



RALLY

## **Week 6: Interactive Medium-fi Prototyping**

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# Team Members



**Peter C.**



**Alyssa R.**



**Ryan C.**



**Gabby R.**

# Overview

**Mission Statement + Value Proposition**

**Problem & Solution Overview**

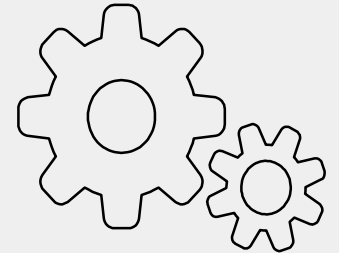
**Tasks**

**Revised Interface Design**

Major Design Changes

**Medium-fi Prototype Task Flows**

**Prototype Overview**



# Mission Statement



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



# Value Proposition

Your one stop shop for  
civic engagement.

# Problem & Solution Overview



Going to political events can be inconvenient and uncomfortable -- **RALLY** makes civic engagement an easy decision, giving users transportation recommendations and connecting them with friends who want to show out to events.



# Tasks

# Tasks

**Task 1:** Find an event → simple

**Task 2:** Find friends & see their interested events → medium

**Task 3:** Message friends in a rally group chat → complex



# Revisions

**Task 2:** We revised Task 2 such that it is not dependent on Task 1 -- instead of finding friends interested in same event, the task says to find friends and view their upcoming events

**Task 3:** We revised Task 3 to match our new app design and encompass multiple ways to do the same task



# **Revised Interface**

# Problem 1 | Rallybot

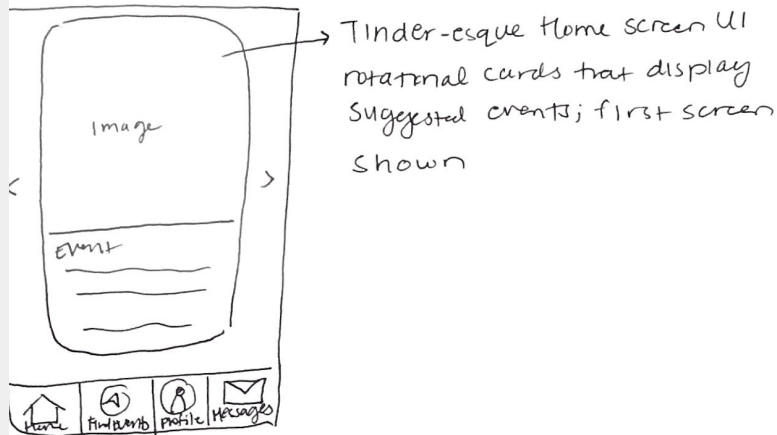
**Before:** Users were confused by Rallybot's role in the messaging system, which is the only time Rallybot was incorporated.

**After:** After different iterations, we got rid of Rallybot, feeling that it too much confusion, and that we could implement its functionality in other ways. We improved the messaging system to look more like iMessage, and we replaced Rallybot with "rallies", or open group chats that friends can join to organize around specific events.

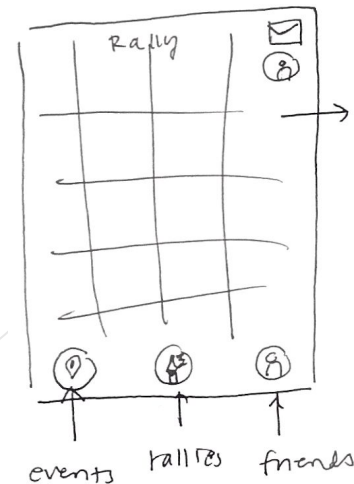


# Problem 2 | Event-focused

**Before:** Users were nudged to find events (rather than explore friends or message friends) because of the home screen, which recommends events.

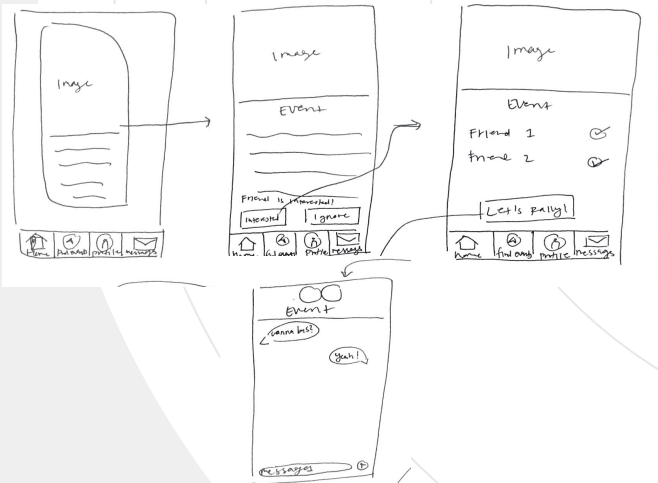


**After:** We removed the Tinder-esque home page and replaced it with a map view to shift the focus from events to an overview of all that can be explored with Rally.

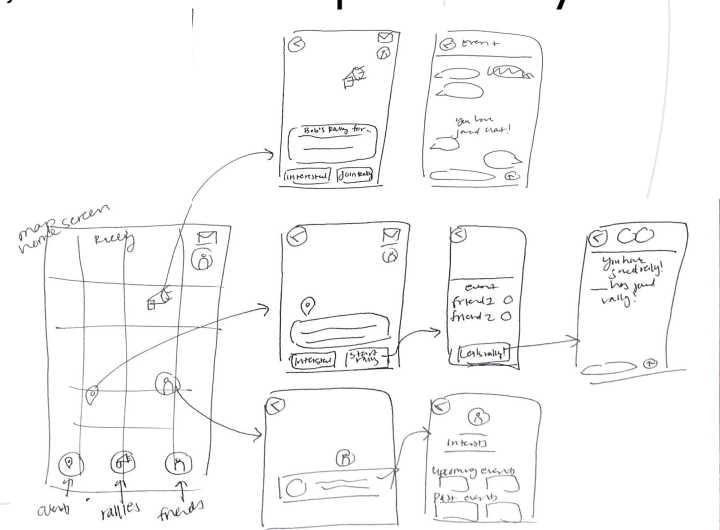


# Problem 3 | Task dependency

**Before:** Users were confused by the dependent flow of the tasks -- this confined the tasks to a linear flow, despite the tasks being independent in theory.



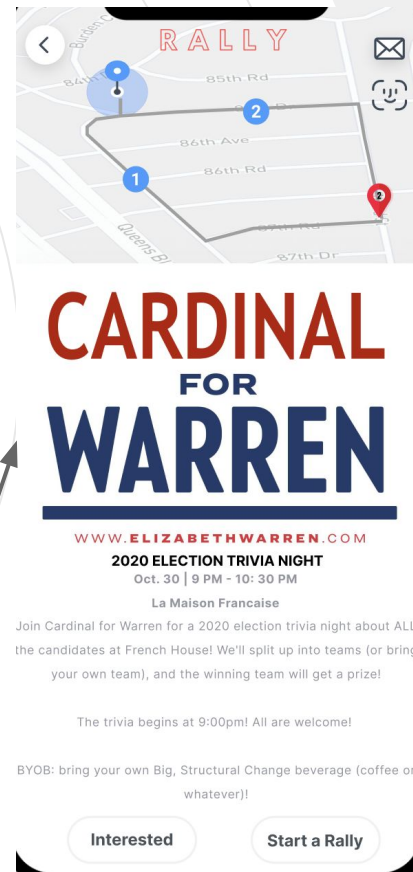
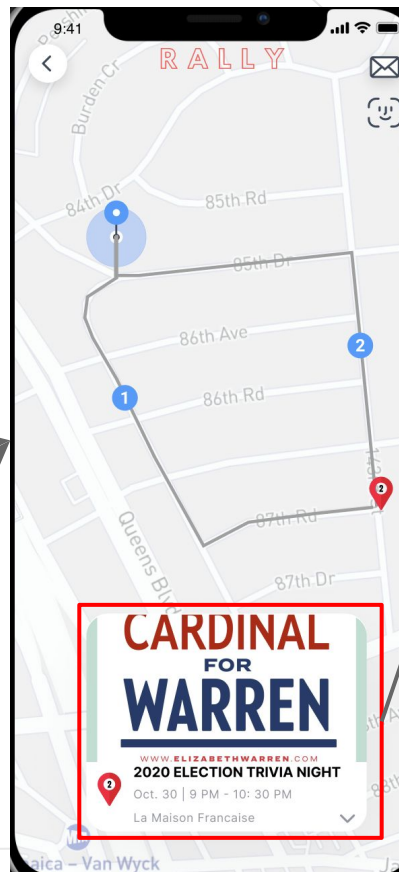
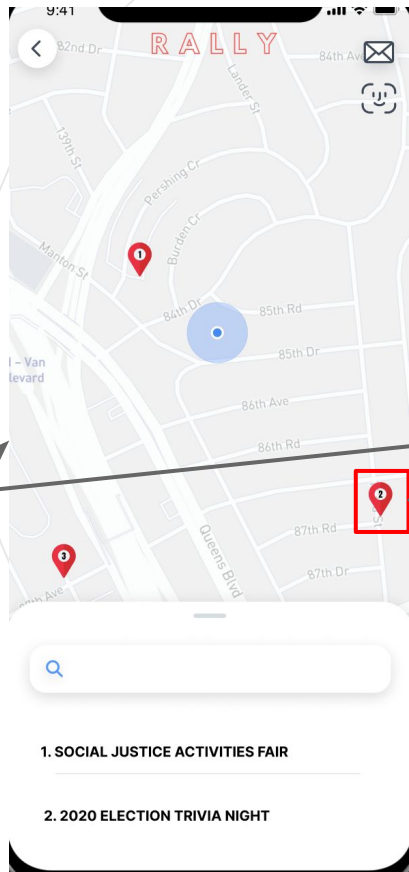
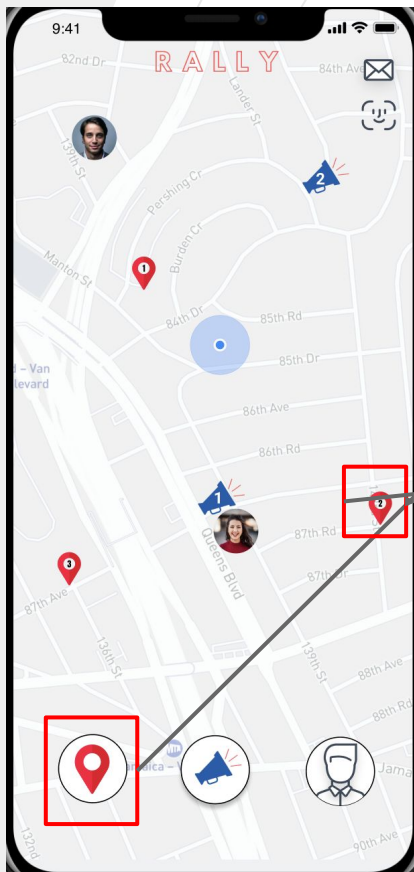
**After:** We redesigned the app to have the journey start with any of the three tasks by providing a map with all three icons displayed, along with filters that allow users to explore specific events, rallies, and friends specifically.



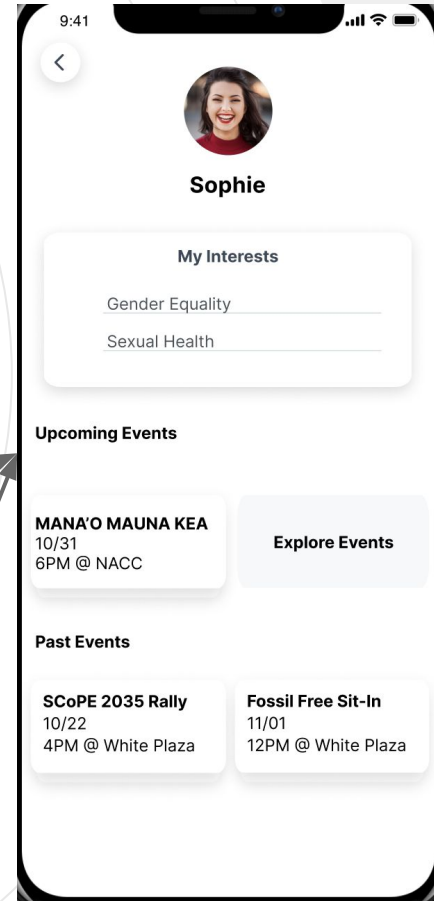
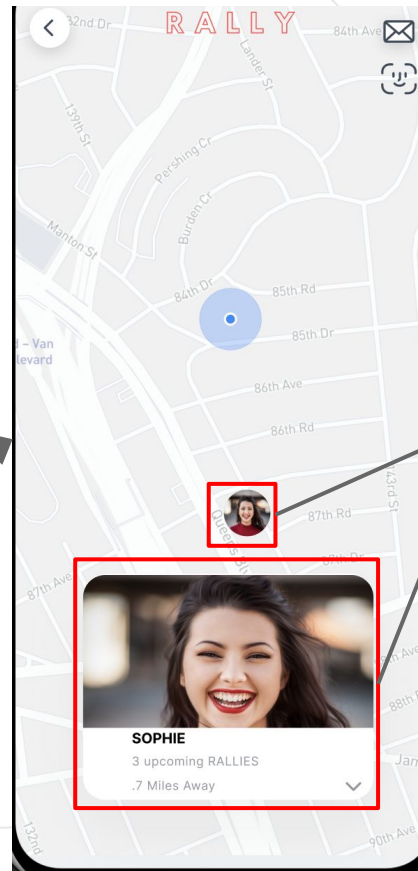
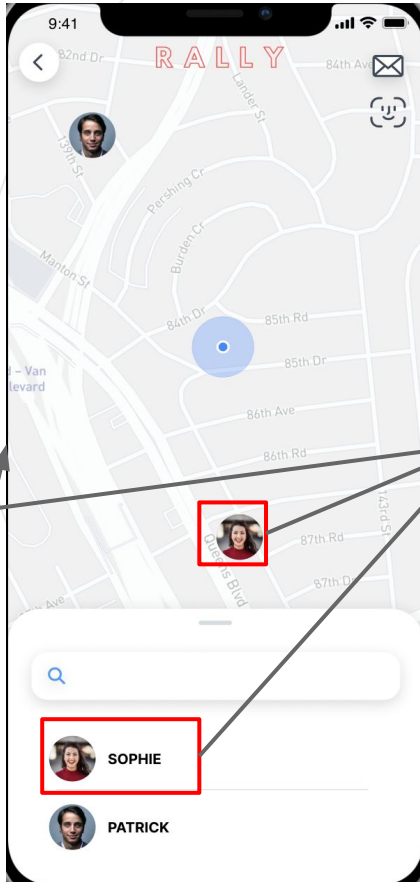
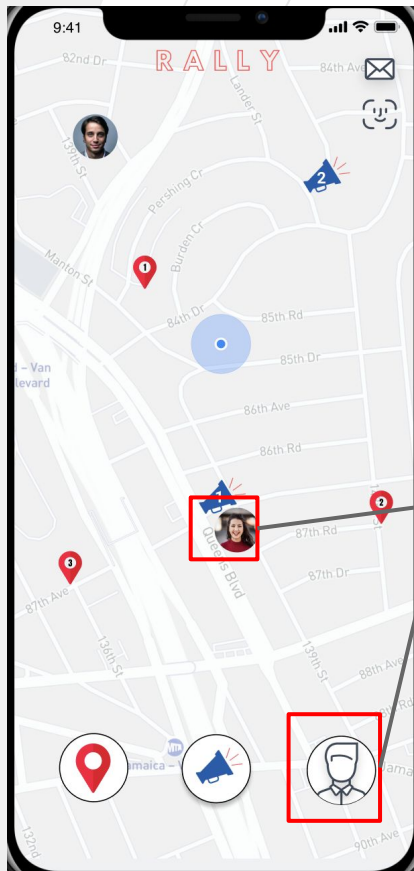


**Medium-fi  
Prototype  
Task Flows**

# Task 1: Find an event → simple



# Task 2: Find friends & see their interested events → medium



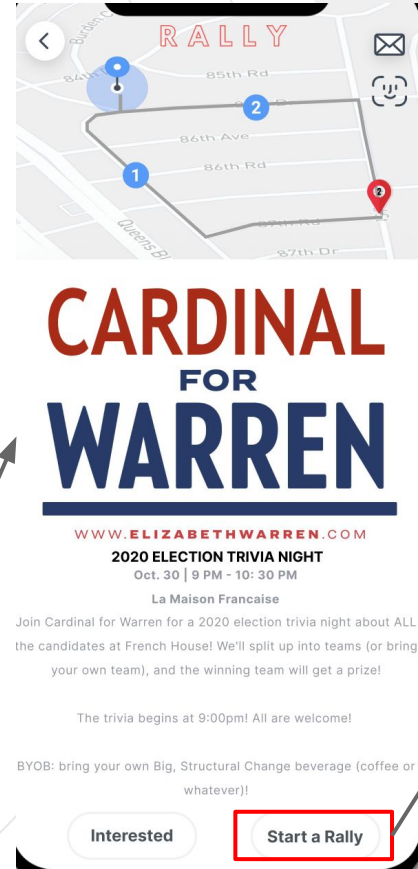
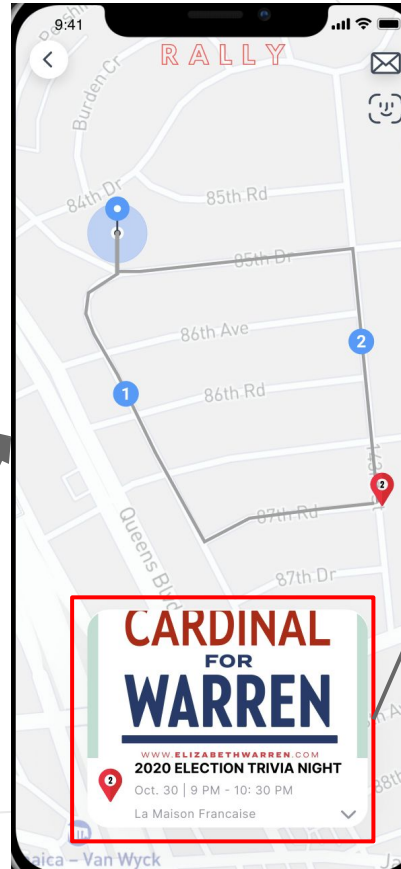
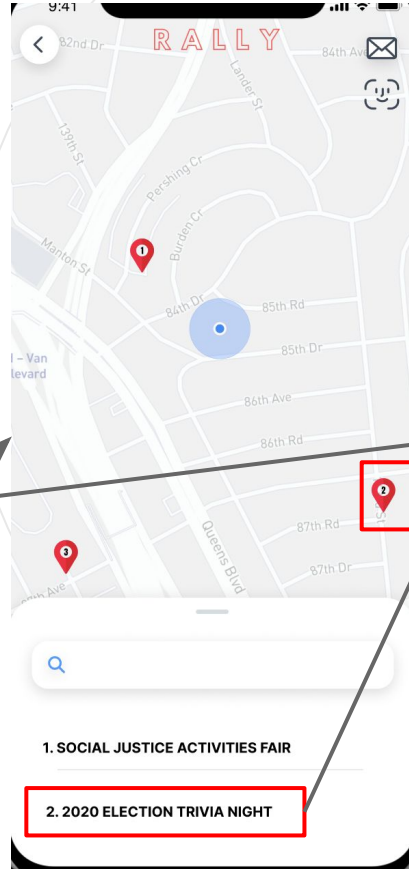
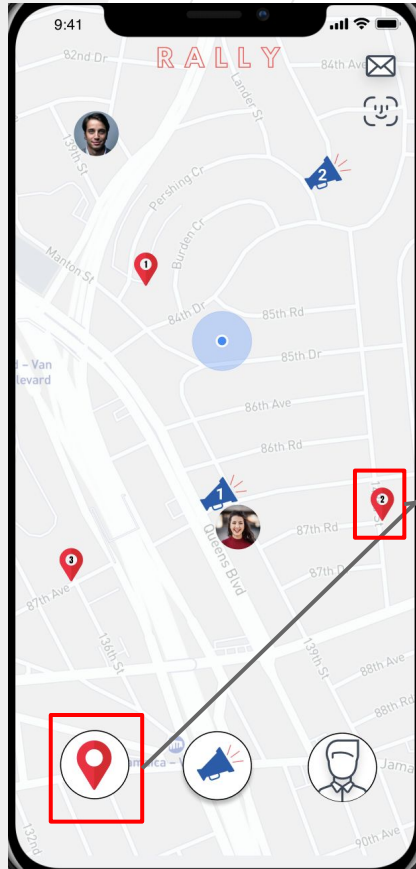


# Task 3: Message friends in a rally group chat → complex (flow 1)

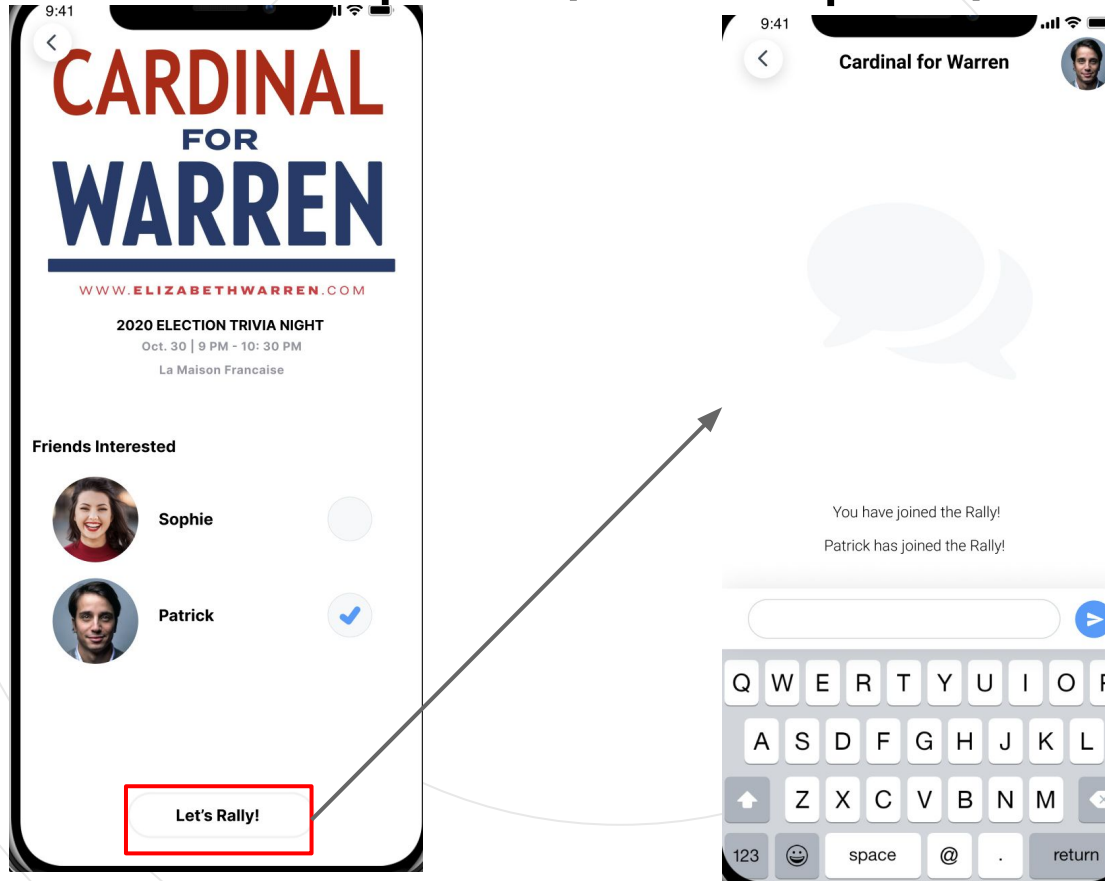
The image illustrates a user's navigation path through a mobile application to join a rally group chat. The path is marked with red boxes and numbered arrows (1, 2, 3) across four sequential screenshots.

- Screenshot 1 (Map):** Shows a map with several rally points. A red box labeled '3' highlights a blue megaphone icon. A red box labeled '1' highlights a red location pin. A red box labeled '2' highlights a red location pin. A red box labeled '1' highlights a blue megaphone icon.
- Screenshot 2 (Search Results):** Shows search results for 'MANA'O MAUNAKEA'. A red box labeled '2. MANA'O MAUNAKEA' highlights the event listing. A red box labeled '1. WEEKLY SIT-IN FOR DIVESTMENT' highlights another event listing.
- Screenshot 3 (Event Details):** Shows details for the 'MANA'O MAUNAKEA' event. A red box labeled 'Join Sophie's Rally' highlights the event title. A red box labeled 'Sophie's Profile' highlights the organizer's profile picture.
- Screenshot 4 (Group Chat):** Shows a group chat interface for 'Mana'o Mauna Kea'. A red box labeled 'Join Sophie's Rally' highlights the 'Interested' button. The chat shows messages from Sophie and Patrick, and a confirmation message 'You have joined the Rally!'.

# Task 3: Message friends in a rally group chat → complex (flow 2, pt. 1)



# Task 3: Message friends in a rally group chat → complex (flow 2, pt. 2)





# **Prototype Overview**

# Tools

Figma → design & prototyping tool

- Many features, clean layout -- compatible with iPhones
- Intuitive prototyping interface
- Building screens was finicky, didn't copy and paste properly
- Many different layers that are not explained

Figma Crush → free templates for Figma

- Simple & easy to download

# Limitations

- Simplified gestures -- clicks instead of swipes (Figma limitations)
- Search features not implemented (simplify task flow)
- Changes not persistent -- no use of database
- Did not include sign up, user onboarding, friend adding, profile creation, and settings (simplify task flow)

# Wizard-of-Oz & Hard-Code

## Wizard-of-Oz

- none

## Hard-Code

- Pre-made events and locations
- Pre-made friends/profiles
- Pre-made rallies
- Pre-made chats



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# Medium-Fi Prototype





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**Questions & Comments?**