

mWork: Low-fi Prototyping

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Overview

- Mission
- Tasks & Scenarios
- Low-Fi Prototype
- Method
- Results
- Summary
- Discussion and Q&A

Mission

mWork helps complete tasks by connecting *clients* with micro-tasks that require human intelligence to previously inaccessible pools of mobile device carrying *workers*

“micro-tasks for the masses”

Tasks

Complex, Moderate, Simple

mWork



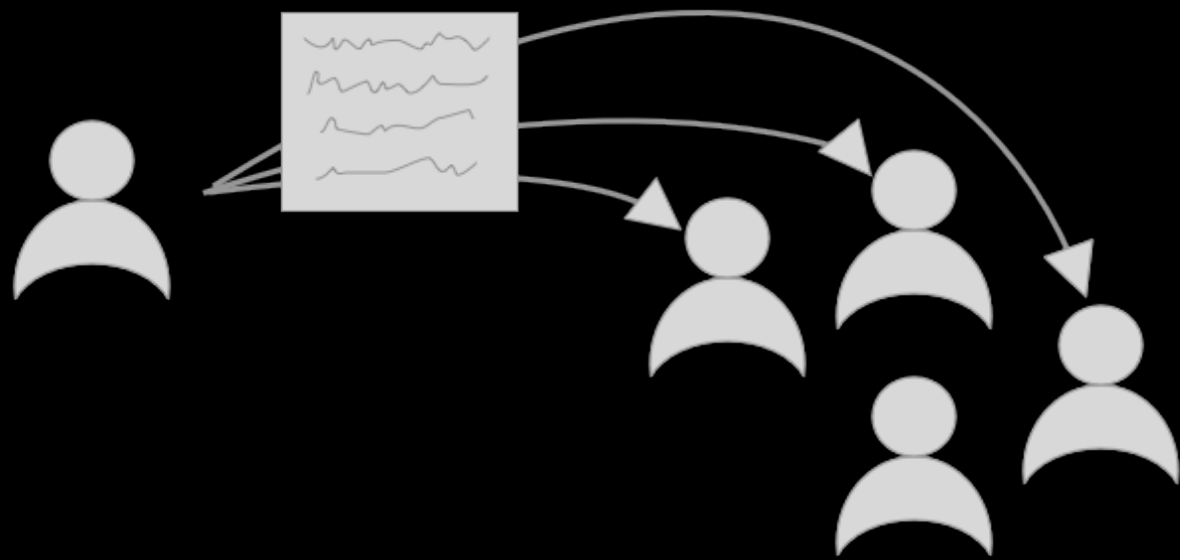
mWork



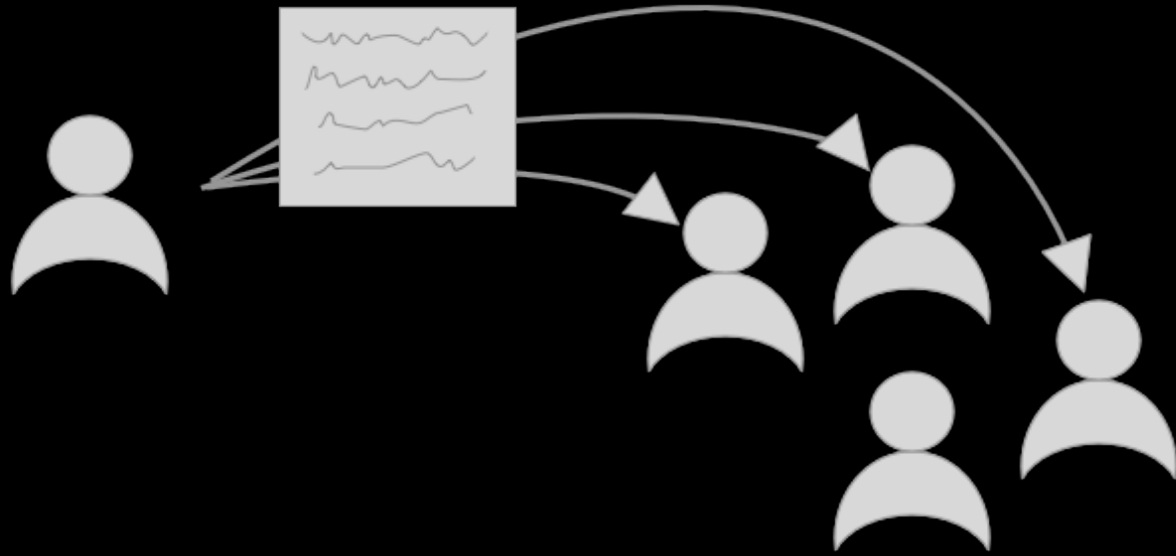
mWork



mWork

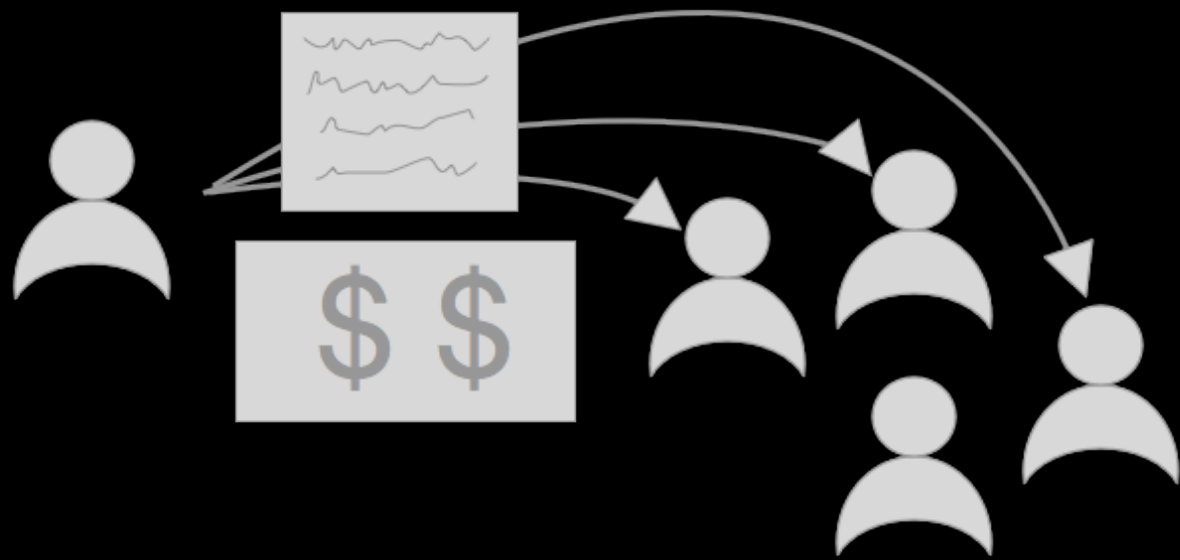


mWork

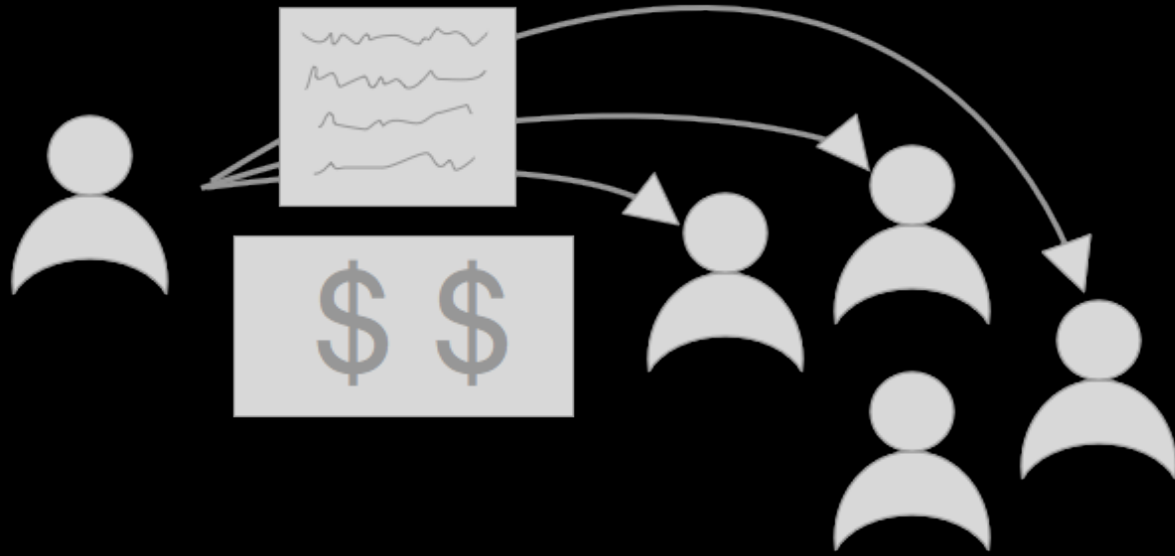


Matching client tasks to workers (moderate)

mWork

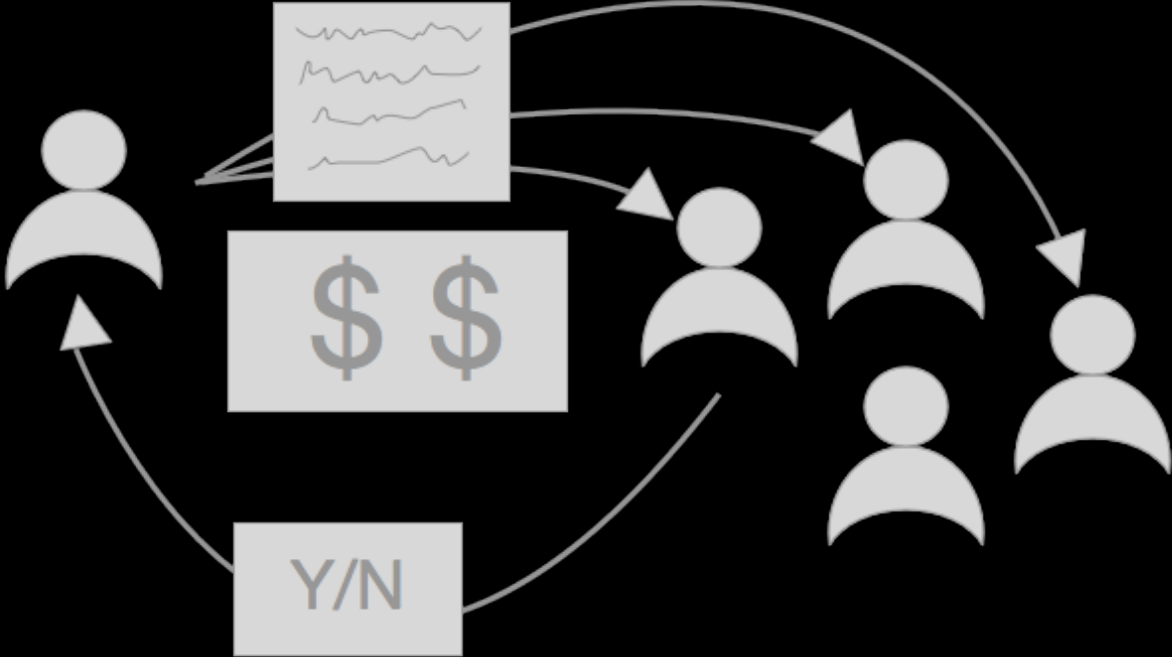


mWork



Paying users (client) cashing out (workers) (both complex)

mWork



Categorizing content (simple)

Tasks

1. Categorizing content (simple)
2. Matching clients to workers (moderate)
3. Payments

Tasks (Client / Worker Split)

1. Categorizing content (simple)
 - a. Worker interface
2. Matching clients to workers (moderate)
 - a. Client: filtering workforce
 - b. Worker: choosing tasks
3. Payments
 - a. Client: paying workers
 - b. Worker: cashing out earnings

Low-Fi Prototype

Tools



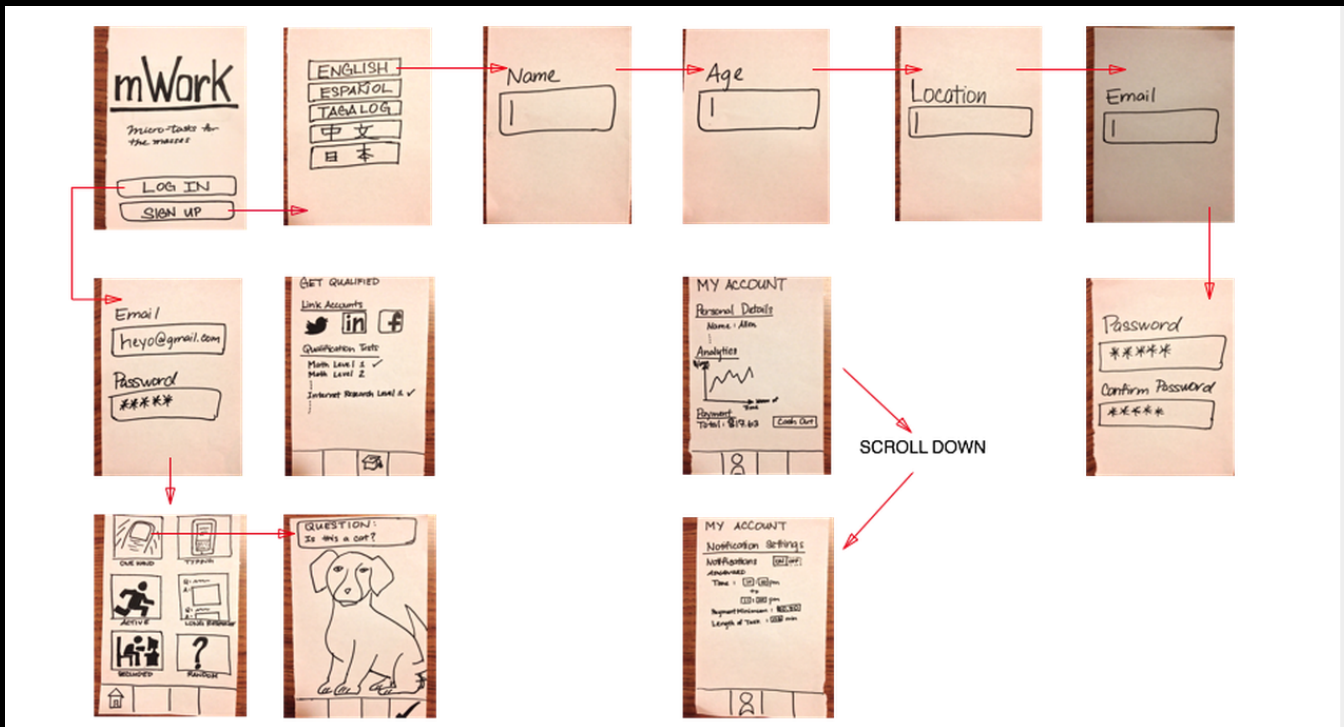
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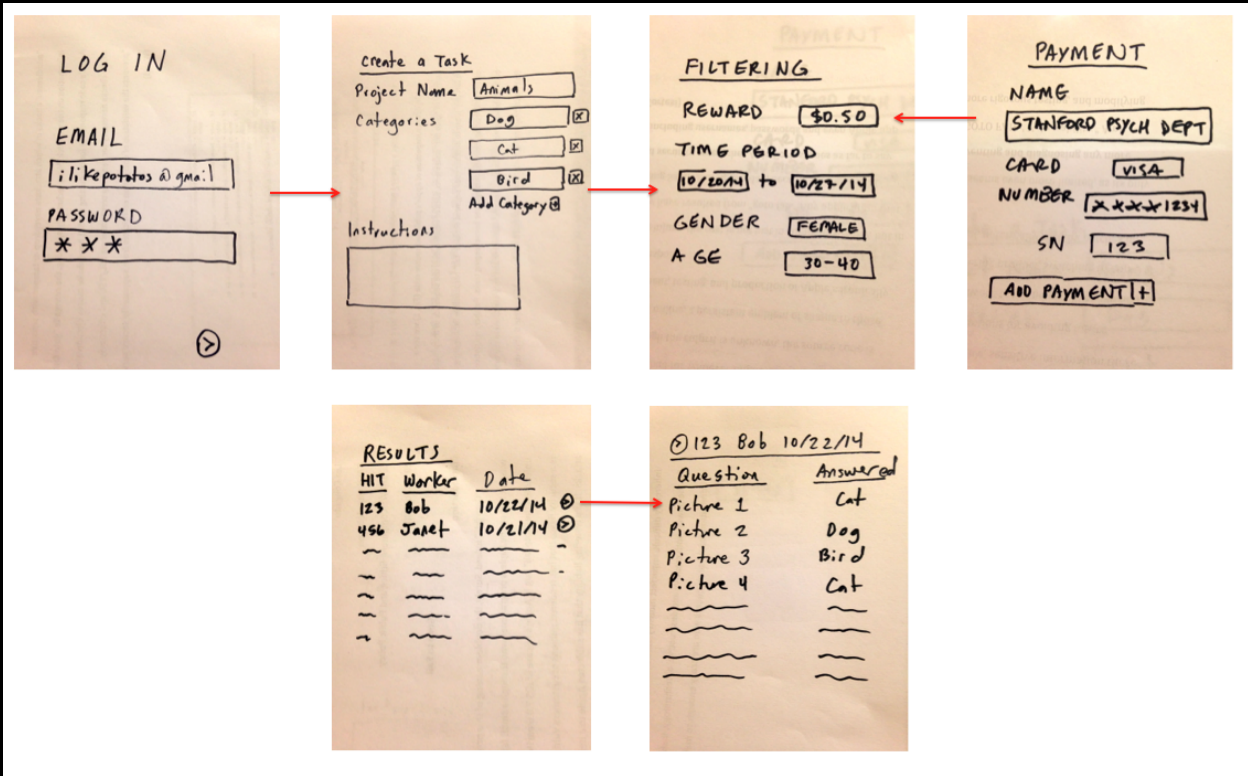
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The Big Picture: Worker



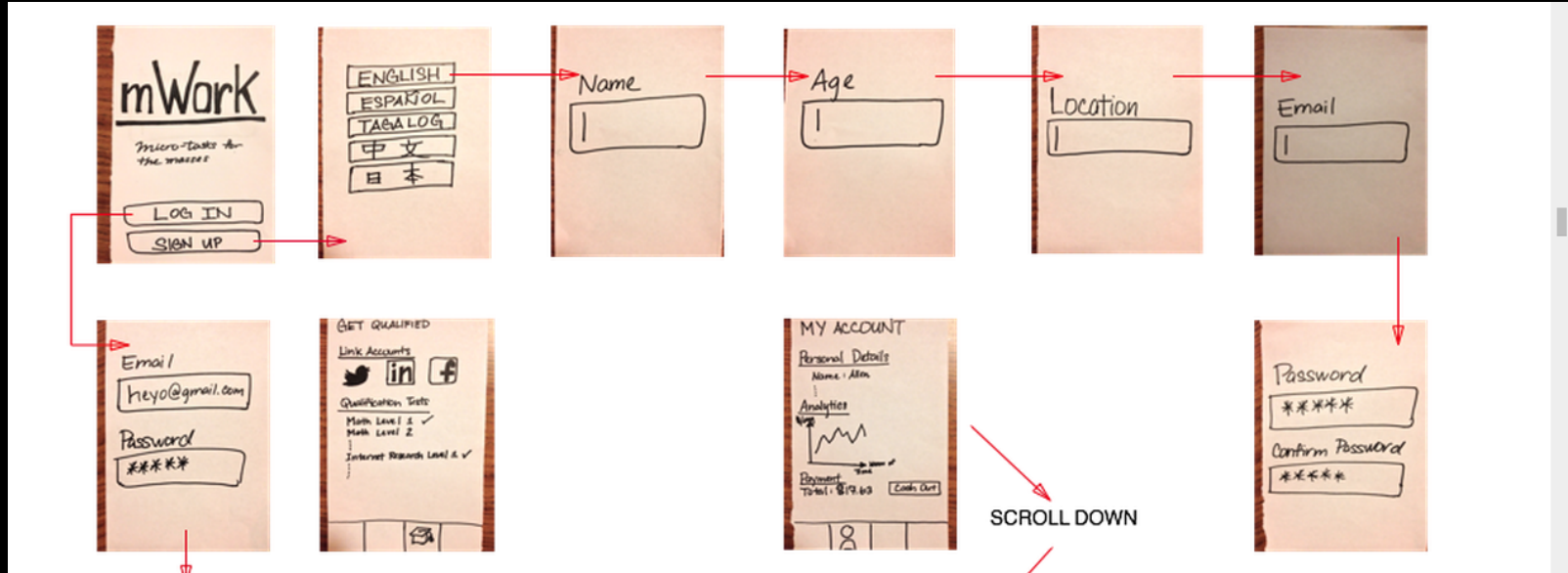
The Big Picture: Client



Worker

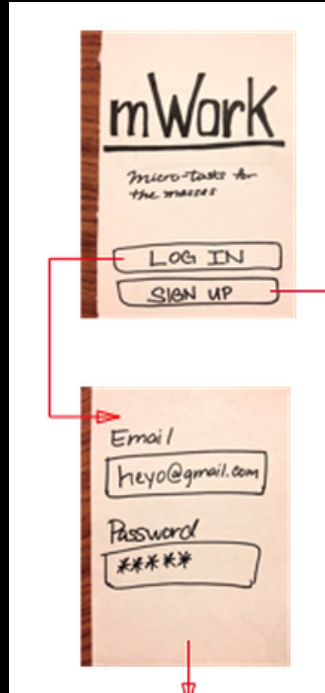
Tasks and scenarios

Task 0: Sign-up



(Super Simple)

Task ½: Login



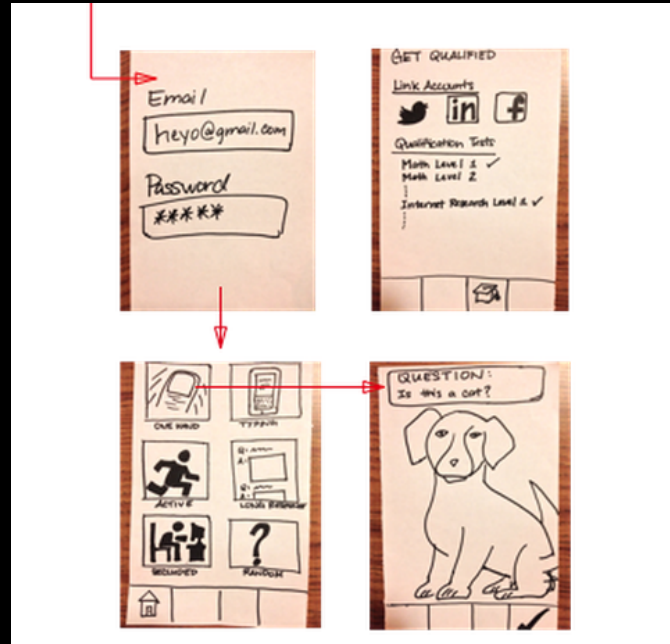
(Super Simple)

Task 1: Categorizing Content



(Simple)

Task 2: Matching a task with a user



(Moderate)

Task 3: Cashing Out

The image shows two handwritten forms on lined paper. The left form is titled 'FILTERING' and contains the following fields: 'REWARD' with a value of '\$0.50', 'TIME PERIOD' with '10/20/14' to '10/27/14', 'GENDER' with 'FEMALE', and 'AGE' with '30-40'. The right form is titled 'PAYMENT' and contains: 'NAME' with 'STANFORD PSYCH DEPT', 'CARD' with 'VISA', 'NUMBER' with 'XXXX1234', 'SN' with '123', and an 'ADD PAYMENT (+)' button. A red arrow points from the 'REWARD' field on the left to the 'NAME' field on the right. Another red arrow points from the left edge of the image to the 'TIME PERIOD' field.

FILTERING	
REWARD	\$0.50
TIME PERIOD	10/20/14 to 10/27/14
GENDER	FEMALE
AGE	30-40

PAYMENT	
NAME	STANFORD PSYCH DEPT
CARD	VISA
NUMBER	XXXX1234
SN	123
ADD PAYMENT (+)	

(Complex)

Client

Tasks and Scenarios

Task 1: Micro-Task Creation

create a Task

Project Name

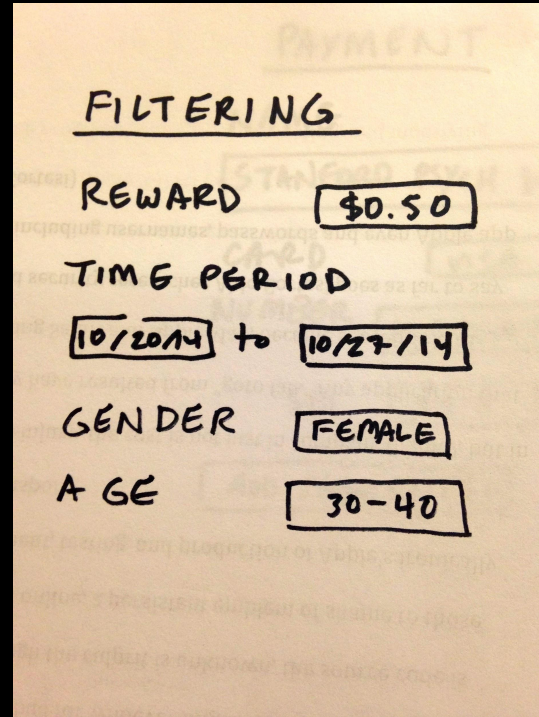
Categories

Add Category

Instructions

(Complex)

Task 2: Filtering Workers



(Moderate)

Task 3: Result Analysis

RESULTS

<u>HIT</u>	<u>Worker</u>	<u>Date</u>	
123	Bob	10/22/14	⊙
456	Janet	10/21/14	⊙
~	~	~	-
~	~	~	-
~	~	~	-
~	~	~	-

⊙ 123 Bob 10/22/14

<u>Question</u>	<u>Answered</u>
Picture 1	Cat
Picture 2	Dog
Picture 3	Bird
Picture 4	Cat
~	~
~	~
~	~
~	~

(Simple)

Method

Participants, environment, procedure

Participants

(Workers)

Worker Candidates: V and R



Worker Candidates: V and R

- Homeless Palo Alto residents
- Construction and marine veteran
- Disabilities
- Unemployed

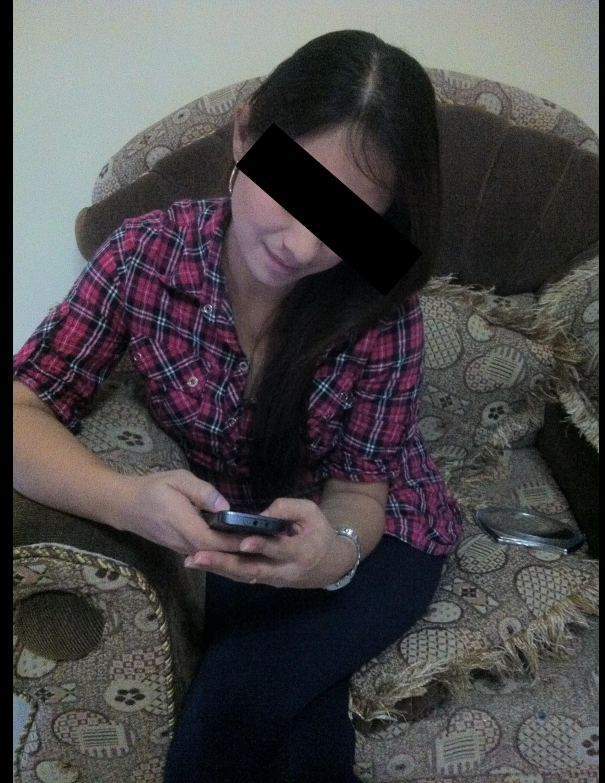


Worker Candidate: JC



Worker Candidate: JC

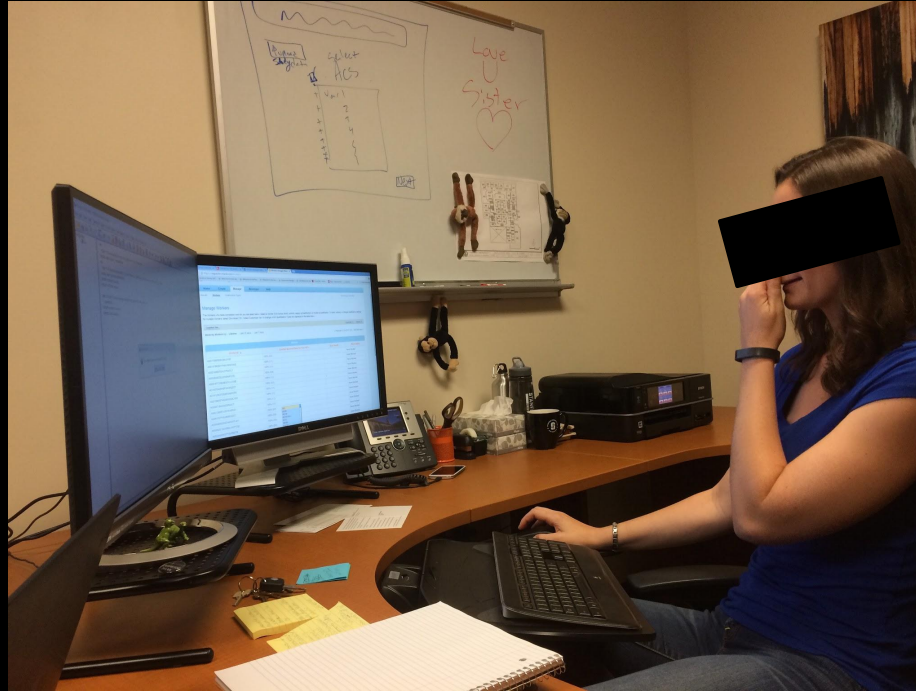
- Filipina from Manila
- Day-time executive assistant
- Uses her iPhone extensively for communication



Participant

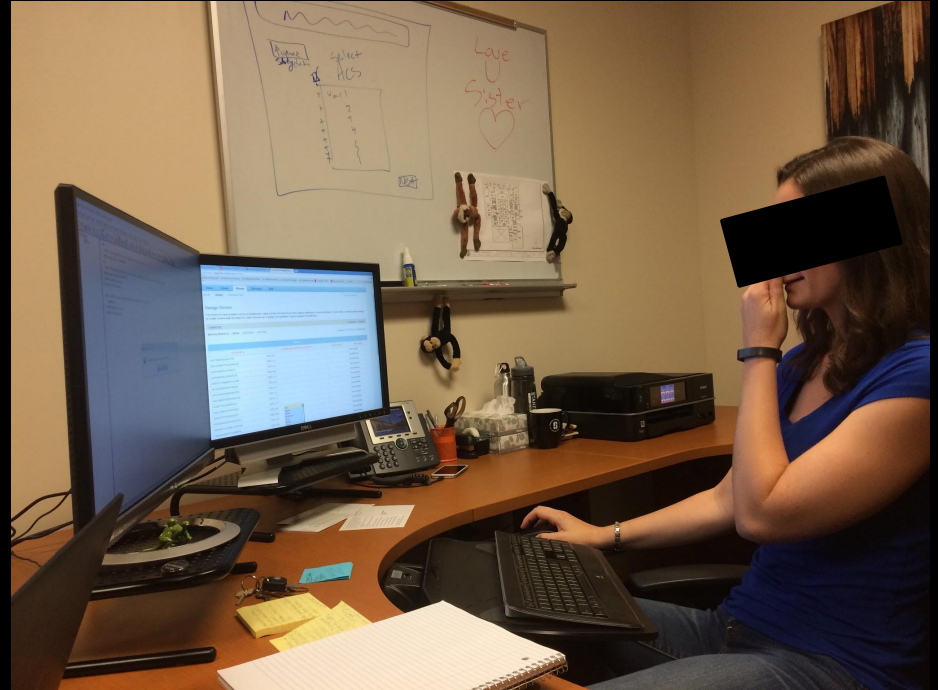
(Client)

Client Candidate: CR



Client Candidate: CR

- ~ 30 year old Stanford humanities lab manager
- Already uses Amazon mTurk to run studies



Procedure

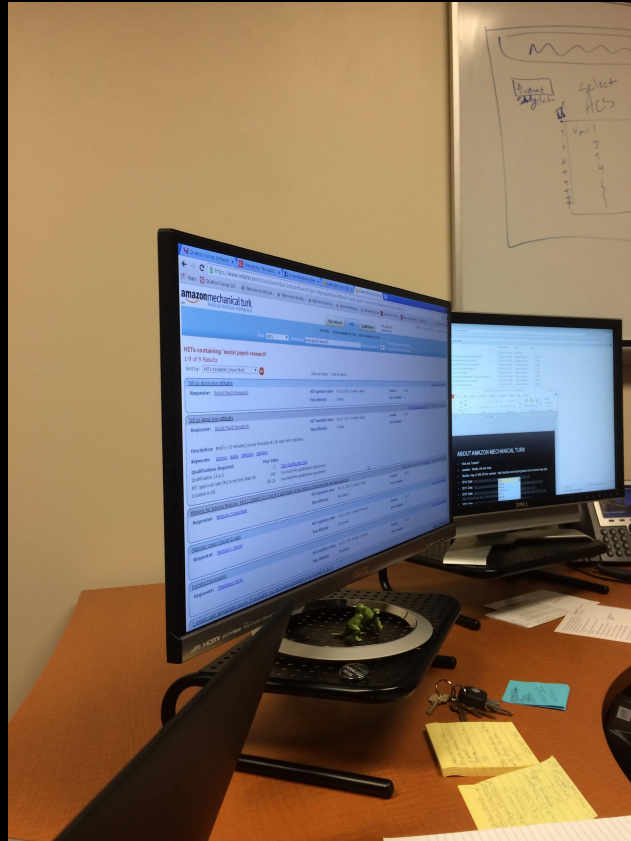


An experimenter works with participant 007

Procedure

- “In situ” testing
- Two group members → interaction + recording
- Application purpose, overview, and tasks
- Contextual interview
- POP walk through + guidance
- Edible compensation

Results



The desktop of a an interviewed client.

Key Takeaways: Client

- Make micro-task creation “like Google forms” (existing models)
- Drag and drop
- More complicated = Third Party
- Allow additions of filters
- CSVs are critical for exporting data



Summarizing the interview with participants 1299 and 007

Key Takeaways: Workers

- Icon clarity
- Looking for a linear flow
- Fewer options
- Free form is challenging
- No email?
- Bigger situational problems (homeless)
 - How do you tackle disabilities?
 - Questions of legitimacy

Suggested UI Changes

Client: Suggested UI Changes

- Drag and drop
- More filters (optional additions)
- Third party integration easy and key
- MVP CSV focus for results

Worker: Suggested UI Changes

- Clarity + simplicity of flow
- Rethinking + simplifying free form → time limit
- Voice interface?

Suggested UI Changes

Suggested ~~UI~~ Changes

customer or product?



Talking with homeless participants.

Results: “Wow” moments

- Disabilities
- Contextual problems (alcoholism, bureaucracy...)
- Social security, disability, and VA benefits?
- Education of customers

Results: “Wow” moments

- Disabilities
 - Contextual problems (alcoholism, bureaucracy...)
 - Social security, disability, and VA benefits?
 - Education of customers
-
- Developing world a better fit than homeless in the United States?

Re-thinking

Rethinking

- Product
- Customers
- Personal lives

Summary

Summary

- Mission: mWork = “micro-tasks for the masses”
- Tasks: Categorization, task matching, payments
- Valuable UI feedback from low-fi prototype
- More impactful product + customer target + life feedback from participants
- Rethinking next steps

Thank you!

Discussions and Q&A

Image Sources

- Pop Image: <http://blog.lookthink.com/wp-content/uploads/2012/11/pop.png>
- Handshake: http://www.snaboitiz.com/wp-content/themes/StudioPress_Red/images/handshake.jpg
- All other images by presentation authors