

# Medium-fi Prototype

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# Pelican

explore your new home

## **Value Proposition:**

**Confidence and familiarity in a new environment**

# The Problem

- Newcomers to a country are uncomfortable getting out of their comfort zone and interacting with strangers.
- They also find it hard to meet new people and establish lasting social connections.



# Our solution

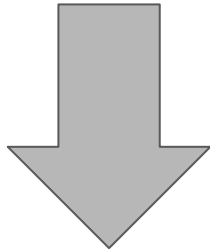
- Newcomers get used to interacting with locals in their new environment by completing challenges.
- Group challenges allow fellow newcomers to meet and form lasting friendships.



# Tasks

## Complex task:

Become more comfortable  
approaching strangers

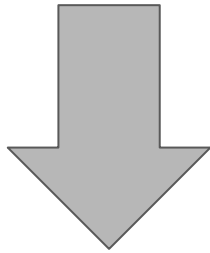


**Pick a solo challenge and  
complete it**



## Medium task:

Find other newcomers and complete challenges with them



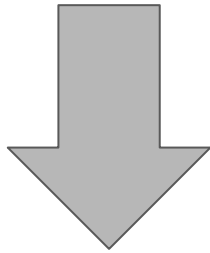
**Pick a group challenge  
and complete it**





## Simple task:

Earn points and compete  
with friends



**Check the leaderboard**



## Additional task:

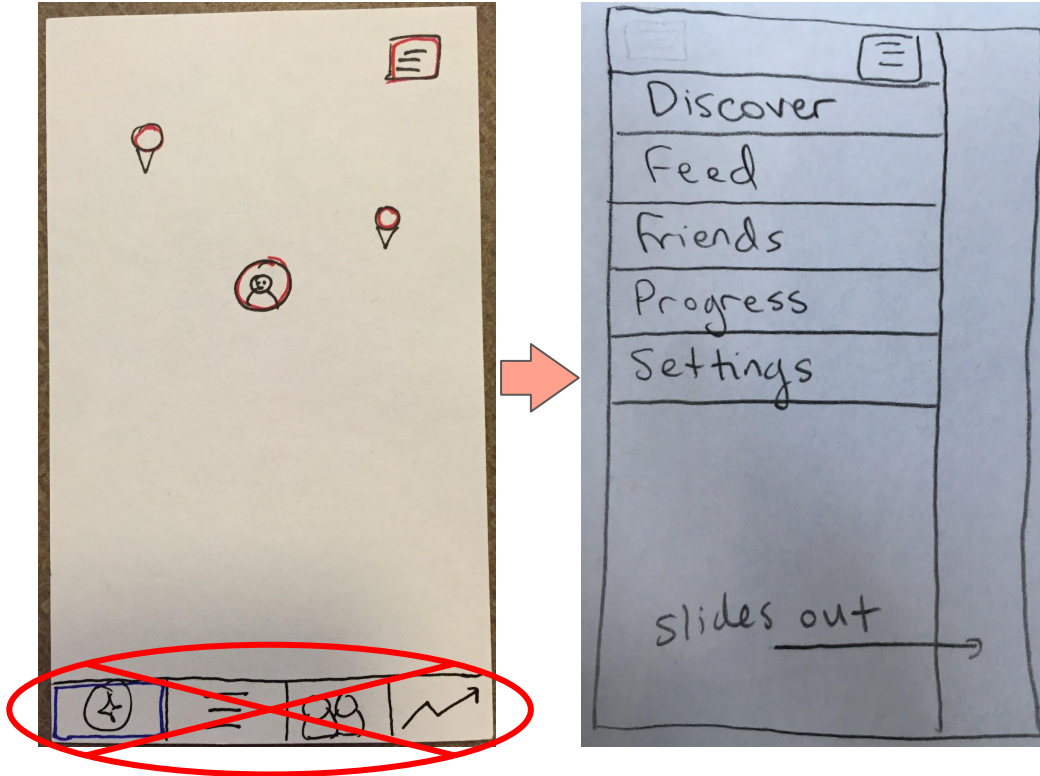
Figure out what challenges you have recently completed



Revised Interface:  
**Design Changes**

# 1.

## We replaced the navigation bar with an expanding menu

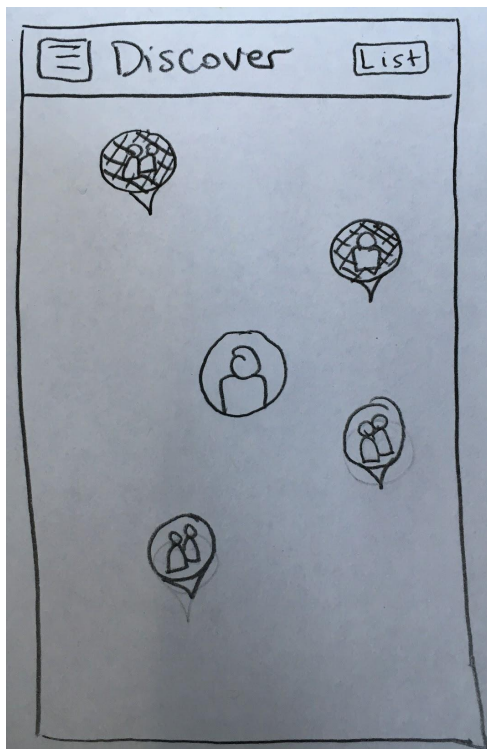
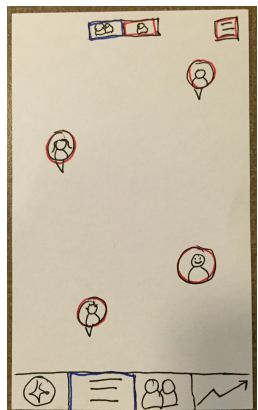
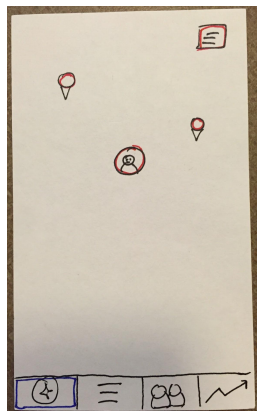


### *Rationale*

- Navigation icons were confusing and unintuitive
- Reduces clutter in the UI
- Provides an easy way to add new features over time

## 2.

# We combined the discover map and the feed map

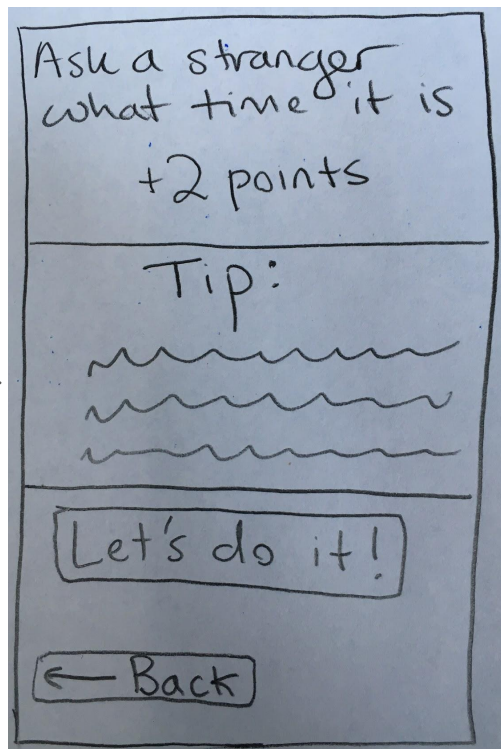
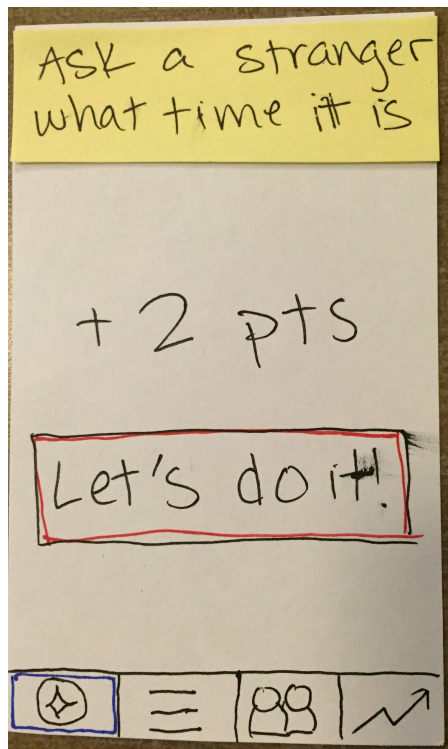


## *Rationale*

- Difference between the two maps was unintuitive
- Testers wanted to see challenges their friends had completed while looking for new challenges
- Feed is separate and easier to understand

# 3.

We added tips to each of the challenges to guide our users

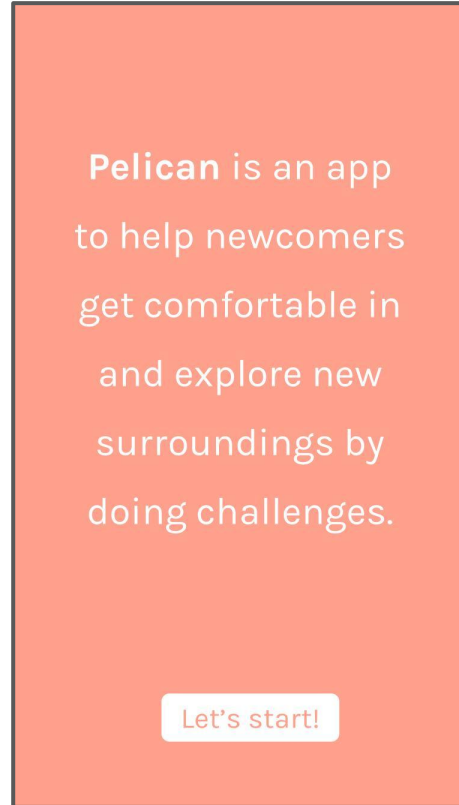
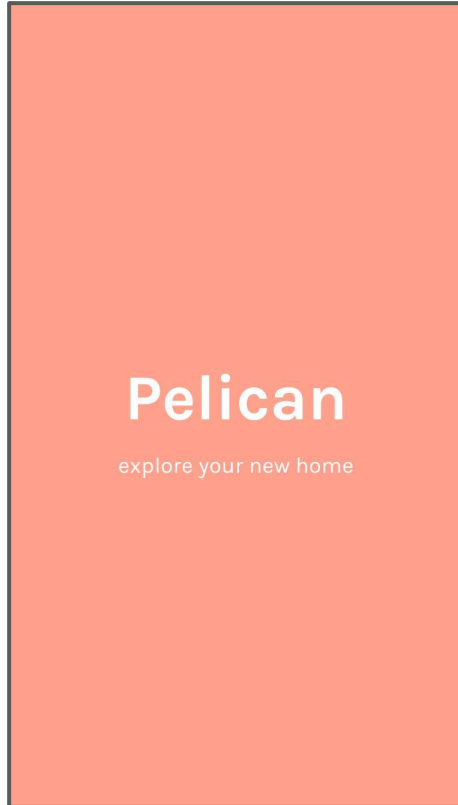


## Rationale

- Testers wanted guidance on how to approach strangers
- Allows us to clarify challenges and address common problems

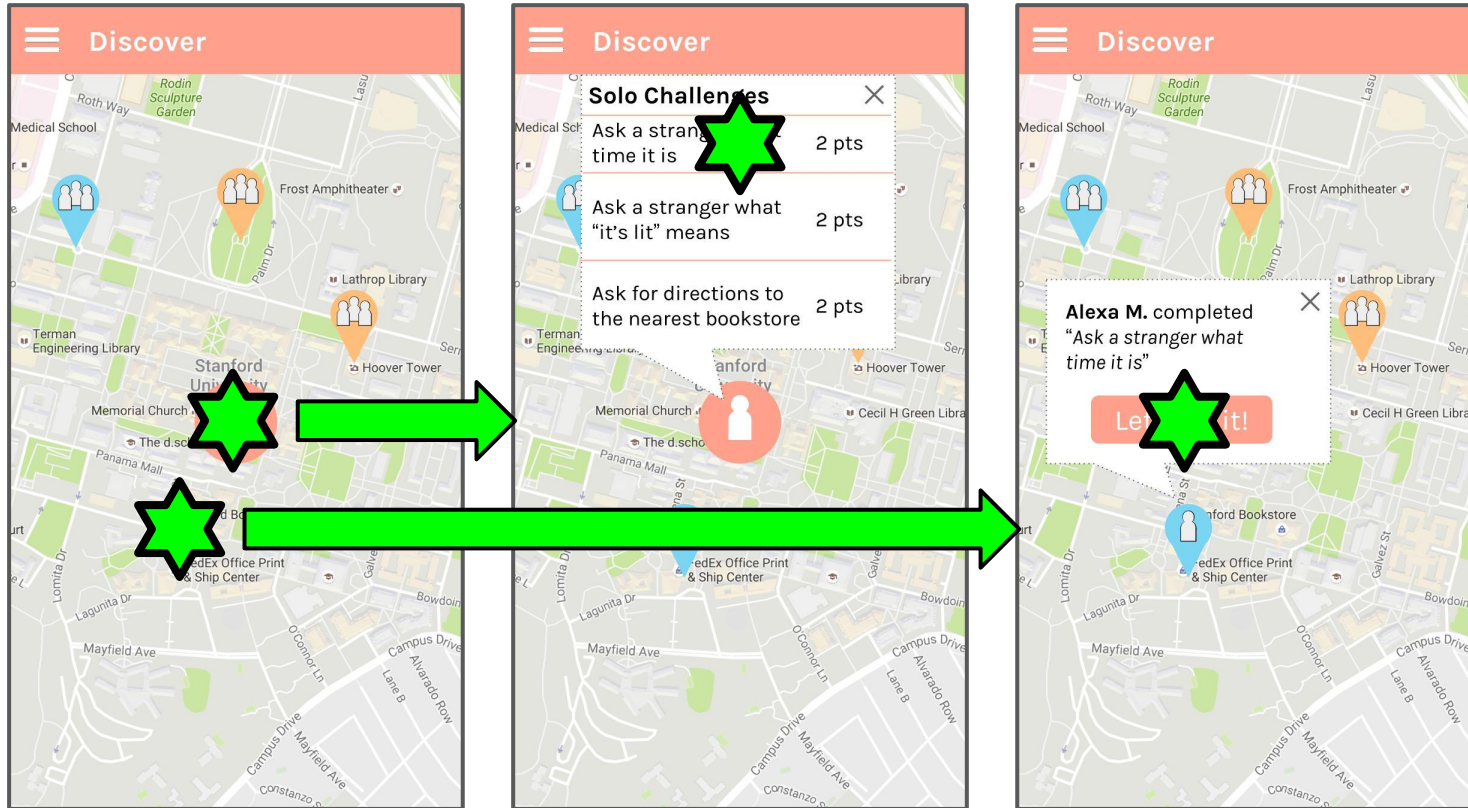
Revised Interface:  
**Task Flows**

# Startup screens...

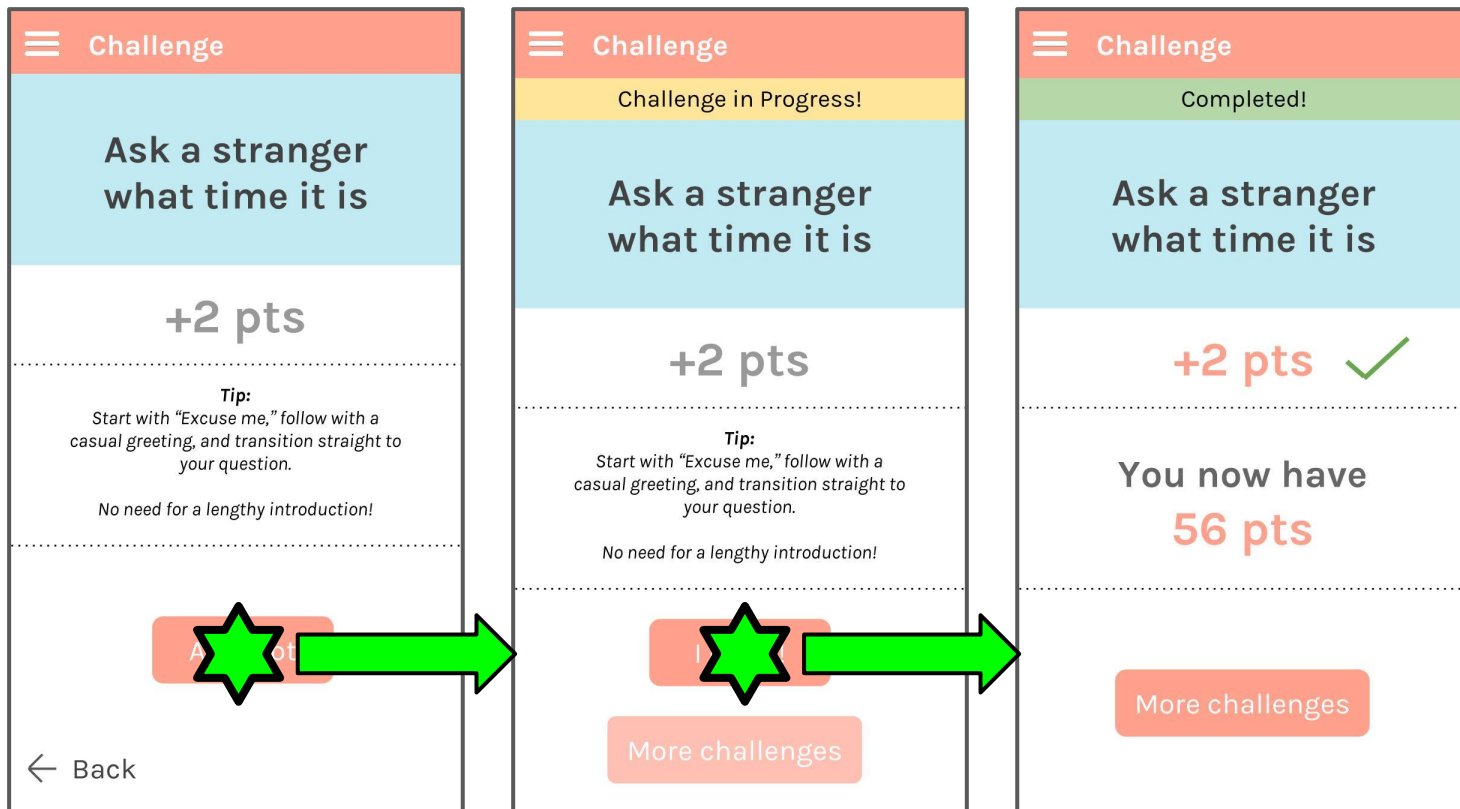




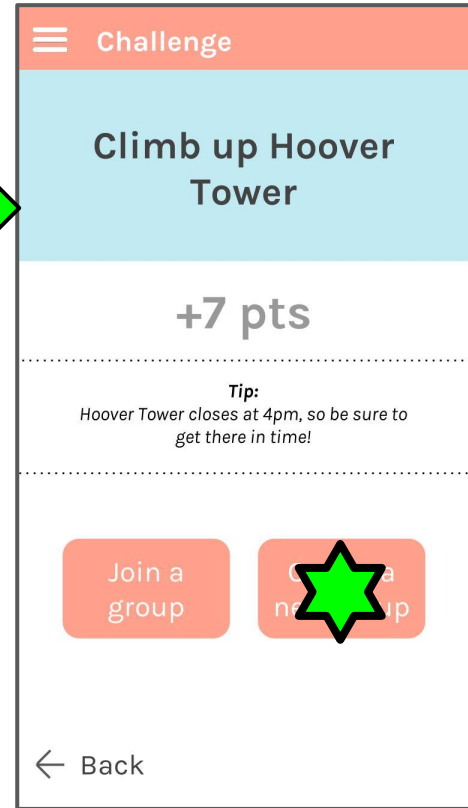
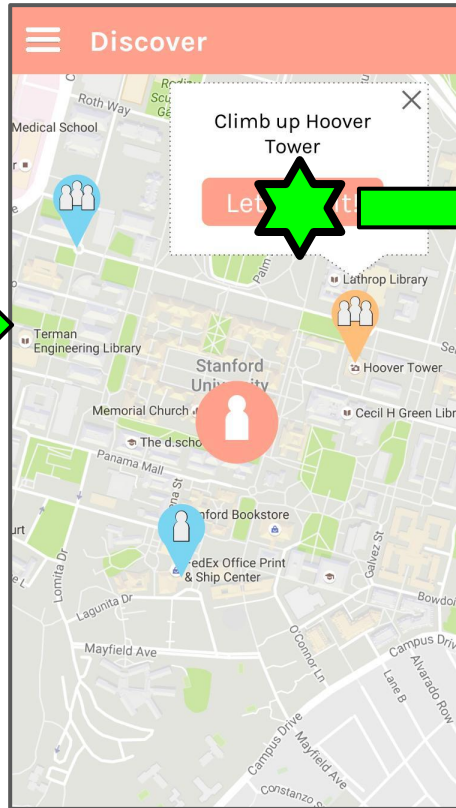
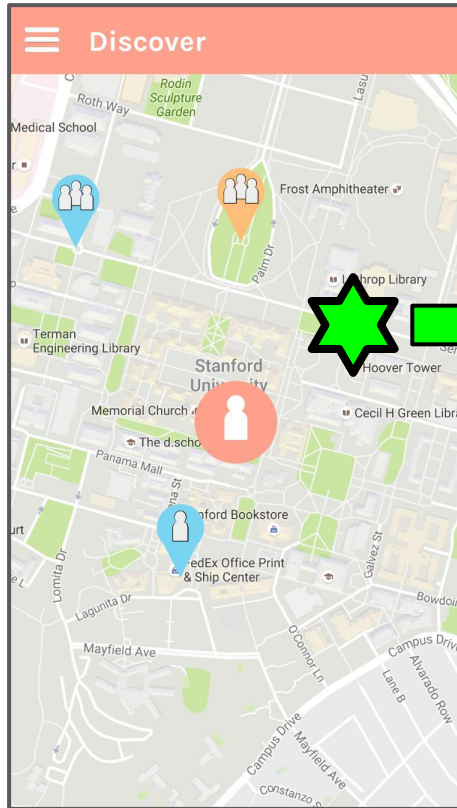
# Pick a solo challenge and complete it



# Pick a solo challenge and complete it



# Pick a group challenge and complete it

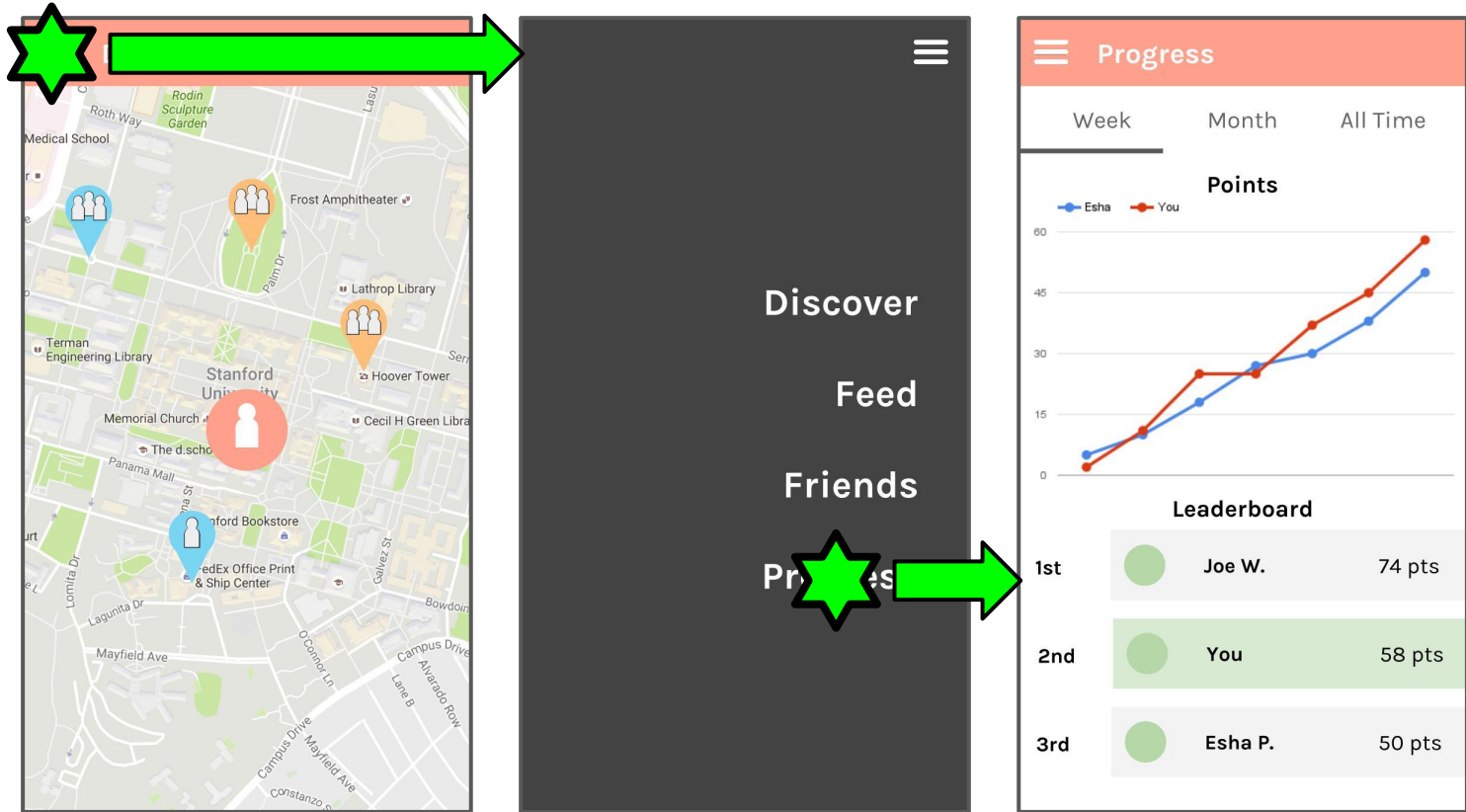


# Pick a group challenge and complete it

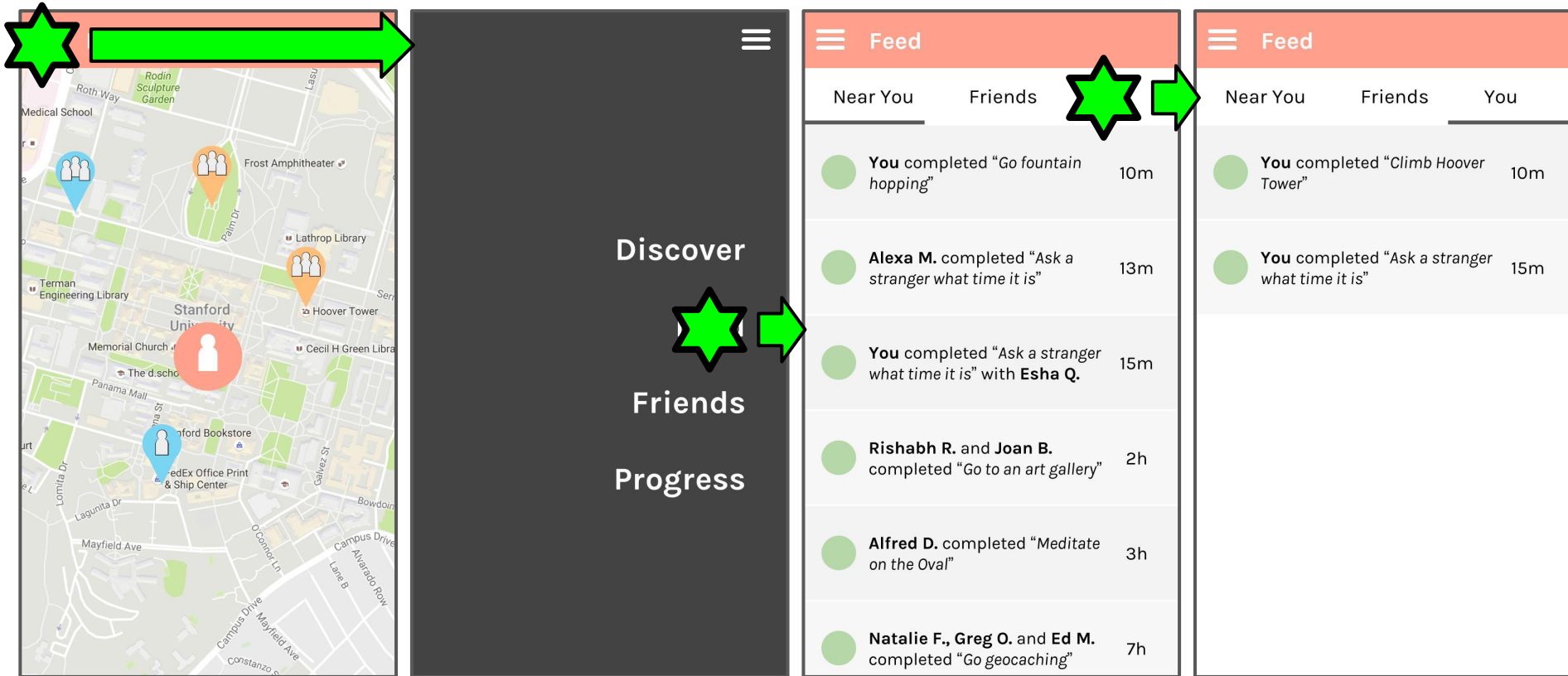
The image displays four sequential screenshots of a mobile application interface, illustrating the process of creating and completing a group challenge. Each screenshot has a red header with a hamburger menu icon and the word "Challenge".

- Screenshot 1:** Shows the challenge title "Climb up Hoover Tower" and a reward of "+7 pts". Below this, it asks "This group is:" with options for "public" (checked) and "private". A "Number of participants:" slider is set to 3. A green star and arrow point to the "Create" button at the bottom.
- Screenshot 2:** Shows the same challenge title and "+7 pts" reward. It asks to "Pick a date and time:" and displays a calendar grid. The date "Fri Nov 11" and time "14:00" are selected. A green star and arrow point to the "Create" button at the bottom.
- Screenshot 3:** Shows the challenge in progress. A yellow banner at the top says "Challenge in Progress!". The title and "+7 pts" reward are still visible. The date and time "Nov 11, 2016 14:00" are shown. There are buttons for "Chat" and "Invite friends". A green star and arrow point to the "Withdraw" button.
- Screenshot 4:** Shows the challenge completed. A green banner at the top says "Completed!". The title and "+7 pts" reward are still visible, with a green checkmark next to the "+7 pts". Below this, it says "You now have 58 pts". A "More challenges" button is at the bottom.

# Check the leaderboard



# Figure out what challenges you have recently completed



# Prototyping Tools

# Google Slides to create images for the app screens

## Pros

- Easy to create simple graphics
- Easy to work collaboratively in real time
- Can set slides to be the right screen size

## Cons

- Difficult to create complex graphics or charts
- Need to export slides one at a time



# Marvel to create the interactive prototype

## Pros

- Easy to import images and create simple interactions
- Easy to embed in our website

## Cons

- Unable to implement complex logic like earning points or navigating in the map

# Prototype Limitations

# What we left out

- Challenge verification to prevent cheating
  - Couldn't find a simple way to do this
  - Since users will mostly compete with themselves or friends, they are likely to be honest
- Tutorial
  - Didn't want to display tutorial every time someone launched the app
  - Changing tutorial to as-needed basis

# Hard-coded features

- Feed of recently completed challenges
  - Points and graph of progress
  - Leaderboard
  - Current location on the map
- Implementing these would require a database or reading information from the Internet, which we could not do in Marvel

**Thank you!**