TAP review Mobile app

Gebra Konugah

Project overview

The product:

TAP is a mobile application designed to provide users with a quick and easy platform to review and share their experiences about various products and services. This case study explores the development and impact of the TAP mobile app, highlighting its key features, user engagement, and the benefits it offers to both consumers and businesses.

Project duration:

Jan 2023- March 2023

Google
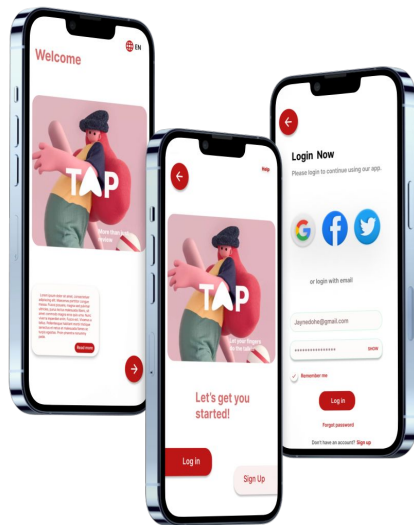
Project overview

The problem:

TAP mobile app aims to solve is the lack of a quick and easy platform for users to leave reviews and share their experiences about products and services.

Traditional review platforms are often time-consuming, scattered, and lack interactive features, creating a gap in user engagement and inhibiting businesses from obtaining valuable customer feedback in a timely manner.

The goal:

The goal of the TAP Review mobile app is to provide users with a platform for quick and easy reviews of various products and services. The app aims to simplify the process of sharing experiences and opinions by offering a seamless and intuitive user experience.

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Project overview

My role:

UX researcher and Lead UX designer

Responsibilities:

Conducted user research to understand review and product info needs. Used surveys, interviews, and data analysis for insights

Creating wireframes and prototypes visualizes the app's interface, navigation flow, and features. Iterating and refining design based on user feedback and usability tests. KPI's

Designing TAPs UI/UX to match brand identity, meet user expectations with a visually pleasing and intuitive design.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

TAP project's user research used qualitative and quantitative approaches. Diverse potential users were surveyed and interviewed about reviewing and accessing product info, to understand their experiences and pain points.

Assumptions made before the research included the assumption that users primarily faced challenges related to time-consuming review processes. However, the research revealed that users also struggled with scattered feedback, the lack of interactive engagement, and concerns about authenticity. These findings expanded the initial assumptions and highlighted the imp

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User research: pain points

1

Time

Users expressed frustration with the complexity and time required to leave reviews on existing platforms. Lengthy forms, multiple steps, and confusing interfaces made the review process cumbersome and time-consuming, deterring users from providing feedback.

2

Experience

Users faced challenges in finding comprehensive and consolidated feedback about products and services. Reviews were scattered across multiple platforms, making it difficult for users to access all the relevant information in one place. This lack of centralized feedback made it harder for users to make informed decisions.

3

Interaction

Users desired more interactive features within review platforms. They expressed the need for functionalities like commenting, liking/disliking reviews, and following other users. The absence of such engagement features limited user interaction and prevented them from seeking to engage.

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Persona: **Kamal**

Problem statement:

Kamal, a student and a busy afrobeat artist who orders meals frequently, he requires a mobile review app that offers quick and effortless reviewing capabilities because he values time efficiency and wants to make informed decisions about products and services based on other people's reviews.

"I love making music, reaching people's souls with my music"

Goals
- Write/leave reviews as quickly/swift as possible.
- See other people's reviews

Frustrations
- Having to text or type out a long review
- No option to see prior or recent reviews of other customers

Name Kamal D.

Age: 24
Education: Undergrad in UofWinnipeg
Hometown: Winnipeg,Canada
Family: 3(sister and brother)
Occupation: Musician(afrobeat)

Kamal is a 24 yearold undergrad who lives in Winnipeg, He's a muslim and an afrobeats musician. He often travels across Canada for his music gigs and tour. Kamal says with his busy schedule (music and school) he cooks at home not more than 3 times a month and often orders his meal to be delivered and wherever his current location is at that moment. Kamal would like to give reviews with just "one click or tap" without having to text or type out his review about the service as it is too time consuming for him. He'd also like to see past and current reviews of other customers.

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User journey map

The user journey map aims to highlight the key steps and interactions involved in Kamal's experience with the TAP mobile application.

Persona: Kamal

Goal: Give a quick and easy review

ACTION	Prompt to give a review	Have a one tap or one click review option	Option for pre-populated phrases to give a minimal text review	Review posted	See reviews posted by them and others
TASK LIST	Tasks A. prompt reminder after order has been received for customer's experience on the server/delivery or food B. Include the name of the food vendor C. select the option individual or as a whole of who/what to give a review e.g review for food, or review for the server etc.	Tasks A. selects an icon that represents their experience B. the okay/happy icon selected OR the not-okay/sad icon selected	Tasks A. selects the phrase that represents their experience B. clicks send	Tasks A. Confirms review has been posted B. gets direction to see review and review by others	Tasks A. reviews their review B. see an option to edit pre-populated phrased review C. Sees most current reviews by others
FEELING ADJECTIVE	User emotions Overwhelmed by multiple options Relieved to choose a specific option (server or food etc.)	User emotions Feeling unsure, their experience might be in between	User emotions Feels phrase is inadequate, does not really capture their experience. Needs more phrases	User emotions Not happy about not being able to tip server or food vendor	Satisfied for quick process Satisfied with seeing other reviews and edit option
IMPROVEMENT OPPORTUNITIES	Area to improve Design to skip the options prompting to give a general review	Area to improve Add more icons or emoticons that represent in between feelings/experie	Area to improve A design for empty box where user can type their own phrase	Area to improve Provide an option to tip	Area to improve Include a redeemable points reward for reviews.

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Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.
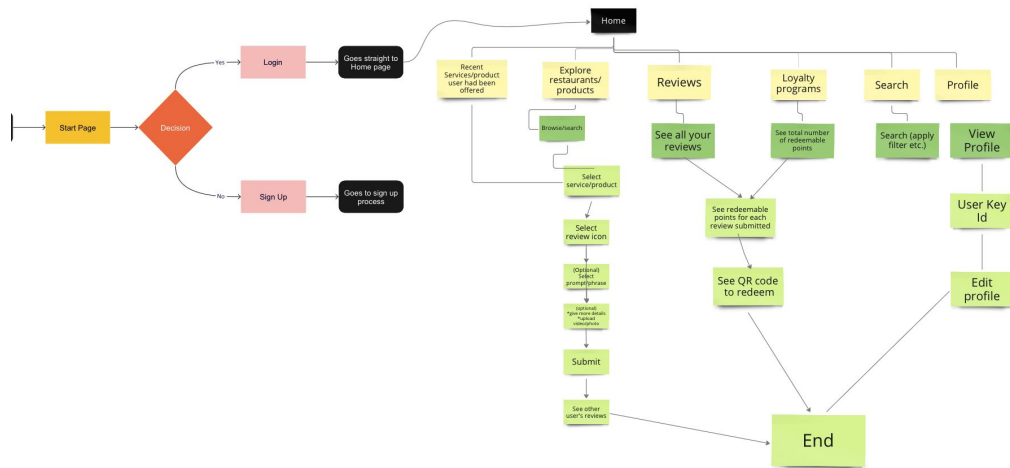
Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.
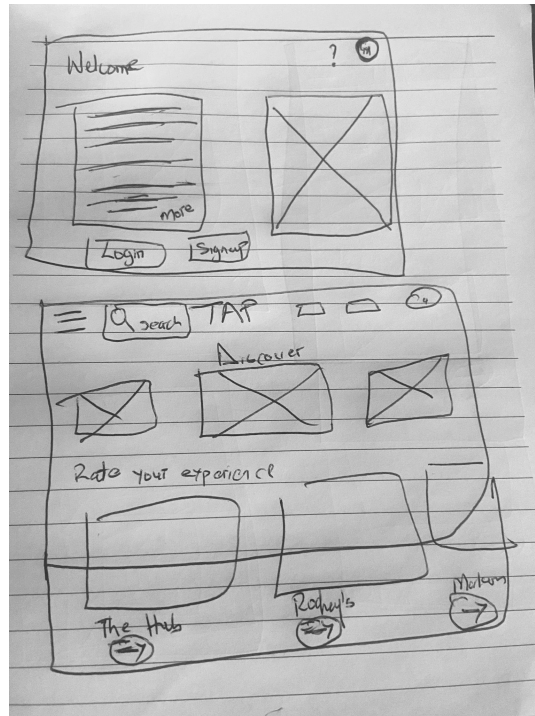
The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.
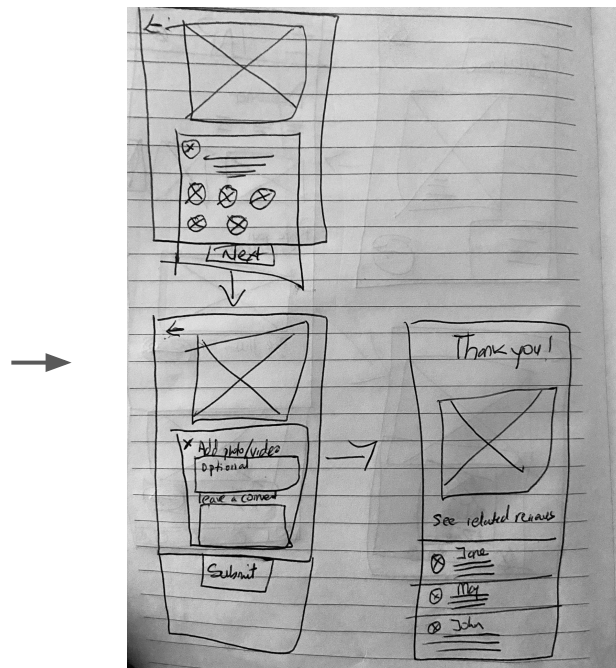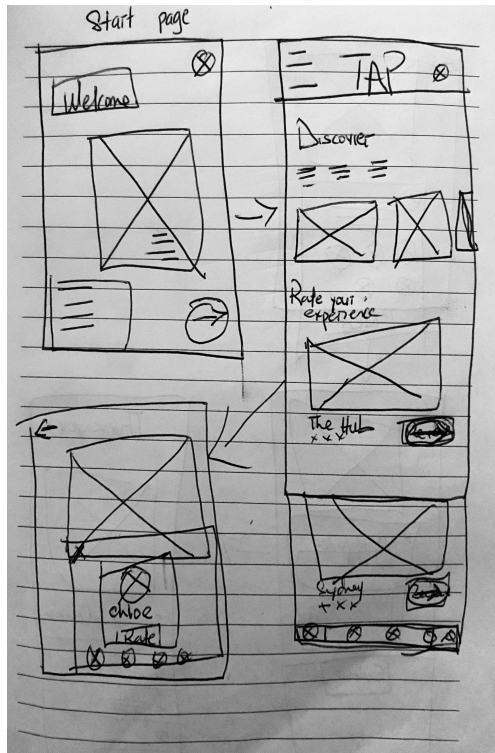
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.
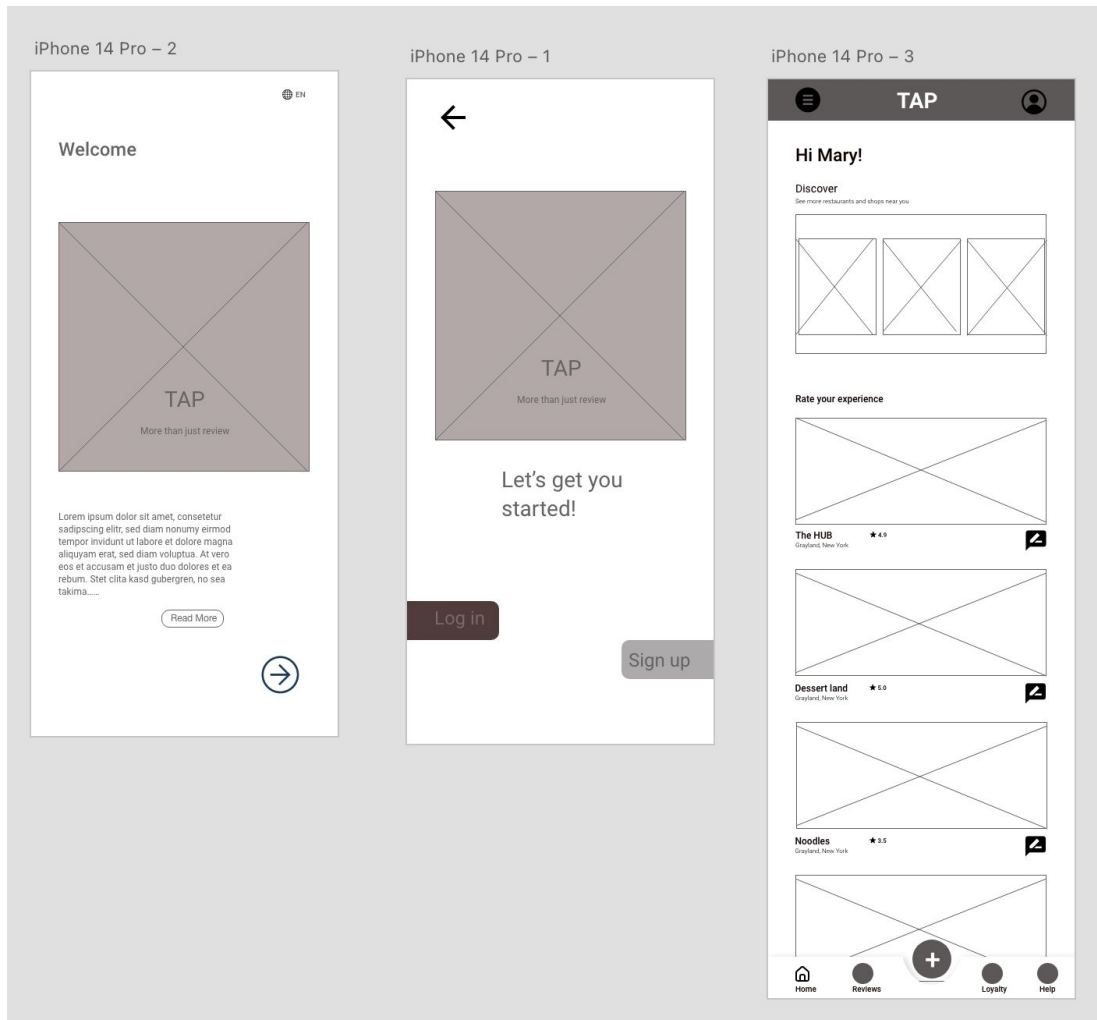
Google

Paper wireframe screen size variations

Because TAP users can access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive. I sketched for the iPad device.
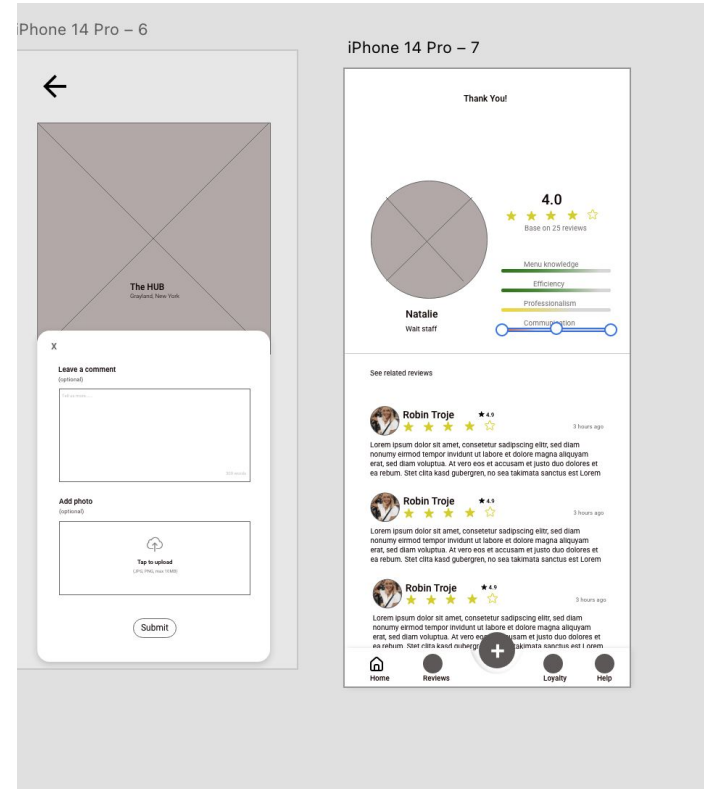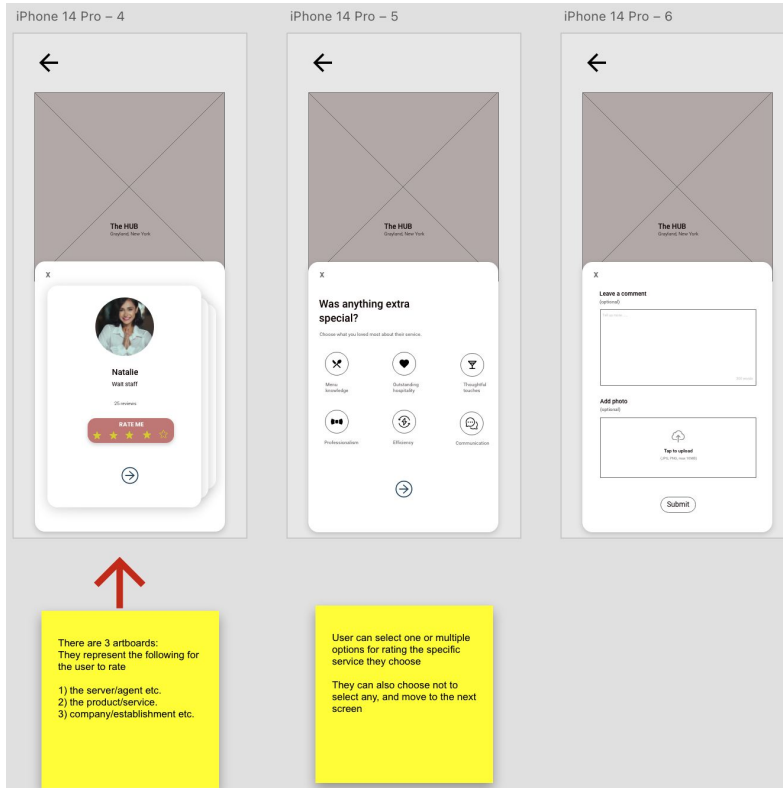

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Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.
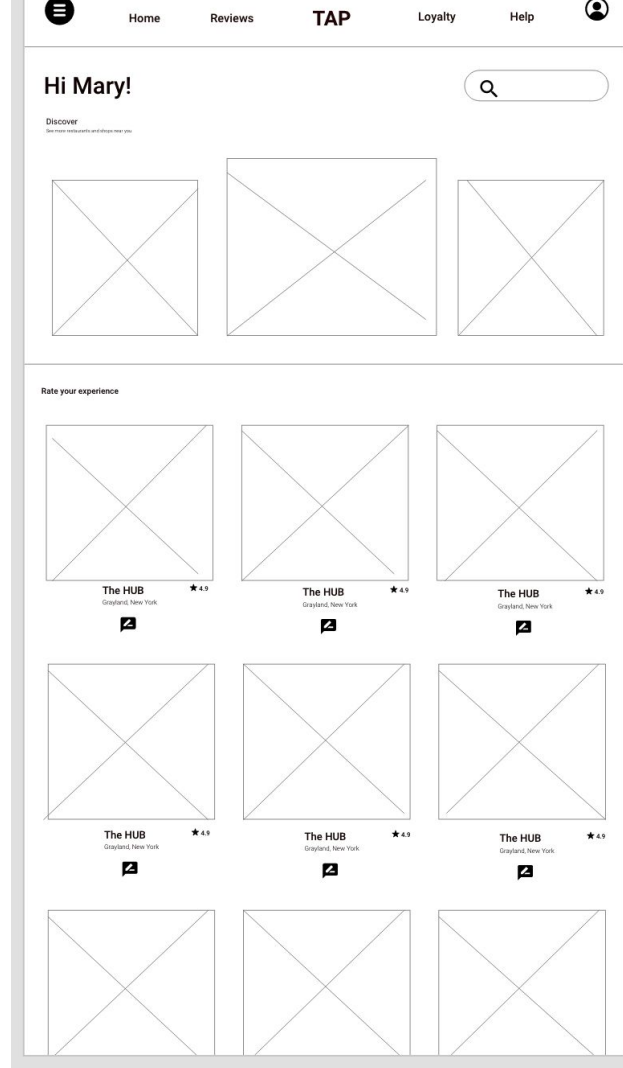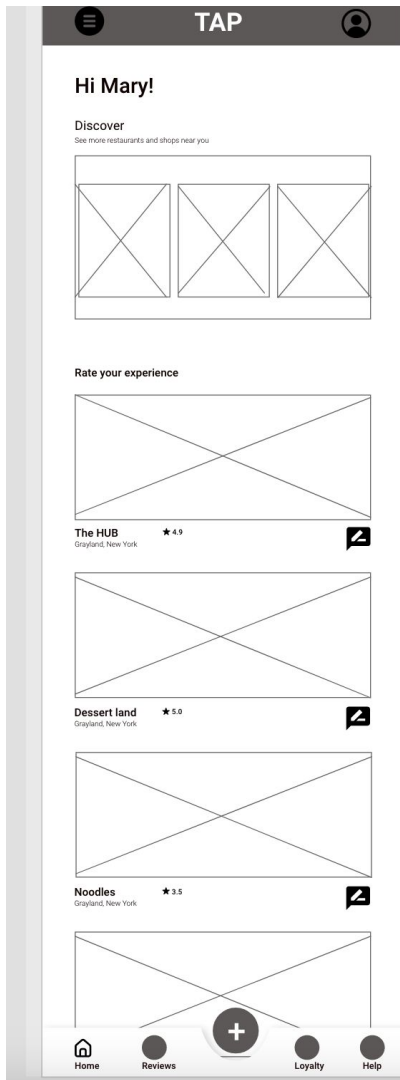
Digital wireframes contd..

iPhone 14 Pro – 4

The HUB
Grayland, New York

Natalie
Wait staff
25 reviews

RATE ME
★★★★★

iPhone 14 Pro – 5

The HUB
Grayland, New York

Was anything extra special?

Choose what you loved most about their service.

Menu knowledge

Outstanding hospitality

Thoughtful touches

Professionalism

Efficiency

Communication

iPhone 14 Pro – 6

The HUB
Grayland, New York

Leave a comment
(optional)

Add photo
(optional)

Tap to upload
JPG, PNG, max 10MB

Submit

iPhone 14 Pro – 6

The HUB
Grayland, New York

Leave a comment
(optional)

Add photo
(optional)

Tap to upload
JPG, PNG, max 10MB

Submit

iPhone 14 Pro – 7

Thank You!

4.0
★★★★☆
Base on 25 reviews

Menu knowledge

Efficiency

Professionalism

Communication

Natalie
Wait staff

See related reviews

Robin Troje   ★ 4.0
★★★★☆   3 hours ago

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Robin Troje   ★ 4.0
★★★★☆   3 hours ago

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Robin Troje   ★ 4.0
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Home   Reviews   Loyalty   Help

There are 3 artboards:
They represent the following for the user to rate

1) the server/agent etc.
2) the product/service.
3) company/establishment etc.

User can select one or multiple options for rating the specific service they choose

They can also choose not to select any, and move to the next screen

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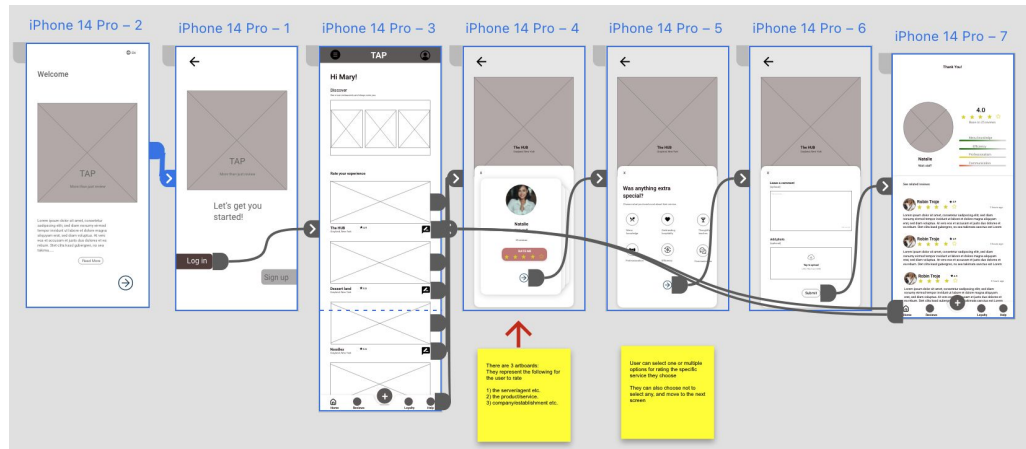# Digital wireframe screen size variation(s)

Mobile & iPad

Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.

View
https://xd.adobe.com/view/58c77a4e-ec1e-4554-b5ed-2cc413cbc203-0d94/?fullscreen&hints=off

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Canada, remote

Participants:

4 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Visual appeal

Some participants expressed a desire for more visual cues or indicators to highlight important features or actions within the app, as they occasionally missed certain functionalities.

2

Confirmation

Participants expressed a desire for clearer feedback or confirmation after submitting their quick reviews, as they sometimes doubted whether their reviews were successfully submitted.

3

Prompts

A few participants felt that the review form could benefit from additional guidance or prompts to help structure their thoughts and ensure they cover the necessary aspects in a quick review.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the review flow and process. One of the changes I made was adding a "thank you" pop up as a form of confirmation that the review has been posted/received. This gives the users the assurance that their review has been posted. Also the performance metric were reiterated to make it visually pleasing and easier to understand as it targets the staff, product and restaurant review performance by customers for the user to see.

Mockup 1 before

Before usability study

After usability study

THANK YOU!

The Hub
Grayland, New York

4.0
★ ★ ★ ★ ☆
Base on 25 reviews

Natalie
Wait staff

Menu knowledge
Efficiency
Professionalism
Communication
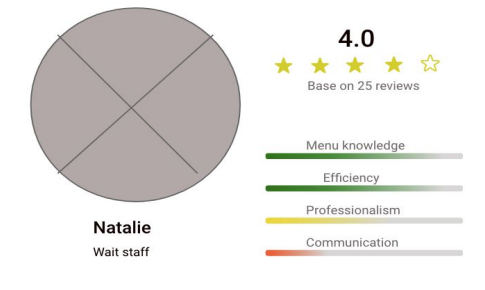
See related reviews

Robin Troje ★ 4.9
★ ★ ★ ★ ☆
3 hours ago

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem

Robin Troje ★ 4.9
★ ★ ★ ★ ☆
3 hours ago

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et

What people say about the restaurant

80%
Food & Menu

75%
Atmosphere

60%
Location

What people say about the staffs

95%
Customer Service

80%
Hospitality

85%
Professionalism

See related reviews   (223)

Robin Troje   4.9
★ ★ ★ ★ ☆
3 hours ago

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam

Mockups

To make the review flow even easier for users, I added a suggested phrases (prompts) that allowed users to choose from instead of formulating a response from scratch. This saves time ; it also provides guidance to provide structure and clarity for the user. For individuals who are non-native English speakers or struggle with language barriers, suggested phrases can be especially useful.

After usability study

Before usability study

The HUB
Grayland, New York

x

Leave a comment
(optional)

Tell us more......

300 words

Add photo
(optional)

Tap to upload
(JPG, PNG, max 10MB)

Submit

The HUB
Grayland, New York

×

Leave a comment
(optional)

Tell us more......

I had an amazing experience   The ambiance was delightful

The service was top notch!   The food was exceptional!   Perfect!

Too expensive   Too far

300 words

Add photo
(optional)

Tap to upload
(JPG, PNG, max 10MB)

Submit

Google

High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as changes suggested by others.

View the Tee's Shirts high-fidelity prototype

Google
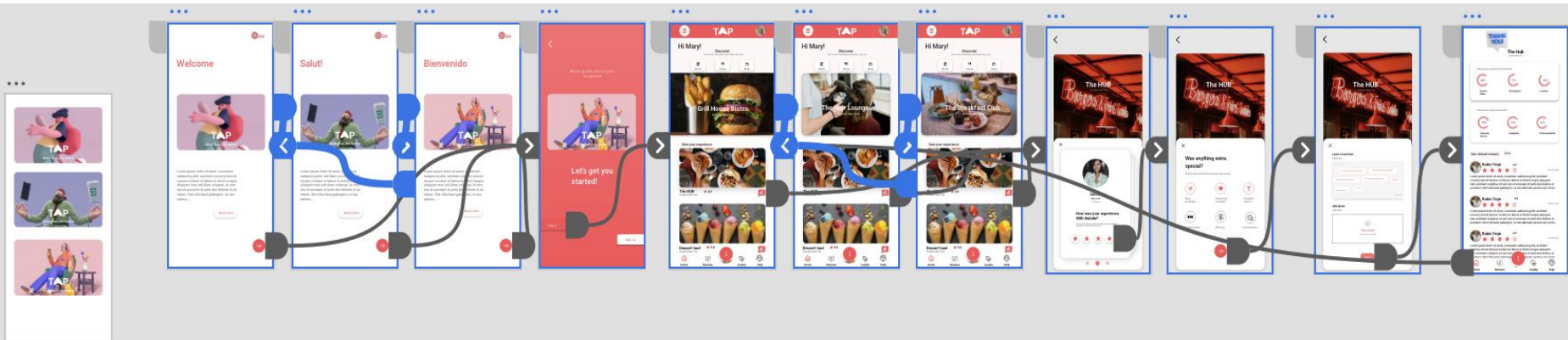
Accessibility considerations

1

Color Contrast: Ensuring sufficient color contrast between text and background elements to meet accessibility standards, improving readability for users with visual impairments.

2

Consistent Design Patterns: The designs follow consistent and predictable design patterns, making it easier for users with cognitive or learning disabilities to understand and navigate through the app.

3

Clear and Concise Labels: All form fields, buttons, and interactive elements are labeled clearly, ensuring that screen reader users can comprehend the purpose and function of each element.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The impact of the designs is evident in the positive feedback received from usability study participants, with one participant stating, "The accessible design of the TAP Review app made it easy for me to navigate and leave quick reviews. I appreciate how it considers the needs of all users, including those with visual impairments.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.
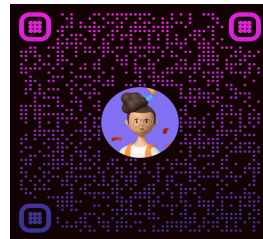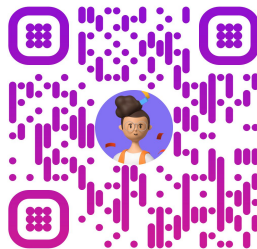
Google

Next steps

1

conduct user testing with a larger and more diverse group of participants would provide additional feedback and insights to iterate the app's design and functionality before moving towards development.

2

Further iterating the designs based on the feedback and insights gathered from the usability studies.

Google

Let's connect!

Thank you for reviewing my work on the TAP review mobile app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: anonartv@gmail.com
Websites: TAP review mobile app case study
Portfolio

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