
User research and prototypes for ice cream app

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How do you create an application that meets both the needs of the parents and the children?

Objective

- Create an application where parents and children can order ice cream before it comes to avoid line and dealing with money
- KEY FEATURES: quick order, reorder and create a new order
- Has to be user friendly for children who can't read and have trouble using smartphones

Design elements

- Something simple that doesn't have a lot of distractions for children
- Captures the ice cream truck experience
- Lots of pictures and icons for children
- Colorful interface

Capture the experience

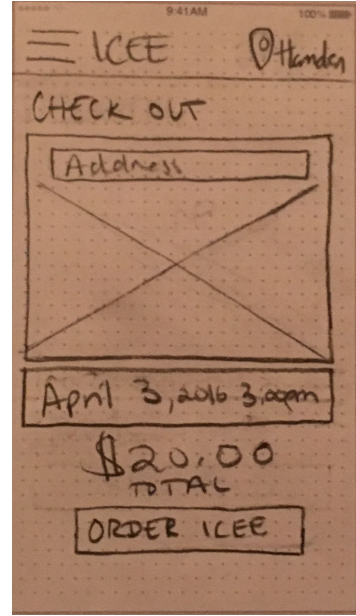
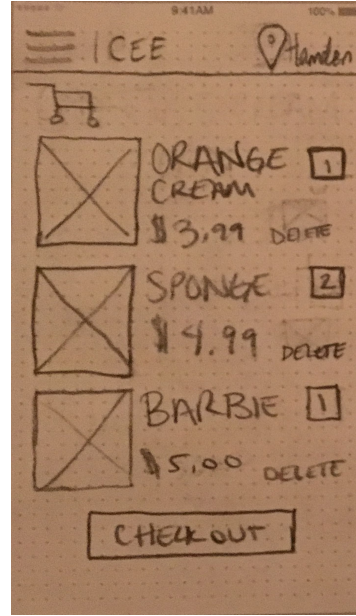
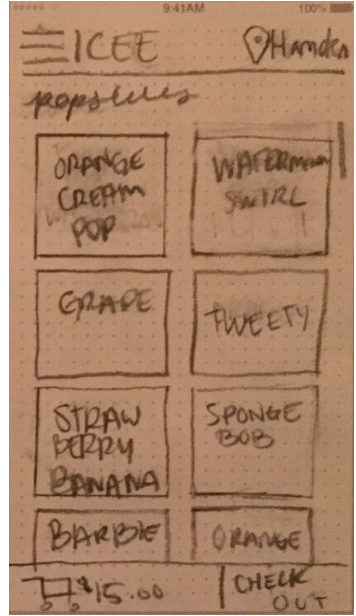
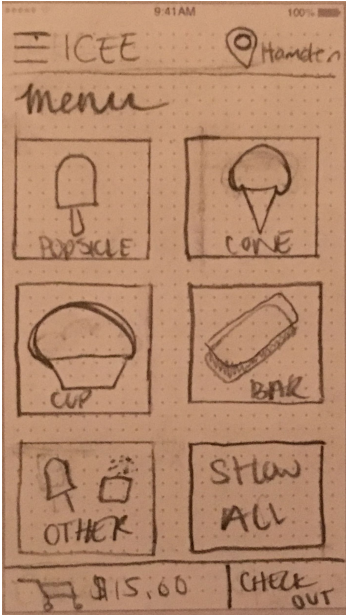
- Excitement
- Happiness
- Energy
- Options
- Choices
- Color
- Imagery



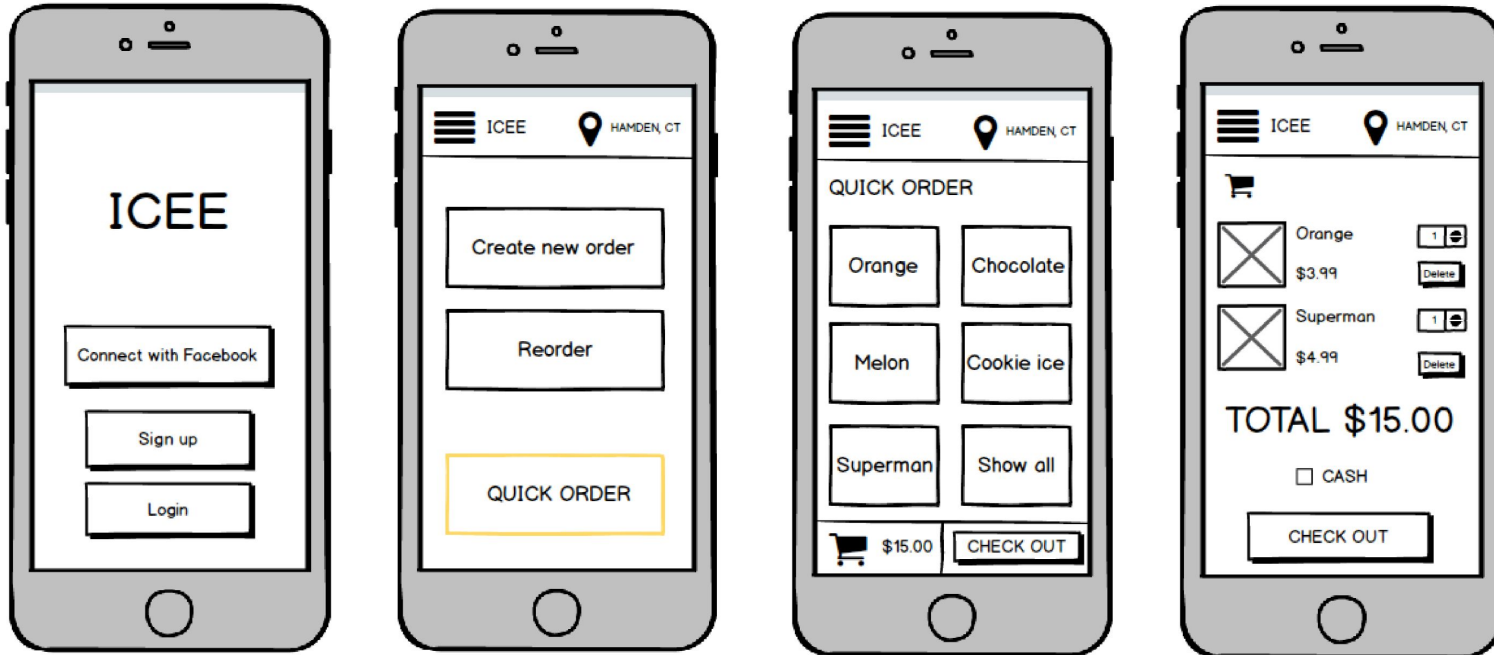




Paper prototype

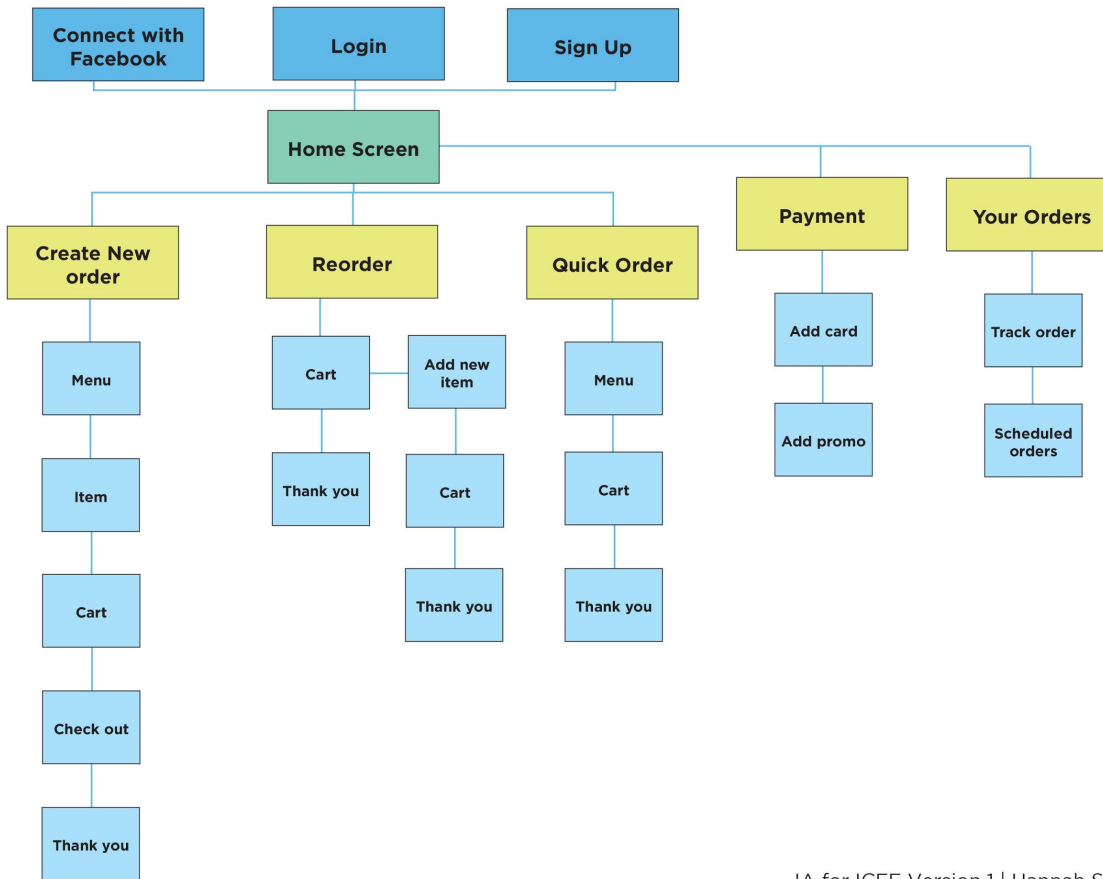


Low fidelity prototype (balsamiq)



Testing low fidelity prototype

- Hamburger menu vs. bottom bar icons
- Creating quick order option
- Saving past orders to easy reorder
- Saving past locations
- CASH ONLY option
- Categories for ice cream
- Using images so kids can see what they are choosing if they can't read
- Keep the buttons big so they can click on items



High fidelity prototype

ICEE

ice cream at your door

Login with
Facebook

Sign up

Login

ICEE

My location
Hamden, CT

Create new
order

Reorder

QUICK ORDER



ICEE

My location
Hamden, CT

RECENTLY PURCHASED



ICEE

My location
Hamden, CT

RECENTLY PURCHASED

