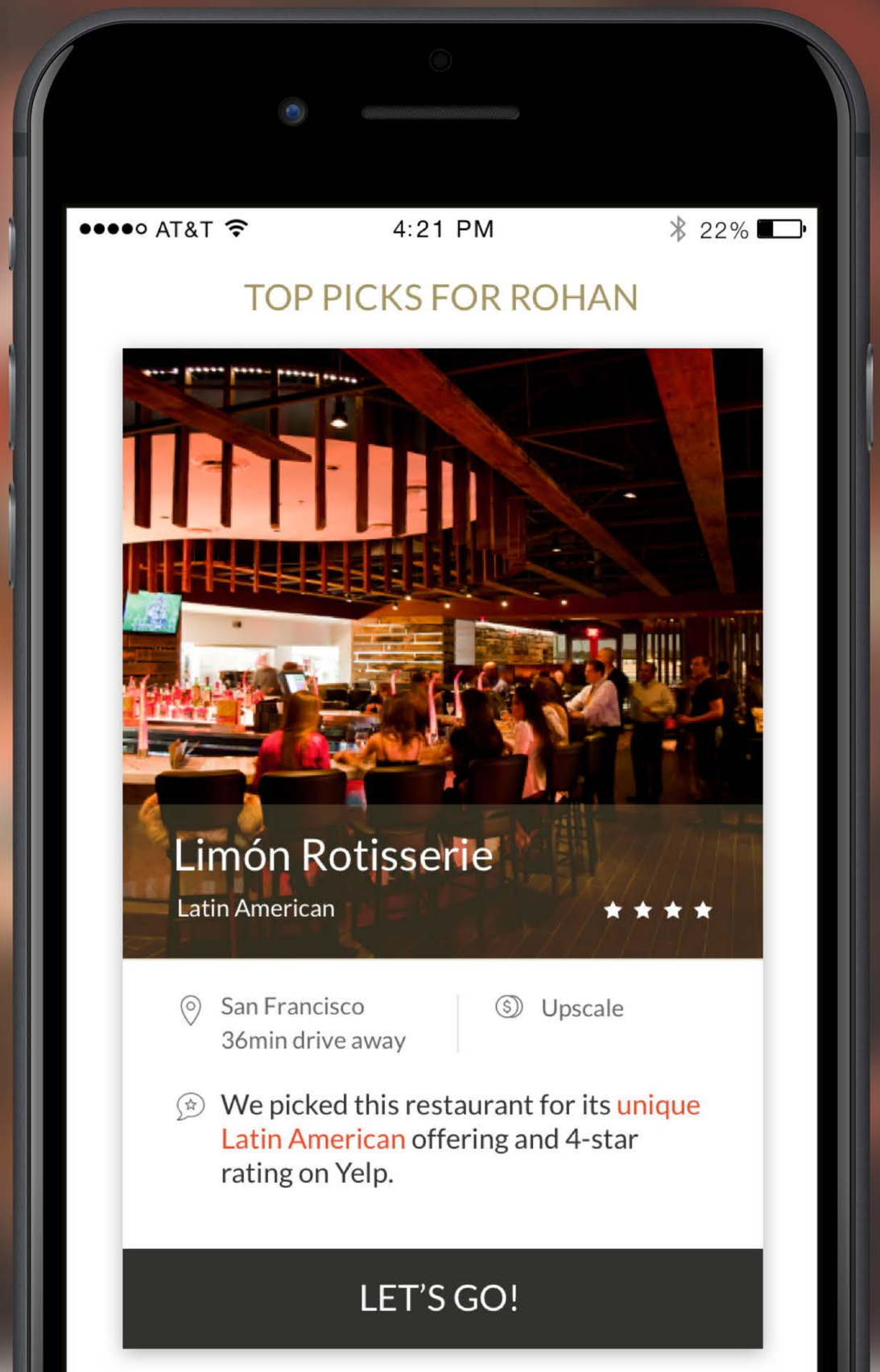


loco

your **local concierge**

Product Definition

UX Structure

UI Design

Summer 2016

The Project

Have you ever spent hours phubbing Yelp or Groupon to find that perfect restaurant for your date, to hunt down the most fun and meaningful weekend activity for your kids, or to look for the coolest venue where you and your friends hang out?

What makes it more time-consuming is, when browsing on mobile, you jump among Yelp, Groupon, OpenTable, Google Map, Uber, or payment apps, to figure out the schedule, the transportation, the cost, etc. How to steamline this process and make it more efficient?

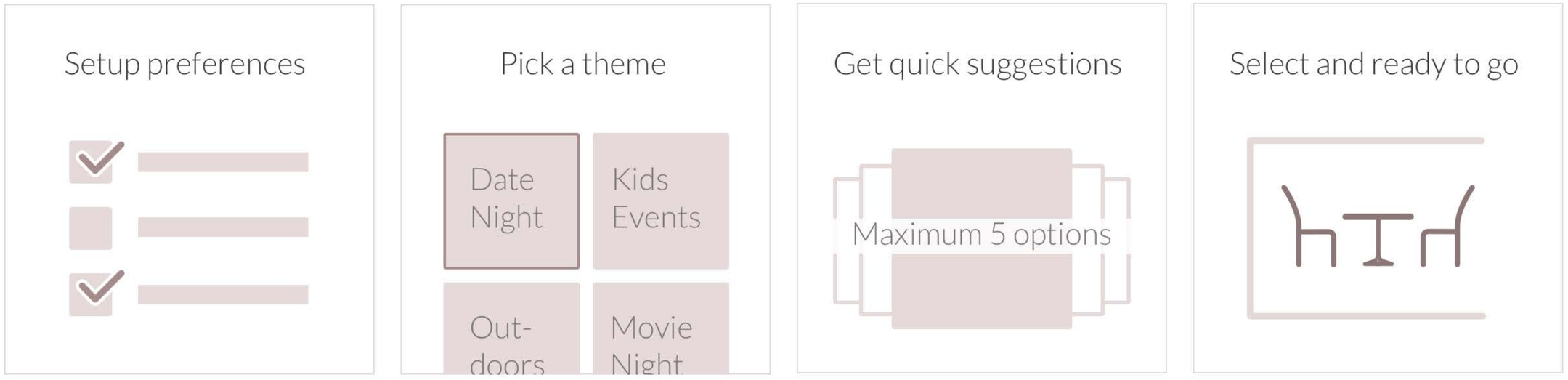
This is the starting point of **loco, a mobile app that helps people to discover their city and takes the hassle out of planning.**

The Scenario

As a team of “Two Men and A Half”, we decided to start with a specific scenario — date night , for the MVP version.

For one, this is the use case that most people at our age (25 to 35) can relate to. We’ve talked to six couples, each of which are at a different stage of relationship. For the other, the scenario is relatively of low cost, and easy to test and implement with available api and resources at hand.

Simplified scenario of loco is as below.



The Process

We worked remotely and made skype calls twice weekly to sync up latest progress. It took us three months from ideation to a rough prototype with part of the visual design implemented.

The working process is described as below.

Research and product definition

Interviewed 6 couples to identify main pain points;
Competitive analysis of related products;

UX structure and major UX flow

Major UX flows we are trying to tackle:
(1) Onboarding process and preference setup;
(2) Quick decision-making and placing order process
(3) Cancelation process

Prototypes and iteration

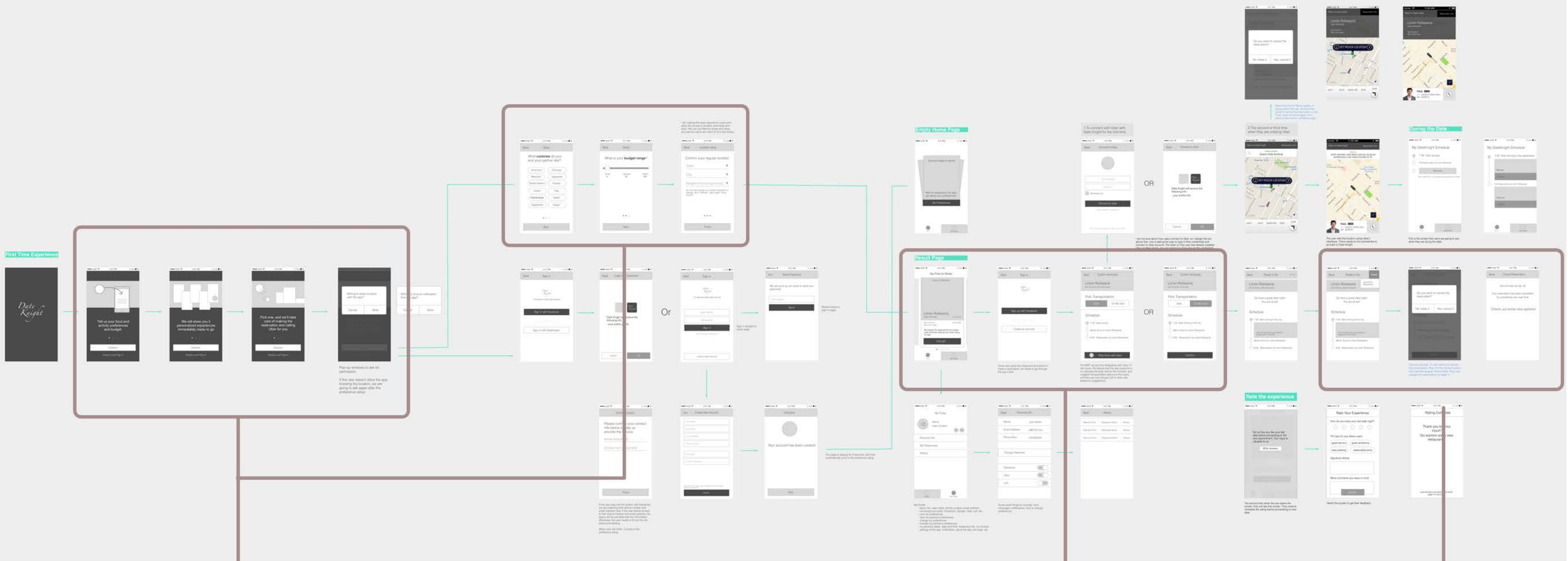
Main deliverable: Invision prototype;
Tested among friends and family to get feedback;

Visual design

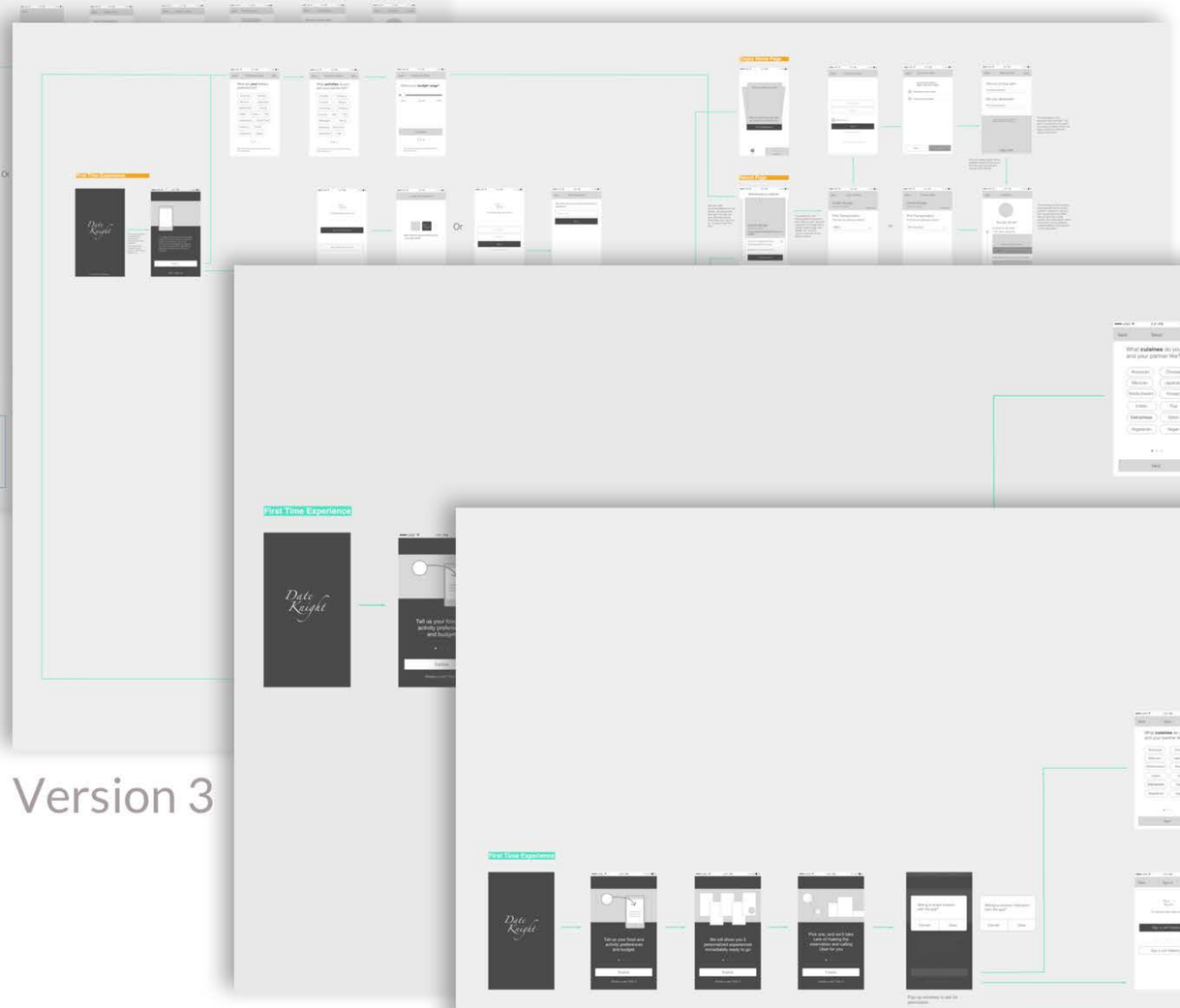
Picked the visual feel and tone

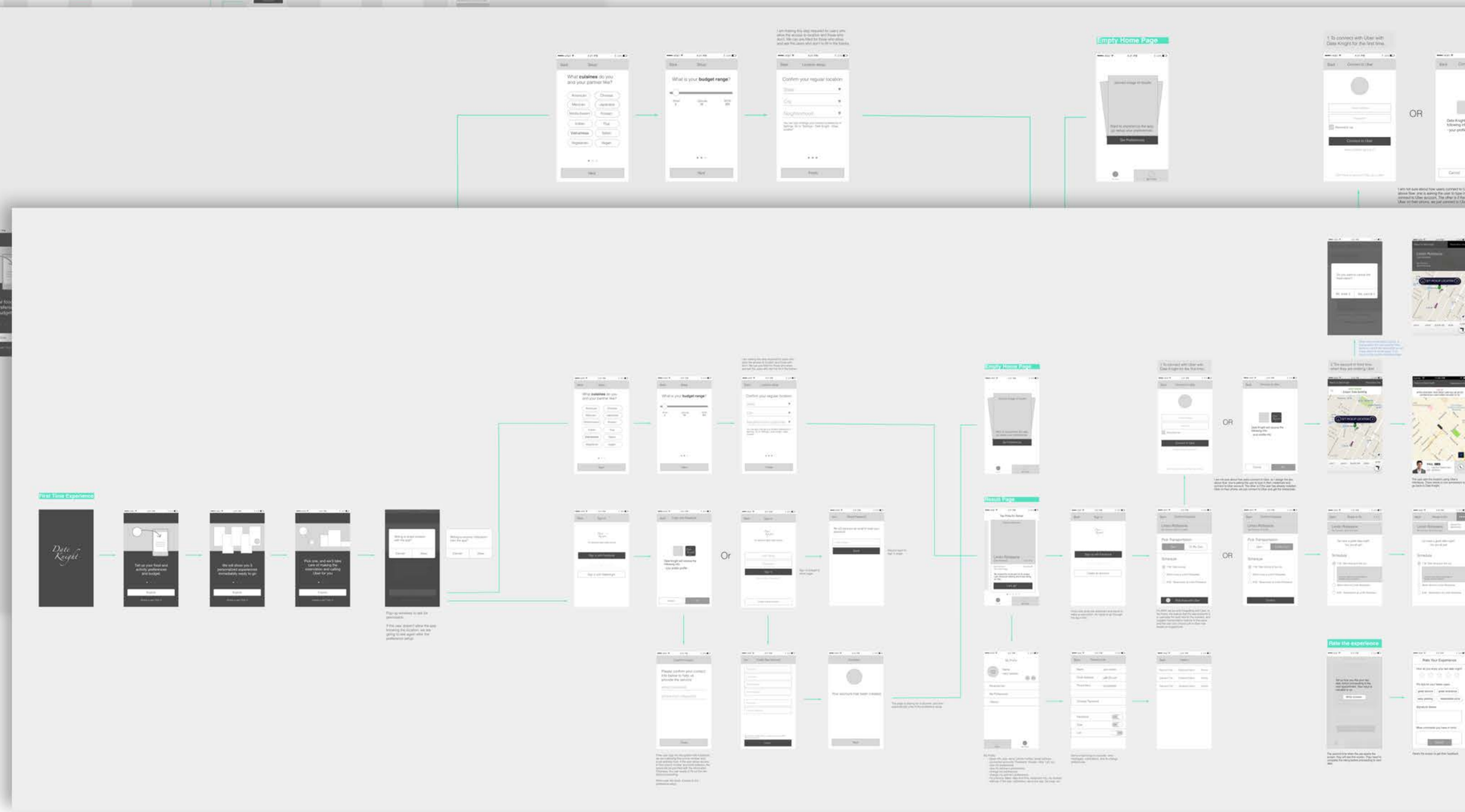
UX Structure

The major UX flow is pretty standard for a local-life-discover-related mobile app. The apps I've studied including US-based apps like Yelp, OpenTable, Uber, and Groupon, China-based apps like Dazhong Dianping and Didi Dache, and apps that facilitates quick decision-making, like Tinder, Square Cash, and Clear.

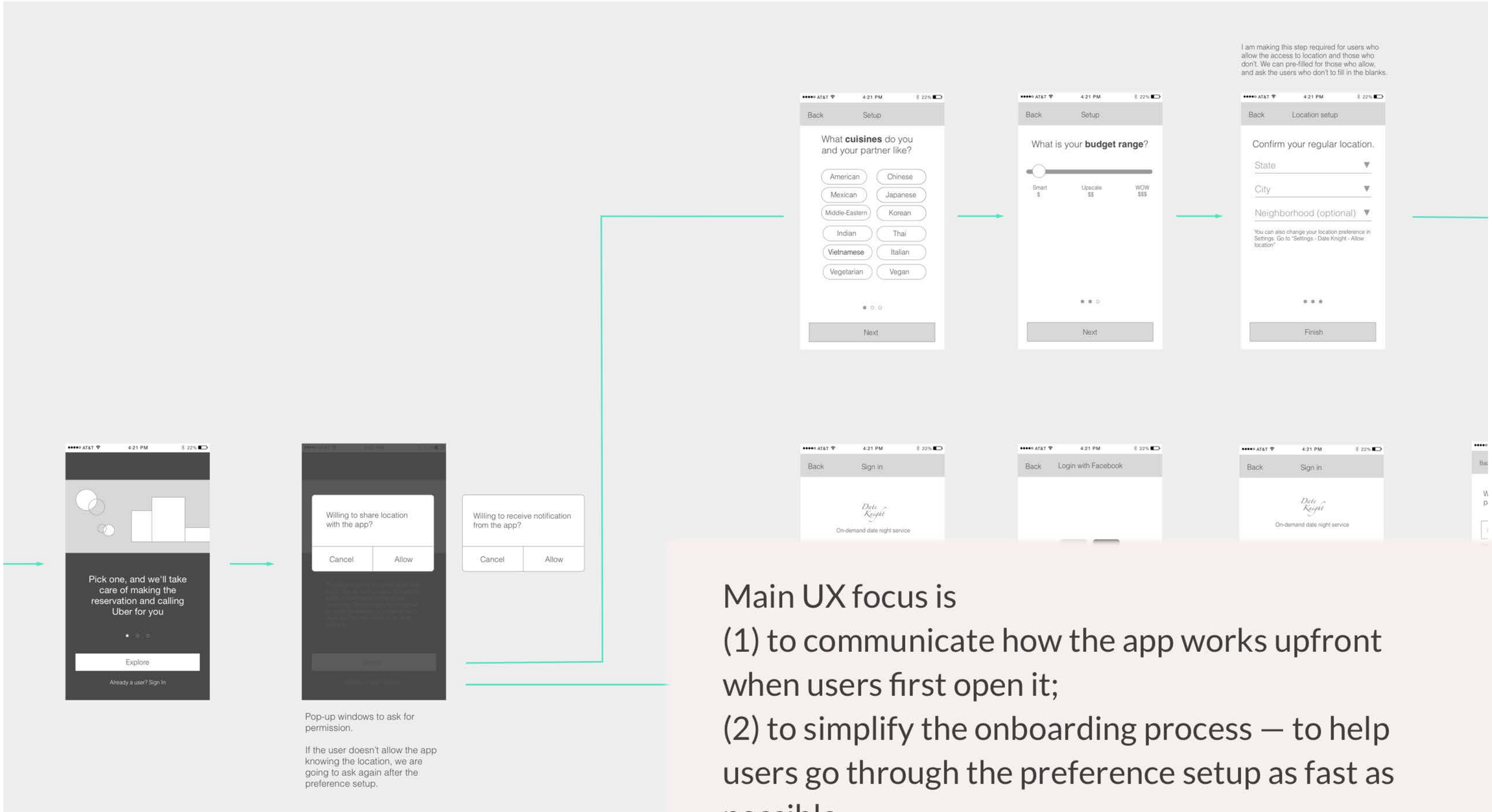


UX Iterations





1 Onboarding Process

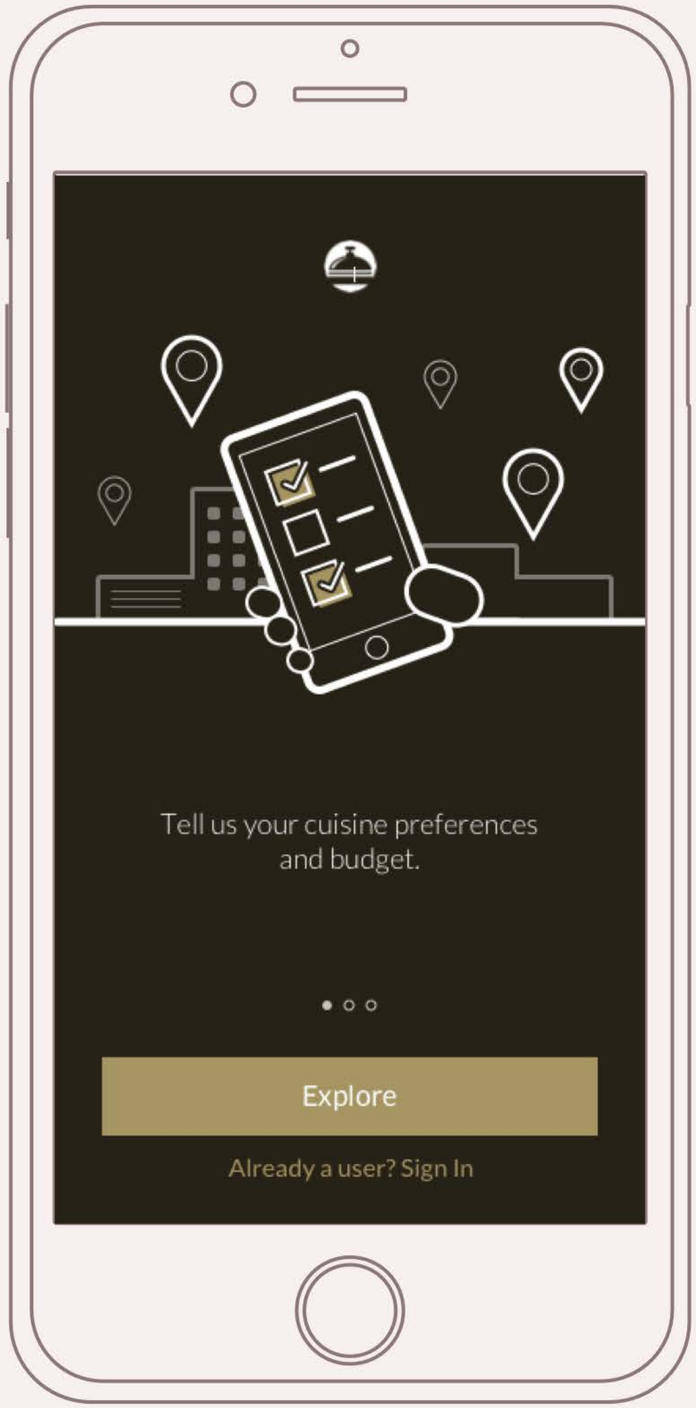


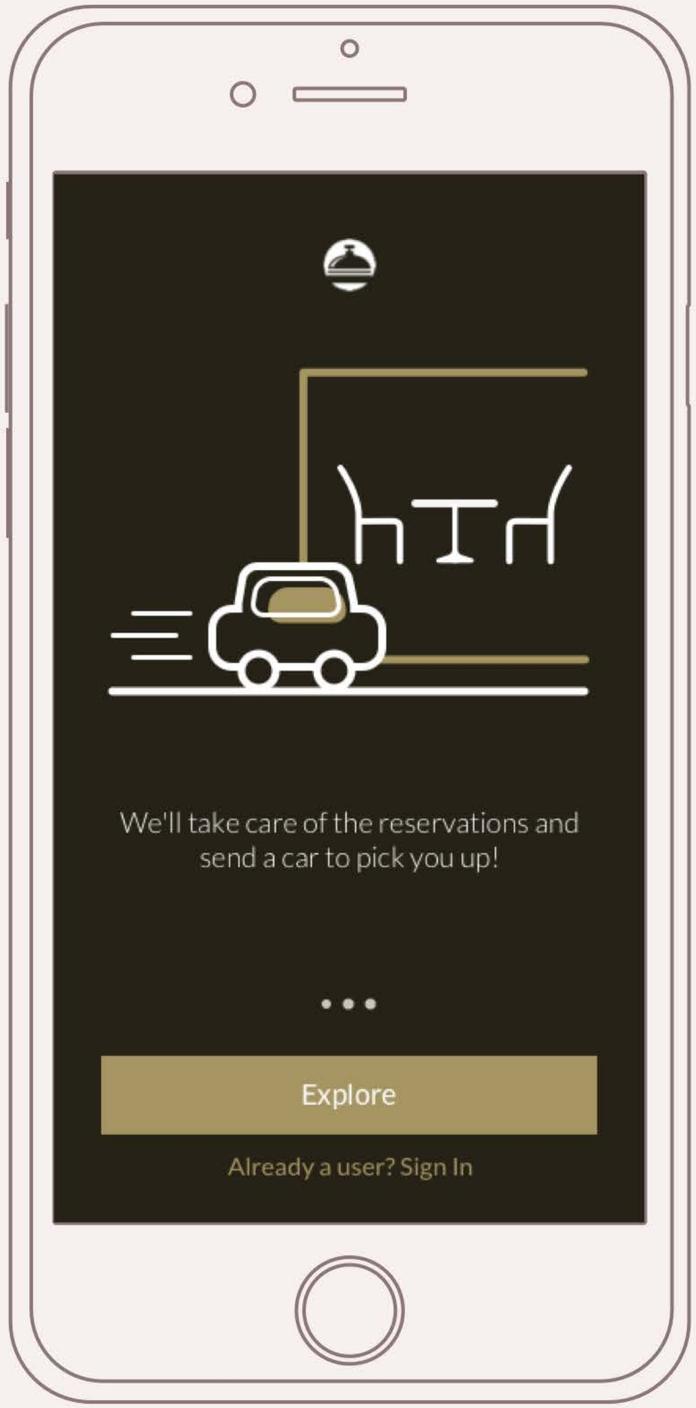
Pop-up windows to ask for permission.

If the user doesn't allow the app knowing the location, we are going to ask again after the preference setup.

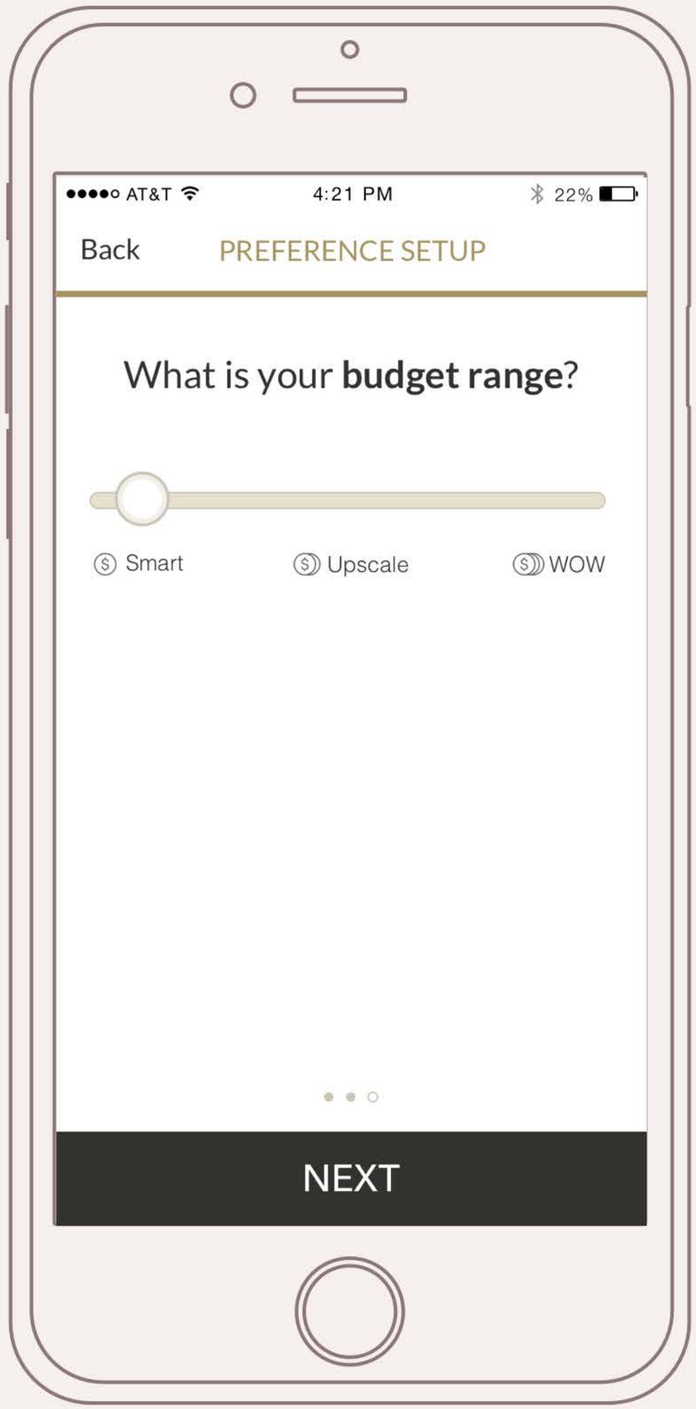
Main UX focus is
(1) to communicate how the app works upfront when users first open it;
(2) to simplify the onboarding process — to help users go through the preference setup as fast as possible.

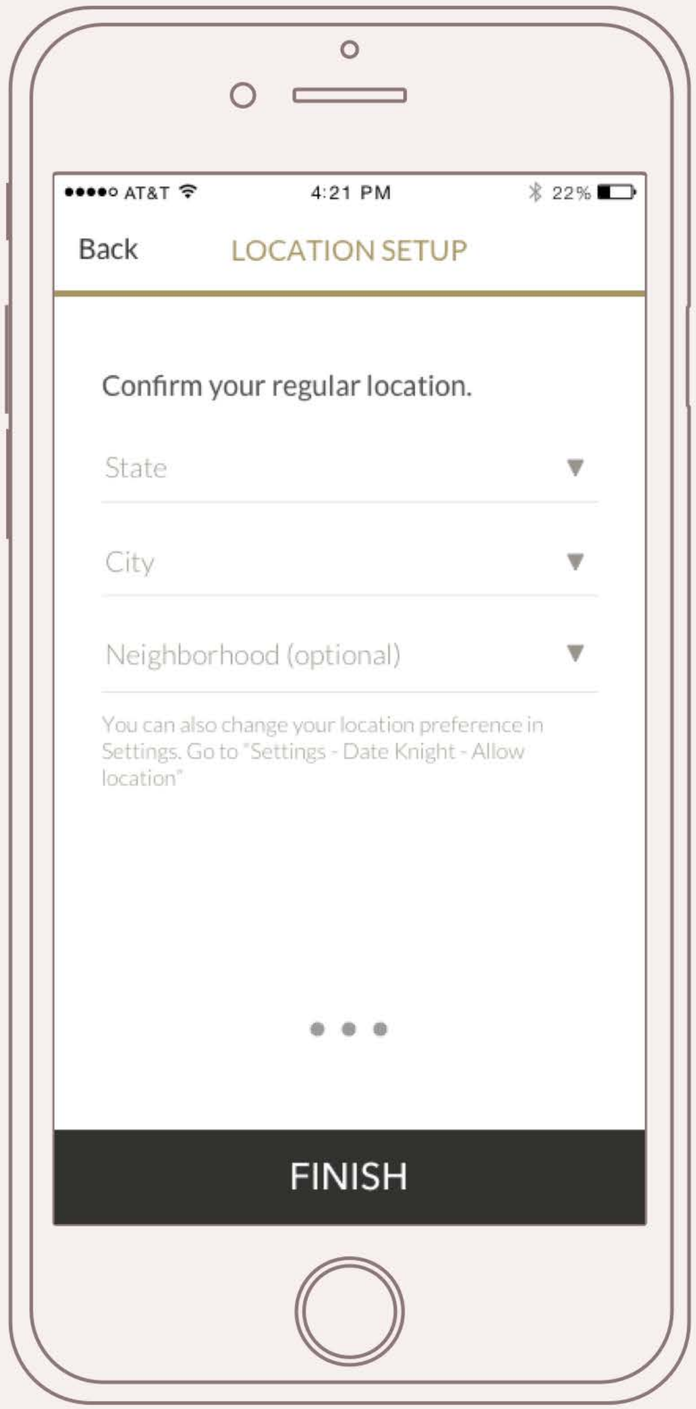
Tutorial Pages



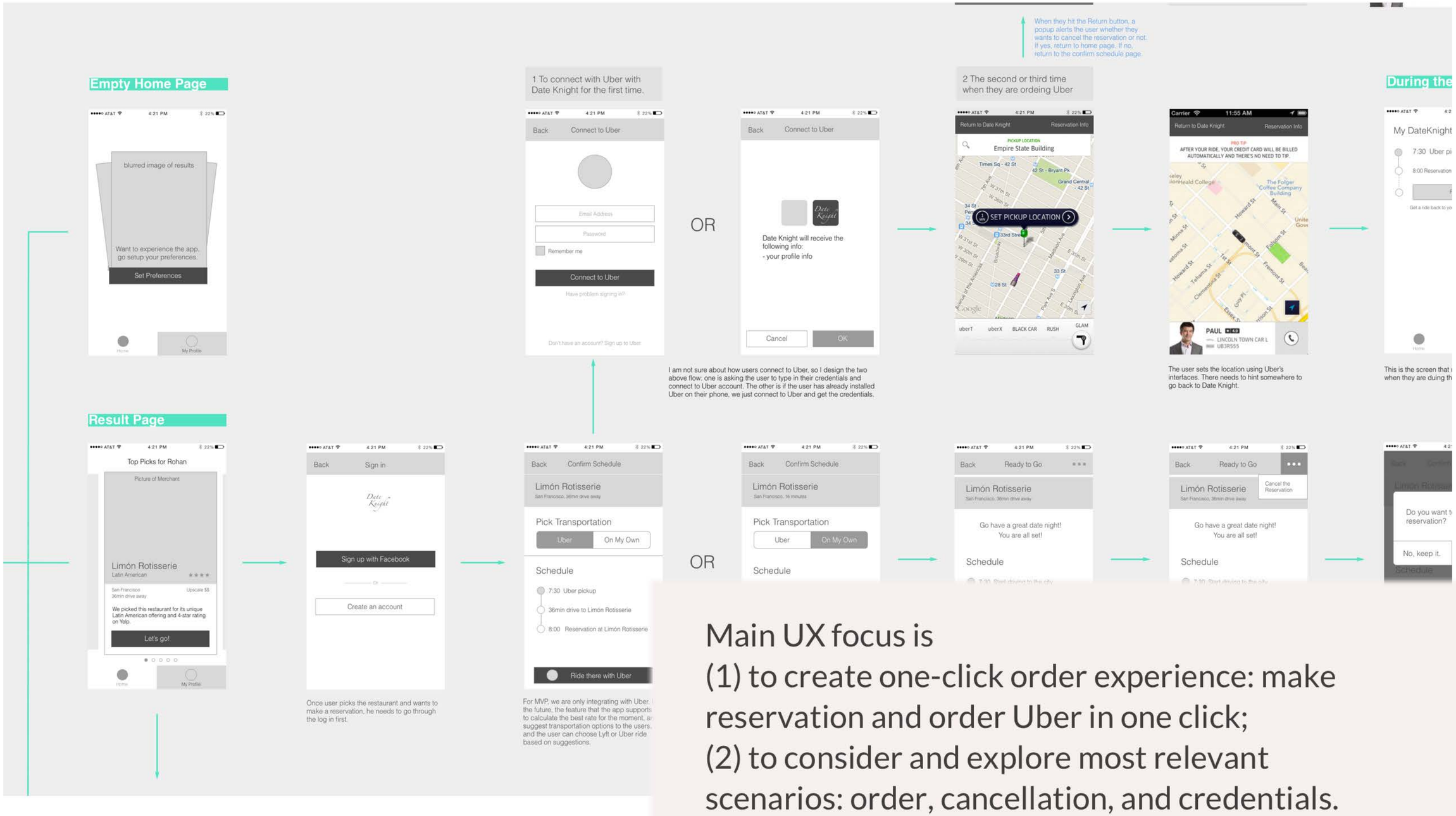


Preference Setup



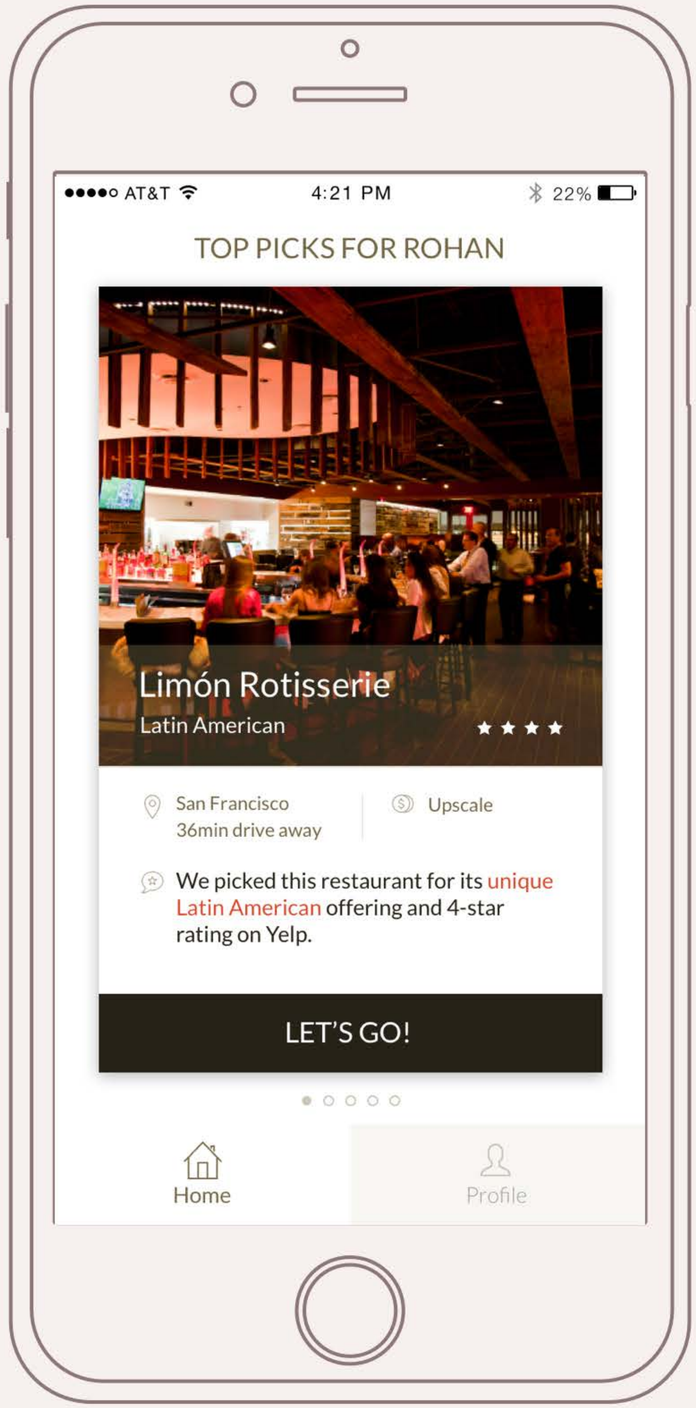


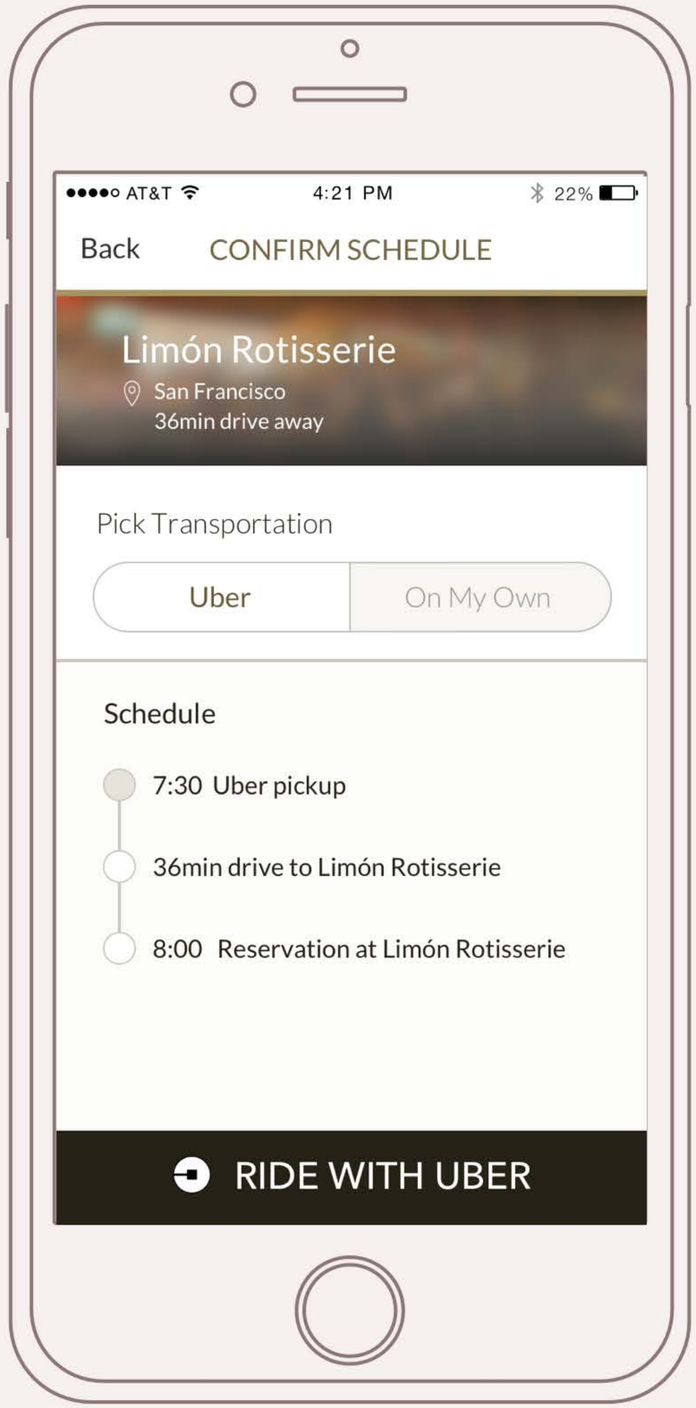
2 Quick Decision-Making Process

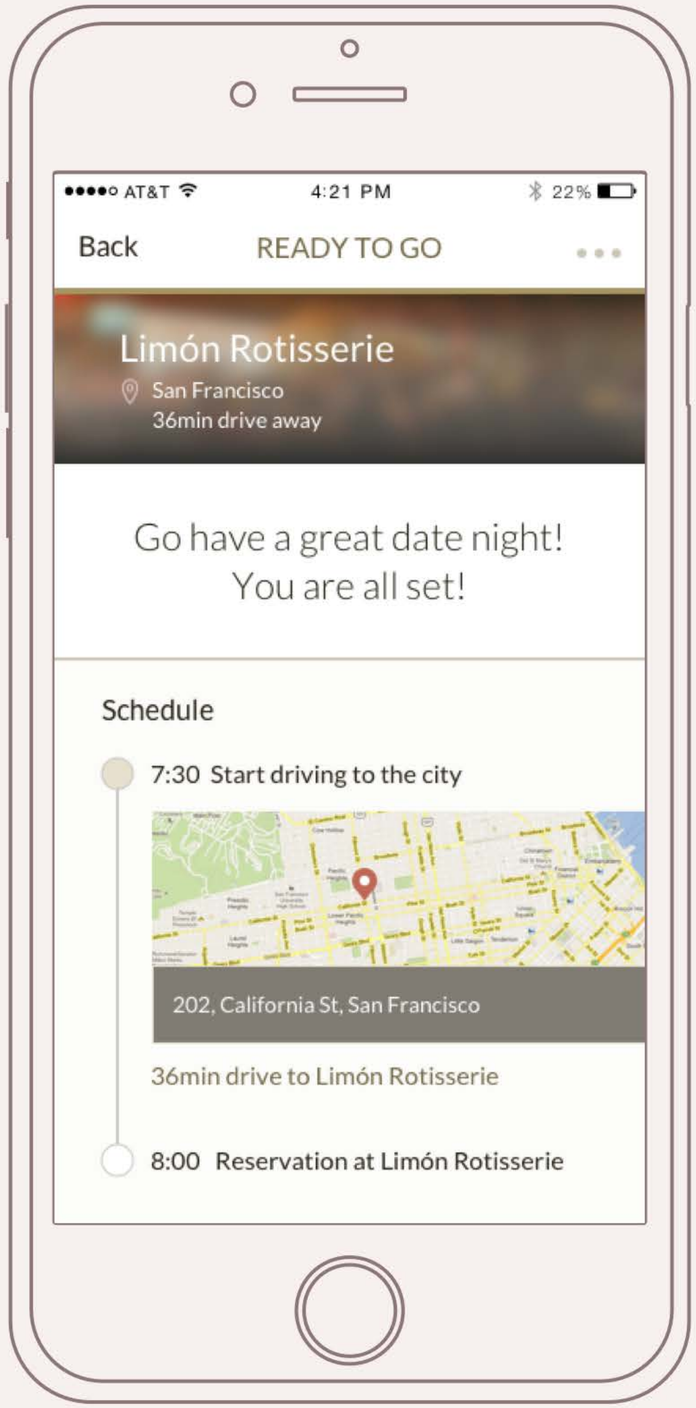


Main UX focus is
(1) to create one-click order experience: make reservation and order Uber in one click;
(2) to consider and explore most relevant scenarios: order, cancellation, and credentials.

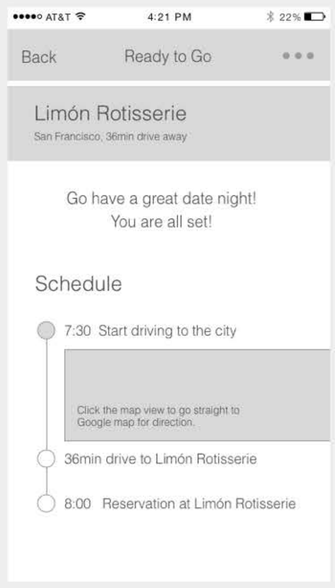
One-click Order

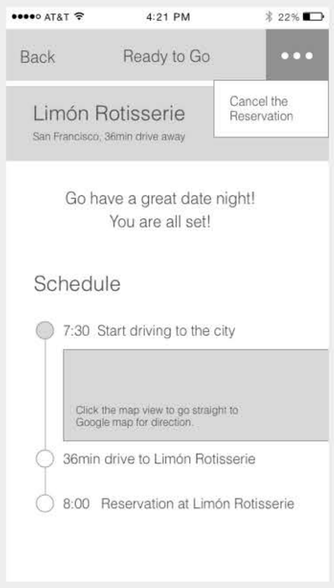


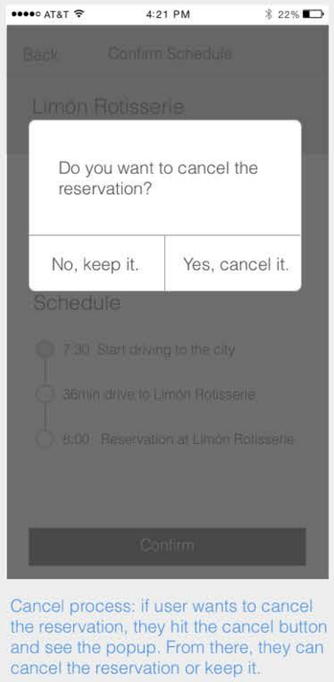




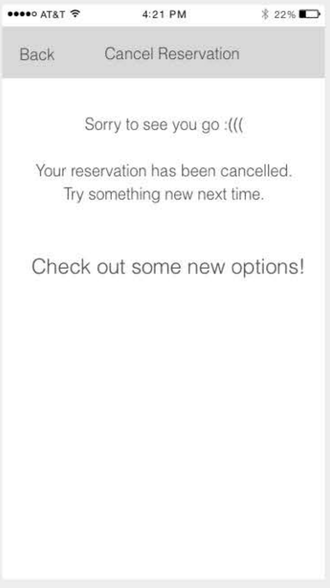
3 Cancellation process



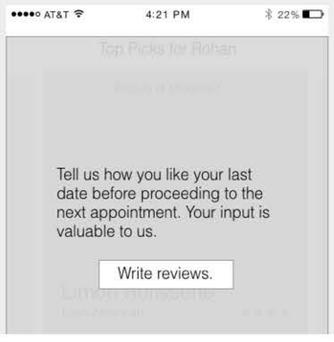


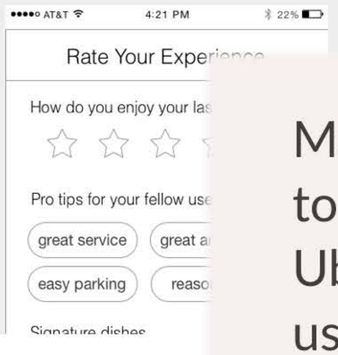


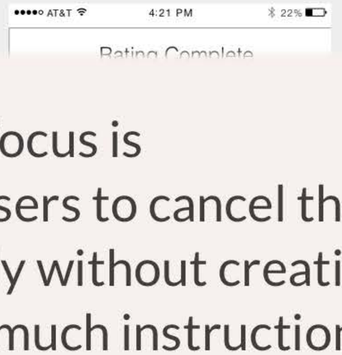
Cancel process: if user wants to cancel the reservation, they hit the cancel button and see the popup. From there, they can cancel the reservation or keep it.



Rate the experience



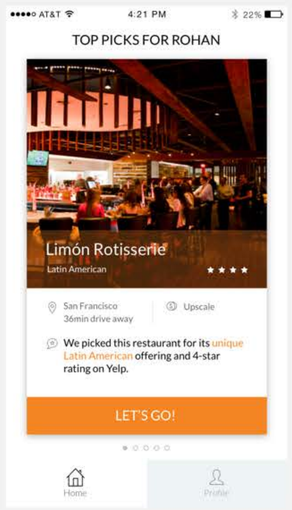


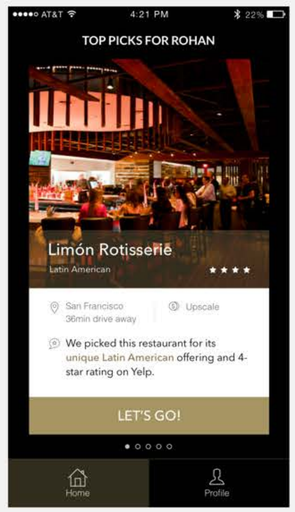


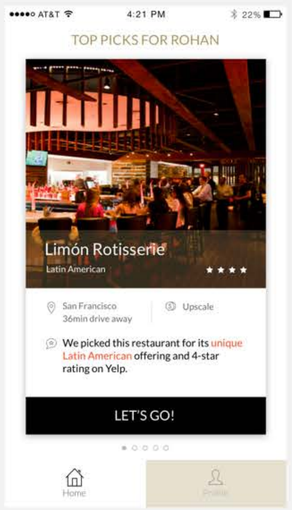
Main UX focus is
to allow users to cancel the reservation and Uber easily without creating confusion or using too much instruction.

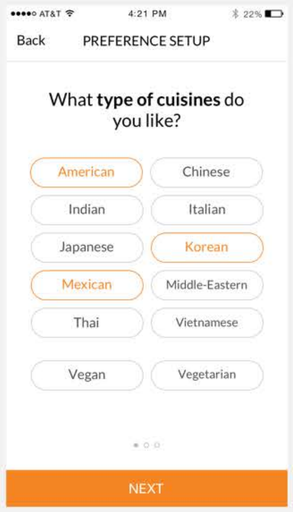
Visual Exploration

Part of the mood board when deciding a theme and tone of the visual design.









Keywords of visual design

(1) flat design for clarity and elegance;
(2) a darker and neutral color schemes to cater to the aesthestics of target audience