Assignment 5: Lo-fi Prototype

Design for Offline Experiences

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Outline

01 Our Project

02 Sketching

03 Selected Idea

04 Prototype

05 Experiment

06 Conclusion

Our Project




Hidden Gems
unearth your next move



“Hidden gem”: something people may not know about or that receives far less recognition than it deserves.



Everyone loves hidden gems, but **busy professionals and students** face high barriers to entry when thinking about their next “move.”



Through a **map** interface, we want to create **an app** that allows people to physically interact with the world while easily **finding and sharing** hidden gems with their **communities.**

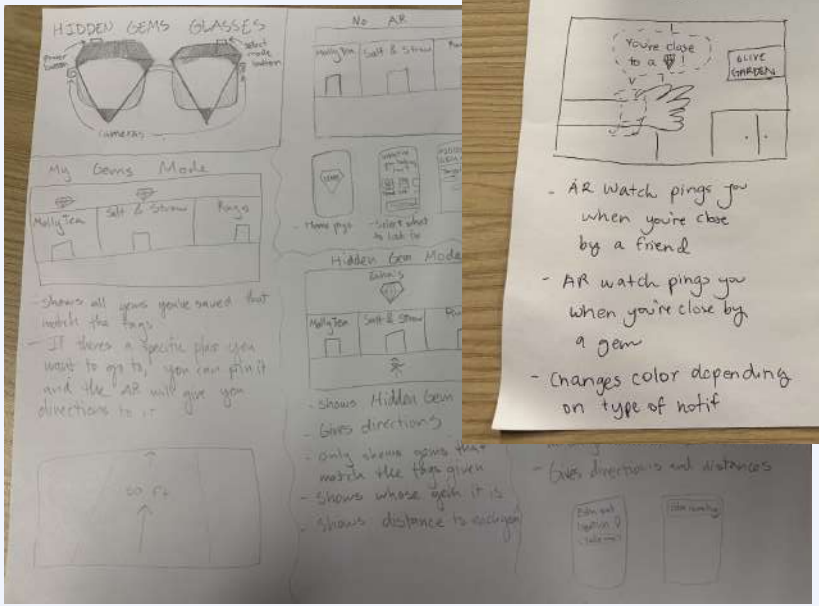
Sketching



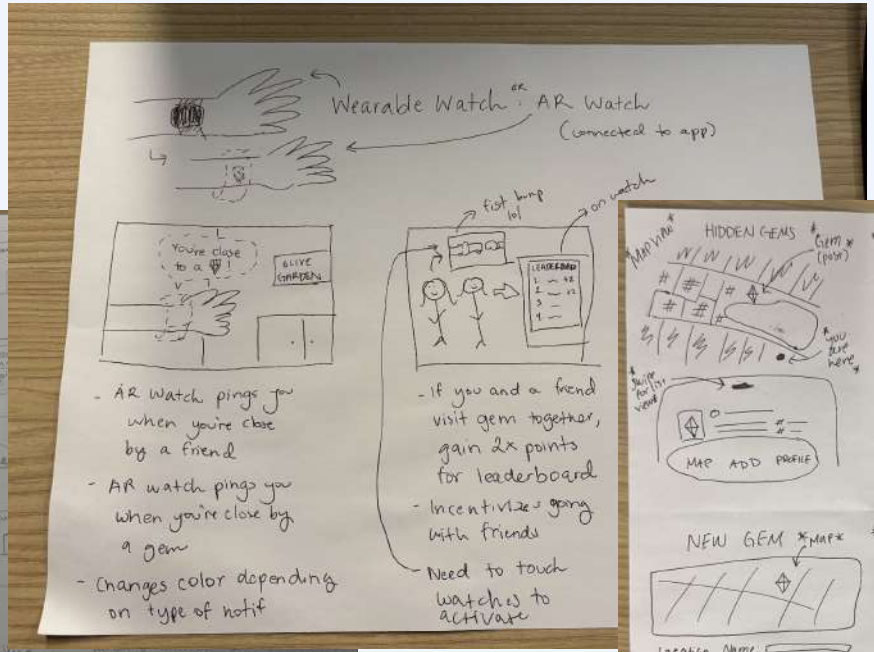

30
Solutions

Concept Sketches

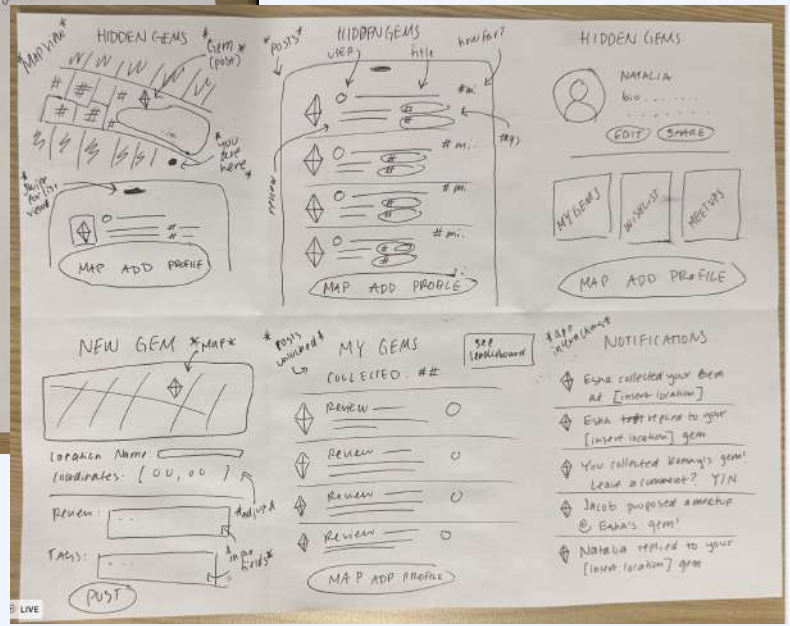
Glasses



Wearable

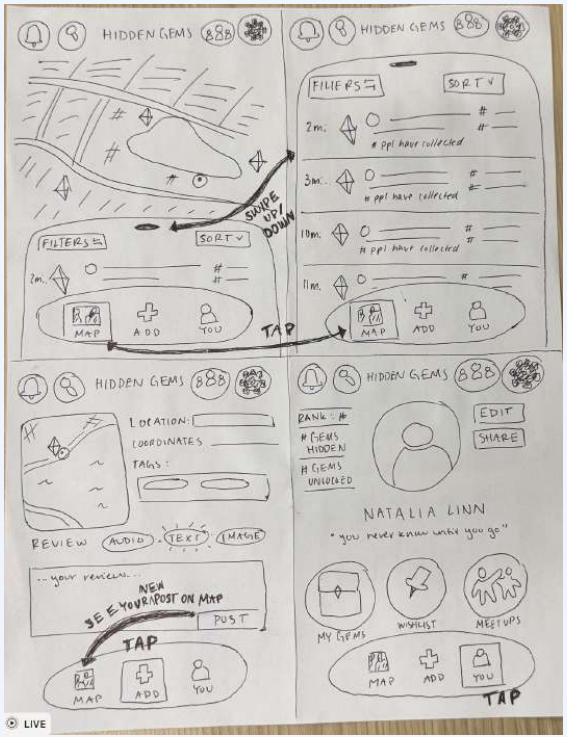


Mobile App

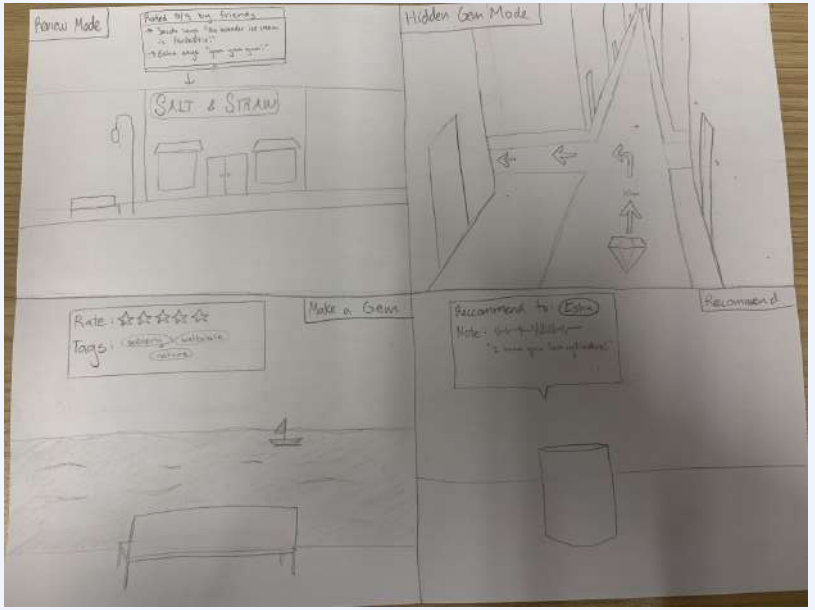


2 Selected Realizations

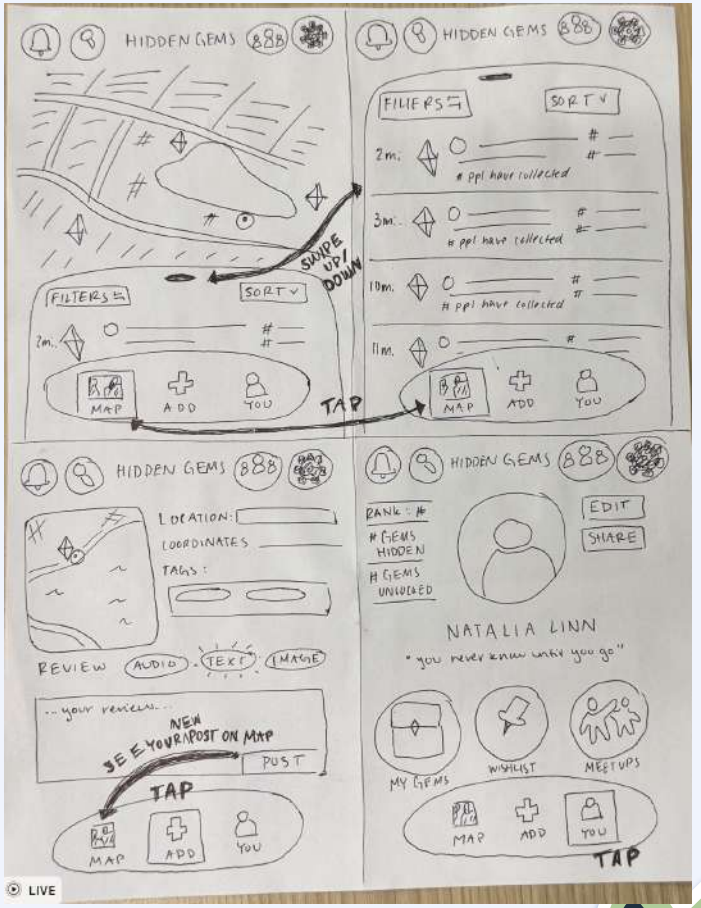
Mobile App



Glasses



Mobile App


HIDDEN GEMS
FILTERS
SORT
2m.
ppl have collected
3m.
10m.
11m.
SWIPE UP/ DOWN
MAP
ADD
YOU
TAP
LOCATION:
COORDINATES
TAGS:
REVIEW
AUDIO
TEXT
IMAGE
...your review...
NEW
SEE YOUR POST ON MAP
POST
RANK: #
GEMS HIDDEN
GEMS UNLOCKED
EDIT
SHARE
NATALIA LINN
"you never know until you go"
MY GEMS
WISHLIST
MEETUPS
LIVE

Pros/Cons (Mobile)

Pros:

- Easy to organize information
- Familiar interface
- Accessible

Cons:

- Small display
- May distract from offline focus
- Saturated market

Prototype



Task #1

View a post.

Task #2

Reply to a post.

Task #3

Create a post.

Loading Page



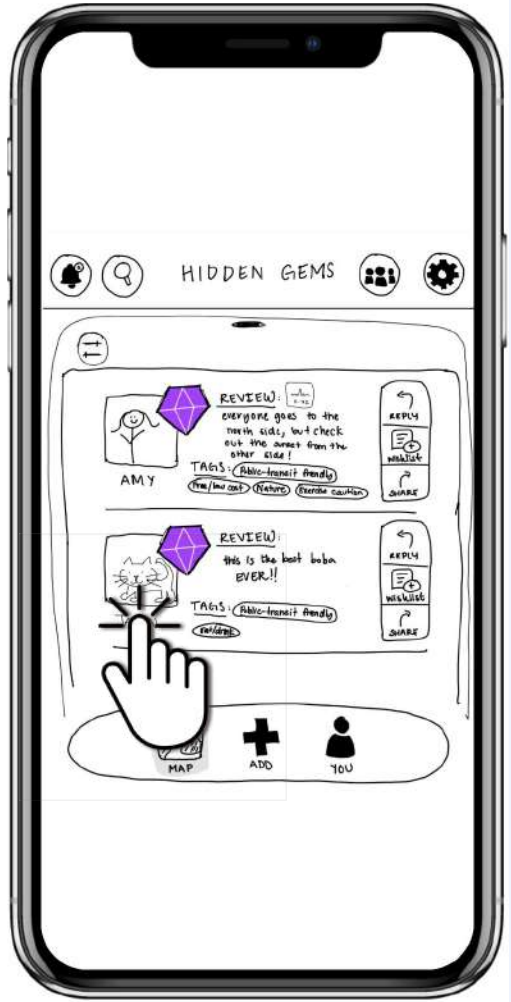


Location privacy screen

Home page,
Map view

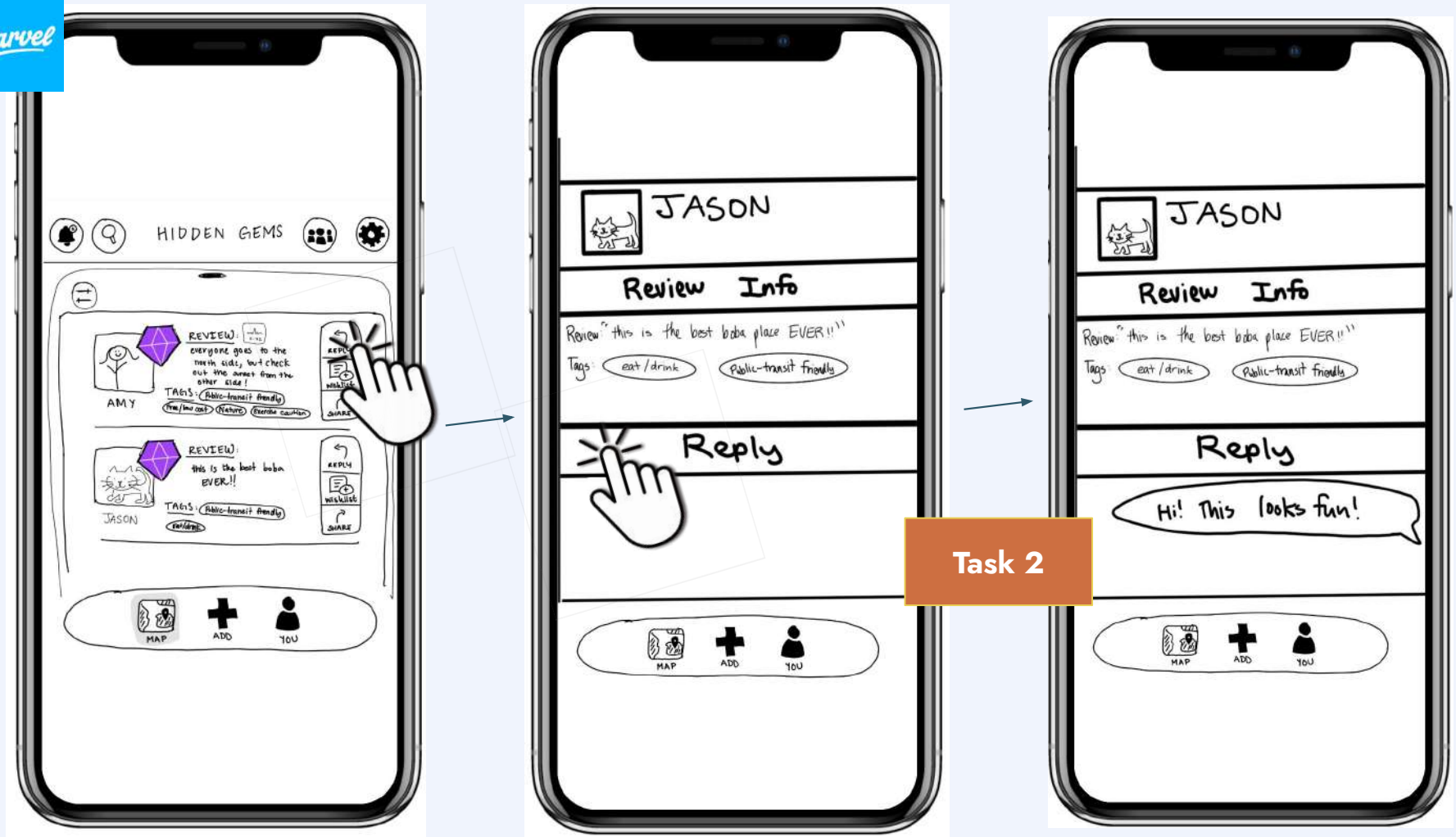
Task 1





Home page,
Feed view

Task 1


HIDDEN GEMS
REVIEW:
everyone goes to the main side, but check out the arcade from the other side!
AMY
TAGS:
Public-transit friendly
free/low cost
Nature
Exercise caution
REPLY
wishlist
SHARE
REVIEW:
this is the best boba EVER!!
JASON
TAGS:
Public-transit friendly
Fun/drink
MAP
ADD
YOU
JASON
Review Info
Review: "this is the best boba place EVER!!"
Tags:
eat/drink
Public-transit friendly
Reply
MAP
ADD
YOU
Task 2
JASON
Review Info
Review: "this is the best boba place EVER!!"
Tags:
eat/drink
Public-transit friendly
Reply
Hi! This looks fun!
MAP
ADD
YOU

Home page,
Map view



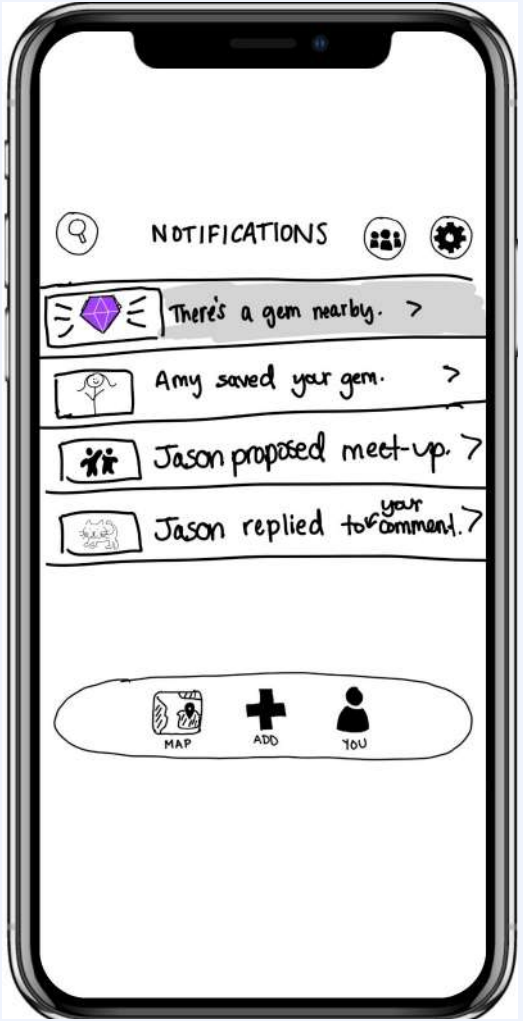


New Gem
page

Task 3


[YOUR NAME]
i love scenery and hole in the wall restaurants!
EDIT PROFILE
SHARE PROFILE
MY GEMS
WISHLIST
MEET-UPS
MAP
ADD
YOU


MY GEMS
34
ALL
Most Recent
REVIEW:
1d
TAGS:
REVIEW:
please hmu if u go here...
3d
TAGS:
MAP
ADD
YOU


NOTIFICATIONS
There's a gem nearby. >
Amy saved your gem. >
Jason proposed meet-up. >
Jason replied to your comment. >
MAP
ADD
YOU


!
This feature is under construction.
OK


YOU'VE BEEN
BANISHED

Experiment



Participants

Nurse

Asian American Female
(Late 20s)
Esha's roommate's sister





Google

Vietnamese Female
(Early 20s)
Natalia's friend's coworker

Publisher

Armenian Male (80s)
Y2E2 Coupa

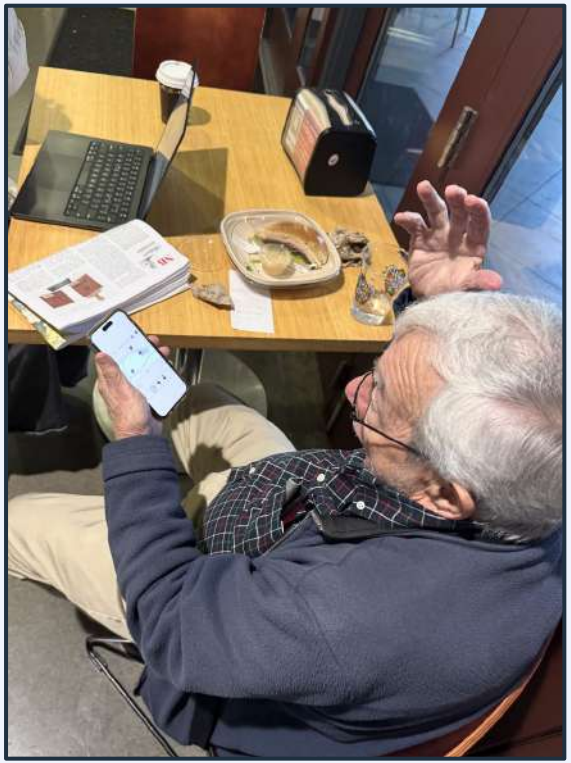




Startup

Unknown Male (30s)
Y2E2 Coupa

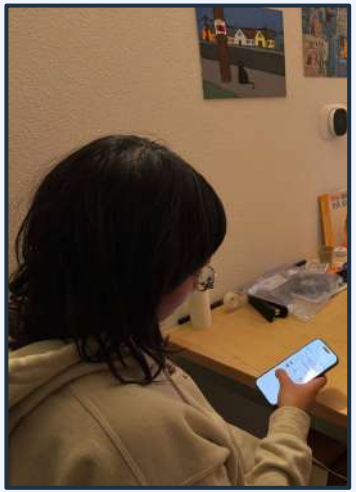
Procedure



Natalia: Facilitator
Esha: Facilitator
Kenny: Notetaker
Jacob: Notetaker

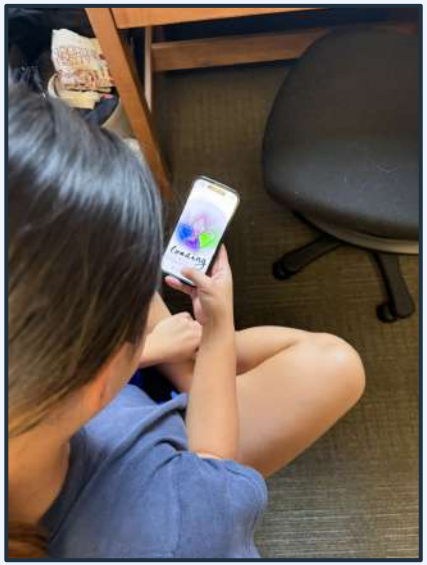
1. Politely approach and receive consent
2. Recite our script
3. Screen record
    a. Prompt participants with task
    b. Observe their actions and record their behavior
4. Inquire about their overall experience
5. Take a picture of them with our prototype!

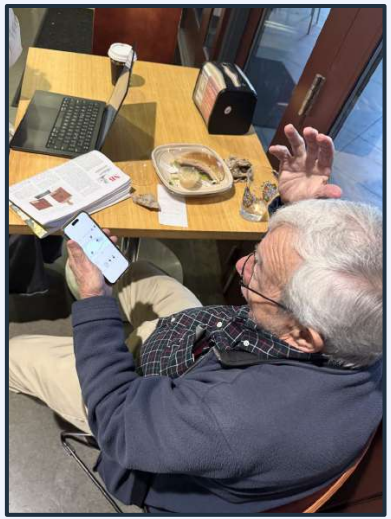
Environment & Setup



Nurse

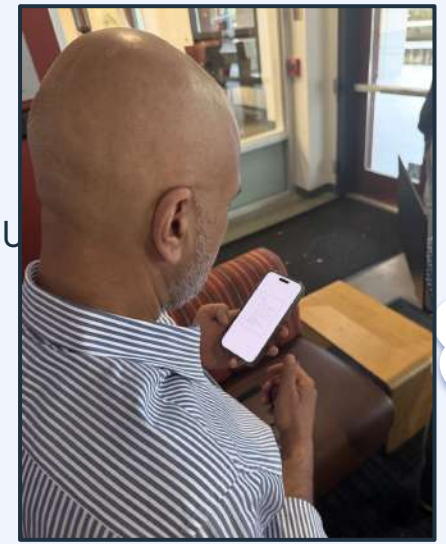
Google





Publisher

Startup



Key Measurements

Time



# of minutes and seconds to complete all 3 tasks

Positivity

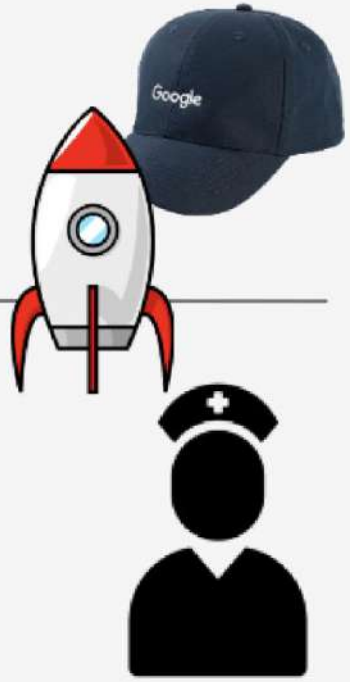


# of positive quotes from subject

Pleasing

Inefficient





Efficient

Unpleasing

Pleasing





Inefficient

Efficient



Unpleasing



1:49



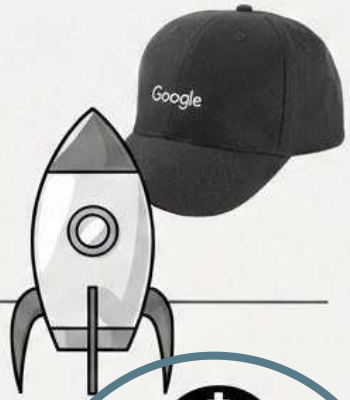
2

Cosmetic problem:

- *"Not super sure what it all means, but it made sense."*
- *"Confusing…"*

Pleasing





Inefficient

Efficient





2:01



0

Cosmetic problem:

- *"Okay, I don't know if I did it or not."*

Unpleasing

Pleasing





Inefficient

Efficient



Unpleasing



2:22



2

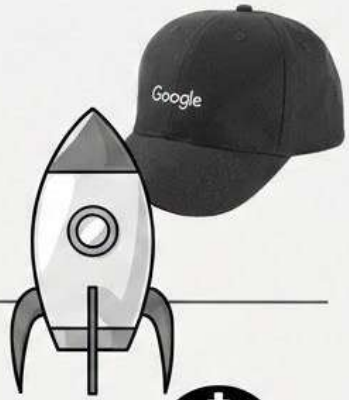
Cosmetic problem:

- *"It's so cute!"*
- *"Why does it look like that?"*
- *"Is a Gem a Post?"*

Pleasing



Inefficient



Efficient



Unpleasing

Usability catastrophe:

- Trouble achieving tasks
- *"Make text bigger."*
- *"Make sure vocabulary is transparent."*



6:00



3

Discussion



Results

Our interface is **intuitive** and **efficient** to navigate for digital natives.



Our interface is **pleasing** for most people.



Limitations

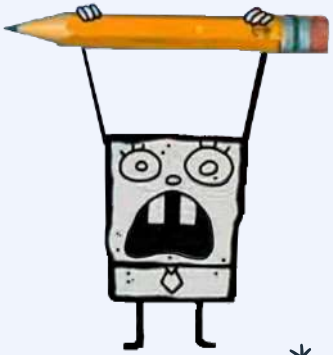
We had a lot of **unexplored pages.**





One of our users **was rushing**, because of his Uber.

A lot of people were confused due to **the nature of low-fi prototype.**



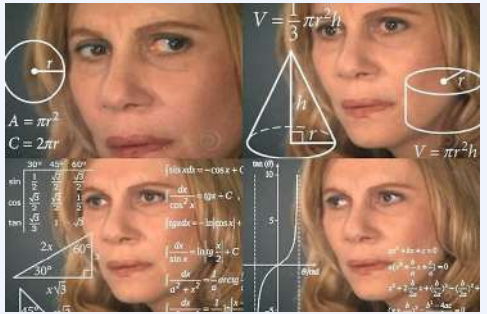
What will we change?

We want to make sure the word “gem” is **understandable**.









We want to make sure our design **isn’t overwhelming**.

Thank you for listening!



Appendix



Interview Script

Setup. Open up app on personal device and **screen record,** take notes on laptop, take picture on their phone and have them send it to you

Introduction. Hi, I am with a group of Stanford students and looking to demo an early low-fidelity version of our app for a class. Could we take 5-10 minutes of your time for you to test our app?

Background. Our app is to help students and busy professionals find their next activity or location to go to.

Transparency. The app may look a little messy and incomplete since it is low-fidelity, so feel free to ask any questions if you can't read or understand something. But overall, we want to get a sense of if our app feels intuitive to you, so there are no wrong answers. Please say all your answers out loud.
Also, is it alright if we take a few pictures of you while you're participating in the experiment?

Tasks. We'll have a total of three things we'd like you to try on our app today. Again, there are no right or wrong answers and we encourage you to explore our app freely, even if it strays from the task.
First, please view a post. Once you think you have completed the task, please let me know.
Second, please reply to a post. Once you think you have completed the task, please let me know.
Third, please create your own post. Once you think you have completed the task, please let me know.

Outro. You've completed all the tasks. Thank you so much!

Notes

Nurse:

- Didn't know if they accomplished what they needed to or not

Google employee:

- "What is this?" Not impressed by low-fidelity interface
- Thought design was very cute afterwards

Publisher:

- Tricky to find, explored more than the others
- Make font bigger and language more accessible
- Took the longest amount of time

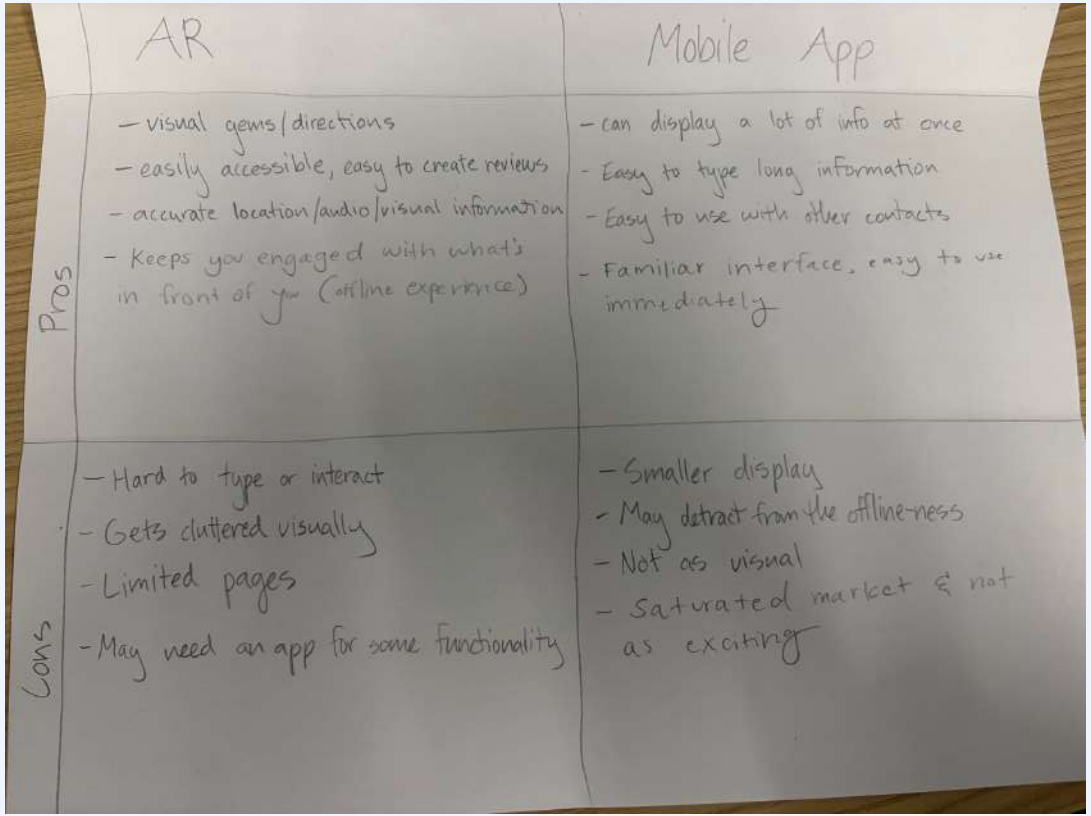
Startup founder:

- "Pretty good, a little confusing"
- He was in a rush
- Not super sure what it meant

Critical Incidents

Participant	Severity Rating	Evidence
Nurse	Cosmetic problem	Didn't know if they accomplished what they needed to or not, but had a very easy time completing the tasks
Google	Cosmetic problem	"What is this?" Not impressed by low-fidelity interface + Thought design was very cute afterwards
Publisher	Usability catastrophe	Tricky to find, explored more than the others + Wants to make font bigger and language more accessible + Took the longest amount of time
Startup	Cosmetic problem	Mentioned it was confusing and wasn't super sure what it meant, but had an easy time completing tasks

Full Pros & Cons



	AR	Mobile App
Pros	– visual cues / directions – easily accessible, easy to create reviews – accurate location/audio/visual information – Keeps you engaged with what's in front of you (offline experience)	– can display a lot of info at once – Easy to type long information – Easy to use with other contacts – Familiar interface, easy to use immediately
Cons	– Hard to type or interact – Gets cluttered visually – Limited pages – May need an app for some functionality	– Smaller display – May detract from the offline-ness – Not as visual – Saturated market & not as exciting

Consent Form (also in folder)

https://drive.google.com/file/d/1Jj_i4cLXTX96PuHdIiu1CqVo3Tj77XQk/view?usp=drive_link

Marvel Link

https://marvelapp.com/prototype/b0i04df

Password: hiddengems

Sketch Report Link

https://docs.google.com/document/d/1lK5ZUWCB5aZmkfwCGiCbpgLOJAXzILLSCladR8dVsiM/edit?usp=sharing