





Parcel

Lo-Fi Prototype & Pilot Usability
Testing

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Big-Picture / Overview



- ✦ Mission Statement
- ✦ Three Tasks / Prototype Structure
- ✦ Method, Data, and Results
- ✦ Proposed Improvements
- ✦ Conclusions and Takeaways

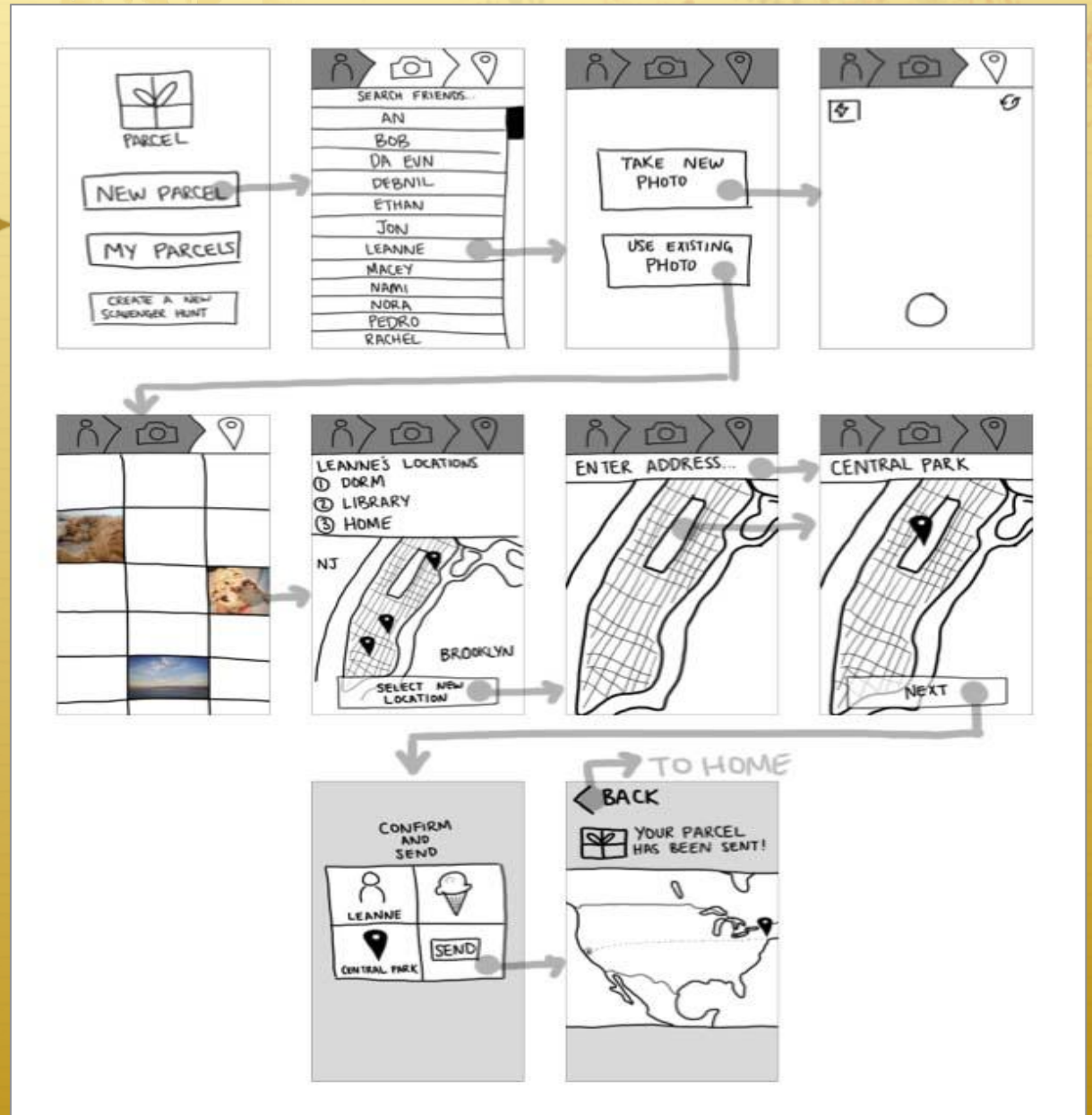
Mission



Our mission is to use location to add meanings to messages. People use Parcel to communicate with friends and family both near and far and to connect memories to places that matter to them.

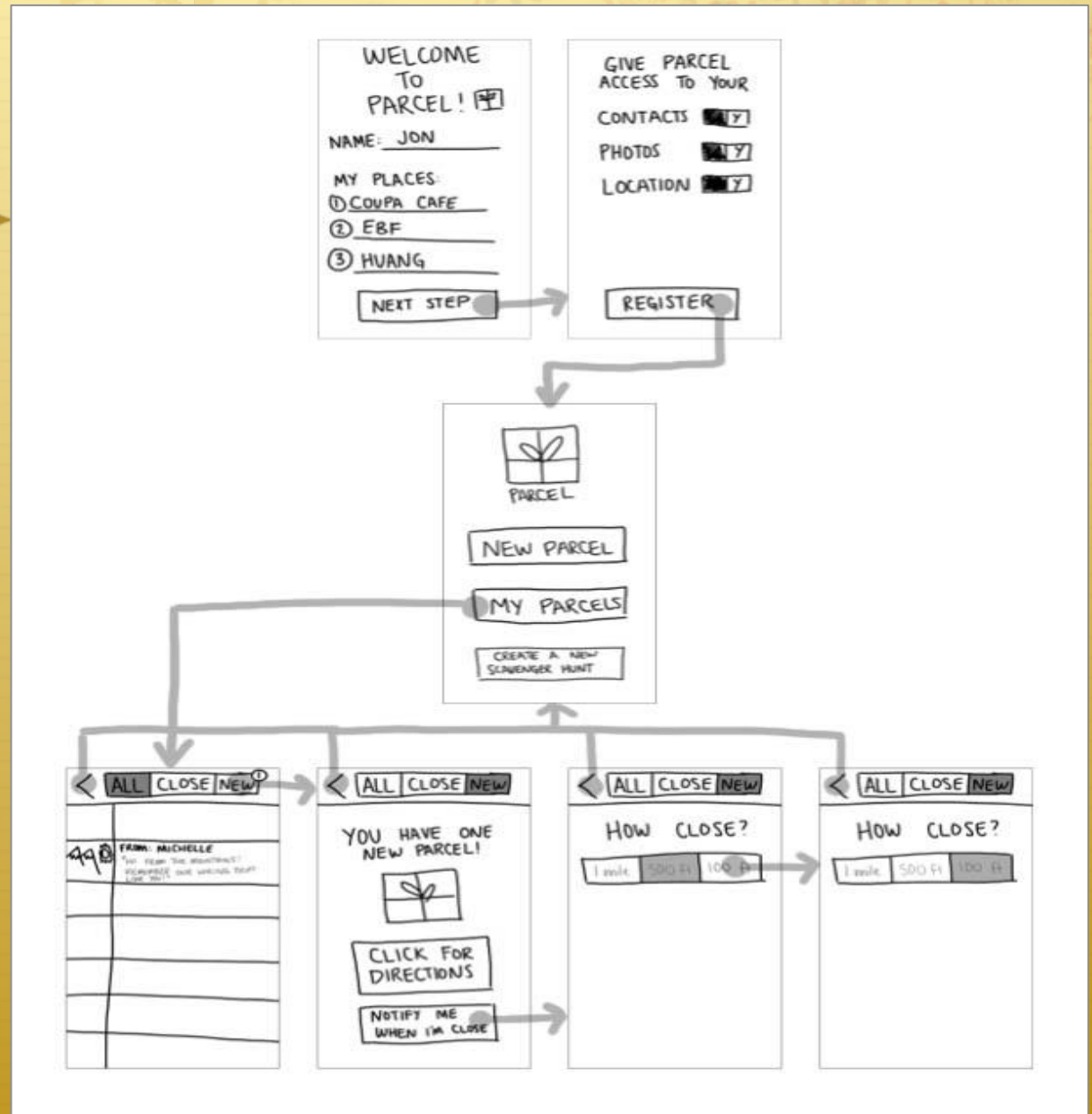
Representative Task #1

Sending a Parcel

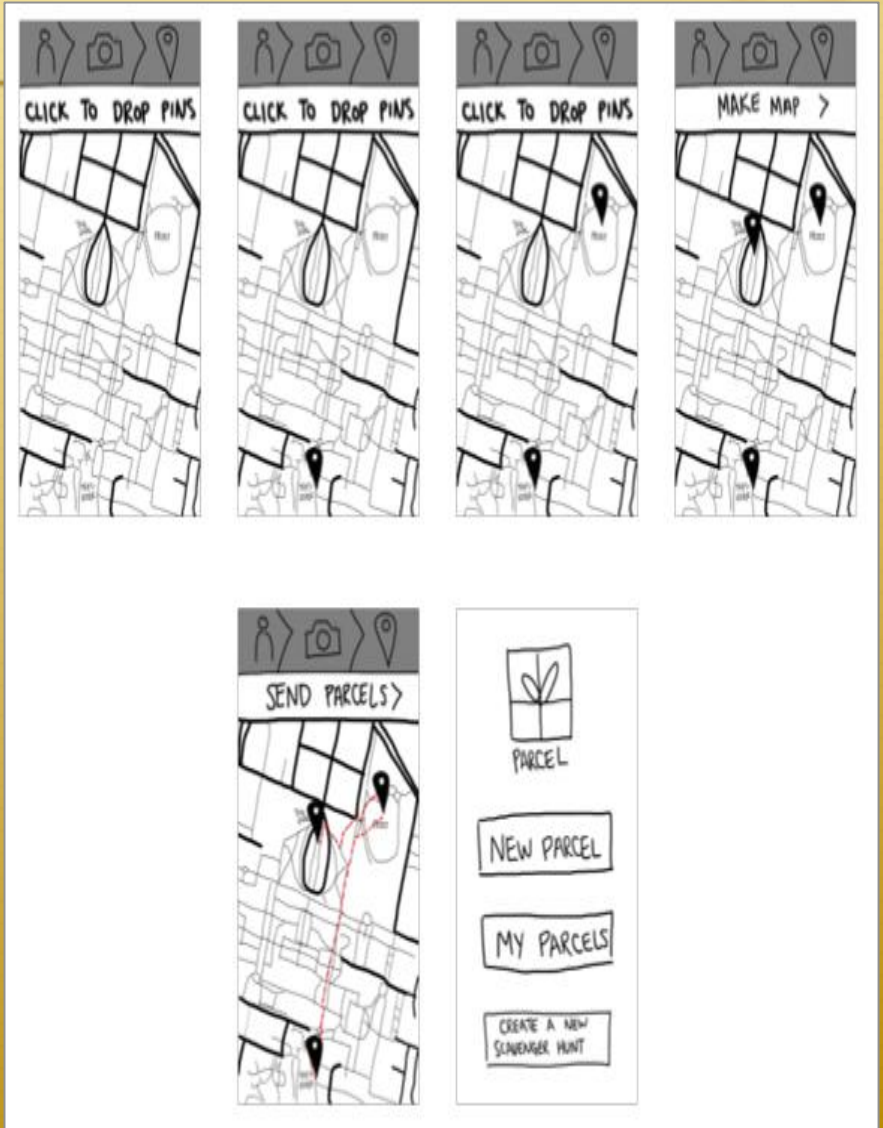
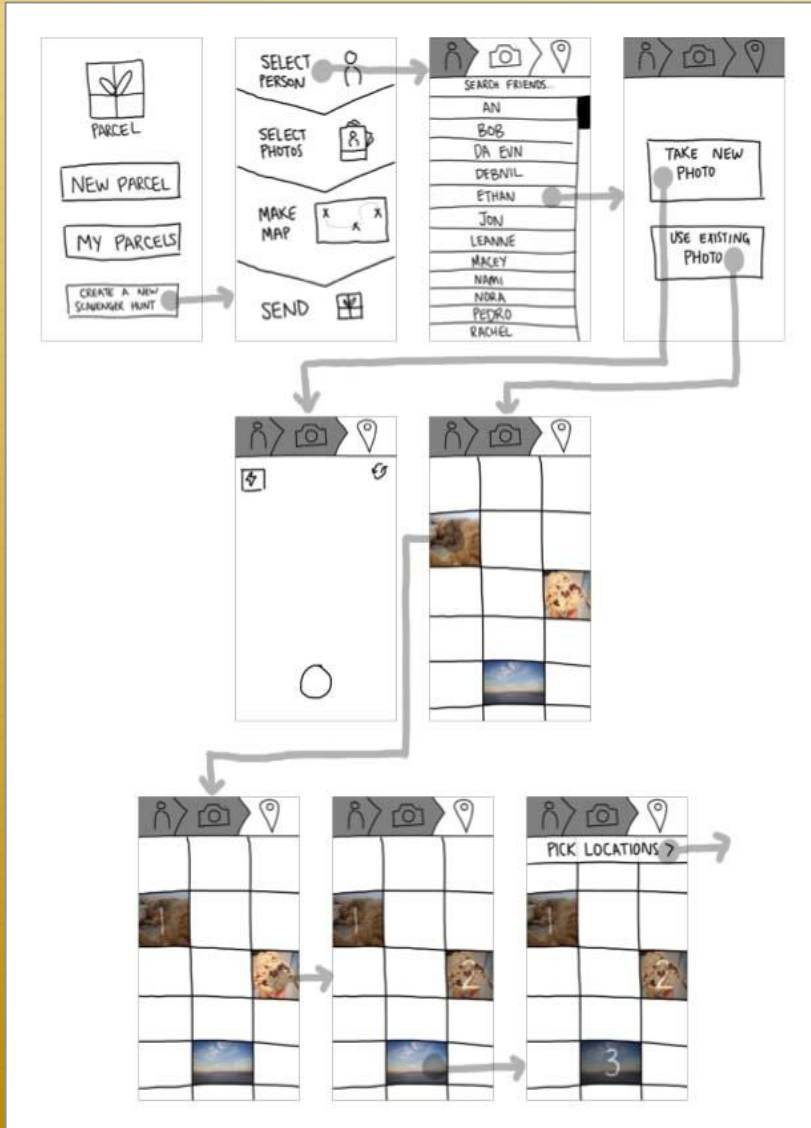


Representative Task #2

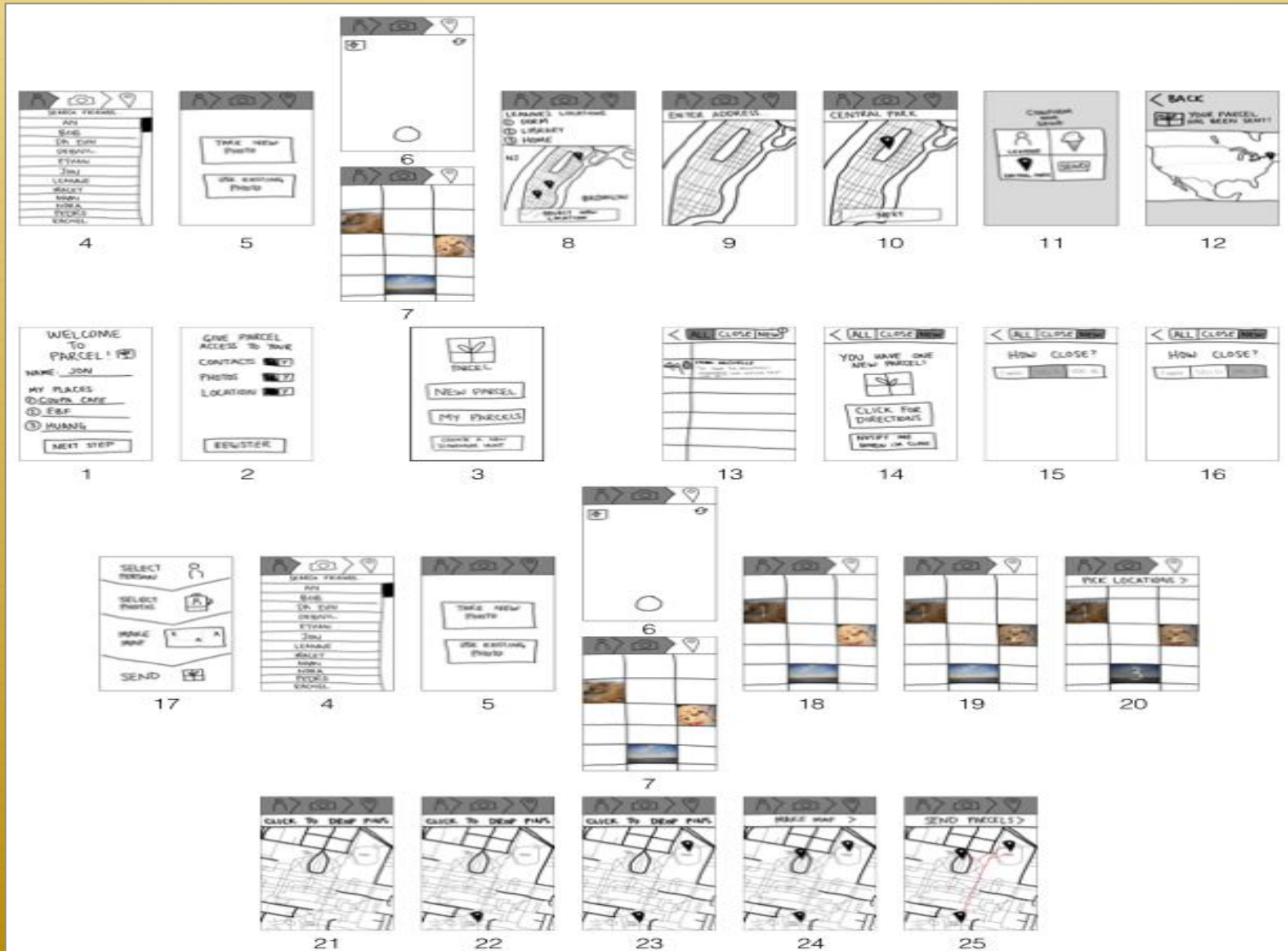
Receiving a Parcel



Representative Task #3, *Creating a Scavenger Hunt*



Overall Structure



Method



- ① Target audience: homesick college students
- ② Informal conversation to understand relationships and technical background
- ③ High-level introduction of the context
- ④ Demonstration of tangential task
- ⑤ Completion of the three representative tasks
- ⑥ Feedback and comments

Data and Results: Task #1

Sending a Parcel

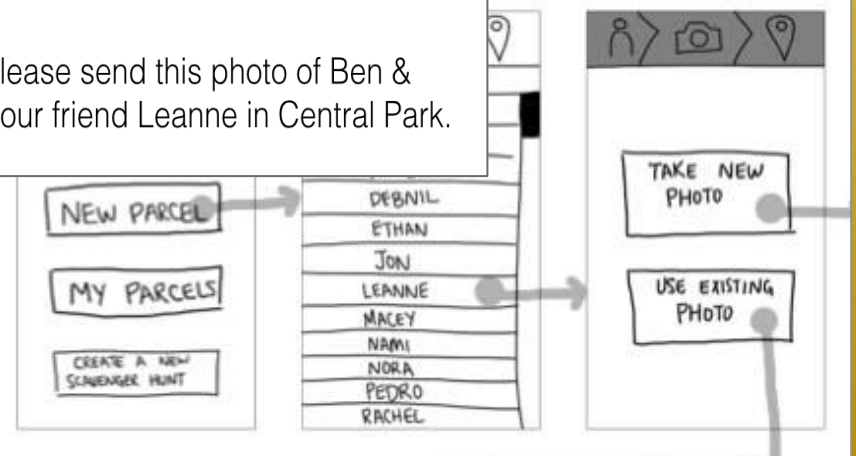
- ✦ Most people figured out the interface quickly
- ✦ Flow was intuitive
- ✦ Choosing a photo was difficult



Task #1: Please send this photo of Ben & Jerry's to your friend Leanne in Central Park.

Takeaways

- ✦ Person, media, location
- ✦ Photo selection can be improved



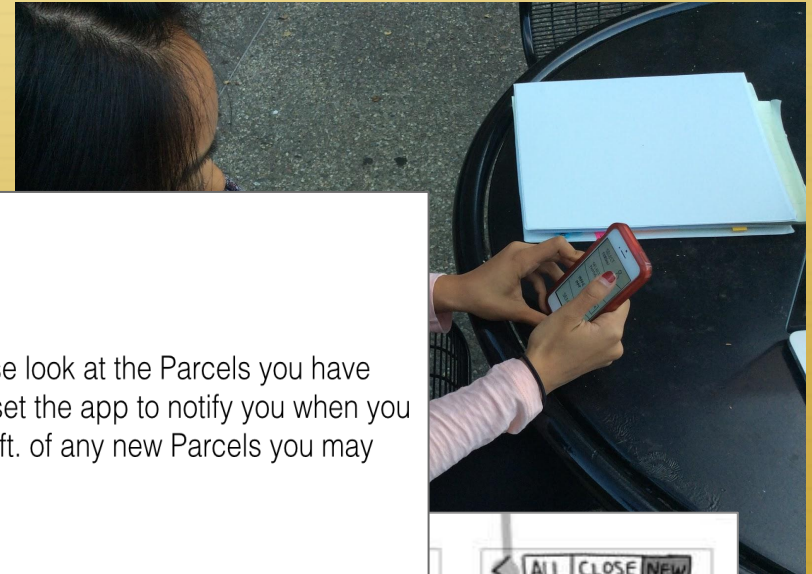
Data and Results: Task #2

Receiving a Parcel

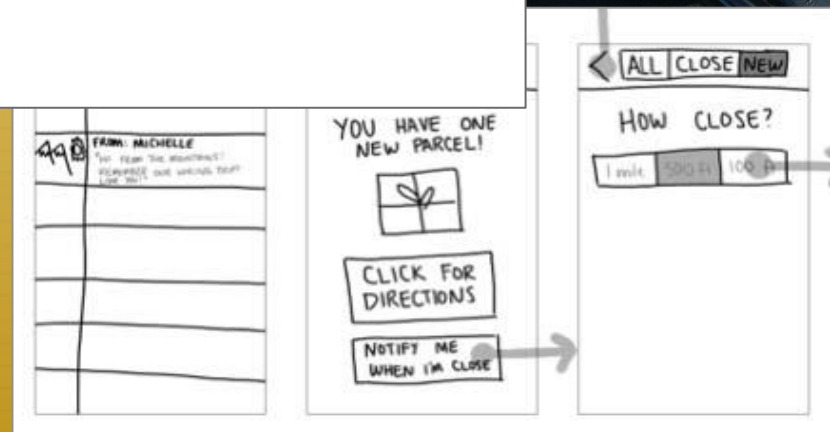
- ✦ Notification was not obvious
- ✦ Toggle on “My Parcels” page was not clear
- ✦ Swiping left

Takeaways

- ✦ Notifications of nearby parcels was a hit
- ✦ Re-format layout of “My Parcels”



Task #2: Please look at the Parcels you have received and set the app to notify you when you are within 100 ft. of any new Parcels you may have.



Data and Results: Task #3

Creating a Scavenger Hunt

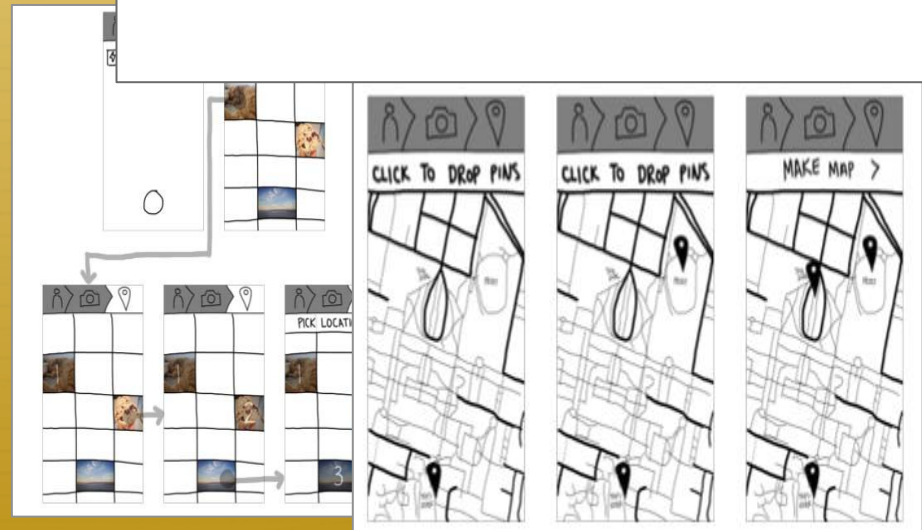
- ✦ Some thought was a cool idea
- ✦ Others questioned purpose
- ✦ Novel use-cases

Takeaways

- ✦ Revamp scavenger hunt
- ✦ Portray new use-cases more prominently

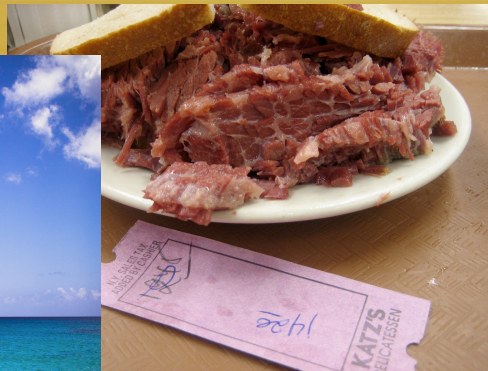
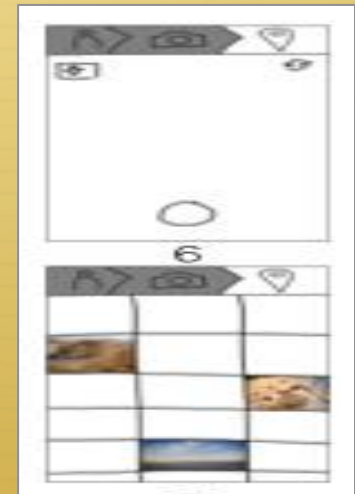


Task #3: Please make a scavenger hunt for your friend Ethan at Stanford. Send him the three photos in your phone: 1) cat, 2) ice cream, and 3) landscape to: 1) Tresidder, 2) Frost, and 3) The Oval.



Future Adjustments

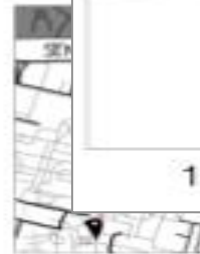
- ✦ Photo-selection process
- ✦ Reformatting of the “My Parcels” page
- ✦ Revamping the Scavenger hunt capability
- ✦ Portraying more diverse use-cases



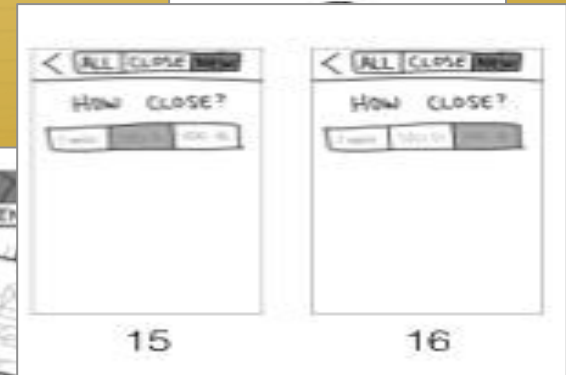
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Overall Conclusions

- ✦ Overall flow is intuitive
- ✦ Major tasks generally can be performed well
- ✦ Relatively minor design tweaks to improve
- ✦ Scavenger hunt considerations

