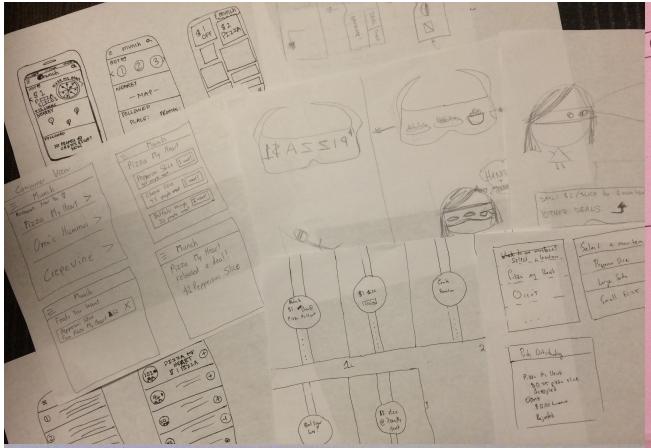
# Low-fi Prototyping and Usability Testing

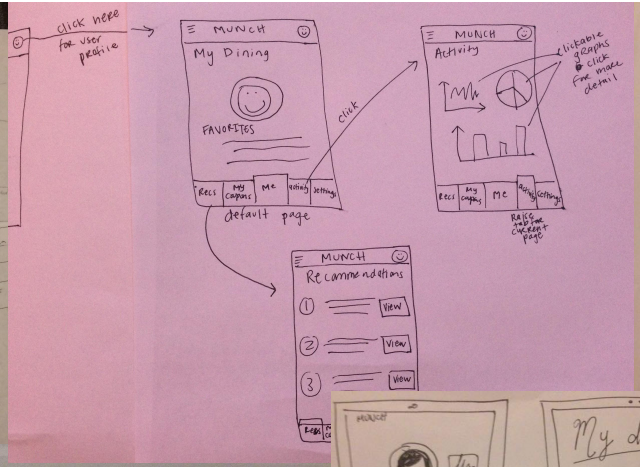
4s a Crowd -- “munch munch”

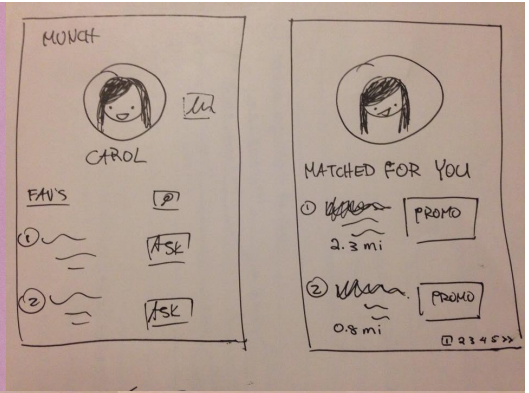
munch

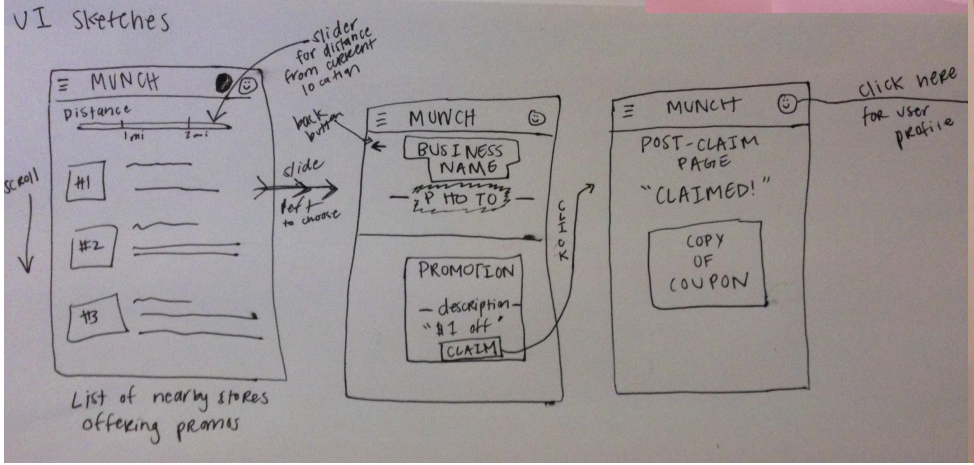
**Right food. Right price. Right now.**

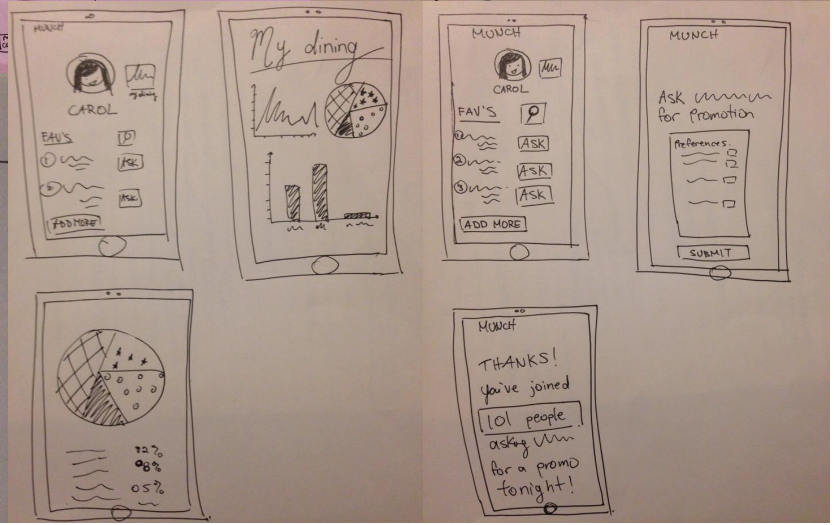
Instant location-based dining promotions




click here for user profile
MUNCH
My Dining
FAVORITES
click
default page
MUNCH
Activity
clickable graphs & click for more detail
Recommendations
View
View
View

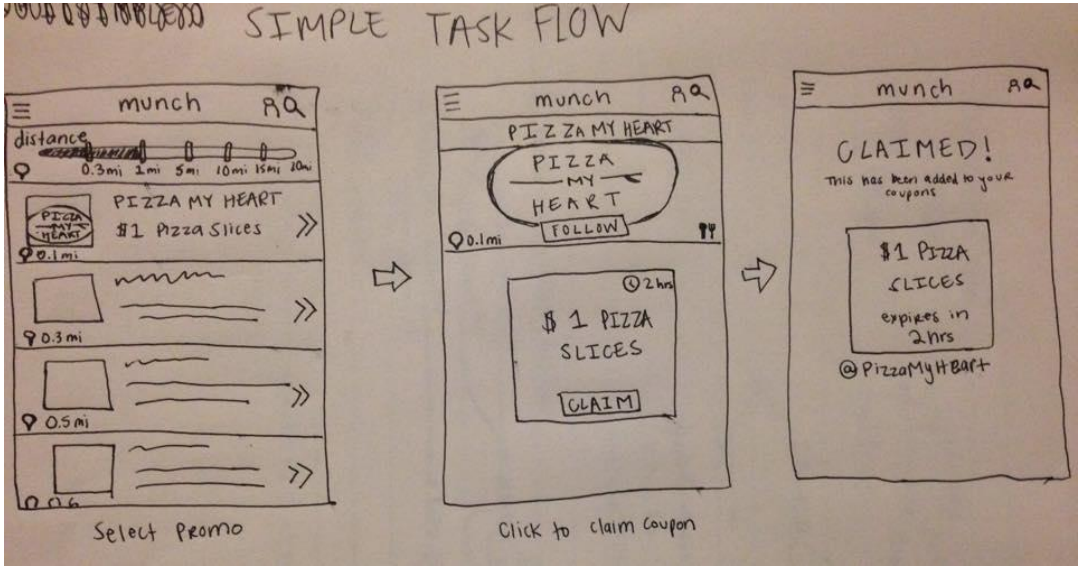

MUNCH
CAROL
FAV'S
Ask
Ask
MATCHED FOR YOU
PROMO
2.3 mi
PROMO
0.8 mi


UI Sketches
MUNCH
Distance
1 mi
2 mi
#1
#2
#3
scroll
slider for distance from current location
walk button
slide left to choose
MUNCH
BUSINESS NAME
PHOTO
PROMOTION
description
"$1 off"
CLAIM
OK
MUNCH
POST-CLAIM PAGE
"CLAIMED!"
COPY OF COUPON
click here for user profile
List of nearby stores offering promos


CAROL
FAV'S
Ask
Ask
Ask
FIND MORE
My dining
MUNCH
CAROL
FAV'S
Ask
Ask
Ask
ADD MORE
MUNCH
Ask for promotion
References
SUBMIT
MUNCH
THANKS!
You've joined
101 people
asking for a promo tonight!

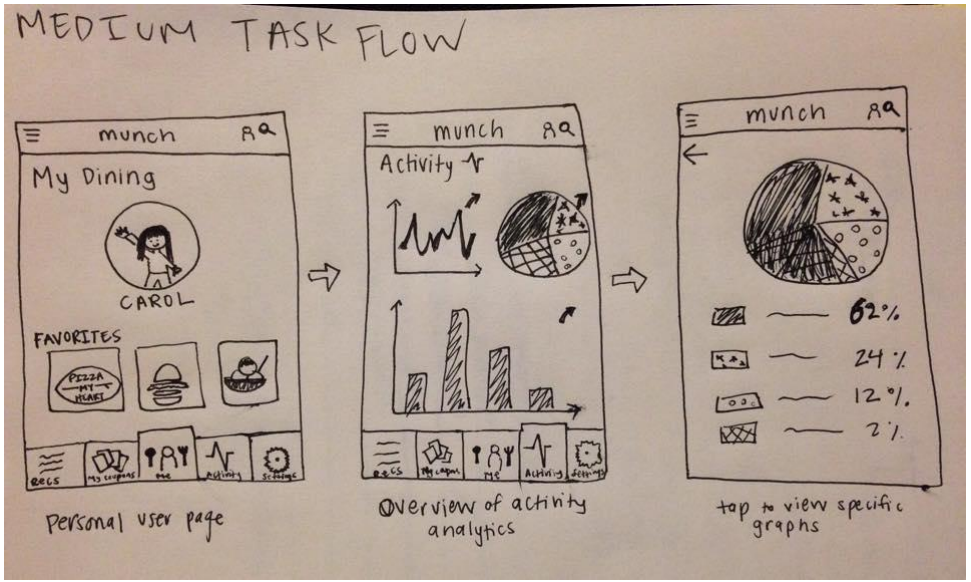
# Low-fi Prototype > Simple Task

- Consumers find nearby restaurants offering flash promotions



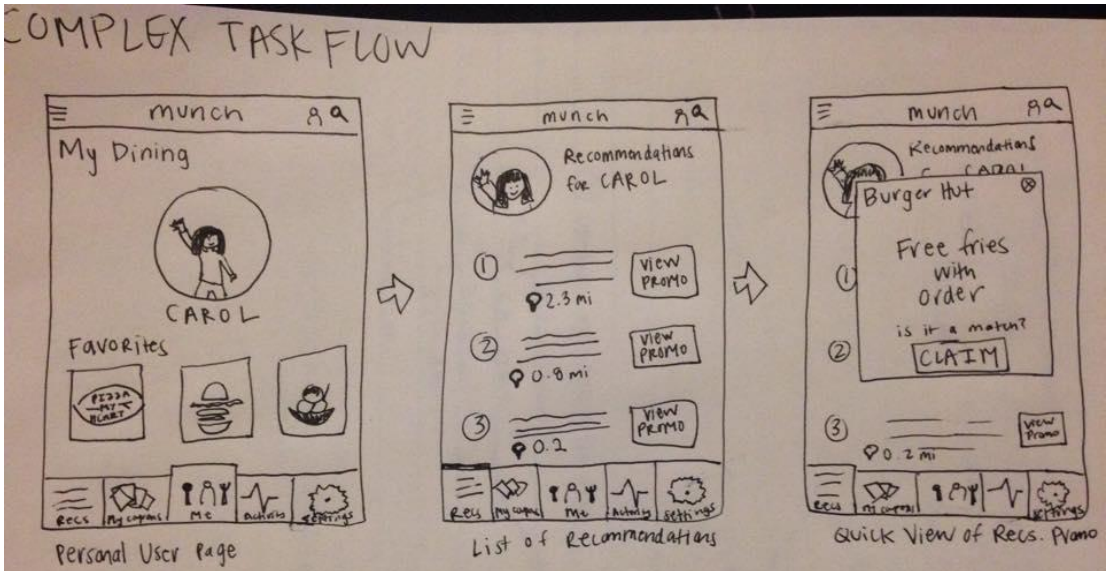
# Low-fi Prototype > Medium Task

- Consumers track their eating and spending habits over time

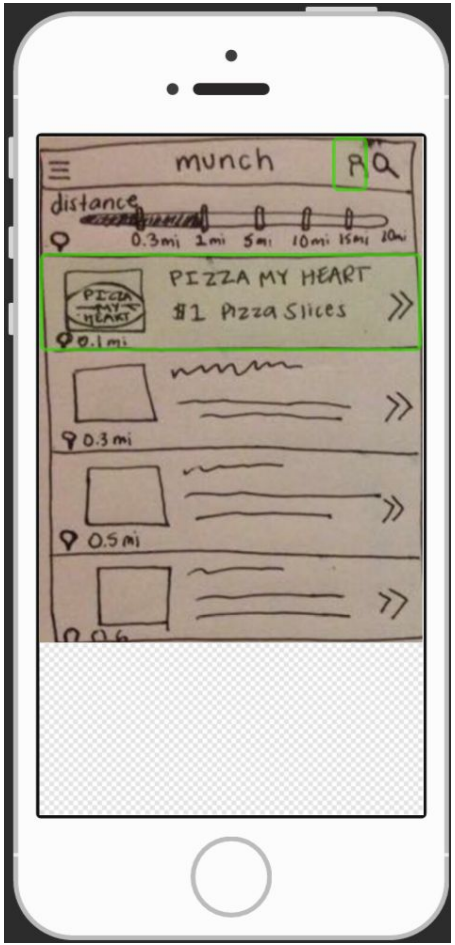


# Low-fi Prototype > Complex Task

- Consumers improve their dining experience and reduce the stress of indecision while exploring new places

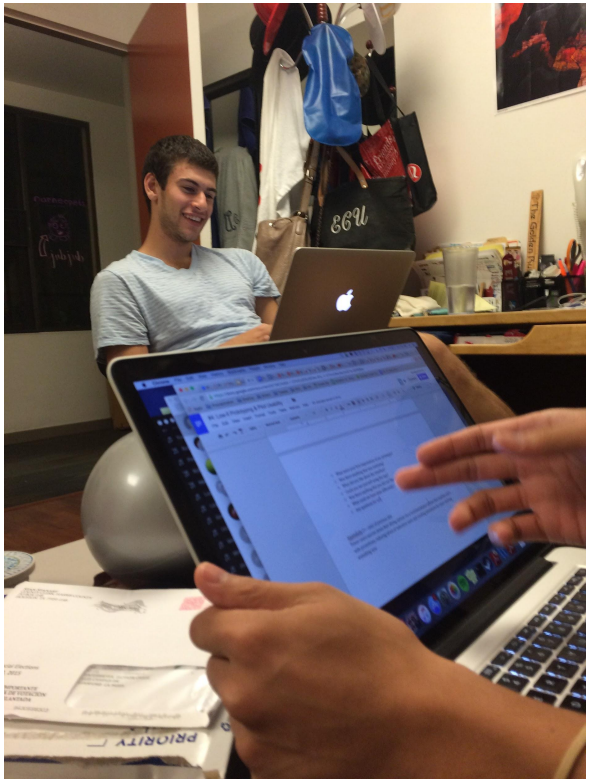


# PoP
## Low-fi prototyping



# Usability Testing

- Introduction and consent
- Talk out loud and ask questions
- Work through the 3 tasks using our interface
- Debrief and demographics
- Compensation

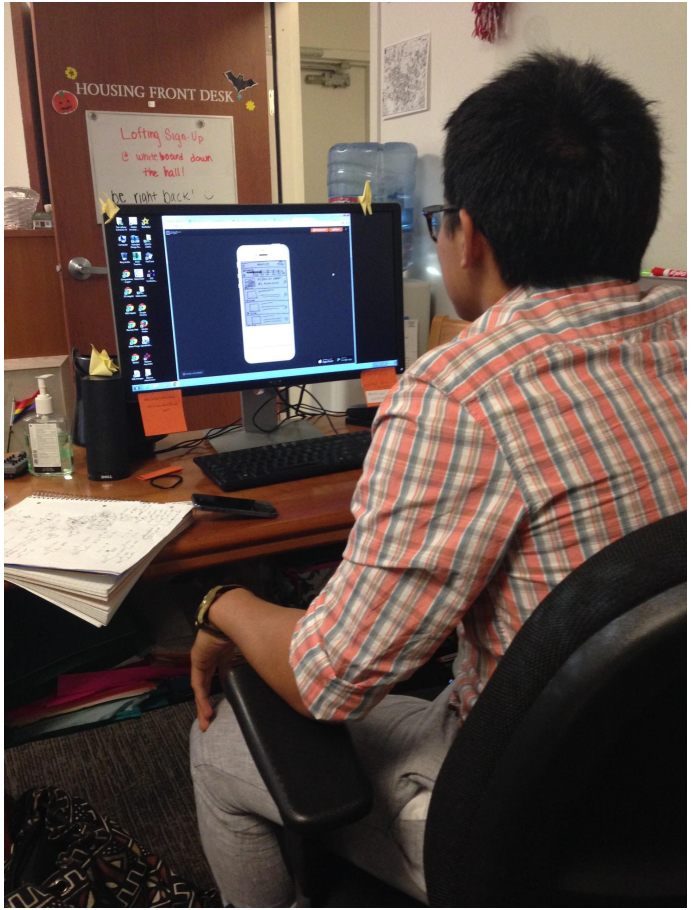


# Participant 1

“The whole experience was very intuitive”

“I like how the list is sorted by distance”

- Delay with distance slider
- Loved personal profile and activity tracker



# Participant 2

“A lot of text and tabs on this page”

“What’s the catch?”

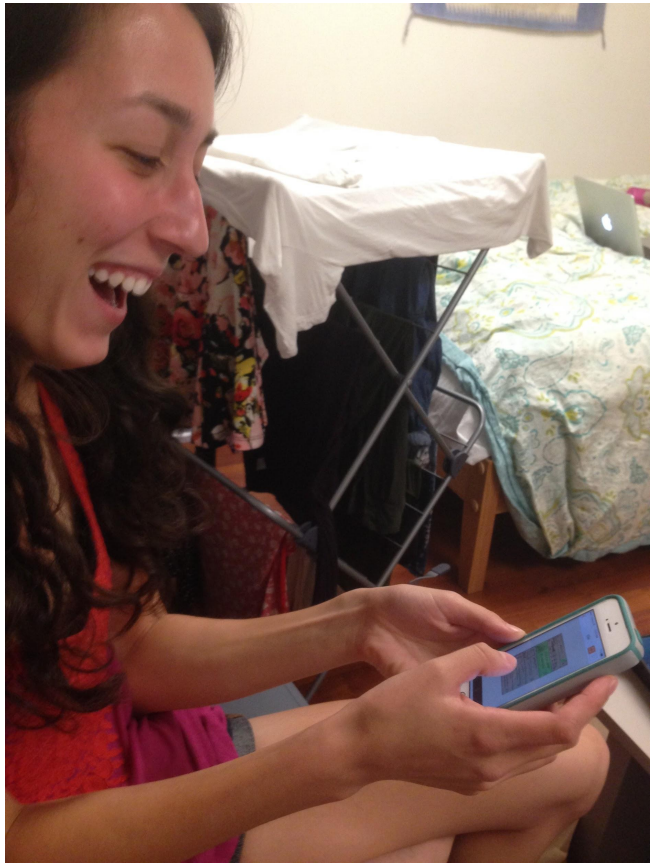
- Statistics were confusing
- He pinched when he was trying to zoom

# Participant 3

“I like the activity thing because I like graphs”

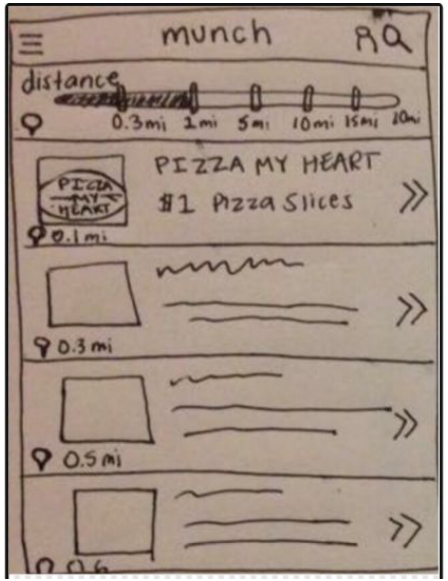
“Really easy to navigate!”

- Struggled to find her profile
- Would prefer different icons for recommendations



# Discussion and Analysis

| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **1** | Difficulty setting the distance | 2 | Make the use of the slider more clear or try implementing a draggable map. |



# Discussion and Analysis

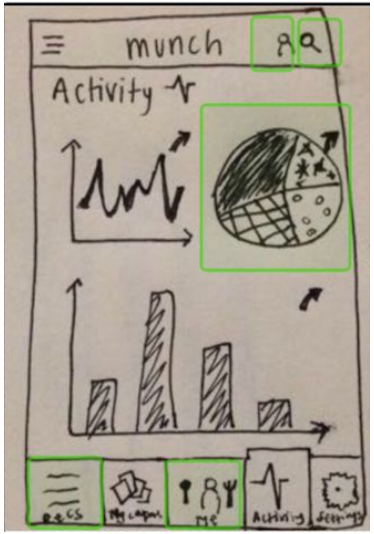
| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **2** | Attempted to pinch instead of click to enlarge graph | 3 | Change how the graph is displayed to make it more obvious that the user should tap. |

# Discussion and Analysis

| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **2** | “Activity” term is not intuitive | 0 | Ambiguity in the script |

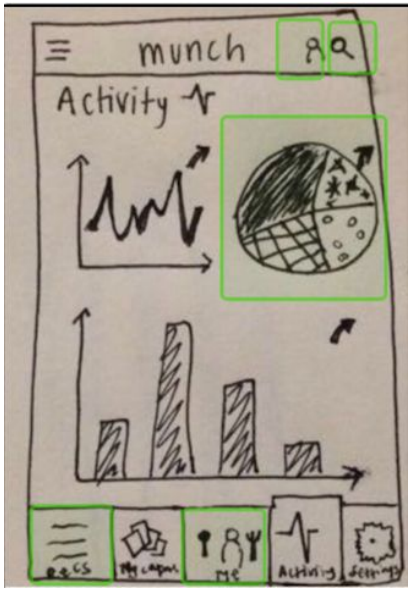
# Discussion and Analysis

| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **2, 3** | User Profile icon not clear | 1 | Add a preliminary navigation tutorial or make the icon more obvious |



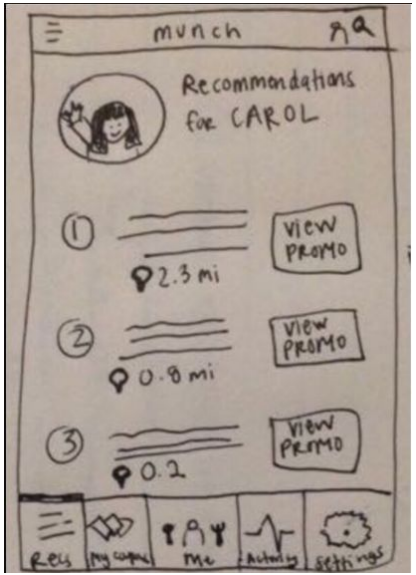
# Discussion and Analysis

| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **3** | “Recs” icon not clear | 1 | Change “Recs” icon |



# Discussion and Analysis

| Task | Problem | Severity | Possible Fix |
|---|---|---|---|
| **All** | Too much information on some screens | 3 | Reduce the amount of information per screen/split into multiple screens |



# Reflections and COOOOOOOKIES

- Intuitive
- Simple Navigation
- Graphs!

- Unclear icons
- Too much text

- Age
- Limited to Tasks