

Project Deliverable G

Prototype II and Customer Feedback

Group 3

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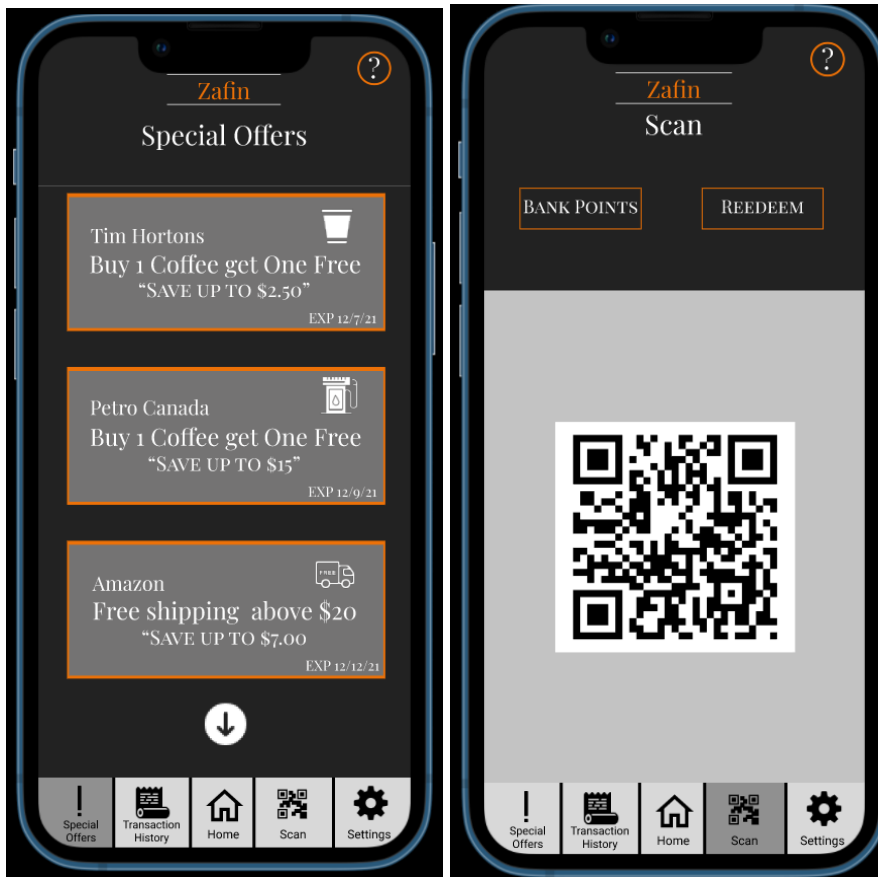
Introduction

Using feedback and testing from the previous prototypes, the team has made three new improved prototypes. The team was divided into the same 3 groups to create the respective prototypes. The goal is to improve each design with the feedback given last deliverable and to receive more feedback for the next designs.

Prototype 1 Customer UI

<https://www.figma.com/proto/zvWKpOrGO40P5CNB14oIUW/Home-Page?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-prototype-sidebar=1>





Customer UI Prototype Analysis

Pros

- Sleek
- Includes relevant information
- Scanning screen is readily available
- Transaction history button
- 4 of the menu buttons are working and finished

Cons

- Ugly font
- No option to transfer to transfer points
- Bad colour palette
- Scanning Screen seems empty
- Settings button not linked
- No login page yet
- Should have the graph that shows exchange rate of points
- Should have a chart that consolidates information from the different loyalty providers that one subscribes with

Analysis

Some cons have been fixed from the last feedback and include more information, seems overall like a more complete package. The overall look of the UI has improved considerably and is very user friendly, however the colour palette and fonts can be changed to look more user friendly and appealing. More technical settings are yet to be added such as a long page and the ability to transfer points, but will be added in the later prototype. Finishing up the settings page with a bunch of normal options would be nice to finish as soon as possible. Getting a colour scheme to go across all the 3 platforms would be a nice touch and makes the overall package seem more professional.

Sanity Check and Target Specifications For Customer UI

The given feedback above and analysis seems very achievable within the time frame. We could go a step further and make more functional buttons aside from the menu bar with smaller pop up frames and buttons, and scrolling pages.

Prototype 2 Bank UI

<https://fawwwwww.wixsite.com/prototype-ii>

Bank UI Prototype Analysis

Pros

- Login Screen works
- Looks very clean and organized, easy to navigate

Cons

- Most buttons don't lead to anything
- Change background to a more professional one
- More text
- Does not have dashboards showing facts
- Should show show number of exchanges
- Should show number of new subscribers
- Should have training videos for managers
- Should show a profitability metric
- Should have a list of frequently asked questions for the managers to respond to queries
- Summary of users
- Moderate value of points

Analysis

The site still lacks in features compared with the last prototype. The appearance has improved with more condensed tabs and grouped information. Information is easily accessible but there is simply no information to be seen. Sample data and information is yet to be added to the menus and there is also Wix sample text that needs to be filled in with the next prototype.

Sanity Check and Target Specifications For Bank UI

There are a lot of things that need to be changed within the same time frame but most simple ones should all be possible. More complex and time consuming ones like a list of videos can be done if time permits, and is an extra commodity, not a necessity.

Prototype 3 Retailer UI

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

Retailer UI Prototype Analysis

Pros

- Login screen
- Tabs are simple and easy to use
- Weekly offers and their data readily available
- User friendly
- Colours are very appealing

Cons

- Don't have to enter any info to get into private retail finances
- Nothing under user analytics
- Nothing under retail analytics
- Nothing under finances
- Change Zafin branding to a transparent background (no white box)

Analysis

The site is easy to navigate and has good marketing terms. Tabs at the top all work and bring you to different parts of the page. Site is very user friendly and has a good choice of colours across the board. More information and sample analytics need to be implemented for the next prototype.

Sanity Check and Target Specifications For Retailer UI

All the improvements should be able to be done within the given timeframe. High fidelity is not expected but would be nice to have. Adding all the information would be time consuming to make but it is possible before the next prototype deadline as we have 2 weeks before the next deliverable.

Target Specifications (same as last deliverable)

Summary of Previous Target Specifications

Legend:

Have not met specifications

Close to meeting specifications

Specifications have been met

Active Users

Support for **thousands** of users to view customer UI at once

Support for **thousands** of financial institutions to use Bank UI at once

Support for **thousands** of retailers to use user interface at once

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

Analysis of Prototype II Test Plan

Mobile App Prototype II Test Plan Analysis

Table 1

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	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 10 team meeting, assuming 10-15 minutes.
2	The functionality of points within the app	Prototype is all of the different subsystems in the user 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 10 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 10 team meeting, assuming 10-15 minutes.

First Test Objective

- We have not yet designed a login system for the mobile app, that will be in prototype III. 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

- The app’s only function with points is currently limited to displaying how many points the user has in each program, and how much those amounts are in Z-points. We are not yet sure if we are able to make these points transferable, we will be researching it more during the next deliverable.

Third Test Objective

- The functionality of the application has improved a lot since the last prototype, we now have functional buttons and more pages. However, the look of the application does not yet look like a professional application. In prototype III, we are going to look at other designs of loyalty program reward apps, and use it as inspiration to create a more sleek design.

Sanity Check For User UI Prototype II

All the improvements should be able to be done within the given timeframe. High fidelity is not expected but would be nice to have. Adding all the information would be time consuming to make but it is possible before the next prototype deadline as we have 2 weeks before the next deliverable.

Banking Institution Prototype II Test Plan Analysis

Table 2

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 10.
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 changes necessary based on feedback	Test duration will be during our team meeting after the next.
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 during our team meeting after the next.

First Test Objective

- 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 one.

Retail/Partner Prototype II Test Plan

Table 3

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
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				(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 9th 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 9th team meeting. Should take 10-15 minutes.
3	Customer data and profits are easily accessible.	Experimental modelling => time how long it takes new and more experienced users to pull up data, see if there are lags	The use of these components will be 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.	Nov 9th during the team meeting; should take 10-15 minutes.

First Test Objective

- The website is not currently able to import data in an excel form. The site has spaces for those information tables to be imported and the feature could be added in the future. Using an external tool might be helpful or even if there is a tool within wix which could import data would be useful.

Second Test Objective

- A login page was designed for the retail website, and it leads to a separate part of the application where all of the private financial stats are. However, currently, anyone can enter into the private portion without putting in any of their information. In the next prototype we will do research to find some ways to only allow a user to enter if they put in the proper information.

Third Test Objective

- Not all of the retail data has been put into the website yet, however there are tabs for it. All data will be easily available in the next prototype.

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.

Prototype III Test Plan

Mobile App Prototype III Test Plan

Table 4

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
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				(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 17 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 17 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 17 team meeting, assuming 10-15 minutes.

Banking Institution Prototyping Test Plan

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)
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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 changes necessary based on feedback	Test duration will be a portion of our next team meeting on Nov 17.
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 17.

Retail/Partner Prototyping Test Plan

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	Prototype will be on the home page, the	The results that will be recorded could either	During Nov 17 team meeting,

	graphs based on example data entered in an excel form?	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.	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.	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 17 team meeting. Should take 10-15 minutes.
3	Customer data and profits are easily accessible.	Experimental modelling => time how long it takes new and more experienced users to pull up data, see if there are lags	The use of these components will be 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.	Nov 17 during the team meeting; should take 10-15 minutes.

Goals Between now and Next Prototype

Customer UI Goals

- Get all 5 pages working, test out in bravo

- Link to other points program option
- Transfer points option
- Clean up UI, color scheme, fonts

Bank UI

- Create a working back office interface that includes dashboards, marketing information and exchange rate information.
- Add all needed charts and information

Retailer UI

- Have detailed information options regarding the points, such as how they are being used, which offers are the best, etc.
- Add all needed charts and information

Stopping Criteria

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

Improvements have been made from the last prototypes last week and the information is all coming together. We are aware that there are a lot of improvements that will be required before the project is ready to be presented to the client. We should begin to prepare for our pitch presentation, and also start detailing our final presentation. Our prototype three should be ready by the next deadline and should be very close to completion.