

LOW-FI PROTOTYPING & PILOT USABILITY TESTING



OVERVIEW

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OUR MISSION

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UI CHANGES + SUMMARY

OUR MISSION



The current digital landscape leaves a lot to be desired for content creators and their fans.



Creators struggle to get meaningful input from their fans, and fans feel like they aren't being heard.

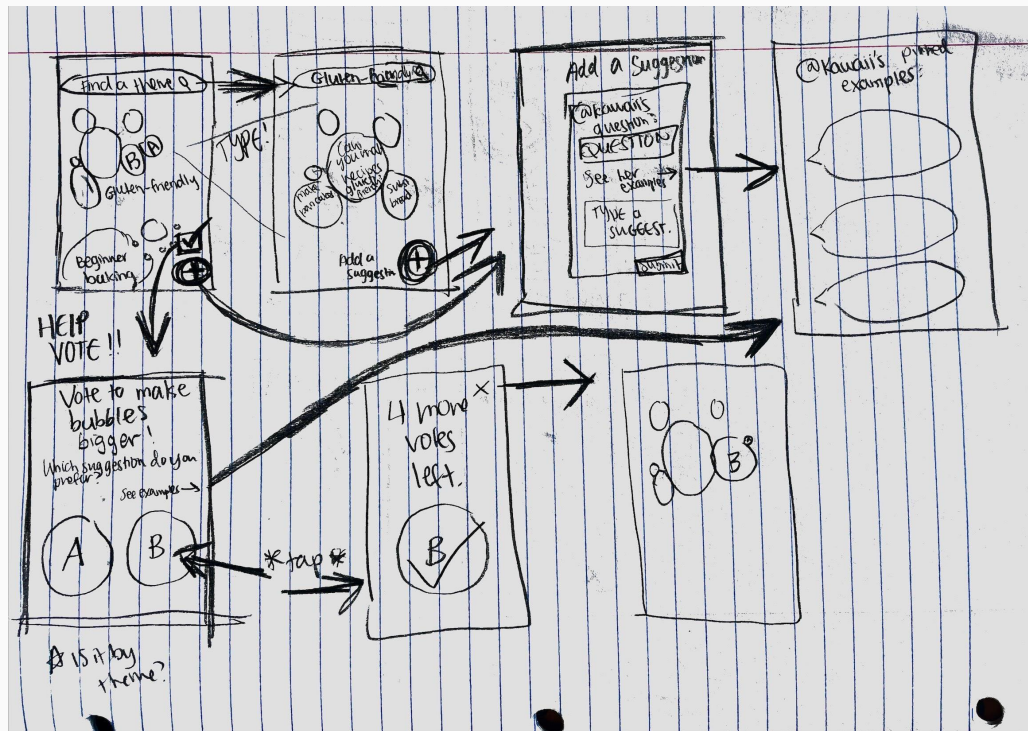


Croissant creates digital studios to enable focused, productive collaboration with fans who want to contribute.

**INTERFACE
SELECTION + DESIGN**

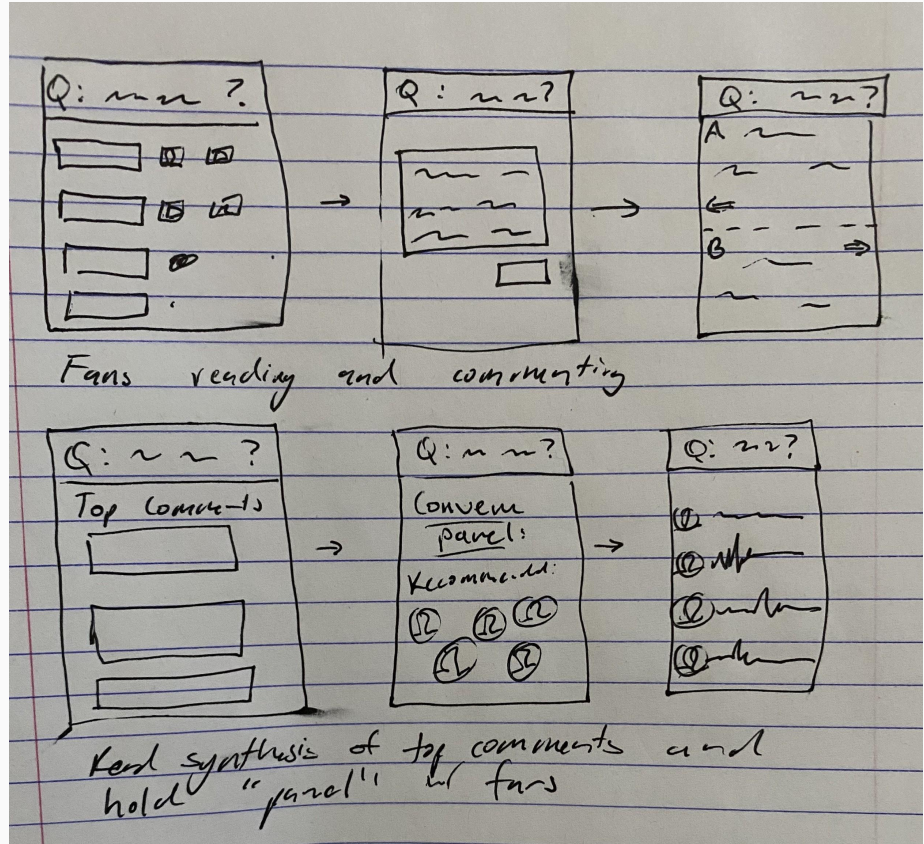
01 COMMENT BUBBLES

02 COLLABORATIVE STUDIO



01 COMMENT BUBBLES

02 COLLABORATIVE STUDIO



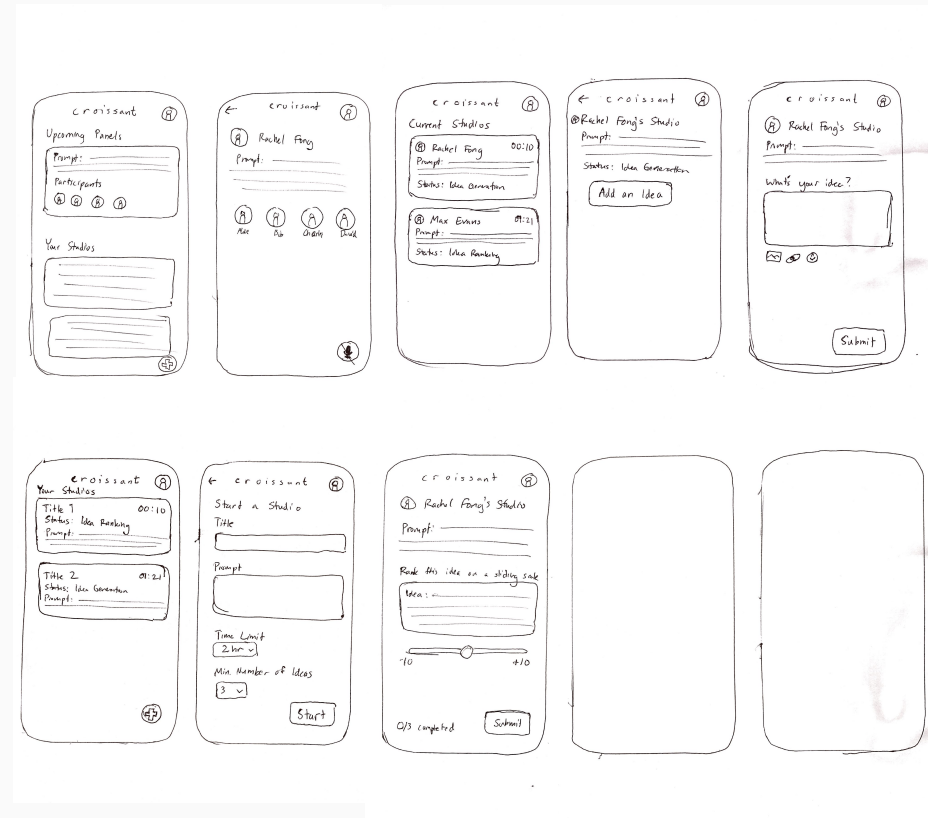
INTERFACE CHOICE: COLLABORATIVE STUDIO

- Decision making rationale:
 - Displaying comment bubbles of various size too chaotic for phone screen
 - Collaborative studio is intuitive and provides structure to guide fans along design process
 - Comment bubbles not conducive to constructive discussions, and might amplify existing issues with comments sections
- Chose to continue with Collaborative Studio interface

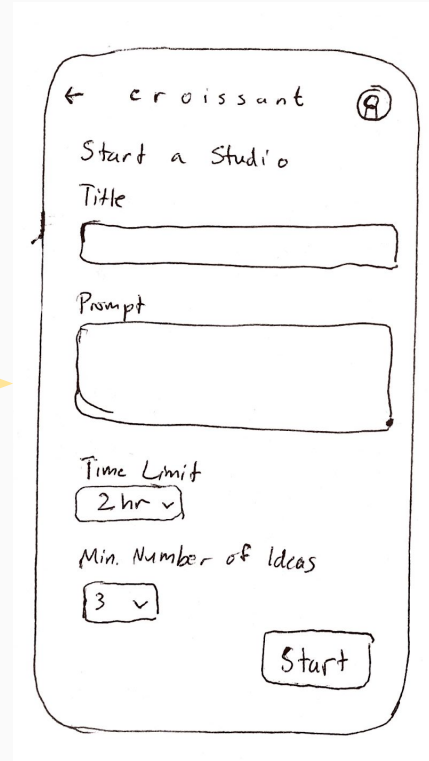
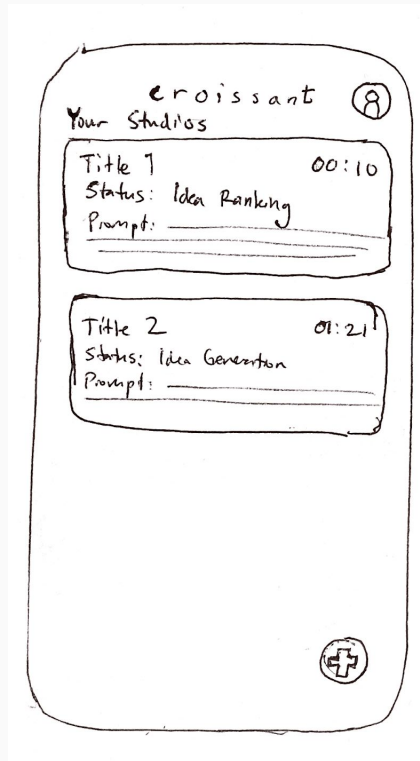
PROTOTYPE & TASKS

PROTOTYPE OVERVIEW

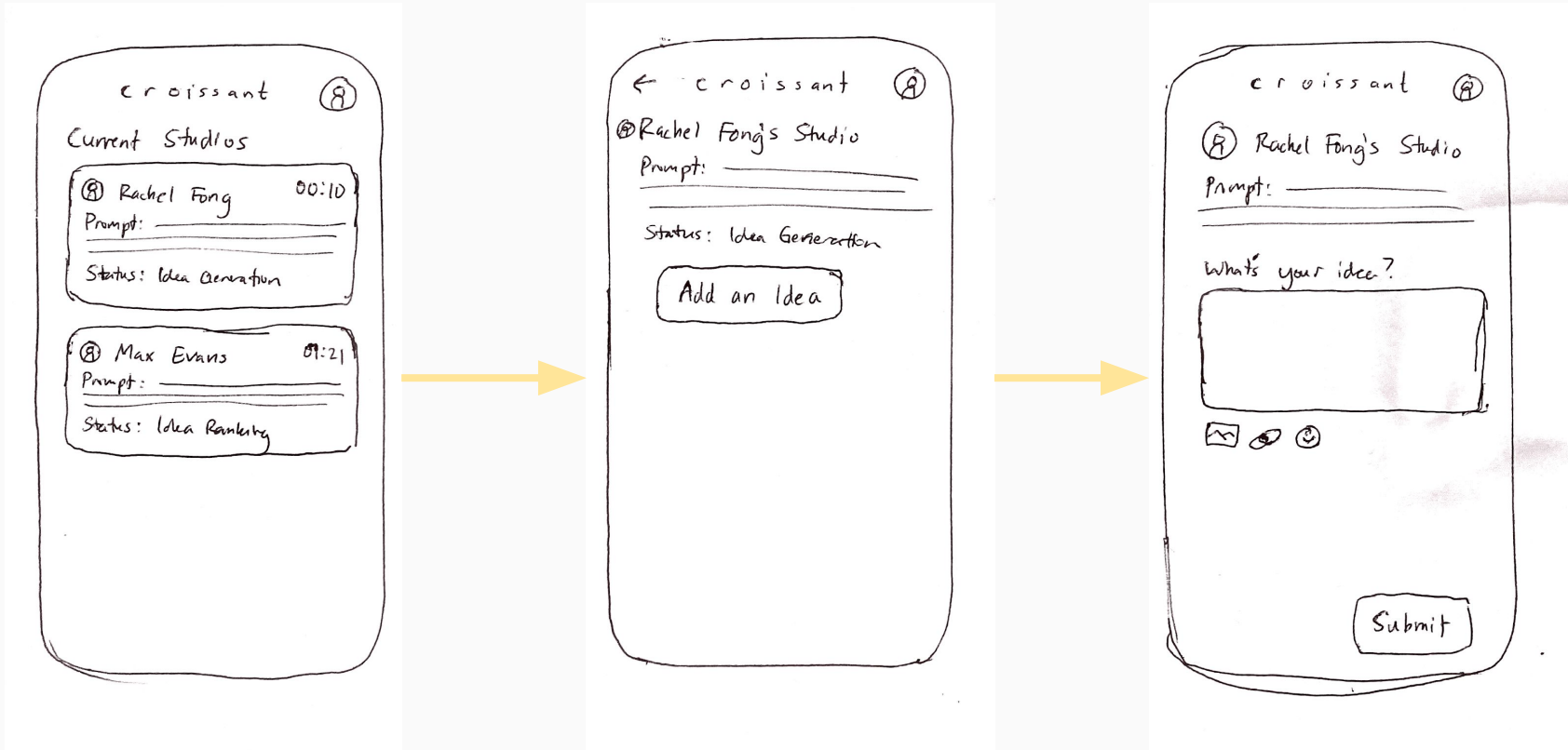
- Each UI task maps to phase of brainstorming process
 - Posing a Question
 - Idea Generation
 - Prioritization/Ranking
 - Further Discussion
- 1 creator-specific task, 2 fan-specific task, 1 combination task



Task #1: Initialize a studio session (creator)



Task #2: Submit an idea (fan)

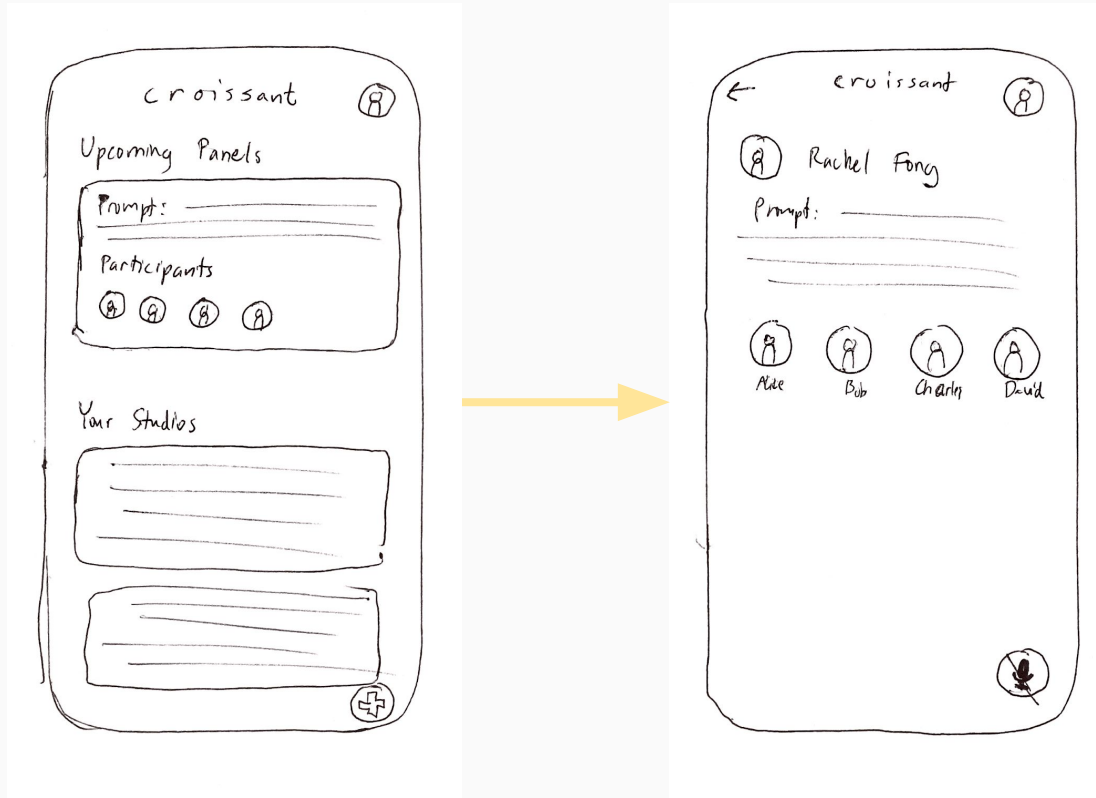


Task #3: Prioritize/rank an idea (fan)

A hand-drawn sketch of a mobile app interface for ranking an idea. The interface is contained within a rounded rectangle and includes the following elements:

- At the top, the word "croissant" is written in lowercase, followed by a circled number "9".
- Below that, "Rachel Fang's Studios" is written, also followed by a circled number "9".
- A "Prompt:" label is followed by two horizontal lines for text input.
- The instruction "Rank this idea on a sliding scale" is written below the prompt.
- A box labeled "Idea:" contains three horizontal lines for text input.
- A horizontal slider is positioned below the idea box, with a circular knob in the center. The left end is labeled "-10" and the right end is labeled "+10".
- At the bottom left, the text "0/3 completed" is displayed.
- At the bottom right, there is a rectangular button labeled "Submit".

Task #4: Join panel session with top collaborators (fan + creator)



EXPERIMENTS

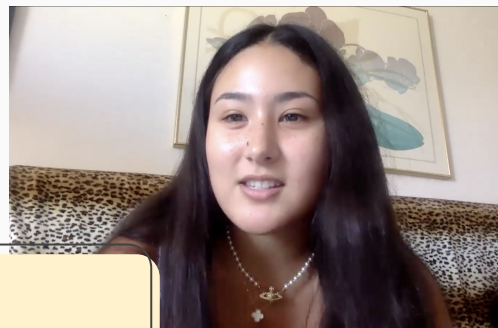
PARTICIPANTS



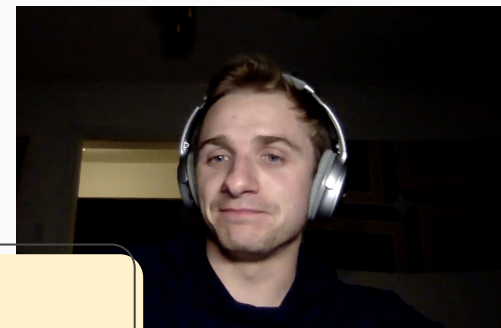
CHRISTIE
LIFESTYLE CONTENT CREATOR



DEAN
NICHE CONTENT CREATOR

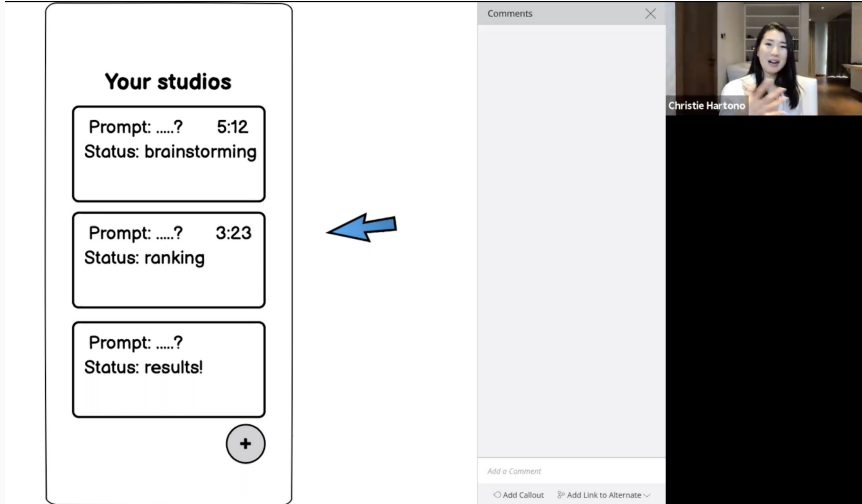


GIGI
LIFESTYLE CONTENT FAN



ADAM
NICHE CONTENT FAN

EXPERIMENTAL METHODOLOGY



- Uploaded basic interface to Balsamiq and conducted all experiments via Zoom
- One interviewer asked participant to navigate through tasks while other interviewer controlled Balsamiq
- A/B tested ranking systems and format for live panels

TEST SUCCESSES

Fans:

- Easily navigated UI and performed all tasks
- Validated ranked choice voting for choosing best ideas
- Very excited about the potential for interaction with creator at the end of process

Creators:

- Flows for creating a studio and hosting a panel were mainly intuitive
- Liked the live panel format with audience

DESIGN WEAK POINTS

Fans:

- Some resistance to making small panel discussions publically available
- Loss of motivation to participate in studios if ideas are repeatedly not chosen

Creators:

- Hesitant about answering certain types of questions (i.e. highly personal)
- Open to democratic nature of platform, but would value some degree of credentials/expertise among fans

UI CHANGES + SUMMARY

Problems

- Fan questions cross boundaries
- Separating expert feedback from uninformed criticism
- Fan resistance to making public panel discussions
- Loss of motivation to participate in studios if ideas are repeatedly not chosen

Solutions

- Creators pin example comments
- Fan comments displayed short bio tags
- Allow users to opt into public/private panels
- Recap screen thanking fans and giving them a quantitative assessment

SUMMARY

- Collaborative studio interface is intuitive to navigate for fans and creators
- Small tweaks needed to keep both sides satisfied with in-platform interactions