

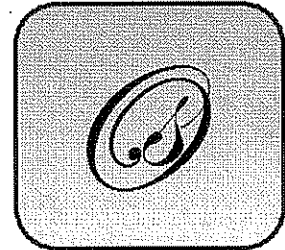
Project #4 Description: Application Design

Courtney A. Locke

"Simply Organized"

Introduction

My Application is "*Simply Organized*", a smart-phone based closet organization system. This app is supposed to be a way to alleviate the stress of finding an outfit in the morning, especially for those who have little time to spend in the morning getting ready. The application is geared to be not only smart-phone based, but later down the line able to sync to an online source, although that prototype hasn't been developed yet. It gives a way for people to organize the items in their closet as outfits, stored on their phone for easy access. Basic features of this application will be: Calendar, Search, Favorites, and Settings, along with a ribbon pinned to the bottom of the app containing: Home, Feed, Take Photo, Import, and Closet.



Brief Description of each Feature:

- Calendar: Used to sync the smart phones calendar with the apps outfit dates. Gives a broad overview of which outfits are for which day.
- Search: Used to search entire collection of closet on one's phone.
- Favorites: Starred outfits created (usually because liked very much or worn often).
- Settings: General settings for the Application.
- Home: Return to Home Screen.
- Feed: Connect with friends' closets to see what outfits they created.
- Take Photo: A way to import your own photo of your article of clothing.
- Import: A second way to import a photo, this time from an online source. (IE, saved image)
- Closet: Broad overview of entire closet, or collections in closet.

Procedure

For this project, we will follow a variant of D. Mayhew's Usability Engineering Lifecycle Model. The stages that you will need to develop are:

A. User Profile/Persona:

Characteristics of the User: Business Woman or Man, whom has a very tight schedule, and is in need of an organized way to prepare for work in the morning attire wise.

B. Critical Tasks:

Scenario 1) User will look through their mobile closet collection via swiping through categories to find what they are looking for, then pinning it to a collaboration page, where more articles of clothing or accessories can be added.

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Scenario 2) User will use the “Search” feature to find what they are looking for by utilizing the “tag” feature of photos. I.E: To find a blue shirt, one would search in the “Top” category, and then search “blue” and their collection of blue, top apparel will only be present.

Scenario 3) User will pick their outfit for the planned day from their already saved “Favorites” page, a compilation of saved, coordinated outfits, previously put together on the app.

Scenario 4) User will use the “Calendar” feature to oversee which days of the month have outfits created and linked to them.

Scenario 5) user will use the “Settings” feature to view the apps particular settings.

C. Usability/User Experience Goals:

Usability Goals:

- Efficient to use
- Easy to Learn
- Have a good utility

User Experience Goals:

- Enjoyable
- Fun
- Aesthetically Pleasing

D. User Conceptual Model:

Conceptual Model 1)

Version 1 or “Blocks” refers to the more modern conceptual model for my application. This interface is more modern and on par with most app’s being released today.

Conceptual Model 2)

Version 2 or “Bars” refers to the more classical conceptual model for my application. This interface is more classical, and is more like the interface of older flip – phone cell phones, where the use of arrow keys to click though menus were utilized.

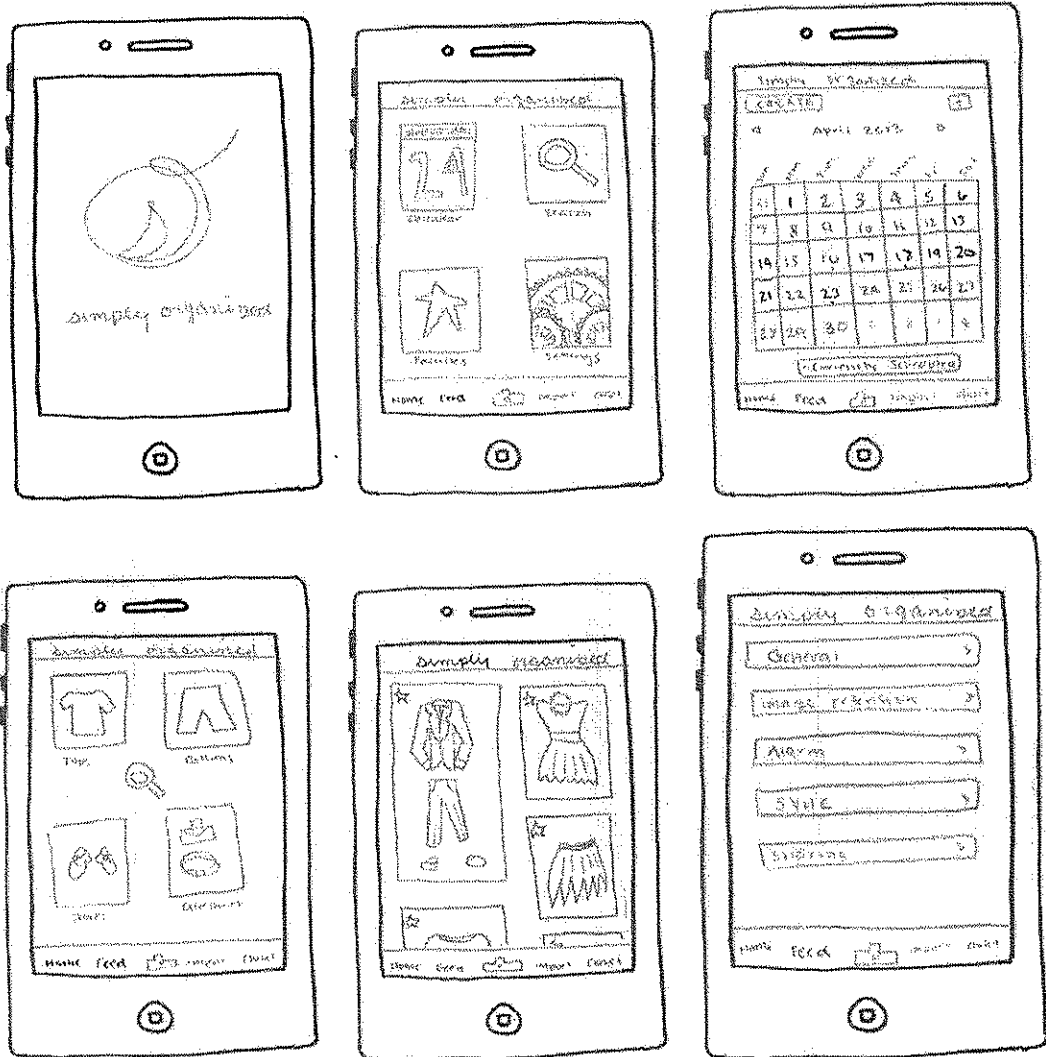
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E. Design 2 Low Fidelity Prototypes:

Low Fidelity Version 1

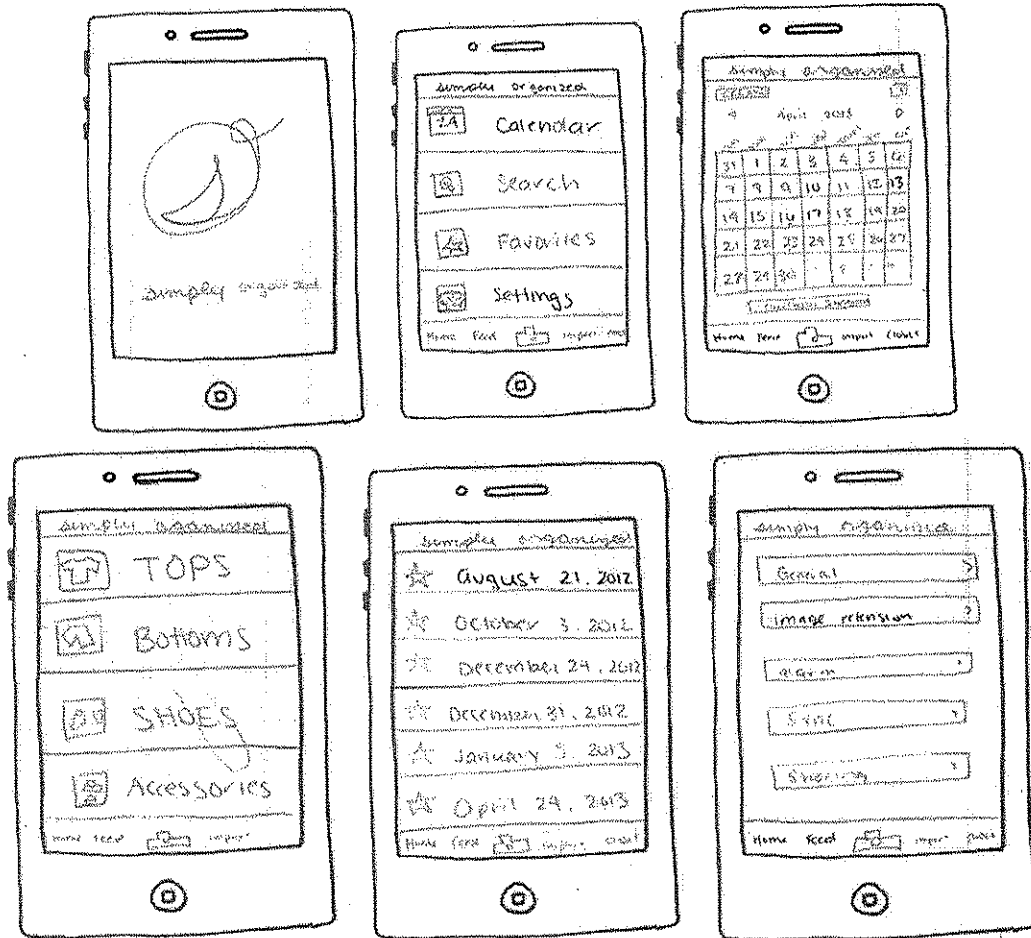


Project #4 Description: Application Design

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Low Fidelity Version 2

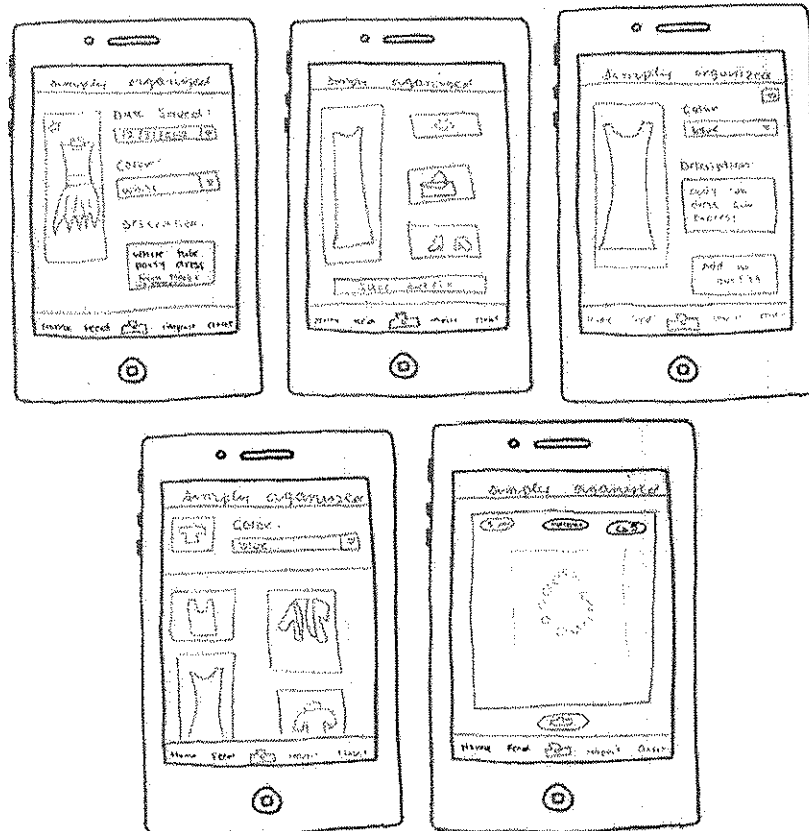


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Additional Screens



F. "Quick and Dirty Evaluation":

When given both prototypes to Stephanie DeNicola (Sophomore, Psychology Major), She liked parts of each. She preferred the interface of version 1 better than version 2, overall aesthetically. She did mention that she would have liked to see version 2's "Search" window in the final version, because she thought it was more aesthetically pleasing.

I also took the "Quick and Dirty Evaluation" on a higher level, by asking the simple question of "which design is more aesthetically pleasing; Version 1 – Created with block images, or Version 2 – Created with bar images? I asked two, IT 100 courses:

	Version 1	Version 2
IT 100 (Dasgupta)	17	3
IT 100 (Reynolds)	15	2

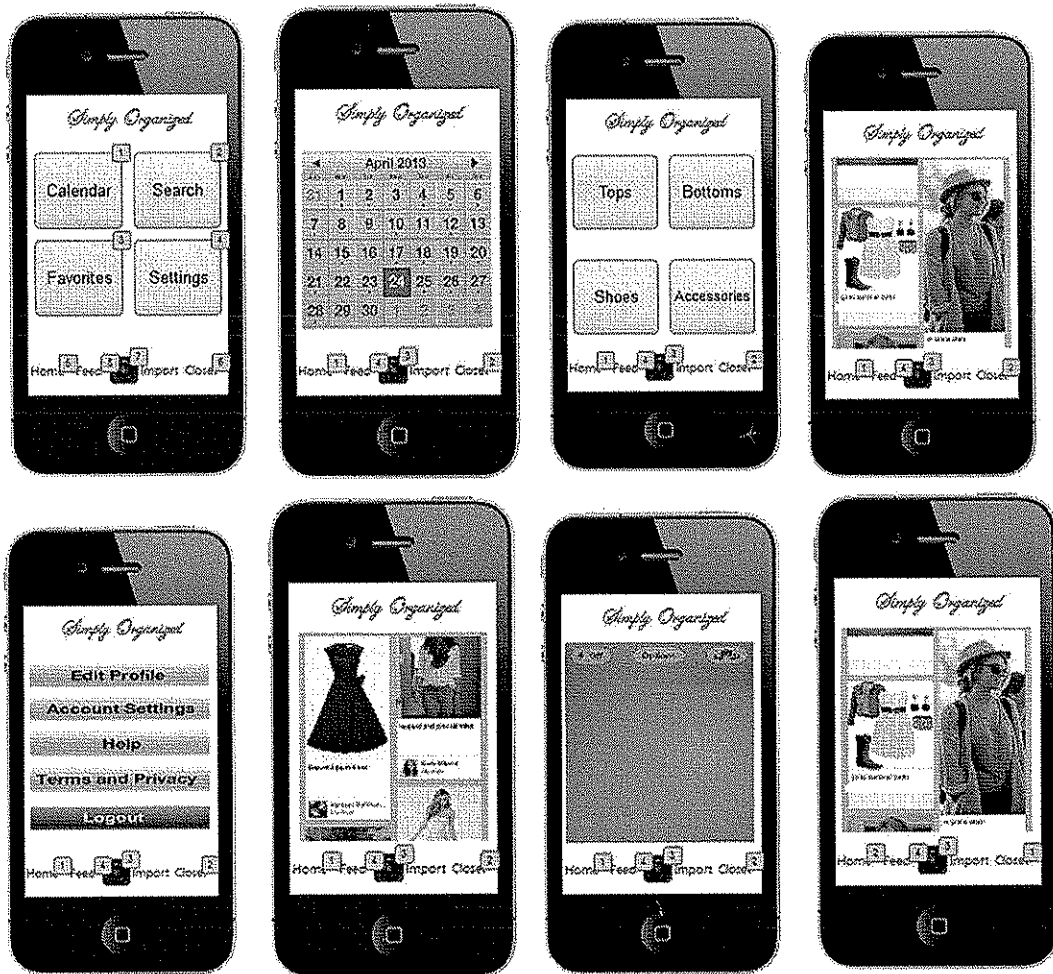
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I was impressed by the feedback verbally given by some students. Some quotes would be:
Student 1: “I like Version 1 better because my fingers place better on the screen that way. Also, it looks prettier and less busy, which I liked a lot.”
Student 2: “I would refer to Version 1 as the modern interface, and Version 2 as a more classical interface. Before cell phones, all menus fell into bar – like categories as Version 2 does.”
– EXACTLY WHAT I WAS AIMING FOR

G. Design Higher Fidelity Prototype:



The High – Fidelity Prototype can be found at: <http://share.axure.com/I9FXIU/>

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H. Scenario Testing with two (or more) Sample users:

Tester: Brianna F

of Minutes Scenario 1) 2
of Minutes Scenario 2) 1
of Minutes Scenario 3) .5
of Minutes Scenario 4) .5
of Minutes Scenario 5) .5

Tester: Kristin W

of Minutes Scenario 1) 3
of Minutes Scenario 2) 2
of Minutes Scenario 3) .5
of Minutes Scenario 4) 1
of Minutes Scenario 5) 1

After the first two tester, I added more features to the prototype to make it more appealing:

Tester: Evelyn E

of Minutes Scenario 1) 1
of Minutes Scenario 2) 1
of Minutes Scenario 3) 1
of Minutes Scenario 4) 1
of Minutes Scenario 5) 1

Tester: Kyle B

of Minutes Scenario 1) 3
of Minutes Scenario 2) 2
of Minutes Scenario 3) 1
of Minutes Scenario 4) 2
of Minutes Scenario 5) 1

***Average times were made for mock – scenario’s for some scenarios did not have high fidelity pages to correctly finish (due to not fully operational model) ***