


Impromptu - Lo-Fi Prototype

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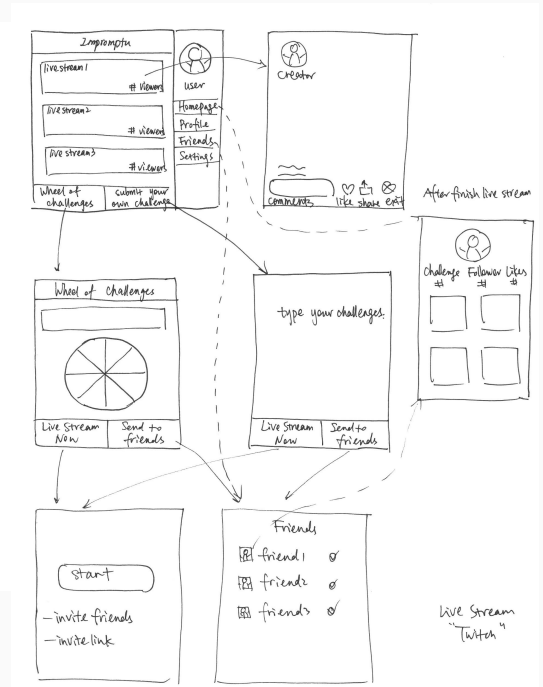
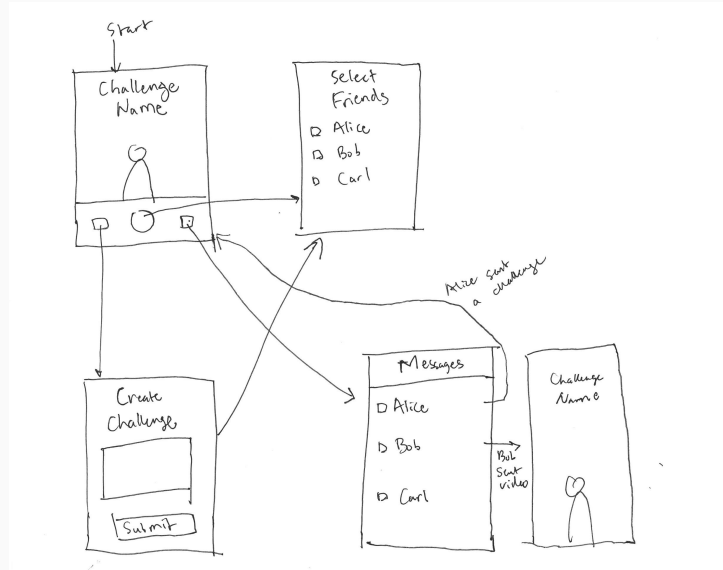
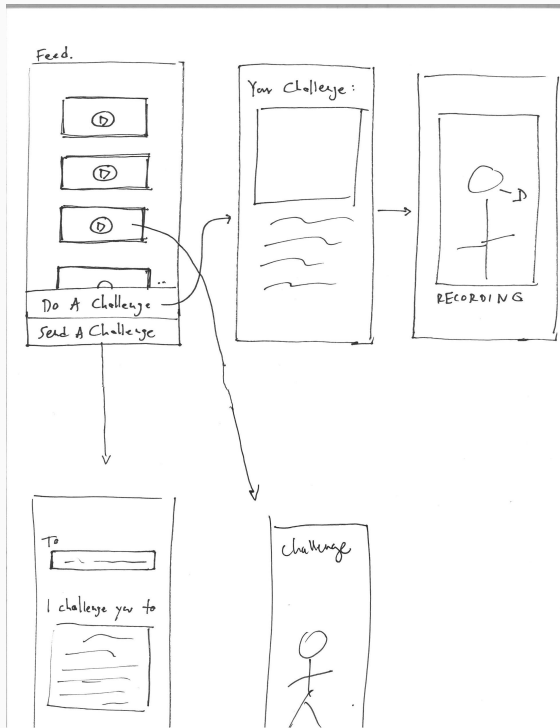


Value Proposition

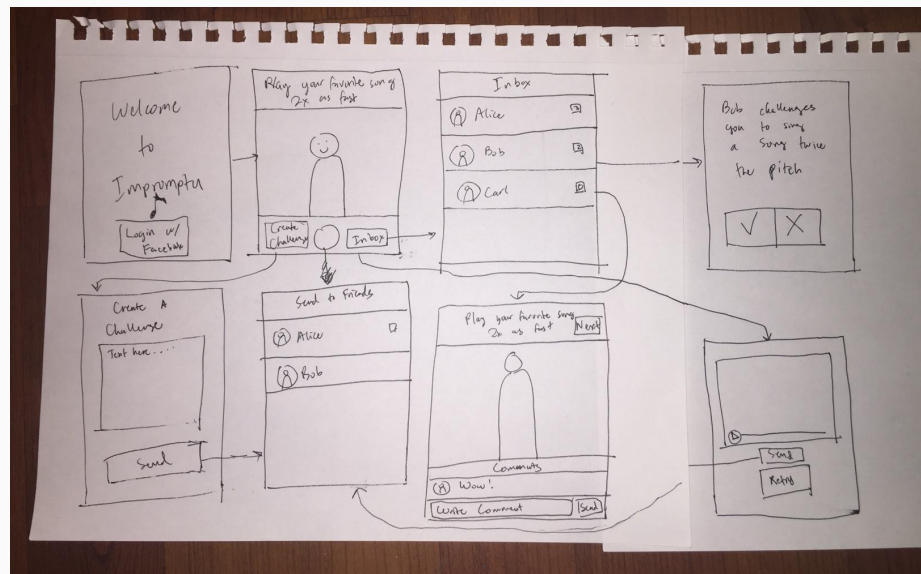
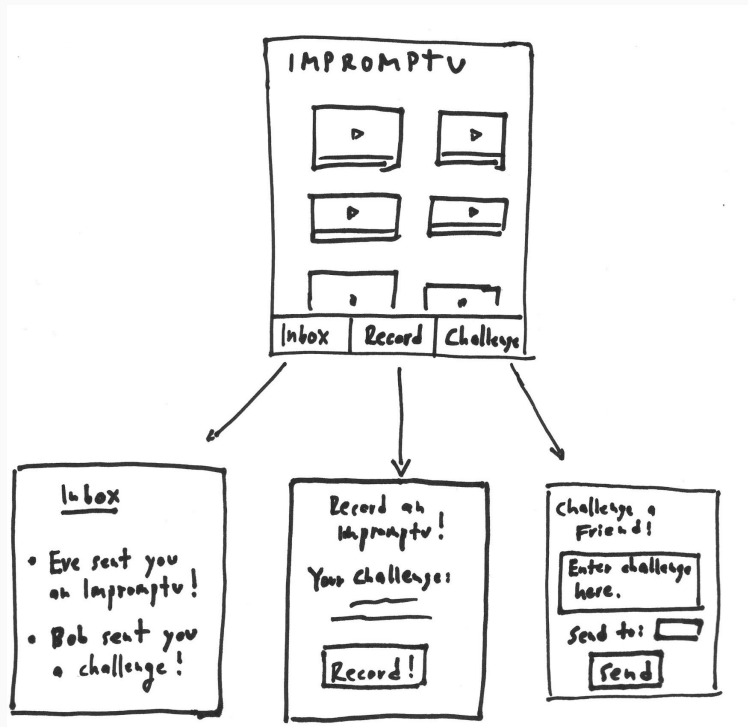


We present challenges in a fun social setting to help musicians break out of their comfort zone

Prototypes



Three rough prototypes



Three Tasks

Watching a challenge

IMPROMPTU

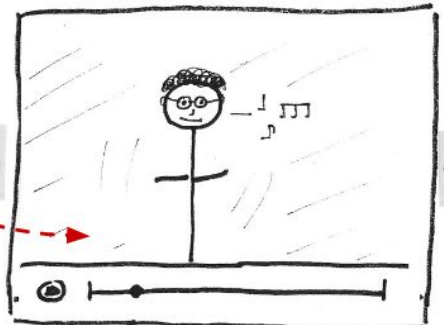
Filter by person...

▶	▶
▶	▶
▶	▶

Inbox | Record an Impromptu | Challenge a Friend

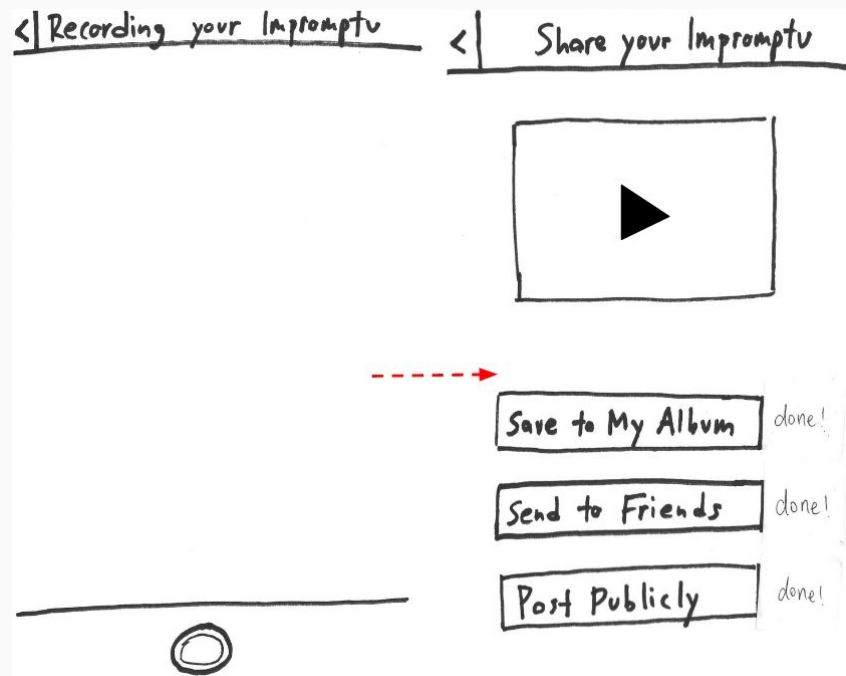
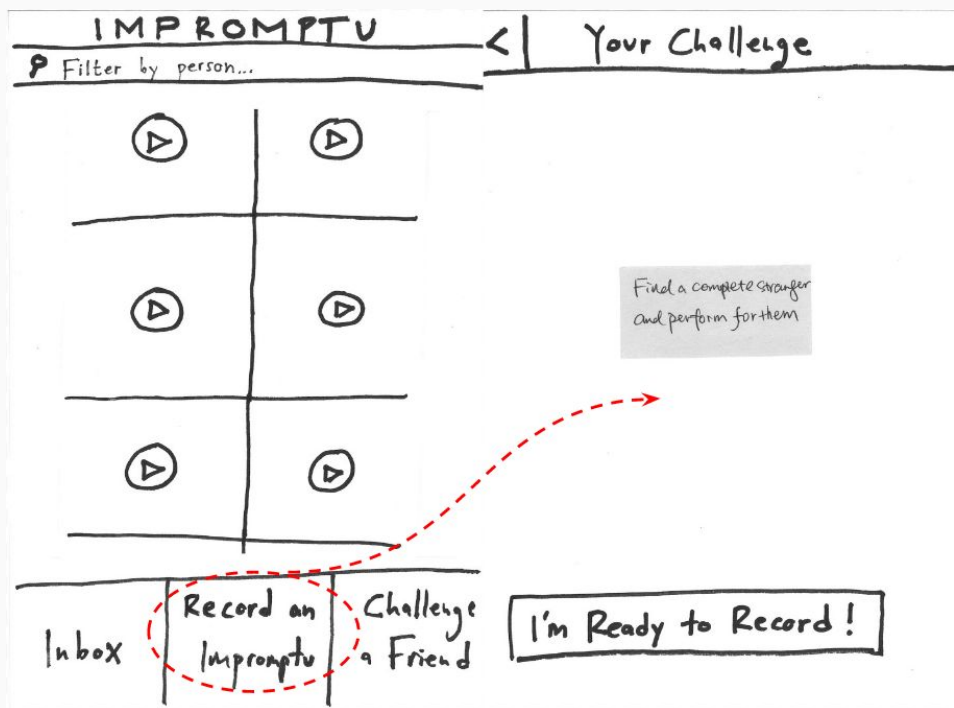
< An Impromptu by Alice

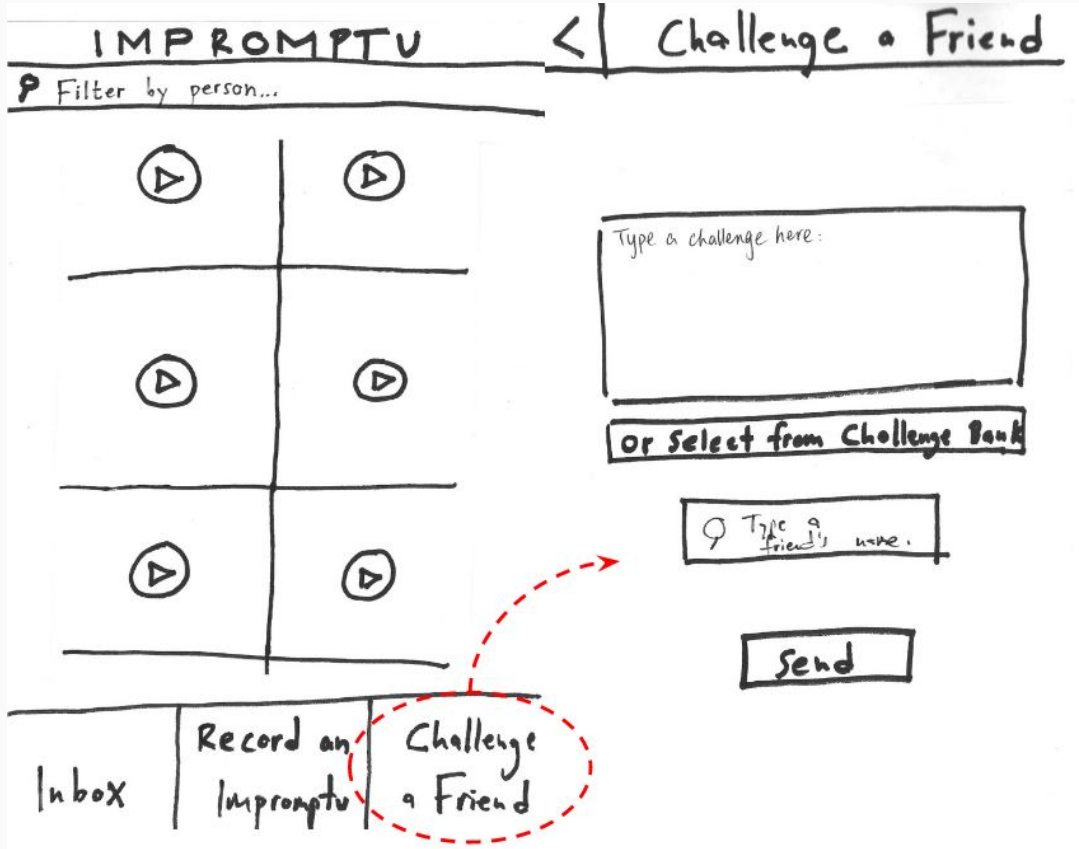
Their challenge was: Perform a song twice as fast

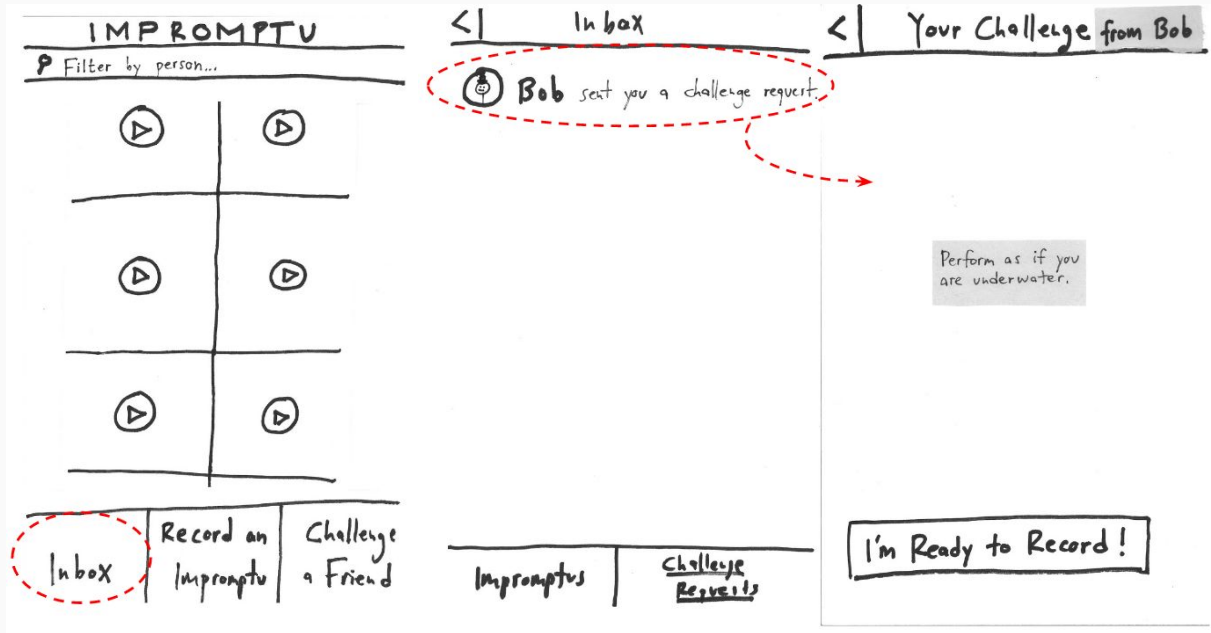


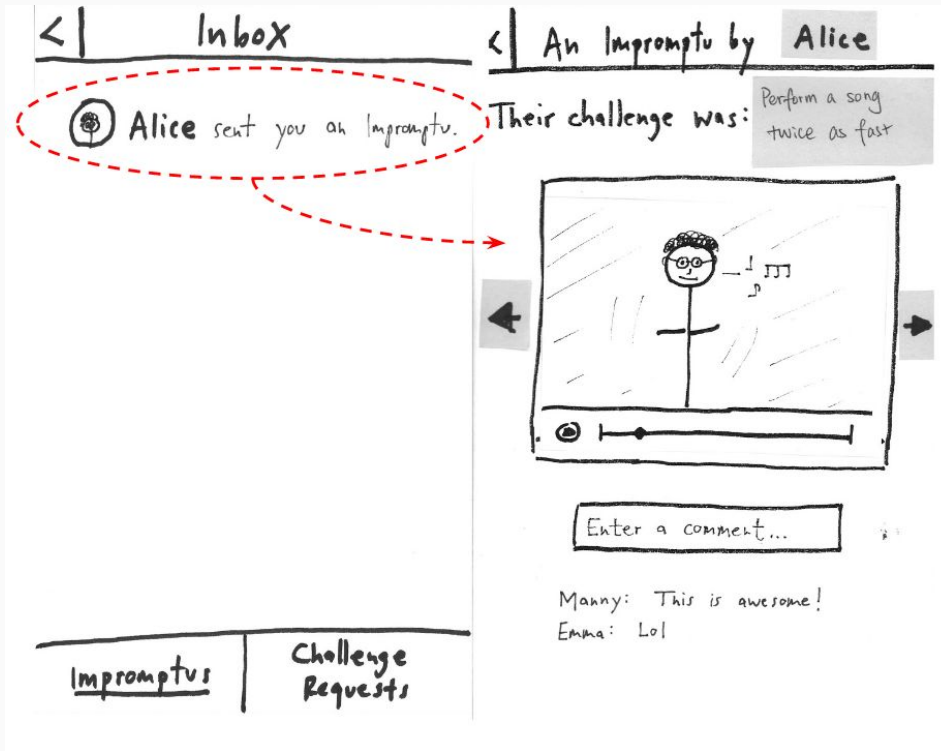
Enter a comment...

Manny: This is awesome!
Emma: Lol









Experimental Method

Experimental Method

Participants were mostly musicians

Interviewed in their natural habitat

Looked mainly for confusion

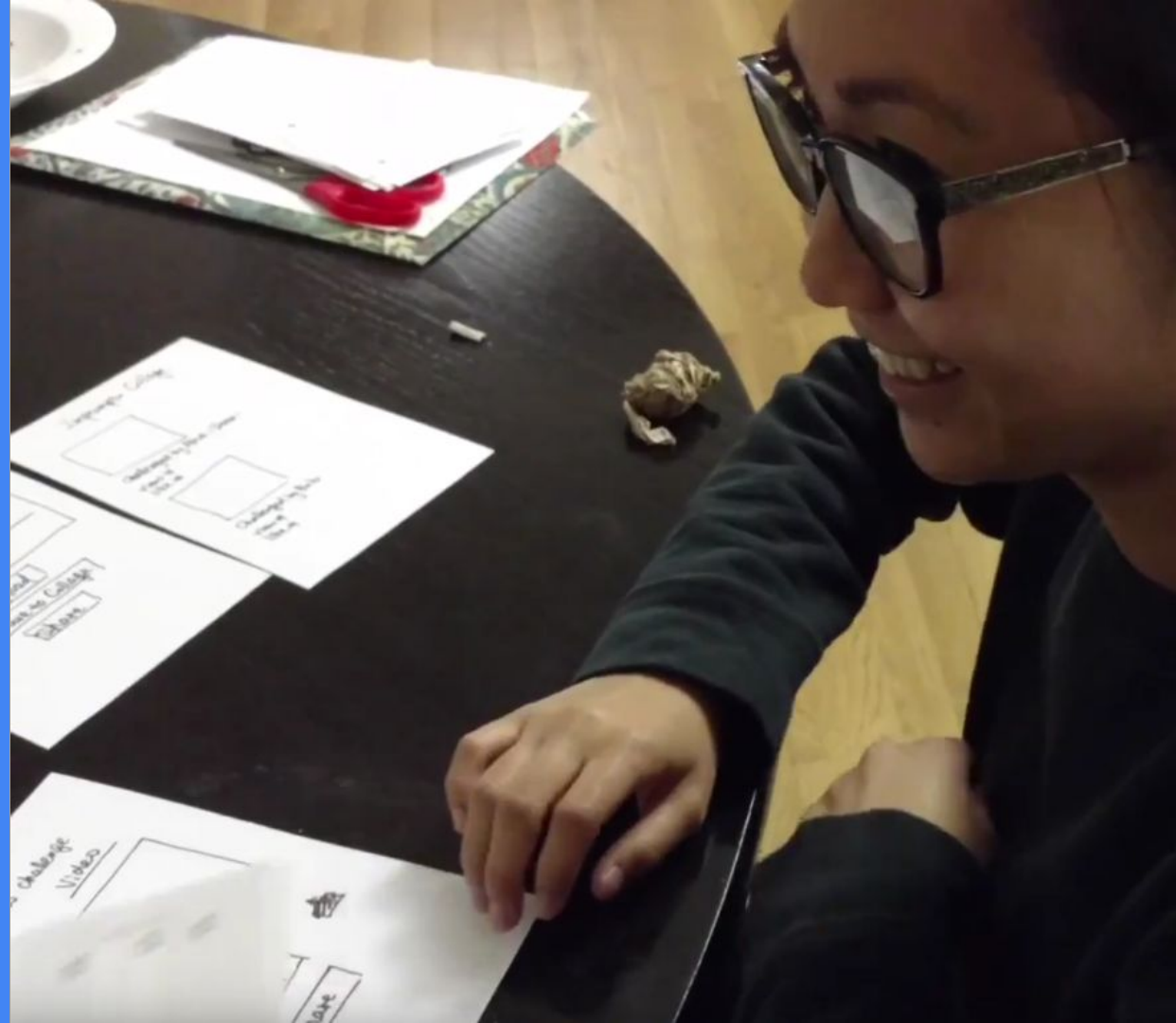
Results/Discussion/Changes

Participant #1

Did not understand onboarding process

Confused by the wording on several buttons

- Inbox vs Album
- Submit vs Share



Participant #2

Did not understand onboarding process

Confused by wording in the challenge description

Concerned about the difficulty of actually doing a challenge

Wanted a way to ignore challenge requests



Discussion/Changes

- Redrew the onboarding images
- Added explanations to empty pages
- Changed wording on several buttons
- Added the ability to ignore challenges

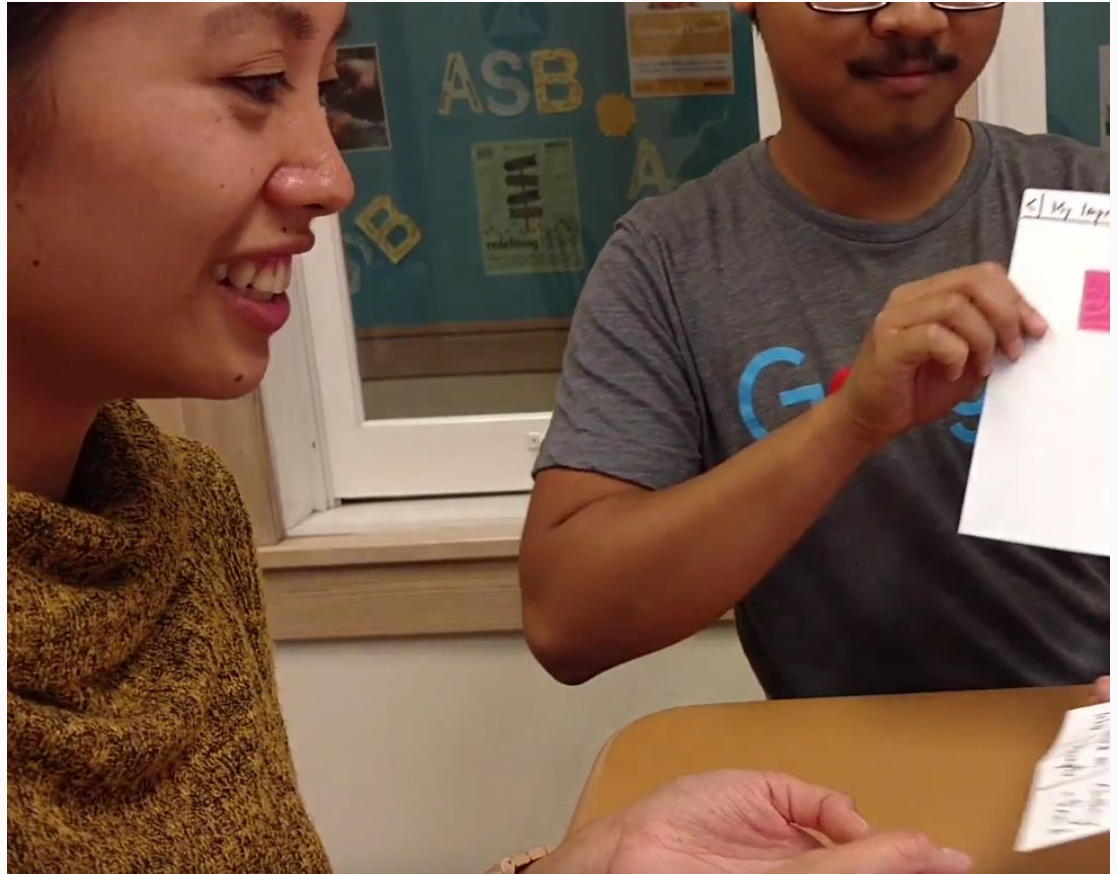
Participant #3

Was still confused by the onboarding process

Was not confused by the wording on several buttons

Confused by Impromptu Feed vs Facebook Feed

Wanted to see a challenge history



Discussion/Changes

- Insert the onboarding images into a “fake” iPhone
- Change “Post to Public Feed” to “Post to My Impromptu Feed”
- Add a history of challenges (?)

Thanks

Overview

1. Value Proposition
2. Prototypes
3. Three Tasks
4. Experimental Method
5. Results
6. Discussion