Crash Course In Design Thinking:
Redesigning the gift giving experience

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 1

Step 1: Empathize

By interviewing Kimberly, I was able to get a general sense of how she viewed the gift giving process; what about it was important to her, how she felt about gift giving, and what she wanted to accomplish by doing so. It allowed me to pick the most prominent points for later on in the process where those points could be used to create a new way of gift giving.

1. **Interview (8 min.)**
- Kimberly gave her boyfriend a gift
- Not into gift giving
- She picked from list of things he said he would like as a gift
- She gave candy as stocking stuffers as well to add to the gift giving experience
- He knew that she was picking from a list of things he wanted
- She gifted him a boardgame and Mario games for the Nintendo Switch
- She bought both in stores and online using Walmart, Target, and Amazon.com
- She felt like she could have spent more time finding a great gift
- She felt like she didn't have enough time
- She also felt like she started gift shopping late

2. **Dig Deeper (8 min.)**
- She felt relief after she gave him his presents, not excitement. She felt like she did her best with the limited time she had but wished she could have done more.
- She didn't feel that the gift is that special because she didn't commit enough time.
- He was very happy because he got what he wanted
- She felt that next time, she would most likely shop online more or exclusively

3. **Capture findings (3min.)**
Needs: Things they are trying to do (use verbs):
- Give – She wants to give her boyfriend a great gift
- Shop – She wants to shop conveniently and effectively
- Search – She wants to find the right gift in a timely manner
- Buy – She wants to purchase these gifts quickly
- Understand – She wants to know which present her boyfriend would like the most
- Empathize – She is trying to put herself in her boyfriend's place to see if the gifts she is thinking of giving him are the gifts he would really want. Also considers the element of surprise in gift giving essential the experience
Insights: New learnings about your partner's feelings/world view to leverage in your design – make inferences from what you have heard.
- She wanted him to be happy with his gift
- She felt bad for not spending more time picking the gift out
- She gave a variety of candy as stocking stuffers to add to the experience
- She gave multiple gifts as one package
- She felt she could have shopped online more and would have been beneficial to her limited time
- He loved the gifts he received, while she felt relieved about the stress of gift picking
- The Christmas gift giving experience and the element of surprise are important to her

Crash Course In Design Thinking:
Redesigning the gift giving experience

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 1

Step 2: Define the problem

So now that I had all the baseline information noted, and received valuable information as to where her mind was in the process, I was able to come up with a problem statement, which could then be used as part of the objective in redefining the gift giving process. In this case, time was the main issue, and there were several alternatives that I thought of that I could then use during the ideation stage of the design thinking process.

4. **Define the problem statement (3min.)**
Kimberly needs to find a way to manage her time quickly during her gift giving experience while finding a quality gift because her time is limited.

Crash Course In Design Thinking:
Redesigning the gift giving experience

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
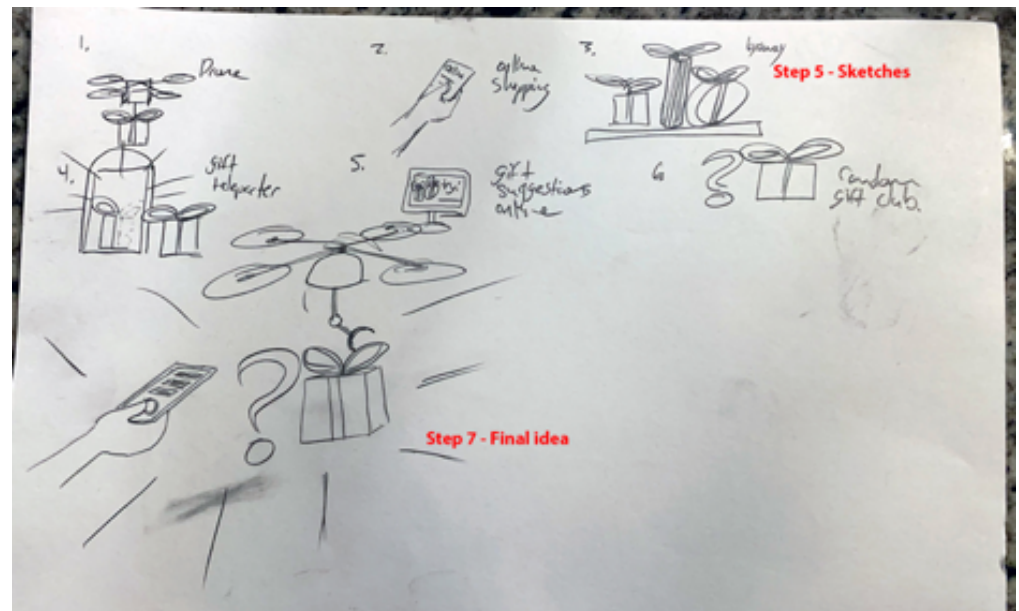Learning Module 1

Step 3: Ideate

In This part of the process, I came up with 6 sketches for ideas to mitigate the problem she was having with the gift giving process. We were told to think outside of the box and be imaginative, so some of these solutions were less practical than others but the idea was to get your imagination to expand and think as much as you can as to what could become a good solution. I drew everything from a drone delivery service, to a teleportation device, to an online randomized gift subscription program that covers all holidays. It was an interesting way of unleashing my creativity.

5. **Sketch at least 5 radical ways to meet your user's needs. (4 min.)**

6. **Share your solutions & capture feedback. (8 min. – 4 min. each)**

- She liked the drone concept on sketch #1 and thought it was an efficient delivery method
- Online shopping was a bit too on the nose by itself, and required a more creative out of the box solution
- Layaway or something like it would be beneficial, and starting gift shopping earlier using that kind of solution makes sense
- The gift teleporter was another solution she liked
- The online gift suggestion app was also not as out of the box as say the teleporter, but still was a sensible solution if it were possible
- She found the random gift club interesting, and we discussed further how the details of that operation could work. It started to seem like a better idea as we came up with solutions

7. **Reflect and generate a new solution. (3 min.)**

Crash Course In Design Thinking:
Redesigning the gift giving experience

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 1

Step 4: Prototype

This was the most interesting part of the process for me. We were given 10 min. to use whatever tools we had at our disposal to create a physical prototype of our main solution. It was difficult to do, but once the time started, all my brain worried about was getting it done. I ended up building a mix of 2 sketches I consolidated in step 7: a drone delivery service, that was linked to a "random gift club" online subscription service that worked based on custom user input using an app.

I used any tool at my disposal and ended up with a prototype made from an eraser, construction paper, dental floss, and glue sticks.

8. Build your solution (10 min.)
Make something your partner can interact with!

Crash Course In Design Thinking:
Redesigning the gift giving experience

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 1

Step 5: Test

When it was all said and done, she enjoyed learning about and seeing my solution in prototype form. I gathered more information about the prototype and what could be done to expand its capabilities, or more practical ideas that could be incorporated into the final version.

9. Share your solution and get feedback.
Solution: A Drone that delivers randomized presents based on consumer input into a present subscription service that handles all holidays.

What worked:
- The idea of combining 2 sketch solutions into one worked for her, and we kept discussing how it could be further developed
- Creating a subscription for gifts based on what the user inputs as fields of interest where gifts are then tailored to the user's needs while the idea of surprise is intact

What could be improved:
- Will this be a fleet of drones? How will the process work on a larger scale
- What if the consumer is not satisfied with the random gift they plan to give?
- How will gifts be returned if defective or damaged

Questions:
- How much would this service cost as a subscription?
- How will the companion app work to coordinate a sale and delivery?
- What is needed for a largescale network for shipping and receiving in such a business?

Ideas (8 min.):
- To continue down the path that Amazon and other online retailers have started by further automating this online retail/club business to coordinate all of the orders simultaneously and effectively
- To allow the app to be used not only to shop, but as a beacon for the consumer's location for delivery, to answer any questions a consumer may have, to help tailor the gift shopping experience and customize it to every individual user

Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
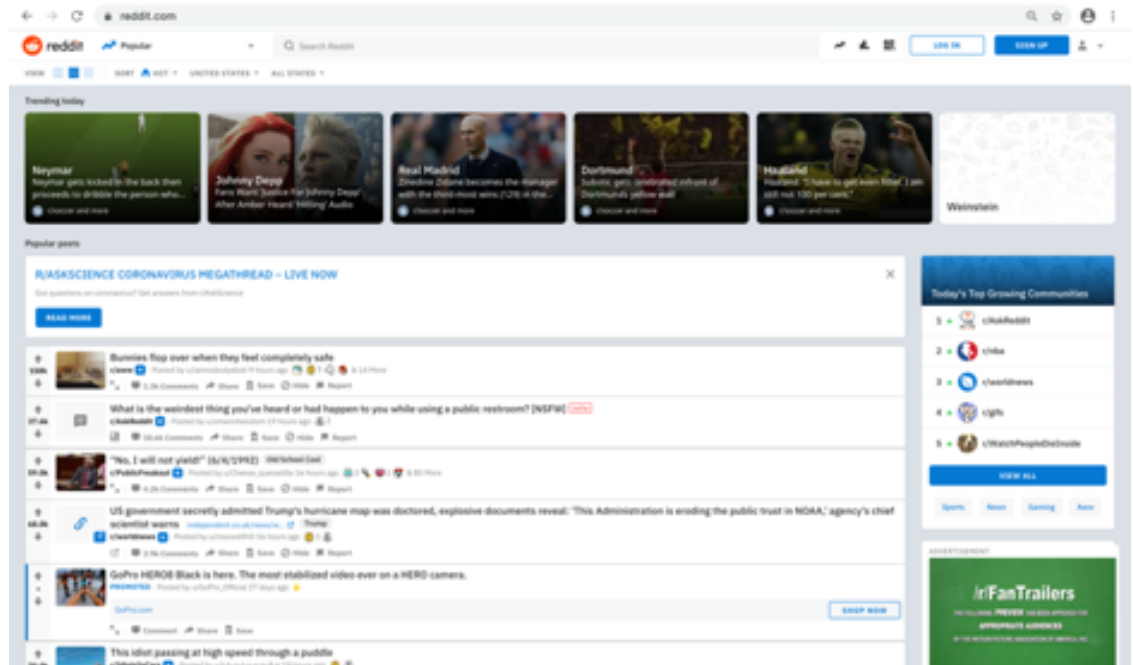Learning Module 2

Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

UX Analysis
Reddit:

Reddit is a website dedicated to finding topics and subjects that you enjoy and creating a community-based conversation around it. The reason it works differently from traditional forums, is the way it was designed. It's not just about giving one-off answers or comments, but a way to create conversation that can easily be replied to or for other users to read and jump into the discussion themselves.

As far as UX design goes, I believe reddit may be designed for function over aesthetics and more specifically; content curation. This is in no way a criticism of the design, but a compliment as a solid foundation for its well thought out structure. Reddit is much easier and straight forward for users to access than most modern sophisticated websites dedicated to things such as news consumption and other media outlets. The way it allows you to curate the content you want to see, (including the news) is a great fundamental approach to personalized content. The functionality is organized and almost seamless and the layout makes me feel confident that I will see what I want to see because my interest in customized media will be met.
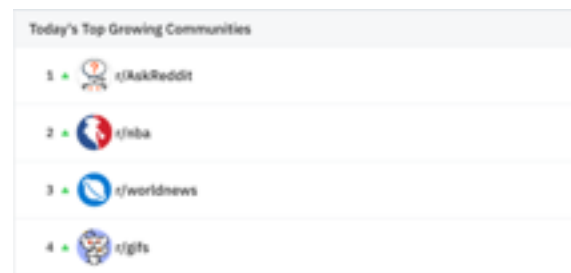
Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

When you first use the site, it encourages you to start finding things you find interesting and subscribing to those particular channels. Once you do that, they appear on your home reddit screen personalizing your experience. By subscribing to different subreddits, you are placing priority on those interests allowing you to view the content you want to see and taking the guess work out of the process; saving you time as well as allowing customized experiences from user to user. The subscription method for subreddits or similarly, youtube channels, makes me feel amazed because my need for customized content if fulfilled and constantly evolving. It is a time saver! It's part of a broader idea of customized content sharing that has been part of the social media experience. Another feature I love that is used by almost all social media, is the 'trending' feature, as well as the 'explore new subreddits' feature as both allow you to explore what is popular and dig into new interests simultaneously. It adds to the experience as there is always something new to discover. It makes me feel Curious because my need to explore easily is met. I know that the possibility of digging deeper is available to me and easily accessible.

Other notes

- The subreddit function makes me feel focused in my search for content because my need to explore is met. Each subreddit is specific to the subject that it was made for.

- The categories tabs makes me feel at ease because my need to organize my content is met. It organizes content in an effective way when navigating the site for different subjects.

Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

UI Analysis

The user interface of reddit may seem a bit underwhelming to some at first because of the fusion of forum-based architecture mixed with a more media friendly approach. It made me feel overwhelmed at first because my need for ease of access in layout was not met. I had never really seen or used such an interface before in a previous website. I was never big on online forums as I found the layouts limiting in functionality. I feel contentment with the customization options because my need for added customization was met. They allow you to increase or decrease the size of the individual content blocks among other UI customizations.

Other notes

- The light and dark mode of reddit made me feel powerful because my need to customize or change the appearance was met. I had the ability to customize my entire experience on this site. The color choices of grey/white for light mode and dark grey/black for dark mode were both easy on the eyes and not overwhelming which would be easy to do with this much content displayed on a single page.

- The actual topic pages where you can comment make me feel excited because my need to explore topics important to me and discuss them was met. I get to read the content I want and engage in conversation with the community about said topic.

- The Profile and user settings pages make me feel satisfied because my need to change settings was met. Reddit feels tailored and customized for me. I think that any user experience designer would want an end user to feel that way about the product they design. The settings are very simple and intuitive to locate and use while browsing reddit.

Learning Module 2: User Psychology
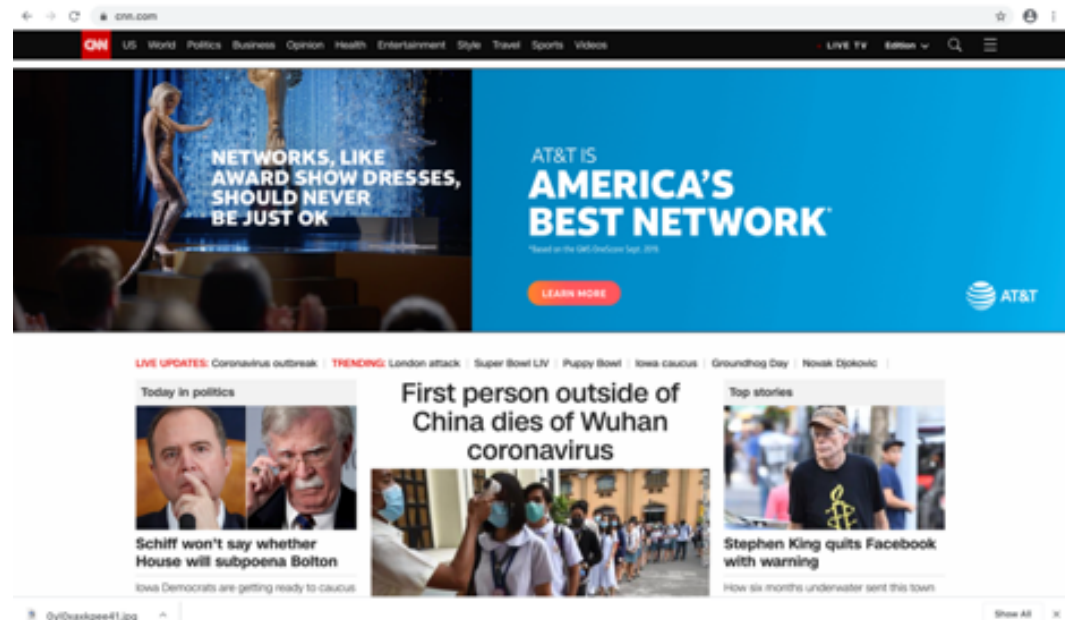# Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

UX Analysis
CNN:

In representation of most modern websites dedicated to the news, I chose CNN because in contrast to reddit, it is not a customizable experience first. CNN is a news site that displays the same stories for everyone as it wasn't designed with much customization options in mind.

The first thing I feel when landing on the home page is clutter. While visually professional and functional, it is not done in the most organized or accessible way for users. For starters, the home page makes me feel overwhelmed because my need for structured content was not met. The oversized promotions that pop out front and center before you can even begin to browse the news are unnecessary. The way the news is categorized is frustrating, because my need to quickly read a story was not met. You wouldn't even notice it unless you scroll to the bottom of the page to see some sort of organization by category. The top stories make me feel confused because my need to understand the hierarchy was not met. They are separated into two or sometimes three columns with nothing to categorize them, just seemingly random stories put together.
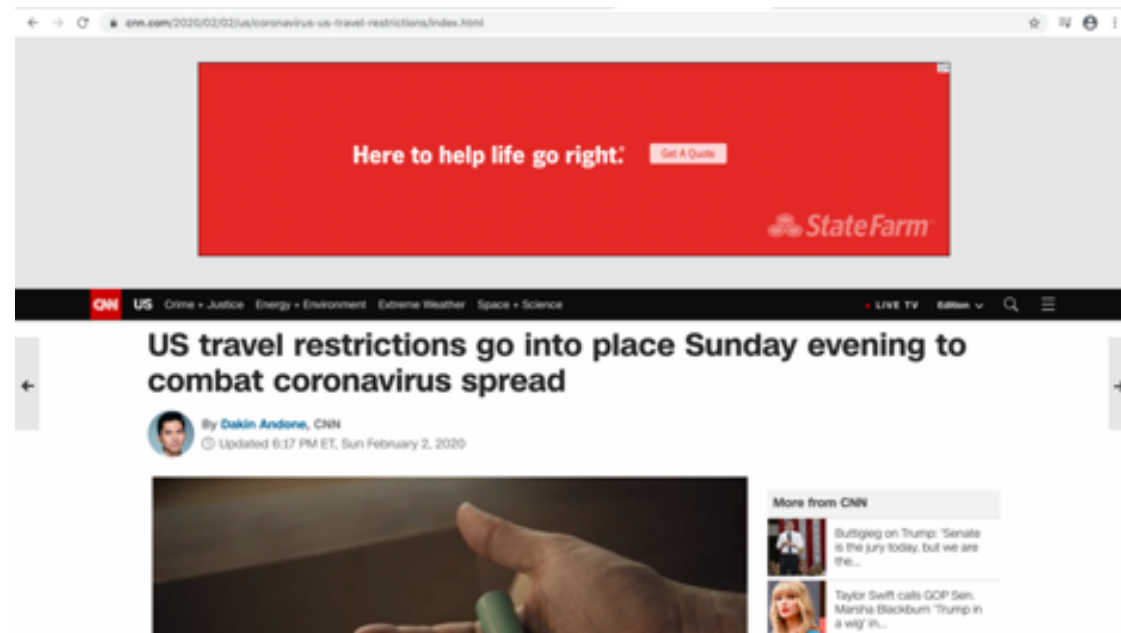
Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

Other notes

- The actual stories, or videos are half way cut off for big promotional banners that take up half the real estate of whats viewable when first landing on a page. This makes me feel frustrated because my need to quickly view a story was not met. It prioritizes promotions over stories. If you are watching a serious or tragic story, the last thing you want to immediately see is some commercial or promotion, over an important story.

- The site doesn't know what it wants to show you it seems. It's either promotions or content and it feels like they are constantly at odds with each other, as a viewer and user it's a frustrating experience. It makes me feel upset sometimes, because you could be viewing potentially important information, but have to sit through promotions and commercials. It feels very old school in that regard and my need to quickly absorb that information is delayed until after the promotions.
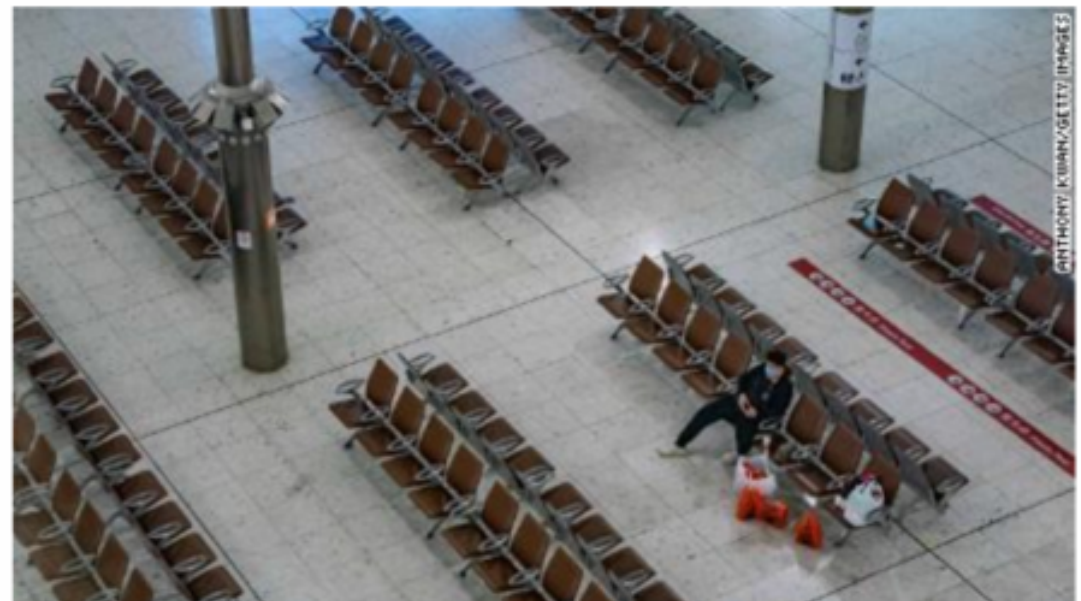
Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

UI Analysis

CNN.com has a very corporate style, I feel it is bland because my need for modern design is not met. It simply uses accents of the company's signature red color with black to contrast it but it feels uninspired. The div sections and content seem very blocky and stacked together in a way that isn't really appealing, it makes me feel tired after a while because you have to really search for what you are looking for if it isn't the top story. It does not meet my need of quick reading. I do however, like how the main top story is front and center with bigger words as the header. It makes me feel excited to see what that story may be because of its placement on the page and it meets my need of hierarchy in that one example.

Learning Module 2: User Psychology
Reddit and CNN: Thoughts on UX/UI

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 2

Other notes

- The navigation bar's style makes me feel indifferent because my need of organizing content is not met while being almost invisible. You barely notice it is there when when a huge promotion is on top of it.
- The promotions themselves make me feel annoyed because they are everywhere and do not meet my needs of reading or watching the news without being bombarded with a commercial or promotion.

What I have learned

This exercise expands on what we learned last week. There are deeper reasons other than simply liking or not liking something we choose to spend time consuming be it media, or a product, gift, service, etc. This also helped me understand that the way I consume media is very new age compared to the more traditional methods of viewing the news on such sites such as CNN. By analyzing my feelings and needs it has led to a greater understanding of my own reasoning when it comes to why I favor sites like reddit for their customization options.

Module 3 - Empathy maps: From the boss's perspective and the employee's perspective

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Nadia's empathy map

Think and Feel

What really matters to them?
While Nadia was unprepared at first for the jobs that she was asked to do, getting the employee's perspectives, work ethic, and methods was important to her. She wanted to get an inside scoop as to how the business was ran and how professional and knowledgeable her staff is.

What occupies their thinking?
Employee professionalism is something that she constantly thinks about, as well as performance compared to competition. She also thinks about ways to speak more directly to managers and employees to avoid break downs in communication.

What worries and aspirations do they have?
She worries about the competitive nature of her business and her business's performance compared to other establishments. She is worried about communications break downs from management to employees. She aspires to run the best business in her industry.

Notes
- Feels unprepared at first
- Running a great business is important to her
- Making the business better
- Worried about competition
- Wants employees at their best and well trained
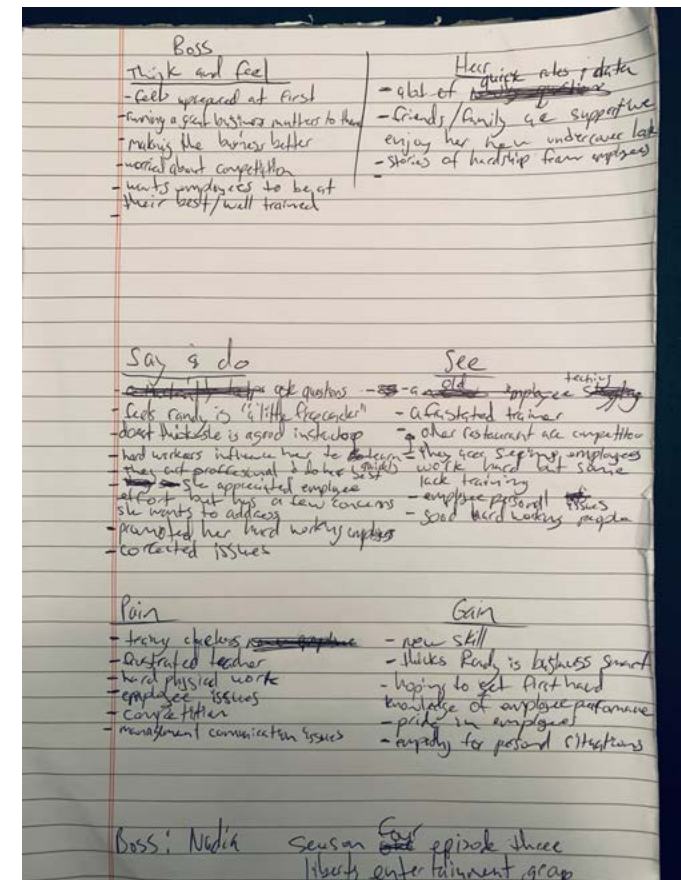
Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Hear

What are friends/family, and other influencers saying that impact their thinking?
Her friends/family/support group are supportive and enjoy her undercover program. While part of the work force, she hears stories of hardship from employees while seeing their professionalism firsthand regardless of their trails and pains.

Notes
- Stories of hardship from employees

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Say and do

What is their attitude towards others?
Nadia is very professional as a boss, but also is a very empathetic individual who took the time to relate on a personal level with her employees.

What do they do in public?
Nadia worked hard in public, she tried to match the speed of her employees but was not always successful.

How has their behavior changed over time?
She became more empathetic. Nadia saw first-hand how hard her employees work. She related to them on a personal level and rewarded their efforts to do their best for the company.

Notes
- Hard workers influenced her to learn
- She appreciated employee effort but has a few concerns
- Promoted her hard-working employees at the end of the undercover week
- She corrected issues

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

<u>See</u>

What things in their environment influenced them?
Seeing her employees work hard, Nadia was able to follow their lead as well as empathize with them on a personal level.

What competitors are they seeing?
She is seeing similar businesses do well and wants to remain ahead of the curve when it comes to her company's competition.

What are they seeing others do?
She is seeing first-hand her employees hard work and effort. This has been a mostly positive experience and she appreciates the dedication of her staff. She feels proud of her teams and considers the experience a great learning opportunity.

Notes
- Other restaurants and competition
- They are seeing employees work hard but some lack training.
- Employee personal issues
- Good hard-working people

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Pain

What fears, frustrations or obstacles are they facing?
Nadia feels that there needs to be a better line of communication from corporate to employees. She feels management needs to do a better job training and communicating with employees. Personal employee issues trouble her and she wants to see them happy as well as working hard.

Notes
- More training
- Understands that this is hard physical work
- Employee issues
- Competition
- Management communication issues

Gain

What are they hoping to get?
She was hoping to get first-hand knowledge and experience of employee performance as well as to empathize with her employees on a personal level. She never avoided or shied away from getting to know her employees.

What does success look like to them?
Running a successful thriving business with happy hard-working employees would be what success looks like to Nadia and being that she is not only a strong leader, but an empathetic boss as well, the future for her company looks bright!

Notes
- New skills
- Hoping to get first hand knowledge and experience of employee performance
- Pride in employees
- Empathy for personal situations

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Employees empathy map

Think and Feel

What really matters to them?
Employees care about their work. They do their best to create great customer experiences, some are highly dedicated and meticulous about their craft. Overall the entire staff that participated did a great job.

What occupies their thinking?
Apart from creating a great customer experience and working hard to achieve that, personal issues occupy their thinking as well. We are all human after all and face hardships, this was no different for them. Despite their trails and hardships they came to work and acted professionally and to the best of their ability.

What worries and aspirations do they have?
They worry about their personal issues but they aspire to work hard, move up the latter, and do the best job possible when working. They are overall very professional and have great work ethic.

Notes
- Employees care about their work
- Making sure customers are taken care of
- They have personal issues, aspire to work hard and take care of those issues as well
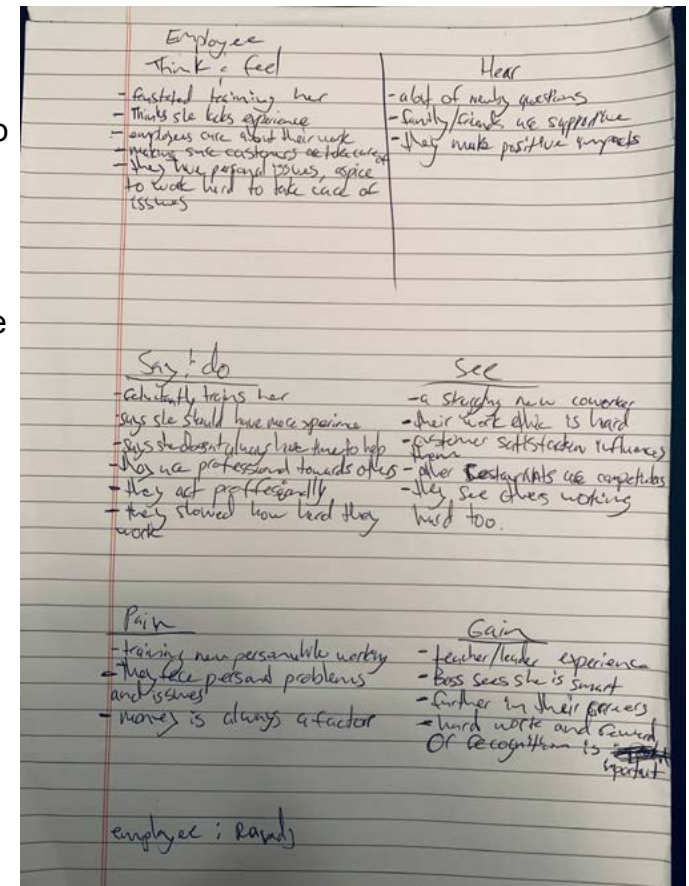
Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Hear

What are friends/family, and other influencers saying that impact their thinking?
Their families are supportive. While working with Nadia, their undercover boss, they were firm when they needed to be and showed great effort in their work.

Notes
- They make positive impacts
- Family and friends are supportive

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Say and do

What is their attitude towards others?
They have a great professional attitude towards others. They wanted Nadia to do her best as a new employee in training.

What do they do in public?
They showed great work ethic and professionalism. They were all kind individuals as well as great employees.

How has their behavior changed over time?
They were all rewarded for their hard work by Nadia at the end of the show. They continued to do great work and reap the rewards of that work.

Notes
- They are professional towards others
- They showed their great work ethic

See

What things in their environment influenced them?
They made sure the customers were well taken care of and they wanted to be and act professional.

What competitors are they seeing?
Other restaurants are the main competition.

What are they seeing others do?
They see others working hard alongside them and do their best to work as a team.

Notes
- Other restaurants and competition
- They are seeing employees work hard and match that energy

Module 3: User Empathy
User Empathy Maps

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 3

Pain

What fears, frustrations or obstacles are they facing?
Employees face personal and economic problems. They do their best to keep those issues out of the workplace, but sometimes it can be overwhelming. Training in certain roles also is a business challenge as well as communication with management.

Notes
- More training
- Employee issues
- Competition
- Management communication issues

Gain

What are they hoping to get?
Employees are working hard as the face of the company. They are hoping to advance their careers as well as do the best job they can.

What does success look like to them?
Being recognized for their hard work. Economic success and moving up in the company are also signs of success to them as well as fixing their personal issues outside of work.

Notes
- Pride in their work
- Economic success
- Professional success
- Personal success

Module 4
Creating Comprehensive User Personas
Product: www.Reddit.com

By: Angel Vazquez

Module 4:
Creating Comprehensive Personas

User: Angel Vazquez

Profile photo
- A redditor
- Someone interested in learning
- A young professional
- At home
- With/without other family or friends in the picture
- Confident about this tech
- Business casual or home attire

Quotes
"As far as reddit goes, I believe it is designed for function over aesthetics".

Role
User/ User experience designer

Demographics
- Some post grad work done
- UX Designer
- Reads during free time
- Writes during free time
- Bilingual
- Many hobbies and interests

Module 4:
Creating Comprehensive Personas

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 4

Goals
- To view and consume content tailored to the individual
- To contribute to a reddit community I enjoy
- To use the reddit platform to affect the community positively
- Doesn't want a single take on a subject or article, but multiple viewpoints

Journey
- User picks subreddits that interest them
- Content is then curated on their homes screen
- User reads, participates in discussions
- UI could be better
- Forum/comments could get convoluted and hard to follow/read/filter through

Motivating factors
- Getting customized experience
- Engaging with community

Inhibiting factors
- Clunky UI
- Information overload

Possible triggers
- Server crashes
- Mediocre app

Influencer 1
- Other redditors who engage with user online

Influencer 2
- Other redditors who discuss reddit in person

Influence 3
- Dislike for traditional news outlets
- Dislike for nonpersonalized media

Context 1
-Desktop PC
  When at home or work

Context 2
-Laptop and tablet devices
  At work or school looking up info or inbetween work

Context 3
-Mobile app
  Anywhere on the go: Bus, train, car passenger, etc.

Module 4:
Creating Comprehensive Personas

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 4

User: John H. Mathews

Profile photo
- Middle age (30's)
- College education
- Professional or casual attire
- Single or family

Quotes
"Reddit is my #1 source of news and media information because of both the quickness of story delivery and integrated discussions".

Role
- User
- Contributer

Demographics
- Corporate job
- Reader
- Opinionated, open to discussions

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 4

Goals
- To view and consume content tailored to the individual
- To contribute to a reddit community he enjoys
- To consume content as soon as it is published
- Prefers open discussion

Journey
- User picks subreddits that interest them
- Content is then curated on their homes screen
- User reads, participates in discussions

Motivating factors
- There to discuss similar interests with other people
- Engaging with different subreddit communities

Inhibiting factors
- Hard to organize popular comment threads
- Information overload

Possible triggers
- Can be time consuming
- Too many promotions
- Confusing UI when first using the site

Influencer 1
- Hobbies he cares about

Influencer 2
- Other redditors who discuss reddit in person/online

Influence 3
- Other friends are redditors as well

Context 1
- Desktop PC
  When at home or work

Context 2
- Laptop and tablet devices
  At work or school looking up info or in-between work

Context 3
- Mobile app
  Anywhere on the go: Bus, train, car passenger, etc.

Module 4:
Creating Comprehensive Personas

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 4

Persona Matrix for John

John fits in closely to the Avatar reddit was designed for. He shares many of the same goals as Angel although from different backgrounds. I think this is the type of persona that a designer or researcher is looking for when looking for users with similar goals for the product they Design.

Module 4:
Creating Comprehensive Personas

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 4

Persona Matrix for Angel

I am a real fan of this product (reddit). I feel that just like youtube, it is a great modern/futuristic platform and product. I share the similarity with John that we both use reddit as our main source of news and digital media consumption. The topics and articles we learn about through reddit come from other sources and that allows us to explore more of those sources and media.

Learning Module 5: Problem Definition
App Point of Views

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

As I explore different points of views on apps, and form POV statements, I chose 3 different apps from 3 different industries to work with: Bank of America, Spotify, and Uber Eats all in that order. "A Point Of view (POV) is a meaningful and actionable problem statement, which will allow you to ideate in a goal-oriented manner. Your POV captures your design vision by defining the RIGHT challenge to address in the ideation sessions. A POV involves reframing a design challenge into an actionable problem statement. (Rikke Friis Dam & Yu Siang Teo)

2 POV statements

- Users need the Bill Pay system to go back to the way it was before the latest update, because it was convenient for them as end users and they dislike the new system for that specific feature.

- Although convenient for many people, users need the app to function correctly without glitching because having crashes and glitches ruins the user experience no matter how well designed it may be.

From these comments we can see that the new update for the Bank of America app was not that popular, and that allowing for ease of use and older (yet popular) features would greatly benefit the UX and development teams in terms of app popularity and reception.

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

App 1: Bank of America mobile

Positive comments

1. "The App is fine and works as well as you'd expect. It gives you the answers to questions the bank wants you to ask".

2. "I've used all the banks in my area and finally decided to trey BOA about 4 years ago. I'm so glad I did. The app is my brick and mortar bank now".

3. "I like the convenience of the mobile app. Especially when I don't want to go out to deposit a check".

Negative comments

1. "The new Bill Pay section is poorly designed trash that has ruined the app experience. Not only is it ugly, it does a poor job of visually integrating with the rest of the app. BOA has definitely taken steps backwards with this update".

2. "I have banked with BOA for over 20 years. The BillPay system was great. It made my life easier. – I am now looking at other bank systems. Their policies have ruined the best bank payment system".

3. "Hate it. Your app never seems to work. Every time I go to open it, it no longer recognizes my user ID or password".

Suggestive comments

1. "I am not sure why the notification button has to be out on its own on the upper left side of the screen".

2. "There are two things about this app that I would change if I could. 1: It would be easier if recent payment information was listed under each payee when you are in the online bill pay screen in the app. 2. I wish I did not have a monthly mobile deposit limit".

3. I think it's a little dated to think you can't change your due date with the app. Shockingly enough, you can't even do this in the online account.

Samples

New 'Bill Pay' is Horrible Apr 19
★★★★★ JJstar

The new Bill Pay section is poorly designed trash that has ruined the app experience. Not only is it ugly, it does a poor job of visually integrating with the rest of the app. Clunky and unintuitive, to now make an online payment you must sift through multiple screens, making multiple clicks —all of which is very confusing to the consumer. You now also have to manually assign a "pay by" date to complete the process which is terribly annoying. (The default should be set similar to the pre-updated version that automatically sets the earliest possible date for you. But, still allow a user to manually set their own "pay by" date if needed.) Overall, the former Bill Pay was MUCH easier to utilize and MUCH nicer to look at.

To add to the problems, we no longer have the ability to delete old "Pay To" accounts from within the app the way we could previously. Another oversight.

BOA has definitely taken steps backwards with this update. If I had to guess, budget cuts forced BOA to begin implementing new app updates via internal junior-level design team, rather than outsourcing to a professional UI/UX firm. As a result, this update has a "beta" feel displaying poor form, function and usability. Really embarrassing for a big bank.

Hate it 1y ago
★★★★☆ Dahow

Your app never seems to work. Every time I go to open it it no longer recognizes my user ID or password. It doesn't even recognize the fingerprint anymore. I have to reset things every time by deleting and reinstalling. This is ridiculous. I don't know what you did to the app but whatever you did you ruined it because it just doesn't work. I can assure you that I want to use an app and if this thing does not start working properly I will change all four of my accounts over to another bank that has an app that does work.

I'm updating my review. The stupid thing still doesn't work right. I have to constantly re-do the installation and place user names and passwords in. Twice I've had to change the password for no reason other than the stupid app can't recognize it. Fire your IT people and hire some new ones

Wanted to update. Working great after the above problems finally resolved. My only complaint is they still don't have a place for a memo when you write a check in the app. Seems like a logical thing to put there. I've requested it several times but to no avail.

Love, love, love Bank Of America & th...   1y ago

★★★★★   Biged68

I've used all the banks in my area and finally decided to try BOA about 4 years ago. I'm so glad I did. The app is my brick and mortar bank now. I rarely have to go to the actual bank now because the app is so convenient and has so many services I can complete online. So I've opened a credit card, transferred my savings, my business, along with my checking and now my family and friends are too. I have to give a shout out to their customer service at the actual bank as well. People complain about not having a local "down home" type bank, well surprisingly, BOA employees always treat me like I'm a friend or neighbor, and I'm hardly ever there.

The other banks charge money for things that are simply everyday transactions at BOA. Plus, the limits on things like transfers, sending money are higher (thus more convenient) than the other banks, and they're mostly FREE! I've watched my friends and family complain about paying for simple stuff and I keep saying,"go to BOA." I have the ability to transfer cash for free to anyone just by using their cell phone or email and it's totally free. I have saved so much money in gas and time because I can pay someone to start a job for me without having to wait to drop off or mail a check. Phenomenal stuff!!!

No due date change?   1y ago

★★☆☆☆   Jeyshaw

I think it's a little dated to think you can't change your due date with the app. Shockingly enough you can't even do this in the online account. They make you call there customer service line for this. I hope BOA crawls out from the Stone Age. The app and he o line banking portal seem outdated. The "payment due" notification doesn't communicate with whether you already paid the bill and if can scare you when you say "past due" in the reminder section when really you just didn't do the extra step to mark it as completed. Also I'm noticing almost all banks now offer a customer loyalty for making on-time payments and such to allow customers to apply for a credit line increase without a hard pull. Many of the other banks use a soft pull as if you yourself are checking your free FICO if they really want to look at your credit but even that is very rare most companies base it on good account history and customer loyalty. Just waiting for BOA to catch up with their competition. Hopefully someone with authority sees this review and makes a difference to bring the company to the competitive playing field

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

2 POV statements

- Users really love this app, but it needs to not be so limiting in certain functions such as options for playing songs and playlists.

- As great as the app is, Users need the app to work properly, and easier to use when on different plans or free plans because right now it is very confusing.

The popularity of the Spotify app is never one would consider in question. The app is however difficult to navigate and use for beginners and from the data gathered, it seems that a more simplified UI with additional options for playing music would be ideal for users.

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

App 2: Spotify

Positive comments

1. "All I can say is this app is positively amazing".

2. "I love this app so much. I use it every day almost constantly. It always works for me and has all the music I want".

3. "I immediately fell in love with this app when I got it! The pros of this app are that the large variety of songs and artists are spectacular".

Negative comments

1. "I've been a premium user for at least 5 years, almost 10 probably, but this new update is enough to make me want to switch platforms if it's not fixed".

2. "I think the idea of the app was spot on. I think the execution was terrible. The app is up to date and on top of these songs but is a pain to work with".

3. "The queueing system is really buggy and causes headaches".

Suggestive comments

1. "Love the app. I love the algorithm. I love how easy it is to discover new music. But I don't like how the home screen triggers my OCD. It feels cluttered and unorganized".

2. "I love this app. So much music is available, you can download for offline listening – However I really wish is could take a lead out of Windows Media Player's book and figure out the whole temporary playlist/que thing".

3. "This app is very easy to use and, obviously, the content is fantastic. I would give it 5 stars if not for one significant problem: the app's inability to effectively control shuffle mode and repeat mode".

Samples

Love, but...
★★★★★

Feb 8
sadandblujee

Yuh so I love the app. I love the algorithm. I love how easy it is to discover new music. No complaints there. But, I don't like how the home screen triggers my OCD. It feels cluttered and unorganized. Like an episode of tidying up with marie kondo. There's too much. It's become tiring. I'm not a fan of the square icons. Maybe a rounded corner icon would look more aesthetically pleasing. I'm just not vibing with the design of the app anymore. I'd like a more minimal, simple aesthetic to it. Also the podcast tab? I have absolutely nothing for that tab. Why is it there lol. And why get rid of the songs tab? Everyone hated that you got rid of it and changed it to liked songs smh. It was fine the way it was. Y'all have been losing my interest lately. And I'm not gonna front... I explored my options. I hung out with Apple Music for a while. And it was exciting and new. It made a good first impression. The design caught my eye. I was intrigued by the simplistic design and aesthetic of the app. It was fun the first few weeks. But it was difficult finding new music that I liked. I disliked that aspect. So here I am again. Giving you another chance. It's 2020. New year new me right? Let's switch things up a little. Try new and exciting things. This is our year to shine!

Terrible update
★☆☆☆☆

Jun 24
Faint366

I've been a premium user for at least 5 years, almost 10 probably, but this new update is enough to make me want to switch platforms if it's not fixed. Your saved artists are listed in a completely random order (based on how much you listen to them or something, I don't know) and it is impossible to search the list to find the artist you're looking for. As in, the search function in the artists tab simply doesn't exist. Unless of course you follow the artist, like this is some wannabe social media app. Just want to listen to music? Too bad. This is Twitter now. You can no longer search for your music by the album, instead the album tab only displays the albums if you've saved them entirely. Want to listen to that album you love but skip the instrumental intro? Too bad. Unless you have every song you can't play the album.
But the issues don't stop there. You can no longer scroll through your complete list of saved music by the letter. You can't even search by a letter or the start of a song and expect it to give you songs that start with that letter. Want to listen to "home" by Breaking Benjamin? Well type in "home" and the results will be anything from "coming home" by Avenged Sevenfold to the "thoughtless" cover by Evanescence (which doesn't even have home in the title) before the actual song you're looking for. The system is absolutely atrocious for anyone who isn't just trying to play all of their music on shuffle.

Amazing App! 1y ago
★★★★★ Raveiin (SM)

All I can say is this app is positively amazing. It is made very nicely, and although it does have an occasional advertisement, that does not possibly amount to the overall amazing quality. Definitely worth getting the premium membership feature (I don't own it, but have used it before with a close friend of mine.) This app is a must-have if you have a busy lifestyle and love listening to music!
  One of my favorite features is the playlist option. You can make customized playlists to your music preference. It's positively amazing!
  You can also add certain artists you like, and it customizes your daily mixes.
  Another great feature is the daily mixes! The app gives you daily playlists based on your favorite songs and artists, and makes a personal playlist based on the aforementioned favorite songs and artists.
  Altogether, it is a spectacular app that has MANY amazing features, and I'm not surprised it is so popular and successful. I hope everyone can notice the amazing quality and effort that was put into the making of this AMAZING app!

Great App! 1y ago
★★★★☆ Penguindayday

I immediately feel in love into this app when I got it! The pros of this app are that the large variety of songs and artist, which is spectacular! I also enjoy listening the fact that you can save as many songs as you'd like. The fact that you are allowed to have the free trial for premium is magnificent, but I have not tried it yet. I also like the fact that you can watch an ad to get rid of advertisements for a half an hour, so I can listen to music without interruptions.

   However, there are quite a few cons. First, you can't listen to a thirty second preview of new songs, which saved lots of time. Then, there's also the fact that unsaved songs of yours can randomly start playing, which is great for discovering some new songs and artist, but gets irritating when I want to listen to my songs.

   Other than that, this app is great for playing any song while out of the app, and I'm sure I will still be a user in the future! Keep improving the app to make it better and better!

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

UBER EATS

2 POV statements

- Users expect customer service for an app that deals with food delivery because of the logistics involved and the errors that could be made.

- While the app is very popular and has many satisfied customers. Users need to understand that service may vary from restaurant to restaurant and driver to driver because while Uber Eats may have a strong service, it works with other services that may not have the same service standards.

Uber Eats is one of those hit and miss apps when it comes to user experience, but the most interesting idea from the data collected suggest that if customers/users understand that Uber Eats is not the only company at play here and that errors can and will happen, it will allow consumers to view the service differently as long as customer care is of the highest quality.

Learning Module 5: Problem Definition
App Point of Views

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 5

App 3: Uber Eats

Positive comments

1. "Like the regular Uber car service, your experience with Uber Eats will mostly vary with the quality of driver you get. I like the fact that I can see where my driver is so that I can meet them out front so that the dogs don't go crazy when the doorbell rings".

2. "Uber Eats is my favorite app, whether I'm ordering food at home in Miami, or to my hotel in Bangkok Thailand, I can always rely on Uber Eats to find me good, fresh made lunch & dinner".

3. "I have ordered from Uber Eats about 7 times now. I have ordered full hot dinners, gourmet burgers, desserts, ice cream. – Happy customer".

Negative comments

1. "If you are hungry, do not use this app. I have had problems in one form or another with every single one of my orders".

2. "The app itself is honestly trash it has the same bugs it had months ago, and I can't even use it anymore".

3. "The map on the app is not accurate either. It would say the driver is down the block, and the indicated driver would be there for a good 20 mins sitting down the block".

Suggestive comments

1. "The biggest problem I have with the app is when you open it, it does not default to your current location".

2. "The app usually leaves the address from the last place you ordered from; I disagree with this".

3. "I wish the company trained their staff to understand sometimes it's best to take a short-term loss for a long-term gain with retaining customers".

Samples

Horrible Customer Service and terri...   Dec 20
★☆☆☆☆   mindysuec

If you are hungry, DO NOT USE this app. I have had problems in one form or another with every single one of my orders. Most recently, I placed an order for a nearby restaurant while I was at work and unable to leave. After waiting for the order to be completed and picked up, I received a call that one of the items was not available. Instead of canceling that item they cancelled the entire order and when I went to the help section to contact customer service, I was shown a standard message with no one to reach out to. I then re placed the order and had to wait for a new delivery driver to drive across town, wait for the order to finish being prepared and then delivered. 2 hours later I received my order with no apology or credit. In addition, I was not able to order the ingredients that I wanted because there are no comments section and they did not have all items that are in stock listed. My order was from Subway which is only a block away, next time I will just order Jimmy Johns directly so I at least know that I will get me food and not have to wait around for hours.

App is good, but could be improved   Sep 24
★★★☆☆   Jbarkley13

The biggest problem I have with the app is that when you open it, it does not default to your current location. It defaults to your last location where you placed an order. This makes it easy to make the mistake of placing an order for food that may not even be in the same city as you. Not a big deal, if the cancellation policy wouldn't allow the restaurant to charge you full price for an order that you know you will not be able to receive, irregardless of how fast you realize your mistake and cancel the order. I cancelled an order IMMEDIATELY as it was placed because I noticed my mistake as the app was placing the order. It charged me full price for my order even though I cancelled within 2 seconds of the order being confirmed. When I called customer service, they were able to see that from the time I placed the order until it was officially cancelled was 12 seconds. They said the restaurant was already preparing my food. Give me a break...They ended up giving me a refund as a "one time courtesy", but I was told they would never extend that courtesy again. Simply ridiculous. The app should always default to your current location, or at least verify your address is correct when placing the order. I realize the mistake was my own, but why am I seeing menus from restaurants in another state when I open the app??? Please fix this....

Needs customer service improvement   Jul 13

★★☆☆☆   ChrissyKnowsAll

I use to be a very frequent customer and was always impressed by how diligent contacting customer service use to be whenever there was an issue with my order; however, the last time I did business with Uber eats I was very disappointed by the level of customer service I received when I reported an issue. My courier could not find me with me living a large community although I gave detailed instructions. I could tell the courier was lost and I tried to call the courier to further direct, but there was a language barrier since the courier did not speak English. I had to wait an additional 30-40 minutes before the courier finally found me. By the time the food arrived it was cold and soggy. I reported it to customer service and requested a refund, and the representative I was working with kept blaming the quality of the food on the restaurant and didn't issue me a refund. I find it hard to shift blame on the restaurant since had the food arrived at the expected time the food quality would have been in tact. That was months ago and I haven't done business with them since. I wish the company trained their staff better to understand sometimes its best to take a short-term loss for a long-term gain with retaining customers. Especially since I'm afraid to admit I was placing about 10 orders a week. Way to burn bridges Uber eats!

Uber Eats Is The Best!   May 4

★★★★★   EatGreatFood

I have ordered from Uber Eats about 7 times now. I have ordered full hot dinners, gourmet burgers, desserts, ice cream. The hot dinners from Carmine's NYC, Pieros and others were delivered hot, ice cream was totally frozen and delicious when it arrived. The drivers were right on time with a smile.
I used the others DD, GH, PM and I had a problem with almost every order. Twice my food wasn't in a bag, instead in the delivery persons dirty hand, the lid came off and my food was all over his hand! I waited 2 hours when I they gave me a 45 minute delivery time. That's an example of throwing money away. I'm thrilled to have a food delivery service. It gets very expensive and when I have to throw the food right in the garbage I feel taken advantage of. I reached out and they either offered me a 20% discount or didn't reply at all. I will definitely stay with Uber Eats! There is a large selection of restaurants and hope they get many more. Coming to Las Vegas from Manhattan, NY , I am happy to see all the great restaurants here. Many I frequented in NYC! Uber, please try to get them on your list. Happy Customer

Learning Module 6
Mash-Up Ideation Exercise

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 6

**"How Might We" Statement:** How might we incentivize people to become greener/eco-friendly?

With the necessary information about how this technique works, I started by posing my statement: How might we incentivize people to become greener/eco-friendly? I chose this statement because I thought it would be a problem to ideate and see if any solutions could be found throughout the process. For the next part, I had to think of two opposing or simply different ideas that can be used to solve my "how might we" statement. The point of this is to start brainstorming ideas and using those two sets of different ideas to start fusing them together into 1 cohesive idea that relates to what was the problem statement, turned into a "How might we" statement. After figuring out what would be on both lists, it was time to put together these ideas into mash up definitions or statements.

Elements of a green lifestyle

1. Recycling
2. Eating less meat
3. Hybrid electric vehicles
4. Organic food
5. Trash pick up
6. Use paper bags instead of plastic
7. Start compost bin
8. Use energy efficient lighting
9. Use less home energy
10. Re use used products like books
11. Recycle car
12. Carpool
13. Use water cantina instead of plastic water bottles
14. Stop at farmers market
15. Pay bills online (paperless)

Things that motivate us

1. Family
2. Friends
3. Ambition
4. Money
5. Power
6. Empathy
7. Morals
8. Free/Discounts
9. Dilemmas
10. Catastrophic events
11. Survival
12. Food
13. Happiness
14. The quest for knowledge
15. Health
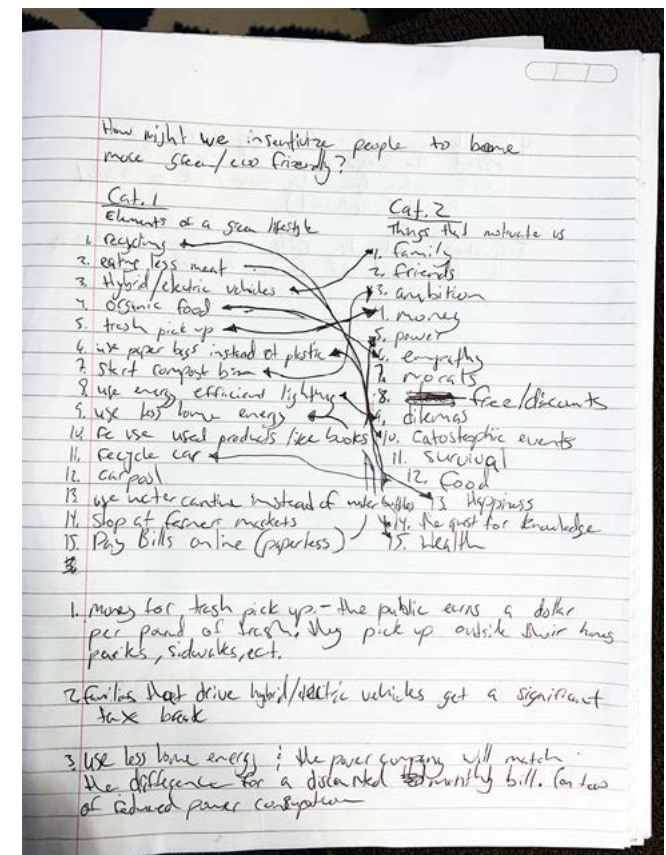
Learning Module 6
Mash-Up Ideation Exercise

Angel Vazquez
ICM 512: Principles of User Experience Design
Professor Bjorn Akselsen
Learning Module 6

Here are the 5 statements I created:

1. Money for Trash Pickup – The public earns a dollar per pound of trash. They pick up outside their homes, parks, sidewalks, and turn it in in large trash bags that are then weighed for money. Creating a trash economy in the process.

2. Families that drive hybrid/electric cars are given a tax break for as long as they have the vehicle. (something like this is already in practice).

3. If you use less electricity at home, the power company will match your decrease to provide a substantial discount to your monthly bill.

4. Recycle your car for grocery gift cards to spend on food equal to the car's value (must be over 100k miles, totaled, or non-functional).

5. A contest: Which city is more ambitious to be greener by buying local at farmers markets instead of chain supermarkets and stores. Prizes may vary from state to state.