



RALLY

## **Week 5: Low-fi Prototyping & Usability Testing**

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# Mission Statement



We want to make civic engagement accessible, easy, and community-based.



# Value Proposition

Your one stop shop for  
civic engagement –  
find events, friends,  
and transportation.

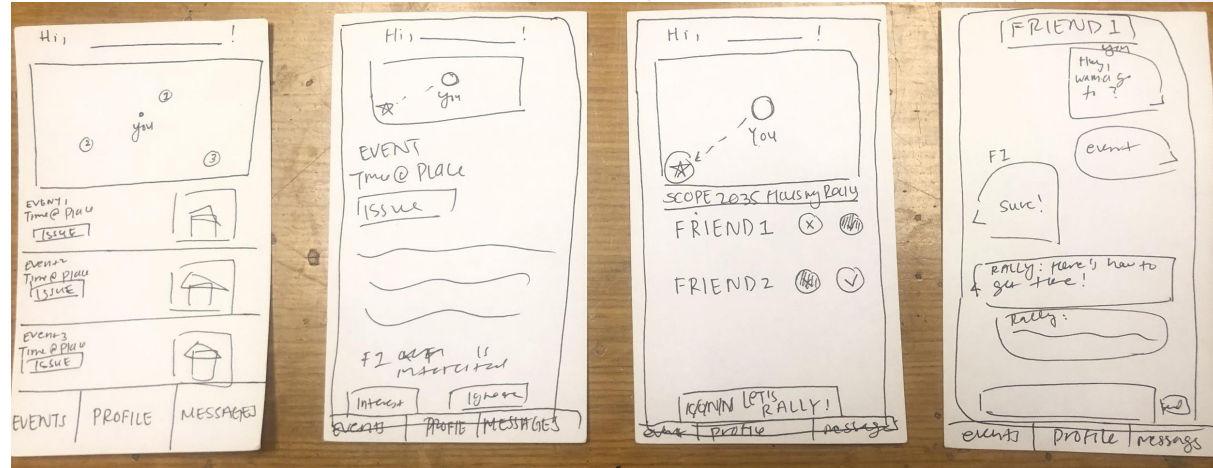


# **Selected Interface**

# Selected Interface

## Yelp-esque Design

- Relevant tags
- Map to visualize locations



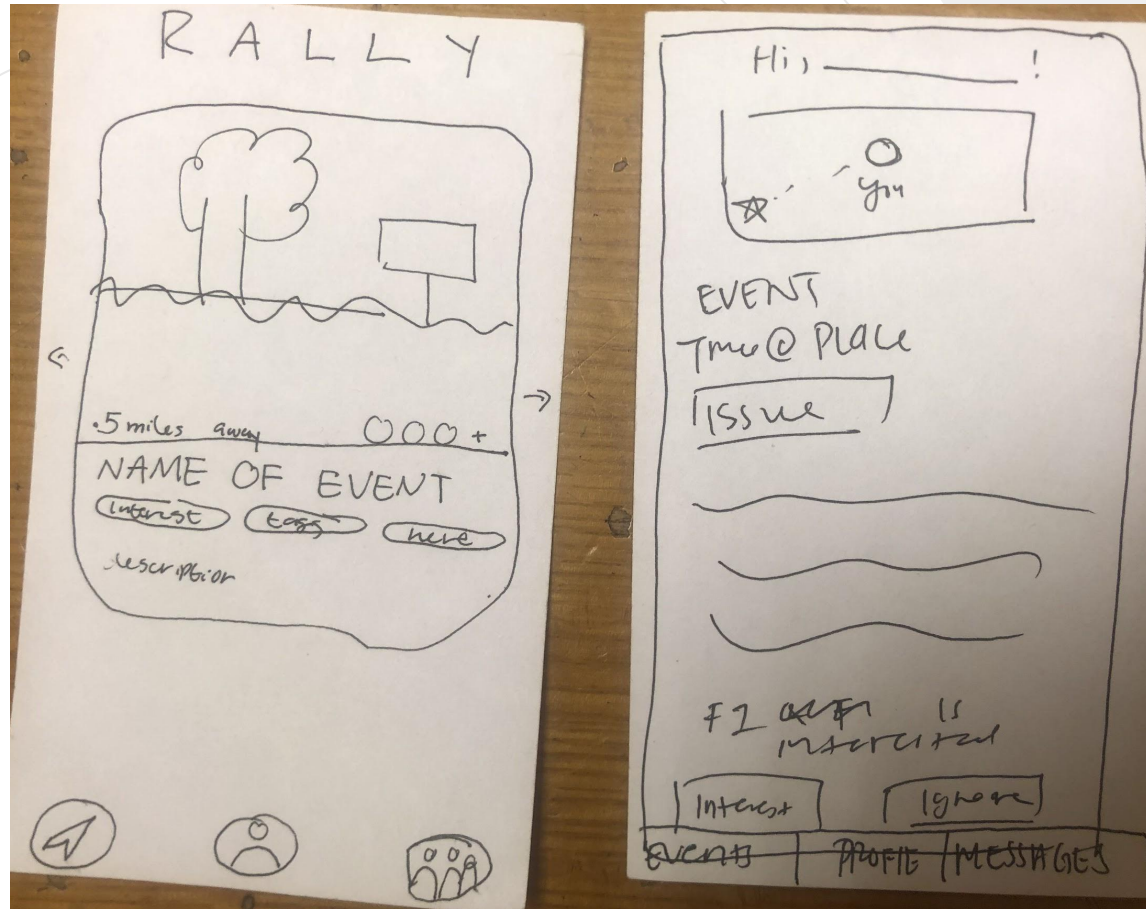
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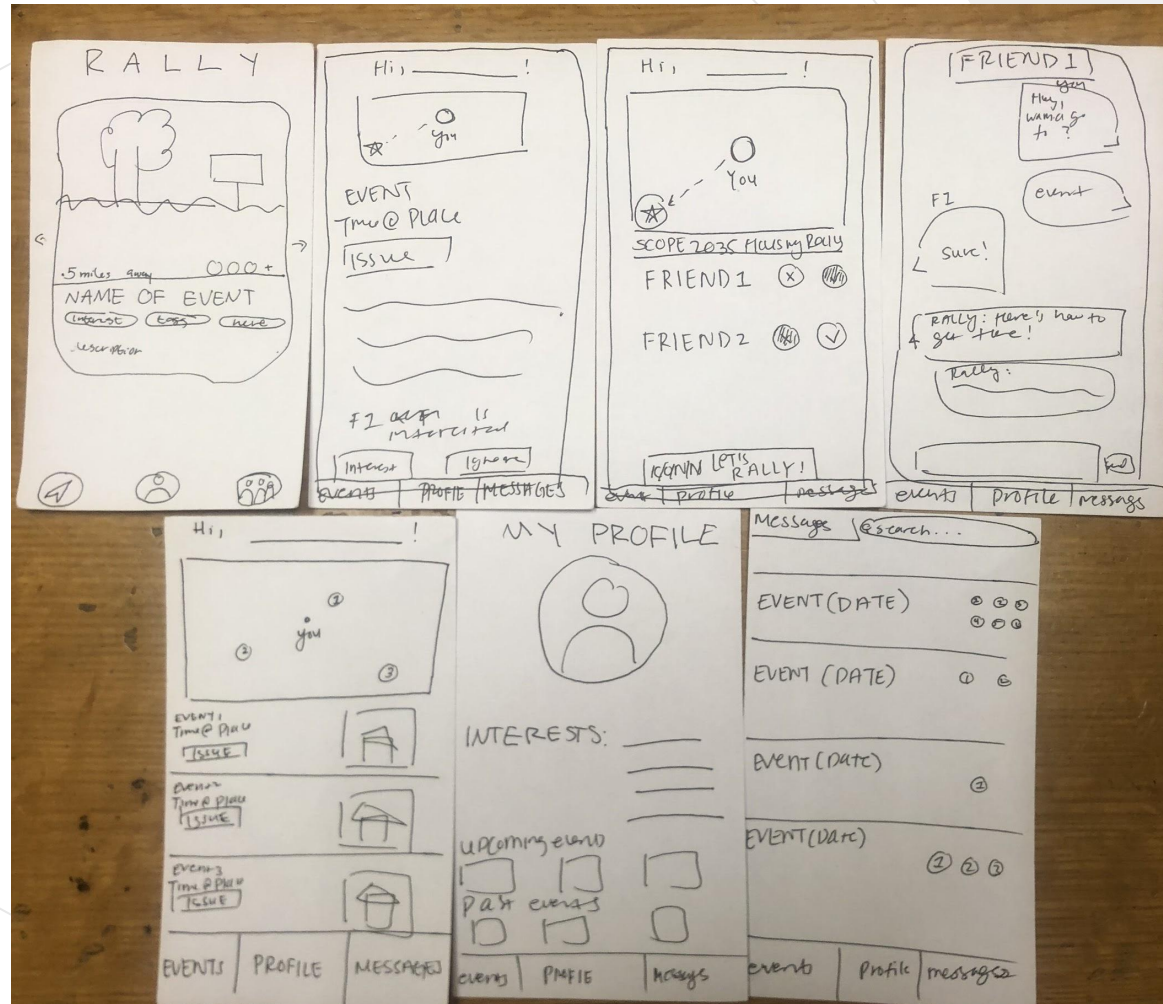
## Tinder-esque Design

- Personalized events
- Swipe gesture



# Selected Interface

- A/B Tested during Prototyping
- Tinder-esque design Home screen
  - Rotational cards
- Yelp-esque Find Events screen



The image features a large white circle in the center of a black background. To the left of this circle, there is a stack of three overlapping circles in shades of gray. To the right, there is a series of five concentric white circles. The text 'Low-fi Prototype' is centered within the white circle.

# **Low-fi Prototype**



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RALLY

SCOPE 2035

SCOPE 2035 Rally  
Friday 10/25 4-6pm Stanford White Plaza  
Housing Justice Workers Rights

Rally for Housing Justice!  
Stanford wants to build affordable housing for workers. Don't let them get away with it.

More Information

RALLY

STANFORD  
SILENCES  
SURVIVORS

Support Chanel Miller at Faculty Senate Meeting  
Thursday 10/24 3-5pm Stanford Jordan Hall

Survivor Support Accountability Womens Rights

On Oct 24 the Faculty Senate will vote on the JESU Resolution in Support of Chanel Miller & will make it clear whether or not they support & empower survivors.

More Information

RALLY

SCOPE 2035

SCOPE 2035 Rally  
Friday 10/25 4-6pm Stanford White Plaza  
Housing Justice Workers Rights

Rally for Housing Justice!  
Stanford wants to build affordable housing for workers. Don't let them get away with it.

We need you tomorrow for the last chance to stand with workers & local communities at risk of displacement, as we demand a more equitable Stanford.

FRIEND 1, 2, 3 ARE INTERESTED

INTERESTED IGNORE

RALLY

SCOPE 2035

SCOPE 2035 RALLY  
10/25/19 4 PM @ WHITE PLAZA

FRIEND 1

FRIEND 2

FRIEND 3

Let's RALLY!

RALLY

RALLY  
You and Friend are all interested in  
Here's some options of what I can do to help you:  
1.) How can I get there?  
2.) Other Similar Events  
3.) Other Mutual Friends Interested

Message...



RALLY

RALLY

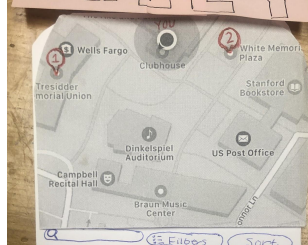
RALLY  
You and Friend are all interested in  
Here's some options of what I can do to help you:  
1.) How can I get there?  
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Here is a suggested route to

Alternate Routes

HOME FIND EVENTS MY PROFILE MESSAGES

RALLY



SCOPE 2035 RALLY

10/25/19 4 PM @ WHITE PLAZA

Housing Justice Workers Rights

Support Chanel Miller

10/26/19 3 PM @ Jordan Hall

Survivor Support Accountability Womens Rights

4 Friends Interested

2 Friends Interested

HOME FIND EVENTS MY PROFILE MESSAGES

RALLY

MY PROFILE



Interests: HOUSING JUSTICE  
ENVIRONMENTAL JUSTICE

Your Upcoming Events

Rally for Housing Justice

Your Past Events

HOME FIND EVENTS MY PROFILE MESSAGES

RALLY

MESSAGES Search...

Bernie Sanders Talk  
Today 6pm @ Stanford Memorial Auditorium

Friend 2: Are you guys down?

Rabatan Alliance Presentation  
Today 7pm @ Stanford Asian American Activities Center

Friend 3: Let's Go!

Housing Proposal Meeting/Rally  
8pm 10/23 @ Rub Atto City Hall

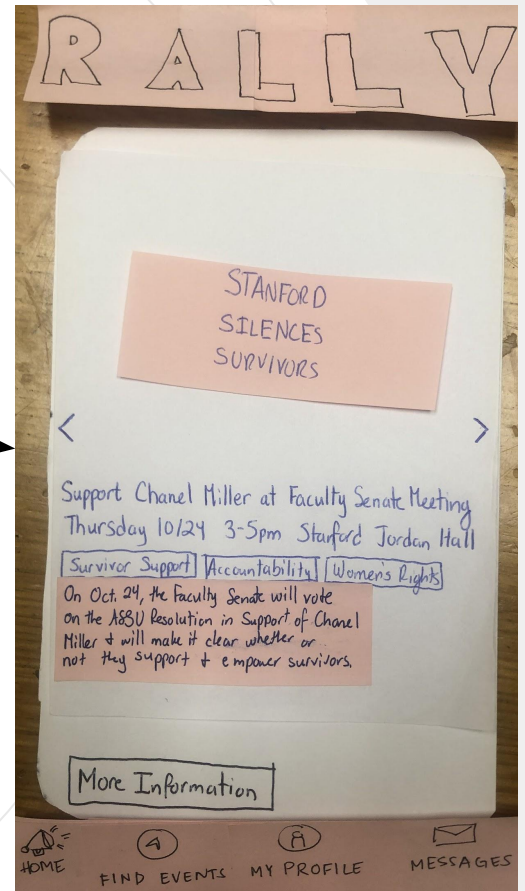
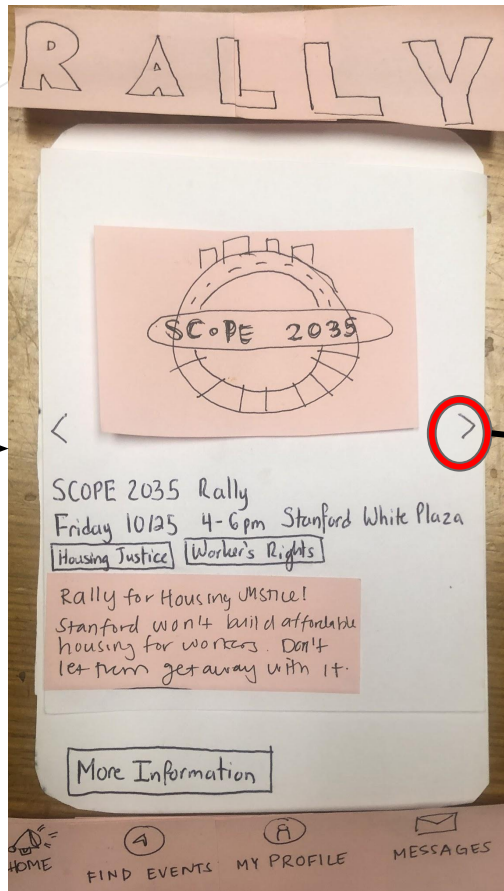
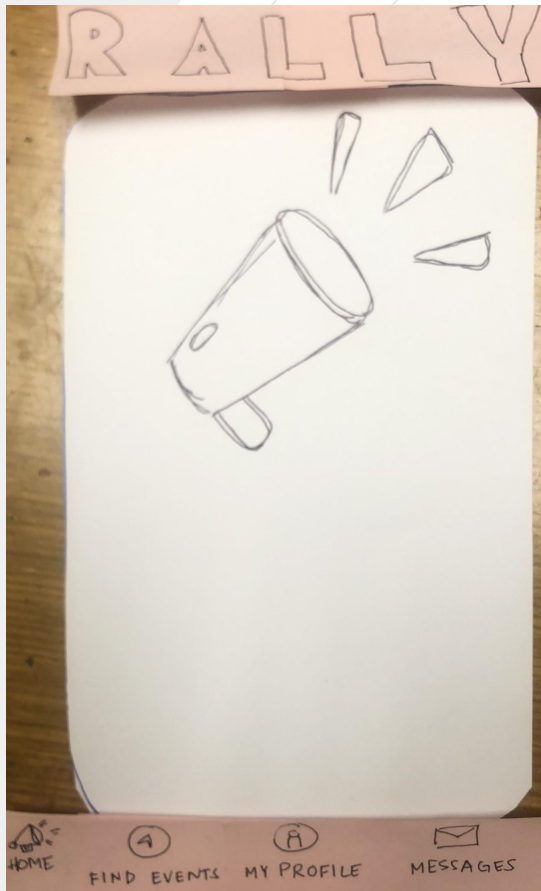
Friend 1: We should take the bus!

Mauka Kea Rally

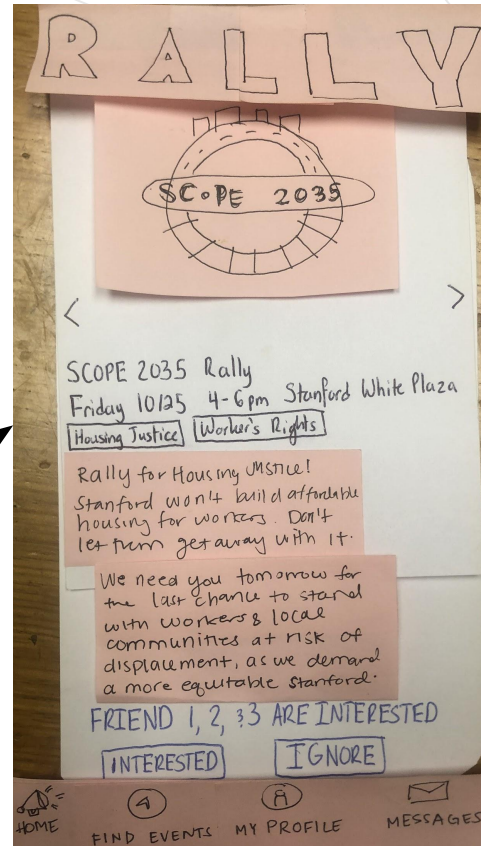
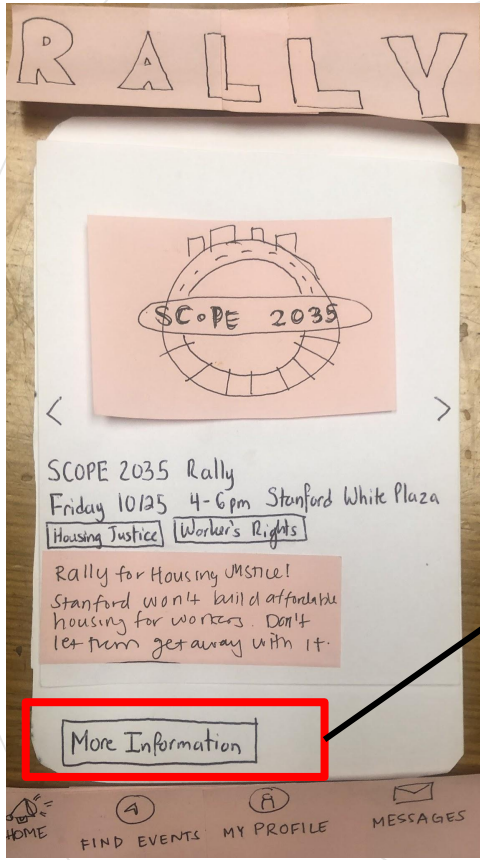
12pm 11/1 @ Gordon & Betty Moore Foundation  
You: Let's Meet up!

HOME FIND EVENTS MY PROFILE MESSAGES

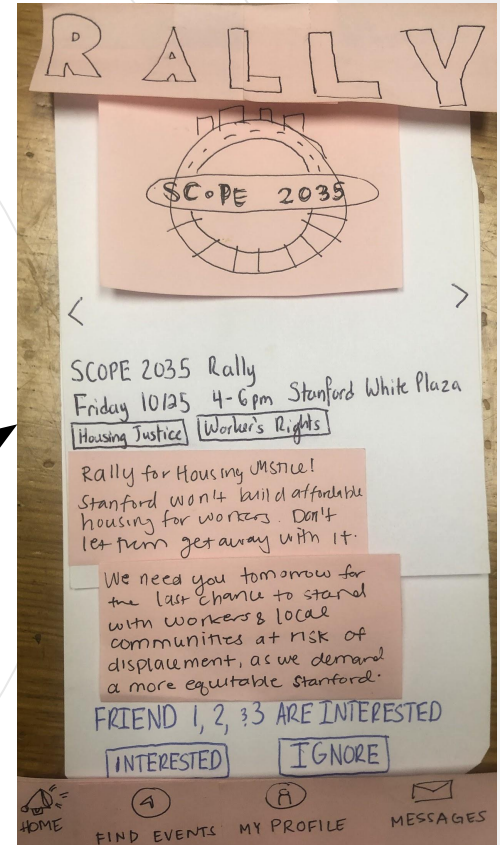
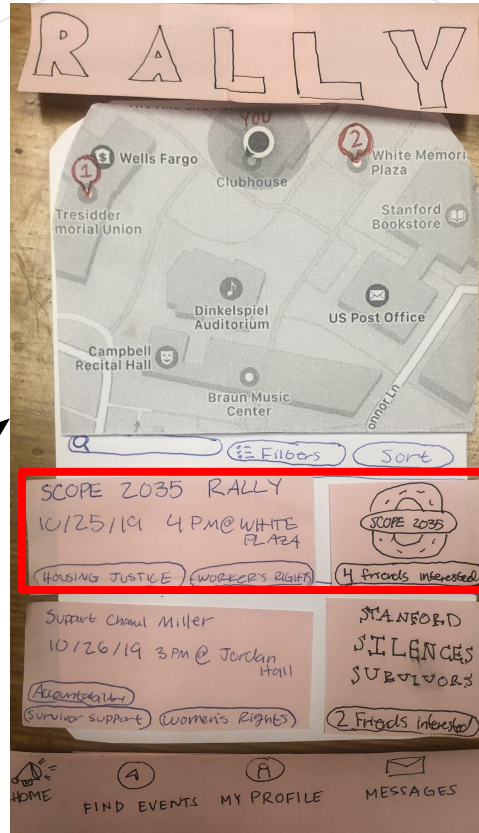
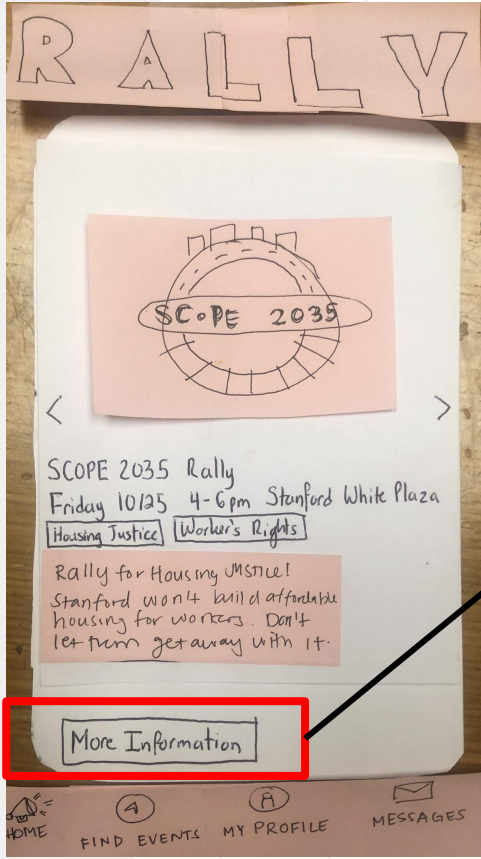
All Screens



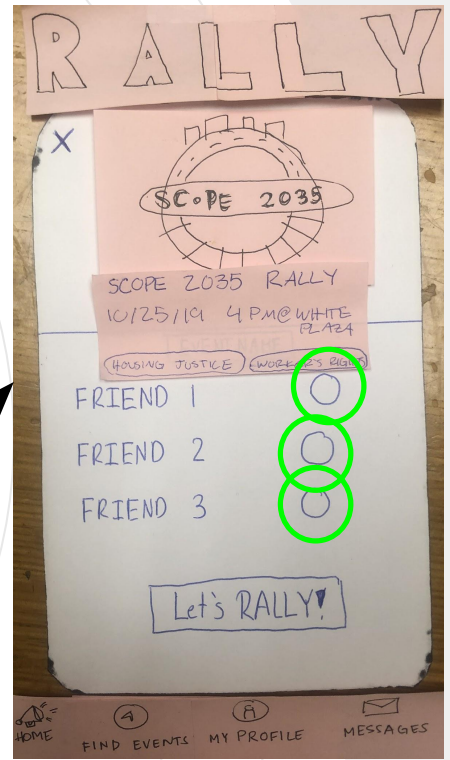
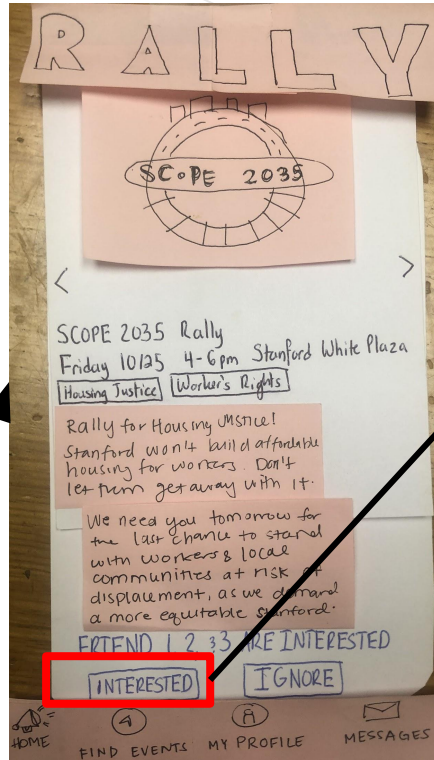
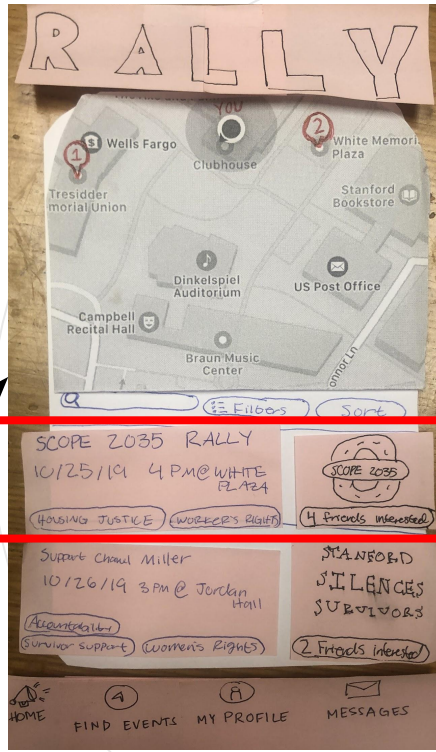
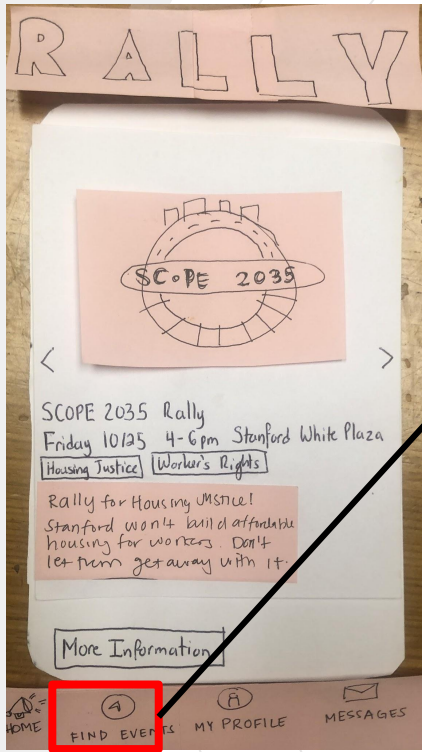
# Home Screen



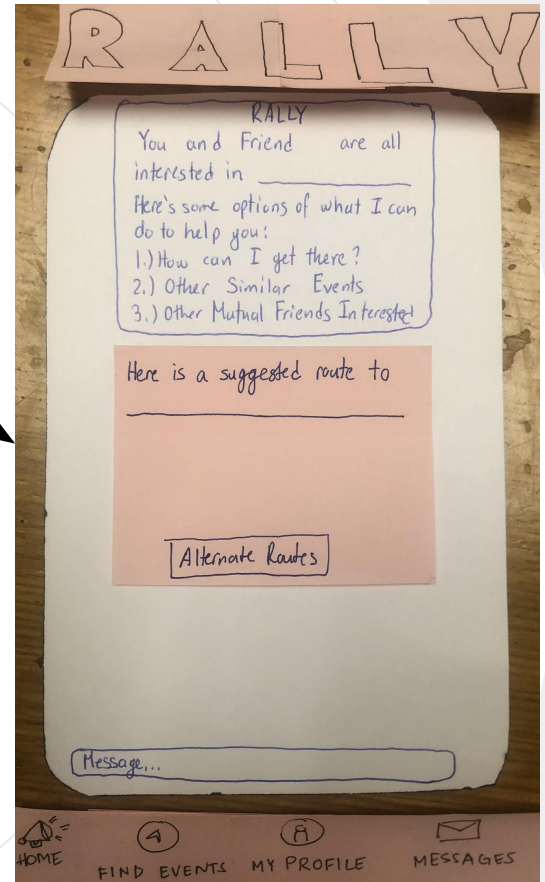
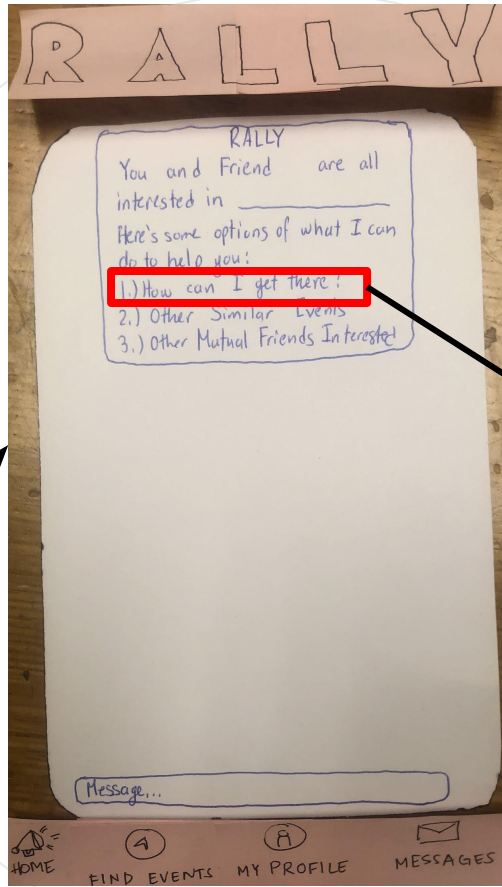
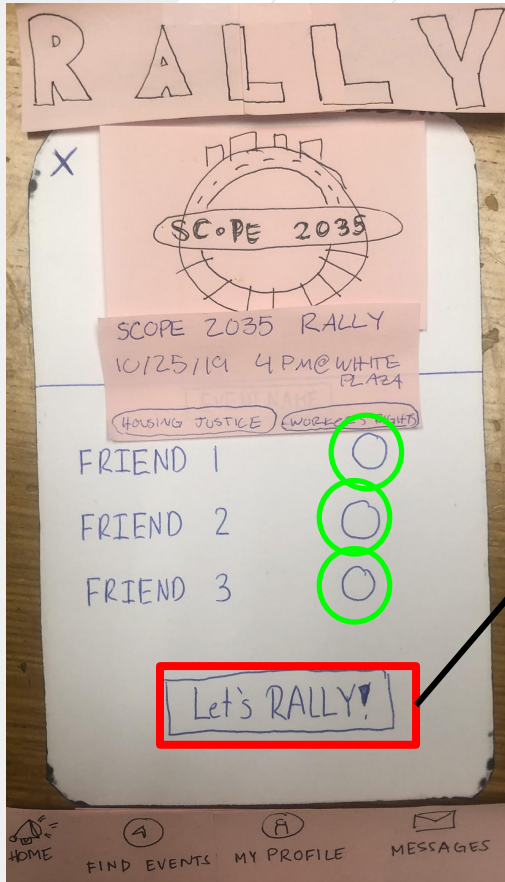
# Task 1: Find an event (flow 1)



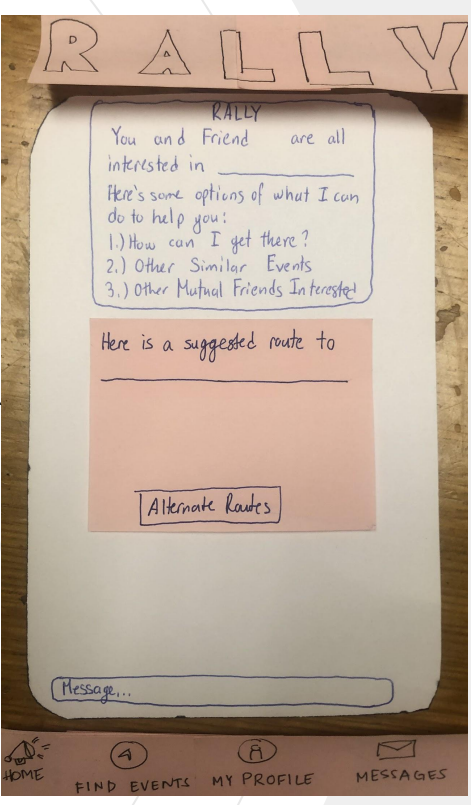
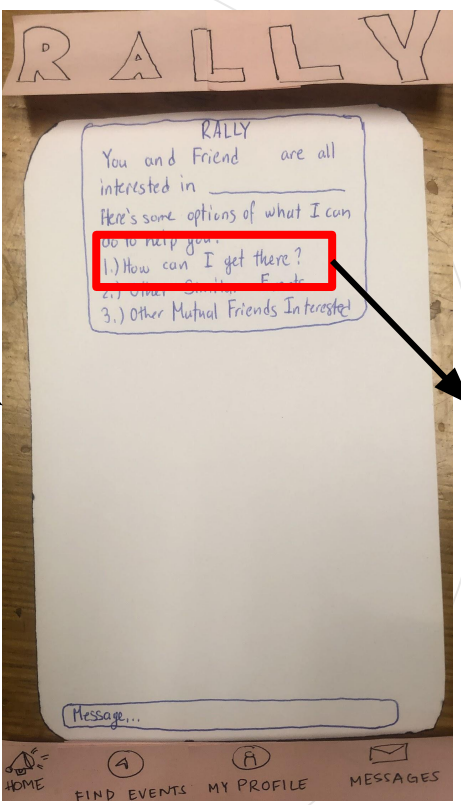
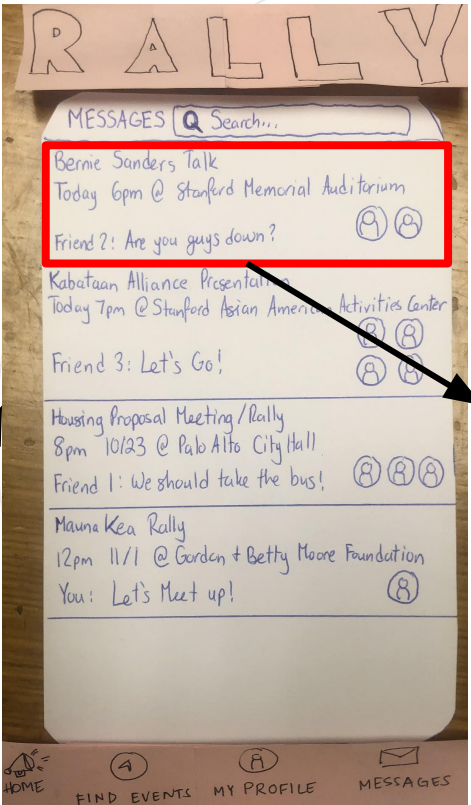
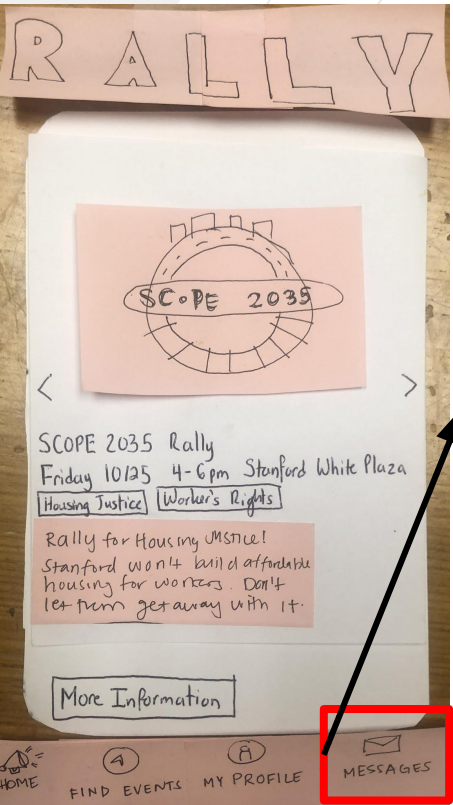
# Task 1: Find an event (flow 2)



## Task 2: Find friends interested in same event



**Task 3: Message friends & coordinate transportation (flow 1)**



**Task 3: Message friends & coordinate transportation (flow 2)**

The image features a large white circle in the center of a black background. To the left of this circle, there are several overlapping circles in various shades of gray, some with thin white outlines. To the right, there are several concentric white circles of varying diameters. The text is centered within the white circle.

# **Experiment:**

## Methods & Results



# Method

Young  
woman  
working at  
Starbucks

Female  
post-doc  
working  
at Joe &  
the Juice

21-year  
old  
student

- Tested @ Stanford Shopping Center
- 3 Tasks
- Noted successes & errors
- Roles



Alyssa



Ryan



Gabby & Peter

# Results

## ✔ *Successes*

- UI familiar/intuitive
- Home screen to explore events
- Users enjoyed friend-related features

## ✘ *Errors*

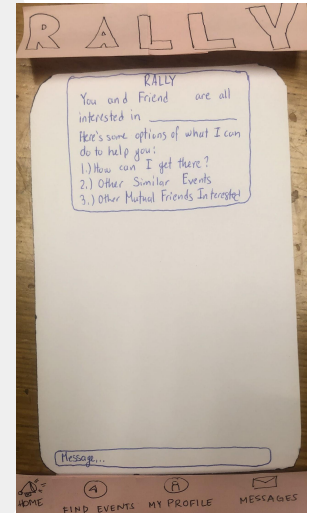
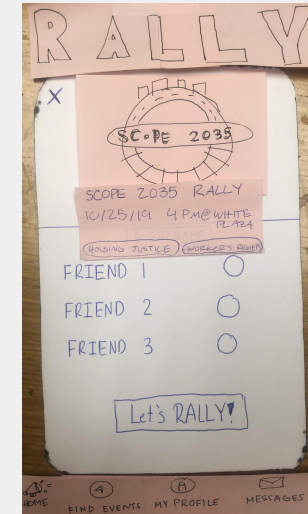
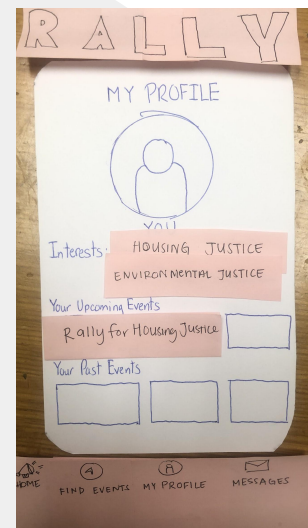
- Group creation & friend selection unclear
- Confusing messaging system
- No option to be interested in event without contacting friends



# UI Changes

# UI Changes

- Implement features we left out
  - Clickable filters
  - Profile → Interests, Upcoming Events & Past Events
- Clarify the messaging system
- Make friend profiles viewable
- Allow for event interest without contacting friends

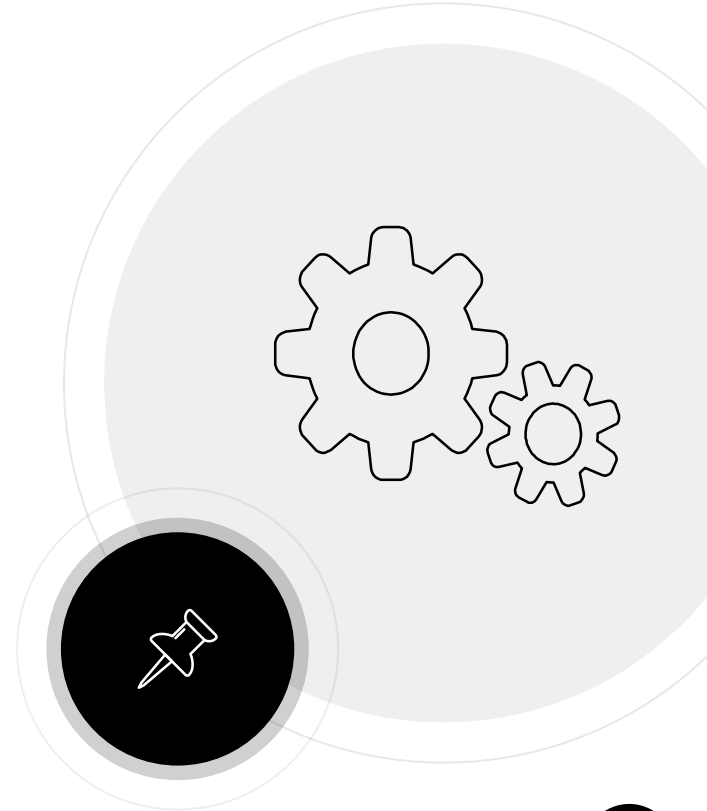




# Summary

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- Users found UI intuitive
- Users wanted to continue searching for events
- Users wanted to look into their friend's events and profiles
- We need to vastly improve the messaging system & Rally Bot





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**Questions & Comments?**