

Med-Fi Prototype

Title PicBuy

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Problem and Solution Overview

PicBuy leads a new shopping process. We ease the searching process using images, find best deals for customers and build a channel to receive opinions from friends.

Tasks

Task 1: Image searching (medium)

When a customer comes across an item, he can take a photo in our app. PicBuy will return the results matching the photo. The customer can select the searching criteria (e.g.: to find best deal, to find other items that can match up with this item, to find the nearest store that sell the item, etc.) There are links to detailed pages for customers to further compare and purchase.

Task 2: Find the best deal/ best match/ same style (complex)

When a customer finds an item online or in store, he may want to see which store or website provides better deals. He can take a photo and the results are sorted by best deals by default. Customers can sort the results by their preferred options.

Task 3: Asking for comments and advices from friends (simple)

Users can connect with their friends on the application and also follow people with similar tastes. On the Explore page, users can check the posts from their friends. When a customer needs advices regarding either choosing the items or matching up the items, he can add a post to the forum. His friends will be able to comment on it and give advices.

Revised Interface Design

a. Changes

● Modified the workflow for task 3:

Now there is a screen showing all the posts by the user (*Screenshot¹ 11*). From the *Discover* page (*Screenshot 7*), the user can go to that posts page and notifications of unread messages are also displayed. The user can click on one post and view the comments or messages associated with it. After submitting a new post, the user will be directed to the posts page instead of the detailed page of the post he just created (it is unlikely that the user receive comments right after he adds a post.)

● Replaced the “cart” with the “like” function:

It has been complained in the heuristic evaluation that the “cart” icon appears on the *Detailed* page (*Screenshot 11*) of an item was misleading as users did not buy items on

¹ The screenshots refer to the corresponding images included in the last section of this report.

our platform directly. We replace it with a “like” button - the user may save an item for future reference.

- Add Post button on the detail page:

We realized that the user might like to post and ask for friends’ opinions after viewing the detail page of the clothes, so we added another post button on the detail page (*Screenshot 4*).

- Resolved incoherence of page titles:

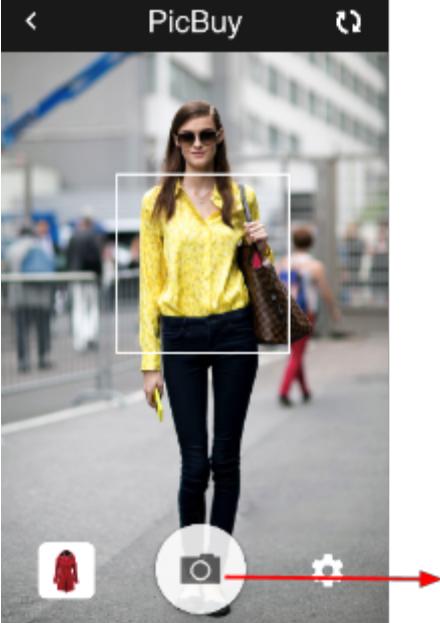
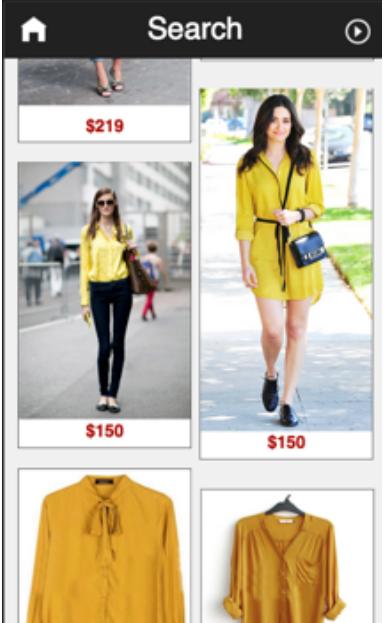
Previously some pages have their own titles reflecting their functionality but some just have the application name as title. Now we give each page its own name so that users will be more clear about the system status.

- Added error prevention:

We add a confirmation dialogue after the user clicks on the “buy” button on the *Detailed* page preventing the users from mistakenly linking to the shopping website (*Screenshot 5*).

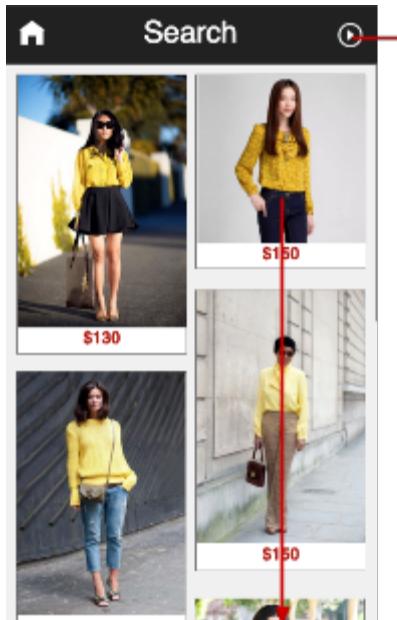
b. Scenarios for 3 tasks:

- Task 1. Image searching

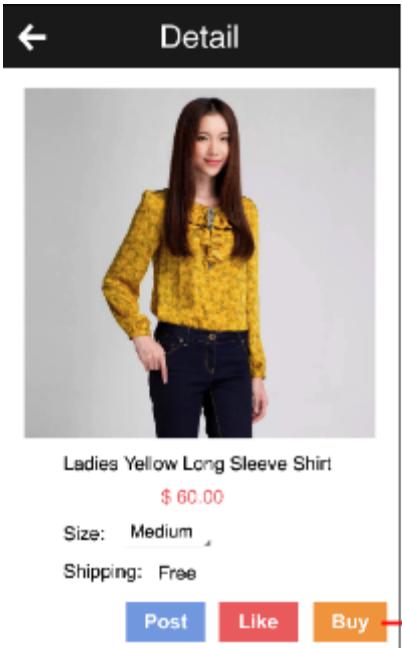
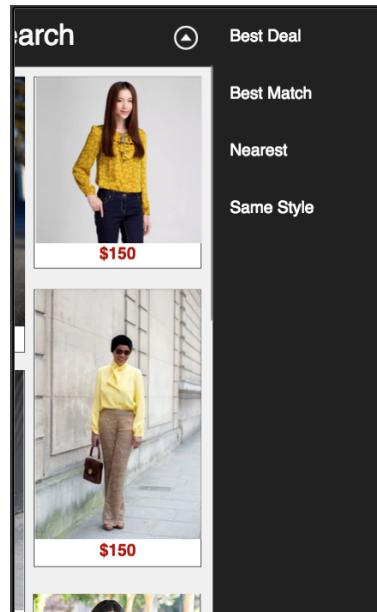
	
1. Take a photo	2. View search results (different sorting options are available)

● Task 2.

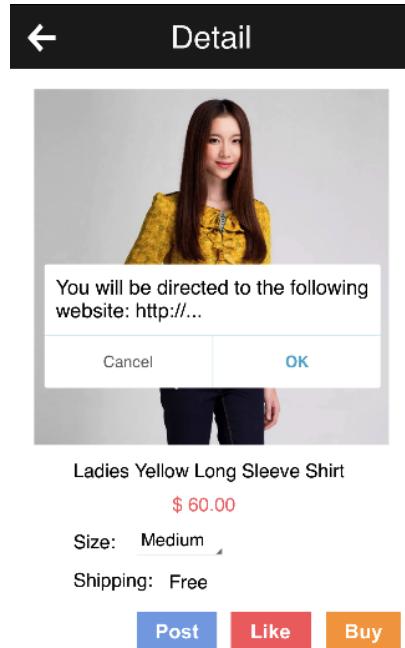
1. (after task1) view search results
(sorted by best deals by default)



2. choose different sorting options

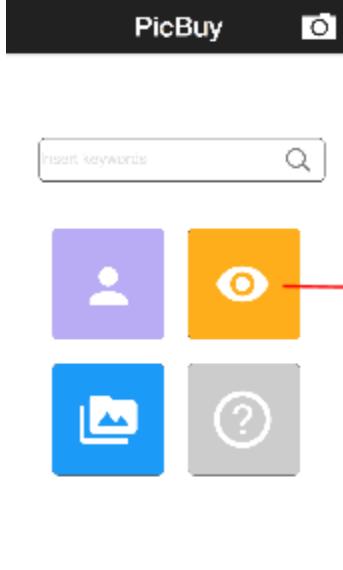
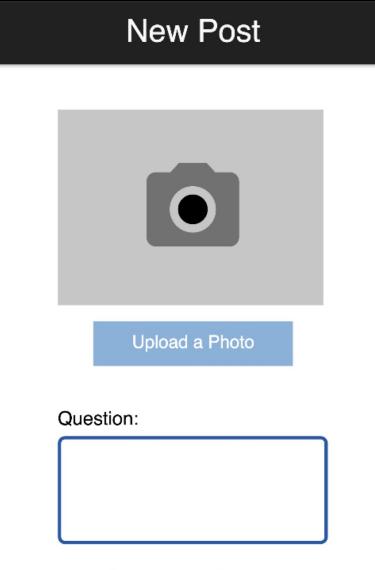
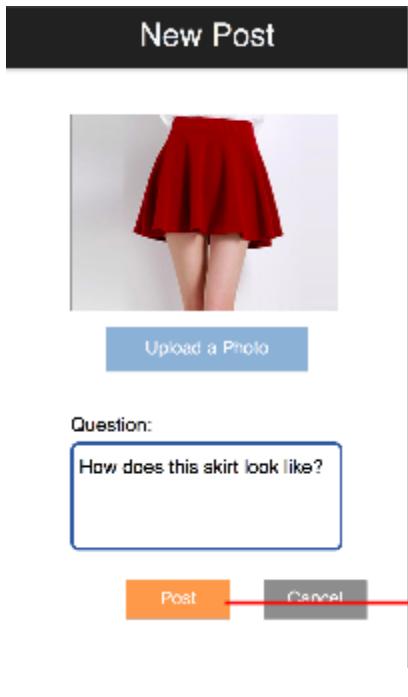
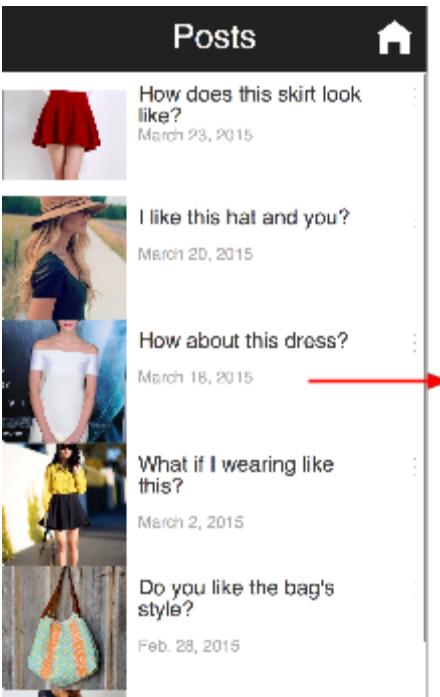
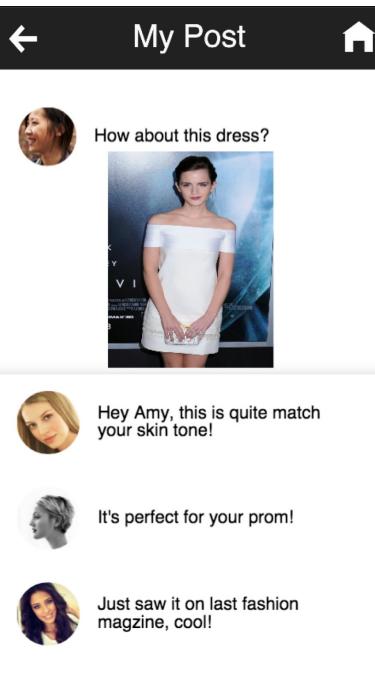


3. show details of the item



4. confirm to buy the item

● Task 3.

1.Main page	2. Check friends' post	3. Add a new post
		
		
3.(cont'd) Insert content	4. View all the posts by the user	5. View and respond to friends' comments

Prototype Overview

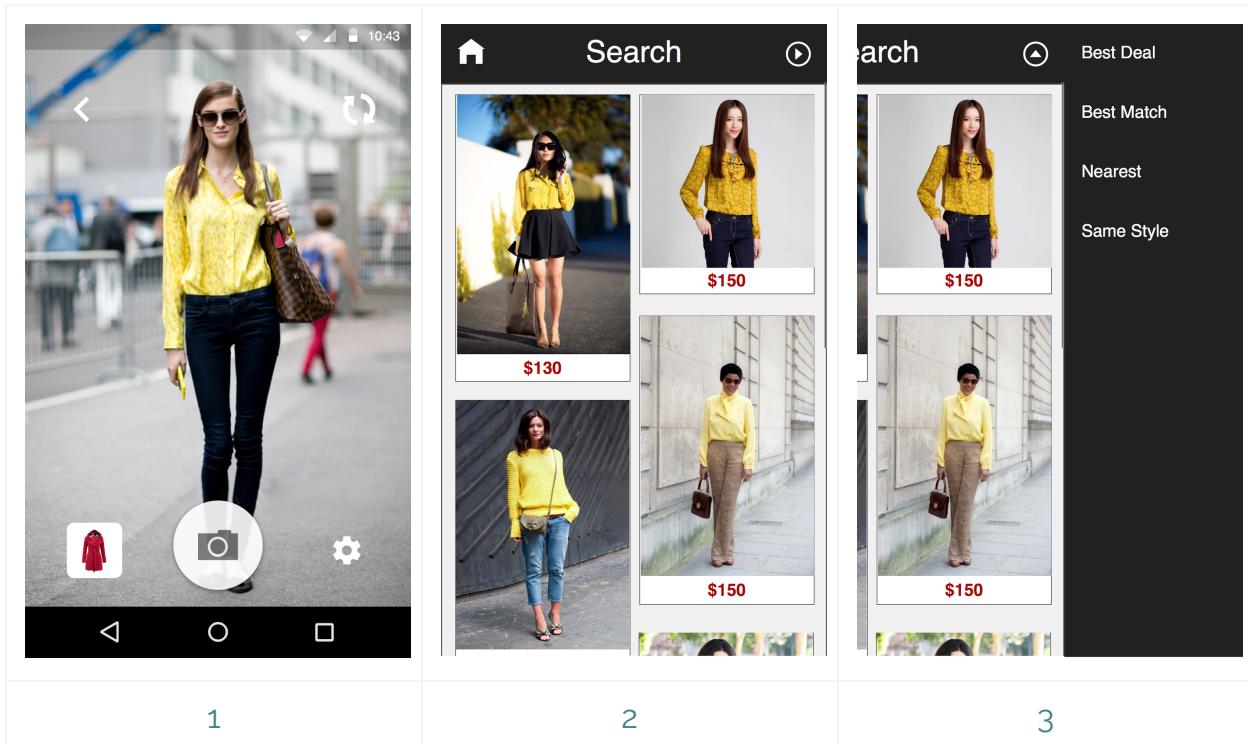
● Tools:

We use Proto.io to create our med-fi prototype. Proto.io automatically handles the interface and the interaction of our app and helps us to demonstrate our concept clearly. Proto.io allowed us to use many icons and objects in their library (such as buttons, navigation bars...) which makes it faster than coding an HTML prototype by hand. Proto.io also offers a prototype to run on a real device which can help us collecting future user experience feedbacks. A limitation of the Proto.io will be that it cannot store or remember data, which means it cannot deliver a full experience.

● What was left out and why

We left out some other screens that aren't used in the three tasks since it is not the main purpose for this assignment, but we are going to complete the full prototype in the next steps.

Prototype Screenshots



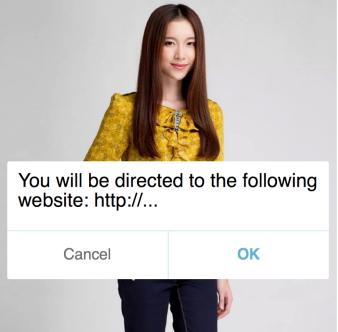
Detail



Ladies Yellow Long Sleeve Shirt
\$ 60.00
Size: Medium
Shipping: Free

Post **Like** **Buy**

Detail



You will be directed to the following website: http://...
Cancel **OK**

Ladies Yellow Long Sleeve Shirt
\$ 60.00
Size: Medium
Shipping: Free

Post **Like** **Buy**

4

5

PicBuy 

Insert keywords 

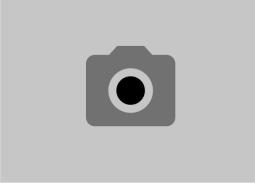
 
 

Discover 



\$199 \$150
\$219 + \$150

New Post



Upload a Photo

Question:

Post **Cancel**

6

7

8

6

<h3>New Post</h3>  <p>You should upload photo and describe question !</p> <p><input type="button" value="Cancel"/> <input type="button" value="OK"/></p> <p>Question:</p> <div style="border: 1px solid #ccc; height: 60px; width: 100%;"></div> <p><input type="button" value="Post"/> <input type="button" value="Cancel"/></p>	<h3>New Post</h3>  <p><input type="button" value="Upload a Photo"/></p> <p>Question:</p> <div style="border: 1px solid #ccc; height: 60px; width: 100%;"><p>How does this skirt look like?</p></div> <p><input type="button" value="Post"/> <input type="button" value="Cancel"/></p>
<p>9</p> <h3>Posts</h3>  <p>How does this skirt look like? March 23, 2015</p>  <p>I like this hat and you? March 20, 2015</p>  <p>How about this dress? March 18, 2015</p>  <p>What if I wearing like this? March 2, 2015</p>  <p>Do you like the bag's style? Feb. 28, 2015</p>	<p>10</p> <h3>My Post</h3>  <p>How about this dress?</p>  <p>Hey Amy, this is quite match your skin tone!</p>  <p>It's perfect for your prom!</p>  <p>Just saw it on last fashion magazine, cool!</p>