

QUENTIN PERROT, EDWIN PARK, JI PARK & ASAD KHALIQ

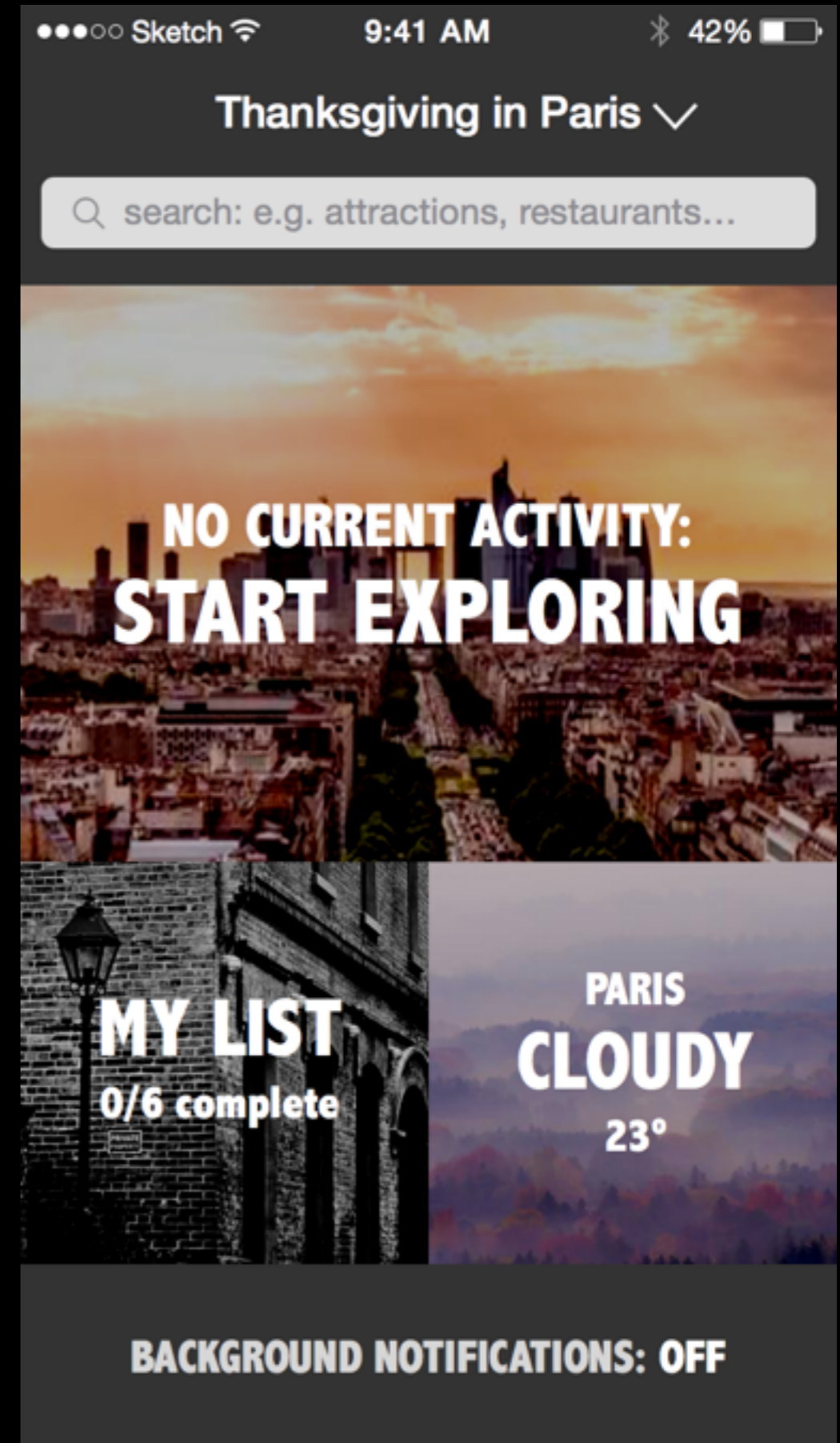
MEDIUM-FI PROTOTYPE

USHER



# OVERVIEW

From **representative tasks** to **revised UI design** to **scenarios** to **tools used**.



## REPRESENTATIVE TASK 1

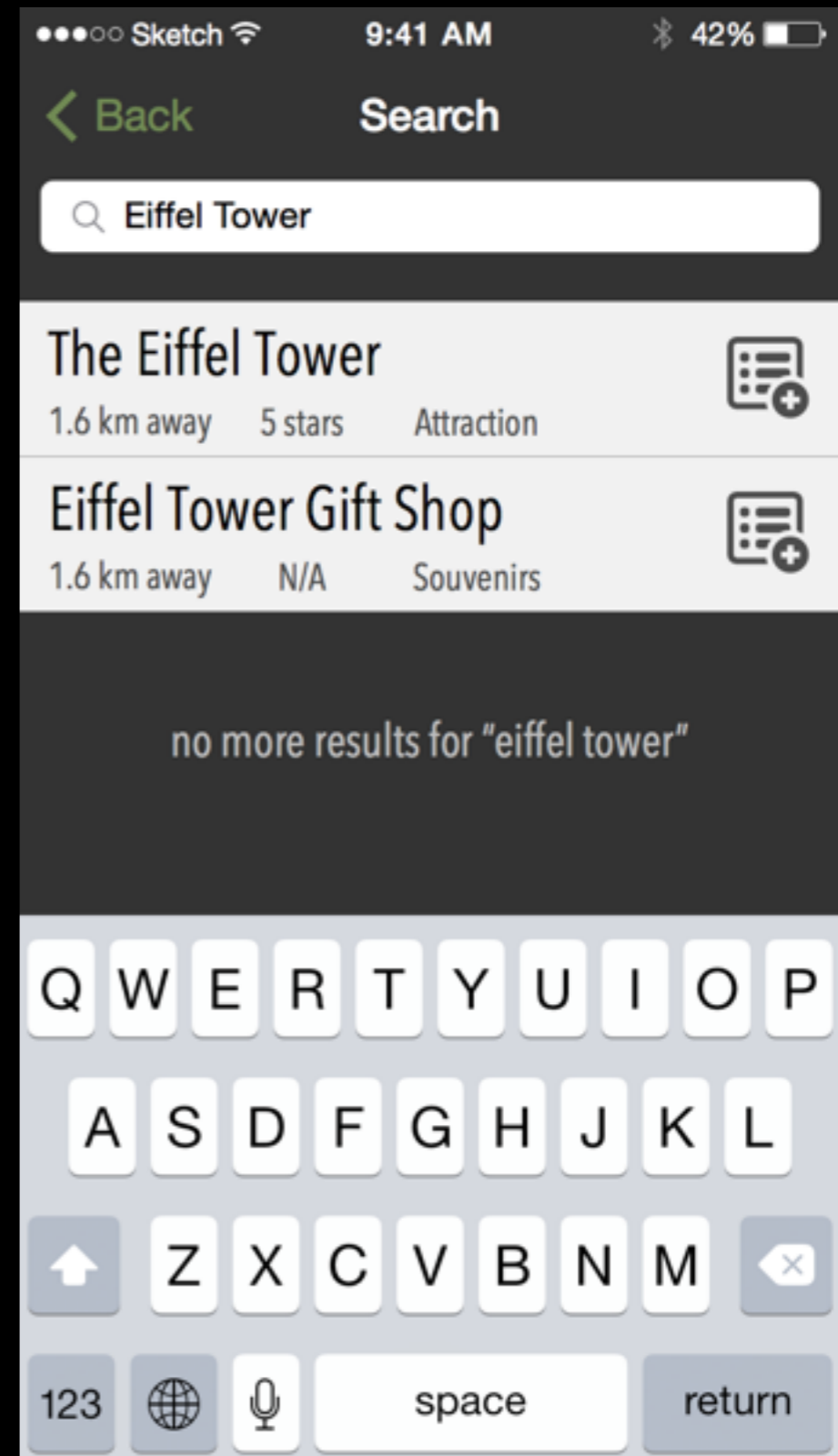
MODERATE, HIGH FREQUENCY, HIGH IMPORTANCE

### **recording information**

the user inputs what they would like to explore and discover into one centralized location

backed by TripAdvisor

quick, fluid, and painless



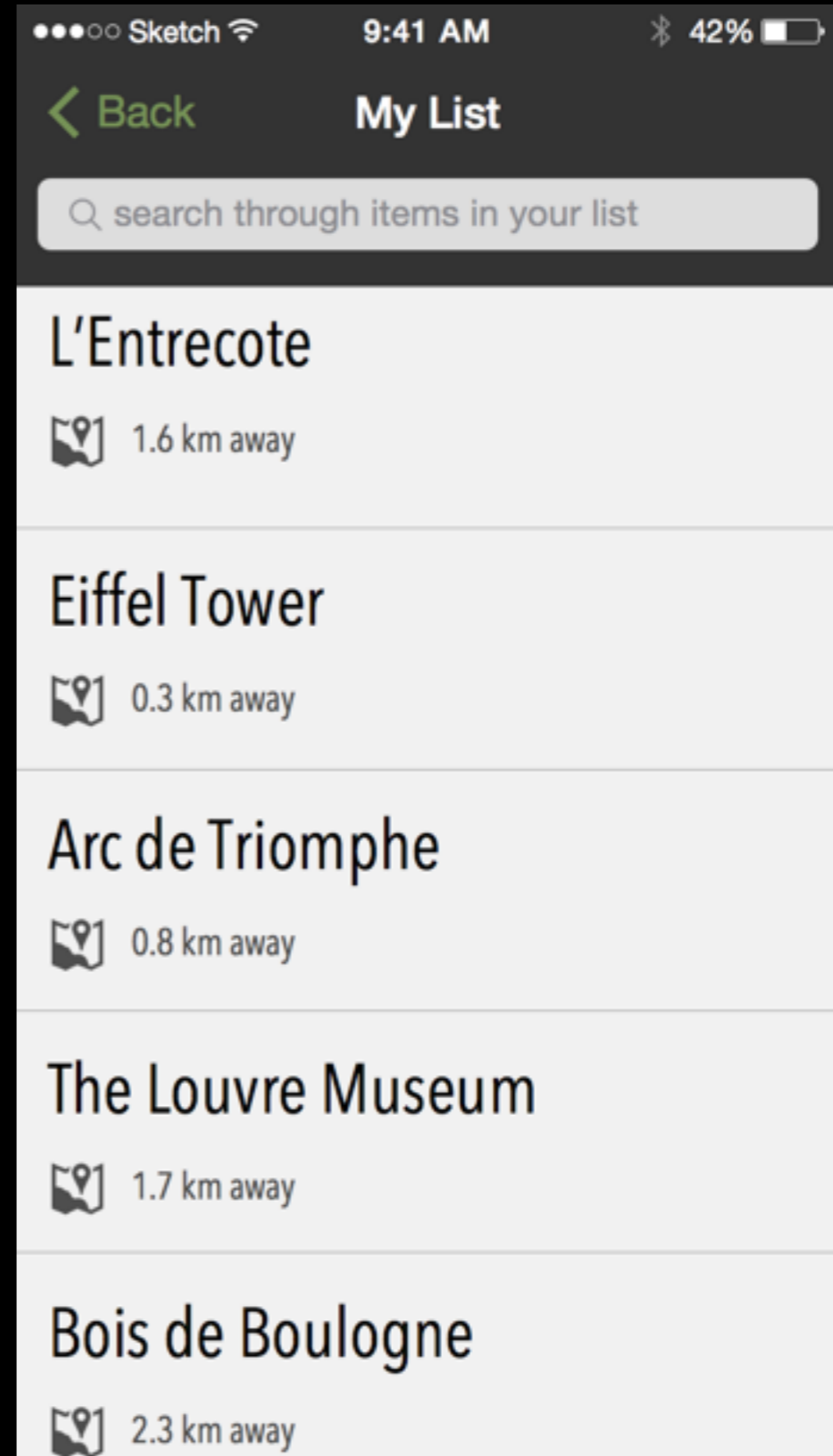
## REPRESENTATIVE TASK 2

SIMPLE, LOW FREQUENCY, MEDIUM IMPORTANCE

### organizing and viewing data

easily view and edit list of your activities. if you're looking for something, find it. if you find something, do it.

More interactive detail



## REPRESENTATIVE TASK 3

COMPLEX, HIGH FREQUENCY, HIGH IMPORTANCE

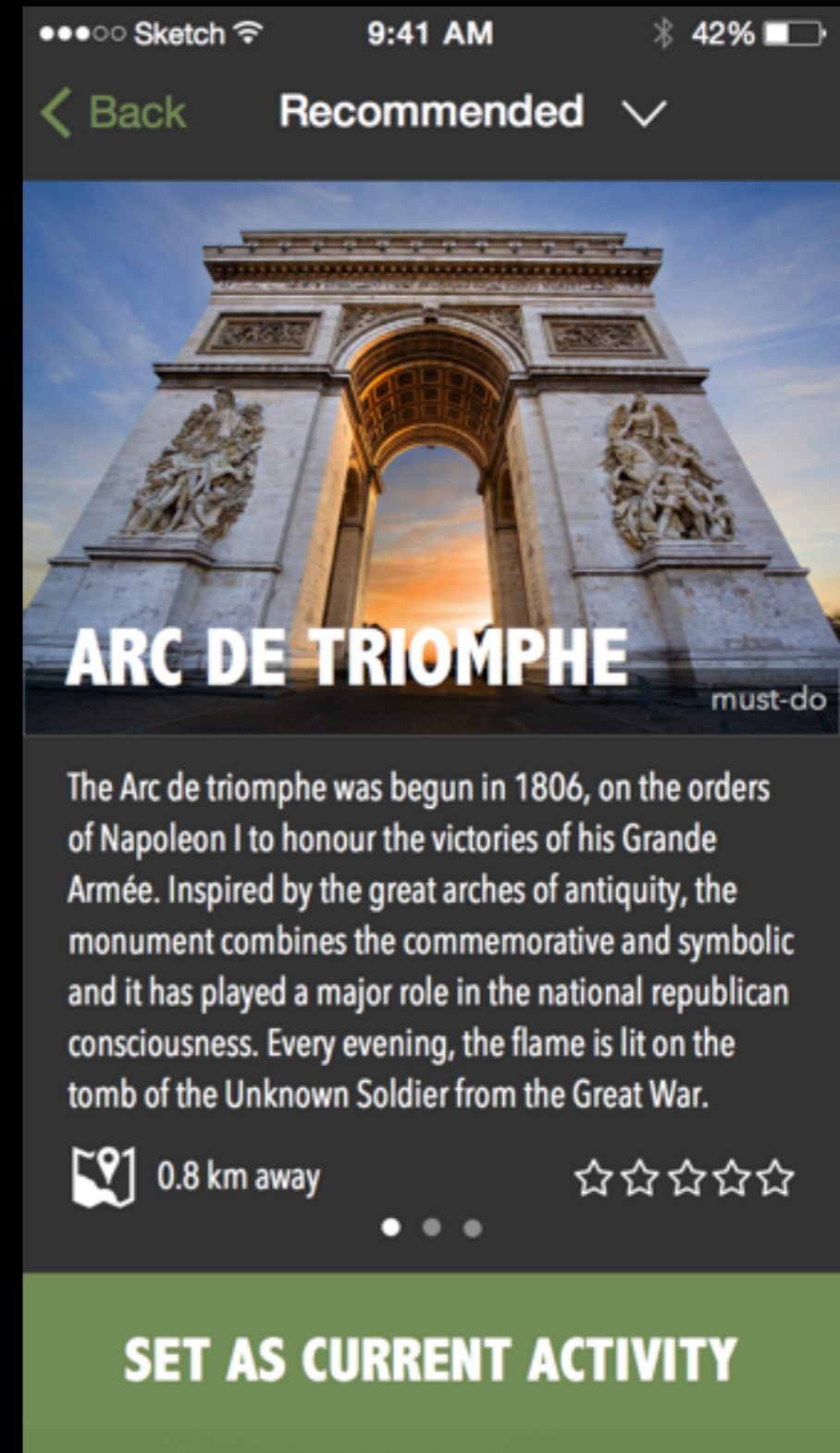
### interacting with app recommendations

recommendations based on your location, time, and people with similar lists.

(1) "find something to do next"

or

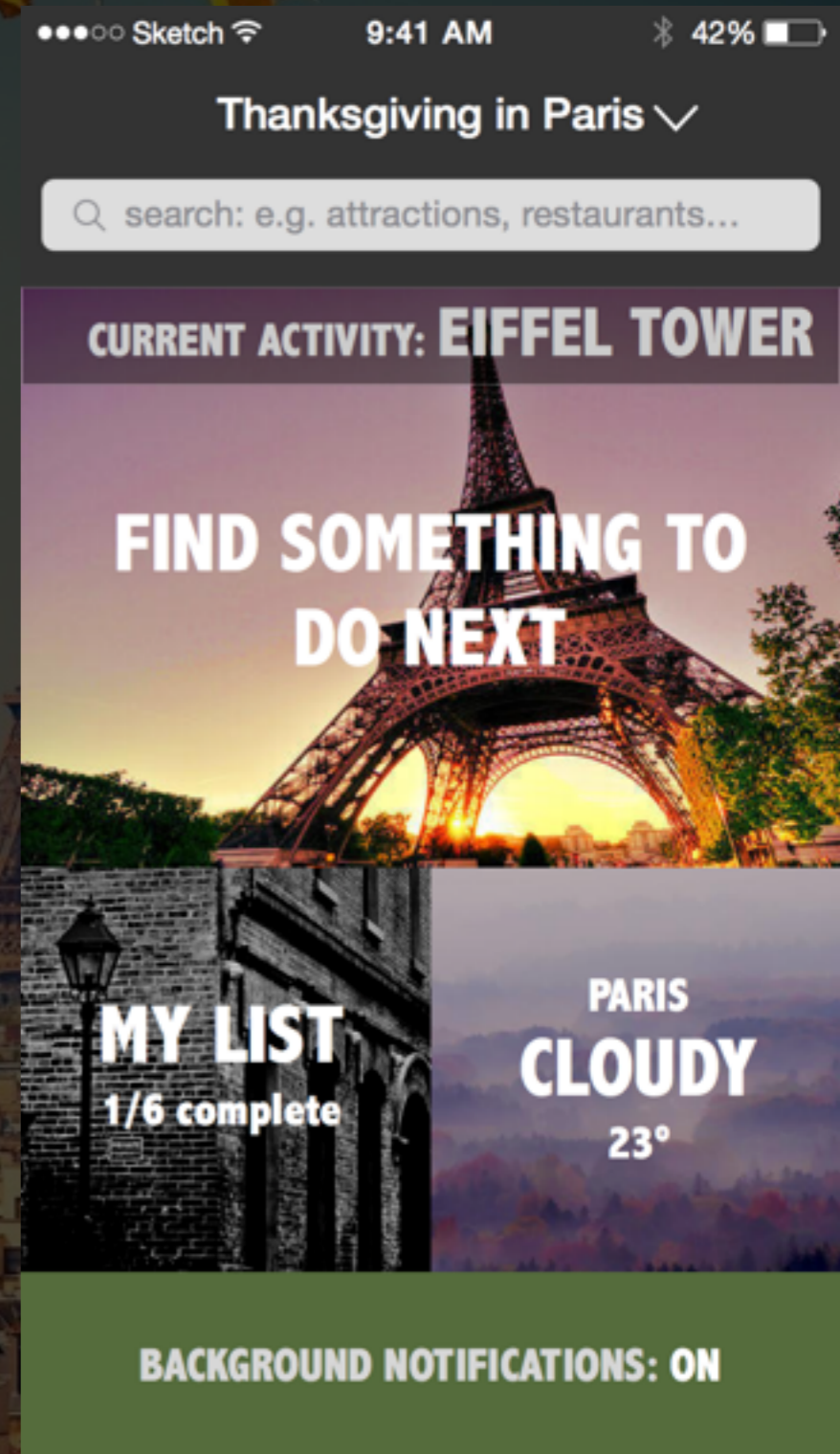
(2) get a notification



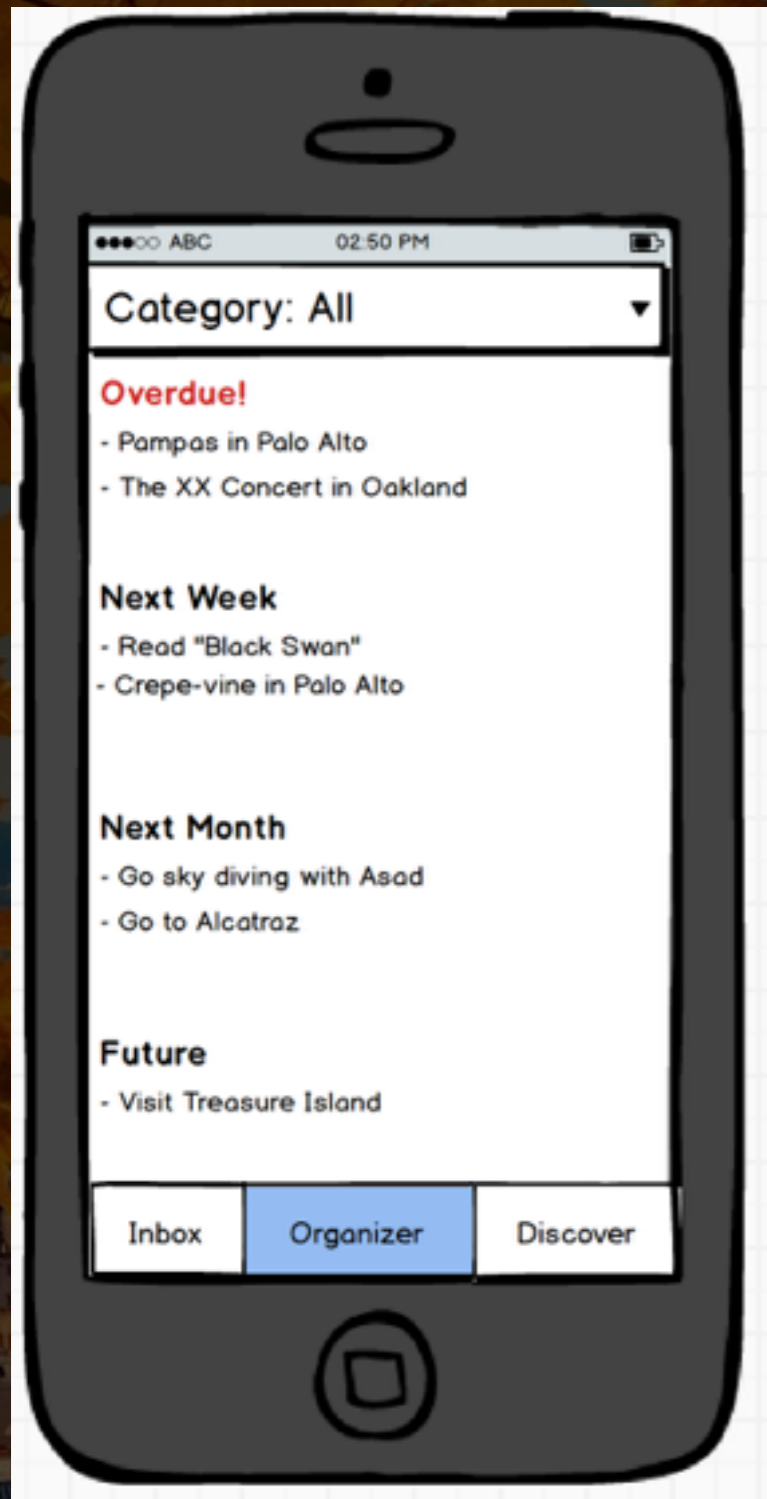
# REVISED UI - OVERALL STRUCTURE



a home screen  
redefinition of  
hierarchy of  
interfaces



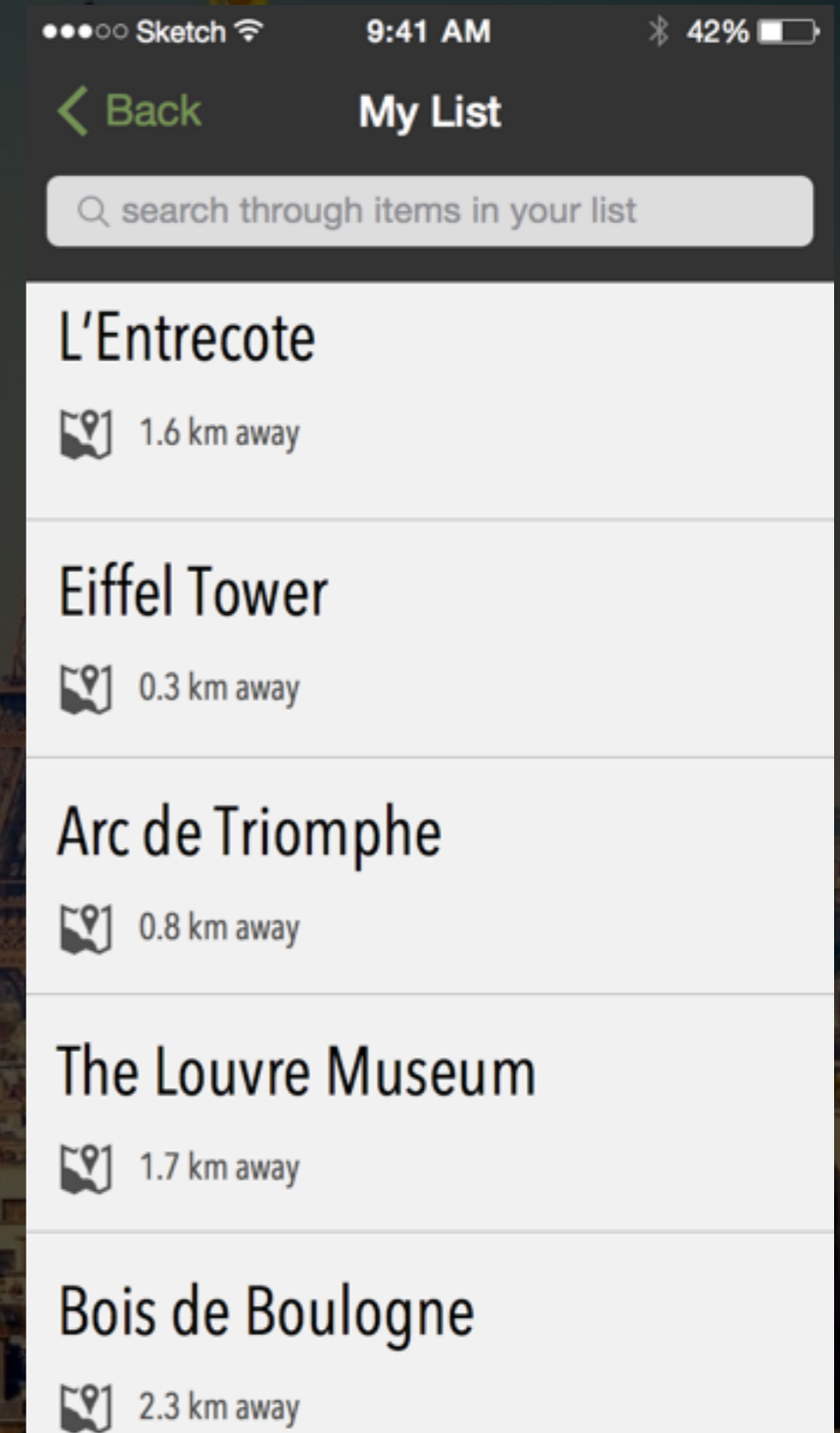
# REVISED UI - INTERACTION



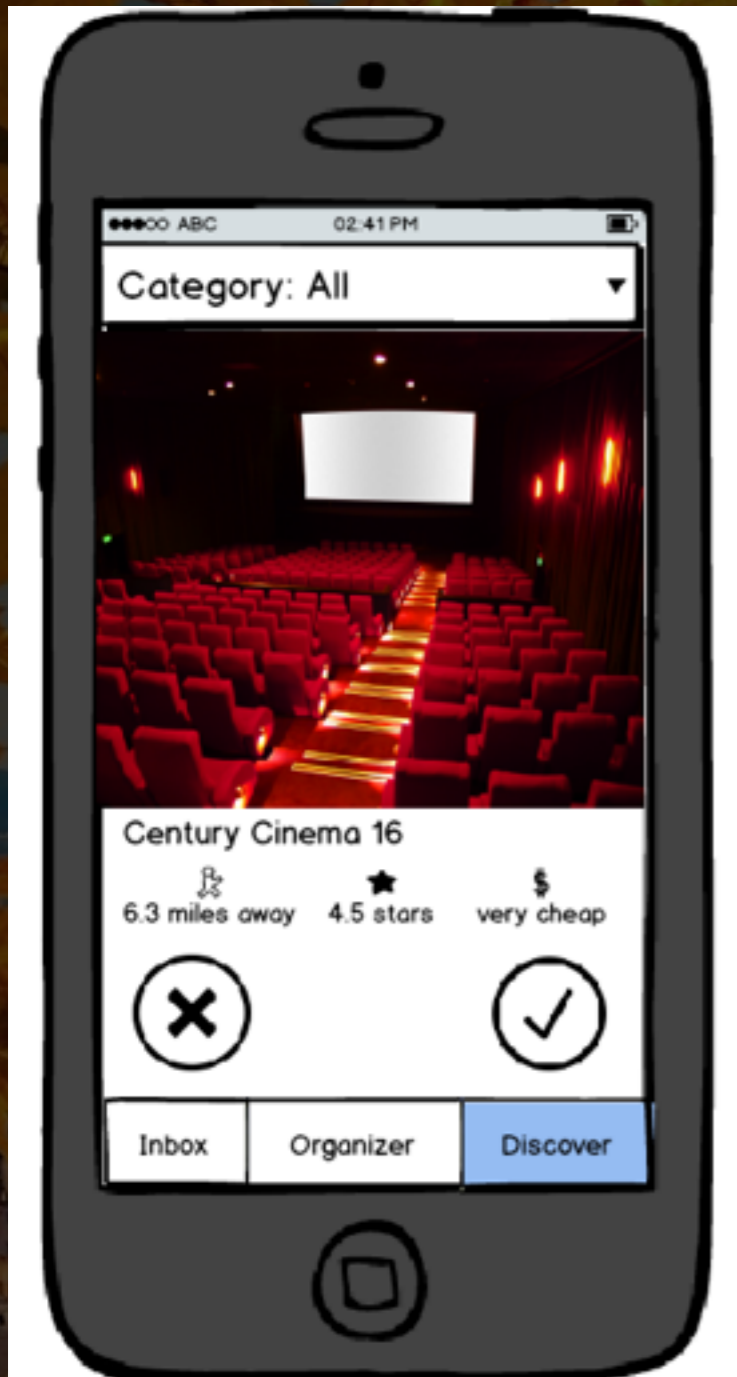
swipe technology  
more consistent  
with iOS norms

ability to search  
across the  
application

use simple buttons

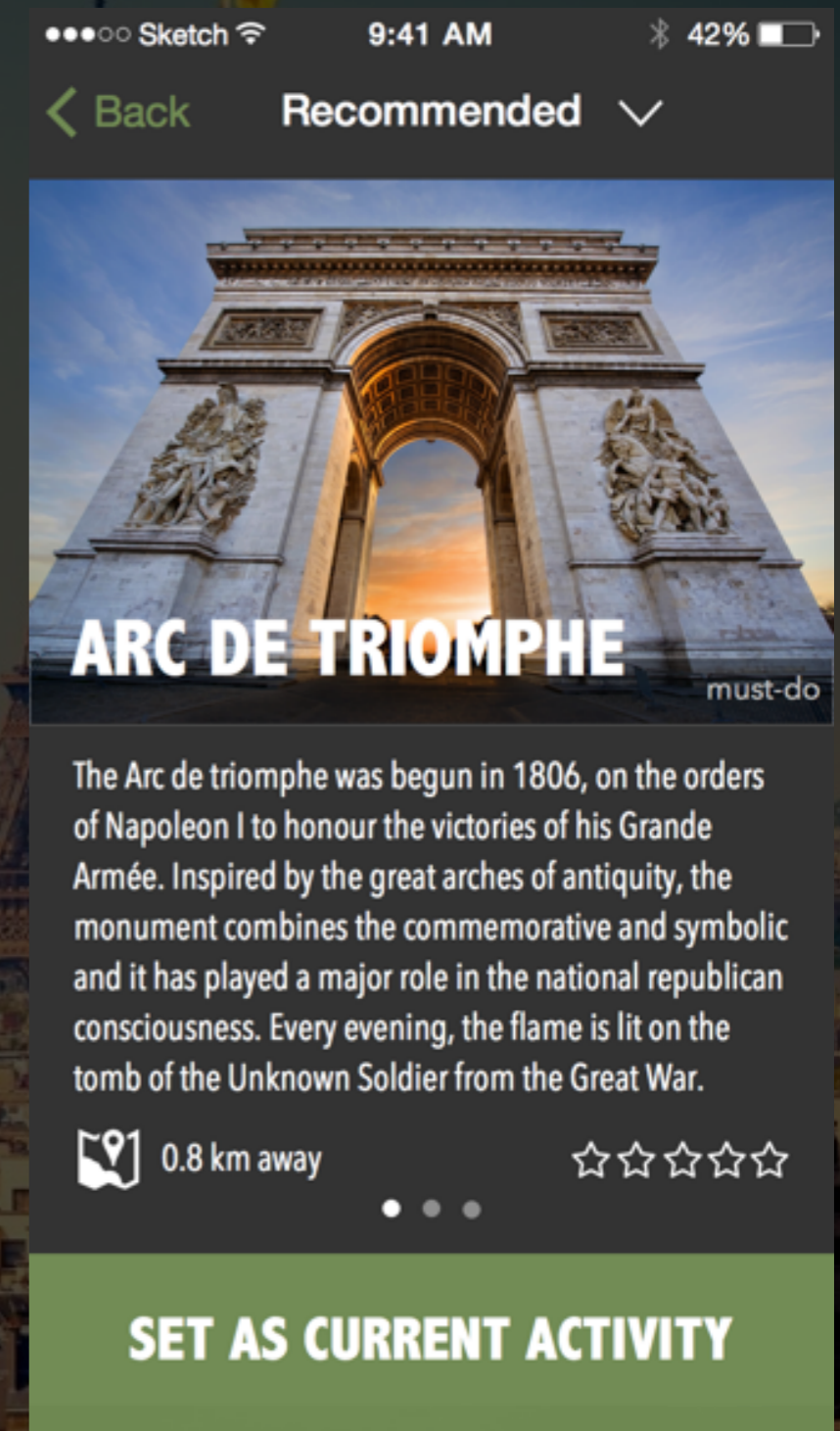


# REVISED UI - CONTENT



more description  
and pictures for a  
recommendation

minimize "snooze"  
notifications





# SCENARIO

Found something you wanna do in a trip to Paris? *Add.*

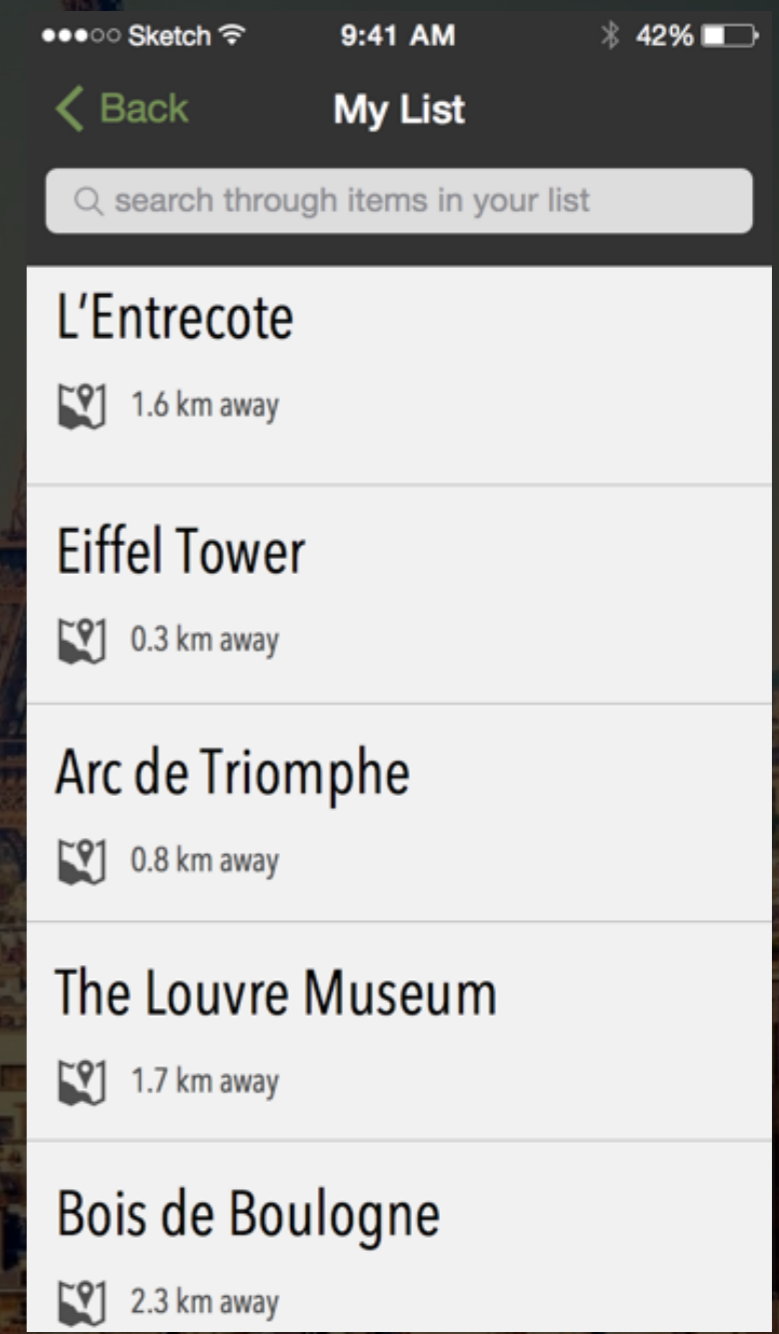
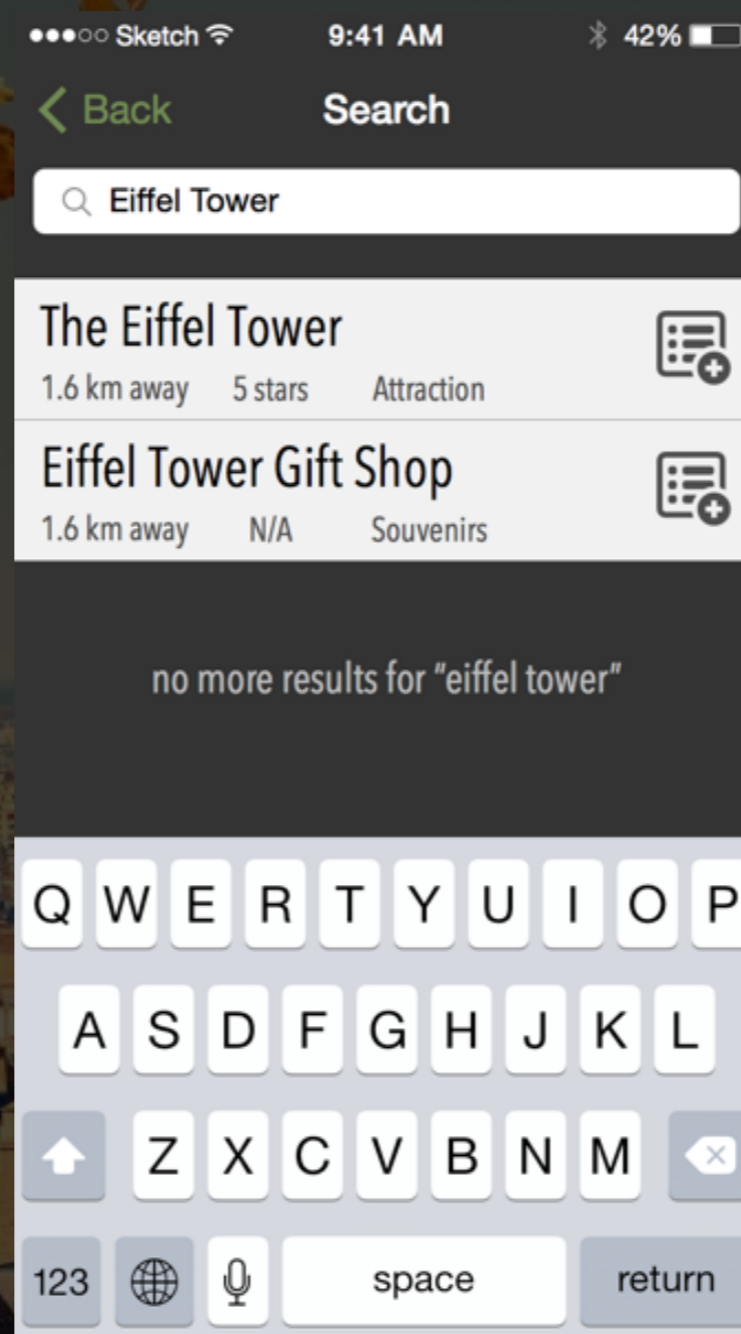
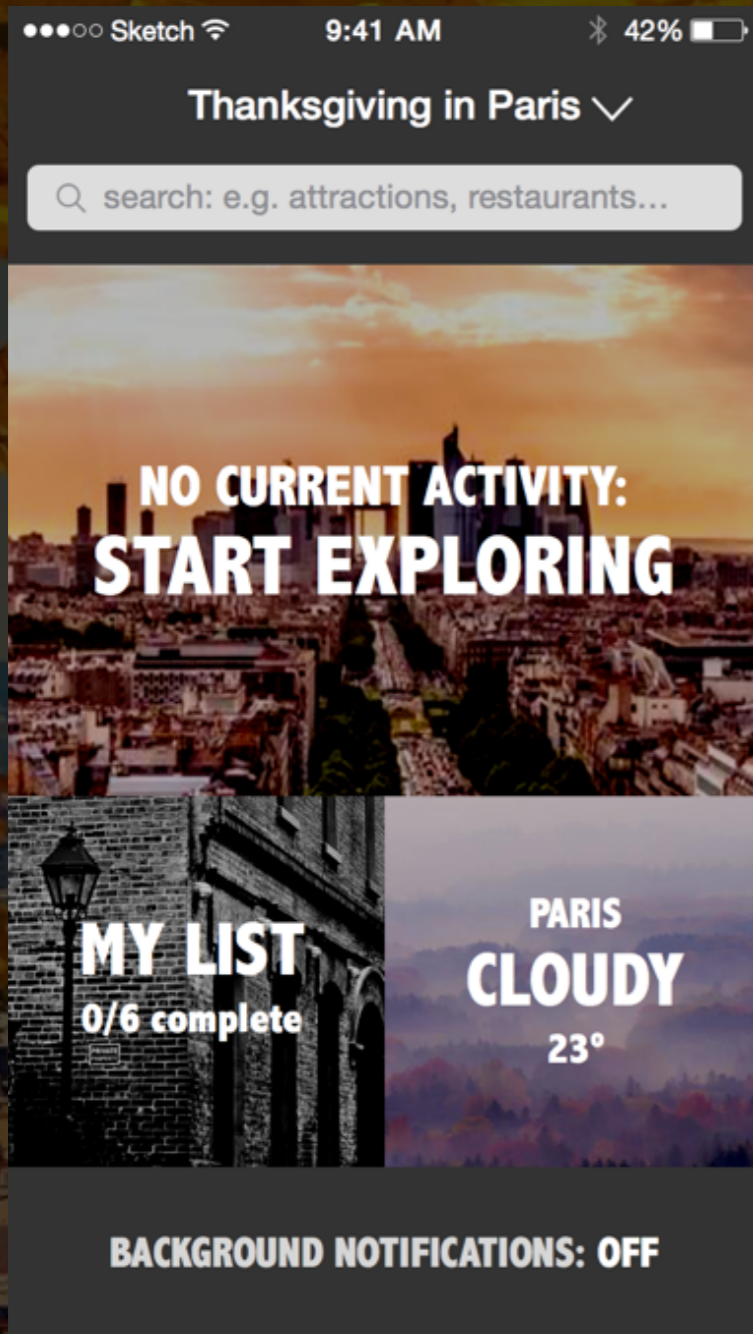
Wanna update your list? Stare and dream? *My List.*

Don't know what to do? Need a little help choosing?

# *Discover*

# SCENARIO

Found something you wanna do in a trip to Paris? Add.



# SCENARIO

Found something you wanna do in a trip to Paris? *Add.*



Wanna update your list? Stare and dream? *My List.*



Don't know what to do? Need a little help choosing?

# *Discover*

# SCENARIO

Wanna update your list? Stare and dream? *My List*.

Sketch 9:41 AM 42%

Thanksgiving in Paris

search: e.g. attractions, restaurants...

**NO CURRENT ACTIVITY:  
START EXPLORING**

**MY LIST**  
0/6 complete

**PARIS CLOUDY**  
23°

BACKGROUND NOTIFICATIONS: OFF

Sketch 9:41 AM 42%

Back My List

search through items in your list

- L'Entrecote  
1.6 km away
- Eiffel Tower  
0.3 km away
- Arc de Triomphe  
0.8 km away
- The Louvre Museum  
1.7 km away
- Bois de Boulogne  
2.3 km away

Sketch 9:41 AM 42%

Back Recommended



**LOUVRE MUSEUM** must do

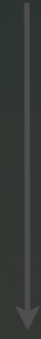
For museum lovers, this is the art mothership. Originally built as a 12th century fortress, it was turned into a palace in the 14th century. The latest addition is a controversially modern glass pyramid to the traditional building, allowing sunlight to filter in underground. There is enough art for a lifetime - including the charming Mona Lisa - on display.

1.7 km away ☆☆☆☆☆

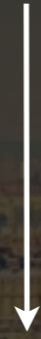
**SET AS CURRENT ACTIVITY**

# SCENARIO

Found something you wanna do in a trip to Paris? *Add.*



Wanna update your list? Stare and dream? *My List.*



Don't know what to do? Need a little help choosing?

# *Discover*

# SCENARIO

Don't know what to do? Need a little help choosing?

Sketch 9:41 AM 42%

Thanksgiving in Paris ▾

search: e.g. attractions, restaurants...

**CURRENT ACTIVITY: EIFFEL TOWER**



**FIND SOMETHING TO DO NEXT**


**MY LIST**  
1/6 complete

**PARIS CLOUDY**  
23°

**BACKGROUND NOTIFICATIONS: ON**

Sketch 9:41 AM 42%

Back Recommended ▾



**L'ENTRECOTE**  
on your list - nearby


Around the world, many restaurants featuring steak dishes use the word entrecôte as their name or part of their name. The name L'Entrecôte has come to identify three iconic groups of restaurants owned by two sisters and one brother of the Gineste de Saur's family, which specialise in the contre-filet cut of sirloin and serve it in the typical French bistrot style of steak-frites

1.6 km away ☆☆☆☆☆

**SET AS CURRENT ACTIVITY**

Sketch 9:41 AM 42%

Back Recommended ▾



**L'ENTRECOTE**  
on your list - nearby

Here's what people say about this attraction:


steak, french fries, desserts, great value, house wines, French food, comfortable, trendy, entrecote, salads, good for special occasions, dinner, lunch, special sauce

15 Rue Marbeuf, 75008, Paris  
+33 14 9 15215  
11:00AM - 1:00AM  
Moderately expensive

**SET AS CURRENT ACTIVITY**

Sketch 9:41 AM 42%

Back Recommended ▾

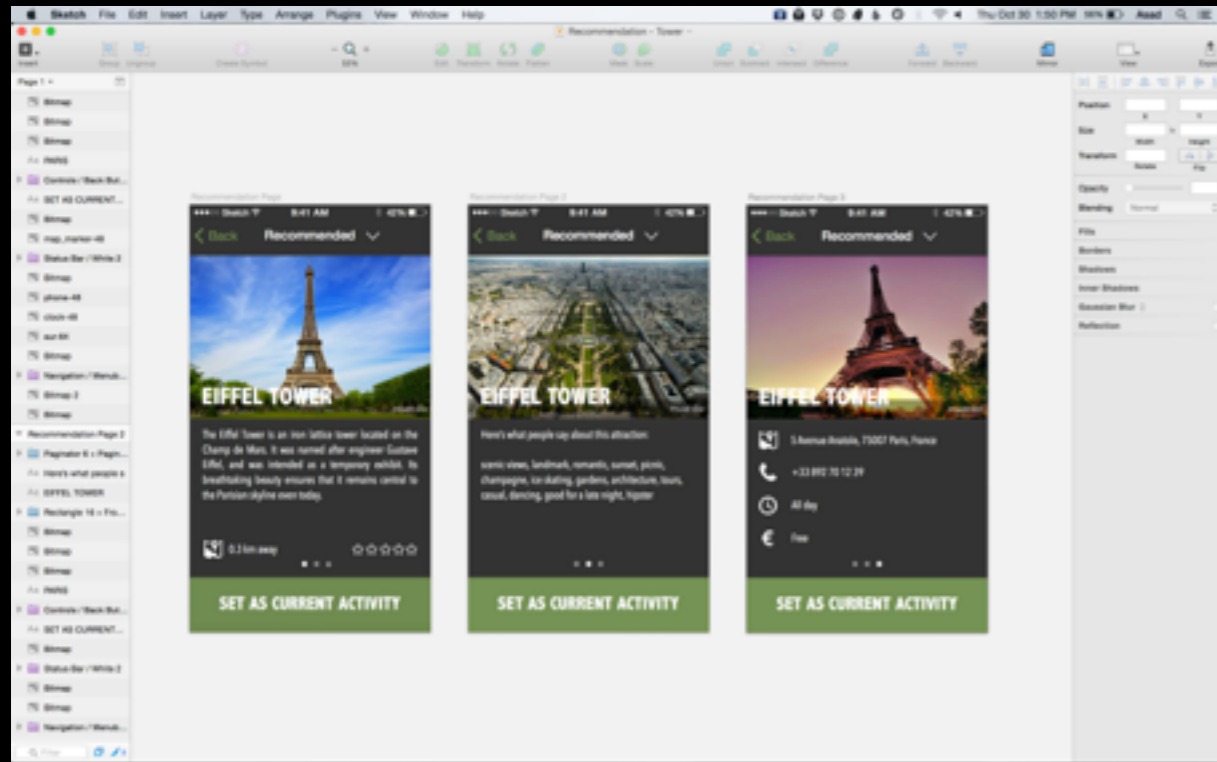


**L'ENTRECOTE**  
on your list - nearby

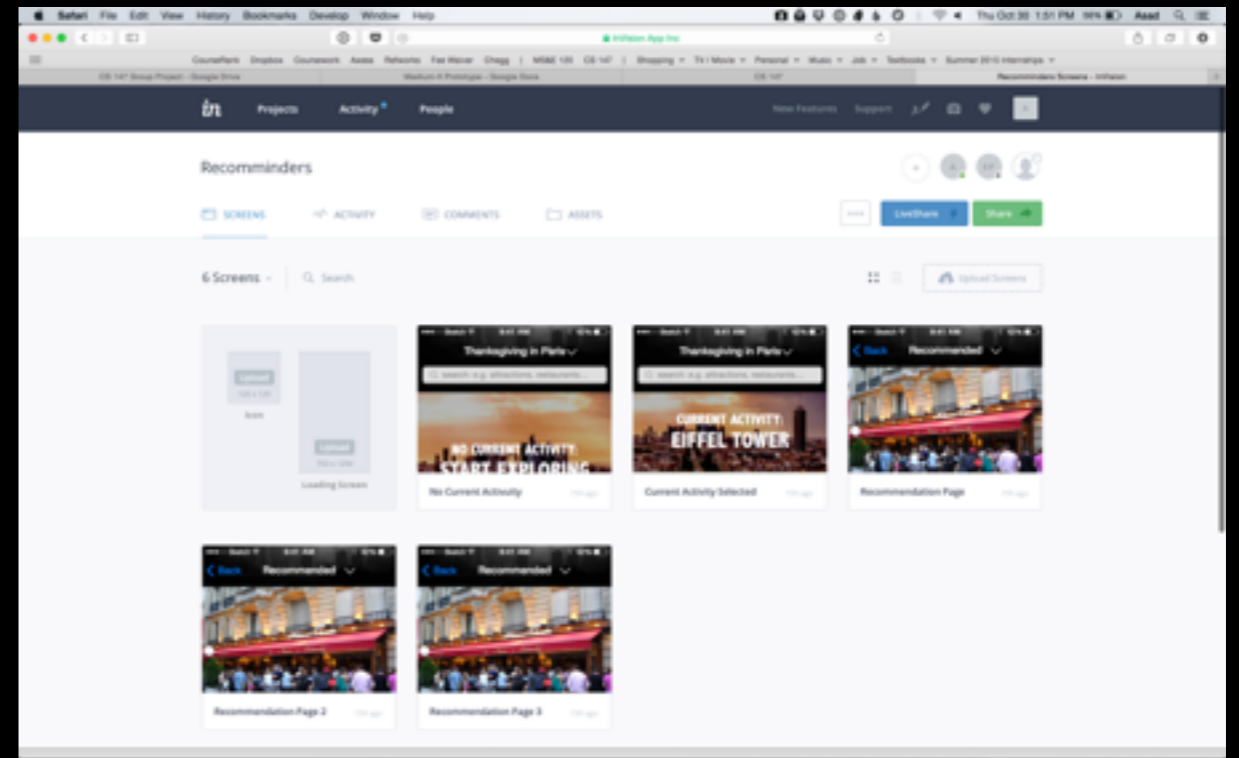
**SET AS CURRENT ACTIVITY**

# TOOLS USED

*Sketch*



*InVision*



- Interaction Limitations
- Limited (hard-coded) data set
- Limited Paths

# SUMMARY

The background of the slide is a photograph of the Eiffel Tower in Paris, France. The tower is centered and extends from the bottom to the top of the frame. The sky is a clear, bright blue. In the foreground, there are green trees and a grassy area with some people, though they are slightly out of focus.

narrowed down the focus of our application

concentrated on how to incentivize users to actually  
discover

questioned our existing prototype structure division  
around tasks with UI change