



# *Assignment 6*

*Value Prop*

*Problem Space*

*Solution  
Overview*

**Value Proposition:**

Cherish your long-distance relationships everyday.

**Problem Space:**

Relationships with friends, family and life partners become weaker over long distance, because people are busy with their day-to-day lives. People also hesitate to initiate personal conversations.

**Solution Overview:**

We propose Cherry, an app that initiates questions and allows users to respond quickly and creatively to create daily, thoughtful conversations and maintain strong relationships.

## *Values*

Our design encodes excitement.

Design features:

- ▷ Bright color scheme
- ▷ Fun integration of cherry tree into interface/flows
- ▷ Darker red color scheme for rapid fire sessions to create a sense of novelty and intimacy

## *Values*

Our design encodes safety.

Safety can conflict with excitement, but our design features manage to create safety within an exciting space:

Design features:

- ▷ Welcoming and peaceful interface
- ▷ Anonymous answer feature for group questions
- ▷ Answers are not able to be screenshotted, copied, or exported, allowing users to speak freely without fear of going on record

*Task 1*

**Simple Task:** Check in with my long-distance loved one/friend by sending them a daily question

(no change since Low-Fi)

## *Task 2*

**Moderate Task:** Review Group Messages to Stay Up-To Date with Long Distance Friend Groups

(Changed from “create group circles” to “review group messages”, as the latter occurs more frequently)

### *Task 3*

**Moderate Task:** Respond to my friend's question with flexibility in creative expression

(no change since Low-Fi)

## *Task 4*

**Advanced Task:** Start a rapid-fire session with a friend to go back and forth with deep questions

(no change since Low-Fi)



*Usability  
Goals  
&  
Key Metrics*

**Usability Goals, Metrics, & Changes :**

- ▶ **Efficiency:** Time it takes for user to do the task
  - ▶ Reduced number of screens and clicks necessary for each task
  - ▶ Renamed icons and labels to be more consistent with user actions to emphasize intuitive task flows
  - ▶ Employed Gestalt's Principles based off feedback from interviews. Organized action components with similar functions to be closer to one another and created consistent color-coding across similar components
- ▶ **Pleasure:** Ask user to rate pleasure using the app from 1-10
  - ▶ Reduced number of list components and replaced them with creative UI to reduce redundancy and increase novelty of experience
  - ▶ Provided dashboards and stats for users to provide tangible progress to look back on and build off of

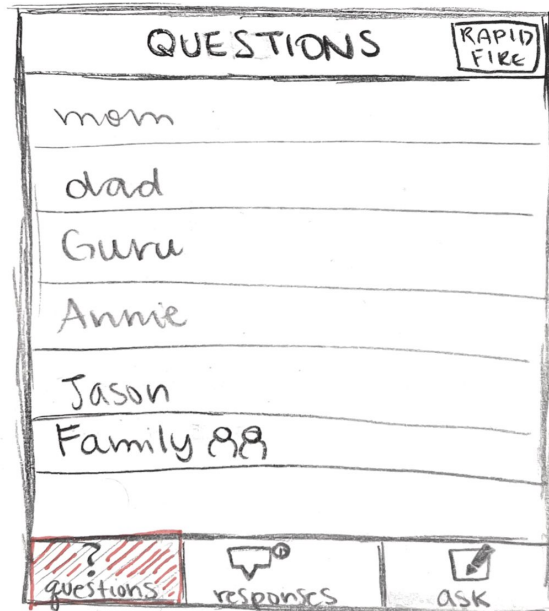


*Revised  
Interface Design*

*Major Design  
Change 1*

*Before*

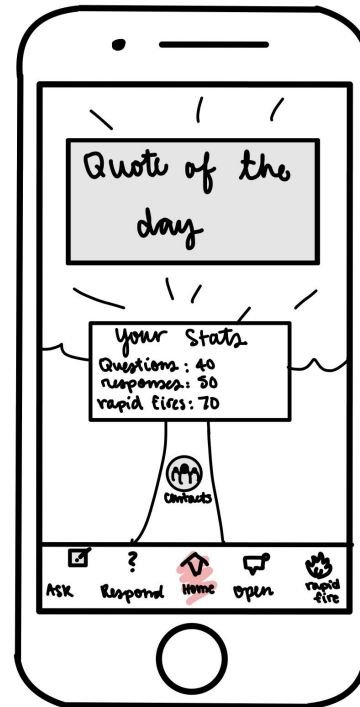
## Navigation Bar



*Major Design  
Change 1*

*After*

## Navigation Bar



## Major Design Change 1

# Navigation Bar

## Changes

- ▷ The navigation bar went from **3 tabs** (questions, responses, ask a new question) to **5 tabs** (questions, responses, ask a new question, rapid fire, and home).
- ▷ The tab names changed from a mix of **nouns/verbs** to just **verbs** ('questions' is now 'respond', 'responses' is now 'open', and 'ask' remained 'ask').





## Rationale




- ▷ All users expressed **confusion** with the tab names - it was not clear whether 'questions' meant ask a question or read a question and whether 'responses' meant respond to questions or read responses.
- ▷ All users also had a **hard time finding** the 'rapid fire' button in the upper right corner which affected our usability goal of **'efficiency'**. Users also verbally expressed that it was weird having the 'rapid fire' button in the corner rather than the navigation bar.

Major Design  
Change 2

Before

## New Questions and New Responses Layout

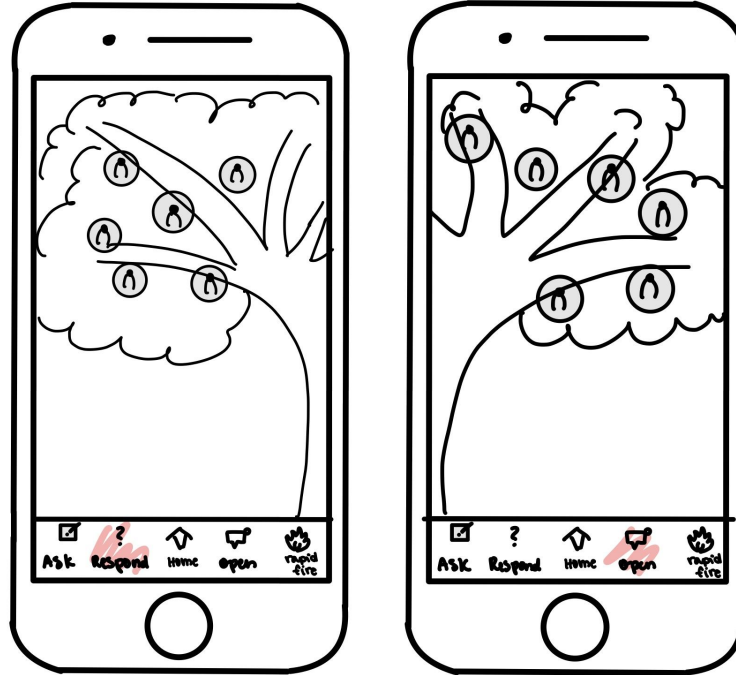
QUESTIONS		RAPID FIRE
mom		
dad		
Guru		
Annie		
Jason		
Family 		
 questions	 responses	 ask

Responses		
Mom		
Dad		
Guru		
Annie		
Family 		
? Questions	 RESPONSE	 ASK

*Major Design  
Change 2*

*After*

## New Questions and New Responses Layout



## *Major Design Change 2*

# New Questions and New Responses Layout Changes

- ▷ Instead of presenting new questions and new responses in a **list layout**, we chose to show the new notifications as user icons (**cherries**) **hanging on a cherry tree**
- ▷ Instead of the app automatically opening up to ‘new questions’, we will have users swipe left from a home screen to respond to new questions and swipe right to read new responses

## Rationale

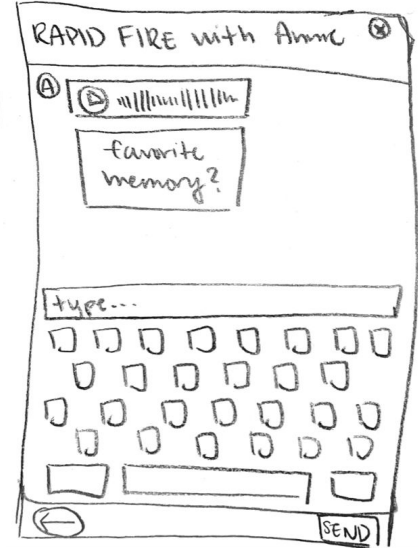
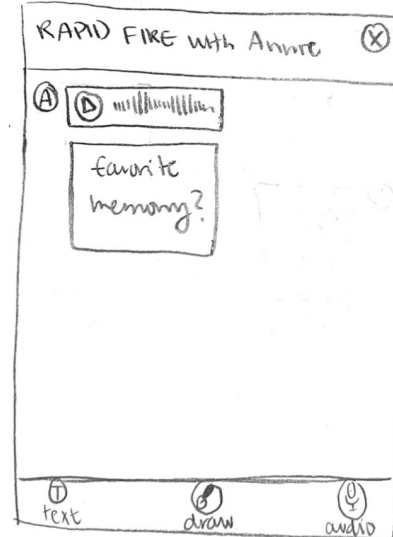
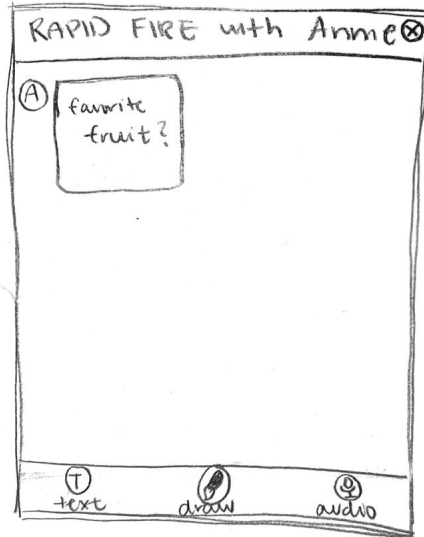
- ▷ Morgan expressed that our app had an overwhelming ‘list’ layout which made it feel **boring** and lowered the **novelty** aspect of our app
- ▷ Users 2 and 3 expressed confusion with the ‘new questions’ screen being the home screen and said it felt **unnatural** to open right up to new questions, lowering our usability score of ‘pleasurable’.
- ▷ Our team felt that reading answering questions and reading responses were **equally important** actions so the app shouldn’t emphasize one over the other.



Major Design  
Change 2

Before

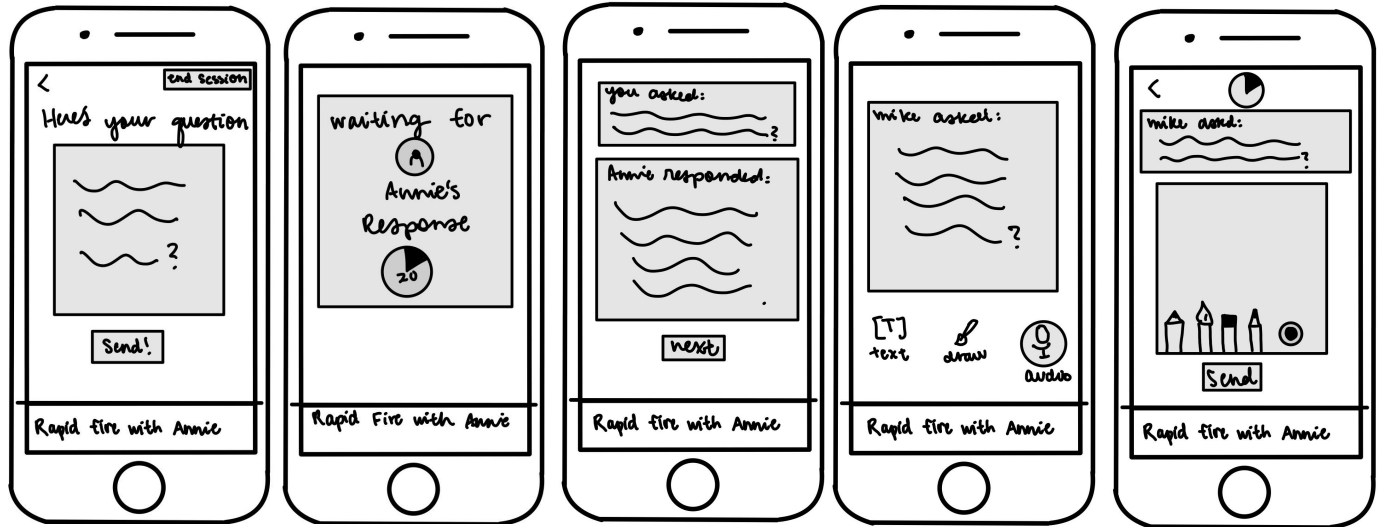
# Rapid Fire



Major Design  
Change 3

After

# Rapid Fire



## Major Design Change 3

# Rapid Fire

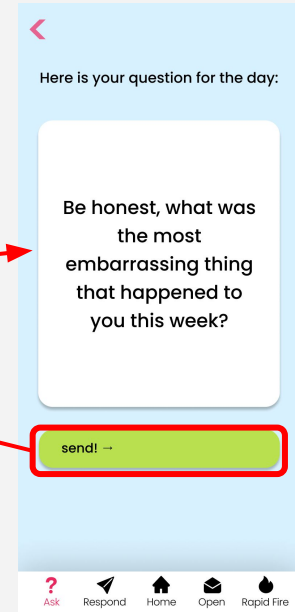
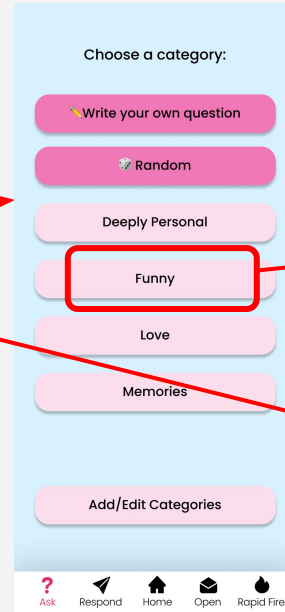
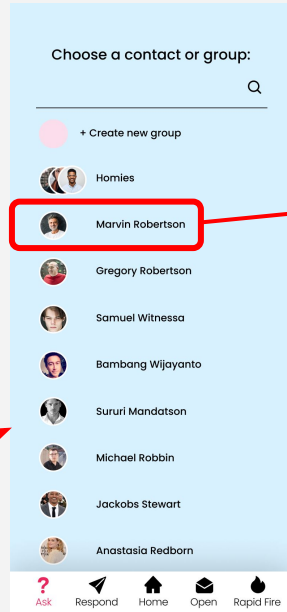
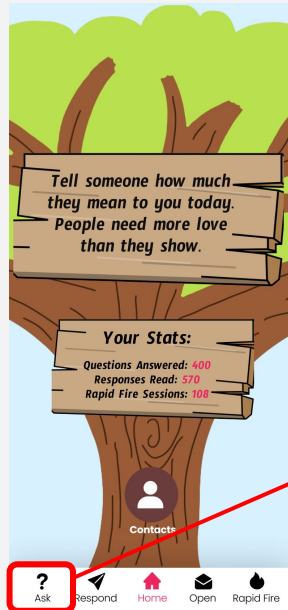
## Changes

- ▷ Instead of having a ‘text’ or ‘chat’ style rapid fire, the questions and responses appear as **cards** and **disappear** once answered.
- ▷ We introduced a timer count-down on the screen when users are answering questions during rapid fire to increase excitement and emphasize the ‘rapidness’.

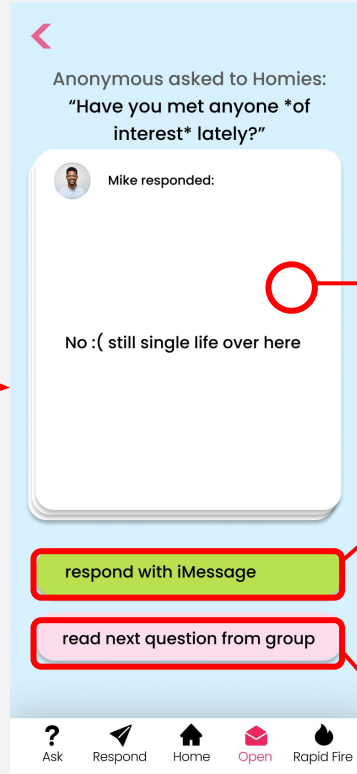
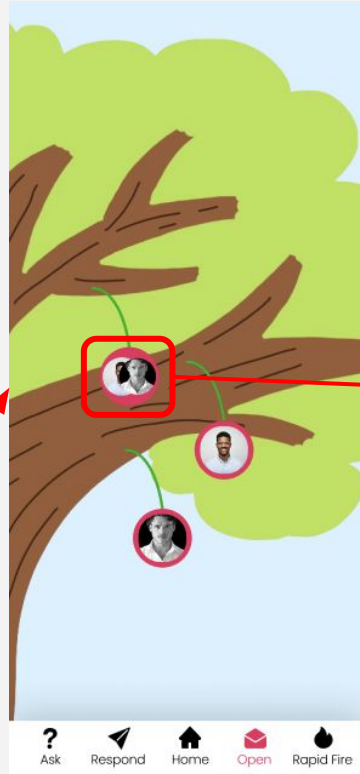
## Rationale

- ▷ Needfinding interviews found that people have a **hard time talking about personal issues** over tex. Users 1 and 2, Morgan, and section feedback all commented on how ‘text’ style might feel **less personal** and **prevent** people from feeling comfortable answering personal questions.
- ▷ User 1 also commented on how she was **confused** how the rapid fire was different than just texting someone due to the ‘chat’ style and because there was unlimited time to answer questions which made it **less pleasurable** for her and lowered our usability goal of ‘pleasurable’.
- ▷ Morgan also mentioned that we should include some kind of time limit to add more **novelty** to the rapid fire aspect of our app and differentiate it from texting someone.

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



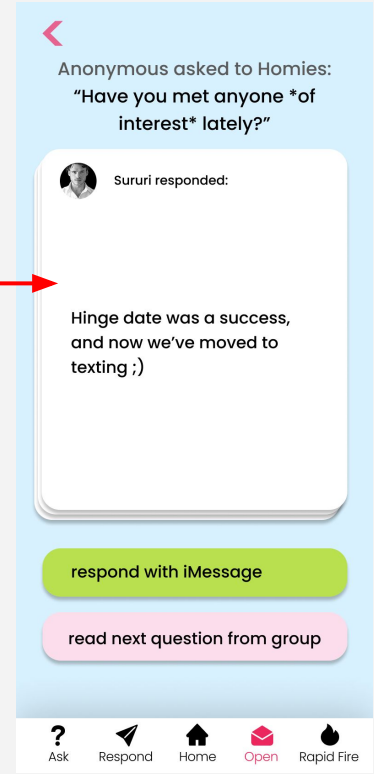
# Moderate Task: Review Group Messages to Stay Up-To Date with Long Distance Friend Groups



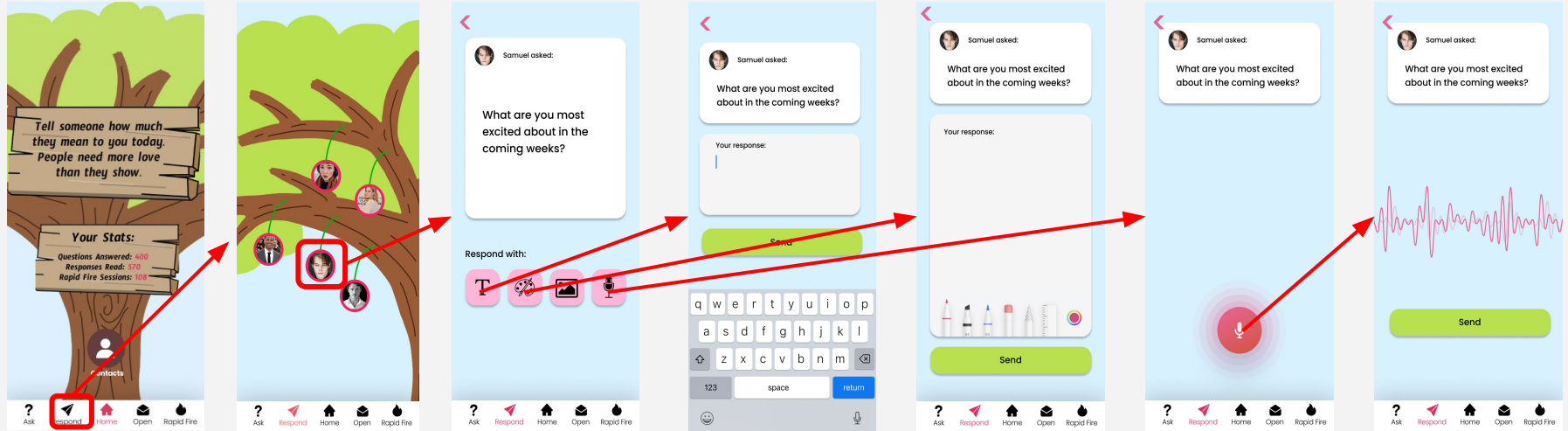
Swipe to read the next response to this question

Allows users to send the question in iMessage to continue the conversation

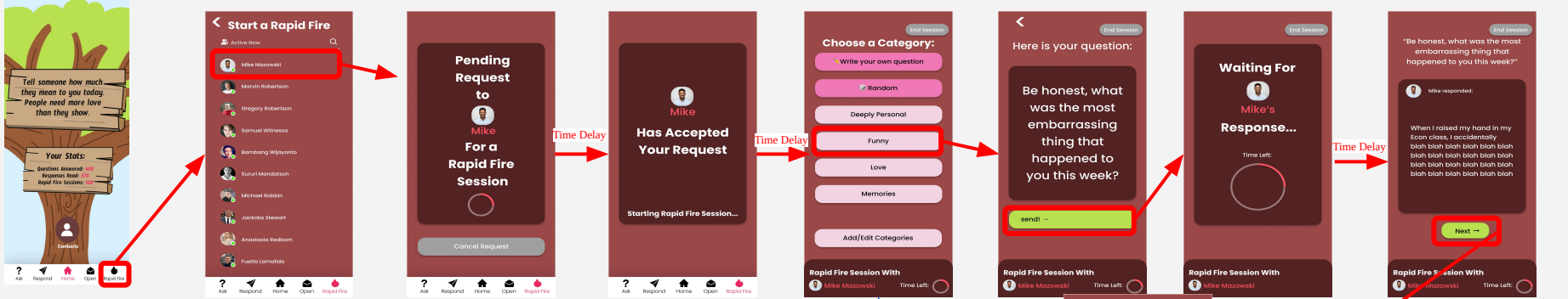
Will show if there are multiple questions from the group



## Moderate Task: Respond to my friend's question with flexibility in creative expression

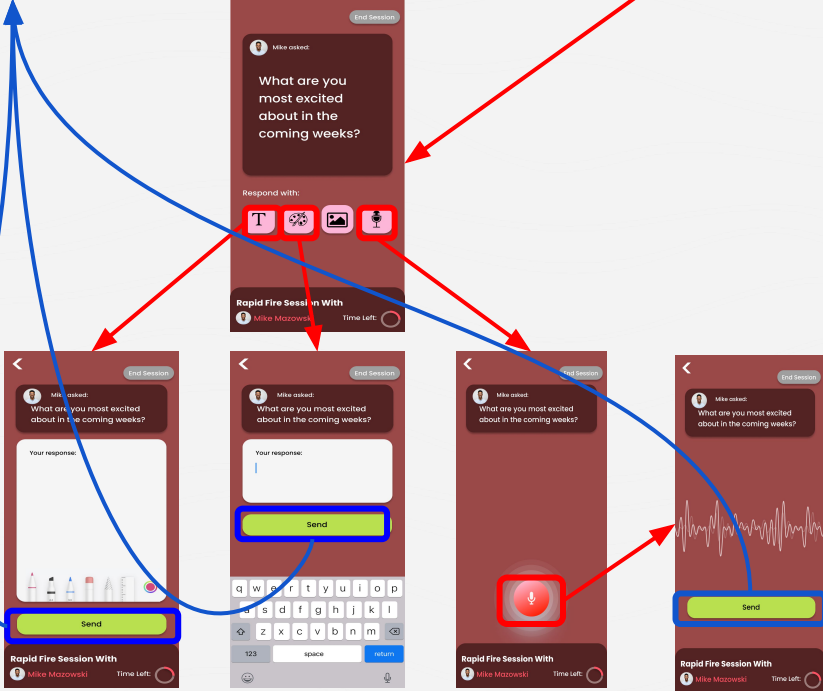
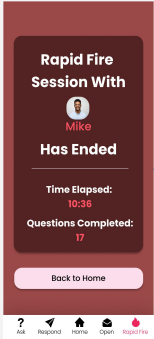


“Send” button sends user back to the first screen



Blue arrows create an endless loop until user clicks "end session". Every "end session" button (top right of the screen for most of the slides) sends you to the recap page

**Advanced Task:** Start a rapid-fire session with a friend to go back and forth with deep questions



## *Prototype Overview: Tools*

We used Figma to construct our prototype.

### **Pros**

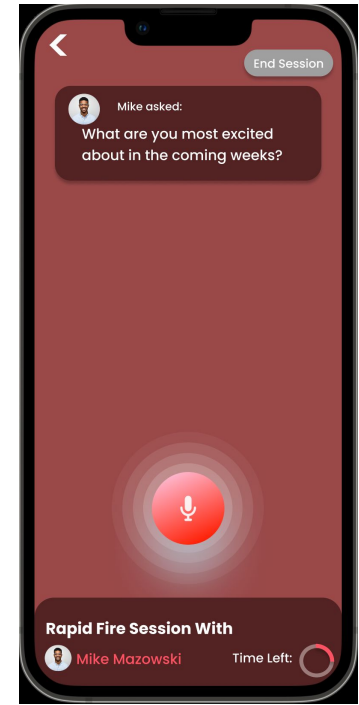
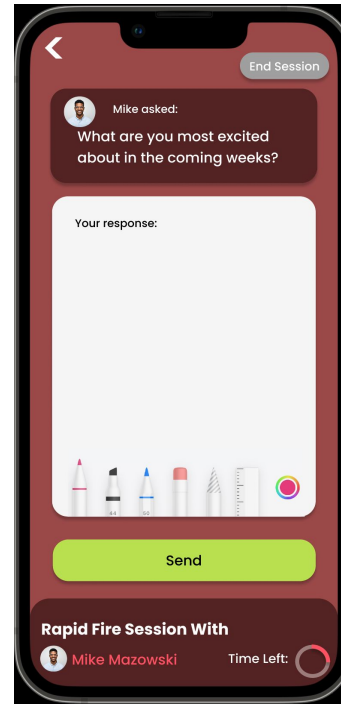
- Allows for the reusability of components
- Snap-in-place grid system
- Easy to collaborate
- Testing replicates phone

### **Cons**

- Icons need to be imported
- Steep learning curve
- Hard to create custom graphics with built-in pen

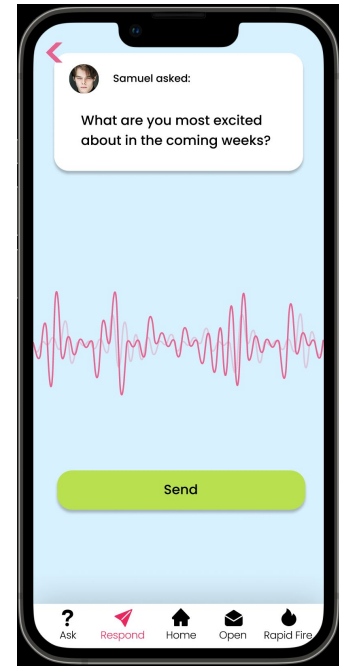
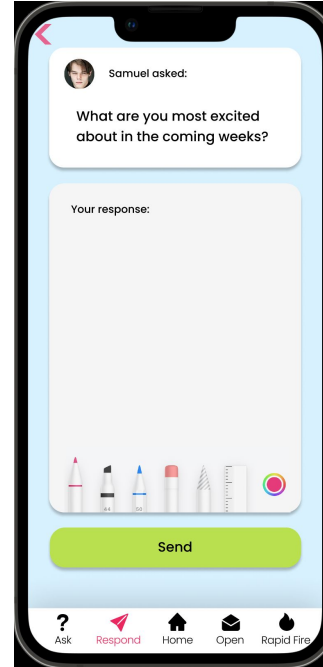
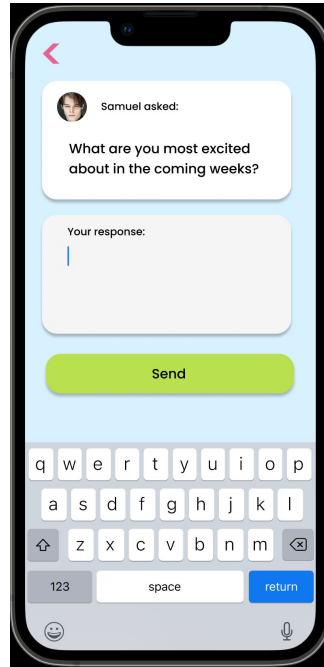


# Prototype Overview: Limitations



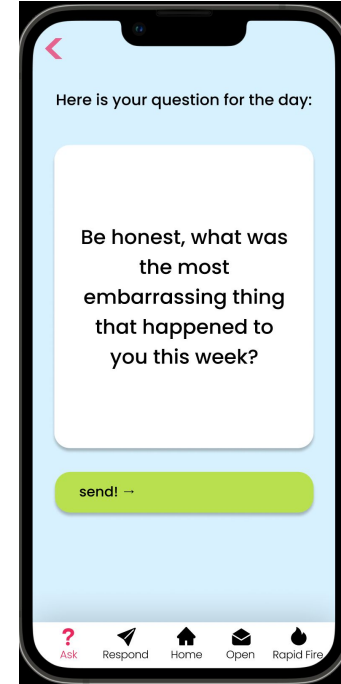
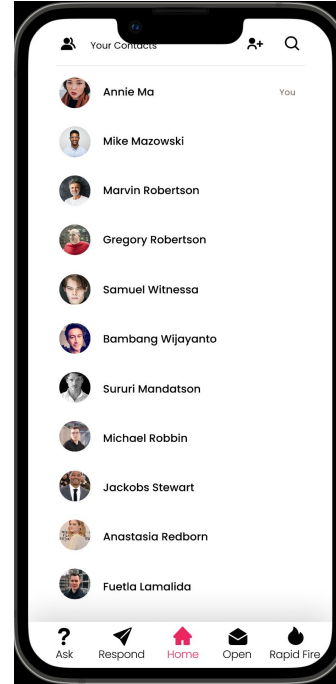
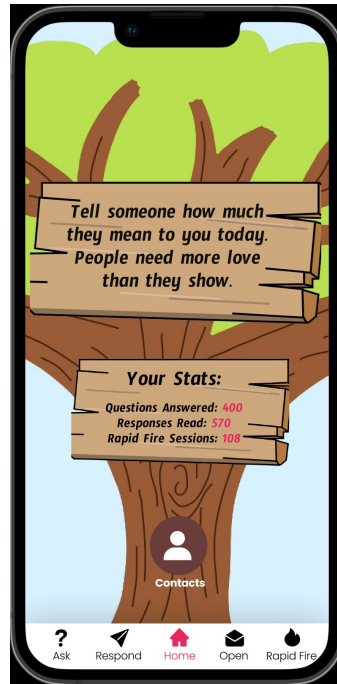
We could not prototype the ability for a user to customize their written, drawn, or voice recorded response. The written response would have required keyboard input in the prototype, which is out of scope for this medium-fi prototype. The drawn response would have required the ability for a user to select colors, pen size, and swiping gestures, while the voice recorded response would have required the ability to voice record, which is infeasible in Figma. In line with this, a user also can't listen to an audio response.

# Prototype Overview: Wizard of Oz



The response functionality for writing, drawing, and voice recording needed to be Wizard of Oz-ed. For the written mode, the user can click on the keyboard (although actual text won't be shown), and then press send. For the draw mode, a user can draw on the canvas (although actual pen markings won't be shown) and then press send. For the voice record mode, the user presses the voice record button, and an audio response automatically appears, which can then be sent.

# Prototype Overview: Hard-coded Features



The daily quote and user statistics on the home page are hardcoded, as it is infeasible to connect the prototype to a backend database to retrieve data. There are a fixed number of contacts in our application. Furthermore, we could only show interactions with a subset of these contacts, as allowing for interaction with every displayed contact in our prototype would require too many frames and be infeasible. Our questions aren't auto-generated, since our prototype isn't connected to a database. We display the same question when any category is selected, as hard-coding questions for all our categories would require many extra frames with little purpose in terms of testing scope.