Experience Prototypes

CS 147 Assignment 2

HELLO!

We are Team Awesome

Studio Theme: Mobility
Domain: Enhancing the mobility of regular commuters.

INITIAL POINT OF VIEW

Elderly commuter, worried about safety

ADDITIONAL NEEDFINDING

✘ Five more interviews (total 9)
   Young professionals
   Middle-aged professionals
   Professionals traveling with children
   During commute

"

scared and have to focus on what
I need to bring for kids

annoyed by stop and go traffic

YOUNG PROFESSIONALS

POINT OF VIEW

WE MET Heather.

WE WERE AMAZED TO REALIZE that traffic conditions shape her emotional state throughout the day.
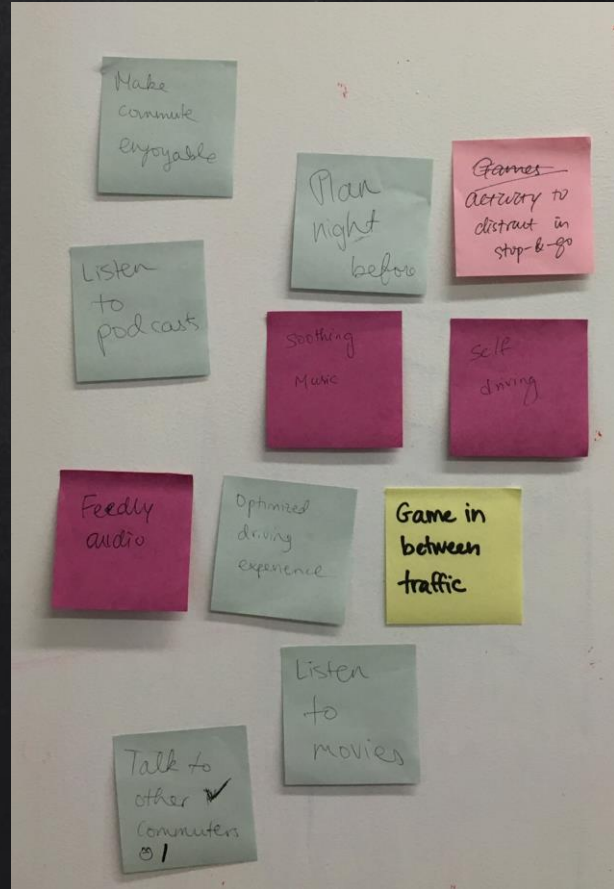
IT WOULD BE GAME CHANGING TO make traffic a positive experience for Heather.
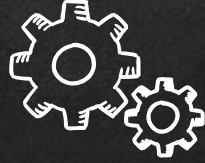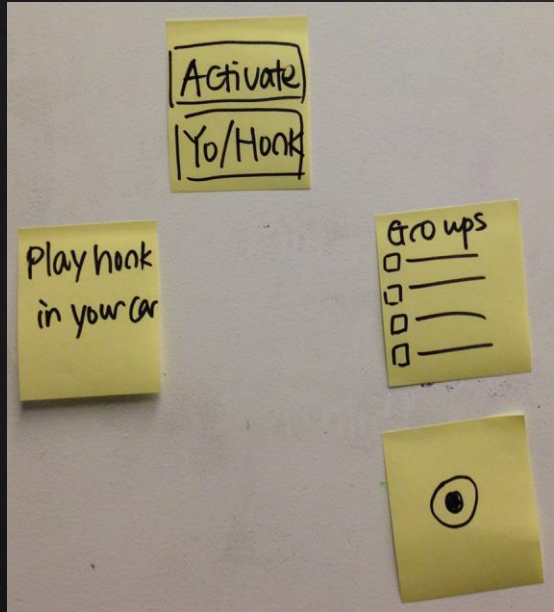
HOW MIGHT WE

Solutions

HMW prevent Heather's annoyances during stop and go traffic?

EXPERIENCE PROTOTYPE

Role: commuter

Scene: in a car

Prop: sticky-note prototype

User 1: commuter

User 2: other commuters

Testing

Give feedback aloud

Was onboarding intuitive?

Tell us about who you want to communicate with.

Results

👍 communicating with people stuck in traffic

👎 only connecting to people he knew

❗ sharing music

✅ utility of the product

REGULAR COMMUTERS

WITH KIDS

POINT OF VIEW

WE MET Josh.

WE WERE AMAZED TO REALIZE that his priority is ensuring that his kids are not negatively affected during daily commute.
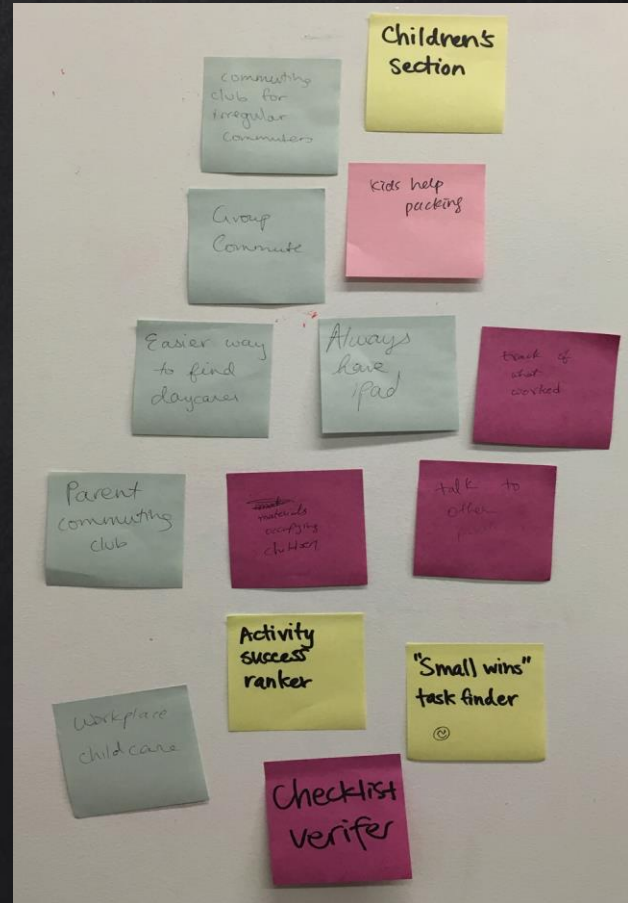
IT WOULD BE GAME CHANGING TO remove Josh's anxiety about forgetting an item valuable to his kids .
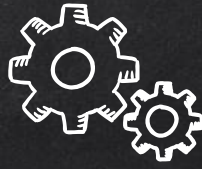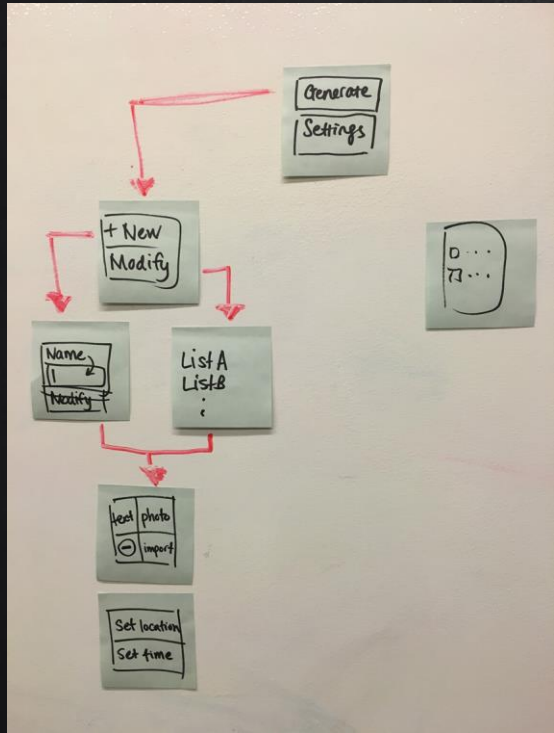
HOW MIGHT WE

Solutions

HMW ensure Josh remains calm and prepared to meet the demands of commuting with his children?

EXPERIENCE PROTOTYPE

Role: commuter

Scene: about to leave for work

Prop: sticky-note prototype

Testing

Give feedback aloud

What would you use this for?

Is there anything feature you would need?

Results

👍 prompts at predetermined location/time

👍 sharing

👎 expecting automatic prompts

❗ Usage in grocery stores, visits

✓ Need for sharing

ELDERLY COMMUTERS

POINT OF VIEW

WE MET Marion.

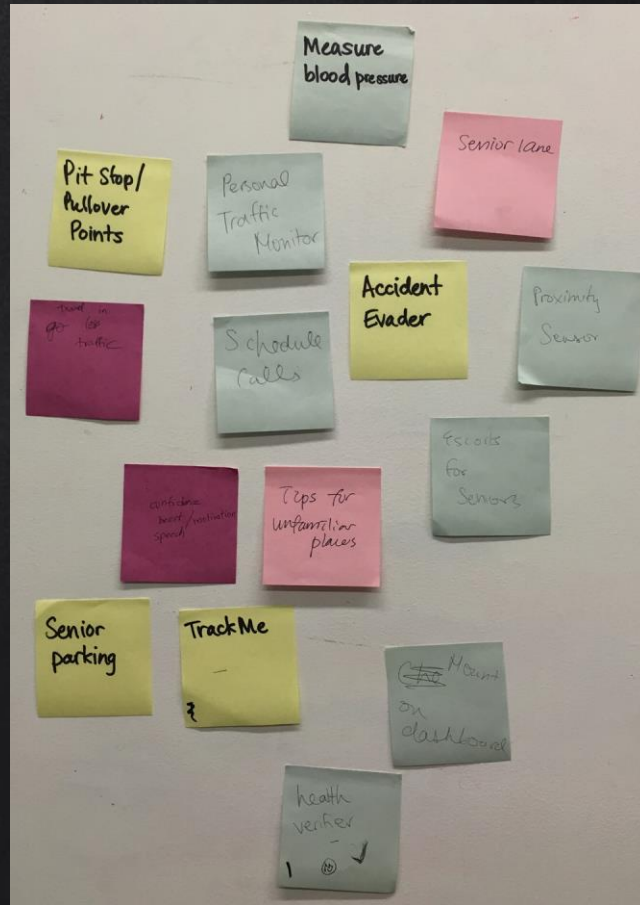WE WERE AMAZED TO REALIZE that her commute experience is dictated by safety and health concerns.

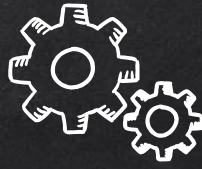IT WOULD BE GAME CHANGING TO ensure that she feels confident about her health before driving.

HOW MIGHT WE

HMW help Marion be more aware of her state of health before starting her commute?

EXPERIENCE
PROTOTYPE
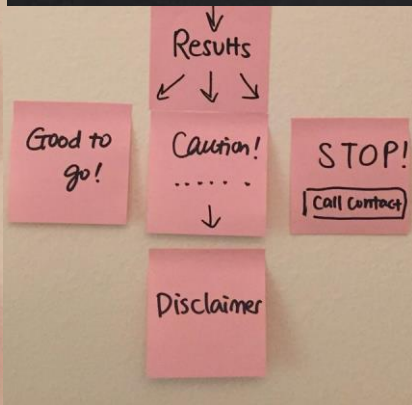
Role: elderly commuter
Scene: in the car/before commute
Prop: sticky-note prototype

Testing

Asked to give feedback aloud

Which tests would you add?

Are the current tests applicable?

Was the onboarding intuitive?

Results

👍 relevant tests

👍 call emergency contact

👎 medication checklist

❗ people suffering from medical conditions

✅ utility of the product

Thank you! Any Questions?