

Low-fi Prototyping and Testing

Alice Zheng, Yuetong Wang, Liang Zhang



Value Proposition



Parking made easy.



Selected Interface & Rationale



Speech



Web



Mobile



AR/VR



Mobile



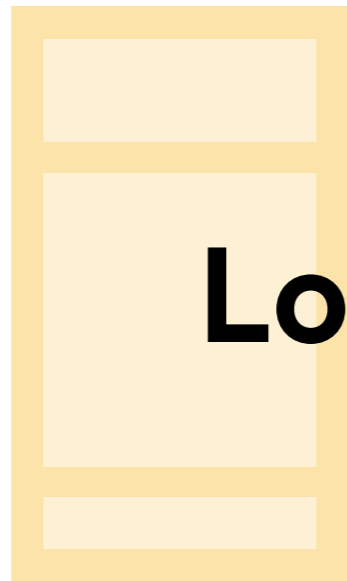
Always with you



Simple & Straightforward



Mainstream platform

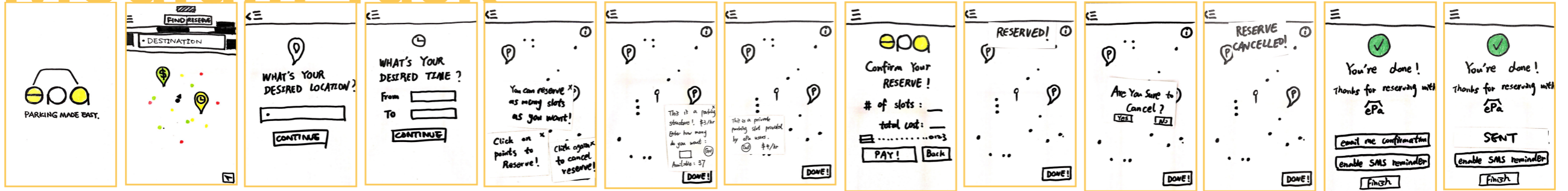


Low-fi Prototypes

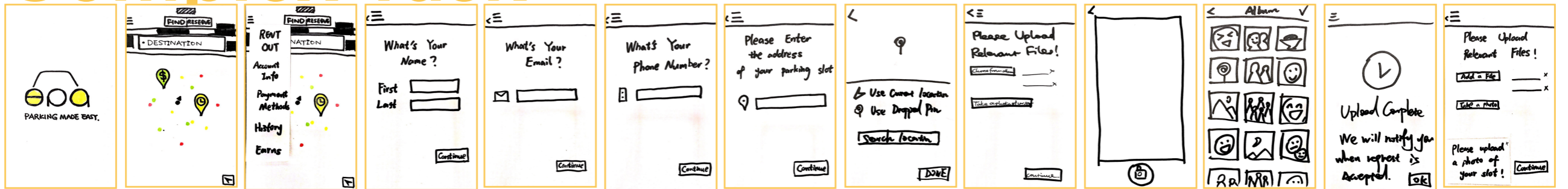
Simple Task



Medium Task

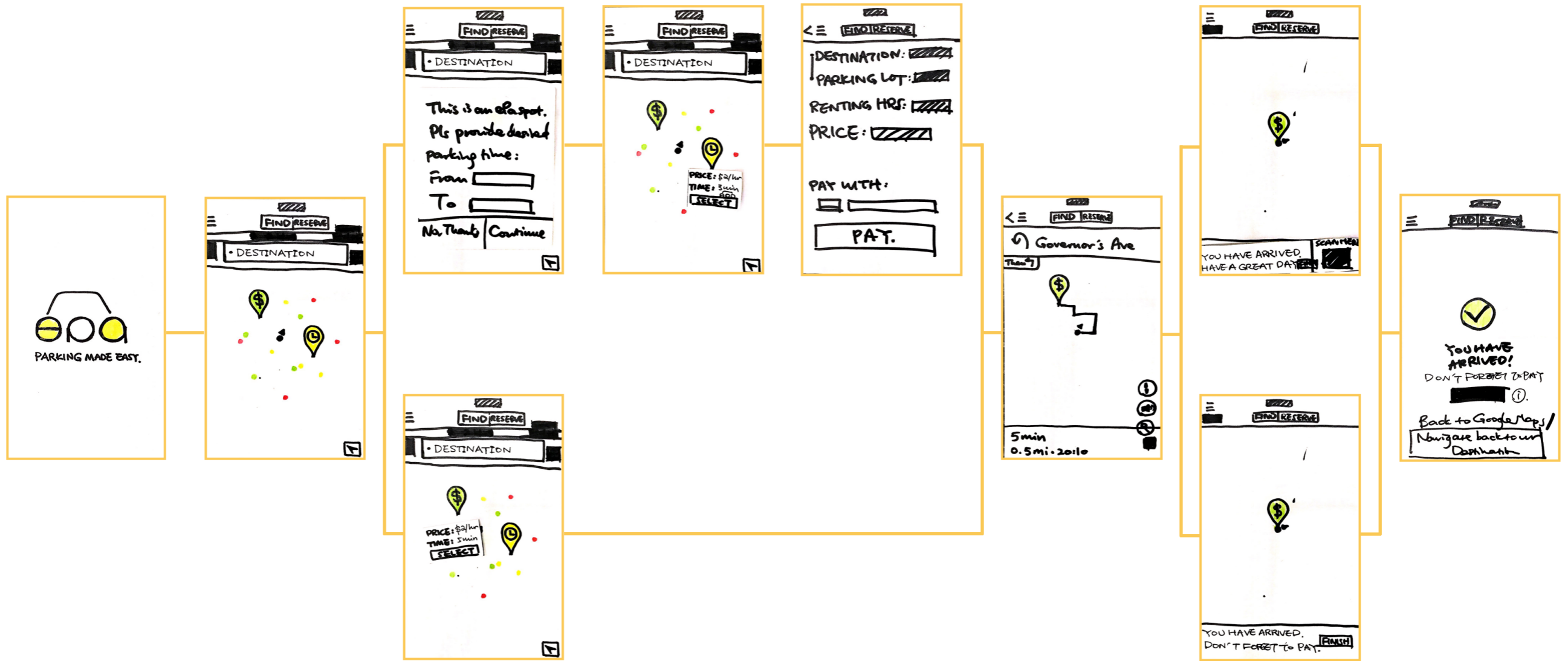


Complex Task



Simple Task

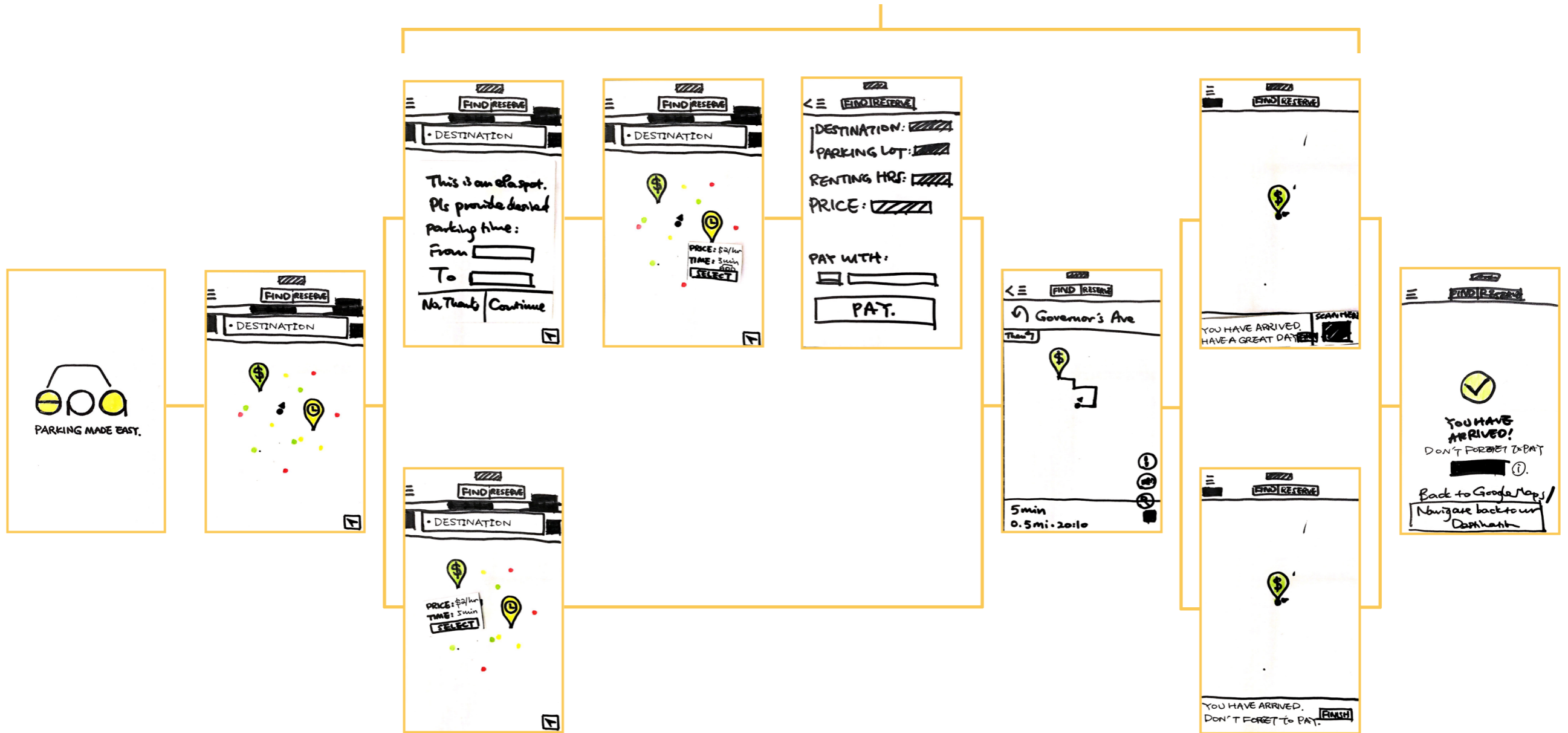
Find a parking space in real-time



Simple Task

Find a parking space in real-time

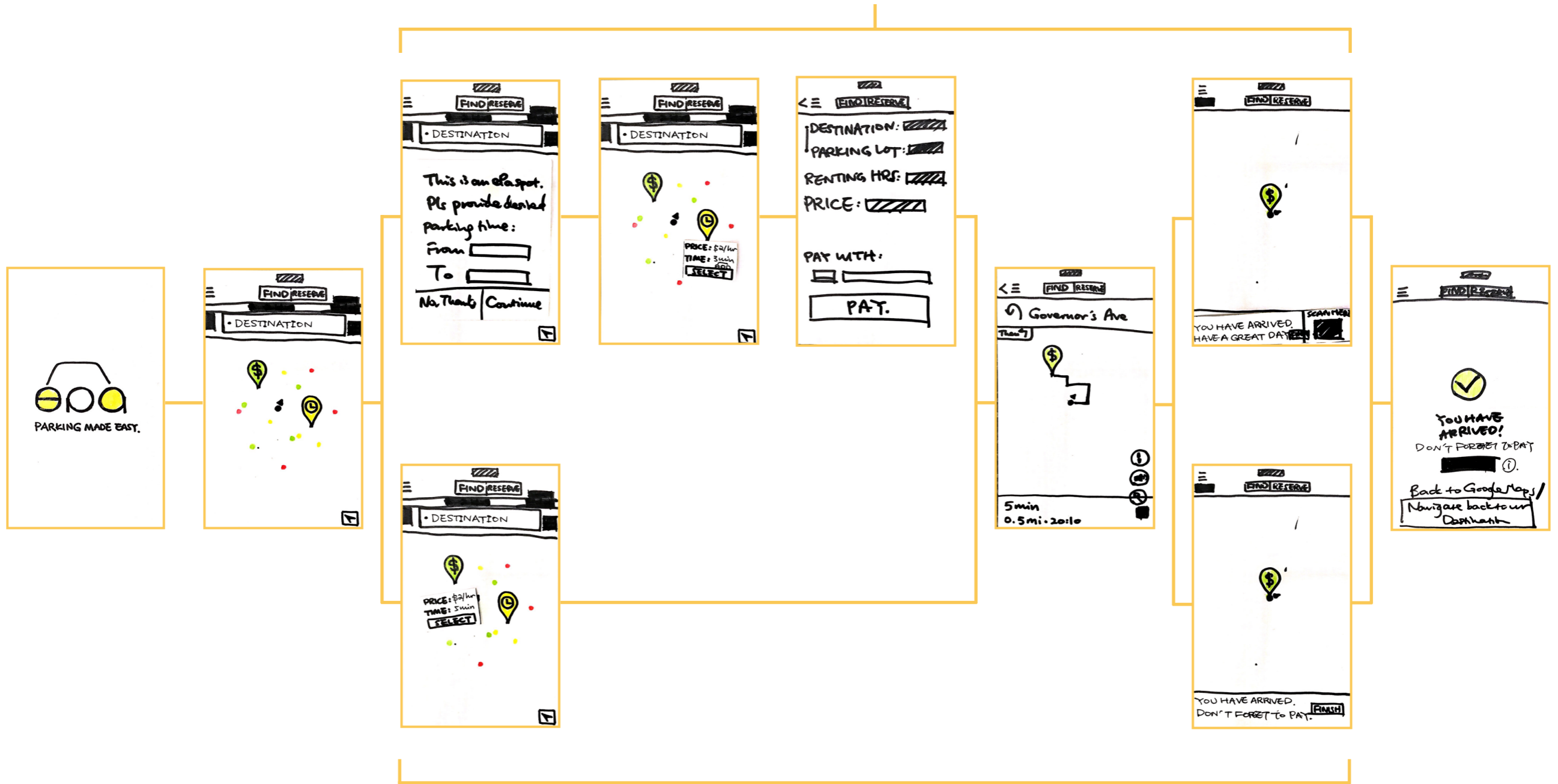
ePa spots



Simple Task

Find a parking space in real-time

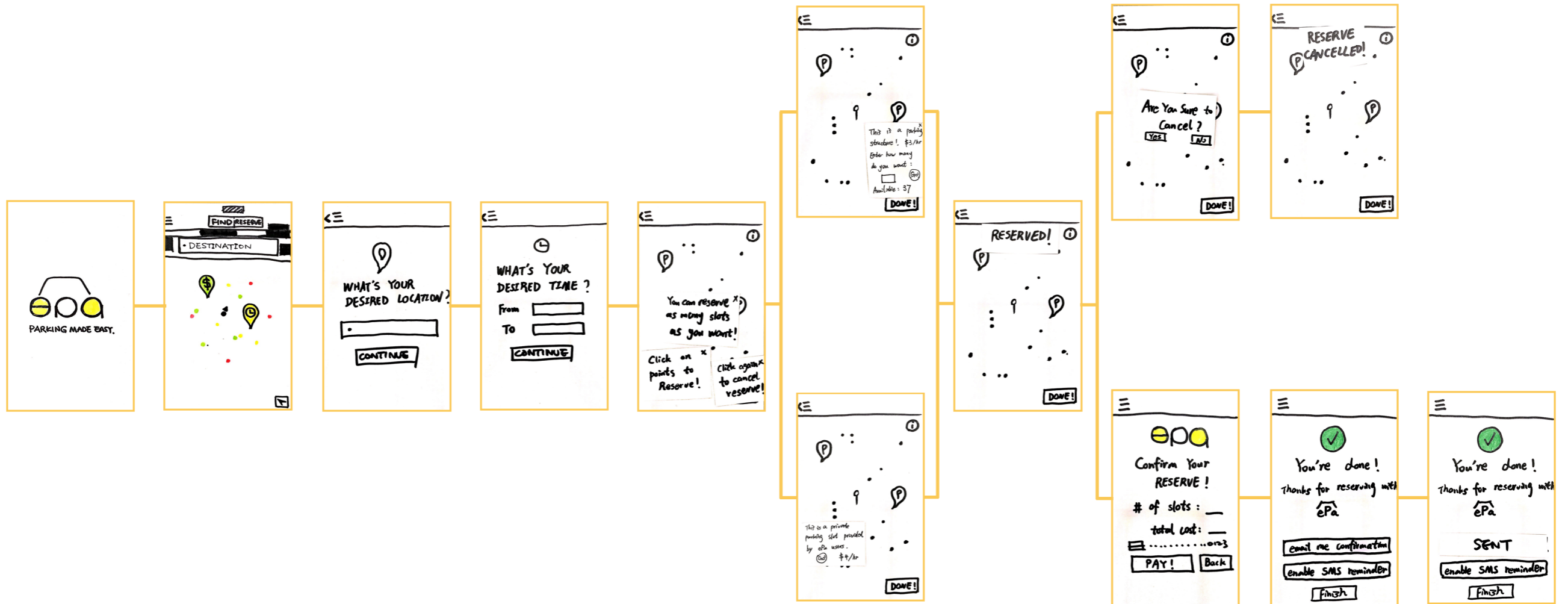
ePa spots



Other spots

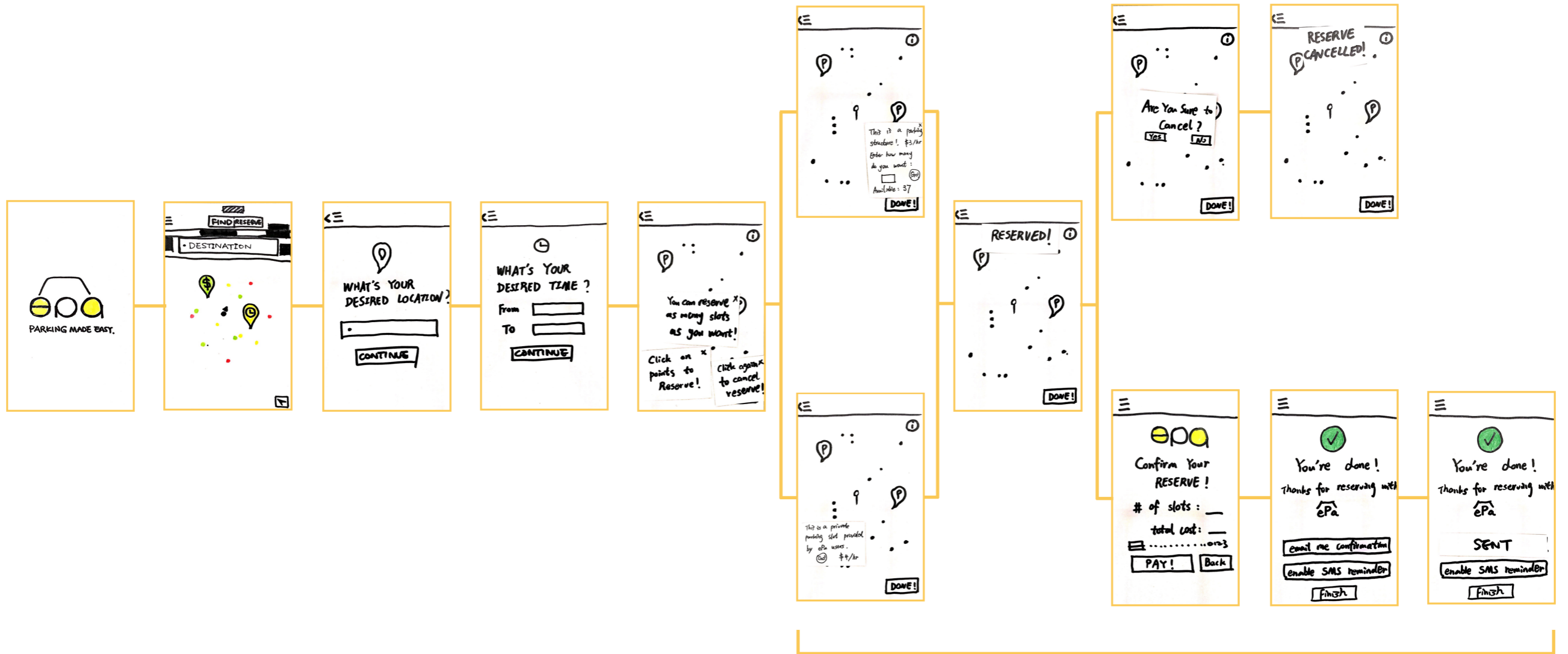
Medium Task

Reserve a parking space



Medium Task

Reserve a parking space

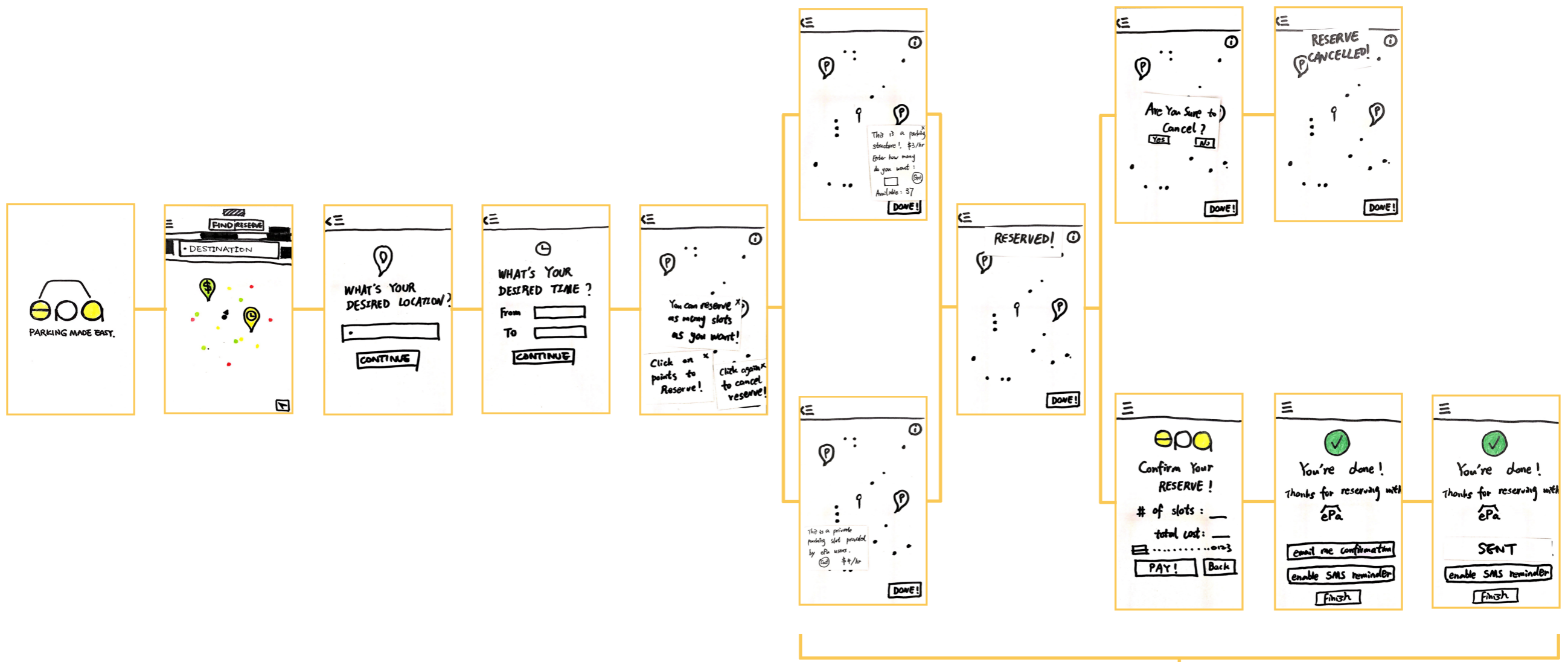


Multiple spots

Medium Task

Reserve a parking space

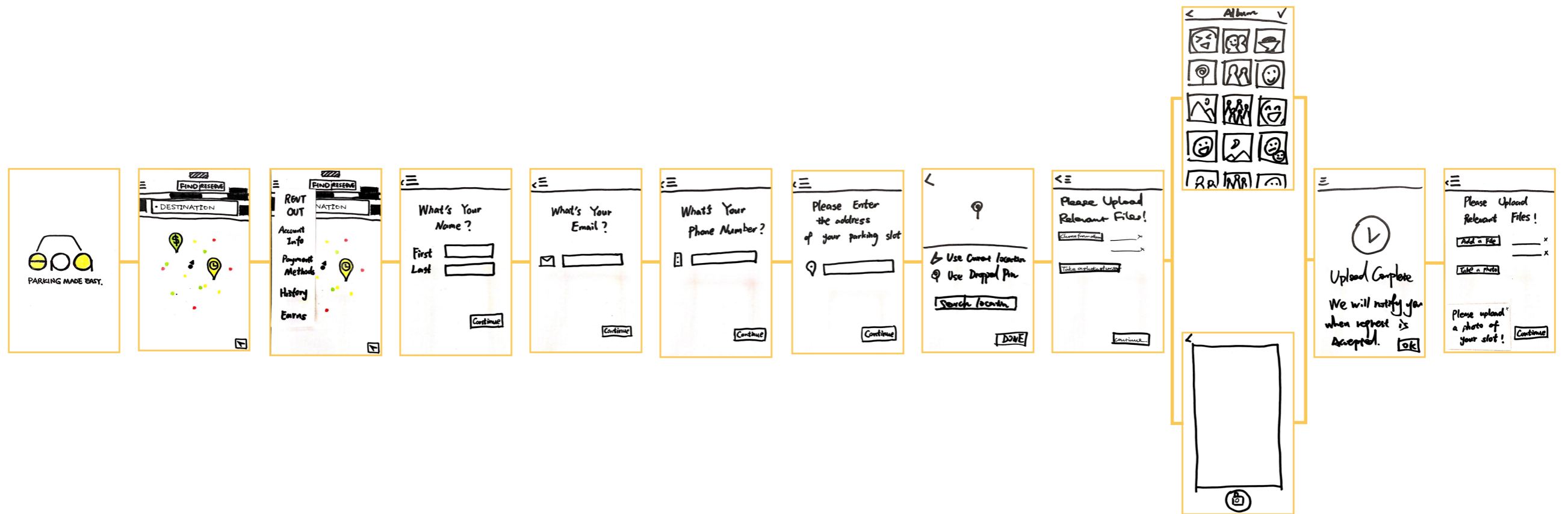
Cancelling



Multiple spots

Complex Task

Rent out private parking spaces

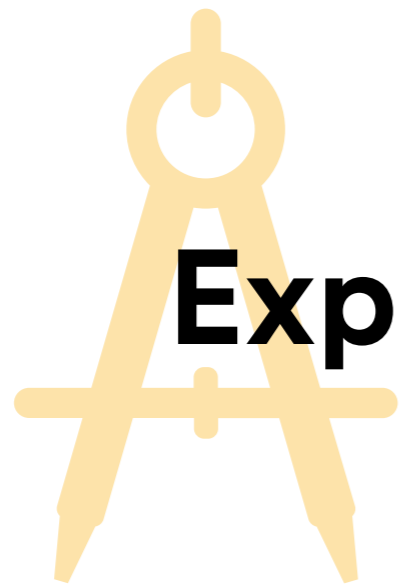


Complex Task

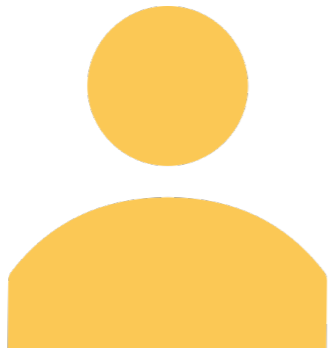
Rent out private parking spaces



Function discovery + Basic info



Experimental Method



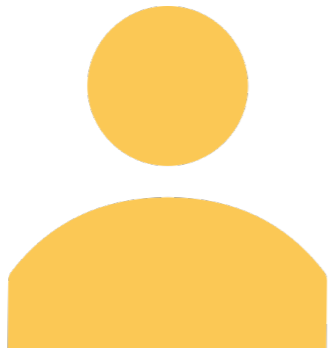
Employee @ Eques



Stanford student



Googler



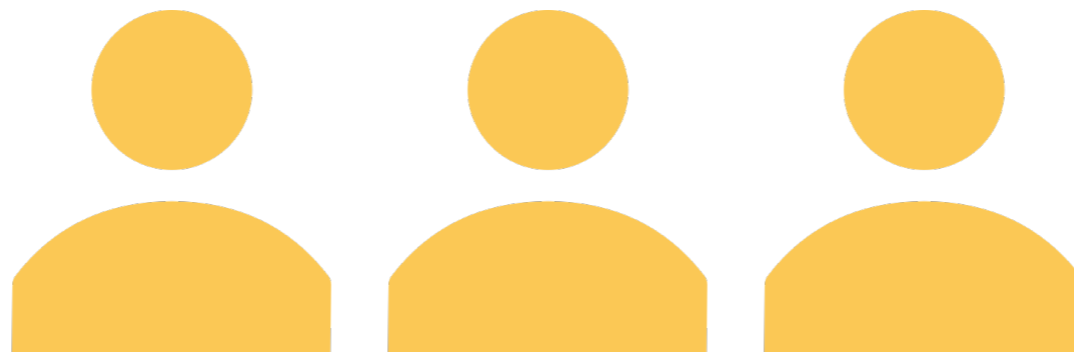
Coupa @ Y2E2



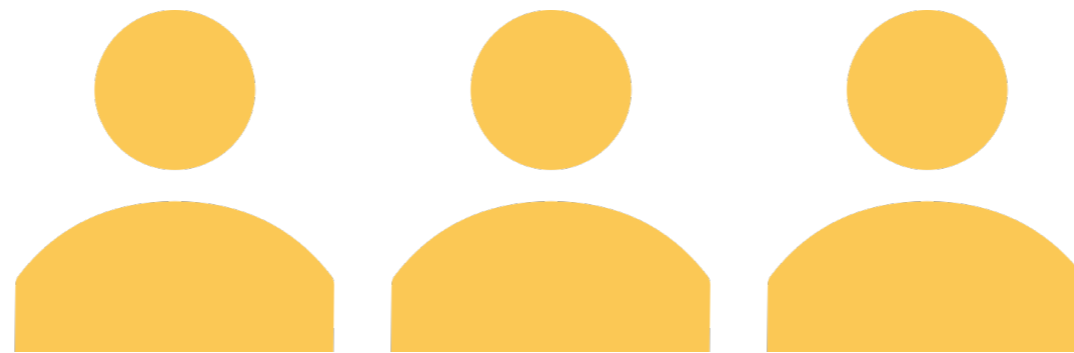
Dorm environment



Meeting room



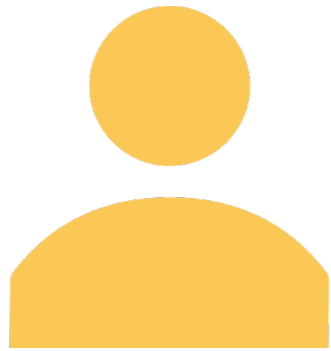
Task Demo



Task Demo - Background Information



Task Demo - Background Information - 3 tasks



Alice Z.



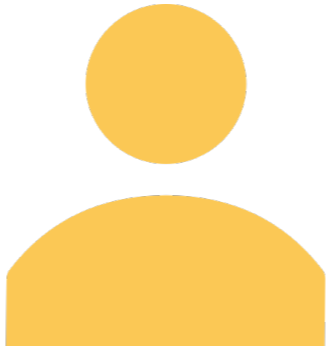
Yuetong W.



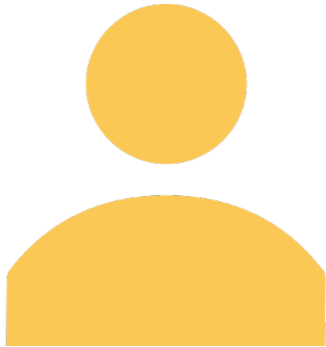
Liang Z.



Alice Z.



Yuetong W.



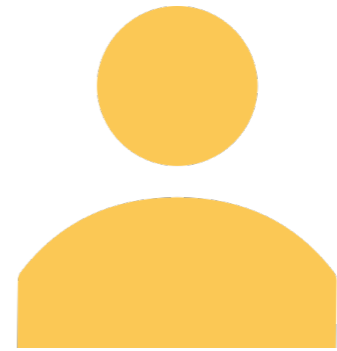
Liang Z.



Alice Z.



Yuetong W.



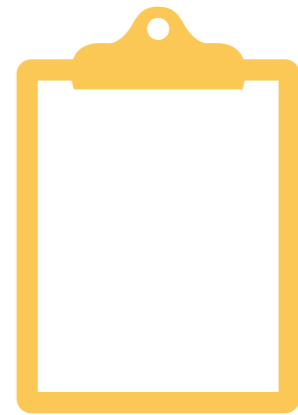
Liang Z.



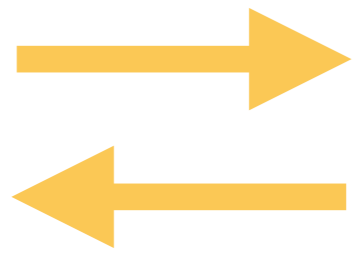
Alice Z.



Yuetong W.



Liang Z.



**Contradictions between user's
behaviors & our expectations**



Time and frequency user stops to think



Points of confusion & guidance

A yellow magnifying glass icon with a circular lens and a handle, positioned to the left of the text.

Experiment Results

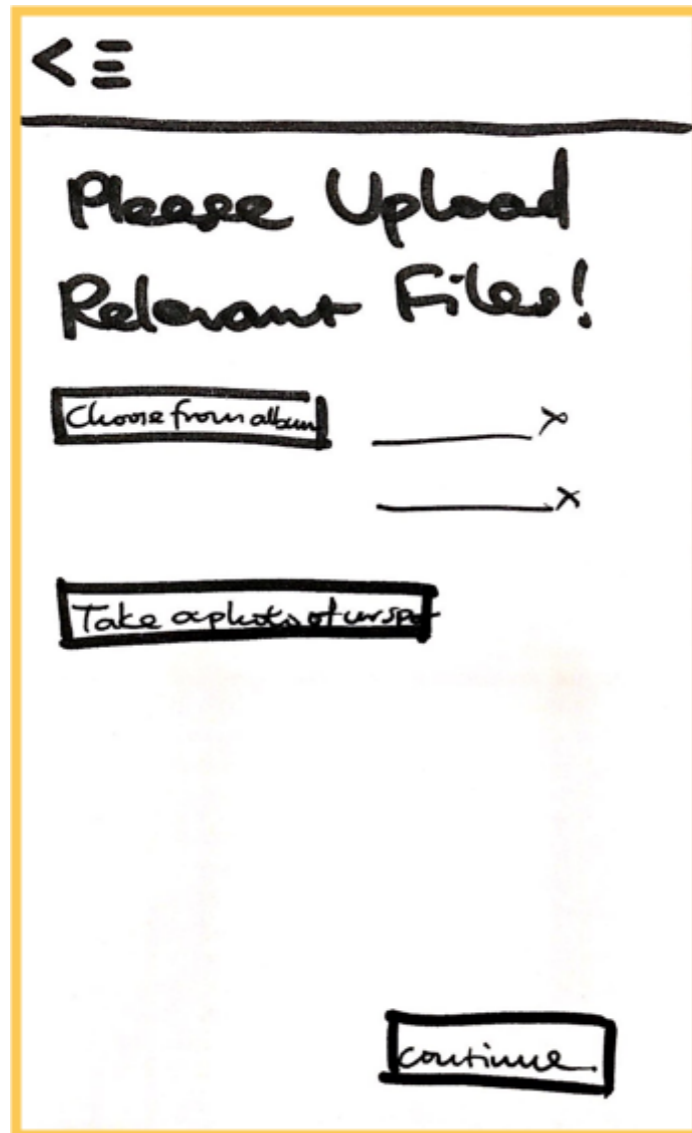


Typing destination as the first intuition



Typing destination as the first intuition

Confusion over the icons and colors



Types of relevant files are missing

☰

FIND RESERVE

• DESTINATION

This is an e spot.
Pls provide desired
parking time:

From

To

No, Thank | Continue

➤

Inconvenient to type while driving



Annoyed by the current task flow



Annoyed by the current task flow



Annoyed by the current task flow



Suggested UI Changes



Provide relevant info & guidance



Clarify between 'Find' & 'Reserve'



Default time settings



All desired parking spots at one go



Email notification to all



Reservation change over SMS



Calendar management



Customer review

Thank you