

MUSE

MED-FI PROTOTYPE

OUR MAJOR REVAMP

Muse - Inspire others. Inspire yourself.

While engaging with art fosters personal growth and emotional fulfillment, people are discouraged when they can't turn their inspiration into reality--or can't find inspiration at all.

Muse wants to encourage everyone to become creative catalysts by simplifying the experience of finding and sharing inspiration. We hope that by highlighting the potential for inspiration to come from anywhere and evolve into anything, users can appreciate and utilize the endless possibilities for creativity.

Our revised concept

Before: Muses share ideas, artists share art

- Implementation was inherently isolated and private
- Concerns about intellectual property
- Balloons are cool but confusing

After: A game of artistic Telephone

- The idea: focus on evolution of ideas and inspiration
- More public, unobscured interactions
- Communicate directly through artwork

TASKS

Task 1

Before: A muse shares an idea with the community.
(Simple)

After: Share a piece of inspiration to begin a new chain. (Moderate)

Task 2

Before: Artists find and save inspiration to create something new. (Moderate)

After: Browse through active chains and contribute your own work to one that inspires you. (Complex)

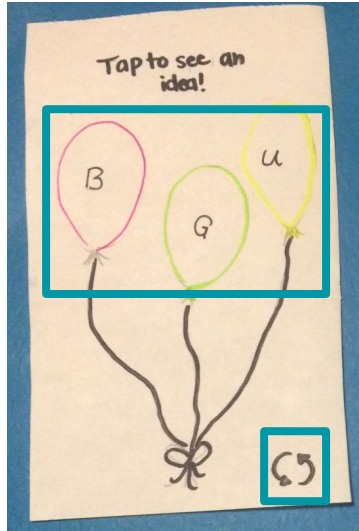
Task 3

Before: Muses reach out to artists who have shared their work with them.
(Complex)

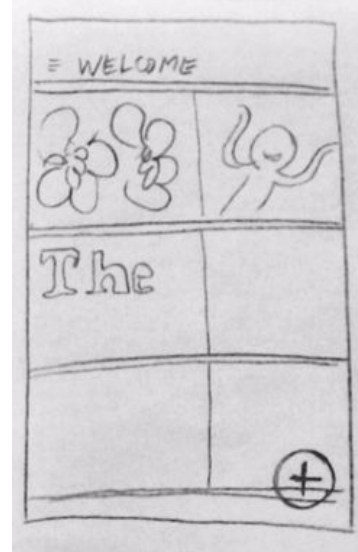
After: Invite others to contribute to a chain you have started. (Simple)

MAJOR DESIGN CHANGES

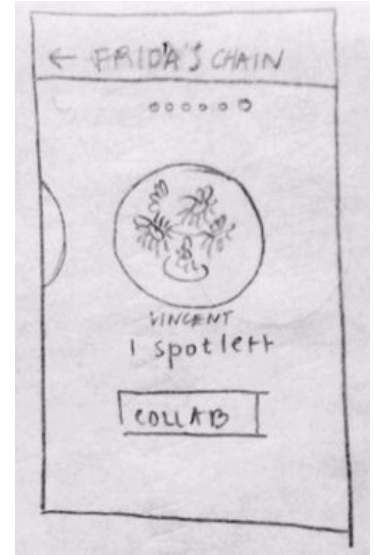
Change 1: simplified & unrestricted exploration



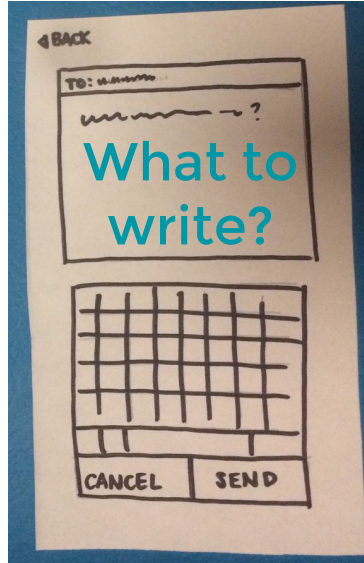
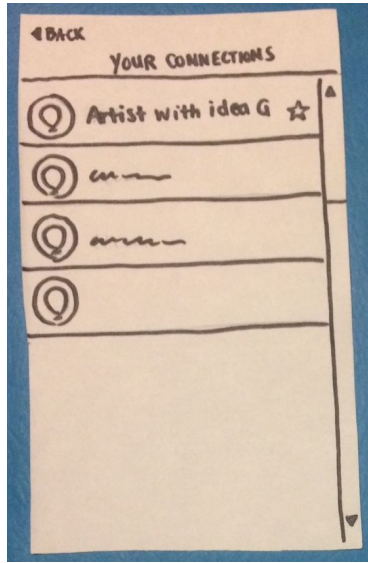
Too random; gave users the sense of no control; confusing



More practical, emphasizes the inspiration, easy to understand



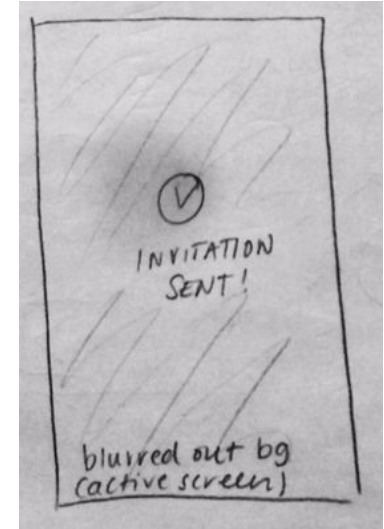
Change 2: revised artist-muse interactions



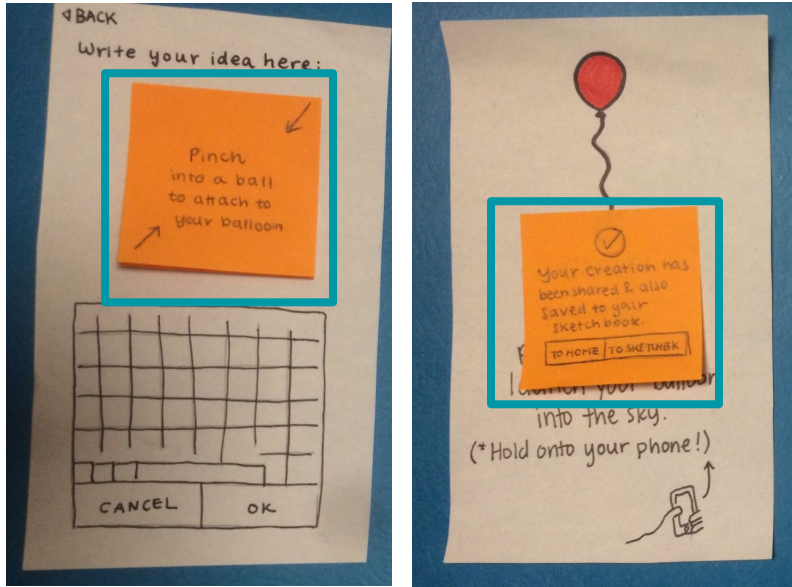
1-on-1 communication/sharing
felt isolated, possibility of
unchecked hostility



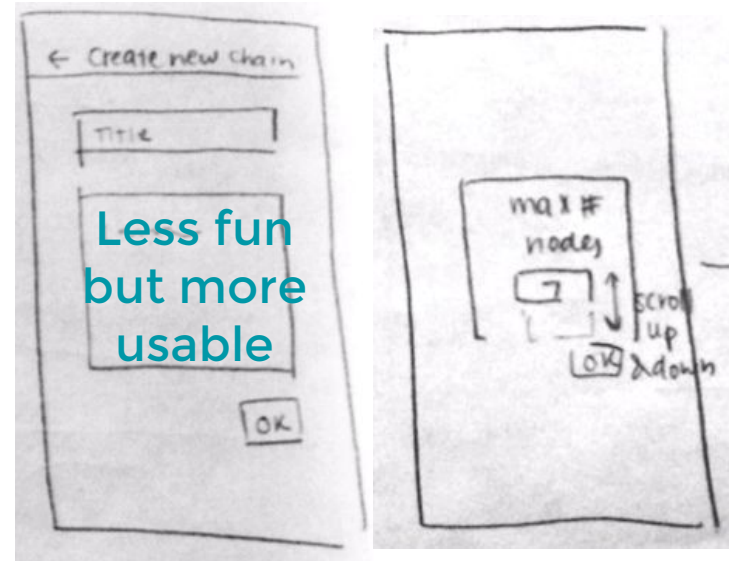
More open community & simpler
1-on-1 interaction; easier to
understand actions



Change 3: more straightforward actions



Skeumorphism/gestural actions made tasks unclear, impractical

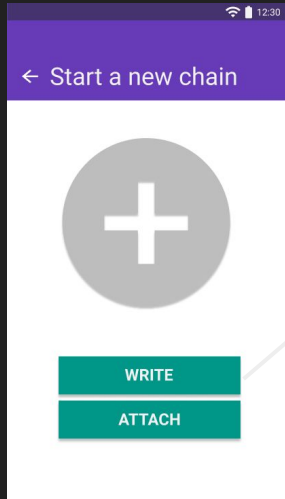


More common interactions (swiping, scrolling) increases focus on content

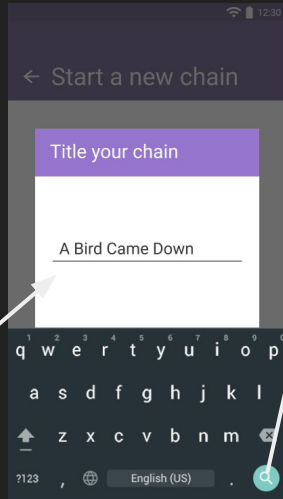
TASK FLOWS

Task 1

new
chain



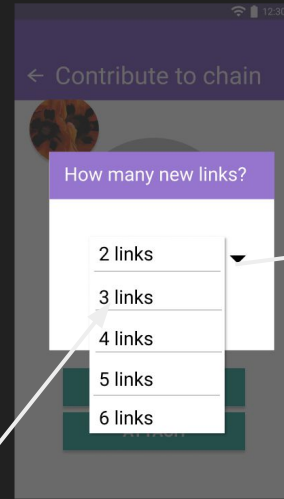
title
input



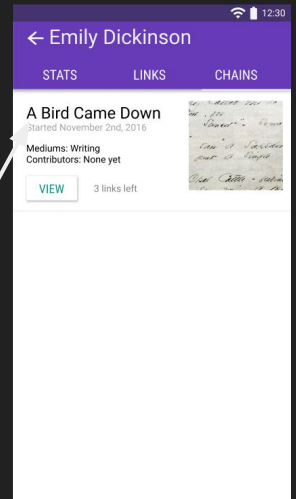
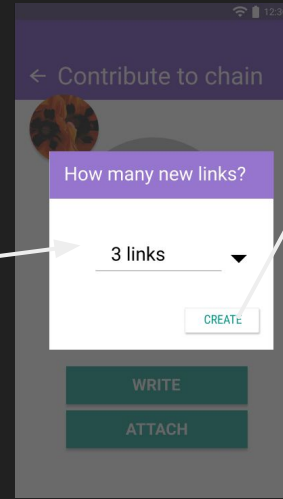
content
input



select
max no.
links

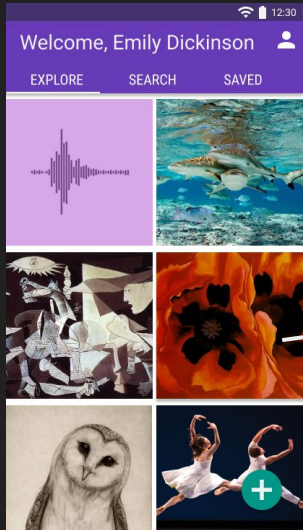


finish &
create

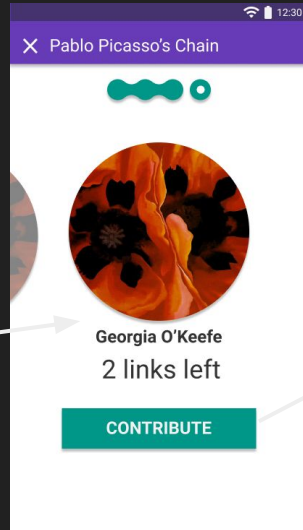


Task 2

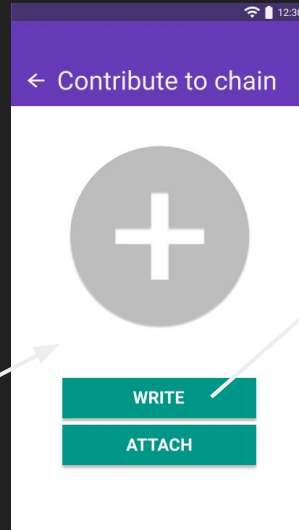
explore
feed



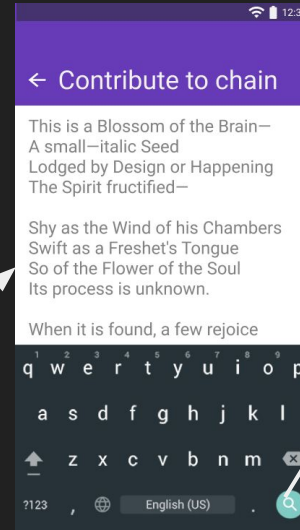
view
chain



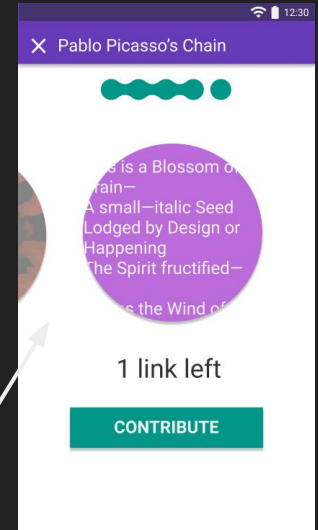
contribute



content
input

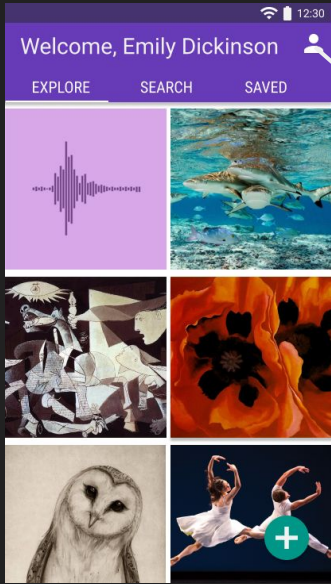


updated
chain

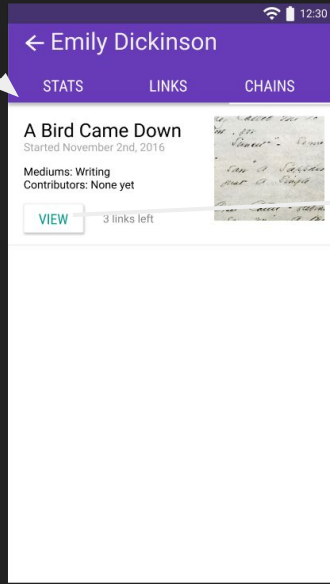


Task 3

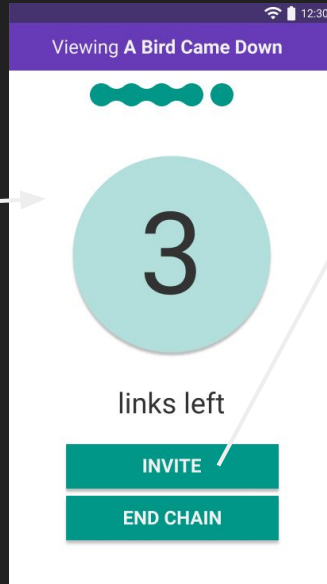
explore
feed



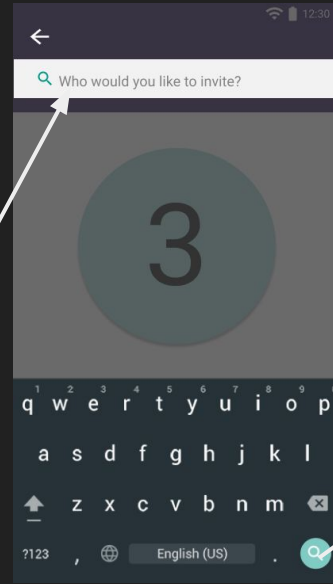
profile
view



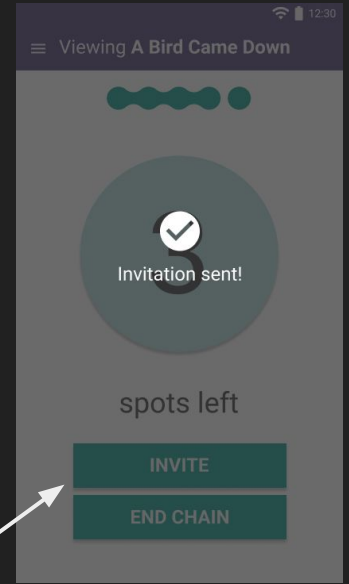
view
chain



invitation
search



confirmation



PROTOTYPING OVERVIEW

Prototyping Tools: Figma

Awesome

- Simple to use
- Helpful demo projects
- Real-time group work makes designing consistent screens easy and fast

Not Awesome

- No screen transitions
- Hard to indicate what intended transition will be on static screen
- Real-time updates rely on internet connection

Prototyping Tools: Marvel

Awesome

- Collaborative
- Easy to add hot spots
- Helps debug the UI

Not Awesome

- Could not change the name of a screen
- Would be nice if we could inversely select area to click
- Hard to implement 'back' function for screens accessed in multiple ways
- There's no "undo"

Prototype Limitations

- Simplified gestures and animations (Marvel limitations)
- Prototype cannot handle an example of a real collaboration (Marvel limitations)
- No onboarding (simplify task flow)
- Limited support on media upload for Task 1 (simplify task flow)

Wizard of Oz & Hard-Coded Features

Wizard of Oz

- None

Hard-Coded

- User profiles
- Content in chains
- Explore feed

PROTOTYPE LINK

<https://marvelapp.com/2ig77hh>