Team SamePage

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Designing for Serendipity

CS 147



Team Members



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We are...

Team SamePage

Our value proposition → Same book. Same time. Someone new.

Our value proposition is not applicable to other apps. We emphasize in-person interactions during an alignment in users' free time.





Problem / Solution Overview

The Problem

Reading is usually a solitary activity. Readers want to connect with others through books, but book clubs feel like too much pressure, and busy schedules make it hard to find time to read with someone.

Solution

Users add the books on their TBR and their free time. The app pairs them with a reader nearby who shares a book on their list and is free at the same time, so they can meet up and read together.





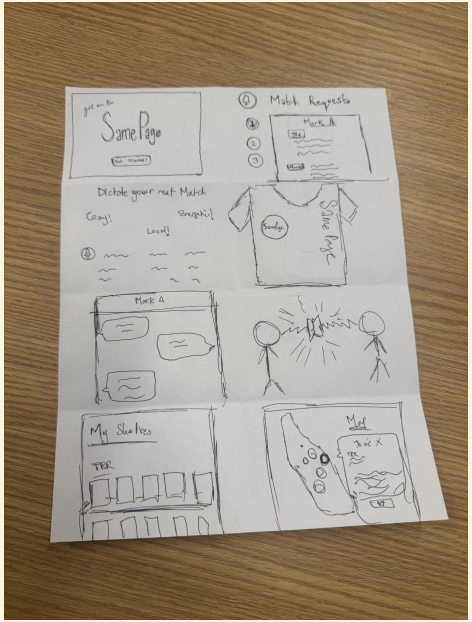
Outline of Presentation

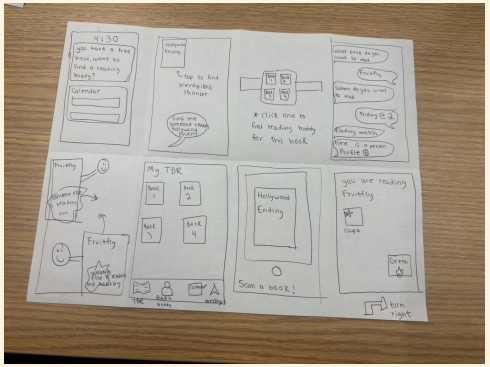
1. Brainstorming
2. Our Selected Interface
3. 3 Task Flows
4. Testing Methods
5. Testing Results
6. Discussion

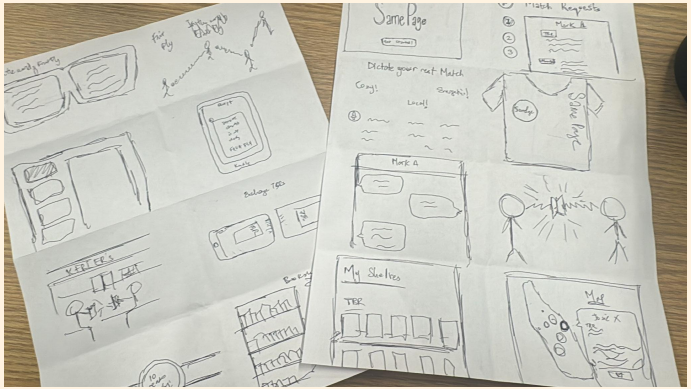


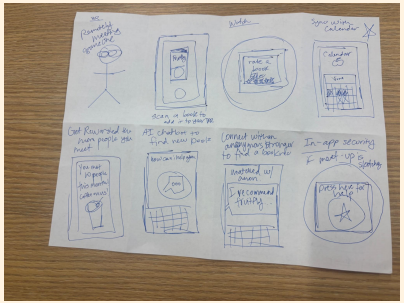


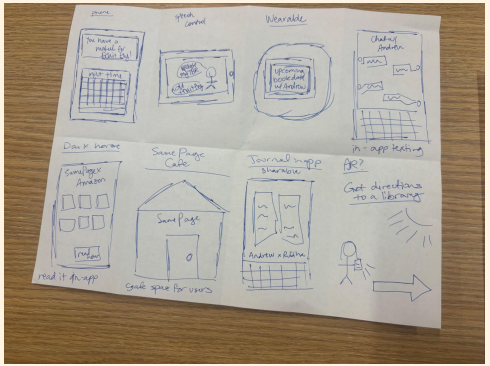
Initial Brainstorm Sketches

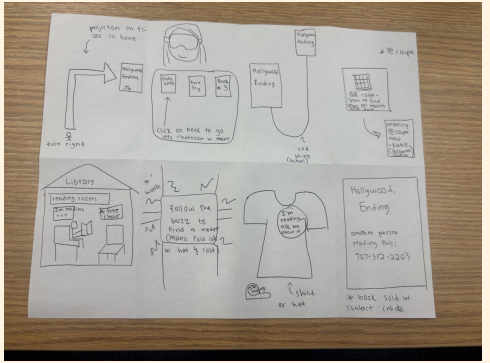








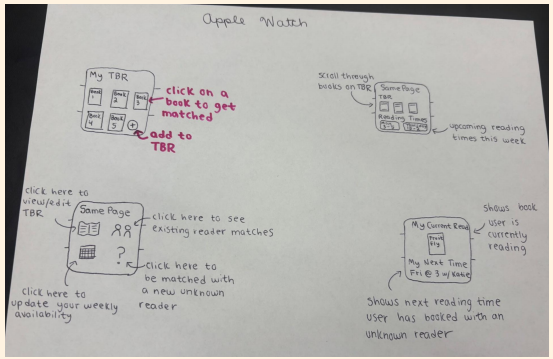




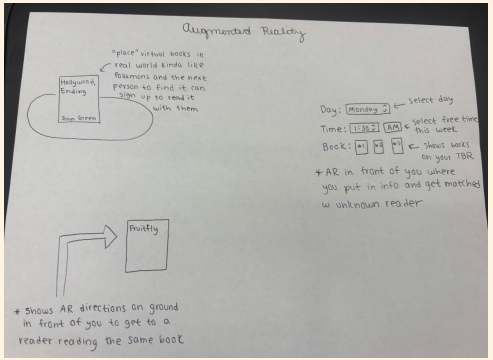
Crazy-8 Sketches from studio

Concept Sketches

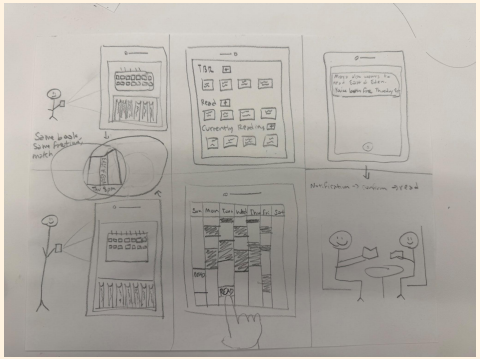
Apple Watch



Augmented Reality

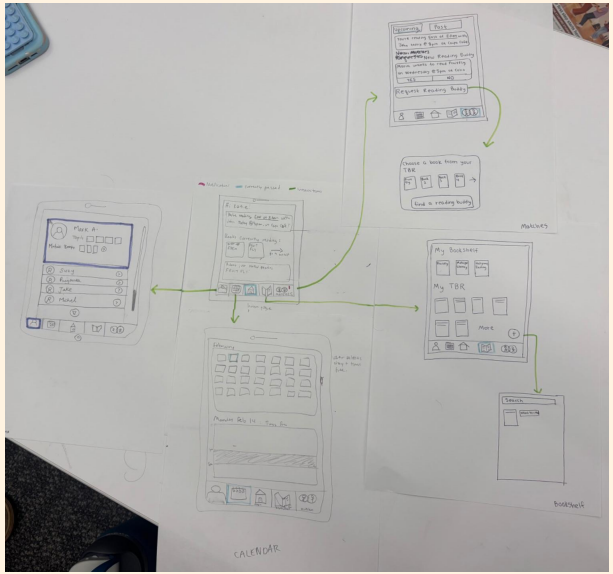


Mobile App

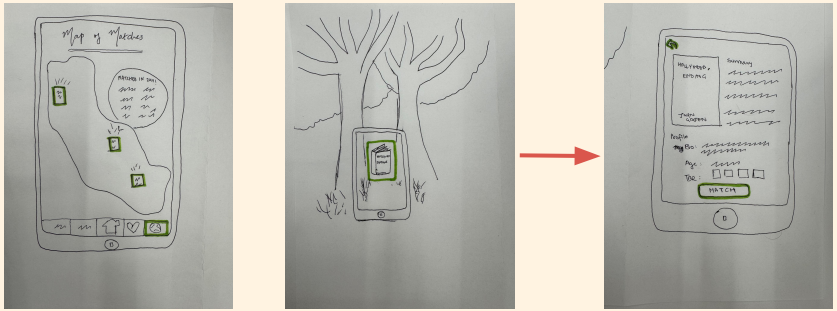


2 Realizations

1) Using a mobile app



2) Using Augmented Reality



Selected Interface

Mobile App

Pros/Better Fit:

- Mobile phones are more widely accessible than AR technology
- More encouraging of physical meetups
- Allows readers to log books they want to read in addition to finding unknown reading buddies

Cons:

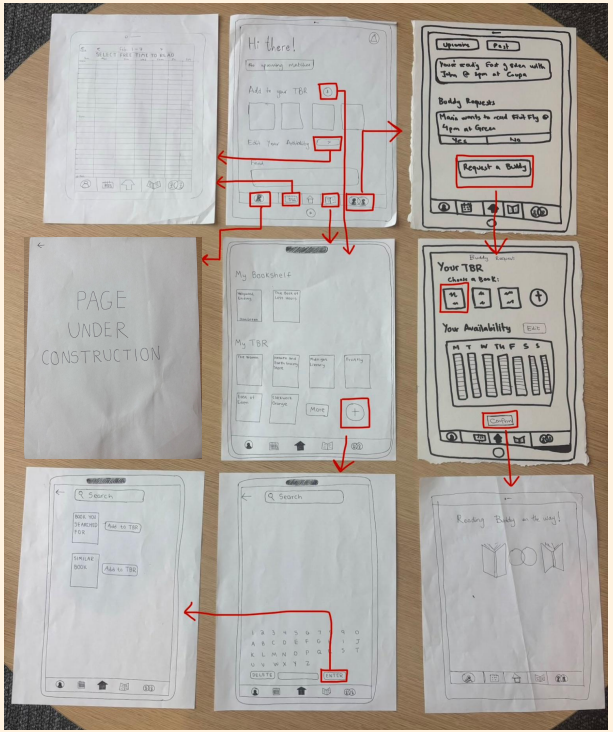
- Not as serendipitous as the AR
- Could read as another social media app
- Could read as too romantic





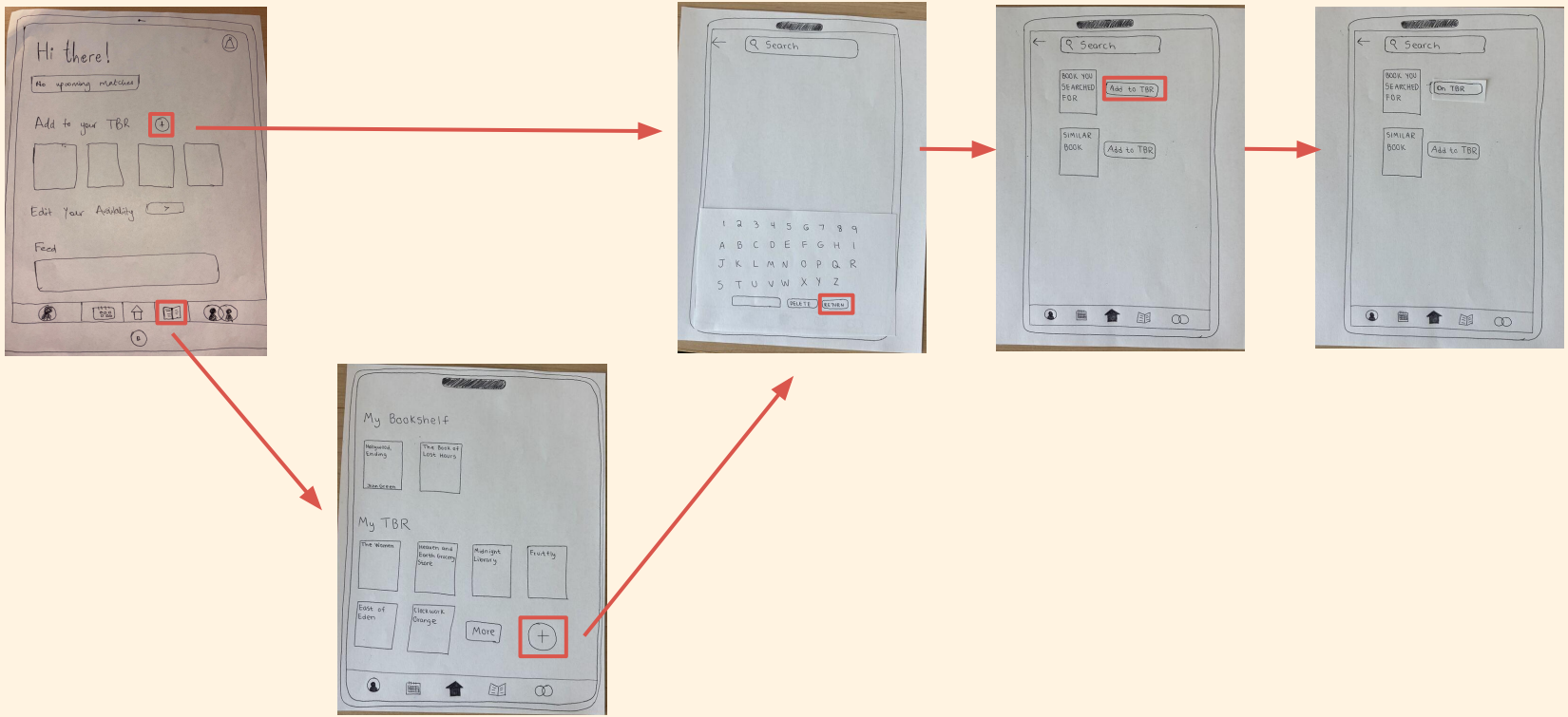
*** full pros/cons in appendix**

Low-fi Prototype Construction

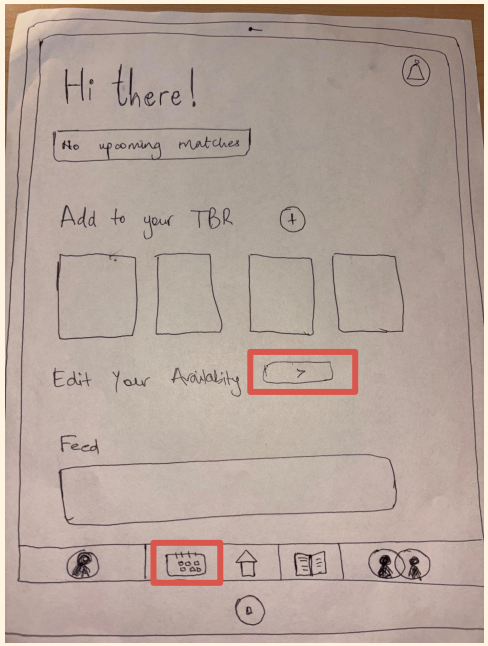


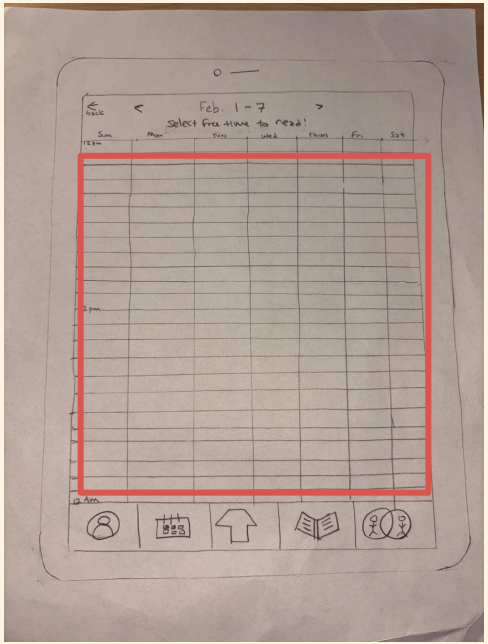
- We all drew the screens for a flow
- Additional interactive features included green rectangles to indicate selected free time, on TBR buttons, and customized books to add to search and homepage
- One person operated as the computer to show the next screen

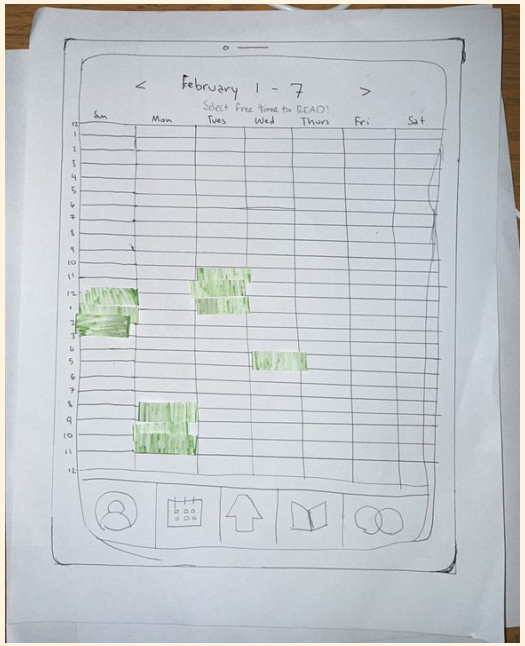
Adding Book to TBR Task Flow



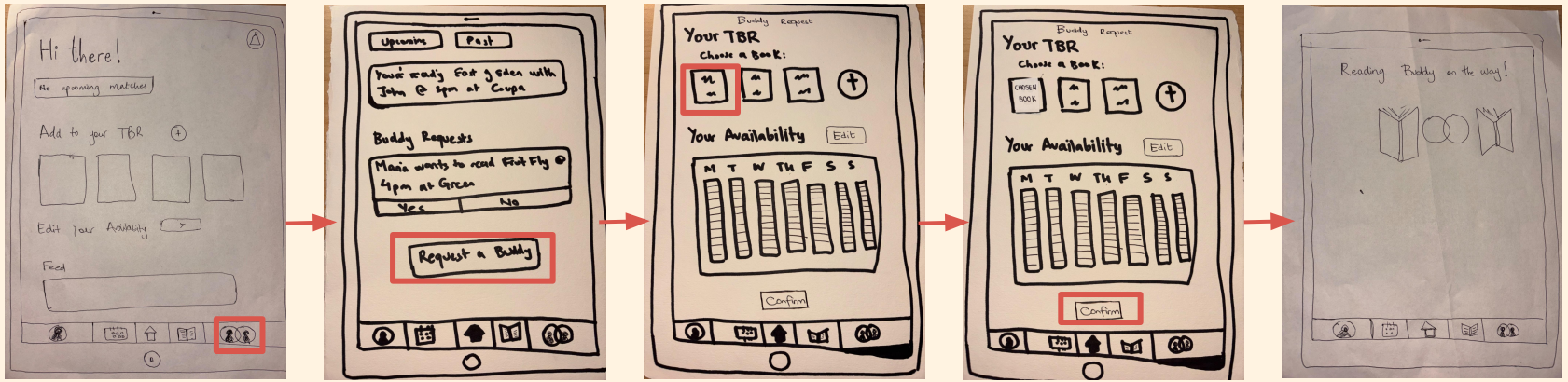
Adding Free Time Task Flow







Requesting Reading Buddy Task Flow



Testing Methodology

Participants

- Recruited participants from the Starbucks and outdoor patio at Tressider
- One male Stanford coterm student
- Three non-students - two male and one female, age range from 30s to 70s

Roles

- 1: Read intro script and provided tasks
- 2: Acted as computer moving screens
- 3: Took notes
- 4: Voice recorded and took action shots

Apparatus

- Paper prototype screens switched by team member

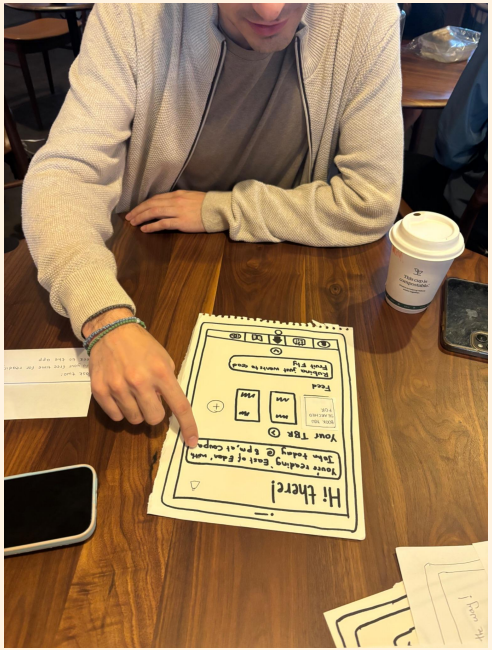
Goals & Measurements

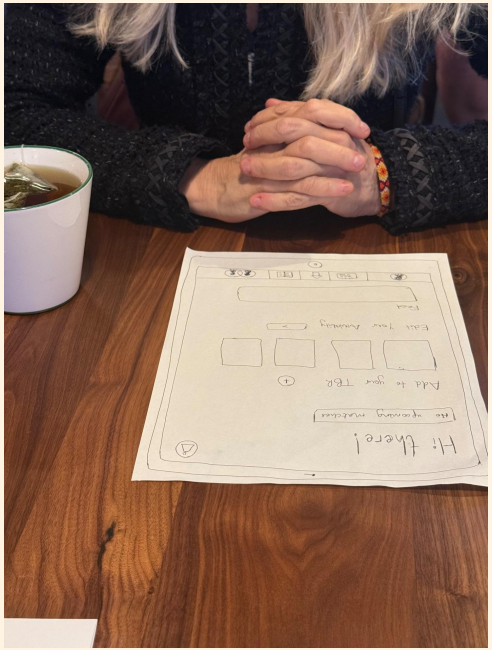
- Time it took to complete tasks
- Number of misclicks
- Goal: end up on the final screen of our task flow without help





Mid-Test Photos





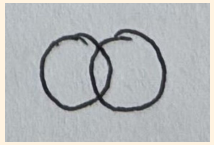
Testing Results

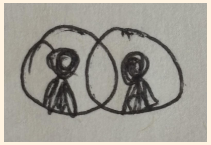
Key Measurements

	Add to TBR Time	Add to TBR Misclicks	Add free time Time	Add free time Misclicks	Reading buddy Time	Reading buddy Misclicks
Tester 1	60 secs	0	90 secs	1	45 secs	0
Tester 2	120 secs	0	45 secs	0	60 secs	1
Tester 3	60 secs	0	60 secs	0	90 secs	0
Tester 4	90 secs	0	60 secs	0	120 secs	0

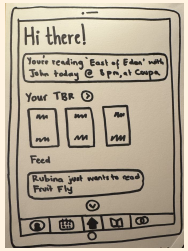
- All 4 participants completed the three tasks flows without significant help
- Concept was appealing
- Confusion in how reading buddies were paired

Iterations to Prototype



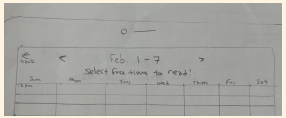


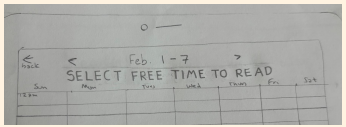
Buddy Icon





Home Page





Calendar

Discussion

Changes to Be Made

- Improve search and TBR recommendations - add search filters, show book ratings (raised by 4/4)
- Add scheduling confirmation (raised by 3/4)
- Add in a section where users indicate their location and specific or general places they like to read (raised by 1/4)

What Testing Can't Reveal

- Whether users feel comfortable and would actually meet up with strangers
- Whether reading buddy sessions improve reading engagement and discussion
- Whether there will be enough readers in the same location who have overlapping free time and TBRs





Appendix 1

Augmented Reality

Pros:

- Serendipitous because people randomly stumble up these virtual books in the physical world
- Immersive
- Easy to make sure that people who live close to each other are matched because they are walking around the same locations

Cons:

- Most people we interviewed wanting more physical interactions; this could read as a way to make the connections between readers virtual
- How often would people use something like this
- Very similar to Pokemon Go functionality (concern of originality)
- Maybe have to walk very far to find new books / matches

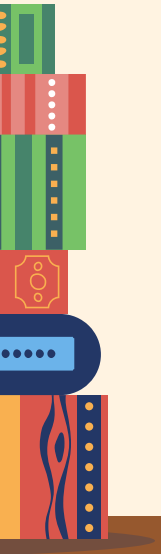
Mobile App

Pros:

- More people have phones (more realistic)
- History of matches functionality to guarantee user agency and relationship-building with the platform
- Encourages physical interaction to a greater degree than AR
- Allows readers to log books they want to read in addition to finding unknown reading buddies

Cons:

- Not as intuitive as it could be
- Not as serendipitous as the VR
- Could read as another social media app
- Could read as too romantic





Appendix 2

Link to full testing notes:
https://docs.google.com/document/d/16cESGHVsQ-E2qG-_lVQD-NjjWbzZ9WZi3xve12fbAYI/edit?usp=sharing

Link to testing script:
https://docs.google.com/document/d/1YJdvXLDqqJL_D2unURyLWJfhCfk-zZmJvCIxwmWiG50/edit?usp=sharing

Link to sketching report PDF:
https://drive.google.com/file/d/19ZC-xP-dWEEmoCeVtIrZRpQUZL0BBSRg/view?usp=drive_link

Link to consent form PDFs:
https://docs.google.com/document/d/18m132nE4HSn9Z6GaW6FD9TMIJRx4b1SVY2l47WkA2Bw/edit?usp=sharing

Link to storyboard for 3 task flows (folder):
https://drive.google.com/drive/folders/19u7XUXKeuxlBf7hPhMkc8n9PisDaybnA?usp=drive_link

Thank you!
Any Questions?



