



# QUEST

Low-Fi Prototyping & Pilot Usability Testing

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# Chapter I

# Value Proposition

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## Value Proposition

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*Break New Ground*

*Meet New People*

*Tighten Your Community*

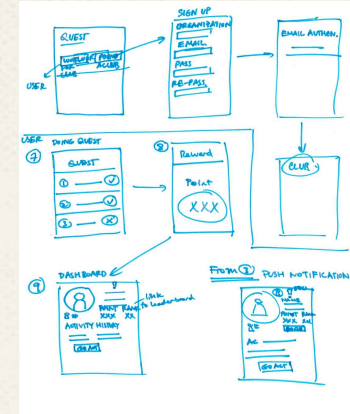
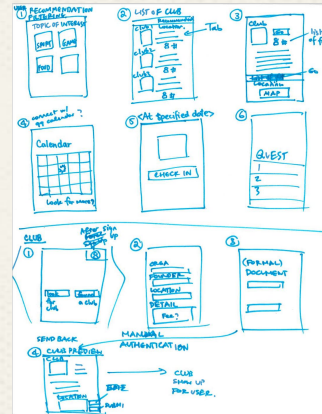
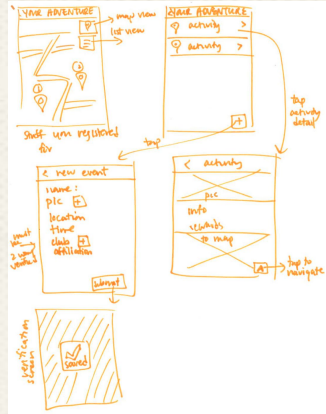
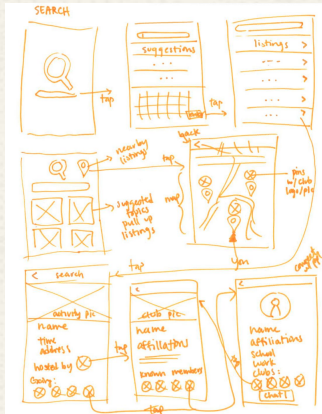
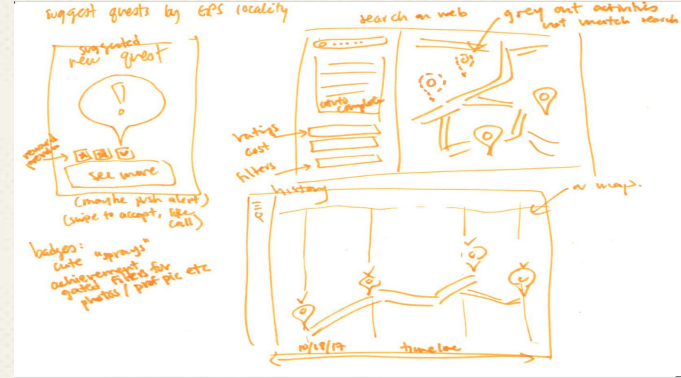
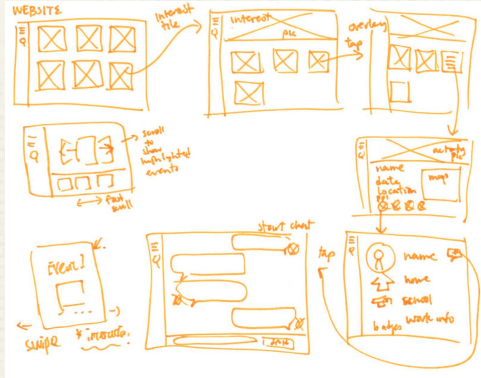


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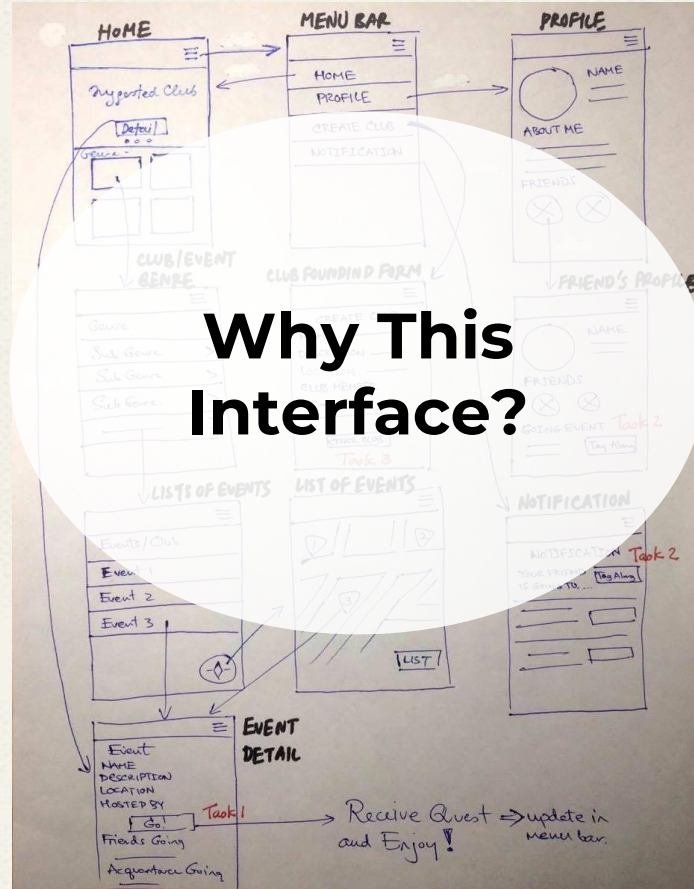
## **Chapter II**

# **Selected Interface**

# UI Interface



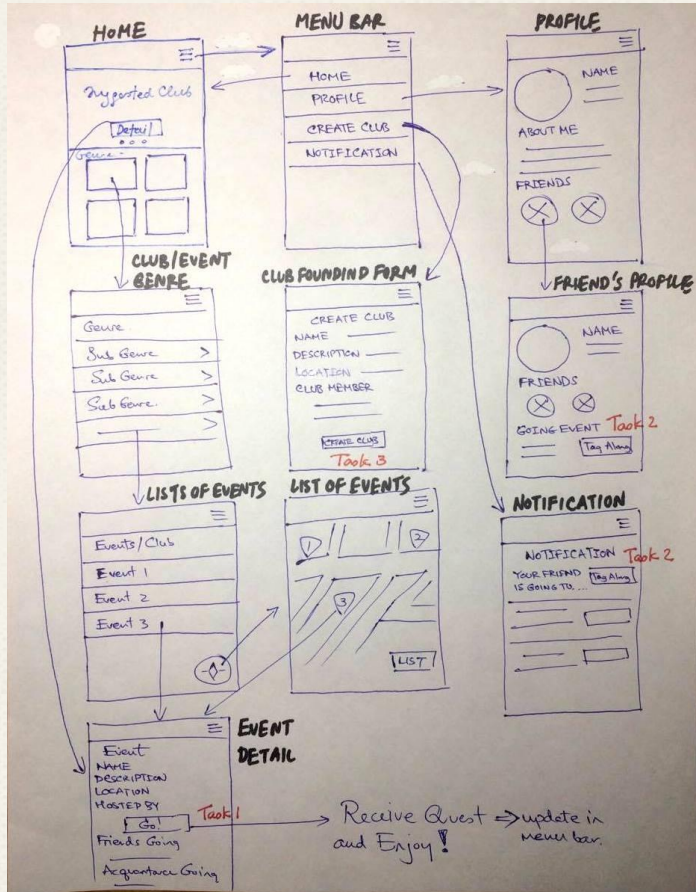
# Selected Interface



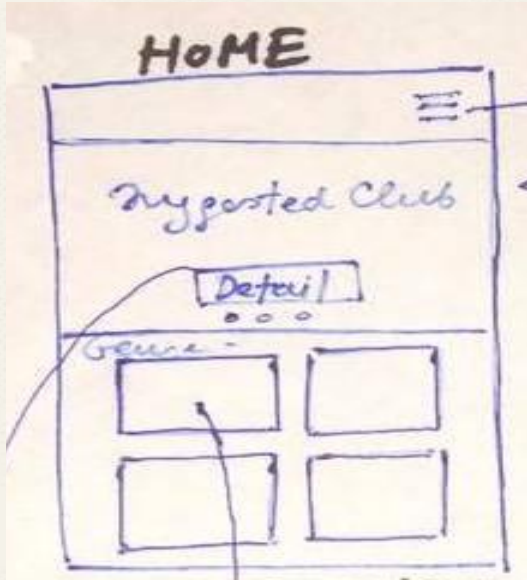
# Selected Interface: Rational

## General Rationale

### 1. Mobile Application



# Selected Interface: Rational

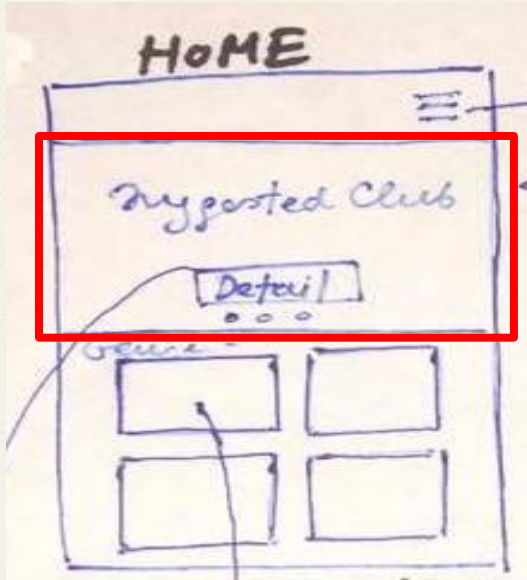


## General Rationale

1. Mobile Application
2. No Search Input



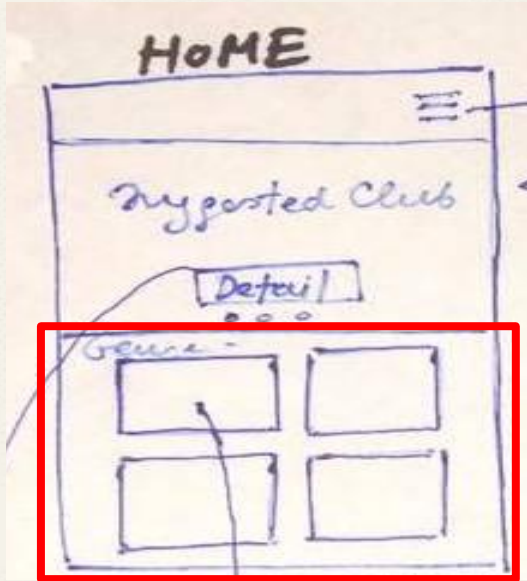
## Selected Interface: Rational



### General Rationale

1. Mobile Application
2. No Search Input
3. One Click To Club/Event

# Selected Interface: Rational



## General Rationale

1. Mobile Application
2. No Search Input
3. One Click To Club/Event
4. Search By Category

## Selected Interface: Rational



### General Rationale

1. Mobile Application
2. No Search Input
3. One Click To Club/Event
4. Search By Category
5. All Tasks in Menu Bar

## Selected Interface: Rational



### General Rationale

1. Mobile Application
2. No Search Input
3. One Click To Club/Event
4. Search By Category
5. All Tasks in Menu Bar
6. List Event By Location



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## **Chapter III**

# **Low-fi Prototype Structure**

# Low-fi Prototype Structure





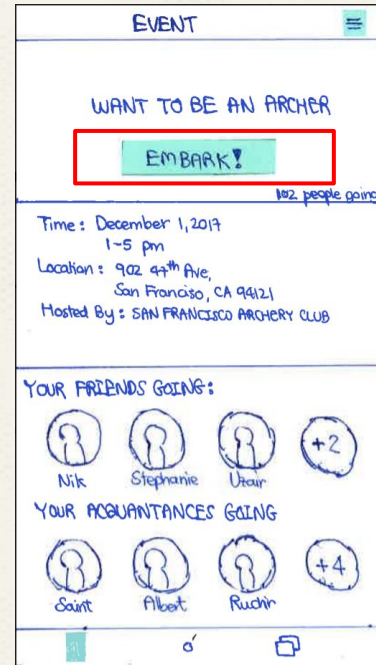
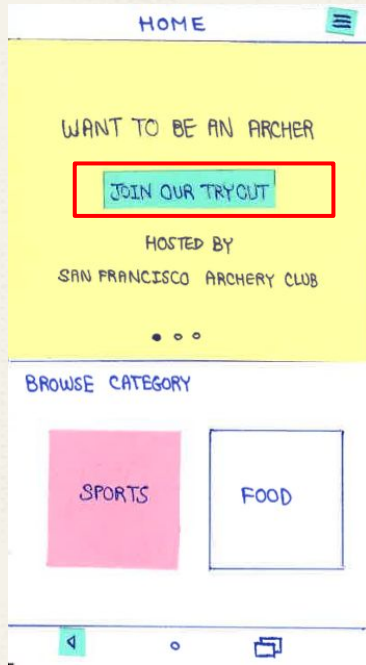
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# **Chapter IV**

# **Task Flows**

# Task #1: Find Existing Club/Event

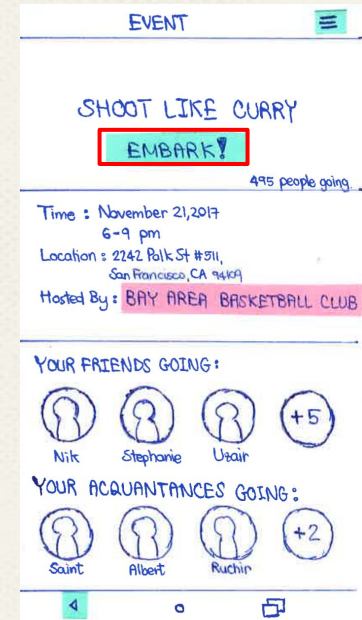
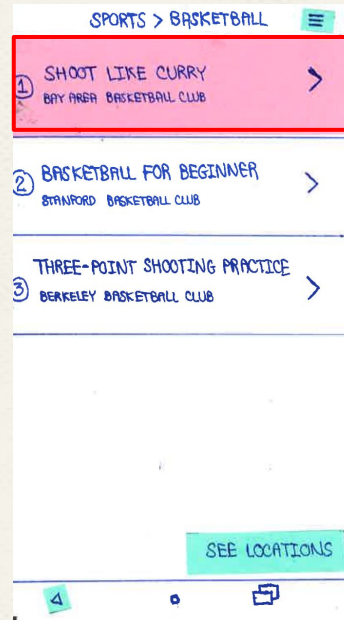
## Method 1: Suggested Club/Event





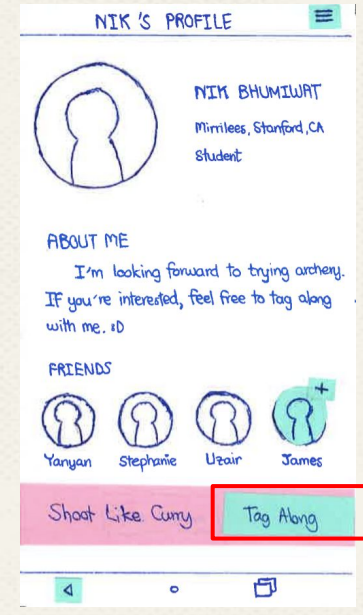
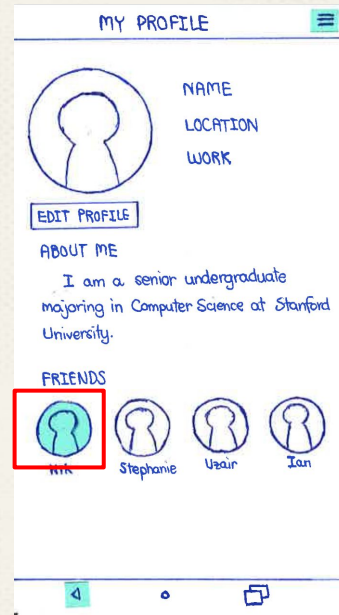
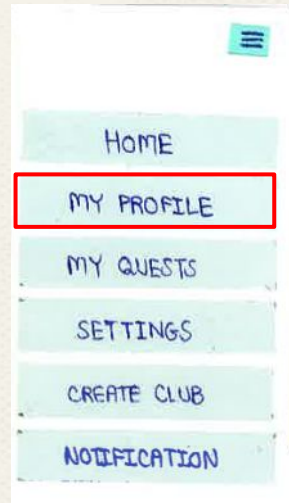
# Task #1: Find Existing Club/Event

## Method 2: Select Category



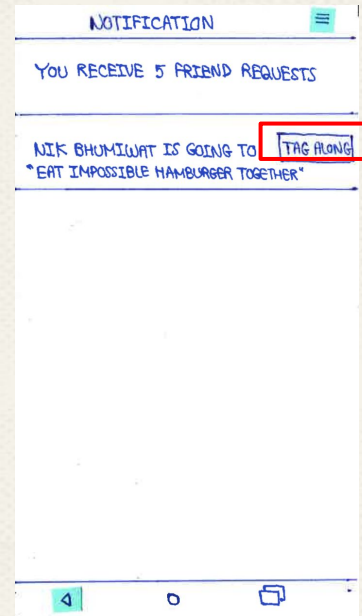
## Task 2: Tag Along To Event w/ Friends

### Method 1: Friends's Profile

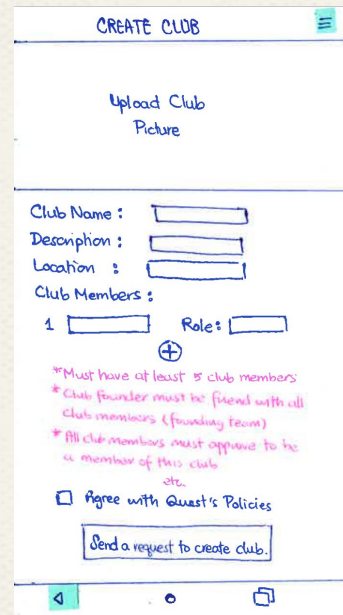
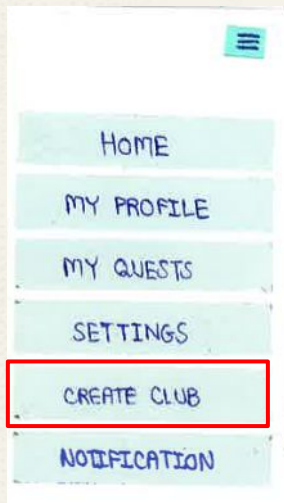


## Task 2: Tag Along To Event w/ Friends

### Method 2: Notification



# Task 3: Creating Your Own Club





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## **Chapter V**

# **Experimental Method**

# Experimental Method

## Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

## Content



## Tresidder Union

# Experimental Method

## Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

## Content



**FedEx Stanford Office**

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## Experimental Method

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### Component

### Content

1. Environment

2. Participants

3. Procedure & Member Roles

4. Tasks

5. Test Measure

### Participation #1

- A senior studying Biology at Stanford
- Working at Stanford Career Center
- Originally from Miami
- Like video games, HBO, and hanging out with friends



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## Experimental Method

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### Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

### Content

#### Participation #2

- Working at FedEx
- Originally from Redwood City
- Like hiking, museums, and hanging out with friends

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## Experimental Method

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### Component

### Content

1. Environment

2. Participants

3. Procedure & Member Roles

4. Tasks

5. Test Measure

### Participation #3

- Working at FedEx
- Originally from Long Beach
- Like sports

# Experimental Method

## Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

## Content

### Member Role

Stephanie

- Facilitator
- Notetaker

Nik

- Computer

Uzair

- Processing data

# Experimental Method

## Component

## Content

1. Environment

### Step 1

Ask for their time and to sign a consent form

2. Participants

### Step 2

3. Procedure & Member Roles

Read the prepared script for introduction and explain about task

4. Tasks

### Step 3

5. Test Measure

Take note on what they perform

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## Experimental Method

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### Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

### Content

#### Task 1

Find an existing club/event

#### Task 2

Tag along to an event with a friend

#### **Task 3:**

Create a club

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## Experimental Method

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### Component

1. Environment
2. Participants
3. Procedure & Member Roles
4. Tasks
5. Test Measure

### Content

#### Test Measure

- Point of Confusion
- Looped Action
- Click something else
- Comment while performing



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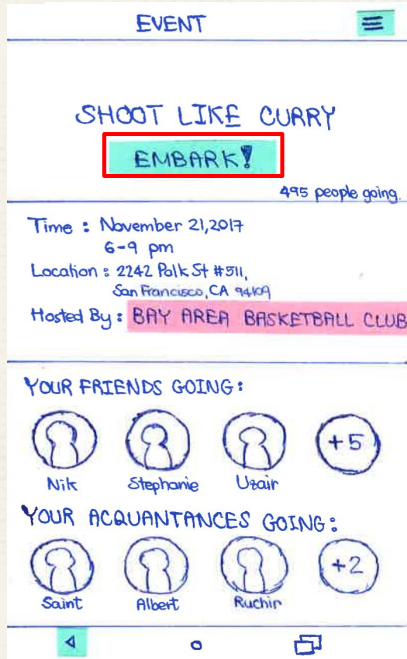
# **Chapter VI**

## **Experimental Results**

# Experimental Results

## Task 1: Finding An Existing Club or Event

### Participant 1



Hesitant for 3 seconds!!!



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## Experimental Results

### Task 1: Finding An Existing Club or Event

#### Participant 2

- Skip suggested activity like participant 1
- Except that he does not hesitate on “Embark!” button

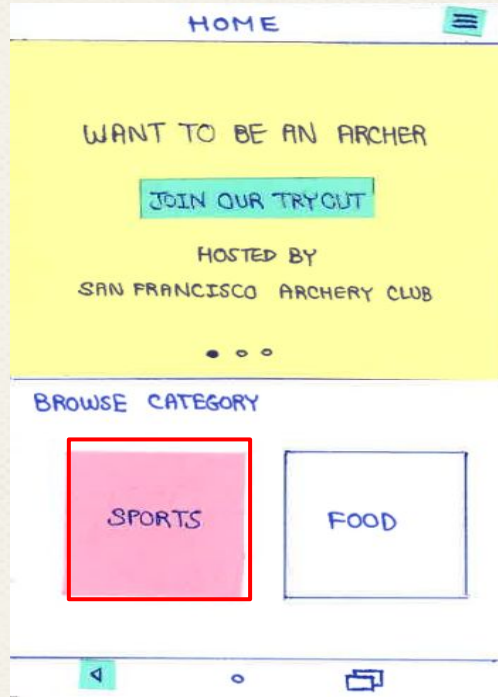
#### Participant 3

- Skip suggested activity like participant 1 & 2
- Ask if “Embark!” button is the right button to register

# Experimental Results

## Task 2: Tag Along To An Event With Friend(s)

### Participant 1



Try to press unavailable friends

“How would I send a notification to join me?”

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## Experimental Results

### Task 2: Tag Along To An Event With Friend(s)

#### Assumption

- Limitation of Low-fi Paper Prototype
- Should be able to see all friends' profile

#### Quick Solution for next participant

- Assume that if the participant click on friend's profile, it will show Nik's profile in which it will have a tag along button at the bottom

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## Experimental Results

### Task 2: Tag Along To An Event With Friend(s)

#### Participant 2

- Go to all options in menu bar except my profile
- Go to my profile and friend's profile multiple times but could not find tag along button
- After three cycles, he succeeds the task

#### Participant 3

- Pull out a friend profile and click tag along very easily
- Mention “This is cool. I’d download it.”

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## Experimental Results: Participant 1

### Task 3: Found a Club

Go Smoothly for all participants



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## **Chapter VII**

# **Suggested UI Change**

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## Suggested UI Change

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- Add “Friends” button to menu bar
- Change Word “Embark” to “Going to Event”
- Change Word “Tag Along” to “Going to Event”
- The first suggested activity is very essential. Change “archery” to something else such as “basketball”



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# **Chapter VIII**

## **Summary**



**THANKS!**

*Any questions?*

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## CREDITS

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Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)
- Backgrounds by [SubtlePatterns](#)