Overview

- Representative Tasks and Key Changes
- Revised UI Design & Rationale
- Medium-Fidelity Prototype Demo
- Tools Used
- Summary
Task #1: Finding Tutoring Immediately (Complex)

Changes:

● Most customers will want tutoring
  ○ Focus on tutee UI flow
● Eliminated profile creation task
  ○ Discourages first-time users
  ○ Time-consuming + unnecessary
TASKS + Changes #2

- Task #2: Identifying quality tutors (Medium)
- No Changes to this representative task!
TASKS + Changes #3

- Task #3: Fast and Painless Payments (Simple)
- Changes:
  - New task not present in previous assignments
  - Showcasing fast/easy/intuitive system can attract customers
Revised UI Design & Rationale #1

- Simplified Payments System
  - No more karma points--too complicated and confusing
  - Link TutorNOW account to Venmo
  - Automatic payments after tutoring session ends
Revised UI Design & Rationale #2

- No Initial Profile Required!
  - Profile creation too lengthy
  - Unnecessary for tutees
  - Click “Be Tutored” to get help immediately
  - Fewer roadblocks for customers -> viral growth
Revised UI Design & Rationale #3

- Improved tutor profiles
  - Classes she can tutor
  - Market Rates
  - Skills & Endorsements
  - Recent Reviews
  - Average Rating
Medium Fidelity Prototype Demo

http://invis.io/B41M2UNN5
Tools

● Balsamiq for mockups
  ○ Buttons, text fields, image adding
  ○ Good for centering stuff
● Invision for linking together images
  ○ Overall pretty good
● Weakness- Limited interactivity for tutee searching for tutor- “tutoring offers” not dynamically generated
  ○ Lots of hard coding
● Natural limitations of a med-fi prototype
Wizard of Oz Techniques

- Pretend tutors already exist in database
- Assume Venmo already linked for payments
- “Tutoring offers” not dynamically generated- they are hard coded
- Pretend that map is already centered on tutee’s desired tutoring location
Summary

● Medium-Fi looks much nicer than Low-Fi
● Improved tasks/scenarios
● Simplified payments and profiles
● Limitations of no back-end database/machine learning algorithms = lots of hard coding
  ○ Natural for medium-fidelity prototype
  ○ Focus on design and usability, not coding