Lo-Fi Prototyping and Testing

CS 147 - Fall 2016
Jack Swiggett
Serena Wong
Connie Li

Value Proposition:
Confidence and familiarity in a new environment

Selected Interface Design

pelican
explore your world

pelican is an app to help newcomers get comfortable in new surroundings by doing challenges.

Welcome to pelican! Let's go through a quick tutorial to see the features of this app.
[Next]
[Skip tutorial]

Tap on yourself to see today's recommended solo challenge! They are adapted to your comfort level.
[Set your comfort level →]

Set Your comfort level
How comfortable are You around strangers?
- very outgoing
- outgoing
- neither/normal
- shy
- very shy
[Next]   [Back]   [Return to tutorial]
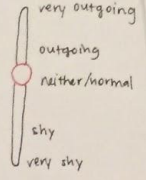
Great, your comfort level has been saved!
You can change this any time in settings.

Task 1
Pick a solo challenge and complete it

Task 2
Pick a group challenge and complete it

Task 3
Check the leaderboard

Task 4
Figure out what challenges you have recently completed

Ask a stranger what time it is means

Ask a stranger what time it is (2 pts)

Ask a stranger what "it's lit" means (2 pts)

+ 2 pts
Challenge in progress
[I did it!]
[Find more challenges]

+ 2 pts
Completed!
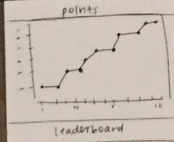Total: 2 pts
[Find more challenges]

+7 pts
Friday, 2:30pm
Participants (3)
○ Kevin
○ Nancy
○ Jane
[Join this group]
[Back]

Go fountain-hopping

Go to the Stanford Art Gallery (+7 pts)
Join an existing group
[Create your own group]

This group is
☐ public ☐ invite only
Max participants
[4]
[Back]   [Next]

plan a group challenge
+ 7
Pick a date & time
[Nov 1] [2] [00] [PM]
[Back]   [Done]

+ 7 pts
Friday 2:30pm
You have joined this group
[chat w/ participants]
[invite your friends]
[We did it!]
[Find more challenges]

+7 pts
Completed!
Total: 9 pts
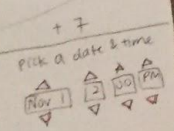[Find more challenge!]

points
leaderboard
○
○
○
[YOU]   9

You completed this challenge 5m ago
(re-use challenge) post its

Alex W just asked a stranger what time it is for 2 pts   3m
Dylan D just went to a museum for 7 pts   27m
Dylan D just went fountain-hopping for 7 pts   1hr
You just asked a stranger what time it is for 2 pts   2hr

You just asked a stranger what time it is for 2 pts   2h
You went fountain-hopping for 7 pts!   4h
You asked a stranger what "it's lit" means for 2 pts   1d
You visited the Stanford Art Gallery for 7 pts   4d

Solo Challenges
Ask a stranger what time it is   2 pts
Ask a stranger what "it's lit" means   2 pts

Group Challenges
Go to the Stanford Art Gallery (0.3 mi)   7 pts
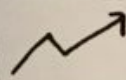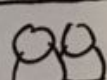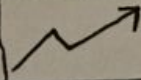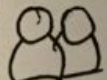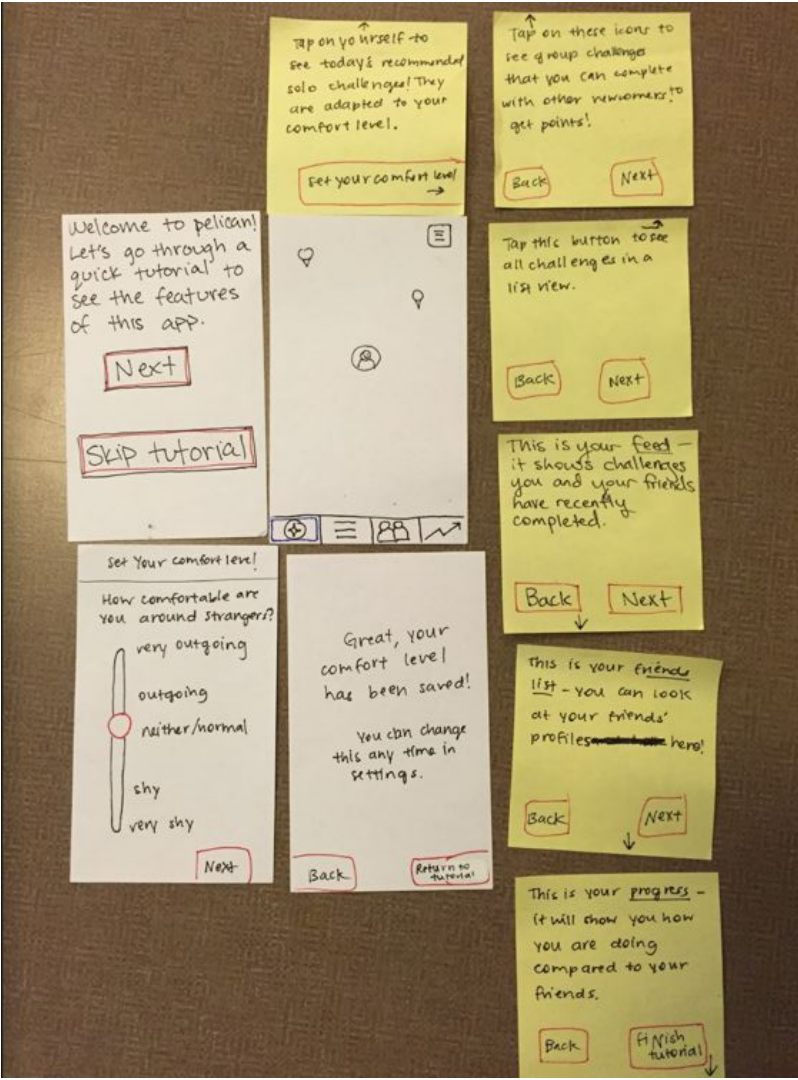Go fountain-hopping (0.4 mi)   7 pts
Picnic at a park (0.2 mi)   7 pts

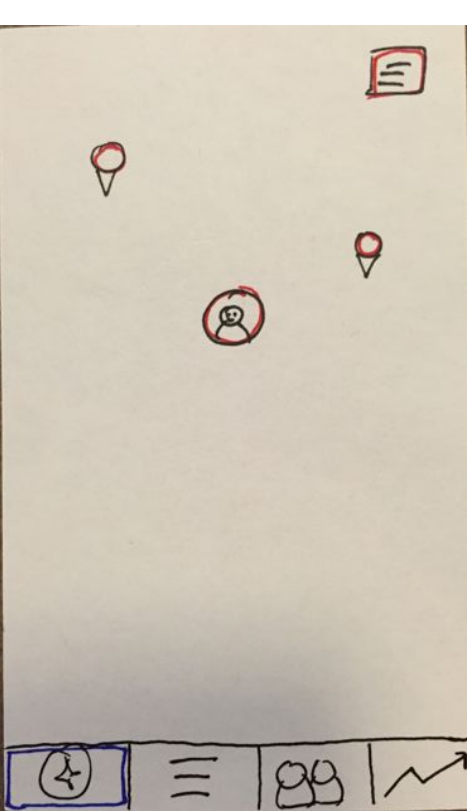**Big Idea: Map-Based Interface**
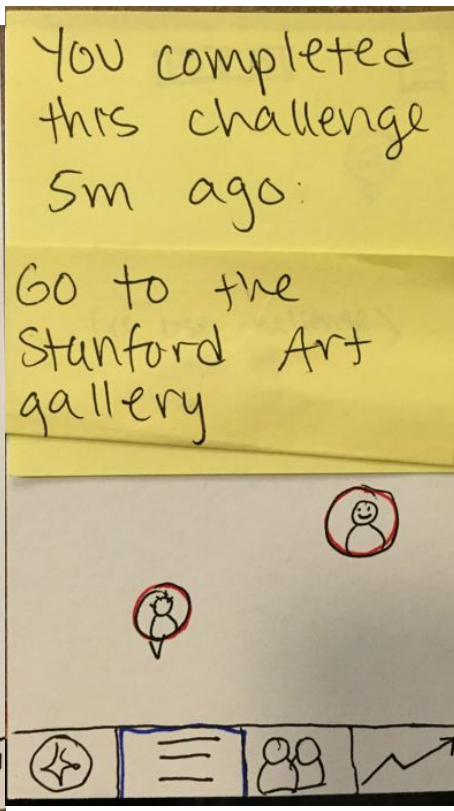
Help users explore their surroundings

Tutorial

Help users understand how to navigate the app

Four Tabs

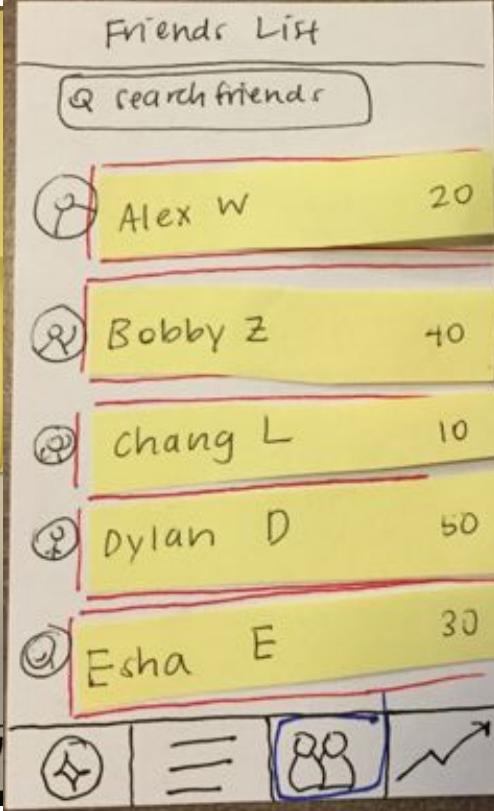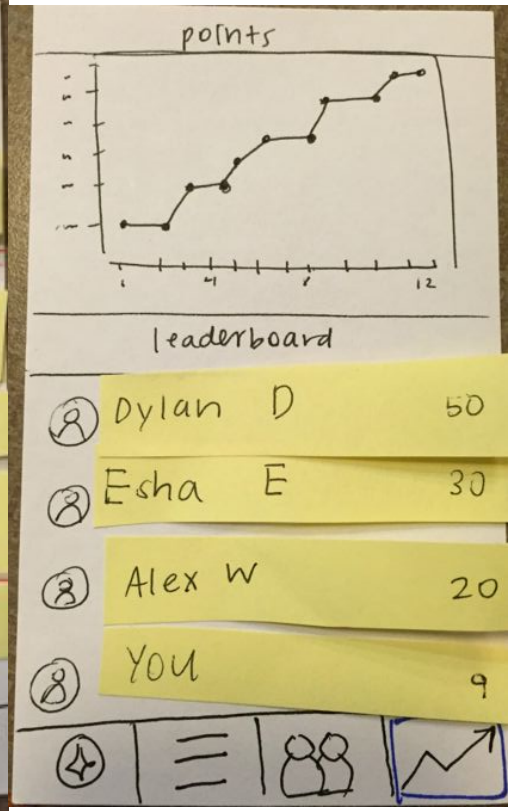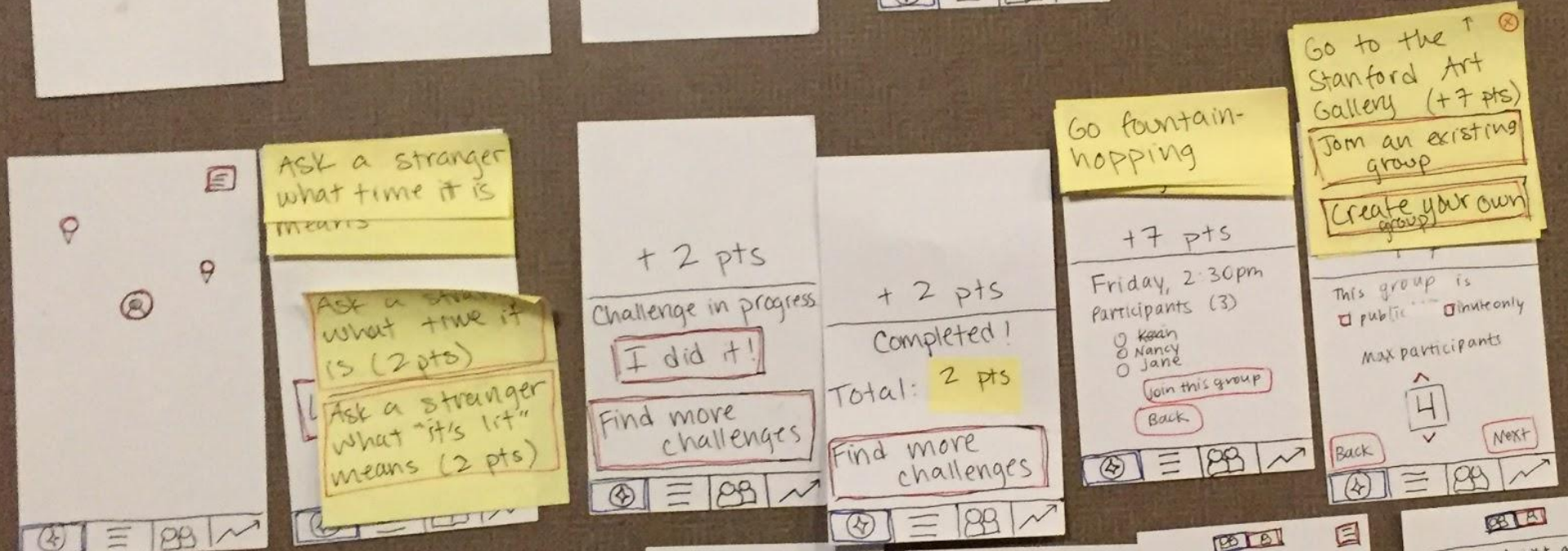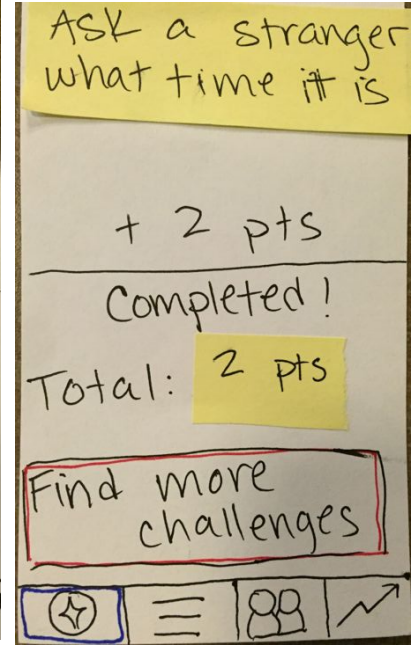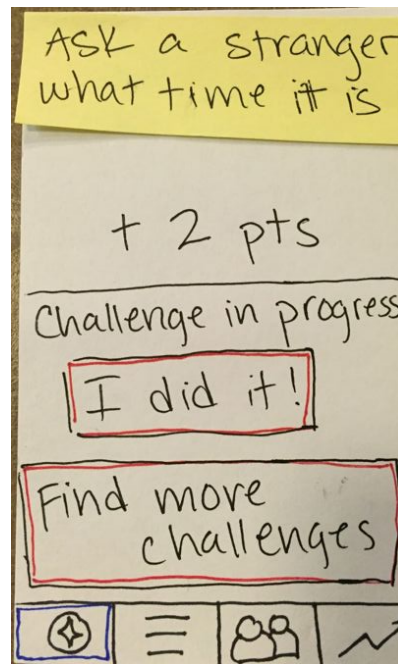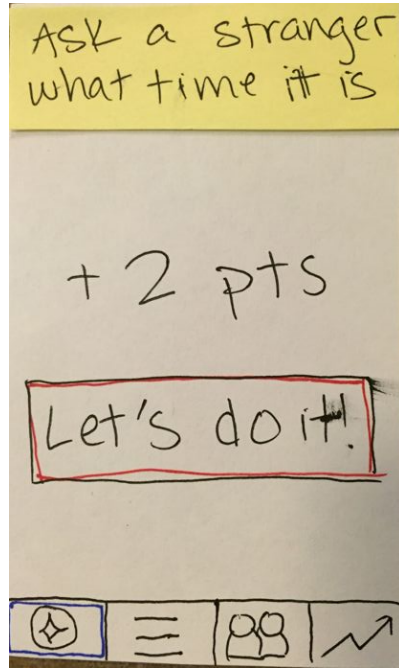
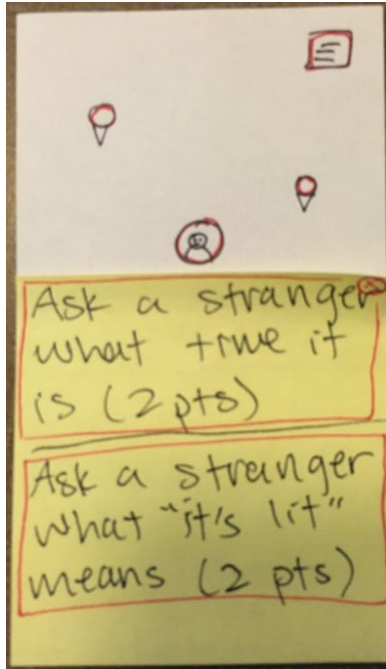Discover

Feed

Friends

Leaderboard

Paper Prototype UI
- Stickies as modals/popups
- Red for tappable buttons
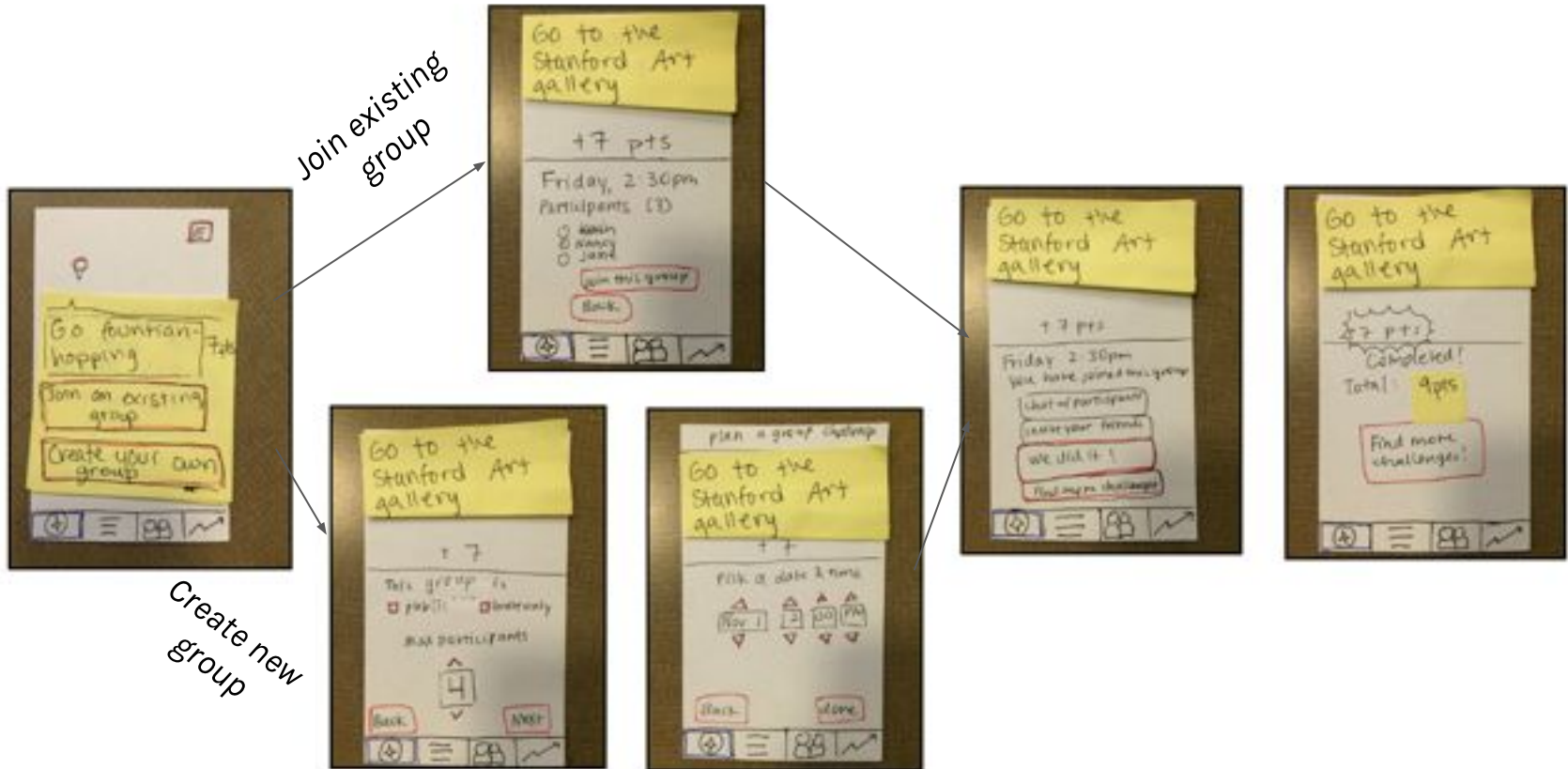- Blue for selected buttons

Tasks

Complex:
Become more comfortable approaching strangers
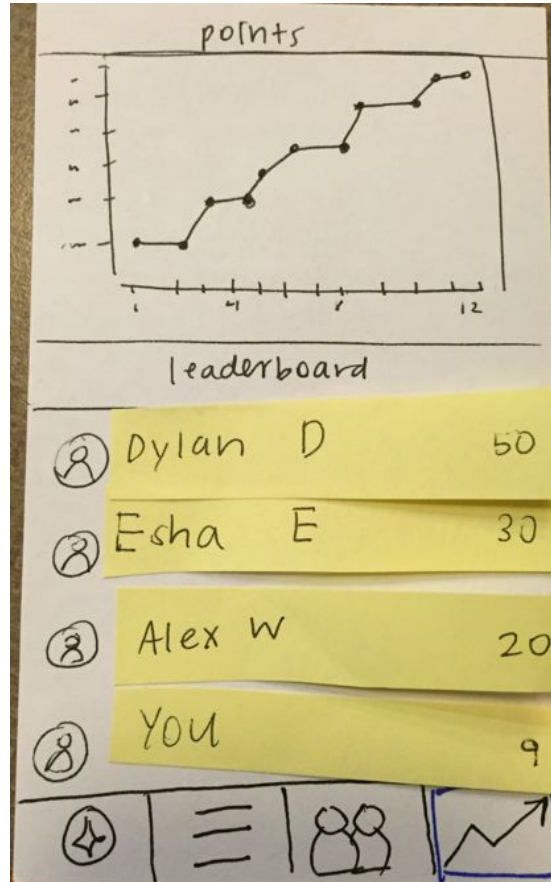
Medium:
Find other newcomers and complete challenges with them
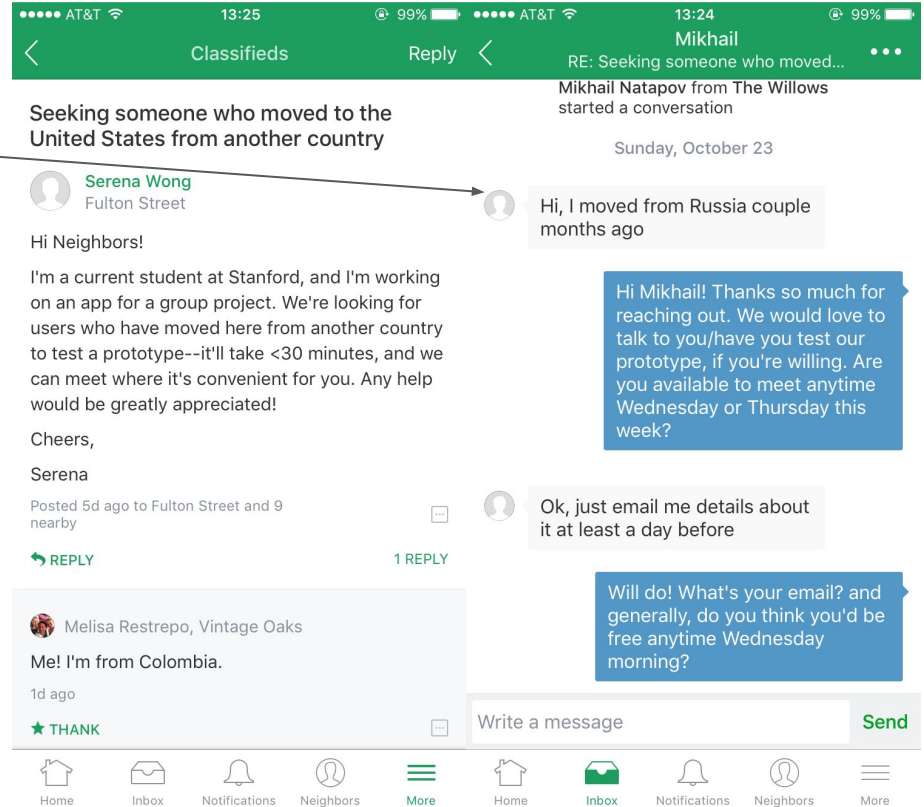
Simple:
Get points by completing challenges to compete with friends

The Experiment

Experimental Method: Participants

- A 40-yo man from Russia (found on Nextdoor)
- A 21-yo Chinese undergraduate student (personal)
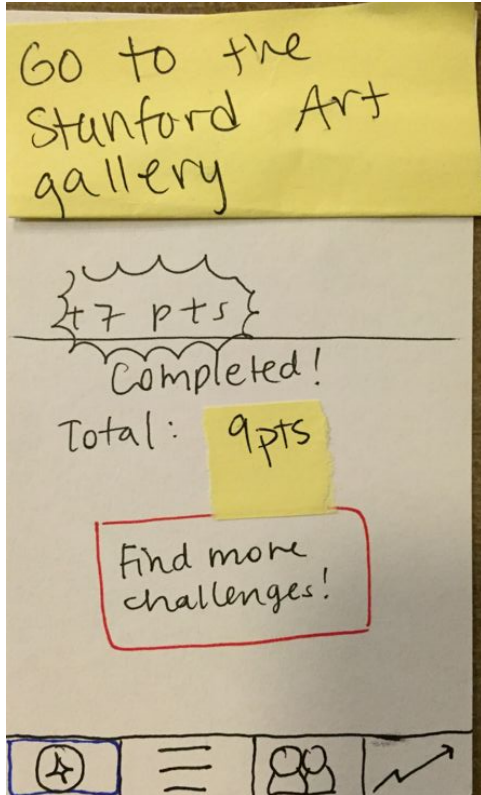- A 23-yo man who lived in Japan for 6 months (personal)

Experimental Method

- Locations varied from Lathrop Library, to Storey Lounge, to Gates Lobby
- Serena was computer, Jack was note-taker, Connie was facilitator
- Filmed interactions on Photobooth
- Mostly recorded high level pain points, mistakes, comments

Experimental Results: The Good

Delight

"Yay, I did it!"
upon completing a task

"Oooooooh"
Upon toggling between list and map view

Completing the leaderboard task was very straightforward
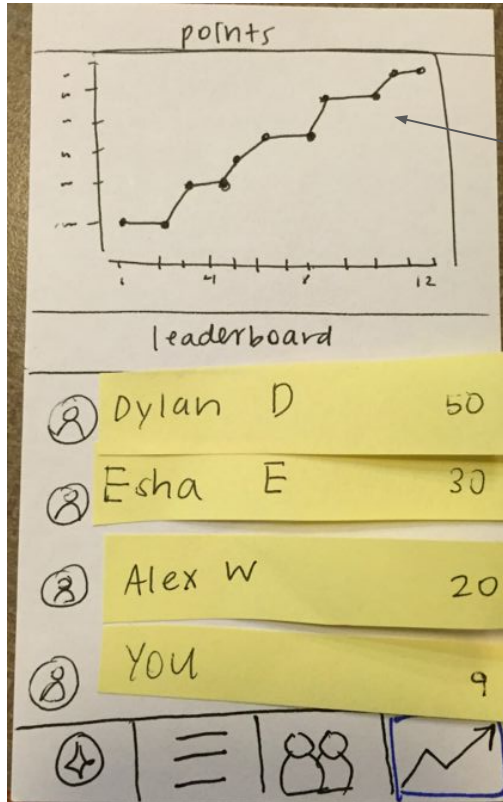
Experimental Results: The Bad

Confusion!

"Who the hell is Bobby? Bobby has 40 points. Oh my god."

"What do these points mean and why do I care about it?"

Experimental Results: The Bad

Confusion!

"What does this graph mean?"

Someone didn't really read the tutorial and fundamentally didn't know how to use the app.

- Comfort level in tutorial unclear
- Wanted tips for how to complete challenge
- Wanted to add group members as friends
- Didn't understand what feed tab was for
- Forgot how to find solo challenges
- Felt it was too text heavy

Suggested UI Changes
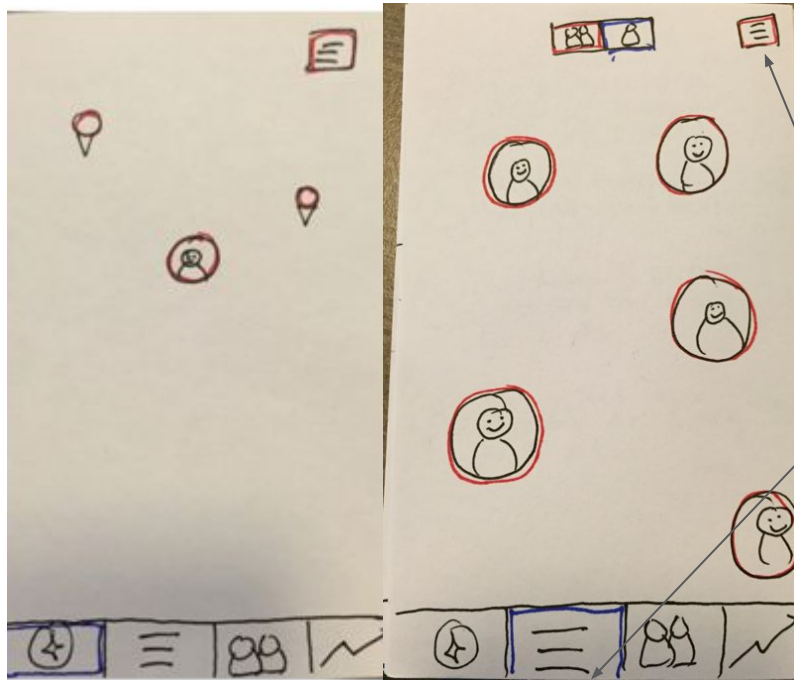
Discover   Feed

- Merge two map views (discover and feed tabs) - too similar
- Show users around you, not just friends
- Feed tab icon and list view icon were identical - need to be switched
- Reorganize information hierarchy

Overall: Eliminate confusion!

Summary

- **Map-based interface** - makes sense for location-based activities and local discovery
- **Three tasks:** solo challenge, group challenge, and leaderboard
- **Overall users liked map idea, but were confused** by small inconsistencies/overlaps/complicated information hierarchy
- **Next steps:** Streamline and simplify

Thank you!