



Erica F, Marisa K, Colin G, Thorn H
Studio: Equalizing Society

Mission Statement/Value Proposition:

Understanding mental health through personal stories.

Problem/Solution Overview:

It is often difficult for people who do not suffer from mental illness to understand the struggles of those who do. We want to provide a platform for people with mental illnesses to share their experiences so that others may better understand them.

Sketches



Figure 1: Four of the 12 original concept sketches, consisting of ideas involving mobile and VR UIs.

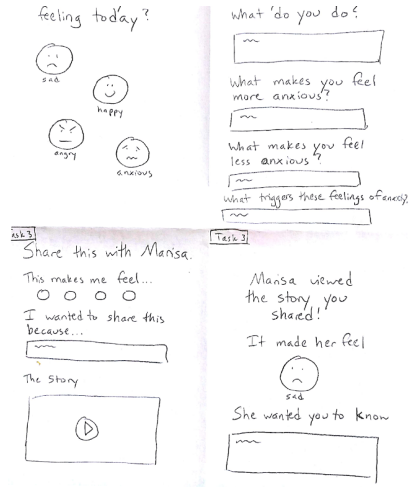
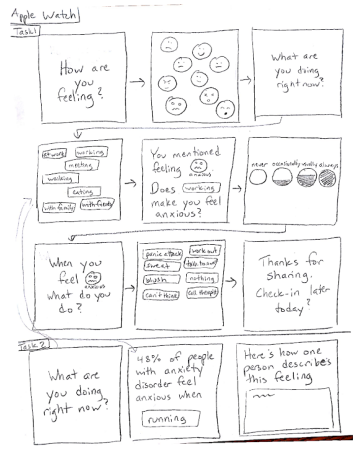
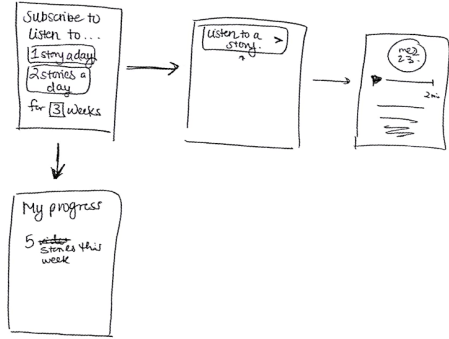
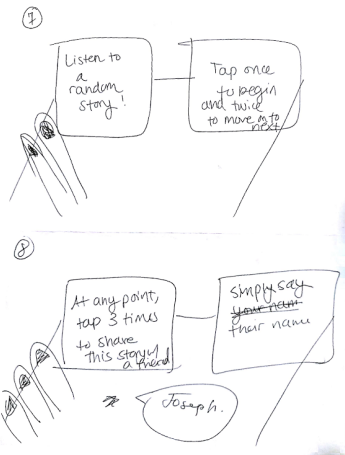


Figure 2: Four more concept sketches, including ideas for a smartwatch that takes audio input and a mobile application.

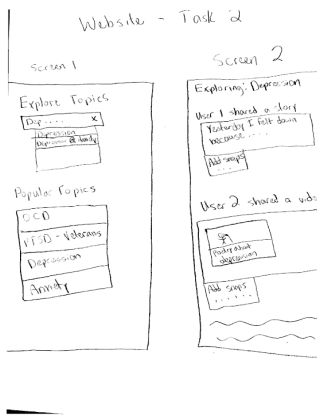
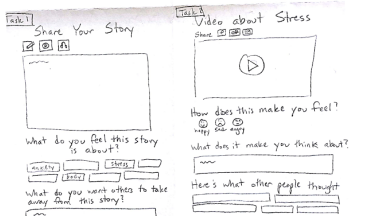
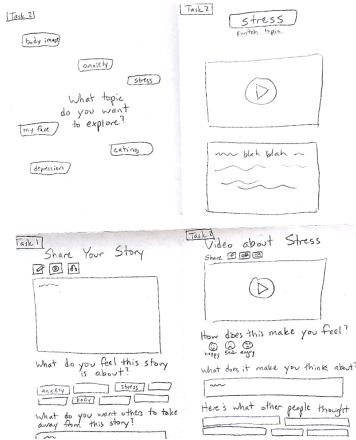


Figure 3: Concept sketches for a website and a mobile application.

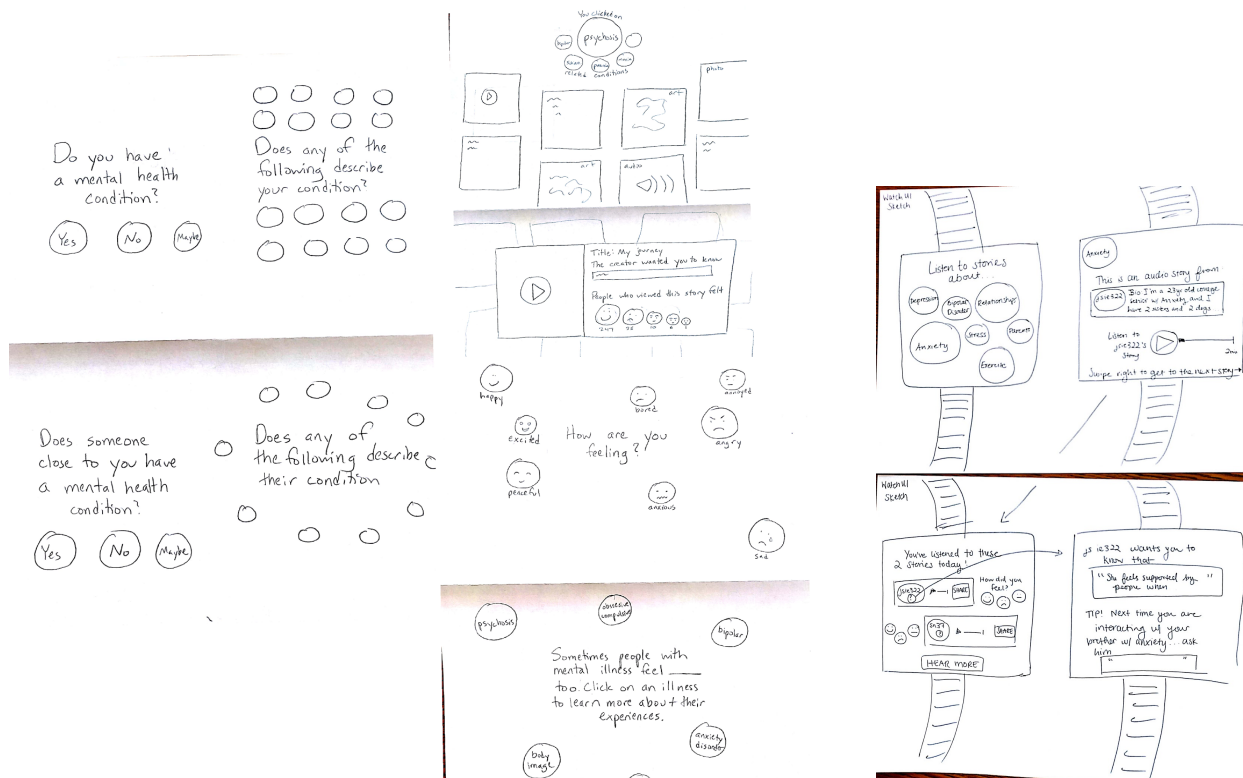


Figure 4: Selected interface design, website (left) versus the watch design (right).

Watch

- Pros
 - One screen dedicated to very simple, specific task
 - Extremely mobile, encouraging spontaneous use
- Cons
 - Confines the type of stories you can share (can't type on the screen or take picture)
 - **Not many people have smart watches*****

Website

- Pros
 - **Wide audience*****
 - More information can go on the screen
 - **Easier to type user stories*****
- Cons
 - Discourages spontaneous use
 - More difficult to upload audio and photos

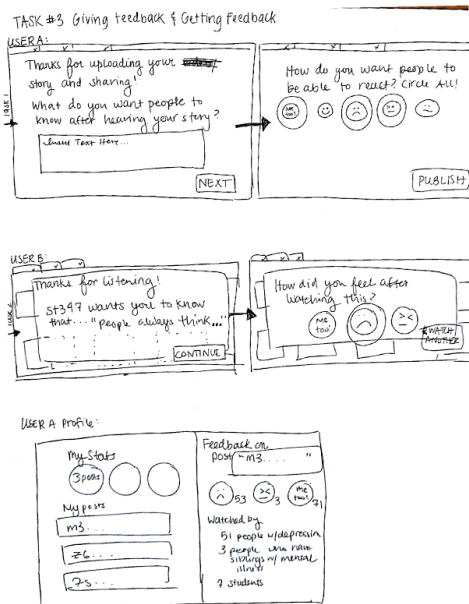
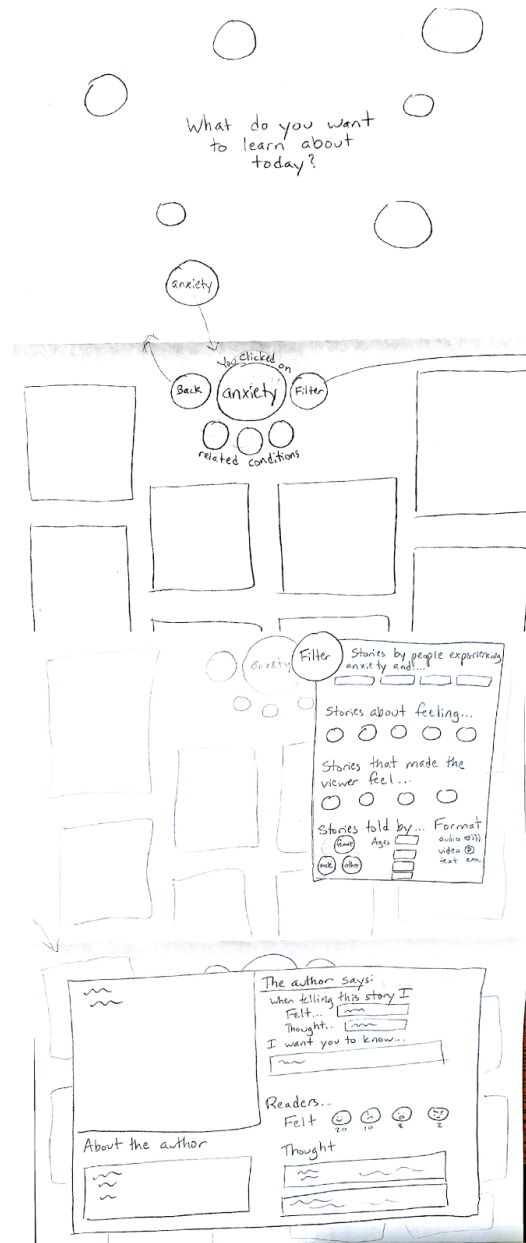
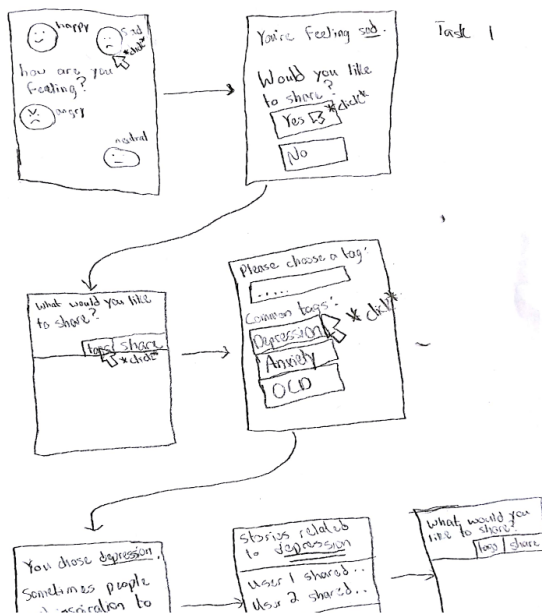


Figure 5: Storyboards for the selected interface.

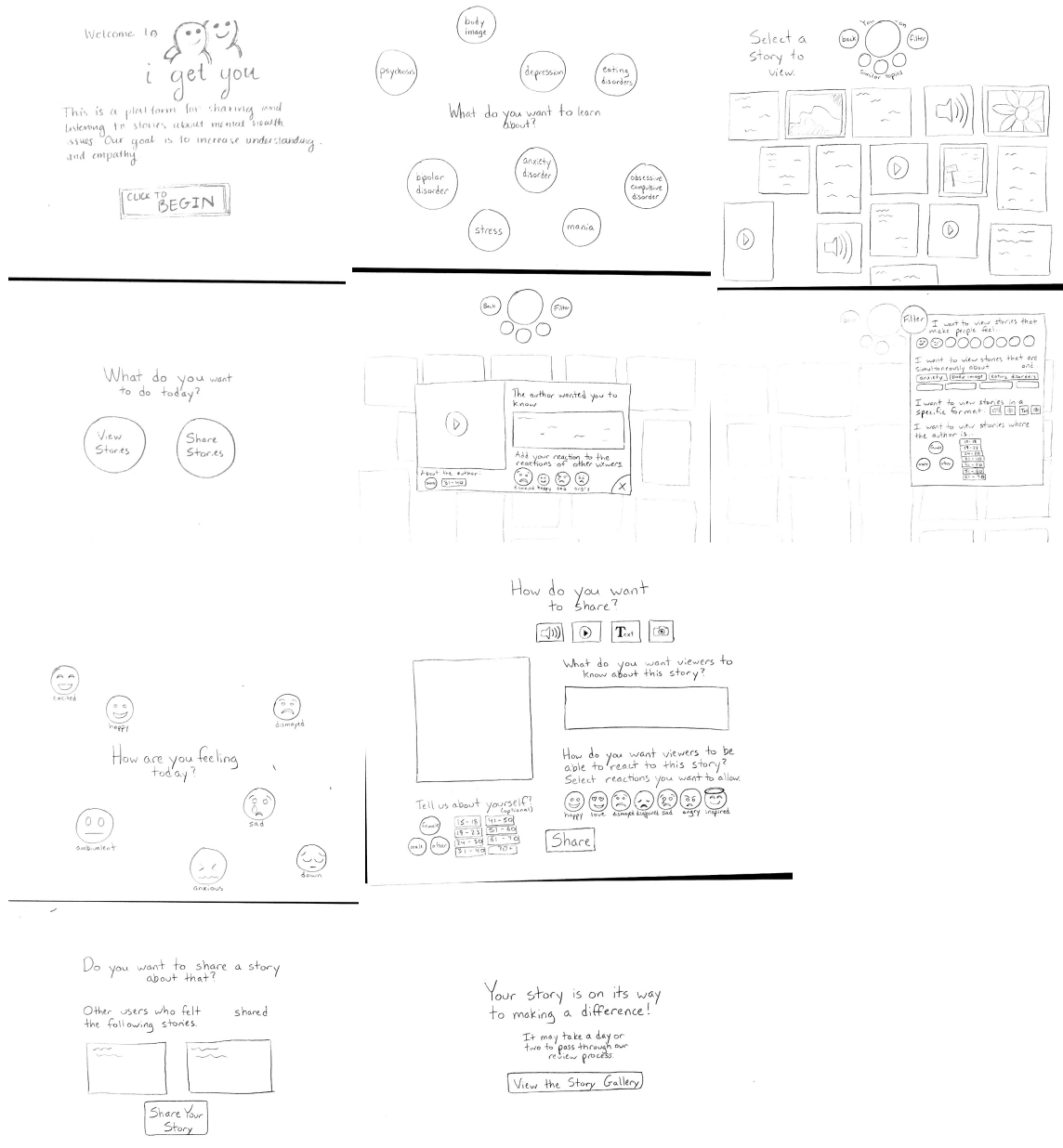


Figure 6: The low-fi prototype in its entirety.

Description

The prototype has a flow that branches off when the user chooses whether they want to share or view stories. If they want to share, they can specify the format and what types of reactions can be made to their post. The view option takes the user to a screen where they can further filter options and then view stories.

Method

Environment

Three of our prototype participants were adult strangers recruited at HanaHaus in Palo Alto on October 22, 2017. Our other was a female sophomore. We wanted to approach someone at Stanford who was more comfortable sharing stories with us. Via a mutual friend, we conducted this interview on October 26, 2017 in her dorm, a setting chosen to increase her comfort levels.

Participants

Erica took the lead in walking around and finding people we thought would be willing to engage in the prototyping process. We asked for some of their time, letting them know that this was for a class design project, and gave them the option to agree or decline the opportunity to participate. We didn't give compensation. We aimed to choose people of different ages and doing different tasks (one was eating, one was waiting for food and looking at a phone, and the other was working) so that we got a diverse set of activity and stress levels for the prototypes.

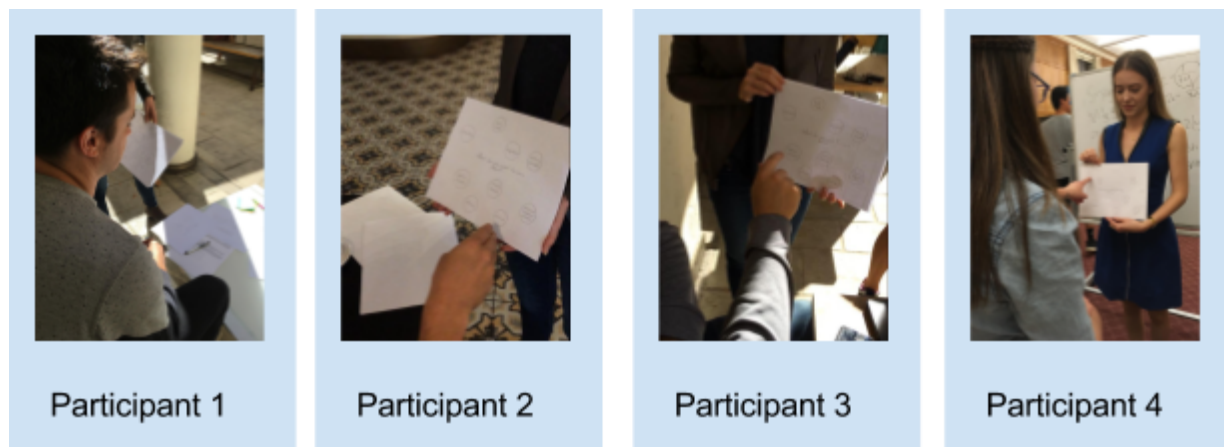


Figure 7: *Prototype participants*

Tasks

Note: Based on last week's feedback, we decided to edit our third task to make it in the scope of what we could accomplish within the UI, instead of an overall goal.

- 1. Sharing a story** - We decided to test this task through our sharing flow where the user would be able to choose the medium, create the story, and then upload or craft it. This is a medium task, because we understand that this now encompasses the act of coming up with the story or finding inspiration for what to share.
- 2. Viewing a story** - This task is relatively easy, and includes selecting a story and then viewing it on the screen. Within the UI prototype, this includes the screens and functionality for filtering, selecting, viewing, and returning the the screen with many videos.

- 3. Sharing feedback on stories** - This is a complex task because it involves thinking more deeply about the emotional impact of a story.

Procedure & Team Member Roles

Erica played the role of the computer, so she held out the screens and changed them based on the user input. Colin was the facilitator, asking questions and prompting the user for their thoughts throughout the process. Thorn was the notetaker, so he took notes on the reactions of the user. Marisa took videos of the prototypes and photos and asked for the consent form to be signed before the experiment.

We first briefly introduced the project and asked for the consent form to be signed as we approached them, letting them know that they should talk out loud and to give us honest feedback. Then Erica showed them the first screen and placed the new screen on top of the first as the user progressed through the flow.

Test Measures

We're aiming to create an eventual experience where the features we include are all purposeful and contribute to our end goals, as well as creating an experience that is easy to use. We wanted to focus on the three measures below so that we can measure our progress toward these outcomes.

1. *Confusion at the purpose of features* - We wanted to see where users would be confused about features and about the next steps to take. Signs of confusion would come in the form of asking us questions about what to do next, hesitation about making a decision, or choosing to go away from more confusing parts of the UI.
2. *Choices that were different than what we expected* - We were interested to see when users would do things that we didn't anticipate. This is an important measure, especially when testing with strangers, because it can tell us that we are making assumptions about actions that are not intuitive for the user.
3. *Not noticing or using features* - Looking for this in our prototypes is important so we can validate or challenge the usefulness of features and seeing if it's something people are intuitively motivated to use. We should record the different features each person goes through or asks questions about, paying particular attention to if they notice a feature but decide not to use it.

Results

Participant 1, a male in his thirties. When testing our prototype, he chose to "View Stories" without hesitation. This meant that he chose not to explore the first task, but rather began with the second task. At the "story feed" page, he was at first uncertain of what to do, and he asked us to clarify what the boxes were meant to signify, although he intuitively "clicked" on one of the boxes without our help. He failed to notice the filtering toolbar on the top of the page. He spent relatively little time on the page with the story pop-up, and pressed the close button rapidly.

Again, on arriving back at the “stories feed” page, he failed to notice the filtering buttons at the top. After this, he appeared to lose interest and sit back.

Participant 2, a male in his mid-forties. Like Participant 1, he selected “View Stories” with little hesitation. He spent relatively longer on the topic selection page, and eventually selected “Stress” because it seemed “most relatable.” Unlike Participant 1, he utilized the feedback functionality by clicking on an emoji, thereby accomplishing task 3. He was confused when nothing happened after clicking the emoji, but was satisfied when he realized that the selected emoji is supposed to light up. After returning to the feed, he did not notice the filtering feature. However, in order to better test functionalities related to task two, we pointed it out, at which point he selected a number of tags to filter by.

Participant 3, a female in her early twenties. Again, Participant 3 selected “View Stories” quickly, but took a long time to select a topic, and commented that it was too complicated to scan all the entries. She selected “depression” because it was most relatable. After clicking on a story, she began clicking on the option to view information about the author. However she failed to accomplish task 3, since she did not utilize the feedback features.

Participant 4, a sophomore female at Stanford. With some prompting, she chose to “share stories,” thereby accomplishing task one. Surprisingly, she wished to share via audio, saying that “it’s easy for words to be misconstrued.” After voicing a brief story to us, she pressed “share,” and afterwards realized that she had forgotten to input her demographic information. She did not fully understand our intent behind the capability to subset the possible reactions of viewers by selecting emojis, since she interpreted the emojis she selected as indicating how she wanted viewers to feel in general, not as the emotions she wanted to receive as feedback.

Discussion

An important limitation of our prototyping process is the general reluctance of users to share stories. This result is unsurprising, given that most strangers do not wish to share personal stories. This also indicates that users of the final product may require anonymity when sharing. Furthermore, from a user’s perspective, it is not even clear how one would share a story through a paper interface, which may deter users from exploring that functionality.

Another limitation of the paper prototype was the absence of actual story content, which prevented people from interacting with the prototype as they would the full product. We believe that users did not exercise many functionalities, such as filtering and sending feedback (task 3), because they had no incentive to do so, given that the content was not dynamic and not genuine.

In terms of UI-related findings, a key insight was that when faced with “atypical” buttons (buttons that do not look like buttons), users become hesitant. In our final design, it will be necessary to

add animations, special effects, and light-up features in order to highlight buttons and how to interact with them.

Consent forms

10/22/2017

Appendix A: Consent Form

Consent Form

The [TEAM NAME HERE] application is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of [TEAM NAME HERE]. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers ([TEAM MEMBERS NAMES HERE]) or with Professor James Landay, the instructor of CS 147: Maria Thom, Erica, Colin

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the [TEAM NAME HERE] experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time

Name William Anderson

Participant Number _____

Date _____

Signature [Signature]

Witness name _____

Witness signature _____

10/22/2017

Appendix A: Consent Form

Consent Form

The [TEAM NAME HERE] application is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of [TEAM NAME HERE]. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers ([TEAM MEMBERS NAMES HERE]) or with Professor James Landay, the instructor of CS 147.

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the [TEAM NAME HERE] experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time

Name Pieter Guichelaar

Participant Number _____

Date 10/22/17

Signature [Signature]

Witness name _____

Witness signature _____

10/22/2017

Appendix A: Consent Form

Consent Form

The [TEAM NAME HERE] application is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of [TEAM NAME HERE]. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers ([TEAM MEMBERS NAMES HERE]) or with Professor James Landay, the instructor of CS 147: Maria Thom, Erica, Colin

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the [TEAM NAME HERE] experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time

Name Frances Silva Roiz

Participant Number _____

Date 10/26/2017

Signature [Signature]

Witness name _____

Witness signature _____

Word Count: 1487