

inspo

- unblock your writing -



team euphoria



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Overview

01 our need

what is the need we're trying to fill?

02 how to fill it

how are we going to go about filling it?

03 solution & testing

what does our solution look like? how was it received?

04 adapting

what are we going to adapt about our solution?

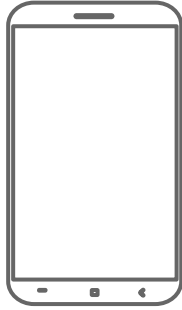
Mission Statement

We aim to unblock your writing and
fuel your writing process.

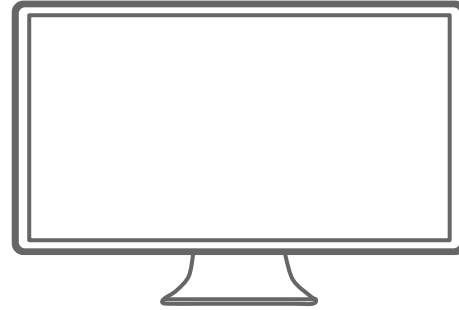
Value Proposition

we think there is an opportunity to provide artists with a **writing method-agnostic platform** that at once spurs **creativity** through prompts and **inspiration** from other authors and previous work

2 main interface choices



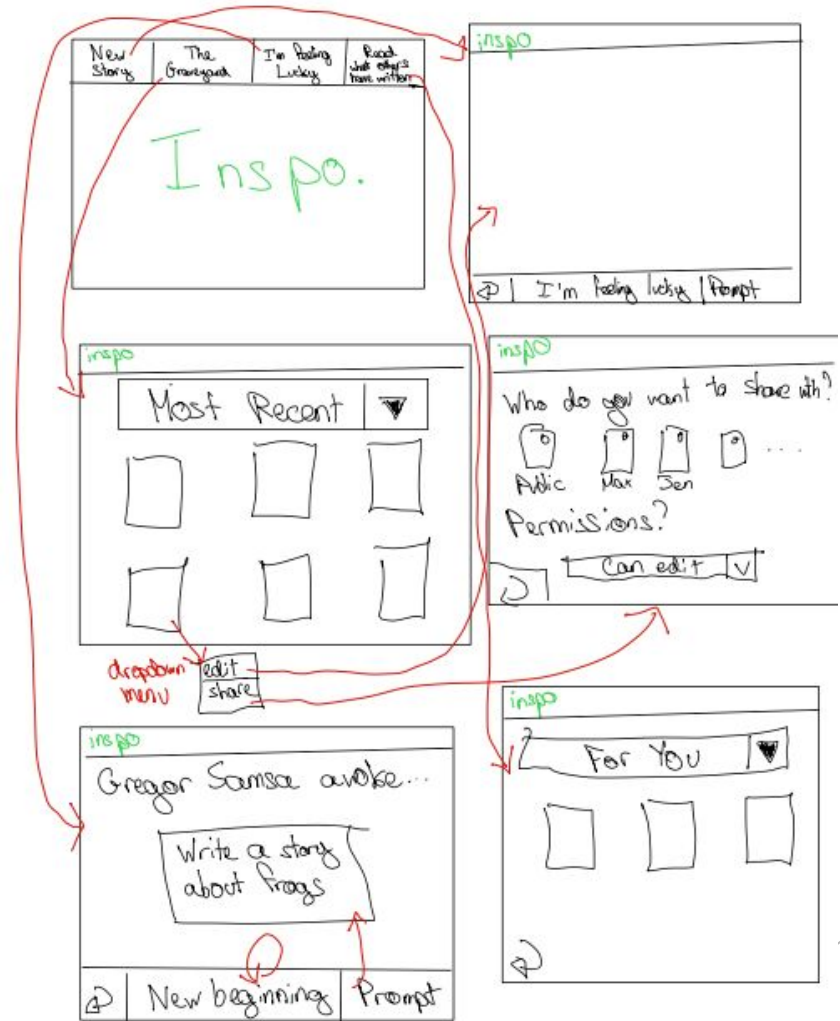
mobile



web



our interviews have shown that people mainly **write/edit on computers**





our interviews have also shown that people use **phones for ideation**
e.g. notes app

mobile wins

ultimately, **mobile** makes more sense for our idea!

user gets **instant access** even when on the go, making it ideal for looking for inspiration or jotting down notes







low-fi prototype structure

- Balsamiq
- Phone interface
- Clean/minimal design
- 3 tabs at bottom: prompts, sharing, graveyard

our core tasks



Simple Task: Scroll through a prompt and start writing



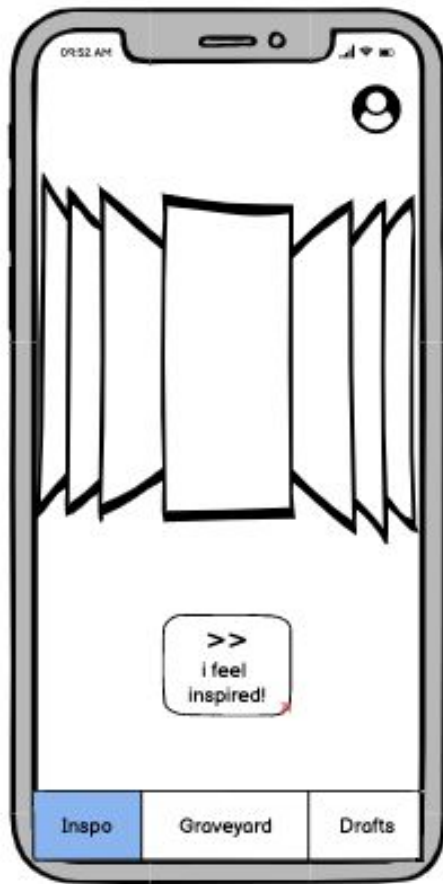
Moderate Task: Go to your writing graveyard, choose a work you've already written, and edit it



Complex task: Choose a story in your drafts section and share it



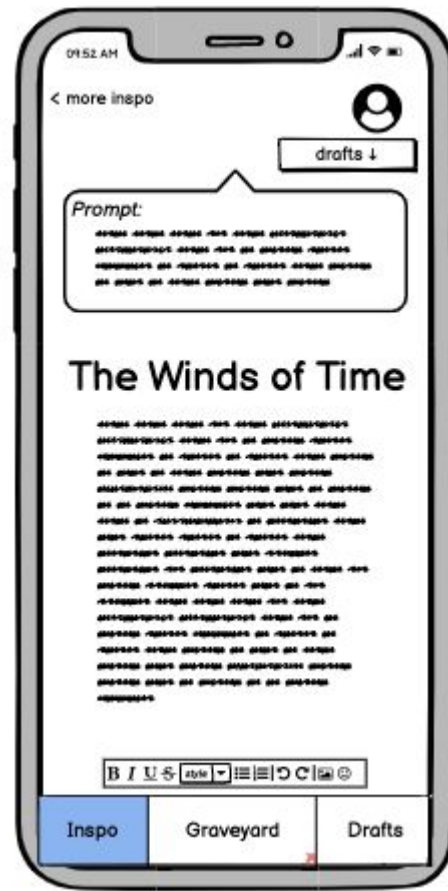
simple task: pick a prompt and use it as inspo
to start writing



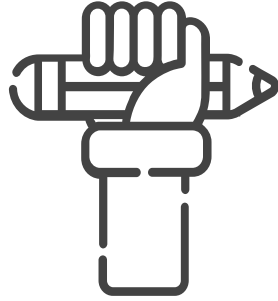
select a prompt



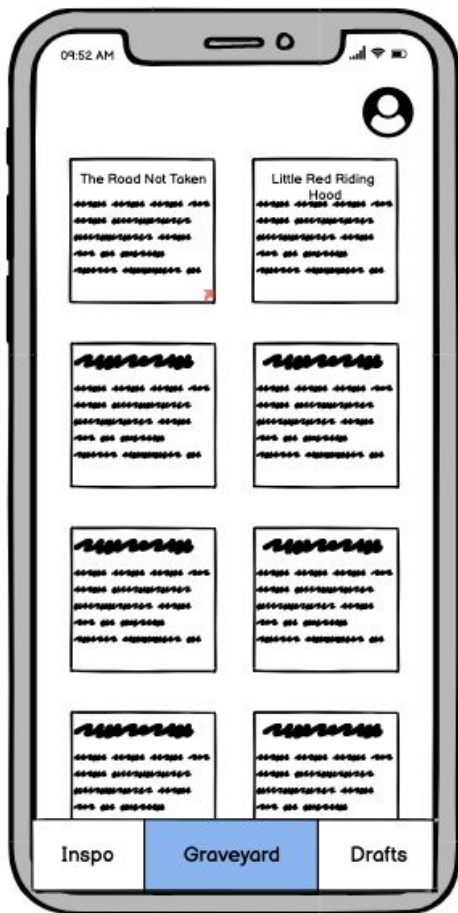
pick a title



get to writing



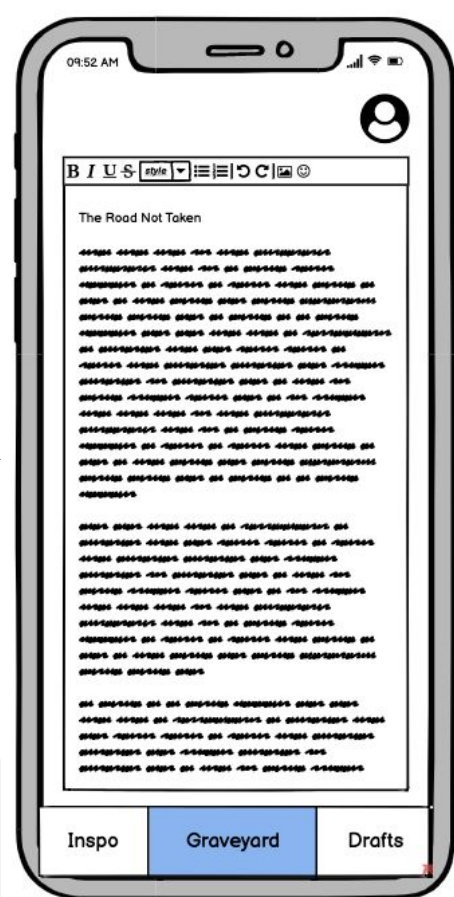
moderate task: go to your writing graveyard, choose a work you've already written, and edit it



go to graveyard



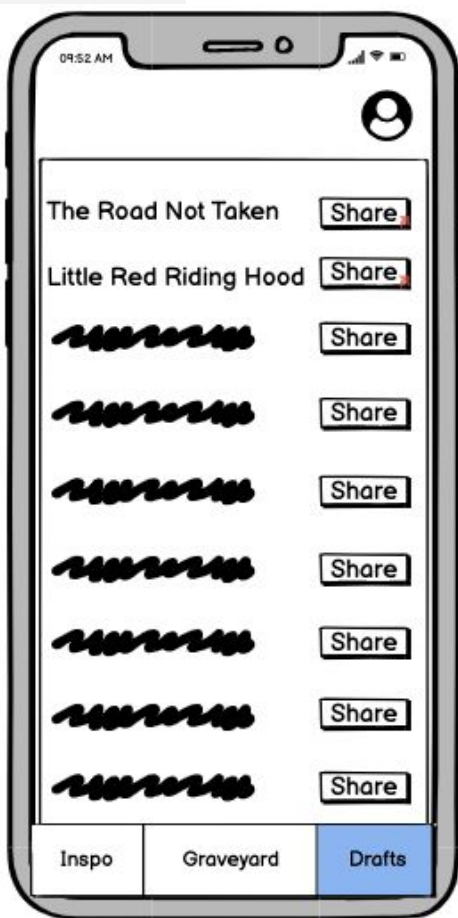
pick an old work



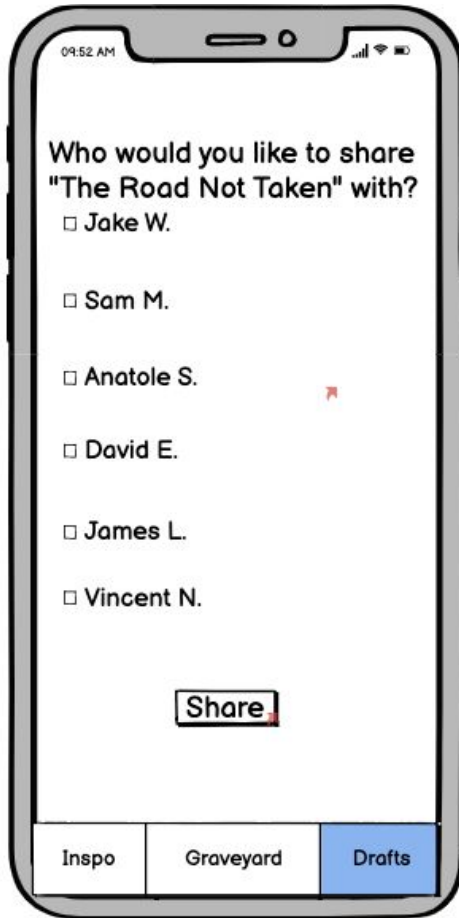
get to editing



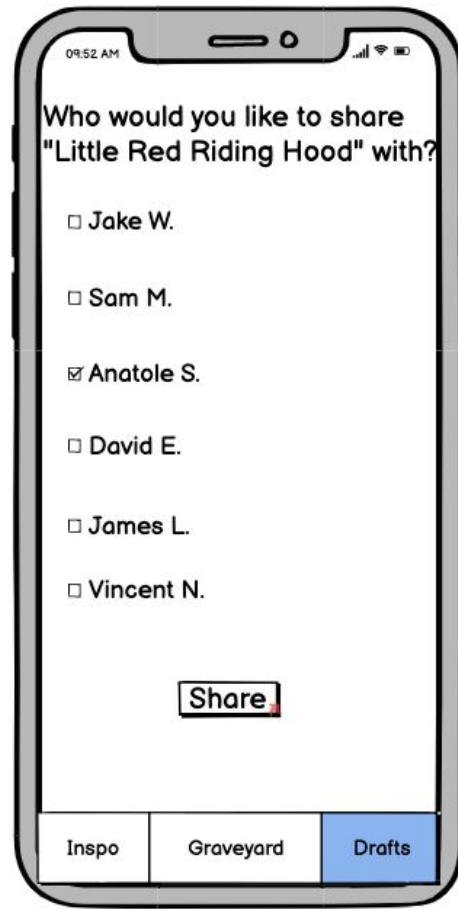
complex task: choose a story in your drafts and share it with Anatole



choose a story



browse sharing options



pick a person

our experiment participants



Jason

a philosophy major,
who finds himself
writing several times
throughout the day



Peyton

an English major at
Western Oregon
University, who writes
short stories and wants to
author her own piece



Lauren

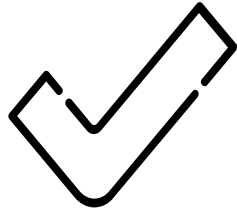
a retired entrepreneur
turned author who has
years of experience in
user testing and
interface design

our experimental method

medium:
zoom call

method: shared
screen on zoom and
walked through
Balsamiq

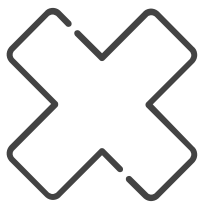
process: we gave each user an overview
of their **task intention** and watched
how they interacted with interface



successes

UI was commented on as “**straightforward**” and “**easy to use**”

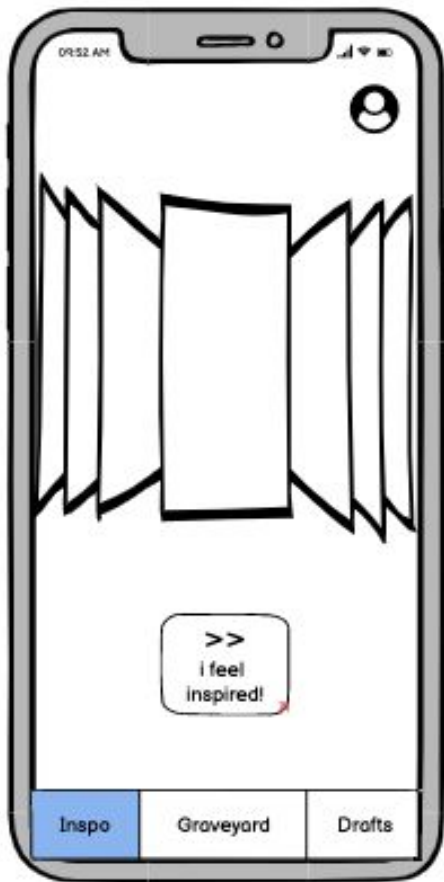
users liked that design and task flow was **uncluttered** and **minimal**



not so successful

there was confusion about the **difference** between **graveyard** and **drafts**

dislike around the idea of **picking between** all the **same** prompts again



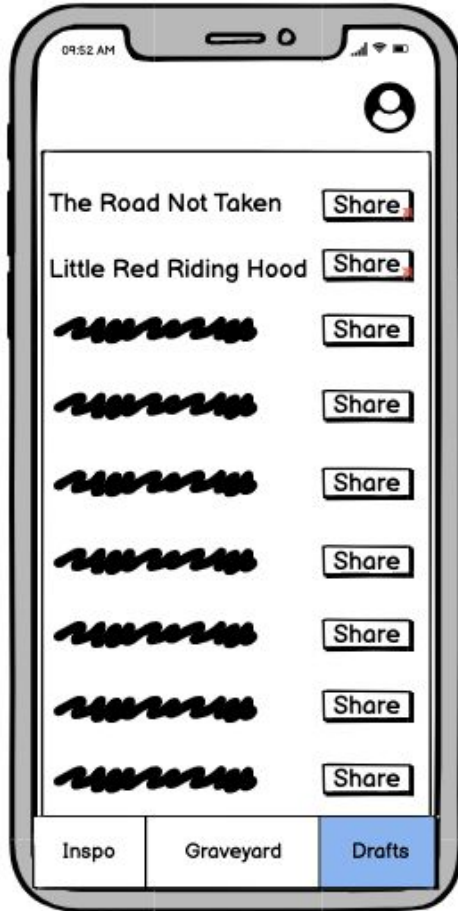
UI Change #1

when choosing a prompt, the user will be able to simply **click the prompt** to start writing rather than a separate button

UI Change #2

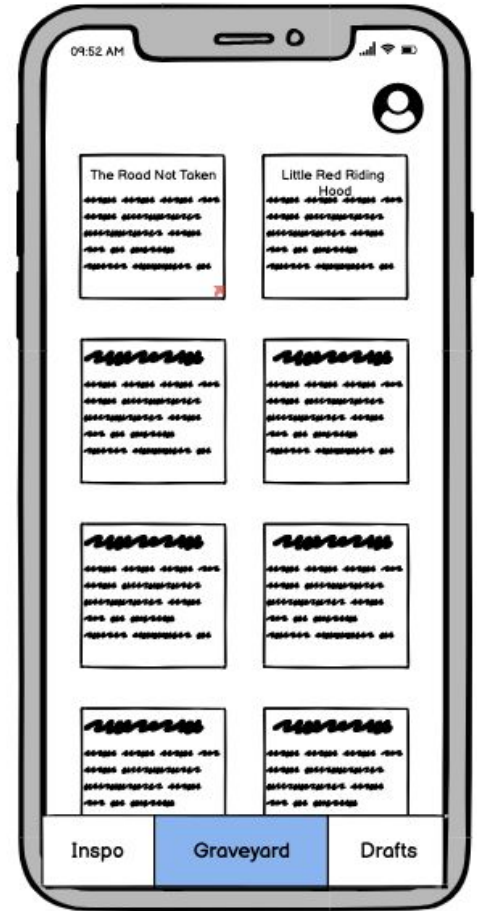
the user will be able to **share a prompt** even from the writing workspace





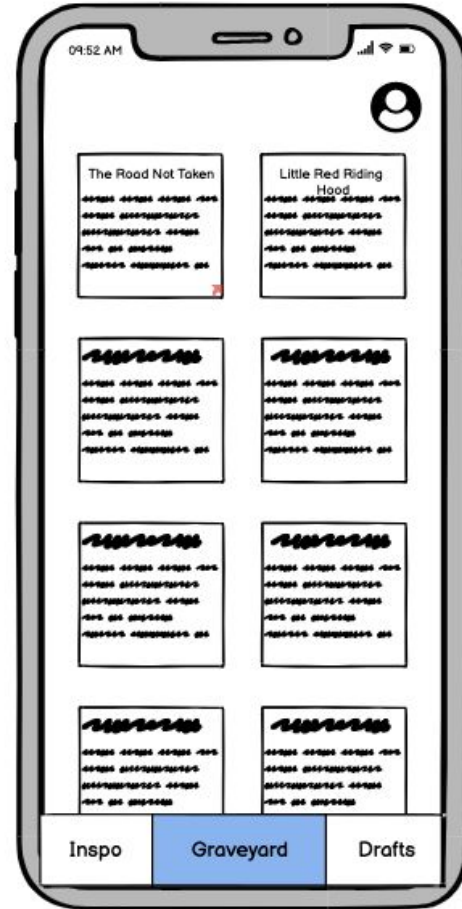
UI Change #3

be able to **choose between** list view or
summary view



UI Change #4

add a **date last edited** when viewing
piece snippets



UI questions we still have

Is it helpful to have **infinite prompts** available? Do we want to force a user to use a **singular prompt** rather than choose between them?

Should we **limit the time** a user can spend writing for certain exercises?

Should we have the user **make goals** for how much they want to write and how often?

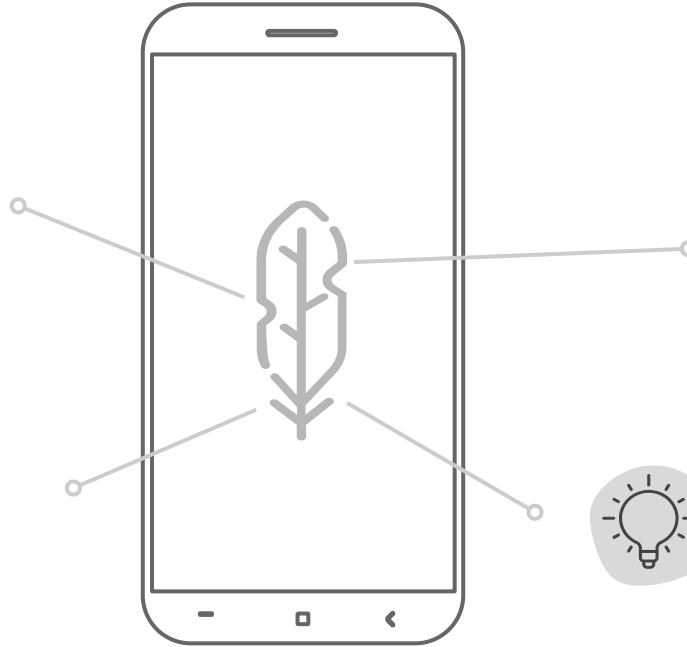
summary



what does it take to
get someone to
generate writing?



some of our
ux/naming
isn't the most
intuitive



minimalism is
our friend



we've confirmed 3 areas
to help any user
generate writing



thank you for
your time!

hit us with your feedback

