

Public Help Service

—

What is PHS? Why does the society need it?

- A crowdsourcing application.
- Need help in chores? Someone out there wants to help you.
- Want to help someone and earn money? Someone out there needs your help and is willing to pay you for helping.

Our Target Users

Help Seekers

- Elderly
- Physically challenged

Help Providers

- Low-income individuals
- Individuals from low social strata
- Students who want to sustain through college life



Betty Dunphy
Age: 60 years old
Occupation: Chef
Lives in Newport, Oregon

Betty lives with her husband in her three-bedroom beach-facing house in Newport, Oregon along with her dog. Every morning, she enjoys sitting on her porch with her husband sipping tea and reading the newspaper on her iPad. After her husband, goes out to meet his friends or do some leisurely activities, she cooks the afternoon meal and then goes to work at the restaurant. She has a daughter who lives in Sacramento, California who occasionally visits her every 3 months and during the holidays.

Cognitive Styles:

- Motivation: Betty is familiar with technology but learns it only when she needs to. She learned to use the iPad to facetime her daughter and continues to learn something based on the requirement.
- Computer Self-efficacy: Betty feels a bit confident when she is working or using a new application, she likes to explore a bit, if there arises an issue with the application she tries to do it by herself or else call her daughter to solve the problem.
- Attitude towards risk: Betty is a risk-tolerant person, she likes to keep exploring the iPad and learn new things, and she has always been a bit curious about using technology.
- Style of learning: Betty generally likes to explore but is selective when it comes to using technology as she prefers to not spend a lot of time on a task.
- Information Processing Style: Betty follows a process-oriented approach, she likes to know about a task and later on use that to complete her tasks.

Cognitive Styles:

Dave Davis



Age: 35 years

Works at a local restaurant

Lives in Corvallis, Oregon

- **Motivation:** Dave is familiar with technology since he uses various mobile applications at work and at home for his usual chores. He likes using new apps and learning about them and is usually the one in his friends' group to suggest new apps to his friends.
- **Computer Self-Efficacy:** Dave is a confident user when it comes to using a new app on his smartphone. He is a quick learner and hence, learns how to use a new app quickly.
- **Attitude toward risk:** Dave doesn't mind taking risk using various features in an unfamiliar technology. He is not hesitant about using features or a new application that he has never used before.
- **Information Processing Style:** Dave takes a comprehensive approach when it comes to trying new technologies and using new applications since he likes to explore the application first, and likes to understand what the application does so that he can also suggest it to his peers.
- **Learning:** Dave likes tinkering and exploring new technology. He likes poking around the application because he likes to experiment with different features and believes in learning through practical experience.

Dave lives in a one-bedroom apartment in Corvallis, Oregon with his wife and two kids. He works at a local restaurant in downtown Corvallis as a part time member of the waiting staff. He requested to work full-time but was denied as the restaurant was fully staffed. He did not have the funds required to pursue higher education and had to stay at home to take care of his sick mother, but he was always interested in mechanical and electrical engineering. He is always ready to volunteer whenever help is needed, be it at his workplace or at home. Dave believes in karma and trusts that good will come to him if he does good to others.



Demo

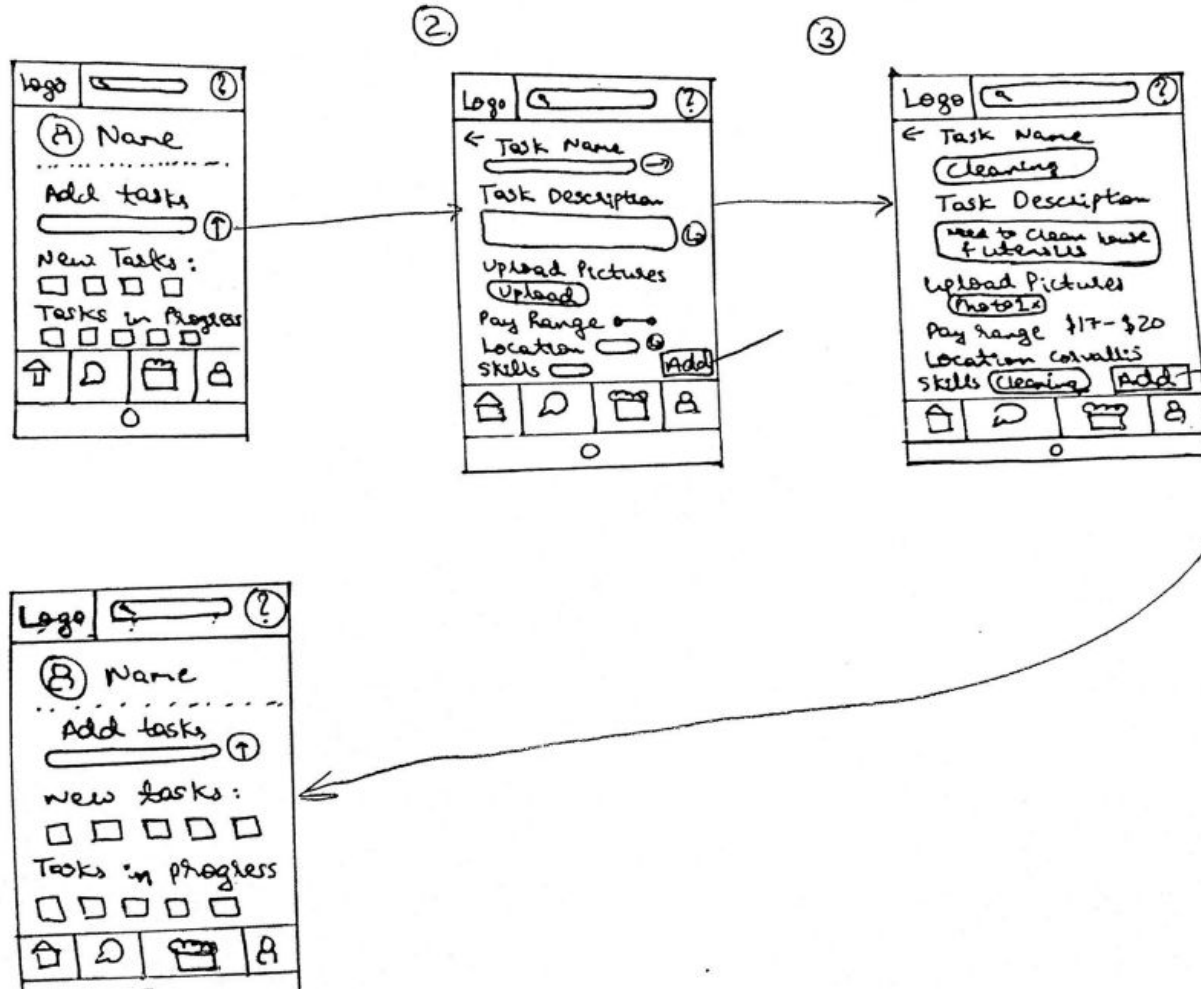


How our design has changed over the course

1. Feedback from Design gallery 1
2. Result from paper prototype
3. Results from Analytical Evaluation on Hi-Fi prototype
4. Feedback from Design gallery 2
5. Result from Final user study

atch:

UI Sketch for "Add New Task"



Feedback from Design Gallery 1

1. Poor grouping, cluttered screens and distracting UI
2. Inconsistency in navbar
3. Grouping of chats according to the tasks is needed / some way to associate a chat with a task is required.
4. "Ongoing tasks" should be changed to "Current tasks" or something better.

Logo

Name: ABC
Details: _____

Post Task

Active Posted Tasks:

Task 3	Task 6	Task 7
--------	--------	--------

Previous Completed Tasks:

Task 1	Task 2	Task 4
--------	--------	--------

Logo

Testing details

Task Name/Title *

Task Description *

Upload pictures
Photo 1 Photo 2

Min Range Max Range

Location *

Skills

Cleaning Weight Lifting

Contact & Location Info:
Show Address ☐ Show Phone No ☐

OK for others to contact you about other service, products or commercial interests. ☐

Logo

Testing details

Task Name/Title *

Task Description *

Upload pictures
Photo 1 Photo 2

Min Range Max Range

Location *

Skills

Cleaning Weight Lifting

Contact & Location Info:
Show Address ☐ Show Phone No ☐

Address: _____

Contact Number: _____

OK for others to contact you about other service, products or commercial interests. ☐

Logo

Choose Location

CORVALLIS

Google
Corvallis, OR

← Preview Publish

Chimney cleaning & mowing, Corvallis
description

CORVALLIS

Google

④ ← Post

☒ Posting Confirmation
Thanks for Posting!

view Posting share dismiss

~~Drafts~~ Active

Corvallis
Chimney cleaning & mowing engines in 45 days
Service wanted - by owner

Edit Delete Renew

⑤ X View Posting

Chimney cleaning & mowing, Corvallis
wanted - by owner \$ xx

Description

Corvallis

Google

posting status is active

④ ← Post

☒ Posting Confirmation
Thanks for Posting!

view Posting share dismiss

~~Drafts~~ Active

Corvallis
Chimney cleaning & mowing engines in 45 days
Service wanted - by owner

Edit Delete Renew

Results from Paper Prototype Evaluation

- Product's font and design style should be larger and the colors should not be very strong.
 - a. Users mentioned that they did not recognize the feature because they did not read the font clearly.
- Users also asked for various input boxes.
 - a. So we think the overall design interface needs to take into account the usage needs of people other than the elderly.
- Add some example skills labels in the drop down menu to assist the users in understanding various types of skills.
 - a. User could not understand at first what kinds of skills are they supposed to add to their profile and what kinds of skills would the elderly people be looking for.

Results from Paper Prototype Evaluation (continued)

- Customer care support icon can be resolved by changing the icon to a more familiar icon which is widely used for customer service.
 - a. The customer care support icon was not familiar. User assumed it as FAQ/Document help.
- Also, there should have more login options provided to the user.

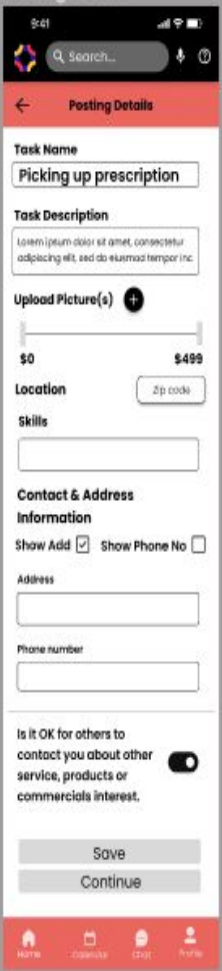
Homepage (Betty)



Homepage entered ta...



Posting Details



Choose location



Preview



Returned Homepage (...



Feedback from Design Gallery 2

- Highlight the cost for better visibility
- "Add new task" looks confusing.
- Add a text for price range to avoid invisible element.
- Change the "Edit details" to "Edit profile" to make the design a little more intuitive.

Feedback from Design Gallery 2 (continued)

- The "+" sign for creating new tasks should be redesigned
- Lack of feedback after posting tasks (give a prompt box)
- Split the "Add new task" form into multiple pages instead of a scrollable form -> we decided to not implement this because it is better to have minimal clicks for elderly to avoid mistakes and cater to their low patience.

Homepage (Betty)



User clicks add icon & gets redirected to Posting details screen where they can add all the task information

Posting Details - 1 (Betty)

This form screen includes fields for Task Name, Task Description, Upload Picture(s), Price Range (from \$0 to \$99), Location (Zip code), Skills, and Contact & Address Information (Show Add, Show Phone No, Address, Phone number). It also has a toggle for 'Is it OK for others to contact you about other service, products or commercials interest.' and buttons for 'Save' and 'Continue'.

After, all task information is shared by the user is Betty (click save task name to submit the task details)

Posting Details - 2 (Betty)

This form screen is identical to the previous one but with pre-filled data: Task Name 'Picking up medicines', Task Description 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.', Upload Picture(s) 'Photo 1', Price Range '\$10' to '\$50', Location '97231', Skills 'Pickup', 'Driving', and Contact & Address Information '1600 SW Blvd, Corvallis, OR' and '+1 (541) 123 4567'.

(If user clicks save their task will be saved as draft in calendar)

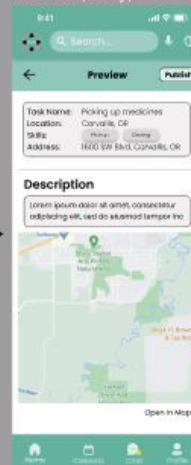
User enters the zip code & gets redirected to Location screen where they can see the location of the mentioned zipcode

Choose Location (Betty)



User clicks continue & gets redirected to Posting details screen but now with the location update

Preview (Betty)



Confirmation (Betty)



User clicks publish & gets redirected to a Confirmation screen where they can get confirmation for their posting

Returned Homepage ...



Once the user dismisses the Confirmation screen they get redirected to the Home screen where they can see their posting

Results from Analytical Evaluation on Hi-Fi prototype

- Assign a task id for better referencing and visibility.
- Add a delete option to delete task.
- Simplify chats by applying filter or sort by date or task id.
- Can add a category field in task creation to group task according to same category.
- Rename some elements for better understanding like “Skills” to “Additional Skills”, “Save” to “Save as Draft”.
- Add a name to the stages in the progress bar.

Results from Final User Study

- “Create an Account” is not visible on the same page. Need to scroll down to view it.
- Color scheme of “Access to your account” needs to be improved.
- Navigating to profile was confusing because of “Edit Details” on top of homepage.
- Should include “Preferred Time and Date of service”.

What would we do differently?

- More user studies
- More uniformly distributed user studies among target users
- More internal consistency in the design from the beginning
- Designing UI sketches with proper screens (one per page)

Questions?

Thank You!