

ShopAssistant

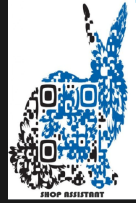
Interaction Design Methods

Martin Orava

Ezgi Yamaç

Abiodun Ogunyemi

Persona



Seyhan Yamaç

“Technology is my life”

Age : 23

Gender :Male

Education: BSc, Marmara University, 2014

Occupation: Software Test Engineer

Single

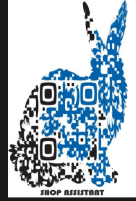
Background

- Full time employee as a Software Test Engineer
- Advanced computer user and programmer.
- Likes travelling abroad, playing musical instruments and using new Technologies.
- Competent users of social media (Facebook, linkedin, twitter etc.).
- Likes sharing instant photos and videos also include strange contents.
- Google search is irrevocable learning technique for his life.
- He doesn't prefer to learn any information from others.

Goals

- **Sharing Experiences** : I need to reach some experiences while I looking for a product and I can comment a product also.
- **Easy Interface** : I can easily reach information about a product myself via comfortable and fast interface.

Scenario



Settings: After a shopping experience, Seyhan went to his home and try some of the products that just bought. He didn't like one of them and he decided to provide some feedback about his experience. Because he make a point of sharing experiences on especially products that make him dissatisfied. This is the reason why he installed our application.

Goals: Sharing Experiences : Experiences about a product is really important for me. So I need to reach some comments while I looking for a product and I can comment a product also.

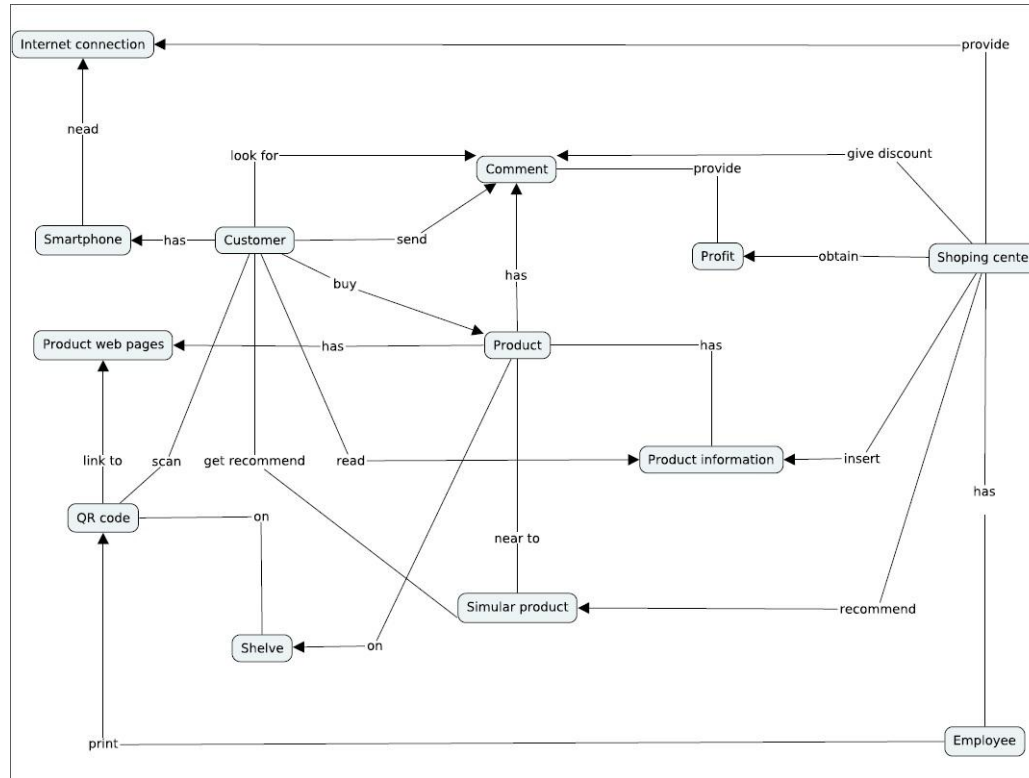
Actions: Seyhan opened our application and started to search the name of the product. From the list of the products, he find the product and a textplace for commenting about his user experiences. The reason for Seyhan's commenting action is Seyhan wants to inform other users about his negative experience.

Imagine this scenario...

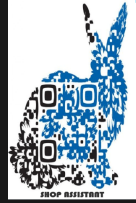
Q1: Do you prefer to write comments about some products that is very popular for you or disturb you.

Q2: How long comments do you prefer to write?

Concept maps

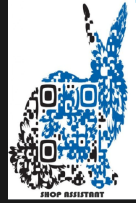


User stories read



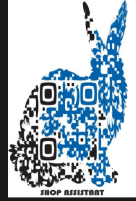
1. Find product by name - As a user I want to find product information by manual searching.
2. Find product by scanning - As a user, I want to find product information by scanning QR-code.
3. Find experiences - As a user, I want to reach user experiences easily from physical shop.
4. How many user vote? - As a user, I want to see that how many user vote for forming the mean score of product.
5. Reach product metadata - As a user, I want to reach product's metadata (stars, dislike, like etc.)
6. Whose comment - As a user, I want to see who wrote this comments
7. Display recent comments and top products - As a user, I want to display recent comments and top 10 products related to any products in the shop
8. Scroll down/up for reading comments - As a user, I can scroll down or up for reading all comments related to a product.

User stories write



1. Post comment - As a user, want to write a comment and post it to the system.
2. Enter my opinion to product - As a user, I want to enter my opinions to product. If I like this product or not.
3. Vote other's comments - As a user, I want to vote other users' comments If I like their posts or not.
4. Share photos - As a user, I want to browse my own photos of concrete product and share it with my comment.
5. User account - As a user, I want to find an easy way to create my user account.
6. Edit user account - As a user I want to edit my account information.
7. Log in - As a user, I want easy way to log in.
8. Share videos - As a user, I want to browse my own videos of concrete product and share it with my comment.
9. How many characters left? - As a user, I want to see how many characters I have left from allowed comment length.
10. Upload profile photo - As a user I want to upload my profile photo for my account.
11. Remove profile photo - As a user I want to remove my profile photo for my account.

Testing task

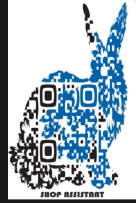


Seyhan decides to buy a smartphone from Euronics. He is more interested in Apple products. Seyhan visits Euronics in Viru Shopping Center and sees a QR-code on the shelf related to iPhone 5. Seyhan wants to be able to find more information about this smart phone, he also wants to write her comments and vote for the product.

Seyhan's tasks

1. Find more information about the iPhone 5
2. Write comments on the iPhone 5
3. Vote for the iPhone 5

Paper prototype



- Product screen
- Write comment screen



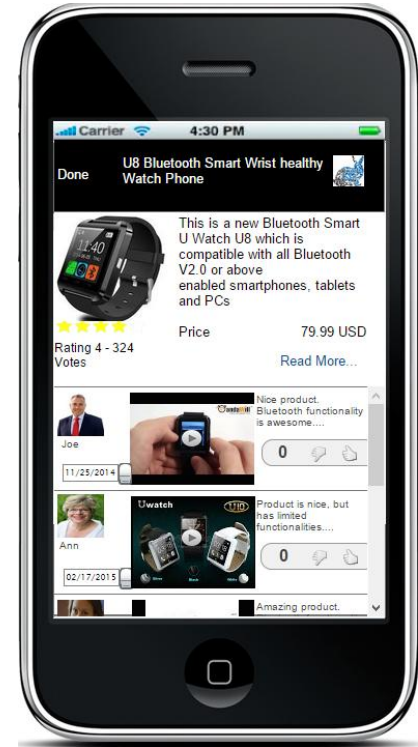
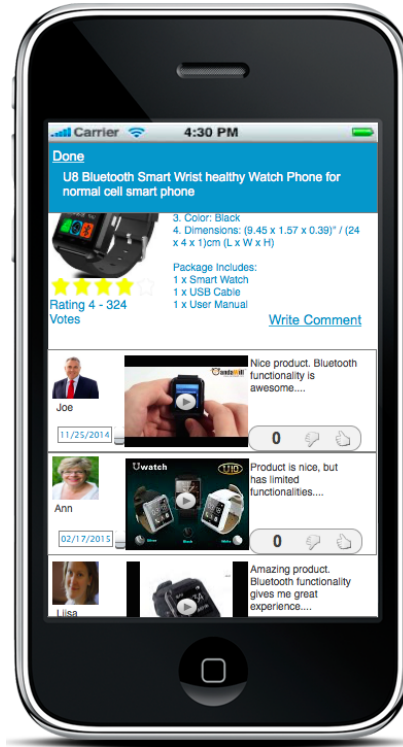
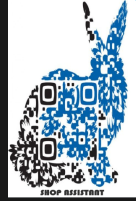
Axure High Fidelity Prototype

First version: <http://vv9ad7.axshare.com>

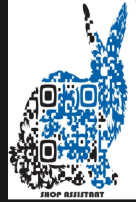
Second version: <http://pvfkeq.axshare.com/#p=scanpage>

Last version: http://vl55wa.axshare.com/app_home.html

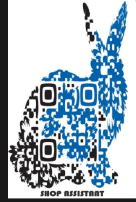
Axure Prototype - Product page



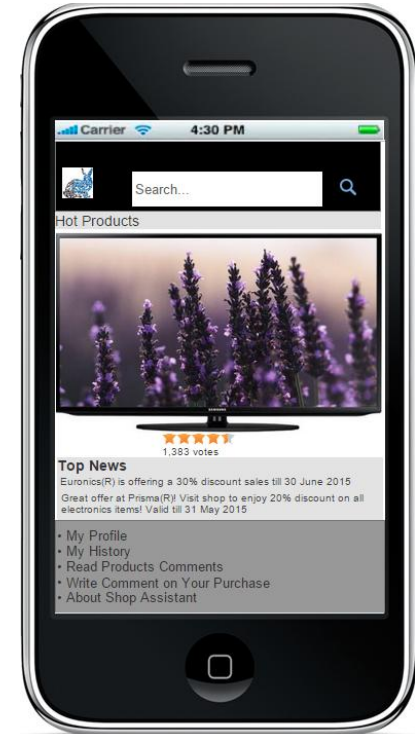
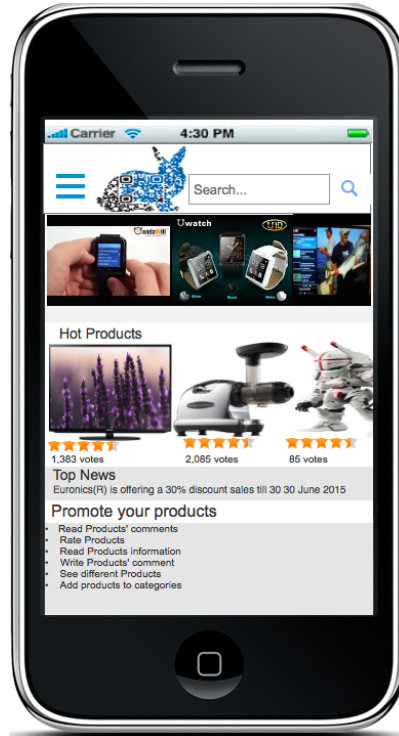
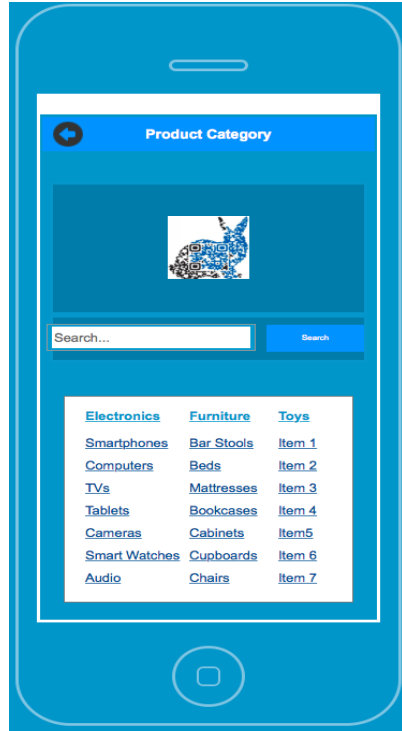
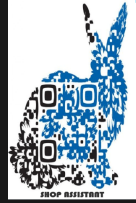
Axure Prototype - Write comment



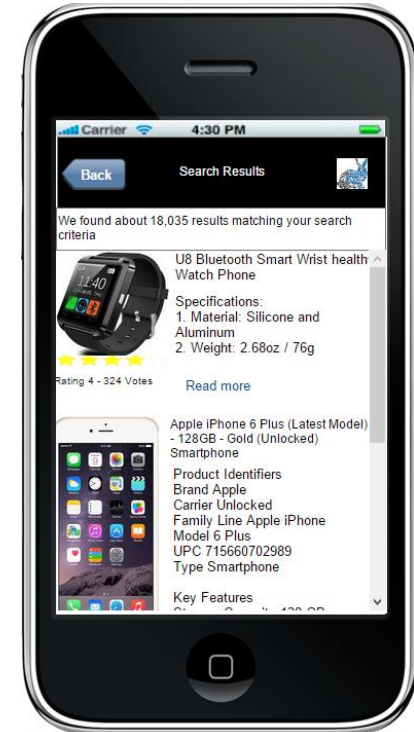
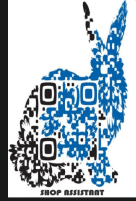
Axure Prototype - Scanning QR



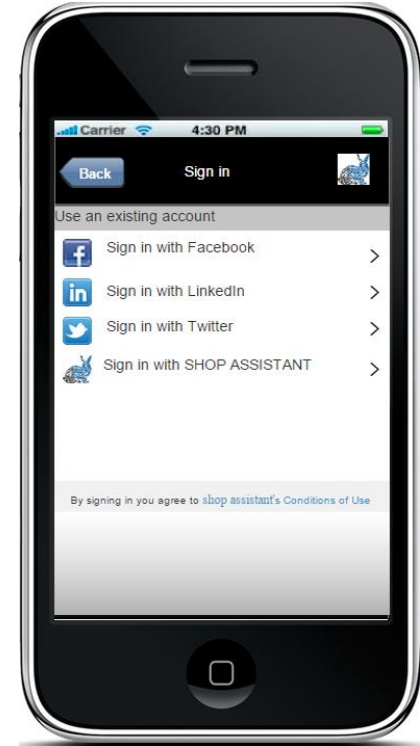
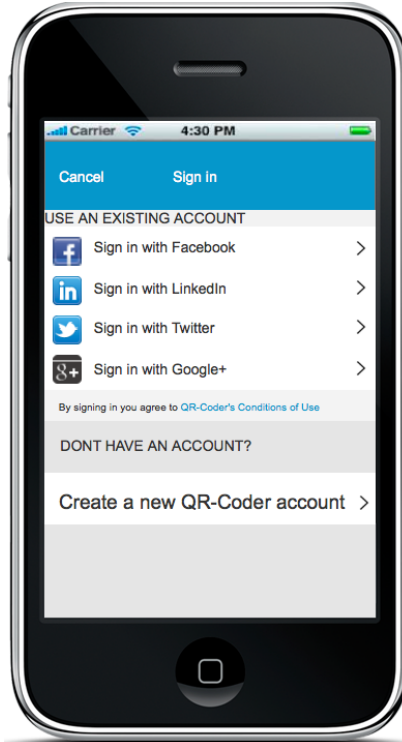
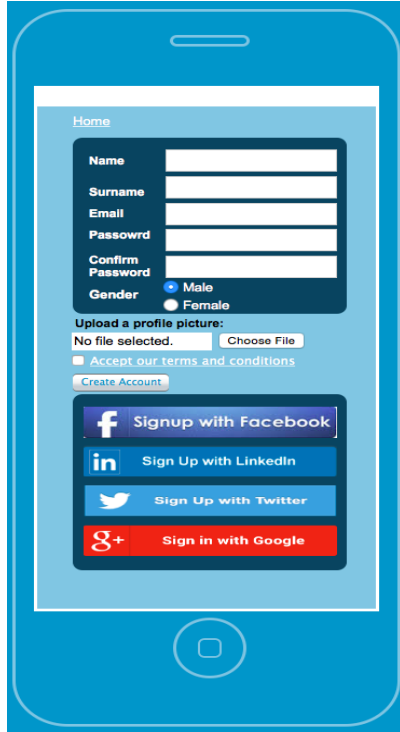
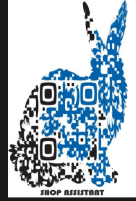
Axure Prototype - Search page



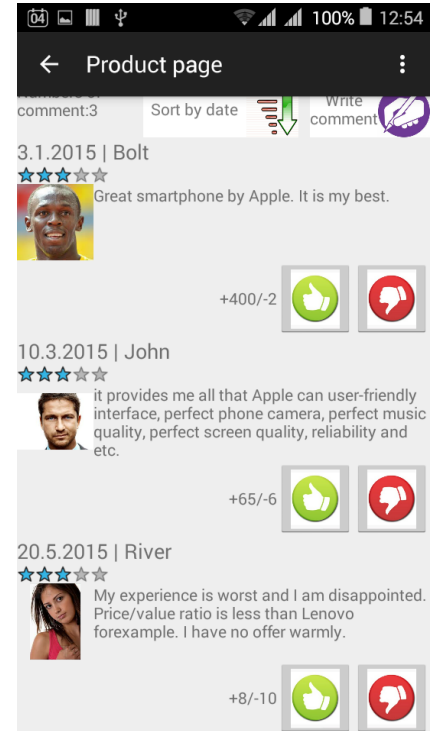
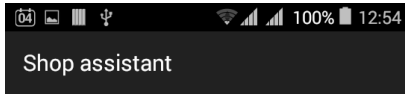
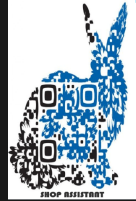
Axure Prototype - Search Results



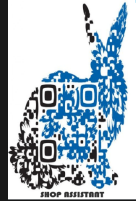
Axure Prototype - Sign in Page



Final application




Final application



← Search

Name of product



Hot product - Iphone 5S

← Search

De

Smart Device

Smart Electronic Device

Electronic Device

Se De Dne

1 2 3 4 5 6 7 8 9 0

q w e r t z u i o p

a s d f g h j k l

↑ y x c v b n m

123 , Česky

← Search result

We found about 12 results matching your search criteria

Product : Iphone 5S 16GB SMART PHONE

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)"/(8x4x1)cm (LxWxH)
- 5 Package Includes: 1 x USB Cable 1 x User Manual

★★★★★
324 Votes

Product : Samsung I9190 GALAXY S4 MINI WHITE

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)"/(8x4x1)cm (LxWxH)
- 5 Package Includes: 1 x USB Cable 1 x User Manual

★★★★★
324 Votes

Product : Iphone 6 16GB GOLD SMART PHONE

Specifications :

- 1 Material: Silicone and Aluminium
- 2 Weight:2.68Oz/76g
- 3 Color:White
- 4 Dimensions: (9.45x1.57x0.39)"/(8x4x1)cm (LxWxH)
- 5 Package Includes:

← Write comment

iphone5

Unlocked cell phones are compatible with GSM carriers like ATT and T-Mobile as well as with GSM SIM cards (e.g. H20,Straight Talk, and select prepaid carriers). Unlocked cell phones will not work with CDMA Carriers like Sprint,Verizon, Boost or Virgin. Size 16 GB

Your comments:

★★★★★

Characters left:300

Write your comment here