Project Deliverable H

Conceptual Design

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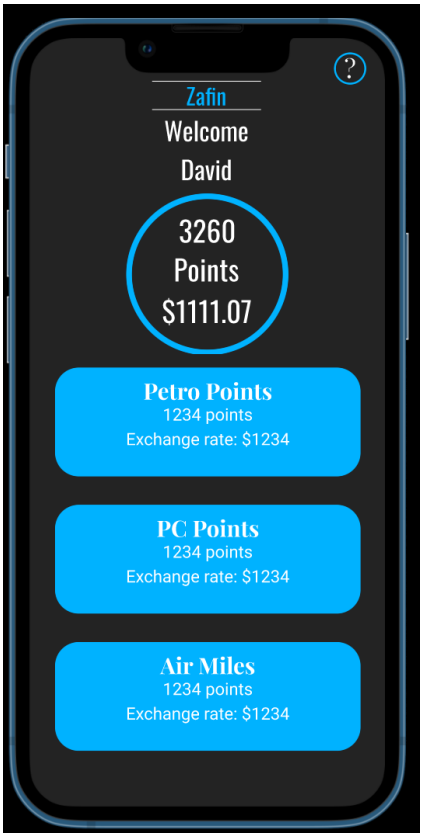
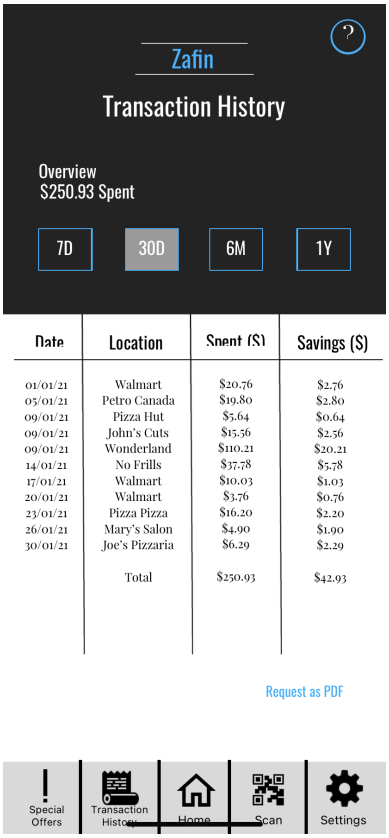
Introduction

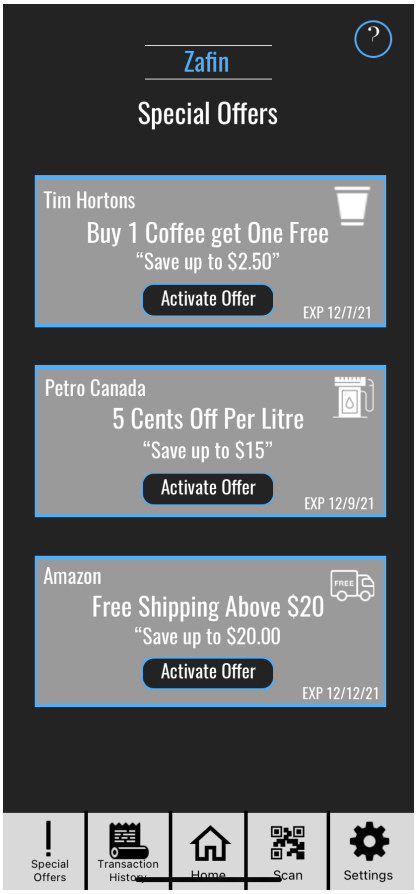
Using the feedback in the previous two prototypes, the team has made a third prototype with improvements with each iteration. This prototype will be the closest thing to our final design day product. The group will take feedback for each subsystem and improve on each design further.

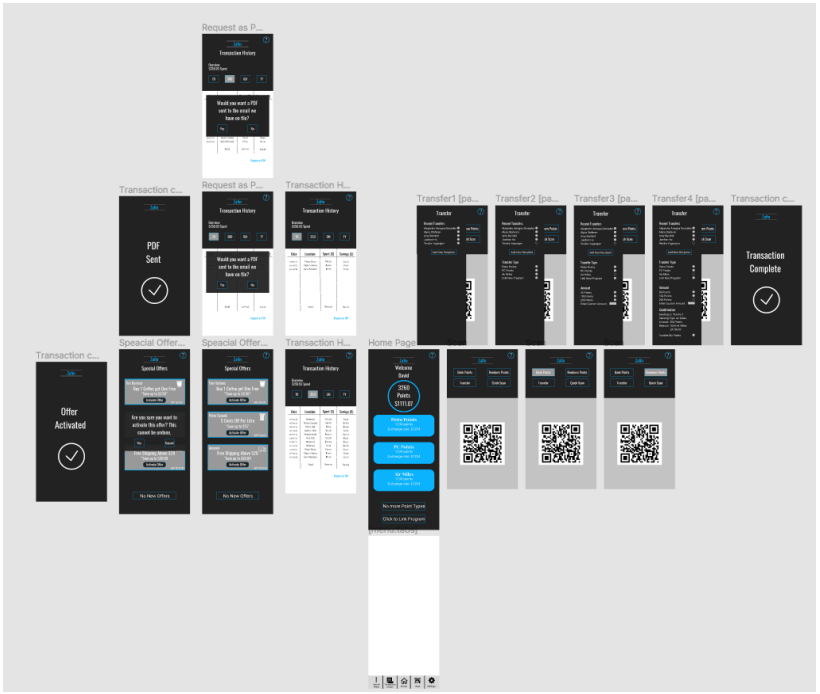
Prototype 3 Customer UI

https://www.figma.com/file/zvWKpOrGO40P5CNBI4olUW/Home-Page?node-id=0%3A1









Customer UI Prototype Analysis

Pros

- Much nicer design from last prototype
- Has much more working features and buttons
- Much more in depth from last protype
- Colours look good together

Cons

- Not all buttons work
- No settings page
- Does Not have real user input, just images
- Question mark off center
- Some text is blocked off

Analysis

The overall design has been improved since the last prototype. The interface is much more appealing with new colours and better fonts. There are still many technical features that need to be added. Features such as, a usable settings page, transferable points with different accounts, certain buttons not working, and real user input. The customer UI team will have to do a sanity check to verify if these features can really be implemented with our current skill set and time frame.

Justification From Previous Prototypes

Based on the feedback we had received from friends and family, we had implemented the transfer popups and the request for transaction history pages into the app. These were good pieces of information and it helped us when we did our user testing. The user testing phase showed us all the little bugs such as when pieces of the test were cut off, when certain buttons did not work, or when pages did not link properly after doing a certain task. This third prototype fixes all of those issues and showcases a more polished product. This third product is a more functional and comprehensive version of our prototype one and two.

Sanity Check and Target Specifications For Customer UI

Trying to have real user input and put it into something that will be able to use for real purposes will be a tough challenge. This might be something that is out of the scope of the group as we have very little coding experience along with our super packed engineering schedules. However for the design day presentation it is possible to create a visual representation of what it would realistically look like.

Prototype 3 Bank UI

https://alycevanstaveren.wixsite.com/website

Bank UI Prototype Analysis

Pros

- Website has a functional login
- Data centre looks clean and polished
- Easy to read all information on website
- Good tagline on homepage

Cons

- Some photos are a little bit tacky
- Filling up the pages with more information could help website look more complete
- Maybe change the font, to give a more professional look to the website
- Add some fake videos the training videos section
- More information on the retailers.

Analysis

Overall, the website looks professional and the information is easily accessible. The login is functional and the data looks realistic allowing for users to maneuver through easily. Feedback from friends and family indicated that the website does not have a section for the white label plan, nor can information be imported in. Furthermore, it was suggested for there to be more spreadsheets to indicate a more professional tone. Nonetheless, the website looks good and can be used to properly describe our solution.

Sanity Check and Target Specifications For Bank UI

Based on the results of the team's evaluation, our current prototype is still not able to use actual data, which means we will use virtual data to simulate actual data as much as possible. We may be able to treat the data as real by using online links. Another thing we were aiming for in this prototype was to link all of our prototypes to each other, however this also requires a lot of coding experience so it will not be possible.

Justification From Previous Prototypes

With the unexpected challenge of a new topic to learn and the beginnings of a wonderful idea we strived in our prototype design process to create our best solution throughout the entire process. In our initial prototype, we struggled to put our thoughts into a proper design, creating only the barebones of a proper solution. We reviewed our first prototype and decided that we wished for a more extensive design which would allow for a comprehensive view and ease of use regarding the available information. In our second prototype we focused on really making a website that allowed for in depth data analysis and important retailer information. Our third prototype focused on fixing up small issues that did not allow for information to be properly absorbed and creating a white label system to differentiate the bank system from all other banks.

Prototype 3 Retailer UI

https://abarn043.wixsite.com/my-site-2

Retailer UI Prototype Analysis

Pros

- Website is complete
- Website looks clean, has one general theme
- All data discussed putting in the website is included

Cons

- Explaining the data rather than showing it will not work well on design day, make real graphs
- Put false data in all the blanks, looks incomplete without it
- Login is not complete

Analysis

Overall, the website looks complete and pretty professional. The offer dashboard section is maybe lacking some more useful data, it would look best if the data in there actually looked more like a typical dashboard. For the other pages, having a dashboard look might also be better as well. By doing this, the whole website will have a better look and feel, so that will be done by design day.

Justification From Previous Prototypes

From prototype one to prototype three, a lot of large improvements were made. One of which being the overall design and layout. In prototype one, the website did not look aesthetically pleasing according to feedback from group members and family. In prototype two, we made things look a little more modern, however we were still lacking information. In prototype three, we stepped up our game and added more information and graphs, as well as a separate private portion of the website for added functionality. Overall, good important improvements were made, with this prototype we reached most of our goals that we set out for in the beginning.

Sanity Check and Target Specifications For Retailer UI

After talking with the TA's a little bit, we realized that it is definitely not going to be possible to have real data on the website. This is disappointing, however somewhat expected. The best thing that we can do between now and design day is make it look like there's real data in the website, to give the feel of it being fully functional.

Updated target Specifications

Summary of Previous Target Specifications

Legend:
Have not met specifications
Close to meeting specifications
Specifications have been met

Languages
All will support 1 language - (English since most Zafin client base is in North America)

Countries
All will support any countries with access to internet

Platforms
Customer UI will support all platforms that allow Figma
Bank and Retailer UI will support all platforms with internet access but will be optimized for desktop applications

First Test Objective (same as last deliverable)

- We have not yet designed a login system for the mobile app, we will try to implement this in time for design day. Now that we have more functionality in the app and have real buttons that work, our next step will be to add all the “small things” that will help the application reach its fullest potential.

Second Test Objective

- We want to test the transfer points options for all types of names and not just one pre-fixed pathway.

Third Test Objective

- More pages have been added with additional functionality since the last prototype, we can add finishing touches and add any pages/features that can take our page to the next level if time permits. We will observe users navigating the customer UI and analyze any actions that stop the application from being a fluid experience.

Sanity Check For User UI Prototype III

Some technical features like user accounts and real time transferring of points are not within our current skill set, and with the limited time will most likely not be added any time soon. User account information would have to be held on servers which we do not have access to at the moment.

Bank

First Test Objective (same as last deliverable)

- There is currently a login page in the application, and the only way to be admitted into the private portion of the website, where all the private banking information is stored, is to enter any email. It would be ideal if it only allowed certain users to enter, but because we do not have any real banks, this works well.

Second Test Objective

- The banking data has not yet been put into the website, however the tabs are all easily accessible, which is where the banking data will be. From feedback,

we received a lot of great suggestions to add to the website that include banking data. All of our feedback will be included in our final prototype.

Third Test Objective

- The exchange rates and profitability has not yet been put into the app, however, we do have all the necessary tabs for what to include in it. Like from above, the feedback we received was related to this and will be a feature in our final prototype.

Sanity Check for Banking UI Prototype II

Our prototype II test plan is a much better match for our skillset than the first one, the test objectives are almost all half met, which is right where we would like to be for prototype III. The good feedback we received will really help complete everything we put in this prototype test plan and the next

Prototype III Test Plan

Mobile App Prototype III Test Plan

Met
Not Met

Table 4

Test ID	Test Objective (Why)	Description of Prototype used and of Basic Test Method	Description of Results recorded and how these results will be	Estimated Test and duration and planned

		(What)	used (How)	start date (When)
1	Does the login system work with each login having its own information.	The prototype is a login page, asking for users' username and password. We will attempt logging into 3 different accounts all with different information and different point balances.	We will see if the information within the app changes depending on which login it is. We will use any error found and try to investigate that section within the code of the app.	During our Nov 24 team meeting, assuming 10-15 minutes.
2	The functionality of points within the app	Prototype is all of the different subsystems in the UI. We will analyze the number of points that appear in the app and try exchanging points between programs.	We will analyze, 1) if the points were exchanged, 2) if the number of points that were exchanged are correct. We will see which sections have errors and based on those errors, we will try to narrow down which part of the program is causing errors.	During our Nov 24 team meeting, assuming 10-15 minutes.
3	The overall functionality of the application	Prototype is all of the different subsystems in the user UI. We will ask users to test it, and they will tell us how they like certain components, and if there's anything that could make their experience better.	We will watch for body language and facial expressions while the tester is using the application. We will also listen to any feedback given, and use the feedback given to brainstorm solutions.	Nov 24 team meeting, assuming 10-15 minutes.

First Test Objective (same as last deliverable)

- We have not yet designed a login system for the mobile app, we will try to implement this in time for design day. Now that we have more functionality in the app and have real buttons that work, our next step will be to add all the "small things" that will help the application reach its fullest potential.

Second Test Objective

- We want to test the transfer points options for all types of names and not just one pre-fixed pathway.

Third Test Objective

- More pages have been added with additional functionality since the last prototype, we can add finishing touches and add any pages/features that can take our page to the next level if time permits. We will observe users navigating the customer UI and analyze any actions that stop the application from being a fluid experience.

Banking Institution Prototyping Test Plan

Met
Not Met

Table 5

Test ID	Test Objective (Why)	Description of Prototype Used and of Basic Test Method (What)	Description of Results recorded and how these results will be used. (How)	Estimated Test and duration and planned start date (When)
1	Is the login secure and efficient?	Prototype is a login page asking for the bank name, ID # and password to enter the server. Attempted login from a user testing our prototype, attempted login from a team member.	People testing will rank ease of use and we will time how long it takes to switch to the next page of the application. The testers will also test if each section can be typed into the application without difficulty.	Test duration will be a portion of our next team meeting, and it will be done on Nov 17.
2	Is all retailer/user data easily accessible?	Experimental modelling => time how long it takes new and more experienced users to pull up data, see if there are lags	People testing will note how long it took to reach data and how easy it is. These results will allow to ensure that the set up of the UI is effective and make any	Test duration will be a portion of our next team meeting on Nov 25.

			changes necessary based on feedback	
3	Profitability and exchange rates easy to find and analyze	Experimental modelling => get experienced finance users to test the usability of the UI and rate it	Testers will attempt to use each part of the design and see if they can get all the necessary information. The feedback relating to issues found through the test will allow us to adapt our prototype to better fulfill all requirements.	Test duration will be a portion of our next team meeting on Nov 25.

First Test Objective (same as last deliverable)

- There is currently a login page in the application, and the only way to be admitted into the private portion of the website, where all the private banking information is stored, is to enter any email. It would be ideal if it only allowed certain users to enter, but because we do not have any real banks, this works well.

Second Test Objective

- Exchange rates and profitability are now included in the website, they look ok currently. For the prototype we will present on design day, we're going to make sure that the pictures of graphs and information we have are a little bit more clear.

Third Test Objective

- The exchange rates are now available on the website, but only to those who are signed in.

Sanity Check for Retailer UI Prototype II

Our prototype II test plan was for the most part reasonable for our skill sets and the time limits we were given. However, because we have received a lot of really good ideas from our feedback, we are a bit overwhelmed with different functions that need to be included. After research, we have decided collectively that it is not possible for us to include real, changing data in the website. This is due to the fact that we do not have real data to input, and coding the website to update everytime new stats are

added is a lot of work. Other than that, we have followed our other prototype test plan objectives fairly well, and they will be perfected in the next prototype.

Retail/Partner Prototyping Test Plan

Met
Not Met

Table 6

Test ID	Test Objective (Why)	Description of Prototype Used and of Basic Test Method (What)	Description of Results recorded and how these results will be used. (How)	Estimated Test and duration and planned start date (When)
1	Is the website able to create data tables and graphs based on example data entered in an excel form?	Prototype will be on the home page, the main portions of that day's data will be available, and there will be a view more button bringing the user to another subsystem of all the data collected. This will be tested by having a group member put data into the excel sheet, and checking to see if the graphs and tables match the data put in the excel.	The results that will be recorded could either be that the application can access all information from the excel, some information from the excel, or none at all. Depending on how the tests go, we will either need to find another way to enter data into the application, or stick with this approach.	During Nov 25 team meeting, should take around 15 mins.
2	Is the login secure and efficient?	Prototype is the login page, which contains the retailer name, retailer ID and password. Attempted login from a user testing our prototype, attempted login from a team member.	People testing will rank ease of use and we will time how long it takes to switch to the next page of the application. The testers will also test if each section can be typed into the application without difficulty.	During Nov 25 team meeting. Should take 10-15 minutes.
3	Customer data and profits are easily accessible.	Experimental modelling => time	The use of these components will be	Nov 25 during the team

		how long it takes new and more experienced users to pull up data, see if there are lags	timed and compared to those that were benchmarked, and to those in the design analysis. We will also ask the user for their feedback and use it to update our future prototypes.	meeting; should take 10-15 minutes.

Test Objective 1

- We could not figure out how to input real data, so we're in the process of putting in fake data. At the beginning, we put in blank graphs and described the information we would put in each one, but now we've decided to draw out dashboards to present fake data. The fake data can be viewed under offer analytics.

Test Objective 2

- The login page works for all logins currently, changing this is no longer a priority as we will not have any real members in our website unless it is chosen, if that is the case it will be made possible.

Test Objective 3

- All customer data is accessible, as well as points, offer and business data. It looks like the websites we benchmarked, which was our goal.

Goals Between now and Design Day

Customer UI Goals

- Polish the app and fix all the little components
- Create a fake transaction presentation to go with the overall design day presentation
- Make more complete pathways not just the one predefined version

Bank UI

- Add a section for white label point platform
- Create training videos and import them

- Go over the information provided and show more data
- Add a section to show in the design day presentation, that goes with our speech
- Show profits of just that day
- Show the transaction on behalf of the retailer

Retailer UI

- Make dashboards presenting data for each section
- Create login
- Make a “today” page for design day presentation
- Fill all blanks with fake data

Stopping Criteria (same as last deliverable)

1. People testing UI are satisfied and have no large critiques
2. The product meets all of our design criteria
3. The product has no significant flaws or bugs
4. Team members are satisfied with how the app looks and functions, and also how the testing went and what the data collected represented
5. Received feedback does not detail any critical errors

Conclusion

The team has gotten very far from the start of the project timeframe, and will continue to work as hard as we have. We all have common goals of making the final prototypes as polished as possible to the best of our ability to have it ready for design day. The team plans on sticking to the plan we’ve made on Wrike and meeting the specified days to get all the task work done, and help each other out with any unforeseen problems.