



Final Version

http://prezi.com/qmom3x_gla7o/?utm_campaign=share&utm_medium=copy&rc=ex0share

Mobile app Hi-Fi Design

Seong-Jik KIM

ID# 04293435

WNM606 – Principles of UX
Web Design & New Media



Final Version

Persona



Zoltan Horvath / 31 yrs. old / Male / Born in Hungary /
Computer Scientist (Adobe, Inc.) / Intermediate Surfer
Live in SOMA area, San Francisco / Tech Savvy / iPhone6 user /
Subscriber of PG&E/ Transferred on the Web Platform Team of
Adobe(SF) from Vancouver in October, 2014

User Goal

Getting the “Electricity outage ALERT” by using the new mobile app of PG&E. Ultimate goal is to get the ALERT on his smart-phone with all possible ways.



Scenario

Zoltan moved to his new apartment in SOMA area in October 2014, and he already registered PG&E electric supply service. Since he wants to get an electricity outage alert from PG&E, he is supposed to subscribe the “automatic outage ALERT service” via PG&E mobile app with his phone number. He expects that he can get the ALERT through all possible ways on his iPhone6.

Frustration

Zoltan sometimes works overnight at home, so any kind of electricity outage is terrible for him, since it may blow his programming code out.



Final Version

Competitor Research / introduction

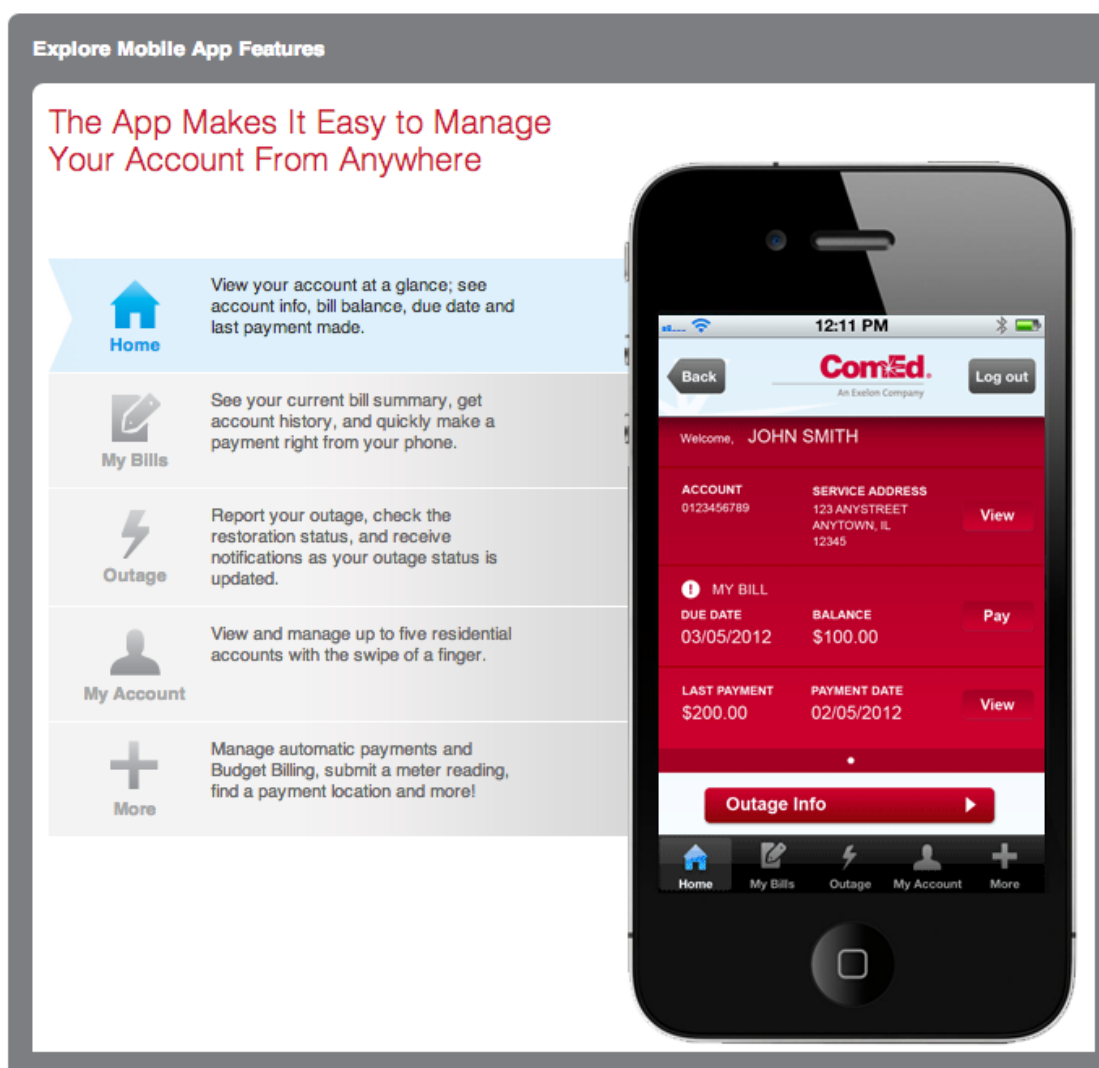


- A unit of Chicago-based Exelon Corporation
- Provides service to approx. 3.8 million customers across Northern Illinois, or 70 percent of the state's population.
- www.comed.com



Final Version

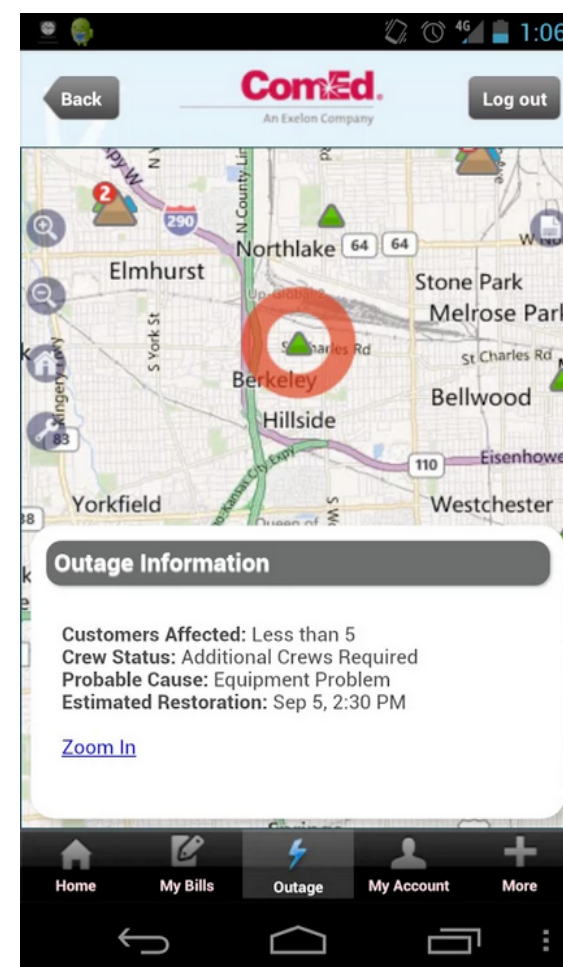
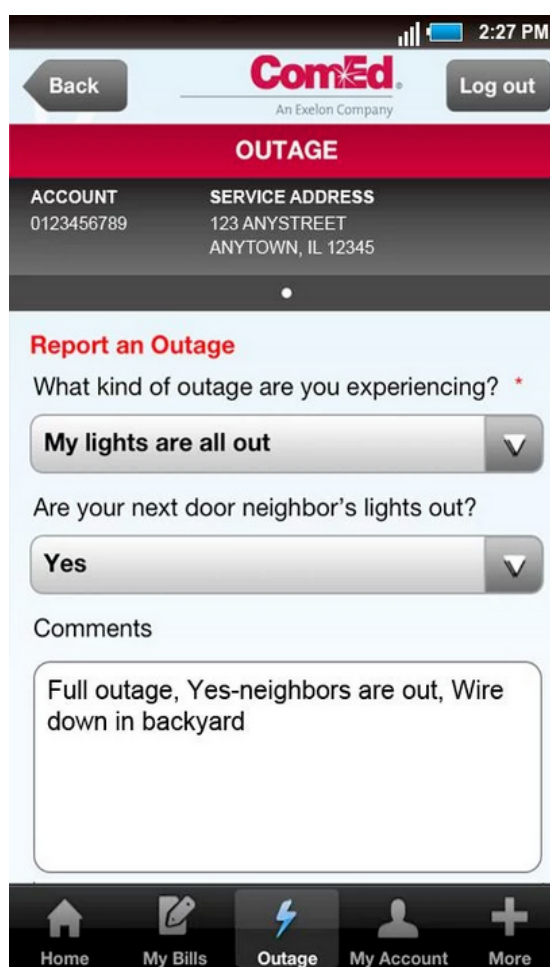
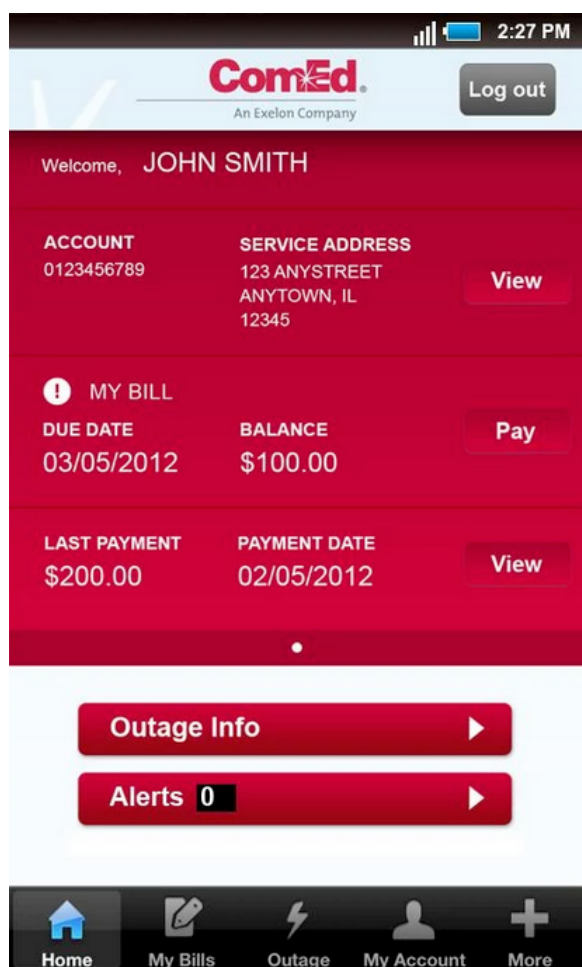
Competitor Research / mobile app 1





Final Version

Competitor Research / mobile app 2





Final Version

PG&E mobile app / bills & payment only

오전 11:11



Email

PIN

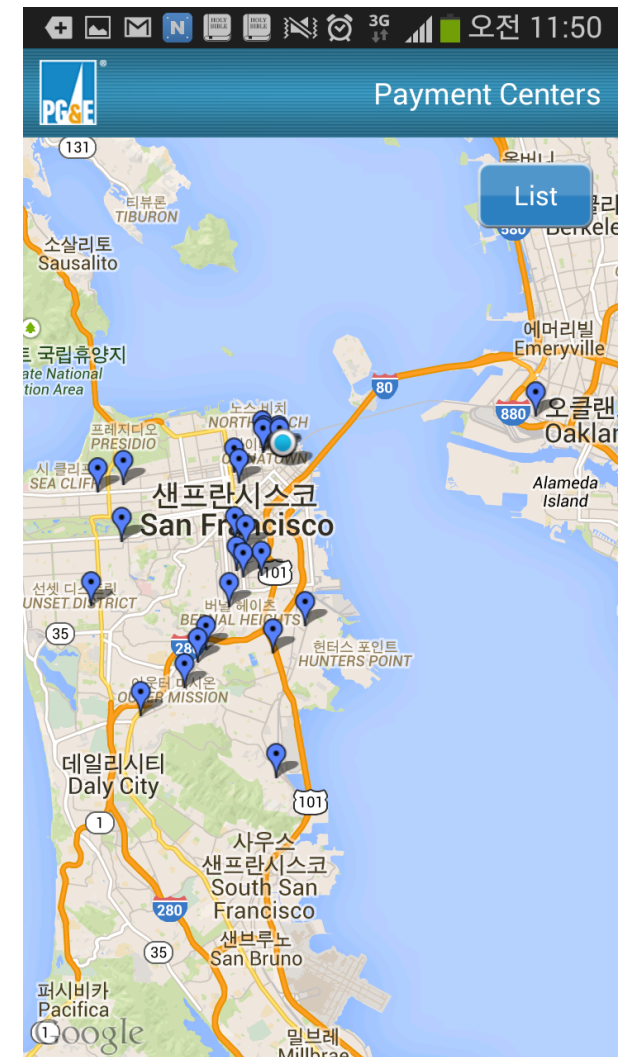
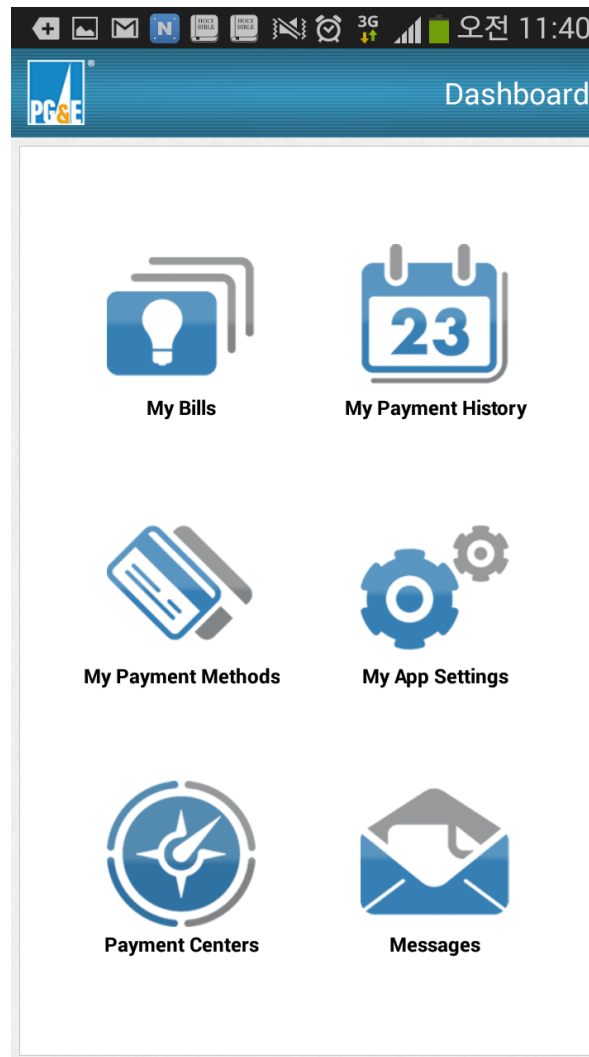
☐ Remember Email [Forgot PIN?](#)

SIGN IN

Don't have a mobile profile?

REGISTER

POWERED BY TIO MobilePay





Final Version

PG&E mobile app / Current Problems

Problems / to resolve

- My user basically is interested in the electricity outage ALERT service on mobile phone.
- Current mobile app does not meet with the user's needs.
- Useful functions of www.pge.com are absent from the current mobile app. (e.g. Usage Analysis and Service Request)

Alternatives / needed to be included in the mobile app

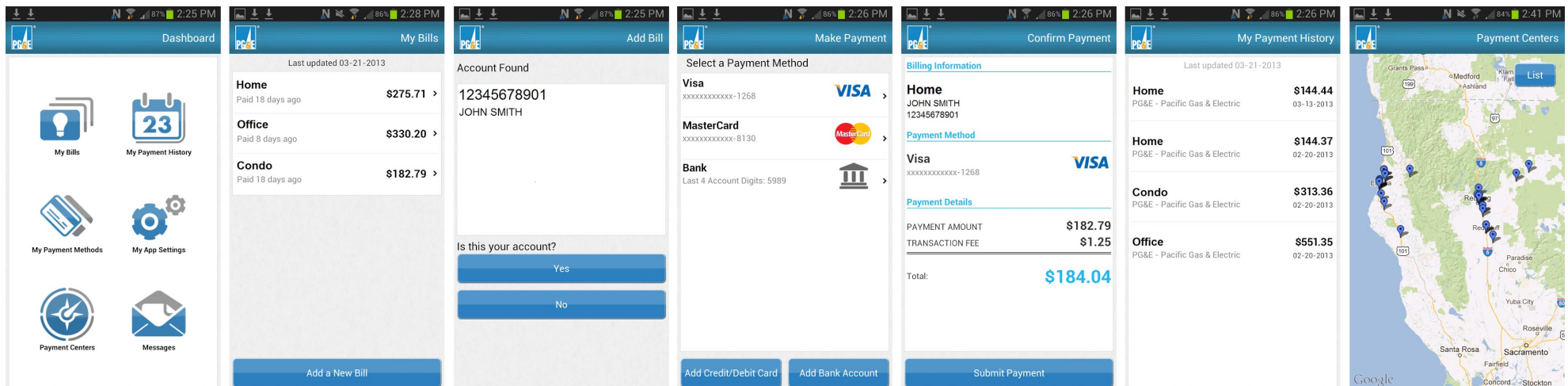
- Making new functions
 - Alert & Report electricity outages (Outage Map included)
 - Usage Analysis and Service Request
 - Emergency calling (to contact Customer Service)
- Variety of Alerting & Reporting ways: SMS, Msg on app, email



Final Version

PG&E new mobile app / Features

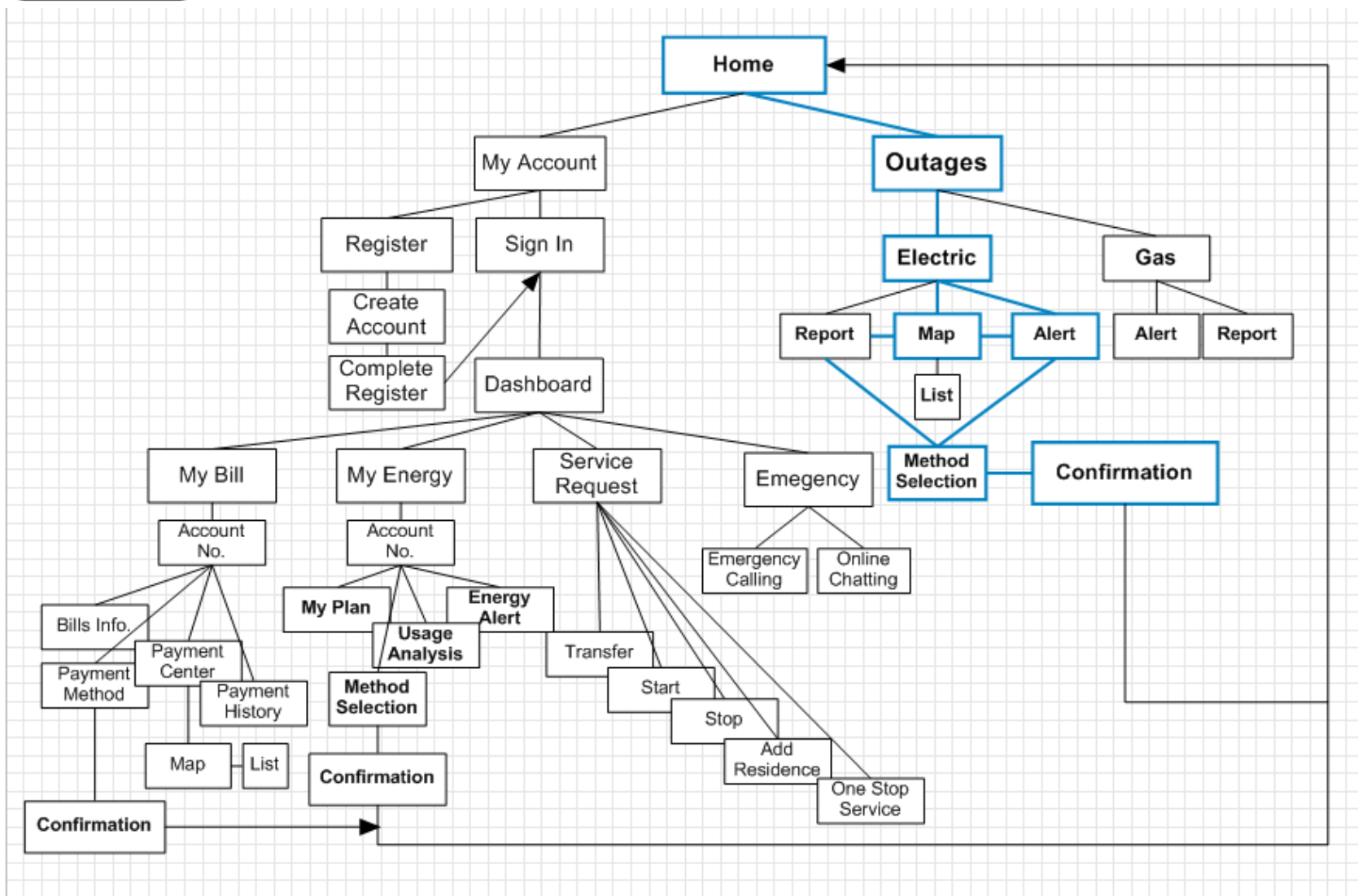
- Adopts user-friendly functions (from website)
- Mainly provides information users want to know
- Keeps the current 'Bills and Payment' function
- Keep the main color mood





Final Version

PG&E new mobile app / First Flowchart

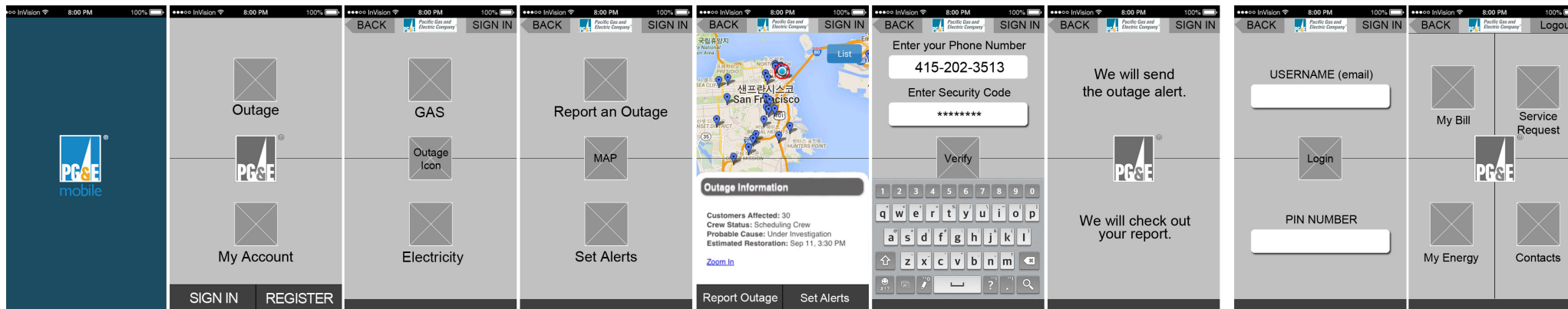




Final Version

PG&E new mobile app / Lo-fi mockup

<http://invis.io/YJ1OR51SN>





Final Version

PG&E mobile mockup / class critique

Problems / to resolve

- No address-registration
- No outage function in the Login Flow
- No step for decision to get outage alerts (e.g. Text, Email, etc)
- Vague the 1st page (esp. Outage icon and 2-divided layout)
- Don't need the security code

Solutions / needed to be included in the mobile app

- Making the step for registering the user's address
- Making the outage button in the dashboard to link to the Outage Flow
- Changing and rewriting some text for easier understanding of functions
- Eliminating the step of typing the security code



Final Version

PG&E mobile mockup / User Tests

Personal appointment / Bryan(Korean classmate)'s Feedback

- Simple and easy to follow
- Intuitive UI layout
- Very consistent design

WNM-WKSP5 / Ryan's and Mary's Feedback

- Change a better name of the 'Outage' icon of the 1st page (R)
- Too many steps to end a task (R & M)
- The 1st two option is confused; Outage and My Account (M)

AAU UX Club / Andrea's and Yie(?)'s Feedback

- Too many steps + Ambiguous 1st page (A)
- Can not exactly understand the Map function (Y)



Final Version

PG&E new mobile mockup

The 1st improvement (11/13/2014) <http://invis.io/4N1Q7Z42F>

- Adoption of the 10th class critique
- Mia / Jinhua / Haydn's Feedback

The 2nd improvement (12/11/2014) <http://invis.io/GK1UXF8JZ>

- Adoption of all feedbacks

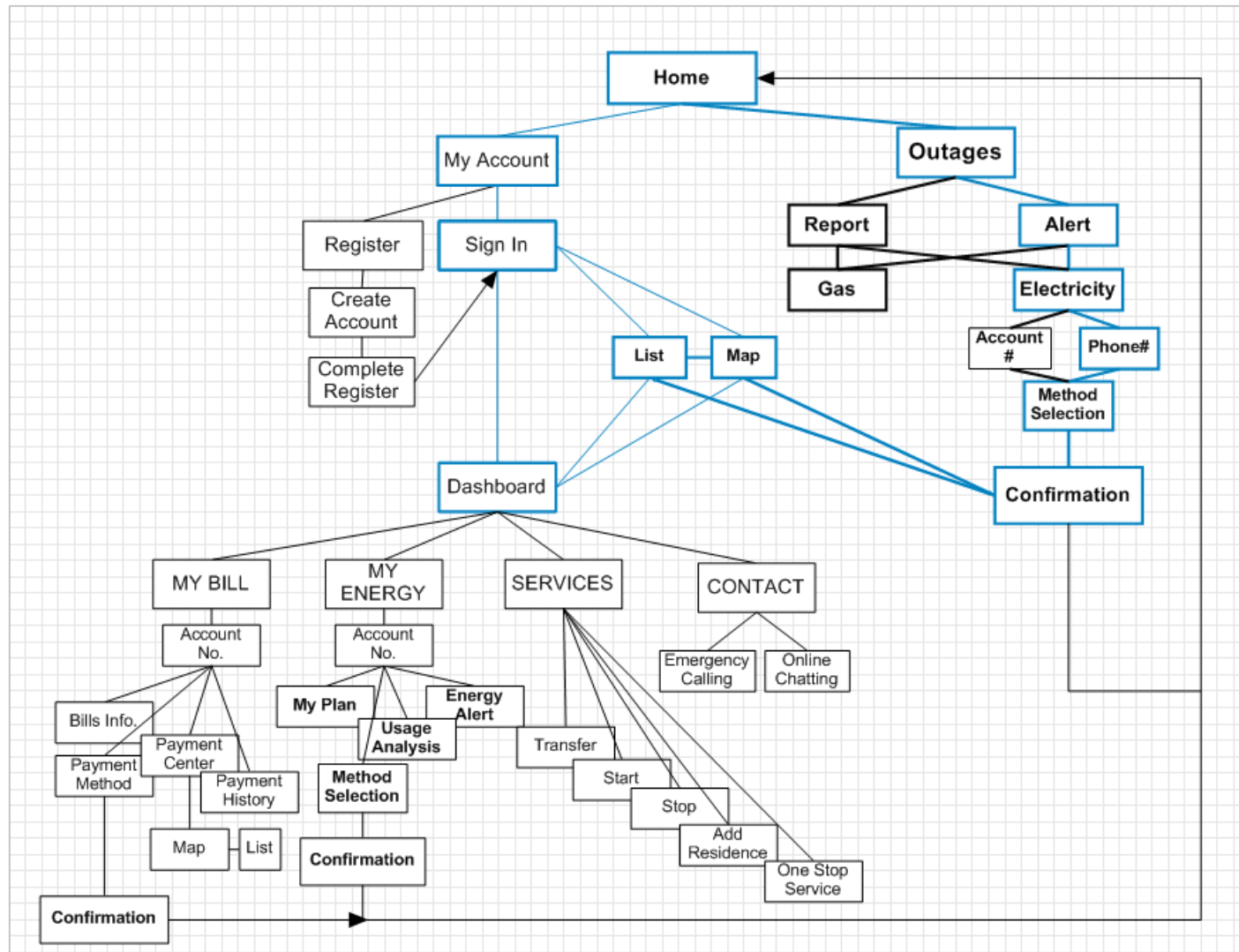
The Final improvement (12/18/2014) <http://invis.io/891WCBUVU>

- My concept based modification
- Unity / Color / User feeling



Final Version

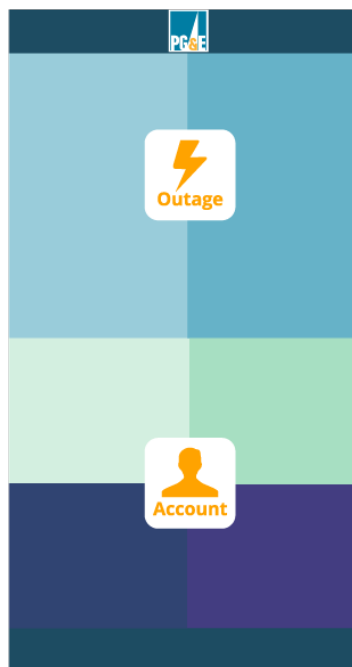
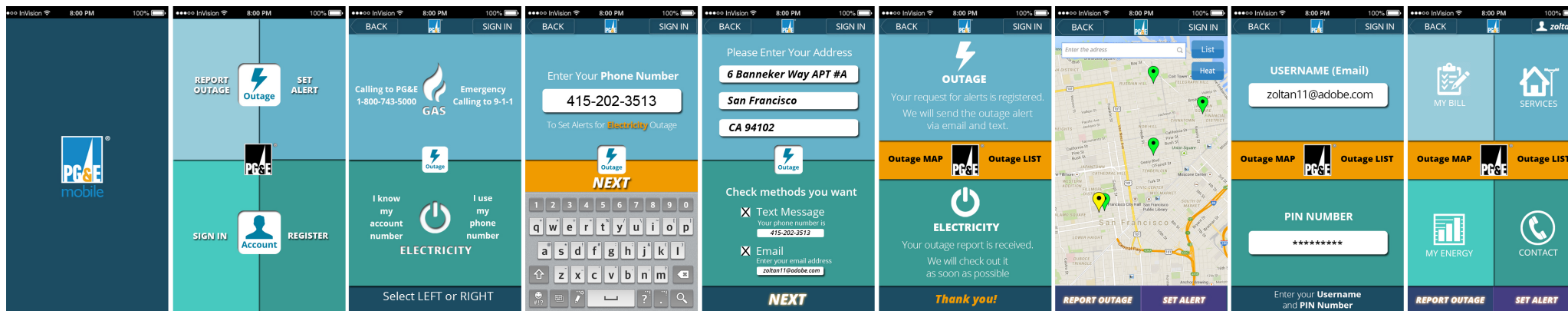
PG&E new mobile app / Final Flowchart



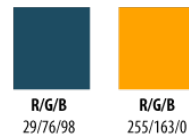


Final Version

PG&E new mobile app / Screenshots



Main Two Colors



Variations

by Analogous Harmony Rule



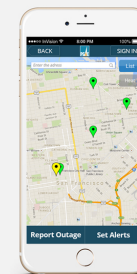
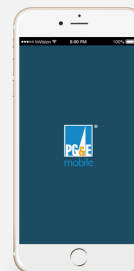
Open Sans
Family

Typeface Fx
for Functional touch

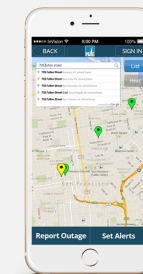


Assignment 12
Hi fi Map

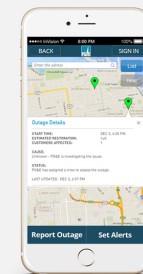
WNM606-1
Principles of UX
Seong-jik, KIM



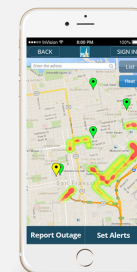
Outage Map



Place Auto Complete



Information window
(Outage Details)



Heatmaps Layer ON



Maximum Zoom Imagery

Typeface

Open Sans Light AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Light Italic AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Italic AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Semibold AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Semibold Italic AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Bold AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Bold Italic AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Extrabold AaBbCcDdEeFfGgHhIiJjKkLl
Open Sans Extrabold Italic AaBbCcDdEeFfGgHhIiJjKkLl