Project Deliverable F
Prototype I and Customer Feedback

Group 3

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Introduction

Based on our plans and drawings the team had decided to split the 3 different UI between group members to boost productivity and efficiency. Each team was responsible for doing initial prototypes that can lay the framework for more detailed iteration. The goal of this initial prototype is not detail but more so for the purposes of receiving feedback.

Prototype 1 Customer UI

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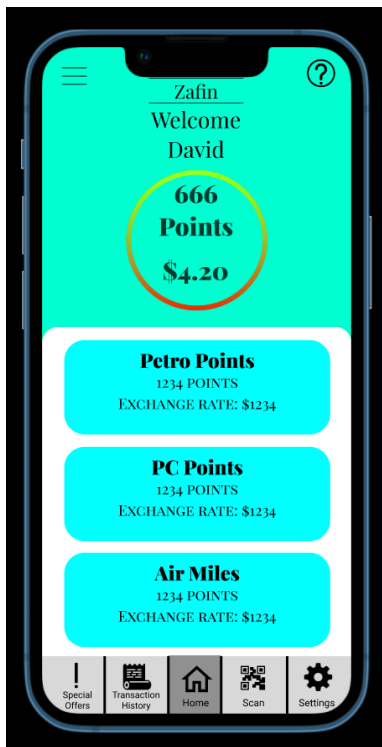
Customer UI Prototype Analysis

Pros
- Includes all relevant information
- Information is conveniently displayed for the user
- Bottom row of tabs is easy to view and use
- Total number of points is very visible
- Exchange rates are included under different types of points

Cons
- Does not look very aesthetically pleasing
- Can work on color and formatting
- Font
- Icon alignment
- Missing option to transfer points
- Try to match the plan from deliverable E more
- Could maybe look a little bit overwhelming to the user, a lot of stuff for a home page

Analysis

Seems very bare bones, as it only includes the basic needed information. This can be improved by working on more pages down the line. The main con is aesthetics as it doesn't seem very easy on the eyes. The colours seem like an eyesore, and needs to be redesigned.

Sanity Check and Target Specifications For Customer UI

- Figma only allows for user interface design, but not an actual app so our target specification to support millions of users will not be able to be tested
- We will be able to meet the target specification of support for 1 language, but will not have time do to our course load to translate into multiple different languages
- This will be able to used and accessed in many countries that all allow figma and are able to understand english, however once again this will only be the user interface, not an actual app
- We will currently be able to support all platforms that allow figma, since figma is a web based application

Prototype 2 Bank UI

https://fawwwwww.wixsite.com/-site2333

Bank Ui Prototype Analysis

Pros
- Aesthetically Pleasing
- Good colour scheme

- Design seems intuitive and user friendly
- Buttons all lead to separate pages
- Menu bar is very clear and organizes information well

Cons
- Try to match the plan from deliverable E more
- Looks like a site that customers would use, not really a database that a bank would use

Analysis

The site is pretty lacking in features, and is a good prototype based on the overall banking interface. It still requires tabs with useful information the user can analyze and understand. More pages can be added with further iterations of this prototype. The site seems like an interface for everyday customers, where it is meant for banking employees.

Sanity Check and Target Specifications For Bank UI

- Will be able to have thousands of users on the site at once, If the site experiences high traffic then the cost of rise (a premium subscription will be needed).
- Wix allows an actual url to be made after designing with working links, so this will be able to be accessed to any financial institution with access to the internet
- We will be able to meet the target specification of support for 1 language, but will not have time do to our course load to translate into multiple different languages
- We will be able to support all the platforms we listed since wix is a website, which can be accessed by any device with internet access, however it will be optimized for desktop use since banks will most likely be doing work on Windows or MacOS

Prototype 3 Retailer UI

https://wix.to/VseqpUU

Retailer UI Prototype Analysis

Pros
- Matches our plans from deliverable E

- Good starting layout and allows for easy iterating
- Design seems intuitive and user friendly
- Menu bar is very clear and organizes information well

Cons
- Brand logo, title and graphs do not look very aesthetically pleasing
- Having graphs and tables on the homepage could overwhelm the user

Analysis

The site is easy to navigate with a good amount of tabs that don't overwhelm the user but at the same time is enough to easily find information. The site needs more information which can be implemented with later iterations of this prototype (Sample data). The overall design is very user friendly and nice to look at.

Sanity Check and Target Specifications For Retailer UI

- Will be able to have thousands of users on the site at once, If the site experiences high traffic then the cost of rise (a premium subscription will be needed).
- Wix allows an actual url to be made after designing with working links, so this will be able to be accessed to any financial institution with access to the internet
- We will be able to meet the target specification of support for 1 language, but will not have time do to our course load to translate into multiple different languages
- We will be able to support all the platforms we listed since wix is a website, which can be accessed by any device with internet access, however it will be optimized for desktop use since banks will most likely be doing work on Windows or MacOS

Target Specifications

Summary of Previous Target Specifications

Active Users
At least 2 million active users
At most 5 million active users

Ideally 4 million users (similar to air miles current number of active users)

Languages
At least support 1 language - (English since most Zafin client base is in North America)
At most as many languages as there are participating stores.
Ideally 3-4 languages - (Should be the common languages Zafin operates in. Which are   North America, Europe etc.)

Countries
At least North American countries (Canada, United States, Mexico)
At most as many countries Zafin has a presence in
Ideally North America and some major European countries

Platforms
At least 2 platforms - should be iOS, and Android as phones are mostly used and loyalty programs are typically phone apps
At most 5 platforms - Should be able to support platforms such as iOS, Windows, Android, Linux, MacOS
Ideally should support 4 platforms - IOS, Android, Windows and MacOS are the most common platforms used today

Updated Target Specifications

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 I Test Plan

Mobile App Prototype I 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 2nd 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 2nd 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 2nd team meeting, assuming 10-15 minutes.

First Test Objective
- We have not yet created a login system in the phone application. In prototype II, we will be creating more subsystems which will include a login system. However since Figma only allows for UI design, we will need to use Bravo Studio to make the app real, which may or may not be possible due to time constraints

Second Test Objective
- The current functionality of points in the app is displaying them on the home page. Because we will have more time in the upcoming weeks for our deliverables, one of the things that will be researched during our extra time will be how we can allow the points to be exchanged and fully functional in the application. This will be shown in prototype II, and almost perfected in prototype III.

Third Test Objective
- The overall functionality of the application is currently only the home page. There are many subsystems that will be added to this, including a settings option, an offers option, and more as well. In future prototypes, there will be a subsystem for each button on the application.

Banking Institution Prototype I 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 2nd.
2	Is all retailer/user data easily accessible?	Experimental modelling => time how	People testing will note how long it took	Test duration will be during

		long it takes new and more experienced users to pull up data, see if there are lags	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	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
- We have not yet created a login page for the application, it will be included in prototype II.

Second Test Objective
- Retailer data is currently its own subsystem in the application which is a start. However, we have not yet included the function of being able to collect real user data (because there are no real users yet) and put that information into a graph and follow its trends. This will be something that will have to be researched in the upcoming weeks, and will be updated in future prototypes.

Third Test Objective
- Profitability and exchange rates currently has its own subsystem in the application, however the subsystems have not been completed in this prototype because it is only our first one. In prototype II this feature will have to be completed so we can fully access the functionality of the application.

Retail/Partner Prototype I Test Plan Analysis

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 (When)

1	Ability to view participating loyalty rewards programs	The prototype will allow users to see all programs they are a part of and how many points from each program and in their account	This will be done by actual use of the app. Testers will use different mobile platforms (ios and android) with different types of devices to make sure features work across different devices.	Customer feedback and testing. The test should not take more than a few minutes to make sure all features are working correctly
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 2nd 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 2nd during the team meeting; should take 10-15 minutes.

First Test Objective
- There is currently a subsystem to view participating loyalty rewards programs. If there are ever any loyalty rewards programs that decide to join, their name and contact will be available in that subsystem.

Second Test Objective
- There is not a login page for this website yet. This will be added in prototype II and coded properly to accept certain credentials to enter the application.

Third Test Objective
- Customer data and profits are both easily accessible in this prototype. However, like with the banking subsystem, we will need to research how to include the function of taking real user data and creating graphs and trends. This will be done in future prototypes, but it is very difficult to do as we do not have any real data that can be used.

Prototype II Test Plan

Mobile App Prototype I 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 (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 9th 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 9th 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 9th 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)
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 9th.
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 9th.
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 9th.

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 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	Nov 9th during the team meeting; should take 10-15 minutes.

			feedback and use it to update our future prototypes.	

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

Overall Notes/Improvements

- Team should decide on specific colour schemes to show the relation between all 3 products (user UI, Bank UI and retailer UI).
- Everything seems very bare bones, but since this is only prototype 1 it's fine for now, but pace needs to be picked up to meet the design day deadline
- Team should talk about what components should be in the applications all together, to ensure that we have everything that we planned in the previous deliverables.
- Team should ask family and friends about what they think of the prototypes, and if there are any non-functional or functional components that could be updated. The more feedback that we receive, the better, it really helps us achieve the beginners mindset and continue to empathize with the users.
- In general, group members should communicate in the team's chat a little bit more. Just to ensure that we are all on the right track, and that each member is putting in the same amount of work.

Prototype 2 Goals

Now that we have familiarized ourselves with the platforms to create applications, we can start to add all important and pertinent information, while still being conscious about aesthetics. A good goal would be to focus on both in prototype 2, doing this would prepare us very well for when we create prototype 3, where we will fine tune our work from the deliverable prior. I think that it would also

be a good goal to try and complete our work a little bit earlier, just so that there is a little bit more of a buffer in the last week or two to ensure that everything is ready for design day. Something that we should continue to do is communicate in the teams chat, maybe a little bit more to make sure everyone is on the right track and not confused about anything.

Conclusion

Based on the feedback the team has given to each other, members will now start working on iteration two of their prototypes. Following our prototype test plan we will keep iterating until the conditions we set are met, or we no longer have reasonable time to keep going.