



MEDIUM-FI PROTOTYPING

Addison, Joanne, Katherine, SunMi

but first... an
important
announcement

Picks



Spiel

PROBLEM-SOLUTION OVERVIEW

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

Spiel helps users **tell stories about their favorite discoveries**. 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

**Connect to people by
sharing stories
through your favorite
discoveries**

Tasks

Learn about the lifestyles of people you admire.*

MEDIUM


Inspire others with your new finds and stories.*

COMPLEX

Share interesting spiels with your other social networks.

SIMPLE

*changed from low-fi



MAJOR DESIGN CHANGES

1. When viewing other people's profiles...

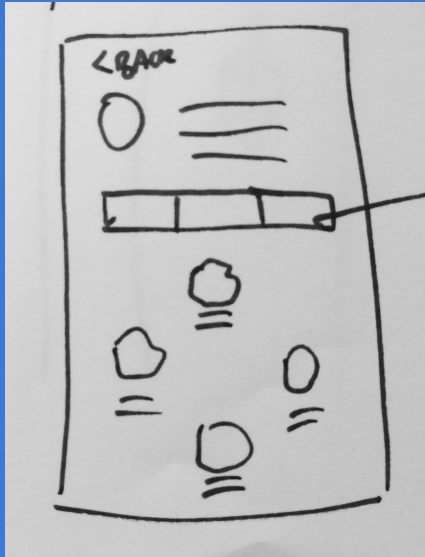


Original sketch of profile screen

How do we **reduce confusion** about “pick lists” and offer a way to **scan by monthly basis** (feature suggested by our tests)?

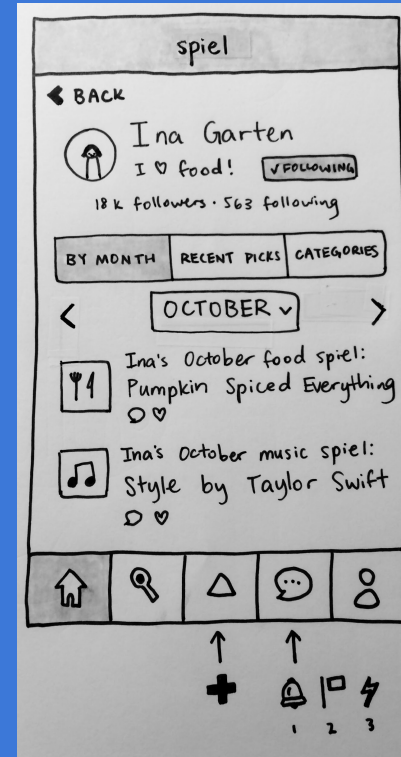
Just “recent picks” doesn’t help **discover more about a profile in a new or useful way** – it’s just an information dump

1. When viewing other people's profiles...



- Discover by month
 - Existing print and video models
- Categories are useful

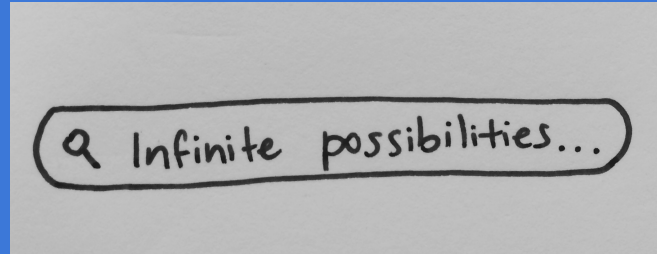
1. When viewing other people's profiles...



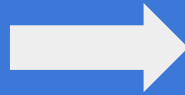
1. When viewing other people's profiles...



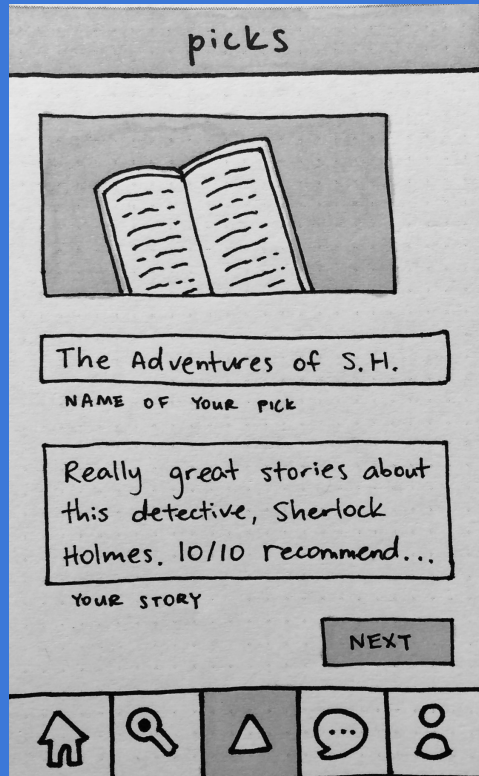
2. Can users search for anything they want?



2. Can users search for anything they want?

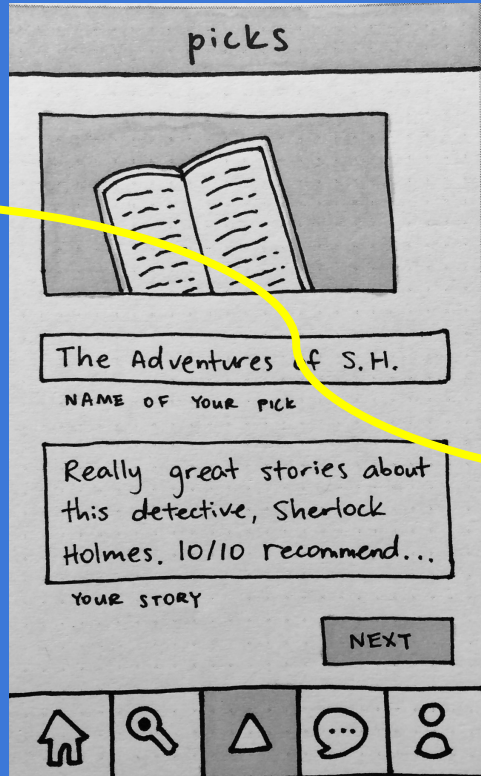


3. Does the mental model of categories change?




3. Does the mental model of categories change?

Move to front of posting process




PROTOTYPING TASK FLOWS

A blue-tinted photograph of a workspace. In the center is an open laptop. To the left is a glass of water. To the right is a notebook with a smartphone resting on it. The notebook has handwritten notes and diagrams. The text 'PROTOTYPING TASK FLOWS' is overlaid in white on the laptop screen area.

1. Learn about the lifestyles of people you admire.

spiel


FOLLOWING TRENDING



Food spiel: Pumpkin Spiced Everything

Going into autumn, pumpkin-flavored anything is always one of my favorite foods – this set of themed dishes was really helpful when... [read more](#)


35 comments 2,577 favorites



Music spiel: Sun by Two Door Cinema Club

Two Door Cinema Club makes me super nostalgic, and I recently came across this song again... such good times, and I love the instrumentals... [read more](#)

2 comments 18 favorites




SunMi Lee
12 hours ago

Home Search + Notifications Profile

spiel


FOLLOWING TRENDING



Tech spiel: InVision prototyping app

InVision is a great tool for prototyping simple interactions quickly – I've used it, and many of my students use it during projects when they... [read more](#)


147 comments 83,702 favorites



Book spiel: Complete Cartoons of the New Yorker

When I'm not teaching, I'm often reading the New Yorker. This book is a great compilation of all the cartoons – what more could I ask for? I... [read more](#)



103 comments 10,541 favorites



Kathy Davies
45 minutes ago



Home Search + Notifications Profile

spiel

 Katherine Liu 
5 hours ago

Food spiel






Pumpkin Spiced Everything



Going into autumn, pumpkin-flavored anything is always one of my favorite foods – this set of themed dishes was really helpful when I was preparing for a dinner party this month. Love it!



35 comments 2,577 favorites



Other recent picks by Katherine




Home Search + Notifications Profile


spiel

 Katherine Liu 
Follow me to see what inspired me this month!
18k followers • 563 following


FOLLOWING  

BY MONTH MOST RECENT BY CATEGORY


October 2015 



Katherine's October **food spiel:** Pumpkin Spiced Everything



Katherine's October **music spiel:** Style by Taylor Swift



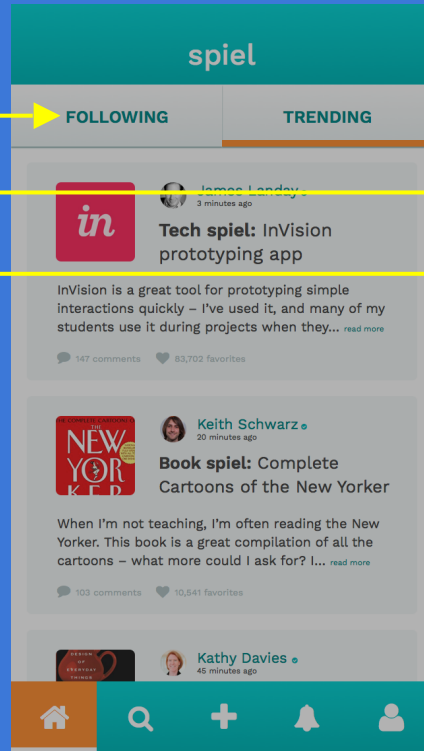
Katherine's October **book spiel:** Momofuku by Chang & Meehan

Home Search + Notifications Profile

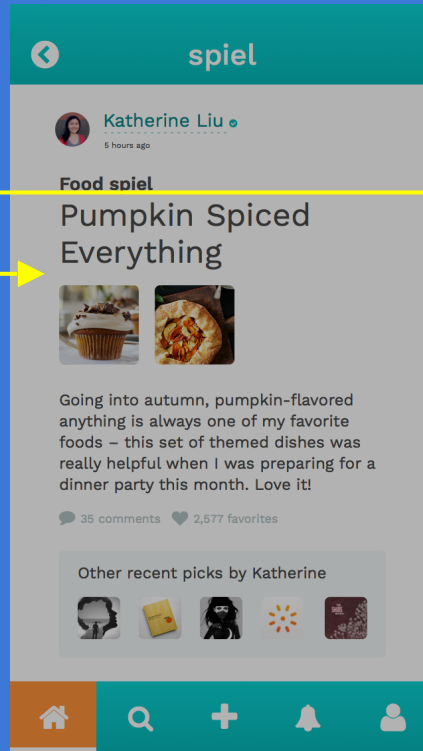
1. Learn about the lifestyles of people you admire.



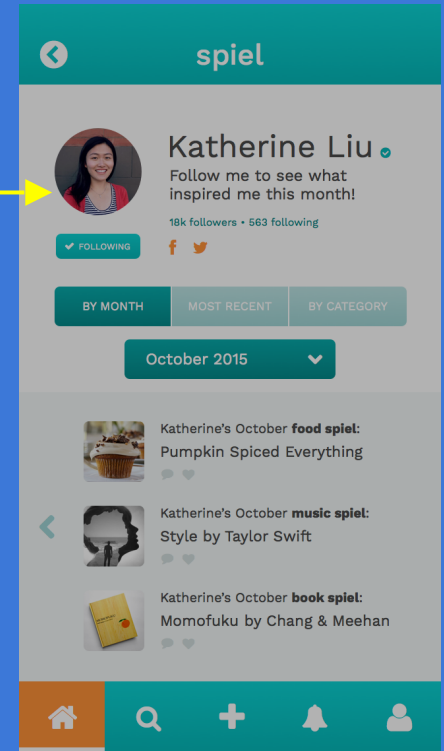
Home feed - following



Home feed - trending

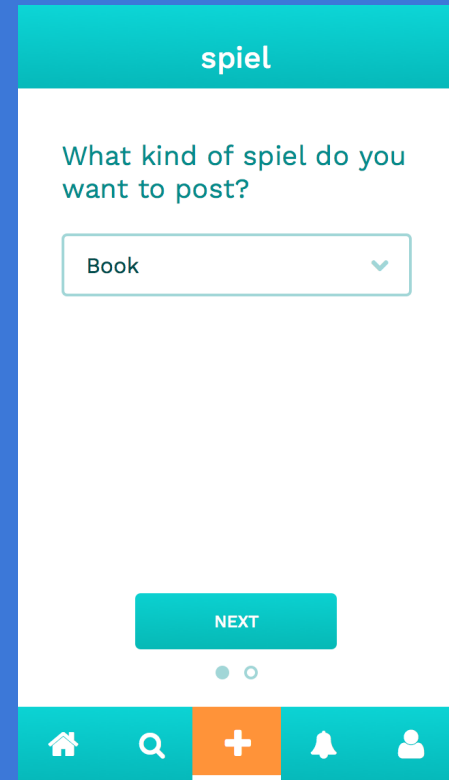
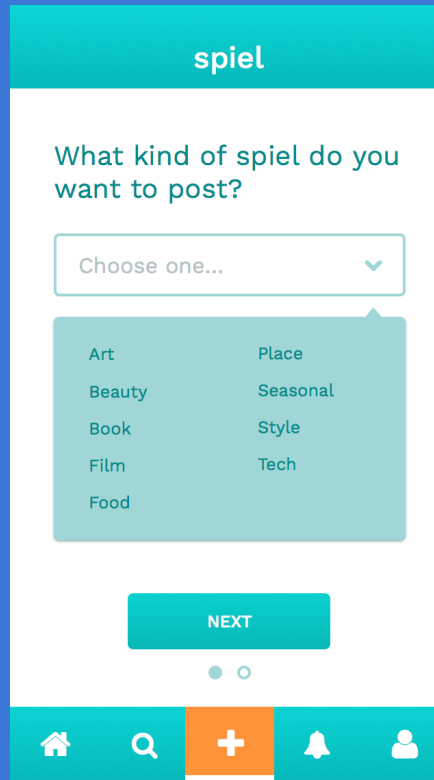
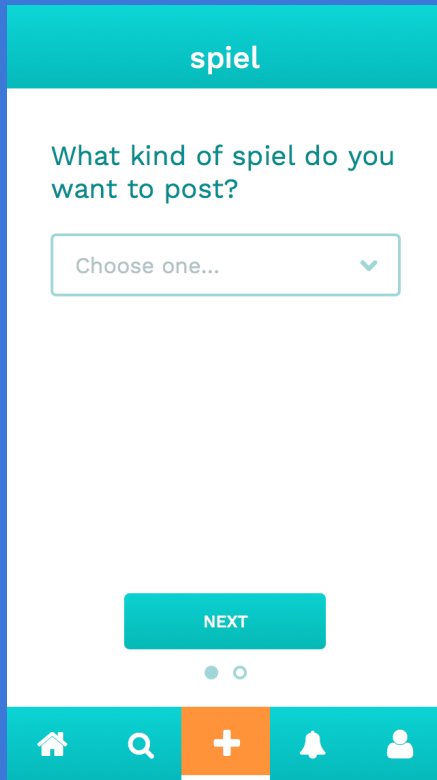


Spiel detail

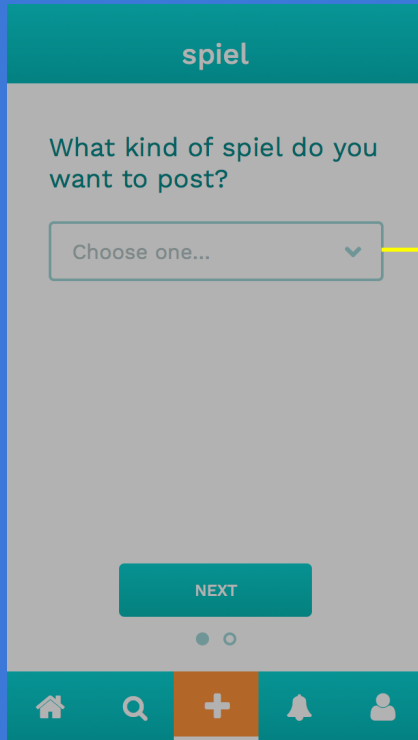


User profile

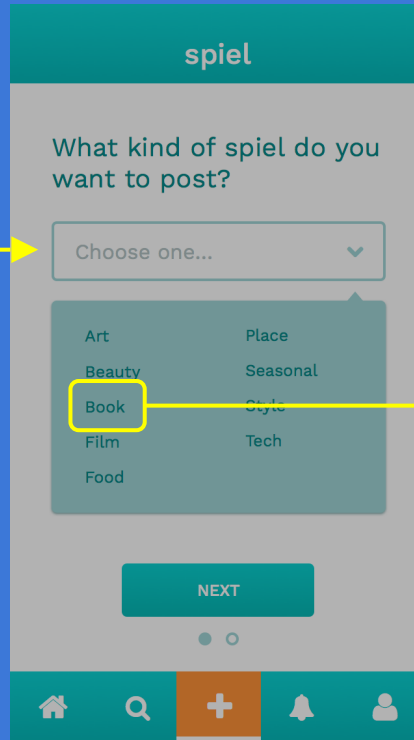
2. Inspire others with your new finds and stories.



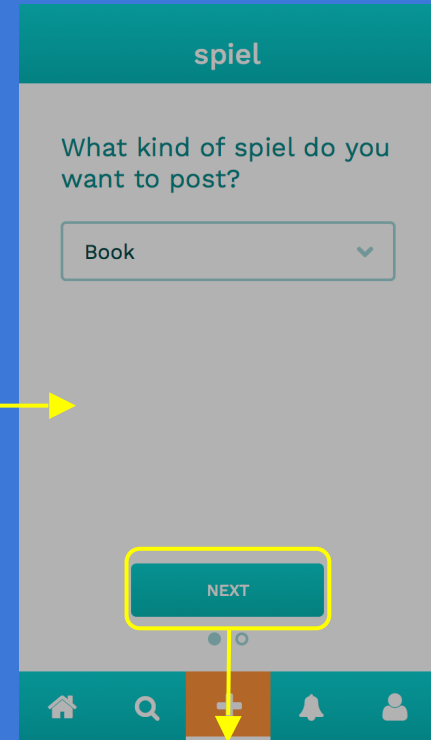
2. Inspire others with your new finds and stories.



Clicked on add icon




Choose category



Proceed to next screen

2. Inspire others with your new finds and stories.

spiel



add a picture
for your spiel

Name your spiel

Ex. Book title, song name...

Tell a story about your spiel

Write about an experience you had,
or why you like it – anything really...

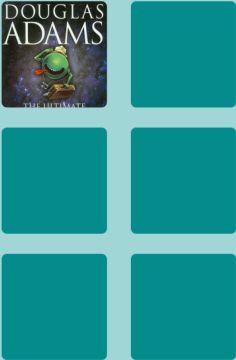
NEXT

○ ●

Home Search Add Notifications Profile

spiel

Choose a photo



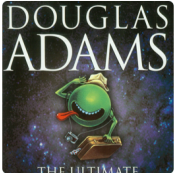
The grid shows a 2x2 selection of photos. The top-left photo is the cover of 'Douglas Adams: The Ultimate' featuring a green alien. The other three photos are teal squares.

NEXT

○ ●

Home Search Add Notifications Profile

spiel



The selected photo is the cover of 'Douglas Adams: The Ultimate' featuring a green alien.

Name your spiel

Ex. Book title, song name...

Tell a story about your spiel

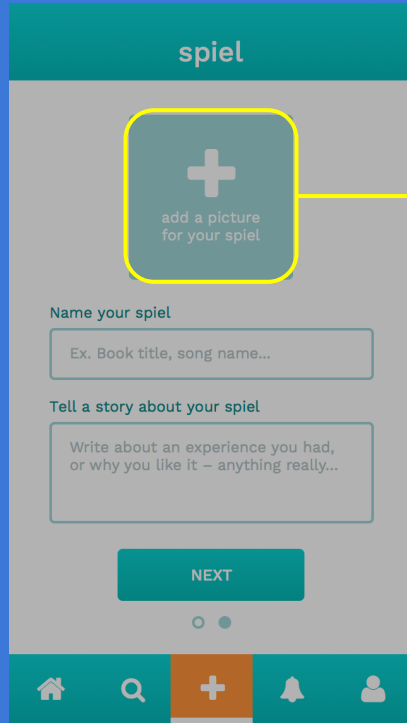
Write about an experience you had,
or why you like it – anything really...

NEXT

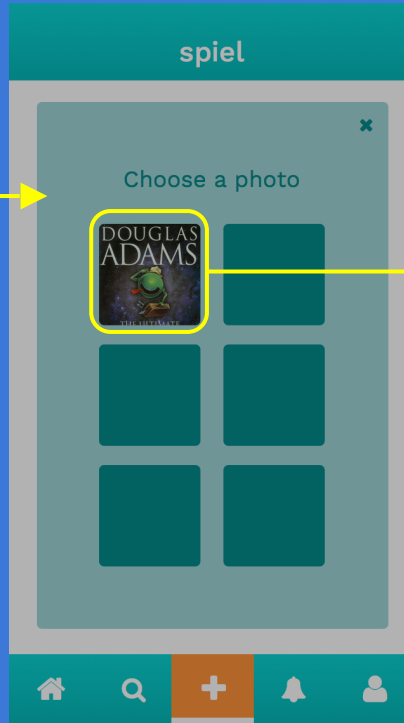
○ ●

Home Search Add Notifications Profile

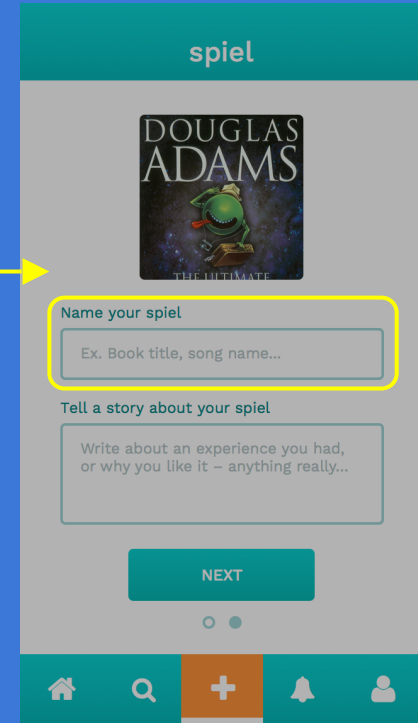
2. Inspire others with your new finds and stories.



Click add picture



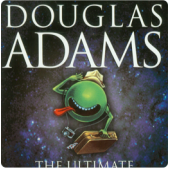
Choose a picture



Add name of spiel

2. Inspire others with your new finds and stories.

spiel

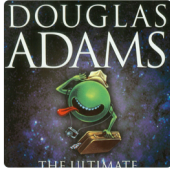


Name your spiel

Send

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return

spiel



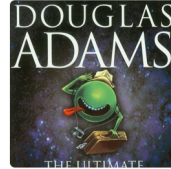
Name your spiel

Tell a story about your spiel

NEXT

Home Search + Notifications Profile

spiel

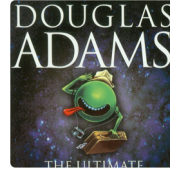


Name your spiel

Message Send

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return

spiel



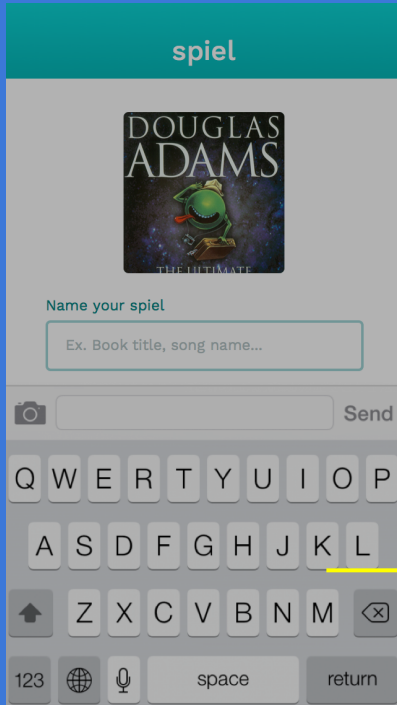
Name your spiel

Tell a story about your spiel

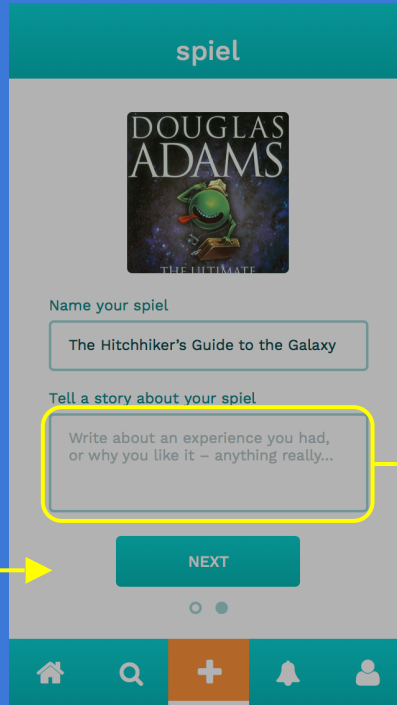
FINISH

Home Search + Notifications Profile

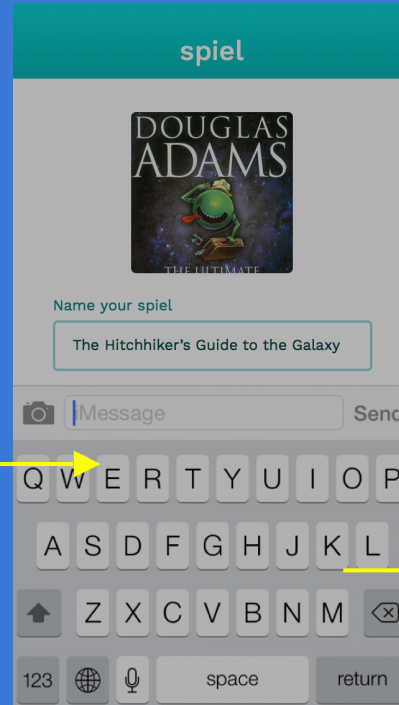
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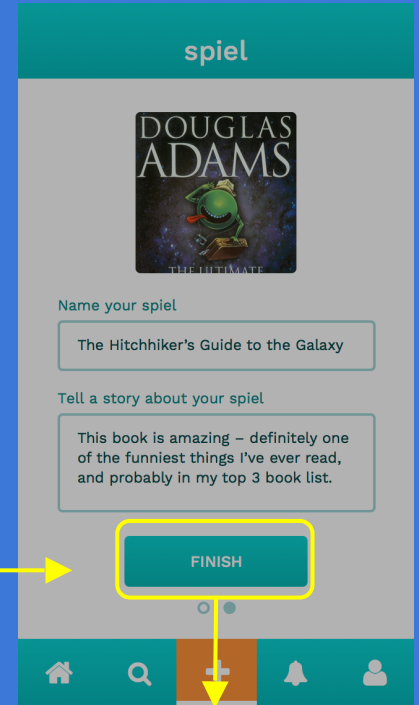
Keyboard appears



Add story about spiel

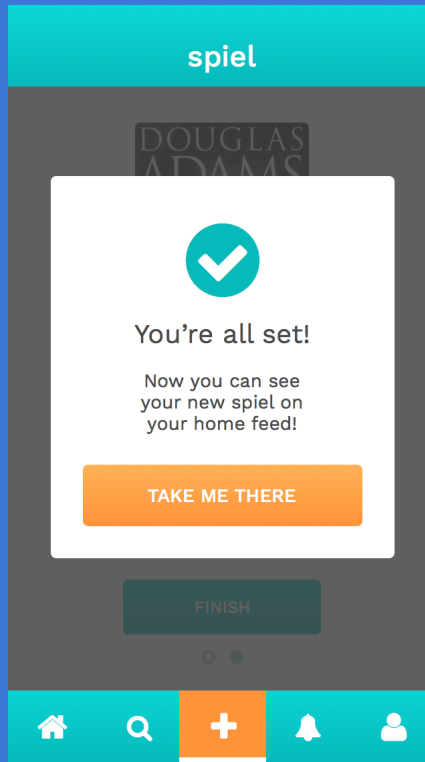
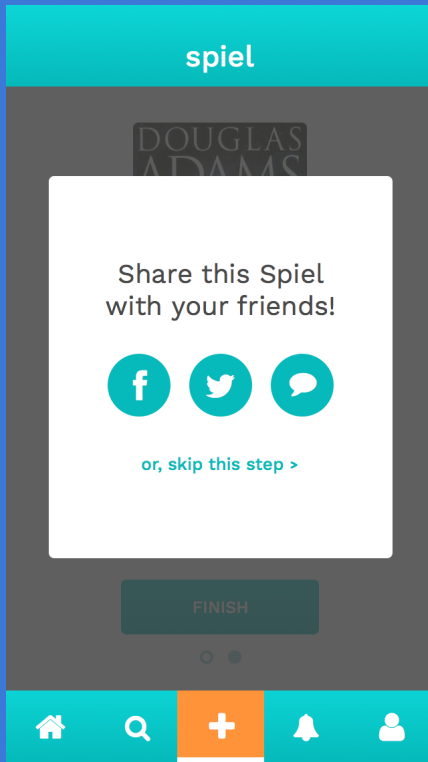


Keyboard appears

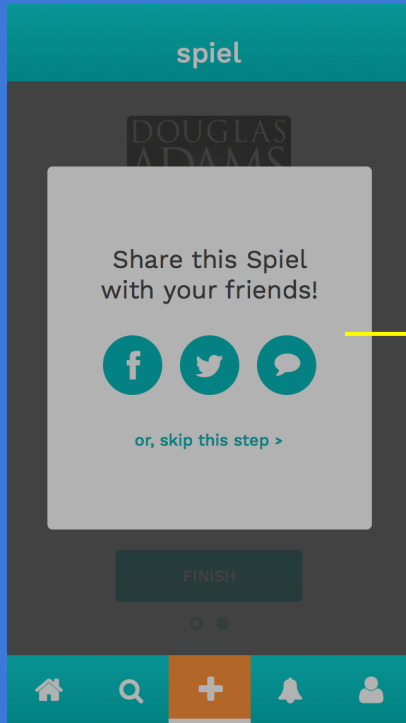


Proceed to next screen

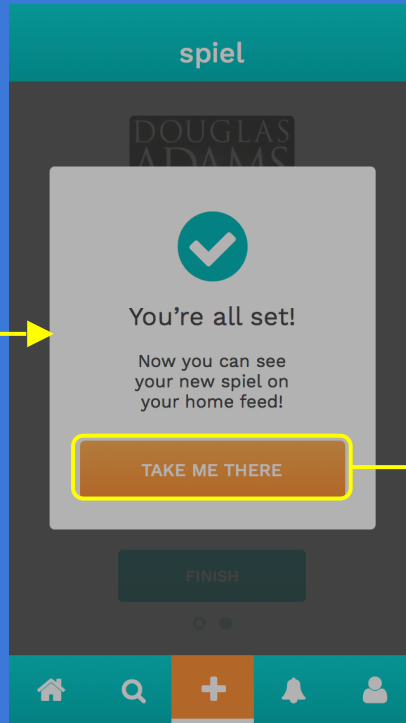
2. Inspire others with your new finds and stories.



2. Inspire others with your new finds and stories.



Share with networks

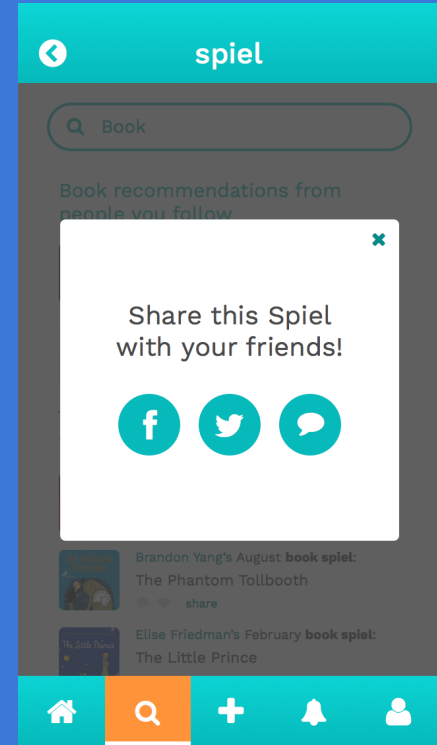
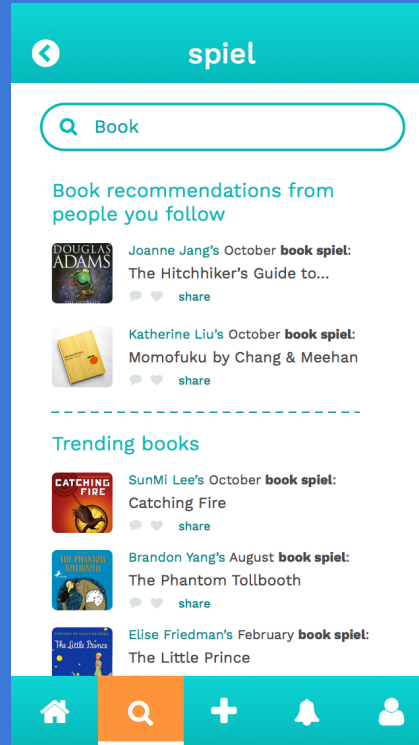
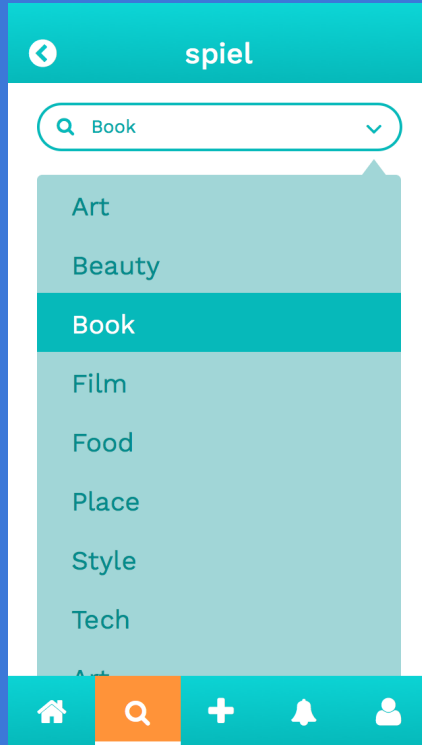


Finished confirmation

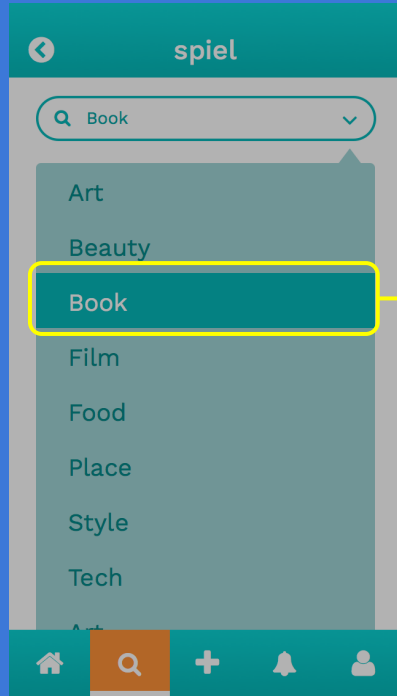


See new spiel detail in feed

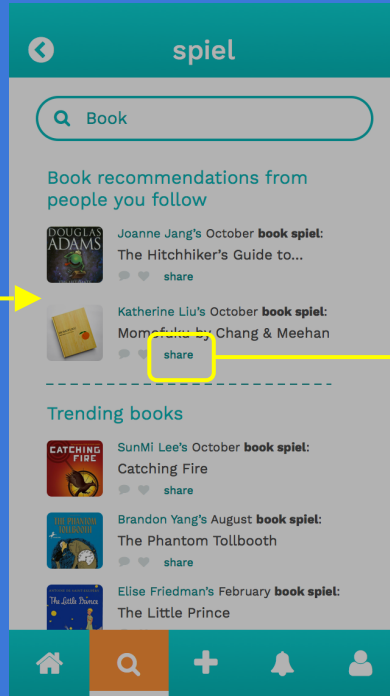
3. Share interesting spiels with your other social networks.



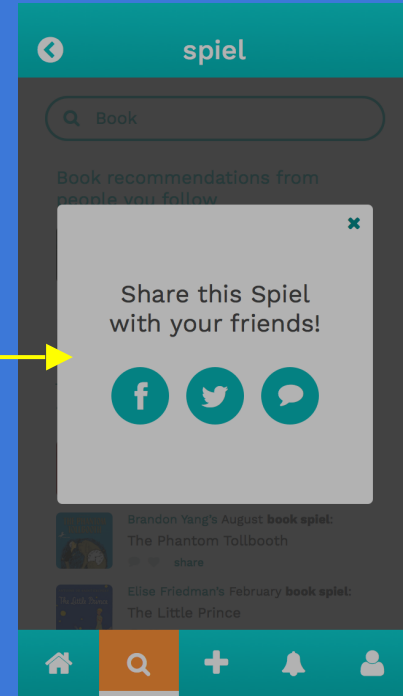
3. Share interesting spiels with your other social networks.



Select category in Discover



Click to share a spiel



Share with other networks



PROTOTYPING TOOLS



Sketch



InVision

Process

- Revisions of sketches based on feedback from last week! (pen and paper)
- Designing medium-fi in grayscale for hierarchy (Sketch)
- Adding color and making revisions (Sketch)
- Adding interaction (InVision)

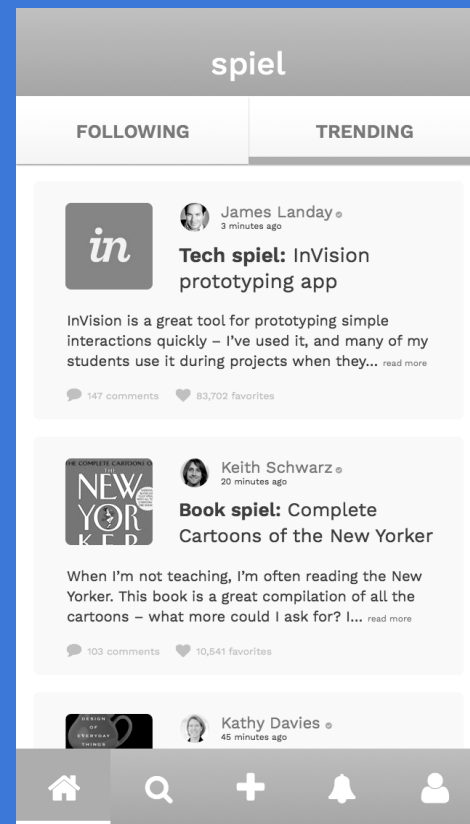
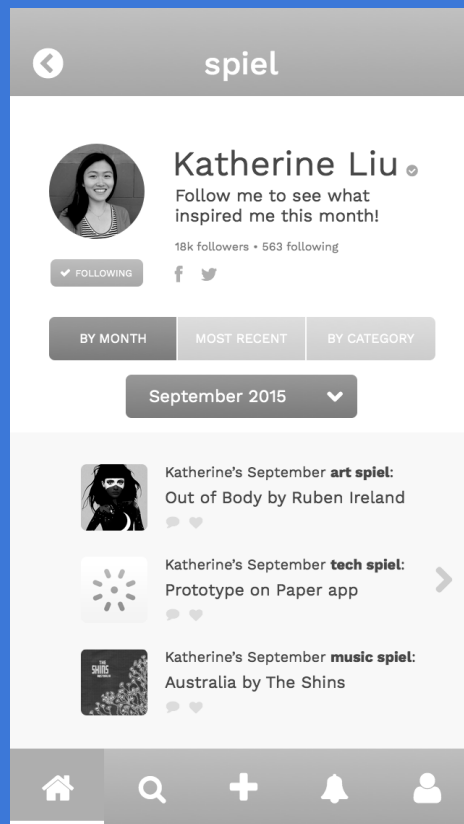
Sketch

HELPED

- Quick to learn, WYSIWYG building
- Integrated with InVision
- Symbols and styles

DID NOT HELP

- Not collaborative – worked on separate documents



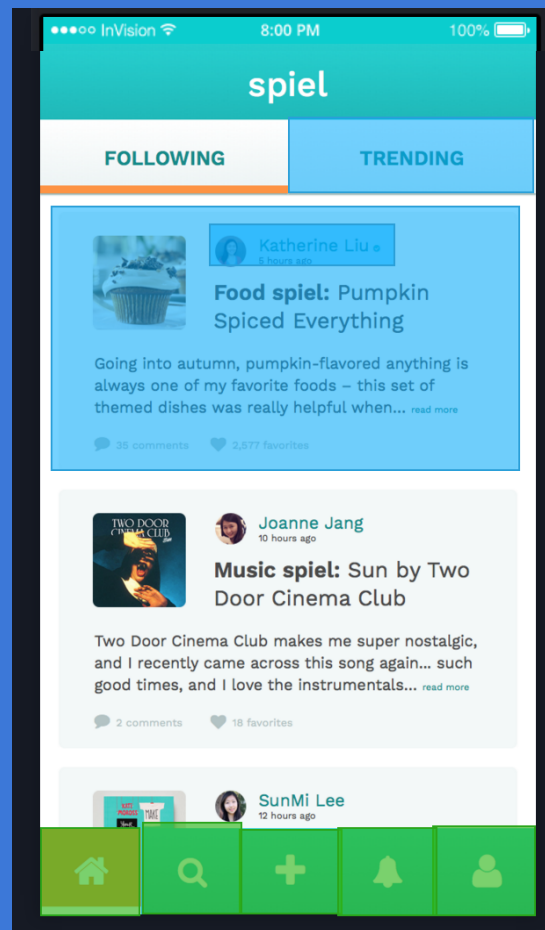
InVision

HELPED

- Helpful features like applying a hotspot template to all screens
- Easy import to an iPhone background

DID NOT HELP

- Did not account for top bar in prototype
- Hard to keep track of which screen are linked



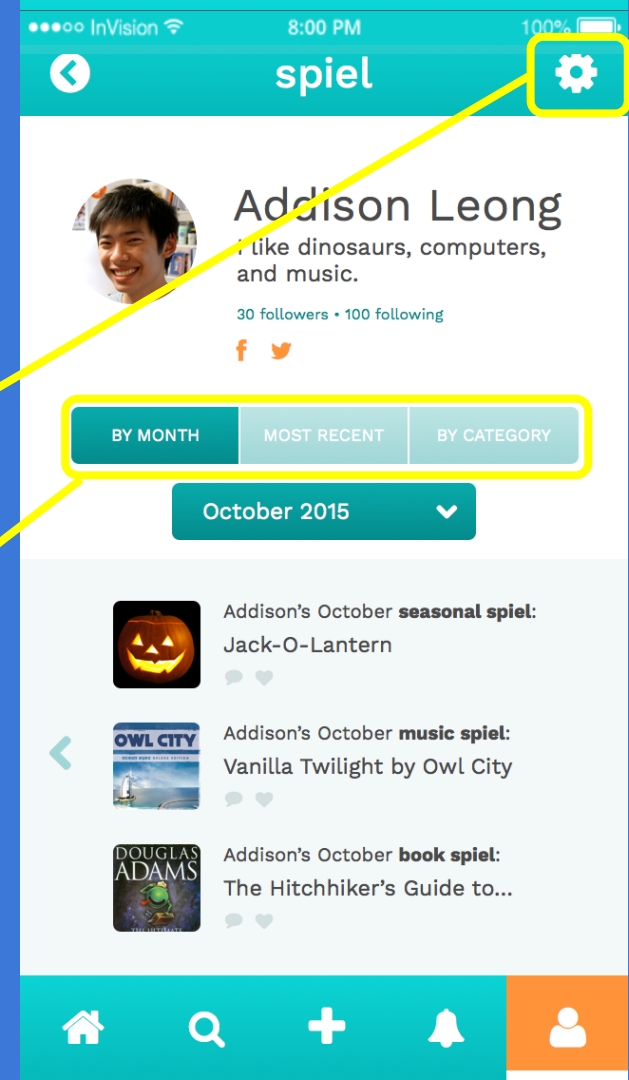
A blue-tinted photograph of a meeting table. In the background, a dark bag sits on the table. In the foreground, there is a white coffee cup on a saucer, a glass of water, a smartphone, and a tablet. Hands are visible around the table, suggesting a meeting or discussion. The text 'LIMITATIONS & TRADEOFFS' is overlaid in the center in white, bold, sans-serif font.

LIMITATIONS & TRADEOFFS

LIMITATIONS & TRADEOFFS

Left out certain app features

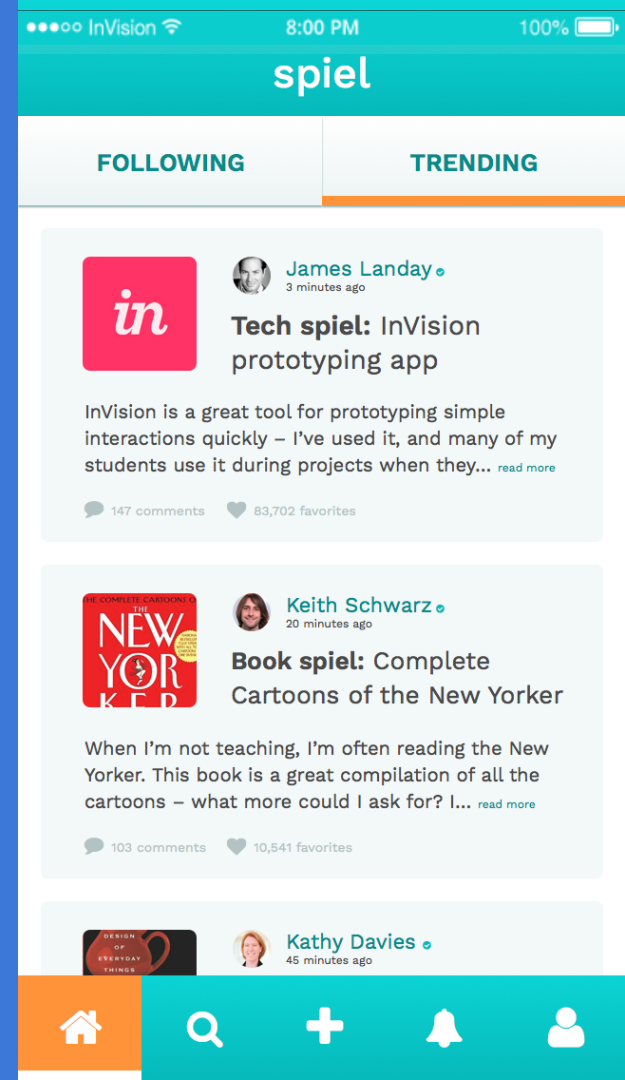
- User settings
- Only view-by-month, toggle is static



LIMITATIONS & TRADEOFFS

Looks like a real app, but limited by tools

- No scrolling

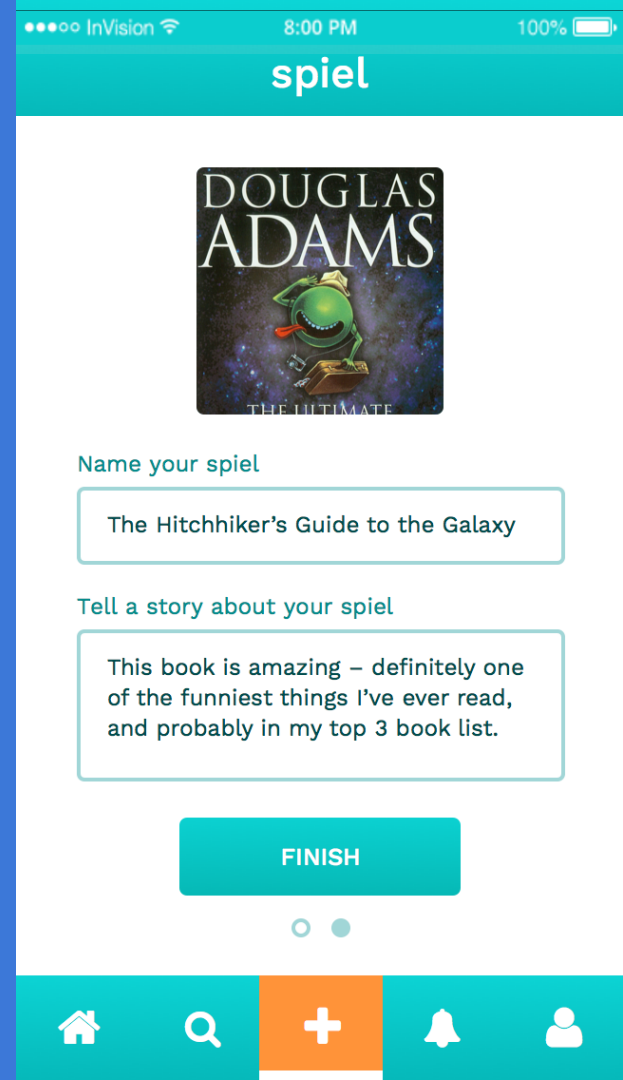


A blue-tinted background image of a desk. In the foreground, there is a white coffee cup on a saucer. Behind it, a white computer monitor with an Apple logo is visible. To the right, a keyboard and a mouse are partially visible. The overall scene is a workspace or office environment.

HAND-CODED FEATURES

HAND-CODED FEATURES

- Users cannot create a post freely, we have preset information in place
- Text information, photos, and search terms were autofilled and pre-defined



Find our website, prototype (with additional screens!) at

stanford.io/1XD6DVX