Phase 2 – Low Fidelity Prototyping

Series Tracker App

A cartoon of a potato sitting in a chair

Description automatically generated

Couch Potatoes

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| Crazy 8s sketches  [5x2] | Wireframes [10x2] | Motivations  [5] | Testing Designs [5] | Feedback received and used  [10] | Total  [50] |
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# Question 2: Motivation for alternative designs

We incorporated several user-centric design features to enhance the usability and functionality of our app interface, as per the crazy 8’s sketches feedback we received for our stakeholders (2 of each user groups)

* For the user preferences we used a basic and well-known feature of using circles to allow users to select their favourite genres - following the design principle of being externally consistent allowing users to easily know what they should do - this will allow the page to be easy to use
* Users expressed that they would like a simple and easy interface - so we used icons (words in this case) to clearly depict what exactly a user is supposed to do with a specific component such as the adding a series 'icon' as well as using common placement of certain components (like the menu and search icons) to allow for easy use
* We added pop up notifications prompting users to think twice before making any major changes ensuring that there is safety constraint throughout the system - allowing the app to be more user friendly
* We made sure to use a grid format (in the search page and user preferences) in order to make the interface look less cluttered and more organised so a user is not overwhelmed when making a decision on what series they would like to choose.
* Users indicated that they would like statistics to summarize all they need to know so we have statistics on the profile page that allows users to a have a visual summary on the amount of time they spend on series watching / the amount of series they have completed and the number of series they need to watch - these stats allow for a more visually pleasing and aesthetic summary
* Feedback is given to the user in the form of a notification to allow the users to know that their input has been processed and taken in by the system - allowing the system to be more interactive
* Users asked for a more visual way of tracking progress so we have percentage bars showing the progress on a specific series - this allows users to have a visual representation of how far they are within a series or playlist making the system more efficient

# Question 3: Testing the Designs

**How long did the session last?**

* The session lasted for about an hour and 17 minutes, it took a bit of time as most of the users were still trying to navigate the fact that it is still a wireframe and not a working one where they need to insert and type things. Most of them also would click on the non-clickable sections and would be confused when they did not get any response

**How many people did we have?**

* We had 7 people in total which made it 11 when counting ourselves.

**What tasks were they asked to do with the wireframes?**

1. We told our users to open up the first wireframe on their phones
2. Once they had it open we told them to sign up to the Couch Potatoes app.
3. After signing in, the users were told to roam the app as we wanted to give them the freedom to explore the app interface.
4. We then specifically asked our users to Navigate to specific aspects of our app;

* Navigate to the Community page and go to a specific friend’s page.
* Navigate to the playlist page.
* Add a series to the playlist.
* Change password.
* Edit their Notification settings.
* Change the theme.
* Delete their account.

We then repeated this process for Wireframe 2.

**Was the meeting physical or online?**

* The meeting was held online on Google Meet. Each and every one of our stakeholders was at home when we conducted the meeting.
* We shared links to our stakeholders for both prototype 1 and prototype 2 and also linked them in our feedback form we created so they can be sure which prototypes they were answering each question for.
* We were able to meet up with all our stakeholders at the same time although this took a bit of time since not all of them are students or have the same free time. But since we wanted to hear the different opinions and feedback about our wireframes we decided on a day where they were all available.
* All of our group members were available and facilitated the sessions. More so since the stakeholders did not know all of us so it was better for them to get clarification from the group member they knew if the facilitator that was presenting was not clear for them at the moment plus we all have a different way to understand and explain.
* Sequence of tasks when browsing the wireframes
  + We told our users to open up the first wireframe on their phones
  + Once they had it open we told them to sign up to the Couch Potatoes app.
  + After signing in, the users were told to roam the app as we wanted to give them the freedom to explore the app interface.
  + We then specifically asked our users to Navigate to specific aspects of our app;
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**Kinds of questions we asked our stakeholders:**

* What is your first impression of the design of the app?
* Does the prototype reflect what you expected the app to look like?
* How easy is it to navigate through the app?
* What features of the app were unclear?
* Is the intention of the app made clear to you as the user?
* What elements or areas do you think could be improved?
* Would you use this app?

# Question 4: Feedback Received

**Feedback received for Wireframe 1:**

* Users commented that the interface of the app is quite easy to navigate through, and it is clear and concise because the features are clearly labelled and straightforward.
* Users commented that the search bar in the homepage was placed in an unexpected place, and thus not easy to find. They thought the search bar was supposed to be used to search for genres since it was placed in the middle of the page, above the genre filter.
* Users would have liked a brief run-through of the app after signing up.
* Users expected certain areas of the page to be clickable, such as individual series on the playlist page that would take you to watch that specific series.
* Users said that the Welcome page should include the Couch Potatoes logo and a description of the app to give the app more of an identity.
* Users wanted alternative ways to sign in to the app such as google or facebook.
* Some wording in the app is vague and users found it confusing in relation to the Series tracking app.

Overall users enjoyed these particular features the most: Login, Home, Profile, Menu, Community, more specifically these pages were appealing showing them everything they wanted to see and could be easily navigated. Users were impressed by the Watch Party feature allowing them to socialise on the app while watching their favourite series.

**Feedback received for Wireframe 2:**

* On the Welcome back page the user expressed that some information did not make sense to them, for example the number of “Unwatched series”.
* Users expressed that the interface was too cluttered, additionally the layout and information did not all fit on one page.
* The Splash screen is missing thus users found that it is unclear which app you are entering.
* Users found that the Welcome back page was not useful and did not add anything important to the app.
* Users expressed that the “I’m New Here” feature does not clearly indicate that it is for a new User to Sign up.
* The home screen does not show the information that the users want and Users said that it needs more work, for example the users expected the “Currently Watching” to be on the home screen.
* Overall the features that Users most enjoyed are; the Playlist being well designed, Profile screen having a logical layout, Login screen having additional login methods, Watch Party page having a chat box.

In conclusion, users preferred Wireframe 1 over Wireframe 2 because they found the design to be more intuitive, it is a better user experience, and there were less redundant screens. Wireframe 1 also clearly indicates what the app is about and Welcomes the user into our Couch Potatoes app.

**Question 5: Using the Feedback:**

**Wireframe 1**

* Users mentioned that the search bar in the home page of wireframe 1 was awkwardly placed, so we have decided to move its position to the top of the page to make it more visible, and reduce confusion around its intended purpose - which is to search for series. (Itumeleng) - Done
* Users asked for a tutorial at the beginning of the Sign up page to allow users to understand exactly what can be done with this app - in our next wireframe we will add in a skippable tutorial that will show users all the different ways the app can be used and set up
* Users would’ve liked an alternative way to log into the app - so in our next wireframe we will be using wireframe 2 as our base on the login page to allow users to login through google and other alternative platforms (Asa) - Done
* We will cater to the users’ need for a description of the purpose of the app by adding a simple tagline explaining the purpose of the app on the sign up page. (Asa) - Done
* We would need to use clear and concise wording that is more accurately related to the Series Tracking app for example, change “Top 10” to “Most Watched”or “Top Rated”. - Asa - Done

**Wireframe 2**

* Users thought that the welcoming back did not give any necessary information so in our next wireframe we will not have a welcome page instead we will add the information given on the welcome page into the profile page under statistics (itumeleng) - somebody help with scrolling (cry emoji) lol
* To address the issue of the layout being to cluttered, we will use more spacing between elements of the page and we will reduce the amount of hy content that appears on a page so that it fits and so that the interface is not as overwhelming
* Since users found the placement of the currently watching section to be strange, we will place the currently watching section on the home page which should seem more natural since that’s the standard with most streaming platforms out there. - Asa - Done
* We will replace the “I’m new here” link that leads to the sign up page with a more straightforward statement such as “Create an account”. This is to address the fact that users were not clear on what the “I’m new here” link’s purpose was. (Itumeleng) - Done
* Users thought the welcome back held no useful information, so we will remove it from the flow of the app to avoid presenting the users with unnecessary information. (Itumeleng) - Done
* We need to add a splash screen like we did in Wireframe 1 to make it clear to the users which app they are currently using. (itumeleng) - Done

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# Appendix:

**Workshop:**

In total we had 11 people participate in our workshop.

They had 40 seconds to draw out each page in our app.

Discussion on the details of our app:

Binge watchers

* progress tracker
* integrated streaming services
* watch history

Social Viewers

* communication with other users
* watch parties
* notifications on latest fan groups

Education-driven users

* recommendations
* community feature
* playlists to categorise series

Pages in our app ( series tracker ):

1. Home page
2. Series Description page: (This page will describe the series in detail - like the rating - time it plays - platforms to watch it on - genre - small description of the series )
3. Profile page: (personalize/series playlist/Can also be for educational use)
4. Menu page/ Navigation bar
5. Search bar = search page
6. Community page: commenting page / chat page - at the bottom of the screen
7. Watch Party page: watch with friends in series description page -> takes people to the watch party screen
8. Settings Page

**D2\_Crazy8\_Sketches.pdf:**

All of the Crazy 8 sketches were compiled into one pdf file, and each of the images were labelled, stating the name of the stakeholder and each of the pages they were required to draw.

**D2\_Wireframe\_Feedback.pdf:**

A pdf containing responses to the Google form we sent out to obtain user feedback has also been included in the submission.

**Wireframe links:**

We took elements from most Crazy 8 sketches and added some additional features and adaptations. Our goal was to incorporate as many features from the sketches as possible.  
Wireframe 1:  
<https://www.figma.com/proto/Ta1rTItOfiJCQP9yjJlY41/Series-Tracker-Wireframe-Prototype-1?type=design&node-id=381-511&t=26IWQ5O72BbSPKhg-1&scaling=scale-down&page-id=381%3A49&starting-point-node-id=381%3A511&show-proto-sidebar=1&mode=design>

Wireframe 2:  
<https://www.figma.com/proto/GI9IxO5XqHQ6bpW33Vyu68/Series-Tracker-Wireframe-Prototype-2?type=design&node-id=2007-3205&t=M6aBXKRL5SPJElP4-1&scaling=min-zoom&page-id=2005%3A2427&starting-point-node-id=2007%3A3205&mode=design>