

# Clarity

## I. Value Proposition:

Clarity closes the feedback loop between students and teachers by lowering the energy barrier for student input while increasing the quality/value of student feedback.

## II. Roles:

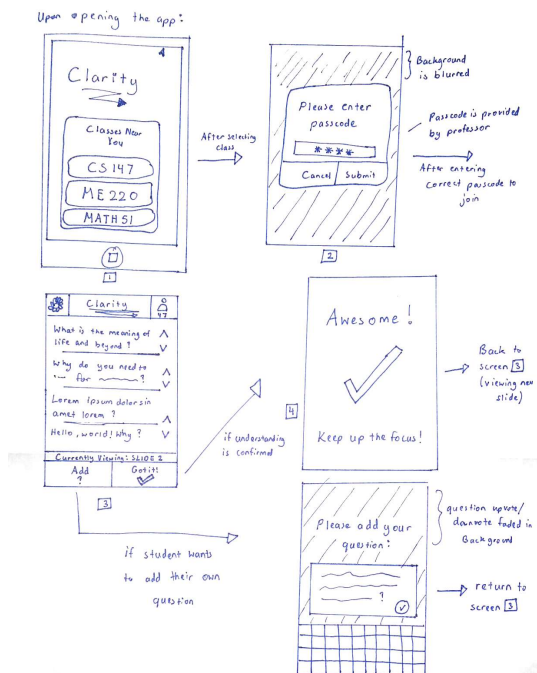
Ari Echt-Wilson: User Experience, UI Storyboarding  
 Sherman Leung : Mockup wireframing, Website  
 David Eng: UI Design Sketches  
 Akaash Nanda: Video Editing, Design Sketches

## III. Problem Statement and Solution Overview:

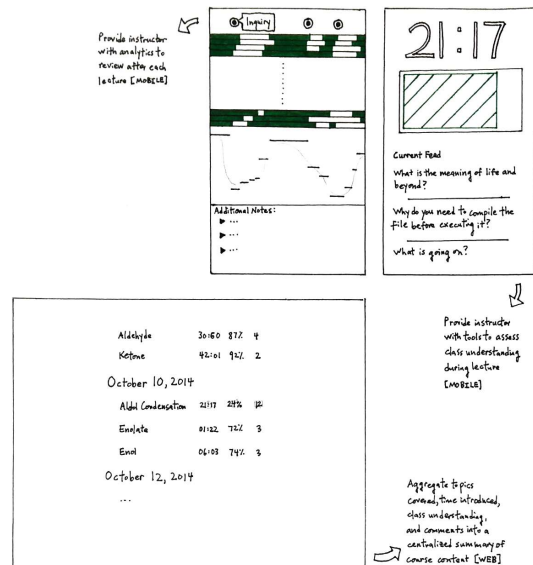
Teachers of a large class have no easy way of soliciting feedback while they lecture/teach from their students. Part of the reason why a teacher's lecturing style seldom improves is because all the feedback they receive is delayed and somewhat "after-the-fact." Like with anything else that requires trial & error to improve, teaching, too, should be rapidly iterative. Some students are afraid to ask questions while others are too overwhelmed by their confusion to even considering interrupting the professor. A live mobile/web-based interface allowing students to anonymously indicate when material presented by the teacher is unclear can alleviate confusion and encourage teachers to spend more time/effort on unclear material on the fly. Equipped with this information, a teacher can make an informed decision to backtrack to a specific topic, ask for questions, and ensure as few students remain confused as possible.

## IV. UI Sketches for 2 Different Interface Designs (larger views request via e-mail)

### Design 1



### Design 2



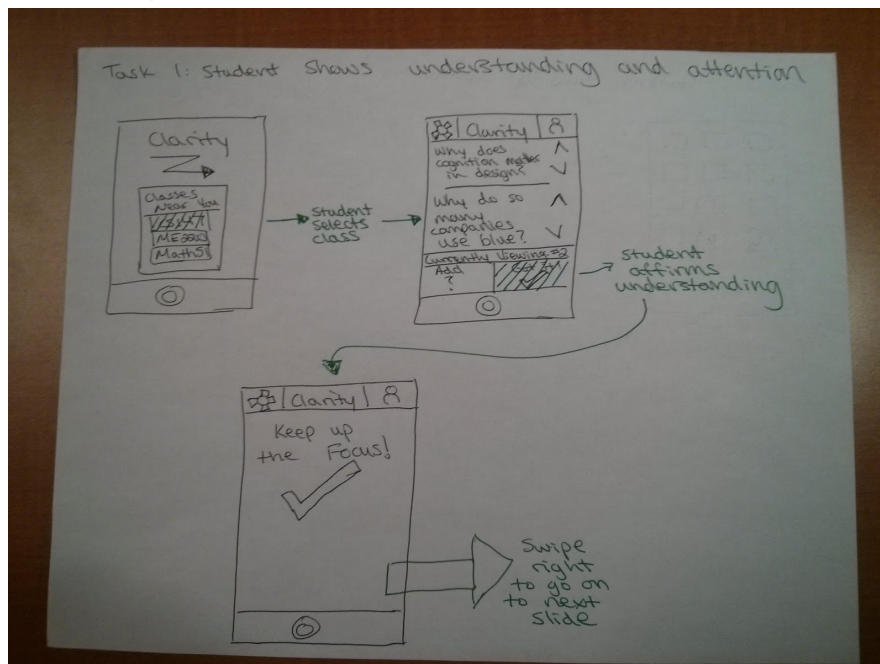
## V. Selected Design Interface (Design Used: Design 1)

For the video we decided to use on the design that focussed on the student being able to present their questions to the professor so that the teacher would know where the questions are and what to concentrate on. Our other design was focussed more on the analytics that we may implement for the professor to see so they can understand how the class is doing even better. We focussed on the student aspect at this point because it worked better for describing our concept and for our video.

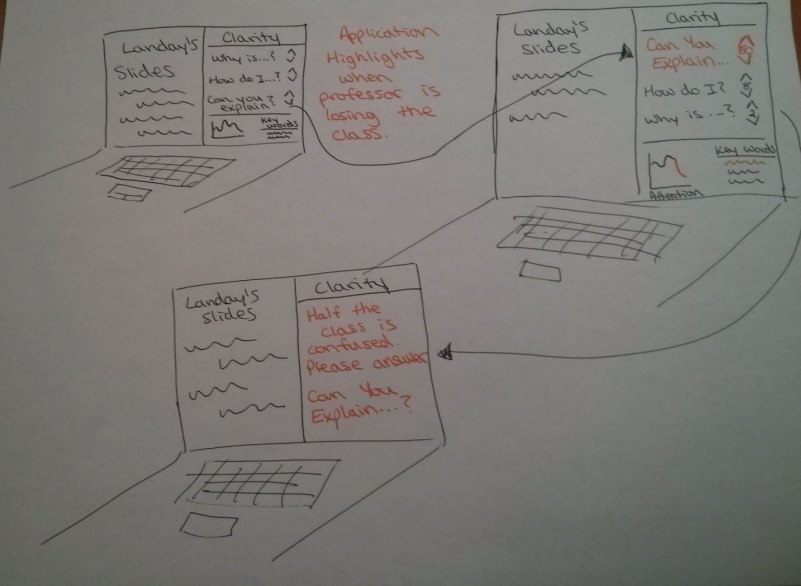
**Functionality Table**

Feature	Description
Upvoting questions	Not unlike the popular YikYak platform, the main page of this site allows the upvoting and downvoting behavior to crowdsource the classes' questions real-time.
Adding questions	Allows the addition of questions directly from the main screen for real-time student feedback.
Class login	Geographically selects nearby class locations with an interface to login to a class while automatically checking in.

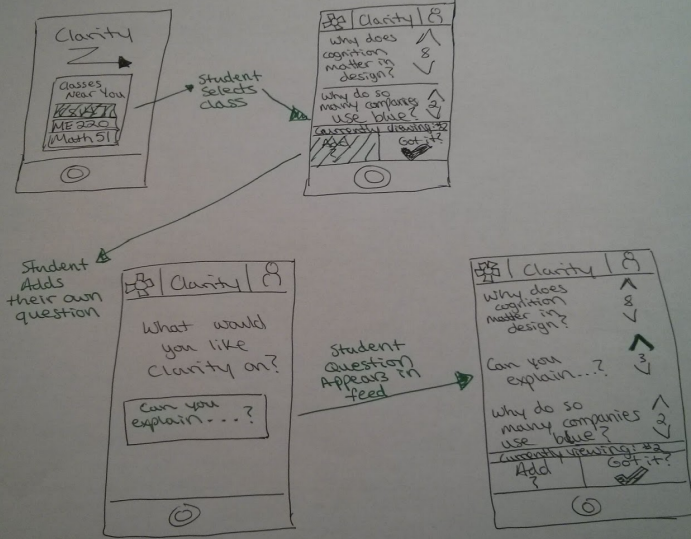
## VI. UI Storyboards for 3 Scenarios



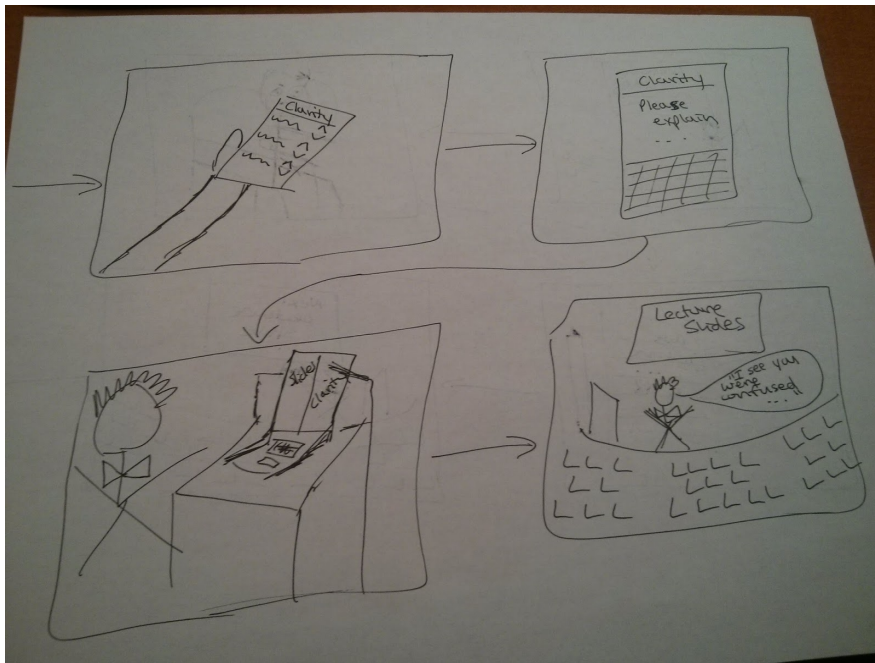
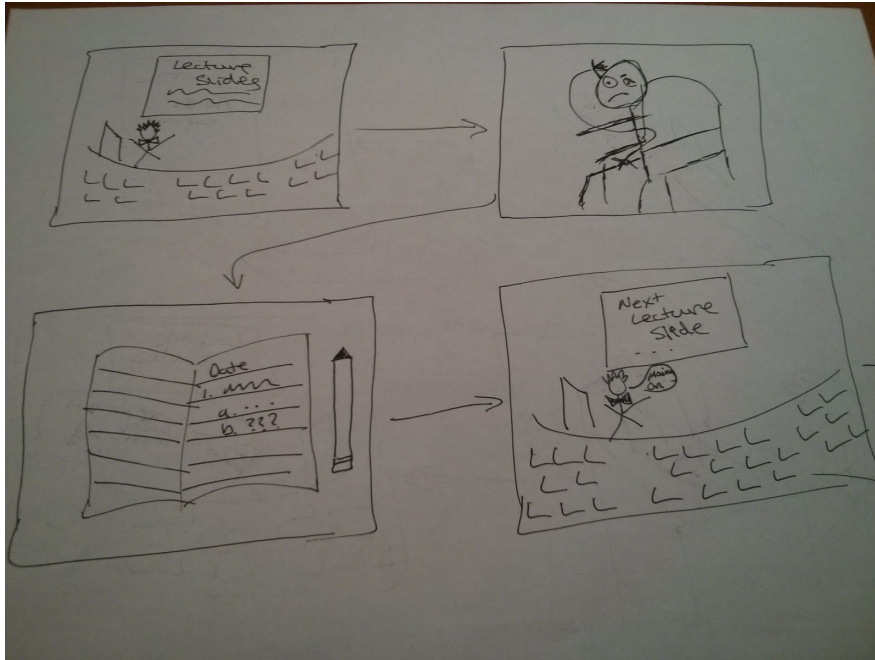
### Task 2: Professor Knowing level of understanding



### Task 3: Ask the Professor a Question



## VII. Video Planning Storyboards for 3 Scenarios for Shooting Video



## IX. Concept Video Description -

### 1. What was difficult?

The most difficult part of crafting this concept video was to put Clarity into the context of a student and professor's everyday life in a believable way. In order to have buy-in

from the audience in favor of our product, they must believe that a problem exists in the first place. Defining that problem and conveying it in a video was a challenge.

## **2. What worked well?**

Speaking directly to the challenge described above, it was very useful to refer back to our CI interview notes and understand the problem our interviewees faced on an emotional level. This sparked a broader strategy for our video: in order to make the case for Clarity compelling, we had to evoke a sense of sympathy from those watching the video. The most sensible way to do so was to tell the story from the point of view of a *confused student*.

Coupling data from our interview with filming in a familiar setting (the CS 147 classroom) helped make the video feel real. The problem seemed to be conveyed clearly without dampening our case through corny footage and contrived humor.

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

- Design prep: 3.5 hours (combined total of all group members involved)
- Shooting: 45 minutes (shooting time to capture ~15 minutes of raw footage)
- Editing: 3 hours (compiling footage, splicing clips, editing audio, etc.)