

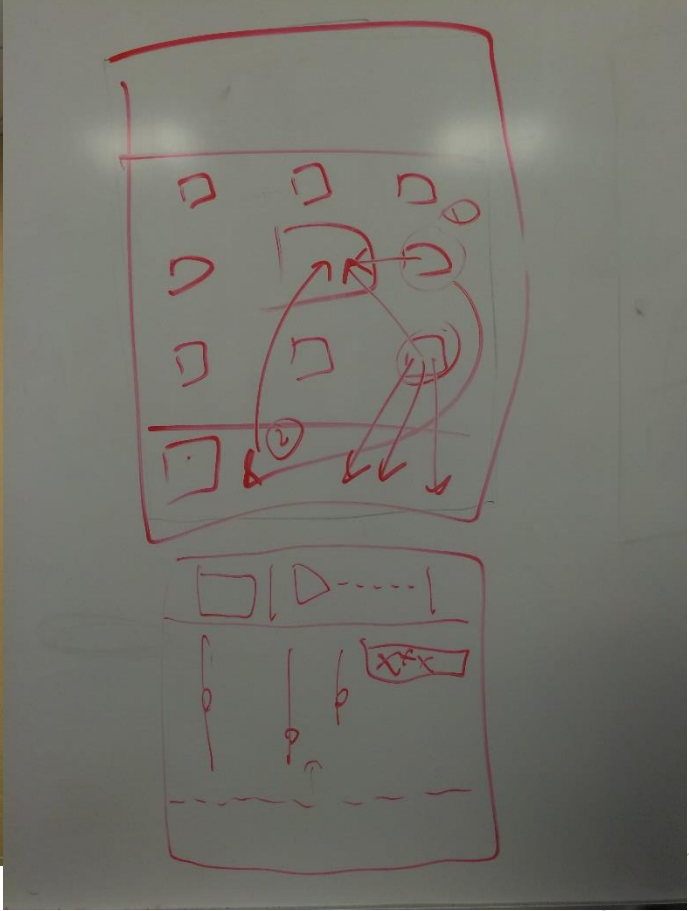
Soneme Medium Fi Prototype

Robert Fearon, Emmerick Ankelam, Jorge Pozas

Tasks Recap

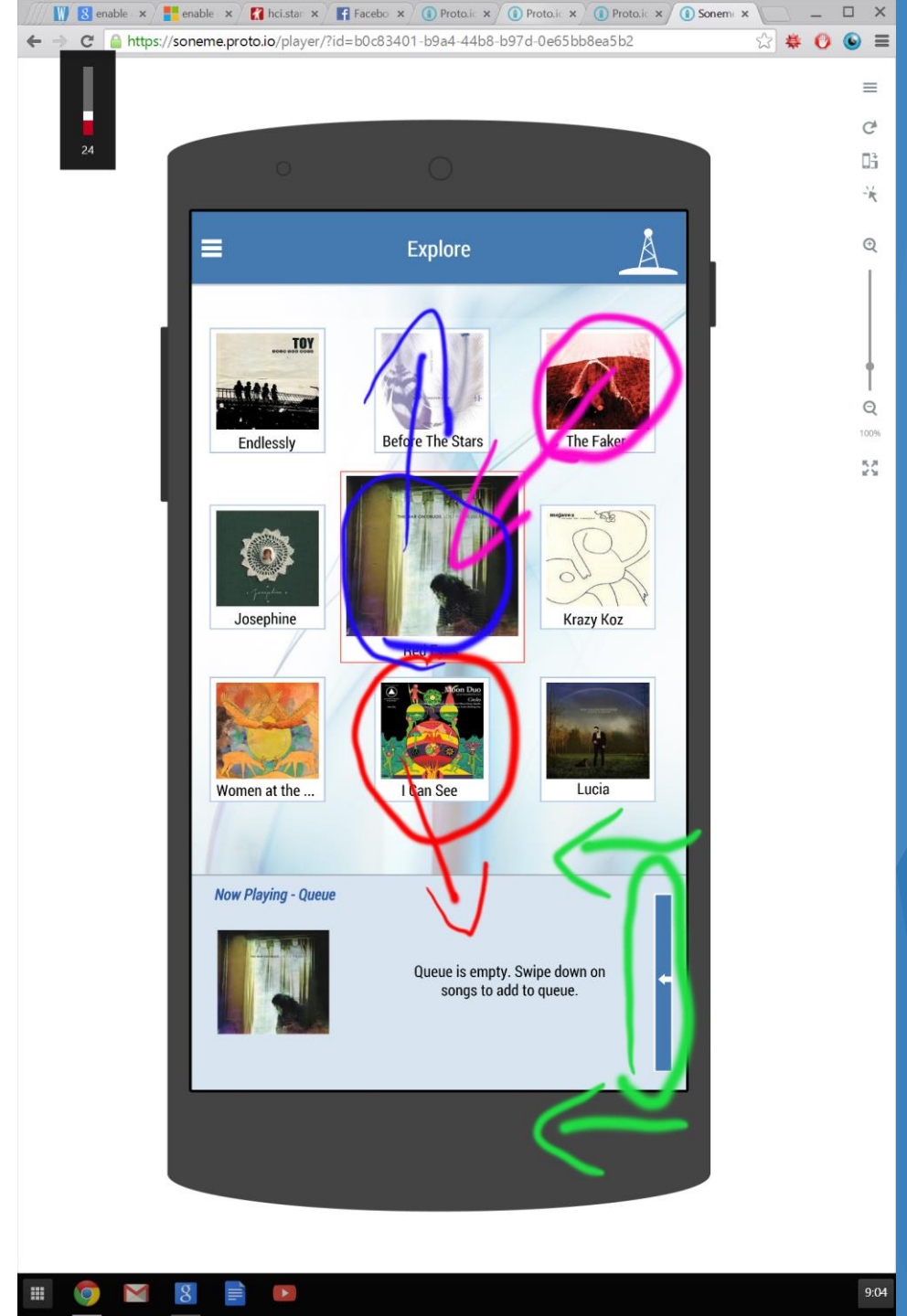
- ▶ Simple task: Search through Soneme DJs in the area and tune into a DJ's broadcast.
- ▶ Medium task: Make an initial search for songs to listen to. This is the very first thing a user does when starting Soneme for the first time. The search process can be simple, with a single input box, to a sophisticated 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

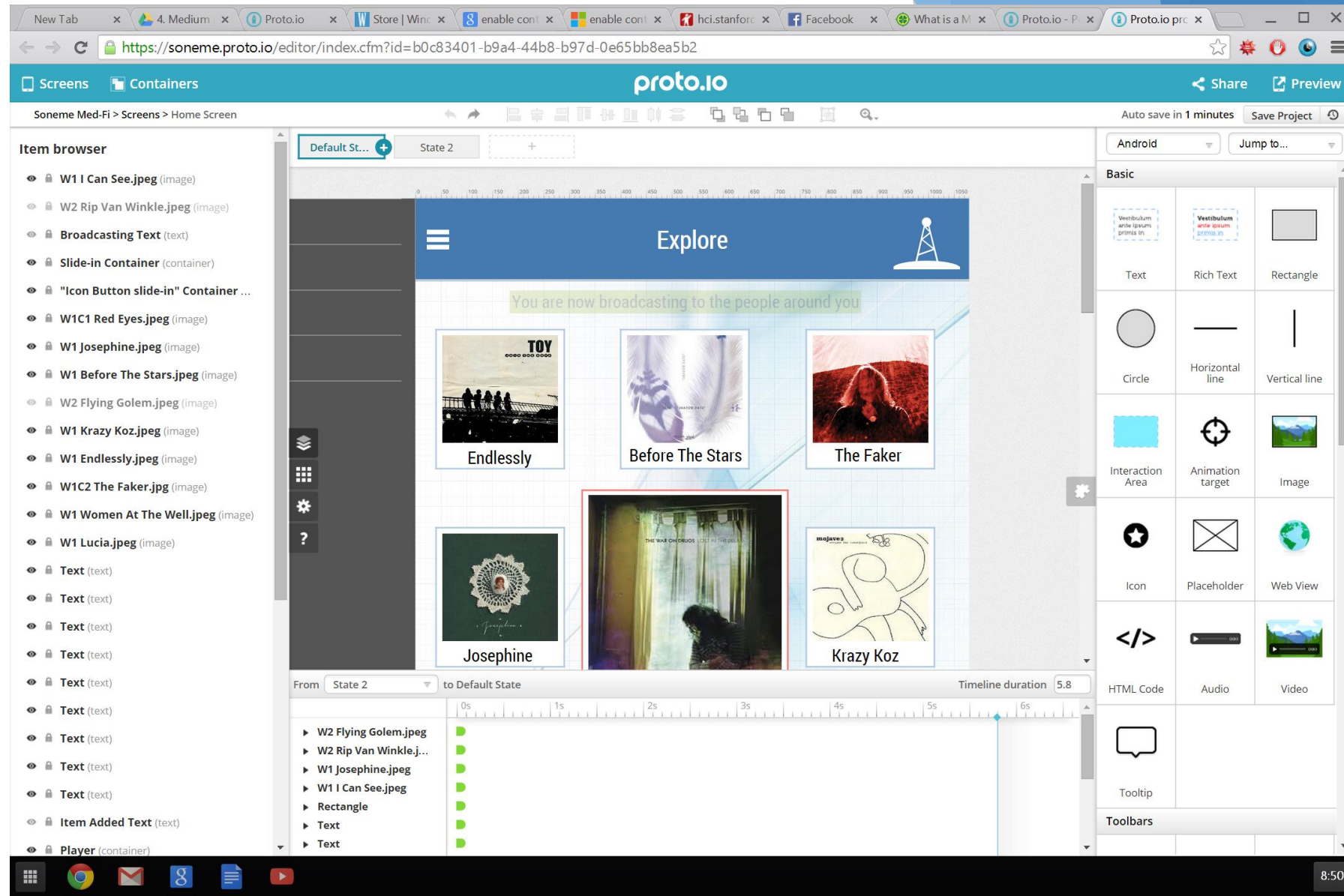


Demo time!

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

Tools: Proto.io

- ▶ Interactive prototyping tool for mobile software

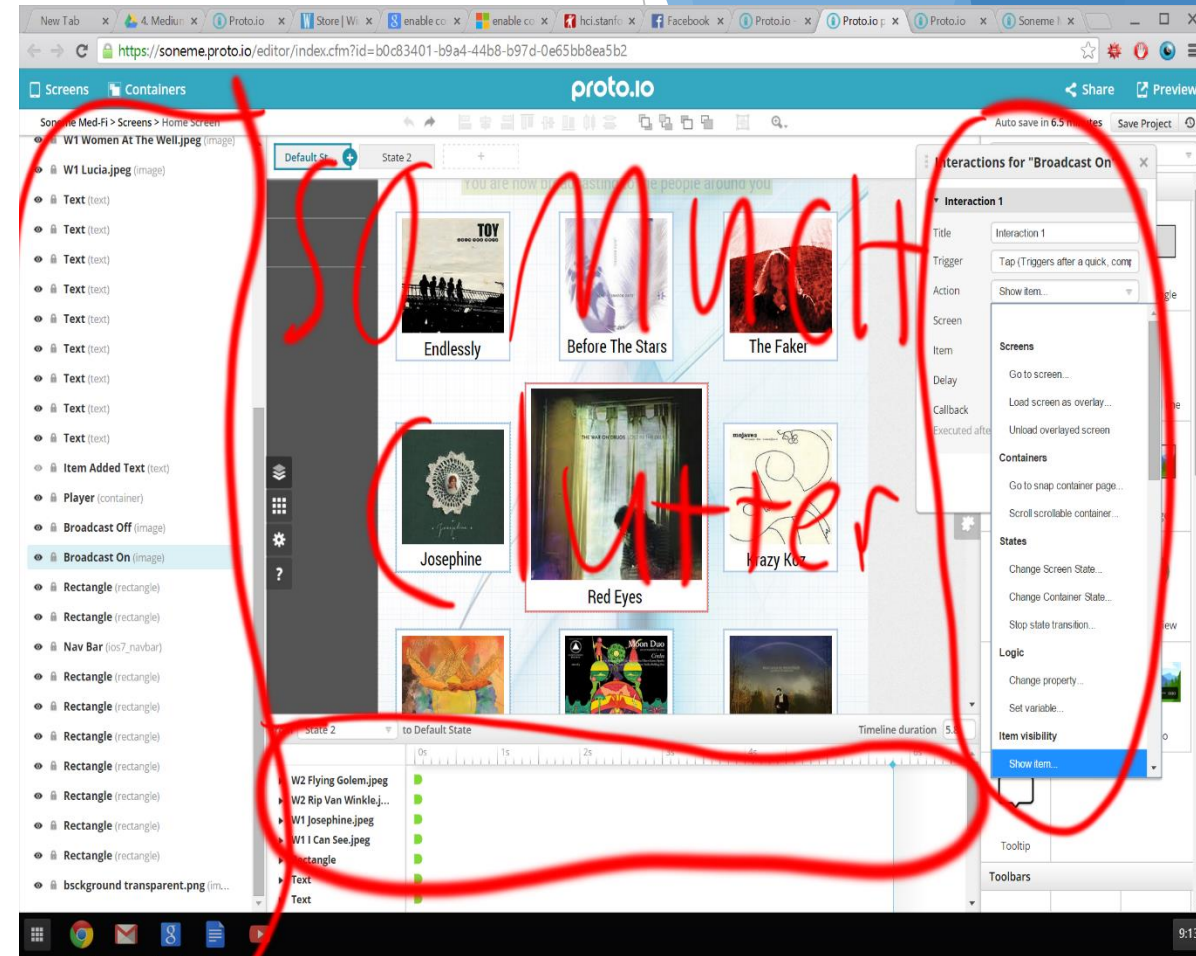


Pros

- ▶ 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.