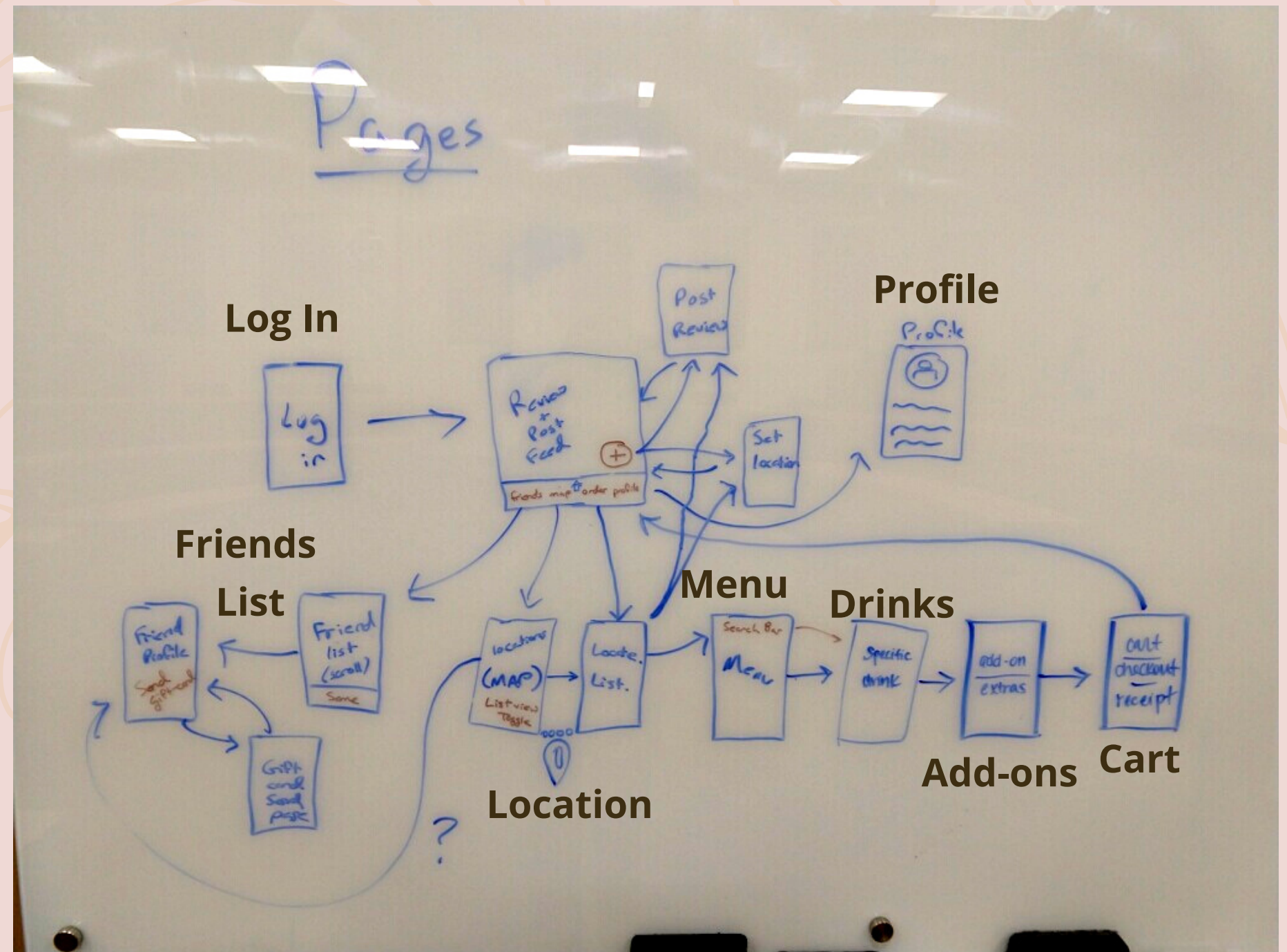


# FINAL *Stage 3* PROJECT

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# INITIAL APP CONCEPTS



# DEVELOPMENT OF TASKS

## ORIGINAL TASKS:

- Customize a new drink order from the nearest coffee shop
- Send a \$15 gift card to a friend or favorite Professor
- Post a coffee shop review to the feed

## FINAL TASKS:

- Customize a new drink order from the nearest coffee shop
- Add a recent drink order to your profile under favorites
- Send a \$15 gift card to a friend or favorite Professor



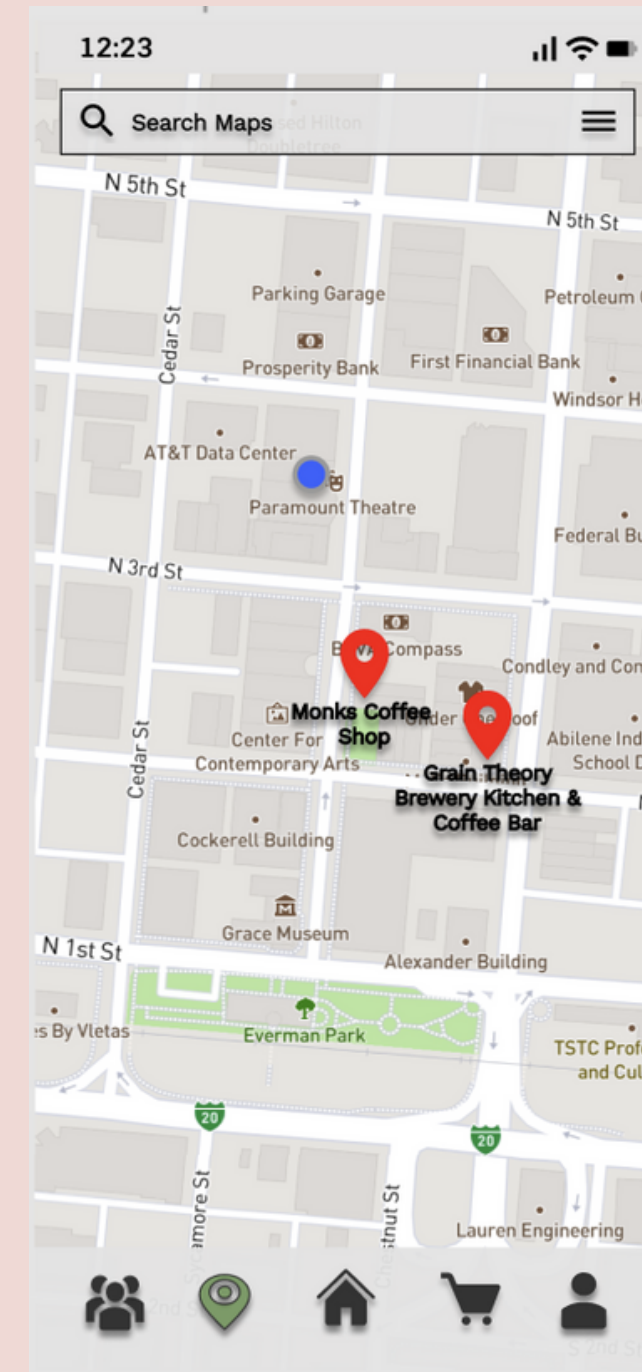
# FIRST ITERATION IMAGES

Home



Friends

Menu



Locations

Profile



# TASK GOMS: *Stage 1*



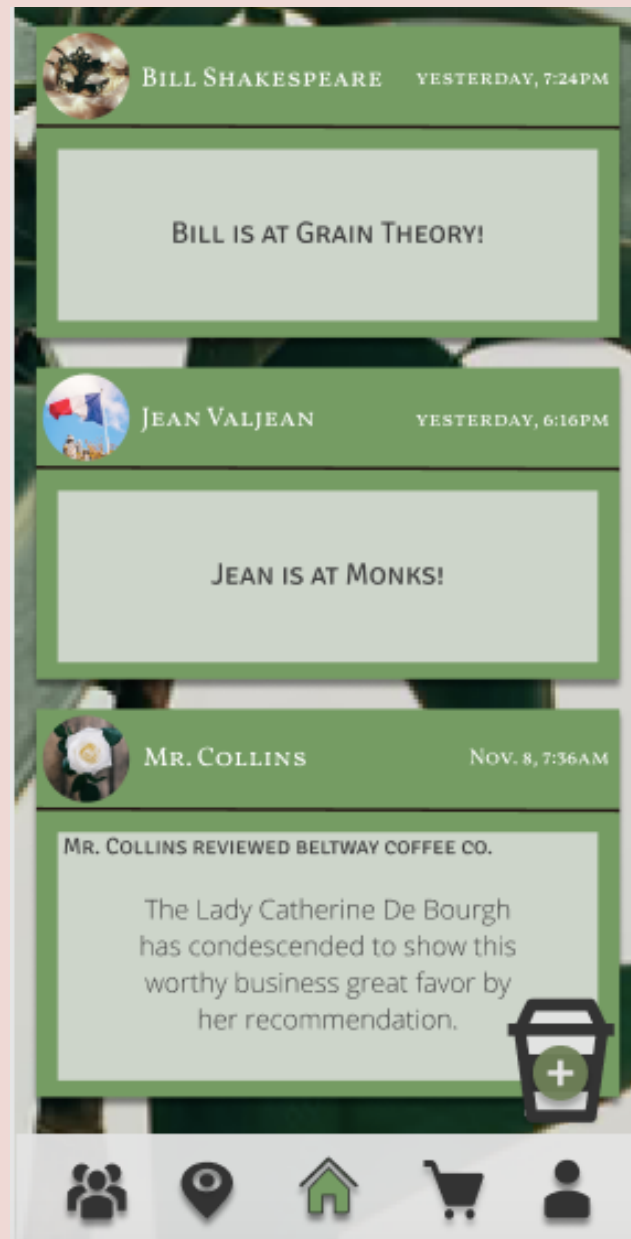
Our Predictions		User 1	User 2	User 3	User 4
Task 1: Custom drink order	13.08 seconds	22.39 seconds	40.95 seconds	42.76 seconds	28.53 seconds
Task 2: Favorite a drink order	3.02 seconds	5.93 seconds	36.92 seconds	3.64 seconds	13.02 seconds
Task 3: Send gift card to a friend	7.45 seconds	19.75 seconds	30.63 seconds	7.78 seconds	16.28 seconds

# FEEDBACK - FIRST USER TESTING

- There was little to no feedback if a drink was ordered/added to cart
- The "Add to Favorites" button wasn't specific in what exactly a user could add
- Shopping cart was not a clear indication to start an order
- User clicked on the Map first to start order
- The + button on the home page was seen as "Add a review" button
- Overall, location of how to start tasks was confusing

# SECOND ITERATION IMAGES

*New Feedback Screen*



*New Order Button*



*Increased Sizing*



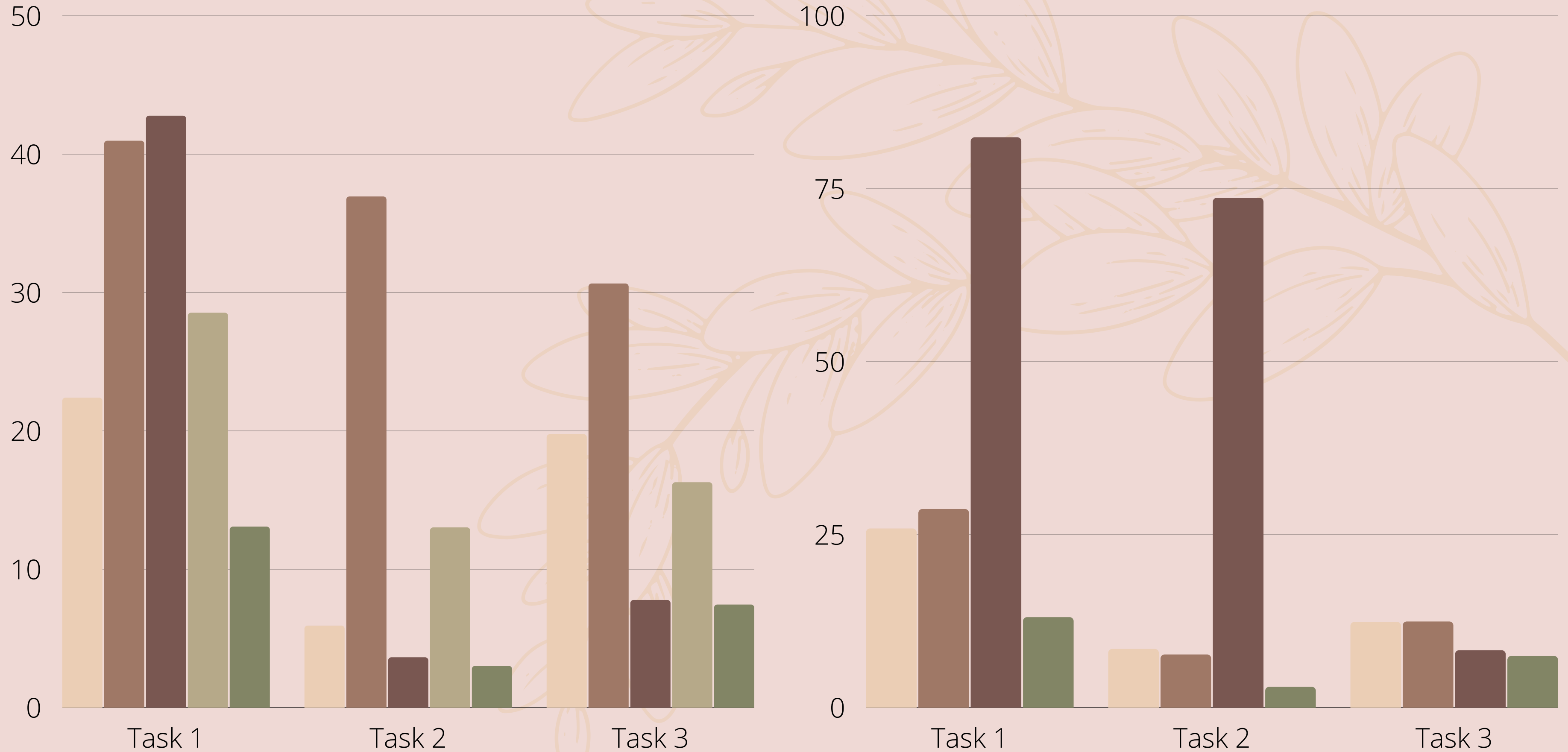
# TASK GOMS: *Stage 2*



	Our Predictions	User 1	User 2	User 3
Task 1: Custom drink order	13.08 seconds	25.89 seconds	28.70 seconds	82.40 seconds
Task 2: Favorite a drink order	3.02 seconds	8.49 seconds	7.69 seconds	73.65 seconds
Task 3: Send gift card to a friend	7.45 seconds	12.34 seconds	12.40 seconds	8.27 seconds



# GOMS VISUAL:

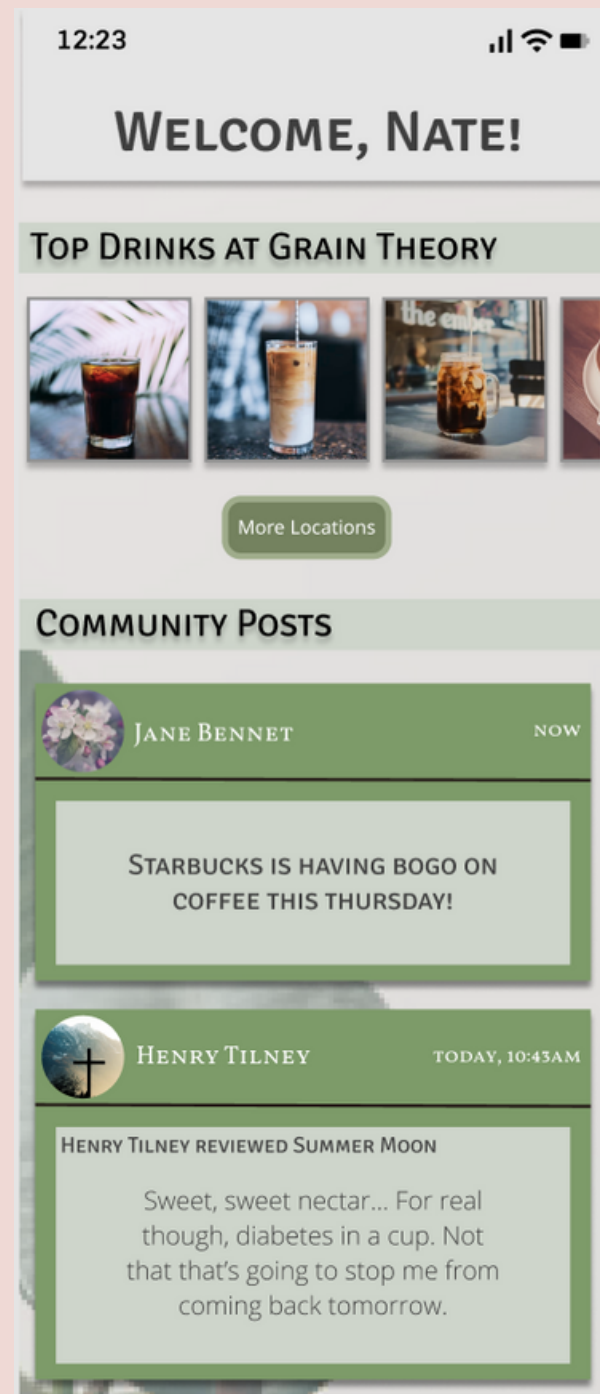


# FEEDBACK - SECOND USER TESTING

- Home page wasn't clear as it only showed reviews and comments about shops
- Home page should be more welcoming and have more interactive features
- There should be a "Message Friend" feature (Later!)

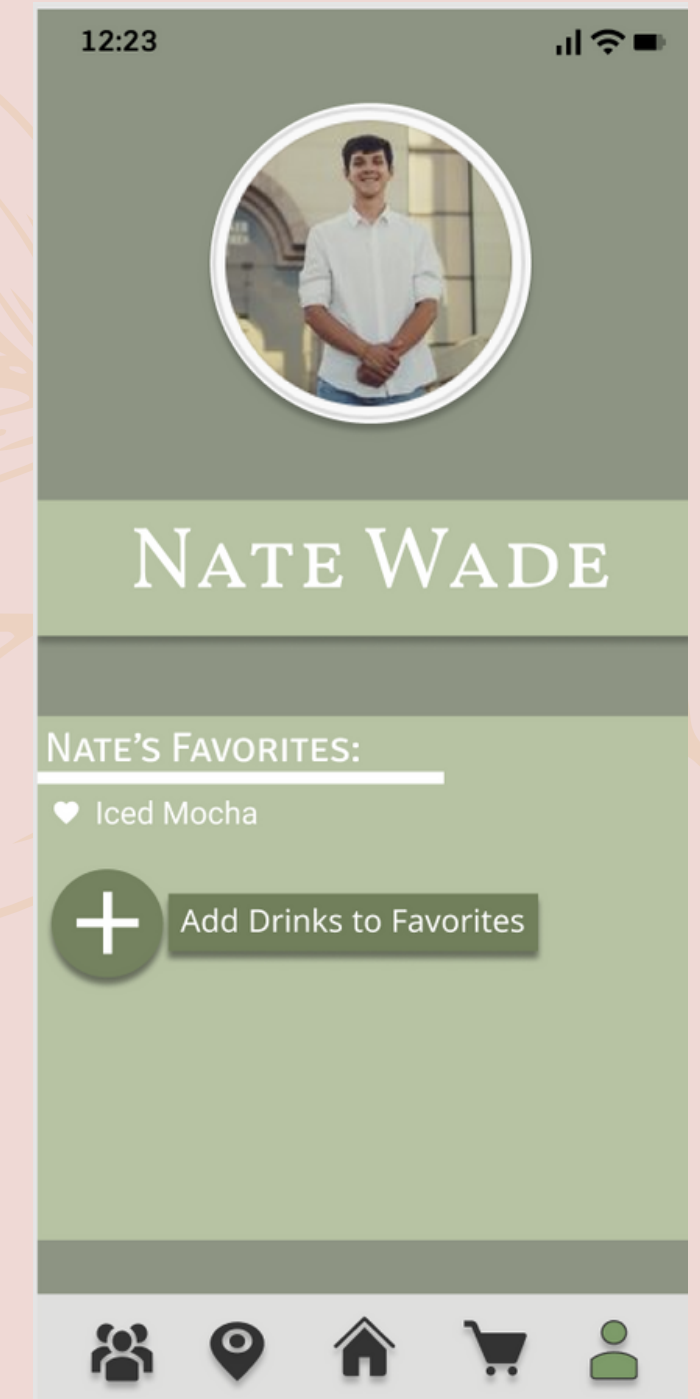
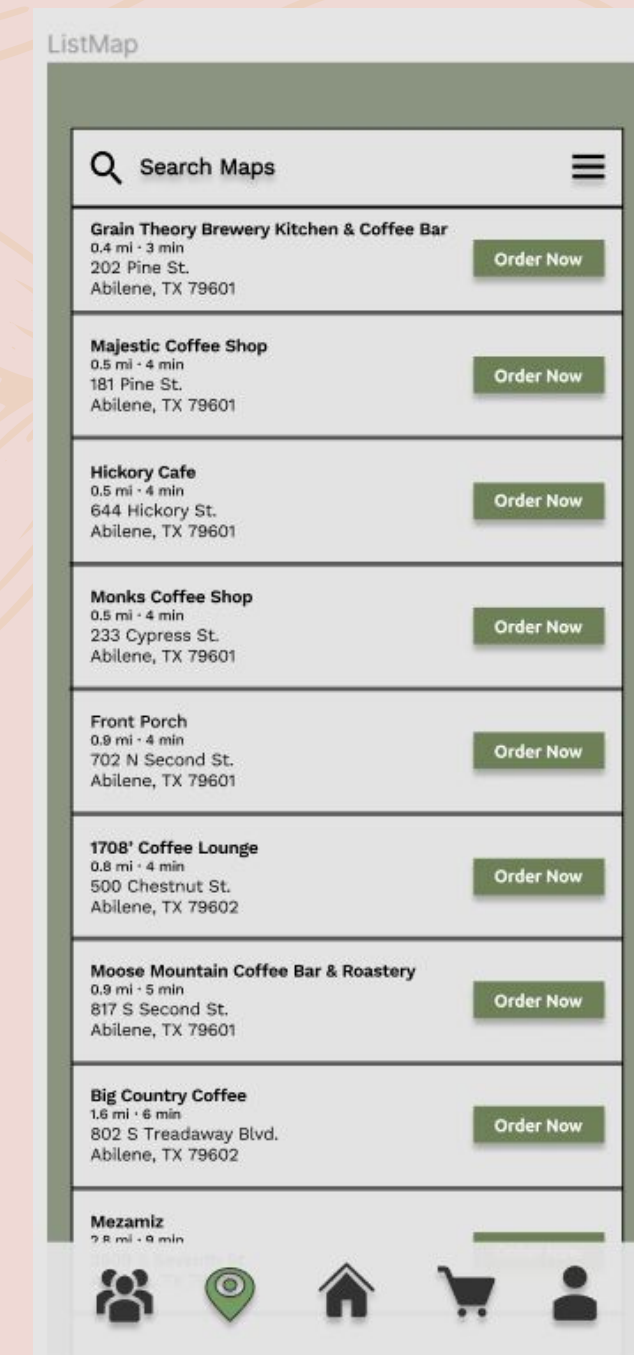
# THIRD ITERATION IMAGES

Home



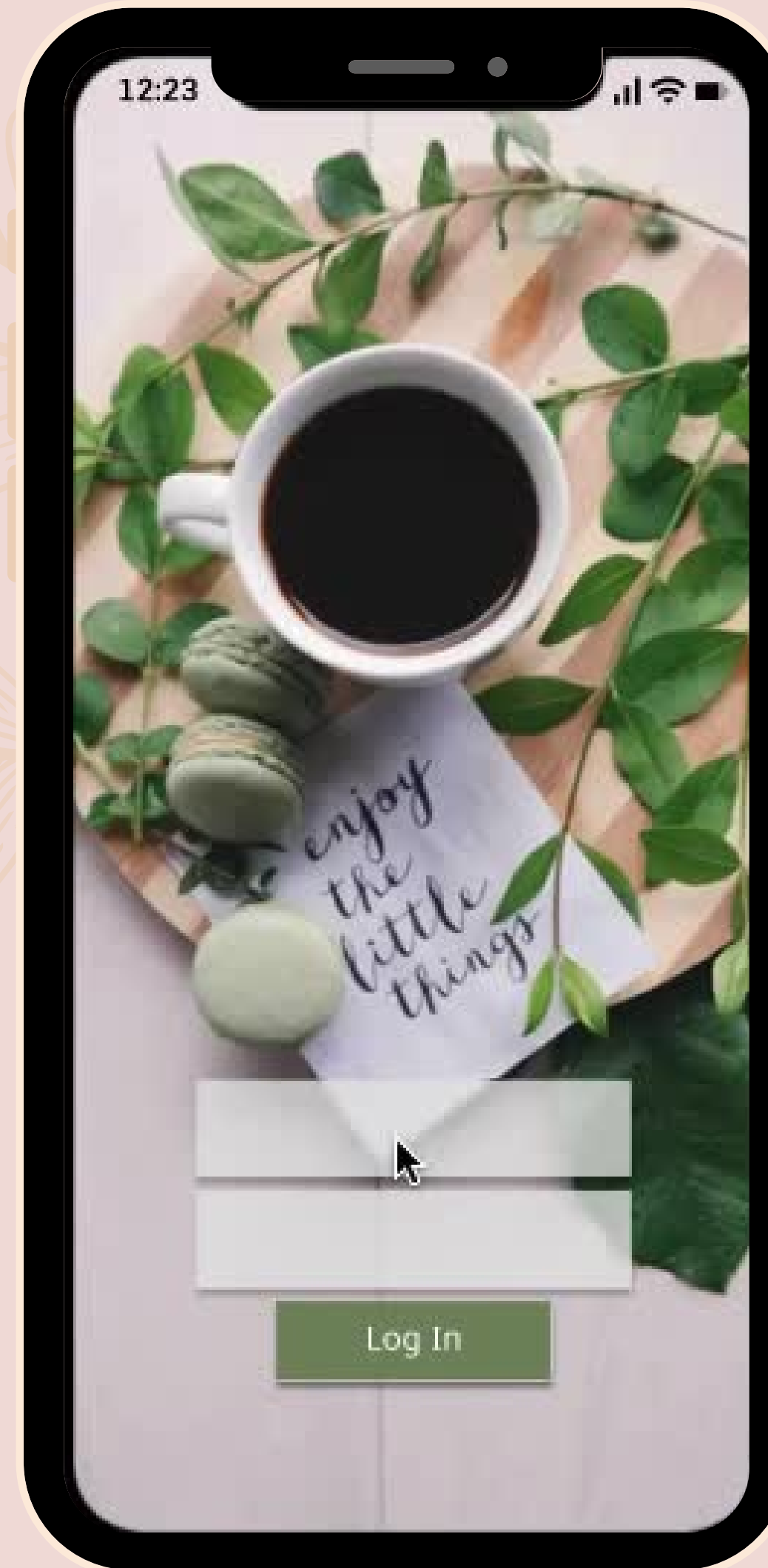
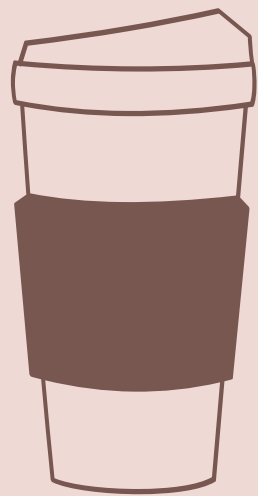
Menu

Locations



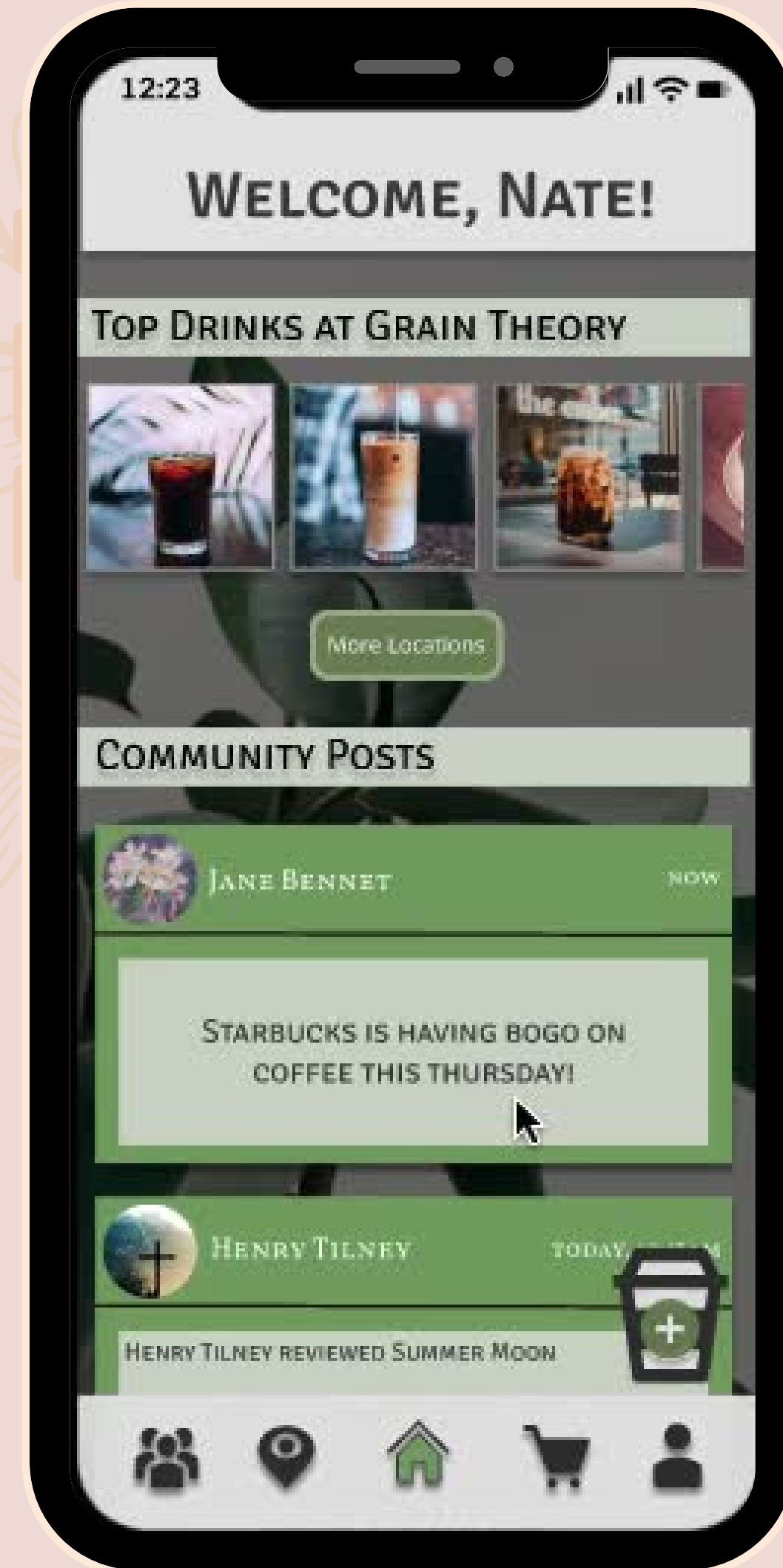
Profile

# CREATE A DRINK ORDER!

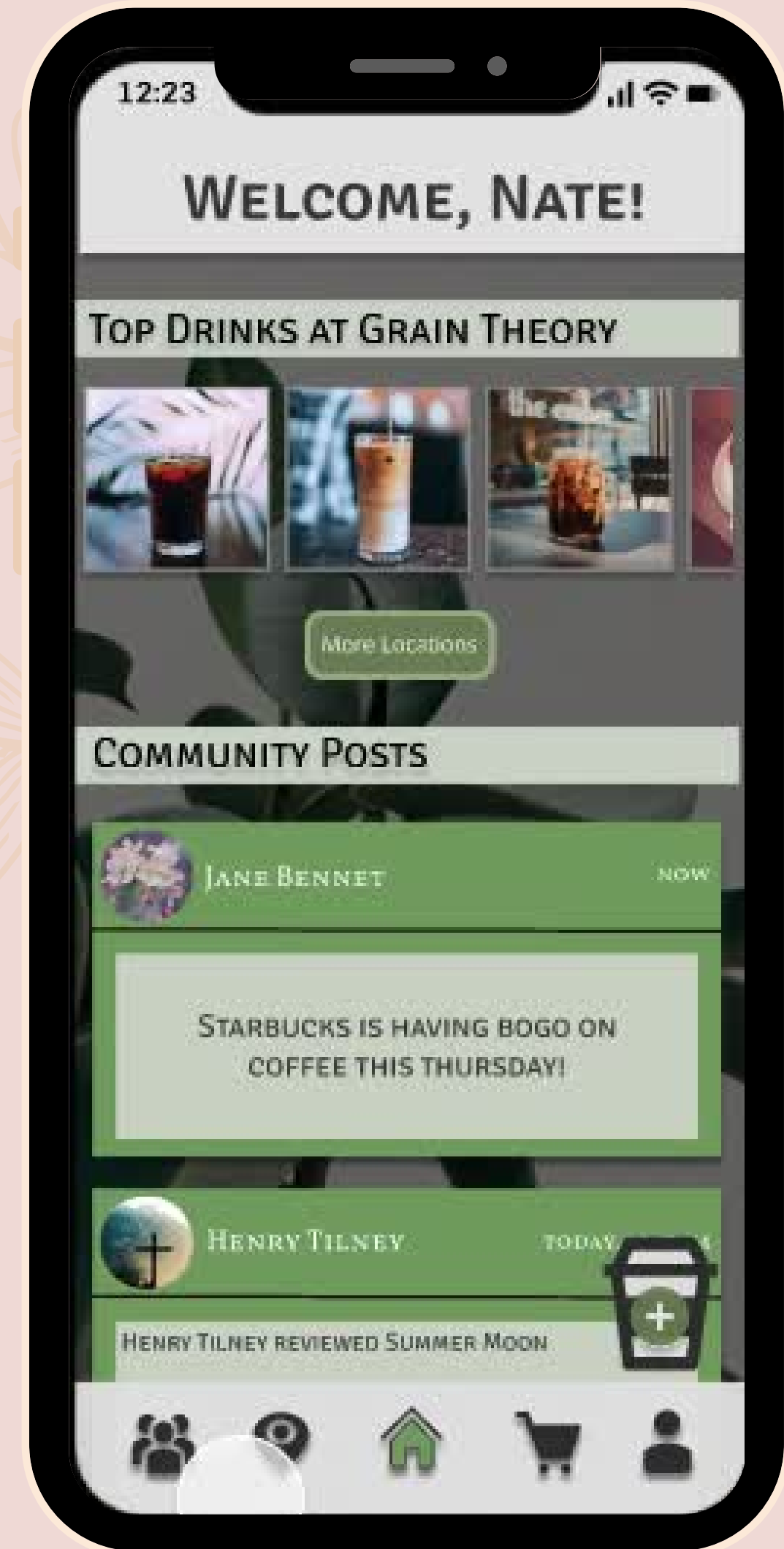




ADDING A  
RECENT DRINK  
TO YOUR  
PROFILE!



SENDING GIFT  
CARDS TO  
YOUR  
FRIENDS!



That's All, Folks