

Low-Fi Prototyping & Pilot Usability Test



The Team

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Overview

- **Value Proposition**
- **Selected Interface & rationale**
- **3 tasks and their task flows**
- **Low-fi prototype structure**
- **Experimental method**
- **Experimental results**
- **Suggested UI changes**
- **Summary**

Value Proposition:

“Share a ride, save the hassle”

Tasks

Simple Task

Setting your pick-up location

Moderate Task

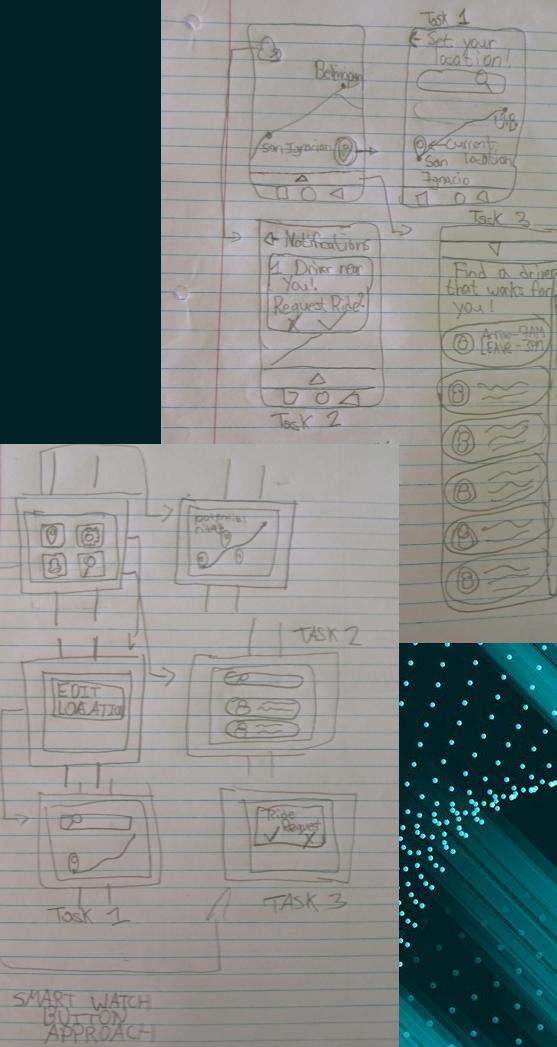
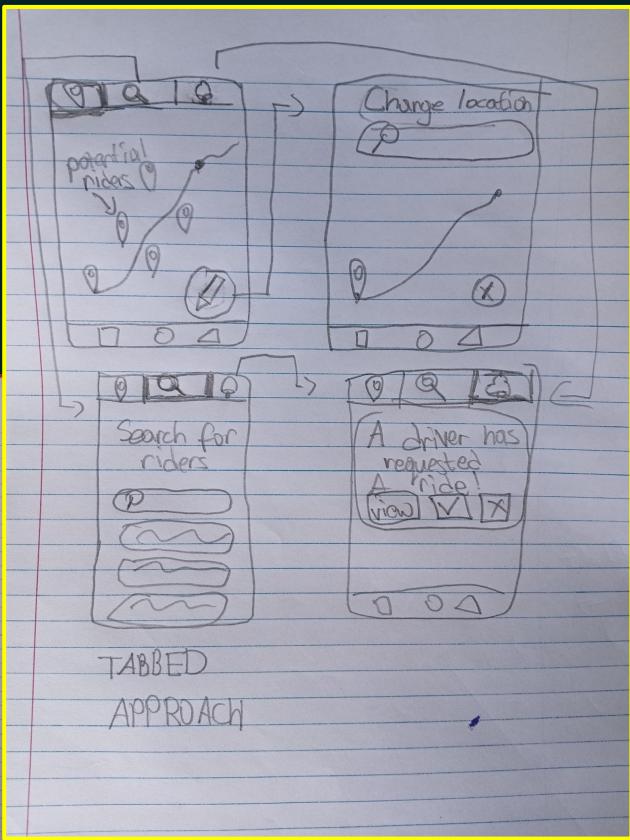
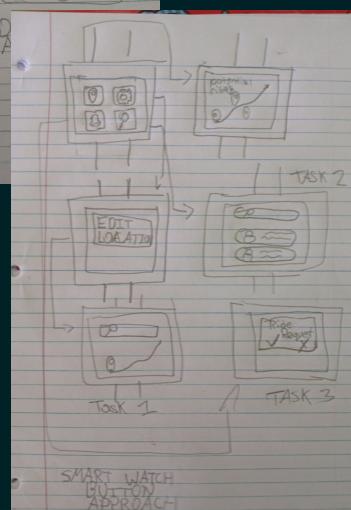
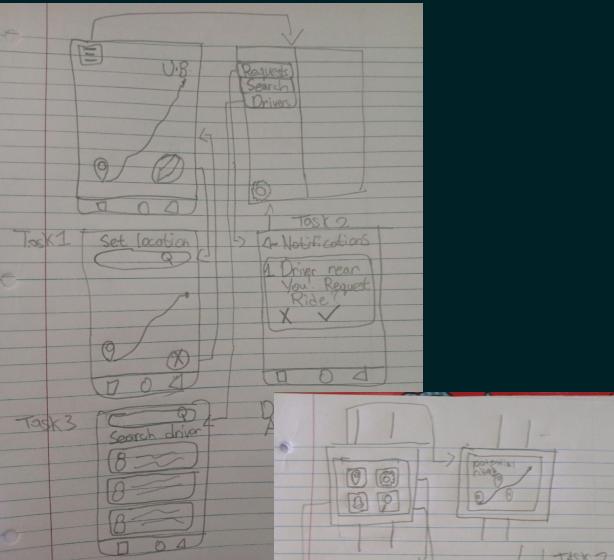
Quick-booking a ride

Complex Task

Finding a carpool partner and sending a ride request

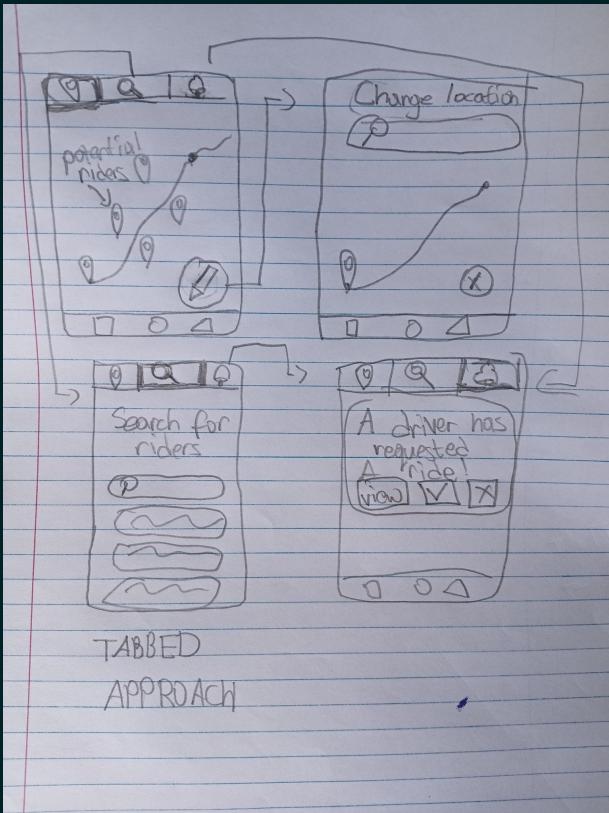


Selected Interface

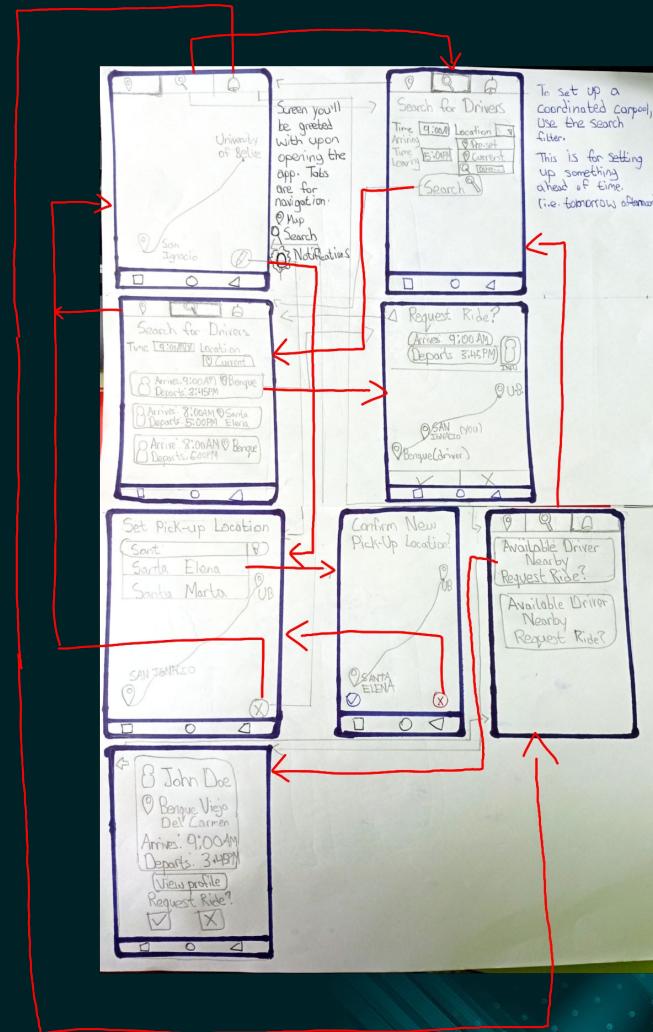


Selected Interface Rational

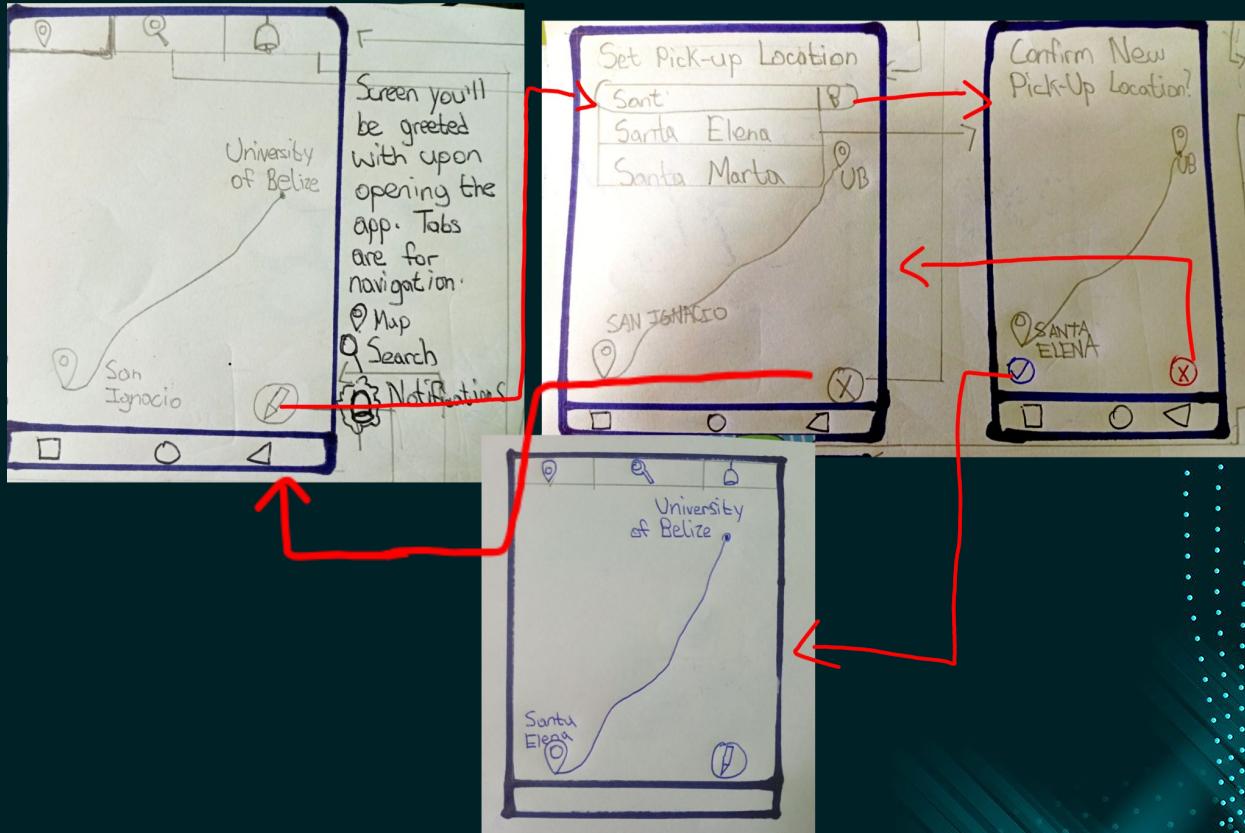
- Best interface for learnability
 - Icons
 - Every screen is easily accessible
 - Properly modulated
 - Intuitive



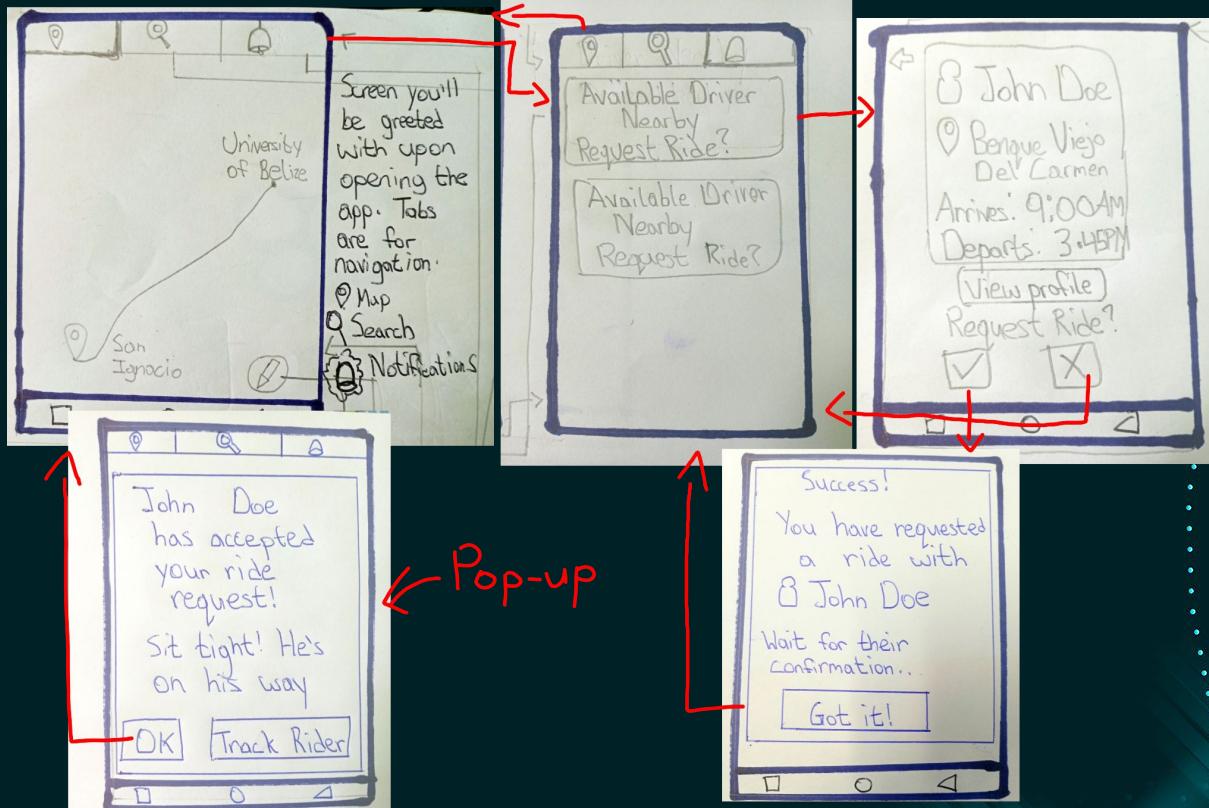
Low-fi Prototype Structure



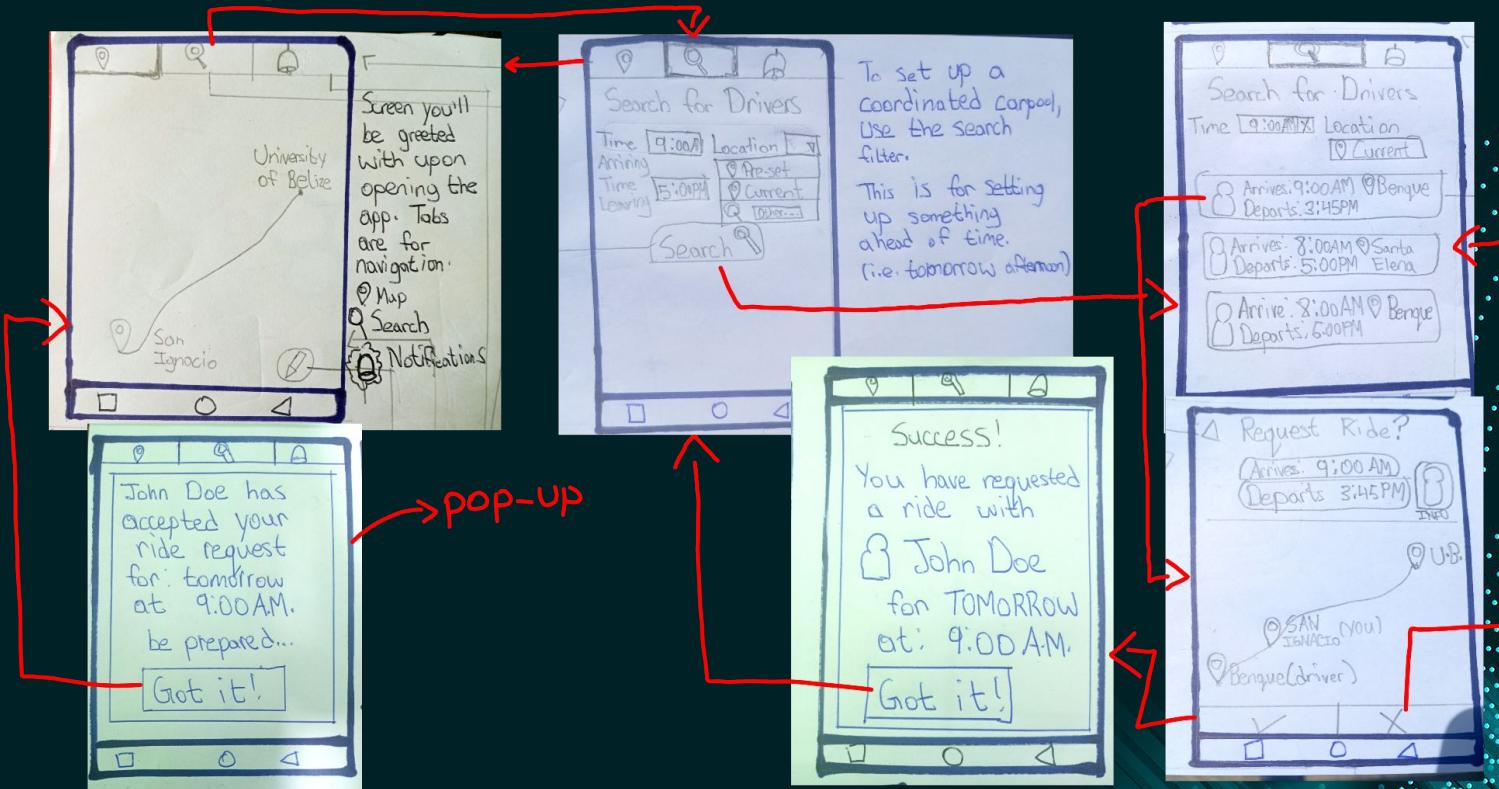
Task #1 - Edit your pick-up location



Task #2 - Quick-Booking a ride



Task #3 - Finding a carpool partner and sending a ride request



Participants

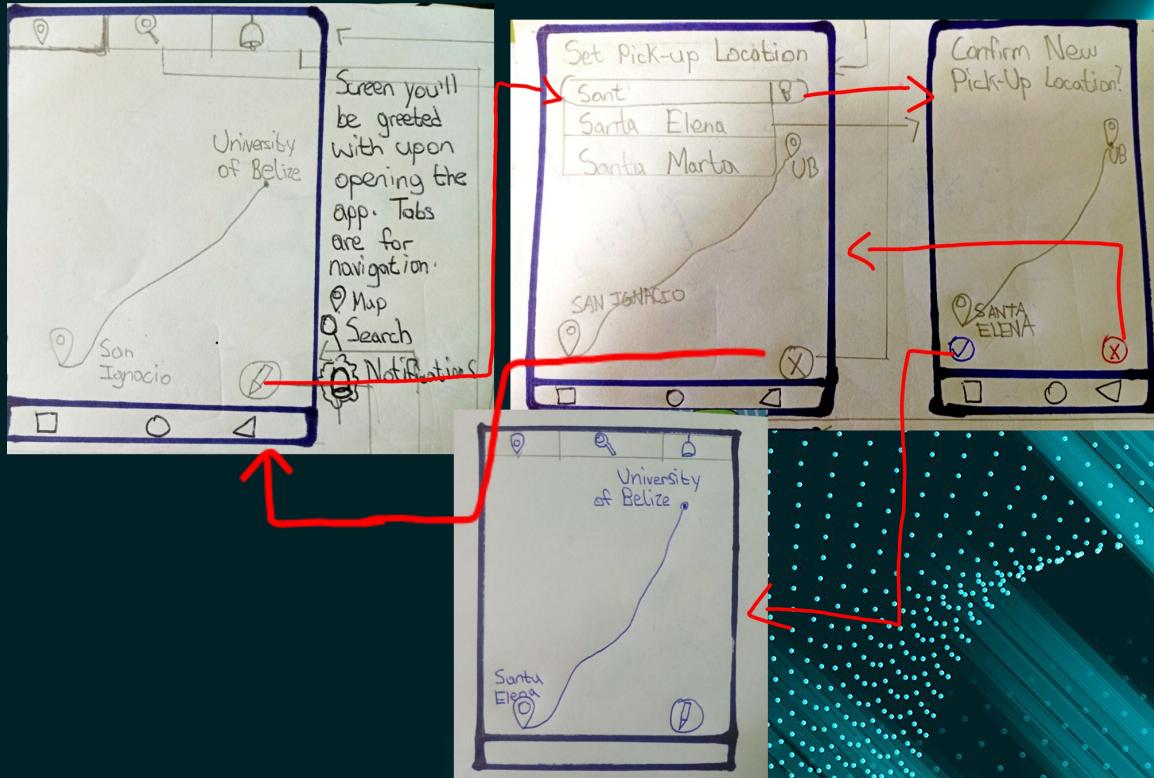
- Participant 1 - UB student
- Environment - Library

- Participant 2 - UB student
- Environment - Library

- Participant 3 - UB student
- Environment - Gazebo by cafeteria

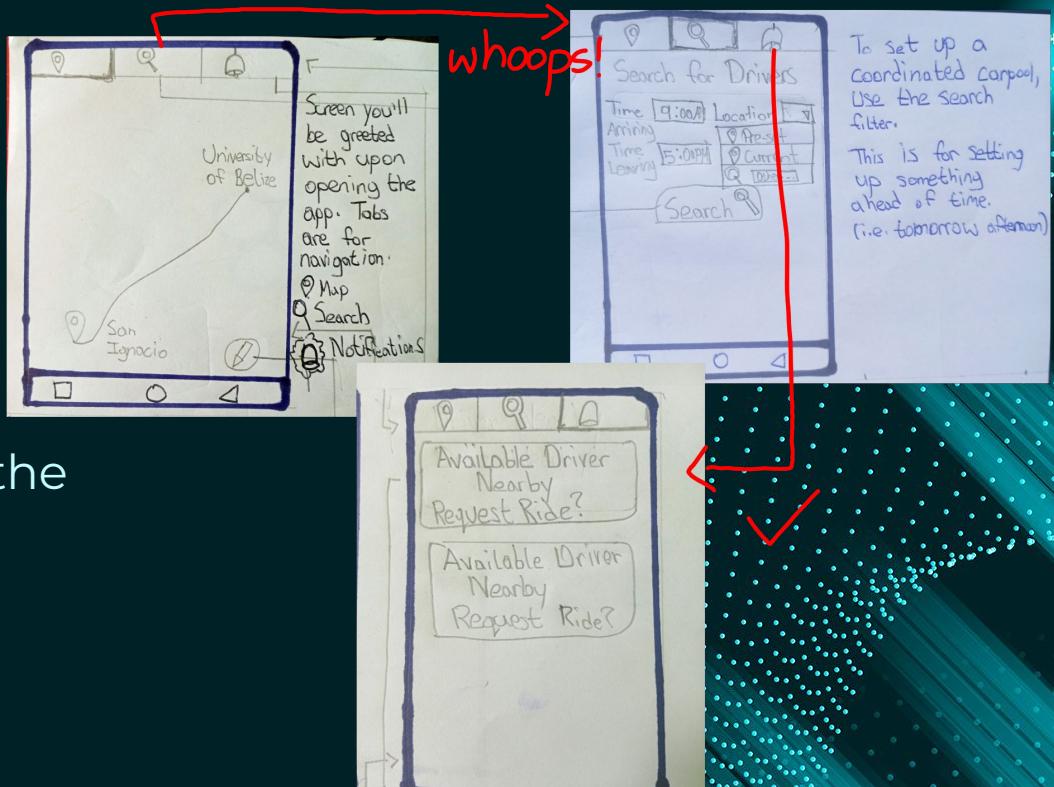
Experiment Results - Task 1

- Everyone went through the steps smoothly
- Users immediately understood what the edit icon was for



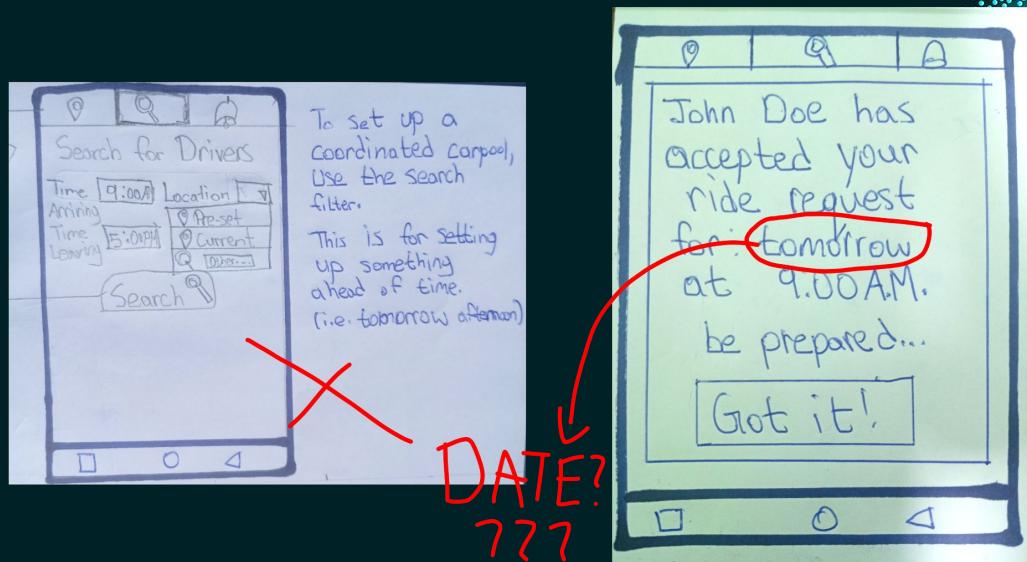
Experiment Results - Task 2

- One user accidentally went to the wrong screen!
- He was able to find his Way back to the correct Screen on his own.
- Shows the advantages of having tabs.
- Other users went through the Screens smoothly.



Experiment Results - Task 3

- Users intuitively understood how to perform this task
- UI was able to guide them easily
- One user pointed out our lack of date in the filter
- Whoopsies!



Suggested UI Changes

- Reword “Arrival” vs “Departure” terms
- Add colour
- Add dates when searching for drivers
- Cancel Requests option

Summary

- UI is easy to learn
- UI is simple and efficient
- Users are able to recover from errors gracefully
- Reward “Arrival” vs “Departure” times
- To make the user-experience smoother, we’ll add colour

THANKS FOR LISTENING!

Do you have any
questions?

