

EcoKick

Low-Fi Testing

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Overview

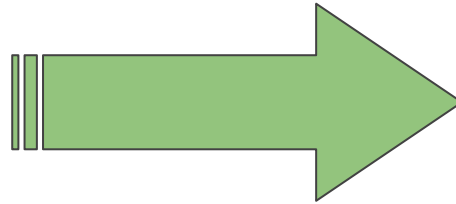
Development

Testing

Findings



Individual Apathy



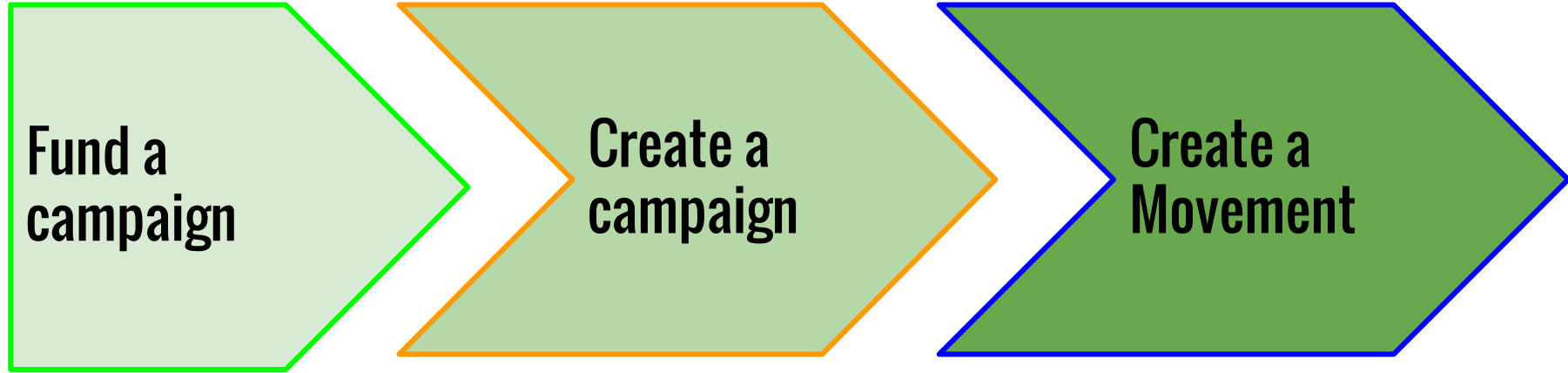
Collective Action

PAY IT FORWARD

Selected Interface



Tasks



**Fund a
campaign**

**Create a
campaign**

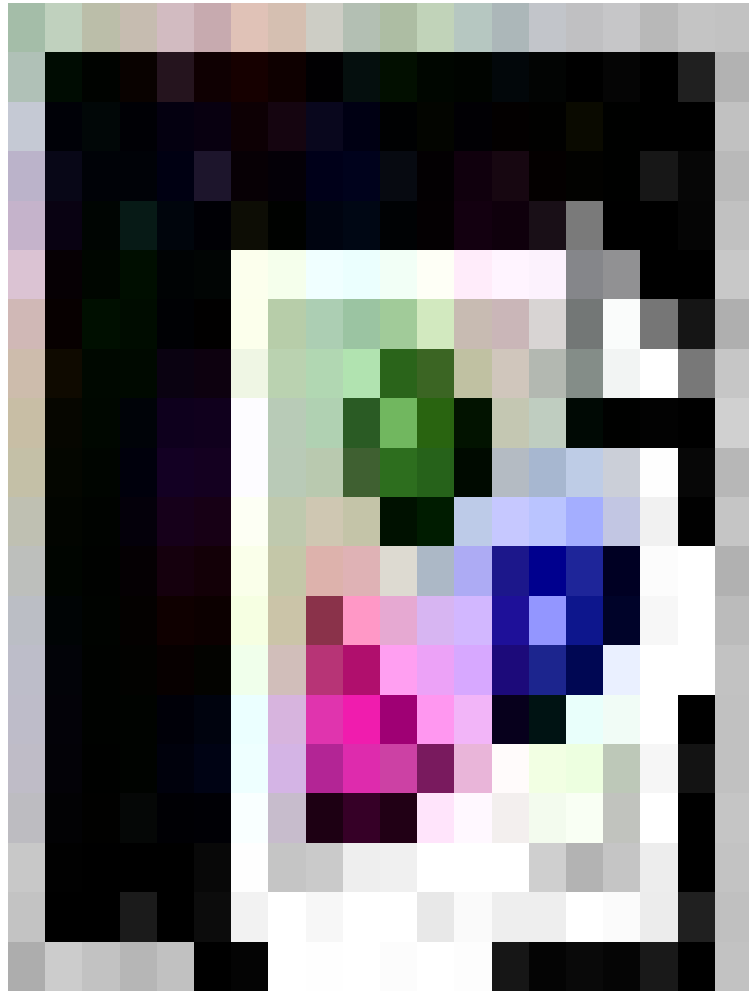
**Create a
Movement**

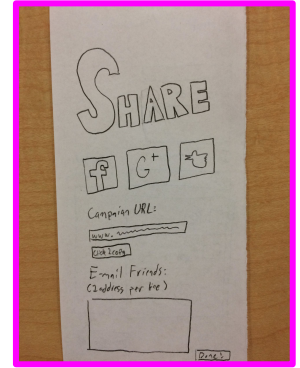
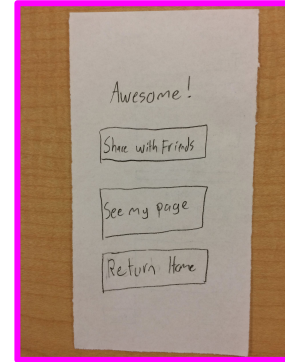
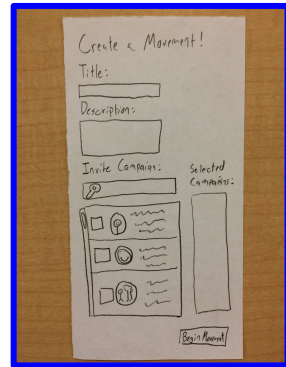
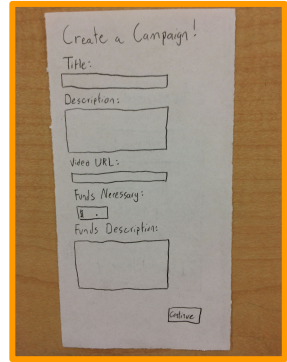
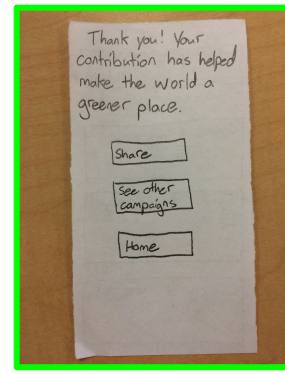
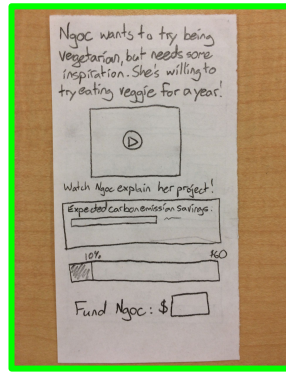
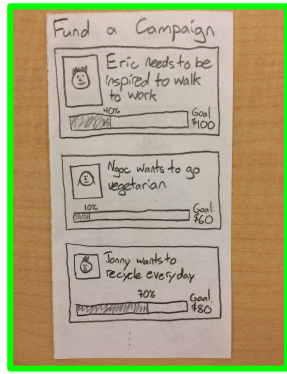
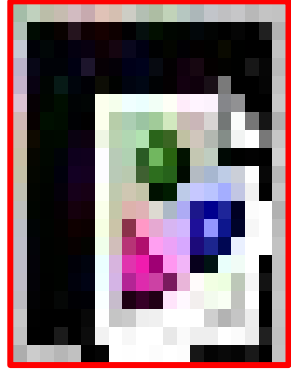
Simple

Medium

Complex

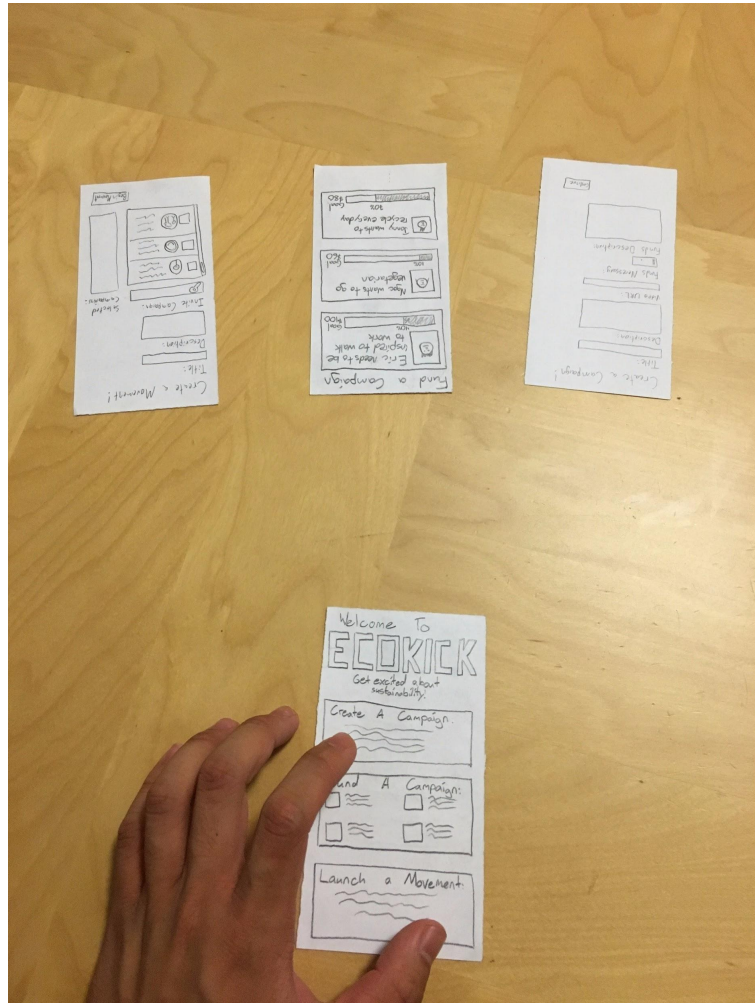
Task Flows





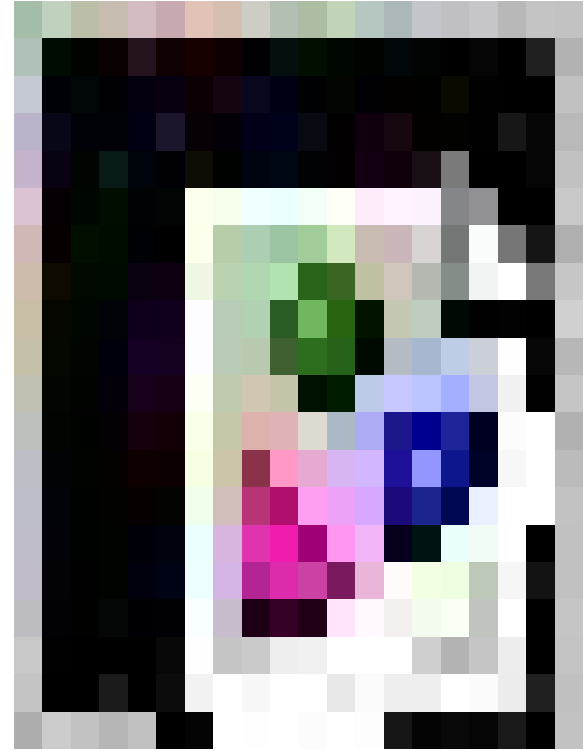
Low-Fi Prototype Structure

Experimental Methods



Experimental Results

- Design was clean and well-liked
- Wanted to clear confusion between feed and buttons
- Too much text

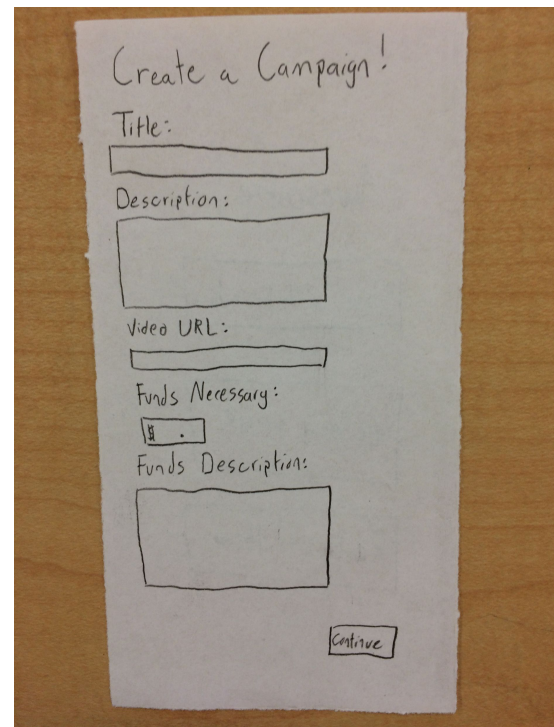
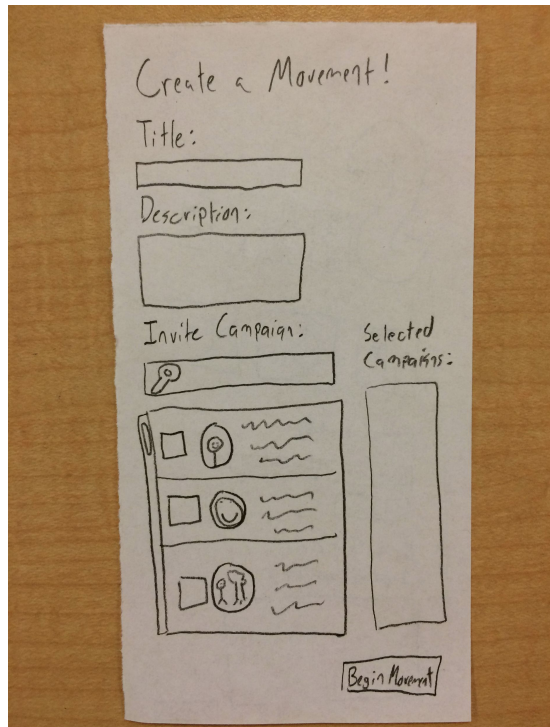
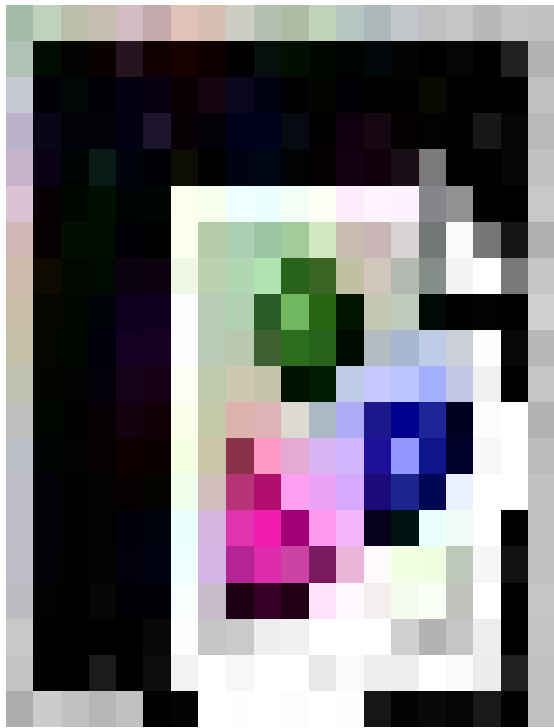


Experimental Results 2

- People wanted to give money to causes, not individuals



Suggested Changes



Summary

Testing, Prototype, Findings

