mWork

Re-imagining the Future of Mobile Work for the Masses

Concept Videos Assignment Writeup

Lea Coligado | Design + Development

Andrea Sy | Managment + Design

Allen Yu | Documentation + User Testing

John Yang-Sammataro | Development + Management

Assignment 6 Concept Video

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Value Proposition

mWork is “micro-tasks for the masses.” It allows anyone to work from anywhere by connecting ***clients*** with micro-tasks that require human intelligence to mobile device carrying ***workers*** who complete this simple work. This allows clients to crowdsource important functions and allows workers to earn disposable income in their spare time.

Team Roles

Our team is comprised of Lea Coligado, Andrea Sy, Allen Yu, and John Yang-Sammataro. Each member contributes across the board on all aspects of the project. Each member also has responsibility for the primary and secondary roles respectively below:

Lea Coligado - Design and Development, Multimedia Editor
Andrea Sy - Management and Design, Photographer
Allen Yu - Documentation and User Testing, Interviewer
John Yang-Sammataro - Development and Management, Interviewer

Problem and Solution Overview

Poverty and underemployment are two of the biggest global problems in our day and age. One of the starkest examples is what we call the “micro-task gap”: On one side, companies and individuals are willing to pay to complete millions of small tasks - such as determining the content of a picture - that still can only be performed well with human intelligence. On the other side, over 25 million people[1] in the United States and over 202 million people[2] around the globe from college students to rural farmers are unemployed and over 3 billion people live on less than $2.50 a day.[3] These people could make multiples of their current income by completing micro-tasks. However, existing solutions such as Amazon Mechanical Turk and Samasource only allow workers with full computers to bridge this gap and pass over the increasing number of global smartphone users in all levels of society.[4] mWork is a proposed solution to fill this micro-task gap. The application enables “clients” to create micro-tasks that need to be completed and receive the results of those human intelligence micro-tasks by paying a small fee. The mobile component of the application will provide an interface that will allow anyone with a smartphone -- from the developed to developing world -- to complete those tasks in return for small payments that can supplement their earnings.

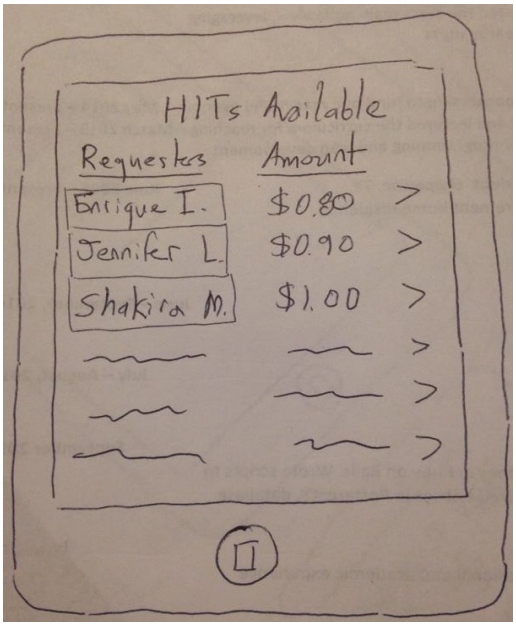
[1] Source: http://data.worldbank.org/country/united-states
[2] Source: http://www.theguardian.com/business/2013/jan/22/ilo-unemployment-numbers-rise-2013
[3] Source: https://www.dosomething.org/facts/11-facts-about-global-poverty
[4] Source: http://readwrite.com/2013/05/13/mobile-is-taking-over-the-world

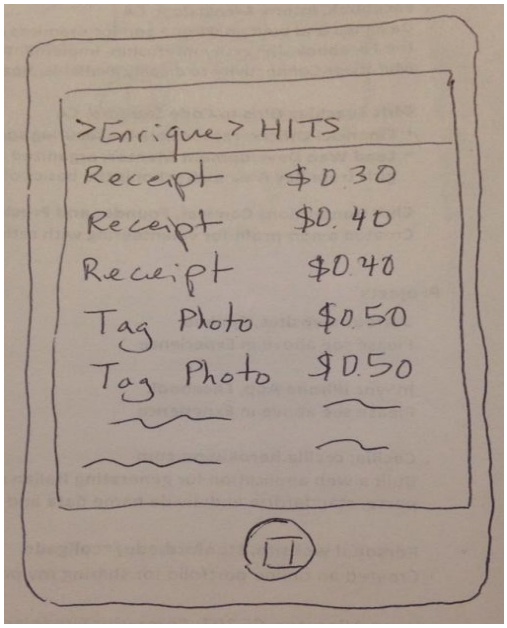
UI Sketches

Interface Proposal #1: “Desktop Translation”

This interface represents a mobile translation of existing desktop micro-task services such as Amazon Mechanical Turk. Workers may choose from any number of human intelligence tasks (HITS) from a list of requesters (clients) as in *Figure 1*.

Worker UI





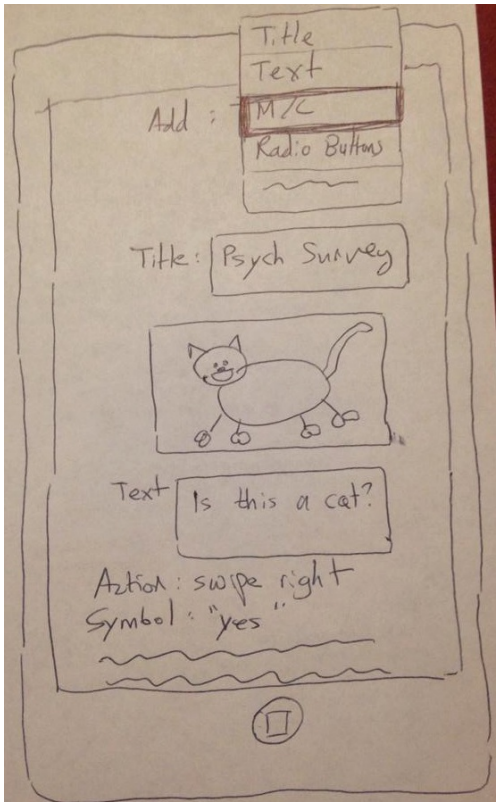
(Figure 1: List of HITS offered by clients) (Figure 2: HITS completed by worker)

HITS may include completing surveys, parsing documents, categorizing images, etc. Completed hits can be viewed by the worker as in *Figure 2*:

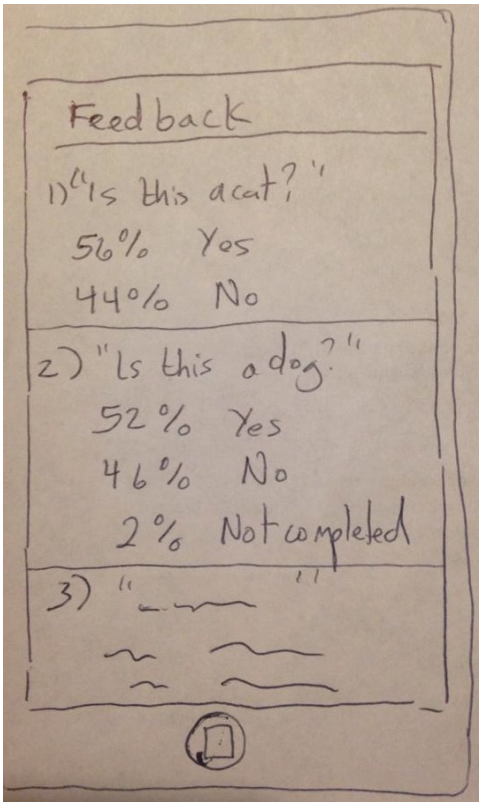
(Figure 3: Example of as specific picture tagging HIT)

HITS interfaces are varied in design, such as in *Figure 3*, according to the type of the HIT task. For instance, picture tagging task might need only a few buttons, whereas a longer survey requires multiple form or input fields.

Client UI



(Figure 4: Interface for HITS creation)



(Figure 5: View of HITS results)

The client requesters can create HITS through as simple interface (very similar for both desktop and mobile as in *Figure 4* above) and view the results like in *Figure 5*. Since client customers are most likely “power users” who will usually be creating tens to hundreds of tasks based on our interviews, we believe an interface similar to existing desktop services will be sufficient and the focus should be on the worker mobile task interface.

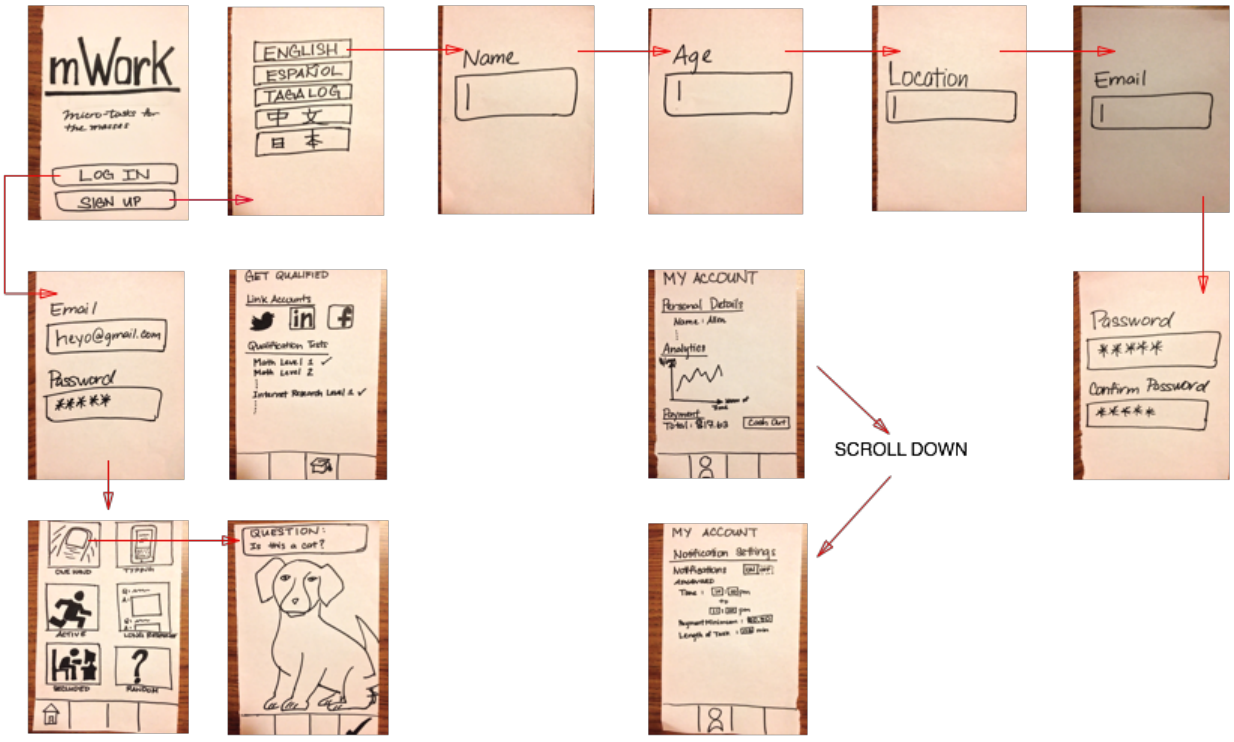
Interface Proposal #2: “Tinder for Tasks”

This interface represents an interface reimagined for mobile using mobile applications such as the SoundCloud mobile application[5] and Tinder mobile application[6] as inspiration for gesture focused interfaces.

[5] SoundCloud mobile application on iTunes: https://itunes.apple.com/us/app/soundcloud-music-audio/id336353151?mt=8

[6] Tinder mobile application on iTunes: https://itunes.apple.com/us/app/tinder/id547702041?mt=8

Worker UI



(Figure 6: Worker UI sketches and flow for “Proposal #2: “Tinder for Tasks”)

In the worker UI flow for this proposal (above in *Figure 6*), we see mobile optimization in the form of simple, serial fields for worker sign up (top). After login (top left), workers can choose from simple task categories (bottom left) that then drop the user into successive tasks that can be touched and swiped through. Additional screens include settings and account analytics. An emphasis is placed on requiring the worker to make as few decisions as possible so that the can find and accomplish tasks quickly and effectively.

Client UI

Since clients who create and request tasks will still do so from desktops in most cases, we focused on reimagining the worker side of the application on mobile and would reuse a similar interface as described in proposal #2 for this proposal.

Selected Interface Design - Proposal #2: “Tinder for Tasks”

Reasoning for Proposal Selection

We chose Proposal #2: “Tinder for Tasks” because we believe that the reimagined worker UI will be more effective on a mobile platform. The design takes elements from SoundCloud, Tinder, and other mobile apps that minimize the number of choices a user needs to make at any given time.

Simpler Interface and Hidden Complexity

Less options and simpler interface than a near direct desktop translation may give the worker less control but it also makes it easier for the worker to effectively use the application and work through more micro-tasks. For more advanced workers, a settings page will expose some of the hidden complexity if they prefer to dive deeper and optimize their personal experience in the application.

Simple Signup Process

The signup process will be quick and simple so the worker can start making money immediately. There will be some basic user information questions such as name, age, email, etc. There will be only one question on the page so the user will not be bombarded with text and there will be a progress bar at the bottom to inform the user of their progress.

Categorized Task Selection

When the app is loaded after logging in, the main screen has 6 different categories of tasks:

1. **One Hand** - Tasks requiring only a single hand to complete such as multiple choice or yes/no questions.
2. **Qualitative Response** - Tasks requiring freeform typing in response to prompts.
3. **Long Response** - Tasks that may take up to an hour, such as a long survey.
4. **Separate Space** - Tasks which require working in a separate space, such as recording audio.
5. **Active** - Tasks requiring something active such as taking photos at a specific location.
6. **Random** - Randomized tasks.

A worker can choose any category that will then push tasks to them that they can complete. This categorization simplifies the worker's task choice. The worker will have the option of swiping left to skip a task and swiping right to move back in the flow hierarchy. Using this interface the worker will not have to waste time selecting tasks and can spend more time actually earning money.

At the bottom of the screen, a menu bar has 4 options: Home, My Account, Qualifications, and Current Screen. These options allow the worker to switch between different categories, update user settings, add qualification information (such as linking social accounts), and go to the current task, respectively. These options allow advanced workers to dive deeper into the functionality of the app, such as adding payment options and task preferences under "My Account."

Once the task is completed and the result is accepted by the client, the payment amount can be automatically added to the bank account that the worker linked in the "My Account" page. The payment system will be similar to Venmo with an option for workers to cash out.

Client

The client interface side will be a desktop user interface that allows HITS requestors to input necessary information to set up the micro-task. We did not place as much of an emphasis on design for this because our main goal is to attract workers to use the app. Our clients are usually institutions or companies who only need the basic ability to create HITS and view results similarly to how they have done so previously. Their main concern is recruiting more numerous and diverse workers.

The client application allows tasks to be created, workers to be filter by demographics, payment of workers, and export of results to CSV files. Future iterations might include an integrated backend analytics system that interprets the results in simple graphs for the client. The client portal might also have the option to connect the task to a third-party application.

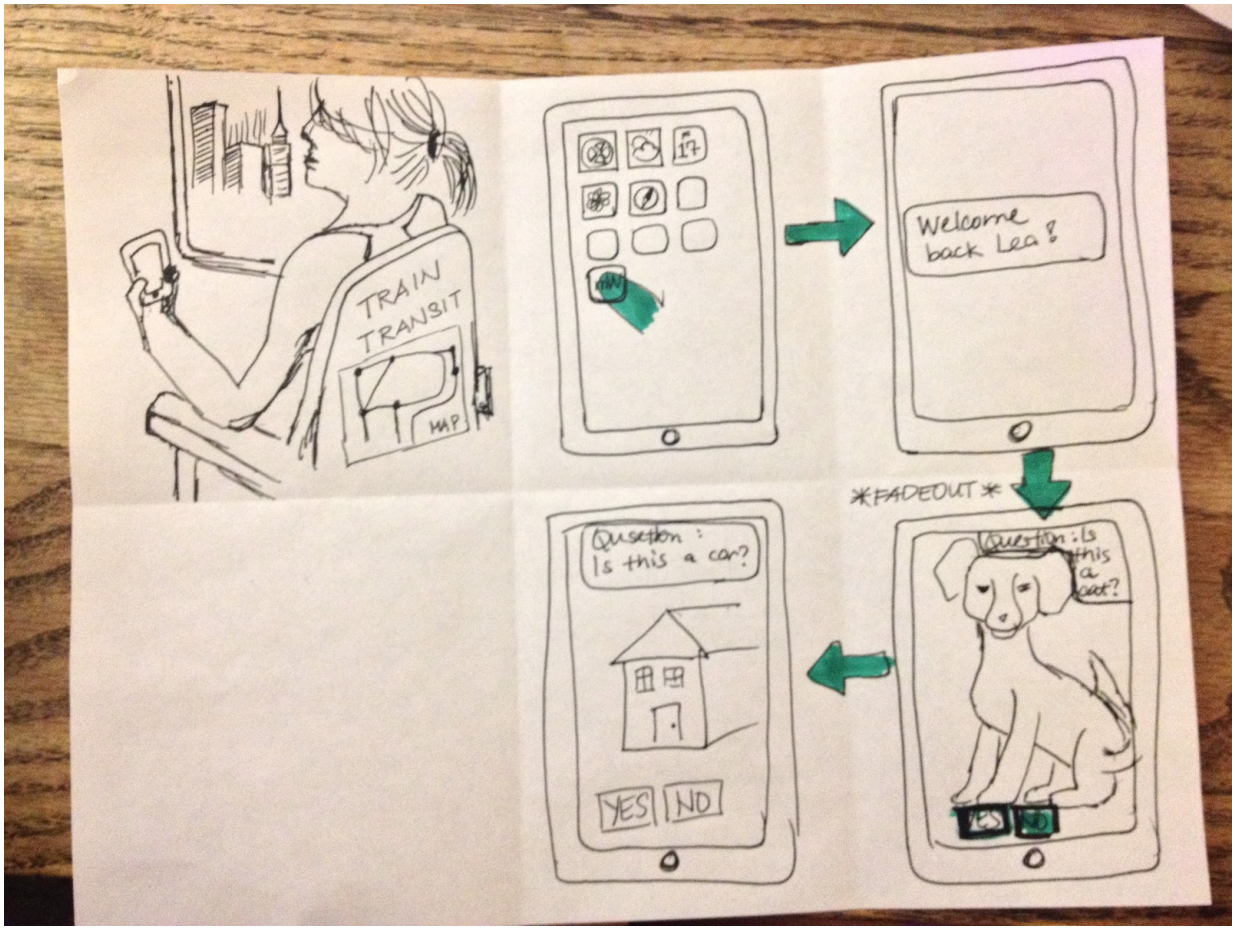
Functionality Summary Table

UI	**Features**
Task Selection	Allows taskers to select which tasks they want to complete.
My Account	Displays basic user profile information including demographics, usage analytics, payment information, current balance, and current qualifications.
Qualifications	Allows workers to perform higher paying and more complex tasks after taking certain tests (i.e. mathematics, reading, writing). Some qualification tests will only be unlocked after the worker performs a certain number of tasks.
Current Screen	Convenient allows users to return to the task they were on before closing the app.

UI Storyboards

Scenario #1: Simple Task

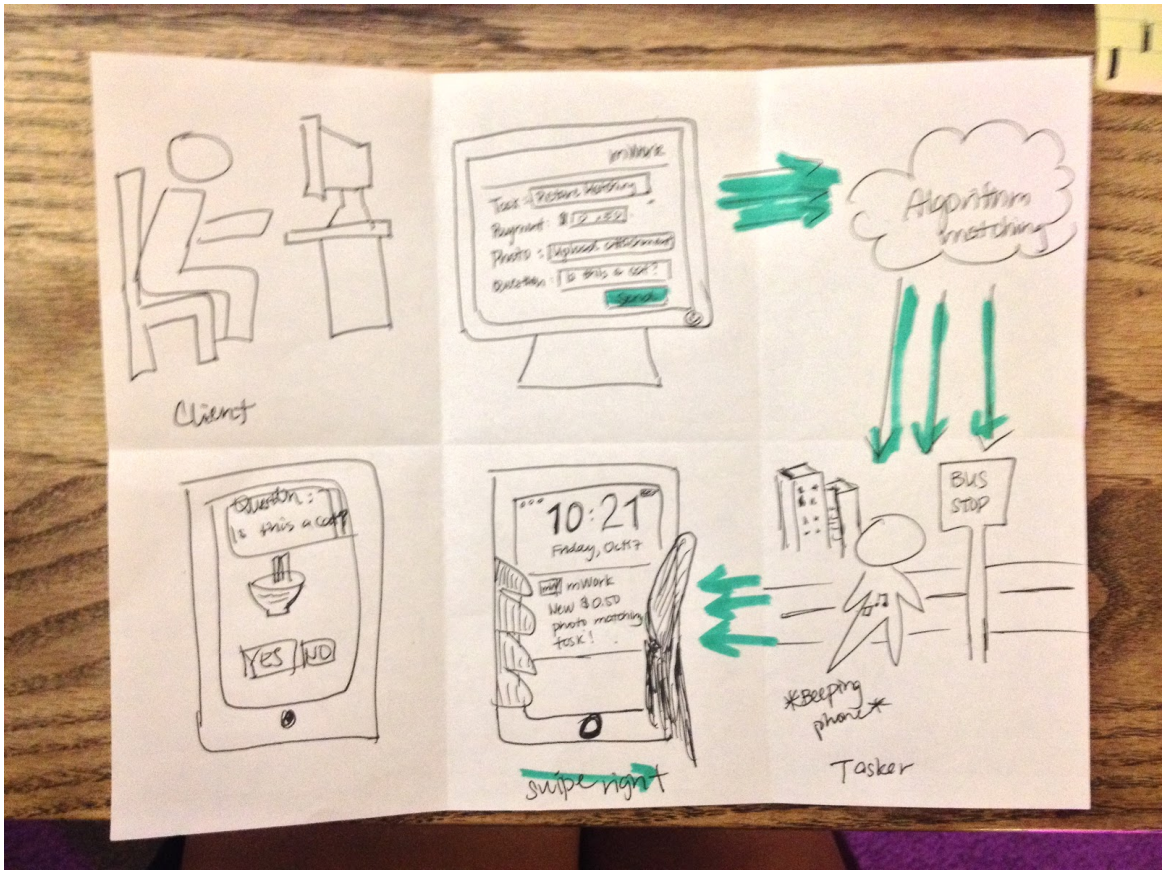
Tagging a picture



(Figure 7: Tagging a picture)

Scenario #2: Moderate Task

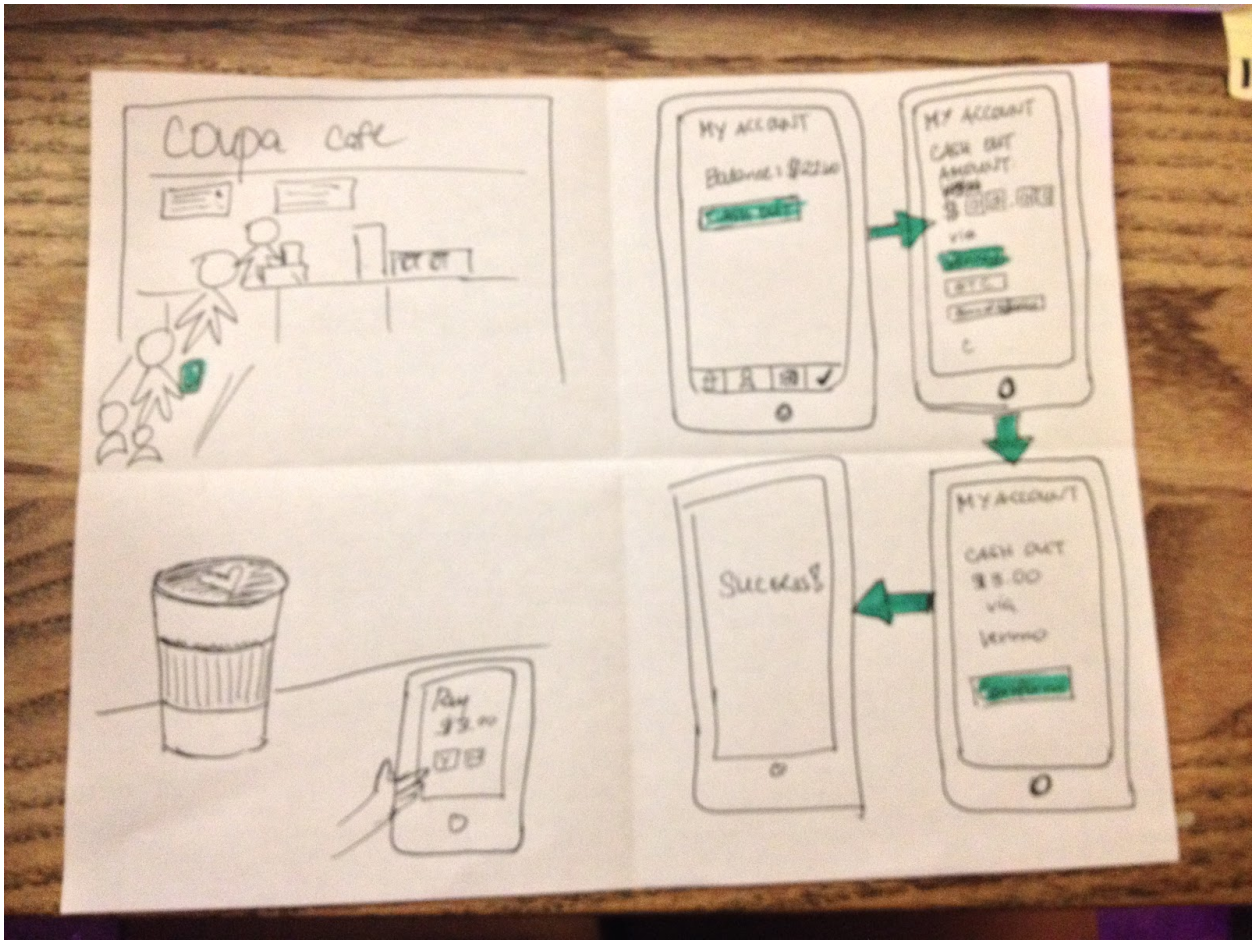
Matching a task to a worker



(Figure 8: Matching a task to a worker)

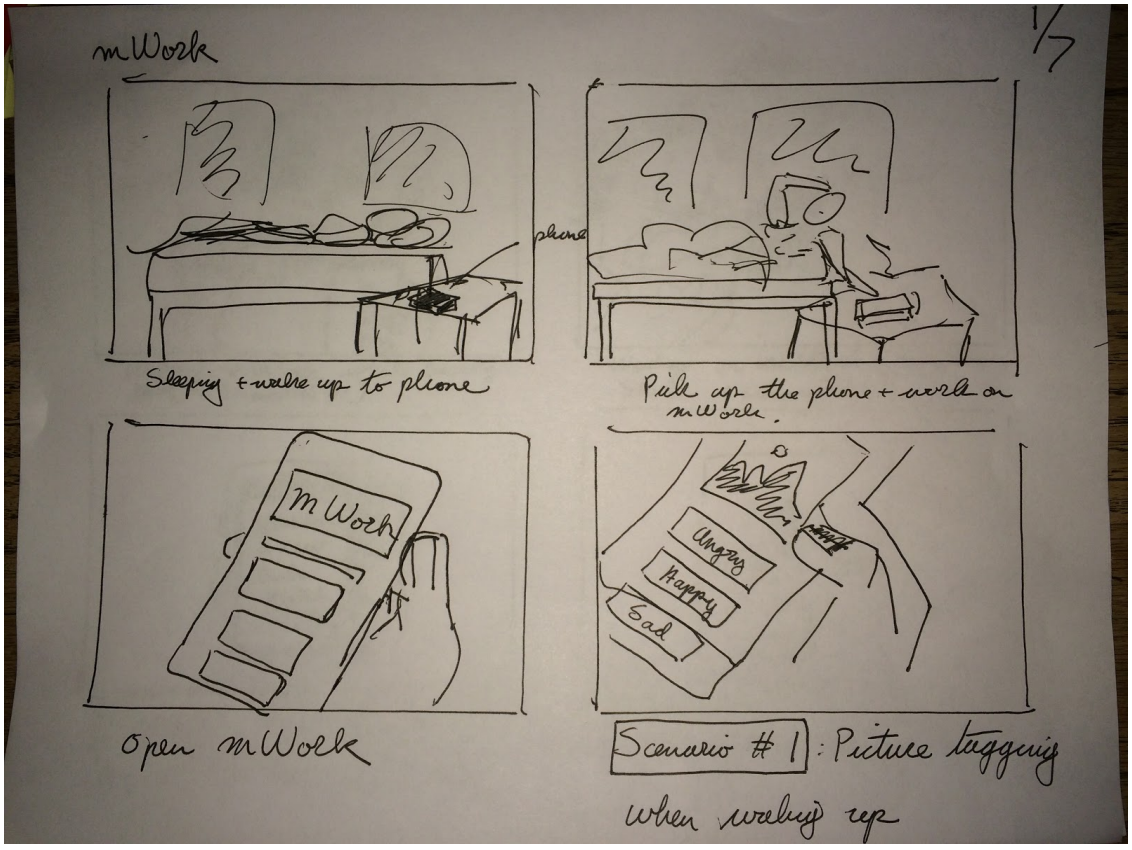
Scenario #3: Complex Task

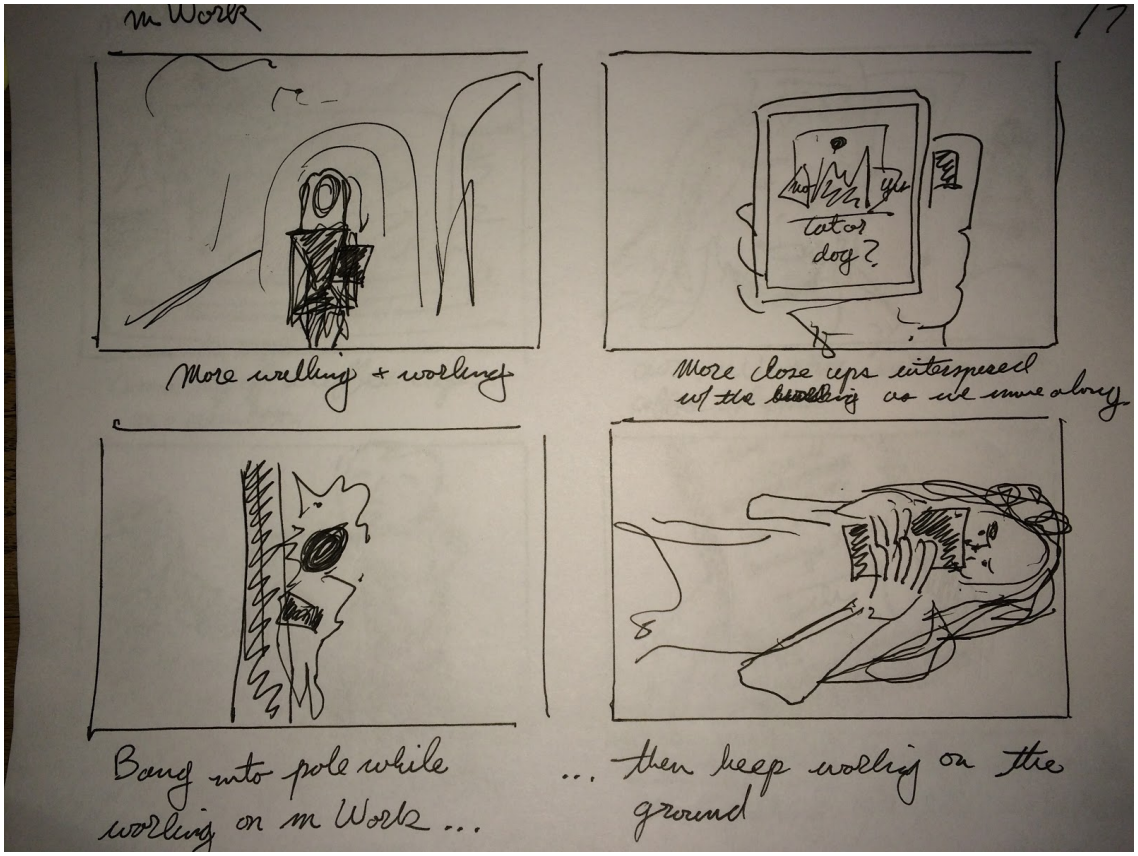
A worker cashing out their earnings

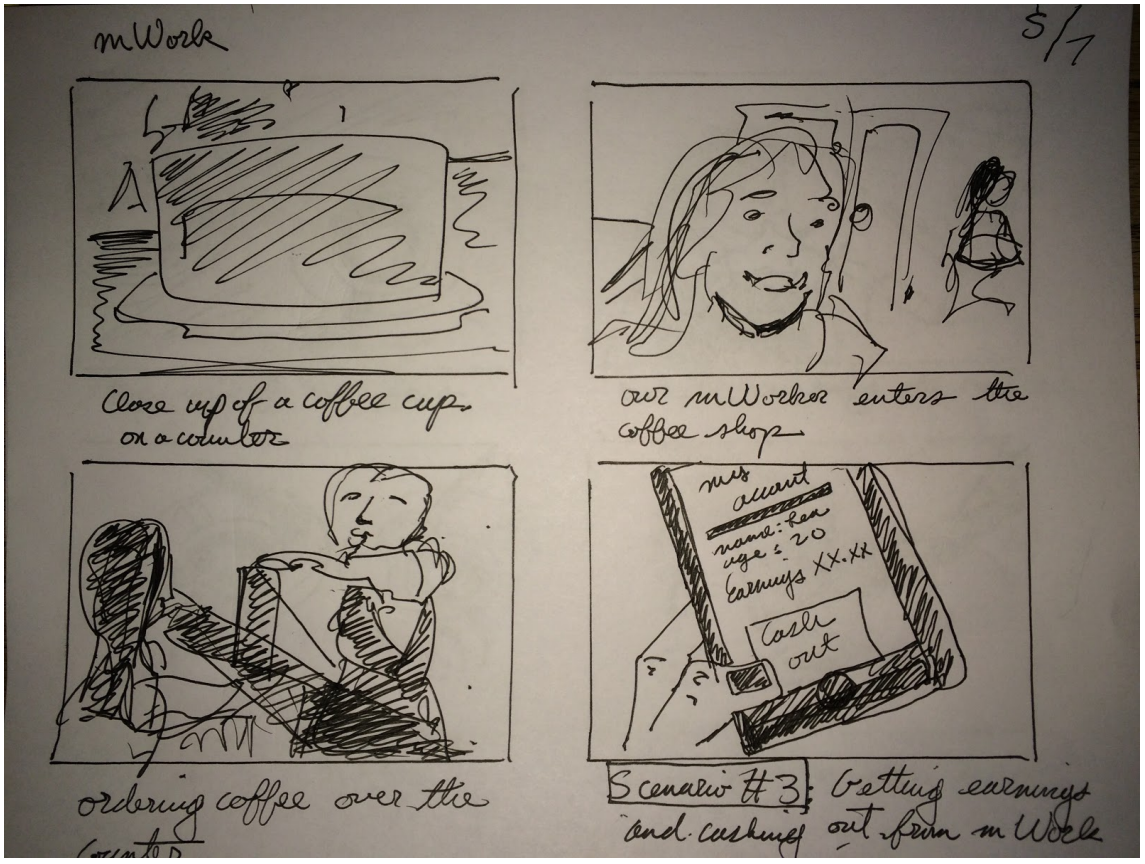


(Figure 9: A worker cashing out their earnings)

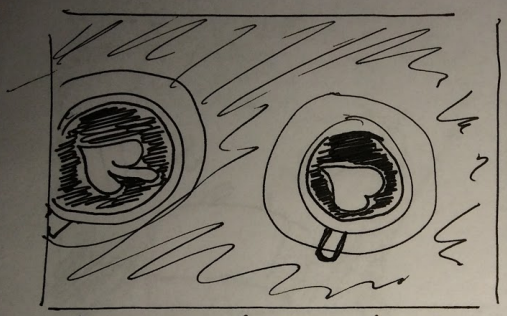
Video Planning Storyboards




mWork
17
cat or dog?
More walking + working
More close ups interspersed as she moves along
Bang into pole while working on mWork ...
... then keep walking on the ground

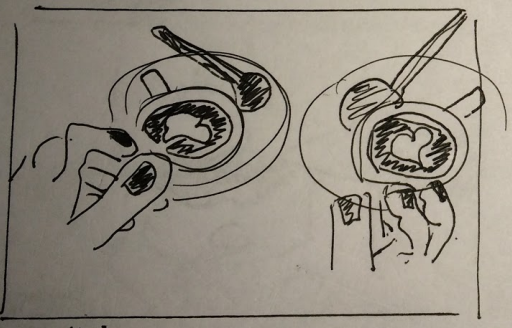

mWork
5/7
Close up of a coffee cup on a counter
our mWorker enters the coffee shop
ordering coffee over the
mrs
account
name: Lea
age: 20
Earnings XX.XX
Cash out
Scenario #3: Getting earnings out from mWork
and cashing

mWork

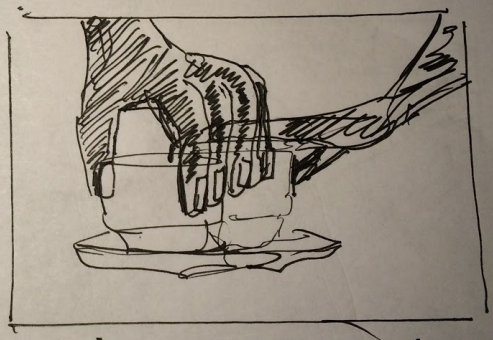


top view of two coffees

Barista making the coffee

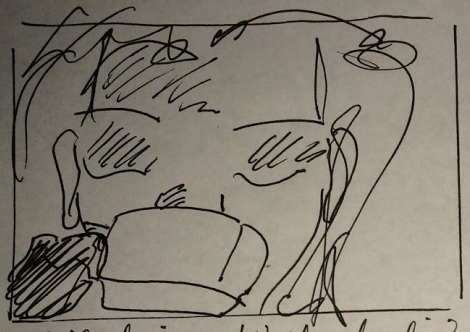


Pulling the cups away



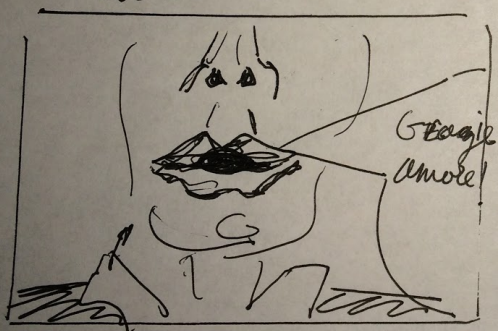
Picking up the coffee cups

mWork

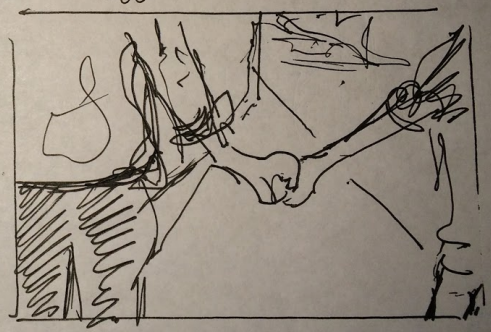


Girl doing mWork drinking coffee

Boy she is with drinking coffee



"Thank you for the coffee" [paid by mWork] is a



"Happy Ever after" walking into the sunset.

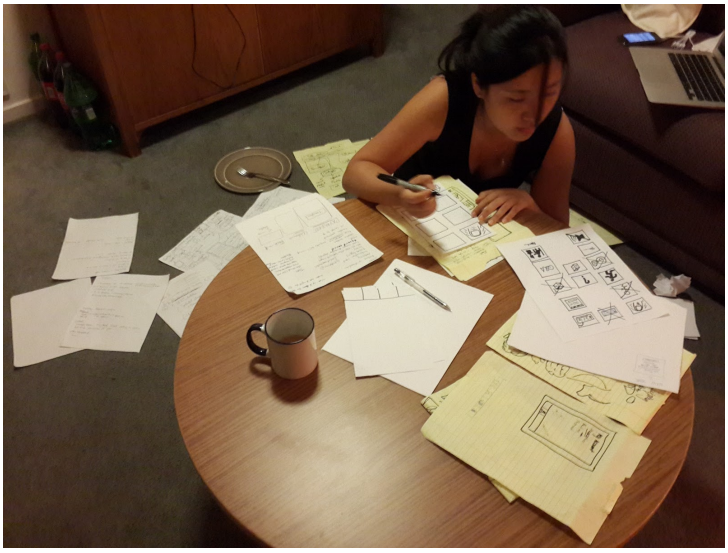
* Note: Storyboard scenarios are highlighted in the appropriate storyboard captions.

Concept Video Description

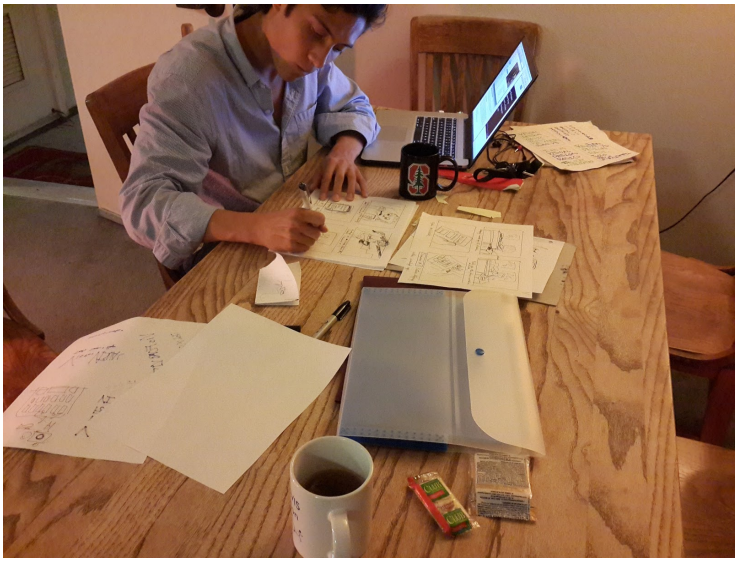
What was difficult?

The main difficulty in recording the video was time management. Outdoor scenes posed a time constraint since it always took longer than anticipated to obtain footage with optimal angles and lighting. Another difficulty we faced was creating a simple, cohesive, and entertaining storyline that captures the audience's attention. We had to consider several factors including feasibility, time length, and complexity. Actual footage also tends to differ from what we originally planned so we had to work with the less than ideal captured footage without losing the message.

Our project initially targeted workers in developing countries but that specific demographic was difficult to reach. Therefore, we decided to approach it from an angle that is more relatable to college students.



(Figure 10: Andrea Sy working on UI Sketches)



(Figure 11: John Yang-Sammataro working on concept video storyboards)

What worked well?

During the filming, we focused on capturing a myriad of different shots from different angles. It was effective having more than one camera shooting a scene at a time. Having a large database of footage allowed us to have flexibility when editing and more options when deciding on shots. We could also keep each shot shorter so that the video is more engaging and interesting for the audience. Taking a lot of close-up shots also worked well as it added artistic elements into the video and moved the story forward in a simple, effective manner.

How long did it take for each phase of design prep, shooting, editing?

All three phases took longer than we anticipated. Design preparation took approximately 12 hours, shooting took approximately 6 hours, and editing took approximately 15 hours. We spent a huge amount of time in design preparation to ensure that the videos we took were relevant and centered around the concept we were trying to convey. Brainstorming potential concept scenarios was our main focus because we wanted to aggregate diverse ideas before selecting the best one. While shooting the scenes we ran encountered technical issues and accidentally saved the videos in 6X speed so we had to retake some of the footages. For editing, we strived to make the videos integrate seamlessly and taking care of the details took a long time.

Miscellaneous

Image Sources used in video UI Mockups:

http://davidfeldmanshow.com/wp-content/uploads/2014/01/dogs-wallpaper.jpg
http://upload.wikimedia.org/wikipedia/commons/2/22/Turkish_Van_Cat.jpg
http://blog.brainfacts.org/wp-content/uploads/happy-baby.jpg
http://www.johnbarrettblog.com/wp-content/uploads/2013/11/bigstock-portrait-of-young-angry-man-52068682.jpg