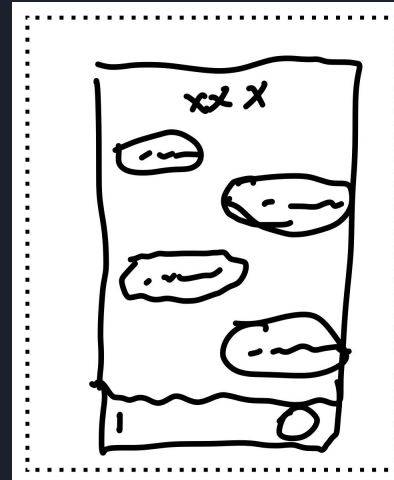# Next Level

Will Wen

1. Needfinding

- Place: Apple Store @ UTC
- When: Oct 12, 2023
- Observation: Apple users are not able to select certain models to compare with the new product on the store's devices.
- Need: Users need a more convenient way to compare the new products with their current device and to receive personalized information about new products

2.1 Solutions

Possible solutions:

1) A comprehensive website
2) An app that uses NFC
3) Library card catalog
4) In-store Kiosks

2.2 Final Solution

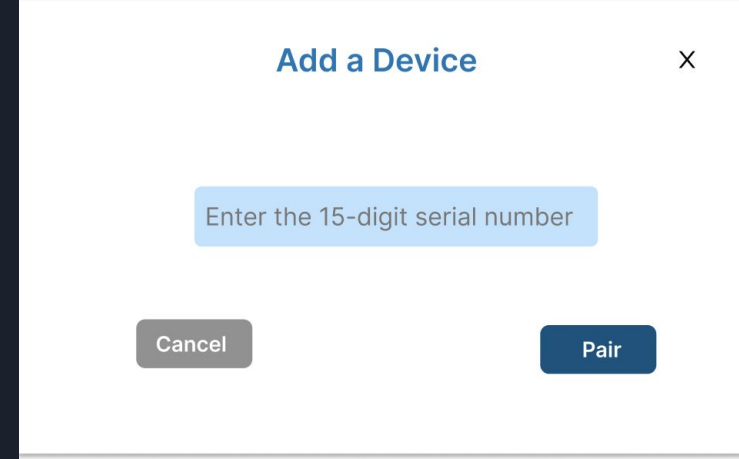A comprehensive website:

- User Homepage
    - Store the user's devices to make the comparison easier
    - Personalized recommendations based on the user's history
- Comparison
    - Provide a visual representation to see the differences easier
    - Able to compare across different brands (e.g. Apple vs Google)
- AI Tools
    - Use AI-powered tools to find products that best fits the user

3. Demo

4. Design Decisions

1. Color themes:
   a. Blue: sense of technology
   b. Orange: complementary color of blue
2. Interaction Design
   a. Body language
   b. Text alignment

0077B5

A7DAFF

03517D

E59427

Add a Device   X

Enter the 15-digit serial number

Cancel   Pair

Hyper Resolution

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Advanced Chip

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

 A16
6-core
CPU

5. User Testing

Didn't Watch the Latest Event?

Here is what you need to know about the new products ➔

- Some pages have too much empty space.
  - Change the flex-direction from vertical to horizontal
- The homepage navigation link can extend to a bigger area.
  - Users can also click text to go to the destination page
- Users need to count how many digits they have entered when adding a new device.
  - Add a indicator that tells users how many digits they have entered

My Products ⊕

iPhone 13 Pro
2021 - Present
Battery Health: 89%

iWatch 6
2020 - Present
Battery Health: 88%

Apple ID: 123-45-6789
Since 2015

My Devices

iPhone 13 Pro
2021 - Present
Battery Health: 89%

iWatch 6
2020 - Present
Battery Health: 88%

Add a device

Add a Device

Enter the 15-digit serial number   0/15

Cancel   Pair