

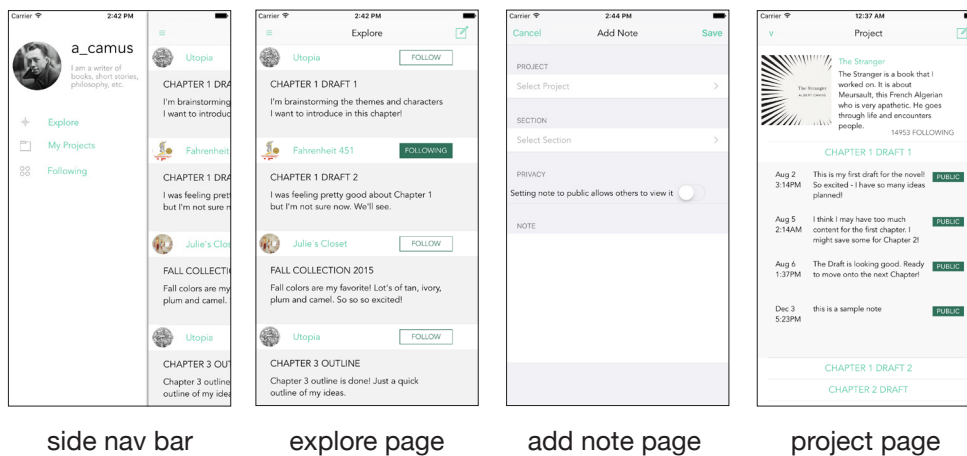
docket

Bringing ideas to life

Irene Hsu, Ke Xu, Jessica Zhang

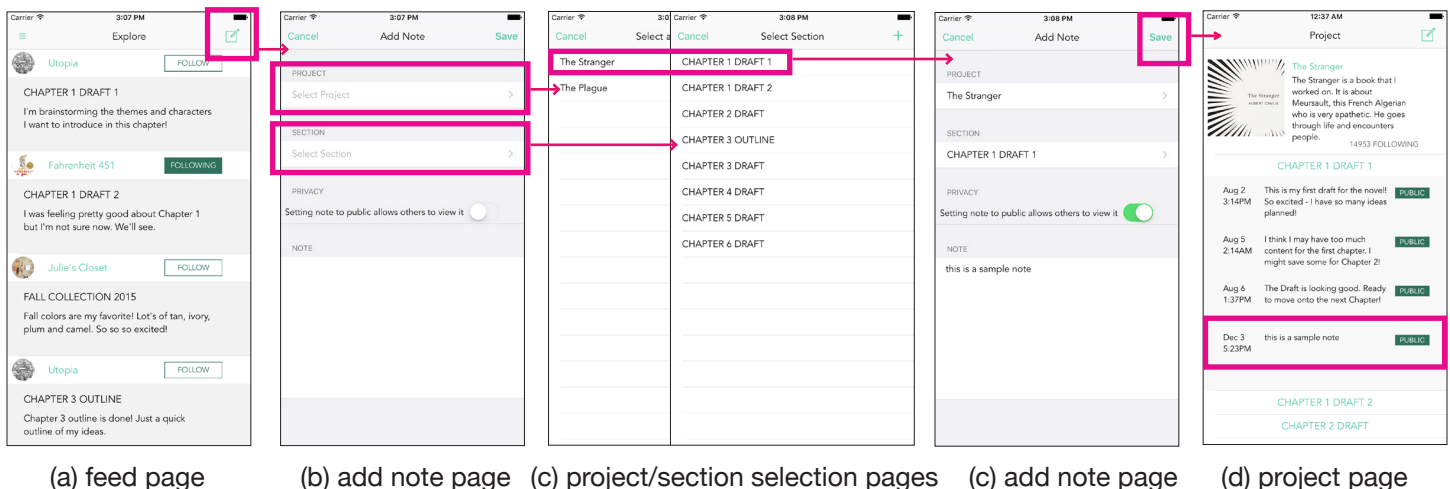
OVERVIEW

For people from all walks of life, everyday obligations monopolize time and energy for creative projects. docket is a platform that helps bring creative ideas to life by merging social media and documentation to build momentum and accountability. By logging and publishing the process of projects, users can see and build on their progress, while also finding inspiration from following the evolution of others' projects.

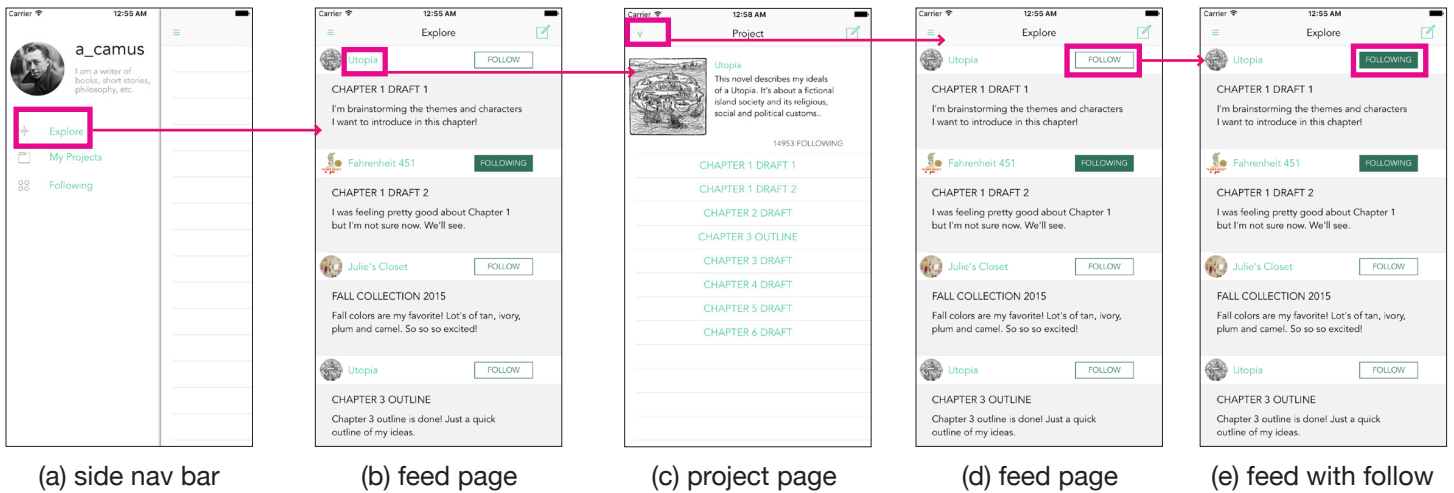


TASKS & FINAL INTERFACE SCENARIOS

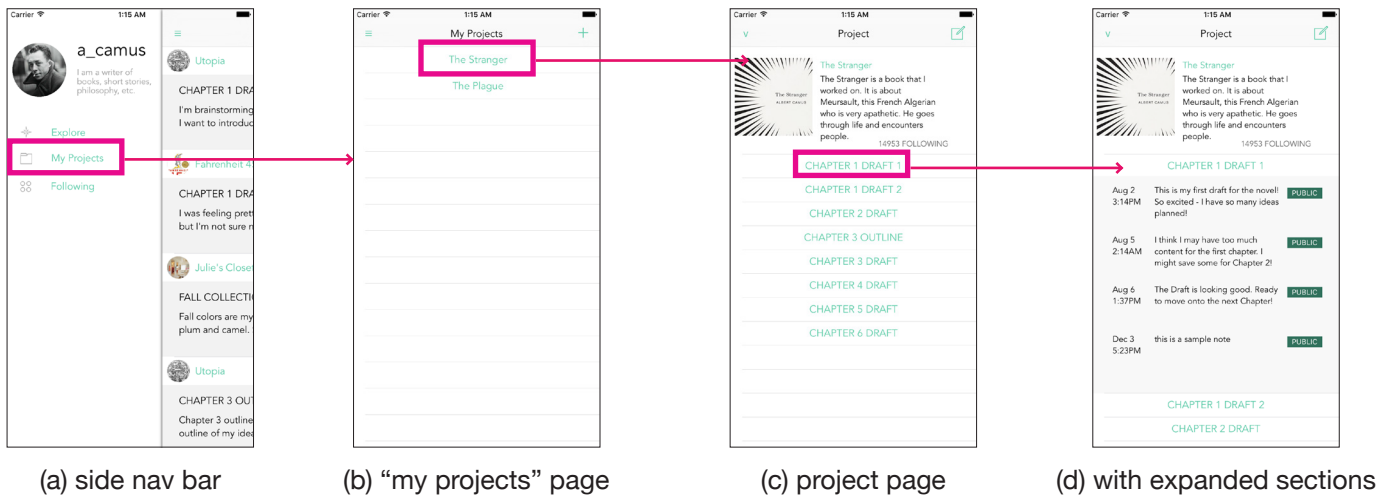
On docket, the user can (1) add a public note (high complexity), (2) follow inspiring projects on the feed (medium complexity), and (3) look over his/her project page (low complexity).



When **adding a public note (1)**, the user accesses the note page via the universal “compose” button on the top right corner of any screen (a). On the note page (b), the user inputs the project, section, privacy and documentation (c). The project page (d) is updated. Task (1) was chosen because documentation is the main component of docket, crucial to populating the project page and feed.



When **following inspiring projects on the feed (2)**, the user accesses the “Explore” page through the sidebar (a). The feed (b) contains updates from a mix of projects the user follows (indicated by a button “FOLLOWING”), as well as projects curated by a hypothetical “smart algorithm,” using information from onboarding selections the user makes (indicated by a button “FOLLOW”). The user can select projects on the feed to view (c), and once back on the feed (d), can toggle between “FOLLOW” and “FOLLOWING” (e). Task (2) was chosen with the social media component of docket in mind, in which following projects is both a show of support as well as a source of inspiration.



When **looking over the project page (3)**, the user accesses, on the side nav bar (a), the “My Projects” page (b), and then selects a project to access a project page (c). Here, the user can expand sections to view notes (both private and public) (d). Task (3) was chosen because docket also serves as a medium to review progress for motivation and for reference.

DESIGN EVOLUTION

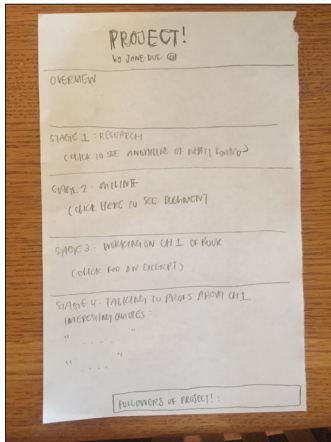
NEEDFINDING

Two crucial insights from our need-finding interviews were (1) people were more motivated to meet deadlines geared toward audiences, and (2) people had difficulties working on their personal projects due to obligations from work and school.

EXPERIENCE PROTOTYPES

Given the above insights, we created an experience prototype of a public project page with mock

followers and comments. User testing revealed that the social media aspect was effective—our user, however, was concerned about the confidentiality of a public project page, especially if the project was work-related, or if early publicity of the project would decrease the value of the end-result.



experience prototype

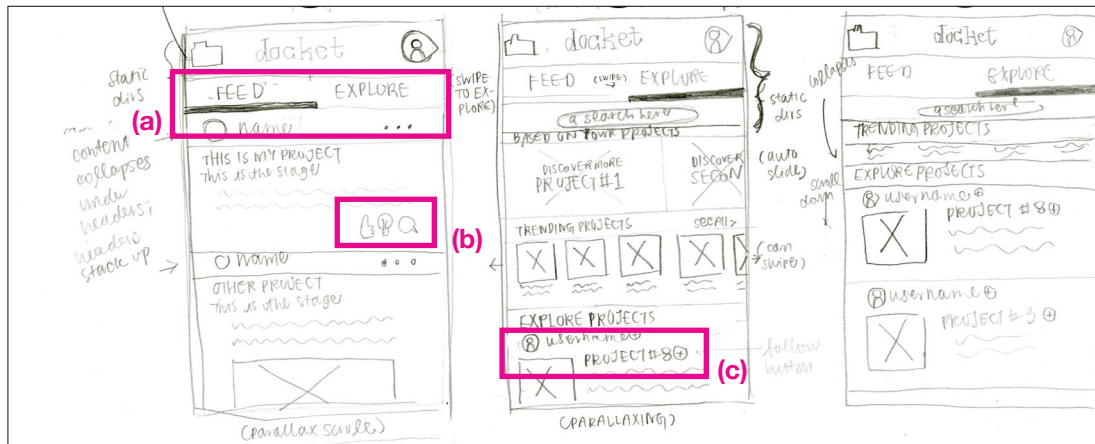


concept video screenshot

CONCEPT VIDEO

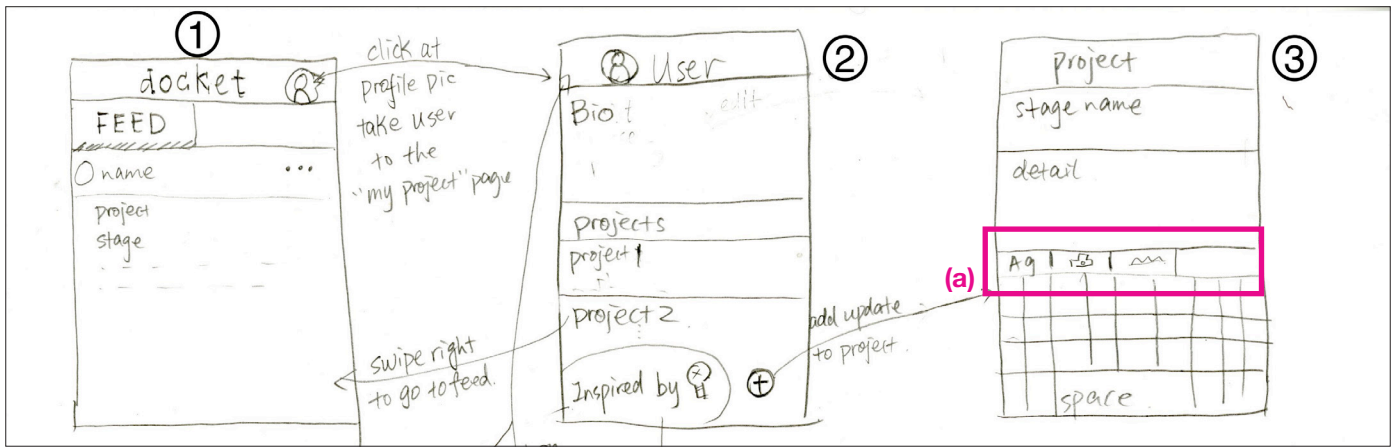
The concept video helped us envision docket as not just a productivity and documentation platform, but also geared toward community-building—which would feed into inspiration for future ideas. The video also set the tone for docket to cater to creative projects, which mostly resolved the issue with confidentiality mentioned in experience prototyping.

LO-FI PAPER PROTOTYPE



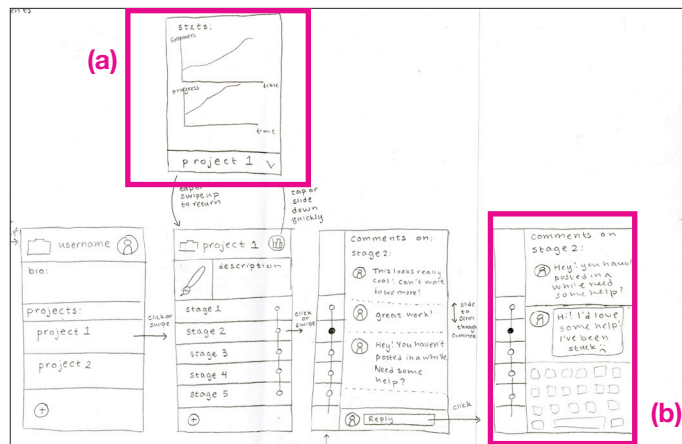
lo-fi paper storyboard for feed page

To integrate community building into the docket concept, we paper-prototyped a feed feature with FOLLOWING and EXPLORE features (a) for users to discover and follow other users’ projects. Users also had a variety of interactions with other users, including following users, following projects (c), commenting, liking and indicating they were “inspired” by other projects (b).



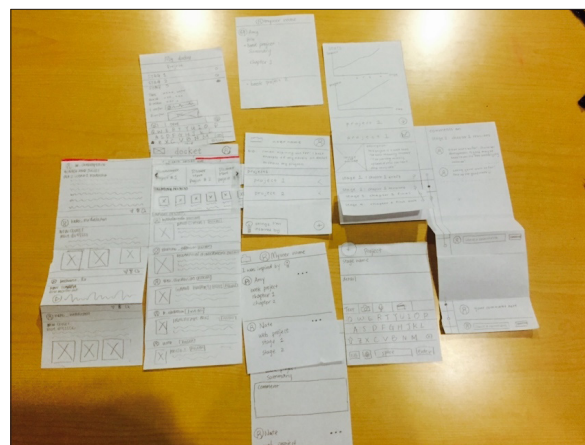
lo-fi paper storyboard for new project page

In fleshing out the documentation, we prototyped a page where users could create a new project and add more plain text details (a).



lo-fi paper storyboard for project page & stats page

With external motivation in mind, we also prototyped a stats page (a) (accessible on the project page), where users could track their social media presence over time, as well as separate comment pages (b) where users could directly interact with other users.



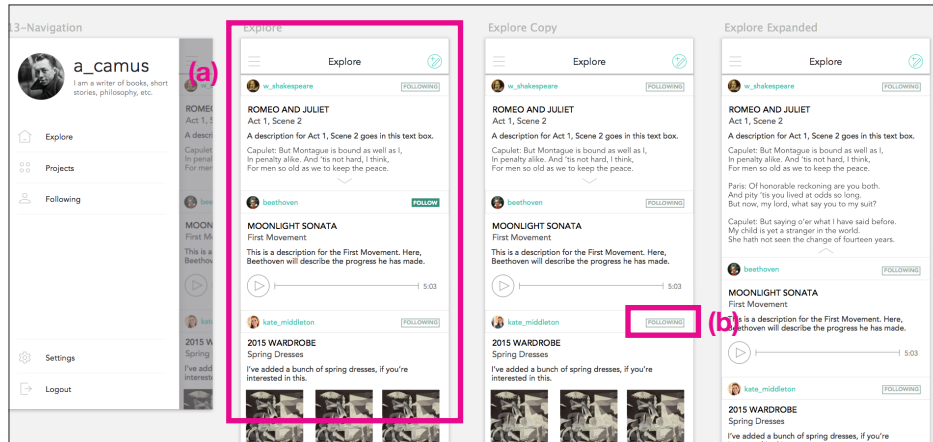
lo-fi paper prototype

All pages were accessed via vertical and horizontal swiping, with no central navigation bar (common to content-oriented apps such as Instagram and Tumblr) in order to maximize screen space.

During user testing and in section, we received feedback that the feed feature was confusing, though abundant with variety. We also noticed initial confusion over the private note-to-self page and the main project page. Finally, the swiping proved to be difficult for users to navigate and for our section to follow, and icons were difficult to find.

MED-FI INVISION PROTOTYPE

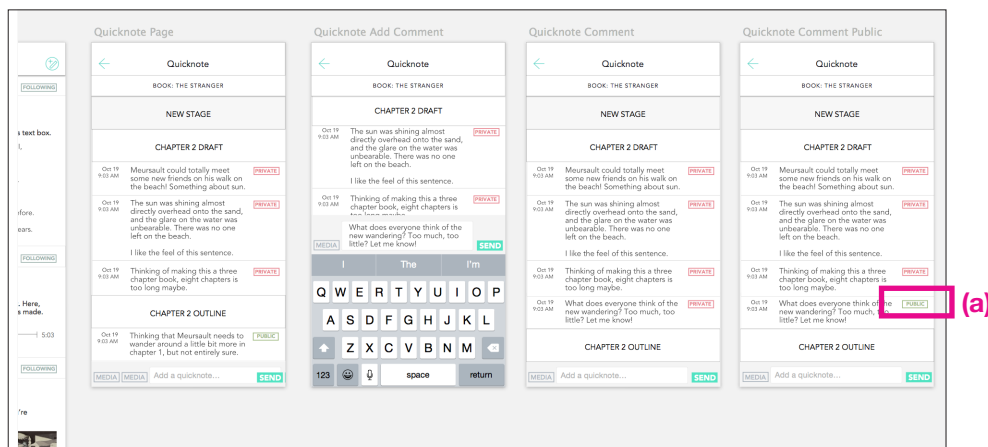
At this stage, we focused on simplification in response to our users' and section's confusion.



med-fi Sketch storyboard for “Explore”

We simplified our feed into a single “Explore” page (a), with the idea that a “smart algorithm” would intersperse projects the user follows with relevant projects that the user can follow. This was in response to confusion over the previous feed page from our paper prototype.

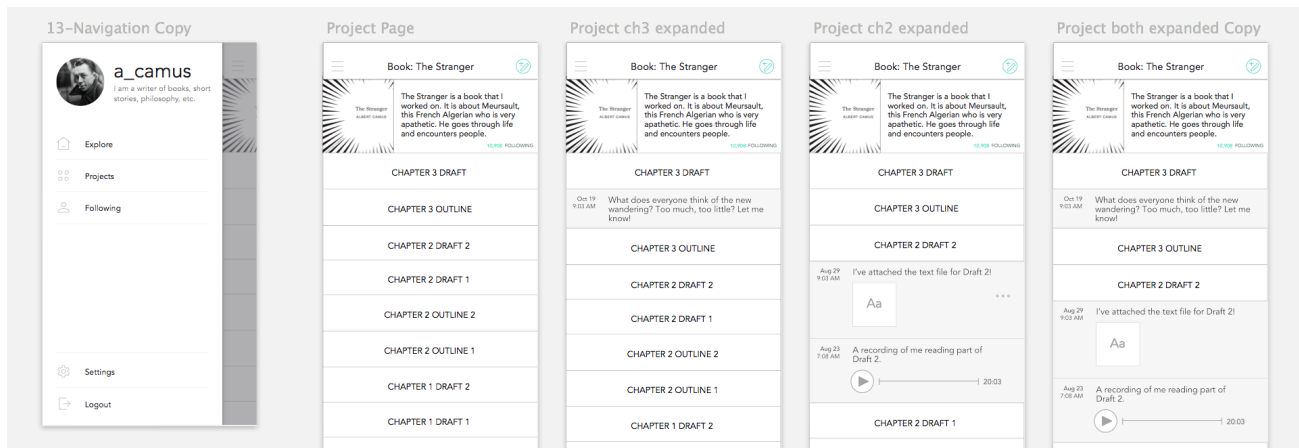
We also streamlined all social interactions into a single FOLLOW PROJECT button (b), thus eliminating the stats page and simplifying interaction with other users. Instead, users could still track the number of followers of their project via a counter on each project page. The followers themselves are anonymous to the user. This was a response to concerns that so many forms of social media interactions would lead to unhealthy external motivation, distracting users from the main purpose of docket—to work on their personal projects.



med-fi Sketch storyboard for “Add Note”

We also integrated note-adding and project-updating into a single “Add Note” page, differentiating between a note-to-self and a public update with only a public/private toggle (a).

Finally, we eradicated much of the swiping and centralized the main pages (“Explore,” “Projects” and “Following”) into a collapsible navigation sidebar, accessible via an icon on the top left corner. This allowed us to maximize screen space while streamlining navigation.

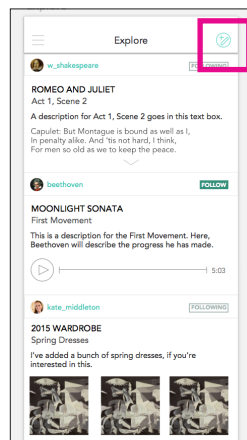


med-fi Sketch storyboard for “Project Page”

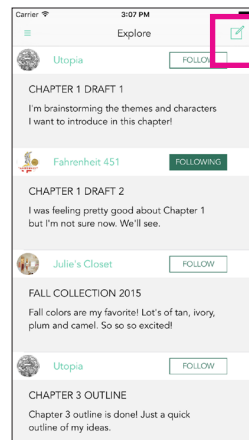
MAJOR USABILITY PROBLEMS ADDRESSED

NOTE BUTTON VISIBILITY (H2-8 Aesthetic & Minimalist Design)

Instead of changing the icon colors for visibility on the med-fi storyboard (2), we opted for the compose note icon (2) which is quickly recognizable to the users. Ultimately, we did not want to distract users by making the “Add Note” button too prominent, but also wanted the icon to be familiar and intuitive enough.



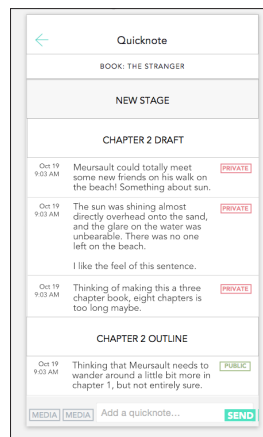
(1) med-fi



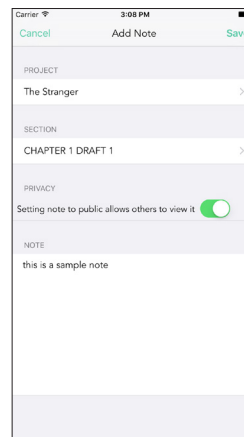
(2) hi-fi

ADD NOTE IMPLEMENTATION (H2-8 Aesthetic & Minimalist Design)

Our evaluators had difficulty figuring out how to add a note to a specific section on the “Add Note” page (1). We fixed this by re-designing the “Add Note” page into a layout reminiscent of a standard messaging app (2), with the top two headers indicating where the note will be placed.



(1) med-fi



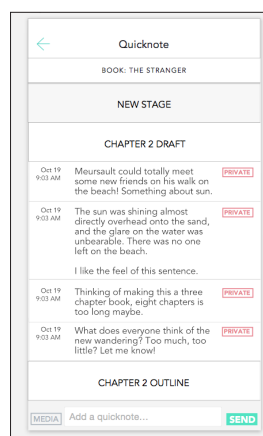
(2) hi-fi

RETURNING FROM ADD NOTE PAGE (H2-3 User Control & Freedom)

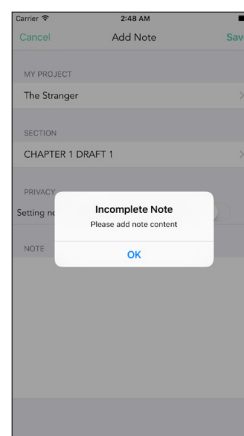
This was an error in segueing pages on InVision, and thus irrelevant. Our hi-fi prototype includes a return button on the top left corner of the “Add Note” page which returns the user to the previous page.

ADD NOTE CONFIRMATION (H2-1 Visibility of System Status)

Our evaluators were concerned that once the user hit “send” on the “Add Note” page, there was no notification indicating whether the note had been sent (1). We resolved this by redesigning the page into a layout reminiscent of a “Compose” page, but also by including error checking with pop-up notifications (2) after the user has clicked “Done,” indicating whether a note can be added.



(1) med-fi



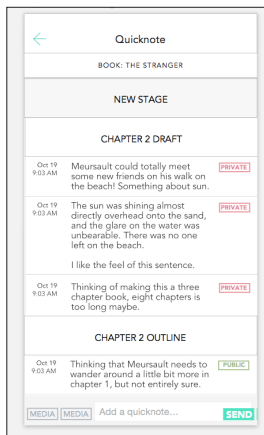
(2) hi-fi

DELETE NOTE FUNCTION (H2-3 User Control & Freedom)

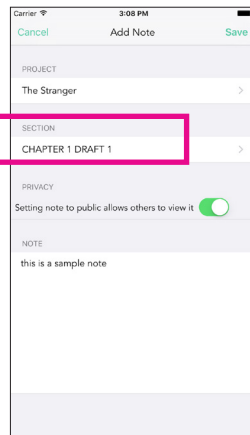
Our evaluators noted that there was no “delete note” function. This feature has not been added due to difficulties with backend. Furthermore, we did not feel it was a necessary function for our task-flows.

UPLOAD TO DIFFERENT STAGES (H2-1 Visibility of System Status)

Our evaluators did not know how to add notes to different stages, which was a fault in laying out the “Add Note” page in the med-fi prototype. We have redesigned the “Add Note” page, allowing users to explicitly input the section they are adding to.



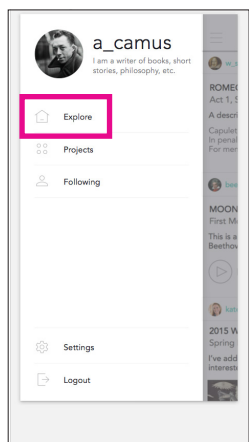
(1) med-fi



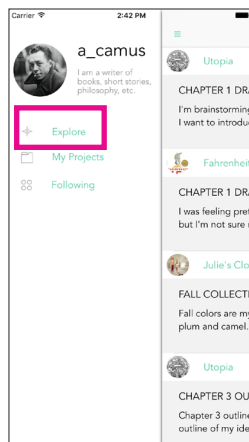
(2) hi-fi

IMPROVING MATCH BETWEEN SYSTEM & REAL WORLD

Several comments on our heuristic evaluation were related to metaphors, names of sections and/or icons that were misleading (1). We fixed this by renaming and redesigning sections and icons, such as changing “Quicknote” to “Note” (to avoid unnecessary jargon), changing “Project Stage” to “Project Section” (reminiscent of folder/docket tabs), changing the “Explore” icon into a compass (2), etc.



(1) med-fi



(2) hi-fi

APP VERSUS WEB

We ended up creating an app rather than a website, which was suggested by both our evaluators and our section leader, because we decided that momentum needs to be on-the-go and mobile.

PROTOTYPE IMPLEMENTATION

The lo-fi prototype was created with pencil sketches on paper. This was helpful in quickly and simply simulating our concept to test with users. Ultimately, the paper prototype was rudimentary, and thus inaccurate in terms of simulating gestures and concepts.

The med-fi prototype was designed on SketchApp, with the help of Sketch templates and sample

icons, then put together using InVision. SketchApp was helpful in creating an accurate mock-up for docket, which we ultimately revised for the hi-fi midway milestone and used as a reference for our final product. InVision helped us to envision the sorts of gestures we wanted for docket. Ultimately, both of these were merely visual mock-ups and not fully functional.

The hi-fi prototype was coded and storyboarded on XCode, with icons made with Photoshop. XCode allowed us to fully implement our concept, while Photoshop allowed us to refine the final icons on our platform. It would have been easier if we could somehow work more directly off of the med-fi prototype on SketchApp to create the hi-fi prototype with XCode. Working with XCode meant that we had to essentially re-layout all the pages, which was necessary simply because of backend code but also seemed redundant. Also, we had to compromise on several small design aspects simply because XCode is glitchy about a variety of things, such as embedding images into the top navbar, changing screen motions, etc.

There are no Wizard of Oz techniques.

All user information and feed data (in “Explore”) are pre-loaded in order to simulate a full docket experience without having to go through onboarding.

Missing UI features include the settings page, where users can edit their bio and pictures, among other things; the onboarding feature, which allows users to create an account and specify their interests for the “smart algorithm” to curate the feed; and the logout feature. Other small features include the ability to edit projects, sections and notes, which should be implemented in the future. A major feature unaddressed in our hi-fi prototype is the “smart algorithm” itself, which allows “Explore” to be integrated into a single page, rather than a separate section for projects followed versus other projects. This was unimplemented because the scope of the demo does not directly involve this feature. If docket were to be fully functional, however, this would be an important feature to add. Another important missing UI feature is the “Add Media” functionality, which would allow users to attach photos, sound clips, etc. Moving forward, this is another feature that would be crucial to add. In coding the hi-fi app, however, the functionality of “Add Media” was too difficult to implement, and we opted to take out the feature entirely instead of having a non-functional “Add Media” button by the message box. For now, we have in mind that users have the option to copy/paste into the text box, as with a messaging text field.

The app is also limited to iPhone 6+ due to trouble with constraints. In the future, we would ideally be able to resize for different screen sizes.

SUMMARY

docket aims to address the problem of motivation through two means: documentation and social media. Much of our design process involved reducing useful but ultimately distracting features, such as nuanced social media interactions, that would take away from the user’s focus on his/her creative project. As a mobile app, docket is portable and simple, allowing users to keep their projects in mind throughout the day at the touch of a button.