

Joyinus



LOW-FI PROTOTYPING & USABILITY TESTING

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OVERVIEW

- 🏷️ Chosen user interface
- 🏷️ Prototype & Task Flows
- 🏷️ Results & Changes to be Made



MISSION STATEMENT

To allow people to form meaningful connections in a new and innovative way: by meeting new people and sharing experiences.

VALUE PROPOSITION

Connect through spontaneous events.

SELECTED UI

MAP



NAVIGATION
BAR

HOME

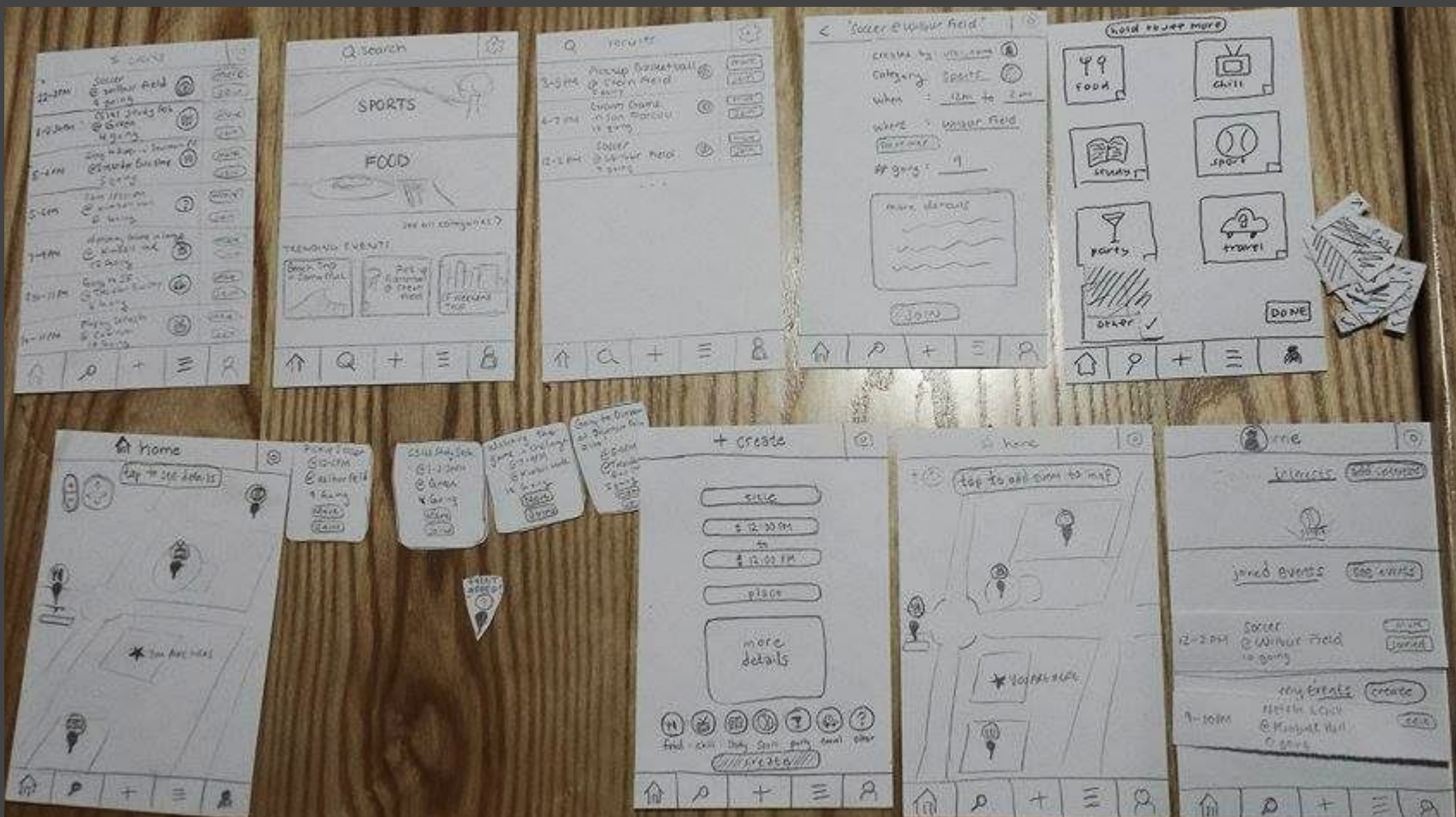
SEARCH

CREATE

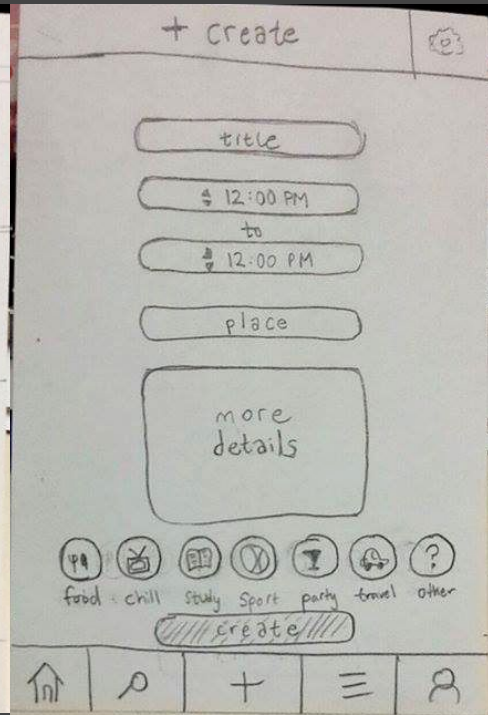
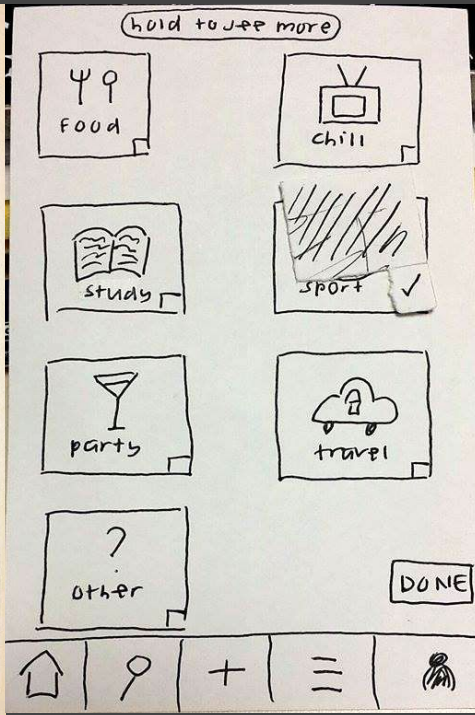
LISTING OF
EVENTS

PROFILE

PROTOTYPE



PROTOTYPE

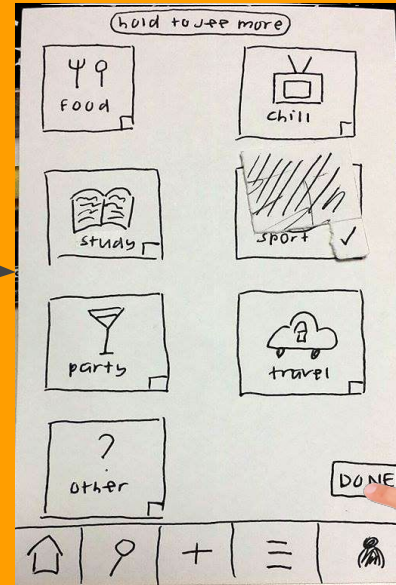
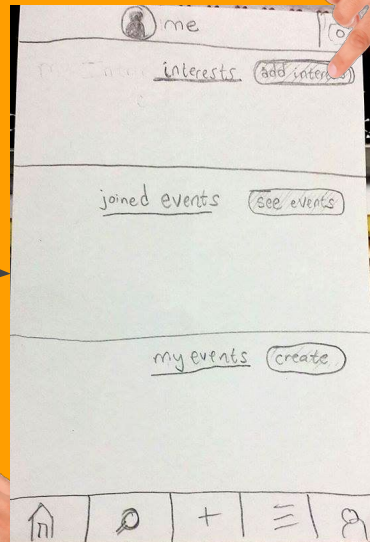


TASK 1: Customize your profile to add "Sports" to your interests.

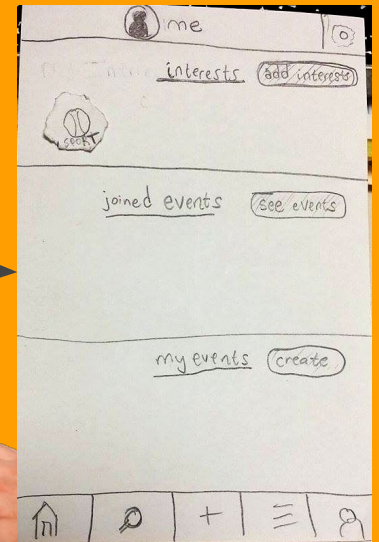
"Add Interest"



"Profile"



"Sport" and then "Done"



TASK 2.a: You want to play soccer. Find and join a relevant event.

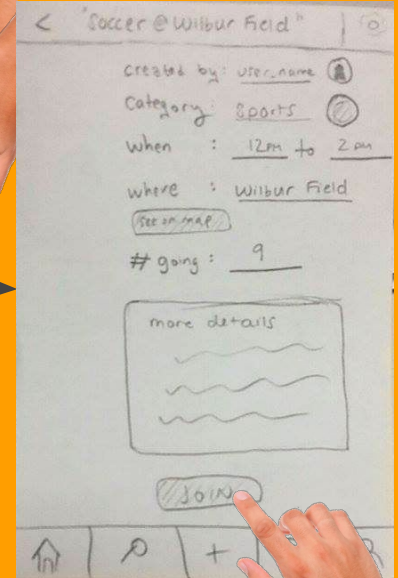
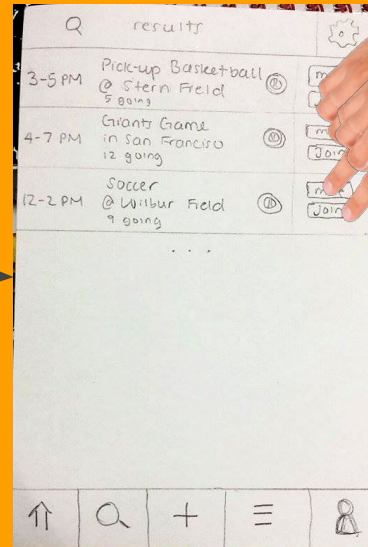


"Search"

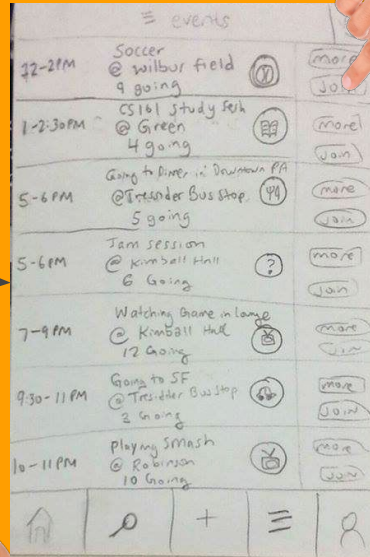
sports |



"Join" "More"



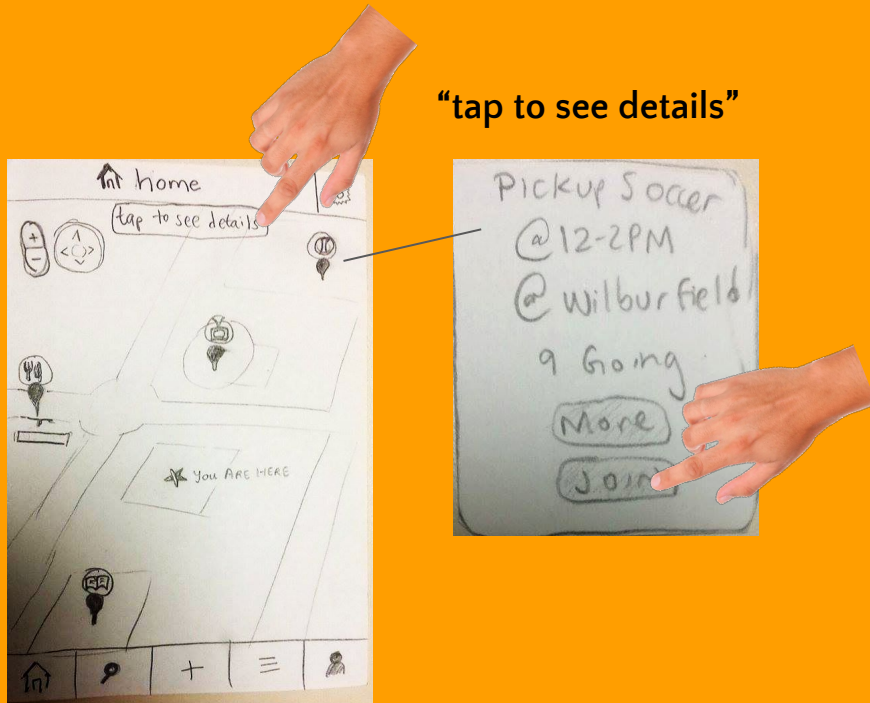
TASK 2.b: You want to play soccer. Find and join a relevant event.



"Join"

"List"

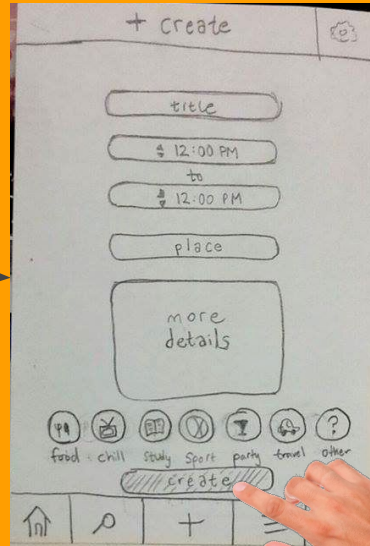
TASK 2.c: You want to play soccer. Find and join a relevant event.



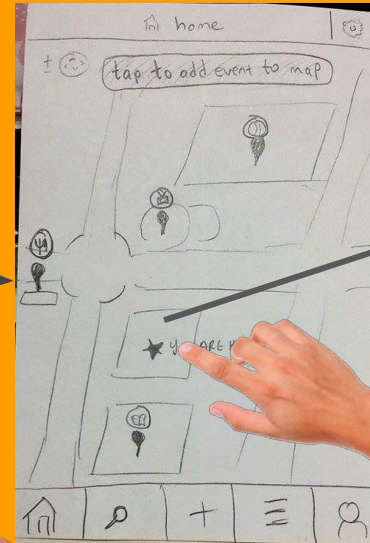
TASK 3: You want to Netflix and chill with new people from 9PM-10PM at your current location. Create an event.



“Create”



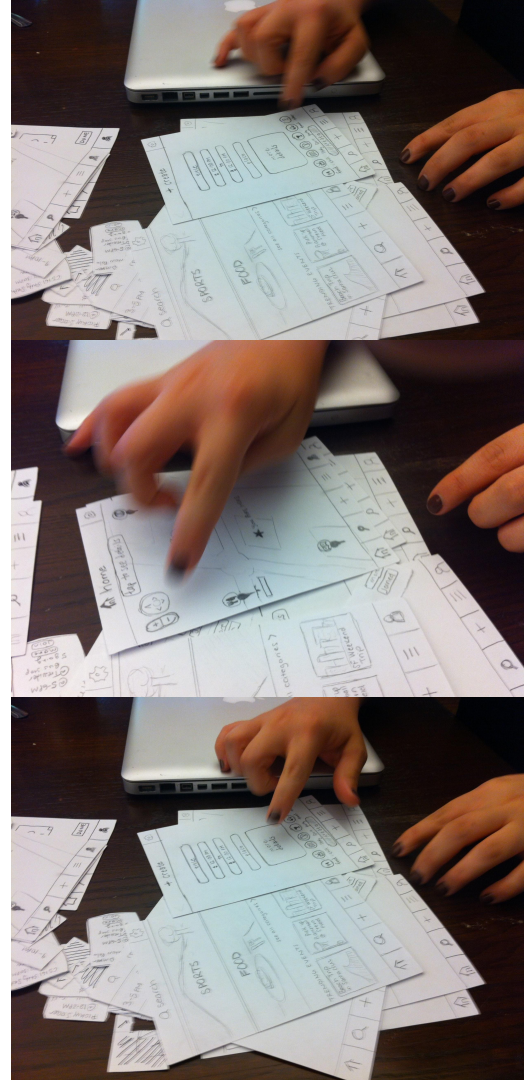
“Create”

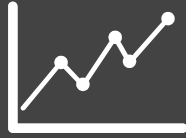




METHOD

- **participants:**
 - students & travelers
- **environment:**
 - seated at large tables
 - facilitator next to participant
- **procedure:**
 - set team roles
 - consent form
 - participant talked us through
 - wrote down observations
 - Q&A at the end
- **test measures:**
 - +/- log
 - task flow of participants
 - Q&A

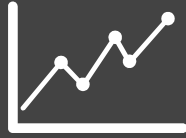




RESULTS

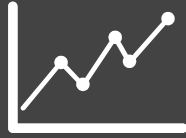
- 🏷️ homepage:
 - + navbar
 - + icons
 - map

- 🏷️ icons:
 - + universal



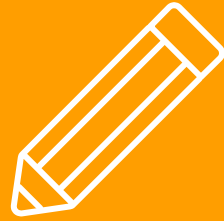
RESULTS

- 🏷️ task 1 (adding interests to profile):
+ few clicks
- 🏷️ task 2 (searching for and joining events)
 - + straightforward
 - event blocks



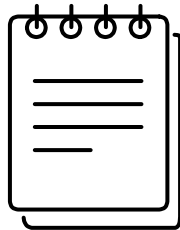
RESULTS

- 🏷️ task 3 (creating an event):
 - + “+” universal
 - + form understandable
 - map to add event



SUGGESTED UI CHANGES

1. Search bar more easily findable
2. Adding location to “Create Event”
3. Minor aesthetic problems → color



SUMMARY

- 📌 well-received and successful
- 📌 changes: increase usability