

# A6: Medium-Fi Prototype

WAYN: together, even when you're not

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## Problem

Young adults (24-30) need a way to maintain fulfilling social connections amidst **geographical distance** and **busy, misaligned schedules**.



## Solution

### WAYN

A location-based social app: friends see each others' locations and send gifts, audio, or notes that unlock when someone's in a specific place. WAYN recreates the feeling of physical presence via spontaneous reminders that you are thought of, wherever you are.

# Value Proposition

**Mission:** preserve the feeling of physical presence among friends who are geographically apart.

1. **Passive “lurking” → active interaction:** turn passive location viewing behavior to active, spontaneous interactions
2. **Interaction → Presence:** location-based design recreates the feeling of *being there*
3. **Presence → Habit:** draws on existing young adult routine [1] to make connection effortless and integrated

# Values in Design

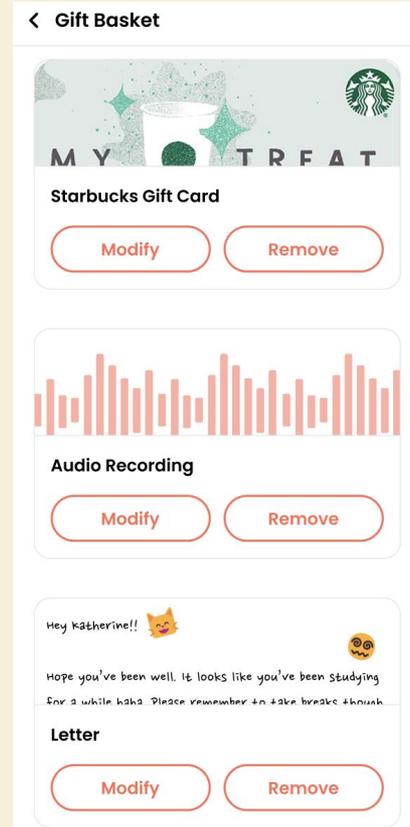
## 1. Emotional Presence

### Multimodal Interactions

Users can then send gifts, notes, or audio tailored to both the senders' and receivers' locations, capturing the feeling of presence through diverse mediums.

### Prioritizing Location

Center the content and timing of interactions around physical locations is conducive for recreating a sense of *being there with you*, despite physical distance.

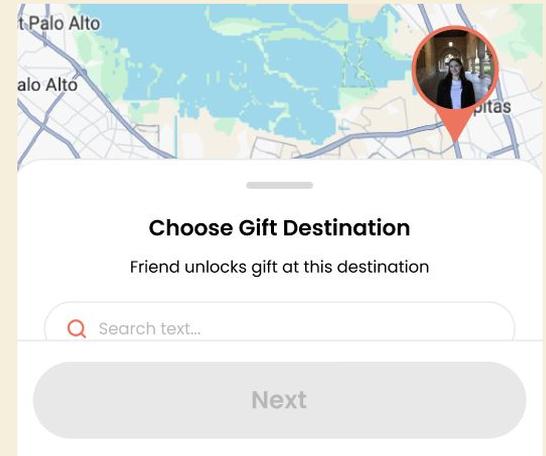


# Values in Design

## 2. Spontaneity

### Location-based Notifications

Senders address their bundles to a specific location, which receivers only “unlock” when they are within a certain radius from that location, introducing moments of serendipitous connections.



# Values in Design

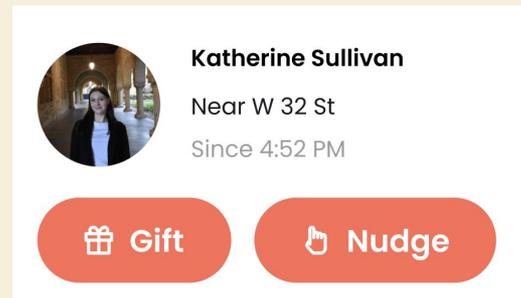
## 3. Effortless Integration

### Nudges

Nudges are lightweight interactions where receiver gets a simple notification that they've been nudged, communicating thoughtfulness while not imposing a time burden.

### Location-Based Recs

Our system dynamically generates unique recommendations for the address sender chose, reducing the mental load of coming up with ideas from scratch.



### < Create a Gift

Collaborate 



Recommended

Create Your Own

#### Starbucks Gift Card

Your friend goes here frequently!

Add +

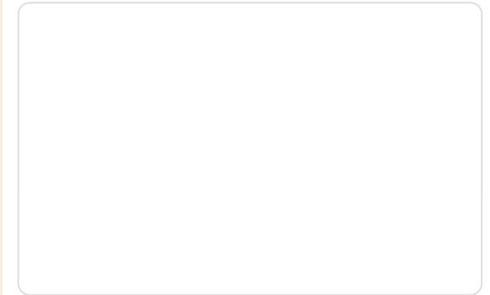
# Values in Design

## 4. Personalization

### Customization Features

Senders have the ability to personalize key features, such as the physical look of a gift card they are sending to friends, ensuring WAYN is tailored to each individual's preferences.

#### Customize Gift Card



 Image

 Text

 Sticker

 Color

# Values in Design

## 5. Safety & Privacy

### Location-based Notifications

Users have full control over who can view their location and send them messages. We transparently surface all permission requests upfront to a user, which they can adjust at any time.

# Value Tensions

## Connection

Encourage emotional closeness through location-based gestures, requiring users to share location data

How can we preserve closeness through location sharing/display and sending relevant gifts while protecting users' location data?

VS

## Safety & Privacy

Users should have safety and control over what data they reveal and to whom

## Personalization

Allows senders to customize their gifts and gestures for each friendship, conveying thoughtfulness

VS

## Effortless integration

Want to keep the experience simple and seamlessly embedded in daily life

Will offering too many options overwhelm users or discourage participation?

# Simple Task: sending a nudge

## Before

- Click on a friend profile on map
- Select nudge option
- Successfully sends a nudge to friend

## After

No change to task flow. All test users successfully completed task with no obvious difficulty.

## Justification

- Most lightweight form of interaction
- As a result, will be performed most frequently (daily) by users as a way to remain connected without exerting a large amount of time.

# Medium Task: sending a gift bundle

## Before

- Click on a friend profile on map
- Select gift option
- Comprise gift bundle with either system recommended options or create their own options
- Select send gift
- Selection location to address gift bundle
- Select send gift

## Justification

- More complicated and time consuming form of interaction
- As a result, users may not perform task daily but would still perform in on a weekly basis for more in-depth connections.

## After

- Click on a friend profile on map
- Select gift option
- **Selection address**
- Comprise gift bundle with either system recommended options or create their own options
- Select send gift

We made this change because test users were

1. Confused by the wording of “location”; changed to “address” to reduce ambiguity
2. Duplicated “send gift” options created ambiguity for users whether gift was actually sent the first time

# Complex Task: collaborating on a gift

## Before

- Click on a friend profile on map
- Select gift option
- Select collaborate
- Comprise gift bundle
- Select send gift
- Select address
- Select send gift

## Justification

- Requires the most amount of work for the user: needing to send a collaboration invite to a friend and work together with them to create gift bundle
- As a result, users may perform this task the least frequently

## After

- Click on a friend profile on map
- Select gift option
- Select collaborate
- **Selection address**
- Comprise gift bundle
- Select send gift

Similar justification to the medium task: test users were

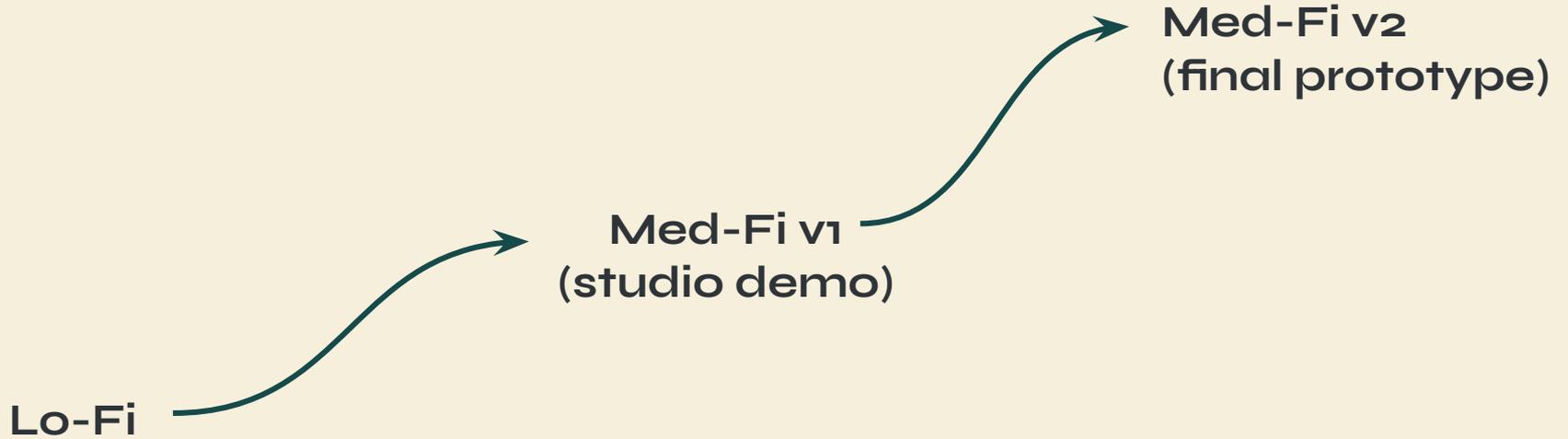
1. Confused by the wording of “location”; changed to “address” to reduce ambiguity
2. Duplicated “send gift” options created ambiguity for users whether gift was actually sent the first time



**(During Studio)**  
**Prototype Demo: Sending a gift bundle**



# Our Prototype Journey



\*We have revised our wording of our goals based on feedback received for A5

# Usability goals and metrics

## Goal 1 (Interpretability)

Users develop the correct mental model of WAYN's unique gift-sending feature: what addressing a gift means, how location influences gift content suggestions, and the different modes of possible gifts (e.g. gift card, voice, text).



**Metric 1:** # of misclicks

**Metric 2:** # of help requests (verbal expressions of confusion)

## Goal 2 (Interaction)

Users can efficiently translate their intentions into app interactions with minimal cognitive or interactive effort.



**Metric 1:** ATTCT (Avg. Time Taken to Complete a Task)

**Metric 2:** CCT (# Clicks to Complete a Task)

# Takeaways from Lo-fi Testing

## Goal 1: Interpretability

### Simple task: high interpretability

- 1 help request across 4 users

### Medium task: low interpretability

- 14 help requests across 4 users
- Didn't understand what addressing a gift meant
- Didn't understand how location impacted suggested gift contents
- Misunderstood when gift is sent

### Complex task: medium-low interpretability

- 6 help requests across 4 users
- Didn't understand how invited collaborator contributed to gift

## Goal 2: Interaction

### Simple task: high efficiency

- Short time (AATCT = 44sec)
- Few clicks (Avg. CCT = 3.5)

### Medium task: low efficiency

- Long time, due to confusion (AATCT = 3m45s)
- Many clicks (Avg. CCT = 10.75)

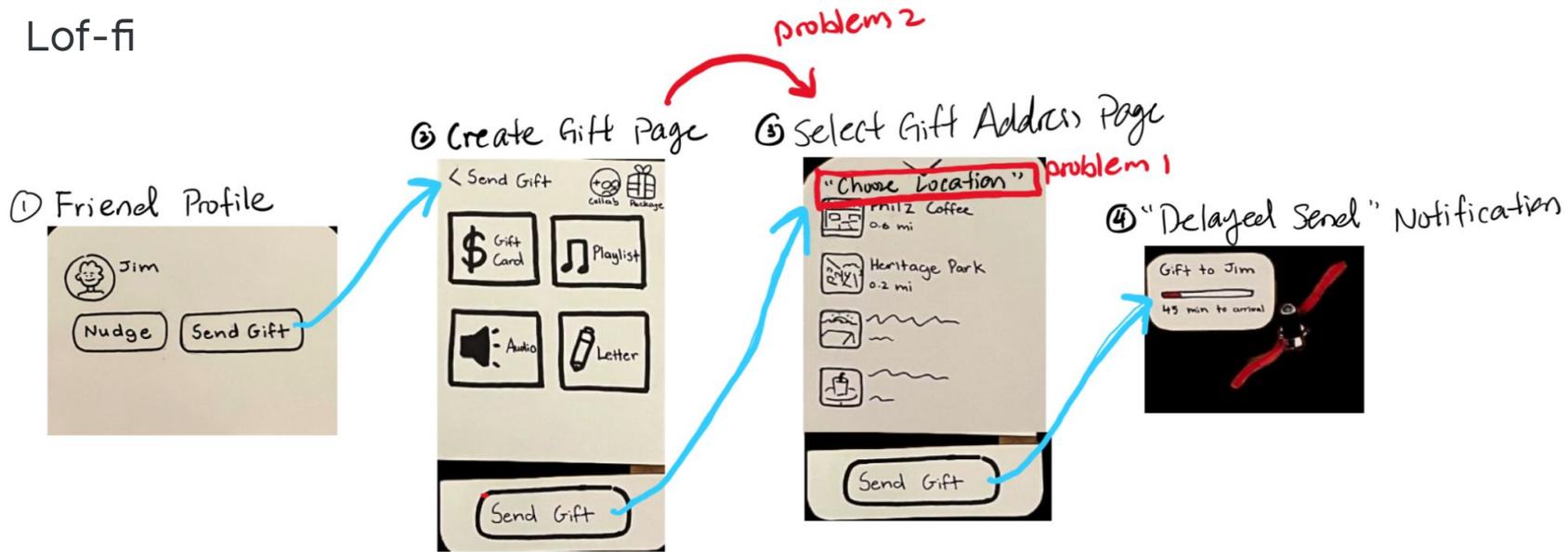
### Complex task: low efficiency

- Long time, shorter than medium due to less confusion (AATCT = 3m9s)
- Many clicks (Avg. CCT = 14.75)

**Most urgent risk:** users don't understand what addressing a gift means, which in turn leads to confusion about location-based recommendations and reduces interaction efficiency. We thus prioritize **increasing interpretability** by **clarifying what addressing a gift means** as we went from Low-fi to Med-fi v1.

# Change 1: Gift Task Flow & Wording

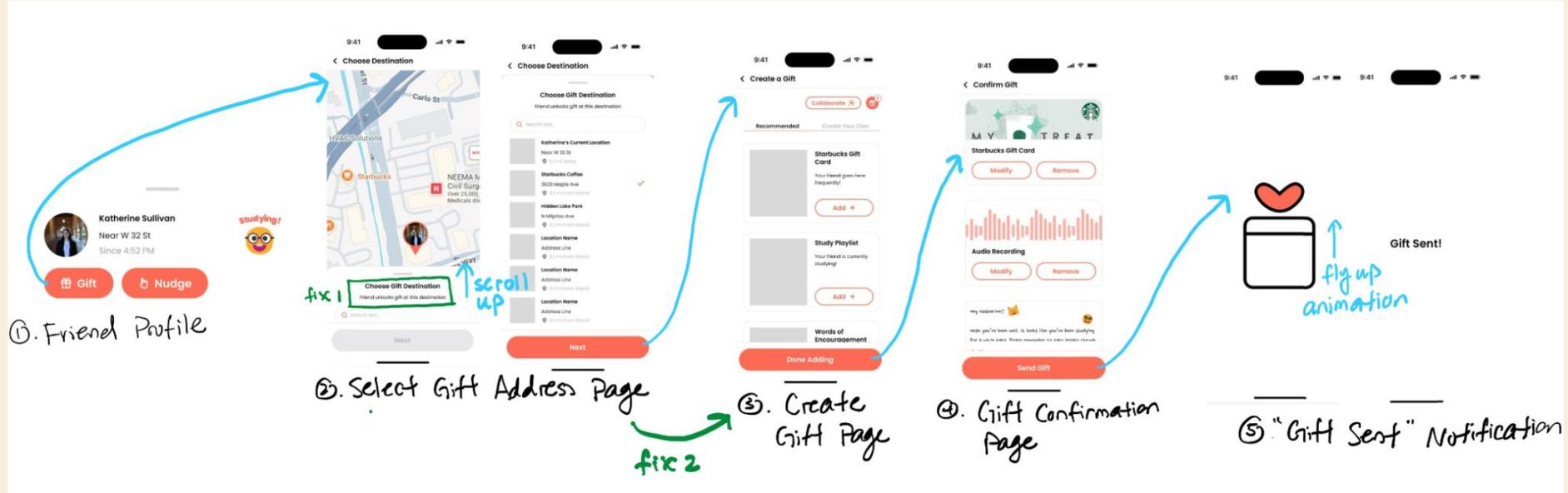
Lof-fi



**Problem 1:** wording of "choose location" confused users

**Problem 2:** selecting address after creating gift creates confusing mental model of what address means

# Med-fi (ver 1)



**Fix 1:** new wording “choose destination” more clearly communicates to users the idea of addressing gift to a specific place

**Fix 2:** selecting address **before** creating gift clarifies that gift content should be centered around the address chosen

# Change 1's progress toward usability goals

**Goal 1 interpretability challenge:** users don't understand what addressing a gift means, which in turn leads to confusion about location-based recommendations and reduces interaction efficiency.



## Change 1's Progress

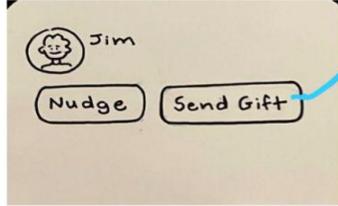
Successfully clarifies the notion of addressing gift and gift content being centered around that address.

This is validated during lab demo, during which the audience expressed that they understood the meaning behind “choosing” destination and that gift contents are related to that destination. **Thus, we preserved this change in our Med-fi v2 prototype.**

# Change 2: Gift Send Notification

Lof-fi

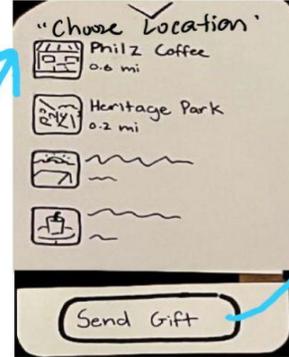
① Friend Profile



② Create Gift Page



③ Select Gift Address Page



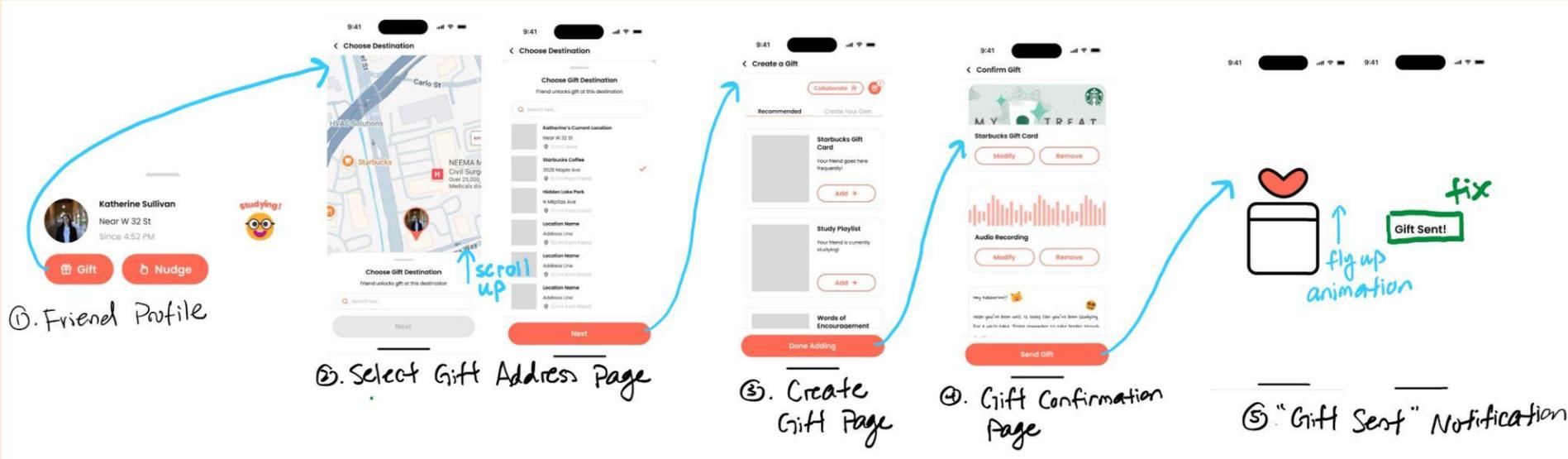
④ "Delayed Send" Notification



problem

**Problem:** "Delayed send" notification aims to recreate the feeling of sending physical mail, but users were confused about why there's delay with sending digital gifts, therefore **not knowing exactly when their gift has been sent.**

# Med-fi (ver 1)



**Fix:** new "Gift Sent!" confirmation **explicitly communicates** to user that they gift is sent, at the exact moment they press "send gift".

# Change 2's progress toward usability goals

**Goal 1 interpretability challenge:** users also misinterpret exactly when their gift has been sent due to tension from the instantaneous “send gift” button and the “delivery delay” notification.



## Change 2's Progress

Removes “delivery delay” feature, explicitly communicating “gift sent” at the moment of pressing “send gift” button.

This is validated during lab demo, during which the audience fully understood that the gift has been sent. They also expressed enjoyment of the gift flying up animation, which enhances the message that the gift has been sent successfully. **Thus, we preserved this change in our Med-fi v2 prototype.**

# Takeaways from Studio Demo

## Goal 1: Interpretability



We demonstrated our medium task during, which had the lowest interpretability. **The biggest risks were**

1. Users don't understand gift addressing and gift content being location-centered
2. Users don't know when gift is sent

Studio feedback suggests **strong improvement of Med-fi v1 from Low-fi**. Audience expressed understanding of both location-based gift-giving (Zoe: "good job keeping it clean and easy to understand") and when gift is sent. **This validates Changes 1 and 2.**

## Goal 2: Interaction



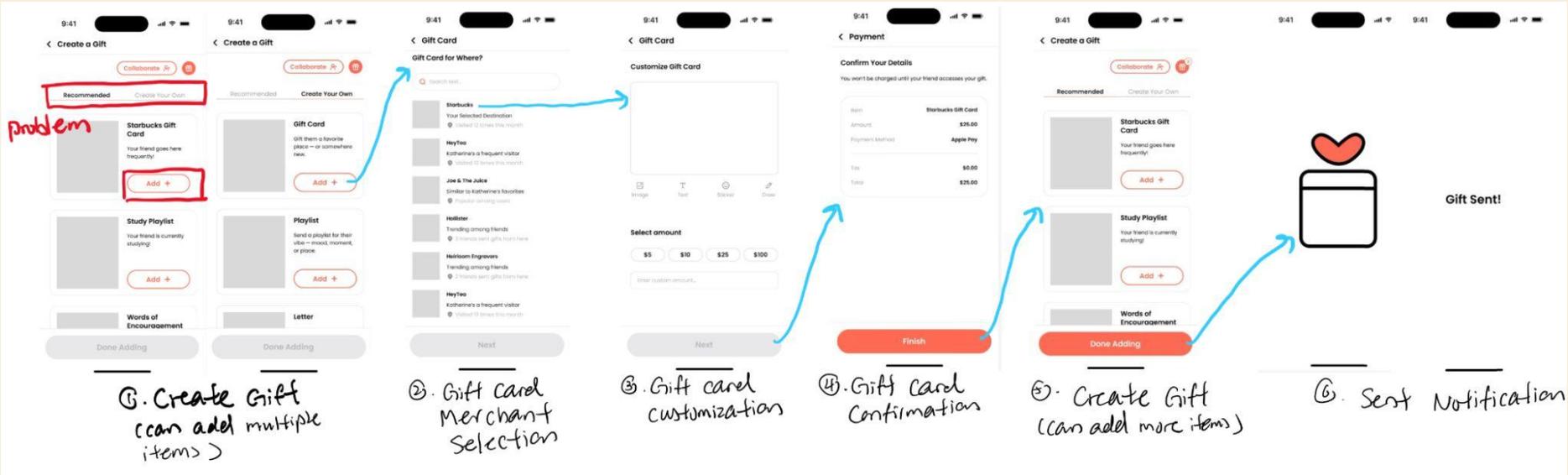
**After improving interpretability, the most urgent risks revolves around improving interaction.**

The most critical piece of feedback we received was that the high volume of options for choosing gifts to add to bundle creates **information overload**.

Thus, as we iterated from Med-fi v1 to Med-fi v2, the new most urgent risk became **addressing information overload during gift creation to improve interaction efficiency.**

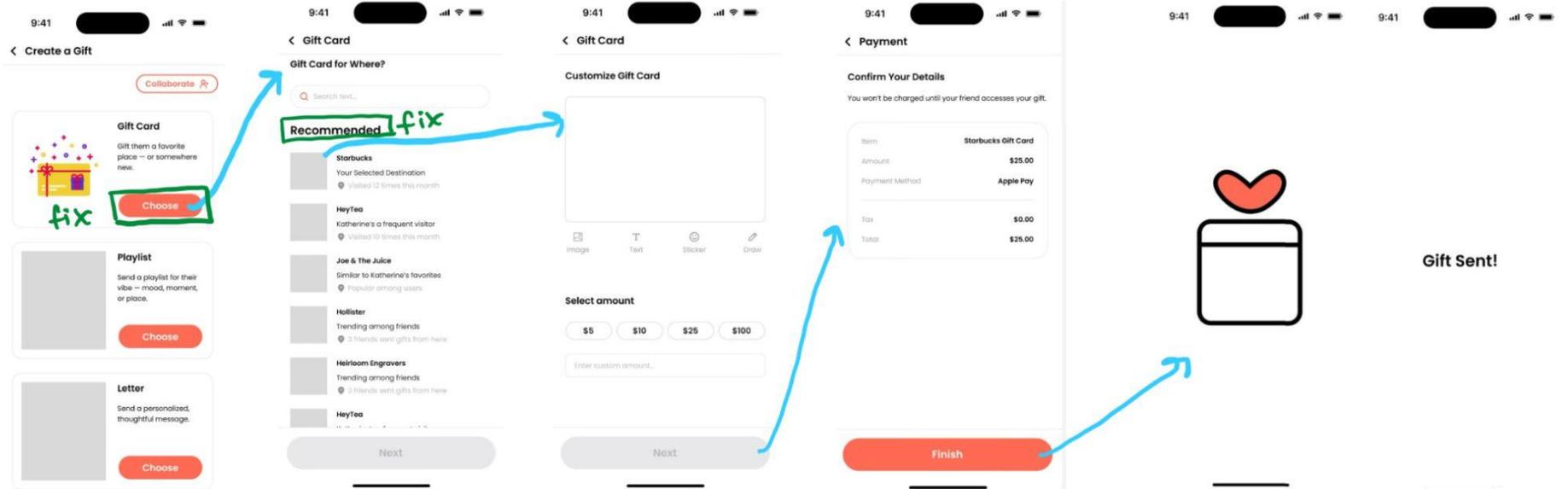
# Change 3: Simplified Gift Creation

Med-fi v1



**Problem:** having both “recommended” and “create your own” tabs, as well as the ability to add multiple items into a gift bundle each time a user sends a gift creates information overload, reducing interaction efficiency.

# Med-fi (ver 2)



①. Create Gift  
(can only send 1  
item each time)

②. Gift Card  
Merchant  
Selection

③. Gift Card  
Customization

④. Gift Card  
Confirmation

⑤. Sent Notification

**Fix:** user can only send one gift item each time, simplifying gift selection process. We also changed our system recommendation of gifts to be surfaced *after* user selects a gift item, instead of a separate "recommended" tab, avoiding information overload.

# Change 3's progress toward usability goals

**Goal 2 interaction challenge:** users experienced information overload when being presented upfront the “recommended” and “create your own” tabs and the option to add multiple items, creation mental burden and interaction friction.



## Change 3's Progress

Simplified the gift creation process by only allowing one gift to be sent at a time rather than multiple gifts in a gift bundle and surfacing recommendations after user selects a gift item.

We validated this change by having users test (n=3 for each) Med-fi v1 and Med-fi v2 gift sending tasks. AATCT = 1 m 47 s for v1 and AATCT = 42s for v2, showing a 60.7% decrease and improving interaction efficiency significantly.

# Future goals

## Goal 1: Interpretability



Future

- Implement short onboarding that frames why gifts are tied to place
- Differentiate the sent and received gifts on the map visually

These will help reduce # of misclicks and help requests

## Goal 2: Interaction



Future

- Have more emergency exists during gift creation process
- Use progress indicators to show where users are in the gifting process.

This will help reduce ATTCT and CCT.



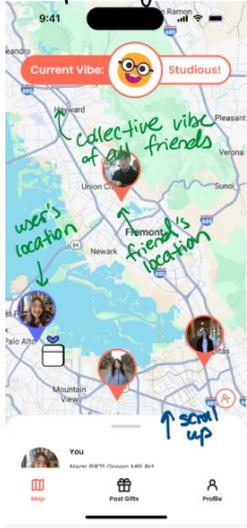
# **Med-fi prototypes**



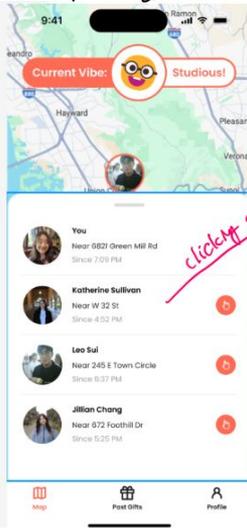
# Simple Task Flow: Nudging friend

m = within page actions  
m = between page actions  
m = page elements

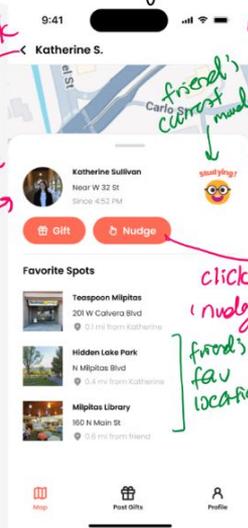
Map Page



Map page



Map Page



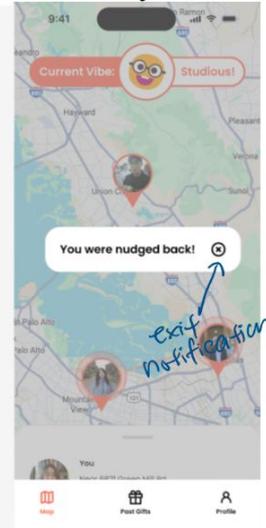
Nudge Screen



Nudge Screen



(nudge notification)  
Map Page



# Medium Task (sending gift - giftcard flow)



# Complex Task (collaborative gift sending)

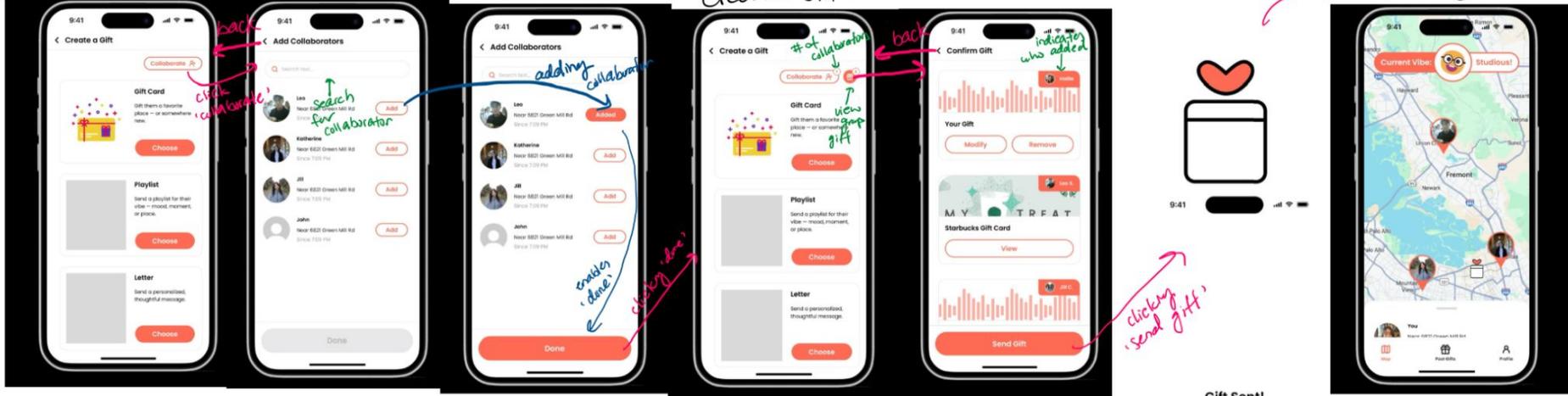
Create Gift

Add Collaborators Page

Create Gift

Sent Notifications

Map Page



# Design and Prototyping Tools

We used Figma Design to build both the user interface and interaction flows of the prototype.

## Pros

- Multiple team members could work simultaneously and comment in real time.
- Unified design system through the creation of components, fonts, and iconography emphasizes consistency
- Clickable prototypes and transitions helped simulate user interactions without needing code.

## Cons

- Figma cannot represent real data
- Figma interactions are constrained to predefined transitions

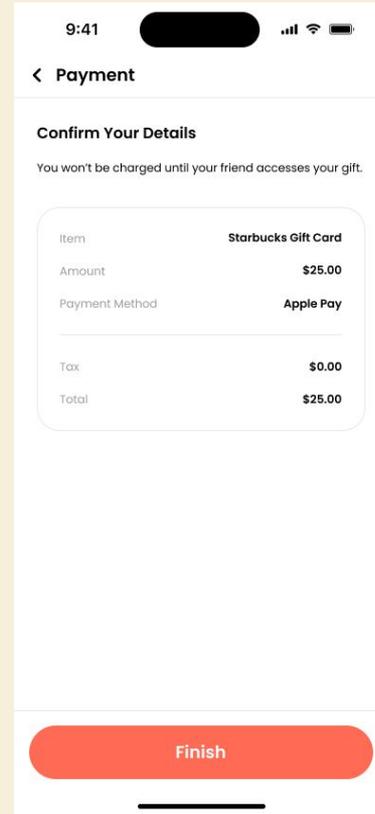
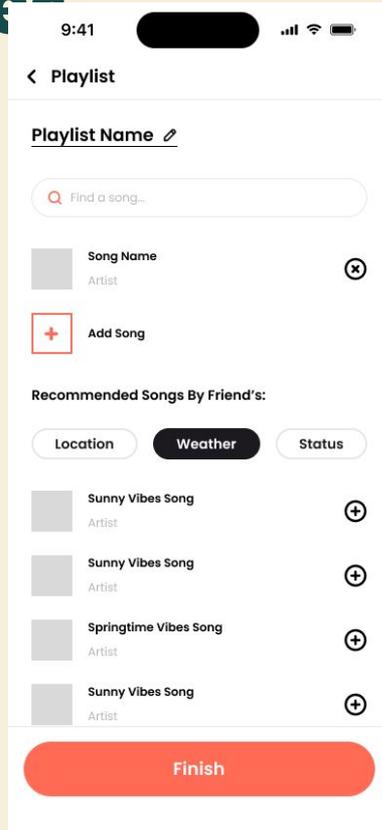
The tradeoff was acceptable because the goal of this stage was to evaluate the user experience and interface flow and Figma allowed us to quickly iterate on design ideas. The lack of backend logic was acceptable at this stage.

# Limitations

- Lack of integration with third-party apps (e.g. Google Maps API for the map interface, Spotify for playlist creation)
- Lack of integration with a payment system for gift cards
- Keyboard input not supported across prototype due to this functionality being unsupported in Figma
- Adding Friends Feature was not fully prototyped
- Audio recording is not functional

# Hard-Coded and Wizard of Oz techniques

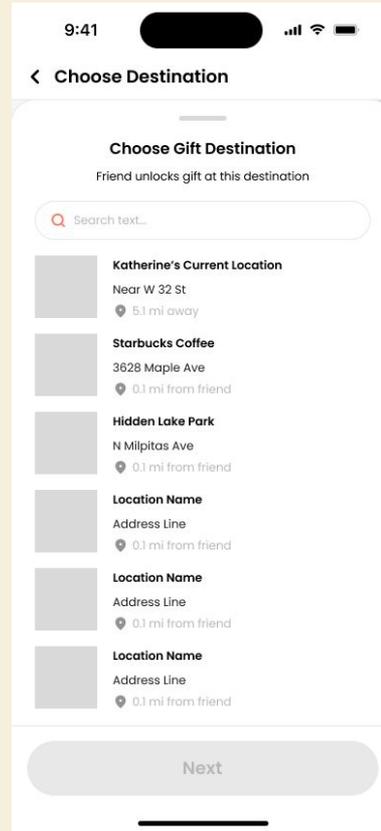
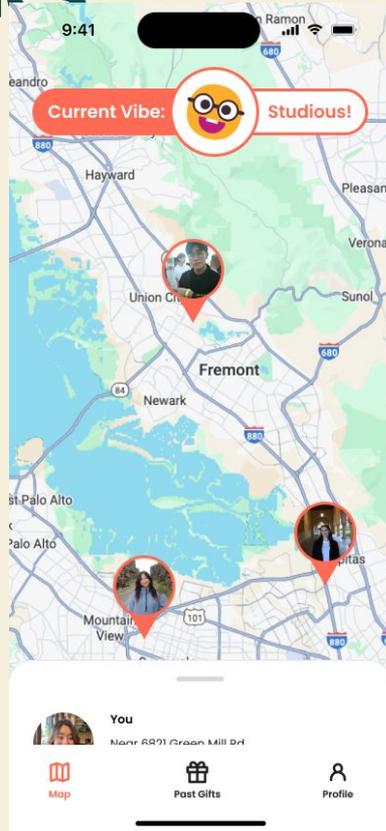
List of recommended gift options based on a selected destination is currently hard-coded



We Wizard-of-Ozed real payment capabilities and merchant integration

# Hard-Coded and Wizard of Oz techniques

Map interface is currently a static map image with mock locations for friends, meaning locations cannot dynamically update.



List of locations for gift designation is currently hard-coded

# Link to Prototype:

<https://www.figma.com/proto/a7eQoJTPLhiqxBBzWBnTYH/WAYN-Design-System?node-id=112-193&p=f&t=HT1lpR5ozzMjLPiG-1&scaling=scale-down&content-scaling=fixed&page-id=102%3A662&starting-point-node-id=112%3A193&show-prototype-side-bar=1>