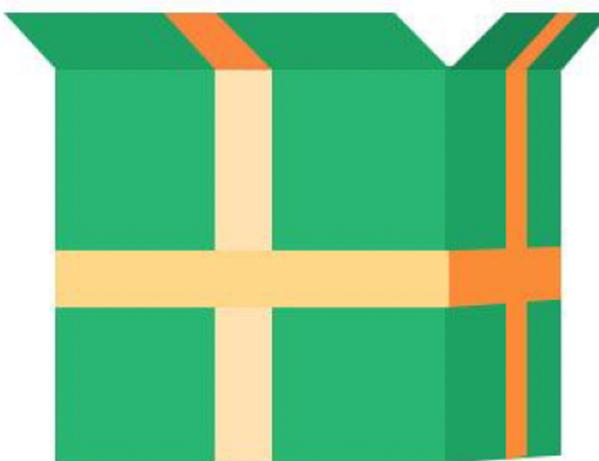


REWARDS



Pooja Arshanapally

Rachel Miller

IM 260

May 7, 2018

Revision History

Version II - March 30, 2017

Card sorting was removed from the methods.

We decided it was not necessary for the app based
on how the navigation of the app is set up.

Version III - April 27, 2017

Tree Testing was removed from the methods.

We replaced it with the First Click test based on
how the navigation of the app is set up.

Project Overview

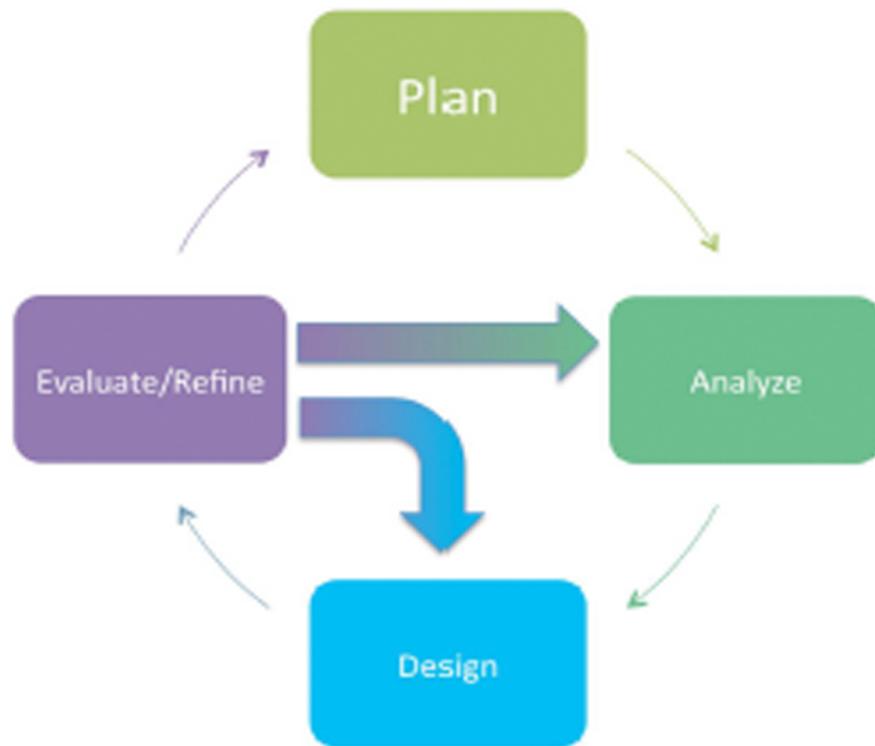
Rewards is an app that will make shopping more convenient for customers. It will be focused solely on grocery stores and convenient/pharmacy stores such as CVS or Walgreens. This mobile application will combine different reward cards including the stores' gift cards (if applicable) into one, simple location. The purpose is to help customers manage their store cards and not having to worry about losing a card or not having it with them when purchasing an item(s), and to also promote more deals if the app is used in the transaction. This will help create partnerships with other companies that also use the system. We also want to go green and help eliminate the use of plastic cards.

Problems to Solve:

- Make things more convenient when customers shop
- Lowering the risk of losing a card and having to replace it or apply for a new one
- Quicker way to access the rewards cards because they will all be within the same app
- Lowering the number of cards because there are too many to keep accountable for
- Going green!

Project Approach

We will be following the steps of the user-centered design process. User-centered design (UCD) is a process for designing user interface tools from the user's point-of-view of how it will be perceived. The steps will be repeated as needed throughout the process of creating the app.



Methods

Activites:

- First-Click
- Personas
- Task Flows
- Mockups/ Wireframes /Prototypes
- Interviewing

Deliverables

- Tree Testing will create a more efficient hierarchy of information.
- Card sorting will help organize the information according the user's perspective.
- Personas will help create an overall understanding of the people's desires and wants we are designing for and will guide us into creating an application strictly based on that target audience.
- Task Flows will help structure the direction of how the user will go through the application.
- Mockups, Wireframes and Prototypes will help display the mobile application without creating the app. If there is any additional changes or mistakes in the design then it can be changed immediately and it saves from doing unnecessary additional work in the end.
- Interviewing the application is an essential process because it allows for any mistake or design implications to be fixed first before it goes to the next step.

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Interviewing

We began the interview process with questions that were based on the Rewards App. Our participants were family members: Two college students and two adults ranging in the age of 40 to 50. The questions that were asked are as follows:

- In general, what do you like or don't like in any app?
- What would you like to see in the app that would enhance your experience in the grocery/convenience store?
- Other than a mobile app, what other device would you use this on? Ex: laptop, apple watch, etc.
- How often do you visit convenient/grocery stores?
- On average, how much money do you spend each visit?

Personas

Persona 1



Name: Ashley Grand

Age: 22

Location: Peoria, Illinois

Occupation: College Student Animation Major

Likes and Dislikes:

Pros:

- Convenience
- Range
- Free

Cons:

- Advertisement

Bio:

Ashley is a senior in college and is ready to graduate and currently searching for jobs. She is an animation major and is focusing on her senior project. After she graduates she plans a trip overseas before she begins her adult life.

Number of Times At the Grocery Store:

- Once a week

How Much Spent on Each Visit:

- \$30-60

Other Device Used:

- None

Additional Enhancements

- Location Based
- Rewards that relate to your past history of purchases

Persona 2



Name: Samprathi Singh

Age: 58

Location: Springfield, Illinois

Occupation: Computer Programmer

Likes and Dislikes:

Pros:

- Knowing how to contact for a problem

Cons:

- Poor Navigation
- Constantly asking to register
- Not good instructions

Bio:

Samprathi Singh was born in India and immigrated to Springfield, Illinois. He currently has two kids in college. Due to these expenses, in his spare time he finds alternate ways to save money.

Number of Times At the Grocery Store:

- Twice a week

How Much Spent on Each Visit:

- \$20

Other Device Used:

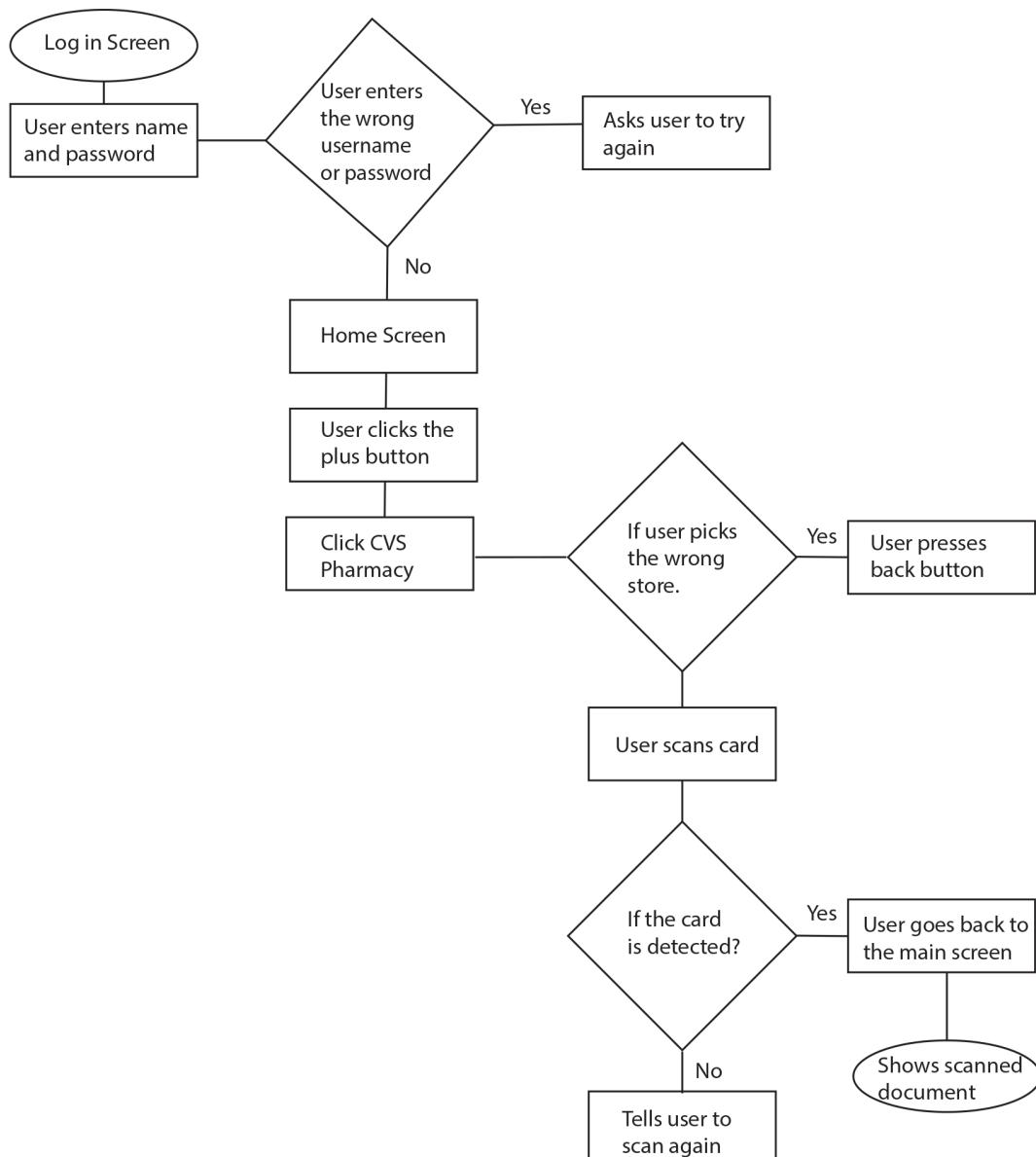
- Laptop

Additional Enhancements

- Reminder for expiring coupons
- Show deals in the current store that you are located in

Task Flow

Based on the personas we created, the next step was creating the steps a person would take to navigate through the app. We created a scenario that instructed specific steps that needed to be taken in order to meet the final task.



Low Fidelity



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High Fidelity

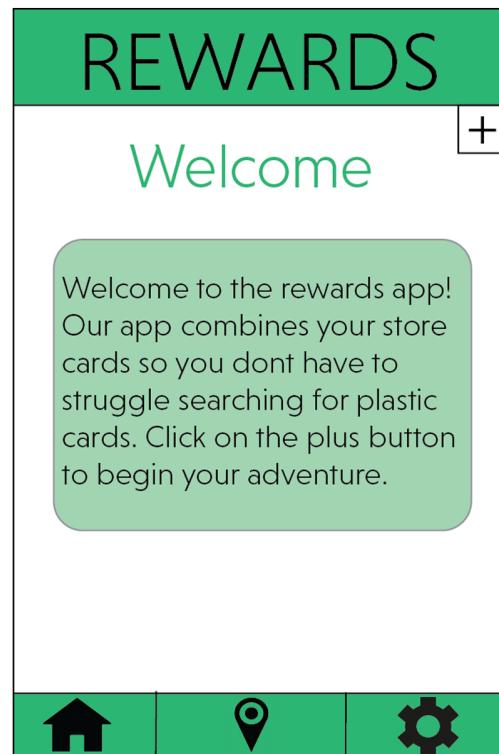
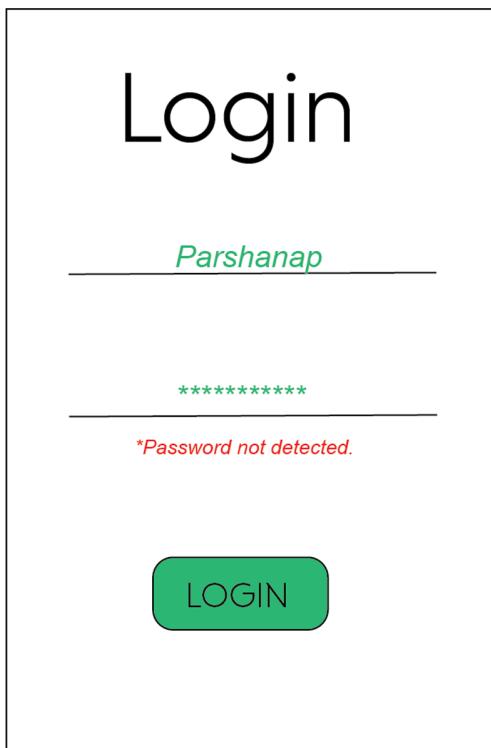
Login Screen

<p>Login</p> <p><i>Username</i></p> <hr/> <p><i>Password</i></p> <hr/> <p>LOGIN</p>	<p>Login</p> <p><i>Parshanap</i></p> <hr/> <p>*Username not detected.</p> <p>*****</p> <hr/> <p>LOGIN</p>
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High Fidelity

Login Screen (cont)



Arshanapally 10

High Fidelity

Settings Screen (cont)

Past Purchases	
	Grapes 2/12/17 5.99 Walgreens
	Aveeno Lotion 2/13/17 5.99 CVS Pharmacy
	Lettuce 2/14/17 5.99 Walgreens
	Radish 2/14/17 5.99 Walgreens
	
	

Card/Pin	
	X
	X
	X
	X
	
	

High Fidelity

Settings Screen (cont)

Past Purchases	
	Grapes 2/12/17 5.99 Walgreens
	Aveeno Lotion 2/13/17 5.99 CVS Pharmacy
	Lettuce 2/14/17 5.99 Walgreens
	Radish 2/14/17 5.99 Walgreens
	
	

Card/Pin	
	X
	X
	X
	X
	
	

High Fidelity

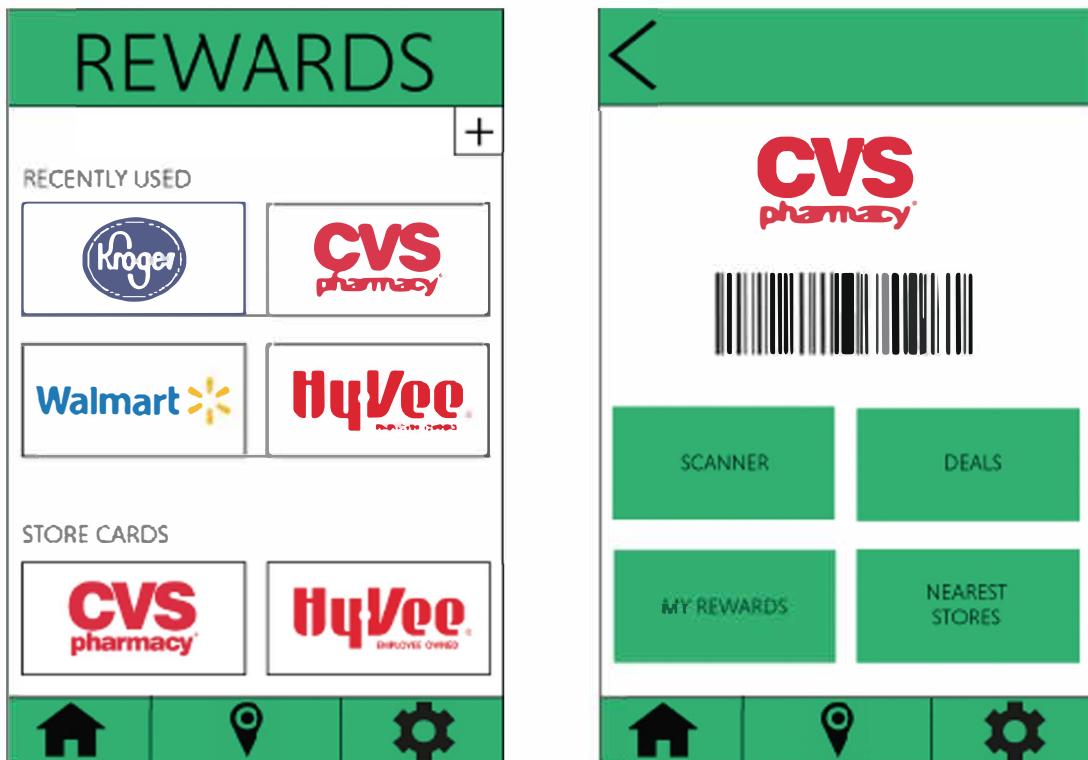
Settings Screen (cont)

Expired			
	Grapes	Date	2/12/17
		Price	5.99
		Store	Walgreens
	Aveeno Lotion	Date	2/13/17
		Price	5.99
		Store	CVS Pharmacy
	Lettuce	Date	2/14/17
		Price	5.99
		Store	Walgreens
	Radish	Date	2/14/17
		Price	5.99
		Store	Walgreens

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High Fidelity

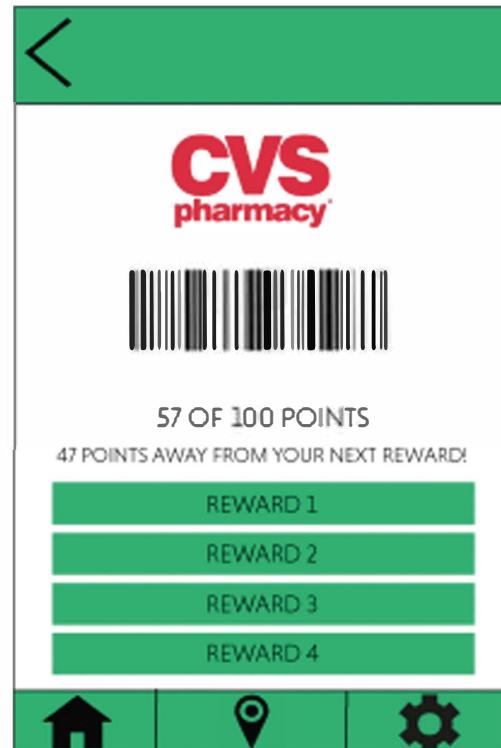
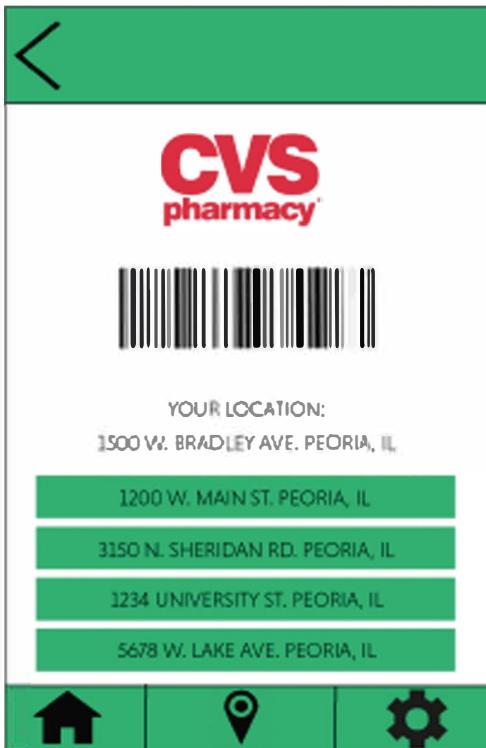
Home Screen



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High Fidelity

Home Screen (cont)



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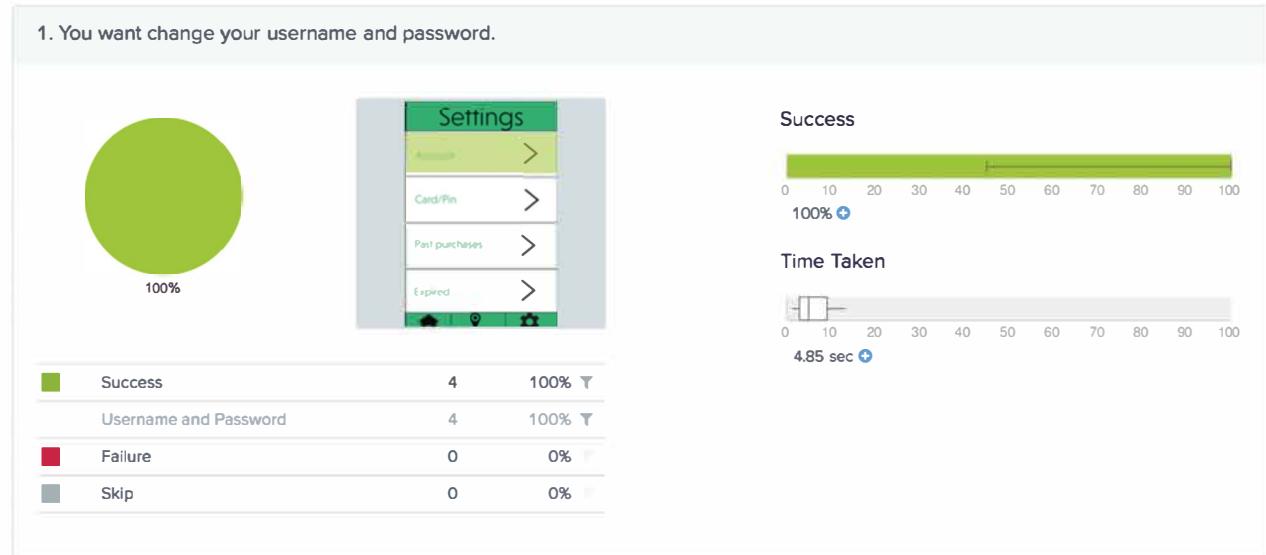
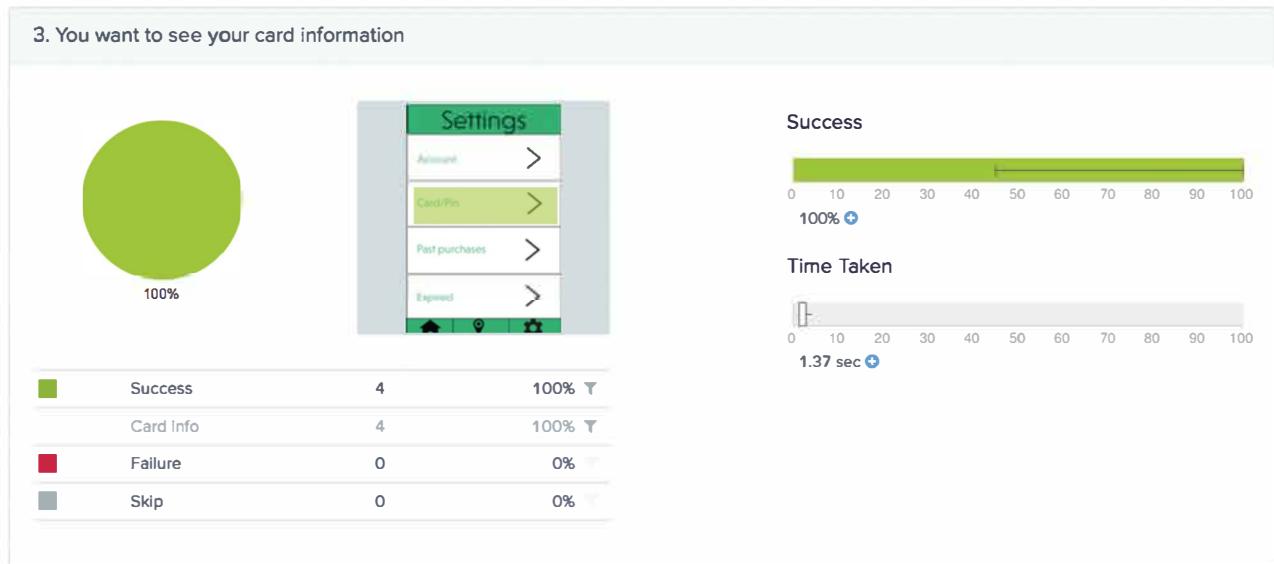
High Fidelity

Home Screen (cont)



First Click Test

We chose the settings screens to test with our users.



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Usability Test

Introduction

Thank you for agreeing to participate in our usability study. My name is _____, We also have some observers but it will just be us working one on one.

I will be working from a script for this study to ensure that our instructions to all participants are the same.

During this study, I will ask you to perform a series of different tasks on the REWARDS mobile app and we will observe you while you do them. Imagining you were really carrying out the task, click where you would first look.

Please know that this is not a test of your ability, there are no right or wrong answers. Your response will help us organize the content on our mobile app.

This session should take no more than 10 minutes. Do you have any questions before we begin?

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Usability Test

Instructions

Our objective today is to observe you using the REWARDS mobile app. This app is a tool that focuses on visits to the grocery store and pharmacy and making it a better experience for users. During this study you will be given six different tasks to complete while we observe you over Google Hangouts.

We will be taking notes while we observe you and the study is being recorded.

We will have you complete typical tasks during this test to learn how this app works for people like you. After the tasks we will ask you some follow up questions. Again, we are not testing you and there are no wrong answers.

Any other questions before we start the tasks?

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Usability Test

Tasks

Task 1: Change your username and password.

Task 2: Find your card information.

Task 3: Find the expired coupons.

Task 4: CVS Pharmacy is your main provider for prescription medicines. You just received a text message notification stating that your prescription at CVS Pharmacy is ready for pick-up. Which button would you click to find out how to get to the store where your prescription is at?

Task 5: You are a new customer at CVS and had just added the store to your REWARDS app. You need to pick up a few things while you are here in the store but wanted to find cheaper prices. Which button would you click to find the lower prices?

Task 6: You accidentally clicked the CVS Pharmacy store card instead of the Hy-Vee store card. What button would you click to go back to the previous screen/main menu?

Usability Test

Questionnaire and Closing

1: What is your occupation?

2: What is your age?

3: How often do you visit convenient/grocery stores?

4: On average, how much money do you spend each visit?

5. What would you like to see in the app that would enhance your experience in the grocery/convenience store?

Thank you for your time and for participating in our usability study. Your feedback is incredibly useful in helping to determine how our content should be organized so we can make our mobile app easier to use.

Conclusion

Overall, we thought the process of creating this hypothetical mobile app was a success. During the interview process, we discovered some questions that we had not thought of before. This helped us formulate with the rest of the process of creating the app.

There was a little bit of difficulty creating the task flows. It required a lot of brainstorming of what a user would do, if new to the app.

After we were finished creating the high-fidelity prototypes, we continued with the next step which was the first-click test. We thought everything that was shown in our screens was self-explanatory but realized after the testing was done, it was not as thorough as we thought.

Although the process of designing the app was through a long period of time, we concluded that it was a great learning experience and it was not too difficult to complete. Hopefully through the process of creating this app, we can help people save money and time, contribute to creating partnerships with other companies through the system, and help eliminate the use of plastic cards.