Midway Milestone

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Problem

Parents feel isolated, external pressure and guilt

Ajar

gives parents a low-pressure platform

to share honestly about their experiences

to encourage one another along the journey

1. Heuristic Evaluation
2. Revised Design
3. Prototype
4. Demo

Heuristic Evaluation Results

Level 3-4

H2-1: Difficult to track of where you are in app
H2-1: "Encourage a friend" title isn't elaborative
H2-4: White text on background difficult to read
H2-4: Purpose of date label inside arrow
H2-4: Redirection after composing note
H2-6: "Tap jar to view" only on first jar
H2-7: No way to answer question on landing page
H2-10: Privacy of "Leave a note" unclear

Heuristic Evaluation Results

In Summary

- User location in app pageflow
    - Increased navigation control
- Aesthetics
    - Readability of text
    - Consistency of labels
- Community Interactions
    - Privacy
    - Sharing scope

Navigation Control

Revised Design Focus I

Menu Navigation
Question, Friends, Profile

Three consistent buttons along bottom of every screen

Better-connected "< Back" buttons

→ Decreases user confusion
→ Allows for larger number of screen switches per unit time

Text Readability

Revised Design Focus II

Select backgrounds based on

- Relevancy
- Brightness-Contrast

→ Textual readability is priority
→ Want to maintain aesthetic feel of prototype

Community Interactions

Revised Design Focus III

Public comments

No private messaging
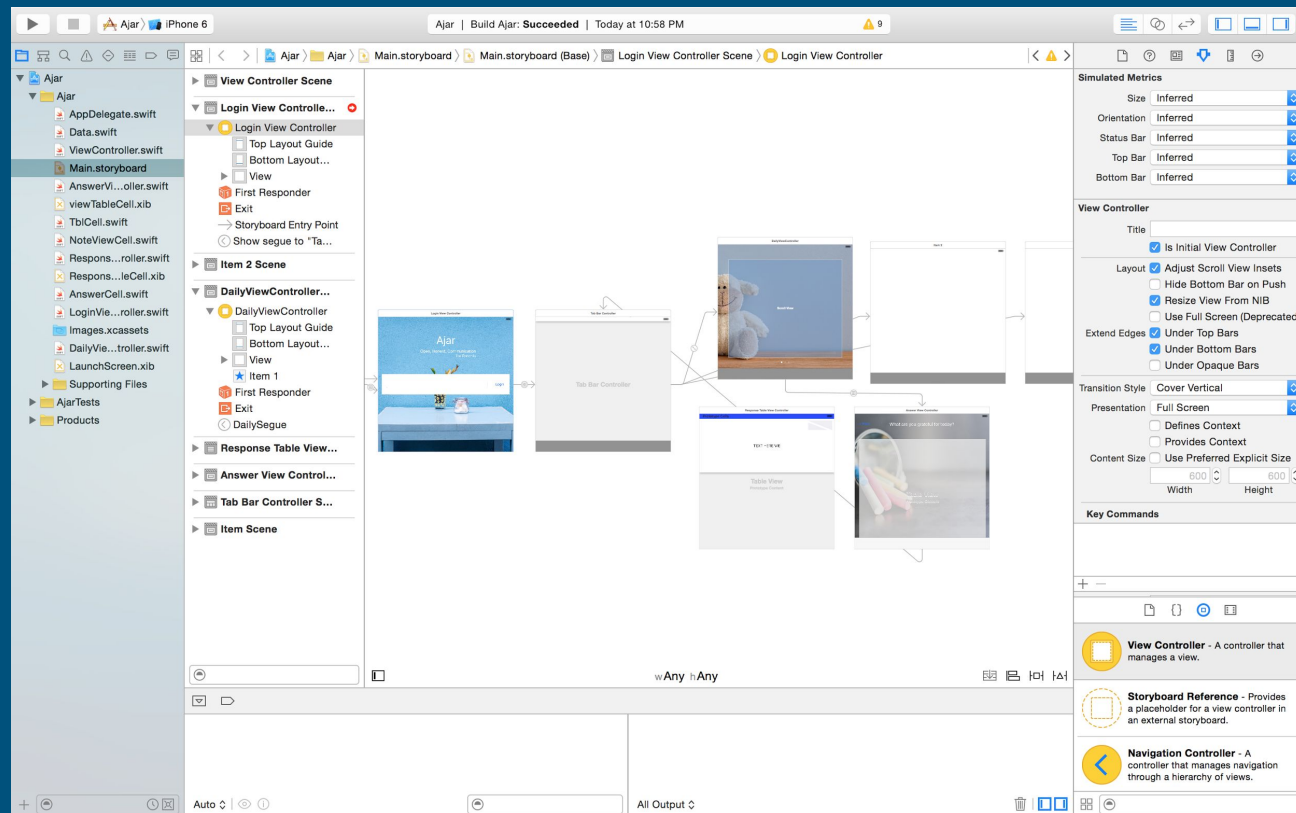
→ Facilitates community-building
→ Doesn't compete with other private messaging app

Prototype

GIMP
Sketch
XCode

Task 1: Login and click on
Daily Question jars to view
friend responses
→ Completed

Unimplemented Features

+ Plan

Task 2: Compose own answer to Daily Question and post

Task 3: Comment on friend's posts

Ability to search for and add friends

- Dynamic update of TableView
- Incorporate user-generated String

Wizard of Oz: none

Hard-Coded Data
- List of friends
- Previous responses
- Time

Issues + Questions

Help

- Dynamically updating TableView cells
- Reloading TableView cells on the same screen
- Sorting TableViews
- Object constraints

In Summary

:)

Focus on navigation, readability, community interaction

Swift is difficult

Everything is a TableView

Thank You