



local.ly

Midway Milestone

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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.

Overview



Heuristic Eval Results

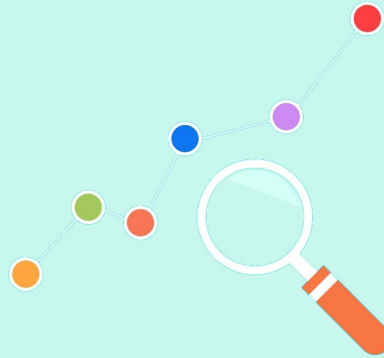
Design Revisions

Prototype Status

Demo

Summary

Heuristic Evaluation Results



Heuristic Evaluation Overview

71
violations

Heuristic Evaluation Overview

26

sev 3 + 4

45

sev 1 + 2

Heuristic Evaluation Overview

26

sev 3

2 sev 4

45

sev 1 + 2

Heuristic Evaluation Overview

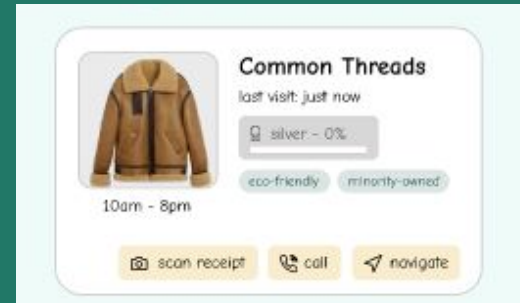
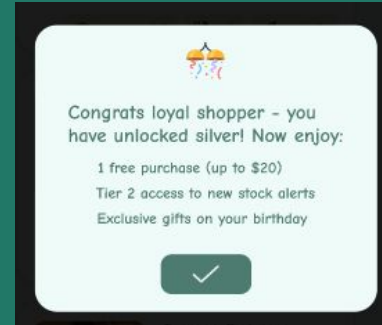
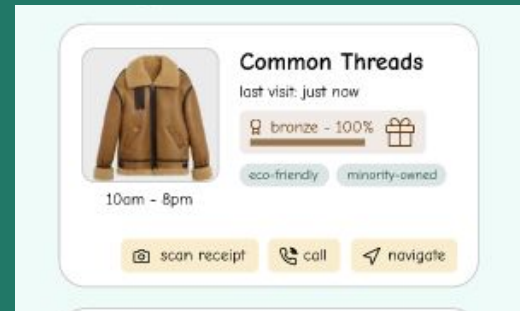
- Most violated heuristics:
 - H7 - efficiency of use (12)
 - H4 - consistency (11)
 - H2 - match between system & world (9)
- Addressing issues
 - Severity 4 - will address all of these
 - Severity 3 - will first address issues around card information, social features, filtering, and tags

Severity 4: Reward Retrieval

Type: H1, Visibility of System Status

Problem: When you press the “100 % Bronze” button, and your prize does appear, once you click the green check on the pop up, your reward disappears and there is nowhere to retrieve it.

Fix: Include a separate “Rewards” section, where users can see all the previous rewards they’ve earned and how to claim them.

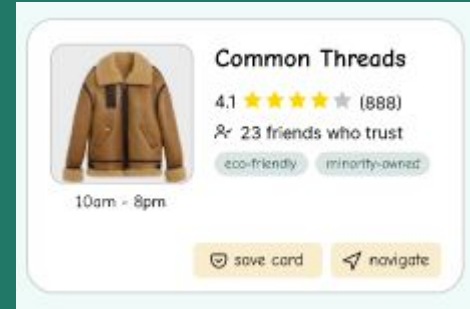


Severity 4: Undo Card Save

Type: H3, User Control and Freedom

Problem: It doesn't seem like there's any easy way to undo saving a card. When you search for a store and save its card, it's an easy button press, but the reverse action doesn't seem available.

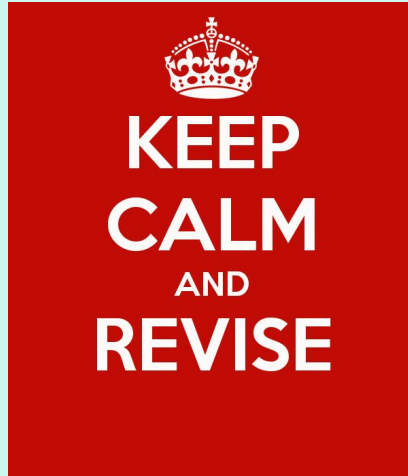
Fix: Make clicking "saved card" undo it being saved.



Severity 3 Violations Overview

- Most violated heuristics were H2 (match between system and world) at 5 and H7 (efficiency of use) at 4 violations
- Some trends:
 - Unclear or inconsistent wording
 - Streamlining friends, messaging, & card sharing
 - Streamlining the filtering system and having better organization for value tags (i.e. tags by business type)
 - Card variants being too similar and lacking in information + features (i.e. favoriting)
 - Lack of FAQ and info on what would happen if no results
 - Lacking receipt validation and password functionality

Design Revisions



Design Revisions: Big Changes

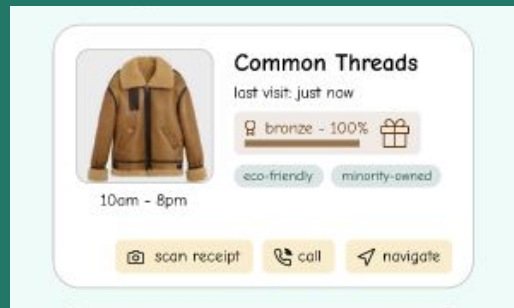
- Reward claiming + viewing accumulated rewards
- Card revisions + expanding for more information
- Streamlining social functionality for more clarity
- More organization for value tags during filtering

Design Revision: Rewards

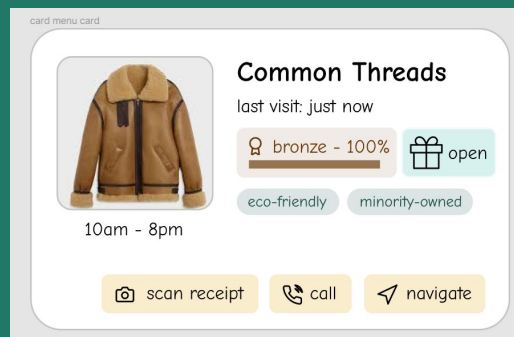
Problem: Process of claiming rewards was unclear, and no way to view accumulated rewards

Fix: “open” button + “view perks” to check previous rewards

Before



After

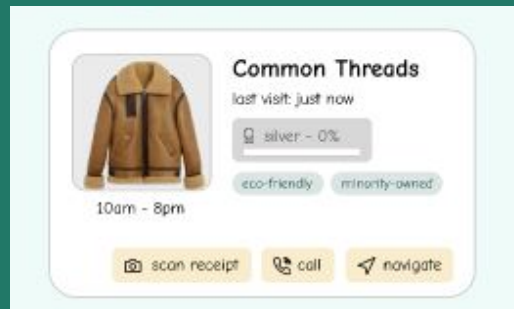


Design Revision: Rewards

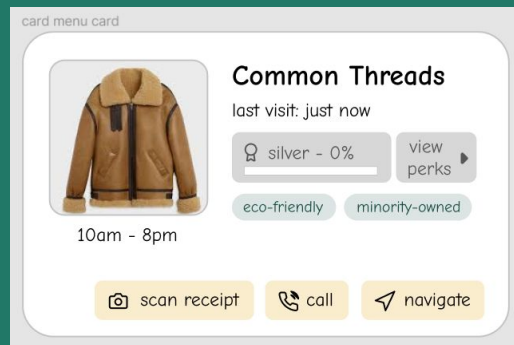
Problem: Process of claiming rewards was unclear, and no way to view accumulated rewards

Fix: “open” button + “view perks” to check previous rewards

Before



After

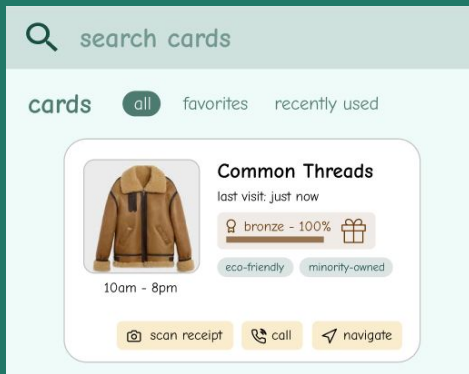


Design Revision: Cards

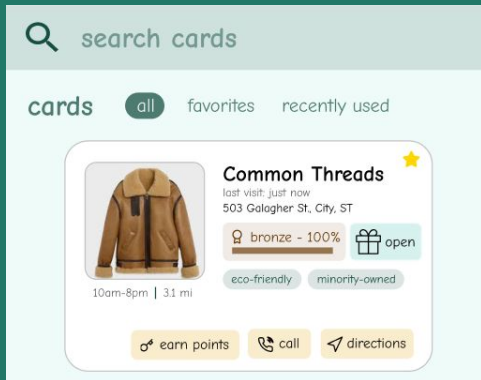
Problem: Business cards had unintuitive language and lacked features + information like favoriting and location

Fix: Make wording changes, add location info, and add the ability to favorite cards from “Cards” section

Before



After

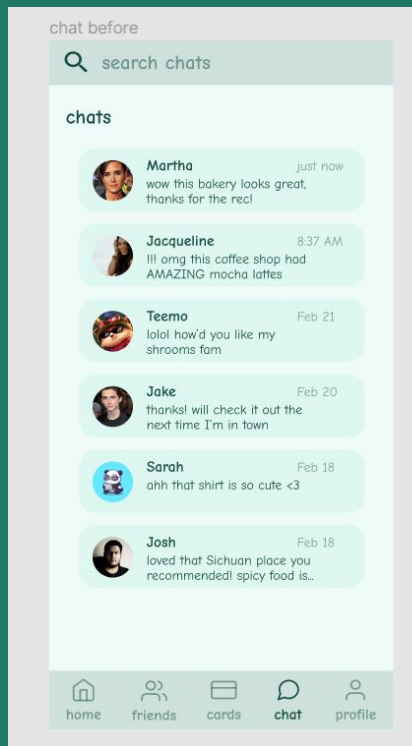


Design Revision: Social Functionality

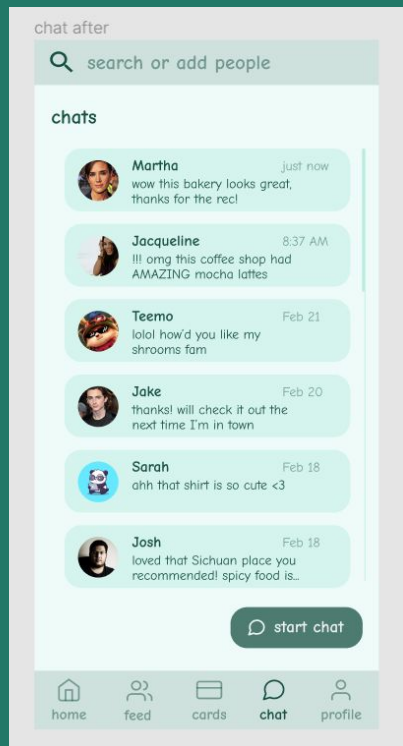
Problem: Having “Friends” and “Chats” separated was unintuitive, users could not add friends in “Friends,” or start a new chat in “Chats”

Fix: Rename “Friends” section, add ability to start new chats and add friends to “Chats”

Before



After



Design Revision: Value Tag Organization

Problem: Not all value tags are applicable to all types of stores, and this can create confusion when filtering

Fix: Add business type to filter, have suggested tags adjust depending on type, also have product-specific tags

Before

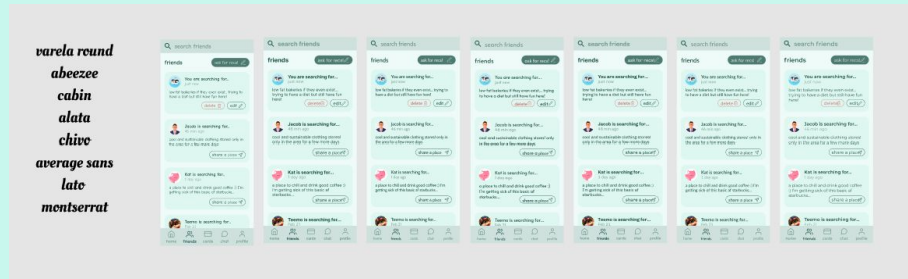
The 'filter' interface shows a list of value tags under the heading 'values'. The tags are: 'asian-owned +', 'black-owned +', 'direct to consumer +', 'eco-friendly +', 'female-owned +', and 'minority-owned +'. Below this is a 'distance' section with a slider ranging from '0 mi' to '10 mi', with a marker set at '5 mi'.

After

The 'Filter' interface is reorganized into three distinct sections. The first section, 'business values', contains 'asian-owned +', 'black-owned +', and 'female-owned +'. The second section, 'business type', contains 'fashion +', 'food +', 'entertainment +', and 'health +'. The third section, 'product values', contains 'second-hand +', 'vintage +', 'direct to consumer +', and 'eco-friendly +'. At the bottom is a 'distance' section with a slider ranging from '0 mi' to '10 mi', with a marker set at '5 mi'.

Design Revisions: Small Fixes

- Font change from Comic Neue to Lato
 - Accessibility issues and connotations of a “Comic” font
- Display message if no results are when searching/filtering
- Adjusting colors for better contrast
- Message timestamps

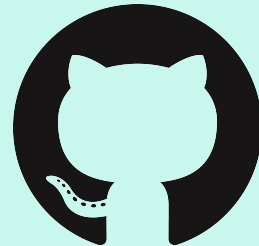
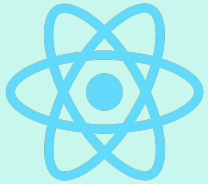


Prototype Implementation Status



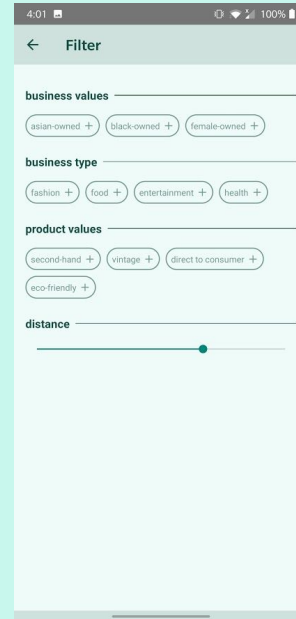
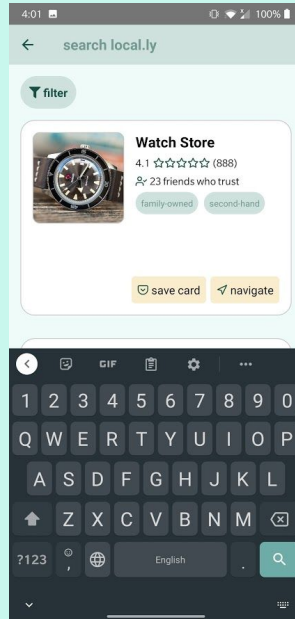
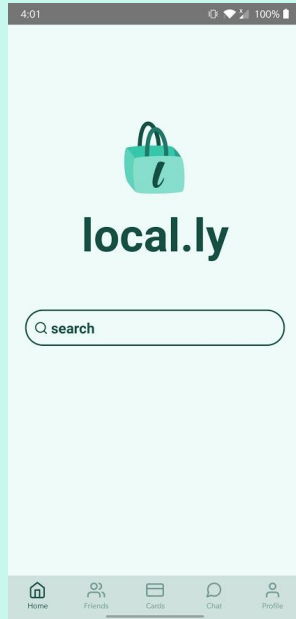
Tools Used

- React Native (application framework)
- VS Code (code editor)
- Android Studio Emulator (simulation)
- GitHub (collaboration + version control)
- Figma (design)



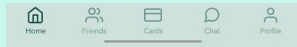
Implemented Features

- Task 1 flow

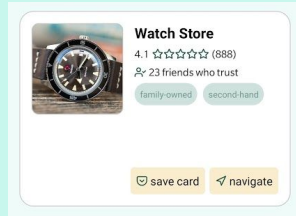


Components

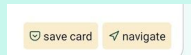
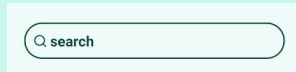
- Navigation



- Business card

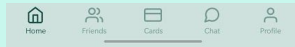


- Buttons galore

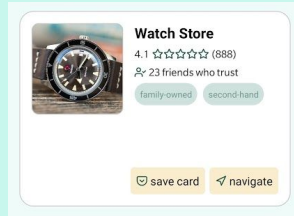


Components

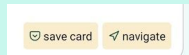
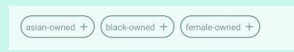
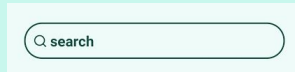
- Navigation



- Business card



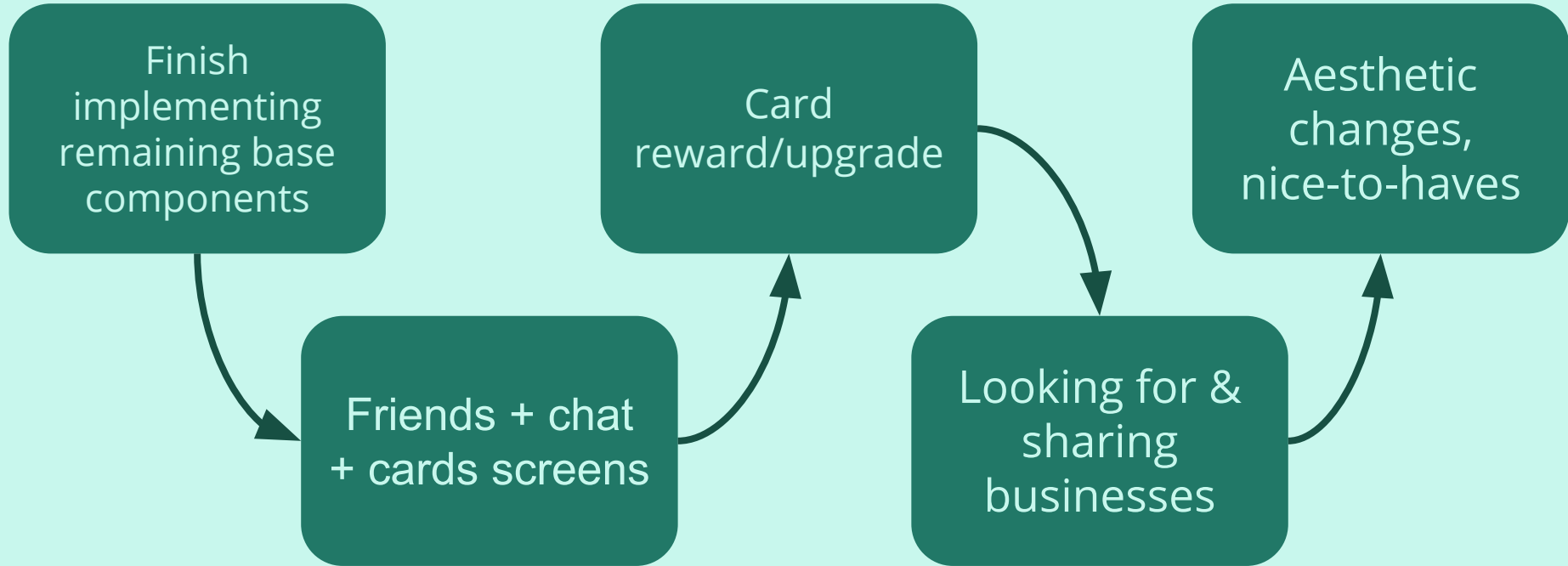
- Buttons galore



Unimplemented Features

- Log in/Sign up
- Friends
- Chat
- Internal details
 - Flesh out internal app state storage
 - Screen connections/actions

Implementation Plan



Wizard of Oz Techniques

- Pre-filled chat messages to simulate time progression
- Notification pop-up to signal message from friend
- User will be limited in what they can search to receive results
- Receipt scanning process will use a fake image
- Lots of hard coded data

Hard-Coded Data

- Login & logout
- User profile data
- All store-related info, including relationship progress and rewards
- Receipt image
- Friend list and “looking for” feed
- Chat messages
- Value tags used for filtering

Task 1 Demo!

Summary

- 20+ high severity issues
 - H7 - efficiency of use (12)
 - H4 - consistency (11)
 - H2 - match between system & world (9)
- So far: good progress on task 1 + custom component library
- To do: finish implementing base component library and continue building up functionality



QUESTIONS?

