Pebble: Medium-fi Prototype

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SUMMARY

Solution Overview & Tasks

Revised Interface Design

Prototype Overview

Problem, Solution, & Value Proposition

VALUE PROPOSITION

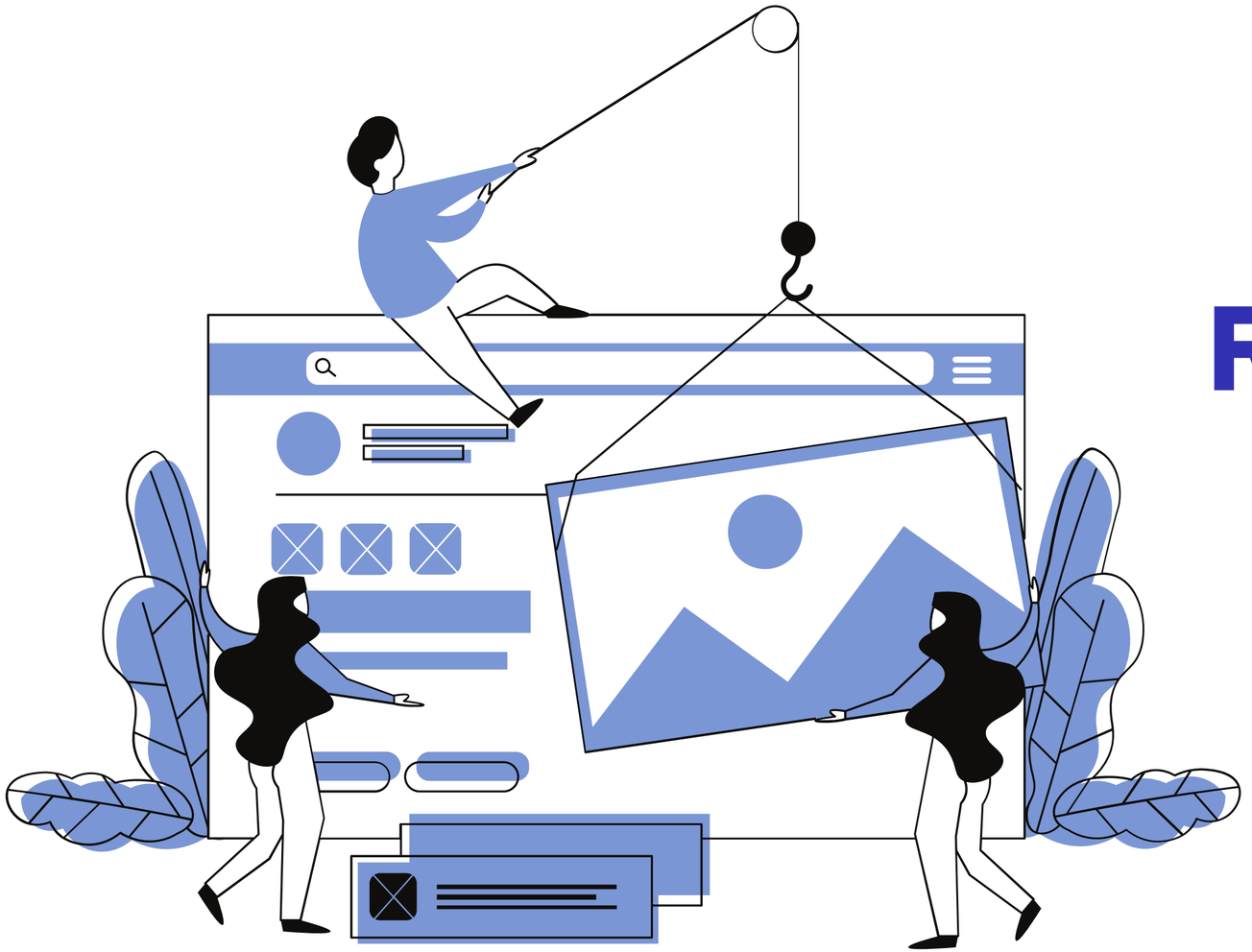
Learn more for your growing family!

PROBLEM

Pregnant people often wish their partners were more connected to the pregnancy process, and likewise, partners wish they had access to information to carry out their own research and better understand how they can be of support.

SOLUTION

Pebble is an app designed for pregnant individuals' partners to easily acquire digestible information, tips, and recommendations customized for them.



Revised Tasks

Tasks

Task 1 (Simple):

View relevant information for the current week of pregnancy

Task 2 (Moderate):

Search for and find information on specific topics (ie: morning sickness)

Task 3 (Complex):

Activate "emergency mode" to access relevant information during labor or medical emergencies

Task 4 (Complex):

Add this week's suggested tasks to "my tasks" list

Tasks

Revision 1:

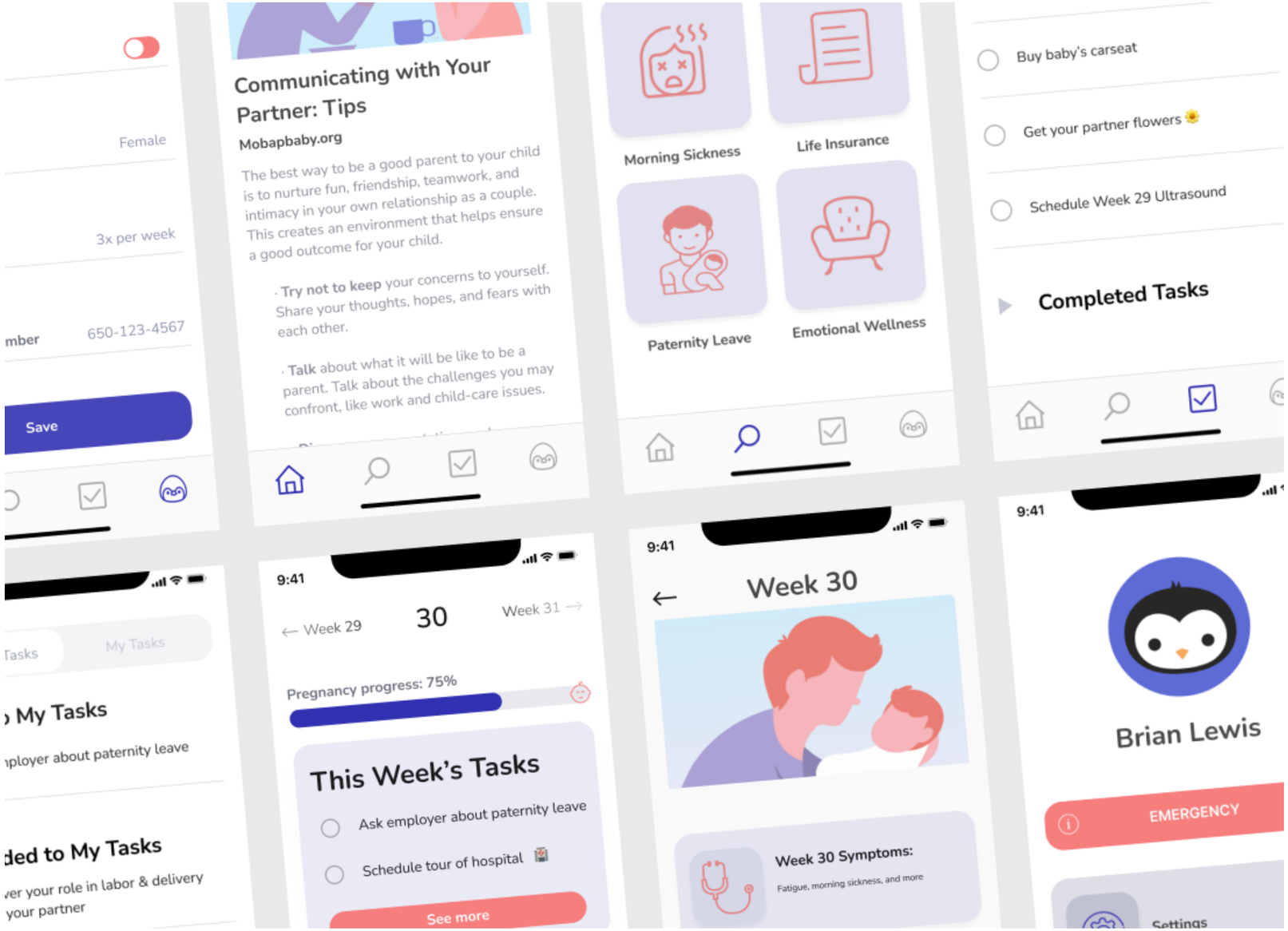
Removed task 2 (edit background info to receive customized recommendations) because it was more of a one time feature than a task.

Revision 2:

Added a new task 3 (activate "emergency mode" to access relevant information during labor or medical emergencies), a feature suggested by one of our user testers.

Revision 3:

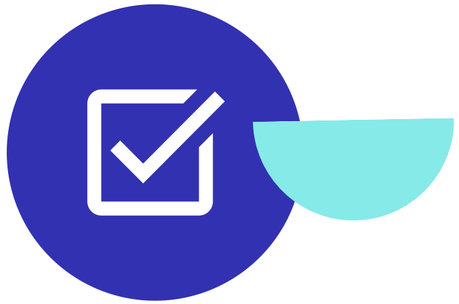
Added task 4 (add this week's suggested tasks to "my tasks" list) at the recommendation of user testers to enable easier access to tasks and task rollover from week to week



Revised Interface Design

Interface Revisions

Redesigned **card stack** into module-based flow for weekly info & tasks



Fleshed out and clarified user flow for **adding and completing tasks**

Added an "**emergency button**" for labor or medical emergencies

Revision #1: Weekly Modules

Before

- Week-to-week navigation relied on swipeable card stacks
- Swiping up/down brought the user to the next/previous week's card stack
- Swiping left enabled the user to explore the current week's content cards

Feedback

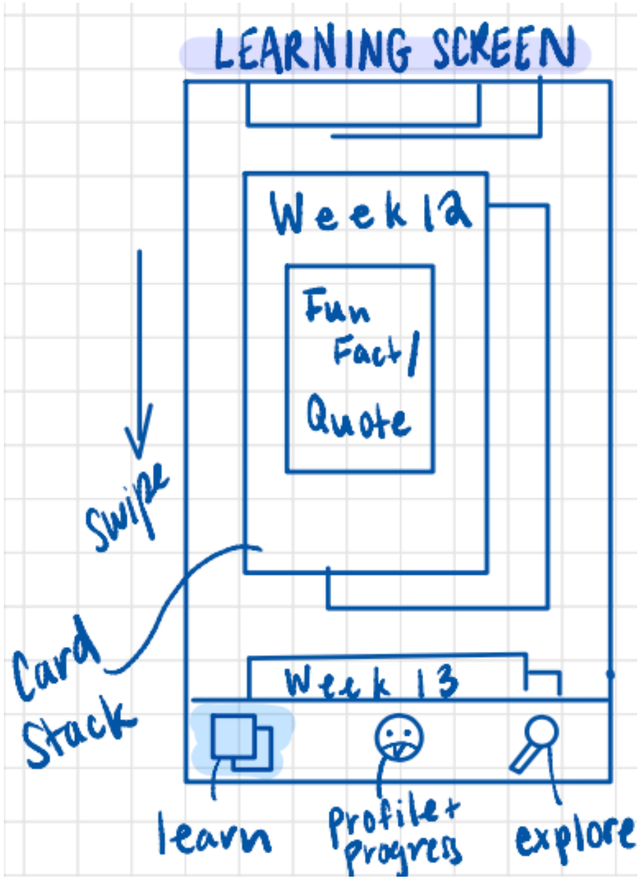
- Users found the left swipe to be extremely unintuitive
- Interviewees thought having to swipe through every weeks' card stacks to get to a specific weeks' content was very slow and tedious

After

Improved User Navigation

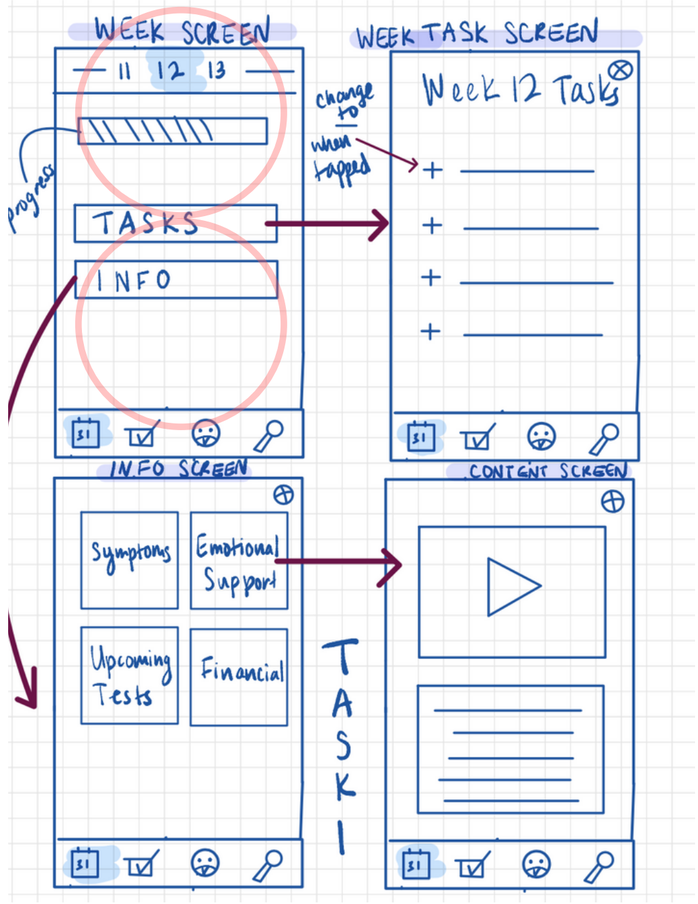
- Weekly information utilizes a **tap-based** module layout
- Users navigate from week to week by **scrolling** through the horizontal date scrollbar at the top of the screen
- Each week, users are brought to a home screen that can take them to
  - the current week's **information** (which is further broken into tappable modules)
  - and the current week's **tasks**

Revision #1 Screens



Before: weeks were organized in confusing swipable card stacks

After: weeks are organized in intuitive, tappable modules



Revision #2: Task Flow

Before

- Tasks were buried in the current week's card stack as a content card
- Tasks were only accessible and completeable by navigating to the current week

Feedback

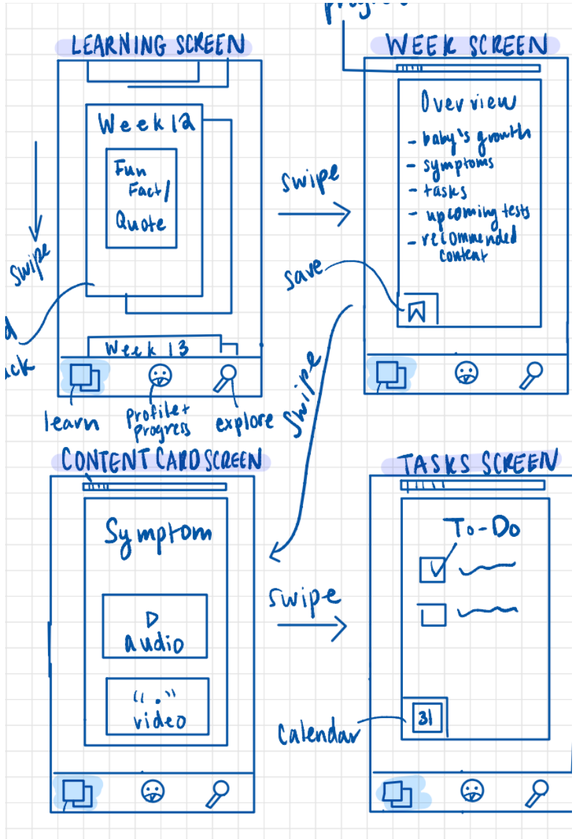
- Interviewees pointed out that in practice, tasks are likely to carry over week to week and that a rollover feature would be useful
- They also noted that tasks would be one of the most useful components of the app for them and should be made easily accessible

After

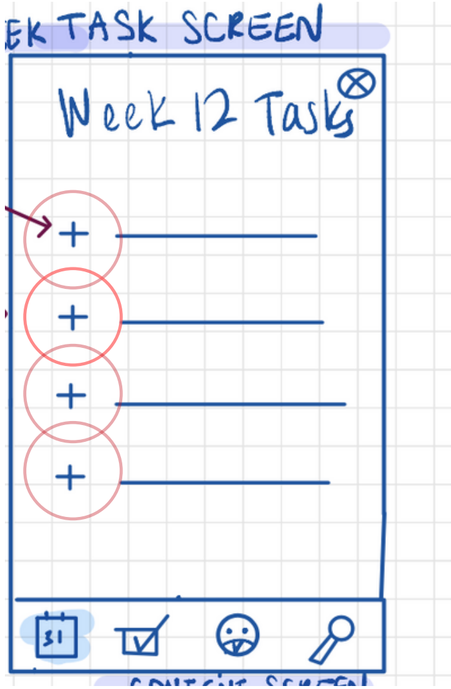
Improved Task Flow

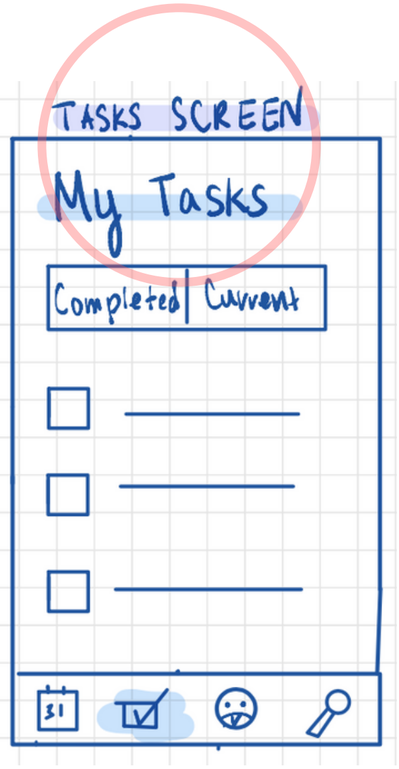
- To make them more accessible, Tasks is one of the four main tabs in our app
- The tasks screen is broken down into two toggles
  - ***Week 30 Tasks*** shows the current week's suggested tasks
  - ***My Tasks*** shows all of the user's ongoing tasks (which carry over week to week)
- Tasks can be **added** from the current week to the *My Tasks* list
- Tasks can be **completed** from *My Tasks*

Revision #2 Screens



After: A separate Tasks tab was created for easy access, with a clear way to see the tasks for the week and previously saved tasks





Before: Tasks were only accessible through the week page

Revision #3: Emergency Button

Before

- Did not contain a labor/emergency mode
- Profile & settings screens were only used to customize the content users encountered in content cards

Feedback

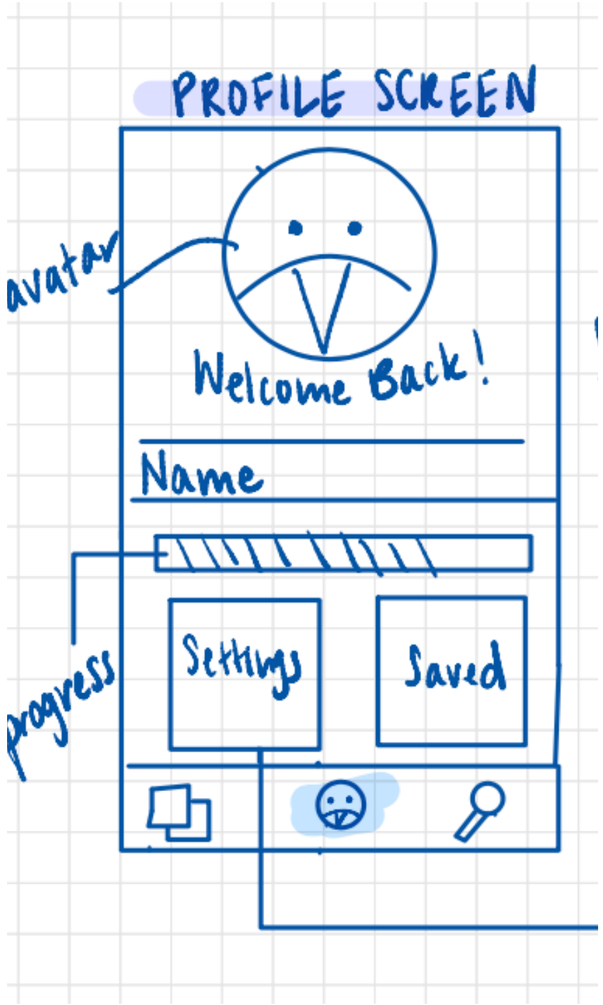
- A user suggested implementing a "labor button" to provide the user with fast, necessary info during labor or an emergency
  - Relevant info included doctor's phone number, directions to nearest hospital, notifying contacts, etc

After

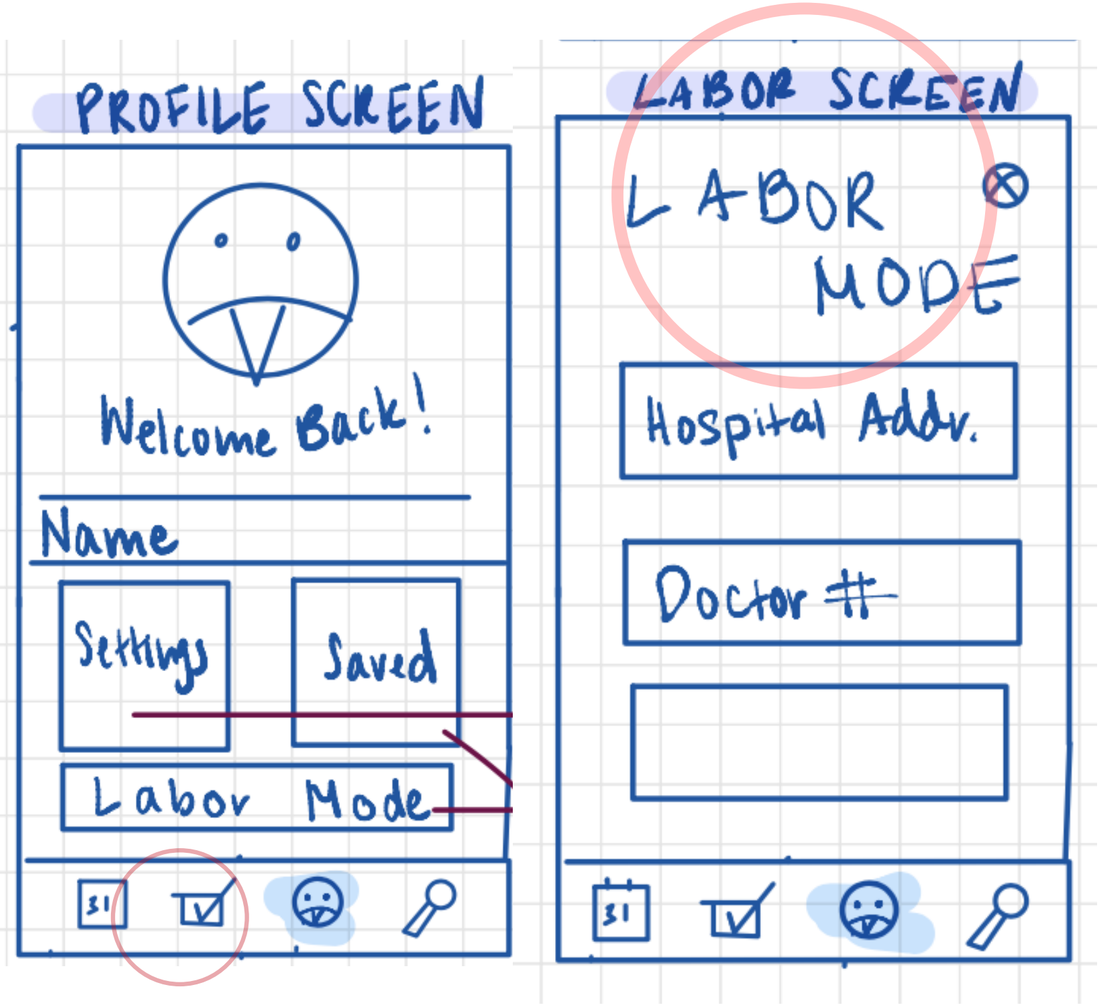
Added Emergency Feature

- An **emergency button** was added to the user's profile screen
  - When tapped, this button takes the user to a page that displays actionable items such as calling your doctor, hospital directions, etc
- This feature is clearly applicable and helpful to all of the app's intended users
- The settings screen is used to input the relevant data beforehand

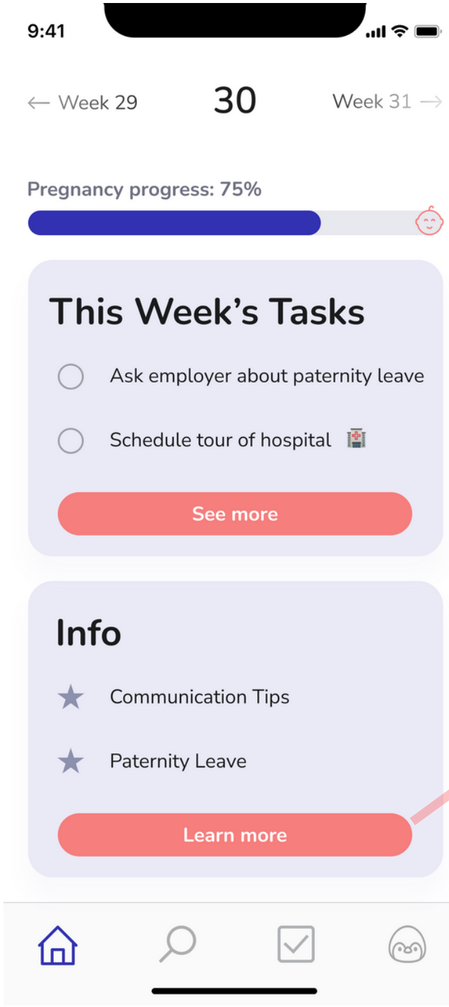
Revision #3 Screens



After: Added an emergency labor button to profile which directs user to relevant information



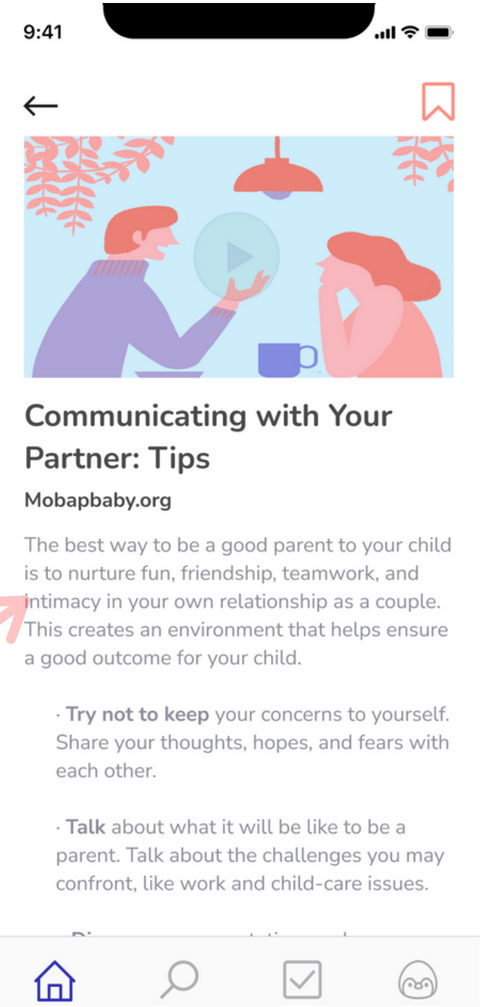
Task 1 Flow



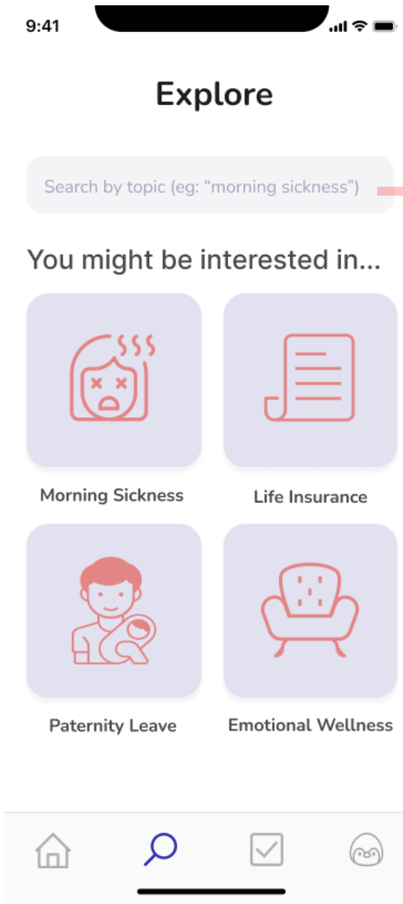
Home page can access the current week's tasks and info.

brings the user to the week's info modules

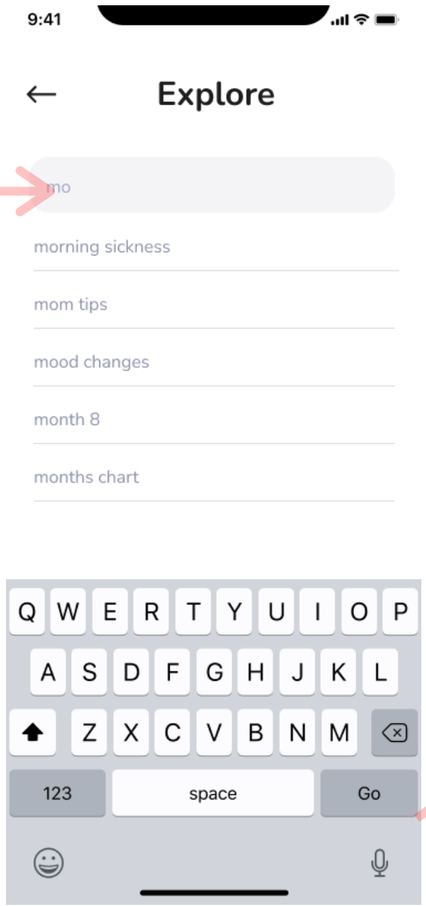
brings the user to the relevant content



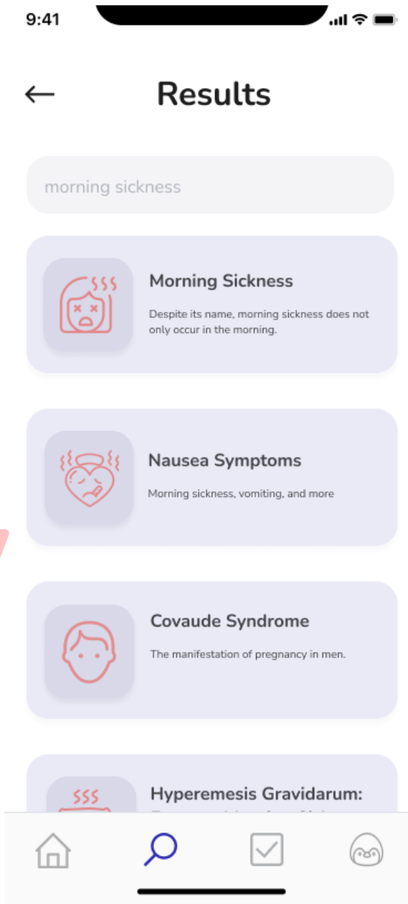
Task 2 Flow



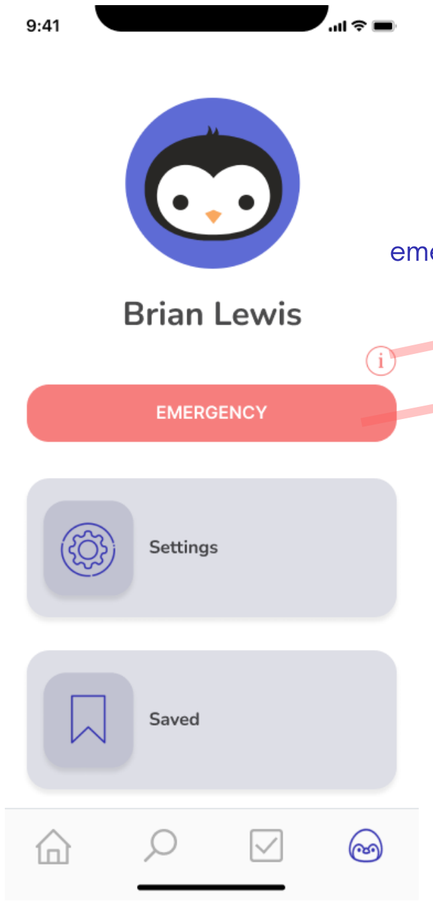
Explore/search page is prepopulated with AI generated content.



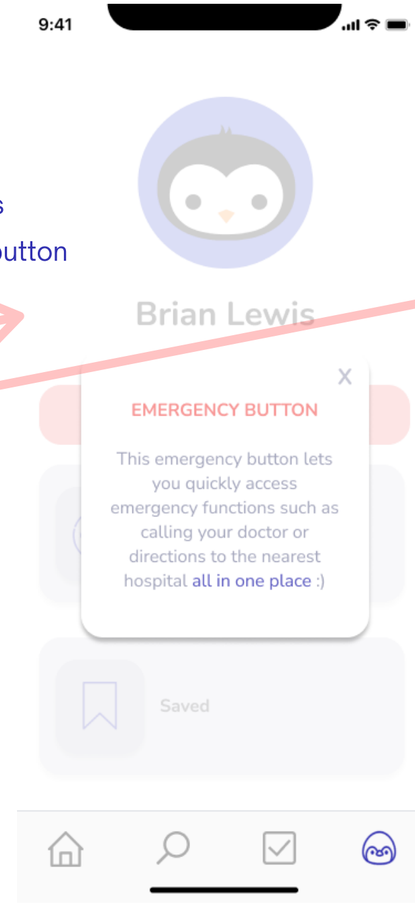
brings the user to clickable results

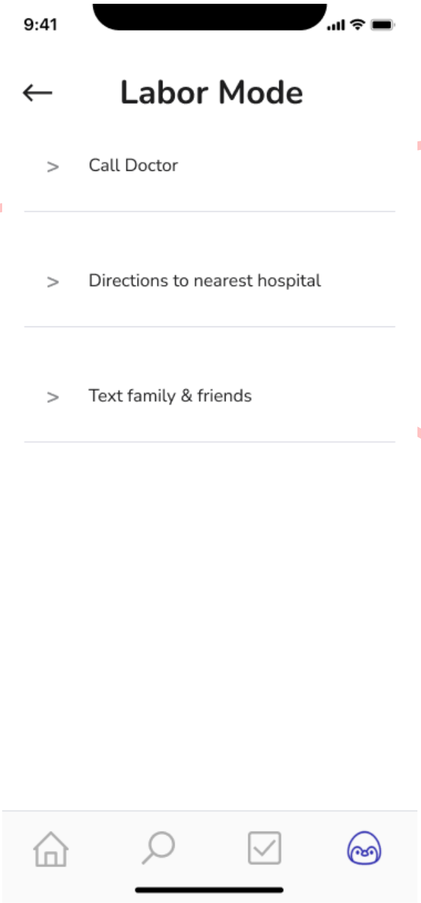


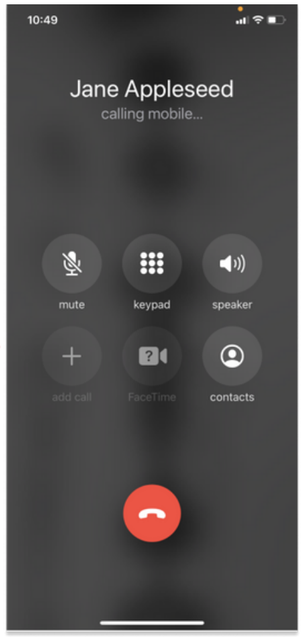
Task 3 Flow

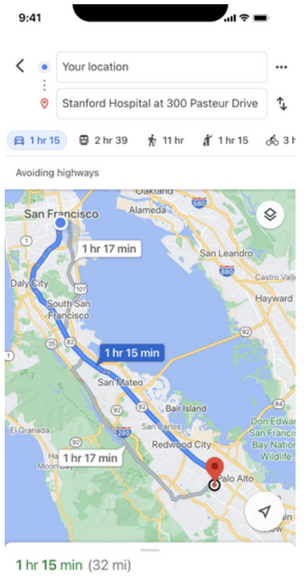


explains
emergency button

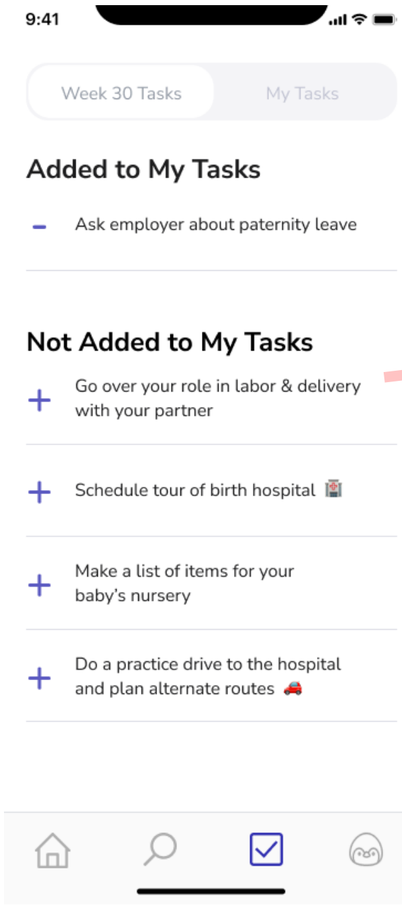




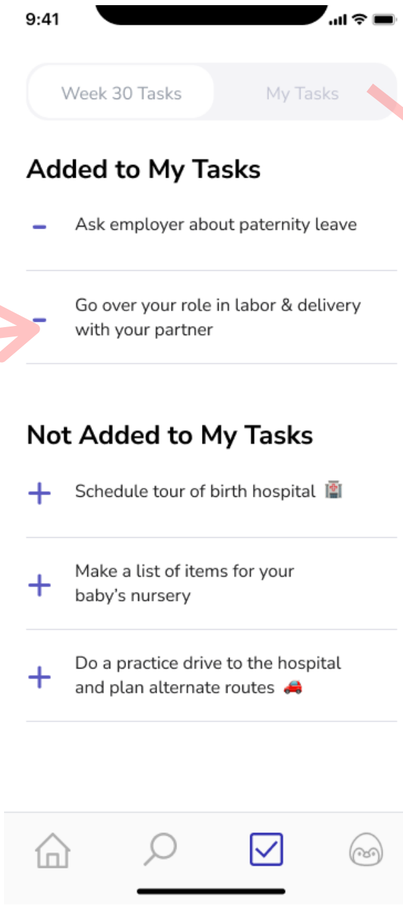


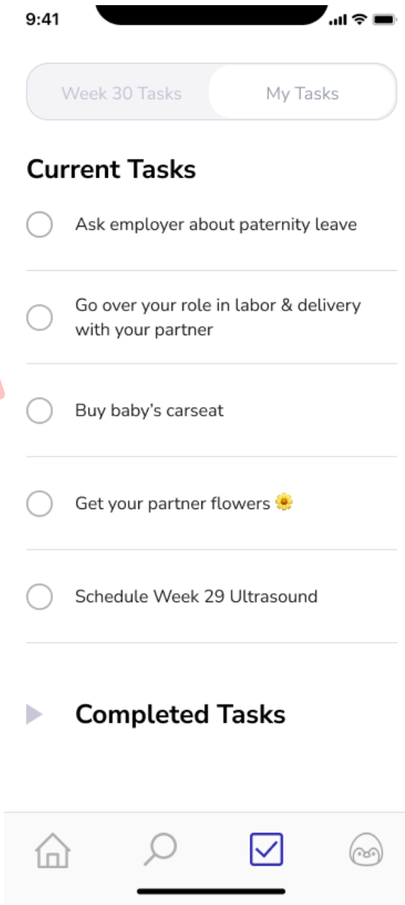


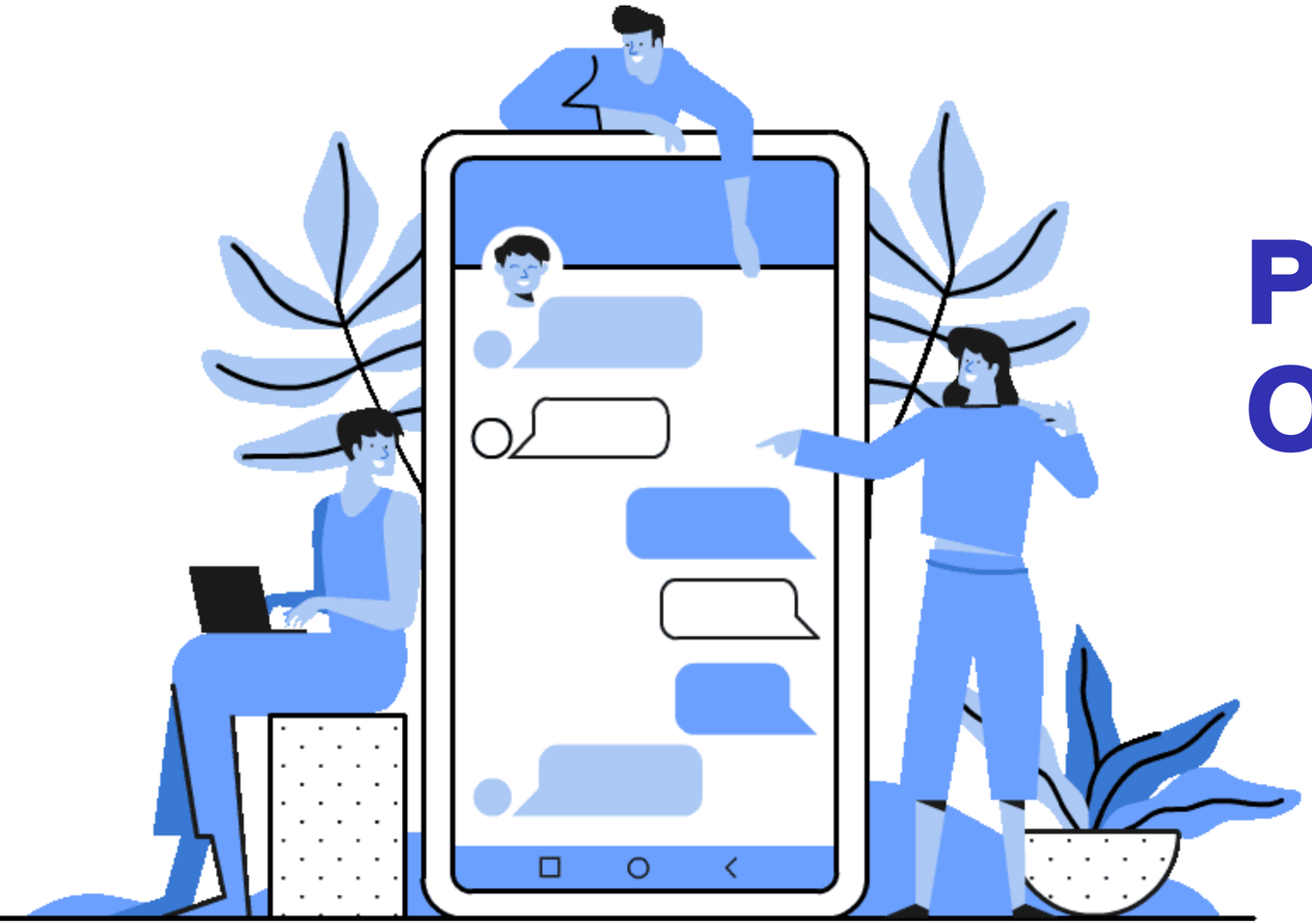
Task 4 Flow



weekly tasks can be added to "my tasks"







Prototype Overview

Design/Prototyping Tools

Tools used:

- Figma for prototyping task flows and UX mockups
- Canva and Photoshop for designing icons and elements
- Adobe Color for choosing a color palette

Easy/Benefits:

- Collaborative editing
- Re-usable components and connections
- Ability to simulate dynamic user flow
- Ability to simulate realistic graphics and UI/UX

Hard/Drawbacks:

- Steep learning curve in learning how to navigate Figma
- Creating small graphics was quite complex

Limitations

MULTIMODAL MEDIA

Couldn't easily show our app's support of multimodal media (videos, audio, etc)

TASK INTERACTIONS

Did not simulate adding and removing different items from task list because there are too many different permutations; instead, only one task is addable to demonstrate the interaction

DYNAMIC ACTIONS

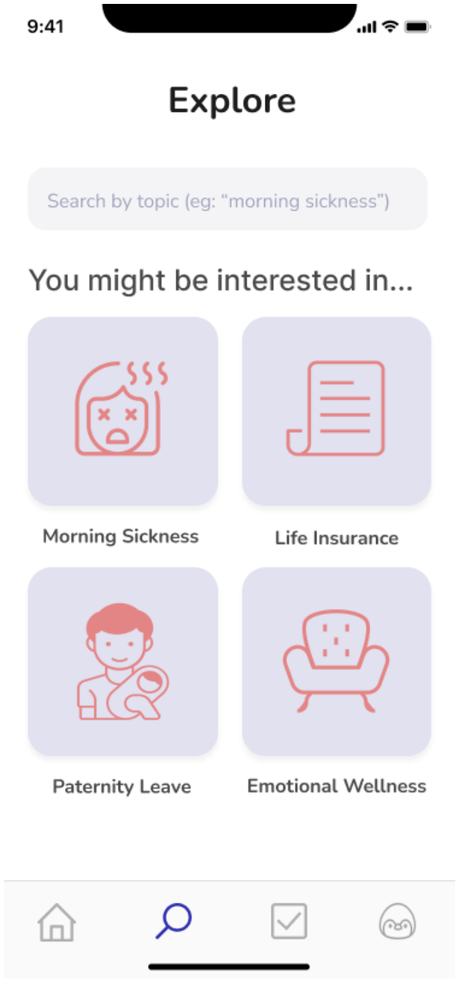
Could not simulate typing in detail

Difficult to simulate scrolling on articles and learning modules, as well as the horizontal date scrollbar on the home page

ACTIONABLE INTEGRATIONS

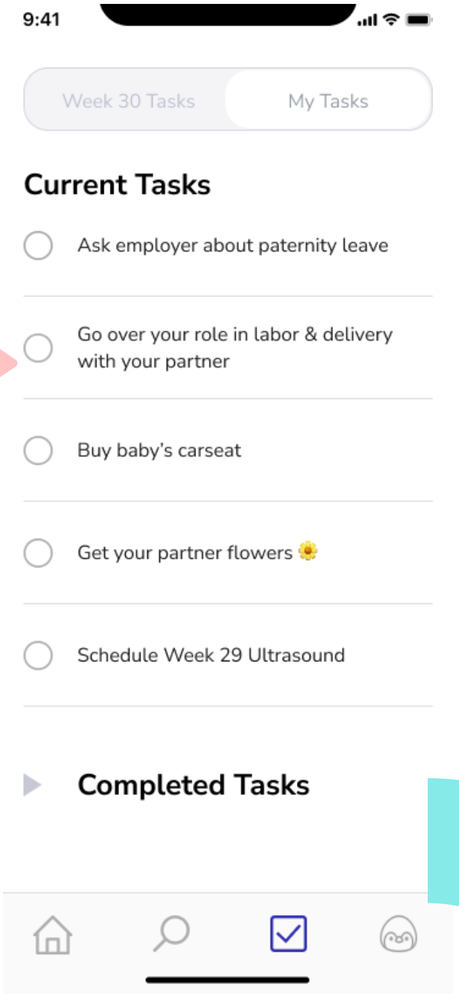
Unable to simulate actionable items such as calling doctor, opening maps

Wizard of Oz Techniques

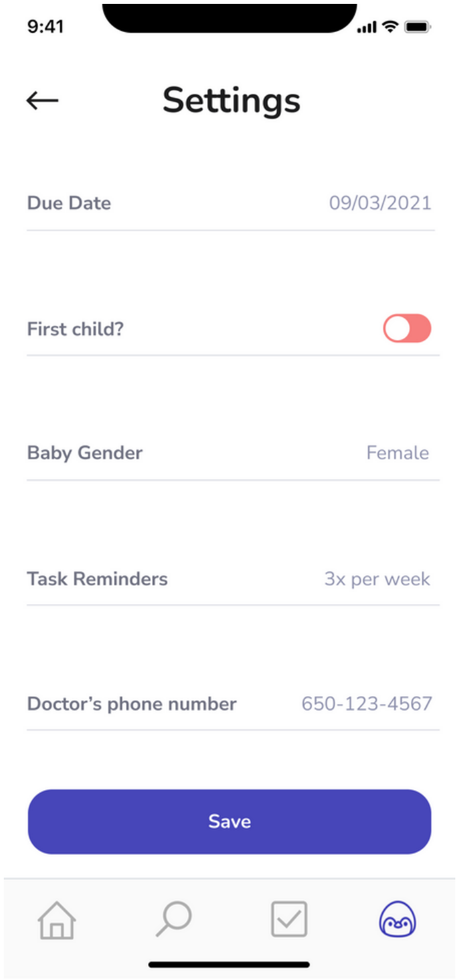


AI is used to rank the most important tasks

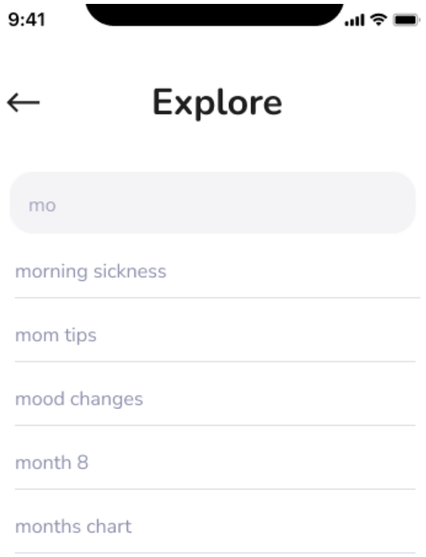
Pre-populated suggestions on Explore Screen based on past viewing history (AI)



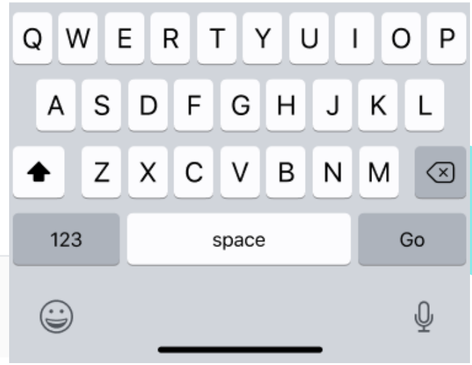
Hard-coded Features



Search term is hardcoded;
required because simulating typing & displaying dynamic results is difficult in Figma

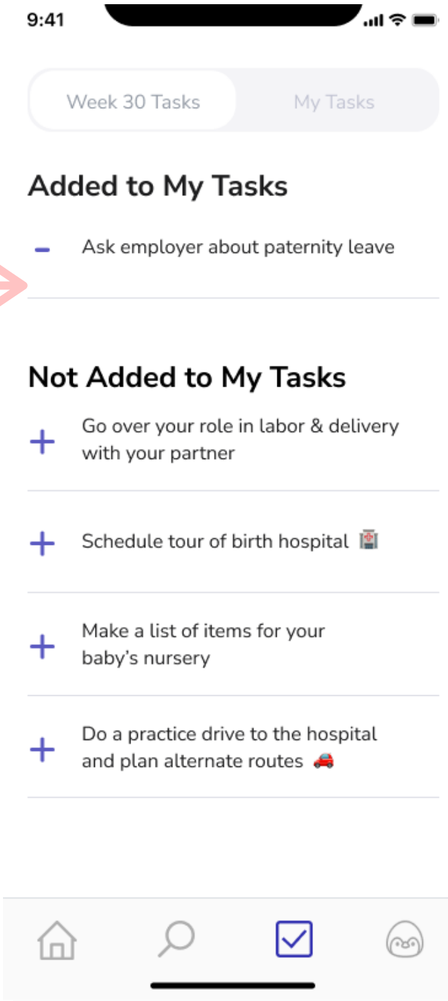


Profile information (name, stage of pregnancy) & settings are hardcoded; required because these would be set by the user and dynamic interactions (typing, picking dates) are difficult to simulate through Figma

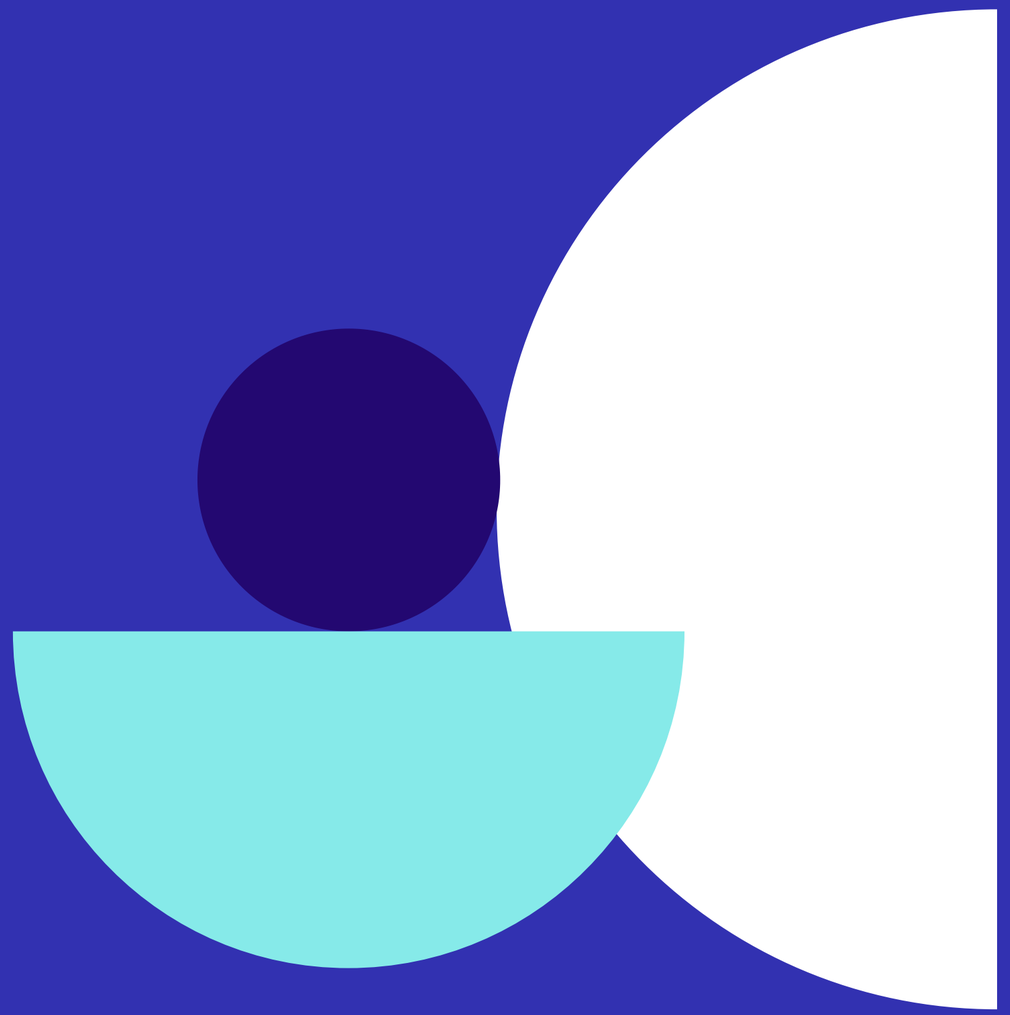


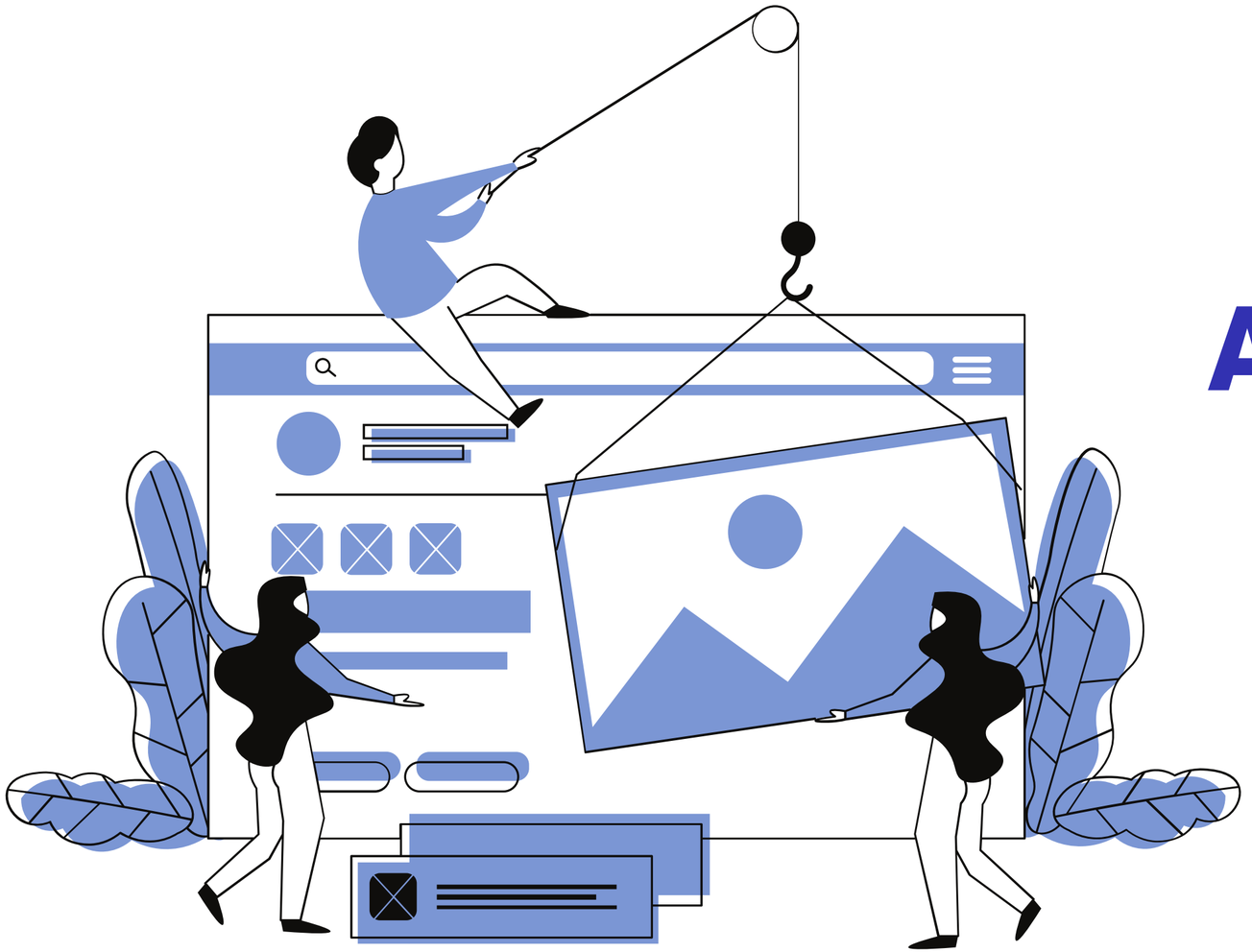
Hard-coded Features

Content & tasks are hardcoded; required because script to gather and verify these is beyond this prototype's scope



Thank you!

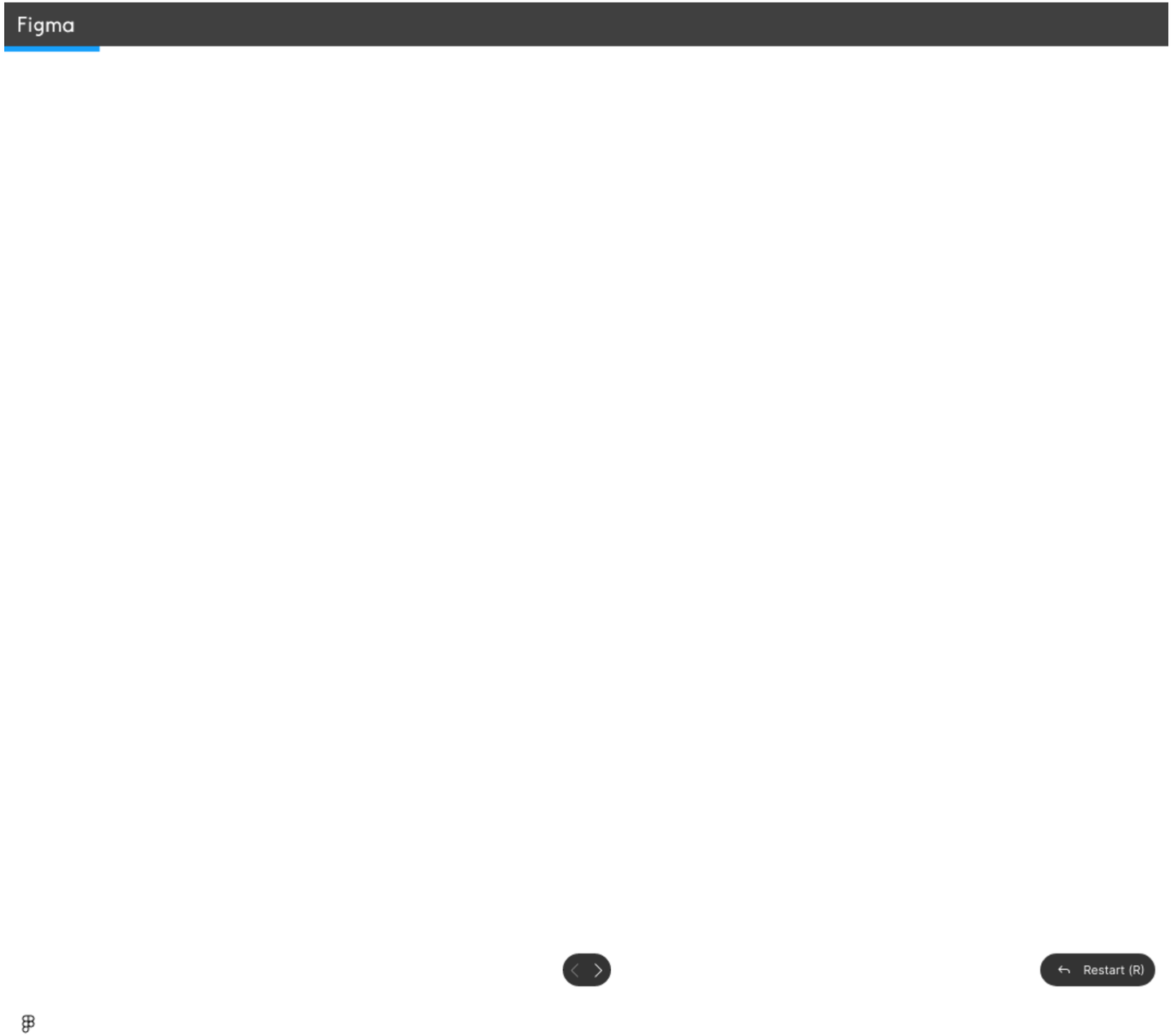




Additional Photos

Figma Prototype

https://www.figma.com/proto/uUYvlb9RMHTlNAqjWSKXuP/147-Med-Fi?node-id=155%3A163&scaling=scale-down

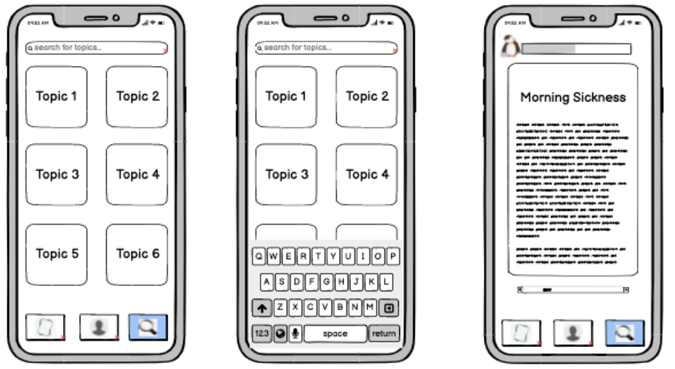
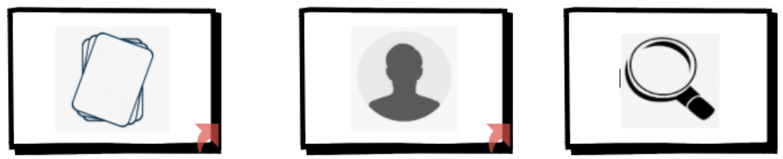


Weeks Scre...
Info Screen
Content Scr...
Week 30
This Week's Tasks
Ask employer about paternity leave
Schedule tour of hospital
See more
Info
Communication Tips
Paternity Leave
Learn more
Week 30 Symptoms:
Communicating with Your Partner: Tips
Communicating with Your Partner: Tips
Task 2
Frame
Search Scr...
Results Scr...
Tasks Scre...
Tasks Scre...
Tasks Scre...
Tasks Scre...
Explore
Results
Added to My Tasks
Not Added to My Tasks
Current Tasks
Completed Tasks
Task 3
Profile Scre...
Pop Up Scr...
Customizati...
Saved Scre...
Labor Mode...
Call Doct...
Maps Screen
Settings
Saved
Labor Mode
Brian Lewis
Jane Appleseed

Low-Fi Prototype Structure

3 Tabs

Learning Tab ->

Profile Tab ->

Explore Tab ->