

# LINEOUT

QUEUEING APP

A mobile phone application aiming to eliminate waiting lines by adding customers to a virtual queue.



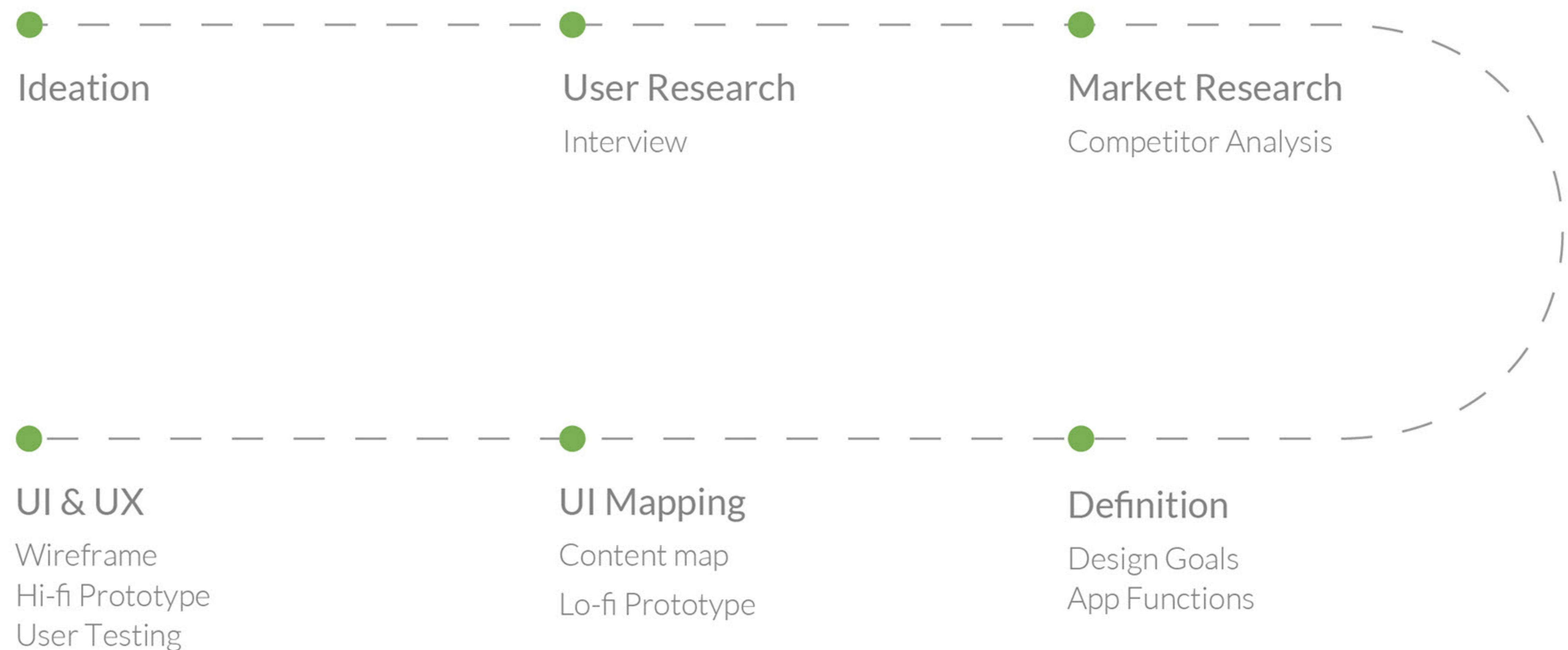
## BASIC INFORMATION

DEFINITION	MY RESPONSIBILITY	DATE	METHODS
Mobile App Design	Design Research Information Architecture Sketching and Wireframing Prototyping and Testing Visual and Interaction Design	Jun 2020 Sep 2020	Ideation User Research Content Analysis User Testing

## WHY?

On average **Each person wastes 6 months of her valuable life** standing in some **waiting line**. Apart from the anxiety that comes with waiting, Other **financial, environmental** and **health** related issues are the downside of current waiting systems. So we decided to design an app to **say goodbye to waiting lines**.

## DESIGN PROCESS



## IDEATE

In order to come up with ideas on how to resolve the waiting line problems, we used the **crazy\_8** method. The result included many kinds of solutions from hightech to almost zero-tech.



## High-tech

Mobile apps- wearables



## Low-tech

Websites- QR Codes

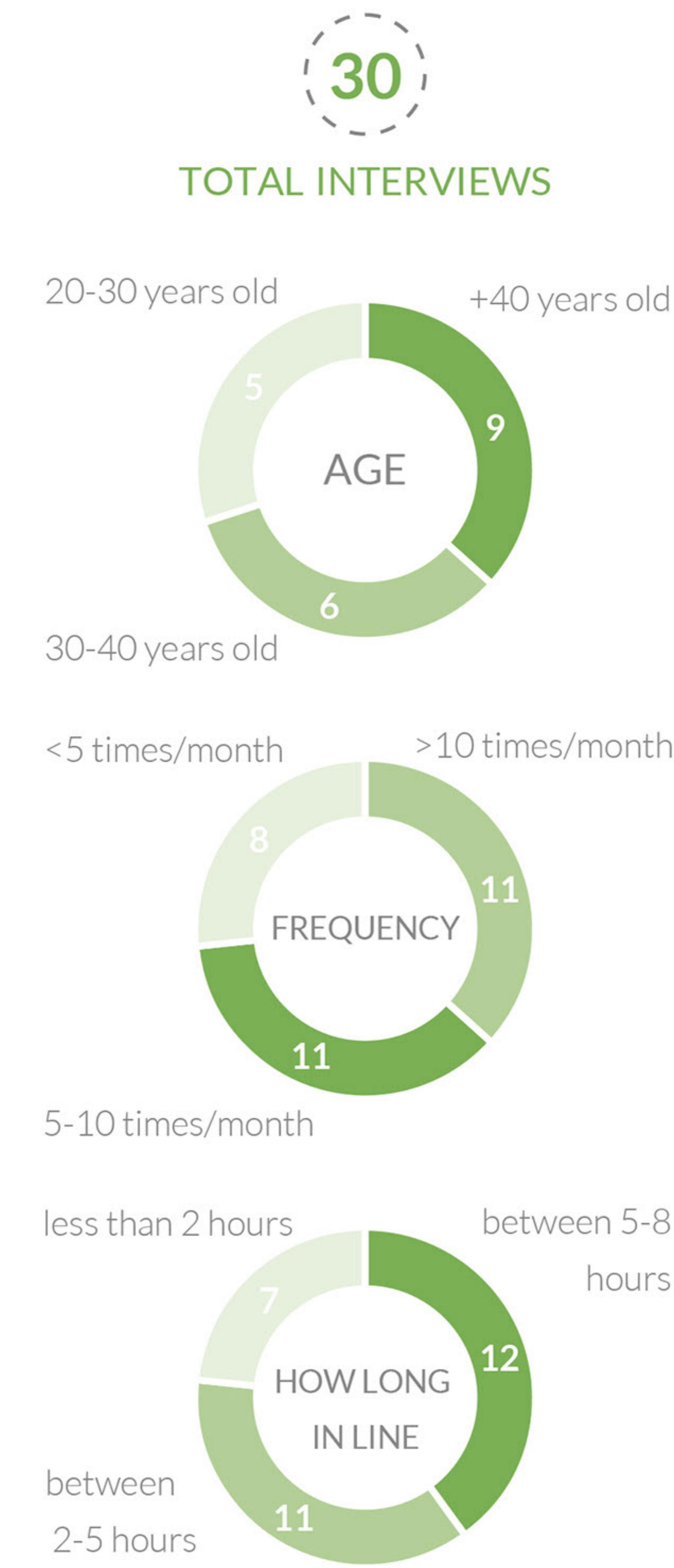


## Zero-tech

Paper queueing system

## USER RESEARCH

## INTERVIEW



## USER PAIN POINTS

## Customers

“ You never know **how long** you’re going to waste your time while standing in a line. ”

“ What freaks me out are the **crowded lines** of people in a relatively small space. ”

“ It always bothers me seeing all the **wasted numbering papers**. ”

“ Being in my 70’s, It’s so **hard** for me to stand in **line** for long. ”

“ These **crowded lines** are really dangerous during the **Covid-19**. ”

## business owners

“ As a **business owner** I know how **hard** it is to **soothe** a customer who’s been waiting for 50 minutes. ”

“ I have to prepare **room** for the waiting **customers**. That costs a lot. ”

## COMPETITOR ANALYSIS

In order to get a deep understanding of our **competitors** we started using and analysing their services. And here are our findings:



## DEFINITION

### DESIGN GOALS

1. Helping people to use their **time** effectively by **eliminating waiting lines**
2. Helping **nature** by removing the **paper queueing system**
3. Helping businesses to have more **satisfied customers** by removing waiting lines



TIME EFFICIENT



PAPERLESS



USER SATISFACTION

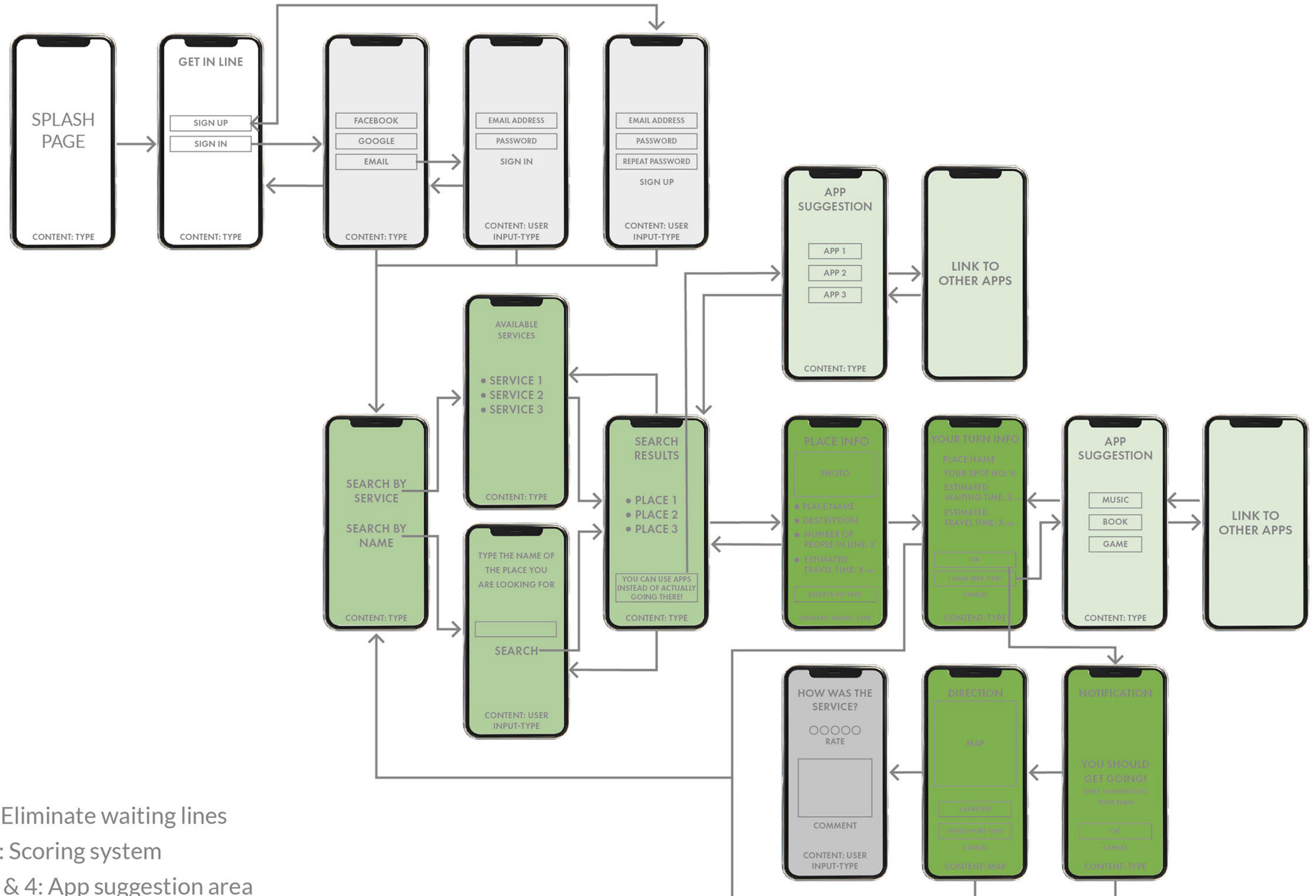
## OUTCOME:

1. They are **limited in number of services** they offer. Either only governmental services or bars.
2. The option to **save** the frequent or **favorite** services is only available on Skiplino.
3. There is a **lack of integrity** in these apps. The user has to check **email** or **text messages** to be aware of her turn.
4. Many of the **Heuristic rules** are not met. E.g. Visibility of system status, Recognition rather than recall, Aesthetic and minimal design, Help and documentation

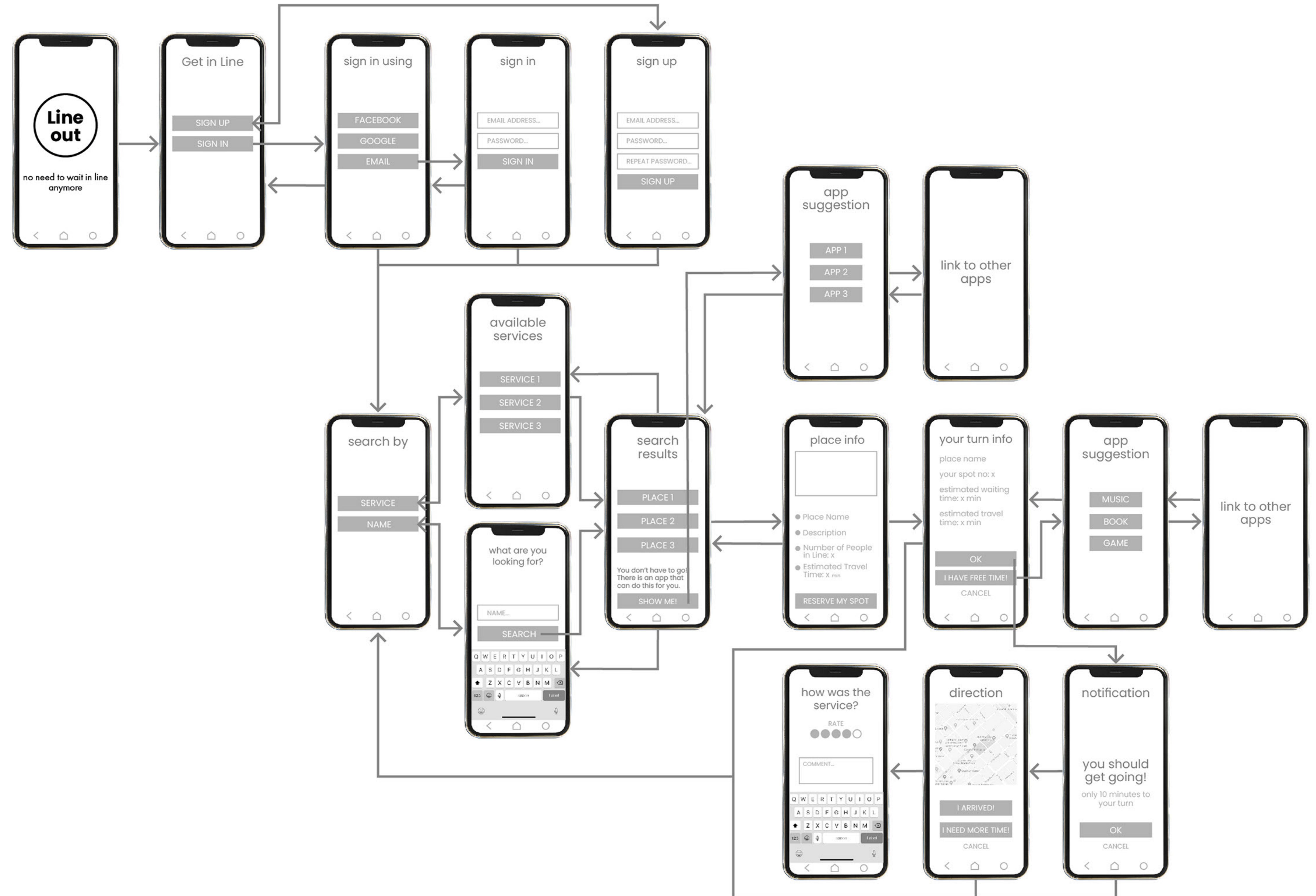
## MAIN FUNCTIONS

1. **Virtual queueing** to Eliminate waiting lines
2. **Scoring system** to enable users **rate** the service that they received
3. **App suggestion** area to advertise useful apps so that more things could be done **online**
4. **App suggestion** area to suggest useful apps while **waiting**
5. **Favorites** section to save the desired services

## CONTENT MAP

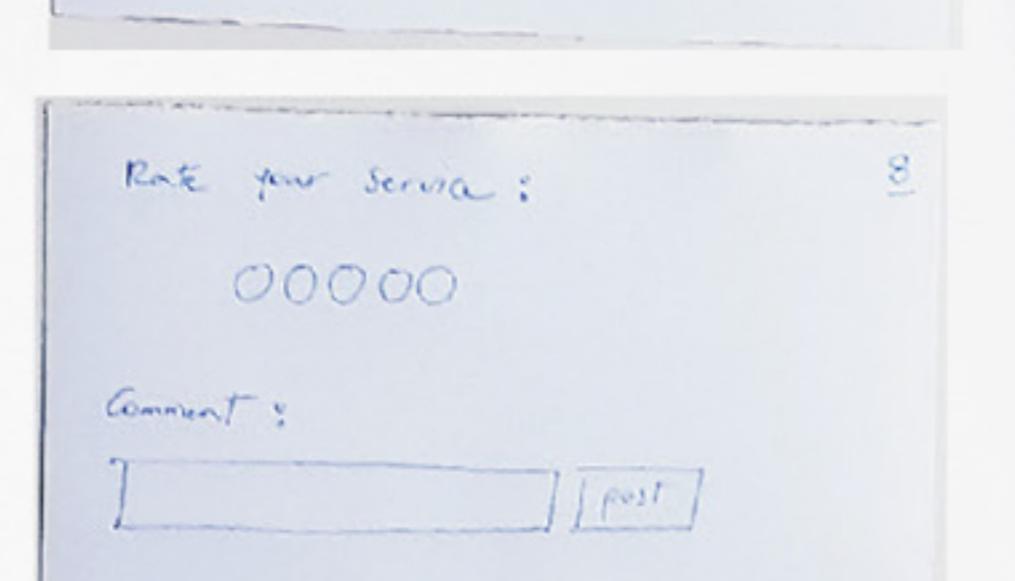
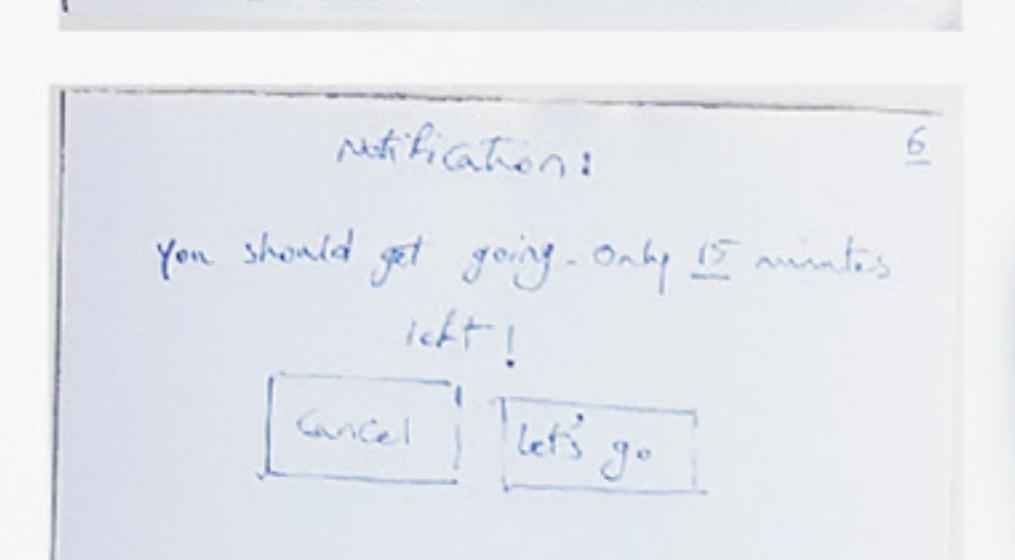
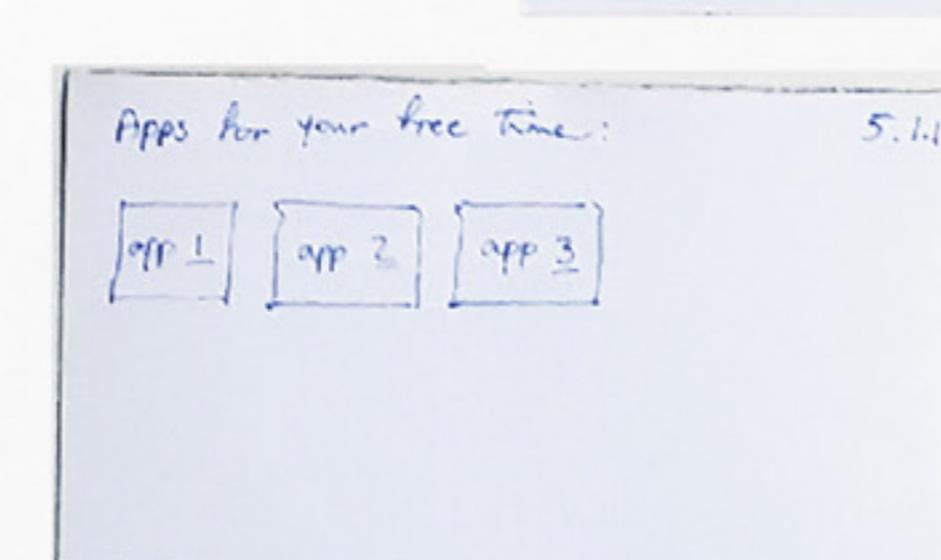
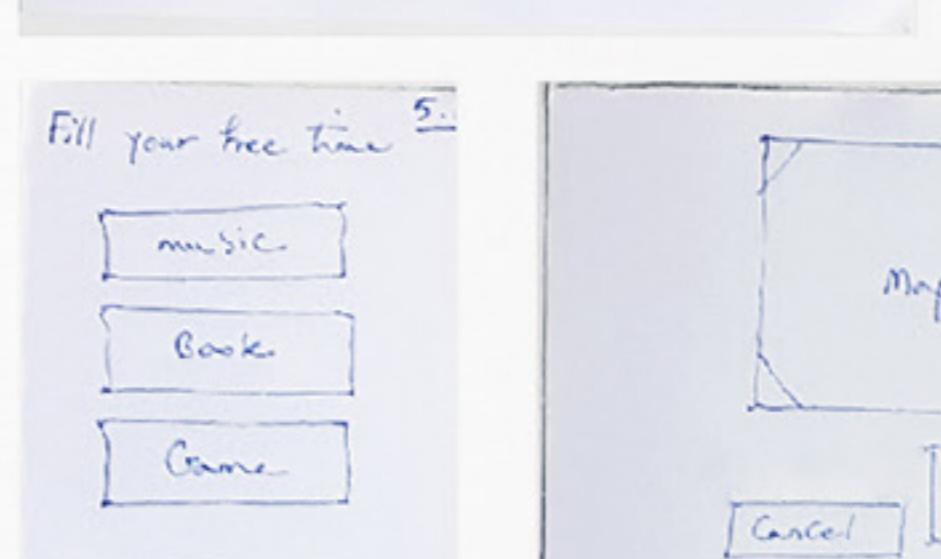
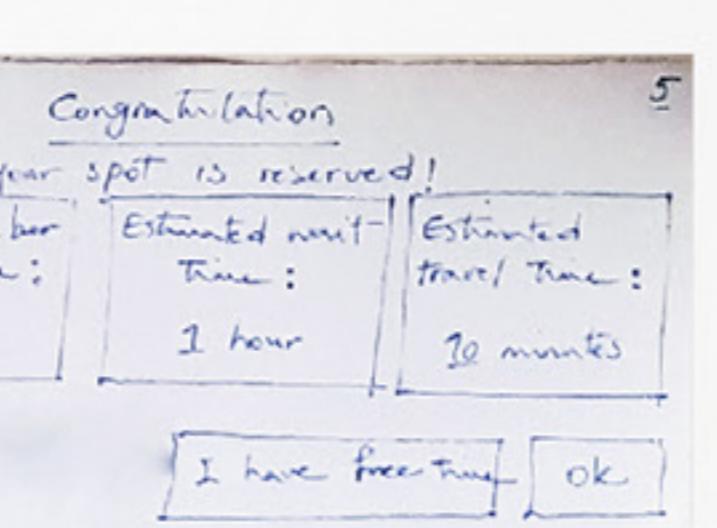
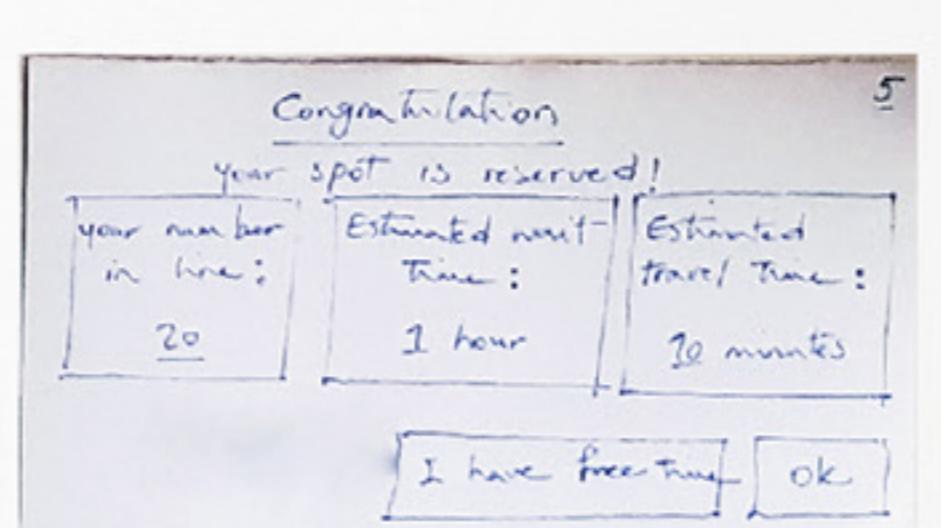
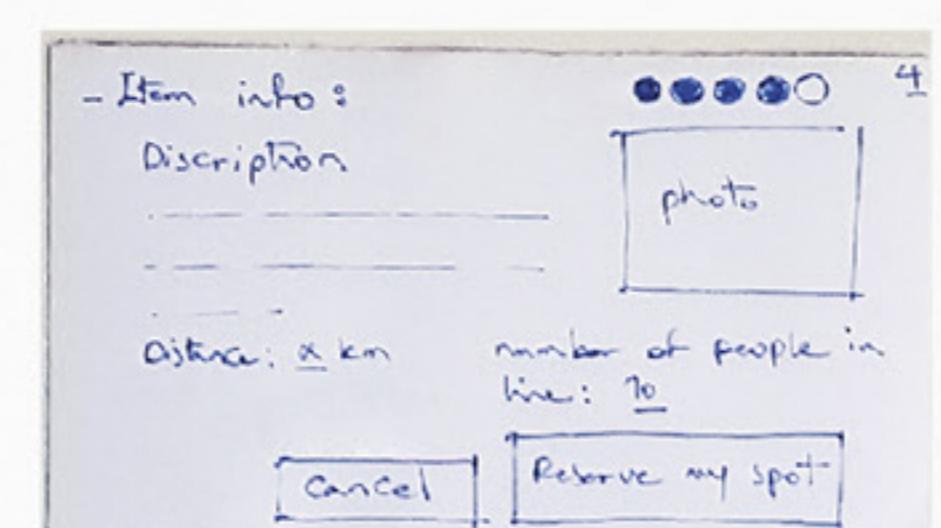
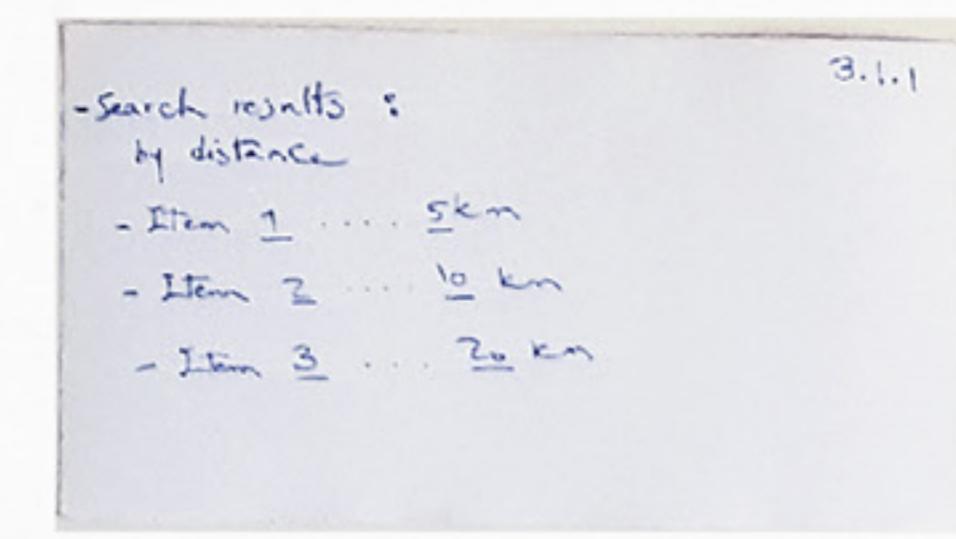
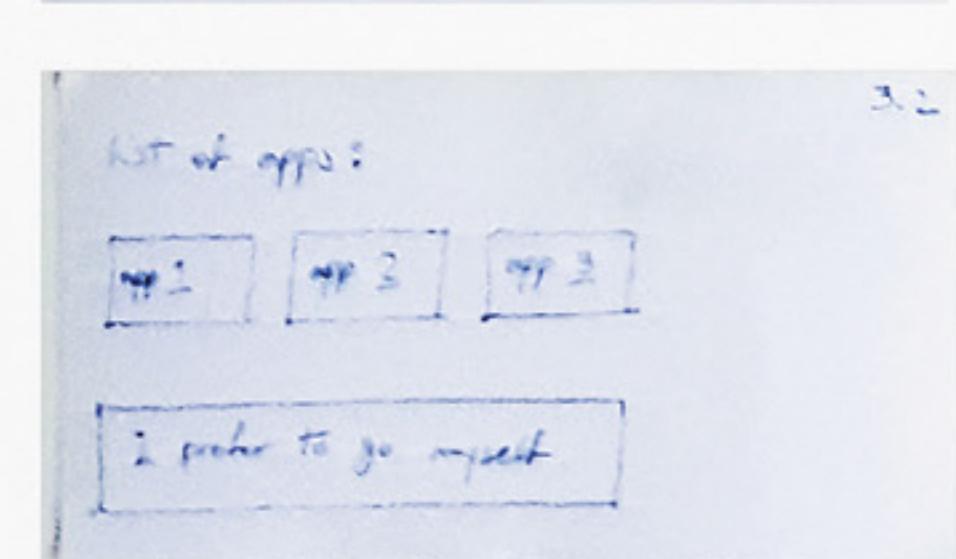
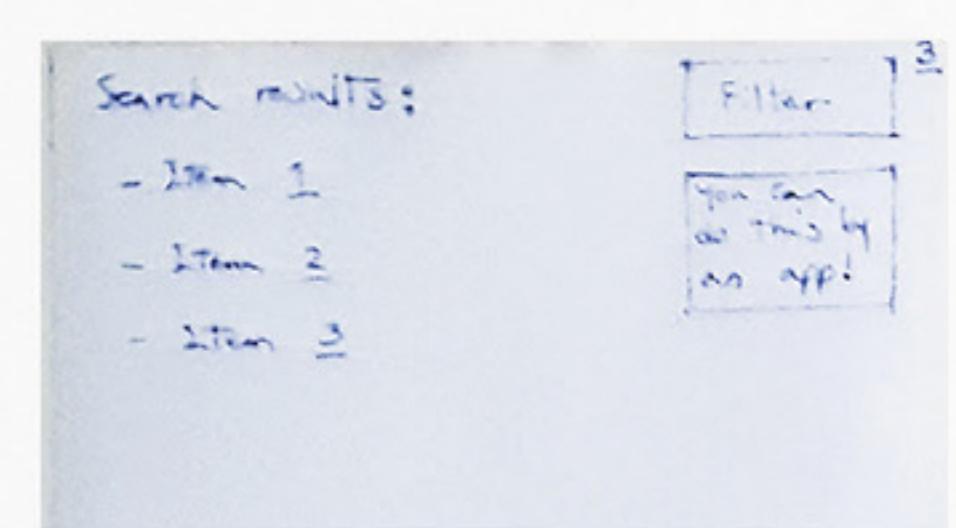
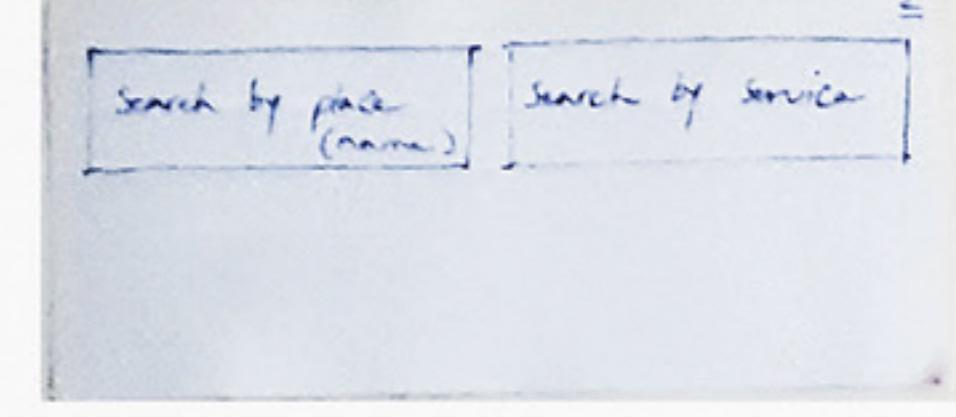
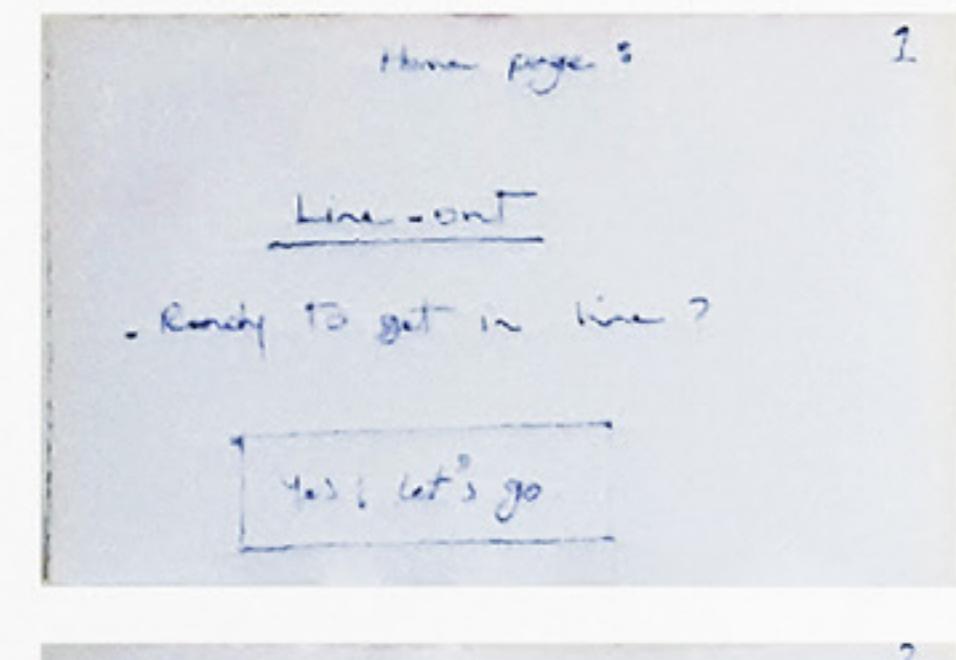


## WIREFRAME



## LO-FI PROTOTYPE

Before starting to build the wireframes I conducted a series of **user testing** with paper prototypes which revealed some issues that resulted in some changes.

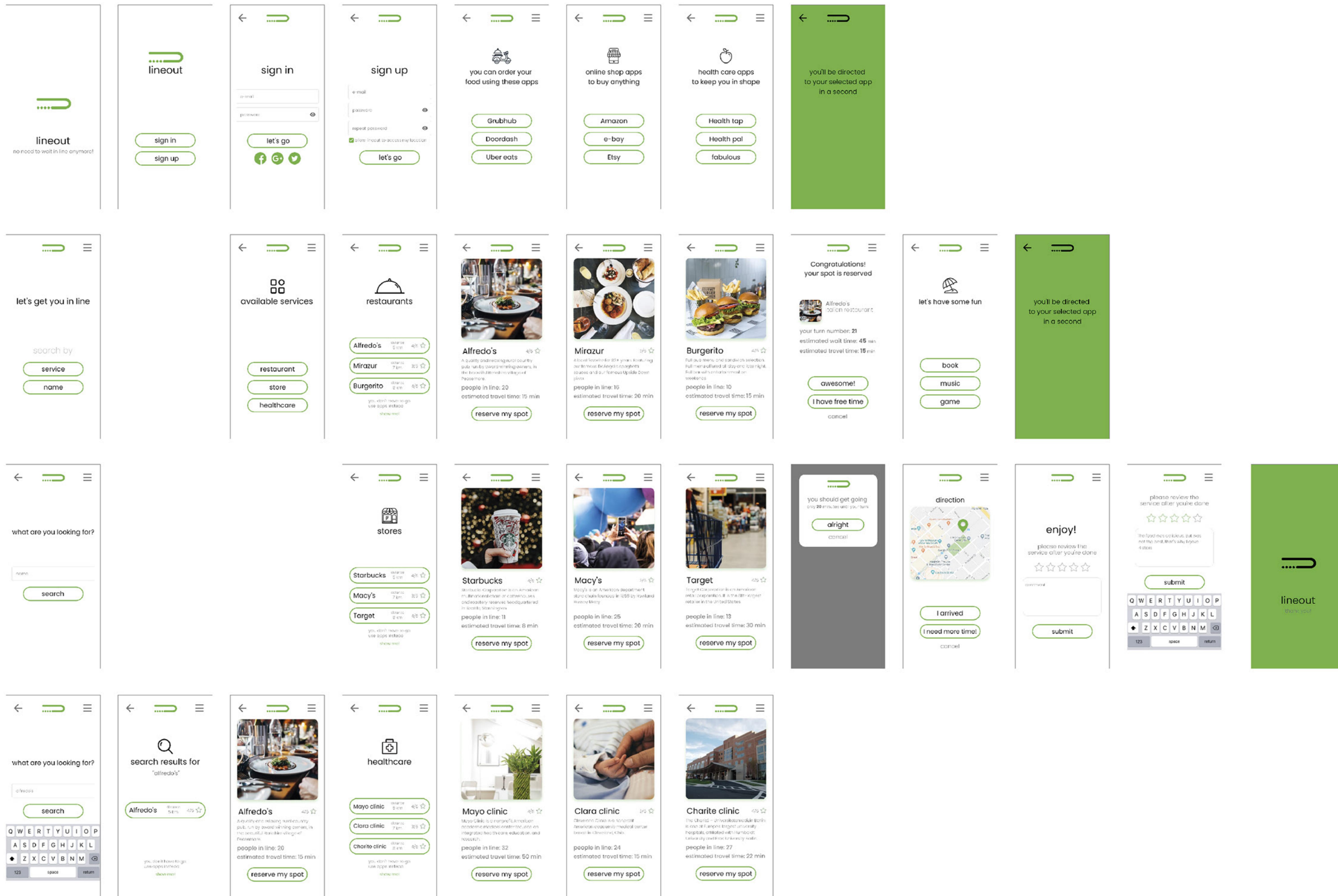


## ISSUES:

Some **information** including the instruction or help sentences need to be more clear. E.g. In App suggestion area, service rating and search results.



## HI-FI PROTOTYPE



FINAL PRODUCT

