

Deliverable G: Prototype II and Customer Feedback

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Introduction

Our first prototype involved a platform in the form of an app where customers of the banks and businesses can log onto and view the offers of the businesses they're loyal to, as well as their partners' offers. The app successfully allowed users to transfer points to their contacts, now we will move on to our second prototype which includes our most important subsystems and objectives. For this prototype we created a platform in the form of a website for the businesses and banks to log onto and advertise their offers and find partners.

There was a minor change that we'd like to address before proceeding with this deliverable. Our initial test objectives, as outlined in previous deliverable were; to "test the accuracy of the calculation of money transfer to points", "test versatility in implementation", and "test and verify feasibility". After deliberating as a group, and looking back at our client's comments, we have decided to focus more on testing versatility in implementation and the feasibility as that aligns better with our clients needs. Zafin would like to focus more on building a platform for businesses and banks to log into and partner rather than a way to create a point system, therefore we will focus on the versatility of implementation for different types and sizes of businesses as well as the feasibility of the platform.

Prototype II

After demonstrating the idea of reward points account and the function of points transfer, the team is now focused on the business advertising page. Specifically, the team designs a web page to achieve our goals: providing a platform for different sized businesses to participate in the reward points program and allowing customers to view different offers to redeem points.

Under Figure 1 is the website homepage where all the major functionalities are presented; it shows the name of the website, provides the indexes for putting up advertisements and creating or login to accounts, and others. The idea is to provide a clean and organized view for the users and to guide them to different sections. Under Figure 2 is the user account information page. This page allows users to find and view others' profiles which they found interesting, and it also provides the opportunity for users to contact each other privately through the chat function. Under Figure 3 is the main forum page. Businesses can put up their offers under different sections (currently have Exchange Points for Products and Exchange Points for Services) and others are able to view them. This creates the flexibility for businesses to provide their points exchange offers. Under Figure 4 is the view page for Exchange Points for Services category. The idea is to allow businesses who sell services to put up their offers. Under Figure 5 is the view page of advertisements that are posted, which other users are allowed to follow and comment on if these advertisements are interesting for them. The idea is to create interactions between businesses and discuss potential partnerships. Under Figure 6 is the general account page where the users' informations are presented; it allows the users to view their

posts and the comments others sent, as well as making changes to their account settings and other functionalities. Businesses can get feedback on how attractive their offers are and make improvements. Under Figure 7 is the My Account page under the general account page. It displays the user's contact information which includes the display name of the user and the contact email address. To summarize, the team designs a web page as the prototype II, which allows different businesses to participate by creating an account (and getting approval), viewing other business users' profiles and having the chance to communicate between each other, posting their own offers and commenting on others' posts.

Prototype II Test Results

Since our first prototype successfully allowed users to send their reward points, we thought the following prototype should tackle the issue of where to get these points from, or rather, why would businesses actually agree to give points etc. This prototype gives businesses of every size the opportunity to get a deal that suits them and most importantly post their own deals and get visibility within larger or targeted businesses directly and with significantly higher chances of being chosen, in addition to the visibility every business would get from other business clients when partnering. It basically works as a forum where upon signing up and getting approved by admins, they could either look amongst the different deals already posted in different categories, or post a new one themselves.

Figure 1: home website page

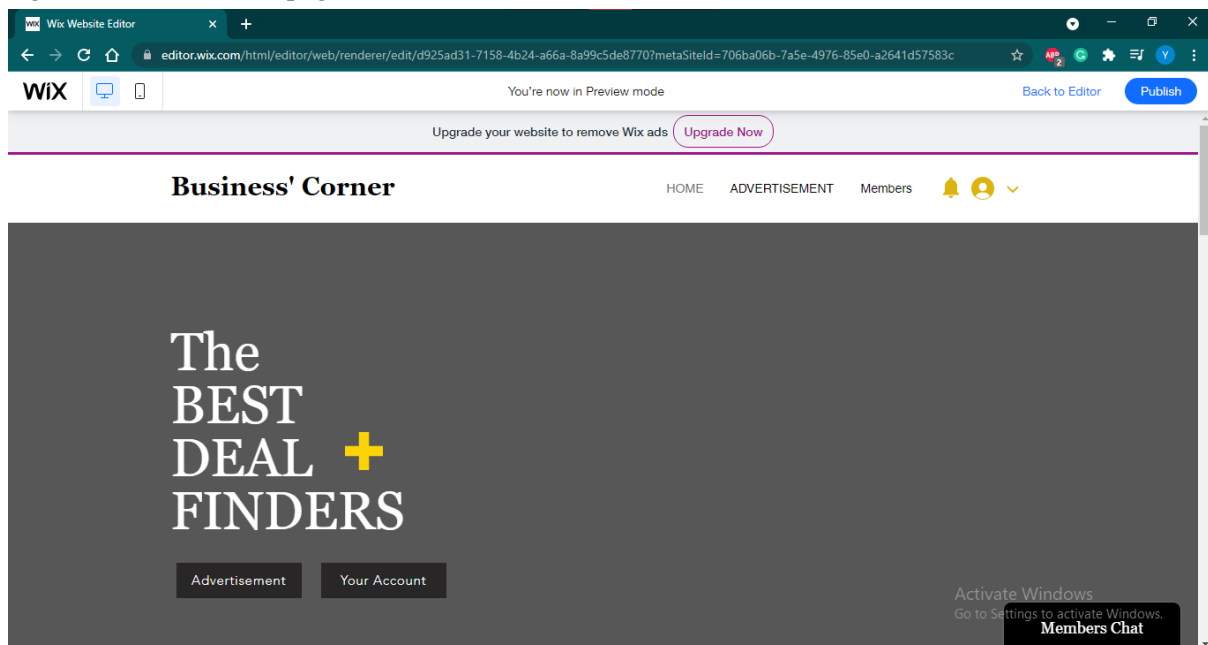


Figure 2: user accounts page

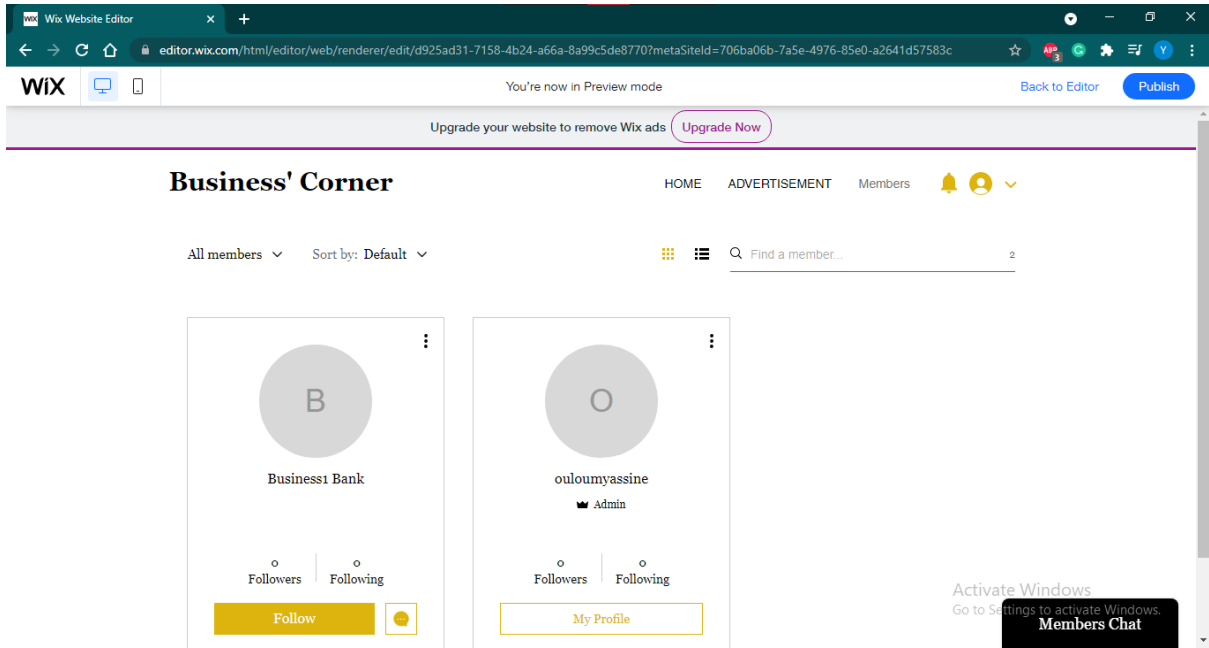


Figure 3: main forum page for advertisements

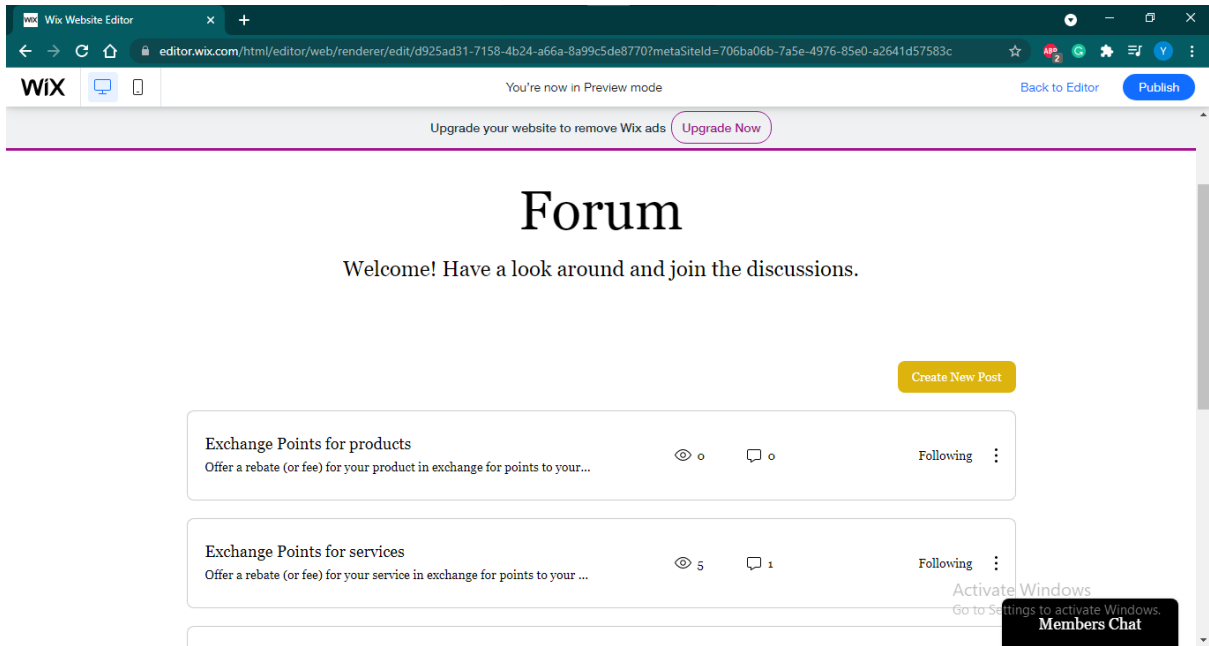


Figure 4: Exchange Points for Service page

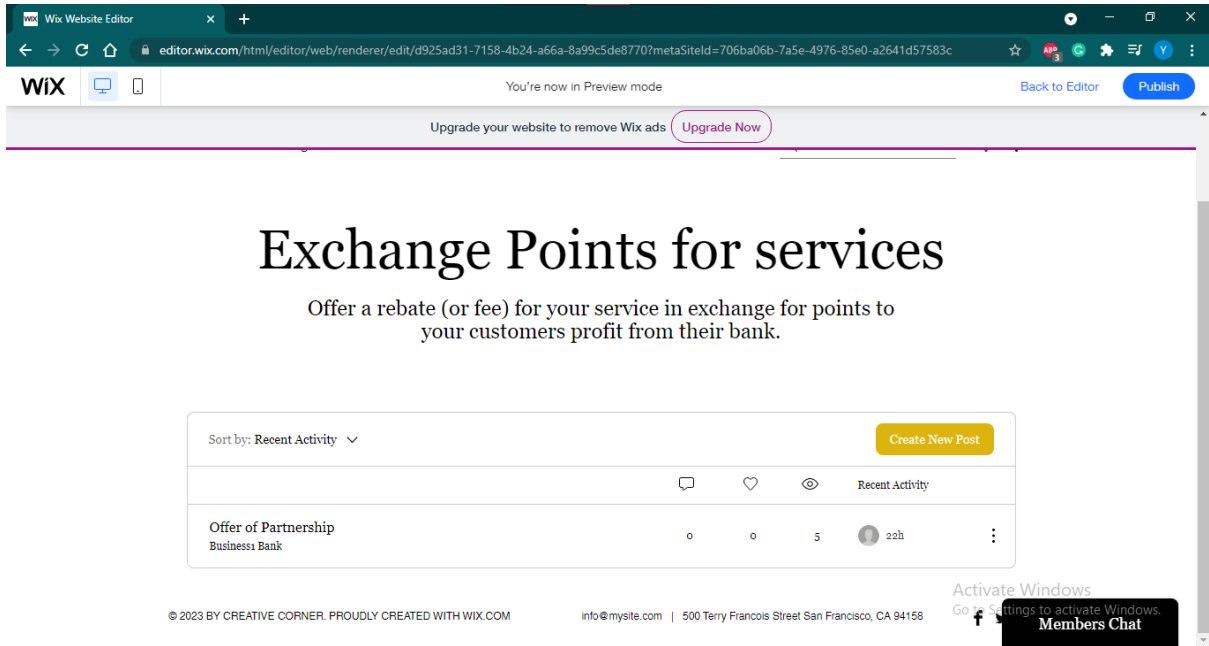


Figure 5: posted advertisement page

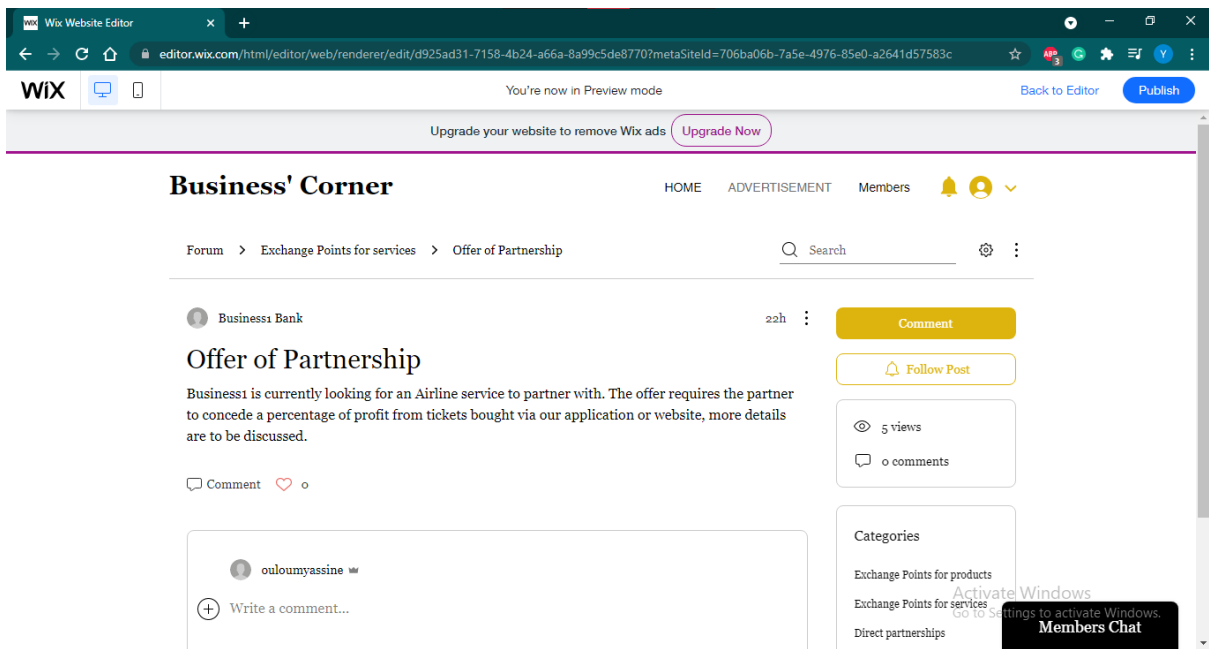


Figure 6: general account info page

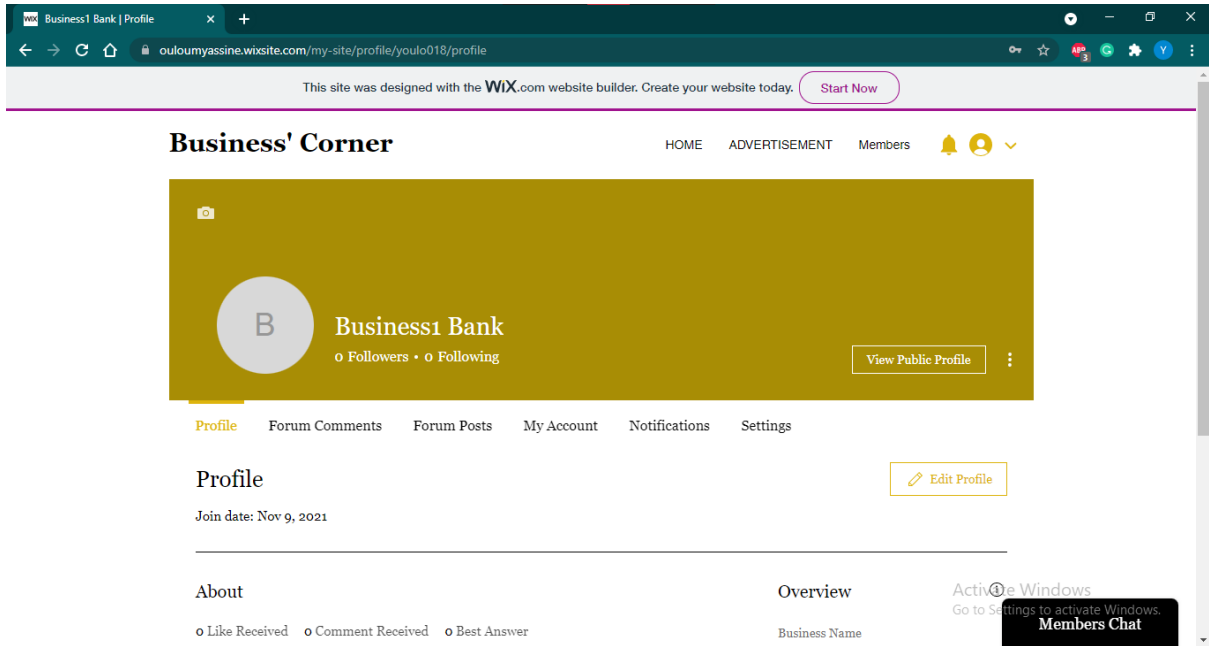
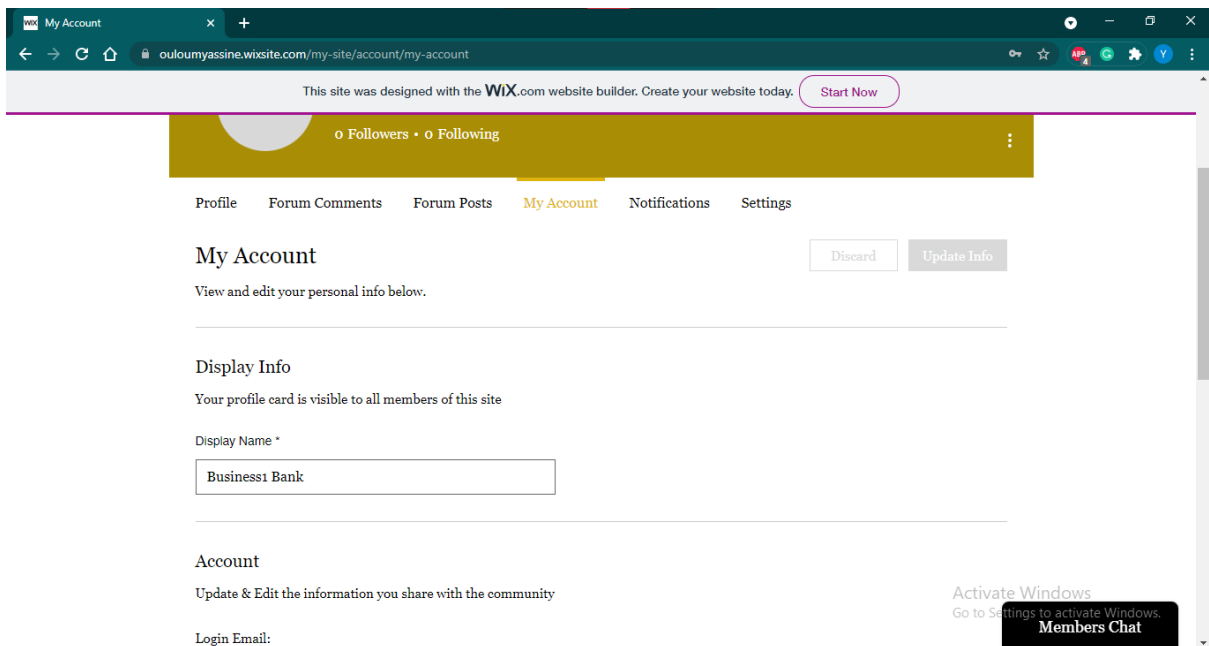


Figure7: contact information page



Customer Feedback

For the feedback for this prototype, we sought out operating businesses of different sizes and asked them to try out our website. They were asked to log into the platform and look at the different sections such as the “exchange points for products” and “exchange points for services”. We sought out two businesses and potential users of this website and asked them to go through the website and give us feedback on the usability of it, if they would use such a platform, and welcomed all comments and concerns and we received the following feedback:

Constructive Feedback	Positive Feedback
<p>“The aesthetics and colour scheme of the website needs work”</p> <p>“There should be a category section for different businesses so I can find like businesses and partners”</p> <p>“There were a few misleading circles that I thought were buttons”</p> <p>“The website looks different when it is accessed from a phone than when it is accessed on a computer”</p> <p>“I just don’t like how it looks”</p>	<p>“Good concept”</p> <p>“I like that you can post and see other posts”</p> <p>“I like how you can chat with partners and potential partners”</p> <p>“Good layout”</p> <p>“Easy to access and use”</p> <p>“Not complicated”</p> <p>“I like how you can see how many viewers you have on a post to see if there’s interest in partnership.”</p> <p>“It would be a good way to branch out and get more clients”</p> <p>“I would use this to help me find companies I can partner with”</p>

<p>Feedback on useability and function of website</p>	<p>Both of our potential customers found that the website was very easy to use and navigate. We had no complaints about where functions were or how to log in or where to find things.</p> <p>This is extremely good feedback because it means we succeeded in one of our goals in making the platform easy to use. We will work on making sure we maintain this easy functionality.</p>
<p>Feedback on aesthetics of website</p>	<p>We received many comments on the looks of the website so we have included this in our analysis. Both of the businesses commented numerous times on the aesthetics, colour scheme, and overall look of the website.</p> <p>It seems as though this is a very important point to focus on as it could potentially keep users away if they don't find the website appealing to look at and work with. Moving forward we will ensure we focus on making the colours we use more complementary with one another and making the website look more aesthetic.</p>
<p>Feedback on concept. Would they use it as a business?</p>	<p>Again, both users gave very similar feedback on this category. They both expressed that they were amazed at the concept and thought that it was a very good one. They both expressed that they would use such a website as they can see it benefiting and growing their connections and their business and clients.</p> <p>This checks off another goal we’ve been trying to achieve.</p>

	One of our objectives is to create a platform that would attract businesses of different sizes and make them want to join, and according to the feedback we accomplished that.
How can we improve our prototype	One of the businesses asked for a category section so that similar businesses can find each other. Moving forward, we will make sure we implement such a section in our prototypes because it would simplify and shorten the process of looking for businesses that are similar to each other.

What we can conclude from our customer feedback is that our prototype functioned successfully and how it was supposed to. The businesses who tested the website both expressed interest in using such a platform. Most of the received feedback was positive. The feasibility of the website was very good, there were no difficulties in using it or finding any information. The two concerns about our web site were the aesthetics of it, and both businesses expressing some sort of category section in the website where they can find similar businesses. This is very valuable feedback to us and will be using it to ensure a better user experience for the future work on the project.

Updated Bill of Material

We used “Wix.com” which is a tool that helped us create our website for this prototype. We have included it in our updated bill of material:

components and materials	quantity	cost	description	link
Power apps	1	0	Tool that is used to build programs	https://powerapps.microsoft.com/en-ca/
Microsoft offices	1	0	A package of softwares that are used for analysing ideas and data	https://www.microsoft.com/en-ca/microsoft-365
Google docs	1	0	Software for sharing ideas with teammates	https://docs.google.com/document/u/0/
Zoom	1	0	Team meeting software	https://zoom.us/
Wrike	1	0	Tool for task management	https://www.wrike.com/
Matlab	1	0	Basic coding program that is used to solve numerical problems	https://www.mathworks.com/help/matlab/learn_matlab/plots.html https://it.uottawa.ca/students/remote_labs
Wix	1	0	Tool for creating a website	https://manage.wix.com/account/sites

Prototype III Test Plan

Test ID	Test Objective	Description of Prototype used and Basic Test Method	Description of results to be recorded and how these results will be used	Estimated Test duration and planned start date
1	Test the functionality of the app(if its slow/if there is any bugs)	Reach out to potential users to use the prototype and relay any issues encountered. (speed,glitches, bugs)	Feedback on user experience on 1-10 scale, if the results are too low that means the app/website is not as functional as it should be . (Time it takes for app to load and tabs to load will be recorded as well)	Start date : 11/18/2021 Estimated time: 1-2 days
2	Test and verify the aesthetics	Reach out to potential users and or businesses to provide feedback on the visual appeal	Feedback on user experience on 1-10 scale, if the results are too low that means the app/website is not pleasing to the users and may put them off on using it.	Start date : 11/18/2021 Estimated time: 1 day
3	Test the user interface/ feasibility	Reach out to potential users to provide feedback on the visual appeal	Feedback on user experience on 1-10 scale, if the results are too low that means the app/website is not easy enough for people to navigate alone.	Start date : 11/20/2021 Estimated time: 1 day

Conclusion

As we have completed our first two prototypes, we are moving onto planning and developing our third prototype. Our objective for the second prototype was to allow versatility in implementation and assure the prototype was favourable to businesses. Our goal was successfully met just like our other goals. To improve our third prototype we sought out feedback from potential users. For our third prototype we will focus on the quality of the app, such as the speed, aesthetic and usability as we make improvements.

Wrike

<https://www.wrike.com/frontend/ganttchart/index.html?snapshotId=8Q8qDalHFzsAcjLDxQidGMhEilyR9ARb%7CIE2DSNRXGM3TGLSTGIYA>