

meetcheuthere

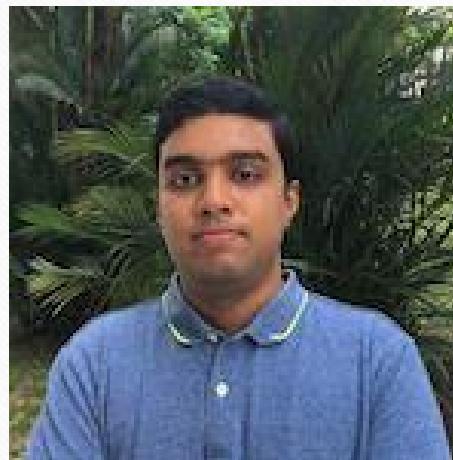
Low-Fi Prototypes and Usability Testing

Presented By: Senthil V.

The *meetcheuthere* Team



Lindsey K.
Team Manager



Senthil V.
Designer



Clay J.
Software Engineer



Jesse C.
Usability Testing

Talking Points

- What do we want to do? – the *meetcheuthere* mission
- How are we going to do it? - design process
- From paper to...more paper – meet our prototype
- What we think you'll do - task flows
- What you actually do – testing
- Unpacking the results

What Do We Want To
Do?

Mission

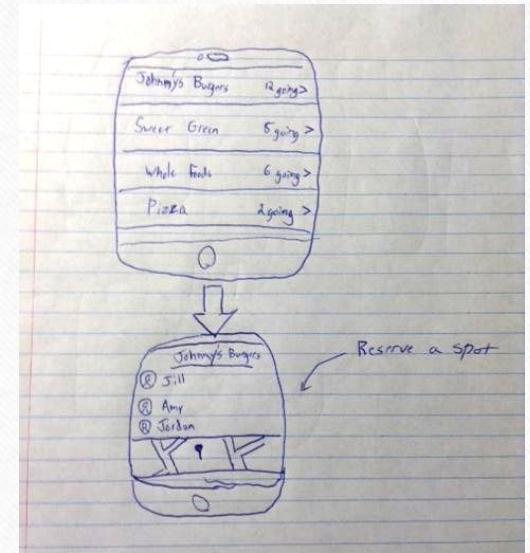
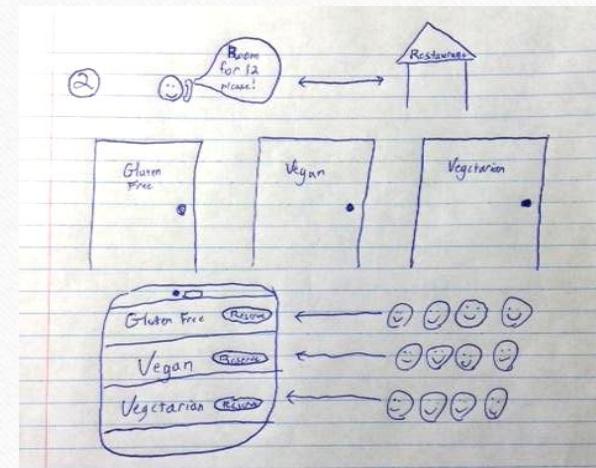
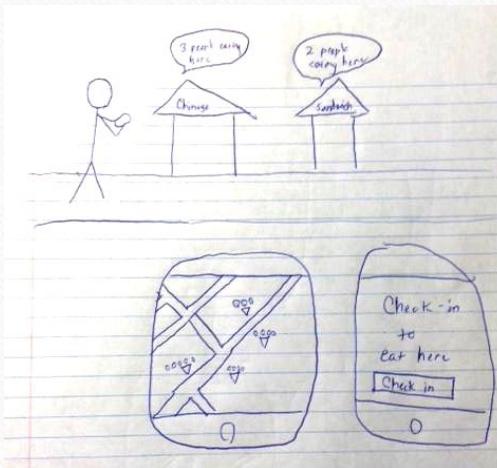
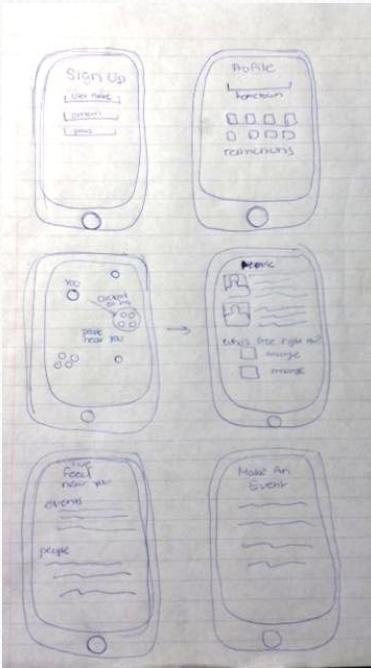
FEED YOUR SOCIAL
CRAVINGS

How Are We Going to Do It?

Sketches

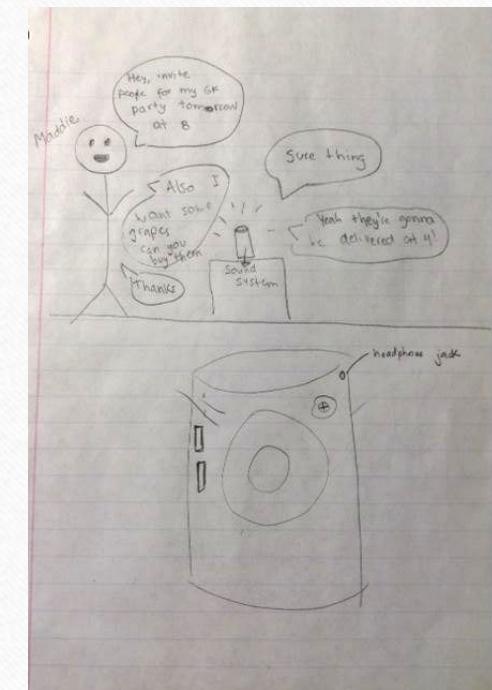
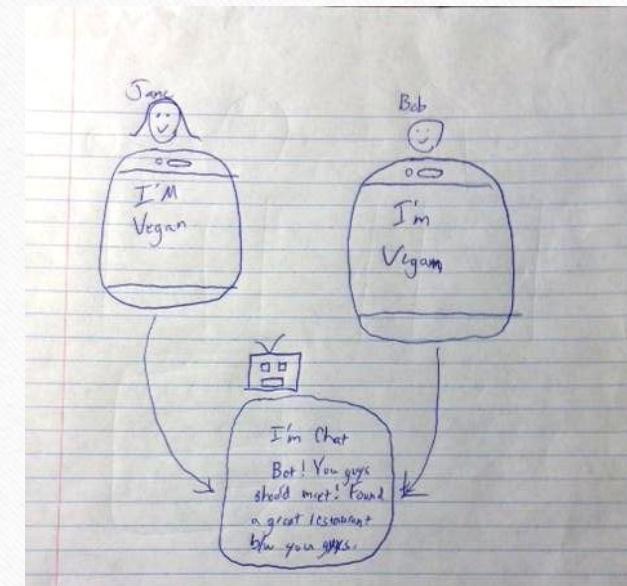
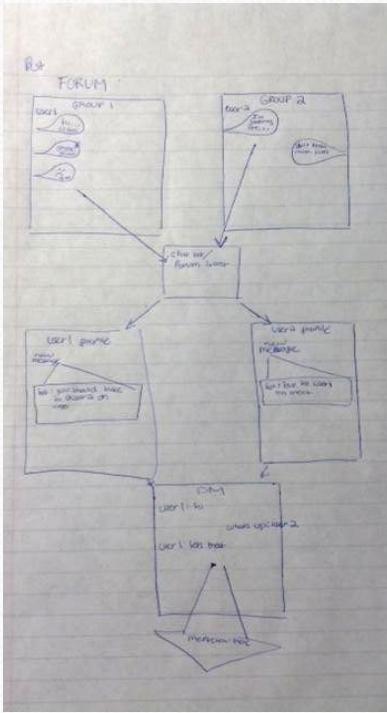
Sketches

Geographically Focused Mobile Solutions



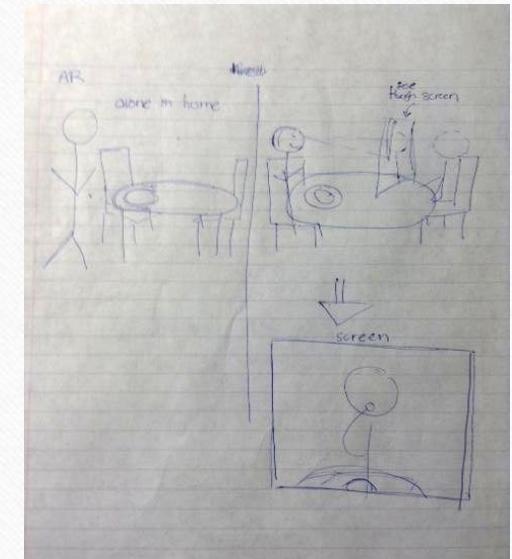
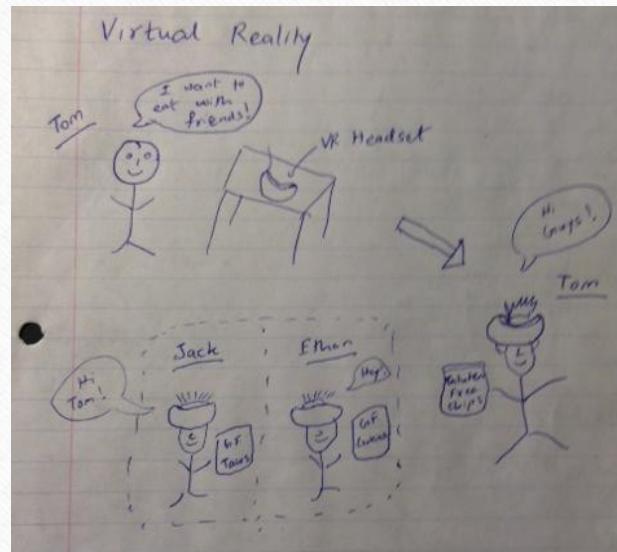
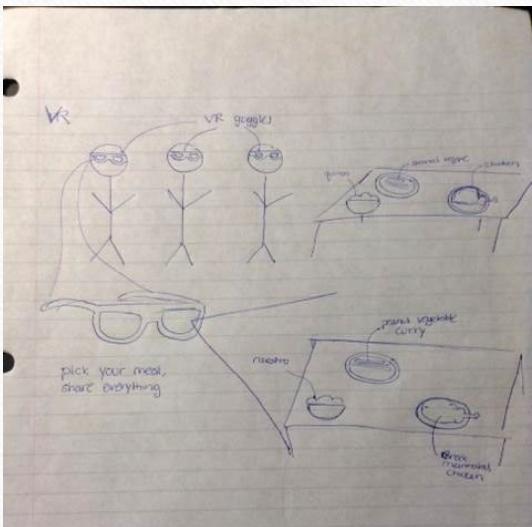
Sketches

Chat Based Solutions



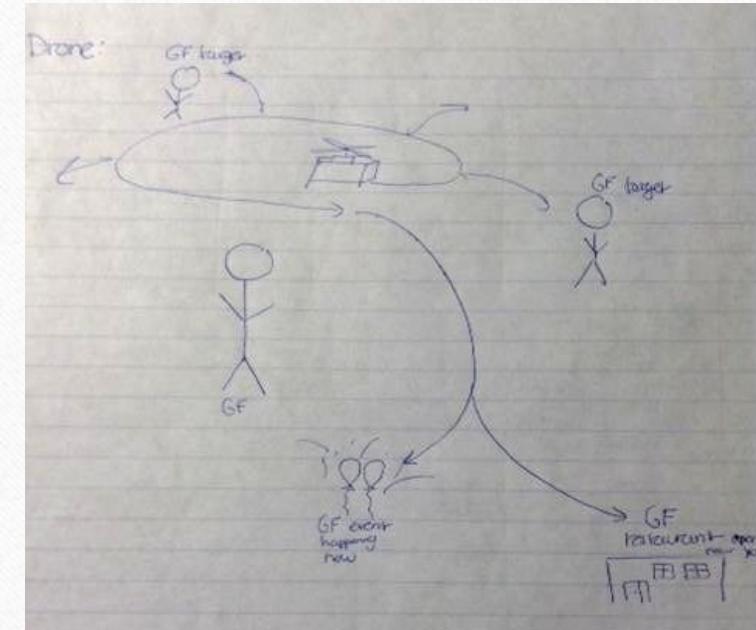
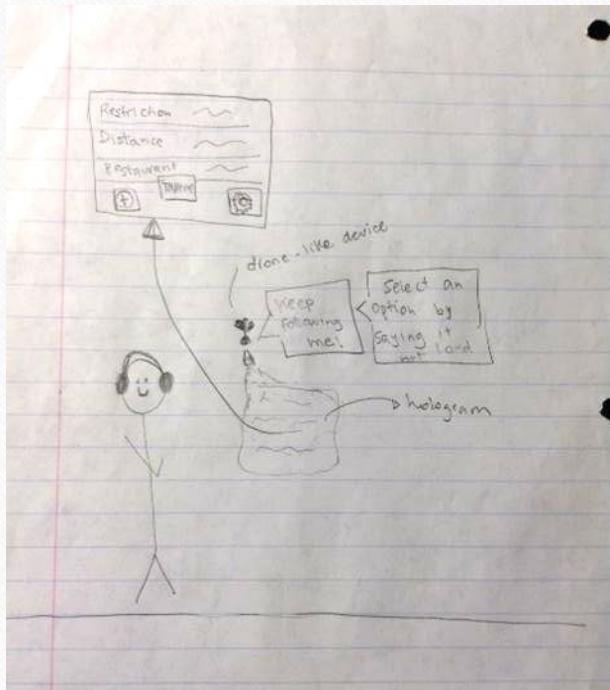
Sketches

Augmented/Virtual Reality



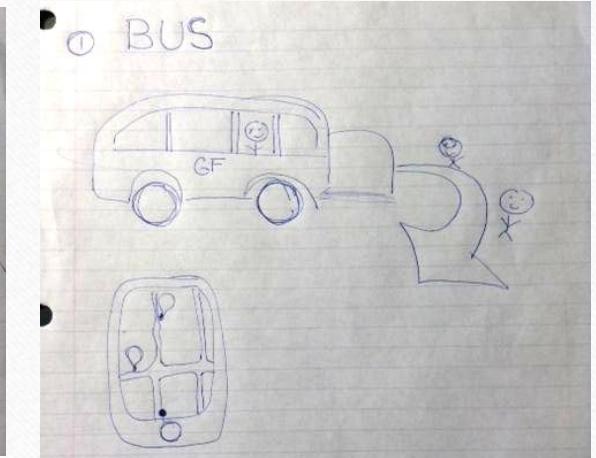
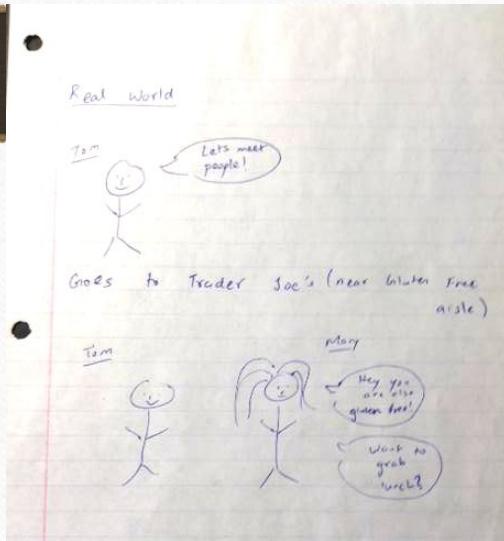
Sketches

Drones



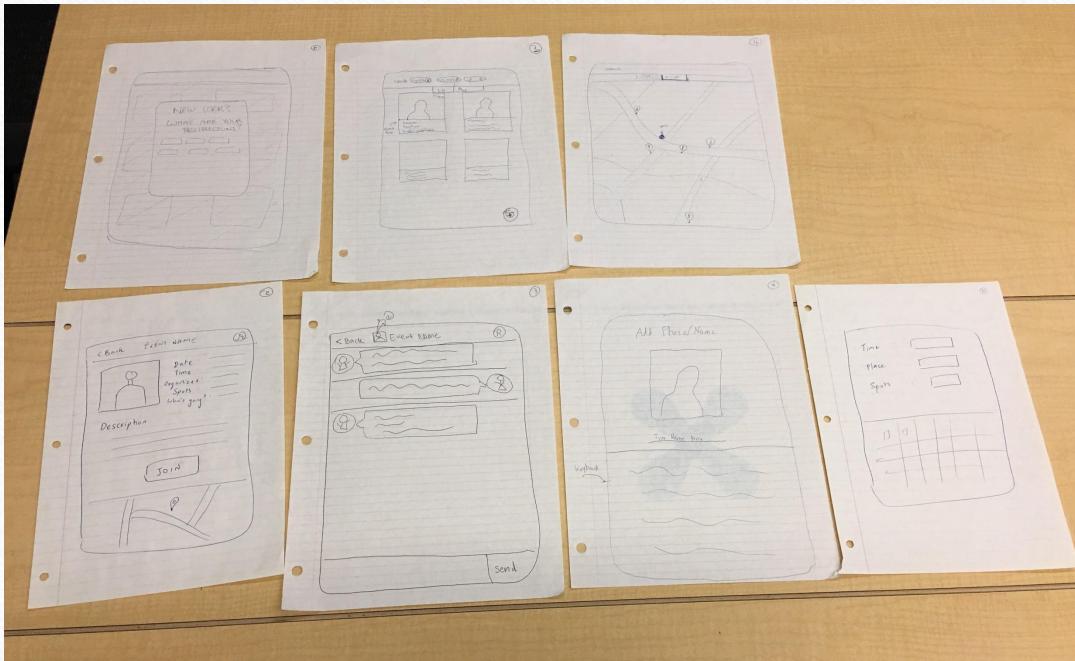
Sketches

The Extremely Practical and Extremely Out-there Solutions

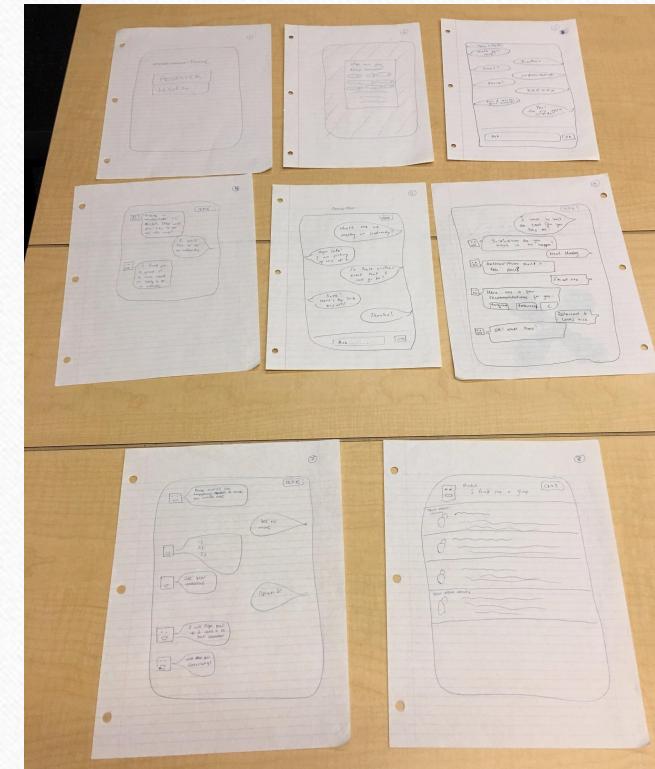


The Final Two

Location Based Mobile App



ChatBot



Location Based Services

PROS

- proximity based recommendations
- potential for sustained relationships
- visually based & appealing
- familiarity & comfort
- different levels of commitment
- appeals to wide audience
- User feels in control & that they have choices

CONS

- user has to search through content
- have to be an ACTIVE planner
- too many options?
- depends on activity of other users
- navigation based (lots of pages)

Chat Bot

Pros

- info specific to your needs
- no thinking
- feels personal
- few features that can confuse the user
- low commitment level

Cons

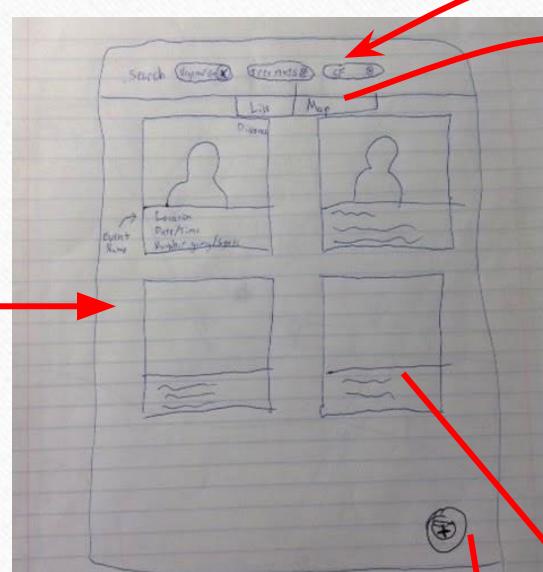
- hard to build
- not specific enough when asking for input
- does not understand
- little visual appeal
- Black box-y
- not trusted by non-techies
- not enough choice (user doesn't feel in control)

The Champion

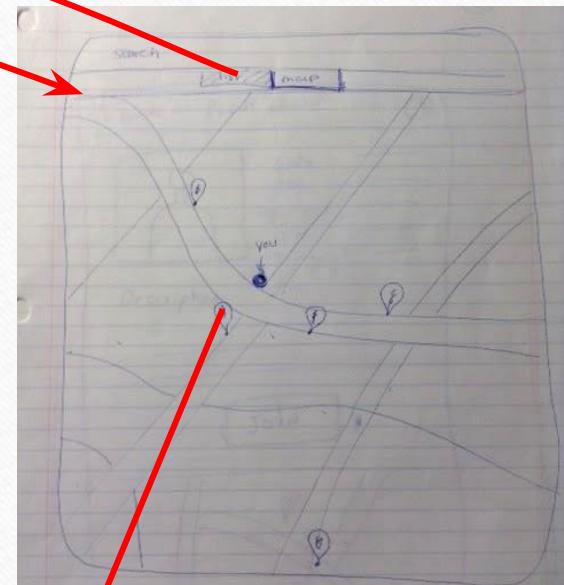
Location Based Mobile App



Set Restrictions



List View Home



Map View Home

Add an Event

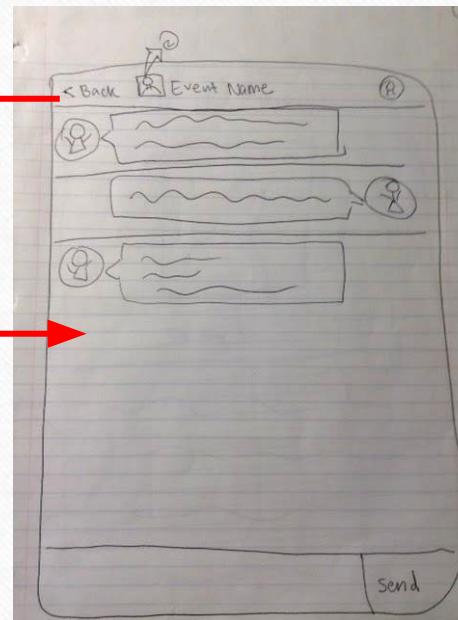
Event Details

The Champion

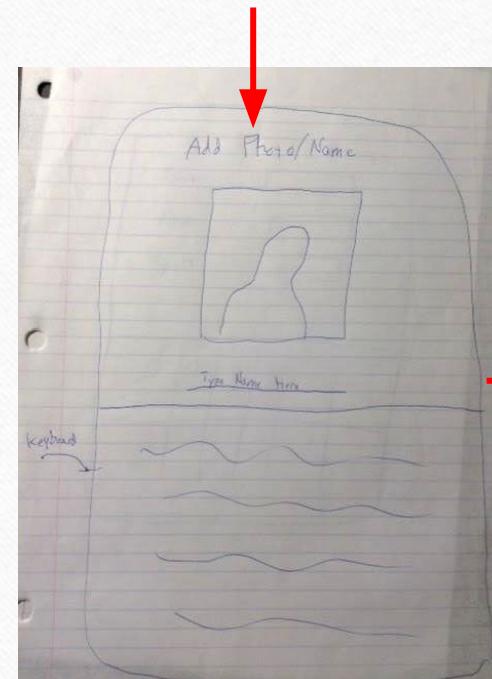
Location Based Mobile App



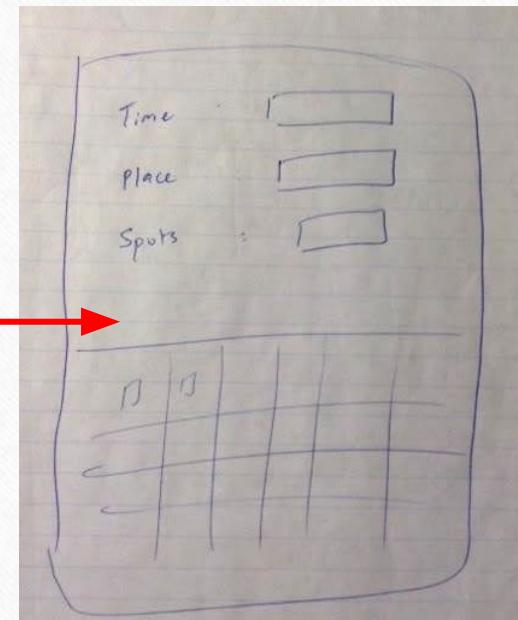
Event Page



Event Chat



Create Event

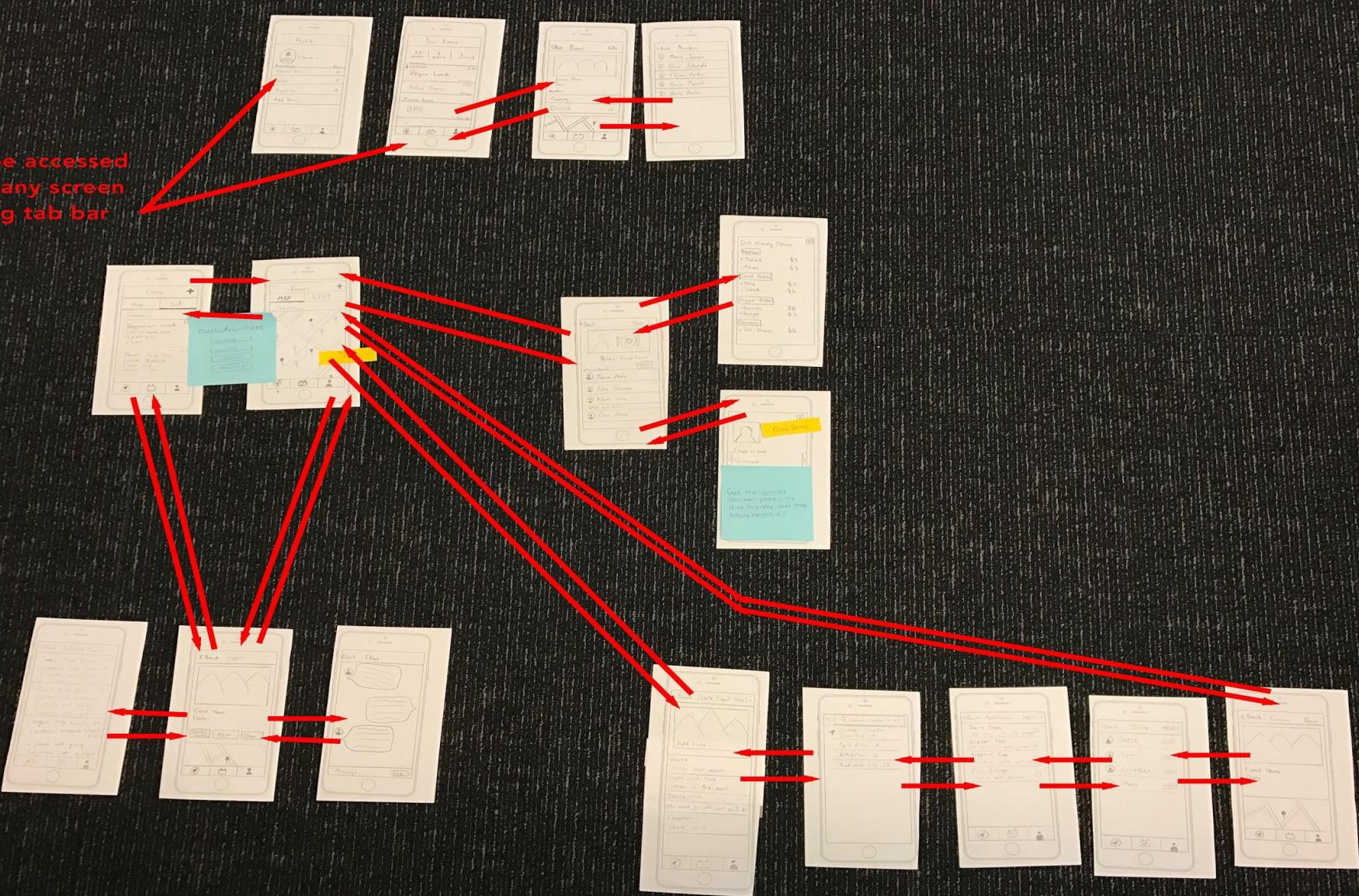


Your Event Details

From Paper To...More Paper

The Prototype

Can be accessed
from any screen
using tab bar

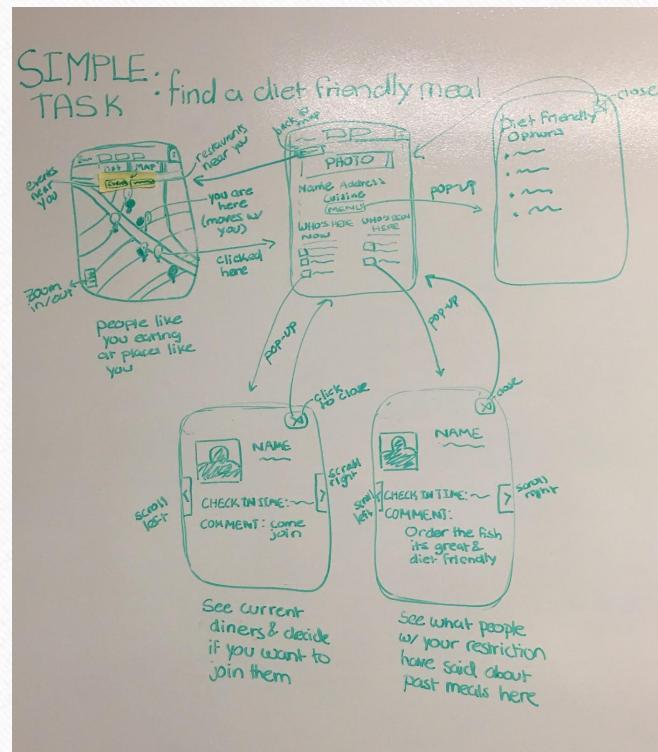


What We Think You'll Do

Task Flows

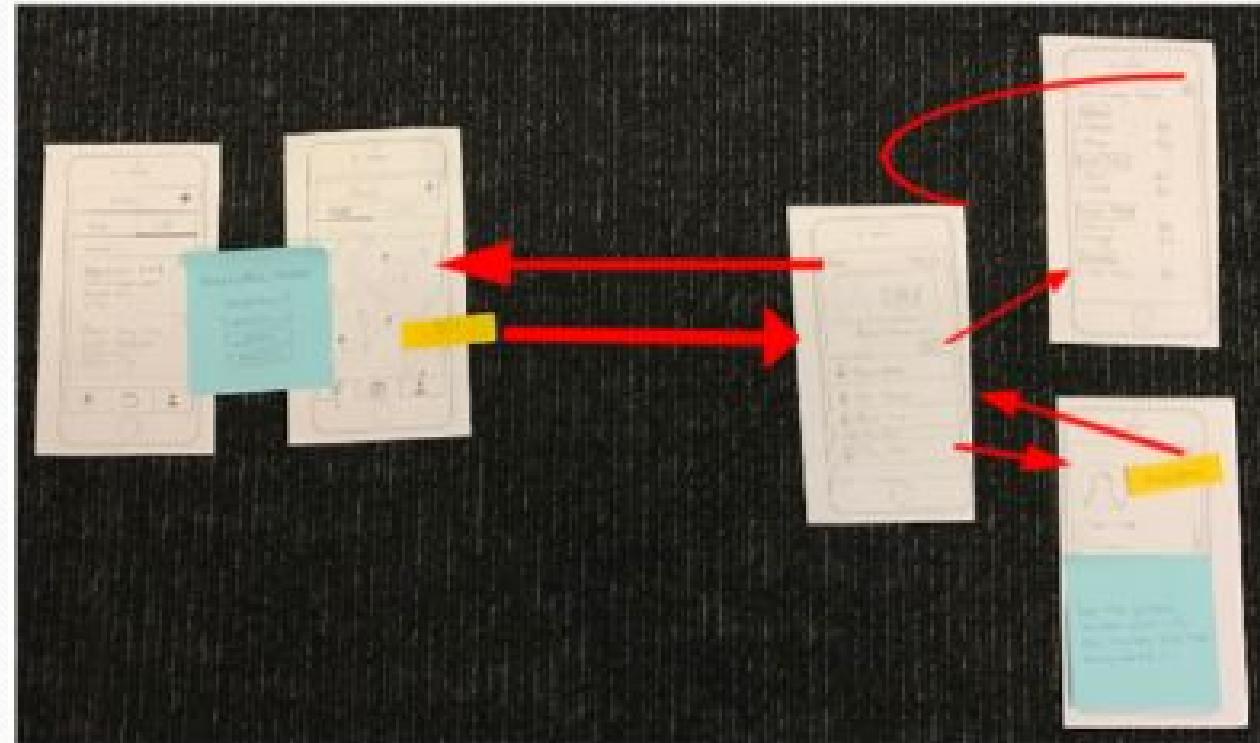
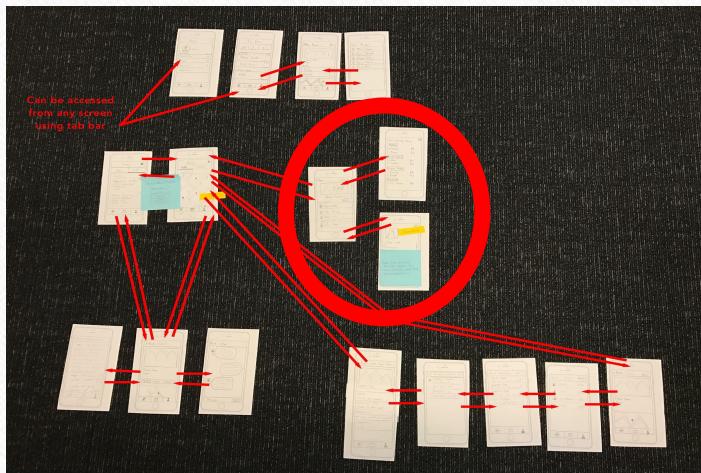
Simple Task

Locate a convenient diet friendly meal



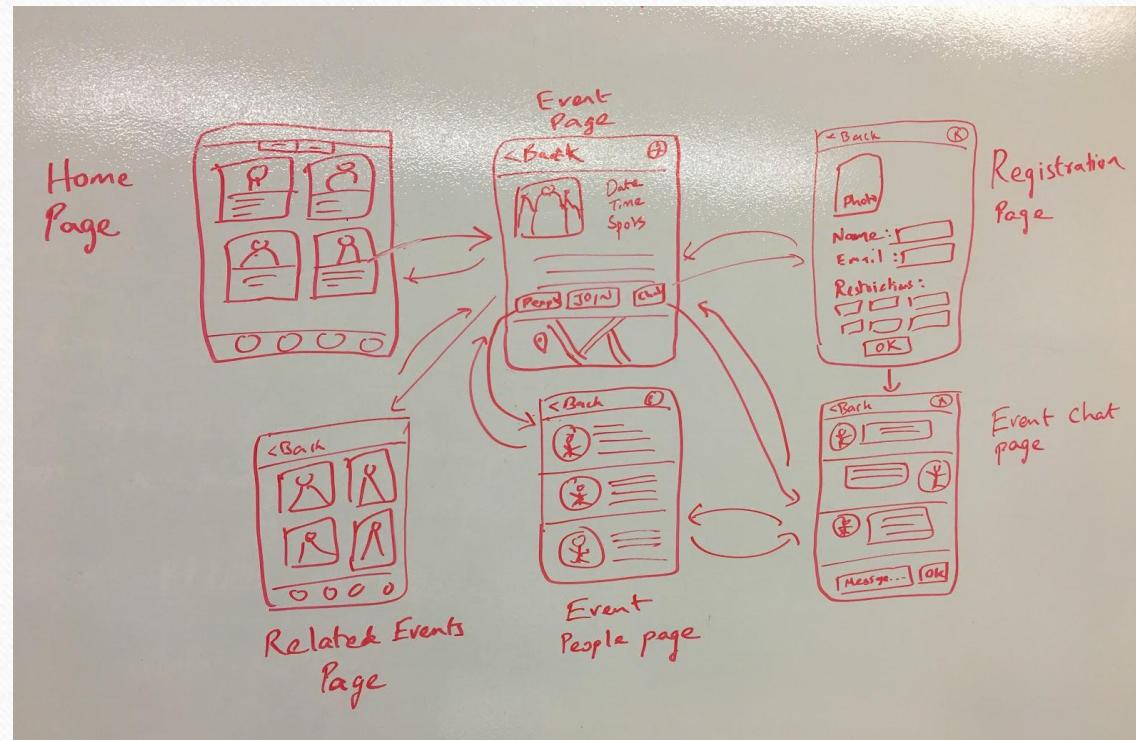
Simple Task

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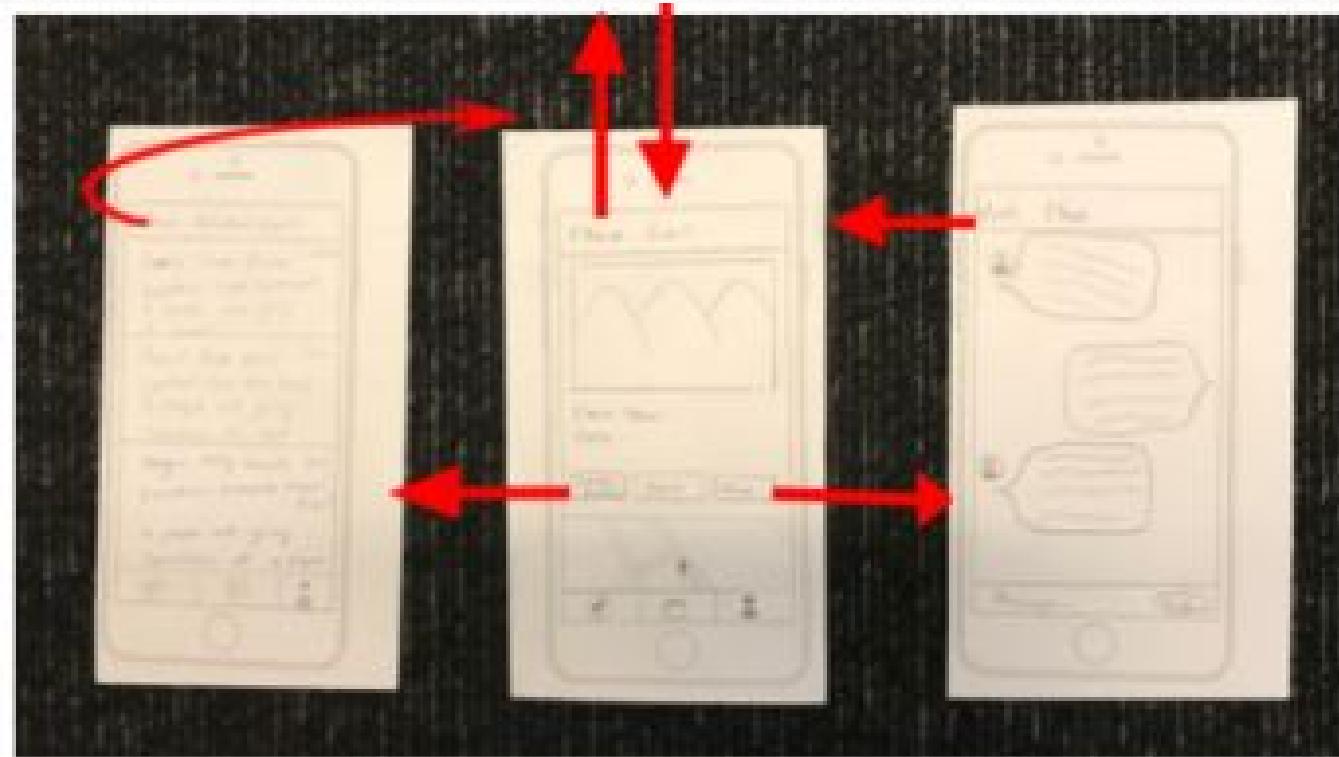
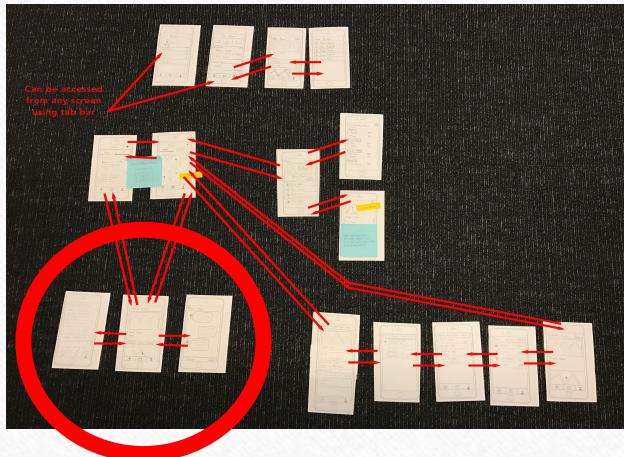
Moderate Task

Join a group/event with people who share your restriction(s)



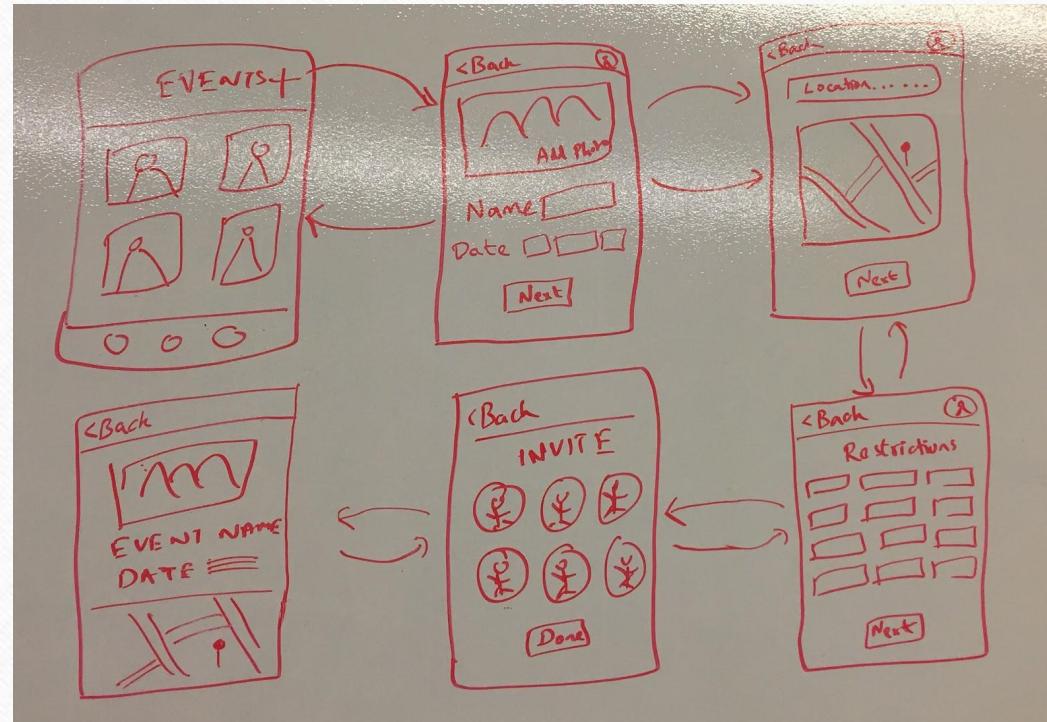
Moderate Task

Join a group/event with people who share your restriction(s)



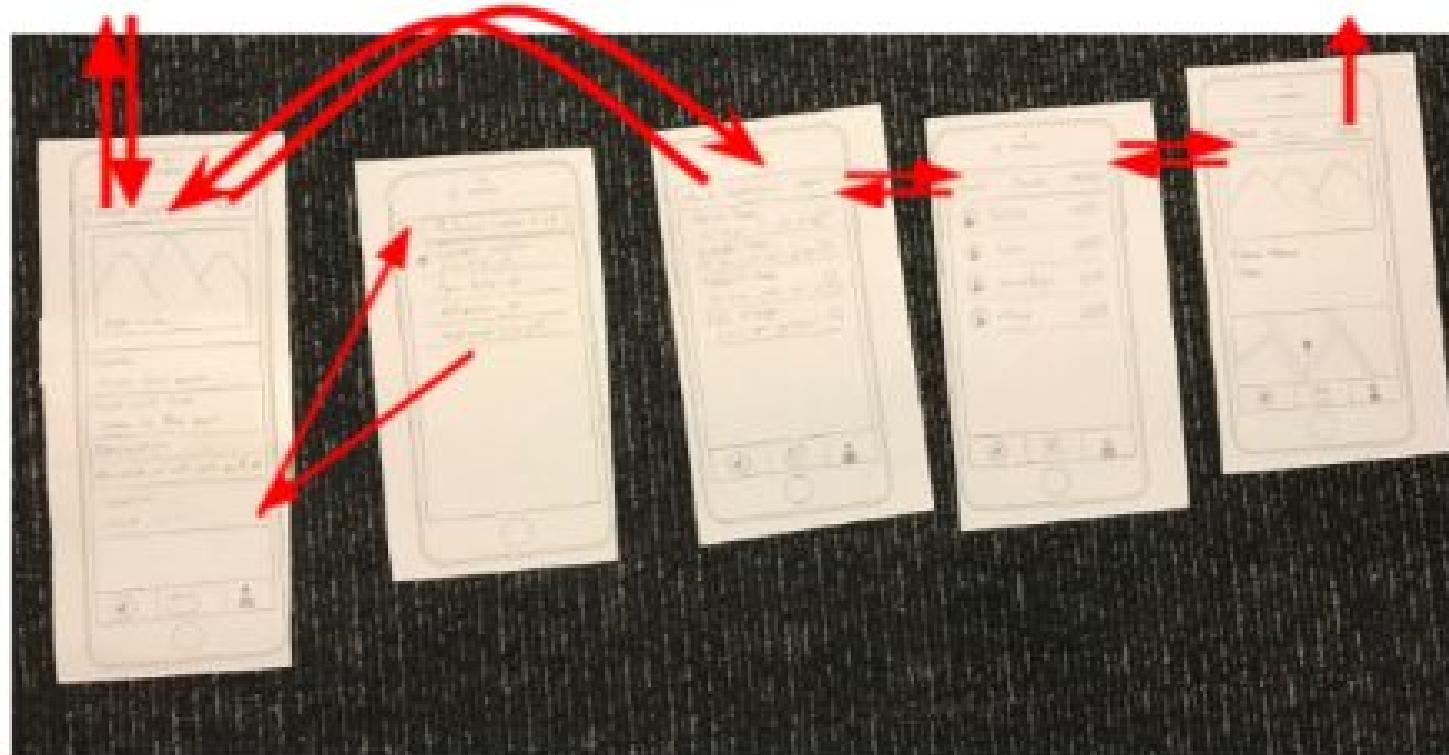
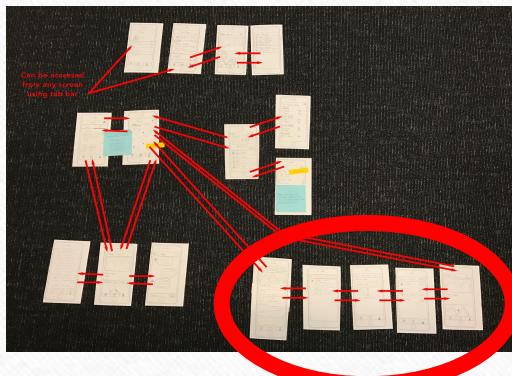
Complex Task

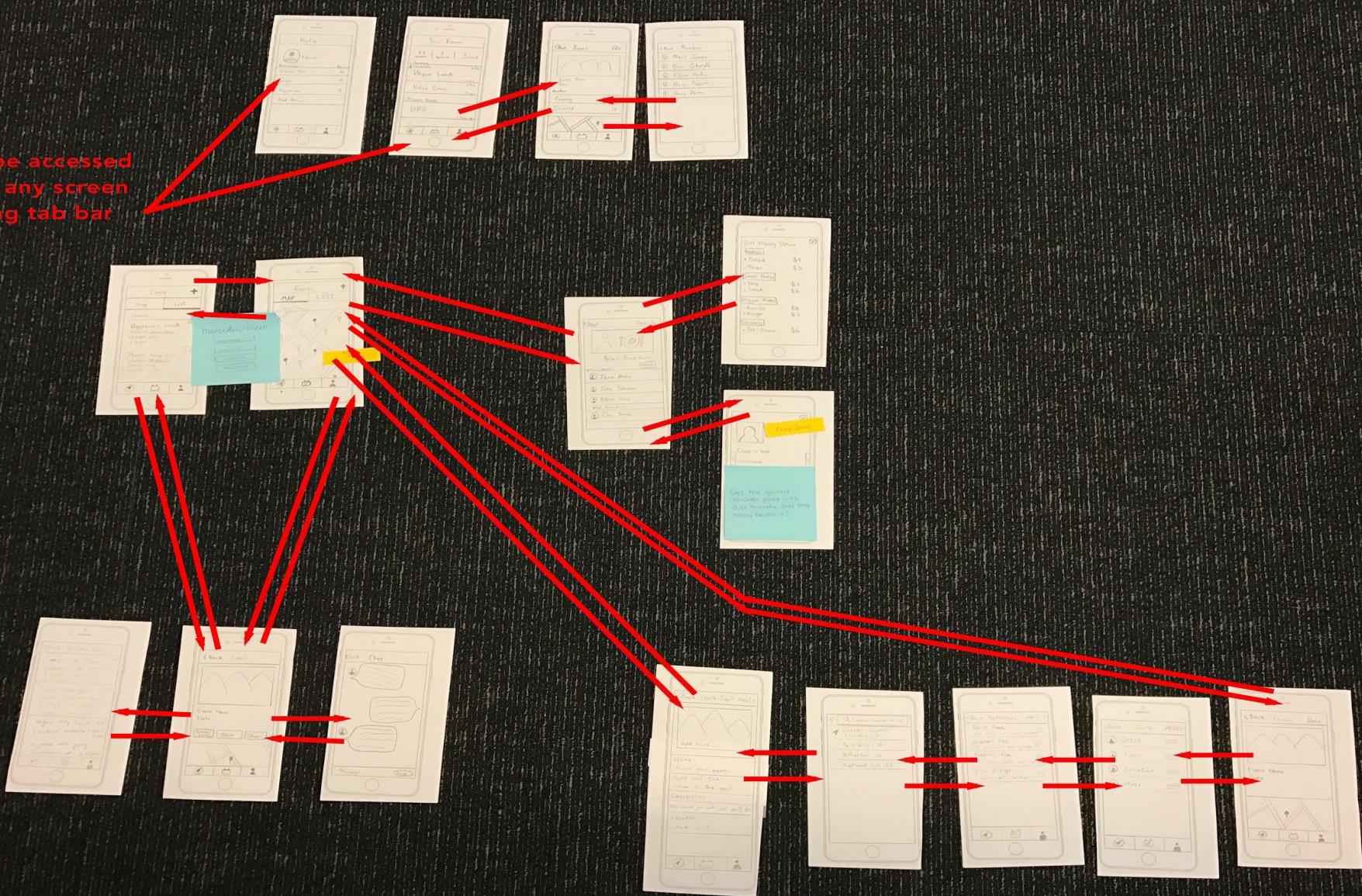
Create your own event for people who share your restriction



Complex Task

Create your own event for people who share your restriction





What You Actually Do

Usability Testing

Recruitment



Prototype testing
Jesse Candido from Stanford University · 2d ago

Hi there! We are master and advanced undergraduate Stanford students working with the computer science department on a project that aims to improve the lives of people with food allergies/dietary restrictions. We currently have a prototype of a product that we are looking to test with potential users and get feedback. We really want to get our product right, so we would really appreciate just 20 minutes of someone's time to run through the demo. If you can help, email me at jcandido@stanford.edu. Thank you!

Shared with Stanford University + 21 nearby neighborhoods in General

REPLY · 2

★ **Alien** thanked you

[REDACTED] from Ventura · 1d ago

I have dairy and caffeine sensitivity. Could I help?

Thank

[REDACTED] from California ave East · 2d ago

Hi Jesse, I'd love to help! I'll email you

Thank

Participants

Participants 1&2

Participant 1



QUICK TAKES

- early-60's
- gluten and dairy allergies
- LOW tech savvy
- low on social scale
- WF cereal aisle

Participant 2



QUICK TAKES

- late-20's
- vegetarian; dairy allergy
- high tech savvy
- high on social scale
- WF hot food section

Participants

Participant 3



★ Allen thanked you



[REDACTED] from Ventura · 1d ago

I have dairy and caffeine sensitivity. Could I help?

Thank

QUICK TAKES

- late-50's
- dairy and caffeine allergies
- med/low tech savviness
- med/low social

Measures

1. Product and Feature Interest
2. Over/Under Featurization
3. User-User Communication
4. Usability

Roles, Tasks, & Procedure

ROLES

Lindsey - Script Writer/Facilitator

Clay - Videographer/Note-Taker
& Computer

Senthil - Computer

Jesse - Videographer/Note-Taker

TASKS

Simple: Find a Meal

Moderate: Join a Group/Event

Complex: Host an Event

Task 1

Locate a convenient diet friendly eatery



Task 1 Observations

1. Different Colored Pins
2. Search Bar Usage
3. Clickable Menu
4. User-User Interaction

Task 2

Join a Group/Event

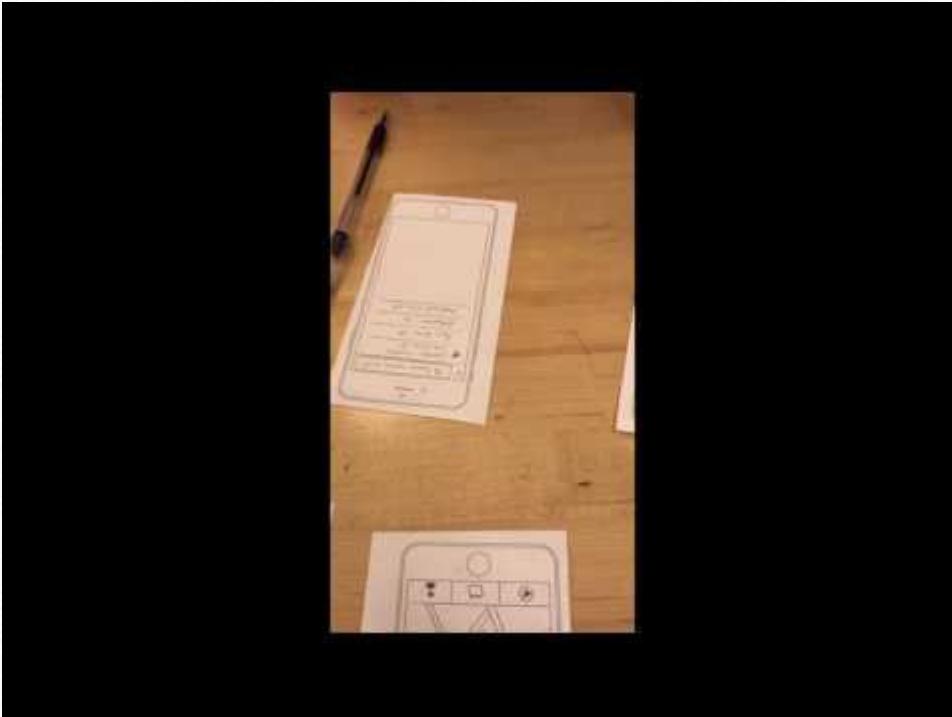


Task 2 Observations

1. Search Bar Usage
2. Strangers vs Friends
3. Chat Functionality

Task 3

Host an Event



Task 3 Observations

1. “Add Event” Button
2. Event Attendee Controls
3. Invited All Their “Friends”
4. Easy and Enjoyable Process

Unpacking the Results

OBSERVATION	ANALYSIS	UI IMPROVEMENT
Map View - multi-color pins		
Lack of Search Bar Usage		
Desire to Control Event Attendees		
User-User Communication Attempts		
Finding the “Add Event” Button		
In-depth Search of Restaurants and Events/Groups		
Inviting all Recommended Friends		
Distraction during Task 1		

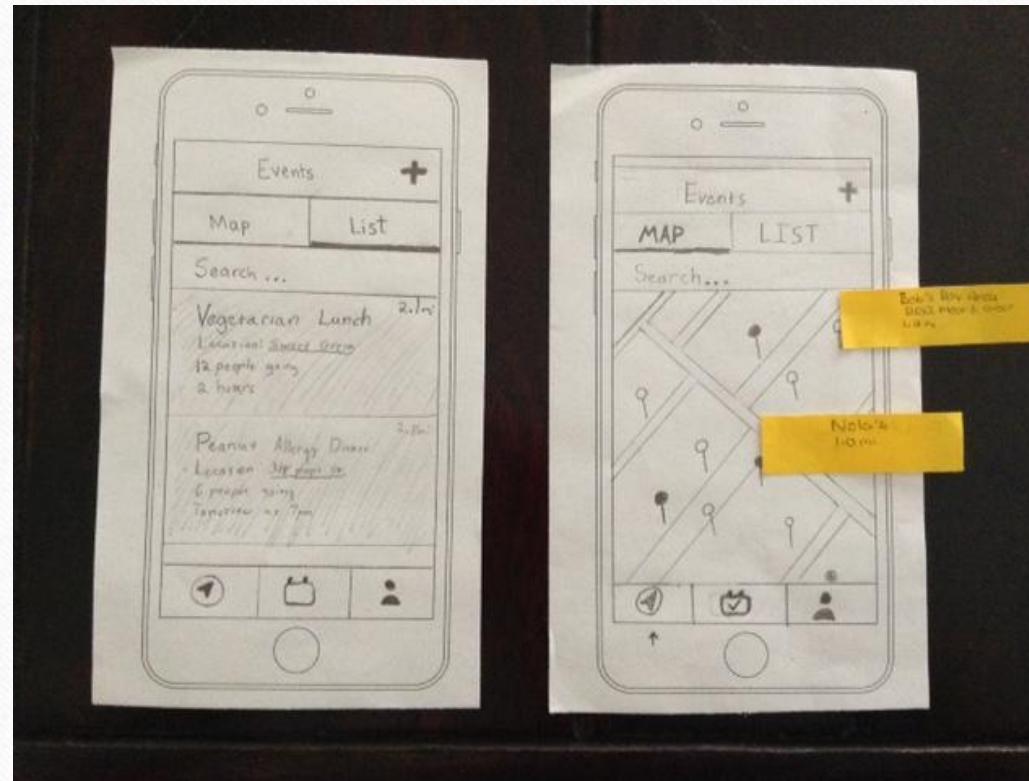
OBSERVATION	ANALYSIS	UI IMPROVEMENT
Map View - multi-color pins	unintuitive map-view content due to insufficient homepage	
Lack of Search Bar Usage	unnoticed - insufficient introduction to the platform/ homepage	
Desire to Control Event Attendees	privacy and logistical concerns for certain users	
User-User Communication Attempts	communication enhances user experience and trust in product	
Finding the “Add Event” Button	unintuitive location	
In-depth Search of Restaurants and Events/Groups	misunderstanding of or insufficient trust in the product	
Inviting all Recommended Friends	getting users to build communities of in-app friends is key	
Distraction during Task 1	may not fit with rest of product, not valuable (too - "Yelp-y")?	

OBSERVATION	ANALYSIS	UI IMPROVEMENT
Map View - multi-color pins	unintuitive map-view content due to insufficient introduction before page	move to later screen; display dual content differently
Lack of Search Bar Usage	unnoticed - insufficient introduction to the platform/ homepage	more traditional homescreen that better frames the product
Desire to Control Event Attendees	privacy and logistical concerns for certain users	public/private controls
User-User Communication Attempts	communication enhances user experience and trust in product	more robust communication features
Finding the “Add Event” Button	unintuitive location	add button to profile and my events pages
In-depth Search of Restaurants and Events/Groups	misunderstanding of or insufficient trust in the product	more traditional homescreen that better frames the product
Inviting all Recommended Friends	getting users to build communities of in app friends is key	more explicit within app community building features
Distraction during Task 1	may not fit with rest of product, not uniquely valuable (too “Yelp-y?”)	revise/eliminate features?

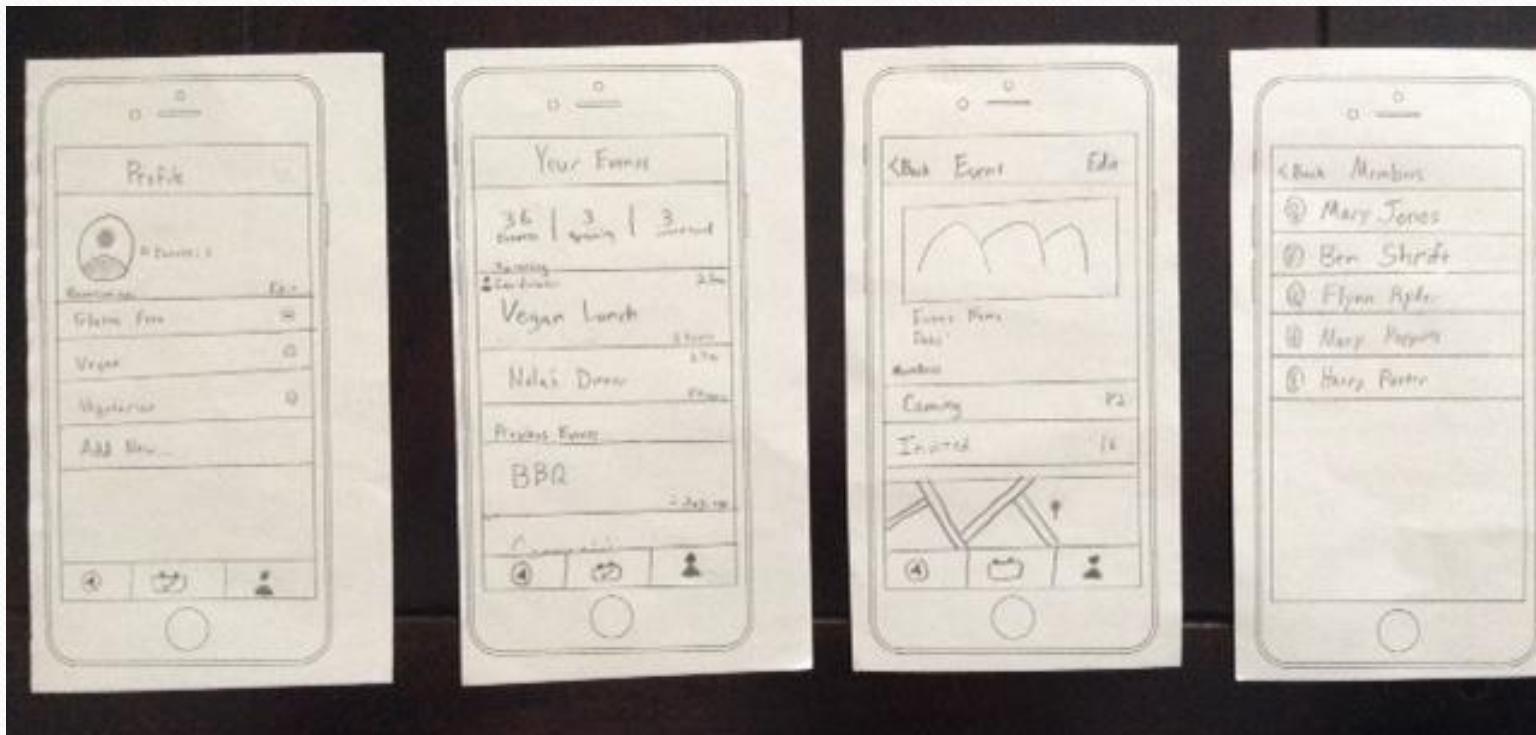
Thank You

Index

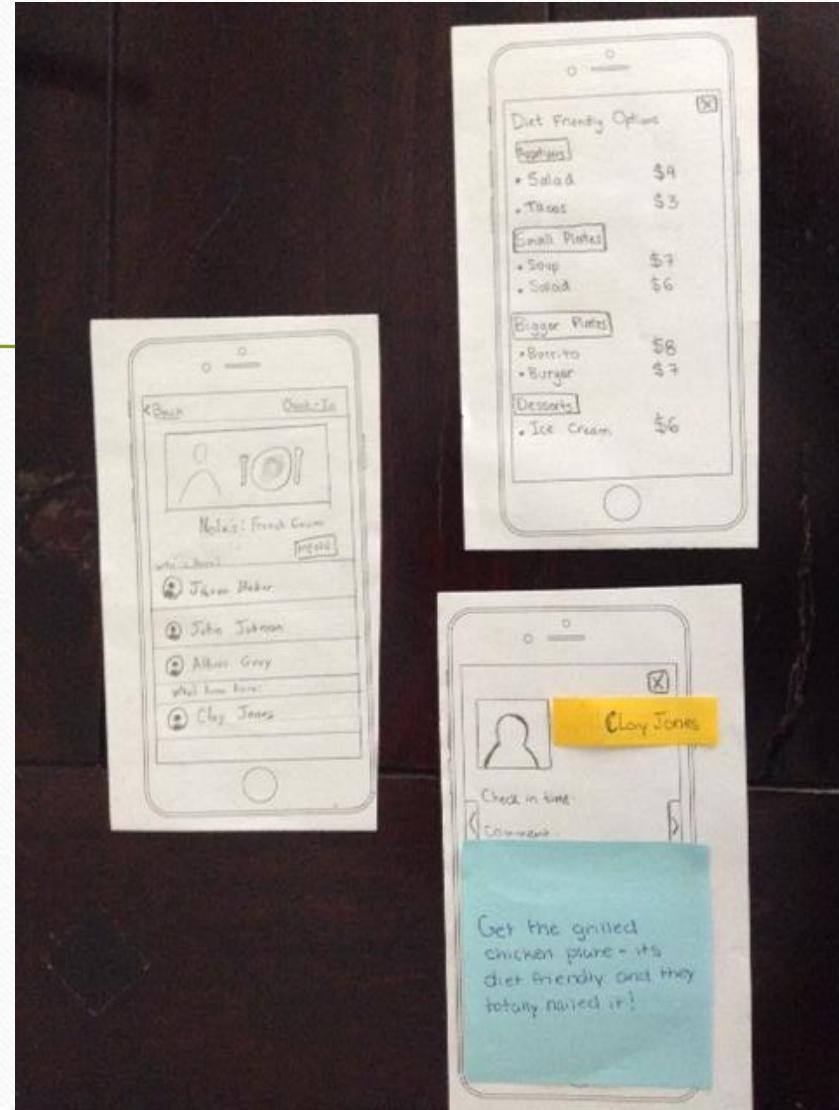
Homepages



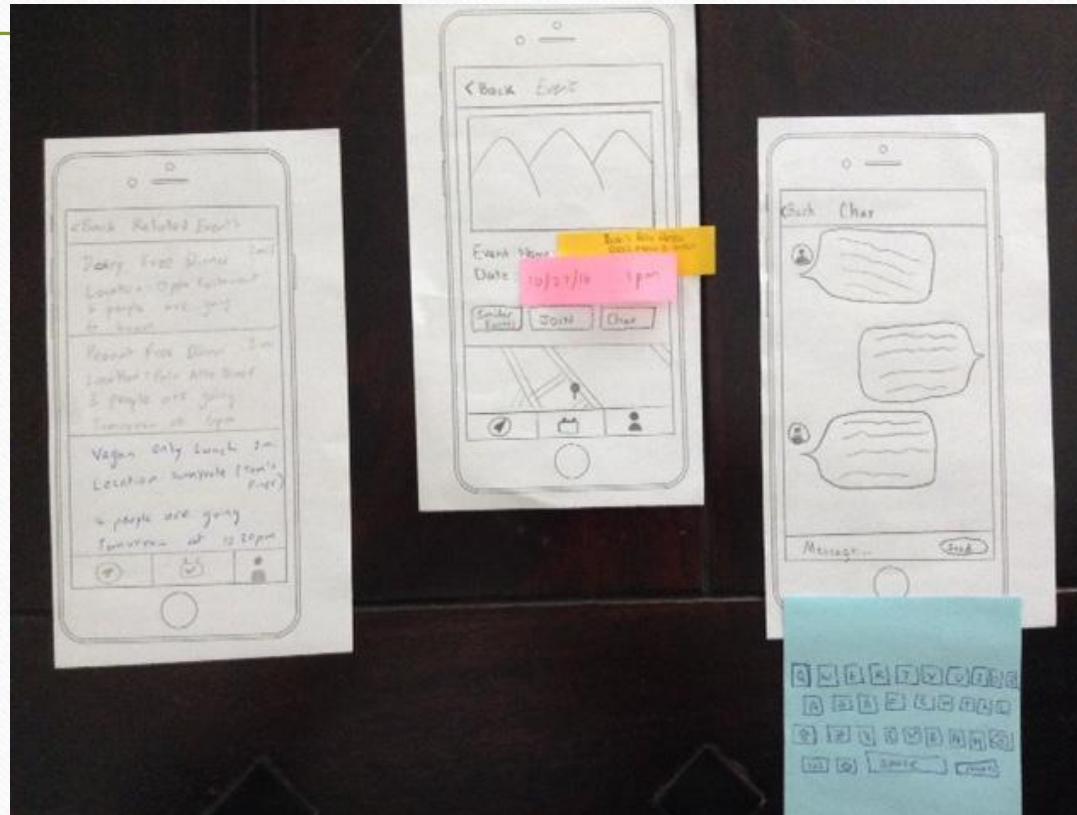
Profile Pages



Task 1 - Find a Meal



Task 2 - Join a Group



Task 3 - Create an Event

