MIS 5109 Summer 2017

User Experience Design

Learnathon 6:
How are YOU
Structure: TOPICS

L1. INTRO: MIS 5102 AND MIS 5109
   M1. Intro to Justinmind: Set Up
L2. AN INTRODUCTION TO USER EXPERIENCE
   M2. Memorial Day Holiday
L3. USER RESEARCH: Understanding user needs and behaviors
   M3. Intro to Justinmind: Getting started
L4. PRINCIPLES OF UX DESIGN+PROTOTYPING
   M4. Intro to Justinmind: Advanced Visuals
L5. ITERATIVE UX DESIGN / PROTOTYPING / TESTING
   M5. Intro to Justinmind: Prototyping with Logic
L6. ASSESSING PROTOTYPES AND TESTING
   M6. Intro to Justinmind: Troubleshooting
L7. Final Project Presentations
Due 7/18 @ 11:59pm

Submit the following for your Team Project:

- Individual use case
- Individual Prototype in Justinmind + Prototype Report
Agenda:

- Assessing prototypes
- Consolidating prototypes
- Shifting from Design to TESTING
What is the VALUE of TESTING?
What is a **SUMMATIVE USABILITY TESTING**?
Summative *usability testing* is summative evaluation of a product with representative users and tasks designed to measure the usability (defined as effectiveness, efficiency and satisfaction) of the complete product.

The main purpose of a **summative test** is to evaluate a product through defined measures, rather than diagnosis and correction of specific design problems, as in **formative evaluation**.

Low Findability and Discoverability: Four Testing Methods to Identify the Causes

What is the VALUE of multiple TESTING METHODS?
Guest Speaker: 7/19

TESTING

Shannon Fitzhugh-Mengers, PhD
Principal Researcher, LiquidHub

What do you want to know about Testing?
Take a 10 min BREAK
Guest Speaker: 7/19

TESTING

Shannon Fitzhugh-Mengers, PhD
Principal Researcher, LiquidHub

What do you want to know about Testing?
Take a 5 min BREAK
Reviewing **USE CASES**

Who has a use case and prototype that closely align?
Use Case Template

1 Feature Name (Example: ATM Transaction)

1.1 Feature Process Flow / Use Case Model

1.2 Use Case(s)

Use Case ID: [Enter a unique numeric identifier for the Use Case, e.g., UC-1.2.1]
Use Case Name: [Enter a short name for the Use Case using an active verb phrase, e.g., Withdraw Cash]
Created By: [Last Updated By:]
Date Created: [Last Revision Date:]

Actors: [An actor is a person or other entity external to the software system being specified who interacts with the system and performs use cases to accomplish tasks. Different actors often correspond to different user classes, or roles, identified from the customer community that will use the product. Name the actor that will be initiating this use case (primary) and any other actors who will participate in completing the use case (secondary).]

Description: [Provide a brief description of the reason for and outcome of this use case.]

Trigger: [Identify the event that initiates the use case. This could be an external business event or system event that causes the use case to begin, or it could be the first step in the normal flow.]

Preconditions: [List any activities that must take place, or any conditions that must be true, before the use case can be started. Number each pre-condition, e.g.,]
1. Customer has active deposit account with ATM privileges
2. Customer has an activated ATM card

Postconditions: [Describe the state of the system at the conclusion of the use case execution. Should include both minimal guarantees (what must happen even if the actor’s goal is not achieved) and the success guarantee (what happens when the actor’s goal is achieved). Number each post-condition, e.g.,]
1. Customer receives cash
2. Customer account balance is reduced by the amount of the withdrawal and transaction fees

Normal Flow: [Provide a detailed description of the user actions and system responses that will take place during execution of the use case under normal, expected conditions. This dialog sequence will ultimately lead to accomplishing the goal stated in the use case name and description.]

Withdraw Cash transaction:
4a. In step 4 of the normal flow, if the customer is not in the bank network
1. System will prompt customer to accept network fee
2. Customer accepts
3. Use Case resumes on step 5
4b. In step 4 of the normal flow, if the customer is not in the bank network
1. System will prompt customer to accept network fee
2. Customer declines
3. Transaction is terminated
4. Use Case resumes on step 9 of normal flow

Exceptions: [Describe any anticipated error conditions that could occur during execution of the use case, and define how the system is to respond to those conditions.]
2a. In step 2 of the normal flow, if the customer enters and invalid PIN
1. Transaction is disapproved
2. Message to customer to re-enter PIN
3. Customer enters correct PIN
4. Use Case resumes on step 3 of normal flow

Variations: [Alternative Flow 1 – Not in Network] [Alternative Flow 1 – Network]

Use Case Samples and Template on the Master Schedule page
## 1 AZhelps app awareness

### 1.1 Use Case(s)

<table>
<thead>
<tr>
<th>Use Case ID:</th>
<th>UC-1.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Case Name:</td>
<td>Online search for AstraZeneca medicine savings</td>
</tr>
<tr>
<td>Created By:</td>
<td>Jerry Valentine</td>
</tr>
<tr>
<td>Last Updated By:</td>
<td>Jerry Valentine</td>
</tr>
<tr>
<td>Date Created:</td>
<td>7/7/2016</td>
</tr>
<tr>
<td>Last Revision Date:</td>
<td></td>
</tr>
</tbody>
</table>

**Actors:** Primarily patients and caregivers.

**Description:** Enable cost-conscious patients and caregivers to be aware of the app and its available savings in a key “moment that matters” (when searching online at the time of script fulfillment/refill).

**Trigger:** Cost-conscious patients and caregivers have one or more prescriptions and are actively searching for savings opportunities to help cover the associated costs of the medicine(s).

**Preconditions:**
1. Prescription(s) from a Healthcare Provider (HCP)
2. Smartphone to perform online search and download app
3. Internet access to perform online search
4. Sufficient level of available storage (16MB) to download the app
5. Enough smartphone battery-life in order to present the mobile savings card to the pharmacy at time of checkout
6. Patient is “qualified” per the terms and conditions of the respective savings offer(s)

**Postconditions:**
1. AstraZeneca paid and organic search campaigns are fully optimized to drive mobile traffic directly to respective iOS/android app store for download
2. AZhelps app is downloaded to smartphone of patient/caregiver
3. Mobile savings card is presented and qualified patient/caregiver receives discount(s) on their medicine(s)

**Normal Flow:**
1. Customer visits HCP for one or more medical ailments
2. HCP writes script for one or more AstraZeneca medicines
   a. HCP may or may not make the patient/caregiver aware of the AZhelps app and its features, including available savings
3. Patient/caregiver proceeds to pharmacy and conducts online search during the slack time for any available savings on the respective AstraZeneca medicines
4. Search engines will return advertised results in alignment with paid search campaigns
5. Search engines will provide organic results in alignment with perceived relevance, credibility, and authority
6. Paid and organic mobile search results will direct traffic from smartphone users towards relevant iOS or android app stores to complete AZhelps download
7. Any relevant savings found online is presented to the pharmacist at time of medicine pickup in order to receive respective discount(s)

Variations: [Alternative Flow 1 – Not in Network]

3a. In step 3 of the normal flow above, the patient/caregiver may go directly to branded website of the respective medicine.
   1. Branded mobile website will have a banner on landing page to drive traffic directly to respective app store for AZhelps download
   2. Complete AZhelps app download (step 6 above)

3b. In step 3 of the normal flow above, the patient/caregiver may go directly to their respective iOS or android app store for the AZhelps app.
   1. Patient/caregiver to perform search within their respective smartphone app store for the AZhelps app and subsequent download.
   2. Complete AZhelps app download (step 6 above)

Exceptions:

4a. In step 4 of the normal flow above, if the branded paid campaign runs “business as usual” (BAU) then the results would return only links to the individual brand and not the above-brand AZhelps app.
   1. Ensure all AstraZeneca paid campaigns are adjusted to include the “app extension” feature so that mobile search traffic can click a button and drive traffic straight to respective app store for download (step 6 above)

5a. In step 5 of the normal flow above, the www.azmedcoupons.com is showing up on page one of organic results for “AstraZeneca coupons” directly competing with AZhelps.
   1. Take measure to prevent www.azmedcoupons.com from organically competing in search results via altering robots.txt file and using Webmaster tools to request no longer indexing of the noted website.
   2. Ensure www.AZhelps.com is fully optimized via quality content and technical SEO optimizations to improve perceived relevance, credibility, and authority to achieve page one organic search results
   3. Via www.azhelps.com drive mobile traffic straight to respective app store for download (step 6 above)
How well does it match the PROTOTYPE?
Breakout:
Use Cases + Prototypes

In groups, compare your use cases and prototypes. Discuss:

1. How well written is the use case?
2. Does the use case include all of the steps in the process?
3. How well does the prototype match the flow outlined in the use case?
Any questions or comments from your Breakout on Use Cases and Prototypes?
Next Learnathon: 8/2

FINAL PROJECT PRESENTATIONS

5102 + 5109

With Steve