DEAR SANTA DATABASE

Final Project

INFO 564 – Prototyping for Interactive Systems

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Project Introduction

- **Concept Abstraction**
  - **Every year, millions exchange holiday wish lists to friends & family.**
    - **Documented or verbally.**
  - **"What do <u>YOU</u> want for Christmas?"**
    - **Have you asked this question to someone?**
    - **Have you been asked this question?**
    - **Anyone ever get a consistent answer from a child?**
  - **Wish lists can change based on context**
    - **Family, Friends, School, Work, Social Groups, etc.**

Project Introduction

- **Problem Space**
  - **Team attempted to find online applications for the creation , exchange, and management of holiday wish lists**
    - **Individual companies (Amazon, Best Buy, etc.)**
    - **One found, but seemed to be more geared toward wedding gifts**
  - **Stress during the holidays can elevate quickly**
    - **Too much organization already (travel plans, cards, meals, treats, decorations, parties, etc.)**
    - **Managing ever-evolving wish lists can add to the complexity of the holiday season**

Project Introduction

- ▣ **Project Vision**
  - ▪ **Online, social networking website for family & friends to coordinate holiday wish lists.**
    - ▫ **Reduce stress individuals put on themselves when finding "the perfect gift"**
    - ▫ **Review wish list ideas for all members within a given circle of family & friends**
    - ▫ **Creation of a personalized holiday wish list specific to a given circle of family & friends**
    - ▫ **Ability to mark purchases accordingly to avoid duplication "under the tree"**

Functional Concept
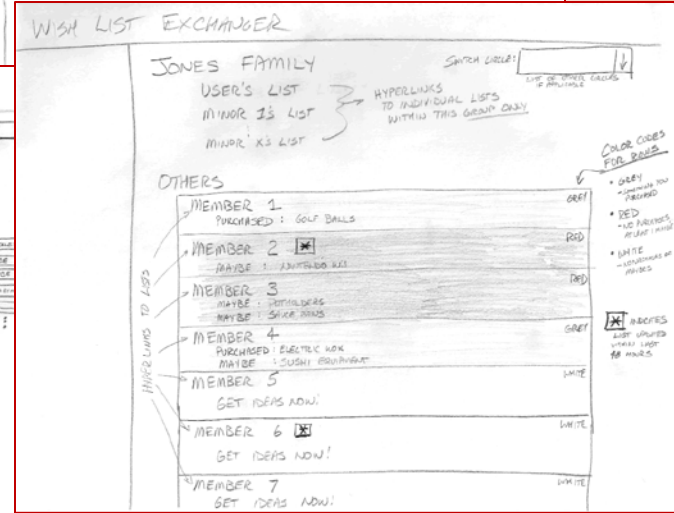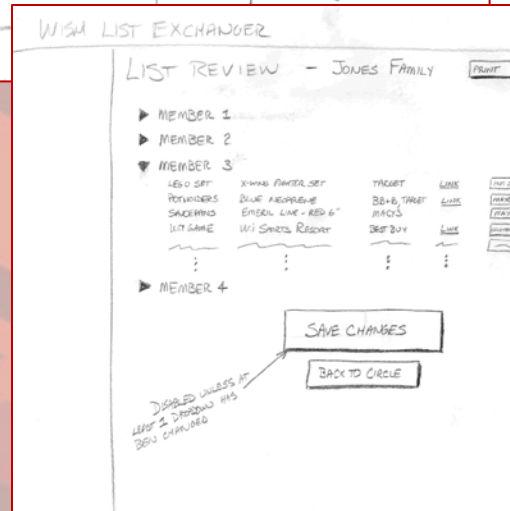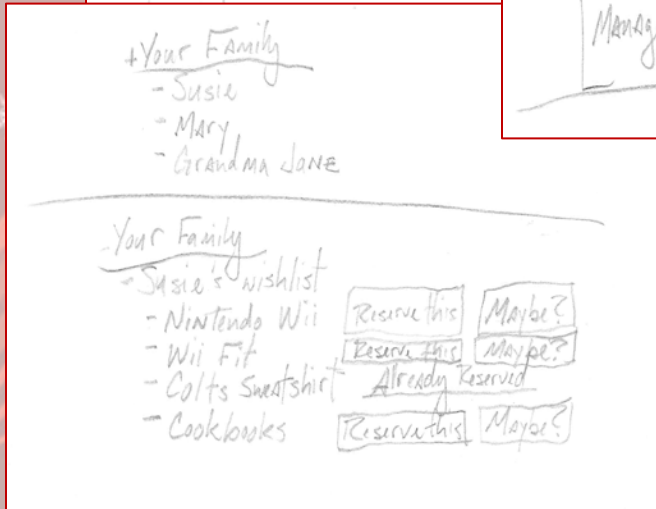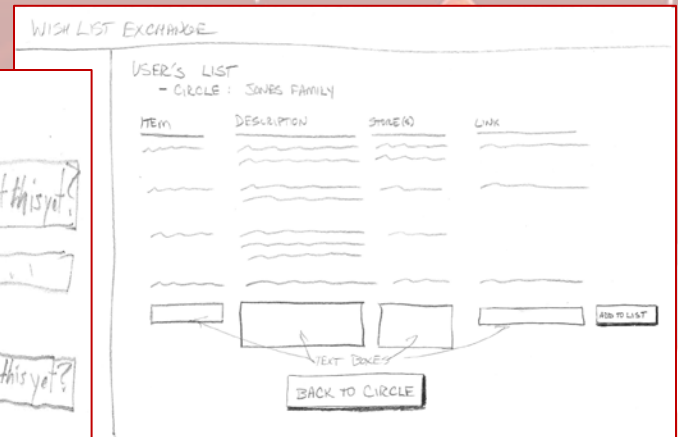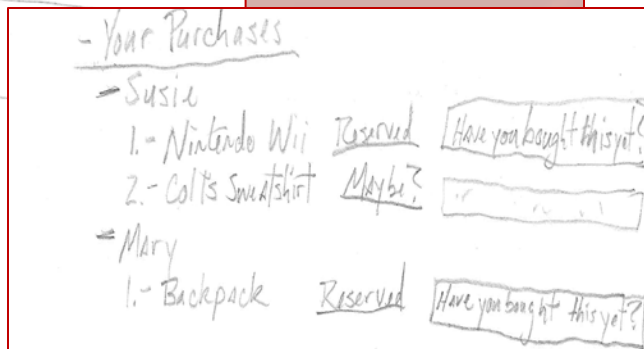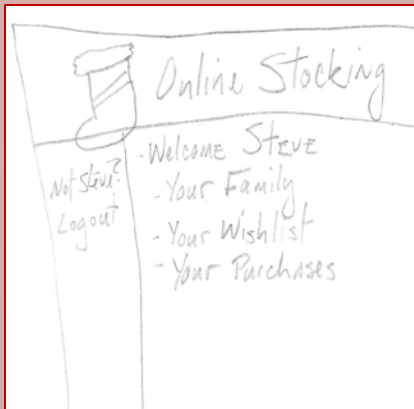
- **Primary Website Functionality**
  - **Create a "Circle" of family & friends to exchange personalized holiday wish lists**
  - **Create & update personal holiday wish lists for circle members to review**
  - **Manage your possible purchases**

- **Overall Goal**
  - **The holiday season is to be enjoyed! Can we make the shopping experience less stressful?**

Initial Prototype Sketches

- **Diagrams**

Initial Prototype Sketches

- **Cognitive Walkthrough & Direction**
  - **Website should be able to be used by wide range of ages and computer skills.**
  - **Opportunities presented to combine screens**
    - **(Maeda Law 1 – Reduce! – <u>S</u>hrink & <u>H</u>ide)**
- **Functions omitted in prototype**
  - **E-mail notifications**
  - **Social "chat" activities**
- **Functions remaining**
  - **Creation of multiple "circles"**

Digital Prototype Sketches

▫ **Diagrams**

Digital Prototype Sketches

- **Test Preparation & Overview**
  - **Three tasks to be performed**
    - **Creation of "account" and new "circle"**
    - **Creation of "wish list" for created circle**
    - **Management of circle member wish lists, including purchases & maybes**
  - **Test subjects**

User	Age	Children	Technical Expertise
Male	31	1	Very High
Female	33	0	Low
Female	33	2	Medium
Female	56	3 (grown)	Medium

Task Walkthrough & Findings Review

- **Demonstration of Dear Santa Database**
  - **LINK TO SITE**

Task Walkthrough & Findings Review

- **Task Walkthrough Finding (Highlights)**
  - **Most tasks were completed successfully**
    - **A few required a little instruction from test conductors.**
  - **Everyone flagged the "Maybe" status as confusing**
    - **The concept was understood, but could better term be used?**
  - **A few of the prototype screens showed additional functionality not discussed or tested for, but users saw and questioned anyway.**
    - **Stumble into Alice In Wonderland's "Rabbit Hole"**

Project Conclusions

- Suggested Changes
  - Verbiage Consistency
    - Use of "Account" & "Profile" in a website
  - Re-Label "Maybe"
    - Confusing word in design. Any suggestions?
  - Inclusion of Dependents for individual profile
    - Shown in prototype, but was not concentrated on
    - Should be seriously considered for application success
  - Usability Test Changes itself
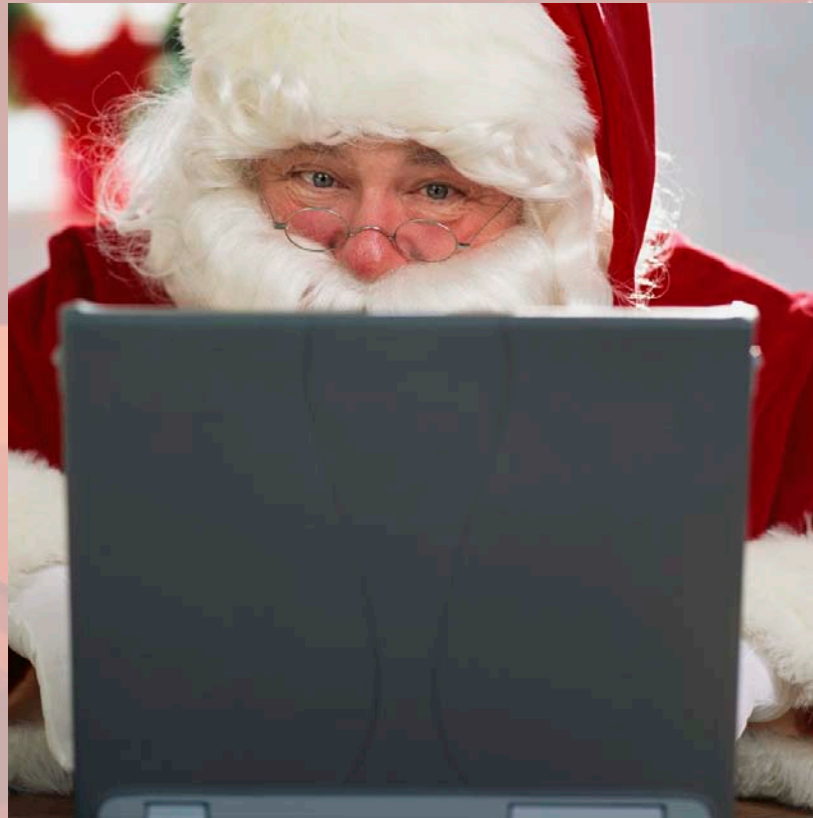   - Initial changing of circle member status
    - Confusion found in transitioning from 2nd to 3rd task

Project Conclusions

- Our own "Wish List" for project design
  - Inclusion of dependent information
    - Critical portion of the site, for kids, spouses, and dependents
  - Expansion of "Wish List Database" concept
    - Birthdays, Easter, Graduations, etc.
  - Inclusion of Social Messaging
    - E-mails, circle chat rooms, progress reports & updates
  - Mobile Device Integration
    - Update circle member statuses immediately
    - Sustainability: no paper needed!
    - Possible direction integration to suggested stores?

Question/Answer Session

- Santa is watching … be nice!

Happy Holidays!