

The background features two hand-drawn sketches on a teal background. The sketch on the left is a book cover with a circular logo at the top, the name 'Irene Adler' in the middle, and the number '100 - 200' at the bottom. The sketch on the right is a library card with a title box at the top containing 'a book', a circled number '1' followed by 'John Watson picked Harry Potter', a star icon, a circled number '2' followed by 'Sherlock Holmes picked Kite Runner', and another star icon. Below the text is a simple drawing of an open book.

# LOW-FI PROTOTYPING

Addison • Joanne • Katherine • SunMi

# OVERVIEW

- Problem/Solution
- Value Proposition
- Prototyping Process
- Task Flows for the Low-Fi Prototype
- Experimental Method
- Results
- UI + Feature Changes

# PROBLEM-SOLUTION

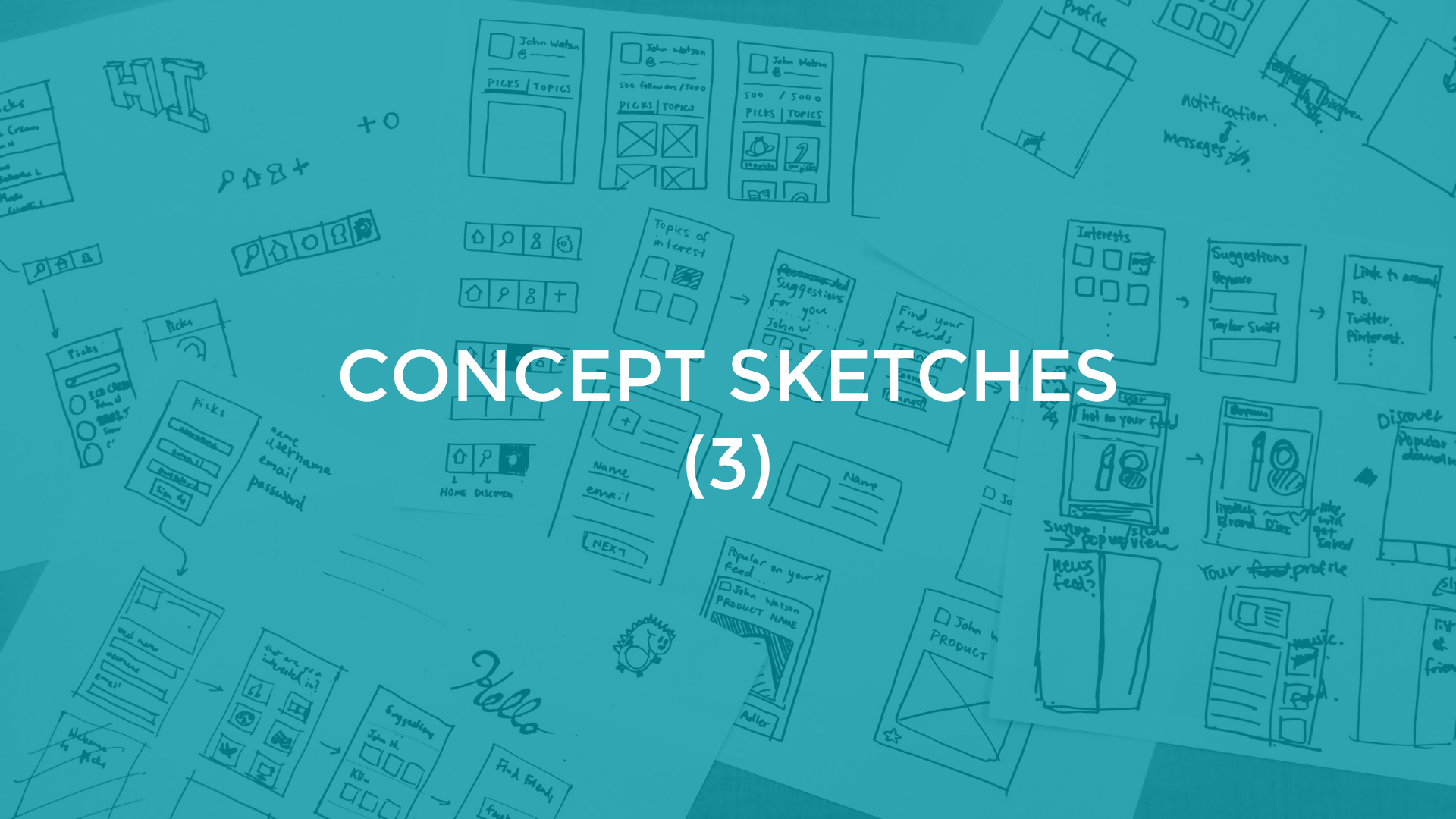
People are searching for a better way to learn about the lifestyles of the people they like, admire, and respect.

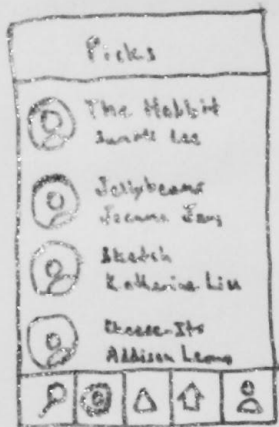
Picks **tells a person's life story through nouns**. It provides a simpler, more elegant, and more personal platform that allows people to **discover new interests** through **people-centric product recommendations** and be inspired by the lifestyles of **people they admire**.

## MISSION • VALUE PROPOSITION

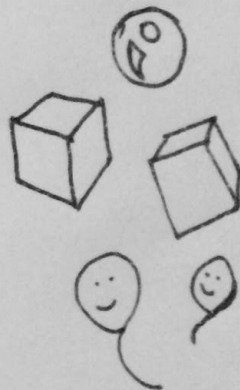
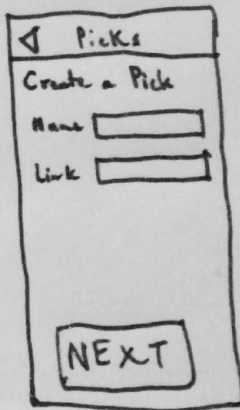
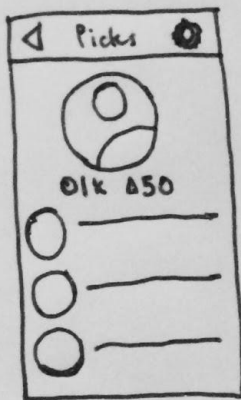
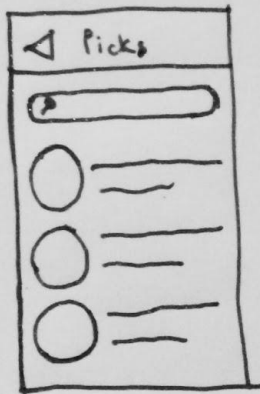
**A discovery network guided by  
person-to-person connections  
that tells a person's life story  
through nouns**

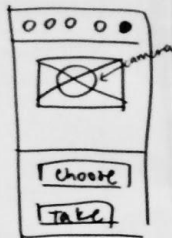
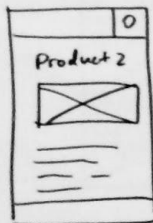
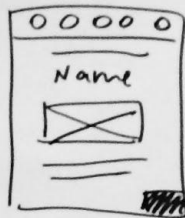
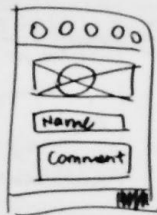
# CONCEPT SKETCHES (3)





○ = followers  
△ = picks







Irene Adler

100 · 200



Q BOOKS

John Watson picked  
Harry Potter



Sherlock Holmes picked  
The Kite Runner

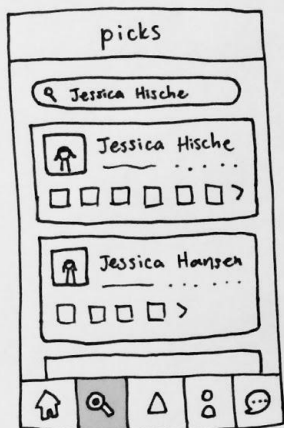
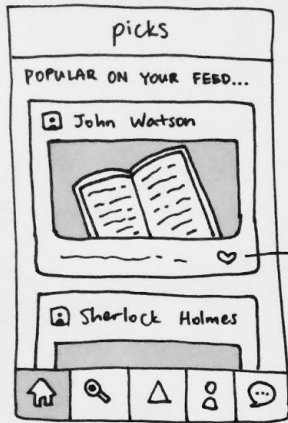


# UI SKETCHES

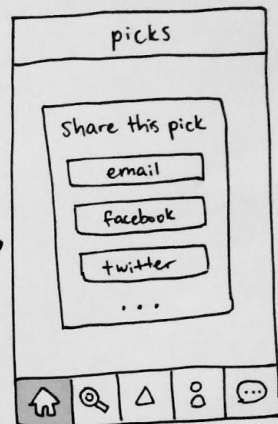
(2)



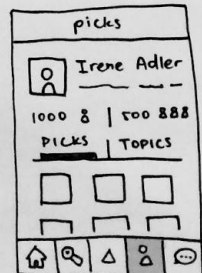
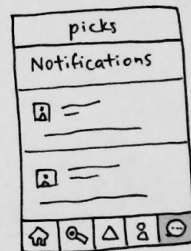
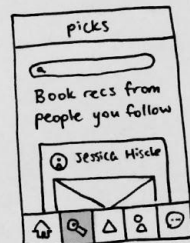
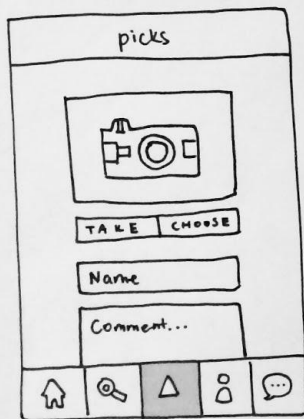
FOLLOWING



SHARING



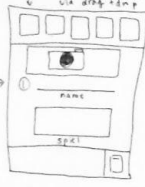
POSTING



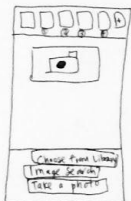
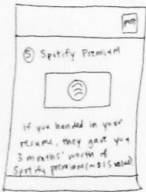
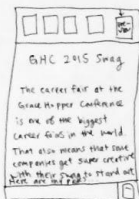
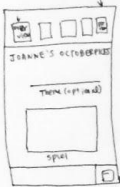
## POSTING



can change ordering via drag + drop

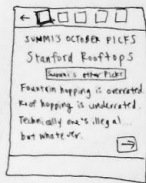


auto saves as the user types

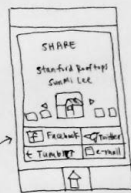


⚡ suggested themes  
⚡ can also choose default theme

## SHARING



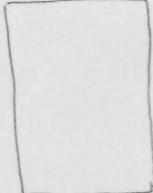
increase gray if user already posted picks of the month.



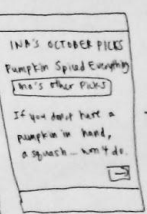
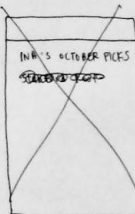
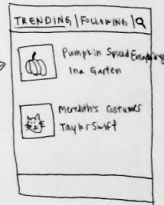
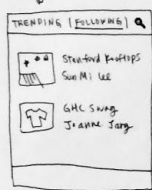
user can pick a photo from one of the picks



On tap outside the box to go back to the original post

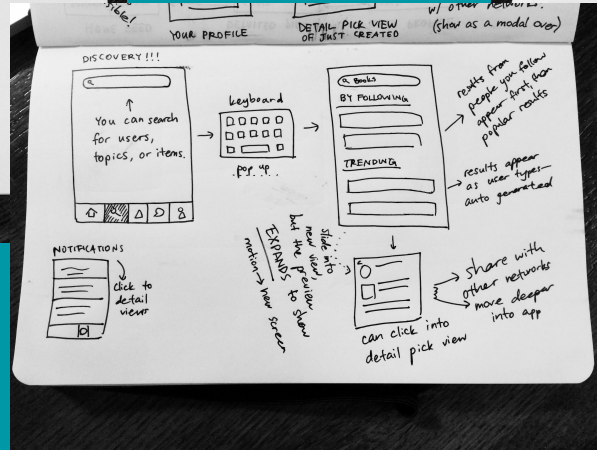
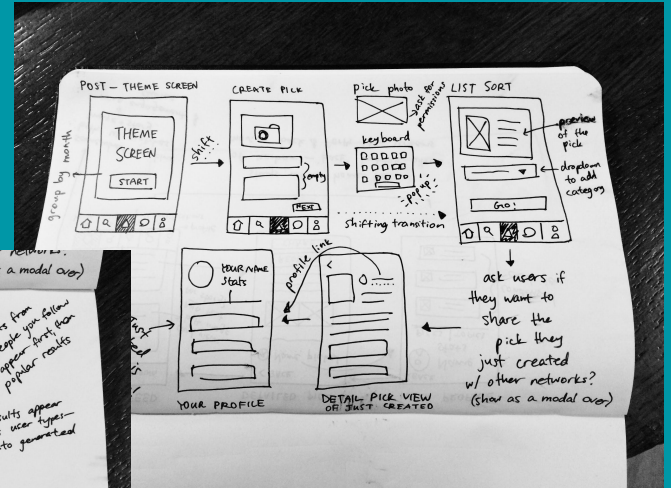
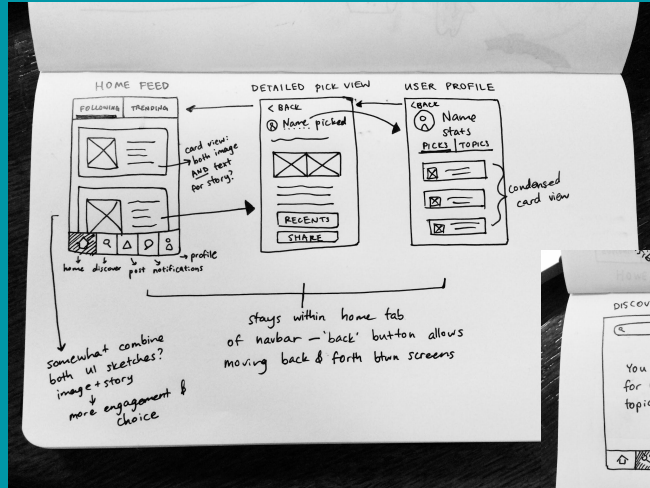


## FOLLOWING



simply turn into FOLLOWING

# SELECTED INTERFACE



# RATIONALE

- More product-focused
- More intuitive interface than the second sketch
- Encourages users to post one pick at a time
  - More mobile-friendly
  - Second sketch asked for picks in the form of collection of picks by theme
- Ended up incorporating the story component of the second sketch

# LOW-FI PROTOTYPE

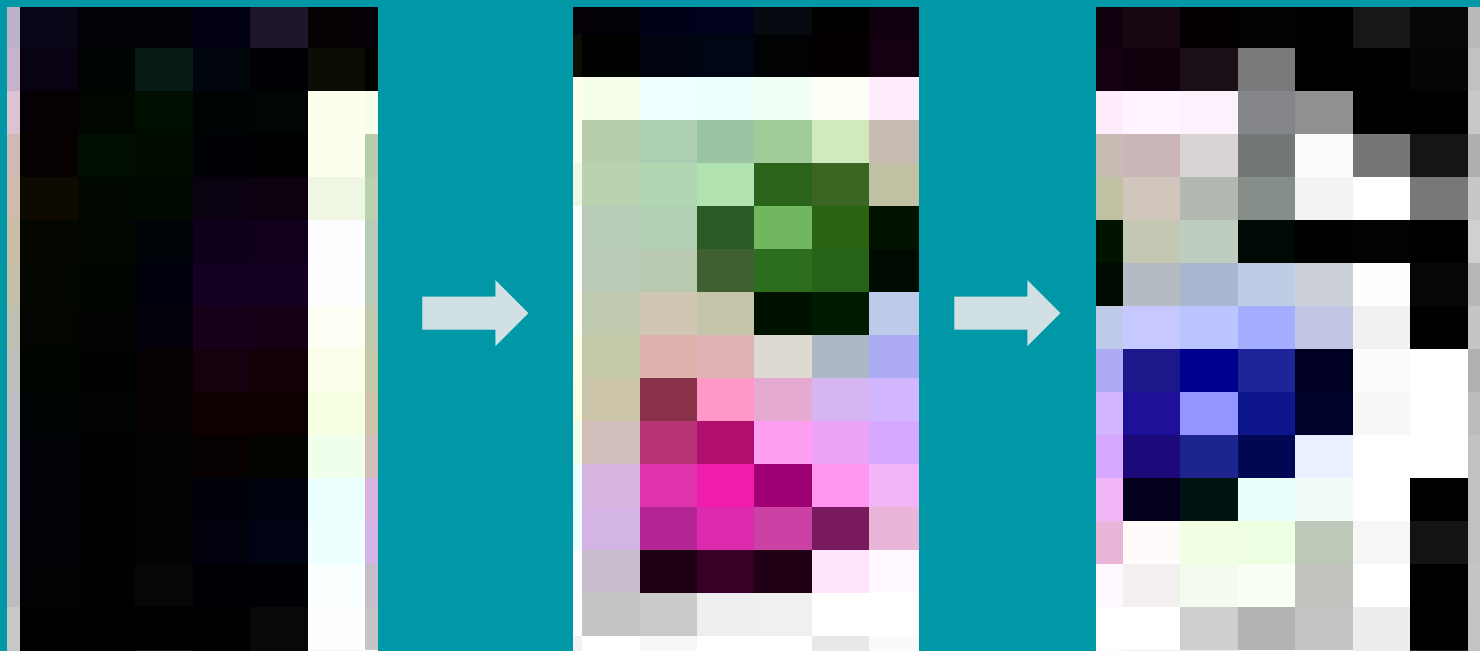


# PROTOTYPE STRUCTURE

- Flows for each of our three tasks
  - All screens could be reached through interactions from other screens
- Base screen with supporting pop ups (keyboard, choosing a picture, sharing, etc.)
- Tried PoP (Prototype on Paper) at first
  - Participants expected functions like scrolling
  - Felt we would get better feedback with just paper

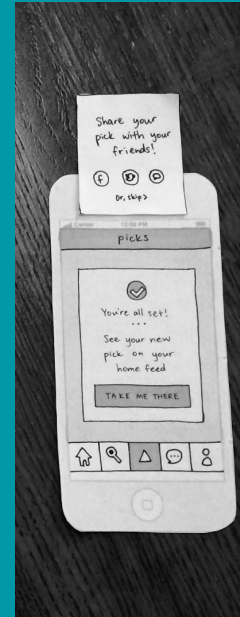
# TASK FLOW

# TASK 1: Discovery + Following

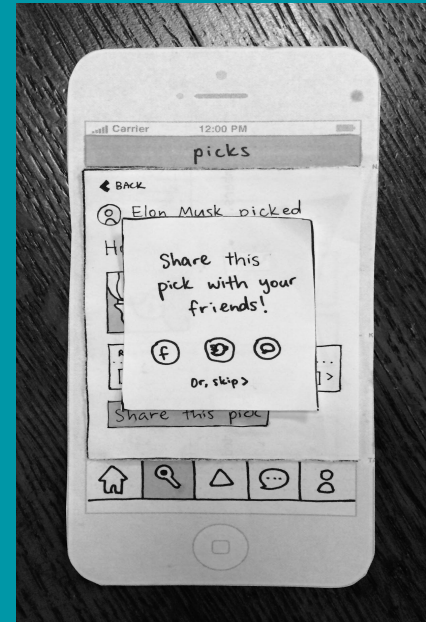
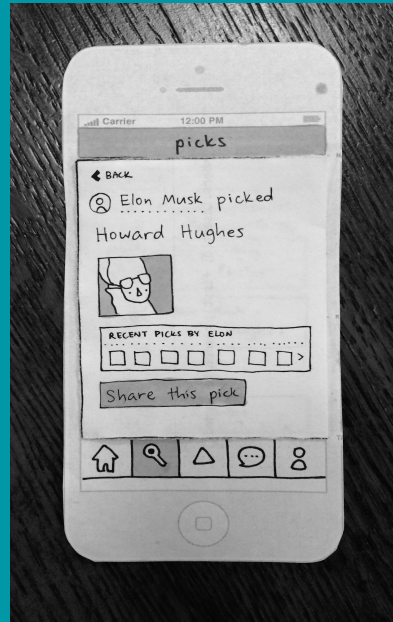
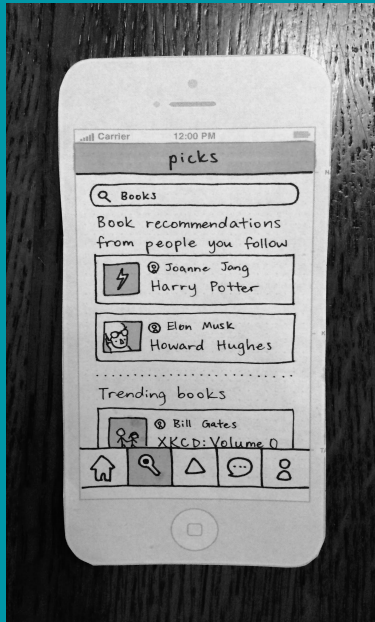




# TASK 2: Posting



# TASK 3: Sharing



# EXPERIMENTAL METHOD

- Participants
  - Random selection
  - Already using mobile
- Location
  - On campus
- Method
  - SunMi, Coordinator + Interviewer
  - Katherine, Screen Manager / Computer
  - Joanne, Note Taker
  - Addison, Photographer

# Script

- Introduction and consent form
- Primer
- Task questions and observation
- Debrief and additional comments

**Confidentiality**

We have a simple consent form for you to sign.

**Introduction of Picks**

What you will see in a moment is an early-stage prototype, and it's not a finished version by any means. No matter how polished it might look because Katherine is such a great designer, think of it as a sketch, and we would love to hear any and all the thoughts that go through your mind as you interact with the app-- we're trying to evaluate how intuitive and easy Picks is. We would really appreciate it if you could share all your thoughts.

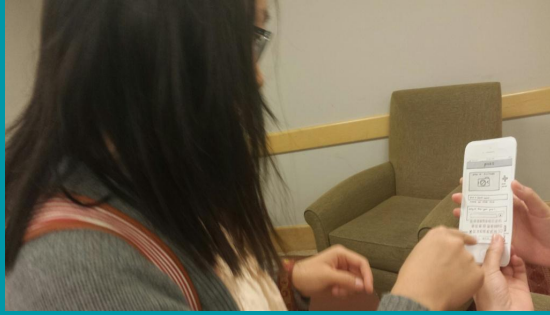
So this is an app called Picks and it helps people tell stories with products they buy with to their followers. This is your home screen.

**Tasks**

1. Can you show us how you would look at another person's pick?
2. Try to view that person's profile.
3. Can you try posting your own pick?
4. Can you share the post by adding it to your Facebook profile?
5. Look at your profile.
6. Can you check your notifications?
7. Can you find recommendations by the people you follow?

**Debrief**

Great, this concludes the experiment— thank you so much for your time. Do you have some feedback for the tasks, or the app in general?



# TESTER 1

- "Feels very Pinteresty"
- Confused because it initially feels like Pinterest, but the workflow is different
- Didn't know where to press to post
- Confusion between home feed and search screen
  - "This looks just like the last screen!"
- Score: 2 - minor usability problem

## TESTER 2

- Went through the app very quickly
- Wanted to see previous picks as well (September picks rather than just October)
- Couldn't find the notifications button
  - Tried going to the user profile and looking for notifications button rather than looking at lower menu bar
- Score: 2 - minor usability problems

## TESTER 3

- Also finished most tasks very easily
- Mentioned some small, specific buttons while working through the tasks
  - Wanted to see the “pick list” (which we didn’t have)
  - Tried to select multiple photos for a single post
- Notifications button looked like messaging button
- Score: 2 - minor usability problem



## TESTER 4

- Fully narrated his thoughts while going through
- Took a while to figure out how to post
  - “There’s a triangle I’m tempted to pick on. But I’m going to go back to user screen first”
- Wanted each post to highlight more elements
  - Who shared the pick
  - Who was commenting on each pick
- Score: 2 - Minor usability problems

# RESULTS

- Users were confused by icons (triangle, notifications)
- Some users gravitated to the feed instead of other parts of the app
- Didn't account for uses some users wanted (taking photos)
- "Very Pinteresty"

# UI + FEATURE CHANGES

- New icons that better display meaning
- UI and experience differentiation from Pinterest
- Experiments with new features:
  - Monthly posting limits
  - User profiles that group picks based on month
  - Being able to select multiple pictures per post

# SUMMARY

2 = minor usability problem – **confusion about icons and home feed vs. search feed**

**Differentiate from Pinterest**

Insights about wishes and needs:

**Categorize picks as features by month**

QUESTIONS || FEEDBACK