MEDIUM-FI PROTOTYPING

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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**.

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
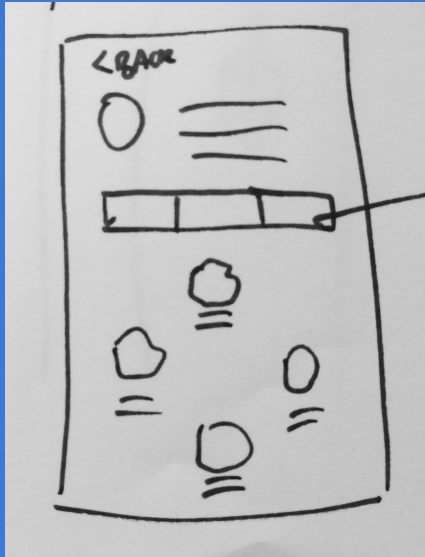
1. When viewing other people's profiles…

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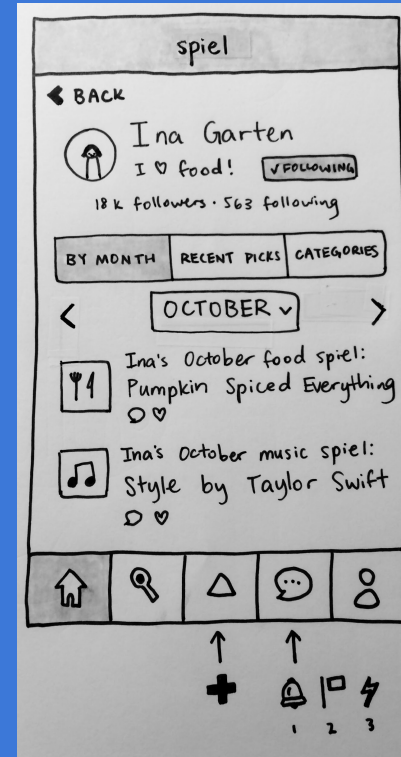
1. When viewing other people's profiles...

2. Can users search for anything they want?
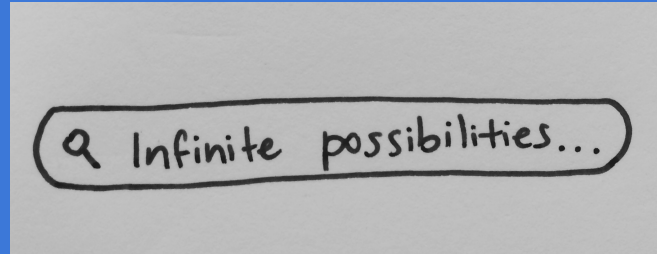
2. Can users search for anything they want?
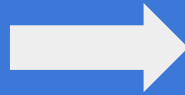
3. Does the mental model of categories change?
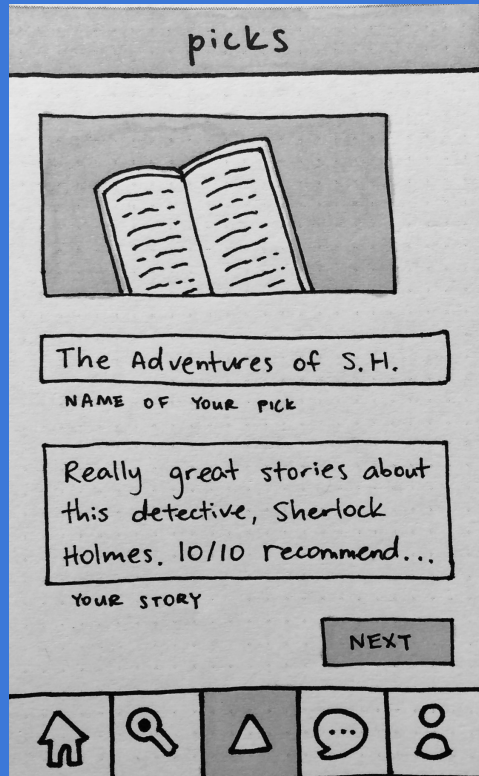
3. Does the mental model of categories change?

Move to front of posting process

PROTOTYPING
TASK FLOWS

What the Sketch file looked like…

1. Learn about the lifestyles of people you admire.

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Home feed - following
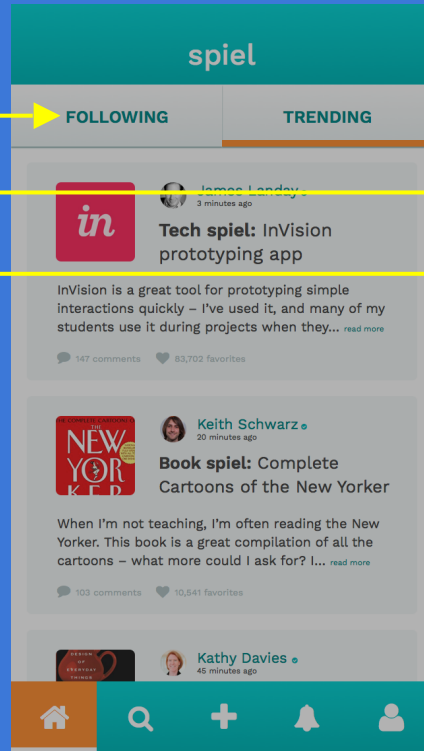
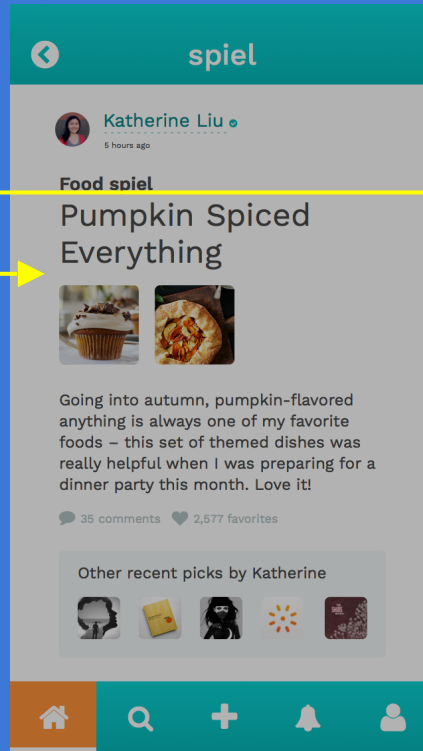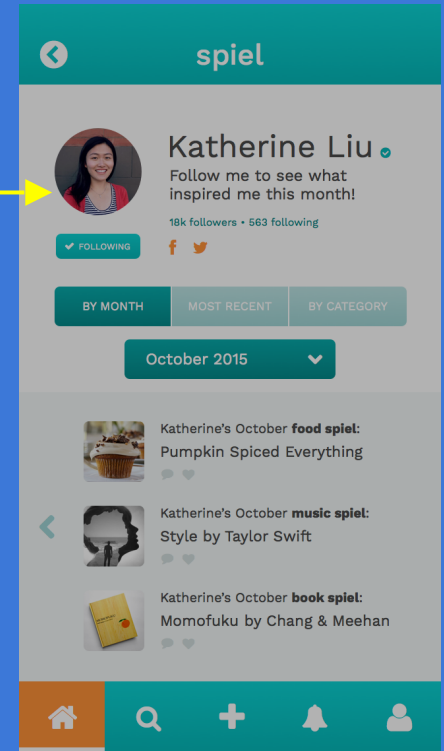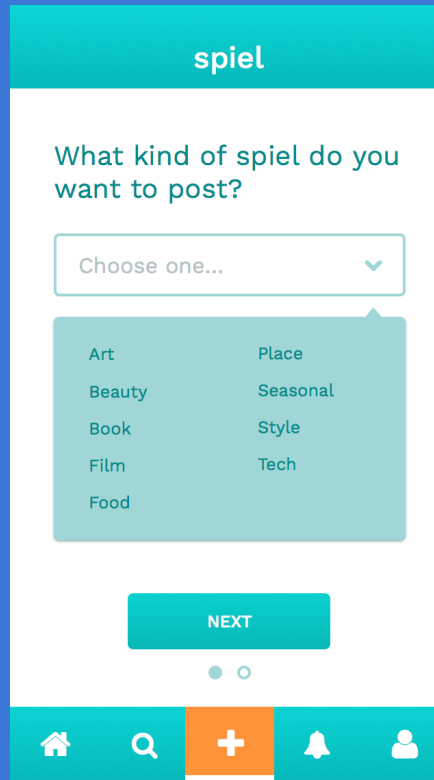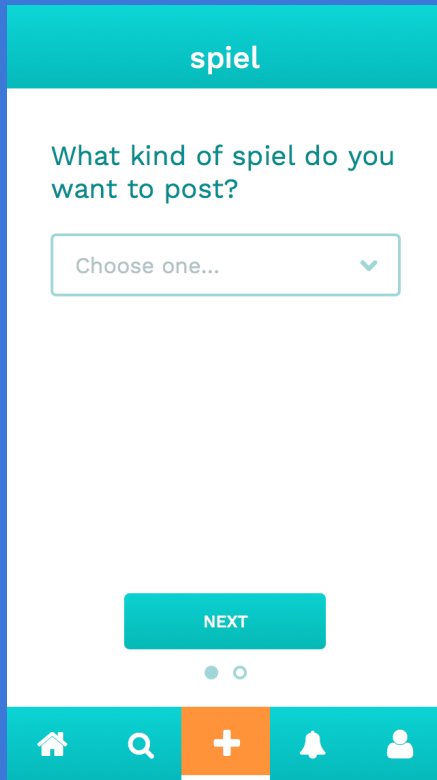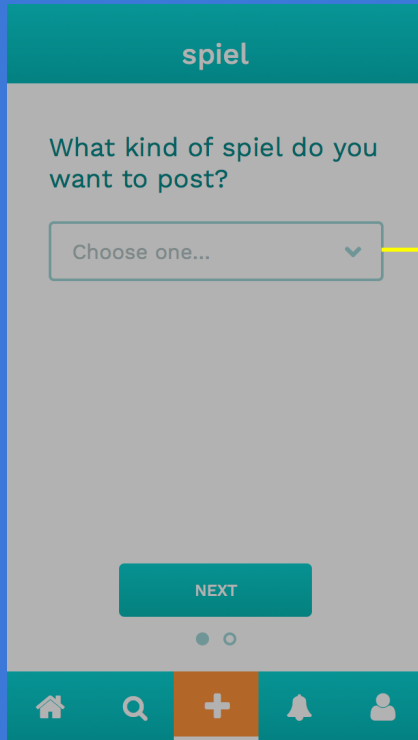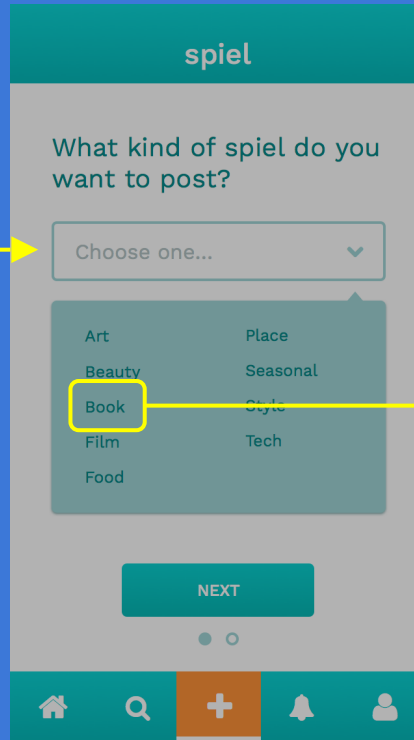**Home feed - trending**

Spiel detail

User profile

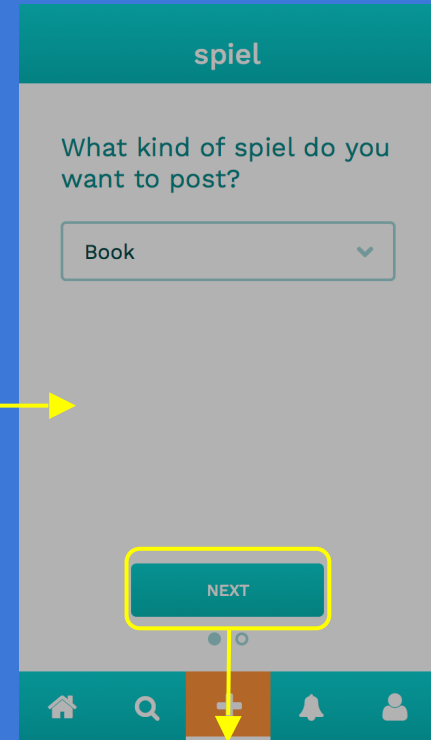# 2. Inspire others with your new finds and stories.
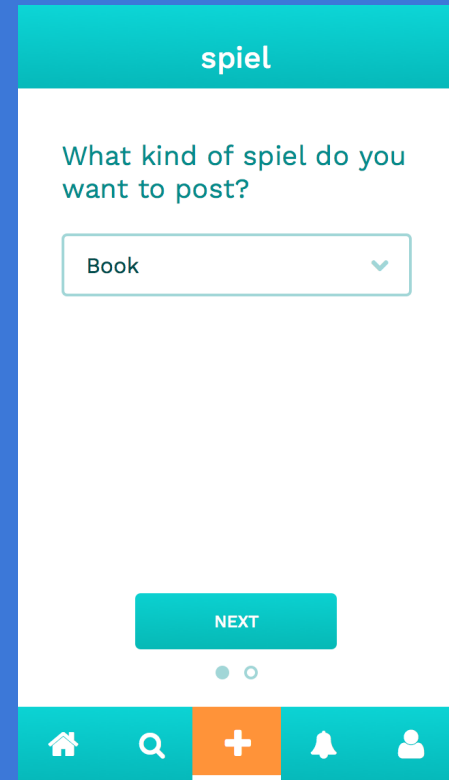
2. Inspire others with your new finds and stories.

Clicked on add icon

Choose category

Proceed to next screen

2. Inspire others with your new finds and stories.

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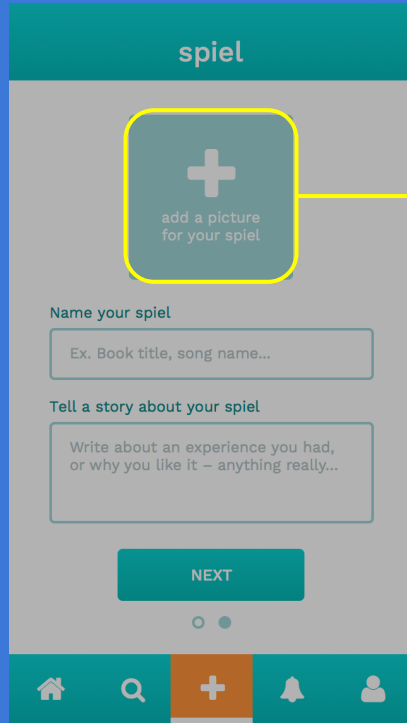
Click add picture
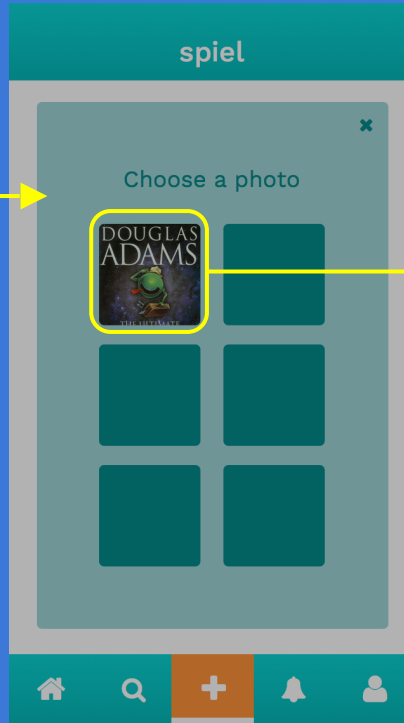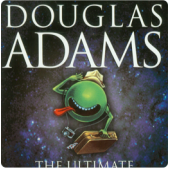
Choose a picture

Add name of spiel

2. Inspire others with your new finds and stories.

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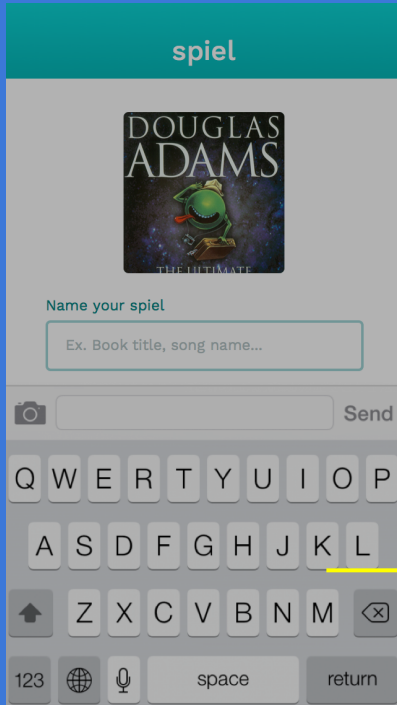
Keyboard appears
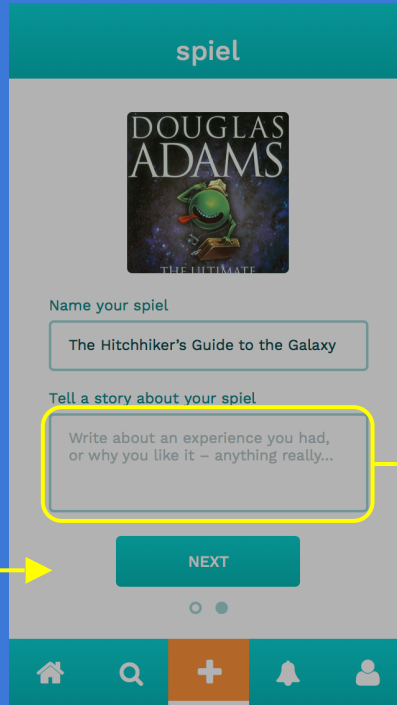
Add story about spiel
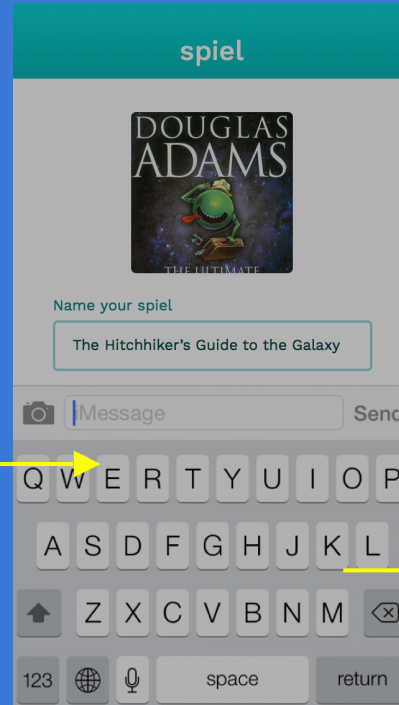
Keyboard appears
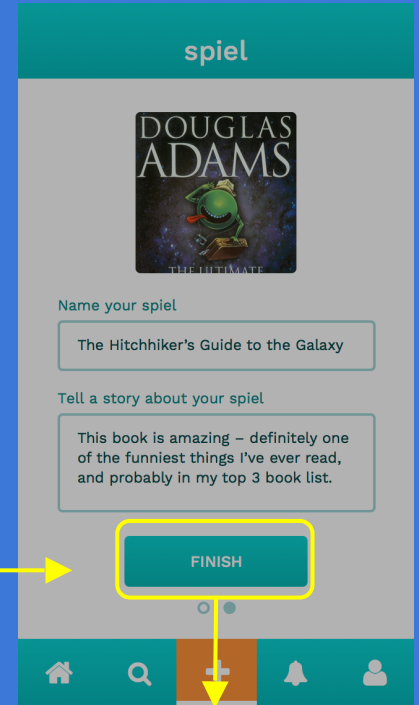
Proceed to next screen

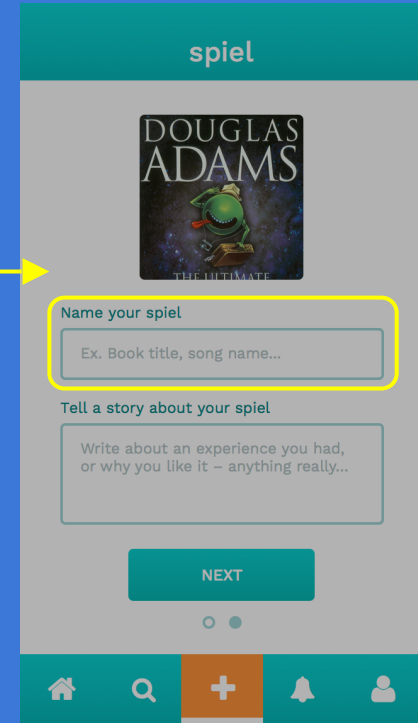**2.** Inspire others with your new finds and stories.
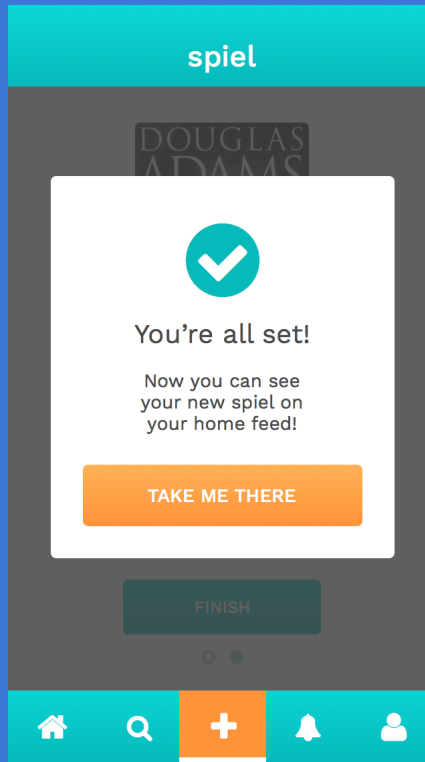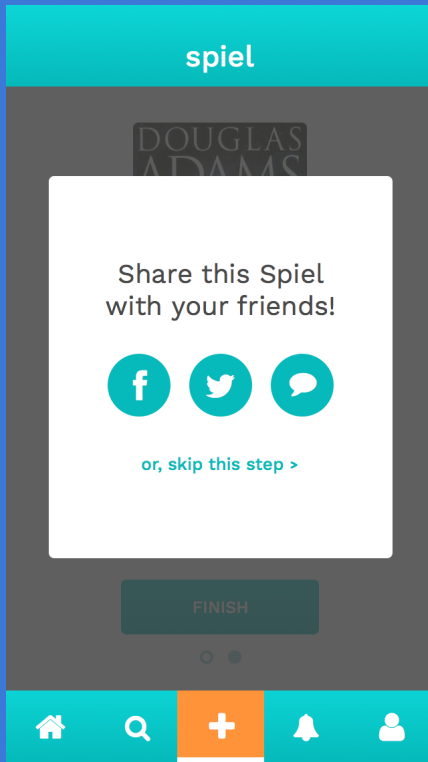
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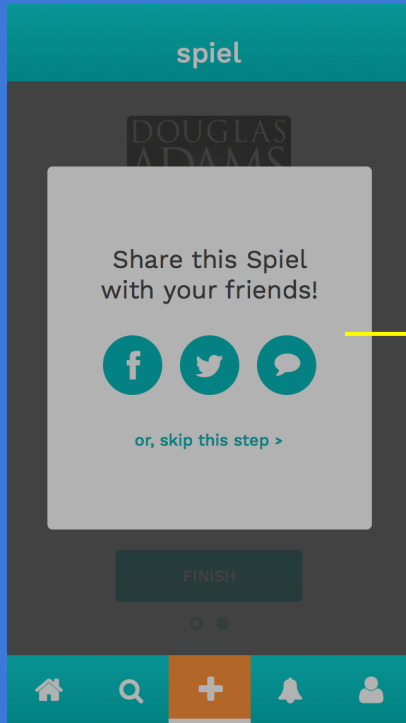
Share with networks
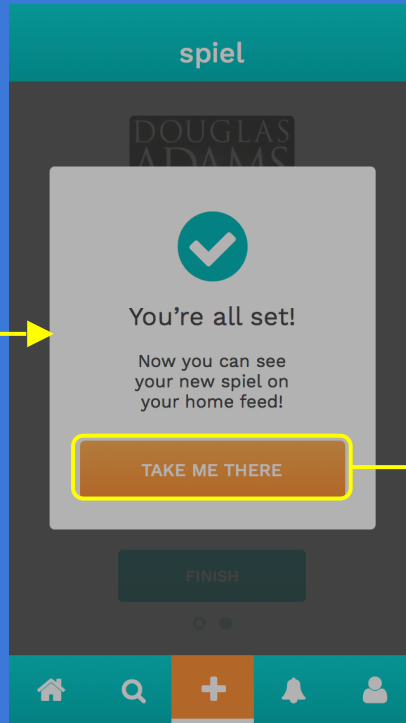
Finished confirmation

See new spiel detail in feed

3. Share interesting spiels with your other social networks.
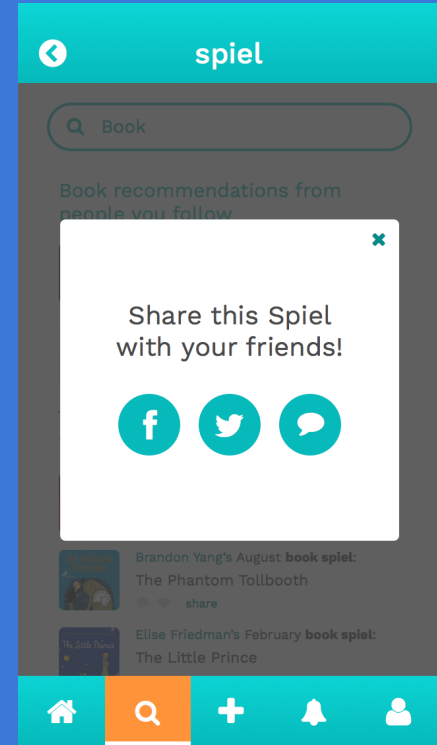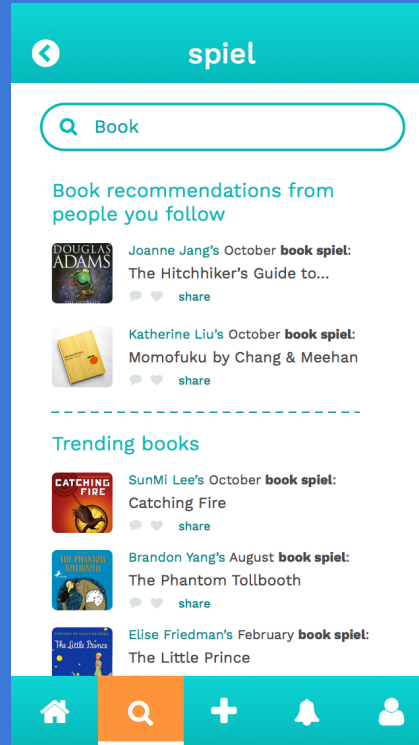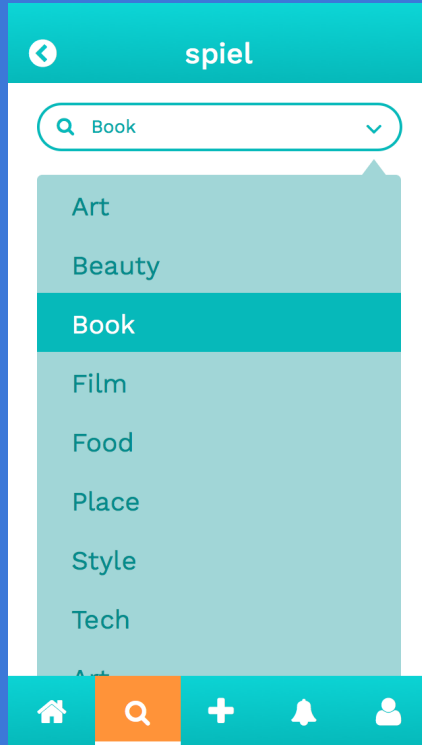
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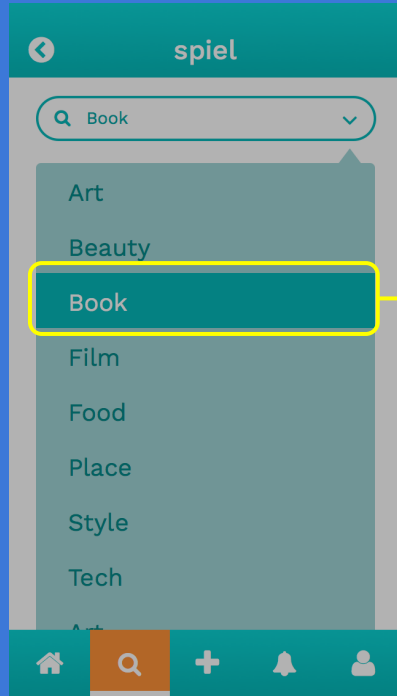
Select category in Discover
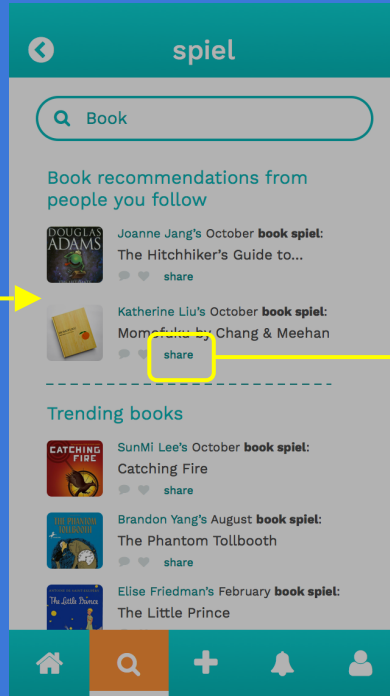
Click to share a spiel
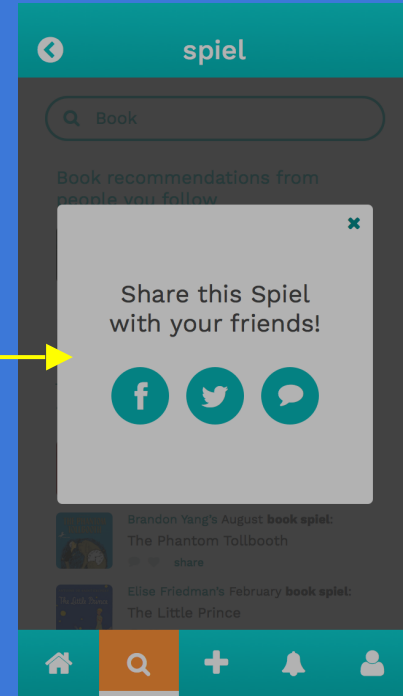
Share with other networks

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
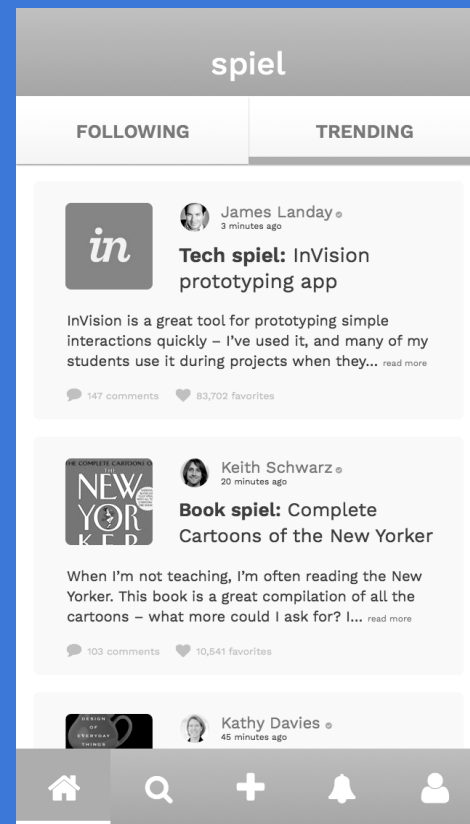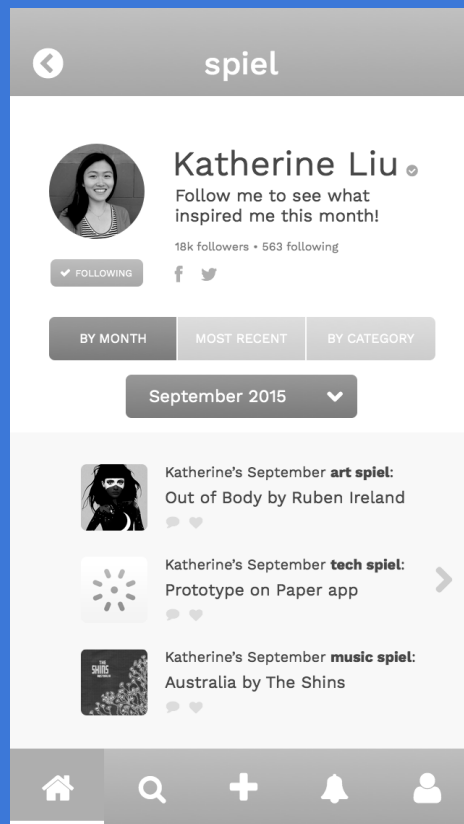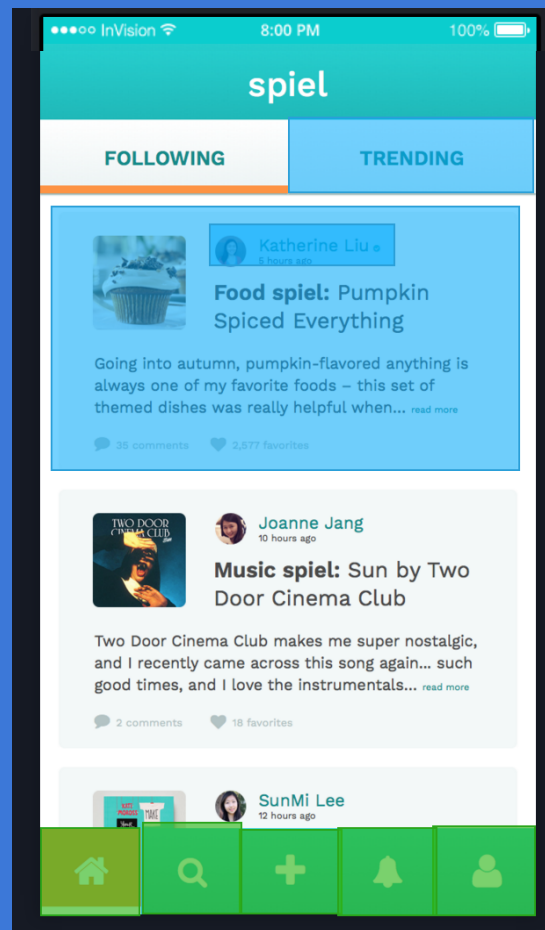- Easy import to an iPhone background

DID NOT HELP

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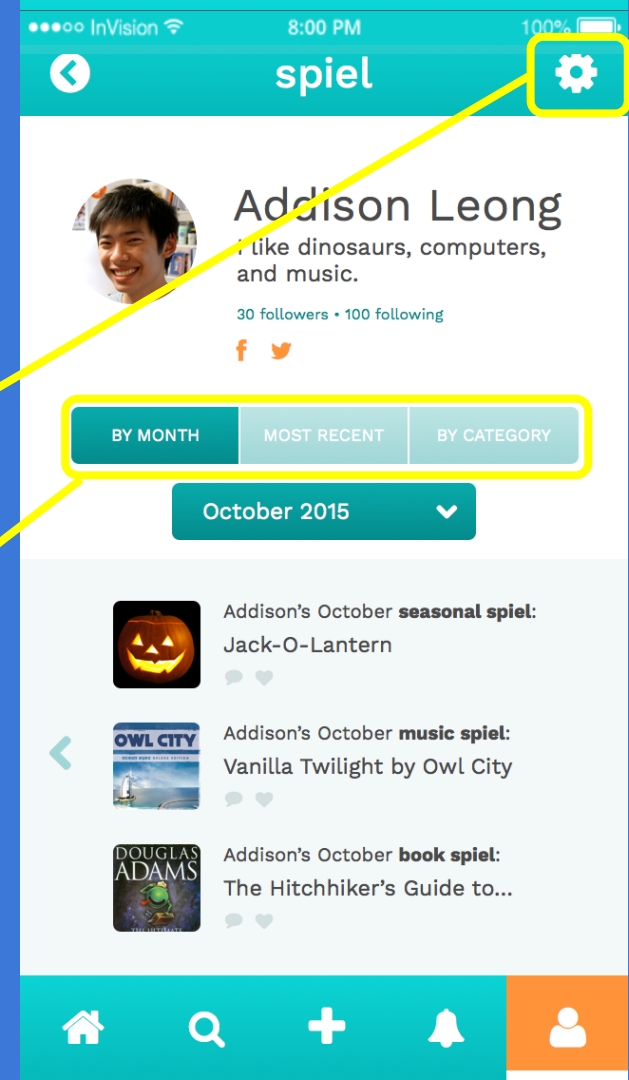- Hard to keep track of which screen are linked

LIMITATIONS & TRADEOFFS

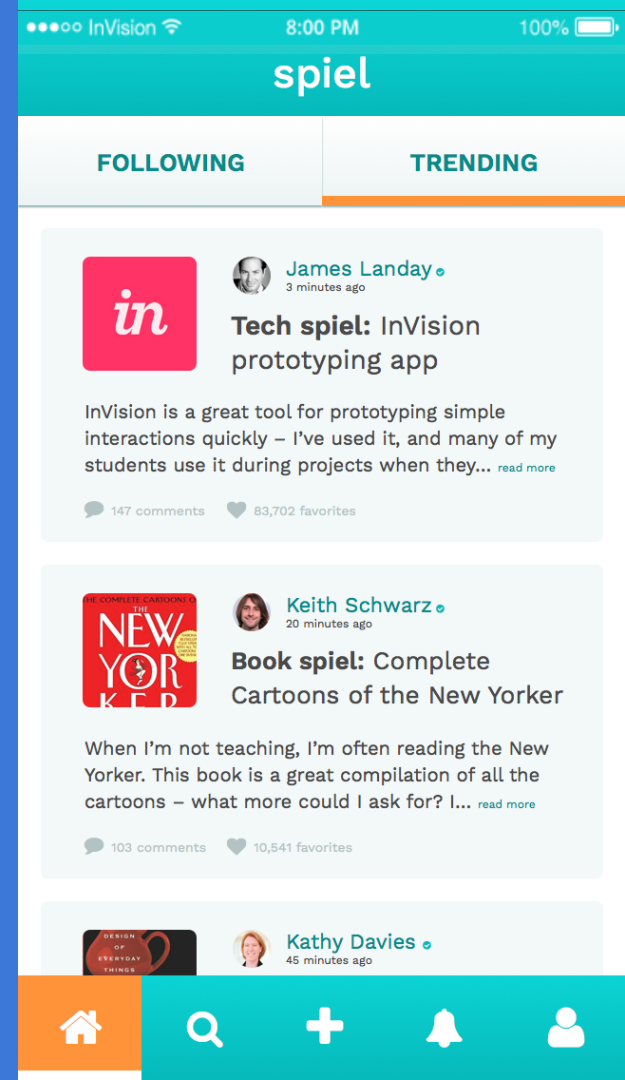# LIMITATIONS & TRADEOFFS

Left out certain app features

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

LIMITATIONS & TRADEOFFS

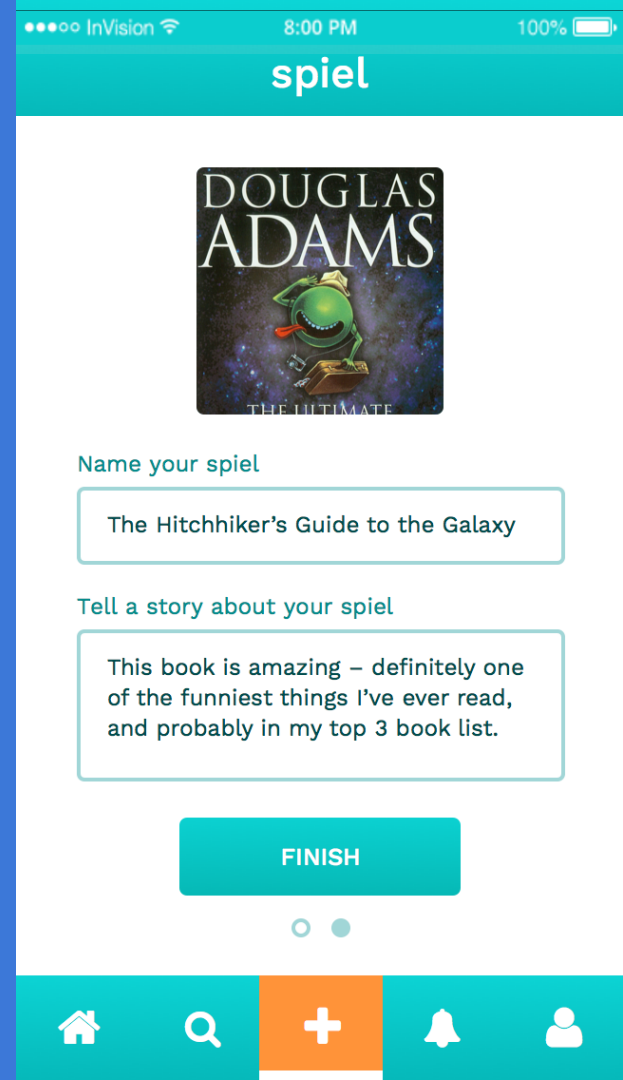## Looks like a real app, but limited by tools

- No scrolling

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