

YOO JIN SHIN

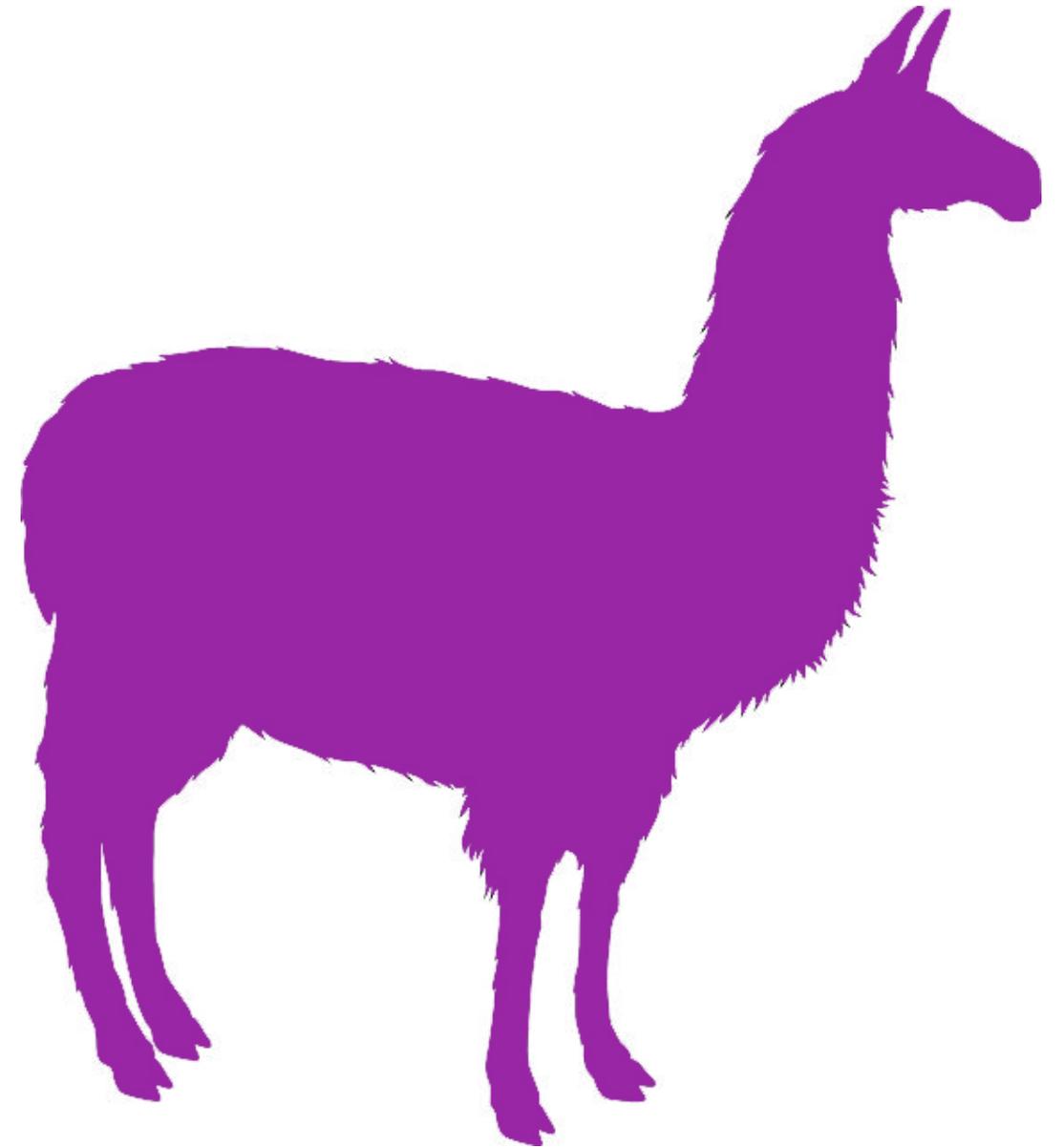
RITA DING

MICHAEL SNOWER

MICHELA BENDEL

Fat Lama

Borrow and lend with the community



Fat Lama

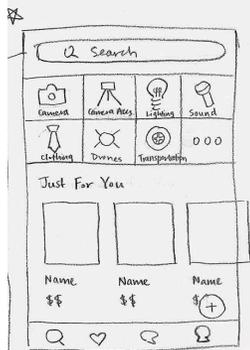
「 Fat Lama is a peer-to-peer rental marketplace which allows people to rent spare items to others nearby, fully insured. The platform provides a cheaper and more efficient solution than buying outright or hiring from rental shops. At the same time, it allows others to monetize their rarely-used possessions.

Our mission is to enable people to share and monetize their unused possessions, increasing the efficiency of both the consumer and the planet's resources. 」

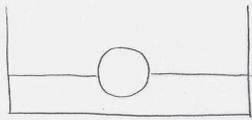
with this, our team decided to design a mobile app for Fat Lama

Sketches

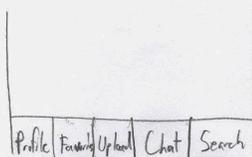
Before jumping into the design, each member of the team created sketches, each highlighting an interaction, either for renting or for listing an item.



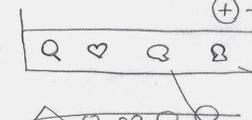
Bottom Toolbar



- Profile
- Search
- Upload → Add Listing
- Favorites
- Chat
- Rentals > Shortcut
- Listings

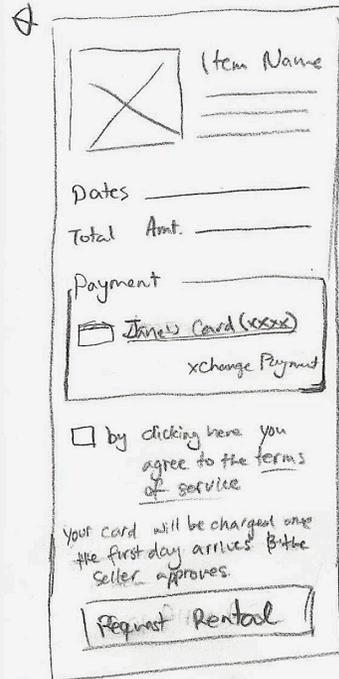


→ Add Listing

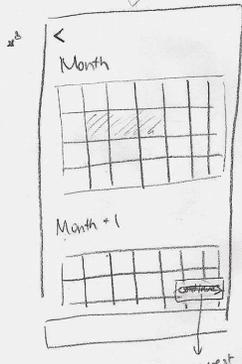
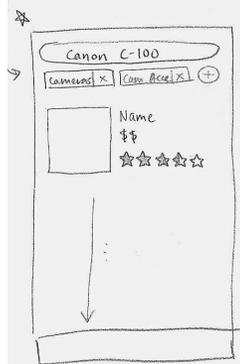


→ Notifications

→ New Messages

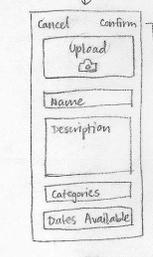
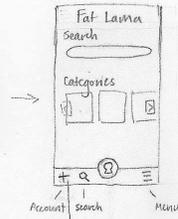
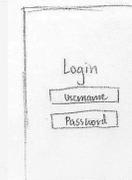


↳ after request go to profile/rentals

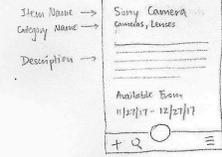


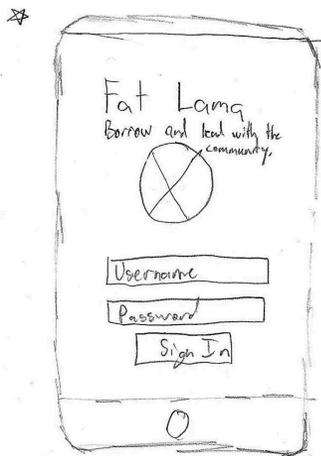
- non-availabl days are grayed out
- available days are white
- highlight days you want to rent

request to rent >

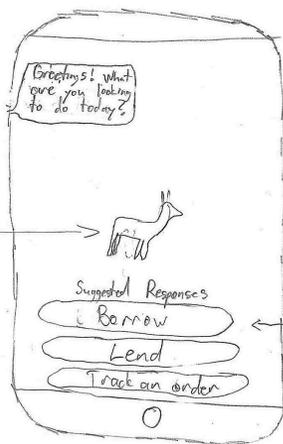


Buttons locked to top of screen

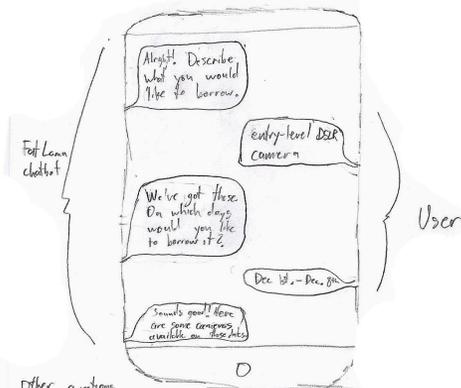




Faded logo of a lama in the background



User taps borrow

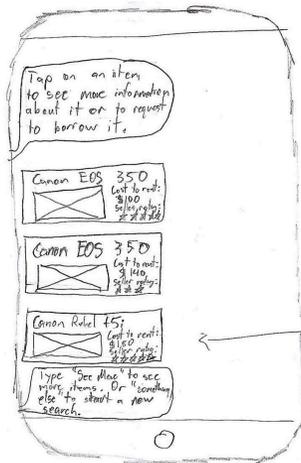


Fat Lama chatbot

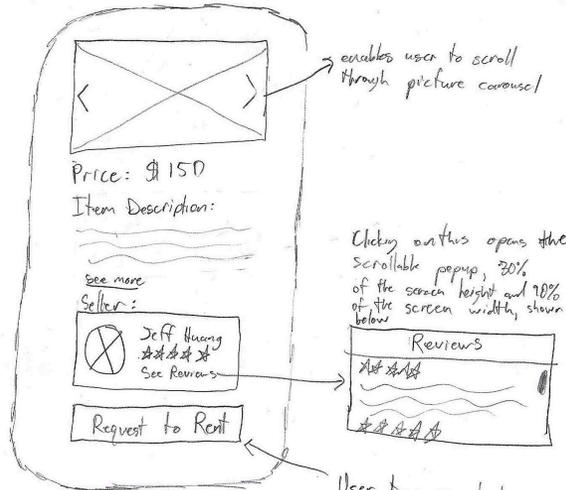
User

Other questions the chatbot could ask

- Is there a brand you would like?
- Do you have a preferred price range?
- Do you prefer DSLR or Mirrorless?



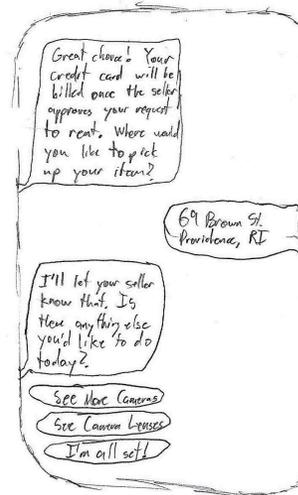
User taps on Canon Rebel t5i



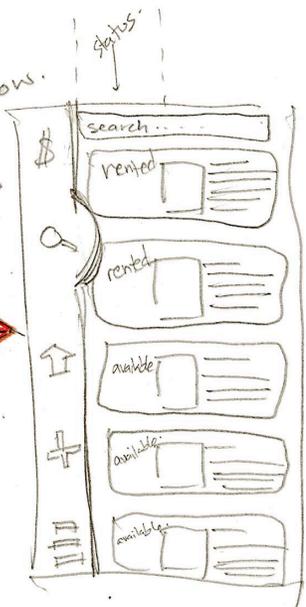
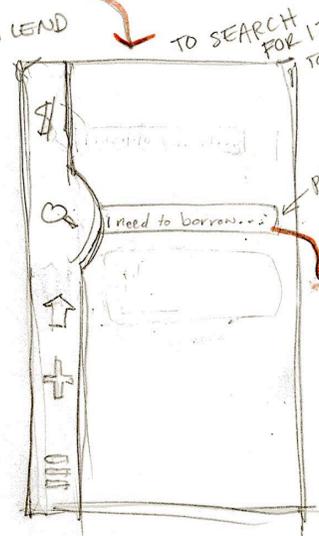
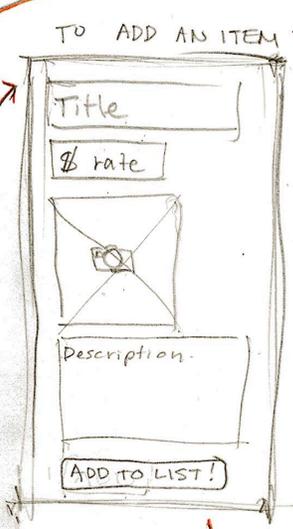
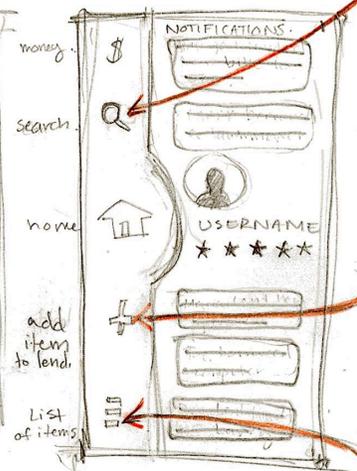
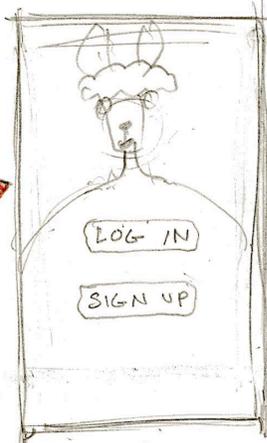
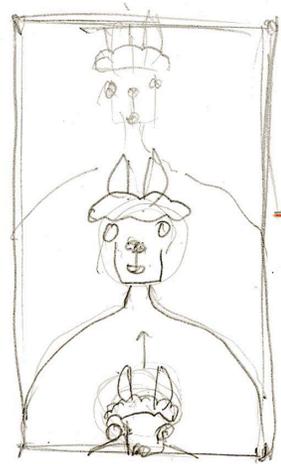
enables user to scroll through picture carousel

Clicking on this opens the scrollable popup, 30% of the screen height and 70% of the screen width, shown below

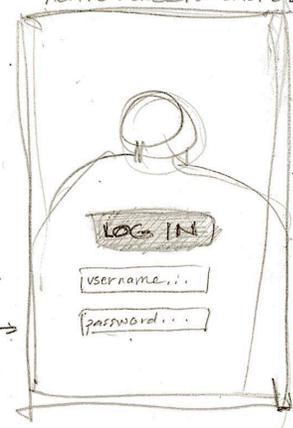
User taps request to rent



opening screen
LANA
floats up
to reveal
sign in

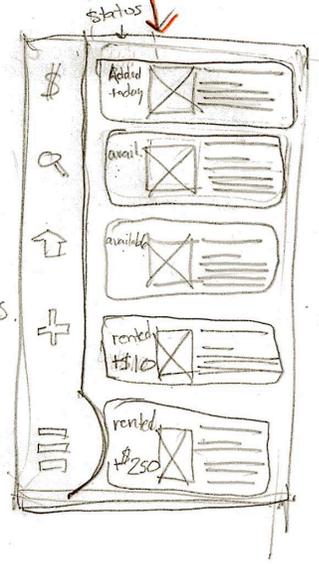


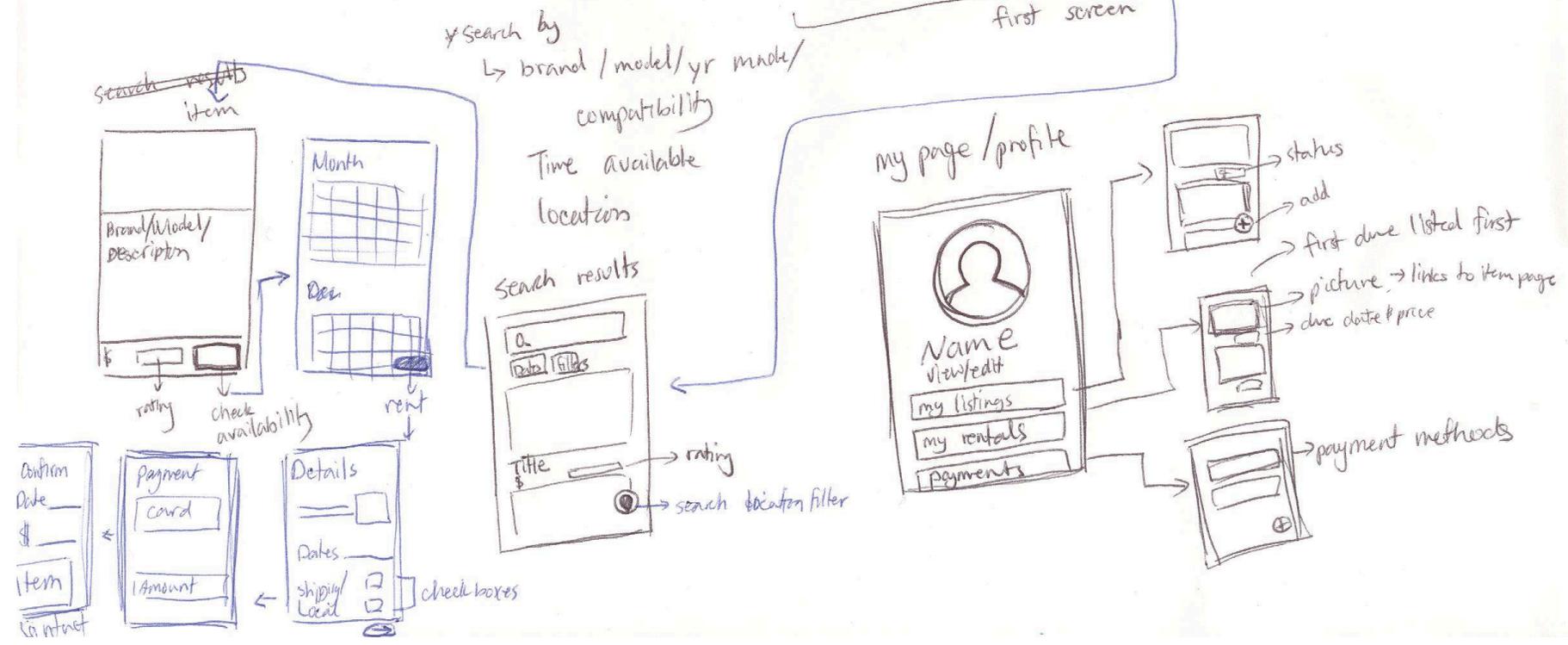
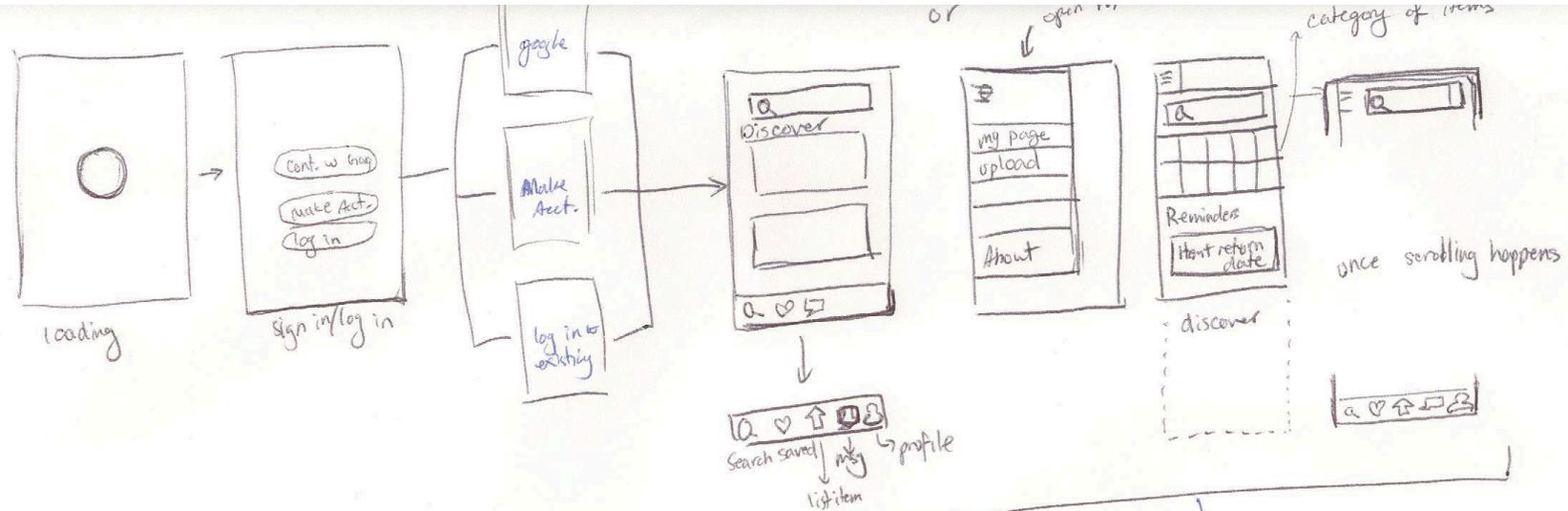
ACTIVE SCREEN - CLICKED "LOG IN"



username
+ password
emerge underneath

LIST OF YOUR ITEMS





High Fidelity Prototype

After gathering all the sketches, the team gathered to decide on the final design.

click [HERE](#) to access the final high fidelity prototype
(updated after critique session)

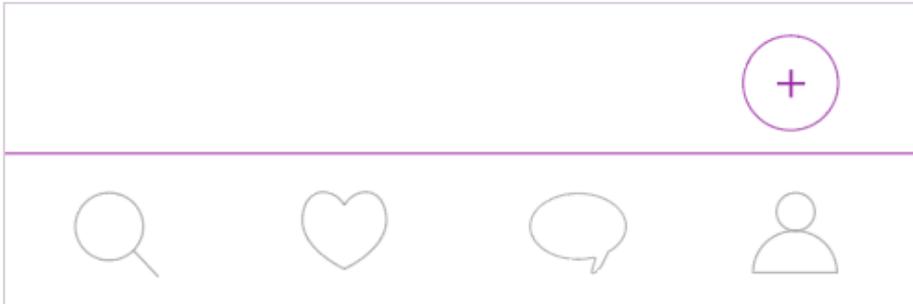
*The following slides present the high fidelity prototypes before the critique session, followed by changes implemented after the critique session.

Navigation

Plus Button

Made it a floating button in the corner rather than in the navigation toolbar to make it stand out to users.

Available on most pages, except specific listing and check out, as most users on those pages have a specific goal in mind and are not looking to add a new listing.



Menu bar

Available on every point of the app's use as the items on this bar are ones that users may want to access at any and every point of their use.

Links to the most important pages: Search, Likes, Chat, and My Page.

← Add Listing


upload

Categories

+

Tags

× ×

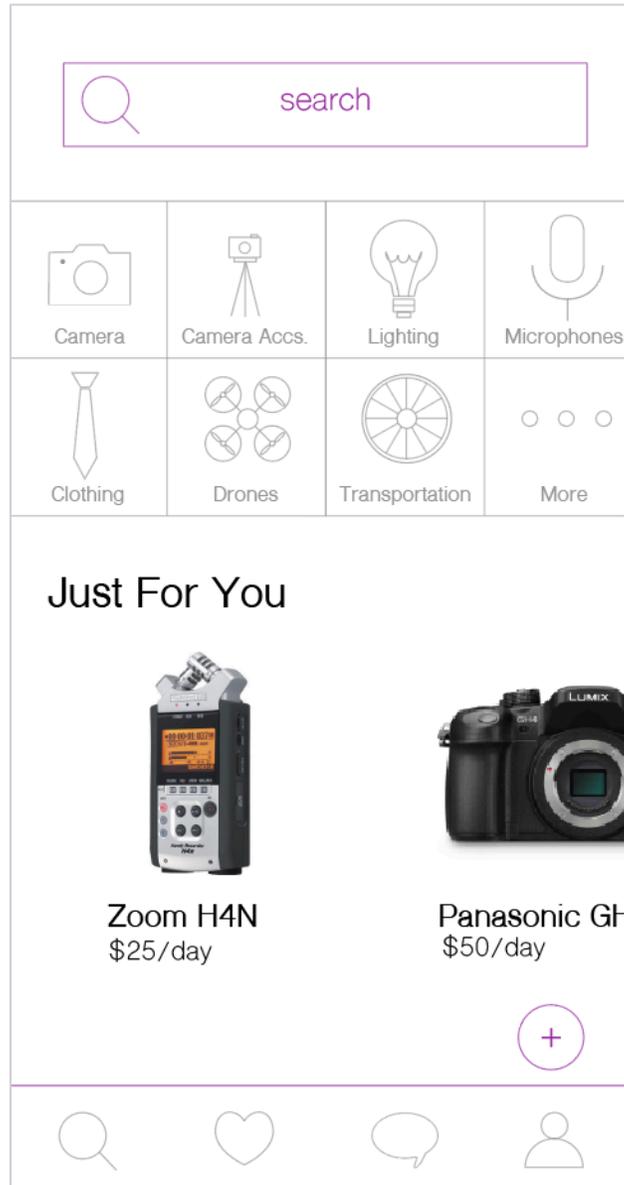
+

Lending

Add Listing

A single page so users don't have to go back and forth between different parts of the uploading process.



Renting

Search Screen

Made as simple as possible with a hierarchy, most important at top and less important going down, measured by the number of uses of each section.

- Search bar is the first to be seen (able to cater to a wide variety of users' needs)
- Categories suggest equipment categories for users who may want to browse categories but are unsure of what to search for
- “Just For You” that recommends items based on the user’s search history.



Jeff Huang

[edit profile](#)
[edit payment](#)

Rentals

Listings



Panasonic GH4

\$50/day

Overdue



Zoom H4N

\$25/day

Due 12/10/17



Jeff Huang

[edit profile](#)
[edit payment](#)

Rentals

Listings



Canon C100

\$40/day

Pending



Canon D7

\$40/day

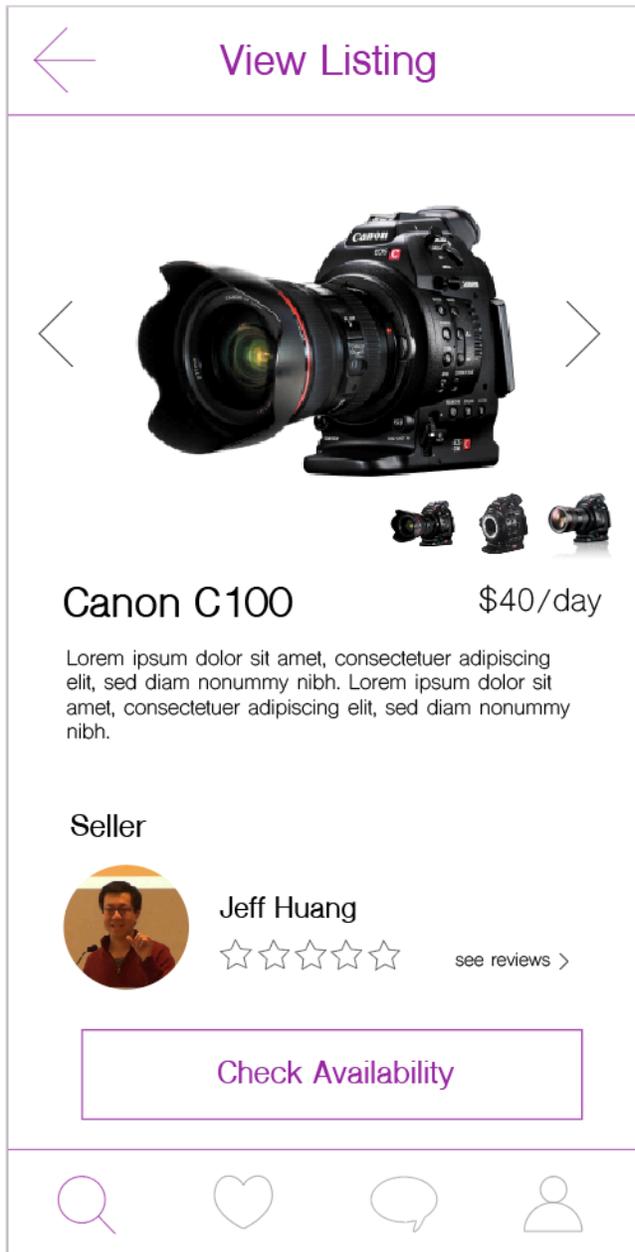
Due 12/10/17



Renting

My Page

Use of tabs for my rentals and my listings instead of buttons to reduce the number of pages and transitions needed.

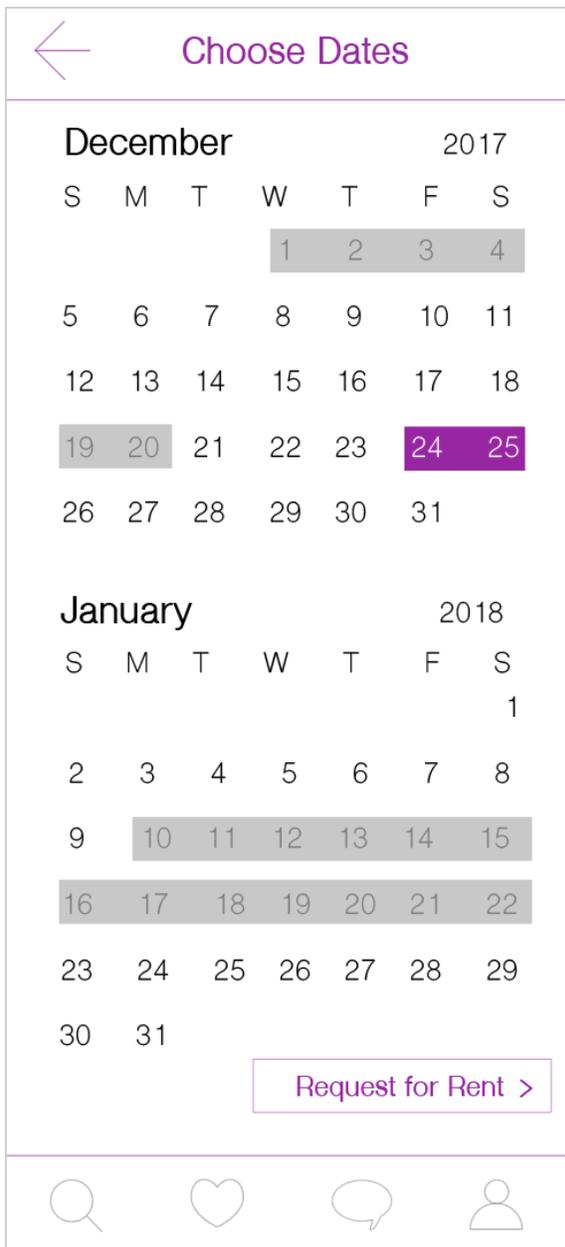


Renting

View Listing Page

Most important details at the top, in order of importance (Name of object, and seller information)

Easy to navigate back to the search results or the next steps to complete rental.



Renting

Calendar

Easy to see the available dates and selected dates.

Made it a vertical scrolling calendar rather than horizontal one since scrolling vertically is more natural on phone apps.

The calendar shows the current month by default, since most users want to rent items for the near future rather than months later.

[←](#) **Confirm Request**



Canon C100
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor sit...
[see more >](#)

Date 12/5/17~12/10/17

Total \$40 x 6 = \$240

Payment Information



jane's card (ending in xxxx)

[change payment method >](#)

By clicking here you agree to the terms of service

Your card will be charged if the lender agrees, on the first day of the rental.

Request Rental

[🔍](#) [❤️](#) [💬](#) [👤](#)

Renting

Request Rental

This page can only be reached after dates are selected from the Calendar and the specific Listings page.

Only the most vital information is there to simplify the page so it is easier on the eye for users.

Critique Session & Feedback



Jeff Huang
edit profile
edit payment

My Rentals

My Listings ^①



Panasonic GH4
\$50/day
Overdue [Report](#)



Zoom H4N
\$25/day
Due 12/10/17

+

🔍 ❤️ 💬 👤

My Page

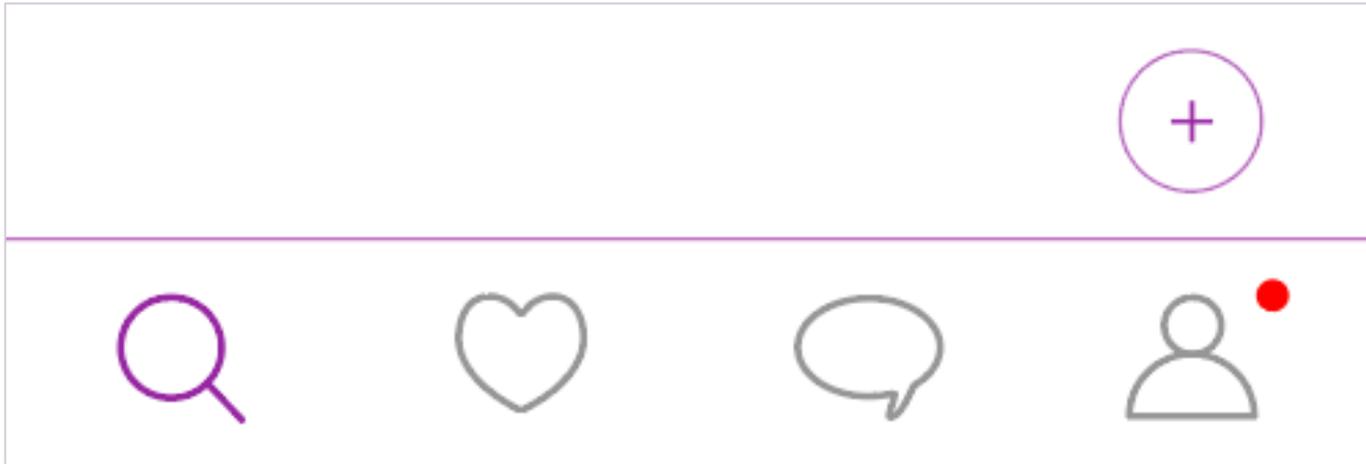
Confusion with our previous word choices, which were “Rentals” and “Listings”.

- Changed to “My Rentals” and “My Listings”.

People thought that the red “Overdue” label for an item that wasn’t returned to you on time was alarming even though you don’t need to take action.

- Changed to include a “Report” button next to it, so that the user does need to take some kind of action.

Critique Session & Feedback



Menu

Although big, the icons were a bit too faint. To continue with the color scheme, the icon line weights were increased for better visibility.

Critique Session & Feedback



Search

People wanted some kind of way to select dates from the search page.

Added calendar button to search bar, which takes users to a screen with calendars (like the screen for choosing dates when you try to rent an item) where they can highlight the days they want.

Critique Session & Feedback



Canon C100

\$40/day



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

[View Listing Page](#)

People asked for a rating system of not only the renter and lender but also the item itself.

Added rating for each item on item listing page.

User Testing

After making edits to the high fidelity prototype, it was sent off for user testing.

The following slides highlight:

Hypothesis

User Testing Instructions

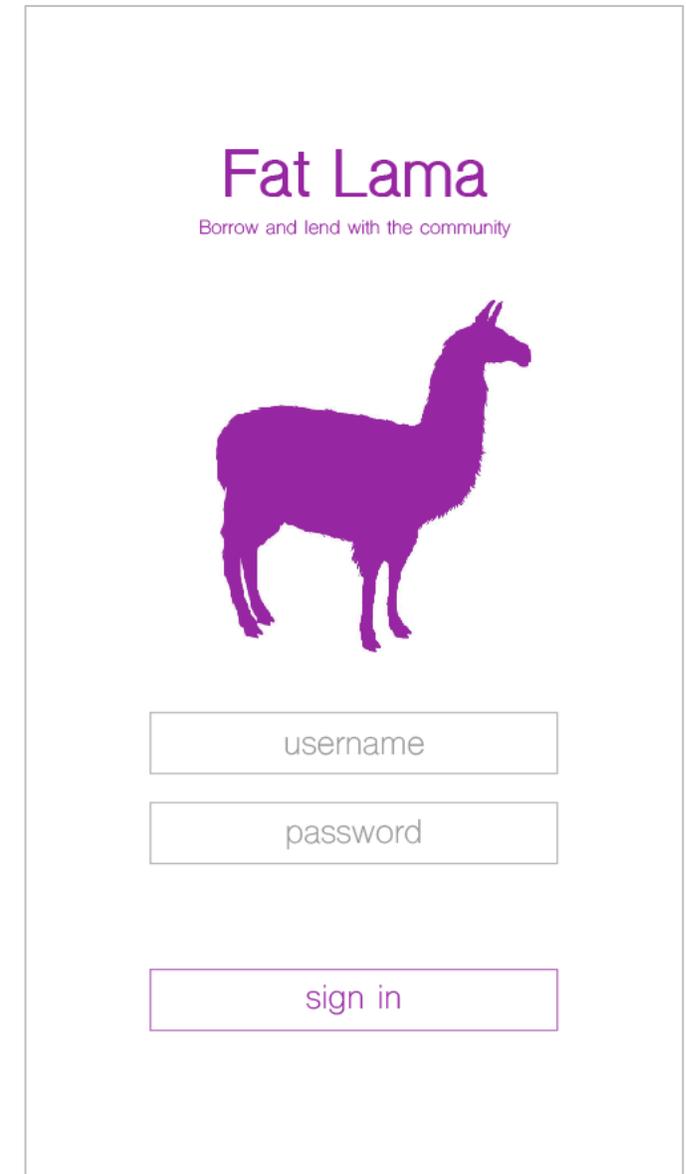
Feedback

Anticipated Changes from User Testing Feedback

Hypothesis

In the task in which users need to borrow a “Canon C-100,” we think users will spend more time on the “Search Page” than any other screen. The search page includes a search bar, multiple categories, and recommended items. The page’s multiple items and the fact that users have had no time to learn the interface will likely lead them to have the highest error frequency on this page. Though, we think users will be able to complete the entire task within a couple minutes because, during the critique session, people seemed to pick up on how to use our interface quickly. This suggests it has ease of learning.

We think users will have a lower error frequency when they complete the next two tasks. Users will have visited many of the screens needed to complete these tasks when they navigated the interface to borrow the Canon C-100. Thus, they will have a better idea of how the interface works, and they will complete the second and third tasks with fewer errors.



Hi Michael,

Thanks for your order! We'll send you an email when your study is complete and your videos are ready to be viewed. Then you can start the fun (and important!) work of creating a great experience on your site or app!

Here's a summary of your order for your reference:

UserTesting

[2672 Bayshore Parkway](#)
Mountain View, CA 94043

Client Information

Brown University
Michael Snower
1174963729
michael_snower@brown.edu

Order Summary

Date: 2017-11-29 18:42 PM
Invoice #: 1350740
Title: Untitled Prototype Test
Study ID: 2306419
Number of Usability Testers: 3
Description: Remote Usability Testing of <https://projects.invisionapp.com/share/5XEP58RP9#/screens>
Order Total: 3.0 Test Credits

Want to follow your order's progress? You can head to your [account dashboard](#) to see the progress of your order or edit your test details.

If you have any questions, you can respond to this email or call us at [1-800-903-9493](tel:1-800-903-9493).

Sincerely,

The UserTesting Team

[Edit my email notification settings](#)

User Testing Instructions

<input type="checkbox"/> <input type="star"/> <input type="document"/>	UserTesting Support	Your UserTesting video (3/3) is complete: Untitled Prototype Test - Hi Michael, Your session is complete and your video is ava	Nov 29
<input type="checkbox"/> <input type="star"/> <input type="document"/>	UserTesting Support	Your UserTesting video (2/3) is complete: Untitled Prototype Test - Hi Michael, Your session is complete and your video is ava	Nov 29
<input type="checkbox"/> <input type="star"/> <input type="document"/>	UserTesting Support	Your UserTesting video (1/3) is complete: Untitled Prototype Test - Hi Michael, Your session is complete and your video is ava	Nov 29

We asked testers to complete 3 tasks:

borrowing, reporting an unreturned item, and adding a listing.

The following instructions were provided to all user testers.

Instructions

Imagine that you're having a Christmas gathering and you want to take some high quality pictures. However, you don't want to buy a professional camera just for a holiday, so you decide to borrow one on Fat Lama.

Task 1

Borrow a Canon C-100 camera (priced at \$40/day) for Dec. 24th-25th, 2017. You will have completed this task when you tap “Request Rental”.

Follow up questions:

What was the most confusing part of completing this task?

Is there anything you thought was especially helpful or confusing about the interface in general?

Task 2

Starting from the “Search Screen” (click the magnifying glass icon if you are not already at the “Search Screen”), navigate to the screen which enables you to “Report” that someone has not returned your rental. Once you see the “Report” button you will be finished with this task, tapping the “Report” button will not result in any response from the interface.

Follow up questions:

Do you think you made fewer errors (navigating to screens that were not relevant or tapping buttons that did not respond) in the 2nd task than the 1st task? Why or why not?

Task 3

Starting from the “Search Screen” (click the magnifying glass icon if you are not already at the “Search Screen”), add a listing for lend on Fat Lama. To complete this task, navigate to the screen labeled “Add Listing” and tap “Confirm.” There is no need to fill out the form on this screen.

Follow up question:

Was anything confusing to you about completing this task?

Notes for users:

Don't worry about filling in a username/password, you can just tap "Sign In".

You will not be able to type in any of the input fields, but certain input fields will be prefilled with text after you tap them.

You will not need to input any payment information to complete these tasks.

Feedback

Following the expectations in our hypothesis, the users did spend more of their time with the search screen, but most of the difficulty actually seemed to be due to the wording of the task questions, which was a surprise.

User 2 had not read the task very clearly and spent most of her time rereading the task description and misinterpreting it multiple times.

User 3 even wrote, “I think I clicked around more, but it may have been affected by my interpretation of the task.” This would be the first thing we would change if we were conducting more user testing because it caused the most confusion.



Confirm Request



Canon C100

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh.
Lorem ipsum dolor sit...

[see more >](#)

Date 12/5/17~12/10/17

Total \$40 x 6 = \$240

Payment Information



jane's card (ending in xxxx)

[change payment method >](#)



By clicking here you agree to the terms of service

Your card will be charged if the lender agrees,
on the first day of the rental.



Feedback

The second most common issue was scrolling on the Request Rental page. It was not expected given that there were no arrows or cut off images to indicate that more content is below. User 1 and 3 referred to this problem immediately in their typed comments.

*Users were not given a cue to scroll down on this screen

Feedback



Panasonic GH4

\$50/day
Overdue

Report

Another similar problem faced was the location of the 'report' button. User 1 and 2 were unable to find the button without clicking through every active element on each screen. User 3 was able to find it with a bit of searching after which he said into the microphone, "I think in retrospect the report button is kind of where you'd expect it to be."

Feedback

The third most common problem was the unfamiliarity to the interface, which is another problem we anticipated from our hypothesis. User 3 even indicated that he would be able to find certain things “once [he had] familiarity with the app”

Given that not all of the interface’s features were usable on the prototype, user 2 who did not read the task very closely became increasingly frustrated as she progressed through the tasks. This may have skewed all of her results in the end because user 3 progressed easily through the tasks.

Anticipated Changes from User Testing Feedback

Changes we would make were indicated fairly clearly by the results, which is helpful. If we take the 'confusion to the task' error out of the results, there are three main features we would change. The first would be to rearrange the checkout page so that users would not need to scroll to find the 'request rental' button.

The second change would be to indicate more clearly where the 'report' button is located by adding an additional red dot to the listings page on the user's profile. This way, users would be able to follow the red dot to the overdue item to report it. We may also edit the red dot to give more of a sense of an alert, which would clarify the reason for the red dot – perhaps, a red triangle or a red exclamation point.

The third change would be to add an intro sequence to introduce each active function of the interface to the user. This way, the user would see all of the functions that Fat Lama allows before having to search and find them himself/herself.

Email to Fat Lama

As a final step, we sent an email to the real Fat Lama team informing them of our project.

Snower, Michael 

Today at 11:38 AM

To: Yoo Jin Shin, Rita Ding, Michela Bentel, info@fatlama.com Cc: cs1300-fall17@googlegroups.com
Interactive smartphone app interface



Hi Fat Lama Team,

As part of a UI/UX class assignment at Brown University, we were inspired by the description of your startup on TechCrunch. Congratulations on graduating from YCombinator! We designed an interface for a smartphone app that makes it easy for users to find the items they want to borrow and lend the items that are collecting dust around their houses.

Of course, all the items lent through the app are insured. When users are searching for items they want to borrow, they can use the calendar icon next to the search bar to select the date ranges they'd like to use the item for. This way, users won't get their hopes up about borrowing an item, only to find it isn't available on the days they want.

You can interact with our interface through this link: <https://projects.invisionapp.com/share/5XEP5BRP9#/screens>

If you have time to check it out, we'd love to know what you think, since you've been working on this a lot longer. Just thought to share! We look forward to the day Fat Lama arrives in Providence :)

Best,
Yoo Jin, Rita, Micha, and Michael