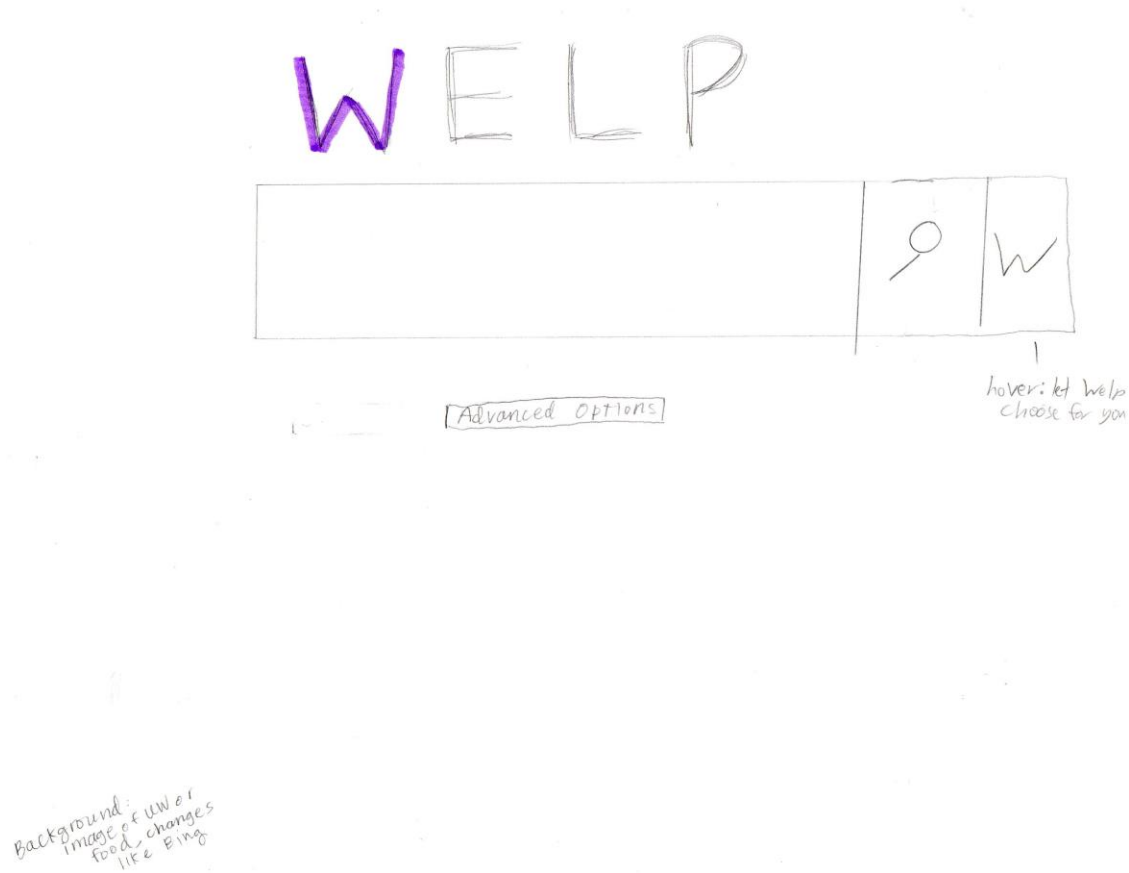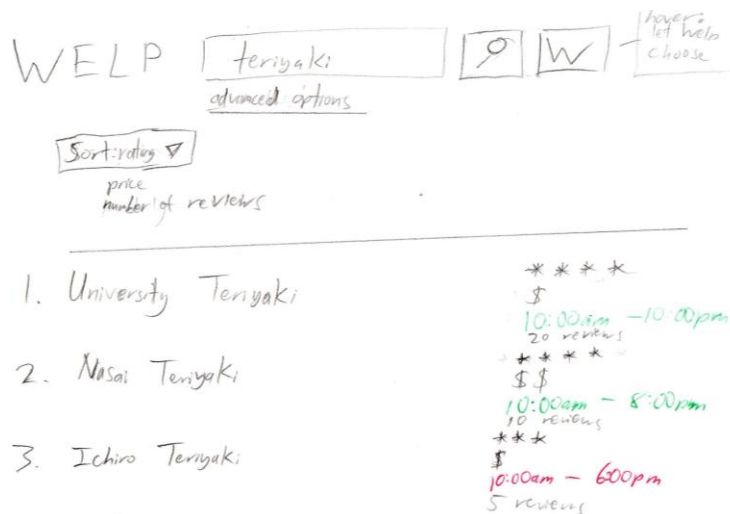Low Fidelity Prototype User Critiques

Prototype 1: Searching website

^ (1-1) Front page/search bar.

^ (1-2) Search results

WELP [   ] ☑ W
advanced options

University Teriyaki
Address: _____

Phone #: _____

(if provided) Website   Menu

★★★★
$

Hours:
S 11:00am – 10:00pm
M 10:00am – 10:00pm
T 10:00am – 10:00pm
W 10:00am – 10:00pm
Th 10:00am – 10:00pm
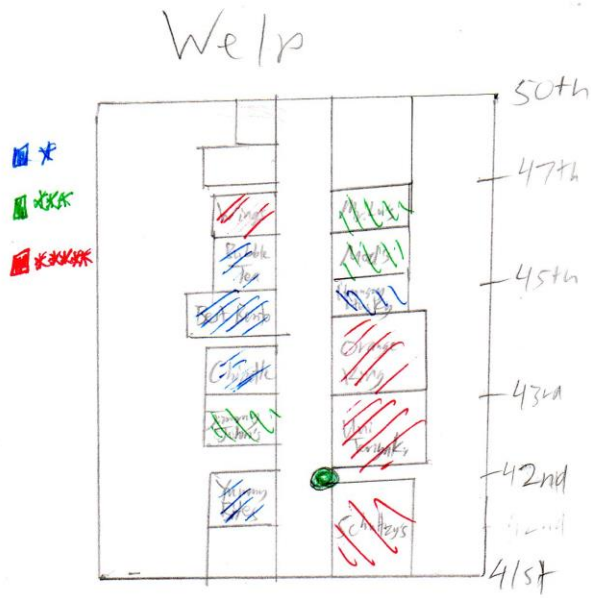F 10:00am – 10:00pm
S 10:00am – 10:00pm

MAP

Photostream

submit your own photo

Reviews

☐ Name
_____
_____
_____

[Submit Review]

^ (1-3) Restaurant page

Prototype 2: Realtime Info App

Welp

🟦 ✴

🟩 ✳✳✳

🟥 ✳✳✳✳✳

50th

47th

45th

43rd

42nd

41st

rating popularity price

filter: ☐ show only open
restaurants ▼

---

rating: ✱✱✱✱
popularity: wwww
price: $$
hours: 10 - 8
Group: yes
vegetarian: no
study: no

CHECK In

How crowded was
University Teriyaki?

[👤] almost completely
empty

[👥] some people

[👥👥] half full

[👥👥] pretty full

[👥👥👤] near full

Please rate your
meal: ✰✰✰✰✰

Prototype 3: Rewards Idea

MY ACTIVITY & AWARDS

Name
Check-ins: ##
Awards: ##

view photos →

Recent Reviews

Restaurant Name #1
Restaurant Name #2

AWARDS

5+ check-ins   10+ check-ins   20+ checkins

terigaki lover   pizza lover   night owl

Favorite Restaurants
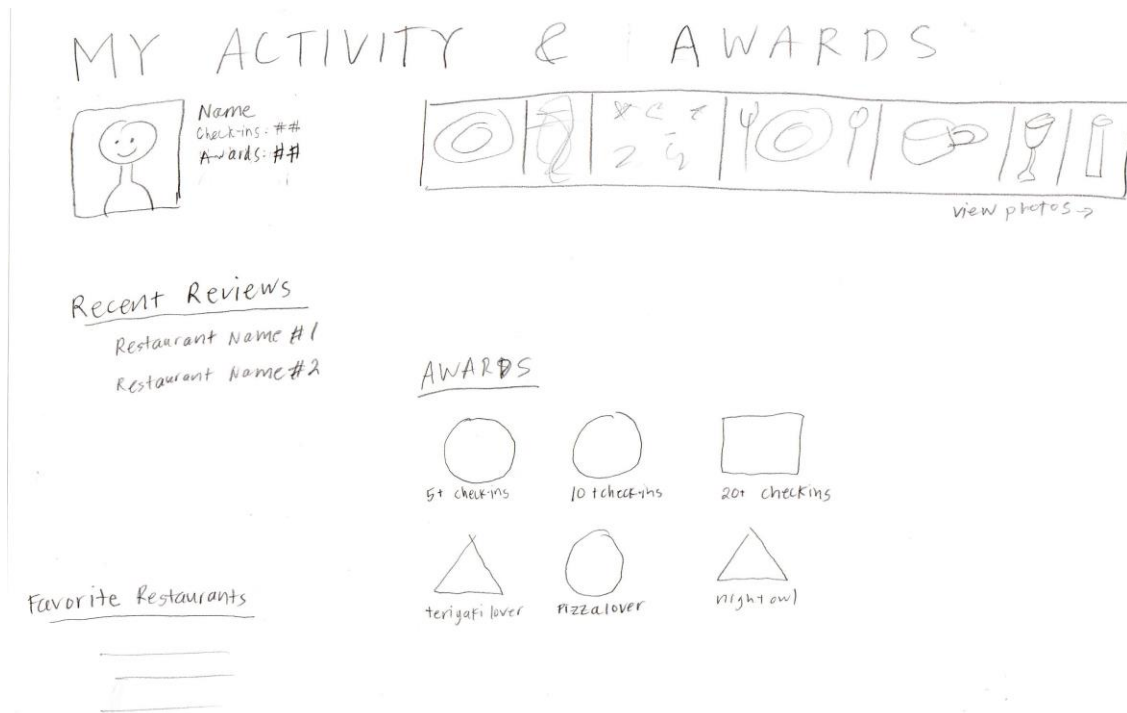
^ (3-1) Rewards main profile page

University Teriyaki

Write a review:

Remove add a photo
Dish:
caption:
(optional)

Rating: ★★★★
Price: $

Good for groups? Y☐ N☐
Good for studying? Y☐ N☐
Vegan options? Y☐ N☐

Submit
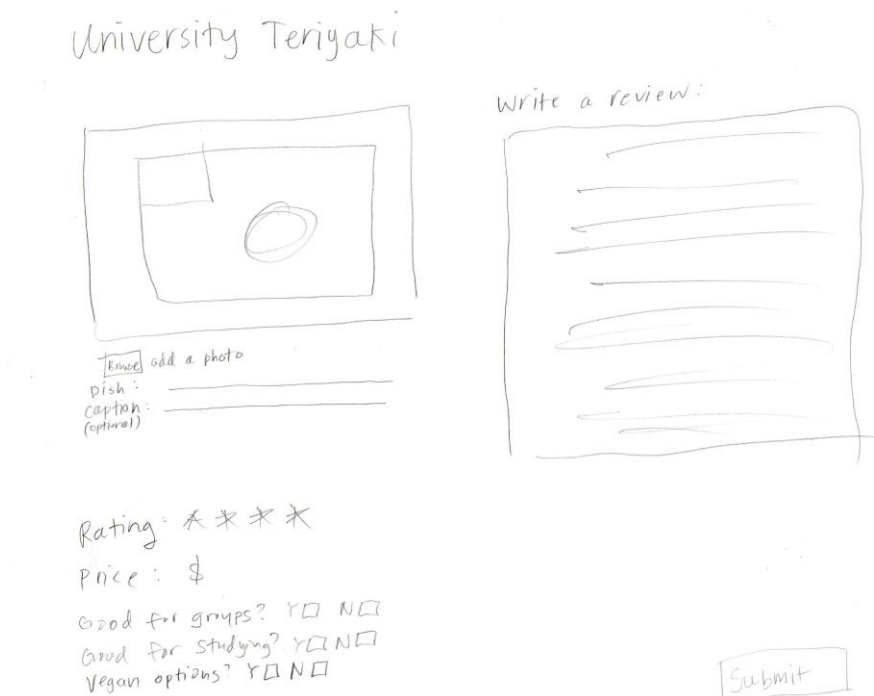
^ (3-2) Review/rating page

User testing interview script

Thank you for agreeing to participate in our usability study. Please bear in mind that if you cannot answer each question, it is our fault, not yours. If anything is unclear, "unclear" or "confusing" are perfectly acceptable answers.

For our website, we were looking to create tools specifically designed for UW students looking to eat out on the Ave. (I have also labeled each question with a corresponding image)

Initial questions (answer these before you look at pictures):

1. Have you ever used any food services such as Yelp or Foursquare?

2. How often do you go out to eat on the Ave?

Prototype 1:

1. What do you think about the look of our home page (1-1)?

2. Can you go over what your options are from this page (1-1)?

3. So let's say you came here to find a teriyaki restaurant to eat at. What would you do (1-1)?

4. Search option: Okay so now we have a list of results for teriyaki restaurants on the Ave. What kind of information can you see about each restaurant from this screen (1-2)?

5. If you wanted to look at the cheapest restaurants first, is there a way you could do that on this page (1-2)?

6. So let's say you would like to eat at University Teriyaki, is there a way to find out more information about it (1-2)?

7. What type of additional information is provided on this page (1-3)?

Prototype 2 (all in same image, will refer to them with orientation):

1. What do you think this screen is showing you right now (top left)?

2. Are there other options for what type of information to display (top left)?

3. Let's say you want some information on Schltuzy's, what would you do (top left)?

4. Okay, now let's say you have arrived at the restaurant. What button would you press on this app (top right & bottom left)?

5. Could you complete the survey (bottom right)?

Prototype 3:

1. What can you see on this page (3-1)?

2. Okay so let's say you're on University Teriyaki's page and want to write a review, what would you do (3-2)?

3. How would you add photos (3-2)?

4. Are there any other pieces of information that you could submit (3-2)?

Final Insights:

From Wesley:

This interview went relatively well in terms of how the user was able to understand how our design worked in theory. He spent a lot more time exploring the options on our 1st prototype (possibly because we had more questions on it), which also leads me to believe it's the best prototype of the three. His overall impressions were that it was generally very simplistic and a good user experience with the exception of a couple links that were not made clear were clickable links on the prototype (we had not indicated that it was a link). These will be fixed in our future prototypes.

Our 2nd prototype encountered a fatal design flaw. Even though it was simple enough to use, it became apparent that real people like Wesley may not feed information back to the system. This has made me realize that this design should have been thought out more and either revamped or scrapped for the next stage in our design. Our 3rd prototype raised a similar problem, with perhaps a stronger willingness to participate in the information feedback. I'm still not sure why, considering the 2nd prototype required less than the 3rd, but it may be because the perceived value of the 3rd prototype is higher, which will make users more willing to participate in information exchange.

From Nishant:

Nishant was able to navigate around the prototypes and successfully complete all the tasks in the script. For our 1st prototype, he questioned our simplistic design for our front page (which he observed to be similar to Google's) on the basis that it didn't have the look and feel of a food information restaurant. It felt much more powerful, like a whole search engine, and he suggested that we added more graphics and lists to populate the empty space on the front page. Nishant also had the same problem with Wesley, that it was unclear that a link was actually clickable. On the other hand, for our 2nd and 3rd prototypes, he was able to give concise answers on how each elements of our designs interacted with each other and did not raise any issues about the information exchange process.