ASSIGNMENT 5

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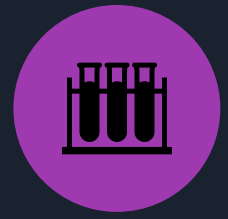
OVERVIEW

VALUE PROPOSITION

INTERFACE AND RATIONALE

PROTOTYPE

TASKS



EXPERIMENT AND RESULTS

UI SUGGESTIONS

GIVE YOUR PROJECTS SOME DIRECTION!

Many people struggle with choice paralysis when it comes to starting and finishing creative tasks. Amble provides direction by giving users a roadmap to achieve their artistic goals.

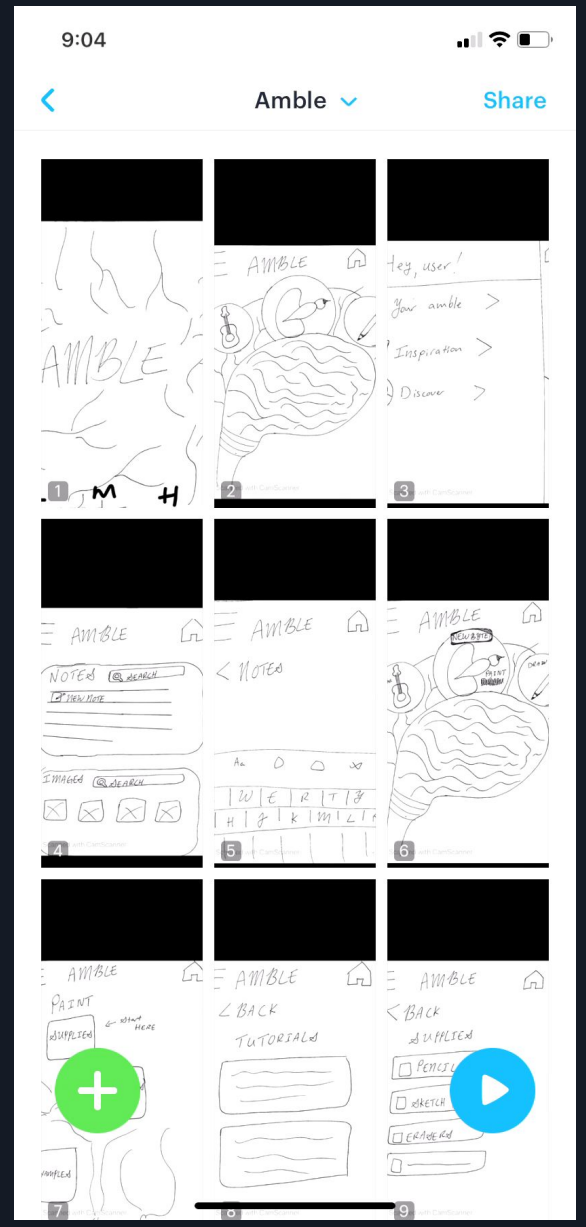
INTERFACE

- Originally between a native mobile app with neural network theme or an AR app
- Narrowed down to native mobile app

RATIONALE

- Allows the most functionality and ease of use
- Most users will already have a smartphone
- Possible to incorporate AR in the future.

LO-FI PROTOTYPE



AMBLE

Scanned with CamScanner

AMBLE

DISCOVER

POPULAR

SUGGESTED

GLOBAL

FOR YOU

COMMUNITY

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AMBLE

< BACK

SEE SUGGESTIONS HERE

Based on you

Because you liked painting

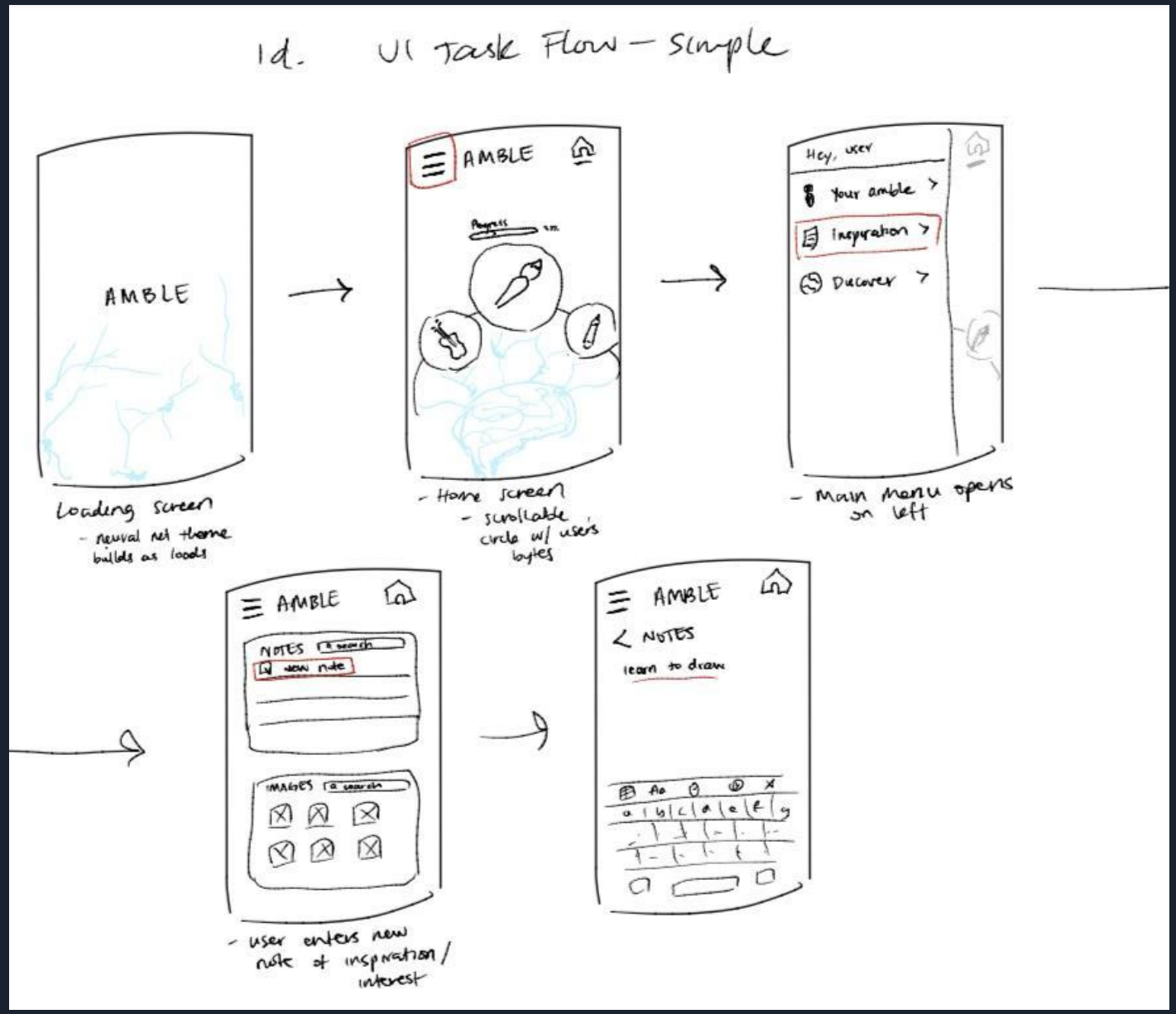
Plan our painting

Learn now

Scanned with CamScanner

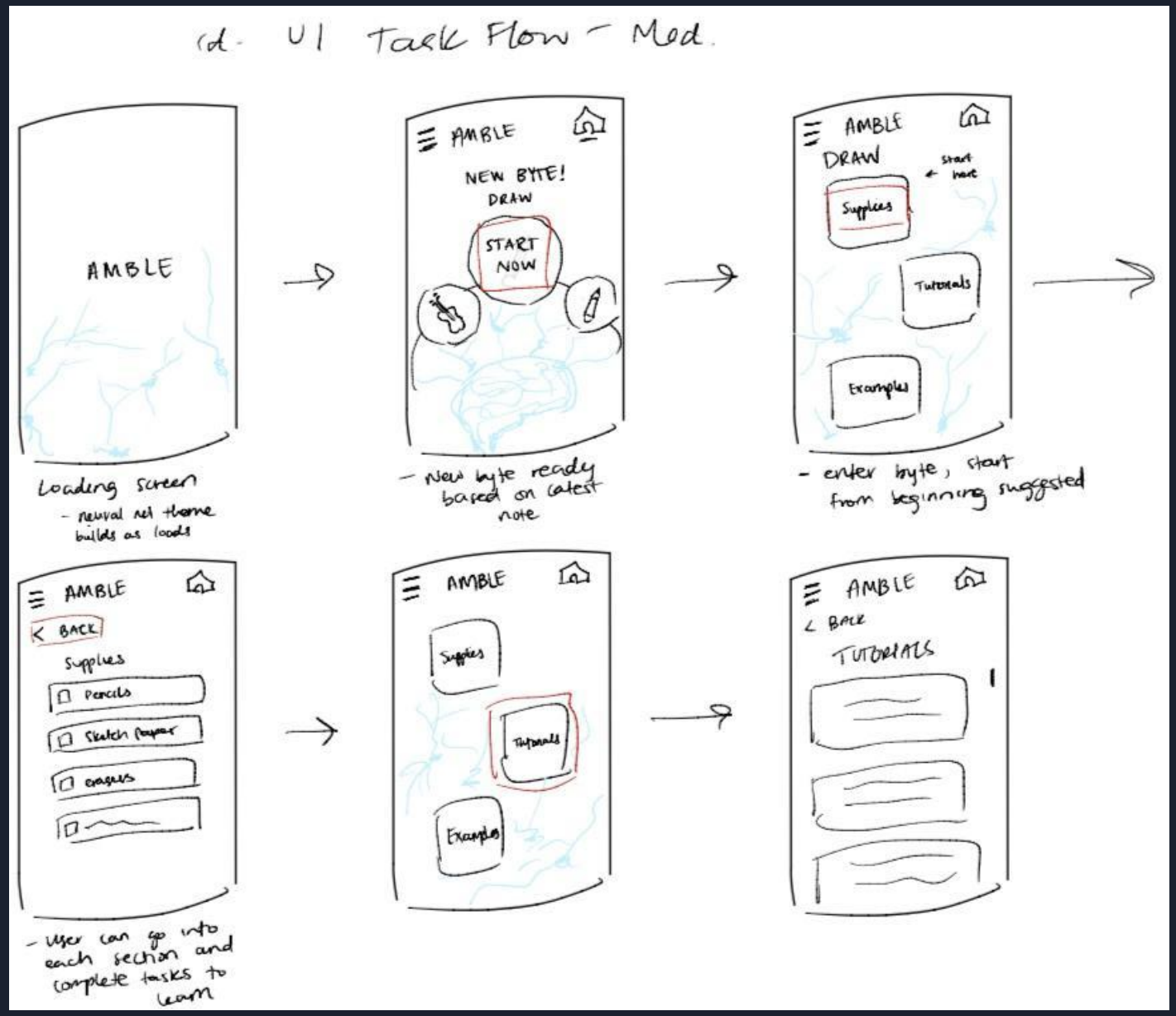
SIMPLE TASK

- **Save ideas in one location**



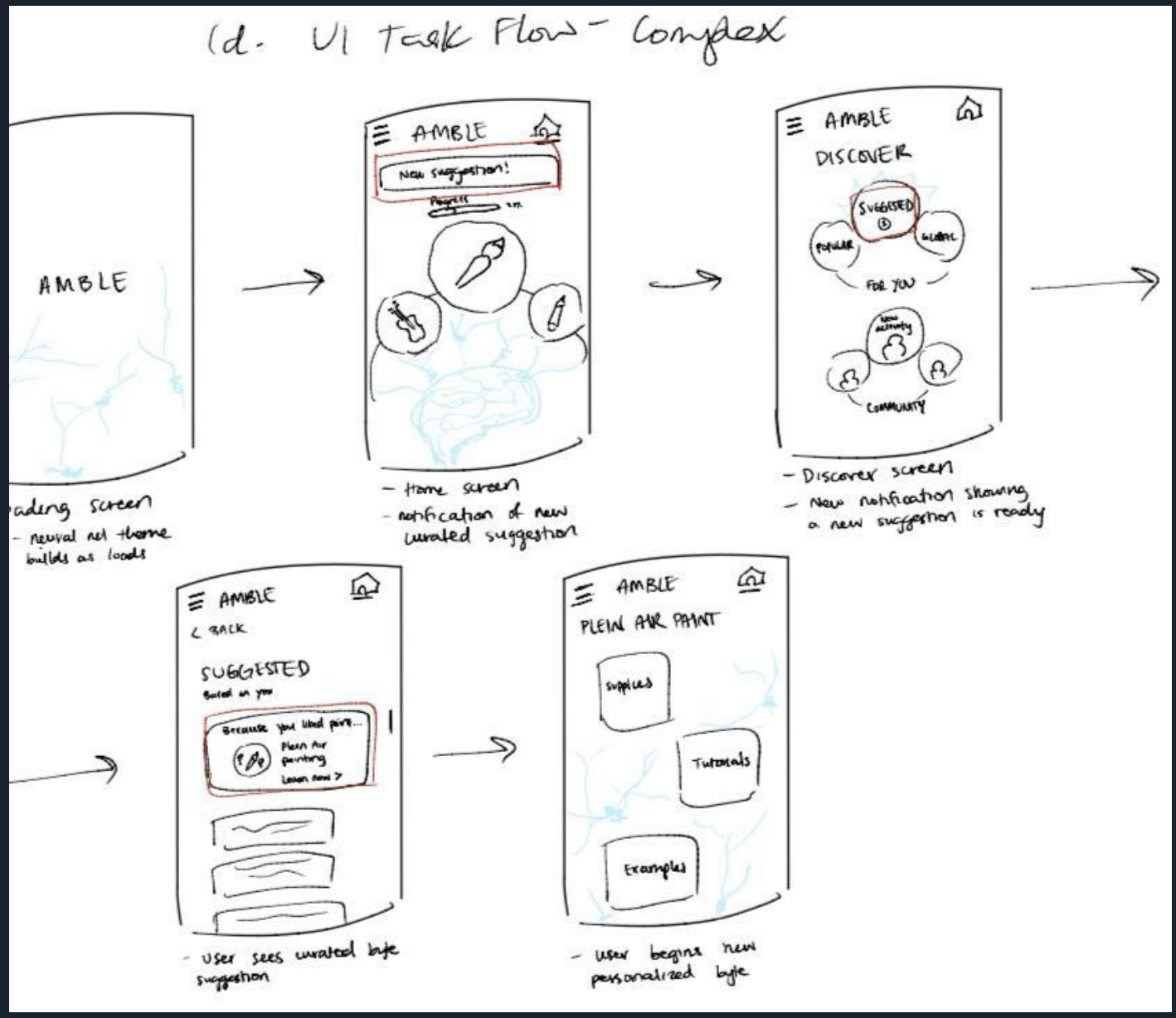
MODERATE TASK

- **Explore interests in a friendly, easy to use manner (e.g. painting)**



COMPLEX TASK

- **Improve on hobbies by receiving suggestions about the direction to take one's artistic interests**



EXPERIMENTAL METHOD

- In person, with marvel app
- We had each participant do the following for each task:
    1. Work through the task
    2. Describe the experience
    3. Work through the task again to see if there were improvements in the ease with which they completed it

EXPERIMENTAL RESULTS (P7)

RECENT FINANCE GRAD WHO IS A PRIVATE CLIENT ASSOCIATE

Task 1:

Clicked on the pencil to try to take a note, (thought pencil was the note taking area)

Task 2:

- Easily clicked on paint button
- Thought you were learning by doing the skills on the actual platform, not in real life

Task 3:

- Easily clicked on suggestions button
- Liked the suggestions feature

EXPERIMENTAL RESULTS (P8)

RECENT GRAD DOING BACKEND SOFTWARE DEVELOPMENT WHO HAS WORKED IN HEALTHCARE

Task 1:

- Expected a pencil or pen icon for taking notes and clicked on the wrong icon

Task 2:

- Tried the paint icon first
- Found the “start here” text helpful
- Tried to click on the check boxes

Task 3:

- Clicked on button that says “new suggestions”
- Missed the final clickable button

EXPERIMENTAL RESULTS (P9)

RECENT GRAD WORKING IN FINANCE & MARKETING AT A GOVERNMENT BANK AS A SENIOR FINANCIAL ANALYST

Task 1:

- Went immediately to the menu icon in top left
- Found finding the notes section very easy

Task 2:

Found the order of supplies, tutorial, examples good and natural

Task 3:

Noticed the “New suggestion” button easily

EXPERIMENTAL RESULTS

Efficiency

1. *People generally struggled with finding the notes section even though it was the simple task (2/3 of participants)*
2. *Participants generally appreciated directives (e.g. “start here”) but had conflicting views about the effectiveness of labels*
3. *Sometimes difficult to distinguish letters and borders*

EXPERIMENTAL RESULTS

- Learnability:
  1. *Participants generally improved the second time around*
  2. *Complaints about the number of steps*

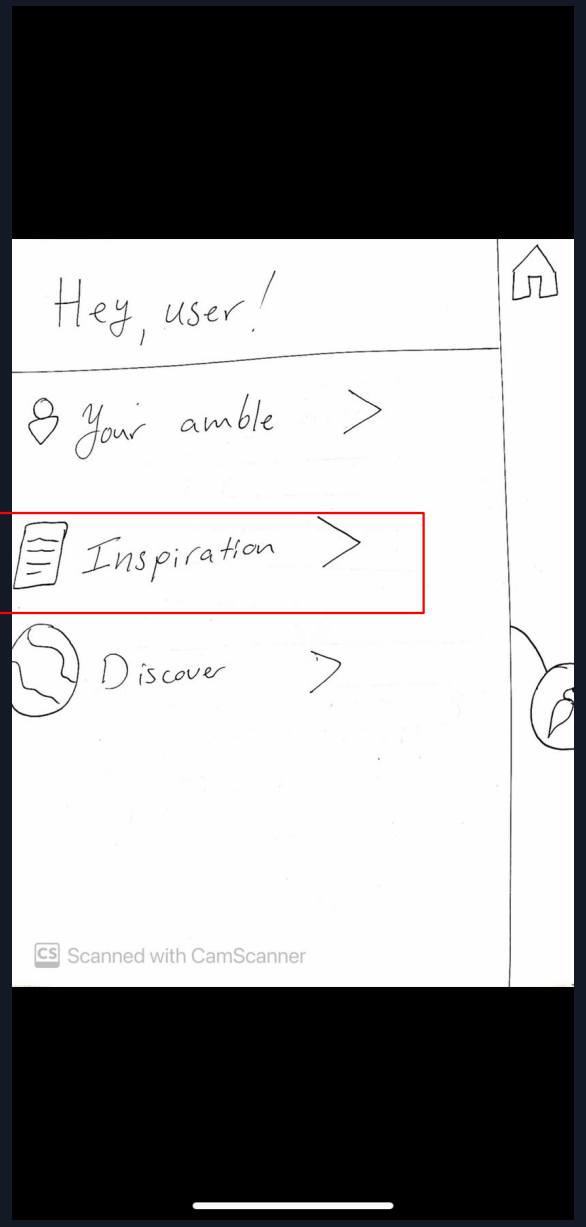
INTERESTING QUOTES

- “why do I need to collect supplies if it’s an app, oh i thought we were going to be painting on the app” – P7
- “Oh what, weird” – P7
- “the painting icon says ‘paint’ on hover” – P9
- “I don’t see a note-taking option, and I know three bars means more options” – P9

SUGGESTED UI CHANGES

- Icons and labeling should be more intuitive and should not conflict

  1. Use directives and wording that is clear (e.g. what does "inspiration" really mean?)



SUGGESTED UI CHANGES

- Use consistent font and create clear borders
  1. *Nothing too flashy*
  2. *Add color to help distinguish between objects*

SUMMARY

- Native app is best choice
- UI needs to consistent and clear
- Simple to learn