



Notifications for gift card shoppers

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Competitive Analysis

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	Apple	Gyft	Snapchat	Raise	Giftcards.com	
Capture?	Yes, by taking photo	Yes, by manual input	Yes, by taking photo	Yes, by manual input	Yes, by manual input	
Mobile / Desktop	Mobile	Both	Mobile	Both	Both	
Personalize message	Yes	Yes	Yes	No	Yes	
Shop?	Yes	Yes, Online / In-store	No	Yes, Online / In-store	Yes, Online / In-store	
Location notification	No	No	No	Yes	No	
Track balance	Yes	Yes	No	Yes	Yes	
Main focus	Wallet Passes	Sell eGift-cards	Social Media	Sell eGift-cards	Sell eGift-cards	
Usage	Personal	Both	Friends	Both	Both	
				Area for opportunity		

Comparative Analysis



gyft

GiftCards





Feature Prioritization





User Flow



Site Map



Low Fidelity - Paper Prototype

While conducting my Paper Prototype test I observed the user to be confused and unsure what the next step was in Homepage Screen. As soon as the testing was done I followed up to find out the issue she was having. Although there were navigational icons present, they were unclear where the links lead to.

I soon learned later in the course work and homework that icons without text labels are often defined as mystery meat and don't hold context. I then made sure to clearly title each icon and have all navigational icons in a centralized location for a better intuitive design. Also, the Confirmation and Use Now Screens would be combined to keep depth in check. The user should reach end goal or Tertiary navigation state by the third screen.



Homepage

Confirmation

Use Now

Checkout Process (POS)





Low Fidelity - Wireframe

Combining of the Confirmation and Use Now screens was implemented to be the Add to Wallet Screen. It was missing the amount field and would need to be added in the next prototyping phase.

Overall I looked at Information Architecture on each screen as I got to see quickly on screen how the content would need to be reorganized in order of priority. The barcode in the POS Screen was moved down further as it was the last piece of information the user would need to see before the cashier scanned for redemption.

The new addition of the Category Layout was included to be part of my key screens.



Homepage

Category Layout

Add to Wallet

Checkout Process (POS)

Branding

The innate graphic designer in me started quickly sketching and conceptualizing the logo in my notebook during downtime in class and carefully converted those iterations over the weekend to bring it to a finished product.



Mid-Fidelity - Wireframe

Usability feedback overall was positive based on the task scenario given. All icons, elements were functional and the user was able to navigate with ease.

Copy was tweaked then finalized for a more interactive & playful feel.

Systematic spacing was established with bodies of copy and art elements organized in intervals of at least 8px from each other.



Homepage

Category Layout

Add to Wallet

Checkout Process (POS)

High-Fidelity - Wireframe

Body text seemed to be not as legible when founding the branding colors to the wireframes. The contrast between colors made the text difficult to read at this point. Copy in the UI was then adjusted to be 14px point size as opposed to 12px to follow recommended best practices.

Homepage

Category Layout Add to Wallet

Checkout Process (POS)

High-Fidelity - Usability Testing Key Insights

 User swiped left to advance to the Upload Card Screen. User commented stating Instagram and other related apps have this function.
Solve: Added a Swipe Left Gesture in addition to the Upload function to advance to

the Upload Card Screen.

 User Confusion over the login screen being the first thing they see as a new user.
Solve: Implemented onboarding screens to further tell the story of what GLocate is and an overview of its main functions.

Onboarding Screen 1 Onboarding Screen 2 Onboarding Screen 3 Homepage

Final Prototype

