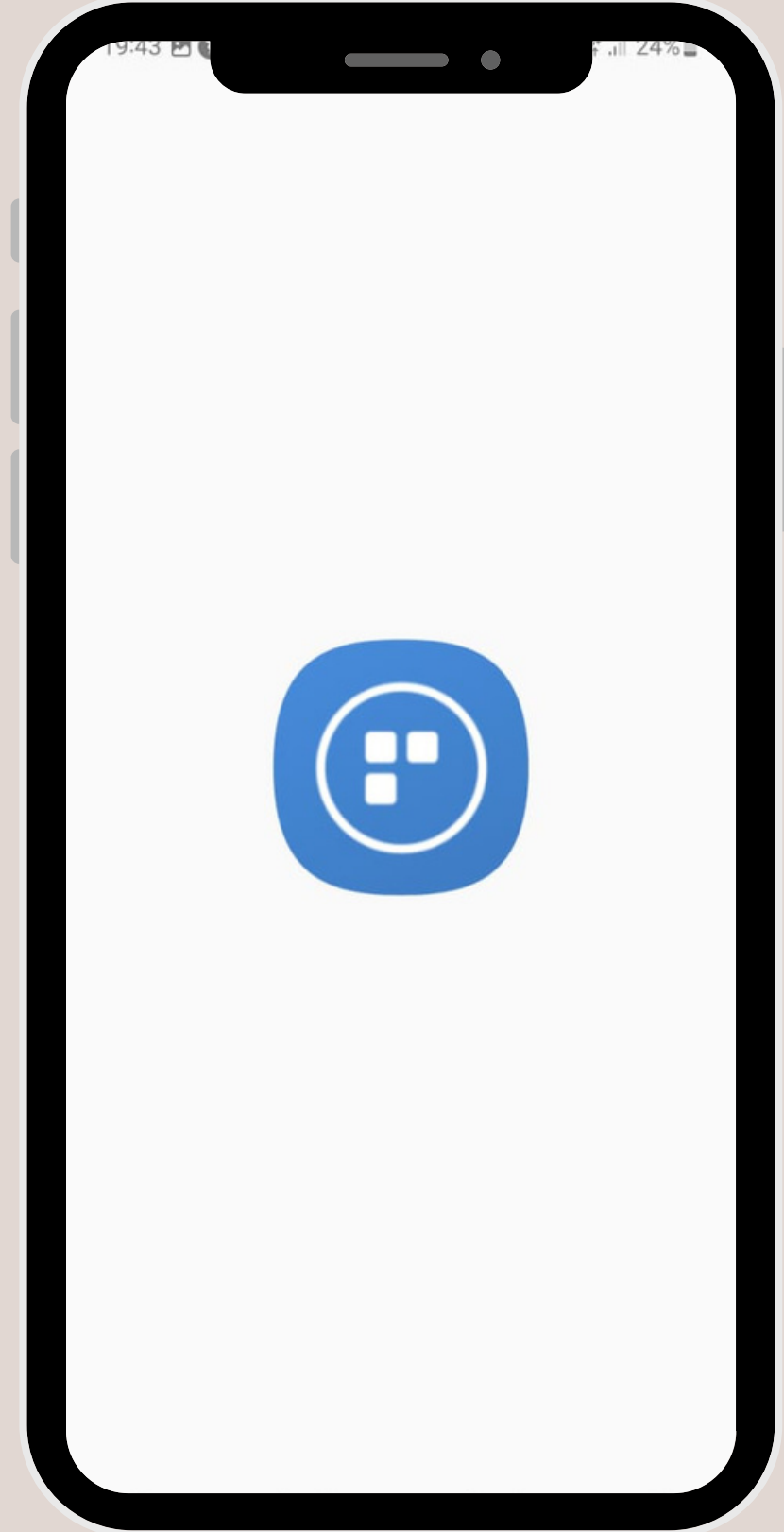


April 2023

PROJECT 1

SNAPSCAN



CONTENT



- 01 RESEARCH
- 02 CREATIVE STRATEGY
- 03 PROCESS WORK
- 04 STAGE 3
- 05 RATIONAL
- 06 REFERENCE LIST

Accessibility and Useability
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LIST OF FIGURES

Figure 1: Canva. 2023. *Icons from Canva.*

Figure 2: Facebook. 2023. *Woolworths Logo.*

Figure 3: Facebook. 2023. *The BodyShop Logo.*

RESEARCH

ACCESSIBILITY

USABILITY

USER NEEDS



ACCESSIBILITY

Accessibility in terms of web creation is important as it sets the scene for the users. Accessibility will be successful by following four key principles. The site has to be perceivable, operable, understandable and robust (MC3, 2023) for all users, this includes users that have disabilities (Kaur, 2019) such as sensory issues, hearing and sight problems, mobility or cognitive impairment, etc. For this project, I will be focusing on users from the age of 55 and upwards. I will analyse their main problems while using the app to create a better solution to allow for easier experience for those who do not have much understanding of technology or disabilities that could be problematic. The more accessible your app or website is, the more users will want to use and recommend it to others.



USABILITY

VISIBILITY AND SYSTEM STATUS

The users must be well-informed about what is going on within the app. There should be navigation for new users.

SYSTEM VS REAL WORLD

The app needs to be familiar to people in multiple languages. There are many universal symbols used that communicate.

USER CONTROL AND FREEDOM

The app should always be a clear communication for when the customer does something they did not mean to and have to "exit" their action.

CONSISTENCY AND STANDARDS

The app should follow industry conventions.

ERROR PREVENTION

The app should follow industry conventions.

RECOGNITION RATHER THAN RECALL

This means that the information provided needs to be understood through universal symbols and text.

FLEXIBILITY AND EFFICIENCY OF USE

This is where the user can use shortcuts, this is usually for the more advanced users.

AESTHETIC AND MINIMALIST DESIGN

This makes sure the designer does not make the interface too busy. The layout should be simplistic and easily readable/understandable.

HELP USERS RECEIVE ERRORS

There should be navigation when it comes to the user making errors.

HELP AND DOCUMENTATION

The app should not need extra information but if it does make sure to inform the users.

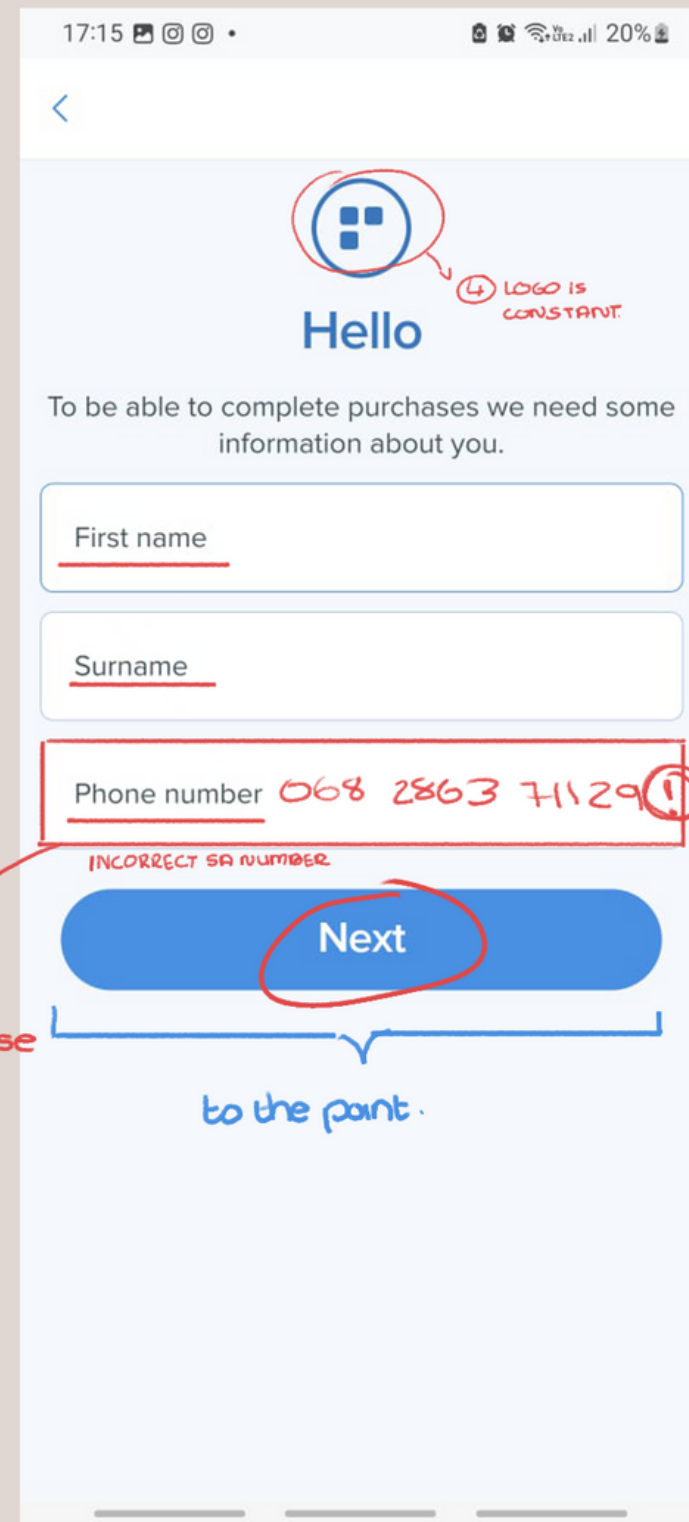
IN-APP ANALYSIS



① Every page has the top bar of ones personal phone
 ④ Consistency - on all pages

① ⑩ Navigation is clear and informative

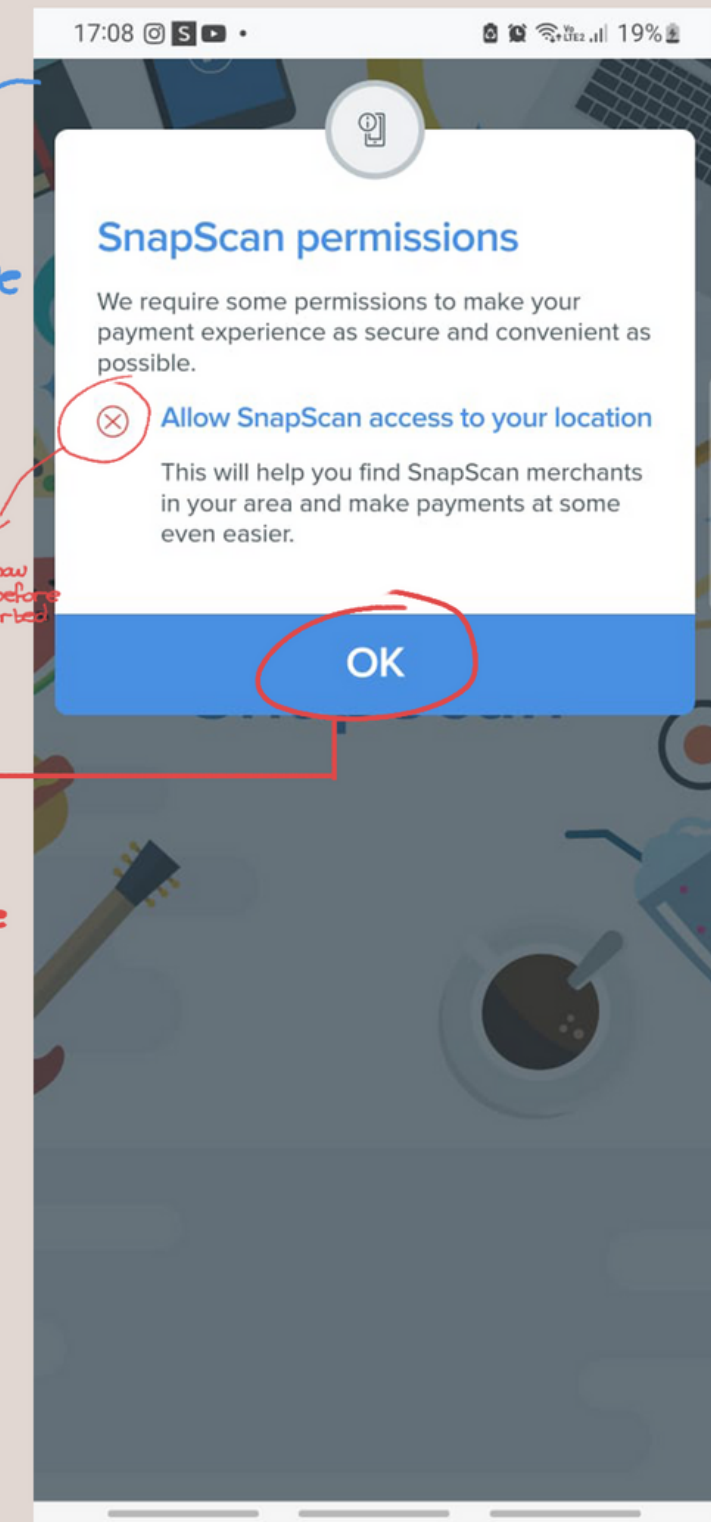
⑤ ⑨ Lets you know if these are filled in correctly.

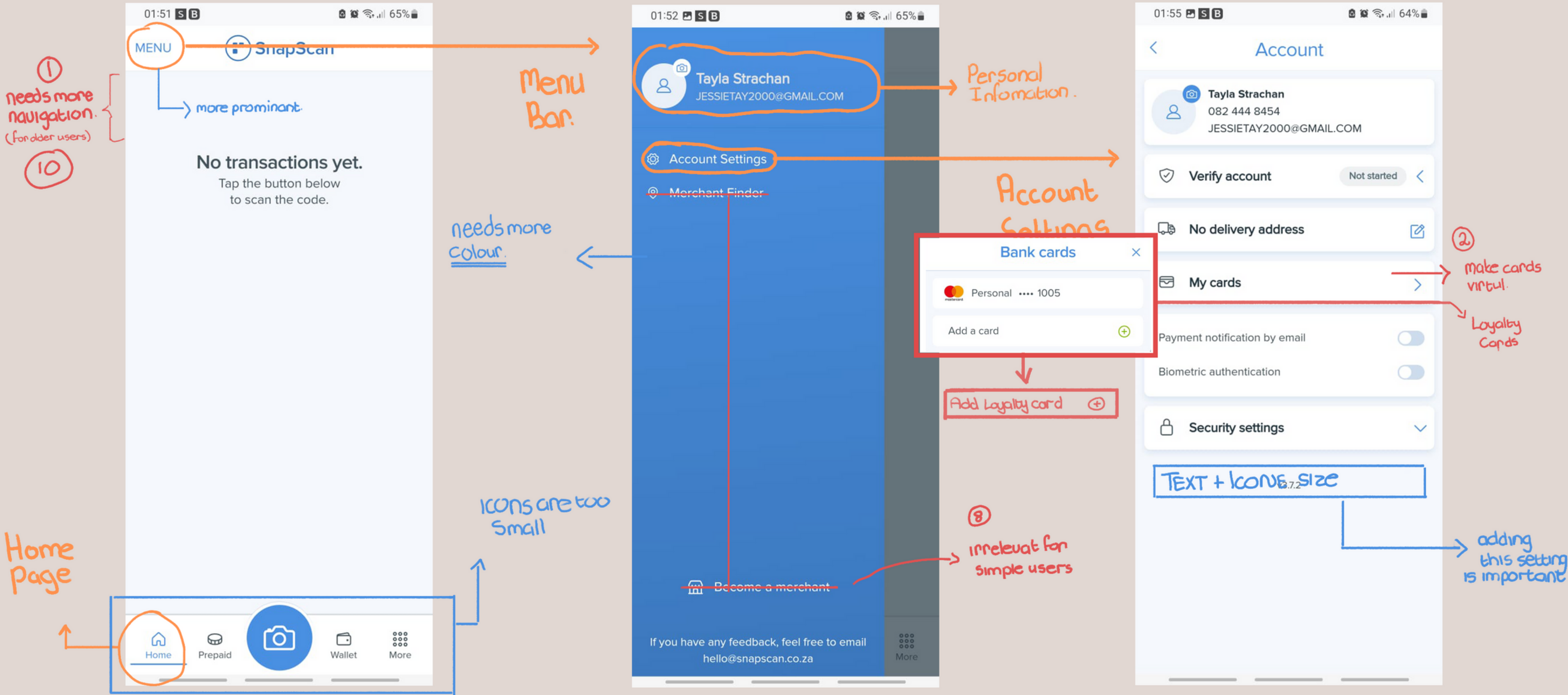


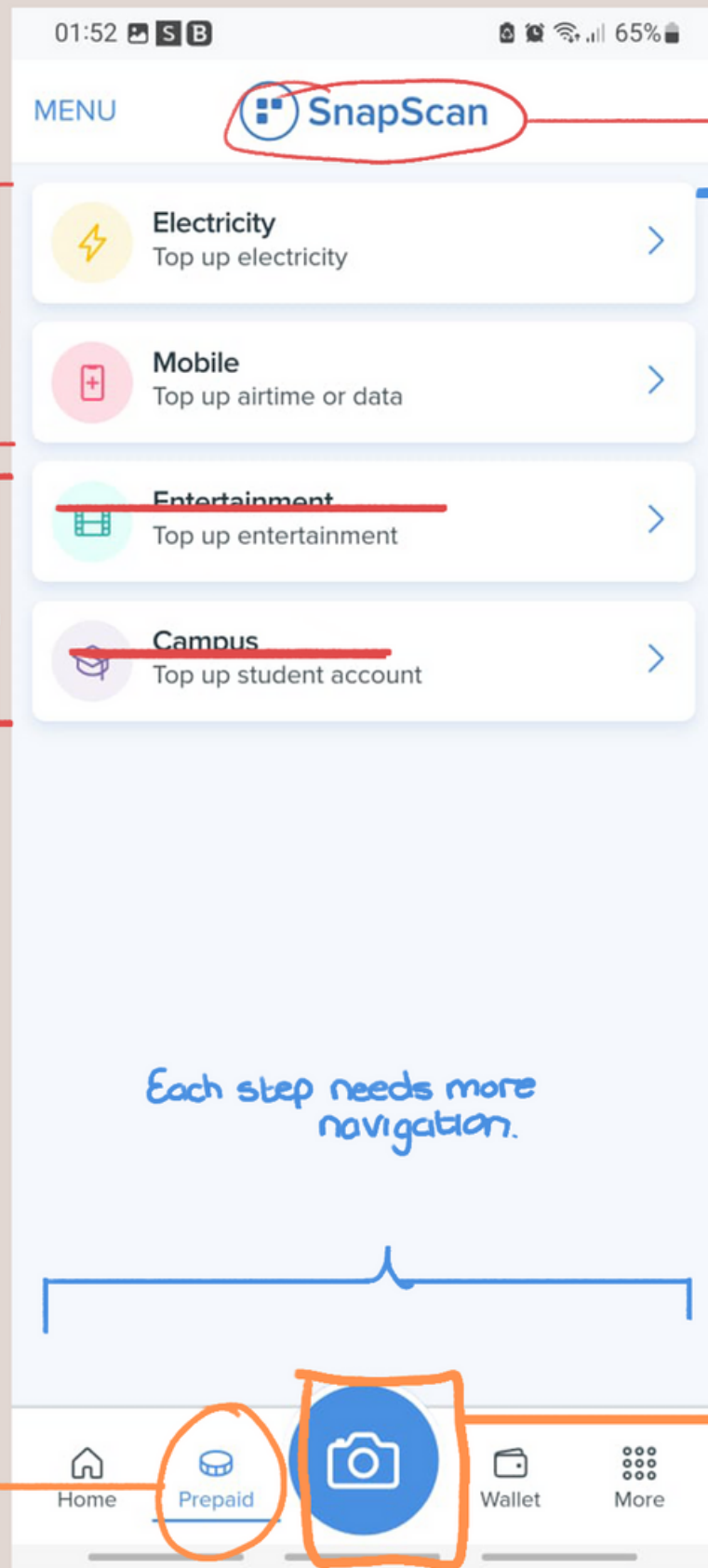
- Perceivable
- Operable
- Understandable
- Robust.

① Navigation is good - lets you know what need before getting started

④
 ⑥ all continue buttons are the same colour.







helpfull

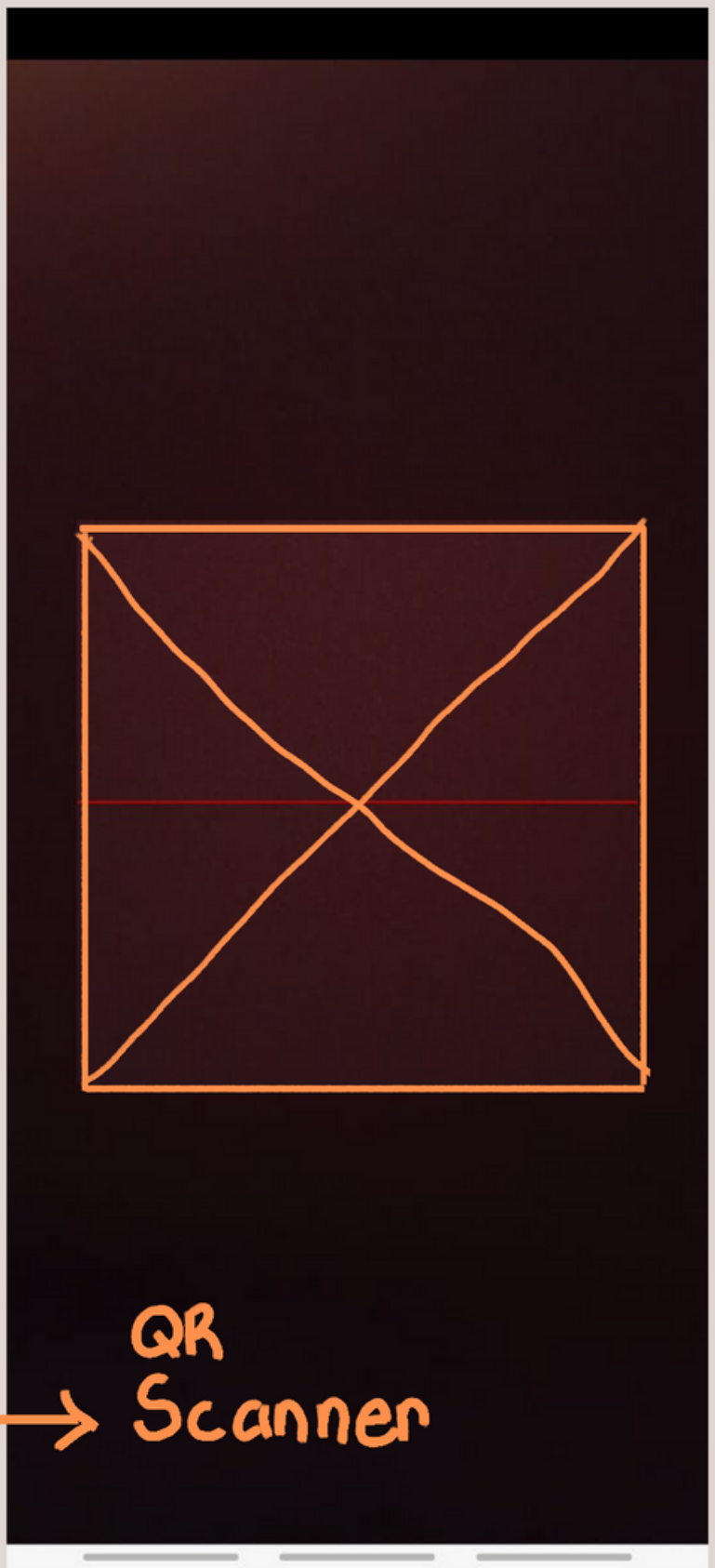
unnecessary

Each step needs more navigation.

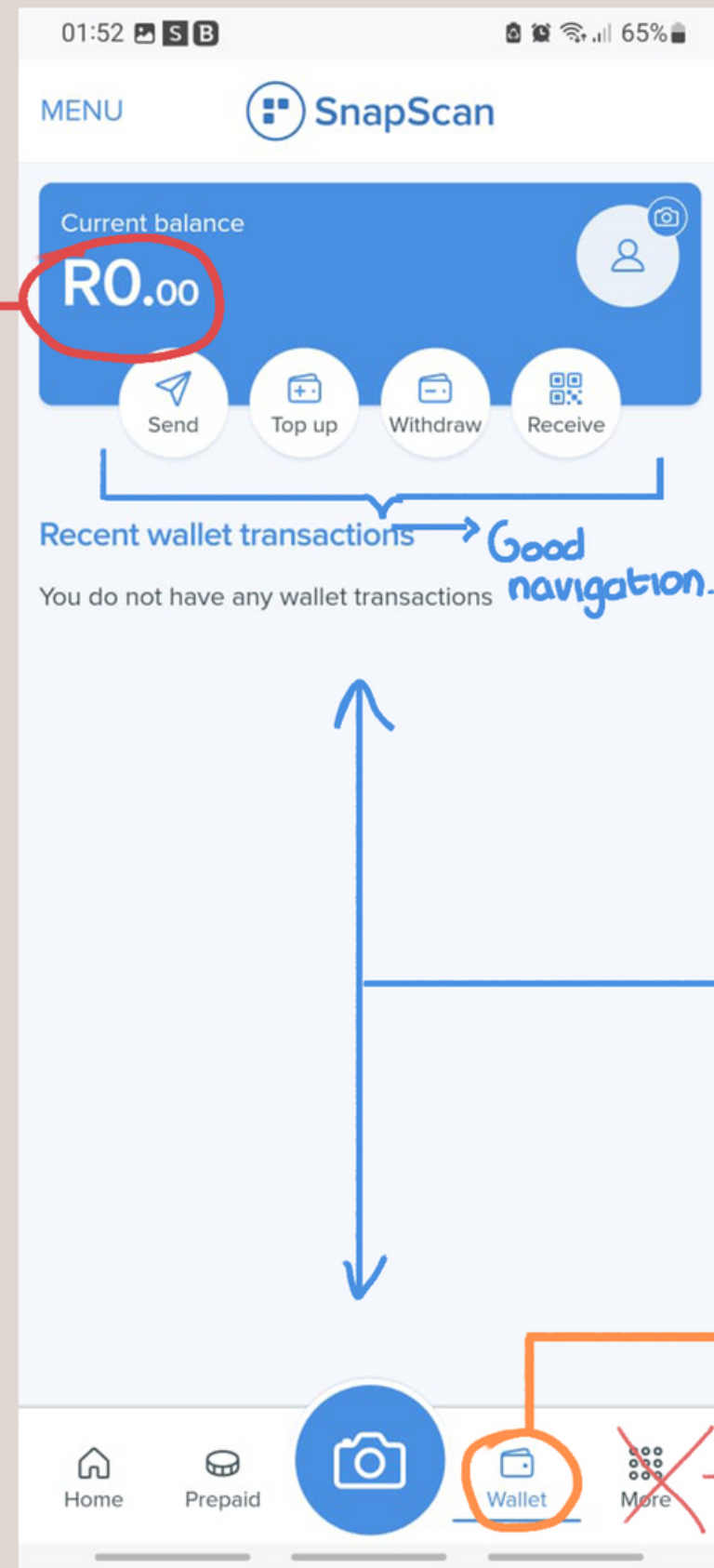
Prepaid

new logo (add colour)

Good use of colour



QR Scanner



money that can be kept on the app itself.

Good navigation.

tells one when adding or taking out money from wallet.

Wallet

unne

SHORTCOMINGS

ACCESSIBILITY

- The current app design presents several challenges for users with disabilities, particularly those with visual impairments or arthritis. For instance, the card scanning feature is not functional, which creates an obstacle for users who struggle with reading and understanding instructions. Furthermore, the inability to adjust the size of the text and icons within the app is a major hindrance for those with vision impairments, as it limits their ability to engage with the app.
- In addition, the lack of colour contrast on the app's interface makes it difficult for users to distinguish between different elements, further reducing usability. Finally, the current navigation system could be improved, particularly for new users who may require more guidance in navigating the app. By addressing these challenges, we can create a more inclusive and accessible app design that caters to the diverse needs of our users.

USABILITY

Visibility of System Status:

- Once in the app, there is no explanation as to what to do next, what the important things to know are, and basically no helpful guide to the interface of the app.
- There is no feedback on this error and it has been a problem for a long while.

Match between System and the Real World.

- There needs to be an option to add one's loyalty card, this is more realistic as an app that is considered as an online wallet.
- There should be a virtual card.

Aesthetic and Minimalist Design

- There are options that are unnecessary and may cause confusion.

Help and Documentation:

- There needs to be more guidance for new users.
- No help options.



USER NEEDS

- A user-friendly platform that is easy to navigate and understand.
- A setting to adjust the size of the text and icons to accommodate vision impairments.
- A card scanner that works seamlessly and accurately to facilitate quick and effortless payments.
- Clear and informative guidance throughout the app, from sign-up to payment processing.
- Simplified payment methods that cater to the needs of individuals who may not be tech-savvy or comfortable with complex payment systems.
- An inclusive platform that considers the diverse needs of all users, regardless of age or ability.

USER PERSONAS

LOIS MORRISON

JOAN FERRET

OOM GERT VAN DER MERWE

SnapScan



LOIS MORRISON

Retired

PROFILE

Gender : Female
Age : 68
Address : Dainfern Golf
Estate, Fourways.

ABOUT LOIS

Lois Morrison is a mother and grandmother living in Fourways. She enjoys playing golf and spending time with her family. She does not particularly like to drive but she will if she needs to. She often misplaces small objects such as her cards which causes stress for her when she is in the shop. She does not understand technology and has never thought about using snapscan.

INTERESTS



- GOLF



- FAMILY



- ANIMALS

FRUSTRATIONS

- EYE SIGHT
- HEARING
- TECHNOLOGY
- LOSS OF OBJECTS

SnapScan



JOAN FERRET

Retired

PROFILE

Gender : Female
Age : 63
Address : Florida

ABOUT LOIS

Joan Ferret is a sweet old lady that struggles with emphysema, she struggles to walk or get much done due to her illness. She has to carry an oxygen machine with her everywhere she goes. She is a grandmother and loves spending time with her family. She enjoys gardening and cooking but cannot manage going to the shop and getting the supplies she needs.

INTERESTS



- GARDENING



- FAMILY



- COOKING

FRUSTRATIONS

- EYE SIGHT
- EMPHASIMA
- CABIN FEVER

SnapScan



OOM GERT

Retired farmer

PROFILE

Gender : Male
Age : 72
Address : Pretoria

ABOUT OOM

Oom Gert is a widower who lives on his own in a small house in an older suburb in Pretoria, but he originally hails from the Orange Free State where his son is still farming the family farm. Although his children presented him with a fancy smartphone for Christmas, Oom Gert has a deep mistrust of all technology and all things digital and does not use his phone much

INTERESTS



- FARMING



- FAMILY

FRUSTRATIONS

- EYE SIGHT
- TECHNOLOGY
- WAITING IN LINES

CREATIVE STRATEGY

Introduction

As per my understanding of the research, older individuals may not possess extensive technological knowledge and may feel hesitant to engage with the latest digital advancements due to a lack of comprehension. This apprehension could cause them to avoid technology altogether. To address this, it is essential to ensure that the principles of accessibility and usability heuristics are integrated into the design of SnapScan. This approach will not only cater to the needs of the elderly but also make the platform more inclusive for individuals with disabilities.

Purpose

The aim of this initiative is to develop a more user-centric app that is accessible to individuals with hearing and/or sight impairments. The objective is to make SnapScan more accommodating to the older community, as they can reap numerous benefits from using the platform, including the convenience of paying bills from the comfort of their homes. This approach eliminates the inconvenience of commuting, queuing, carrying multiple cards, and other such challenges. By incorporating these design considerations, SnapScan can foster a more inclusive and empowering user experience.

Target Audience

SnapScan's focus should be on enhancing accessibility for the older generation, who may experience visual impairments and prefer staying at home due to mobility issues. Moreover, they may find it challenging to manage multiple cards and may not be proficient in using technology. To cater to their needs, SnapScan must develop a user-friendly interface that simplifies bill payments and other tasks. In this regard, it is crucial to refine the app's navigation and ensure that it is easy to comprehend for older users, who may not be well-versed with digital platforms. By prioritizing accessibility, SnapScan can create a more inclusive and engaging user experience for the older generation.

Findings

- Upon analyzing the user demographics, it appears that individuals with disabilities, primarily those with visual impairments, comprise a significant proportion of SnapScan's user base.
- The older generation appears to be skeptical of technology, which could be a potential barrier to their adoption of the app. Therefore, it is crucial to build trust and confidence among this demographic by offering an intuitive and user-friendly platform that caters to their needs.
- SnapScan may need to expand its outreach efforts to increase awareness and educate the older generation about the benefits of using the app. This approach will help establish SnapScan as a viable solution for their payment needs.

- SnapScan's current design may pose usability challenges for users with visual impairments, as the text and icons may be too small. To address this, the platform should prioritize accessibility features, such as the ability to adjust font sizes and icon scales. By doing so, SnapScan can foster a more inclusive and user-friendly platform for all its users.

Insights

- One of the key design considerations for SnapScan should be to provide users with visual impairments the option to adjust the size of the text and icons to suit their needs. Additionally, SnapScan can simplify the payment process for such users, thereby enhancing their user experience.
- Navigation is an essential aspect of any app, and SnapScan must ensure that the older generation, including individuals with disabilities, can seamlessly navigate through the platform. This approach will enable them to use the app with ease and convenience.
- SnapScan's card scanner feature is an innovative solution that can simplify the process of inputting card details. This functionality will be particularly useful for older users with sight impairments or motor disabilities who may find it challenging to fill in details manually.
- By prioritizing accessibility in its design, SnapScan can create an app that is more user-friendly and less intimidating for users who may not be well-versed in using technology. This approach will enhance the inclusivity of the platform and empower users to leverage its benefits with confidence.

Positioning Statement

SnapScan is a user-friendly payment platform that is designed to meet the needs of all individuals, including those with disabilities and the older generation. We believe in creating an inclusive and accessible platform that empowers users to manage their payments with ease and confidence. Our commitment to providing features such as adjustable text and icon sizes and intuitive navigation demonstrates our dedication to making payment processing a stress-free experience for all. With SnapScan, everyone can enjoy a convenient and streamlined payment experience.



CONCEPT

"Pay in a Snap"



PROCESS DOCUMENT

CONCEPTS

CONCEPT 1

CONCEPT 2

STYLE GUIDE

USER FLOWS

FINAL WIREFRAMES

CONCEPTS

MAIN CONCEPT

CONCEPT 1

CONCEPT 2- CHOSEN CONCEPT

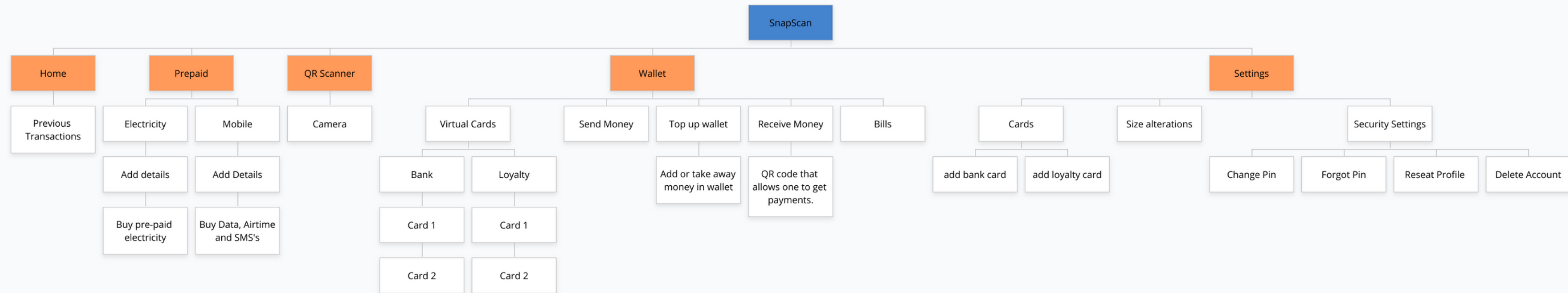
MAIN CONCEPT

Simple and to the point

My concept is to create a snapscan app that is designed specifically with elderly users in mind, providing a simple and intuitive interface that is easy to use and navigate. The app will feature a high-contrast color scheme with black and white text, along with carefully selected accent colors such as yellow, dark blue, and orange to add visual interest and guide users through the interface. I will also incorporate features such as large buttons and clear, easy-to-read font sizes to enhance the usability and accessibility of the app.

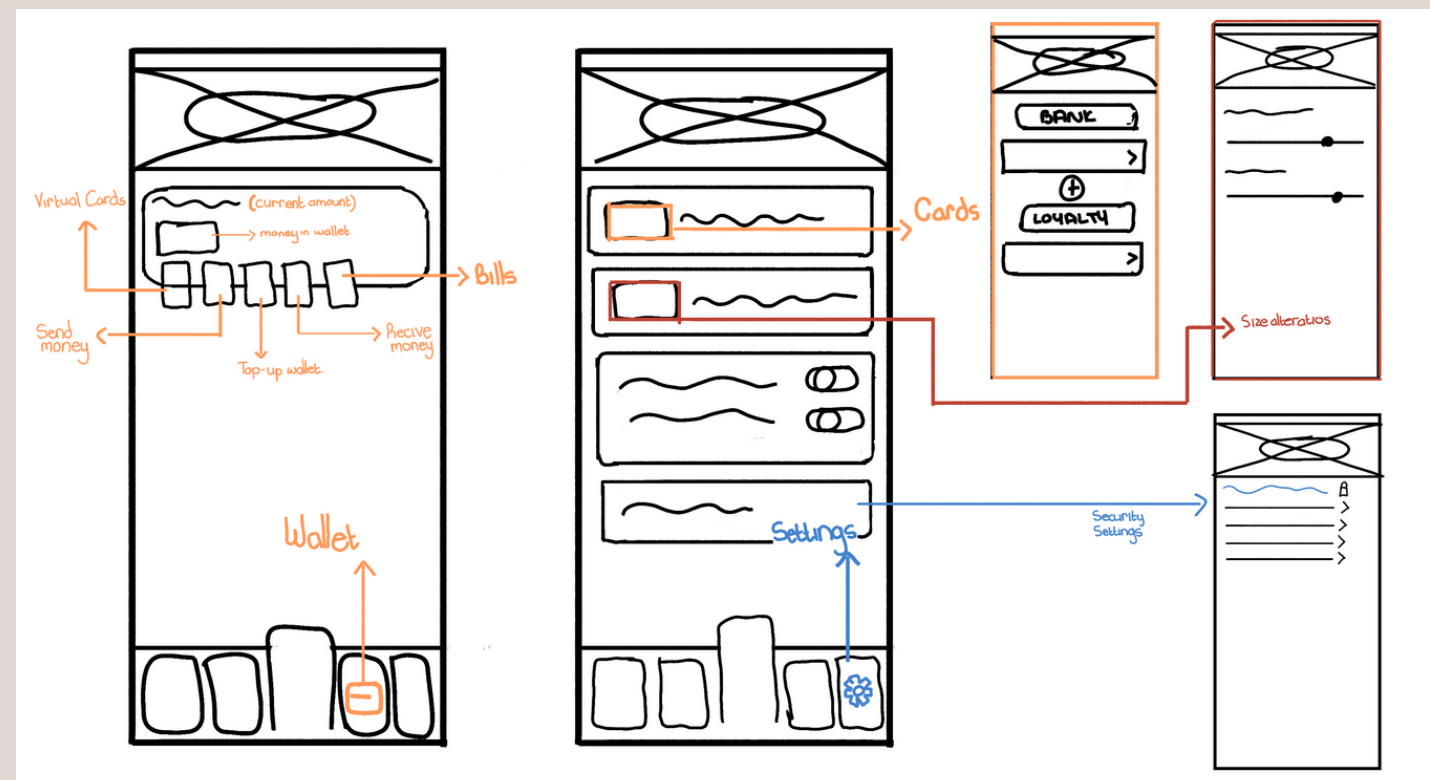
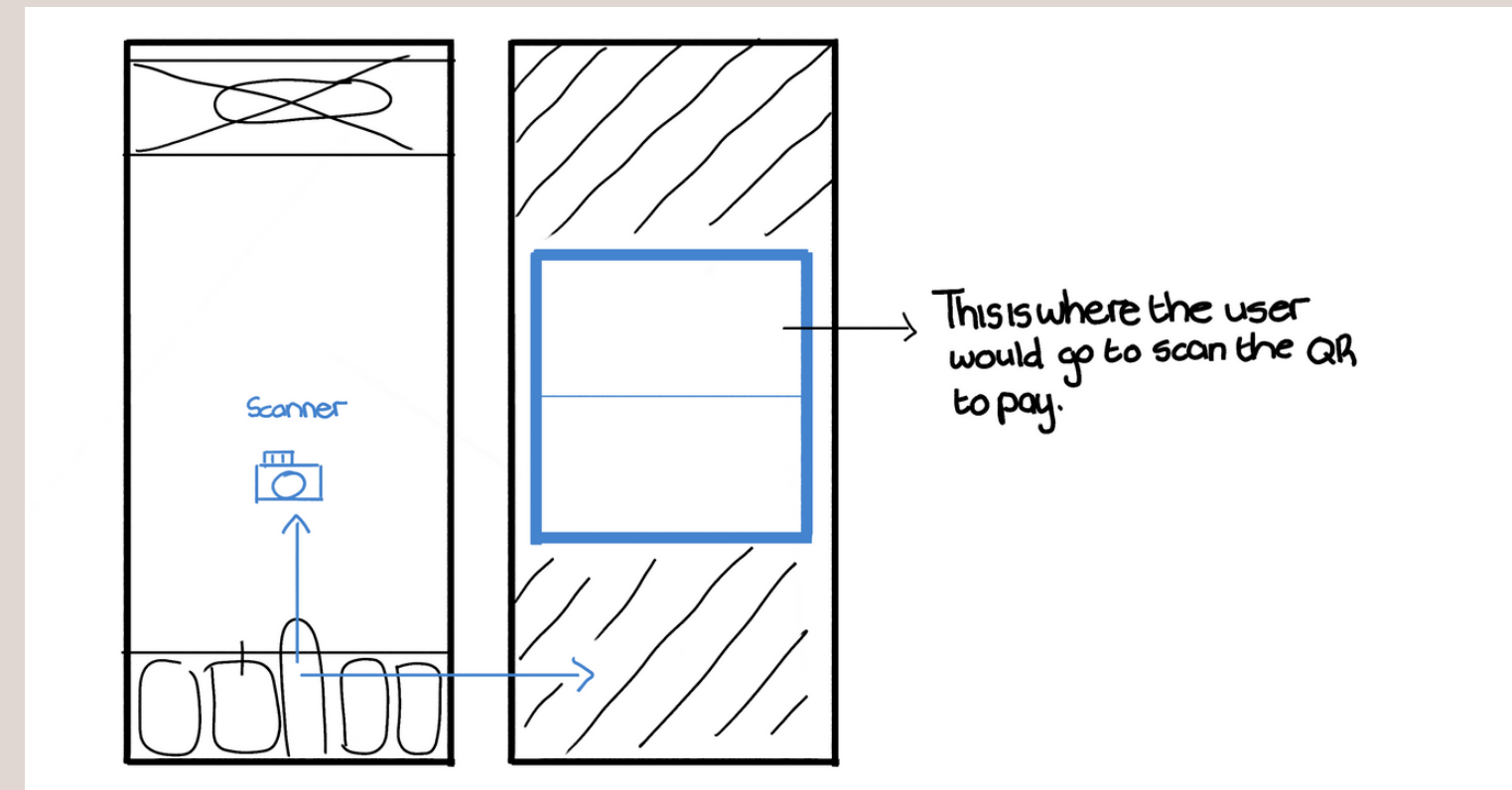
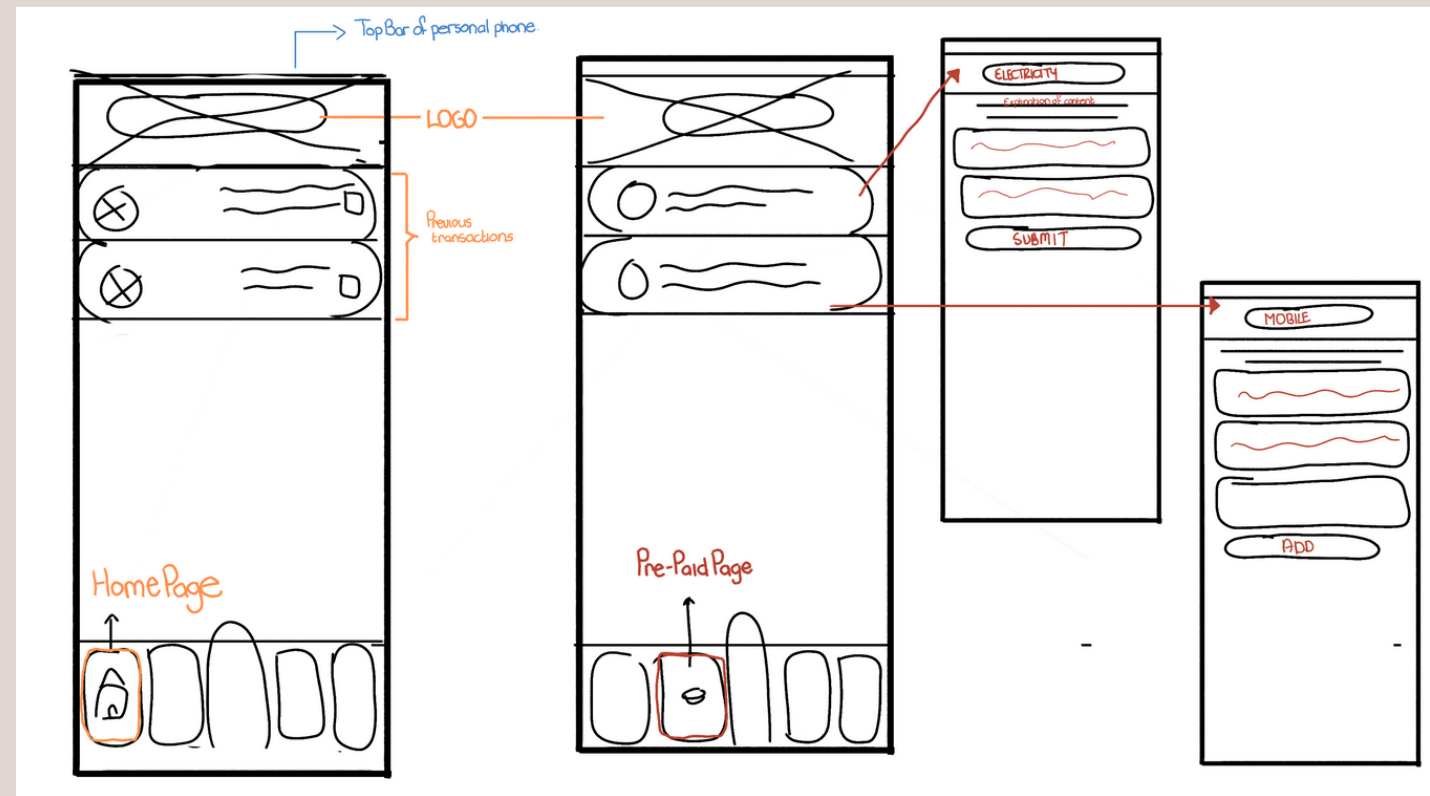
CONCEPT 1

SITEMAP

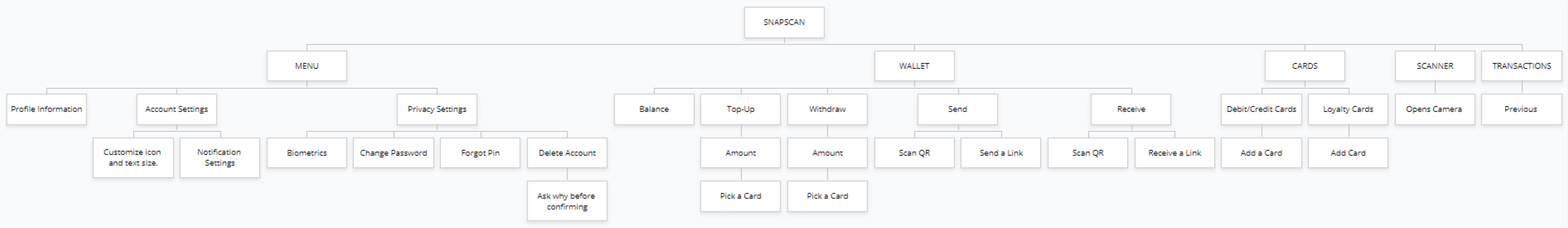


CONCEPT 1

WIREFRAMES

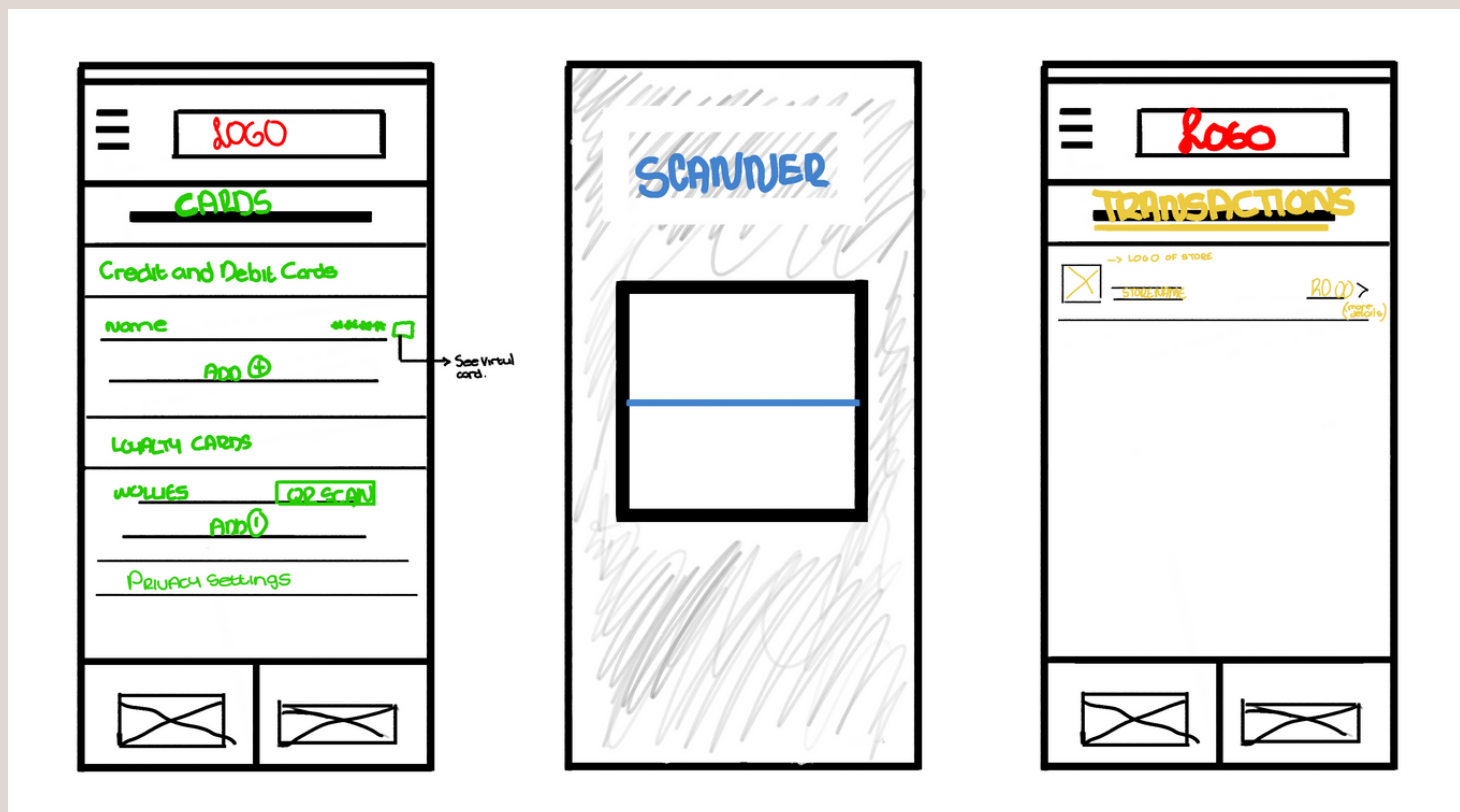
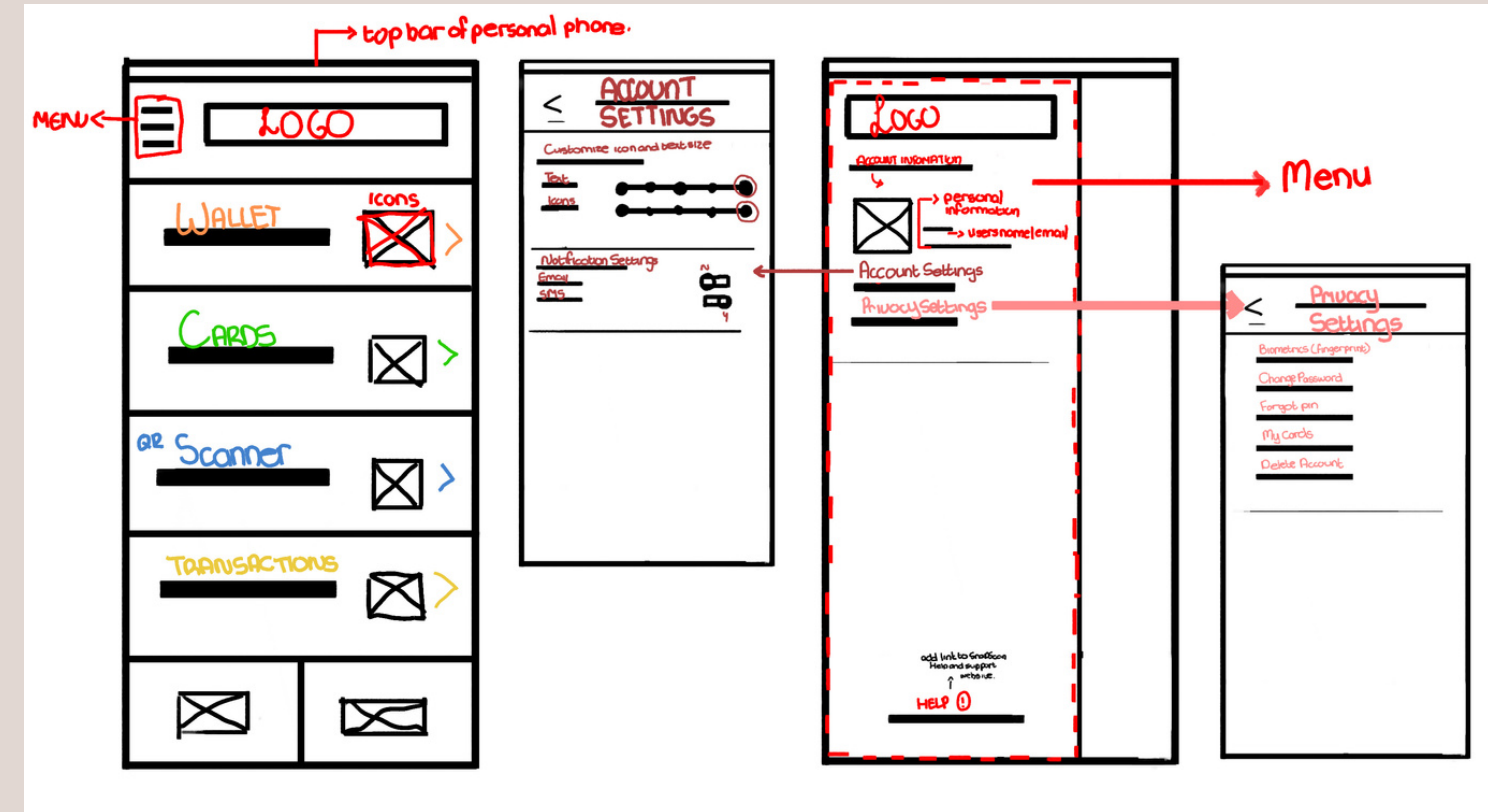
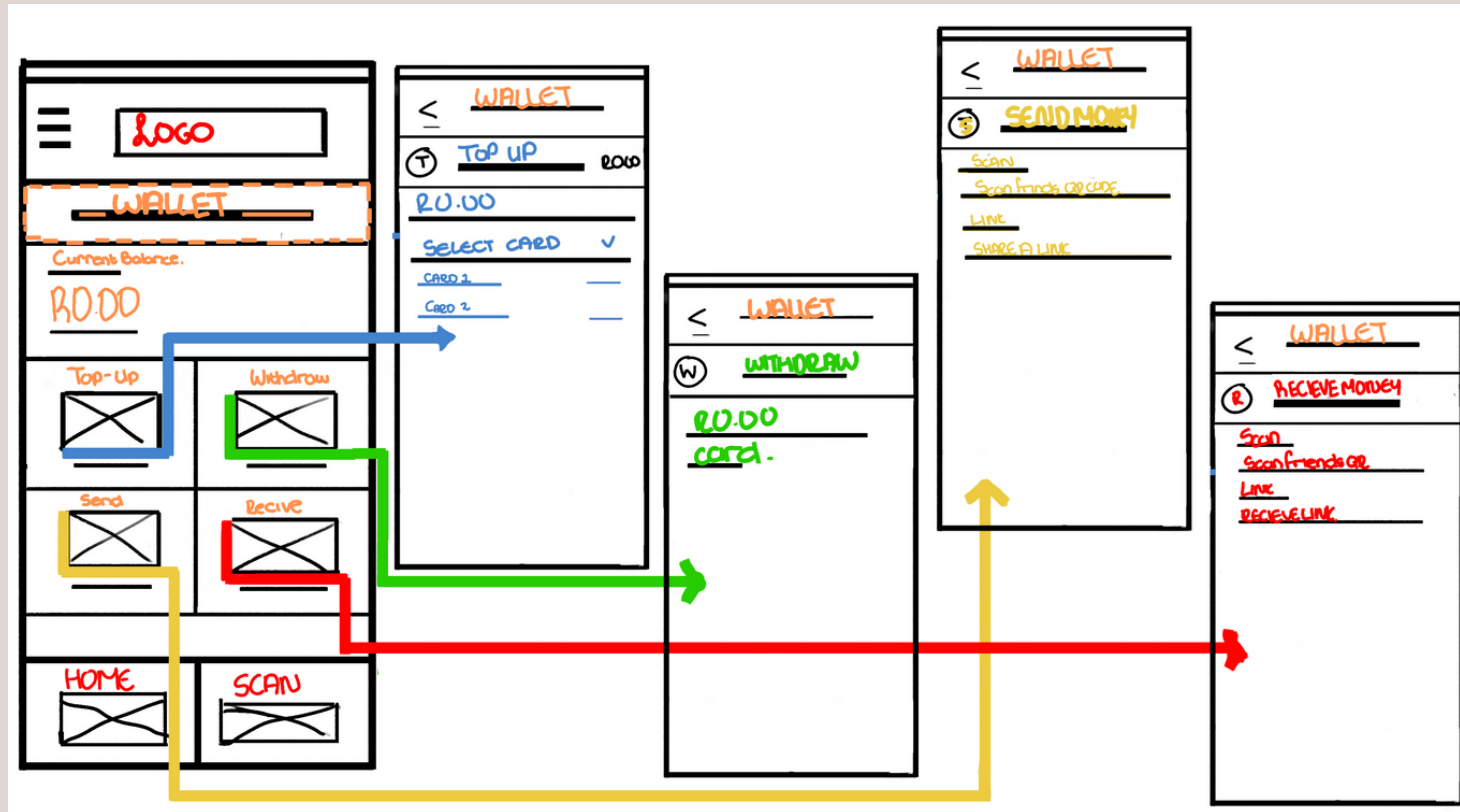


<https://www.gloomaps.com/wxa4W4swjb>



CONCEPT 2

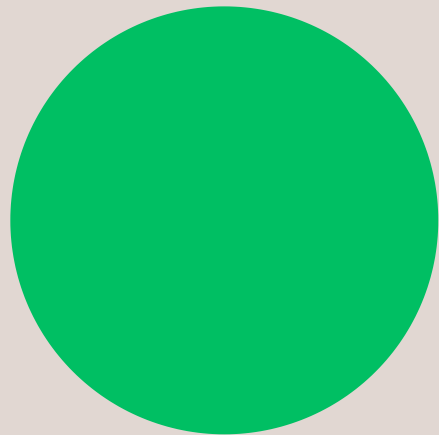
WIREFRAMES



LOGO



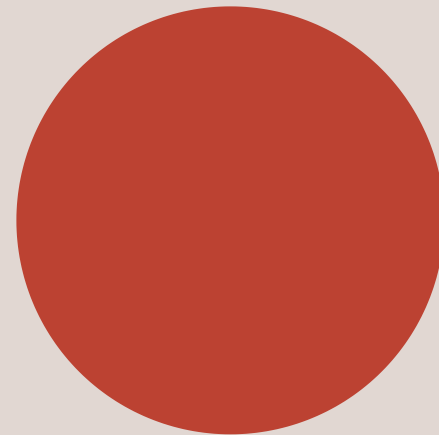
COLOUR



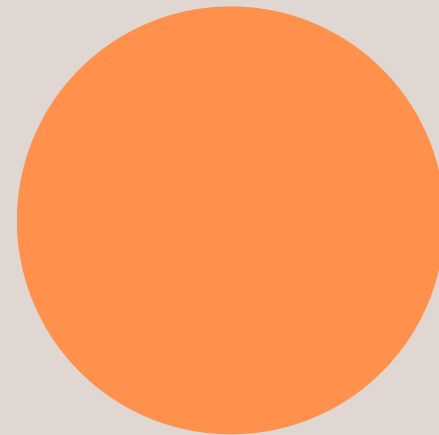
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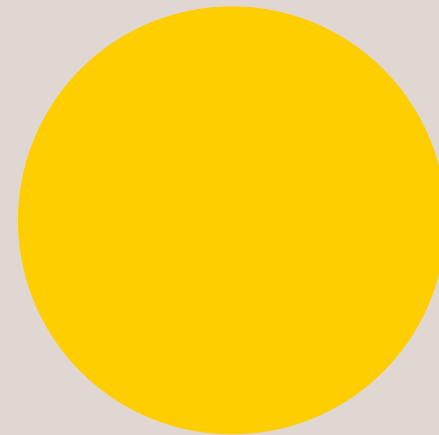
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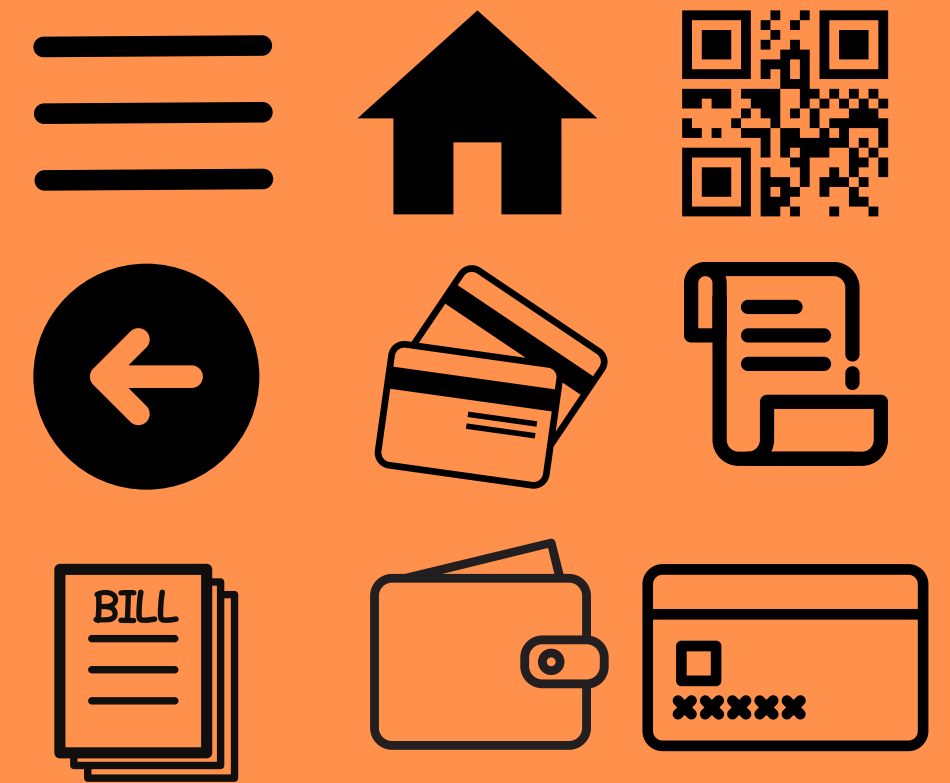


#FF914D



#FFCE00

ICONS



TYPOGRAPHY

Heading: Segoe UI

Text: Segoe UI

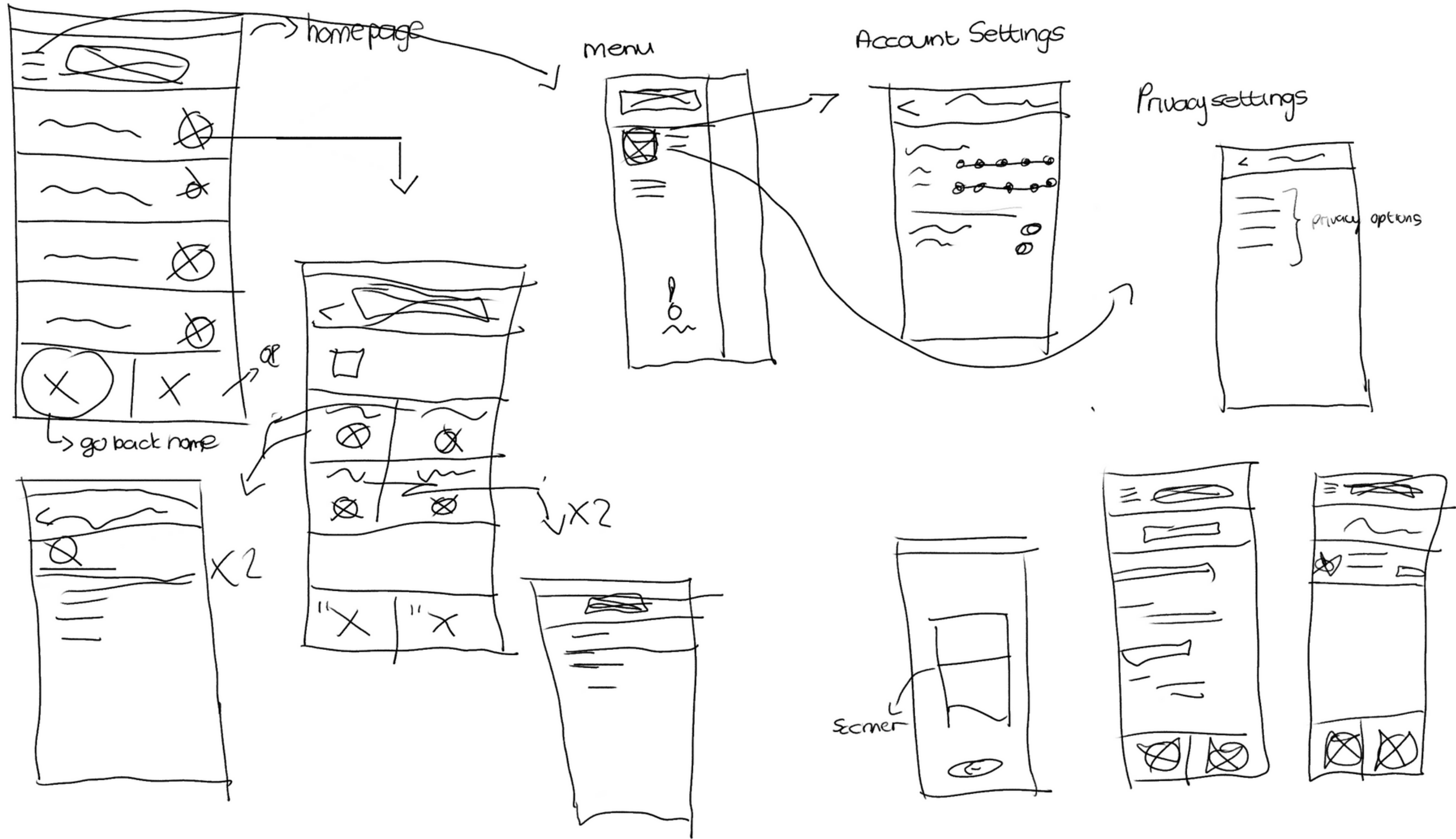
WIREFRAMES FOR

CONCEPT 2

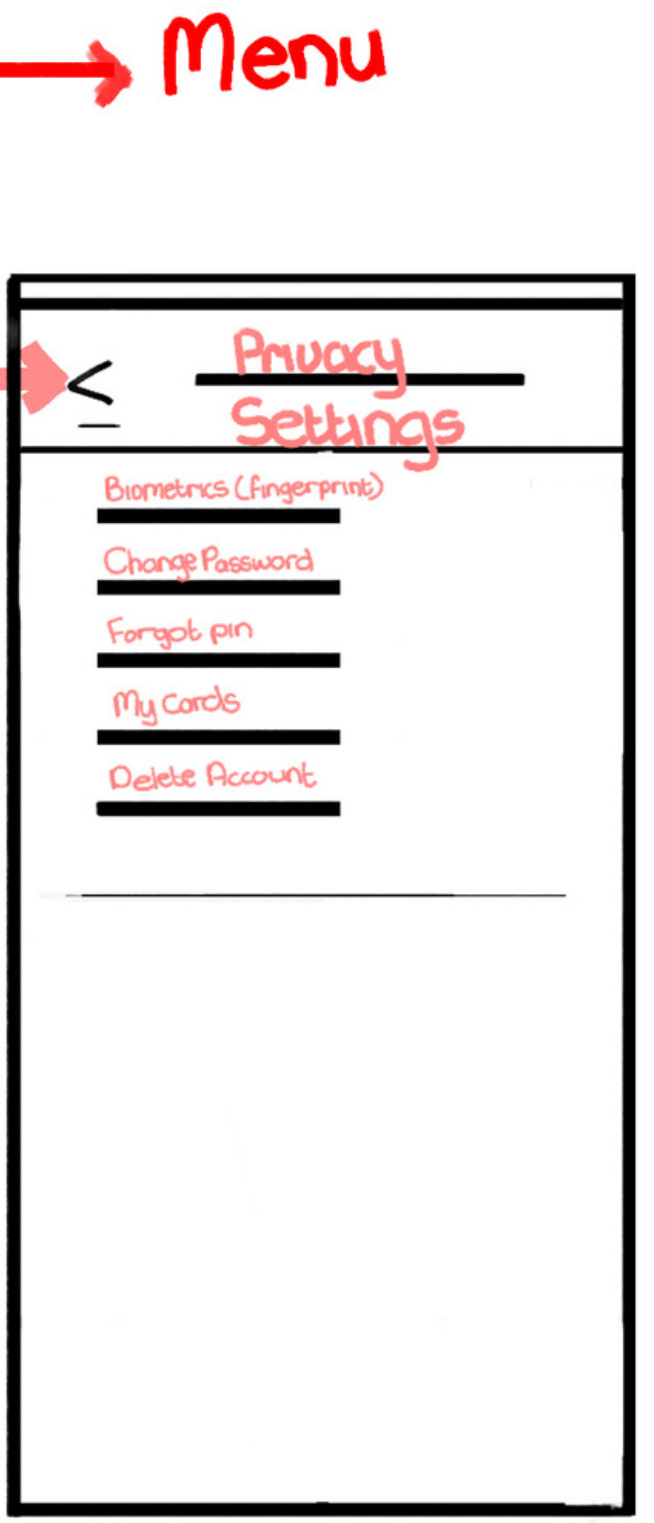
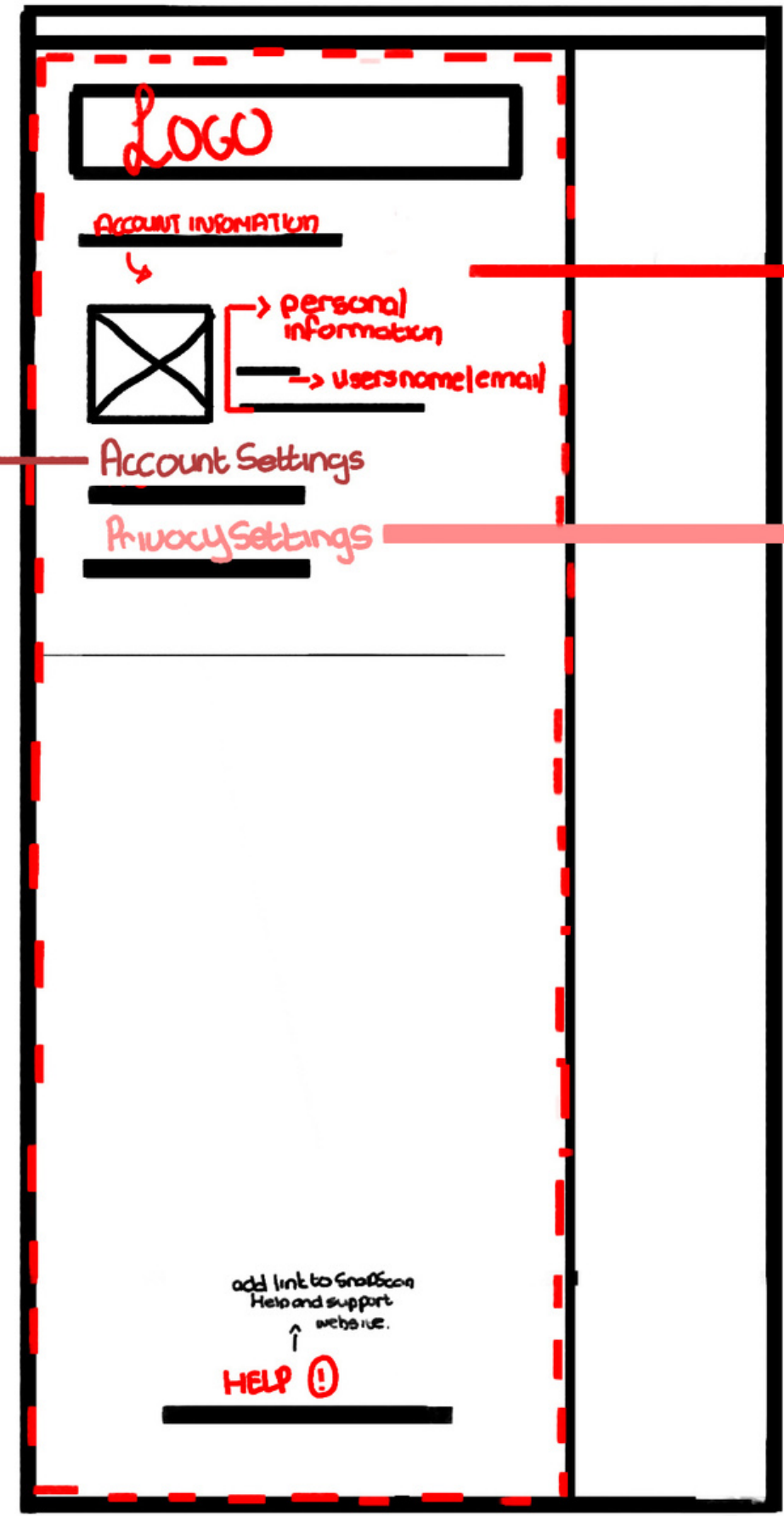
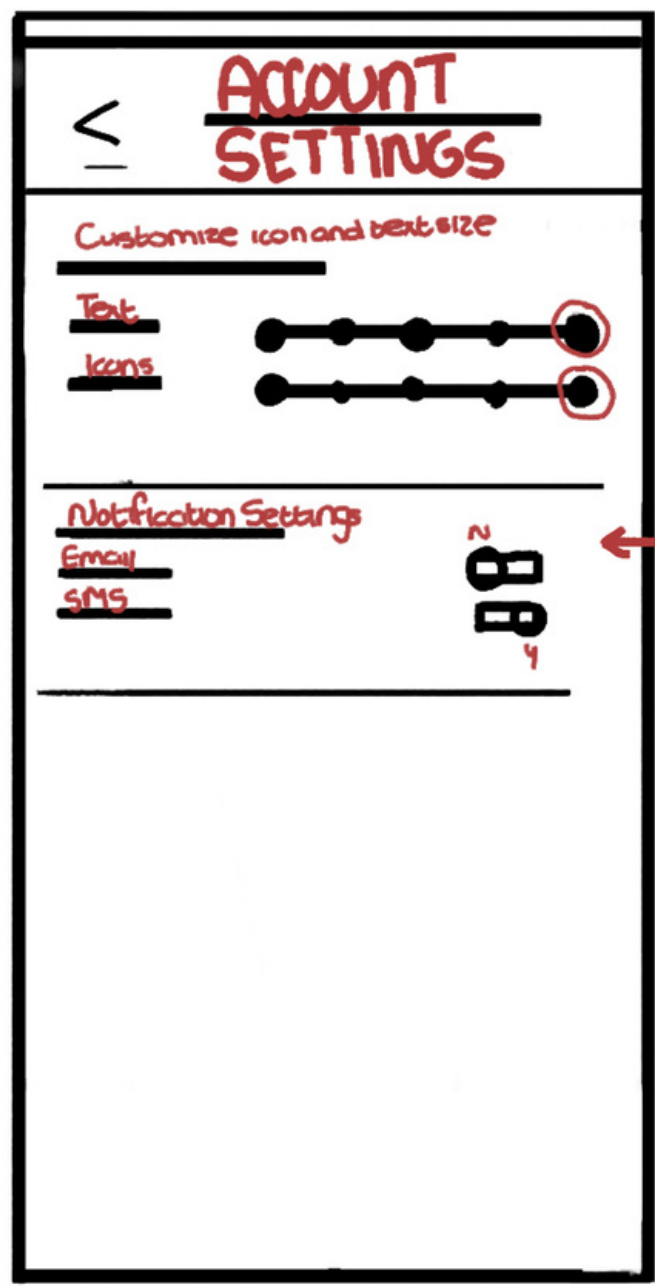
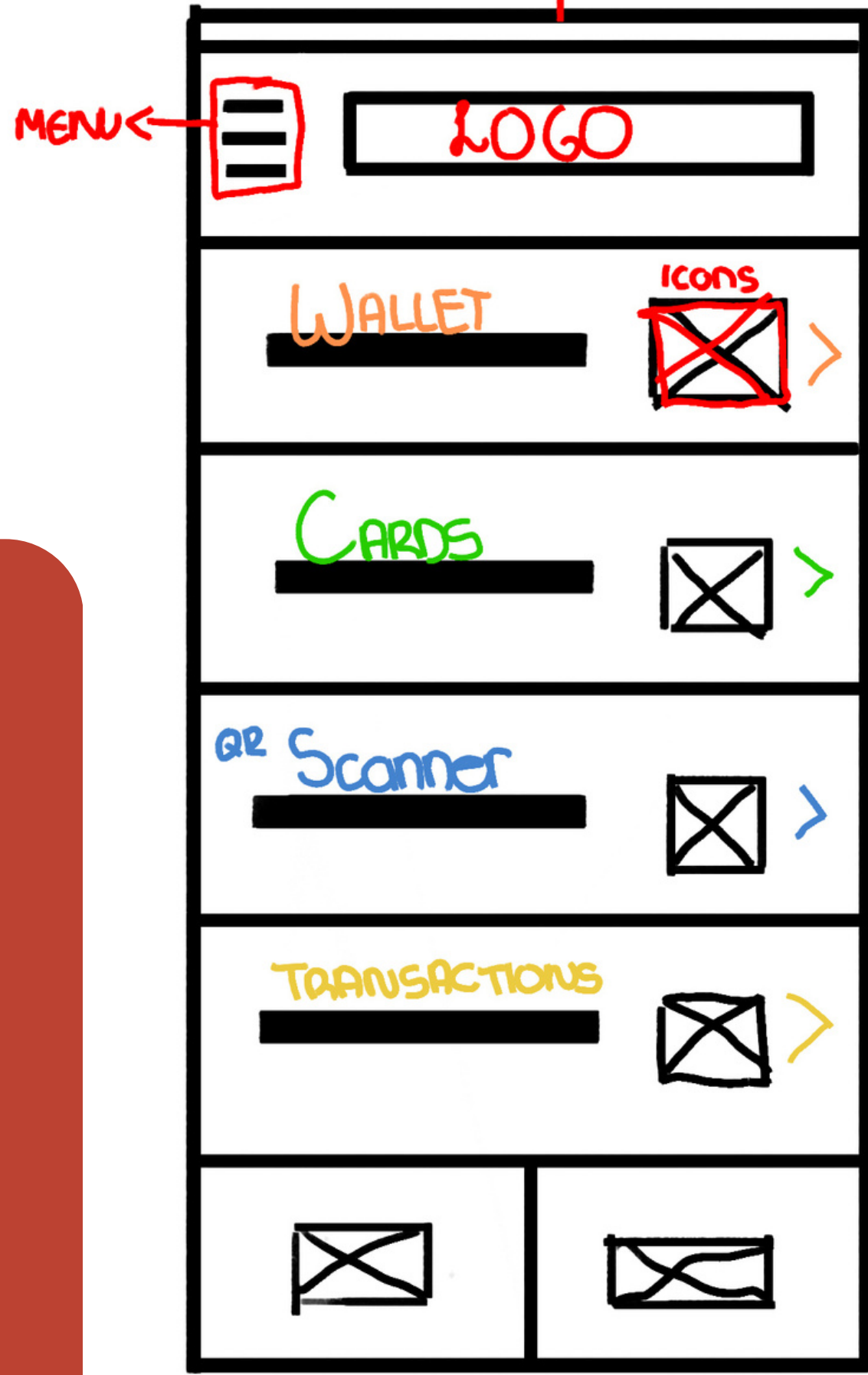
LOW FIDELITY WIREFRAMES

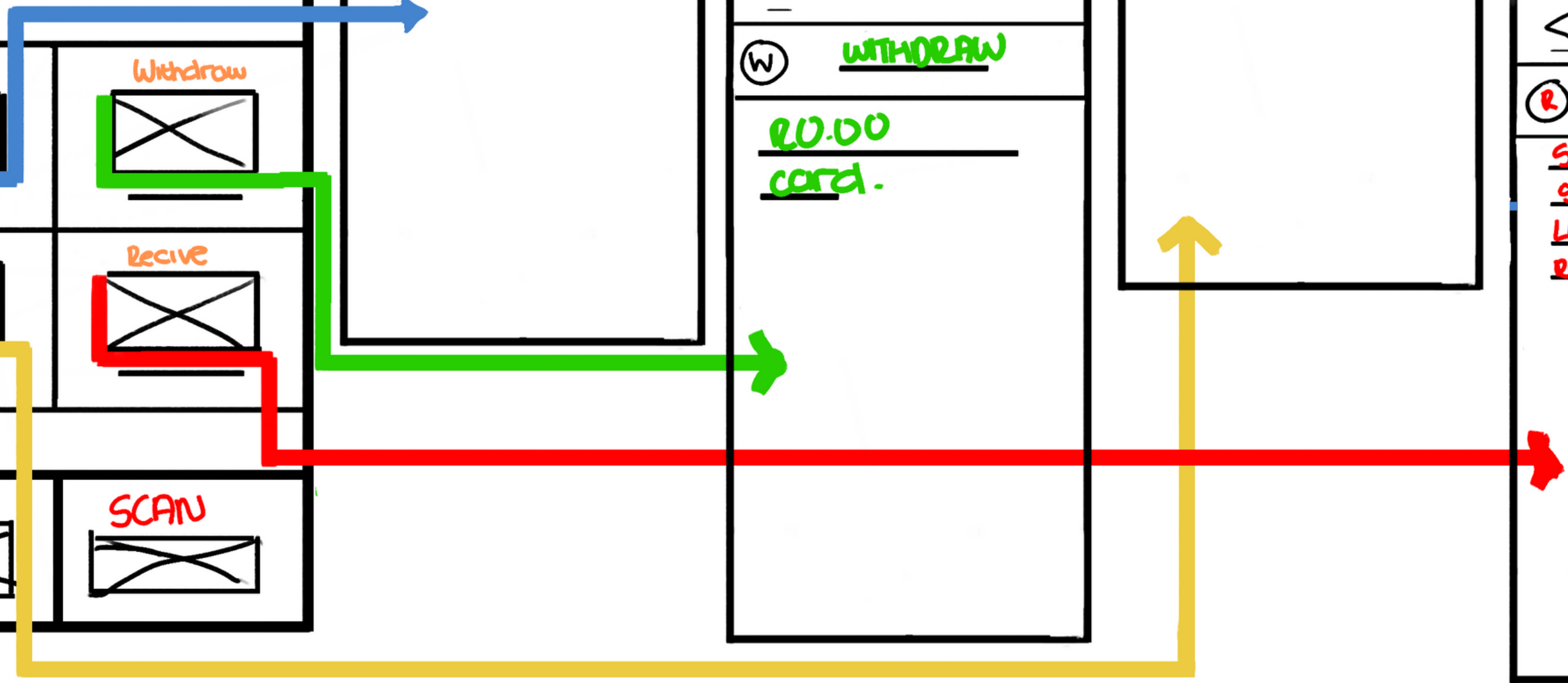
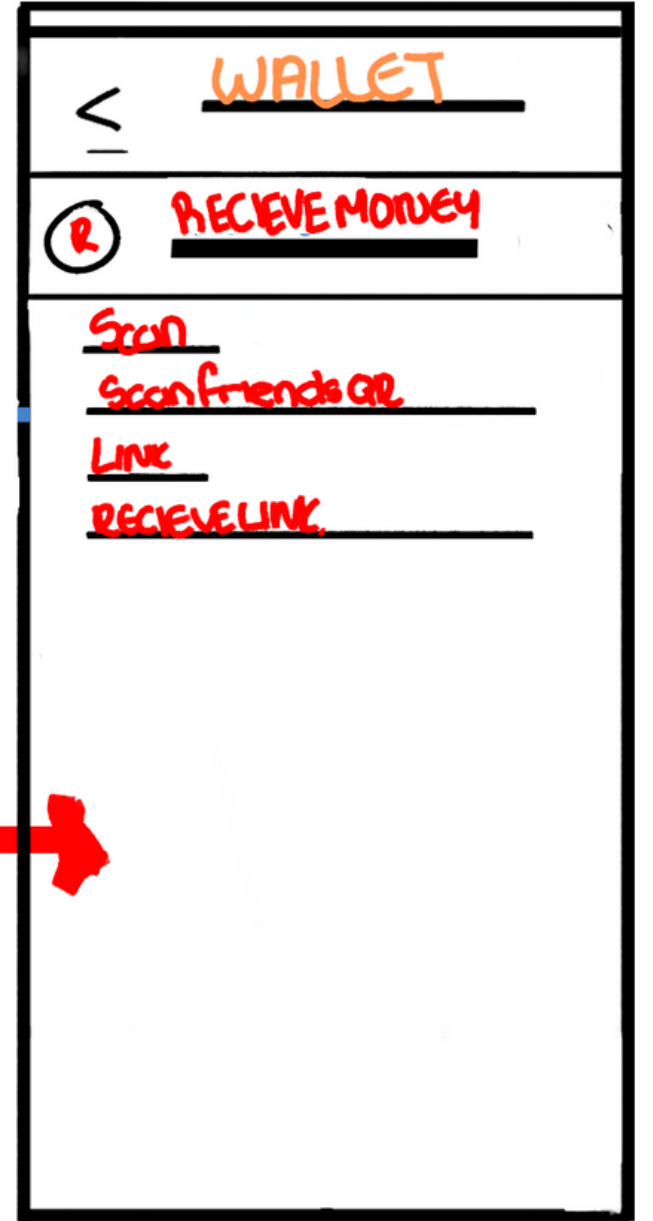
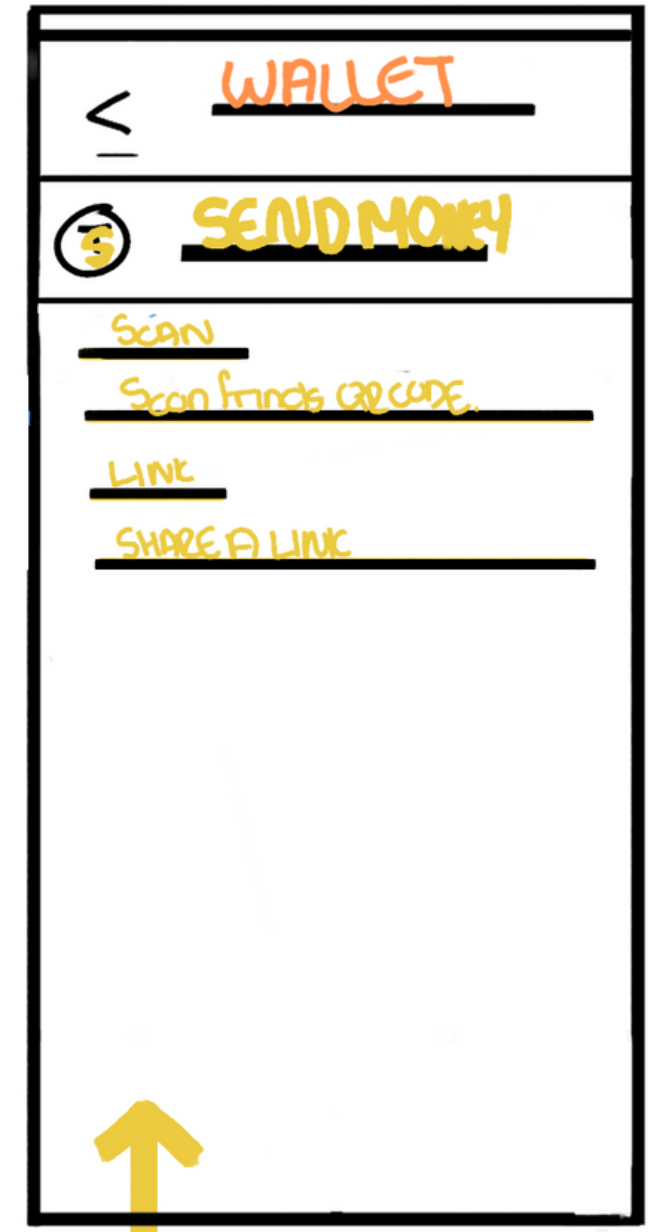
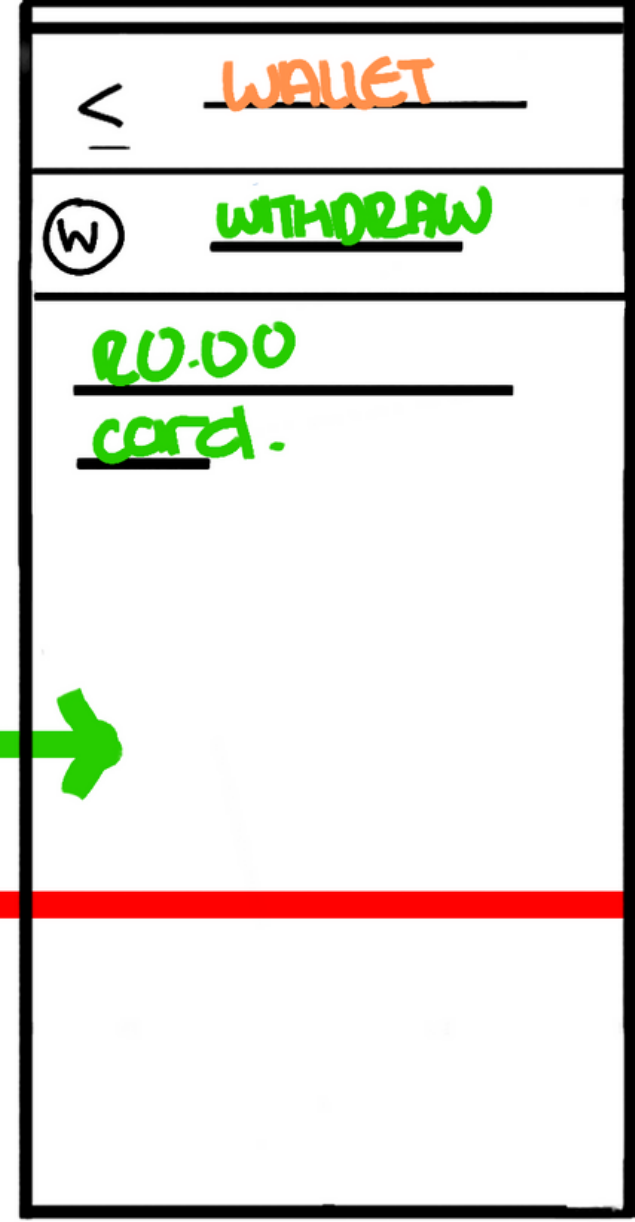
MEDIUM WIREFRAMES

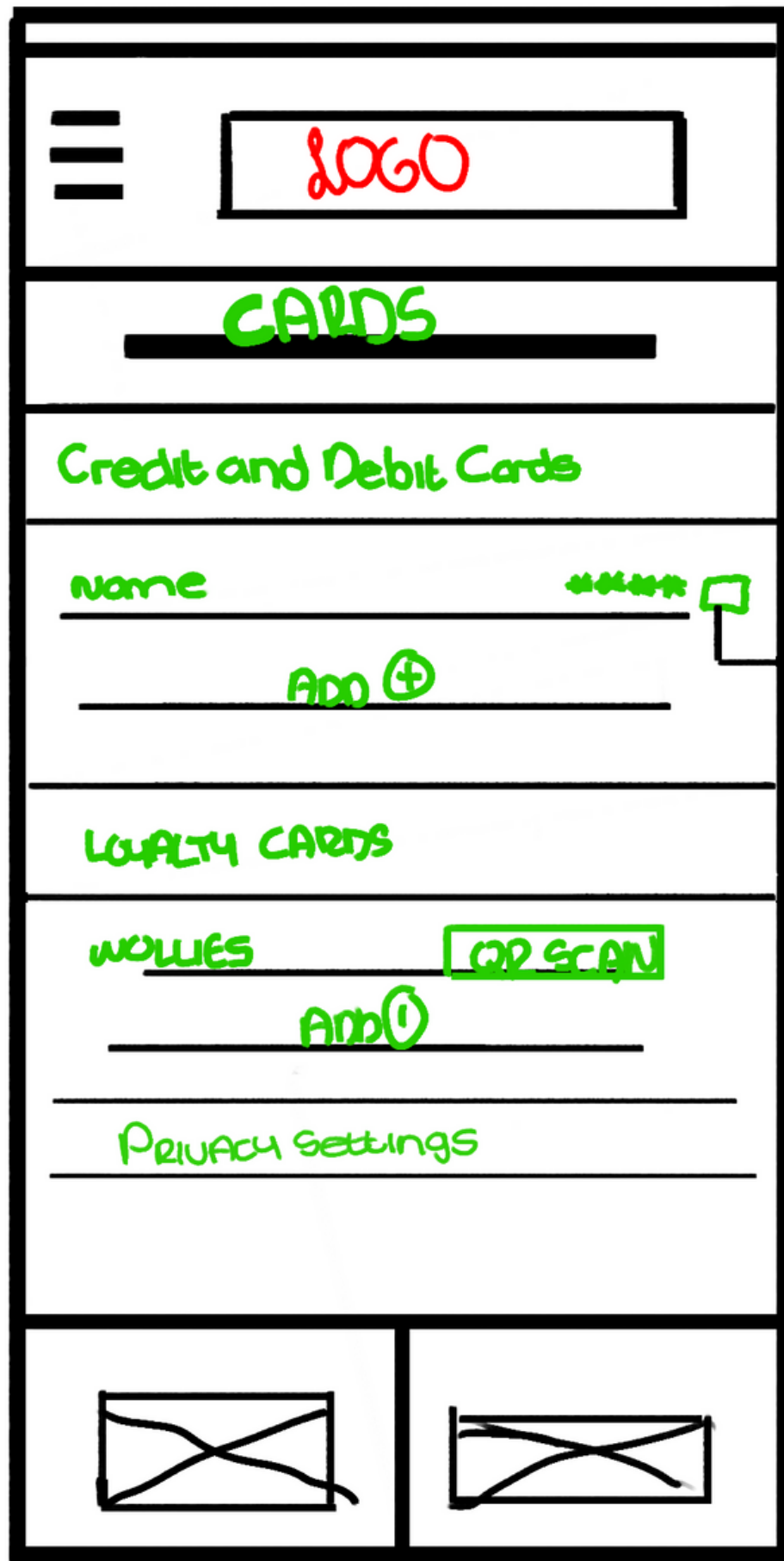
HIGH FIDELITY WIREFRAMES



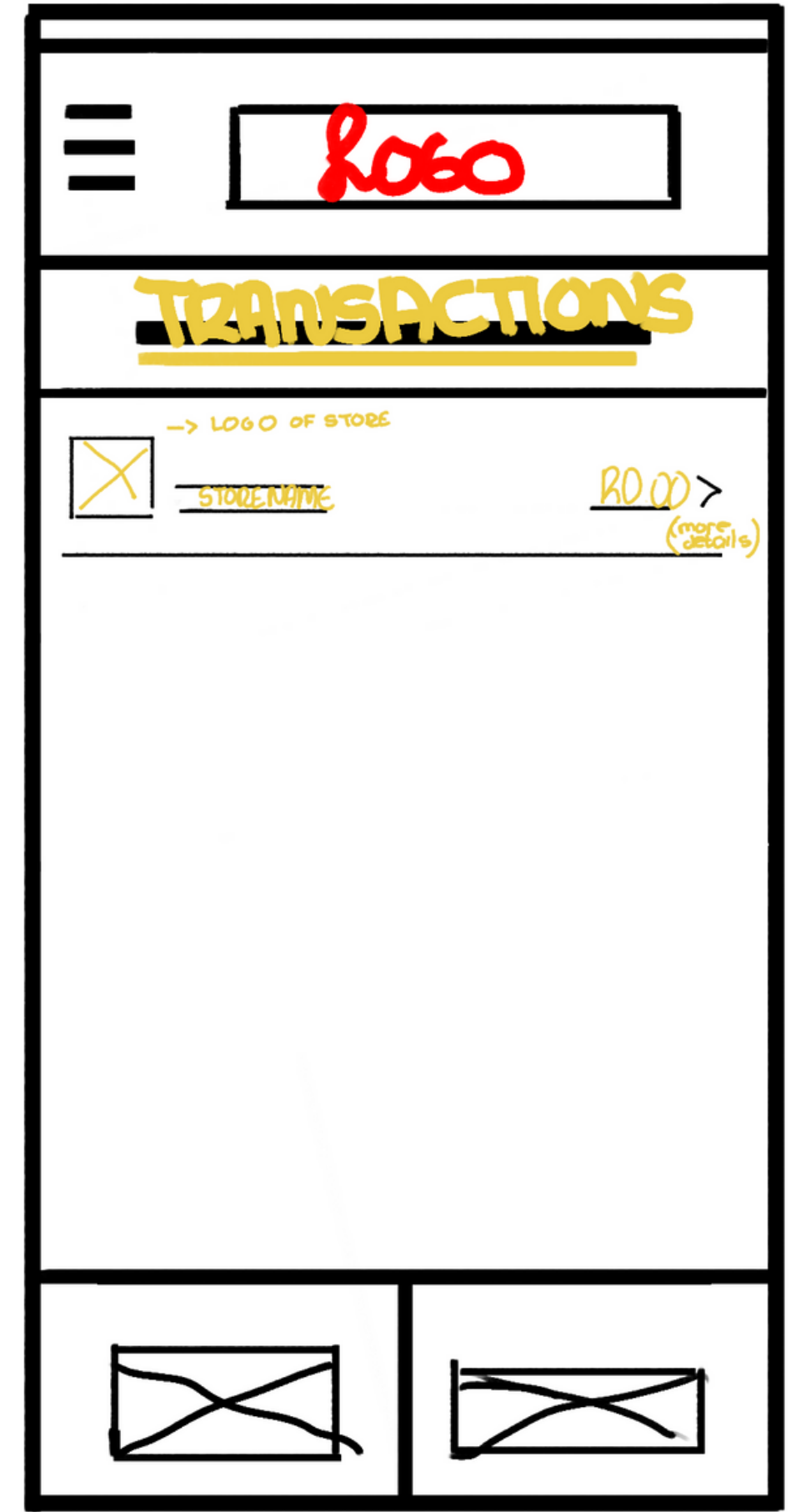
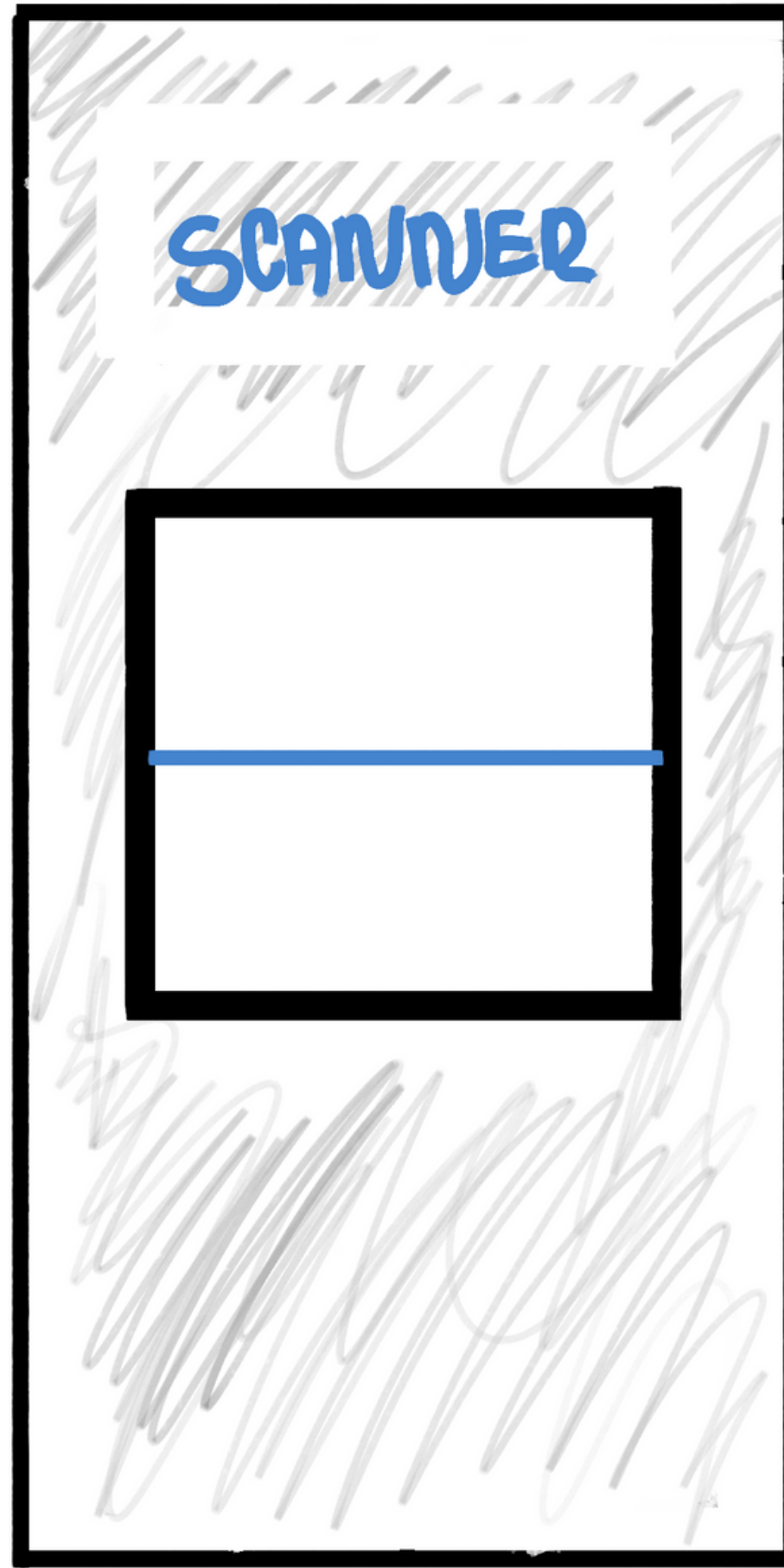
top bar of personal phone.

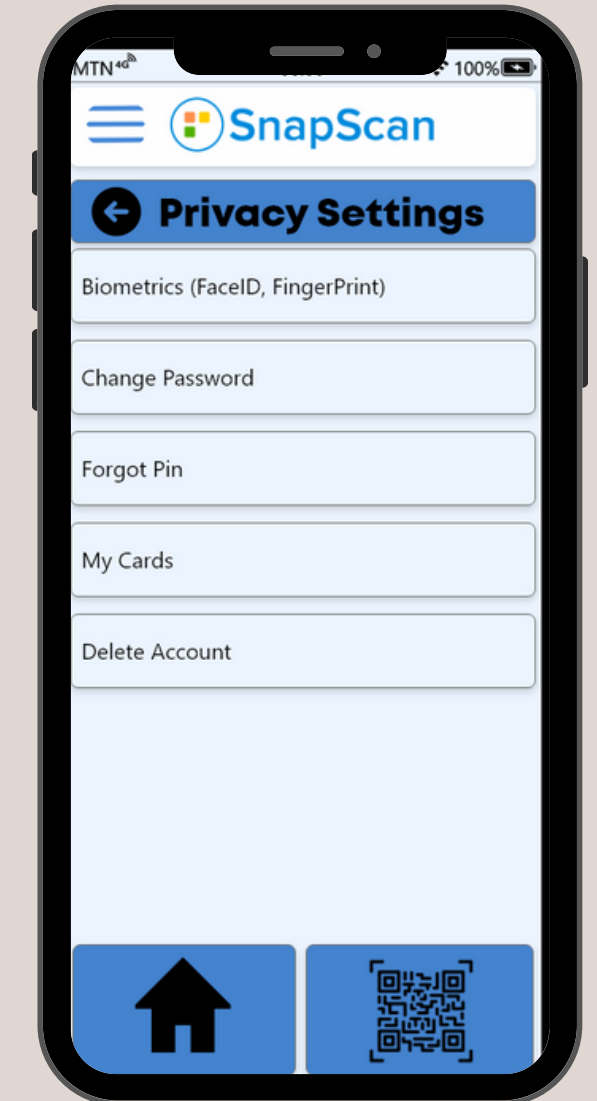
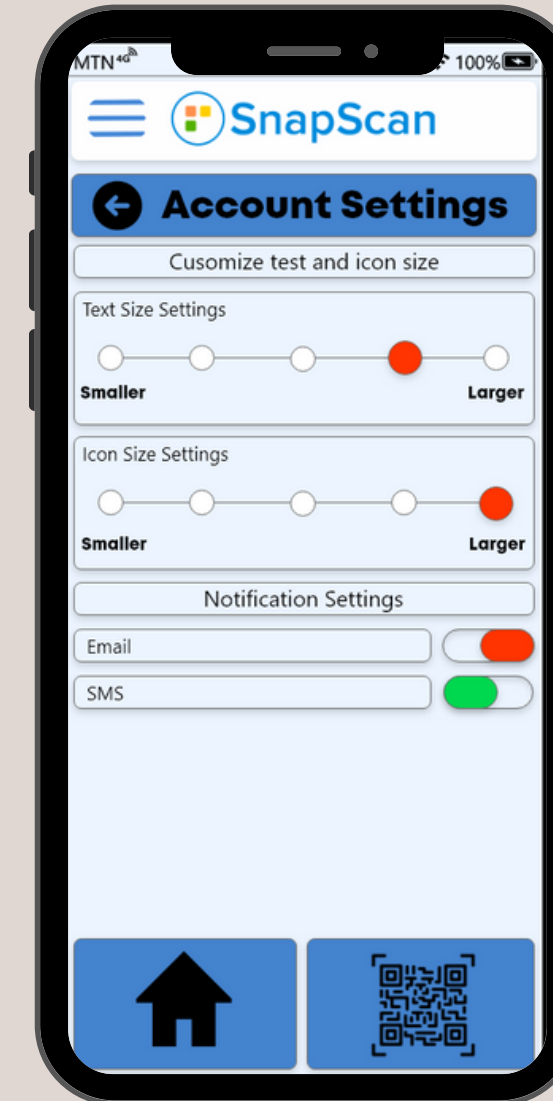
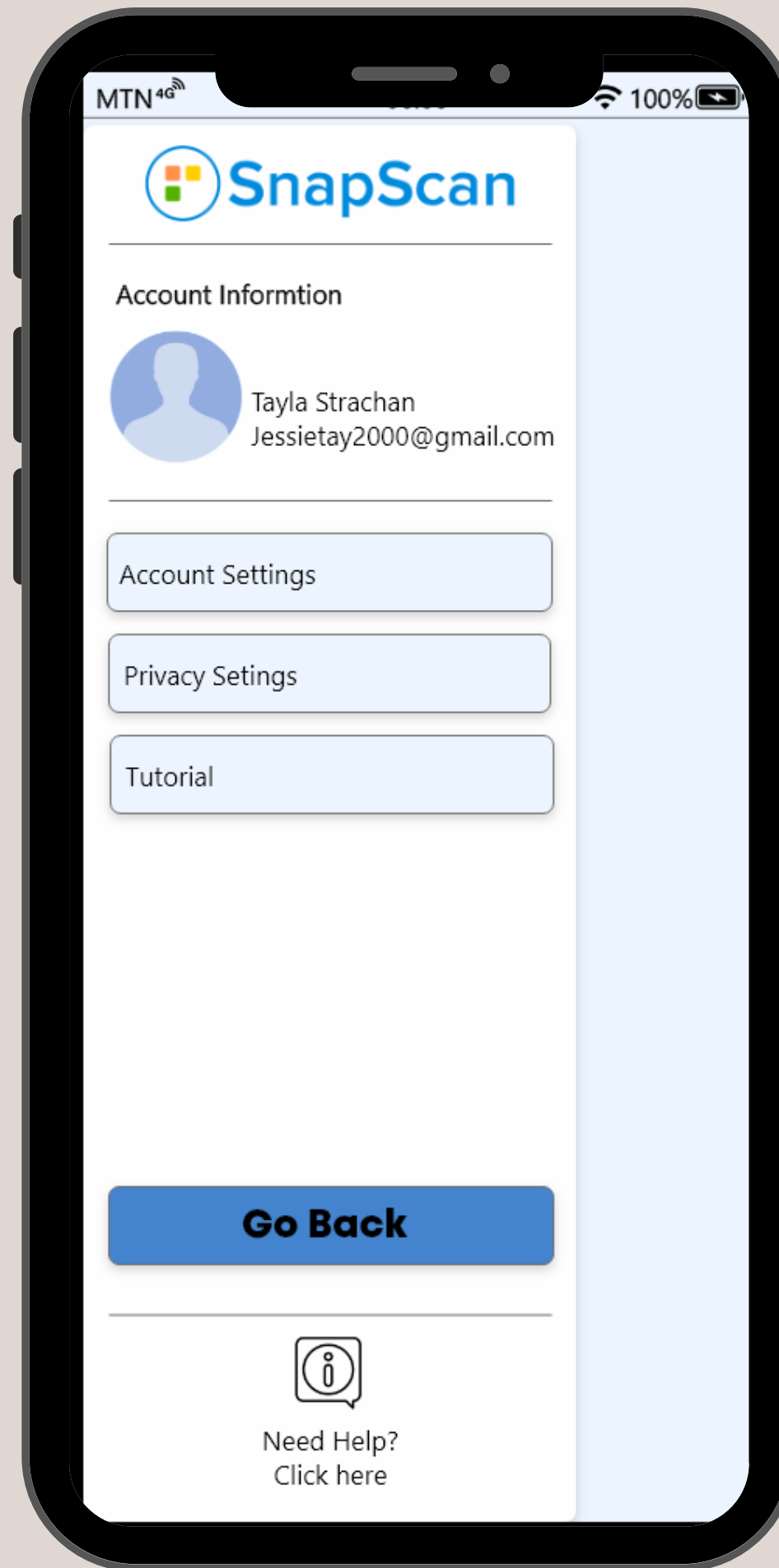
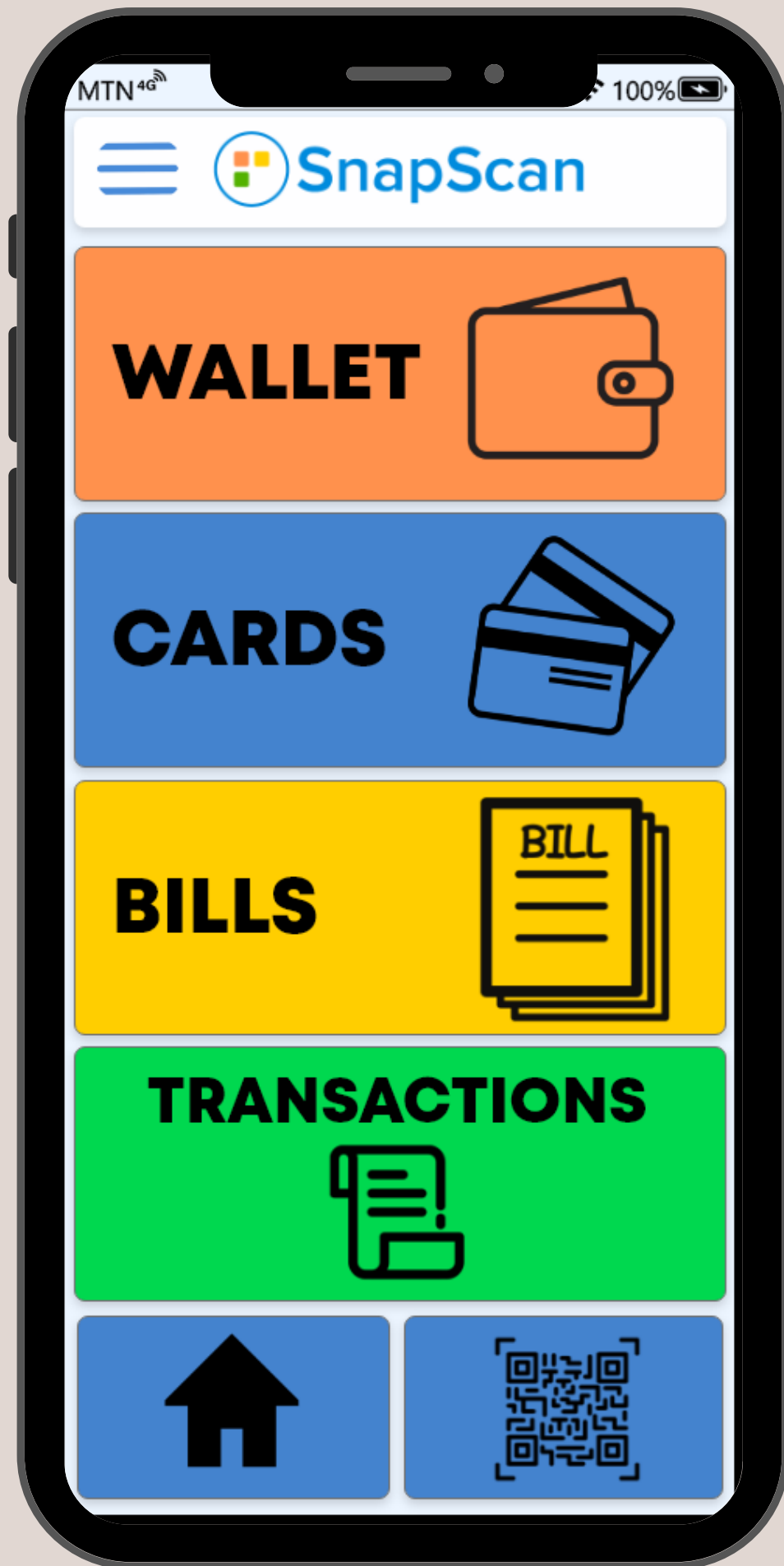


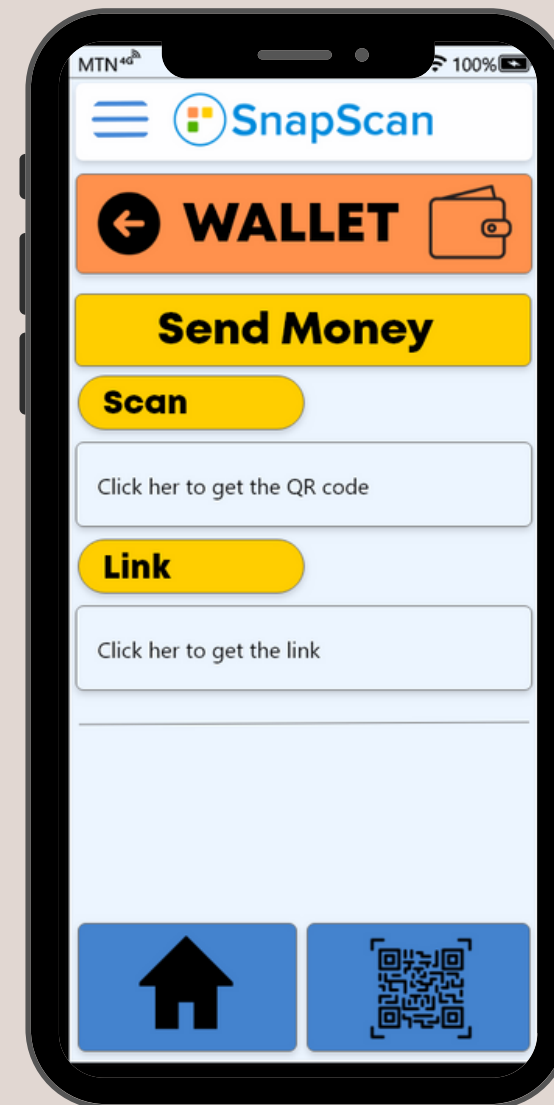
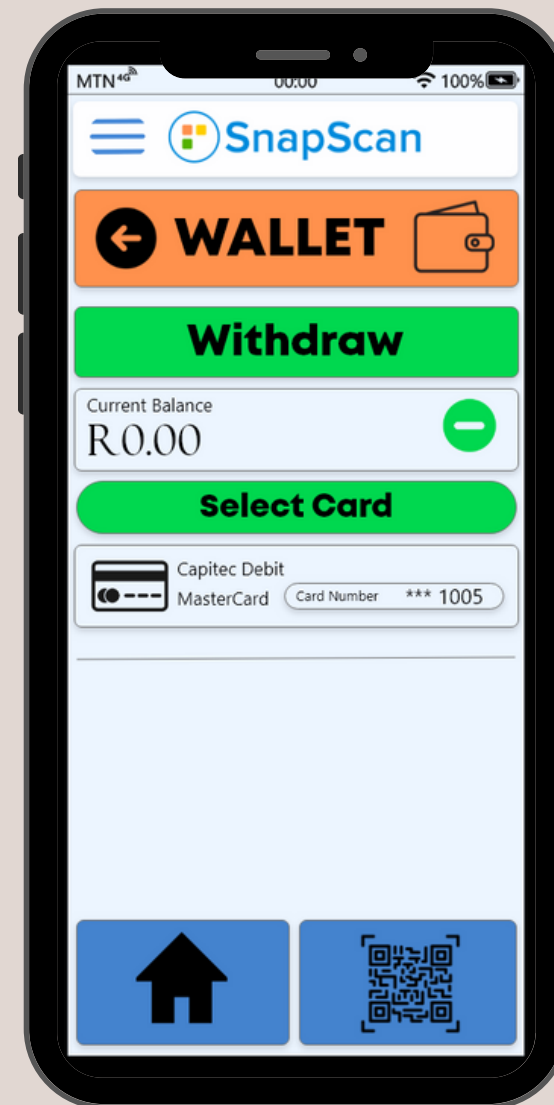
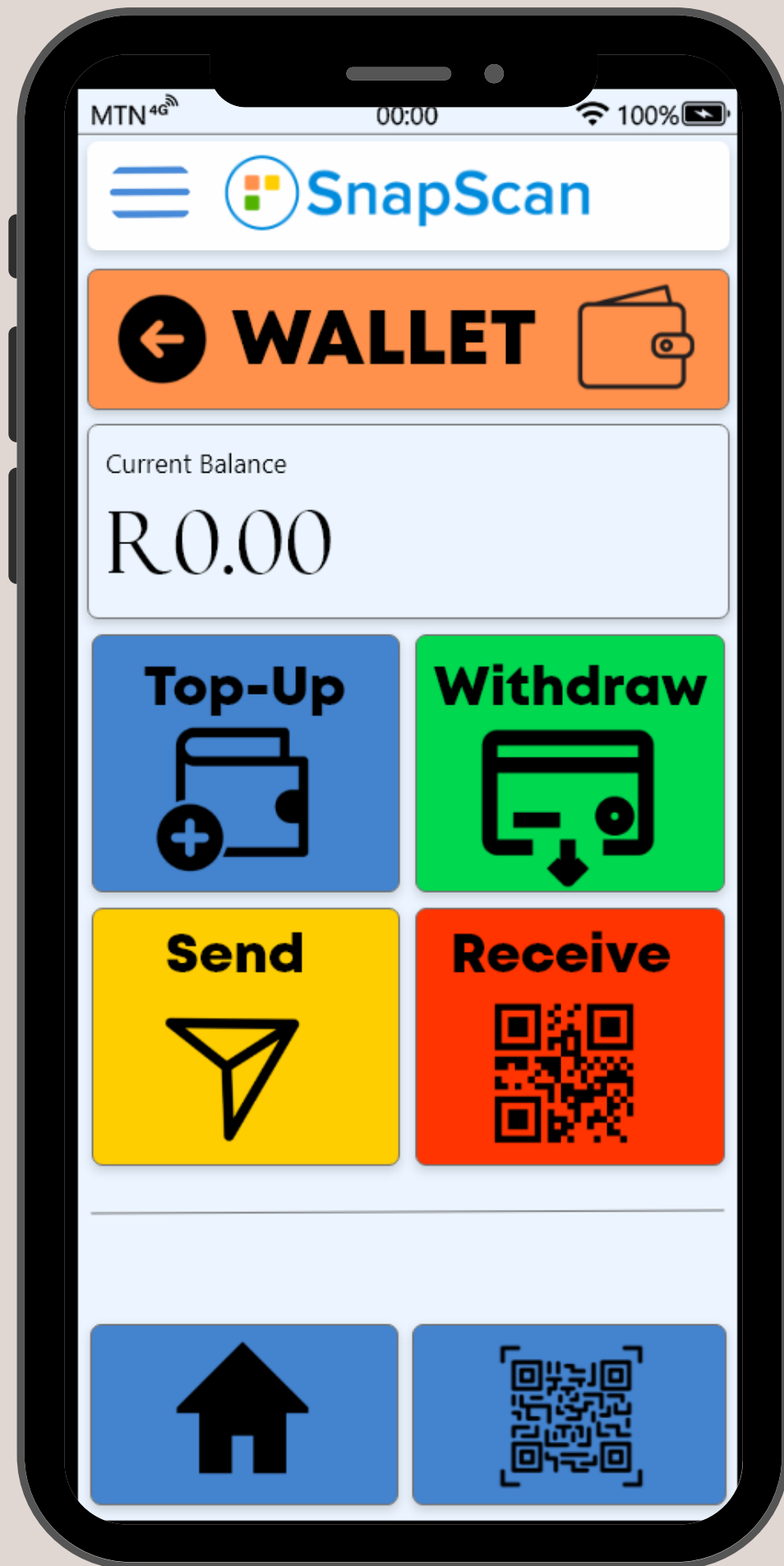




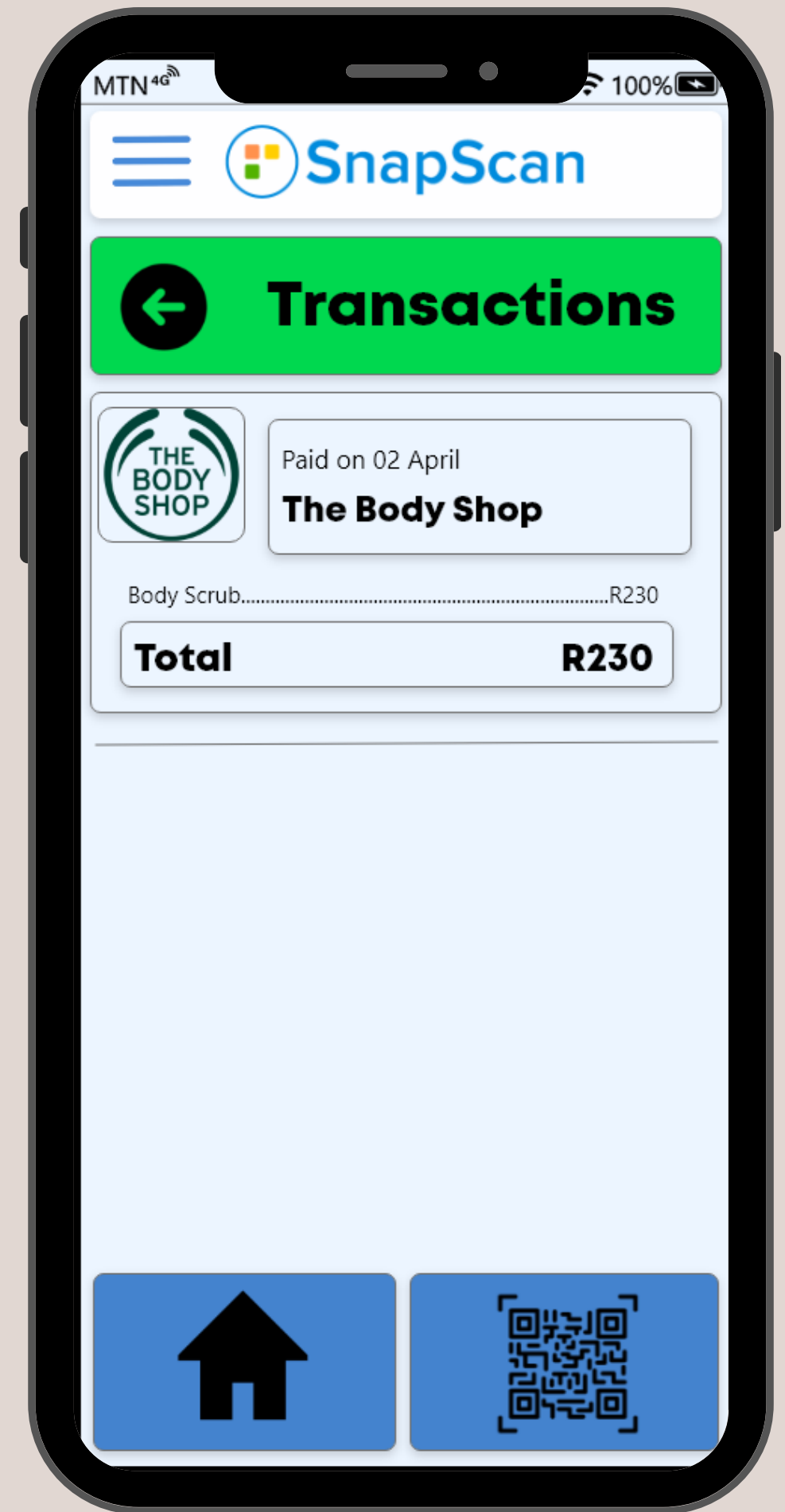
See Virtual card.

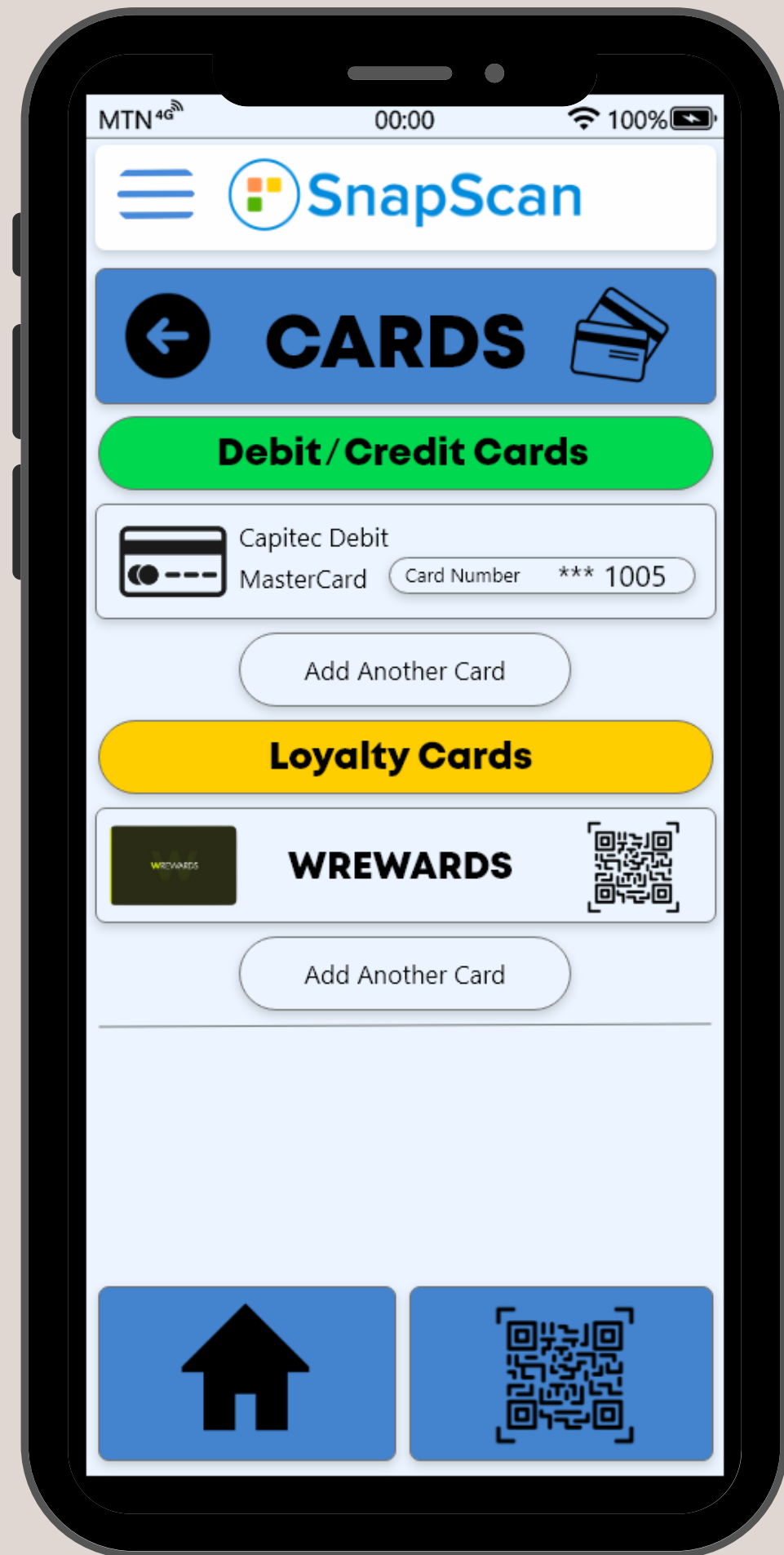












TASK AND USER FLOWS

TASK AND USER FLOW: INSTALL APP

TASK AND USER FLOW: CREATE ACCOUNT

TASK AND USER FLOW: ADD CARDS

TASK AND USER FLOW: HOME PAGE

TASK AND USER FLOW: MENU

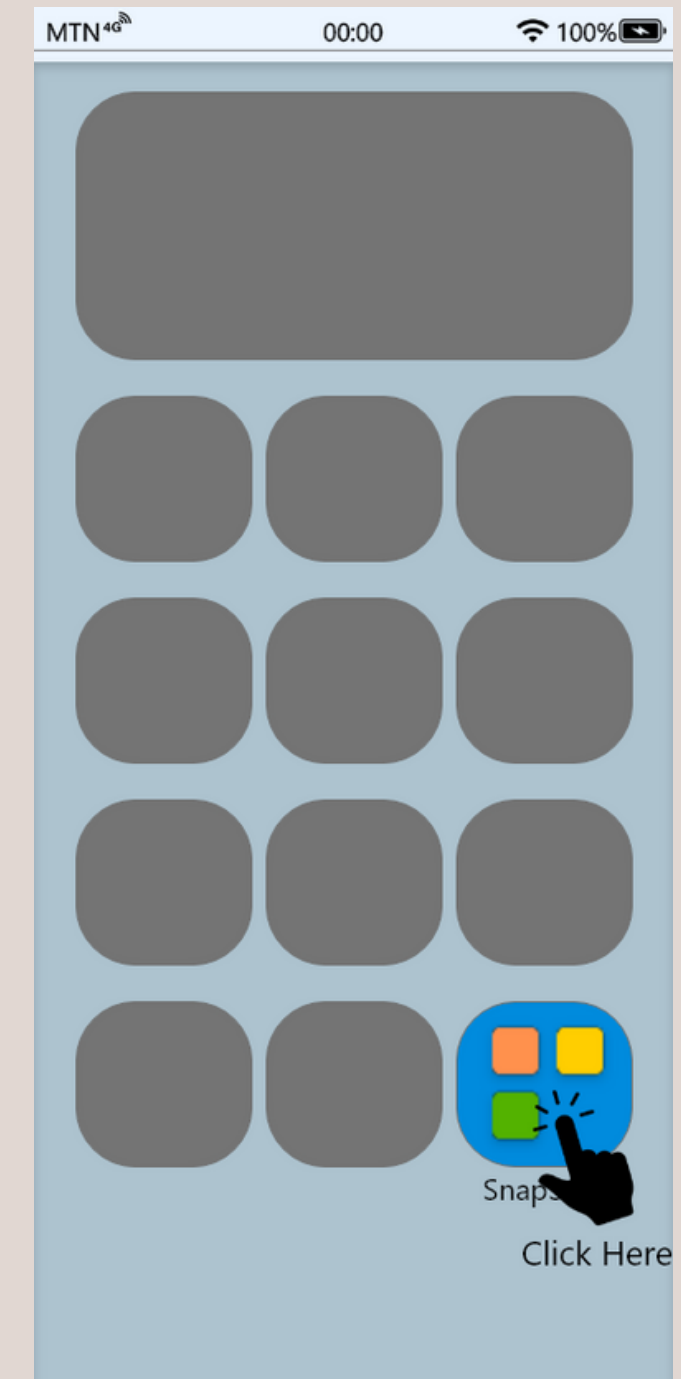
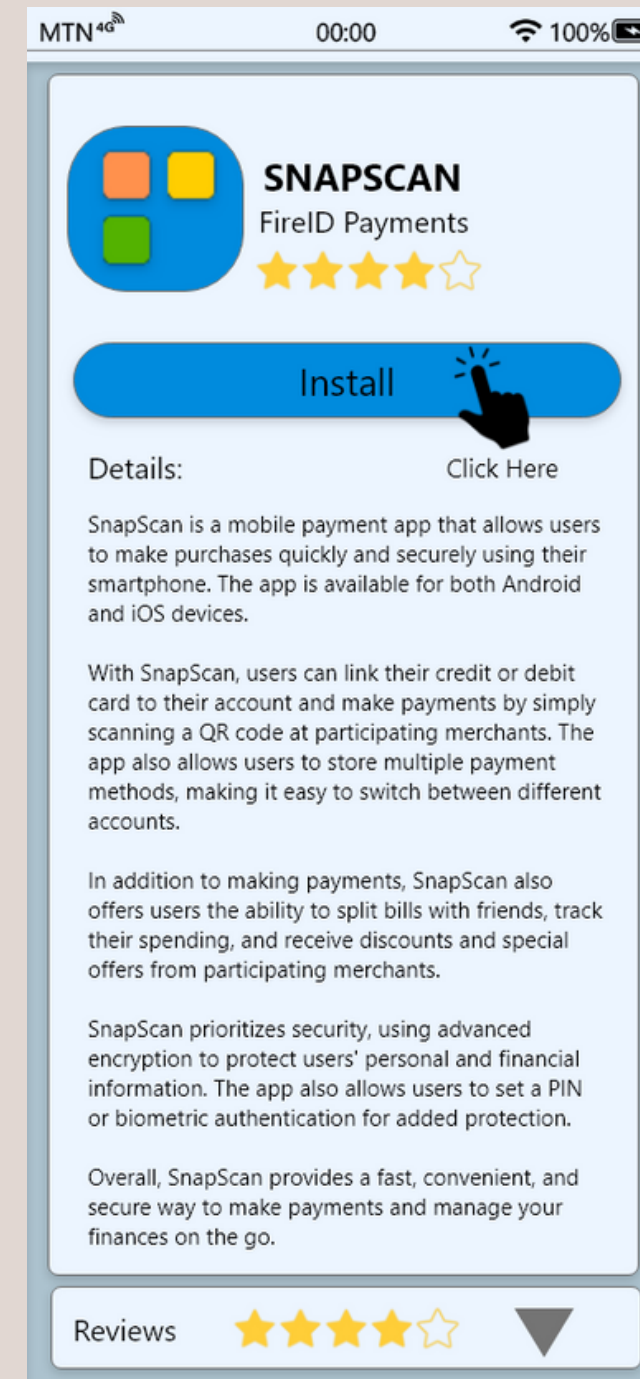
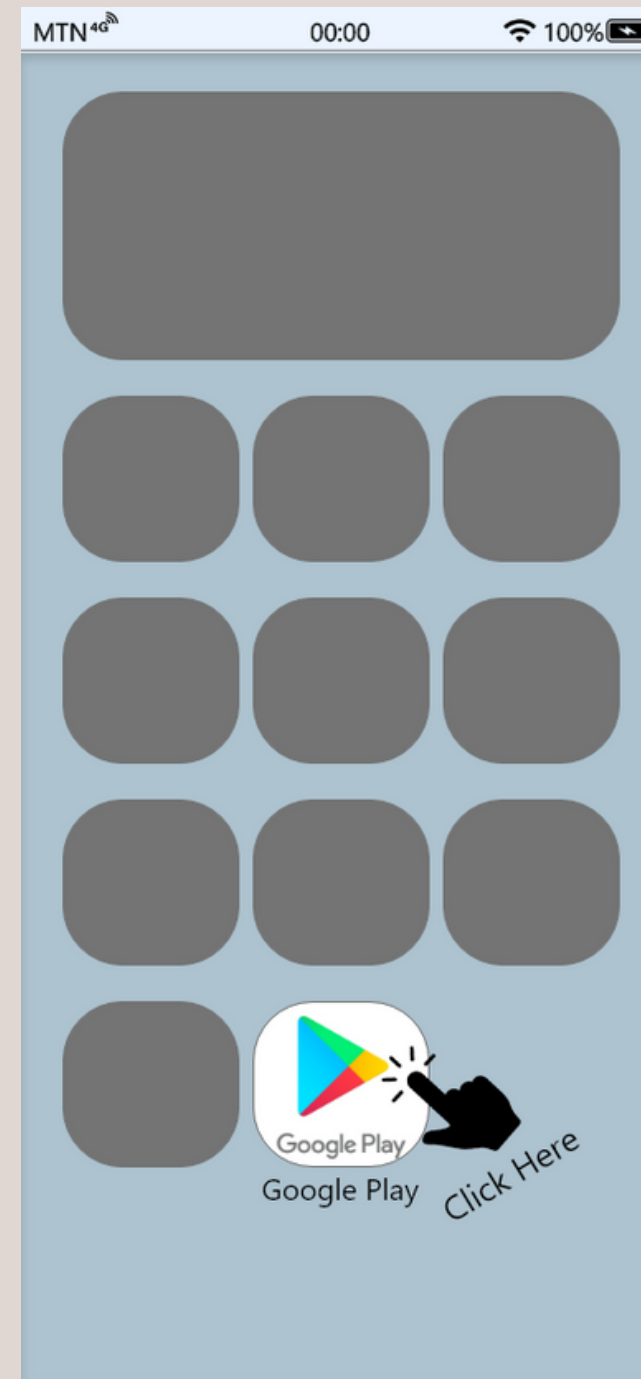
INSTALL APP

STEP 1: Open your device's app store.

STEP 2: Search for SnapScan.

STEP 3: Install the App

STEP 4: Open the app



CREATE ACCOUNT

STEP 1: Welcome page, must enter

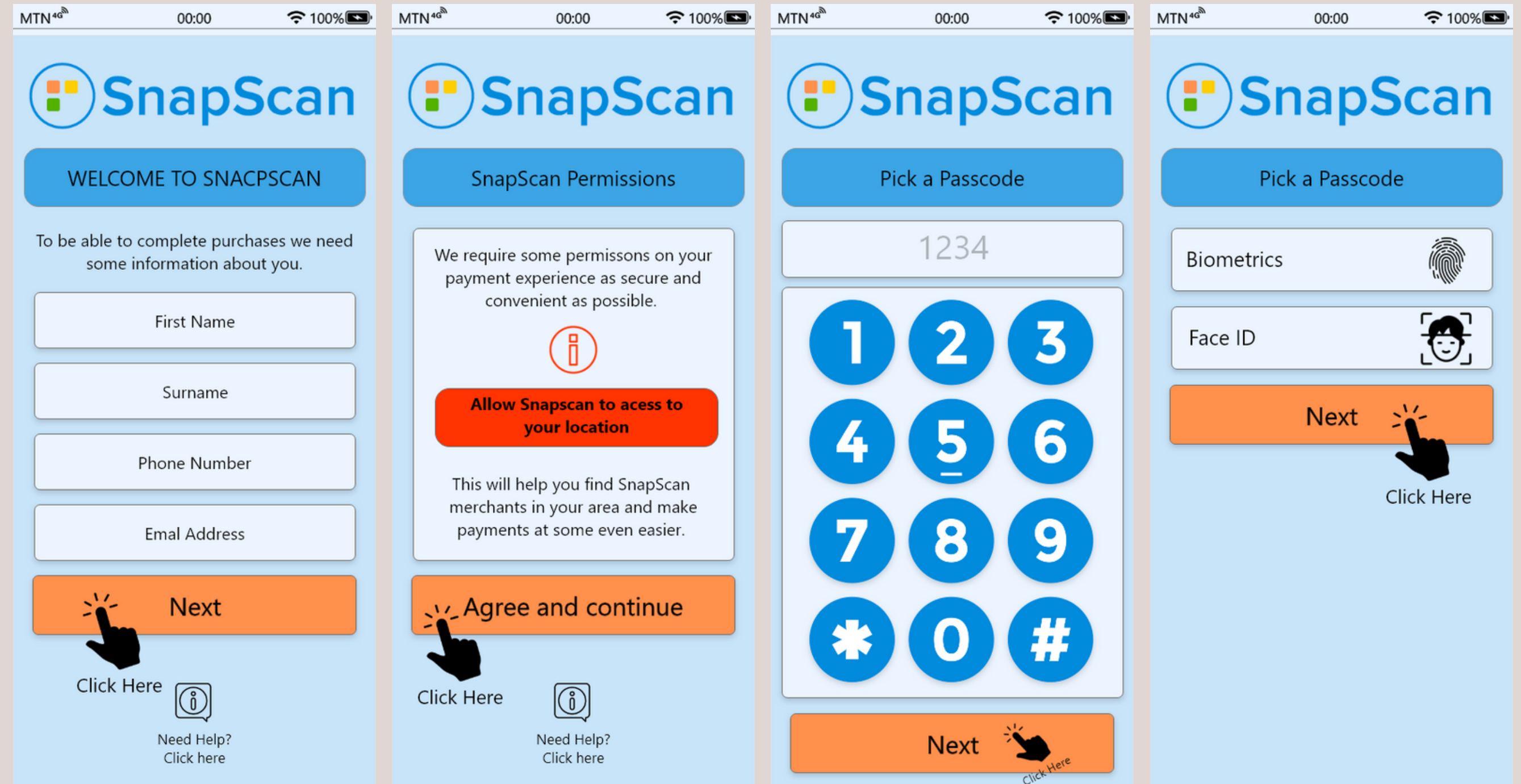
- Name
- Surname
- Phone number
- Email address.
- Then click next.

STEP 2: Snapscan Permissions

- Allow location access.
- Click to continue.

STEP 3: Enter a secret passcode

STEP 4: Add biometrics and Face ID.



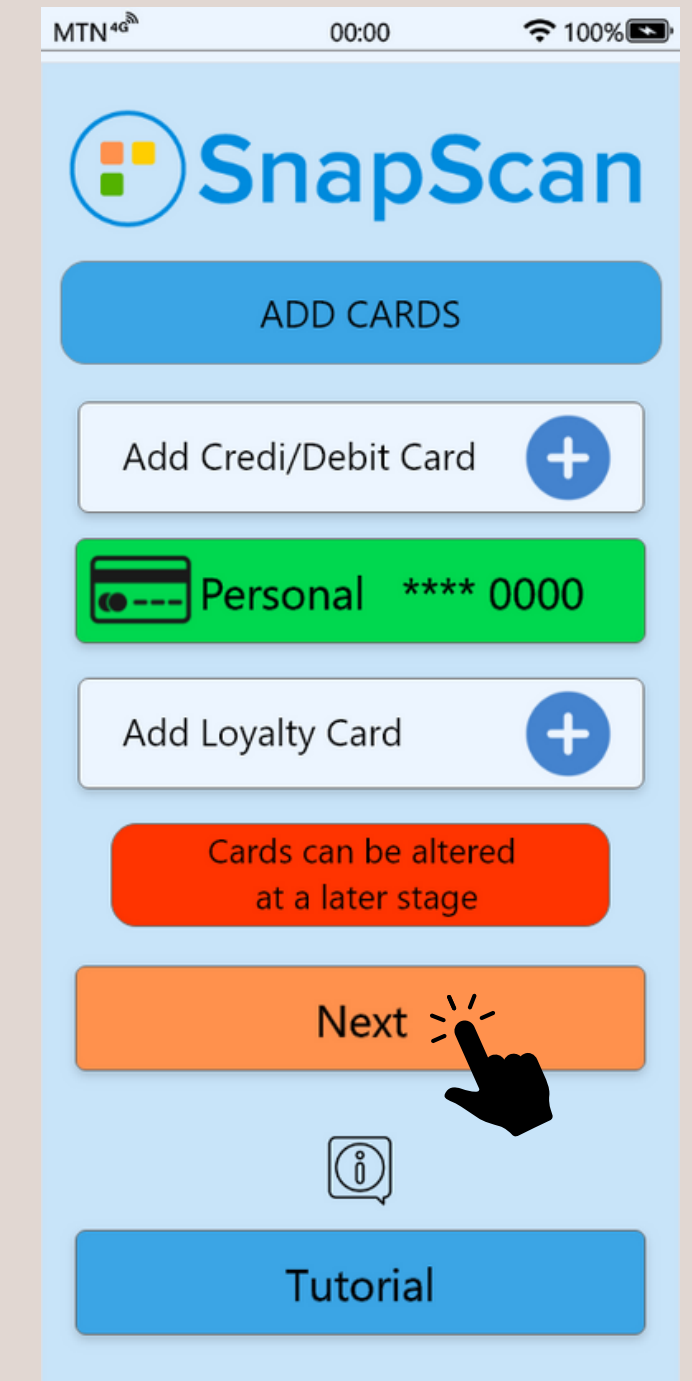
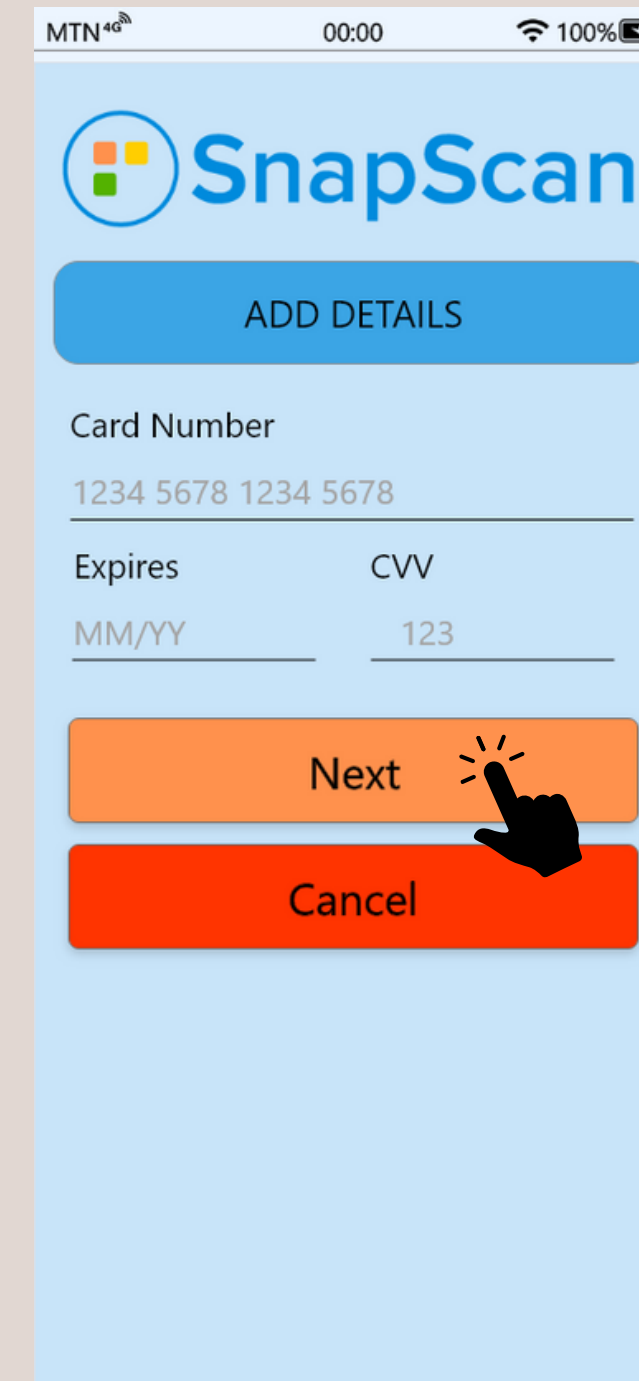
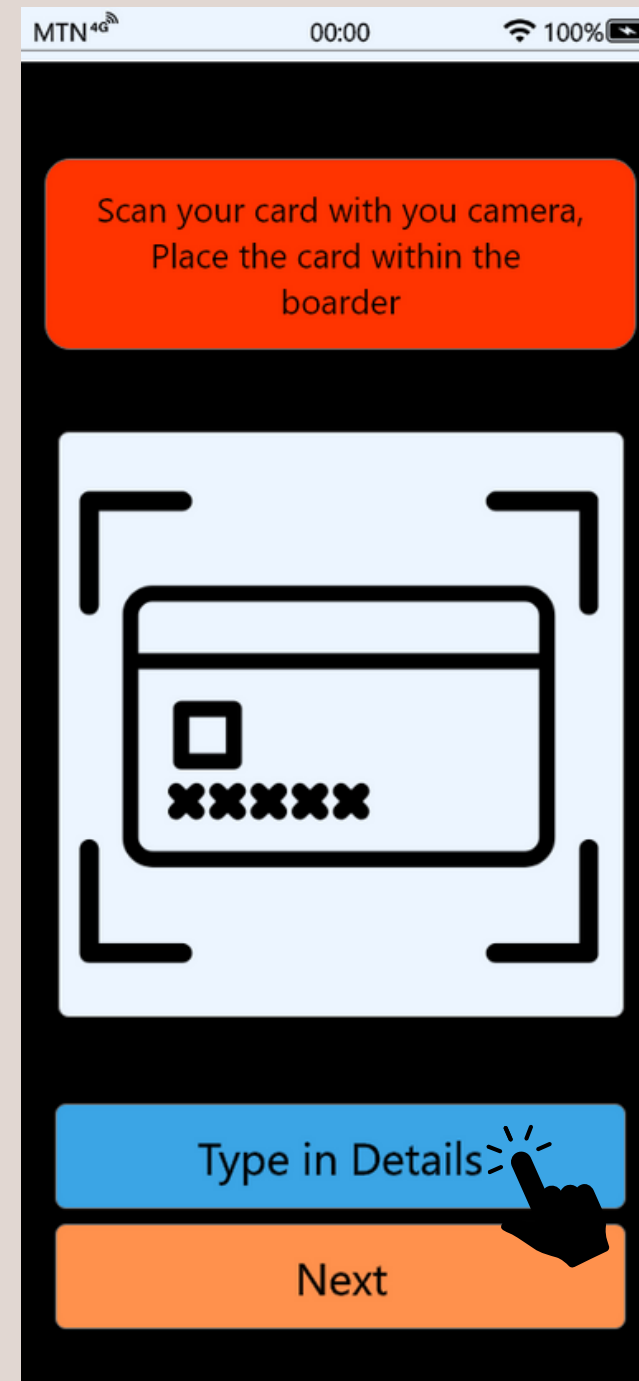
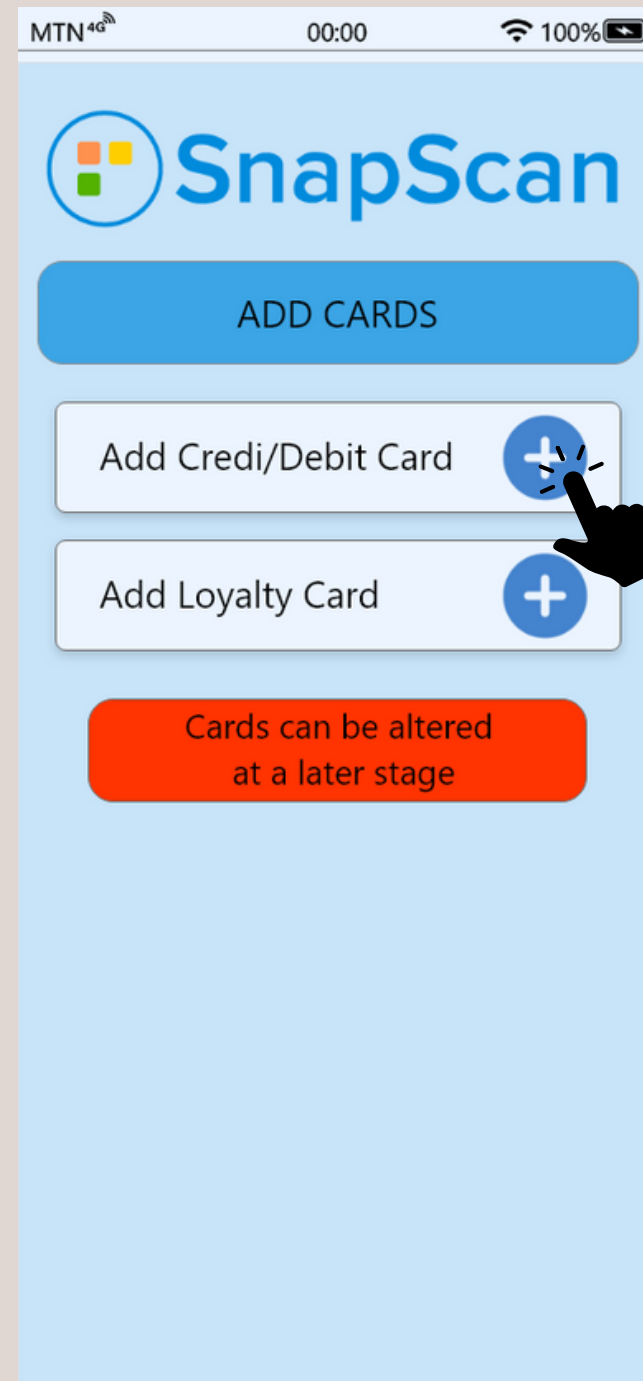
ADD CARDS

STEP 1: Add the cards you want to pay with (including Loyalty Cards).

Step 2: Scan your card with your camera.

Step 3: If the card does not scan add details manually.

Step 4: Goes back to add cards to allow the user to add as many cards as they want right at the beginning.



TASK FLOW 4: HOMEPAGE

This is the app tutorial

STEP 1: Click the wallet icon.

STEP 2: Go into the wallet and see the options available, which include: Top-up, Withdraw, Send and Receive

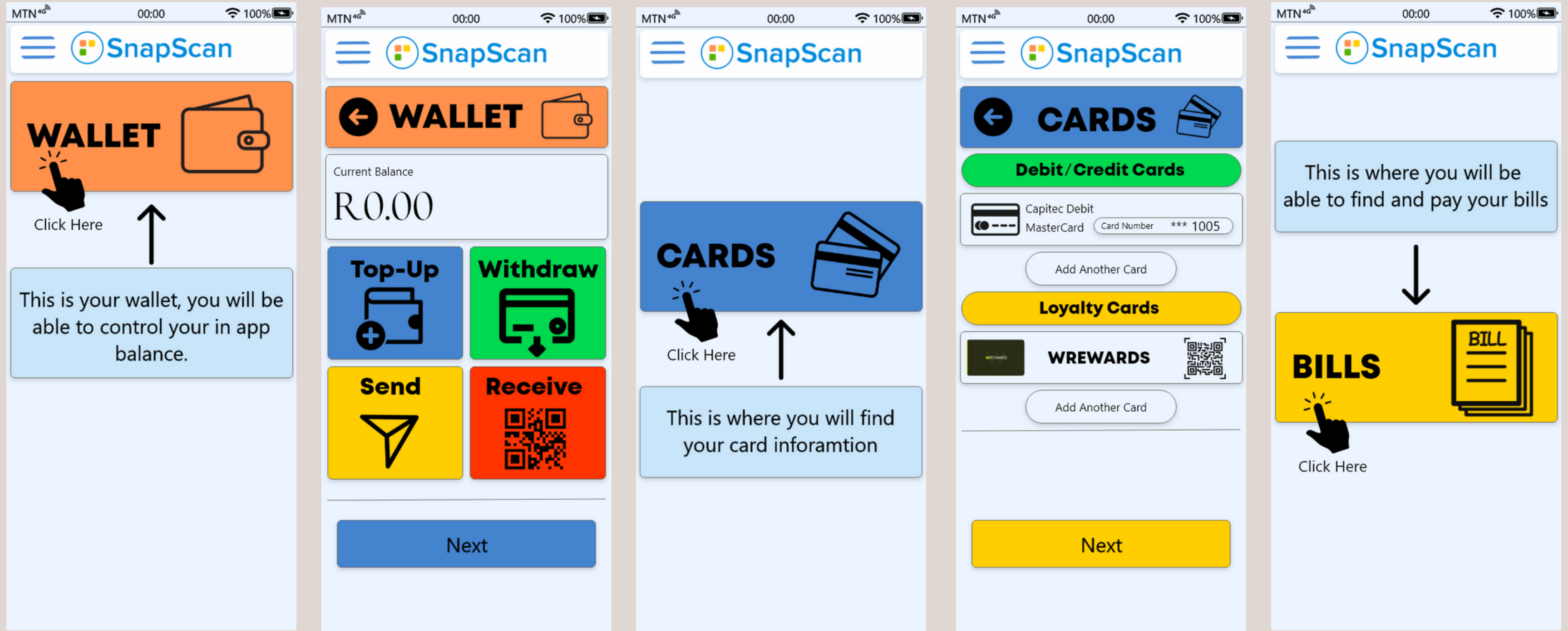
STEP 3: Go to cards, here you can add credit/debit and loyalty cards to your app.

STEP 4: Click on bills which will take you to the options: Municipalities, Finance, Healthcare, and Mobile as well as an option for other available bills.

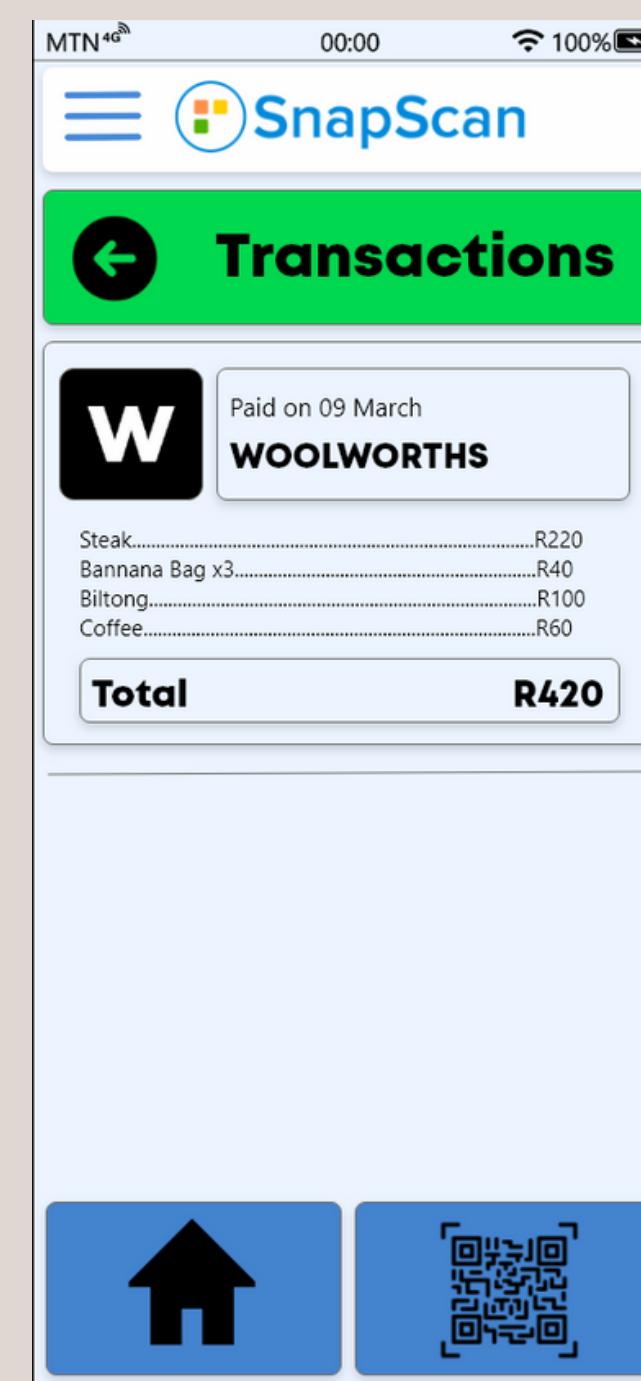
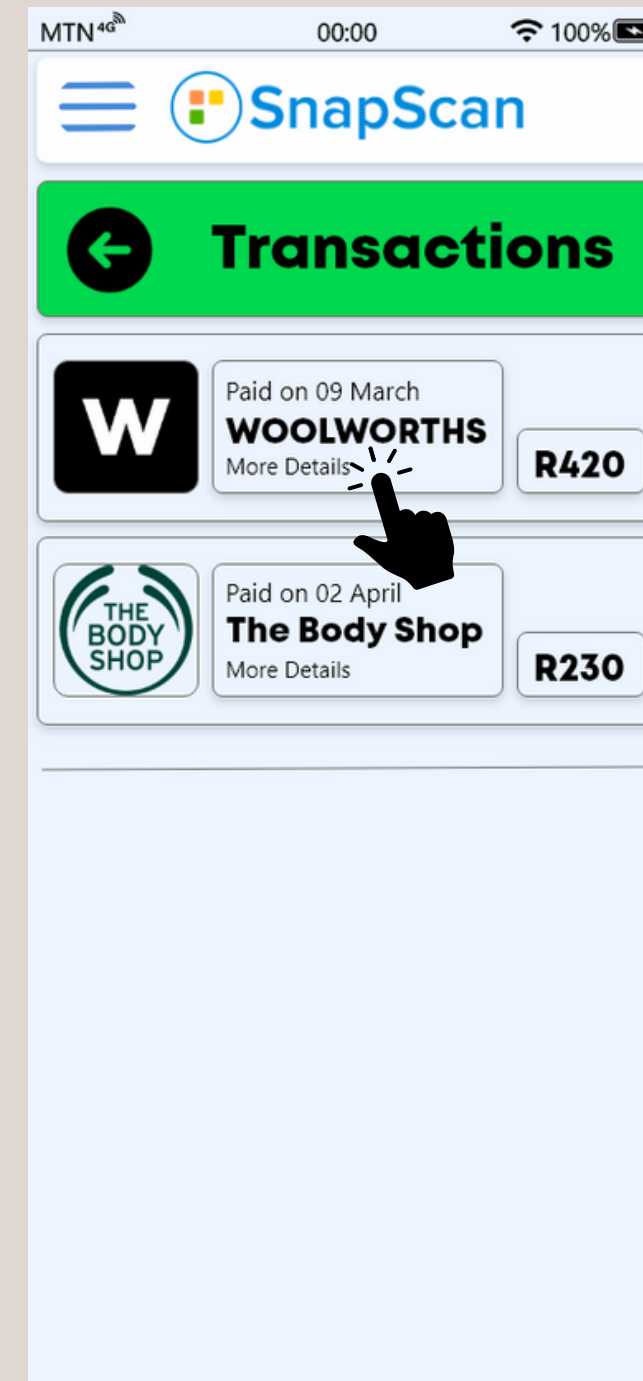
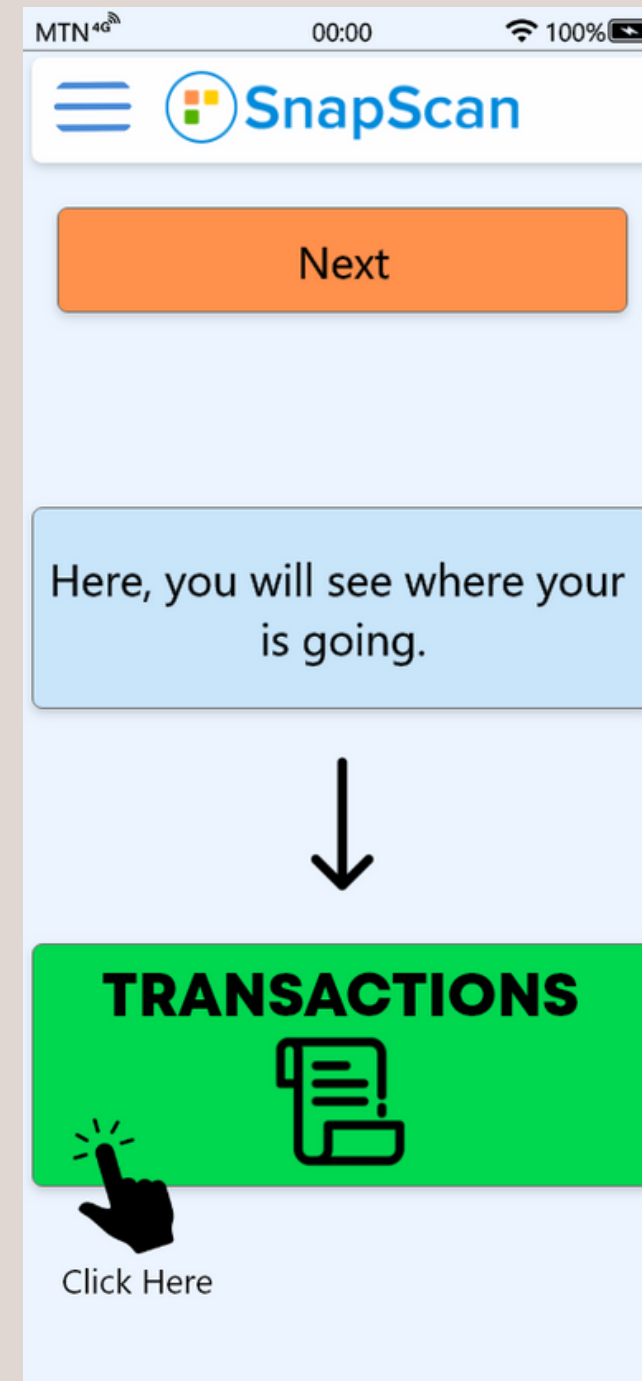
Step 5: The user can edit what their bills page contains.

STEP 6: Click the transaction page which will take you to the products you have purchased as well as more details about the purchase.

USER FLOW: HOME PAGE



USER FLOW 4



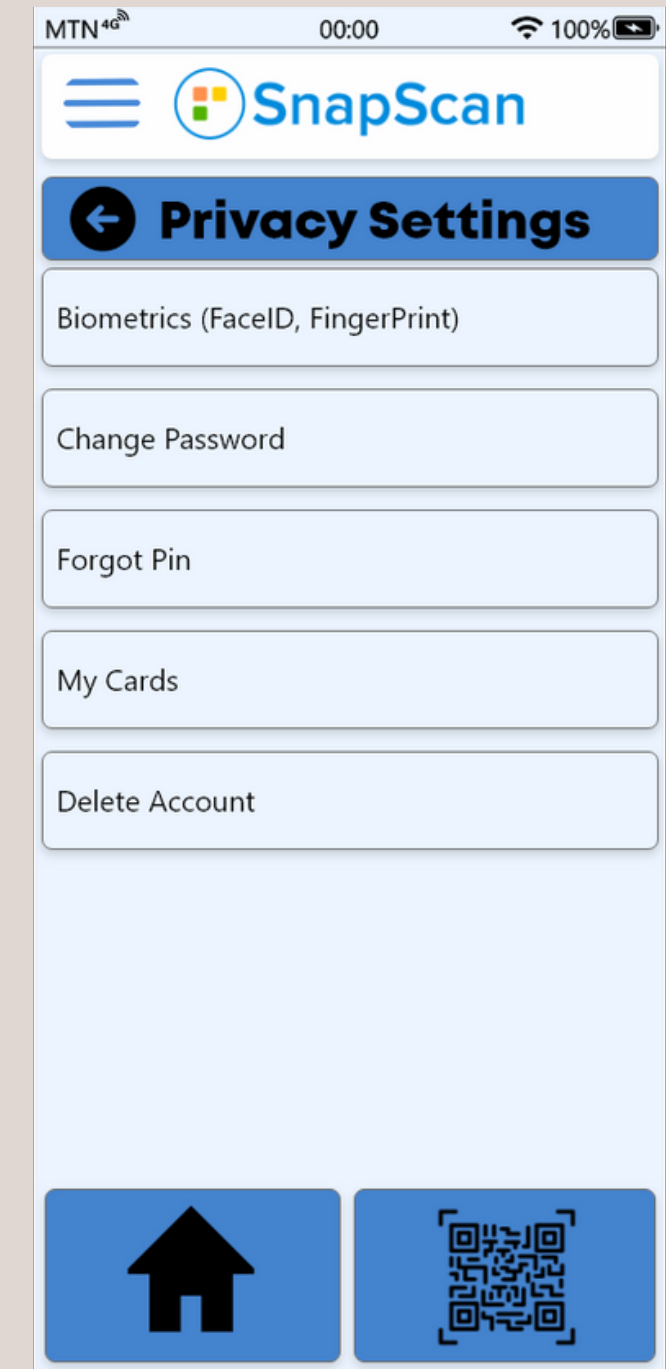
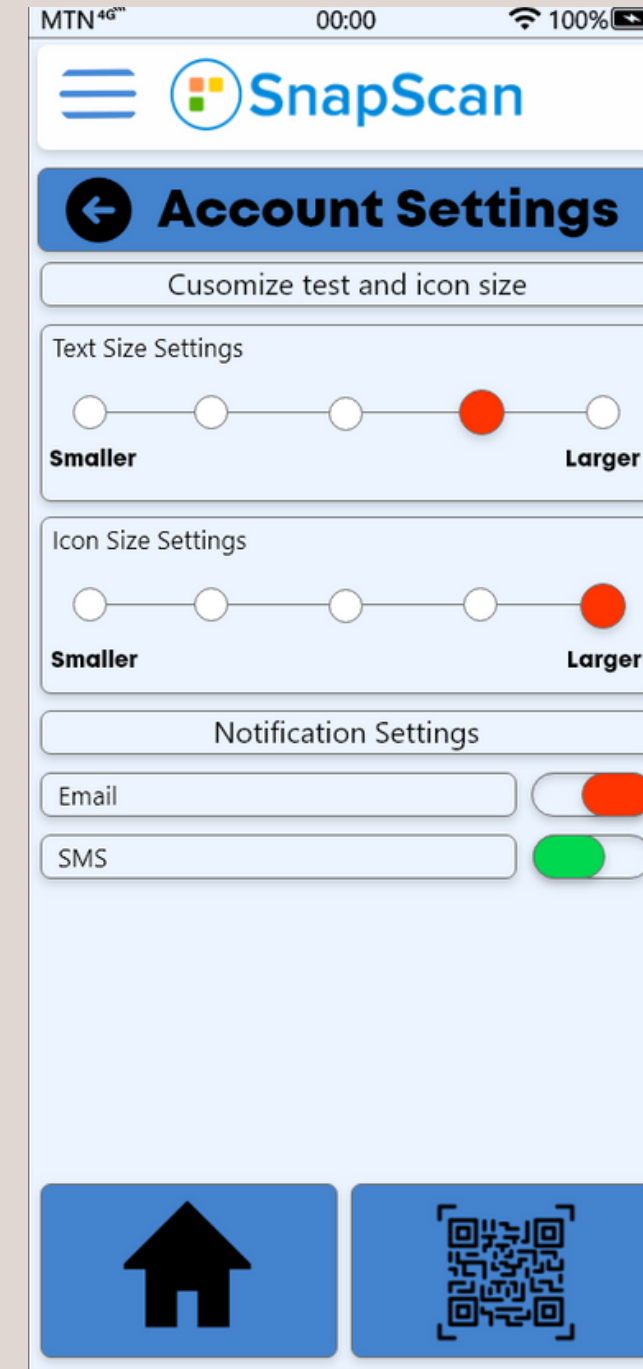
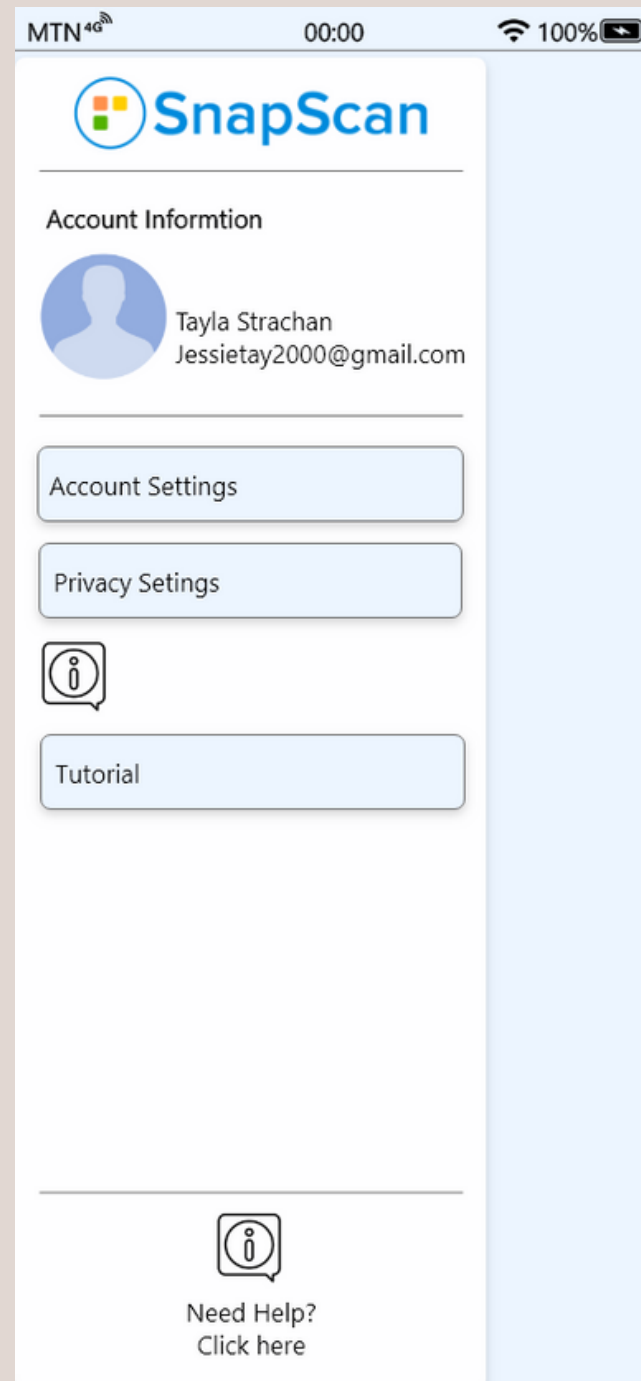
TASK/USER FLOW 5

STEP 1: Open the menu tab on any slide.

STEP 2: There will be account settings, privacy settings, and an option to do a tutorial.

STEP 3: Account settings include: text and icon size options as well as notification settings.

STEP 4: Privacy Settings includes: Biometrics, change password, forgot pin, my cards, and an option to delete the user's account.



RATIONAL

The creative strategy for SnapScan aims to improve the accessibility and usability of the app for the elderly user group. By implementing a redesign, we seek to enhance the user experience by providing a more visually appealing and readable platform. This redesign will involve incorporating elements such as a more vibrant colour scheme, larger text, and clearer navigation, to enable users to interact with the app more comfortably and effectively. The ultimate goal is to create an app that is both accessible and user-friendly, thereby empowering older users to manage their payments with greater ease and confidence.

Visibility of System Status

In order to enhance the usability of the app, I incorporated additional navigation features and included a link to a tutorial video that can guide users through the app's functionality and features. This approach can provide

users with the necessary guidance and support to effectively navigate through the app and achieve their desired outcomes.

Match between the System and the Real World.

As part of the app's redesign, I incorporated a loyalty card option that allows users to store their loyalty cards in the app. This functionality eliminates the need for physical cards and streamlines the payment process. Additionally, I introduced a virtual card feature to create a more realistic experience for users who may be less comfortable with technology. By implementing these features, the app can provide a more convenient and user-friendly experience for all users.

Aesthetics and Minimalist Design

To enhance the user experience, I eliminated certain redundant interactions in the app while also streamlining and reorganizing the information to improve usability.

Colours

The color scheme I implemented for the app includes five colors: red, orange, yellow, green, and blue. These particular colors were selected based on their high contrast values and attention-grabbing qualities. Additionally, the use of multiple colors helps to distinguish between different sections and options within the app. This approach improves the app's accessibility, particularly for elderly users who may benefit from a more organized and visually distinctive interface.

Font: Segoe UI

To ensure optimal readability, I maintained consistency in font usage across the app, with both headings and body text being set in the same typeface. The headings are formatted in bold, while the body text is in the standard weight. This approach simplifies the type hierarchy, making it easier for users to navigate and absorb the information. Consistency in font usage also enhances the app's visual coherence and aids in establishing a sense of structure, which is particularly important for older users who may struggle with complex interfaces.

Icons

To enhance the user experience, I incorporated a range of icons throughout the app to assist with readability. Each icon corresponds to the text alongside it, providing a visual cue to help users navigate through the app. The icons used are simple and easy to understand, including common ones such as the home page and QR page.

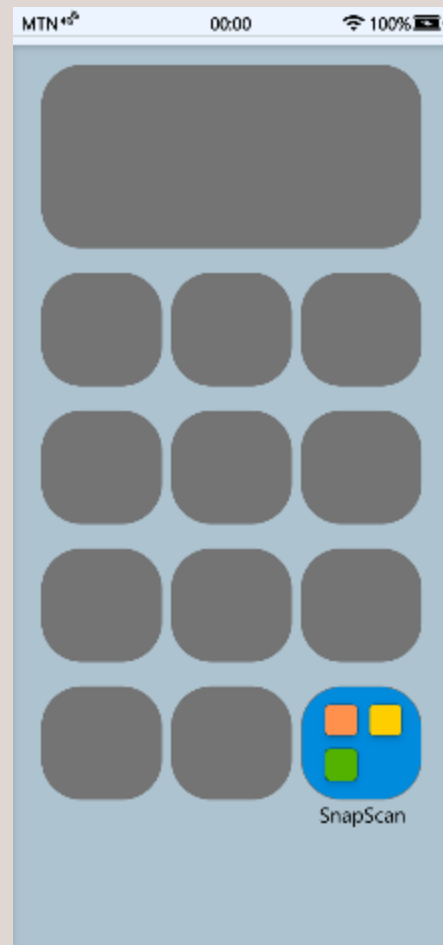
Size

In order to enhance readability, I selected larger icons for the app by choosing the largest option available for icon size. This decision was made to benefit elderly users as it allows for clear identification of clickable elements within the app. Additionally, I chose to maintain medium-sized text as the icons play a more prominent role in the user's experience. This design decision was made to prioritize simplicity and ease of use, ensuring that users can quickly navigate the app without feeling overwhelmed by too much information.

In conclusion, the redesign of the SnapScan app was focused on improving the accessibility and usability of the app for the elderly. The redesign addressed the issues of small text and icons, difficult navigation, and lack of clarity in the app's direction. The addition of new features such as the loyalty card option and virtual card improved the app's functionality, while the use of contrasting colors, simplified font, and clear icons made the app more readable and easy to navigate. The redesign aimed to provide a more inclusive and user-friendly experience for the elderly, making the app more approachable to the target audience.

**CLICK HERE TO SEE MY HIGH FIDELITY XD VERSION OF
THE SNAPSCAN APP**

<https://xd.adobe.com/view/e7457926-9a5c-4284-9b57-a486f617b2e1-b216/>



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