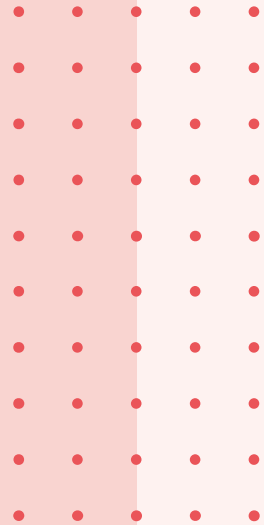


# Cherry

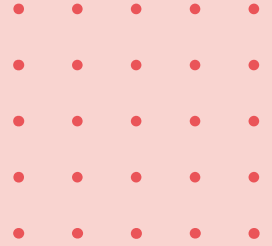
Low-Fi Prototype & Usability Testing



**Studio: Life Transitions**

Symphony Koss, Annie Ma, Jason Ping, Gautham Raghupathi

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Forward**

# Mission Statement

Cherry aims to help people  
strengthen their  
long-distance relationships  
every day by making it easier  
to engage conversations.

# Value Proposition

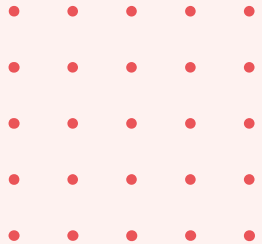


*Cherish your relationships*

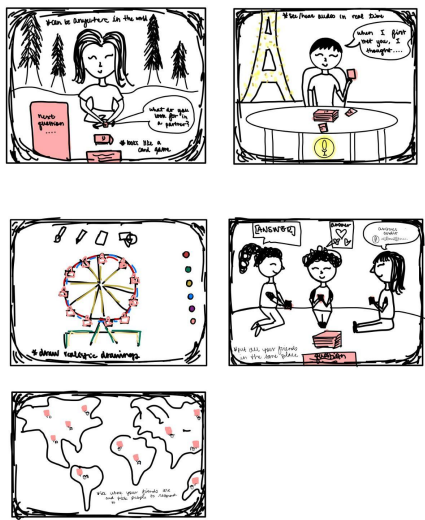
# 01.

## Exploring Design Ideas

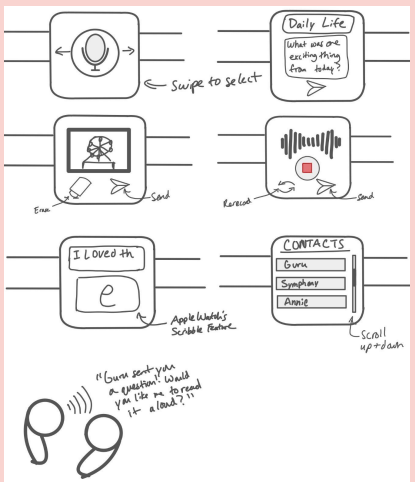
To the Drawing Board!



# VR



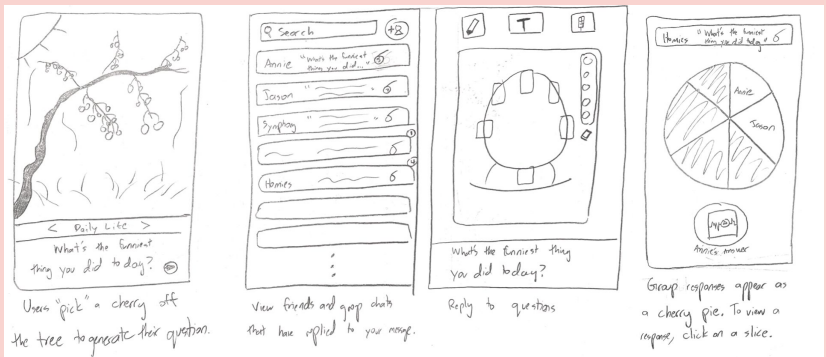
# Wearables



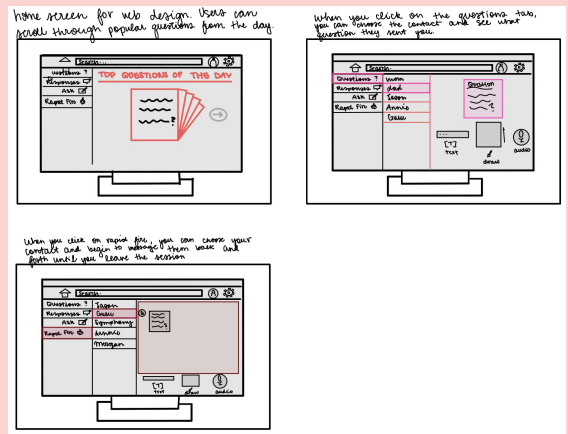
# AR



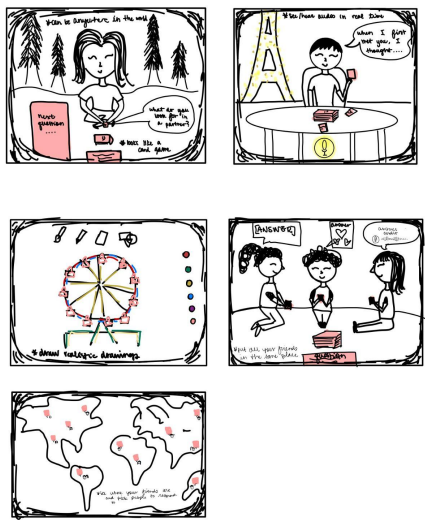
# Mobile App



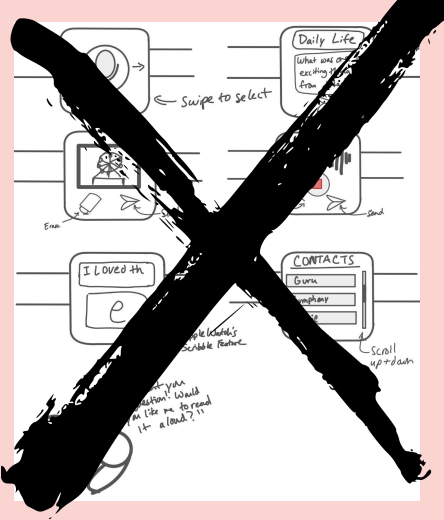
# Desktop App



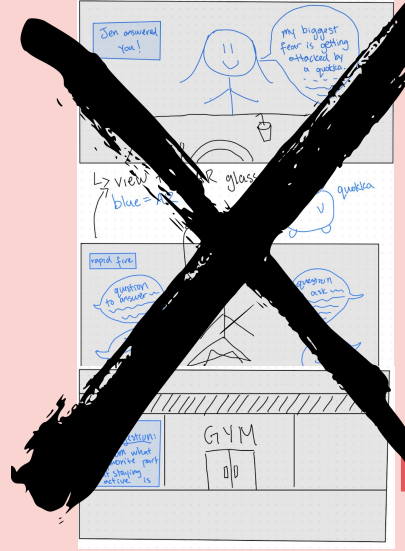
# VR



# Wearables

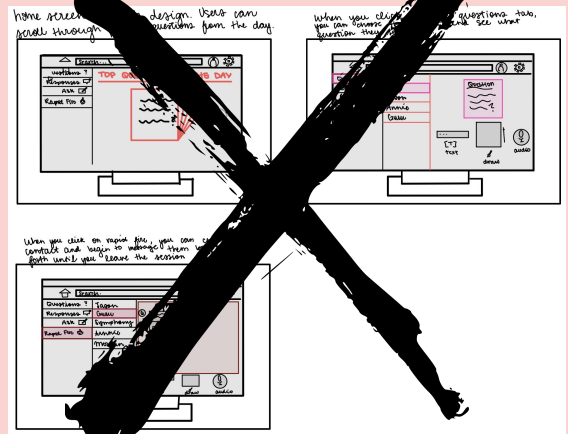
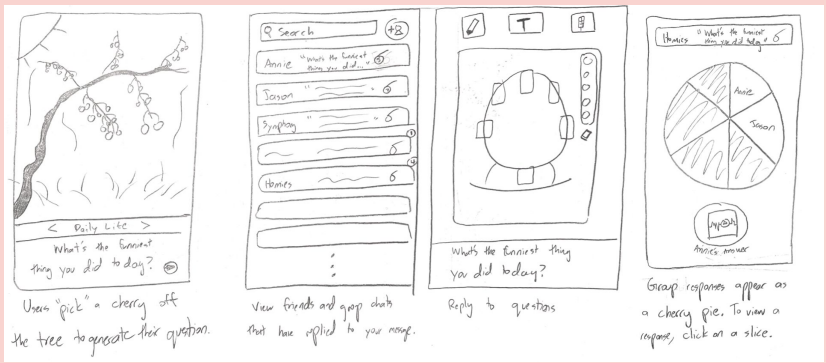


# AR



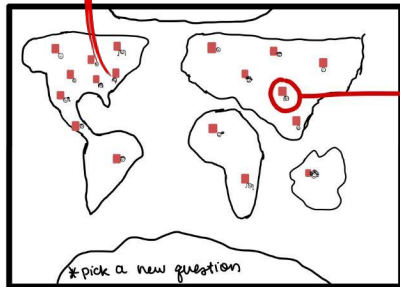
# Desktop App

# Mobile App



# Runner Up: Virtual Reality

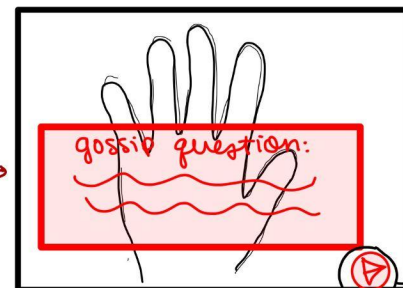
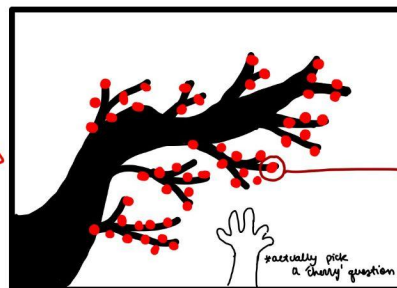
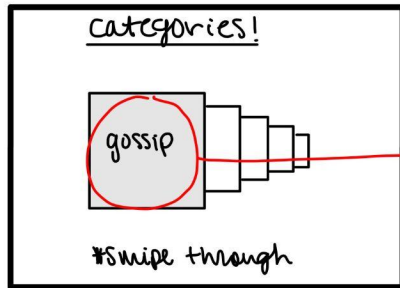
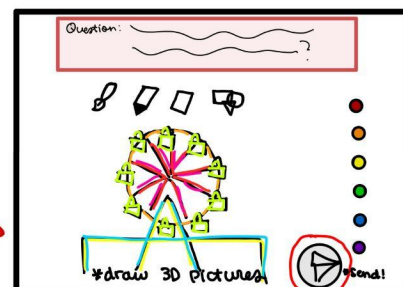
Virtual world map marking friends' locations



See friends' virtual avatars

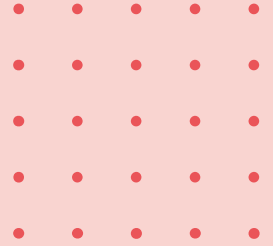


3D Drawings



Pick questions by picking cherries!

# Virtual Reality



## Pros

- Ability to interact with people in a virtual world offers an elated experience
- Users can feel “closer” with other players
- More opportunity for creativity

## Cons

- Equipment setup requires time
- Not very accessible – not everyone owns a VR headset
- There is an entry barrier, as VR is not easy to learn

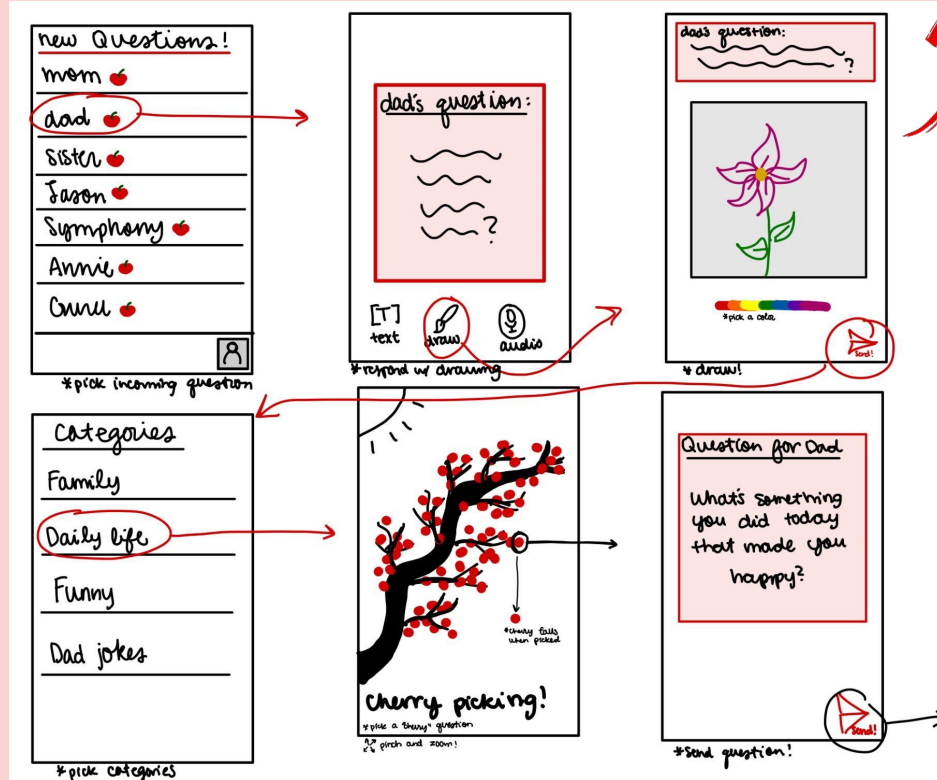


# Winner! Mobile App

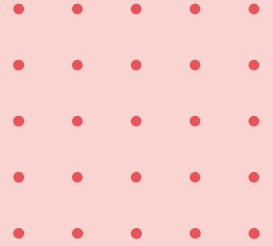


Contacts-Styled Design

Leverage Touch Screen Capabilities



# Mobile App

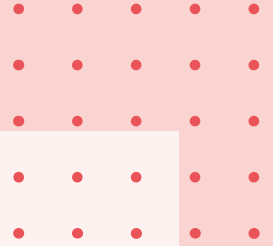


## Pros

- People can receive notifications
- People use their phones often so they can use Cherry with less friction
- Typing, drawing, and recording are easy

## Cons

- The app might not be engaging enough as users can't be face to face
- Not fun, less opportunity for visuals



# Rationale

- Convenience, Accessibility, and Ease of Use
- People need to consistently use Cherry
- People desire simplicity and quickness in solutions

# 02.

## Low-Fi Prototype

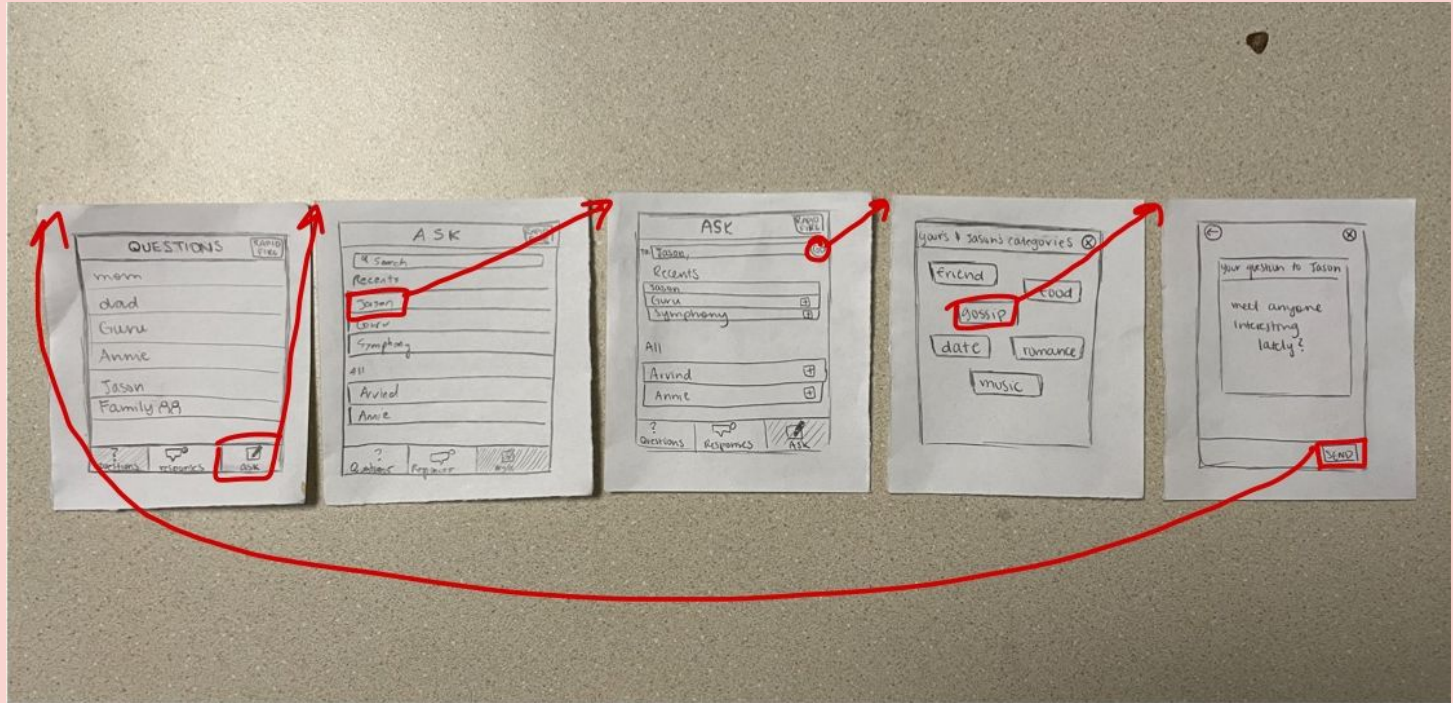
To the Sketchboard!





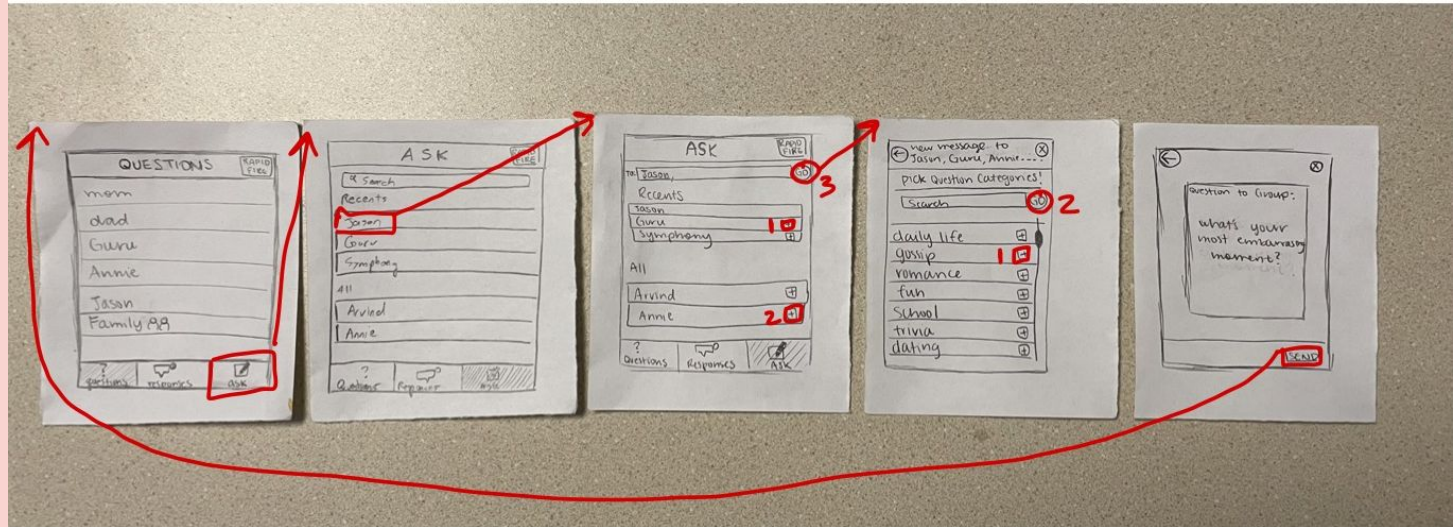
# Check in with my long-distance loved one/friend by sending them a daily question

## Simple Task



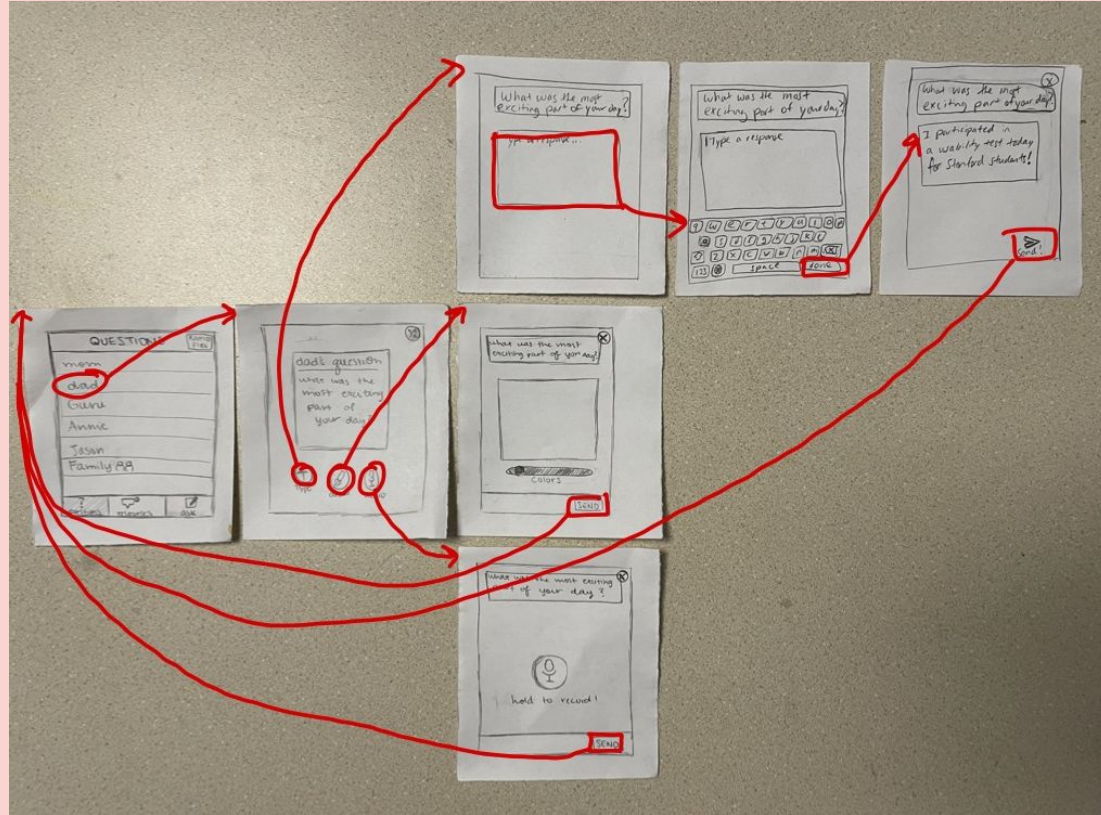
# Moderate Task

## Create Group Circles to Kickstart Group Conversations



# Moderate Task

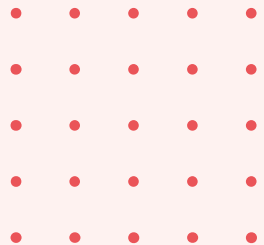
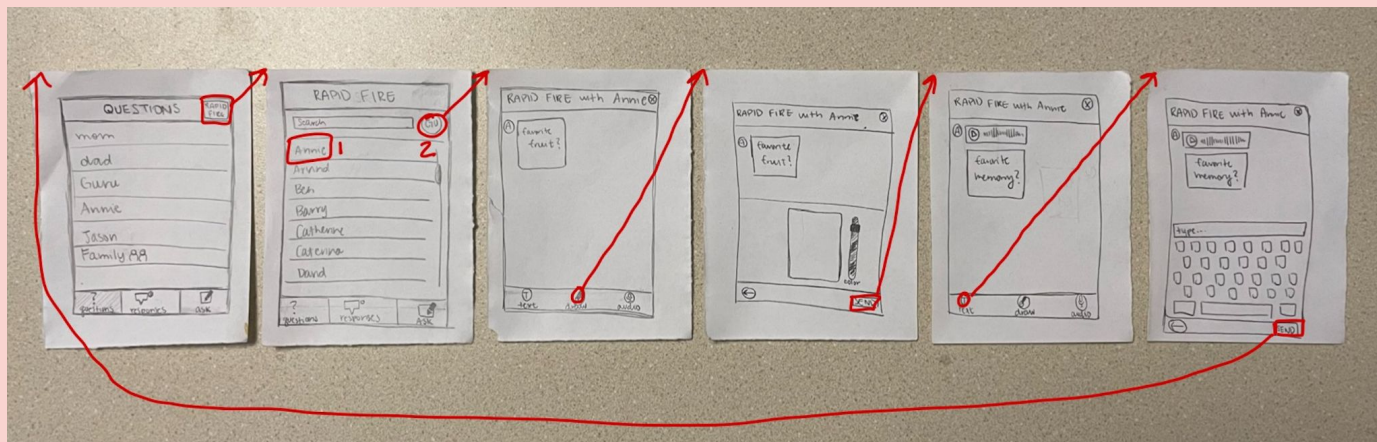
Respond to my friend's question with flexibility in creative expression





# Advanced Task

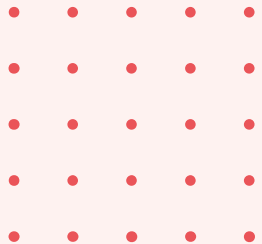
Start a rapid-fire session with a friend to go back and forth with deep questions



03.

# Experimentation

Testing our prototypes



# Methodology

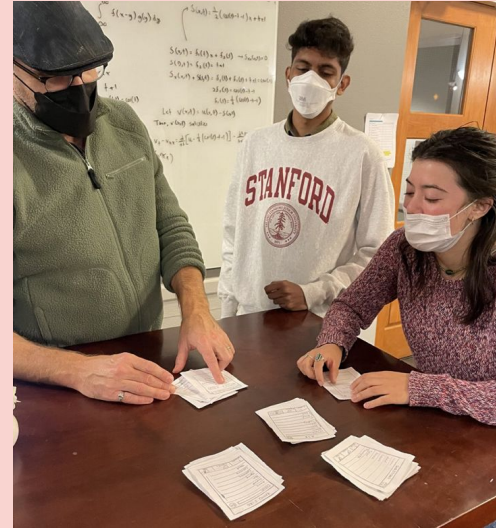
## Procedure:

Facilitator gives introduction and reads a task

Participant speaks their thoughts aloud and walk through the task flows. Notetaker records all interactions

Facilitator asks follow-up questions based on feedback

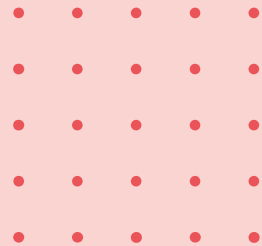
Repeat



## Environment:

In-person with a table where team members could lay out and show the prototype to the interviewees.

# Methodology



## Olympian

Olympic Gymnast **Bio**

21 y/o **Age**

Frequently goes international **Relevance**  
for competitions



## Designer

**Bio** Creative Director of d.school

**Age** 48 y/o

**Relevance** Years of expertise with UI  
and UX design



## Climate-Bro

**Bio** VP of Renewable Energy Company

**Age** 44 y/o

**Relevance** Frequently takes cross-country  
business trips

# Results Overview

**Task 1**   **Task 2**   **Task 3**   **Task 4**

Olympian



Designer



Climate-Bro



# Results Overview

Pain Points

Task 1

Task 2

Task 3

Task 4

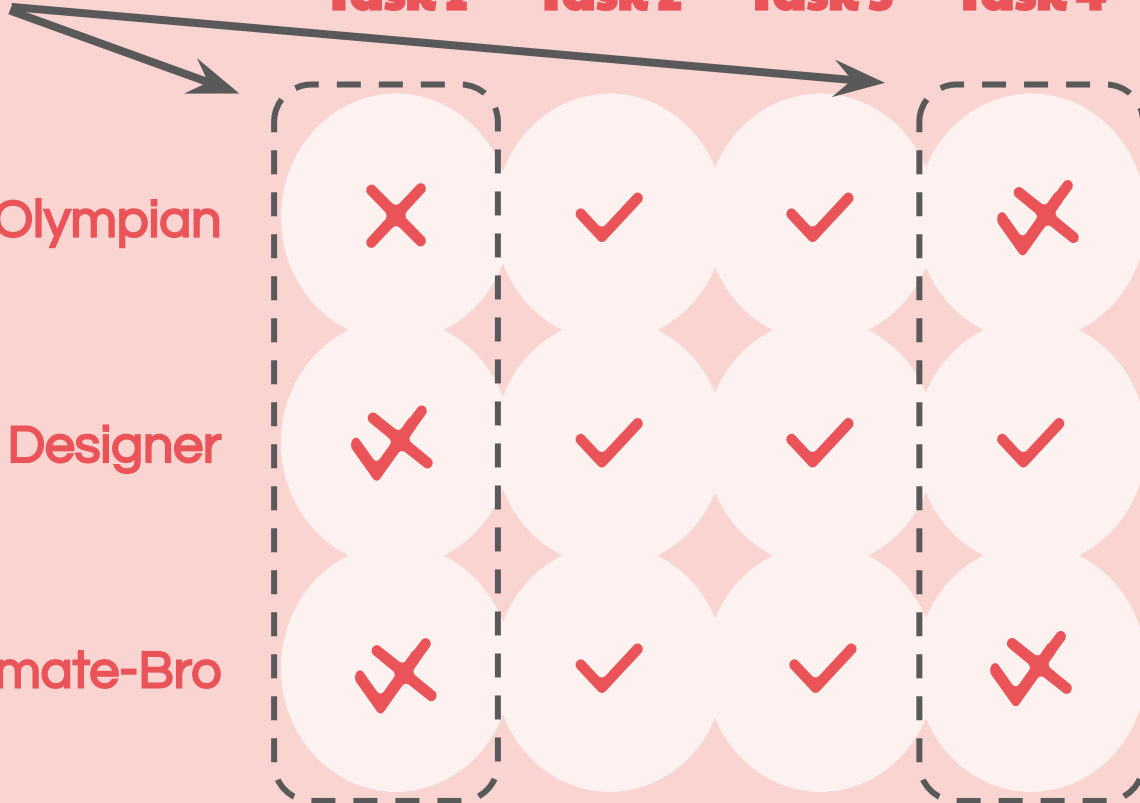
Olympian



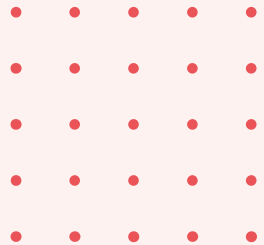
Designer



Climate-Bro



# Results:



# Timing



1. Check in with my long-distance loved one/friend by sending them a daily question



2. Create Group Circles to Kickstart Group Conversations

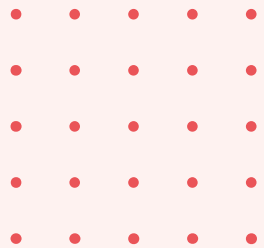


3. Respond to my friend's question with flexibility in creative expression



4. Start a rapid-fire session with a friend to go back and forth with deep questions

# Results:



## Successes

- Gesture controls such as the color bar, swiping, and scrolling were very intuitive
- After struggling with the first task, every task thereafter was performed fluidly. Tasks became more intuitive
- Love the auto-generation of question idea.
- Concept of the app was very easily understood without prior knowledge



# Results:

# Errors

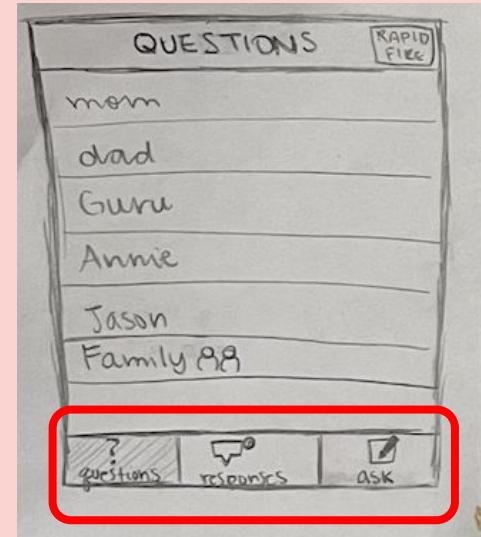
## Navigation Bar Issues

Hard to understand the **differences between the tabs**

Unsure what tab they were on.

“That’s an interesting thing.  
Question is a noun, ask is an action.  
Bad to have on same bar.”

“Why am I clicking on ask to ask,  
but not clicking on responses to  
respond.”

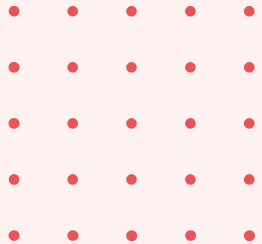




# 04.

## Insights Moving Forward

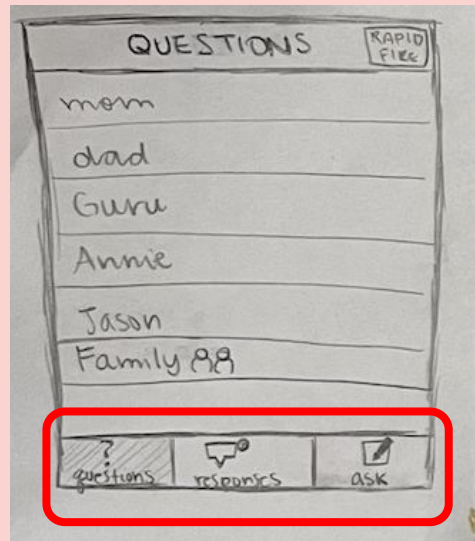
UI Suggestions Based Off Results



# Changing the Nav Bar

Changing our labels to **all be verbs**.  
**Uniformity is Key**

**Reduce confusion** of what each tab does. New labels will be directly related to **the action the user is taking**

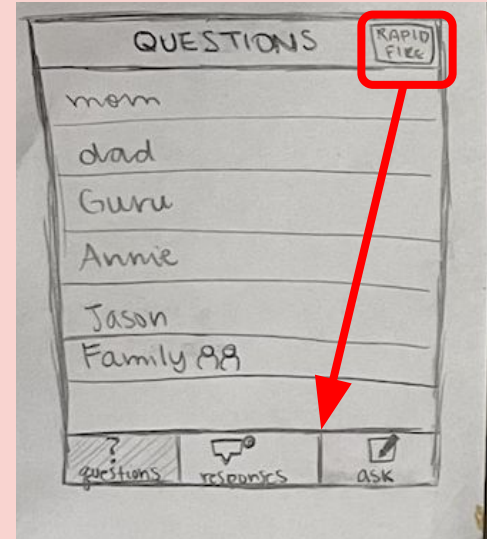


## Suggested UI Changes

# Implementing Gestalt's Principles

Move Rapid Fire mode to the bottom navigation bar to ensure **proximity correlates with feature relationship**

More **intentional design decisions** to ensure task flows are **more intuitive**

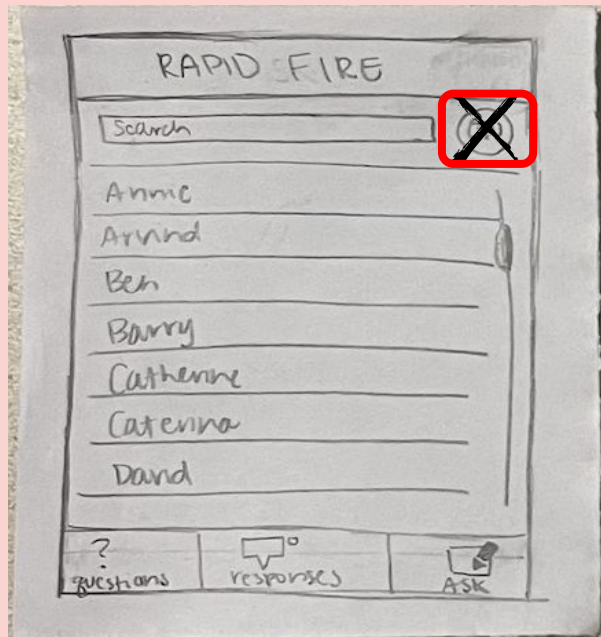


## Suggested UI Changes

# Remove the “Go” Button

Remove the “Go” Button to avoid confusion unnecessary middle steps

Reduce the number of user clicks to **decrease friction** in task flows



## Suggested UI Changes

# In Summary, We Need To...

**Ensure feature clarity** through better labels and icons

Implement design principles such as Gestalt's theory about **proximity and relationship** to make **more intentional feature design** decisions

**Streamline** tasks flows by removing intermediate steps