Iterative Design

- Introduction
- Sketches
- Lo-Fi
- Group Critique
- Hi-Fi
- User Testing
- Senior Capstone

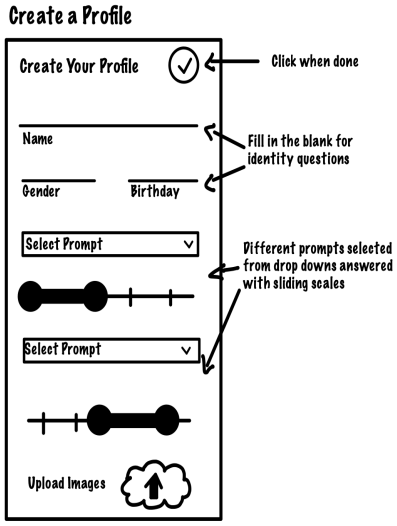
Introduction

Hello! Below you'll find an interactive interface made for Delight made by Justin Barlas, Austin DeStefanis, and Clara Guo. Our product is a mobile dating app for more serious relationships, so you only talk to one person at a time. This website will walk you through our full process of mocking up a solution for this concept. Enjoy!

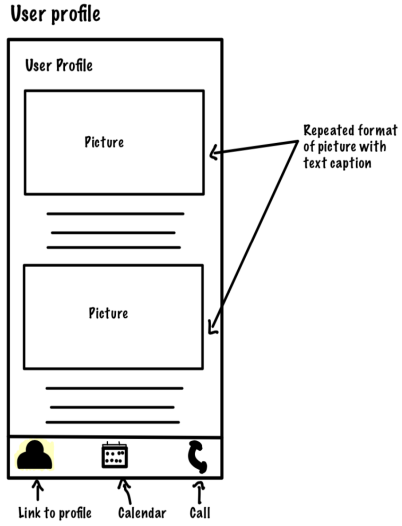
Sketches

We began by brainstorming different interface ideas. Click the buttons to explore some of the different designs!

Design 1 Design 2 Design 3 Design 4



Mixed input formats.



Can see multiple users at once and swipe to expand a profile.

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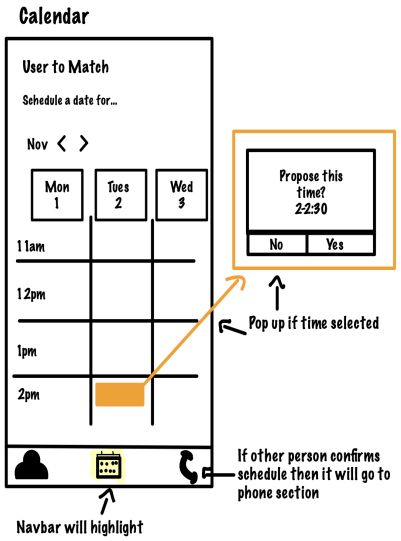
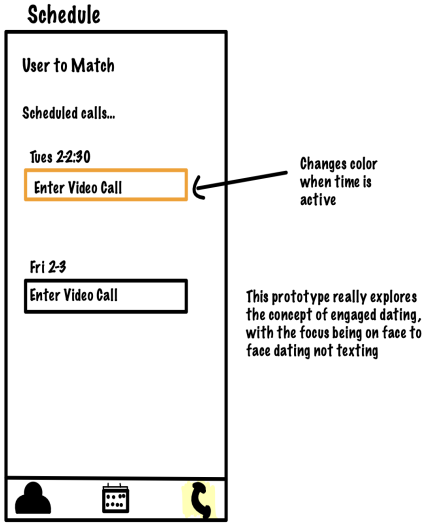


Only calling is allowed to emphasize serious connection.



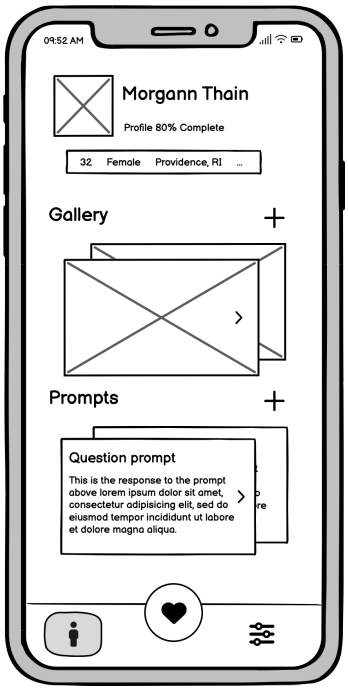
Since we aren't allowing messaging, we had to allow scheduling calls through an interface.

Lo-Fi Prototypes

We wanted to emphasize the one to one matching that is central to Delight's mission. Afte reviewing our four different sketched designs, we created one final low fidelity wireframe ir Balsamiq and annotated our design decisions within it.

Account Creation Swiping Matched

Signup page.



Plus signs to add more content.

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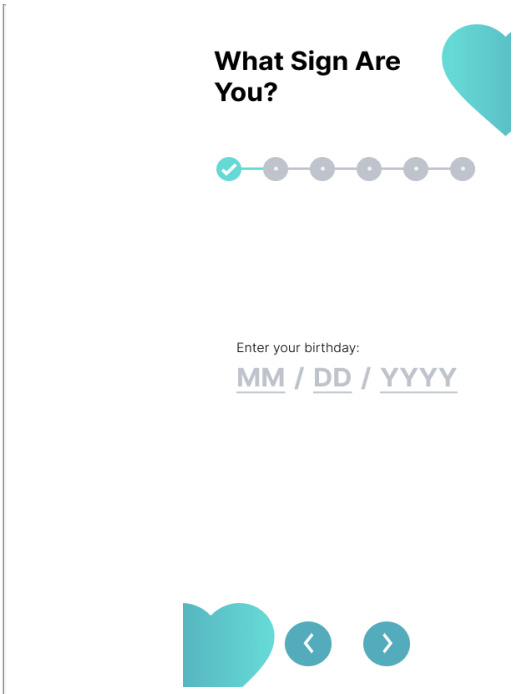
Group Critique

The HiFi prototype shown above is after we implemented changes from crit feedback, so to show our iteration, we've included updated versions of our low fidelity prototypes below (and when not applicable, we have our HiFi). In the LoFi Prototype section above, we hav the first draft before feedback.

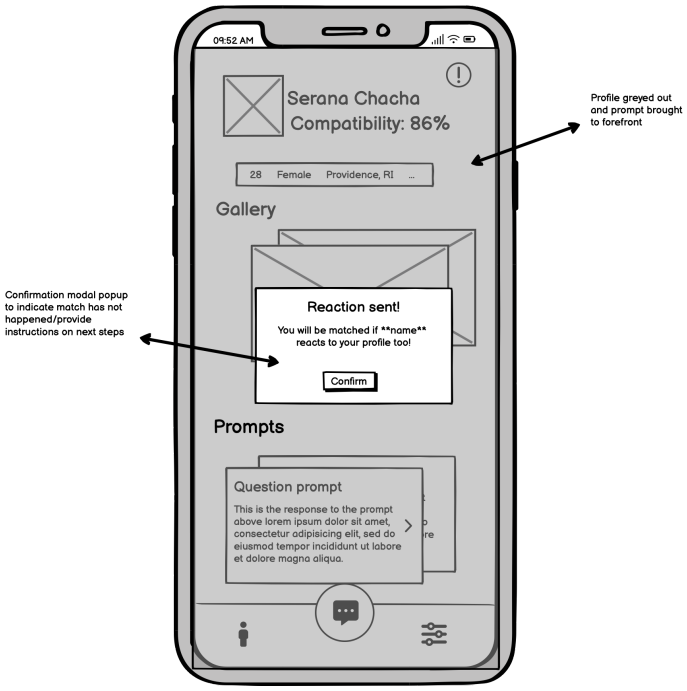
"Create Account & Profile is too long, cluttered, and boring!"

We added progress bars, colloquial and engaging language, and separated each question in account creation onto their own screen



"I don't understand why I can't keep messaging somebody after I react to their profile…"

We added a new Reaction sent! screen!



"Preferences is not important enough for the navbar"

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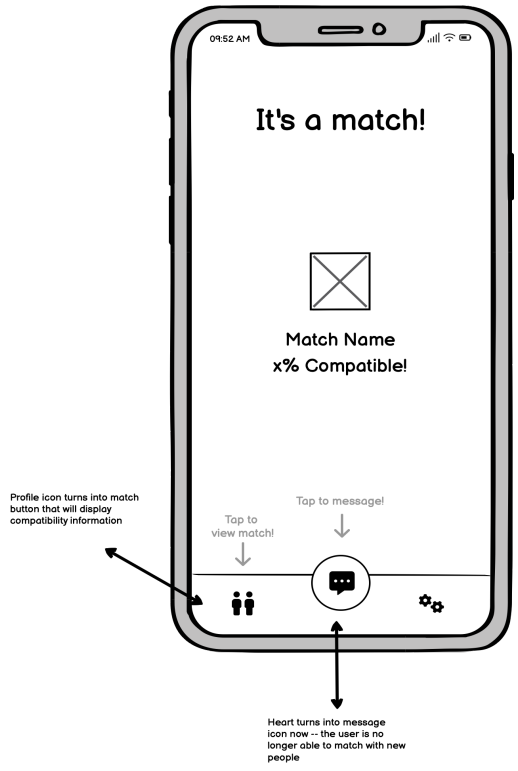
We made a new Settings page that includes Preferences and other important options and information

“I don't understand what the pink colors mean or when I'm actually matched”

The app always has a strong color theme: blue when unmatched, pink when matched. Matching also permanently changes the heart profile-viewing button to a messaging button for your new match!



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Hi-Fi Prototypes

We created a final version of the product where we made screens for 5 different workflows and go through the interactions as a new user.

Account Creation | Profile Creation | Matching | Profile/Settings | Unmatching

0:00

Account creation walk-through

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Figma Prototype

Below is the Figma file we created to prototype the design

User testing

Our interface's intended functionality is first and foremost to allow our users to match and message with others as well as unmatch. Our testing instructions were as follows: "Imagine you're a woman seeking both men and women on a brand new dating app. Create a profile and try to match with both users that are available to match with. Think aloud as you go through the app, especially when you find something confusing."

Task

Successfully match with someone.

Subtasks:

1. Create a profile (selecting desired buttons, dropdowns, etc)
2. React to other users' profiles
3. Explore the matched profile page and unmatch with your match [5-point rating scale: Very difficult to Very easy]

Post-Test Questions

1. What frustrated you most about the matching/unmatching process?
2. If you had a magic wand, how would you improve this site?
3. What did you like about the site?
4. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very likely)?

Most of the results were in line with our expectations. All subtasks were successfully done but there were some confusions. Click the buttons to view each user's videos.

User 1 User 2 User 3

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How Users Did

Create A Profile:

Overall, they really enjoyed the account creation workflow because it felt like someone was talking to them and gave clear indication of its length. They wish that the length was likewise indicated for the profile creation.

React to Other People's Profiles:

Some users were confused how to react to profiles and thought that in order to match, they had to press the heart button. They also at first thought that the X button to go to the next profile would take you back to your own profile page.

Explore the Matched Page and Unmatching a Match:

For the matching process, users thought that more information should be given on each profile before matching. They thought that the unmatching process was extremely intuitive.

Potential Interface Changes

- Moving the X button from the top right to the bottom right to make it look less like x-ing out of a screen
- Displaying how users are compatible during matching as well as after to give more information
- Creating indicators for the number of minimum photos and prompt answers to indicate length
- Moving the heart button down so it is in line with the rest of the bottom navigation bar to make it look less like a matching button

Senior Capstone

Introduction

For our capstone, we chose to build upon our iterative design project from CSCI 1300. The course project was our implementation of the iterative design process, in which we iterate on designs for the UI of our app starting from sketches and moving to low fidelity wireframes and eventually high fidelity wireframes. To go from stage to stage, we reviewed and responded to critiques and user testing. In order to substantially develop upon the course assignment, we decided to build out our figma designs into an actual deployed mobile app. We utilized techniques learned in the course, like responsive design, that went beyond our coursework figma specifications. In addition, we decided to use react-native to learn and implement a different framework [is that the right word] not taught in class that has device specific APIs to make the user experience more realistic and substantive.

Development Process

React Native/Expo

We chose to build the app using a React Native framework called Expo, an open-source

Development Process

The app is structured as various 'Views' within different navigation options. The matching page

framework for apps that run natively on Android, iOS, and the web. React Native differs from React.js in that it can interact directly with the device's native APIs, but uses React syntax/structure.

contains a stack of 'Profile' views which are cycled as the user browses through different profiles. Once a user is matched, the navigation options on the bottom tab bar change to display different options for the matched user. The two biggest hurdles to overcome were figuring out how to navigate between these views and ensuring that the design remained responsive between various screen sizes.

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App Deployment

Delight App Deployment

This app is deployed on Expo and can be accessed through the Expo Go app using the following login credentials: Username: delight_capstone, Password: delightful. If you already have an Expo account and need access, please reach out to one of us.

Video Demonstration

In the event that you are unable to view the deployment on Expo, we have taken the liberty to provide a screen recording of the app in use!

0:00

Next Steps

We have three main ideas of how to build out our capstone further:

More User Testing

Now that there is an actual app built out with device specific interactions and

Deploying to iOS

When fully deployed on the expo store, specific devices will block the download of

Creating Backend Services

To make our project a more fully developed app, it needs

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slightly different UI, further user testing likely will produce different critiques than in our previous user testing trials with just the Figma. We then can further iterate on our design to make a more user friendly and effective app.

the app in Expo Go through a QR code. Android fully allows these types of actions and the app is therefore fully public on Android, but iOS does not. For our capstone, we decided to not further pursue deployment to iOS in addition to Android because Apple is much stricter on apps only being published through their App Store, which costs $99. However, if we want the app to be accessible to more users, we'd want it to be downloadable by both types of mobile phones.

both a frontend and a backend. Without backend services, everything in the UI is static without a true recommendation algorithm or real users. This would also mean that we build out the profile creation flow detailed in our Figma, because accounts can actually be created and stored. We would build out messaging and profile reaction functionality so the app can become usable for its original purpose.