HW#4:
Low-fi Prototyping & Pilot Usability Testing

Team03
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Introduction

Value Proposition
susuEat, suit for eat.

Mission Statement
susuEat makes it easier and faster for users to choose lunch! With menu sorting, average waiting time calculation and friends' current location/instant catch-up over lunch, users can find food according to their preferences efficiently.

Problem / Solution Overview
People often don't know where and what to eat. Finding what to eat can be time-consuming, annoying and inconvenient. We wish to bring better dining and food ordering experience to people as eating is an important activity in our everyday life.

Concept Sketches

1. The first interface idea we brainstormed was to select different tasks directly on the main page (restaurant filter, waiting time and invited friends). Users can find restaurants based on the types of cuisine or average waiting time. They may even initiate a catchup and invite friends to join the meal together.

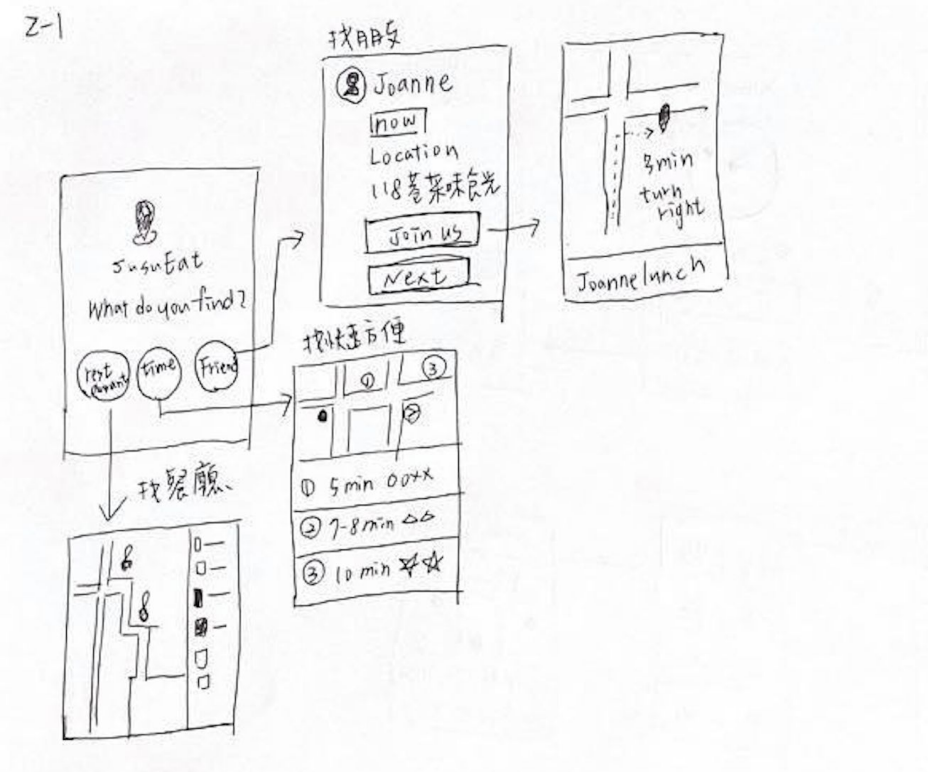


Figure 1. choose task in the main page

2. The second idea is based on a map that shows nearby restaurants. The restaurants with star icons means they have been recommended by your friends, and click them to see the information provided by your friends.

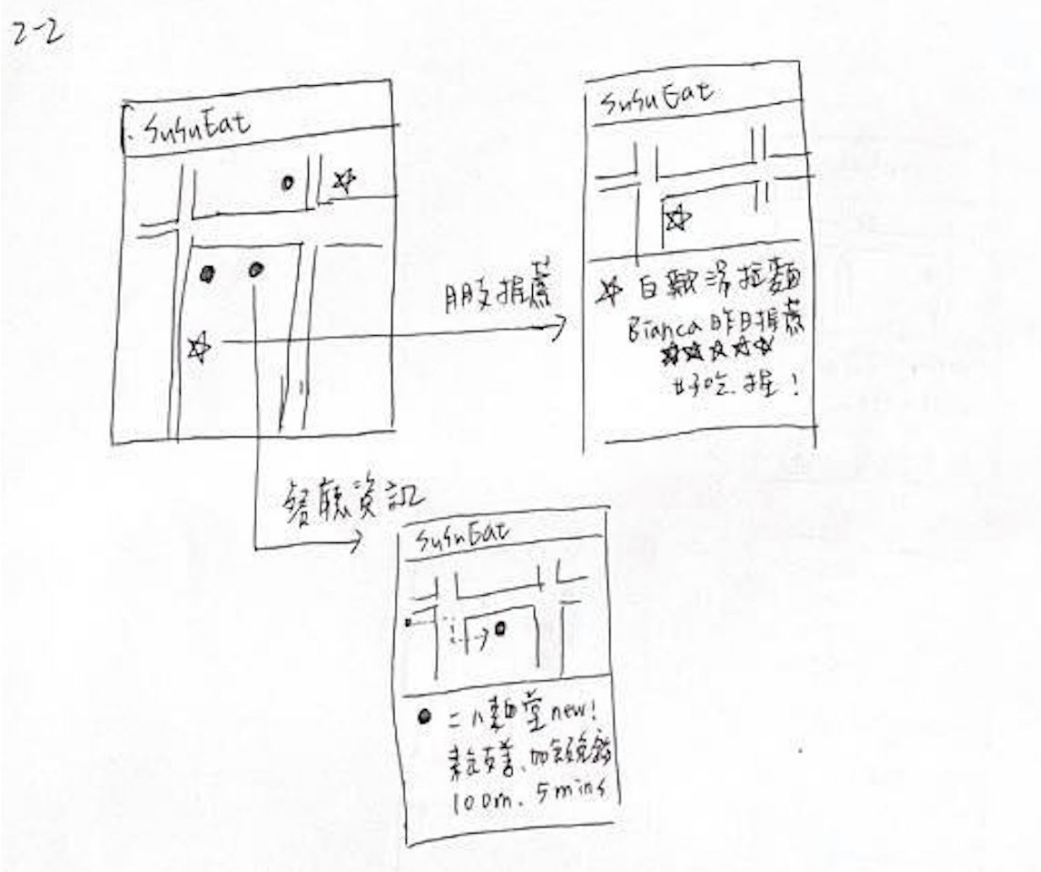


Figure 2. information based on the map

3. In order to make our app more interactive and entertaining, we decide to add in this feature. Users may play this spinning wheel game once a day to decide what to eat and we will give e-voucher to them based on our partners'/restaurants' marketing events.

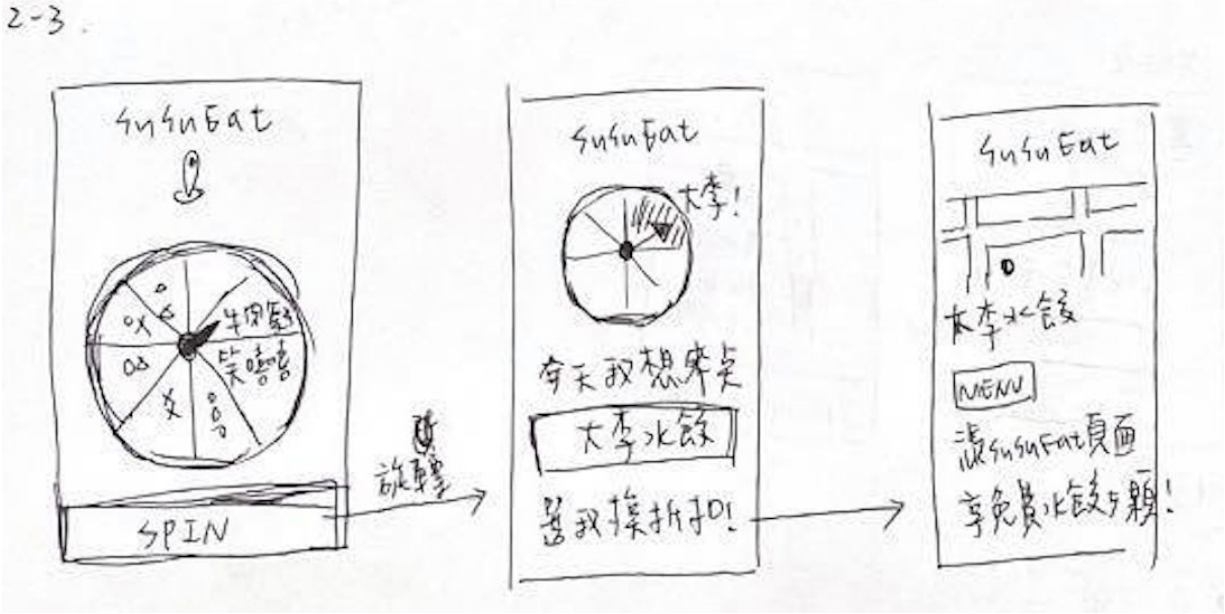


Figure 3. Spin the wheel game

4. The fourth one shows the category and enables users to use the filter to get the restaurant list which suits users' preferences the best, then users can choose one of them efficiently.

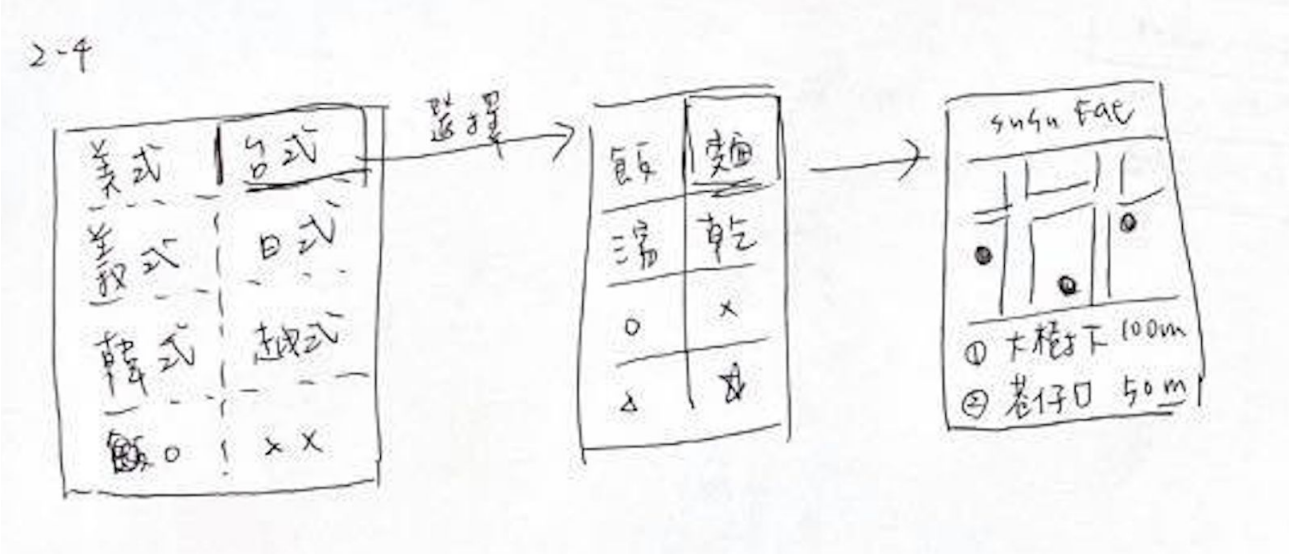


Figure 4. Filter of categories

5. The last one shows the invitation list from your friends on the main page, users can click the invitation to join or open a new invitation quickly.

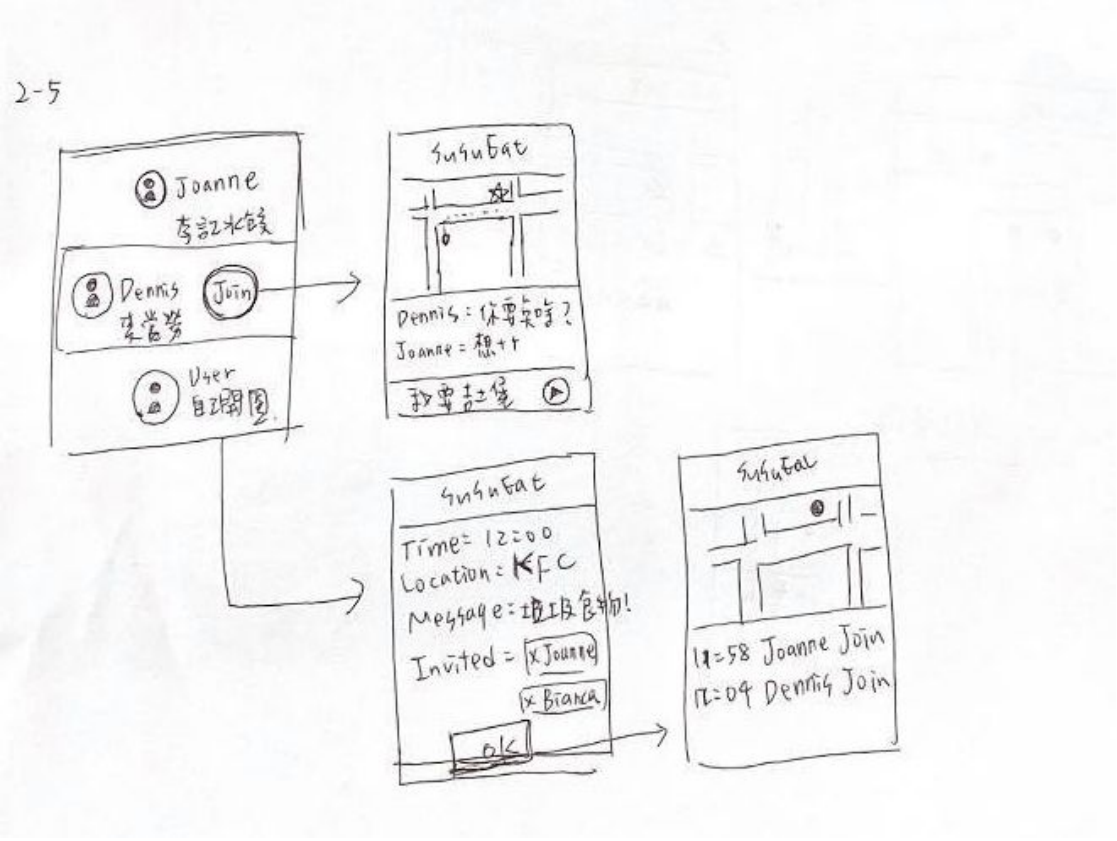


Figure 5. Main page show the lunch invitation from friends

UI Sketches

Top 2 Designs with Further Storyboarding The top two designs were the information based on the map and the main page showed the lunch invitation from friends ideas. Below are the more detailed storyboards for these two designs.

1. A map that shows nearby restaurants. The restaurants with a star icon means they have been recommended by your friends, and click them to see the information provided by your friends.

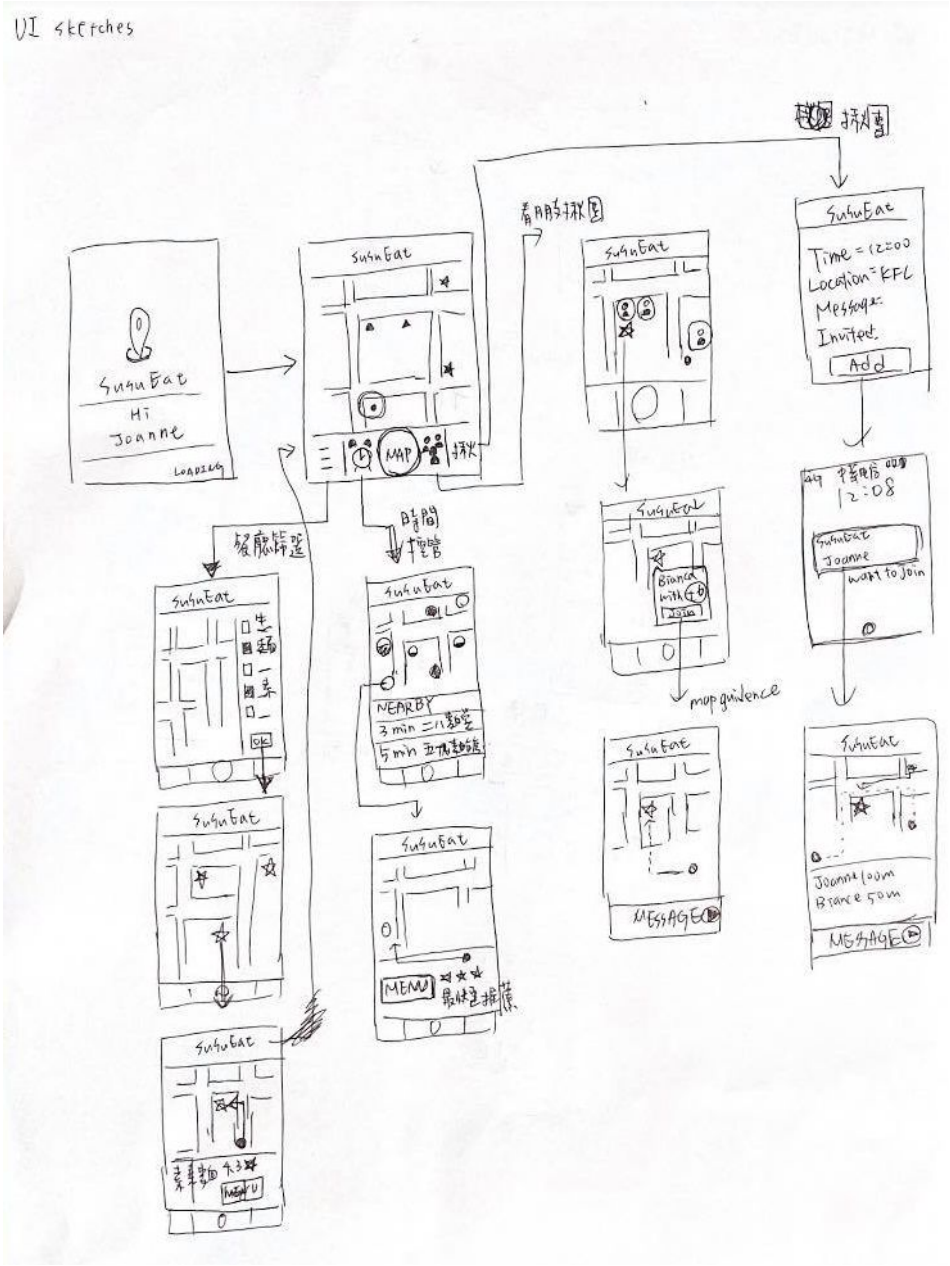


Figure 6. the design idea which using map as the main element

2. Show the friend list, and let users choose to join or open an invitation

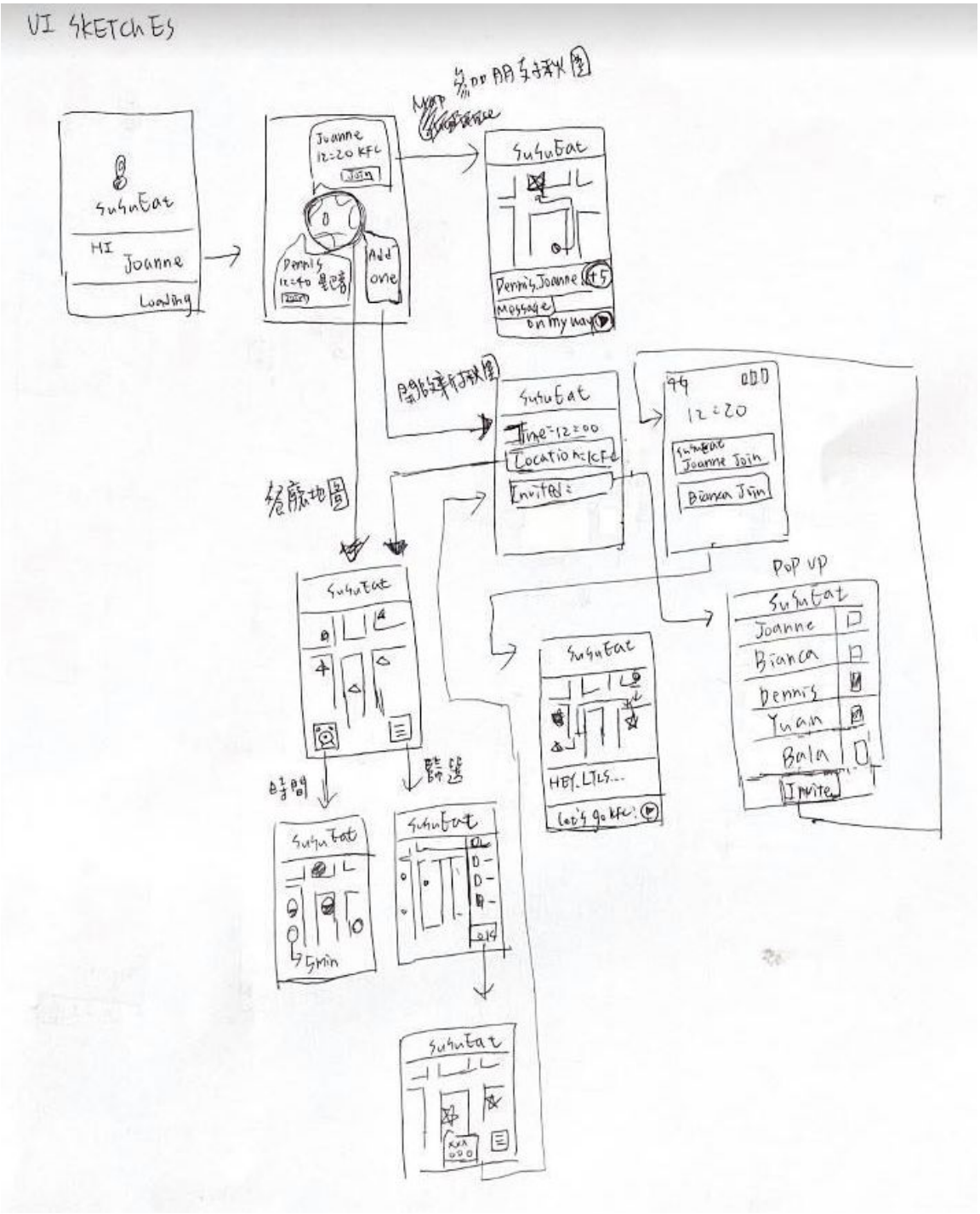


Figure 7. the design idea which using lunch invitation list as the main element

	Idea1 : main map	Idea2 : lunch invitation list
Pro.	• access distance and geographic information in an easy way • access friends' location in real-time.	• Able to access friends' current dining location

	• more convenient to meet each other	
Con.	• if the distribution of friends' location is wide, it would be difficult to find them efficiently. • may miss the invitation which is out of the scope of the map.	• Unable to access the location immediately • Feeling depressed of not having friends

Selected Interface Design

Storyboard for 3 tasks

1. Find the restaurant depends on your personal preferences
   (1) Click “Map” button to access map mode
   (2) Click "Category" button to access the filters window
   (3) Choose the different kinds and keywords, only selected restaurant will be left on map.
   (4) Click the restaurant, detailed information and menu will be shown.

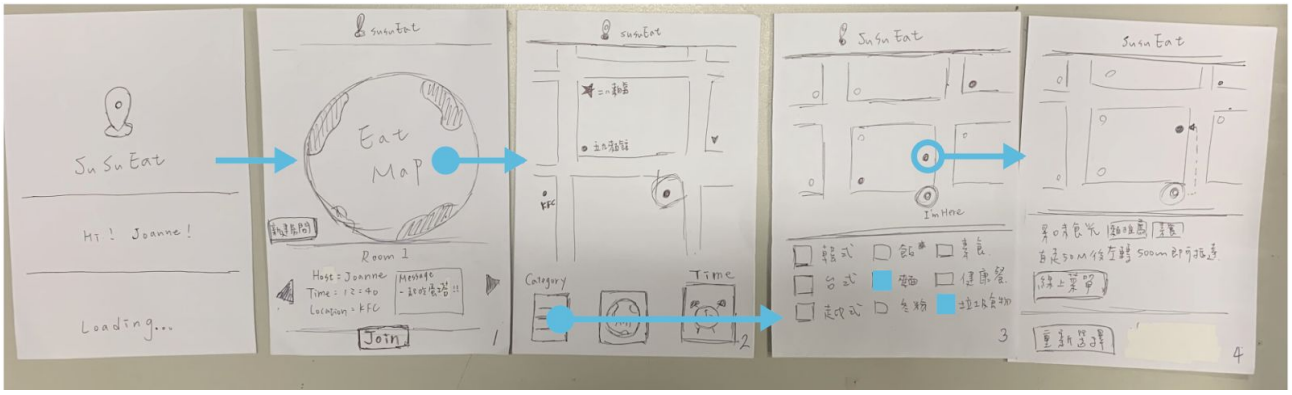


Figure 8. UI Flow of Task 1

2. Know the average waiting time of each restaurant
   (1) Click “Map” button to access map mode
   (2) Click “Time” to calculate walking time and average waiting time
   (3) Rankings of waiting time for each restaurant will be shown on the bottom.
   (4) Click the restaurant, detailed information and menu will be shown.

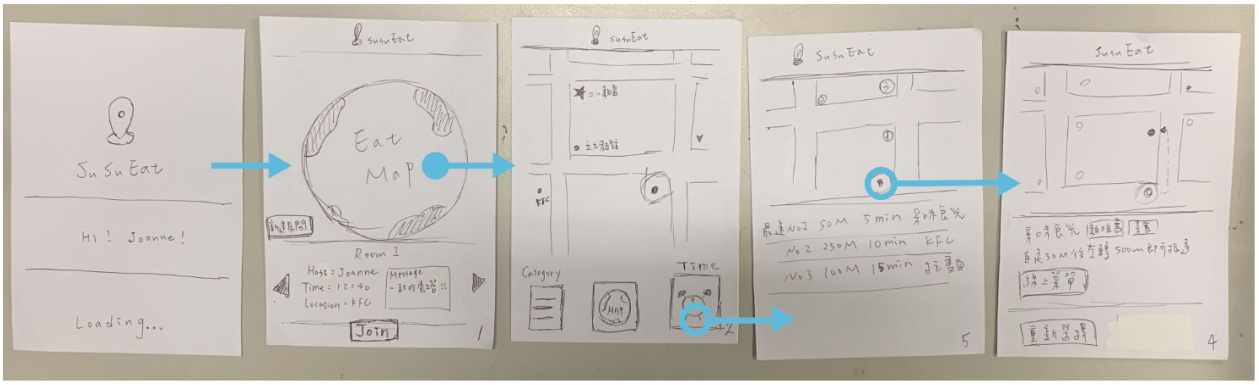


Figure 9. UI Flow of Task 2

3. Schedule an instant catch-up over lunch with friends
 (1) Click to create an invitation
 (2) Click “Location” to choose the restaurant on map
 (3) Type the meet time and message you want to send
 (4) Click “Invite” to enter the friend list page
 (5) Click “Invite” button to launch the invitation.
 (6) Each event room will show each member’s location and restaurant’s location(with the map navigation) and chat room.

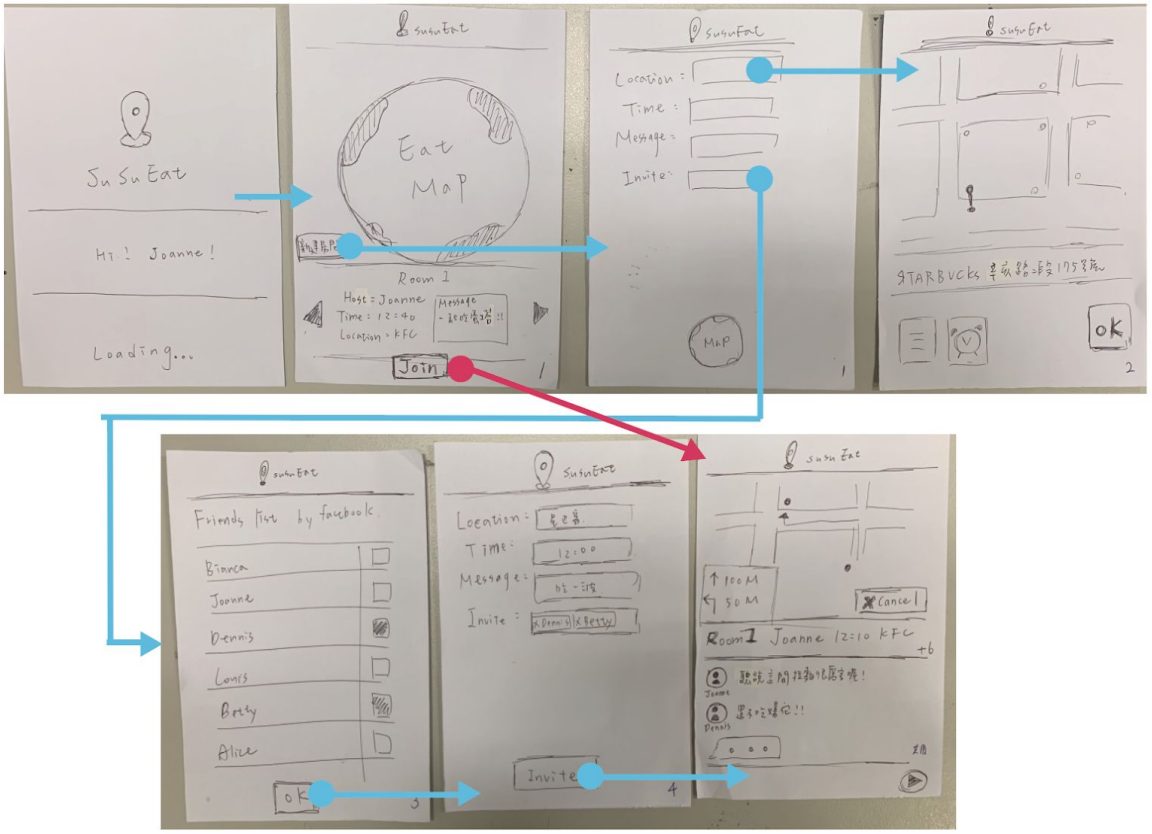
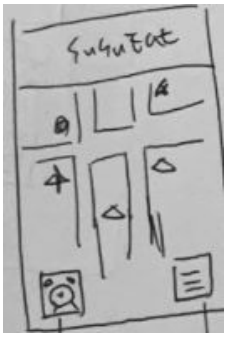
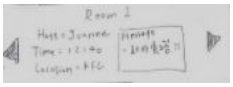
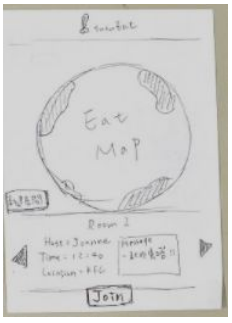
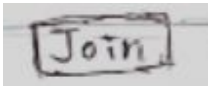
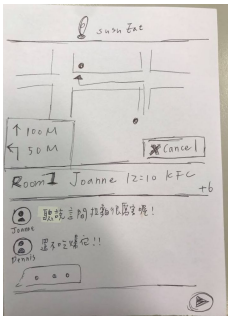
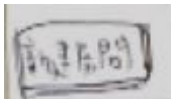
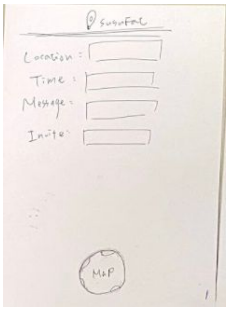
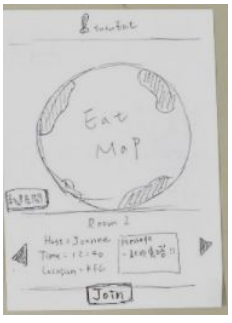
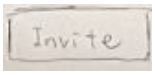
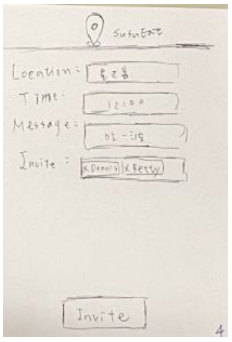
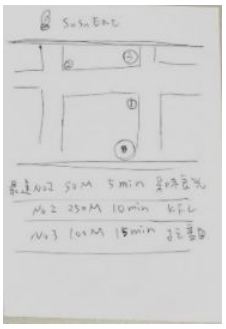
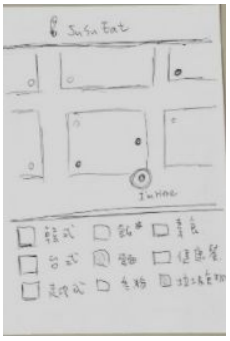
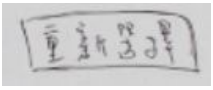
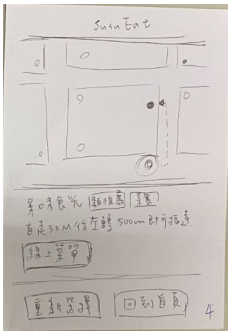
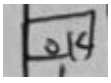


Figure 10. UI Flow of Task 3

Prototype description

Prototype Functionality

	Description of function	Screen for the function
	Navigate to the map page, let users choose the restaurant on map.	
	Show the invitation from friends, swipe to see more invitations from others .	
	Press join button to confirm invitation and see the	
	Users may initiate a meetup at their preferred restaurant	
	Users may click this button to go back to the home page.	

	After users initiate a meetup, they may invite specific friends to join this event	
	Users may filter restaurant based on the average waiting time	
	Users may filter restaurant based on their personal preferences (e.g. types of cuisine, price, menu)	
	Users may want to refresh the filter.	
	When opening a new invitation, you need to determine the restaurant, meet time and friends. Use this button to go next part.	

Entire System

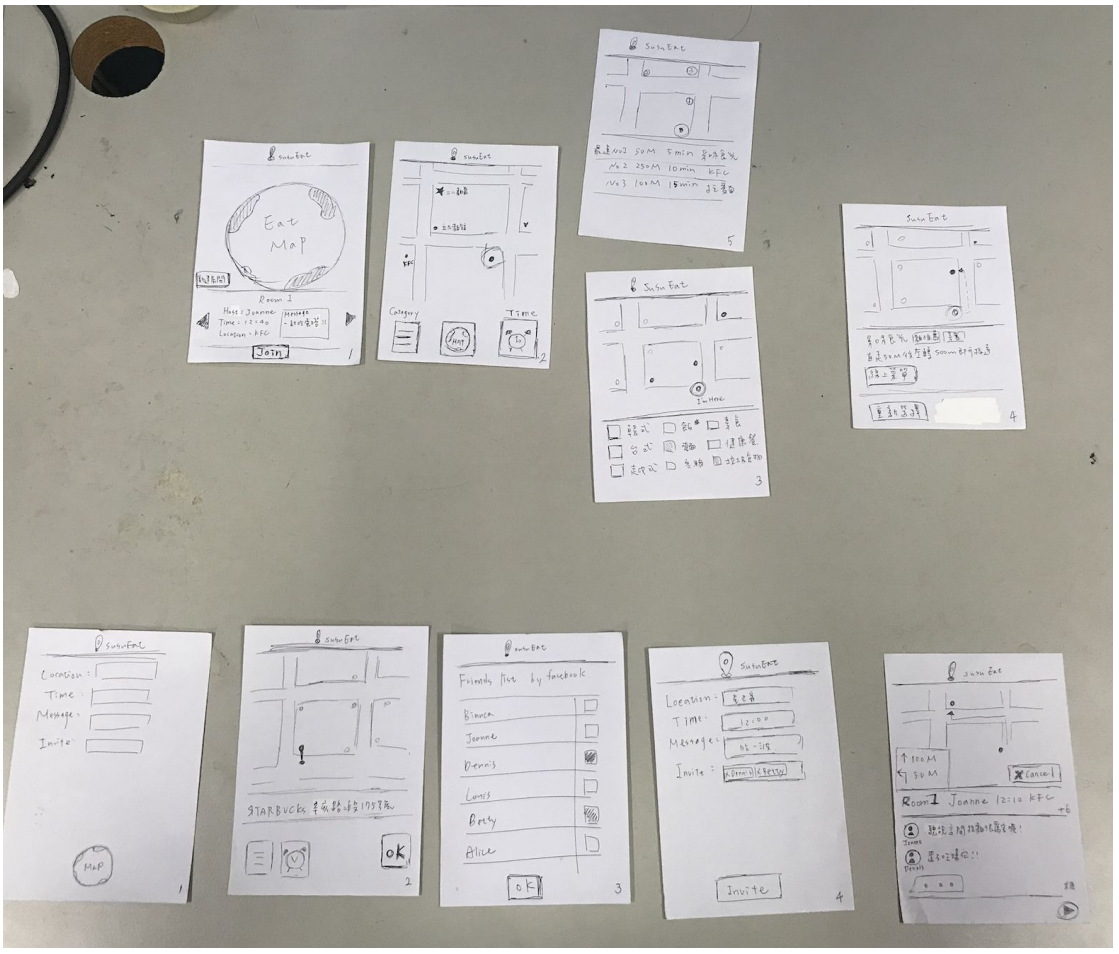


Figure 11. Entire System

Method

In testing our low-fidelity prototype, we wanted to observe how a variety of users interact with our application. Our goal was to determine what improvements could be made to enhance the overall user experience.

- Participants + Environment

University students are our prime target users as they almost dine out for every single meal. We would like to start the testing with NTU students :

1. A student who doesn't know what to eat.
2. A student who doesn't want to eat alone.
3. A student who has class at 13:00 - doesn’t have much time at noon.

- Tasks

1. Find the restaurant depends on personal preferences
2. Find a restaurant that has the shortest waiting time
3. Schedule an instant catch-up over lunch with friends
4. Join an instant catch-up over lunch with friends

- Procedure

  We first introduced the overview of our app to participants. We asked the participant to execute specific tasks in our app, and recorded their behavior based on the test measures enumerated below. Afterwards, we asked users some questions about their experience and asked if they had any ideas for us.

- Test Measures

1. Timing: How long it took for our participants to execute our tasks
2. Success: If the users can figure out the features (and the main purpose of this app) by themselves without being informed by the facilitator
3. Improvement: Which button or page will confuse or get to the wrong page?

- Team Member Roles

1. one computer - help user to manipulate the App : Dennis
2. one greeter / facilitator - introduce the concept of App and speaks throughout the test: Bianca
3. one recorder - record and observe all participants' behaviour and feedback : Joanne

Results

All tasks successfully completed

- Task 1 feedback (Find the restaurant depends on personal preferences) :
  All of our interviewees think it's easy to use. However, they wonder if multiple filters applied at the same time is possible as they might not see any selected restaurant.

- Task 2 feedback (Find a restaurant that has the shortest waiting time) :

  All of our interviewees think it's a useful feature, as most students are short on time during lunch time and wish to use minimal time to get their food. However, they are slightly concerned if the waiting time is walking time and waiting time in the restaurant combined and if the waiting time calculation is precise.

- Task 3 feedback (Schedule an instant catch-up over lunch with friends) :
  One of the interviewees suggests that if we can add additional features to this function, that users can not only invite friends within his/her friends list, but also outside of the friends list (e.g. stranger, students who enrolled in the same course).

Also, when someone sends out an invitation, we might need to set a bottomline of when people can still join this event room, or else the people who initiate this event might just end up waiting forever.

- Task 4 feedback (Join an instant catch-up over lunch with friends) :
  All of our interviewees feel excited when seeing the “join” bottom. One of the interviewees suggests that it's possible to access the event room’s information when scrolling the map, rather than purely showing it on the story section.

Discussion

Our observations and results showed that while our application performed well in some respects, there are a few minor problems that need to be improved.

First, according to our user interface design, users can choose whether they want to get (1) food map or (2) instant catch-up over lunch with friends in the main scene. So the user can check the catch-up info quickly, they don’t need to load the food map in the main scene. But in the interview results, we learned that some users still want to check the catch-up group in the map mode. Therefore, we wish to strike a balance between these two functions and user interface.

Morever, under friends’ invitation function, while some interviewees wish to interact/communicate with closed-friends, others wish to meet new friends outside of their comfort zone. Our interviewee mentioned that if we only limit this invitation function to closed friends, they might not have the motivation to switch to our app from other major messaging apps such as Facebook or Line. Therefore, we have the idea of enabling people who do the same course together for a lunch catchup (ex. pairing students up based on their course code)
.
In conclusion, most of our participants were very surprised by the catch-up function, and felt excited to click it. We thought these results were very positive, and also were inspired by this feedback. Compared to general food map Application, we made the process of choosing the restaurant during lunch or dinner become interactive and interesting. For our future work, we would continue to adjust and optimize the user interface and user experience, depending on the feedback of our participants.

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