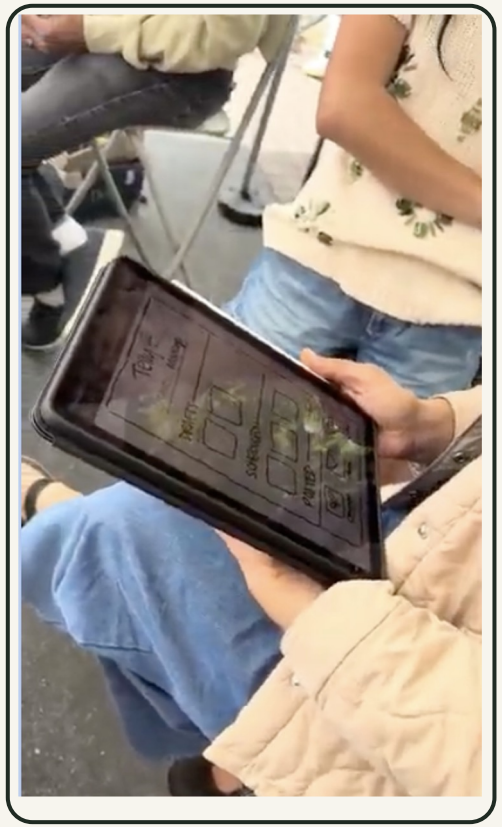
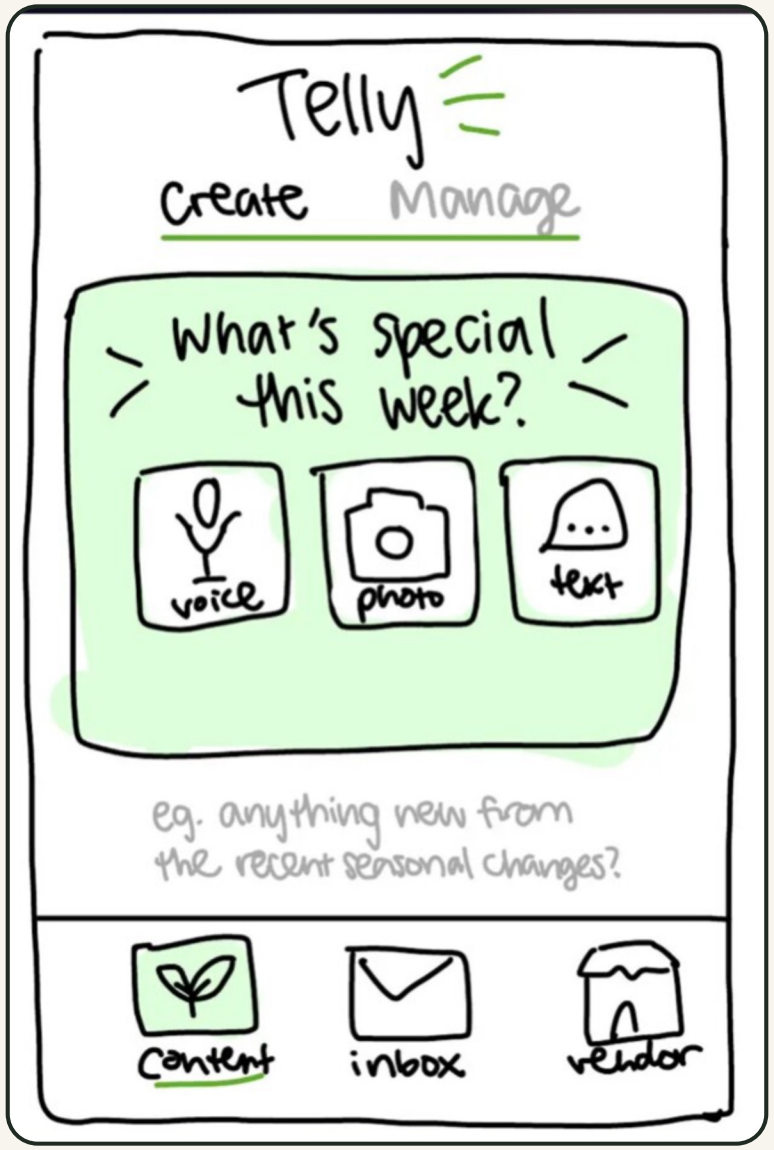
Assignment 5: Low-fi prototyping and testing

Telly

Team 3 • Emma, Erin, Davido, Charlotte





Problem and solution

Problem

Market sellers win loyal customers by telling their food's story face to face.

Between market days they lack the time and know-how to keep that story going online.

Their posts and customer messages are scattered across Instagram, Facebook and email.

Solution

Telly helps vendors create, post and reach customers without ever opening social media.

One hub: tell the story once by voice, photo or text, and Telly posts it to every platform at once.

Value proposition

For busy farmers market vendors, Telly turns the stories they already tell at their stall into social posts, so customers stay connected beyond market days, in the vendor’s own voice.



The story at the stall

What vendors already tell customers face to face



Telly turns it into a post

Drafted from their voice memo or photo, approved by them



Customers stay connected

Posts and replies reach them between market days

Outline

01

Sketching

02

Selected interface

03

Prototype & tasks

04

Testing method

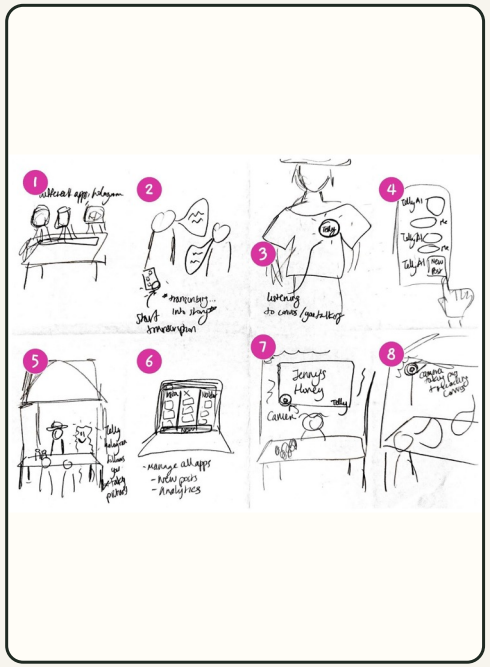
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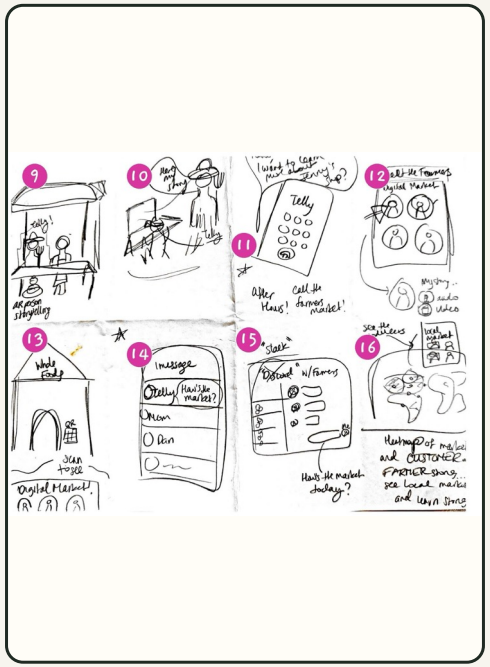
Results

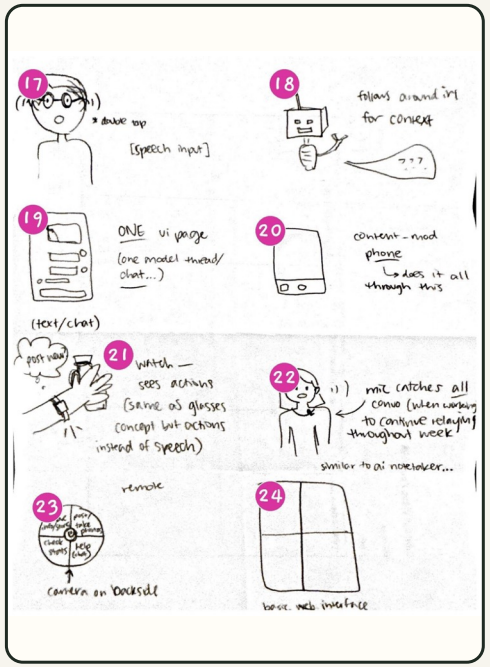
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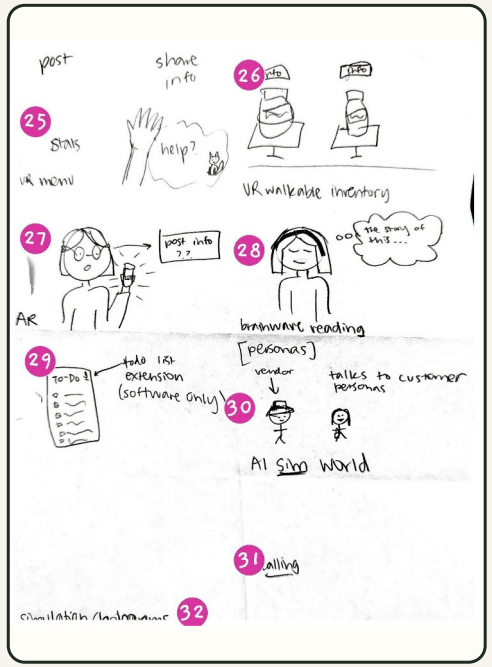
Discussion

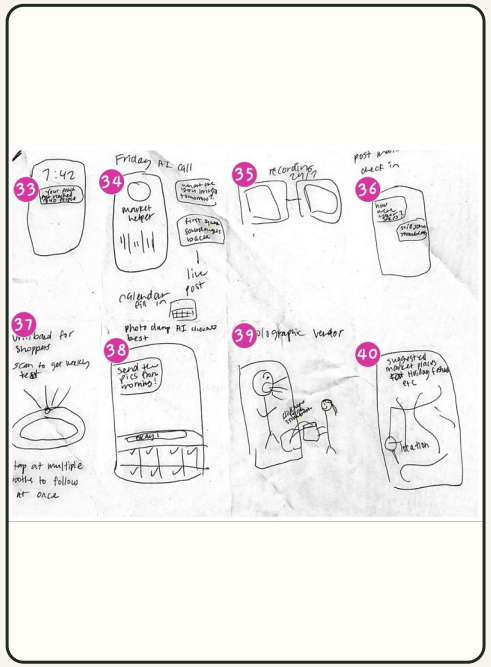
Brainstorm: 40 ideas across 8 form factors



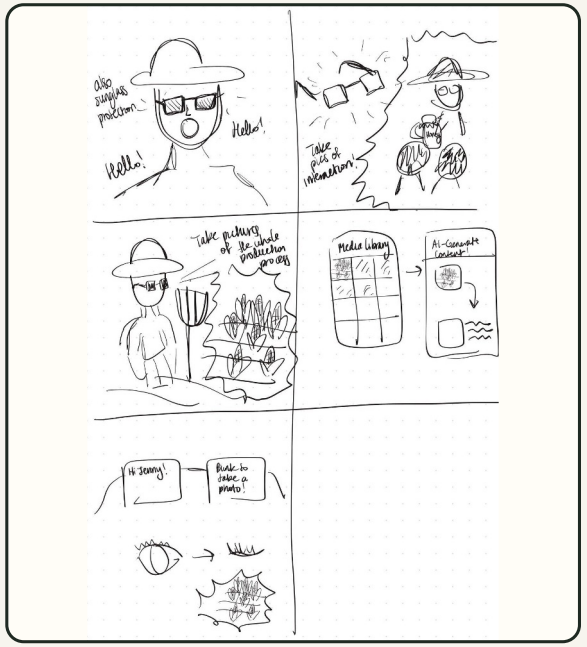






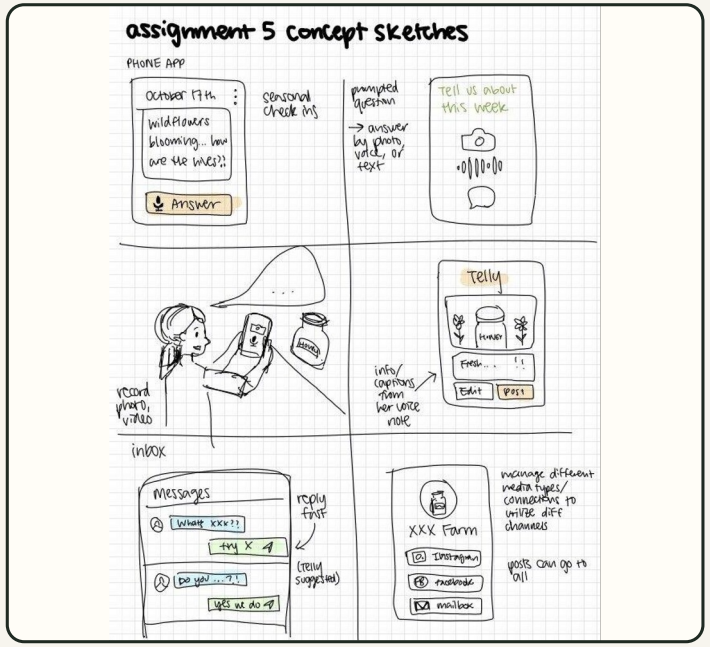


Concept sketches: three realizations



Smart glasses

Telly captures photos/videos of customer interactions and of the whole production process. Frames land in a media library where Telly drafts posts from them.



Phone app

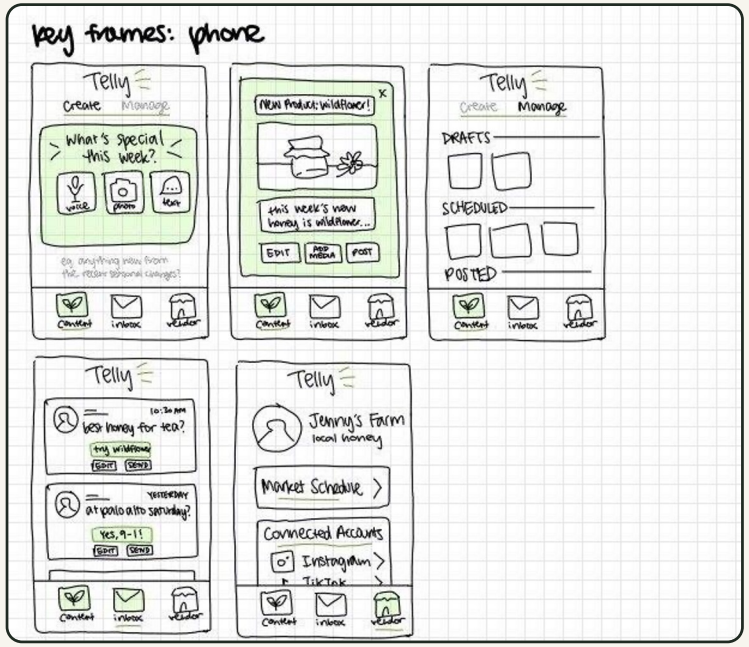
Telly checks in each week with a prompt. Vendor answers by photo, voice or text, and Telly drafts a post with captions from their note.



Voice agent

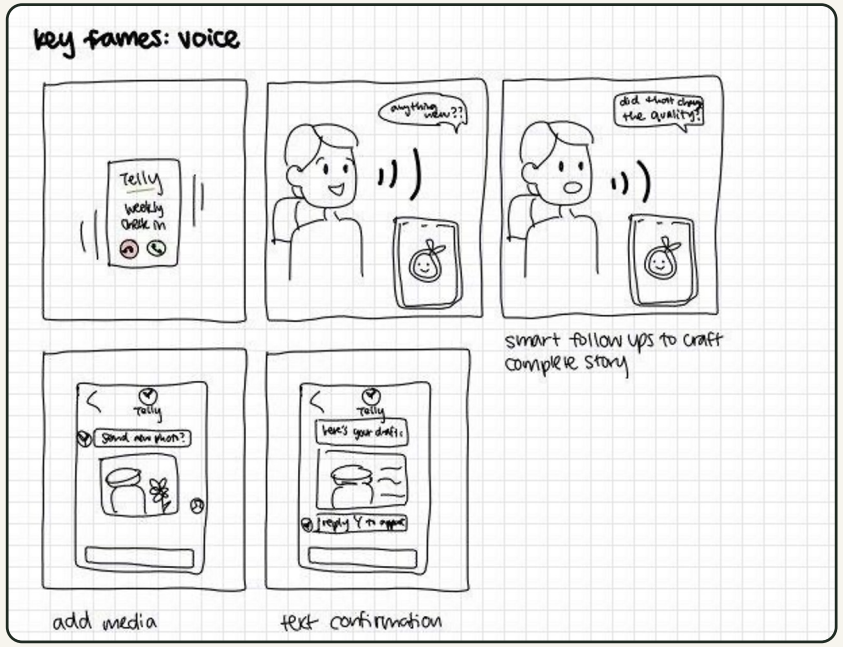
Telly listens. It transcribes, asks follow-up questions and turns the conversation into posts.

Two fleshed-out realizations



Phone app

Create → AI draft → Post · Manage drafts · Inbox with suggested replies · Vendor profile



Voice agent

Weekly call → smart follow-ups → texted photo request → reply “Y” to approve

Smart glasses : customer consensus problem, high cost, and no screen to check draft

Two finalists

Phone app

Positives

- Every draft and reply visible before posting
- Photo, voice and text input in one place
- Inbox, drafts and accounts live together

Negatives

- More screens to learn for vendors new to apps
- Typing edits is slow
- Needs free hands and eyes

Voice agent

Positives

- Lowest effort: like telling the story at the stall
- Works for vendors with little social media experience
- Smart follow-ups draw out a fuller story
- No interface to learn

Negatives

- Hard to review a post you can only hear
- “Reply Y” risks posting unread content
- Weak for many accounts and many replies

Selected interface... the phone app

1

Draft Visibility

Vendors care that posts sound like them, so they must see every word before it posts. A screen allows that; audio doesn't.

2

Photo, voice and text in one place

Vendors can snap or pick a photo, record a voice memo, or type, all in one app. A voice agent has to ask for photos in a separate text.

3

Connects every channel

Instagram, Facebook, TikTok and their newsletter all connect in one app, so one post goes everywhere and every reply comes back to one inbox.

How we built and ran the prototype

Built from our storyboards 18 hand-drawn screens wired into a clickable web prototype

Features

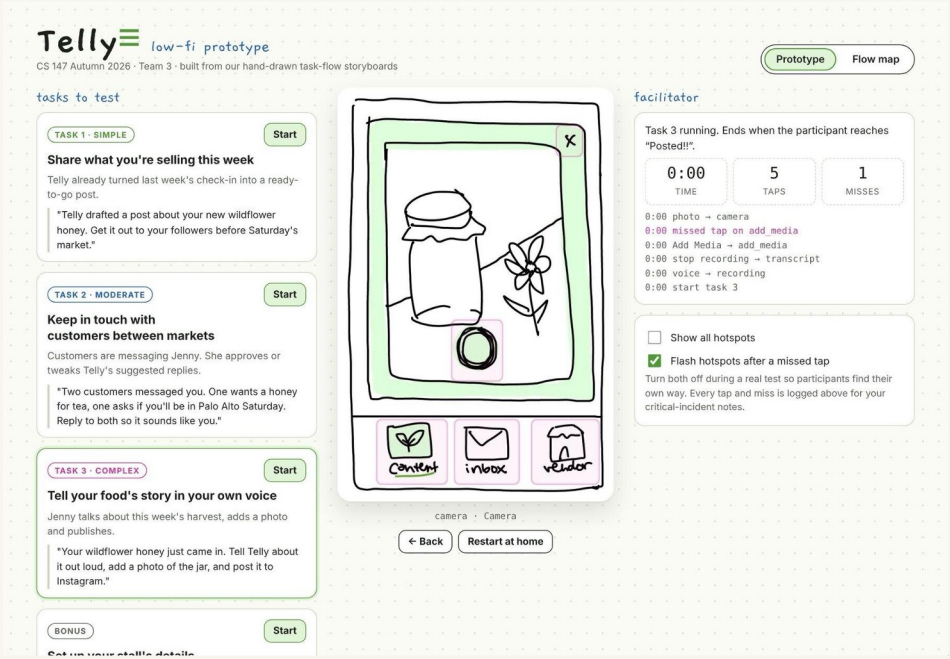
Create: start a post by voice, photo or text.
Preview: check Telly's draft, then Edit, Draft or Post.
Manage: drafts, scheduled and posted.
Inbox: customer messages with suggested replies.
Vendor: market schedule and connected accounts.

Interactions

Tap a drawn button and the next sketch opens. The tab bar (Content, Inbox, Vendor) and ✕ work on every screen, so vendors can go off-path and come back.

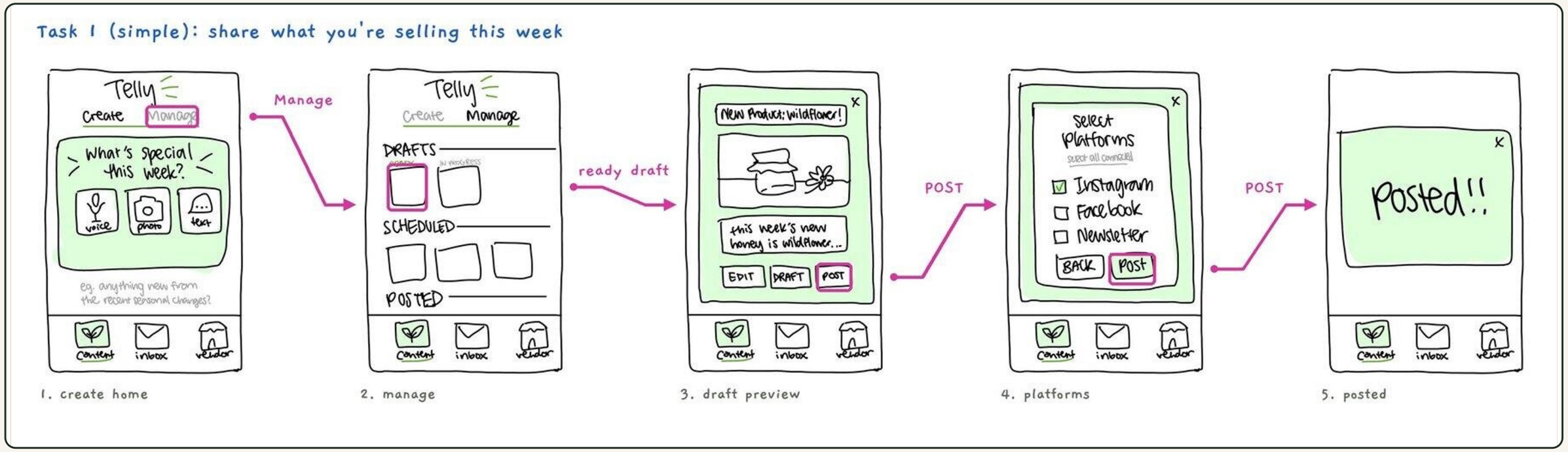
Acted out

Recording, the camera and typing: the vendor says it aloud and the "computer" teammate moves to the next screen.



Facilitator view: task scripts, a timer and a log of every tap. Vendors used the mobile view on an iPad.

Task 1 (simple): share what you're selling this week



Why simple: the most frequent task. Telly has already drafted the post, so the vendor only reviews it and picks where it goes.

Manage tab
From the Create home, opens drafts.

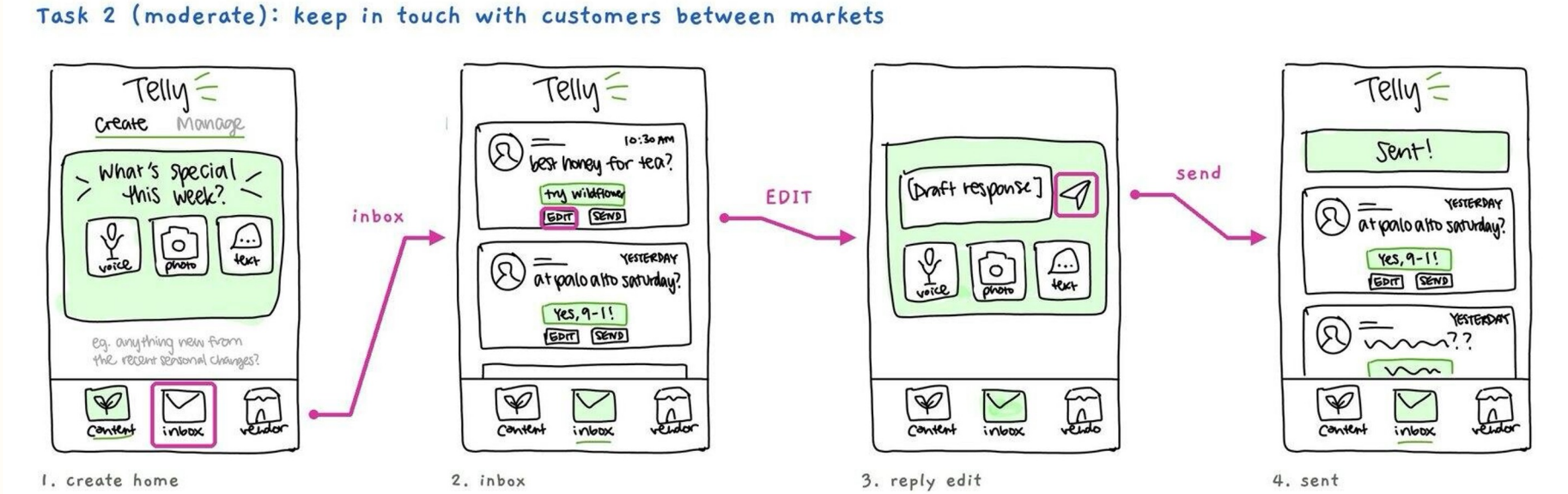
→ **Ready draft**
Taps the post Telly already wrote.

→ **Preview**
Reads it over, then taps Post.

→ **Platforms**
Instagram is checked; she can add Facebook or the newsletter.

→ **Posted!**
Taps Post and sees it went out.

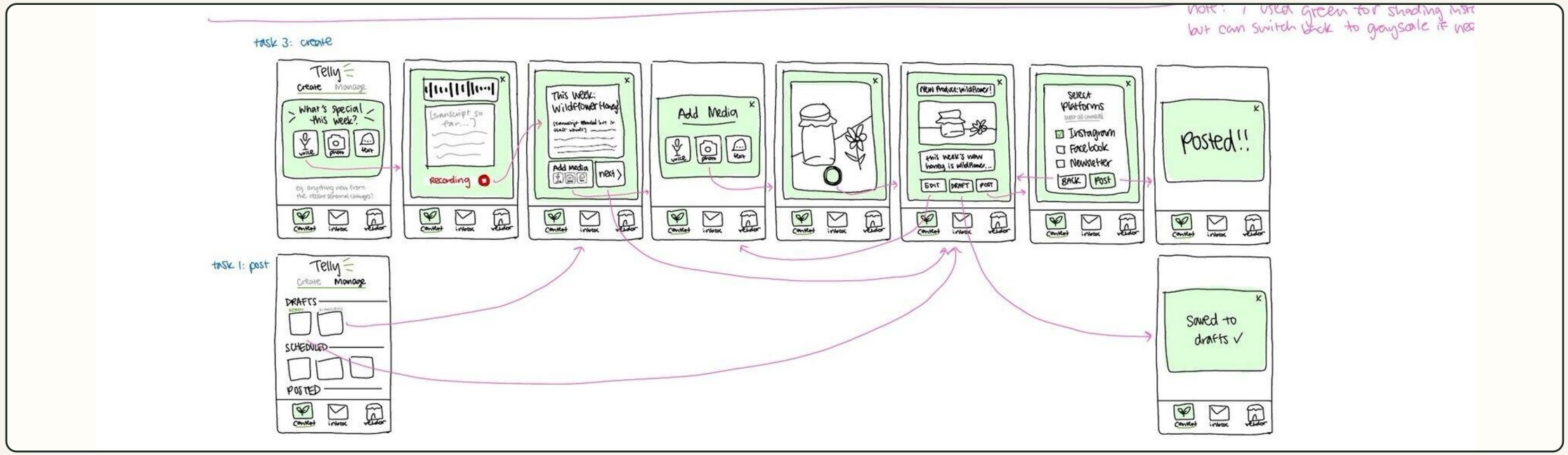
Task 2 (moderate): keep in touch with customers



Why moderate: posting becomes a two-way conversation. Each reply is small, but the vendor must check it's accurate and sounds like them.

Inbox	→ **Suggested reply**	→ **Send or Edit**	→ **Sent**
From the Create home, she opens customer messages.	Telly has a reply ready for each message.	Sends it as is, or taps Edit to change it by voice, photo or text.	The reply goes out and she's back in the inbox.

Task 3 (complex): make a new post from scratch



Why complex: unlike Task 1, no draft is waiting. The vendor starts from nothing: They would talk through what's new, adds their own photo, and checks Telly's wording against what they said.

Voice	→ Record	→ Transcript	→ Draft	→ Add media	→ Camera	→ Preview	→ Posted!
On the Create home, she taps Voice.	Talks about her new wildflower honey.	Checks Telly got her words right.	Telly turns it into a post.	Taps to add a photo.	Snaps a photo of her honey.	Checks the full post, taps Post.	Picks platforms and posts.

Participants

Stanford Farmers' Market

Less social media experience → More



Jenny

Honey · returning

BEGINNER

Sells honey with John and leaves the posting to him.



Andy

Chinese food · new

BEGINNER

Sells cold noodles and egg rolls. Not very techie



John

Honey · new

EXPERIENCED

Runs the stall's social media and newsletter; an assistant answers customers.



Sidney

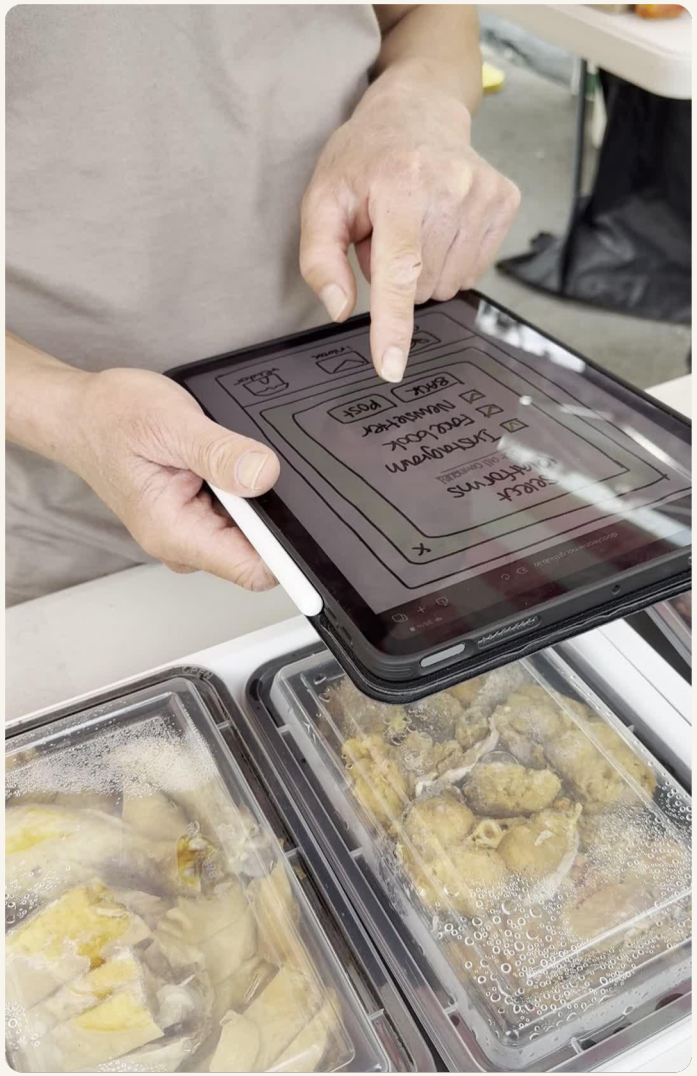
Jewelry · new

EXPERT

Runs social media for her shop and partner businesses; uses AI tools.

1 returning (Jenny, the honey vendor) and 3 new · recruited in person at their stalls, no monetary compensation was given

Environment and team roles



Each vendor’s own stall during market hours, with customers around. Mobile prototype on an iPad; a phone filmed their hands.

Facilitator

Introduced Telly and read each task

Computer

Held the iPad; acted out camera and voice

Note-taker

Logged taps, pauses and quotes

Videographer

Filmed hands on the screen

Procedure: how we designed the test

What we chose	Why
At each vendor's own stall, during market hours	Reach real vendors, with their products and stories right in front of them.
Tasks ordered simple → complex	Share a ready post, reply to customers, then create from scratch. The most common job comes first.
One script, one task sheet for everyone	Same words and order, so the four sessions compare.
Every error coded, plus whether they fixed it alone	From transcripts and video, to measure our fewer errors goal.

Usability goals and key measurements

Efficient

Target: Task 3 in under 3 minutes, 12 taps or fewer

WHY THIS GOAL

Vendors told us they don't have time for social media. If posting takes longer than a few spare minutes, they won't do it.

HOW WE TRACKED IT

- Timed Task 3 on video, from first tap to "Posted!!"
- Counted taps against our ideal path of about 9

Fewer errors (robustness)

Target: 1 error or fewer per vendor, fixed on their own

WHY THIS GOAL

Many vendors aren't confident with tech. If they get stuck, no one is there to help, so they need to find their own way back.

HOW WE TRACKED IT

- An error = a tap or step that didn't do what they expected
- Coded every error per vendor from transcripts and video
- Marked whether they recovered with no hint from us

Results: every vendor posted on their own

All 4 vendors finished all 3 tasks without help. The errors came from 2 vendors, when they weren't sure where to go next or tapped something that didn't respond.

Efficient

Met

TARGET	WHAT HAPPENED
Every task done without help	**12 of 12 tasks, never shown where to tap**
Task 3 in under 3:00	**Andy did all 3 tasks in 2:03**

Fewer errors

Half met

TARGET	WHAT HAPPENED
1 error or fewer per vendor	**Andy and John: 0 · Jenny and Sidney: 2 each**
Fixed on their own	**4 of 4 errors fixed with no hint**

WHAT EACH VENDOR DID

Jenny

2 errors: where to go next

Starting Task 3, unsure where to make a new post. After posting, unsure how to get home.

"Is there a way to go home?"

Andy

0 errors: straight through

Went record → preview → Post in every task, all 3 tasks in 2:03.

"It's intuitive."

John

0 errors: explored

Tried Edit, Add Media and Draft before posting, then asked how to schedule.

"How would I take it to schedule?"

Sidney

2 errors: dead taps

Tapped white areas that weren't buttons, then tried to edit text that was drawn in.

"I'm only pressing it cause the screen says green."

Other observations



Social media is a shared job. John’s assistant answers his customers, Jenny leaves posting to John, and Sidney posts for her partners too.



Vendors want posts that feel real, not AI-made. Sidney: “...because it wasn’t AI created.”



During Task 3, vendors were very curious about a scheduling feature. John wants posts to reach customers right when he arrives at the market, before his lunch rush.

Telly has to work for more than one person, sound like the vendor, and post at the right time.

Implications



The core flow works, even for a non-techie. New features can’t bury that simple path.



Vendors need proof it worked. Every post should end by showing what went out, without breaking our Efficient goal.



The vendor’s real voice is Telly’s edge; which AI can’t take over



Testing couldn’t show if posts bring people to the stall, if Telly’s writing sounds like each vendor, or how editing works.

Medium-fi build plan

What we'll build (priority order)

1. Finish screen with next steps; "+ New post" always visible
2. Real buttons, every word editable, real camera, photo picker
4. "Post later" button synced with market schedule, offers optimal posting time
5. Shared inbox: a helper can reply, and each reply shows who sent it

Thank you!

Questions?