Mix

**Value Proposition:** Discover new and exciting activities while meeting interesting people.

<table>
<thead>
<tr>
<th>William Huang</th>
<th>Kirby Gee</th>
<th>Cesca Fleischer</th>
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<tbody>
<tr>
<td>Development, Documentation</td>
<td>Development, User Testing</td>
<td>Product Management, Visual Design</td>
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**Problem and solution overview**

One of the biggest problems we want to solve for is helping people meet others. While it sounds like a simple task, a lot of us are reluctant to meet new people outside of the classroom, sports team, or club group. We noticed that you cannot put strangers together in a room and expect them to become friends - they need a common thread. Our solution plays heavily on this by providing a posting forum where participants can tell their community about an activity they are doing which acts at the common thread. If a user is interested in said activity, they can join the original poster in the activity. Not only does this help connect people, but it also helps them discover new activities.
UI Sketches of 2 different UI ideas

William’s Design - Uber influenced
Kirby’s Design - Tab bar centric
Selected Interface Design

The two designs we considered were the traditional tab bar centric design and the Uber-style design. While both had their pros and cons, we decided that the traditional tab bar centric design was the better of the two. We liked this design because it solved our three tasks better. For example, our first task is to find an activity. Both designs offer a filter function (sort by sport, artistic, cooking, etc) for activities, but the tab bar design offers better exploration of available activities. All activities are presented in a table view that easily allows the user to scroll to find activities, while the Uber design only displays an activity’s location. It does not contain an aggregated list of activities, which hinders our goal of activity discovery.

We also liked the tab bar centric design more because it allows users to connect in more ways. Before users commit to an activity, they can chat with the original poster of the activity to make sure they are compatible (i.e. experience level of activity, basic personality check). Also, this design allows users to stay in touch once the activity is over - they can message each other and schedule another activity. We liked this because it promotes friendship among users, not just a one time interaction.

Functionality table

• quickly post a new activity
• easily view all available activities
• look at participants bio’s to make sure you are comfortable doing an activity with this person
• each activity has its own chat room so prospective participants can converse about experience level of said activity or chat to get to know the other participants
• look at all the friends the user has done activities with to stay connected with
• apply a search filter on activities (i.e. sports only)
• rate/review participants to verify user’s reputation (i.e. prevent participants doing activities with creepy users)

UI Storyboards of 3 tasks for the best UI design
Task 1: Finding an activity

- This is the main screen that shows all the activities that have been posted. Any user is allowed to join any posted activity.

Task 2: Finding new friends

- To find new friends, the user can post about an activity they want to do.
Task 3: Keeping in touch with friends

* Shows all the friends you have done activities with.

* Shows more detail about the person selected. Gives users a chance to message each other and stay in touch, like friends do.
Task 1: Find new activity

1. "Bam, waking up.
   "Ah! What is my plan for today?
   [Wakes up]

2. Pull out phone and scroll through iCal.
   "Oh, I'm free at 5! I should try do something fun there!"
   [Wakes up]

3. "I'm going to scroll through iCal to see if anything fun is happening at 5."

4. "Ah! 5!
   "Press join button.
   'Super excited to do the activity."

Location:
- in room, w/ phone
Task #2: Find new Friends.

- Shots of being/looking
  - Bored in room
  - Playing in bed
  - Looking at watch
  - "Wow, I really feel like playing games." [voiceover]

- Show kid texting in the corner of the screen, the texts can snow.
- Show him getting rejected, and looking disappointed.

- Then decides to use Mix.
- Him: "I'll see [voiceover]
  - If I can find any friends on Mix?"

- Then remove his signature on Mix post:
  - "Squash & S, Intertwined"
Concept Video Description

1. What was difficult?

The hardest part about the assignment this week was deciding how we were going to demonstrate to the audience a specific use case for our product without confusing them with extraneous bits of information. We debated a long time whether or not to do monologues for each character or a narrator. We were worried that the audience would perceive our app as a dating app (1 male and 1 female character) so we spent a long time sketching each scene to prevent this notion.

2. What worked well?

The two best decisions we made in our video were narrating the story and adding music to the background. We liked the narrator because it was easier to tell a story from both perspectives shown in our video. When we first added the music to the background, that’s when we really got excited about
our video. We had a few scenes drag on for a tad too long, so the music definitely helped with that.

3. How long did it take for each phase of design prep, shooting, editing?
   Design prep took about an hour, shooting took two hours, and editing took five hours.

Video: http://youtu.be/hiazWFTAwdI