



local.ly

Medium-fi Prototyping

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Problem

Millennials and Gen Z have a desire to support socially conscious brands but have difficulty finding these brands locally.

Value Proposition

Local Made
Easy

Solution

Our smartphone app enables users to search for shops based on ethical criteria, exchange recommendations to friends, and develop relationships with local businesses.

Task #1- Simple

Buy value-driven
product(s) locally

Task #2 - Medium

Build relationships with
local businesses

Task #3 - Complex

Discover new businesses
with similar values

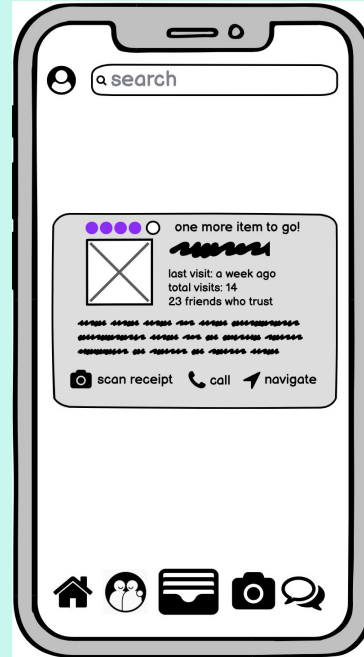
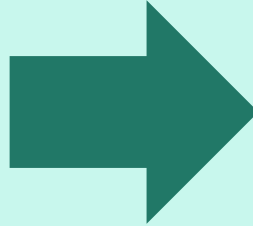
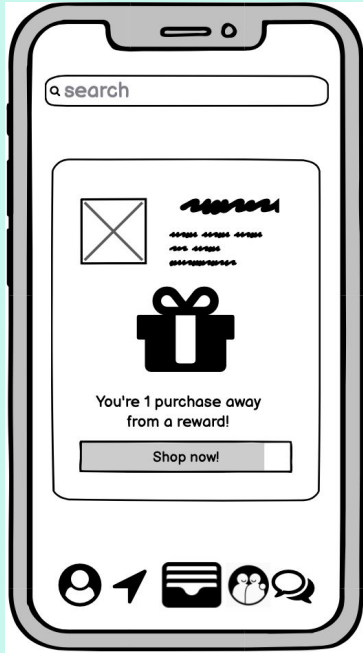
Task #3.5 - Complex

Share businesses with
friends

Major Design Changes

- Update rewards bar to more explicitly indicate purchase history
- Make card status (Silver, Gold, etc.) and associated benefits clearer
- Move “Ask for Recommendations” from Profile to Friends section

Design Change #1 - Update Rewards Bar



Design Change #1 - Update Rewards Bar - *Rationale*

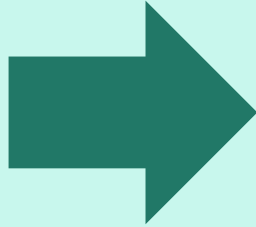
- **Before:**

The rewards bar previously was overlaid on the “Shop Now” button and perhaps because of the grayscale nature of the low-fi prototype, users did not typically notice this as a progression. Because there was not a clear history linked to the shopping experience, the card was viewed neutrally or negatively, with one user believing it was an ad.

- **After:**

The rewards bar was moved off the “Shop Now” button to give it more importance and weight by representing it on its own. It also explicitly calls out the current status of the card and measurable progression to the next level to demonstrate to the user a history of shopping with the store. While we initially planned on implementing this via a “punch card” interface, we decided to retain the progress bar to allow for more flexibility in how cards can be upgraded.

Design Change #2 - Make Card Status Clearer



Design Change #2 - Make Card Status Clearer - *Rationale*

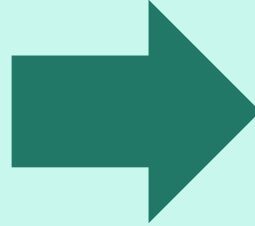
- **Before:**

As part of our task of developing a relationship with businesses, cards would be visually changed to reflect the current status of the relationship (e.g. Bronze, Silver, Gold, etc.). However, the status was not always apparent to the user and when it was, it was not always clearly associated with any kind of behavior or reward structure. Further, not all users recognized when the cards changed or what action led it to change.

- **After:**

To make it more clear what the card status represented and what rewards you received as part of this upgrade, an additional pop up screen was added to relay this information. This pop up explicitly references loyalty and the updated rewards structure to make it clear that a benefit has been received and it is a result of the users continued relationship with the business. To connect it further to the result of previous shopping, it is designed to pop up right after a new purchase has been added to the user's account.

Design Change #3 - Move Ask from Profile to Friends



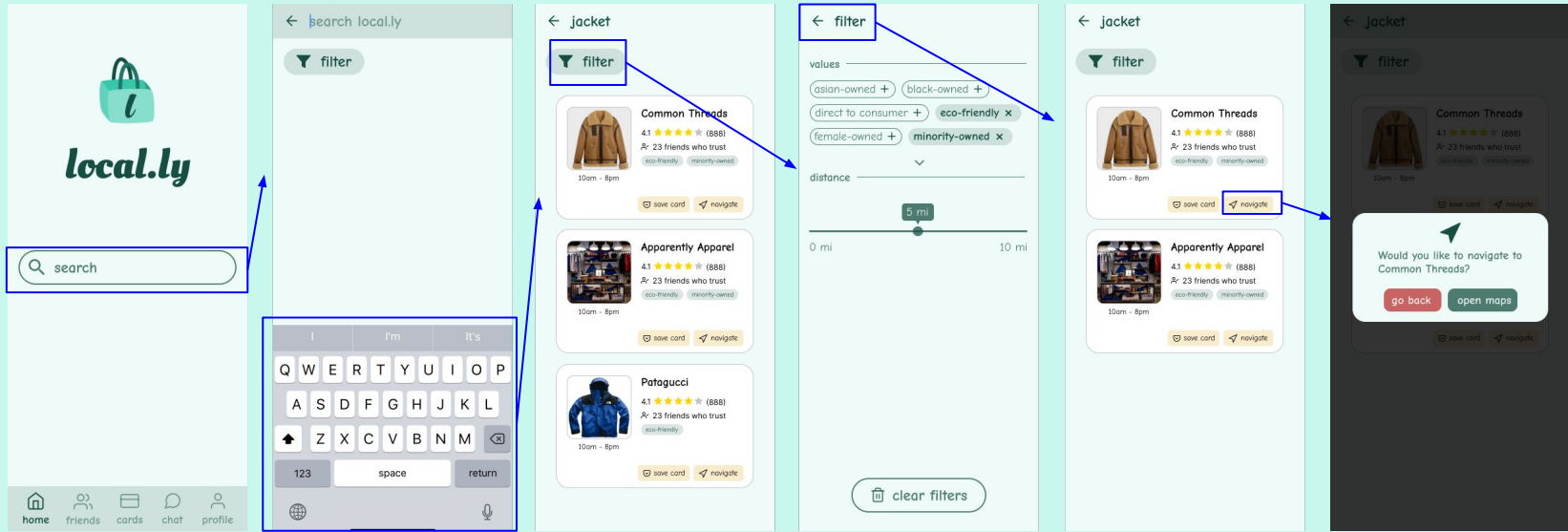
Design Change #3 - Move Ask from Profile to Friends - *Rationale*

- **Before:**

A large part of our app mechanics involve the discovery of new businesses through making requests with your network. We initially had this mechanic in the profile section (as the request is a part of the user's experience) but it was not intuitive that users should go to their profile to make a request of their friends.

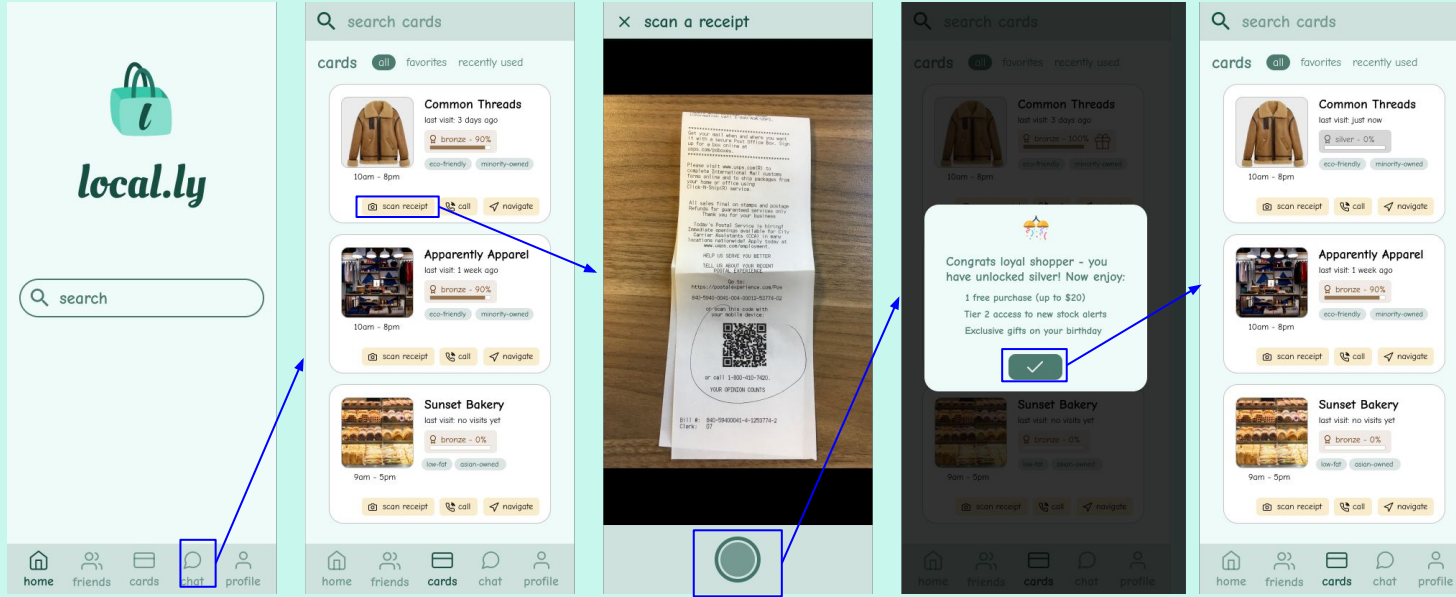
- **After:**

We moved the "Ask for recommendations" mechanic to the Friends section where all of their network's requests were being tracked. This creates a more unified experience as now all requests for recommendations are kept in the same section of the app rather than those of your friends in the friends section and personal requests in your profile.



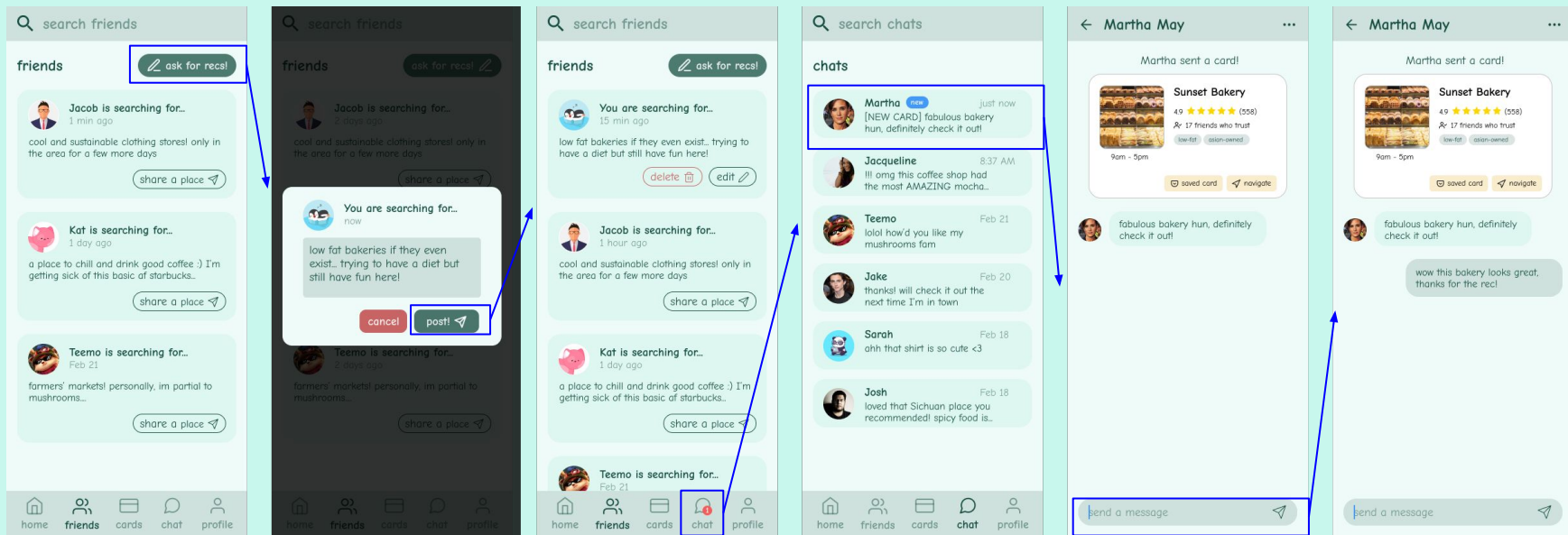
Task Flow #1:

Buy value-driven product(s) locally



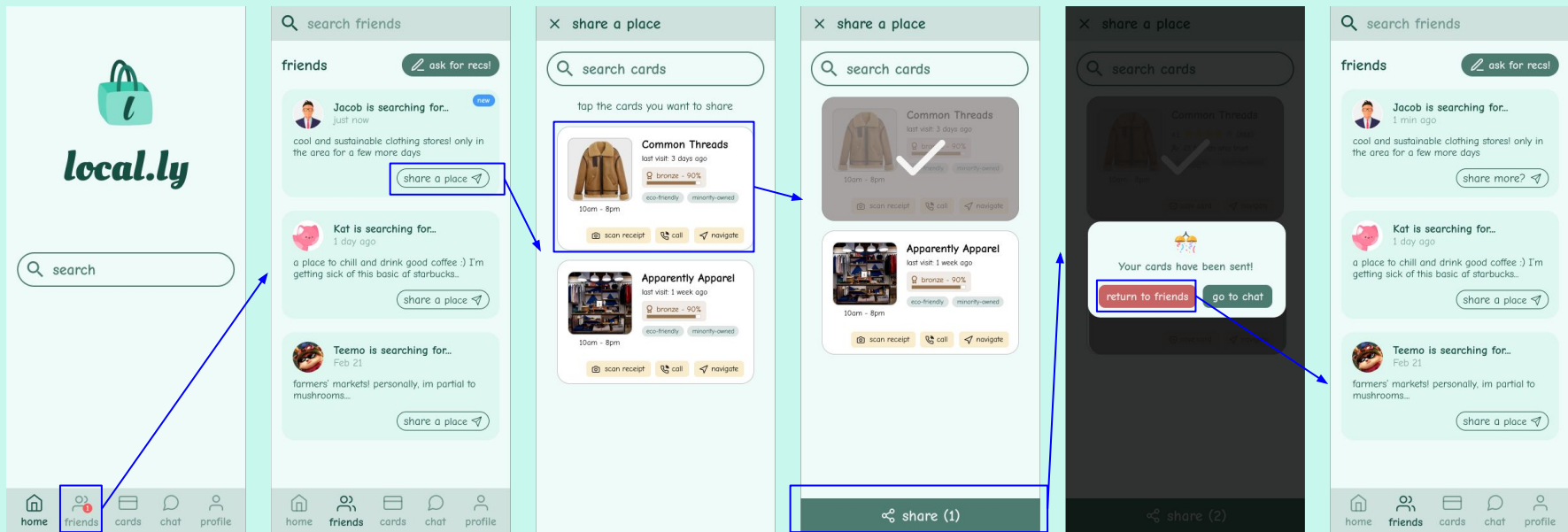
Task Flow #2:

Build relationships with local businesses



Task Flow #3:

Discover new businesses with similar values



Task Flow #3.5:

Share business with friends

Prototype Overview

Good

- Smooth collaboration (no concurrency issues like Balsamiq)
- Figma Plugins are helpful
- Ease of “Pages” hierarchy to keep separate work from different stages
- Wireframing for remote testing

Bad

- Complicated interface for medium-fi
- Difficulting masking
- Cannot move shapes within components
- No preview in font selection
- Unable to search frames was really unwieldy once we reached 20+ frames and had to manually scroll to find a frame

Figma

Limitations and Tradeoffs

- **Limitation:** Few available clickable regions to maintain continuity in our task flows.
- **Limitation:** Opening Maps (which should open Google Maps or whatever default map app the user has set) was left out as this would require API support from Figma.
- **Limitation:** The "call" button on store cards (which should open up the user's phone app with the store's associated number) was left out as this would require calling support.
- **Limitation:** Could not simulate swipes using Figma so designed with clickable buttons.
- **Tradeoff:** To focus on our 4 main task flows, we have left out some features and screens, like a sign out button, and the screens that would correspond to the options on the profile (edit profile, add friends, account settings).
- **Tradeoff:** We simulated the passage of time through different screens with notification bubbles and different timestamps since we did not want users of our medium-fi prototype to spend a long amount of time waiting until they could progress on certain tasks.

Wizard of Oz techniques

- **Pre-filled chats to simulate time-progression**
 - Simulated the passage of time between when a user asks for a recommendation and receives one through a different screen that shows their post is now 15 minutes old
- **Notification pop-up to signal message from friend**
- **“Filter” your search results**
 - Users can currently only search for jackets, and we've limited the value filters that users can apply
- **Mocked up fake receipt**

Hardcoded Features

- **Login / Logout**
 - Auth process required
- **Stores**
 - Store results & all store details that appear on cards (i.e. rating, number of friends who trust, store hours)
 - Card rank progress and receipt-scanning is hard-coded to facilitate demonstrating the functionality
- **Profile Data and Friends**
- **Chat with friends**
 - When the user clicks text boxes or the keyboard in certain instances, we auto-fill the text box with a hard-coded message since we can't process user input.
 - The store recommendation the user can ask for, and the recommendation card the user receives is hard-coded.
 - We also simulated the user receiving a notification showing their friend has asked for a recommendation by having a separate home screen that the user encounters later in the flow.

Figma Link:

<https://www.figma.com/proto/ptoDW2Drn3HL8zzb8Kz8aG/Local.ly-Medium-fi-Prototype?node-id=133%3A129663&scaling=scale-down>



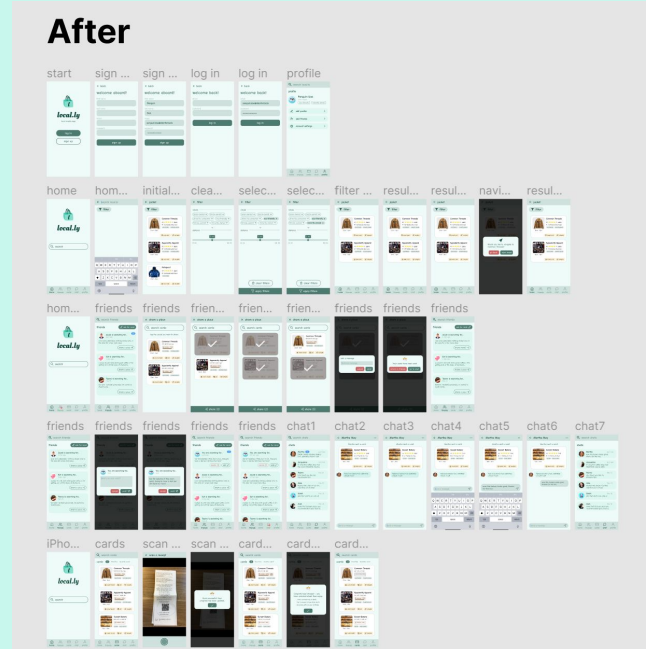
Appendix



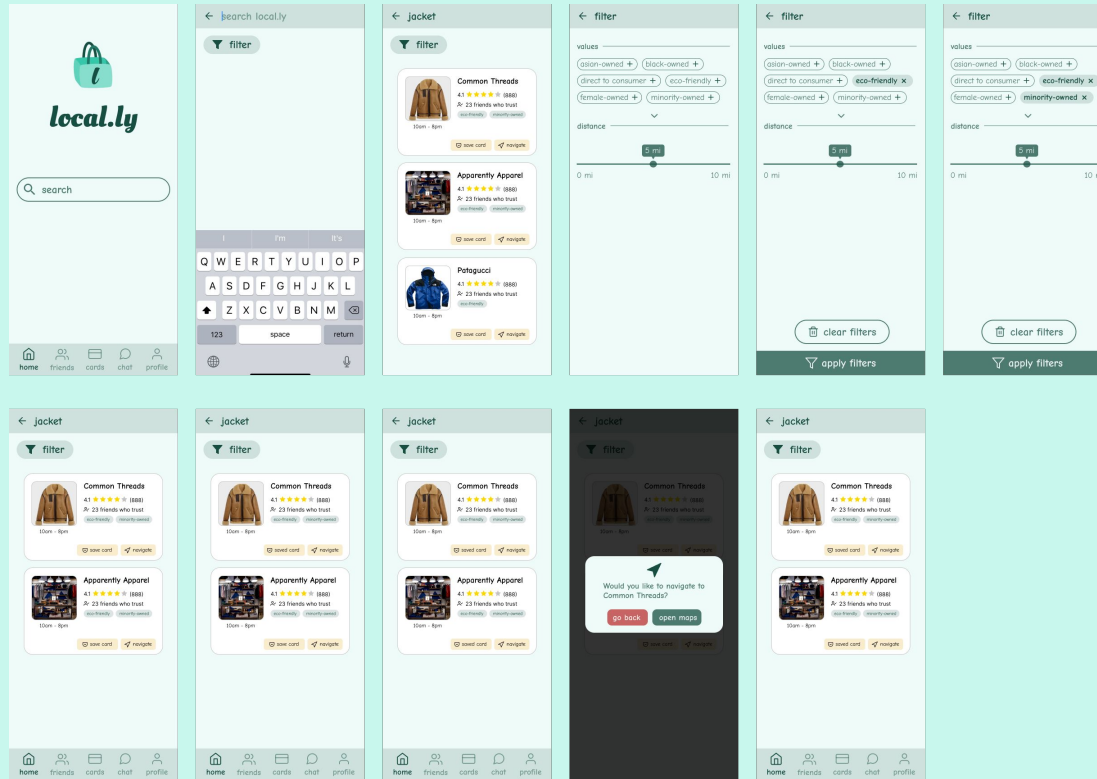
Low-Fi



Medium-Fi

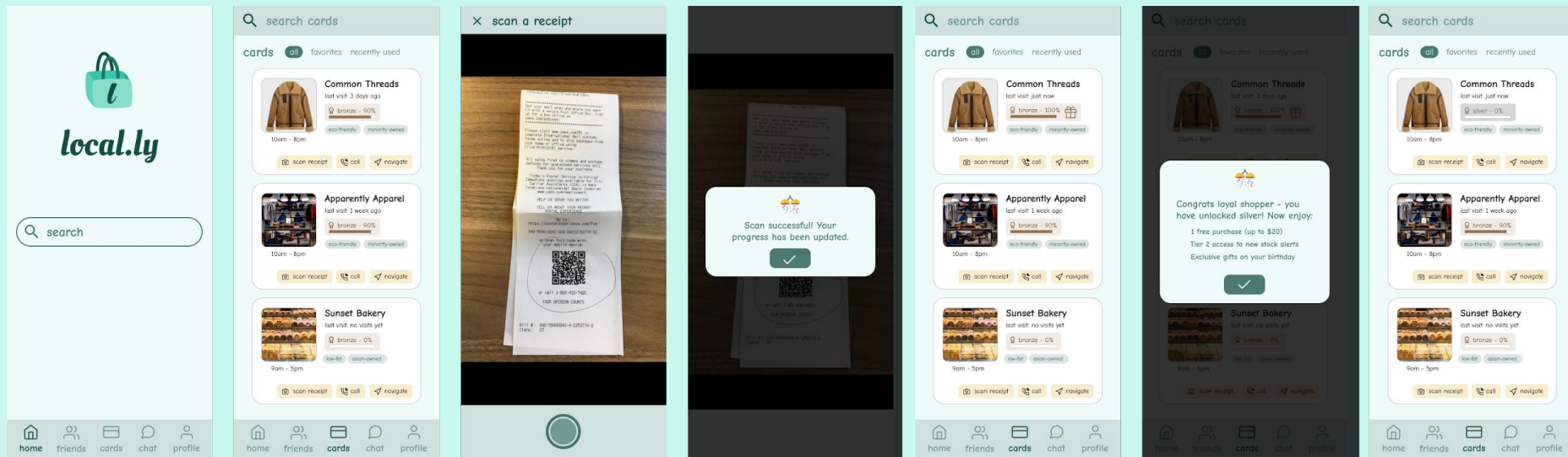


All Screens



Task Flow #1 - Full:

Buy value-driven product(s) locally



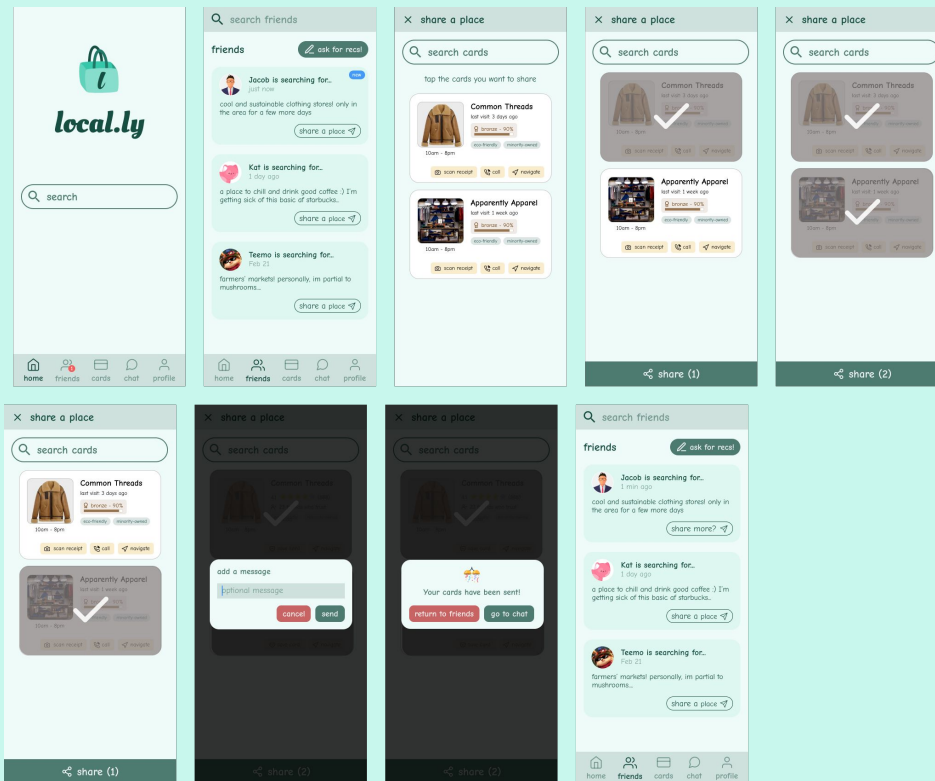
Task Flow #2 - Full:

Build relationships with local businesses



Task Flow #3 - Full:

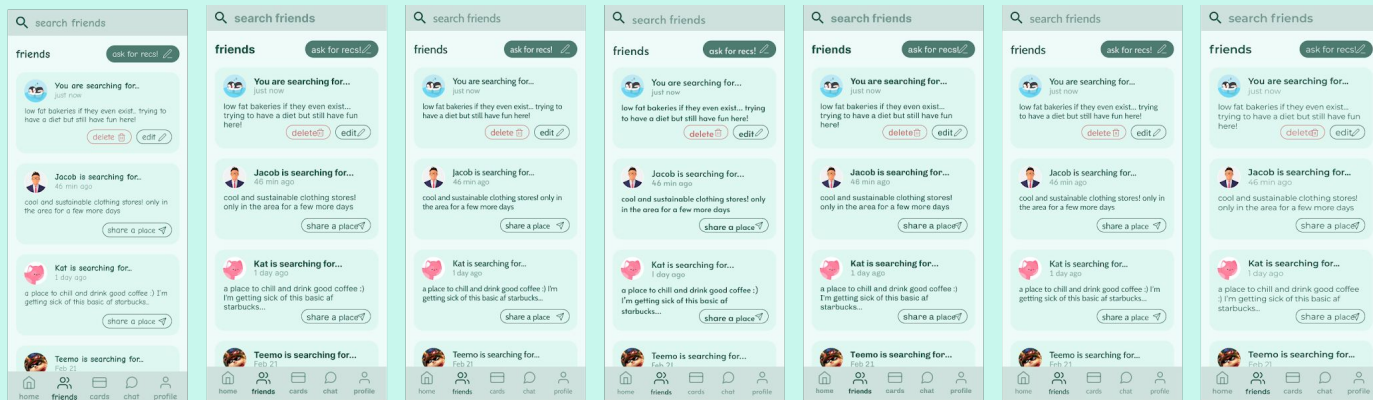
Discover new businesses with similar values



Task Flow #3.5 - Full:

Share a businesses with friends

varela round
abeezee
cabin
alata
chivo
average sans
lato
montserrat



Font Experimentation

(we decided we would switch to Lato for the high-fidelity prototype)