



The Process of Creating the App for Southington, CT

Created by: Michaela Ganezer

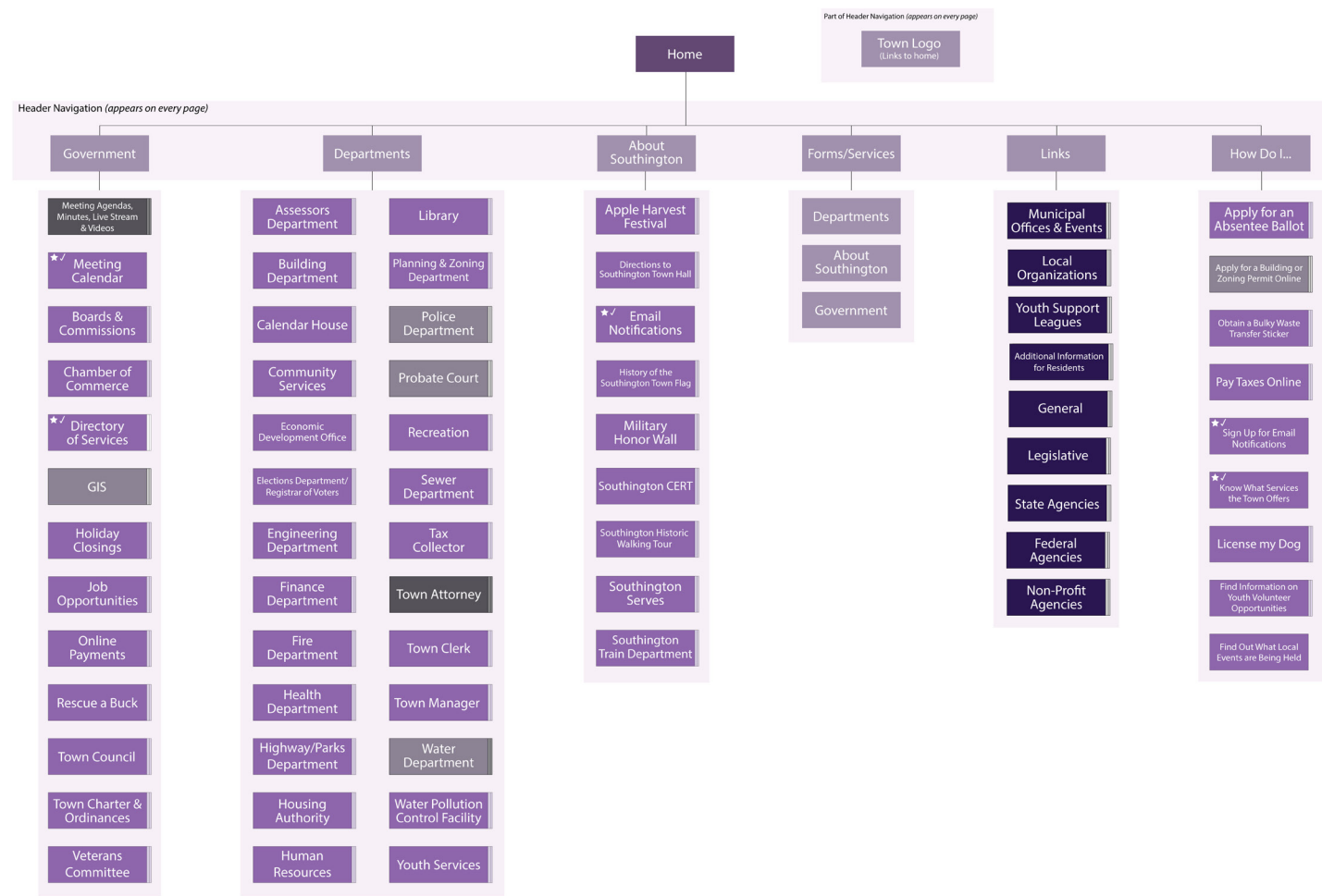
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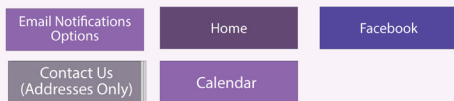
Primary Functions for the Town of Southington App

- Reduce the amount of information coming from the website to use for people on the go
- To be used by the residents, business owners, and those in the government (Target Audience)
- To easily navigate around the app with the amount of information
- To be able to fill out and submit any forms when it is needed
- To keep the people of Southington, CT informed and updated
- To provide the people of Southington, CT with what they need while they are on the go (resources, information, and forms)

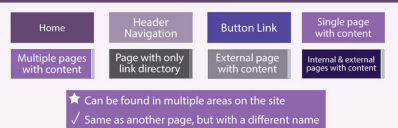
Southington's Website Information Architecture



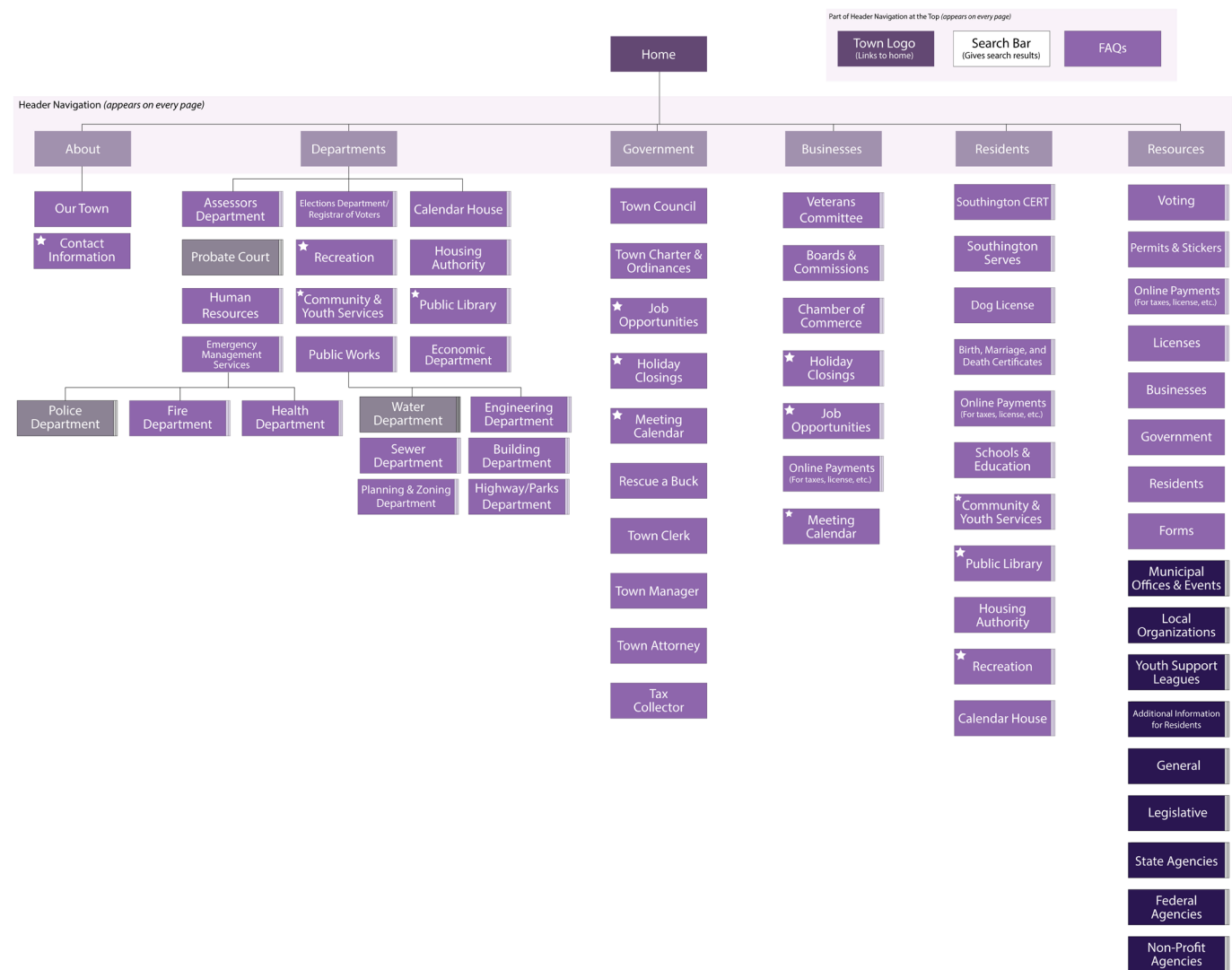
Footer (appears on every page)



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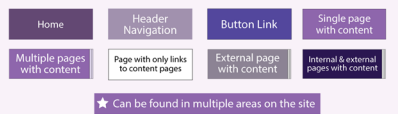
Current Website Information Architecture



Footer (appears on every page)

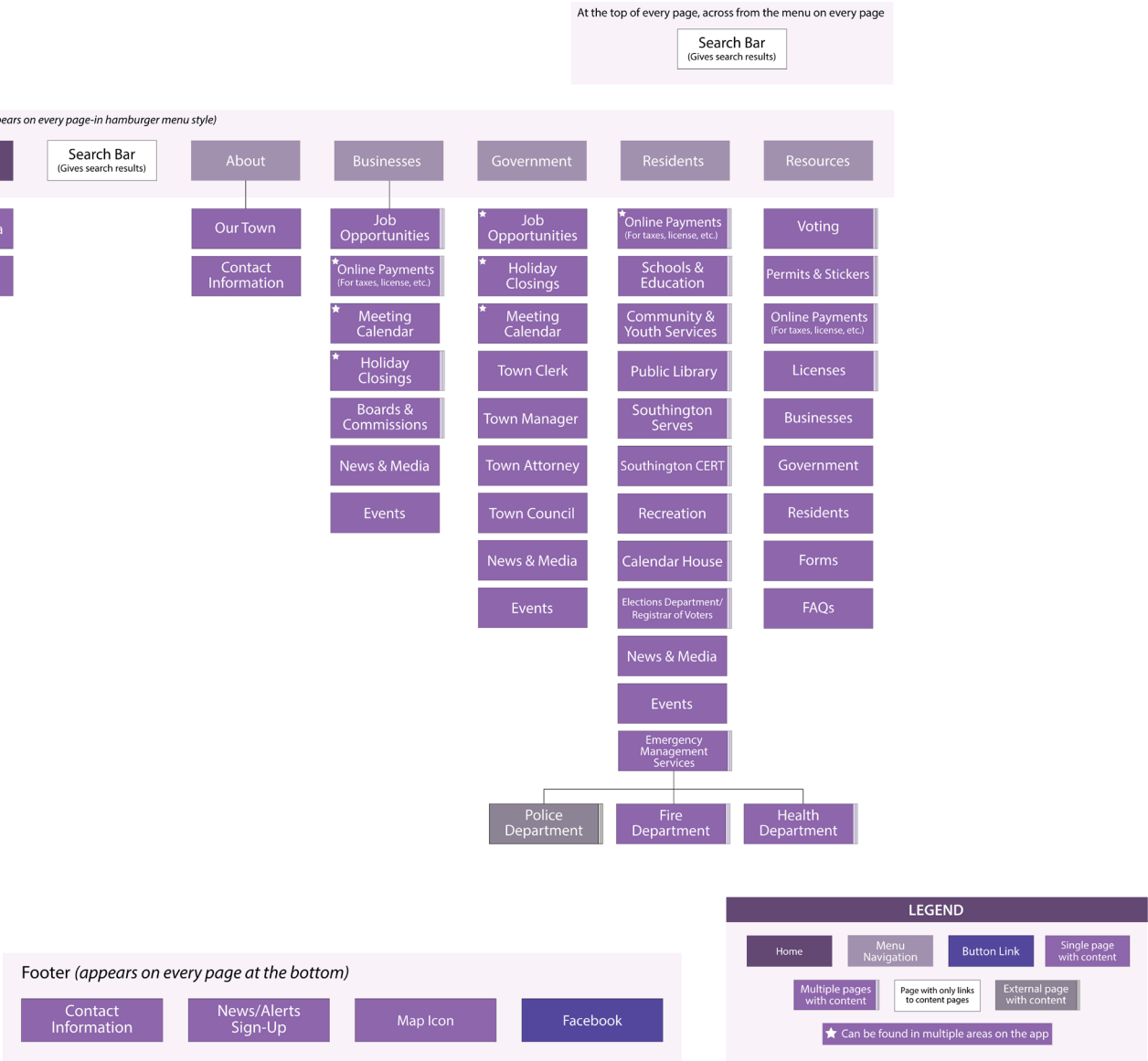


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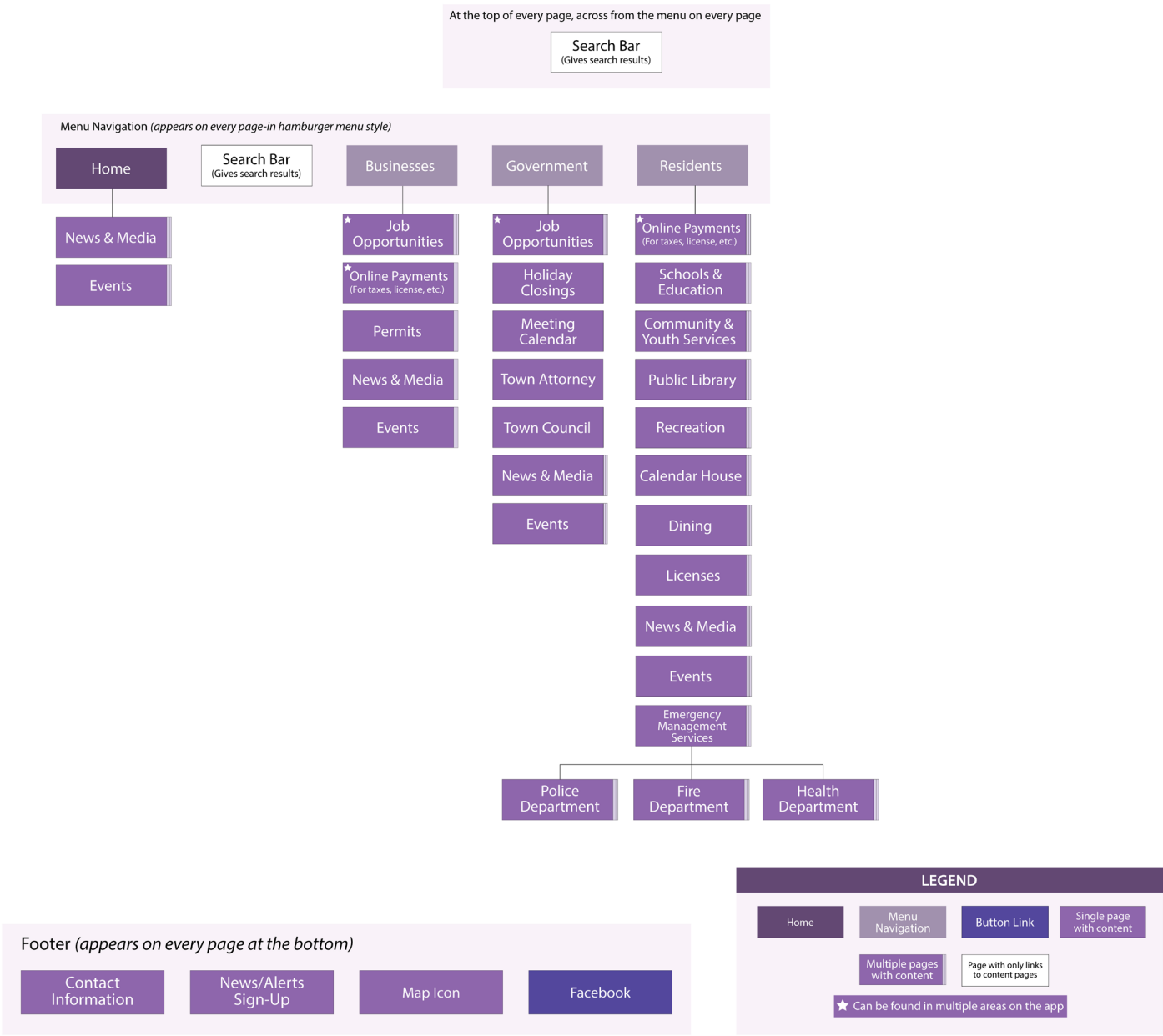
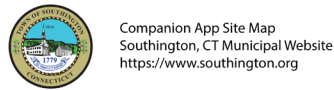


Revised Website Information Architecture

Southington's App Inforamtion Architecture



First Draft of the App's Information Architecture



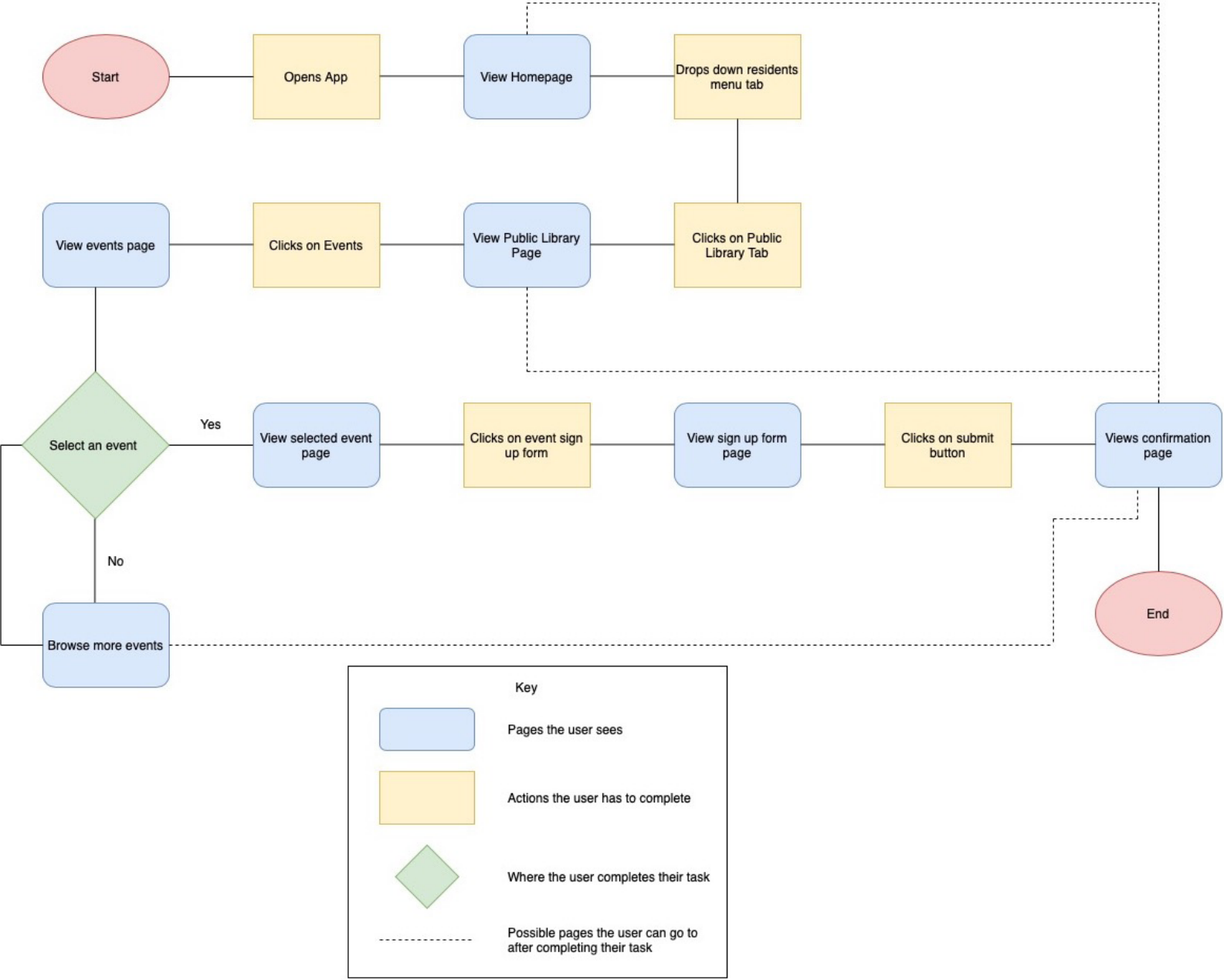
Revised App Information Architecture

User Stories, Scenarios, & Flowcharts

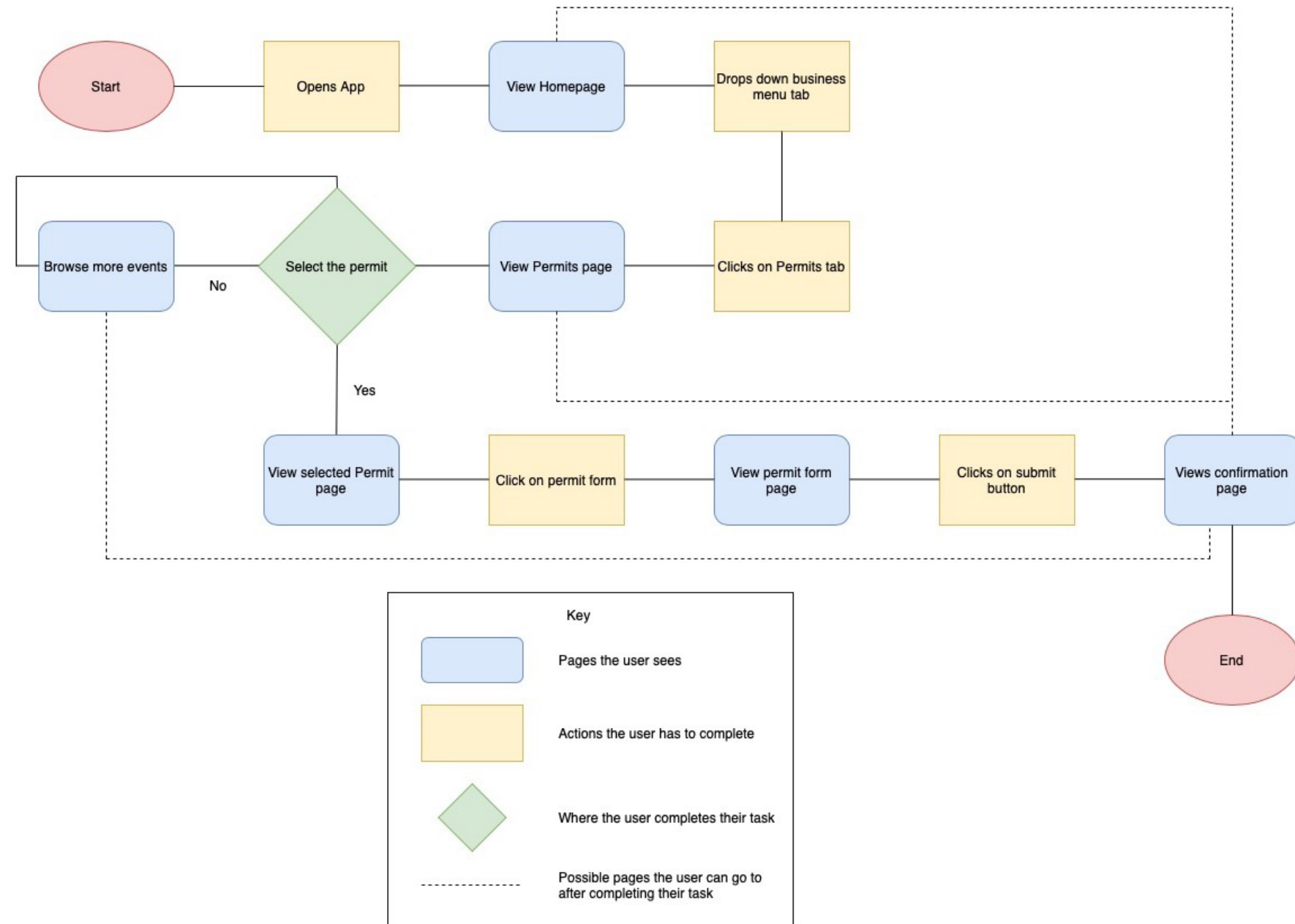
Isabel:
User Story: “As a mom of two young kids, I want them to enjoy reading so I want to know if there are any events at the public library that encourages reading and reserve a spot if I need to, all on my smartphone.”
User Scenario: Isabel is a mom to two young kids who are learning to read. She wants to show them that reading is fun and should continue reading every day. So Isabel needs to find reading programs or events for their ages that they will like while seeing what the library has to offer.

Jack:
User Story: “As a new business owner in Southington, I need to find and fill out a permit so that I can open my store, but I need to do it all on my smartphone since I am constantly on the go.”
User Scenario: Jack is a new business owner in Southington and noticed that he needs to fill out a permit before he can be open for business. He wants to be able to have access to all the permits and the information about what they consist of. Since Jack is busy and constantly on the go, he wants access to fill the permit out and submit it as quickly and easily as possible.

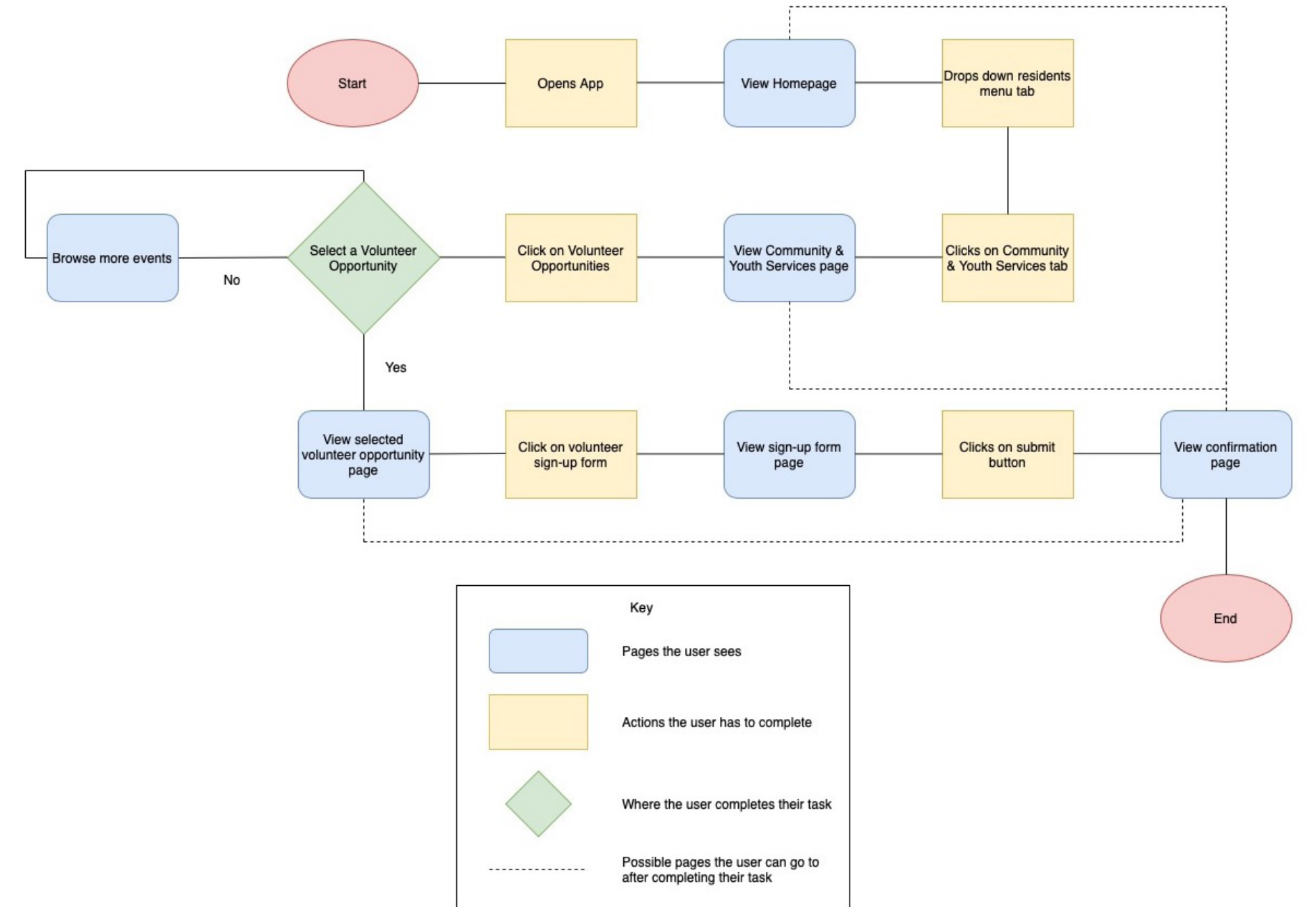
Reilly:
User Story: “As a high school student, I want to volunteer more so I need to find volunteer opportunities I can sign up for and submit right on my smartphone.”
User Scenario: Reilly is applying to colleges and wants to show where she volunteered and what she did. So she needs to find volunteer opportunities in Southington. Reilly also wants to be able to fill out any forms there are right on the app as quickly as possible when she finds the right opportunity.



Isabel: “As a mom of two young kids, I want them to enjoy reading so I want to know if there are any events at the public library that encourage reading and reserve a spot if I need to, all on my smartphone.”



Jack: “As a new business owner in Southington, I need to find and fill out a permit so that I can open my store, but I need to do it all on my smartphone since I am constantly on the go.”



Reilly: “As a high school student, I want to volunteer more so I need to find volunteer opportunities I can sign up for and submit right on my smartphone.”

Low-Fidelity Paper Prototype

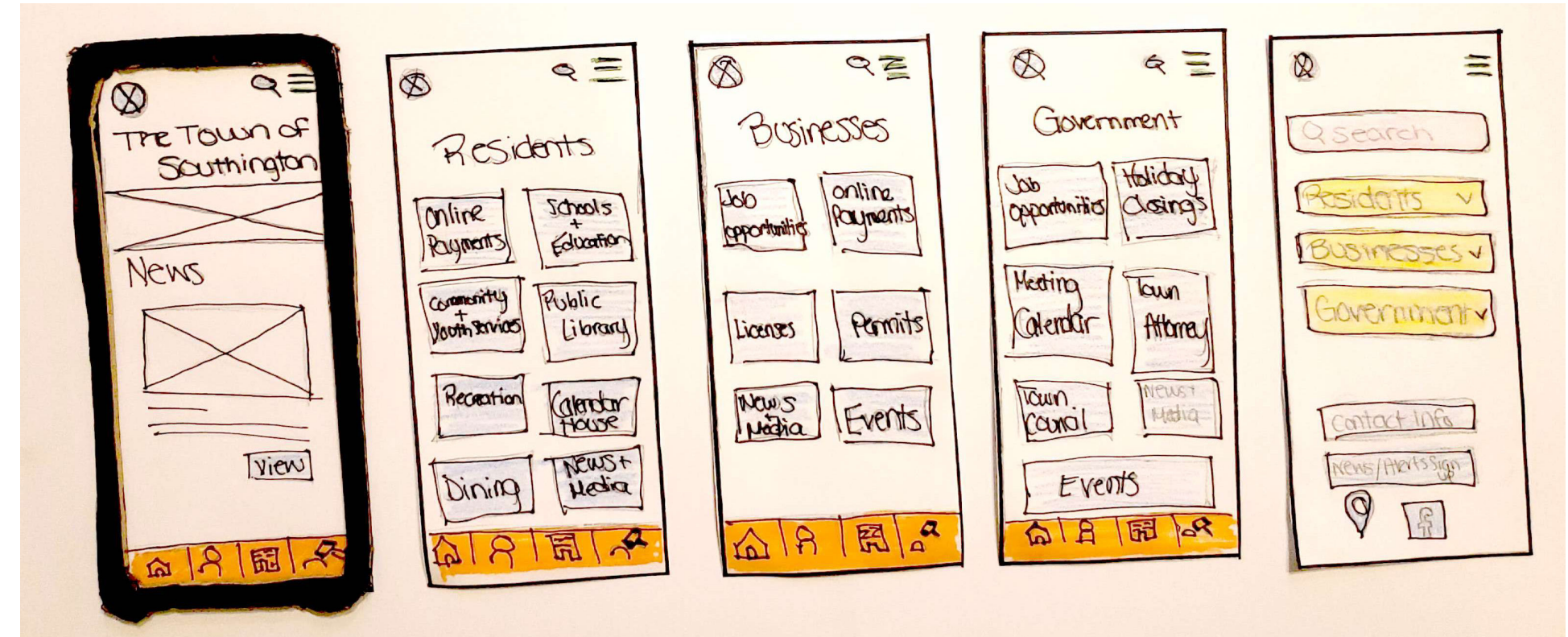
The Key

The Colors

- Orange: Clickable tabs or bottom navigation
- Blue: Clickable buttons and icons
- Green: Clickable icons and screen comes from the side
- Yellow: Drop-down menus
- Red: Keyboard pops up to fill in information

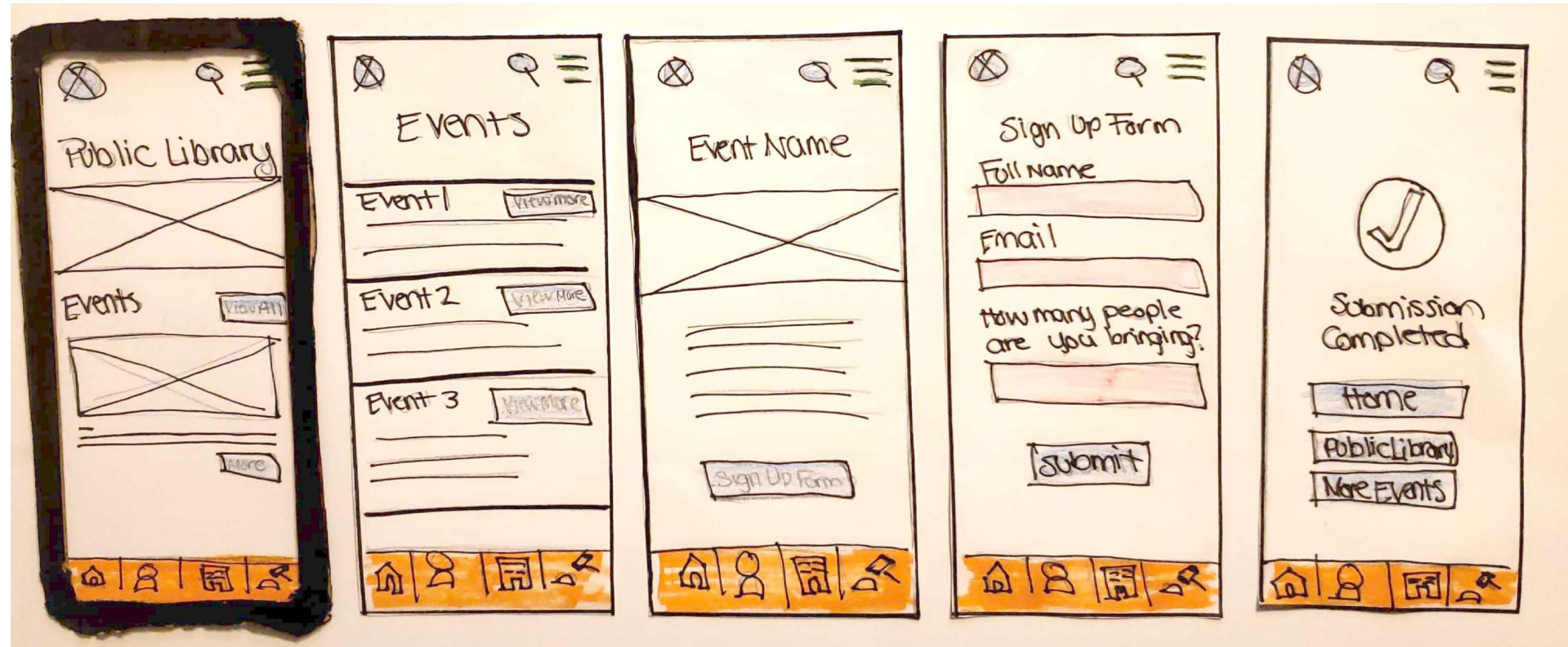
The Icons

- Circle with 'X': Southington logo that links to homepage on every screen
- Magnifying Glass: Search icon on every screen
- Three Lines: Hamburger Menu on every screen
- The Bottom Tabs (In orange)
- House Icon: Home Screen
- Person: Residents Screen
- Building: Businesses Screen
- Gavel: Government Screen



Going from left to right:

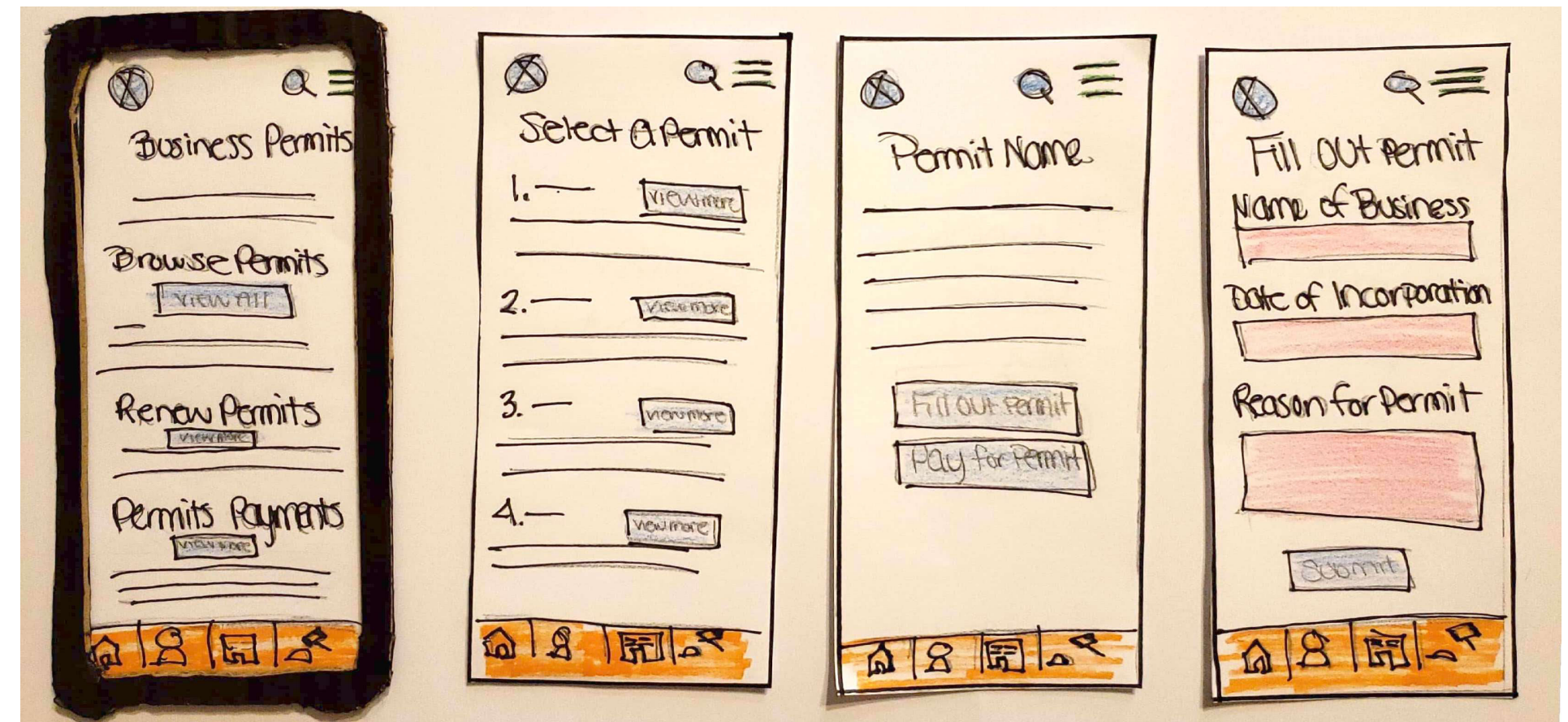
- Screen 1: Home Screen (Home icon from bottom tab)
- Screen 2: Residents Screen (Person icon from bottom tab)
- Screen 3: Businesses Screen (Building icon from bottom tab)
- Screen 4: Government Screen (Gavel icon from bottom tab)
- Screen 5: App Menu (Hamburger Menu-three lines in the top right corner of every screen)



"As a mom of two young kids, I want them to enjoy reading so I want to know if there are any events at the public library that encourage reading and reserve a spot if I need to, all on my smartphone."

Going from left to right:

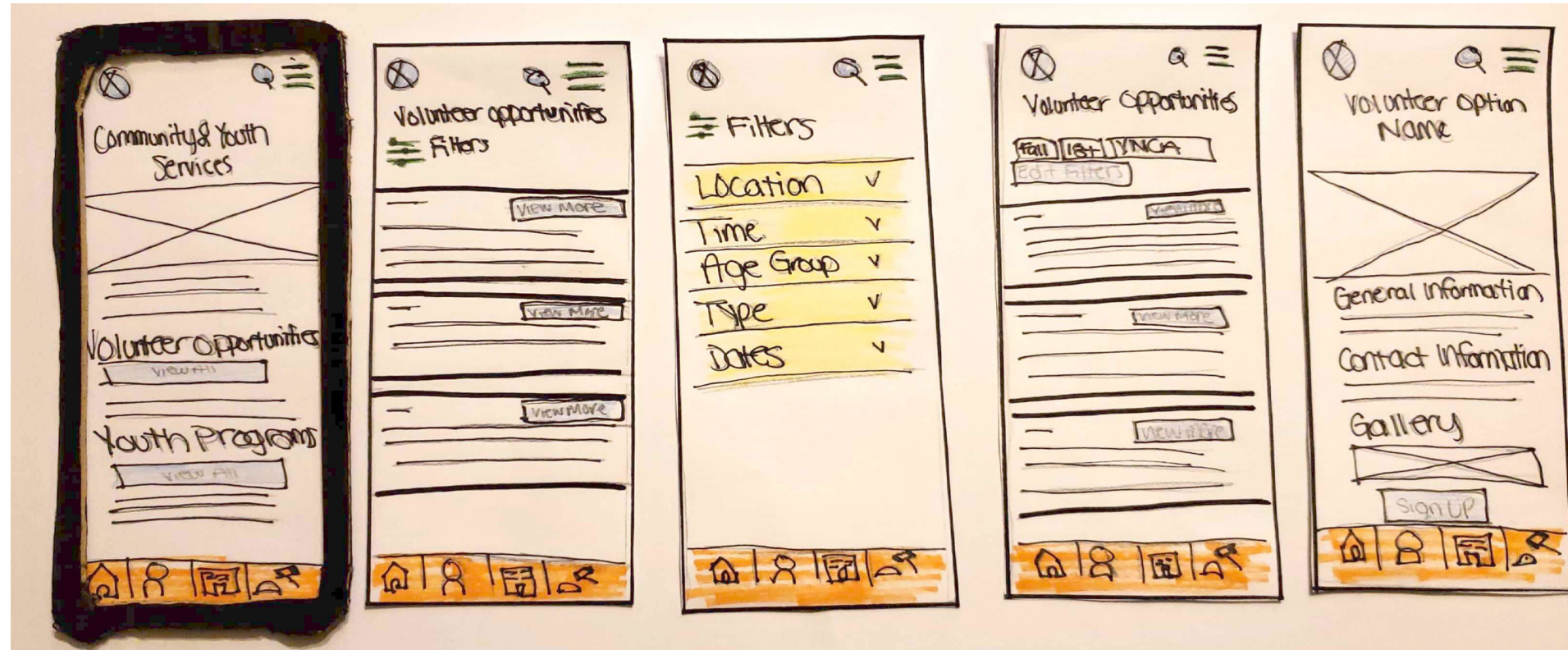
- Screen 1: Public Library Screen
- Screen 2: Library Events Screen
- Screen 3: Selected Event Information Screen
- Screen 4: Event Sign Up Form Screen
- Screen 5: Submission Confirmation Screen



"As a new business owner in Southington, I need to find and fill out a permit so that I can open my store, but I need to do it all on my smartphone since I am constantly on the go."

Going from left to right:

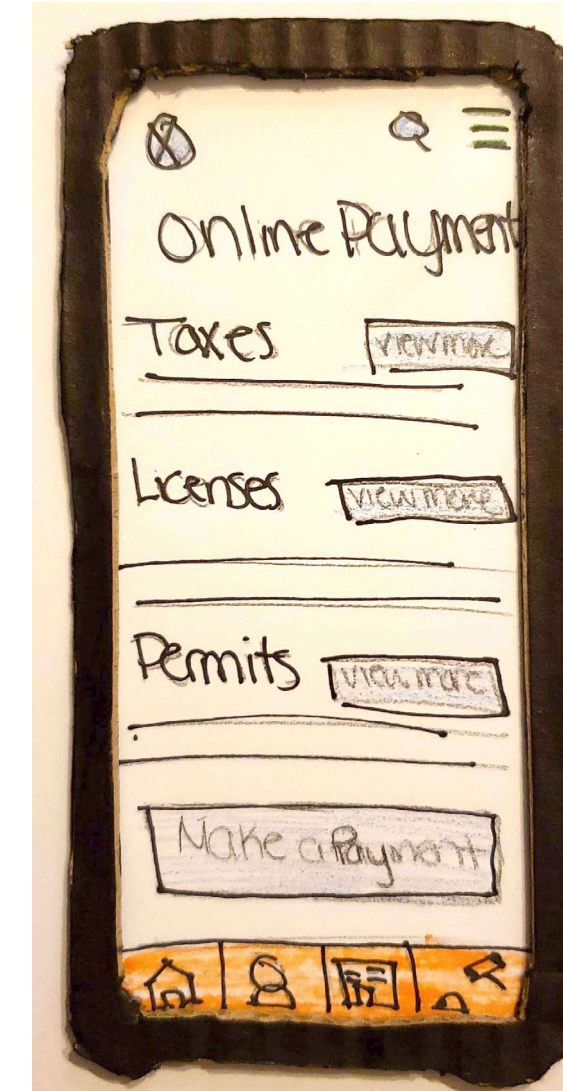
- Screen 1: Business Permits Screen
- Screen 2: Permit Selection Screen
- Screen 3: Selected Permit Information Screen
- Screen 4: Fill Out Permit Screen



"As a high school student, I want to volunteer more so I need to find volunteer opportunities I can sign up for and submit right on my smartphone."

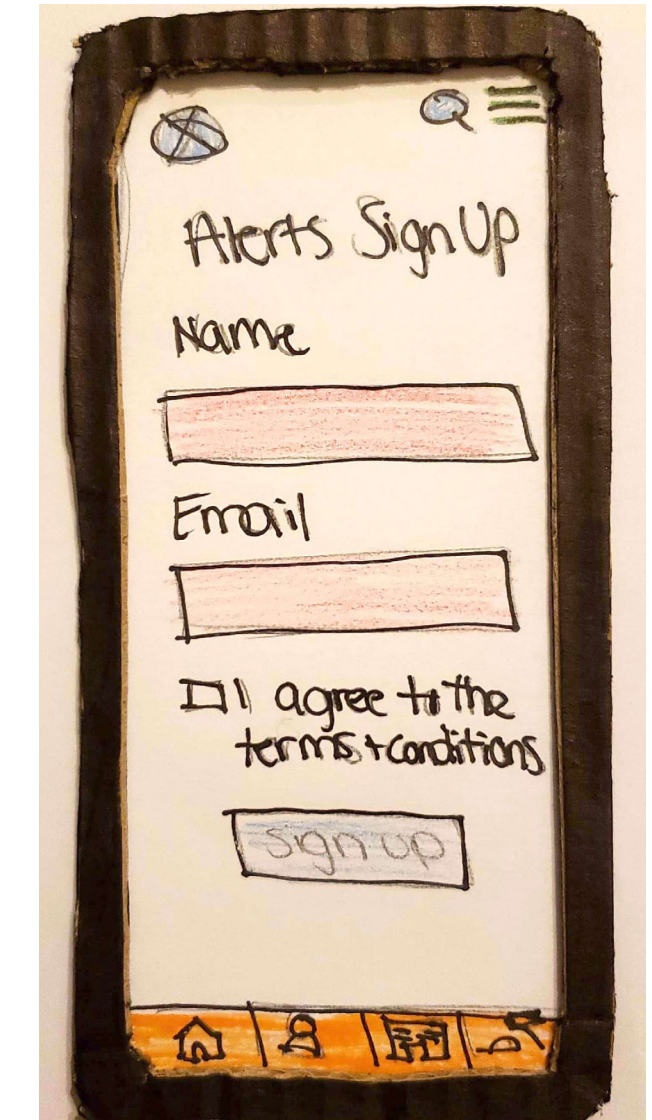
Going from left to right:

- Screen 1: Community & Youth Services Screen
- Screen 2: Volunteer Opportunities Selection Screen
- Screen 3: Filter Screen (to narrow down results)
- Screen 4: Filtered Volunteer Opportunities Screen
- Screen 5: Selected Volunteer Opportunity Information Screen



Going from left to right:

- Screen 1: Online Payment Screen
- Screen 2: Alert Sign Up Screen



User Testing Script & Tasks

Participants

User 1: 17, a student, uses apps on a regular basis (as a teen normally does), so she knows what to expect and what would want in an app

User 2: 57, used to own his own business, does not use apps very often but will use them if he has to, has an idea of what he would want to see on a town app

User 3: 54, uses a lot of different apps, knows what to expect, and knows what she would want to see and be able to use on an app

- User tested using the Marvel website and tested the paper prototype
- Screen recorded only (no audio or video of the users) to respect the users privacy
- Took notes during each testing of the users responses, feedback, and any reactions and emotions they let out during the tests

Introduction & Script

Hello! I'm Michaela and thank you for taking your time to participate in the user testing of my app. I have been tasked with creating an app for the town of Southington in Connecticut.

After a lot of planning, sketches, and getting feedback throughout each step, I have been able to create a clickable prototype for you to give feedback on. So for the next 10-15 minutes we will be talking about the app and you can provide any thought, reaction, and response you have no matter how small or big it may seem. Any feedback you can give will be very helpful in order to create a well-designed and functionable app. Then while you are testing the app, you will be given three tasks to complete.

With your permission I would like to record the user testing. If you feel more comfortable, I can record the screen only and not you, it's totally up to you. I will also be taking notes as we go along.

Thank you again for participating and taking time out of your day for being here and providing any feedback!

Thank you and let's get started!

Tasks

Task 1: Find an event to go to at the library and fill out a form if you need to for the event

Task 2: Find and fill out a new business permit

Task 3: Find a volunteer opportunity to sign up for and fill out the form

Links to the videos:

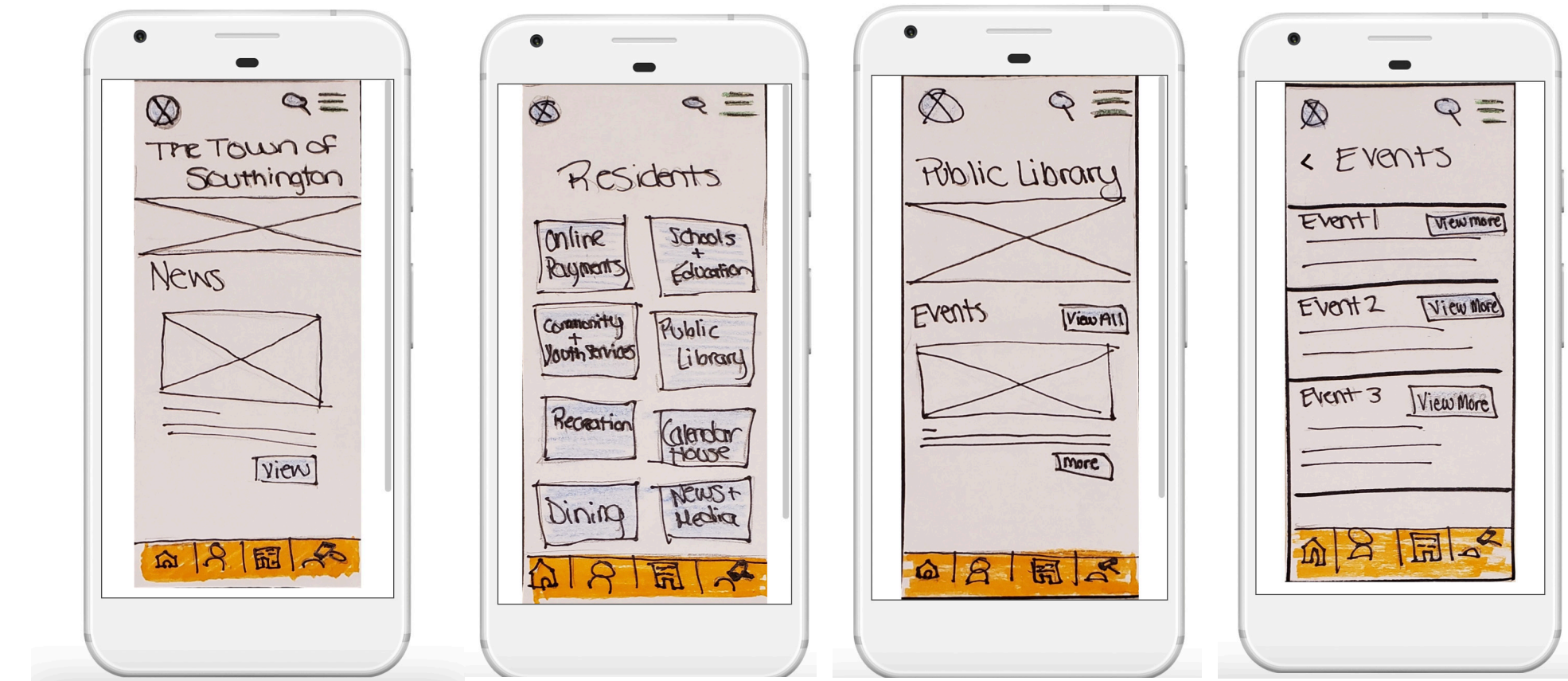
For privacy reasons there is no audio just the visual of the testing

User 1: <https://youtu.be/mUn1EUrCPJ4>

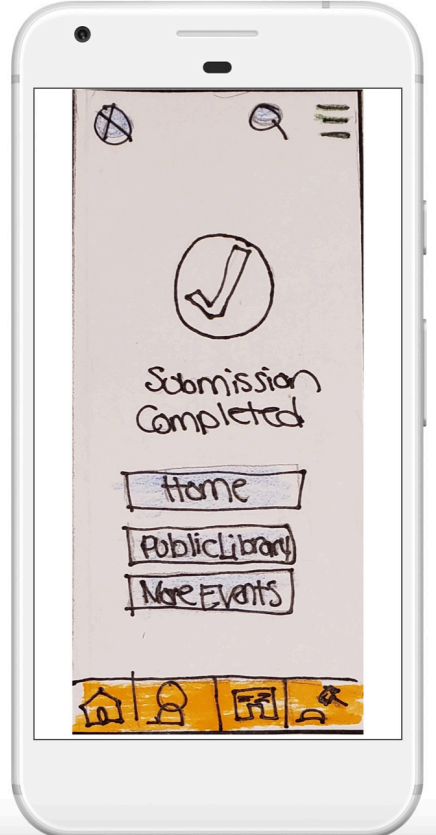
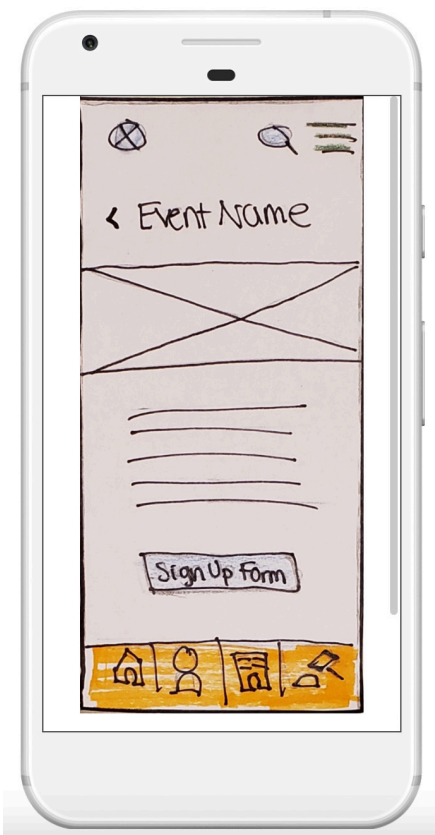
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User 3: <https://youtu.be/qZzvUiIjQ8>

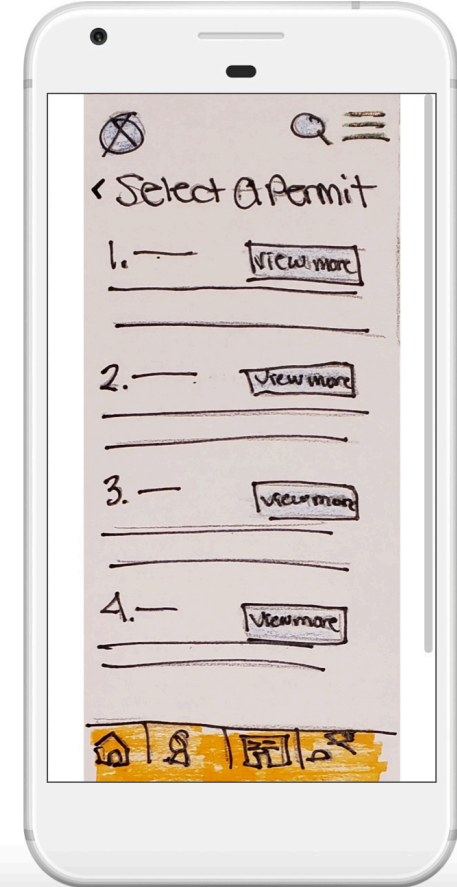
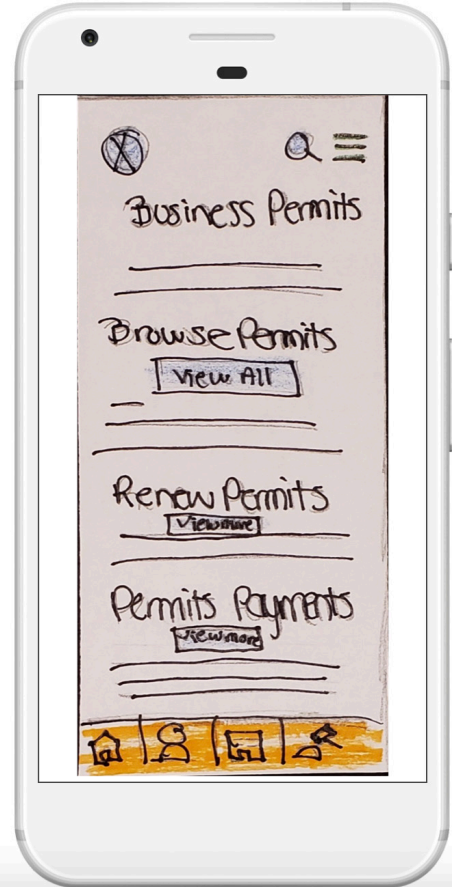
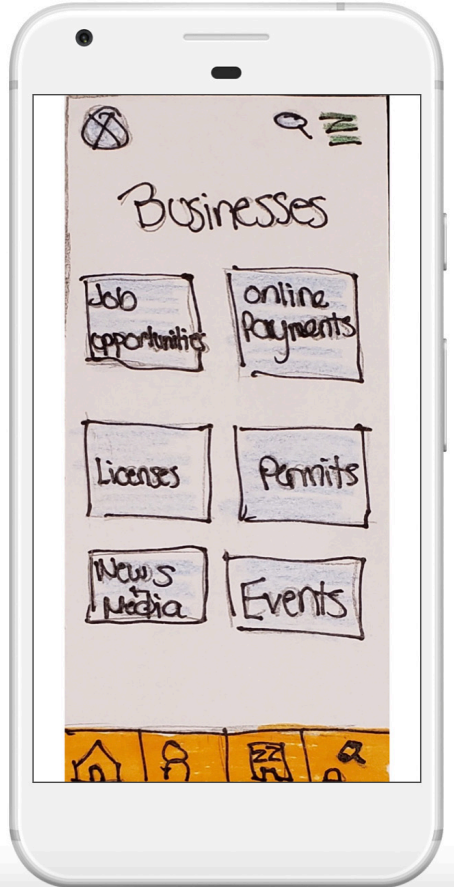
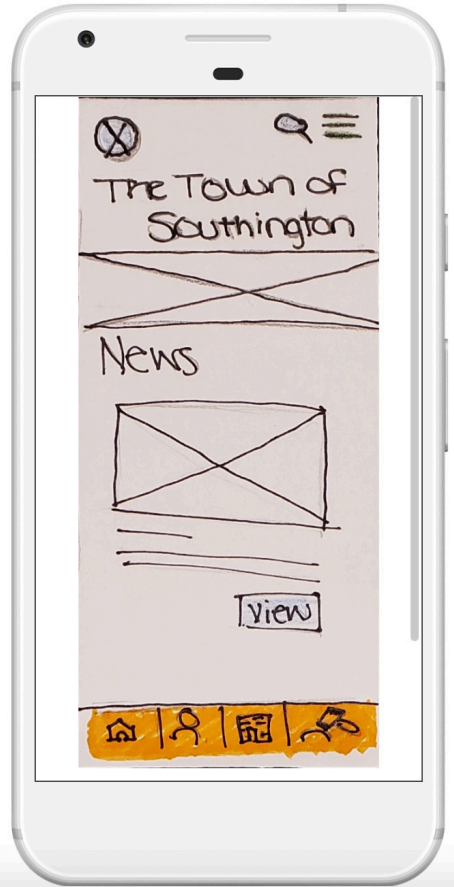
Task 1



Task 1 (cont.)



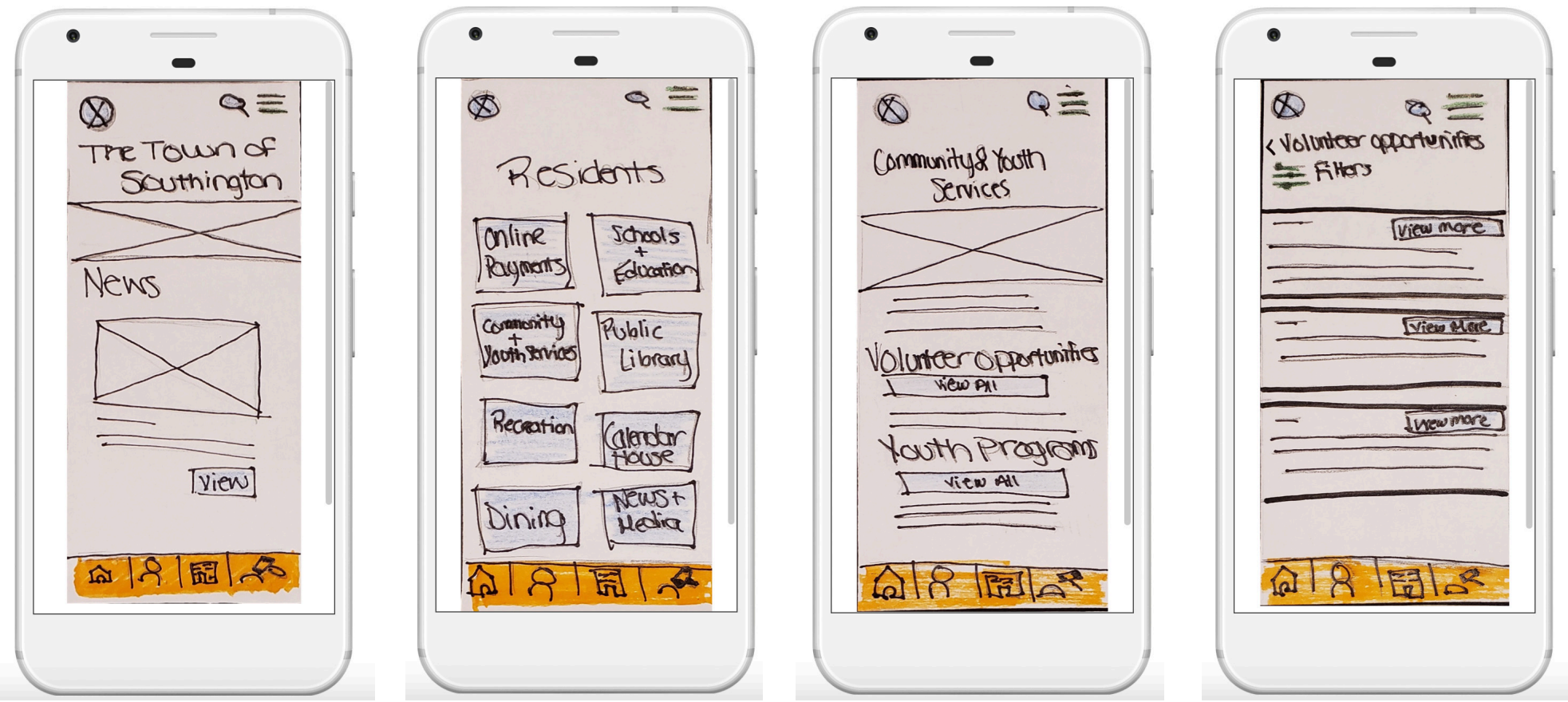
Task 2



Task 2 (cont.)



Task 3



Task 3 (cont.)



User Testing Results

Task 1:

User 1 Results:

- Confused for a couple of seconds as to where to go first, then quickly figured it out
- The two buttons under the events section on the library page and it was confusing
- Easily completed the task once it got going

User 2 Results:

- Slower to figure it out, took some time, and went through each one of the pages from the bottom navigation
- Asked to repeat the task
- Once he figures it out he quickly went through the task
- Thought it was in a different place - didn't know at first where to find the library page that was under the residents page

User 3 Results:

- Didn't know where to go at first
- Tried going into other areas of the app to find it
- Went into the hamburger menu after looking at the bottom navigation and not knowing where to go
- Once she got used to the app then she completed the task quickly and easily

Task 2:

User 1 Results:

- Used the hamburger menu instead of the bottom navigation as she did with the other task - about to use the bottom navigation then quickly went to the hamburger menu
- Did not know which button to press at first (I had to be more specific in the wording)
- Once she got going, she quickly completed the task

User 2 Results:

- Found it quickly and easily completed the task with ease

User 3 Results:

- Used the hamburger menu again and not the bottom navigation
- Quickly completed the task

Task 3:

User 1 Results:

- Used the hamburger menu
- Again did not know what button to click on right away (had to be more specific in the wording)
- Quickly and easily completed the task once she understood how the screens worked

User 2 Results:

- Didn't know where to find it at first (thought it was under the government tab)
- The wording was easy to understand and knew where to go at first try
- Quickly and easily completed the task

User 3 Results:

- Kept using the hamburger menu instead of the bottom navigation
- Thought it was in a different location until she thought about it a little more
- Quickly and easily completed the task after she got to the right spot

Questions I Asked the Users

- What do you think of the app overall?
- Was there anything that confused you?
- Was there anything that should be changed, revised, added, or removed altogether?
- Any final thoughts or feedback?

Summary of Results

Overall, the users found it very easy to complete the tasks once they got used to the app and knew where everything was. In fact, each task got easier because of it. Also, they liked how there was two different types of navigation because it gave them easy ways to navigate around the app and it could be useful once the app is more developed. The app as a whole is good and easy to navigate around, and there isn't too much or overcrowded and it's all the right size for a mobile app.

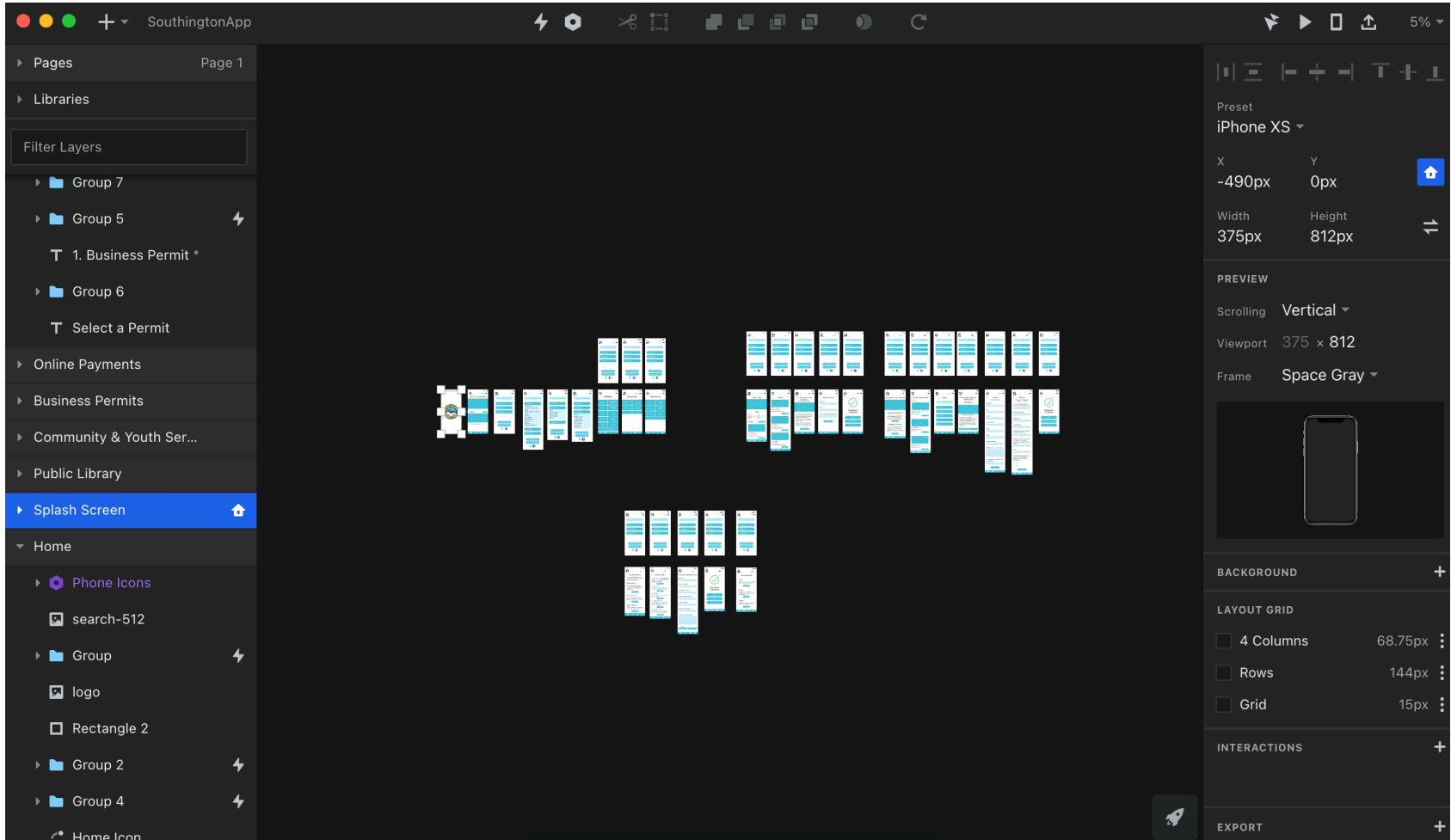
While they all liked the navigation icons at the bottom of each screen they did say that it took them a little bit to figure out what they represented and could probably be revised to make it easier to identify at first glance. For example, the residents icon (one person - 2nd from the left) can use more people in it, like three total in order to really know it's the residents page within one look. The government icon was confusing since it looked like it was for judges, so it should be changed to an icon like a building with columns. Otherwise, all the icons throughout the entire app including the bottom navigation made perfect sense.

Furthermore, the homepage should include events as well and user two and three stated that there should be alerts at the top but shouldn't be like who was arrested yesterday or anything like that, but instead should be if roads are closed, event updates, or even meeting updates. In addition, while the users couldn't really think of anything that could be added during the testings, they all said that there should be a button for extra help while filling out the permits that includes any contact information since permits can be difficult and confusing to fill out.

Low-fidelity Prototype using Marvel



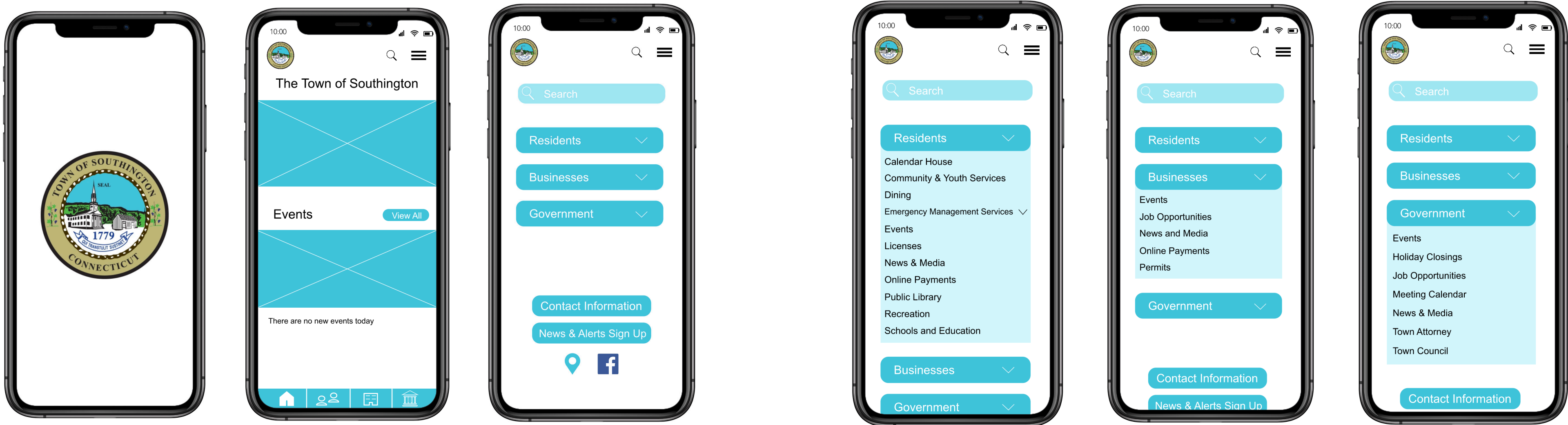
High-Fidelity Prototype

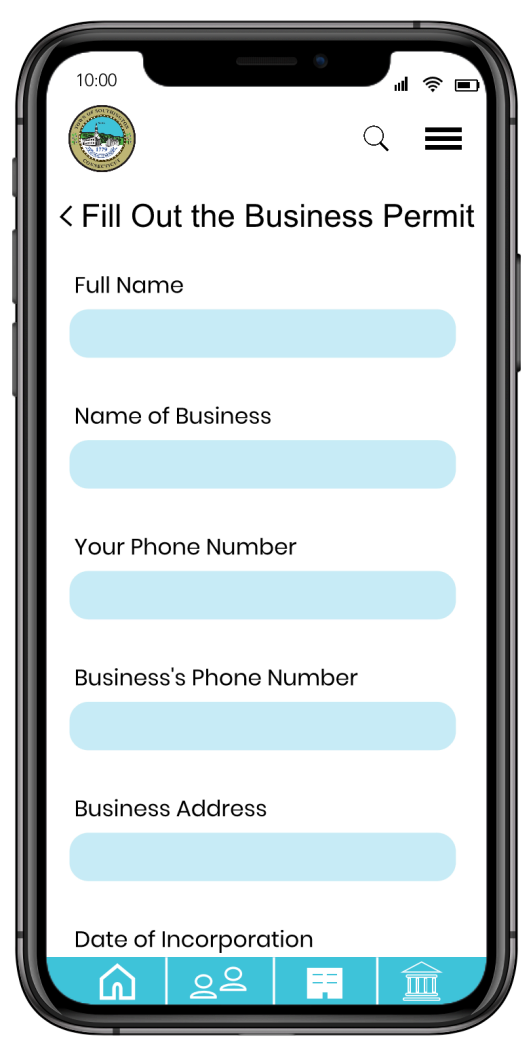
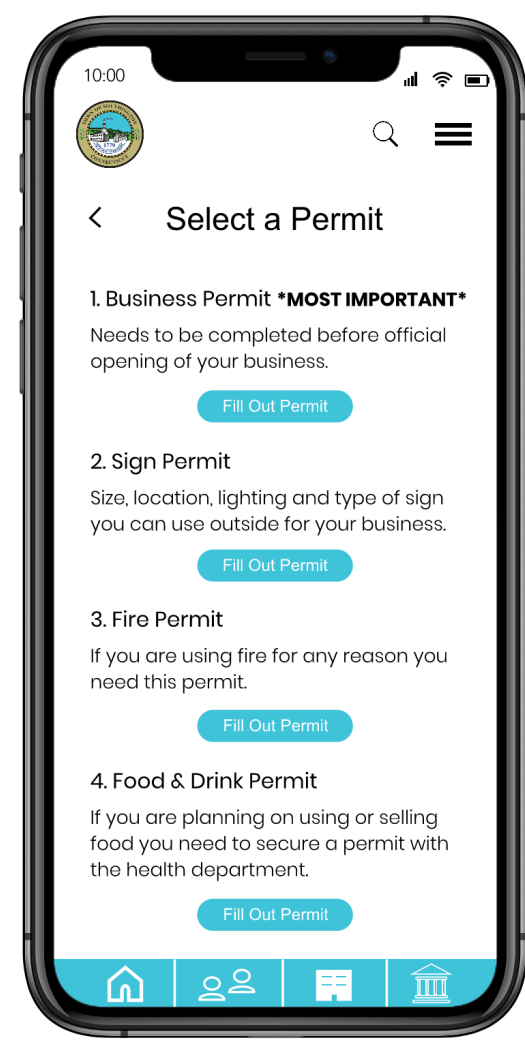
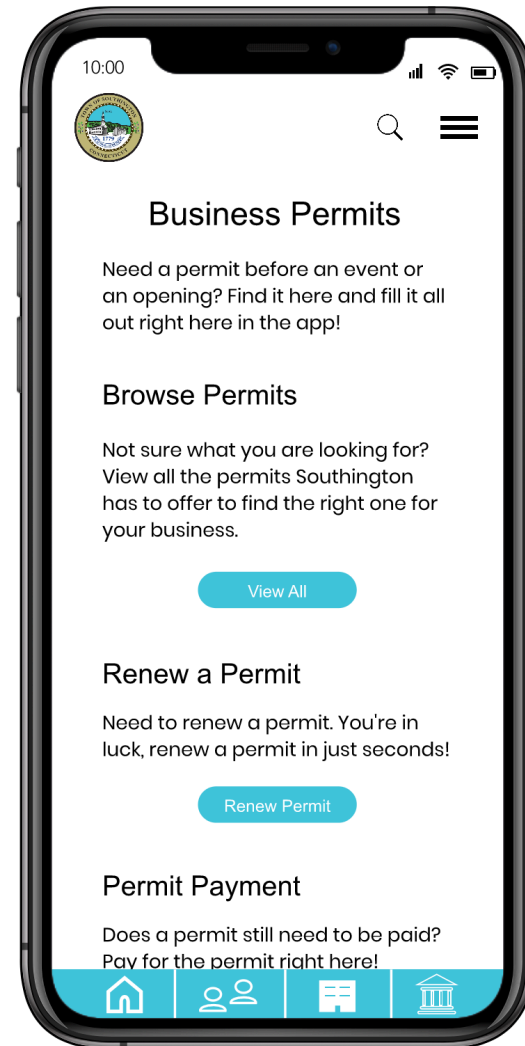
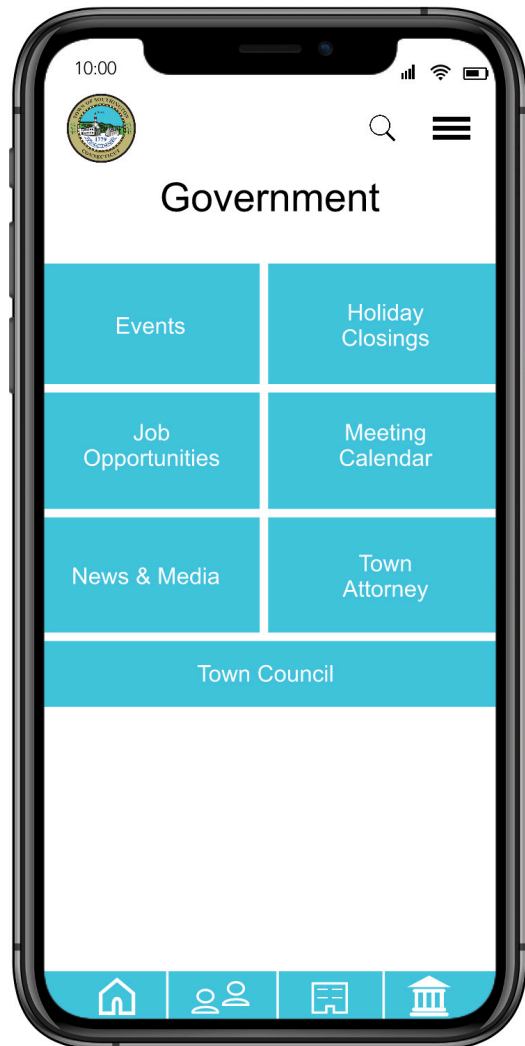
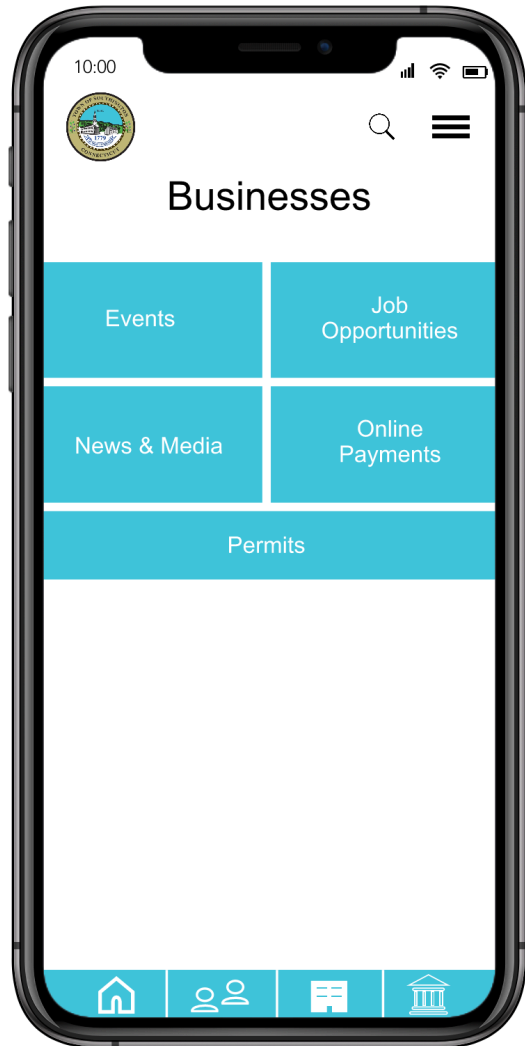
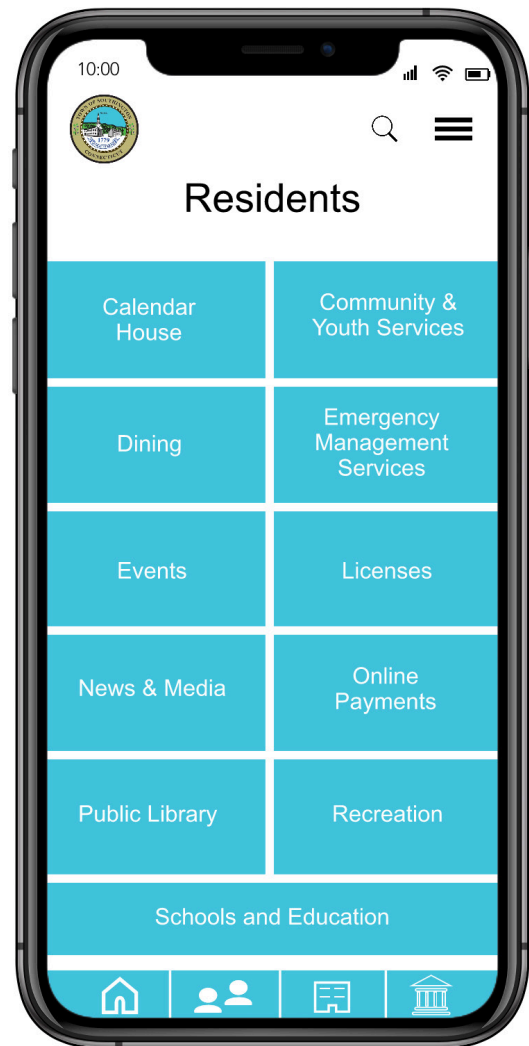


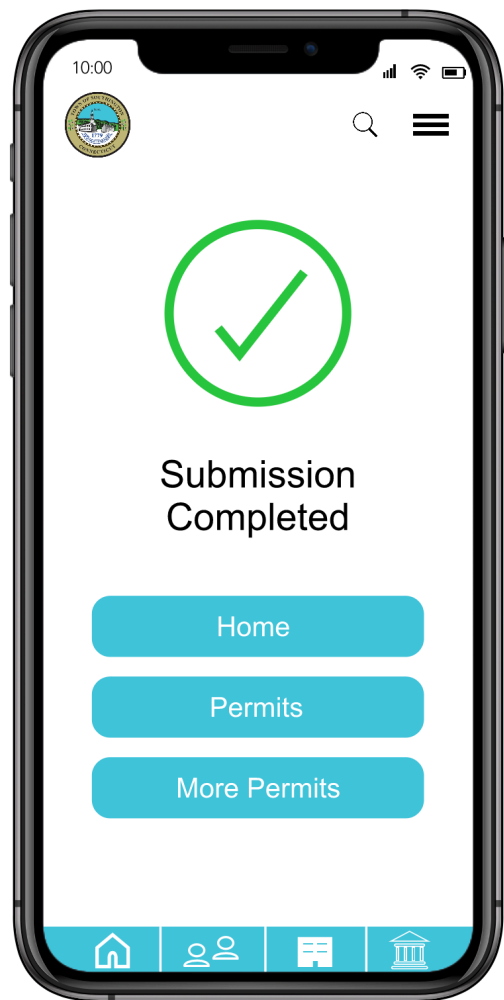
There are many different programs to create a digital high-fidelity prototype of the app. The programs I researched for this project include Adobe XD, Sketch, and Invision Studio. While I love the Adobe Creative Suite and don't know where to begin with Sketch, I decided to use Invision Studio. I have used this program for two other projects, so I was very comfortable with how to use everything. It makes it very easy to create the screens and even testing it out to see how it would look in the end. Invision Studio was great in exporting it all and easy to create the walkthrough.

Revisions Made After the User Testing

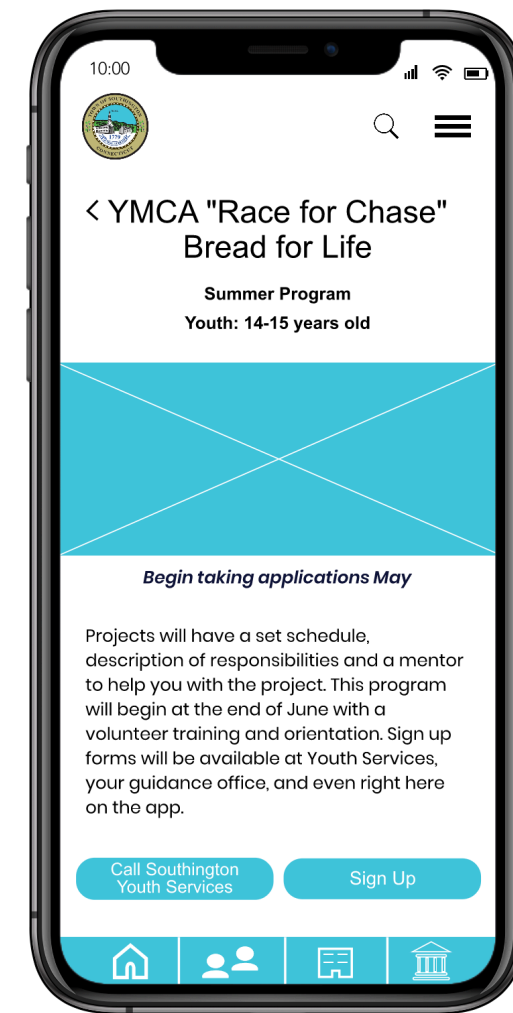
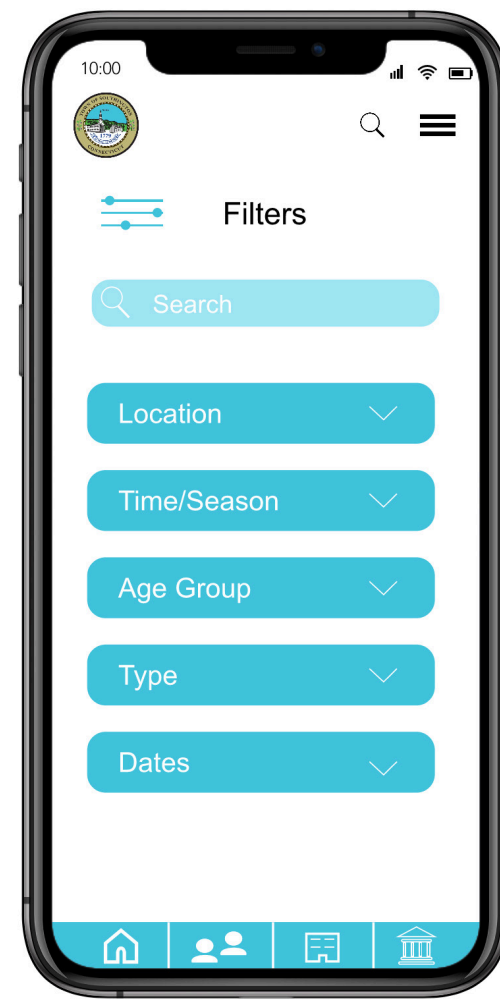
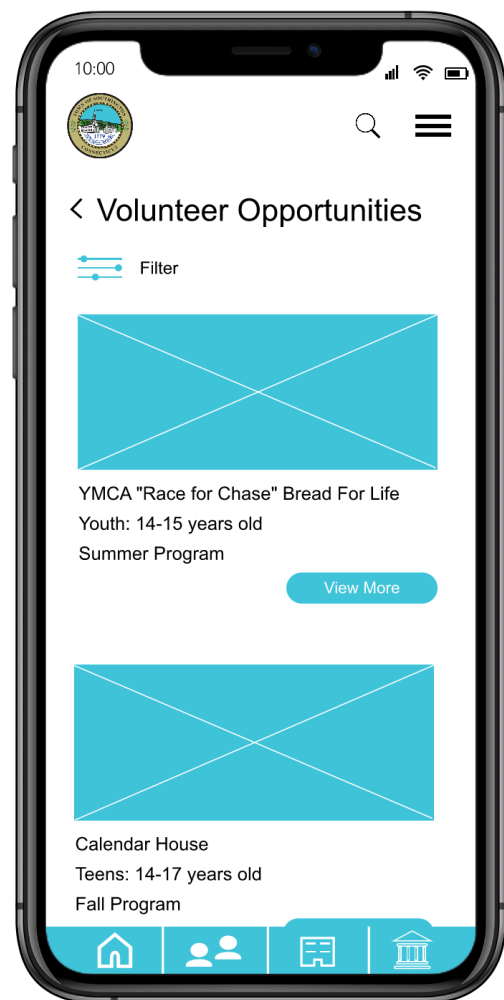
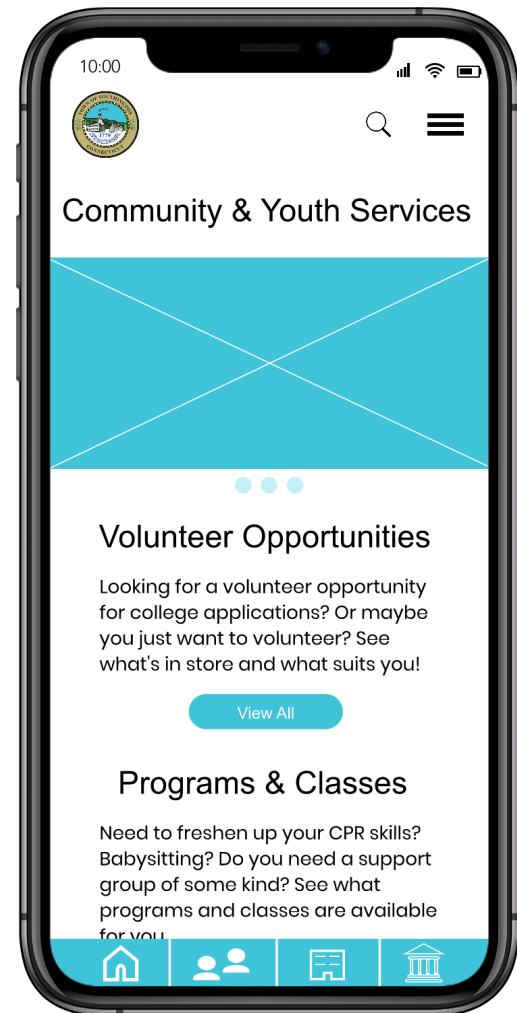
After the user testing, there wasn't as many revisions as I would have thought. A major revision I had to make was the icons I was using in the bottom navigation. These icons have to be universally understood, since they are the one of the first parts of the app the users see, and they use it to navigate around the app. Also, incorporating more buttons to help the user complete different tasks was something that I got multiple times through feedback from my peers and the participants in the user testing. Furthermore, I had to incorporate different features no matter how small that would normally be obvious to have, but as I created the first draft of the screens it wasn't obvious for me. While I thought there would be more, the users found the app, so far by that point, to function well, flow smoothly from one screen to the next, and overall well-designed and not overwhelming or confusing at all.



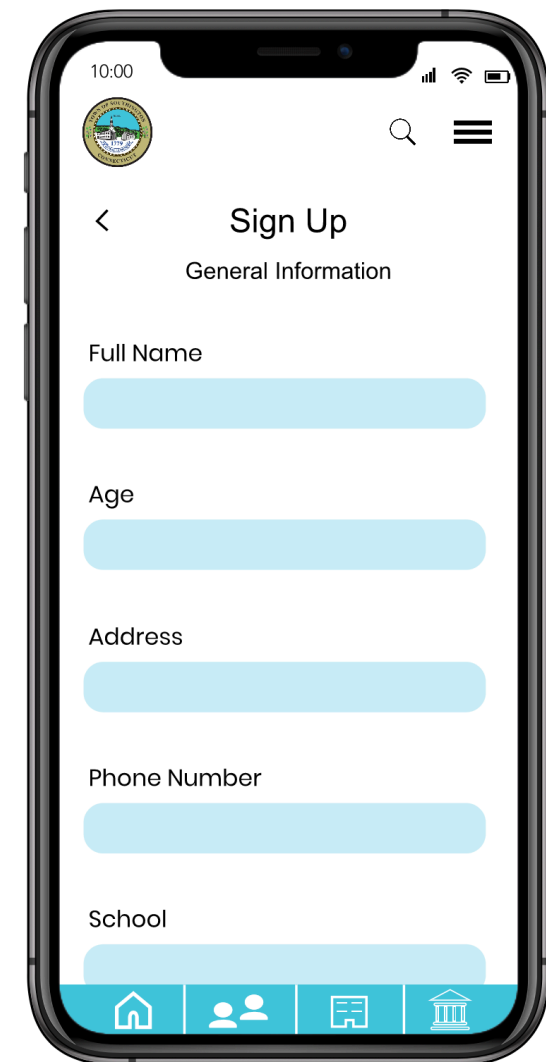


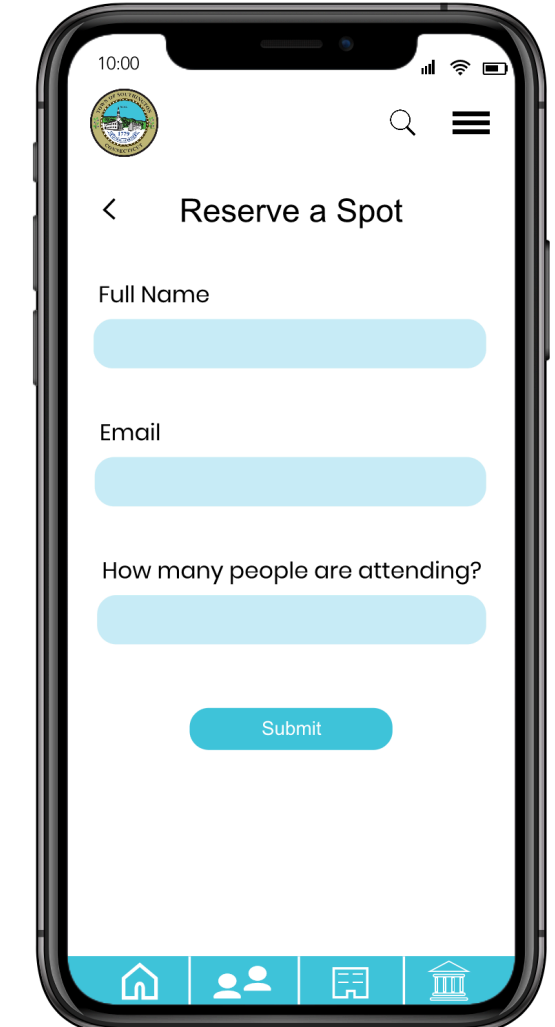
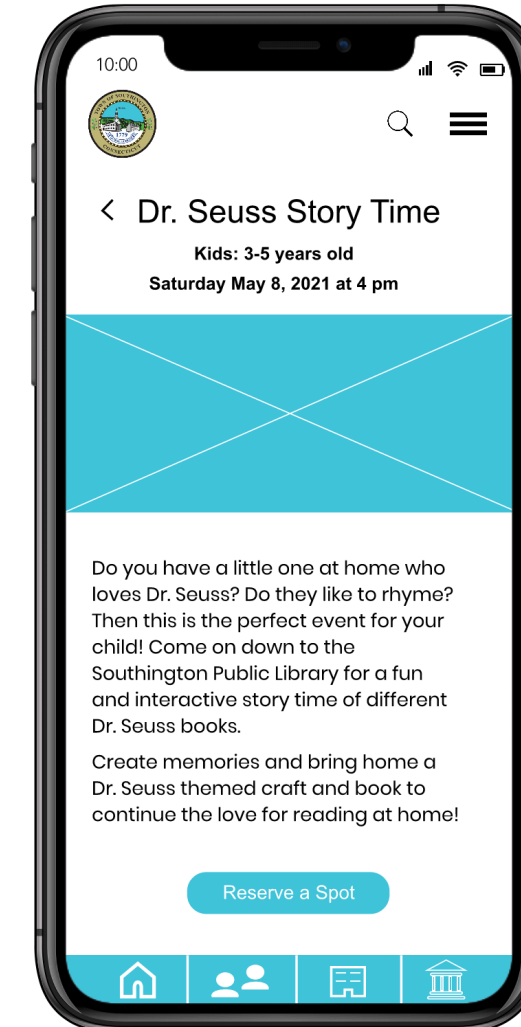
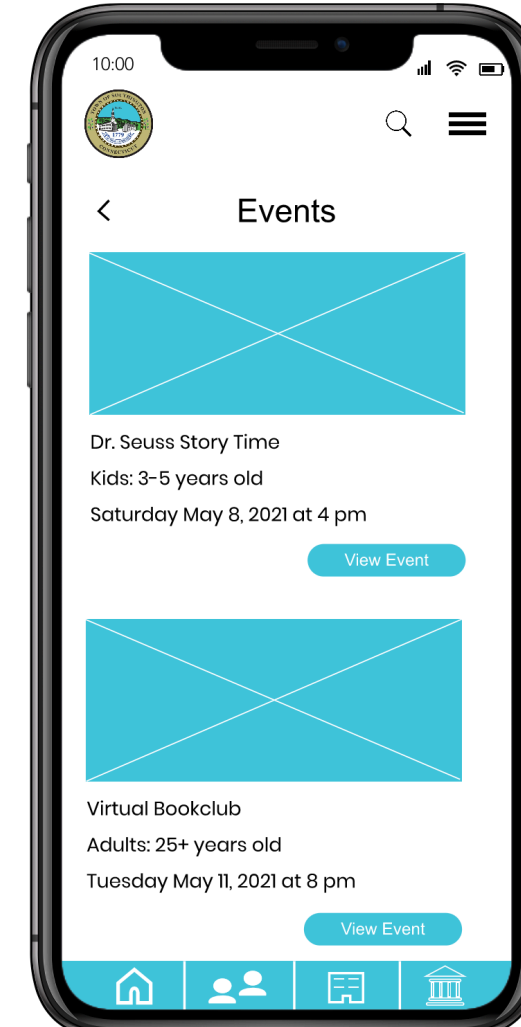
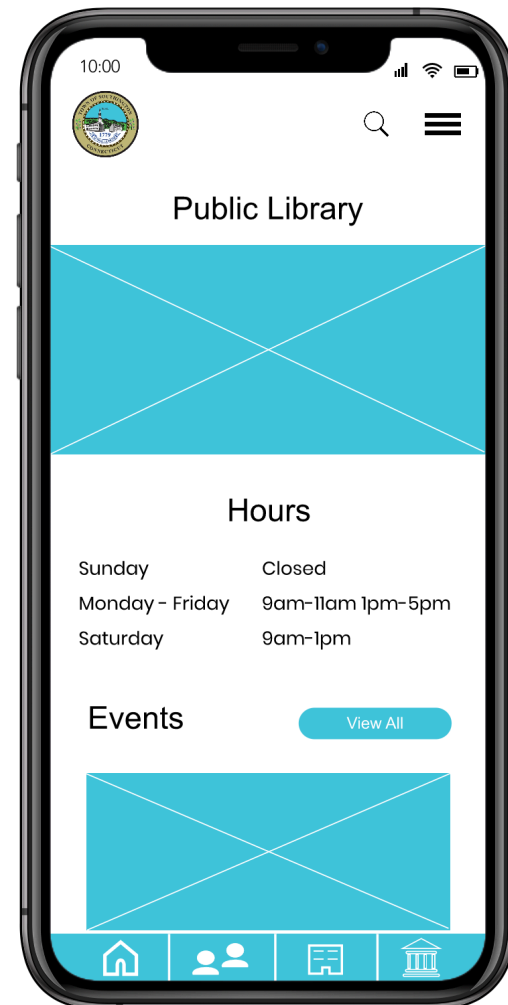
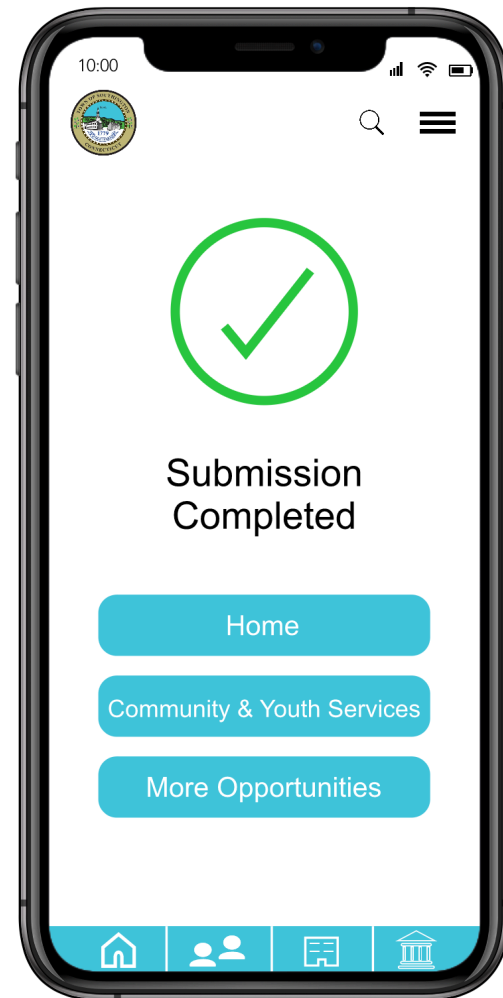
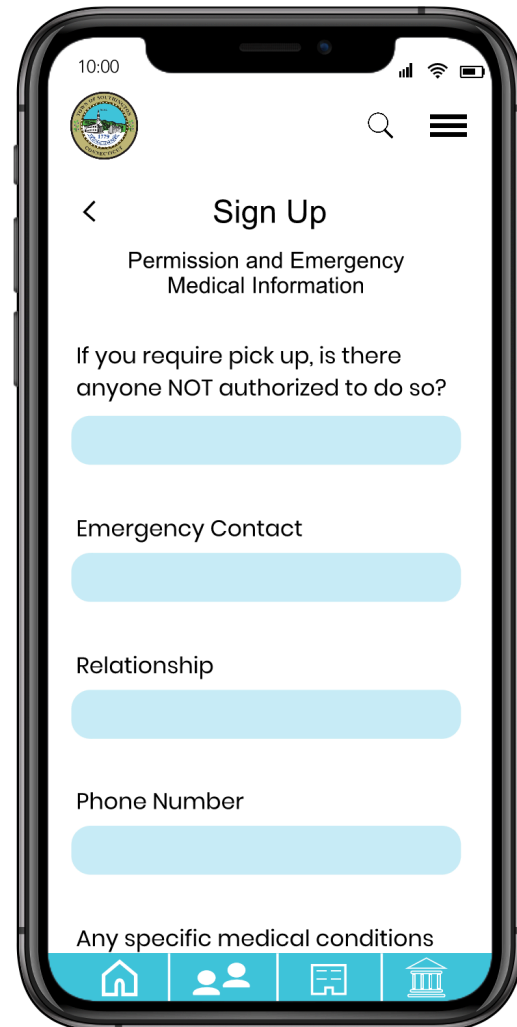


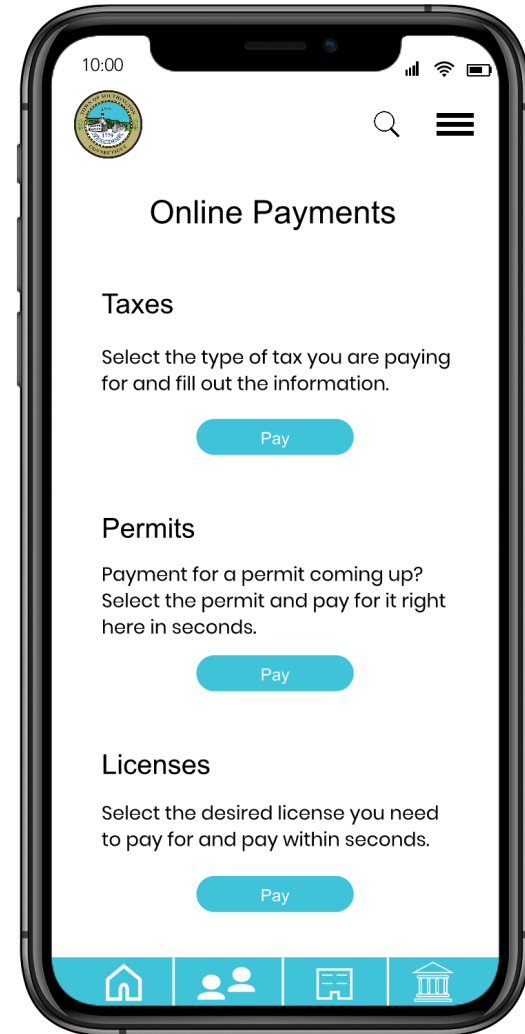
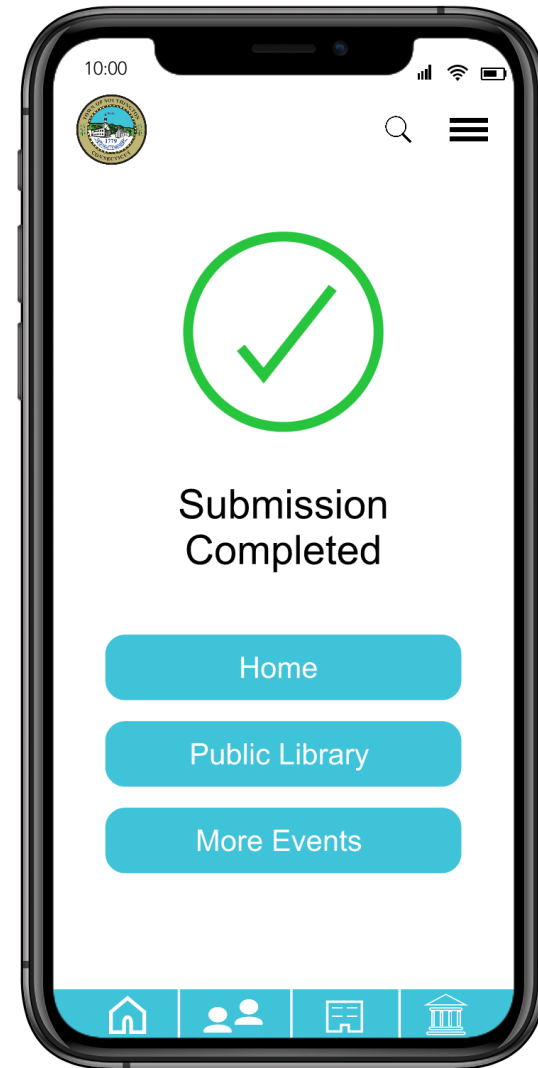
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Final Prototype Walkthrough

[Prototype Walkthrough from Invision Studio](#)



Conclusion

Looking back at what I have been able to do throughout this project has made me not only push myself to think of better ideas, but it also made me think in a different way. Creating an app for the town I have been in all of my life was surprisingly more challenging than I thought when I first began this project. While I knew the larger problem areas of Southington's website, the smaller problems were what really stood out to me when I started thinking about the app aspect of it all.

Yes, the pages could have been organized better and had more information to give the users, but the smaller aspect of the site stood out to me including icons that would have been useful, missing parts throughout the site, and even the type of content that could have made the site that much better. With that in mind as I was creating the app and figuring out what I should keep on the app and what information is better left off the app and stay on the site. This is where the real challenge began. Being from Southington, I started thinking of what would be useful as a resident of the town, then to what someone would want to see on the app on a day to day basis. As I am in the middle of it, I started seconding guessing of what people would truly want to have access to everyday no matter where they are. Doing that made me ask the questions "is this section worth keeping? and what if there are people who would use that information?" Eventually, I was able to narrow down the information to create a well functioning app that allows for a good user experience.

Once I got into the designing aspect and actually visually creating what each screen would look like, I was in a groove and had a great time designing each screen while thinking like a UX/UI designer and making sure it functions properly and flows seamlessly. All in all, through this process I learned that no decision has to be final and I can relax more often without worrying I'll be making a larger mistake down the road that would be impossible to fix by then.

