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## Medium Fidelity Prototype

### **1. Problem and solution overview**

Many people want to be creative, but lack the means to develop their creativity; we've defined creativity to be the spontaneous ideation that happens during early brainstorming. Creativity requires confidence and practice. Much of creativity is spawned from the connection of seemingly unconnected thoughts; hand in hand with that is the idea that the more people are able to ideate and express creativity (both in terms of frequency and in terms of quantity), the more able they are to innovate. We've identified lack of confidence and lack of an integrated means to practice creativity as the two main barriers to people's inner creative selves, especially for those who don't naturally need to express much creativity on a daily basis. Therefore, our app ID8 aims to provide a private, integrated, space which prompts spontaneous ideation so people can exercise their creativity. Our app encourages people to take down new ideas and observe things around them, and provides users a means to save those ideas and view them at a later time. We wanted our app to be private and completely non-collaborative so that users would feel comfortable expressing and logging ideas, and therefore increase their confidence. By integrating the app into people's lives with reminders, and an easy-to-use interface on a phone, users can seamlessly integrate ID8 into their lives; by logging more often, increased quantity of ideas will help users practice and eventually increase the quality of brainstorming.

### **2. Tasks**

Our previous tasks were somewhat similar to our new and revised tasks. Previously we wanted to prompt our users to exercise their creativity, give users the ability to save ideas, and to inspire users by giving them means to associate ideas.

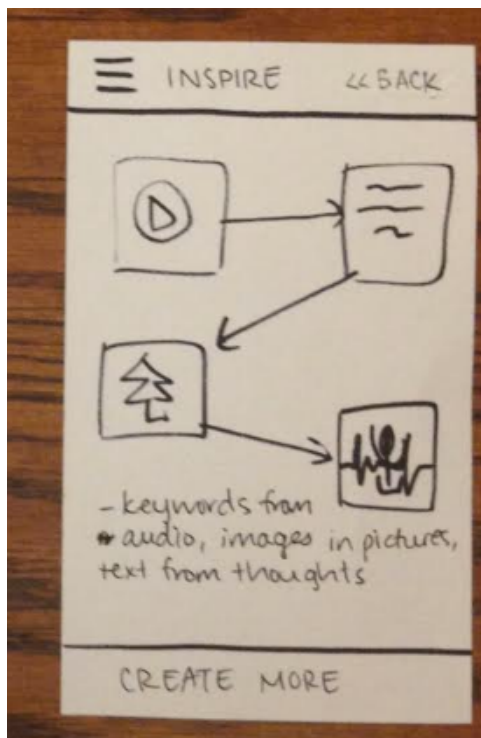
We've changed our tasks a bit, however. Keeping in mind that tasks are goals that we have for our users, our simple task is now to give users a means to integrate creative thinking into people's daily lives. We want to do this by prompting users to record ideas via alerts/reminders at random hours of the day, based on user configurations. With an appropriate amount of reminders, users will be able to be prompted to log, as well as be reminded of the utility of ID8 and self-serve logging as well.

For our moderate task, we wanted to increase the confidence with which people express their own ideas. We did this by making the app a private space for personal creative growth without outside judgment; there is no outside collaboration, no option to share, or way for people to brainstorm as a team. This way, people can explore the limits of their creativity without feeling any outside influence or bounds. The other way we accomplished this is by giving users multiple ways to log their ideas, so they could do it in the most natural manner for themselves—whether it be audio, video, text, or photos.

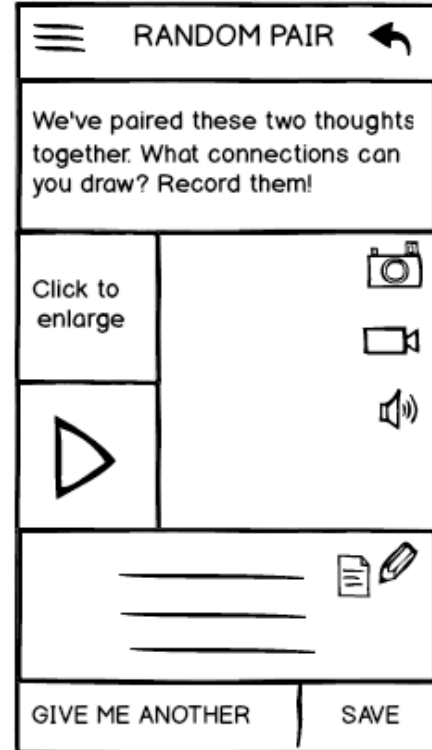
Lastly, for our complex task, we wanted to give users a way to channel and exercise creativity by facilitating the generation of new and innovative ideas. The app saves a gallery of collected ideas (audio, text, visual) so the user has a record of everything thought of earlier, that they wanted to remember for later. Then we gave users two more options to associate ideas—either through pairs of media that the app randomly paired, or through manual association, where the user can choose the associations themselves. For random pairings, the app will pull, at random, two ideas/recordings and display them on the screen. The user will then think about how the two ideas relate and find their own connection between the two. The other way, users can associate ideas and group all types of recorded media themselves. In both scenarios, they can save their created association as an idea for later.

### 3. Revised interface design

We had a couple of big changes in the new design. For the “Random Pair” function, it used to be an association function which parsed the text, audio, photos, and videos to draw connections for the users; it allowed users to create grouping based on the apps inspirations based on the data. In the newly revised version there is no algorithm, no mapping, and the pairings are just random. This supports the fact that idea generation and novelty does not come from drawing two things that already are connected together, but from two things that may not share any similarities on first thought whatsoever. Plus implementing an app that parsed notes, audio, and somehow generated connection via visual cues on the photos and audio seemed incredibly difficult.



versus



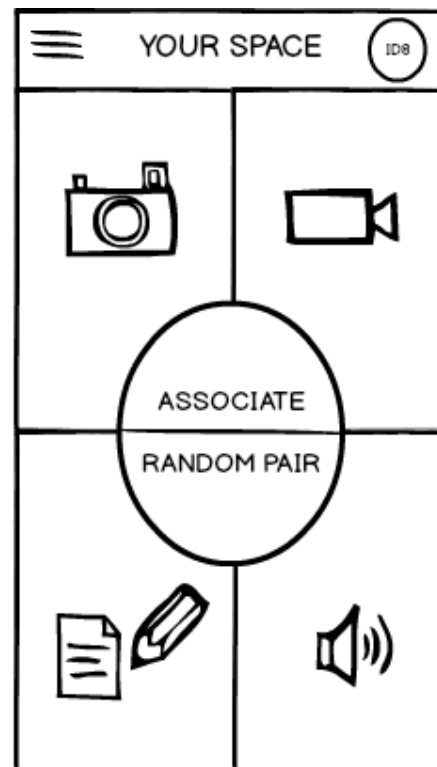
Another big change we made was that we removed as much text as possible. For this we had to discuss the tradeoff of understanding versus cleanliness. For example, on the main page we expanded the use of icons in the four boxes, and throughout the app whenever we saw the opportunity, we added icons in wherever we could see a chance. So these four icons on the front page are universal throughout the app and they make use of heuristics that we see on a daily basis. We tried to be as visual as possible with a minimal onboarding period. Even with small things like the “back” button, we took out the word “back” and made it an arrow.

Furthermore, incorporating feedback from users, we changed the center button to have two functions. One is the random pairing, where the app will randomly pair two entries. This is also a big UI change because we didn’t have this function at all before (SEE APPENDIX for photos of flow). We changed “INSPIRE” to be “ASSOCIATE”. We also added in the associate functionality, so that users could create their own associations. This in itself was a huge UI change because we only partially had this as part of the UI and changed the flow a lot (SEE APPENDIX for photos of flow). Instead of making it only accessible from the settings in the three lines at the top, we made it accessible from the center home page. This made sense to us because we didn’t understand why one of the main functional components of the app wasn’t only accessible from the side.



We also talked about whether we should make this center button a circle or not-- we played with the idea of a diamond, two long rectangles, and even a square in the middle, but we felt like nothing had the creative feel of a circle. When you’re brainstorming or circling things or even doodling, we just felt like the circle was more associative with creativity. It also matches the logo.








**VERSUS**



Then we also tried to make everything a lot more accessible from certain places. For example when clicking into the camera, we wondered “why shouldn’t we be able to access the video just as quickly?” So for things like that, we just wanted to minimize clicks for to access functionality. So, we used gestures and swiping to access certain similar things. Furthermore, the gallery of photos and video are available from both the photo gallery and video gallery. (See screenshots in appdeix) By being able to select from the same place, it eliminated two extra clicks to accomplish the same thing.

Select	Camera Roll	DONE
All	Photo	Video
		
		

Lastly, we got feedback on association functionality with editing-- what if people wanted to add ideas they instantaneously thought of while they were making grouping? What would be the point if you had to exit making the grouping, go all the way back to the camera, take a picture, and then come back to edit the grouping? So we added the feature to “Add More” while creating groupings so people could spontaneously add ideas as well.

ASSOCIATE	
	3 Selected
	1 Selected
	5 Selected
	0 Selected
 Add more	SAVE

The last thing that was a tradeoff that we talked about was forgoing the ID8 on any page but the main page, because of the white space that it took up. However this is not good branding so we have to figure out a new way to fix this.

For the storyboard of scenarios, see the screens of the prototype attached in the last section. They detail multiple workflows—whether it is logging a reminder (task 1), being completely private and an unshareable space (task 2. This is not an explicit screenshot within the appendix, however. It is just implicit, since nowhere in the screenshots is there any way for the users to share their ideas or collaborate or get feedback. The entire app allows them to idea generate (so, all the screens regarding Notes, Photos, Videos, or Audio) without compromising privacy), or allowing users to create associations (task 3).

#### **4. Prototype overview**

The tools that our team used were Balsamiq to create the mockups, as well as Flinto to put the entire mockup together in its flow. Balsamiq was really easy to use, and had great libraries with lots of types of things to put into the screens! However, it was also a bit difficult to collaborate with making the Balsamiq screens. We counteracted this by dividing roles—so no one’s needs, time, or access to different stages of this prototyping process were hindered. Similarly, Flinto was easy to use. We loved the “replacement” functionality, where Flinto made it east to fix any mistakes made in the prototype as well as easily replace and add screens. We also loved use of the “Back” navigation on Flinto – it saved us a lot of time, so that we didn’t have to make separate screens for EACH workflow possible since some screen were accessible from more than one button.

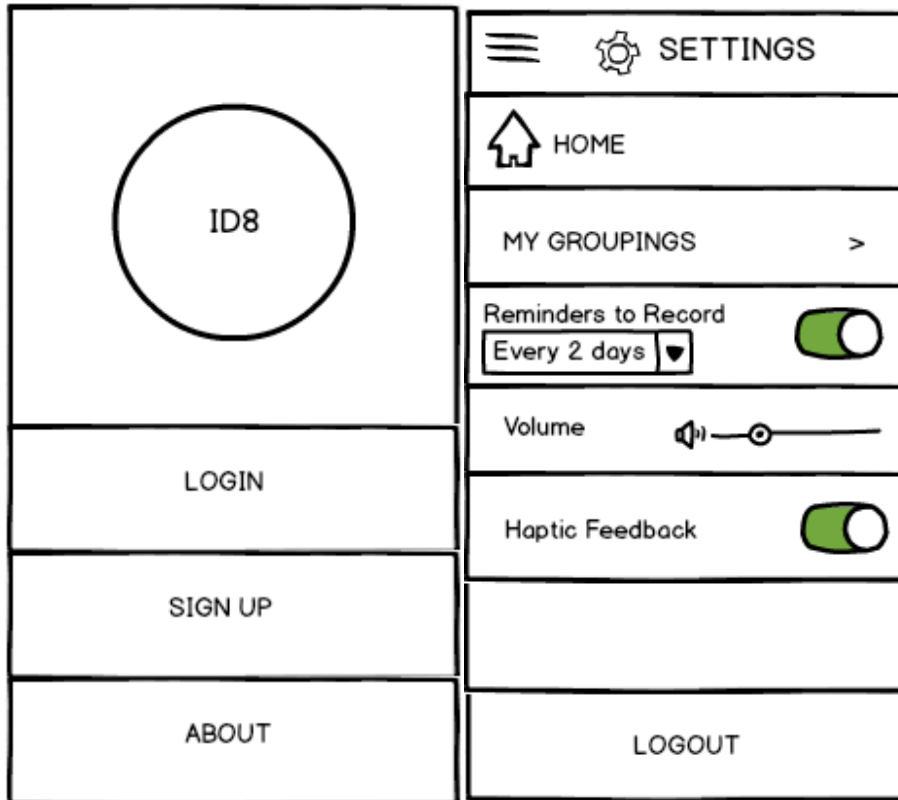
We had to hand-code all things that were functionality in our app—this includes taking pictures and videos, recording audio, or typing notes. This went hand in hand with the limitations and tradeoff of the current prototype. So users couldn’t actually type, or manipulate any real data. For example, we hand coded the “delete” feature on some pages, so nothing was actually deleted when users clicked delete—it was just a different screen. Similarly, the associations and random pairs in the screens were already chosen. Pretty much everything in the app was hand-coded. This was good for helping users figure out the flow and what could be done with the app. People could very quickly provide feedback on whether or not the app was intuitive, made sense, and whether or not the design was conducive to figuring out the functionality. Therefore it became especially easier in comparison to our paper prototype for users to give us feedback on the design.

However, all the hand coding really hindered the authentic experience with the app that a user could have had. Users were not able to actually record things that came into their mind, they could not take photos at their own will. So, it was hard for us to gage whether or not users would want to use this app, whether it was effective, or any other such related feedback. Furthermore, since our design lacked color and graphics, it was equally difficult to gage whether or not the app was beautifully designed, or easy to look at. We could have gotten even better feedback if our design was higher-fi. The lack of color and graphics similarly hindered the authentic experience even though we were still able to gather relevant feedback on overall flow and design.

# Prototype Screenshots and Info

## Login and Settings:

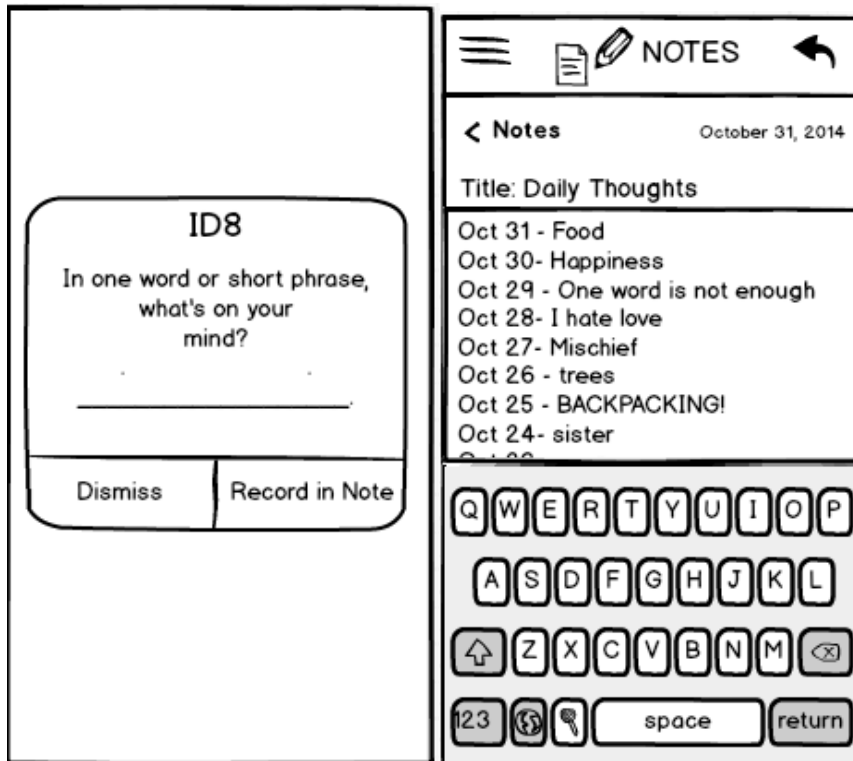
The first screen is the login screen. The second screen shown is the settings tab, which is accessed on the left side by clicking on the “≡” from any page in the app.



## Reminders:

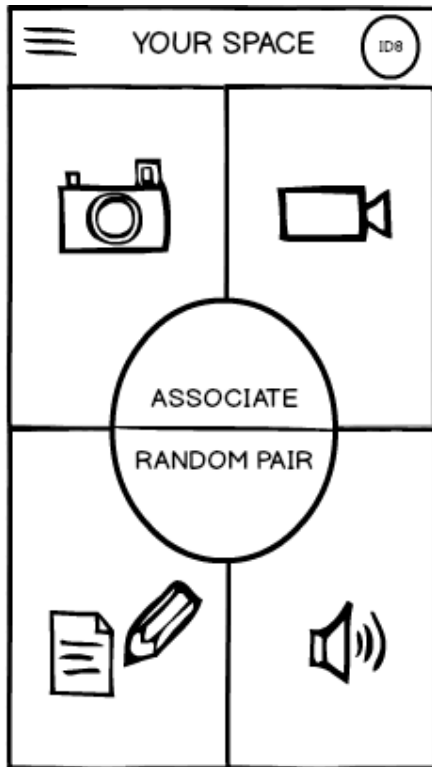
These are the “reminder” screens. The first screen depicts a type of reminder that will pop up on a user’s phone randomly (based on the configuration that the user sets in their phone). Users can type their response, and if they click “Record in Note”, then it will automatically record their response in a Note (which is the second screen)

## TASK ONE



## Home Screen:

This is the home screen. The next pages are going to depict what happens if you click into any of the main 6 areas of the home screen (photo, video, notes, audio, associate, random pair)

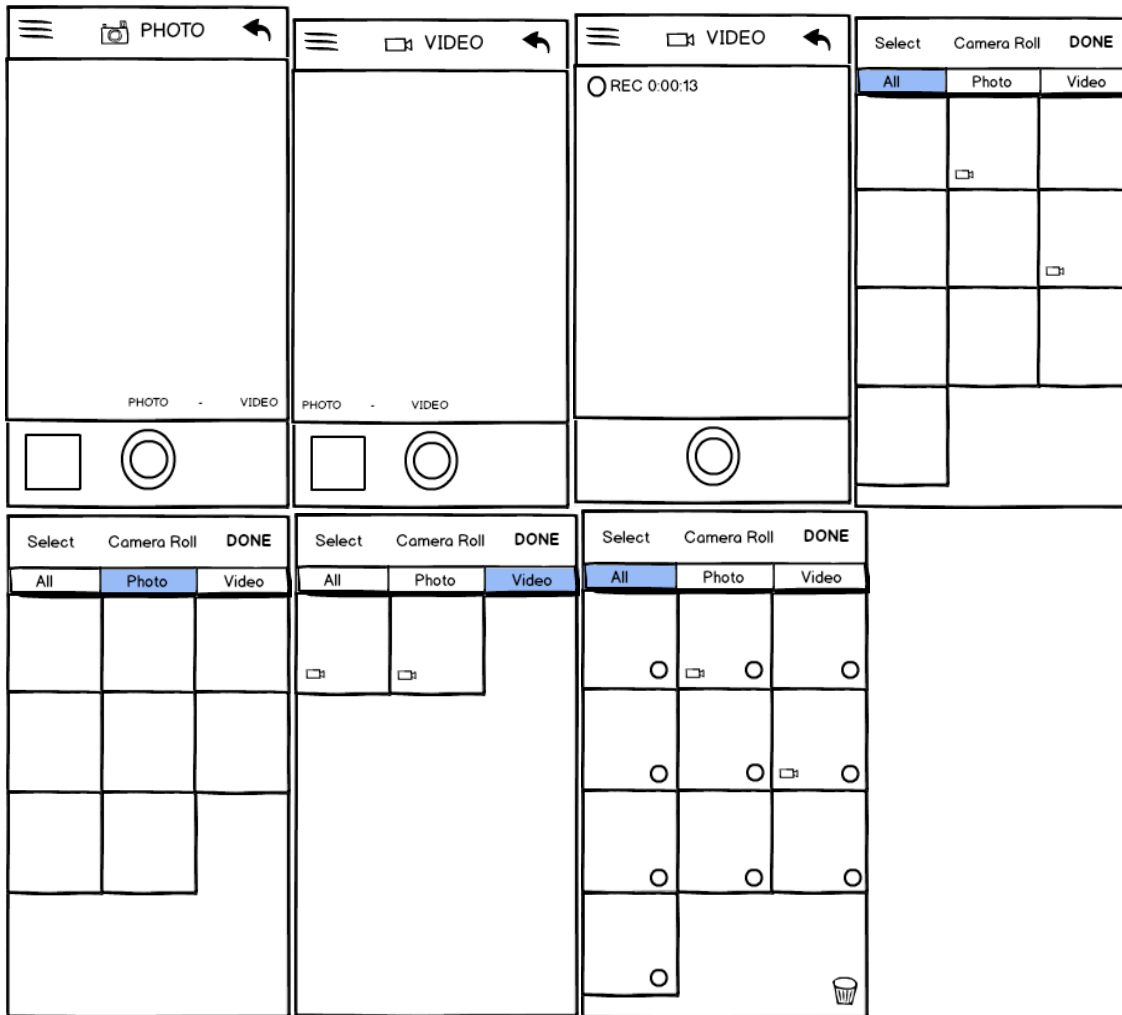




## Photo and Video:

This is what you see if click into the photo or video sections. The first is the photo screen, the second and third are the video screens (not recording and recording, respectively). The fourth screen is the gallery of photos and videos (the fifth and sixth are filtered to only photos or only videos). The user can access this gallery from the little square on the bottom left corner, which provides access to BOTH video and photos. The last screen is what it would like if you pressed the “select” button, to delete.

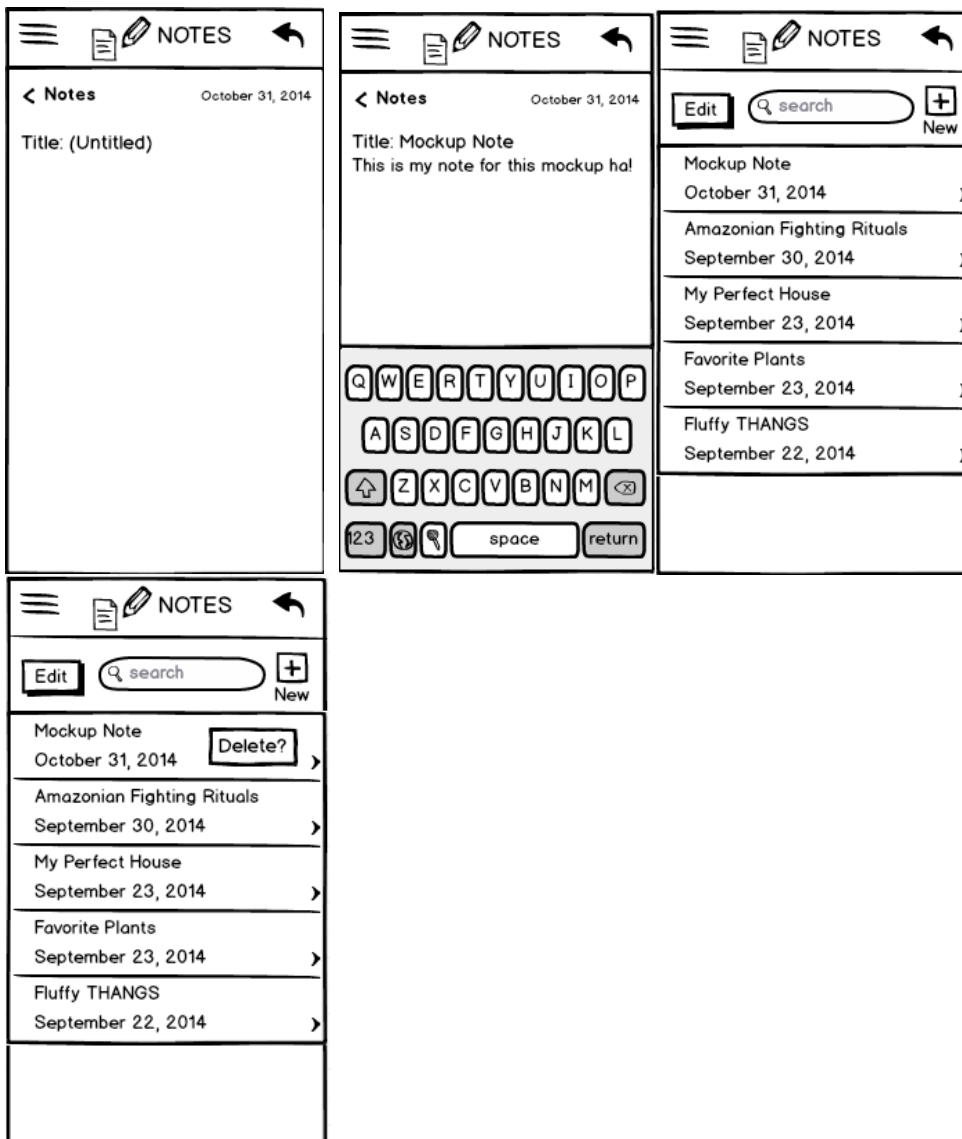
The user can switch between the first and second screens through swipes.



## Notes:

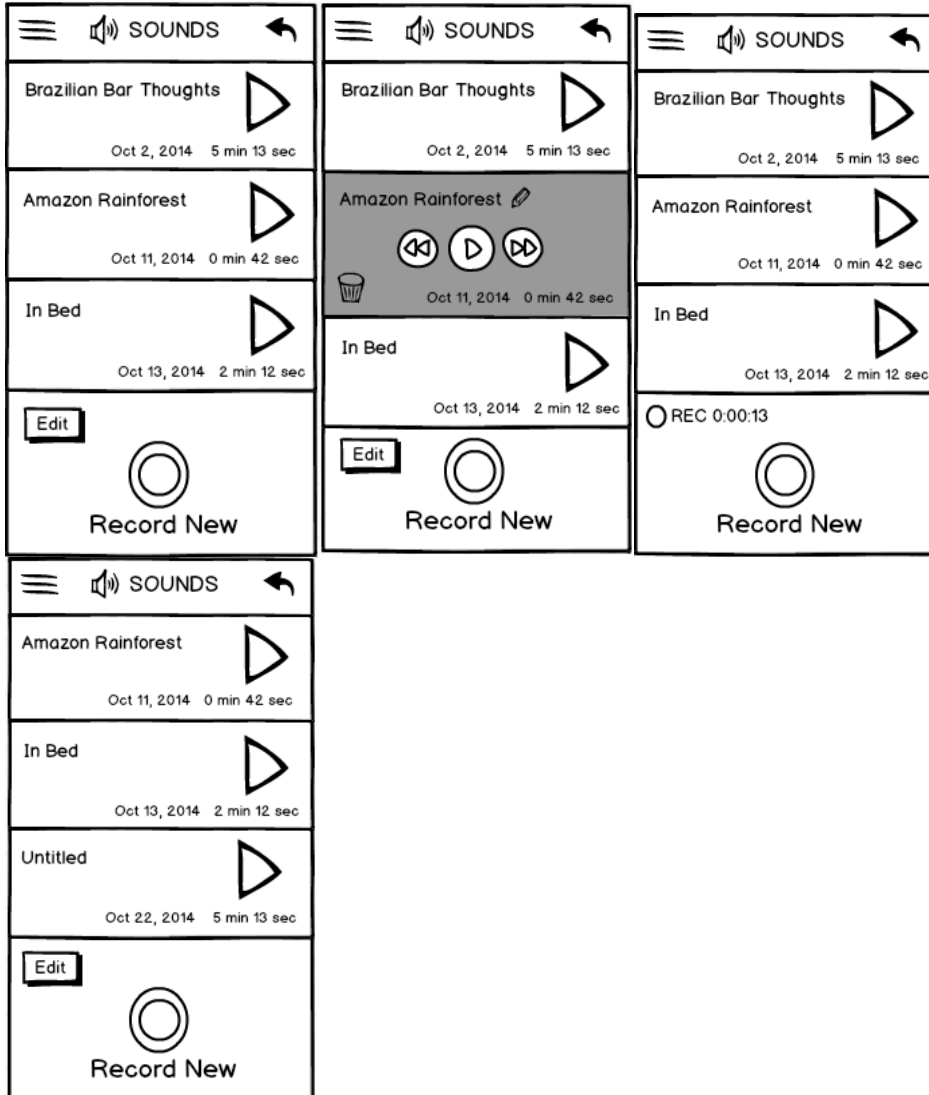
These are the notes screens. The first screen is the initial empty screen. The reason that the first screen is empty upon clicking onto the notes, is because the “empty” screen prompts or encourages more ideation, than going to the gallery of saved notes. This way if the first thing a user always sees is the empty notes, then they will feel more compelled to take notes.

The second screen is what it looks like once the user has started typing more. The third screen is reaching by tapping on the “< Notes”, and is the gallery of all notes. If you click the “+”, you can create a new note. If you click edit, you have the option to delete whichever notes you’d like to delete. Lastly there’s also functionality to be able to swipe left on a note to prompt the option to delete the note. You can also search for keywords through the search bar



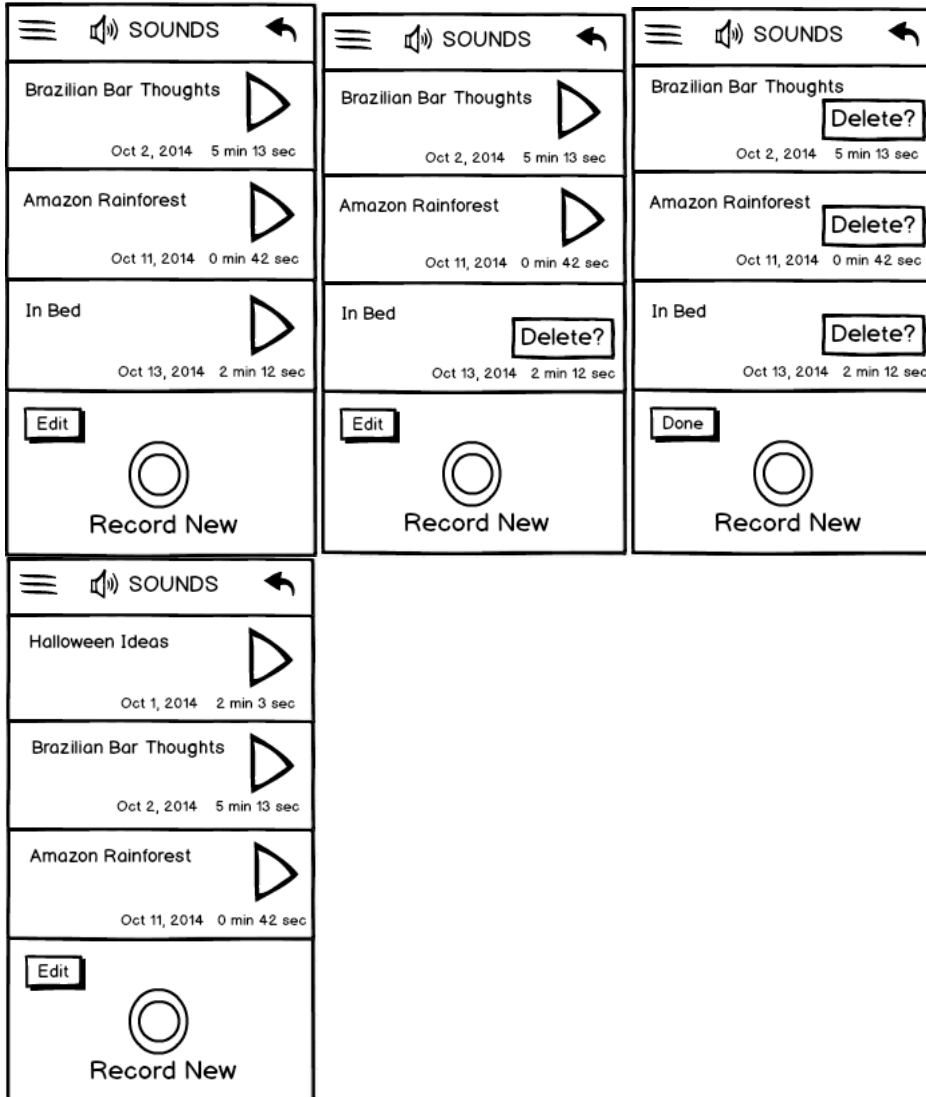
## Sounds Screens (editing and recording new)

These are what the sounds screens look like. The first screen is what you would see if you tapped into the audio section from the home page. If you tap into a specific sound, it will expand and highlight (like with the second option). You can then click the pencil to edit the title. The third screen is what it looks like if you record an audio file. The fourth screen just shows what it looks like once the file is recorded. It appends to the bottom, as untitled!



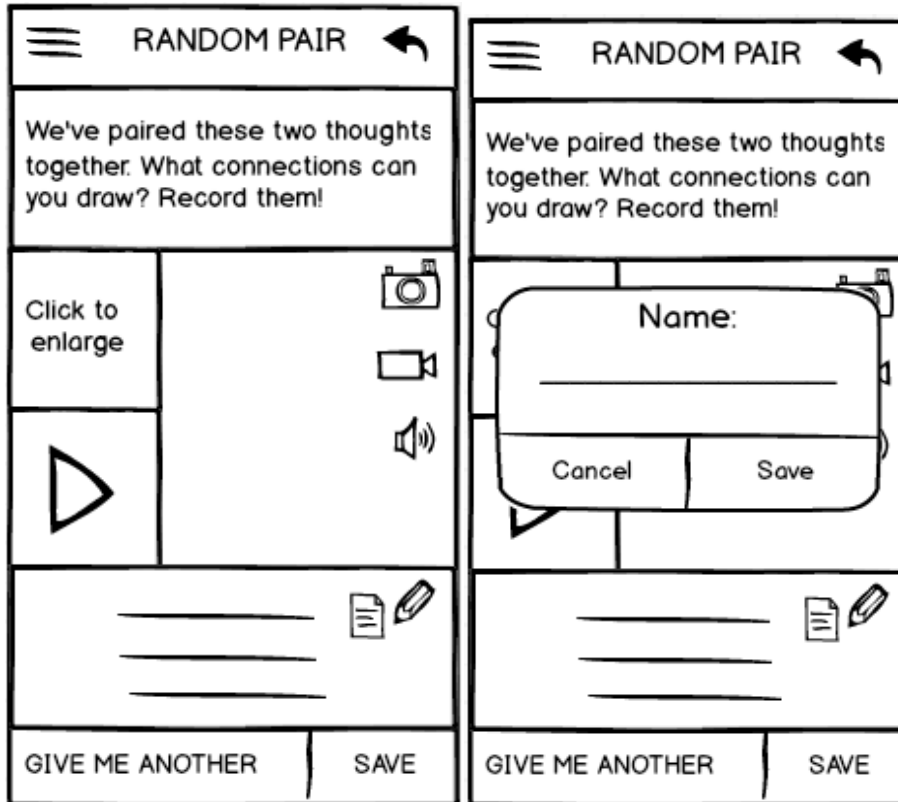
## Sounds screens (deleting)

These screens show the delete functionality. The second shows if you swipe left on an audio file, and the third screen is what shows up if you click “edit” at the bottom. The last screen shows the audio files after they’re deleted



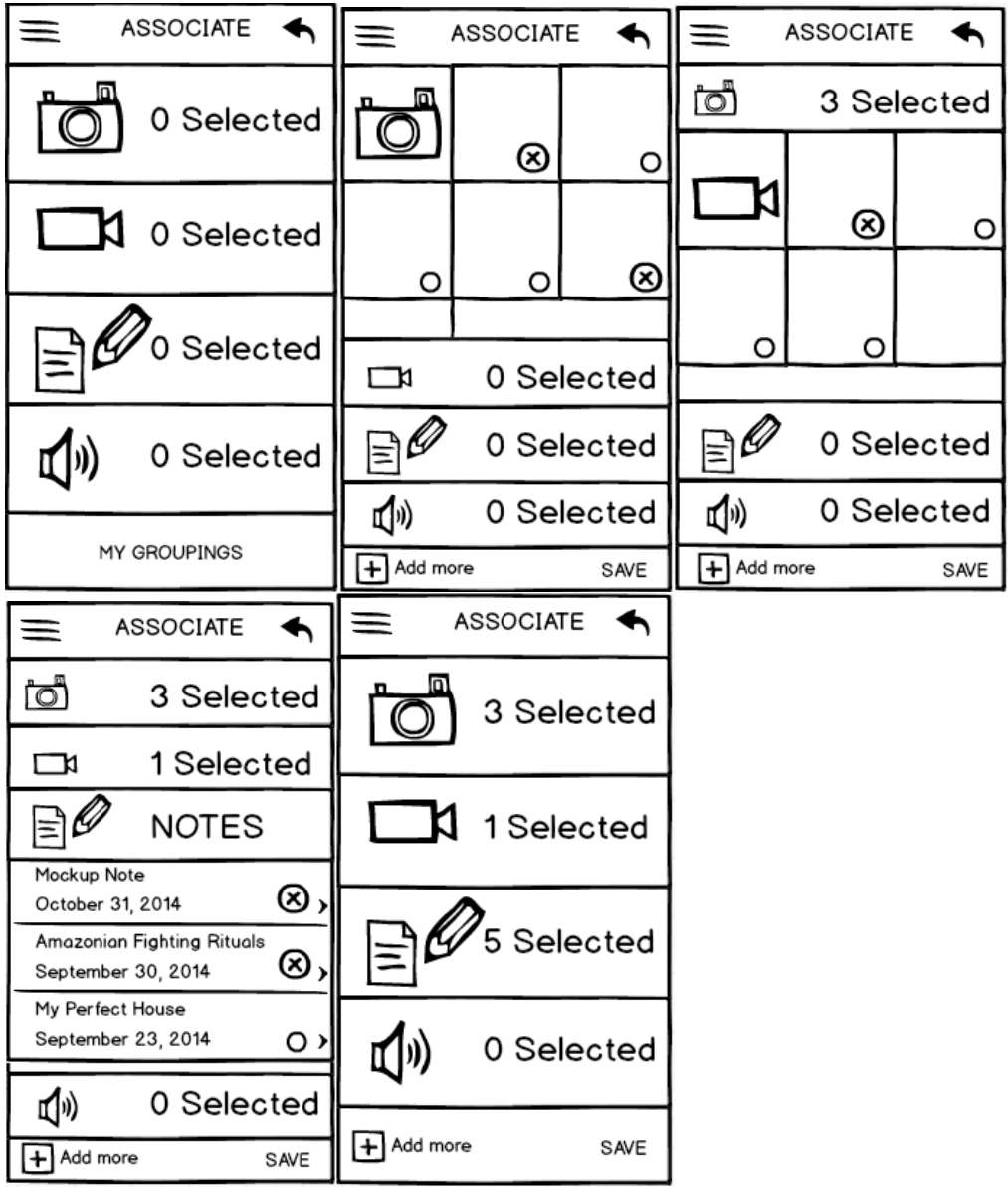
## Random Pair:

These are the screens if you click on “Random Pair”. The first one is a pairing of two random things, one being a picture and the second being an audio file. the left has the camera, video, audio, and notes icons, so that users could annotate the random pairing, however desired. The bottom has a button that allows refreshing, as well as a save button. If the user clicks “Save” then the second screen shows up



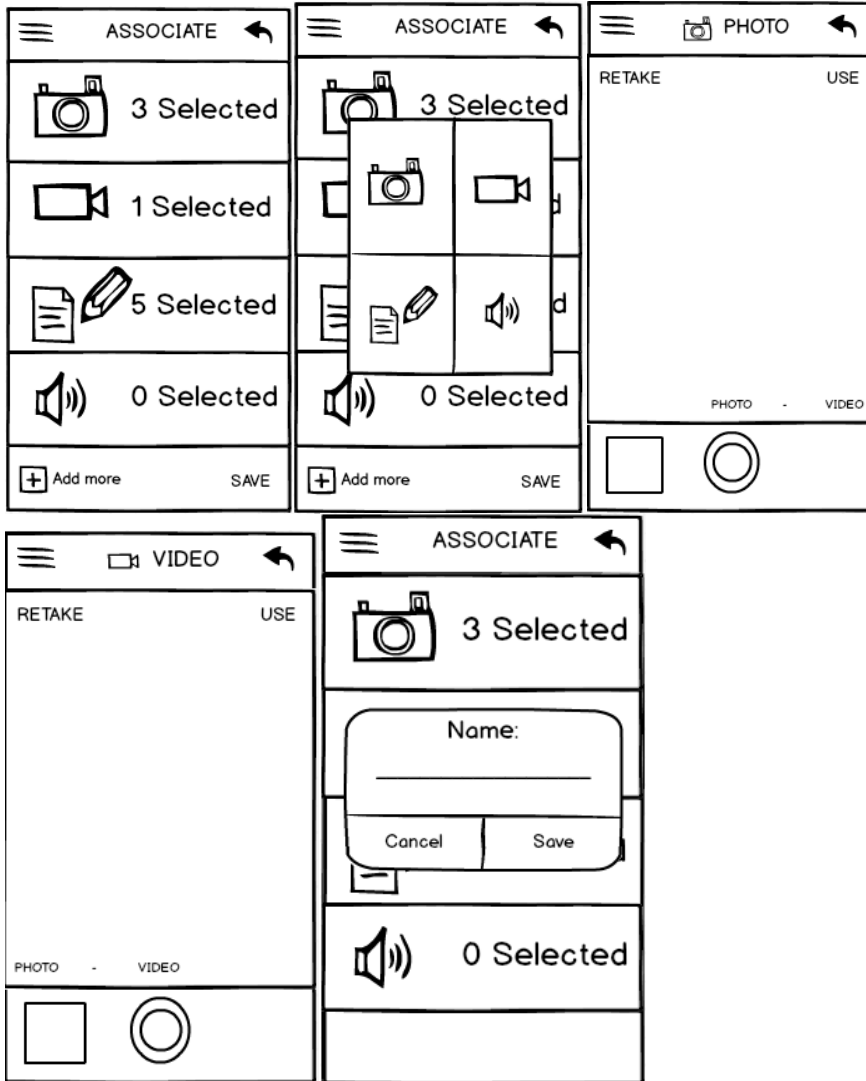
**Associate (adding existing media to new groupings):**

These are some of the Associate screens. The first screen show up when you click into associate. If you want to go to already created groupings, you can click MY GROUPINGS at the bottom. Otherwise, click into the icons and select whichever entries you want to categorize together. The second screen is clicking into the photos, third is the videos, fourth is the notes. Last is what it looks like if you click out of every section.



**Associate Screens part 2 (adding new media in conjunction with old media for new groupings):**

If you click on the “Add more” button on the bottom, after selecting the existing media in the app, then the second screen shows up, so that users can add real-time photos/videos/audio/notes. The third and fourth screen show what it would look like if the users took a picture or video from this feature (it would allow you to retake it if the picture was unsatisfactory). Once done adding all media, the user could click “Save” and then the fifth screen would show up.



## Existing Groupings of Media:

These are all the grouped medias. The screens look a bit like the notes. If clicking into a grouping, then the second screen shows up, grouping all the notes and photos and videos and audio files into the same place for easy access, annotating, and viewing. Users can edit these groupings, and the media within the grouping as well. Users can also add new media into groupings as well.

