HEYPOINT

Creating presence digitally in your friends' environments

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TEAM STORYBOARDERS



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Problem

Friendship requires a level of presence in each other lives. But with deadlines, work schedules, and lifestyle changes, friends are finding it difficult to show presences in each other lives with these responsibilities.

Primary Users

College Students, people who share a city or neighborhood.

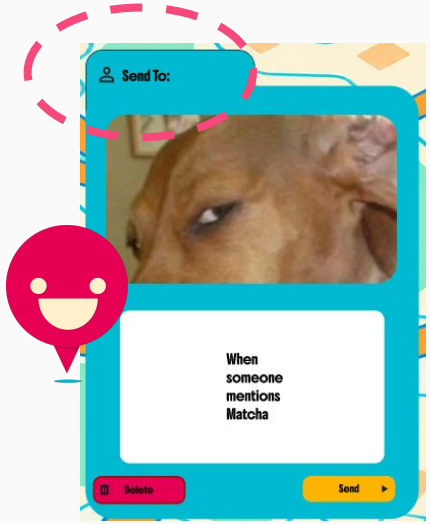
HEYPOINT

Allows you to create tags containing mixed media information all over an area as a way to send your friends environmentally-associated messages.

Values in design

Connection:

Exchange messages in a low-barrier format to spark conversation

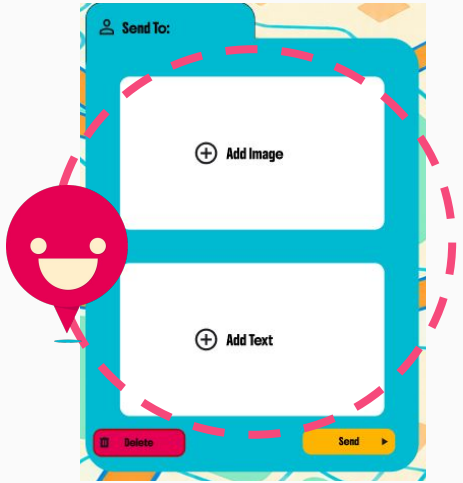


Design Feature: Being able to send posts to friends

Values in design

Fun:

Deriving joy from creating and receiving Heypoints



Design Feature: Freedom of expression through multimedia

Tasks

Simple Task: User wants to preserve a memory.

Justification:

- Low level: User creates a Heypoint
- **Most common and immediate task** a user would do after opening the application



Tasks

Moderate Task: User wants to connect asynchronously with their friends

Justification:

- Low level: Viewing a Heypoint
- A user would do this task after **opening a push notification or browsing their area** of vicinity on the map, which is *slightly* less common than creating a Heypoint



Tasks

Complex Task: User wants to exercise autonomy over their memories by managing a Heypoint ecosystem.

Justification:

- Low level: View Heypoints and manage them in inventory
- Requires a **high level of emotional investment** from the user after interacting with friends through Heypoints, so this is a rarer occurrence compared to simple/moderate tasks



Usability Goals and Measurements

Robust:

- Aim For <3 misdirections
- Metric: # of Misdirections

Efficient:

- Users do not spend more than 1minute 30secs on tasks
- Metric: Time elapsed in tasks

Functional:

- Users are not are able to complete tasks
- Metric: 0-4 Usability range

Given our goals and results from testing, we aimed to simplify our design with less buttons and add more clarifying text

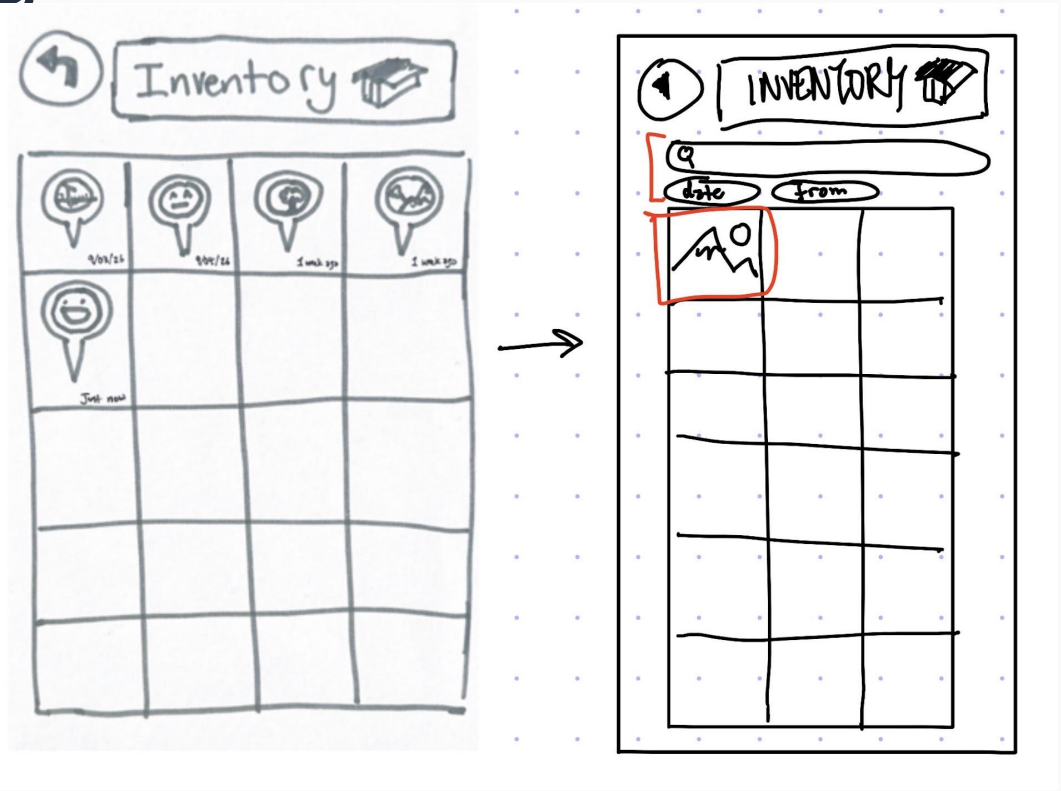
Revised Interface Sketches



Removed “favorite” button

- prototype testers felt it was redundant and confusing.
- Function overlaps heavily with “collect” button
- This change declutters the screen and makes interaction smoother
- **Efficient:** Less clutter makes tasks more efficient

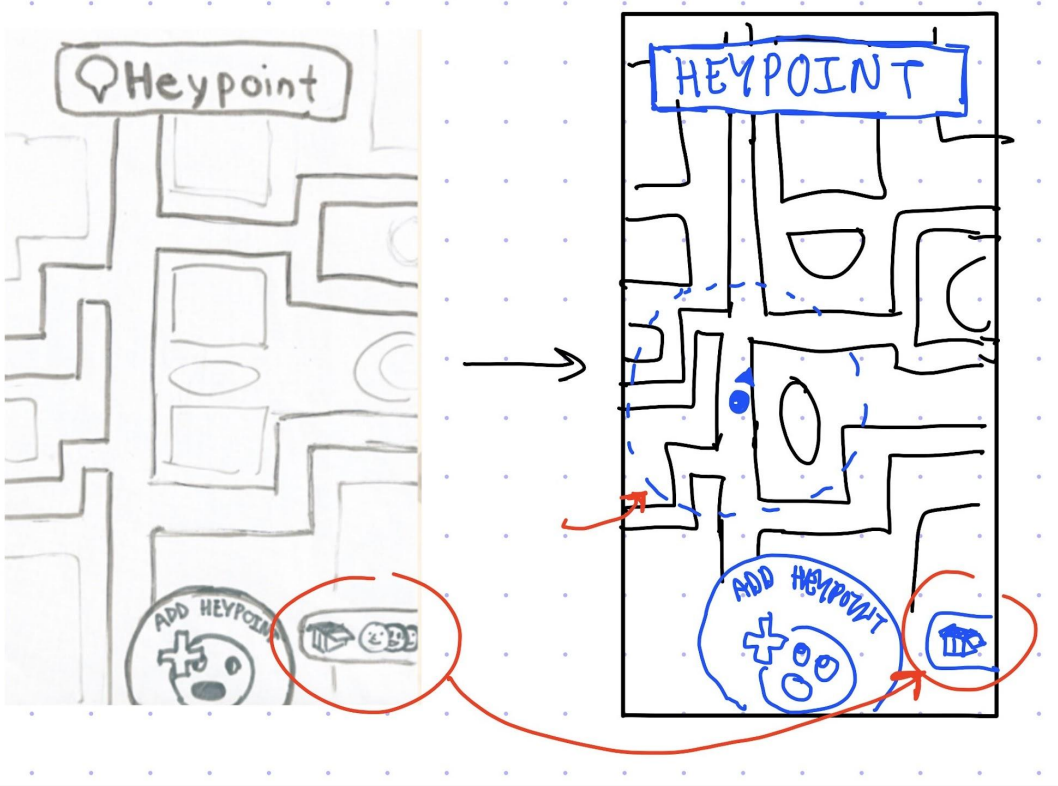
Revised Interface Sketches



Added Heypoint filtering and search

- Based on prototype tester feedback
- This makes finding Heypoints more accessible, especially as they accumulate
- **Functional, efficient:** Allows users to find desired Heypoints quicker, adds greater functionality to the inventory

Revised Interface Sketches



Added location marker and radius

- Clarifies which Heypoints are accessible and helps orient users on the map

Simplified inventory button

- Additional content confused prototype testers, and was redundant

Robust, efficient: Less misdirections since users no longer hesitate about the meaning of inventory button, or struggle to find their location.

Design System

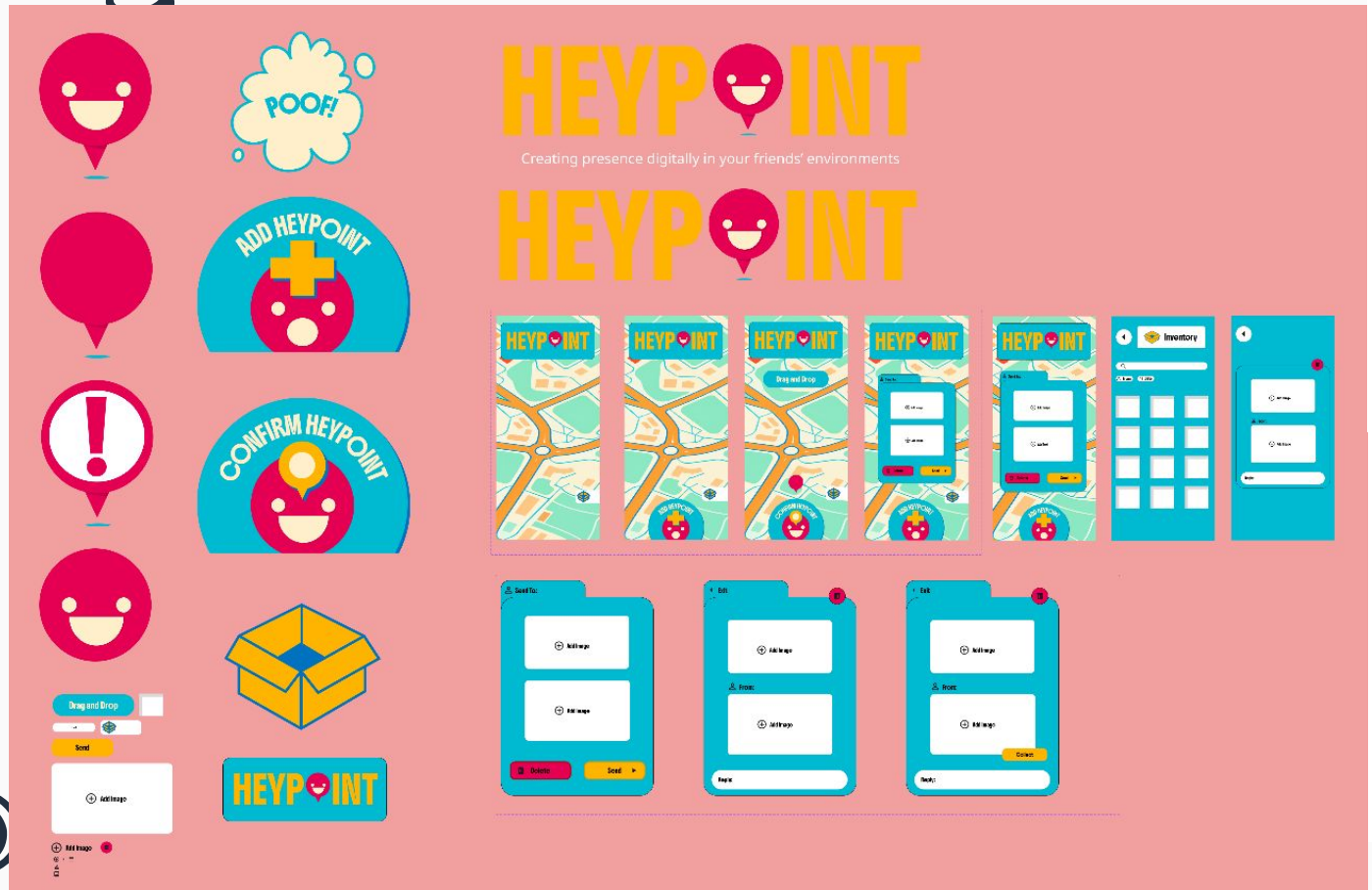
- **Bright & vibrant colors:** invokes fun, bold emotions, is additionally high contrast for visibility.
- **Boldonse:** sans-serif helps with readability while having a casual vibe. Boldonse has very circular shapes which can be incorporated into recurring Heypoint motifs.

Boldonse
Boldonse
Boldonse
Boldonse
Boldonse

#F30000 #FF8A00 #FFF0CB
#00BAD1 #0070D2 #E50054
#C3004B

HEYPOINT

Design System



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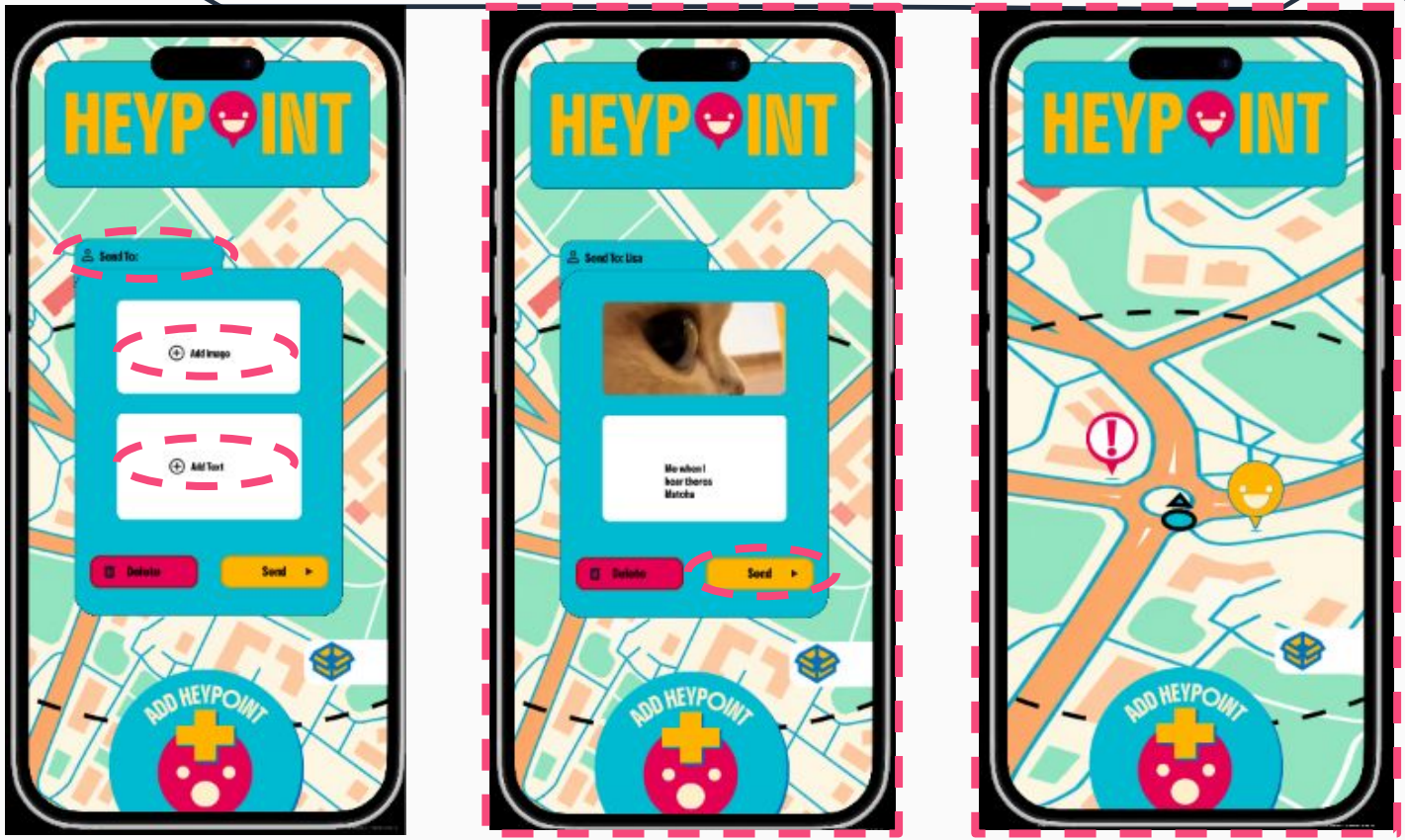
Simple Task Flow: User wants to preserve a memory.







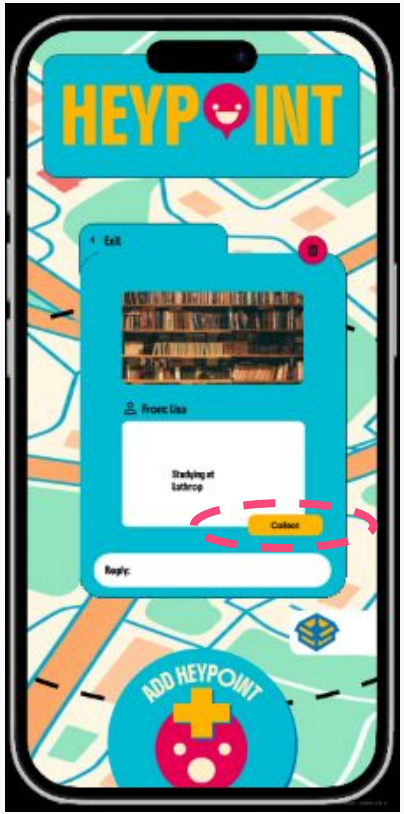
Simple Task Flow: User wants to preserve a memory.

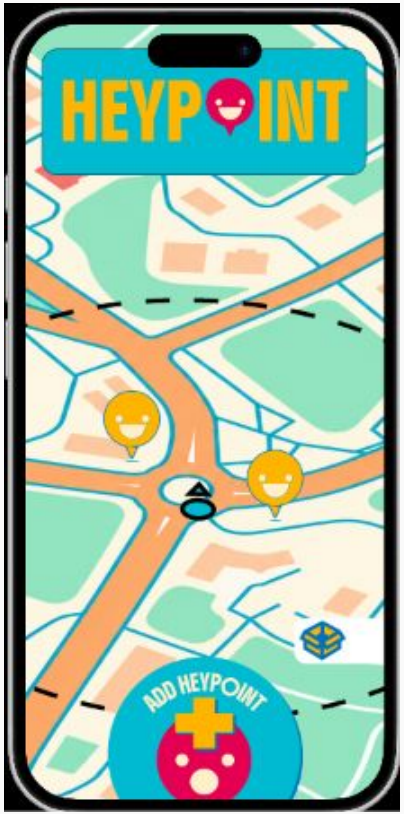


Tap on each field to fill in pre-generated text and images. Then click SEND

Moderate Task Flow: User wants to connect asynchronously with their friends

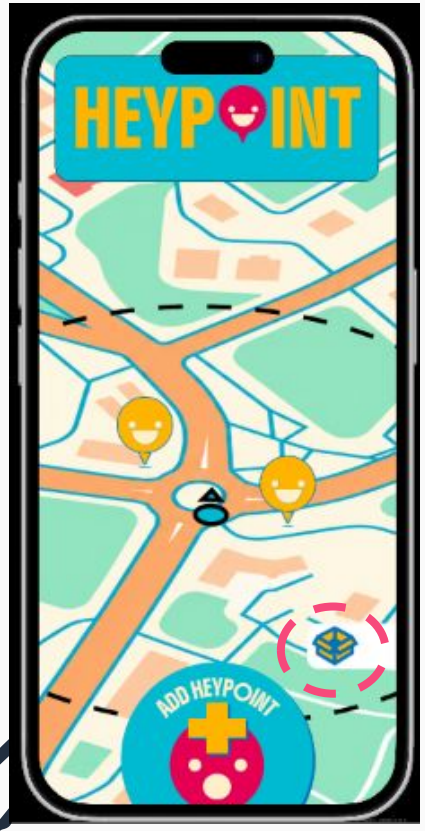


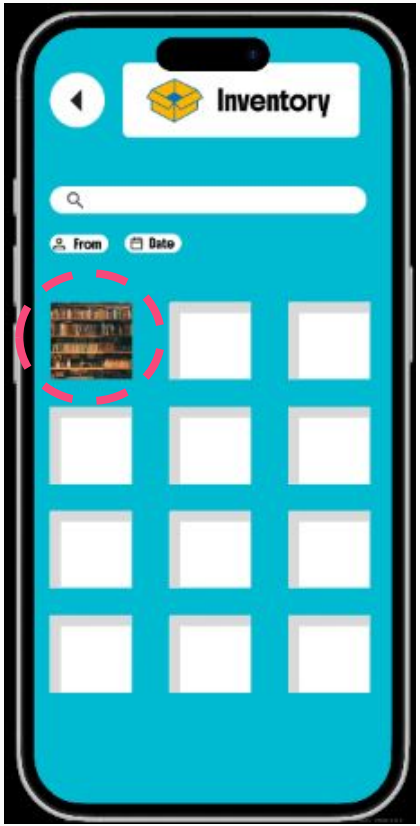


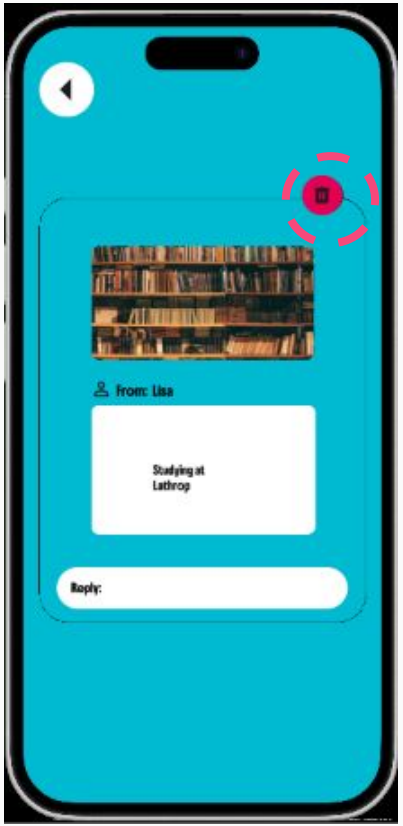


Select the unread Heypoint, marked by an ! mark. It is possible to either

Complex Task Flow: User wants to exercise autonomy over their memories by managing a Heypoint ecosystem.

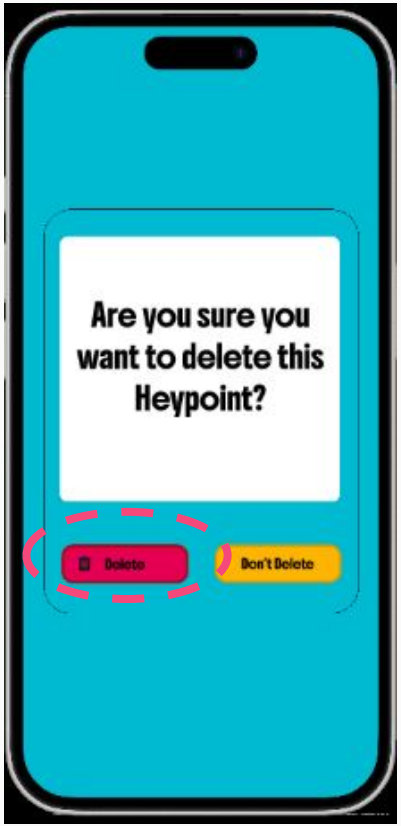




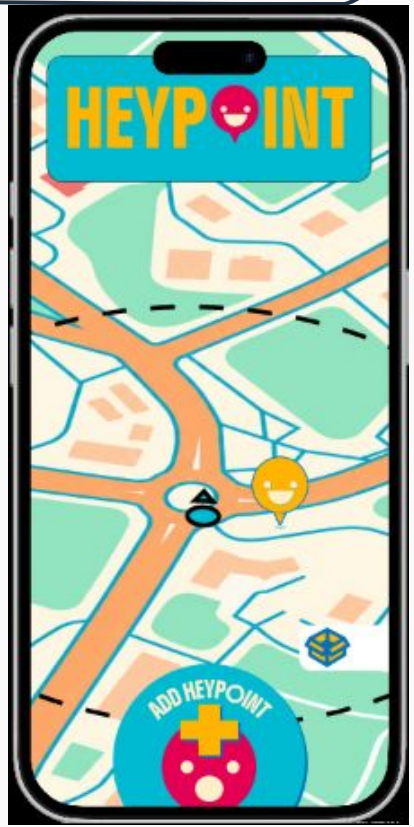


Select the inventory at the bottom right of the screen. Click on boxes to

Complex Task Flow: User wants to exercise autonomy over their memories by managing a Heypoint ecosystem.







Prototype Implementation

Figma Prototyping

Pros:

- Easy design to implementation pipeline: Centralized system for components and making layouts
- Bookkeeping: easy to collaborate on as there is one centralized file that everyone can view in real time

Cons:

- Tedious: Lack of support for complex conditionals require additional screens, unable to create a truly consistent and interactive demo
- Static: Can't include location features or drag the map around

Limitations: It's difficult to create a truly interactive experience that updates states

Hardcoded/Wizard of Oz features: The Heypoints themselves, as well as the content that is filled into the Heypoints. Additionally, the location marker is just a static marker

Despite the limitations, Figma's bookkeeping/collaborative system made it the most appealing option for the medium-fi prototype, which emphasizes implementing key task pipelines.

THANKS!





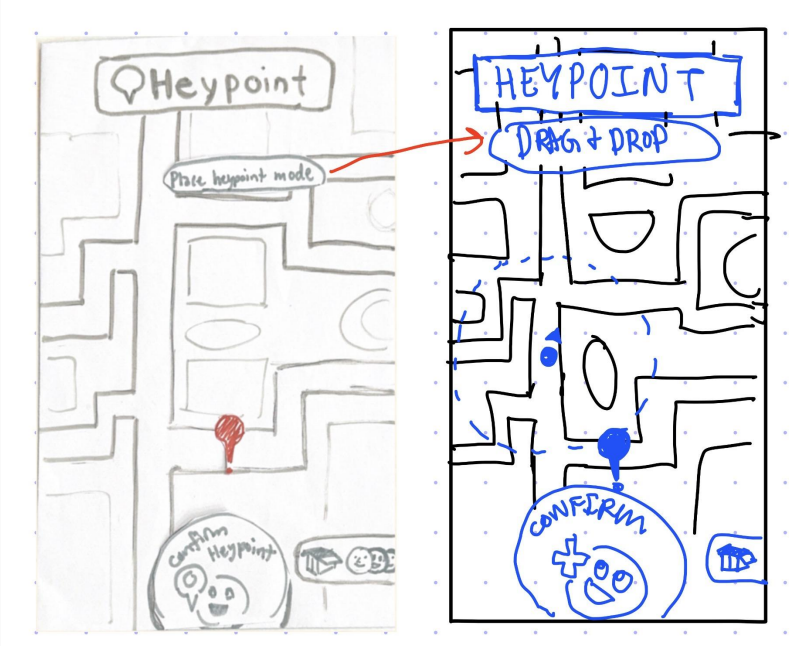
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Appendix:

Prototype README: (here)
Figma Prototype: (here)
Design System Figma: (here)

Additional Interface Changes



Changed instruction to “Drag and Drop” for clearer instructions