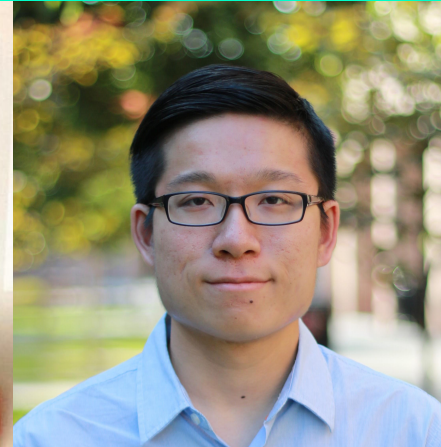


CHAPTER BY LOCO POWER

WEEK 5: LOW-FIDELITY PROTOTYPES



1. OVERVIEW
2. VALUE PROPOSITION
3. SELECTED INTERFACE & RATIONALE
4. LOW-FI PROTOTYPE STRUCTURE
5. THREE TASKS IN LOW-FI
6. METHODS
7. RESULTS/DISCUSSIONS/CHANGES

1. OVERVIEW

A photograph of three people on a golf cart. In the foreground, a man with dark hair and a mustache, wearing a blue and yellow floral shirt, is smiling broadly at the camera. Behind him to the left, a man with glasses and a dark jacket over a light blue shirt is also smiling. To the right, a woman with long dark hair is laughing with her mouth open and her right arm raised in a fist. The golf cart is moving on a green lawn, and a building is visible in the background.

CHAPTER

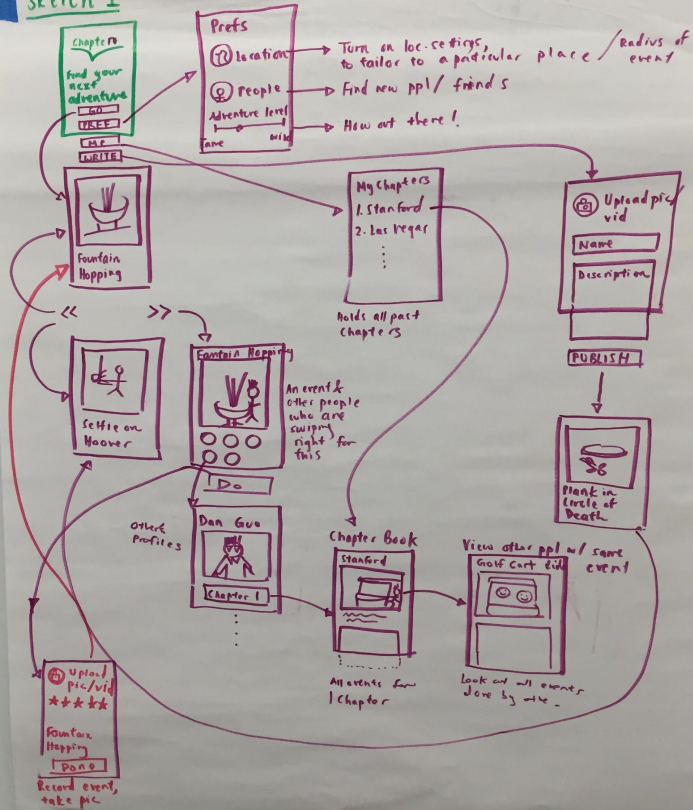
2. VALUE PROPOSITION

Discover locally curated activities for a location
and document personal memories.



3. SELECTED INTERFACE & RATIONALE

Sketch 1



Swipe to do / decline events.

Map of activity and others keen.

Forms to record and share activities.

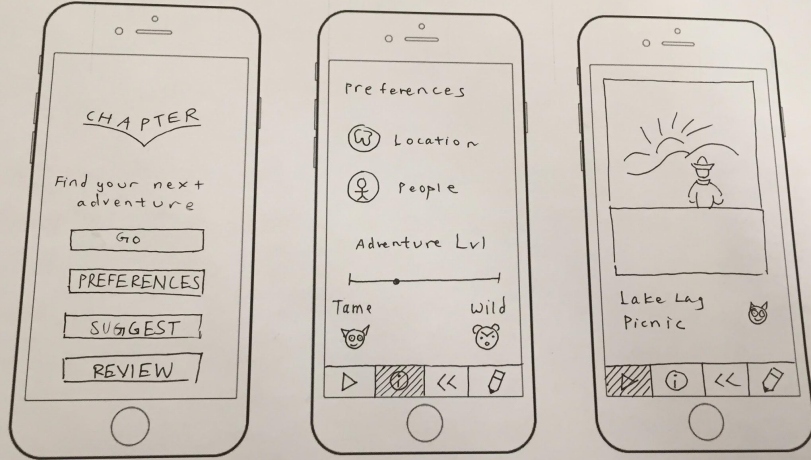
4. LOW-FI PROTOTYPE STRUCTURE

Home

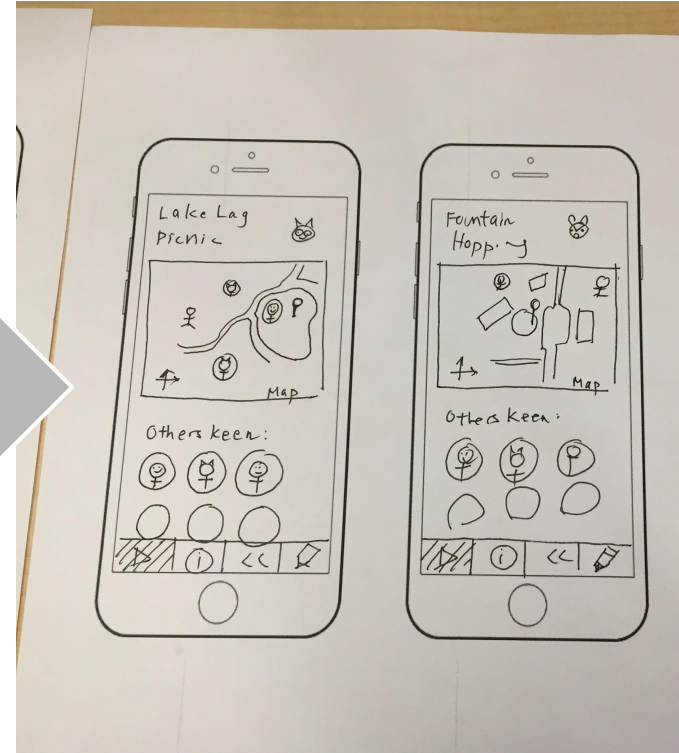
Prefs

Activity

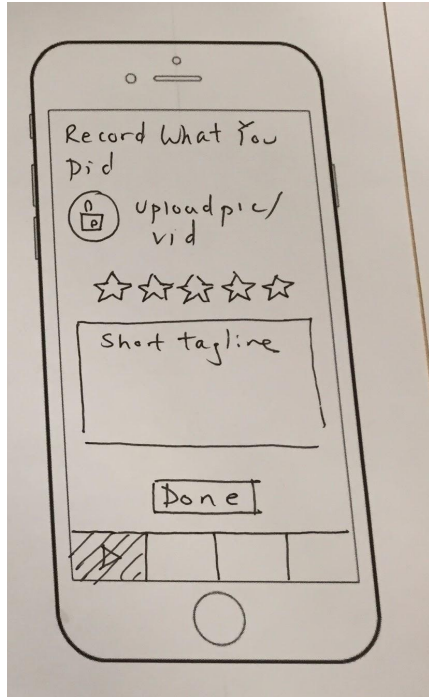
Activity Info



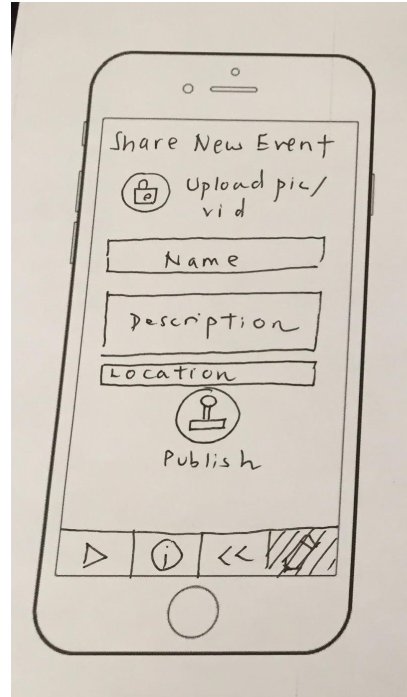
Swipe Right



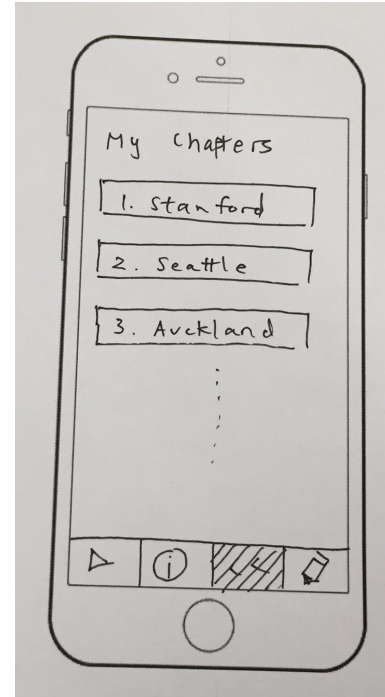
FEATURES



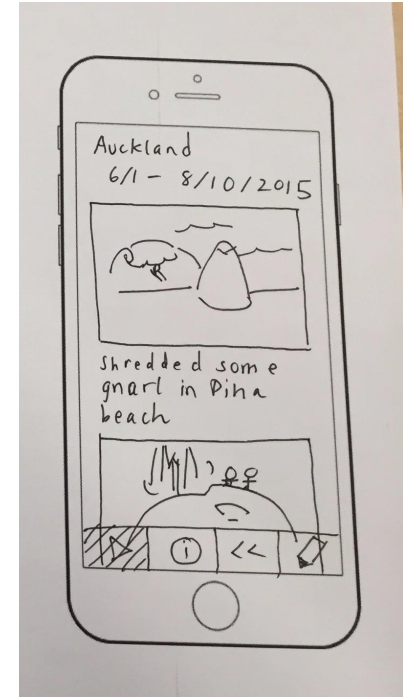
Record



Suggest

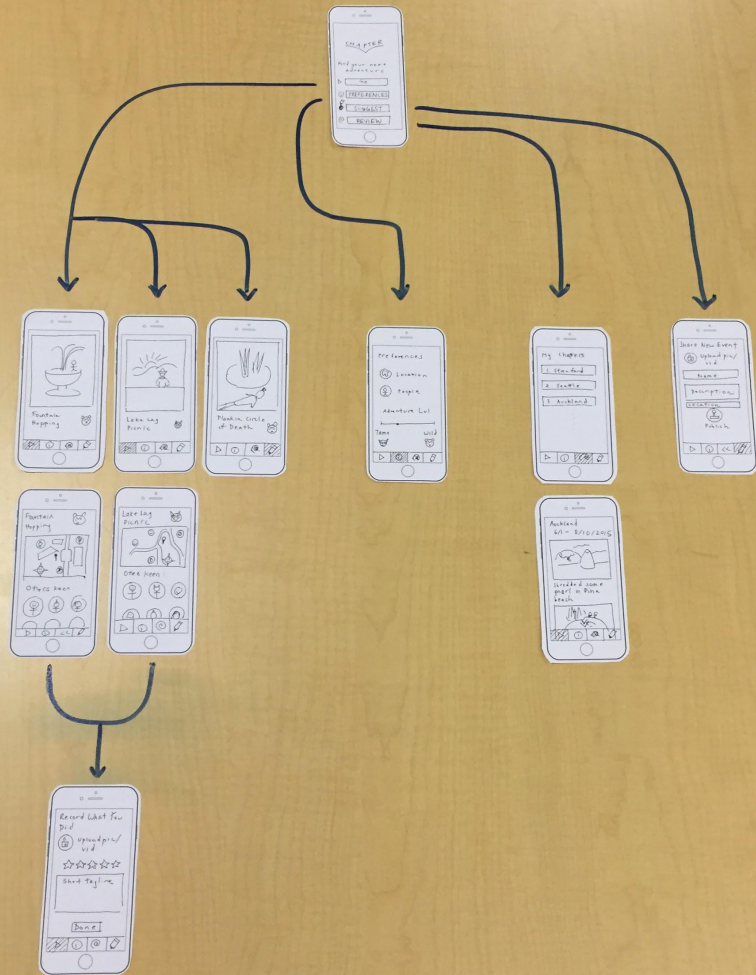


Review



Review
Detail

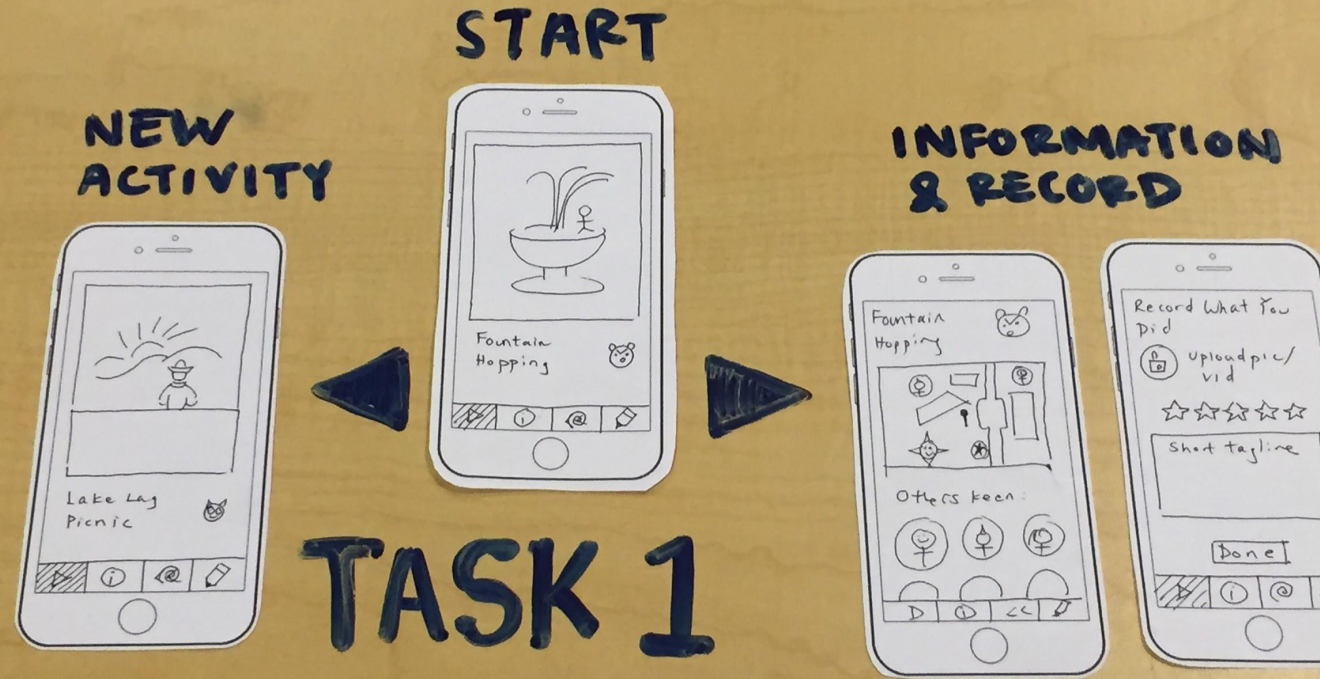
HOME



5. THREE TASKS IN LOW-FI

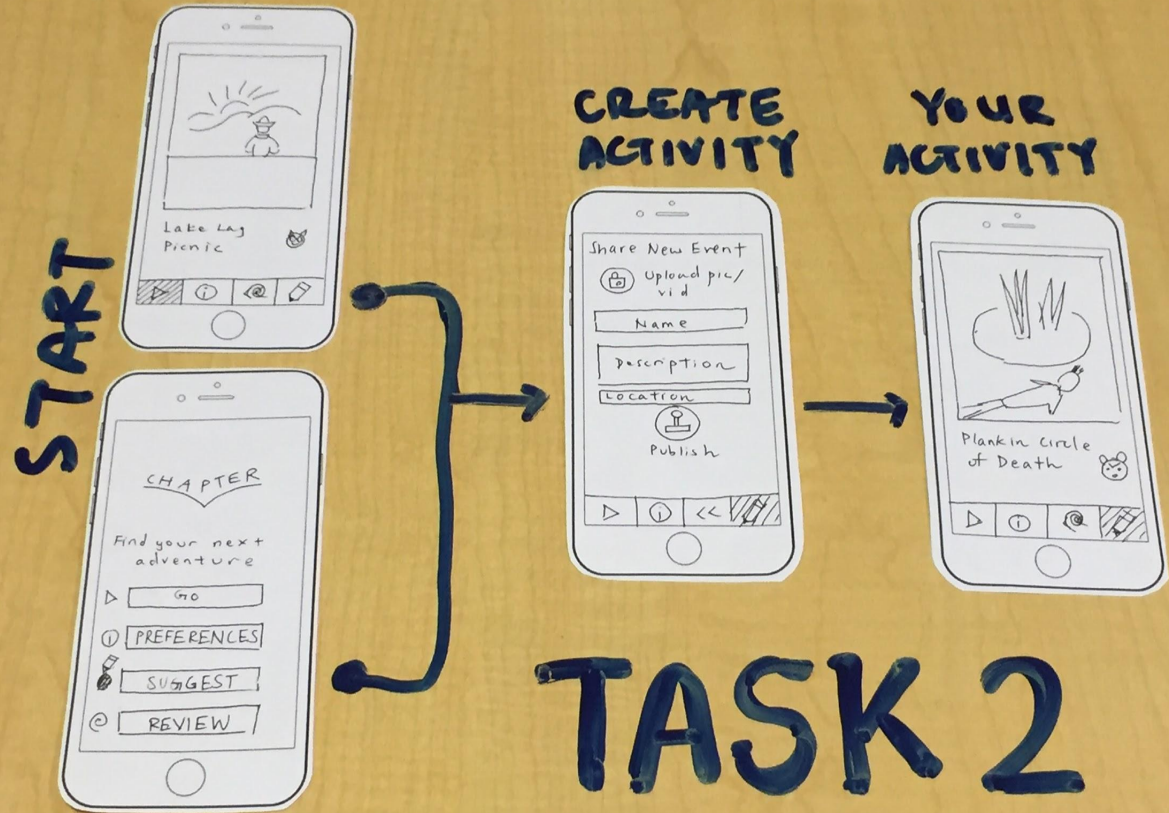
TASK #1

As a newcomer, finding interesting activities to do at a location (i.e., Stanford).



TASK #2

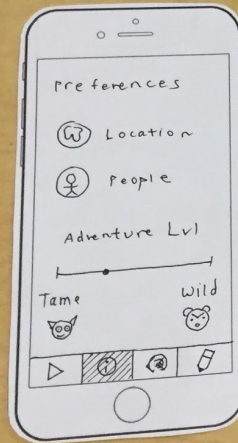
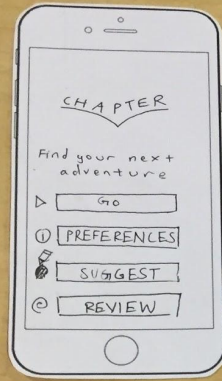
As a local, suggesting interesting activities to do or places to go at a location.



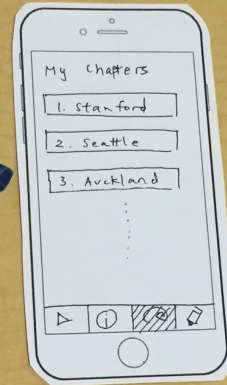
TASK #3

Creating a story of memories
when in a new place.

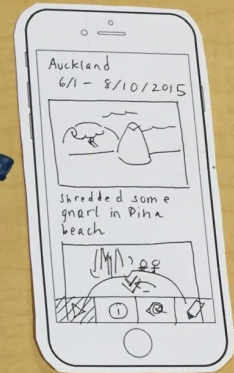
START



TASK 3



ALL
YOUR
CHAPTERS



SPECIFIC
CHAPTER

6. EXPERIMENTAL METHOD

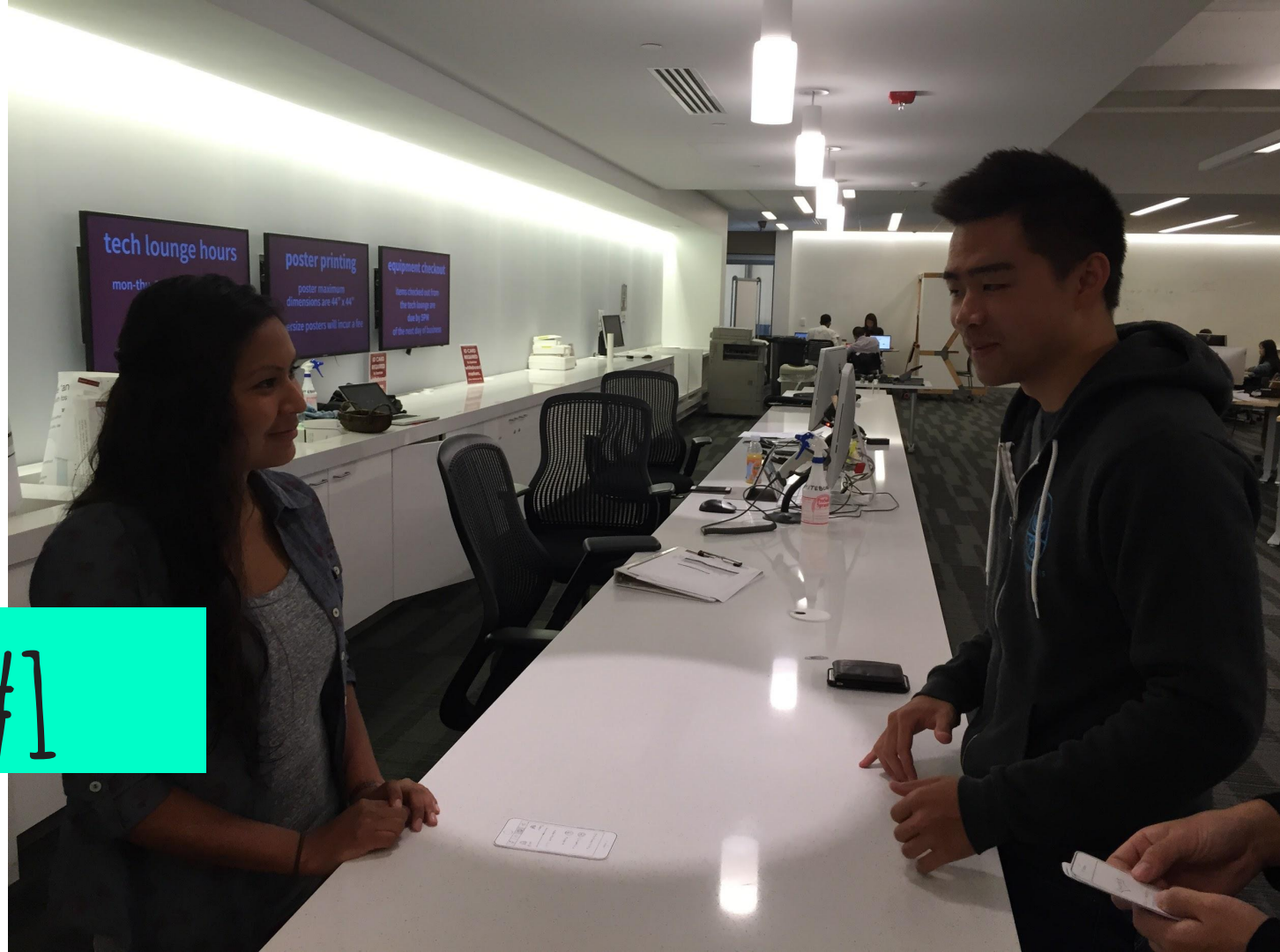
EXPERIMENTAL METHOD

1. Demo app
2. Set the scene for each task
3. Assess performance using test measures
4. Iterate



7. RESULTS/DISCUSSIONS/CHANGES

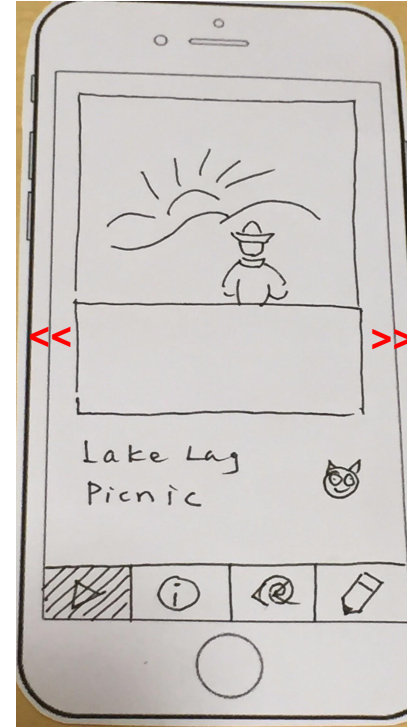
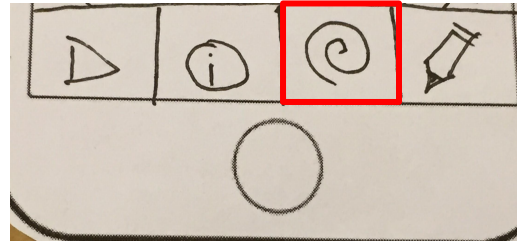
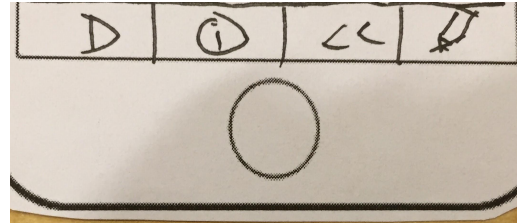
STUDY #1



RESULTS/DISCUSSION

- Navigation Issues
- Button Icon changes

CHANGES



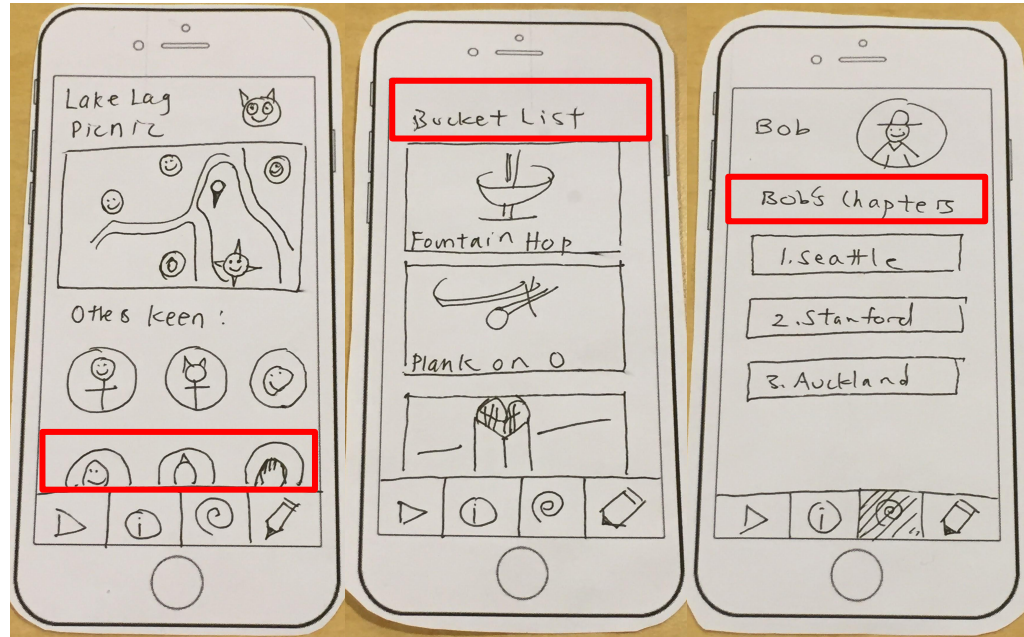


STUDY #2

RESULTS/DISCUSSION

CHANGES

- Lowly Rated Activities
- Scrolling Down
- Saving Activities
- Viewing Other User Profiles



STUDY #3



RESULTS/DISCUSSION CHANGES

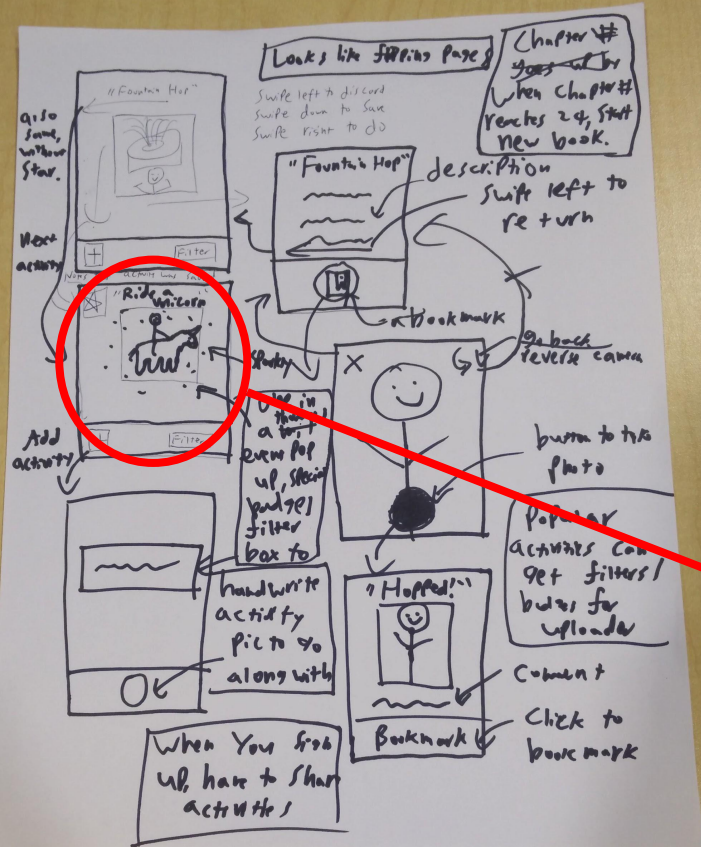
- Is it intuitive?
- Directions
- Scheduling Activities
- Distinguishable



THANKS!

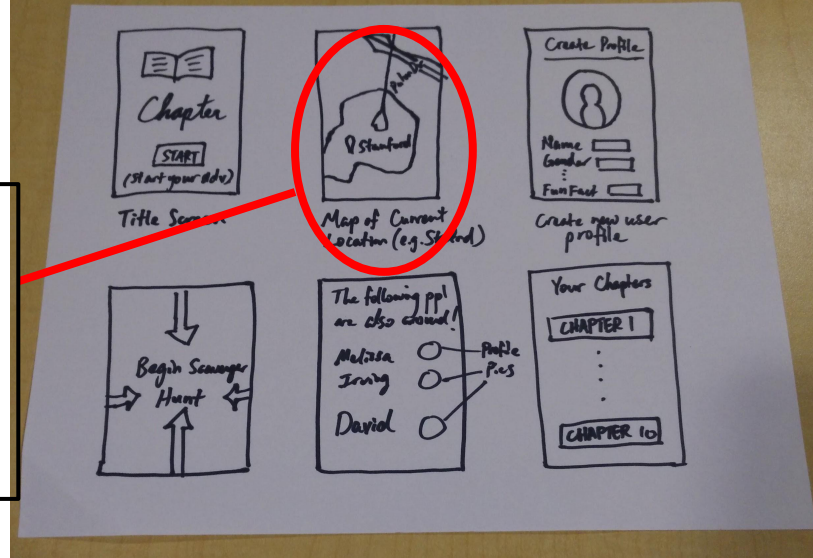
1. SKETCHES & STORYBOARDS

SKETCHES



“Maps”

Visually showing
user location
and other users
around



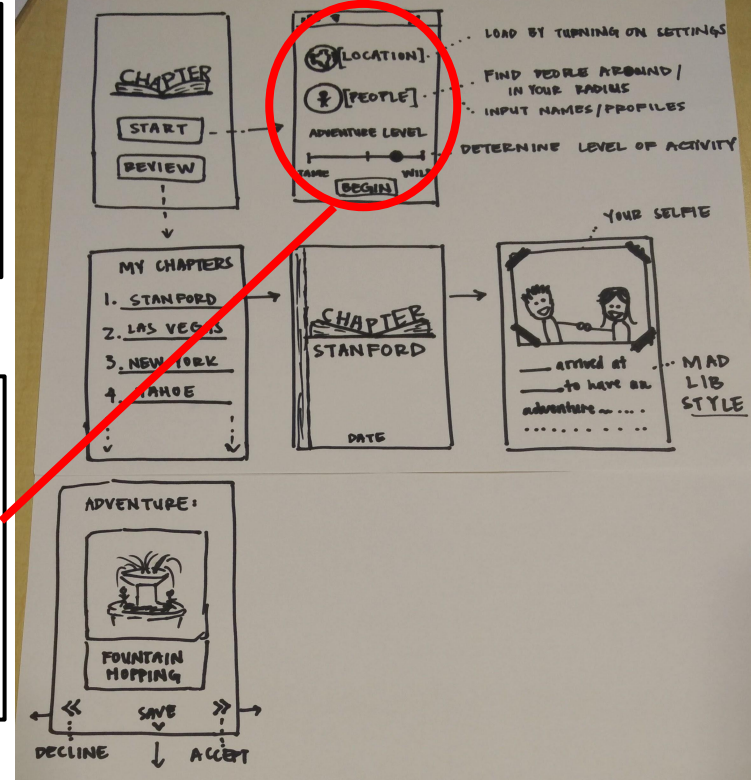
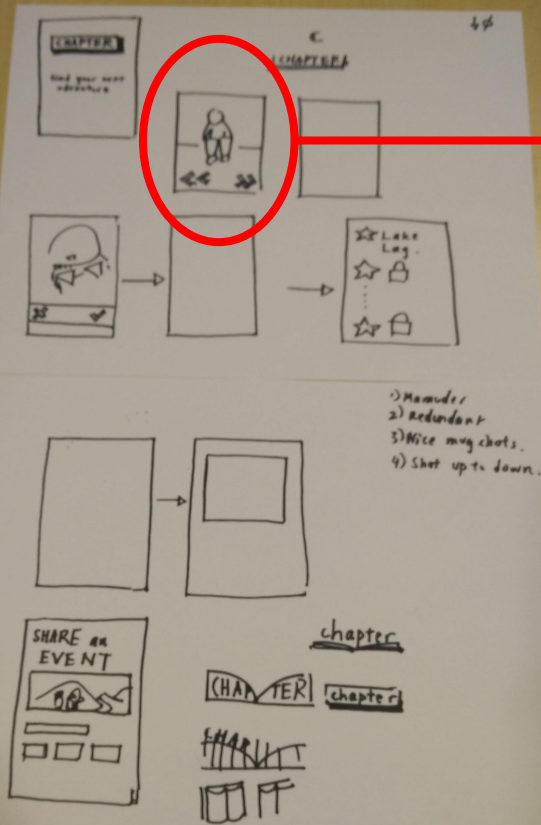
"Ride a Unicorn"

Incentivizing users to engage with the app in order to get special filter/events

SKETCHES

"Swiping"
Action-based
tracking for user's
next steps

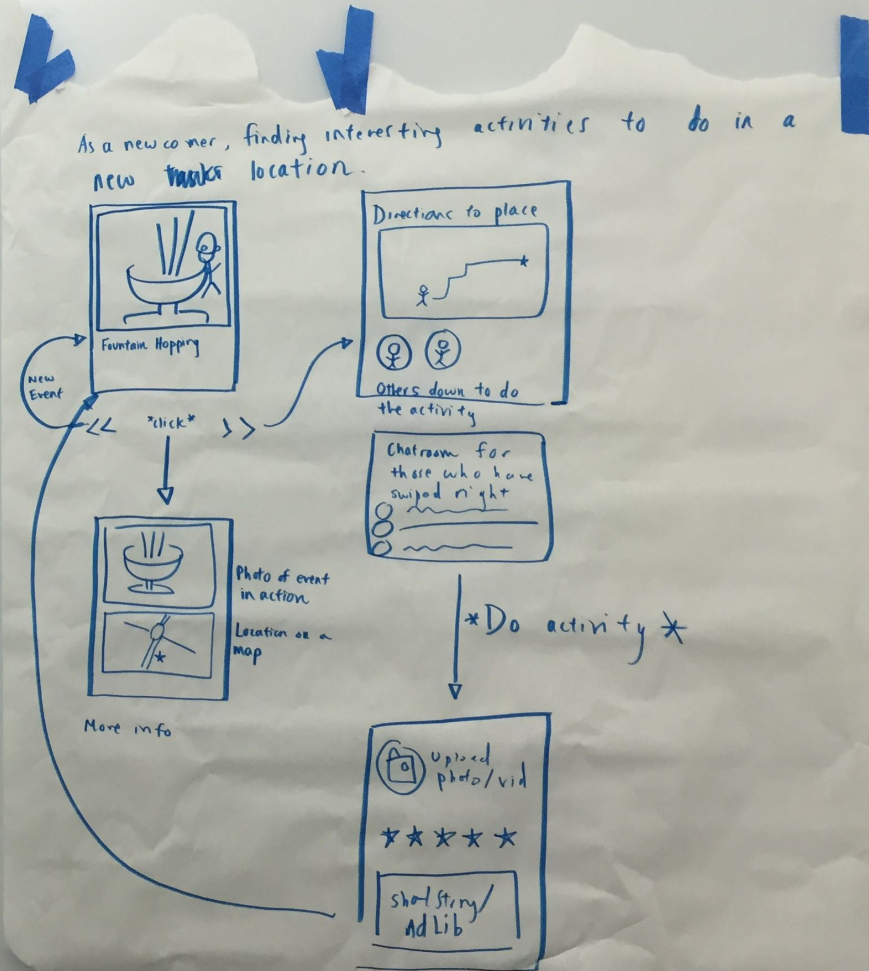
"Preferences"
Filtering events
based on the
settings set by the
user.



STORYBOARD #1

Task #1:

As a newcomer, finding interesting activities to do at a location (i.e., Stanford).

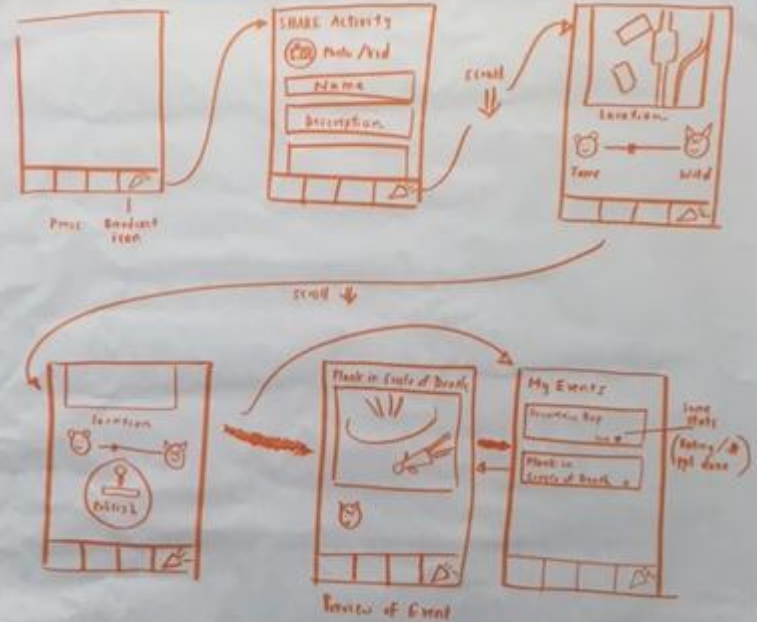


STORYBOARD #2

Task #2:

As a local, suggesting interesting activities to do or places to go at a location.

As a local, SHARE an event/activity



STORYBOARD #3

Task #3:

Creating a story of memories when in a new place.

