



Quest

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Overview

Value Proposition

- Break New Ground. Meet New People. Tighten Your Community

Problem

- Many people find it very hard to look up, participate, and find the local community that they're interested in without fear and concern of safety.

Solution

- With Quest, we ease all the process by gathering all the existing verified communities, pinpoint the exact locations, and broadcast your activity through your trusted social network all in one platform.

Task 1 (Simple): Find An Existing Club of Interest

- We add login and recommendation survey page to ensure that the suggested activities in the homepage fit the user's interest
- We enlarge the join button for suggested activities to make sure that the user will not overlook these quick link suggestion
- We remove search event by location because in the low-fi experiment all participants prioritize the event's interest much more than its location.

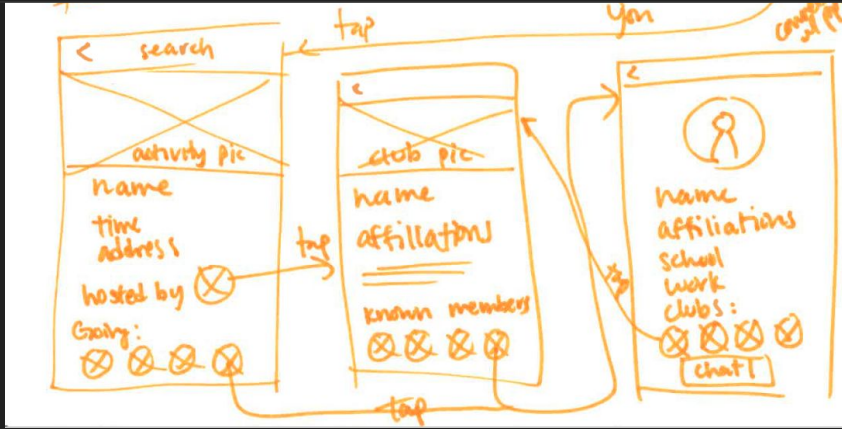
Task 2 (Medium): Tag Along With Friend(s) To The Event

- We added 'find friends' option to the menu bar so that user can find friends more easily.
- In the friend's profile, it contains all the events and 'tag along' button that this person plans to go to.

Task 3 (Complex): Create A Club

- In menu bar, we change the option 'create club' to 'manage club' so that it serves as club management system in case that user already owned one.
- We add more details about the condition that user need to submit for club creating request. These details include basic rules for creating a club, image for a club, club name, club description, and exact location by pinpoint in Google API.

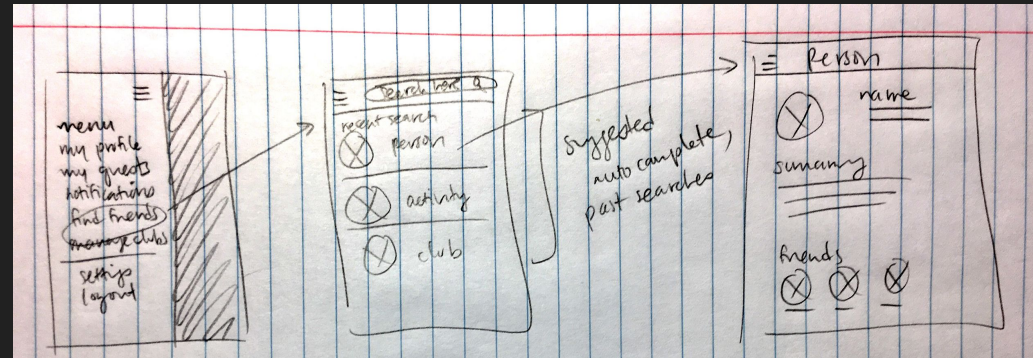
Revised Interface Design



Added 'find friends' to menu so users can find friends more easily (name-driven path) instead of taking a roundabout path (activity/event-driven path) to find a profile.

Before

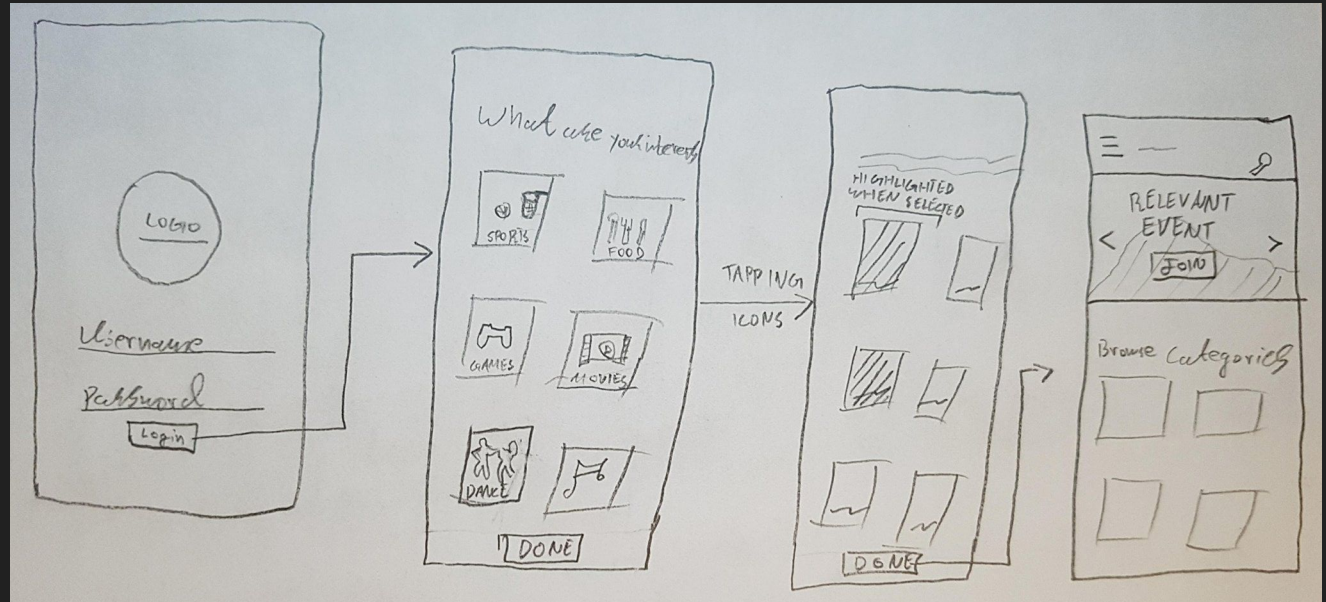
After



Revised Interface Design

Added a way to get user interests on first login to make appropriate featured event suggestions. This should help users find relevant information quickly, and drive initial retention.

New Feature

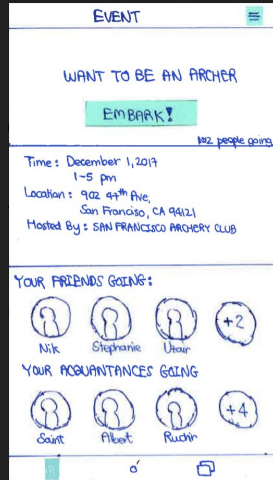


Revised Interface Design

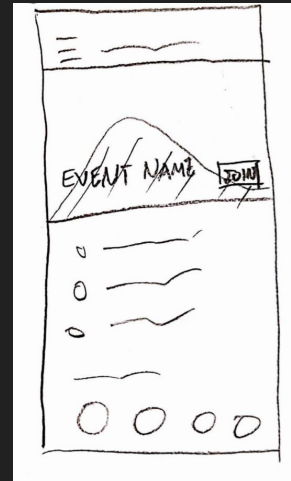
Other design changes

- Changed button names from *Embark* to *Join*. Our lo-fi evaluation revealed that people found 'Embark' somewhat ambiguous. 'Join' is more intuitive.

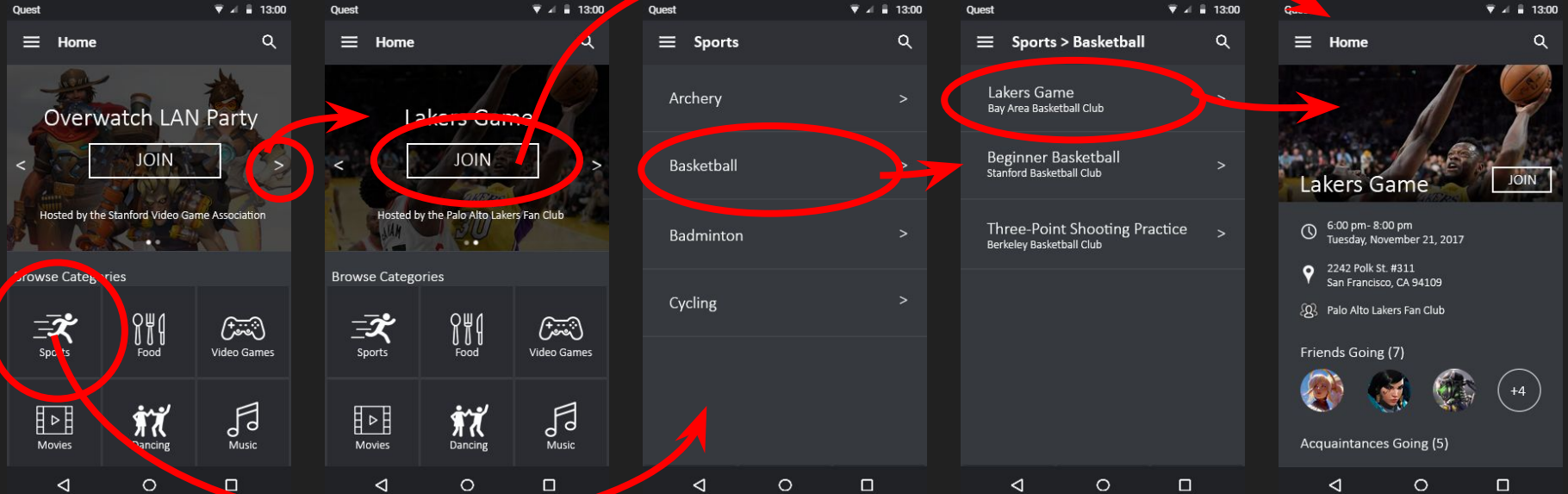
Before



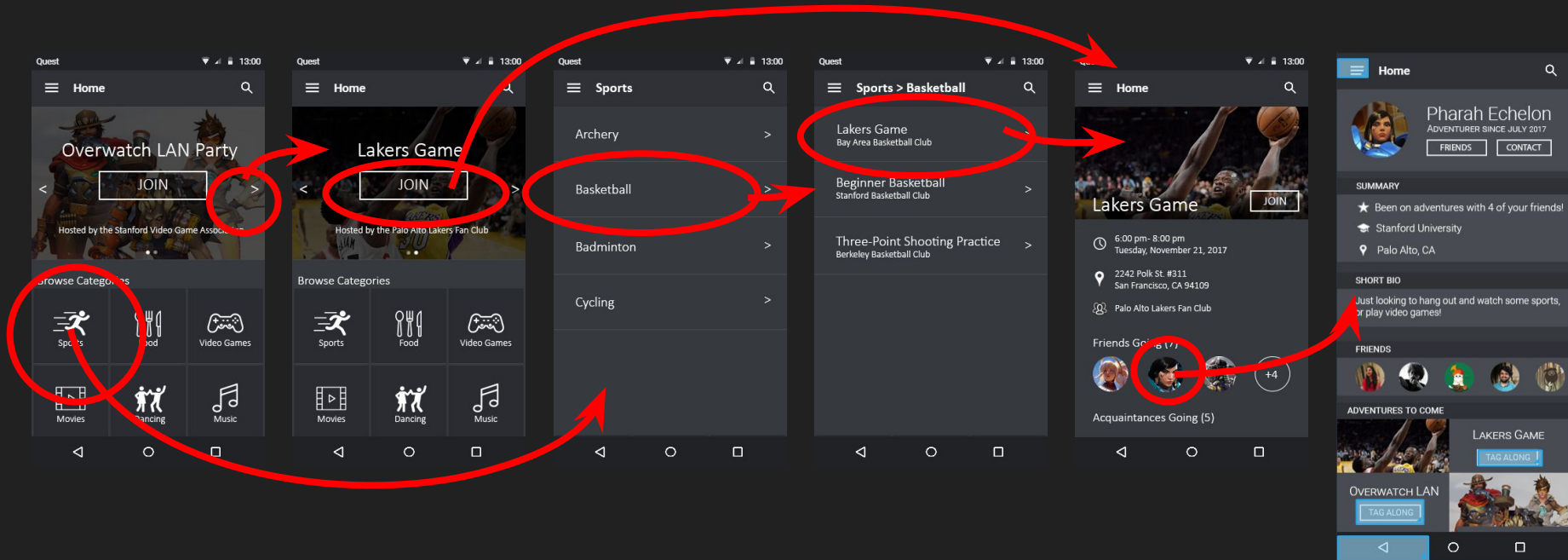
After



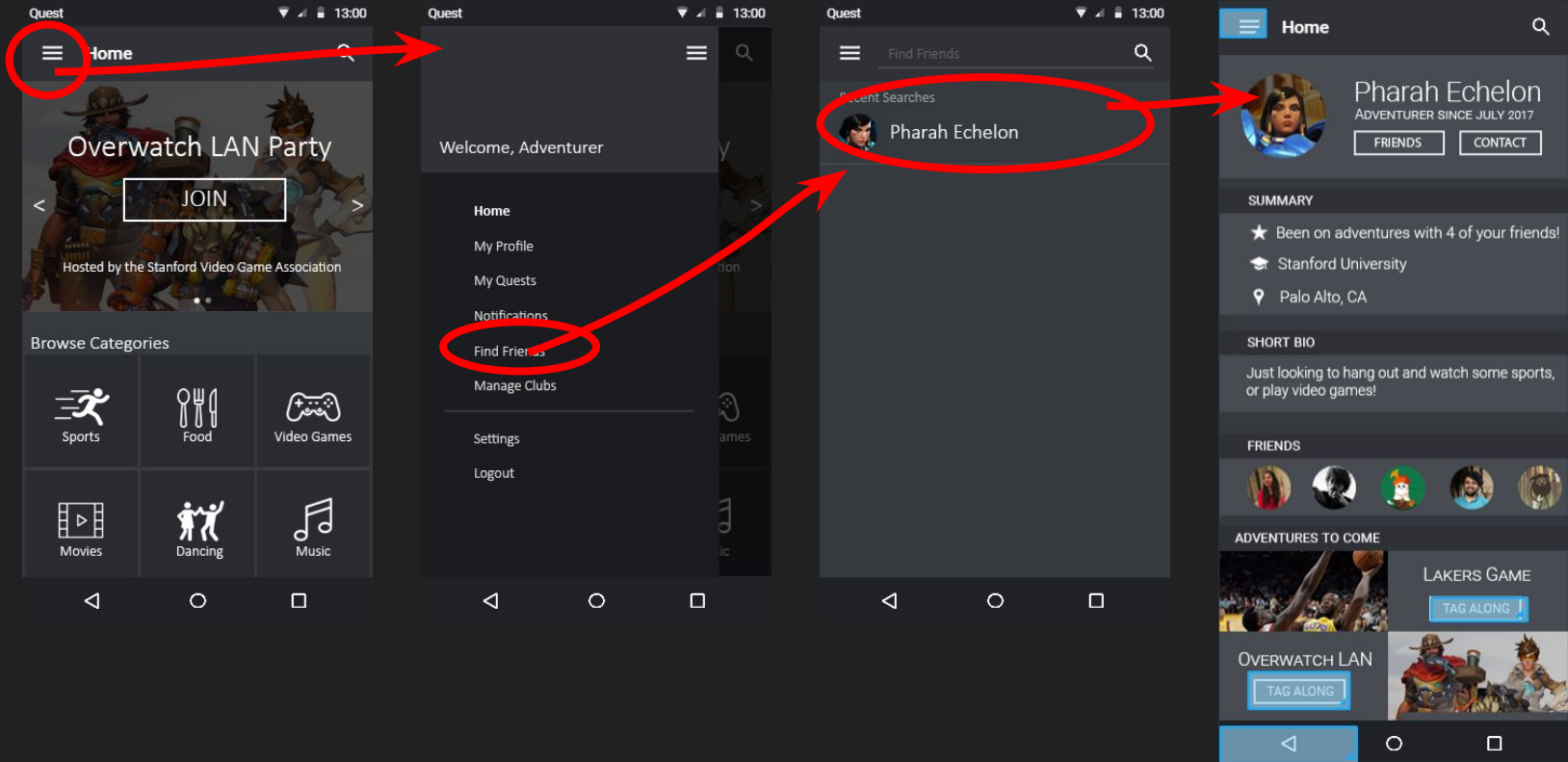
Revised Interface Design (Task 1)



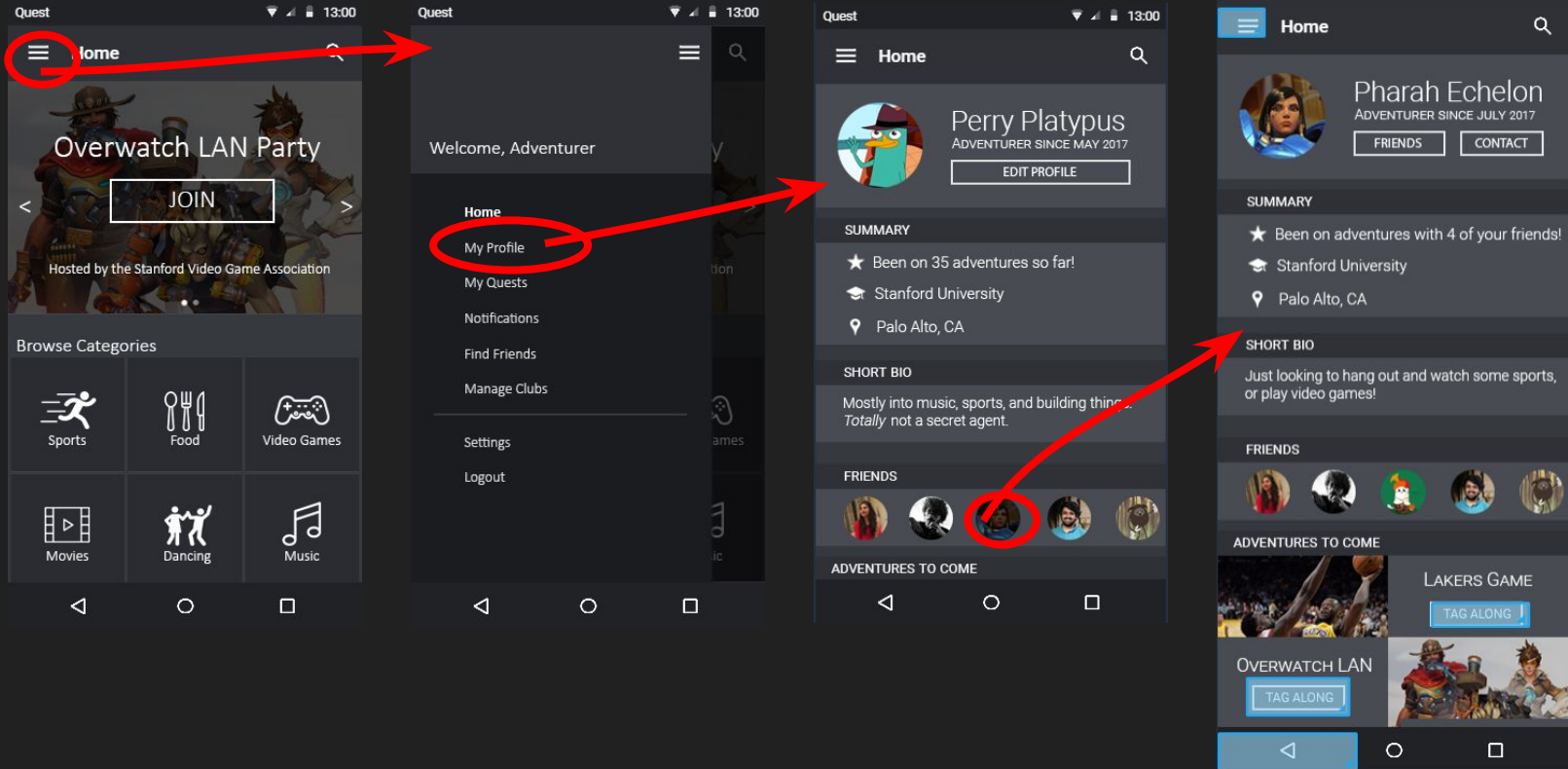
Revised Interface Design (Task 2)



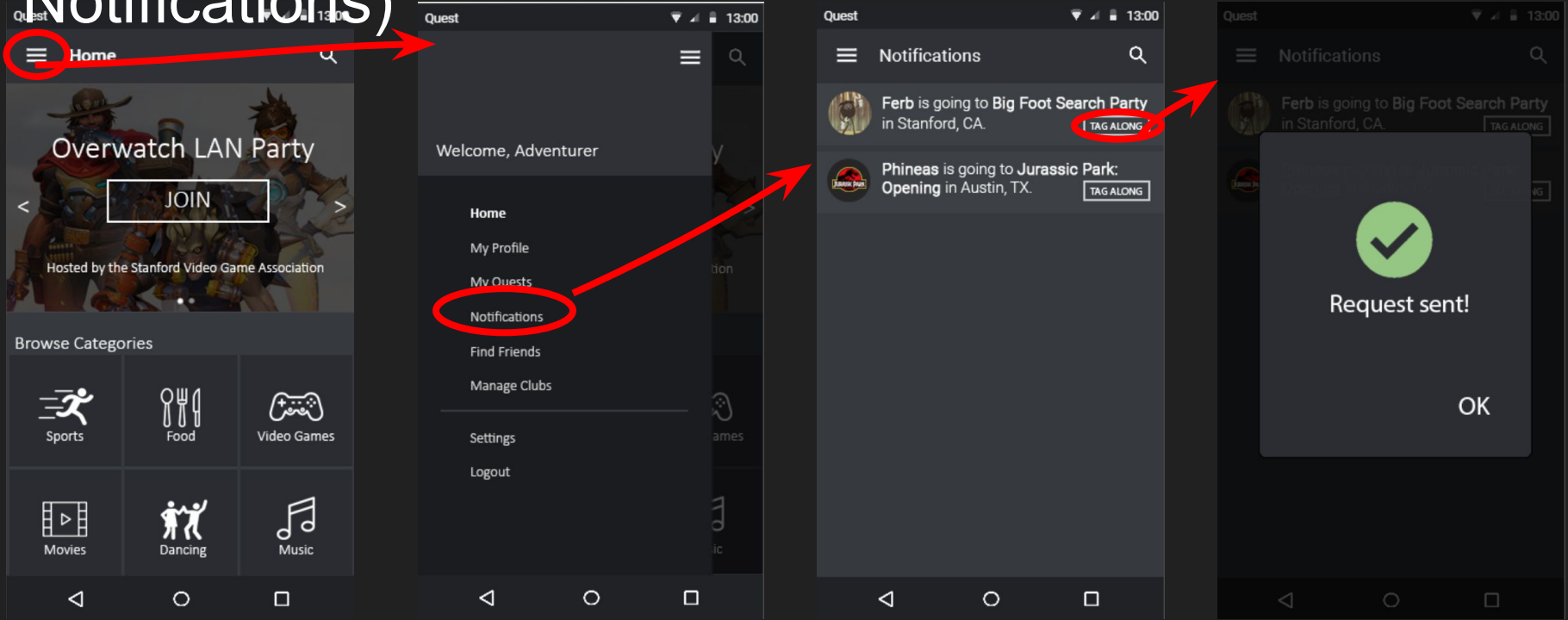
Revised Interface Design (Task 2 using Find Friends)



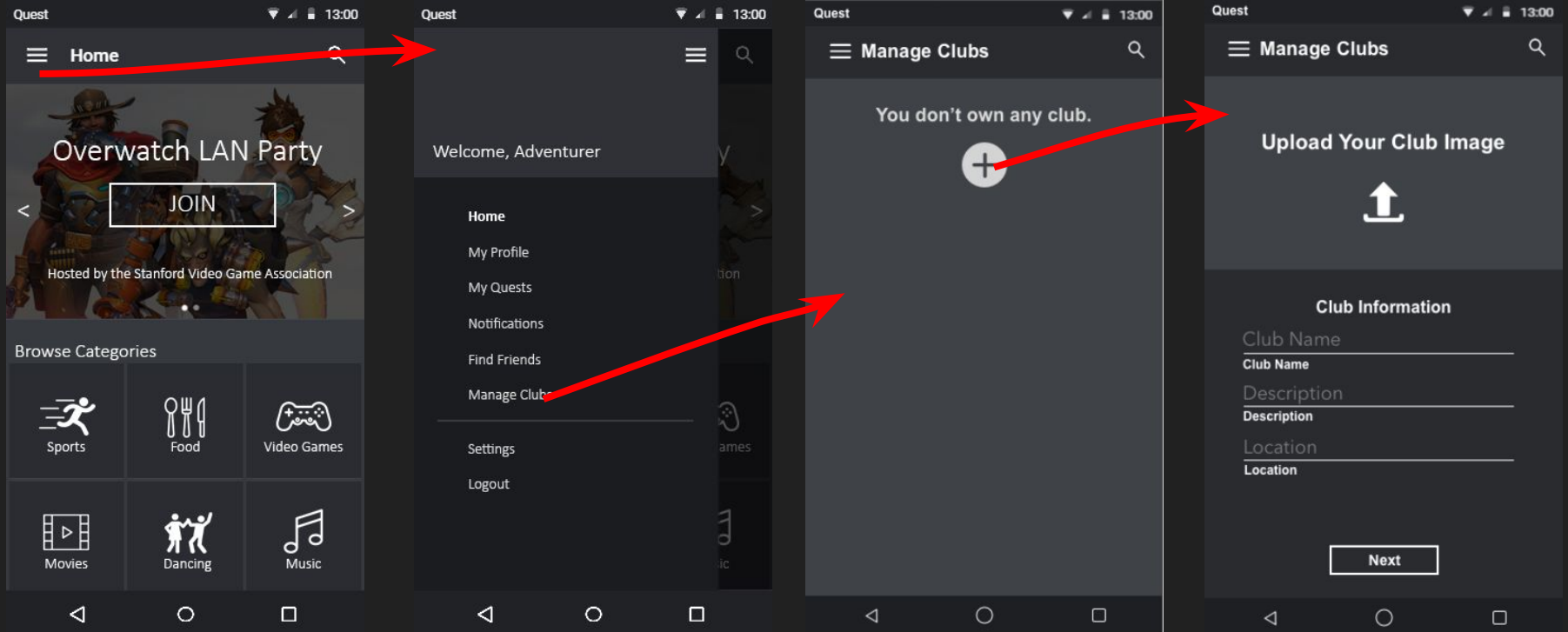
Revised Interface Design (Task 2 from own profile)



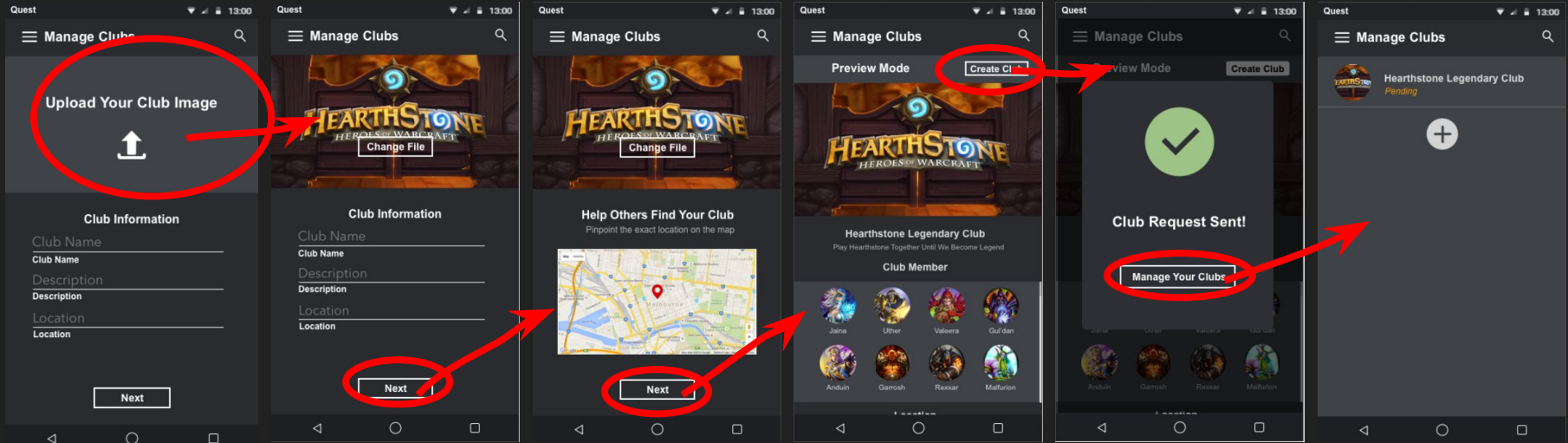
Revised Interface Design (Task 2 using Notifications)



Revised Interface Design (Task 3)



Revised Interface Design (Task 3 continued)



Prototype Overview - Tools

- Used **Adobe Photoshop and Sketch** to design individual screens, following Material Design guidelines with some alterations
 - Create realistic mocks with reusable templates
 - Allows easy image clipping + cropping
 - Every image is fixed with no dynamic interaction
- Added interactivity using **Marvel**
 - Adds interactivity
 - Ignores real back-end functionality (e.g. performance)
 - Some animations simplified or left out since we only have presets
- Goal was to highlight all the screens/pathways for our three main tasks



Prototype Overview - Limitations and Tradeoffs

- No on-boarding process yet (to simplify task flow)
- Person-person interactions are skipped (simplify task flow)
- Marvel does not keep the Android Navigation Bar static as the page scrolls
- Only one sample event and friend profile each for now (simplify task flow)
- Some flows unrelated to our tasks are not yet shown
- The map in the 'create a club' screen is not interactive [static design element, instead of embedded widget] (This is a Marvel limitation)
- There are several ways to complete each task. Therefore, hitting the back button might sometimes navigate to the previous screen of a different flow. The menu bar can be used to navigate back in such cases.

Prototype Overview - Details

Wizard of Oz: None

However, we did hard-code some content, including both profile pages, a sample event, and existing social networks, to simulate the user experience. The suggested events are also hard-coded as we have no back-end to make real suggestions.