

Deliverable H: Prototype III and Customer Feedback

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Introduction

Our first two prototypes include an app, 'Zafin rewards' and a website, 'Business corner'. The app 'Zafin rewards', is our first prototype, which allows our users to track their loyalty points at any time and make transfers to their contracts. The website 'Business corner', is our second prototype, which was developed to make a better connection for business to business.

Now, we will be working on our third and final prototype, which will guarantee that our first two prototypes are running successfully and perfectly. We will use our feedback from our previous prototype survey and feedback from our in class presentation. The prototype will be tested on several concepts: smoothness, functionality and exterior. We will also do a new survey and run multiple trials toward our third prototype in order to reduce bias. Based on the newest feedback we will update our prototype to ensure it is fully functional as we expected.

Prototype III

The focus of our third and final prototype is ensuring we perfect and finalize our two existing prototypes. There were some issues with the aesthetics and the functionality of both our prototypes. We used the feedback we got from both of our prototypes to better them and we built on what we already had and added valuable features that enable better functionality and user experience.

For our app, zafin rewards, we developed a finalized and fully functional prototype of the app. Our first prototype for the app was a very general idea of its function, it did what it was supposed to do, which is carry out the sending of points from one person to another. Now, our app is fully functional. It includes an easy to use signup and sign in page which successfully allows users to create an account and login using their username and password. After logging in you're taken to the main page, which due to our incorporated feedback from prototype I, has an aesthetic, simple and organised format, ensuring the best user experience. The page displays the user's balance as well as their "log in days" which we've incorporated to give users an incentive to log into their account and access their points. The more log in days a user has the more benefits they have. If you choose to transfer your points, you are taken to another page which allows you to select a recipient and the amount of points you'd like to transfer. After finalizing your transfer, your balance in the main page will update and portray your new balance after the transfer.

For our website, Business' corner, we used our feedback from prototype II to fix the functionality issues, and we also fixed the aesthetics of our page and ensured that it would be more aesthetically pleasing to the user. We added buttons to our main page that would allow users a better experience and allow them to access our different pages easier. We also incorporated a category page, which allows users to directly go to the category of their interest (category of business they're looking to partner with) and view all the posts and ads under that category.

Prototype III Test Results

The team ran tests on both of the implemented versions of the previous two prototypes, and key results were recorded. For the app, Zafin Reward, the team first tested its overall running smoothness. This includes recording the reaction time of screen changing when there are user actions and determining whether there is any delay when information is updated. Next, the team tested the app's functionality and searched for potential bugs.

After testing, the result is recorded below:

Smoothness + functionality			
Section	Index	Response time	Evaluation
Login page	Figure 1.1	< 1s	Accepted speed and proper functioning
Create account page	Figure 1.2	< 1s	Accepted speed and proper functioning
Account info page	Figure 1.3	< 1s	Accepted speed and proper functioning
Point transfer page	Figure 1.4	< 1s	Accepted speed and proper functioning
Updated account info	Figures 1.5 and 1.6	1 s	Accepted speed and proper functioning

Figure 1.1 Testing login page

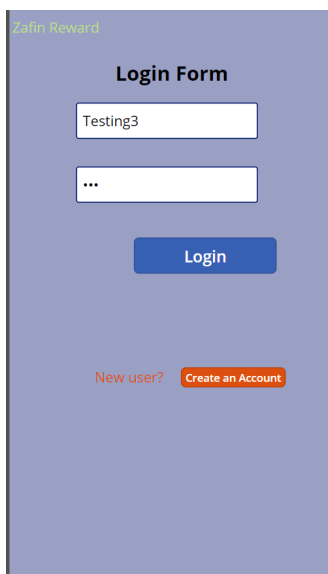


Figure 1.2 Testing create accounts page

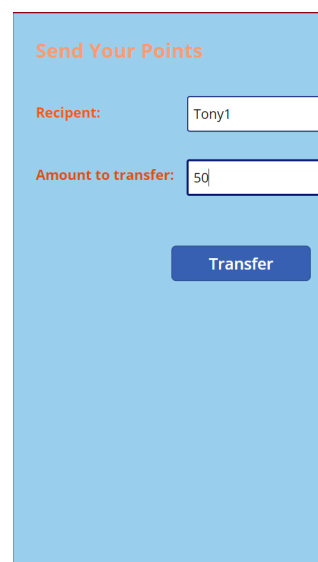
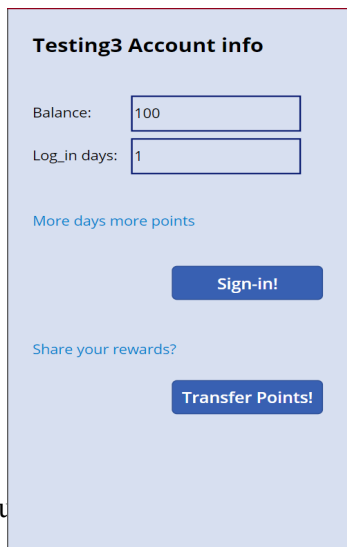


Figure 1.3 Testing account info page



Testing3 Account info

Balance:

Log_in days:

More days more points

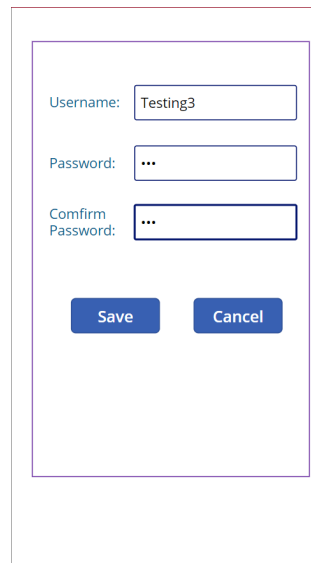
[Sign-in!](#)

Share your rewards?

[Transfer Points!](#)

Figure 1.4 Testing point transfer page

Figure 1.4 Testing point transfer page

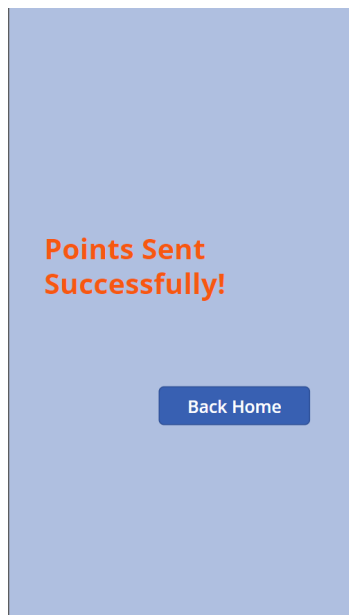


Username:

Password:

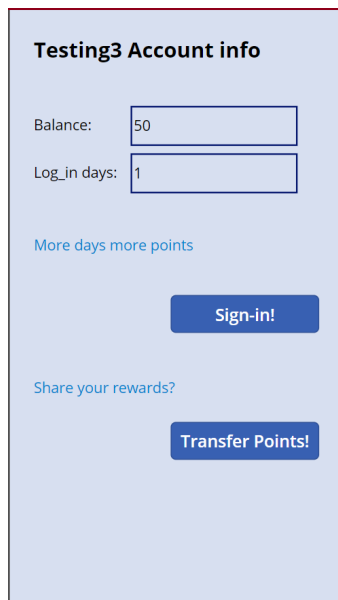
Comfirm Password:

[Save](#) [Cancel](#)



**Points Sent
Successfully!**

[Back Home](#)



Testing3 Account info

Balance:

Log_in days:

More days more points

[Sign-in!](#)

Share your rewards?

[Transfer Points!](#)

For the website, Business Corner, the team mostly focused on testing its functionalities and visual outlooks. There are some functions that had been tested before (homepage, user accounts page, main forum page for advertisements, Exchange Points for Service page, posted advertisement page, general account info page, and contact information page), therefore we only tested on the newly added function – categories, and some other functions we haven't tested before. The testing result is recorded below.

Section	Index	Evaluation
Homepage outlook	Figure 2.1	The new outlook that gives symbols for exchanging points sections
Category page	Figure 2.2	Properly displayed
Comment	Figure 2.3	Properly functioned
Direct message	Figure 2.4	Properly functioned

Figure 2.1 Homepage

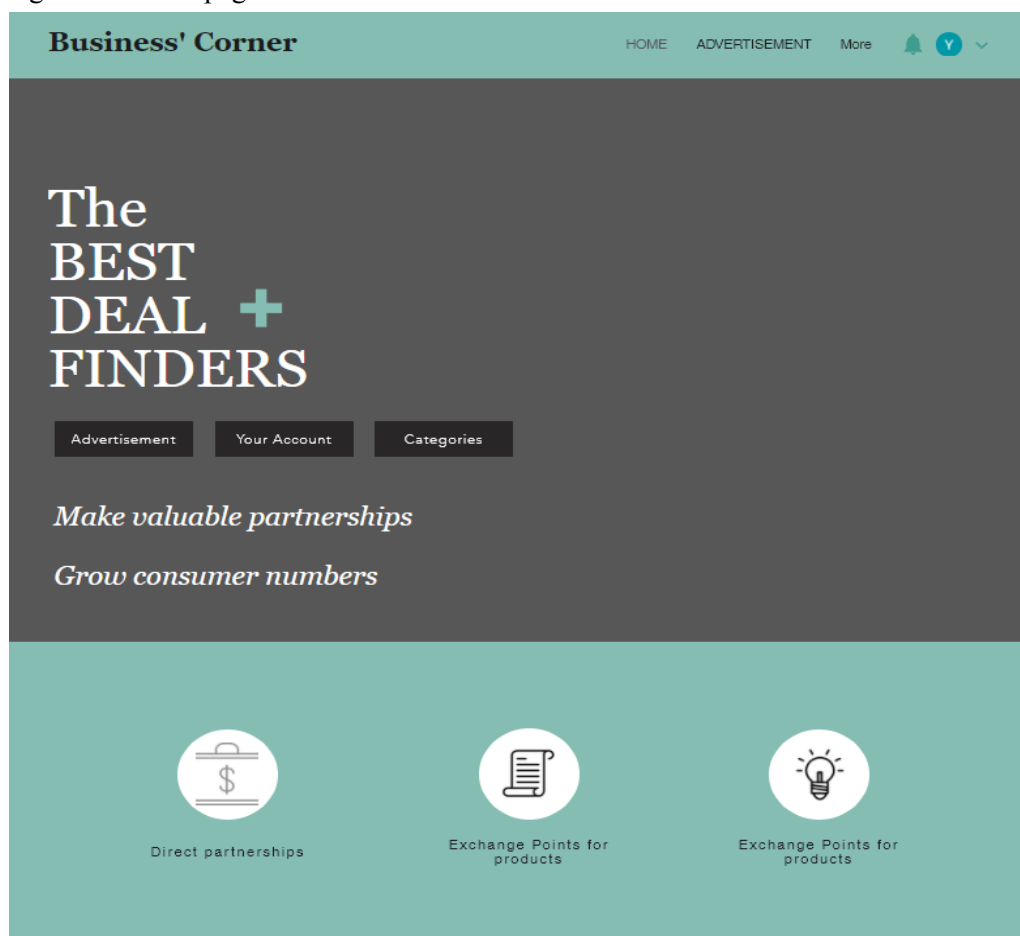


Figure 2.2 category page

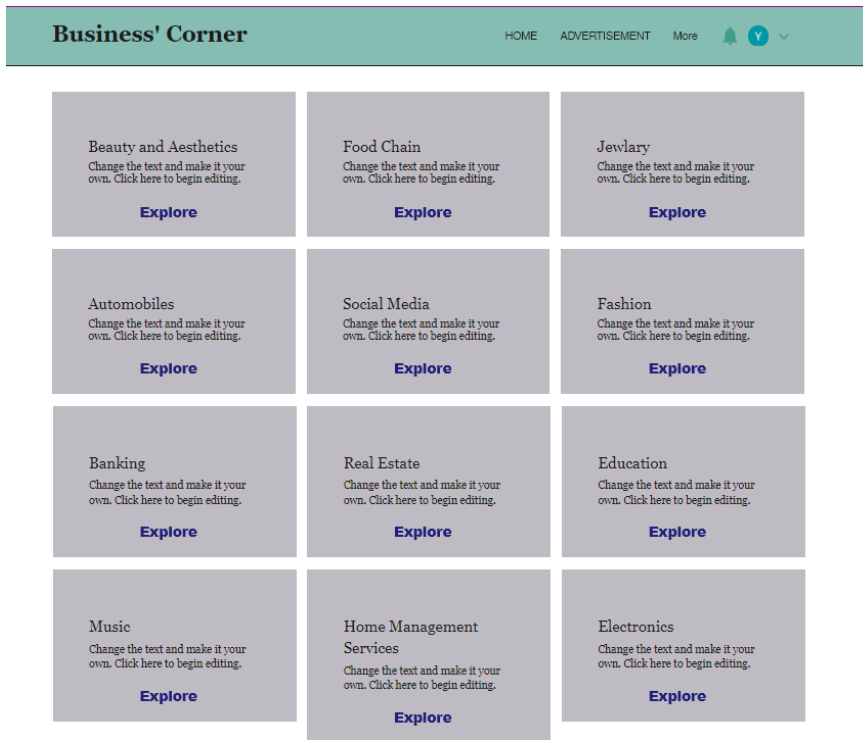


Figure 2.3 comment function

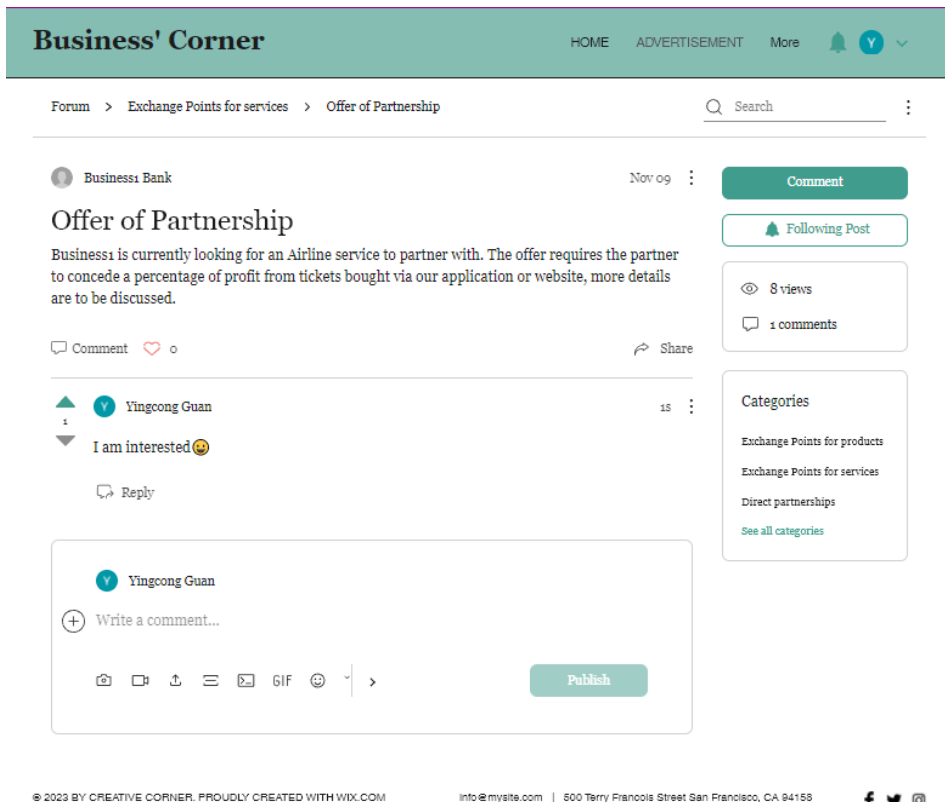
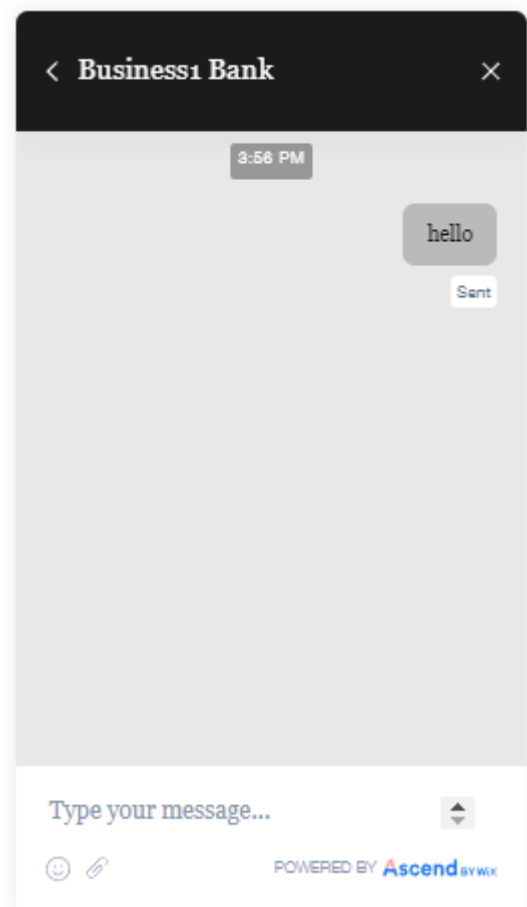


Figure 2.4 Direct message function



Customer Feedback

For the feedback for this prototype, which is basically an improvement of our last two prototypes, we reached out to the same people as before to ask for their opinion on the new features, as well as new people to see their reaction without having witnessed the improvement. They were again asked to log into the platform and look at the different sections and go through the website and give us feedback on its usability, if they would use such a platform, and welcomed all comments and concerns and we received the following feedback:

Feedback on concept	
Positive Feedback	<p>*Website: -Great idea. -” I can clearly see its usefulness for my business!”. -Getting the chance to partner with large companies is a great opportunity, no matter the competition and the small odds.</p> <p>*App: -Being able to send points opens up the way for even more possibilities to bank.</p>
Negative Feedback	<p>*Website: -Having all businesses competing in one place can lead to a loss for everyone, especially for small businesses lowering their rates to seem more profitable to bigger companies. -Things need to be regulated for everyone to feel protected and to avoid some parties going overboard.</p> <p>*App: -It is too bad that we can only send points to someone that uses the same loyalty rewards program.</p>

Feedback on usability and efficiency	
Positive Feedback	<p>*Website: -It’s good that there are different categories for different types of partnerships. -Being able to directly contact a business is a valuable feature.</p> <p>*App: -It’s great to be able to get more points the more you log in. -I like how simple it is to be able to send your points with just the name of the person.</p>
Negative Feedback	<p>*Website: -Should have some limitation on the number of posts so that some don’t get drowned in the midst. -Categorization is not so good as some deals may be in more than one category. A tag system could better serve the purpose.</p>

	<p>*App: -It doesn't feel safe to be able to register just with your name and password. -It doesn't allow room for mistakes if you only need the recipient name to send points.</p>
Feedback on aesthetics	
Positive Feedback	<p>*Website: -The website is pretty. *App: -Success messages are reassuring.</p>
Negative Feedback	<p>*Website: -The forum part seems a bit old. -Too many categories in the profile section.</p> <p>*App: -The app seems "cheap"/does not look professional. -The app colors are a bit odd. -Too many buttons. -There are too many pages. -" Why does every success message have to take me to another page".</p>

Overall our prototypes have improved a lot in usability and efficiency, especially the app, however they are fully functional with a wide range of features that make them almost comprehensive. Although, visually, it seems that there's more effort to be done (on the app mostly, again) but that is details that can be addressed anytime before delivering the final product. We will work hard to try to implement the feedback in our project and refine it even more to give the users the best experience possible.

Conclusion

We have completed our third and final prototype, It is now fully functional as we intended it to be. For this prototype, we wanted to focus on the quality of the app, such as speed, aesthetics and usability. We accomplished just that. We fixed any bugs that occurred when using the app such as buffering. We ran speed tests to ensure everything worked smoothly. We also made the design of the app and website much neater and pleasing to the eye. We added more prompts and sections that were easy to use on the website. Compared to our other prototypes this final prototype is a very big improvement. In the first prototype (the app) we were not able to receive amounts from other users and add them to the recipient balance nor create new contacts. In the second prototype (the website) we were able to allow versatility in implementation and assure the prototype was favourable to businesses. But we still had a lot of feedback on how to improve, we implemented that feedback and now we have accomplished our final prototype (consisting of the app and website) that is fully comprehensive.

Wrike

<https://www.wrike.com/frontend/ganttchart/index.html?snapshotId=MaYSr6THz84U3Bq4MPmbBq5lgS6XuGA3%7CIE2DSNRXGM3TGLSTGIYA>