

User-Centered Design Week 7 Template

Final deliverable content (part 2.1)

Please use this template to prepare the PDF report for your final report part 2.1 group deliverables of week 7. Please respect the word limits and the structure provided. Any material exceeding the word limit, or outside the provided structure will not be read.

Do not forget to calculate the word count where indicated.

Overall goals

- Iterate user interfaces through paper & digital prototyping & follow interface guidelines
- Try different types of prototypes & compare them (paper prototyping & click prototype)
- Prepare prototypes for user testing

1. Describe the overall concept of your envisioned app (max. 50 words)

Overall app concept

The app is meant to aid users in the process of finding apartments in New York. It matches users based on similarities in hobbies and interests in a specific location. The app has a comprehensive map, pictures and a built-in chat function for added sociability.

Word Count: 46

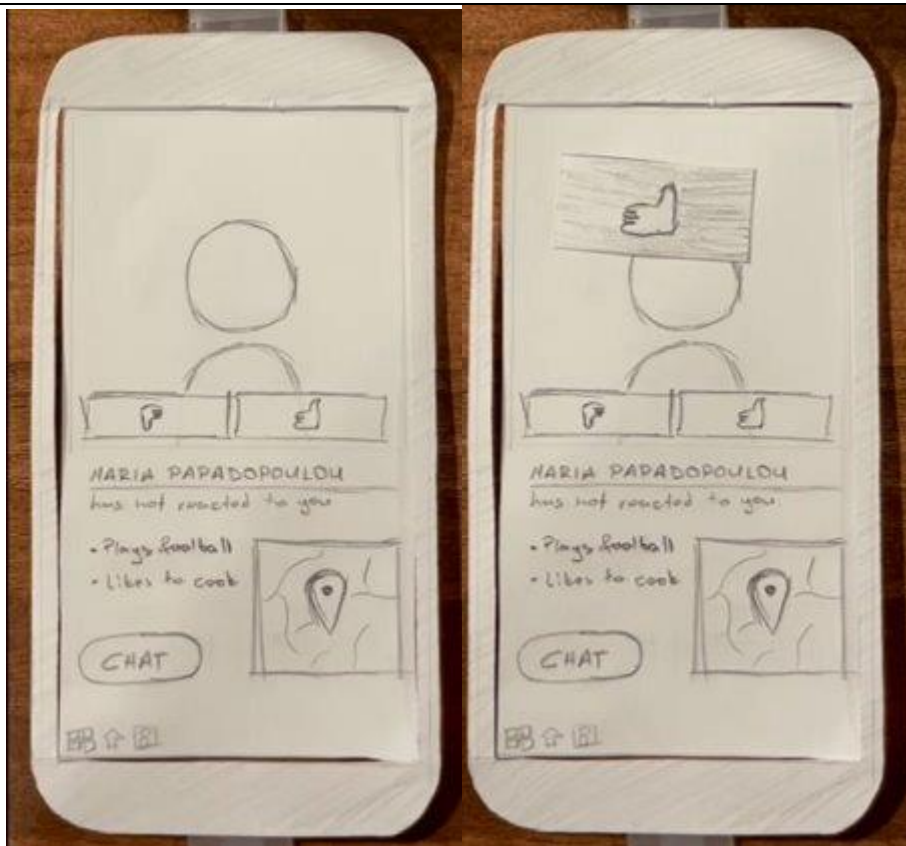
2. Describe briefly the final versions of the two different paper prototypes that you designed and outline the differences and include pictures of your paper prototypes (max. 150 words).

Paper prototype variant A (The more enjoyable variation)

UX/UI goal: Enhancing sociability, rewarding

Usability aspect: satisfaction, learnability

This first version shows possible roommates with their hobbies and characteristics. The app will help individuals find roommates through a rewarding and sociable interface. In contrary to the second interface, this one will be more satisfying and pleasurable to use.



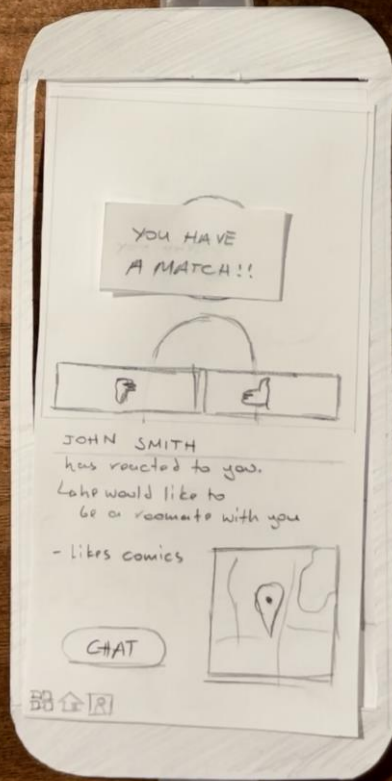
Paper prototype variant B (The more helpful variation)

UX/UI goal: Helpful, engaging

Usability aspect: efficiency, utility

The second paper prototype shows a comprehensive map with available houses in different areas of the city in question. This function is helpful to users that want an orderly view of available accommodations in the area that they prefer.

The first prototype is sociable and rewarding to use. By swiping possible future roommates, the second prototype is more efficient and helpful in finding an accommodation. The social aspect of swiping on different people is also changed to a map that shows available buildings. Therefore, the second prototype is less sociable, but more effective.





Word Count: 150

3. Reflect upon the findings of testing the first iteration of paper prototypes and how this informed the improved final iteration (max. 100 words)

Reflection: findings from paper prototypes

The first iteration has a swiping, Tinder-like, feature to evoke a rewarding user experience. When creating the first iteration of the prototype we had concluded that the interface was too focused on potential housemates, resulting in a clear lack of useful information when considering an accommodation. For our first final prototype, we added social characteristics on users' profiles to create a more sociable environment.

On our second prototype we focused mainly on the location aspect which was meant to provide users with comprehensive information regarding housing, which ended up stimulating increased usability.

Word count: X

4. Describe the final designs of the two clickable digital prototypes (max. 100 words) and include screenshots / photos (+ URL if available).

Digital prototype variant A

This variant focusses on finding a roommate. The user can like/dislike a prospective roommate's profile by swiping left/right. Important user information (photos and characteristics) is presented along with a map (to identify location) and a chat function (to socialise). The chat list is colour-coded as seen below.

Link of the prototypes on Figma:

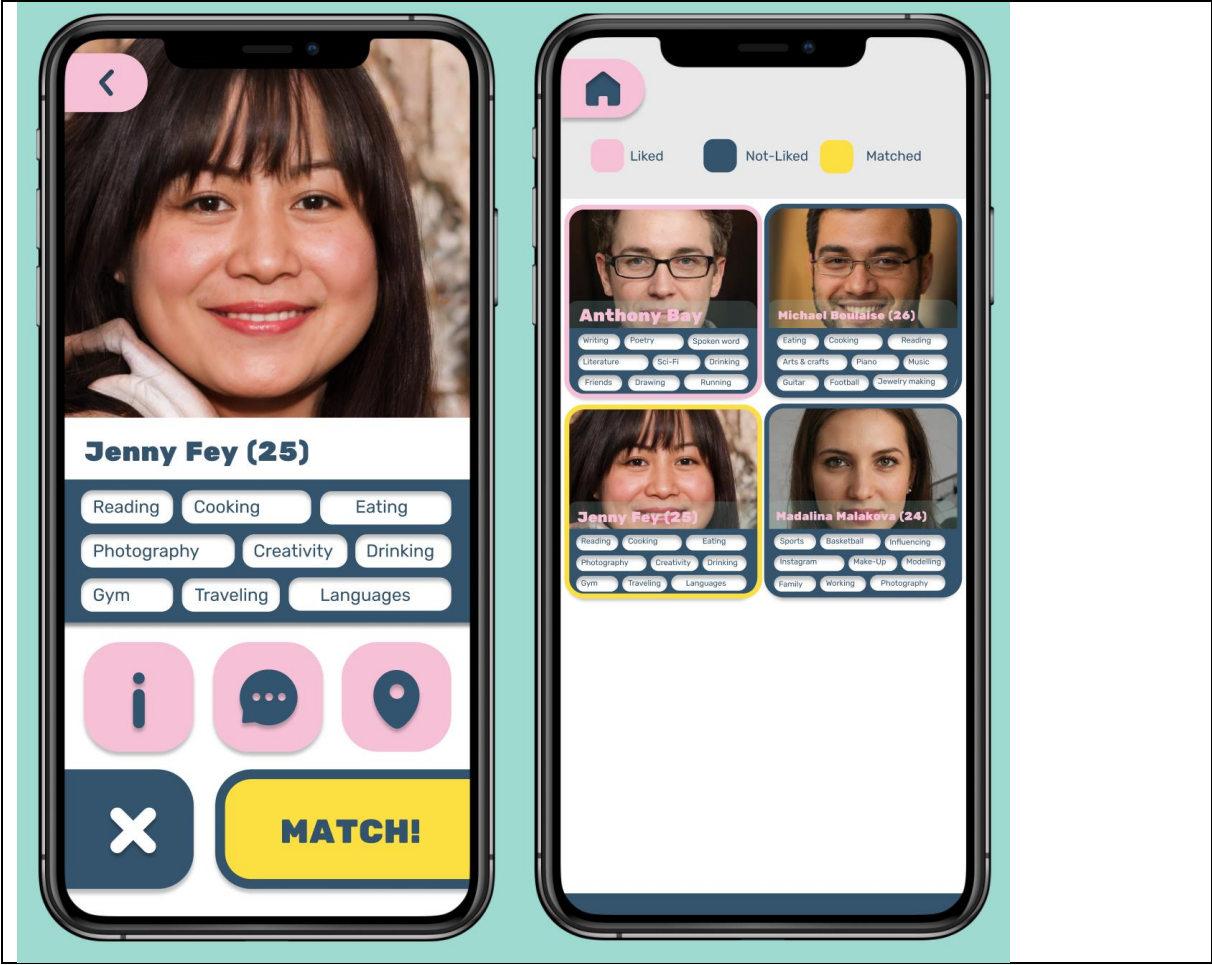
<https://www.figma.com/file/WQadMtWqdy5QLBvYzDUjkl/Digital-Prototype?node-id=0%3A1>

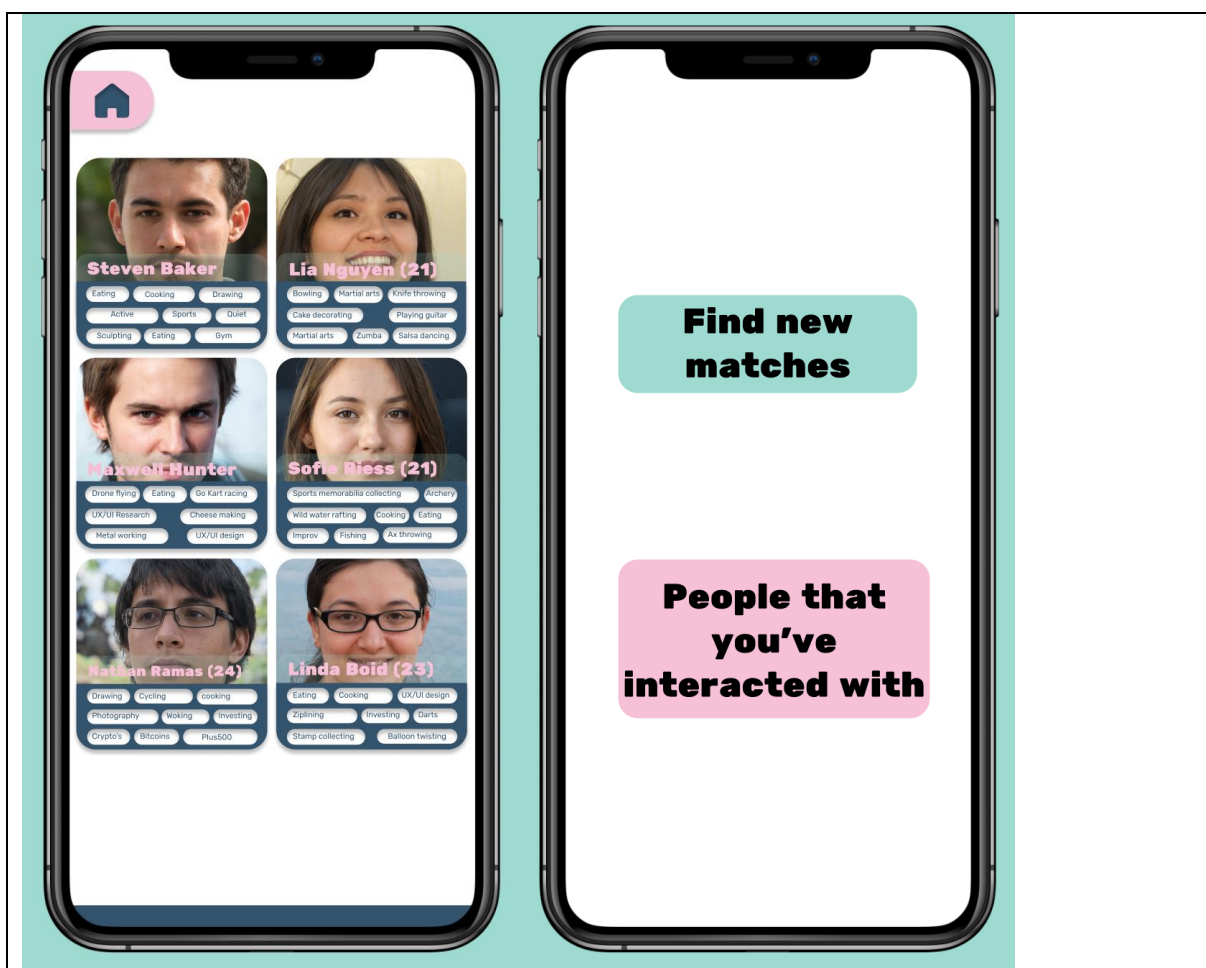




Digital prototype variant B

This version has all people visible in one screen in squares. To like or dislike a person and to see additional information, one must click on a square. Then to like/dislike one must press either of the two buttons. An additional list in the same format can be accessed that shows the like-disliked-matched people that can be distinguished with coloured borders.





Word count: 99

5. Name two of the Golden Rules or Usability Heuristics and explain how you considered them in your digital prototypes (max. 100 words). Illustrate if helpful.

Rule / Heuristic 1: Aesthetic and minimalist Design.

We considered keeping an aesthetic and minimalist design for our digital prototype of most importance. Our app contains a lot of information and to prevent a user from being overloaded, aiming for simplicity and objectivity is fundamental.

Rule / Heuristic 2: Reduce short-term memory load.

By placing glyphs (such as messaging bubbles or map pins) on buttons we introduce visual aids to the user to recognize the functionality of each button without having to remember anything. Additionally, clear and distinct colours were chosen for the like and dislike buttons to be readily understandable and clear of their purpose.

Word count: 90

6. Reflect upon the process of designing your paper prototypes and digital prototypes in terms of effort and technical accuracy (max. 100 words).

Reflection

When creating the first iterations of our lo-fi paper prototypes, we aimed to test many potential usability features quickly and effectively. This allowed us to gather information about app requirements quickly.

When creating our digital prototypes, we aimed to create an immersive and robust environment that is user-centred, which allowed testers to experience main features of our app while feeling at ease when giving constructive feedback. Our experience with app usage helped form an idea of the app aesthetic when we started. We quickly realised that it was crucial to assess our iterations based on information gathered through periodic testing.

Word count: 100