

Rendez Viewwz

Low-fi Prototypes

~Life of the watch party~

Meet Our Team



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Boston, MA



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'25
Suzhou, China



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'23/'24
Miami, FL



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'23/'24
Hong Kong

The Problem

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We realized that people often associate sports with a **social watching experience**, but not other types of video content.

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The current solutions in our problem space often involve **no space for small, tight-knit social interactions**.

We wanted to help encourage and facilitate **meaningful, small-scale social experiences** surrounding all types of video content.

The Solution

A media sharing app that leverages the **ease and social aspects of listing and ranking shows** to engage users and spark interactions surrounding TV/movies . Inspired by friends' sharings, one can then easily **arrange virtual or in-person watch sessions.**

Value Proposition

From our user research, we feel that our users want to use RendezViewz for the following reasons:

Connect over cinema: Discover, rank, and watch movies and shows seamlessly with friends. **Know** what they're **watching**, **easily share** your **favorites**, reach out without fear and **enjoy together**.

Roadmap

01

Sketching
explorations

02

Selected interface
and rationale

03

Low-fi prototypes

04

Testing
methodology

05

Testing Results

06

Discussion

Roadmap

01

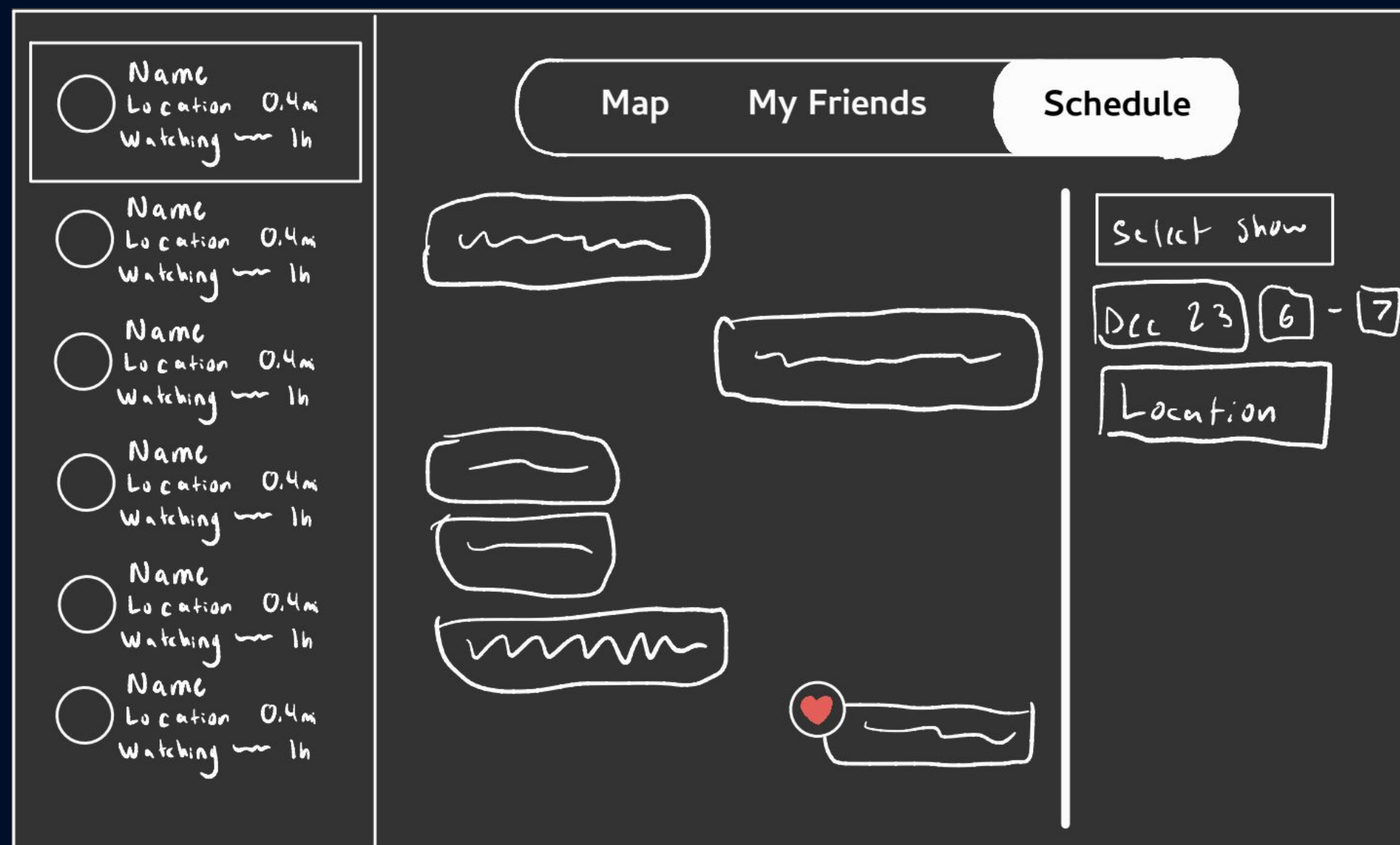
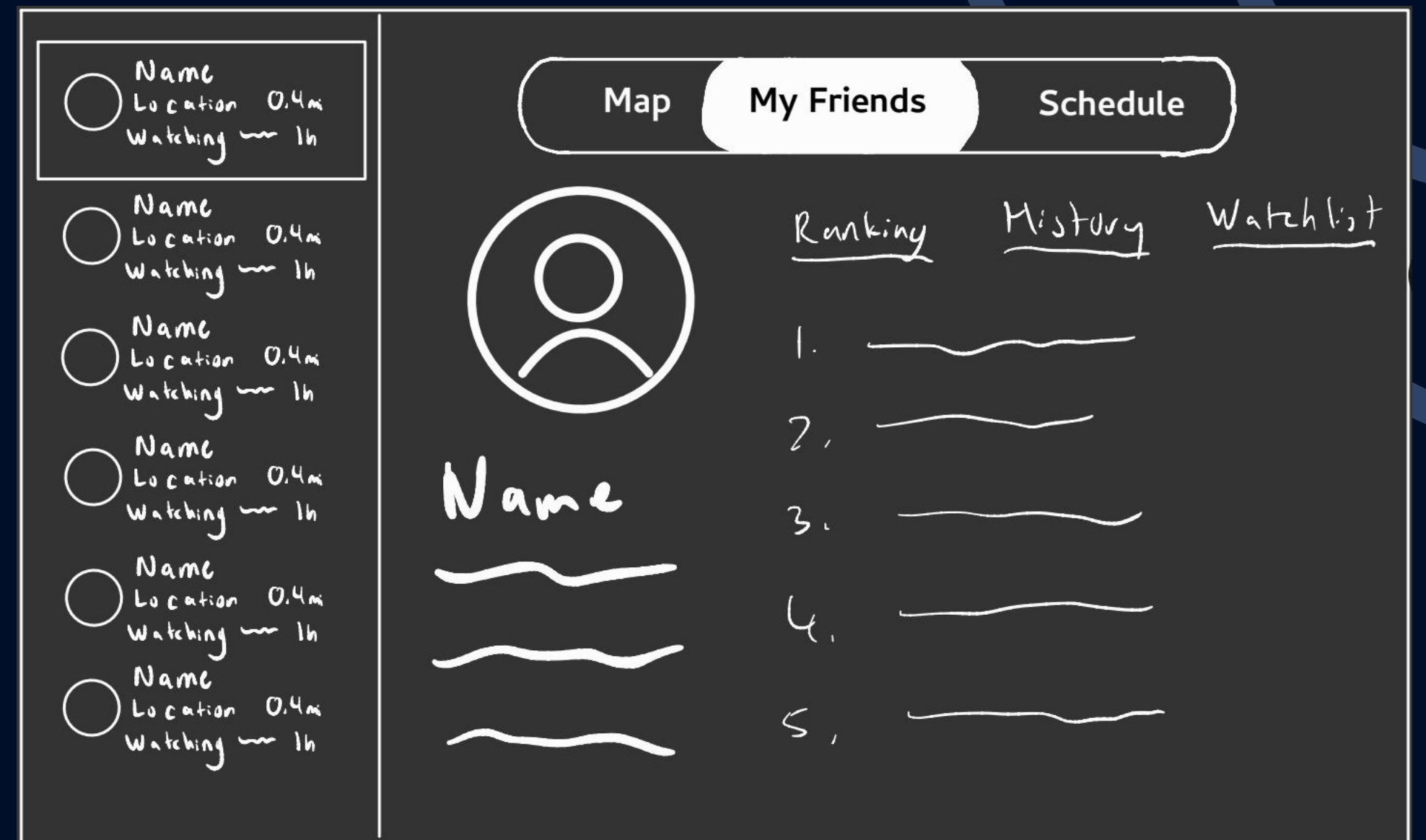
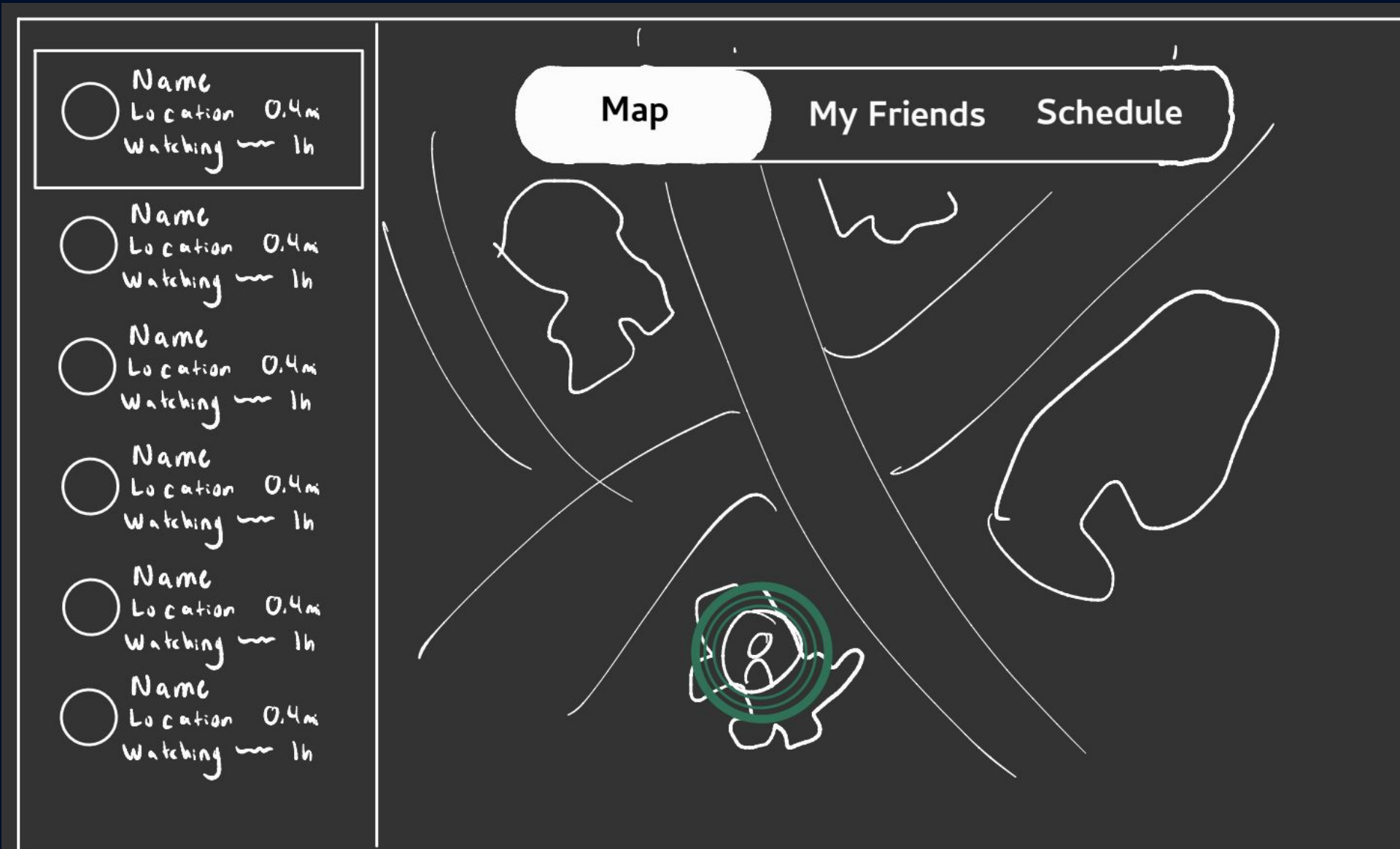
**Sketching
explorations**

Sketches



Not Chosen Interfaces

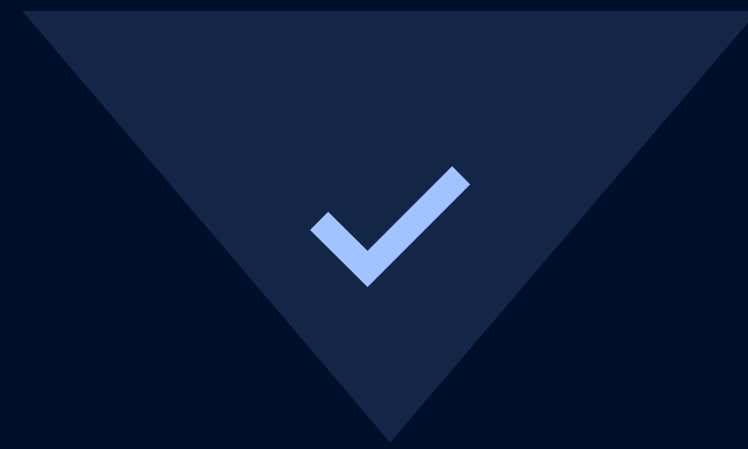
Interface 1: TV App



TV Pros & Cons



TV Pros & Cons



Pros

- ✓ Big screen, can fit detail, good viewing experience
- ✓ Connected to content watching



TV Pros & Cons



Pros

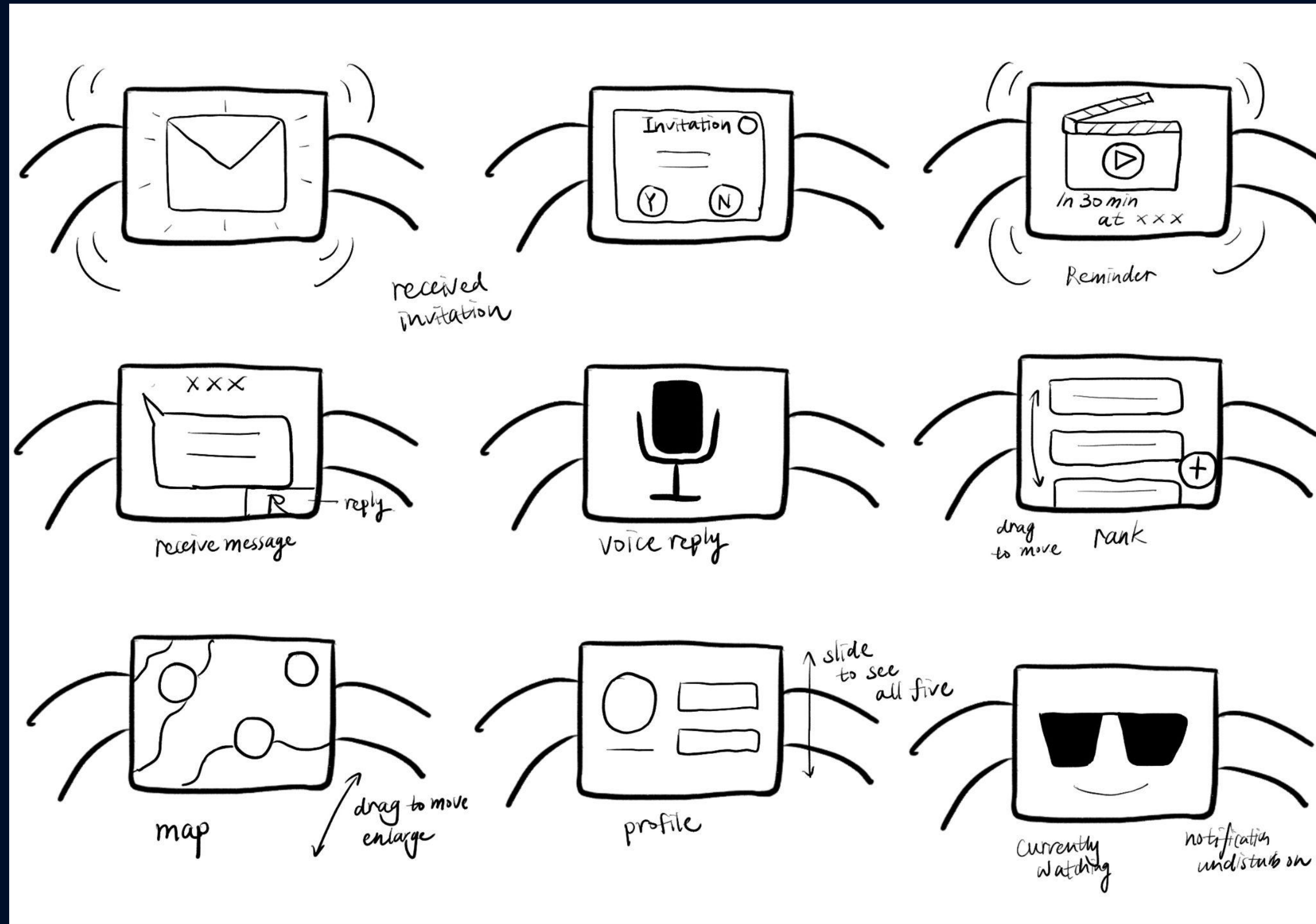
- ✓ Big screen, can fit detail, good viewing experience
- ✓ Connected to content watching



Cons

- ✗ Can't easily reach other users not online
- ✗ Not portable

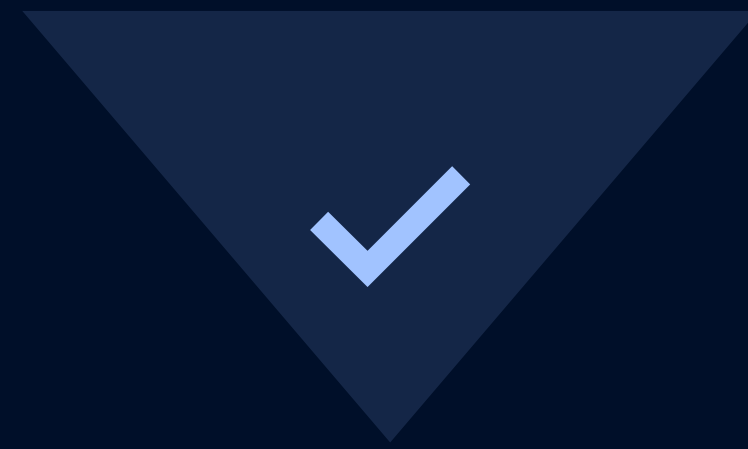
Interface 2: watchOS



Watch Pros & Cons



Watch Pros & Cons



Pros

- ✓ Very easy to reach people given they have a smartwatch
- ✓ Can use at any time during the day



Watch Pros & Cons



Pros

- ✓ Very easy to reach people given they have a smartwatch
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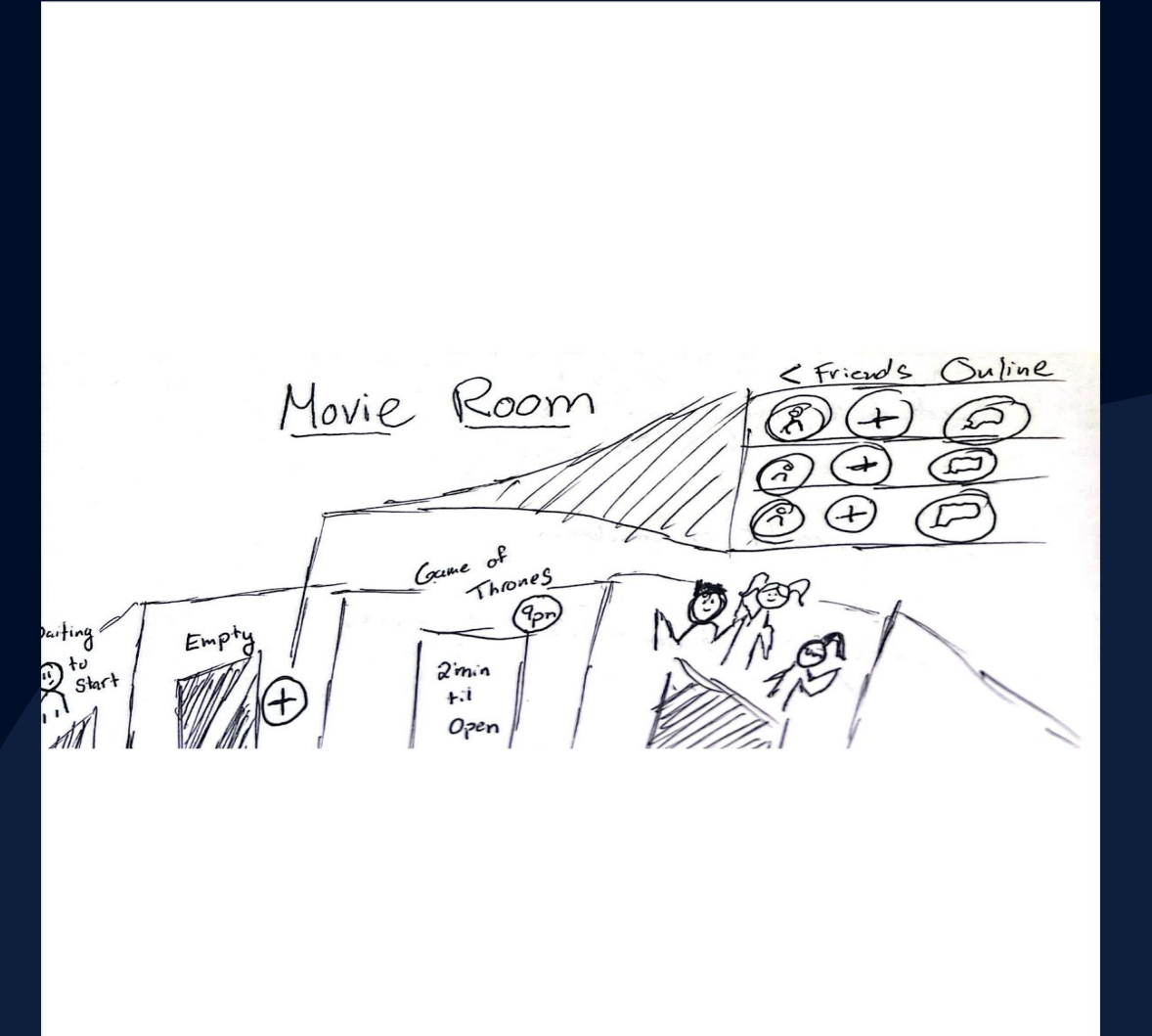
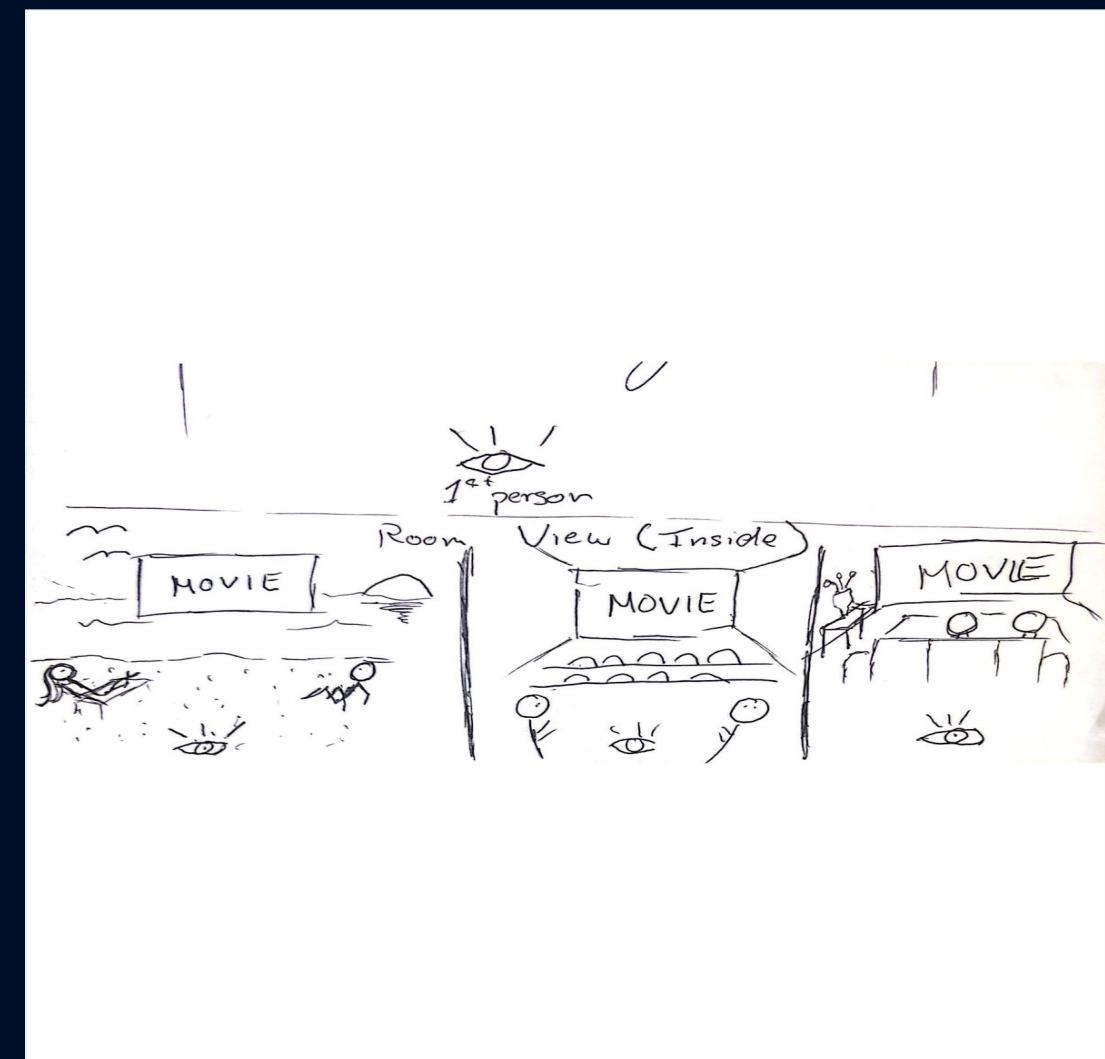
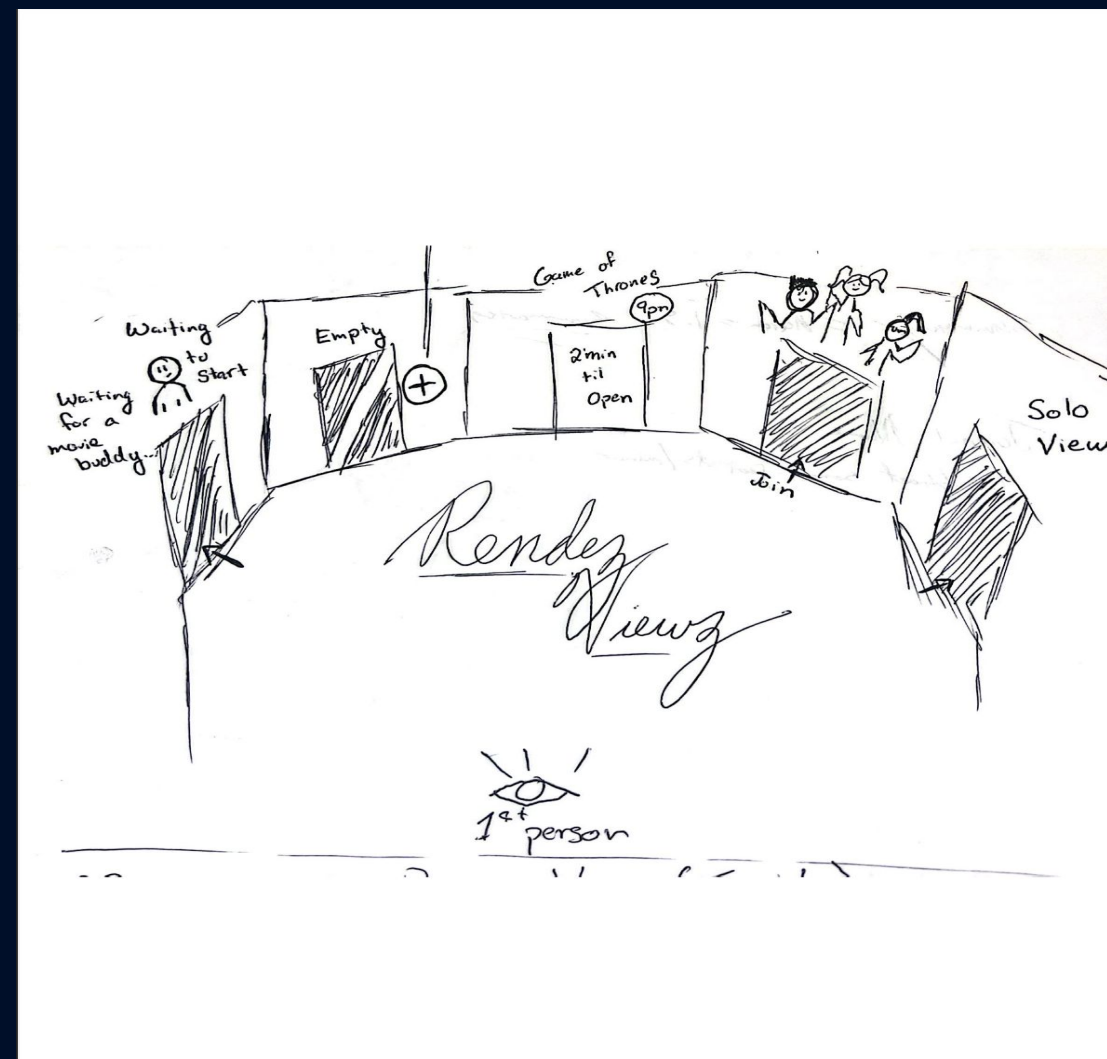
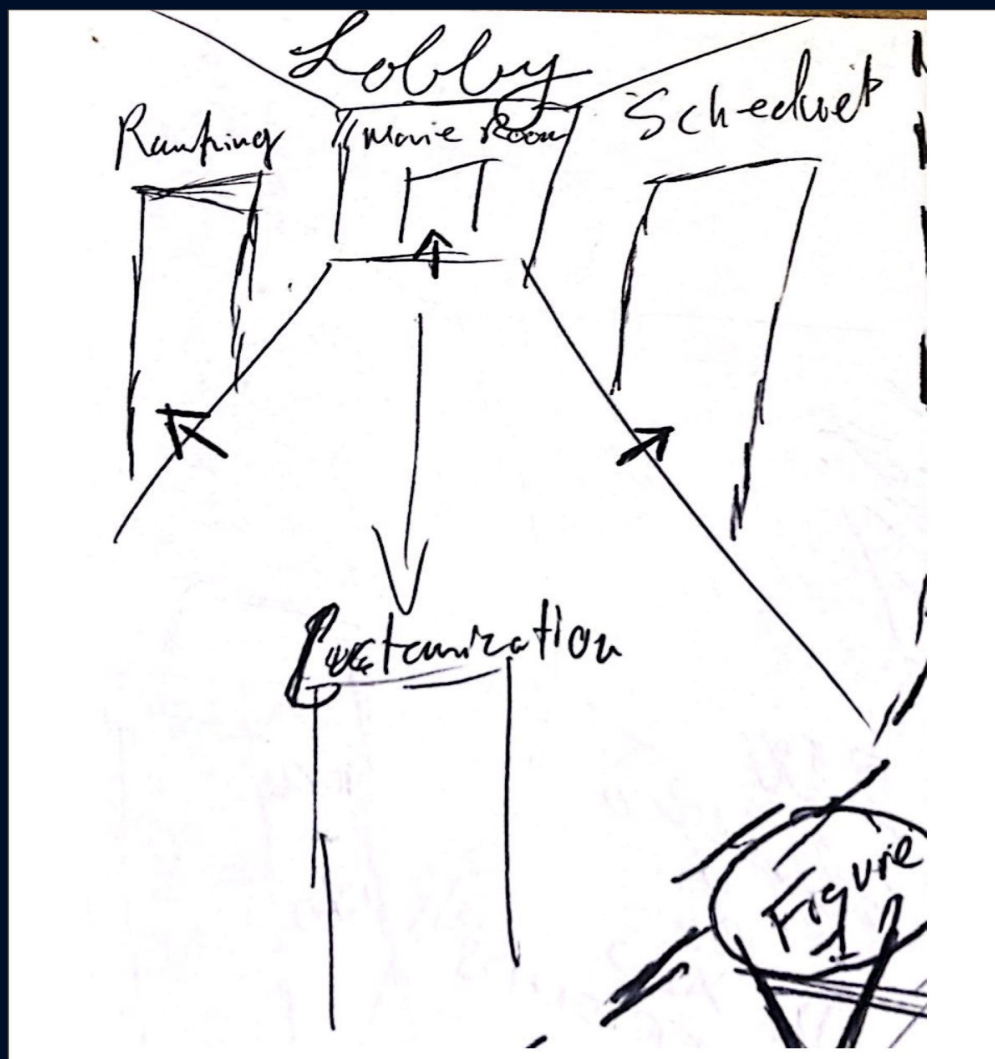
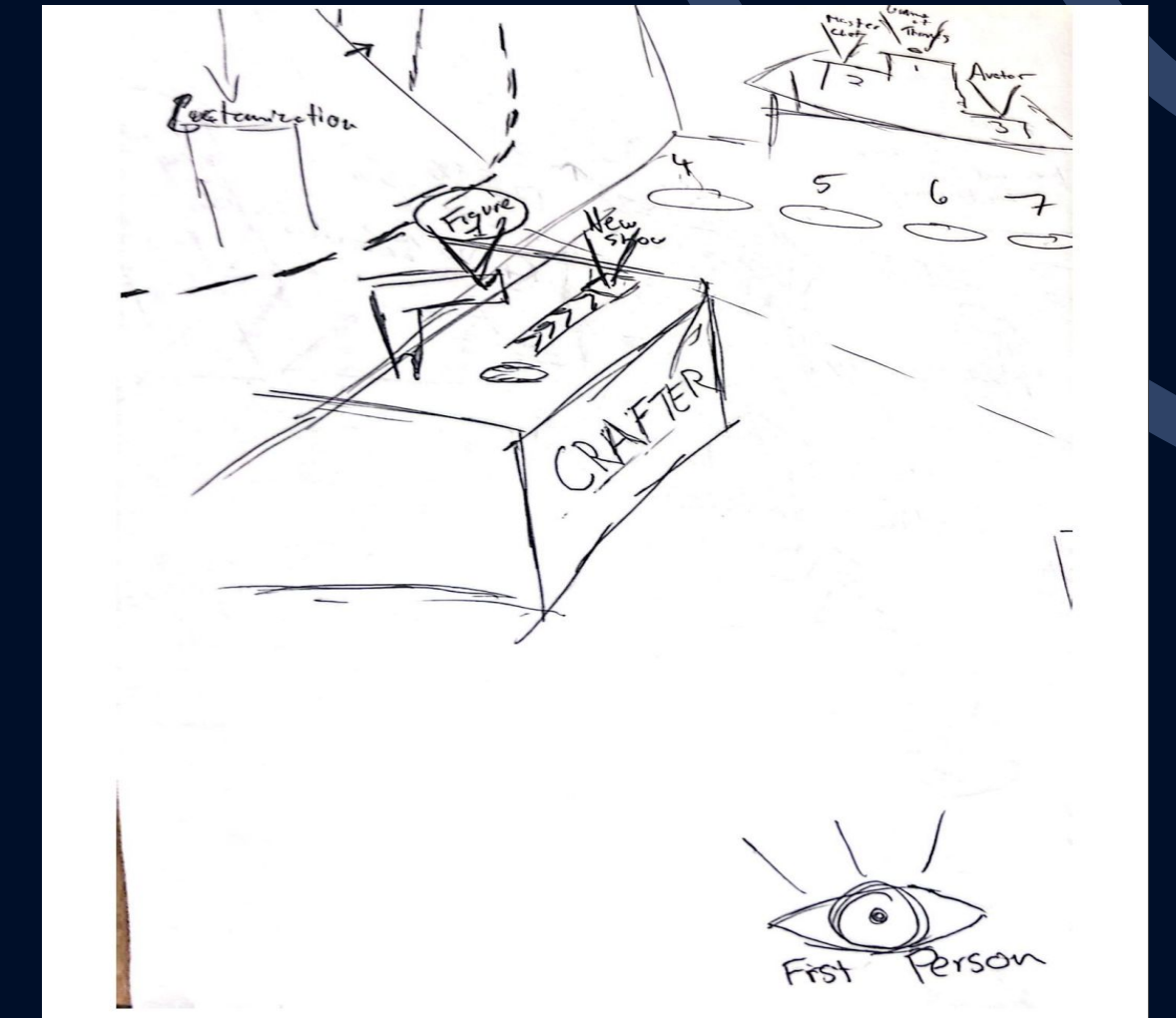
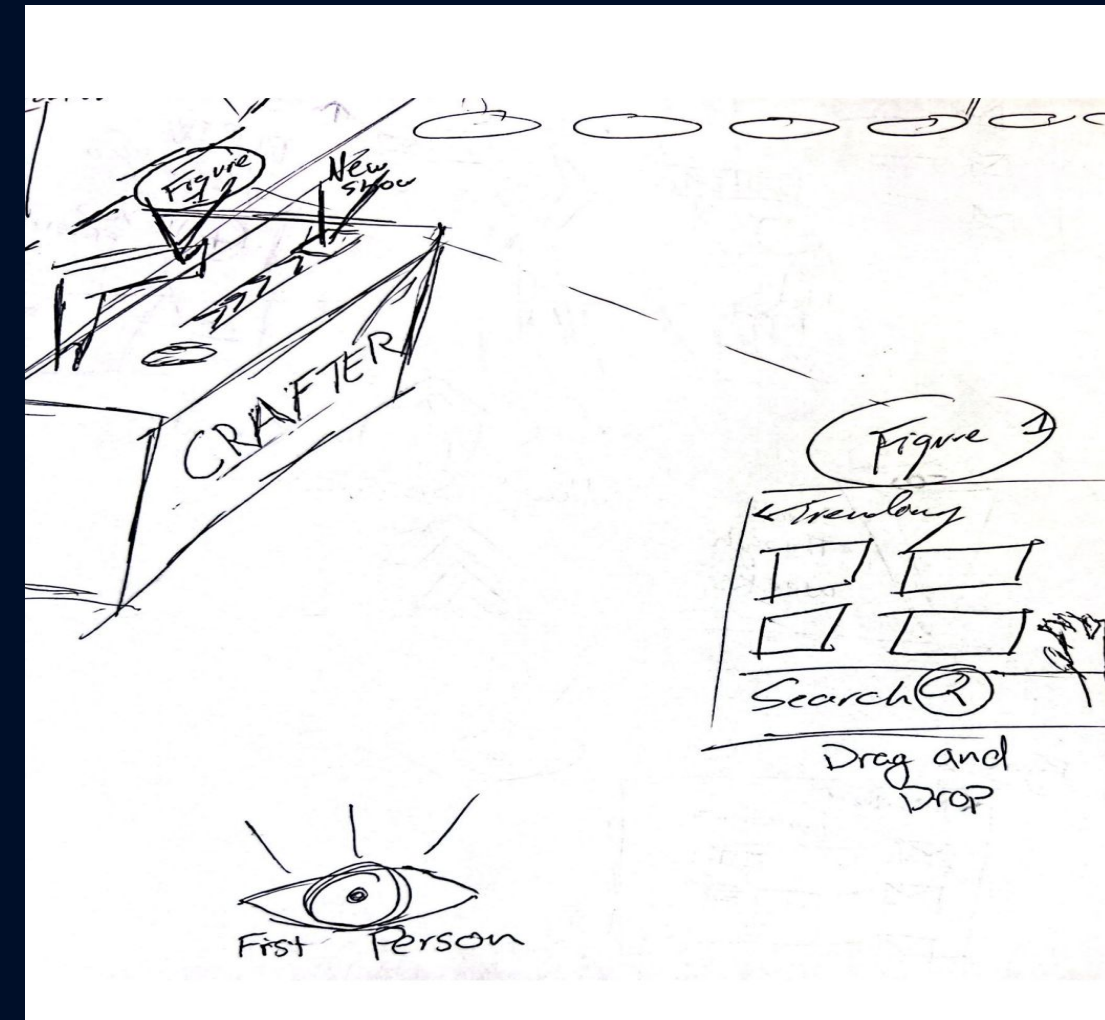
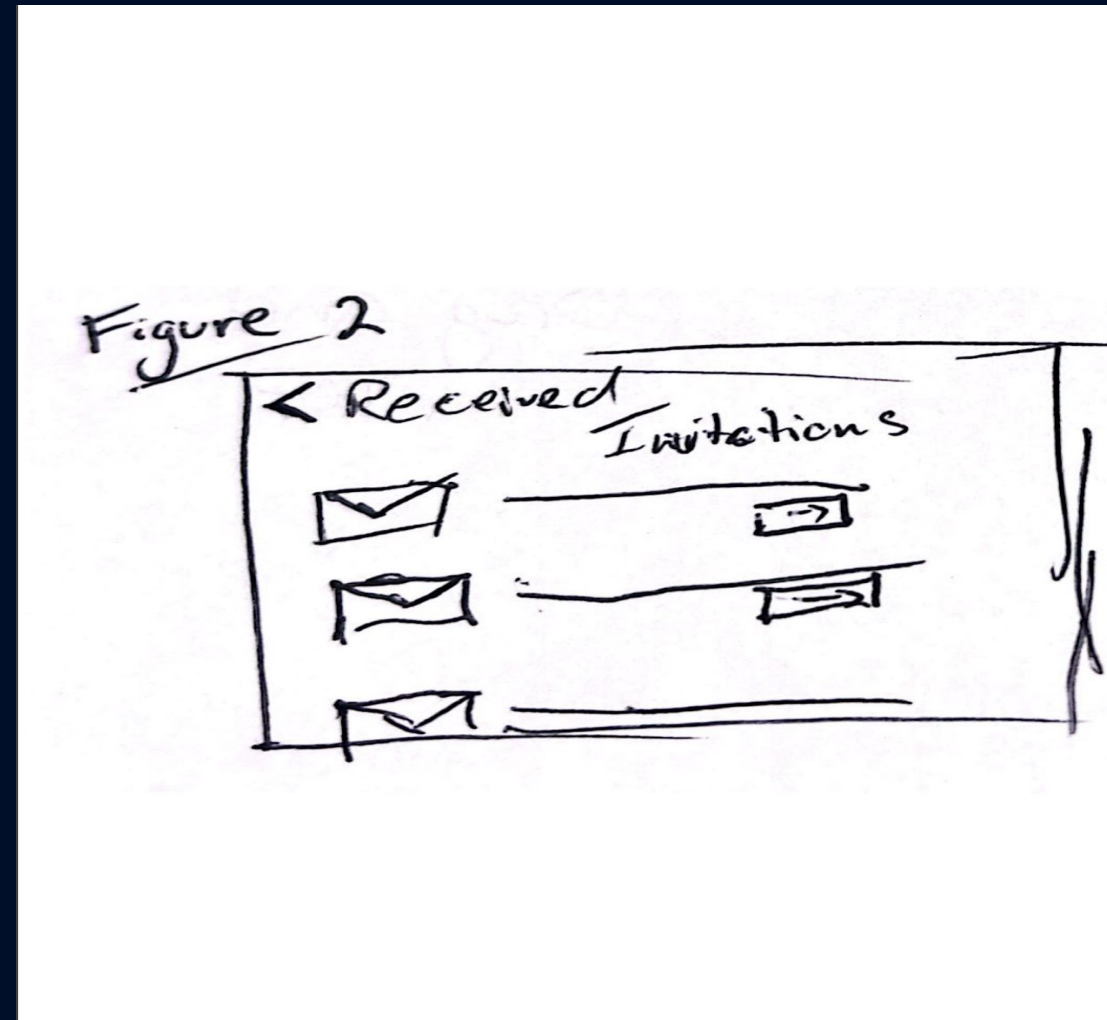
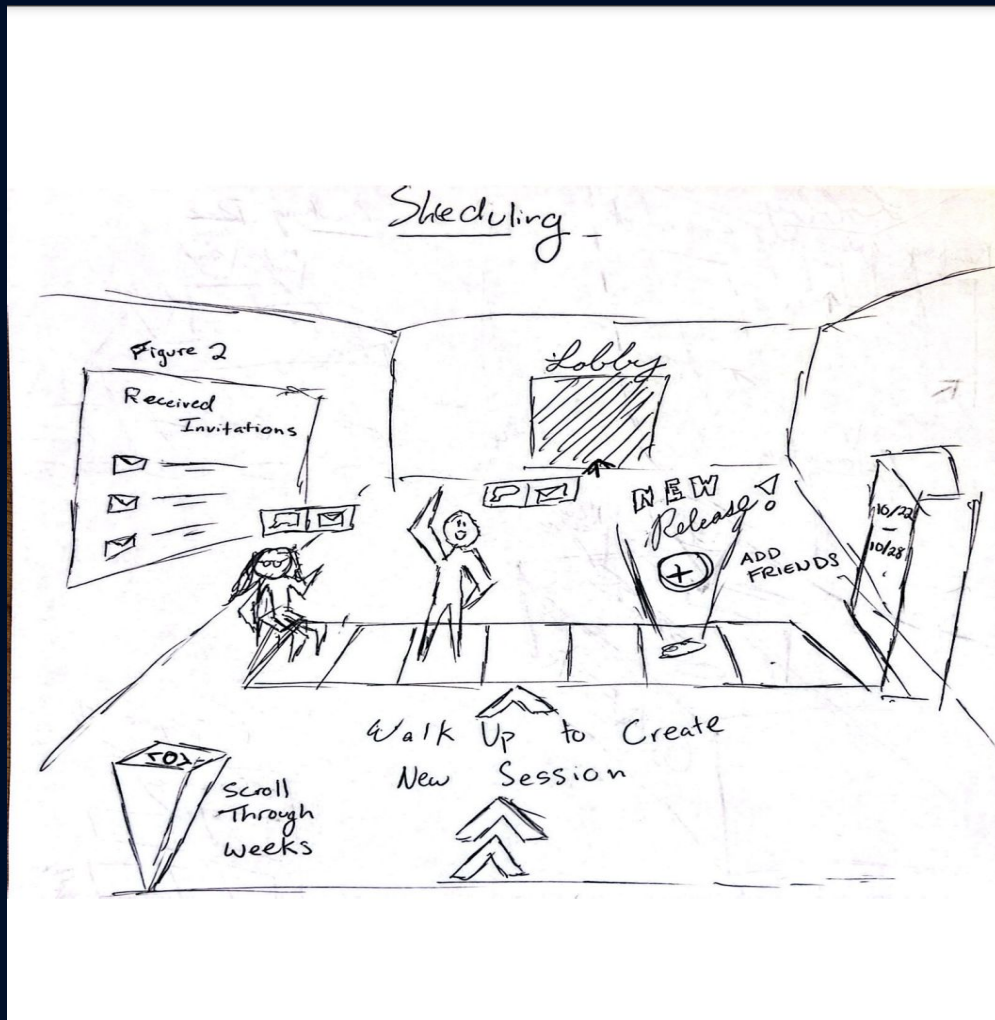
Cons

- ✗ Not everyone will have a smart watch
- ✗ Tiny screen, hard to fit in functions



Chosen Interfaces

Interface 3: VR



VR Pros & Cons



VR Pros & Cons



Pros

- ✓ Immersive, realistic
- ✓ New, cool experience
- ✓ Fits more content, wider view options available
- ✓ Better virtual interactions



VR Pros & Cons



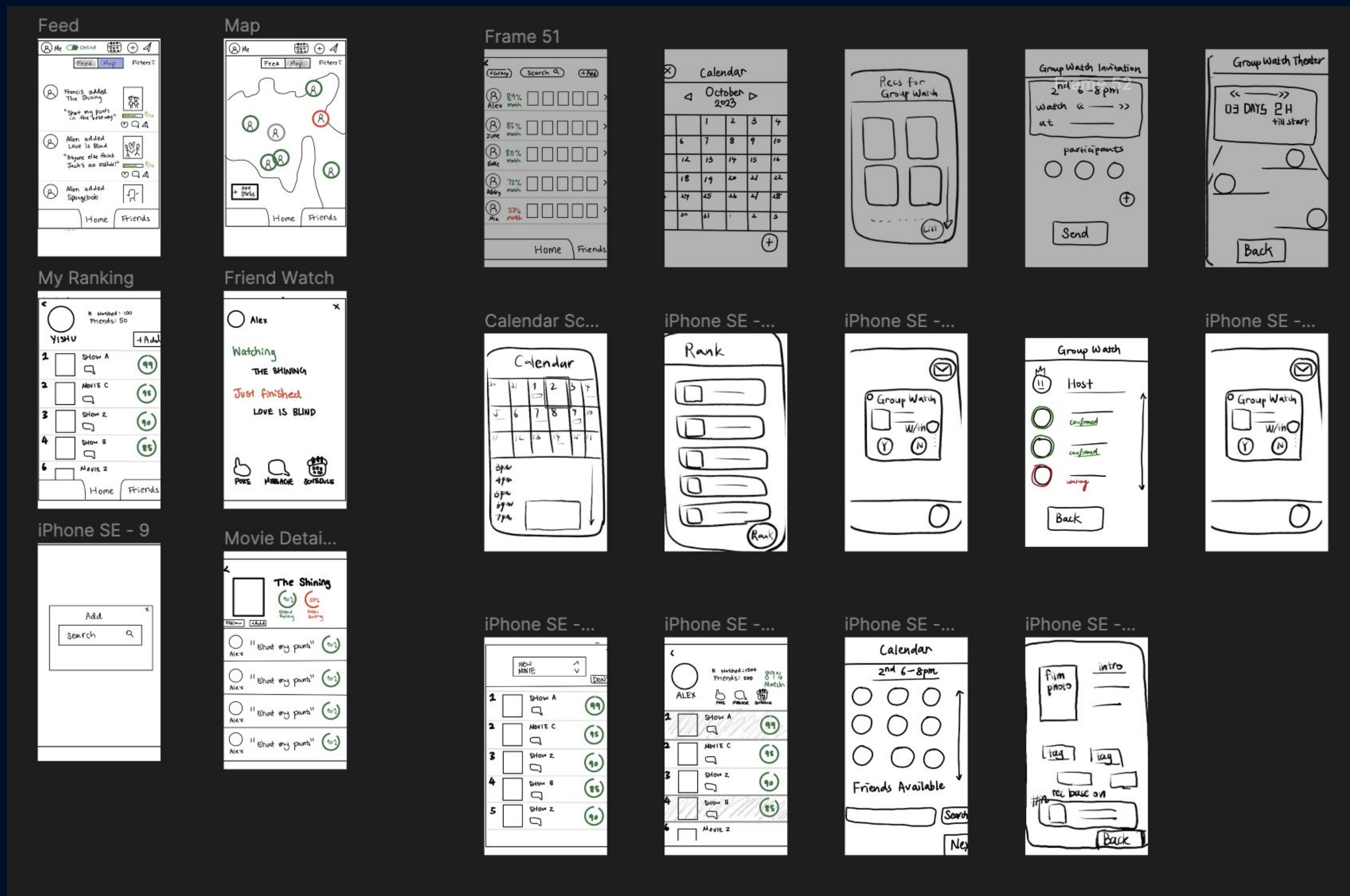
Pros

- ✓ Immersive, realistic
- ✓ New, cool experience
- ✓ Fits more content, wider view options available
- ✓ Better virtual interactions

Cons

- ✗ Harder development with the high-quality visuals needed
- ✗ Higher barrier for entry, pricey tech needed
- ✗ Not easy to reach others

Interface 4: Smartphone app



Mobile Pros & Cons



Pros

- ✓ Accessible (most people have phones compared to other devices)
- ✓ Integrates easily into daily life & with other app usage, higher chance of adoption
- ✓ Easier for users to reach other users
- ✓ Similar to most apps, easy to learn

Mobile Pros & Cons



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- ✓ Accessible (most people have phones compared to other devices)
- ✓ Integrates easily into daily life & with other app usage, higher chance of adoption
- ✓ Easier for users to reach other users
- Similar to most apps, easy to learn



Cons

- ✗ Harder to fit a lot of content on a small screen
- ✗ Boring, will resemble many other apps and functionalities

Roadmap

01

**Sketching
explorations**

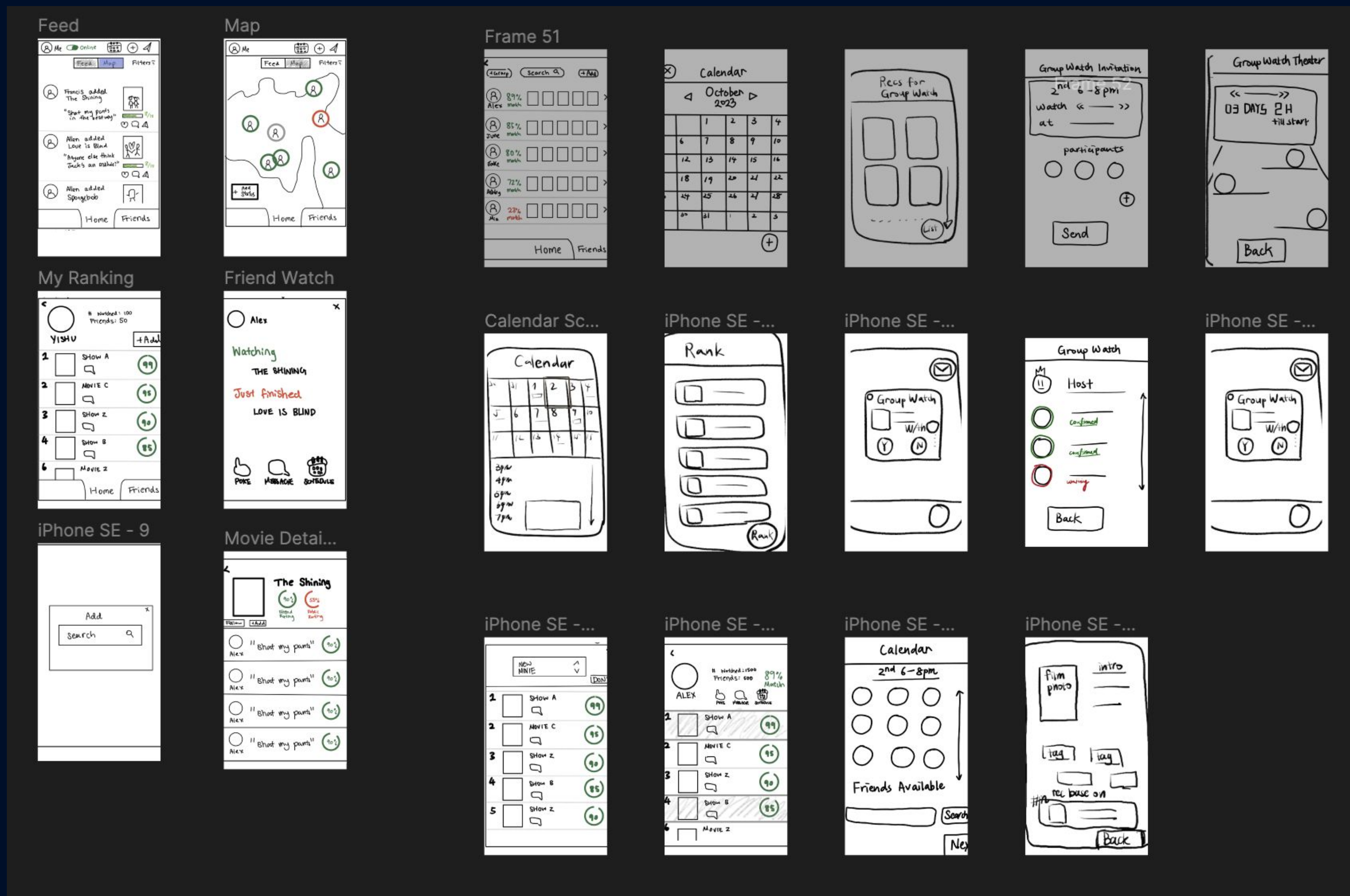
02

**Selected interface
and rationale**



Selected Interface:

Interface 4: Smartphone app



We chose this medium because...

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1

Most **widely adapted** smart device-> more **accessible** & higher **usage**

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- 1 | Most **widely adapted** smart device-> more **accessible** & higher **usage**
- 2 | Good **balance** between amount of **content** fit on screen and **portability**

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- 3 | More accessible & **low cost** than VR, both for users and developers

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Would be most successful as a **social** app where you want to be able to **reach others** easily

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More accessible & **low cost** than VR, both for users and developers

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Would be most successful as a **social** app where you want to be able to **reach others** easily

5

Most **amount of design ideas** that could be carried out **easily**

Our Struggle

Our Struggle

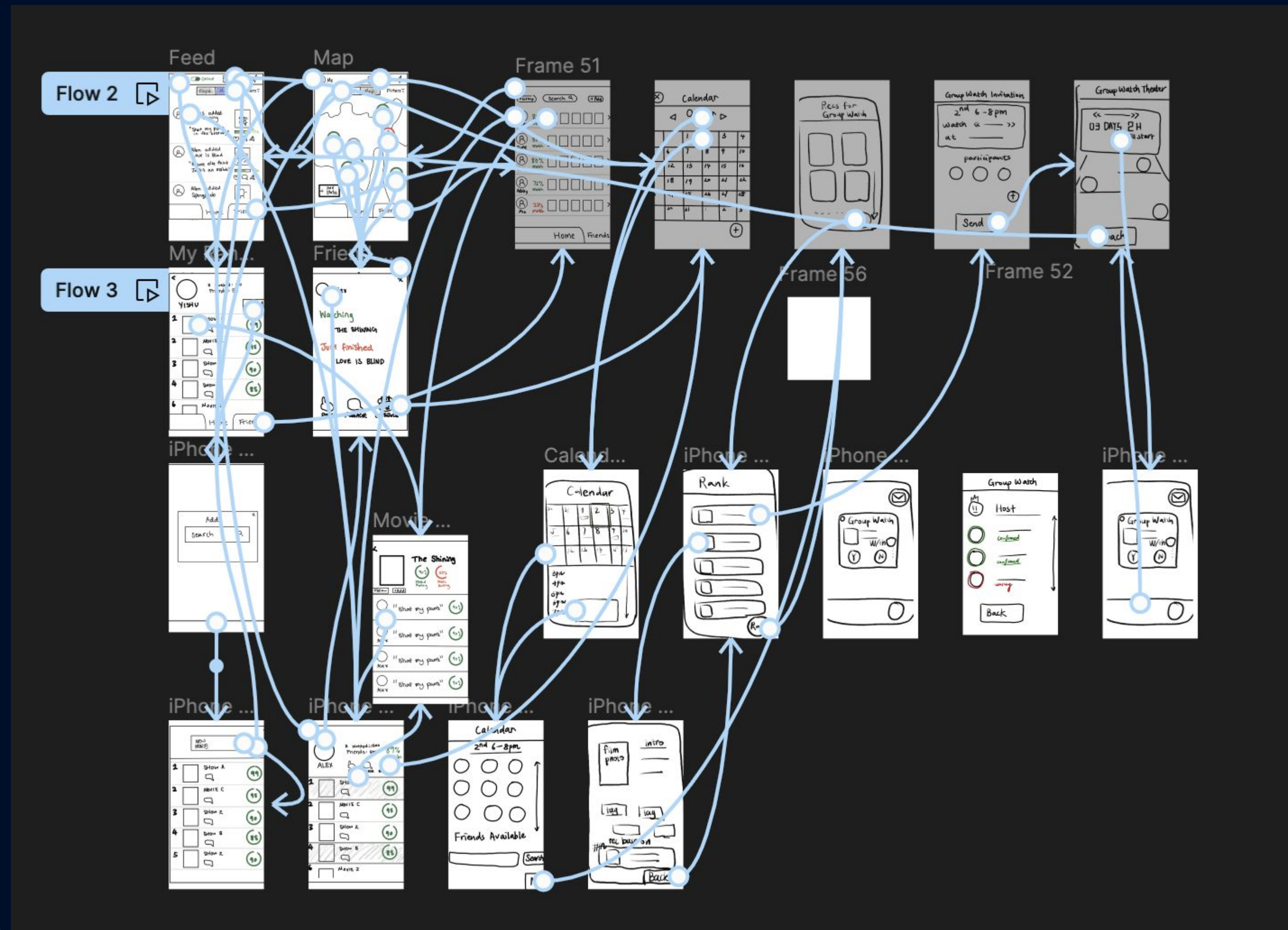
Biting off more than we can chew?

Our Struggle

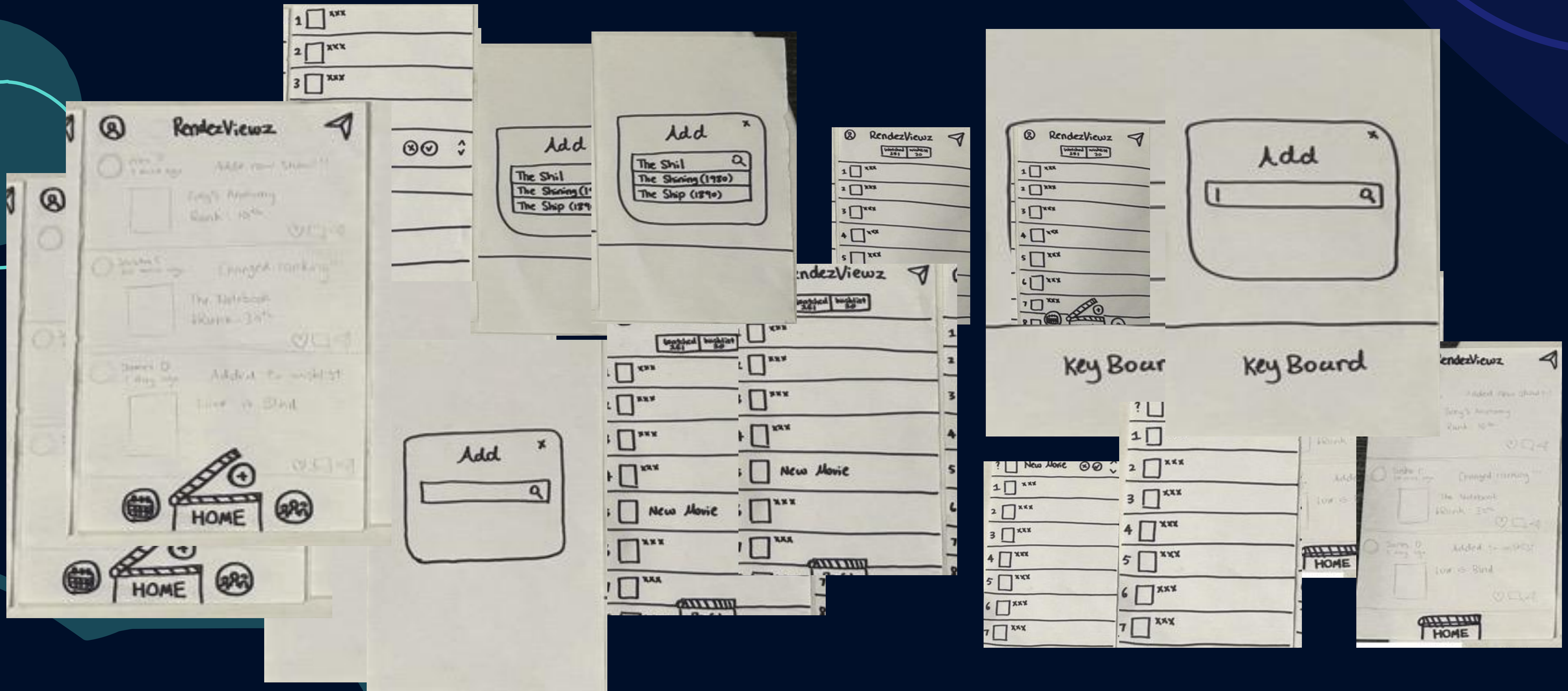
Biting off more than we can chew?

We had so many ideas regarding **features, details, layout** and on top of that **different visions**, so it was really hard to decide on one coherent realization even after deciding on interface

So we did lots of throwing ideas around...



And finally sat down together, wrote down main tasks and sketched



Roadmap

01

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Low-fi prototypes



Low-fi prototypes

Prototype Building & Operation

Focus

We got caught up trying to flesh out details about specific functions/buttons etc. and realized we needed to find the **main functions/goals** first.

Came up with 4 main buckets

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Add/Rank

- Add a show you just watched
- Rank it on preference list

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Friend Dynamics

- Direct message a friend
- Send and receive invitations

Came up with 4 main buckets

Add/Rank

- Add a show you just watched
- Rank it on preference list

Scheduling

- Schedule a group watch
- See current group watch on calendar

Friend Dynamics

- Direct message a friend
- Send and receive invitations

Came up with 4 main buckets

Add/Rank

- Add a show you just watched
- Rank it on preference list

Scheduling

- Schedule a group watch
- See current group watch on calendar

Friend Dynamics

- Direct message a friend
- Send and receive invitations

Show/Movie

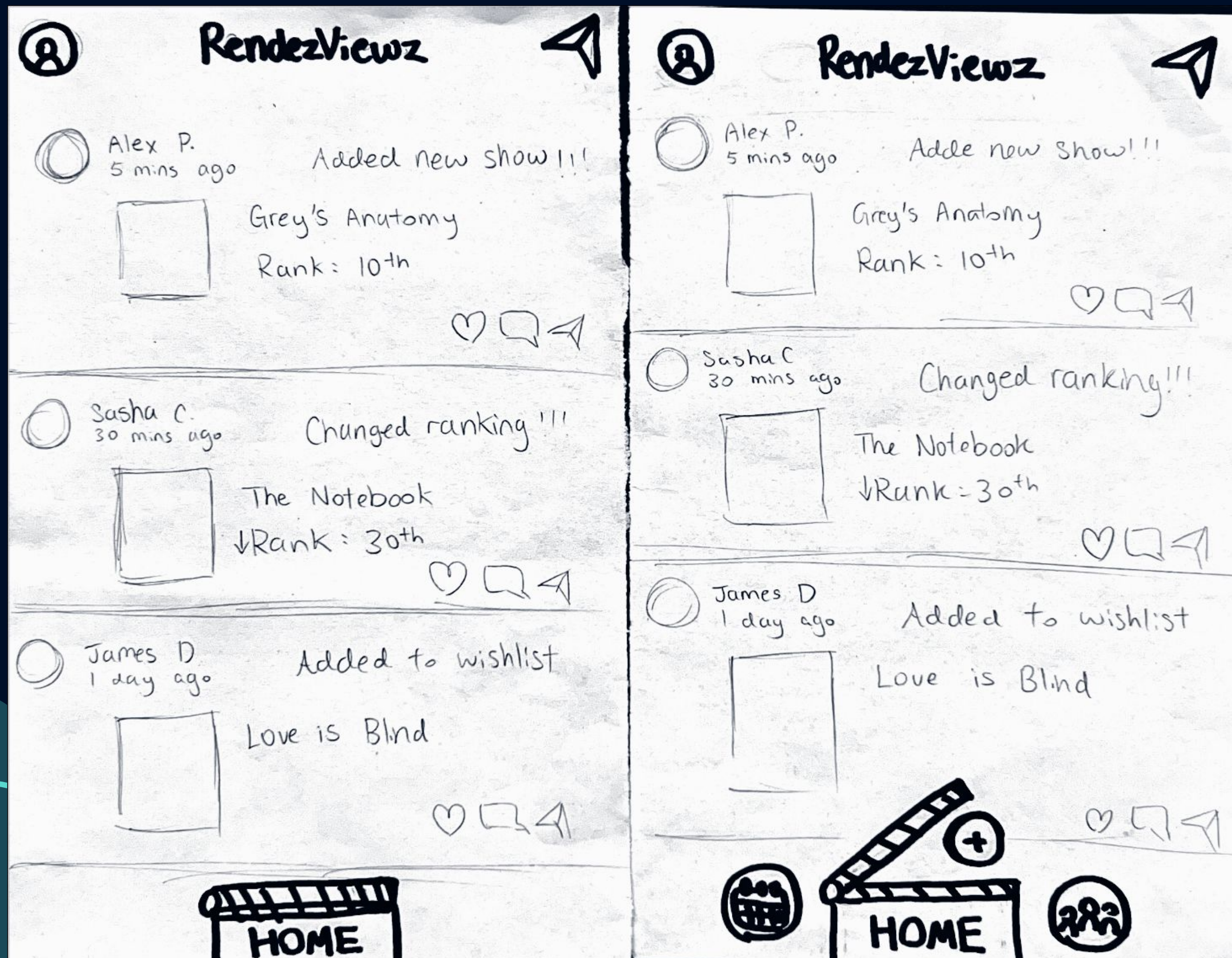
- Find show summary
- Find friends' comments & reactions to them



Features & Interactions

Home!

Home Page



Scroll & click feed page

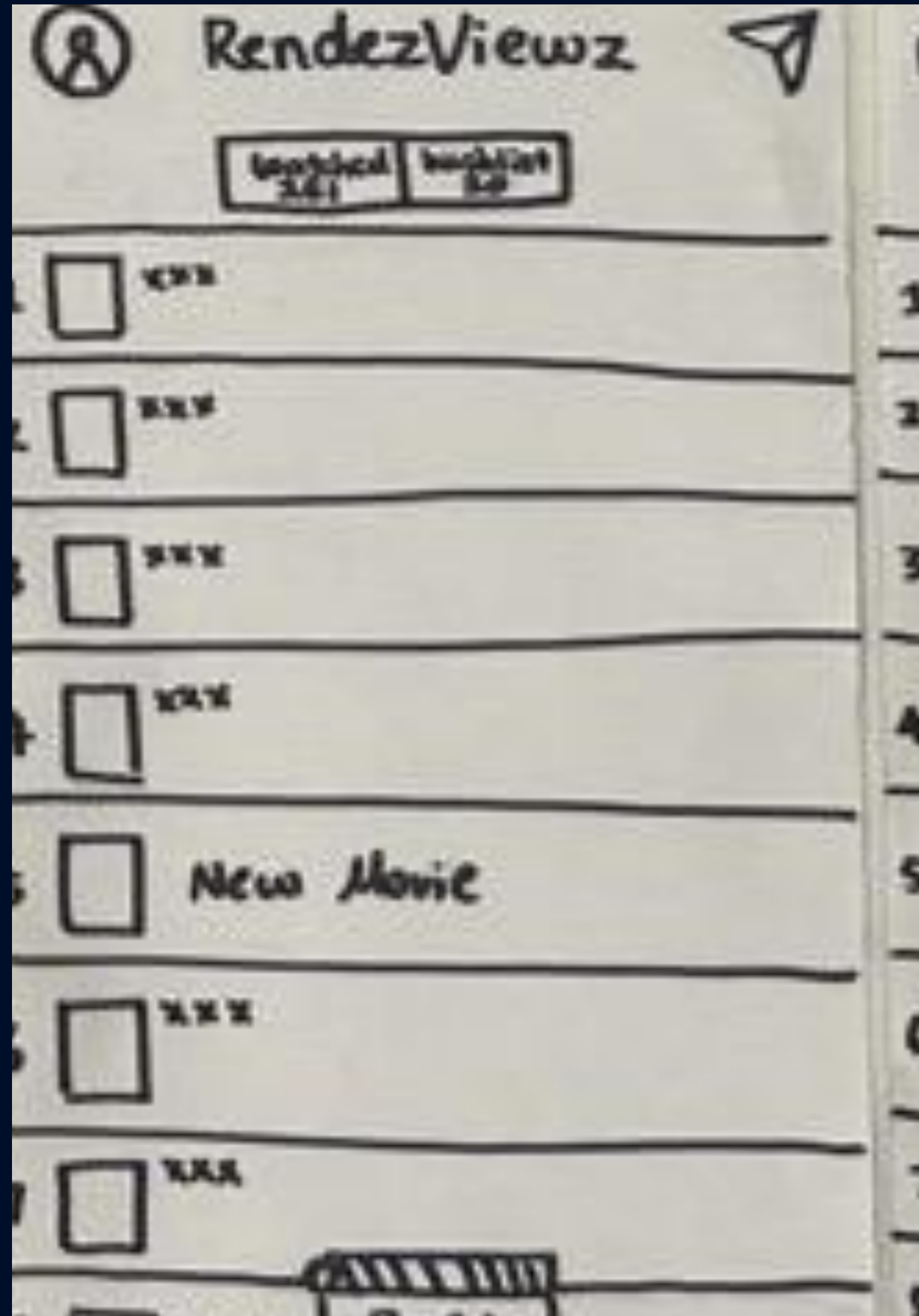
Large Logo

Profile and message at the top

Pop up bottom menu bar (for fun & cleaner look)

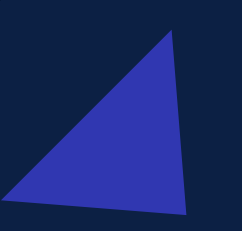
Feed takes up the whole screen, no defined header/footer

Profile!



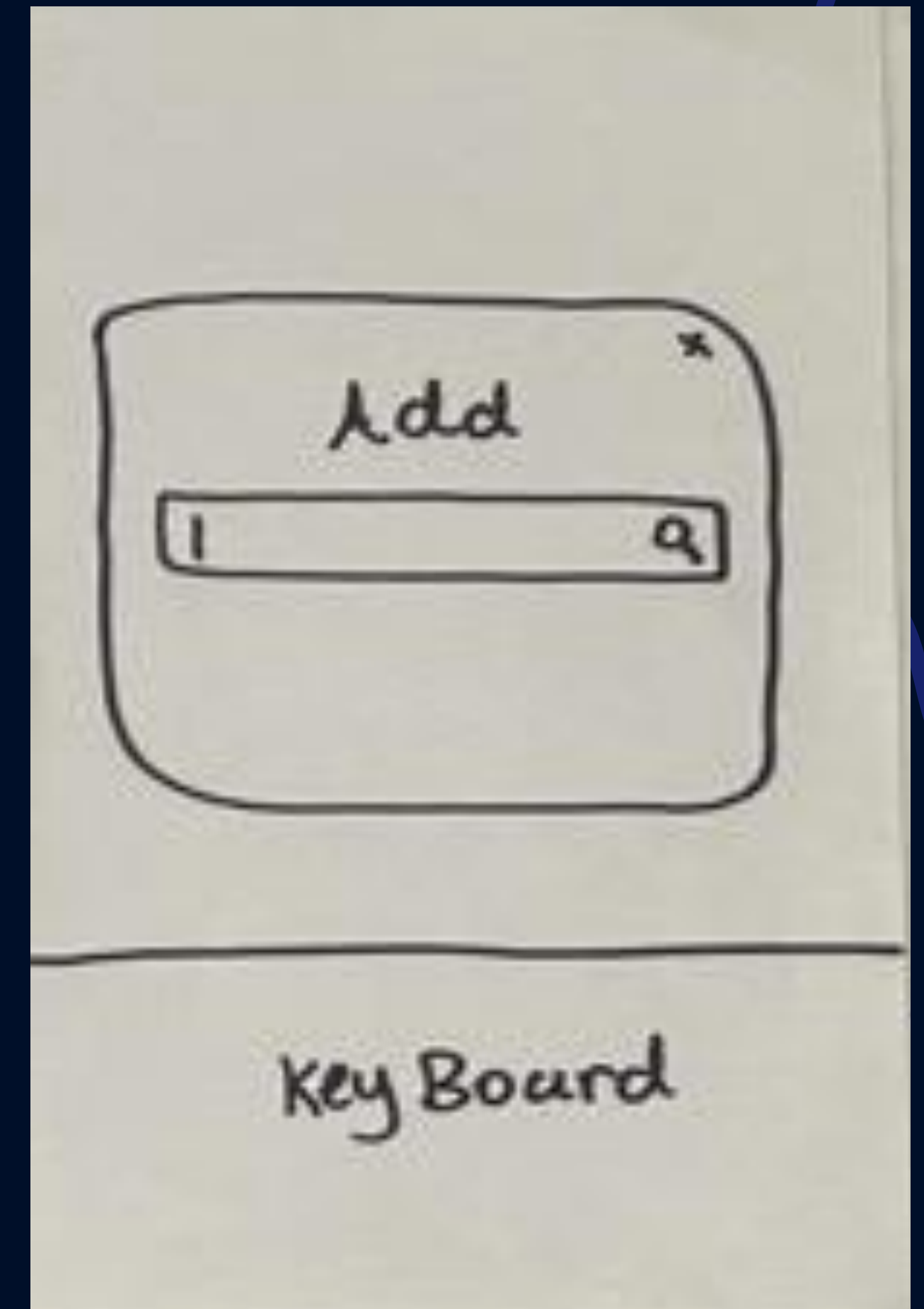
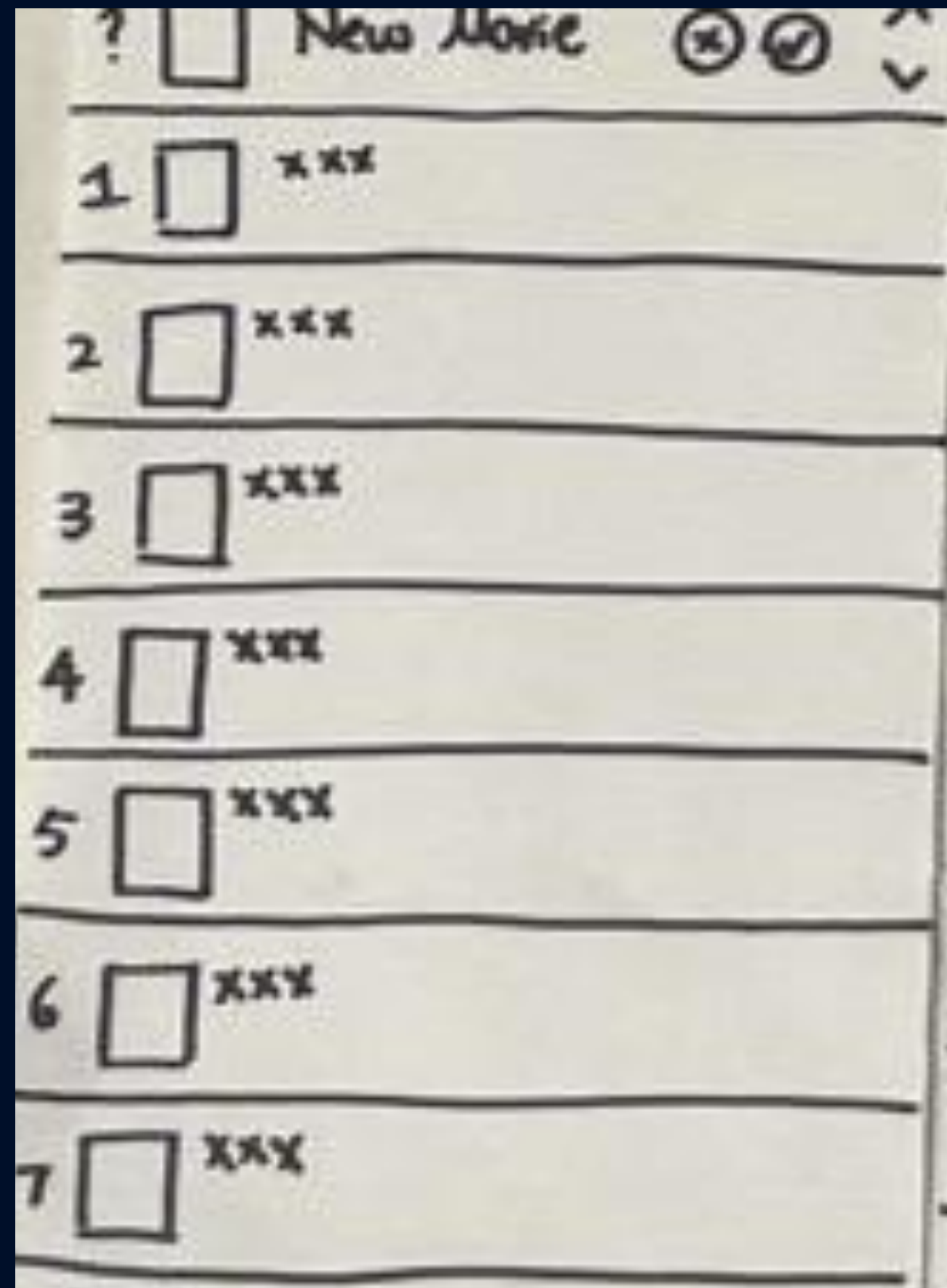
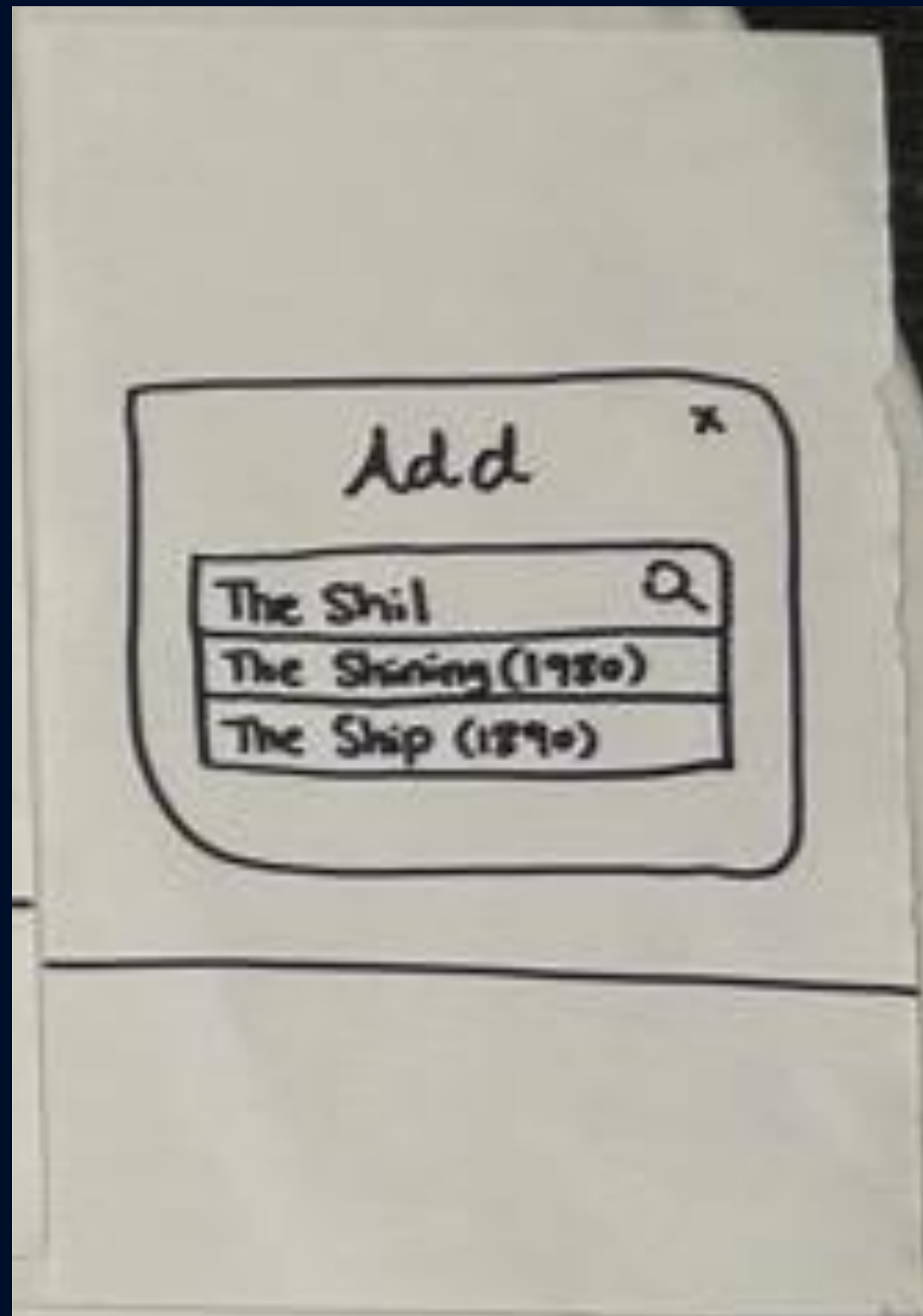
Area 1

Add/Rank



- Rank from home screen
- Add/rank button
- Search Show/Movie
- Profile Page
- Ranking by Rank
- Ranking by date
- Wishlist
- Edit Profile/Rankings

Features & Interactions



Area 2

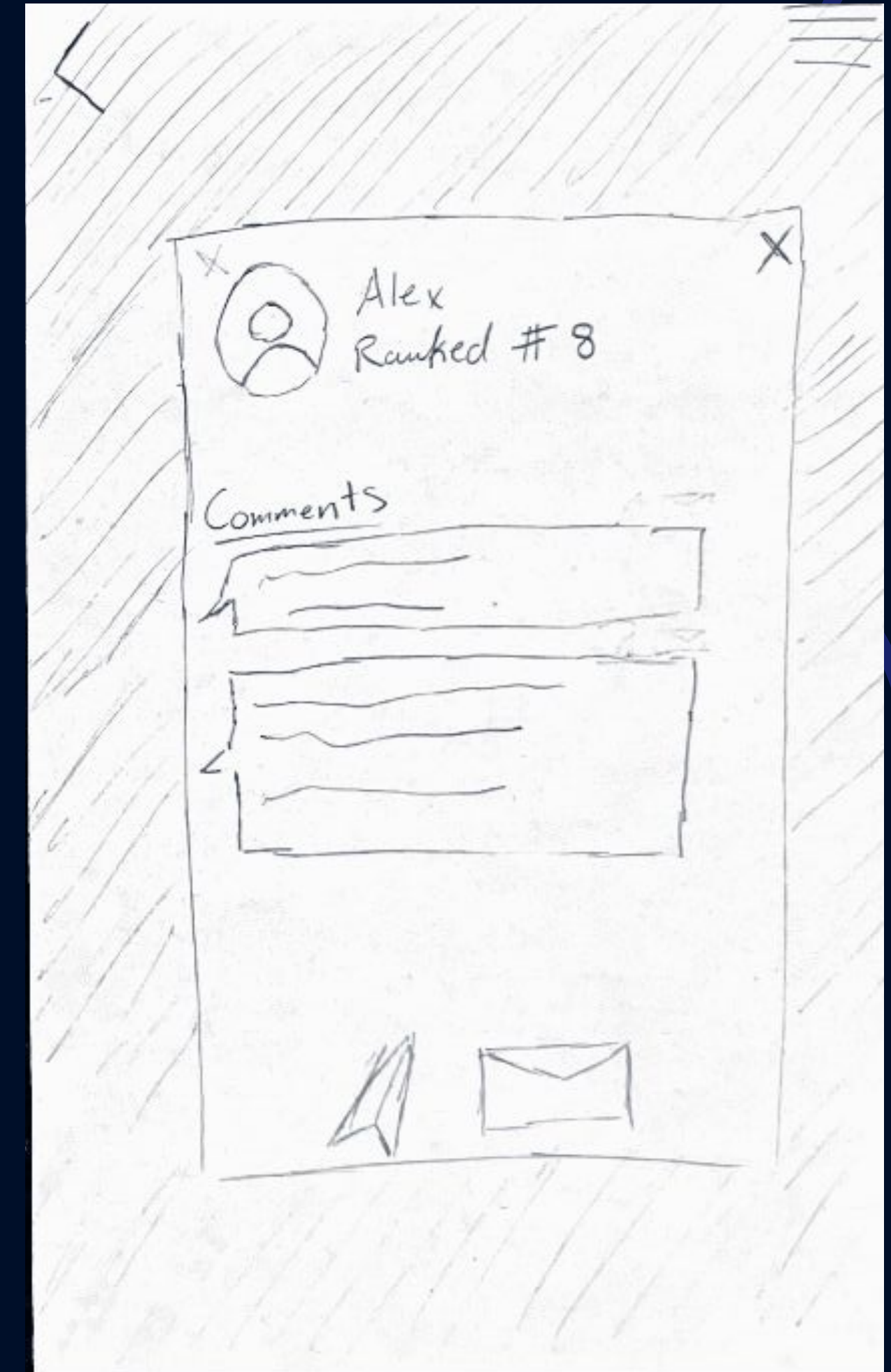
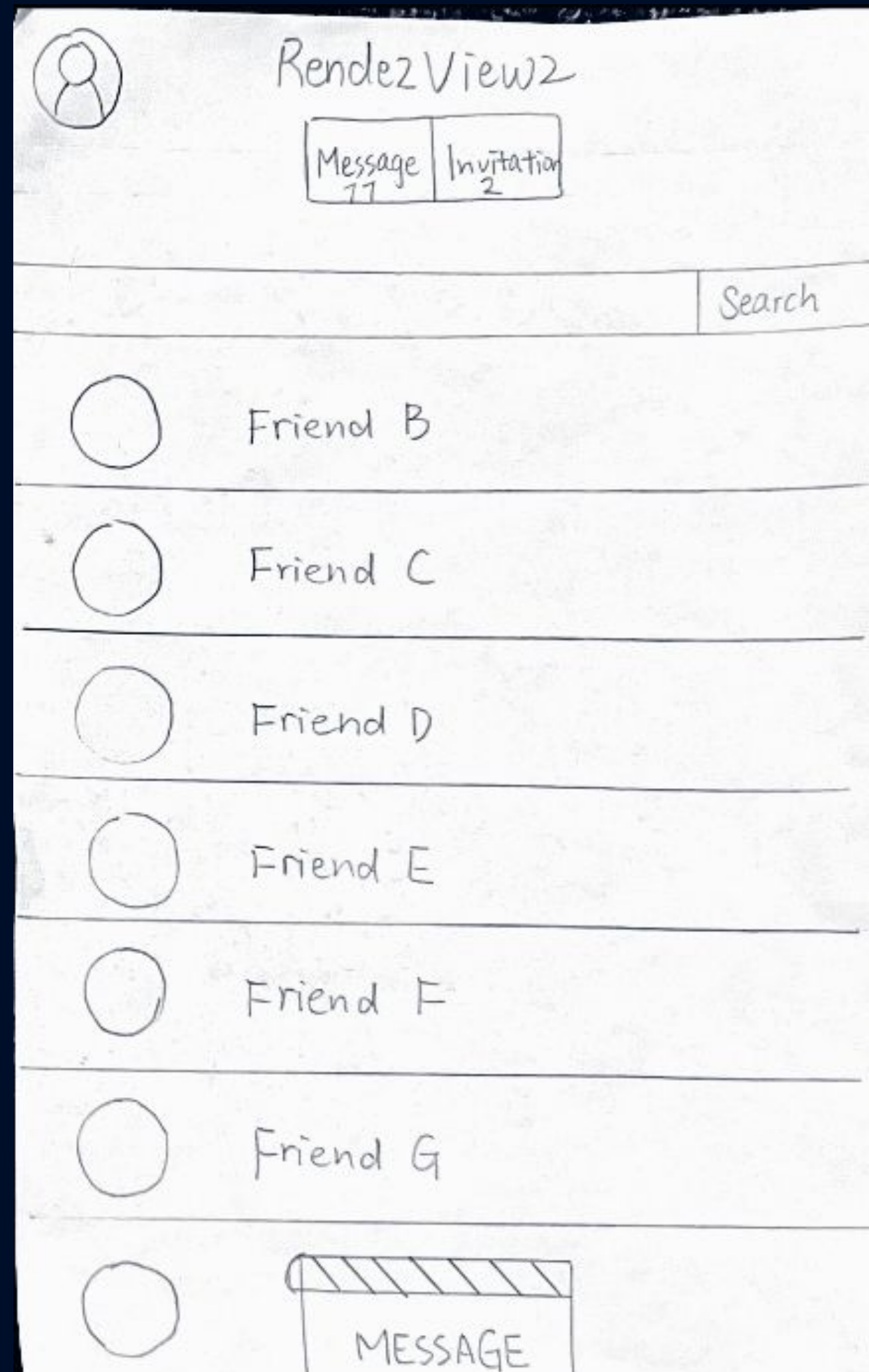
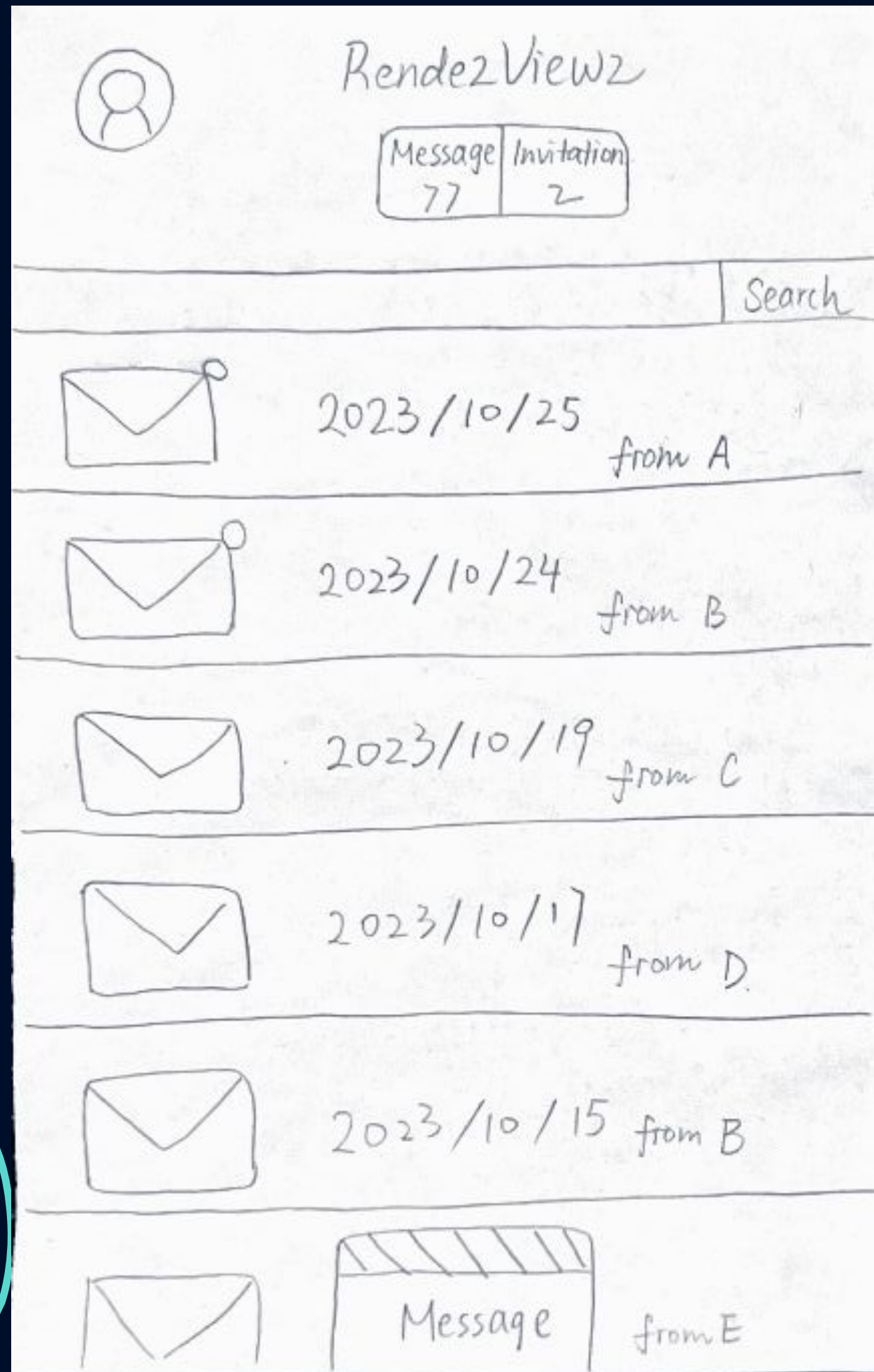
Add/Rank

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Friend Dynamics

- Friends Page
- Messages Page
- Received Invitations
- Friend Profile Page
- Ranking by Rank
- Ranking by date
- Wishlist
- Summary
- Add

Features & Interactions



Area 3

Add/Rank

- Rank from home screen
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- Profile Page
- Ranking by Rank
- Ranking by date
- Wishlist
- Edit Profile/Rankings

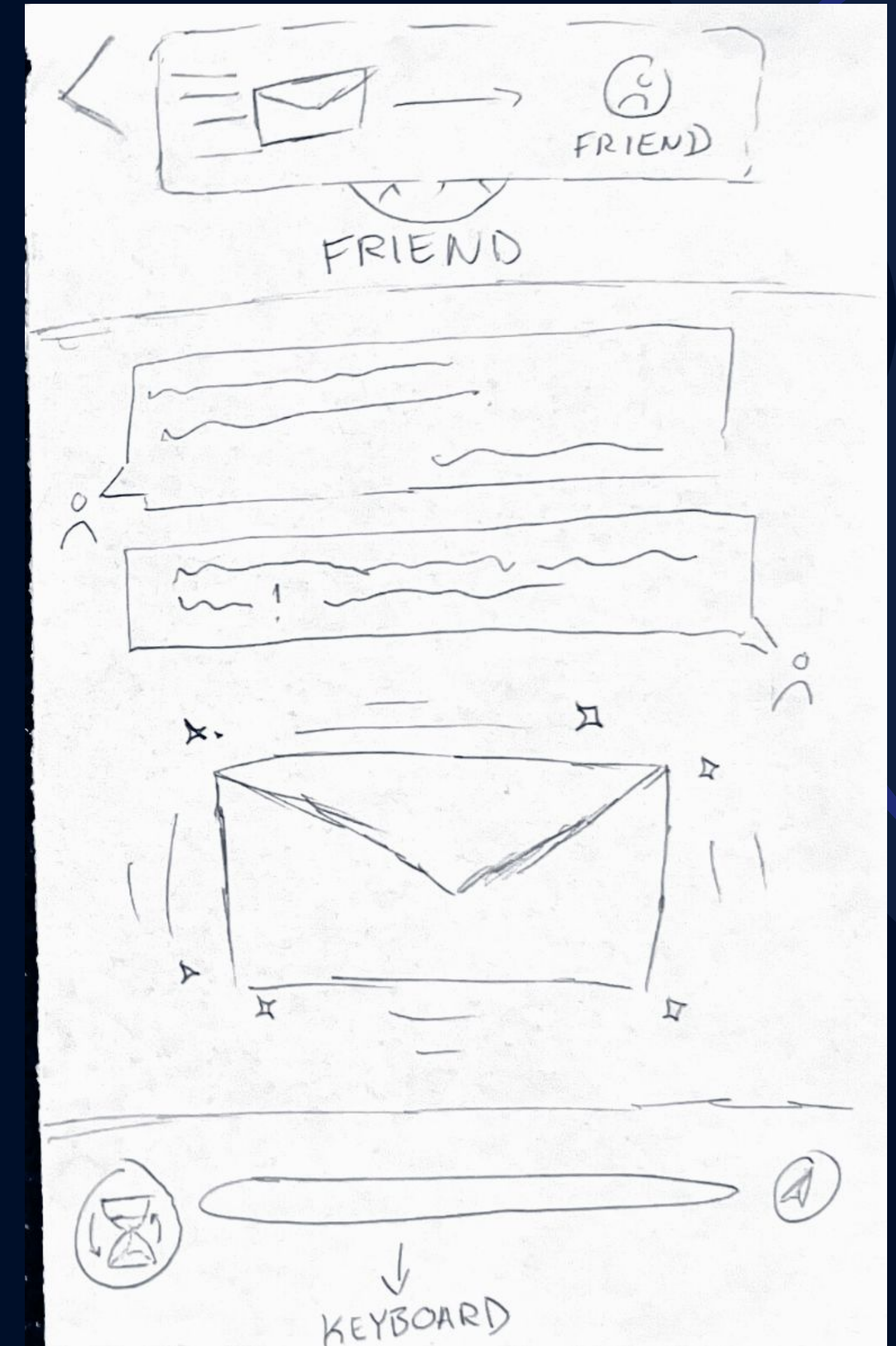
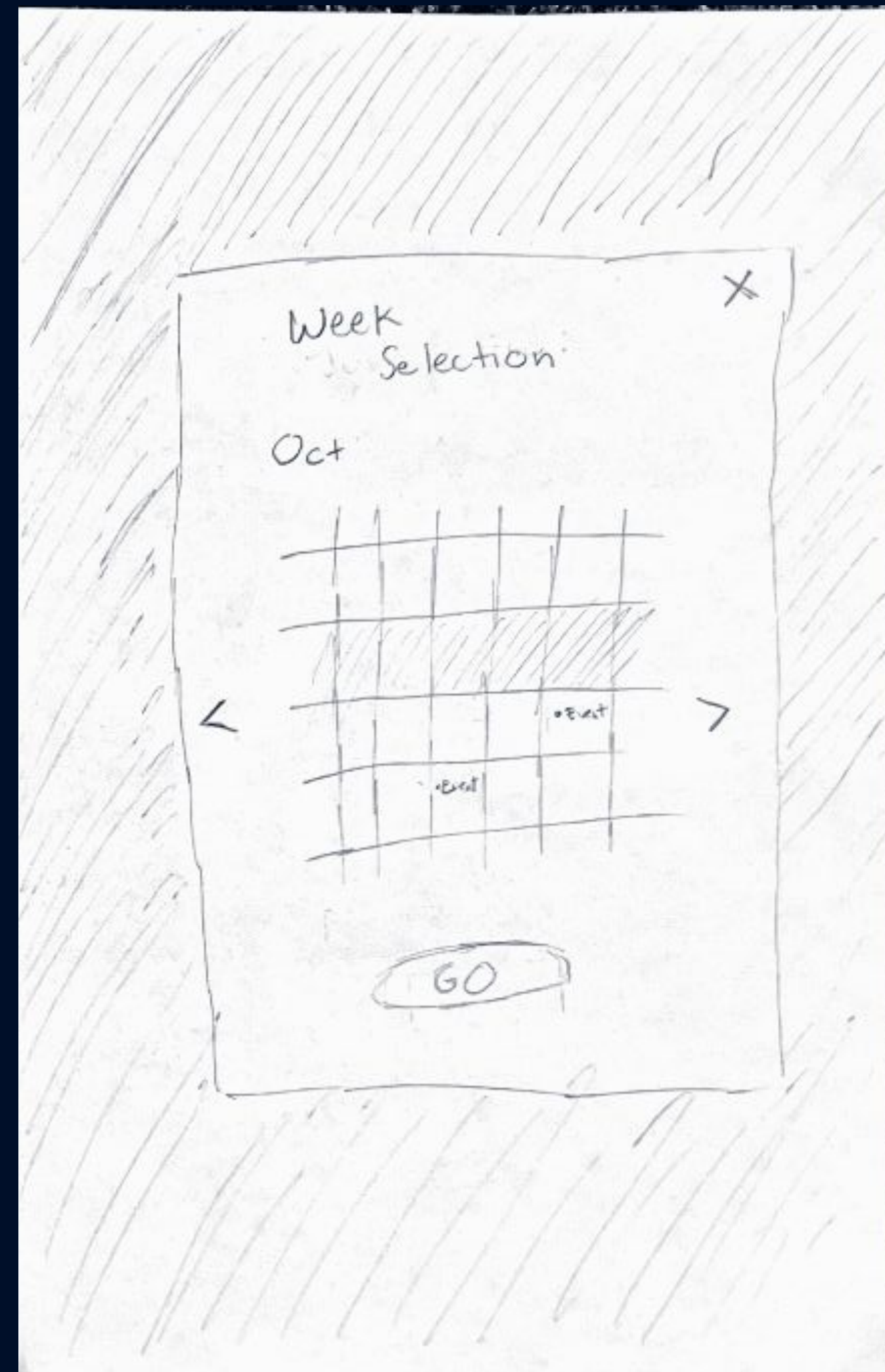
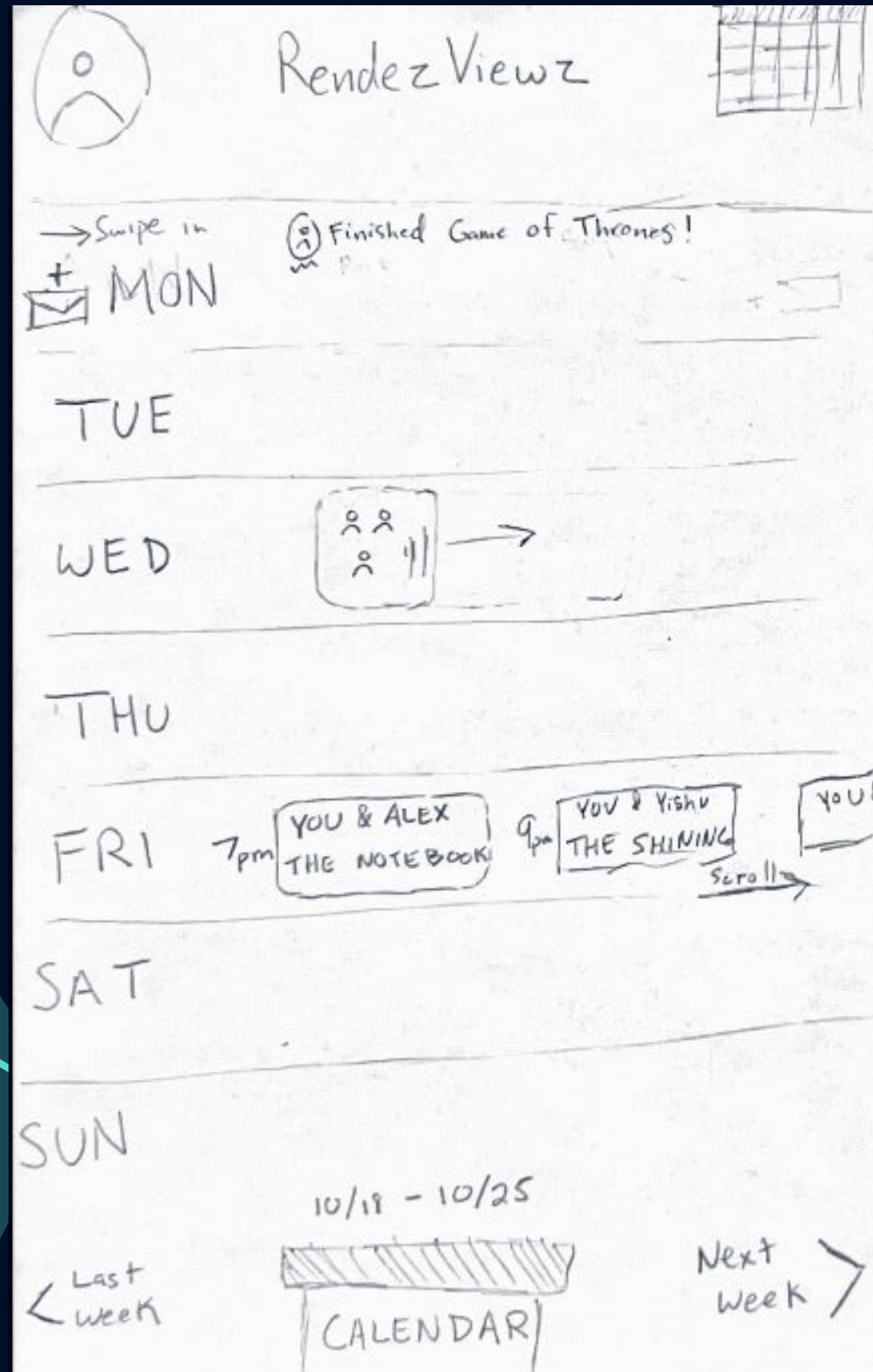
Friend Dynamics

- Friends Page
- Messages Page
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Scheduling

- Calendar
- Friend feed updates
- Public events
- Making a Group Events
- New Invitation Page (Outside of Chat)
- Making a Public Event
- RSVP
- Create Event

Features & Interactions



Area 4

Add/Rank

- Rank from home screen
- Add/rank button
- Search Show/Movie
- Profile Page
- Ranking by Rank
- Ranking by date
- Wishlist
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Show/Movie

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Features & Interactions

THE SHINING

Movie Info

[Summary]

[Cast]

Kishu Mr aaaa!

watched 7 months ago

You yawn.

Allen

Ranked #3

Ranked #19

THE SHINING

Friends' Wishlist

Friends Watched

- Ranked #2
- Ranked #24

GAME OF THRONES

Episode Info

S4:E 12

[Summary]

[CAST]

Just Started!

Alex Mr m!

Vishu WHAT?!

You

Episode Info

S4:E 12

[Summary]

[CAST]

RendezViewz

Watched 251 | Wishlist 20

- xxx
- xxx
- xxx
- xxx
- xxx
- xxx
- xxx

Profile

Features & Interactions

The background is a dark blue gradient. In the top-left corner, there is a teal-colored arc. In the bottom-left corner, there is a teal circle with a white outline. On the right side, there are several overlapping, rounded shapes in various shades of blue and teal, creating a layered, abstract effect.

Features & Interactions

Ranking a Show: adding and modifying your ranking list or wishlist

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Friend Dynamics: message friends, view their interests, and add friends

Features & Interactions

Ranking a Show: adding and modifying your ranking list or wishlist

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Scheduling: view your calendar, create events that others can join, and send invitations to watch movies to others

Features & Interactions

Ranking a Show: adding and modifying your ranking list or wishlist

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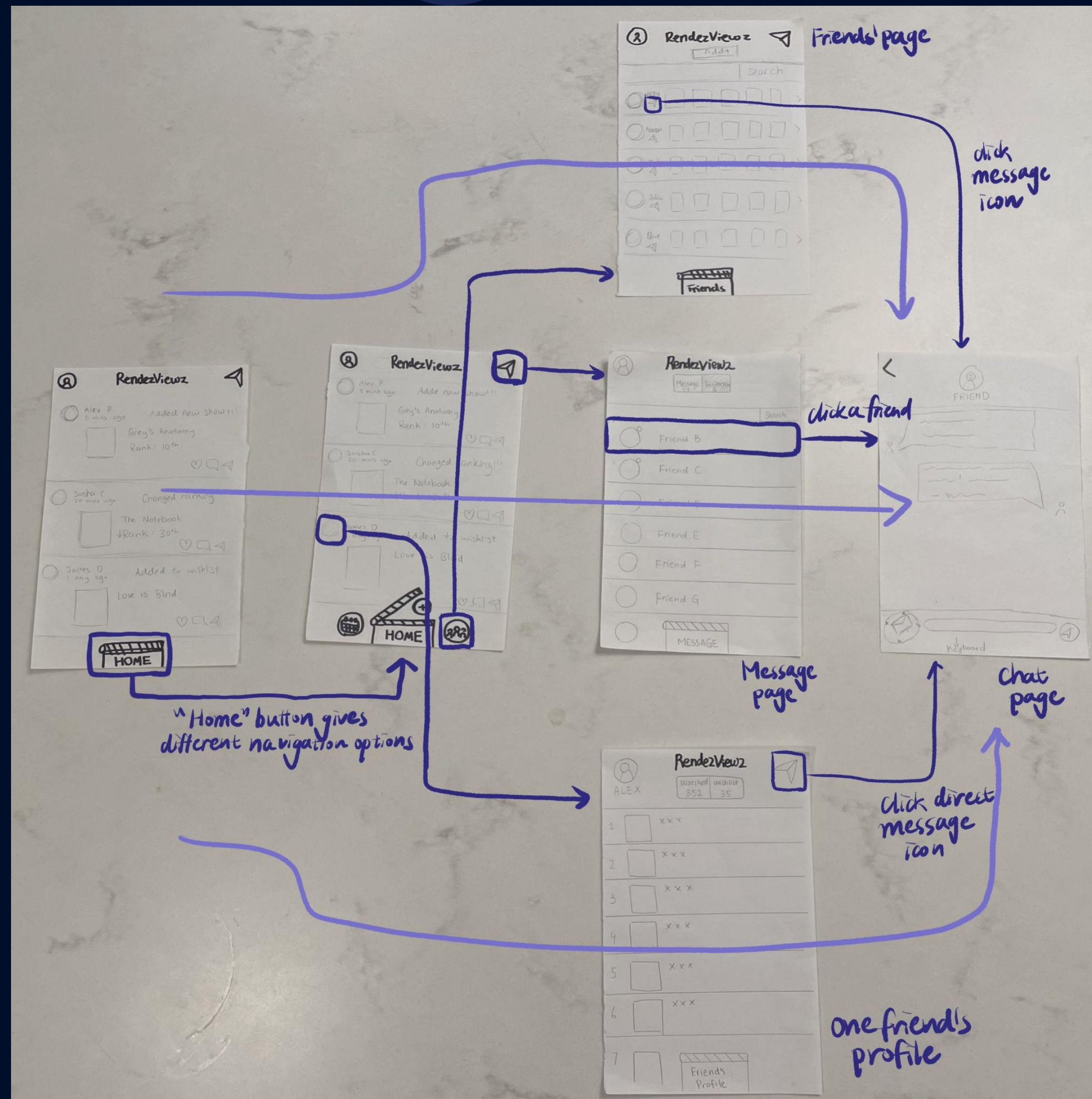
Movie/Show: see details about movies and shows, details about if and when your friends watched them, how far along they might be, and how they rated the show/any comments they had



Task Flow 1: Simple

Like the first feed post

Send a message to a friend

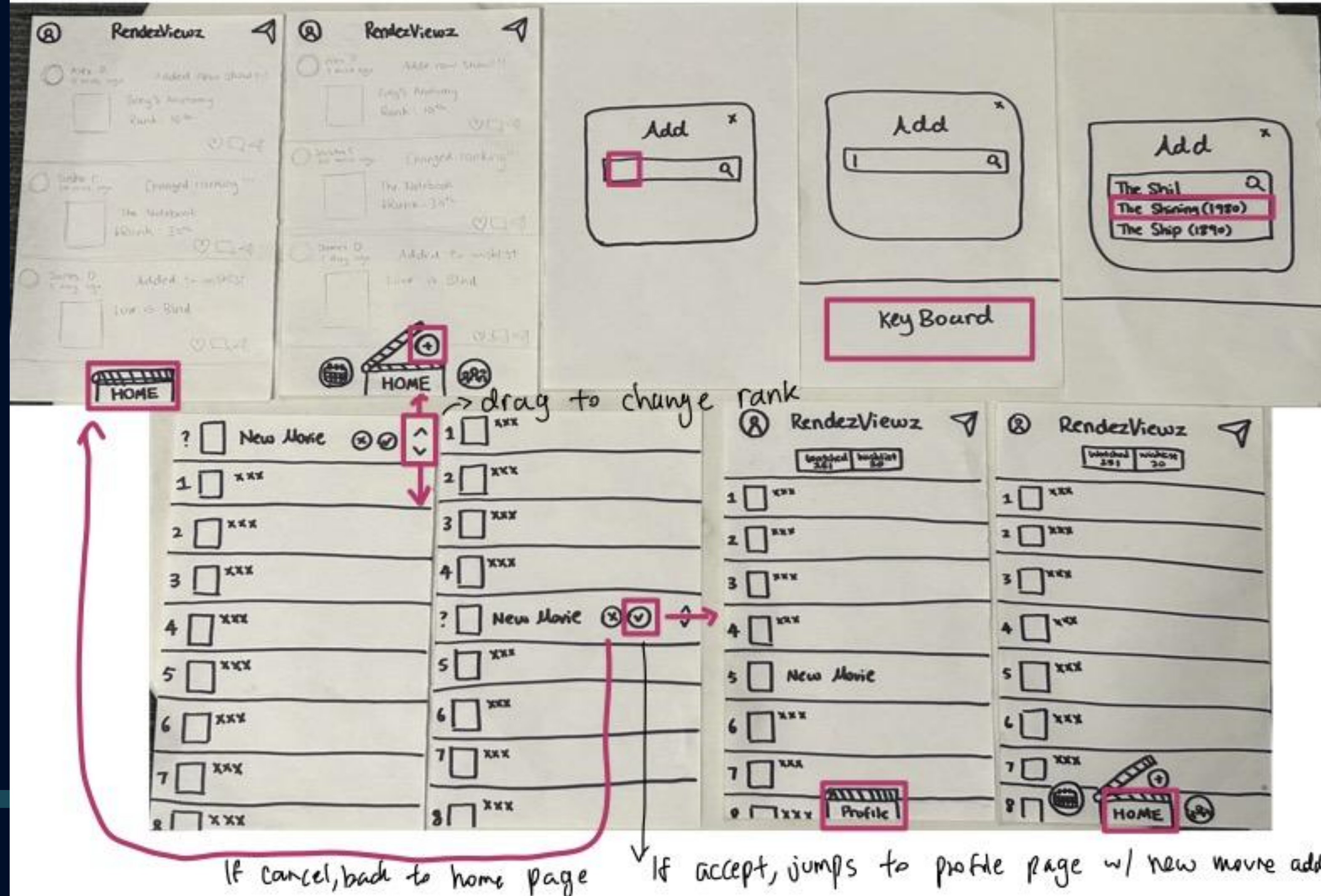




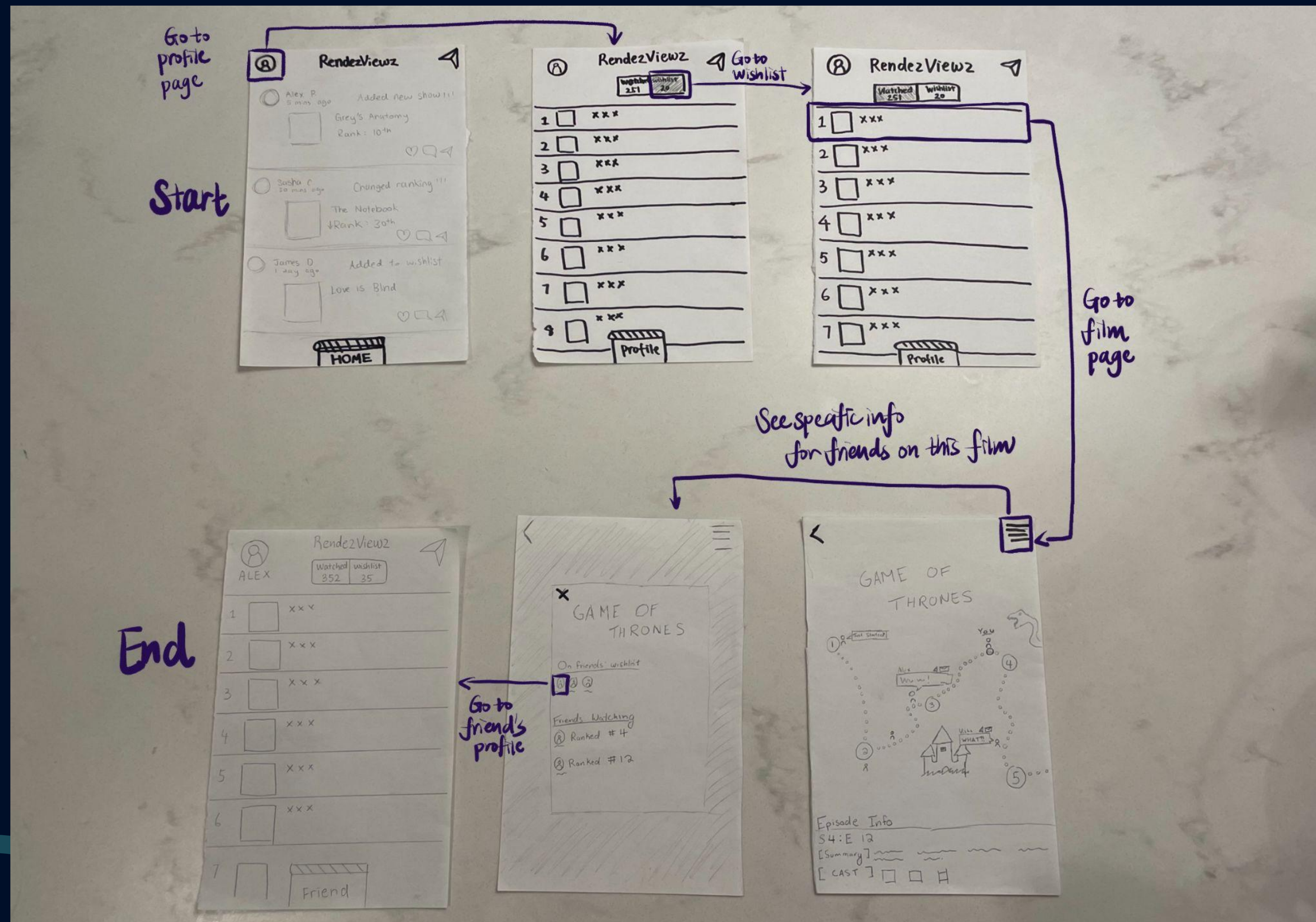
Task Flows 2 & 3: Moderate

Add & rank a show/movie

The bottom button opens up upon pressing, exposing the add button represented by the + symbol. Upon clicking, a pop-up will appear of the add function. One can search for the show/movie & click when found. The added movie will now appear as a draggable bar that one can drag to appropriate ranking location.



Find a friend that has one same film with you on wishlist

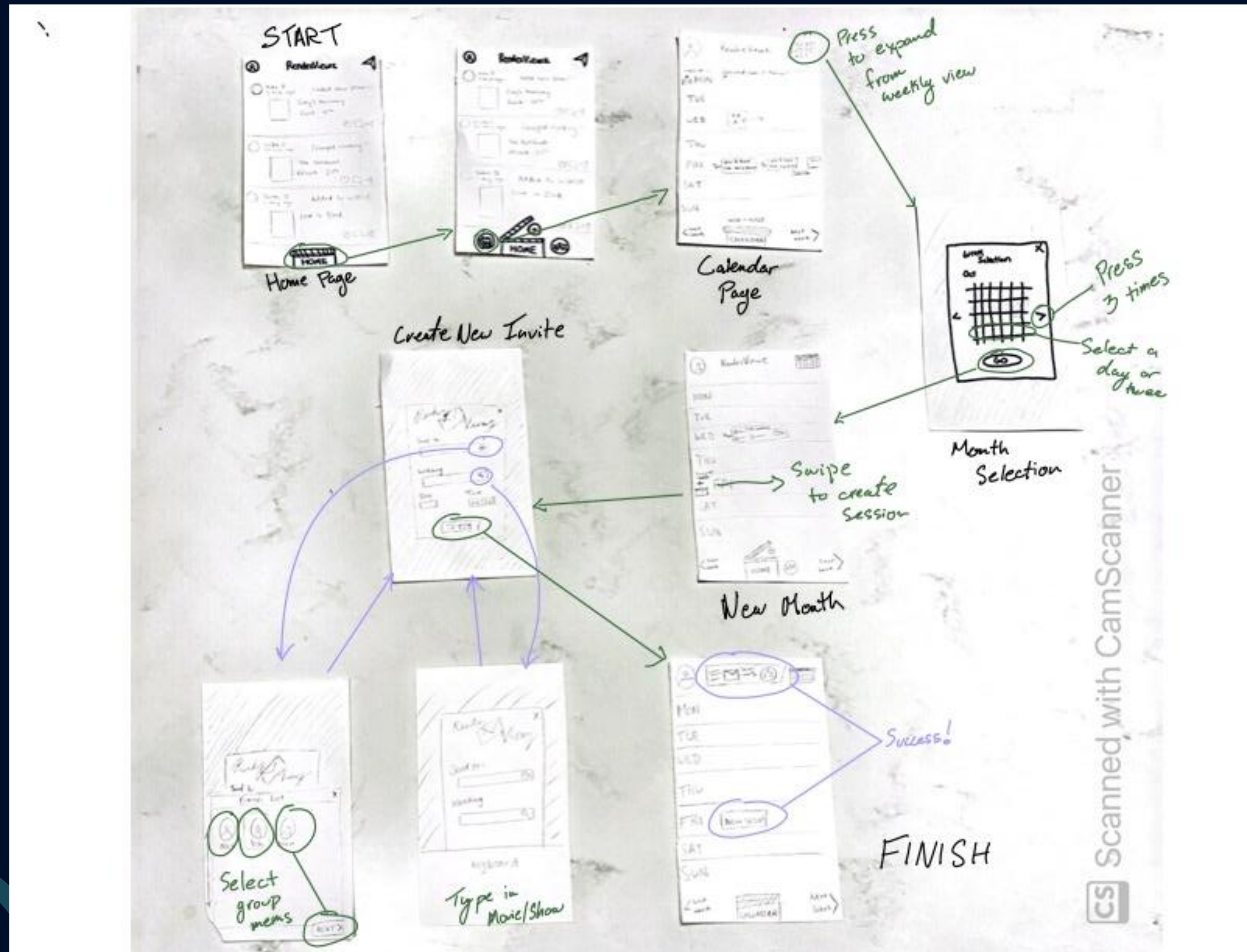




Task Flow 3: Complex

**Find a friend who wants to see a specific
show on your wishlist**

Schedule a group watching session three months from now



Roadmap

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methodology



Testing Methodology

Finding participants w/ our paper prototype



Dining Hall



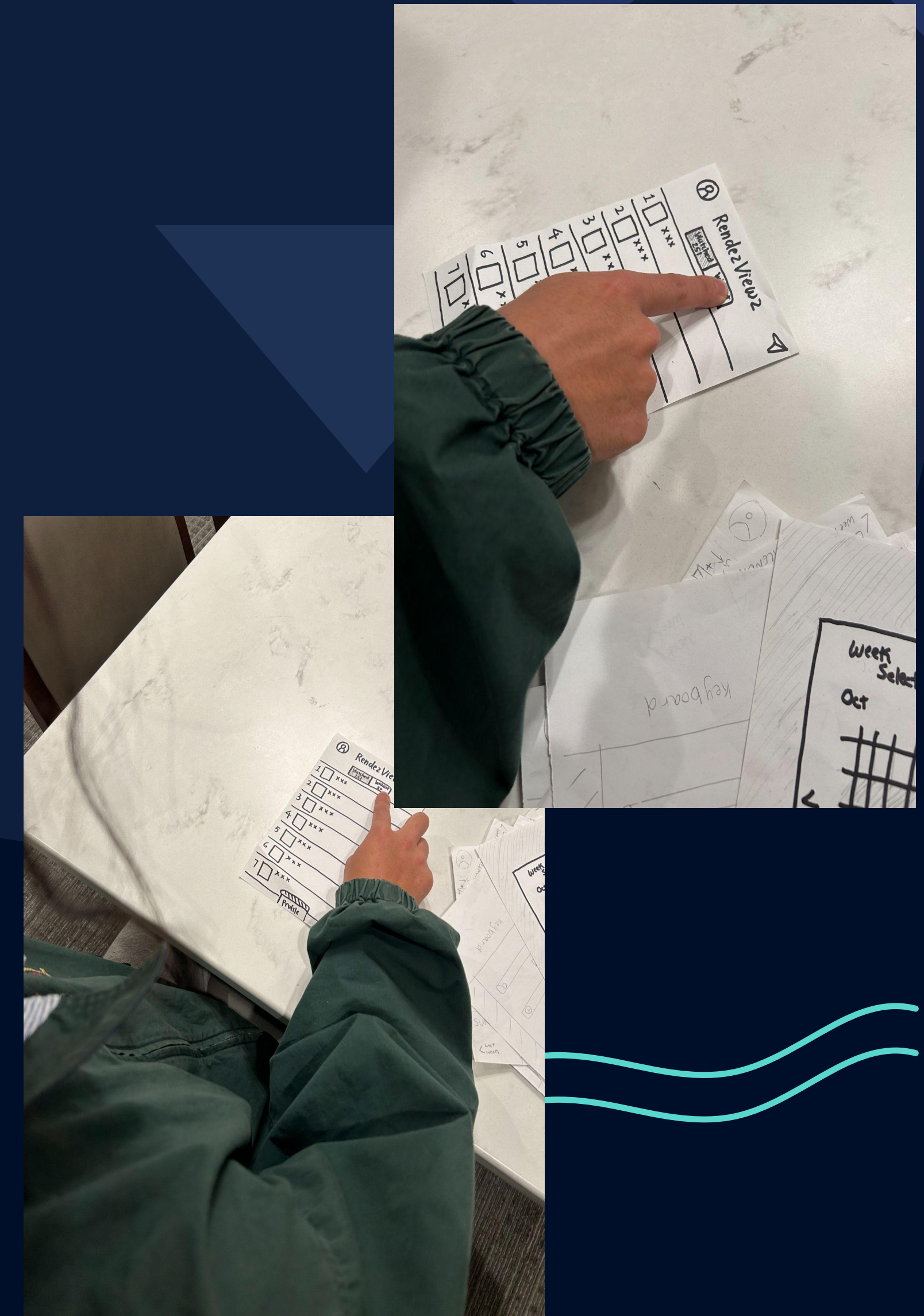
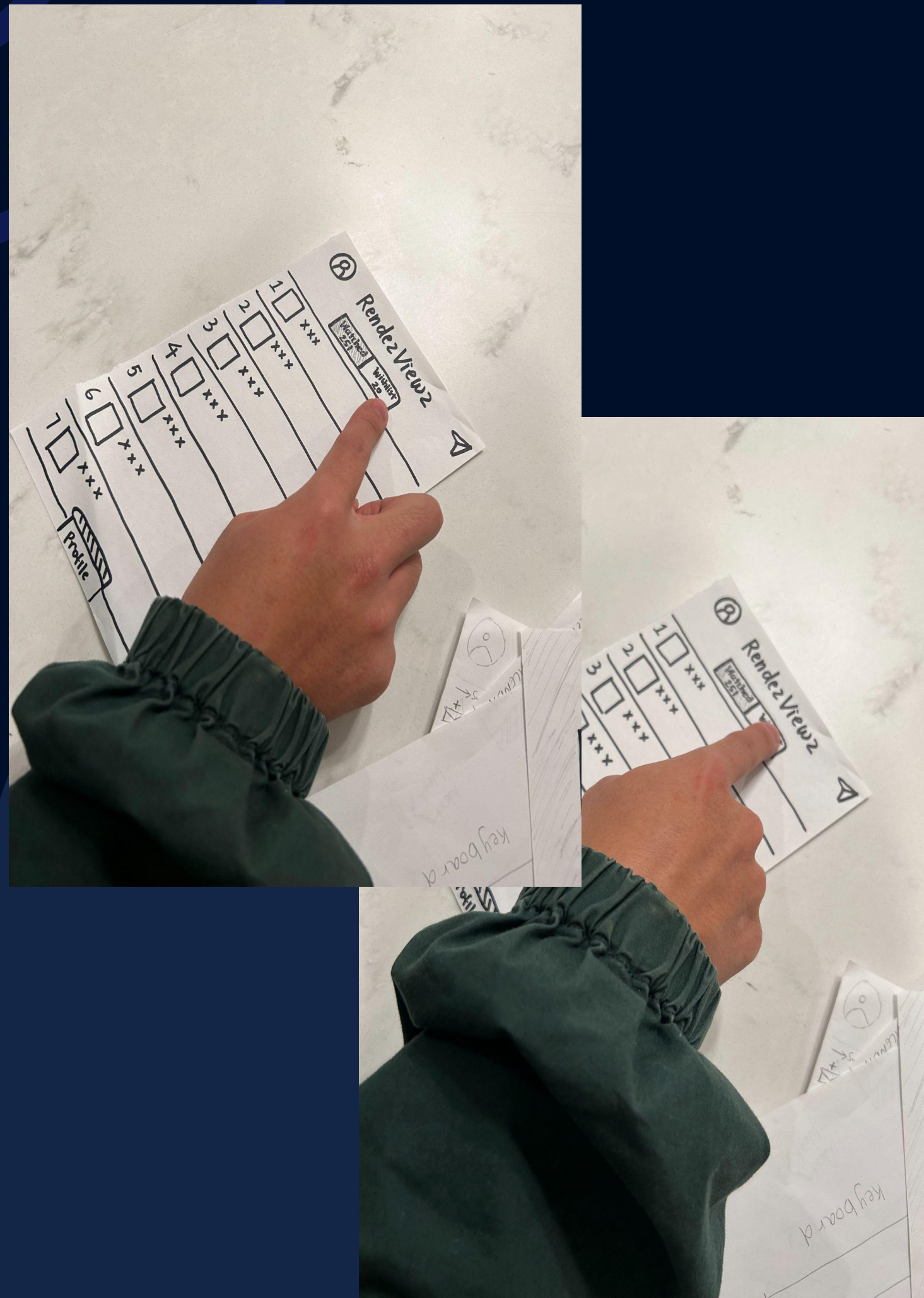
Cantor Cafe



Stanford Visitor Center



Procedure & Apparatus



This time we interviewed...



Andrew

Stanford NPD from
Illinois, 30s



Athena

Visiting High
Schooler



Florian

30/40s,
Australian-born
manager from
Cambridge



Jasmin

40/50s
German-American
Architect



Sean

CS Masters
Student

Our Roles



Allen Naliath

Greeter

- Introduce us & gather data



Charlotte Zhu

Facilitator

- Prototype organization
 - Help computer
 - Communication



Francis Santiago

Notetaker

- Take & organize notes



Yishu Chen

Computer

- Pretend to be the machine
- Explain functionality

Procedure

01

Acquaintance

Approach participant, introductions to get to know each other a little & consent

02

Explanation

Explain our task at hand and what to expect

03

Action

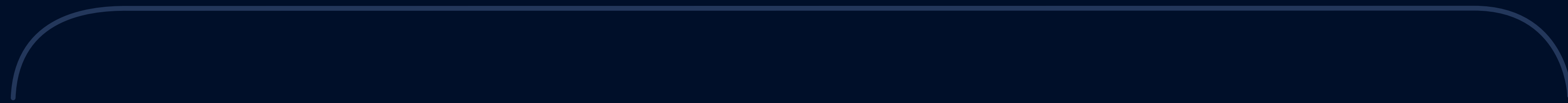
Ask the participant to perform the 3 tasks, with additional tasks when time permitted

04

Feedback

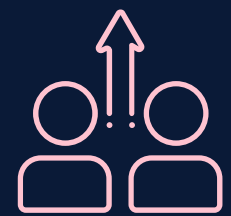
Ask participant for feedback and observe/jot down notes

Usability goals and key measurements



Usability goals and key measurements

01



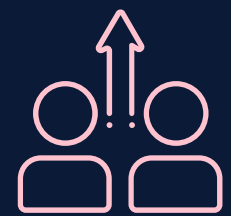
Efficiency

Can users quickly
& correctly
navigate?

**Measuring:
Speed**

Usability goals and key measurements

01



Efficiency

Can users quickly & correctly navigate?

**Measuring:
Speed**

Measuring: ease of navigating to location from different pages/mistake recovery

02

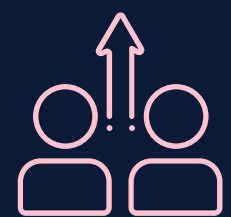


Flexibility

Can users reach other pages easily from any page?
Even if they make mistakes?

Usability goals and key measurements

01



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Flexibility

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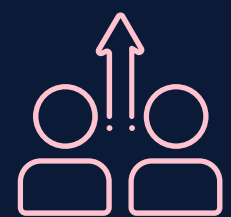
Learnability

Does the user perform with more ease over time?

Measuring: are users clicking buttons they didn't know how to click before?

Usability goals and key measurements

01



Efficiency

Can users quickly & correctly navigate?

**Measuring:
Speed**

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Flexibility

Can users reach other pages easily from any page? Even if they make mistakes?

03



Learnability

Does the user perform with more ease over time?

Measuring: are users clicking buttons they didn't know to click before?

04



Enjoyment

Does the user seem to enjoy performing the tasks?

Measuring: positive body language, verbal feedback

Roadmap

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Testing Results



Testing results

Big Picture

What worked well:

- Logos with **cultural significance** (airplanes, hearts, envelopes)
- Key functions were **intuitive**
- Navigating menus came easy when they were **isolated**
- People were able to reset quickly – **never hit a dead end**
- Multiple path** structures

What needs work:

- Confusion over **which items were clickable** if they were novel
- Getting lost in too many **similar looking** pages
- Clear indication of **desire paths** forming
- Swipes and drags could be **replaced with clicks**

Bottom-Line Data

Bottom-Line Data

Efficiency

- ▶ Most users found their way around quite quickly (< 15 secs per page)
- ▶ Some got lost looking for a feature

Bottom-Line Data

Efficiency

- ▶ Most users found their way around quite quickly (< 1 min per page)
- ▶ Some got lost looking for a feature

Flexibility

- ▶ No one hit a dead end
- ▶ Evidence of desire paths beginning to form
- ▶ Some went in loops but found the right page eventually

Bottom-Line Data

Efficiency

Most users found their way around quite quickly (< 1 min per page)

Some got lost looking for a feature

Learnability

Every user quickly used buttons once they found out they were clickable

Flexibility

No one hit a dead end

Evidence of desire paths beginning to form

Some went in loops but found the right page eventually

How well did we achieve our goals?

Efficiency

Most users found their way around quite quickly (< 1 min per page)

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Learnability

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Flexibility

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Enjoyment

Positive feedback generally

Occasional confusion, but never frustration

How well did we achieve our goals?

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How well did we achieve our goals?

Efficiency

Most users found their way around quite quickly (< 1 min per page)

Some got lost looking for a feature

Learnability

Every user quickly used buttons once they found out they were clickable

Flexibility

No one hit a dead end

Evidence of desire paths beginning to form

Some went in loops but found the right page eventually

Enjoyment

Positive feedback generally

Occasional confusion, but never frustration

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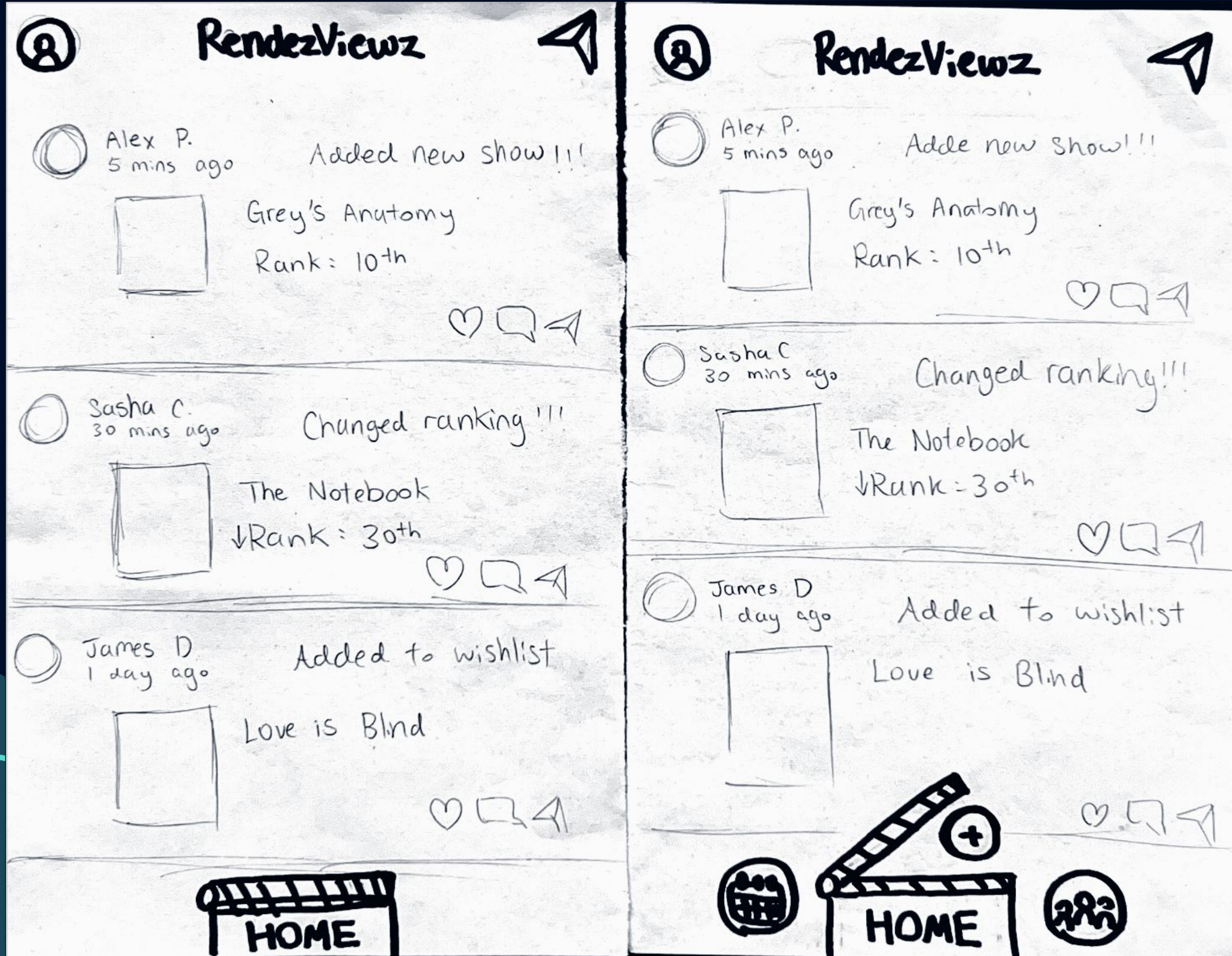
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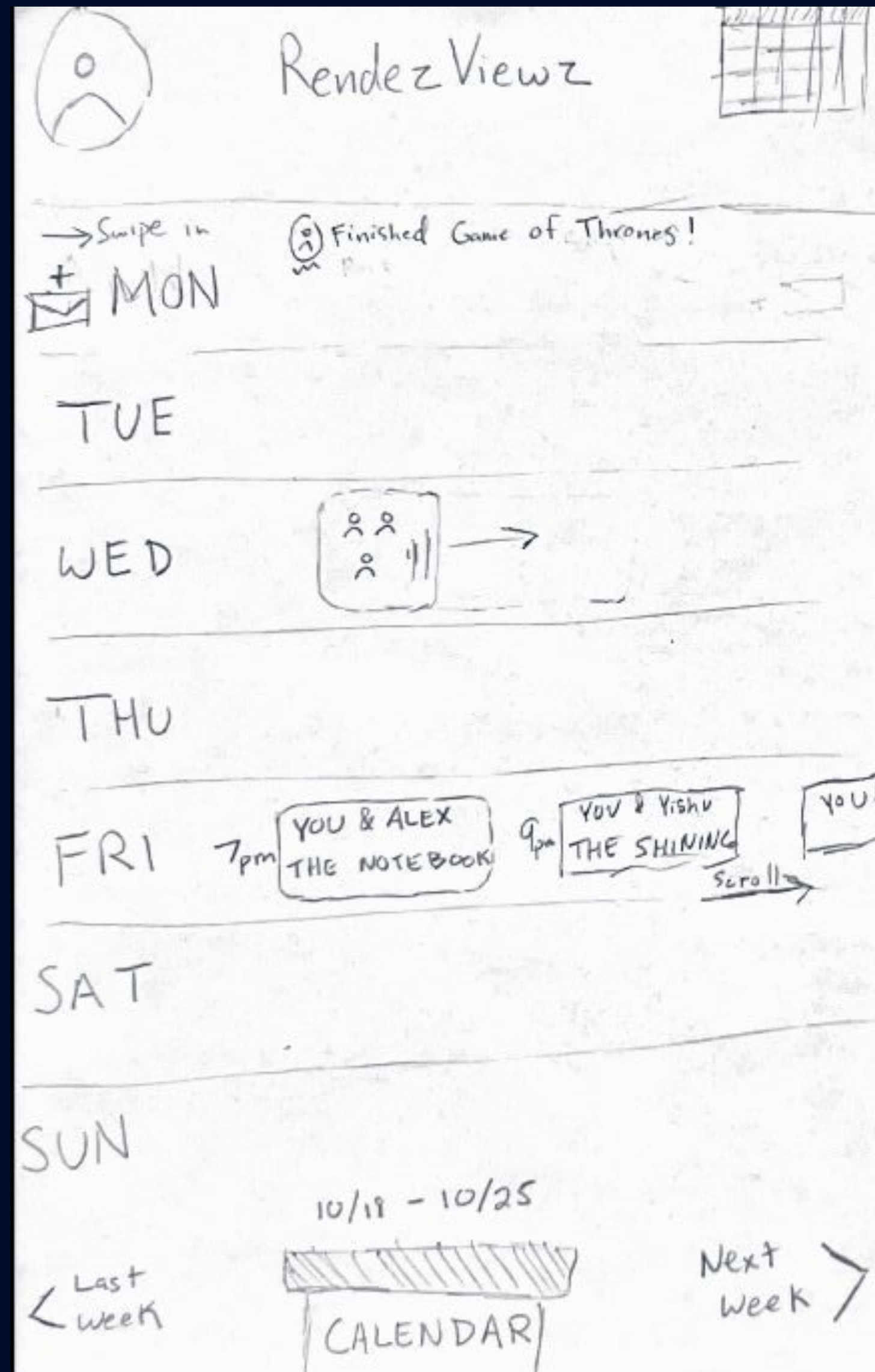


Other Observations



Critical Incident: Getting stuck before finding out the home button was clickable

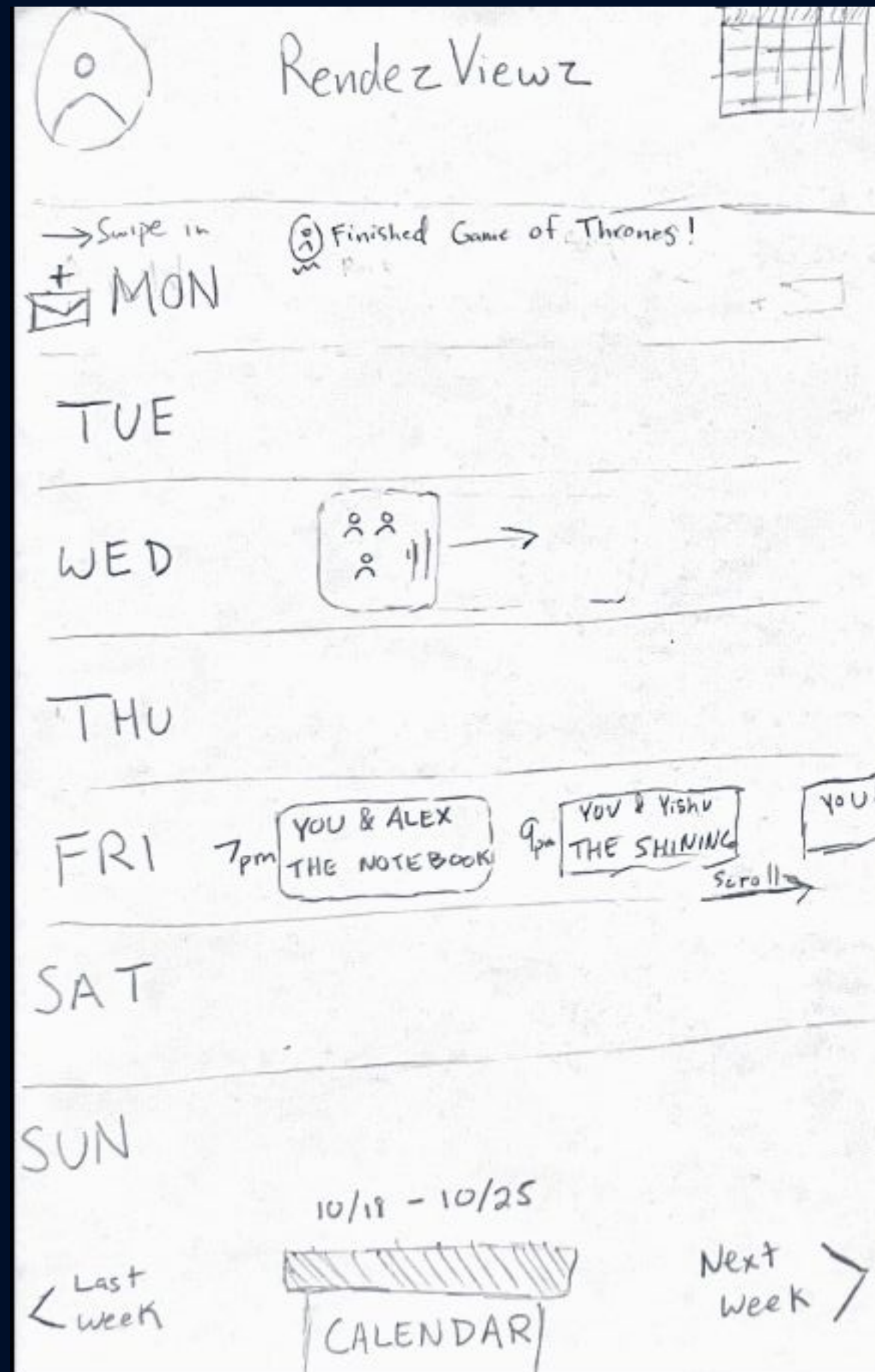
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Critical Incident: Thinking the function of the Home button had changed on a new page

Other Observations



Critical Incident: Getting stuck before finding out the home button was clickable

Critical Incident: Thinking the function of the Home button had changed on a new page

General Observation: Sometimes clicking is easier

Roadmap

01

Sketching
explorations

02

Selected interface
and rationale

03

Low-fi prototypes

04

Testing
methodology

05

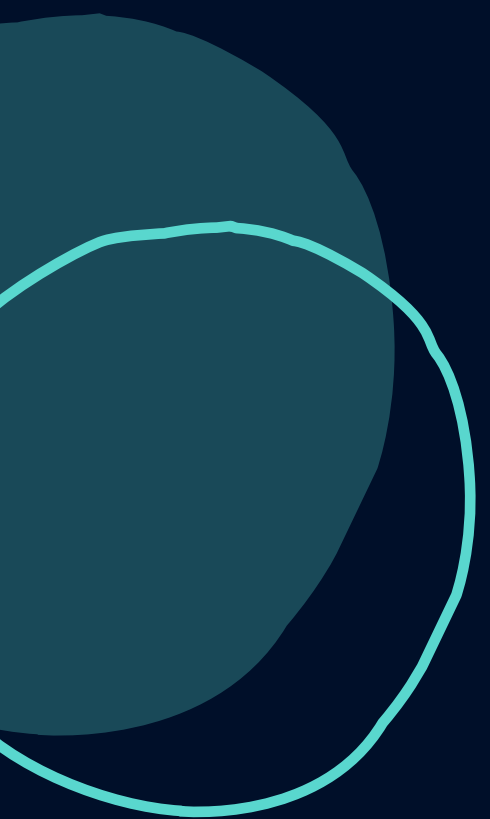
Testing Results

06

Discussion

Discussion

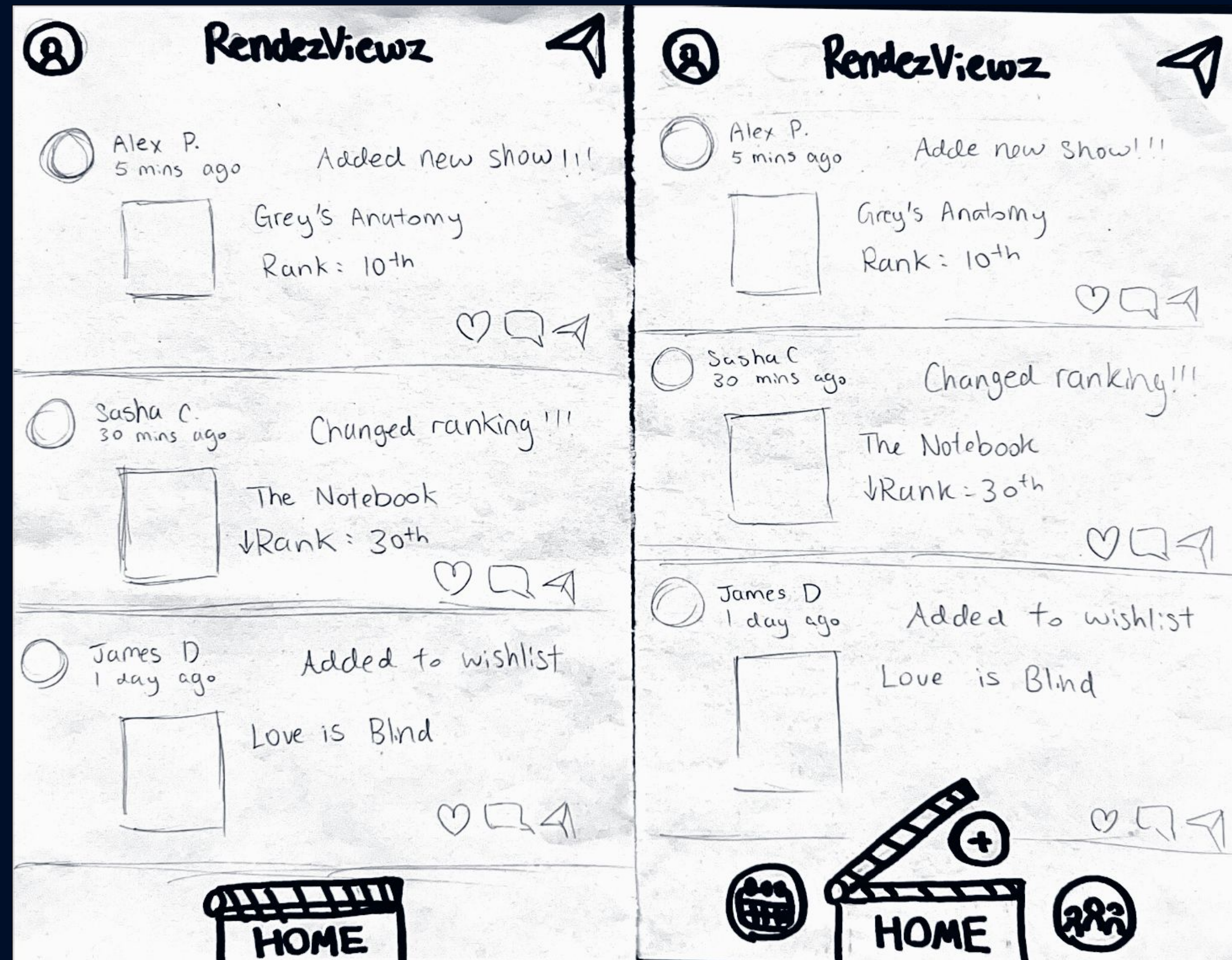
How will we change our design?



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Reworking the home button:

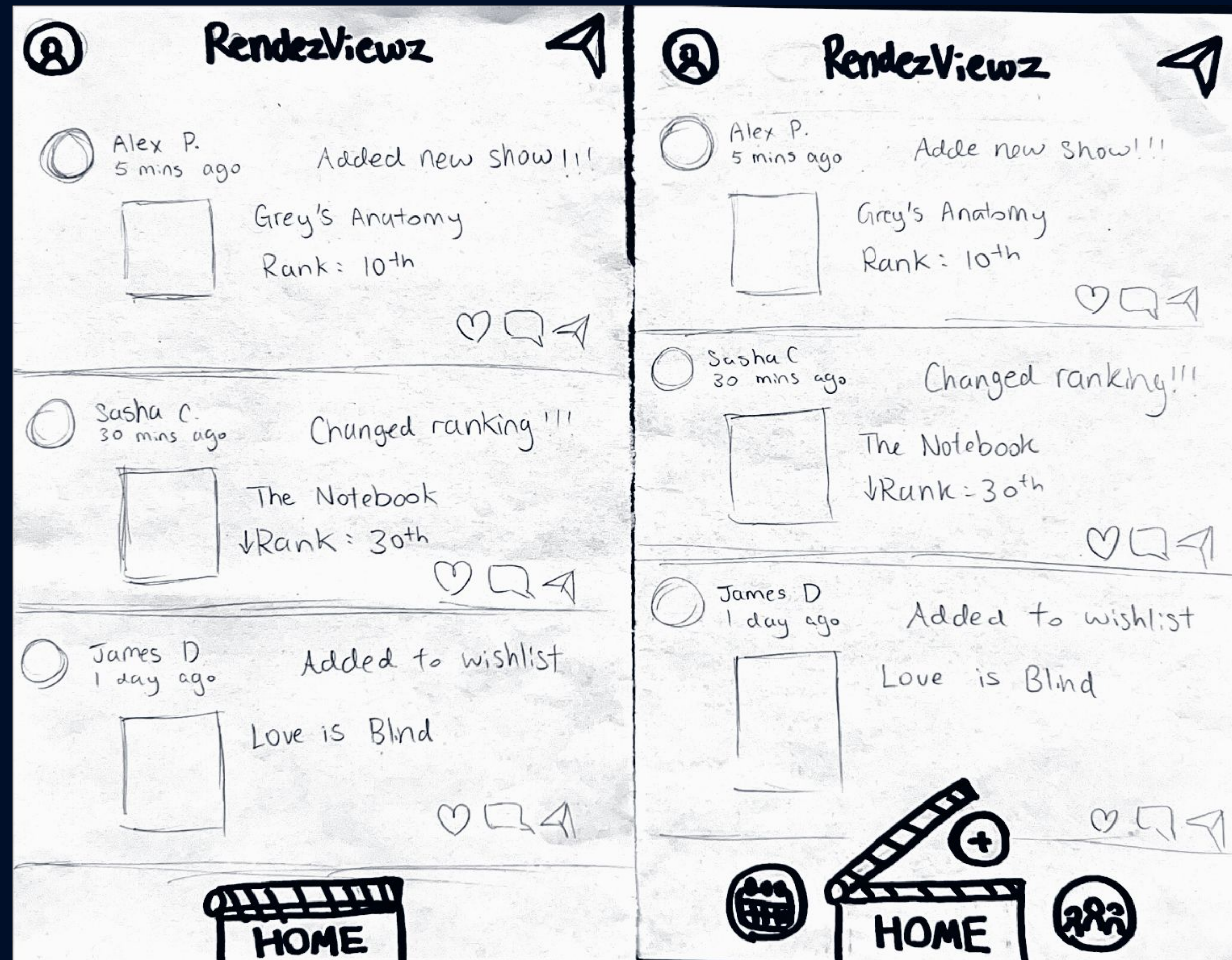
- Make it obvious it's clickable
- Keep the "Home" label constant



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Reworking the home button:

- Make it obvious it's clickable
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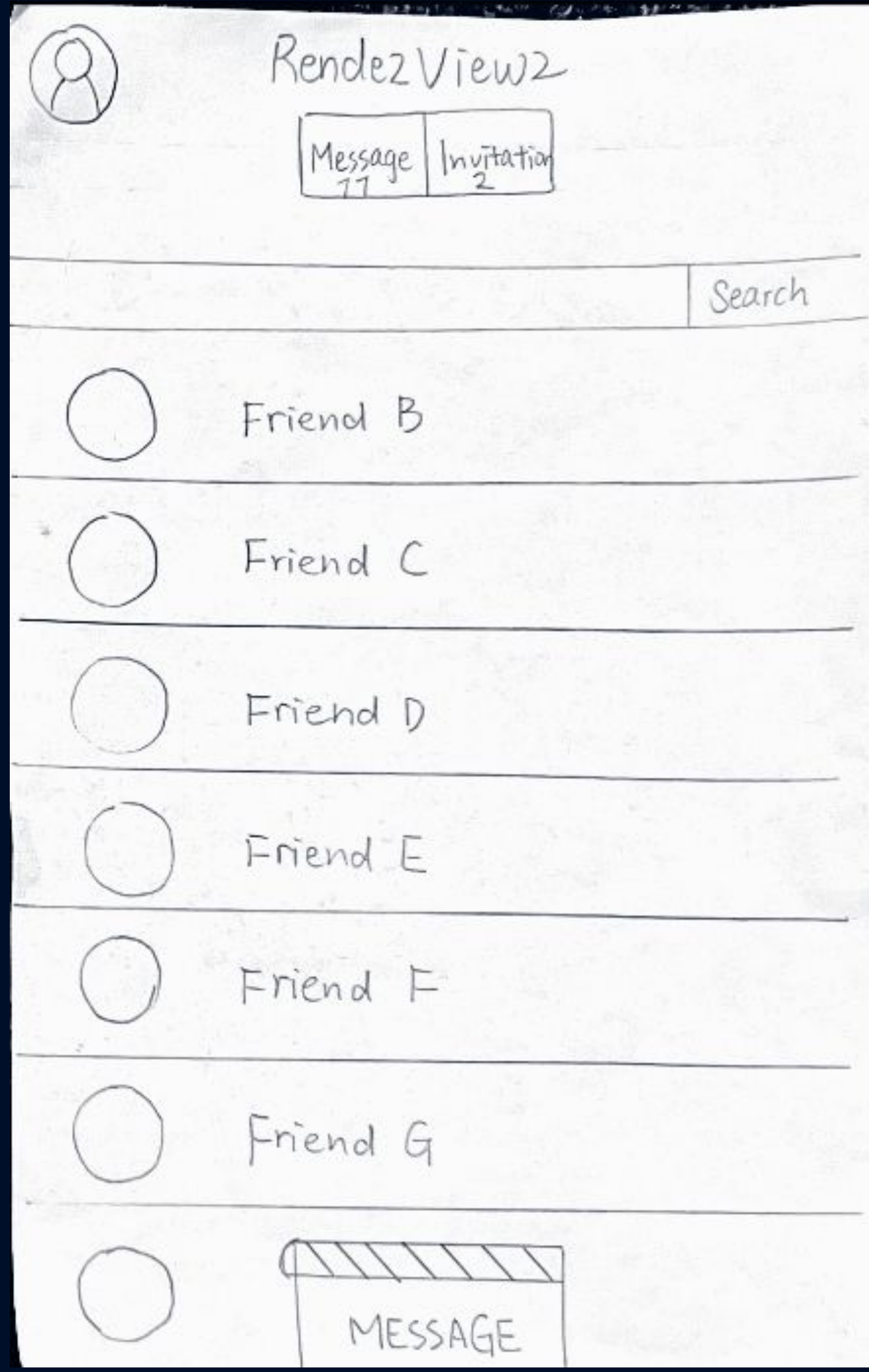
Make logos more **obvious:**

- Some logos are a little vague
- People seemed to have many questions

How will we change our design?

Make **group creation** easier:

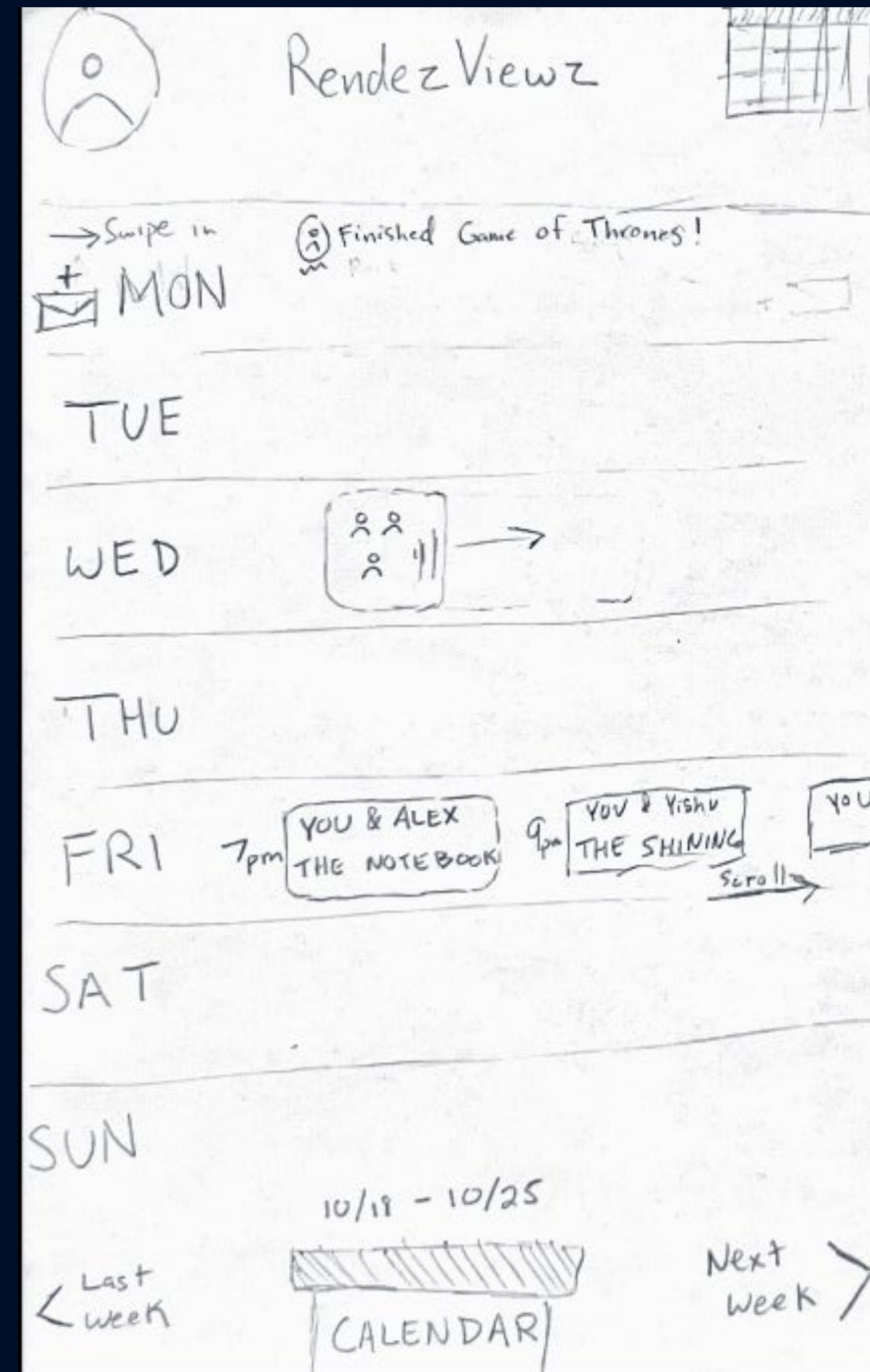
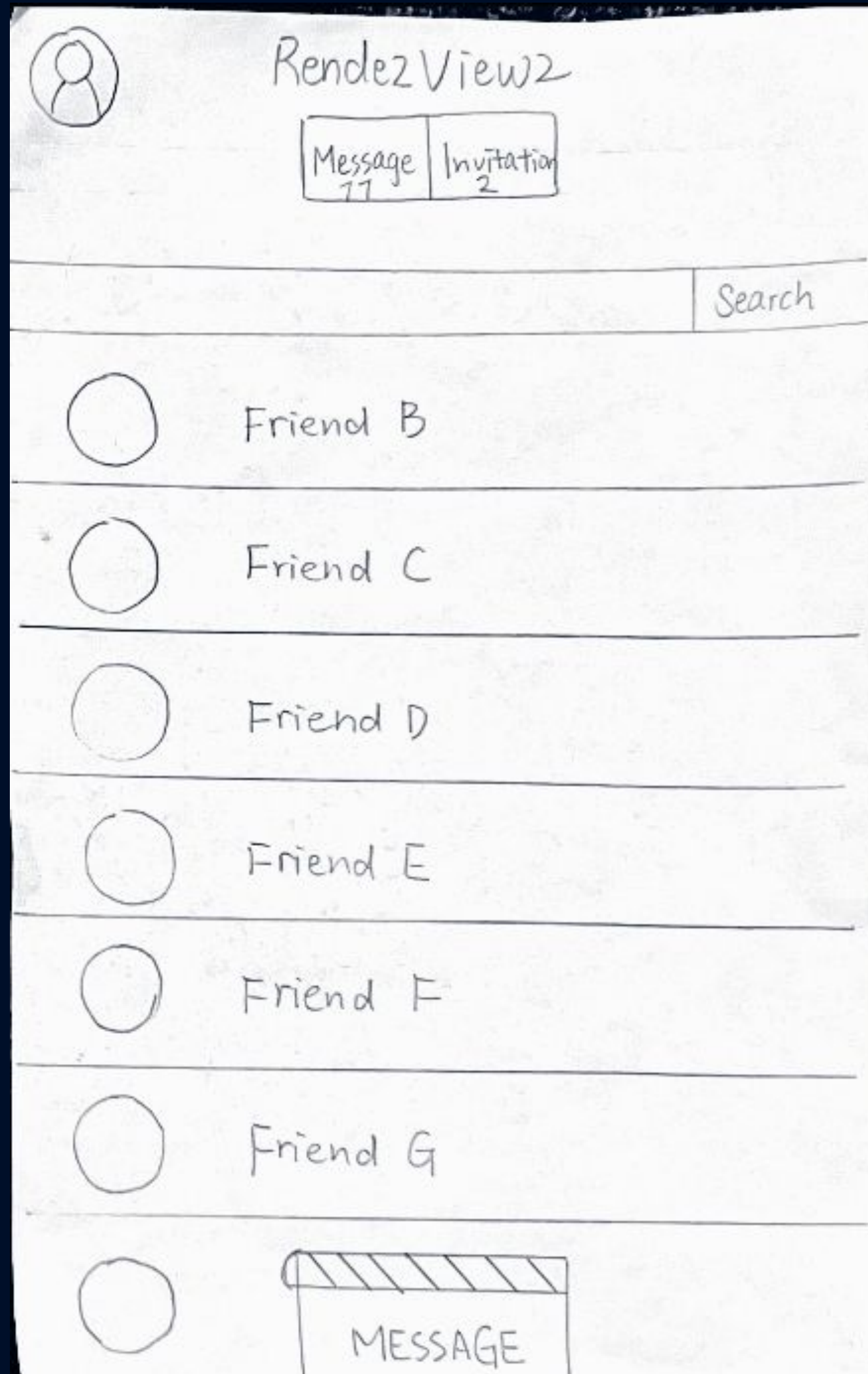
- Keep flexibility of calendar
- But introduce new pathways



How will we change our design?

Make **group creation** easier:

- Keep flexibility of calendar
- But introduce new pathways



Improve **clarity**:

- Make some options tappable instead of swipes
- Improve returning to the home screen

Progress towards goals

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More user data could have been collected on navigating through **show and movie pages**

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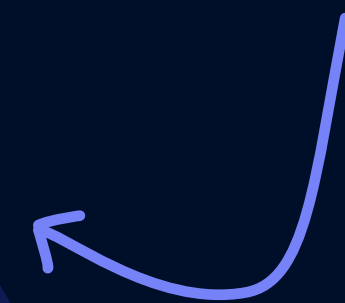
The app depends on **dynamic interactions with friends**, and we don't have a reliable way to simulate that in a Low-Fi prototype

How people felt about our design **aesthetically**



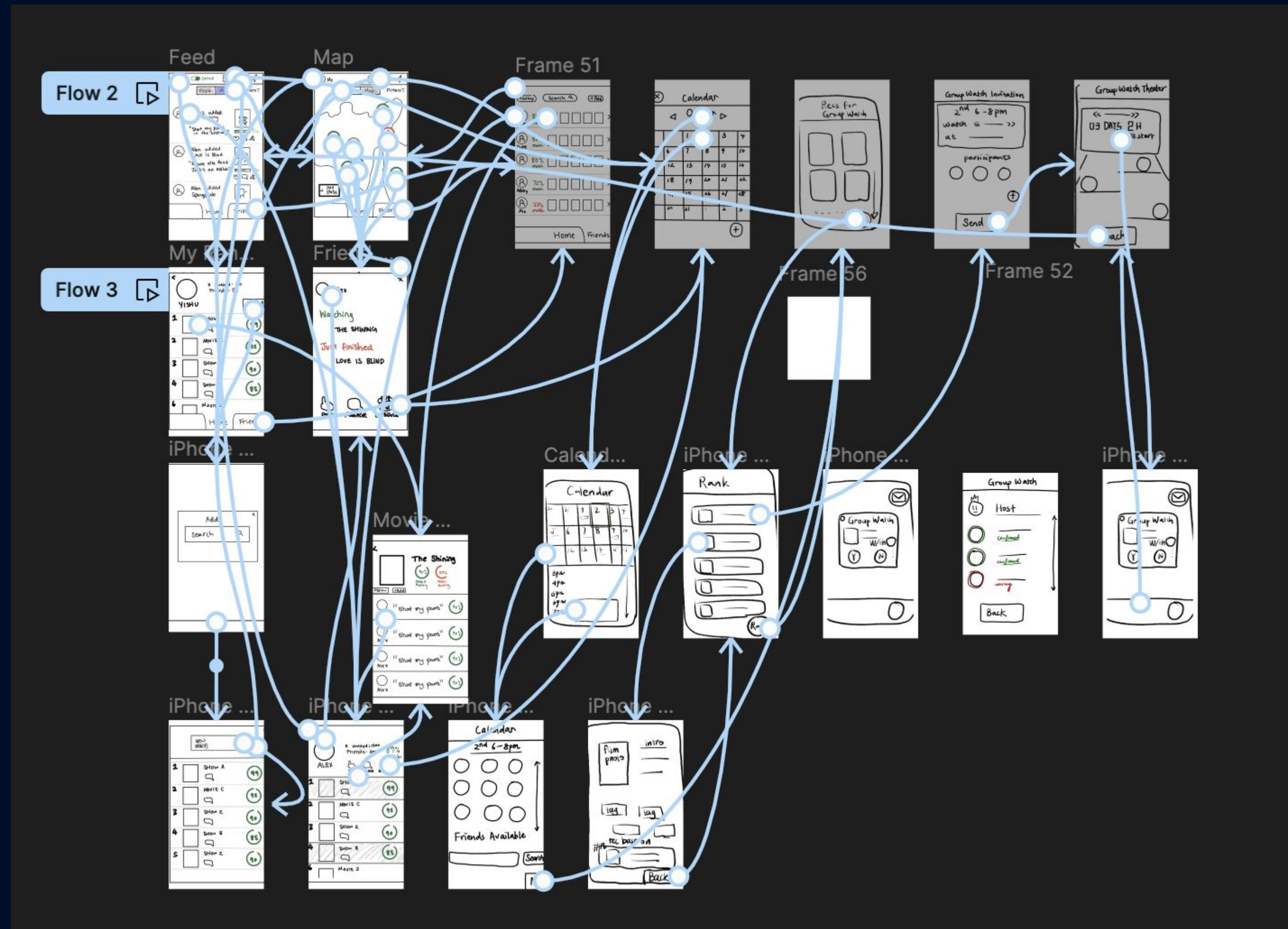
Thank You!

Any Questions?



Appendix

Interview Task Brainstorming



<https://www.figma.com/file/UYPUCeVv1uyXLNfaDL300I/Rendezviewz?type=design&node-id=0%3A1&mode=design&t=Zy2OBh8zYDzF03NO-1>

Interview Task Brainstorming

Task List (easy to hard):

1. Like the first feed post
2. Send a message to a friend not on your feed
3. Add & rank movie
4. Find which season of a show your friend is on
5. Find a friend who wants to see your #1 movie
6. Find a friend who wants to see a specific show on your wishlist
7. Schedule a group watching session three months from now

Interview Script

Hi, thank you so much for helping us! Today you will be asked to navigate our very rough draft app. We'll ask you to attempt a series of tasks. You can pretend that the pieces of paper are like touch phone screens and just click or drag items as you would on a regular phone. We will give you a new sheet of paper for the actions you take to show you the result of your actions. If you're not sure if something is a button or what its functionalities are, feel free to try or ask for clarifications. It's totally okay to be very confused and not know what's going on—we'd love for you to vocalize any thoughts you have, including what you like, what's clear and what's confusing. Any questions?

How do you feel about getting started?

Awesome. Let's start with the first task:

1. Like the first feed post you see
2. Send a message to a friend not on your feed

How about

1. Add & rank movie

Now

1. Find a friend who wants to see a specific show on your wishlist

Last task,

1. Schedule a group watching session three months from now

(After each task: what did think about the task you just completed? What did you struggle with the most? What was clear?)

Awesome job! You have completed all the tasks. Do you have any remaining comments? Thank you so much!

Incident Classification

01

If it takes more than 15 seconds to make an action

02

If something not clickable was clicked

03

Confused about button functionality/logo meaning

04

Ask participant for feedback and observe/jot down notes

05

Clicked the wrong button and had to go in a big loop to end up on the right page

06

Clicked the wrong button, went in loops and was unable to complete task without help

Critical Incident Log

	Jasmin	Andrew	Athena	Florian	Sean
1	1				
2	1	1	1	1	1
3	1		1	1	
4		1	1		1
5	1		1		
6					

Image/icon sources

Brand icons from respective sites.

Like icon: <https://pngtree.com/free-png-vectors/like-icon>

Plus icon: <https://www.iconsdb.com/white-icons/add-icon.html>

Calendar icon: <https://bearingbrokersinc.com/welcome/calendar-icon-white/>

Film icon:

<https://www.alamy.com/film-icon-in-comic-style-movie-cartoon-vector-illustration-on-white-isolated-background-clapper-video-splash-effect-business-concept-image356270507.html>

Podium icon: <https://www.vectorstock.com/royalty-free-vector/podium-winners-icon-cartoon-vector-13600701>

Popcorn icon:

<https://www.pinterest.com/pin/french-fries-and-popcorn-clipart-french-fries-and-pop-corn-in-red-paper-box-cartoon--289145238589367362/>

Group icon: <https://www.vecteezy.com/vector-art/645835-group-people-icon>

Eye icon:

<https://www.vectorstock.com/royalty-free-vector/white-eye-icon-on-black-background-vision-symbol-vector-39347989>

Tarot Cards: Tarot Cards of Tech

Credits

This presentation template was created by [Slidenest](#), using resources from these sites:

Images

- <https://unsplash.com/es/fotos/VnfqkxCSCrU>
- <https://unsplash.com/photos/tZc3vjPCk-Q>
- <https://unsplash.com/photos/pl9DrjAMV6l>
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- <https://dribbble.com/shots/21782982-Softphone-App-wip-p2>

Fonts

- Playfair Display: <https://fonts.google.com/specimen/Playfair+Display>
- Montserrat: <https://fonts.google.com/specimen/Montserrat>