

LOW-FI **PROTOTYPING**

& PILOT USABILITY

TESTING



# TEAM MUNCHER

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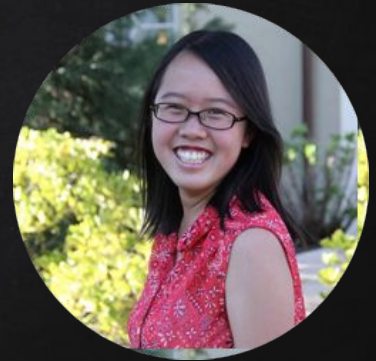
PETER F.



MONICA Y.



KAI JIAN C.



GLORIA C.

# OUR PROGRESS



- Mission Statement
- Interface Brainstorming
- Lo-fi Prototyping
- Experimental Results
- UI Changes



# MISSION STATEMENT

Value Proposition

*Muncher*

FUSS LESS, DINE MORE



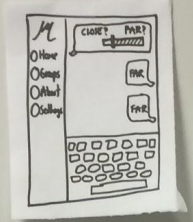
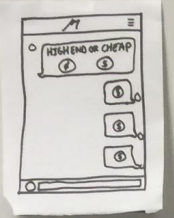
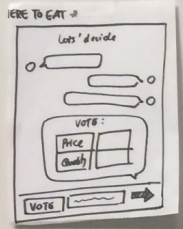
# INTERFACE BRAINSTORMS

More is more

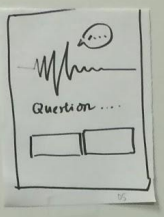
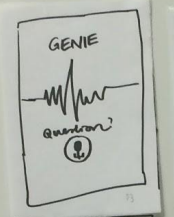
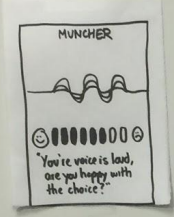
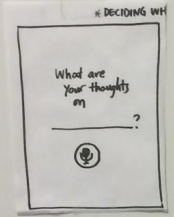
Keep on Old Union Second floor

# 1a. CONCEPT SKETCHES

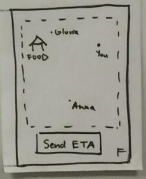
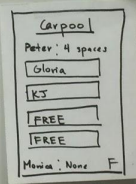
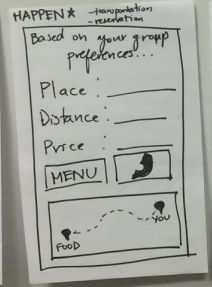
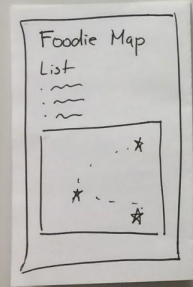
## Design idea 1: Human AI in messenger



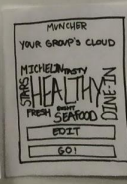
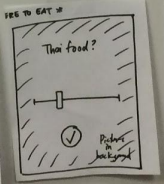
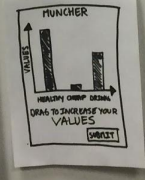
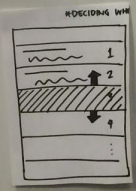
## Design idea 2: Voice controls



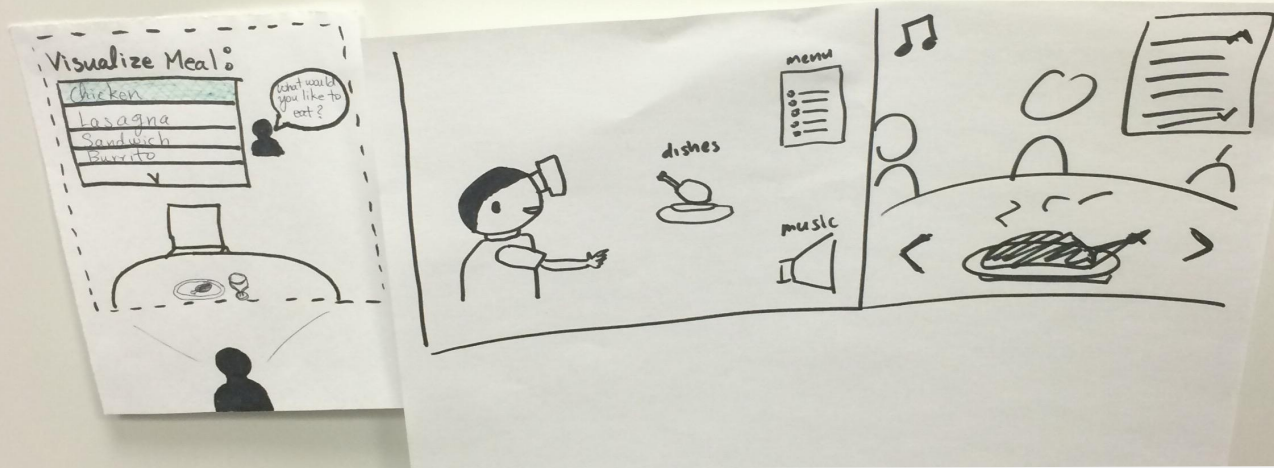
## Design idea 3: Location based services through wearables



## Design idea 4: Force touch input



# Design idea 5: Virtual Reality





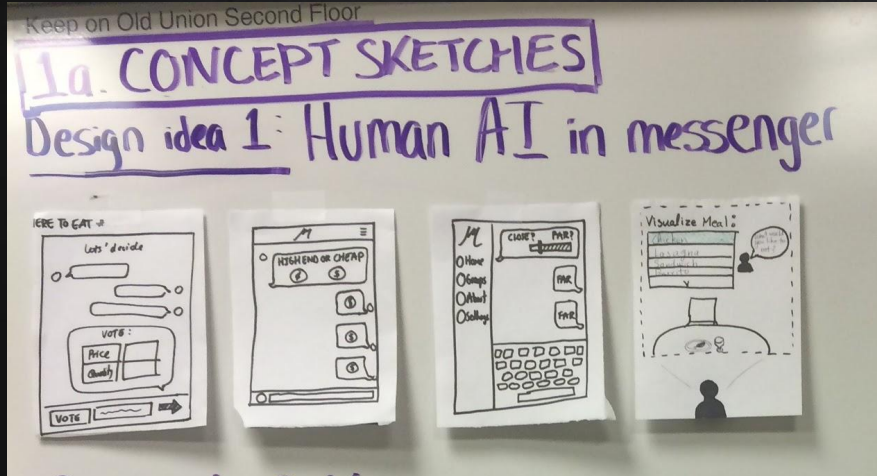


# SELECTED INTERFACE

HUMAN AI THROUGH MESSAGING



# HUMAN AI THROUGH MESSAGING



## REASONS

- Mediator helps streamline decisions
- Most personable & friendly
- Most applicable for on-the-go use

3.

LOW-FI PROTOTYPE

M +

10/29 DATE NIGHT WED  
Musical, Tapes out  
Healthy you

10/31 WELCOME TO THE CITY!  
Museum, Ruby  
Address

11/2 1990

M

CREATE FOOD OUTING

Outing Name I

Friends I

Date I

Happens away

OK!

M

Welcome!

Do you want to change your general preferences?

M

Welcome! I'm Muncher.

Do you want to modify your current preferences?

Quality

Location

Rating

Post update

Next

M +

< DATE NIGHT W

+

Send

M

GROUP NAME

Friends

Majority

Save locations

History

M

START POLL

DECIDE PLACE NOW!

M

I'm thinking ...

M

Price:

Location:

Paris Atlas / Min Way

Movies Park / Santa Clara

M

All of you have voted!

Price:

Location:

PA 2  
NY 3  
SF 1  
LA 1

PA 2  
NY 3  
SF 1  
LA 2

M

I've chosen for you.

Y N

How's your group's turnout on this restaurant?

Yes 3  
No 6

Add / Change / Delete / Block

Go anyway

Ya, I don't mind

Distance:

M

Brilliant! You've decided on this place:

Restaurant name

I've saved this to your group.

M

Let's start coordinating!

Do you want to respond to this?

Yes No

How would you get there?

Uber Car  
Taxi Other

Ya guys, I need a ride!

Ya guys, I need a ride.

Costs more

Uber  
Car  
Taxi  
Other

M

Getting there

I saw you chose Car. Here are directions

Save to Google Maps

Don't forget! We're meeting tonight at 6 pm! Here are the directions

I'm running late

Location



## 3 TASKS

Task flow using Low-Fi Prototype

# THE THREE TASKS



Deciding a  
place to eat

Moderate



Dealing with user  
discontent

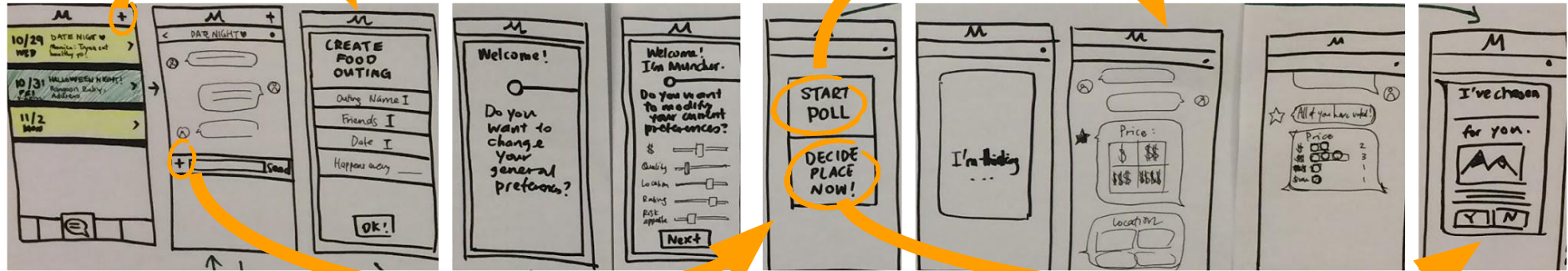
Complex



Coordinating  
the actual plans

Simple

## Task 1: Deciding a place to eat



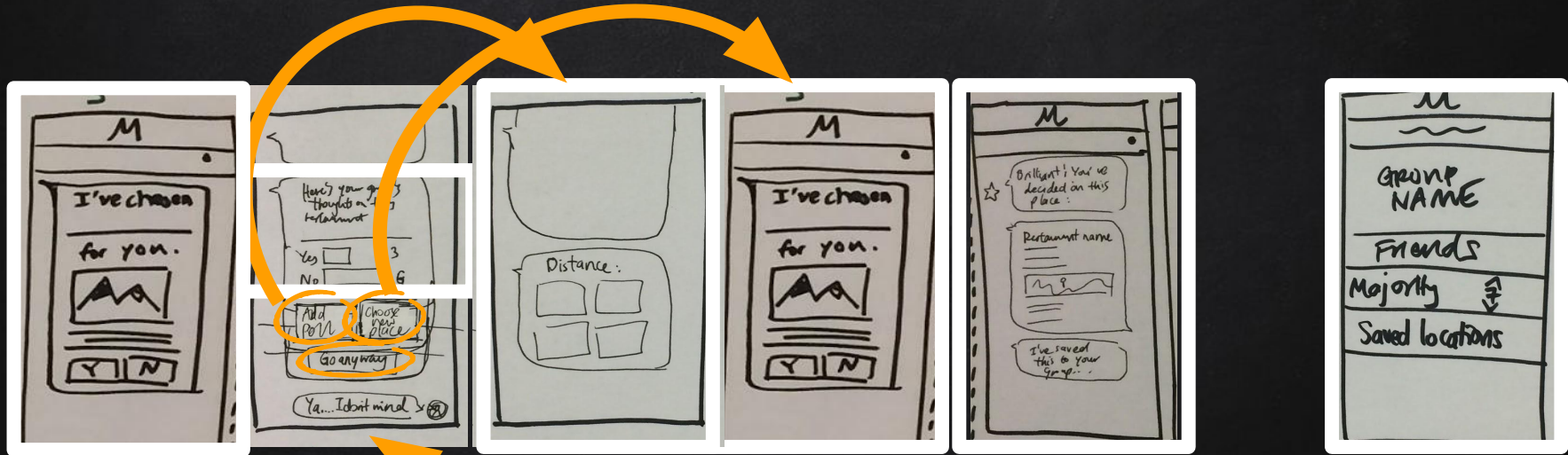
Start food outing

Input initial preferences

Polling: Genie collects and displays votes

Genie selects location

## Task 2: Dealing with user discontent



User votes  
displayed

Add new  
poll

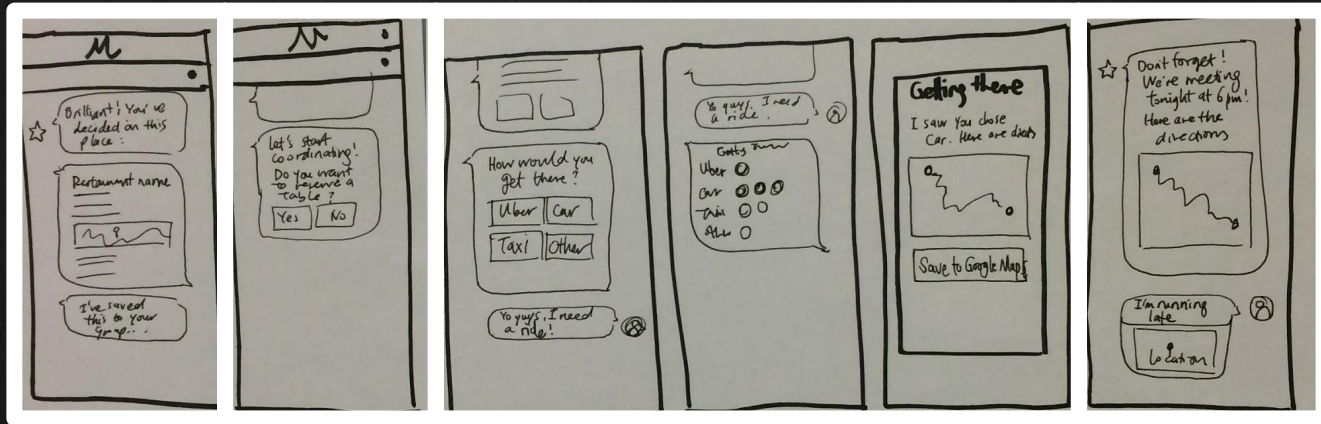
Choose  
new place

Go  
anyway

Choose what  
is majority



## Task 3: Coordinating Actual Plans



Display final  
decision

Make  
reservations

Navigation and  
directions

Reminders  
before event

5.

EXPERIMENTAL METHOD



## OUR PROCESS

3

interviews

Working adult  
College student  
High school  
student

2

principles

Think aloud  
Think social

3

questions

Usefulness of features  
Usability (Ease & time)  
Personality of genie



# OUR PROCESS



6.

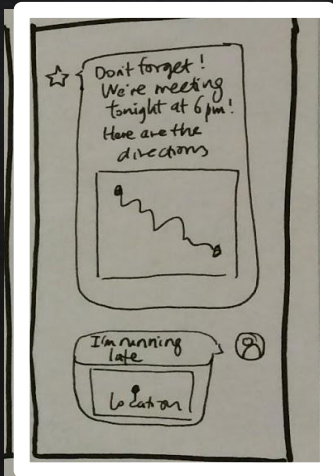
EXPERIMENTAL RESULTS



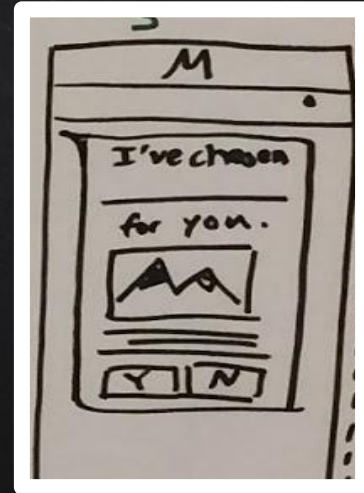
# OUR RESULTS

## Usefulness of features

(+) Reminder before outing



(-) Multiple options instead of one

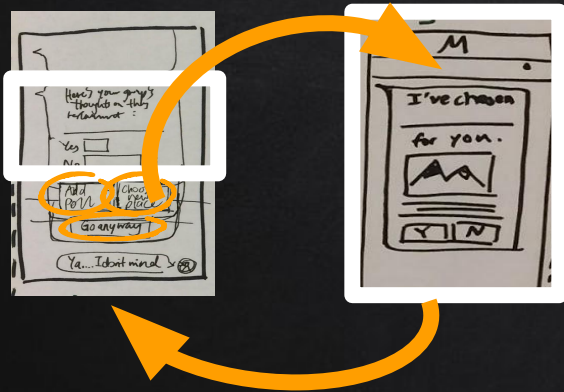




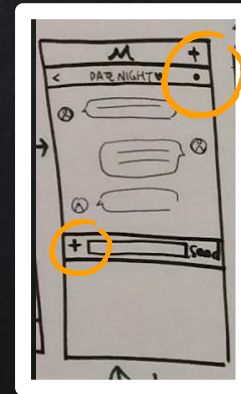
# OUR RESULTS

## Usability & intuitiveness

(-) Users lost patience after a while



(-) Navigation buttons are vague and confusing

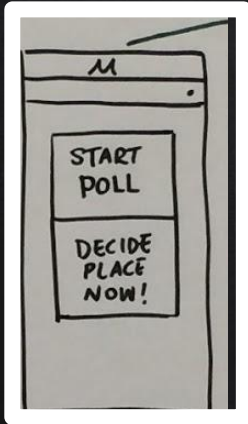




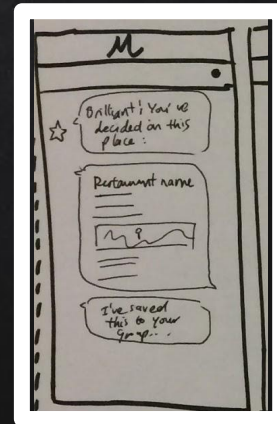
# OUR RESULTS

## Personality

(+) Users really like how someone else made the decisions



(-) The human aspect was not yet very obvious







# UI CHANGES

Suggested from prototype testing



## THINGS TO IMPROVE

### Personality

Make the human aspect of the genie more immediately apparent

### Usability

Shorten the user flow, and reduce number of cycles

### Usefulness

Provide multiple options at the decision screen, instead of 1

# SUMMARY

## Key Takeaways

1. Concept sketching our app led to implementing human AI in messaging
2. User testing gave us key, actionable insights
3. Streamlining process flows will be key to improve usability



**THANKS!**

**Any questions?**