Telly

Assignment 6 • Medium-Fidelity Prototype ReadMe

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Telly helps farmers market vendors turn everyday food stories into social posts and customer conversations. Vendors share what is special in their own words, review a draft, and choose when to post. A shared inbox brings customer questions into the same workflow.

Use this prototype as Jenny, a honey vendor preparing for a market or catching a short break between customers. The three tasks cover publishing a ready draft, answering a customer, and creating a story to post later.

Access and setup

Open the Telly prototype in Figma

figma.com/proto/SPXBKfuKD0Lf7EsuV7U0nx/Telly-Medfi

1. Open the link in Chrome or Safari. The design targets an iPhone 16 in portrait orientation. A laptop browser can also display the phone prototype at a scaled size.

2. Choose “Start here – Today (tasks 1–3)” in the Flows sidebar if it is visible. Use Restart or press R before a new tester. “Task 2 shortcut – Inbox” and “Extras – Stall” provide alternate starting points.

3. Tap buttons, cards, selection chips, and the Today, Inbox, and Stall tabs. Use the back arrow or close control on sub-screens. Clicking an empty area can reveal Figma’s clickable hotspots.

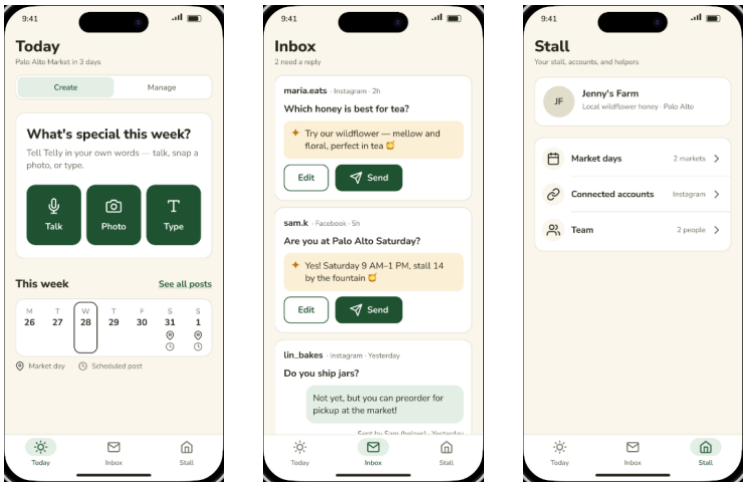


Figure 1. Today, Inbox, and Stall are the three main destinations. Begin each task on Today.

How to run/operate the prototype

Follow the steps below from *Today*. The visible success state marks the end of each task. Posting and sending are simulated, so these actions do not contact customers or publish content.

1 Share a draft

Simple. Review a post Telly has already prepared and share it to the selected platforms.

1. Open Manage on Today. Select “Wildflower honey is back” under Ready to review.
2. Read the Review post screen. Use Edit caption if desired, then Save changes. Tap Next.
3. Choose platforms in “Where should it go?” and tap Post now.
4. The “Posted!” screen confirms the action. Use Back to Today to finish.

2 Answer a customer

Moderate. Read a customer’s question, review the suggested reply, and send a response.

1. Tap Inbox in the bottom navigation. Find maria.eats asking “Which honey is best for tea?”
2. Tap Edit to open the reply screen. Text is prefilled and the displayed keyboard is simulated. You can also send the suggested reply directly from the Inbox.
3. Tap Send, shown as a paper plane. Look for “Reply sent” and a card marked “Sent by you”.

3 Create a story and schedule it

Complex. Gather a story, review its draft, choose platforms, and schedule it before the market.

1. Open Create on Today. Tap Photo, choose Take a photo, then tap the shutter. Talk and Type offer alternate simulated inputs.

2. On Your story, review the sample voice note, photos, and note. Tap Generate post.

3. Tap the "Telly is writing your post…" screen to continue. The prototype does not advance from this loading screen automatically.

4. Review the caption. Optionally open Edit caption, then Save changes. Tap Next.

5. Choose platforms, then Post later. Select a day and time and tap Schedule post. For the supplied example, choose Sat 31 at 10:30 AM.

6. The "Scheduled" screen marks completion. Its platform and time are fixed sample values. Use Back to Today to finish.

Exploring beyond the tasks. Stall contains market days, connected accounts, and team roles. Only the three task paths and selected Stall interactions are connected.

Tools and Simulated Behavior

How we built it

We used Figma for screen design and interactive prototyping: iPhone 16 frames, reusable components and variants, shared color and text styles, frame connections, bottom-sheet overlays, and named flows. Working in one file helps the team keep screens and interactions consistent.

This version focuses on whether vendors understand the interface and can complete the three tasks. We simulated the services behind those interactions so the team could spend this round refining navigation, wording, and visual design. These are choices in this prototype, rather than limits on what a finished product could do.

Wizard of Oz and simulated features

Feature	What happens in this prototype
AI drafting	"Telly is writing your post…" leads to a caption written in advance. Tap the loading screen to continue.
Voice input	"Listening…" displays a prewritten transcript and timer. No microphone recording occurs.

Feature	What happens in this prototype
Photo capture	The shutter inserts preset placeholder photos into Your story. It does not access the device camera.
Suggested replies	The Inbox displays prewritten suggestions for the sample customer questions.
Text entry	Edit caption, Reply, and Type it show prefilled text and a simulated keyboard. Key taps do not produce free text.
Publishing and sending	Post now, Schedule post, and Send display success states. Nothing is published, scheduled externally, or sent to a real person.

What this version leaves out

Real social-platform and newsletter connections, an AI model, live camera and microphone input, free text entry, onboarding and sign-in, working account connection, error recovery, notifications, and live analytics are outside this prototype's scope.

The prototype uses fixed screens and sample data. New posts do not appear in Manage, and confirmations do not consistently reflect earlier selections. These boundaries matter when evaluating the experience; the next page describes the fixed content and its effects.

Fixed content and known limits

The following details are hard-coded demonstration content. They let the three tasks share a consistent vendor, product, and market context.

Prefilled/hard-coded content

Vendor profile. Jenny's Farm, @jennyshoney, local wildflower honey, and Palo Alto.

Market days. Palo Alto Market on Saturdays, 9 AM–1 PM, stall 14 by the fountain; Cal Ave Market on Sundays, 9 AM–3 PM.

Team. Jenny Chen is the owner. Sam Lee is a helper who replies to messages. The Add helper form is prefilled with maya@farm.com.

Connected accounts. Instagram is connected, TikTok is not connected, and Facebook is marked "coming soon".

Inbox. Questions from maria.eats, sam.k, and lin_bakes, the suggested replies, and a reply marked “Sent by Sam (helper)” are preset.

Manage. “Wildflower honey is back” is ready to review; “Spring market notes” is in progress. “Lavender honey tasting” and “See you at Cal Ave” are scheduled. “The bees are back!” shows 1,204 views and “Thank you, regulars” shows 312 views.

Story and caption. Your story contains a 0:24 voice note, two placeholder photos, and a note about a small batch of 40 jars. The generated caption describes wildflower honey, spring rain, and Saturday’s Palo Alto Market from 9–1.

Dates and confirmations. The calendar shows Oct 26–Nov 1 and the status bar shows 9:41. Posted displays Instagram. Scheduled displays Instagram and Sat, Oct 31 at 10:30 AM, even when earlier selections differ.

How the limits affect evaluation

Voice and authenticity. Because input and captions are prewritten, this version cannot establish whether Telly captures a vendor’s own voice or generates useful replies from new questions.

Confirmation and persistence. A different selected platform or time may conflict with the final screen. A new post does not appear in Manage. These are real limitations of this prototype and may make an action feel unsuccessful.

Interaction coverage. A tap outside the connected path may do nothing. The drafting screen needs a manual tap to advance. Restart between testers to return to the starting scenario.

Images



Figure 1. Starting screen (Today). Every task begins here.

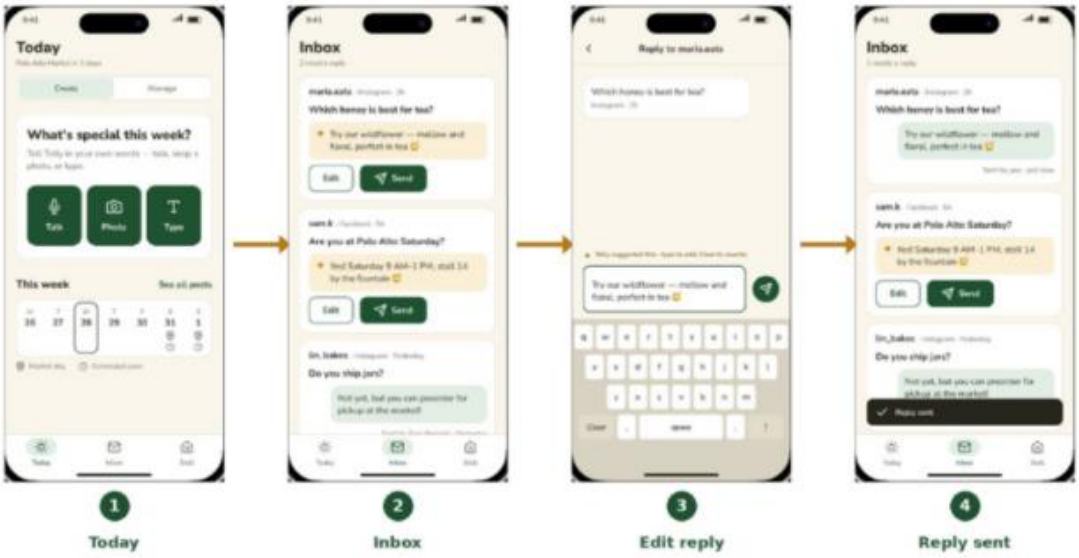


Figure 4. Task 2: answer a customer's question.

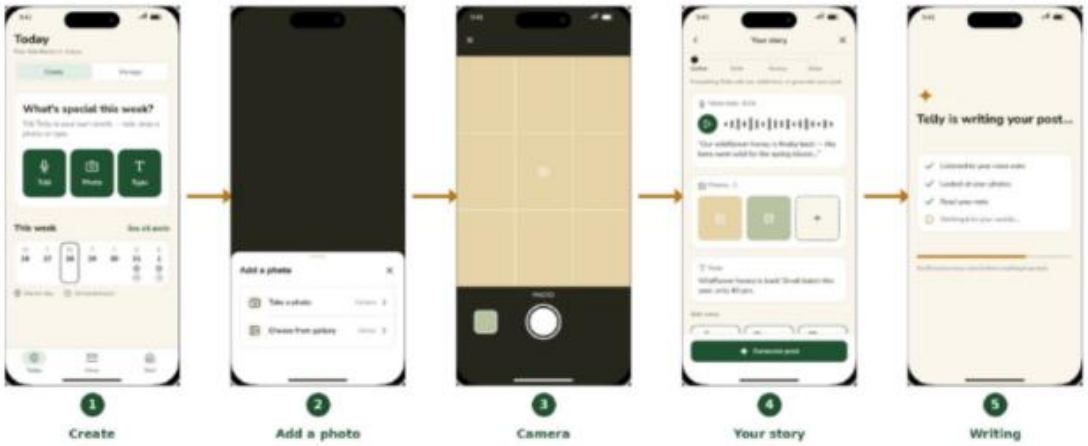


Figure 5. Task 3, part 1: gather your story.



Figure 6. Task 3, part 2: review, edit, and schedule.



Figure 7. Wizard of Oz screens: AI drafting, voice transcript, camera, and keyboard are simulated.

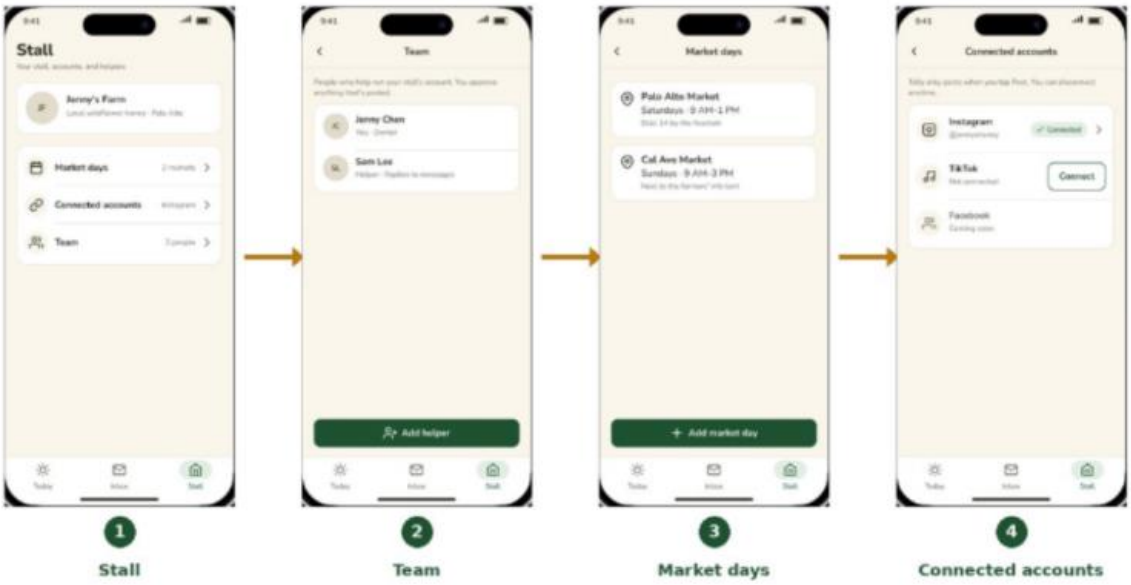


Figure 8. Stall, Team, Market days, and Connected accounts, all with hard-coded data.

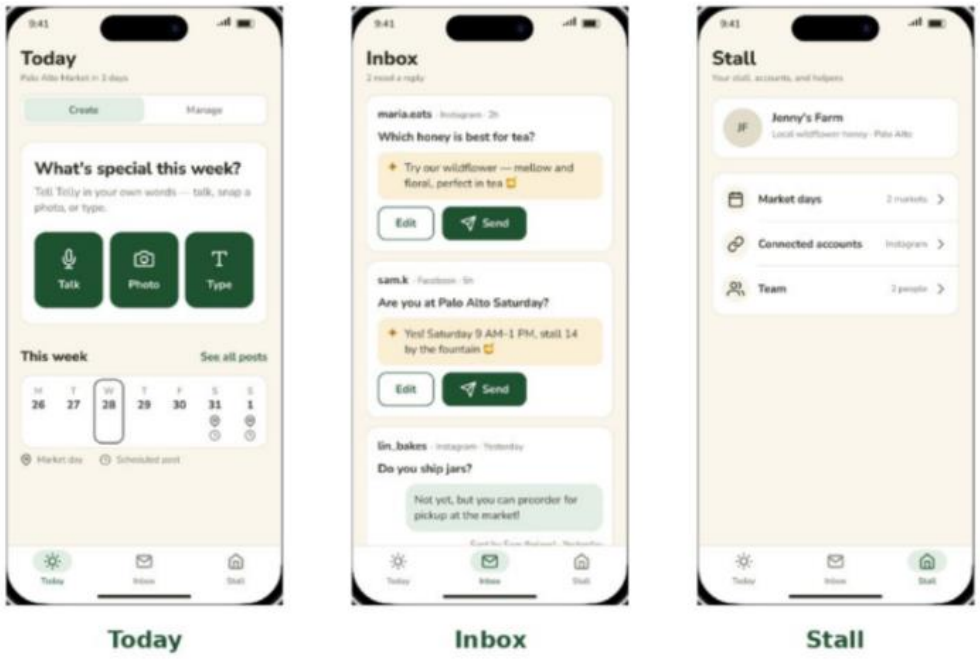


Figure 2. The three main tabs, reachable from the bottom navigation on every main screen.

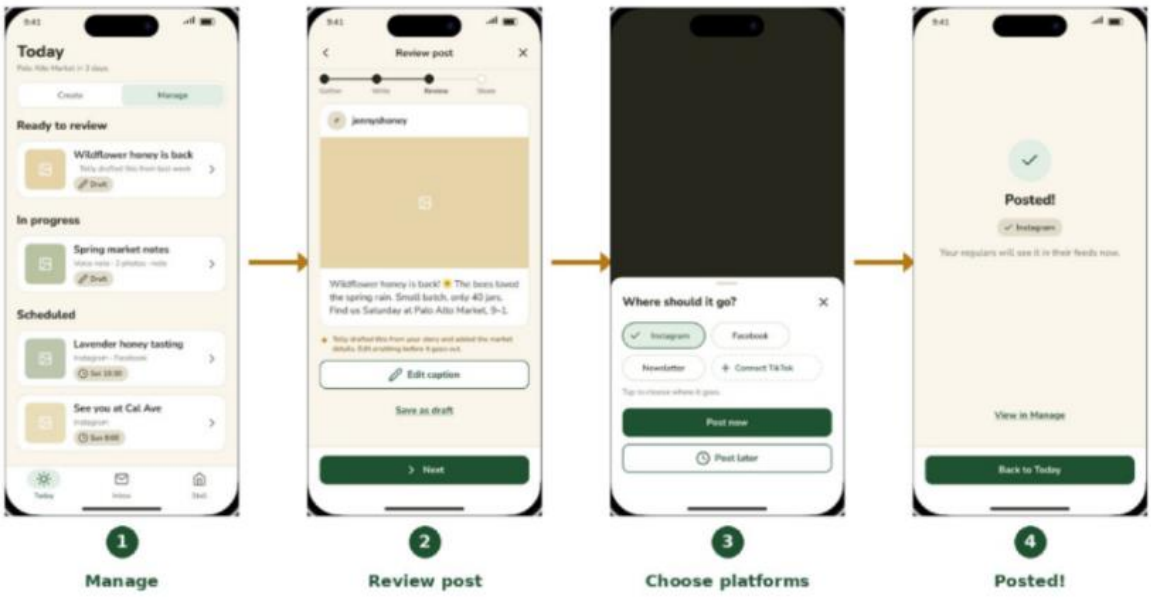


Figure 3. Task 1: share a post Telly has drafted.