

Assignment 7: Prototype Test and Top Findings

Research Protocol

Background Questions

- Do you own an iPhone?
- Are you able to spare 30 minutes to try out a great new shopping app?

Introduction

- Introductions
- Explanation of the purpose of the interview and what they can expect

Shopping Habits

- Do you prefer to shop at stores to shop on internet? What types of things do you tend to buy online vs. in the store.
- Do you tend to find yourself doing a lot of research about a product before hand?
- How often do you go to retail stores? Can you tell me about your last couple of in-store shopping experiences?
- Do you ever use your iPhone while shopping, if so how?
- Do you currently use any app to find any good deals?
- How do you feel about receiving deals on your smartphone when you are close to nearby stores?
- Do are care more about the brand of a product, or the cost of the product?

App Experience

- If you were to use a shopping app in a store, what features would you most like to see (ex. saving your credit card for purchases, or subscribe to newsletters for weekly deals)?

App Walkthrough

The walkthrough is centered around the follow moments (see App Map):

- New User Welcome Screen
- Login/Signup/Give it a try
- Explore/discover businesses and deals (nearby and categories)
- Navigating between categories (filters and search)
- Business detail page
- Redeeming a deal

Closing Questions

- What did you like or dislike about the concept?
- Is there anything you wanted to tell us that you didn't have a chance to?

Interviewees

- 24 year old, Female, Public Health Professional
- 19 year old, Female, UC Berkeley Undergraduate Student
- 28 year old, Female, UC Berkeley Graduate Student
- 30 year old, Male, UC Berkeley Graduate Student
- 58 year old, Male, Retiree

Top Findings

App Concept

- Too many stores on the map and deals in the list form; users only want content that's relevant to them or they feel overwhelmed.
- Users had concerns about sharing their personal information with the app, was their location continuously being shared, who could see it were the primary concerns.
- Users were concerned that the redemption of deals would be made public.
- Deals are only interesting to users when in the act of shopping.
- Redemption of coupons felt clunky by scanning barcodes, users wished there was a more seamless way.
- The difference between the terms "deals" and "coupons" confuses users.
- When displaying coupons, users pointed out that they had to click into the next screen to find out which store it could be redeemed at.

App Interactions

- The interaction fidelity of our prototype was too low. Users expected to be able to scroll through content, for the map to be interactive, and for the navigation to expand on tap.
- Users wanted to interact with the map more like the native ios map (including search and fullscreen).
- Ads throughout the app, i.e. "Buy one get one free shirts" need to be different color or style than other text.
- Ability to share deals or coupons with friends is of interest, but were confused by how to do this with the instore app.

Planned Changes

- We plan to rebrand the share, bookmark, category, and content type icons.
- Combine the content types deals and coupons, so the application only has information about deals and events.
- Adding a larger share button to both the business page and individual deal pages to make sharing more obvious to users.
- Create the following screens:

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- Maps full screen
 - Maps search
 - Deal notification
 - Navigation Dropdowns
 - Seamless Redemption using Bluetooth 4 (no more barcodes)
 - User Profiles (friends)
 - Recent Activity Category
- Add business name to deals and events when displayed on the app.
- Add a logged in state to the navigation screen to let users know when they are logged in.
- Make content throughout app scrollable.