INTERACTIVE MEDIUM-FI PROTOTYPE

CLIENT:

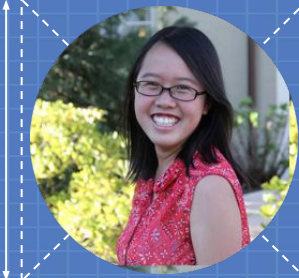
PROJECT:

Team Muncher

Peter F.
Developer

Monica Y.
User Testing

Kai Jian C.
Manager



Gloria C.
Designer

CLIENT:

PROJECT:

1

VALUE PROPOSITION

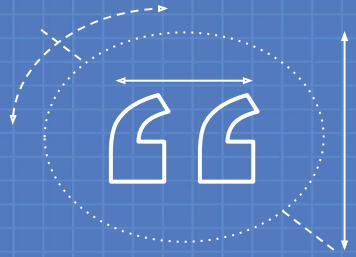
Problem and solution overview

CLIENT:

PROJECT:

Muncher

FUSS LESS, DINE MORE



“Muncher’s mission is to help you decide where to eat in groups. With the help of human-based artificial intelligence, Muncher understands your preferences and makes the hard decisions for you.”

CLIENT:

PROJECT:

2

TASKS

Actionable things for our users

CLIENT:

PROJECT:

THREE REPRESENTATIVE TASKS

CLIENT:

PROJECT:

3

REVISED INTERFACE DESIGNS

Taking it from Low-Fi to Medium-Fi

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Major Design Changes

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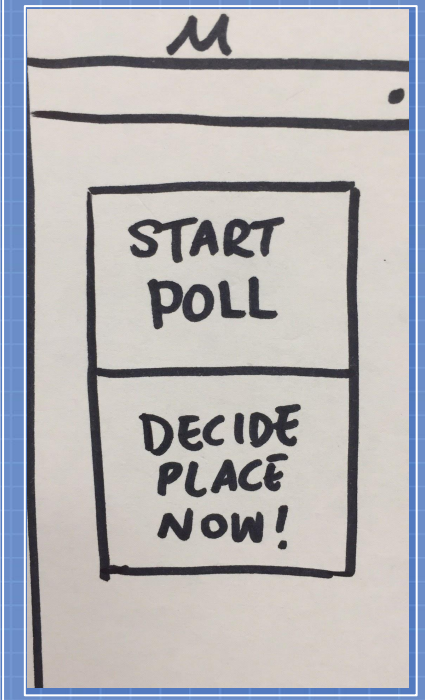
UI CHANGE #1:

Launching a poll

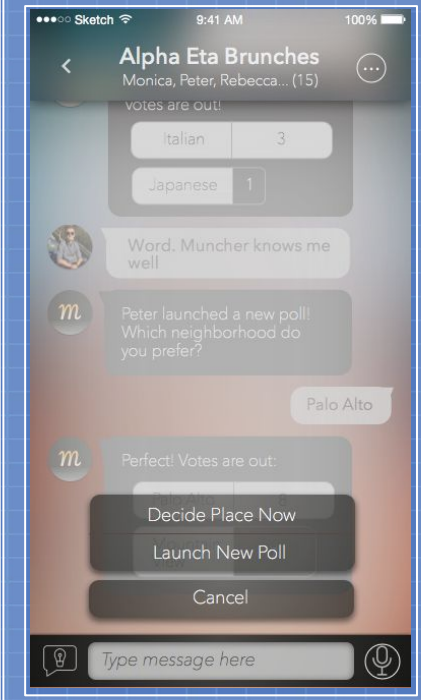


Integrated launching a poll as an overlay

Keeps the user engaged in the chat

Launched from new lightbulb button instead of “+”

Separates create new outing function from polling



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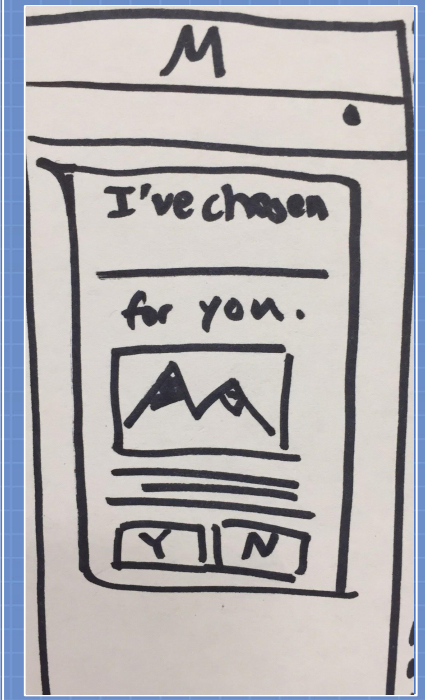
UI CHANGE #2:

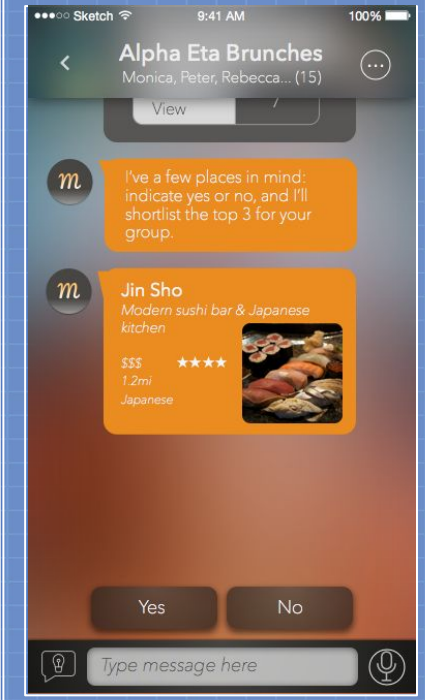
Genie Suggestions



At decision time, multiple suggestions are presented

Provides the user with more variety

Gives the human AI immediate feedback on multiple restaurants



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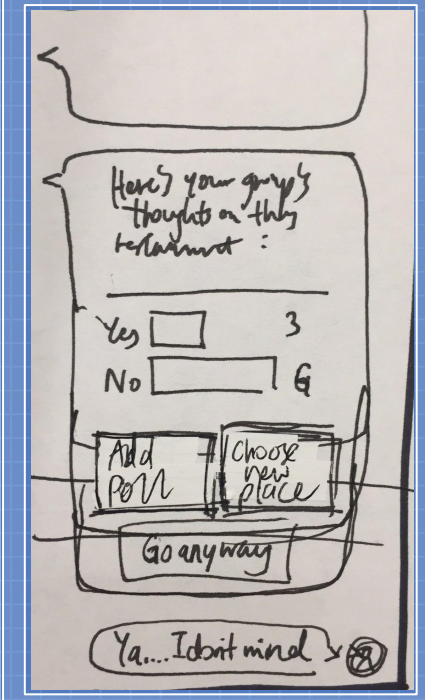
UI CHANGE #3:

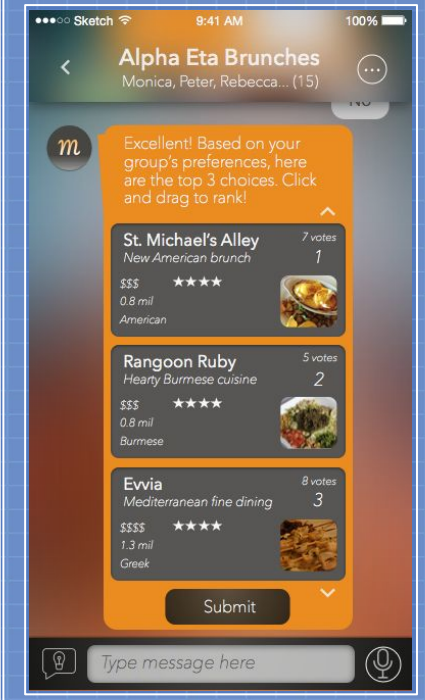
Finalizing a location

Switched to a drag and drop feature instead of buttons

Prevents users from quitting based on boredom

Eliminates endless cycles





CLIENT:

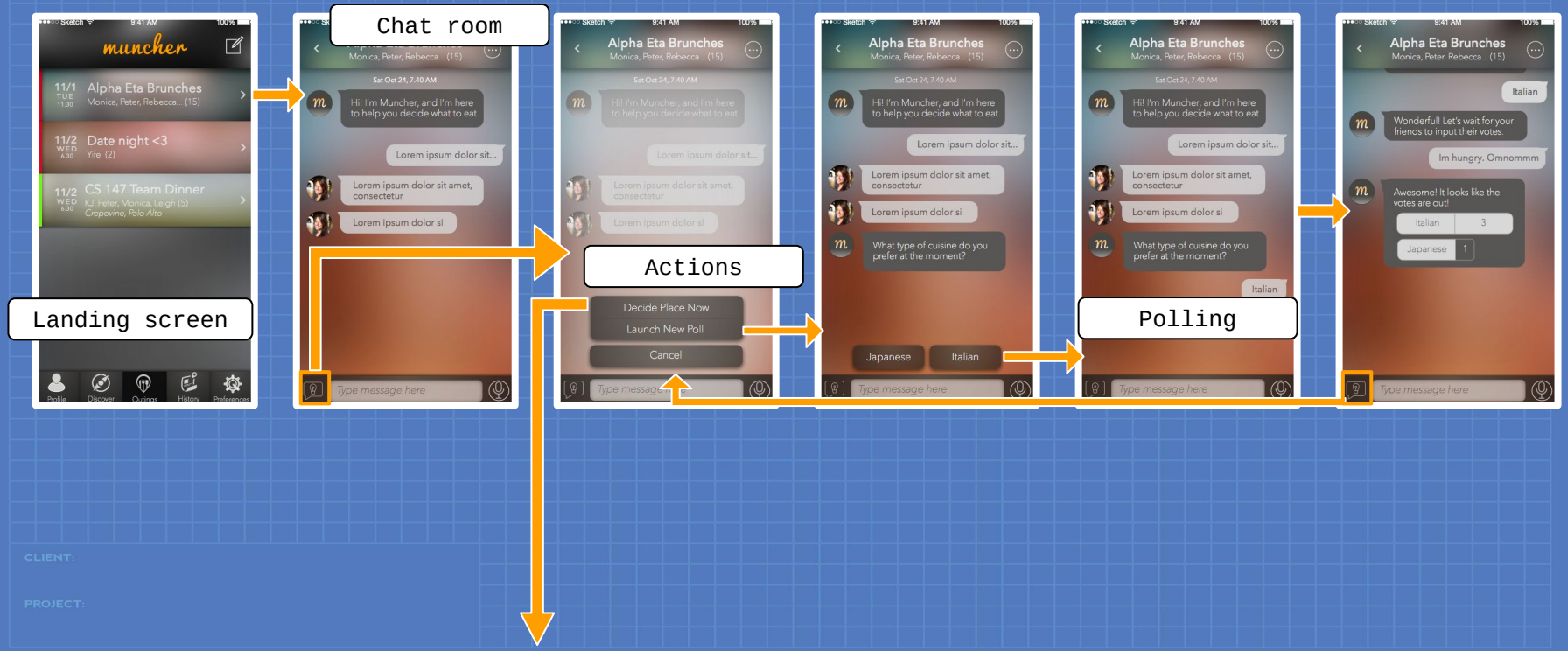
PROJECT:

Task Flows

CLIENT:

PROJECT:

Task #1: Decide a place to eat



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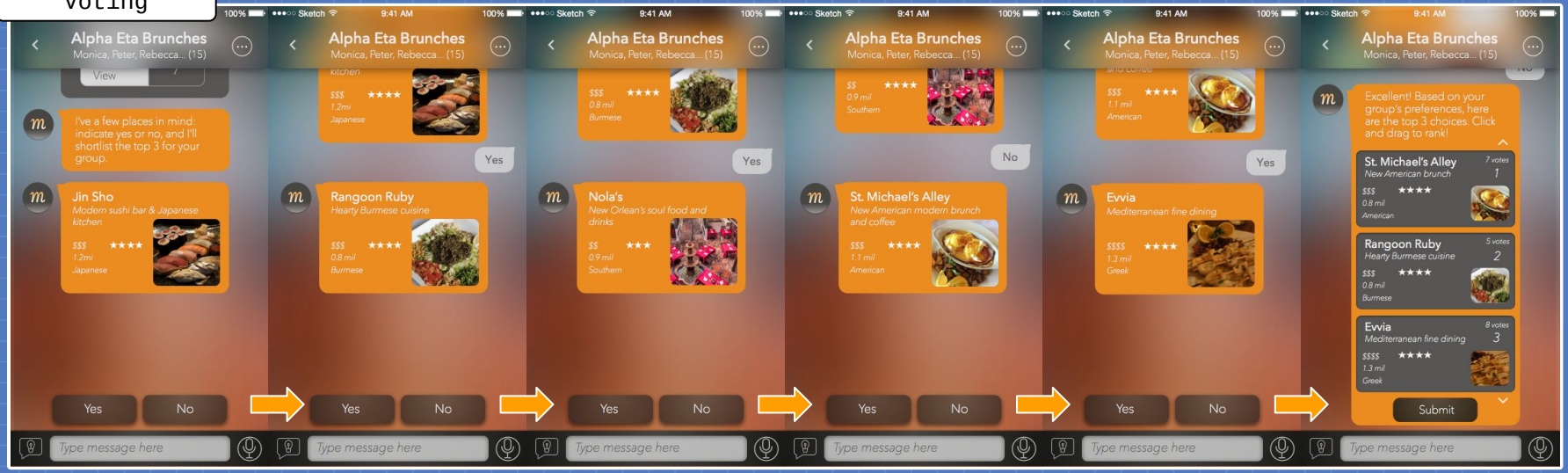
Task #1: Decide a place to eat

Voting



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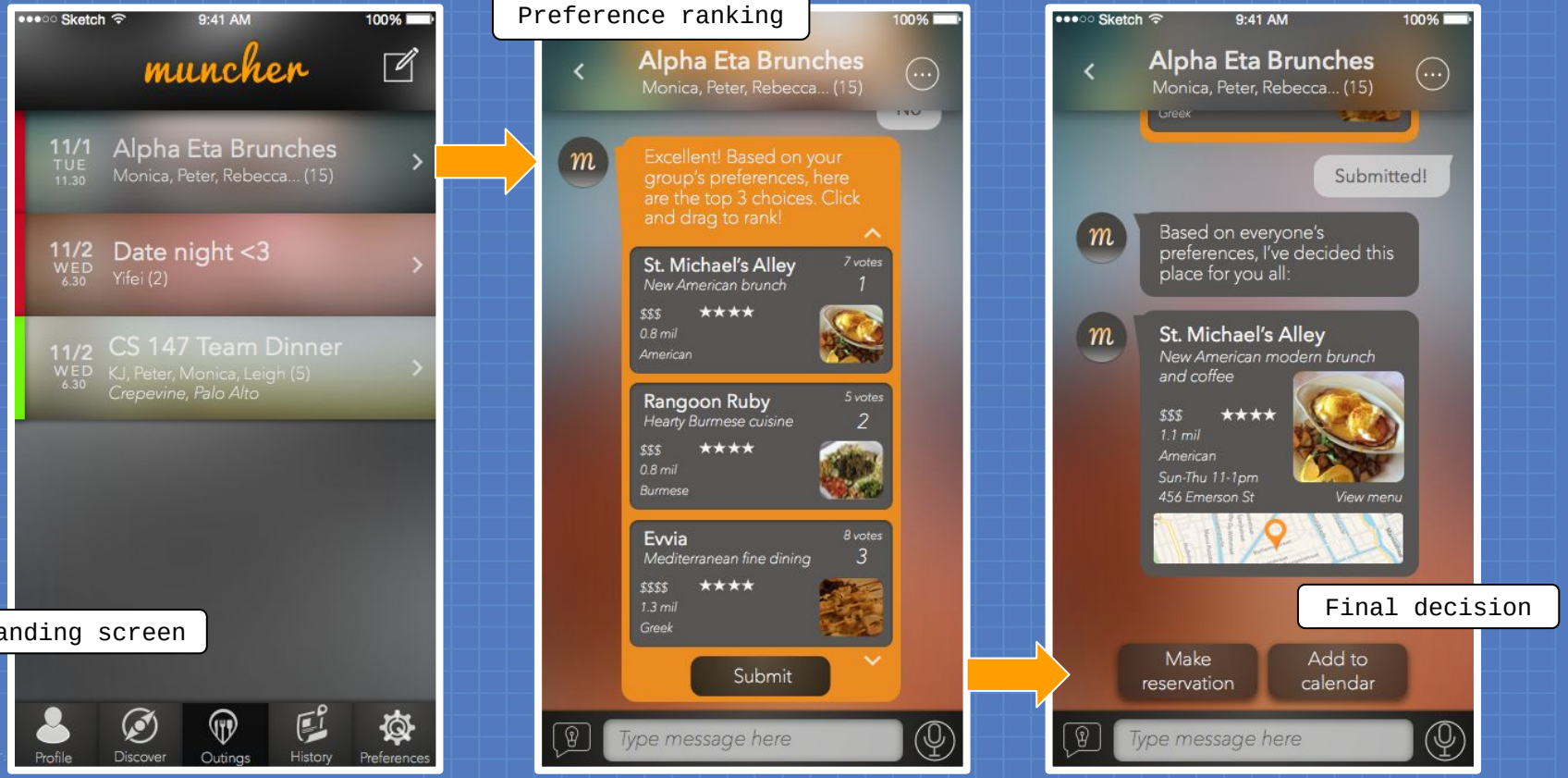
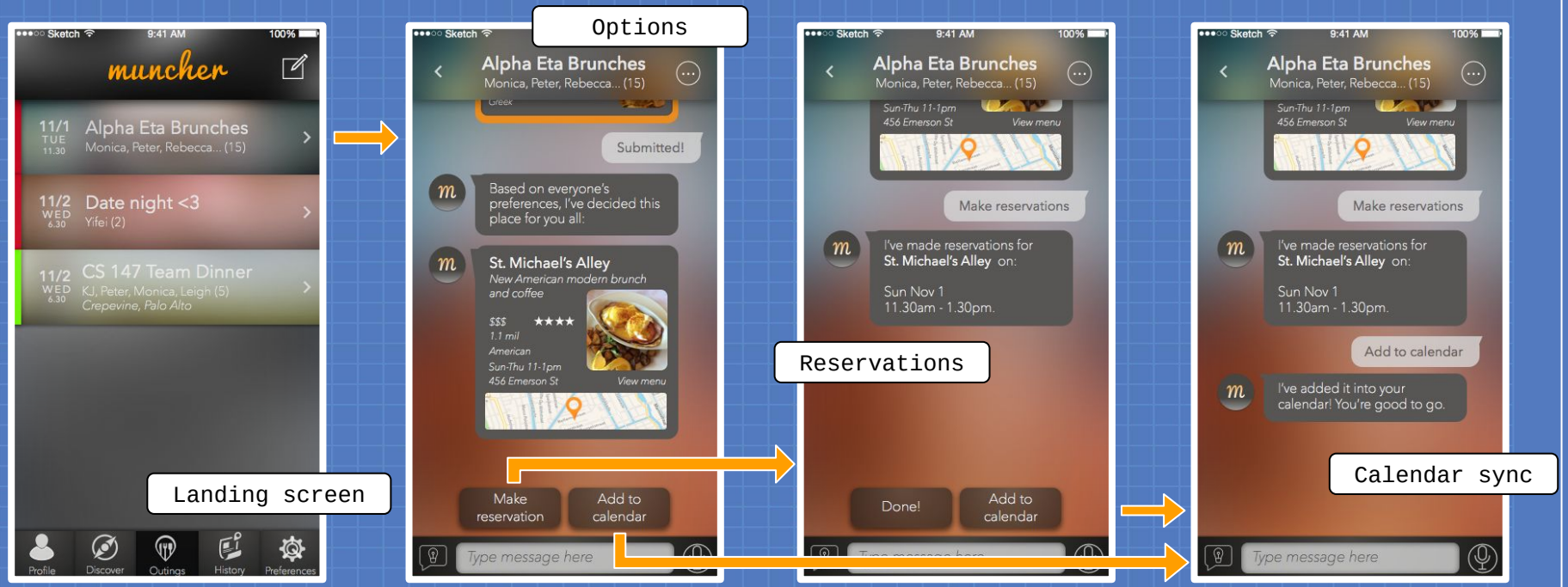
Task #2: Deal with user discontent



Task #3: Coordinate the actual plans



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PROJECT:

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PROTOTYPE OVERVIEW

The “making-of” story
behind the app

CLIENT:

PROJECT:

We used:

CLIENT:

PROJECT:

- Allows for clean, aesthetically pleasing iPhone app designs
- Look & feel of designs are closer to the final product

- Extremely slow
- Learning curve for the software

CLIENT:

PROJECT:

We used:

CLIENT:

PROJECT:

- Helps link screens together to create a flow
- Allows users to simulate the experience of using a real iPhone app

- Delayed responses from the interface
- Weak transitions between features
- Data that users see is static

CLIENT:

PROJECT:

POSITIVES

Cleaner + consistent UI

Every feature is kept within a group chat

Shorter decision making flow

CLIENT:

PROJECT:

NEGATIVES

Static data

Unclear if our color scheme is appealing

Our app could be more visuals and less words

CLIENT:

PROJECT:

TRADEOFFS

We did not implement a “swipe between cards” feature to keep everything consistent in a group chat

Decided against having an admin for each group for simplicity

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5

ADDITIONAL SCREENS

Extra features

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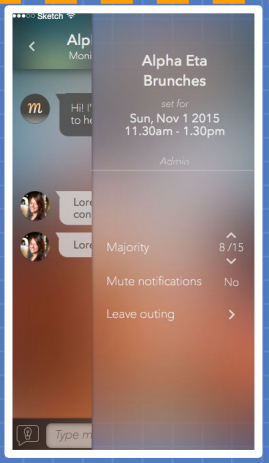
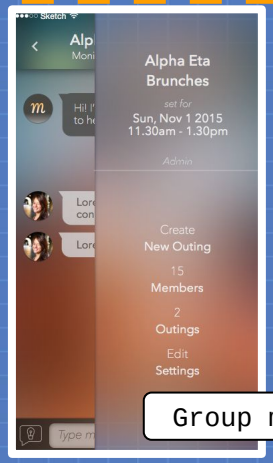
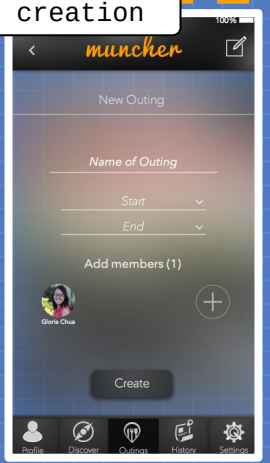
PROJECT:

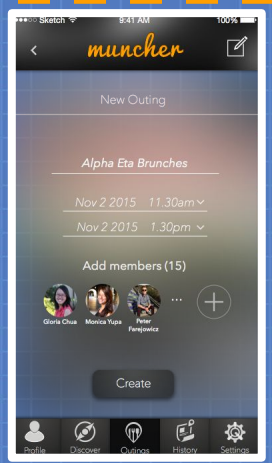


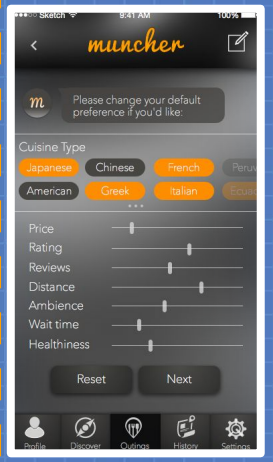


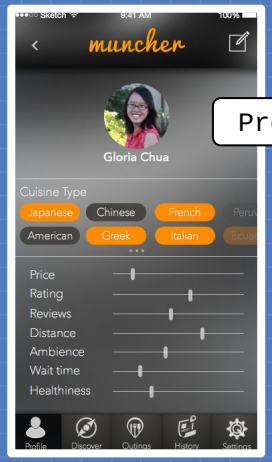
Group manager

Group creation









Profile preferences

CLIENT:

PROJECT:

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PROTOTYPE DEMO

The medium-fi prototype

CLIENT:

PROJECT:

http://stanford.io/1HcAJWD

CLIENT:

PROJECT:

Thanks!

ANY QUESTIONS?

CLIENT:

PROJECT: