VShare

Design Process

I, Swarnakshi Kapil, was the UX Designer for VShare. This project was made as a part of my Interaction Design class and was coded in HTML, CSS and JavaScript. The complete design process of the application is given below.

Needfinding

I interviewed 10 individuals for this process: 4 college students and 6 professionals. The results indicated that there is a need for a digital channel through which business cards and resumes can be easily circulated. This need is particularly present in situations like career fairs where employers as well as students need to handle multiple resumes and business cards.

These findings led to the following Point of View:

Networking can be made more efficient by easing the process of exchanging information (Business Cards, Contact Information, LinkedIn Profile) by making it happen in a day to day activity that you perform when you meet people.
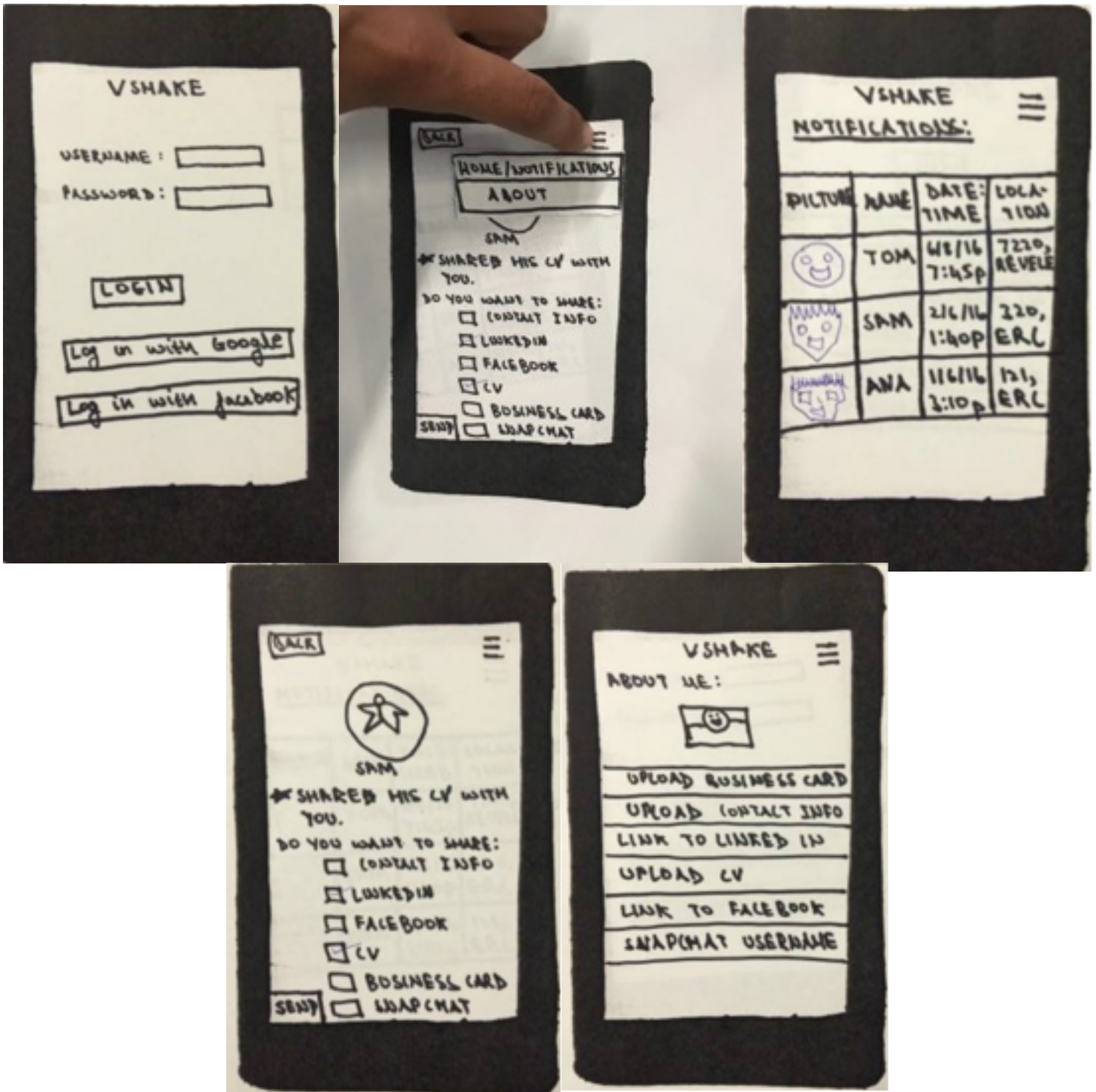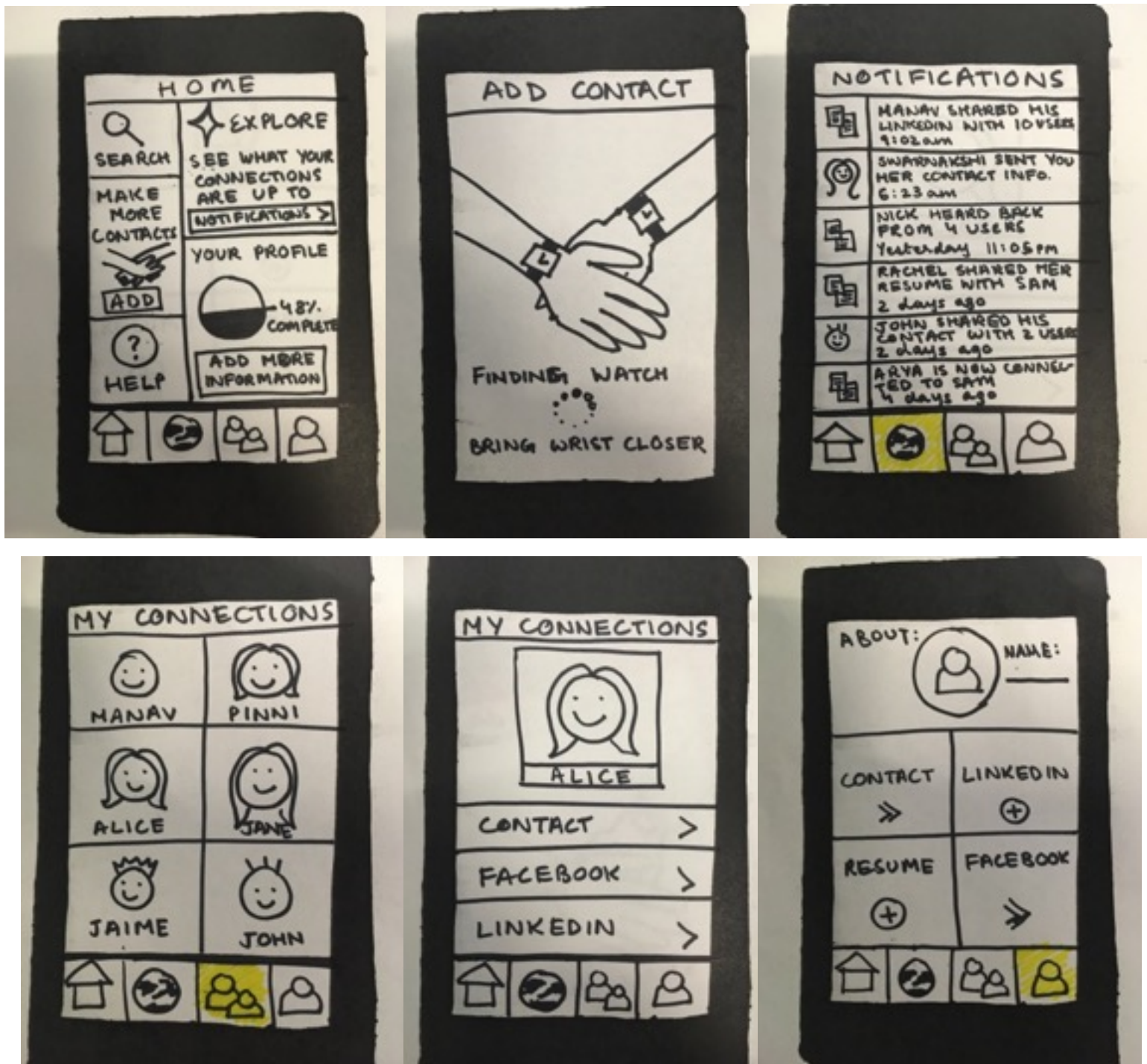
Storyboarding
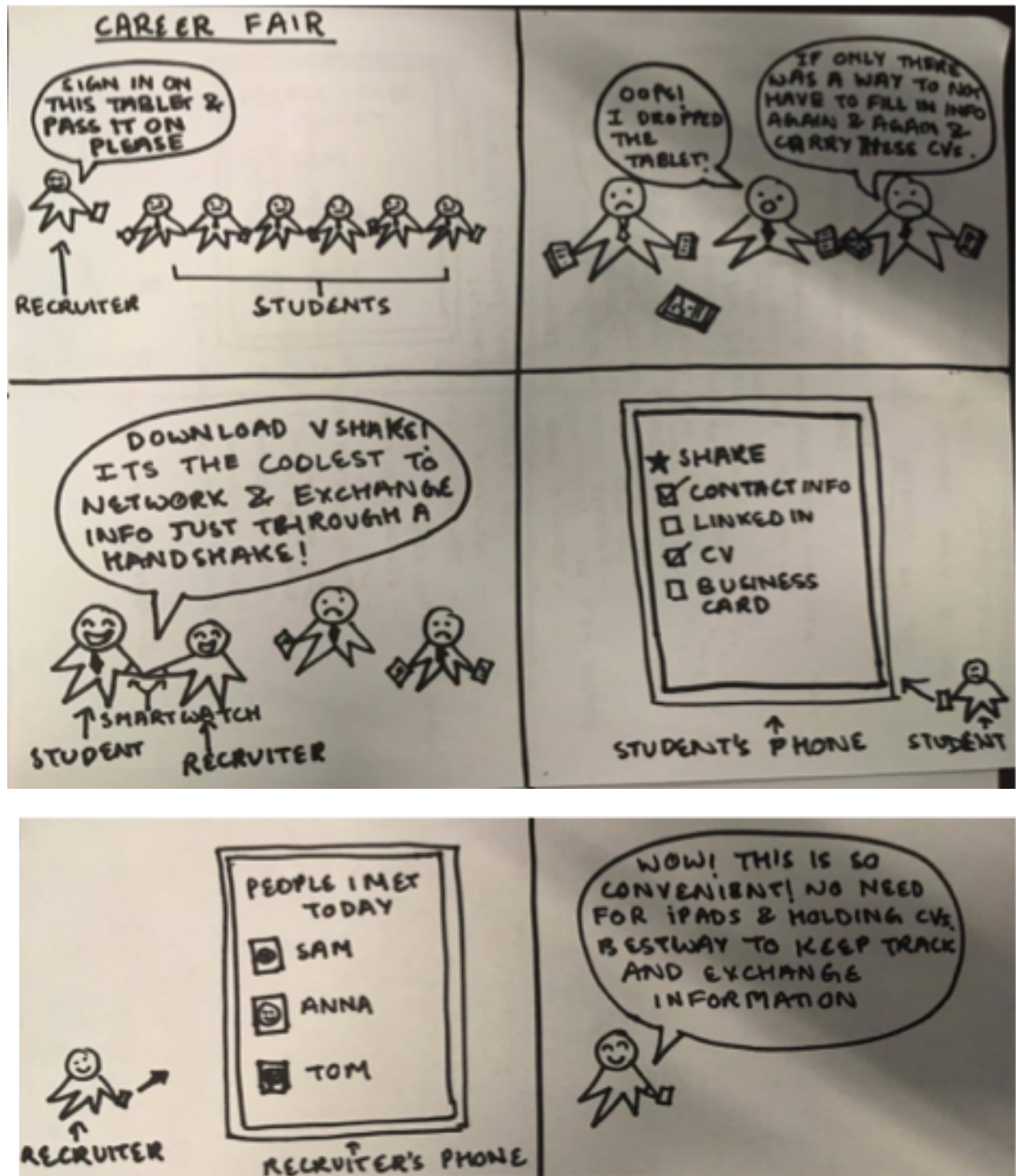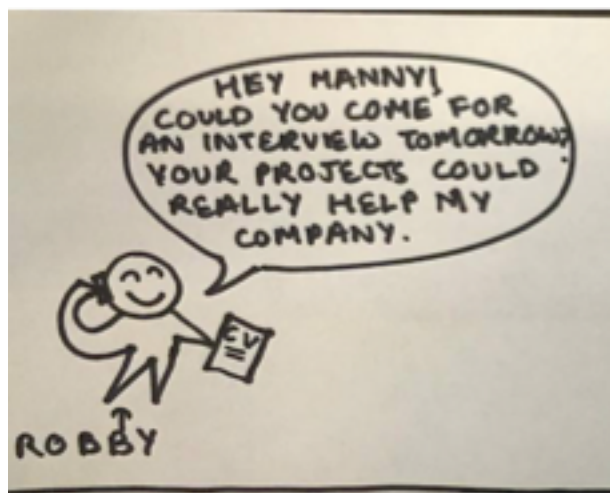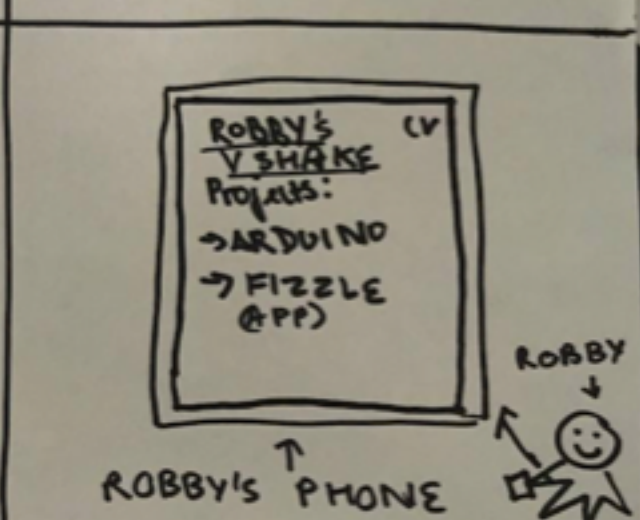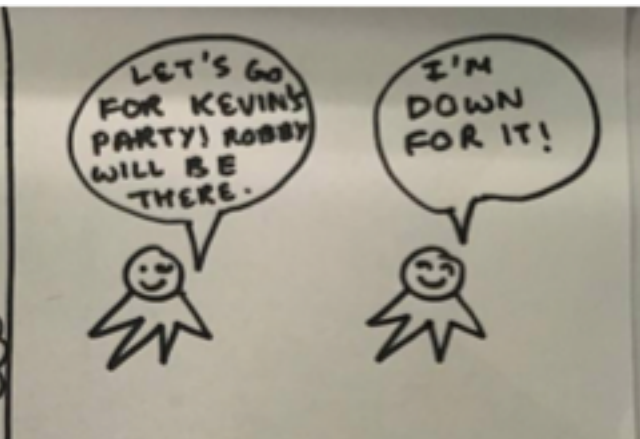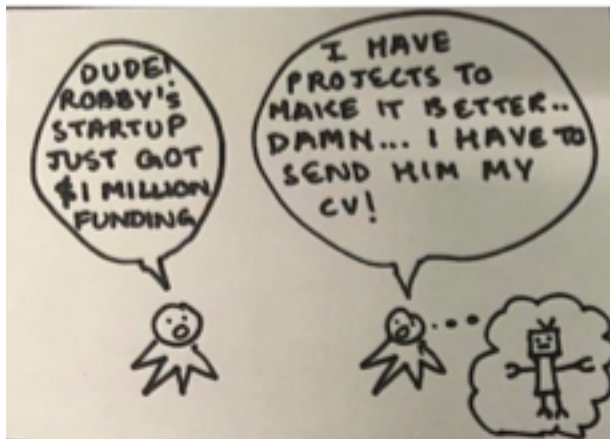
Low Fidelity Prototyping

We used the concept of parallel prototyping for the app. The following were the low-fi paper prototypes.

Prototype 1

Prototype 2

Screen 1 — HOME
- SEARCH
- MAKE MORE CONTACTS
- ADD
- (?) HELP
- EXPLORE — SEE WHAT YOUR CONNECTIONS ARE UP TO
- NOTIFICATIONS >
- YOUR PROFILE — 48% COMPLETE
- ADD MORE INFORMATION

Screen 2 — ADD CONTACT
- FINDING WATCH
- BRING WRIST CLOSER

Screen 3 — NOTIFICATIONS
- MANAV SHARED HIS LINKEDIN WITH 10 USERS — 9:02 am
- SWARNAKSHI SENT YOU HER CONTACT INFO. — 6:23 am
- NICK HEARD BACK FROM 4 USERS — Yesterday 11:05 pm
- RACHEL SHARED HER RESUME WITH SAM — 2 days ago
- JOHN SHARED HIS CONTACT WITH 2 USERS — 2 days ago
- ARYA IS NOW CONNECTED TO SAM — 4 days ago

Screen 4 — MY CONNECTIONS
- MANAV
- PINNI
- ALICE
- JANE
- JAIME
- JOHN

Screen 5 — MY CONNECTIONS (ALICE)
- ALICE
- CONTACT >
- FACEBOOK >
- LINKEDIN >

Screen 6 — ABOUT / NAME
- CONTACT »
- LINKEDIN ⊕
- RESUME ⊕
- FACEBOOK »

Heuristic Evaluations

Step 2: Receive Heuristic Evaluation Feedback
Evaluator : Andrew Nguyen

List of changes:

(1) Change the first screen you see when you first login to the app to the actual "home"
      screen
      (a) Feedback: Lack of consistency. Confusing home screen.
      (b) Heuristic: Consistency

(2) Change the notification screen to only show the essential information.
      Reorganize it from "grids" to more "modularized components"

          .   (a) Feedback: The notification screen is too busy and clustered. The grid
                look
                should be changed.
                (b) Heuristic: Aesthetic and Minimalist Design.

(3) There is no need to have a home screen in prototype 2. We will just keep the
      notification page as the home screen.

          .   (a) Feedback : The placement of icons on the home screen of Prototype 2
                doesn't make sense. Our evaluator suggested that it is .
                (b) Heuristic : Flexibility and Efficiency

(4) Add an ability to search connections

          .   (a) Feedback: On the screen where the user is presented with a list of all
                their connections, there should be a search bar to allow them to search for
                a specific connection by name etc so in case he forgets a part of his
                name, he can still search for him/her..
                (b) Heuristic: Flexibility and Efficiency

(5) Filter Notifications

          .   (a) Feedback: When there are a lot of notifications, there should be a way
                to easily filter it out to find the ones you're interested in
                (b) Heuristic: Control and Freedom

Video Prototype

User Testing

USER 1 : Breakdowns, Errors, design improvements :

The user tried clicking on the names of the people who appeared on the timeline. He was

The user seemed a little confused about the difference between contacts and notifications, and their simultaneous working. He didn't understand the purpose of both contacts and notifications being there, since he could directly send information from Notifications too. He recommended to get rid of one of them.

The user was really confused about the settings page, and how it's functionality would work. The user asked about the touch ID/PIN feature. The user didn't understand what information would be shown to contacts only. The user explained that if someone requests or sends particular information then what will be visible to contacts. He asked whether different contacts will have different things to access?

The user didn't understand the idea behind show my information to contacts only. He thought that the content is very misleading, and the flow of where to go is also not smooth at all.

**USER 2 : breakdowns, errors, or design improvements :**

For the user to see who he/she met and exchange information, the user has to go to the contacts page, where there is grid telling the user about place, time, date, the user.

There was a concern brought up by him initially about the search functionality, but later he himself contradicted himself by saying there is no need for the search option as it would lead to stalking.

Sending or requesting information could be controlled when user accepts someone's request on notifications. There is no need for an option on settings.
The user was confused about the information which is available to contacts without requesting, will it be the same or different for users. The Interaction was confusing for the tester, and made him use the back button a lot.
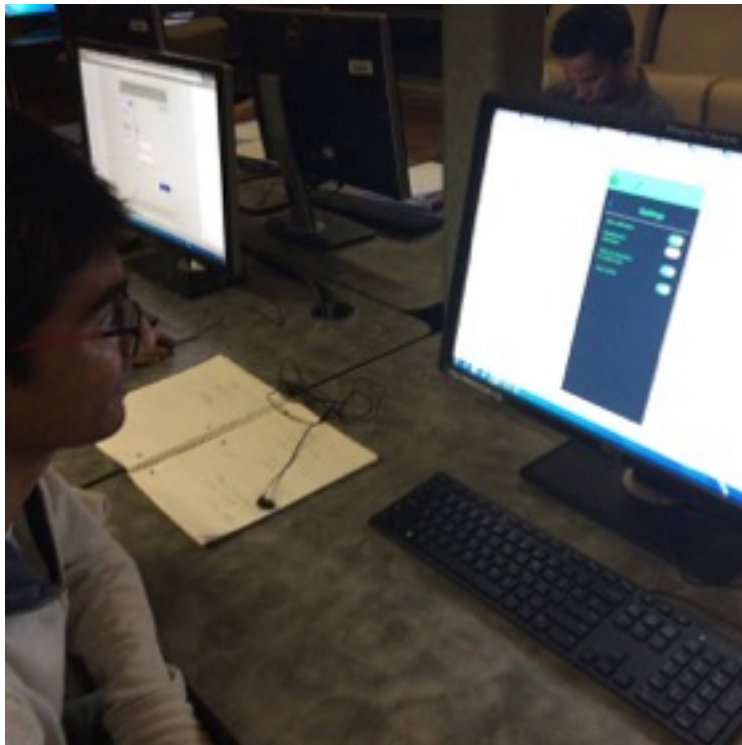
In the picture above, it is seen that the user was really confused about the settings page, and how it's functionality would work. The user asked about the touch ID/PIN feature. The user didn't understand what information would be shown to contacts only. The user explained that if someone requests or sends particular information then what will be visible to contacts. He asked whether different contacts will have different things to access? The user was really frustrated as he could not understand this part of the web application.
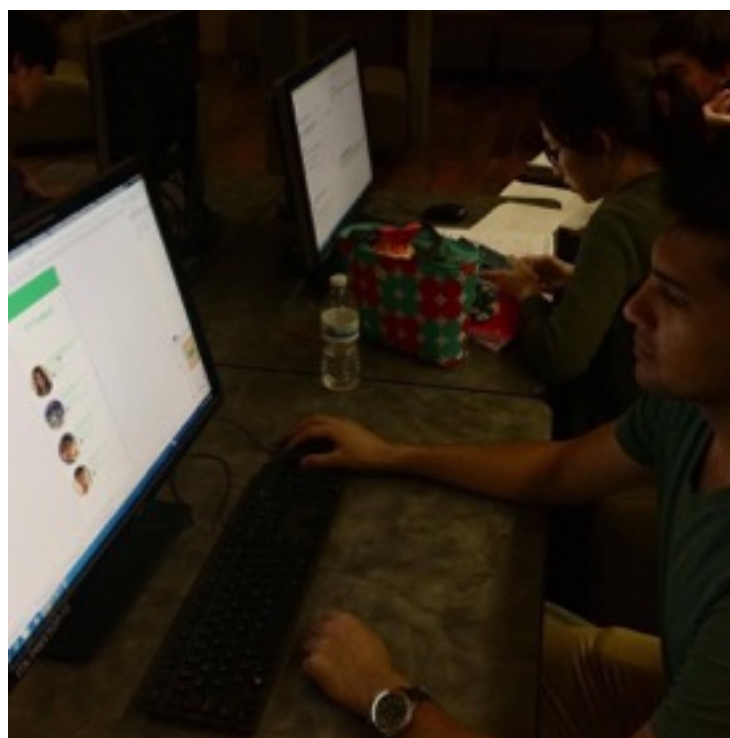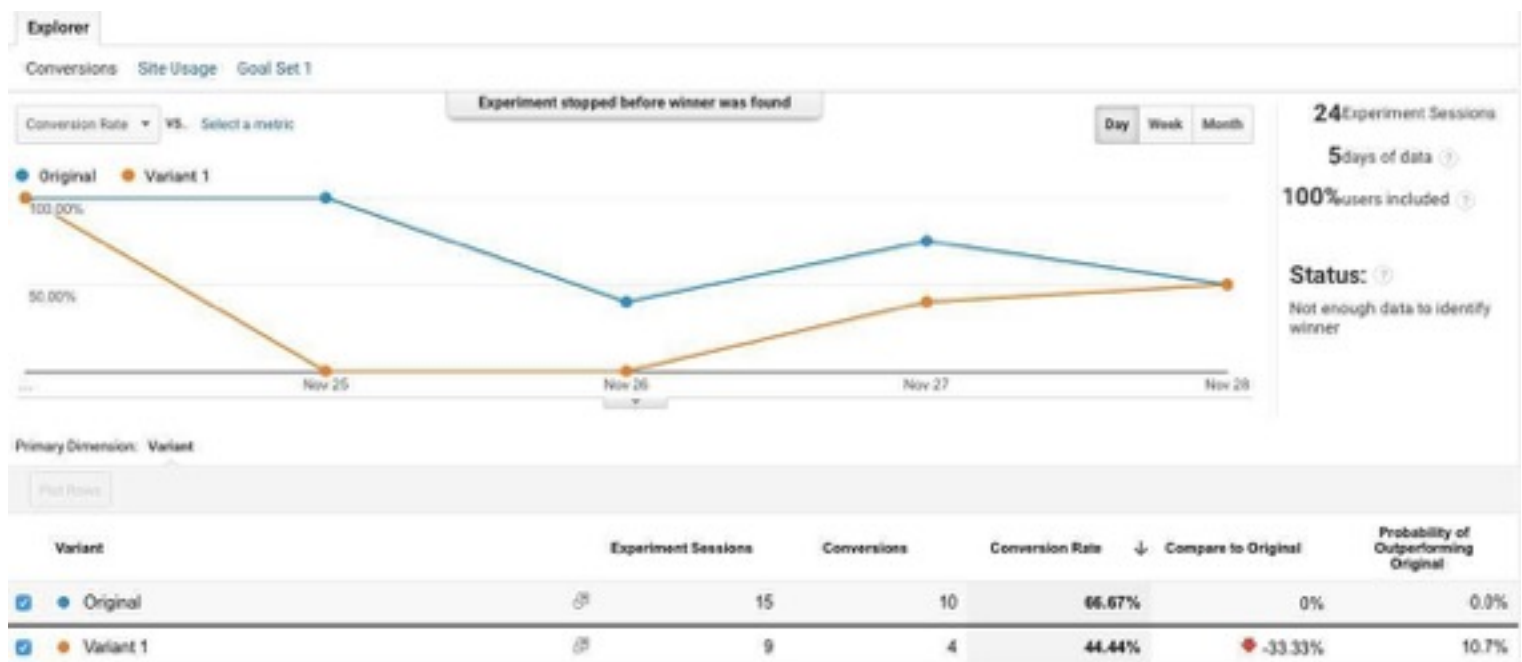
The user in the picture above is seen trying to click on the names of the people who appeared on the timeline. He was a little frustrated when it wasn't linked to the contact's profile, and still kept trying for other people on the timeline too.

A/B Testing using Google Analytics

The user had a problem going to the most important page of the app, that is, the contacts page where there was information about when and where the user made a contact by shaking hands. This showed that the home page had poor information scent. So, a bright and green button that said, "Trace My Handshake" was put on an alternate home page and this button navigated to the contacts page, as opposed to the original hyperlink on the original page that gave the number of contacts.

Homepage 1 was tested against Homepage 2 using the chi squared test. After logging in, users were randomly directed to one kind of homepage and Google Analytics recorded if the user clicked or didn't click on the button or hyperlink.

Variant		Experiment Sessions	Conversions	Conversion Rate ↓	Compare to Original	Probability of Outperforming Original
☑ ● Original		15	10	66.67%	0%	0.0%
☑ ● Variant 1		9	4	44.44%	● -33.33%	10.7%

OBSERVED BEHAVIOUR:

		Original	Variant 1
14 →	Clicked	10	4
10 →	Didn't Click	5	5
24 →	Total	15	9

Null hypothesis: No significant difference.

EXPECTED VALUE:

	Original	Variant 1
Clicked	$\left(\frac{14}{24}\right) \times 15 = 8.75$	$\left(\frac{14}{24}\right) \times 9 = 5.25$
Didn't Click	6.25	3.75
Total	15	9

$$x^2 = \sum_{i} \frac{(\text{Observed} - \text{Expected})^2}{\text{Expected}}$$

Clicks in original $= \dfrac{(10 - 8.75)^2}{10} = 0.15625$

Clicks in variant 1 $= \dfrac{(4 - 5.25)^2}{4} = 0.390625$

Didn't click in original $= \dfrac{(5 - 6.25)^2}{5} = 0.3125$

Didn't click in variant 1 $= \dfrac{(5 - 3.75)^2}{5} = 0.3125$

Chi-Squared Value $= \boxed{1.171875}$

Degrees of freedom = 1

Probability of null hypothesis being approx true is 25%.

The odds of seeing two observed behaviours and null hypothesis is approximately 25%

Conclusion of A/B Test :

Probability of Null Hypothesis being true is approximately 25 percent.
Hence, we fail to reject the null hypothesis.
Hence, there is no considerable difference between the two home screens with the data
we saw.

List Of Revisions :

→ Sticking to the initial design of the homepage only, since we saw through the A/B
Test, that there is no significant difference(in terms of user clicking the button) for the 2
homescreens

→ Test about preference of users going to Notifications screen and contacts screen.
Use this knowledge, to put some other details on notifications screen if users tend to go
on it more than the Contacts screen.

→ Changes in the color scheme of various buttons, to see if the attention of the user
can be manipulated

URL Of Final App : https://skapil682.github.io/VShare/