

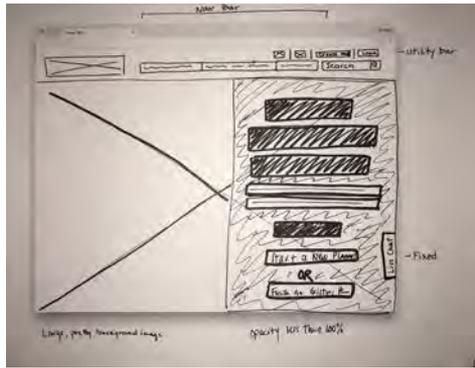


PREPARED BY  
BRITTANY BELLANCA

# USER EXPERIENCE THEORY

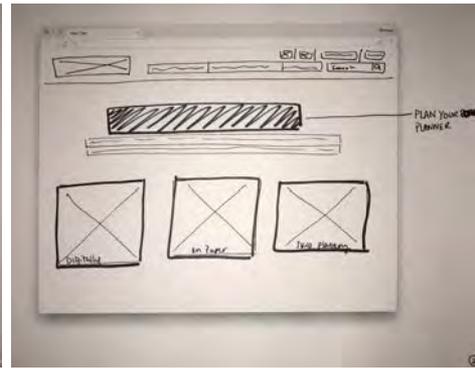
# RAPID PROTOTYPING

# LOW FIDELITY SKETCHES



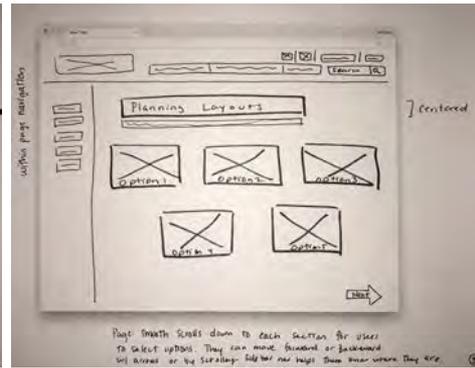
Homepage

User clicks on "Start a New Planner" to begin building a new planner.



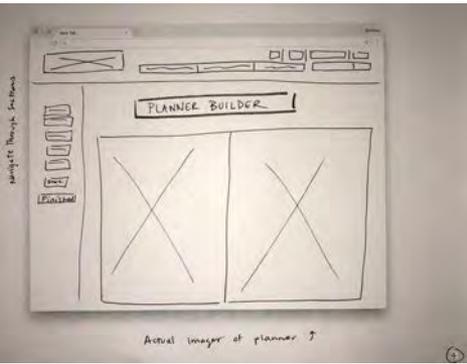
Plan Your Planner

User can choose with method they'd like: digitally plan, print & plan on paper, or skip planning.



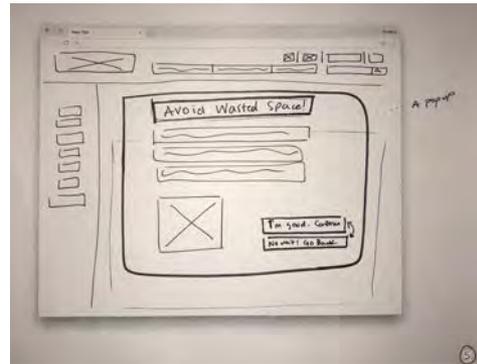
Select Options

User goes through a short series of scrolling screens to confirm or select options they'd like in planner.



Planner Builder

User arranges and designs planner to their liking. They can use the sidebar to help navigate.



Avoid Wasted Space Prompt

Once finished, user is prompted to reflect on the purpose of each page. When ready, they continue.



Checkout

User follows scrolling screens to complete checkout information.



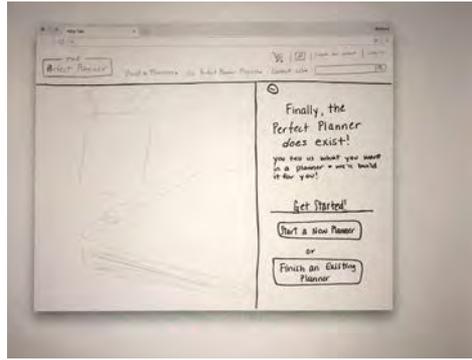
Confirmation

User receives confirmation that they completed the purchase. They can also share or join reward club.

# PAPER PROTOTYPE #1

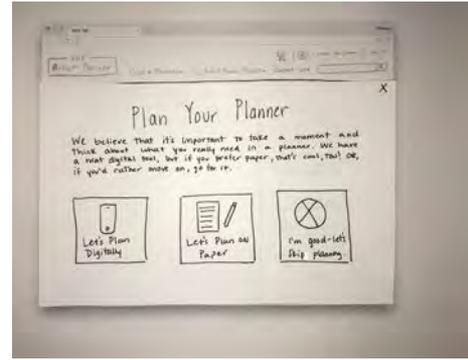
# HIGH FIDELITY SKETCHES

[Link to Video →](#)



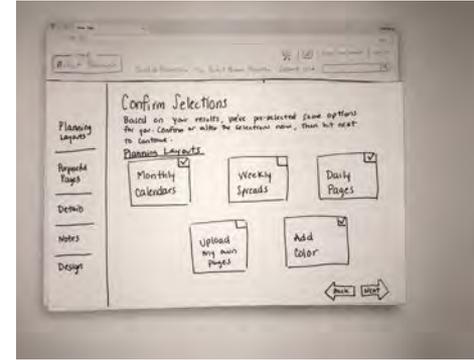
Homepage

User clicks on "Start a New Planner" to begin building a new planner.



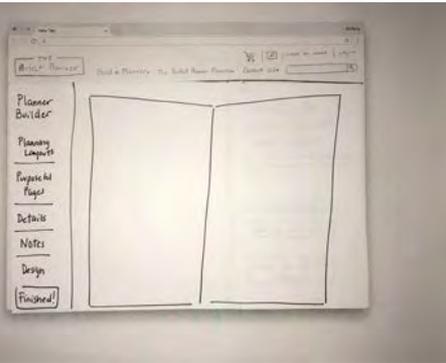
Plan Your Planner

User can choose with method they'd like: digitally plan, print & plan on paper, or skip planning.



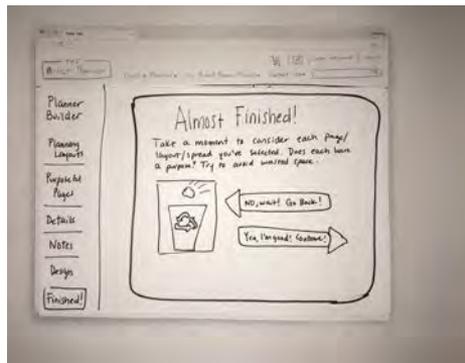
Select Options

User goes through a short series of scrolling screens to confirm or select options they'd like in planner.



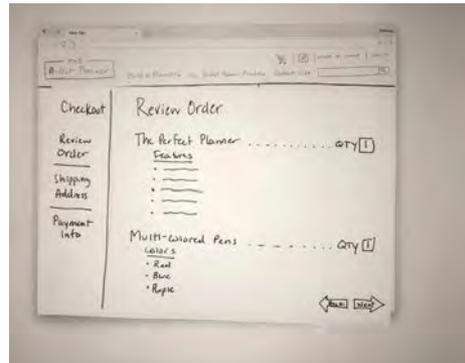
Planner Builder

User arranges and designs planner to their liking. They can use the sidebar to help navigate.



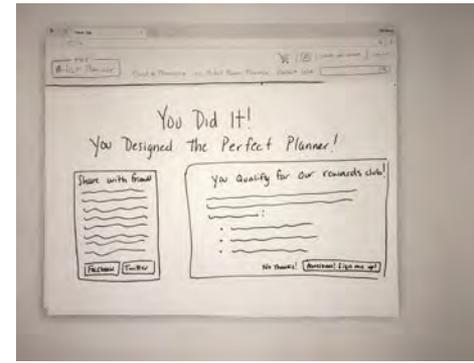
Avoid Wasted Space Prompt

Once finished, user is prompted to reflect on the purpose of each page. When ready, they continue.



Checkout

User follows scrolling screens to complete checkout information.



Confirmation

User receives confirmation that they completed the purchase. They can also share or join reward club.

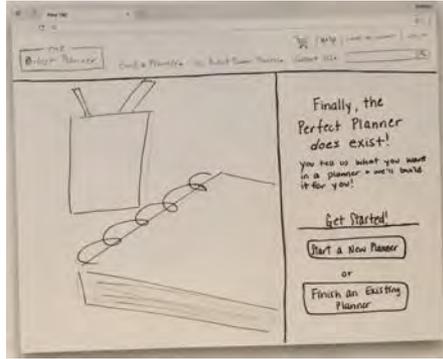
# USER FEEDBACK

- All users clicked on the “Start a New Planner” button on the actual landing page instead of in the navigation bar. One reported that “it felt more obvious here.”
- Another user reported that they’d like to see the buttons look more “buttony.”
  - **SOLUTION:** I think this refers to what the Google video on Material Design discussed; more “buttony” can be achieved with shadows and elevation.
- One user reported that some of the headings & details did not seem to make sense together.
  - **SOLUTION:** Edit wording to reflect mental models
- On the “Planner Builder” page, a user suggested that the “Finished” button should be in the same place as on other pages.
  - **SOLUTION:** Move the button to the bottom right side
- It is counterintuitive to see the phrase “Almost Finished” after clicking a button that says “Finished”
  - **SOLUTION:** Reword to say something like “Last Chance to Edit!”

# PAPER PROTOTYPE #2

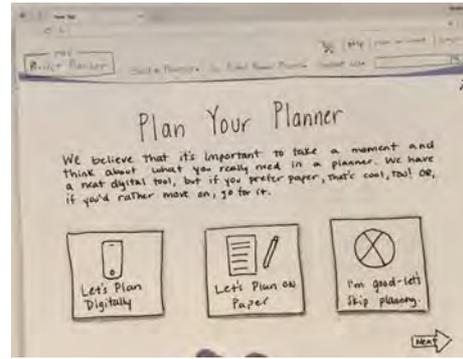
# HIGH FIDELITY SKETCHES

[Link to Video →](#)



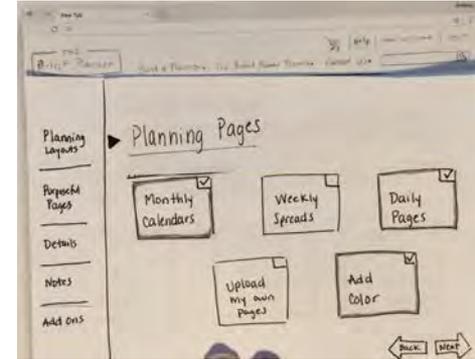
Homepage

User clicks on "Start a New Planner" to begin building a new planner.



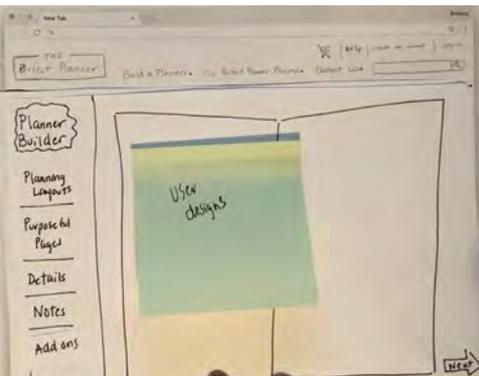
Plan Your Planner

User can choose with method they'd like: digitally plan, print & plan on paper, or skip planning.



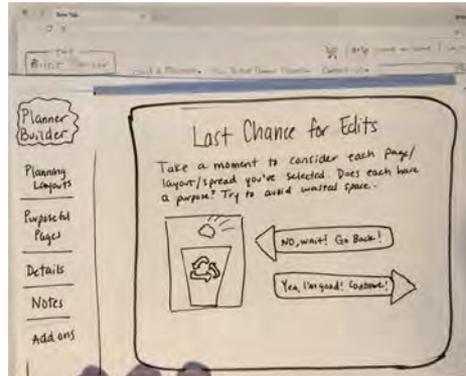
Select Options

User goes through a short series of scrolling screens to confirm or select options they'd like in planner.



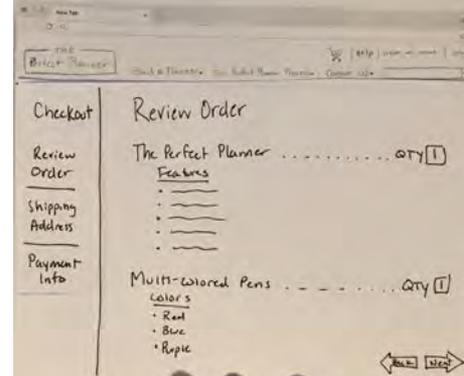
Planner Builder

User arranges and designs planner to their liking. They can use the sidebar to help navigate.



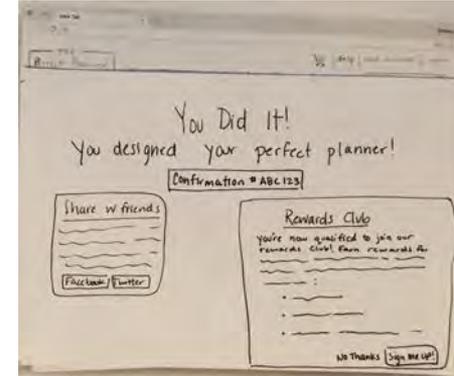
Last Chance for Edits Prompt

Once finished, user is prompted to reflect on the purpose of each page. When ready, they continue.



Checkout

User follows scrolling screens to complete checkout information.



Confirmation

User receives confirmation that they completed the purchase. They can also share or join reward club.

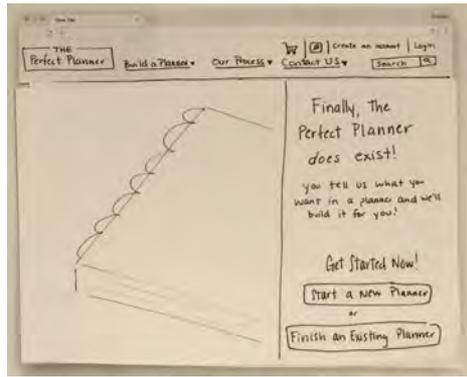
# USER FEEDBACK

- Users enjoyed the extra shadowing on the buttons, but noted that it didn't seem natural, even though I went for the combo shading as described in the Material Design guide.
  - **SOLUTION:** Alter shading so buttons look more natural
- Two users said that they would have liked to see the new black signifying arrows on the checkout section as well. They reported that they were missed because the planning section had them.
  - **SOLUTION:** Add black signifying arrows to the checkout section
- One user admitted that they couldn't tell if the pages were scrolling, sliding from the right, or just loading as new pages.
  - **SOLUTION:** Show scrolling in prototyping with "steps" to help user understand process
- One user reported that they felt the layout of the "Plan Your Planner" buttons felt off...some pages had two, three or four buttons across the rows.
  - **SOLUTION:** Aim to provide a consistent look across this section.

# PAPER PROTOTYPE #3

# HIGH FIDELITY SKETCHES

[Link to Video →](#)



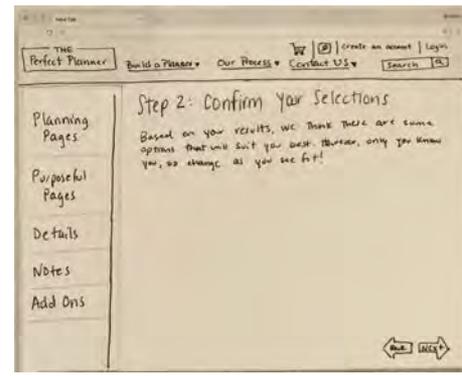
Homepage

User clicks on "Start a New Planner" to begin building a new planner.



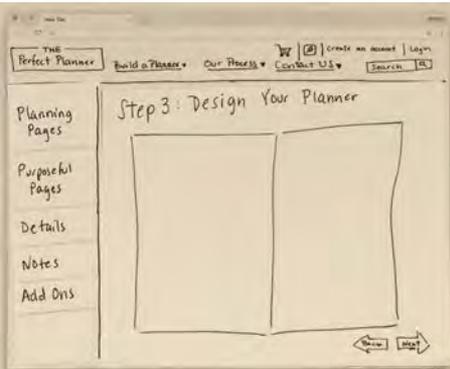
Plan Your Planner

User can choose with method they'd like: digitally plan, print & plan on paper, or skip planning.



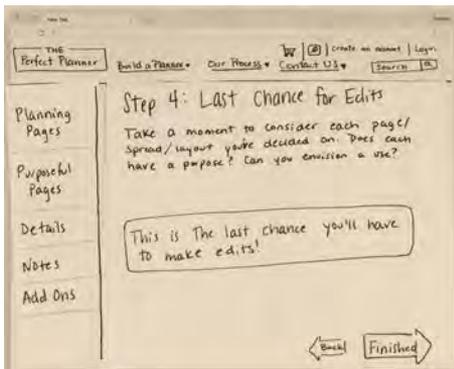
Confirm Options

User goes through a short series of scrolling screens to confirm or select options they'd like in planner.



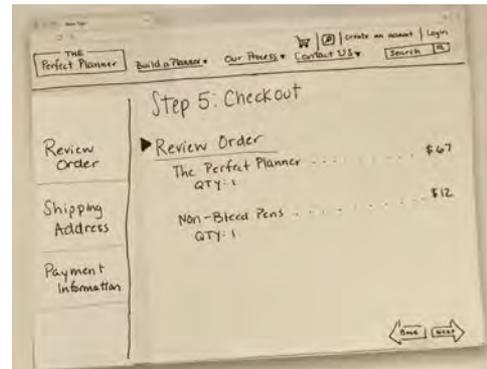
Planner Builder

User arranges and designs planner to their liking. They can use the sidebar to help navigate.



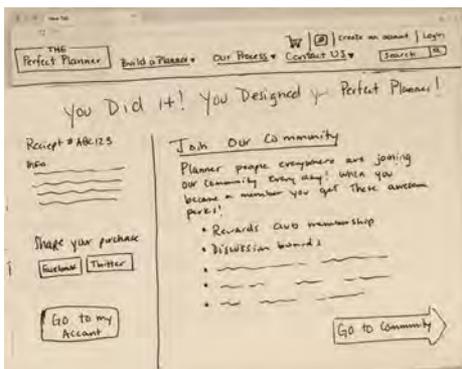
Last Chance for Edits Prompt

Once finished, user is prompted to reflect on the purpose of each page. When ready, they continue.



Checkout

User follows scrolling screens to complete checkout information.



Confirmation

User receives confirmation that they completed the purchase. They can also share or join reward club.

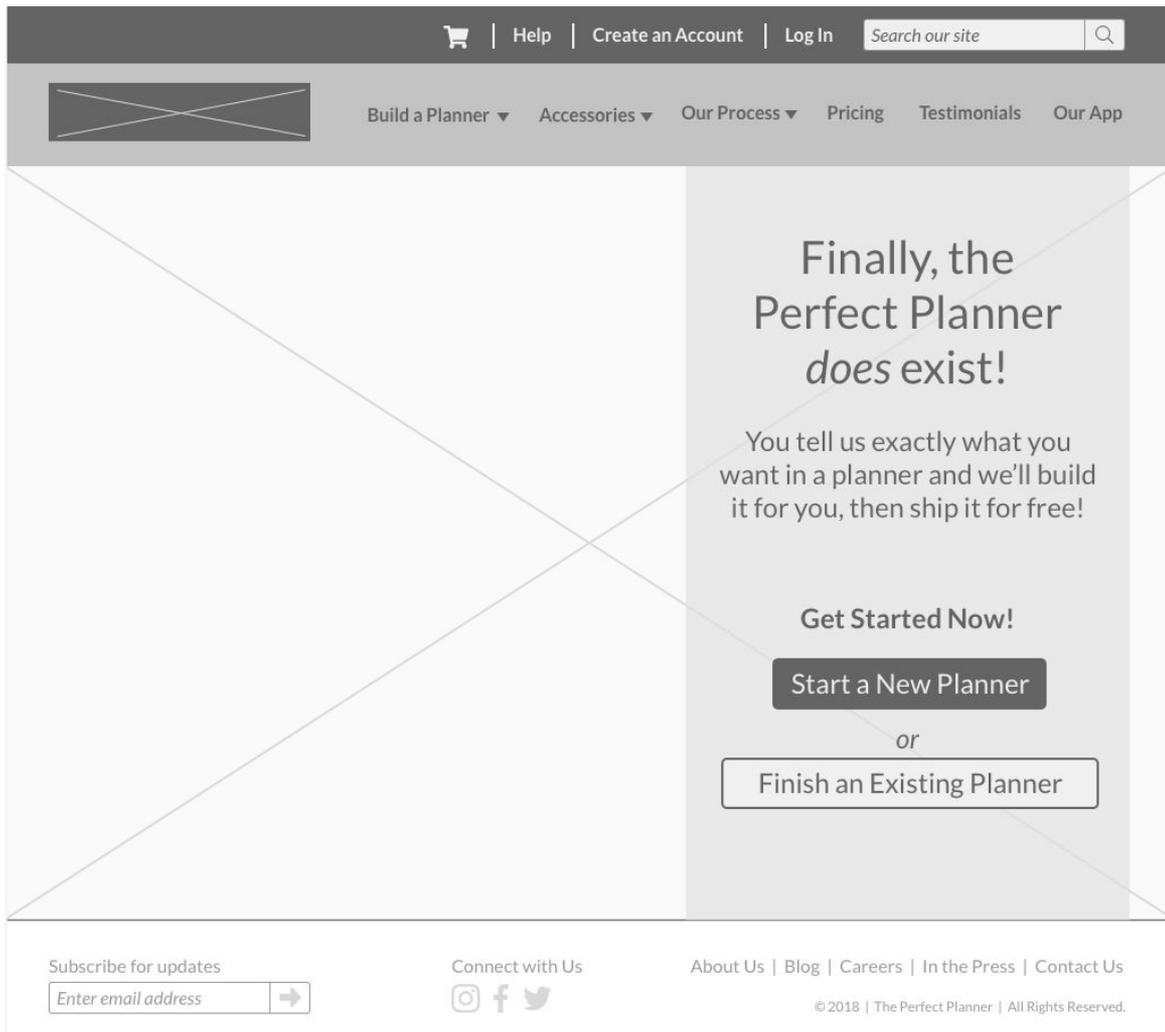
# MENTOR FEEDBACK

- Include some sort of progress bar with the number of steps. I see you have something on the side but it is not clear if that is going to be a progress bar and navigation.
  - **SOLUTION:** Added a progress bar on the top of the design
- Include what tools you might include here along with undo and redo controls. Can the users save their progress on the design?
  - **SOLUTION:** Add more user control options
- Can we provide an estimated delivery date?
  - **SOLUTION:** Yes! I've added that in
- Are there any opportunities to preview your finished planner?
  - **SOLUTION:** I love this idea and can add it in.

# WIREFRAMES

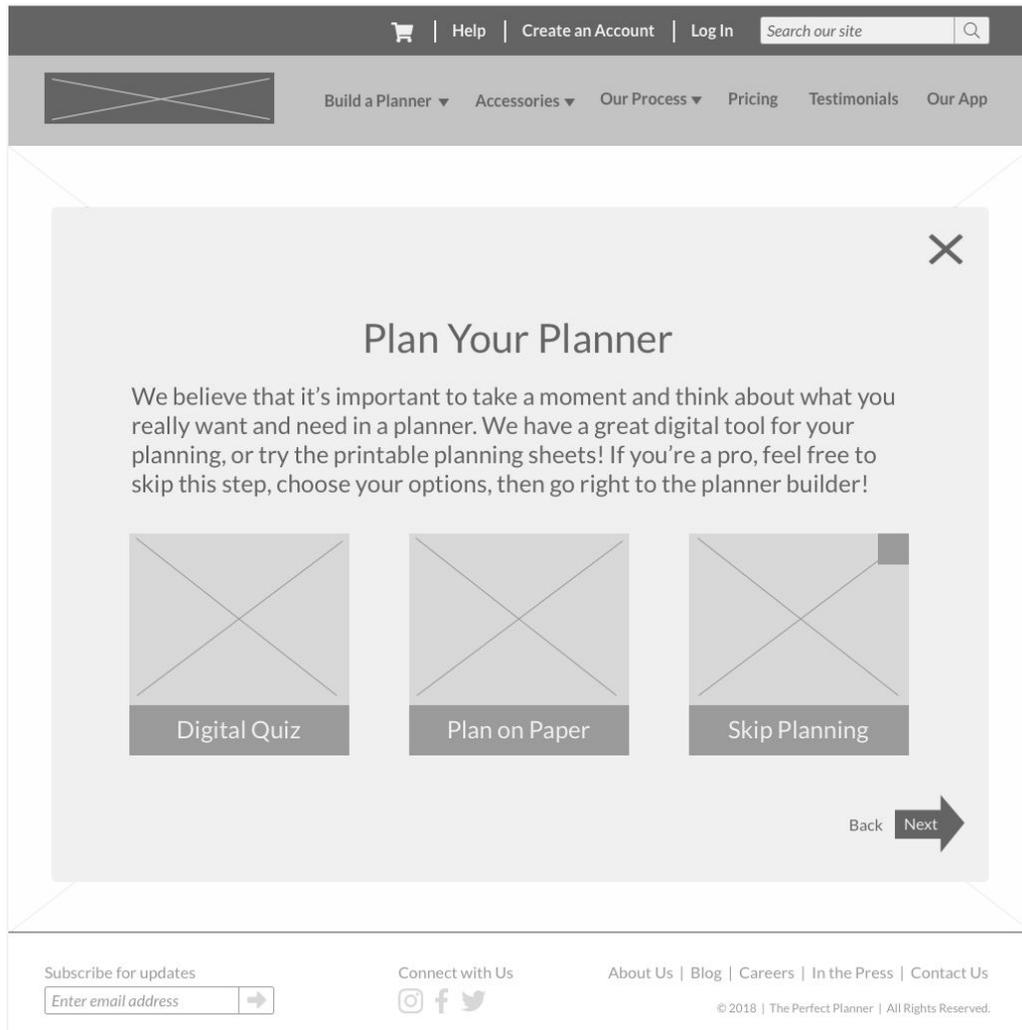
# HOMEPAGE WIREFRAME

Users have a variety of options, but will primarily use the “Start New Planner” button to begin their task of creating their planner.



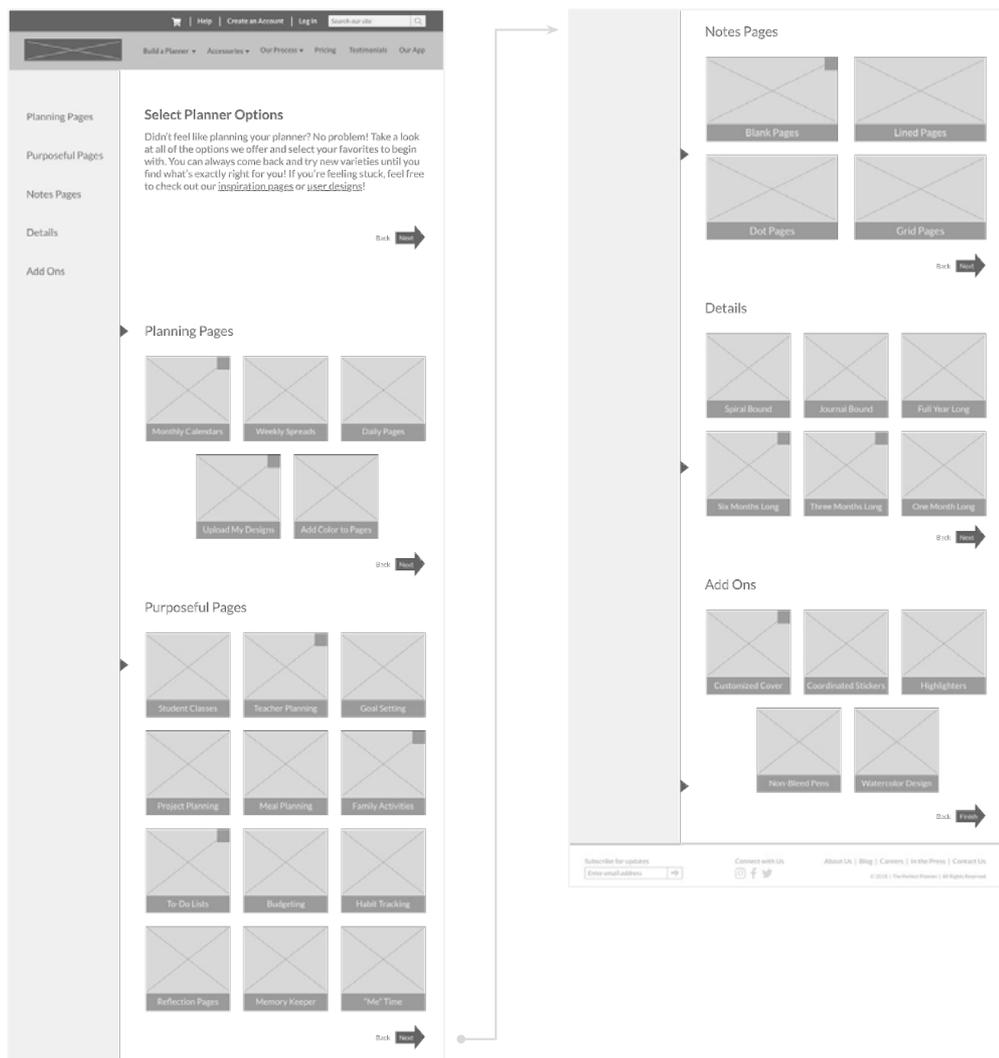
# PLAN YOUR PLANNER WIREFRAME

This modal pops up and users can select how they'd like to plan their planner. This is one of the "innovative" features of The Perfect Planner.



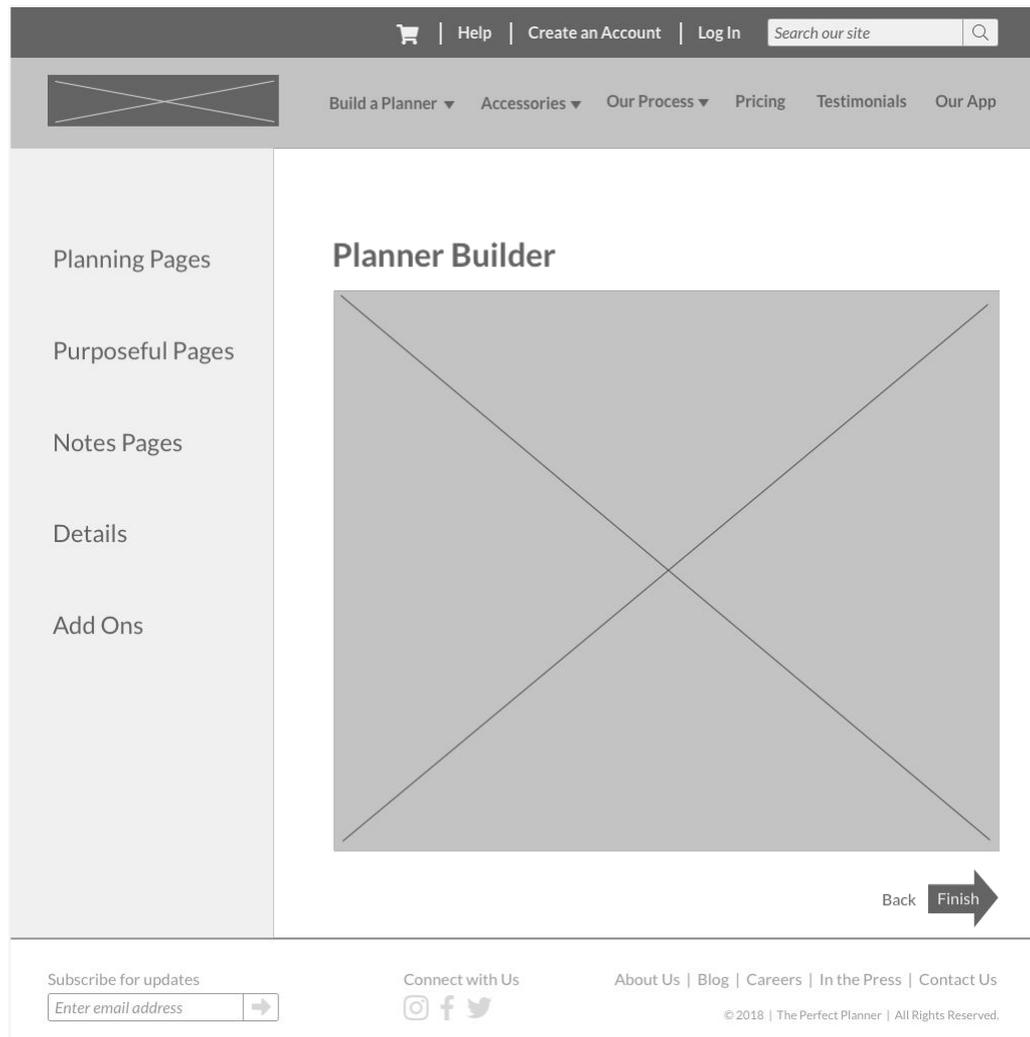
# SELECT OPTIONS WIREFFRAME

Users arrive at this page when they select skip planning or when they plan on paper. The page scrolls up with each click of the next button.



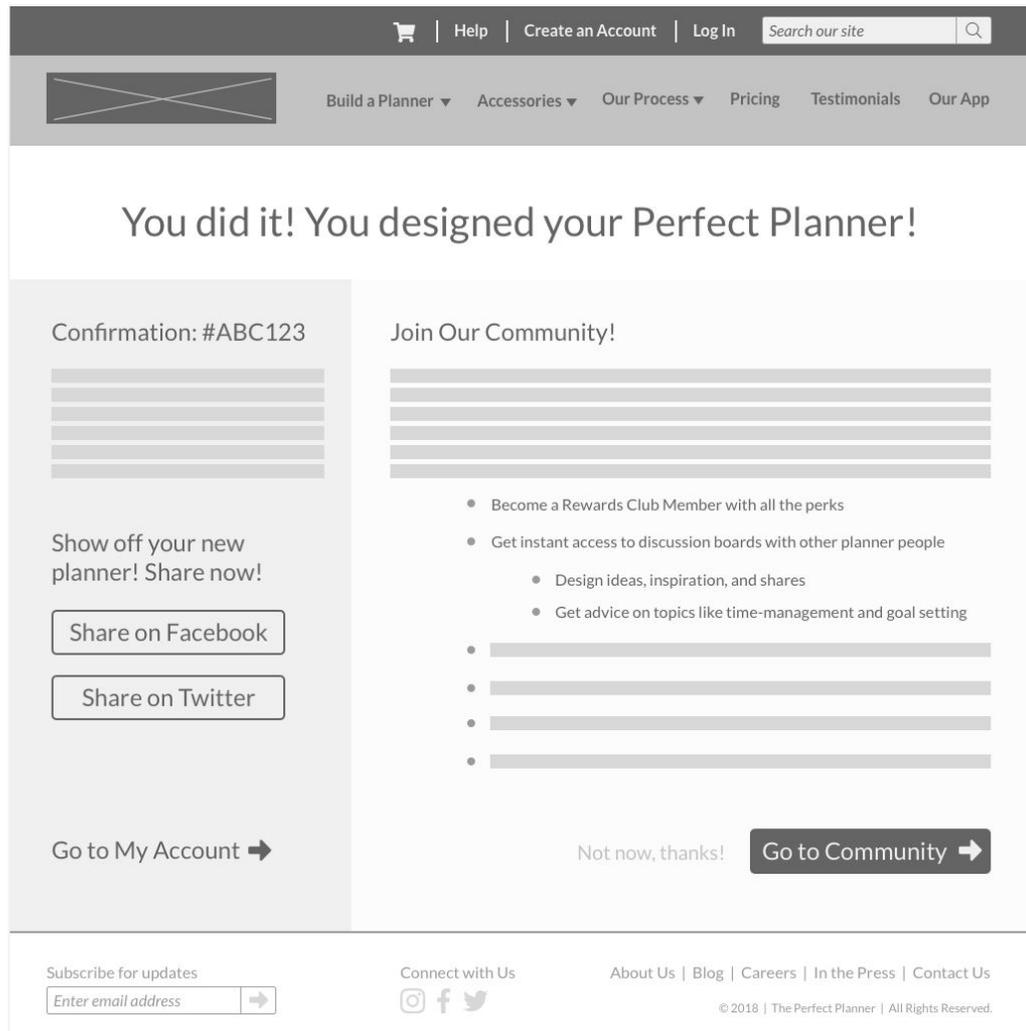
# PLANNER BUILDER WIREFRAME

This is where users can reach their **GOAL!** It is where they can completely customize their planner for exactly what they need. The sidebar navigation can be used to try out additional options and features.



# CONFIRMATION/ COMMUNITY WIREFRAME

On the order confirmation page, users have the opportunity to join the community of planner people! Once they make one purchase, they can always access the community from their “My Account” screen.



# MENTOR FEEDBACK

- Make the main CTA on the homepage the same size as the Finish Existing CTA. Otherwise, the visual hierarchy is given to the secondary CTA. This homepage could have more content on it to help explain your value. The app is huge and there should be a section dedicated to it under the main hero.
  - **SOLUTION:** Love these ideas! I'll update to incorporate them.
- Does the user have to click "next" once they have clicked on something each time? If so, that needs to be more obvious. If not, what is the point of the next button? Also, do you plan on using a progress bar?
  - **SOLUTION:** Users may want to select multiple entries before moving on to the next screen which is why they should click Next. I thought the side progress bar was sufficient, but I'll revisit it.
- I like your idea about getting the user involved in a planning community next instead of just leaving them with a thank you.
  - **SOLUTION:** Awesome! Thanks!