local.ly

Low-fi Prototyping & Pilot Usability Testing

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Overview

Mission Statement

Selected Interface

Low-fi Prototype

Experiment

UI Changes

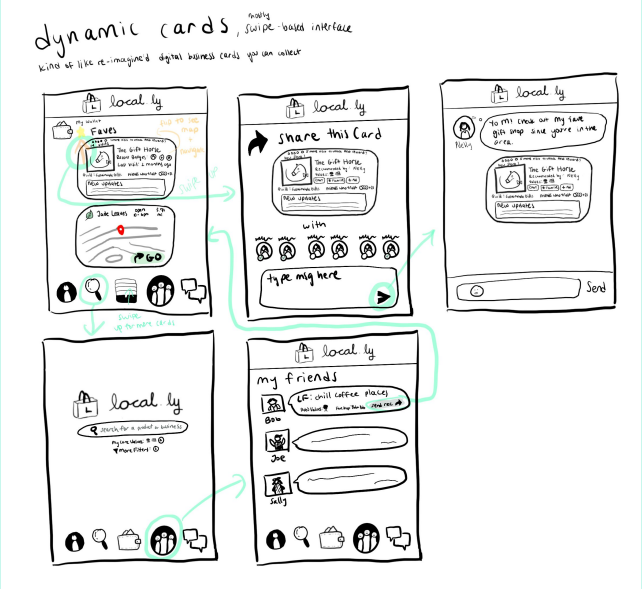
Summary

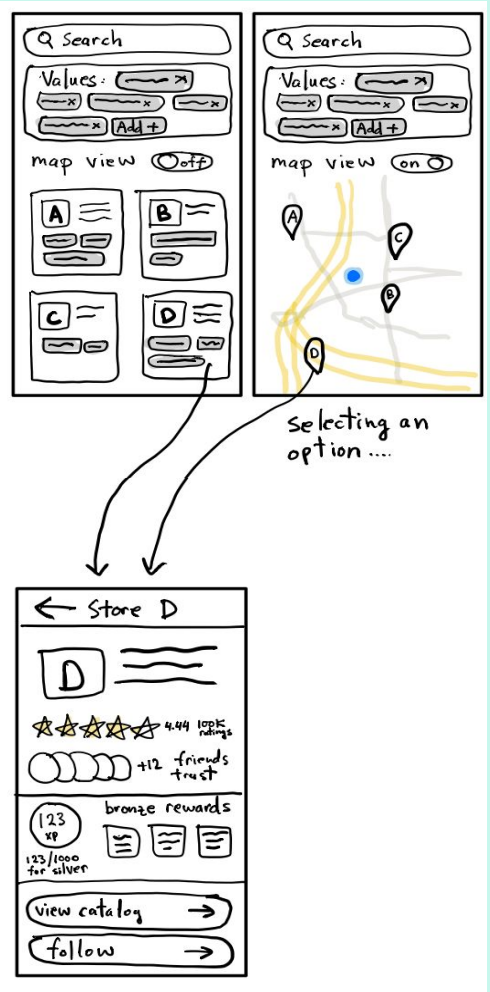
local.ly Mission Statement

We want to empower people to shop locally with the confidence that their values are being met.

Selected Interface

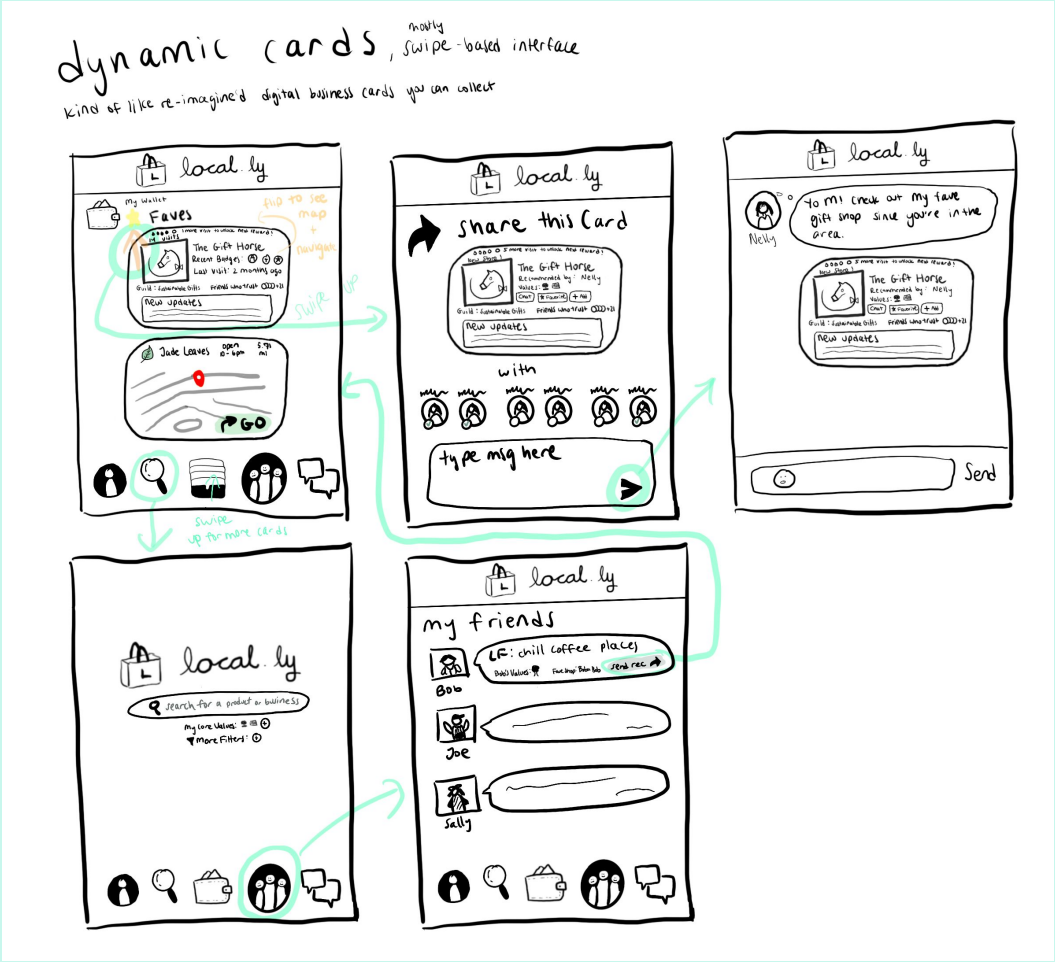
- **Dynamic Cards**
  - Digital business cards you can share
- **Value-Driven Search**
  - Advanced search centered on values and trust





Selected Interface

- **Dynamic Cards**
  - More playful & fun
  - Analogous to real world business cards
  - Cards could embody relationships
  - Easy integration with other ideas



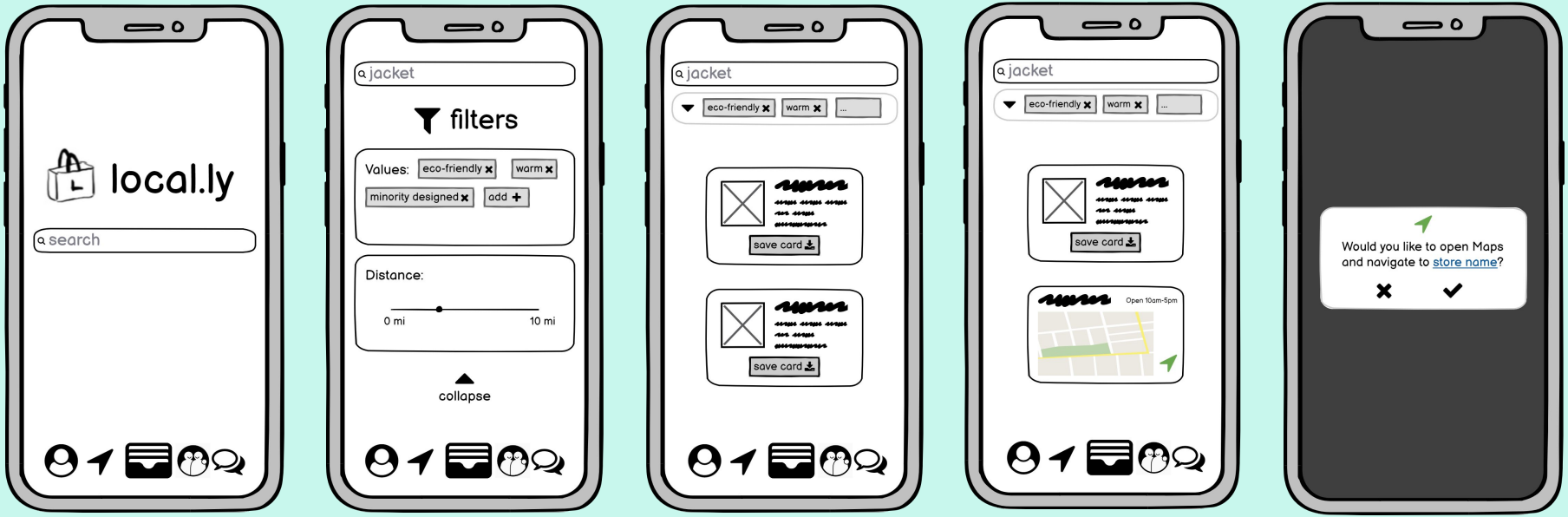
Low-Fi Prototype

- Designed in Balsamiq
- Wireframed in Figma
- Phone Interface
- Tap / Swipe Interface with some typing

Task #1

Buy value-driven product(s) locally

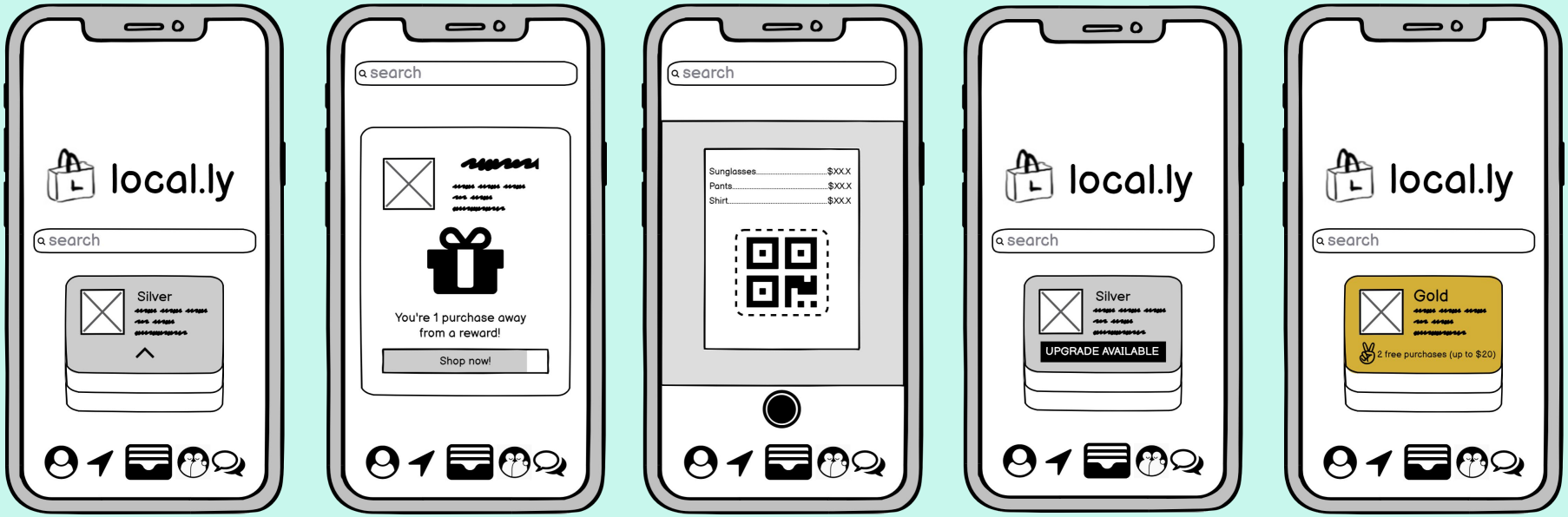
Task #1 - Buy value-driven product(s) locally



Task #2

Build relationships with local businesses

Task #2 - Build relationship with local businesses



Task #3

Discover new businesses with similar values

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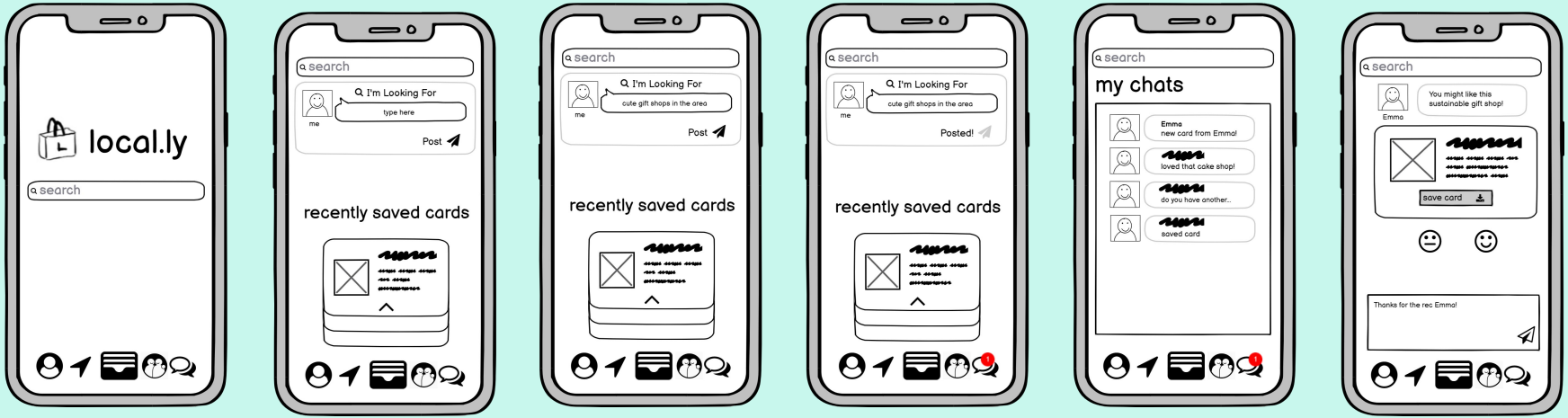
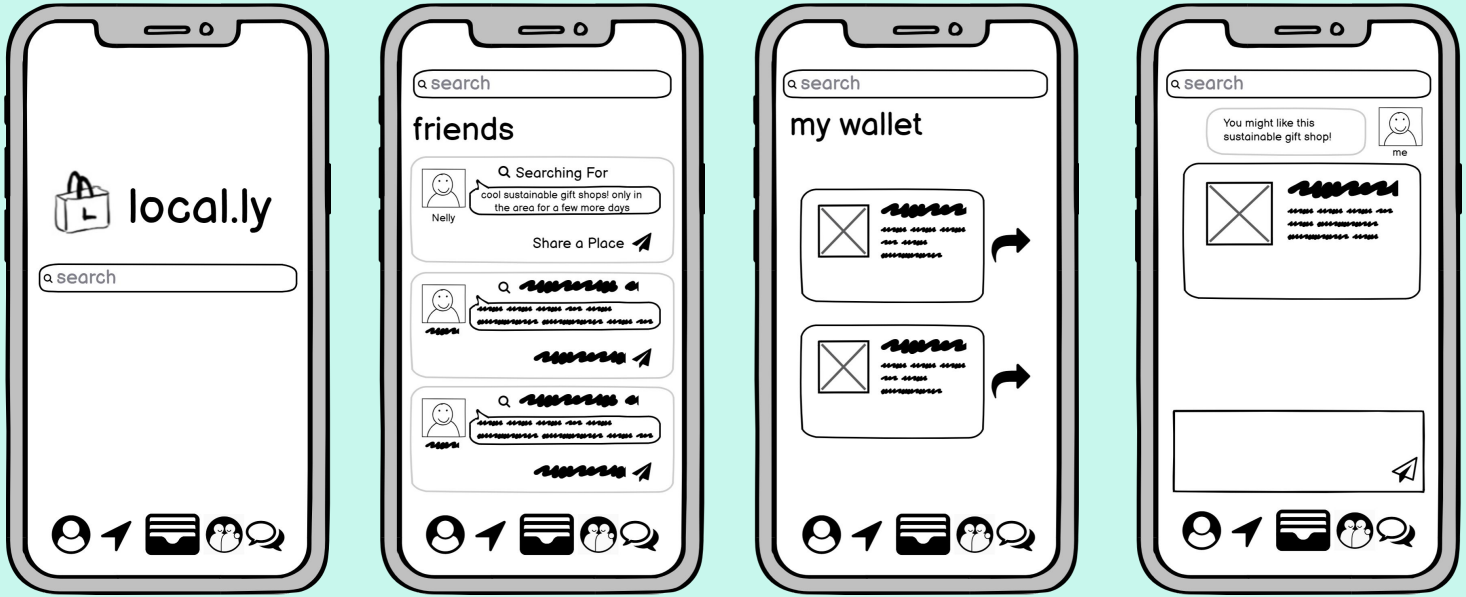


Task #3.5

Share businesses with friends

Task #3.5 - Share businesses with friends



Experiment Method

Master's Student in Public Administration at Harvard Kennedy School

Government Contracts Management Specialist at Boeing

Fresh New-grad Software Engineer At Google

Observer

Facilitator

Greeter

figma.com/proto/lFvW4xvPQd2rW0dfEYzeea/Local.ly-Low-fi-Protot...

Update

Local.ly Low-fi Prototype

Log in or create account

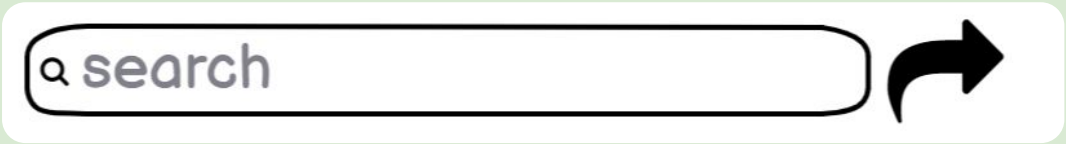
Options

1 / 19

Restart (R)

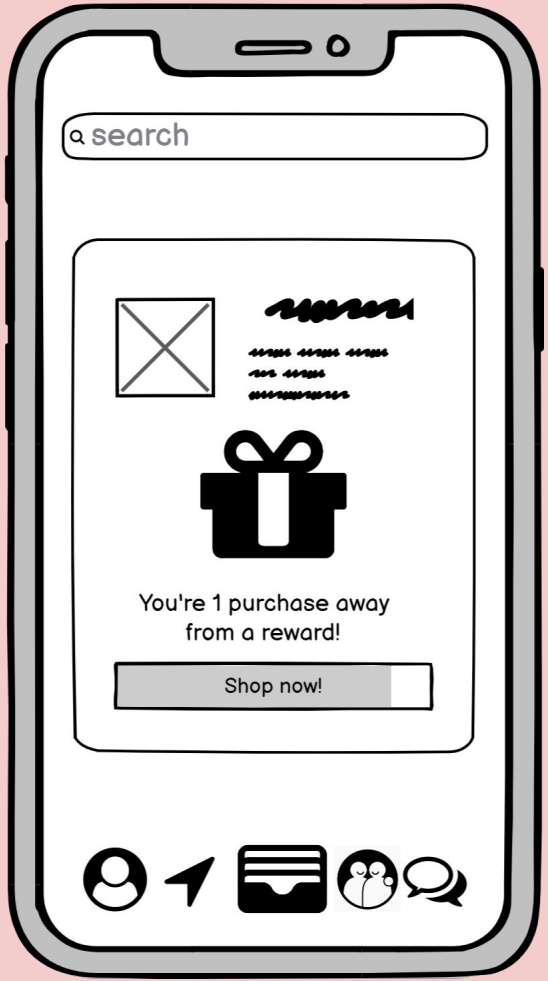
Results - Positives

- Representation of a business as a digital card was well-understood and positively received
- Sharing a card to send your friends information was viewed as intuitive
- Social features “made sense” and were well-received
- Search on every screen was viewed positively
    - “At any given moment, I might want to search for something else”

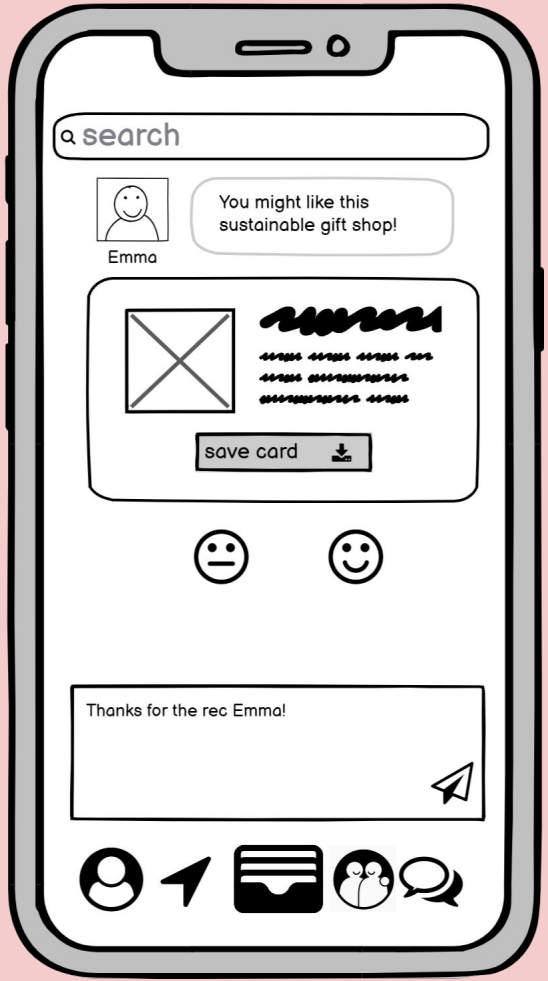


Results - Negatives

- Representation of rewards was mixed with one person initially believing it was a “sketchy internet ad”
- Unclear what caused upgrade from silver to gold card status + mixed reaction
- “Build a relationship” caused users to go down the wrong task flow because of the icon of two friends
- Feedback smiley faces caused confusion


search
You're 1 purchase away from a reward!
Shop now!

local.ly
search
Gold
2 free purchases (up to $20)


search
Emma
You might like this sustainable gift shop!
save card
Thanks for the rec Emma!

Suggested UI Changes

- Update Home button (icon and position)
- Remove recommendation feedback option (smiley faces)
- Update rewards bar into punch holes or stamps to indicate purchase history
- Make card status (Silver, Gold, etc.) and associated benefits clearer
- Delineate relationships with friends vs. relationships with businesses more cleanly

Summary

- Users found the digital business card concept and sharing them fun and intuitive
- Searching and value filters were seen as straightforward
- The process of earning rewards and building a relationship with a business needs streamlining
- Navigation menu and feedback icons were confusing

QUESTIONS?

Appendix

Task Simplification + Process

Task #1: Buy value-driven product(s) locally.

person wants to find store with product

Locate local stores that carry relevant product(s)

1. type in [product] search bar

2. filter results by values + distance

3. cards pop up, add the ones u care about in your wallet

4. "Get directions" to go to store

Task #2: Build relationship with local businesses

deepening relationships with business owners

Flag stores as trustworthy

cards can "decay" if u dont visit them

verified purchase history

concrete rewards should be determined by the business (think Kickstarter/Fiverr)

1. background: user is 1 purchase away from next reward

2. user makes purchase and scans QR code

3. quest completion screen pops up (acquired new badge, +1 gold coupon)

4. card "upgrades" (change colors? bronze -> silver), shows new badge, shows coupon

Task #3: Discover new businesses with similar values

peer vetted business recommendations that align on values

Discover and share trustworthy businesses and guilds

1. make a "im looking for ___" post (?) (status?)

2. friends get notified about your status (?) change

3. friends can share relevant cards (ex. friend A sent u [blah] card)

4. preview cards

5. accept/ decline cards

Task #3.5: Share business cards with friends

1. click friends icon

2. see what friends are looking for

3. click "suggest card"

4. click relevant card you have

5. click share feature and send to friend

6. chat screen with card