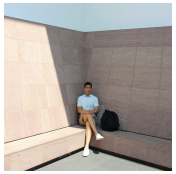
Dan Yu

Alex Wang



Dazzle

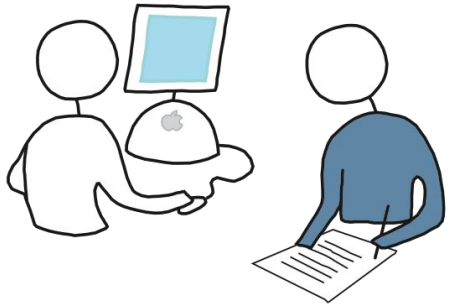
Simon Kim

Lena Hong

Low-Fi Prototyping & Pilot Usability Testing

Overview of Low-Fi Prototyping

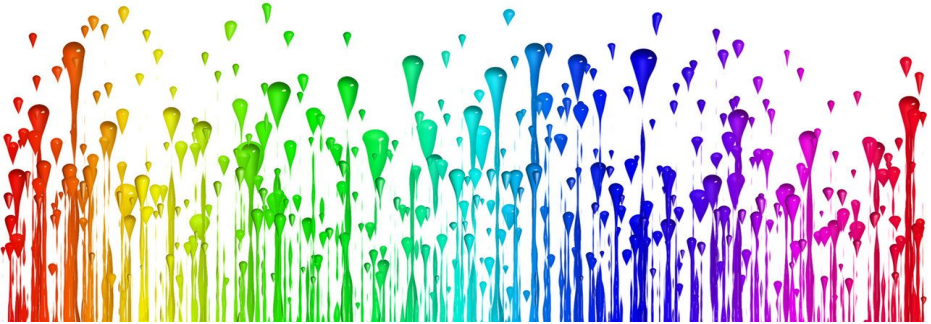
- Value proposition and mission statement.
- Narrowed down designs to target mobile platform.
- Conducted prototype testing with variety of users.
- Formulated design ideas from participant feedback.



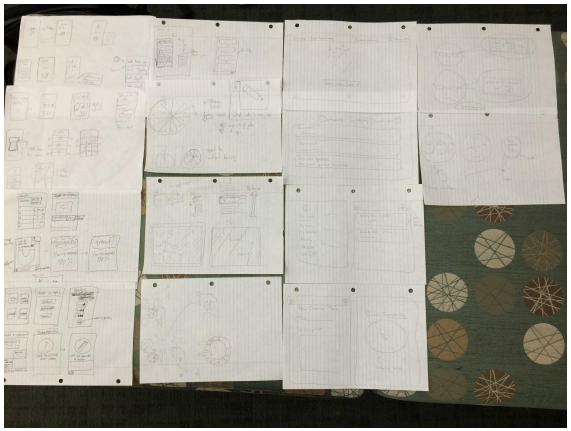
Mission Statement & Value Proposition

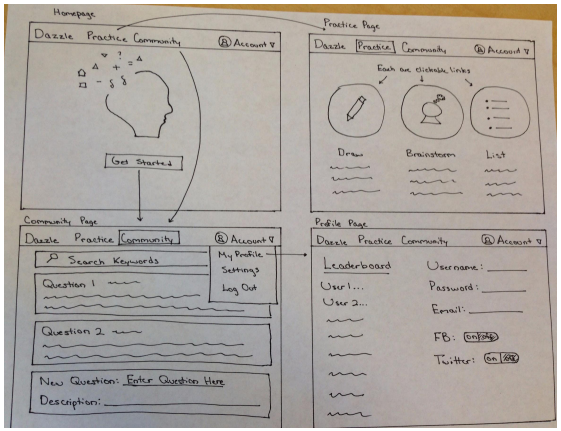
Declutter your Mind!

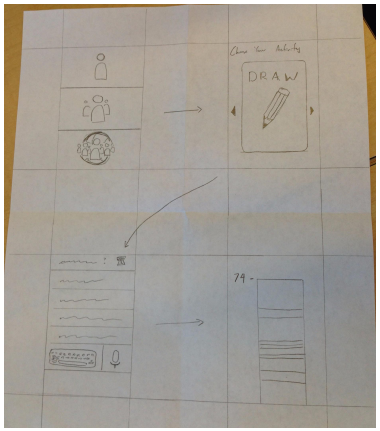
We aim to provide people of all ages with the resources and exercises necessary to eliminate creative pains. In doing so, we hope to create a community of creative learners who can all grow together.



UI Sketching & Storyboarding







After creating quick UI sketches, we used the design ideas and UI components to create storyboards for the top two interfaces:

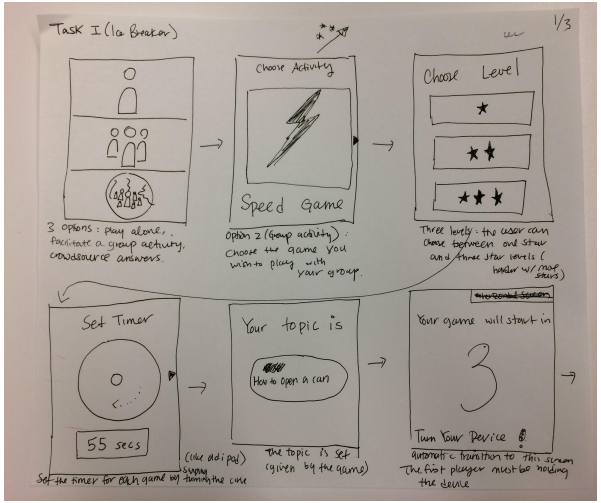
Web Platform and Mobile Device

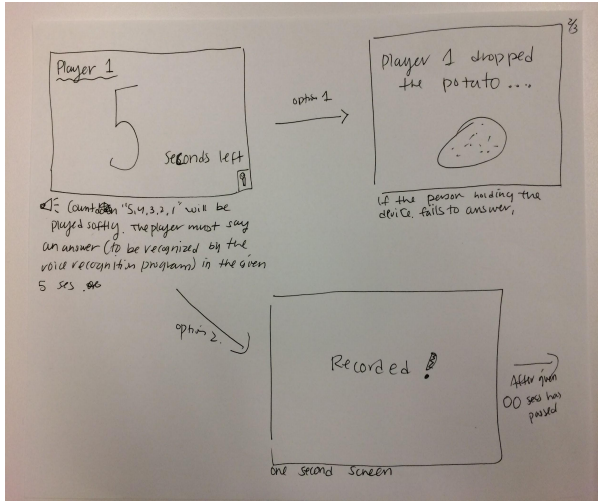
Selected Interface & Reasoning

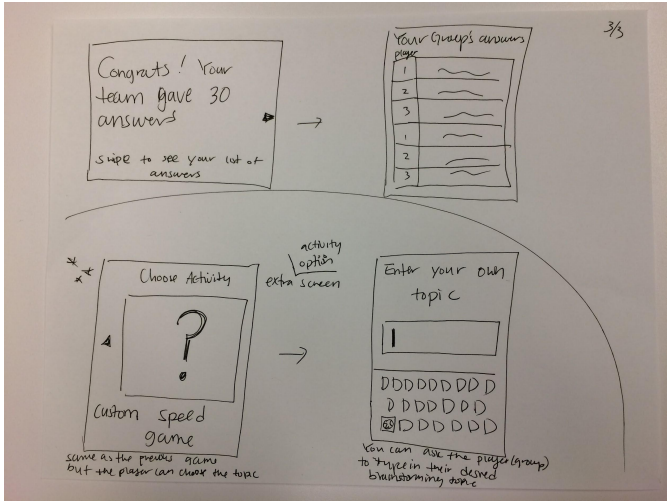
After designing interfaces across a variety of platforms, we settled on using the iPhone/Android device as our designated platform. This is because this device is the most easily accessible and flexible, given our intended tasks:

Ice-Breaking, Taking a Creative Break, and Creative Outsourcing

Task: Ice-Breaking for Groups (Medium)

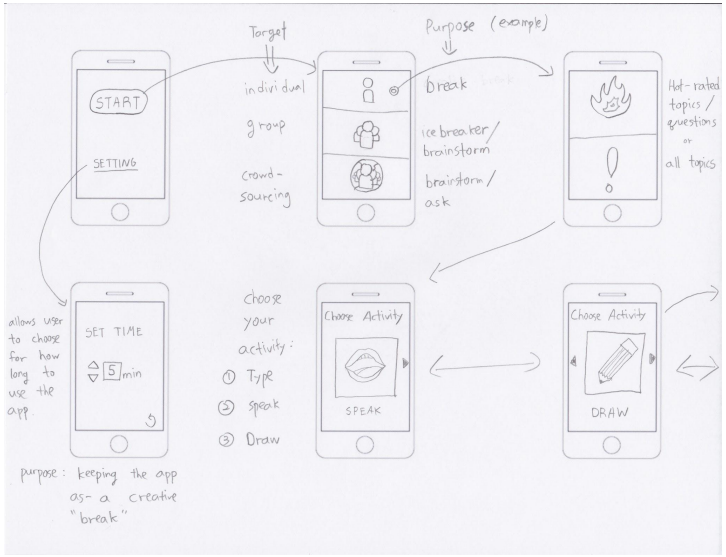


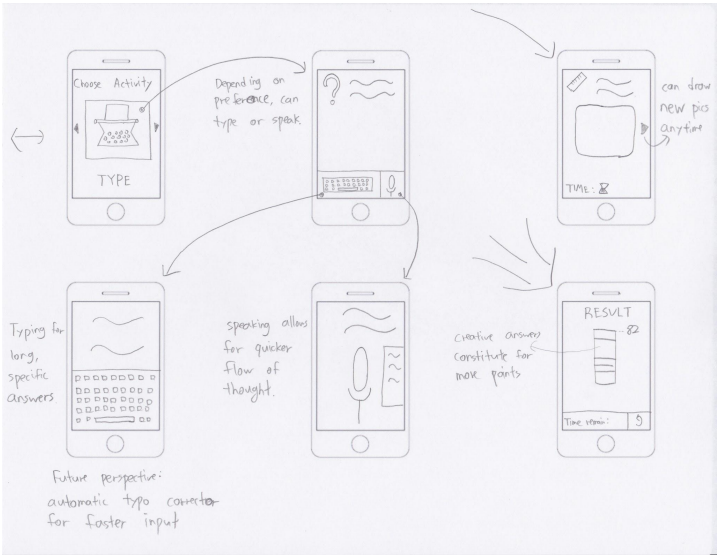




This task promotes interaction among the members in a group. The core idea is the phone is passed around and each user has to answer the creative question in a set time. All answers are recorded and shown at the end.

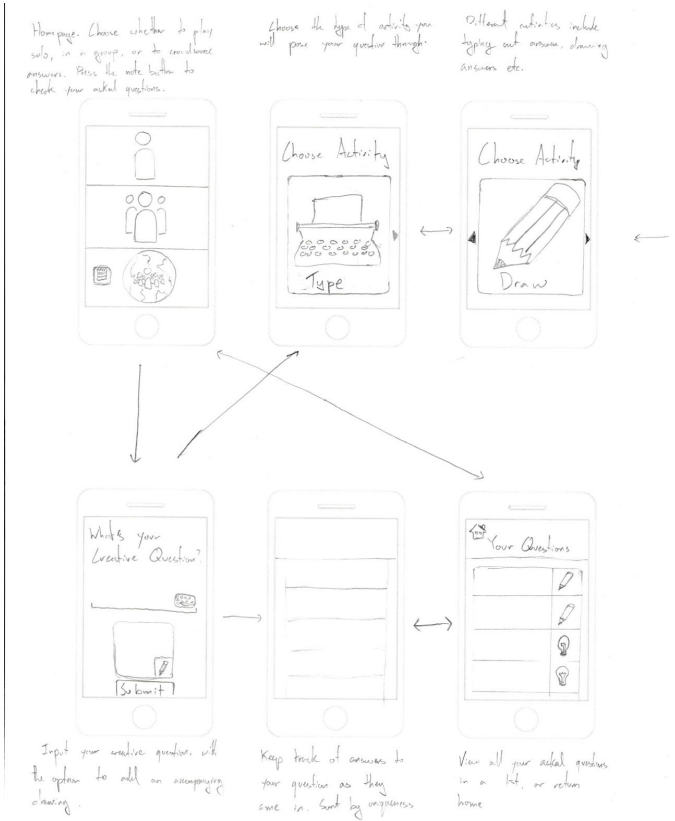
Task: Fostering Productive Breaks (Simple)





In this exercise, we allow users to either type or speak answers to a creative question. We then score their answers and return a “creativity score.”

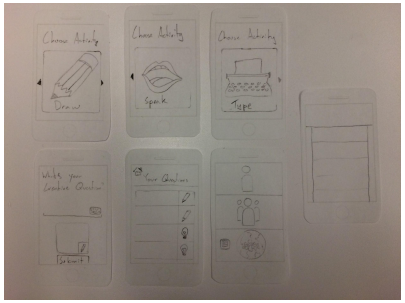
Task: Crowdsourcing Creativity (Complex)

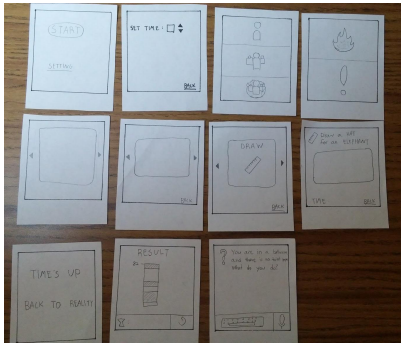


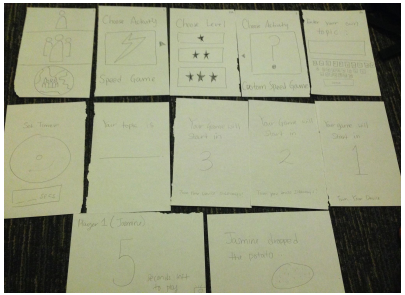
- Selecting the crowdsourcing creativity option redirects the user to a page where he or she can ask a question and draw an (optional) associated image.
- Then transitions to page with answers given by the community, with live updates feeding into the list.
- User can keep a history of all of the questions he or she has asked, which is accessible from the starting screen.

Experimental Method

- Carried out testing in environments where we expected the app to be used in, in production.
- Exposed all three tasks, shown to the right, to each of the users, thus allowing them to select for themselves.
- Group members took on the following roles:
  - Alex: Computer, handled interaction and user input.
  - Lena: Facilitator, guided user and acknowledged with feedback.
  - Simon: Scribe, recorded anything the participants said.
  - Dan: Scribe, also helped record feedback given by participants.







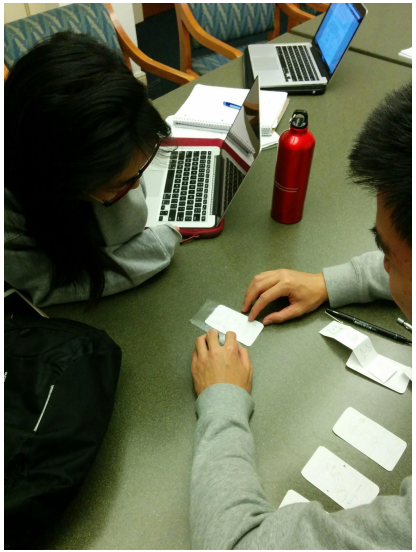
Participant #1

- A graduate student focusing on designs in Computer Science.
- Preferred to speak his answers. It felt most natural, but he raised concerns over the accuracy of existing natural language processing technology.
- Believed that the concept could be improved if users were allowed to set preferences, and thus activities would pair with users based on this.

Participant #2

- A sophomore having trouble working through the puzzles of CS103.
- Felt confused by the in-app options provided: individual, group, crowdsource.
- Interacted with the crowdsourcing ideas exercise, and was pleased by the drawings she received in response.

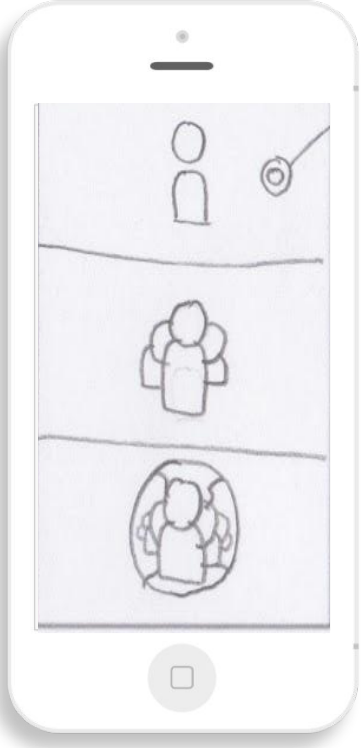
Participant #3

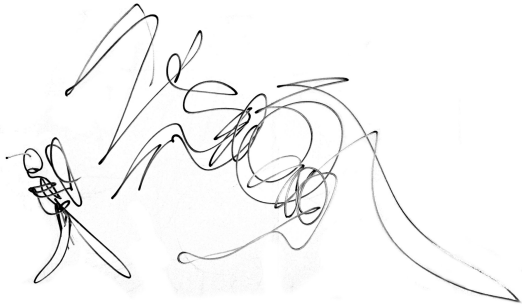
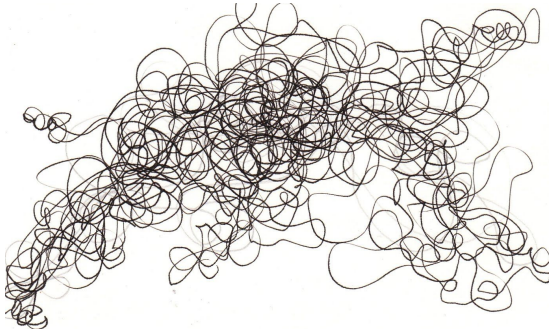


- A senior majoring in Science Technology and Society who runs into creative blocks during writing
- Revealed she was skeptical over the viability of the group activity exercise.
- Said that the efficacy of the group activity depends a lot on the person holding the app at any given time.

Further Developments

- Validated the need. Participants loved the idea of being able to take a “creative break.”
- Could integrate participant suggestions, such as allowing users to set creative preferences.
- Issues we encountered were primarily UI focused
    - In keeping the app minimal, we sacrificed operability in exchange for aesthetics and simplicity.
    - Will more clearly delineate between the option of “answering” and “asking” a creative question or task.



Summary of Low-Fi Prototyping

- Using the low-fi prototyping process delineated in spec, we transitioned from UI Sketches, to storyboards, to testable prototypes.
- Participants in the experiment were pleased by our app concept.
- Feedback received from participants could be integrated into future iterations of the prototyping interface.