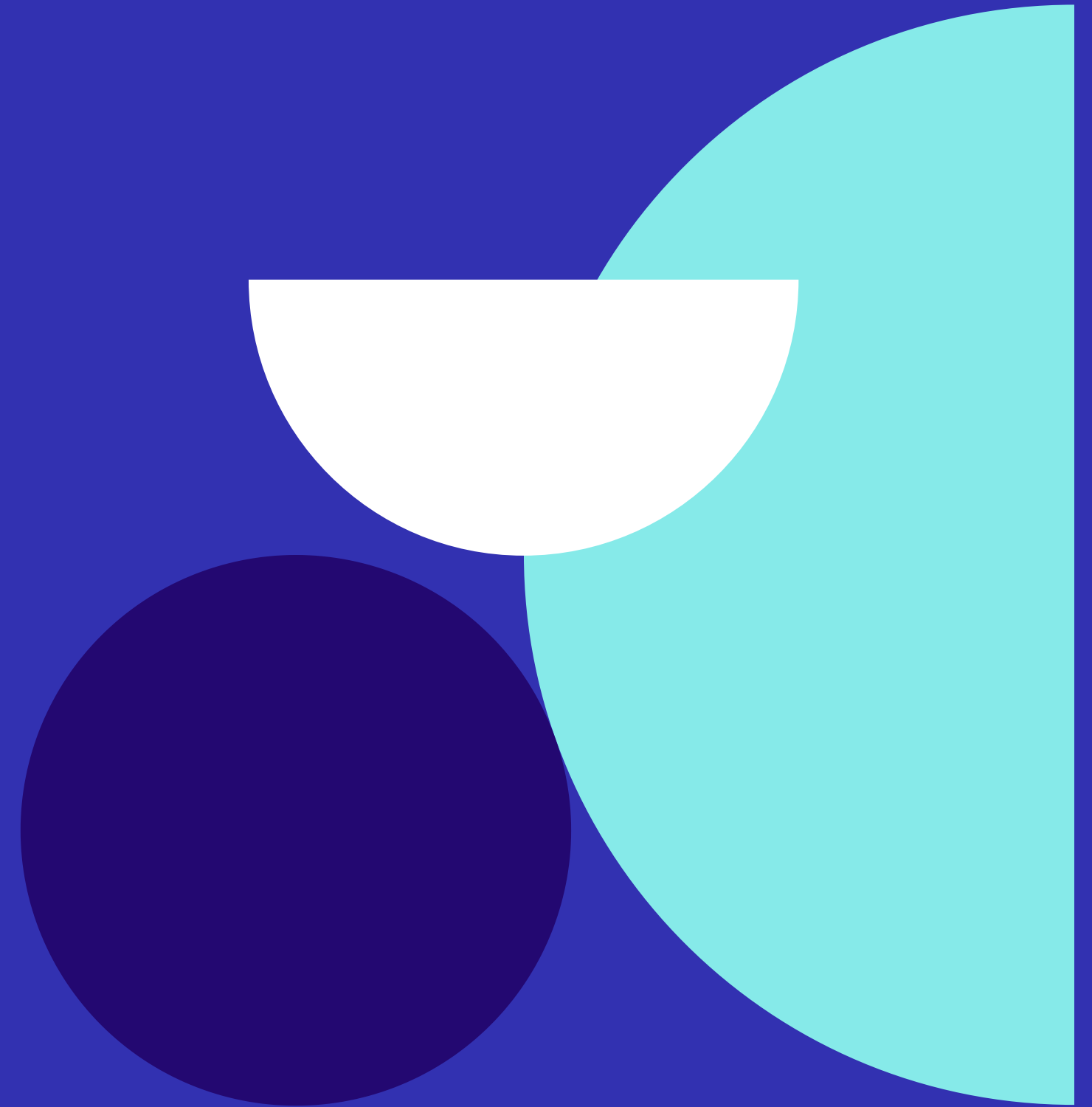


Pebble: Low-fi Testing

Divya Nagaraj, Nadin Tamer, Jessica Yu, Grace Zhang



Pebble



OVERVIEW

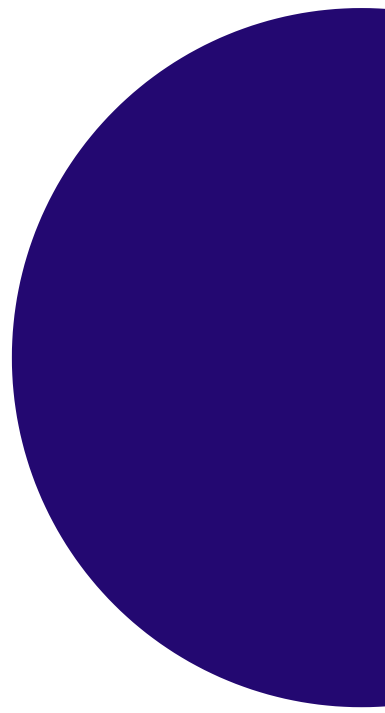
Mission & Interface

Low-fi Prototype & Tasks

Testing & Results



Mission Statement & Interfaces





Pebble




VALUE PROPOSITION

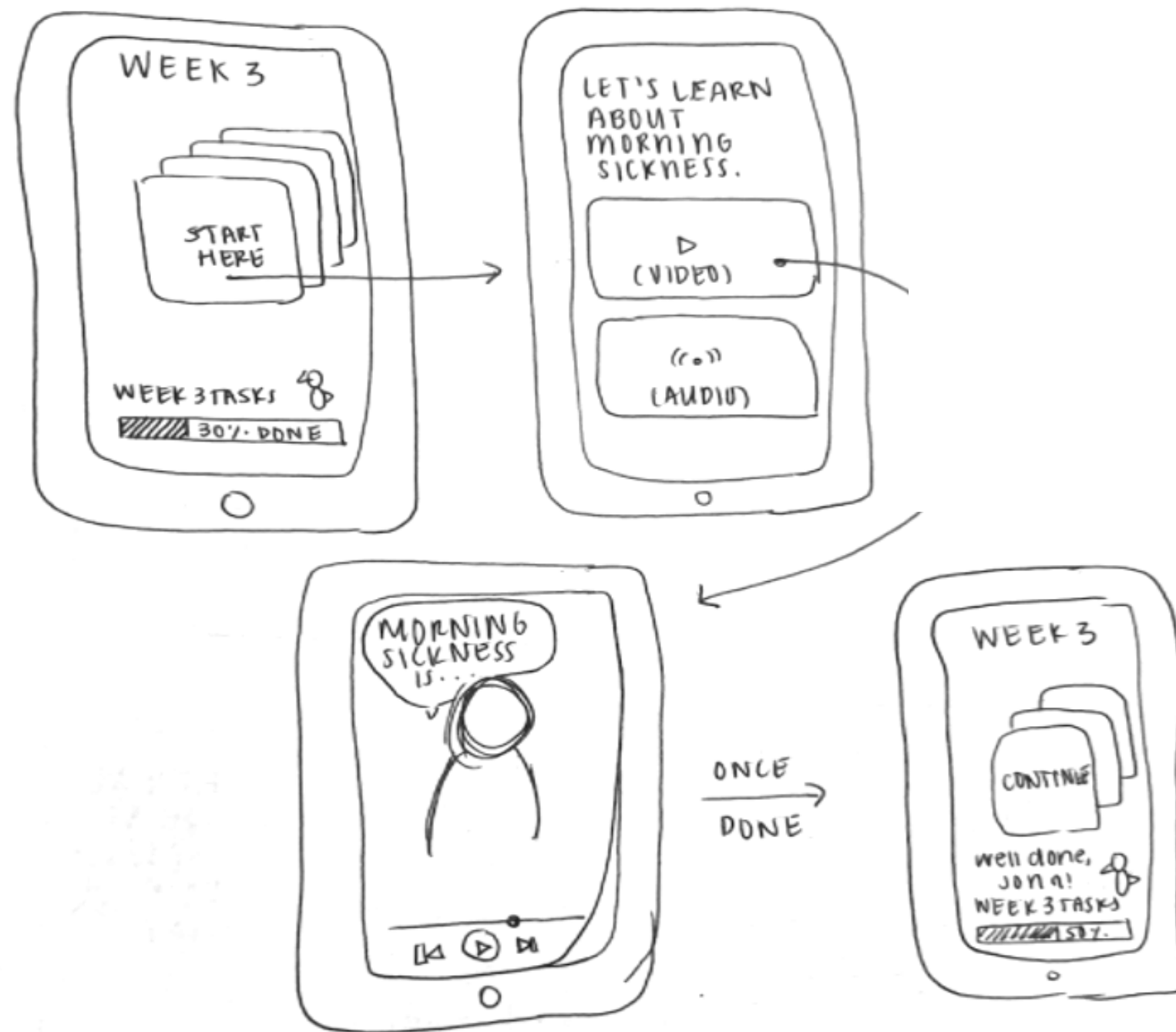
Learn more for your growing family!

MISSION STATEMENT

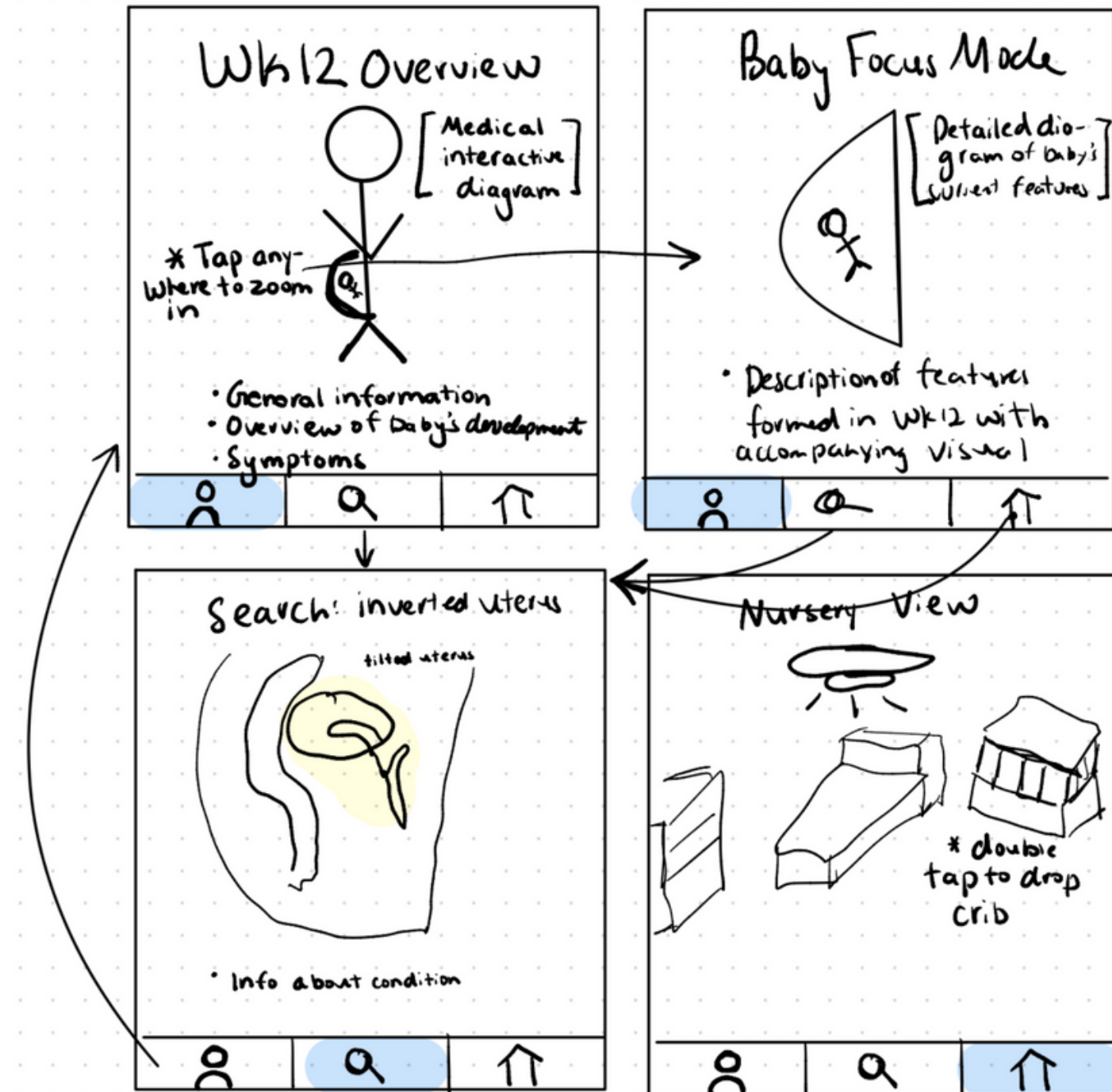
Our goal is to ensure both partners in a pregnancy not only feel supported themselves, but also feel equipped to holistically support one another throughout the pregnancy journey.



INTERFACE TOP TWO



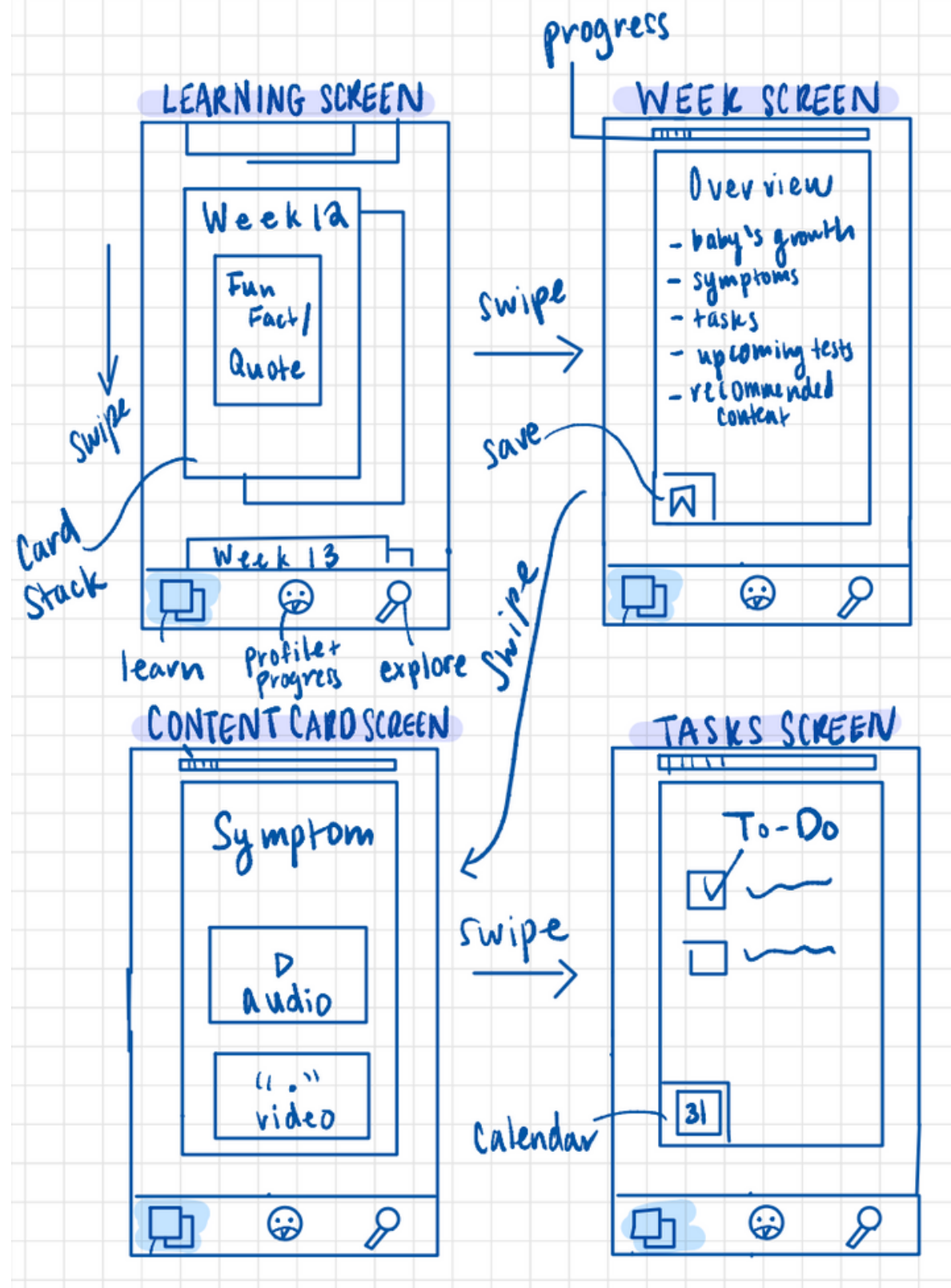
Mobile Application



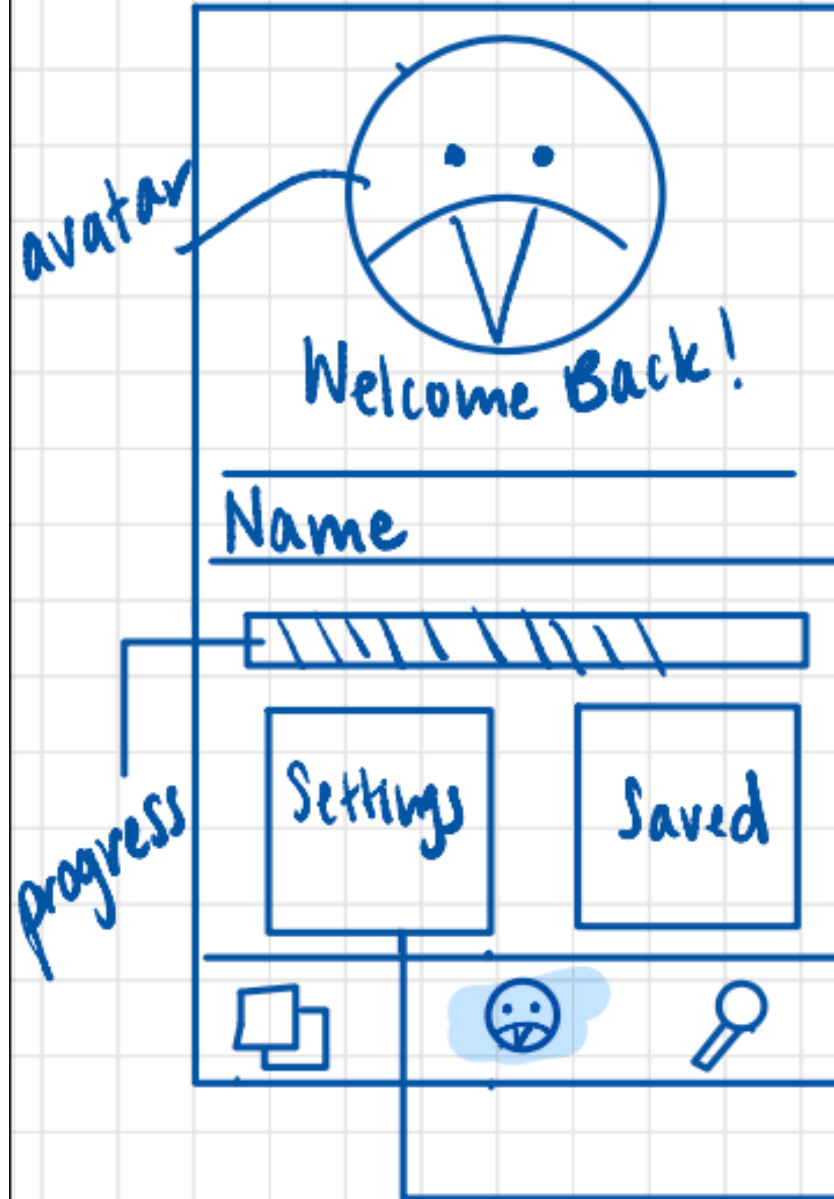
AR/VR Interface

SELECTED INTERFACE

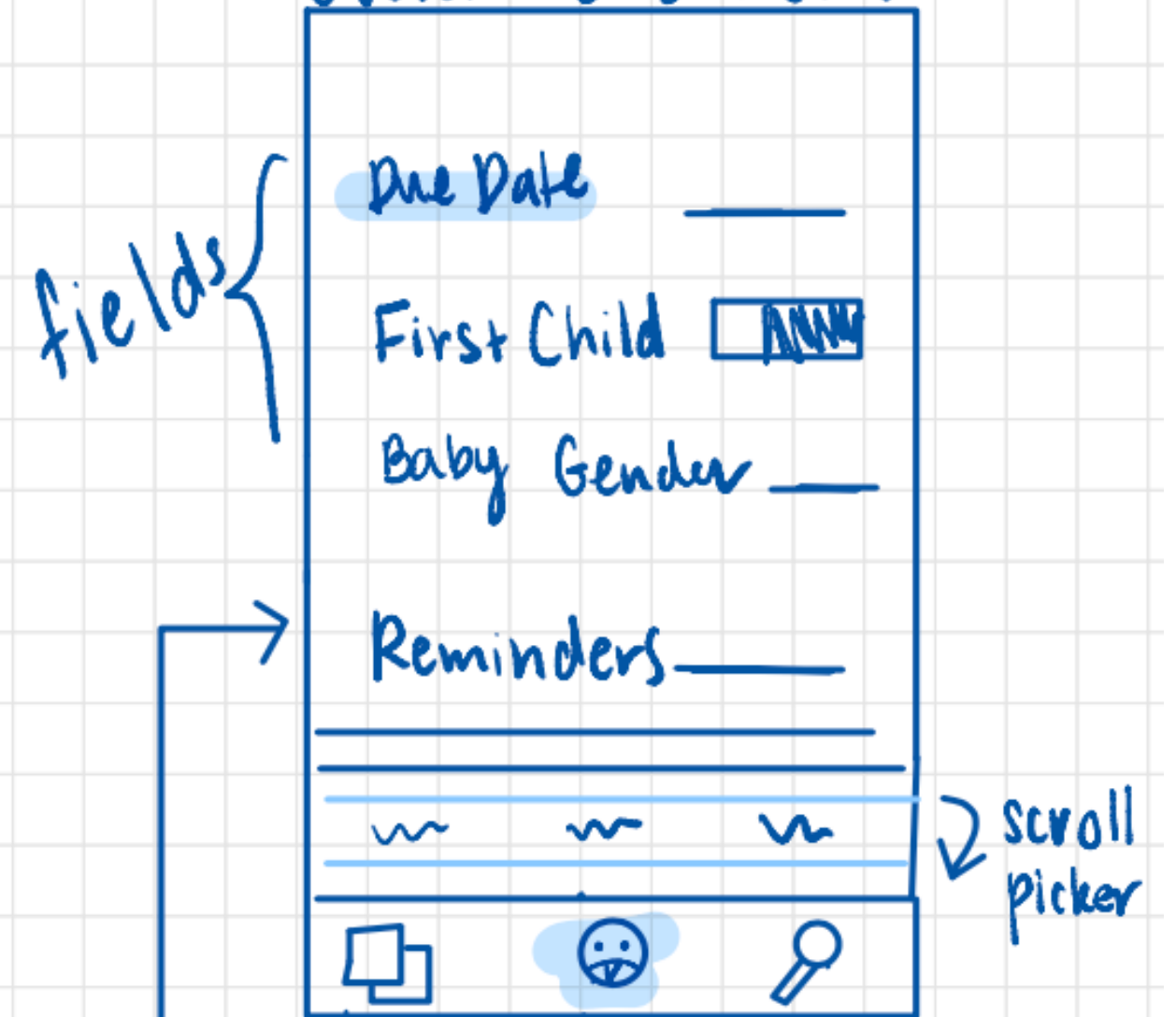
Mobile Application



PROFILE SCREEN

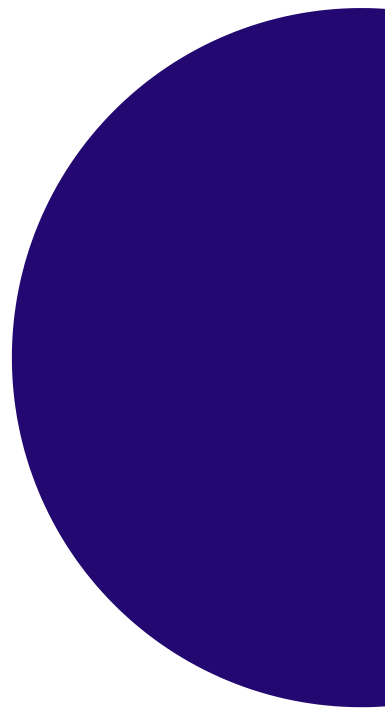


CUSTOMIZE SCREEN





Low-Fi Prototype & Tasks



Prototype Structure

3 Tabs

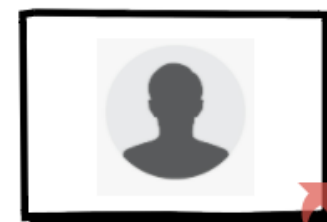
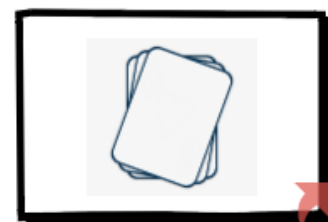
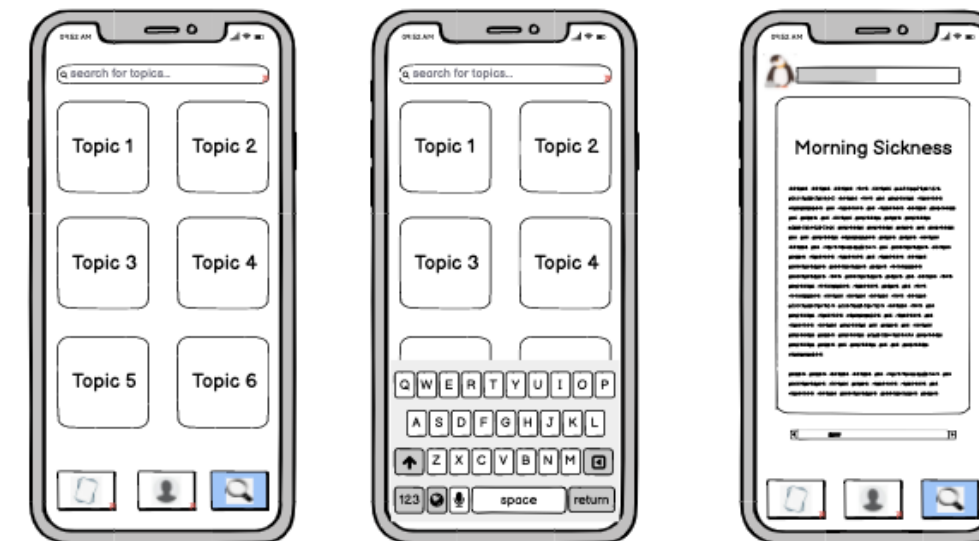
Learning
Tab ->



Profile
Tab ->

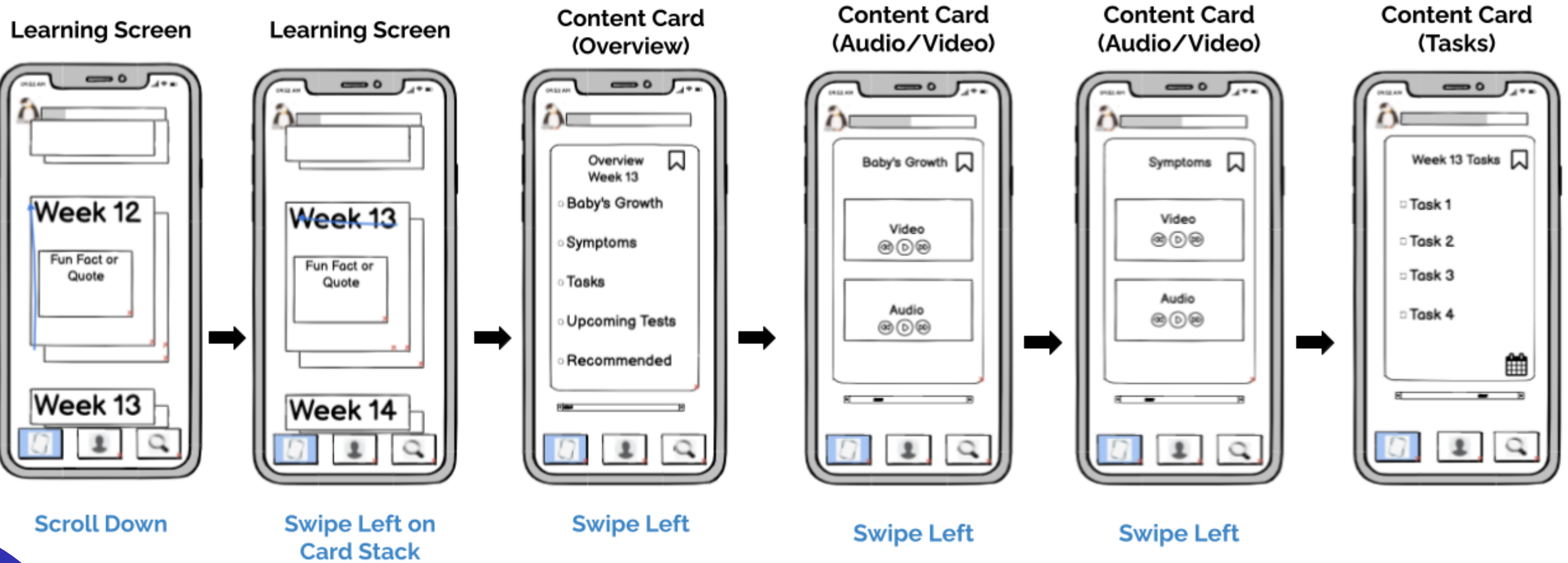


Explore
Tab ->



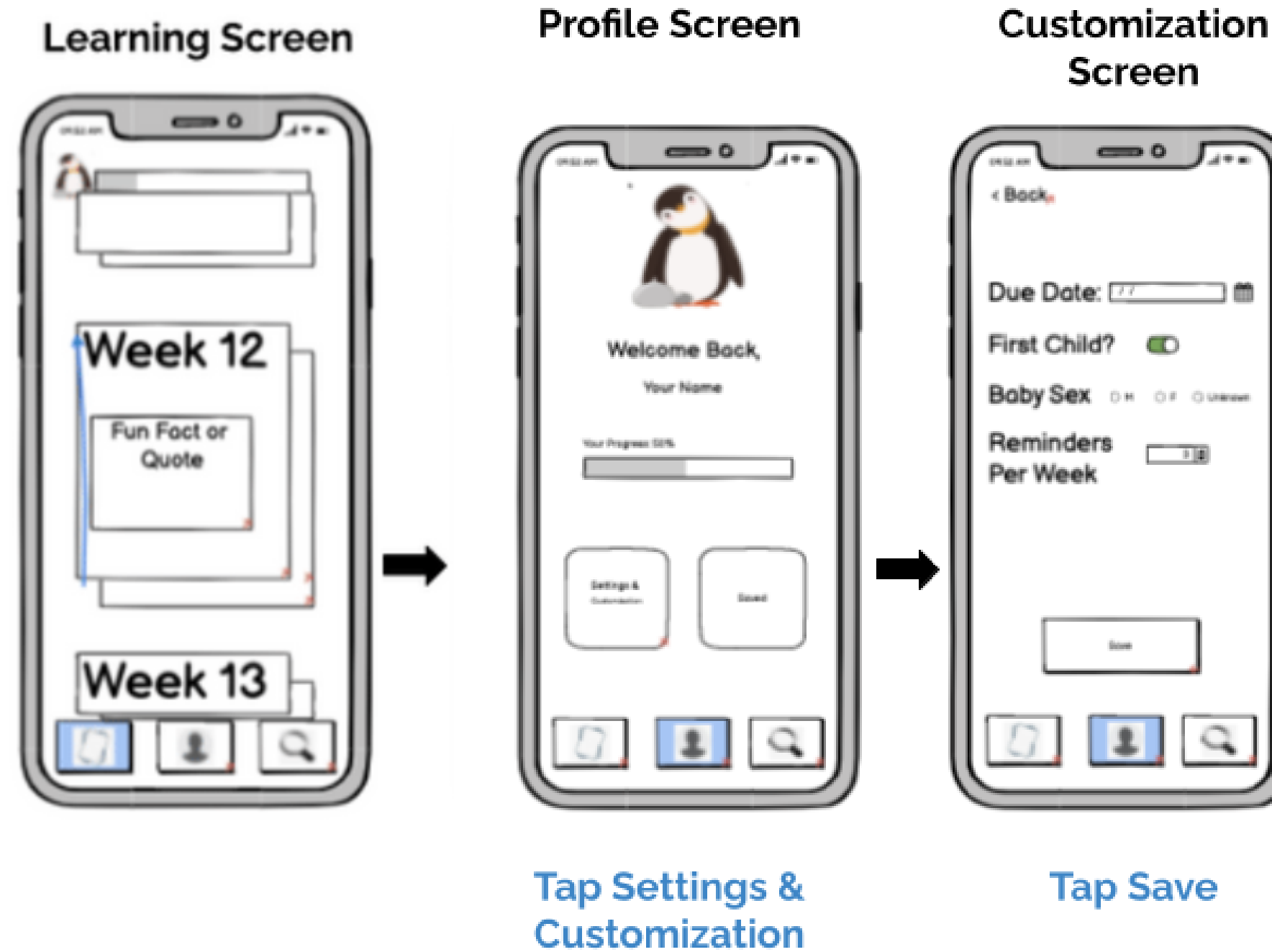
Task 1

Find information on tasks for Week 13



Task 2

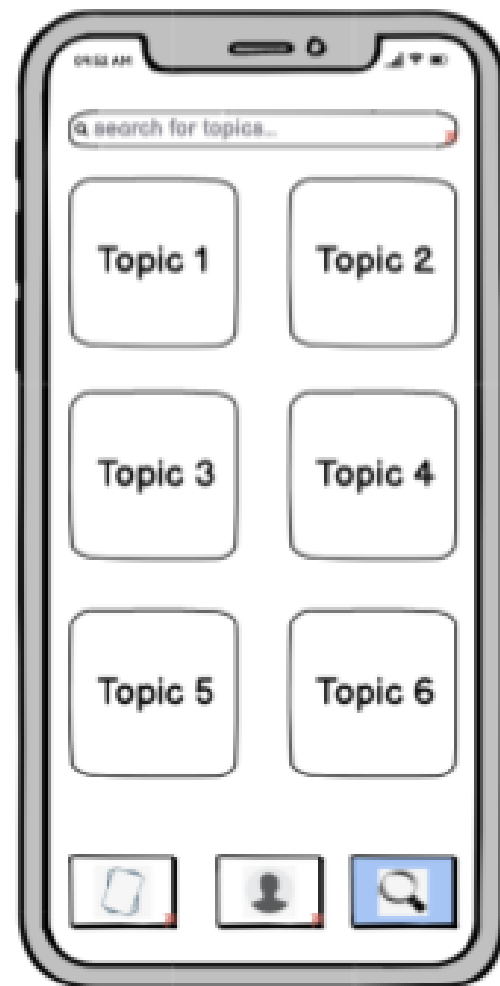
Edit background information to receive customized recommendations



Task 3

Find information about morning sickness

Explore Screen



Tap Search Bar

Search



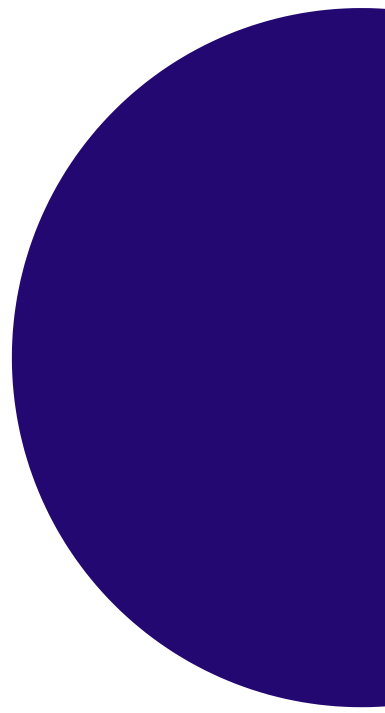
Search, Tap Card

Content Card





Testing & Results





Method

PARTICIPANTS

Three expecting fathers recruited from *r/daddit*, *r/predaddit* and *r/babybump*

ENVIRONMENT

Sessions were conducted over Zoom. Team members remotely controlled a Balsamiq prototype that participants interacted with.

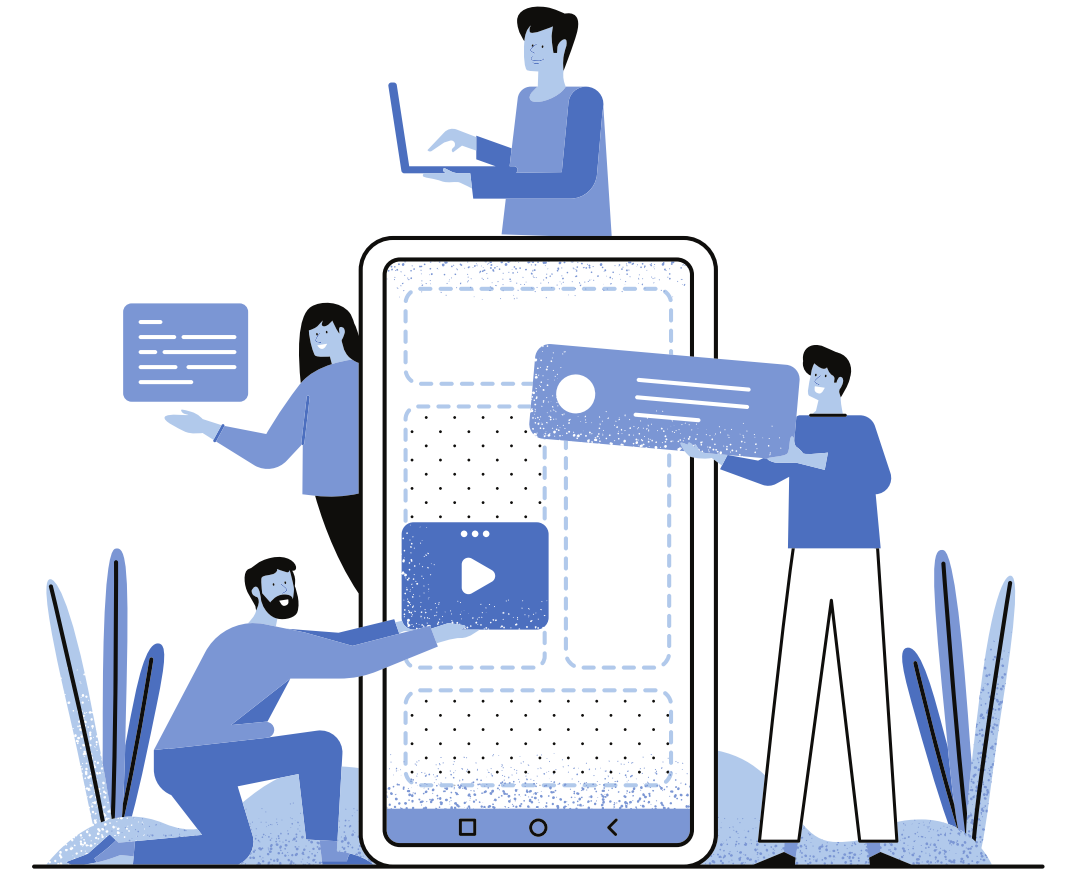
METHOD

We asked participants to complete our 3 tasks sequentially, and debriefed at the end with overall feedback about the design & concept of the app.

Results — Timing

We assessed:

- 1) Time to complete task
- 2) Number of incorrect gestures
- 3) Uncertainty/hesitation

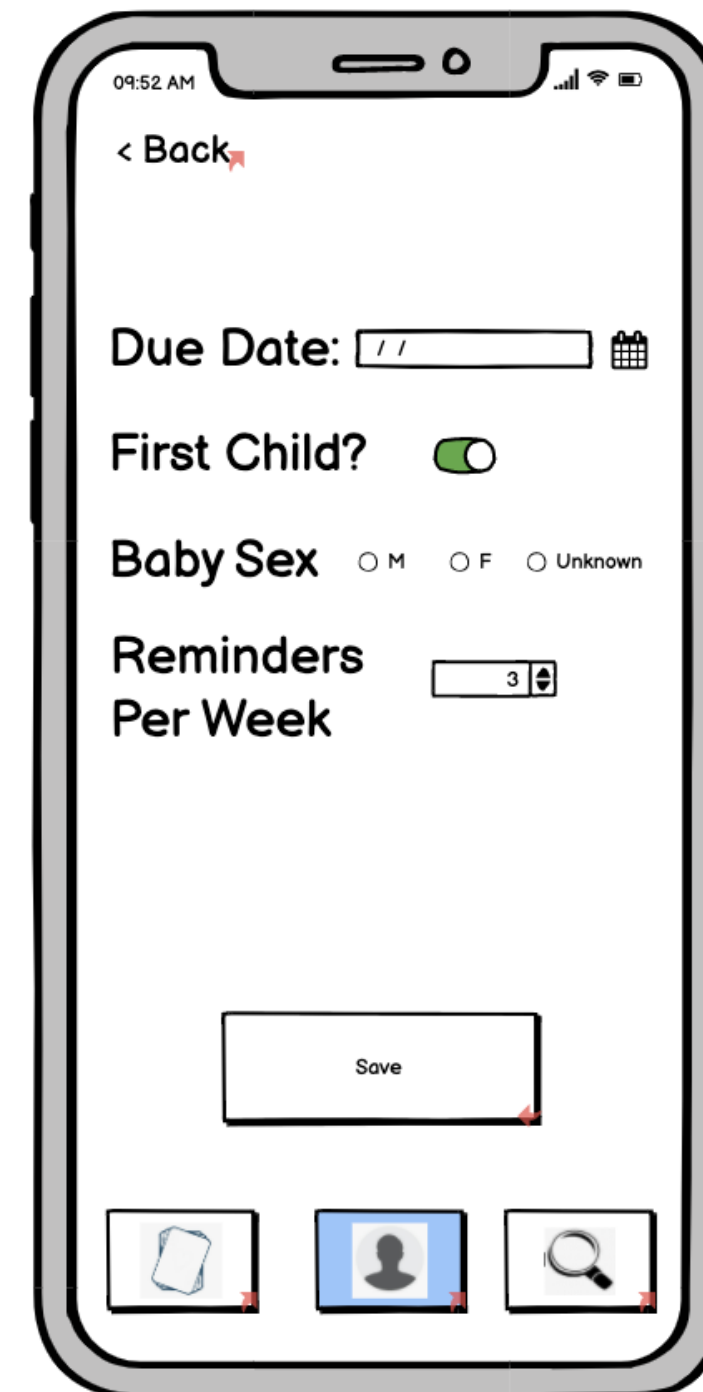


	Task 1	Task 2	Task 3
Andy	10+35 sec	5 sec	5 sec
Doug	10+80 sec	20 sec	25 sec
Matthew	15+120 sec	20 sec	30 sec
Average	12+78 sec	15 sec	20 sec

Results — Successes

Partners loved having content catered to them. They found searching for content & updating their profiles straightforward.

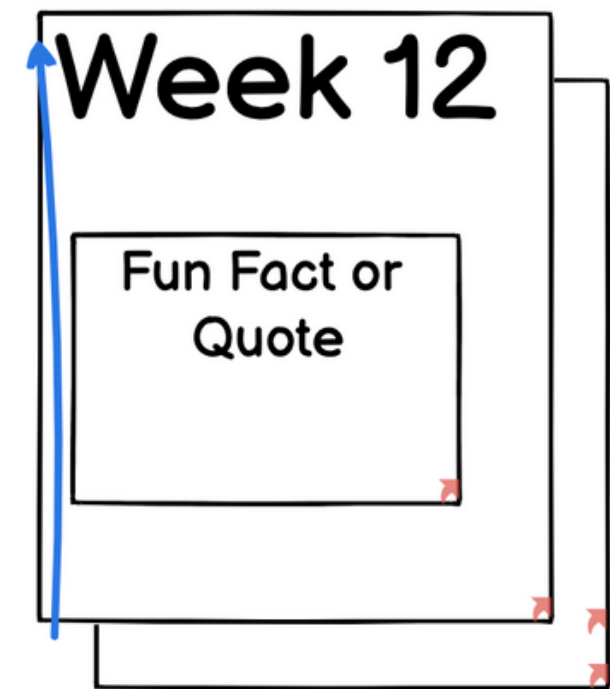
- ✓ **USERS REAFFIRMED THEIR DESIRE FOR A PLATFORM WITH PARTNER-TAILORED, EASY-TO-DIGEST INFO**
- ✓ **USERS LOVED HOW STRAIGHTFORWARD THE TO DO LISTS, SEARCHING, AND UPDATING THEIR INFO WAS**
- ✓ **PARTICIPANTS LOVED THE IDEA OF CUSTOMIZING THE LESSON PLAN BASED ON THEIR DUE DATE AND NEEDS**



Results — Problems

Users exhibited some confusion about the workflow for Task 1 and disinterest in certain kinds of content.

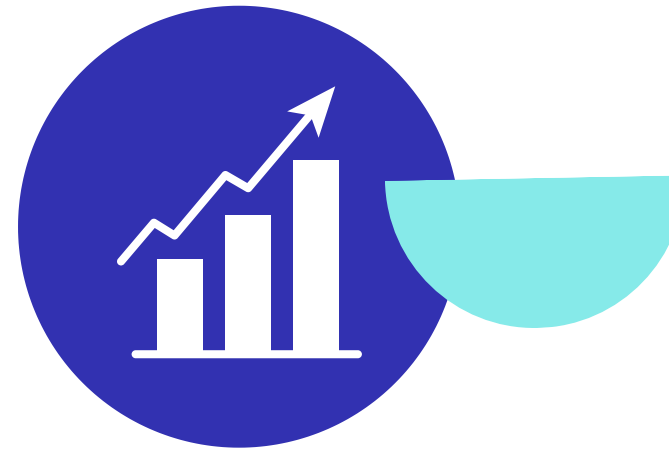
- ✘ ALL PARTICIPANTS FOUND IT **UNINTUITIVE** TO SWIPE LEFT TO ACCESS THE NEXT CARD
- ✘ PARTNERS EXPRESSED **DISINTEREST** IN LEARNING ABOUT THE TECHNICAL MEDICAL DETAILS OF PREGNANCY AND WERE **MORE INTERESTED IN EMOTIONAL/LOGISTICAL TASKS**
- ✘ PROGRESS BAR WAS **CONFUSING** - USERS DIDN'T UNDERSTAND IF IT WAS THEIR IN-APP PROGRESS OR THE PROGRESS OF PREGNANCY



UI Changes



Replace swiping in card stack interaction with **tap-to-enlarge**



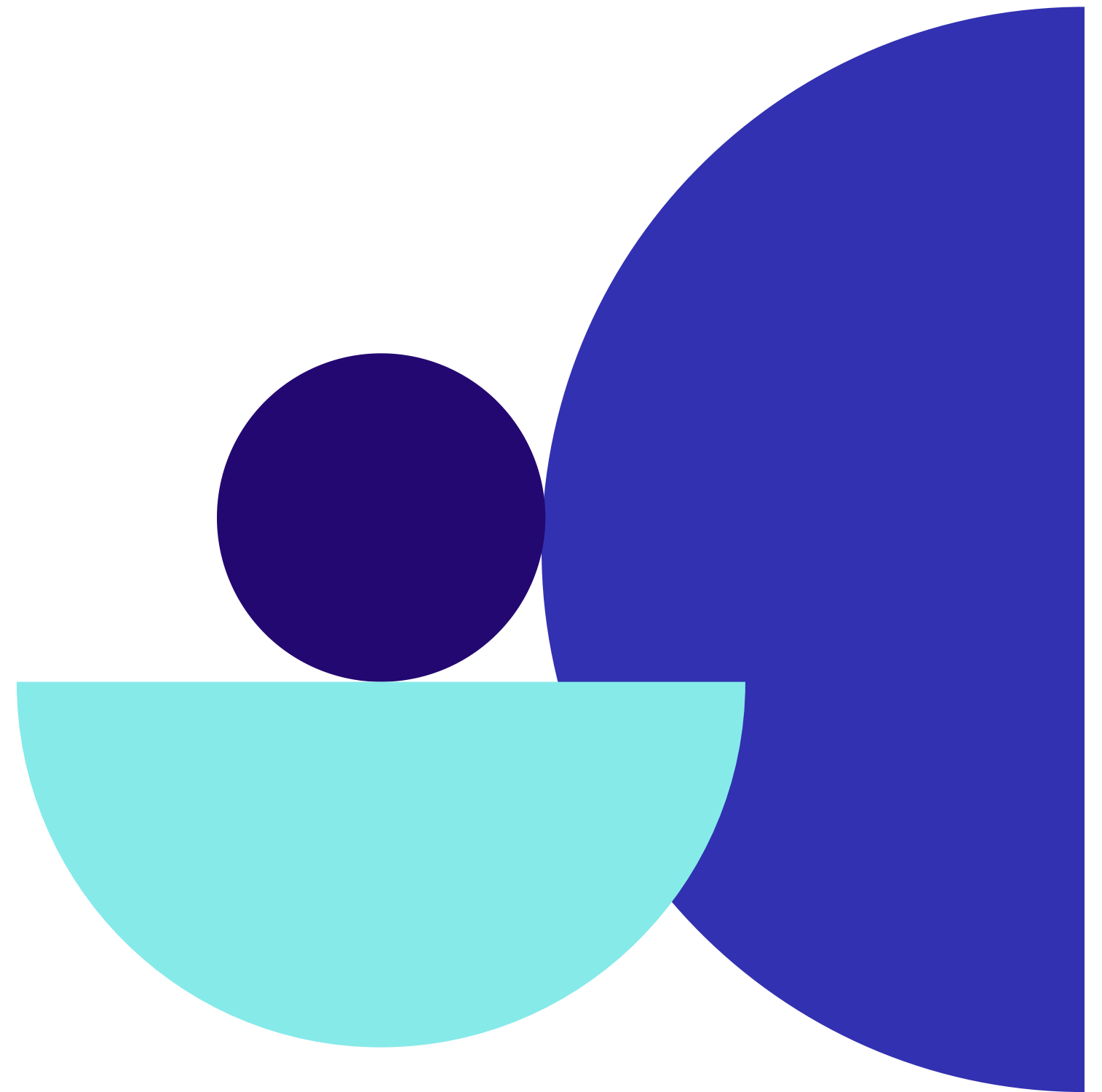
Clarify **representation of progress** to emphasize progress in pregnancy



Implement **labor emergency button** as suggested

Summary

- Mobile application was the best avenue to deliver **bite-sized** amounts of information
- Users felt our app was much needed to get logistical & emotional info to support their partners
- **Key next steps** are:
 - Changing interaction/content in learning page
 - Clarify progress
 - Addition of an emergency button



Pebble



Learn more for your growing family!