Project Deliverable G: Prototype II and Customer Feedback

GNG 1103 – Engineering Design

Team A14

|  |  |  |
| --- | --- | --- |
| Student Number |  | Name |
| 300112652 |  | Josie (Jingshu) Fu |
| 300112337 |  | Nicolas Strebel |
| 300072471 |  | Disala De Silva |
| 300149657  300199652 |  | Brunel Sontia  Sacha Saleh |
|  |  |  |
|  |  |  |

Thursday November 12, 2020

Faculty of Engineering - University of Ottawa

Abstract

The feedback received from both the testers and the client, JAMZ, was mostly positive with some negative feedback on the colour aesthetics and design complexity. A new test plan for the second prototype was developed in hopes to help implement improvements on the overall aesthetics and design of the application. The second prototype consists of modified pages taken from prototype I. Testers previously used for the first prototype were called in again to test the second prototype and results were recorded and organized on a table. From the analysis of the results, the team found that most of the feedback received from the testers complimented the team for the improvements in colour scheme and simpler design layouts. This feedback allows the team to move forward confidently with implementing a functional final product on the app developing software - Thunkable.

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

# Table of Contents

[Introduction](#_c4kpiy5zkxr) 4

[Client Feedback](#_ksz49cy8g4pb) 4

[Prototype II Testing Plan](#_wgcfg7pztub) 4

[Prototype II](#_duavw77jaaar) 5

[Prototype Simple Analysis](#_fhb7073igg9f) 7

[Prototype Stopping Criteria](#_231gylpfoitn) 7

[Tester’s Comments and Suggestions](#_yk3094a3zq0f) 8

[Analysis of Results](#_44zaax855p5s) 9

[Future Plans and Next Steps](#_ht8b0bm5v6qz) 10

[Conclusion](#_9mxzad128h37) 11

# 

# 

# 

# 

# 

# 

# Introduction

Upon thorough analysis of the feedback obtained from both the testers and JAMZ on the first prototype, the team moved forward with a second prototype containing as many improvements that could be implemented in one week’s time. This document holds the contents of deliverable G which includes a brief overview of the new and improved prototype, the test plan and objectives of the second prototype, the results and feedback of the second prototype tests, as well as an analysis of the results and future improvements that could be made to the prototype.

# Client Feedback

On Tuesday November 9th, the team performed a pitch presentation to the client, JAMZ, to showcase the first prototype of the product. The response received was positive, and the client claimed to have really liked the UI and UX of the prototype as it looked modern, sleek, and easy to use. They also appreciated some of the features the prototype had which included the first-time user tutorial and “drone clear for take off” confirmation. However, upon hearing the team’s decision to use Thunkable for the final product, they were against it due to the restrictions of block coding. Due to the time constraints however, the team has decided to continue developing with Thunkable.

# Prototype II Testing Plan

Based on the feedback provided for the first prototype, besides the difficulty of finding the customer help page, more negative comments were made on the UI such as colour scheme and complexity of the design. As a result, given only 1 week, the prototype testing plan for prototype II is built to focus on the layout and overall aesthetics of the application rather than the application’s functionality.

Table 1 below is a summary of the prototype test plan. This will be used to determine what kind of second prototype to build, as well as bring emphasis on the objective and goals for testing the second prototype. With that information, the team will be able to know exactly what aspects of the application should be focused on to improve for the final product.

# **Table 1:** Prototype II test plan based on the template provided in “Lecture 11- Prototyping Test Plan”

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Test ID** | **Test Objective**  **(Why)** | **Description of Prototype used and of Basic Test Method**  **(What)** | **Description of Results to be Recorded and how these results will be used (How)** | **Estimated Test duration and planned start date**  **(When)** |
| 1 | Testing UI  Testing for the application’s overall new design layout.  The objective is to receive feedback on the new design (e.g. colour theme) and layout of the prototype. | * Experimental and focused. * Only focusing on the design layout aspect of the application and the new colour and design layout aesthetics. | * Results will be recorded in a table on a scale of 0 - 5, with 0 being terrible and 5 being the best. * Testers will be provided with all the new prototype II pages of the application for them to evaluate. * For any given value below 4/5 , the tester will be asked to provide a reason and a way to improve on the overall aesthetics or design. | * Upon completion of the prototype, the testing will take 10 minutes in total. 5 minutes will be for the tester to go through each page of the prototype, and the other 5 minutes will be dedicated to receiving feedback and suggestions for improvement by the user. |

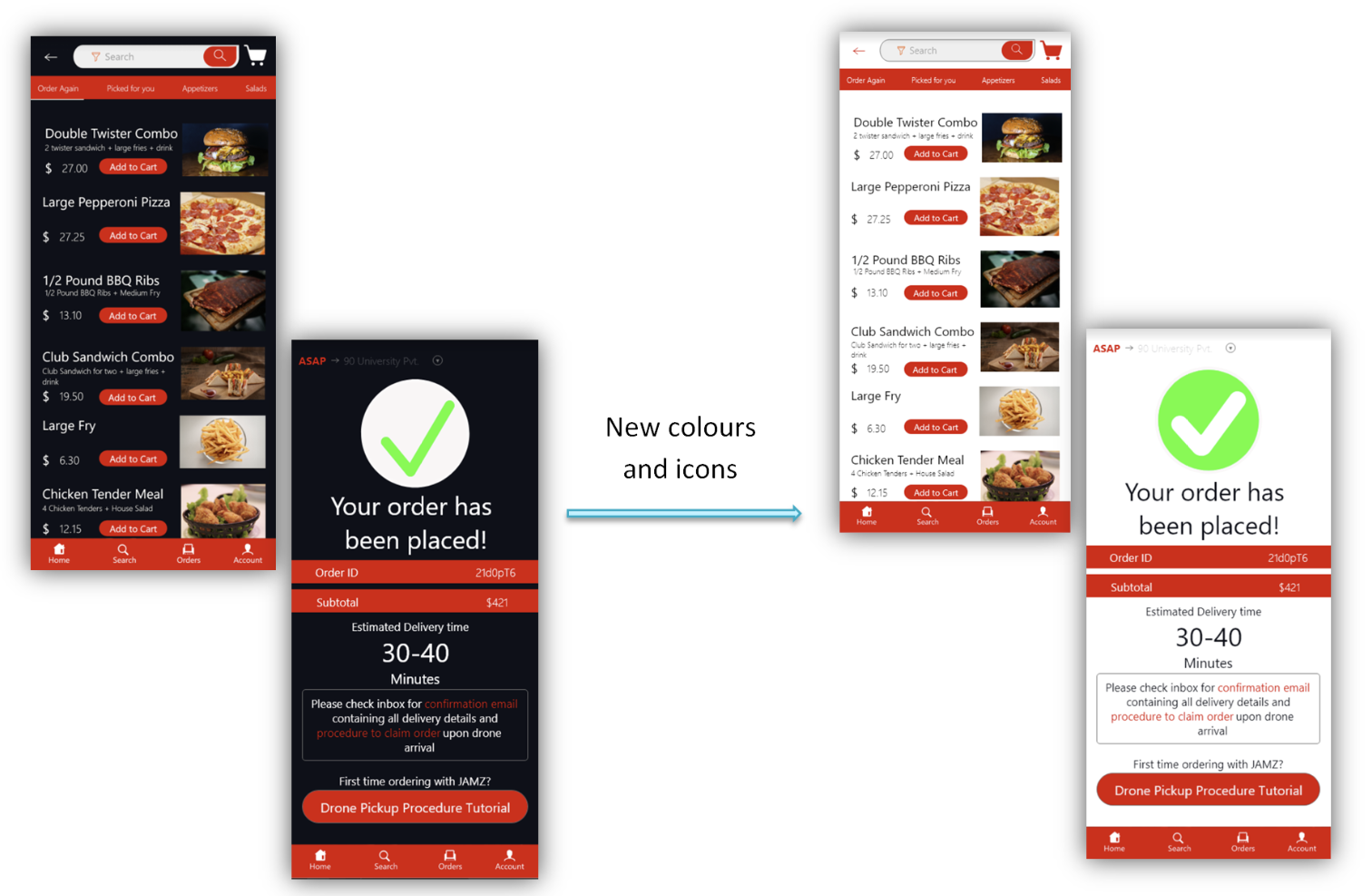
# Prototype II

For this prototype, the comments and suggestions collected in our previous prototype test were placed under consideration. After looking at the common dislikes and reviewing certain features and aesthetics, it was decided to alter some of our initial design.

The first thing that may be noticed is the stark change in color palette. The team decided to go with a more white dominant aesthetic as the dark colours were displeasing to certain users who found it a little too sombre. By swapping the black for the white and vice versa (and certain icon color changes), the application has an appearance that is much more standard compared to other large food delivery companies, such as Uber Eats and SkipTheDishes. The white background gives it a much more simple and minimalistic look, which coheres with the client’s wishes. As we did have a particular fondness for the previous colours, time permitting, we would like to reintegrate these colours as a dark mode setting to be found in the accounts page where users could switch between both color palettes as they pleased.

In addition, we also made several minor changes in icon and image placements. For example, the graphics on the sign-up page have been removed as it felt out of place seeing as no others like it were found in the application; this allowed for a less cluttered screen, focusing the users attention on what matters. We have also updated the check mark on the order confirmation page to compliment the new color palette and numerous other changes such as placing more buttons to access the help function in places like the accounts page.

Additionally, we have begun the development of the functional app on the block-code development platform *Thunkable.* We have chosen this platform for its accessible approach to app development and its ease of use in terms of customization and functionality design. We have managed to develop a very simple prototype with basic placements buttons and text on the four core pages. This is a simple launching point for the heavy development of the full app that will be completed for prototype three. We decided to update our proof of concept before beginning the coding process so as to have a final clear image that we stick to, which avoids later adjustments and changes to code that could cause major setbacks under the right circumstances. This way, we are sure of our product and we avoid setbacks caused by changes in ideology.



**Figure 1** - Prototype II changes in colour and icons

# Prototype Simple Analysis

Based off of our feedback from prototype II we as a group set out to make several changes to certain aspects of the app. These changes include; brighter colour scheme, improved access to help option and an overall more simplistic feel. Because of these changes consumers would be more inclined to use this application as it is more aesthetically pleasing and even more easier to use from the previous prototype.

# Prototype Stopping Criteria

In an ideal situation, we as a group would want to continue to receive feedback for as long as possible. However, with our submission deadline fast approaching, time is our stopping criteria. Considering this, and the simple fact that we require feedback to improve on our next prototype. We decided to continue to receive feedback from two objective sources per group member. Thus, our prototype III will be it’s best possible version.

# **Table 2:** Prototype 2 Test Results (score out of 5)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Member** | **Testers** | **Overall Colour Aesthetics** | **Simplicity of Design, Clutter Free?** | **Overall User Accessibility** | **Finding Help Page** | **Likelihood to use the app based on usability** |
| Nicolas | #1 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| #2 | 4/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| Josie | #1 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| #2 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| Sacha | #1 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| #2 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| Disala | #1 | 5/5 | 5/5 | 5/5 | 4/5 | 5/5 |
| #2 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| Brunel | #1 | 5/5 | 5/5 | 5/5 | 5/5 | 5/5 |
| #2 | 5/5 | 5/5 | 5/5 | 4/5 | 4/5 |

# 

# Tester’s Comments and Suggestions

Nicolas - User #1: **Enjoyed the new color scheme** a lot more than the last one. Thought it felt **less cluttered** and more **conformative with other apps**.

Nicolas - User #2: **Liked the last color scheme more** because it gave it a unique look, but the new look is still good. Liked the **improvement in the help page,** but still would have **liked more content**. Thinks that the app looks slightly **more sophisticated and simplistic.**

Josie - User #1: Like the overall changes to the layout to make it look **more simple and minimalistic**. Preferred the old colour pallet over the new lighter one, however the **new colour scheme is still nice and bright**. **Easier to find the customer help page in the accounts page.**

Josie - User #2: Know where to go to find the **help page (in the accounts page), placement is more clear and easy to access.** Standard colour palette, not bad.

Disala - User #1: Liked the modern UI and ease of use and **liked the lighter background and color scheme** in comparison to the earlier prototype**.** Application seems much more appealing to use.

Disala - User #2: Again, appreciated how easy the product was to use! **Loved the layout and super simple** to navigate. Thelight mode makes it much easier on the eyes. The theme now **continues throughout the app** and looks better overall.

Sacha - User #1: Liked that we **maintained the same ease of use** while adopting a **better aesthetic**. When asked said she could see herself using the original dark mode if in certain situations.

Sacha - User #2: **Immediately noticed the colour-way change**; thought it gave off a much more inviting mood. Noticed the **layout stayed very simple** and appreciated the improvements overall.

Brunel - User #1: **Like the changes made to font, text is bigger and bolder, easy to read.**

Brunel - User #2: Loved the new white theme. Said it made it look “cleaner”. Also Liked the new confirmation button better compared to the old one.

# Analysis of Results

After a comprehensive analysis of the testers comments and ratings, it has been determined that several issues mentioned regarding the first prototype were fixed in this one which improved the overall UI and UX of the current prototype for the application.

After receiving a large amount of criticism on the colour scheme, the team opted to provide an alternate scheme; this was much appreciated by the returning testers of this prototype. As a result, the group has decided to confine to this standard colour scheme used by most food delivery apps and proceed with it as the primary colourway. The team has also decided to consider keeping the dark mode as an alternate option since much of the feedback also mentioned liking the dark colour theme more.

Based on the feedback of the last prototype, the team made it a priority to make the help page easier to access. When asked specifically, the returning testers agreed that a good job was done resolving this problem by providing a more obvious way (adding a help button to the accounts page) to access the customer help page.

Overall, this prototype yielded more admiration rather than constructive criticism from that of the previous prototype. Consequently, the team will continue to build on these concepts while still searching for more feedback in the final product.

# Future Plans and Next Steps

Taking everything into account, the team has observed that users preferred the standard light colour theme in comparison to the dark colour theme. They also found the customer help page to be more easily accessible which made the UX and navigation much confortable. In order to improve this prototype, the team would like to make it functional by using the app builder called Thunkable. This efficient platform uses block coding and is an excellent choice due to short notice of time and also gives a certain liberty to the client to customize and improve the application as they please.

# Conclusion

When releasing a second prototype, the evaluation of the user interface and experience will directly reflect how we responded to feedback from our prior prototype. In general, our feedback was extremely positive. The testers appreciated the change in colour scheme while maintaining the simplicity and ease of use from that of prototype I. As a result, we can now move on to developing our third prototype which will adopt the concepts mentioned in the analysis section using the code “Thunkable” to better appeal to our client and other users.

Appendix

**Prototype II Pages:**<https://drive.google.com/drive/folders/1aPqArF_hFdD-PdAwg-sfd48DSheSn-OI?usp=sharing>

**Thunkable Pages:**

<https://x.thunkable.com/copy/eebd5958281420d1b57f7be34aaf4752>