

# Flood: Interactive Medium-fi Prototype

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# Overview

Problems/Solutions/Mission

Review of our three tasks

Feedback / Challenges

Revised interface design

Prototype overview

# Problem/Solution/Mission

## Solution

- Improve awareness of water in groceries
- Track invisible water impact

## Mission

Call to attention the water impact of food

Encourage you make informed decision



# Review of Our 3 Tasks

- Task 0\*: Set goals
- Task 1: Research an item (easy)
- Task 2: Generate a shopping list/go shopping (hard)
- Task 3: Track your progress and share on social media (medium)

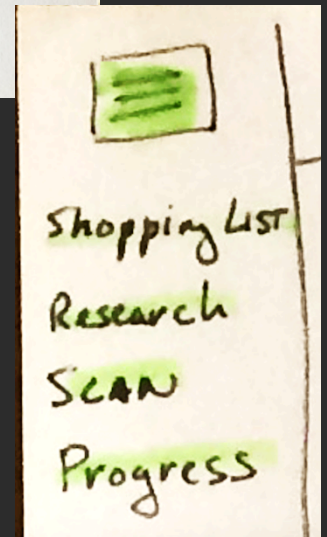
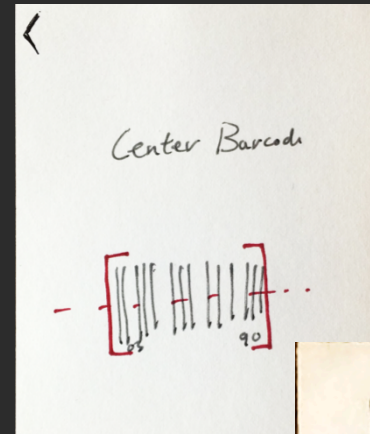
# Feedback/Challenges

## They like

- Barcode scanner is so “cool”!
- Graphs are “interesting” and “useful”!
- Hamburger button

## Challenges

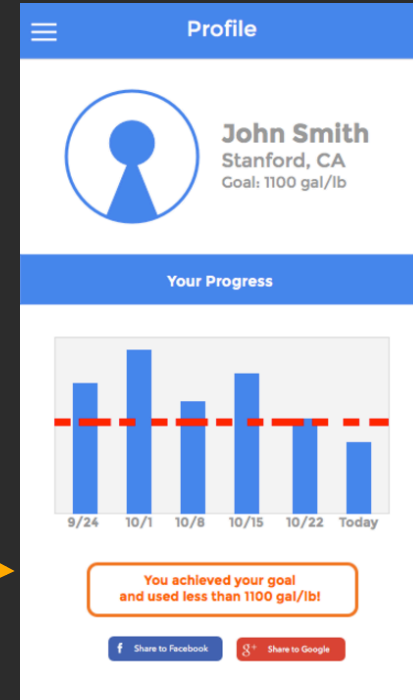
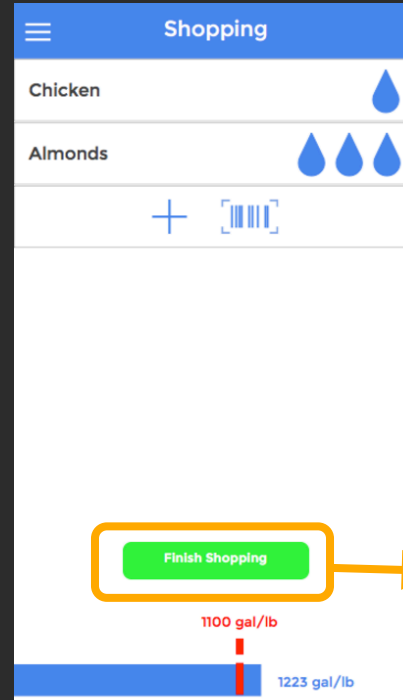
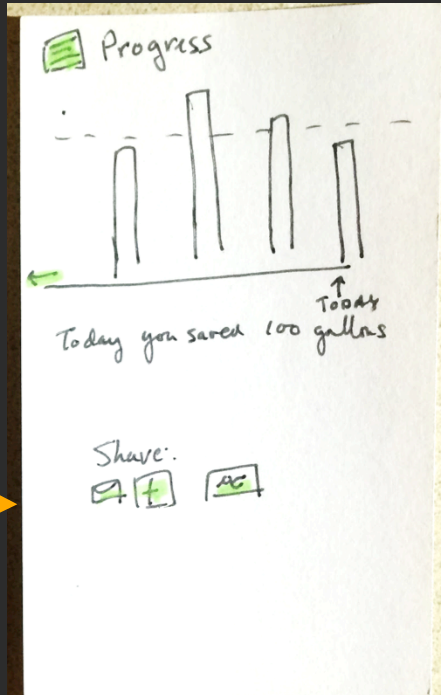
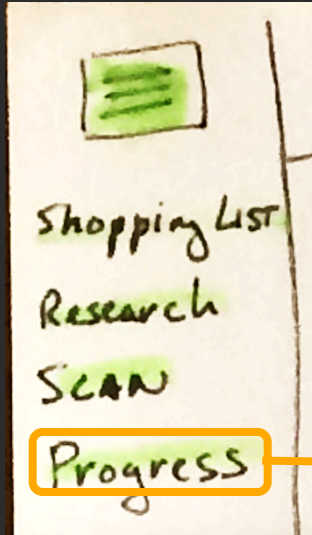
- no one touched the “Progress” tab at all
- felt stuck in certain screens (e.g. research)



# Major design change 1: Access “progress”

Rationale: Force users see their water impact

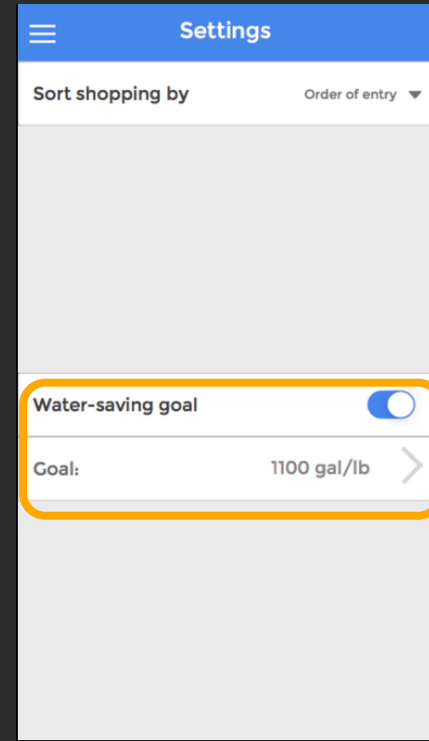
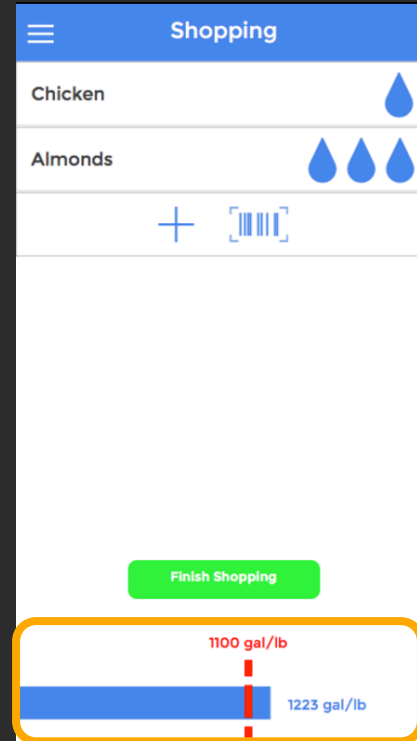
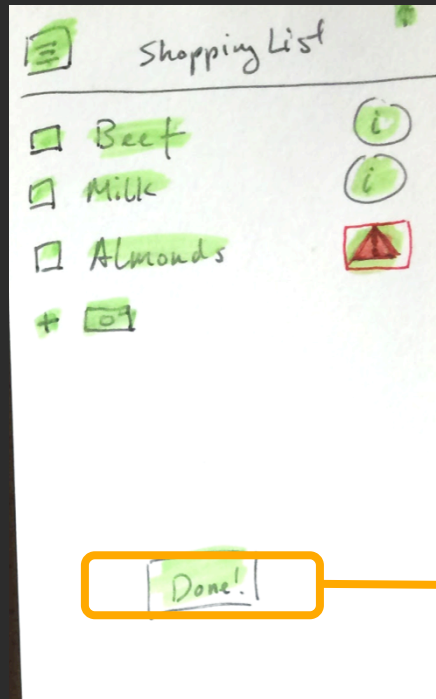
Tracking improves awareness, creates willingness



# Major design change 2: Dynamic bar chart and goal setting

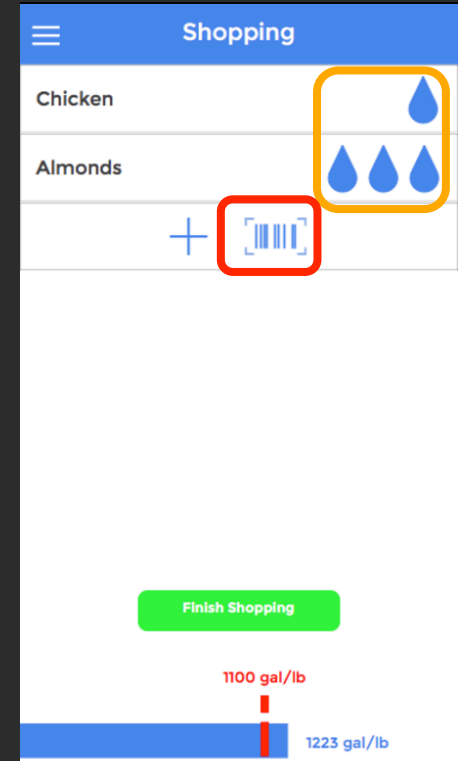
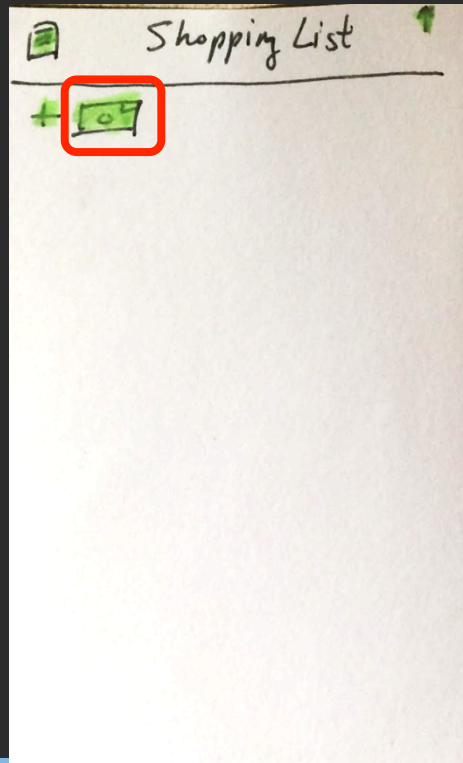
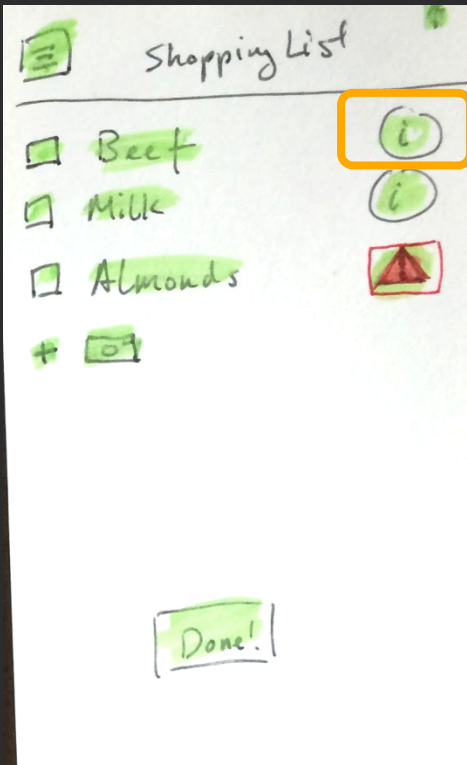
Rationale: Dynamic tracking is “cool”

Efficiency of use, simplicity



# Major design change 3: Symbols and icons

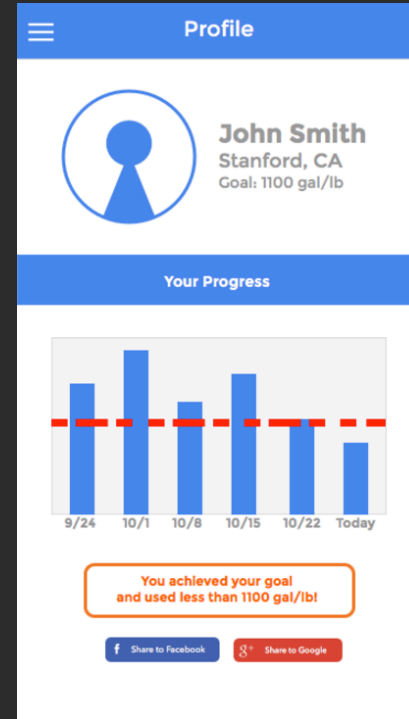
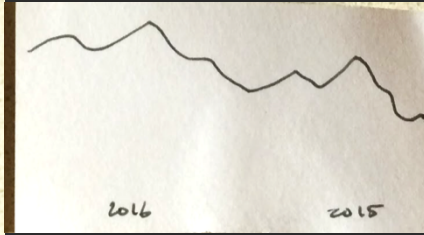
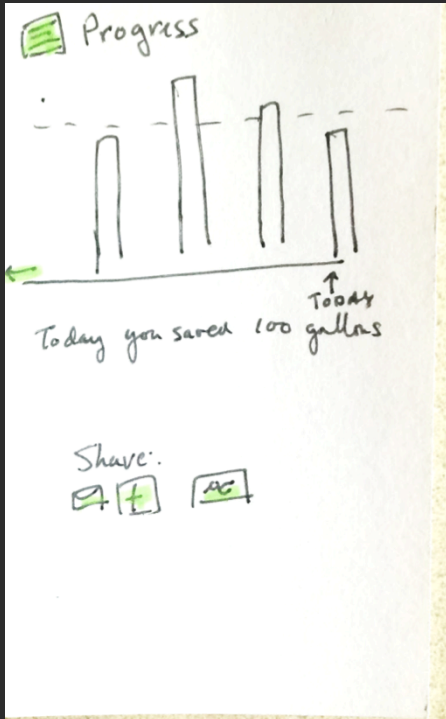
Rationale: Intuitive, simple, straightforward



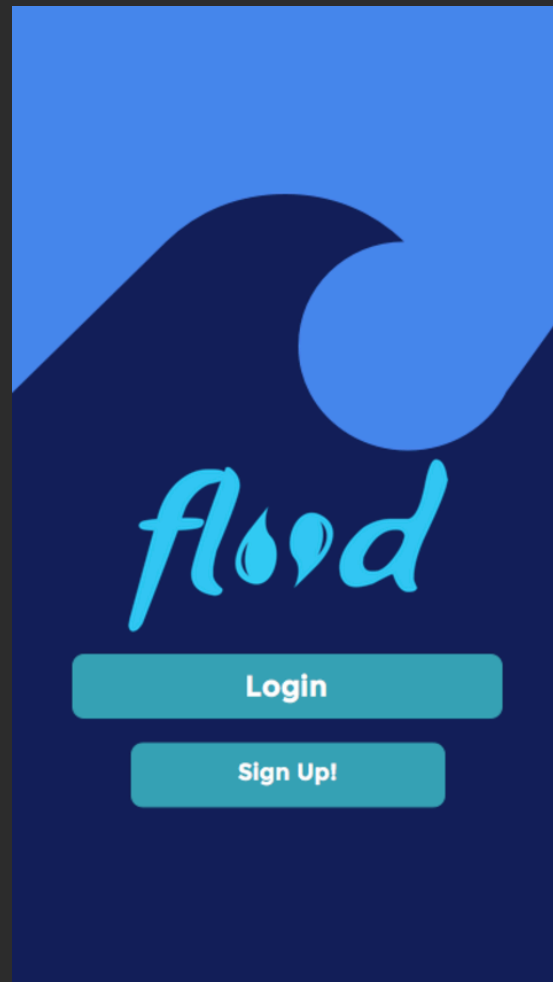


# Major design change 4: Progress screen

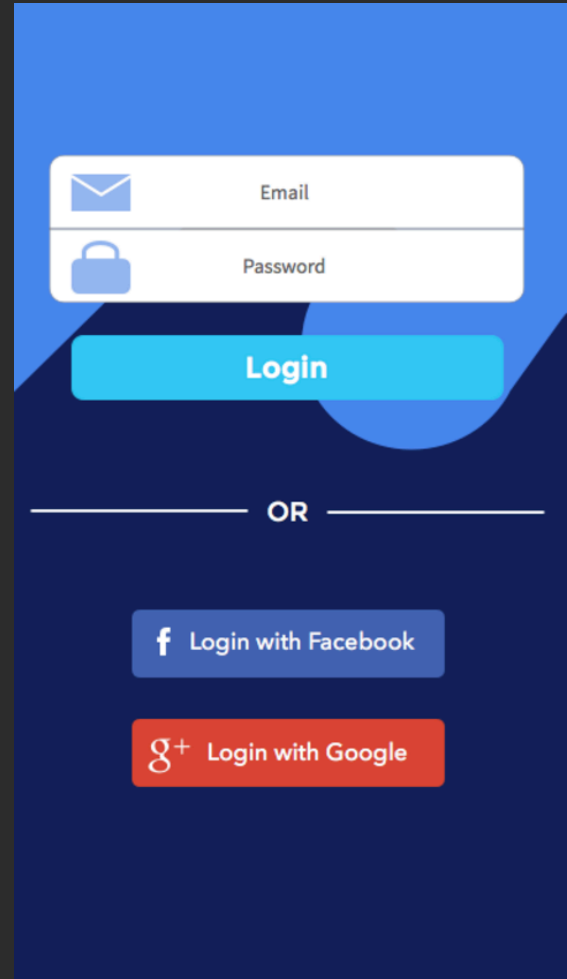
Rationale: simplicity



# Medium-fi prototype task flow



# Medium-fi prototype task flow



A medium-fidelity prototype of a login screen. The background is a dark blue gradient with a light blue circular shape behind the input fields. The form consists of two white input fields: the top one has an envelope icon and the label 'Email', and the bottom one has a padlock icon and the label 'Password'. Below these is a bright cyan 'Login' button. A horizontal line with the word 'OR' in the center separates this from the social login options. There are two buttons: a blue one with a Facebook 'f' icon and the text 'Login with Facebook', and a red one with a Google 'g+' icon and the text 'Login with Google'.

Email

Password

Login

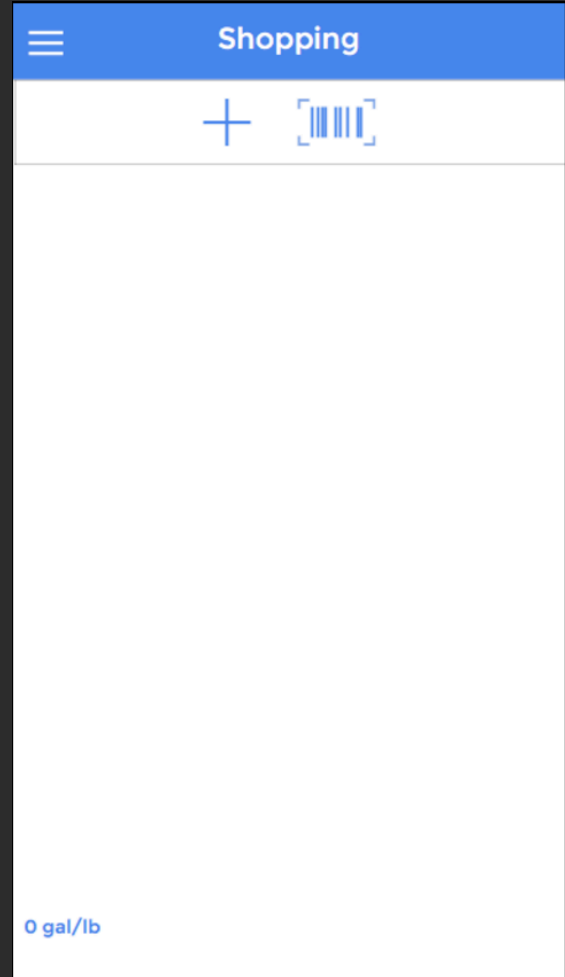
OR

f Login with Facebook

g+ Login with Google

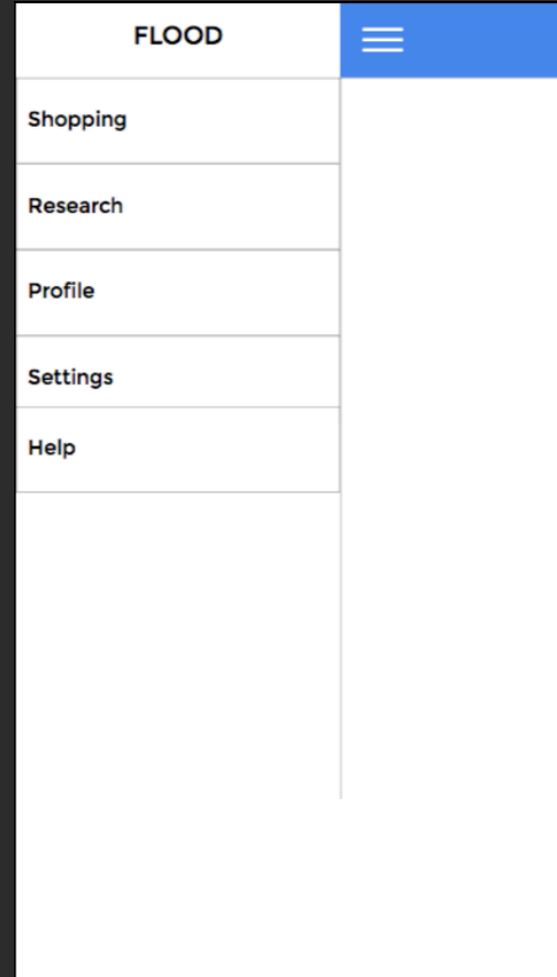
# Medium-fi prototype task flow

Task 0\* : set goal!



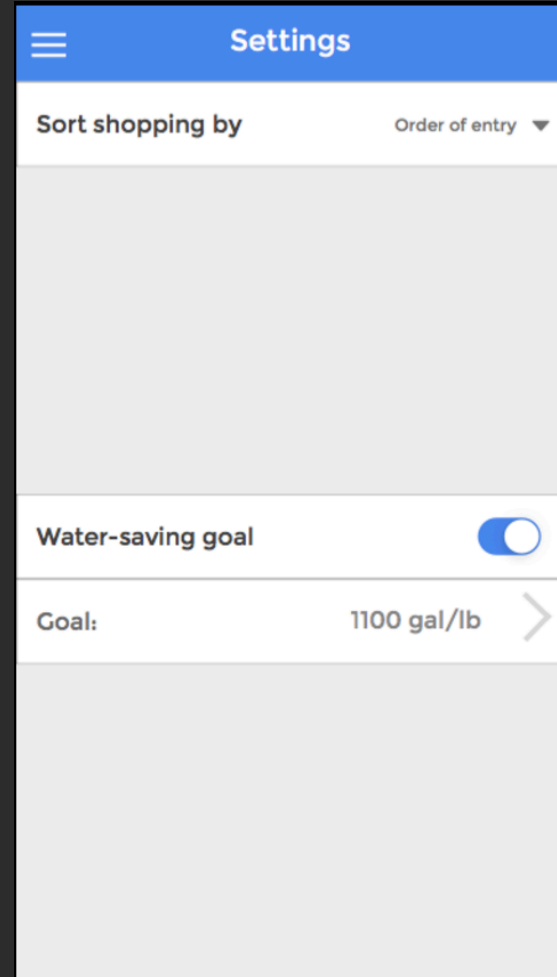
# Medium-fi prototype task flow

Task 0\* : set goal!



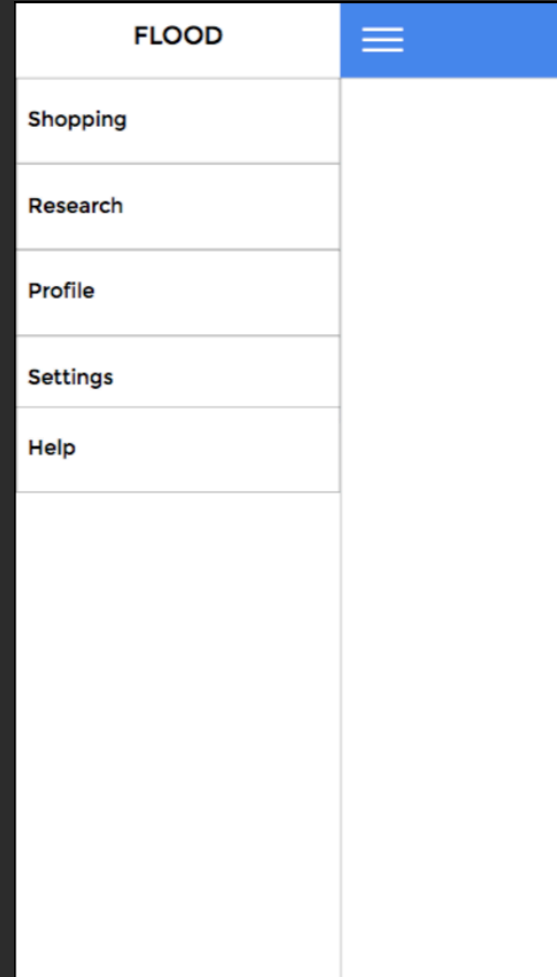
# Medium-fi prototype task flow

Task 0\* : set goal!



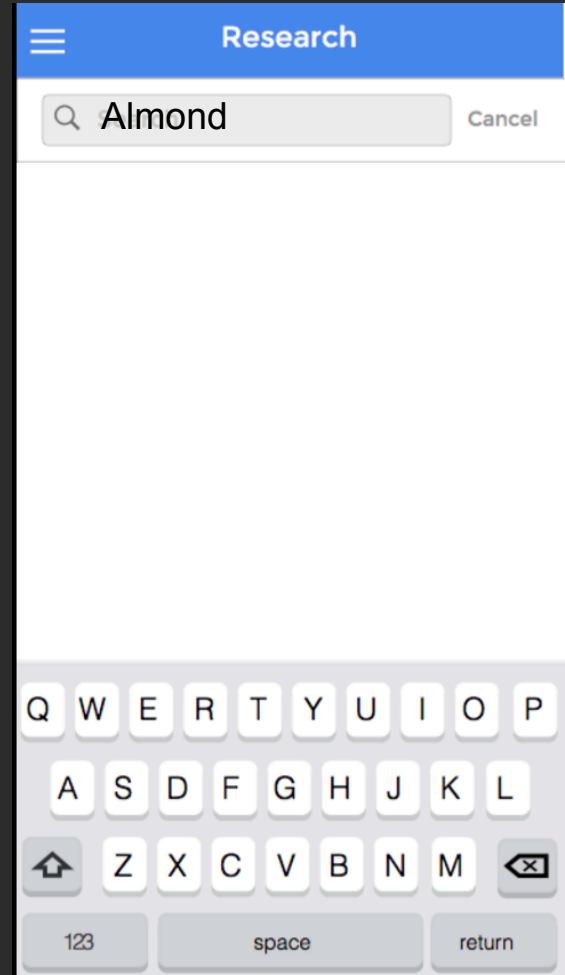
# Medium-fi prototype task flow

Task 1 : research an item (easy)



# Medium-fi prototype task flow

Task 1 : research an item (easy)






# Medium-fi prototype task flow


Task 1 : research an item (easy)

**Research**


**Almonds**  **1,929 gal/lb**

**Nutrition Facts**  
Serving size: 1 cup  
Calories: 822  
Total Fat: 71 g  
Protein: 30 g


**Suggested Alternatives**

**Walnuts**  **1,112 gal/lb**

**Nutrition Facts**  
Serving size: 1 cup  
Calories: 785  
Total Fat: 78 g  
Protein: 18 g

**Hazelnuts**  **1,260 gal/lb**

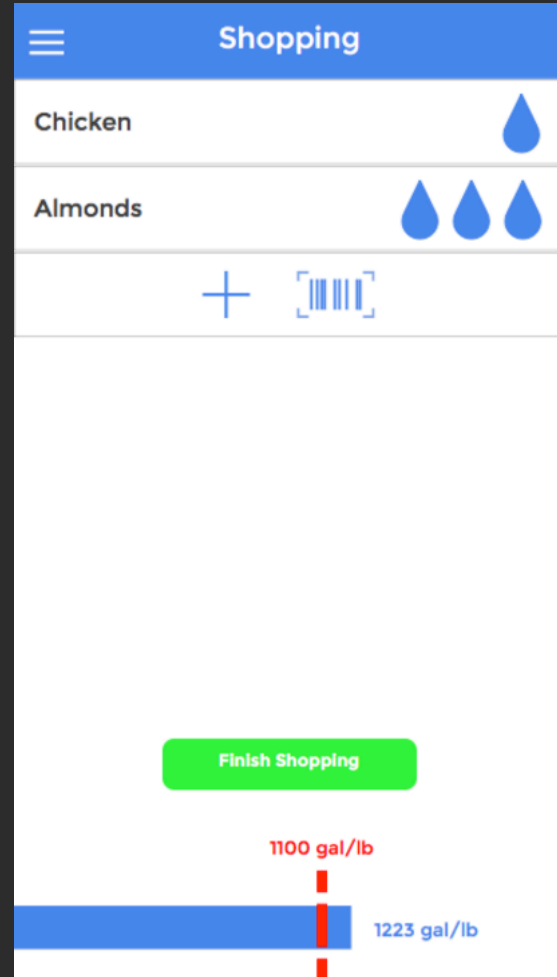
**Nutrition Facts**  
Serving size: 1 cup  
Calories: 848  
Total Fat: 82 g  
Protein: 20 g

**Cashews**  **1,704 gal/lb**

**Nutrition Facts**

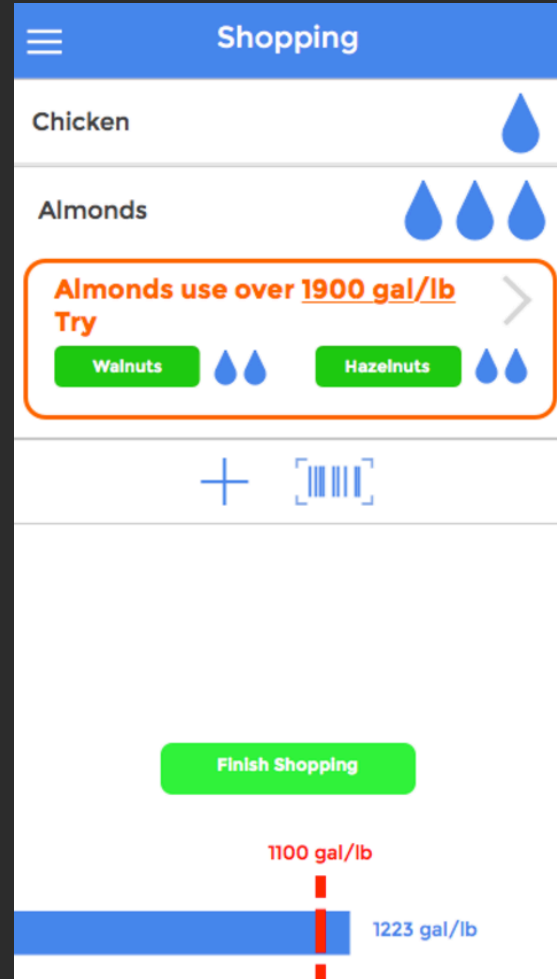
# Medium-fi prototype task flow

Task 2 : create shopping list (complex)



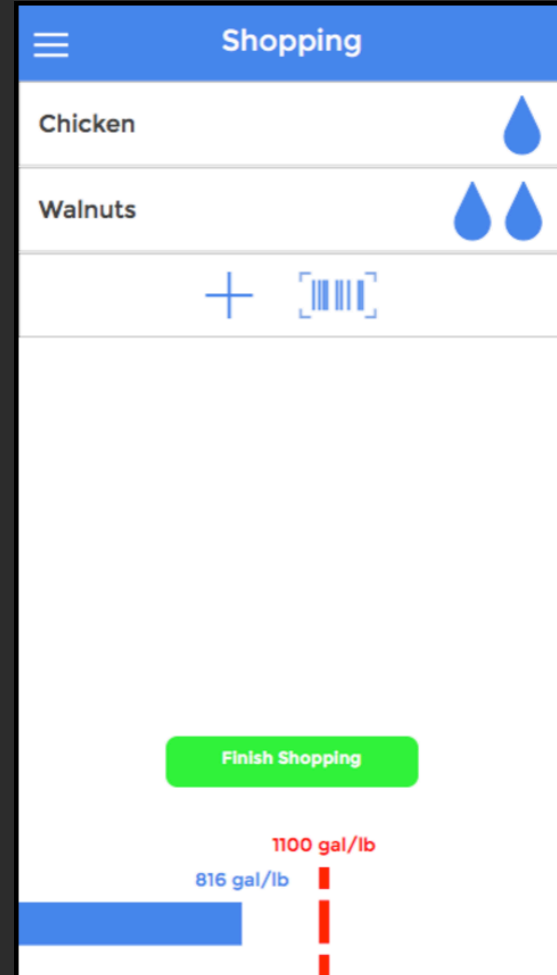
# Medium-fi prototype task flow

Task 2 : create shopping list (complex)



# Medium-fi prototype task flow

Task 2 : create shopping list (complex)



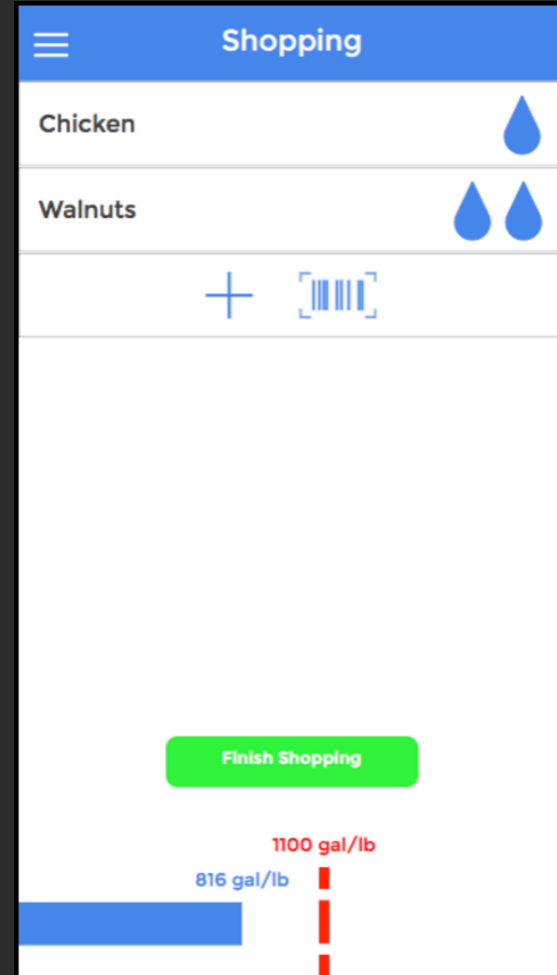
# Medium-fi prototype task flow

Task 2 : create shopping list (complex)



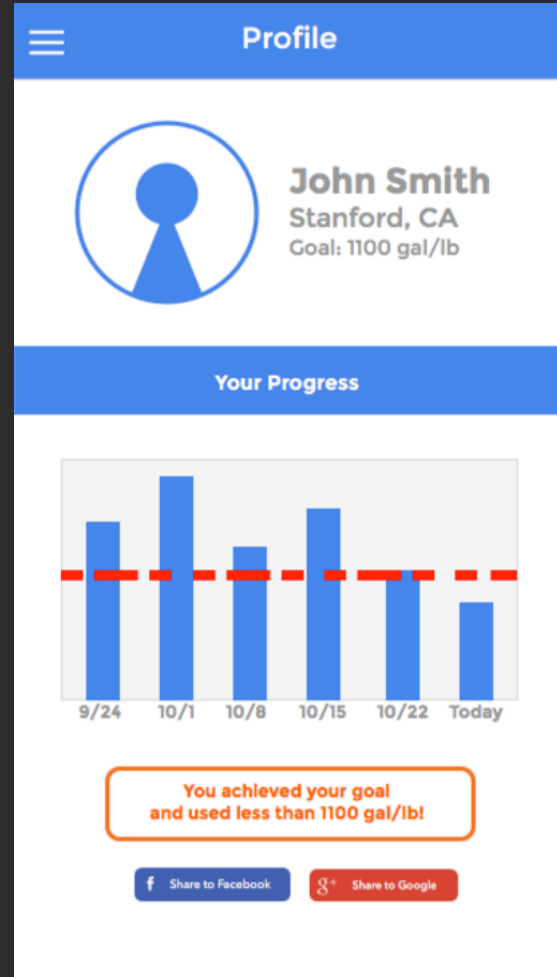
# Medium-fi prototype task flow

Task 2 : create shopping list (complex)



# Medium-fi prototype task flow

Task 3 : track progress and share (medium)



# Prototype overview

## Prototyping tools:

- **Sketch:** easy to use vs. photoshop & illustrator
- **Marvel:** interaction simulation, smooth task flow, familiarity

## Marvel did not help:

- no typing is possible
- no more than 2 prototype entries---invalid “add” button



# Prototype overview

## Limitations and tradeoffs of the current prototype

Limitations: time

Focus:

interface design

focus on functionality and usability for the main tasks

aesthetics

# Prototype overview

Hand coded features:

Data and graphic design entries

Next step:

Based on heuristic evaluation, build a running prototype!

Link to our website:

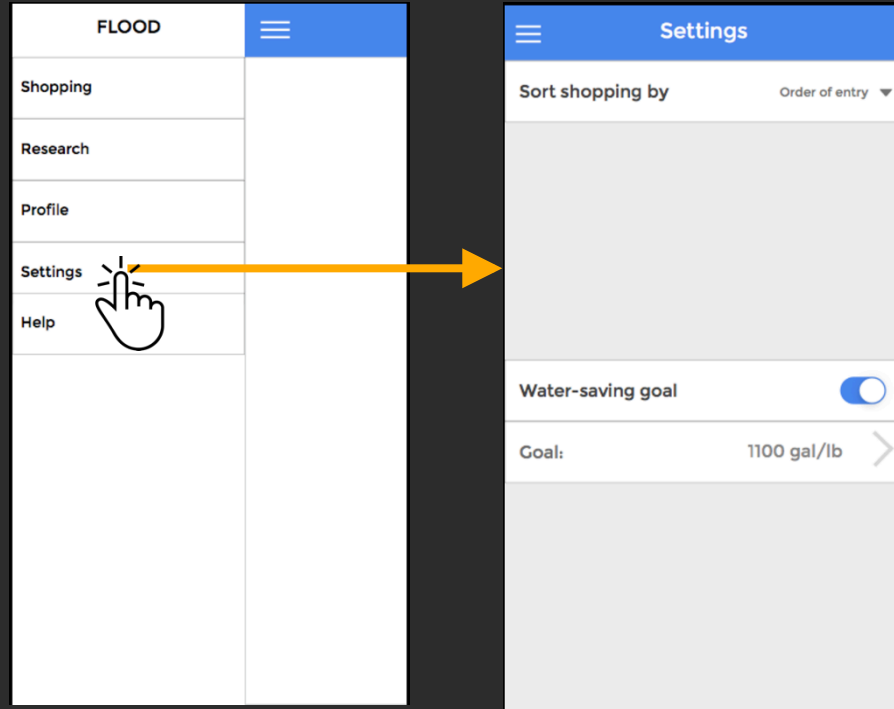
<http://web.stanford.edu/class/cs147/projects/sustainability/Flood/Flood%20website/>

Link to our medium-fi prototype:

<https://marvelapp.com/121f781>

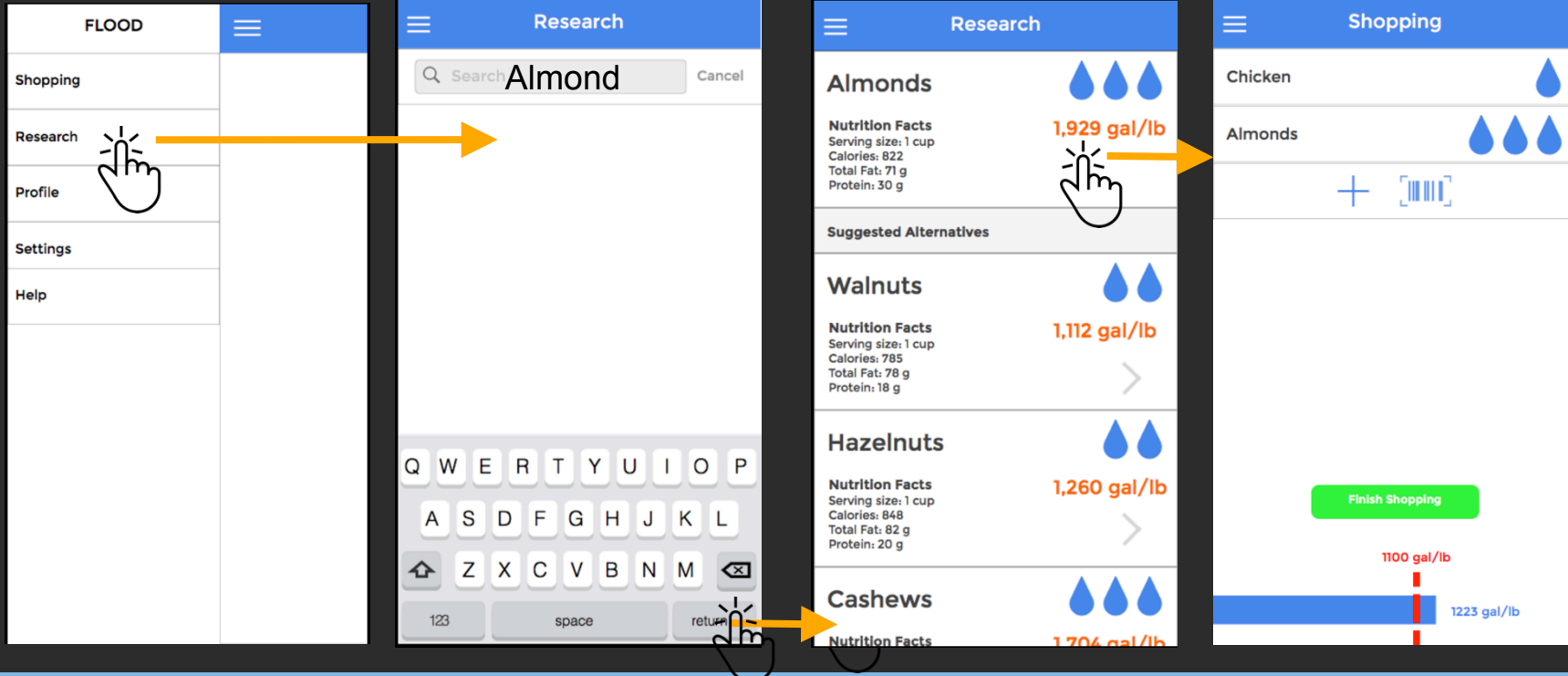
# Back up: Static task flows of medium-fi prototype

Task 0\*: set goal!



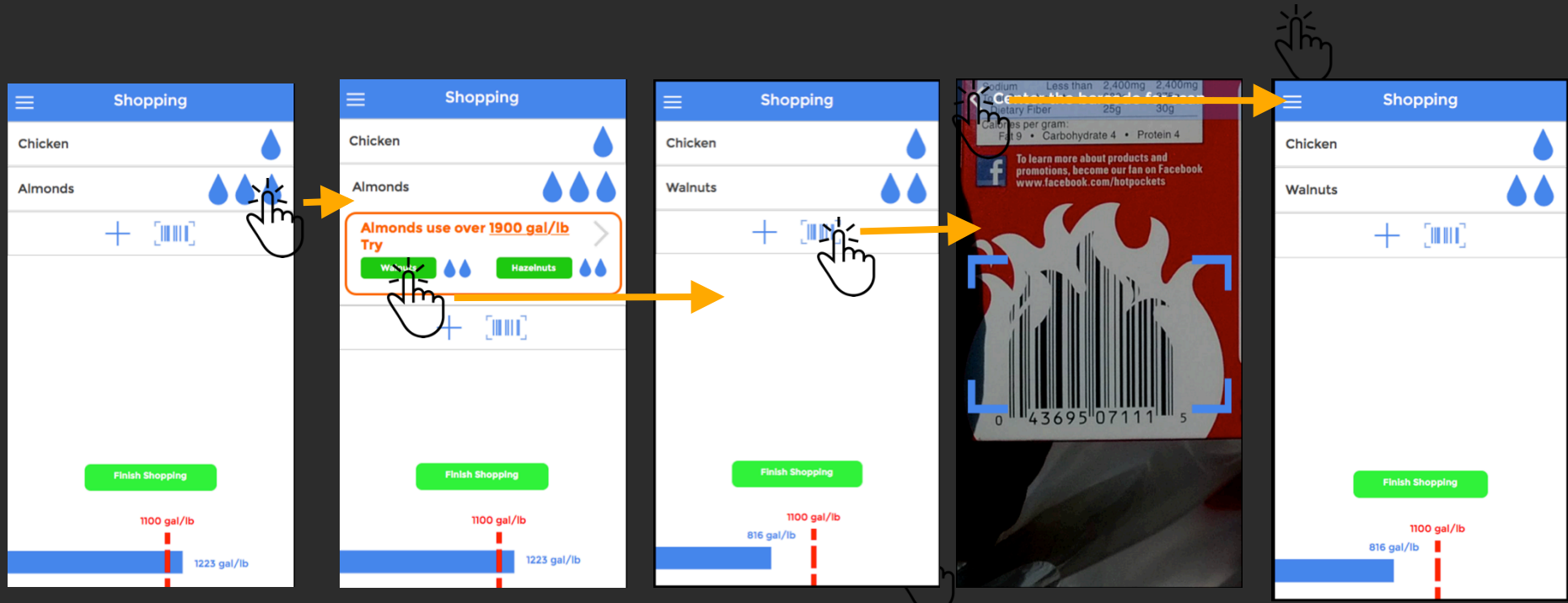
# Back up: Static task flows of medium-fi prototype

## Task 1: search items!



# Back up: Static task flows of medium-fi prototype

## Task 2: create shopping list!



# Back up: Static task flows of medium-fi prototype

## Task 3: track progress!

