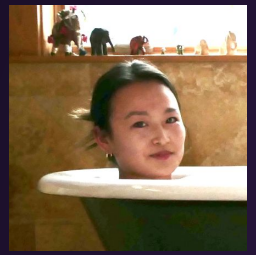
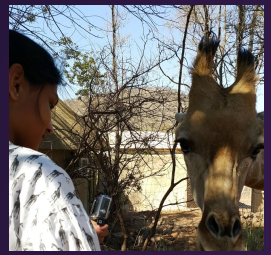
ASSIGNMENT 5:

Low-fi Prototyping & Pilot Usability Testing

Coalease Founders



Kaili Wang
Computer Science



Kiara Nirghin
Computer Science

Robert Ross
Computer Science

George Younger
Computer Science

Problem & Solution Overview

- Moving into a physical space is daunting & complex
- Amplified for small businesses in the creative industry
- Spaces are often too expensive, too large, and difficult for a single leasor
- Coalease aims to bring creators under one roof, complement each other's products, and build community

Mission Statement & Value Proposition

Mission Statement

Our goal is to bring the communities of creators together in order to leverage a larger group size to reduce the difficulties associated with navigating a lease for a physical space.

Value Proposition

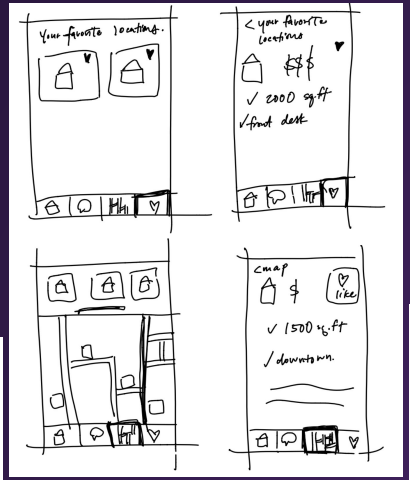
Create with creators.

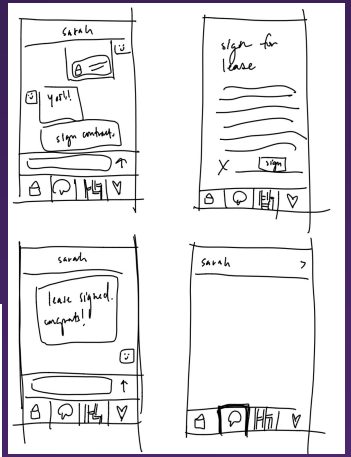
Selected Interface & Rationale

Type	Pro	Cons
Mobile (People Focused)	• Co-leaser > Location • Mobile is more conducive for communication • Opportunity to improve mobile use in this area	• Laptops are the preferred medium for business use • People don't typically search for real estate on their phone
Desktop (Location Focused)	• Preferred method for business dealings	• Loses niche due to functioning similarly to Zillow • Lower engagement and less flexible notification options

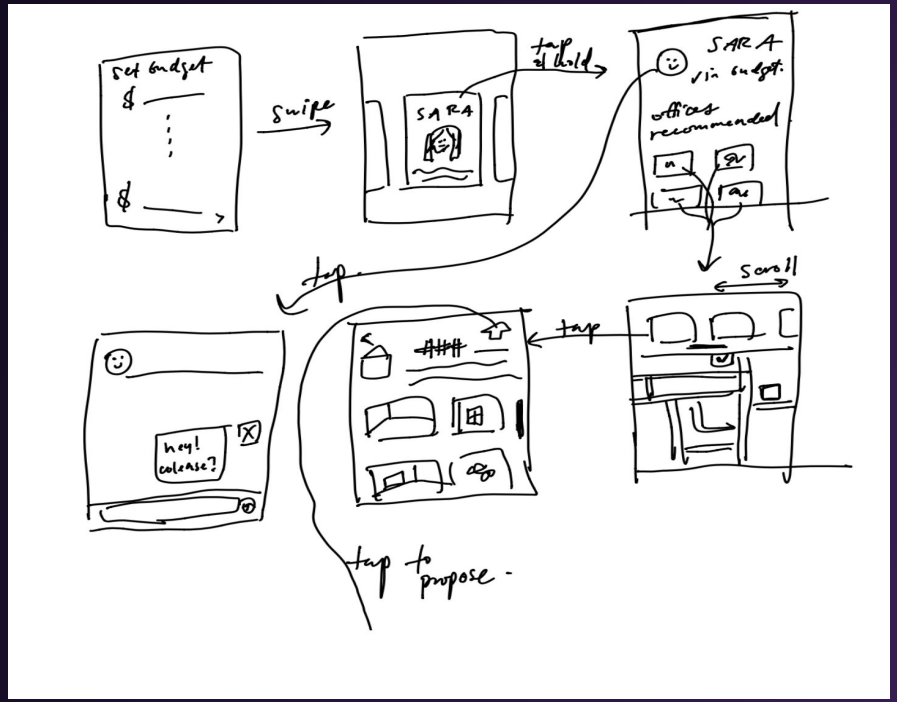
We decided to pursue a people first approach on a mobile platform for our interface.

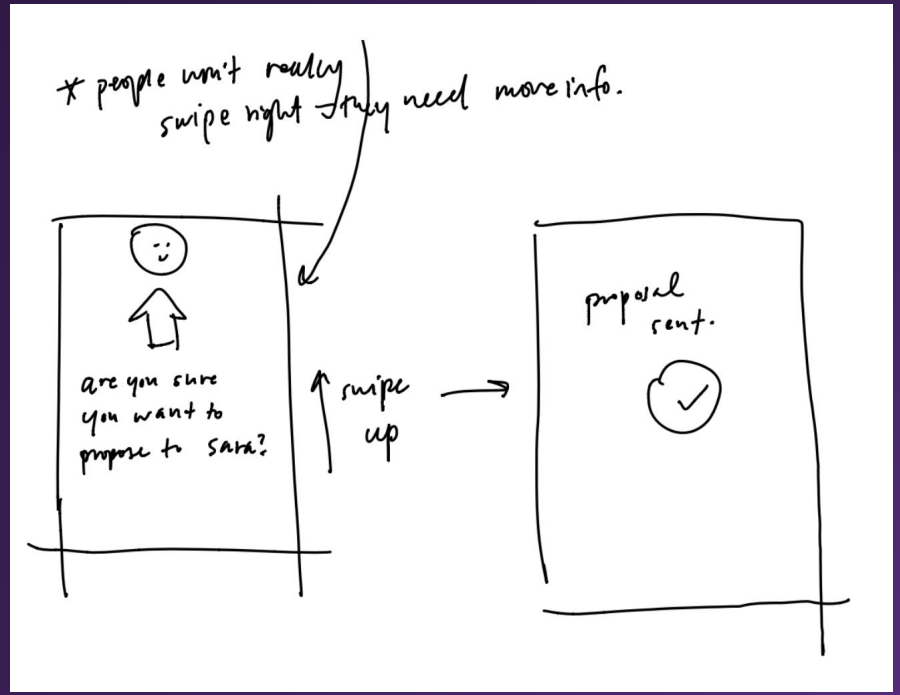
Low-fi Prototype Structure



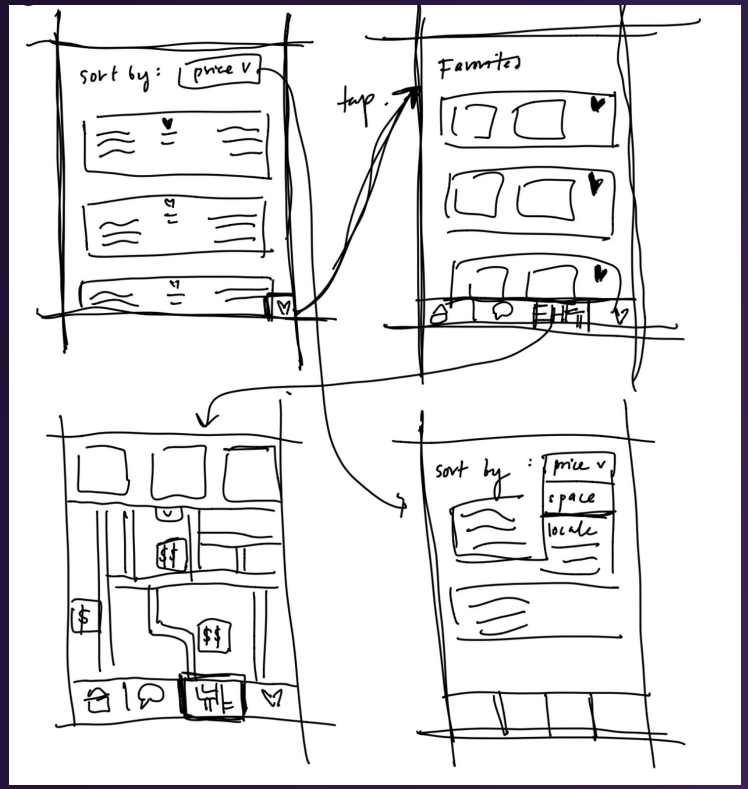


Task 1: Find Space to Rent & Set Budget

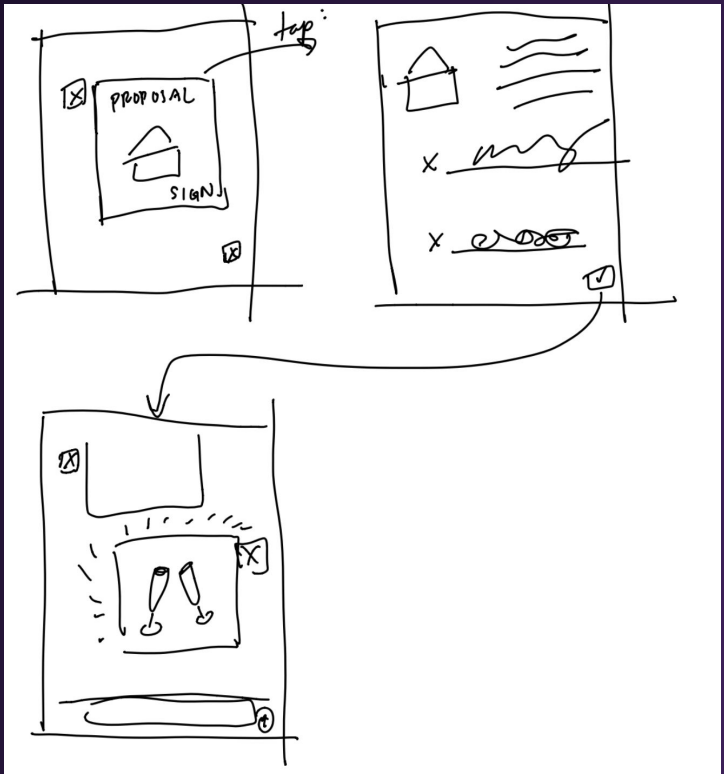




Task 2: Comparing Different Spaces



Task 3: Finalize and Sign Agreement



Experiment Environment

- 6 Tasks
- Provided one task at a time to perform using our prototype in Marvel
- Timed each task
- Asked for detailed responses when walking through the app

Experiment Participants

Cameron

- From Aspen, Colorado
- Landscape Photographer
- Young professional in the photography industry

Jessie

- From Jacksonville, Florida
- Portrait Photographer
- More tenured professional in the photography industry with knowledge of gallery space

Abel

- From Denver, Colorado
- Graphic Designer
- Has some experience with gallery spaces, but is well connected in the industry

Experiment Results - Task Times

- Successfully completed all tasks
- Short completion times for simple tasks
- **LIKE** a place on the map took more time to complete than other tasks indicating possible confusion

	P1	P2	P3
“Like” a place on the map	1:27	1:48	:42
Find another person with similar vibe	1:23	1:02	:20
Chat with the other person	0:23	:05	:03
Compare common “liked” places	0:27	:03	:05
Propose a place	0:14	:15	:04
Sign lease agreement together	0:09	:10	:07

Experiment Results - Complaints

- Unclear how to go about liking a place
- Wanted different information on the cards
- Confused on map functionality

P1:

Incident	Severity
Looking for chats before finding a person to lease with	3
Wanted to be able to go back from someone's profile to the list of other creators (currently no button)	4
Wanted to be able to tap places directly on the map, not just up above the list of places	3
Tried to swipe right on someone to say he was interested instead of tapping/chatting	3

P2:

Incident	Severity
Thought you should press the bottom right heart to "like" a place	4
Would like rental length to be a feature of the profiles	4
Wanted tapping the top row of places to correlate somehow to a place in the map (hover turns red)	3
Would like something like Airbnb "verified" user for other profiles	4

P3:

Incident	Severity
Thought you should go to heart tab to like a place before he looked at map	4
Would like specific medium (landscape photography, surrealist painting) to be a feature of the profiles	3
Speech bubble icon next to "propose" would be helpful	1

Experiment Results - Successes

- Interface was intuitive
- Found comparison for places both parties liked very helpful
- Excited about the product and problem it solves for them

Thought bottom bar interface was intuitive	2
Really enjoyed having an entire tab dedicated to “liked” places, very easily accessible	3
Enjoyed being able to see other peoples’ bios in their profile page with desired locale traits	1

Comparison tool for places they’ve both liked is incredibly useful	4
Liked the design of the profiles, thought the occupation was the most important aspect so liked that that was highlighted	3
Liked that the profile cards weren’t too cluttered- enticed him to click on them to learn more	2

Liked that the top of the “both liked” section was both liked followed by each individual’s likes, good way to explore	4
Liked that you could specify the style of office you wanted- thought that was helpful in finding matches	3

UI Changes

- Change the heart button on the bottom to better reflect a profile vs a like button
- Add back button from viewing profiles
- Add updated card info

Summary

- Users were excited about the product and stated it would simplify an archaic process
- Map functionality and how to like a space were confusing points functionally

Thank You

CREDITS

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

- Presentation template by SlidesCarnival
- Photographs by Unsplash
- Illustrations by Pixsellz