

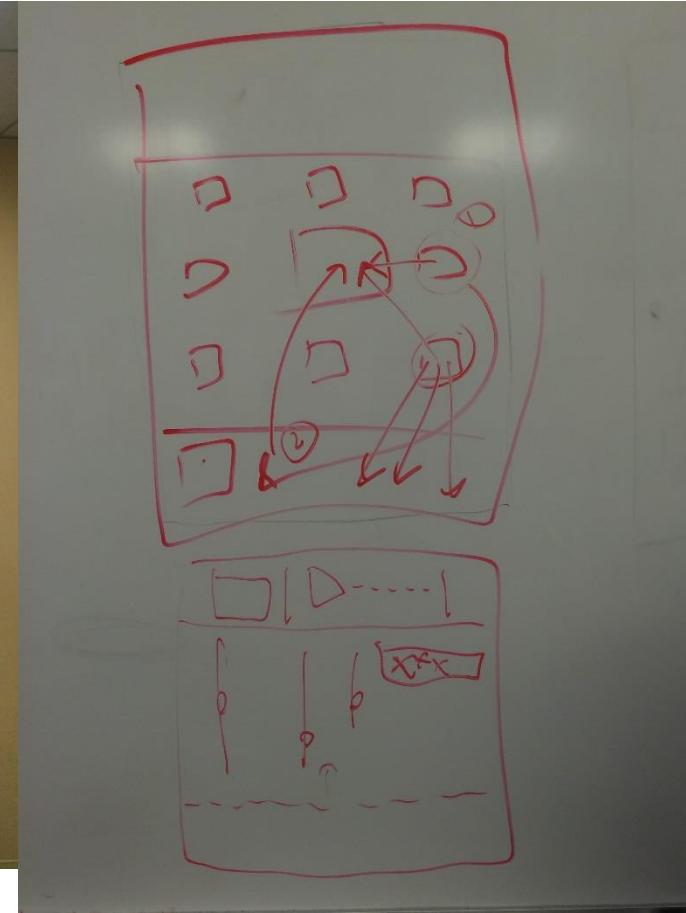
Soneme Medium Fi Prototype

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Tasks Recap

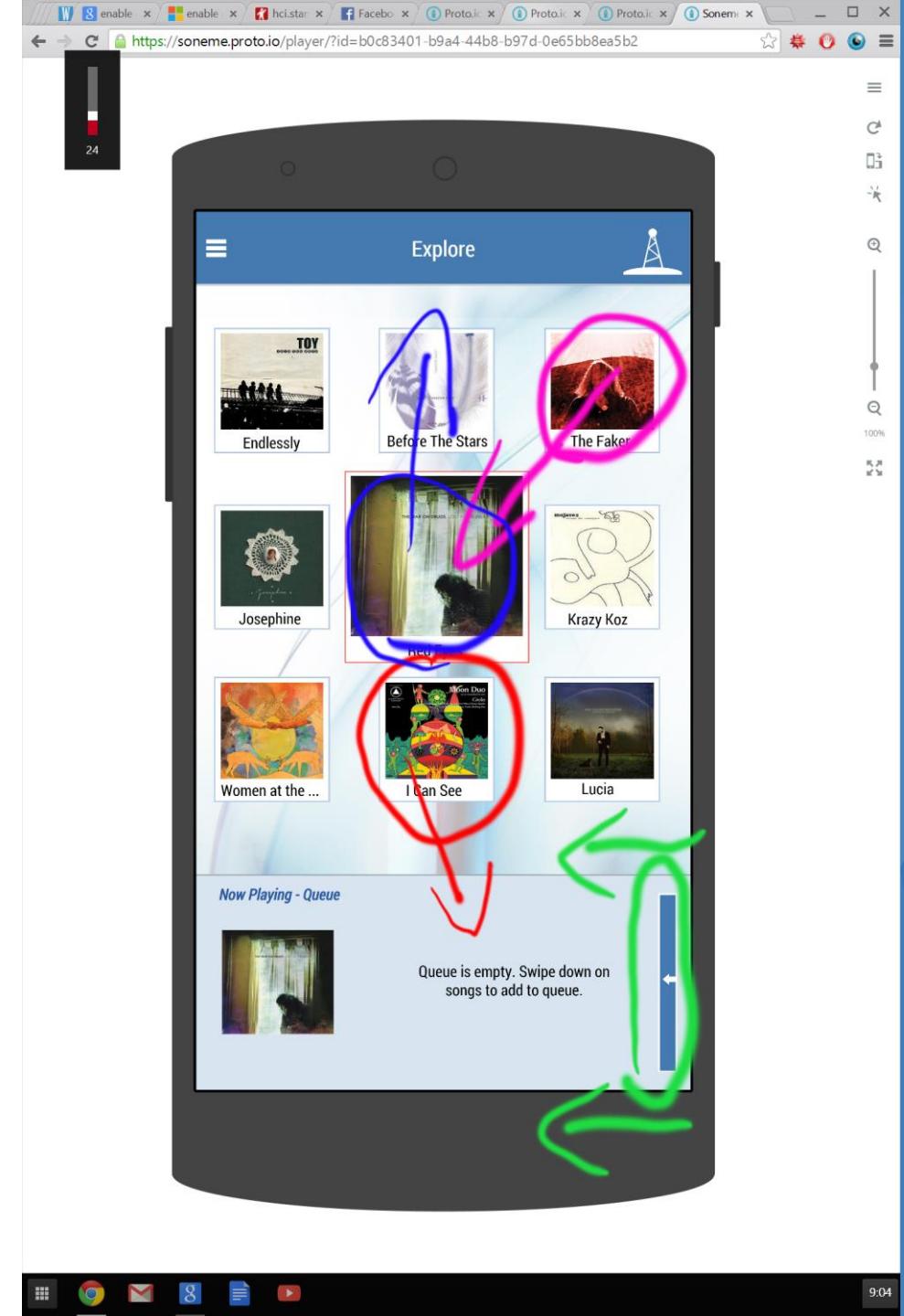
- ▶ Simple task: Search through Soneme DJs in the area and tune into a DJ's broadcast.
- ▶ Medium task: Make an initial search for songs to listen to. This is the very first thing a user does when starting Soneme for the first time. The search process can be simple, with a single input box, to a sophisticated search using multiple parameters.
- ▶ Complex task: Become a DJ! Add and remove songs from the queue, reorder the songs, and broadcast the queue as a live DJ program. Explore the grid and chose different directions to explore.

New paradigm: Drag and swipe



New paradigm: Drag and swipe

- ▶ Eliminates need for new icons to indicate actions
- ▶ Difficult to convey the function of a small icon
- ▶ Dragging and swiping is already a touch screen convention
- ▶ Interface is more interesting and fun to explore
- ▶ Less clutter



Demo time!

- ▶ <https://soneme.proto.io/share/?id=b0c83401-b9a4-44b8-b97d-0e65bb8ea5b2&v=2>

Tools: Proto.io

- ▶ Interactive prototyping tool for mobile software

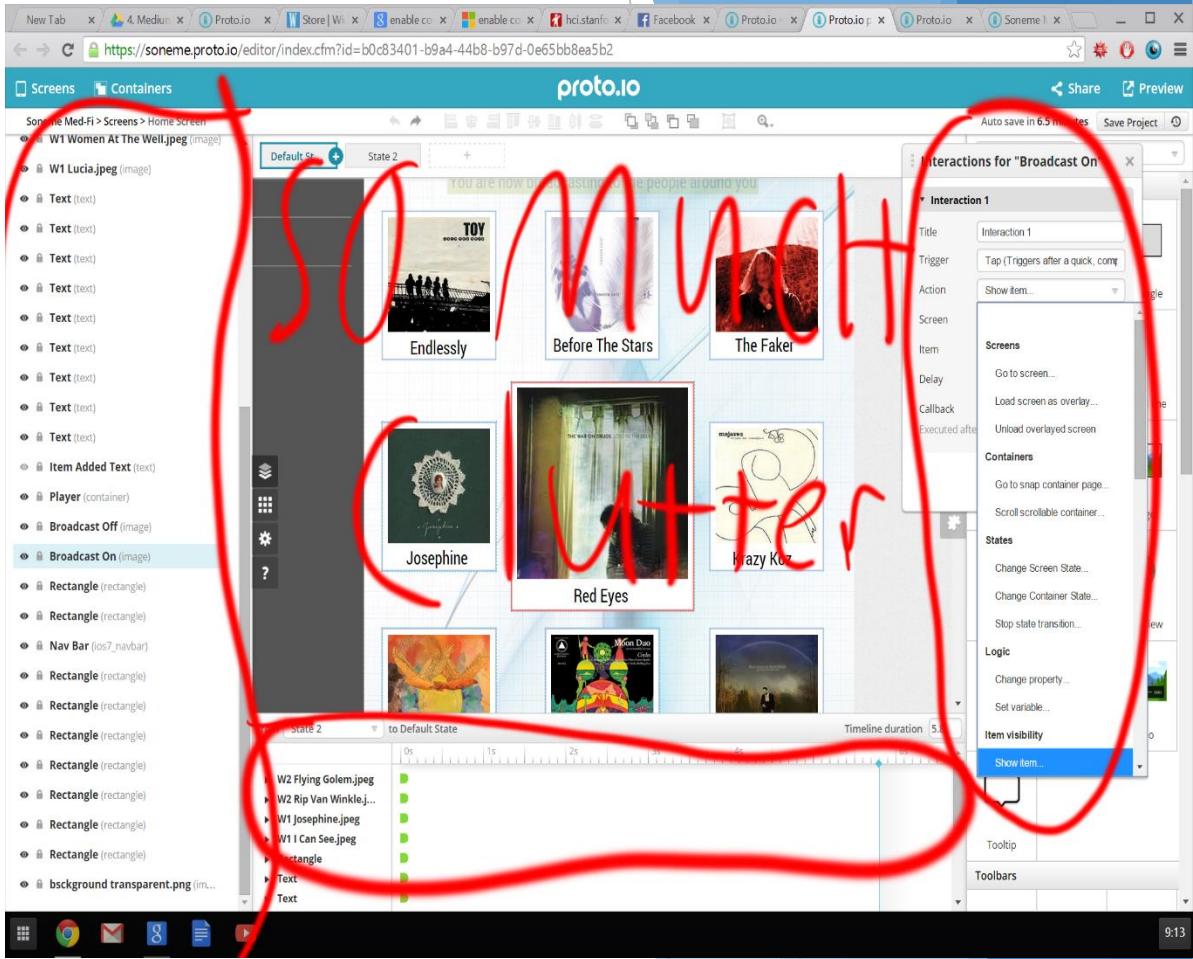
The screenshot shows the Proto.io editor interface for a project titled "Soneme Med-Fi". The main workspace displays a mobile screen titled "Explore" with a subtitle "You are now broadcasting to the people around you". The screen contains several cards with images and titles: "TOY", "Endlessly", "Before The Stars", "The Faker", "Josephine", and "Krazy Koz". A timeline at the bottom indicates a duration of 5.8 seconds. The left sidebar shows an "Item browser" listing various assets like "W1 I Can See.jpeg" and "W2 Rip Van Winkle.jpeg". The right sidebar provides a library of basic components: Text, Rich Text, Rectangle, Circle, Horizontal line, Vertical line, Interaction Area, Animation target, Image, Icon, Placeholder, Web View, HTML Code, Audio, Video, and Tooltip. The top navigation bar includes tabs for "Screens" and "Containers", and buttons for "Share" and "Preview".

Pros

- ▶ You know what you are making (what you see is what you get)
- ▶ Can switch between Android and iPhone mockups.
- ▶ Some essential settings were there...

Frustrations

- ▶ Difficult to produce more than a few screens.
- ▶ Creating an integrated system is out of the question (too time consuming).
- ▶ Need to individually link elements. No automation.
- ▶ Limited toolset meant proper swiping animations were impossible. Had to substitute animation-less gestures with less nuance than our vision.
- ▶ Support for music is poor. Music is integral to the experience.
- ▶ Not as robust as we had thought in the beginning.



In summary...

- ▶ Using platform conventions can greatly simplify an interface.
- ▶ Breaking from conventions (new icons) can slow down the customer.
- ▶ Proto.io is a useful tool for small scale prototypes, but it can slow down or prevent more complicated prototypes.
- ▶ Project's vision is always a few steps ahead of tangibles, which is a good thing.