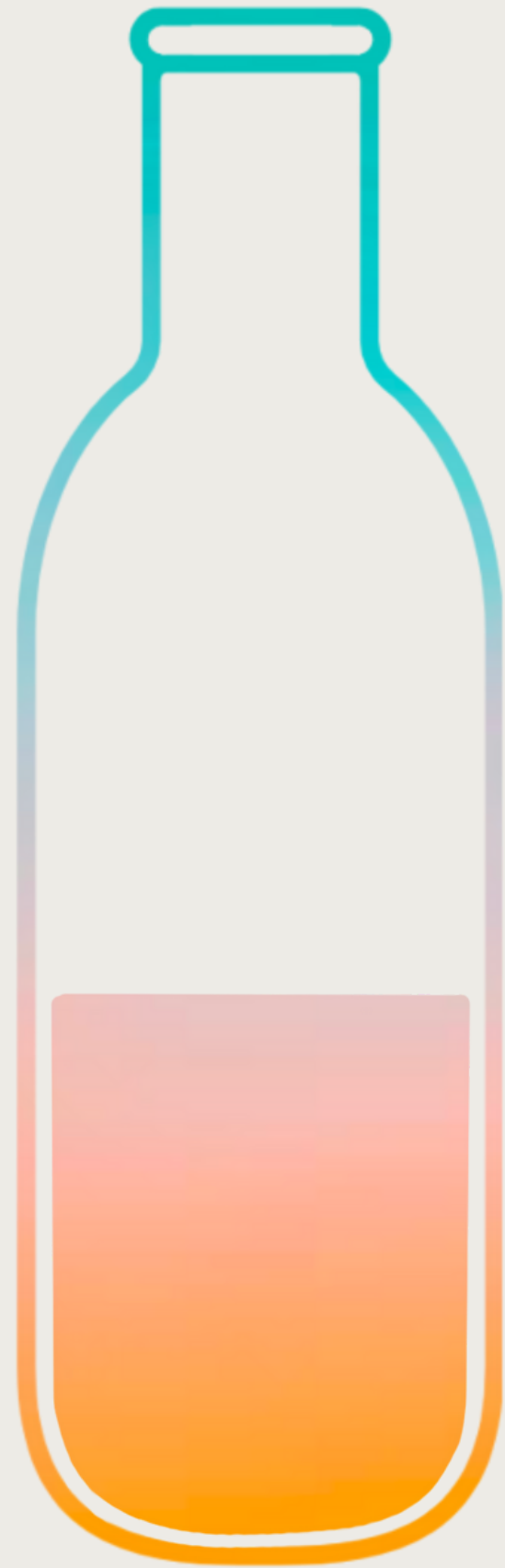


Bottle

CS147 ASSIGNMENT 06

LUCIA, TRACY, JENNY, EVY



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01. value proposition

Bottle

uncap your day with others

02. problem and solution overview



the problem

Busy lives and time-zone differences make it difficult for long-distance loved ones to maintain emotional intimacy in relationships



our solution

Bottle enables everyday moments to be captured and exchanged at a set time between friends, family members, and romantic partners

03. values in design

our design values



authenticity

inspiring
spontaneous
moment collection



inclusivity

bringing all
relationships closer
together



fun

making virtual
communication
enjoyable



flexibility

suitable for all
people and
lifestyles

value design features



authenticity

Real-time content to friends only --- filter and pressure-free expression



inclusivity

Clear community guidelines that promote respect and support, ensuring a welcoming environment



fun

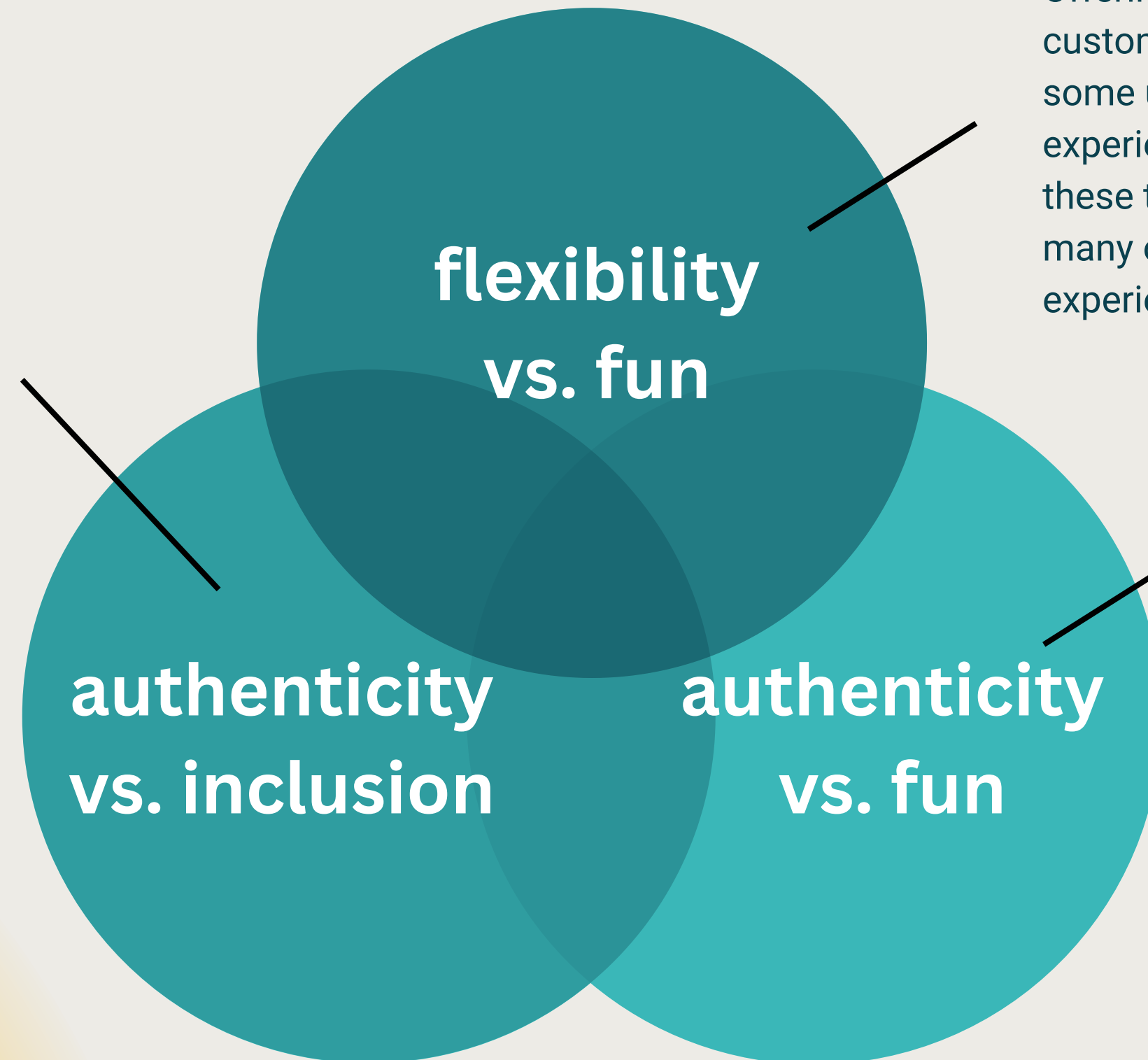
Regular challenges encourage users to share specific memories, adding excitement and engagement



flexibility

Users share memories as text, photo, or audio, catering to different preferences and contexts

value tensions



Bottle encourages authenticity in sharing daily memories, but some authentic expressions may not be inclusive or appropriate for all users. Balancing the genuine representation of user experiences with the need to create a safe, inclusive space for all can lead to tension.

Offering flexibility through extensive customization options could overwhelm some users looking for a simple, fun experience. Striking a balance between these two can be challenging, as too many options can complicate the user experience.

Users may share deeply personal and potentially serious memories that clash with the app's value of fun. Ensuring that the platform caters to both fun and serious content without diluting the authenticity of users' experiences can be a delicate balance.

04. tasks

tasks

Simple

User writes a message and puts it into the bottle

Moderate

User changes the time and receiver of the bottle*

Complex

User opens the bottle, filtering messages by emotion*

05.

usability goals +
key measurements

usability goals + key metrics

GOALS



COMPLETENESS

Ensuring that our app meets all the expected features, that users are familiar with icons we chose and the purpose of each screen



INTUITIVE DESIGN

Determine if the app is intuitive and easy to navigate, even to the less technologically savvy population

KEY METRICS



COMPLETING TASKS

Track whether users were able to complete all three tasks



CONFUSION

Measure the confusion that users appeared to exhibit during the process of interacting with the app, through monitoring their hesitations, questions, and time spent on each task

progress towards usability goals

GOALS



IDENTIFY FEATURE GAPS

- Shifted the “receiver” button to a swipe menu rather than a hidden “select” button at the bottom screen
- Added a bottom navigation bar to shift between home page, profile, and library



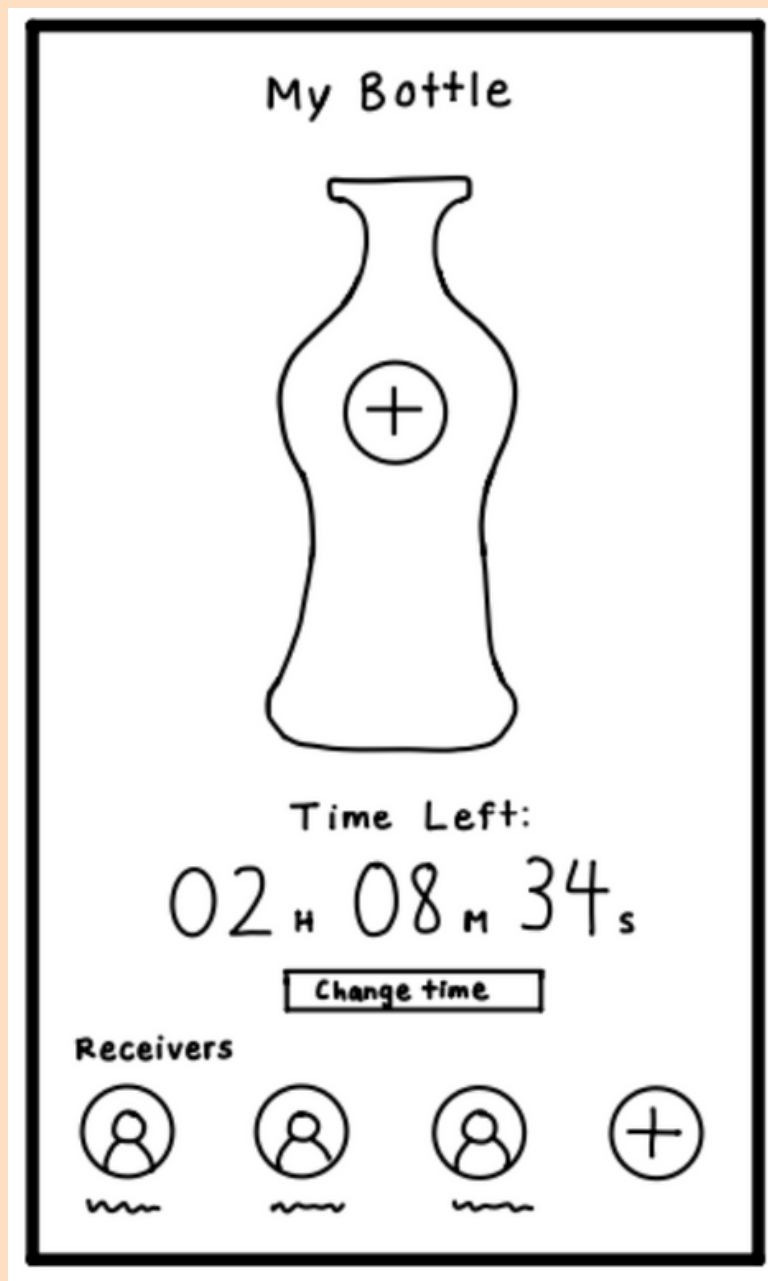
INTUITIVE DESIGN

- Increased button size and reduced screen clutter
- More streamlined, minimalist focus utilizing colors to guide the eye towards interactive features
- Changed the media format selector to a click option instead of a hold, drag, and select

06.
revised interface
sketches

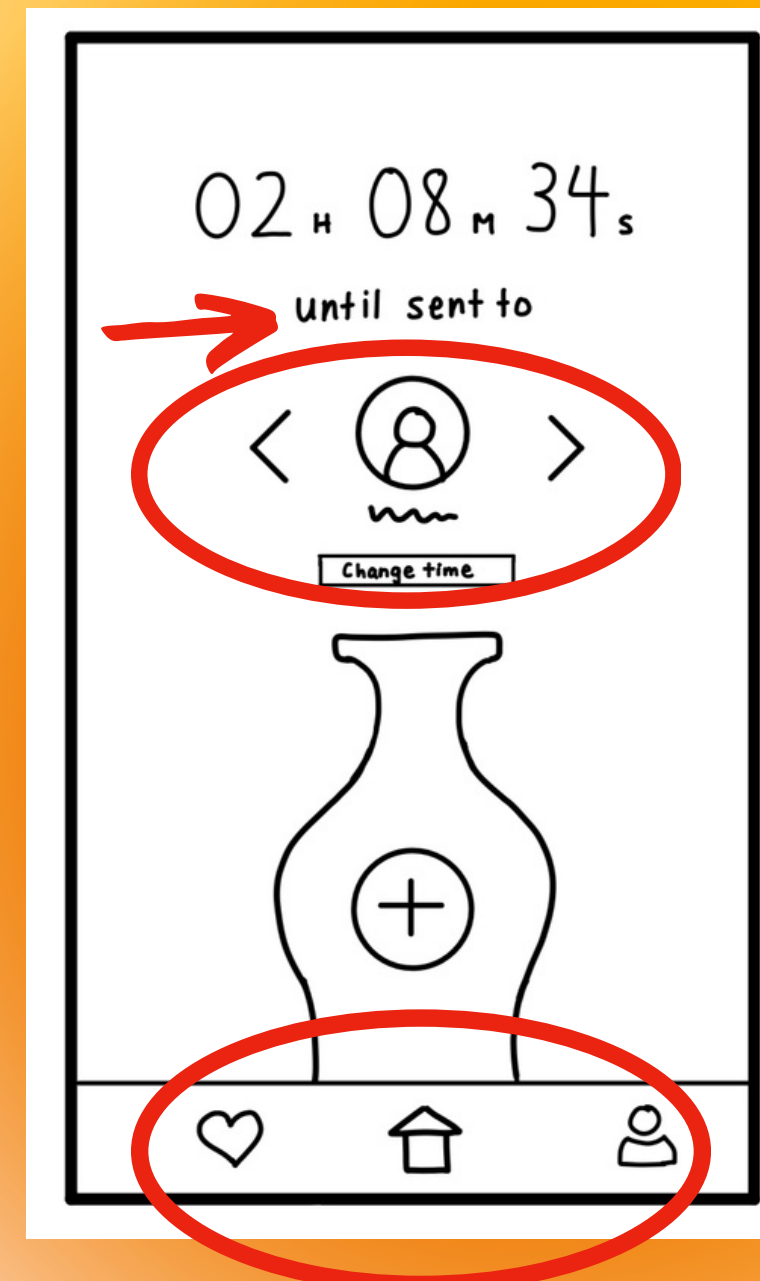
major design change #1

before



[original home page]

after



[revised home page]

major design change #1

feedback

"I wasn't sure what the plus and user icons below the bottle meant initially. Are they for adding recipients or something else?"

Users were confused whether they had to manually send the bottle or if it auto-sent

Users were confused about the navigation of the app--switching between different tabs, or if the entirety of the app was one screen

major design change #1

usability goal progress

Changes:

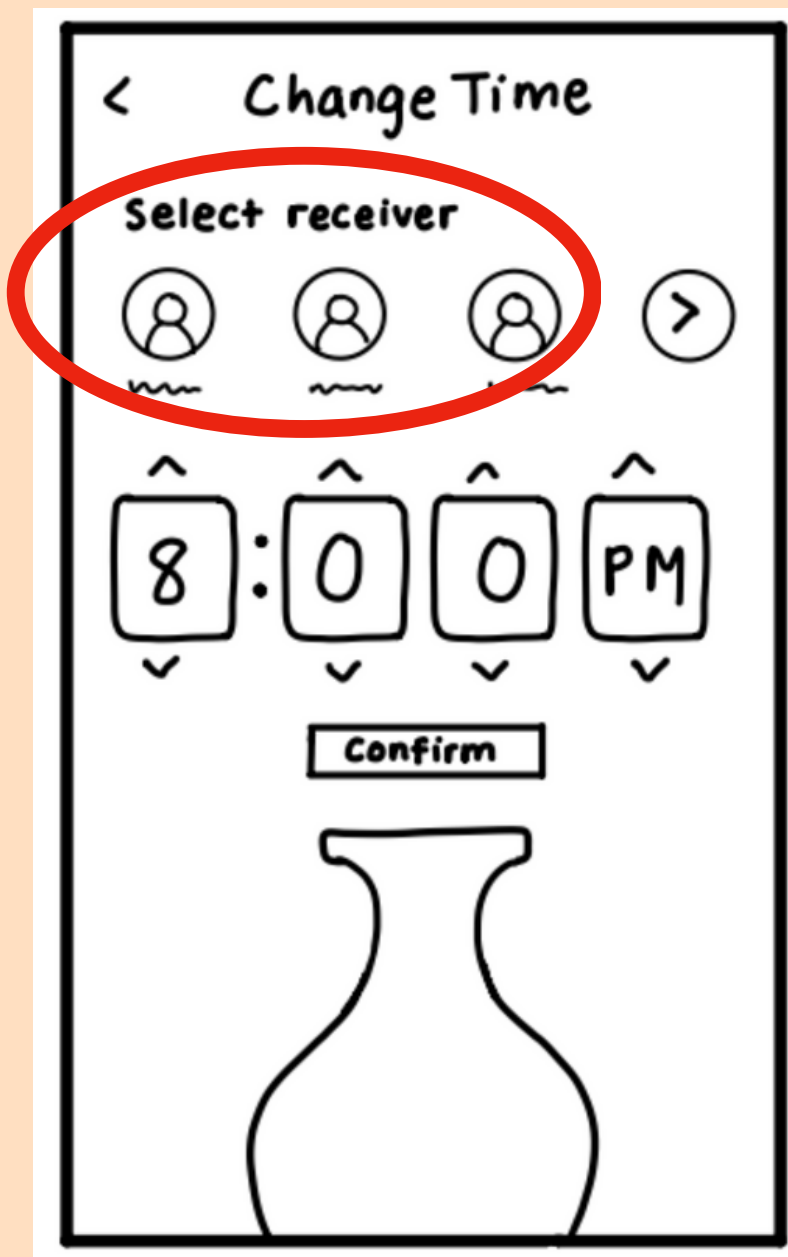
- The countdown timer has been enlarged and now includes the text "until sent to"
- Added app navigation bar
- The "Change time" button appears more prominently

Rationale:

- Increasing the visibility and understanding of the timer aligns with the goal of completeness by ensuring users are aware of the core functionality
- Emphasizing the "Change time" feature stems from user feedback or testing, indicating that users need to know this option is available and important to them.

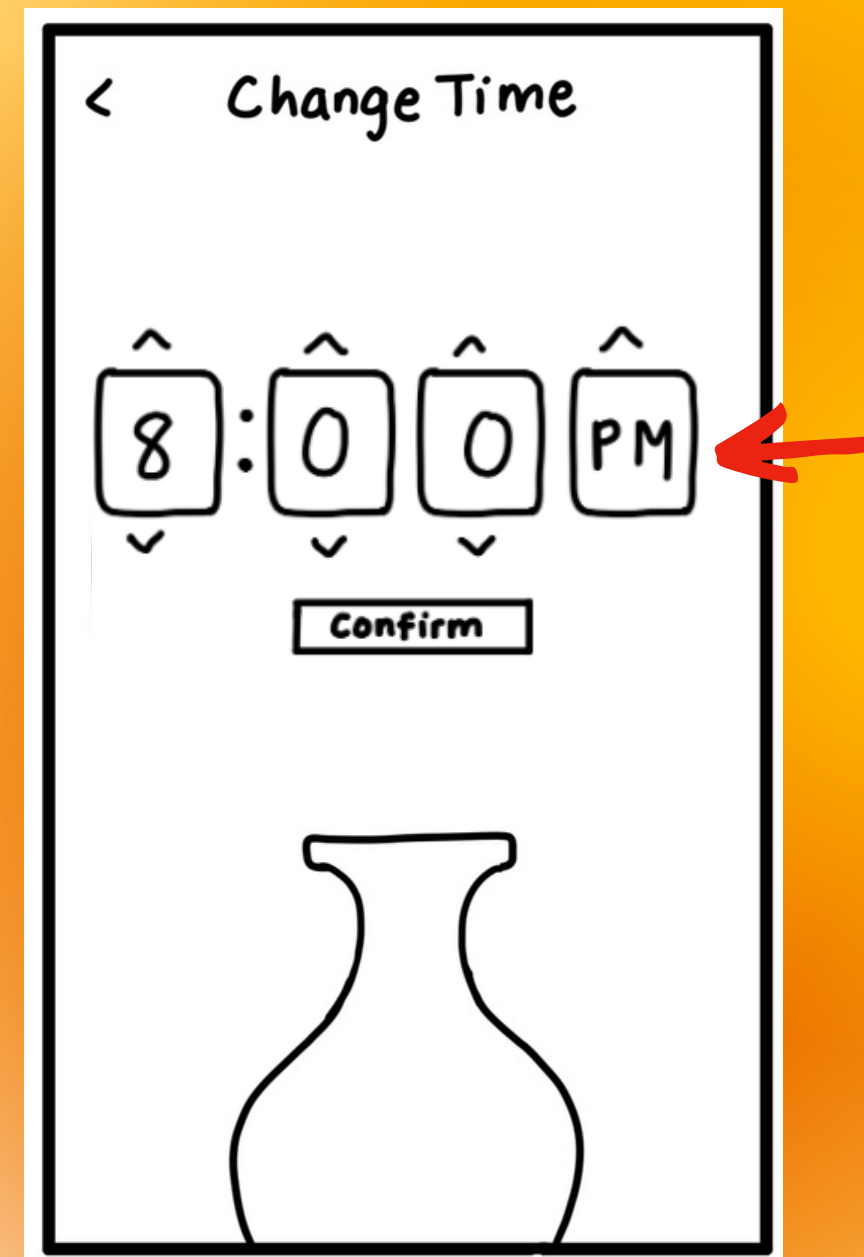
major design change #2

before



[change time button]

after



[revised change time button]

major design change #2

feedback

"I found it confusing to select a receiver in the same area where I'm supposed to change the time."

"It's not immediately clear which part of the screen I should interact with to change the time."

"The interface is cluttered; it's hard to focus on one action at a time."

Users were confused about the process of typing in "AM/PM"

major design change #2

usability goal progress

Changes:

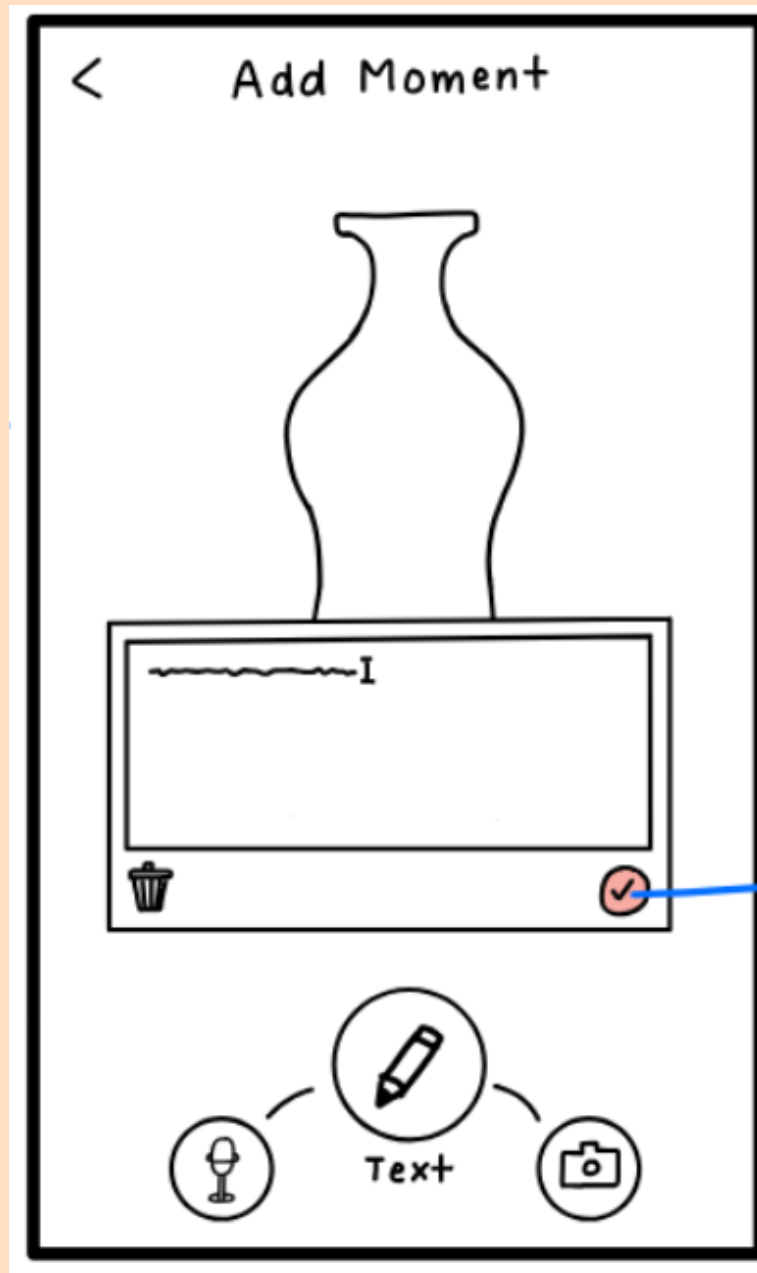
- The selection of receivers has been removed from the 'Change Time' interface, simplifying the task at hand.
- The interface for changing time has been streamlined to only show the relevant time selection components.
- The "AM/PM" text field is changed to a toggle, improving its visibility and suggesting interactivity

Rationale:

- Removing the receiver selection from this interface focuses the user's attention on a single task
- Streamlining the interface removes unnecessary elements that could distract or confuse the user
- Enhancing the visibility and the indication of interactivity for the "AM/PM" toggle addresses user feedback

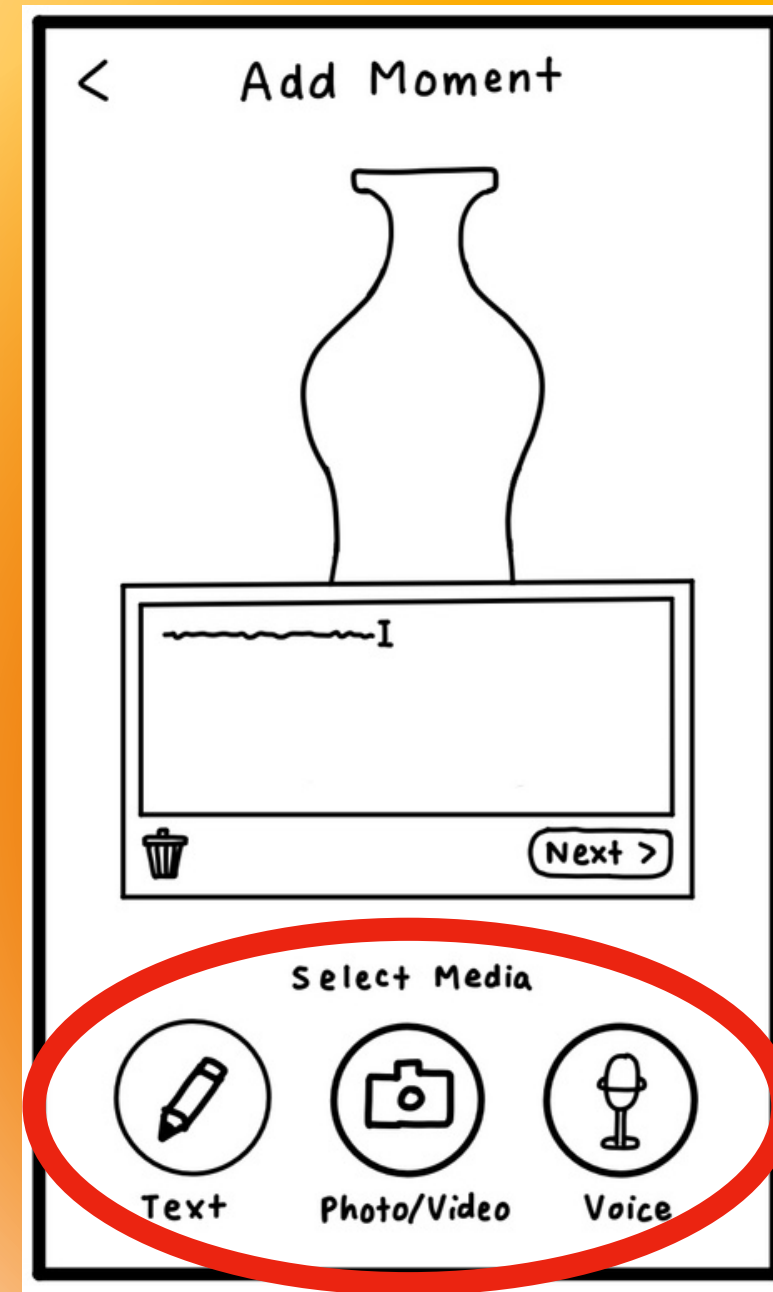
major design change #3

before



[original message page]

after



[revised message page]

major design change #1

feedback

Users had difficulty navigating between the different message input options

Users preferences text input due to the prominence of the pencil icon in the previous design

The hold and release interface is confusing and does not align with common app design best practices

major design change #3

usability goal progress

Changes:

- Text labels have been added beneath each icon (Text, Photo/Video, Voice)
- The icons are now accompanied by a prompt "Select Media," which provides clearer instruction

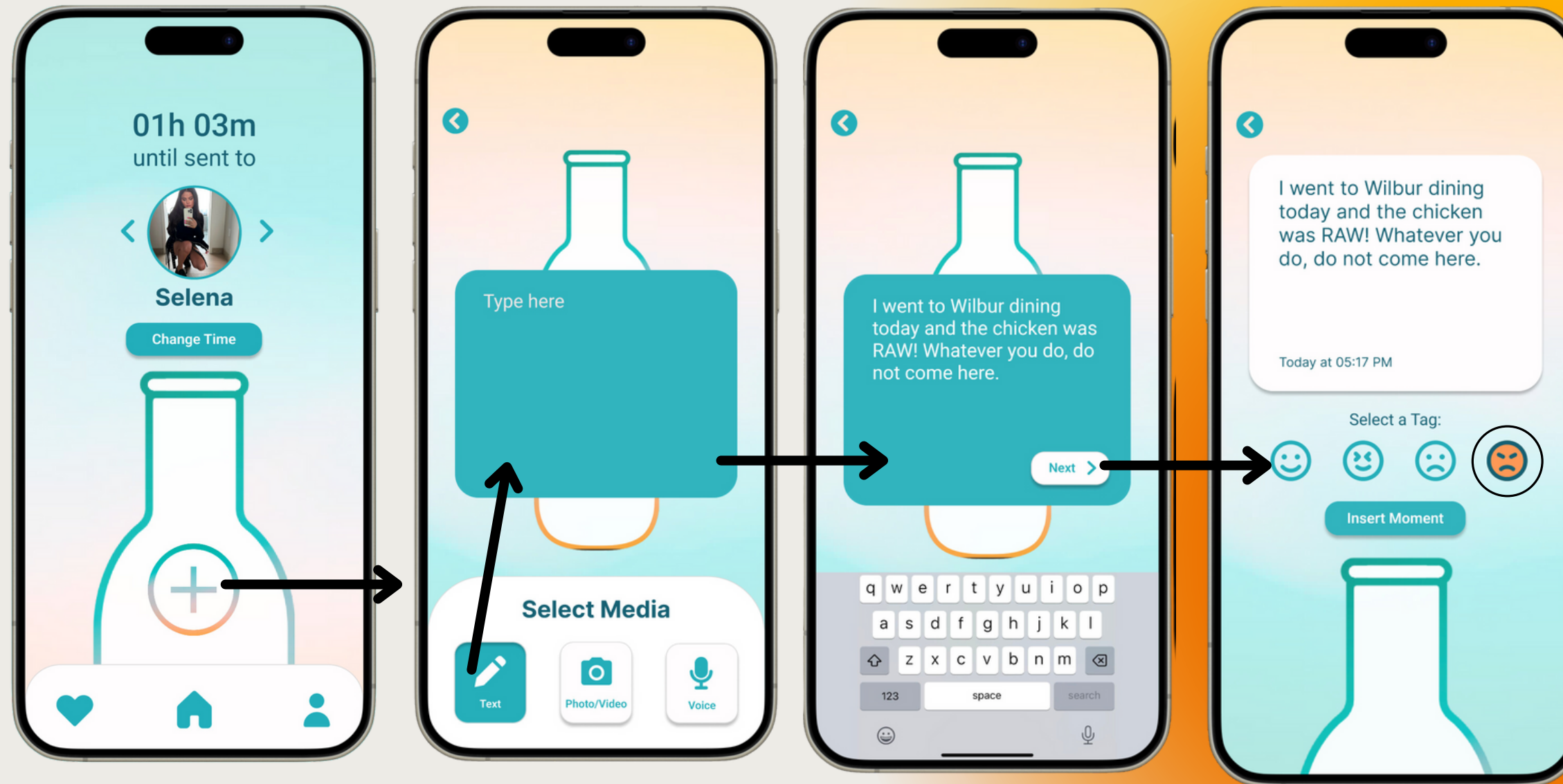
Rationale:

- Adding text labels under icons significantly reduces ambiguity
- The "Select Media" prompt serves as a clear call-to-action, guiding users on how to proceed with adding content
- The design change reduces the cognitive load for new users who might not be familiar with iconography commonly used in apps, improving accessibility and usability

07.
medium-fi task
flows

simple task flow

users writes a message and places it in the bottle



swipe through various recipients and click "plus" to add to bottle

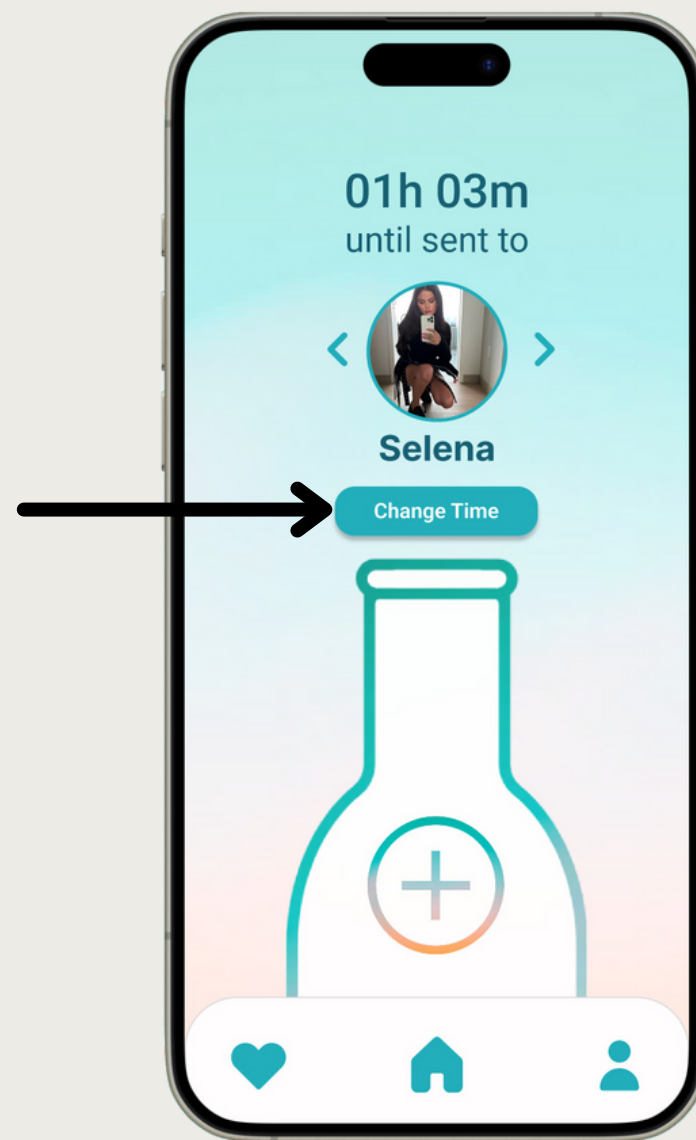
drag and hold which message medium you prefer: audio, text, or camera

type in your message; once done, hit the check mark or delete and restart

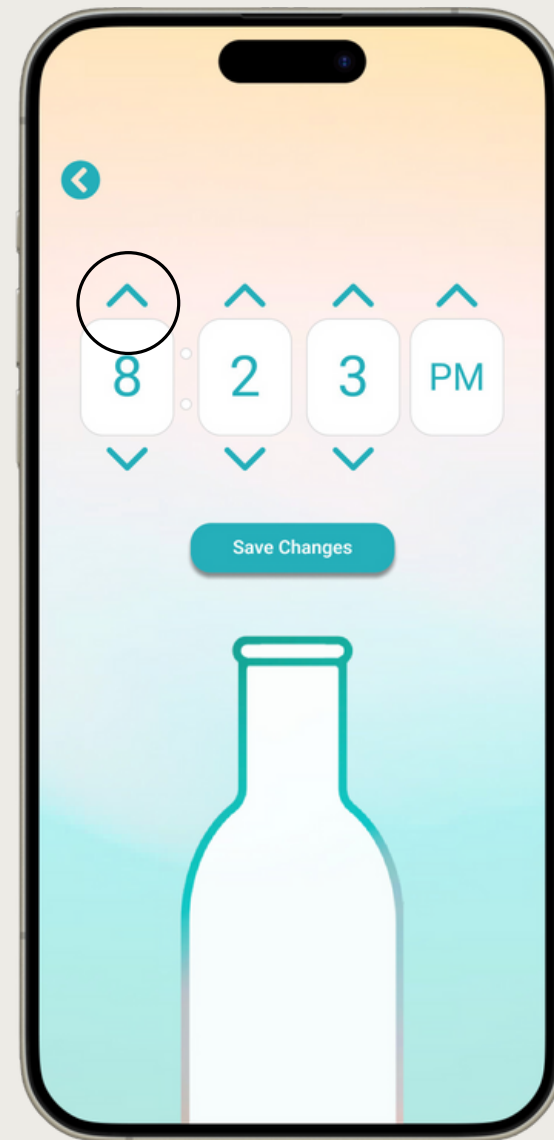
select which mood your message corresponds with and select the check mark to finish

medium task flow

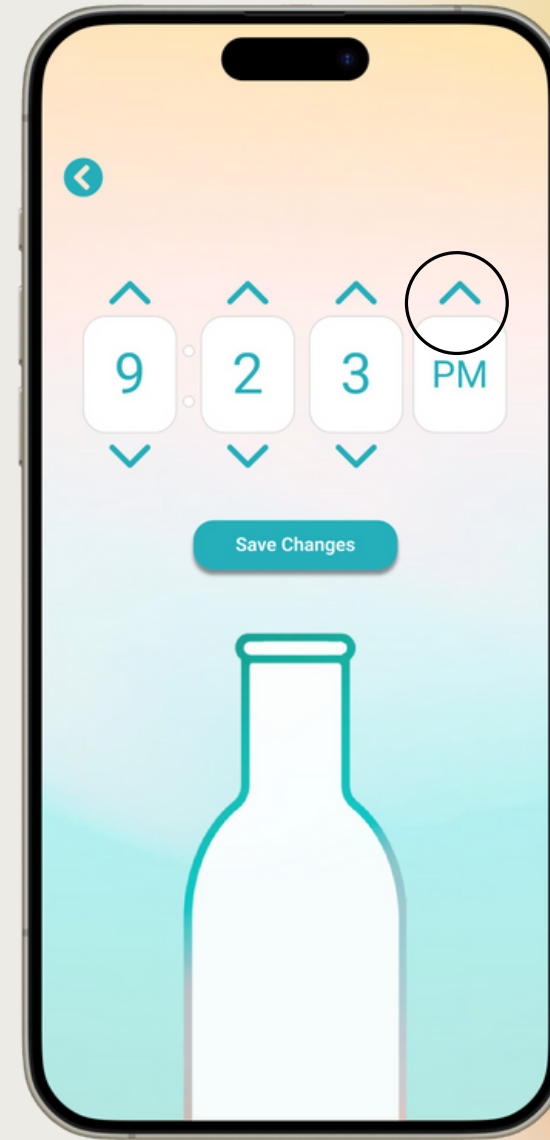
users changes the time and receiver of the bottle



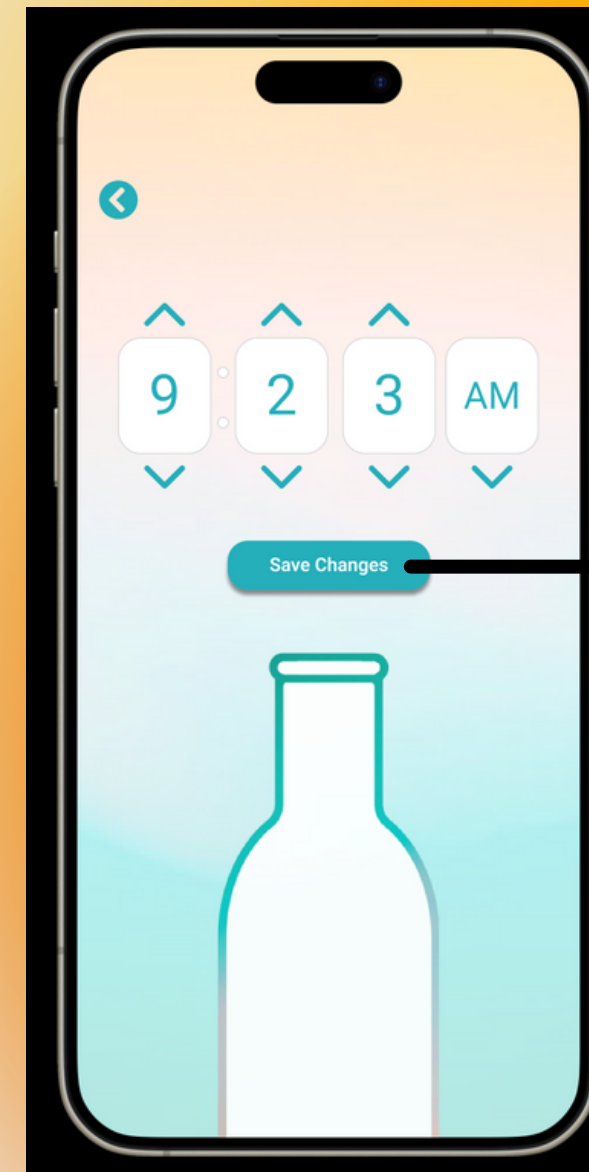
press the "change time"
button on the home
screen of the app



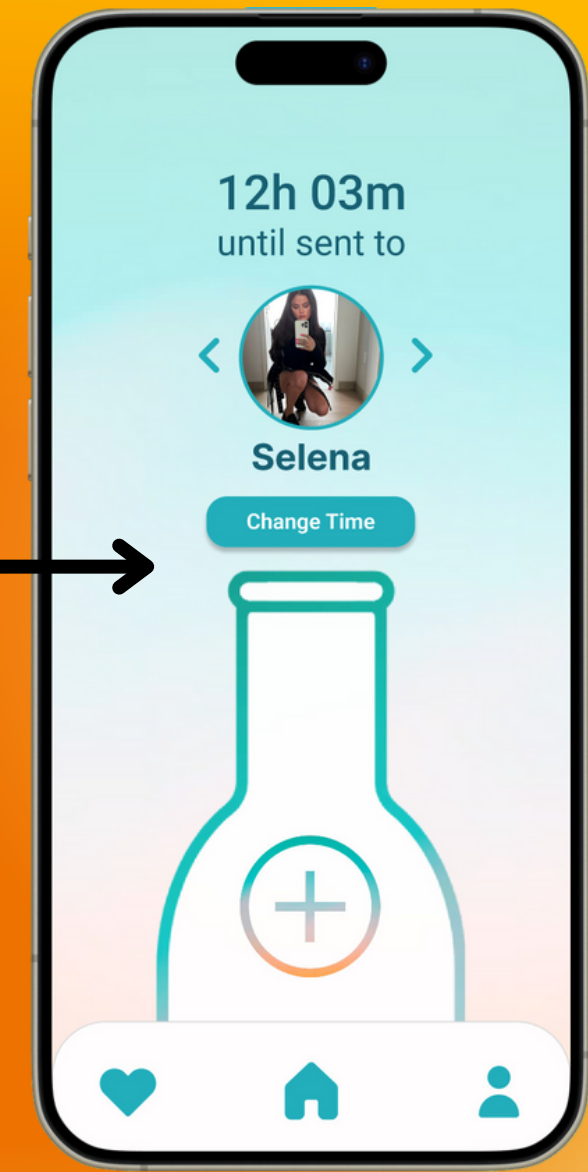
swipe through the
different times to
change the recipient
time



change the hours and
minutes separately



swap the AM/PM
designation through a
two-option choice



time has now been
changed

complex task flow

user opens the bottle, filtering messages by emotion



when the bottle is ready to be opened, pop-up appears

multiple message formats are available, including voice memos

photos contain captions and are marked with the time sent

messages can be filtered by emotion

clicking "done" returns you to home

08.
prototype
implementation

design and prototyping tools

we used **Notability** for concept sketches and initial prototyping!



Pros	Cons
we are familiar with this simple, easy-to-use tool	limited access to icons, shapes, and fonts
pen on paper-like feel, replicates the process of sketching on paper	cannot create high-resolution sketches
accessible offline, fast to use	impossible to collaborate on a single notability file

design and prototyping tools

we used **Figma** for our medium-fidelity design and UX choices

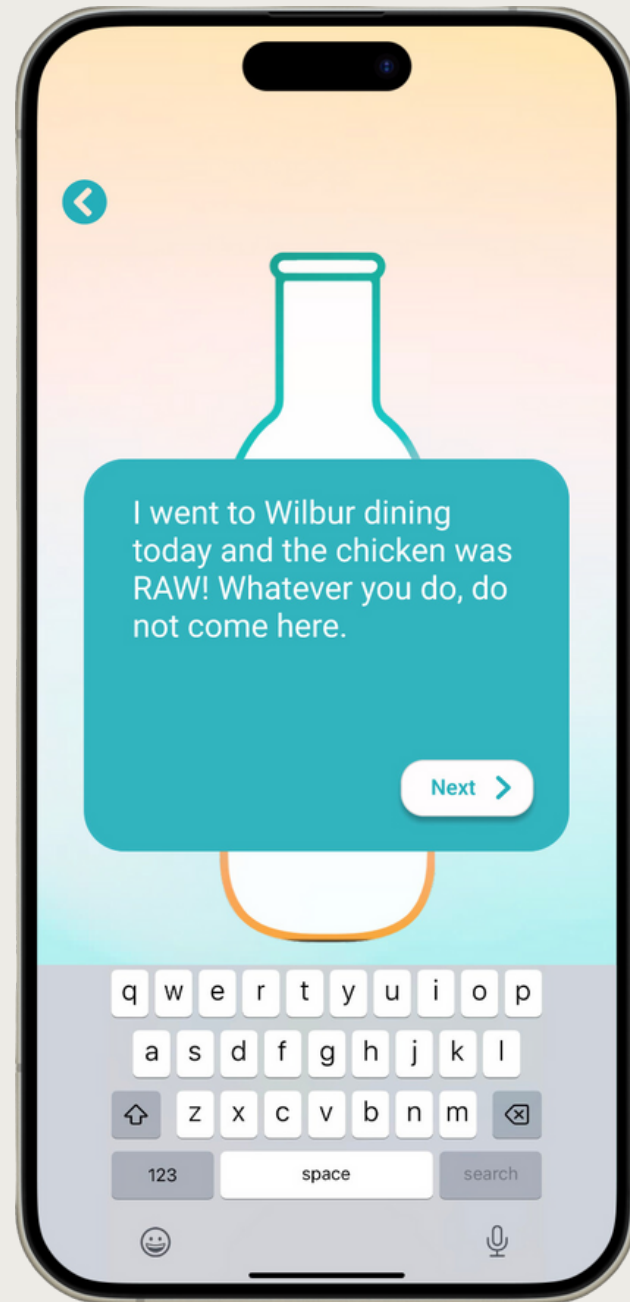


Pros	Cons
real-time collaboration features	limited offline capabilities
vector-based with pixel precision	has a steep learning curve for advanced features
cross-platform compatibility (web-based)	free version has limitations on projects and history

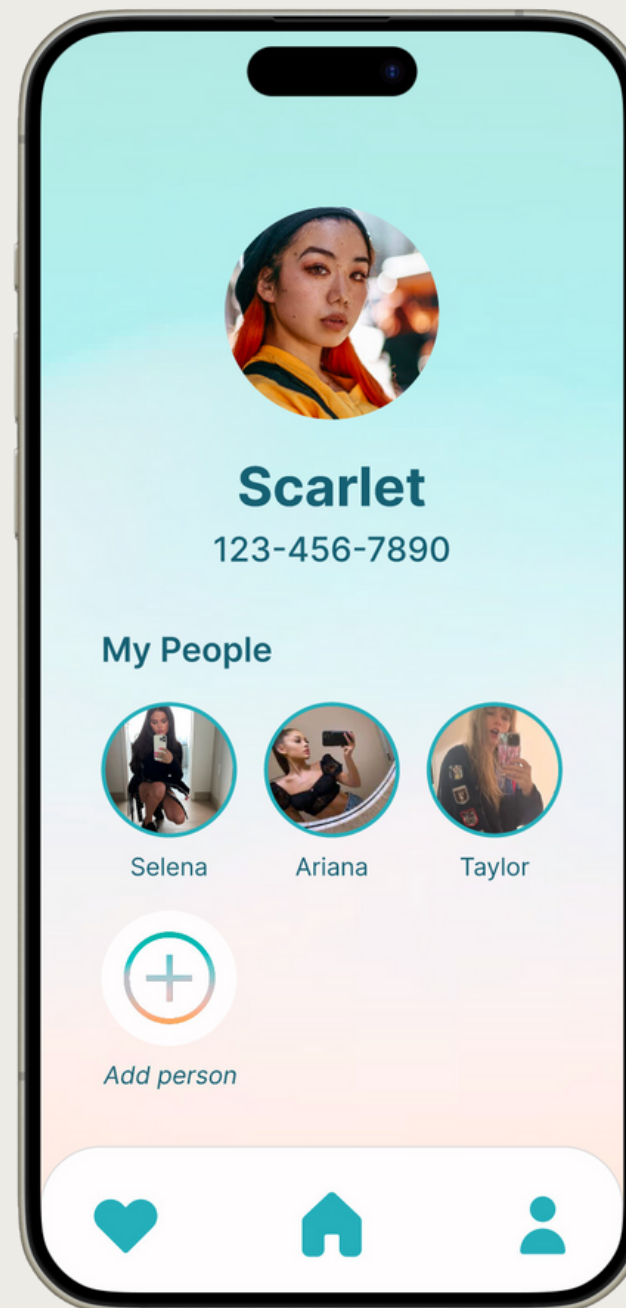
limitations

- **Users cannot input their own information to customize their profile**
 - not related to any major task flows
- **Users cannot add other friends, family members, or partners**
 - requires database storage, which we do not yet have
- **The bottle timer doesn't organically count down**
 - due to the limitations of the Figma software, the current times are fixed
- **Users cannot upload their own memories to the bottle**
 - requires dynamic storage, which is not yet implemented

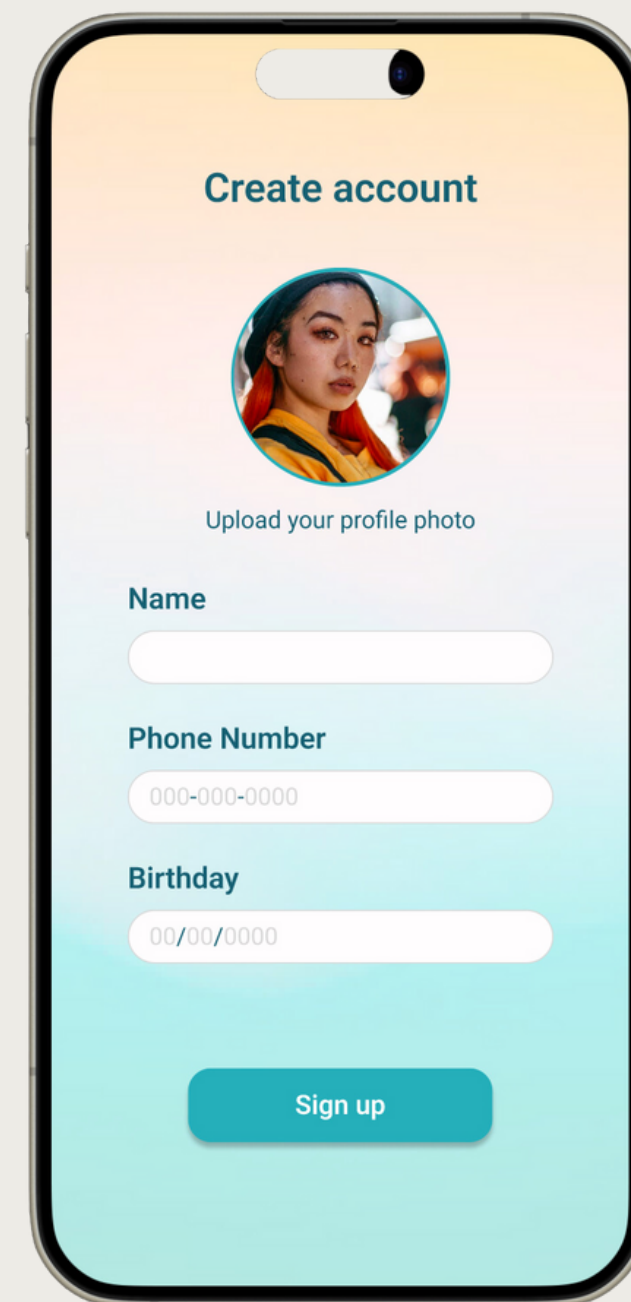
hard-coded features



bottle messages

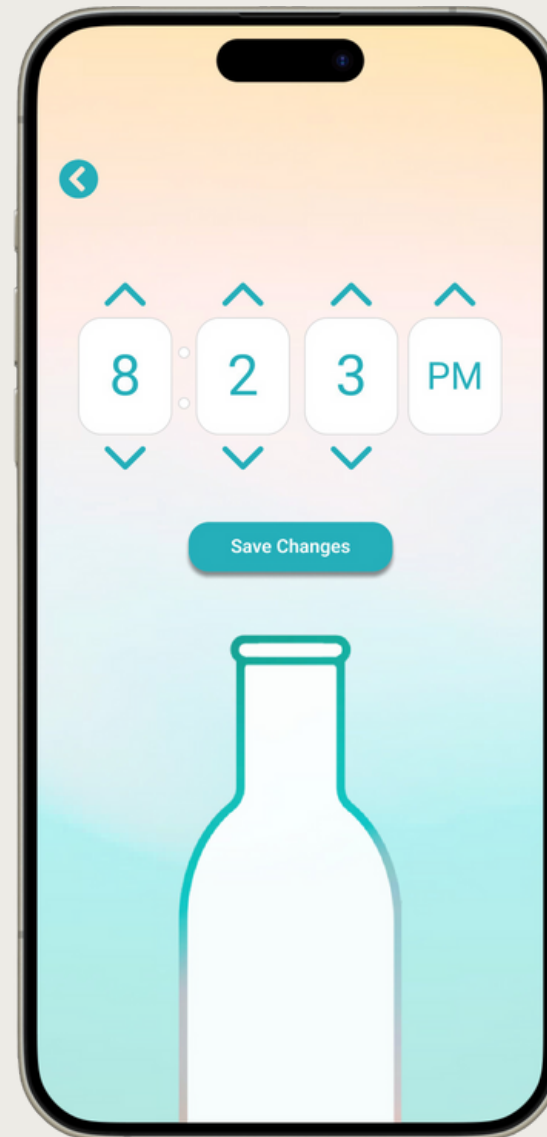


user friends



name and profile information

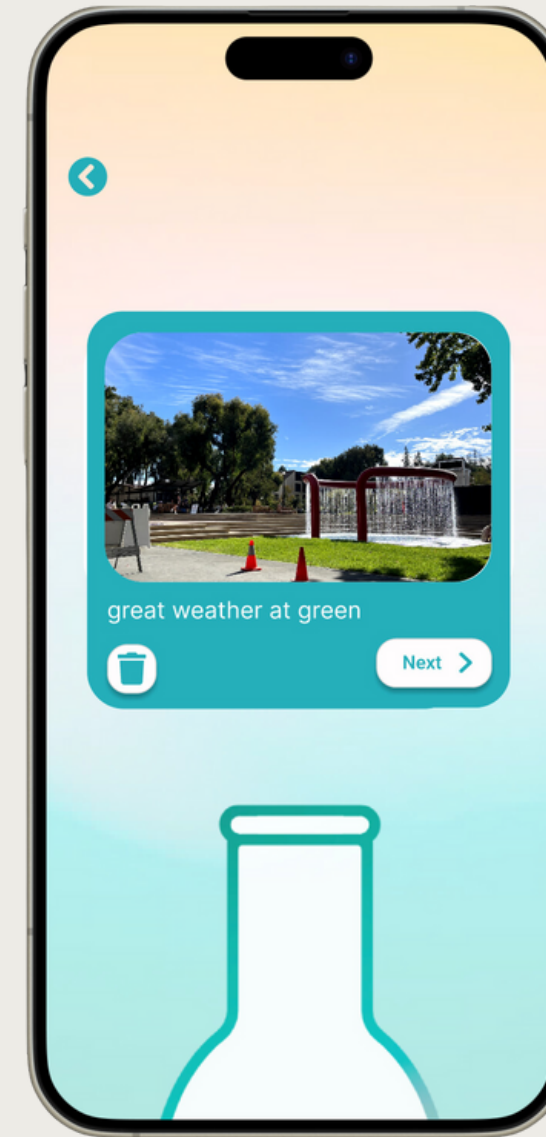
wizard-of-oz features



changing bottle times



filtering bottles by emotion



uploading messages

09. appendix

Figma Link

[www.figma.com/file/fP6KPZ9OSvW9cTzTupWpll/Task-Flows?
type=design&node-id=0%3A1&mode=design&t=BuZdWUGWYBg5GY41-1](https://www.figma.com/file/fP6KPZ9OSvW9cTzTupWpll/Task-Flows?type=design&node-id=0%3A1&mode=design&t=BuZdWUGWYBg5GY41-1)