

# Herd Prototyping



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# Overview

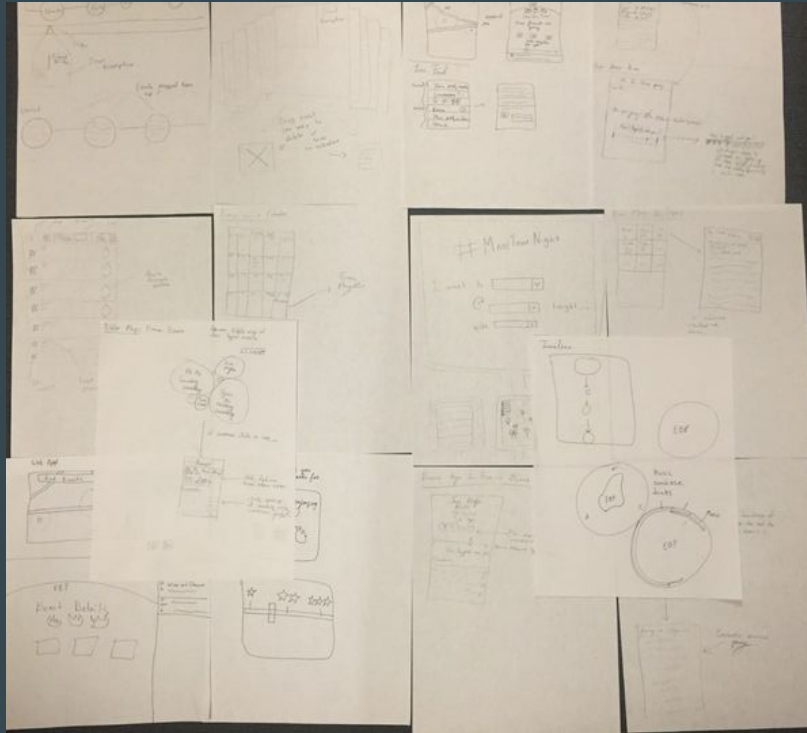
...



**“Never miss out!”**

*Enabling people to make informed decisions using  
reliable user-driven data.*

# Selected Interface



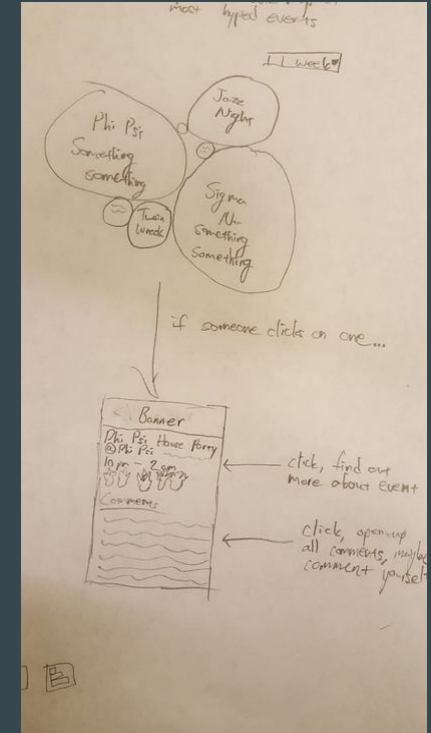
Criteria

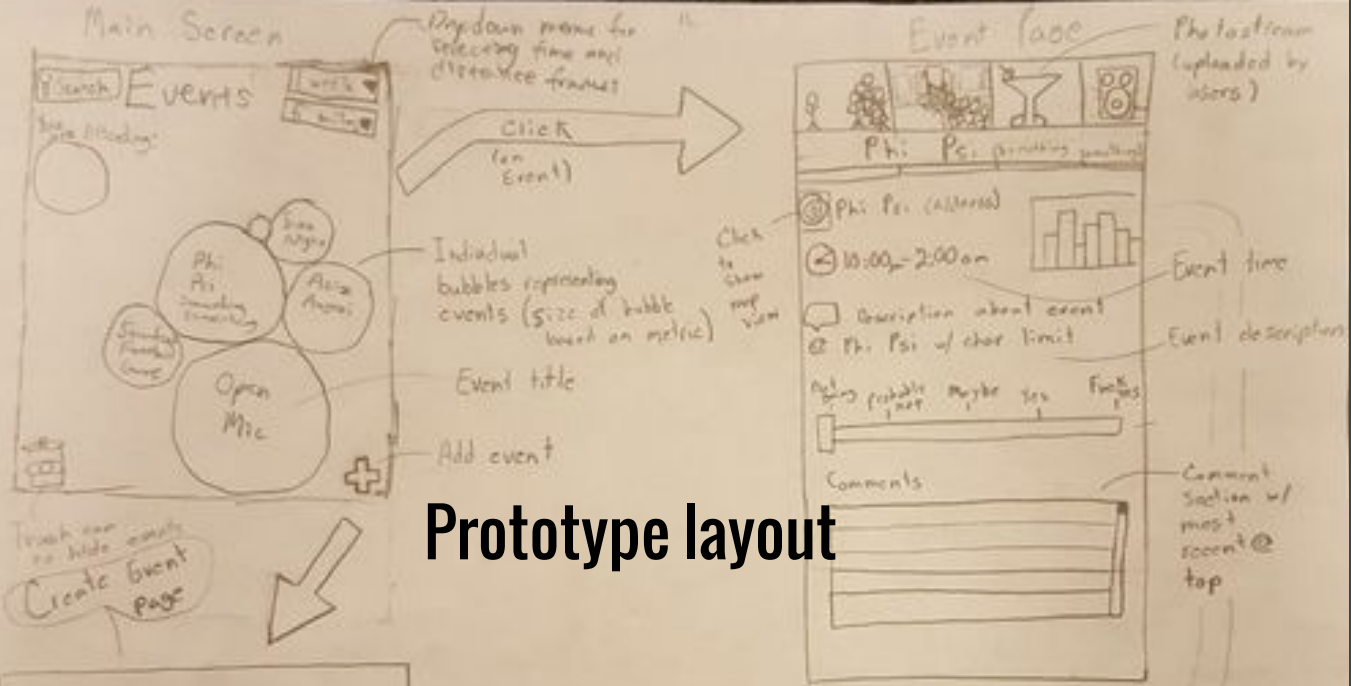
Compact/Efficient

Aesthetic

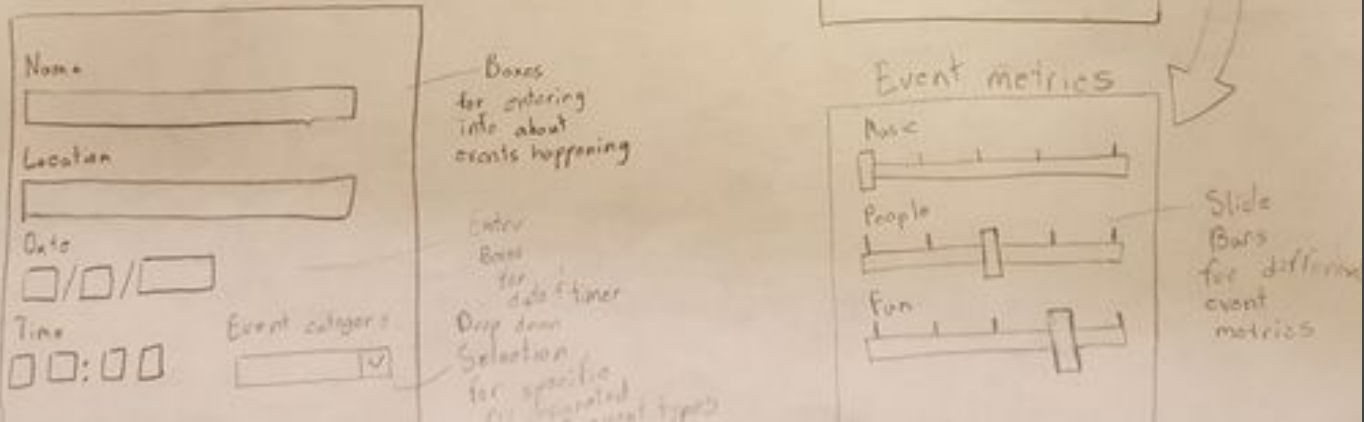
Novel

Simple @ Surface Level



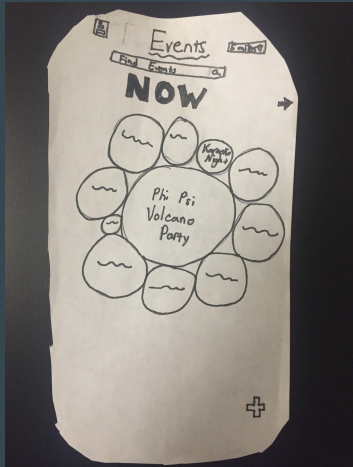


# Prototype layout

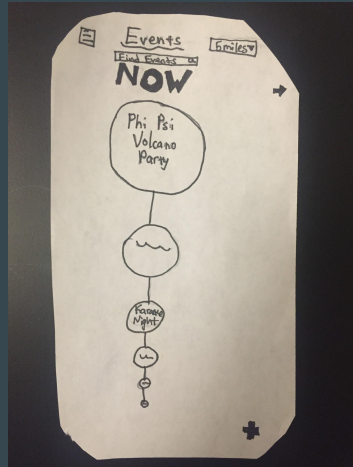


# Task 1: Find Events

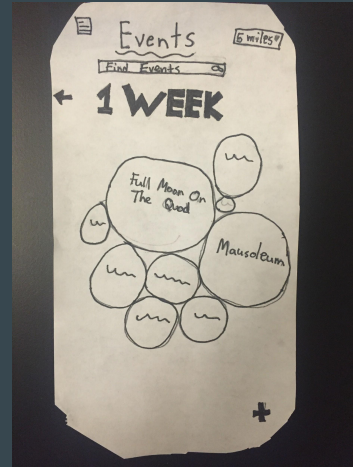
Default View



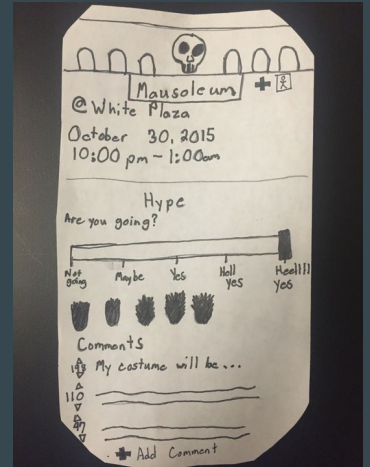
Sorted View



Future View

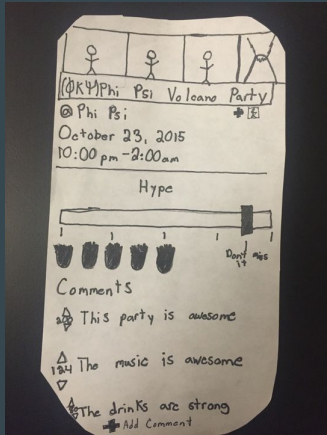


Event View

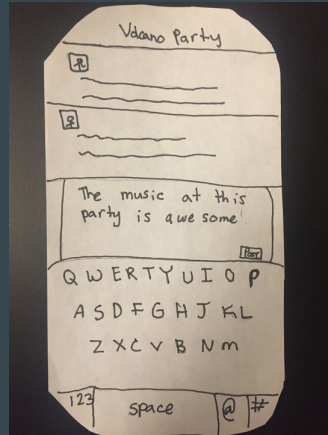


# Task 2: Share about events

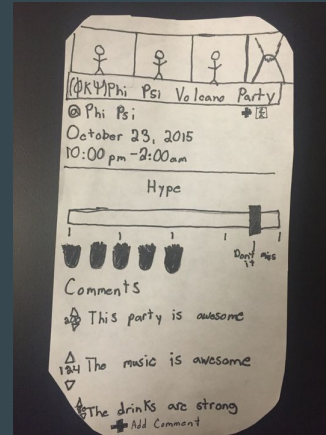
## Event View



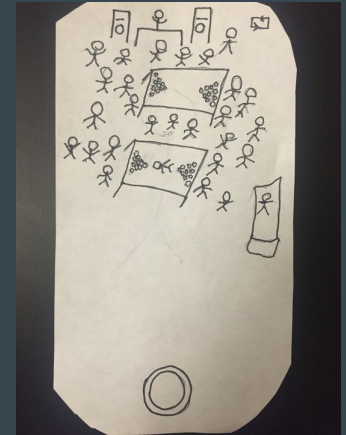
## Comment View



## Back To Event View

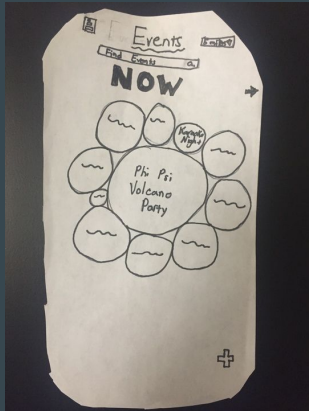


## Photo Sharing View



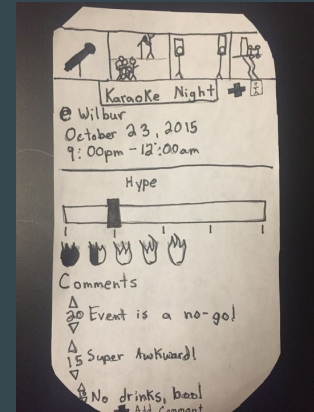
# Task 3: Informed decision on event

Default View



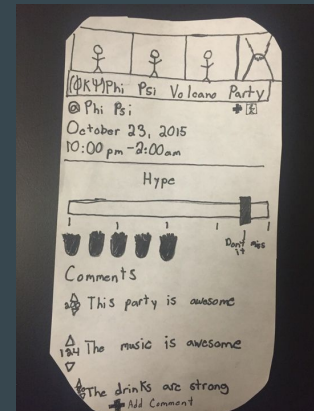
Path 1

Event View 1



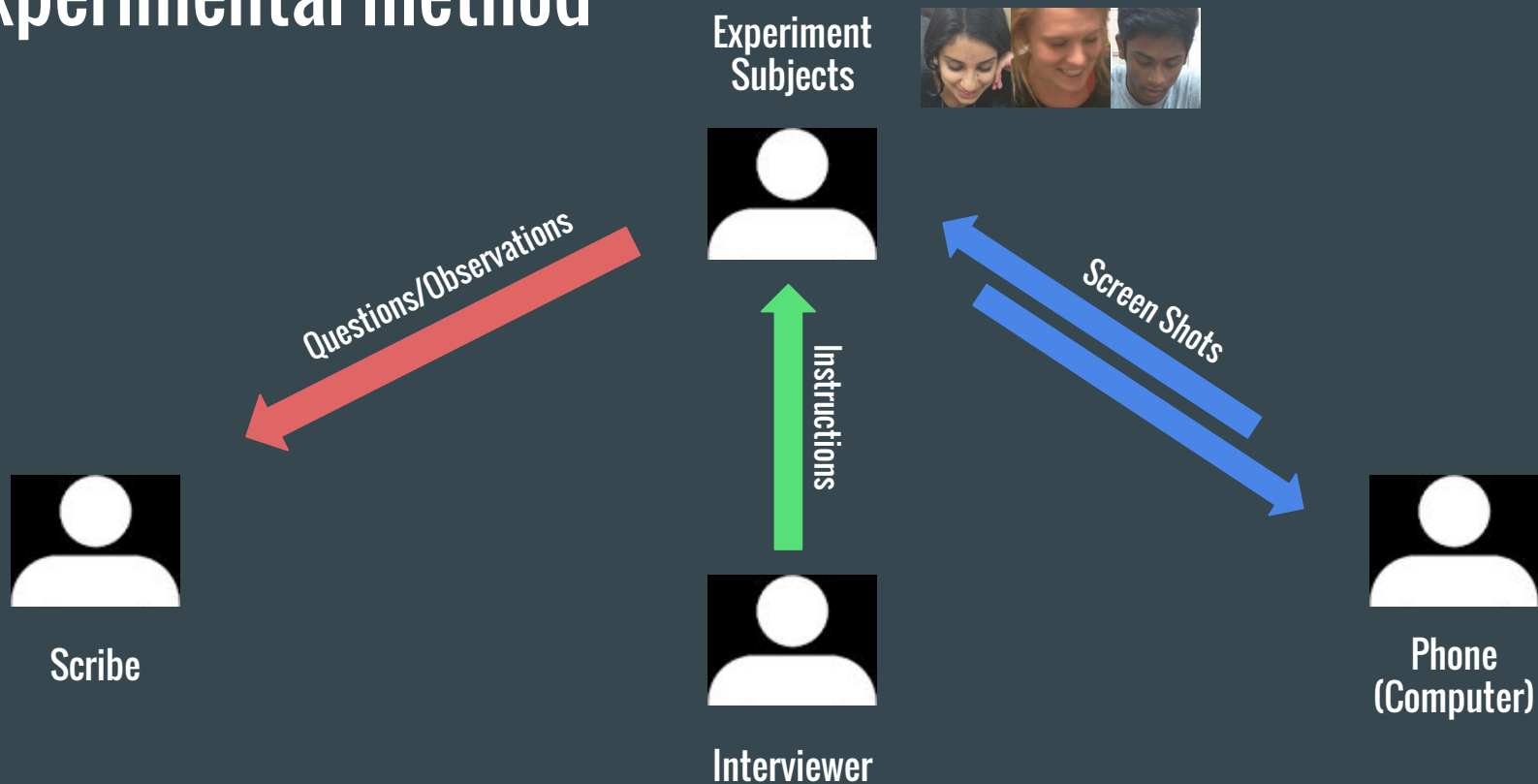
Path 2

Event View 2





# Experimental method



# Experimental results 1: Anika



- Familiar User
- Unclear labels (distance)
- Photo posting option.

# Experimental results 2: Rebecca



- **Unfamiliar w/ social apps**
- **Difficult navigation**
- **Cluttered information**

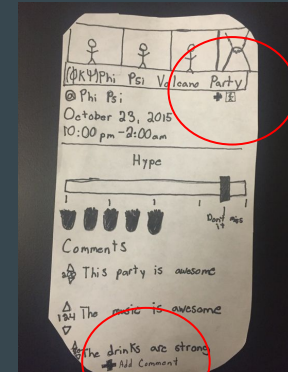
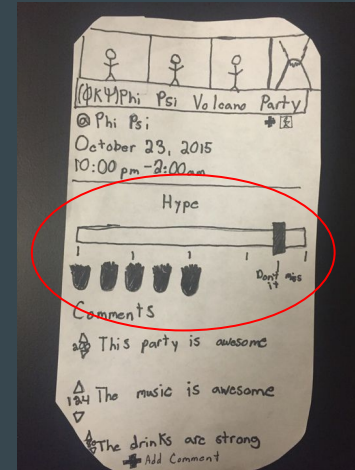
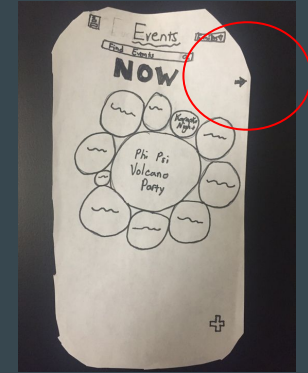
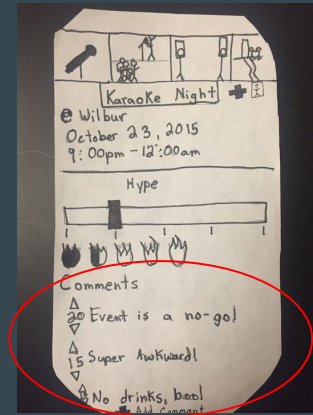
# Experimental results 3: Ajay



- “Expert”
- RSVP would be neat
- Confused by slide bar
- Instructional splash screen

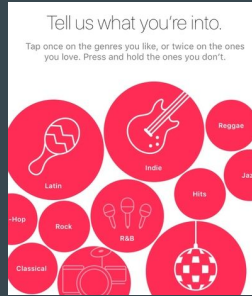
# Suggested UI changes

- Stripped down/intuitive info
- RSVP button/option
- Intuitive Navigation

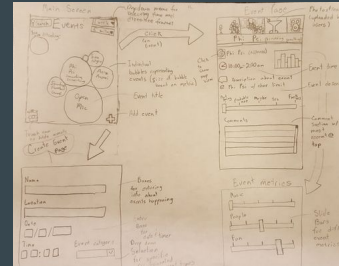


# Summary

## 1. Why we chose our interface



## 2. Prototyping



## 3. Improvements

