

A desk setup featuring a spiral-bound notebook, a black pen, and a small potted plant. A large, semi-transparent grey circle is overlaid on the image, containing a solid black circle on the left and the main text. To the right of the text, there are several concentric white circles of varying sizes.

WEEK 5: Low-Fi Prototyping & Pilot Usability Testing



RoadMap

- **Mission statement**
- **Selected interface**
- **Low-fi prototype**
 - Three task flows
- **Experiment**
 - Method
 - Results
- **UI Changes and Summary**

Mission Statement





Background

- Musicians feel as if they have **nothing to practice for** and **no one to practice with**, which leads to a **lack of motivation** to practice



Background

- Musicians feel as if they have **nothing to practice for** and **no one to practice with**, which leads to a **lack of motivation** to practice

How can we incentivize practice and encourage collaboration among musicians?

Mission Statement

**Always
Have A
Friend to
Practice
With**

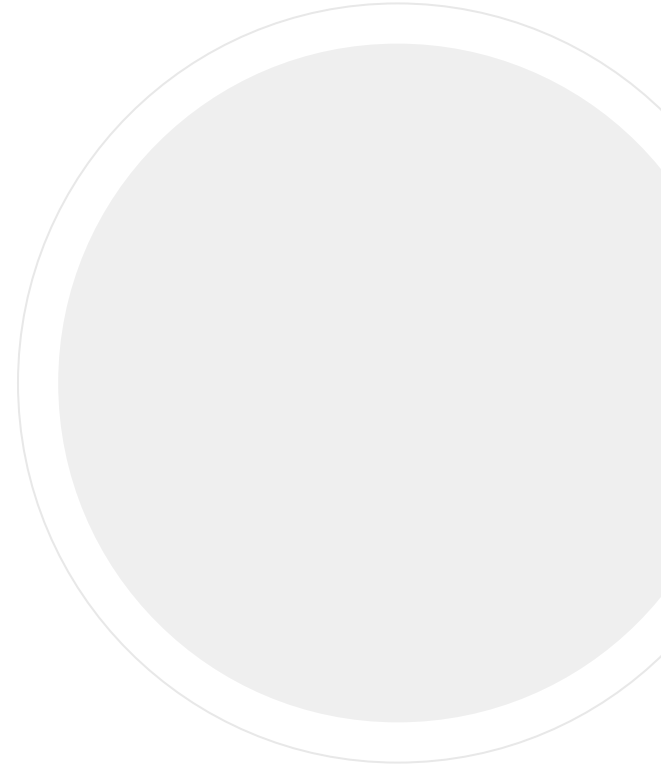


Pife



Mission Statement

- **Platform Incorporates**
 - Reward
 - Collaboration
 - Accountability
 - Fun!



Selected Interface



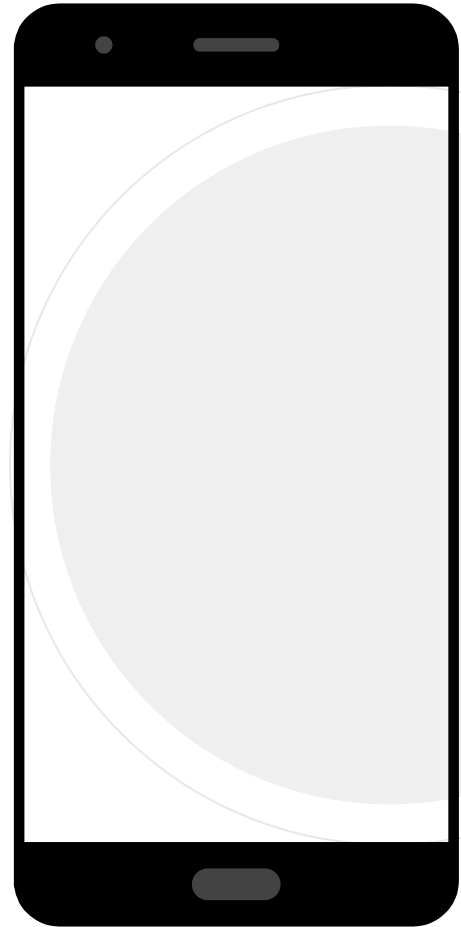


Pros

- Portable
- Accessible
- Interface used by a broad audience
- Simple & constant notification system
- Avatar front and center - most focus

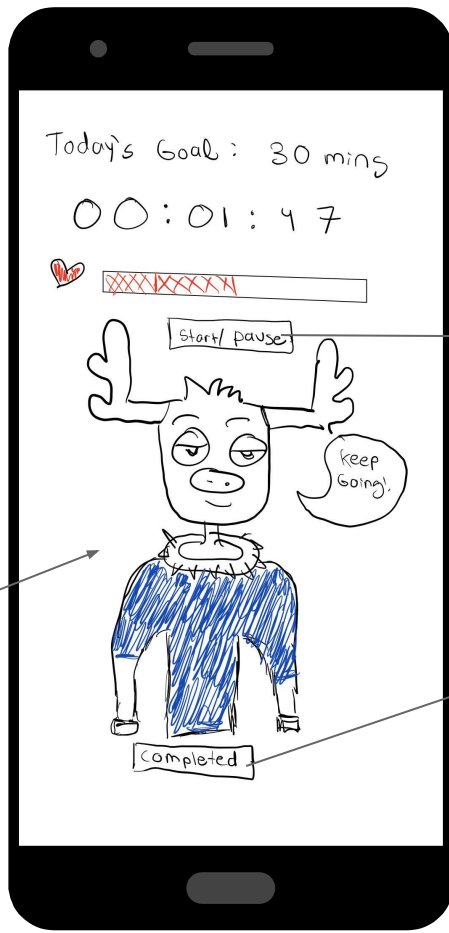
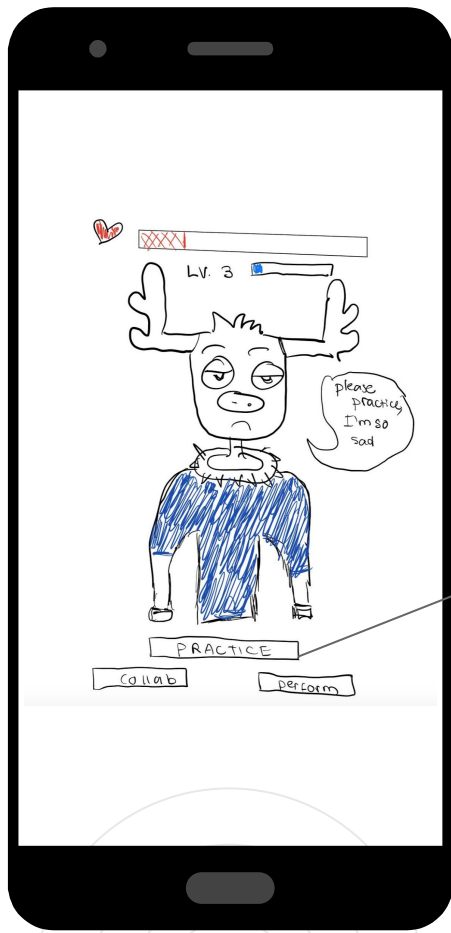
Cons

- Questionable quality of camera/speaker
- Tricky to record yourself
- Connectivity

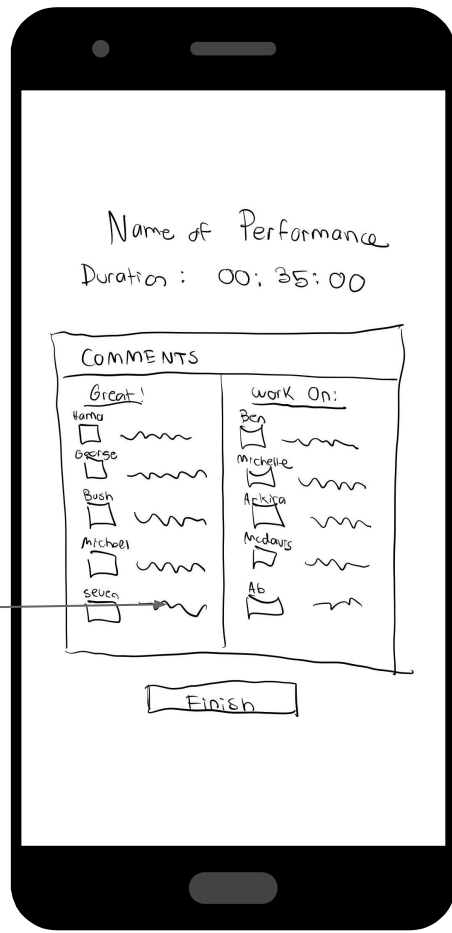
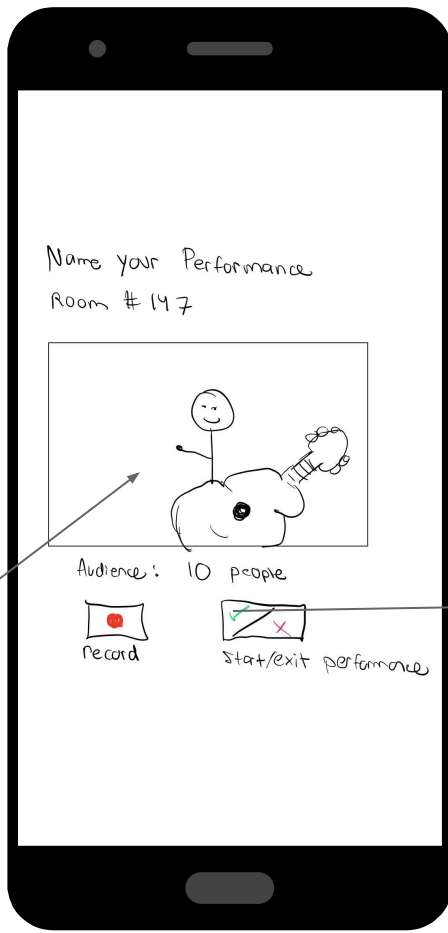
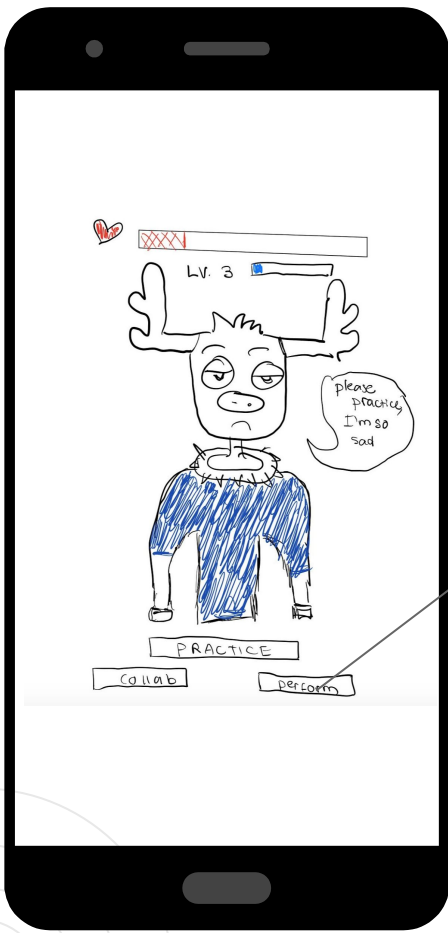


Low-Fi Prototype

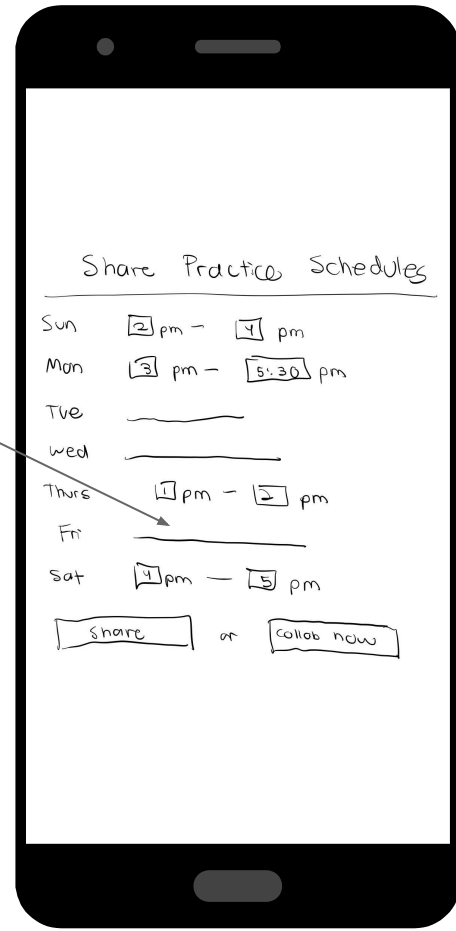
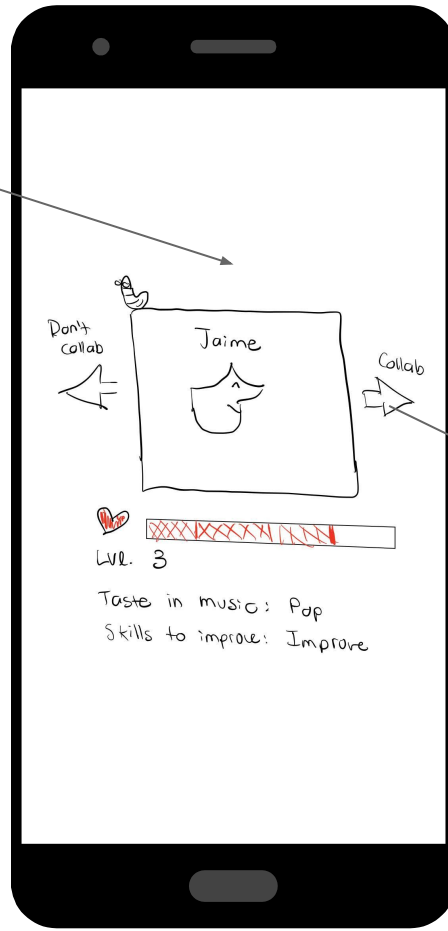
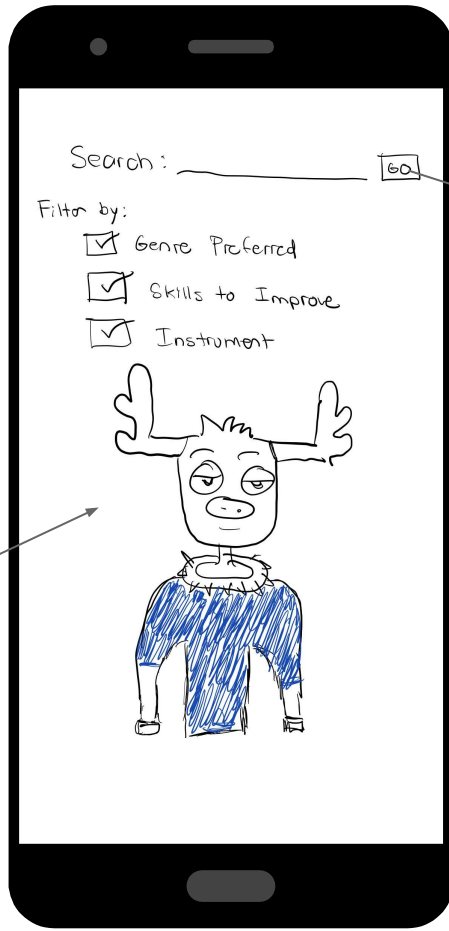




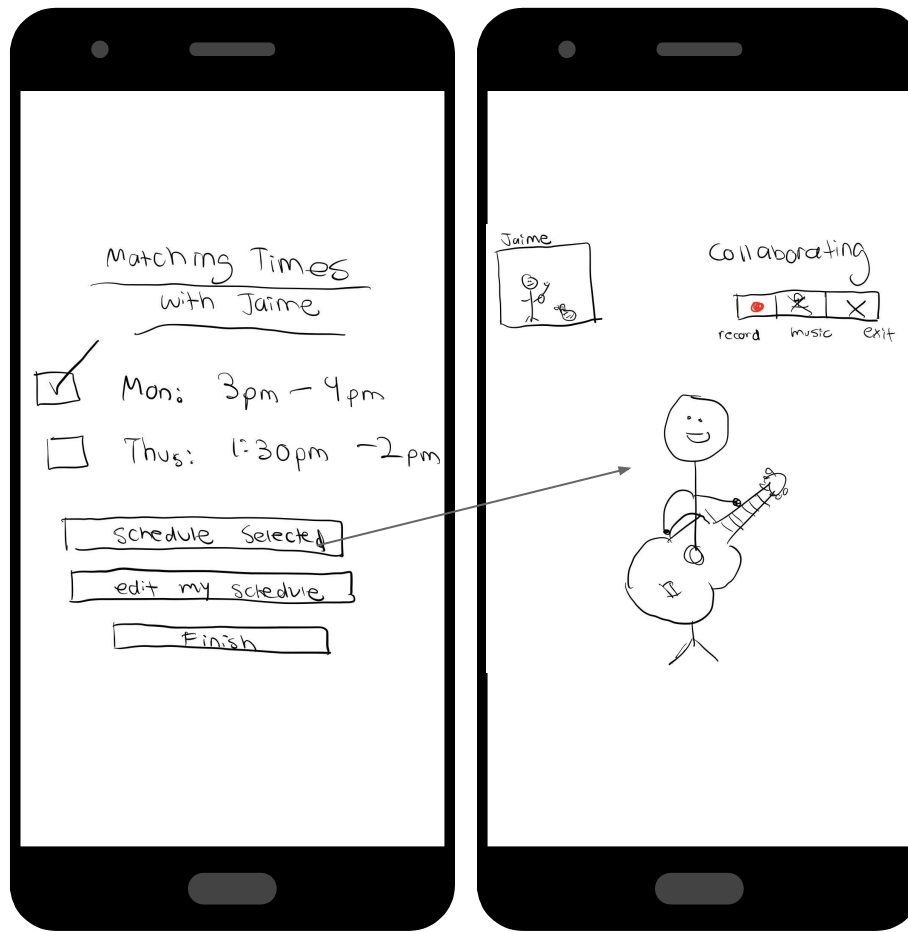
Task 1: "I want to feel motivated to practice."



Task 2: "I want to perform in front of others."



Task 3: "I want to share my practice schedule with others."



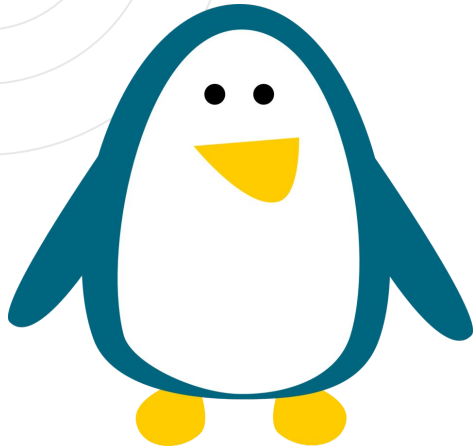
Task 3: "I want to share my practice schedule with others." Cont...

Experiment

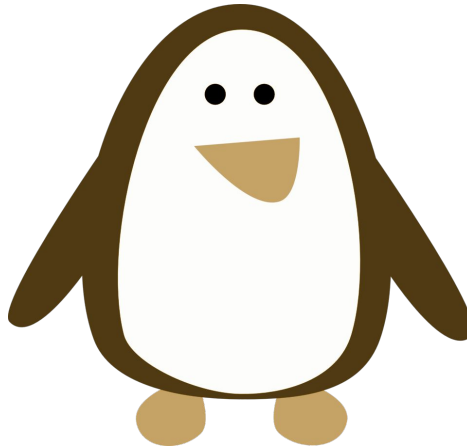


Experiments - Method

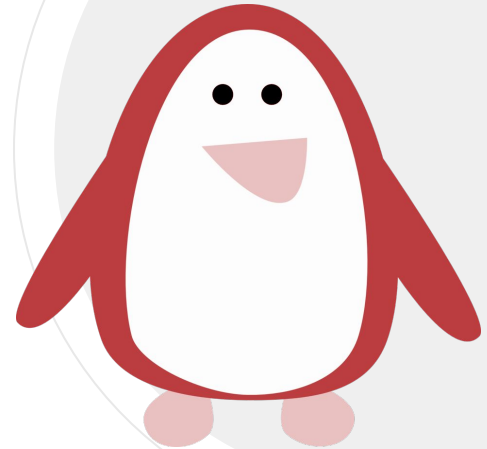
Participants



Freshman At Stanford
Taking Music Class



Stanford Alum '78 and
Attorney



Trombone Player at
Guitar Center

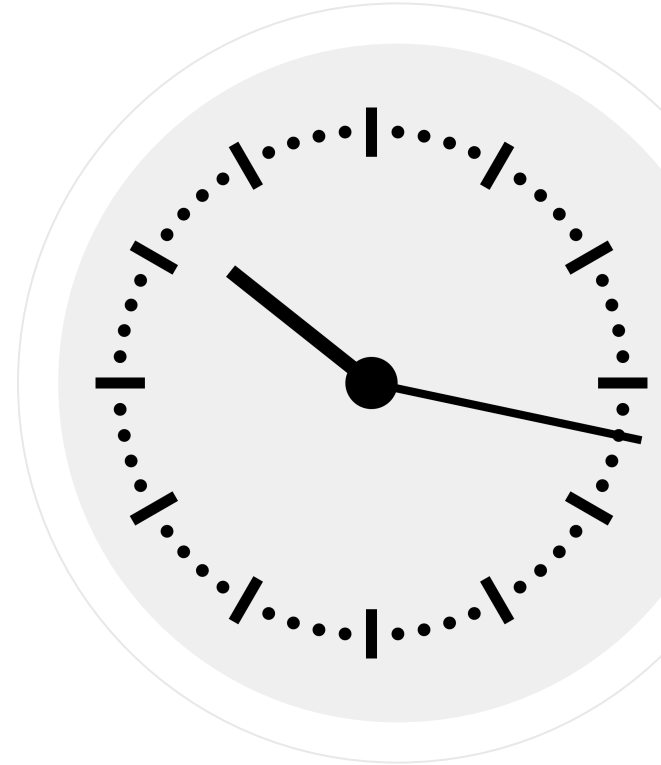
Experiments - Method

Environment/Setup

- We gave a high level **demo**
- Created space for them to ask **questions** post-demo
- **3 tasks**
- Take note of **success, error, and timing**

Experiments - Timing

- All tasks were completed in interaction
- **Time increased** due to difficulty of flow navigation
- **Time increased** over what avatar represented



Experiments - Errors



1. Skeptical of **audio and visual qualities**
2. **Purpose of avatar** was confusing
3. Certain functions within the task **flow difficult to grasp**
4. **Ambiguous** screens (ie share schedule)
5. Buttons should have **clearer** labels



Share Practice Schedules

Sun	<input type="text" value="2"/> pm - <input type="text" value="4"/> pm
Mon	<input type="text" value="3"/> pm - <input type="text" value="5:30"/> pm
Tue	<input type="text" value=""/>
wed	<input type="text" value=""/>
Thurs	<input type="text" value="1"/> pm - <input type="text" value="2"/> pm
Fri	<input type="text" value=""/>
Sat	<input type="text" value="4"/> pm - <input type="text" value="5"/> pm

or

Experiments - Successes

- People were **excited** about the idea of a digital pet as means of accountability
- Loved the **ideas** behind the tasks
- **Clean** UI
- Liked the **community** aspect

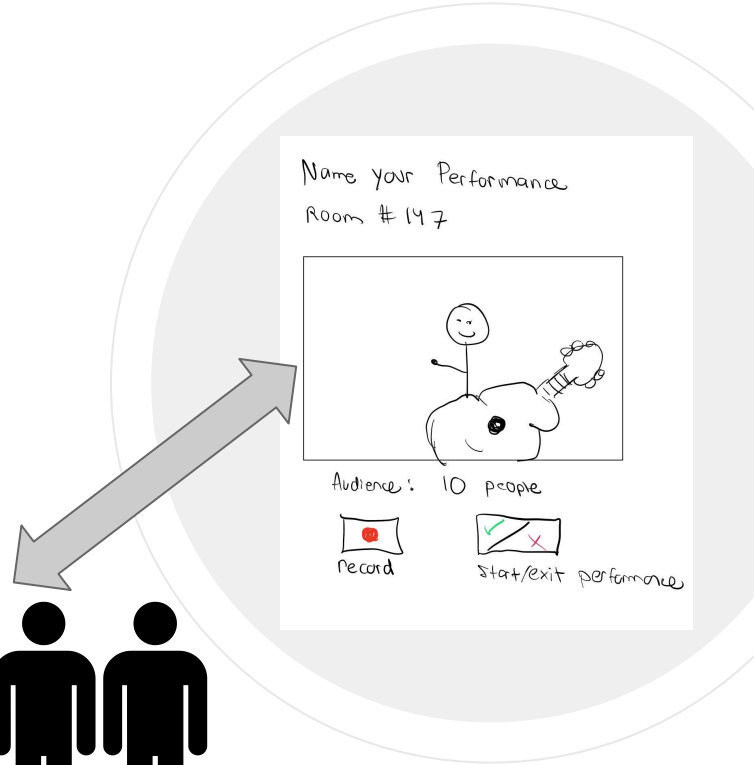
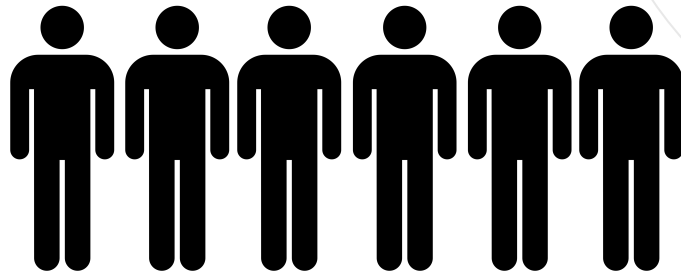


UI Changes + Summary



UI Changes

- Clearer **button text**
- **Prompts**
- **Clarify** what each tool does via roadmaps
- **Reply** to performance feedback
- Show the audience **profile pics**



Summary

- Users felt **excited** to about Pife and building a **community** of peer musicians
- Button text along with screen **ambiguity** was a point of confusion for users
- Difficulty of **navigation flow** increased time using platform