

Spur: Lo-fi Prototyping and usability



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Spur.

**Activities without the
activation energy.**



Spur is for...

The time in your day when you're stuck scrolling on your phone, knowing that you should do something different but not knowing exactly what to do.

Thinking of an activity to do can be a drag, and planning one is such a headache. Both of which keep you scrolling and stuck in a rut.

We solve this by...

Lowering the activation energy to find and plan an activity.

- Browse suggested activities
- Get information on details like location, time, and price
- See which of your friends are interested in activities and invite them to do one!

Roadmap

01

Sketching Explorations

02

Selected interface

03

Lo-Fi Prototype

04

Testing

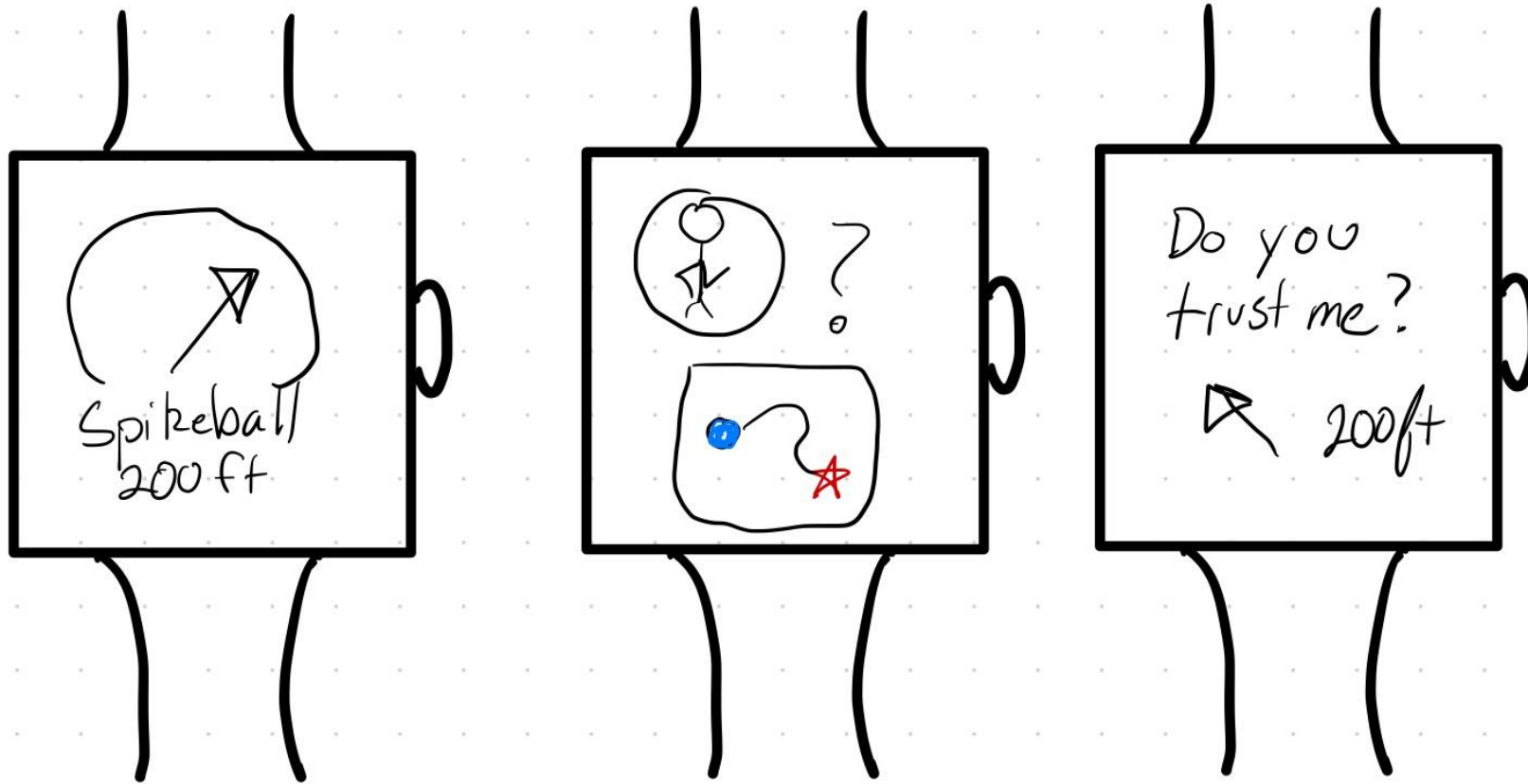


Sketching Exploration

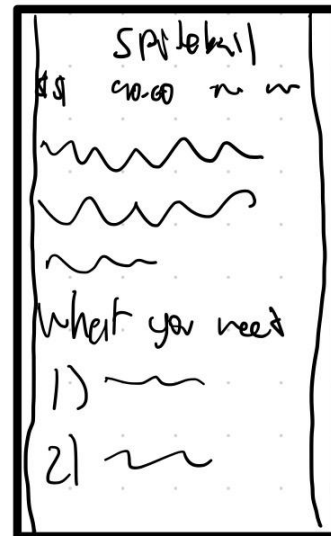
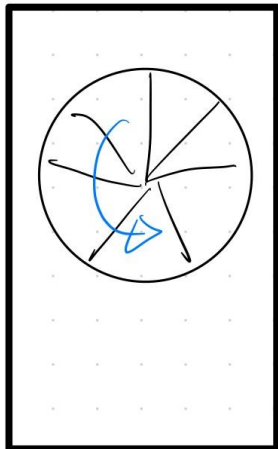
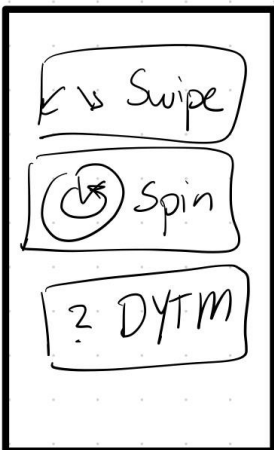
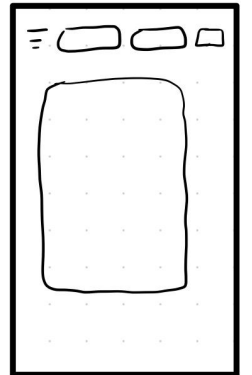
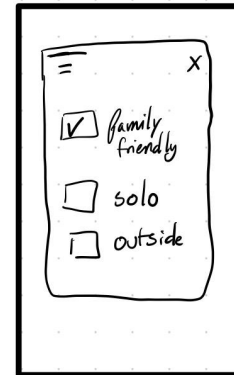
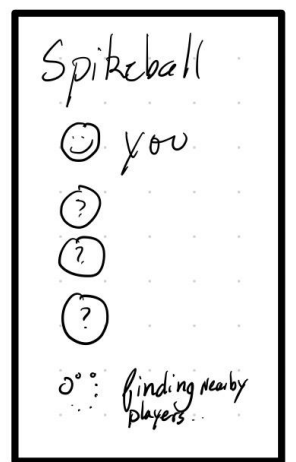
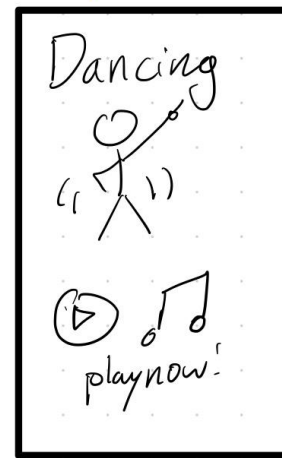
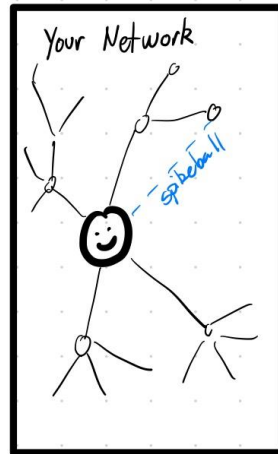
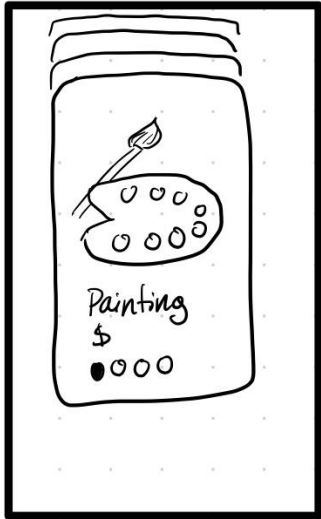
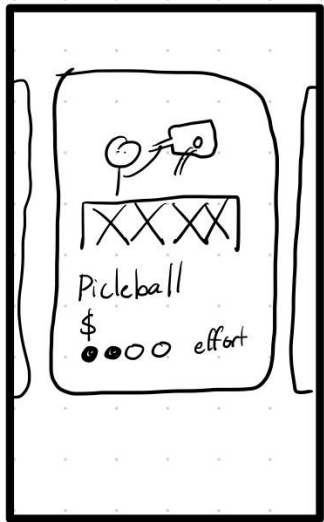
01



Wearable



Native App

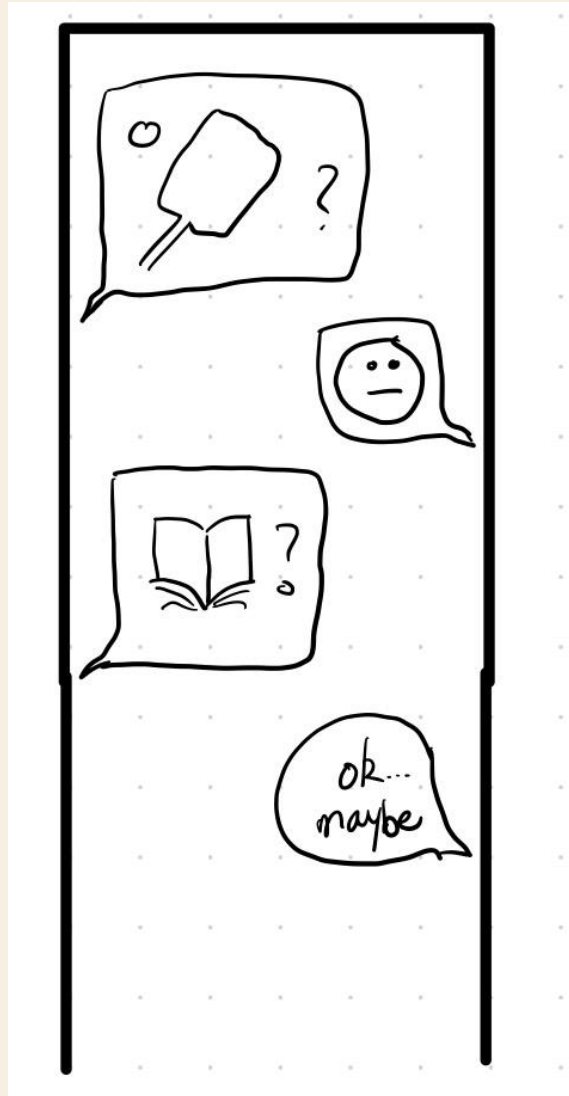


Landing page

wheel of ideas

filter functionality

Chat-Based Interface



VR

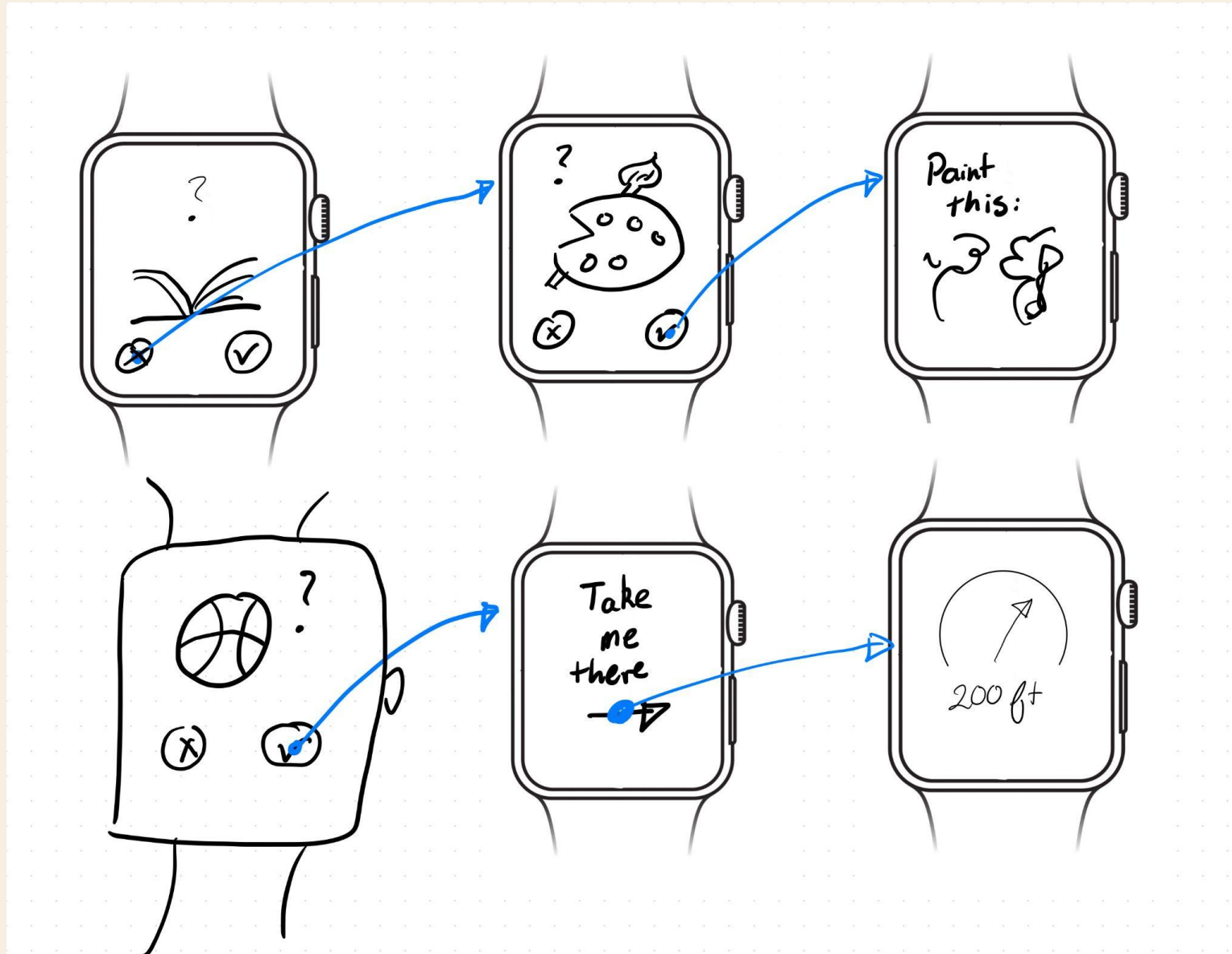


Selected Interfaces

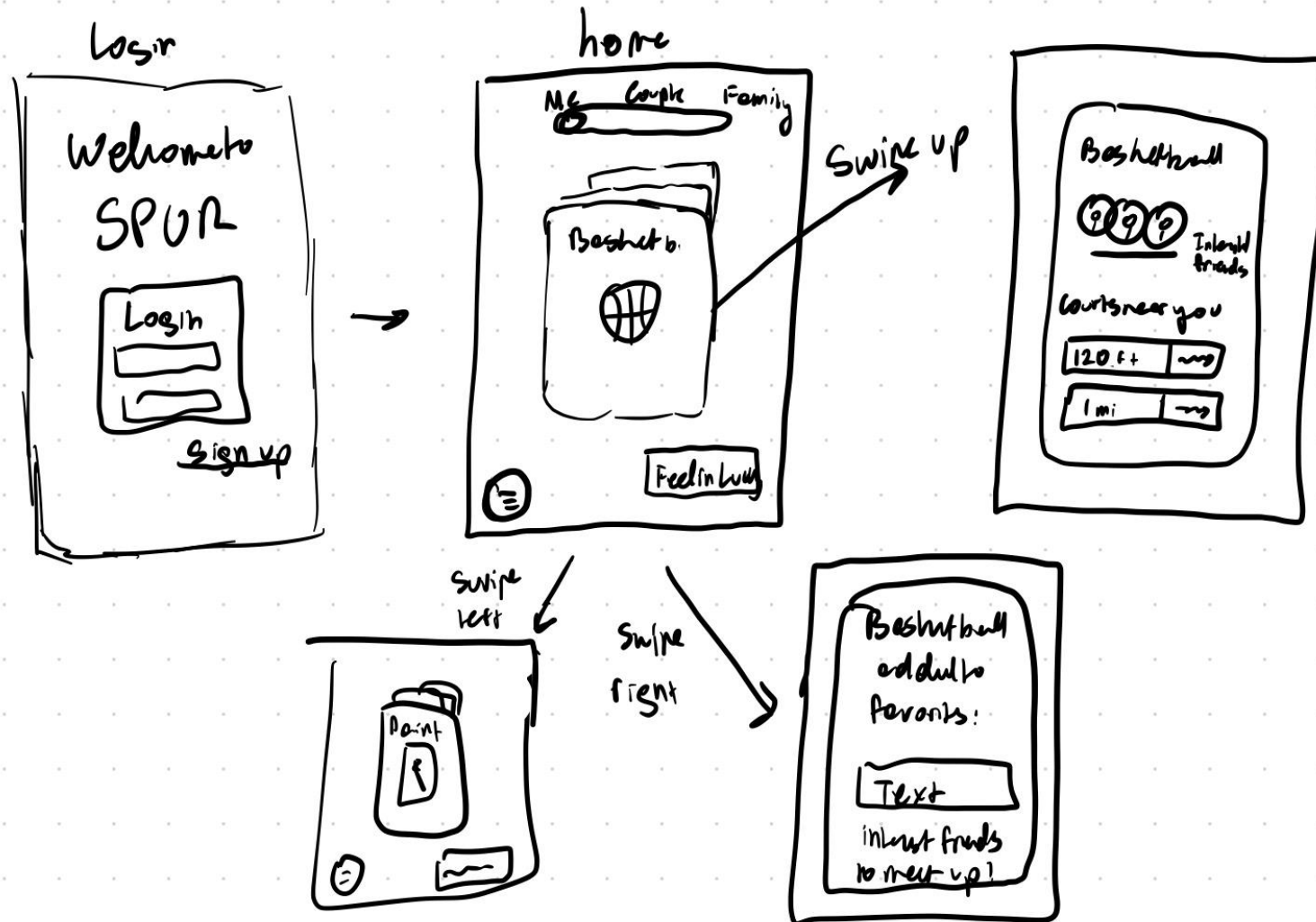
02



Further Exploration of Wearable



Further Exploration of Native app



Wearable

Pros

- sense of delight for the idea of being led by your watch somewhere
- Your watch is a timekeeper - this app is meant to help you spend time better
- Smaller interface enforces simplicity
- Less addictive

Cons

- Limited reach since fewer people have smart watches
- people waste free time on their phones, not watches, so we wouldn't be able to deliver our product at the time when it would be most valuable

Native App

Pros

- larger area to show high-quality images of the activity, increasing engagement with the activity
- people waste free time on their phones, so we can deliver our product at the time when it would be most valuable
- We are more confident in our ability to implement a native app

Cons

- People already spend too much time on their phones - do we want to contribute to that?
- Swiping is addictive. How can we encourage people to put down the phone and engage with a selected activity?
- People may be interrupted by other apps
- Larger screen size means we may over-design the app



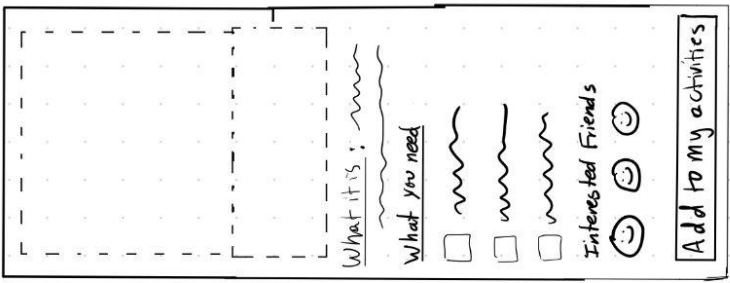
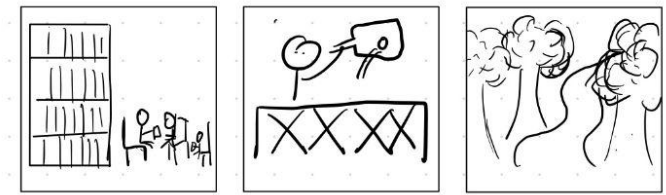
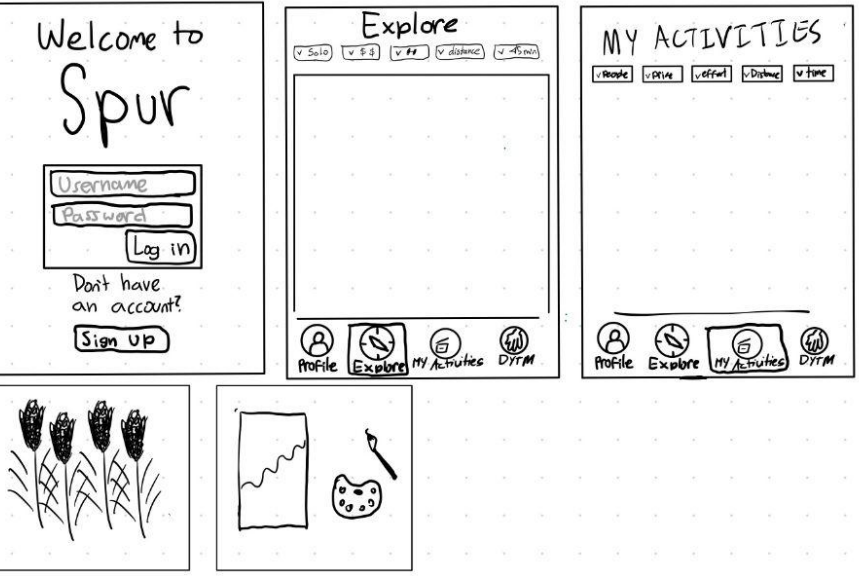
**We will build
a native app!**



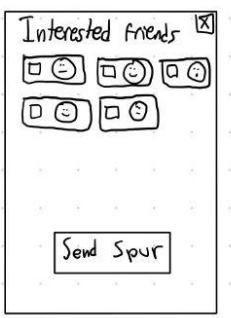
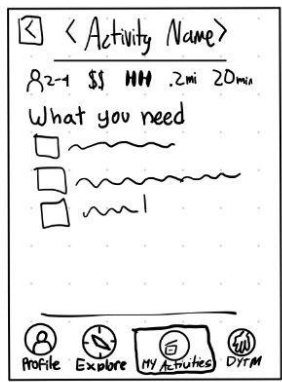
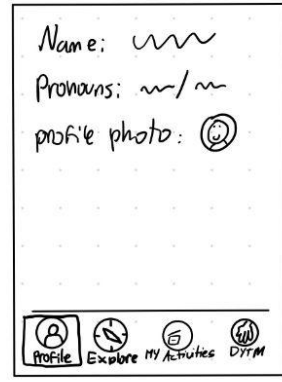
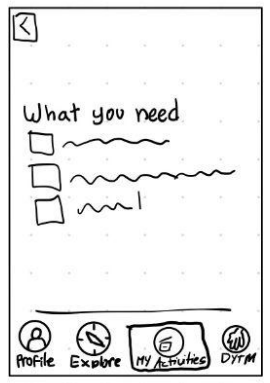
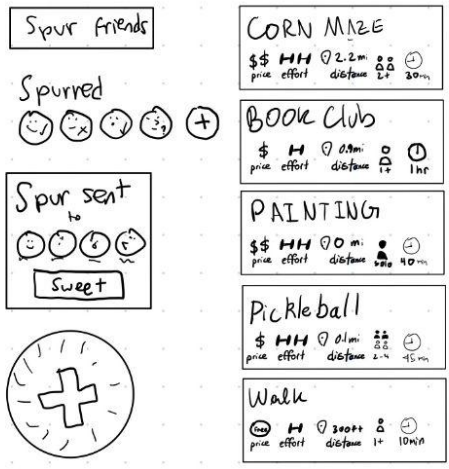
Lo-Fi Prototype: Construction


3.1





Wireframe split into components





BOOK CLUB

\$ H 0.9mi 17 1hr
price effort distance # time

What it is : ~~~~~

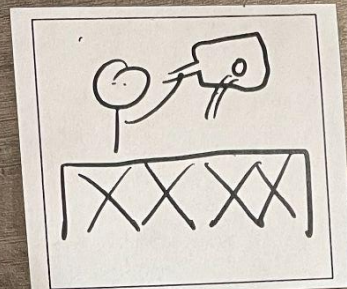
What you need

- ~~~~~
- ~~~~~
- ~~~~~

Interested Friends

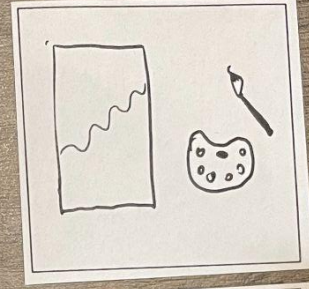
😊 😊 😊

Add to my activities



Pickleball

\$ HH 0.1mi 2-4 45 min
price effort distance # time



PAINTING

\$\$ HH 0 m 1 40 min
price effort distance # time



CORN MAZE

\$\$ HH 2.2mi 2 30 min
price effort distance # time

Interchangeable activity cards

**Scrolling &
Swiping
Functionality**

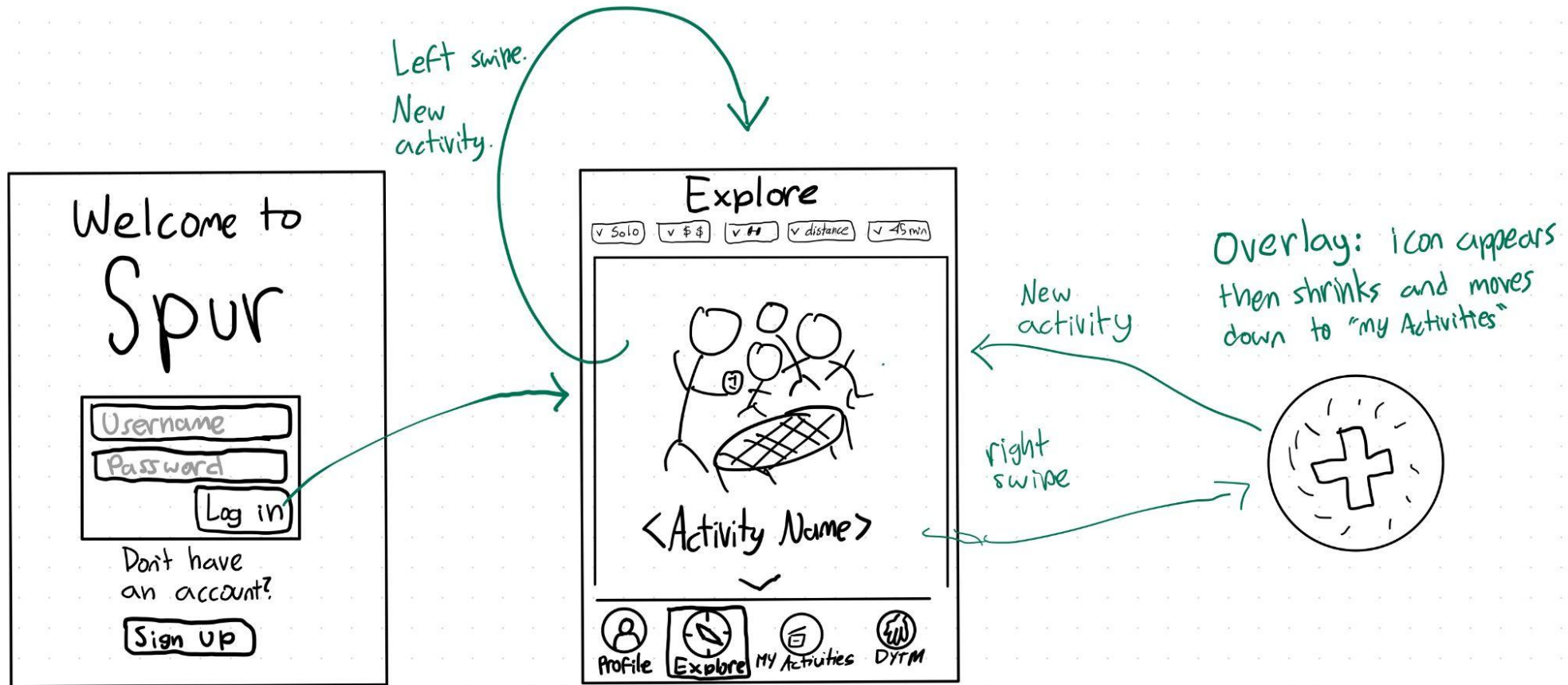
**Lo-Fi Prototype:
3 Task Flows**

3.2



Taskflow 1:

Find and save an activity that piques your interest

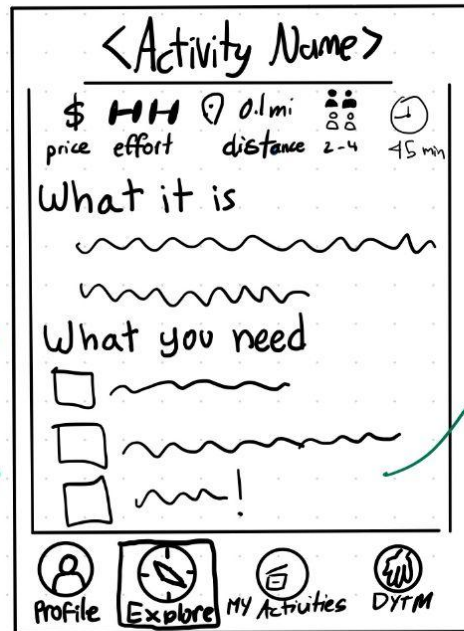


Taskflow 2: Learn more about an activity



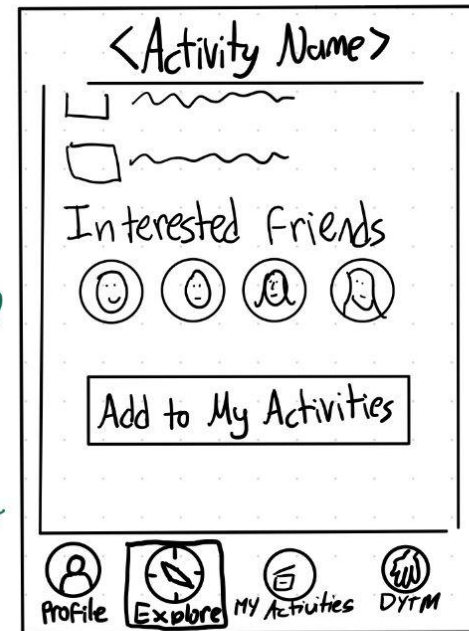
scroll down

scroll up

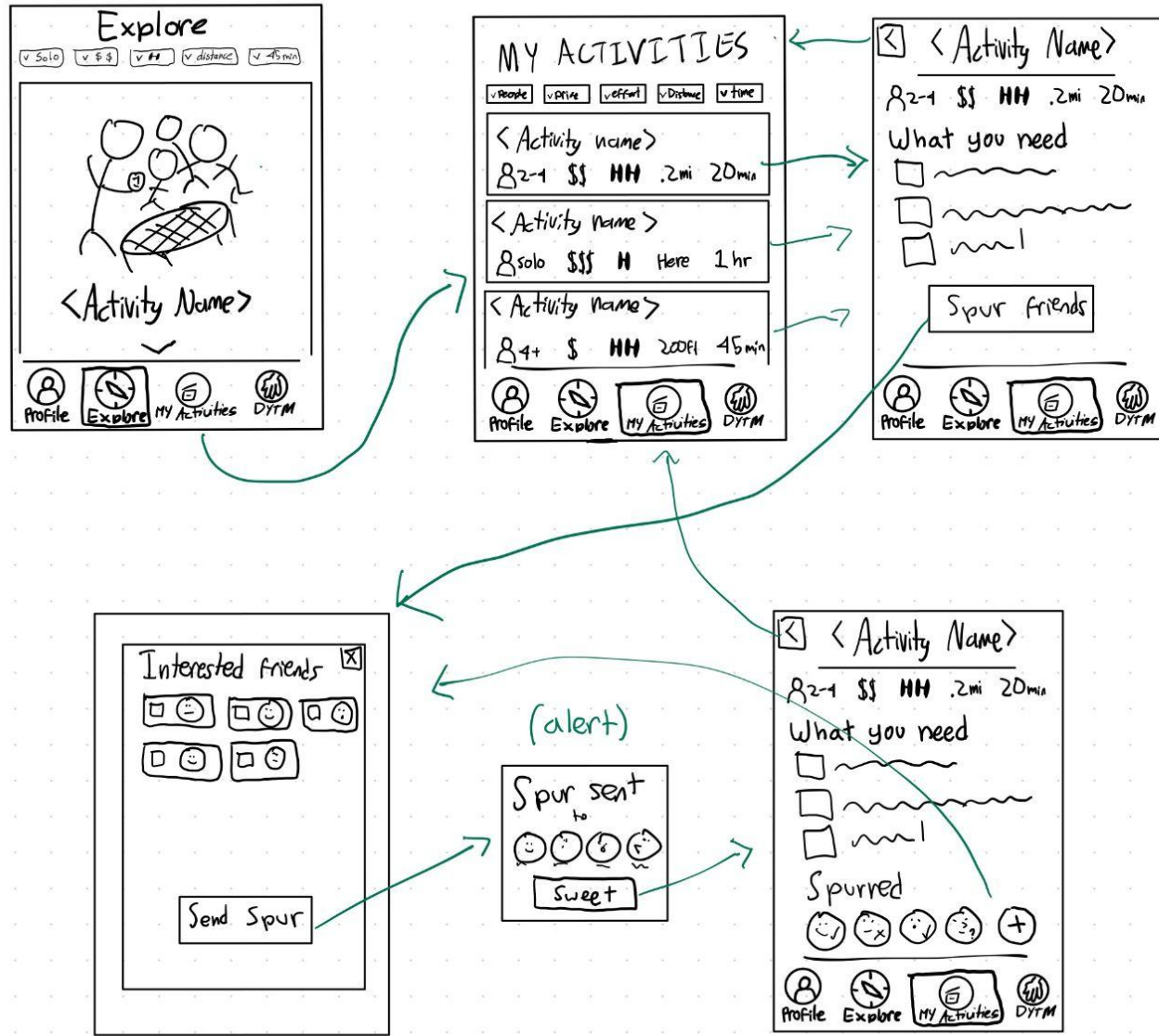


scroll down

scroll up



TaskFlow 3: Invite Friends to do a specific activity



Testing Methodology

4.1



Testing Methodology

Participants

1. Serena
2. Igor
3. Silvio
4. Valerie Stroke

Environment

Tressider

Procedure

- Computer: Nils
- Facilitator: Hannah
- Notetaker: Simran

3 tasks + 1 open-ended:

1. Find an activity you are interested in, get more information on it, and save it
2. View an activity you've saved
3. Invite friends to join in an activity
4. Is there anything else you want to do/explore?



Usability Goals

Do users understand the swiping functionality?

Do we have enough signifiers in our app design to clue users that they can swipe to accept or reject an activity?

Does the information architecture make sense?

Task #3 - invite friends to join an activity with you - lives inside of an activity that you have saved in your My Activities. Are they able to find that functionality?

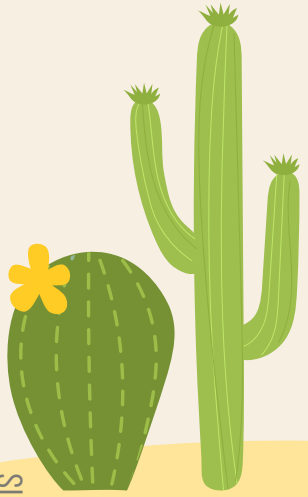
Do users understand & like "Do you trust me?"

Without onboarding, what do users think when they click the "do you trust me" button? Does the app's response (showing a random activity) make sense to them?



Testing
Results

4.2



Usability Goals

Do users understand the swiping functionality?

No! Though most explored scrolling, they didn't explore swiping. In later tests, we demonstrated the scrolling functionality and "peeks" of the check and cross for the right and left swipe. We felt like this was a factor of the paper prototype.

Does the information architecture make sense?

Not exactly. Users didn't always realize that their saved activities were clickable, or they would try to invite people from the Explore page before saving an activity.

Do users understand & like "Do you trust me?"

DTYM is a wildcard. Without onboarding and explicit explanation, it didn't make sense. Also, many users clicked on it because it was strange and interested, but hadn't saved enough activities for us to show them a random activity from their saved ones.



Other observations

- All users immediately understood "my activities" button
- Most users got stuck on the opening "explore" page, not realizing they were already viewing a potential activity
- Users have differing opinions of the verb "Spur" to invite friends:
 - English as second language users: didn't understand word Spur
 - Linguist: Loved the collocation of "Spur" + "of the moment"
- Users conflicted on "interested friends"
 - Tester 1 loved that the app encouraged you to meet people
 - Tester 3 very skeptical of how the app knows your friends



Takeaways

- DYTM feature definitely needs onboarding, may get rid of it entirely
- Swiping motion needs clearer signaling: replace with buttons or have users swipe in a tutorial
- Lean into things users liked:
 - connection with other people
 - being presented with surprising activities (corn maze) and low-cost activities (book club)
- More general theme: can we balance the fun of discovering parts of the app while preventing users from becoming frustrated?





Appendix





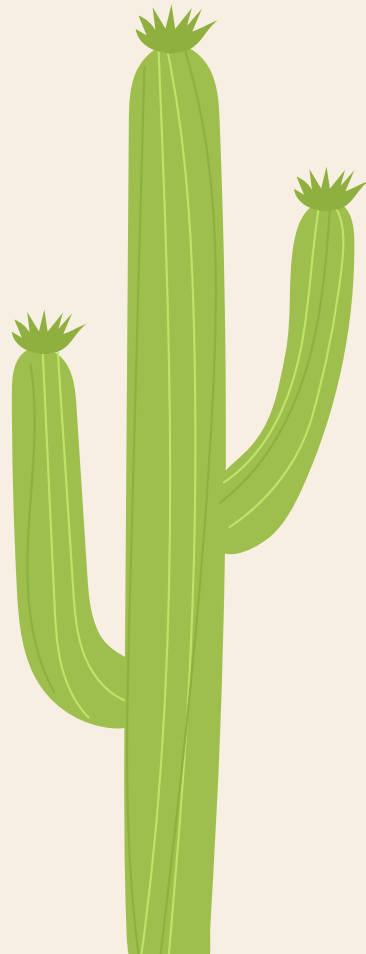
Script

Our app is targeted at the time in your day where you might be scrolling on your phone, knowing you want to do something else but not sure what to do. We are testing our design, so we are going to ask you to complete some tasks within the app, but not tell you how. So please narrate your thinking, any questions, any frustrations, because those are on us as designers to fix! Assume you already have an account. The first task we'd like you to complete: Find an activity you are interested in, get more information on it, add it to your activities.

Second task: View an activity you've saved.

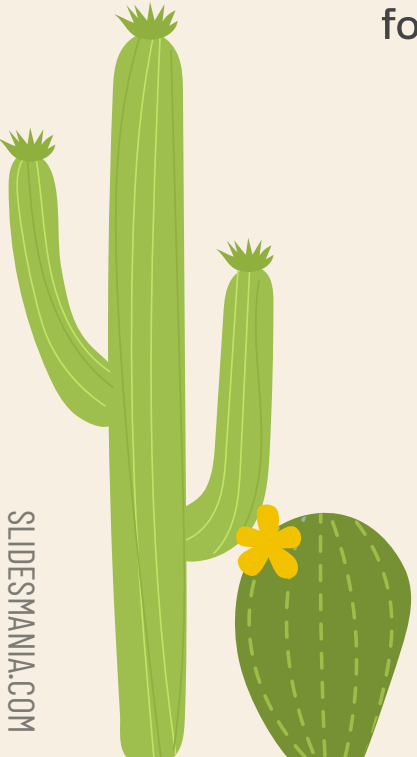
Third task: Invite friends to join in an activity.

Is there anything else you want to do or explore?



Testing Procedure Modifications

After the first 2 testers, we realized that most users were not sure they could scroll due to the appearance of the paper prototype. They also never thought about swiping. Since many swipe-based apps include a tutorial where it encourages you to swipe on the cards, we decided to include a tutorial where we showed how to scroll and swipe in the paper prototype for the latter 2 testers.



Consent Form

Spur's prototype is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in the experimental evaluation of this prototype provide data that is used to evaluate and modify the interface of Spur. Data may be collected by interview, observation, and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers (Hannah Cussen, Nils Forstall, Bhavya Shah, Simran Tandon) or with Professor James Landay, the instructor of CS 147:

James A. Landay
CS Department
Stanford University
650-498-8215
landay at stanford dot edu

Participant anonymity will be maintained by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the research and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the Spur's research. I understand that I may withdraw my permission at any time.

I give consent to be video recorded during this study:

Yes No

I give consent to be audio recorded during this study:

Yes No

I give consent for video or audio recordings from this study to be shown to people not directly involved with this research during/in class, seminars, reports, or scientific presentations:

Yes No

Name Serena Kirk

Participant Number # 1

Date 10/25/23

Signature [Signature]

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Yes No

Name Igor Podkhodov

Participant Number 2

Date 10/25/23

Signature [Signature]

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Yes No

Name Silvio Castrillo

Participant Number (650) 799-2540

Date _____

Signature 

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Yes No

Name Rain Ross-Hager

Participant Number 4

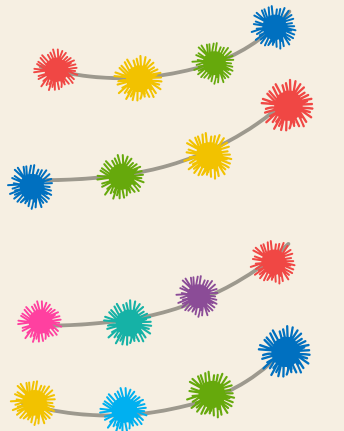
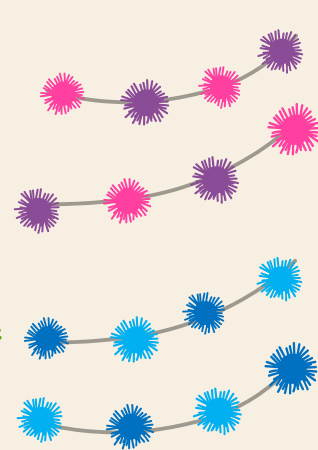
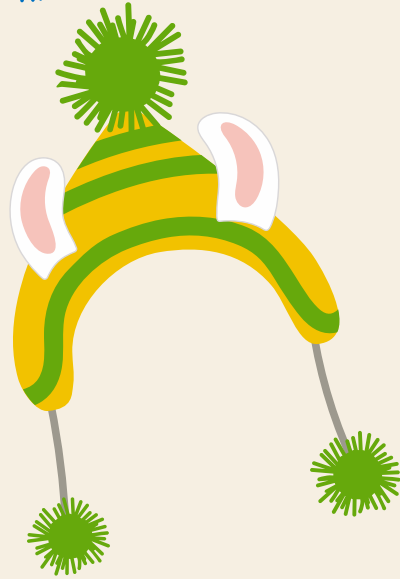
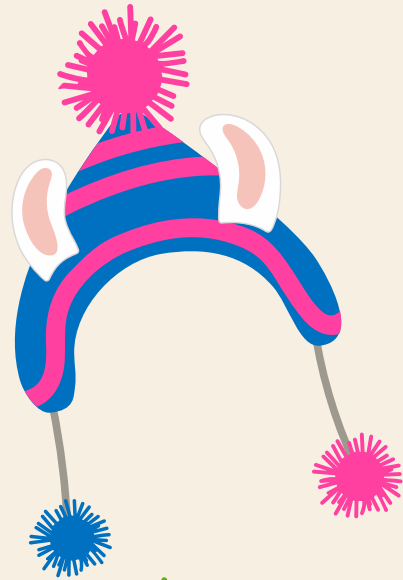
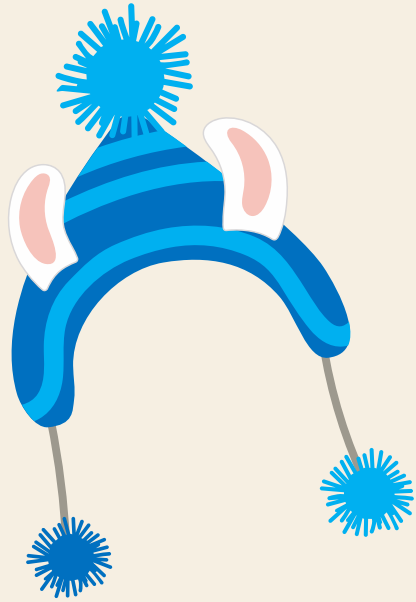
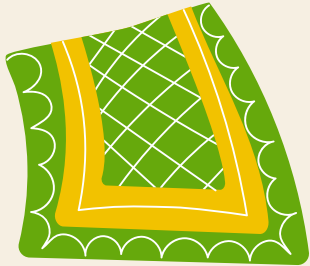
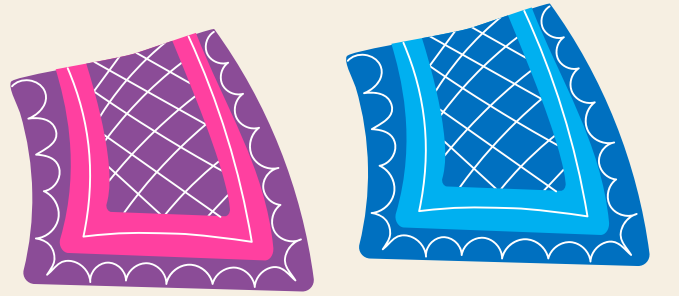
Date 10/25/2023

Signature 



Incident Log
[Click here to view](#)





Credits.

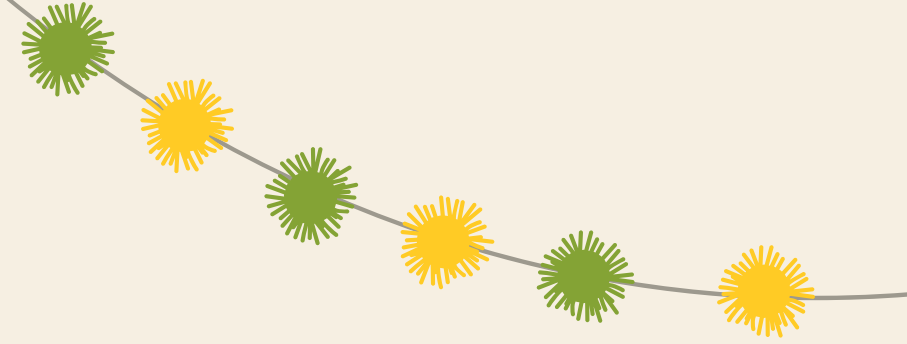
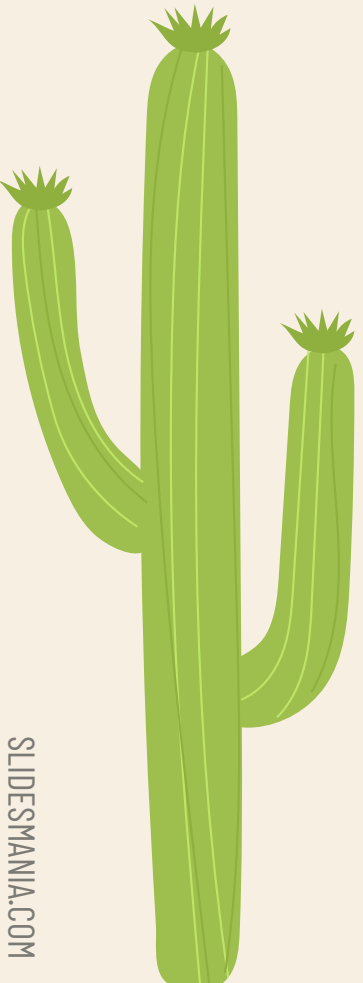
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