
Low-fi Prototyping & Pilot Usability Testing

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Overview of Talk

1. Mission Statement & Value Proposition
2. UI Sketches
 - a. Selected Interface and Rationale
 - b. UI StoryBoard
3. Low-Fi Prototype
4. Our Tasks & Flows
5. Experimental Method
 - a. Interviews
6. Results
7. Suggested UI Changes
8. Summary of Talk

Mission Statement / Value Proposition

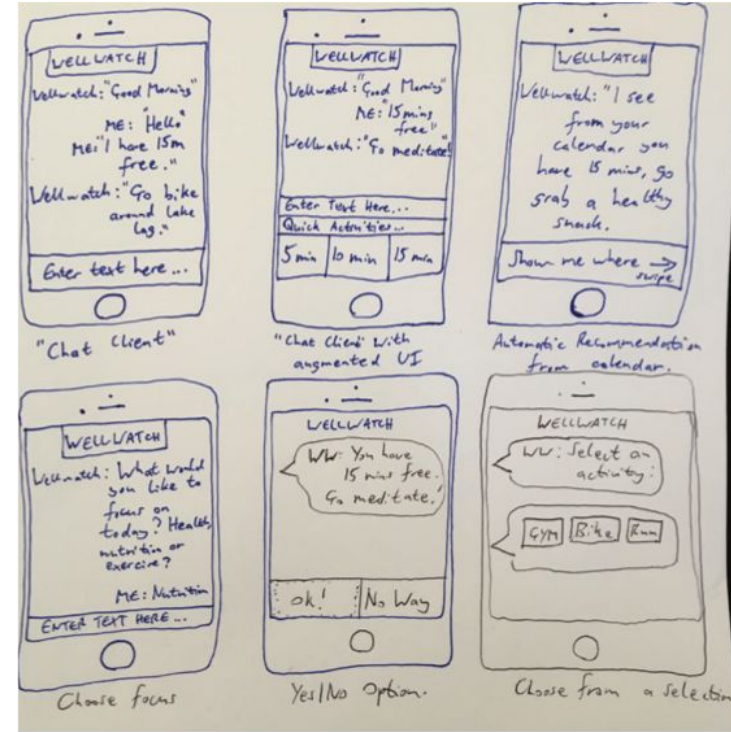
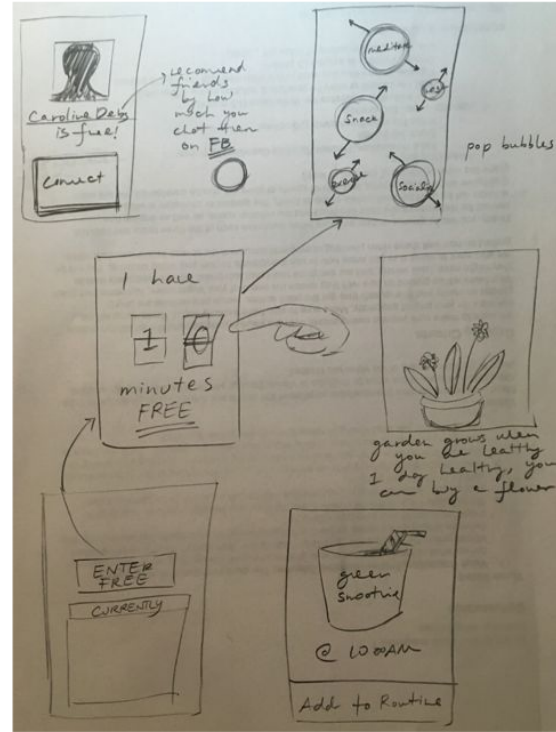
Mission Statement:

We strive to give people the opportunity to live healthier lives in a holistic sense.

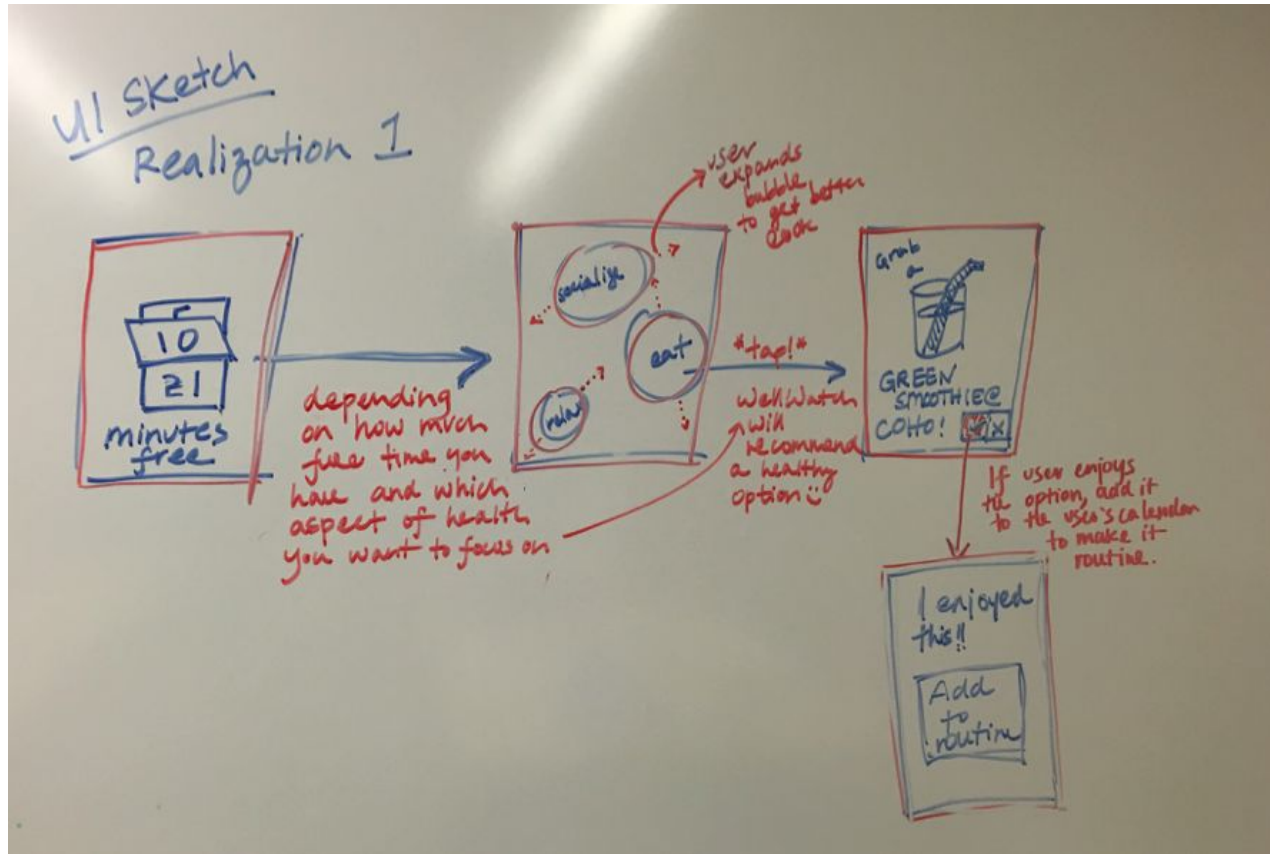
Value Proposition:

WellWatch gives users the ability to incorporate holistic wellness, spontaneity and positive habit forming into a busy routine.

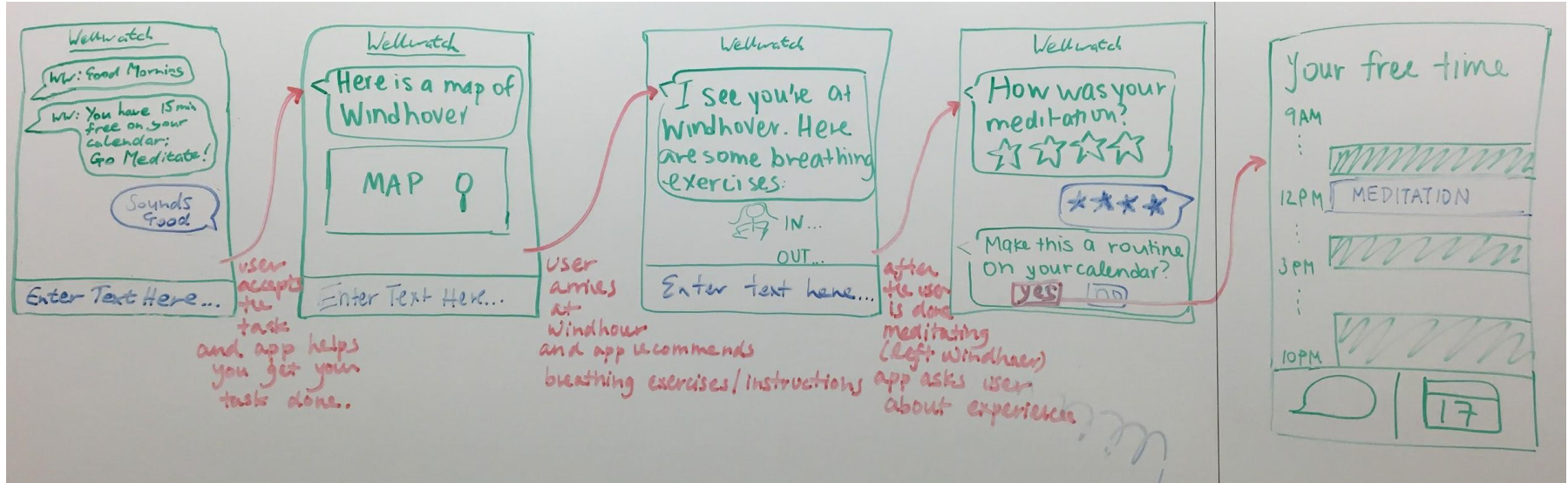
Initial UI Sketches



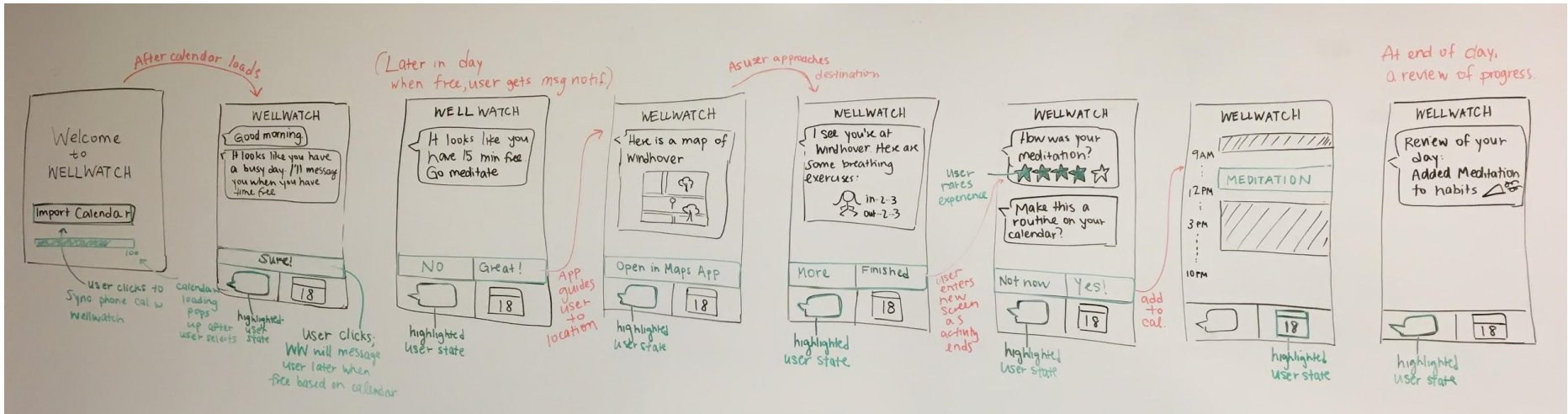
UI Sketch Realization 1



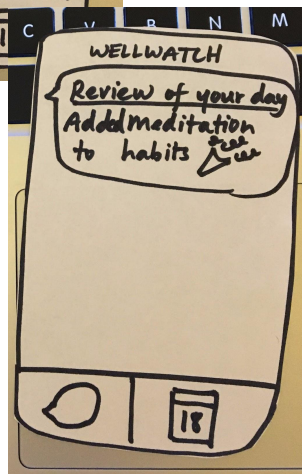
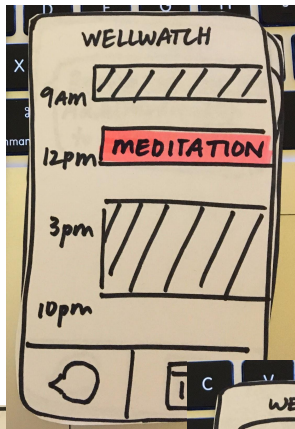
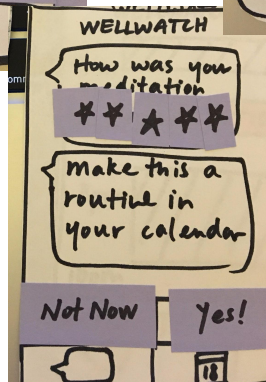
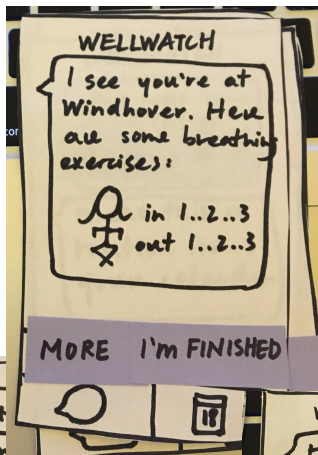
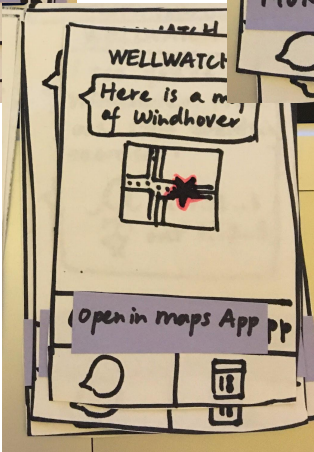
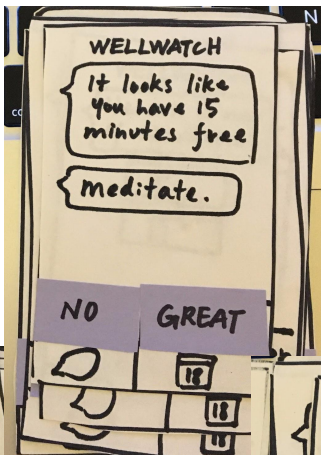
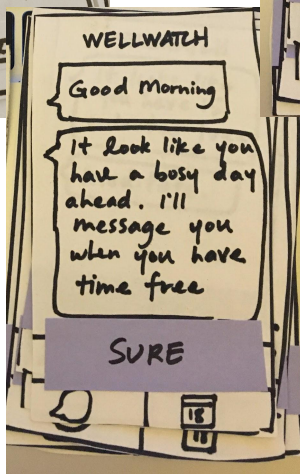
Selected Interface & Rationale



Low-fi prototype: storyboard



Low-fi prototype



Tasks & flows

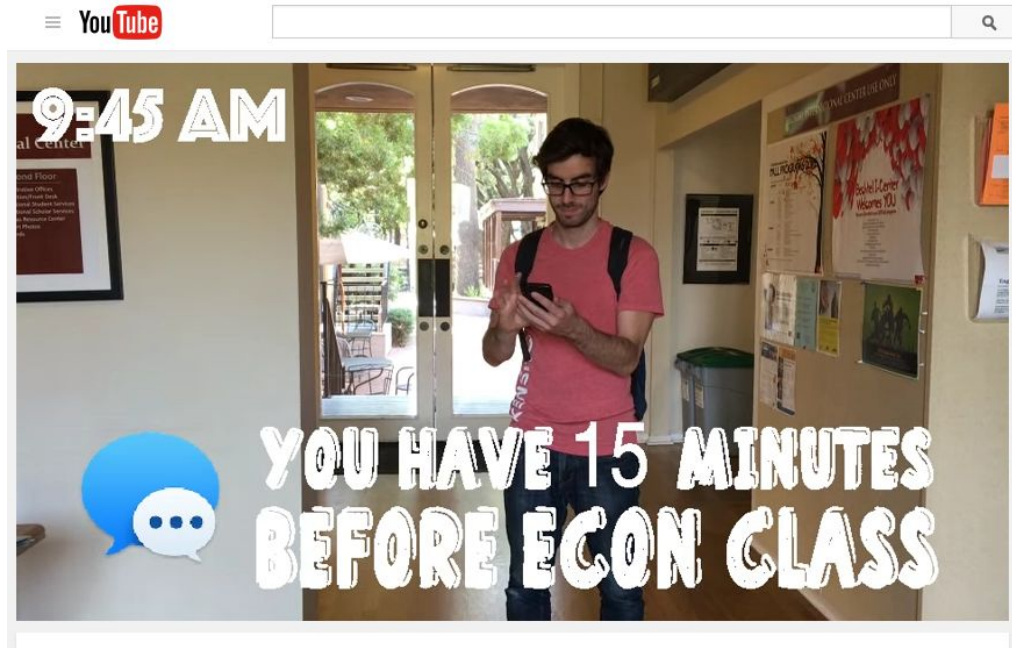
Simple task: Take mental breaks

Moderate task: Be more active

Moderate task: Incorporate holistic wellness into your routine

Complex task: Integrate spontaneity in your routine

Experimental method



Step 1:
Share concept
video with
participant.

Step 2: Run user through three task flows:

- 1) accepting a spontaneous activity
- 2) learning that new wellness-focused activity
- 3) Making that activity a part of a scheduled routine



Step 3: Participant Feedback Survey

Questions

- On a scale from 1-5, please rate how you feel about each statement (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)

Task Analysis:

1. This app would help me be more active during my busy schedule.
2. This app would help me take mental breaks when I have free time.
3. This app would help me incorporate holistic wellness & positive habit forming into routine.
 - By allowing me to try new habits and add them to my schedule.
 - By helping me find time to try new things/habits.
4. This app integrates spontaneity into my schedule.
 - By giving spontaneous suggestions of healthy things to do when I have free time.

Usability & Overall Perception:

1. This app was easy to use.
2. The concept was confusing.
3. The interface was confusing.
4. The interface was overly complicated.
5. I would tell friends and family to try this app.



Participant #1

- A recent Stanford grad and investment banking professional.
- Overall, participant #1 had a very positive reception to the app.
- Level 3 Incident: User did not understand what would happen upon clicking no to meditate, since we have no transition.
- Level 2 Incident: User wonders if there will be a timer to indicate when free time is over the activity is done.
- Level 1 Incident: Wonders about what happens when you click calendar and the transition.



Participant #2

- A busy coterminous student balancing full-time recruitment and classes.
- Positive reception, but more critical of the permissions needed by the app (Level 1), transitioning to Google maps (Level 2) and selecting “no” again (Level 3).
- Suggested having a “see you later” message if you decline the activity so you know the app has recognized this.

Participant #3

- A very active and health-conscious athlete (triathlon) completing his coterm with a hectic schedule.
- Liked the concept, but skeptical of the execution and whether he would use it, given he's already tuned into multiple health apps with an Apple Watch.
- Incidents included selecting "no" on any activity (Level 3), location recommendations off campus which may be more difficult (Level 3) and what happens if you stop engaging with the app such as fail to rate an activity or if you have no free time (Level 2).



Consolidated Experimental Results - Survey

Questions

- On a scale from 1-5, please rate how you feel about each statement (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)

Task Analysis:

- | | |
|--|---------|
| 1. This app would help me be more active during my busy schedule. | 5, 4, 1 |
| 2. This app would help me take mental breaks when I have free time. | 3, 4, 4 |
| 3. This app would help me incorporate holistic wellness & positive habit forming into routine. | 4, 4, 4 |
| • By allowing me to try new habits and add them to my schedule. | 5, 4, 4 |
| • By helping me find time to try new things/habits. | 5, 4, 3 |
| 4. This app integrates spontaneity into my schedule. | 5, 3, 4 |
| • By giving spontaneous suggestions of healthy things to do when I have free time. | 5, 2, 4 |

Usability & Overall Perception:

- | | |
|---|---------|
| 1. This app was easy to use. | 5, 4, 3 |
| 2. The concept was confusing. | 1, 1, 1 |
| 3. The interface was confusing. | 2, 3, 4 |
| 4. The interface was overly complicated. | 1, 1, 2 |
| 5. I would tell friends and family to try this app. | 1, 2, 1 |
| | 5, 2, 4 |

Suggested UI changes

- Incorporate a transition for “negative inputs” or when the user declines an activity. To do this, we will consider adding a response from the chat client such as “Ok. See you later!”, or perhaps prompt for feedback as to why the activity was declined to get more information.
- Incorporate a transition for moving to Google Maps and back into the app when looking up an activity.
- Introduce a timer during each activity to help people keep on time with their schedule.
- Measurement: Incorporate analytics and health-tracking data into the app to measure how the participant responds to different wellness activities.
- Elaborate precisely how each activity is likely to help individual health goals and holistic wellness.
- Introduce an on-boarding process to clarify the app and its functionality.

Summary

- Overall, users thought the app would help them incorporate holistic wellness and positive habit forming into their routine by allowing them to try new habits and add them to their schedule and by helping them find time to try new health-focused activities.
- They found the concept clear and thought the interface struck the right balance of providing the necessary information without being unnecessarily complicated.
- Though users unanimously thought the interface was not complicated or confusing, there were a few design flaws that we need to consider moving forward.
- They generally found the app easy to use, though one user expressed “I feel I could figure it out... but it was so much easier because [the facilitator] was here.” To address ease and accessibility of the app, one of our key takeaways is creating additional screens and prompts that positively respond to a user’s rejection of a certain activity by suggesting an alternative or an upbeat “Maybe next time!” message, versus creating a dead end in the flow.