

Prezzo

Helping shoppers get a great price,
without having to do the work

Prezzo



The Prezzo app provides a central location for online shoppers to track products and their prices from all relevant sources, saving them time and money.

The Challenge

To help online shoppers get a great price on a product, without having to do the work.

Shopping online can sometimes be a chore when searching for the right price on a particular product. Comparing prices on various websites and finding coupons / promotional codes can be time consuming, overwhelming, and frustrating. Not receiving price drop notifications on a desired product could potentially make shoppers miss out on a great deal.

My goal was to find a solution for online shoppers to get lower prices easily.

The Process

Discovery

Define the Problem

User Research

Usability Analysis

Personas and Empathy Maps

Framework

User Stories and MVP

Card Sorting

Site Mapping

User Flows

Design

Sketching

Wireframes

Prototyping

User Testing

Usability Testing

Analysis

Refine

Visual Design

Who Is This For?

I focused on online shoppers who want to keep track of the lowest prices on specific products to purchase online. These shoppers are willing to wait on purchasing until they find the right price, regardless of where they are buying from.

There are a few problems for this target audience:

- The shopper does not have a central place to keep track of products they want to buy.
- The shopper is looking to purchase a particular product for the lowest price, regardless of where s/he is buying from. There are currently sites that only track products within the Amazon website, but not from all stores.
- The shopper does not always receive notifications when the price of an item drops.
- The shopper does not always see the actual lowest price immediately for a specific product because discount/coupon information is not always applied until check out.

User Research

To get a better understanding of the target audience, I needed to talk to actual online shoppers to learn about their current experience. I drafted a research plan and wrote a screener survey and interview questions to seek out shoppers to interview.

Screener Survey

Through the screener questions, I wanted to learn:

- How people were shopping online
- Their thoughts on purchasing, pricing, and deals
- How they were currently finding deals

[Link](#) | Screener Survey

User Research

Screener Survey Findings

Based on survey results from 40 responses, 97% of shoppers research prices before purchasing a product, with 83% of shoppers saying the price of a product matters. A majority of responders shopped and made purchases between a few days per week to a few times per month, with 62% of shoppers track pricing between a few times a month to once a month. Even though the majority are not shopping or purchasing frequently, more than half research online to find comparative, better pricing when they find an item to buy, and more than half visit deal/coupon websites/apps. Only 15% went further to search for online coupons/promo codes to get a lower price.

It was clear shoppers want to know they are getting a good price, but they do not necessarily want to spend the time to find it.



TRACKING

Shoppers check the price of a product online to see if the price lowered

- 25% Once a month or less
- 37% A few times a month
- 15% Once every few months
- 8% 1-3 days per week
- 2.5% More than once a day
- 2.5% At least 5 days per week

User Research

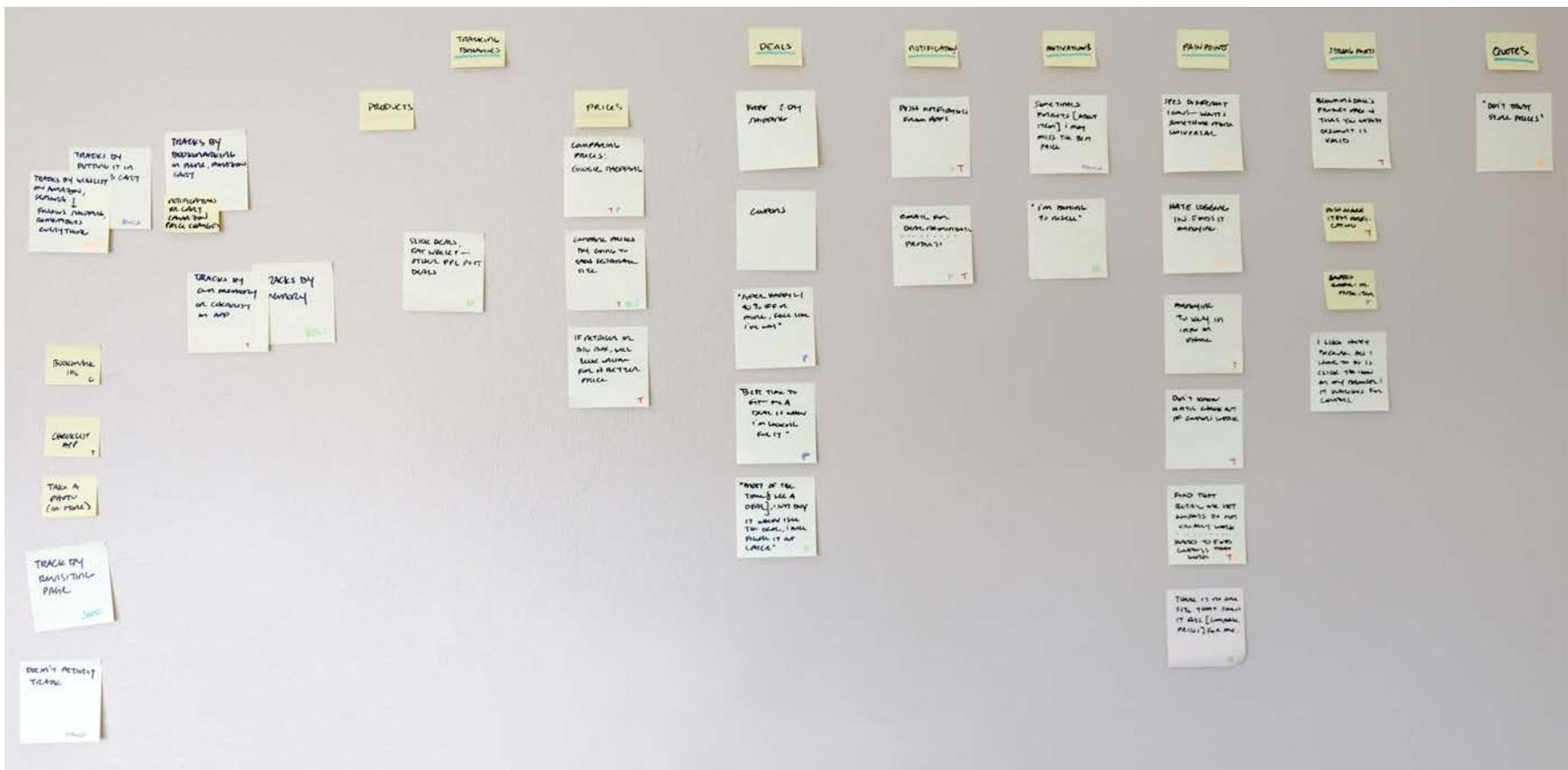
Interviews

From the screener survey results, 6 people were selected for interviews. I prepared interview questions with the goals to learn about people's online shopping experience, habits, and pain points.

I conducted 4 in-person interviews, 1 phone interview, and 1 email survey.

After interviewing the participants, I laid out an affinity map (below) to find patterns in their responses for analysis.

[Link | Interview Questions](#)



User Research

Interview Findings

The interviews revealed common pain points among the 6 individuals. They did not have a central place to keep track of their products. Instead, they used various methods: by placing the product in the store website's shopping cart, by creating a list that is stored mentally or with a notes app, or by bookmarking sites and revisiting them. Some used a combination of these methods, while two did not keep track at all. One person said (about after placing an item in a shopping cart): "I'll sometimes forget, and may miss the best price".

Price notifications were also lacking from these shoppers' experiences. The interviewees did not receive alerts when a price lowered on a shopping cart item. Across the board, they would prefer email or push notifications for price drop and deal alerts if available.

The interviewees spent time researching prices prior to purchasing, with at least one comparison site (Amazon being the most popular). They did this especially for expensive, big ticket items (such as electronics, household goods) and would wait to purchase until it was the right price.

These findings support the hypothesis that a product and pricing tracker can streamline the online shopping experience. It can save shoppers time from researching comparative pricing, keep track of the products they want to purchase, and notify them of price drops.

Usability Analysis: Competitor Reviews

In addition to the screener survey and interviews, I researched three competitor sites/apps: Wait For Savings, Price Bot, and CamelCamelCamel. I evaluated the customer's journey of tracking a product through the site or app, and setting a price alert for that product. All 10 heuristics, content, IA/UI, and visual design were considered for the evaluation. These reviews gave insight on what

makes a product tracking tool successful and what features could be improved for a better user experience. The following pages contain summary findings for each competitor.

Links | Competitors' Customer Journeys Heuristic Analysis of Competitors

1. Wait For Savings Customer Journey					2. Price Bot Customer Journey					3. CamelCamelCamel Customer Journey				
Task	Feeling	Results	Notes	Heuristics	Task	Feeling	Results	Notes	Heuristics	Task	Feeling	Results	Notes	Heuristics
Added more products via product URLs (yoga mat, lamp, and tv) from browser	Excited		Once I learned how to add products, it was easy.		Flipped up to find the Price Bot icon and clicked on it		See a motion graphic indicating the app is working (adding link?)	Like to see that it is being added. Maybe be more clear on the status by including the text "Adding to list" or something.	Pro: Visibility of system status	Looked at Price History information and clicked on "Amazon" to see Price Type	Interested / Curious		Tracking data includes dates of the highest and lowest prices	
Checked my list in the app, but only saw the lamp and tv in my list, no yoga mat.	Confused / Disappointed				See in-app product page show up and see the Current, Highest, and Lowest price, and Trending price chart in frame	Impressed		Impressed that the info is available. But not sure what the horizontal lines are for	Pro: Content	Clicked on "Desired Price" field in Amazon line to enter my numbers.	Pleasantly surprised	An Amazon discounts chart pops up, with comparisons of best prices and discount percentages. User can click outside of the field to make the chart disappear. Clicking on a price link within the chart auto-populates in the field.	This data provides the user with more information to make a decision on how much to enter as a desired price.	Pros: User control and freedom / Consistency and standards / Content
Clicked on "Check Prices Now"		See dialogue button that says "Waiting For Savings. Checking for updated prices now."	Although the dialogue tells you it is checking, there is no indication of status time. Using a loading animation graphic could indicate status.	Pro / Con: Visibility of system status	Clicked heart to favorite		Heart "flits" with red color			Clicked on the lowest price on the chart (10% off of the best price)	Surprised / A little disappointed	A dialogue line appears and says "Your desired price is lower than we've ever recorded. You may want to change it to increase the likelihood of receiving a price drop alert."	It sets expectations for the user.	Pros: Error prevention
Returned to menu to find "help" on how to add products via app	Confused	Menu did not have a "help" section. Only documentations found was "Terms of Service and Privacy" policy.	In-app menu did not contain any help or documentation for the users.	Con: Help and documentation	Closed window to return to Amazon					Clicked on "Desired Price" field in 3rd Party line to enter my numbers.	Impressed / Pleasantly surprised	A 3rd Party New discounts chart pops up, with comparisons of best prices and discount percentages, and also includes a "Good Deal" price column. This gives the user confidence on what a good deal is based on the data.		Pros: Content
Decided to check on the lamp	Confused	Realize the "original price" in the app is actually lowest price in the link.	What does the term "original" mean here? Original to the system or original to the user?	Cons: Match between system and the real world	Go to Target URL for bookmarked lamp					Clicked on the "Good Deal" price link, and price automatically entered in the field.				
Reviewed visual icons underneath the lamp image			My interpretations: Shopping bag = to purchase. Trash = delete from list, bell = price notification.		Flipped up to find the Price Bot icon and clicked on it	Disappointed	Saw a quick animation, but then got message that says "PriceBot only works with Amazon URLs. Able to escape page with the back arrow	Remembered that it initially said only Amazon links were supported	Pro: Visibility of system status / Help users recognize, diagnose, and recover from errors	Entered my email address and clicked on "Start Tracking"		Goes to confirmation of tracking page.	The product tracking page provides the user options to "Update" and "Delete" the product. It also provides information on the current price and the difference with the desired price. The information is very comprehensive, which might be too much data for some people.	Pros: Visibility of system status / User control and freedom
Clicked on the shopping bag icon	Confused	The product disappeared from my list. I had to look at the menu, and the shopping bag icon is for the "bought it" list.	The app would benefit from having a menu at the bottom with quicker access to other actions, rather than having to go through the hamburger menu.	Cons: Consistency and standards / Error prevention / Recognition rather than recall	Closed window to return to Amazon page					Checked my email and received a tracking confirmation.	Satisfied			Pros: Visibility of system status
Viewing the "Bought It" list page	Made me think	You only see the List and Trash icon for options.	The two icons tell you what page you are on, but through deducing on the missing icon. The list icon gives you a way to put the product back on your list.	Cons: Consistency and standards / Error prevention / Recognition rather than recall	Clicked on Price Bot link at top to go back to app									
Clicked on the trash icon		Moves the product to "Passed on it" page.	Perhaps name this as "Save for later" or use a different icon? The icon does not actually delete the product link or remove it from the app.	Con: Match between system and the real world	I see Homer doll on "Favorites" page	Satisfied	Previously clicking on the heart icon placed the product in this section		Pros: Match between system and the real world / Consistency and standards					
Clicked on the bell icon to set alert		Dialogue box pops up and asks you to "Set Alert Price"	Does this need to be whole numbers?		Clicked on Homer doll. Tried to find an icon or text to set price alert, but do not see any indication.	Disappointed		The only actionable items on a product's individual page in the app was the share or favorite the item	Con: Missing other actions?					
For the lamp, I entered "19.99"	Confused	Was not able to submit price, the "Submit" text was greyed out.			Click on settings and see Price Notification toggle button. Turn it on.	Relieved	After turning on the toggle, now all Price Notification alerts are set for all products.	It was easy, but disappointed I couldn't set a specific price for each product. What if I don't want a price alert for all the items (especially if I have a lot of items)?	Pro / Con: User control and freedom					
Entered "19.75" instead.	Relieved	It worked. I was able to submit the price for the alert. The Alert Price row shows up under the Original Price.	Now I see what Original price refers to. Maybe it should be named as "current" price instead, because here, the original price is actually the sale price at URL. Would be nice if the price also showed a percentage of drop next to the current price or from the previous price (example like Amazon)	Con: Match between system and the real world	Return to home page. Go to Homer Doll product page to delete it.	Annoyed	Can't find a way to delete the product	Cannot remove an item	Con: User control and freedom					

Usability Analysis: Competitor Reviews

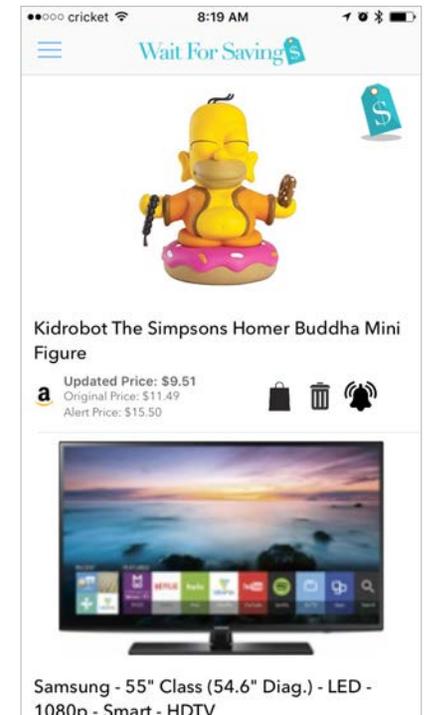
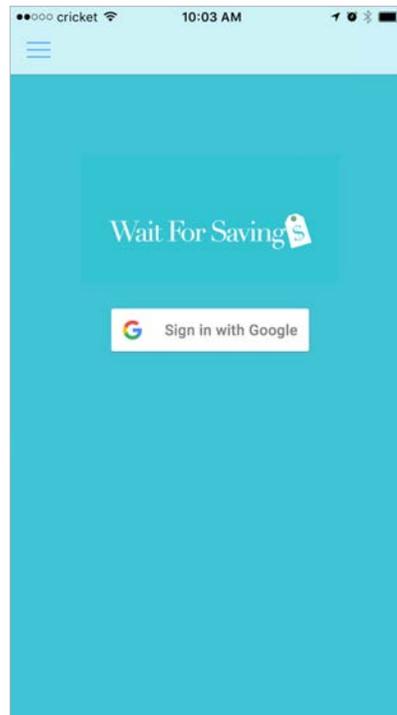
Wait For Savings

Wait For Savings is a mobile app that tracks products and their prices from any website. While the design was minimal, it was too minimal in content and visual graphics. It lacked many heuristics, and the few it did include were not executed fully.

Content: Needed to provide instructions on how to use the app (within the app). Terminology was not consistent with the system and the real world. Price comparisons were not detailed.

IA / UI: Icons were not intuitive, and the lack of a bottom menu made the user go back and forth between the hamburger menu and the pages. Lacked visibility of system status.

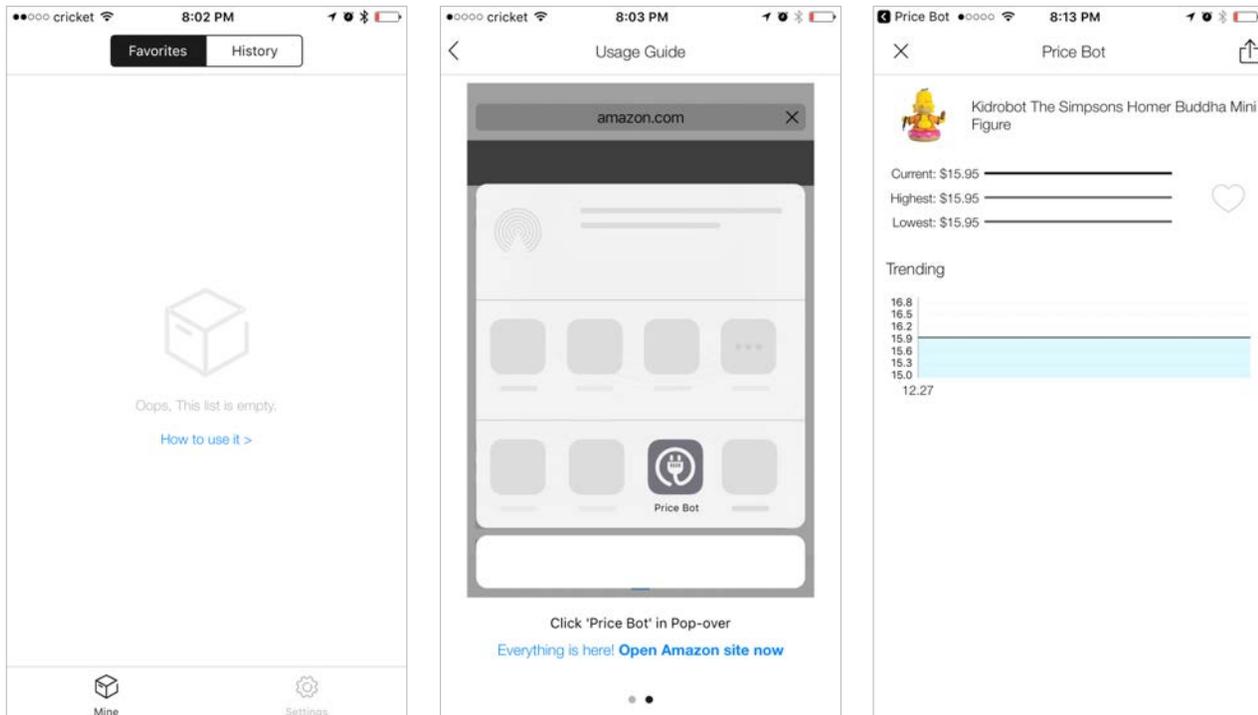
Visual: Clean, minimal design.



Visibility of system status	■ ■	Recognition rather than recall	■ ■
Match between system and the real world	■ ■ ■	Flexibility and efficiency of use	■ ■
User control and freedom	■ ■ ■	Aesthetic and minimalist design	■ ■
Consistency and standards	■ ■ ■	Help users recognize, diagnose, and recover from errors	■
Error prevention	■ ■	Help and documentation	■

Absent/Very Poor ■ Poor ■ ■ Average ■ ■ ■ Good ■ ■ ■ ■ Great ■ ■ ■ ■ ■

Usability Analysis: Competitor Reviews



Price Bot

Price Bot is a mobile app that tracks products and their prices only from Amazon. While Wait For Savings did not include instructions on the app, Price Bot succeeds by providing a brief walk-through upon initial launch. The minimal design made the app easy to use and did not leave room for error.

Content: Provided adequate amount of content, regarding how to use the app and product price information.

IA / UI: The features were minimal and simple, thus not complicating interactions and preventing user errors.

Visual: Clean, minimal design with icons that related the system and the real world.

Visibility of system status	■ ■ ■ ■	Recognition rather than recall	■ ■ ■ ■
Match between system and the real world	■ ■ ■ ■	Flexibility and efficiency of use	■ ■ ■ ■
User control and freedom	■ ■ ■	Aesthetic and minimalist design	■ ■ ■ ■ ■
Consistency and standards	■ ■ ■ ■	Help users recognize, diagnose, and recover from errors	■ ■ ■ ■
Error prevention	■ ■ ■ ■	Help and documentation	■ ■ ■ ■ ■

Absent/Very Poor ■ Poor ■ ■ Average ■ ■ ■ Good ■ ■ ■ ■ Great ■ ■ ■ ■ ■

Usability Analysis: Competitor Reviews

CamelCamelCamel

CamelCamelCamel is a website that tracks products and compares prices on Amazon and third party sites. Unlike the previous two competitors, there is no app. CamelCamelCamel provides in-depth information regarding the product's price with historical data in charts.

Content: Provides robust and detailed pricing information for the user. Instructions for tasks are apparent, and more help is provided in a link if needed.

IA / UI: User actions are clear with the form fields and buttons.

Visual: This site could be updated for a more modern look. Could be improved by either reorganizing content so only necessary information is visible. The amount of content per product page can be overwhelming and unnecessary for novice users.

Type	Price	When	Date	Price
Current	\$11.49	Nov 28, 2017	Nov 28, 2017 12:02 AM	\$11.49
Highest *	\$44.99	Apr 14, 2016	Nov 23, 2017 04:05 AM	\$9.99
Lowest **	\$5.50	Aug 24, 2015	Nov 18, 2017 08:41 PM	\$8.99
Average **	\$11.65	-	Nov 16, 2017 12:05 AM	\$8.99

Visibility of system status	■ ■ ■ ■ ■	Recognition rather than recall	■ ■ ■ ■ ■
Match between system and the real world	■ ■ ■ ■ ■	Flexibility and efficiency of use	■ ■ ■ ■ ■
User control and freedom	■ ■ ■ ■ ■	Aesthetic and minimalist design	■ ■ ■ ■ ■
Consistency and standards	■ ■ ■ ■ ■	Help users recognize, diagnose, and recover from errors	■ ■ ■ ■ ■
Error prevention	■ ■ ■ ■ ■	Help and documentation	■ ■ ■ ■ ■

Absent/Very Poor ■ ■ ■ ■ ■ Poor ■ ■ ■ ■ ■ Average ■ ■ ■ ■ ■ Good ■ ■ ■ ■ ■ Great ■ ■ ■ ■ ■

Personas and Empathy Maps

Development

I created 3 personas and their empathy maps based on research findings from the survey, interviews, and heuristic analysis. They reflect the attitudes and shopping habits of the interviewees. These tools gave a better understanding of the user's motivations, behaviors, and goals, and set the foundation for who I was designing for.

During personas development, I questioned whether Fred the Flipper would be a real user, considering he wants any deal (not necessarily for a specific item). I revisited the interviewee responses, and "Fred" types said they did not have a central place to keep track of their products. This confirmed that he could be a user who would use a product tracker for potential deals.



Fred the Flipper

Gets any deals, as long as it's a good one



Allison the Super Mom

Instant purchaser if it is the right time and right price



Jen the Shoppinista

Savvy shopper who waits for the deals

Personas and Empathy Maps



Most of the time,
I just buy it when
I see the deal,
and then I will
figure it out later.

Fred the Flipper

Gets any deals, as long as it's a good one

Fred is 32, and a logistics supervisor in Oakland. He is married with 1 child. He works from 9a-5p, but also makes extra income by flipping electronics. He loves getting items at the lowest price because that gets him the best margin possible. He will search for all types of deals, no matter what the product is.

It is very important for him to see price comparisons because he wants the lowest price. Since Fred works in an office, he prefers shopping on a desktop, so he can see more information on the screen to make a faster purchase. He wants to know about deals as soon as possible, so he relies on deal websites, forum posts, and user reviews.

If he sees a product he wants was listed for a lower price before, he will wait until it reaches the low price again. Because the deal is more important than the product, he does not have a product tracking list; he will just store it in his memory. He refreshes deal websites almost every 5 minutes at work, just to make sure he does not miss a deal.

BEHAVIORS

- Checks deals frequently (almost every 5 minutes)
- Keeps product list by memory
- Goes to deal forums to get information
- Shops at work, from a desktop
- Will buy a product if it is a good deal, whether he needs it or not

NEEDS

- Receive notifications on deals quickly
- See the amount of discount compared to retail to figure out his margin
- See information easily and fast, so he can make a quick decision to purchase

GOALS

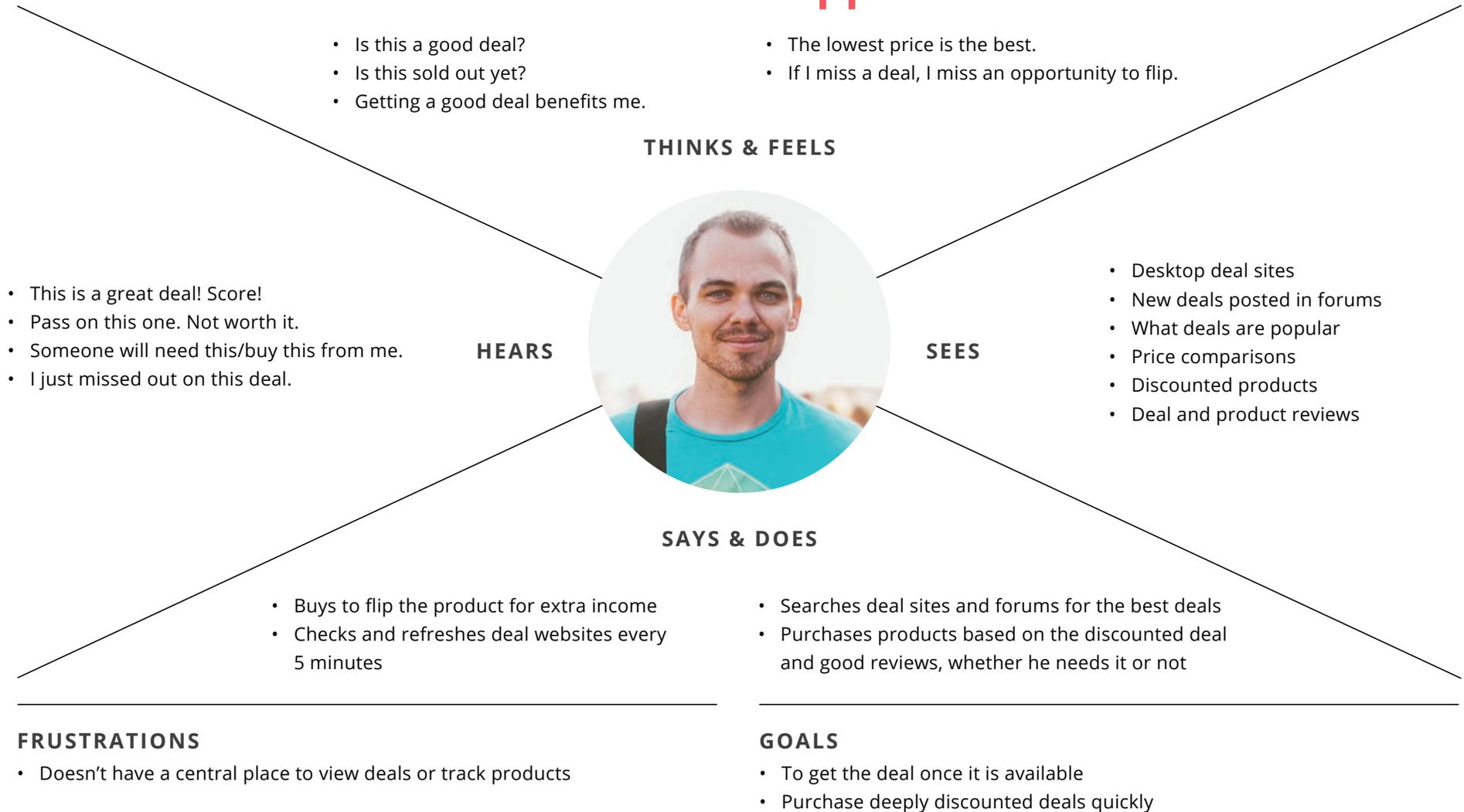
- To get the deal once it is available
- Purchase deeply discounted deals quickly

FRUSTRATIONS

- Doesn't have a central place to view deals or track products

Personas and Empathy Maps

Fred the Flipper



Personas and Empathy Maps



The less hunting
I have to do,
the better.

Allison the Super Mom

Instant purchaser if it is the right time and right price

Allison is 30, and works from home in San Francisco for a multi-level marketing make-up company. She is a busy person, juggling her professional and family life. Her hours are flexible, which allows her to spend time with her 2 kids after they get off school. But she rarely leaves the house, because if she is not working, she is preparing meals and cleaning up after the kids.

Although she prefers using a desktop, she uses her mobile phone more to shop, purchase products, and run errands because it is more accessible and convenient. She tends to buy things for the kids: clothes, books, and entertainment, and sometimes cookware. She wants to get good quality items for her and her family, but at a low price. She buys subscription items or by bulk to get a good deal.

But she also sometimes needs things right away, so if she sees the right price instantly, she will purchase it. She sometimes keeps track of the products she wants to buy either by bookmarking it on her phone browser or placing the item in the store website's cart.

BEHAVIORS

- Uses the phone more than desktop
- Keeps track of products by putting item in online shopping cart and waits to see the price drop, or bookmarks the product on her phone
- Does not actively track deals
- Has a junk email box for deals, but never checks it
- Likes using automated discount/coupon browser extensions

NEEDS

- To receive notifications on deals
- A better way to track products

GOALS

- Track the products on a watch list
- To be able to buy a product instantly when there is a deal

FRUSTRATIONS

- Doesn't have anything to notify her of instant deals
- May sometimes forget about the product and will miss the deal

Personas and Empathy Maps

Allison the Super Mom

- I won't buy kids' clothes unless it's on sale.
- I want good quality at a low price.
- If it's retail price, I know I am getting ripped off.
- Best time to give me a deal is while I am looking for it. If a month later, I don't care anymore.

THINKS & FEELS



- What do the kids need for next week's trip?
- We need more diapers.
- What do we need again?
- Didn't Kate want that Instapot? It's on sale now!

HEARS

SEES

- Kids, parenting, and mom blogs
- Product tracking list on Amazon shopping cart or phone bookmarks
- Kid items she recently purchased
- Product reviews of kids items
- Price comparisons on Google Shopping or Amazon
- Junk email box for email deals notification, that she rarely checks

SAYS & DOES

- Keeps track of products by putting item in online shopping cart and waits to see the price drop
- Bookmarks the product on her phone
- Uses automated discount/coupon browser extensions
- Will purchase an item if it's the right time and right price

FRUSTRATIONS

- Doesn't have anything to notify her of instant deals
- May sometimes forget about the product and will miss the deal

GOALS

- Track the products on a watch list
- To be able to buy a product instantly when there is a deal

Personas and Empathy Maps



I don't trust the store prices.
I always want the best deal.

Jen the Shoppinista

Savvy shopper who waits for the deals

Jen is 28 years old, single, and works as a marketing manager in San Mateo. She is a selective shopper, and tends to buy higher-end clothing, beauty products, and accessories that are not often featured in big-box retailer stores. Because the places she shops at do not have sales as frequently as the big retailers, she is willing to wait for the best deal on specific items. She doesn't wait until something runs out to buy it, so she has time to shop for good deals.

Jen uses the Amazon wish list or the store site's shopping cart to keep track of her products. She also uses Amazon or Google Shopping to compare prices, but will only compare 1 or 2 prices. She dislikes finding an item at a low price, only to find out that a coupon or promo code does not apply.

BEHAVIORS

- Uses her phone and desktop to shop
- Shops for higher-end, boutique, and specialty products that do not go on sale frequently
- Tracks products via Amazon wish list or by placing products in store site's shopping cart
- Will shop for a longer period of time if it is a big ticket item

NEEDS

- To receive notifications on select products
- A better way to track products
- To find discounts and coupons that work
- To be assured she is getting the best deal

GOALS

- Track the products she is waiting to get a deal on
- Ensure all the discounts and coupons are applied to get the absolute lowest price

FRUSTRATIONS

- Doesn't have a central place to view deals
- Hard to find coupons/promos that actually work
- Receives non-relevant discount notifications
- Logging in or keying information every time she wants to make a purchase

Personas and Empathy Maps

Jen the Shoppinista

- Quality products do not need to be full price.
- I always want the best deal.
- I'm willing to wait for the best deal on certain items.
- I don't want to spend that much time shopping around.

THINKS & FEELS



- I found the perfect purse! Now let's see if it will lower in price.
- It's the annual holiday sale, my only chance to buy this perfume at 20% off.
- I can't believe this was on sale! And now it's sold out. If only I knew beforehand.

HEARS

SEES

- The latest trends on fashion blogs
- Store-specific sale email promotions
- Amazon wish list or the store site's shopping cart
- Product specific notifications on Poshmark

SAYS & DOES

- Shops for higher-end, boutique, and specialty products that do not go on sale frequently
- Tracks products via Amazon wish list or by placing products in store site's shopping cart
- Shops for a longer period of time if it is a big ticket item
- Compares prices with Amazon or Google Shopping

FRUSTRATIONS

- Doesn't have a central place to view deals
- Hard to find coupon that actually works
- Receives non-relevant discount notifications
- Logging in or keying information every time she wants to make a purchase

GOALS

- Track the products she is waiting to get a deal on
- Make a purchase that she knows is the best deal, with all discounts applied

The Prezzo App

After analyzing the data from the interviews, competitor reviews, and persona and empathy maps, I envisioned the solution as a product and price tracking mobile app. Although all three personas shopped on a desktop and mobile (with “Fred the Flipper” solely on desktop), people are more likely to see instant price notifications on mobile first. The convenience of a mobile will allow shoppers to track and view products anywhere they bring their phone.

With an idea ready, I moved on to the next stage: building the framework.

Card Sorting

Standardization Grid 🔗

	Alerts	Delete	Help	List	Notifications	Pricing	Product
You decide you no longer want to...		2					
You don't know how to add a pro...			6				
You don't know how to create a pr...			6				
You need information on how to s...	2		4				
You purchased the product and n...		2					
You think the price is too high, so ...	2				2	1	
You want to add a product you wa...				2			
You want to create a list of produc...				2			
You want to delete a product from...		2		1			
You want to know your product w...	1			2			
You want to mark a product as pu...				1			
You want to purchase a product							2
You want to recieve a notification ...	1				2		
You want to save a product you w...				1			
You want to see how much a prod...						2	
You want to see how much the pr...						3	
You want to see how much the pr...						2	
You want to see the price percent...				1		3	
You want to see the product image							2
You want to view current prices of...						3	
You want to view price compariso...						2	
You want to view pricing informati...				1		3	
You want to view the current price...						3	
You want to view the original prod...							2
You want to view your product list				1			

Standardization Grid Results from the card sort survey

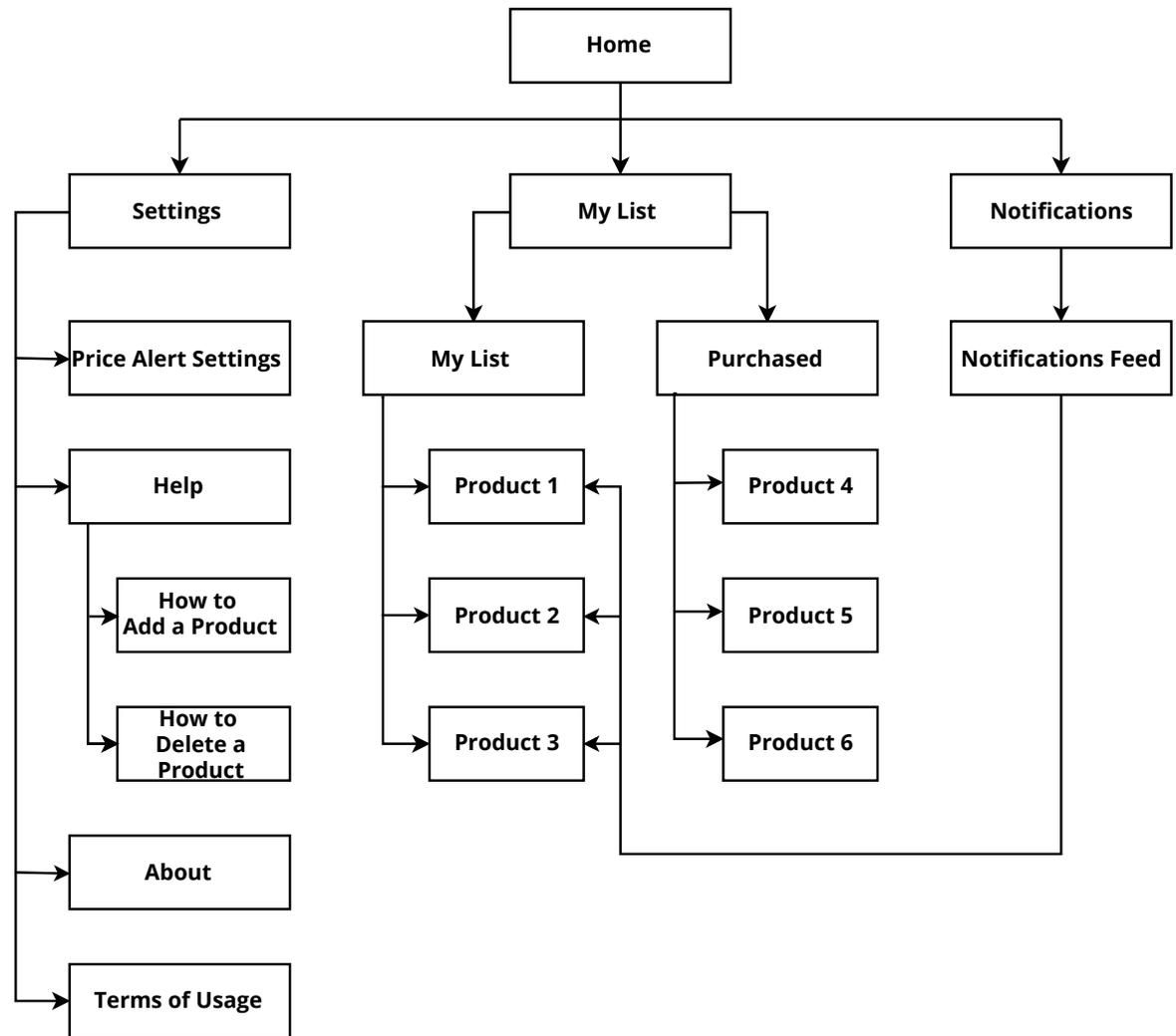
With the MVP defined, the next step was to develop the content. I implemented a card sort survey, via Optimal Sort, to determine common terminology and organize the sitemap. 10 participants categorized 25 cards based on the user stories.

[Link | Full Card Sort Survey Results](#)

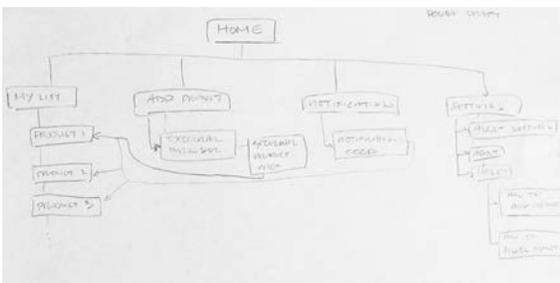
Site Mapping

Using the terminology from the card sort, I sketched a rough draft of the site map. The initial version included an “add product” button in the navigation bar, because I thought users would go through the app to perform this action.

I brought it into Draw.io and made two versions in the end: one that included the “add product” button and one without. The option without the button was based on the fact that adding a product would take place *outside* of the app with the share extension. I was curious to see if users actually needed this button within the app.



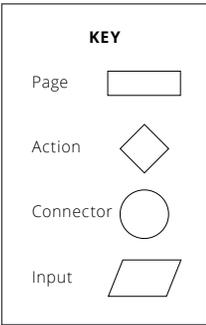
final site map



site map preliminary sketch

User Flows

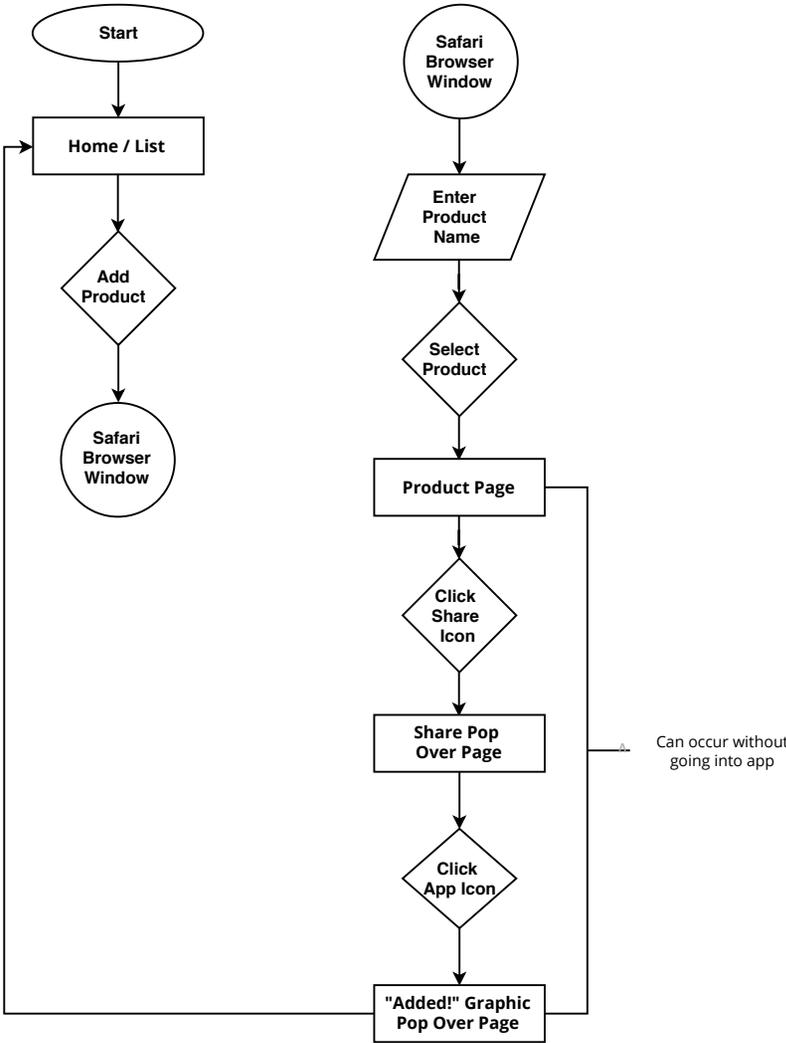
Next, I drafted a text outline of user flow steps for each persona to examine the actual user experience of completing a task within the app. I drew out and refined the flows in Draw.io to visualize the steps. Reviewing these steps allowed me to see what was needed graphically to facilitate the interactions.



User Flow 1

Jen the Shoppinista

Goal: Add a product to her list, so she can start tracking price drops.



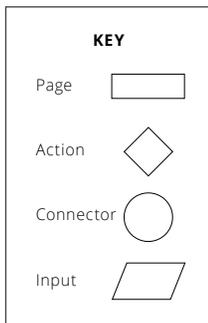
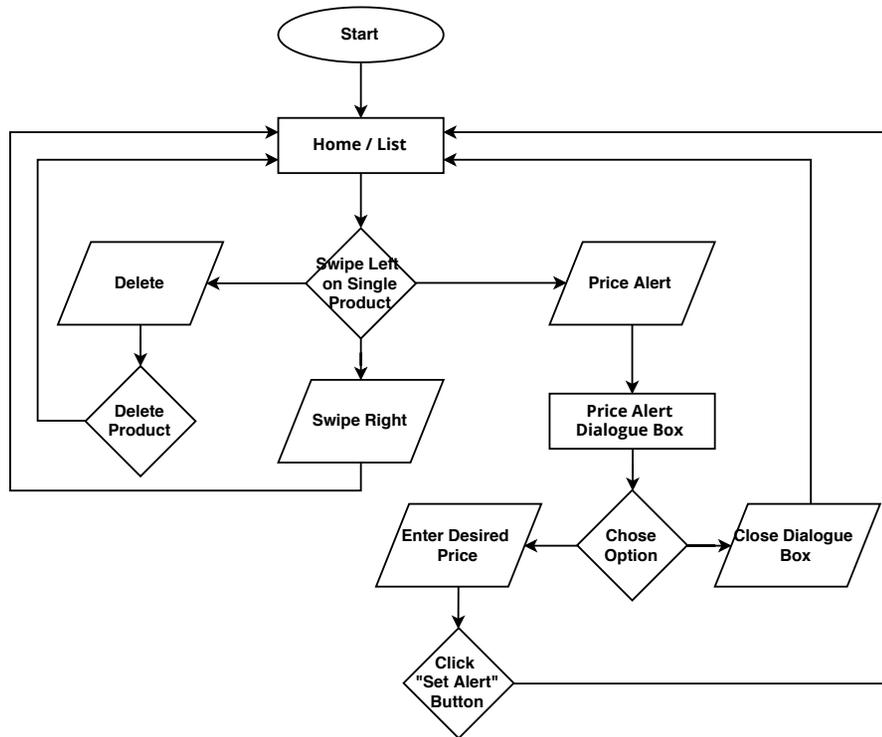
User Flows

User Flow 2

Allison the Super Mom

Goal 1: Set a price alert for a product she is tracking.

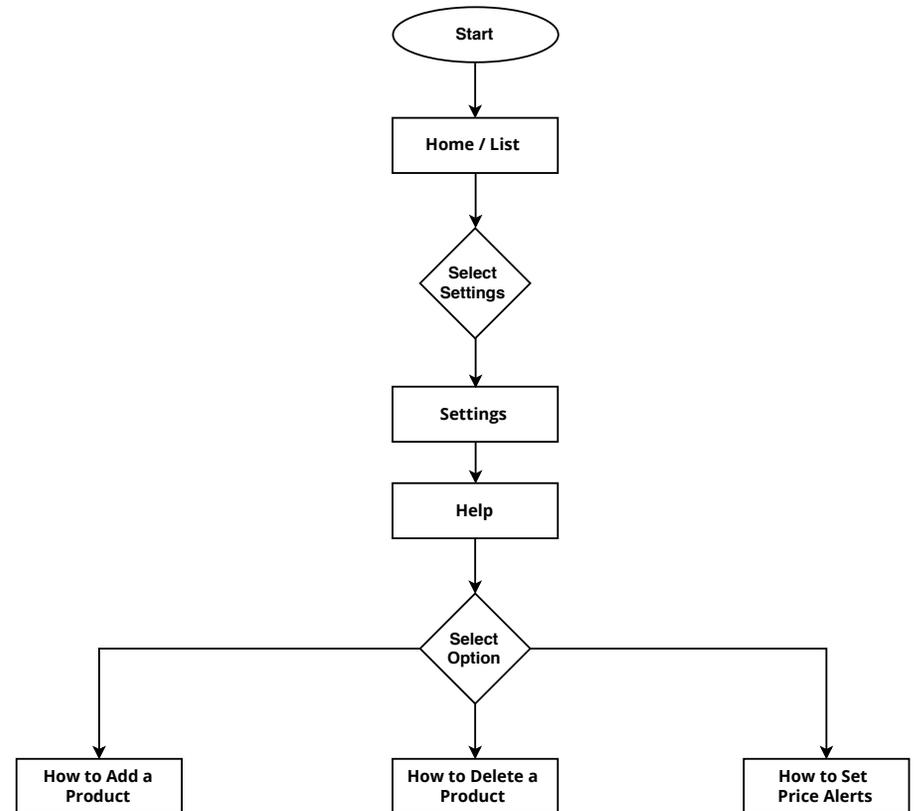
Goal 2: Delete a product she already purchased from her list



User Flow 3

Fred the Flipper

Goal: Access guide to learn how to add a product to the app



Sketches

When the framework was complete, I moved to the design phase. I sketched wireframes to visualize the screens and based this on the user flows and site map throughout the process. Due to the limited screen space, I had to consider what the necessary components were for each step. Writing notes and annotations in the sketches clarified ideas and served as a checklist prior to drawing.

However, after sketching, I revisited the user stories and realized not all highlighted features were incorporated, since they were not covered in the user flows. I made notes to include additional actions, such as “marking a product purchased”, in the wireframes.

Also, at this point, I was still uncertain whether the “add product” button was needed within the app. Based on the two competitor reviews of Wait For Savings and PriceBot, neither app had an “add product” button within the app. At the time, it seemed like a disadvantage for Wait For Savings to not include one, since there was no explanation within the app on how to add a product. But, it did not affect the usability of PriceBot to not have a button, because there was a tutorial on how to add a product with their share extension. I decided to include the “add product” button in the sketches to see if it would be helpful or not as a UI element.

After sketching, I reviewed and discussed them with my mentor. She brought up page loading for the user: *would the app load the page for the user or would they have to load the page themselves?* I revisited the site map, user flows, sketches, and competitor reviews once again to determine the process and the implications of having an “add product” button.

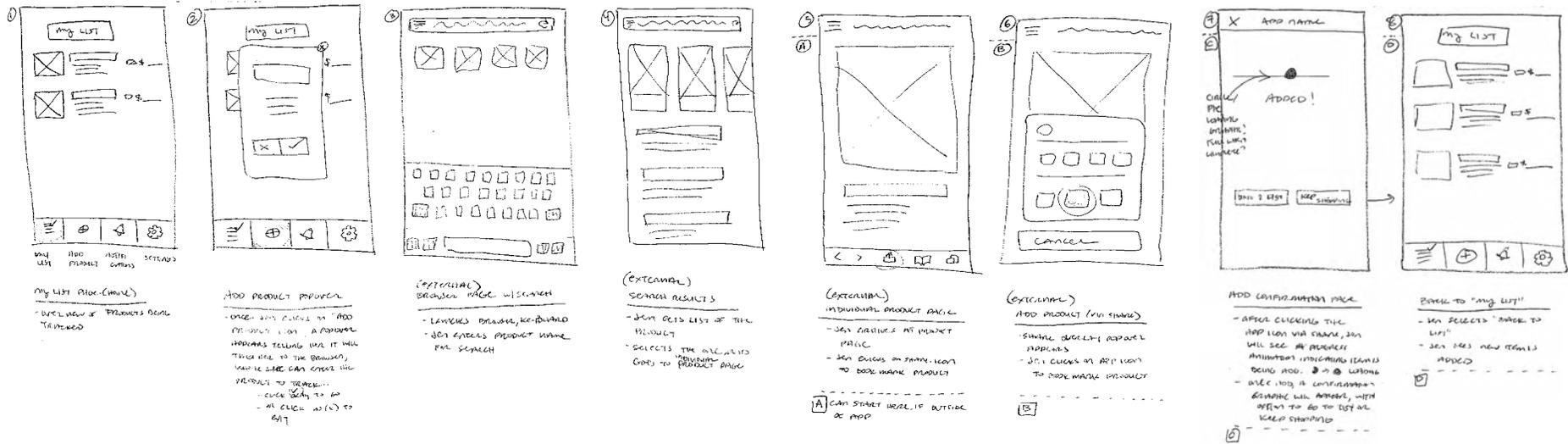
Since the subsequent actions for “add product” would take place outside of the app, I decided to omit it from the prototype, knowing that it could be added to the navigation bar later without affecting other visual elements.

The omission of the button from the prototype would also allow me to test if:

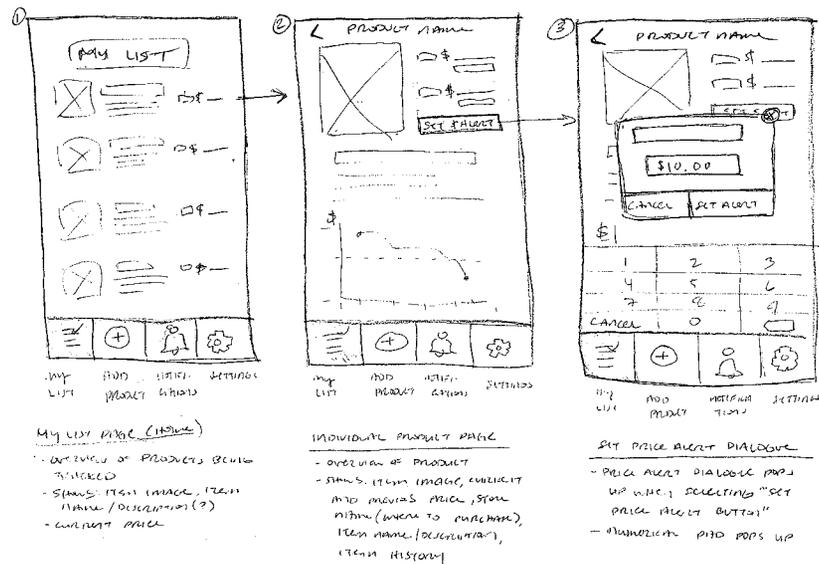
- If users really needed the prompt in the app.
- If the onboarding guide would successfully inform the user well enough to not need an “add product” button in the app.

DESIGN Sketches

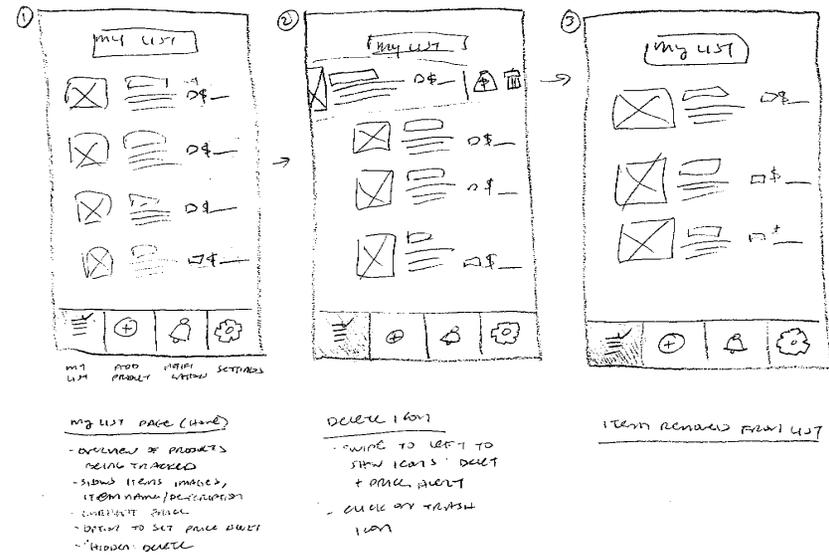
User Flow 1: Jen the Shoppinista Wants to Add a Product to Her List



User Flow 2: Allison the Super Mom Sets a Price Alert

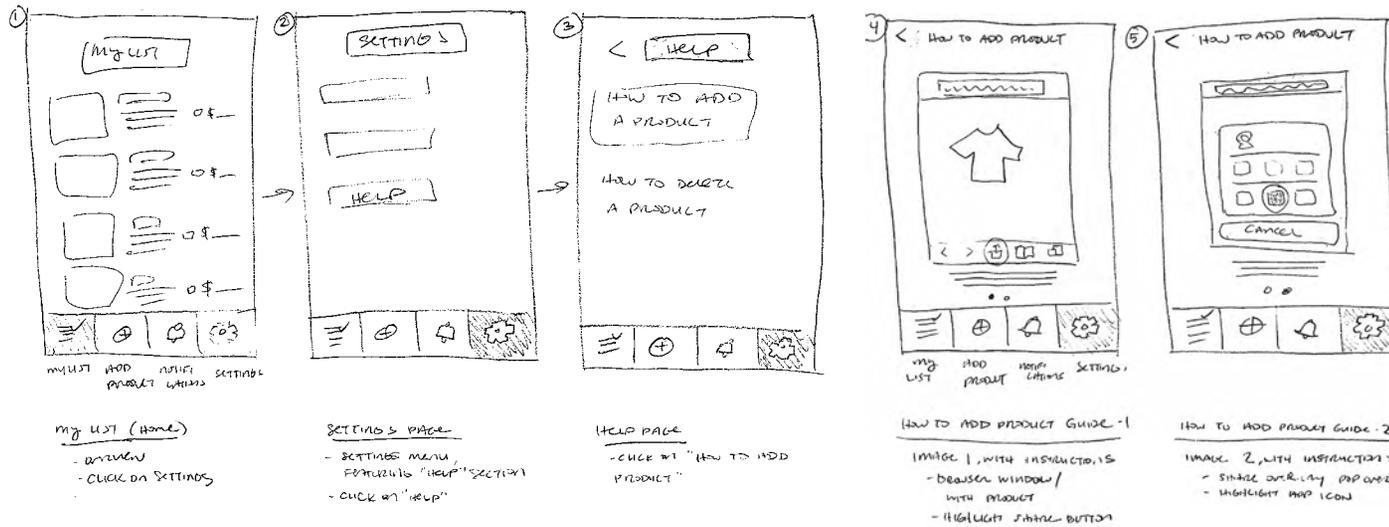


User Flow 2: Allison the Super Mom Deletes a Product from Her List

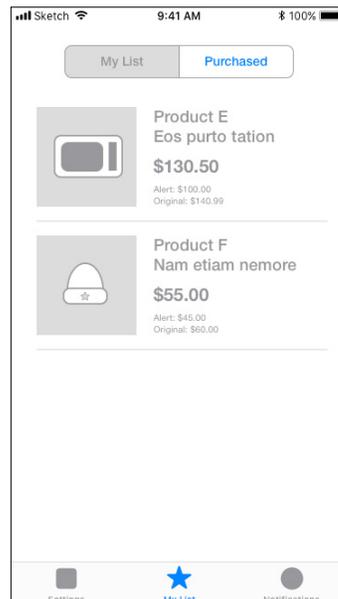
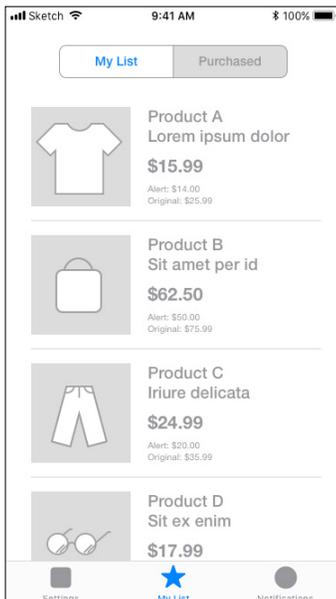
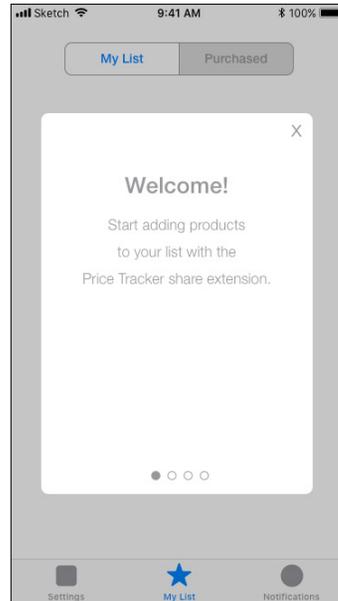


Sketches

User Flow 3: Fred the Flipper Needs to Learn How to Add a Product



Wireframes



The next step in the design phase was wireframing. Digitizing screen drawings with Sketch made me more empathetic to the user; I was implementing what they would see. I referred to the user flows, sketches, and user stories to ensure all actions and corresponding visuals and screens were accounted for.

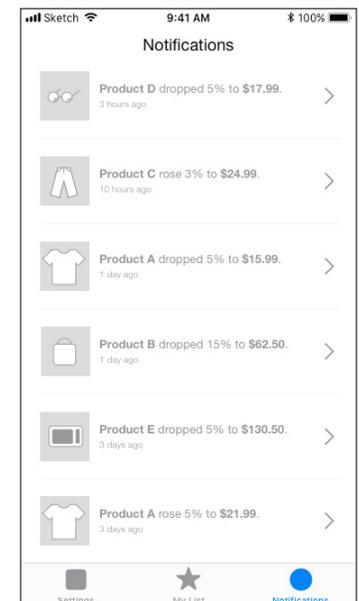
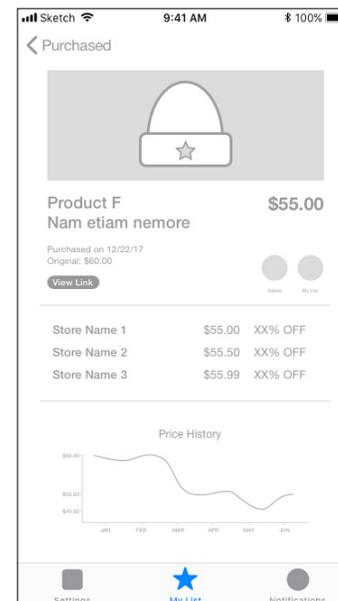
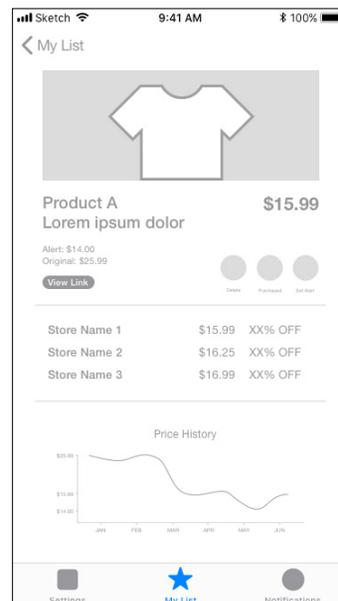
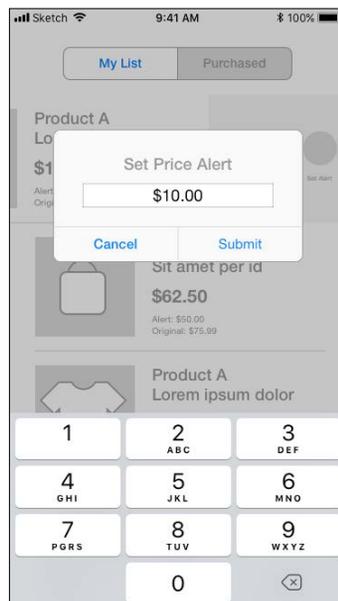
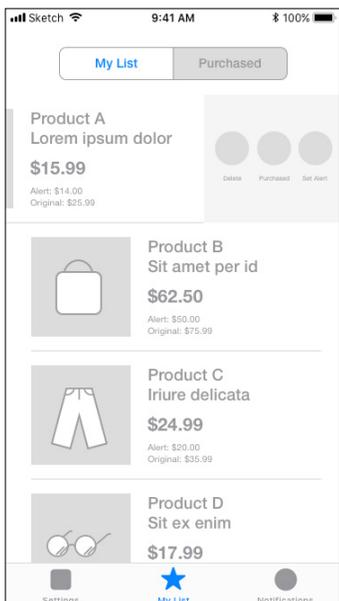
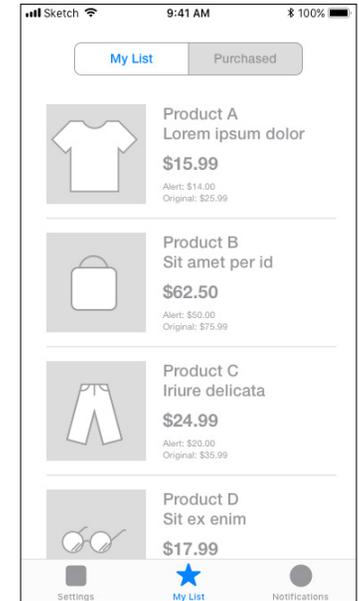
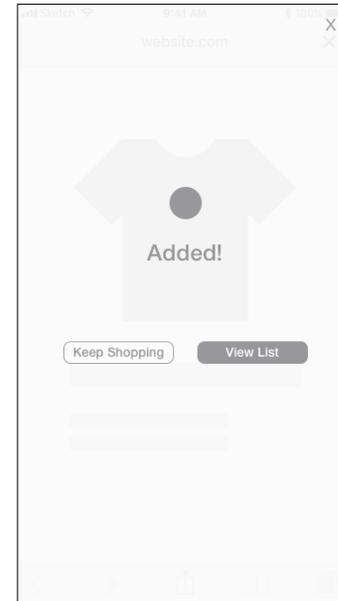
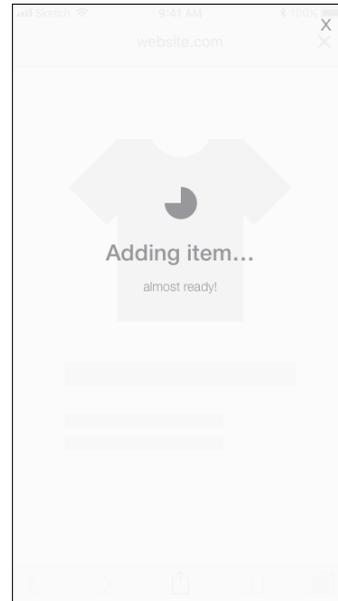
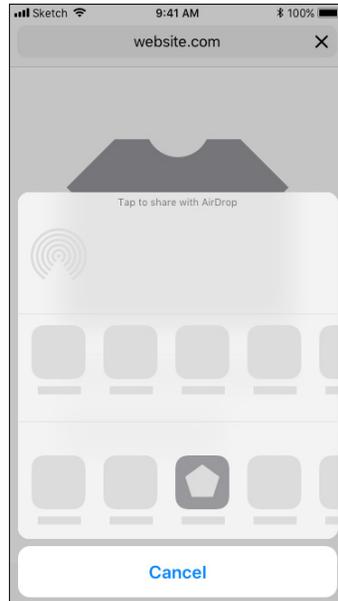
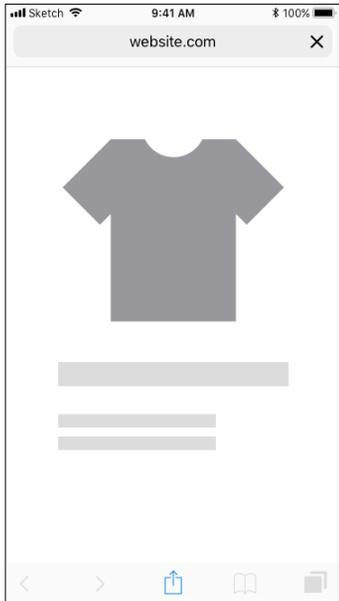
Because drawing was much quicker with Sketch, I was able to test different layouts and elements. This led to adding or deleting items from my original sketches in order to streamline the app. Changes included adding a "Purchased" tab and deleting the "Add Product" button.

This stage was also the start of incorporating visual design. I had to pay attention to the details for typography hierarchy to ensure the primary information was seen first.

I focused on presenting the app content effectively, so it would be useful and not confusing to the user. Wireframing helped fine tune my sketches and app idea, and vet through user flows to assure the user will have a good experience with the app.

[Link](#) | Full Set of Prezzo Wireframes with User Flows

Wireframes



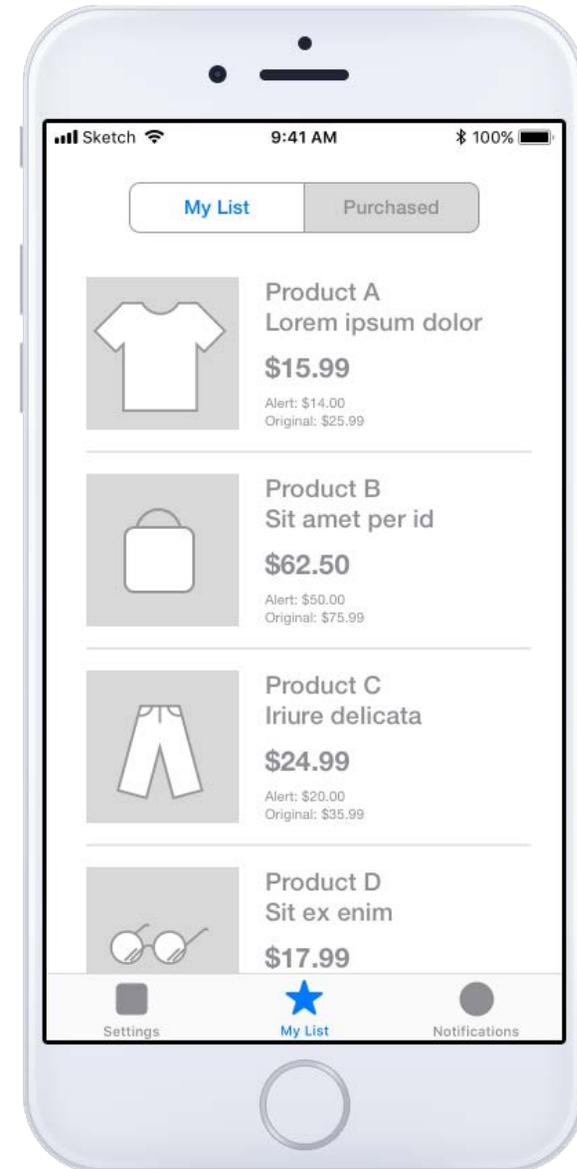
Prototyping

After drawing wireframes, I used InVision to build a prototype for testing. Adding interactions to the wireframes revealed the true functionality and connectivity of the screen elements.

Because the wireframes are static, not all effects of the interactions were visually accounted for. While connecting the screens, it became clear there was a disconnect for some screens: they were either not linked to a corresponding screen or a screen was not available. I made adjustments by adding missing screens to ensure the content and visual elements were consistent for testing complete flows.

During my testing trial, I felt my wireframe mockup content was too visually generic, which could cause confusion for user testing. To help the tester focus more on the task, I included product drawings and distinguished my product naming (e.g. from “Product A Line1, Product A Line2” to “Product A Lorem ipsum dolor”). That way, the products could be easily, visually identified for the tasks.

[Link](#) | Prezzo Prototype



Usability Testing

With the Prezzo prototype ready in InVision, I embarked on the usability testing stage. The goal of the test was to learn:

- How the users interact with the app
- If the app features were usable
- If the user flows were cohesive
- What improvements could be made for a better experience

I developed a test script and test plan to hold in-person and remote sessions. A total of 5 testers each participated in 20 minute sessions to test and evaluate the prototype. I used Zoom to record the screen and audio during the sessions, which were performed on a laptop, so I could refer back to the recordings for post-test analysis.

[Link](#) | Moderator Test Script

Usability Testing: Participant Task List

During testing, participants were asked to complete the following tasks.

Task 1 | Learn How to Add a Product

- Please launch the app, familiarize yourself with the first screen.
- When you are ready, review the instructional guide.
- Take a couple minutes to tell me what you think the app is about and what you can do with the app.

Task 2 | Add a Product to Your List

- Now that you have viewed the guide (and assuming you want to start your list), add a product to your list. Please walk me through your process of adding the product.
- What do you see after you added the product?

Task 3 | Learn About the Product Page

- Find out more information about the product you just added. What do you see?
- How much is the product now, and how much was it originally?
- How do you know if the product is currently at a good purchase price?

Task 4 | Set a Price Alert

- Now that you are on the Product A page, set a price alert for \$10.00. Please walk me through your process.
- How do you know a price alert was set successfully?

Task 5 | Move a Product to Your “Purchased” List

- Please return to your list. You just purchased Product A.
- Move Product A to your “Purchased” list. Please walk me through your process.

Task 6 | Learn About the “Purchased” List

- Now that you are on your “Purchased” list, tell me what you see and what do you think about this section.

Task 7 | Add Another Product to Your List

- You decide to add another product to your list. What do you do?

Analysis

User testing provided valuable insights on what worked in the prototype and what could be improved.

Interactions

Through the test sessions, I saw what interactions flowed smoothly and which ones needed improvement. The instructional guide proved useful to participants. After viewing the guide, they successfully added a product to their list, and for the last task, recalled the steps, without the prompt of an “add product” button. This validated my decision to omit the “add product” button. The guide also introduced the share button and extension to a couple testers who were unfamiliar with it.

Setting a price alert from the product page (Task 4) was the most confusing task for participants. The product action buttons text was too small and lacked visual icons, making it difficult for testers to recognize / distinguish the set alert button. However, once testers completed Task 4 and realized the set of circles were action buttons, they completed the task of marking the product as purchased (Task 5) with ease. For the next iteration, I plan to redesign the product action buttons with larger text and position them with a more prominent presence on the product page.

User Interface

Some results validated or invalidated UI/visual decisions I made between the wireframing and prototyping stage. I learned users identified images, not text, as buttons. Initially, I made only the product name as the link to the individual product page. A last minute decision resulted in making the image a link as well. The participants’ actions confirmed this was the right decision, because no one clicked on the product name to go to the product page.

The hidden menu with “set alert / purchase / delete” buttons in the prototype was not obvious to the participants due to lack of a visual indicator. One person suggested including a hidden menu so users can easily perform the action without going to another page. This backs my decision to include a hidden menu; but to improve on it, I will include a visual cue in the next iteration.

One participant was initially confused about which price was the current or alert price, due to the location of the prices on the product page, and to monotone color scheme. I plan to improve text layout and typography hierarchy on the product page for better readability.

Analysis

Feedback

After testing, participants gave their thoughts on the app. All participants responded favorably to the price history graph and store comparisons. They felt the data would help them in their purchasing decision. Testers also thought it was easy to add the product using the share extension. One said she appreciated receiving a visual confirmation for adding a product.

I also received a few improvement ideas and desired features from the testers:

- Organize the Purchased list to see the most recent purchases at the top of the list.
- In the Purchased list, add an alert price line, so users can see if the product was purchased at that price.
- Find a way to indicate and track recurring purchases, so that the prices will still be tracked (assuming that items in the Purchased list are no longer tracked).
- Add the ability to sort purchases by date

I plan to incorporate the first two items in the next iteration of the prototype. The last two items will need further research and development prior to implementing.

Visual Design: Style Guide

COLORS

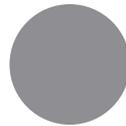
The Prezzo app uses a minimal color palette, with coral as the primary color. This color combination of red and orange evokes energy, capturing the excitement of getting a deal, and call-to-action, a reminder to set the alert, in order to be notified of price drops. This light, warm hue is also associated with happiness, expressing how a person can feel when scoring a great deal. Black and dark grey are used throughout the text for readability, and the light grey and white serves as a neutral background.



HEX: FF565C
RGB: 25/86/92



HEX: 33BBA9
RGB: 52/188/170



HEX: 8E8E93
RGB: 142/142/147



HEX: F9FAFC
RGB: 249/250/252



HEX: FFFFFFFF
RGB: 255/255/255

BUTTONS AND ICONS*

Yes, Launch Browser!

View List

Launch Browser

No, Exit Guide.

Keep Shopping

 Set Alert

 Purchased

 Delete

 View Link



Settings



My List



Notifications

TYPOGRAPHY

Muli is a san serif font that enhances the minimal look and feel of Prezzo. The font comes in a variety of weights, aiding in text readability and legibility on this mobile app. Originally designed as a display font, Muli suits the informational content in Prezzo.

Muli

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

CURRENT PRICE (individual pages)

Muli Bold 20px

PAGE TITLE / CURRENT PRICE (My List)

Muli Semibold 18px

PRODUCT TITLE (individual pages)

Muli Regular 18px

BUTTON TEXT

Muli Semibold 14px

PRODUCT NAME (My List) / STORE COMPARISONS

Muli Regular 14px

NAVIGATION BUTTON TEXT

Muli Semibold 10px

PRICING / GRAPH TITLE

Muli Light 10px

STORE COMPARISONS PERCENTAGE

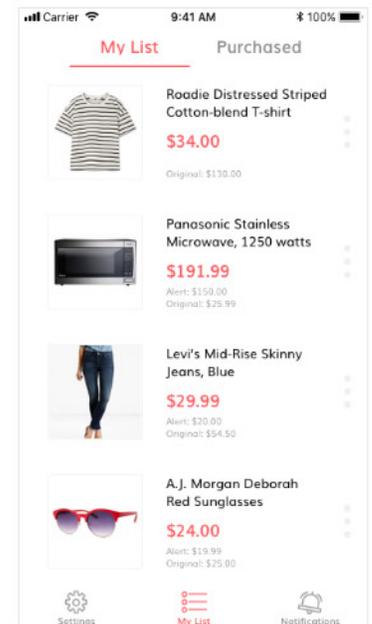
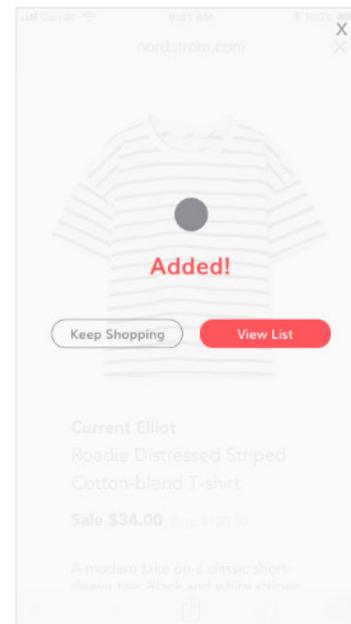
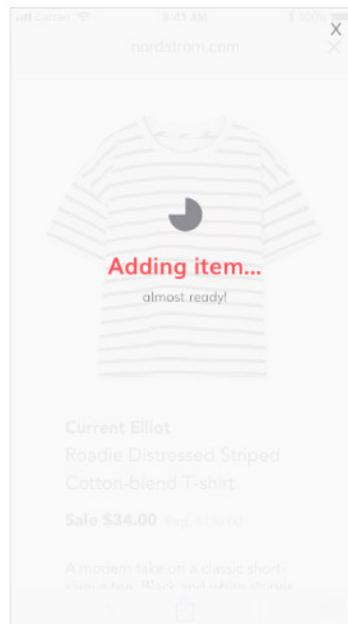
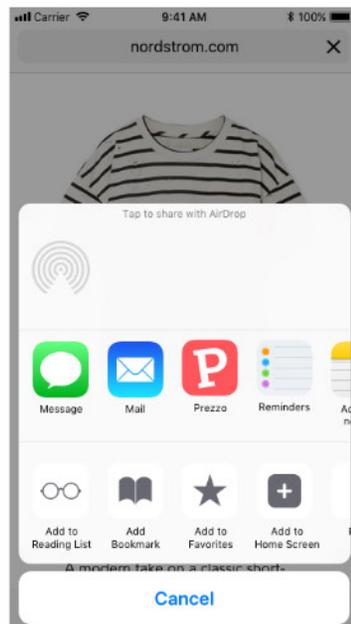
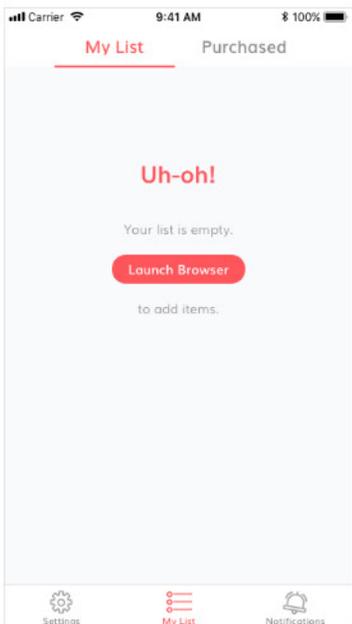
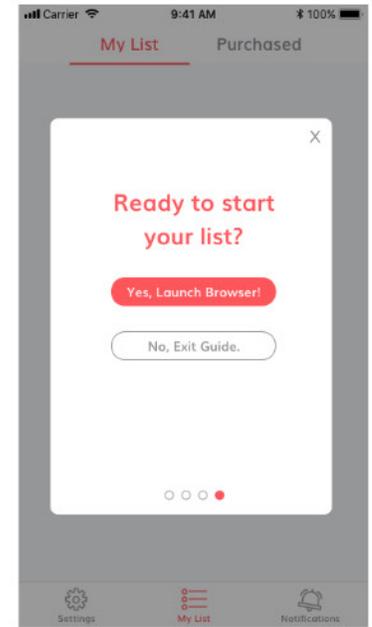
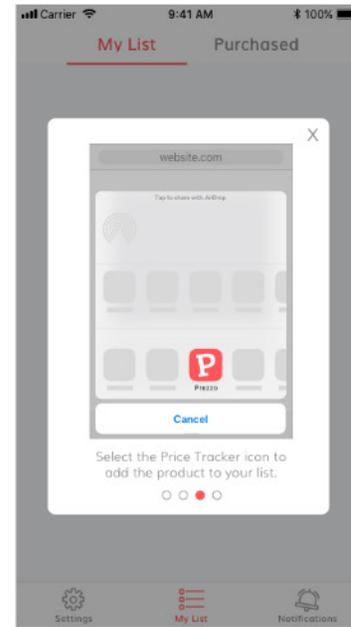
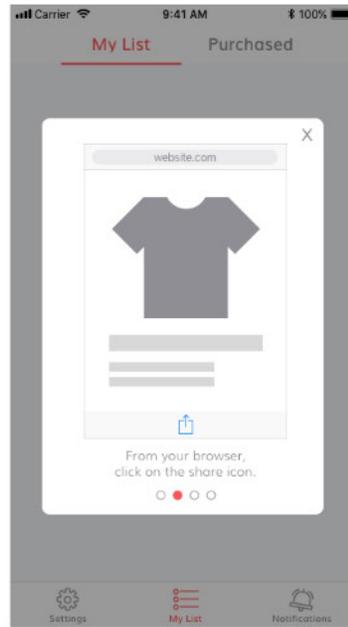
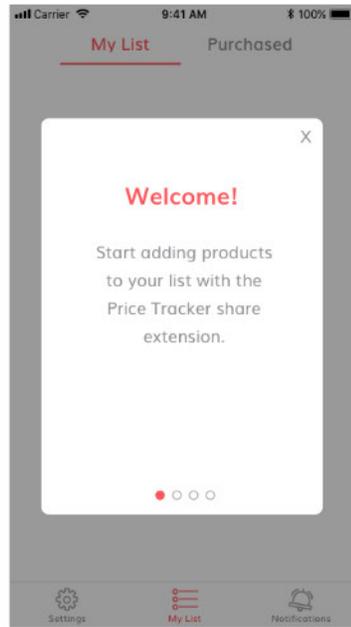
Muli Light 9px

GRAPH TEXT

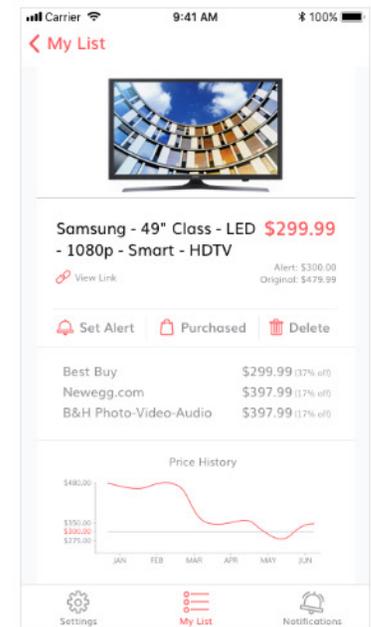
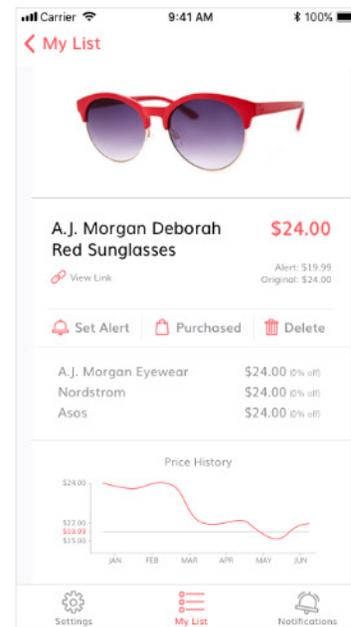
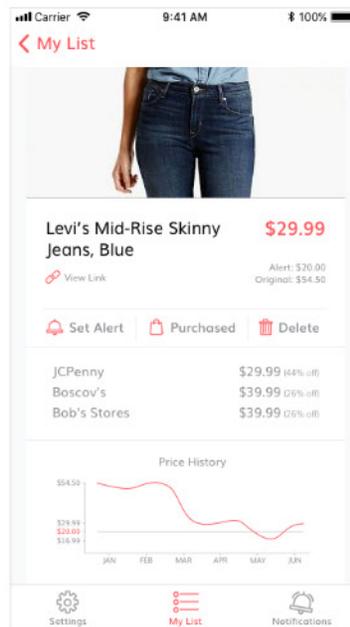
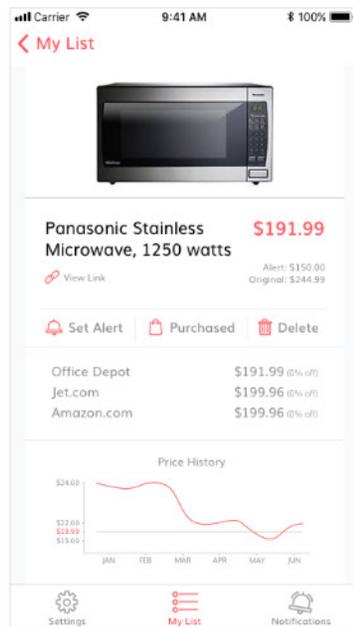
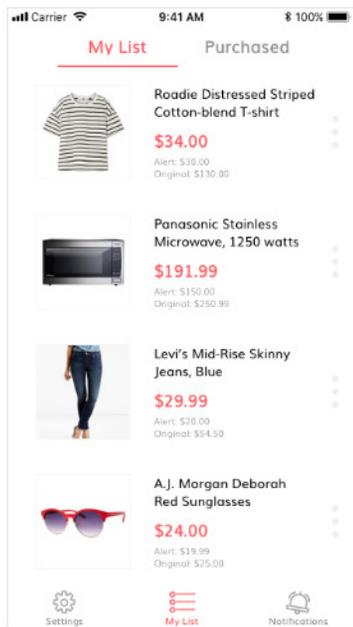
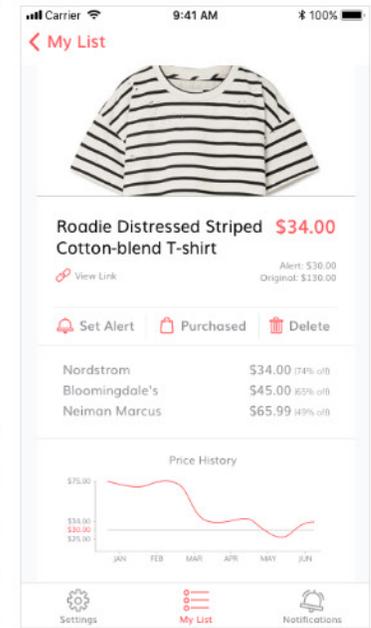
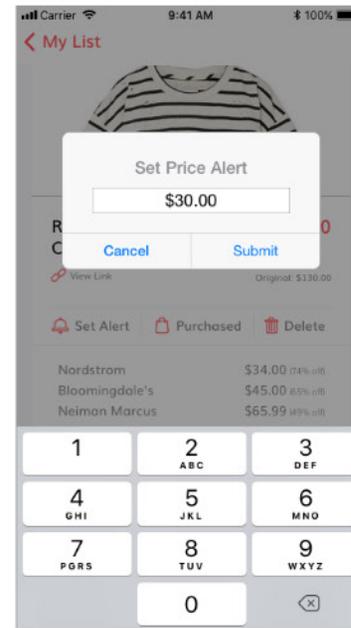
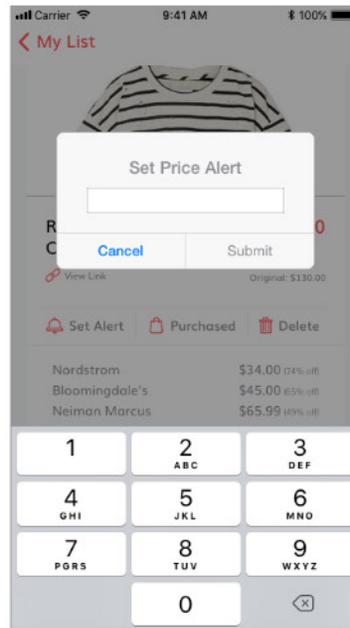
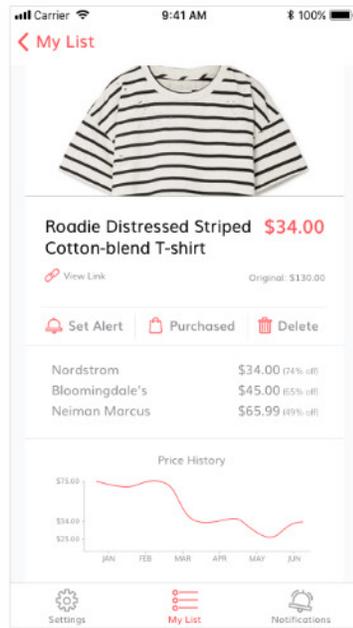
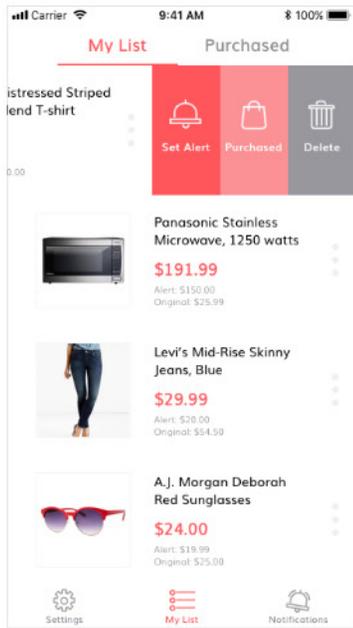
Muli Regular 8px

* Icons from flaticon.com: Gregor Cresnar, Smashicons, Freepik, PuppetScientists

REFINE
Visual Design



Visual Design



Visual Design

