TutorNOW - Medium Fidelity Prototype

Ryan Matsumoto, Josephine Chen,
Asli Kimya, Louis Brion
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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)
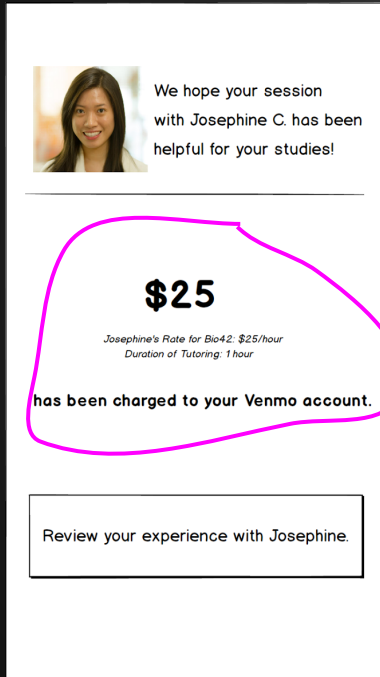- No Changes to this representative task!

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
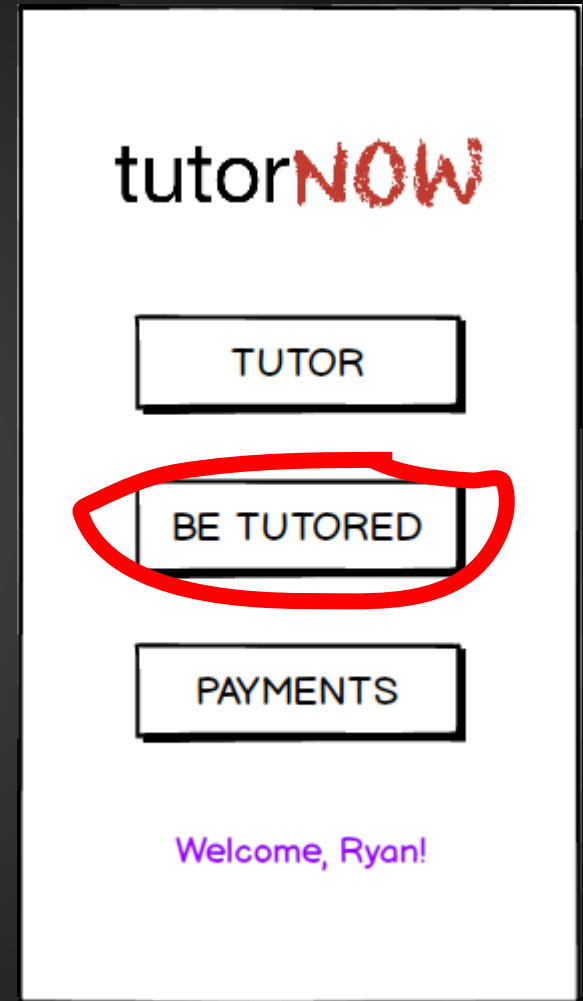
Revised UI Design & Rationale #1

- 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

tutorNOW

TUTOR

BE TUTORED

PAYMENTS

Welcome, Ryan!

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