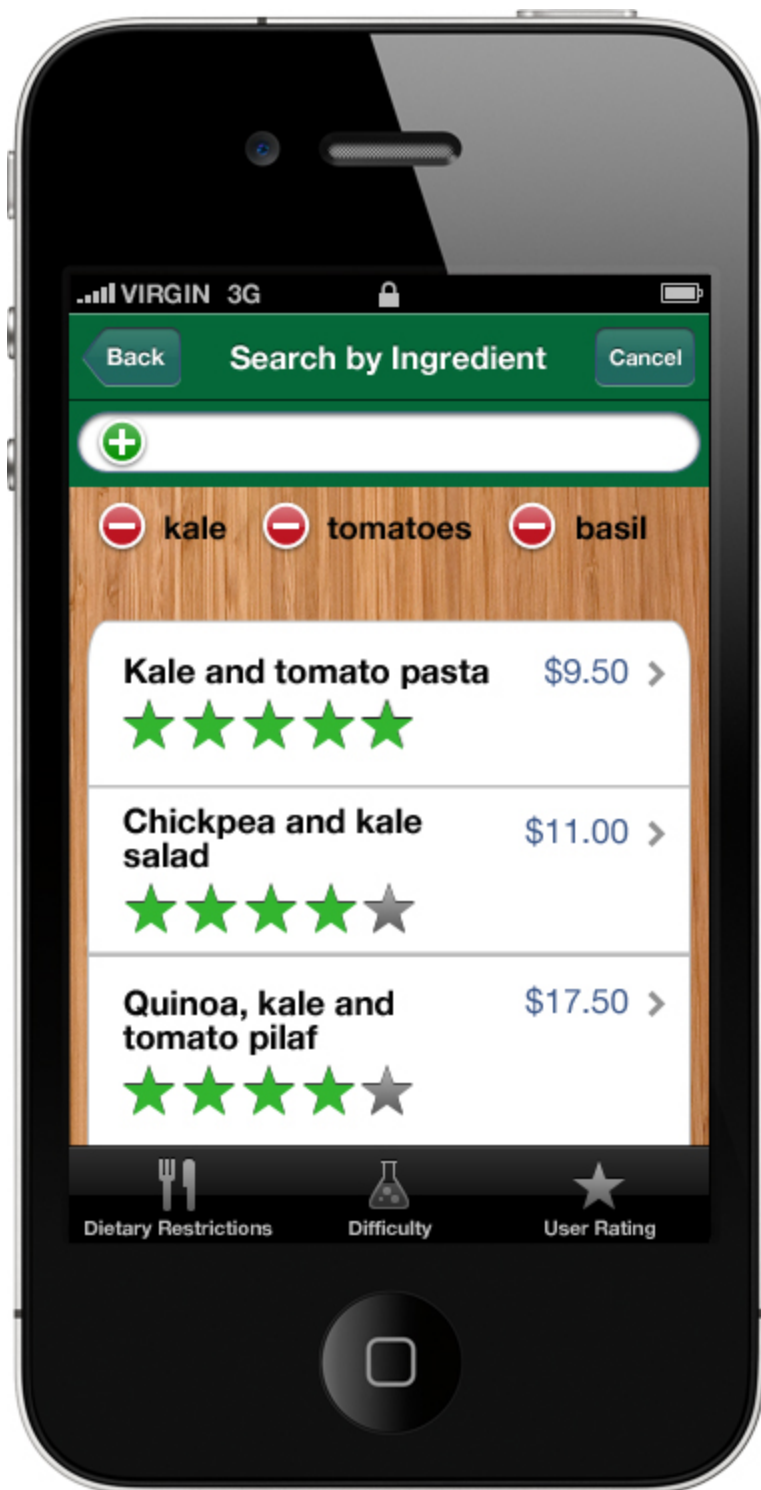


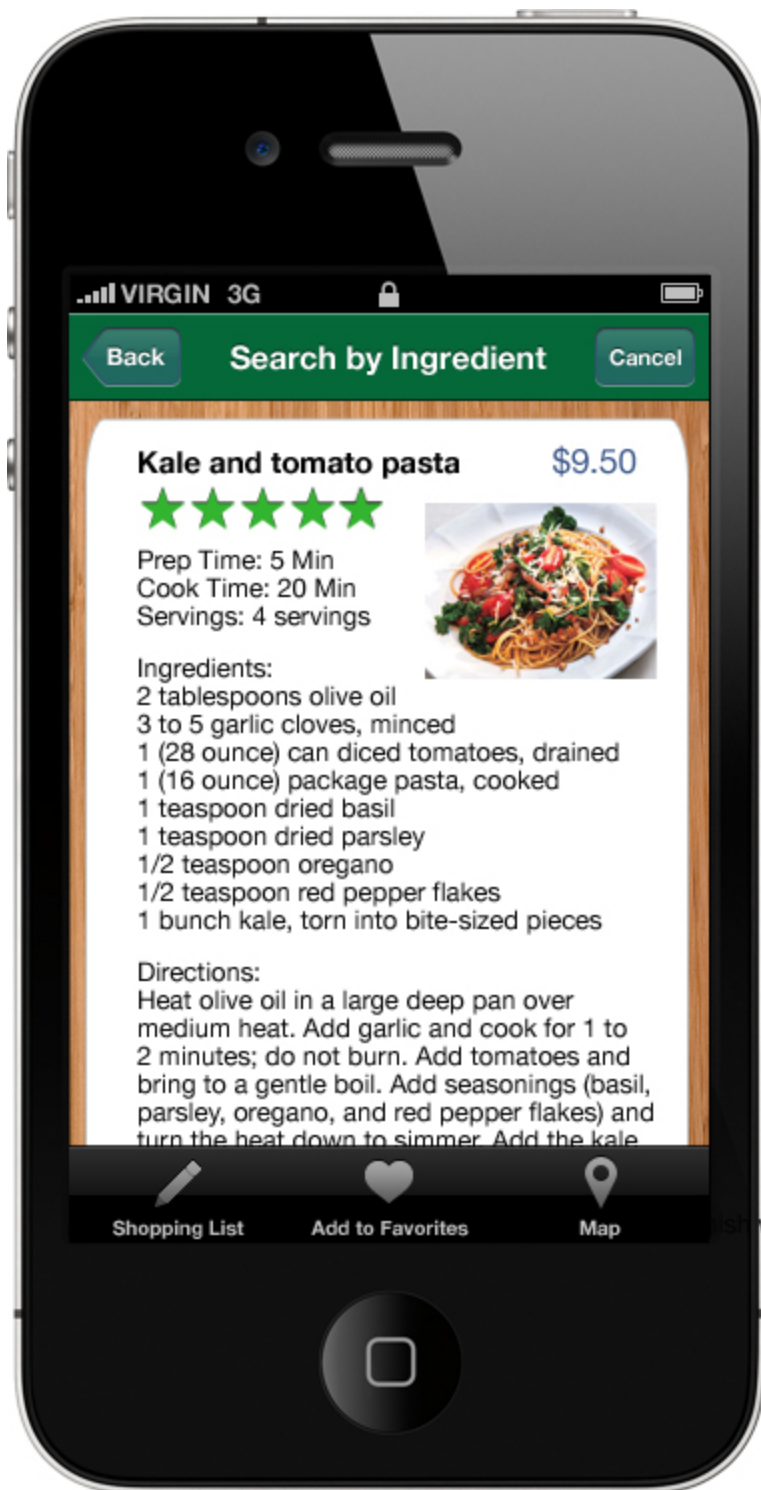






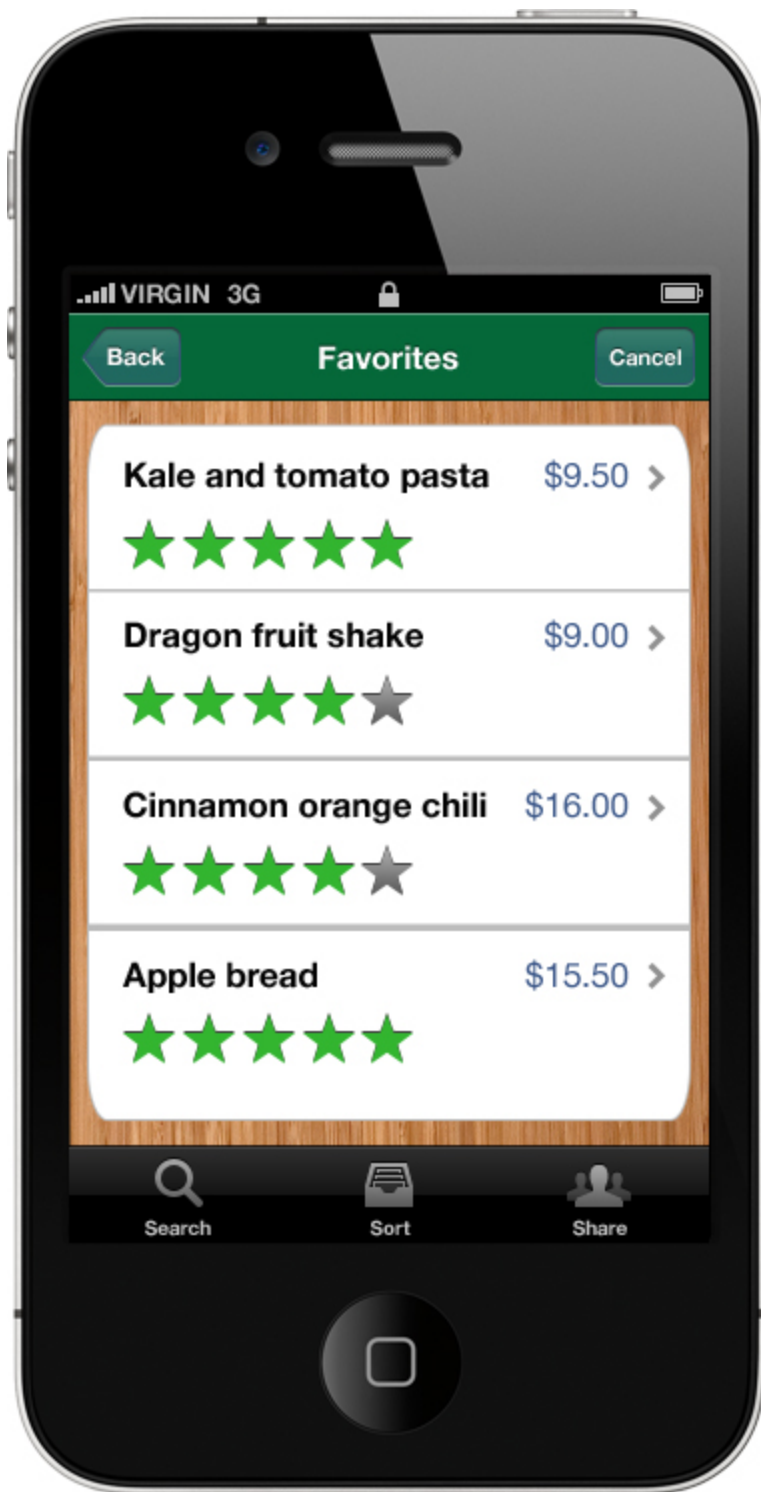






Store Locator





VIRGIN 3G



Back

Search by Ingredient

Cancel

### Kale and tomato pasta

\$9.50



Prep Time: 5 Min  
Cook Time: 20 Min  
Servings: 4 servings



#### Ingredients:

2 tablespoons olive oil  
3 to 5 garlic cloves, minced  
1 (28 ounce) can diced tomatoes, drained  
1 (16 ounce) package pasta, cooked  
1 teaspoon dried basil  
1 teaspoon dried parsley  
1/2 teaspoon oregano  
1/2 teaspoon red pepper flakes  
1 bunch kale, torn into bite-sized pieces

#### Directions:

Heat olive oil in a large deep pan over medium heat. Add garlic and cook for 1 to 2 minutes; do not burn. Add tomatoes and bring to a gentle boil. Add seasonings (basil, parsley, oregano, and red pepper flakes) and turn the heat down to simmer. Add the kale



Shopping List

Remove from Favorites

Map



