

NeighborAid

Low-fi Prototyping & Pilot Usability Testing

CS 147: Fall 2019

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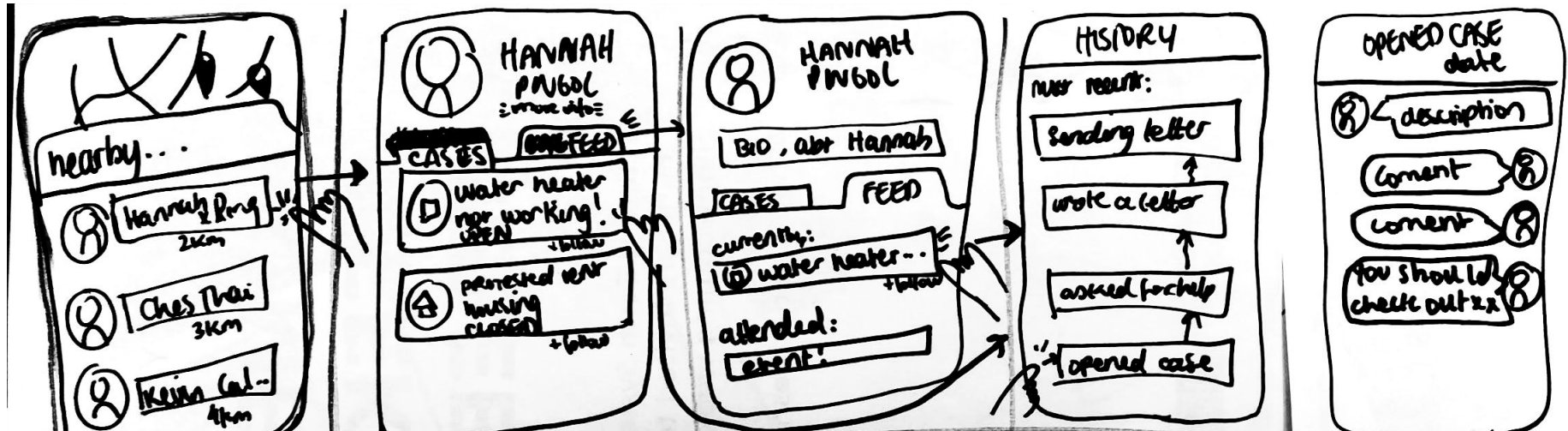
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Mission Statement

Make finding and affording housing more accessible for all people.

Chosen App: Case-based mobile app



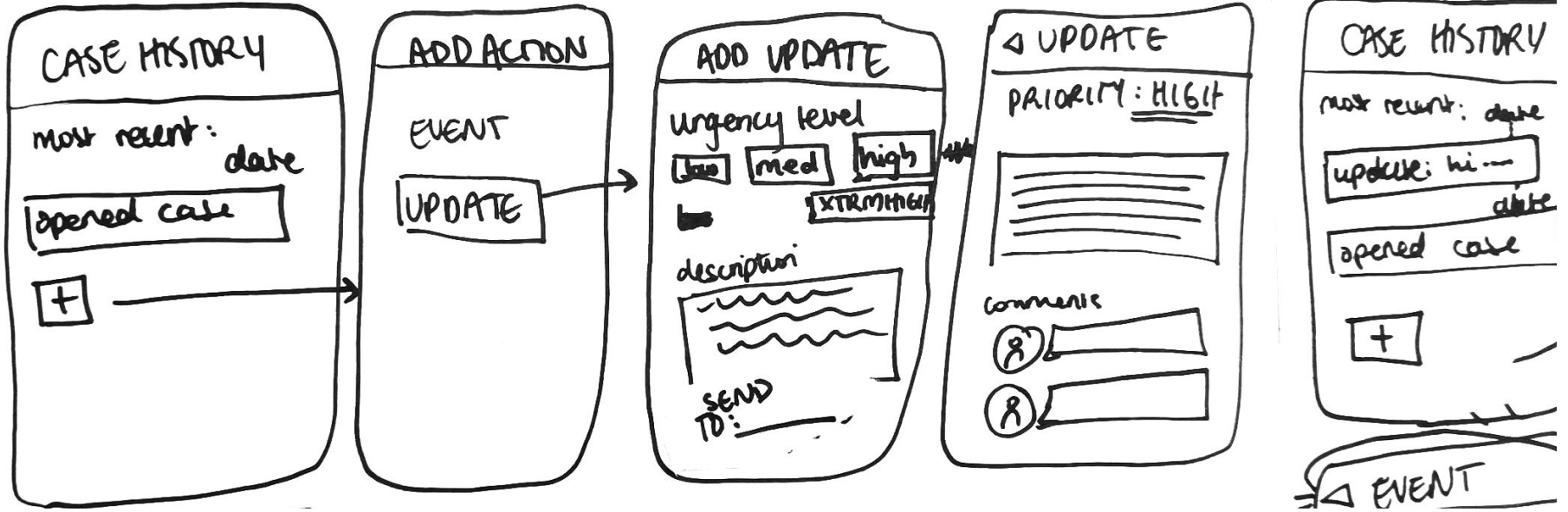
More sustainable model, promotes better community support/connection, easier to follow up, makes more sense given goal of creating community, makes better organisation (events linked together, cohesion around concern)

Taskflow #1 -

Create new case

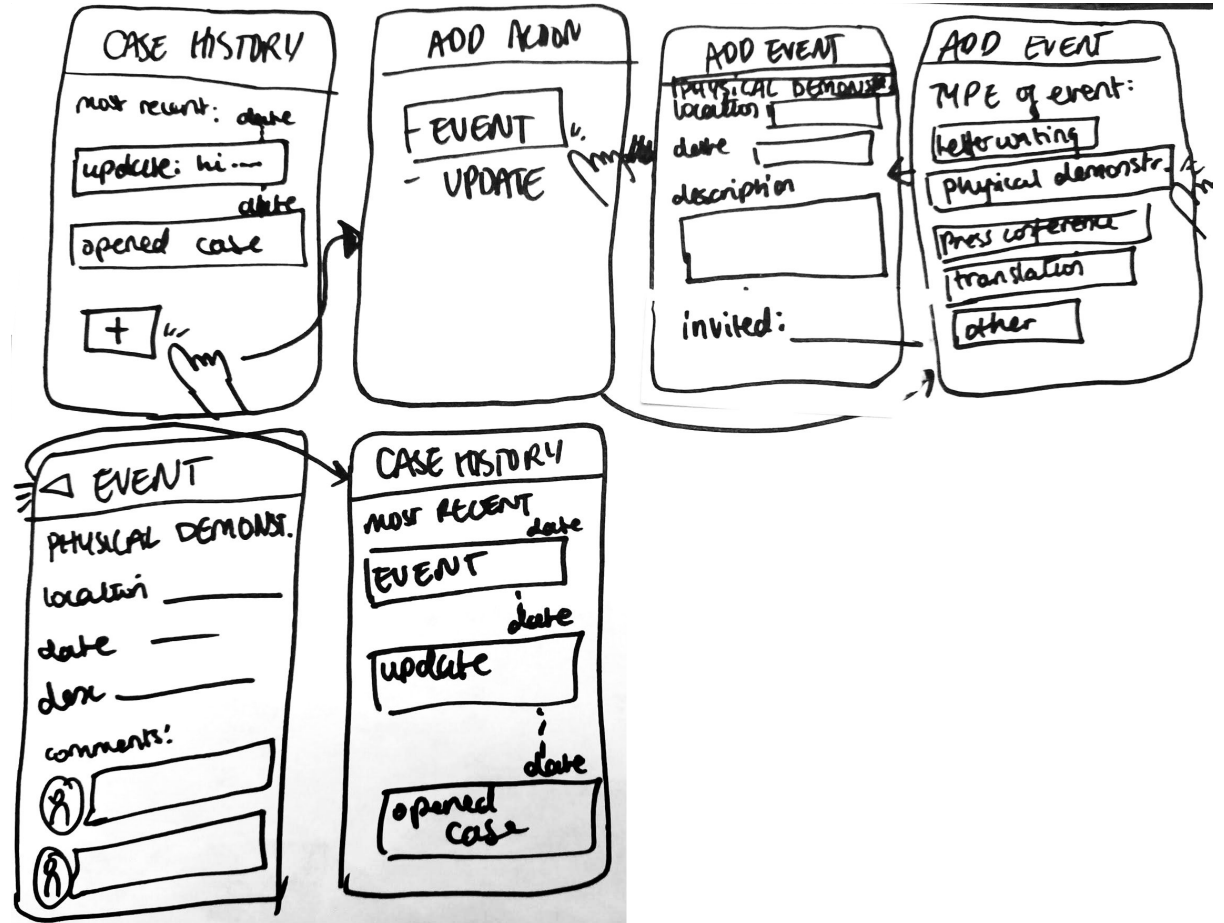


Taskflow #2 - Create an update

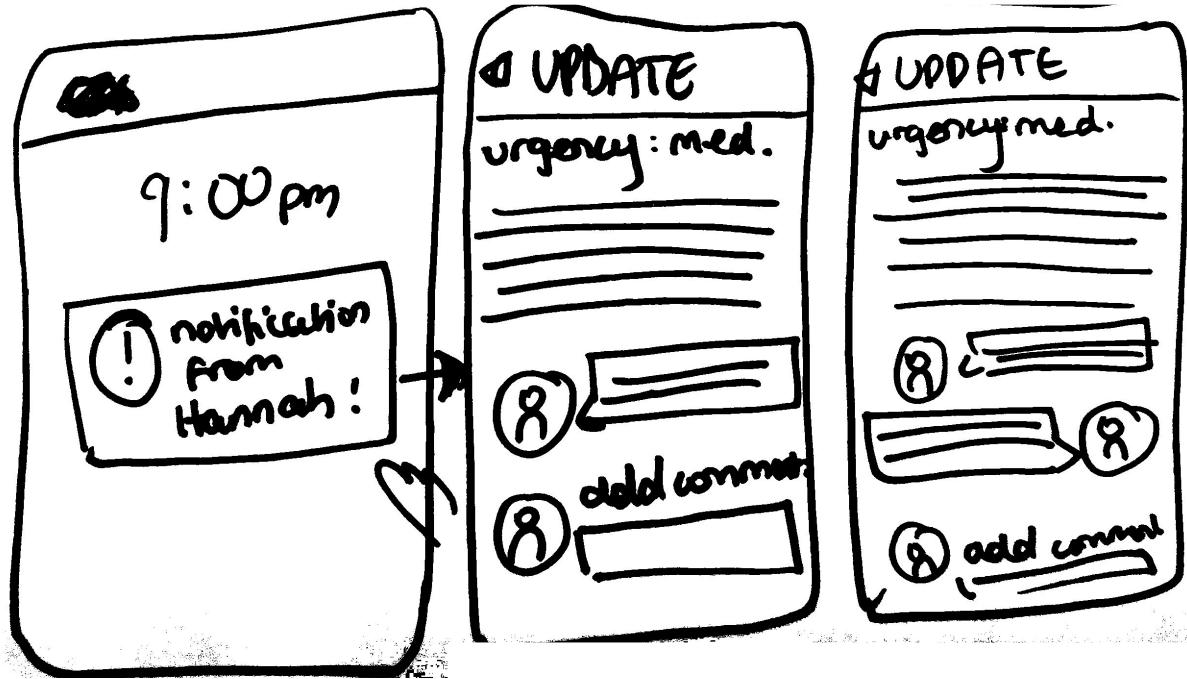


Taskflow #3 -

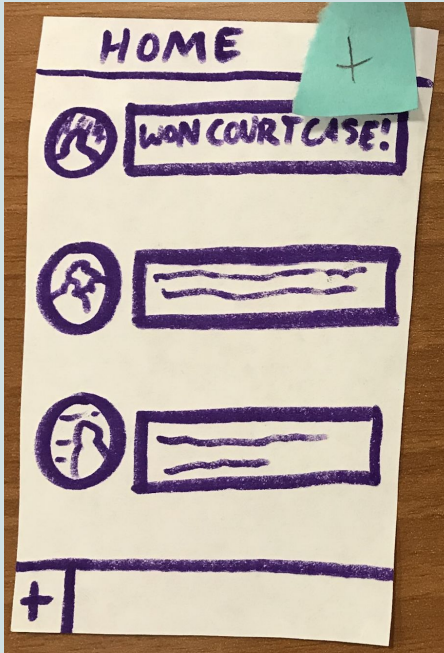
Create an event



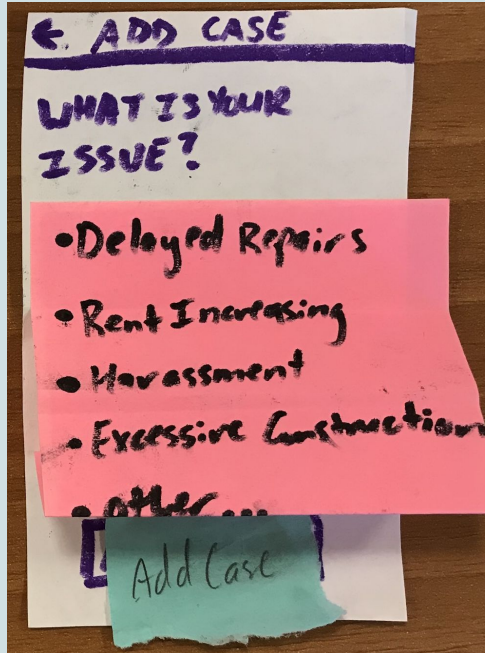
Taskflow #4 - Comment on post



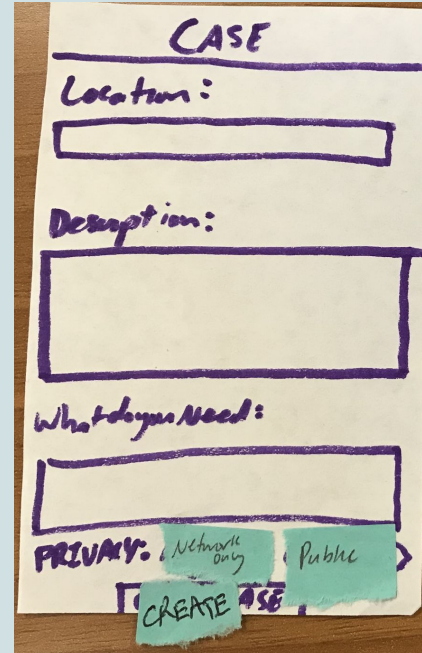
Taskflow #1 - Create new case



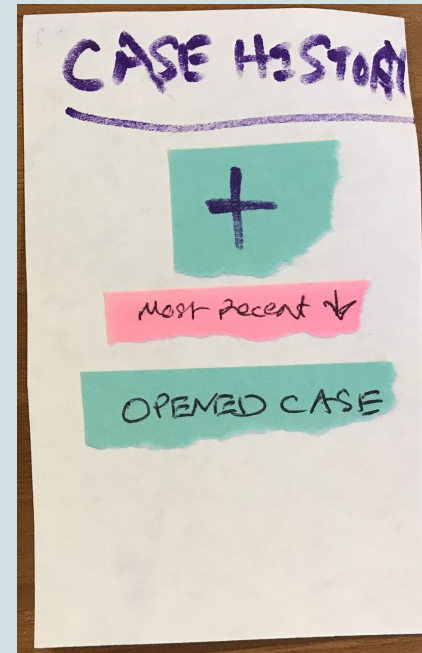
Landing Page



Add Case Page

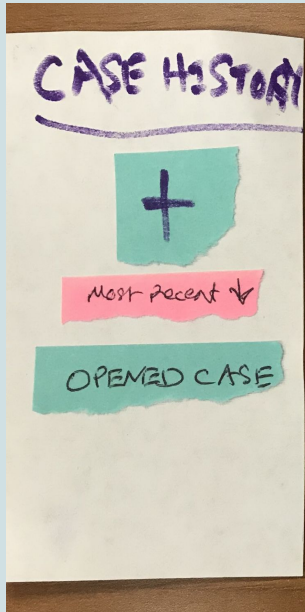


Add Case Page
cont.

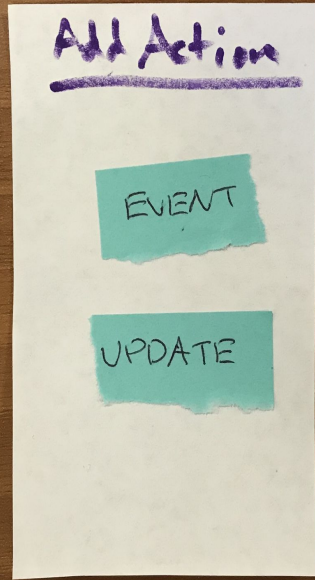


Newly opened case
history history
page

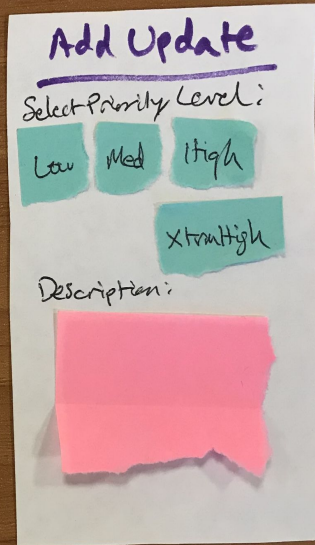
Taskflow #2 - Create an update



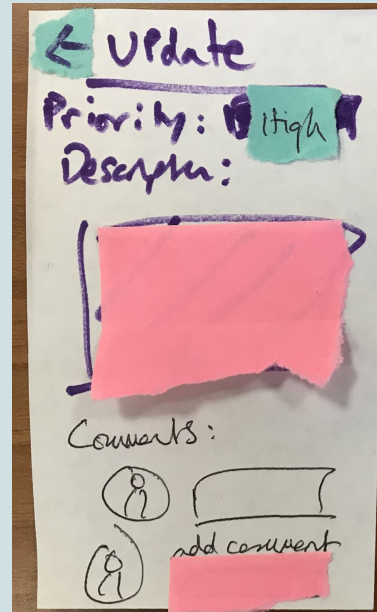
Case History Page



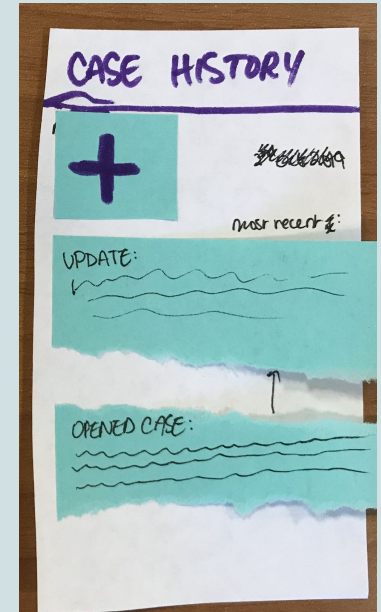
Action Selection



New Update Creation page

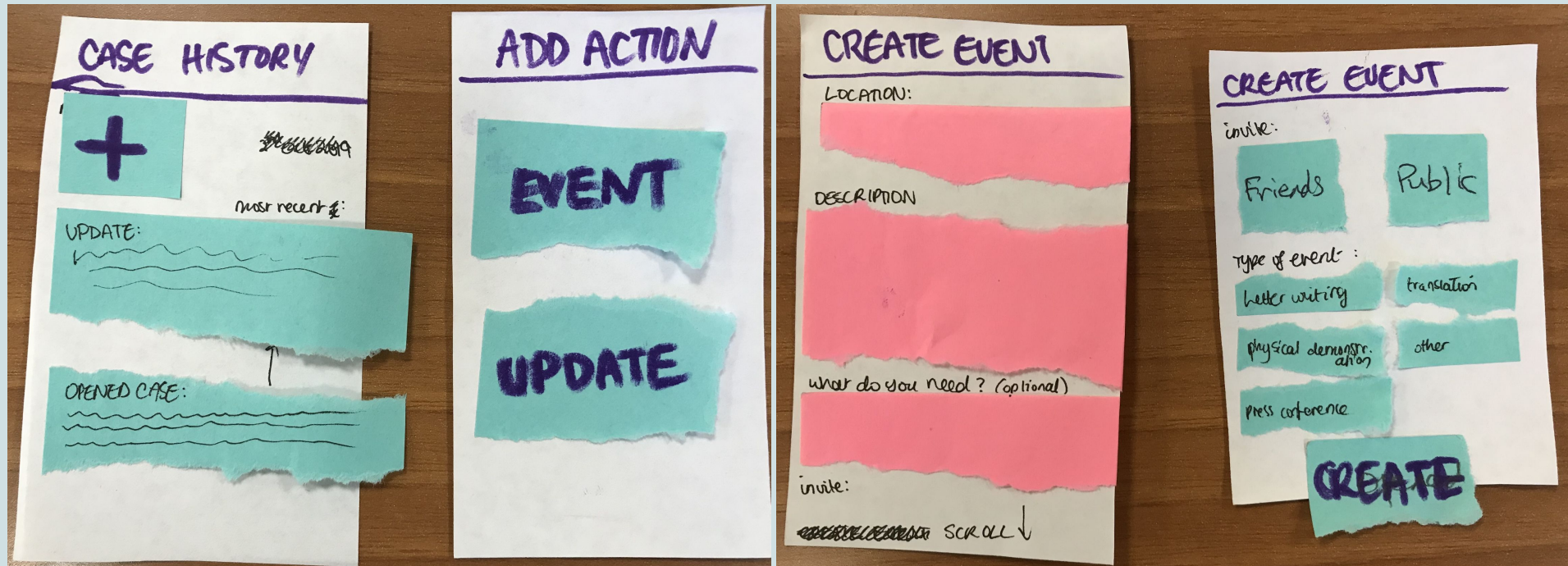


Update Details Page



Case History Page

Taskflow #3 - Create new event



Case History Page

Action Selection

Create New Event Form

Taskflow #3 - Create new event

← **EVENT**

Type: [REDACTED]

Location: [REDACTED]

Date: [REDACTED]

Desc: [REDACTED]

COMMENTS:

[REDACTED]

[REDACTED]

Type comment here... [REDACTED]

Event Details
Page

CASE HISTORY

+ [REDACTED]

most recent ↓

EVENT:

[REDACTED]

UPDATE

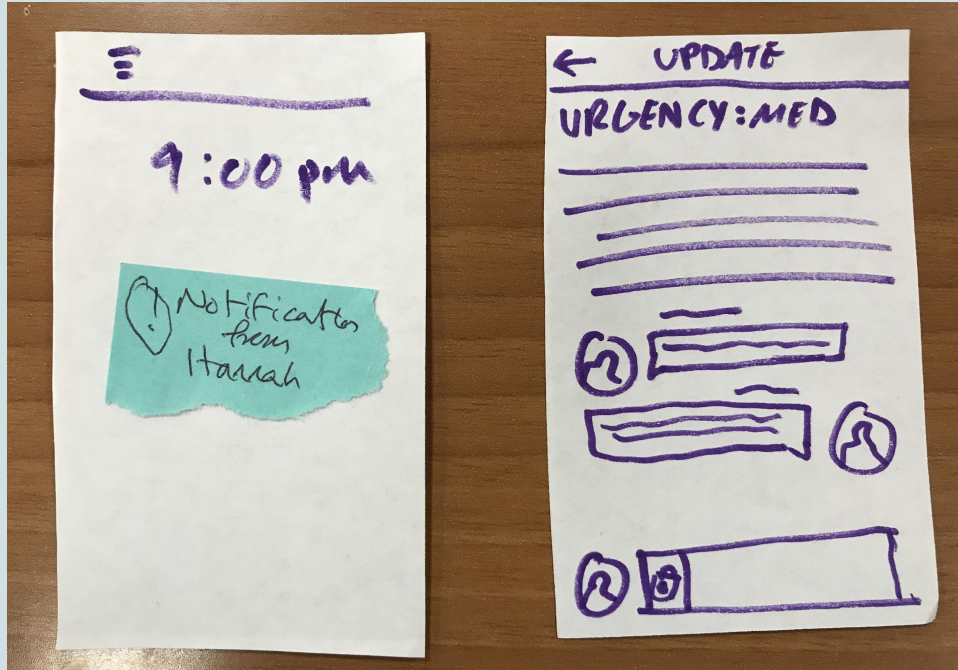
[REDACTED]

OPENED CASE

[REDACTED]

Case History
Page

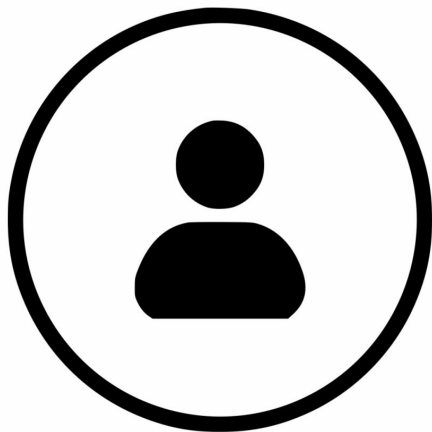
Taskflow #4 - Adding a comment



Locked Phone
Screen

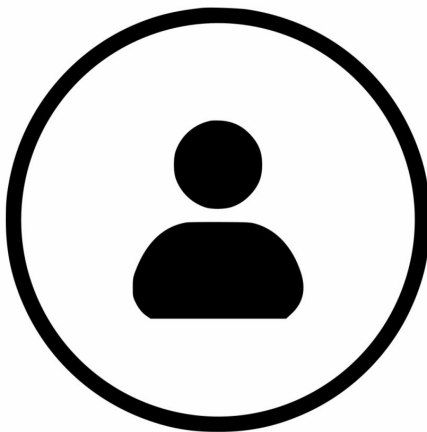
Update Details
Page

Experiment



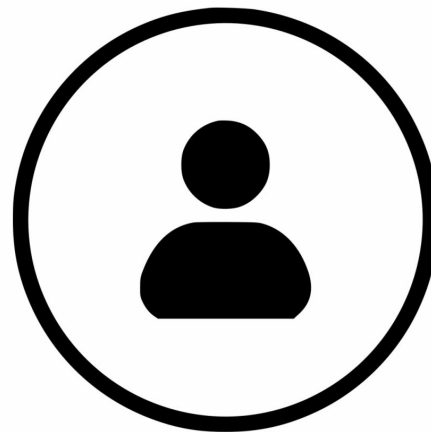
DF

Housing organizer
in San Francisco



ST

Junior at
Stanford



RH

Senior at
Stanford

Method

1. We started our testing by providing background info on the app:
 - a. Script: The app is a "social network" for renters to crowdsource housing issues they are experiencing, such as slow repairs and illegal rent increases. People can create "cases" that others in their network can subscribe to and get updates on steps being taken to resolve the case and ways they can help.
2. App Demo:
 - a. show how to view the cases for a profile, and how to view the events and updates in a specific case
3. Tasks
 - a. Ask the participant to perform each of our tasks listed above
 - b. Start from the landing page (a news feed), we ask them to create a new case.
4. Feedback
 - a. We asked for general thoughts about their experience using the app

Errors

1. Home screen looks like a group chat rather than an activity feed
2. Functionality of “+” button on “Case History” screen is not clear
3. Users mis-understand what a “case” was, vs an “event” or “update”, even though we took a minute in the beginning to explain background on how the app works.
4. Participants needed a lot of encouragement to motivate them to click continue along the work flow
5. Time
 - a. To complete all 4 tasks took roughly 8-10 minutes per participant, which is longer than we were expecting

Successes

1. Workflows for creating new update and event are smooth
 - a. Participants intuitively understand how to fill in the fields for description, urgency, location, etc.
2. Participants were excited about the prototype, especially the social networking/community-building component of the app
 - a. DH: "People often don't share things about their housing situation, but if they see that others are going through the same things, they might be willing to share and try to resolve them too."

UI Changes

Landing page with “My Cases” rather than activity feed

Label buttons clearly

1. “+” button for creating a new case
⇒ “Create New Case”
2. “+” button for adding an event or update to a specific case
⇒ Drop down menu with two options, “Add Event” and “Add Update”
3. Back button for leaving update or event details view and returning to history
⇒ “View Case History”

Summary

- Participants are very excited about the app and already have suggestions for what it could do
- Participants found some concepts a bit confusing at first, such as the meaning of a case vs event and update
- Cleaning up the buttons would significantly improve clarity and user flow

Questions?

Appendix

RH Errors

Incident	Severity Rating
"wouldn't I just write here in the chat? at the bottom...This looks like a group chat, but it's labelled home"	4
"I've arrived at case history, but how do I go back to add an update? I want to go to another page to add a message"	4
"I thought this plus would have been to add a case"	2

RH Errors (cont...)

Incident	Severity Rating
"I want a dropdown menu that says share case (like three dots)"	2
"privacy? oh ok, choose bw these two"	1
didn't understand that the case history page with the new update added to it was the same case history page from before	4

RH Successes

Incident	Severity Rating
Add example and add update workflow were easy to understand and input descriptions	0

ST Errors

Incident	Severity Rating
Blocked when trying to create an update to the case because thinks the plus button is for creating a new case	4

ST Successes

Incident	Severity Rating
Plus sign clearer now context of adding update	0
everything else very smooth	0

DF Errors

Incident	Severity Rating
I think a big issue is whether people will get involved when they don't have a housing issue	3 (we want lots of people to be in the networks)

DF Successes

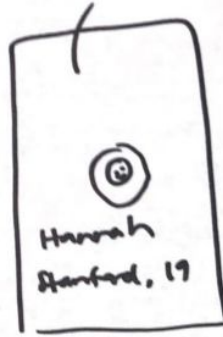
Incident	Severity Rating
I like how people can see what other people are doing in their housing situation	0
understands what a case is	0
clicks in the right places to make update and event	0

CONCEPT SKETCH #1 -
Location based networking mobile app

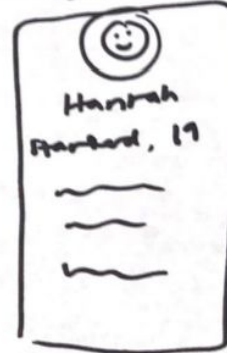
Map of People
Near You



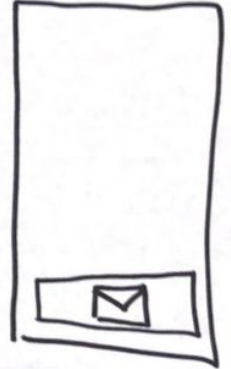
Click on person,
reveal profile



Scroll down,
see more
about them



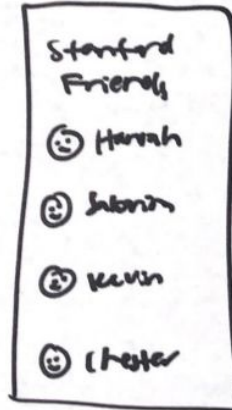
Message
Button at
the bottom



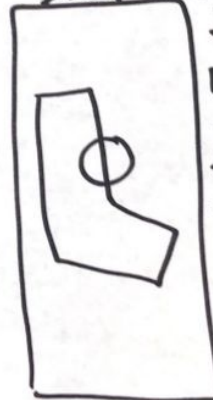
Back to Map



List of friends in Area



Zoom in to
general area



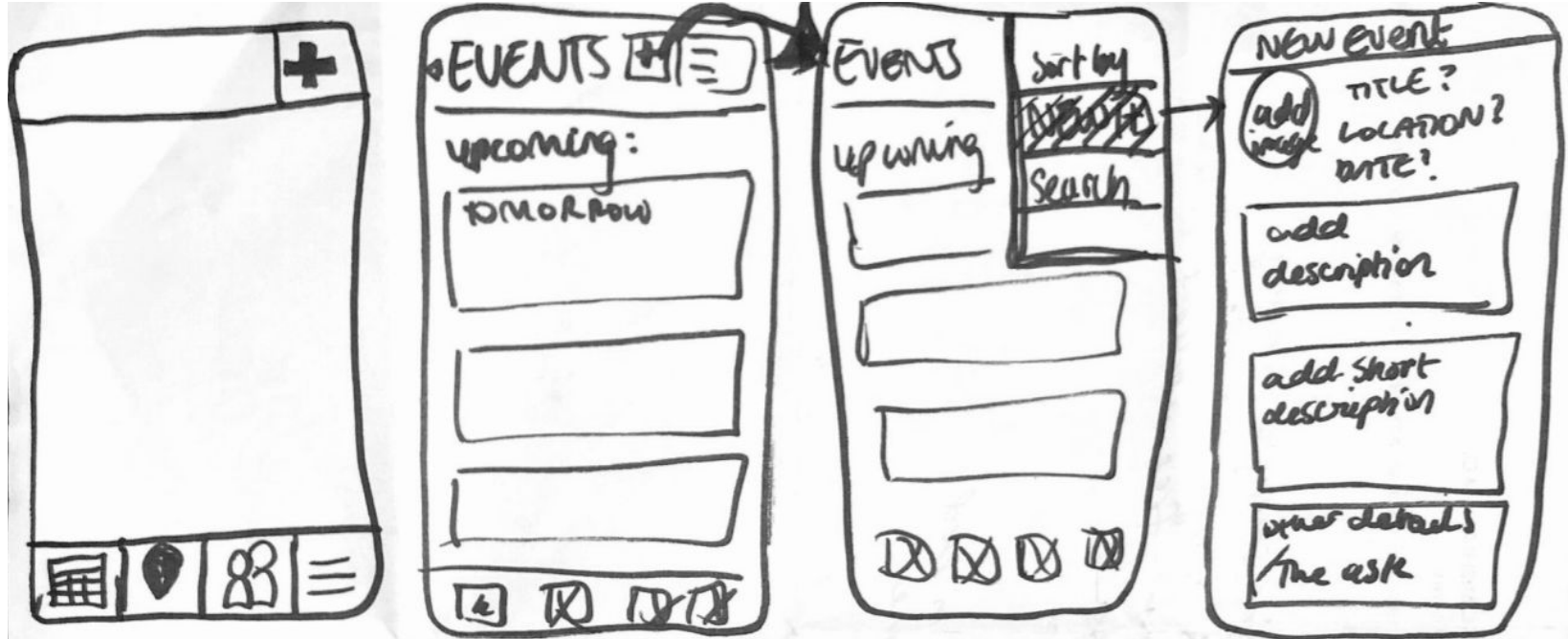
↓ list
of
friends
in
area

Zoom in closer

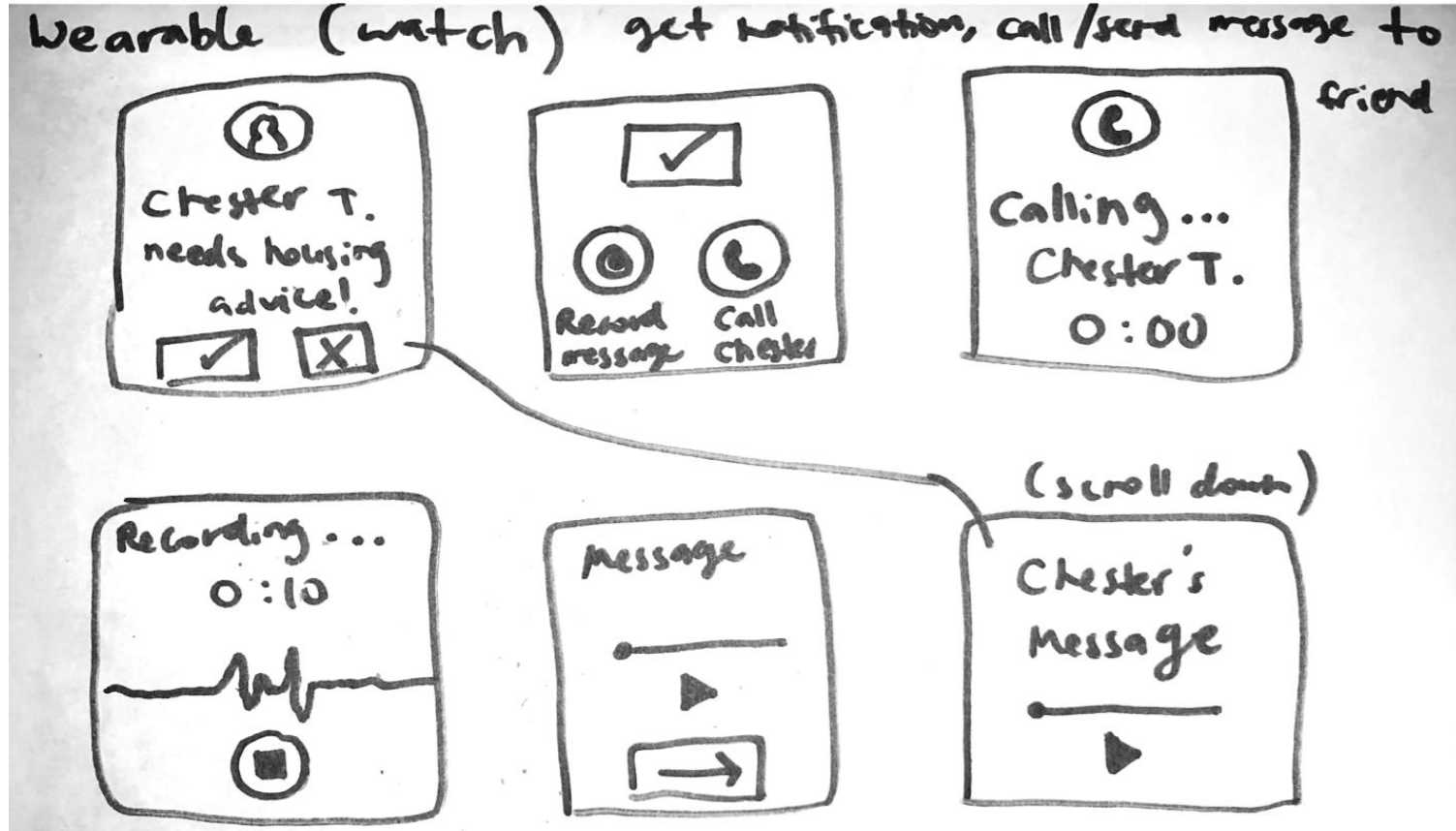


↓ pictures
of
friends

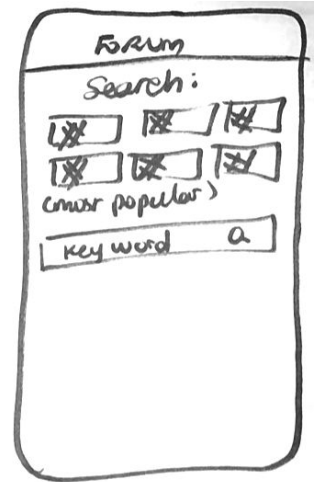
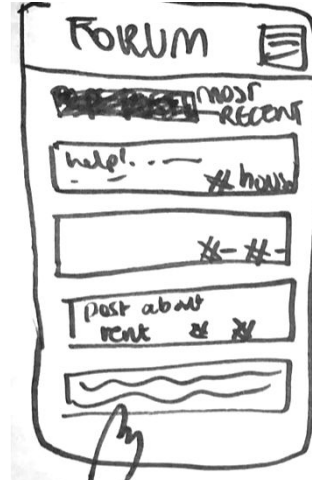
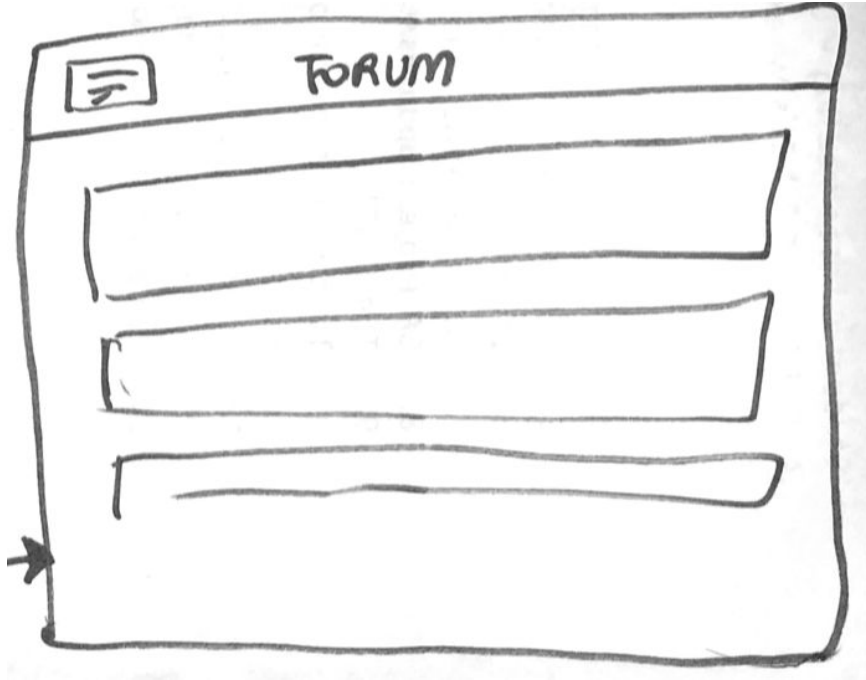
CONCEPT SKETCH #2 -
Event based mobile app



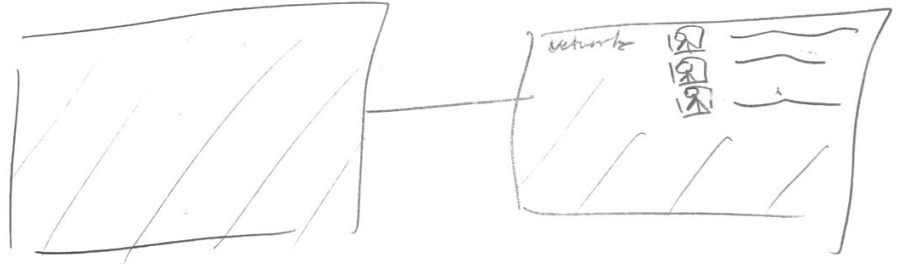
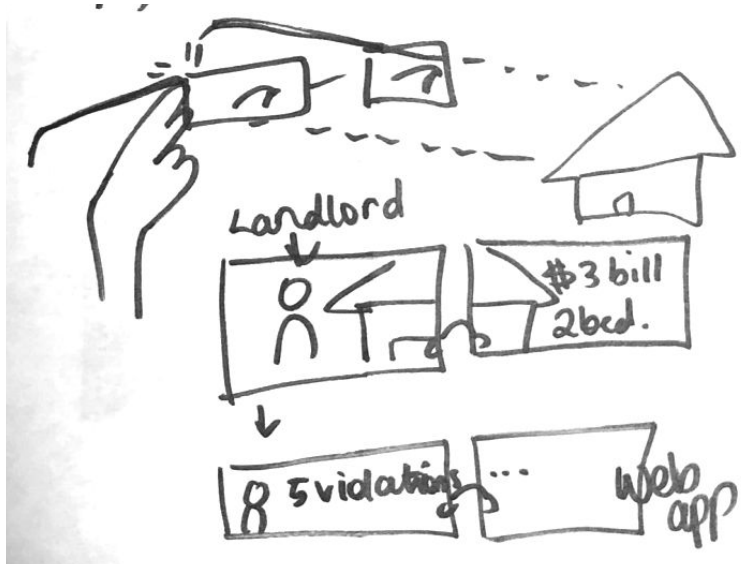
CONCEPT SKETCH #3 - Wearable watch app



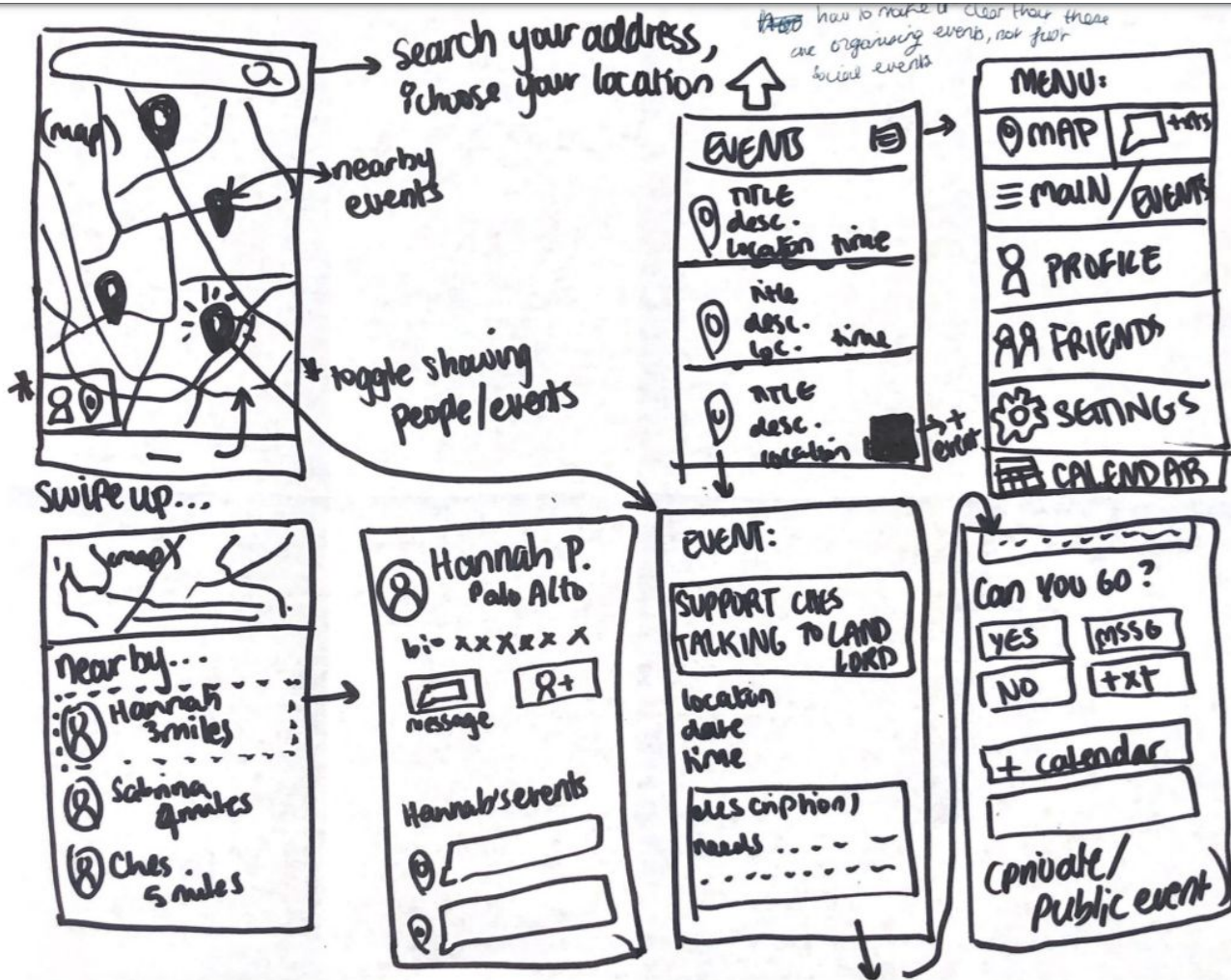
CONCEPT SKETCH #4 -
Forum-Based App/Website



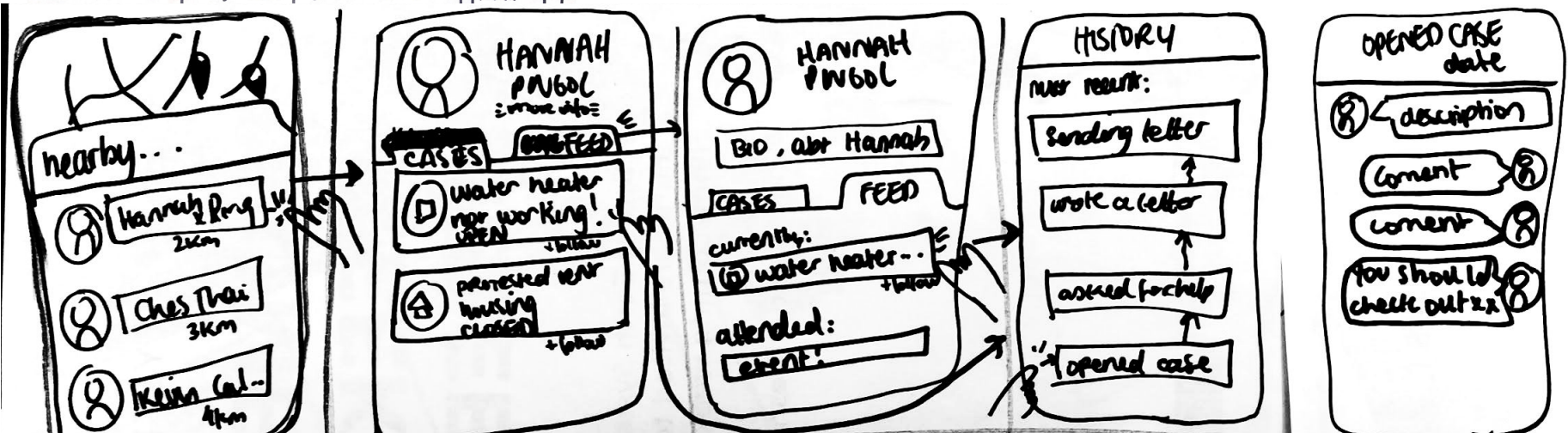
CONCEPT SKETCH #5 - Wearable glasses



UI SKETCH #1 - Events based app, incorporating map aspect



UI SKETCH #2 - Forum --> Case based mobile application



Events Based App

Pros:

Simple structure/layout

Visualisation of events

Cons:

Events are one-time only

No commitment to person's journey

Cases Based App

Pros:

Can follow a case through different stages - more cohesion

Shows continuity

Control of who's involved in events / what events you want to be involved in

Focussed on people in the community

Cons:

More complex functionality

More complicated for new users to take part/feel involved

Discussion (What We Learned)

Overall, we have discovered that we need to work on our user interface, because the design of the buttons confuses our users. It needs to be a lot less cluttered, and more streamlined, as we also strive for a more accessible interface as well. However, we did do well in regards that users were at least able to identify the basic fields that they needed to fill out.

We hope that with higher fidelity prototypes, our design will become a lot cleaner, and also to center the purpose of this app a lot more in the design process.

Outtakes of concept and UI sketch ideas

YOUR LOCATION:
PALO ALTO, CA
FRIEND USERS: 20

PROFILE PAGE (optional)
NAME
NEAR:
+FRIEND +

FEED
Event 9:00pm
meeting xxx
meeting xxx

UPCOMING EVENTS NEAR ME

ALERT
LOCATION NEED MESSAGE

SENDING AN ALERT

oh no! I...
oh... what should I make for dinner tm...
reminder
I would like some help
oh... this place is big that burrito place I like
response
CAN YOU HELP?
txt
notes

thanks so much for coming - I was worried no one would!

webinar?

MESSAGES (+)

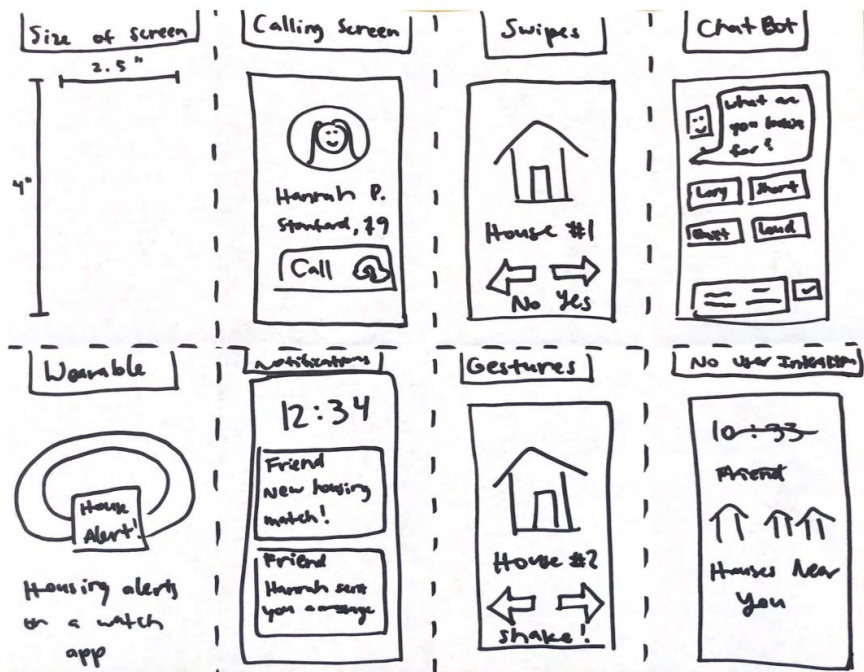
HANNAH
GROUP MESSG
CHES
KEVIN

MENU

QUICK VIEW
Event! happening
Can you come?
Yes NO

menu
profile friends
calendar settings

Events page
map
messages



Outtakes of concept and UI sketch ideas