



UX DESIGN REPORT 11.17.16

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OVERVIEW & USER RESEARCH

OVERVIEW

IndiCard is designed to give exclusive deals to service industry workers. They recently added a monthly charge to use the application, after the first 30 days. This shift has caused a decline in total sign-ups, but our team has been able to focus in on some of the problem areas for users and present solutions.

CHALLENGE

IndiCard needs a simpler sign-up process that allows users to redeem their first deal quickly and easily. They also need a better way to connect the IndiCard community with each other.

COMPETITIVE ANALYSIS

There is no direct competitor to IndiCard within the United States. Groupon and other coupon applications may qualify as a secondary competitor; however, IndiCard's deals tend to be greater than Groupon's.

IndiCard's only competitor of notice is the scenario of service industry workers becoming friends and in return hooking each other up. Industry workers end up going out to the same bars and restaurants over time because of these extra discounts they receive.

IndiCard has tried to leverage this competition, by offering discounts in multiple locations around town. This was intended to entice industry workers to try new places, and still receive their discount. One issue that arose during testing is that over time, users stop using the IndiCard because they end up getting to know the other works, and they no longer check their IndiCard membership.

From this analysis, IndiCard needs to find a way to leverage the smaller social networks in the service industry. This will make users want to continue to use the application.

USER RESEARCH OVERVIEW

During the first week of this project, we wanted to really understand our user and their culture. We conducted interviews with 15 service industry workers. They consisted of bartenders, waiters, front desk receptionists. Half of them was using IndiCard already and could share their experience of signing up and following usage of the app. The half that did not currently use IndiCard shared very useful information about expectations and concerns for this app. The interviews also helped to gather the information about service industry networking and hook ups.

Overall the interviews revealed that no matter what exactly people do in the service industry, they indeed have a network. This network provides them getting discounts and incentives for using each other services. People tend to go out to same places and the determining factor for it is knowing people who either go or work there. There is an unspoken rule in the service industry - to help each other. It is not necessarily giving discounts to each other, but also leaving good tips, knowing that next time you'll get same big tips from this person who serves you now.

Another important finding was that people absolutely are not willing to enter their credit card information while signing up, and even more - they won't pay for the app membership unless their management will do it for them. The explanation for that was, that they can get discounts from each other for free, or if they need to use a website for something else - there is plenty of them offering deals without paid membership.

The ideal sign up process for all the participants - it is few clicks sign up, preferably via other social websites. Some users had issues with the time wait for being verified. Nevertheless there were some users who mentioned that the deals offered by IndiCard are very valuable and they would pay even more per month for the membership.

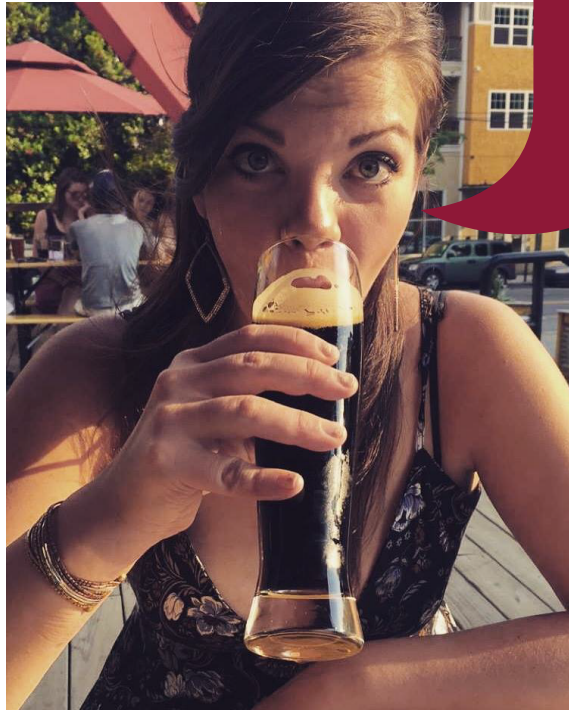
Some users brought up the fact that their friends don't have the app, so for them it doesn't play any role when choosing a place to go out. Almost everyone mentioned that the app would be more valuable if they could see any activity of their friends and other people.

This research helped develop the personas and journey maps shown in the next few pages of this report.

PERSONAS

Target customers generated from user research to ensure all needs are met through an e-commerce website.

SHANTELLE ROBERTS



I love to go out and try new places with my friends, but you never really know when you may get a special hook up at a new place

AGE:
28 years old

OCCUPATION:
Bartender at the Thirsty Lion

SALARY:
\$2.50 per hour + tips
(Roughly \$600 per week)

MOTIVATIONS

- Meeting new people
- Do something fun after a long day at work
- Her friends are always inviting her to go out
- Try new places in town

GOALS

- Get an awesome deal while she's out
- Hook up her friends with discounts
- Have fun and make new friends

NEEDS

- Save money so she can afford her rent and car payment.
- Fulfilling her social status
- Leave big tips because she knows what it's like in the industry!

FRUSTRATIONS

- Not knowing if she's going to get a hook up after meeting a server or bartender
- Not being able to hook her friends up when they are out together

BIO

Shantelle is a social butterfly. She will never miss an opportunity to go out with her friends. She dates on off, but prefers the single life for now. When she's not out with friends, she loves taking her dog out for a run or having solo dance parties around her apartment.

Shantelle needs a better to ensure she gets exclusive discounts when she goes out with her friends.

JACK NOLAN



I'd consider myself a regular at a few places around town. I don't really try other places because they don't know me there.

AGE:
34 years old

STATUS:
Married with a daughter

OCCUPATION:
Chef at Jax's Oyster Bar

SALARY:
\$42,000 per year

MOTIVATIONS

- Relax after work before headed home
- Enjoys chatting with the bartender at his regular places
- Likes to watch sports in the bar environment

GOALS

- Get a hook up from the bartender
- Take a load off after a long day of work
- Have a sense of social bonding

NEEDS

- Save money so he can support his family
- Feel comfortable when he goes out to a bar
- Interaction with people other than his family

FRUSTRATIONS

- He feels rude if he tries to ask for a hook up at new places
- He is a big tipper and knows that most drink costs are over priced.

BIO

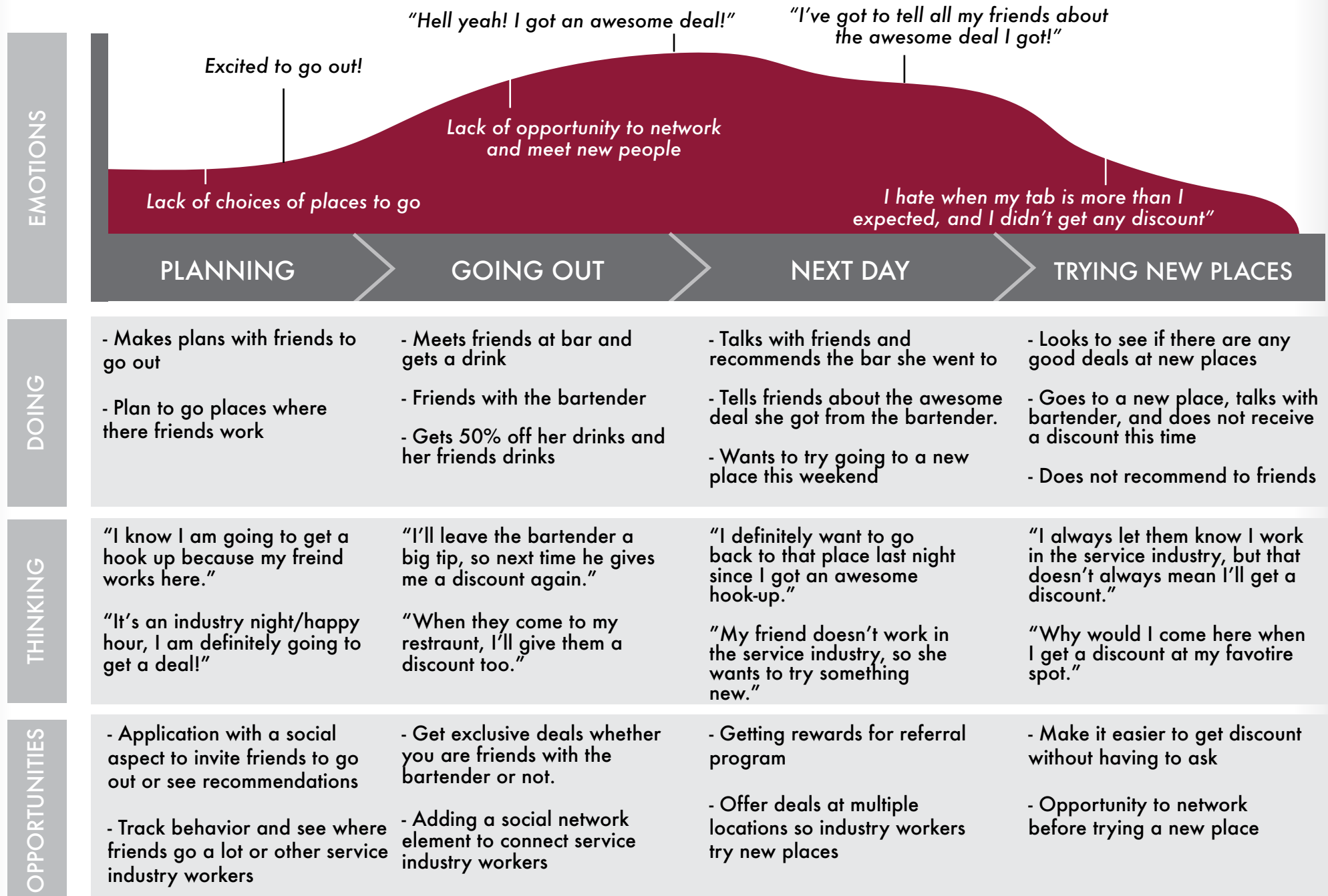
Jack is an easy going guy. He has a lot of acquaintances but not a lot of friends. After work, Jack likes to throw a few beers back before headed home to his family. On his days off, Jack like to go on hikes with his family or watch sports with a few beers.

Jack needs a better to expand his network in the service industry so he can get more hook ups.

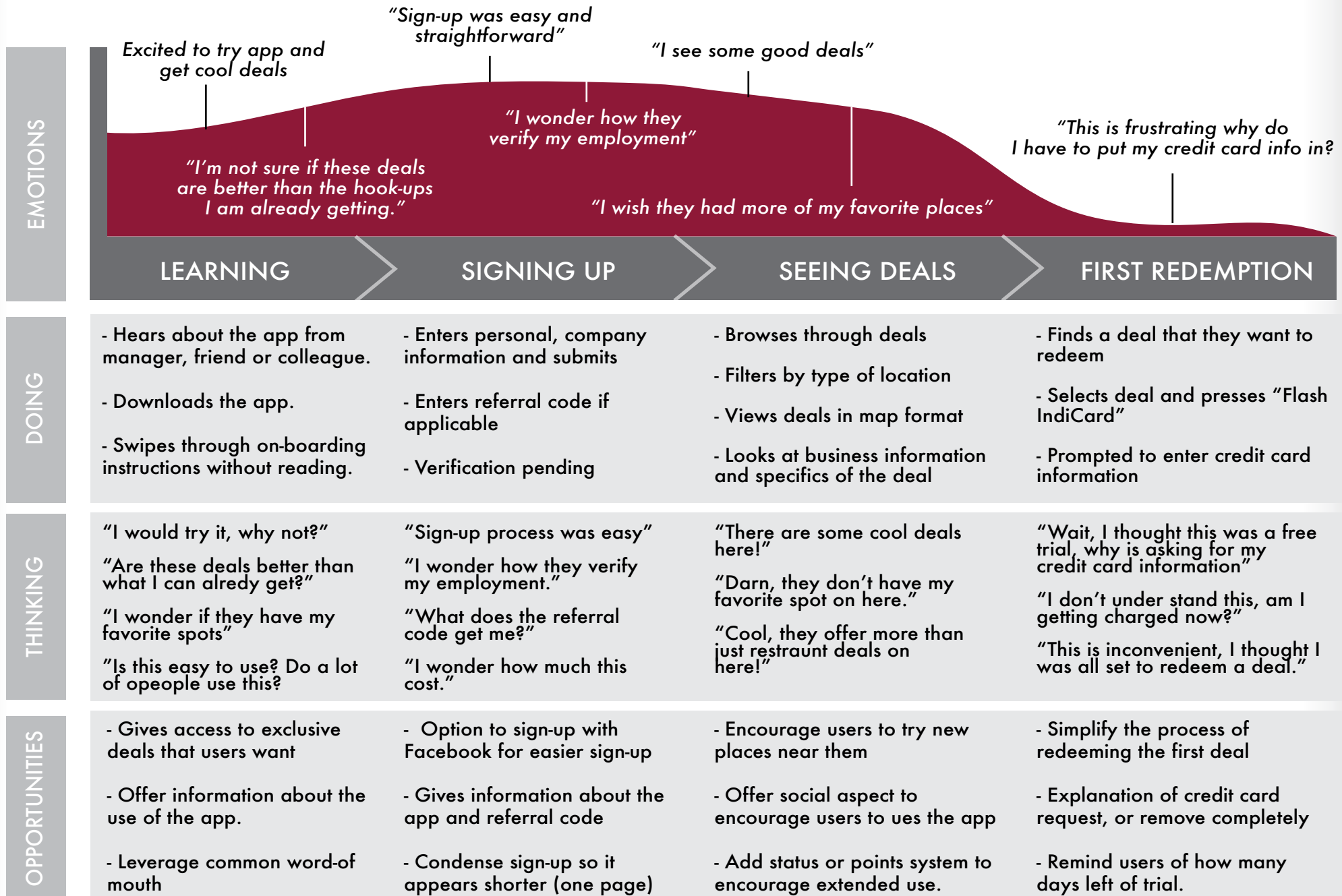
JOURNEY MAPS

Demonstrate the emotions and attitudes users experience in a particular scenerio

JOURNEY MAP - GOING OUT AS A SERVICE INDUSTRY WORKER



JOURNEY MAP - USING THE INDICARD (Current version)



USABILITY TESTING & CURRENT TRENDS

TESTING SUMMARY

To understand IndiCard users needs and to reveal the issues with the existing sign up process we conducted usability testings as part of our user research. There were 5 rounds of testing, each of them had iterated version of the on-boarding process and was receiving different feedback. More than half of participants haven't heard about IndiCard, others were familiar or have used it in the past. After conducting all testing rounds the main findings were revealed and according solutions were suggested.

100% of people don't like entering their credit card information while sign up- "I hate giving my credit card information!"



Do not require credit card information until the trial is over.

Over 80% of people prefer to sign up via Facebook- "I like when sign up can fit into 3 clicks."



Include the availability to sign up via Facebook or Google.

Everybody skips reading the information on the homepage, anticipating easy and quick sign up- "I want to see the necessary explanation for each step separately."



To provide enough information on every stage of signing up and avoid overwhelming the home page with text.

Participants were interested in seeing the value of the app before and after sign-up- "I want to know what I am paying for." "I want to see if it's worth it."



To provide access to all deals and their details on the homepage with the availability to sign up.

About 30% of people didn't find the design fun and attractive and wanted to see more movement and colors- "The homepage looks boring"



To include pictures of deals on the homepage to diversify the design and convey fun atmosphere of service industry.

Roughly 80% of users consider a social aspect of the app to be important- "Is this app popular?" "I'd like to see who uses those deals and how they like it."



Show members activity by displaying who uses deals, who goes to places frequently and what members work at places.

To be encouraged to use referral codes all users want to get something valuable as a reward for it- "I would use it if I can get something for free, even if I don't really need it, because it's free."



Add gamification to the referral program. Offer incentives for each referral, leading up to a mega incentive after you refer 5-10 friends

ON-BOARDING AND FREE TRIAL TRENDS

On-boarding begins when a user first hears about an application and continues until they receive their first sense of value from the application. In the case of IndiCard, the on-boarding process continues until they redeem their first deal.

Through online research, we found that not requiring credit card information up-front will result in a more people signing up. When people sign-up, if they have a sense of value of the application, they will pay the \$2.99 per month. Although the conversion percentage may not seem higher with this shift, the quantity of conversions will increase.

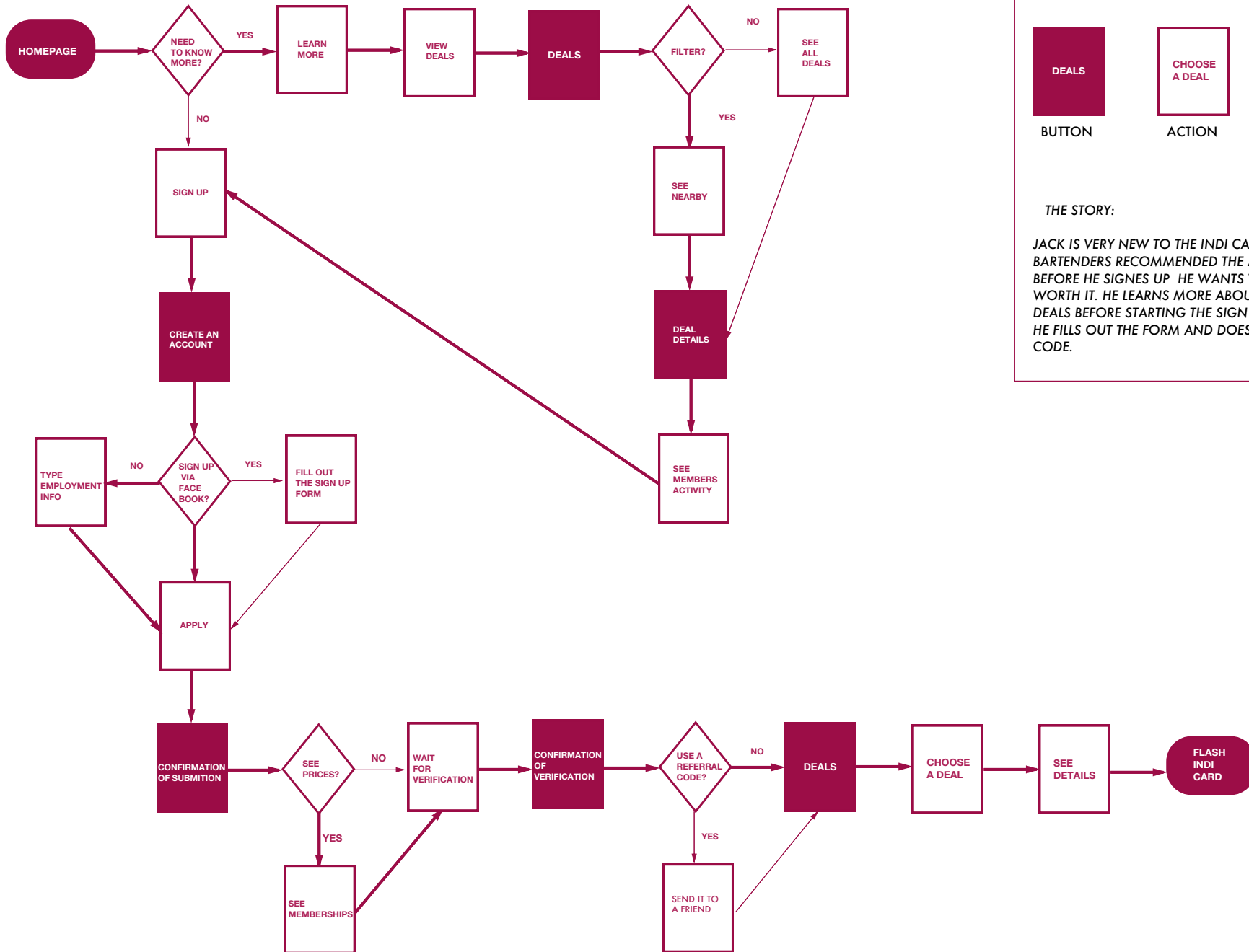
Shifting away from requiring a credit card up-front will also remove the chance of accidental conversions. Accidental conversion cause for frustration with the user. Even the user was planning on buying the application, they are not happy if it happens without them realizing or having control of the situation.

Overall, free trials are a great way to let customers realize the value of IndiCard; however, this will be done more effectively if the credit card request is not required up-front.

USER FLOW

Demonstrates the choices a user can make throughout a system from point A to point B

USER FLOW: Shantelle Roberts



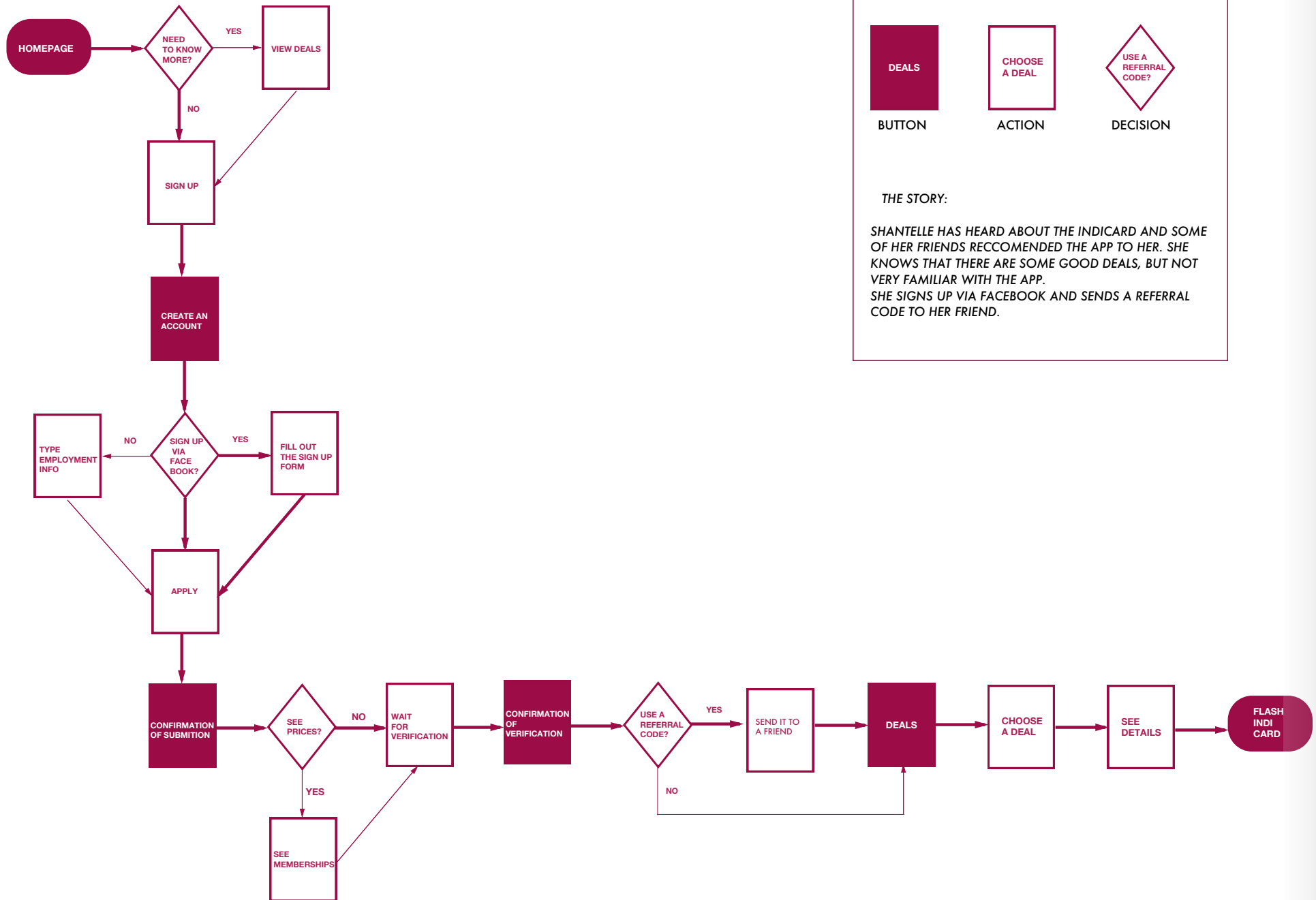
THE LEGEND:



THE STORY:

JACK IS VERY NEW TO THE INDI CARD. ONE OF THE BARTENDERS RECOMMENDED THE APP TO HIM, AND BEFORE HE SIGNES UP HE WANTS TO MAKE SURE IT'S WORTH IT. HE LEARNS MORE ABOUT THE APP AND ITS DEALS BEFORE STARTING THE SIGN UP PROCESS. HE FILLS OUT THE FORM AND DOESN'T USE A REFERRAL CODE.

USER FLOW: Jack Nolan



THE LEGEND:



BUTTON



ACTION



DECISION

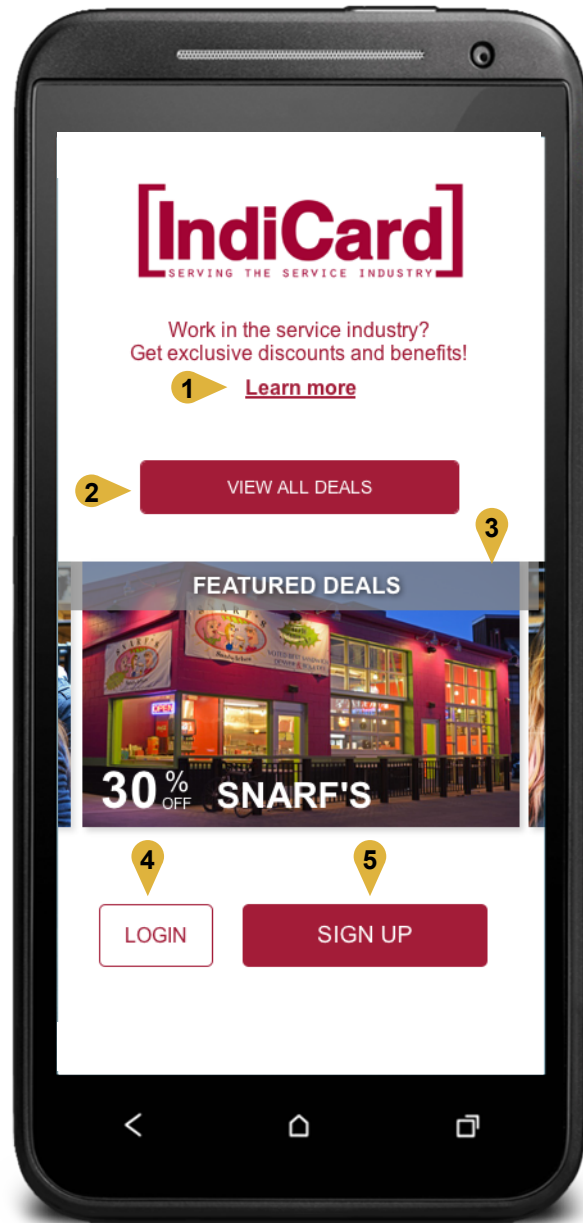
THE STORY:

SHANTELE HAS HEARD ABOUT THE INDICARD AND SOME OF HER FRIENDS RECCOMENDED THE APP TO HER. SHE KNOWS THAT THERE ARE SOME GOOD DEALS, BUT NOT VERY FAMILIAR WITH THE APP. SHE SIGNS UP VIA FACEBOOK AND SENDS A REFERRAL CODE TO HER FRIEND.

ANNOTATED WIREFRAMES

Wireframes of the application design with descriptions about design decisions, error messages, and where buttons lead.

LANDING PAGE (After downloading or not logged into an account)



SUMMARY

After multiple rounds of testing, people did not read or look at current swipe through instructions. Users also mentioned not reading a lot of text on the home page- there was a strong desire to see deals.

NOTES

1. Redirect to information page, shown on page X. Screen should slide in from right hand side.
2. Redirect to deal category page, shown on page X (warning at bottom is specific and there is a back button in replace of hamburger menu).
3. Geo-locate deals based on popularity or featured deals of the week. Only allot space for 6-8 deals to reduce load time. Deals can be swiped through on the page. "Featured Deals" headline position stays absolute.
4. Redirect to login page, shown on page X.
5. Redirect to create an account page, shown on page X.

CREATE AN ACCOUNT: FORM

1. < BACK [IndiCard]

Create an Account

2. Login with Facebook

OR

Contact Information:

3. First Name

4. Last Name

Account Information:

5. Email

6. Password

Employment Information:

7. Company

8. Position

Location

9. Denver Chicago Las Vegas Atlanta

Referral Code:

10.

Hook up your friends! If someone referred you, use their code here so they can use IndiCard for free!

11. APPLY

SUMMARY

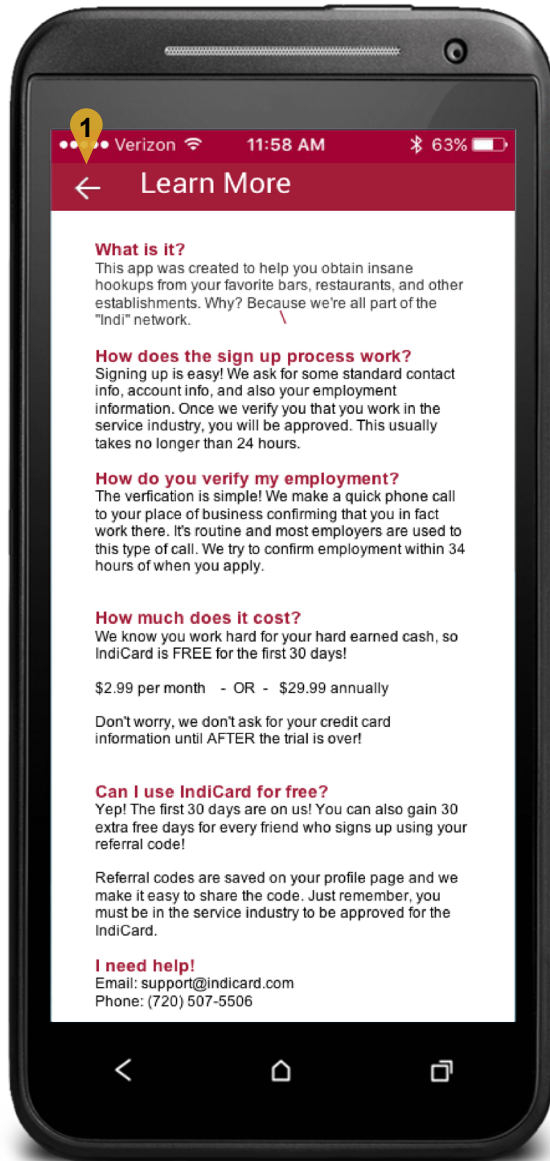
User testing showed that the majority of users would like to sign up via Facebook. Testing results also showed that a one-page form appears simpler than multi-page.

NOTES

1. Redirect back to home page
2. Use button provided by Facebook to fill in available information in form below. Any information still needed, highlight box in red.
3. Allow letters, spaces, and hyphens only. Min 2 characters, max 45 characters.
4. Allow letters, spaces, and hyphens only. Min 2 characters, max 45 characters.
5. Allow letters, numbers and special characters. Require one "@" in entry- show warning "Whoops, this is not an email!". Min 5 characters, max 50 characters
6. Mask entry. Allow letters, numbers and special characters. Minimum 2 characters, max 25 characters.
7. Allow letters, numbers and special characters. Min 2 characters, max 45 characters.
8. Allow letters, numbers and special characters. Min 2 characters, max 45 characters.
9. Only one selection allowed. Treat as standard radio buttons.
10. Allow numbers and letters only.
11. Upload info to database and redirect to application submitted page, shown on page X.

All fields are required except referral code. If a field is left blank, outline the text box in red. If minimum characters are not met, outline text box in red and below state "Please enter your complete <first name>." If maximum characters are not met, outline text box in red and below state "Whoops, we only allow X characters in this area." If a character is used that is not allowed in that text box, outline text box in red and below state "Hmm, something seems wrong here. We only allow <letters, hyphens, and spaces> here."

HOME PAGE: LEARN MORE



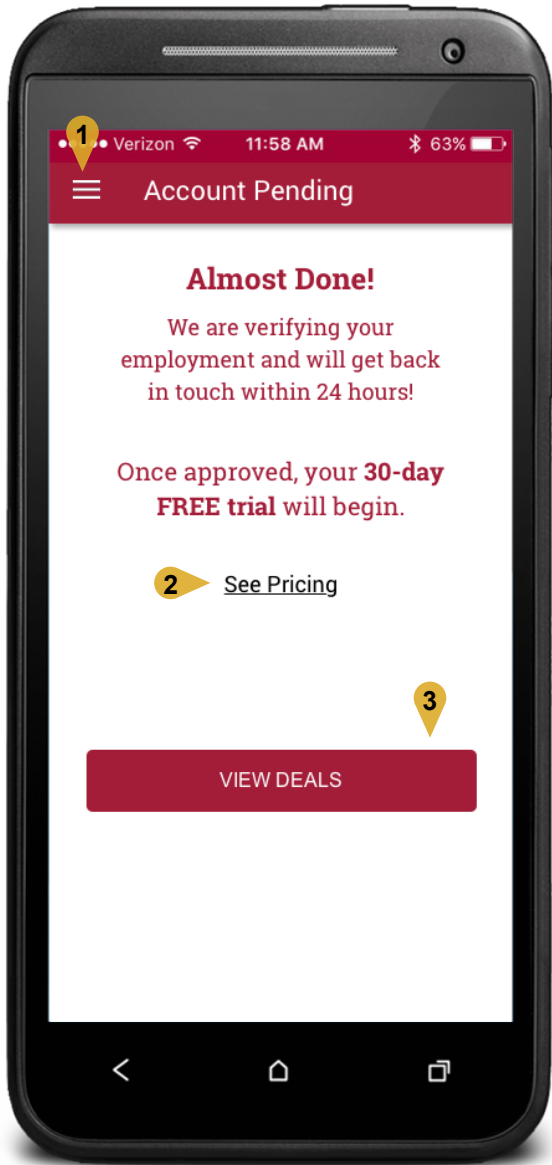
SUMMARY

Allowing quick access to pricing and general information from the home page is helpful for those who are skeptical before downloading.

NOTES

1. Redirect back to home page. This page should slide left to reveal the home page.

APPLICATION SUBMITTED: Pending Verification

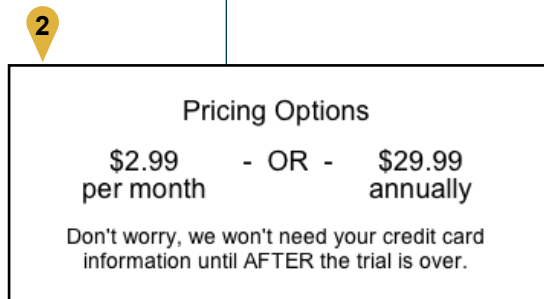


SUMMARY

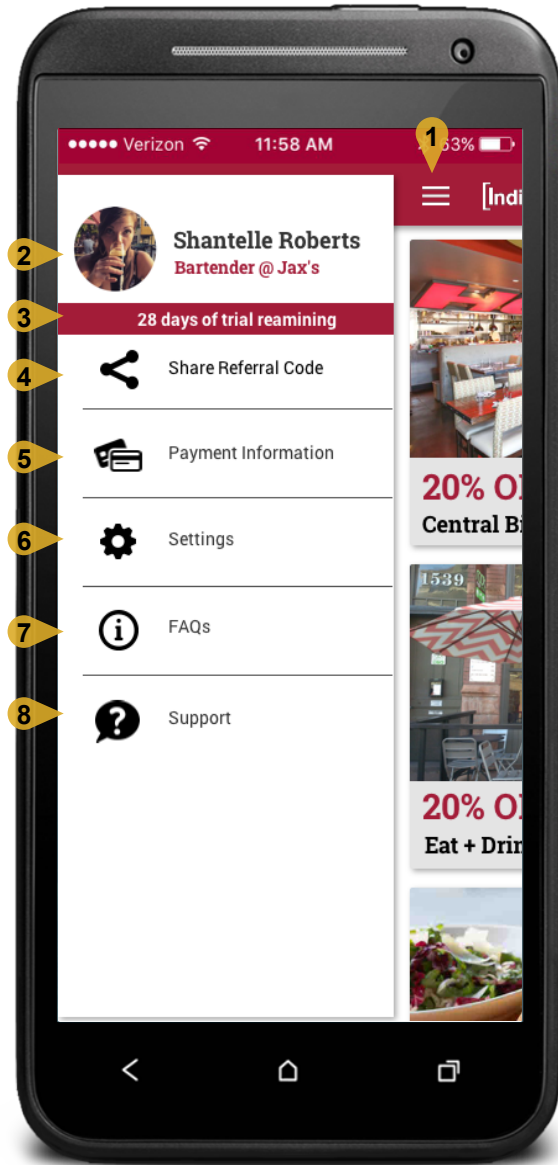
Confirming application is submitted is important, but it must be clear that their account is not ready to use yet. An option to view pricing showed high results in testing, although mixed results whether price is already displayed or hidden in a button as shown here.

NOTES

1. Display menu shown on page X.
2. Display pricing (image below)- remove "see pricing" text when clicked and replace with image.
3. Redirect to deals pages with verification pending memo at bottom, show on page X.



NAVIGATION MENU

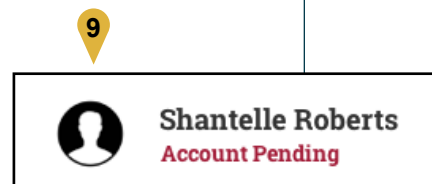


SUMMARY

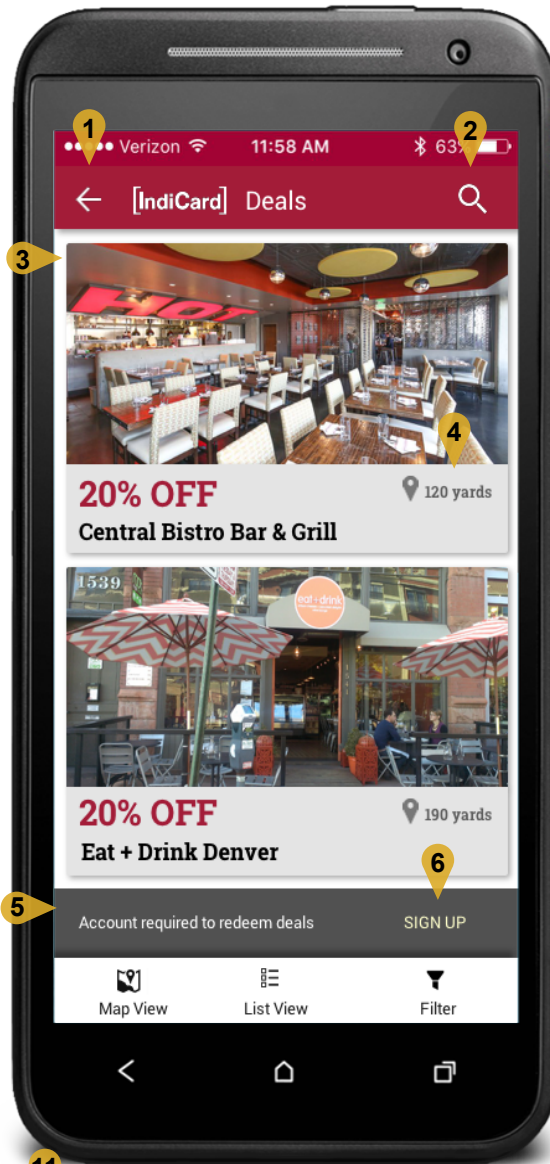
Navigation menu will hold all pertinent information such as profile, credit card information, referral info, and settings. This menu has not been tested.

NOTES

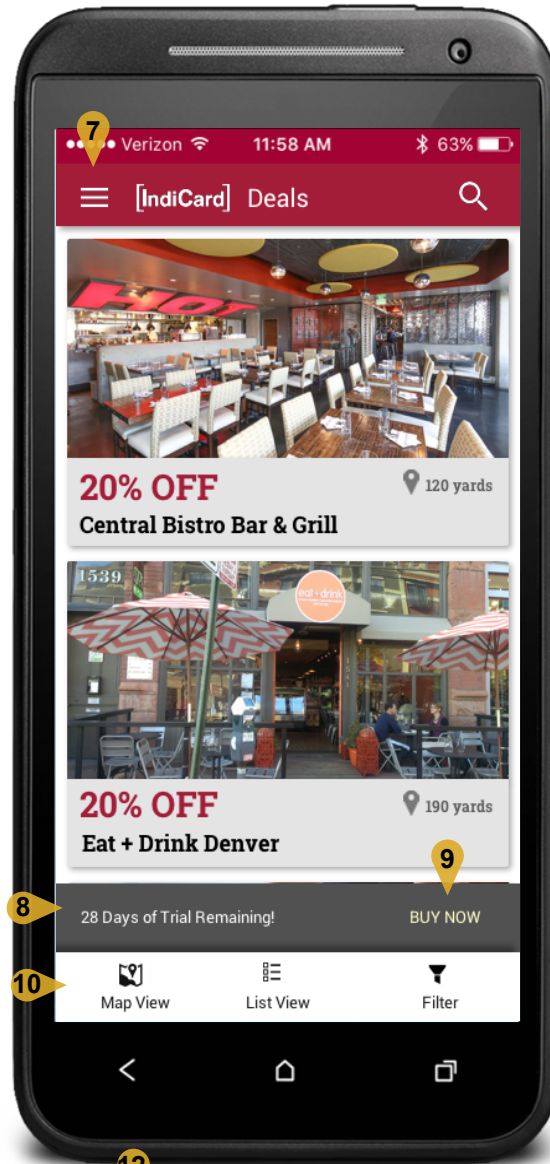
1. Hide menu (slide over to left)
2. If logged in and verified, view picture, name and employment. When clicked, redirect to profile page (not covered in this project).
3. During trial, view number of days remaining. Outside of trial, show solid, thin red separator.
4. Redirect to referral page (not covered in this project).
5. Redirect to payment information page, found in profile area (not covered in this project).
6. Redirect to settings (not covered in this project)
7. Redirect to FAQs (not covered in this project)
8. Redirect to support (not covered in this project). Allowing users to contact support for bugs and issues will alert developers of issues early on.
9. When user's employment is being verified, display this in replace of profile. When no picture has been uploaded, show blank profile avatar.



CATEGORY OF DEALS



11 We are still verifying your employment. We will let you know once you are ready to redeem deals!



12 Bummer.. your trial has expired! Good thing IndiCard is only \$2.99 per month! BUY NOW

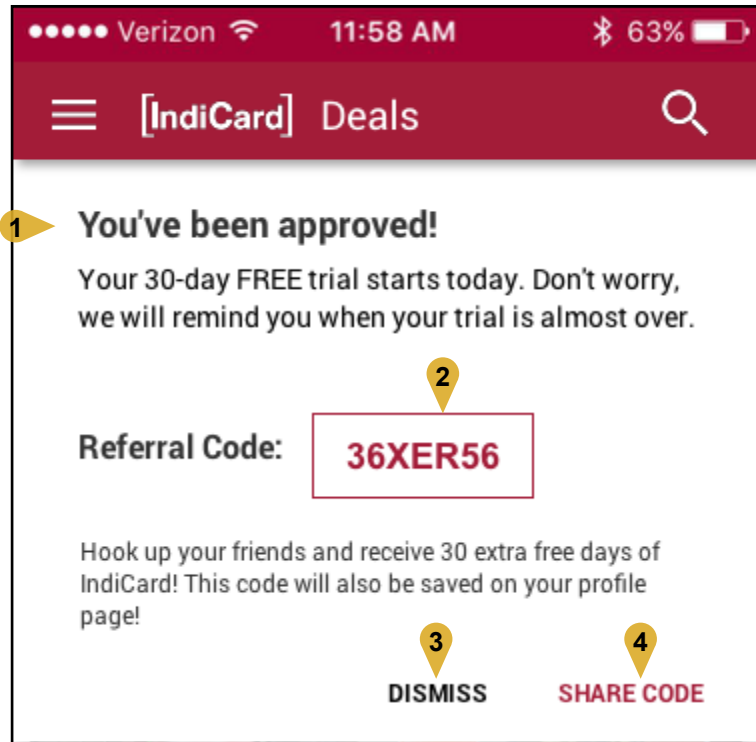
SUMMARY

Allowing quick access to the deals page is vital for on-boarding as it shows the value the app will bring. Make it easy for users to go back to the home page and give them a prompt to sign up with a message at the bottom of the screen. Otherwise, display the menu option for quick access to profile, payment and referrals.

NOTES

1. Redirect back to home page.
2. Display search bar for users to search for locations. Auto-fill as they type to show options (screen not shown in this project)
3. Display deals by what is closest via geo-location.
4. Using geo-location display distance user is from deal.
5. Memo displaying account is not active
6. Redirect to create an account, shown on page X.
7. Show navigation menu at all times except when not logged in.
8. Memo displaying days of trial left.
9. Redirect to payment options.
10. Bottom navigation menu follows material design standards, although it has not been tested, we recommended using text and images and displaying related items here only.
11. Display this memo when account is being verified.
12. Display this memo when trial has ended.

ACCOUNT APPROVED NOTIFICATION



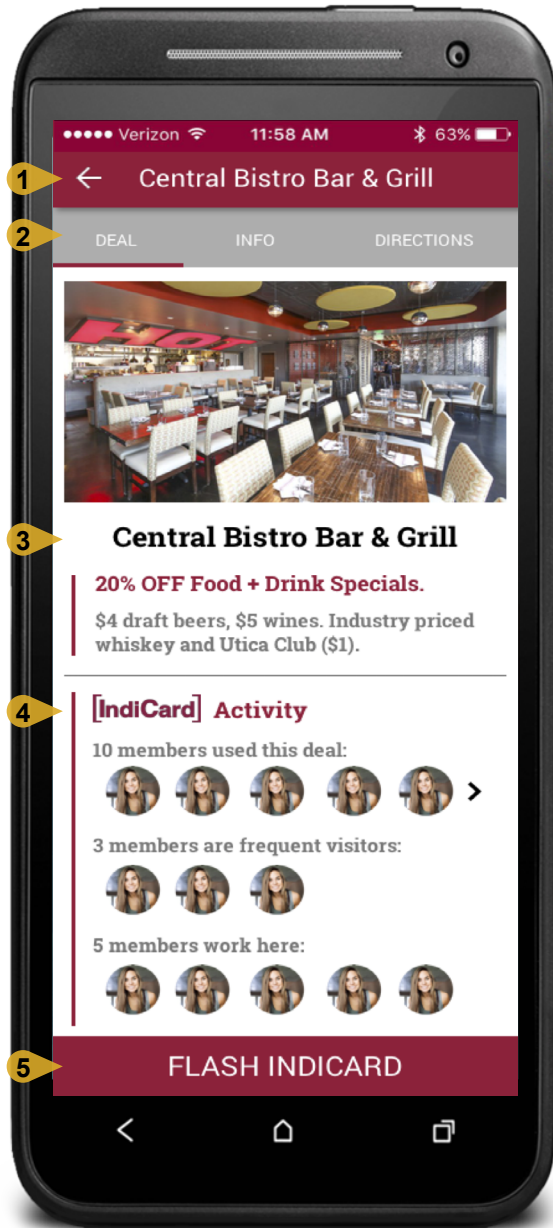
SUMMARY

Once employment has been verified, send an email to the user. Also send a notification to the phone and pop-up this screen when app is opened for the first time after approval.

NOTES

1. Notifying user that their account has been approved will remind them to redeem their first deal.
2. Referral code displayed here.
3. Dismiss will hide the notification.
4. Share code will redirect to referral code.

SELECTED DEAL: Deal



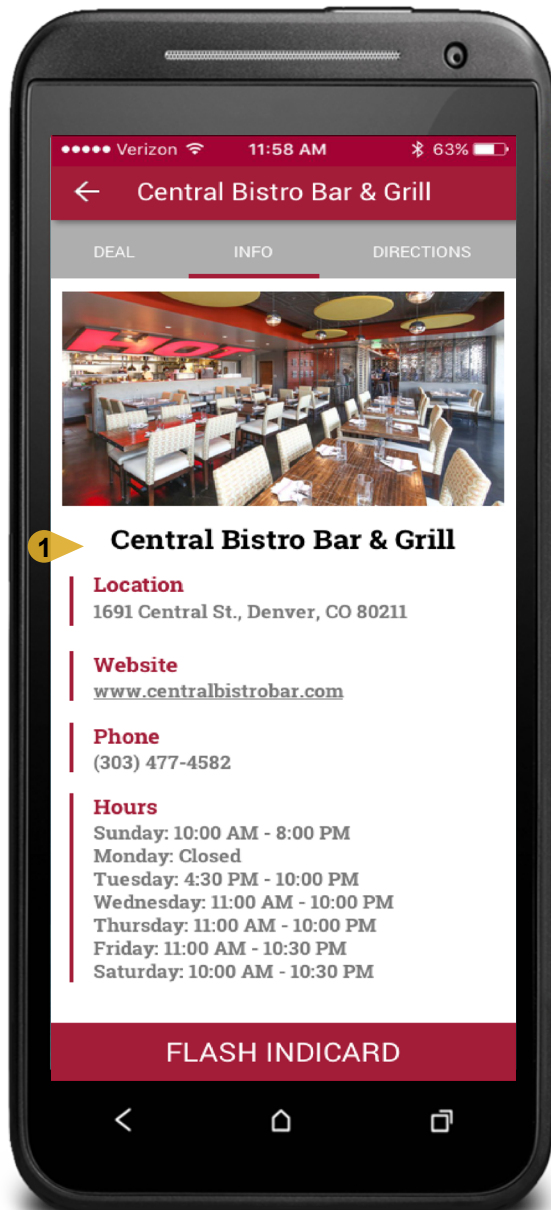
SUMMARY

Deal should be displayed at top headline and show only necessary information including details about the detail, social elements to entice users to be apart of the IndiCard community, information, and directions.

NOTES

1. Redirect to the deal category page.
2. Underline in red when selected to follow material design standards.
3. Display deal information
4. Show Indicard activity from database. Include images and quantity of who redeemed the deal, who frequents each deal, and who works at the location.
5. Show IndiCard page (not covered in this project).

SELECTED DEAL: Information



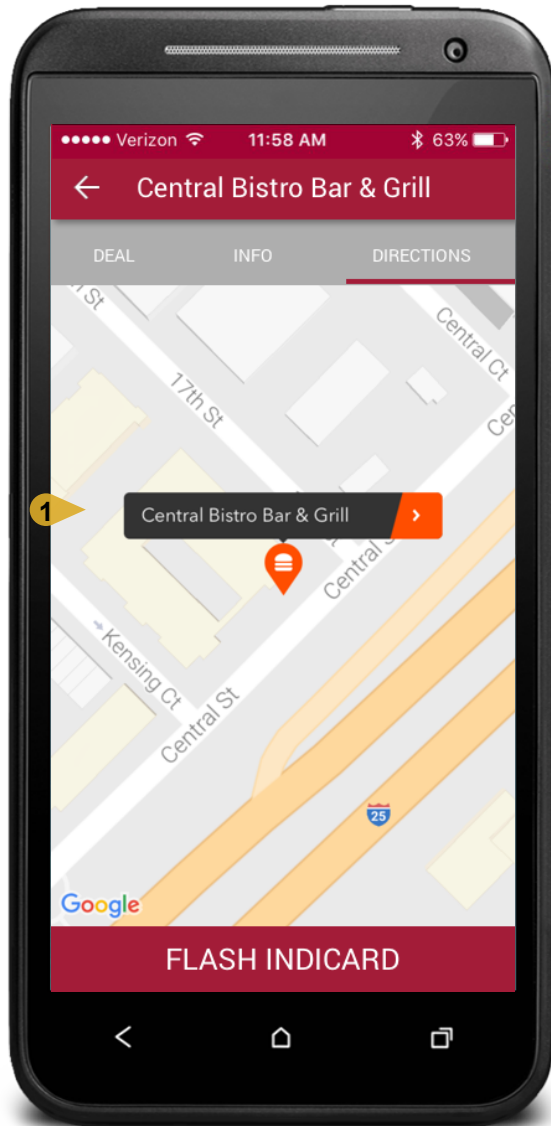
SUMMARY

Information page shows location, website and hours. Additional information is not typically read by users.

NOTES

1. Display information of selected venue.

SELECTED DEAL: Map



SUMMARY

Map displays the location of the deal. If possible, add a link to redirect to Google Maps for directions.

NOTES

1. Display location of selected venue.

CONCLUSION & NEXT STEPS

DESIGN

Material design uses standard design patterns for android users so it is more intuitive to use. Some changes made in these wireframes, which follow material design patterns are listed here. Adding in a hamburger menu will give users some direction. Most users think to go here to find something, so important things should go here.

The bottom navigation menu on the category page should be related items only. These items should be secondary options for the current page that is viewed. In the current design, we chose to have the map view, list view, and filter options in the bottom navigation. We recommend using text to label as the filter option symbol is not easily recognized.

The final clickable prototype can be viewed through this link: https://invis.io/4Z9B8H9NQ#/204615104_Home
Note that not all buttons are clickable on the prototype. The prototype is intended to show likely scenarios by the user.

SOLUTION

The displayed wireframes show an easier sign-up process that allows users to redeem value from the application without frustration. Adding in the sign-up via Facebook button makes it easier for users to do less typing. With this, clearly showing which sections they still need to fill in is vital to a simple sign-up process. Also, reducing the sign-up process to one-page gives users a sense of how much information is required and they can see how easy it is.

Removing the credit card information allows user to redeem value from the application easily. Users can not only perceive the value, but they have a realization of the value during the sign-up process. This will cause for a higher rate of sign-ups and also continual use of the application.

Lastly, adding in a social aspect of the application will bridge the gap between the social networks. Users can see who they might run into when they go out or who works at each location. This social element will draw more users to continuously use the app and entice them to try new places.

NEXT STEPS

We gathered some research on the referral codes, but have not completed testing to fully develop the idea. We recommend creating a gamification scenario through the referrals. Users will have small incentives for each referral, leading up to a larger incentive after referring 5-10 friends. Many users would like something free, such as a free drink, gift card, food item, etc. Another idea was something free, not related to the service industry, such as movie tickets, bowling, aquarium tickets, or even tickets to iFly (mock skydiving).

Multiple users mentioned wanting a way to read and write reviews. The negative to this scenario would be if someone outside of the restaurant industry leaves a bad review at a bar. If IndiCard becomes more exclusive, we recommend adding in the review system. Many people who worked in restaurants and bar said they would trust another restaurant worker over someone else. This could be leveraged in IndiCard and give users, yet another reason to the application.