VeeTouch

1. Introduction

The Veetouch team needed a new and unique idea for their product. The team gave me a specification of a feature to be designed. The development team chose a design which they liked to be implemented, but the team could not be representative to their customers. The Veetouch team took this risk, because of time constraint.

2. Personas

2.1 Ploy

Ploy was an employee in a technology company. She had an iPhone and Android tablet. She chatted with her friends via WhatApp and a message application in her iPhone. She liked to sit in a coffee shop to check her emails or surf websites.

2.2 Thip

Thip was a restaurant owner. He had many branches. His customers liked his secret recipe for cake and coffee. Many customers hung out in his restaurants, so his restaurants were popular for people to meet each other. Thip had only his iPhone. He did not know how to use applications in his iPhone.

3. Advertisement Screen

3.1 Requirement

The Veetouch has advertisement on its screen. The system must show multiple advertisements on a screen, but the advertisement should not disturb customers. A customer can select an interesting advertisement to read. The development team preferrs an interface like a slideshow.

3.2 Sketches

A Timer counts down to show a close button.

A Close button

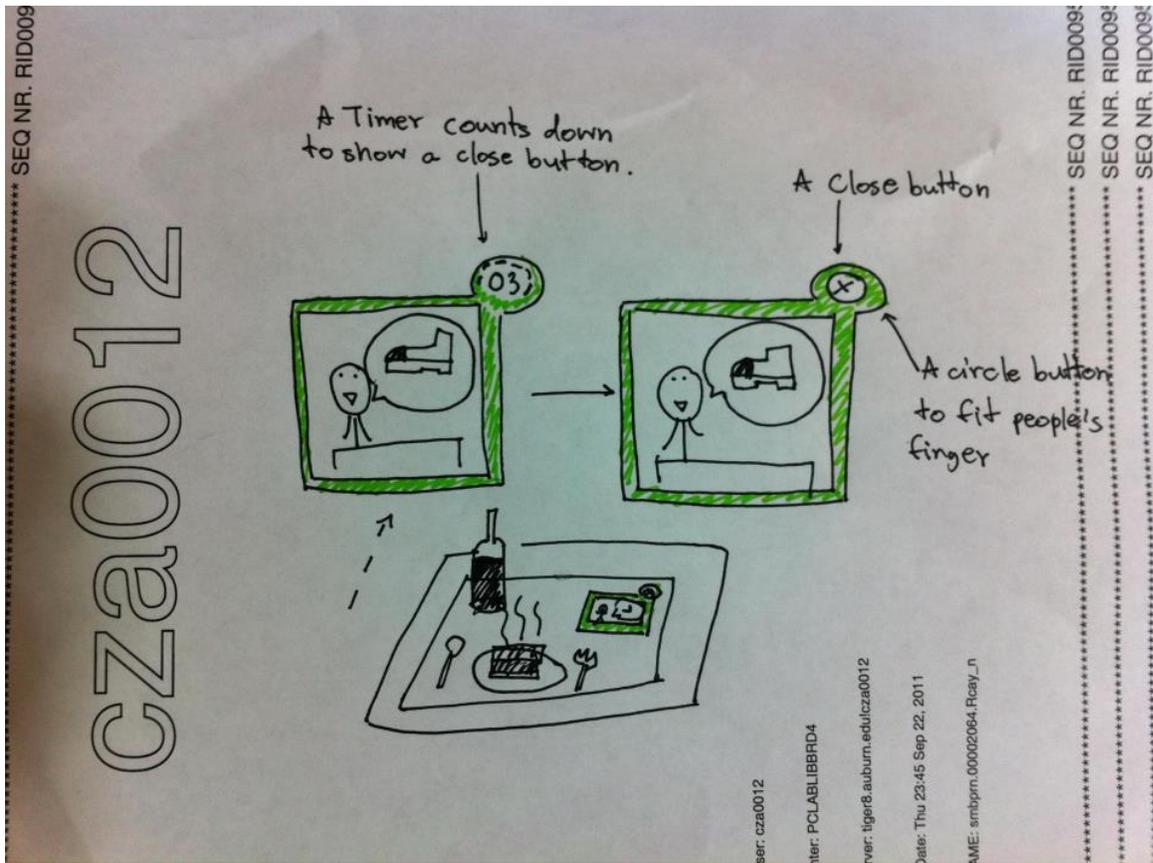A circle button to fit people's finger

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Figure 1

The window in the figure1 shows an advertisement. Users can close it after its count down time is zero. Customers see the advertisement according to count down time.
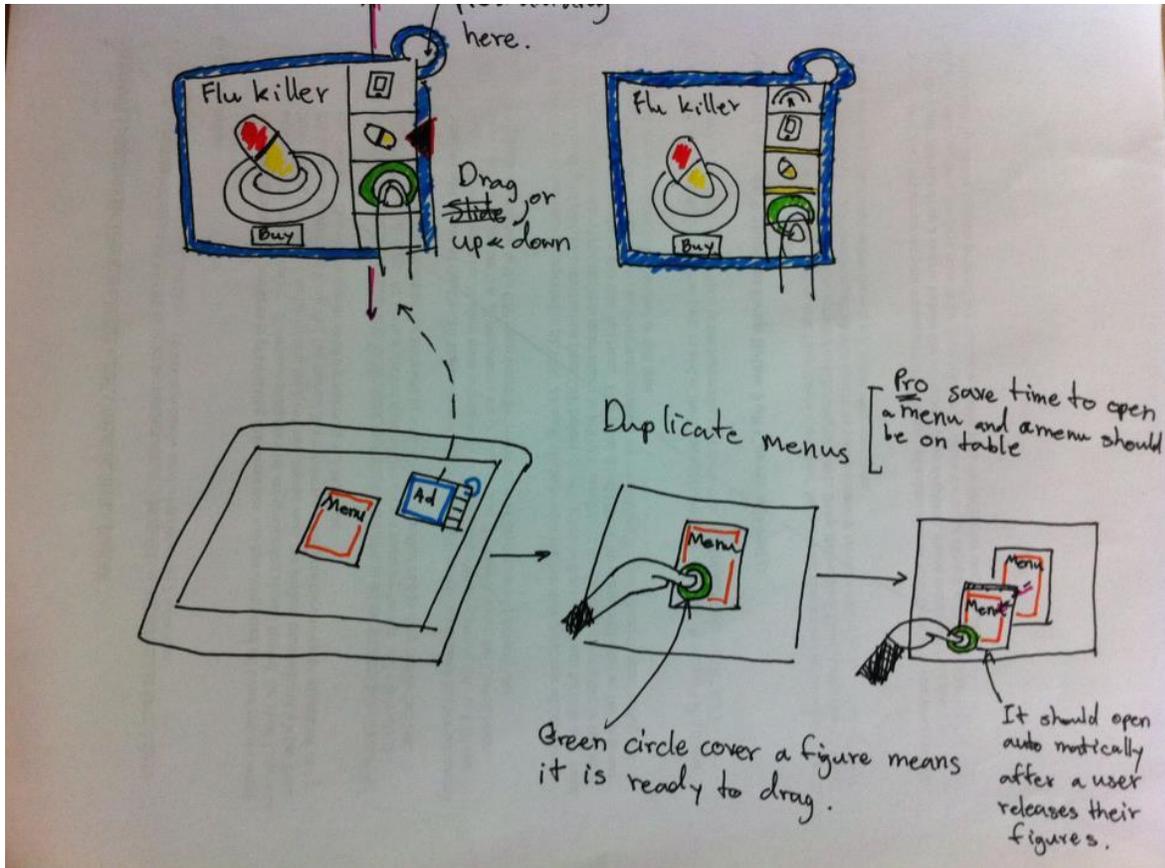
Figure 2

The second interface is similar to the first one, but it has a function as a slideshow. Users can drag a slide up and down, and this interaction is easy, because users move only a finger up and down to view advertisements.

4. File Sharing

4.1   Requirement

User can transfer pictures to a Veetouch table from their mobile phone. The table has to show all pictures on it. It should support a QRcode.

4.2   The First Iteration

4.2.1   Story Board

Figure 3

The story board in the figure 3 shows that a man uploads his photo from his mobile phone.

4.2.2   Sketches

The figure 4 shows tasks of sharing files from a mobile phone to a Veetouch table. It is similar to the Bump application. However, the Veetouch team does not like this user interaction, because it is too simple and its progress bar is not cool.
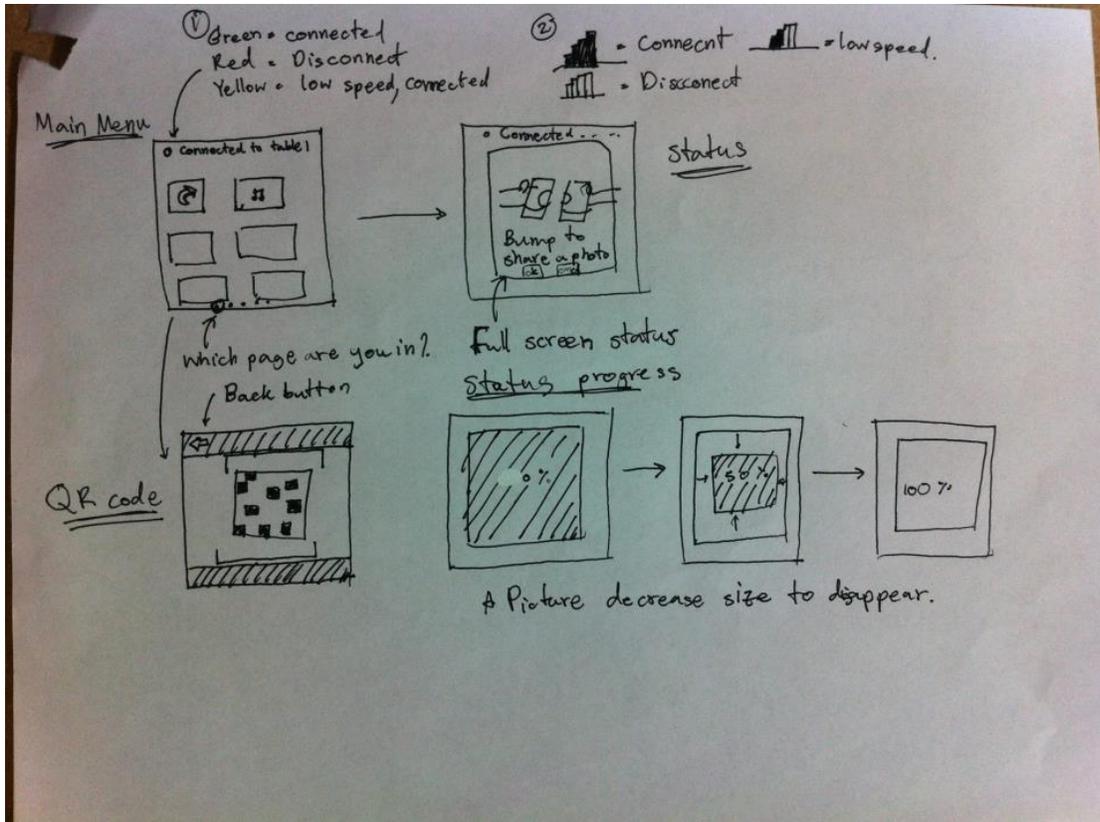
Figure 4

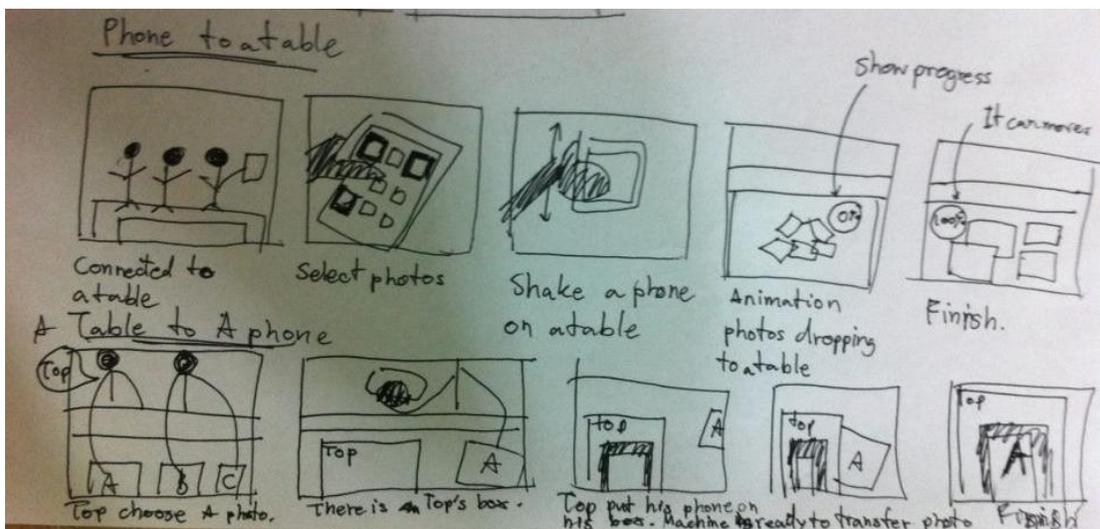## 4.3 The Second Iteration

4.3.1 Story Board

Figure 5

In the figure 5, a file sharing interaction involves shaking photos to a table. A table shows a user's box. A user has to put their phone on his box to activate transferring. A user moves a picture to his box to upload it to a phone.
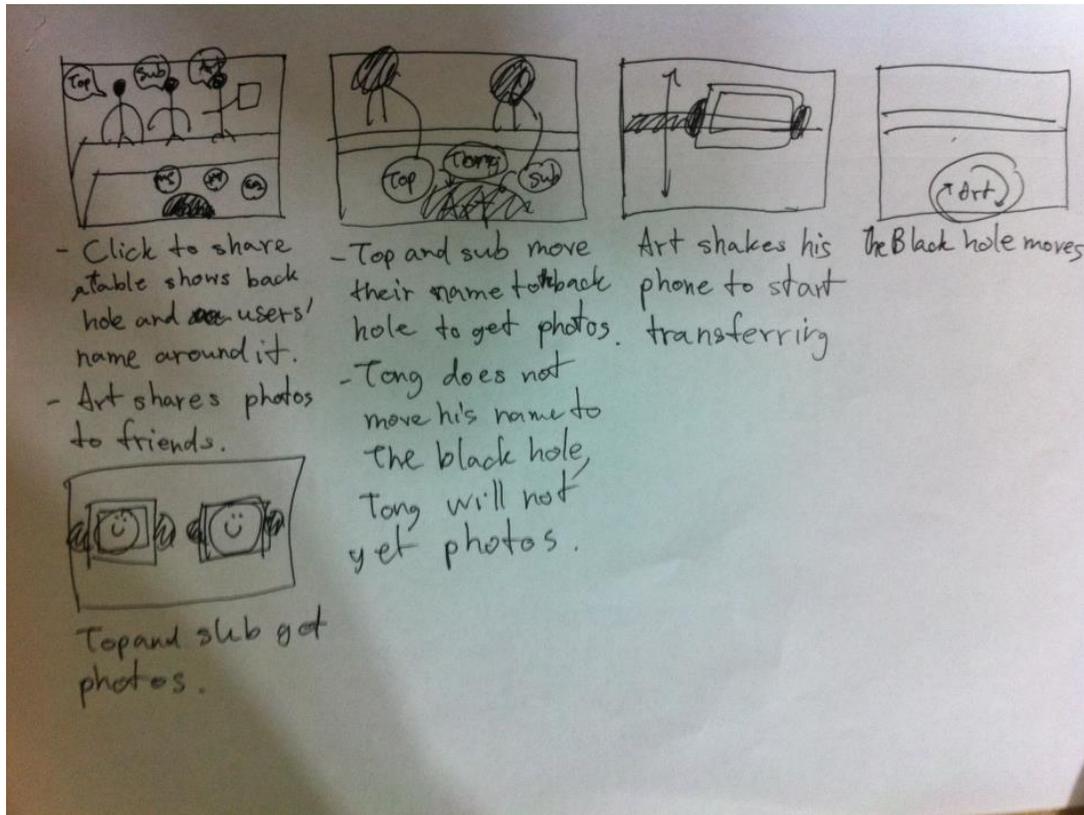

Figure 6

In the figure 6, a man shares his photo, and a Veetouch table shows all users name on a table. People can drag and drop their names on a black hole to get pictures. The man shakes his mobile phone to share photos. A Veetouch table presents files sharing progress. There is a disadvantage. Users cannot select or see photos to be downloaded. The advantage is that a sender can send pictures to anyone, and receivers can accept them without using their phones.

5. Messenger

5.1   Requirement
Users can use a messenger program to chat between Veetouch tables. It has authentication functions. It should share pictures or files. Users are able to order food from a Veetouch table.

5.2   Hierarchical Task Analysis (HTA)
Messenger has sophisticated tasks. I decided to use a hierarchical task analysis designing its task.

Log In

0

Plan 0:
Do 3-1
If a user accept from other tables, do 1-3

Accept an order

1

Sign out

2

Choose a table to chat

3

Plan 2:
Do 3.1
If a user want to send a picture to other tables, do 3.2
If a user want to send a file to other tables, do 3.3
If a user want to send an order to other tables, do 3.4

Send a message

3.1

Send a picture

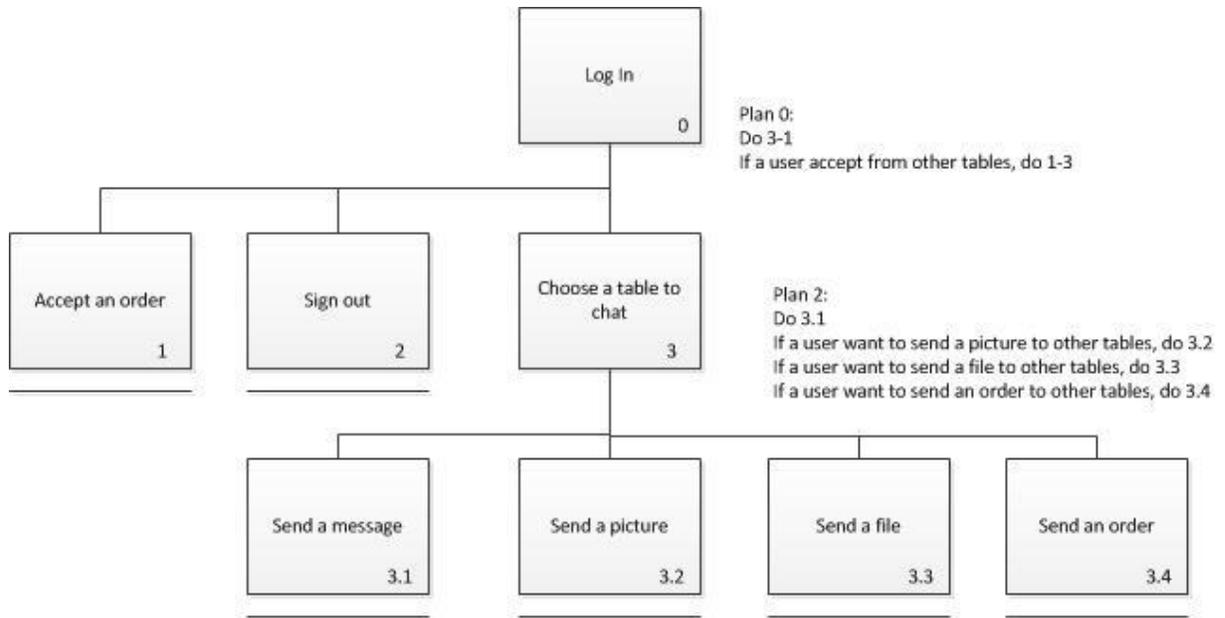3.2

Send a file

3.3

Send an order

3.4

Figure 7

5.3   Sketches and Storyboard

In the figure 8, the log in page of messenger has a live chatting log to attract users to join conversation. The messeger shows tables which users open the application. It has a bubble interface as the messages application of iPhone. The messenger has a similar menu as a Veetouch table because of consistency. Its keyborad should have emoticons because target customers like emoticons.
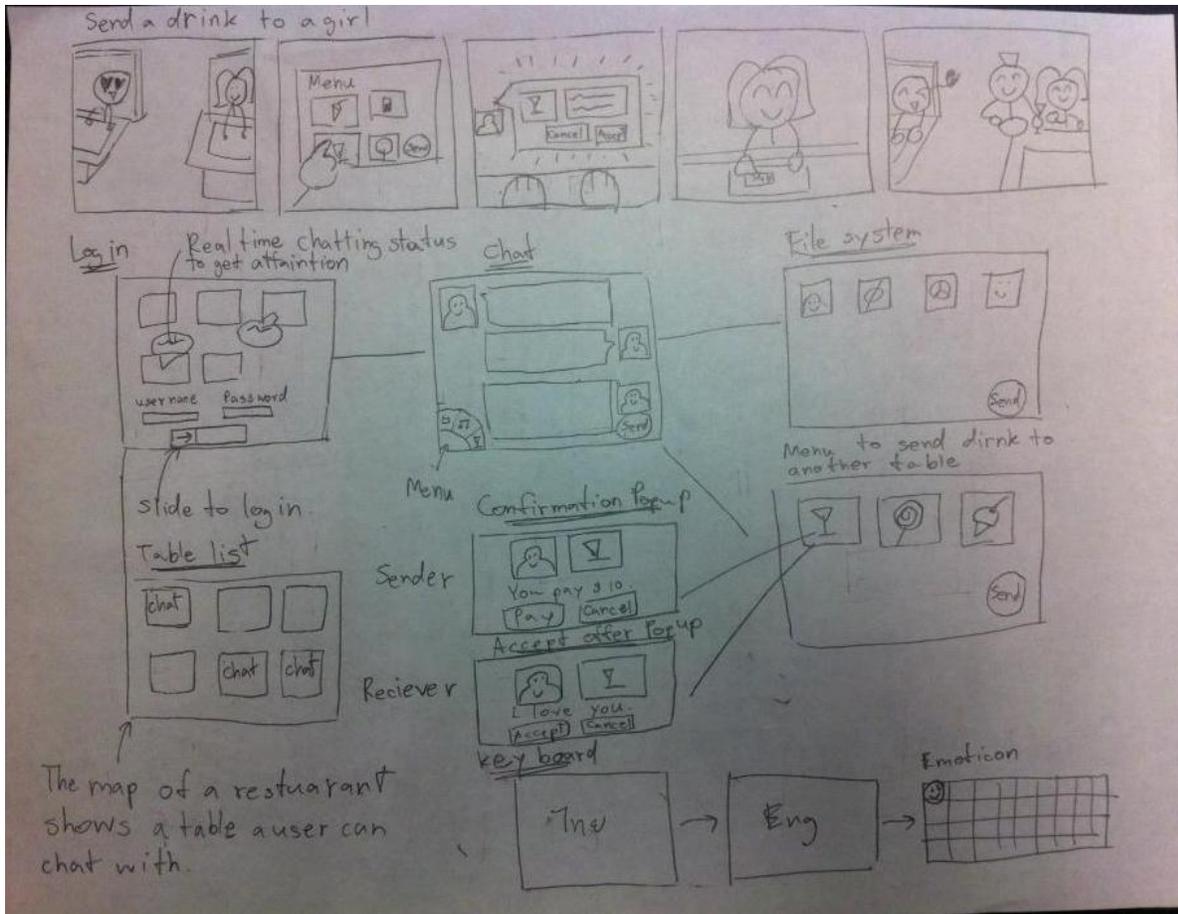
Figure 8