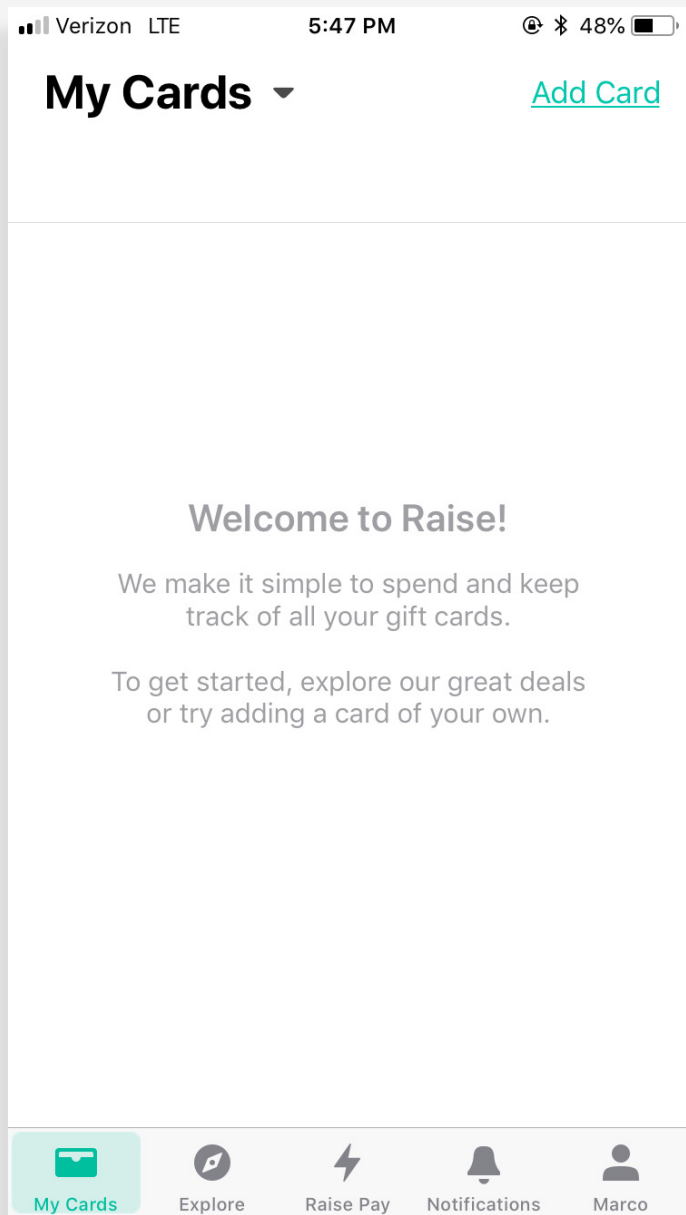


Notifications for gift card shoppers

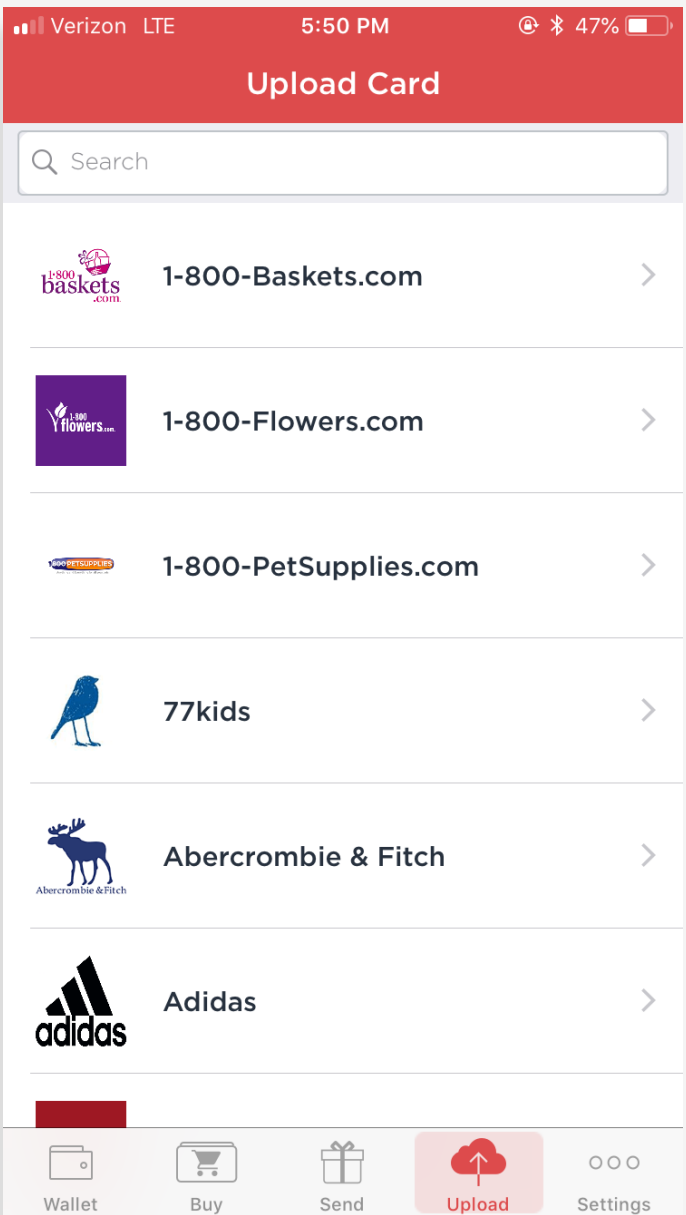
# Comparative Analysis



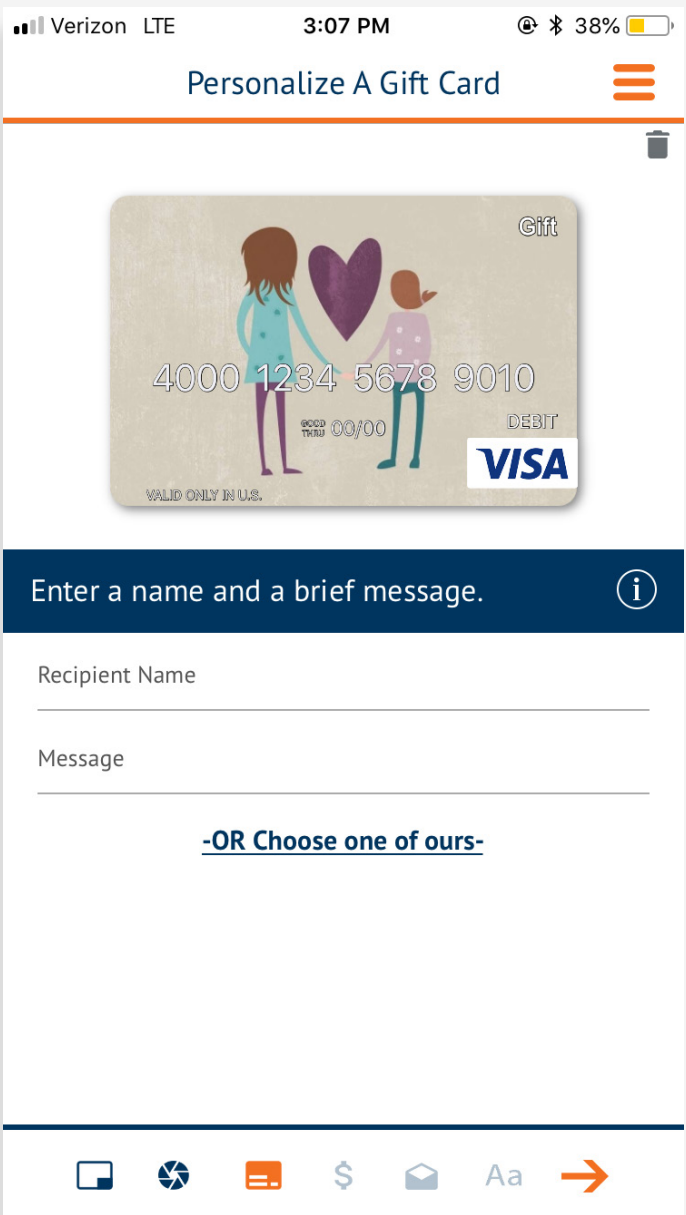
Menu



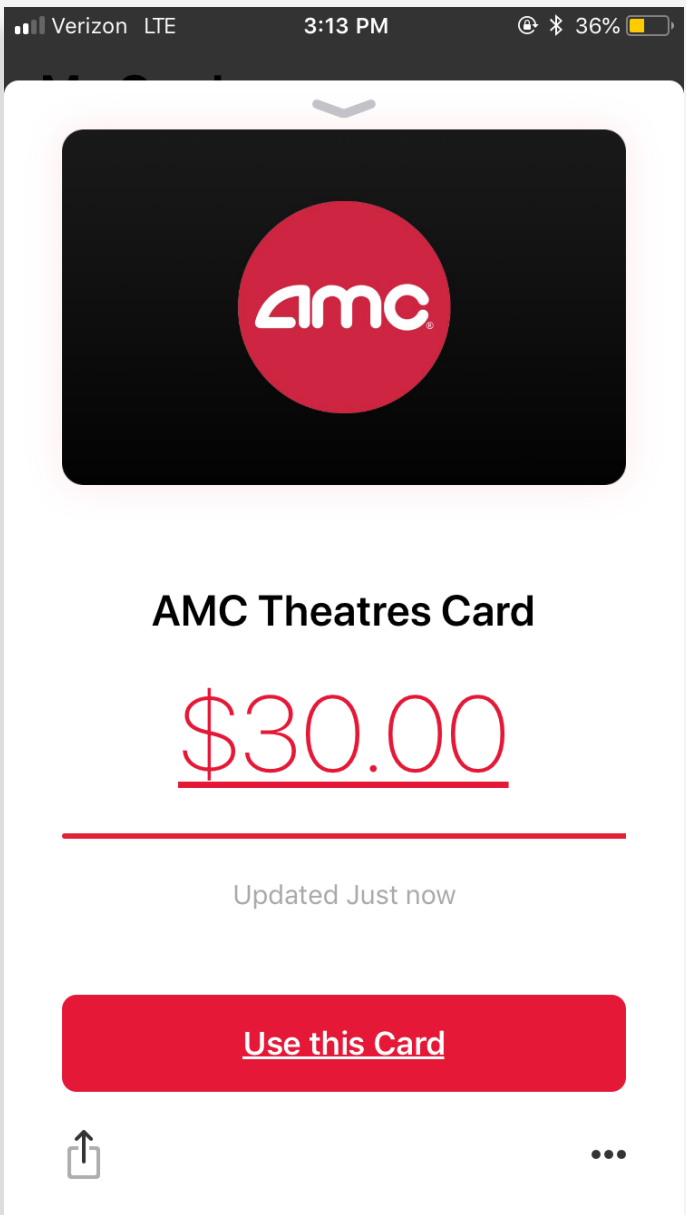
Information Architecture



Category Layout








Input Information



Checkout Process



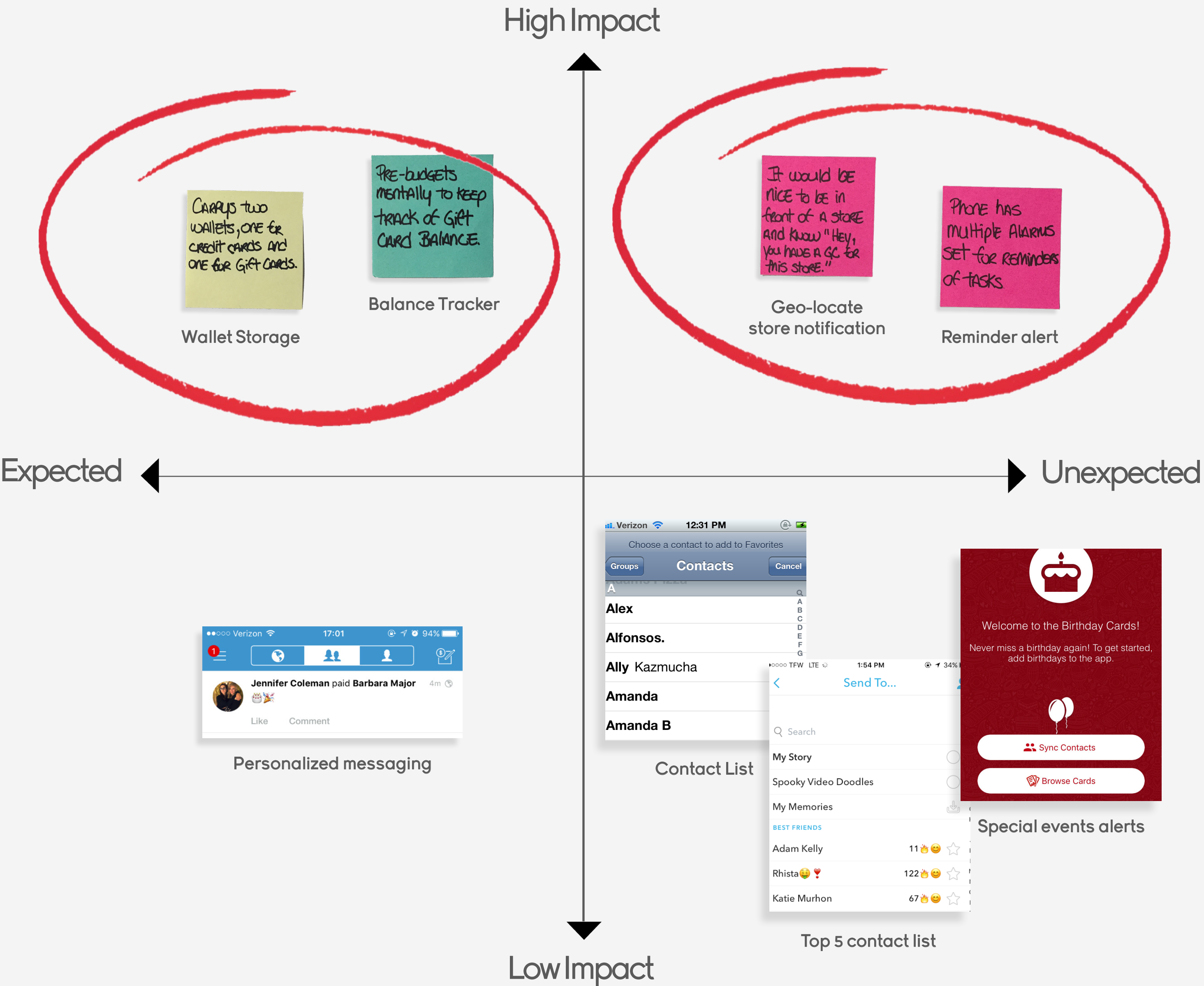
# Competitive Analysis

	 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

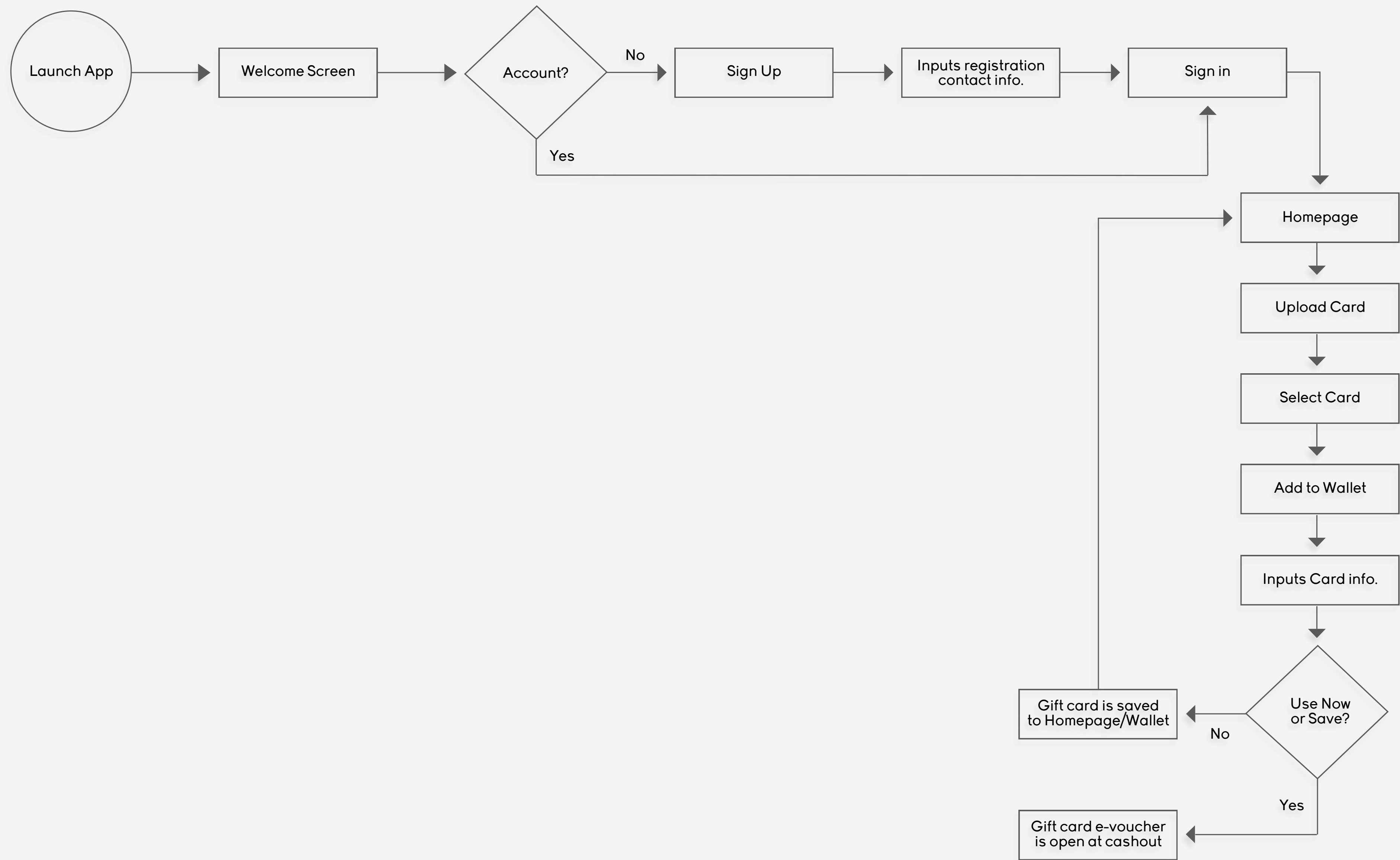
 Area for opportunity



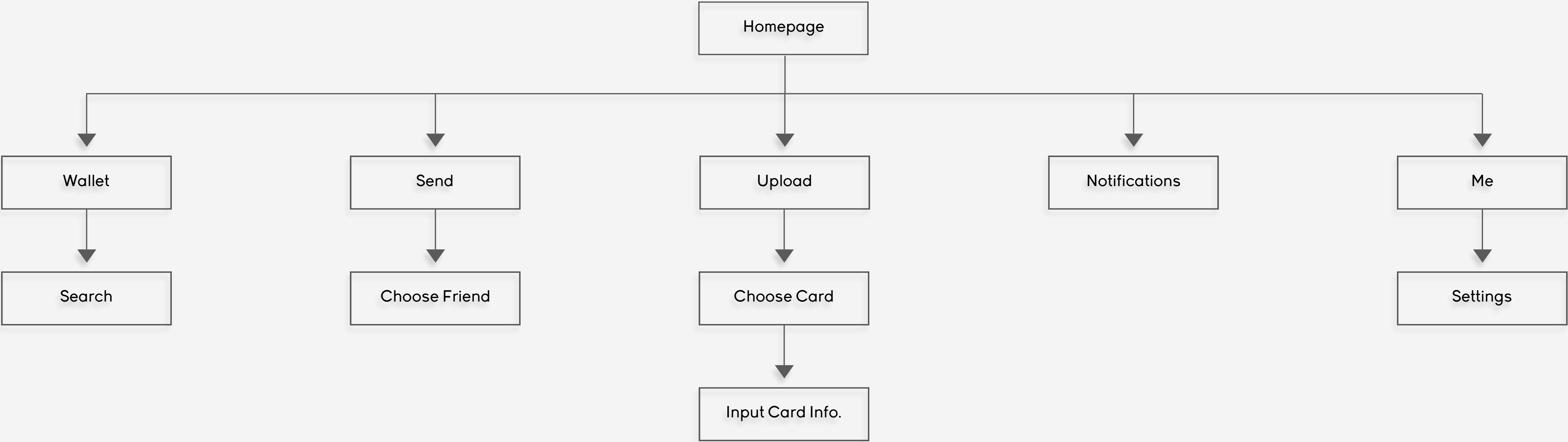
Feature Prioritization



# User Flow



# Site Map

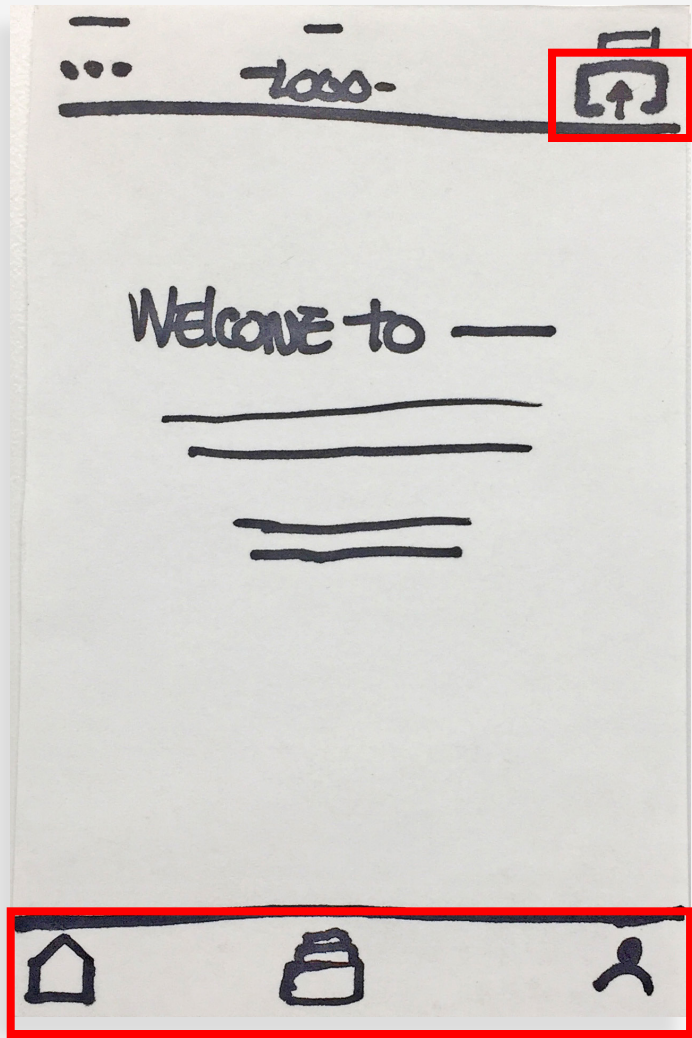




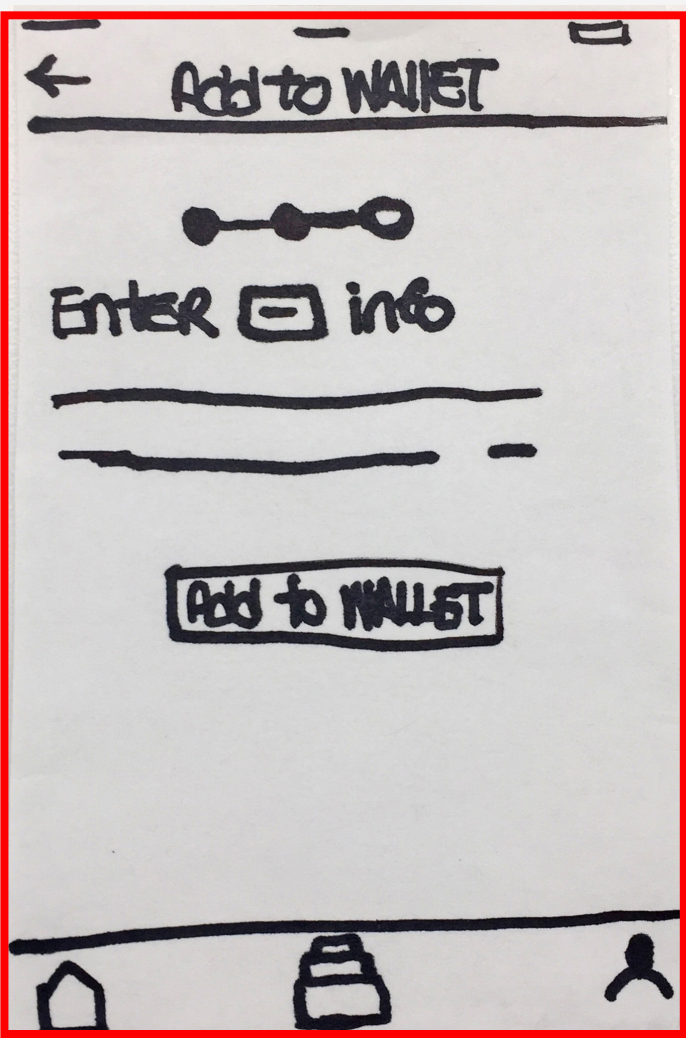
# Low Fidelity - Paper Prototype

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.

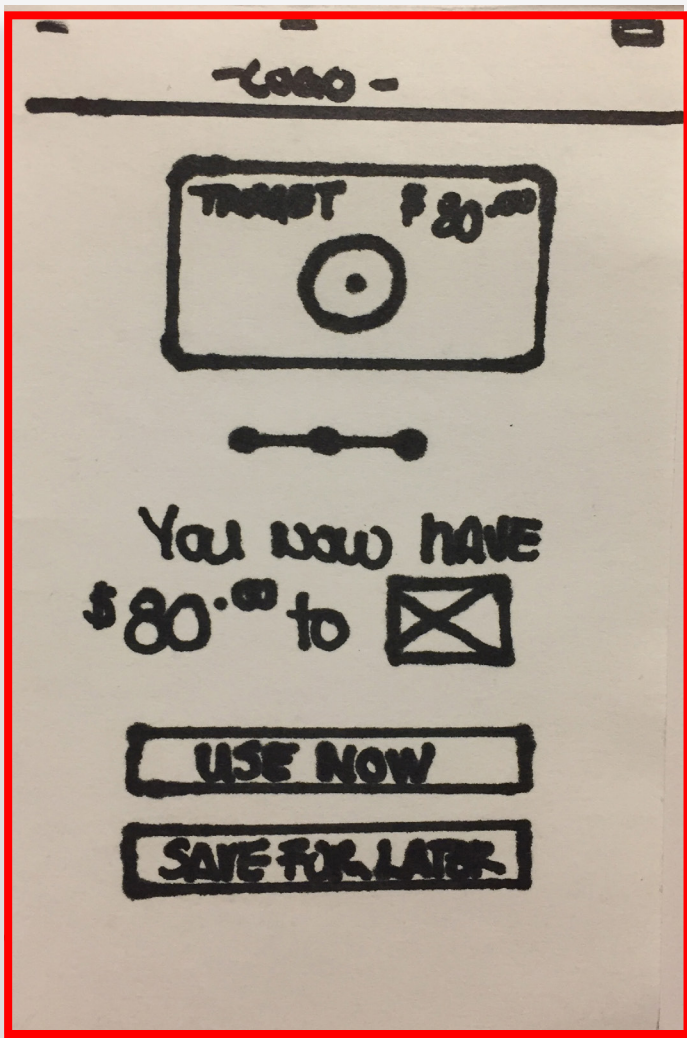
I soon learned later in the course work and homework that icons without text labels are often defined as mystery meat and don't hold context. I then made sure to clearly title each icon and have all navigational icons in a centralized location for a better intuitive design. Also, the Confirmation and 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.



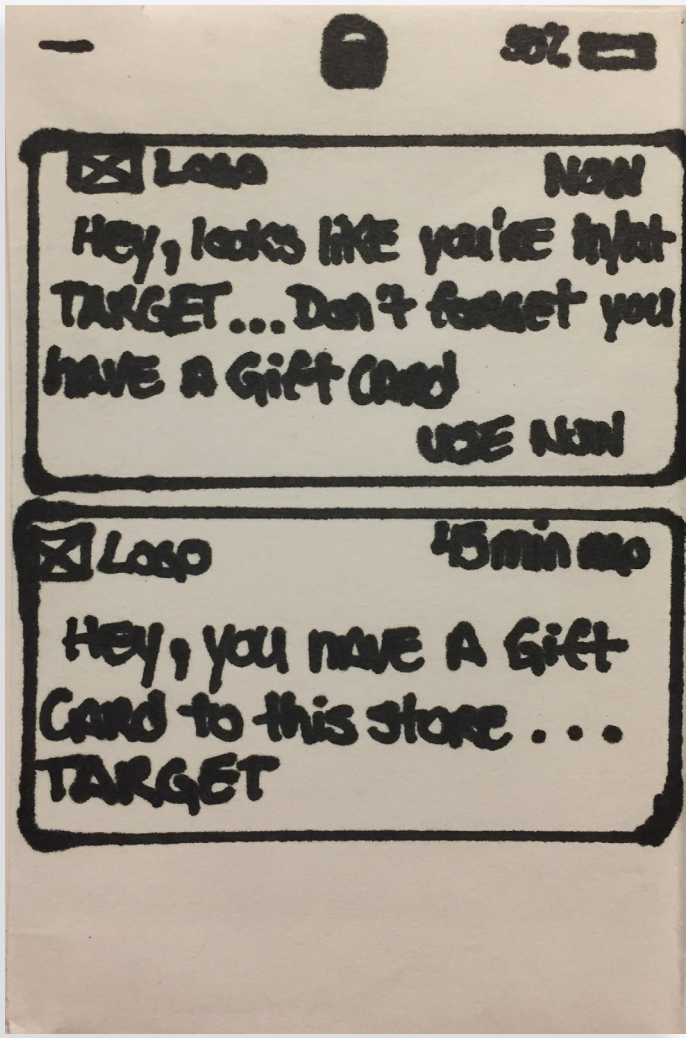
Homepage



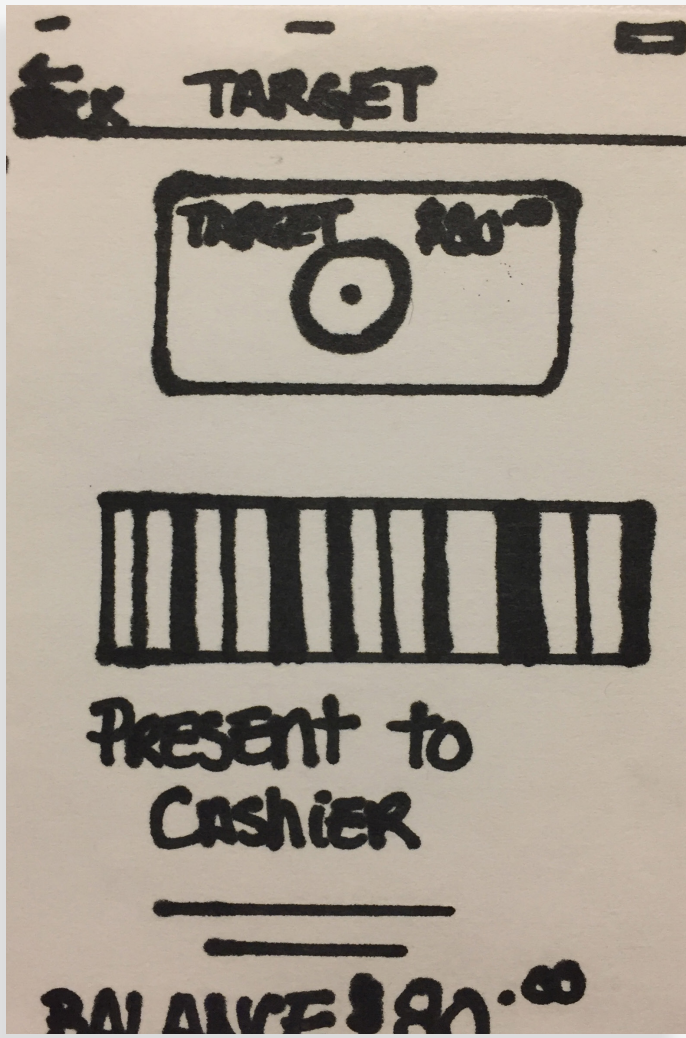
Confirmation



Use Now



Notification



Checkout Process (POS)

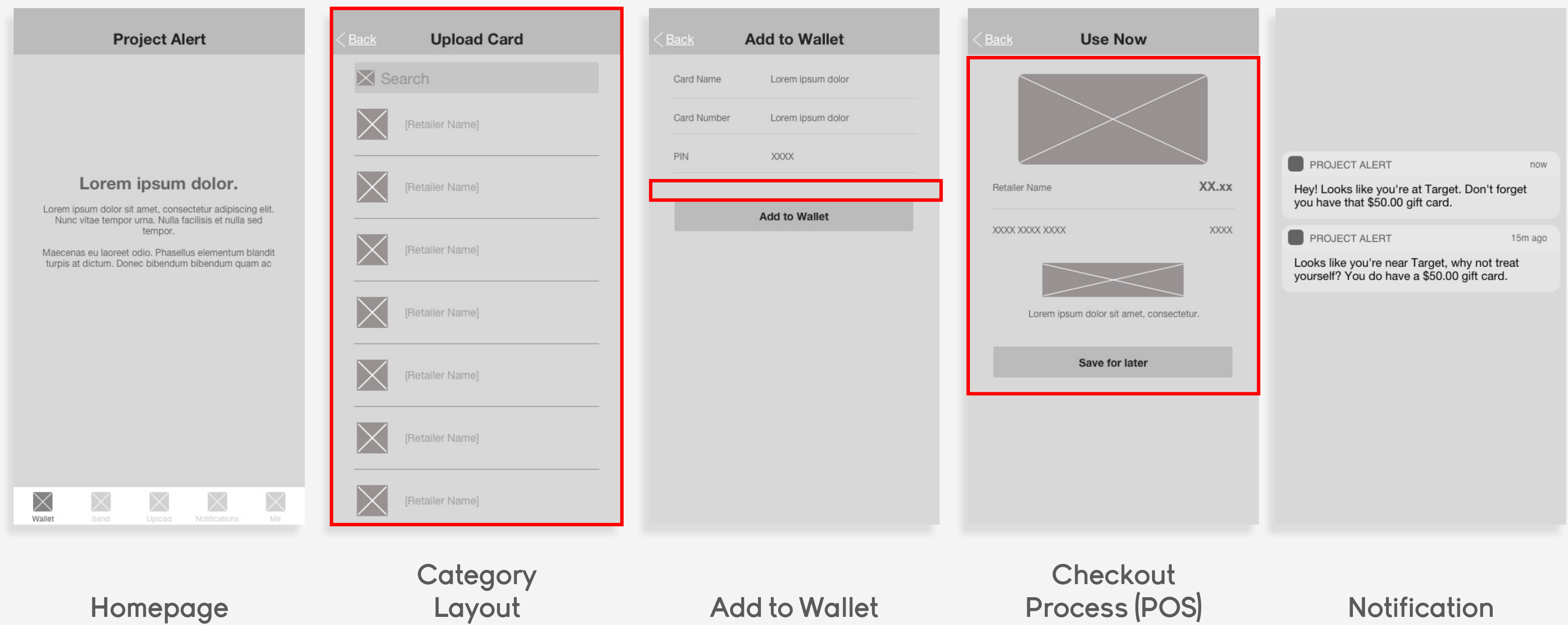


# Low Fidelity - Wireframe

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.





# 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.

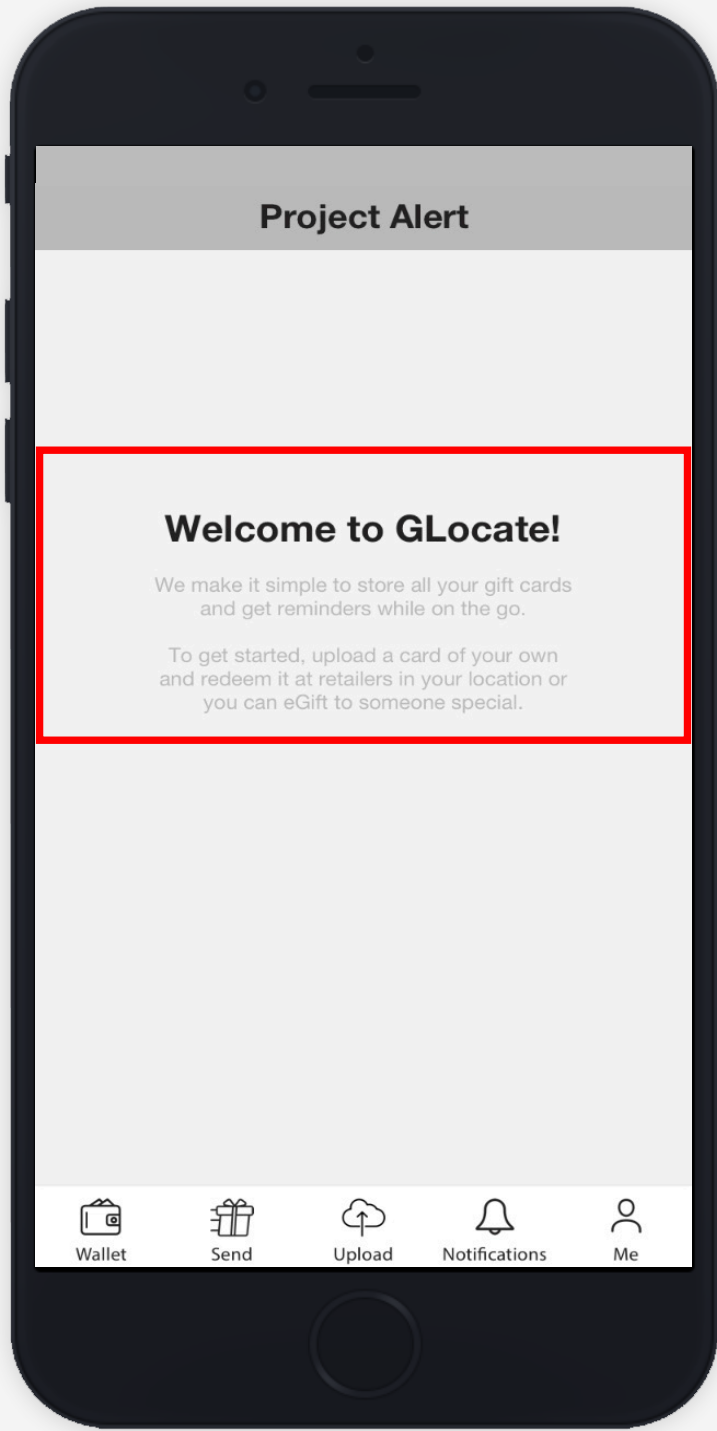


# Mid-Fidelity - Wireframe

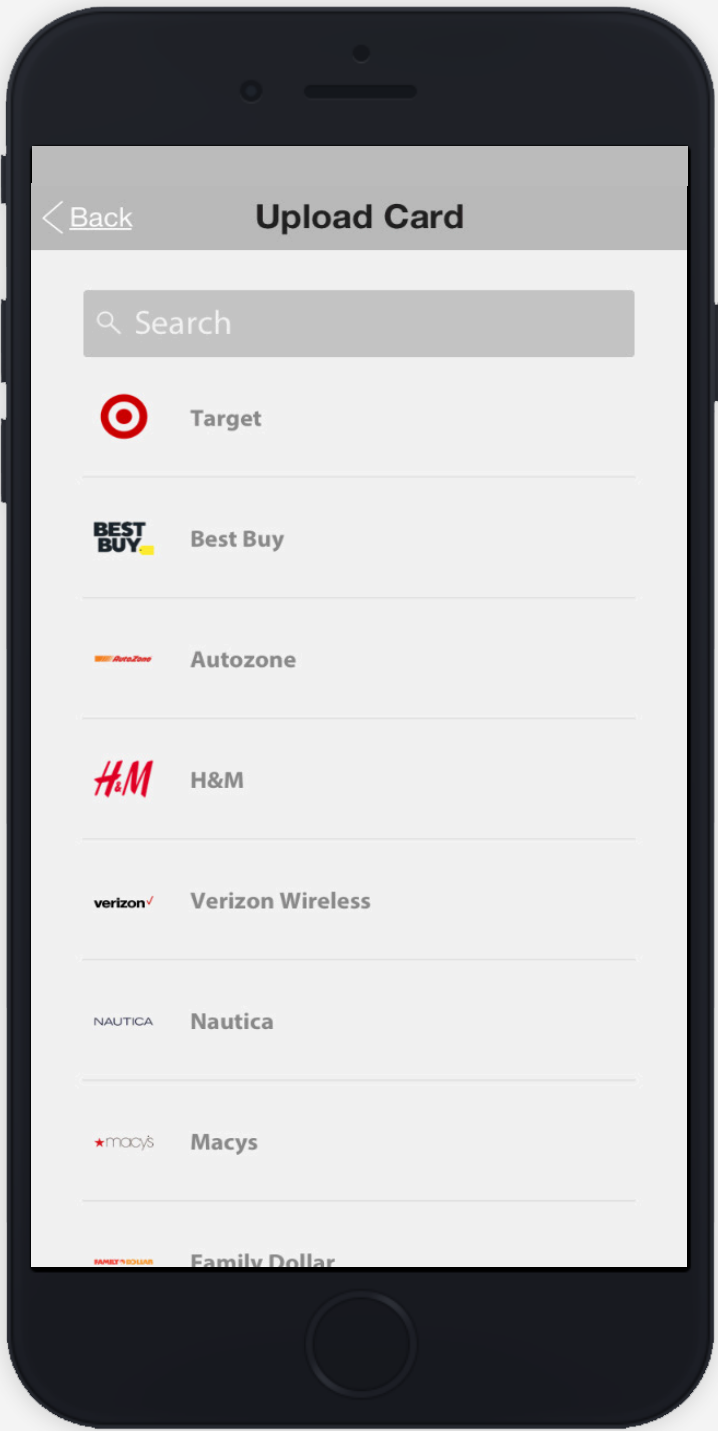
Usability feedback overall was positive based on the task scenario given. All icons, elements were functional and the user was able to navigate with ease.

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

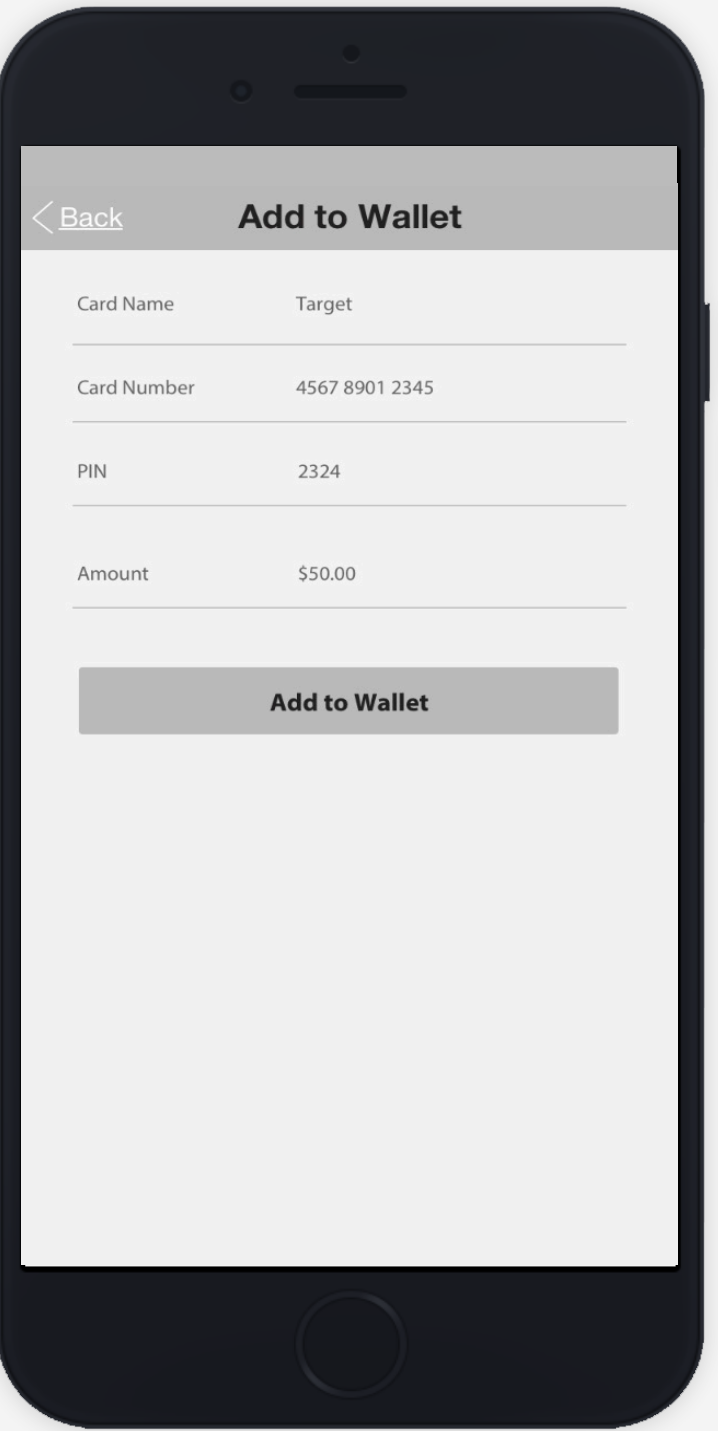
Systematic spacing was established with bodies of copy and art elements organized in intervals of at least 8px from each other.



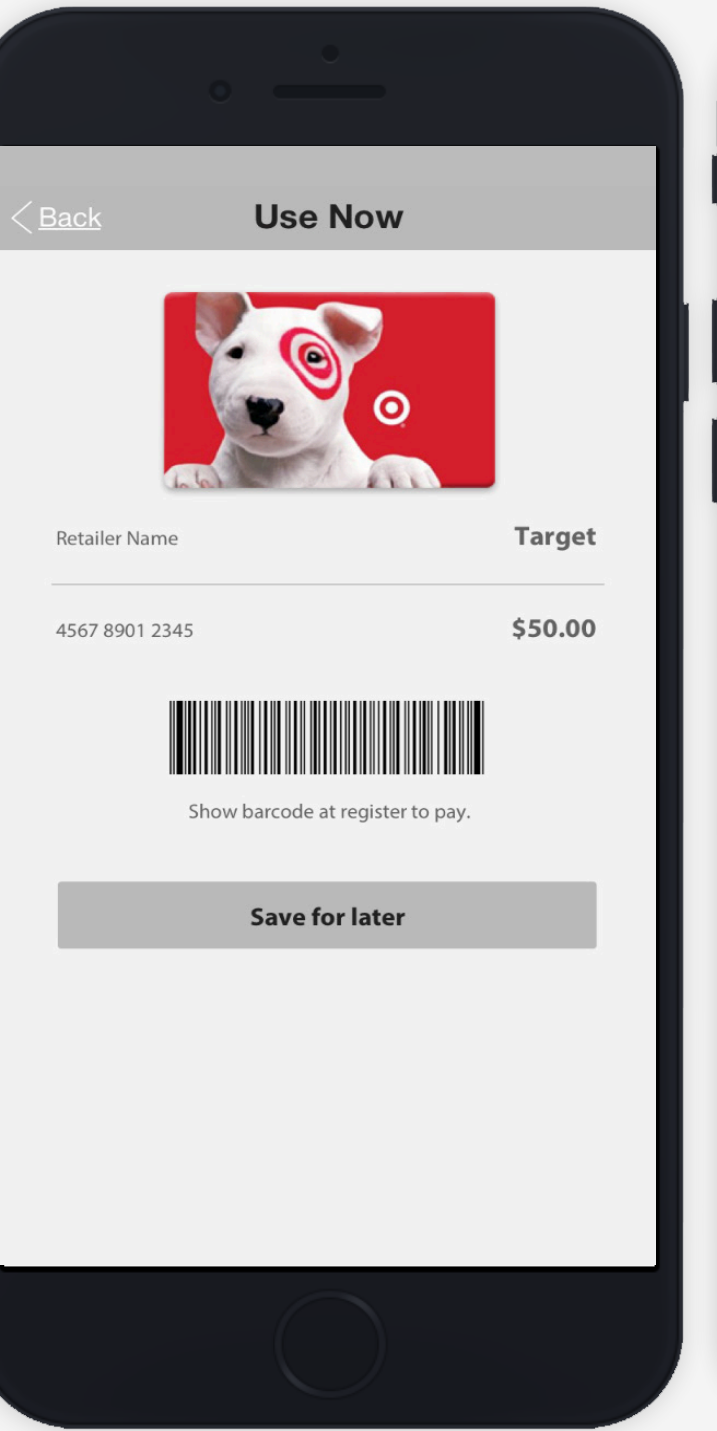
Homepage



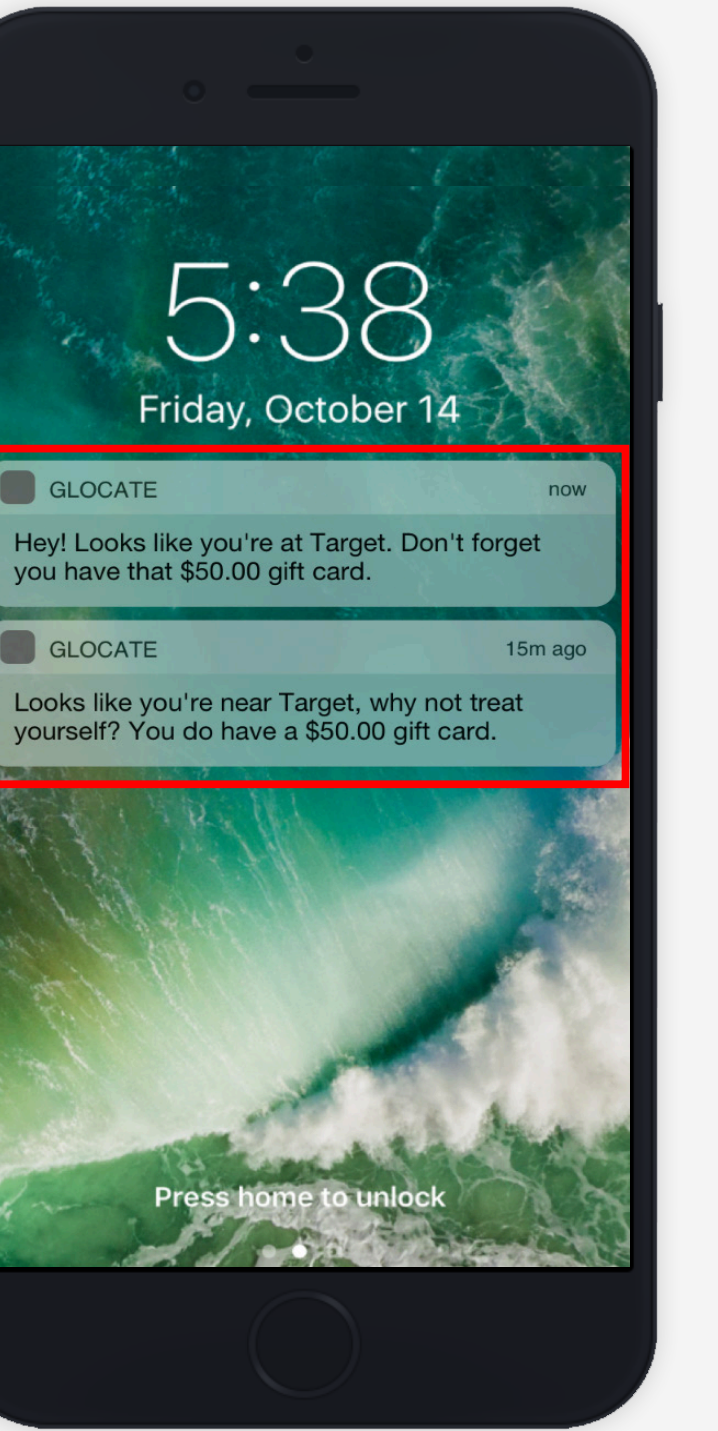
Category Layout



Add to Wallet



Checkout Process (POS)

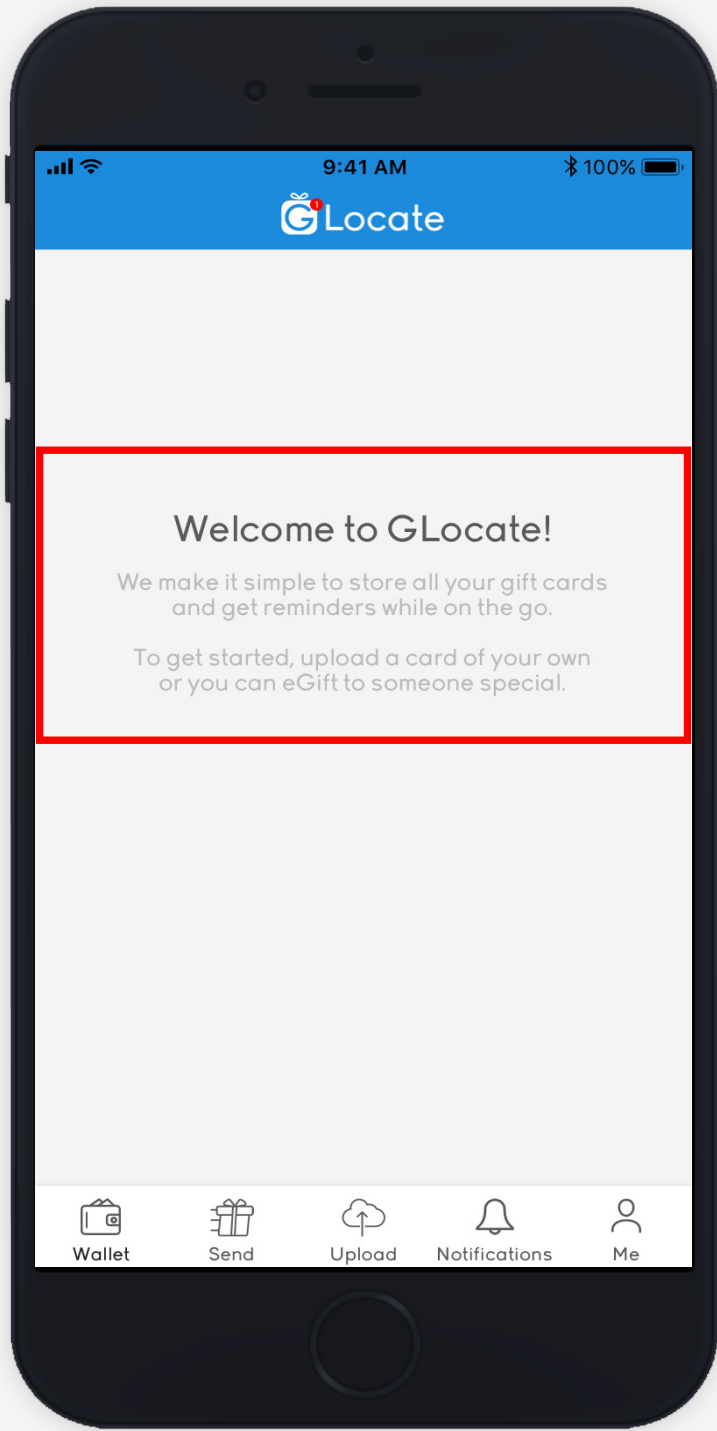


Notification

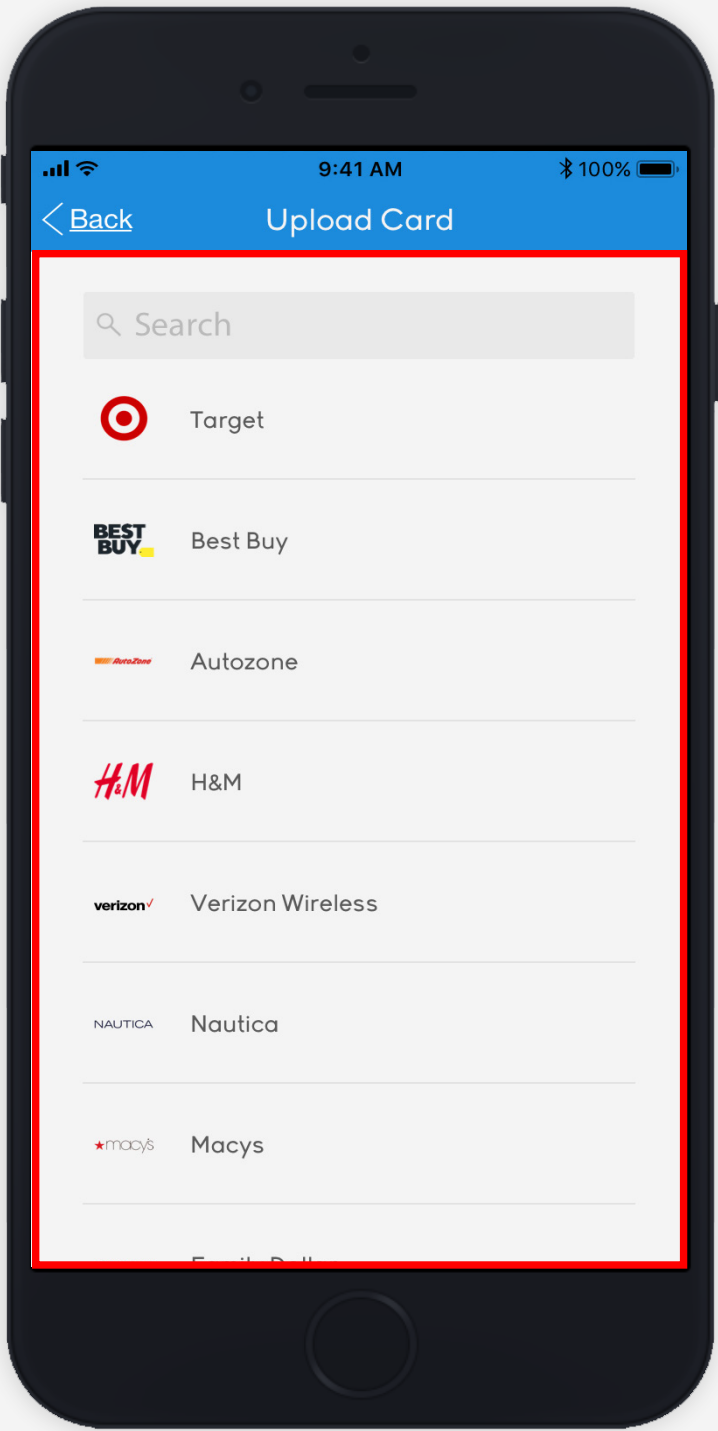


# High-Fidelity - Wireframe

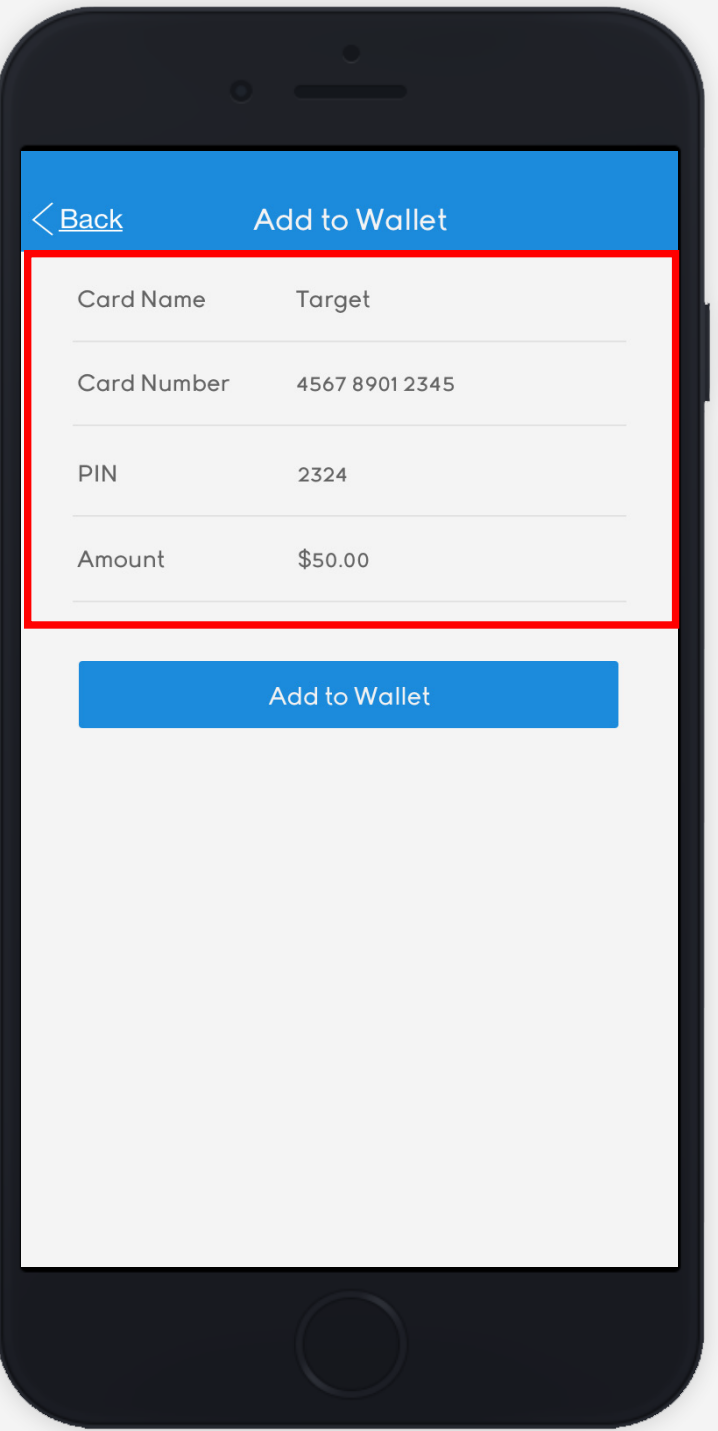
Body text seemed to be not as legible when founding the branding colors to the wireframes. The contrast between colors made the text difficult to read at this point. Copy in the UI was then adjusted to be 14px point size as opposed to 12px to follow recommended best practices.



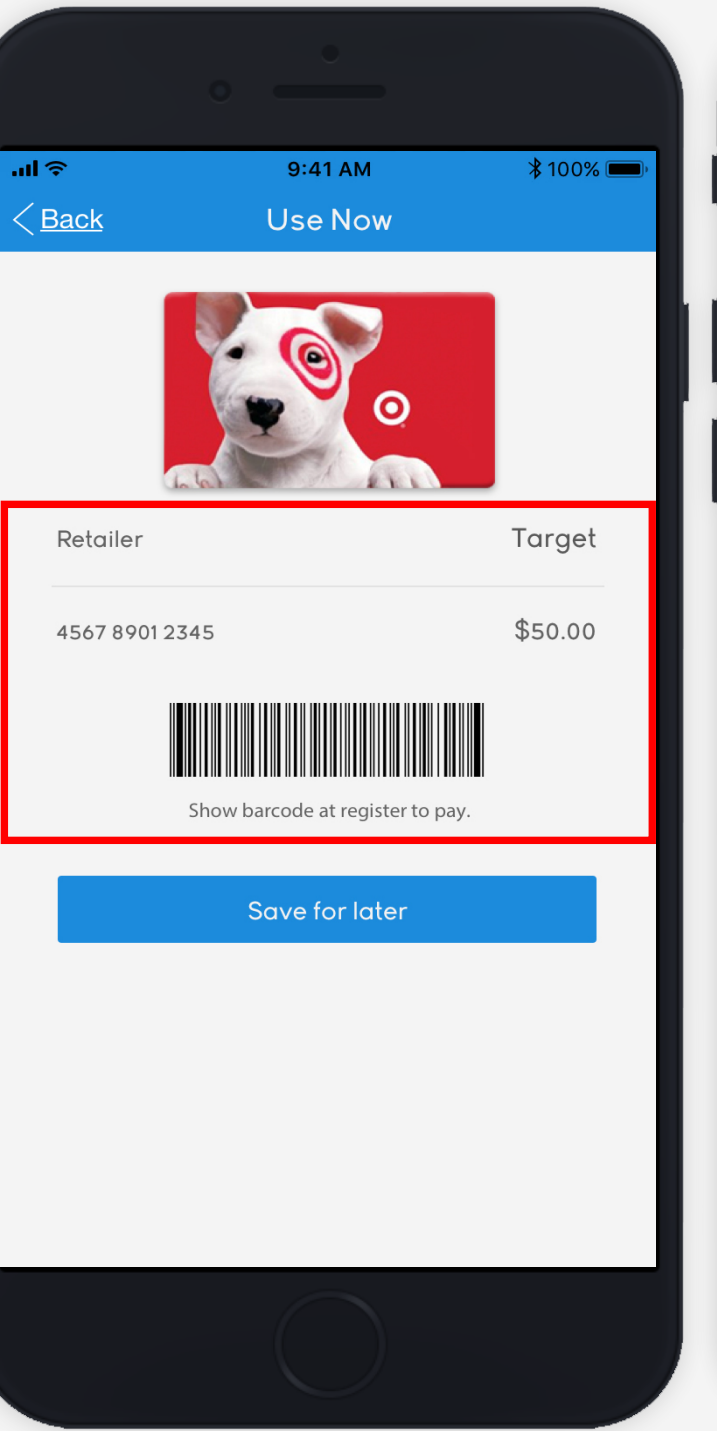
Homepage



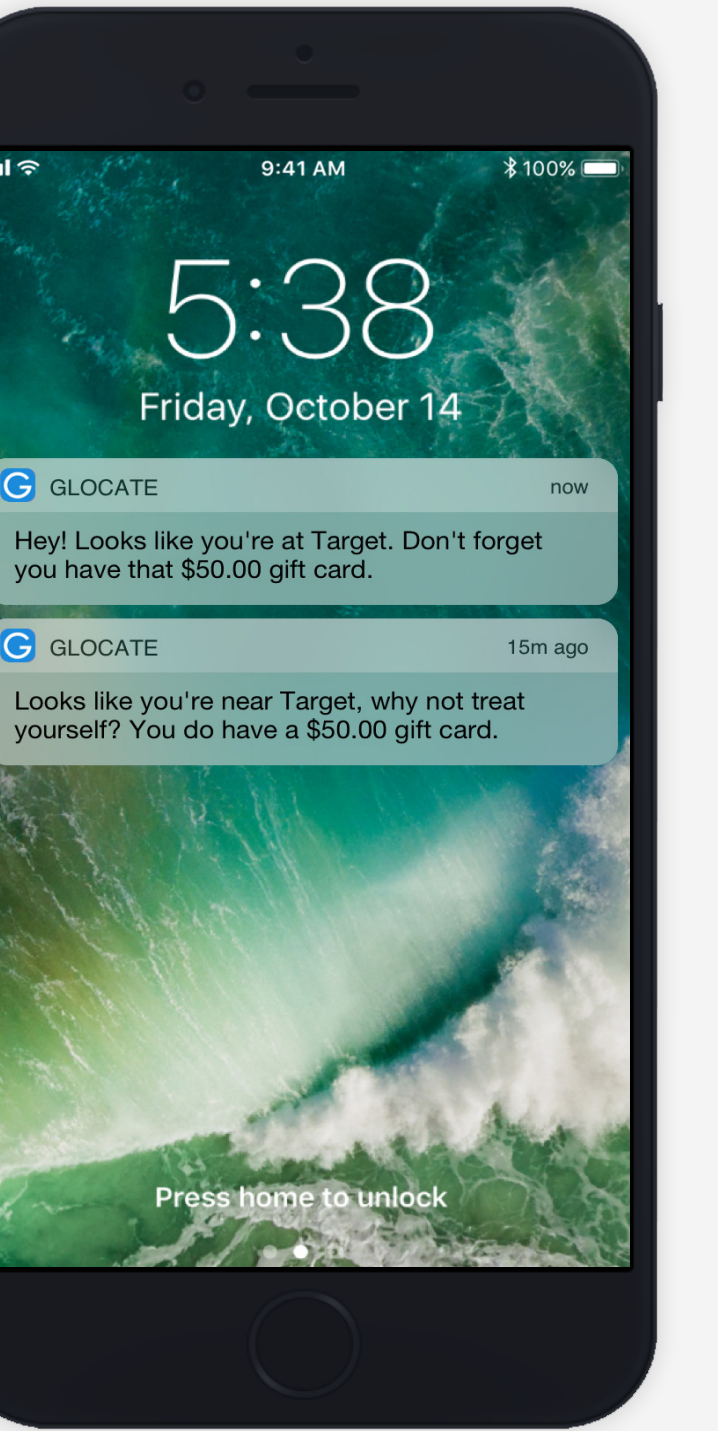
Category Layout



Add to Wallet



Checkout Process (POS)

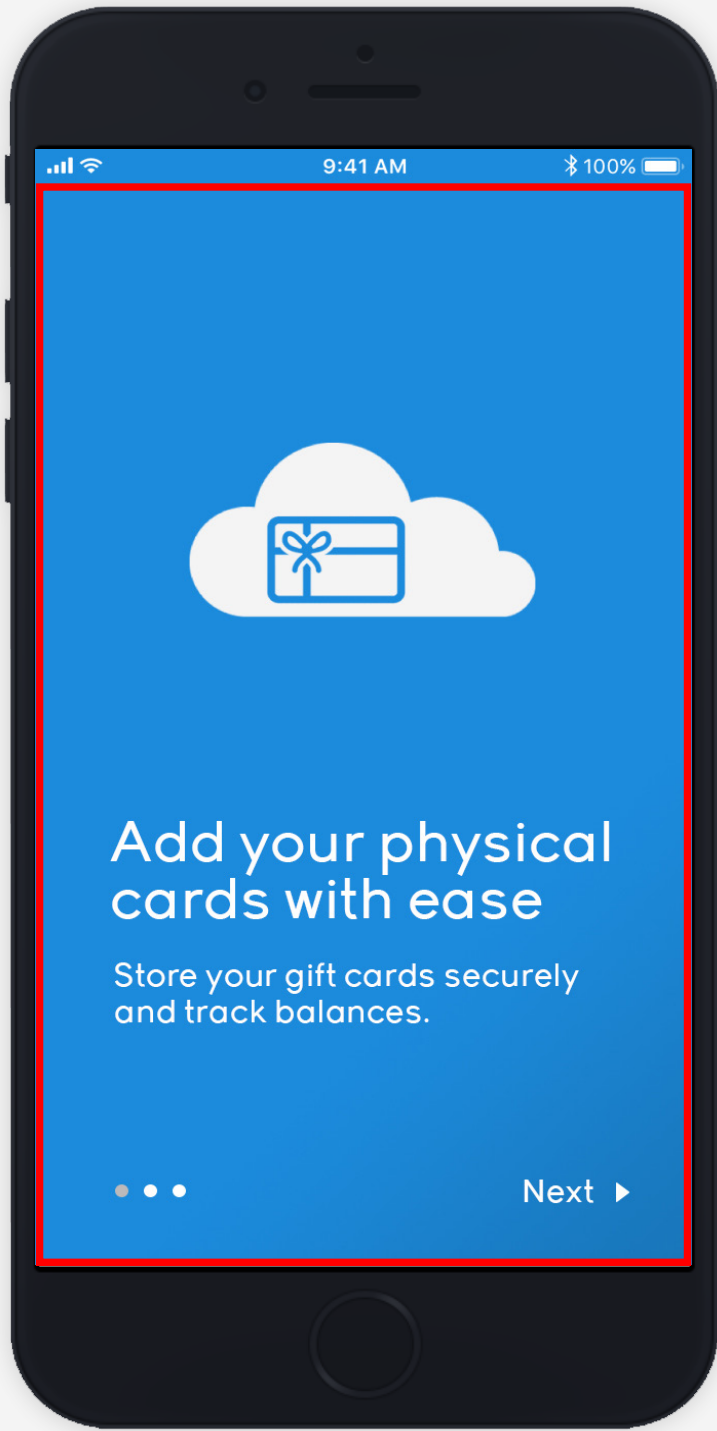


Notification

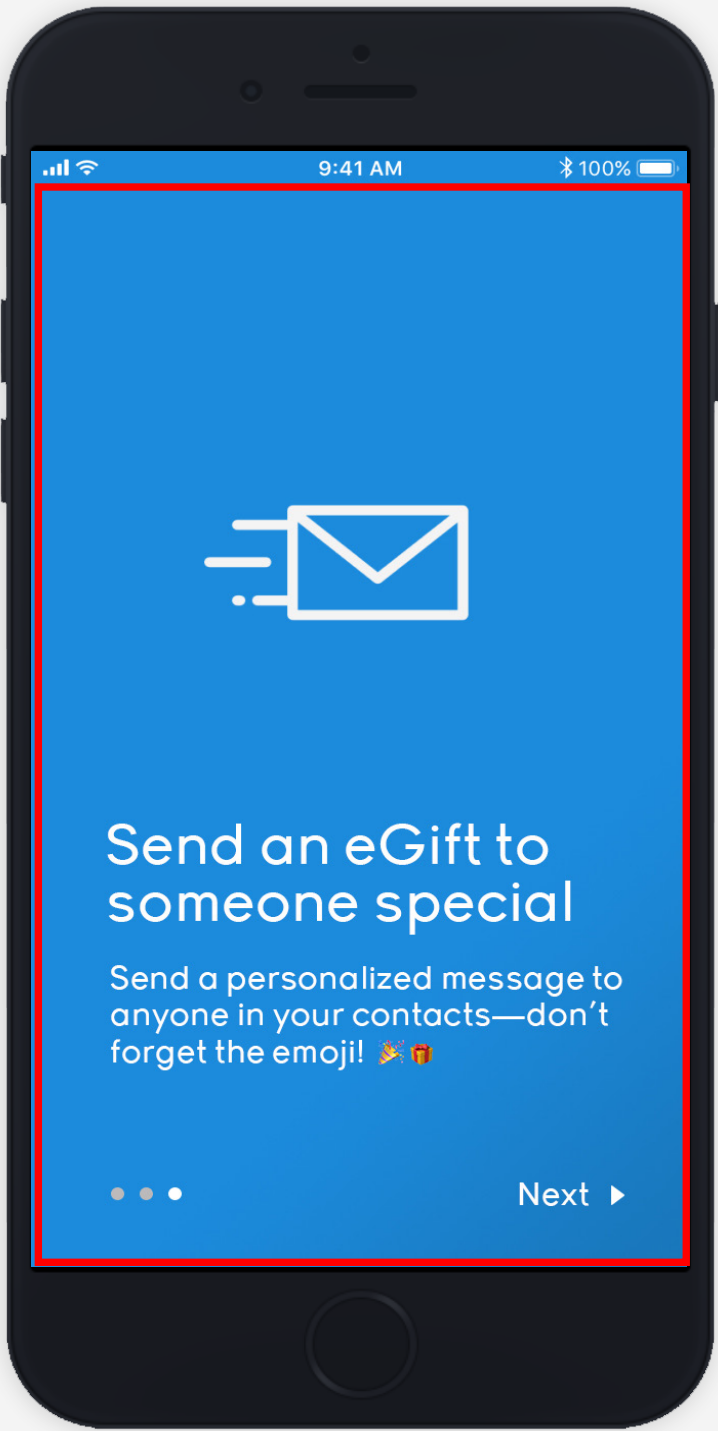


# High-Fidelity - Usability Testing Key Insights

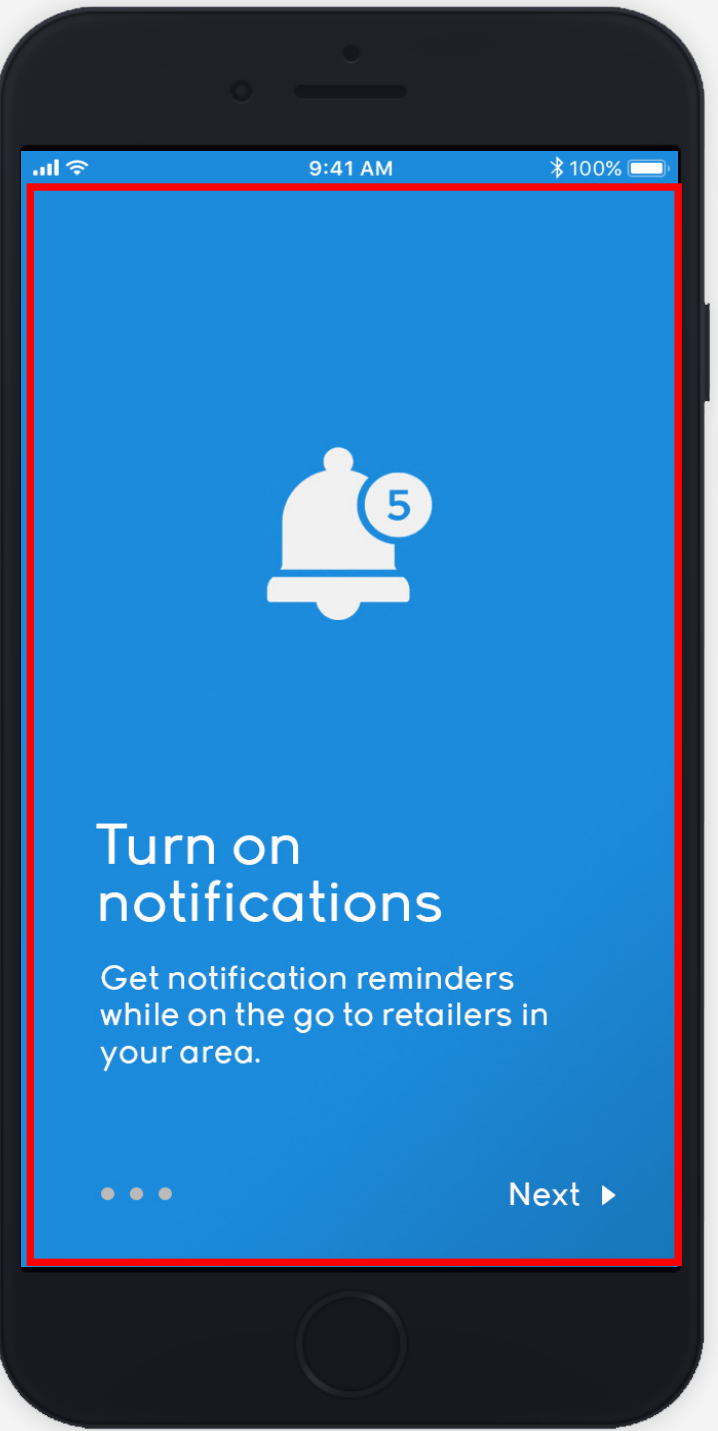
- User swiped left to advance to the Upload Card Screen. User commented stating Instagram and other related apps have this function.  
Solve: Added a Swipe Left Gesture in addition to the Upload function to advance to the Upload Card Screen.
- User Confusion over the login screen being the first thing 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.



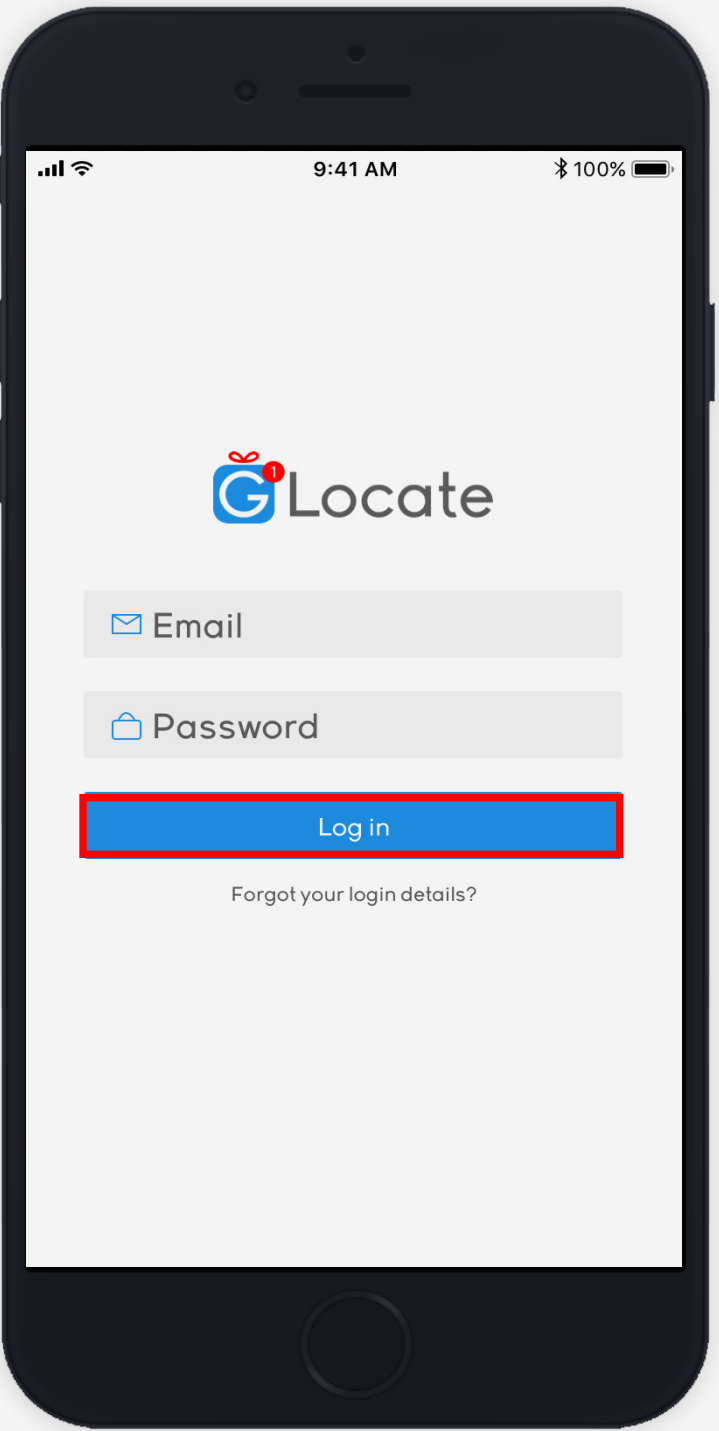
Onboarding Screen 1



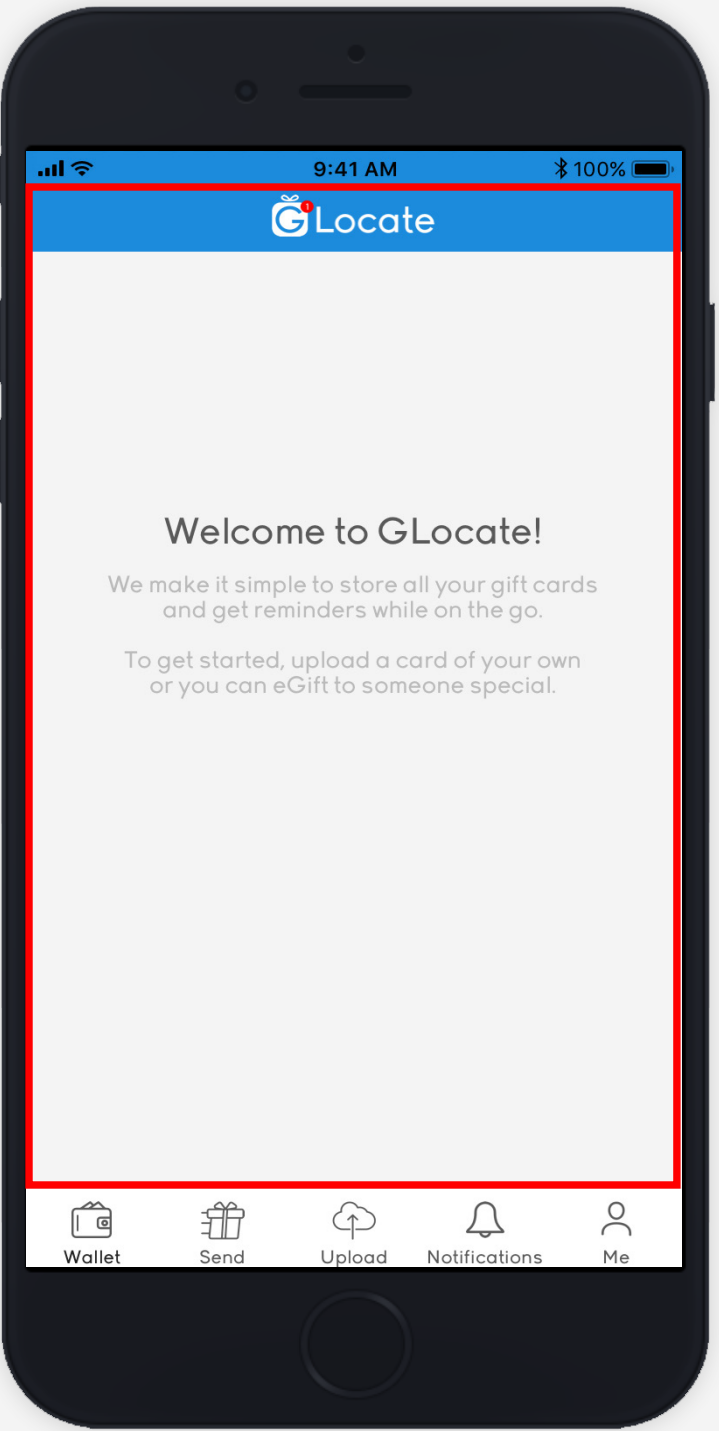
Onboarding Screen 2



Onboarding Screen 3



Log In



Homepage

# Final Prototype

