

<b>DATE:</b>	10/25/12
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<b>DOCUMENT:</b>	Application UX Plan

# [FUNNY FACES]

**OVERVIEW:** [http://www.youtube.com/watch?v=XO-VCJXCtzI&feature=youtube\\_gdata\\_player](http://www.youtube.com/watch?v=XO-VCJXCtzI&feature=youtube_gdata_player)

**PROTOTYPE:**

# Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

## Purpose or Main Intent

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An app that lets people make "digital masks"

## Description of Intended Audience

Anybody who wants to have fun.

## Core Functionality

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Allow user to pick pictures from their library to make masks adding images for there eyes and mouth to be shown over their face.

### Feature Set

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- Show live view of users face with front camera
- Rear camera support
- Show default items on users face (mouth, eyes)
- Allow user to pick items from Library/Either user or pre loaded pics.
- Save image to library.

### Nice-to-Have

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- Save Video
- Have different settings for accuracy of facial rec.
- Facebook and Twitter Posting
- Adjust colors and edit/crop photo



# User Research

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## User Research

### Screenener Questionnaire

# User Questionnaire

Used to qualify participants as surrogate or intended users

Question [P = Person]	P1	P2	P3	P4	P5
What is the persons gender? (to get an even mix of male and female participants)	F	M	F	M	M
What is your job title/profession? (helps identify participants that match your intended audience)	Student	Student	Child	Manager	Bouncer
How proficient are you with a computer or phone? (identify novice or power users to match your intended audience)	Power User	Novice	Novice	Power User	Power User
What model phone do you currently have? (to find existing iOS users as participants)	5	3G	5	4S	4S
(If iPhone) How long have you owned your iPhone? (to avoid users in the honeymoon phase with their phone)	3 years	2.5 Years	3 Years	1 Year	1 Year
How often do you use your phone for other tasks? (doing things other than calling - like email, pics, notes, tweets)	Often	Often	Often	Often	Often
Are you familiar with finding and using apps? (to find participants qualified to accomplish basic tasks with apps)	Yes	Yes	Yes	Yes	Yes
What type of apps do you find yourself using most? (games, social networking, note, sports, travel, etc.)	Social	Games	Games	Games	Sports
Would an app that does _____ be useful to you? (describe the functionality of YOUR app, to qualify participants)	Yes	Yes	Yes	Yes	Yes

# User Personas & Scenarios

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## User Personas & Scenarios

# Hannah Gonzalez

Primary Persona

“I want some funny pictures to put up on Facebook”

Hannah has a daughter and a son on the way. The iPhone is an awesome device for entertaining her kids and herself when she needs a break. She just wants a simple application that can do those two things for her.

## Characteristics

Age: 22  
Education: AS  
Job Title: Student  
Tech Competence: Average+  
Tech Usage: Daily  
Platform: Apple (Mac iOS)

## Influencers

- Fun for my kids
- Something to make me laugh

## Pain Points

- Not being able to find something for my kids to play with
- No real pain points.

## Scenarios

**Goal:**  
Stressed from school and kids

**Method:**  
Hannah opens the app and makes a funny picture.

**Goal:**  
Kids are bored in the car

**Method:**  
Hannah opens the app and gives it to her child to play with.

# Ravi Armagon

## Secondary Persona

“iPhone needs more funny apps then just fart apps.”

Ravi has a fulltime job and that can be stressful. He said he just wants an app that can provide a quick second of relief from that stress.

### Characteristics

Age: 30  
Education: AS  
Job Title: Network Admin  
Tech Competence: Pro  
Tech Usage: Daily  
Platform: Apple (Mac iOS)

### Influencers

- iPhone app that is quick and fun.

### Pain Points

- No time to play long games.

### Scenarios

**Goal:**  
Stressed from work and kids

**Method:**  
Hannah opens the app and makes a funny picture.

**Goal:**  
Kids are bored in the car

**Method:**  
Hannah opens the app and gives it to her child to play with.

# **Competitive App Analysis**

## **(Heuristics Evaluation)**



# Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs

## Heuristics

## [Old Booth]

## [iSwap Faces]

<b>Visibility of app status</b> Does the app keep users informed about what is going on, through appropriate feedback?	FOR EACH HEURISTIC: If the heuristic is demonstrated in the app's design, use this space to explain where and how?	FOR EACH HEURISTIC: If the heuristic is demonstrated in the app's design, use this space to explain where and how?
<b>Match between app and the real world</b> Does the app sense the user's environment and adapt the information display accordingly?	Yes the biggest example is that it sense a real face	Yes the biggest example is that it sense two real faces
<b>User control and freedom</b> Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Controls are buggy and they seem to be trying to sell something at every click.	The app is simple to use, but it does not auto swap the faces like other.
<b>Error prevention</b> Does the app eliminate error-prone conditions and present users with a confirmation option?	Not much error prevention, lets you save a photo without have it loaded.	No errors that I found.
<b>Consistency and Standards</b> Users should not have to wonder whether different words, situations, or actions mean the same thing.	Not intuitive. Clustered buttons	Buttons are few and intuitive.
<b>Recognition rather than recall</b> Minimize the user's memory load by making objects, actions, and options visible.	To many options for such a simple app	Very simple to use.

<b>Flexibility and efficiency of use</b> Reduce the number of steps required by anticipating user needs and enabling customization.	Not efficient	Efficient. Really only to main screens.
<b>Aesthetic and minimalist design</b> Screens should not contain information which is irrelevant or rarely needed	Not minimalistic. Needs work on clarity.	Very minimalistic, but slow.
<b>Help users recognize, diagnose, and recover from errors</b> Error messages should be expressed in plain language precisely indicating the problem and solution	N/A just lots of bugs and messages that felt like errors, but just wanted you to buy something.	N/A
<b>Help and documentation</b> Help should be focused on the user's task, list concrete steps to be carried out, and not be too long	Email Developer	Email Developer
<b>Add your own Heuristic</b> if the App can be evaluated using another heuristic, feel free to add to this list.		
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# **Usability Testing Plan & Discussion Guide**

# Usability Testing Plan

## Purpose & Objective

To evaluate the app’s intended flow and interactions, with an emphasis on the primary and secondary goals. The objective is to uncover any UX issues that might be present, and use these to direct the iteration process.

## Roles

I alone will proxy the roles and responsibilities of the interviewer, note taker, and observer/videographer. There will be one role defined as participant.

## Method

A combination of controlled and guerrilla testing methods will be employed. This Hybrid approach will utilize an indoor facility to observe user interactions while in a controlled environment state. Outdoor (guerrilla) tests will reveal user interactions with variance resulting from environmental factors such as glare, noise, and movement.

## Metrics

- Completion Rates
- Time on Task
- Page Views
- Errors
- Satisfaction Rating
- Usefulness

## Equipment

- iPad or iPhone
- Notepad
- Stop Watch

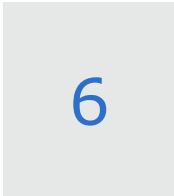
## Locations

- Starbucks
- In-Office
- Outdoor Pavilion Mall

## User Profiles

Hannah Gonzalez      Ravindra Armagon

## Participant Count



An equal number of male and female participants will be used to actualize behaviors of my intended audience.

# Discussion Guide

The step-by-step dialog of conducting usability tests

[ MODIFY THIS TEMPLATE REPLACING EXISTING CONTENT, WITH THAT WHICH IS RELEVANT TO YOUR APP ]	
1	<div>Introduction</div> <div>"Hello my name is Alan Gonzalez I am conducting user tests with my app idea. I need users to try a few simple tasks so that I can determine whether it works well and whether it is nice to use."</div>
2	<div>Explain the Test Goals</div> <div>"I need your help to determine if my app makes it easy for people to perform a couple basic tasks, like setting up a new task and setting the time and description."</div>
3	<div>Complete the Questionnaire</div> <div><div>[SEE USER QUESTIONNAIRE]</div><div>[ACTION: Ask participants to answer the screener questions to qualify them as users that most closely represent your intended audience. The app's intended audience is represented in the user personas]</div></div>
4	<div>Introduce the Test Scenario</div> <div>"First, I'll ask you to complete a couple tasks using my app. Along the way I encourage you to THINK OUT-LOUD. This will help me to better understand what aspects of my app seem to be obvious or confusing and unclear. As the last step, I will ask that you complete a simple survey, consisting of [4] short questions inquiring about your experience using my app. Sound's easy? Ok, let's get started!"</div>
5	<div>Define the Tasks</div> <div><div>VERB BASED TASKS</div><div>1.</div></div>

		SCAVENGER HUNT TASKS	
		1.	
		INTERVIEW BASED TASKS	
		1.	
6	Complete Follow-Up Survey (completed by the user)	QUESTION	ANSWERS
		What is your overall impression of the app?	awesome - good - fair - poor
		Was the brand distinguishable from other app's like it?	yes - kinda - no - unsure
		How difficult was completing the basic tasks?	easy - fair - difficult
		Were the navigation cues easy to interpret?	yes - maybe - no
		What was confusing if anything?	navigating - organization - selecting - other - none
		[SPACE TO ADD ANOTHER QUESTION FOR YOUR APP]	[SPACE TO ADD A SET OF ANSWERS FOR YOUR APP]
7	Thank your Participants	"Thank you very much for your time. You've helped make an app that much more usable!"	
8	Report your Findings (week reflection video)	<a href="http://www.youtube.com/watch?v=N0mZHntH0L4&amp;feature=youtube_gdata_player">http://www.youtube.com/watch?v=N0mZHntH0L4&amp;feature=youtube_gdata_player</a>	