

Product IVE

Finding your ideal work environment
has never been this easy

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OVERALL PROBLEM

People don't really know how to go about finding their ideal working environment

PAPER PROTOTYPE

FIND WORK ENVIRONMENT

Settings

noise | _____ 10

brightness | _____ 10

distance | _____ 10

wifi Yes No

food Yes No

IVE Band

Connected
or disconnect

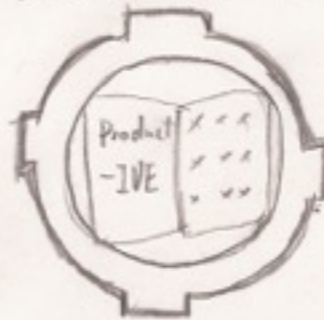
Break Alerts

Frequency Every 45 min

Length 15 min

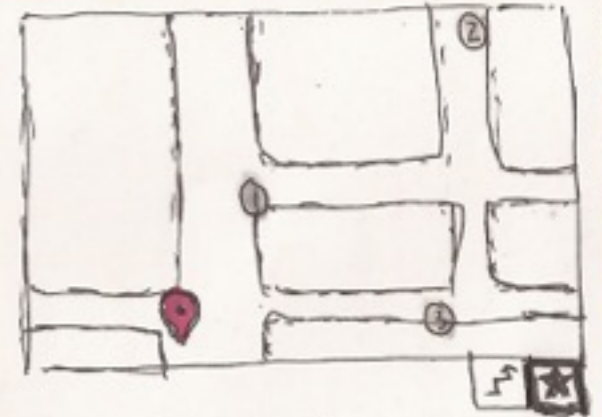
Q zip code

Location Near You



Favorites

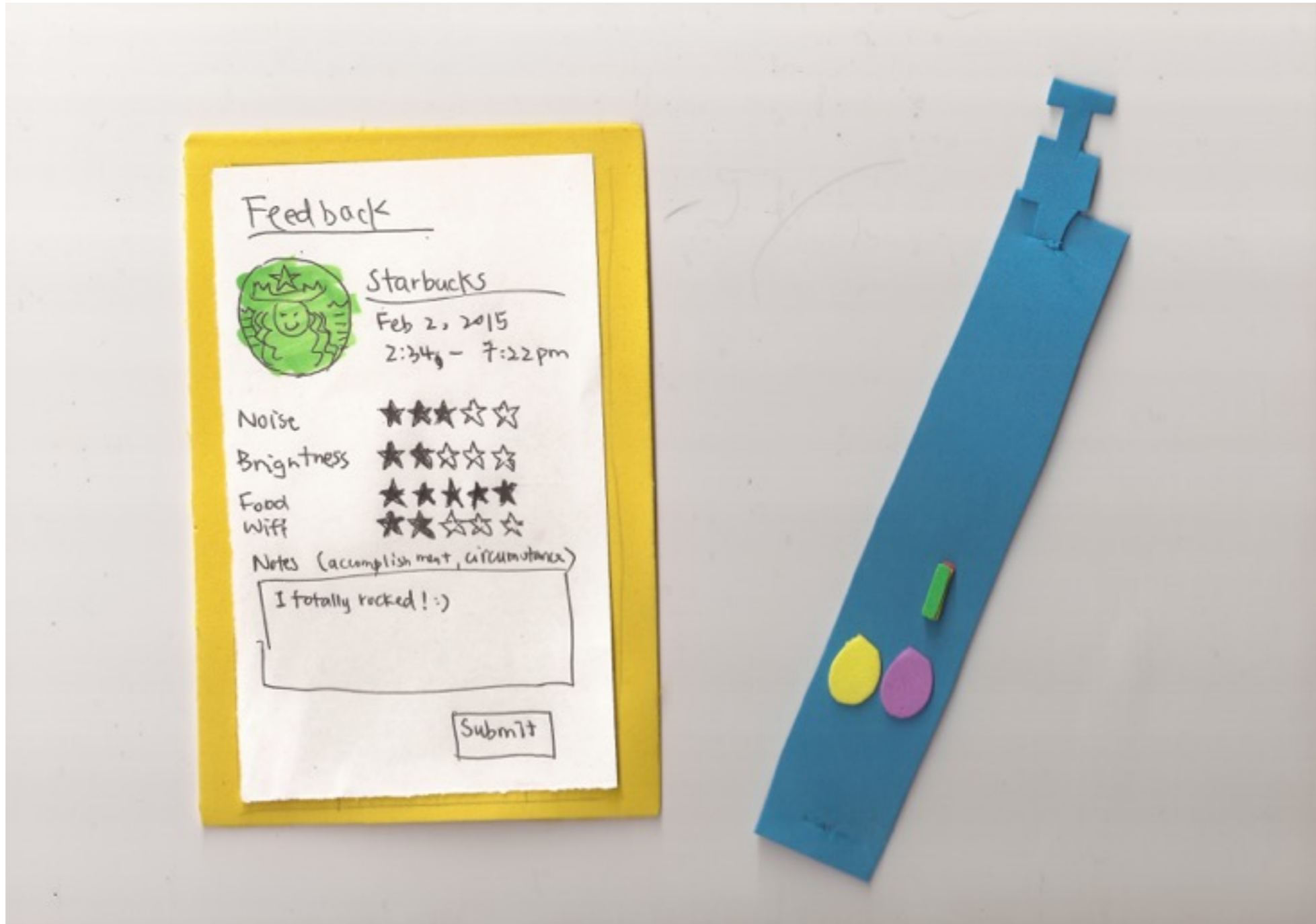
1) _____
2) _____
3) _____



Locations nearby

1. Starbucks on 42nd 0.7 mi
2. Home 2.1 mi
3. Computer lab 1.8 mi

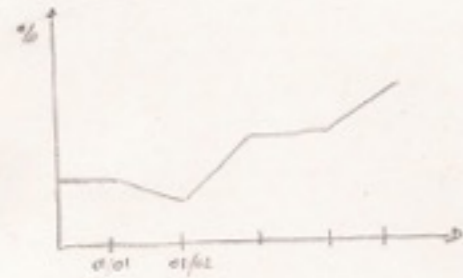
TRACK WORK SESSION



TRACK WORK SESSION

Product-IVE

Last week



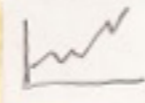
Top Locations

- | | | |
|--|----------|-----|
| 1) Starbucks
#567 15th Ave | 25 times | 87% |
| 2) Seattle Public Library
123 3rd Ave | 12 times | 75% |
| 3) Trabant Coffee
562 55th | 6 times | 70% |



History

Date	Location
Feb 06	Paul Allen Library
Feb 01	Starbucks 3rd Ave
Jan 30	x x x x x
Jan 24	x x x x x
Jan 15	x x x x x
Dec 22 2014	x x x x x



History

Feb 06 2015

Paul Allen Library
2060, 15th Ave, Seattle, 98000



noise level : 4 (1-10)
brightness : 8 (1-10)
coffee : 2 (1-10)

Note:

Bad coffee



USER TESTING

TESTING PROCESS



Web Consultant
Male, 23
Job allows him to work remotely



Grad Student at UW
Male, 32
Already uses productivity apps



Student
Male, 25
Has part time job

TESTING PROCESS

Targeted people who work in public places and want to improve that experience

Have been out of the student environment for at least some time

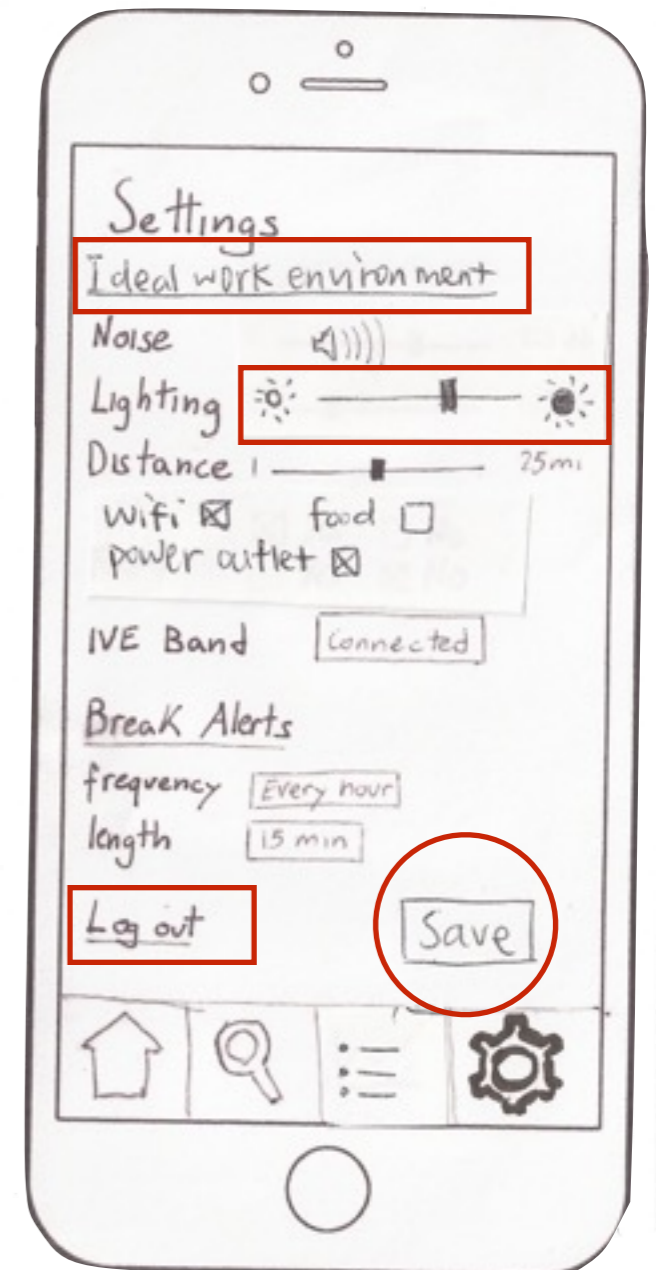
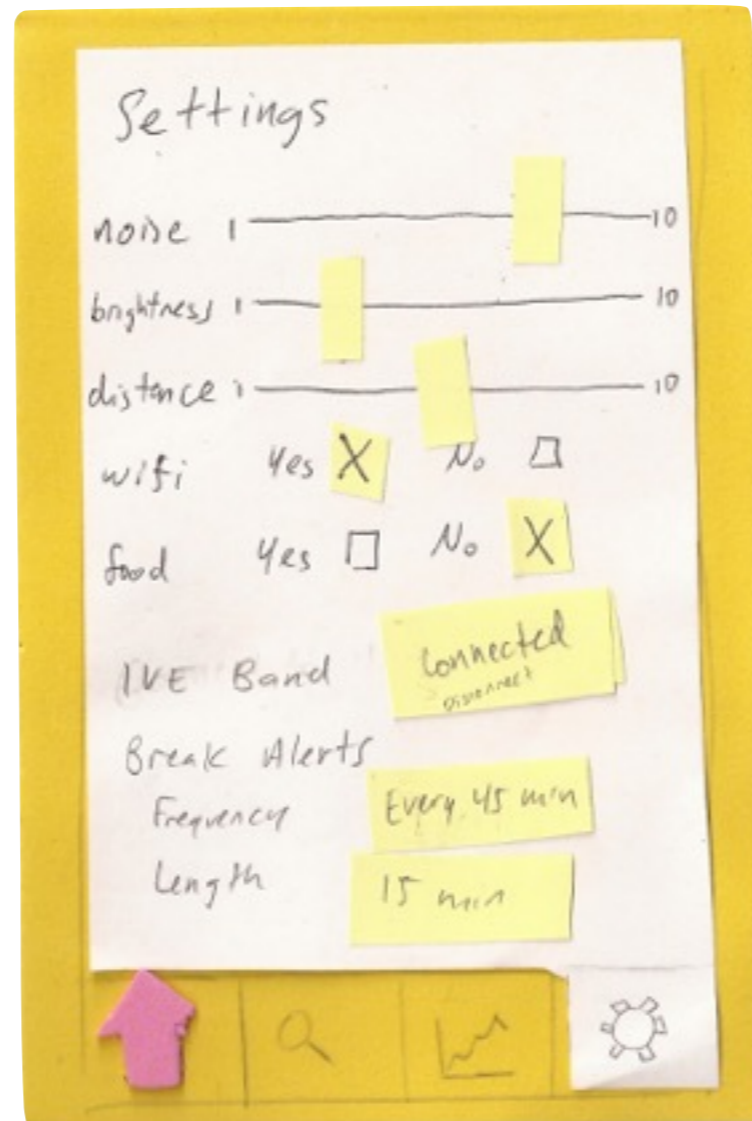
Chose different locations in order to get a more diverse group of people

TESTING RESULTS

Settings

Not clear that search for work environment was directly based on the settings

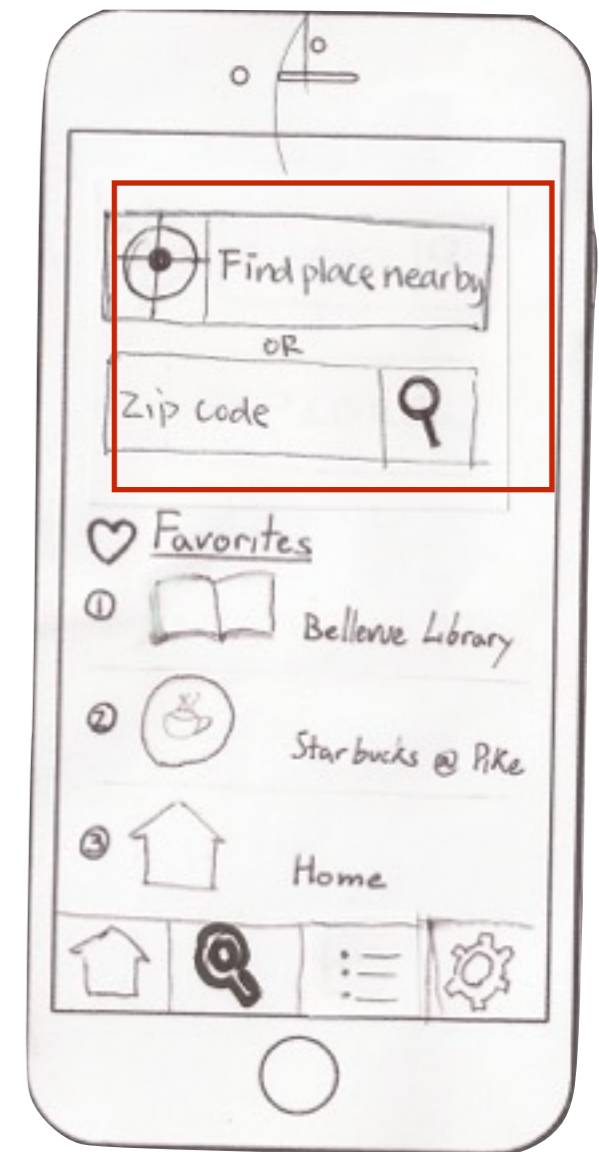
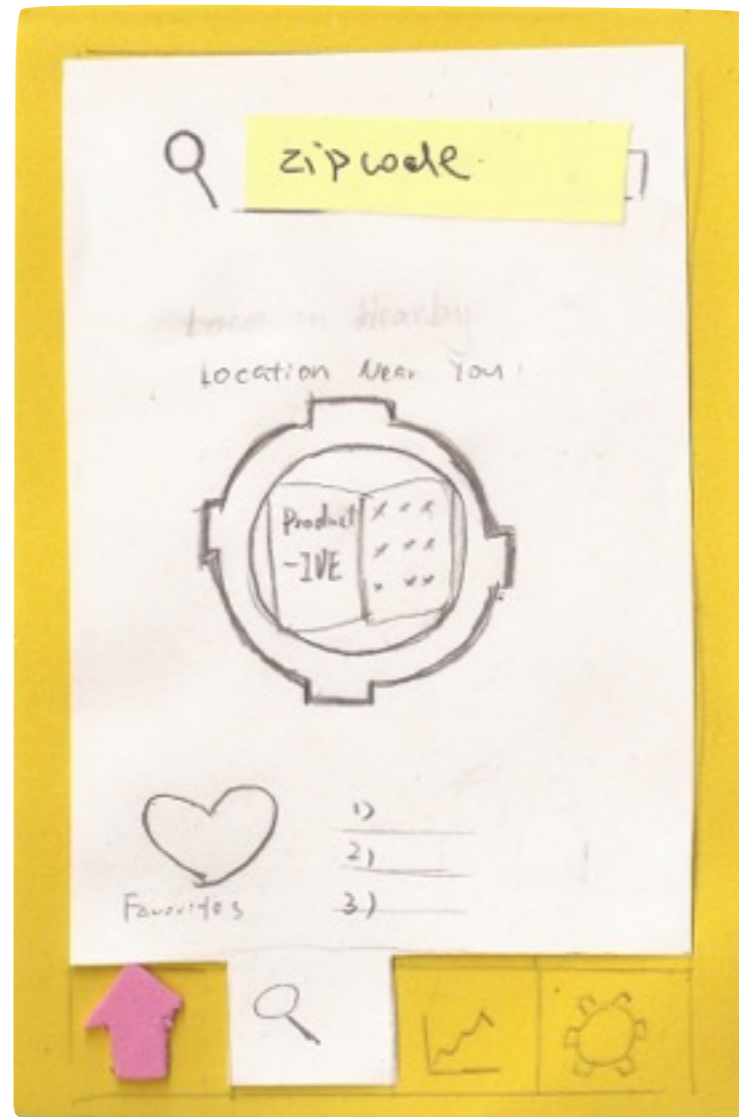
Participants went to search page without noticing settings



TESTING RESULTS

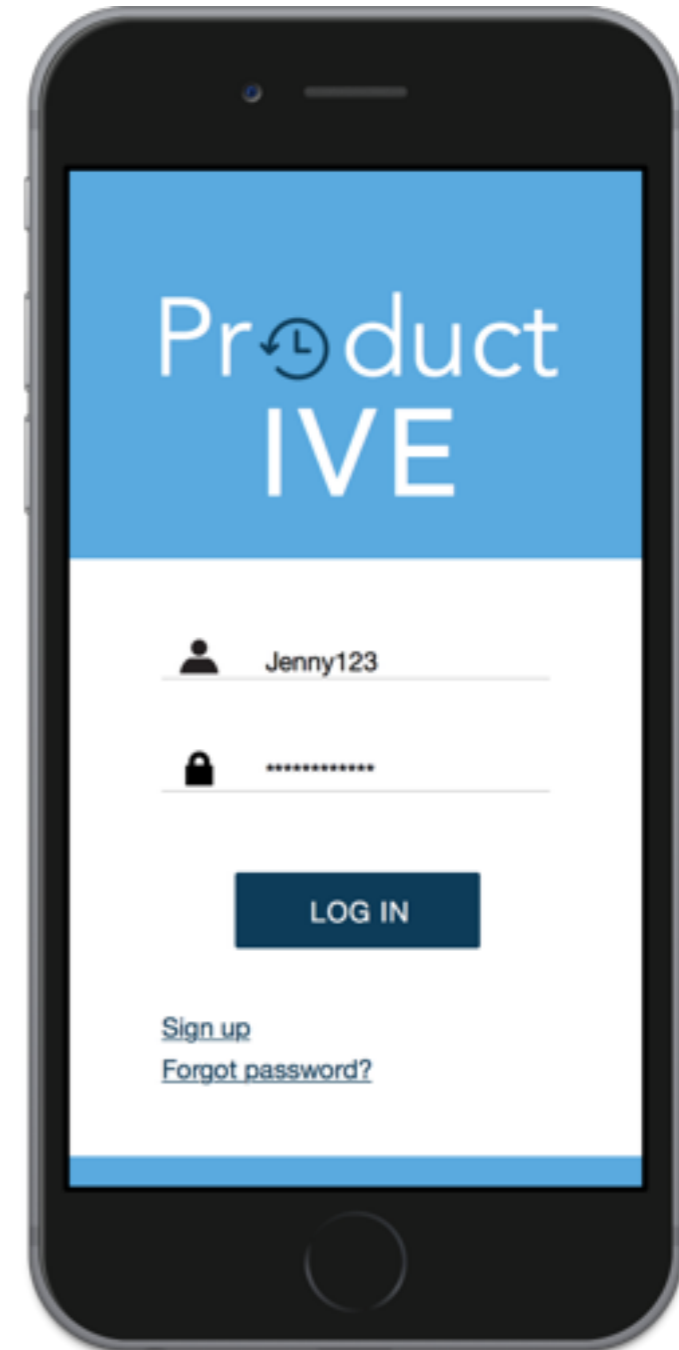
Search

Users were confused about which button to press to start the search

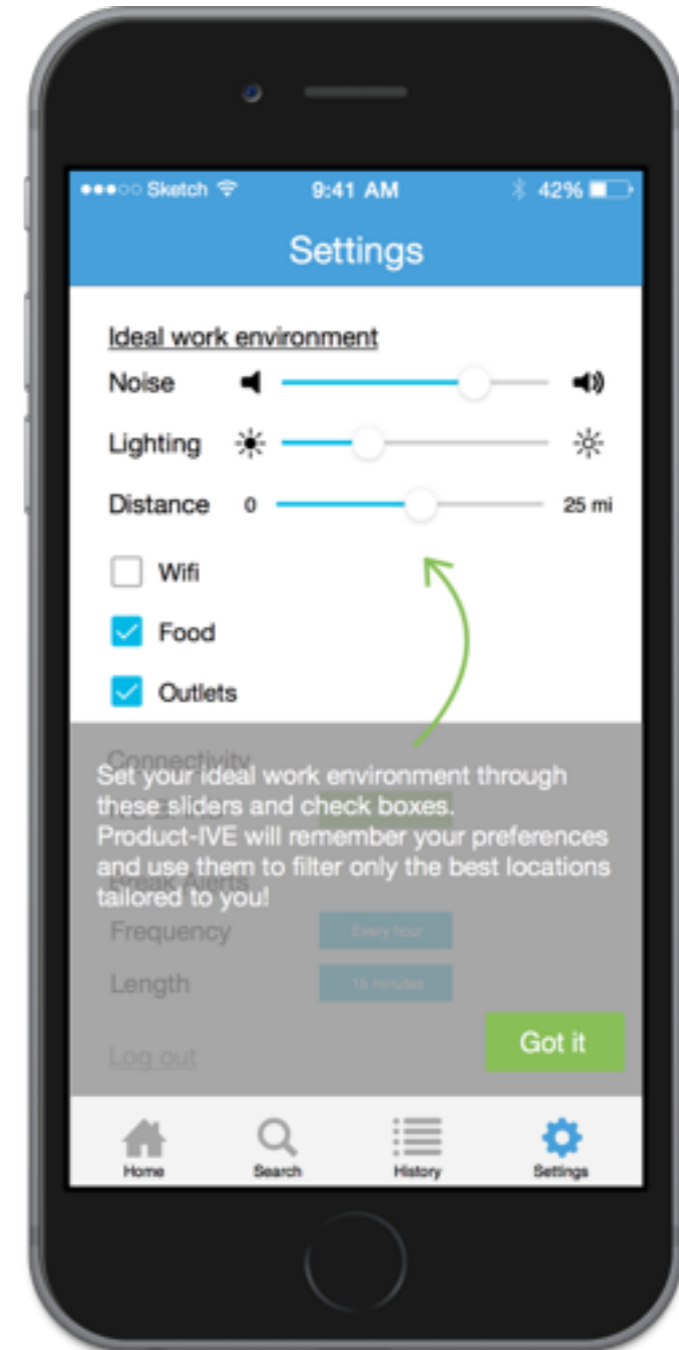


DIGITAL MOCKUPS

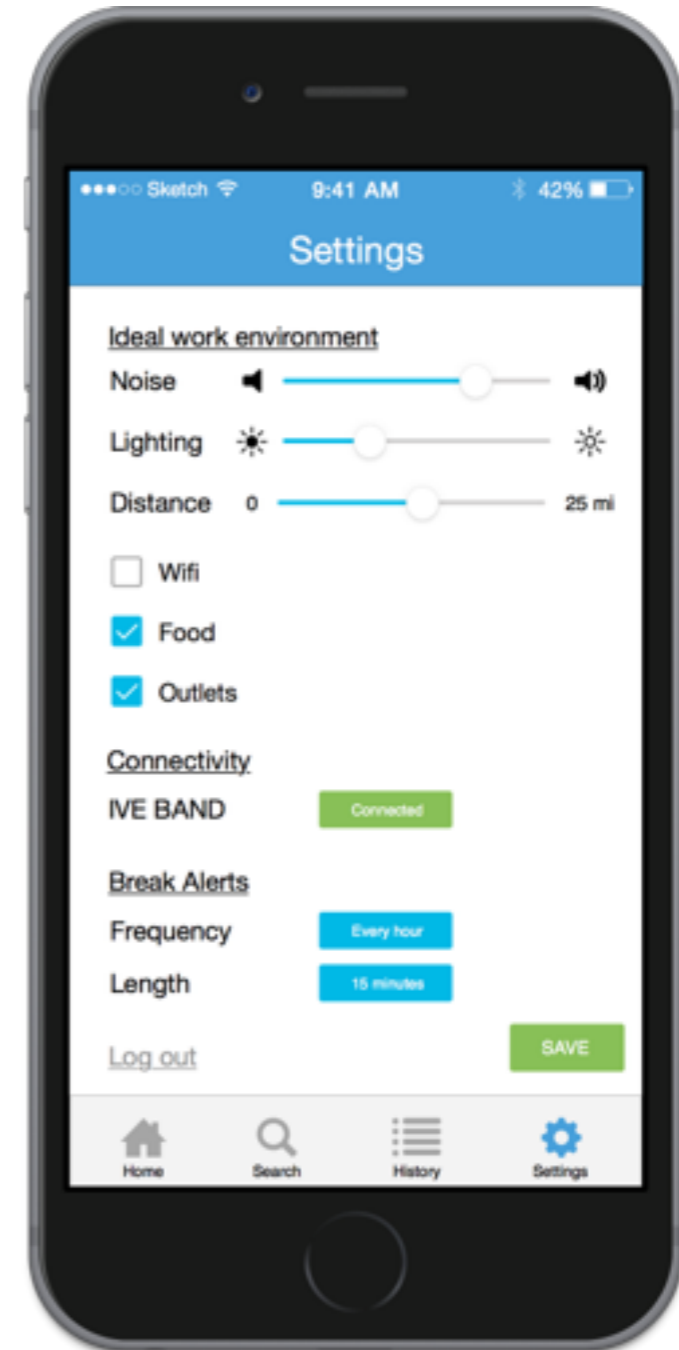
FIND WORK ENVIRONMENT



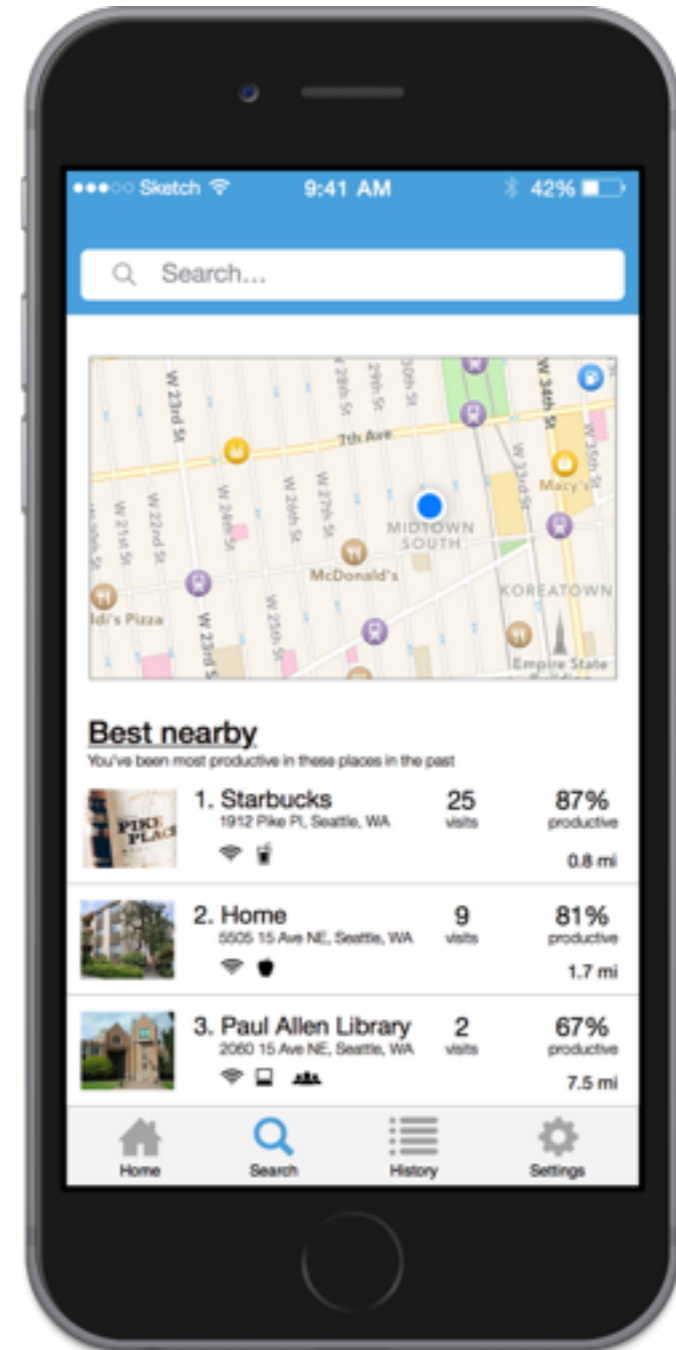
FIND WORK ENVIRONMENT



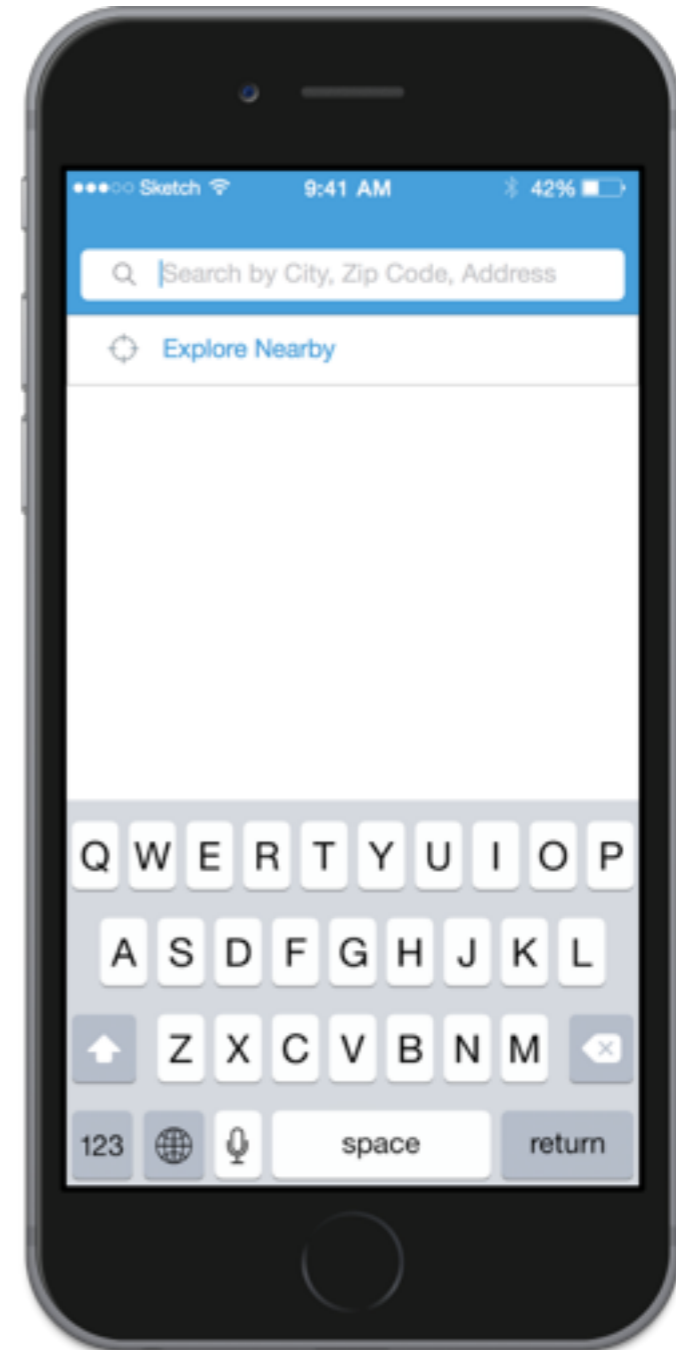
FIND WORK ENVIRONMENT



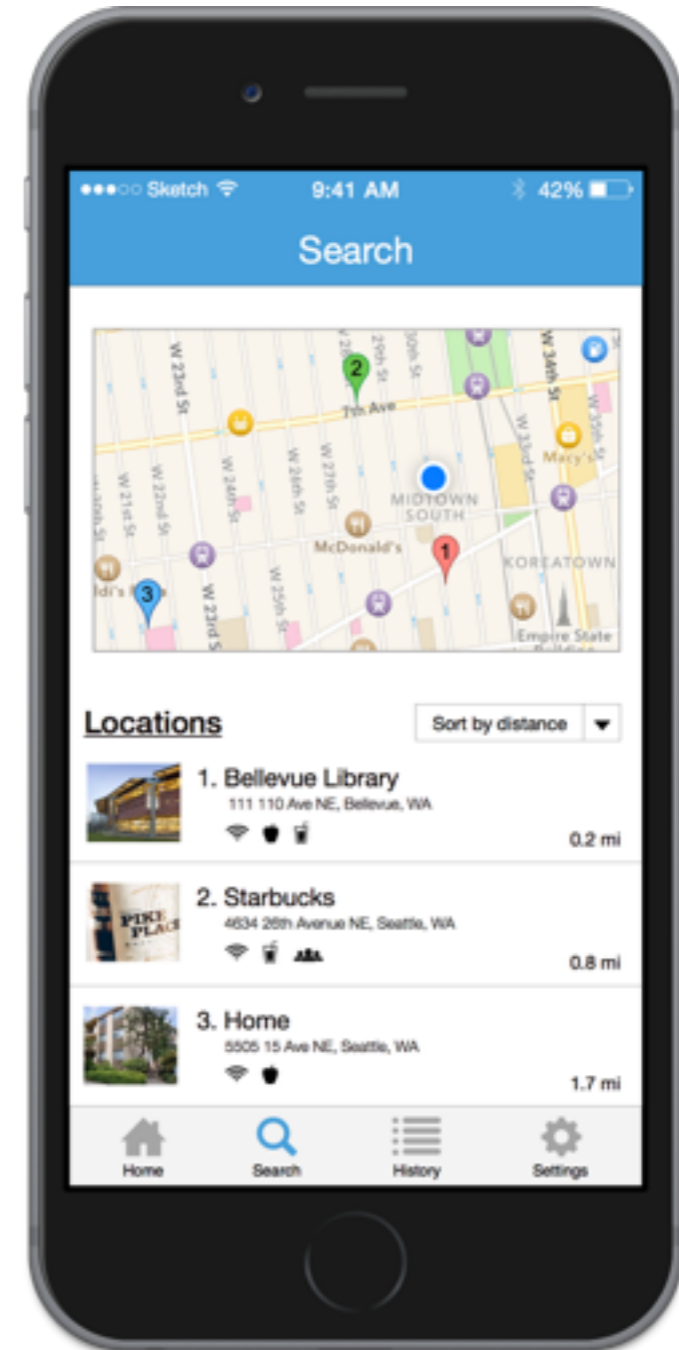
FIND WORK ENVIRONMENT



FIND WORK ENVIRONMENT



FIND WORK ENVIRONMENT



TRACK WORK SESSION



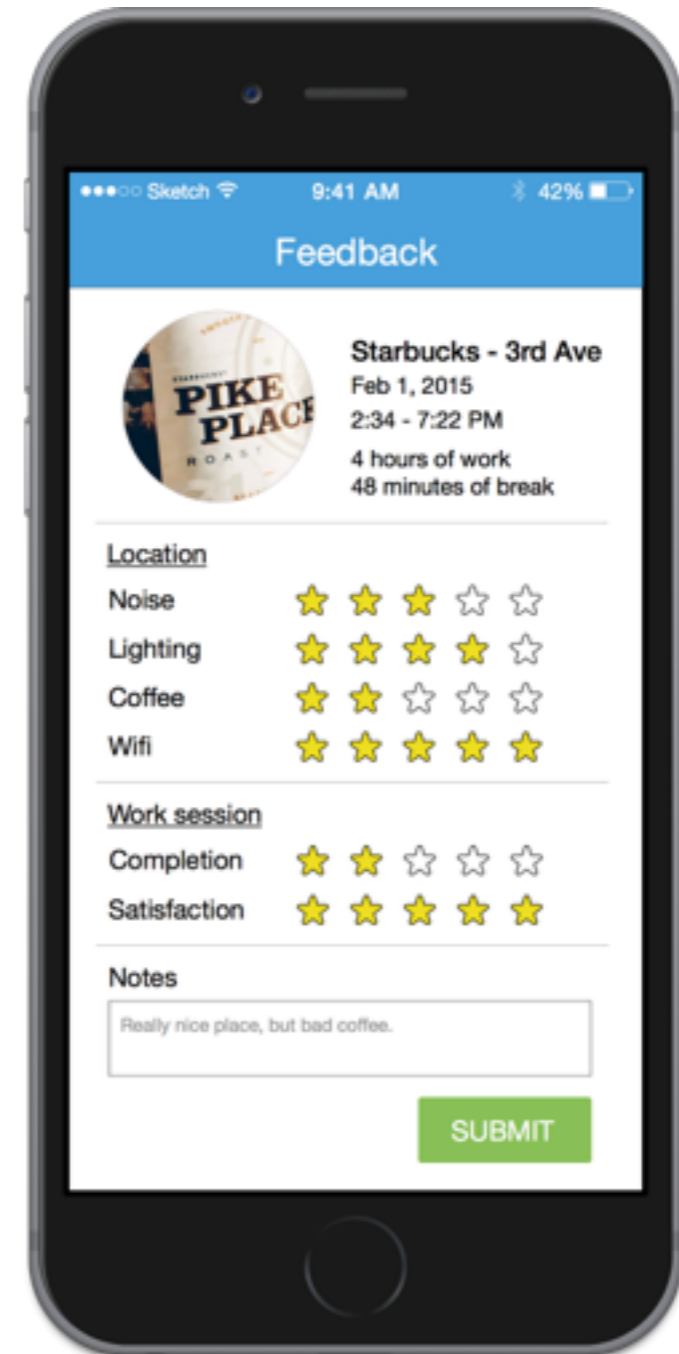
TRACK WORK SESSION



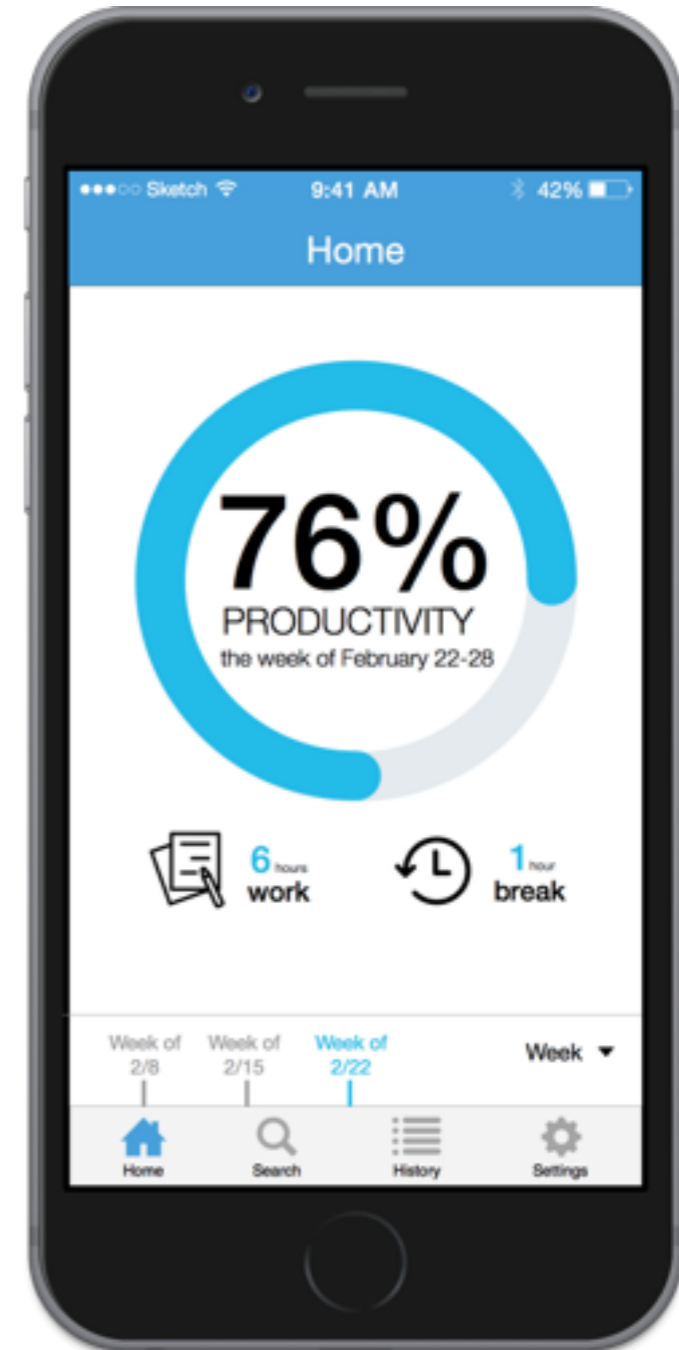
TRACK WORK SESSION



TRACK WORK SESSION



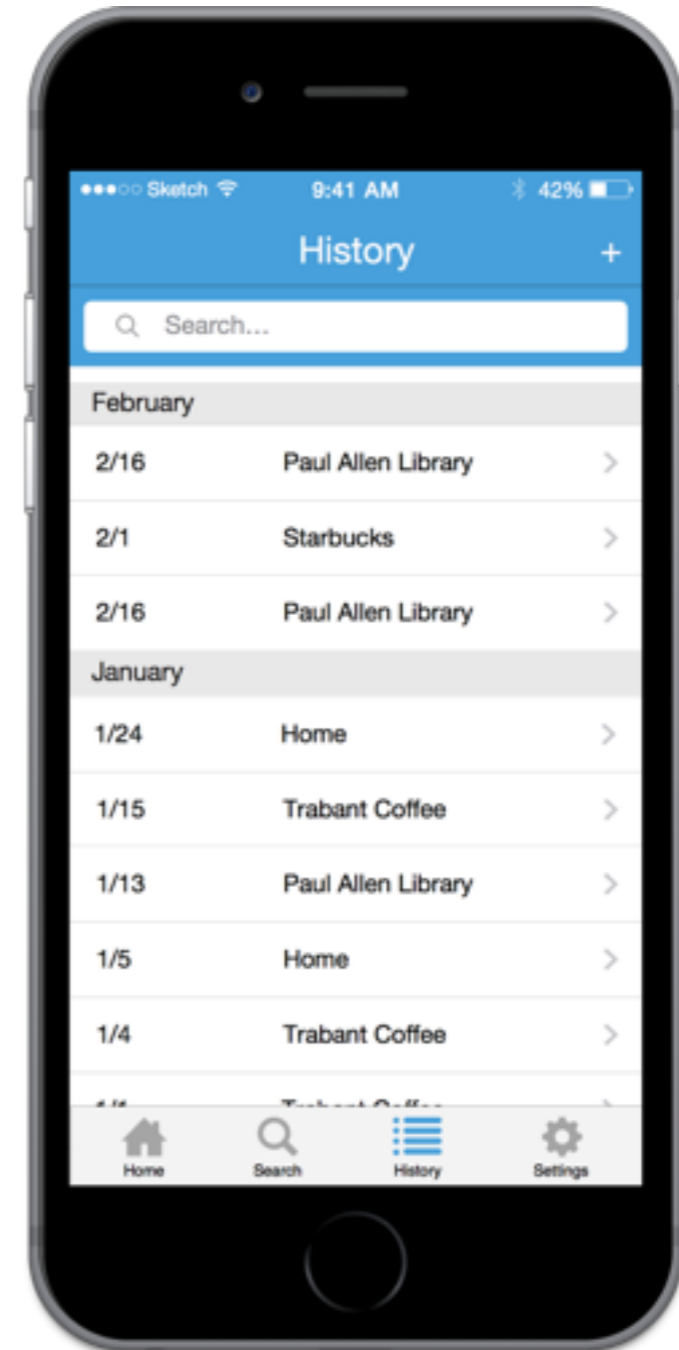
TRACK WORK SESSION



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TRACK WORK SESSION



TRACK WORK SESSION



SUMMARY

Lots of iterations

User testing provides valuable ideas

Take user feedback with a grain of salt

QUESTIONS?