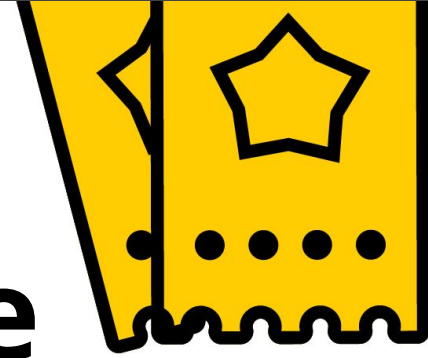




# Design Challenge

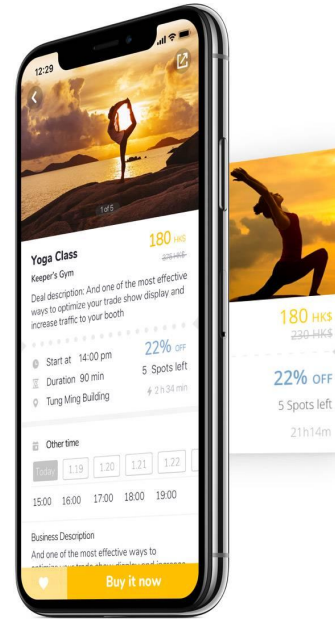


**Andy Morris, BoBuy UX Designer Candidate**



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2. Summary Review
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6. Next Steps



# Assignment Brief

Download & Discover the BoBuy iOS app. Write a short review and offer suggestions for improvement.



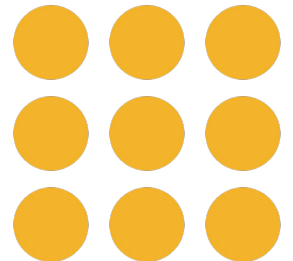
# Review Summary

**POSITIVE:** A simple, free, download from the App Store, BoBuy is an elegant mobile application with crisp, clean UI. BoBuy branding elements are consistent throughout including, the use of typography, hierarchy, naming, and icon conventions for ease of navigation.



# Review Summary

**AREAS for IMPROVEMENT:** Although, much of the iconography is recognizable, there are several areas of opportunity for improvement, as well as, to the overall flow and usability of the application as discovered through the following user research insights.



# User Research

I conducted three contextual inquiries of the BoBuy iOS application where users primary concerns formed around the following three areas:

- Onboarding
- Micro-Copy & Event Details
- Search Features





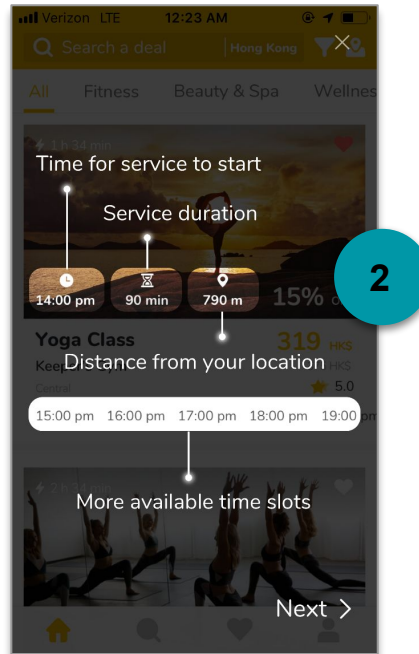
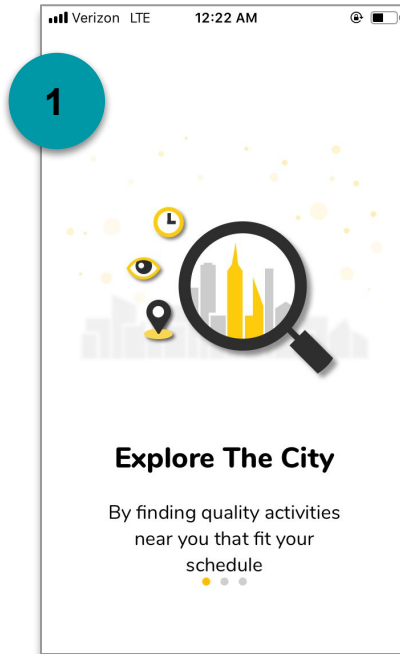
# Insights: ONBOARDING

*“I like how the onboarding and tips look - **the design is simple, clean and nice.**”*

*“**Can I opt out of this?** I get onboarded each time I exit and reopen the app.  
It’s annoying.”*

*“I just reopened the app and it **onboarded me again...**”*

# Annotations: ONBOARDING



1. Onboarding screens are crisp and clean with great iconography. However, each user indicated wanting an **option to skip or opt-out of onboarding altogether**.
2. The tips onboarding screens are aesthetically pleasing, though this feature appears again for returning users, even after exiting and reopening the application. **Allow users to swipe through once and/or the ability to opt-in/out later.**





# Insights: MICRO-COPY

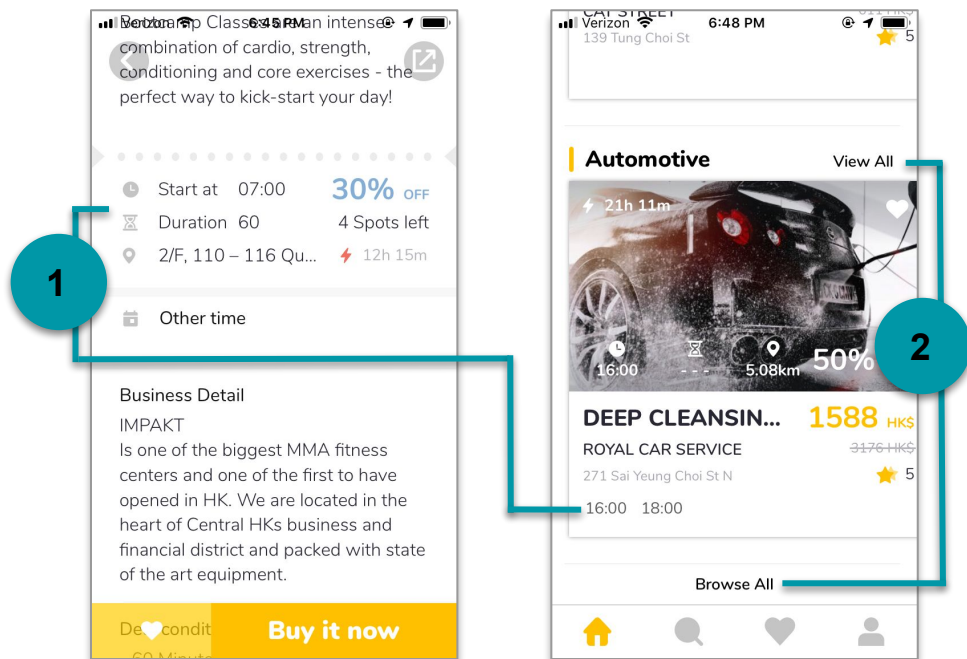
*“I’m in the U.S. and we use the **AM/PM system**. Can I change that setting?”*

*“Event quick view shows both a **lightning bolt with a timestamp**, a **clock with timestamp** AND an **hourglass with timestamp**: Why? What do each mean?”*

*“The duration indicators - do they reference **Seconds? Minutes? Hours?**”*

# Annotations:

MICRO-COPY



1. Time, duration, and 24 hour clock were confusing for users while navigating the app - users weren't sure exactly what each meant - and wanted the **option to choose either a 12hr or 24hr clock** in settings or by toggling between the two.
2. Users were confused by the "View All" and "Browse All" options and expressed some redundancy when trying to navigate within a specific category. **Consolidating these features will simplify and further streamline the user flow.** In addition, users indicated wanting a "list view" option for deal categories.



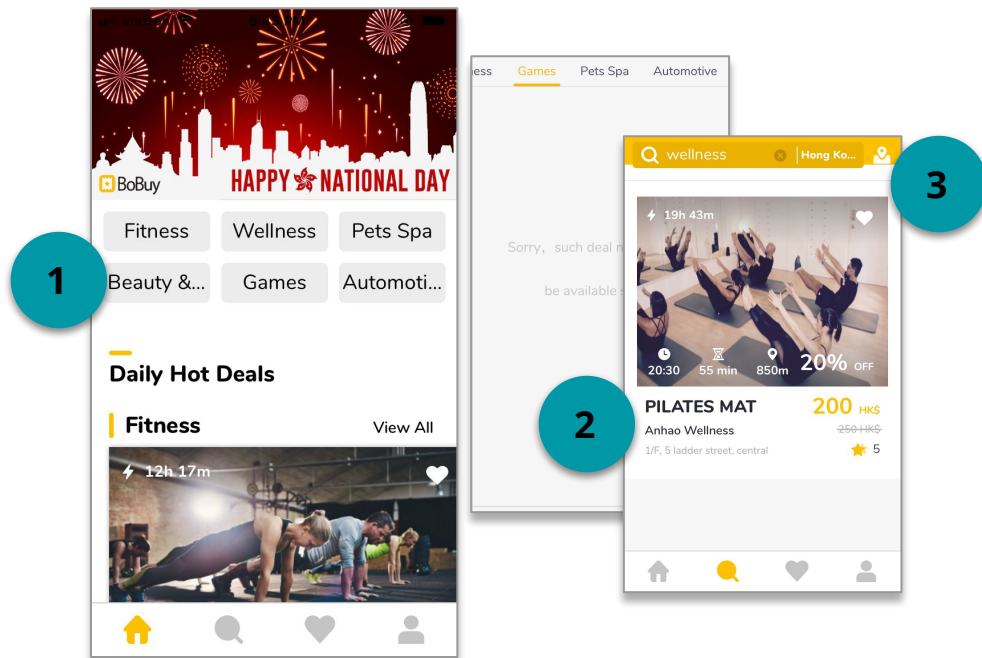
# Insights: **SEARCH**

*“I typed “Games” in “games” and **nothing came up.**”*

*“What is the impact or **difference between home screen and search screen?**”*

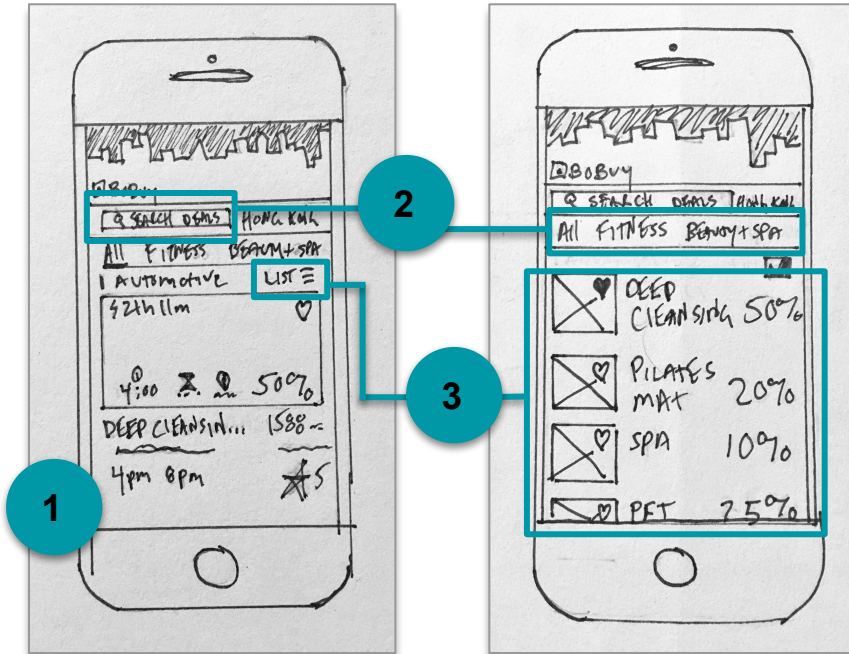
*“I am not able to change or **update my location.**”*

# Annotations: SEARCH



1. Home Screen and Search Screen offer two separate methods to searching the app. **Adding the search bar to the Home Screen** will help to consolidate these features to a single frame.
2. When entering search criteria into the search bar, not all listed categories appear in results OR results show no match at all even though the category exists. This may be **fixed with appropriate IA and additional user flow guidance**.
3. Users were not able to change or update their location from this menu nor from their profile settings.

# LoFi Wireframes

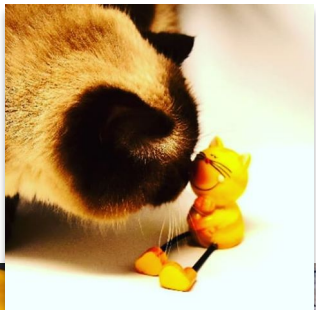


1. Time adjustments, controllable via profile settings and/or toggle.
2. Added search bar to the Home Screen while eliminating category tags/buttons and replacing with the horizontal tags from original Search Screen for a more streamlined UI and to maintain left-to-right swiping actions.
3. Included "List View" for optimal user preference with ability to alternate between views types.

# Next Steps

If granted the opportunity to work with BoBuy as a UX Designer, and afforded the appropriate time and resources, I would advocate to conduct substantial user research to 1) further verify my findings, as well as, 2) to provide and identify areas of continued growth including the following as discovered during this assignment, but that were not covered in this presentation:

- **Comparative / Competitive Analysis**
- **User Flows / Journey Mapping**
- **Live Chat Feature**
- **Notifications Badge**
- **“About Us” Section**
- **Usability Testing**



# THANK YOU!

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