Deliverable 3 - Prototyping and Testing

UX-103
Group 4

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Ideation

Using SCAMPER, we were able to brainstorm and generate ideas to help improve the service/journey design for UX students looking for a place to live in their second year.

Substitute
- Substitute traditional lease agreements with flexible, student-friendly contracts.
- Replace physical house tours with virtual reality tours.

Combine
- Integrate a feature that combines budget planning and expense tracking related to housing.
- Integrating neighborhood data improves student decision-making.

Adapt
- Adapt features from popular home rental websites to cater specifically to student's needs.
- Adapt the concept of rating and review systems for landlords and properties.
- Adapt the feedback system before leaving the app to provide insights on areas for improvement and suggestions for enhancements to better meet user needs.

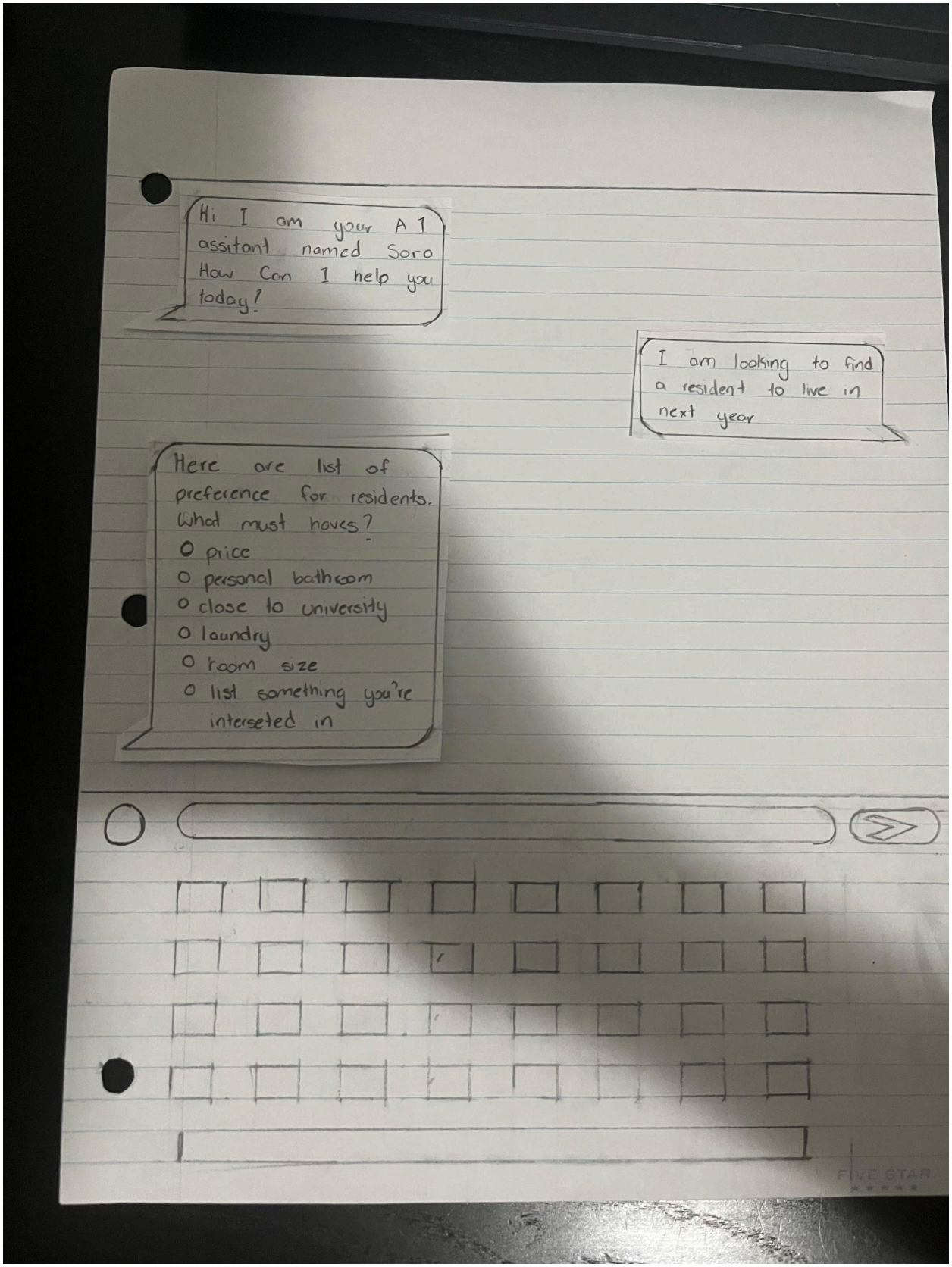
Modify
- Built-in chat systems facilitate communication and roommate matching.
- Allowing users to use filter options to sort house prices from low to high or select specific criteria like one or two bedrooms, according to the needs of students.

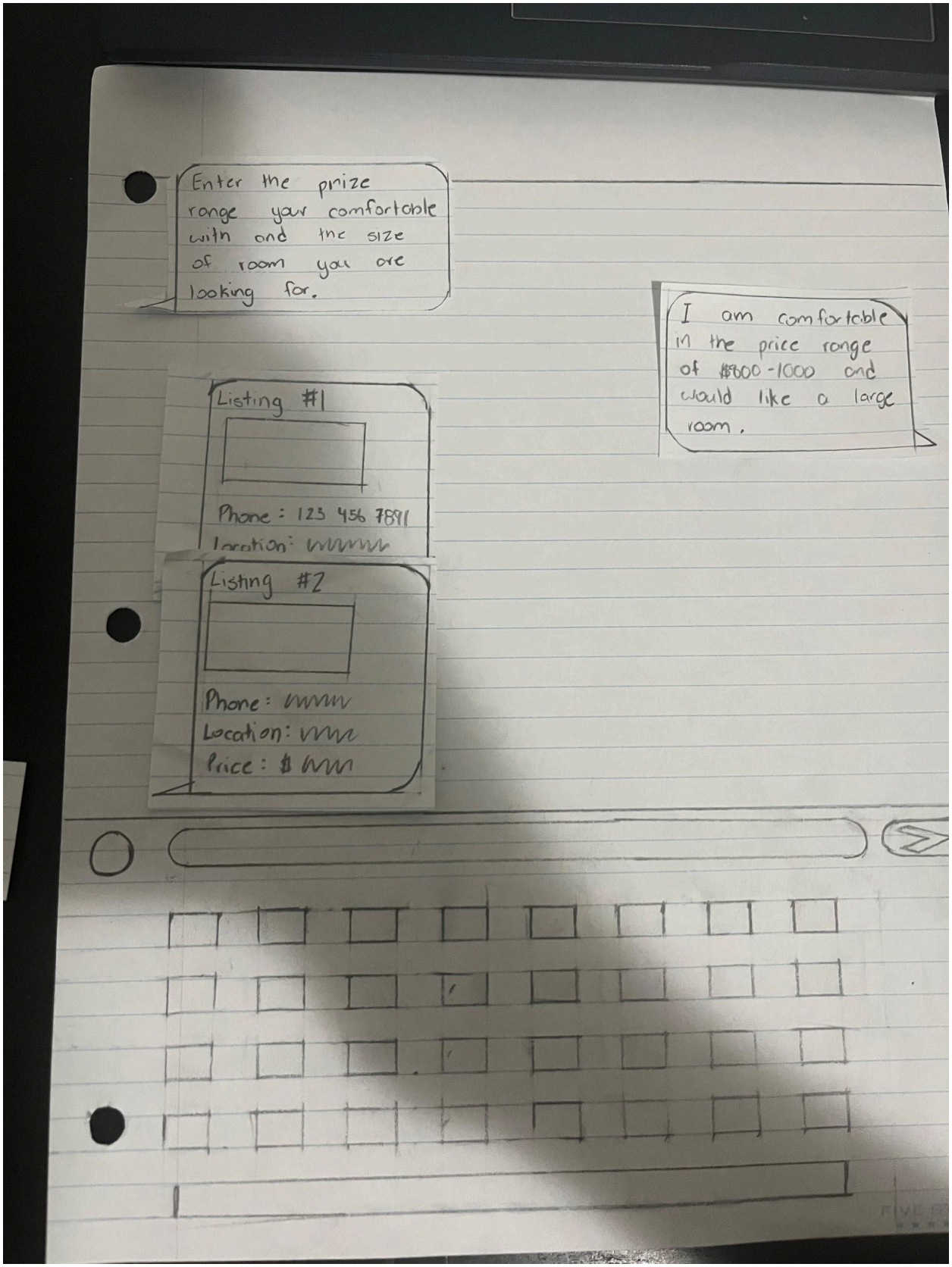
Put to another use
- Use the platform to facilitate subletting, helping students who need to sublet their rooms for a semester or over the summer.

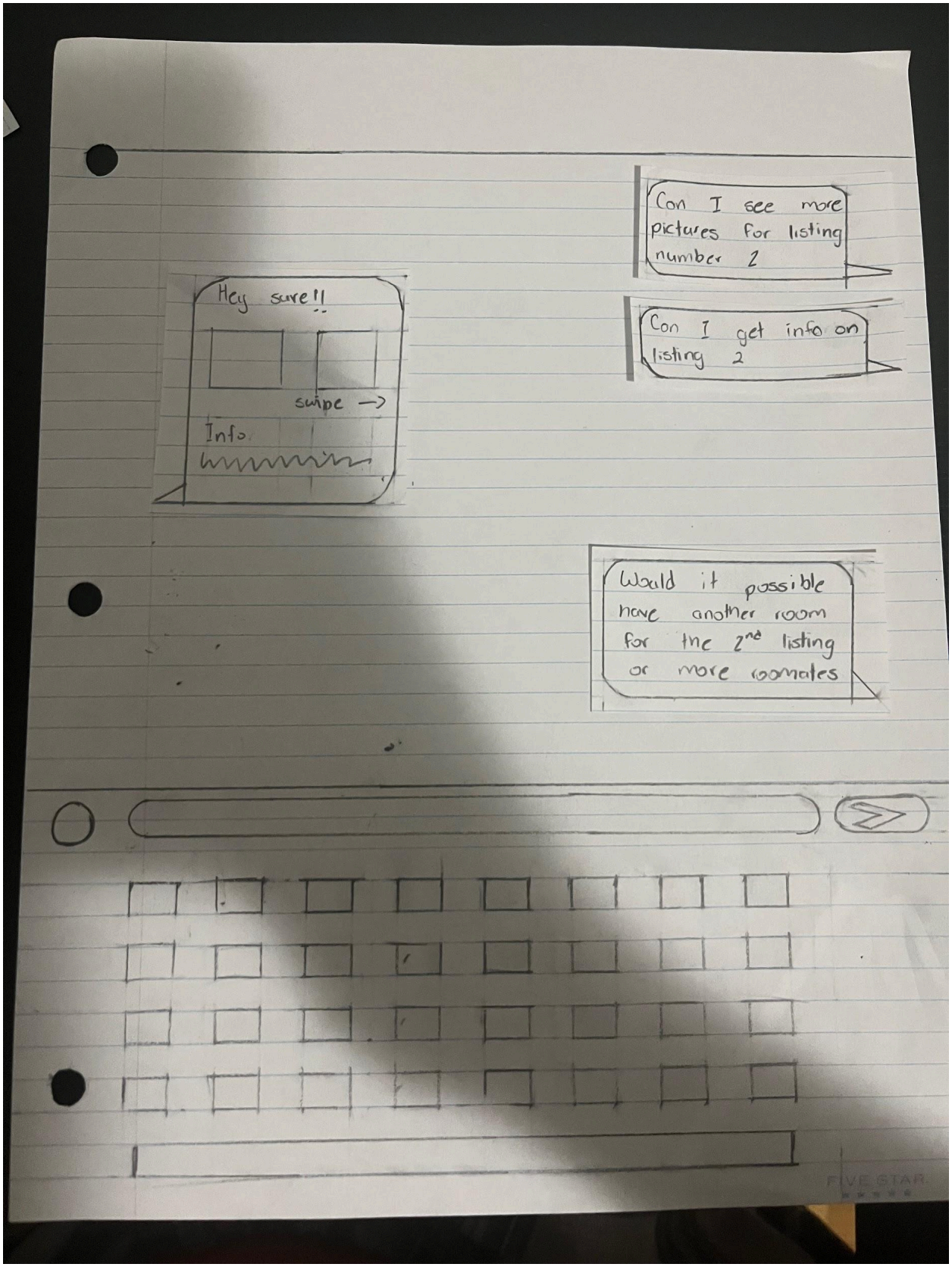
Eliminate
- Eliminate unnecessary paperwork by digitizing all documents and signatures.
- Using centralized communication channels reduces confusion and makes it simple to find all messages.

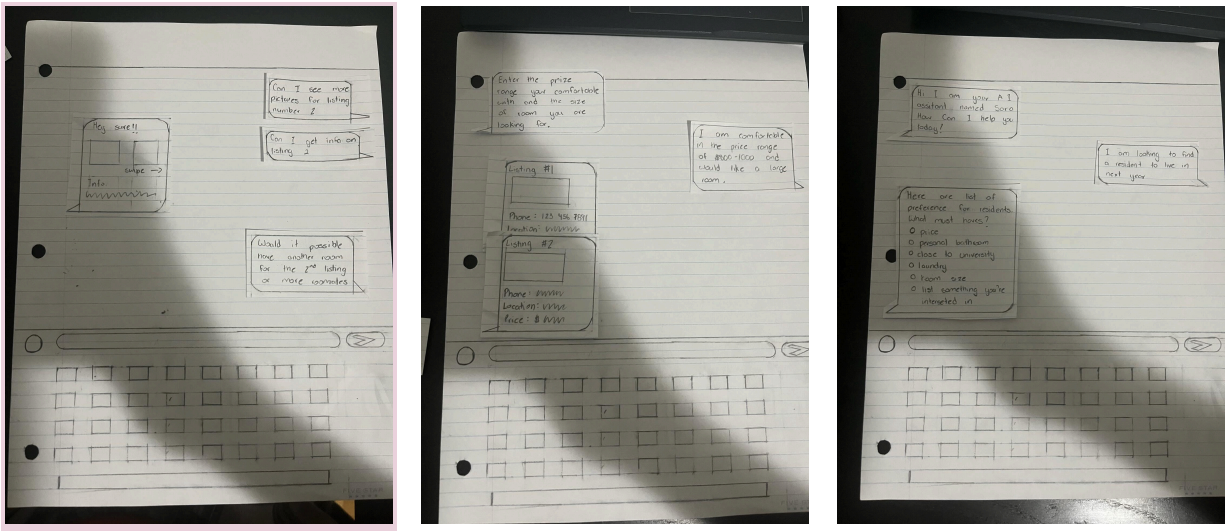
Reverse
- Reverse the review system by allowing landlords to review past tenants, giving future landlords an idea of what to expect.

Low fidelity Prototype:


Hi I am your AI assitant named Sora How Can I help you today?
I am looking to find a resident to live in next year
Here are list of preference for residents. What must haves?
O price
O personal bathroom
O close to university
O laundry
O room size
O list something you're interseted in


Enter the prize range your comfortable with and the size of room you are looking for.
I am comfortable in the price range of $600-1000 and would like a large room.
Listing #1
Phone: 123 456 7891
Location:
Listing #2
Phone:
Location:
Price: $


Can I see more pictures for listing number 2
Hey sure!!
swipe →
Info
Can I get info on listing 2
Would it possible have another room for the 2nd listing or more roomates



Our low fidelity is basically an AI chat bot that helps users find the perfect resident to live next year. As you can see, the AI will ask the user for preferences like location, price, amenities, etc. The user sets the preferences they want and AI will output all the possible listings that fits the users needs. The user can ask to see more information on the residents and pictures. They could ask any question to an AI chat bot and respond accordingly.

Usability Test Plan For Low-Fidelity Prototype:

<table>
<tr>
<td>What's being tested?
- The usability of an AI Chatbox to be used to help students find residence catered to their needs.</td>
<td rowspan="2">Goals of Usability Test:
- Evaluate the ease of chatbox
- Identifying possible pain points within the user journey
- Gathering feedback of overall experience
- determining relevant residence options applicable for students
- Identify if such a case/scenario can be understood by ux students</td>
<td>How many participants will be recruited?

-5 first-year students who are taking UX design courses will be recruited to test the low-fidelity prototype.</td>
<td rowspan="2">What are the test tasks?

-The test tasks integrates UX journey and service design and how accurately it makes the search for student housing more tailored and more efficient for participants.

-The specific metrics that will be tested include user satisfaction this includes feedback and observation, task success measured through if users go through the Chatbox tools correctly, and finally learnability measured through how fast participants are able to understand and get through the prototype.</td>
<td>Who is involved in the tests and what are the responsibilities?

- All group members are involved in the test through the observation component, however the 5 participants are involved through their role of using the prototype and providing feedback back.</td>
</tr>
<tr>
<td>Why are you doing this test?
- Be able to understand user satisfaction of AI Chatbox on whether it helps students search for residence. This is important when optimizing the user journey.</td>
<td>What equipment is required?
- Computers, softwares, AI Chatbox</td>
<td>Where/when will tests take place?
The tests have taken place the week of March 31st, with all 5 participants testing the low-fidelity prototype in-person, as real-time observations and feedback was gathered.</td>
</tr>
</table>

Usability Test Questions

- How do you feel using the AI chat box?
- Are there any additional features you are looking for that would provide further ease and further tailor to your needs?
- What pain points and difficulties did users have when testing out the AI chat box?
- Was it easy for users to adjust their criteria/preferences that resulted in to options best fitted to them?
  → How many attempts/adjustments did it take for users to get the results that they wanted?
- Were the UX service journey design recommendations tailored to your needs?
- Were you able to find the information you were looking for efficiently and easily?
- Was there any trouble with navigating through the AI Chatbox response feature and sections?

Feedback & Painpoints Based Questions:

- What key feedback did users provide during the test?
- Were there any specific pain points that often occurred during the test?
- How did users engage with the test? Was it difficult or naturally easy for them to interact?
- Are UX students able to understand why they have to consider the pain points in UX journey/service design based on users needs and wants?
- Did the implementation of service design data-driven recommendations help in producing options that were best-fitted to your preferences?

Task Based Questions:

- Were the task instructions easy to understand or were participants confused?

- Was it easy for users to adjust their criteria/preferences during the test?
- How can the test feedback help in refining the design/experience for future interactions?
- Are UX students able to find clarity in why users might have different thoughts/preferences in the test?
- Did the implementation of UX journey/service design help tailor towards the user's needs?
- How was journey mapping used in this implmentation to plan ahead and/or eliminate common challenges students face when using housing platforms?

Navigation/Layout Based Questions:

- Were the labels and descriptions clear and understandable throughout the journey?
- Were you able to find the information you were looking for efficiently and easily?
- Was there any trouble with navigating through the AI Chatbox response feature and sections?

In the end, were the UX students able to understand the user journey through this test?

Usability Test Feedback Survey:

https://docs.google.com/forms/d/e/1FAIpQLSfmR6Htr4CaPjY4pKEXv85h2dW-KxgkYGgFuRtvUwx8pi9WHg/viewform?usp=sf_link

Analyzed Data For Low-fidelity:

In the survey the UX students had a little understanding of the topic. We asked them to rate their knowledge on a scale of 1-10 and most responded with an average of 4-5. We asked the UX students if the prototype was efficient and explained how. The students stated when the user used the app again, all the info would be lost, making them re-enter the info all over again. This would be a repetitive process for the users. In the survey we asked how journey mapping reduces the number of steps taken in our app, compared to the traditional methods of finding a new residence. They stated it reduces the number steps for the user taken compared to traditions methods where they would need to search for the info themselves. The user can also ask the chat AI any questions or concerns directly. We also asked how service design elements are used in the app. The UX students stated that chat AI was tailored to help users effectively find a residence centering towards the user needs. At the end of the survey we asked what their understanding of service/journey design is now. Most of them had gained better understanding when they started as on a scale of 1-10, they averaged between 7-9. After analyzing the info, our team discussed what changes were needed for prototype.

Final Prototype:

https://www.figma.com/file/baWZtDURRYUMtNv0ZVSKlS/Final-UX-103-Project?type=design&node-id=0%3A1&mode=design&t=6D8FKNGDUFClMMNA-1

Analyzed Data For High-fidelity:

We improved our prototype to help UX students better understand how service/ journey design in User Design can be used to make the user's experience more efficient. In the low-fidelity prototype, we understood that users found the overall process of discovering their most ideal listing to be long and inefficient since the chat would ask many repetitive questions as if they decided to restart their search. In order to reduce their repetitiveness, our team brainstormed an idea to have the users create an account and set their preferences. These users have their personal information that stores their preferences, so when users decide to restart their search chain, they do not need to apply the same general information constantly. This helps UX students understand that journey/service design is an important aspect in a product and how it can be used to better improve it. Using our understanding of service design, we empathize with users on their feeling of repetitiveness about our low-fidelity and we used journey design to brainstorm ideas on how to improve their user's experience, which was creating a section to set their preferences so the algorithm knows their fixed information. When we created a second-testing stage, users found the feature to be more useful and the whole product journey service to be more smoother.

Conclusion:

We created UNI-NEST to help UX students to help gain a better understanding of Journey/Service Design in UX. We conducted primary and secondary research on UX students about their knowledge about Journey/Service Design in UX. With the users' feedback, we brainstormed ideas on how to better convey the idea of Journey/Service Design in UX. With the ideation, we decided that an application to help students find residence would better convey the importance of the concept. We created a low-fidelity prototype, however users' found the chats' questions to be repetitive at some tendency, thus we created an option using our Journey/Service Design knowledge in UX to lessen the repetition, by allowing users to create an account. It was implemented into the high-fidelity prototype and users found the feature to make the Journey process to be less tendency and more. This helps students understand how service design can be used to understand the struggles of an application, but also journey design can be used to better improve it. In a world where marketing is a struggle, it is comforting to know that there are concepts such as Service/Journey and Design in UX to help students understand how to make more efficient products.
Did u finish the conclusion