1. Team Name & Value Proposition
Parcel: Sending memories for your friends to find

2. Team Roles
Jon Derman Harris - UX/Design
Da Eun Kim - User Testing
An Luong - Management, Documentation
Debnil Sur - Development, Digital Prototyping

3. Problem and Solution Overview
Transitions can be hard, and moving somewhere new can feel overwhelming for college students at first. Connecting and interacting with faraway loved ones comforts them. Care packages are especially emotional for both homesick college students and their families and friends because it allows them to reminisce about happy memories. Parcel can be a way to digitally send memories or moments to a certain location, and when your loved ones journey there, they will have a surprise waiting for them.
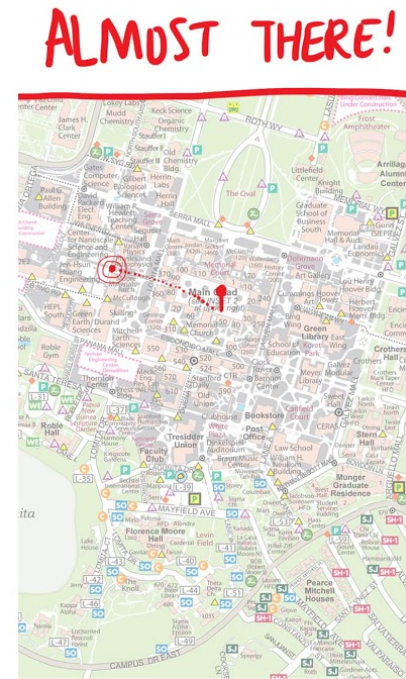
4. UI Sketches
UI #1: Receiving a Parcel flow:
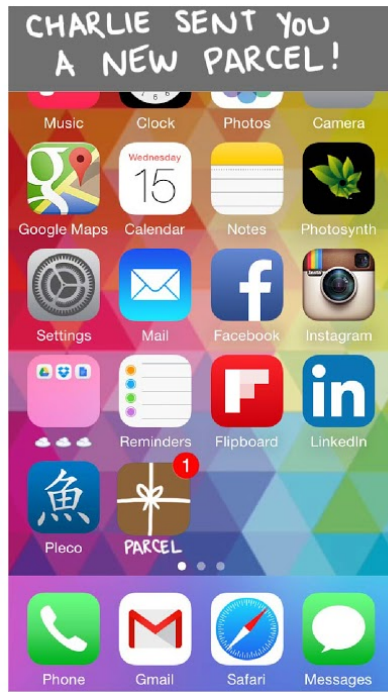
1. Notification of Parcel
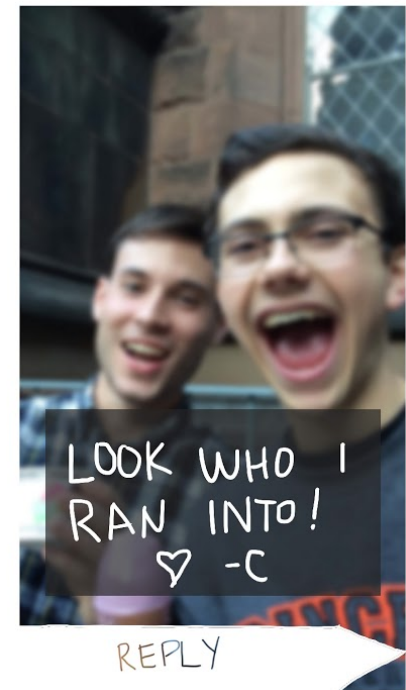

2. Open app to view Parcel

3. Parcel directs user to Parcel

4. When user finds Parcel
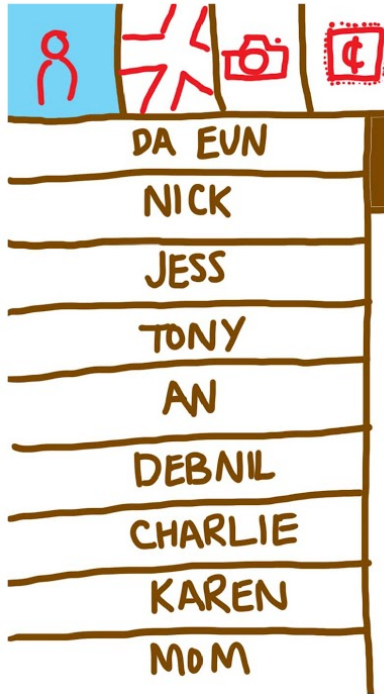

5. Photo sent by friend
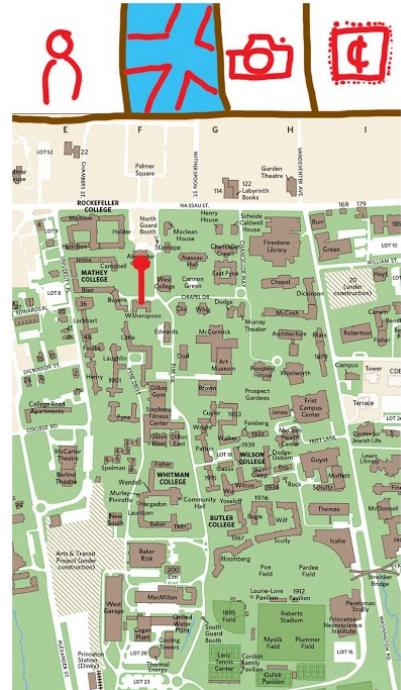

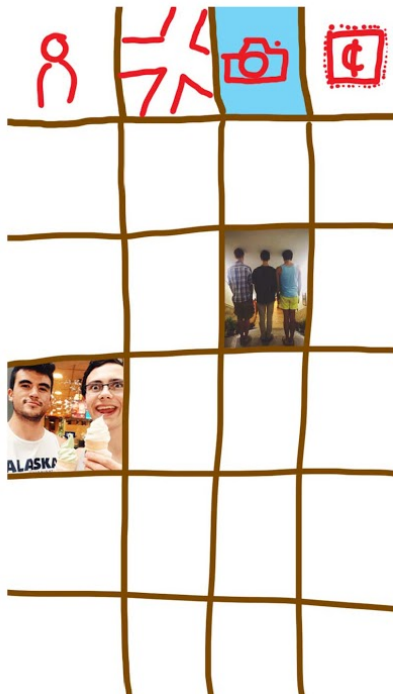**6.** Message from friend and reply option

UI #1: Sending new parcel flow:

1. Sending new parcel

2. Select recipient

3. Select location

4. Select photo
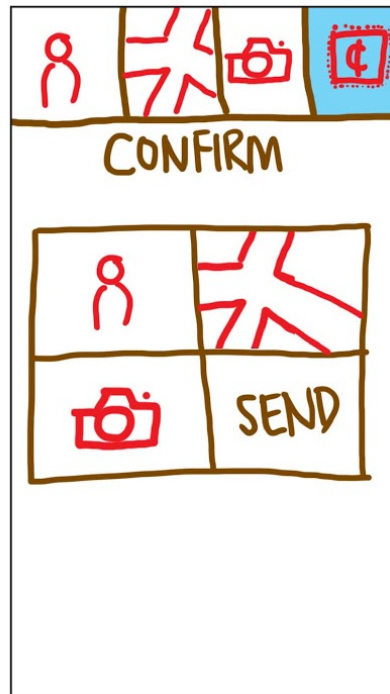
5. Confirm Parcel

UI #2 flow: Creating a new parcel with squares menu, swipe through options:
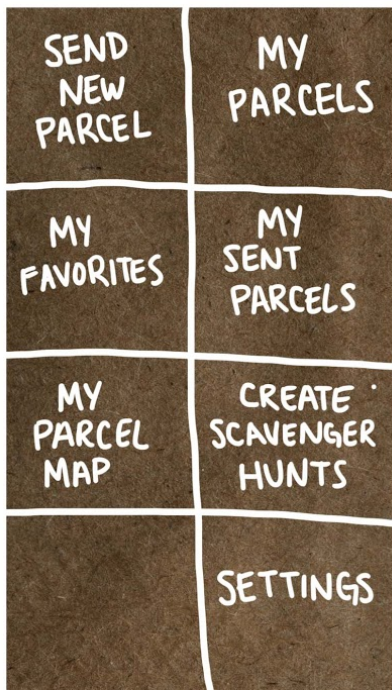
SEND NEW PARCEL	MY PARCELS
MY FAVORITES	MY SENT PARCELS
MY PARCEL MAP	CREATE SCAVENGER HUNTS
	SETTINGS

HOME SCREEN

SELECT:

FRIEND	PHOTO
LOCATION	SEND

NEW PARCEL SCREEN

YOUR PARCEL HAS BEEN SENT

SENT SCREEN

FAVORITES

DEBNIL

LAST PARCEL SENT: OCT 10

TO: LANTANA

SELECT PERSON

SWIPE FOR CHARLIE'S LOCATIONS

- SCHOOL

- LAST PARCEL SENT: MAY 2nd

SELECT LOCATION

MY PARCELS

FROM: CHARLIE
MESSAGE:
LOOK WHO I
RAN INTO!

♡ - C

SWIPE BETWEEN
RECEIVED PARCELS
(SAVED IN-APP)
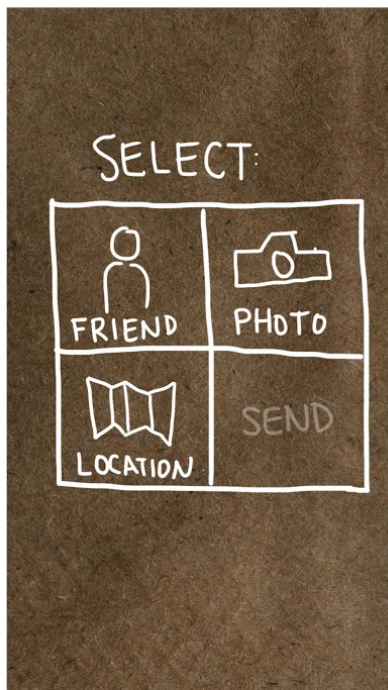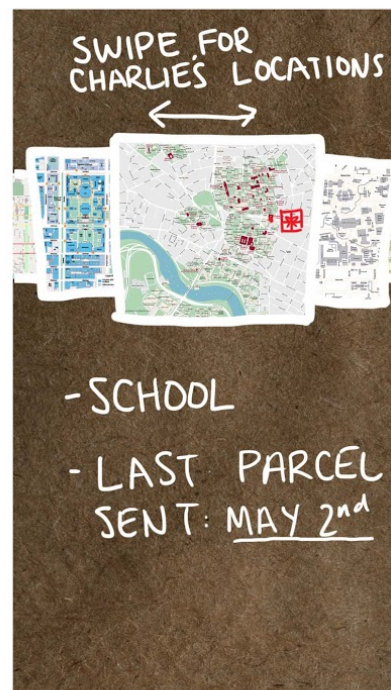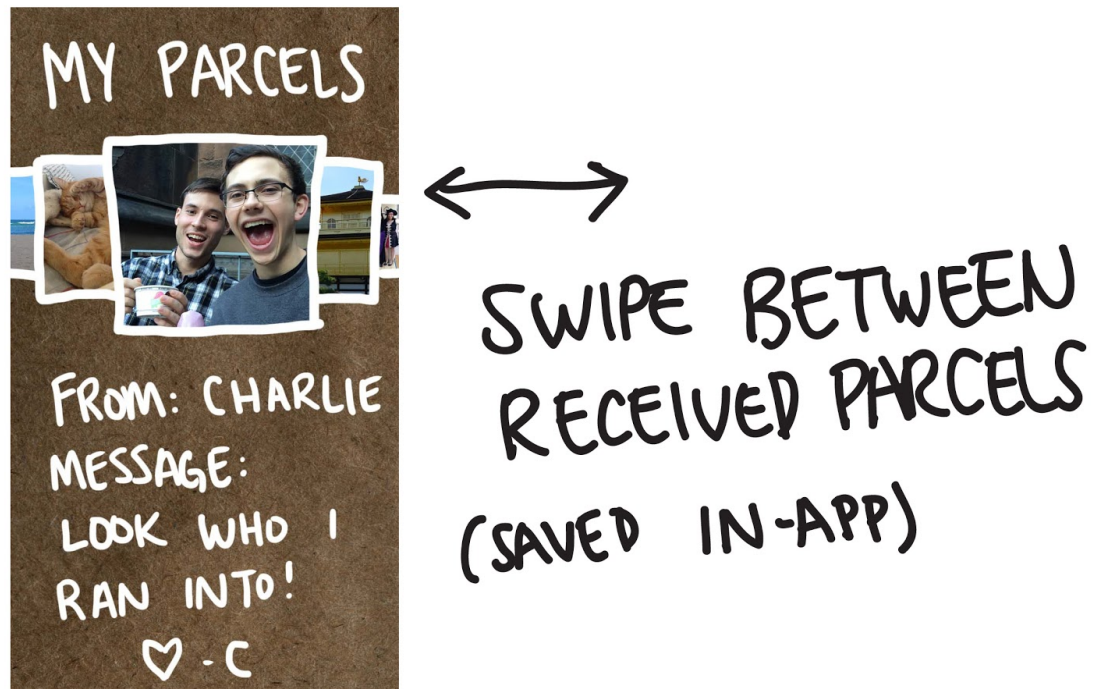
5. Selected Interface Design

 Between the two designs shown above, our interface design of choice is the first one because its flow felt easier to understand and use. The first design felt more streamlined with placemarks throughout the sending process, using the transition tabs at the top of the screens to guide the user throughout the sending process and require fewer screens to send a parcel. In the second design, users would create new Parcels from the "New Parcel Screen," and return to the screen with four squares in between selecting the person, location, and photo. This process felt very intuitive to us but we eventually decided users would benefit more from being able to see each step in all screens.

 The second design was not without its benefits; visually, its layout felt more appropriate as a metaphor for a physical parcel. But we felt that that clever association did not benefit the user more than a straightforward and clear progress bar would. Another aspect that we really liked about our second design was that its use of tiles in perspective reinforced the physicality of the Parcels, but again, that was not worth sacrificing usability.

 In our chosen design, users open the app to view Parcels that have been sent to them in a particular location. Once the app has led them to their Parcel's location, they can view it, any attached message, and reply quickly. Each button is an arrow itself to cue users how to swipe through menu screens. Friends using the app will be listed, and photos appear in a grid. Users will indicate location by dropping a pin onto a map. The confirmation screen that comes up before a user can send a Parcel previews the recipient, photo, and location for the Parcel to be sent to. This would help users make sure their Parcel is put together exactly how they would like it.

Below, we have included a **functionality summary table** which presents functions that our user interface enables:
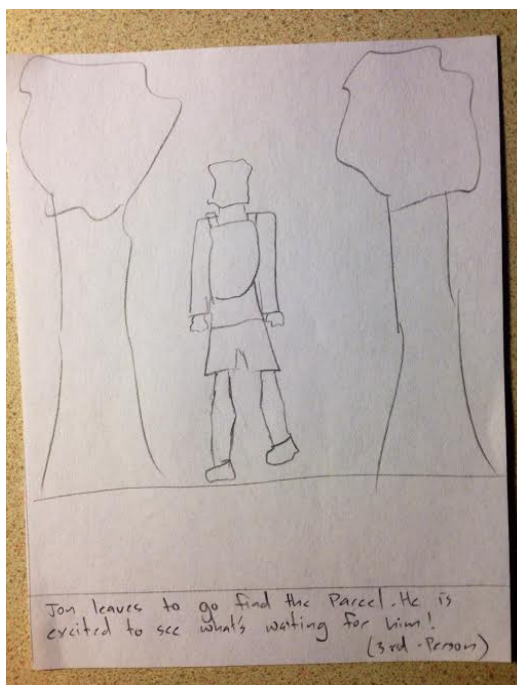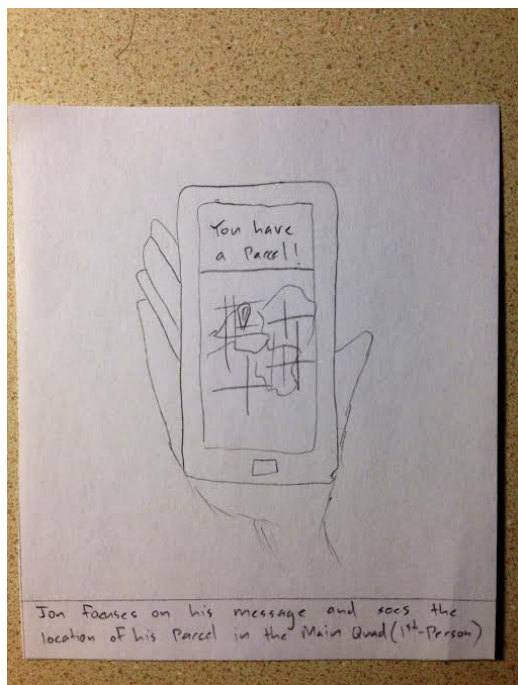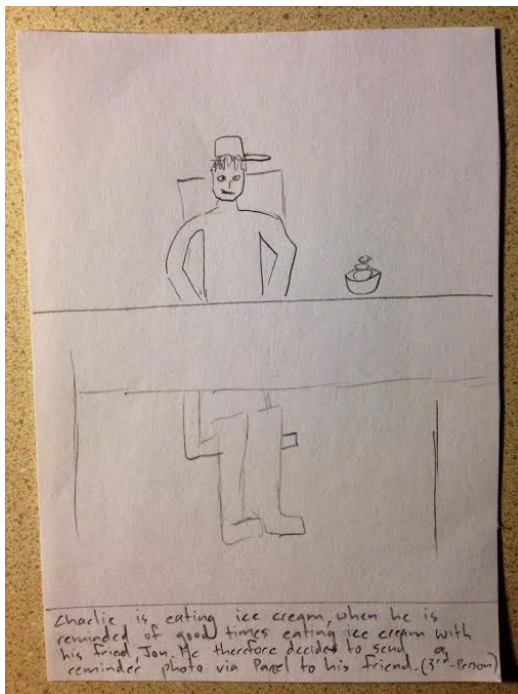
Function	Purpose
Keep track of progress	Helps new users understand very quickly how the app works; it makes navigation easier and faster
Loading capability from social media and from phone	Allows users to utilize previously generated media in a new way through Parcel; more visually stimulating to see a photo of a person as opposed to a list of names
Provides familiar flow	Allows new users to pick it up more quickly so that they can more quickly utilize its full capabilities

6. UI Storyboards for 3 Scenarios

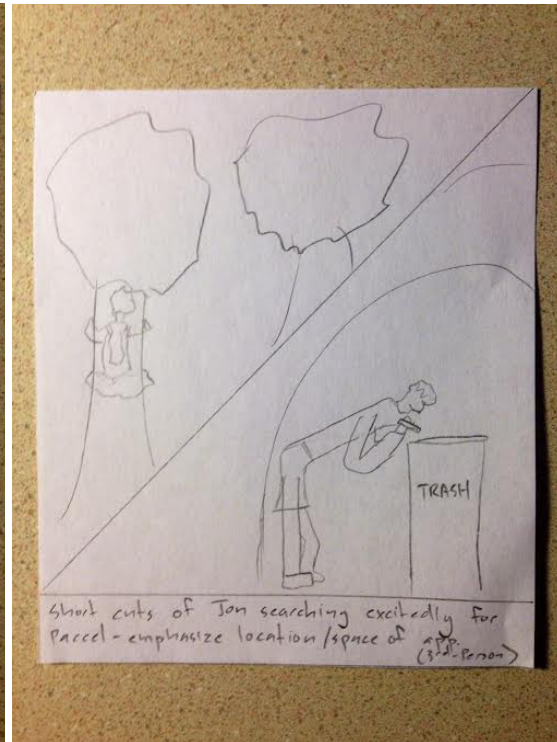| Task	Frequency	Importance
Send photos to friends, family to be opened at a certain location	High	High
Attach messages (maybe other media too) to photos 'dropped'	High	High
Can be used to create scavenger hunts for friends (difficult)	Low	Medium
Download photos to take them off their digital photo map	High	Medium
Get notified when friends send them new photos to locate	High	High
View on a map where their photos are	High	High
Send photos back to sender's inputted home location	Low	Low

7. Video Planning Storyboards for 3 Scenarios for video shoot
<u>Scene 1 - Receiving a Parcel</u>

Charlie is eating ice cream, when he is reminded of good times eating ice cream with his friend Jon. He therefore decides to send a reminder photo via Parcel to his friend. (3rd-Person)

Jon is studying when he gets a notification from Parcel! (3rd-Person)

Jon focuses on his message and sees the location of his Parcel in the Main Quad (1st-Person)

Jon leaves to go find the Parcel. He is excited to see what's waiting for him! (3rd-Person)

Description: Charlie is eating ice cream and is reminded of his best friend, JDH. So, he decides to send him a Parcel (top-left). JDH receives a notification that a Parcel was sent to him (top-right). He opens up the notification for the location of the Parcel and talks about how he will get there (bottom-left) (camera zooms in). JDH starts on his journey for his friend's Parcel; camera follows JDH from behind (bottom-right).

Scene 2 - Finding that Parcel

Zoom up to Jon's face and portray his excitement (3rd-Person)
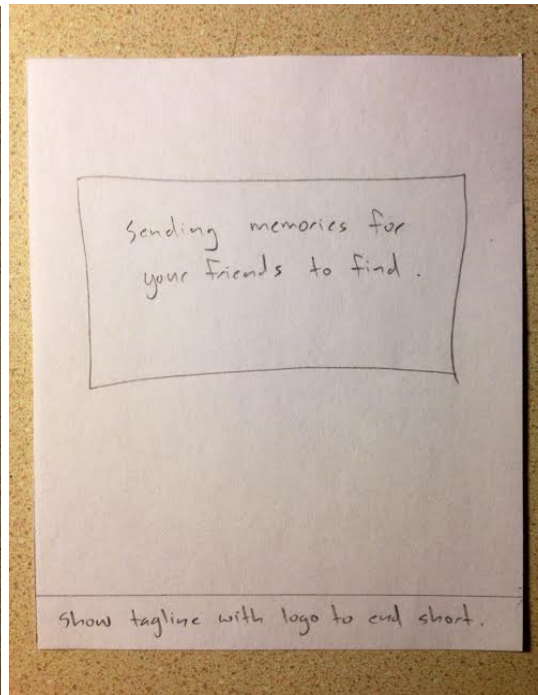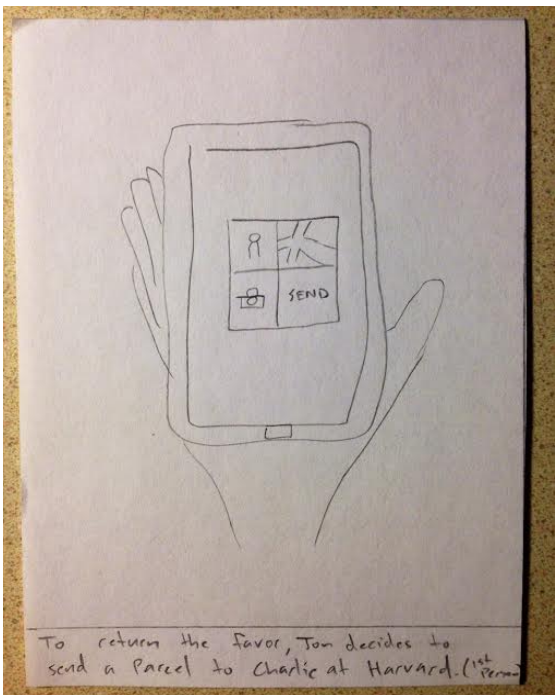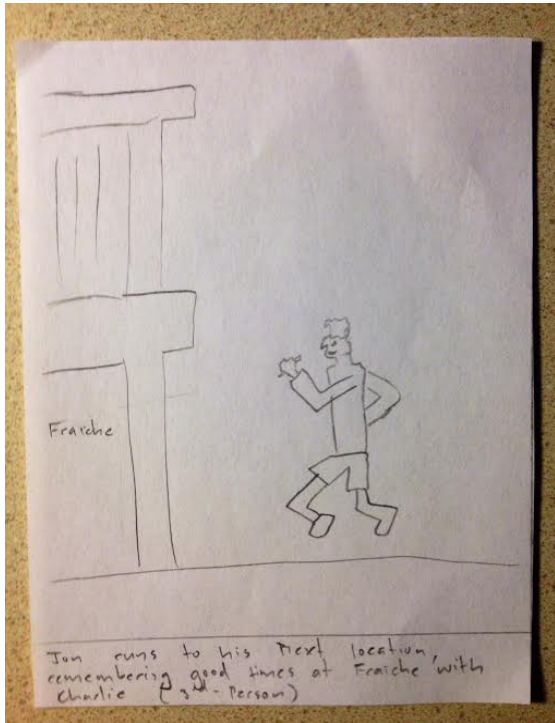

Short cuts of Jon searching excitedly for Parcel - emphasize location/space of app. (3rd-Person)

Jon found the Parcel! He looks through it to find another waiting for him (1st +3rd-Person)
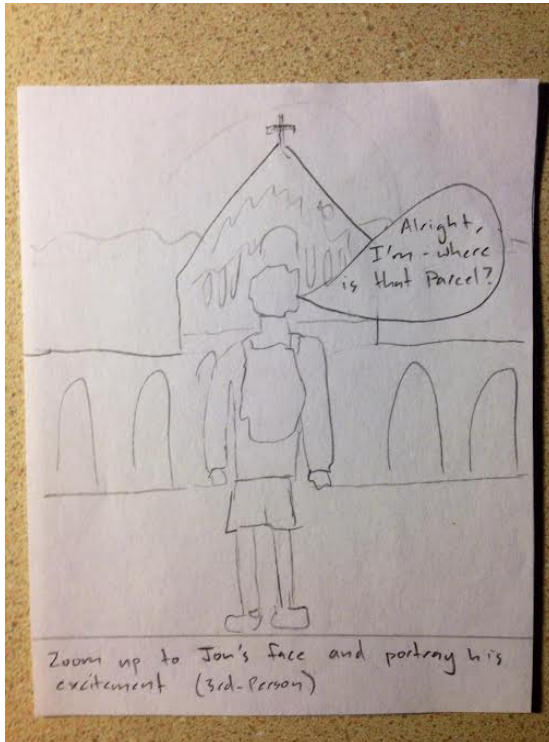
Description: JDH arrives in the general vicinity of the Parcel. He is excited (top-left). He starts looking around for the location of the Parcel; this demonstrates the sensitivity options for placing a Parcel (top-right). This scene will have quick cut-offs to deliver a humorous effect. JDH finally finds the Parcel, looks at it, and finds directions to another one in Tressider! (bottom).

Scene 3 - Creating and Sending a New Parcel

Fraiche

Jon runs to his next location, remembering good times at Fraiche with Charlie. (3rd - Person)

MISS YOU, JON!

Jon opens 2nd Parcel and loves the picture!
(1st - Person)

R | SEND

To return the favor, Jon decides to send a Parcel to Charlie at Harvard. (1st Person)

Sending memories for your friends to find.

Show tagline with logo to end short.

Description: JDH goes in search of this final Parcel sent from his friend, Charlie. He excitedly gets to Fraiche, the location (top-left). Once he gets there, he opens a very nice photo / message about when they had ice-cream there a long time ago (top-right). To return the favor, JDH decides to find a photo, location, and send his own Parcel to Charlie. Charlie receives it and will be able to open it when he gets home (bottom-left). The ending screen reaffirms the purpose with the Parcel tagline (bottom-right).

8. Concept Video Description (1/2 page)

Our video shooting process began at a very high level: we first decided as a group how we could showcase Parcel using a story between two users. We created a storyline that included faraway friends and used the photos that they sent to one another to stitch together a backstory between them to help viewers understand their relationship and the impact the app could have. One character is led around by the Parcels left by the other, who is thinking about him and looking through photos nostalgically. Finally, the Stanford character replies with a Parcel to his friend, and the audience is left to wonder what he sent to him.

We shot the scenes with the Stanford character, and asked several friends at Princeton to shoot the other character's scenes. When we received their shots, we were pretty disappointed because they weren't up to our standards for the video, and we decided to reshoot them. This taught us a valuable lesson: friends who do you favors are a great gift, but you should never give up your creative direction. Our original storyboard centered around an exchange between someone at Stanford and someone at Princeton, but we couldn't include their shots. We ended up re-shooting the Princeton scenes with a friend here at Stanford and changing the voice-overs to help clarify our story.

1. What was difficult?

The Princeton setback cost us a few hours of shooting and re-editing, but otherwise our process was incredibly efficient; we knew investing time planning from the beginning would save us time later. Perhaps our most significant challenge was creating a story with enough of an emotional hook to pull viewers in, but stay within the time limit. We spent a lot of time thinking of ways to create the backstory between the two characters and decided that the photos they exchange were the best medium for that.

It was also a significant amount of time to edit the 10+ minutes of footage that we had shot down to 2.5 minutes.

2. What worked well?

Our team has consistently been able to work efficiently. Luckily our team collectively has experience with video design, storyboarding, shooting, and editing. Given this assignment's time constraints, we were able to conceive, shoot, and edit relatively quickly. We also had a core concept of friends who are far away contacting each other relatively

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

We front-loaded the design and planning for the video, so shooting ended up taking the least amount of time. Design prep took about 10 man-hours, shooting took about 3 man-hours, and editing was about 6 (wo)man-hours.