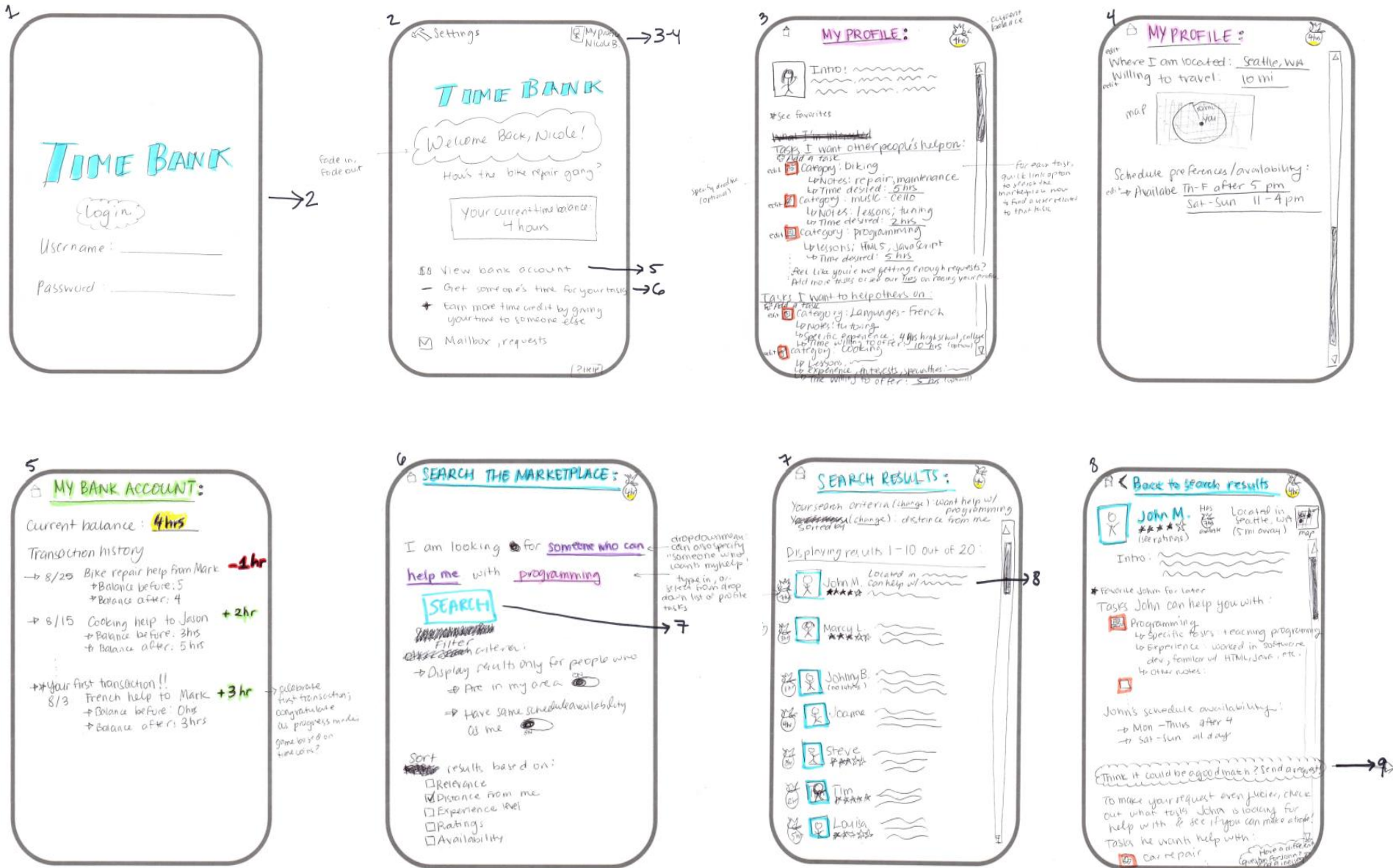


Time Trade UI Design

Nicole Bernardi

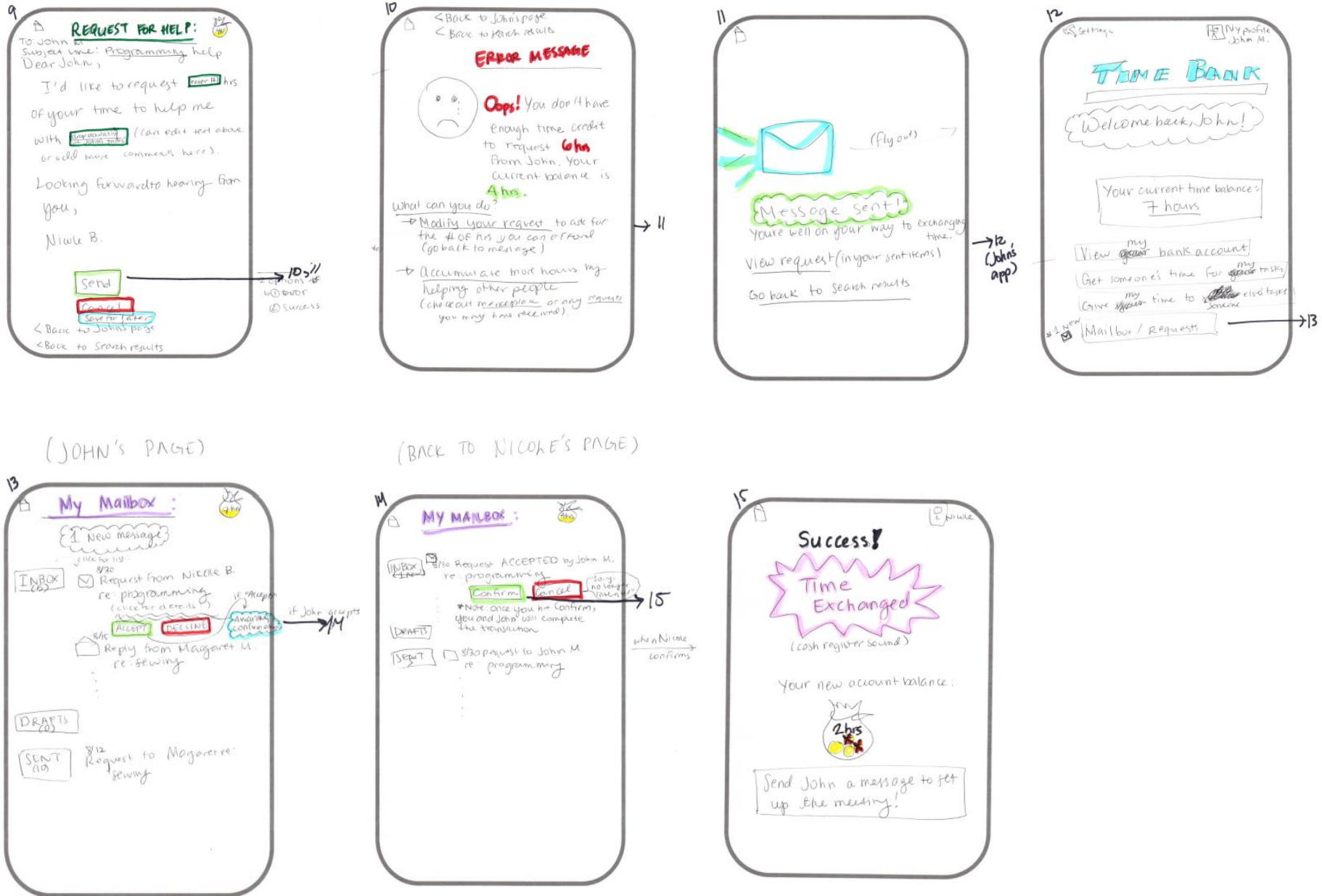
nbern@uw.edu

9/1/14



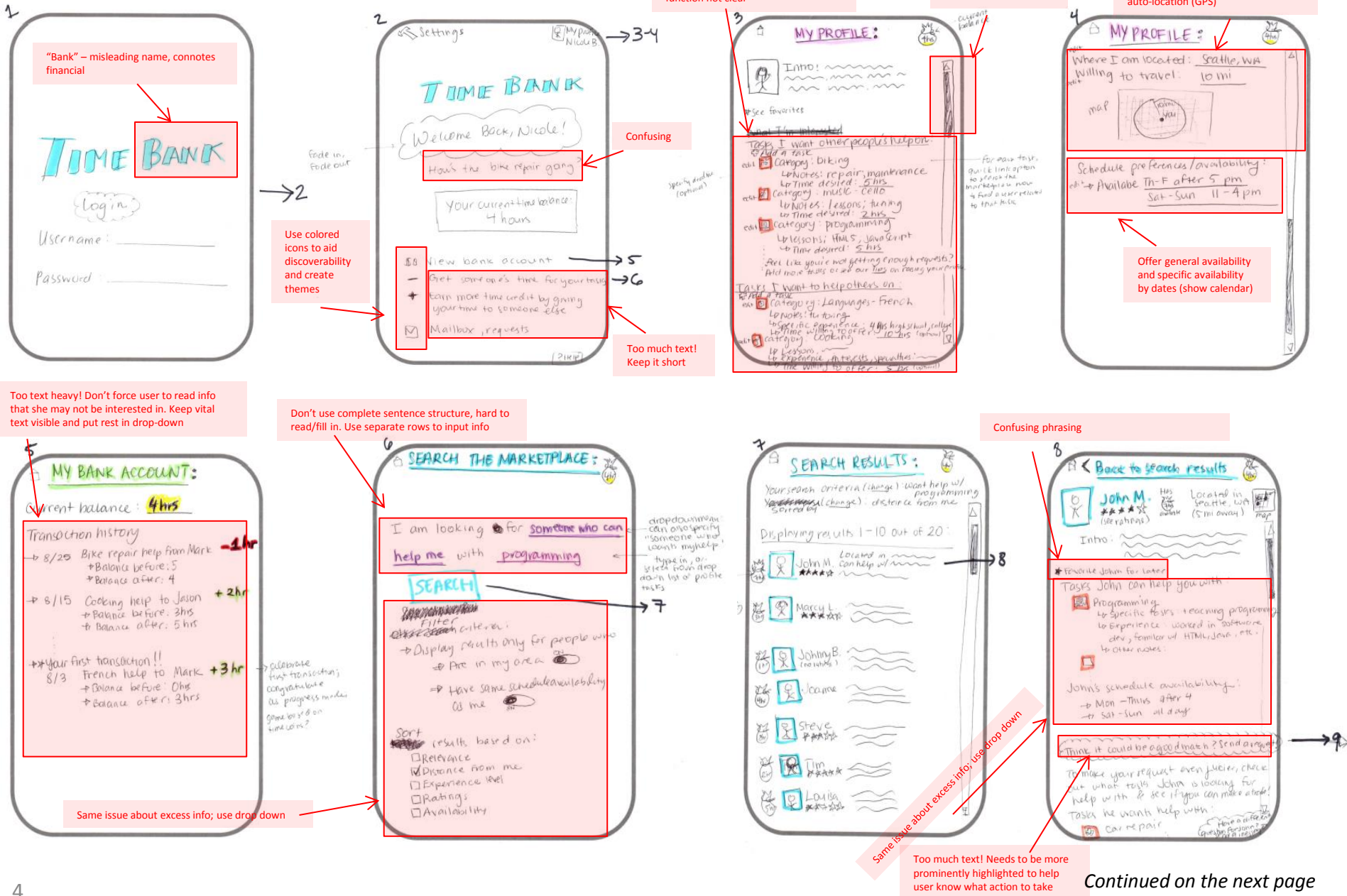
Flow 1 demonstrating discoverability and feedback, pre-user testing, cont'd

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Flow 1, user testing – points of user confusion

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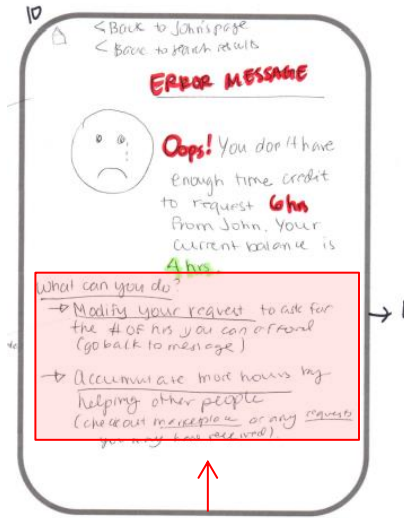


Flow 1, user testing– points of user confusion, cont'd.

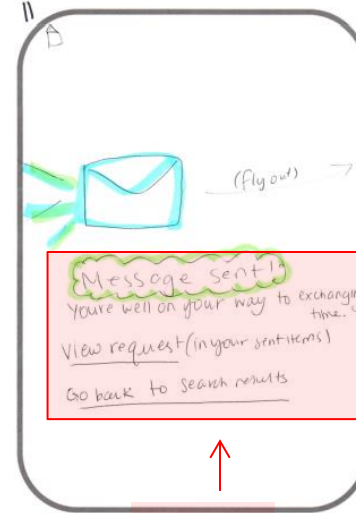
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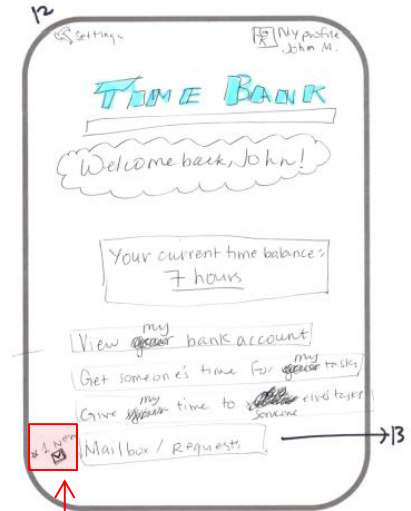
Too much text, user may not want/need to see full message (but might like to have the option). Also offer option to request date



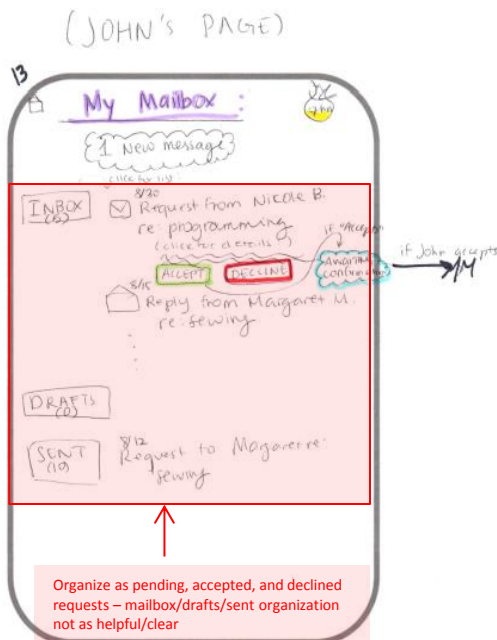
Too much text!



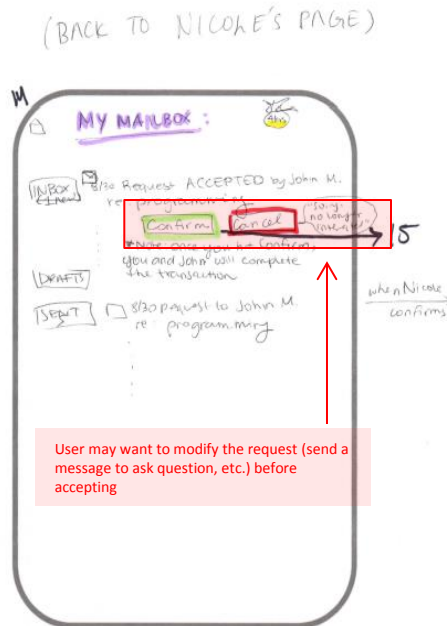
Too much text!



Make this signifier bigger, more prominently located to alert user of new message

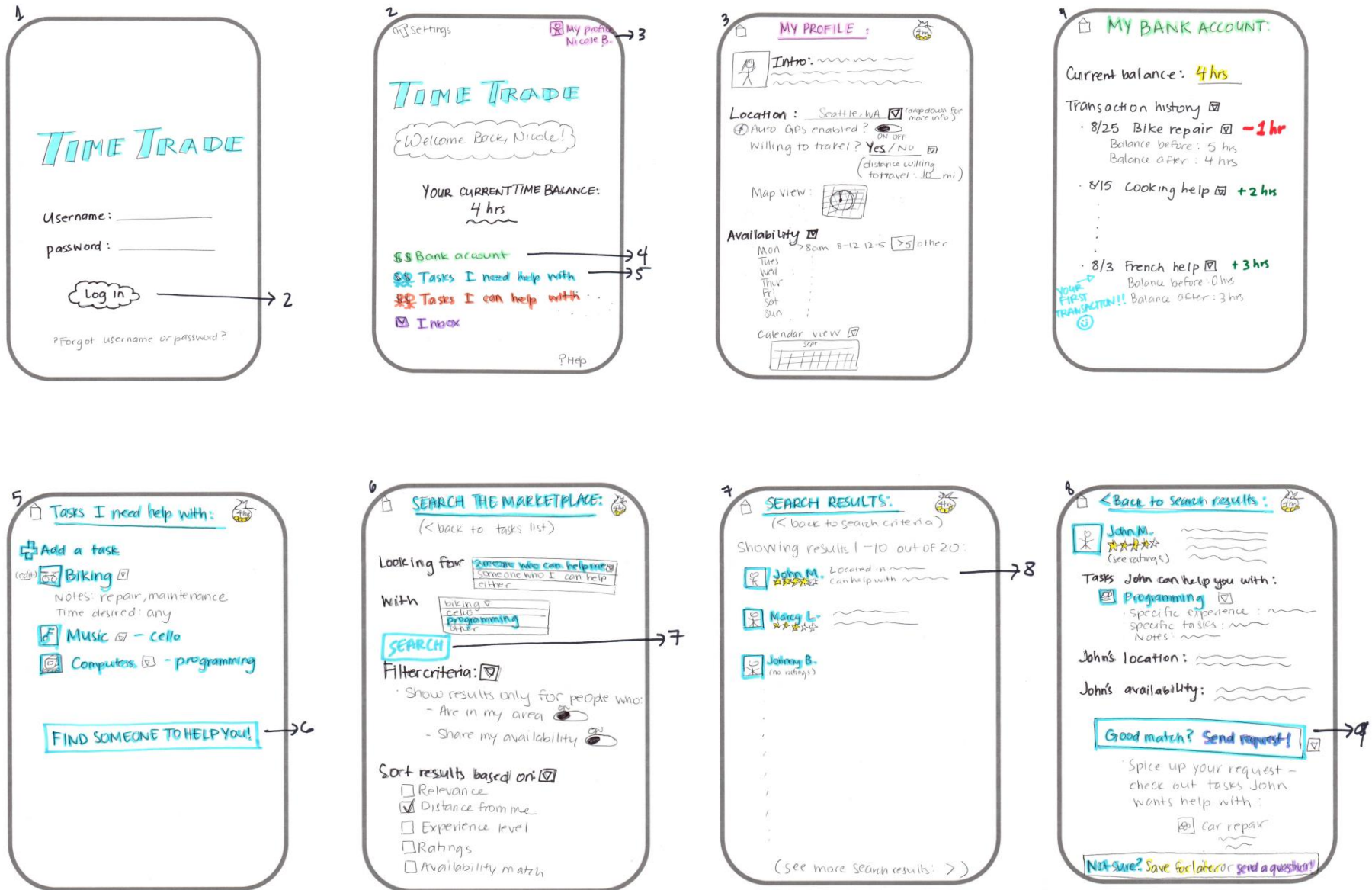


Organize as pending, accepted, and declined requests – mailbox/drafts/sent organization not as helpful/clear

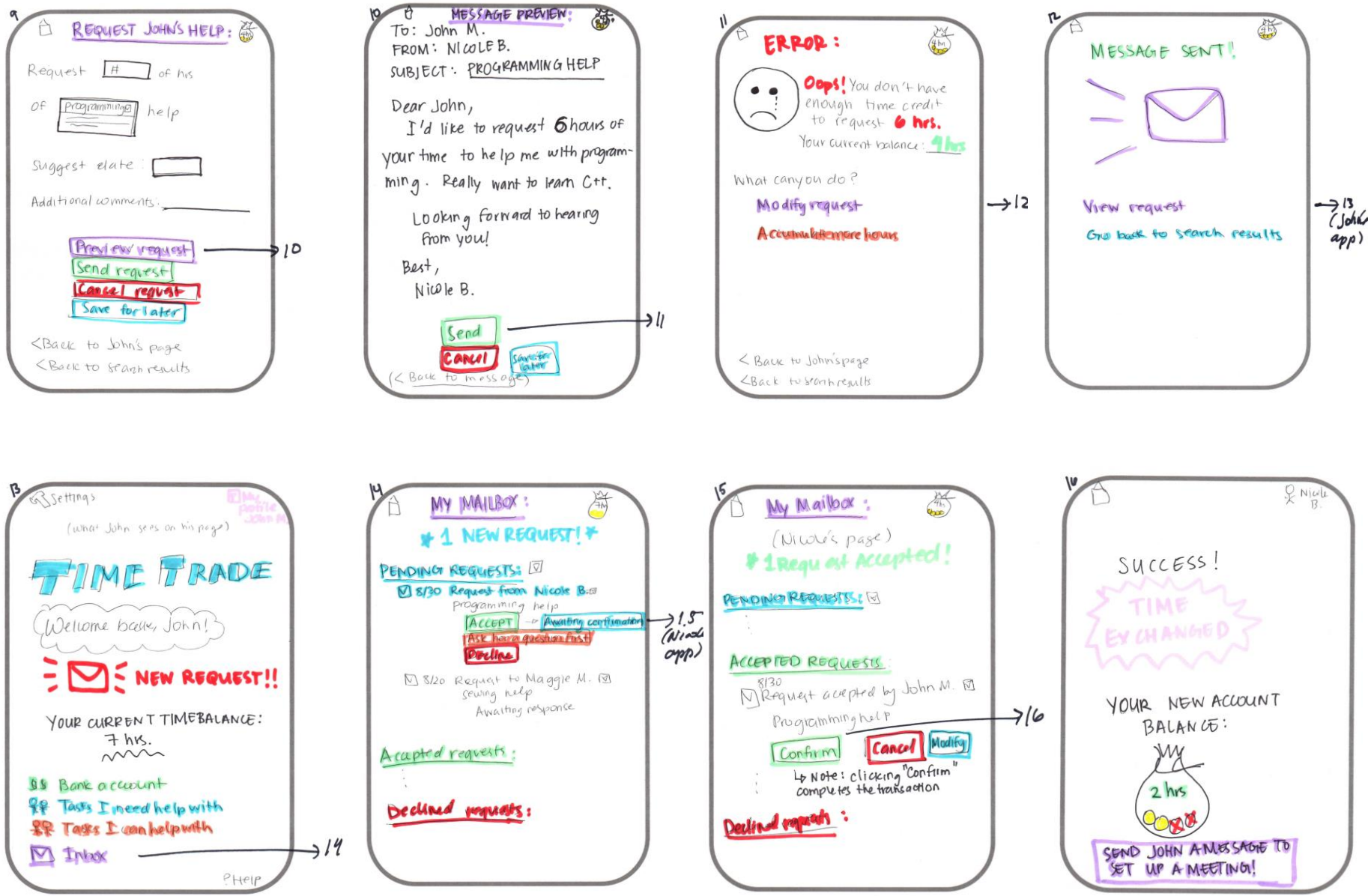


User may want to modify the request (send a message to ask question, etc.) before accepting





Flow 2 demonstrating discoverability and feedback, post-user testing, cont'd. Bernardi - Time Trade UI - Sept. 2014



I tested my UI with three users: a middle-aged tech developer, a middle-aged executive, and a young engineer. Their feedback ended up being a good balance of deep, detailed analysis from the engineers and top-level usability issues from the non-tech executive. I conducted two rounds of iteration (one before user testing, one after user testing). The overall reactions to my UI received were positive, although each user brought up a few points of confusion, which I considered and addressed in the subsequent iteration.

Importantly, my screens were too text-heavy and laborious for the reader to understand. The users I tested preferred discoverability to be in an iconographic, rather than text medium. As a result, I cut down on text significantly and replaced it with shorter phrases, icons, and colors as more helpful signifiers. The users reported not needing to read all of the details of each category, list, etc. (and felt that the excess information impeded their ability to discover what they were actually looking for). They wanted to be able to selectively get more information they were interested in; thus I implemented use of drop-down function throughout so that users could get more info if they wanted it. The users also reported being confused by the location of the tasks lists; they did not see this as being appropriate for a profile, but somewhere else. When logging in and trying to discover what tasks they were advertising to other time traders (or change these or search based on these tasks), they did not intuitively think of going to their profile. As a result, I placed the “tasks I need help with” section in the same area as the search function for others’ help, and “tasks I can help with” in the same area as the search function for others who needed help. This improved the organization and flow, as users could go directly to the tasks they wanted help with, and then search for people who could help them with that task (aiding discoverability of the action steps required), and bypassing the confusing step of going to their profile. Reorganizing the inbox by request status (pending/accepted/declined) made it easier for users to discover information and get feedback on their actions – who had contacted them, what the status of their requests were, etc.. Feedback about the receipt of a new message was improved by highlighting the new message more clearly on the recipient’s screen. Further minor issues related to format and structure were also addressed.

On the whole, the users reported enjoying the UI design. They found the feedback methods I had designed (e.g., message sent icon, exchange completed bubble) helpful. They also appreciated being able to see their current balance in the money bag on the upper right hand corner of each page, a key fact that needed to be discoverable at all times.

Overall, I found this to be a highly enjoyable and useful exercise. This was the first time I had ever created wireframes and flow, conducted user testing, and engaged in UI design. The course was a great introduction to many of these areas. I even got the chance to explore some hi-fi digital tools, such as Flinto and Balsamiq, and I look forward to transferring these wireframes onto these digital platforms.

Thank you for designing a great course, Chelsea, Don, and Kristian! And thank you for your help, Na Young, as well as the coaches I chatted with online, Cedric and Maya!

-Nicole Bernardi