Boulder72 Mid-Fidelity Prototype Report

Jennings Anderson, Sayani Ghosh, Robert Soden, Kevin Stowe

Overview

Using Axure, our team designed a mid-fidelity "clickable" prototype incorporating design improvements from both changes recommended and those derived from the observed usability difficulties.

Changes Made

We didn't have any major changes to incorporate from an application flow perspective, most of what we changed was cosmetic. This prototype allows an improved user experience because it is more responsive and offers a familiar interface to the smartphone user. Changes included highlighting evacuation instructions on the map and adding small amounts of gamification to the preparedness checklist. We have made the map a less integral part of the app. While we, the developers, think the map provides critical information, there was unanimous report from our users that the map was not straightforward enough and also confusing at times.In order to make the map more understandable for the users we have added written documentation of what the red zone actually means. We have also tried to add as much written information as possible.

Challenges

Axure is a sophisticated tool with a surprisingly shallow learning curve. As such, a challenge nearly emerges in knowing where the prototype stops and app development begins. With such advanced options and abilities, it becomes tempting to add all sorts of new features which are enabled by the tool.

We are still a bit uncertain about how best to add a sense of competition to the app. We will user-test our small modifications in this direction during the next round of testing. However, more sweeping changes along with a more intensive testing process may be required.

Planned Changes to Testing Script

Since there is only one prototype to be tested, we are not able to rectify our previous errors of not switching the ordering of the prototypes. However, we will be more diligent in assigning our participants our tasks in random order.

We will also ask users to find out if they are more prepared than their emergency contacts.

Participation Report

Jennings and Robert developed the mid-fidelity prototype in Axure. Sayani, Jennings and Robert wrote the report.