

SPUR: Med-FI PROTOTYPE

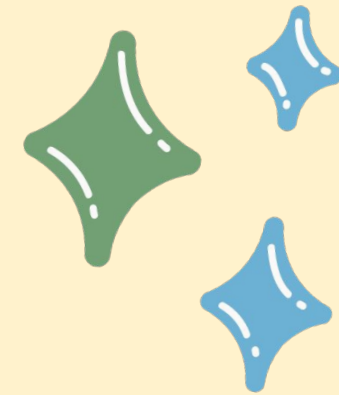


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SPUR.



OF THE moment.



When you're scrolling on your phone, there's always something better to do. We'll help spur you to action!



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!

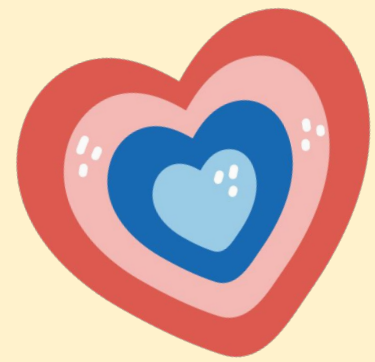


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Usability Goals & Key measurements



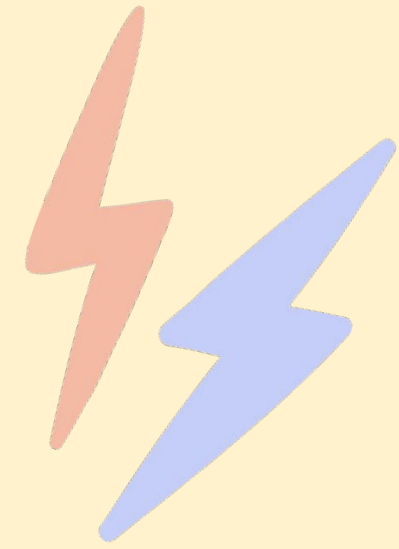
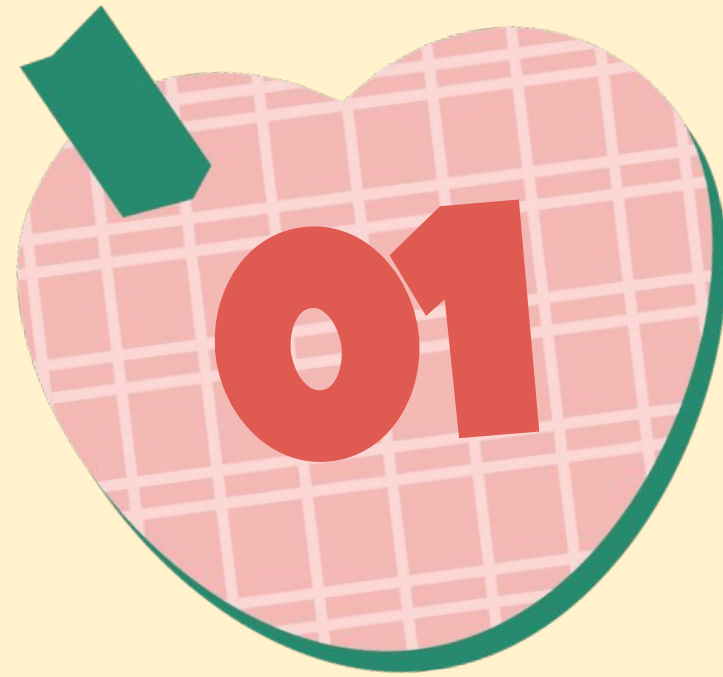
Revised Interface sketches



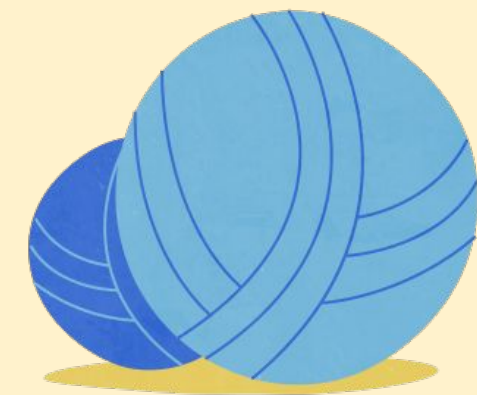
Task Flows



Prototype Implementation



VALUES



We INTEND TO ENCODE

Easy but nonaddictive.
Spur should encourage you to get off your phone, not spend more time on it.

Connection.
Spur should encourage in-person human connection.

Real-life living.
Spur believes time is best spent in the real world.

FEATURES FROM VALUES

Easy but nonaddictive.

Swiping mechanic for low activation energy, but no infinite swiping (limited options).

Connection.

Inviting friends to do activities, and showing which friends are interested in the same activities as you.

Real-life living.

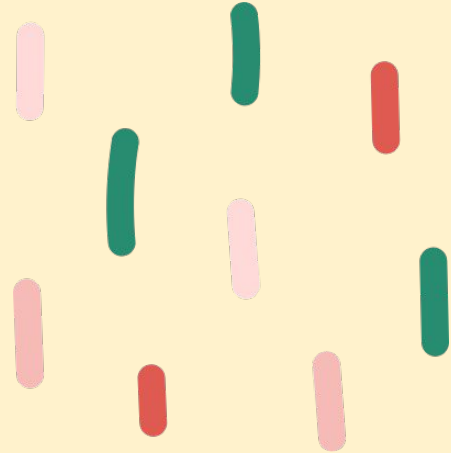
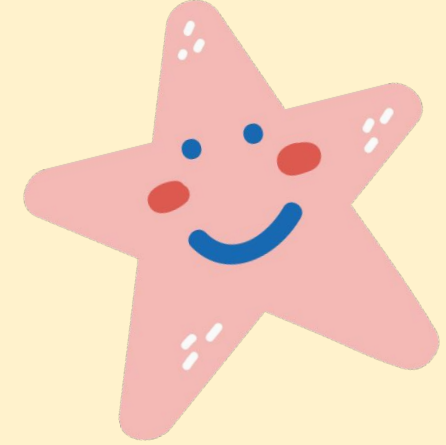
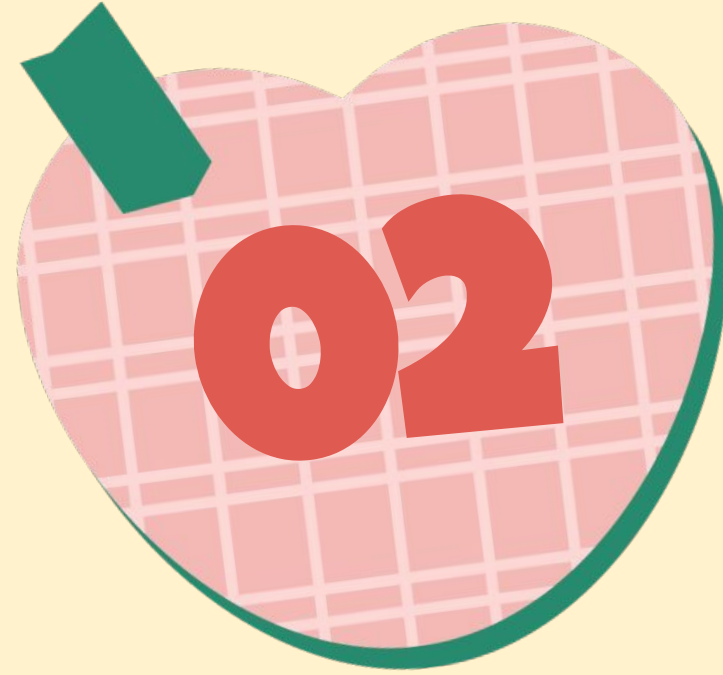
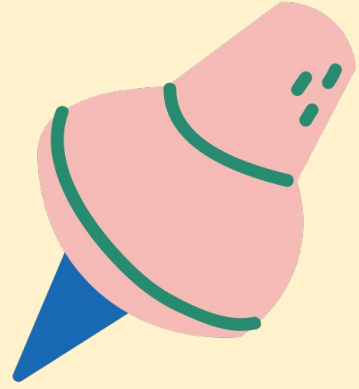
Only show activities that don't require a personal screen (i.e. no gaming, video-watching).

VALUE TENSIONS

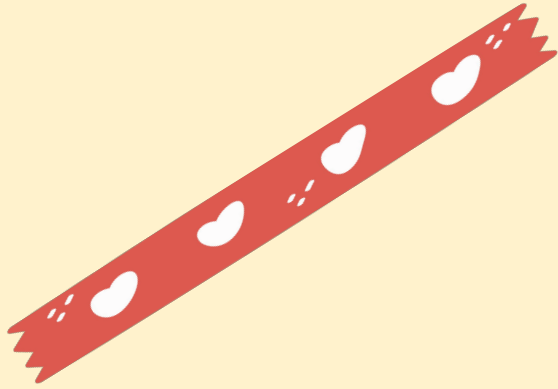
Easy but nonaddictive.
Ease of use and addiction are intertwined.

Connection.
Showing someone's interests or when they have free time to other people may invade privacy.

Real-life living.
Should a phone app tell you how to live your life? We don't think so, we just provide suggestions to get off your phone.



TASKS



THREE TASKS

SIMPLE

View activities,
reject them,
or save them

MEDIUM

Get more
information on an
activity or event.

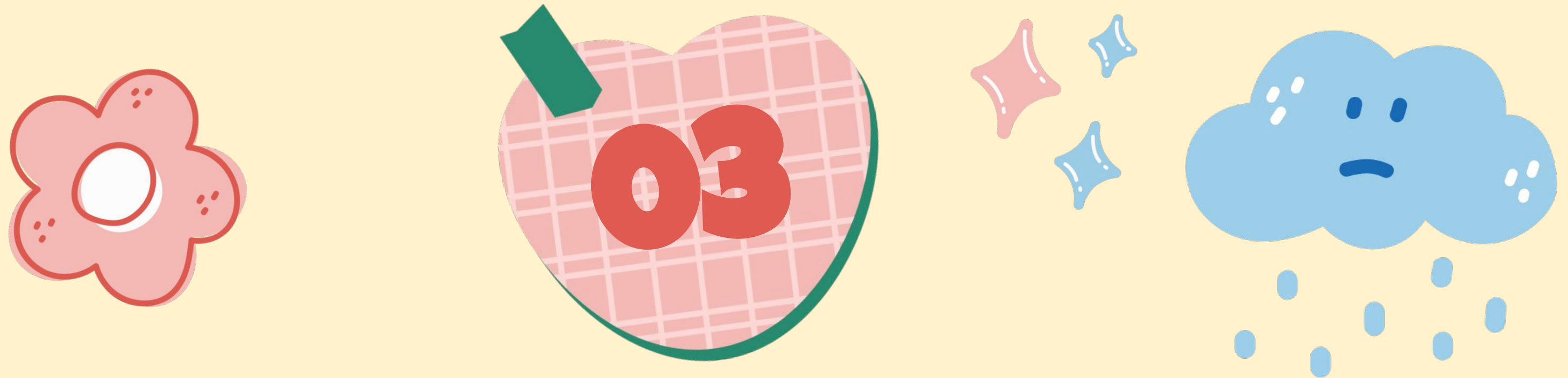
COMPLEX

Coordinate an
activity with other
people.

CHANGES FROM A5?

We considered changing our complex task to "adding a custom activity." That would be a great feature for power users, but in the end it's essentially filling out a form. Since there are many existing form UIs on mobile, we decided to focus on tasks with more interesting UI components.





USABILITY GOALS + KEY MEASUREMENTS

USABILITY GOALS

Intuitive and easy to master.

The interface should explain itself with minimal tutorials.

Flexibility.

People should be able to plan activities in the way they see fit, whether that starts with choosing people or an activity.

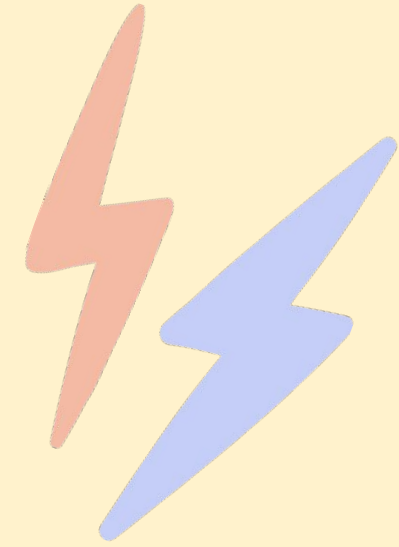
KEY MEASUREMENTS

Intuitive and easy to master.

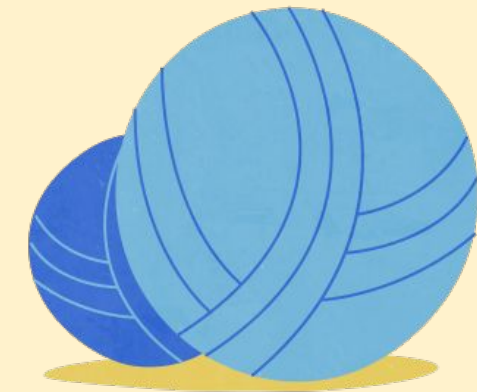
- Able to complete a task with fewer than 4 misclicks
- Don't get totally stuck at any point (>20s)

Flexibility.

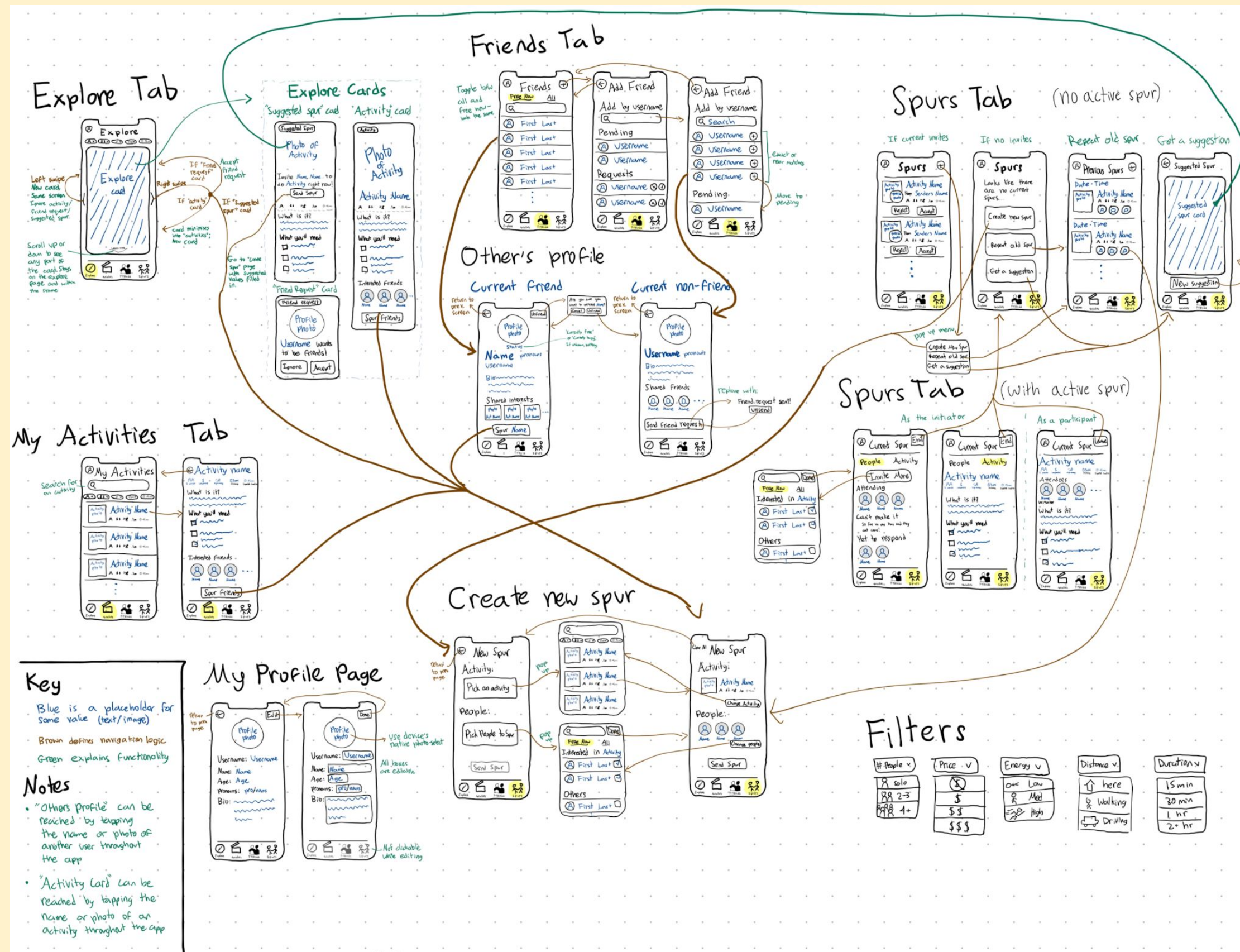
- Able to plan an activity starting with their desired criteria



**REVISED
INTERFACE
SKETCHES**



REVISED WIREFRAME

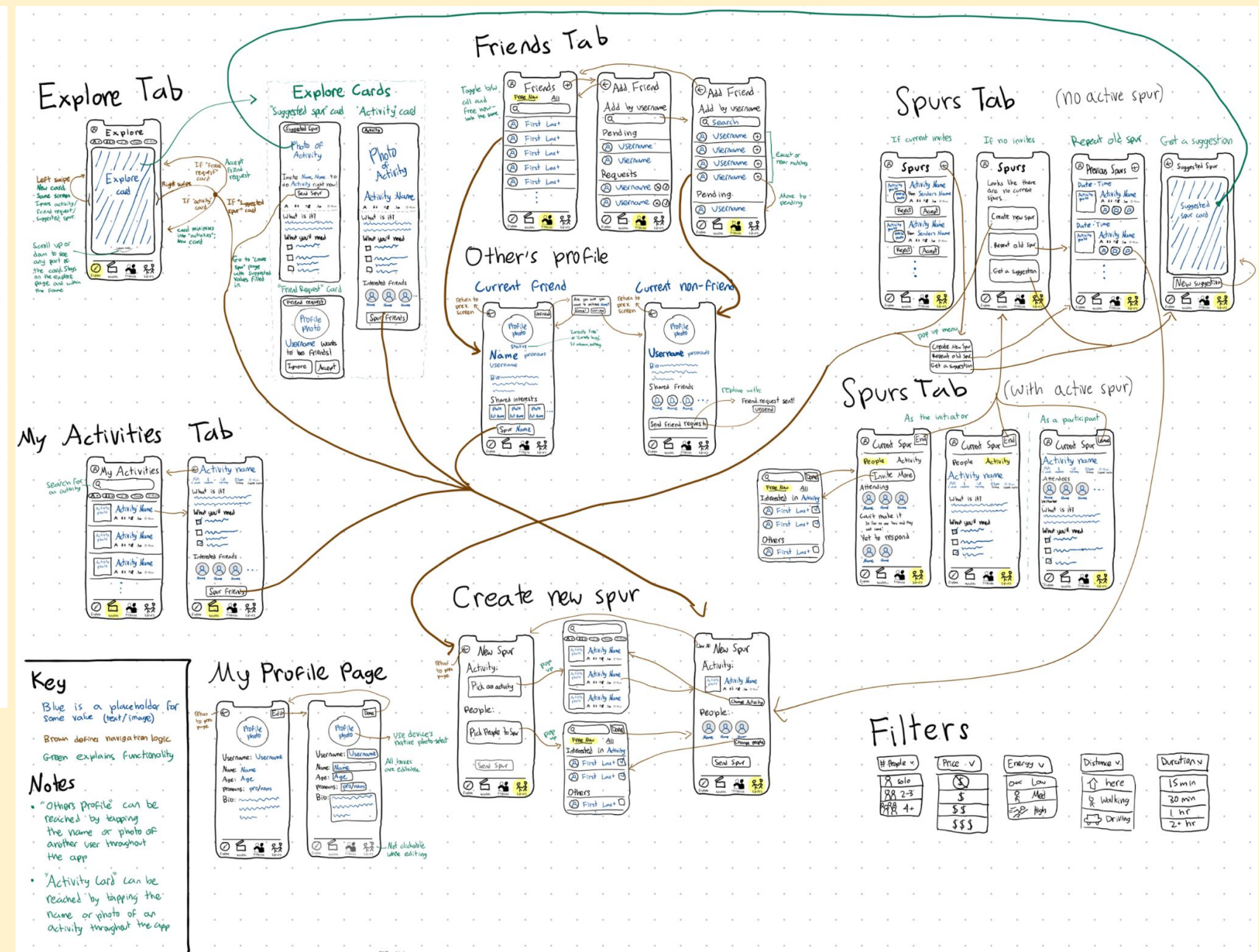
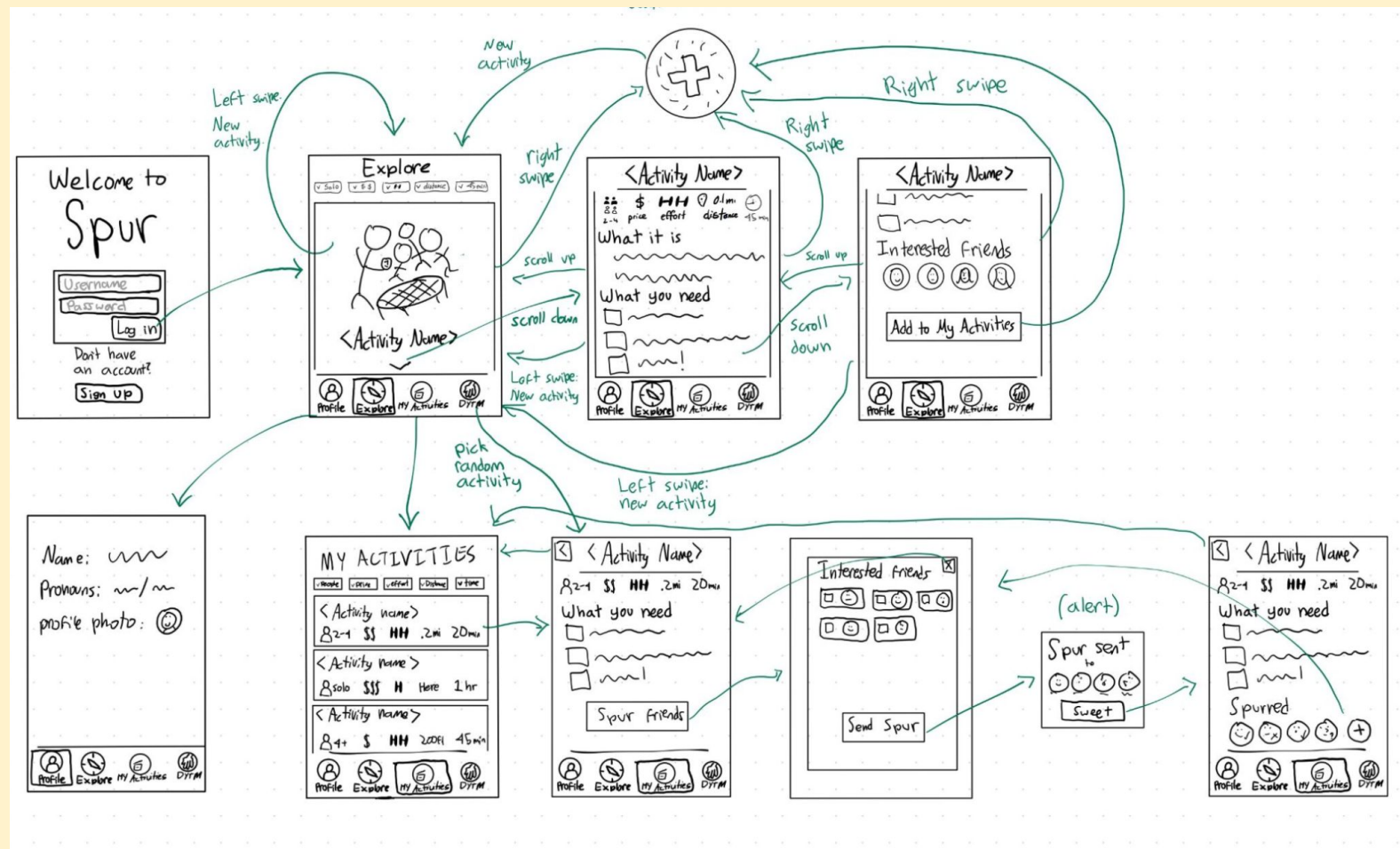


HIGH LEVEL COMPARISON...

A LOT HAS CHANGED!

OLD

NEW

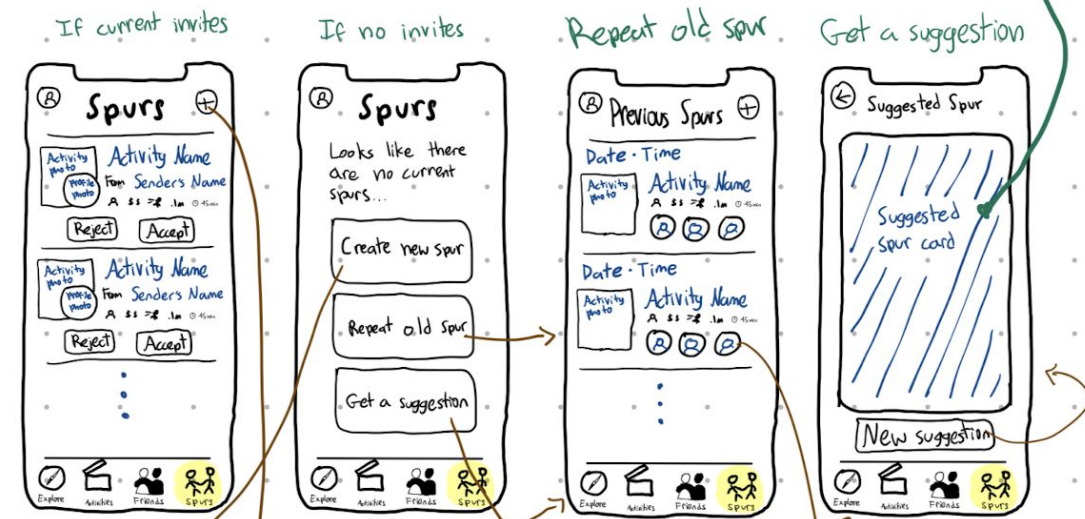


CHANGE 1: ADDED "HOME" TAB

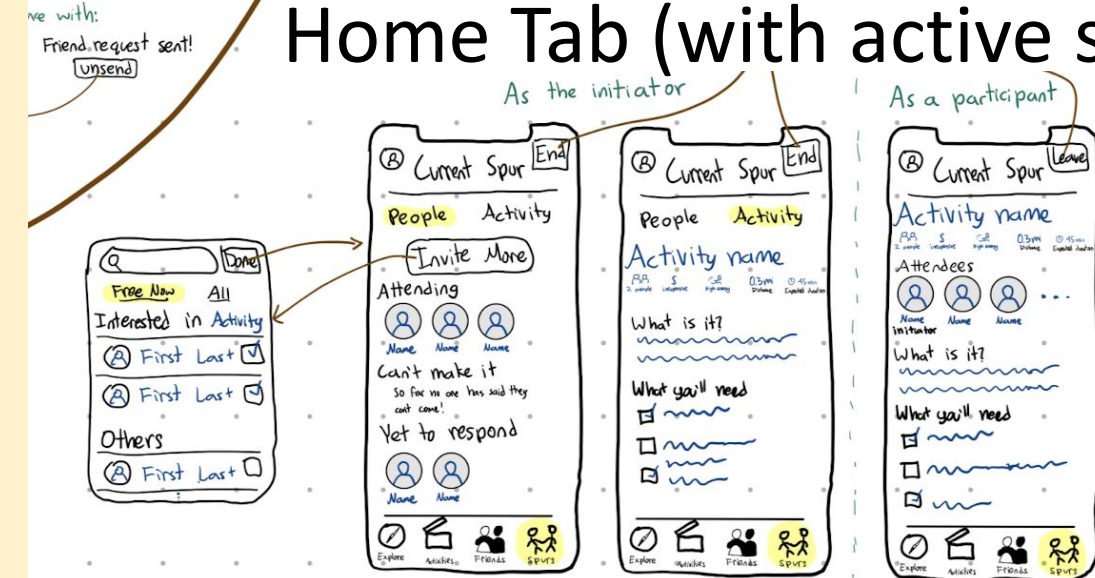
What we changed

- Deleted "do you trust me" tab
- Created a home tab which serves 2 primary functions:
 - If you're currently committed to an activity, show all of the information to do that activity
 - If you aren't doing an activity, provide options to initiate a spur

Home Tab (no active spur)



Home Tab (with active spur)



CHANGE 1: ADDED "HOME" TAB

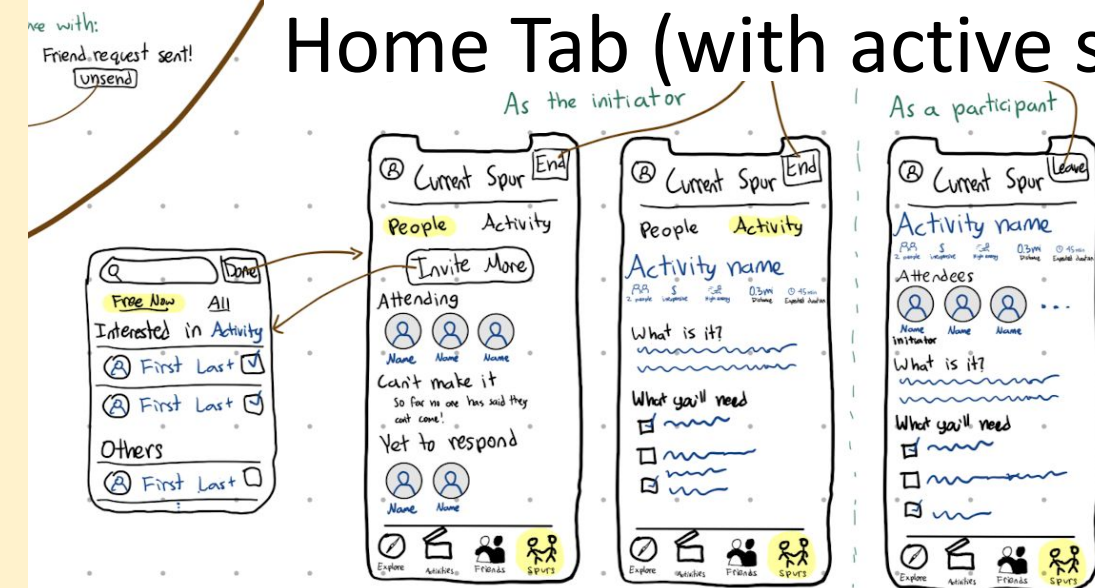
Why we changed it

- All users were confused by the "do you trust me" button
- Navigating to see the active spur was through the activities page which wasn't as intuitive
- Clarify what it looks like from the side of the person doing the spur

Home Tab (no active spur)



Home Tab (with active spur)



CHANGE 1: ADDED "HOME" TAB

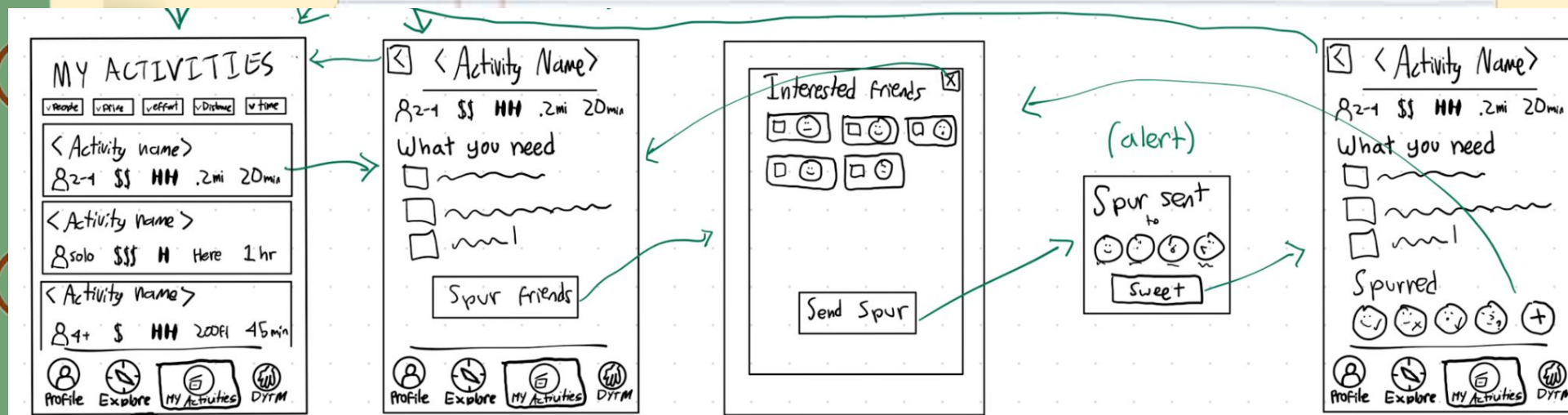
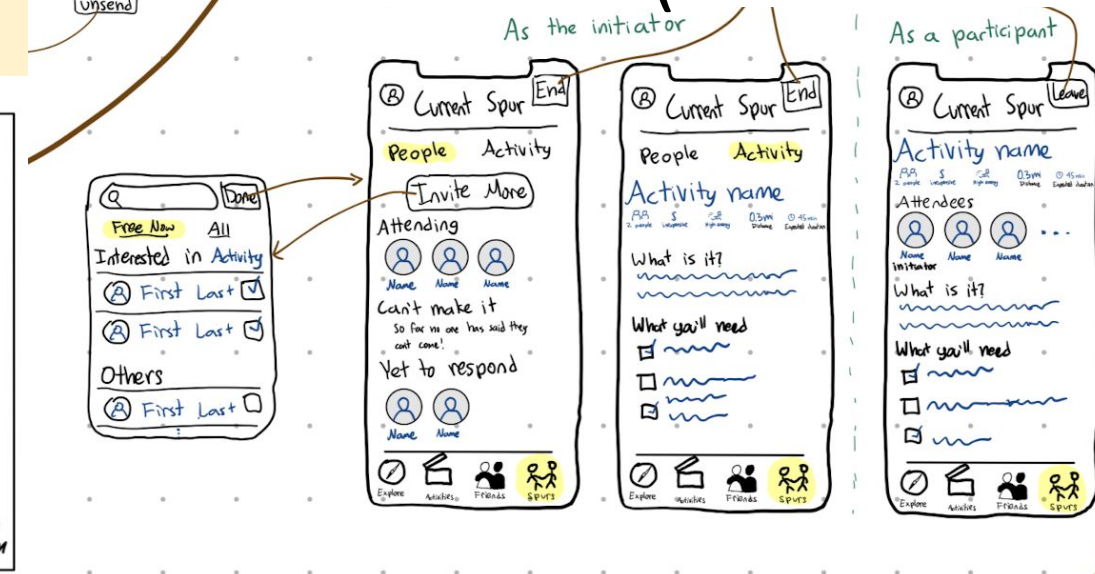
Comparison

- Much more flexibility with different ways to initiate the spur
- Clearer way to see the current activity

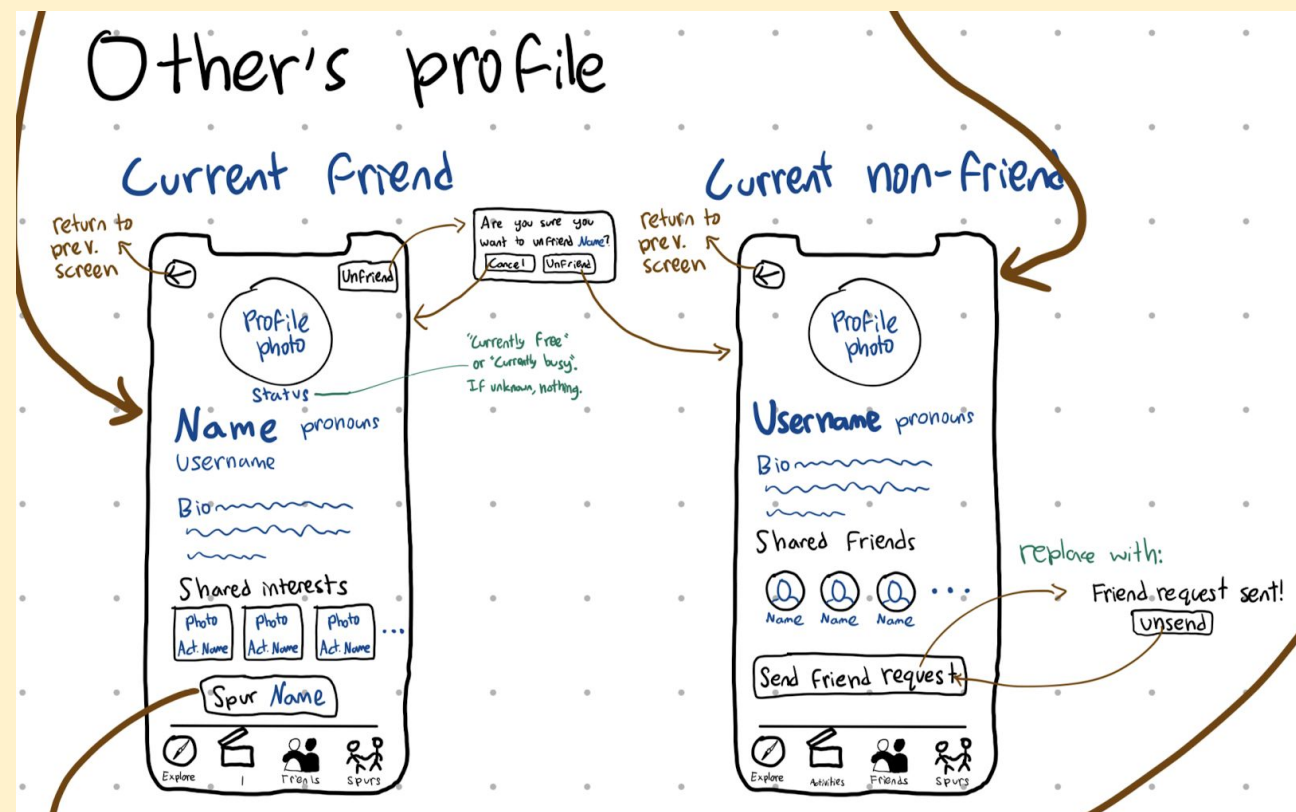
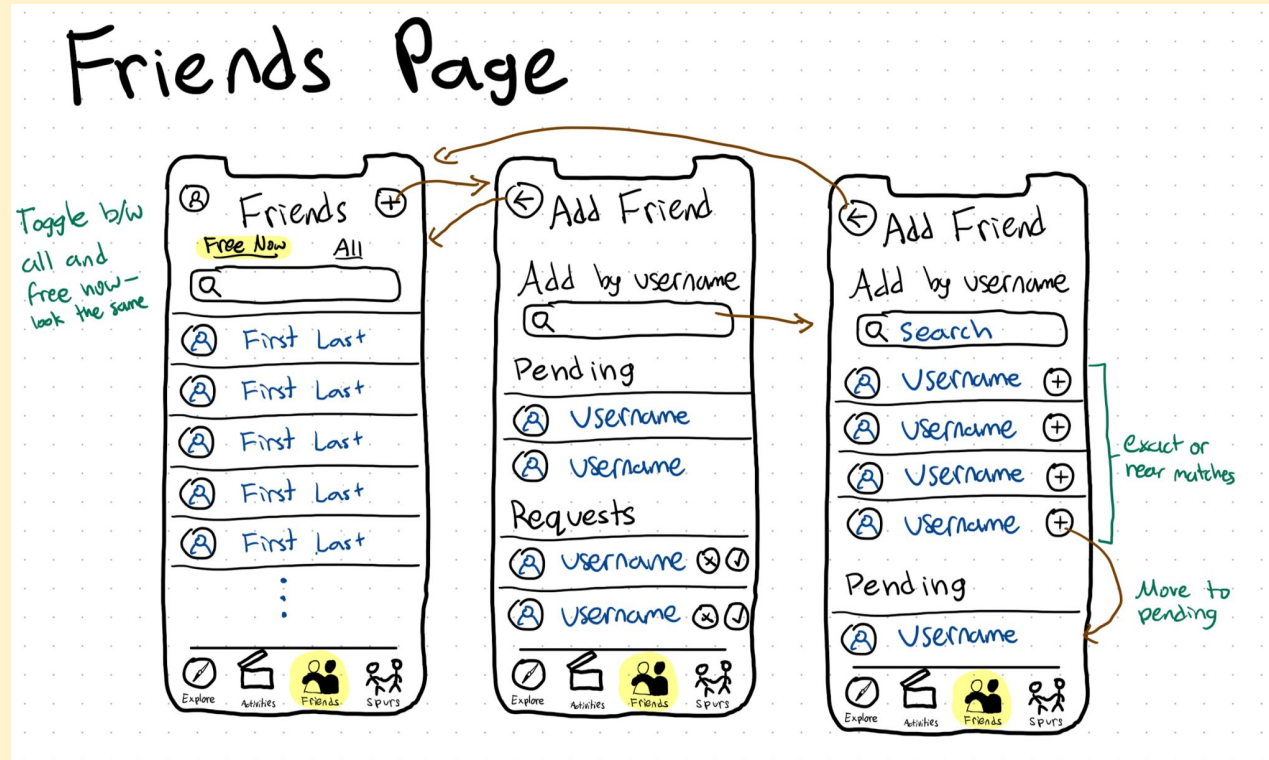
Home Tab (no active spur)



Home Tab (with active spur)



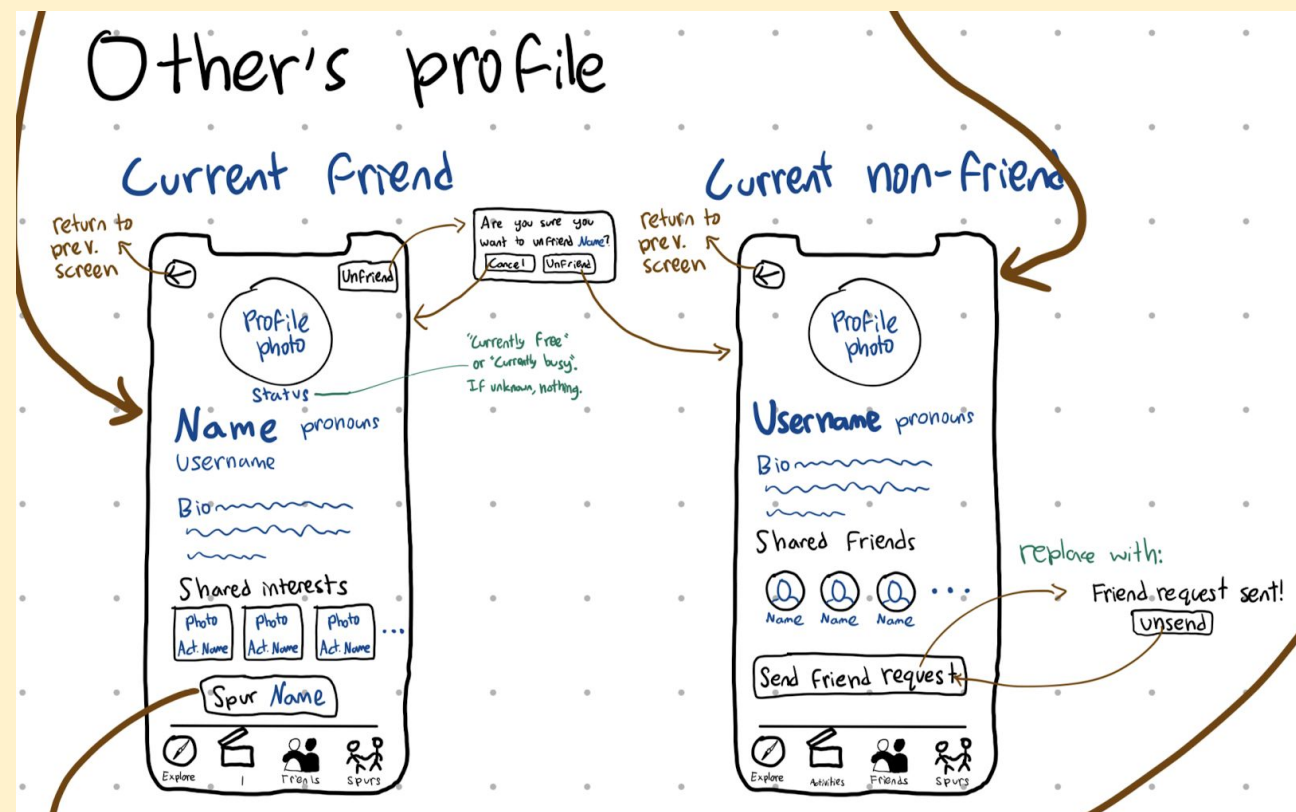
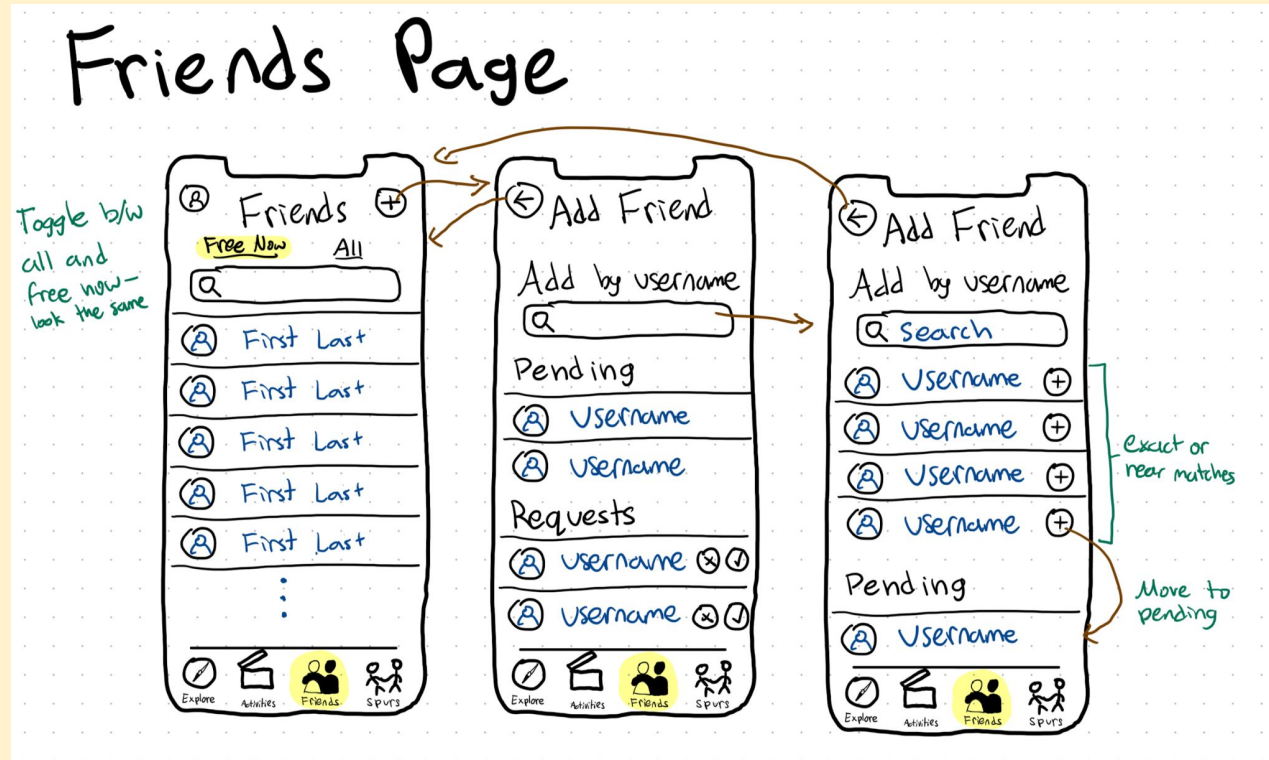
CHANGE 2: NEW "FRIENDS" TAB



What we changed

- Added a centralized list of friends
- Added the ability to see which friends are free
- Added a way to send or accept friend requests
- Added a way to learn more about a specific friend

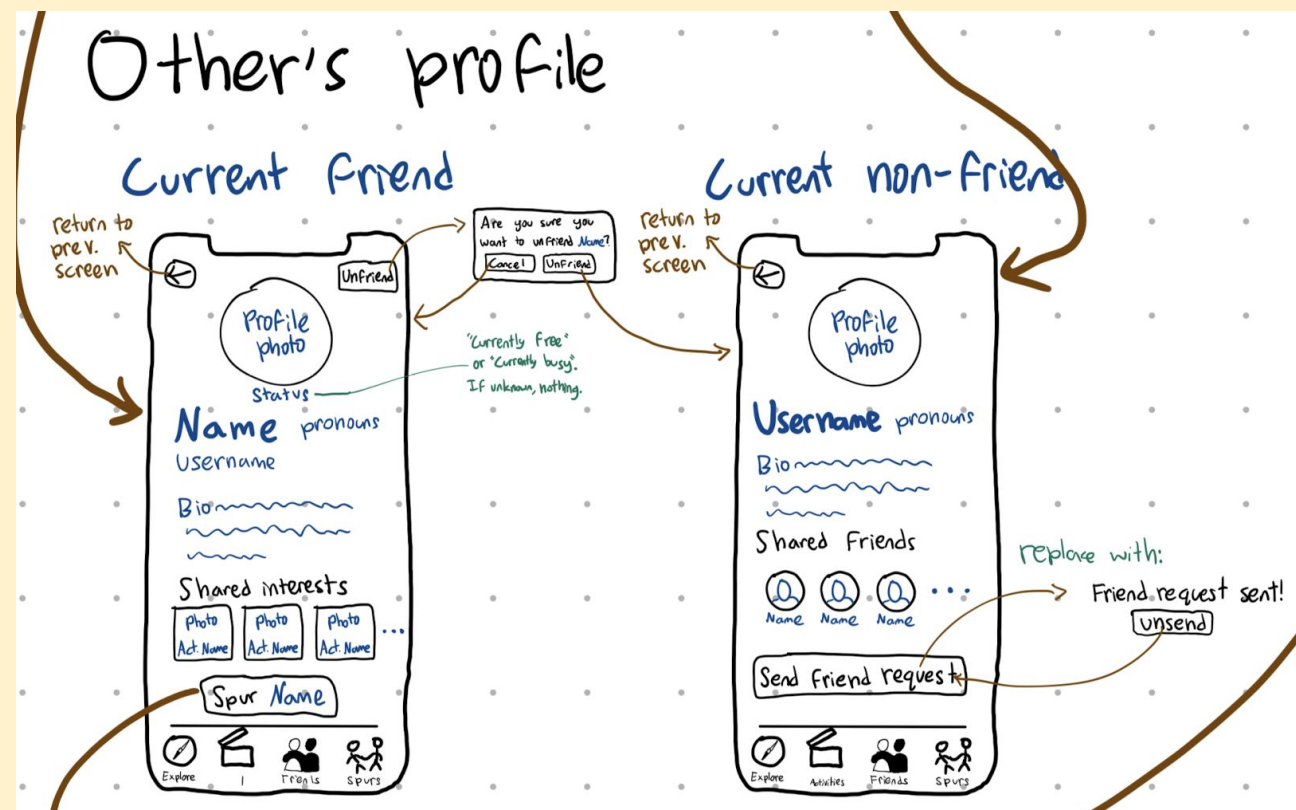
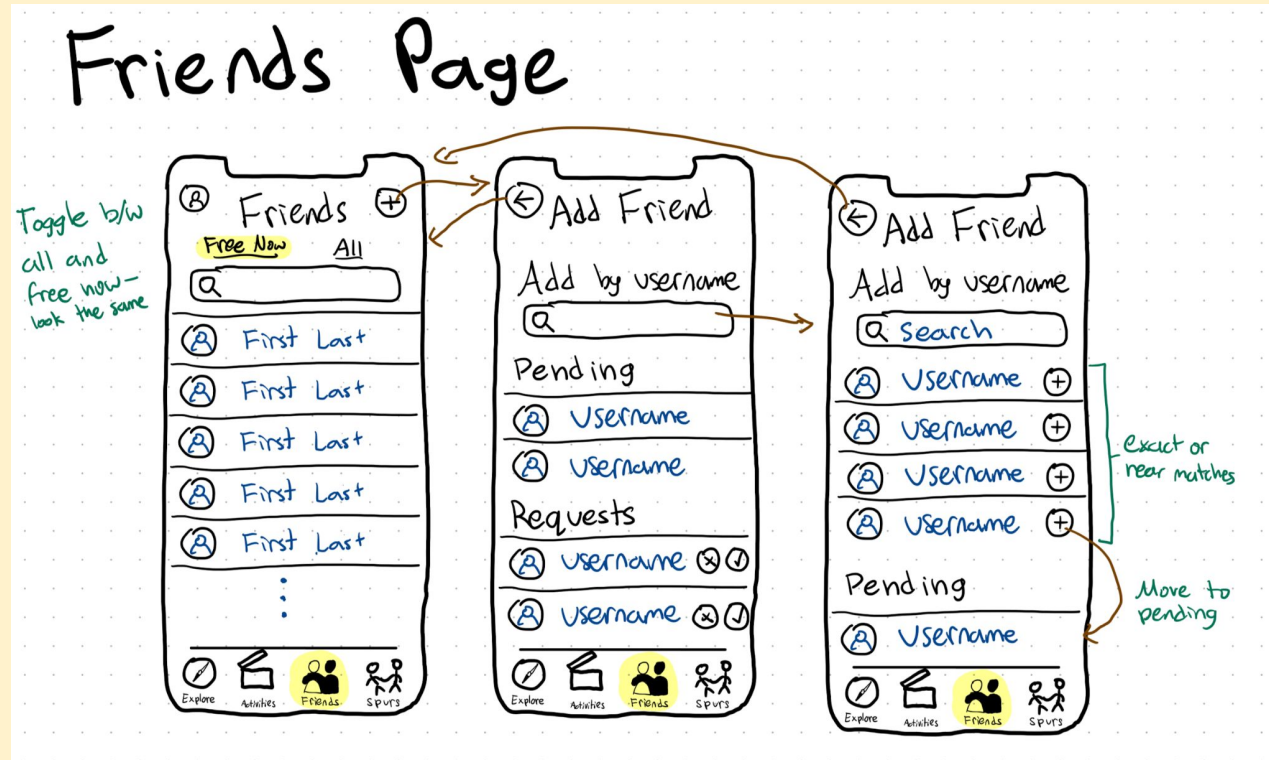
CHANGE 2: NEW "FRIENDS" TAB



Why we changed it

- Testers wanted to see a list of their friends
- Testers wanted to see more information about a specific friend
- Testers wanted to initiate an activity starting by picking a friend (instead of starting from an activity)

CHANGE 2: NEW "FRIENDS" TAB



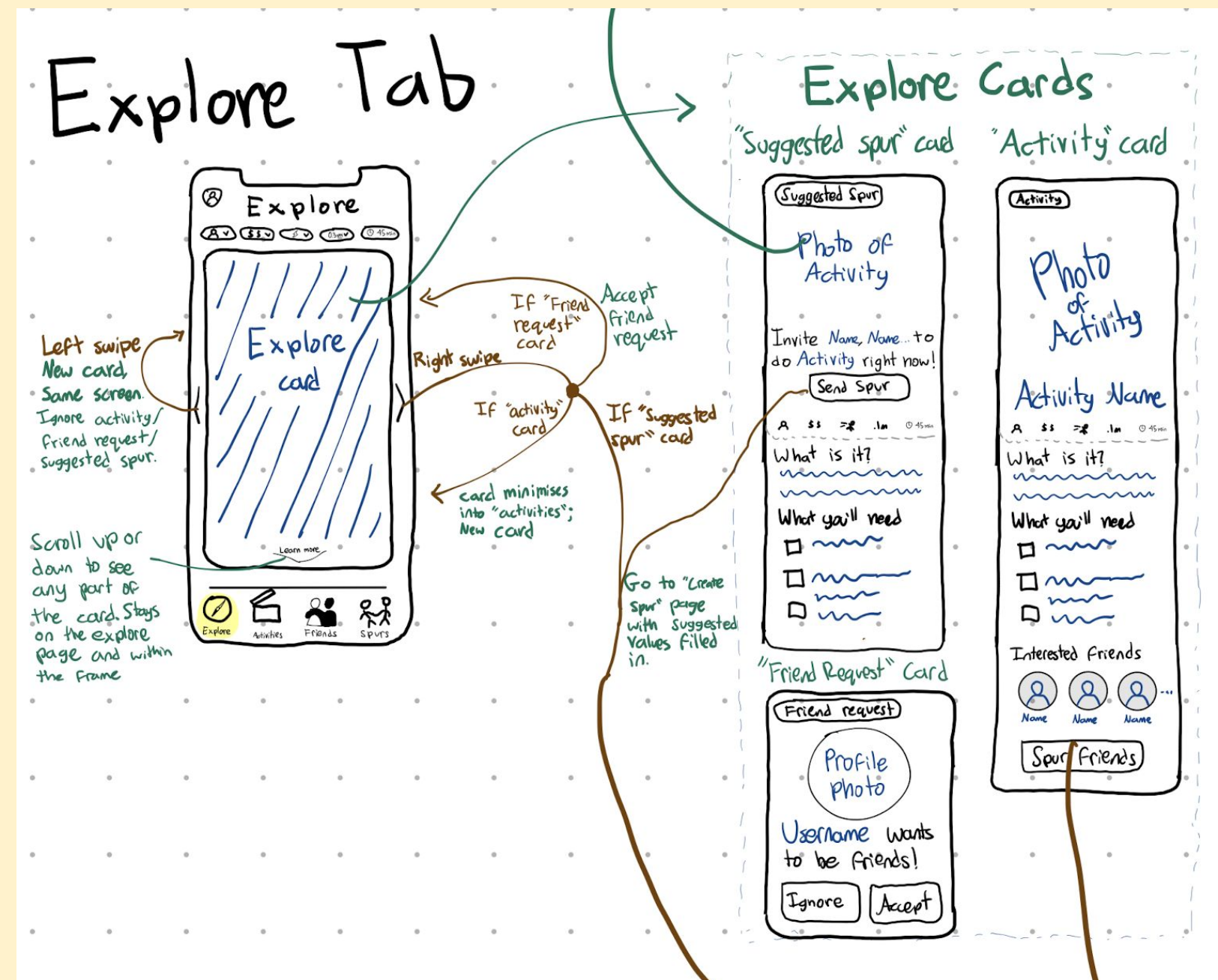
Comparison

- Hard to compare because it's completely new! But...
- More transparent about who your friends are
- More intuitive for how to manage friends
- Increased flexibility for exploring friends.

CHANGE 3: NEW "SUGGESTED SPUR" CARD

What we changed

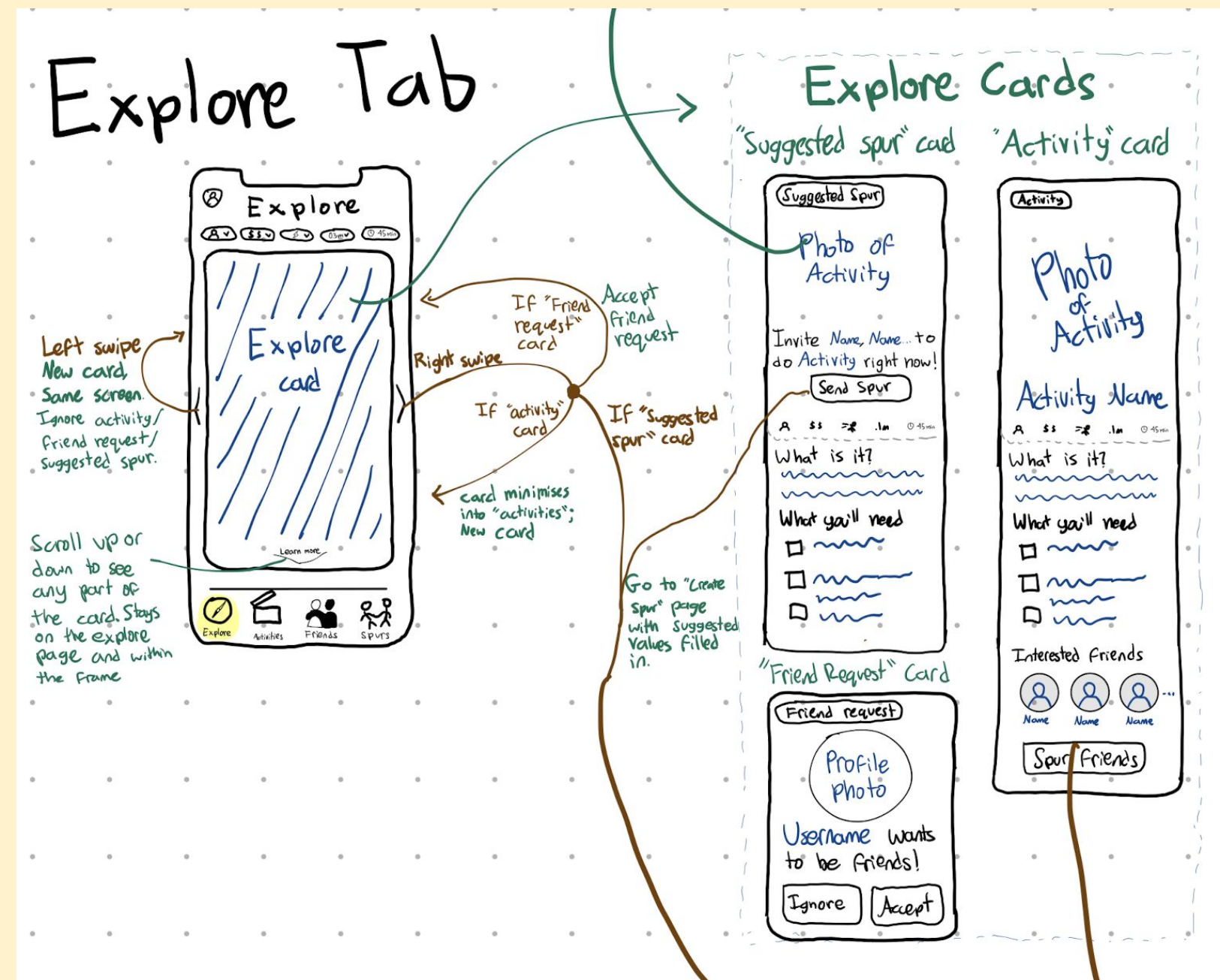
- Added a new type of card to swipe on: "Suggested spur"
 - Based off of the users liked activities and the liked activities of their free friends, suggest something to do right now.



CHANGE 3: NEW "SUGGESTED SPUR" CARD

Why we changed it

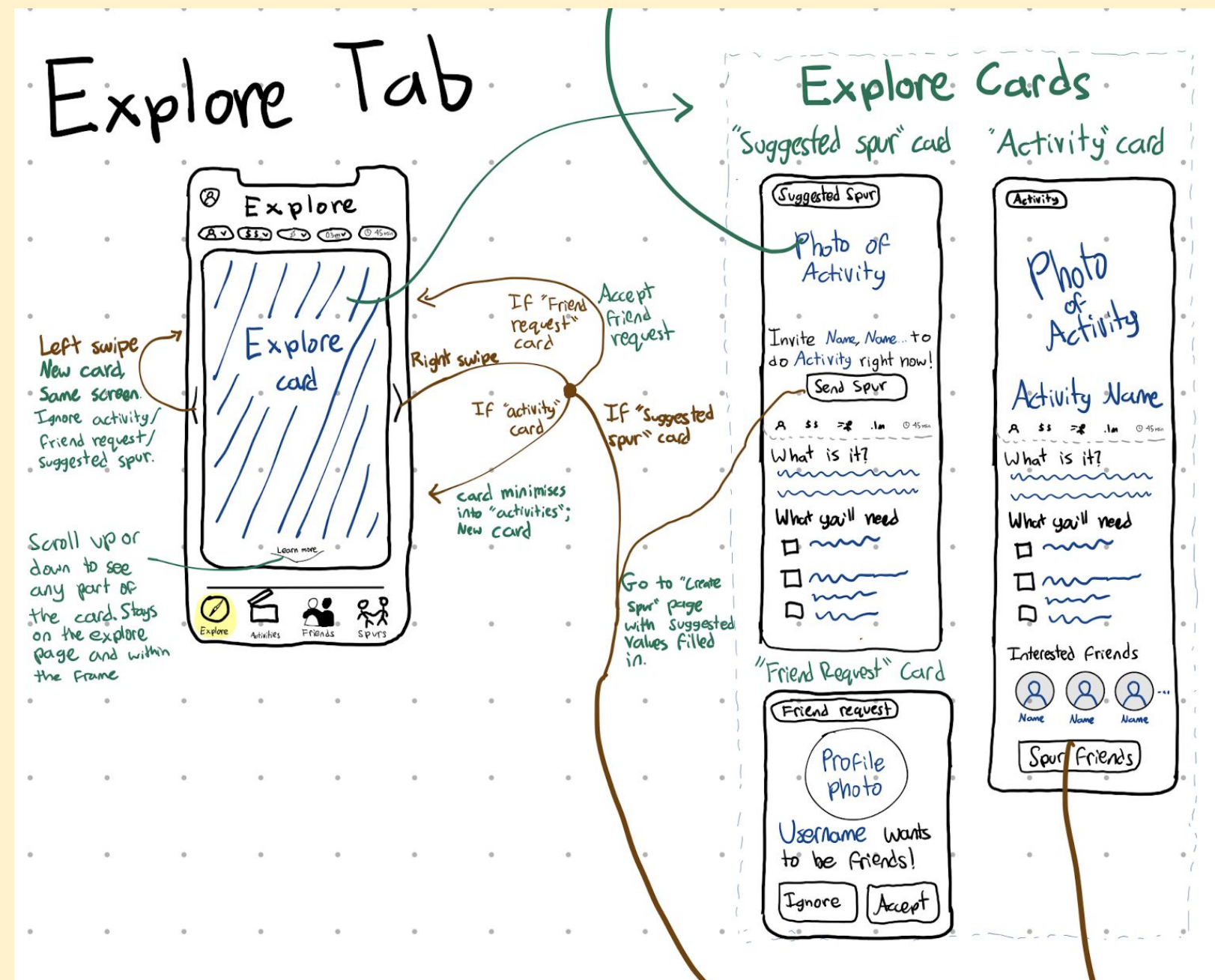
- We received many notes cautioning that the swiping could become addictive, leading to people never actually acting on them
- This helps spur the user into action, as opposed to just letting them swipe forever

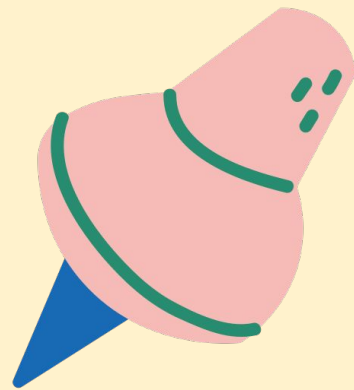
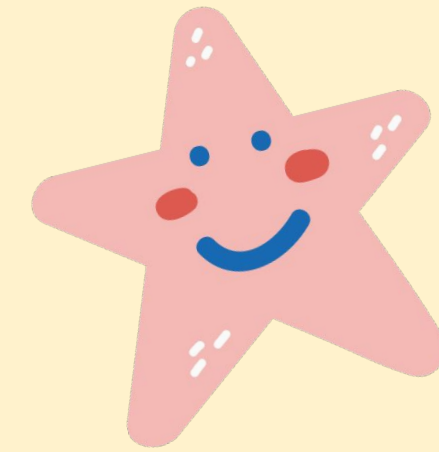
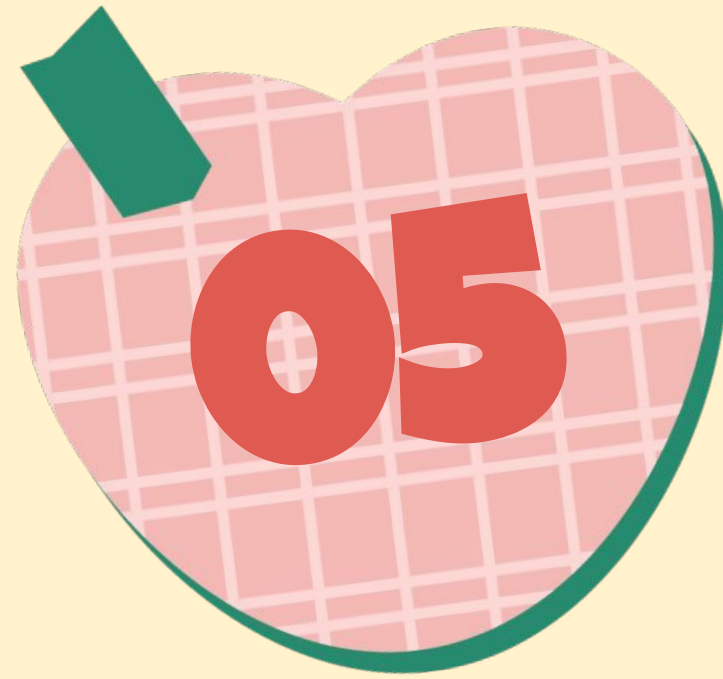


CHANGE 3: NEW "SUGGESTED SPUR" CARD

Comparison

- Provides a lot more encouragement to actually get off the phone and do an activity



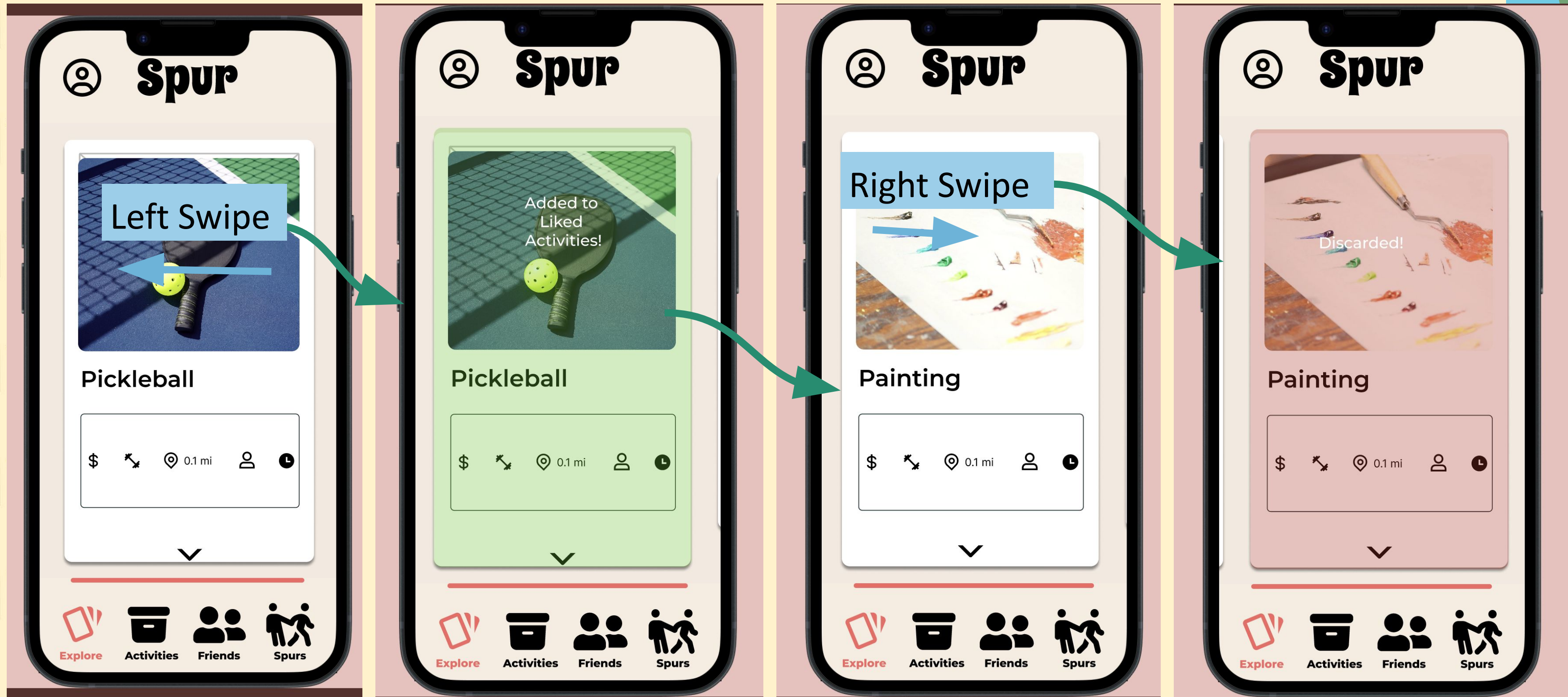


TASK FLOWS

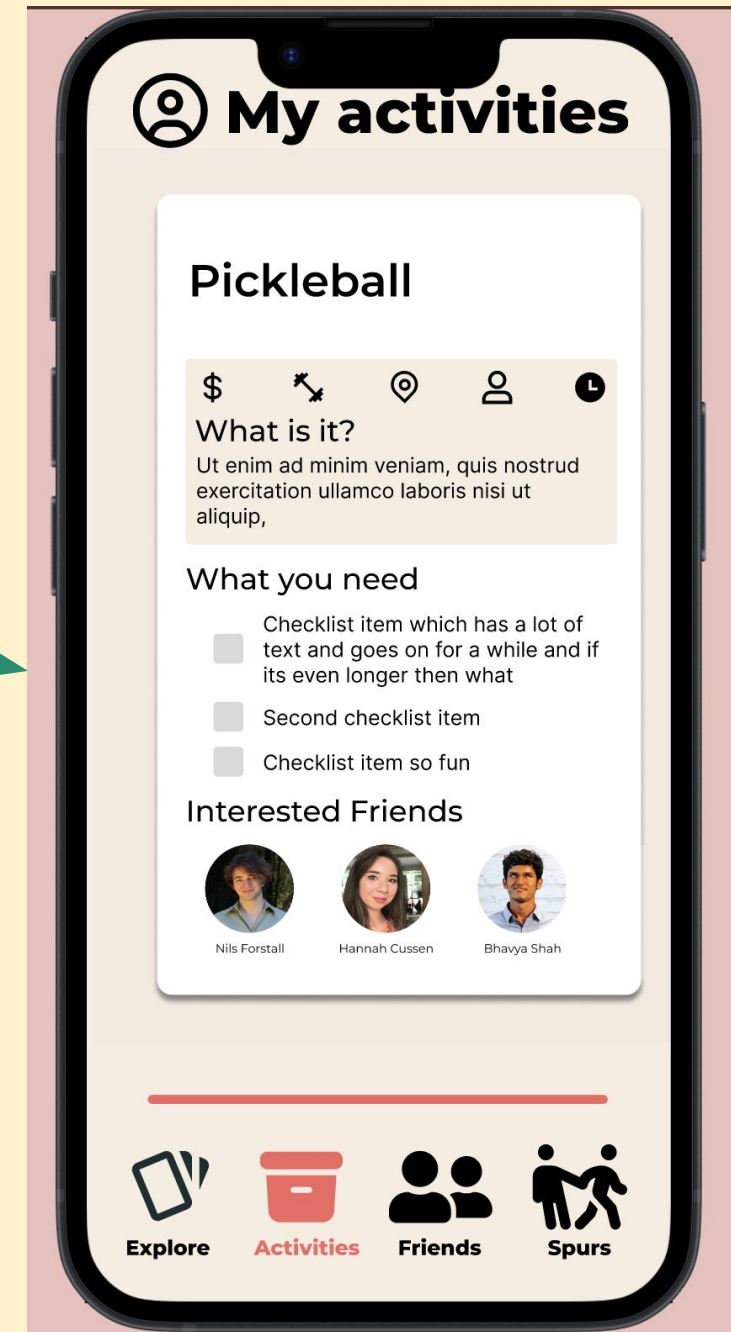
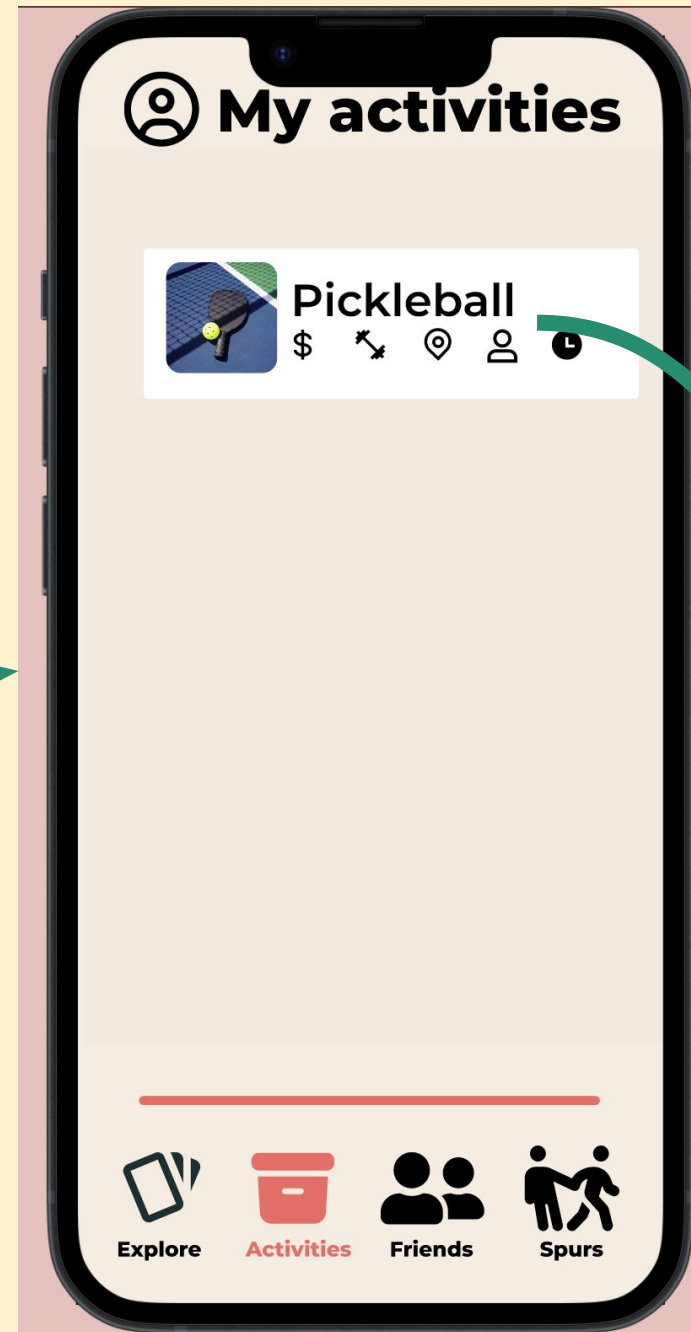
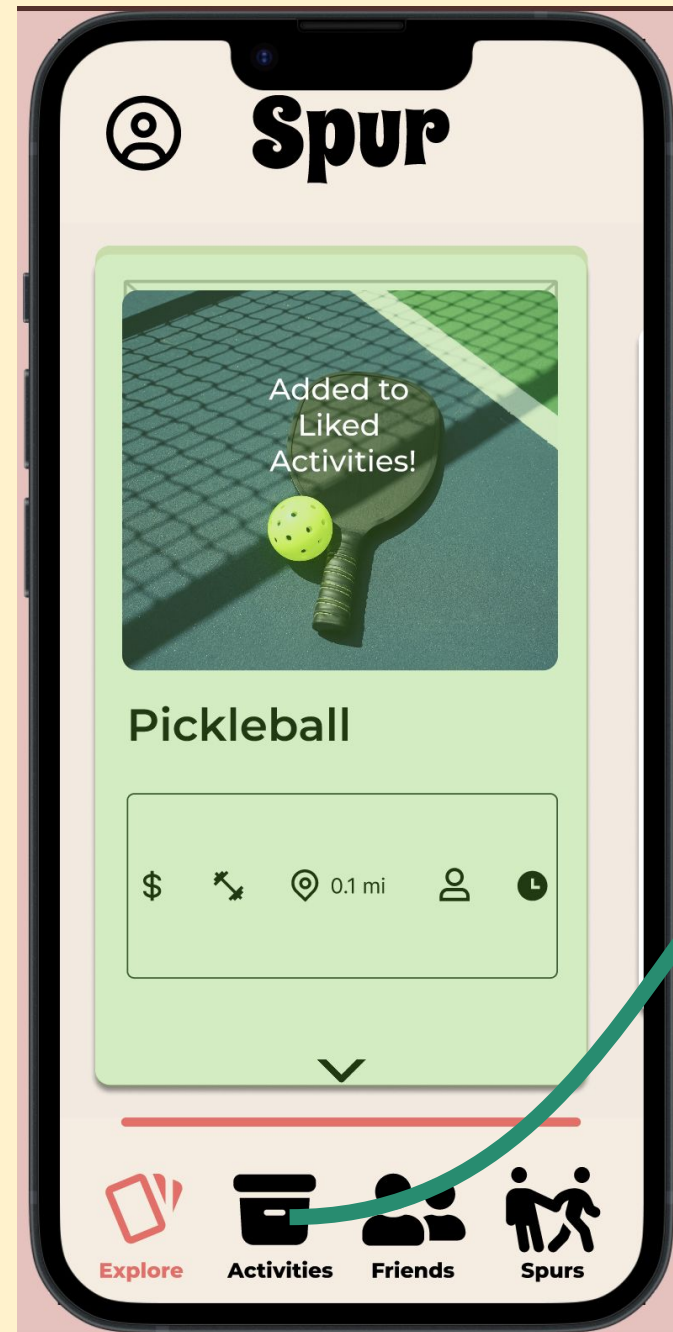


Mm

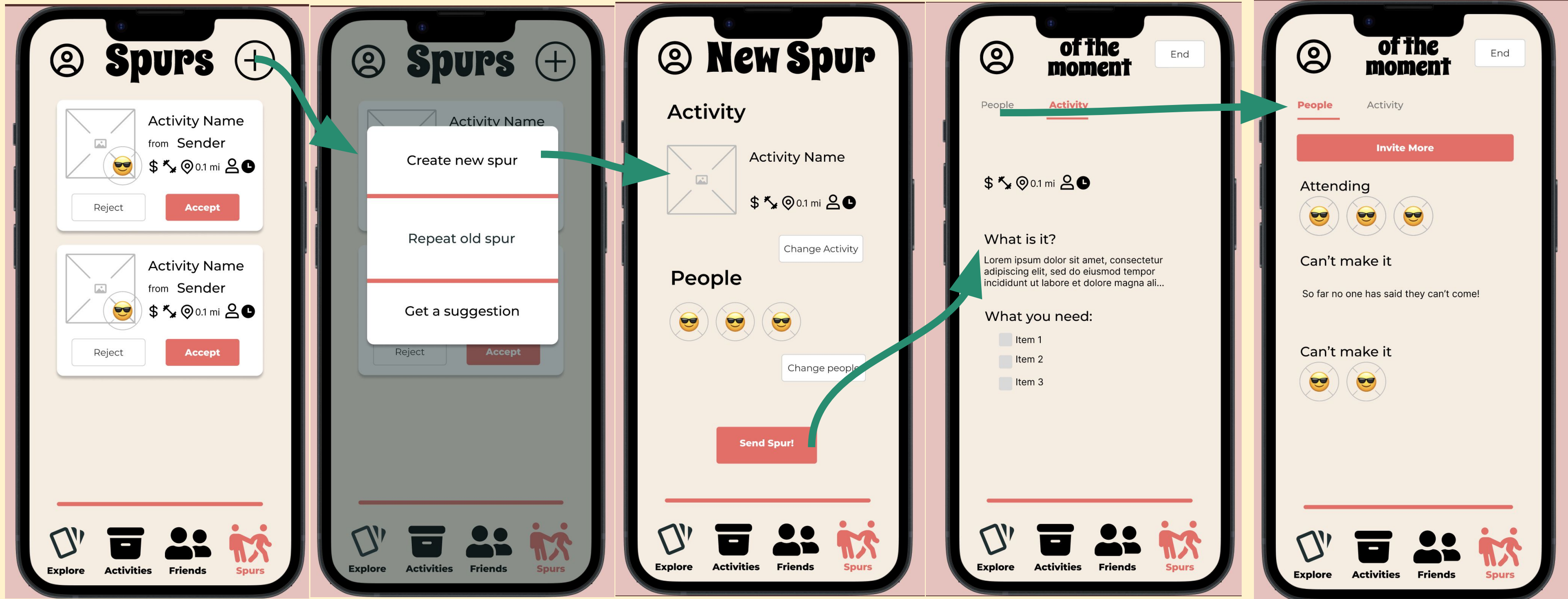
SIMPLE: FIND AN INTERESTING ACTIVITY

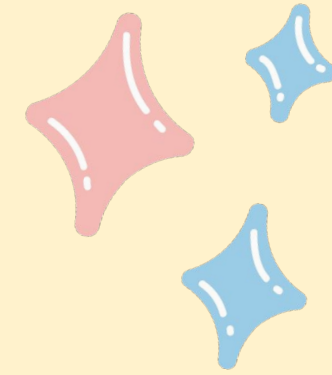
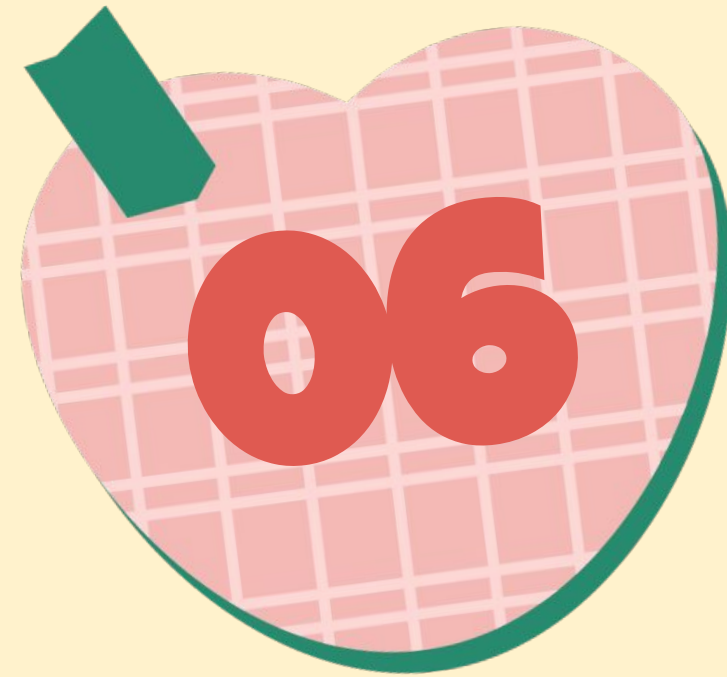
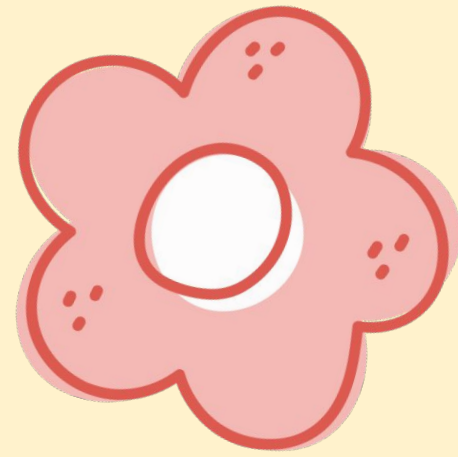


MEDIUM: LEARN MORE ABOUT AN ACT



COMPLEX: COORDINATE AN ACTIVITY





PROTOTYPE IMPLEMENTATION

TOOLS USED

Figma

- Pros
 - Collaborative workflow
 - Powerful tool with lots of capabilities
 - Popular with lots of support
- Cons
 - Too much functionality?
 - Tricky to get started for a team of all beginners
 - Hard to work with variables

The Noun Project

- Pros
 - Lots of options
 - Clear and representative icons
- Cons
 - Some inconsistencies across icon style

PROTOTYPE LIMITATIONS

Limitations

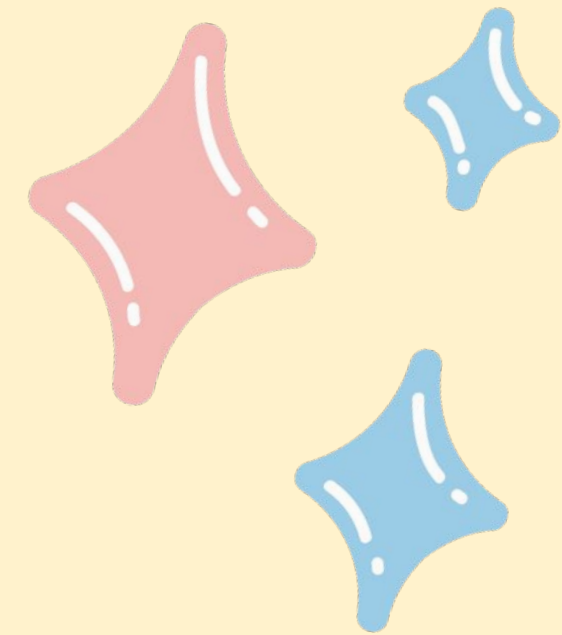
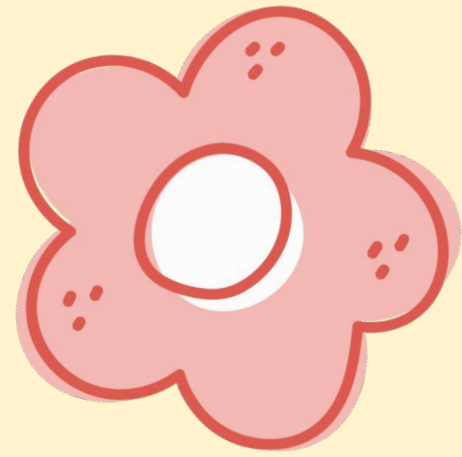
- Elements not implemented since they aren't directly part of a task flow:
 - Profile
 - Add friends
 - Suggested spur card
- Search bars not active
- Filters not active
- Limited number of activities to swipe through

Hardcoded

- Friends + friends information
- Activities + activities information

Wizard-of-Oz

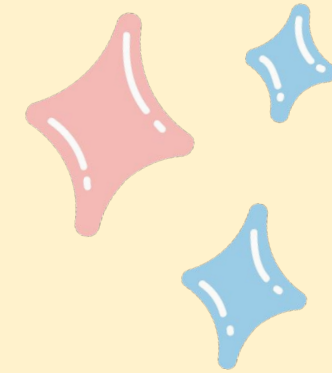
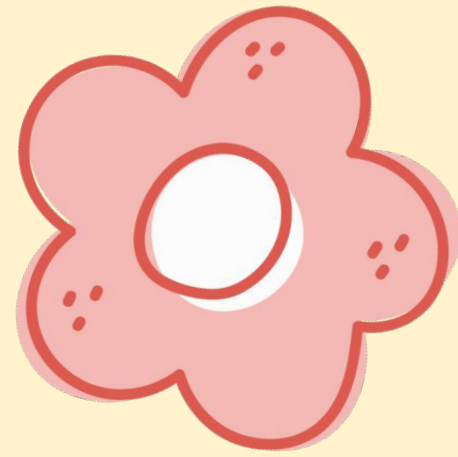
- Friends + friends information
- Activities + activities information



APPENDIX

THE PROTOTYPE

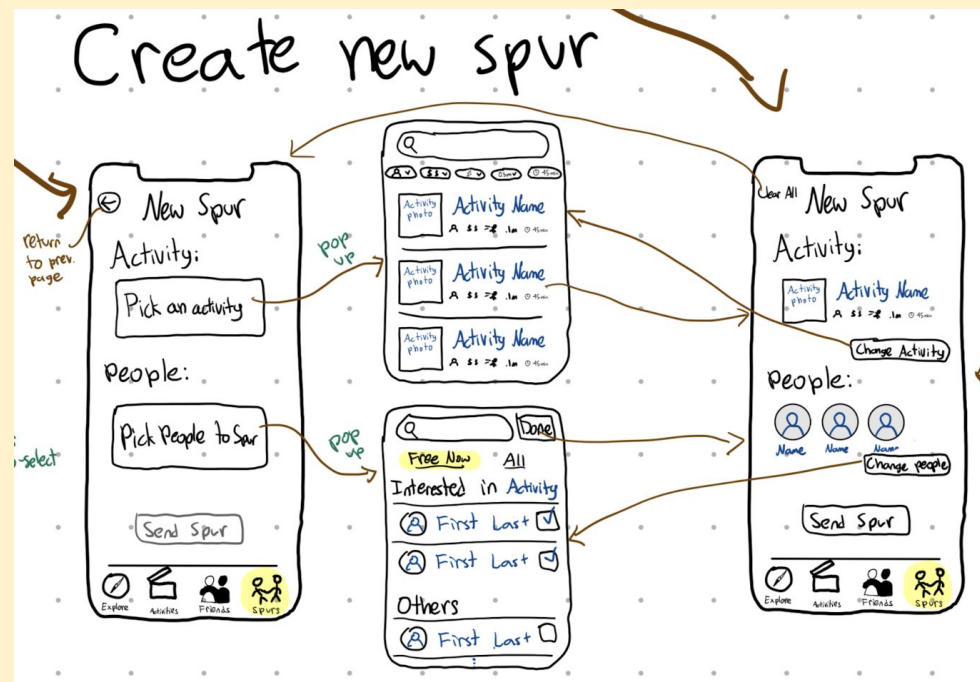




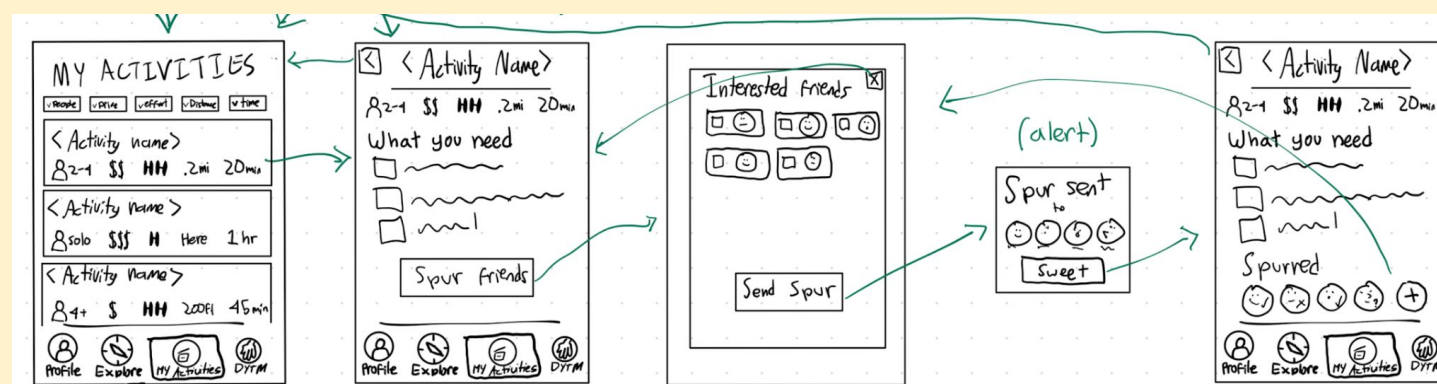
MORE WIREFRAME CHANGES

EXTRA CHANGE 1: "NEW SPURS" FLOW

NEW



OLD

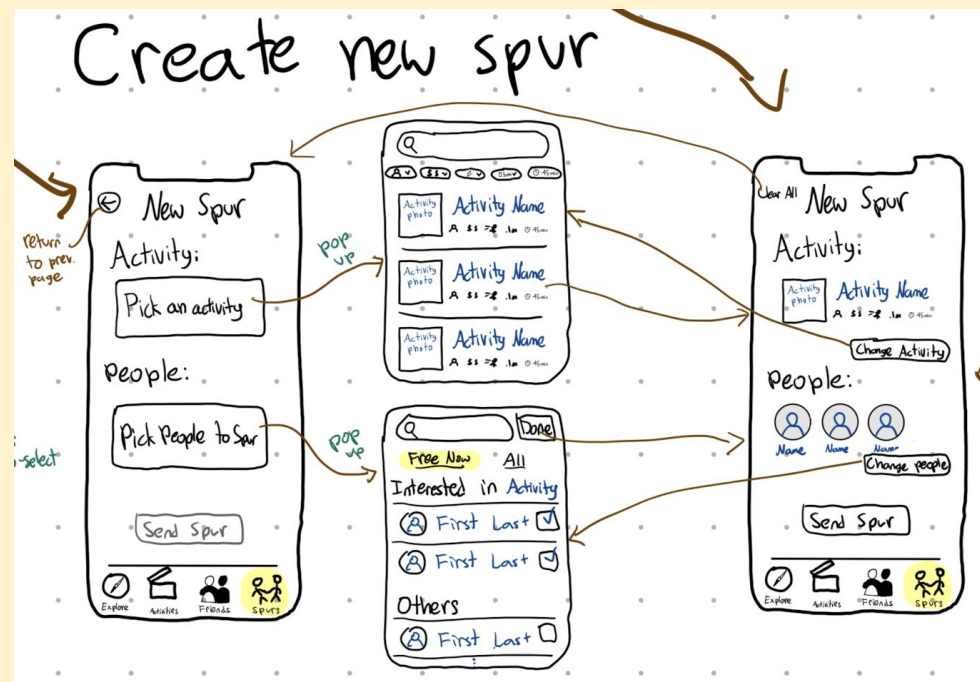


What we changed

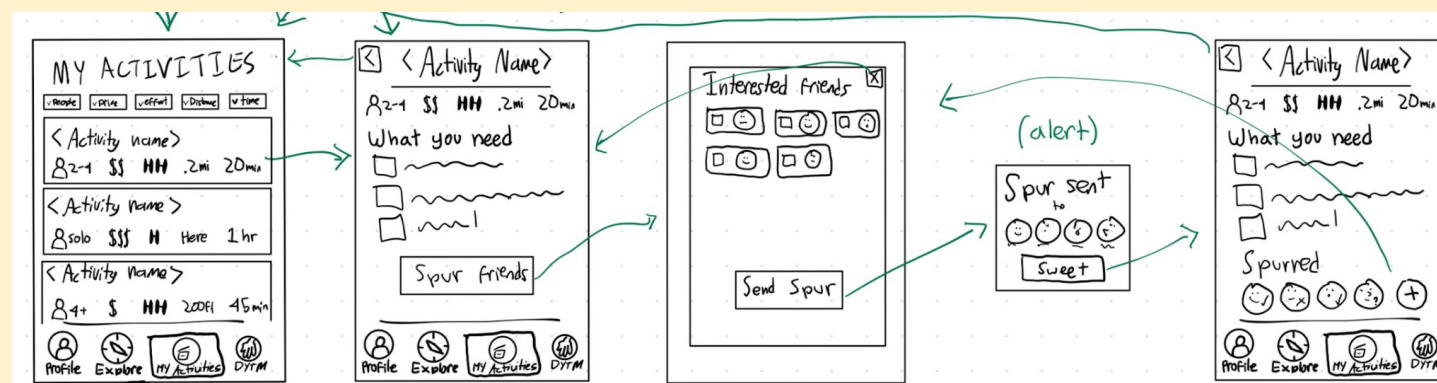
- Before we were only able to invite friends after first selecting the activity. Now you can chose to pick the people or activity first.
- User can spur friends who aren't necessarily interested in the activity
- User change activity or participants before sending spur

EXTRA CHANGE 1: "NEW SPURS" FLOW

NEW



OLD

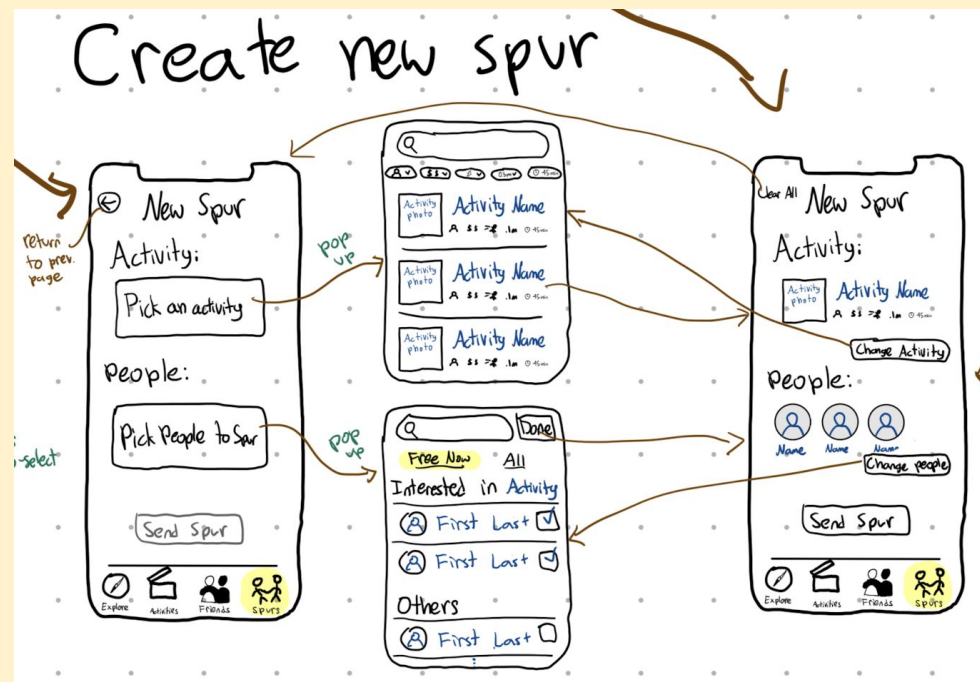


Why we changed it

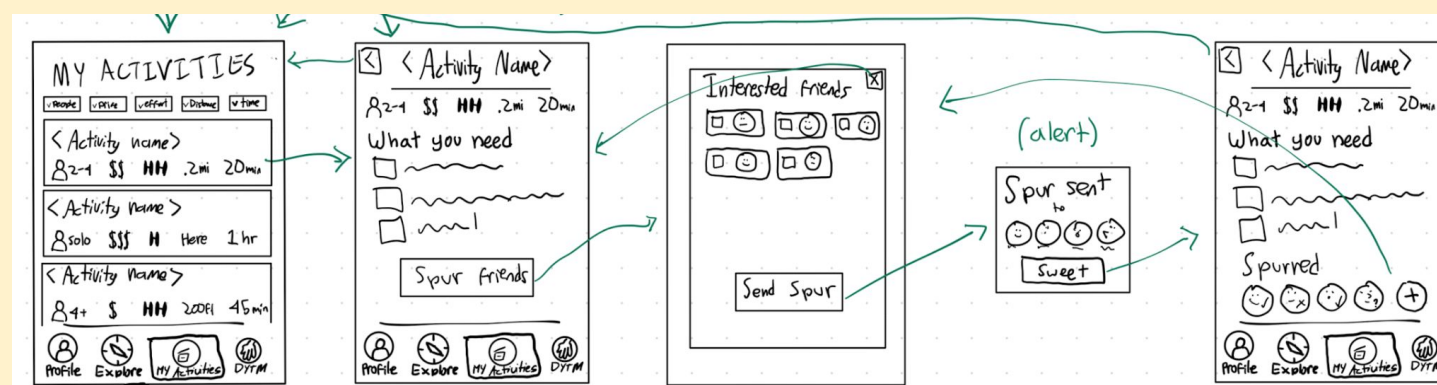
- One participant joked they saw someone on the list they didn't want to invite, but had no way to remove them.

EXTRA CHANGE 1: "NEW SPURS" FLOW

NEW



OLD



Comparison

- Easier to "undo"
- More flexible way to invite people



CREDITS

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for the photos

HAPPY DESIGNING