

## **Parcel**

### **Medium-fidelity Prototyping Report**

Jon Derman Harris, Da Eun Kim, An Luong, and Debnil Sur  
31 October 2014

#### **1. Problem and solution overview**

Transitions can be hard, and moving somewhere new can feel overwhelming for college students at first. Connecting and interacting with faraway loved ones comforts them. Care packages are especially emotional for both homesick college students and their families and friends because it allows them to reminisce about happy memories. Parcel can be a way to digitally send memories or moments to a certain location, and when your loved ones journey there, they will have a surprise waiting for them.

#### **2. Tasks**

Task 1 - Simple: *I want to check what media was sent to me from my friends and family.*  
(changed from “I want to check my Parcels”)

Task 2 - Moderate: *I want to remind someone of a memory that we shared in a location by sending them a photo related to that place.*  
(changed from “I want to send a Parcel”)

Task 3 - Complex: *I want recommendations from my friends and family on things to do and places to see in a certain location.*  
(changed from “I want to create a scavenger hunt for my friends”)

#### **3. Revised interface design**

##### TASK 1 (Figure 1)

For our first task, we decided to change the following: setup of “My Parcels” page (1.3), “Reply” option after the receipt of a parcel (1.6), and directions to the Parcel (1.4). First off, the setup of the “My Parcels” had to be changed because all of our users during our lo-fi testing struggled to navigate the page. We removed the toggle option at the top of the page and perhaps our most significant UI change was making the main list of all received Parcels with newly received ones on top all on one page. There will be a separate settings option to order by proximity, friends, etc. Second, we are adding a new “Reply” option after seeing a Parcel because our users mentioned the logical step of replying to a Parcel.

##### TASK 2 (Figure 2)

For our second task, we decided to change the following: process of choosing proximity for Parcel (2.13, 2.14, 2.15). Overall, our users did not have much trouble with navigating this task. However, the one inconvenience that some had was in choosing the proximity settings for a Parcel. To address this issue, we are going to introduce a slidebar option to determine how far from the Parcel one has to be in order to open it. The default will be 500 feet, but the user can choose between a range of 100 ft. - 5000 ft. The settings for the

proximity option will need to be played with through extensive user testing by observing for which specific cases users most frequently decide to send Parcels.

### TASK 3 (Figure 3)

For this task, we decided to change the following: switching scavenger hunt for an option to request Parcels, implementing all of the different screens and tasks for this new option. From our user feedback with our lo-fi prototype, we learned that many did not see the purpose or utility of a scavenger hunt. The use cases were narrow, and the overall enjoyment from the option seemed limited. Therefore, we decided to change our approach and offer a more logical option - requesting Parcels. This new option will allow users to ask for recommendations and tips when they visit a new place. To implement this "Request Parcel" option, we had to create the interface, flow, and overall integration for it from scratch.

### **Scenarios for 3 tasks**

Scenario #1: I want to check what media was sent to me. I find that Debnil has sent me media so I will see where it is located and go find it. (See Figure 1 for flow)

Scenario #2: I know An is going to be in NY for an interview, so I want him to check out a coffee shop that I know of there since we both like coffee. (See Figure 2 for flow)

Scenario #3: I'm going to be in Seattle and since I'm not familiar with the place, I want to get recommendations for good Chinese food in the area. (See Figure 3 for flow) The response is a recommendation for a Chinese restaurant from one of An's friends.

## **4. Prototype overview**

After consulting the TAs, we decided to use POP for our med-fi prototype. Mainly, the reason was that the general flow could be best portrayed with POP, and we knew how to use the technology very well now. The tool helped by providing a very easy way to transition between different pages within the app. POP allowed us to create certain "hotspots" on different screens; which our users just needed to click within that area to move through the app. It was a very simple design that accomplished everything that we wanted. The tool did not help us determine the minute design details that would come from actually coding up a product. For instance, it was hard to test if a certain texture or color for a page was good or bad through POP.

Another downside to POP was that we could not necessarily try out animations and transitions between screens that we would hope to use in the final product. That will have to be dealt with later on in our process right now we could focus on our general concept. A wizard of Oz technique that we used was when a user hypothetically sends a Parcel to someone else, we go ahead and say that the Parcel was delivered (receiving a Parcel is the same way). For each page, we decided to use Photoshop to draw instead of coding because we decided it would be more flexible and fast.

## 5. Prototype screenshots

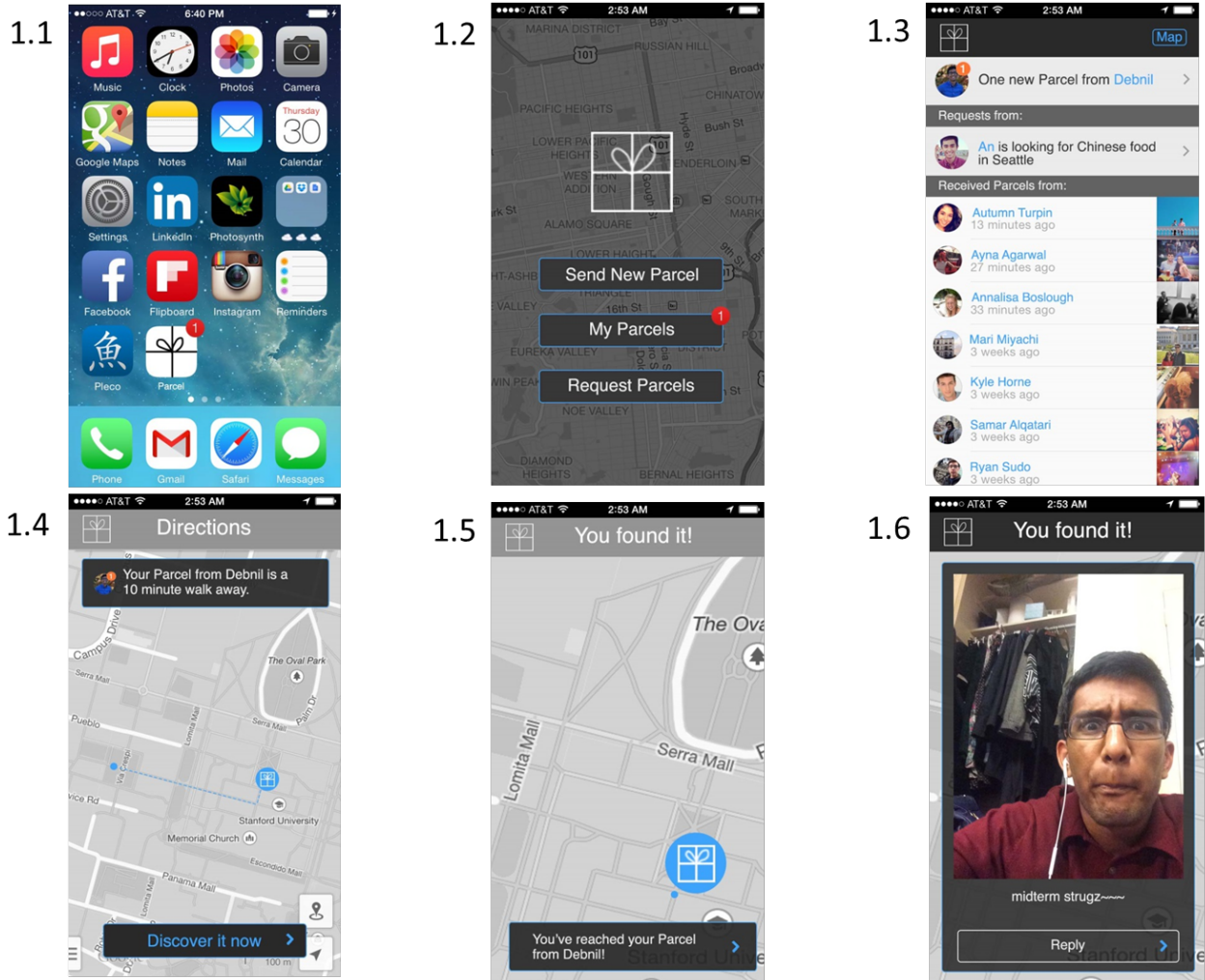


Figure 1 - Receiving a Parcel

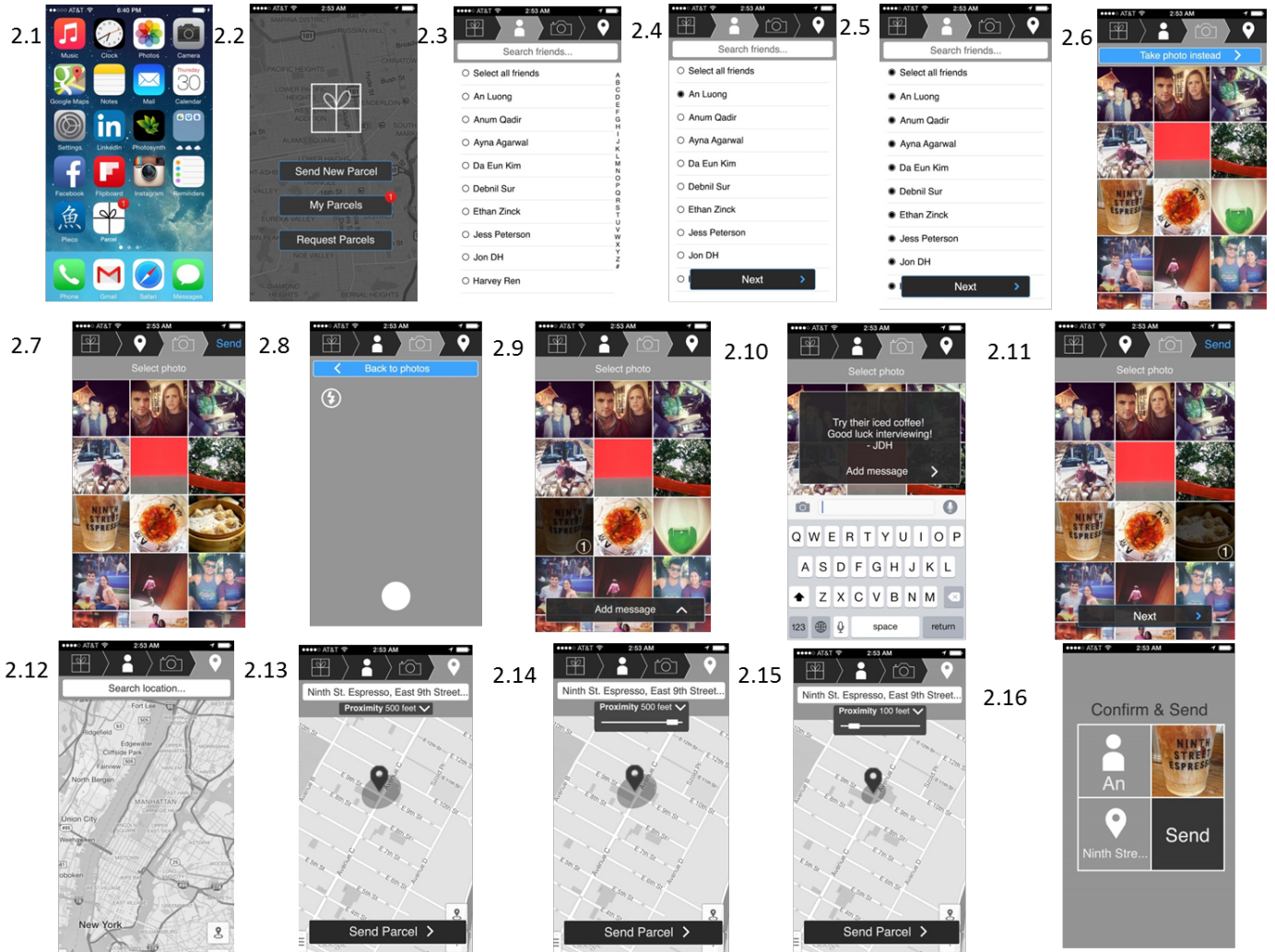
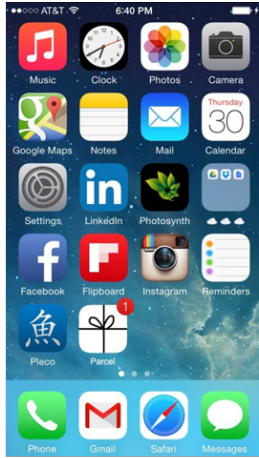
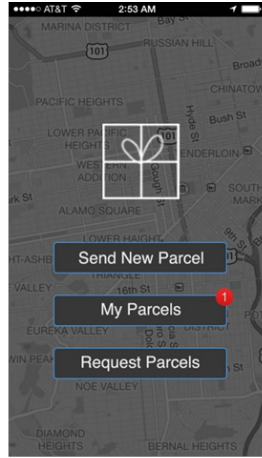


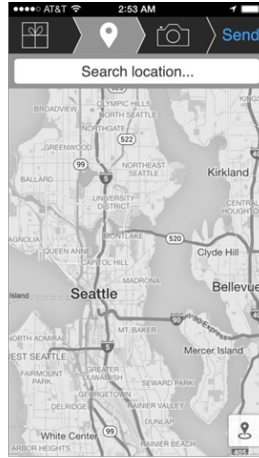
Figure 2 - Sending a Parcel



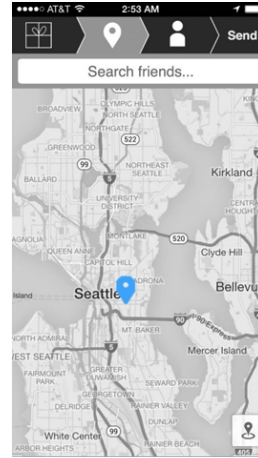
3.1



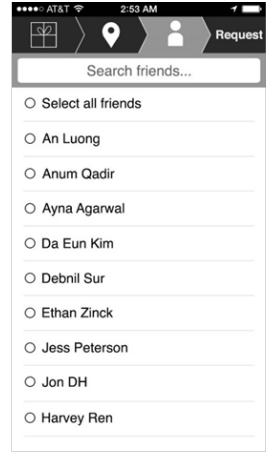
3.2



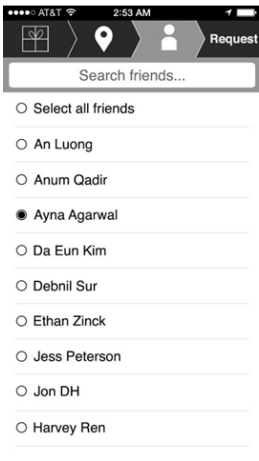
3.3



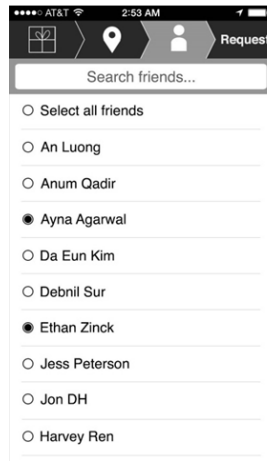
3.4



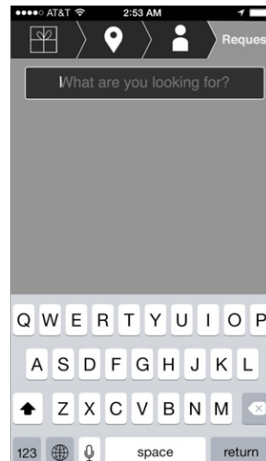
3.5



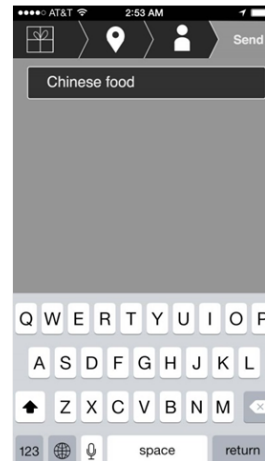
3.6



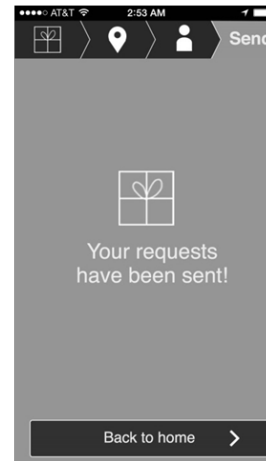
3.7



3.8

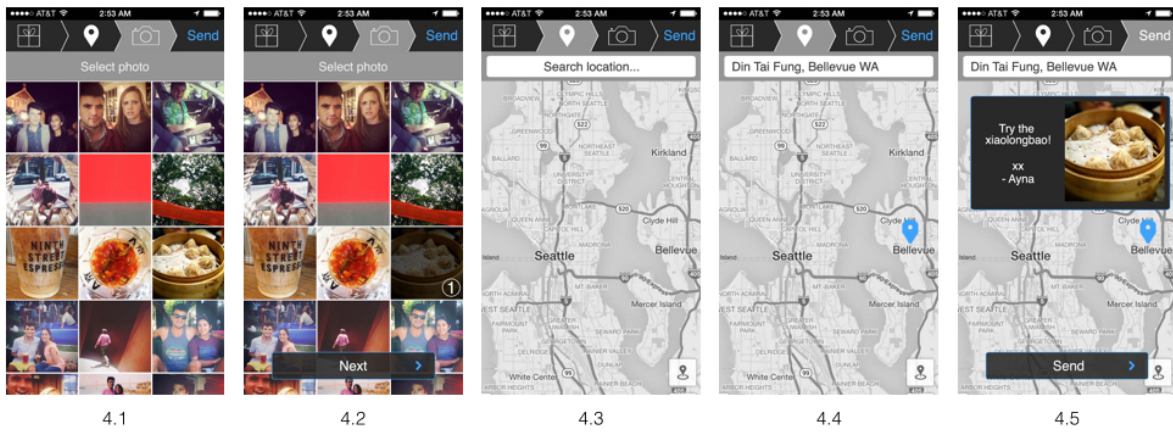


3.9



3.10

Figure 3 - Requesting Parcels



**Figure 4 - Responding to Parcel request**