USER RESEARCH

Assignment 1B - Prototype

UXG2570 - Fall 2023

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THE PROBLEM



PROBLEM STATEMENT

How might we motivate young adults aged 18-25 to learn and utilise adulting skills to increase their confidence?

DEVELOPMENT PROCESS

When crafting the different iterations of the prototype, we kept the user journeys of the personas as well as the design goals in mind. Various functionalities are implemented in order to aid our users in their transition to adulthood.

The app is complemented by engaging and informative videos, as well as articles that help captivate the audience and encourage them to use the app, even on days when they do not make use of the trackers.

We streamlined our app's focus to provide solutions to various challenges faced by young adults today, centralizing it around a calendar app that encourages habitual use among our target audience.

To increase mass appeal, we introduced a mascot named Cinnamon. Cinnamon aims to add an element of fun and companionship as the target audience embarks on their adulting journey.

Through usability testing, we refined specific areas of our application, incorporating more visual cues and providing information that benefits the user.



2

MAIN DESIGN GOALS

MAIN DESIGN GOALS

After having surveyed our target audience, we have identified potential pain points in existing apps that are in the market. Hence, our objectives are centred on addressing these identified pain points with our app, Breadin'



Allow our users to quickly access key functionalities of the app with the least amount of steps.

An app should prioritize serving its main purpose when launched. The interface should be clear and easy for the user to navigate to the feature they're looking for when the app first opens. Users **should not be making extra effort and time to complete tasks** within the app. The app should **offer convenient and easy access** to these two features the moment the app is launched.



Offer customization and flexible navigation around the app, enabling reversibility when mistakes are made.

A feature should function as an **integrated whole** rather than feel detached from other features of the app.

App functionalities should be **dynamic and connected**, allowing all actions performed to be **reversible** in the event that mistakes are made. The simple error rectification process would allow users to feel confident to complete their user journey as well as to explore other app functionalities.

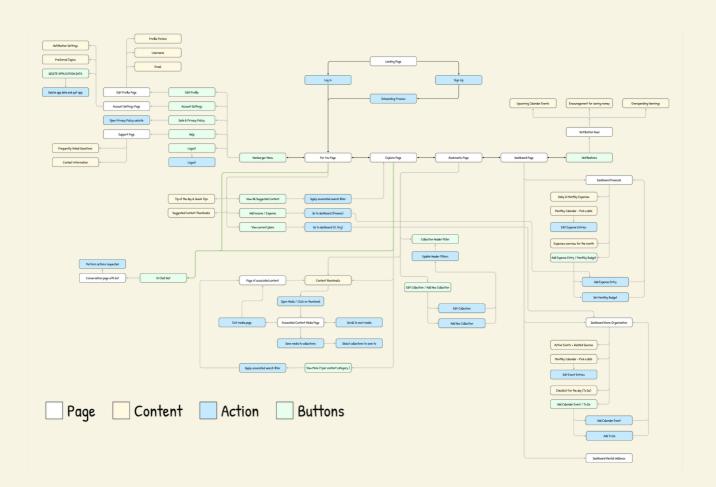
3

USER TASK FLOW

USER TASK FLOW - OVERVIEW

This illustration presented is the overview of the user task flow. This user task flow accommodates all interactions within the app to the best of our knowledge. The user task flow chart spans a large area so it will appear small in this document*.

*View the full flow in Figma here



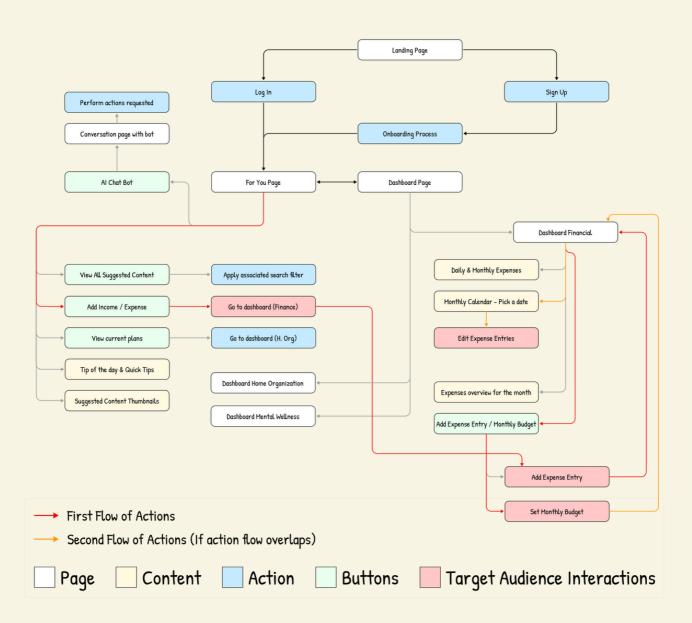


USER TASK FLOW - BOB

The following illustration below is Bob's user task flow. His goal in using this app is to add an expense entry, set his budget and make changes to a previous entry with ease.

This user flow showcases Bob's needs of adding an expense, which can be done directly from the For You page, which would be the landing page. After adding a new entry, Bob is redirected to the dashboard, where he can view and manage all his financial management needs.

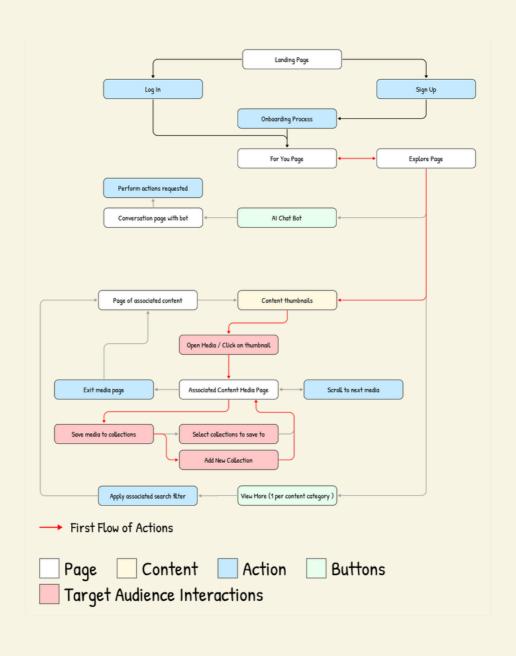
*View the full flow in Figma here



USER TASK FLOW - OLIVIA

The following illustration below is Olivia's user task flow. As Olivia is keen to learn more about trending financial topics, she would be likely to bookmark articles and videos that is interesting and useful to her so that she can access them again in the future.

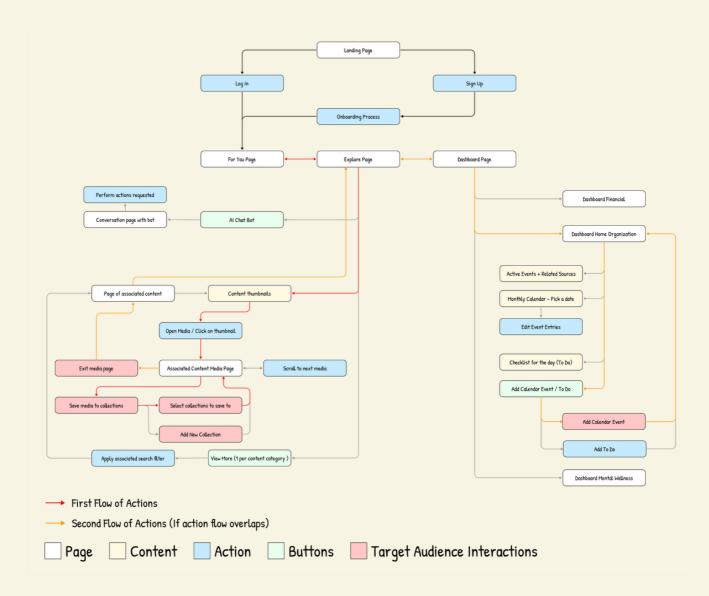
*View the full flow in Figma <u>here</u>



USER TASK FLOW - TIFFANY

Tiffany's user task flow is shown in the figure below. Tiffany is likely to save a lot of content media for future reference because she is constantly looking for ways to enhance her life. Tiffany would most likely make extensive use of the categories features – particularly adding new categories to organize her saved articles and videos.

*View the full flow in Figma <u>here</u>



PRESENTING



Breadin'

Doughing it Right: Your Path to Adulting with Breadin'.

BREADIN' PROTOTYPE CONTENTS

Breadin' strives to provide young adults with tips and tricks to combat the struggle of transitioning into adulthood. This is done through the implementation of these key features within the app:

ARTICLES AND VIDEOS

Provides tips and tricks on how to manage common adulting scenarios and questions faced by young adults. Different formats increase engagement.

FINANCIAL AND TASK TRACKERS

Easily accessible financial and home organisation trackers help to motivate young adults to hold themselves accountable for their expenses and tasks.

Separated by category





Finance

Organisation

CINNAMON (MASCOT)

Cinnamon, the dog mascot of the Breadin' app, is the main companion guiding you on your journey to adulting confidence!

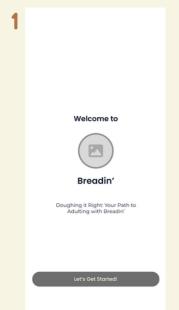


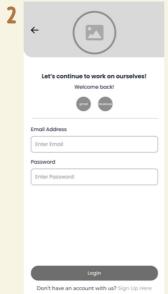
4

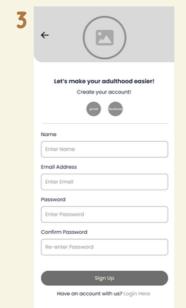
LOW-FIDELITY PROTOTYPE

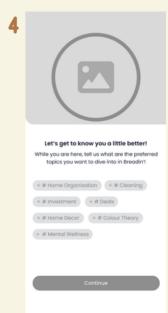
LOW-FI USER TASK FLOW - BOB

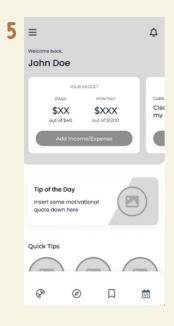
Bob's task flow includes creating a new account and going through with the onboarding process, exploring the financial functionalities such as adding a new expenditure entry and setting his monthly budget.



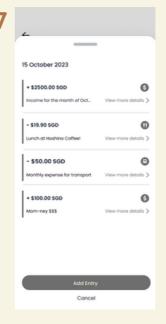


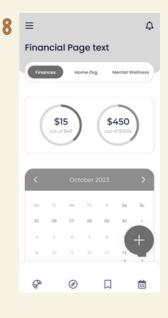








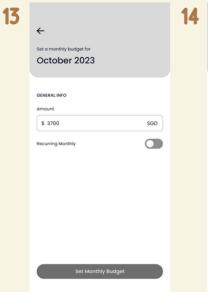




LOW-FI USER TASK FLOW - BOB

Bob's task flow includes creating a new account and going through with the onboarding process, exploring the financial functionalities such as adding a new expenditure entry and setting his monthly budget.





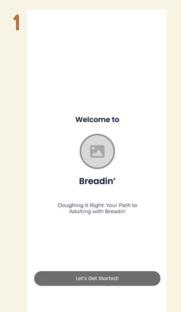


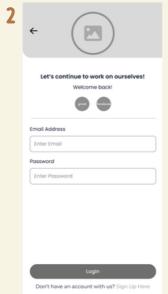


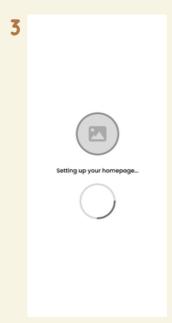
_	
15 October 2023	
+ \$3000,00 SGD	0
Income for the month of Oct	View more details >
- \$19.90 SGD	0
Lunch at Hoshino Coffeel	View more details >
:	
- \$50.00 SGD	Θ
Monthly expense for transport	View more details >
+ \$100,00 SGD	0
Mom-ney \$\$\$	View more details >
Add Entry	
Cancel	

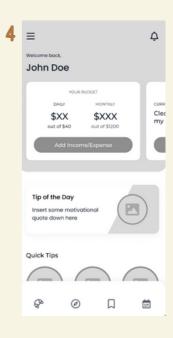
LOW-FI USER TASK FLOW - OLIVIA

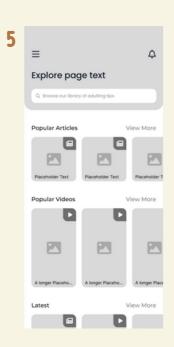
Olivia's user flow starts by first signing in. As an existing user of Breadin', she is directly led to the For You page. She heads over to the explore page, watches a video and reads an article. She decides to save the article to a new collection.





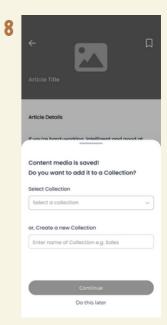






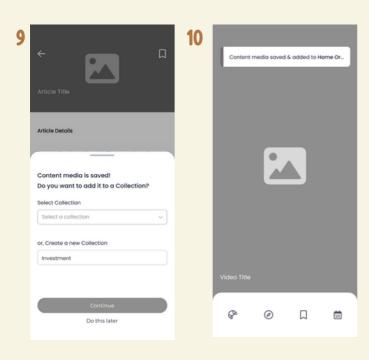






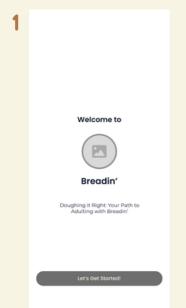
LOW-FI USER TASK FLOW - OLIVIA

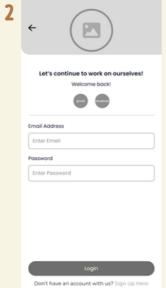
Afterwards, Olivia decides to create a new collection to store her content media into for future references.

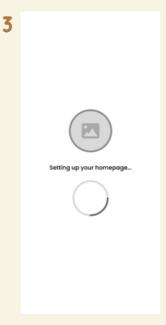


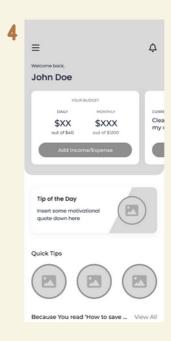
LOW-FI USER TASK FLOW - TIFFANY

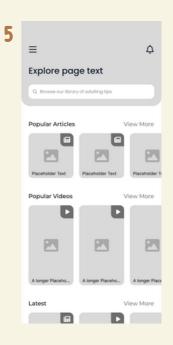
Tiffany's flow starts by signing in. As a previous user of Breadin', she is directly led to the For You page. She heads over to the explore page, reads and article and watches a video. She decides to save the article to an existing collection.

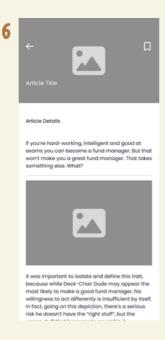




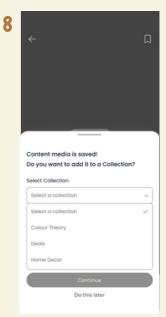






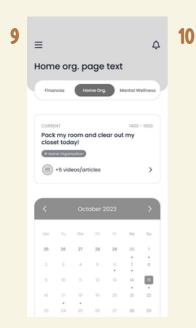


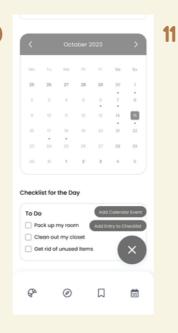


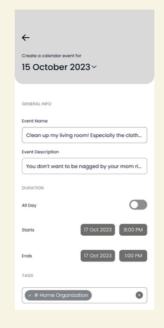


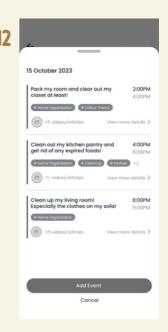
LOW-FI USER TASK FLOW - TIFFANY

Afterwards, Tiffany navigates to her Home Organisation dashboard calendar. She views her current checklist and decides to create a new To-Do item. This item is saved and she views a detailed version of her To-Do list.











STYLE GUIDE



We use these colours in Breadin' to bring across our branding identity to our users:



Metallic Bronze HEX #B07645 RGB (176, 118, 69)



Deep Champagne
HEX #F2D3A1
RGB (242, 211, 161)



Blueberry HEX #4991FF RGB (73, 145, 255)



American Green HEX #40B945 RGB (64, 185, 69)



Fiery Rose HEX #FF5678 RGB (255, 86, 120)



Linen HEX #F7F4E3 HEX (247, 244, 227)

Typography

The main typography used throughout Breadin' is Poppins, and the different weights (Regular, Medium and SemiBold) represents the different level of emphasis we want to bring a certain body of text across to our users.

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

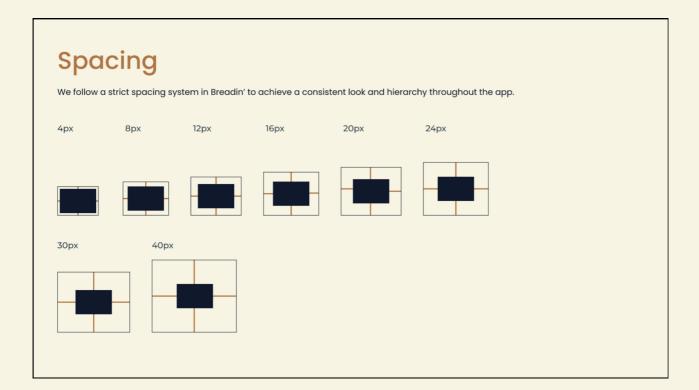
Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

Hierarchy

Below are the different hierarchies we used throughout Breadin':

Name	Typeface	Weight	Size
This is heading 1.	Poppins	Medium	16
This is heading 2.	Poppins	Regular	16
This is heading 3.	Poppins	SemiBold	14
This is heading 4.	Poppins	Medium	14
THIS IS HEADING 5.	Poppins	Regular	12
This is body text.	Poppins	Regular	14



Logo

The logo incorporates our mascot, Cinnamon, who is inspired by the Bernese Mountain breed of dog, known for being gentle and caring. Dogs are loyal creatures, making them the best companion guide through hard times, which also makes them the most suitable mascot. Our logo is in the shape of a letter "B" to represent our application's Initial. It also represents toast, which is bread in it's toughest form. This invokes the meaning that the loyalty Cinnamon and the application provides will not waiver in the face of the hardships.

Logo



Logo with Logotype



Breadin'

Mood Board

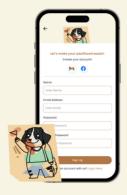


Mascot: Cinnamon

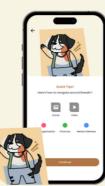
Our app has a mascot named Cinnamon. He is designed after the Bernese Mountain dog, which is known to be patient, calm, affectionate.

As we wanted our mascot to be a loyal companion who will answer all of the user's questions in a personal way, we feel that a Bernese Mountain dog will best aligned with what we are going for.

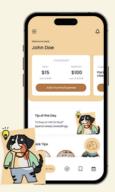
Sign Up/Login



Onboarding



For You



Next Article



Iconography

Below are the following icons we use throughout Breadin':

Outline Icons



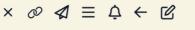




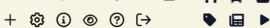




Social Media Icons



8 0 □ □ 5 5 7





Other icons





Border Radius

Breadin' uses the below variations of border radius for different components for our app.

4рх



4px border radius is used on components that are non-interactable, e.g. info box.

8рх



8px border radius is used on components that are interactable, e.g. input fields.

12px



12px border radius is used on components that are interactable, e.g. cards.

24рх



24px border radius is used on bigger components, e.g. backgrounds, bottom navigation bar, bottom sheets and cards.

Drop Shadows

Breadin' uses different elevations of drop shadows to bring emphasis to certain components in our app.

Colour #7090B0

Opacity 10%

Blur 16%



The above indicate a lower emphasis.

Colour #7090B0

Opacity 16%

Blur 16%



The above indicate a higher emphasis.

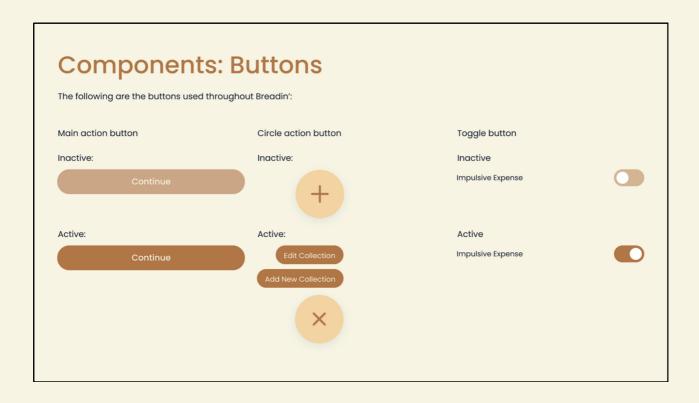
Colour #000000

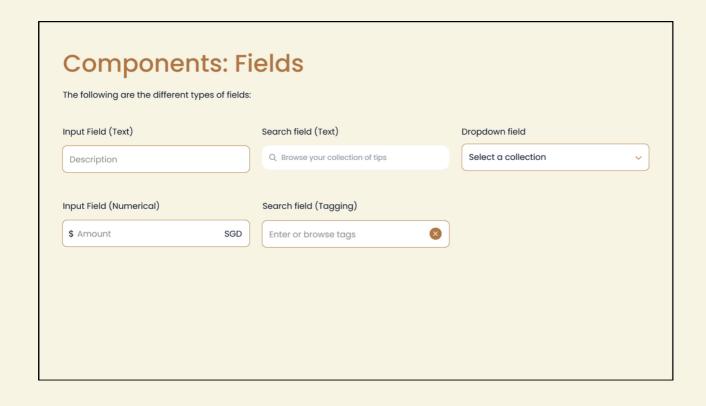
Opacity 50%

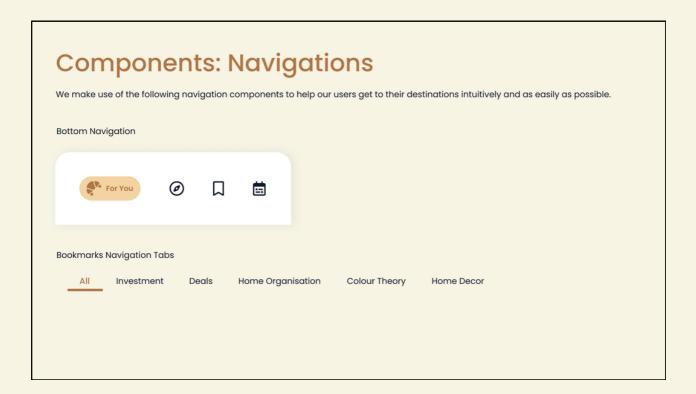
Blur 16%

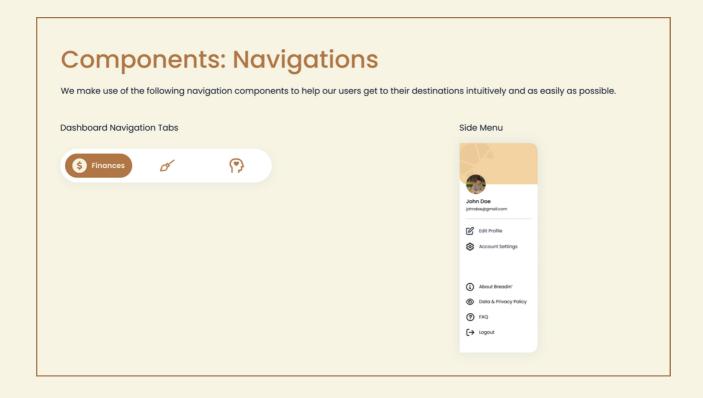


Commonly used when there is a video playing, the above helps the necessary icons stand out from any background that the video may have.









Animations

We use a variety of animations throughout the app to improve the users' experiences when they use the app. However, we also made sure we do not unintentionally overwhelm them with these animations, hence we only use them whenever we deem applicable.



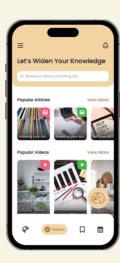
Bottom Sheets

To show extra information to our users while reducing the number of clicks the users have to make in order so, we implemented bottom sheets to Breadin'. These allow them to be able to check the previous page they are on, giving them more clarity when performing an action in the app.

However, to prevent users from being overwhelmed with multiple bottom sheets appearing in one instance, we restrict the level of interactivity the user can have in the bottom sheet. Any interactions in the bottom sheet should not result in another bottom sheet appearing.

Animations

We use a variety of animations throughout the app to improve the users' experiences when they use the app. However, we also made sure we do not unintentionally overwhelm them with these animations, hence we only use them whenever we deem applicable.



Carousels

To prevent the users from being overwhelmed by the amount of content Breadin' is able to provide to them, we use carousels to combat this issue.

All carousels contain a maximum of seven items each so as to prevent the users from continuously scrolling through rows of content.

Animations

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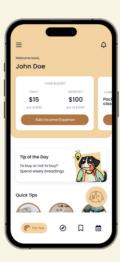
Swipe Up and Down

To allow a seamless transition from one video to another, we allow the user to swipe up and down to view previous and next videos if they want to do so.

This animation helps keep the users immersed, thus enhancing their experience viewing the content in Breadin'.

Animations

We use a variety of animations throughout the app to improve the users' experiences when they use the app. However, we also made sure we do not unintentionally overwhelm them with these animations, hence we only use them whenever we deem applicable.



Push Left and Right

All page transitions uses a left or right push animation to enhance the users' experiences while give the users a smooth flow and idea of direction in their journey throughout the app.

6

USER & USABILITY TESTING

USER TESTING QUESTIONS

Through the use of a survey, the user interacts with the Breadin' app, providing feedback on their interactions with the product.

User Testing Questions

1. How old are you?

a.18-25 years old

b.26 years old and

above

3. How well are you coping with adulting? Rate these few aspects of life below.

- a.Coping very well
- b.Somewhat coping
- c.Neutral
- d. Not coping very well
- e.Not coping at all

2. What is your occupation status?

- a.Student
- b.Employed
- c.Unemployed
- d.Others

4. Rate the usefulness level of these features in the Breadin' app.

- a. Registration
- b.Expense / Income

Recording

- c. Setting Monthly Budget
- d. Viewing Videos & Articles
- e. Saving Content Media into

Collections

- f.To-Do list
- g.Feedback Popups
- h.Chatbot
- i.Mascot



USER TESTING QUESTIONS

Through the use of a survey, the user interacts with the Breadin' app, providing feedback on their interactions with the product.

User Testing Questions

- 5. How easy was it for you to add an expense/income entry?
- 6. How easy was it for you to add a To-do list entry?
- 7. Did you face any issues navigating within the app?
- 8. Any suggestions on how the app can be further improved?
- 9. If Breadin' is installed in your mobile device, how often do you think you would use this app?
 - a. Daily
 - b. Few times a week
 - c. Monthly
 - d. Never
 - 10. Do you have any other comments to share?



USER TESTING FINDINGS

From the user testing sessions conducted, we have gleaned insights about users' interactions with our app.

Usefulness of Prototype elements

92%

- **92% of the participants** feel that the expense recording feature is useful for themselves.
- 80% of the participants feel that the To-do list feature is useful for them in their daily lives.
- **80%** of the participants felt that setting a monthly budget would help them in their adulting phase.
- 73% of the participants felt that the feedback popups after actions are performed are useful.

Coping with adulting

33%

- **33%** of the participants felt that they were struggling to cope with the financial and mental wellness aspects in their lives.
- 17% of the participants felt that they were not coping well with home organisation.

USER TESTING FINDINGS

From the user testing sessions conducted, we have gleaned insights about users' interactions with our app.

Difficulties faced

80%

- **80%** of the participants find it easy to add expenses into the app. This is also due to the easily accessible add expense button on the landing page.
- 80% of the participants have no issues with navigating around the app, as it is quite intuitive to use. We would be looking into how to assist users who require more assistance in navigating around the application.
- **80%** of the participants shared that they would be likely to use the application a few times a week to help them with their adulting journey.

20%

 20% of the participants find it slightly tricky to add a To-Do list entry. This is due to the home organisation dashboard requiring more navigation.

USABILITY TESTING QUESTIONS

We conducted unmoderated usability testing with a panel of participants to verify our design decisions and determine whether the app had achieved its goals. **Olivia's user flow** was chosen as it allowed the users to navigate throughout the key features of Breadin'.

Usability Testing:

Step 1: Sign up for an account

- a. Was the onboarding process clear? Why or why not?
- b. Was the quick tips feature helpful for you? Why or why not?

Step 2. Save a home organisation video media into an existing collection

- a. Was this particular feature useful? Why or why not?
- b. What was easy and what was challenging (to complete this step)?

Step 3. Locate the Home organisation dashboard

- a. Was this particular feature useful?
- b. Why or why not? What was easy and what was challenging (to complete this step)?

Step 4: Add a calendar event

- a. Was this particular feature useful? Why or why not?
- b. What was easy and what was challenging (to complete this step)?

Last question

How do you feel about this app overall? What do you like or dislike about it?

USABILITY TESTING QUESTIONS

Short supplementary questions were asked about the app's key features in order to obtain analytic data on the current features of Breadin' that the users might not explicitly consider and comment on,

Short supplementary questions:

Videos and articles

- Is the colour coding system helpful?
- Are the icons identifying Articles and Videos helpful?

Mascot

How do you feel about the mascot?

Dashboard

- How do you wish to see your to-do list presented (Daily, weekly, monthly)?
- Do you require clarification of the terms used and the sections to fill in the app?
- If you were to create a to-do entry, where would you expect to find it?

USER TESTING FINDINGS

From the usability testing sessions conducted, we have gleaned insights about users' interactions with our app.

Onboarding

80%



• 80% of the participants find it easy to get onboarded with the app. However, we noticed that more helping words should be given to the users so they to register for an account without any trouble.

Content media

20%



• All of the participants managed to access content media easily but about 20% of them were left confused by what the content was about, and they would only be able to find out more after clicking on it to find out. this would be cumbersome for users who have a preference for the type of media they are accessing.

Dashboard

- 20% of the users felt that some new terms e.g. "impulsive purchase" would require clarification.
- 40% of the users struggle to find the dashboard button as it looks very similar to the calendar icon.
- 60% are not sure what the chart in the dashboard represents at a glance and would need helping words.

USER TESTING FINDINGS

From the testing sessions conducted, we have gleaned insights about users' interactions with our app.

Bookmarking

100%

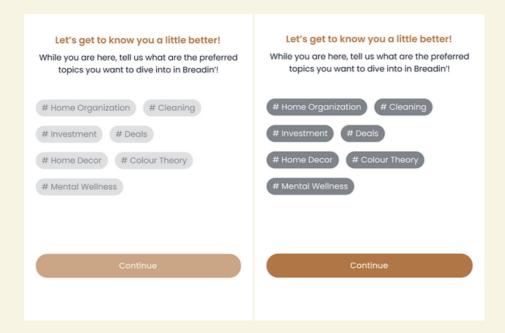
 100% of the participants were able to locate the button without any issues one of them pointed out that the icon at the top and the navigation menu bar is to similar to each other. Feedback received after performing the saving task is helpful

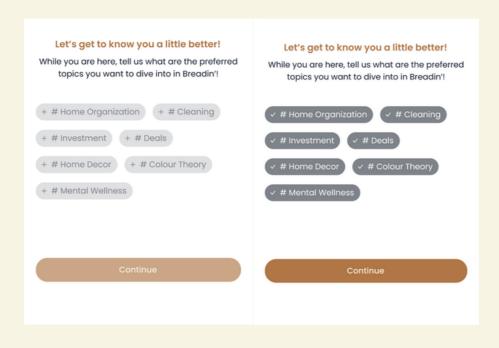
Adding of event

- 100% of the participants are able to find their way to add a new entry/event and toggle between the categories of finance and home organisation at the top tabs.
- 60% of the users like the visuals and the mascot of the app as it feels welcoming and friendly and appeals to the app
- 40% of the users pointed out that they would prefer to use their existing calendar to manage home events.
- 20% of the users felt that some new terms e.g. "impulsive purchase" would require clarification.

After receiving feedback from the usability testing, the onboarding process page would include subtle icons like a plus (+) and a tick (\checkmark) on the tag buttons to indicate that they are interactable or selected, to enhance the clarity of the buttons.

BEFORE





Initially, the onboarding screen had fields which only indicated the field input within the type space. This cause slight confusion for the users after having filled the fields in. For clarity, we included headers for each field such that it indicates the specific input required for it.

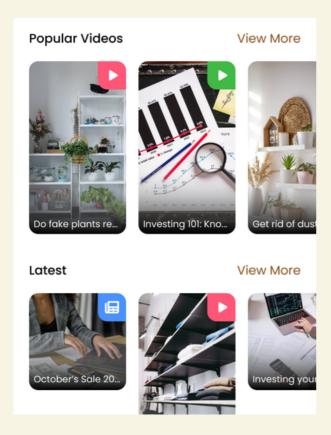
BEFORE AFTER

Let's continue to work on ourselves! Welcome back!
Enter Email
Enter Password
Login
Don't have an account with us? Sign Up Here

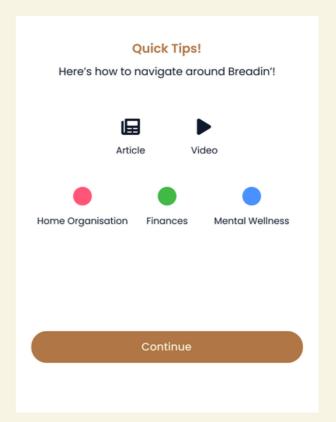
mail Address Enter Email assword Enter Password	Let's continue to work on ourselves! Welcome back!		
assword	mail A	Address	
	Enter	Email	
Enter Password	assw	ord	
	Enter	Password	
		Login	
Login	Don'	t have an account with us? Sig	n Up Here

When users were using the app, they did not know what the initial colors and icons represented. After taking note of this issue, we've included a tip for users to see what the colors and icons represent during the onboarding process.

BEFORE

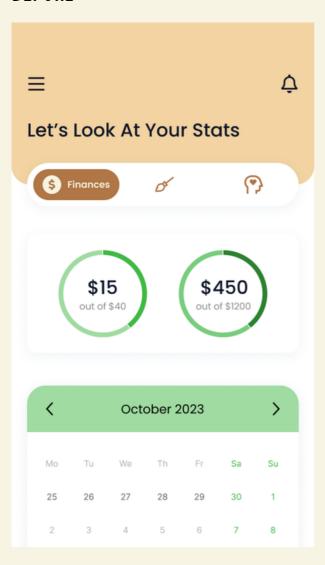


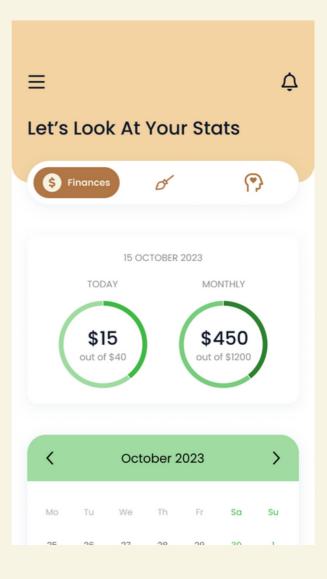
ADDED AFTER



At the dashboard, some users don't understand what the elements on the screen represent. We modified it such that it contains and conveys the information to the user.

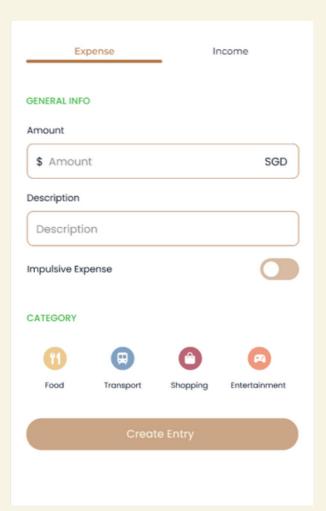
BEFORE





After testing, we identified that some users were unsure about what an impulsive expense is. We included an info field to briefly explains what it is to the users. This way, they can understand what defines impulse expense when they wish to input an expense.

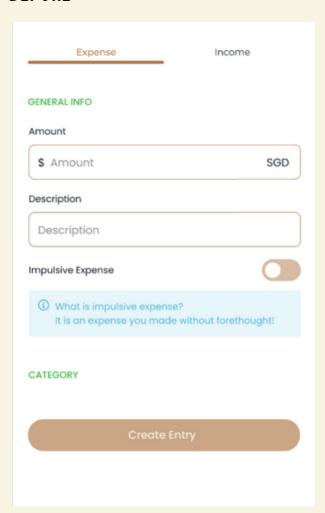
BEFORE



Expense	Income
GENERAL INFO	
Amount	
\$ Amount	SGD
Description	
Description	
Impulsive Expense	
What is impulsive expens It is an expense you made	
CATEGORY	
Create E	intry

Feedback suggests that it would be easier for users to identify that a screen can be scrolled by peeking content from the bottom. This is a subtle aesthetic feature that we could implement to maximize the user experience.

BEFORE



GENERAL INFO	
Amount	
\$ Amount	SGD
Description	
Description	
Impulsive Expense	
(1) What is impulsive expense? It is an expense you made with	thout forethought!
CATEGORY	
Create Entr	у

SUGGESTIONS

During the test sessions conducted, we received feedback from the participants on what they would like to see in the application and how we could make the prototype more refined.

Assistance for new users

One suggestion is to have a FAQ page for new users who are having trouble using Breadin' as well as a tutorial or walkthrough for the functionalities in the application.

Customizable personal preference

Providing users with the choice of night mode, more colour and graphics themes, such as Cinnamon or bread theme.

Other changes to consider

Chatbot can be added to the hamburger menu for ease of access, as well as improve icons used for pages such as the calendar and bookmarks pages to be more clearer and familiar for the users.

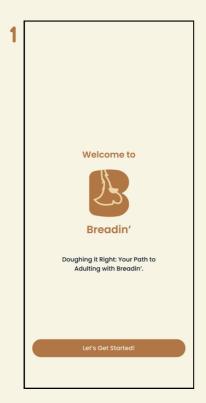
7

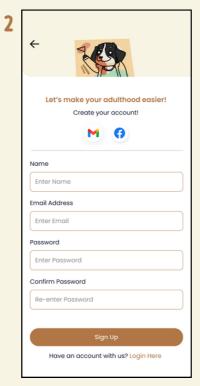
HIGH-FIDELITY PROTOTYPE

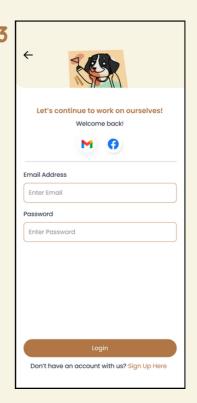
FIGMA PROTOTYPE LINK

https://shorturl.at/pZ149

LANDING PAGE / SIGN UP ONBOARDING

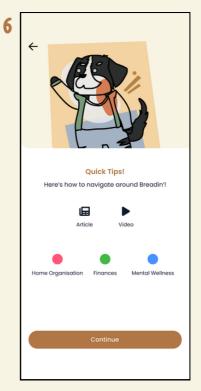








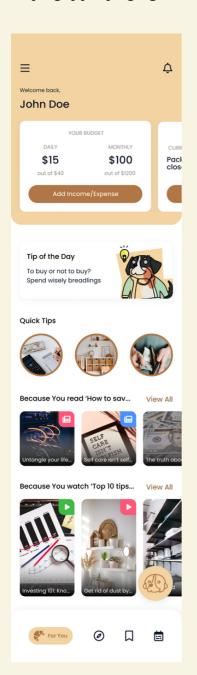


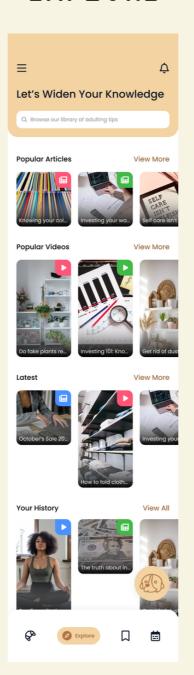


FOR YOU

EXPLORE

(OVERLAY) CHATBOT

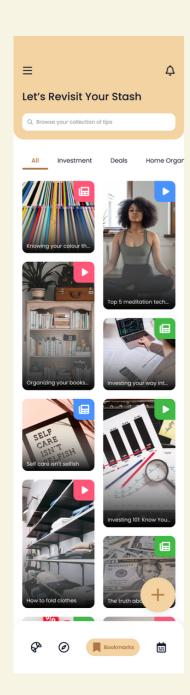




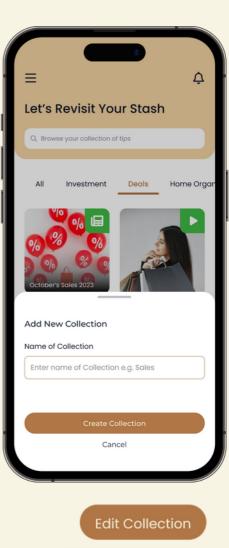




BOOKMARKS PAGE



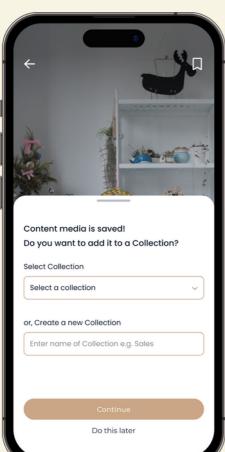






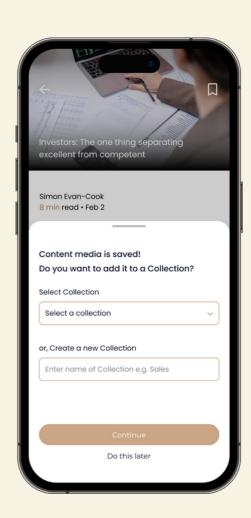
CONTENT MEDIA PAGE



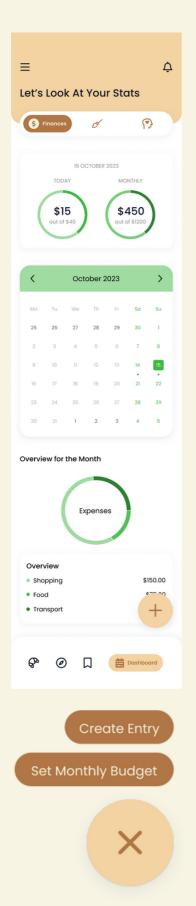


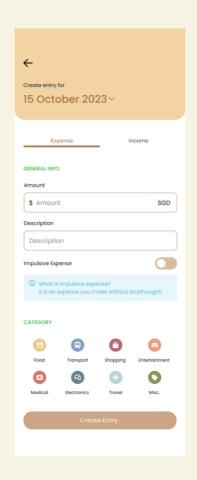


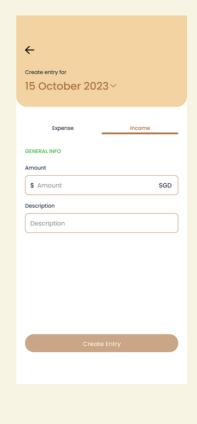
Why NFTs are overrated

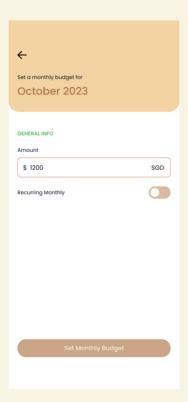


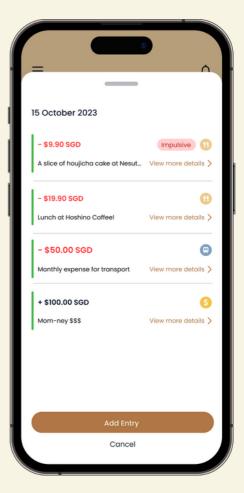
DASHBOARD PAGE (FINANCE)



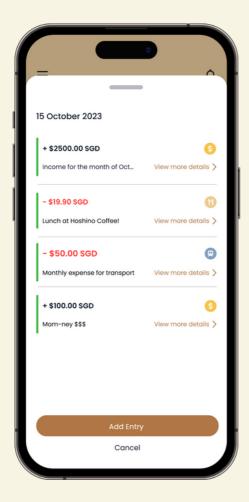


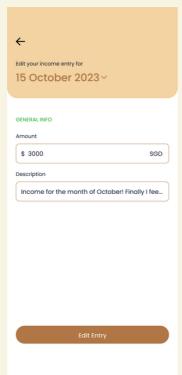


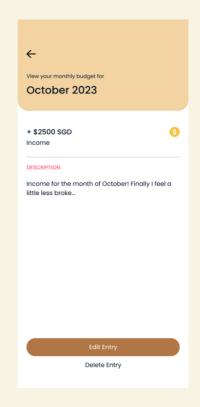


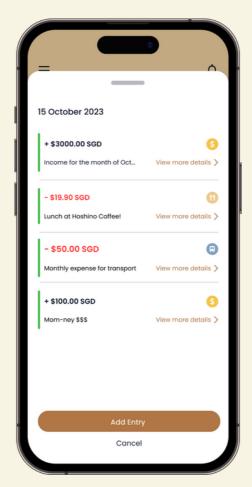


DASHBOARD PAGE (FINANCE)



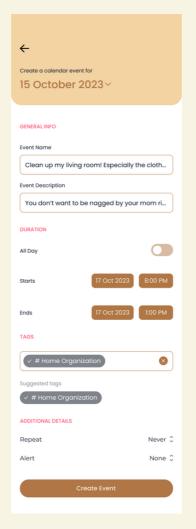


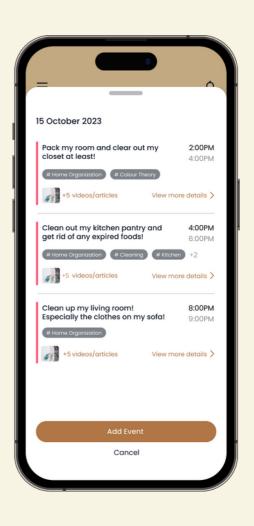


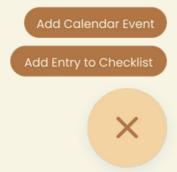


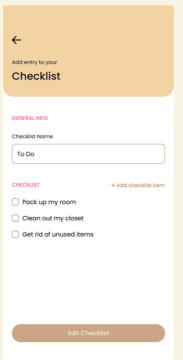
DASHBOARD PAGE (HOME ORG)

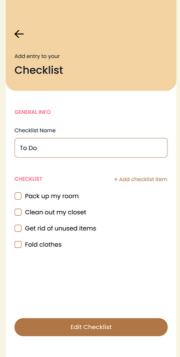


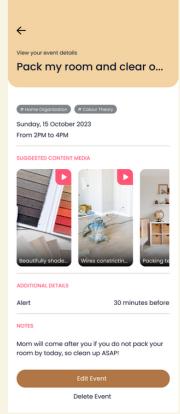












CONCLUSION

CONCLUSION

The application prototype has been proven successful and useful for our target audience.

Thanks to the user testing and usability testing, the prototype was expanded upon and developed further to provide a meaningful experience for the users. Survey suggestions were also considered and applied accordingly to better improve the user experience.

There were some suggestions provided that were not implemented due to time constraints. It could definitely be slated for future production and implementation given that the current version is a prototype.

With the mascot ideology, informative tips and guidance, we prepare young adults for their adulthood, gradually improving their confidence to enter and understand the life of an adult.

9 APPENDICES

APPENDICES - EXTRA INFORMATION

The following links below showcase information that may not be properly viewed within our document. The links include the following:

User Task Flow / Style Guide - Figma View: https://shorturl.at/fvwl5
User Testing - Google Forms: https://shorturl.at/fkzE2

References:

https://dribbble.com/shots/19908693-OBank-Dashboard https://dribbble.com/shots/16089833-