

# WageBase

## Week 5:

### Low-fi Prototyping & Pilot Usability Testing

CS147 Winter 2021

# The Team



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## **Background**

Mission Statement  
Value Proposition



## **Interface Selection**



## **Low-fi Prototype**

3 Task Flows



## **Prototype Experiment**

Method  
Results



## **UI Changes & Summary**



## Background

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## UI Changes & Summary

# Background

## Mission Statement

**Our mission is to:**

Empower workers within the service industry to live more economically and environmentally sustainable lives

# Background

## Value Proposition

# WageBase

Democratizing service worker wage information



## Background

Mission Statement  
Value Proposition

## Interface Selection

## Low-fi Prototype

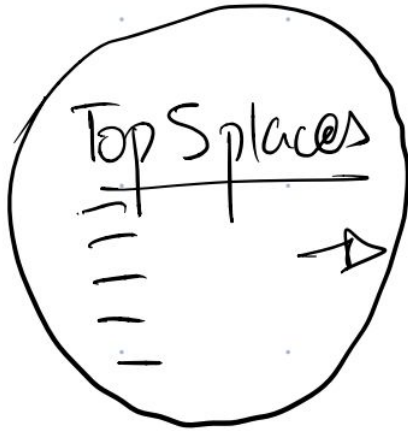
3 Task Flows

## Prototype Experiment

Method  
Results

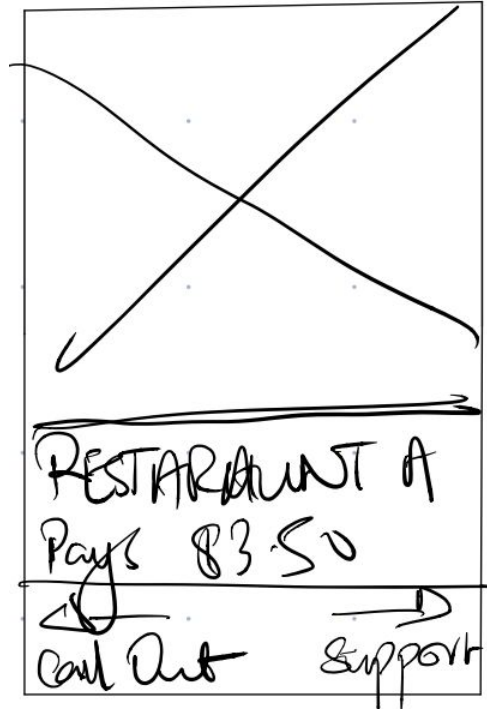
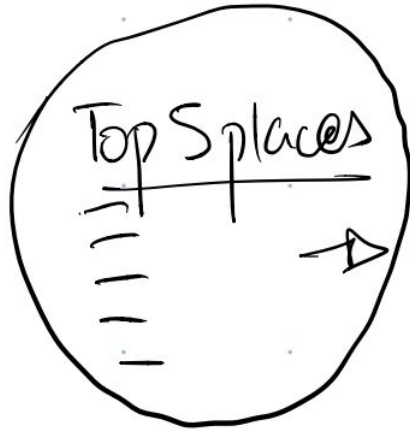
## UI Changes & Summary

# Tried a bunch of interfaces...

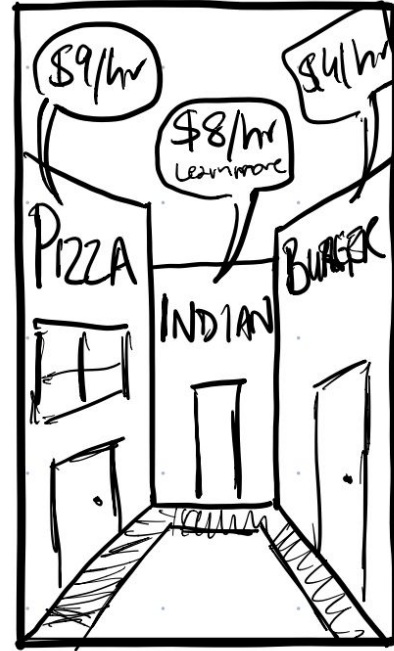
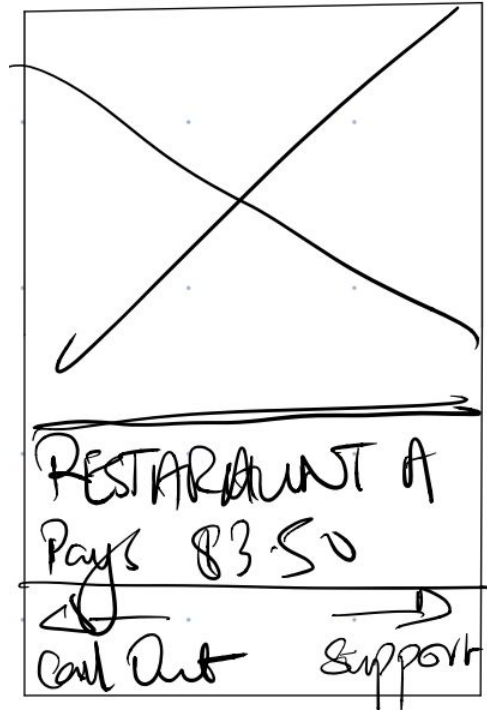
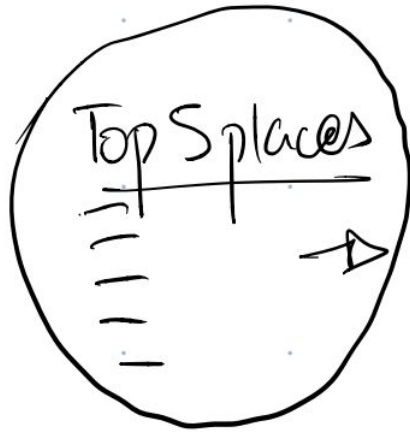




# Tried a bunch of interfaces...



# Tried a bunch of interfaces...



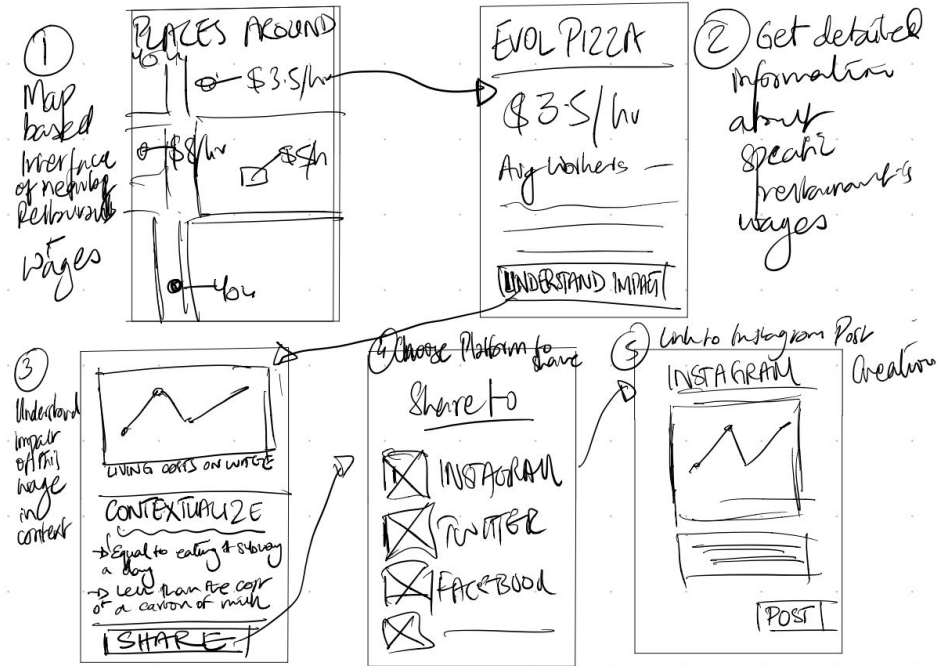
# Tried a bunch of interface



# The Final Two

## Option 1: Map-Based Mobile App

Map shows restaurants around your location with their wages prominently labelled



# The Final Two

## Option 2: 'Search-Engine' Web App

Search for restaurants and view information about the top results

Home

Share Wages

Analyze Wages

WageBase

Restaurant:  
Pizza Pizza

Location:  
Houston, TX - TX

LEADERBOARD

HIGHEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

LOWEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

Home

Pizza Pizza

Houston, TX

Search Results

Image

Pizza Pizza  
Address: \_\_\_\_\_  
Info: \_\_\_\_\_

Wages  
Cashier: \$5.50  
Waiter: \$3.50  
VIEW DETAIL

Image

Pizza Hut  
Address: \_\_\_\_\_  
Info: \_\_\_\_\_

Wages  
Cashier: \$8.50  
Waiter: \$7

Back

WageBase

image

⊕ Bookmark

Pizza Pizza

Address  
\_\_\_\_\_  
\_\_\_\_\_

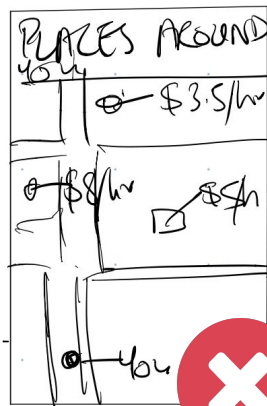
Share Wages

Analyze Wages

# Going with 'Search-Engine' Web

- Activation energy to download mobile app
- Wage info-visualizations best work on web/larger viewports
- Location emphasis reduces scale of issue

A hand-drawn sketch of a web interface. At the top, there are three buttons: 'Home', 'Share Wages', and 'Analyze Wages'. Below these is the title 'WageBase'. Under the title, there are two input fields: 'Restaurant:' with the text 'Pizza Pizza' and a small 'X' icon, and 'Location:' with the text 'Houston, TX - TX'. Below these fields is a horizontal line, and then the text 'LEADERBOARD'. Under 'LEADERBOARD', there are two columns: 'HIGHEST \$' and 'LOWEST \$'. Each column has three numbered lines (1., 2., 3.) for data entry.





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## Prototype Experiment

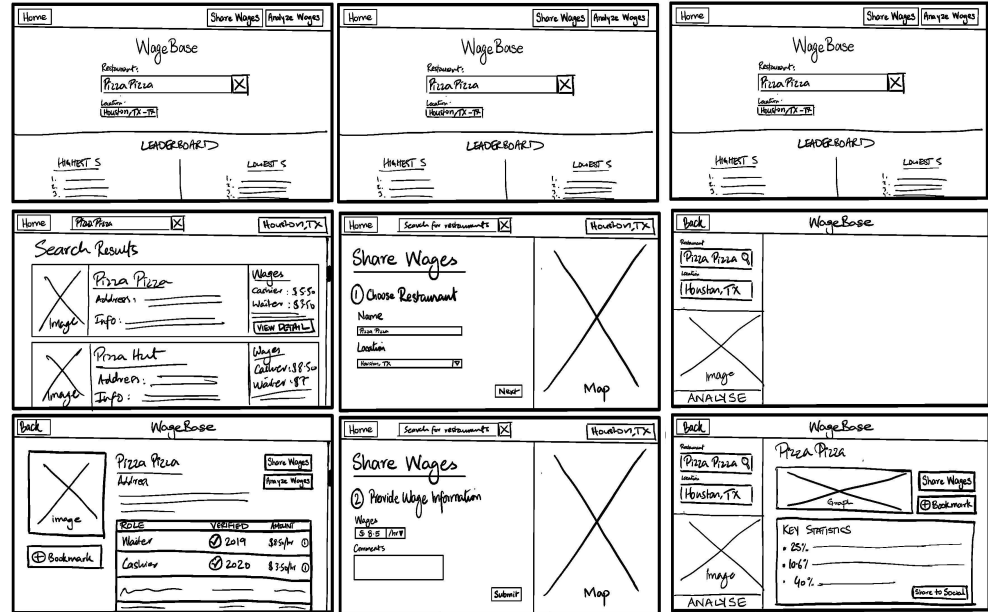
Method  
Results



## UI Changes & Summary

# Low-fi Prototype

- Paper prototype
- Web Interface
- Press on 'clickable' buttons to interact between different screens





# Home Page

Base-ground for all tasks

Share Wages

Analyze Wages

WageBase

Restaurant:

Pizza Pizza

X

Location:

Houston, TX - TX

LEADERBOARD

HIGHEST \$

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

LOWEST \$

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# Task 1

Find information about a restaurant's wages

Home

Share Wages

Analyze Wages

### WageBase

Restaurant:  
Pizza Pizza

Location:  
Houston, TX - TX

### LEADERBOARD

HIGHEST \$

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

LOWEST \$

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

1. Search for restaurant on home page

Home

Pizza Pizza

Houston, TX

### Search Results

#### Pizza Pizza

Address: \_\_\_\_\_

Info: \_\_\_\_\_

#### Wages

Cashier: \$5.50

Waiter: \$3.50

VIEW DETAIL

#### Pizza Hut

Address: \_\_\_\_\_

Info: \_\_\_\_\_

#### Wages

Cashier: \$8.50

Waiter: \$7

2. Select restaurant from search results

Back

WageBase

### Pizza Pizza

Address: \_\_\_\_\_

Share Wages

Analyze Wages

⊕ Bookmark

ROLE	VERIFIED	AMOUNT
Waiter	✓ 2019	\$8.50/hr ①
Cashier	✓ 2020	\$3.50/hr ①
_____	_____	_____
_____	_____	_____

3. View wage details of restaurant

## Task 2

Share information about a restaurant's wages as a service staff member

Home Share Wages Analyze Wages

WageBase

Restaurant:  
Pizza Pizza X

Location:  
Houston, TX - TX

LEADERBOARD

HIGHEST \$ LOWEST \$

1. 2. 3. 1. 2. 3.

2. Choose restaurant for which you wish to share wages

Home Search for restaurants X Houston, TX

Share Wages

② Provide Wage Information

Wages  
\$ 8.5 /hr

Comments

Submit

Map

1. Click Share Wages from home page

Home Search for restaurants X Houston, TX

Share Wages

① Choose Restaurant

Name  
Pizza Pizza

Location  
Houston, TX

Next

Map

3. Provide wage information and submit

## Task 3

Understand how a specific wage shapes worker lifestyles

Home Share Wages Analyze Wages

WageBase

Restaurant:  
Pizza Pizza X

Location:  
Houston, TX - TX

LEADERBOARD

HIGHEST \$ LOWEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

1. Click Analyze Wages from home page

Back WageBase

Restaurant  
Pizza Pizza Q

Location  
Houston, TX

Image

ANALYSE

2. Choose restaurant for which you wish to analyze wages

Back WageBase

Restaurant  
Pizza Pizza Q

Location  
Houston, TX

Image

ANALYSE

Pizza Pizza

Graph

Share Wages

Bookmark

KEY STATISTICS

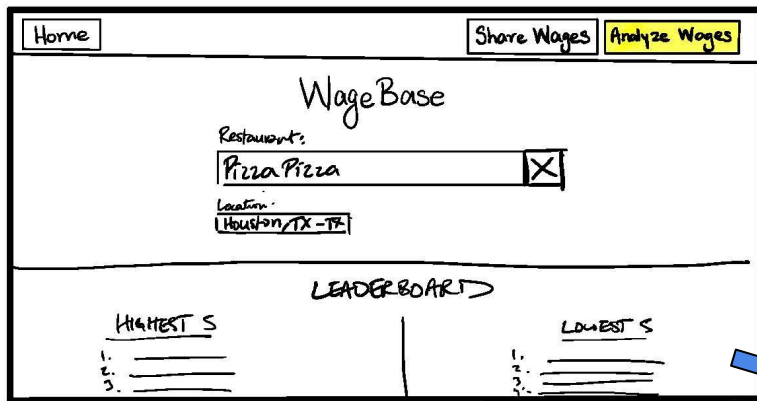
- 25% \_\_\_\_\_
- 10.6% \_\_\_\_\_
- 40% \_\_\_\_\_

Share to Social

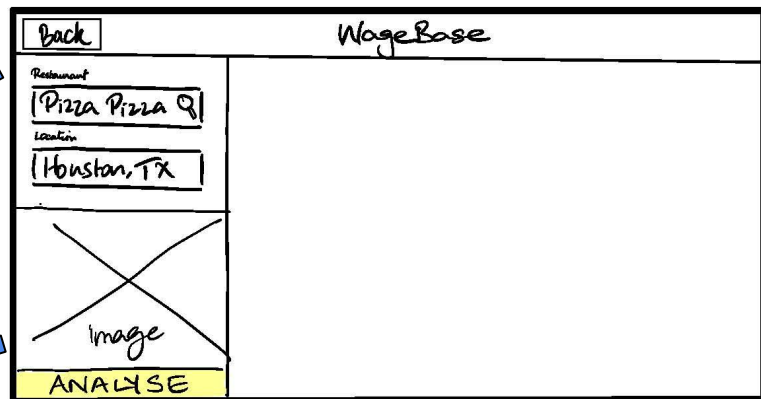
3. View interactive visualized information and statistics about wage lifestyles. Can share on social media

## Task 3

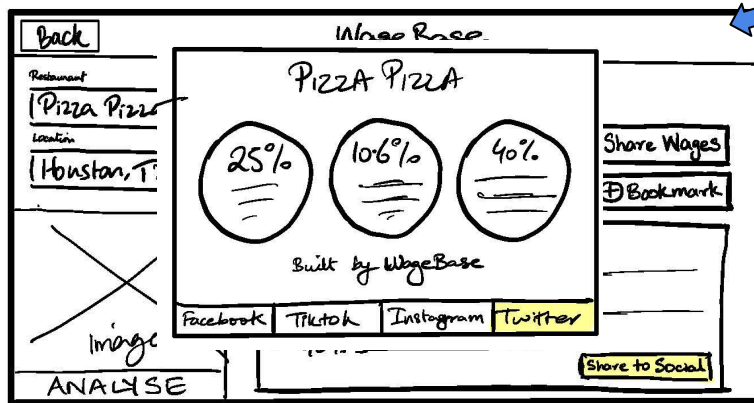
Understand how a specific wage shapes worker lifestyles



1. Click Analyze Wages from home page



2. Choose restaurant for which you wish to analyze wages



3. View interactive visualized information and statistics about wage lifestyles. Can share on social media



## Background

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## Interface Selection



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## Prototype Experiment

Method  
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## UI Changes & Summary

# Experiment

## Method

### Participants



Sophomore  
at Wellesley



Waiter at local  
restaurant



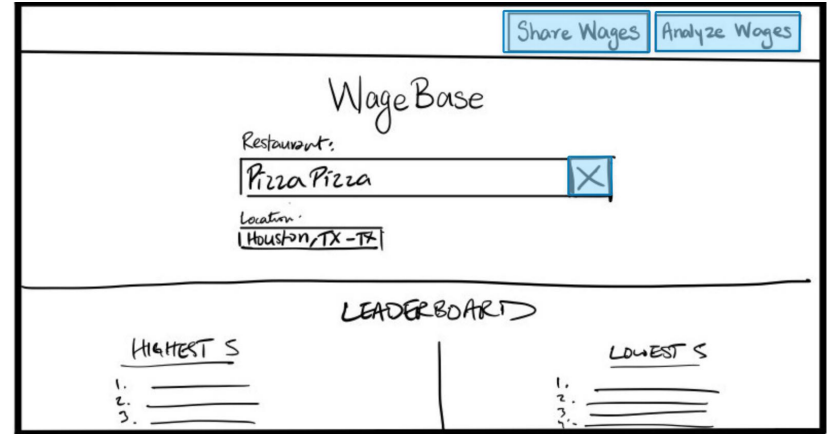
Server at tea  
shop

# Experiment

## Method

### Environment/Setup

- Zoom interviews
- Paper Prototype set up on Marvel POP; had participants share screen so we could monitor their interaction and their reactions
- Had them perform our 3 main tasks
- Monitored behavior for success and issues, and verbal comments



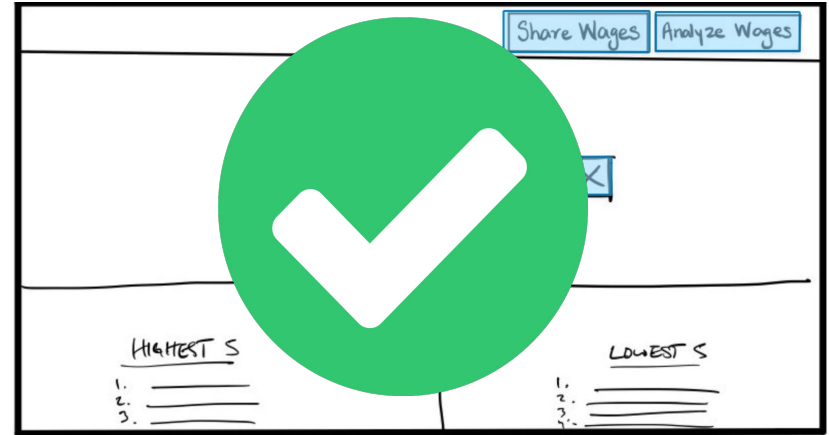


# Experiment

## Results

### Successes

- All participants were able to perform all 3 tasks successfully
- The majority of the tasks were found to be very straightforward and took very little time
- No errors were made in accomplishing the tasks

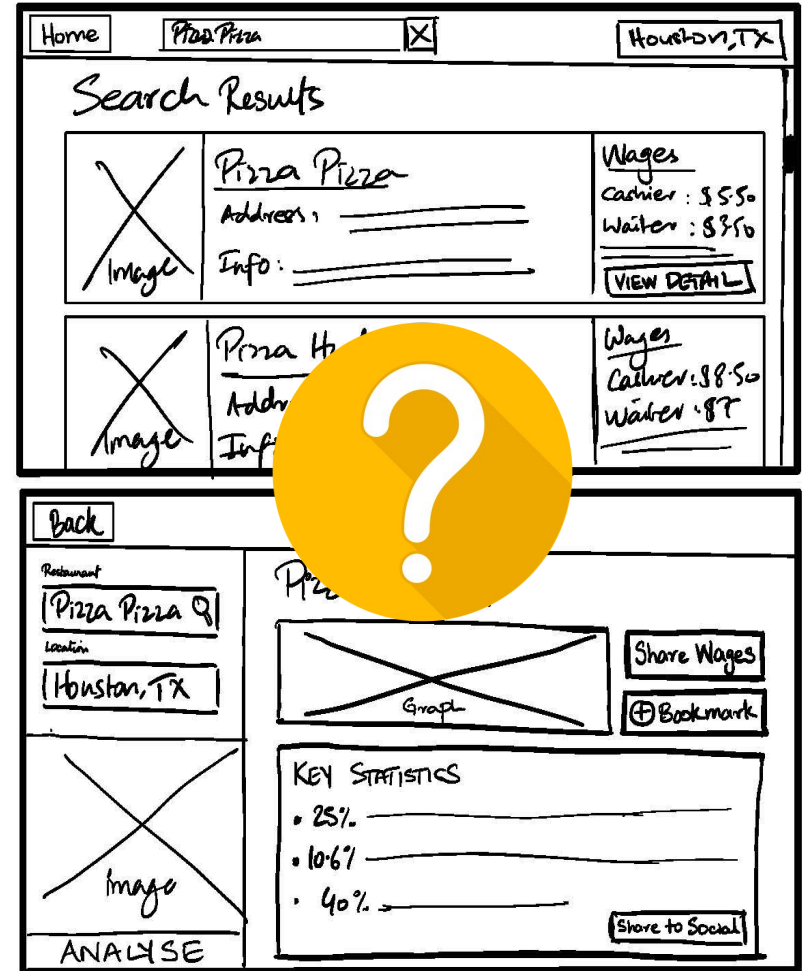


# Experiment

## Results

### Issues

- Even though all tasks were eventually performed successfully, 2 participants hesitated when confronted with search results page -- clutter
- One participant was not sure if they had successfully shared wages -- no feedback
- Some confusion between 'Share' button for wages and 'Share' button for uploading graphics to social media



# Experiment

## Results

### Verbal Comments

#### Positive

- “Oh I would so use this!” - seemed excited by the platform idea
- “I dig the social media integration”

#### Negative

- “This seems too easy” - on the ease with which wages was shared. Displayed lack of trust
- “I want these graphs to be more prominent” - on the analyze wages task



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## Prototype Experiment

Method  
Results



## UI Changes & Summary

# UI Changes

- **Build a feedback/confirmation loop** in the Share Wages form to establish trust
- **Simplify** Search Results
- **Modify graph layout** in Analyze Wages to have greater emphasis
- **Clarify distinction** between users sharing to social media and service staff sharing wages

Home Search for restaurants X Houston, TX

## Share Wages

② Provide Wage Information

Wages  
\$ 8.5 /hr

Comments

Submit

Map

Home Pizza Pizza X Houston, TX

## Search Results

Image	<b>Pizza Pizza</b> Address: _____ Info: _____	Wages Cashier: \$5.50 Waiter: \$5.50 <a href="#">VIEW DETAIL</a>
Image	<b>Pizza Hut</b> Address: _____ Info: _____	Wages Cashier: \$8.50 Waiter: \$8

Back WageBase

Restaurant Pizza Pizza Q  
Location Houston, TX

## Pizza Pizza

Share Wages

Bookmark

KEY STATISTICS

- 25%
- 106%
- 40%

Share to Social

# Summary

- Users were **passionate** about the platform's goal; felt it tackles a very pressing problem
- Users believed **they would use the platform**, especially to look up restaurant wages and analyze their impact
- Users **desired simplicity** in searching for restaurant wages and **sought greater trust** in platform's sharing of wages (even if makes the process longer)
- **Easy Social Media Integration** is crucial for users

# WageBase

Democratizing service worker wage information