



# Prototyping testing report

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## Objective

This report details the iterative development process of Izzi, a travel app designed to help occasional travelers navigate unfamiliar airports. It showcases the learning curve through failure and refinement of key functionalities, business model, and brand voice based on user testing.

## Methods

I conducted a series of prototype tests with a group of participants representing my target audience (occasional travelers) at various stages of development. Testing methods included:

- Social Media Testing: A dedicated Izzi social media handle was created to gauge initial user interest. Follower growth, content engagement (shares), and direct feedback were monitored.
- Industry Feedback: The Izzi concept was presented to Dragon Rouge, a company with expertise in the branding and consultancy. Their valuable feedback on market relevance and potential features was incorporated.
- Classroom Testing: Izzi's core functionalities were presented and tested during a class workshop. Student participants provided critical feedback on the app's logic, usability, and potential improvements.





# Testing Iterations: Functionality

Iteration 1:

## Actions Tested:

- Interactive mock up of NYC map with basic features layout .
- Text-based information on airport amenities (location, hours).
- Playing out scenarios on how it will the application be placed in an actual commute
- Understanding the flow of luggage check in features
- Class workshop conducted
- Drew a rough UI of the application

## Social Media Testing:

- Posts showcased the map feature and asked for feedback on its clarity.
- Highlighting all the features one by one to engage with users
- Building anticipation for the audience.

## Outcomes:

- Users found the concept to be useful but the idea of someone taking your luggage from ur home to the airport was a lil off
- Can be incorporated outside of the nyc too
- Social media feedback highlighted the need for visual aids like icons for amenities.

## Failures:

- Text overload in information sections led to confusion.
- App mock up glitches

## Learnings:

- Implement of a proper connection for the app to avoid glitches
- Present information visually with icons and concise descriptions.



# Testing Iterations: Functionality

Iteration 2:

## Refined Actions:

- Made all the flow of the app more graphically pleasing
- Polished the user flow of the app

## Testing Scenario:

### **Presented to a group of new people with the updated app.**

- Dragon Rouge's feedback on incorporating real-time wait time data was considered for future iterations.
- Class workshop made it realise that there is also a segment for disable user audience I can cater to.

## Outcomes:

- Improved the glitches in the app
- Visual representation of information enhanced usability.
- Feedback from the classroom workshop suggested adding real-time information for further improvement.

## Conclusions:

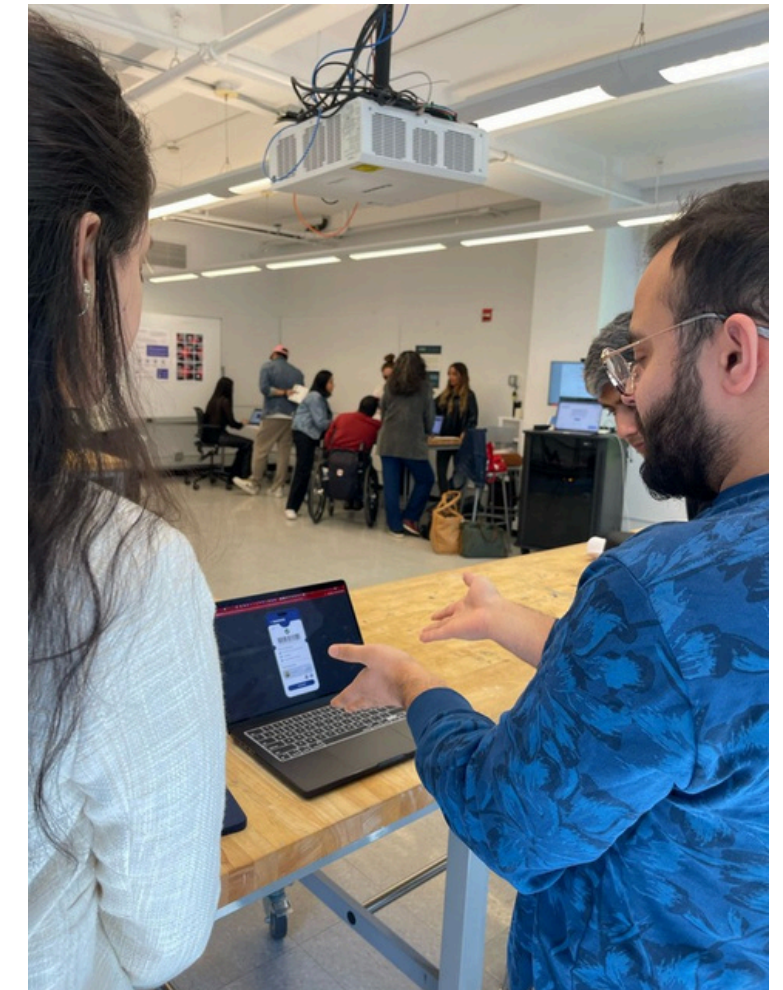
- User-centered design principles improved know your airport functionality & information access.
- Visual elements enhanced user experience and reduced cognitive load.
- Industry feedback on real-time data integration pointed towards valuable future features.





# Testing Iterations: Functionality

Class workshop testing







# Testing Iterations: Functionality

## Future Refinements:

- **Navigation and Information:** Real-time data integration: Integrate real-time information like flight status updates, security wait times, gate changes, and baggage claim belt numbers.
- **Offline functionality:** Allow users to download essential airport information (maps, restrooms, amenities) for offline access in case of limited internet connectivity.
- **Augmented Reality (AR) navigation:** Explore the possibility of AR overlays on user smartphones to provide a more intuitive wayfinding experience within the airport, maybe a use for apple vision pro.
- **Travel companion mode:** Develop a "travel companion mode" that allows users to share their itineraries and locations with friends or family for added security and peace of mind.
- **Accessibility features:** Integrate features like text-to-speech functionality, larger fonts, and high-contrast themes for users with visual impairments.
- **Partnership integrations:** Partner with airlines or transportation services to offer seamless in-app booking and travel updates.
- **User feedback:** Conduct surveys or user interviews to understand which features are most desired by occasional travelers.
- **Technical feasibility:** Evaluate the technical resources and development time required for each refinement.



# Brand Voice & Marketing

## Content Strategy:

Instagram: Primarily image-based content showcasing:

- Izzi's user interface with key features highlighted.
- Infographics related to navigating airports.
- User-generated content contests to encourage app downloads and feature real travelers using Izzi.

## Metrics Tracked:

- Follower growth.
- Likes, comments, and shares on each post.
- Click-through rates on links to website or app store.
- User-generated content entries for contests.

## Testing Scenario:

Run this content strategy for a period of 2-4 weeks on both platforms.





# Brand Voice & Marketing

Iteration 1

## Outcomes

Social media engagement was low (14 followers in 1 week).

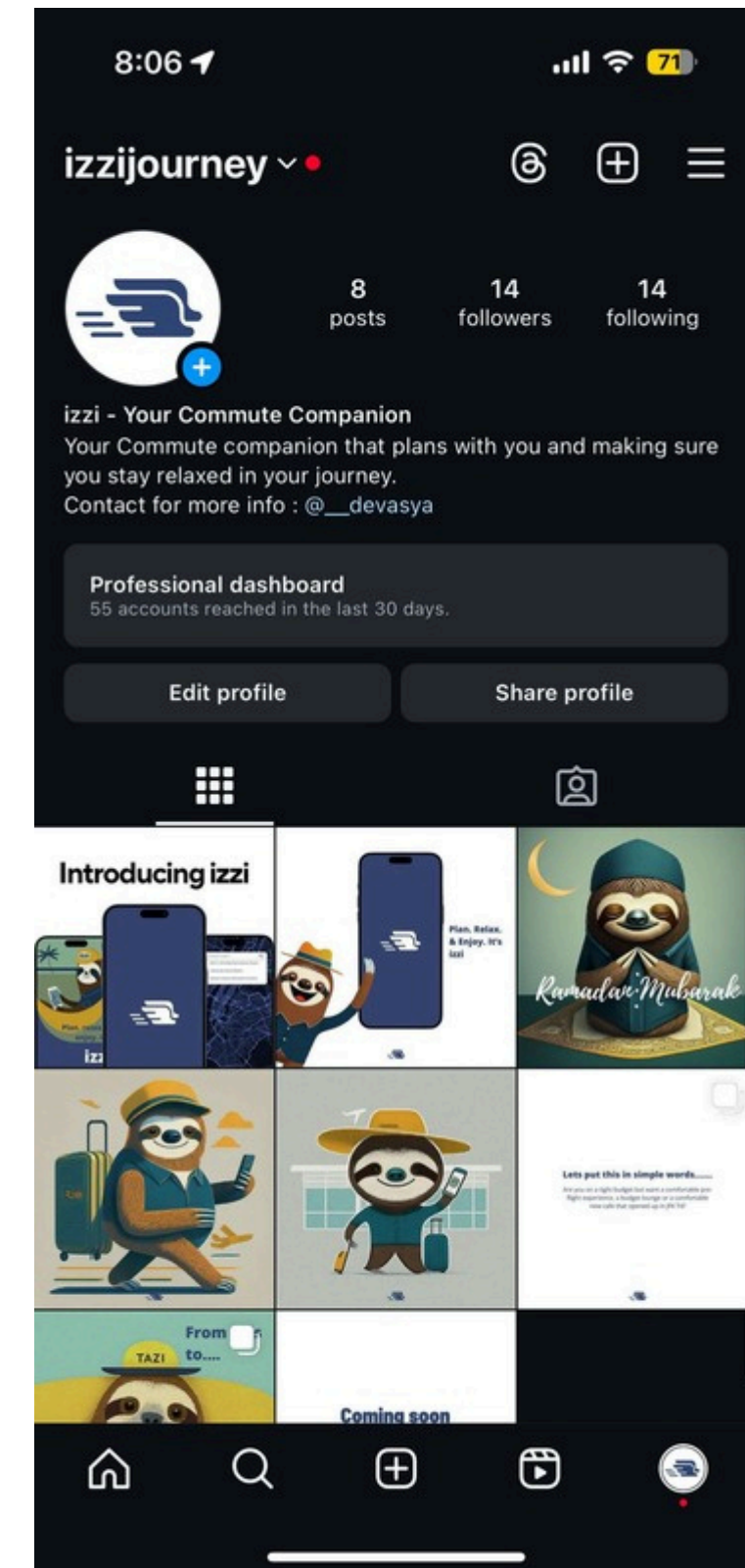
- Feedback from the workshop suggested the brand voice felt very personal and fits as a slang
- The mascot being a sloth came out as a lazy animal and might be a little misleading as you are calling the user lazy

## Failures:

- Formal tone failed to resonate with the target audience on social media.
- Limited brand connection in initial marketing efforts.

## Learnings:

- Develop a more relatable and engaging brand voice.
- Inject personality and humor while maintaining clarity.







# Brand Voice & Marketing

Iteration 2

## Outcomes

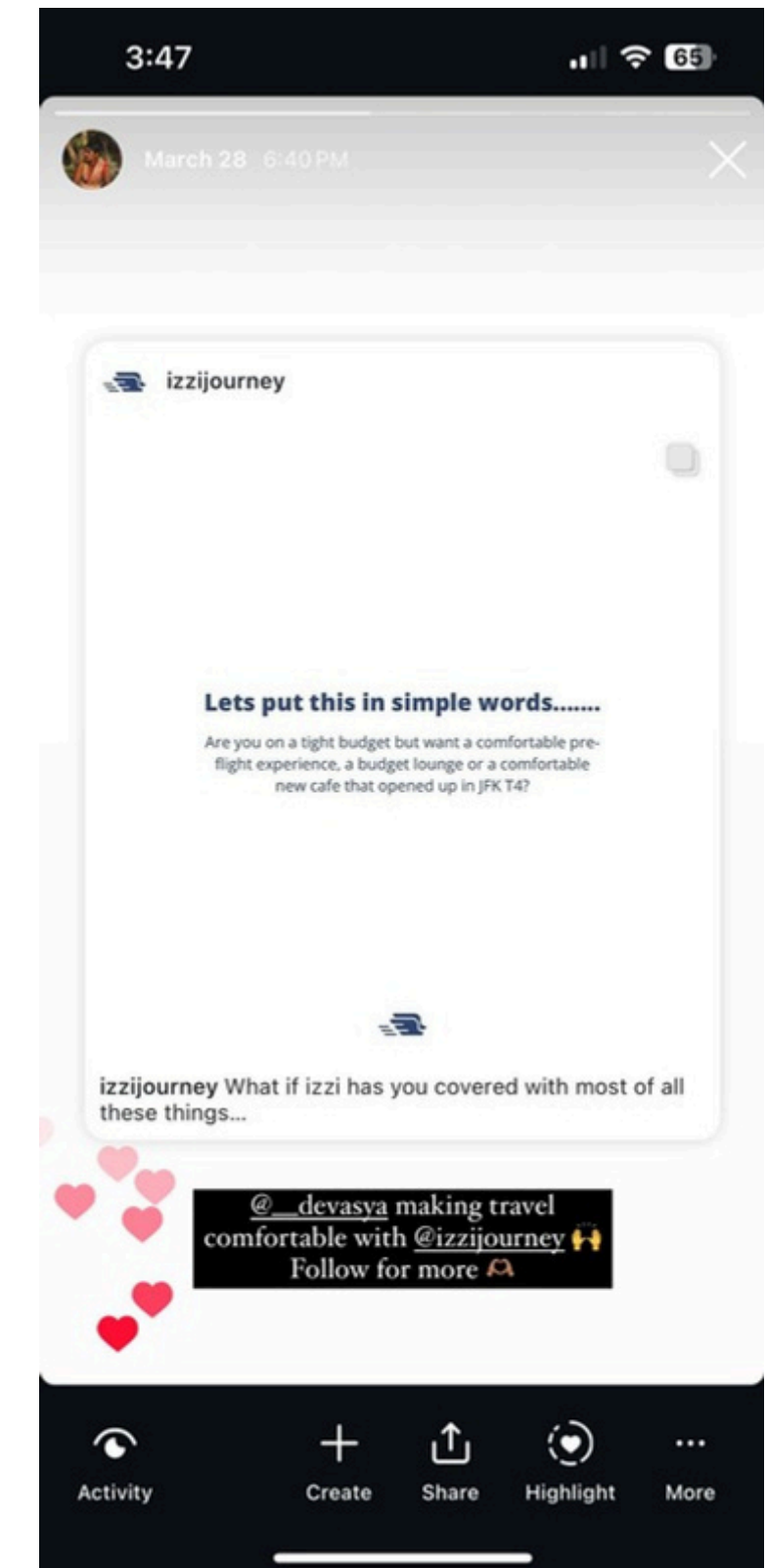
- Refined Action: Friendly & helpful brand voice with a touch of humor to create a more personal connection.
- Testing Scenario: Social media content was revamped with a more casual and engaging tone, including travel tips and relatable humor.

## Outcomes:

- Increased social media engagement (more shares and comments).
- Feedback from classroom testing indicated the brand voice felt more approachable.

## Conclusions:

- A friendly and helpful brand voice resonated better with the target audience.
- Social media provided a valuable platform to test and refine the brand identity.





# Brand Voice & Marketing

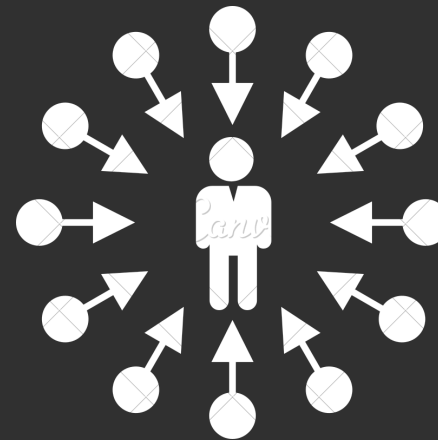
## Future Refinements:

- Continuously monitor social media analytics to stay updated on audience preferences and trends.
- Explore additional social media platforms like Twitter or TikTok depending on the target audience demographics.
- Partner with travel influencers or bloggers to leverage their audience reach and promote Izzi's functionalities.

# VALUE PROPOSITION



Reduced Pre-Travel  
Anxiety



Personalized and  
Human-Centered  
Experience



Enhanced  
Convenience



Increased Focus on  
Travel Purpose



Transparency &  
Trust





The End