

# Medium-Fi Prototyping

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Presentation by Karen Lu

**Ajar**

Open, Honest  
Communication  
for Parents

## Revised Problem/Solution Overview

**The Problem:** Parents feel isolated in their struggles, as well as external pressure and guilt due to portrayals of perfect parents from social media and parenting resources.

**The Solution:** Ajar gives parents a low-pressure platform through which to share honestly about their experiences and encourage one another along the journey.

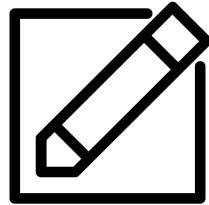
# Tasks

1. View your friends' responses to the daily question



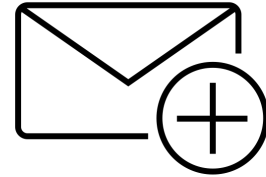
**(Simple)**

2. Add your response to the daily question



**(Medium)**

3. Leave a note of encouragement or advice for a friend



**(Complex)**

# Major Design Change #1: Home Screen (Before)

Wed, Oct 21st



## Description

- Two jars take up equal space on screen
- No directions or obvious buttons

## Feedback

- Users: Didn't know to tap on jars to open, didn't understand random friend feature
- Studio: Daily question jar only on home screen

# Major Design Change #1: Home Screen (After)

## The Fix

- Daily question jar central on home screen
- Instructive “Tap to view” bubble
- “View friends” button initially hides complexity of task #3



# Major Design Change #1: Home Screen

Wed, Oct 21st



Oct 24th  
QUESTION BLAH



# Major Design Change #2: View Friends (Before)

Wed, Oct 21st



## Description

- Random friend jar on home screen
- No functionality for viewing other friends

## Feedback

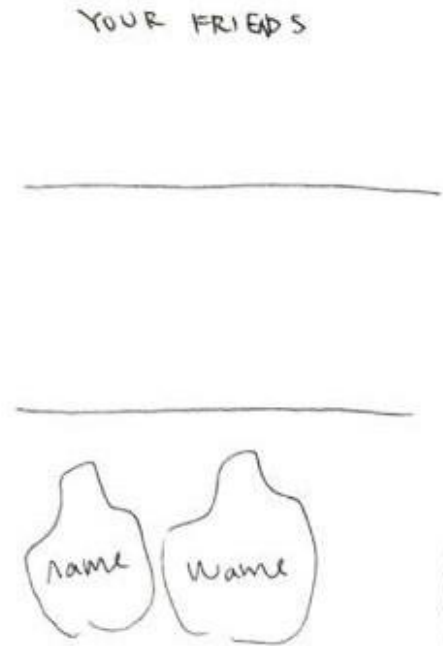
- Users: confused by lack of friend searching functionality
- Studio/CA: Newsstand-type shelf of friend jars



# Major Design Change #2: View Friends (After)

## The Fix

- “View friends” button at bottom of home screen
- Grid/shelf of labeled friend jars
- Tap friend jars to view basic info about most recent posts

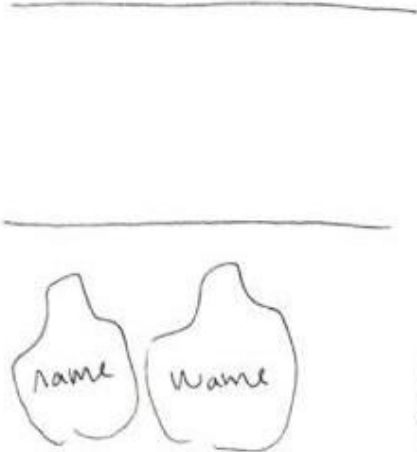


# Major Design Change #2: View Friends

Wed, Oct 21st



YOUR FRIENDS



# Major Design Change #3: Interactions (Before)



## Description

- Click on more button to read note
- Like or comment

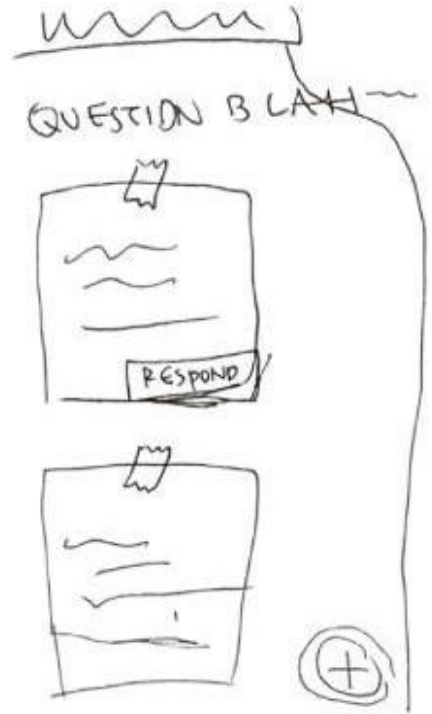
## Feedback

- Users: Missed the “more” button, ignored interaction functionality

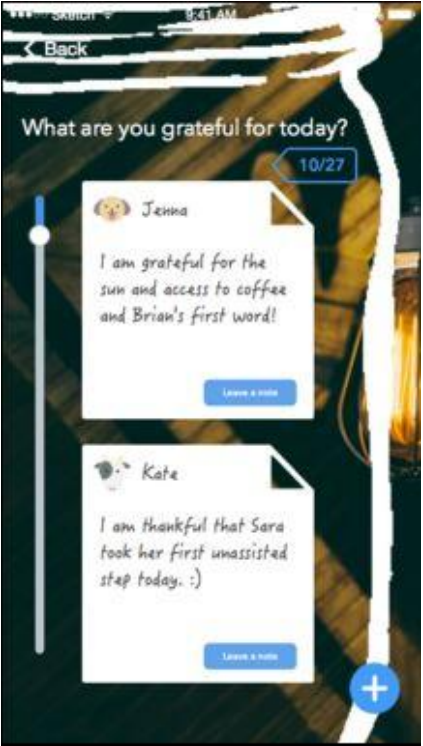
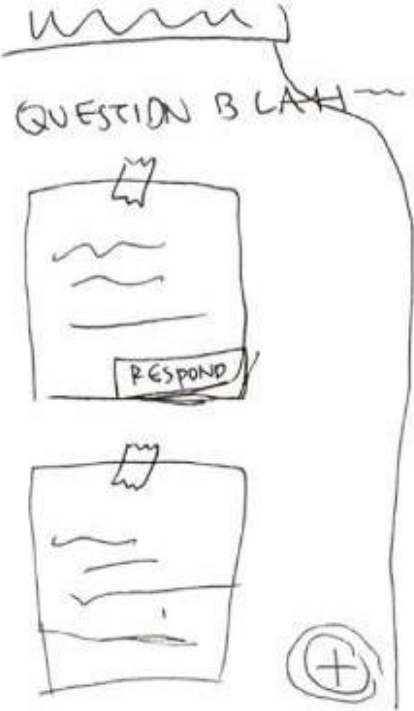
# Major Design Change #3: Interactions (After)

## The Fix

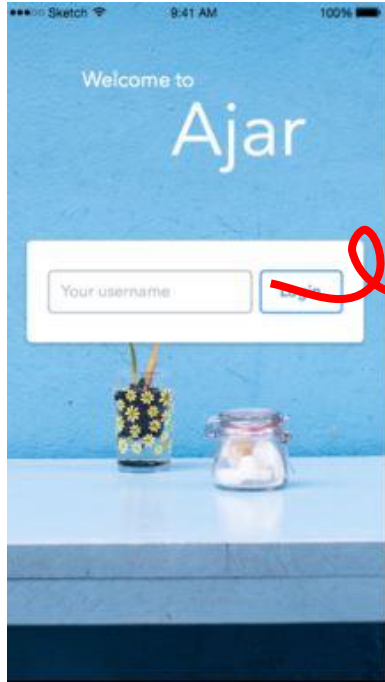
- Display notes in entirety with scrolling
- Button for each response
- Send advice and encouragement directly



# Major Design Change #3: Interactions



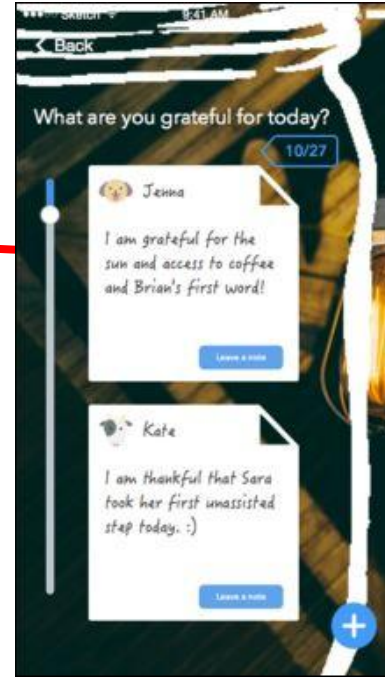
# Task #1 Storyboard



1. Tap on GO

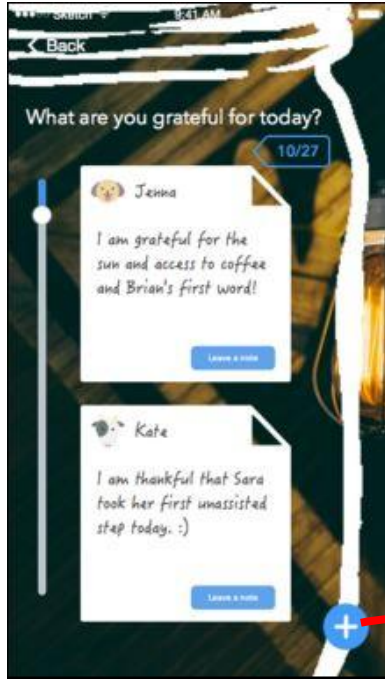


2. Tap on Daily Question Jar

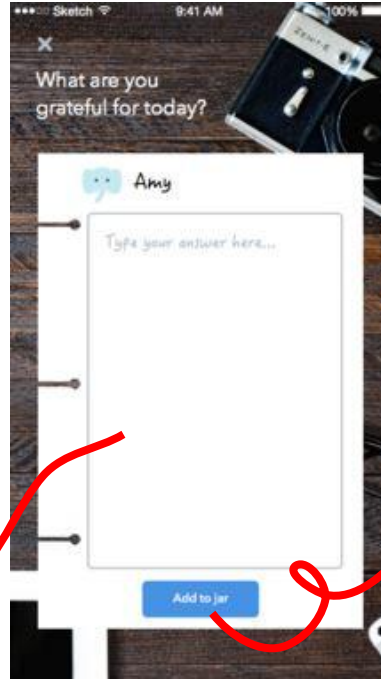


3. Scroll through responses

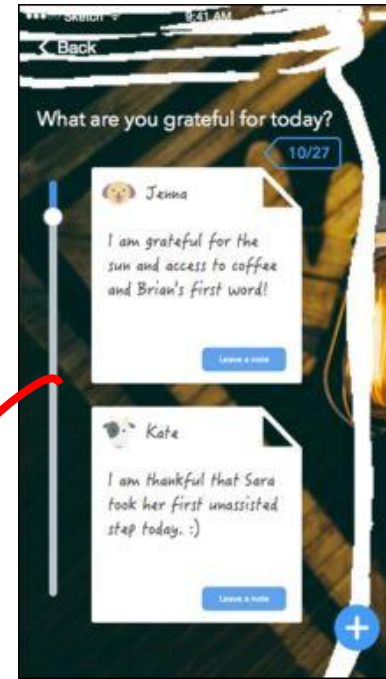
# Task #2 Storyboard



1. Tap + button



2. Type response and tap Add to jar



3. Return to inside of jar



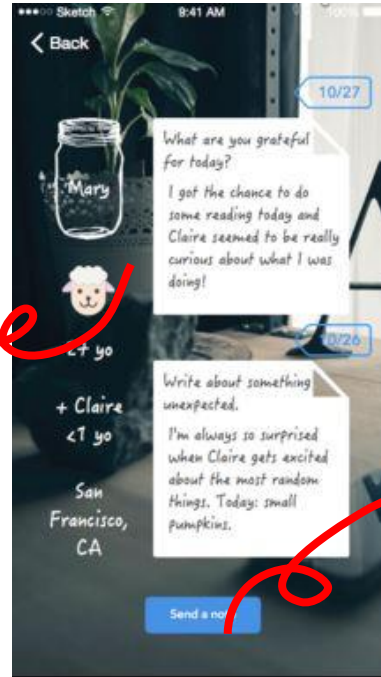
# Task #3 Storyboard



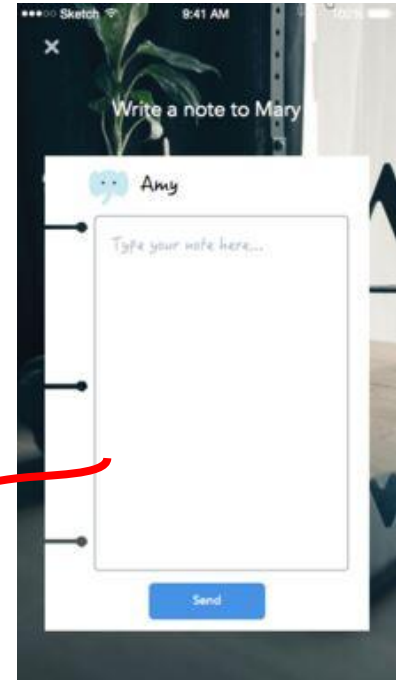
1. Tap on View your friends



2. Tap on a friend's jar



3. Tap on Send a note



4. Type message and tap Send



# Prototyping Tools

- **Sketch** - design, layout
- **Marvel** - interactions (clicks, swipes, switching screens)
  
- **What helped:** Copy and paste in Sketch allowed for consistent alignment and similar pages
- **What didn't:** Swipe interactions difficult in Marvel

# Limitations

- No real user input
- Limited content
- Only Grace and Mary's jars clickable on friend page
- Scrolling bar on left of Daily Question jar doesn't scroll
- Can only view today and yesterday's questions

# Wizard of Oz Techniques and Hard Coding

## Wizard of Oz

- Keyboard

## Hard Coded

- User identity
- Friends' identities
- Friends' notes
- Today's date

Medium-Fi

Prototype Link