Assignment 6: Medium-fi Prototype

Design for Offline Experiences

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Outline

01 Our Project

02 Project Tasks

03 Demo

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.



Problem: 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.**

Project Values



Accessibility

Financial



Physical



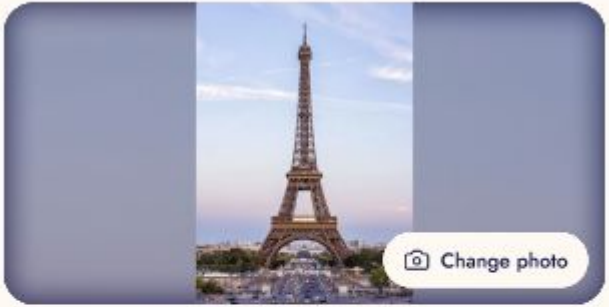

billyjoe
2 weeks ago
awesome view.
outdoors
landmark
caution
eshyyy
3 weeks ago
if u go, please lmk!!
nature
cheap
cubbot
1 week ago
best coffee I've ever had
beverage
cheap
music

Individuality



Your photo

1 photo added



What makes it a gem?

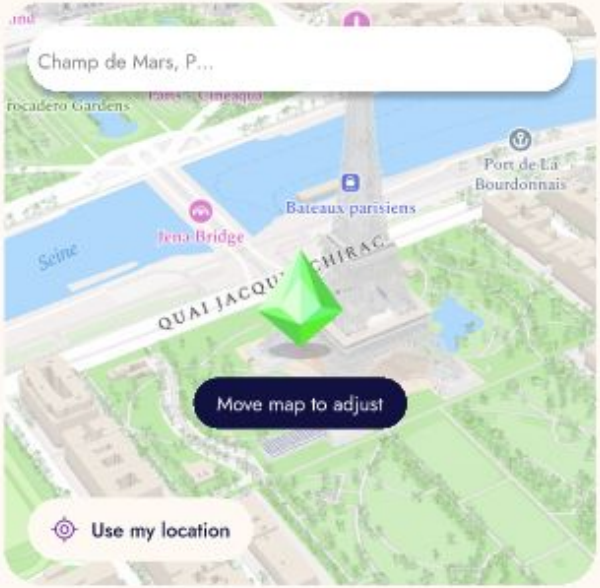
A little detour for the best Eiffel Tower view. Come just before sunset!

74 / 300

Add a few tags

3 of 3 selected

outdoors ✓ | landmark ✓ | architecture ✓ | nature | food & drink | cheap | +



Champ de Mars

7th arrondissement, Paris, France

Pick a public, accessible spot. Keep private places a secret.

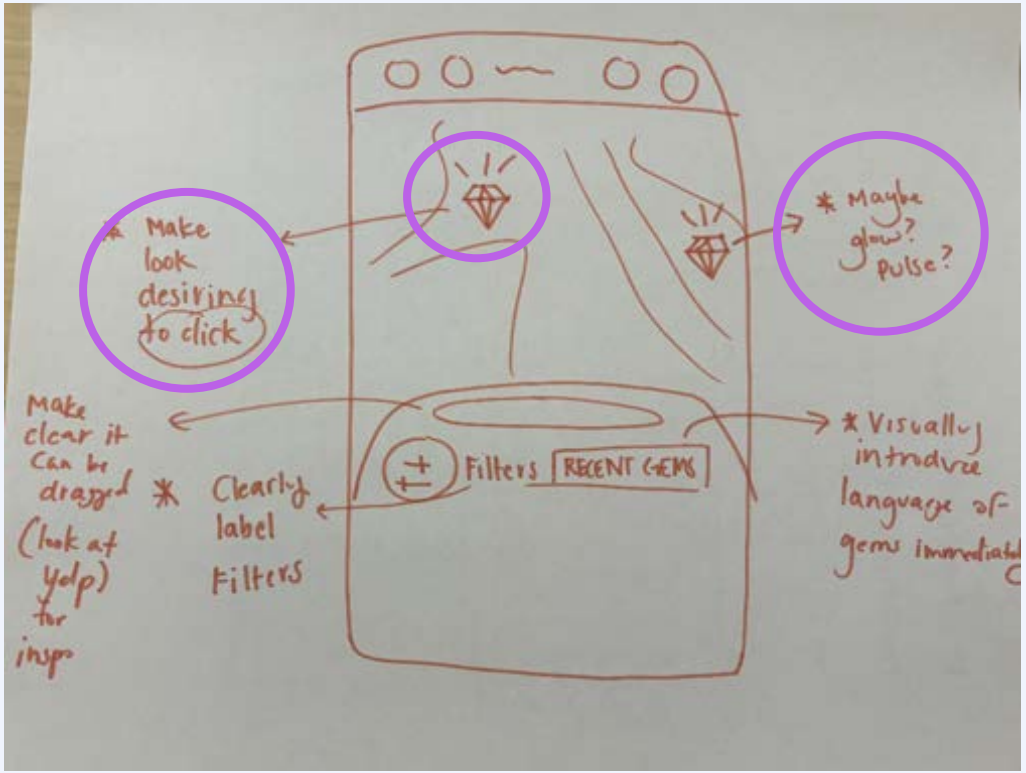
Value Tensions

Revised Interface Sketches



In our low-fi, 50% of participants **didn't realize** that they could also **click on the map,** so we wanted to make the map gems look **enticing to click on.**





Our Tasks



Simple Task

View a post.

Moderate Task

Reply to a post.

Complex Task

Create a post.

Simple Task

View a post.

Enter app

Encounter **loading screen (<5 seconds)**



Grant **location access**



Not implemented in med-fi prototype, but if user does not grant location access, they can access the app, but cannot unearth other posts or create posts.

View Post: From Map

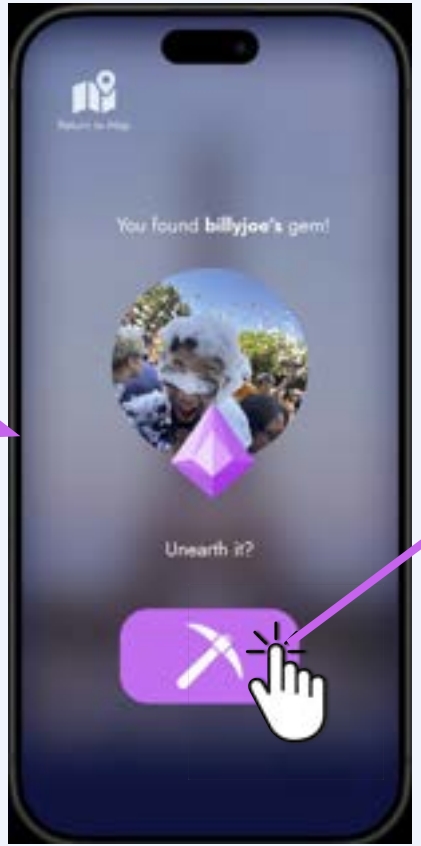
Arrive at **landing page**



Click on **friend's post** on map



User can "**unearth**" (discover and view) the post



User can now **view post!**

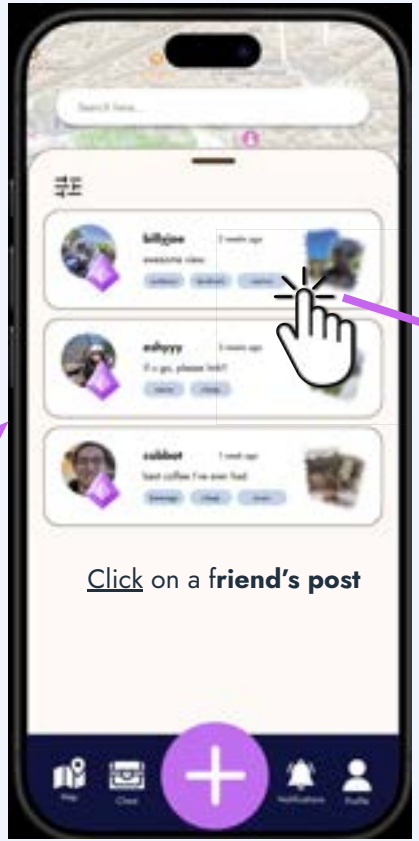


View Post: From Feed

Arrive at **landing page**

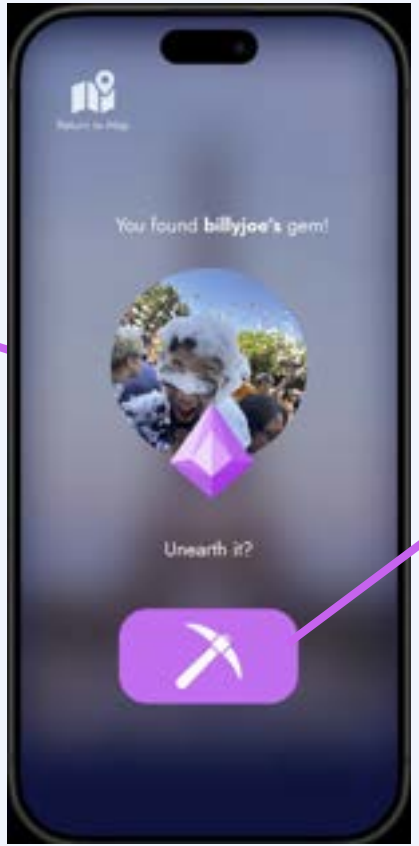


Drag screen up and down to alternate between **feed and map view**



Click on a f**riend's post**

User can "**unearth**" (discover and view) the post



User can now **view post!**



Moderate Task

Reply to a post.

Drag screen up and down to alternate between **full post view** and **replies view**

User sees **"Leave a reply" box**

User types reply

User can see their own post



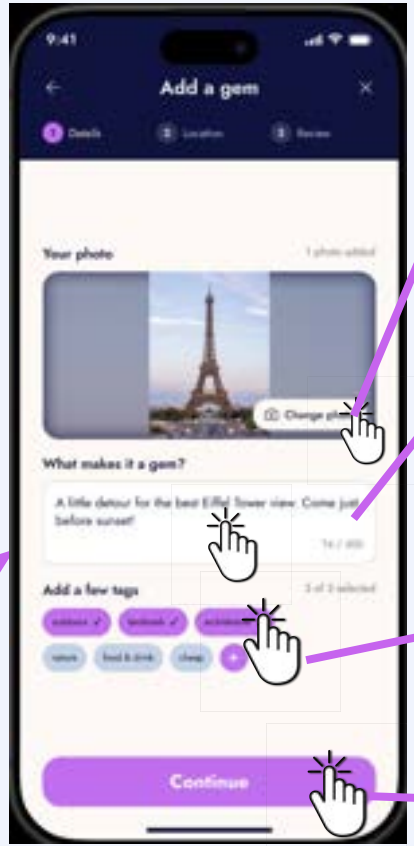
Complex Task

Create a post.

Go to **landing page** and click on **purple "+" button**



Customize post and click **"Continue"**



1. *Add **photos** (not implemented)*

2. Type **description** of gem

3. Customize **tags** by clicking on generated tags



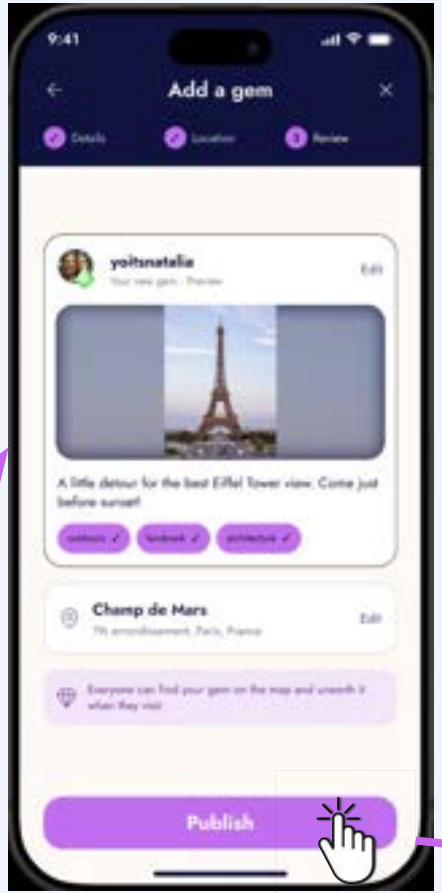
4. Proceed by clicking **"Continue"**

Set **location** of post

Review post **details**

Location intractability not implemented due to Figma limitations





See **post confirmation page** and click **"View my Gem"**



View new post immediately



See **post confirmation page**



View **post on map**



Posts that are made by user will have a different color than their friends'

Most recent post shows up at top of feed

Demo



Usability Goals



We found through our low-fidelity prototype testing that many users were confused by the language used, the layout of the map, and navigating through pages.

We measured these through **time taken to complete a task** and **positive/negative comments.**

"Make text bigger."

"Is a Gem a Post?"

"Not super sure what it all means, but it made sense."

"Make sure vocabulary is transparent."

With our medium-fidelity prototype, we found that some issues were clearer, but some were consistent.

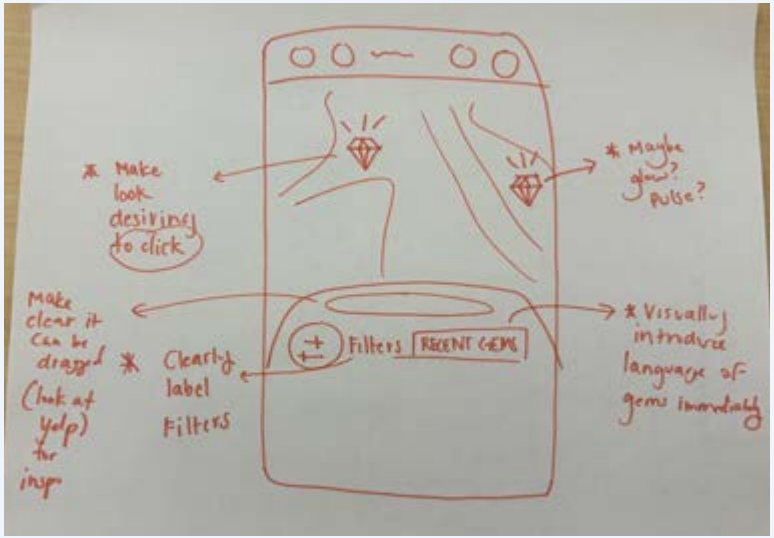
In general, we need to make sure that the **text is readable** and that the **language we use is accessible.**

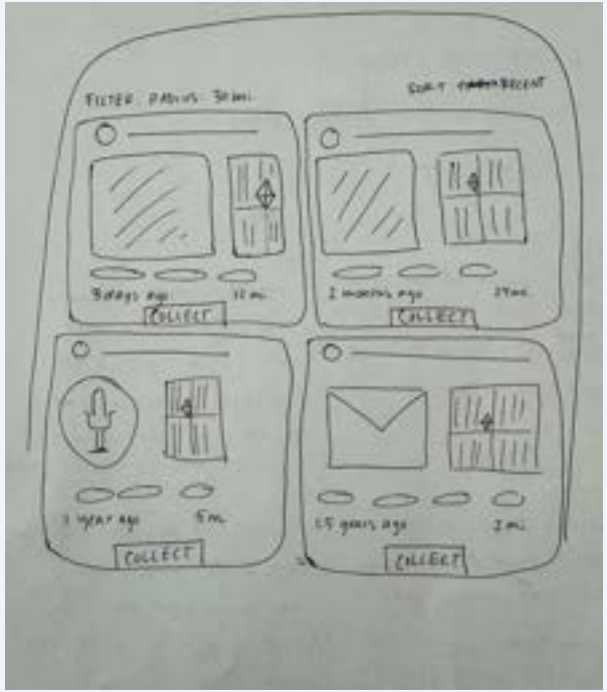
Some possible solutions include increasing text size, having less clutter on-screen, and giving a brief definition of “hidden gem” when the user first logs on. These changes should allow the user to have a more positive experience and spend less time navigating, and more time enjoying the app.

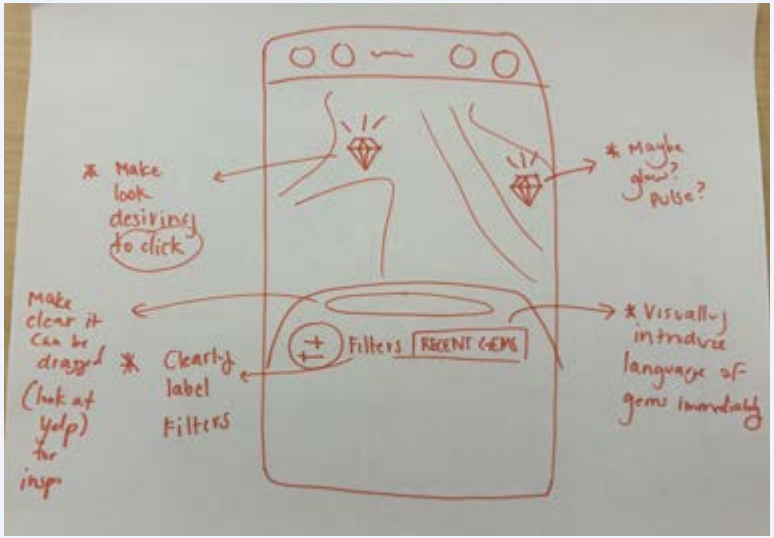
Revised Interface Sketches



Revised Sketches







Notable Changes:

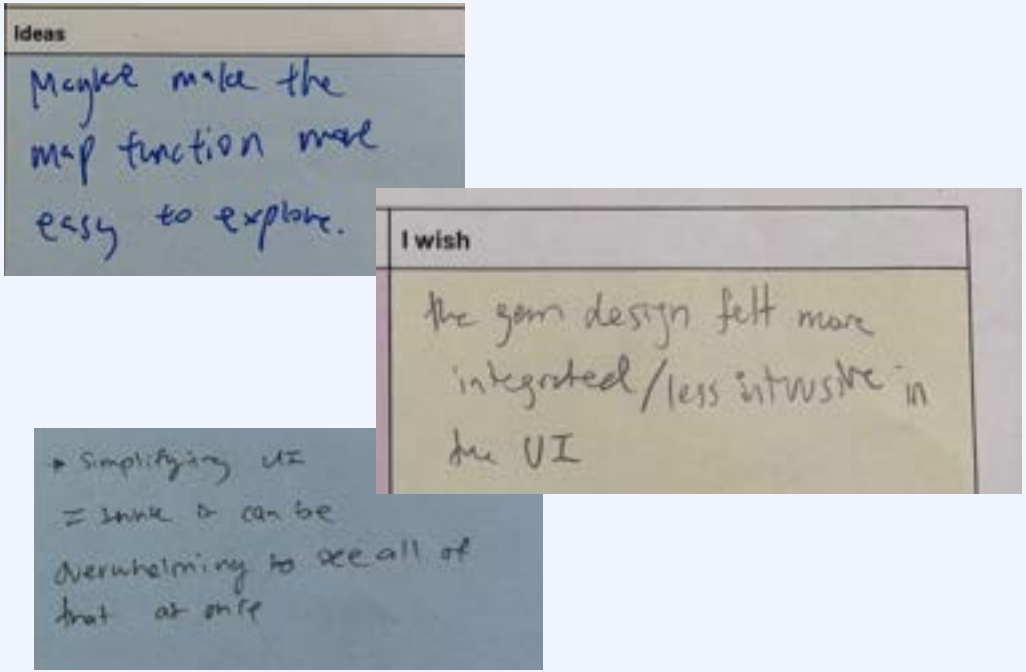
Clickable Gems: Allowing users to view gems directly on the map and click on them to unearth

Changed Header: We decided that having both a header and footer was redundant, so we chose to only use a footer

Effect on Usability Goals

Having clickable gems makes the map interface more interactive, and emphasizes the in-person aspect of our app by allowing users to search for gems nearby their current location

Removing the header and emphasizing the add button encourages users to participate in making gems, while making the app less cluttered. In doing this, we hoped to make the app easier to navigate and reduce time spent traversing different pages.



These changes address concerns that were raised about the **complexity of our design**, while keeping and expanding upon the **map function**, which was well-received

Changes

Header removed, replaced with search bar



We're in Paris now :0

Preview of hidden gems in the area

Footer more clearly separated

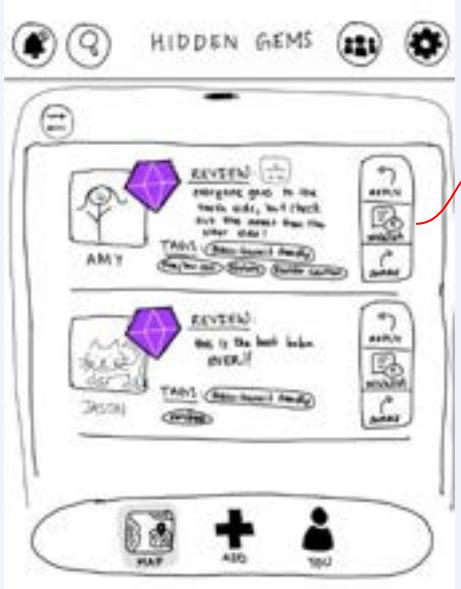
Add button emphasized



Addition of "chest" and "profile" tabs

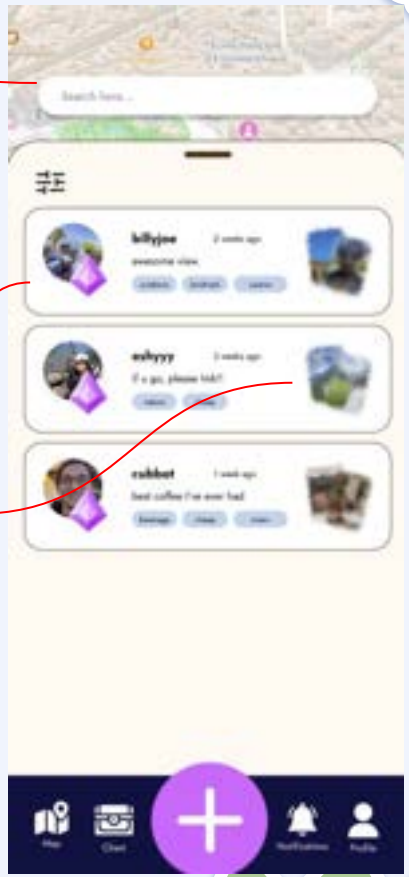
Changes

Header removed, replaced with search bar



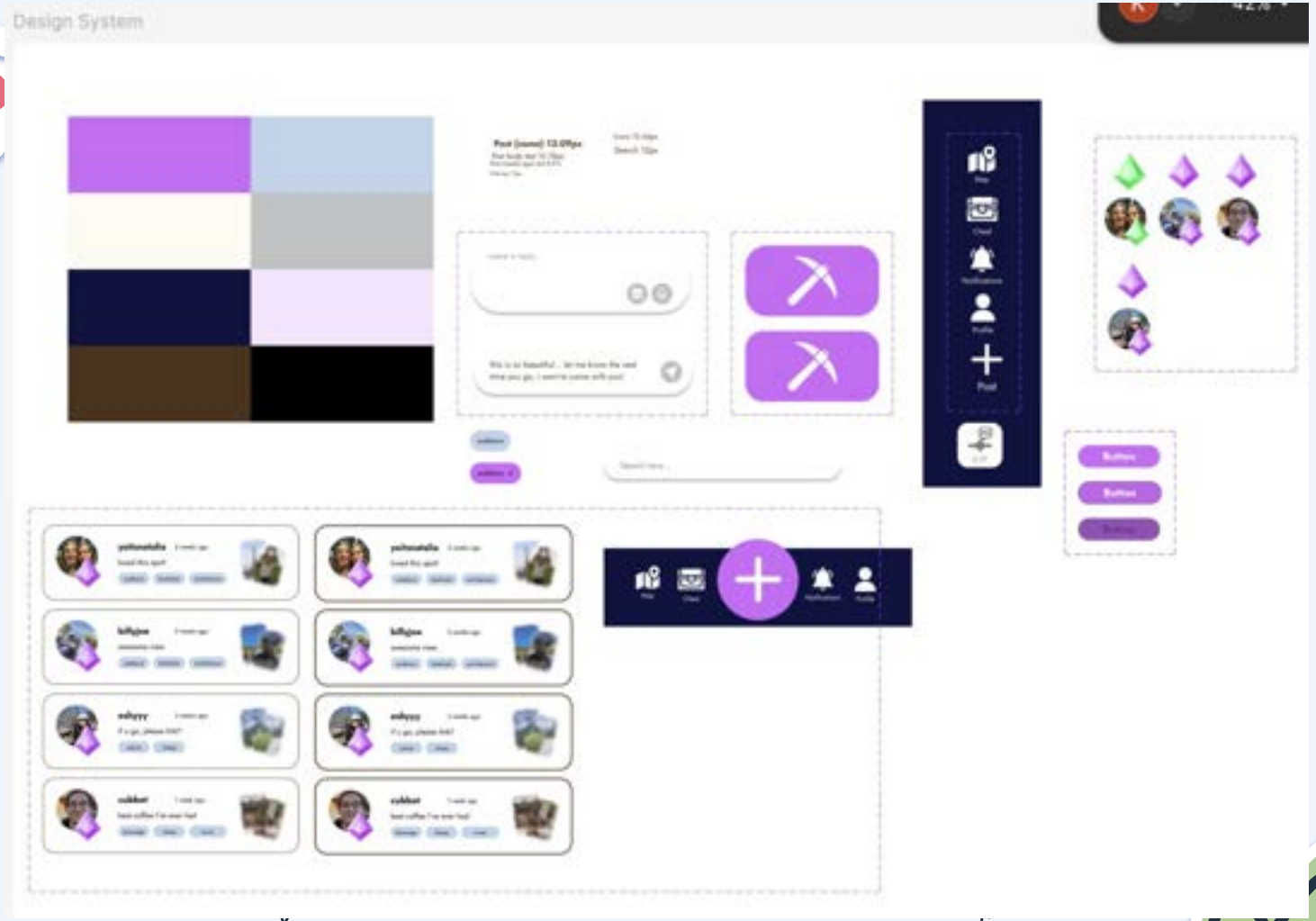
Buttons removed, instead we have a separate page for gem information

Blurred photos added



Our Design Systems

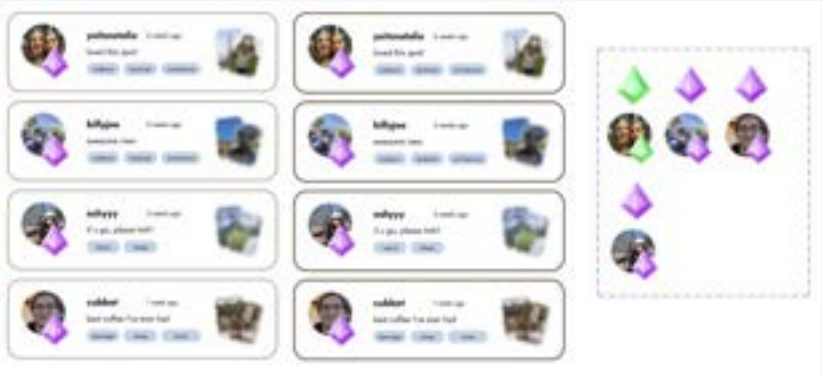



Design System

A consistent playful visual identity built around **discovery** and **connection**.

- **Colors:** Deep navy, vibrant purple, and soft neutrals establish a recognizable visual hierarchy.
- **Typography:** Consistent font styles distinguish headings, descriptions, and supporting information. [work to be done on sizing]
- **Components:** Reusable buttons, navigation bars, gem cards, tags, and reply interfaces.
- **Visual language:** Gemstone shapes and iconography reinforce exploration and discovery.

Reusable Components



Gem cards: Standardized previews for exploring community recommendations



Navigation: Persistent access to the map, feed, and content creation

Reusable Components



Interactive tags: Distinct selected/unselected states for personalization

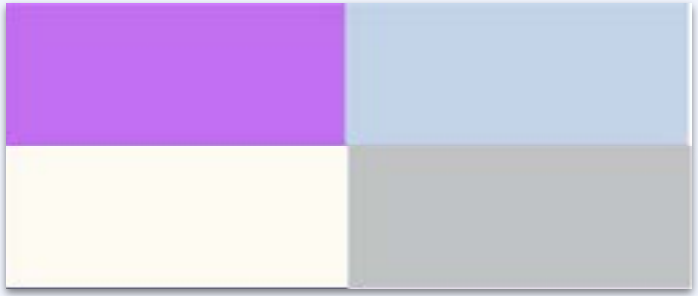


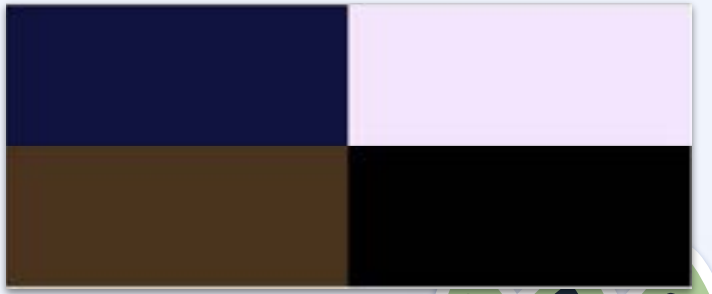
Reply components: Consistent layouts for reading and contributing to conversations

Visual Design Rationale

Color & Contrast

- Deep navy provides contrast and anchors navigation
- Vibrant purple highlights primary actions, selected tags, and interactive elements
- Cream and light blue backgrounds maintain a welcoming, approachable feel



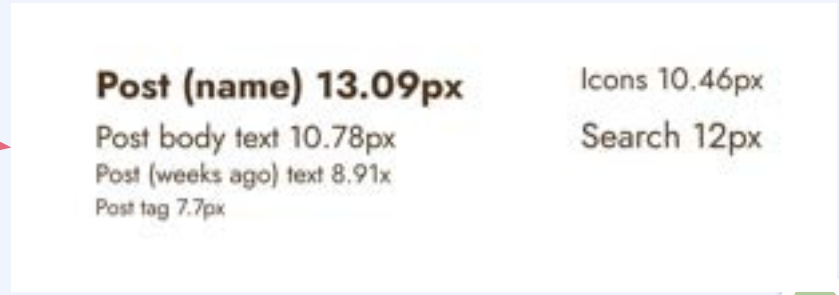


Visual Design Rationale

Typography & Layout

- Clear heading hierarchy makes information easy to scan
- Rounded cards and buttons create a friendly, approachable interface
- Consistent spacing keeps content organized and reduces visual clutter

Font Name: Jost (same throughout presentation)



Visual Design Rationale

Symbolism & Identity

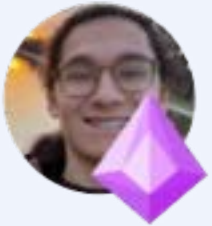
- Gemstone imagery represents discovering overlooked places and experiences
- Distinct gem colors help differentiate posts and reinforce individuality
- Playful visual elements encourage curiosity and exploration



USER



FRIENDS



FRIENDS







Prototype Implementation



Tools



Pros:

- Easy to implement interactions
- Components allowed for easy changes

Cons:

- Learning curve for some group members
- Limited in interactions, like text input or location change

Final Decision



Picked because:

- A learning curve existed, but it’s a useful industry standard tool
- Since it wasn’t our final product, having limited interactions didn’t make or break the prototype

Limitations



- **Location simulated:** All 4 gems are unlockable in Figma; the real app would require users to be nearby.
- **Feed hard-coded:** Sample users and reviews simulate an active community.
- **Input simulated:** Free-plan limitations led to preset replies and gem creation screens, with repeated responses.
- **Functionality prioritized:** Buttons outside core task flows remain inactive; ¾ of low-fi testers stayed within assigned tasks, so we didn't see a need to implement tasks outside core task flows for the med-fi.

Limitations Impact



- We received many questions on how **location change** would actually work, so we had to explain rather than letting the app speak for itself.
- We received feedback that **mobile app intractability** differs from laptop intractability, such as the hover feature, so it didn't simulate an accurate mobile app experience.

Thank you for listening!



Appendix



Figma Med-fi Prototype Link

https://www.figma.com/design/2FdmU6Pu5jgcHwr5zHTIui/CS147--A6?node-id=13-11&t=neej4SqxO4bn34OF-1

Website Link

https://web.stanford.edu/class/cs147/projects/DesignforOfflineExperiences/HiddenGems/

README Link

https://docs.google.com/document/d/1BSHLMboRzXsa6LhMXQ_NbfKZtgz91Z4J9zN-zXBXBs8/edit?usp=sharing