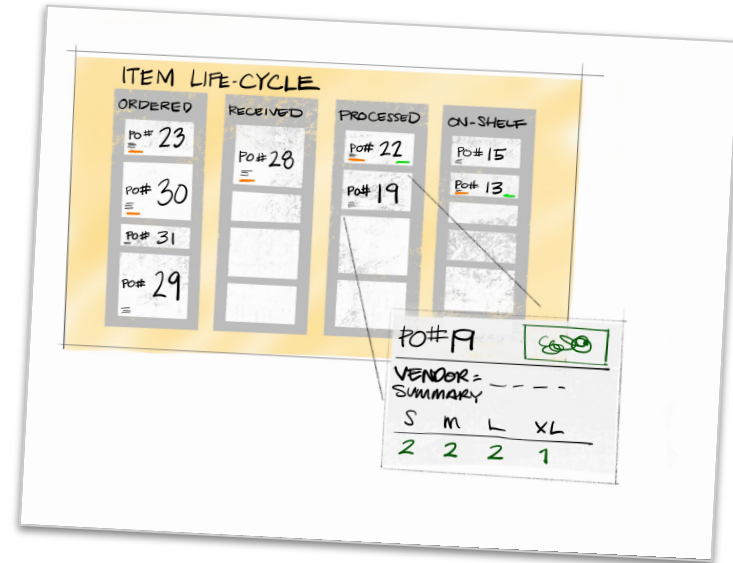Project Dart
Assignment: P4
Prototype & Evaluation
12.01.18

Background

We used a case study of a book seller who loves the bookstore, but making it work means having a second job. Their time was spent in the drudgery of receiving and re-ordering, with no time for inventory and most importantly, focusing on customers.

We sought to create simple real time control to easily build the business and nourish the community of books.
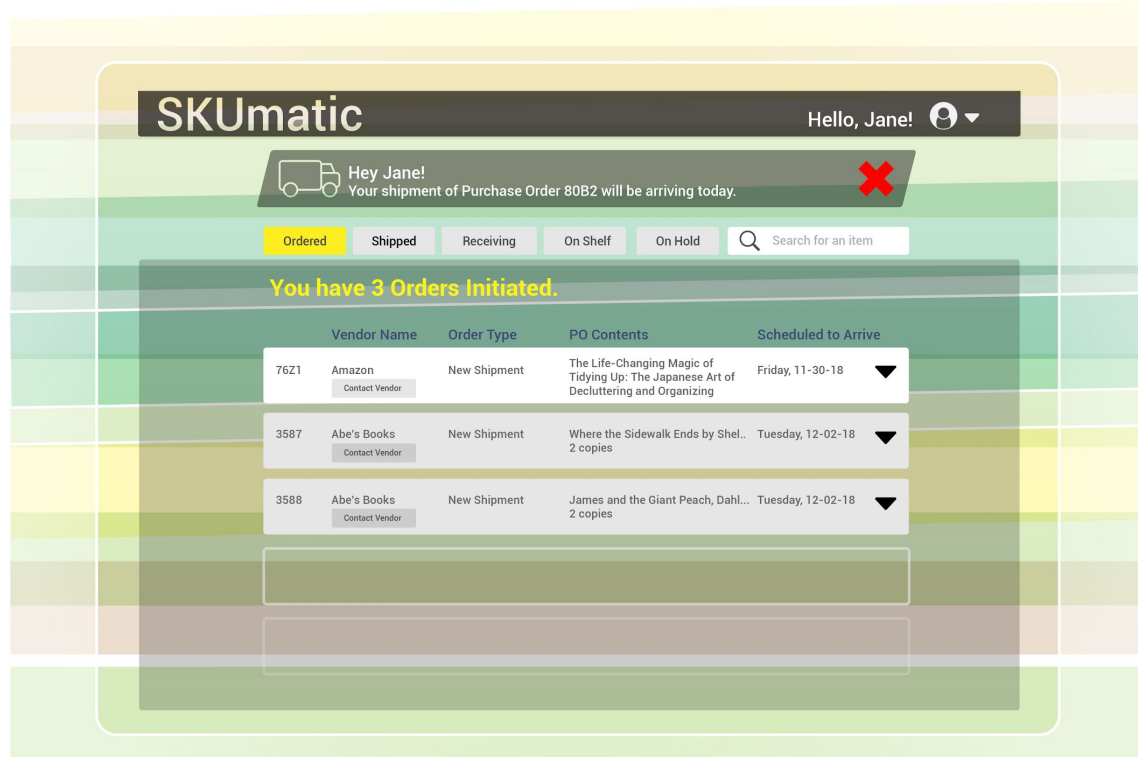

Concept sketch of the solution

Visual Design: Skin Interface Concept

Our focus was building a robust working prototype for testing. However, a user could imagine this 'look and feel' applied to every screen and function.

Tasks

Please visit: [SKUmatic Prototype V0.1] …and try these tasks:

1. A customer ordered "Where the Sidewalk Ends" by Shel Silverstein. Find out the status of this book, and determine when the customer can pick it up.

2.1 A new shipment for purchase order (PO) 80B2 arrived today. Process it from receiving to shelving. [Note: The weight of the box matches].

2.2 When participant completes weight screen, tell them: You have a customer who needs to ask a question. Pause receiving and return to inventory. The question is: Where is the bathroom.

2.3 Resume Task 2. One book is damaged.

3. Locate the customer hold on Food Lab by J. Kenji López-Alt. Add a reminder. Then Save & Close.

Why did we choose Axure as our prototyping method?

- **Enabled us to work quickly**
    - Drag-in components
    - Easy UI styling capability
    - Lower learning curve than other tools

- **Interactivity built-in**
    - Linking pages with component-based hotspots
    - Currently we didn't need anything complex interaction-wise

- **Great for sharing with users**
    - Produces a web URL for easy access to prototype

How does this prototype answer our design question?

"How might we help niche retailers reduce the tedium and manual labor involved in receiving shipments, ordering restock, and viewing the dollar value of their inventory so that they can focus on 1:1 customer interactions to grow their business?"

Our prototype answers our design question by:

1. Streamlining the ordering, tracking, receiving and re-ordering shipments to free time for customer interactions.

2. Allowing users to easily report discrepancies in shipments, users stay accountable for inventory accuracy.

3. Providing visibility into the lifecycle of inventory items, users better serve their customers through reorders and customer holds and can focus on growing the business.

How does this prototype support user testing?

Axure enabled us to build out the main task flows we wanted to test (locating Purchase Orders, receiving shipments, and setting a customer hold) as well as some peripheral functions for increased realism of the tool.

The web-based output of Axure made it easy to share with users for testing.

Summary of results:
- On contact vendor - damages screen, user was not sure what the item # box was for.
  - Add better labeling for this box.
- On "Hold on" Screen, it is not clear how to add details.
  - Possible improvement: Add edit buttons
- User was nervous to pause receiving because they thought "back to inventory" would cancel process.
  - Change to "Pause receiving & go back to inventory" or similar.
- General Suggestions:
  - On hold reminders, add customizations about when and how they are reminded. (email, text, etc.) OR change label for the setting to "Text reminders"
  - On hold reminders, do not need separate buttons, just "Save and close" one button. Then show success message and go back to hold screen.
- It was not clear that labels would be updated after damage report submitted.
  - Make it more clear that it's ok to proceed, labels will be updated accordingly.
  - Need to add a clearer success message.
- User took a long time finding "Where the sidewalk ends" on shipping tab.
  - Perhaps rethink organization of this tab to emphasize titles?
- "Shipping" Tab - user did not know whether it meant shipped from store or shipped to store.
  - Perhaps we could change this to "incoming"?
- "I don't think I would use the ordered tab as much as "shipped". For me knowing when something is due to arrive is more pressing than when I ordered something. I do like that I can contact the vendor. That's something we used to do often if things were delayed."
- Margaret was able to successfully locate a customer hold. "will it notify me when a hold is expired?"
- User asked for more guidance on switching between on shelf and customer hold. "I don't know where to look to find the item to put on hold."
- User was pleased with the experience of viewing shipped status. "this would have been helpful to see which vendor set was coming when"

Design Changes (to be implemented)

List of changes you made to your prototype design as a result of your user testing (to be implemented next week):

Major Design Changes:
- Add notifications for hold expirations
- Many users were confused between the "on hold" and "on shelf" tabs. We should rethink this design for the next round.
- Rethink organization of the book information on the tabs to emphasize titles. That way users can easily and quickly locate.

Minor Design Changes:
- Add clearer "success" messaging.
- Remove extraneous button-pressing
- Add better labeling for "quantity" on contact vendor - damages tab.
- Change the title of shipping tab to "incoming" to remove ambiguity of whether items were being shipped TO or FROM store.
- Add edit buttons to "on hold" tab so users know that it is editable and where to click.
- In Receiving Flow, change "back to inventory" to "Pause receiving & go back to inventory" or similar so that user is reassured that if they pause the process, it will be saved.
- On hold reminders, add customizations about when and how they are reminded. (email, text, etc.) OR change label for the setting to "Text reminders"
- On hold reminders, do not need separate buttons, just "Save and close" one button. Then show success message and go back to hold screen.
- It was not clear that labels would be updated after damage report was submitted. Make it more clear that it's ok to proceed, labels will be updated accordingly.