

# Low-Fi Prototyping & Pilot Usability Test



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INSIGHT  
HUB**

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# 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**



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## **Value Proposition:**

**“Share a ride, save the hassle”**

An abstract graphic on the right side of the slide. It features a globe-like shape composed of numerous small, light blue dots. From the top right of this shape, several bright, diagonal light rays or streaks of light extend towards the bottom left, creating a sense of motion and energy.

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# Tasks

## Simple Task

Setting your pick-up location

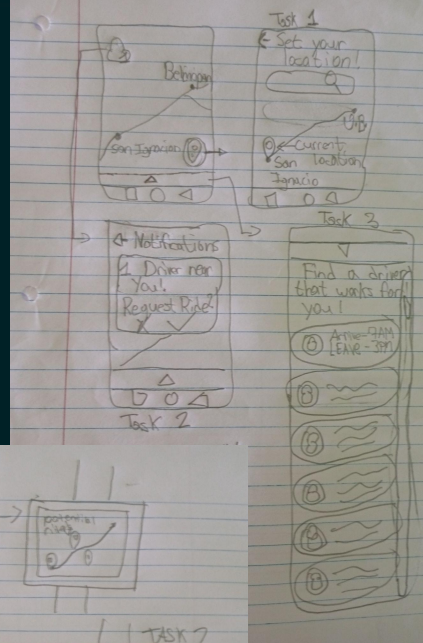
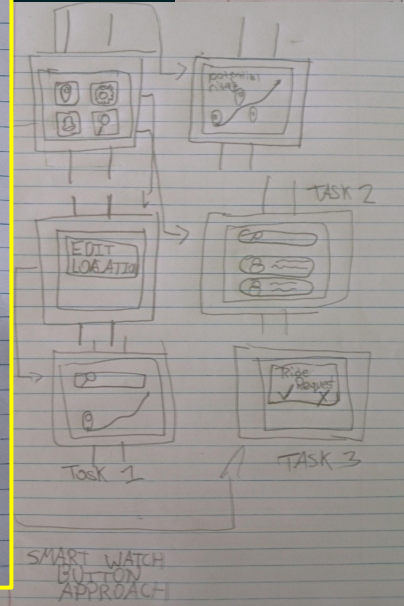
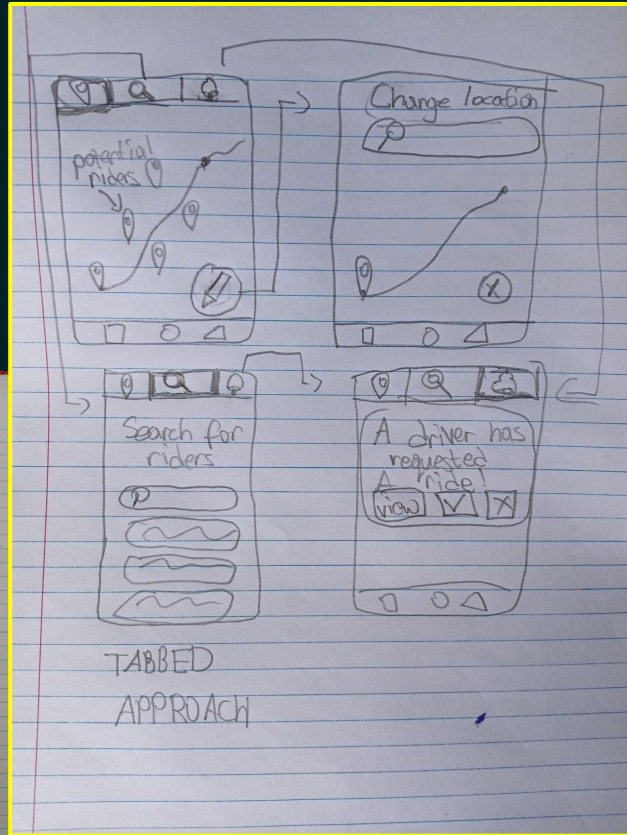
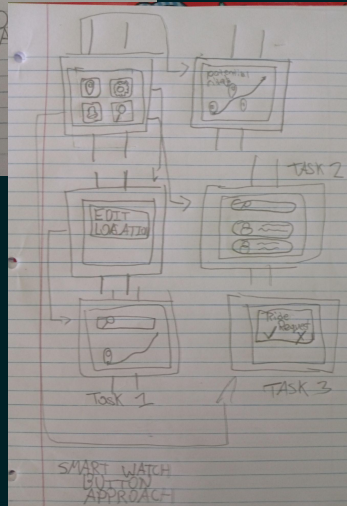
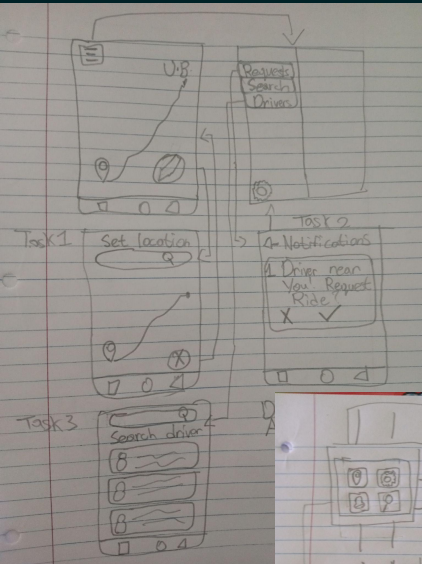
## Moderate Task

Quick-booking a ride

## Complex Task

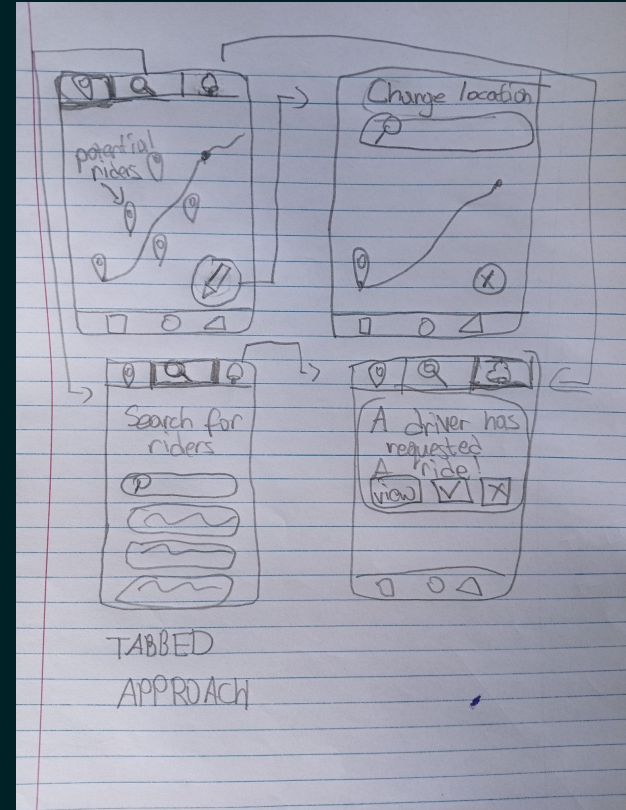
Finding a carpool partner and sending a ride request

# Selected Interface



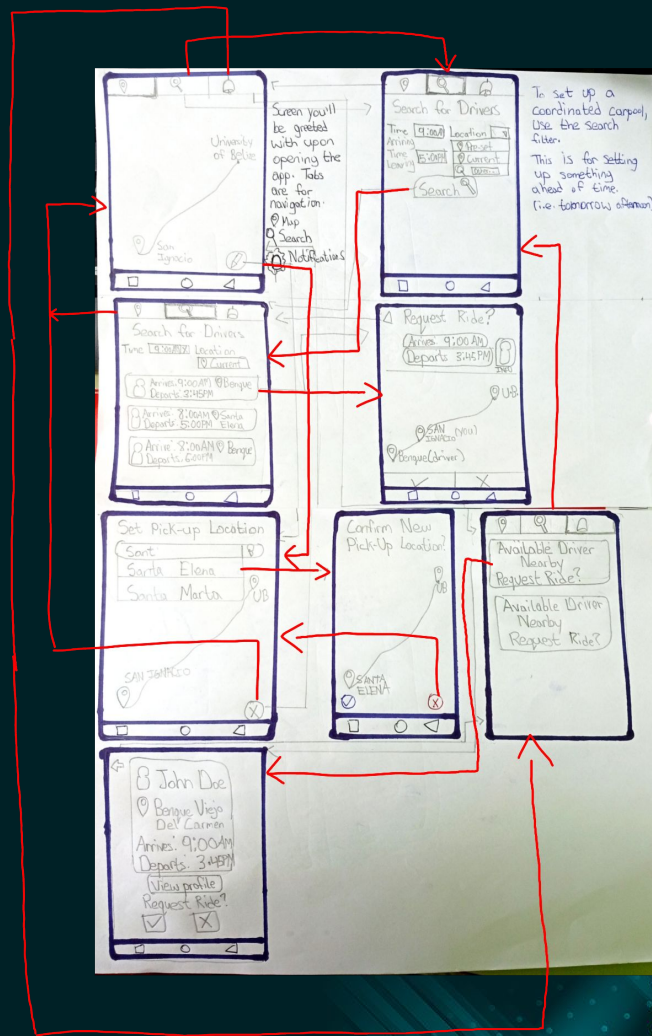
# Selected Interface Rational

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



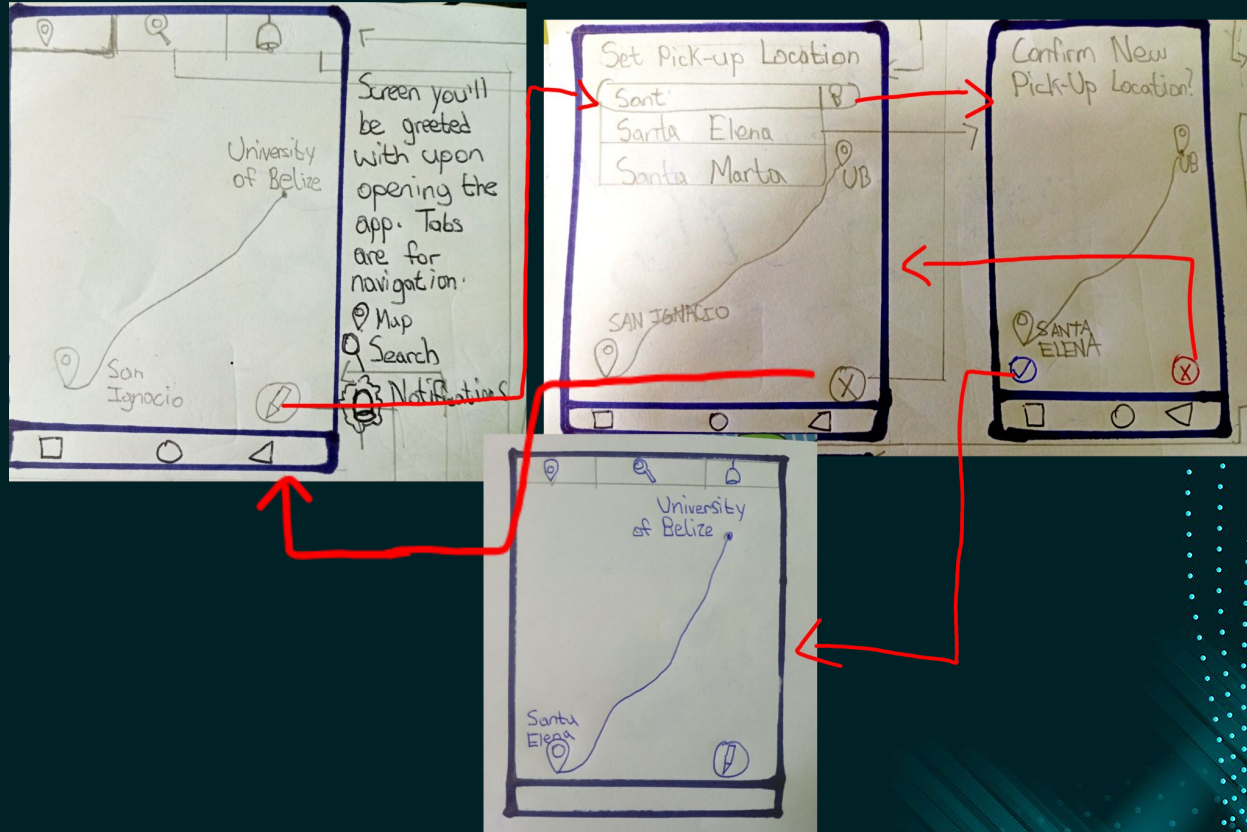


# Low-fi Prototype Structure

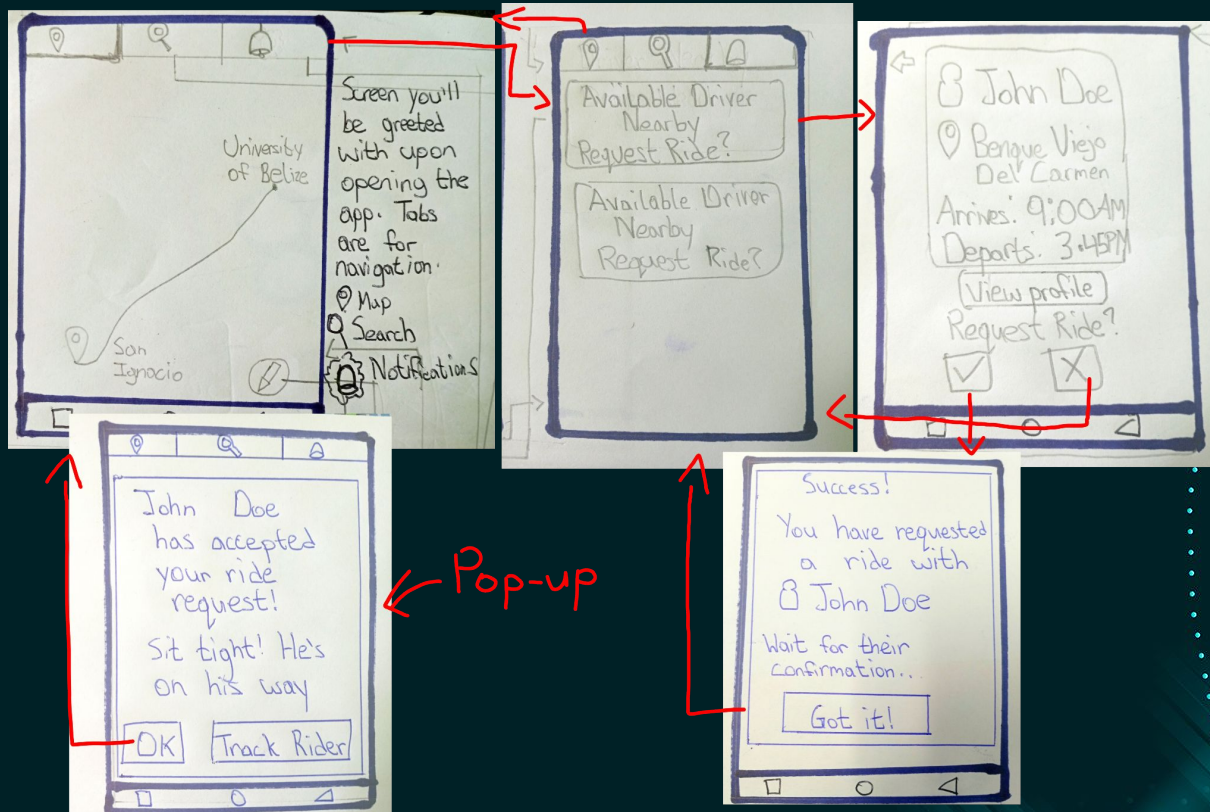




# Task #1 - Edit your pick-up location

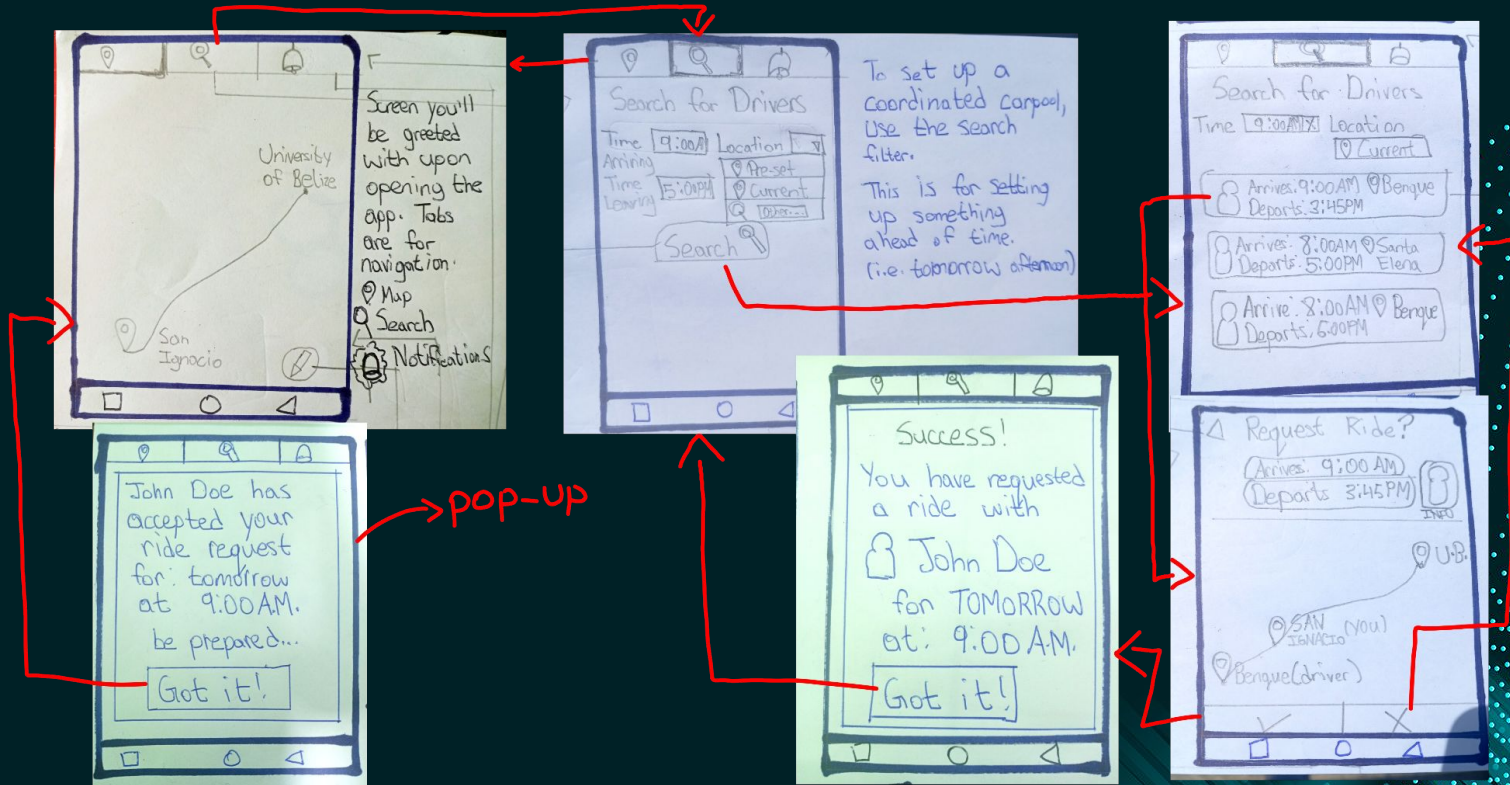


# Task #2 - Quick-Booking a ride





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

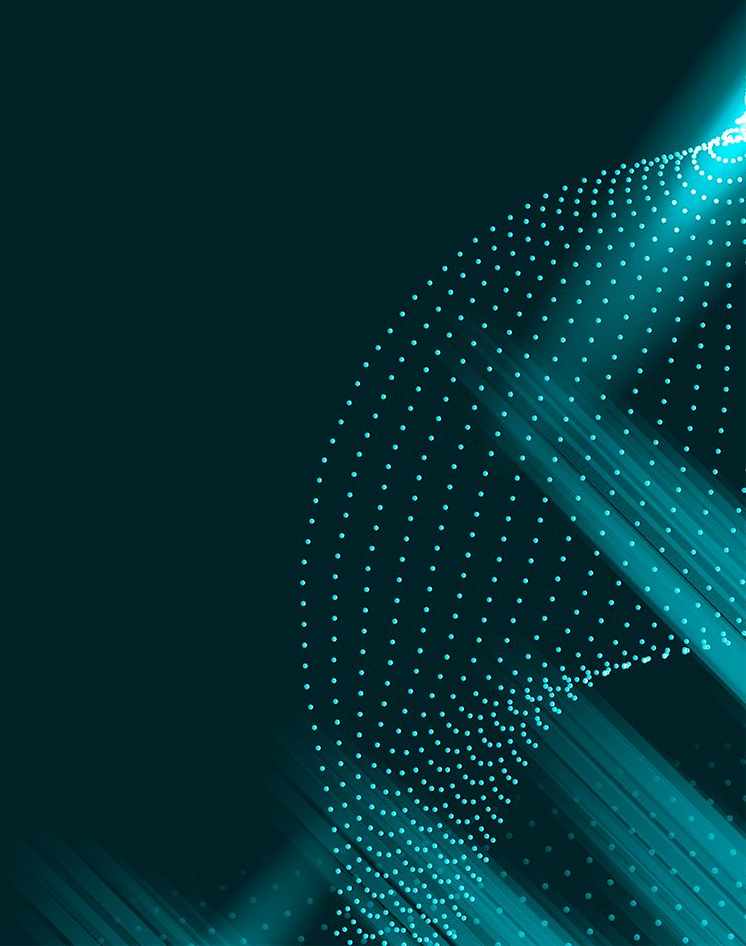




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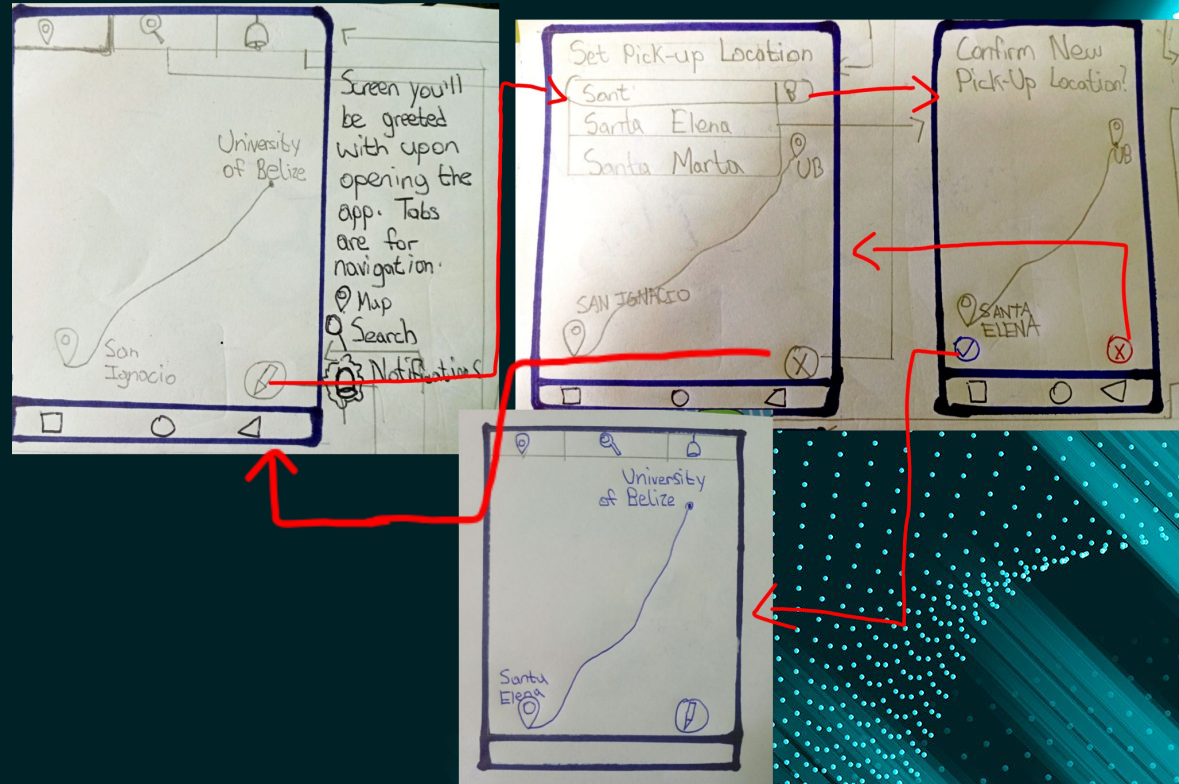
# Participants

- Participant 1 - UB student
- Environment - Library
- Participant 2 - UB student
- Environment - Library
- Participant 3 - UB student
- Environment - Gazebo by cafeteria



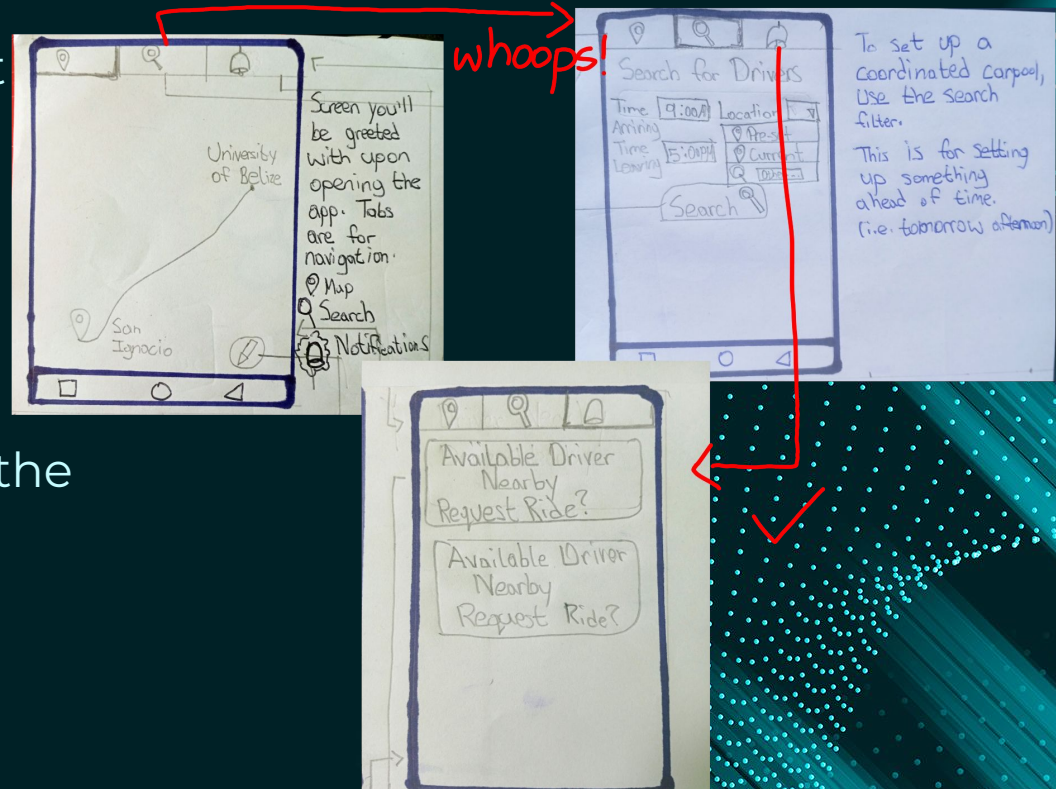
# Experiment Results - Task 1

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



# Experiment Results - Task 2

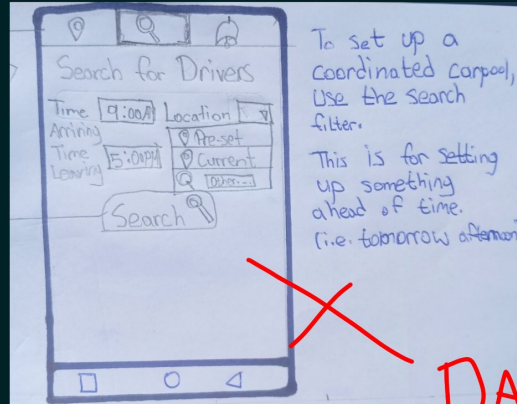
- One user accidentally went to the wrong screen!
- He was able to find his Way back to the correct Screen on his own.
- Shows the advantages of having tabs.
- Other users went through the Screens smoothly.





# Experiment Results - Task 3

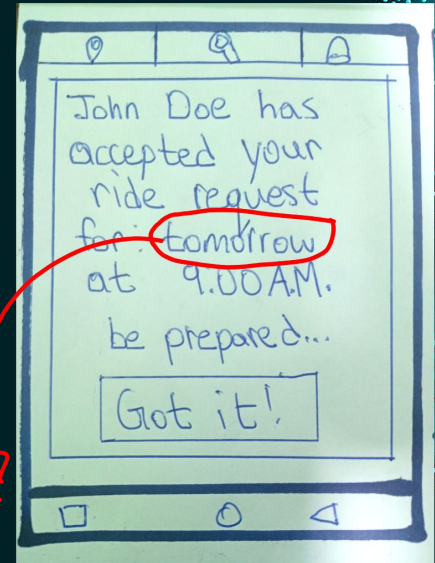
- Users intuitively understood how to perform this task
- UI was able to guide them easily
- One user pointed out our lack of date in the filter
- Whoopsies!



To set up a coordinated carpool, use the search filter.

This is for setting up something ahead of time. (i.e. tomorrow afternoon)

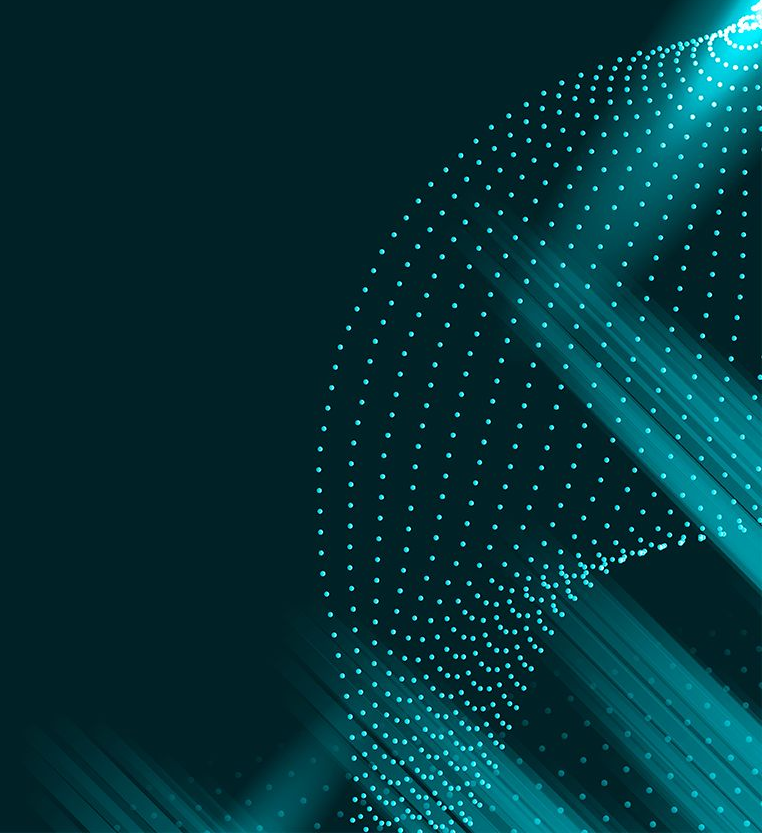
DATE?  
???



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# Suggested UI Changes

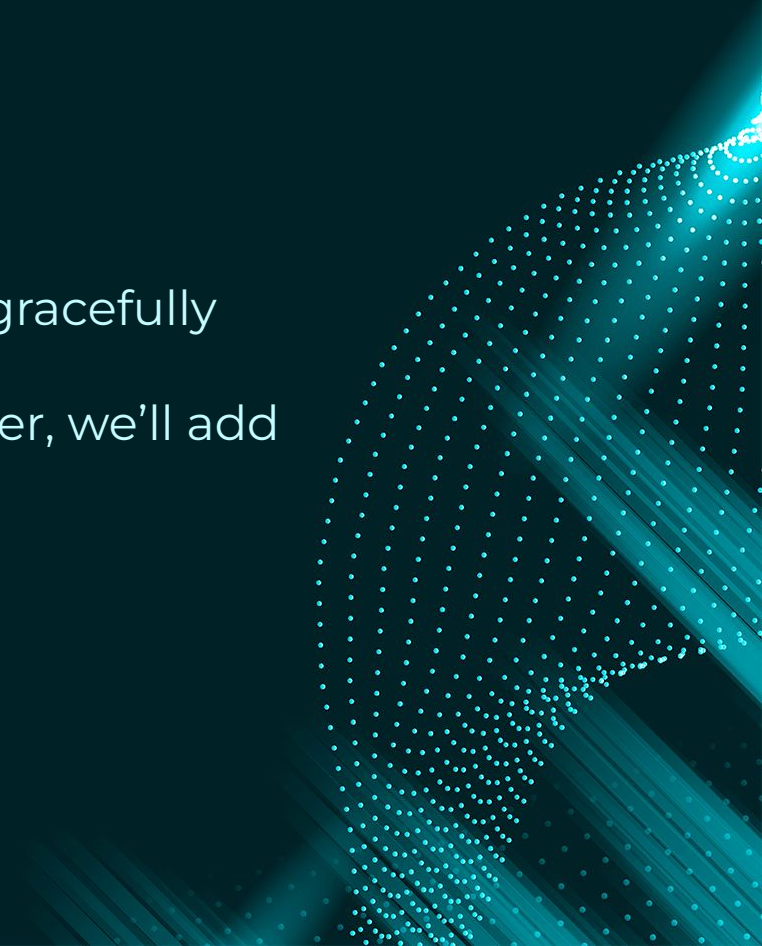
- Reword “Arrival” vs “Departure” terms
- Add colour
- Add dates when searching for drivers
- Cancel Requests option



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# Summary

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





# **THANKS FOR LISTENING!**

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Do you have any  
questions?

