

Ping

Medium-Fi Prototype



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Value Proposition

So your LDR doesn't become TL;DR



Problem & Solution Overview

Staying close to friends and family is stressful amidst hectic days, different time zones, and awkward, high-stakes communication styles. In fact, it's nearly impossible and often results in personal guilt and fallen friendships.

Introducing **Ping**, a low-stress, convenient hub to show your loved ones you are thinking of them by sending thoughtful tokens, sharing meaningful moments, and maintaining connection goals. It's an angel on your shoulder reminding you to show your loved ones you care, even when you're busy or far apart.

Values Encoded

Values:

1. Meaningful connection
2. Convenience

Features that express values:

The “share a moment” feature provides a unique opportunity for connection. Sharing a moment affords a loving, “shared space” that is two-ways and centers the people in the moment (literally and metaphorically).

Our quippy tokens ensure convenience. Because both you and your friend can only send a small string of emojis, there is no pressure or expectation to pour too much time into a message, yet there is still so much users can say with these expressive characters.

Values Encoded

Conflicts between values:

There seems to be an inherent conflict between “connection” and “convenience”. While this an impossible balance to guess for everyone, we believe our approach speaks to overwhelmed young people, with good intentions for communication, but small bandwidths and overwhelming inboxes.

While a token is quick and easy, they can also carry impactful meaning. When it comes to inside jokes or special momentos, the same string of emojis can have an entirely different meaning for two different people, making them so special. Moreover, classic tokens like a red heart can say more than words when sent at thoughtful times, which is made convenient with our time-zone scheduling feature.

3 Key Tasks

1. **Simple Task: Share a moment**
2. **Moderate Task: Reply to a recent token**
3. **Complex Task: Create a connection goal**

3 Key Tasks

Simple Task: Share a moment

Key changes:

- Accessible from home screen and labelled
- More visual and haptic feedback for the user starting the Moment and the user joining the Moment. I.e. profile photos of both participants, tap-feedback.
- Added notification design for Moments.
- Defined a “thought log” to provide a satisfying/meaningful experience for both parties if the other user is not able to join the Moment within 30 seconds (ie. “Mhar was thinking of you at 3:05pm”).

3 Key Tasks

Moderate Task: Reply to a recent token

Key changes:

- Recent tokens better labelled on home screen
- Button to reply to a token directly from home screen is more clear
- Emoji keyboard updated with backspace
- Scheduling input is more intuitive
- Confirmation screen shows emojis sent/scheduled

3 Key Tasks

Complex Task: Set a connection goal

Key changes:

- Added plus icon to easily create a new goal
- Added ability to search for a friend
- Added visual feedback for strength of current goals (ie. plant height/health)
- Ability to customize notifications for individual goals

Usability Goals & Key Measurements

EFFICIENT: we want the user experience and completion of tasks to be quick and intuitive and not require intense learning.

DELIGHTFUL: we want the user to be able to feel the connection to their relationships through the interface of the app.

SUCCESS

- User can complete tasks intuitively and finds it delightful
- User can navigate screens with no external help

ERRORS

- User has trouble navigating to the right screens while completing a task
- User is confused or frustrated with specific elements of the interface (logos, buttons, etc.)

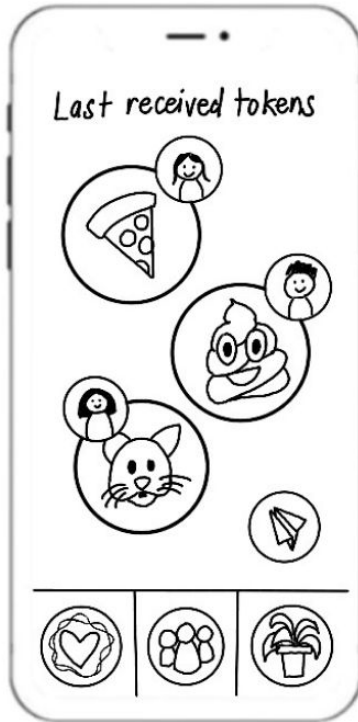
Usability Goals & Key Measurements

REFLECTION

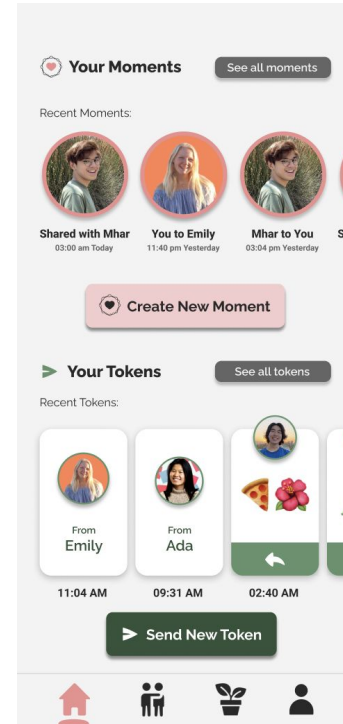
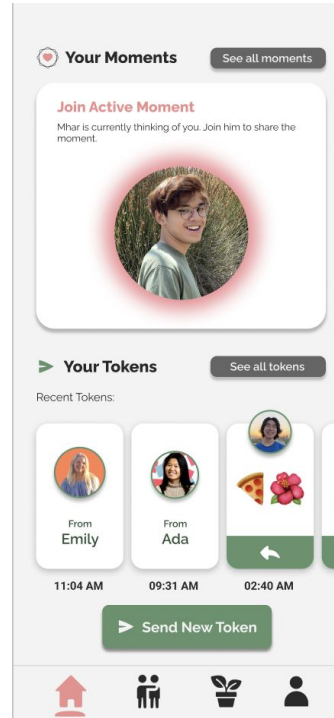
Lo-fi interviewees found lack of visual cues (text, icons, clear buttons) made prototype less delightful. We decided to rework screens that users expressed a lack of functionality about (e.g. Friend List) to be more compact interviewees Overall, to heighten efficiency and delight, we focused on trying to make individual screens more **actionable** while trying to minimize the number of overall screens. Interviewees reported that delight primarily stemmed from Garden of Goals and the emotional idea that your friends are thinking about you through Tokens and Moments. To emphasize these responses, we not only focused on visual/aesthetic qualities (in particular with the Garden) but also including a token and moment history (as desired by two interviewees) and even the ability to save favorite tokens. We also hashed out details that interviewees brought up such as backspace buttons and search bars that we had initially overlooked to make the prototype more delightful for users.

Revised Interface Design #1: Home Screen

Before



After



Revised Interface Design #1: Home Screen

Before

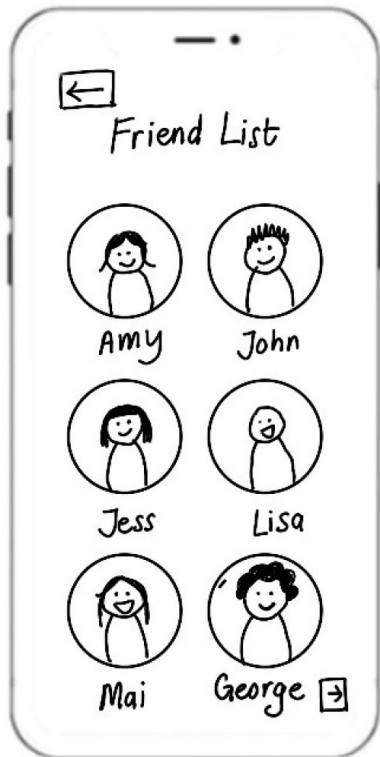
- Feedback from both CA and lo-fi interviewees pointed to a lack of actionable tasks on the home screen.
- Timing of last received tokens was unclear. Overall, needs more text for guidance. What are these buttons? Who are these people?
 - Particularly, icons without accompanying text (e.g. paper plane) may be inaccessible to older users, thus decreasing delight.
- Design hierarchy suggests Tokens is the sole important function of our app—we want both Tokens and Moments to be balanced.

After

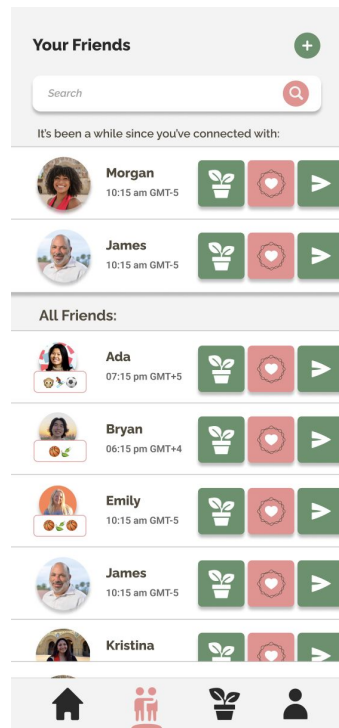
- Added Moments to Home Screen to equalize Moments and Tokens functions. Main functions all on home screen for efficiency.
- Active Moment—most time-sensitive task—are scaled large on top, glowing pink. When there are no active moments, user sees their recent moment history.
- Lo-fi interviewees desired to view their token and moments history, which we've accounted for with buttons to view all moments/tokens.
- Created hierarchy of buttons with sending token and creating moment as biggest ones.
- Recent tokens are put in (horizontal scrollable) stack where the most recent one is on the left, captioned with time received.
- Added text to icons to prompt action from users, aligning with usability goal of fast learning.

Revised Interface Design #2: Friend List

Before



After



Revised Interface Design #2: Friend List

Before

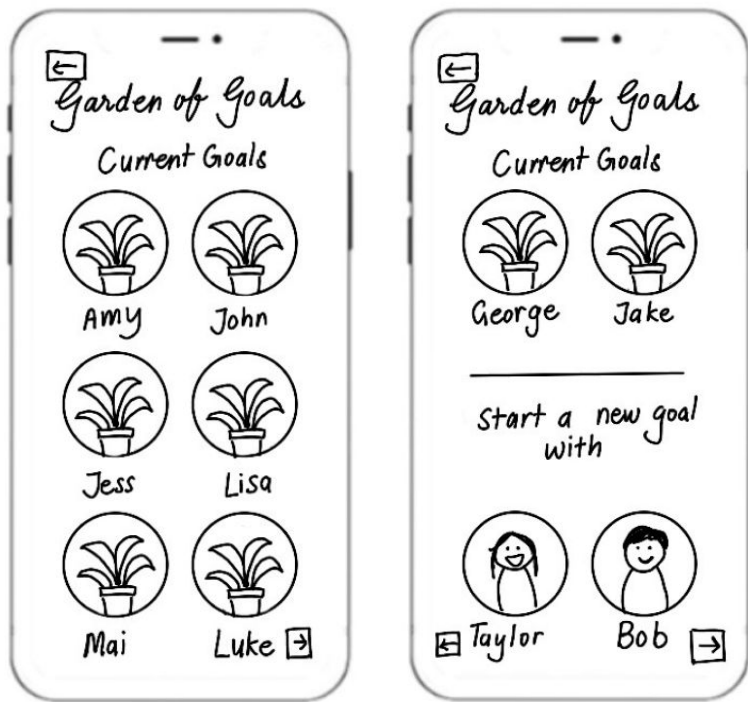
- Lo-fi interviewees emphasized lack of functionality with friend list—only purpose is to view friends—felt it was incomplete.
- Redundancy—you have to go through a friend list every time you start/reply/view a moment/token/goal.
- No way to search for particular friend.
- Unclear arrangement—hierarchy of friends? Alphabetical?

After

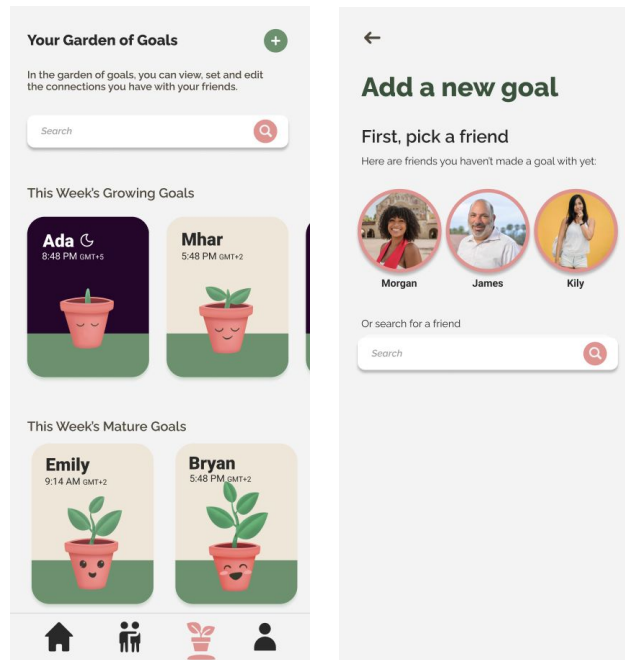
- Greatest change was functionality and making screen actionable. View the friend list to instantly view connection goal, send a token, or start a token. More efficient overall.
- Included user's timezones, search bar, and add friend button for functionality. Friends arranged alphabetically.
- Per lo-fi interviewee feedback, included friends you haven't spoken to in a long time to remind viewer to maintain connection—relieving stress/thinking energy, adding delight.

Revised Interface Design #3: Garden of Goals

Before



After



Revised Interface Design #3: Garden of Goals

Before

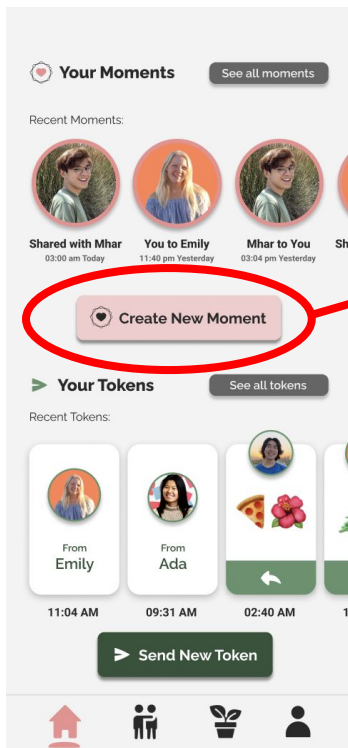
- Interviewee expressed frustration at difficulty in starting new goal—required multiple swiping.
- Feedback given to focus on existing plants more instead of both existing plants and potential plants (friends you have no goals with).
- CA noted how newly added goal did not appear on front of Garden—unclear arrangement.
- Interviewees wanted improvements to visual metaphor of plant growth to add delight—current plant is static.

After

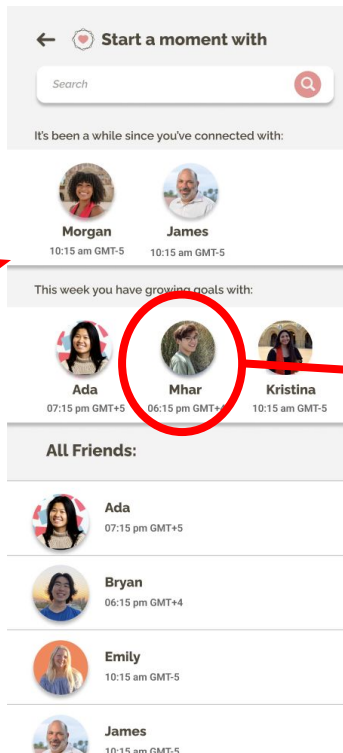
- Decluttered page by only showing existing plants, click (+) button to add a new goal if desired—simpler.
- Added search feature to look for a particular goal.
- Interviewees want to know which plants to attend to most—we've separated goals to “growing” and “mature”. Within these, most recently added plants are at the front.
- Plants now show 4 stages of goals (fully grown plant = goal met) and day/night background depending on friend's timezone to add user delight.

Simple Task Flow: Share a Moment

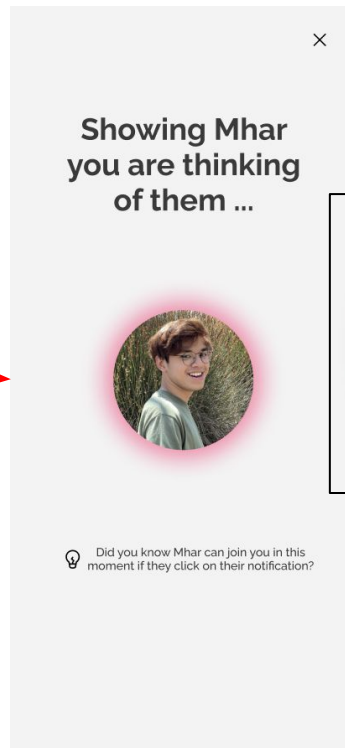
User clicks “Create New Moment” on Home Screen



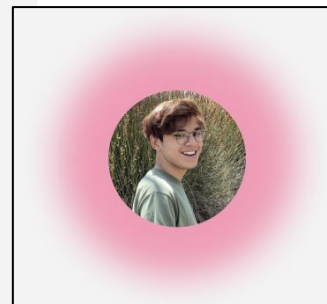
User is asked to choose a Friend to start a moment with



User is taken to the moment waiting screen (more next slide)

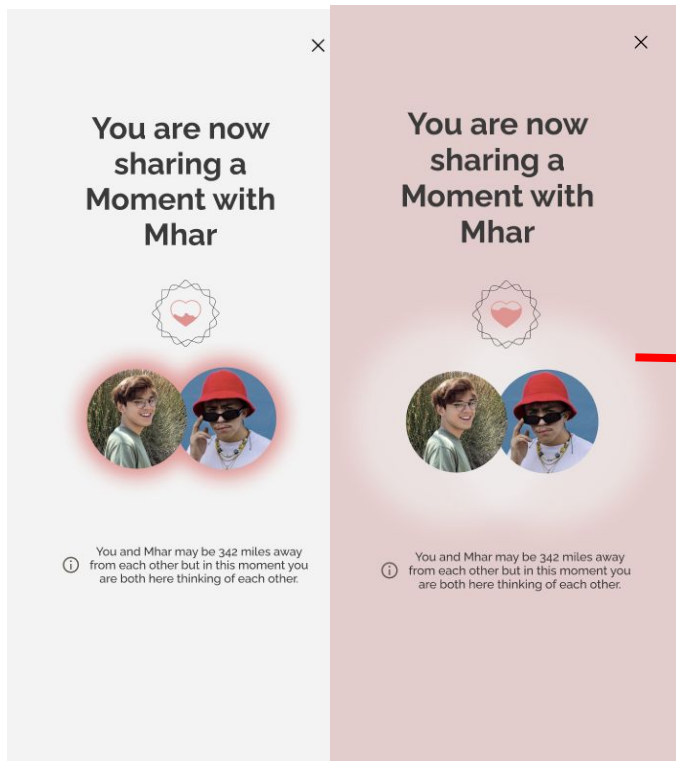


Glow animation that pulses bigger and smaller in and out!

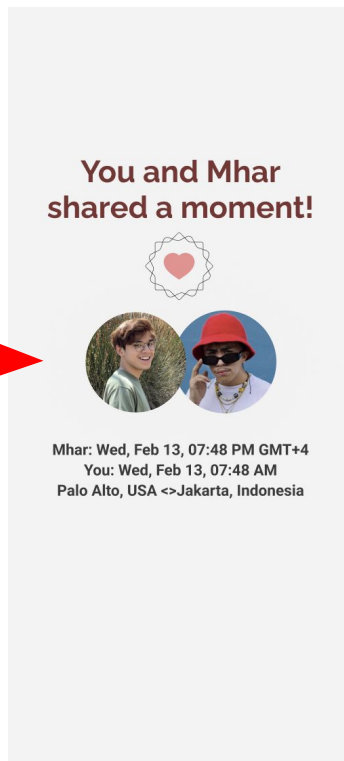


Simple Task Flow: Share a Moment

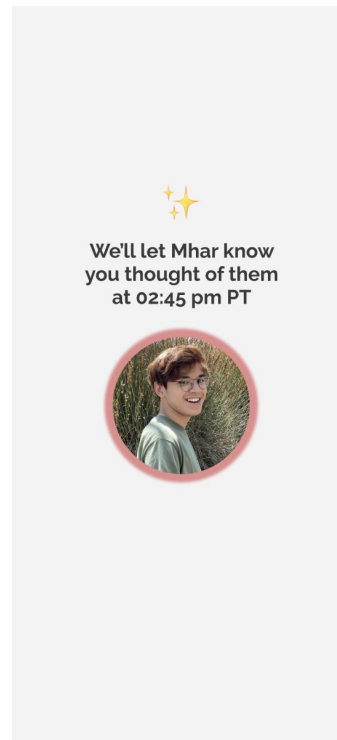
If friend responds within 30 seconds, this animation will play for 20 seconds on both user's screens



After 20 seconds

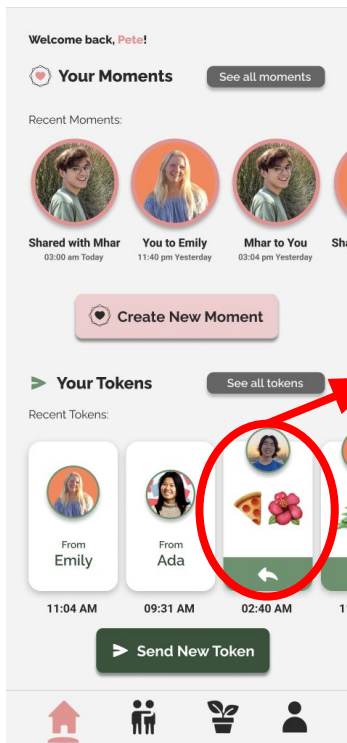


If friend doesn't respond within 30 seconds

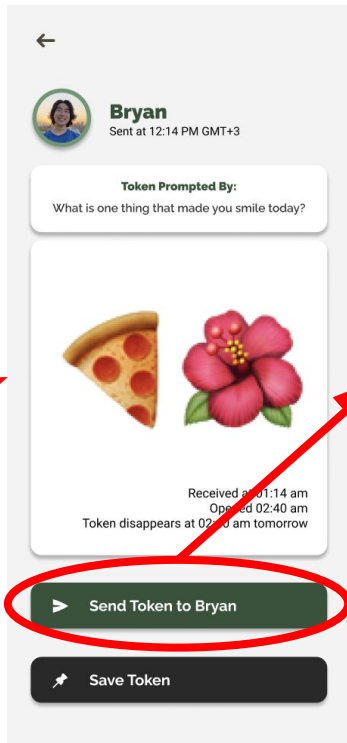


Moderate Task Flow: Reply to a recent token

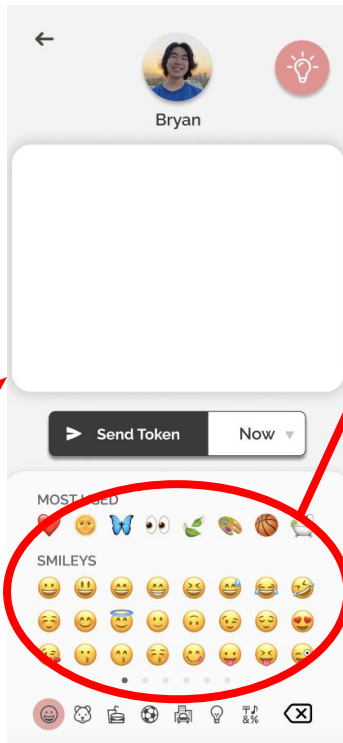
User sees a recent token on home screen



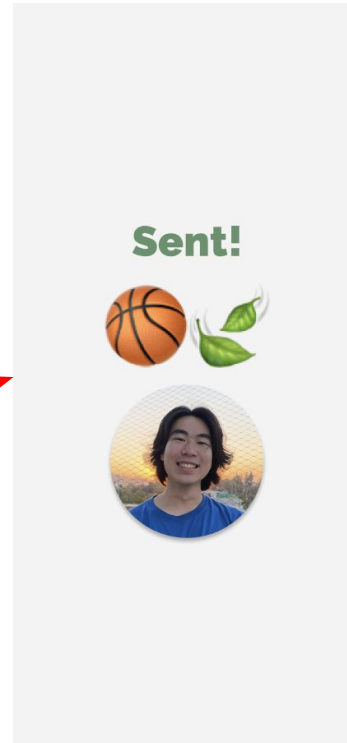
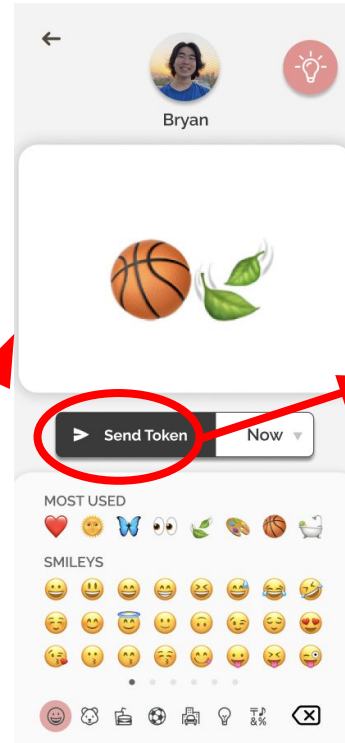
User chooses a token to reply to



User is taken to the messaging screen and types a message



User clicks "Send Token"



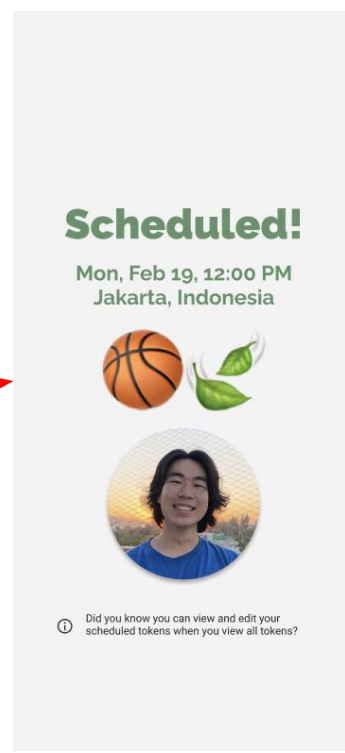
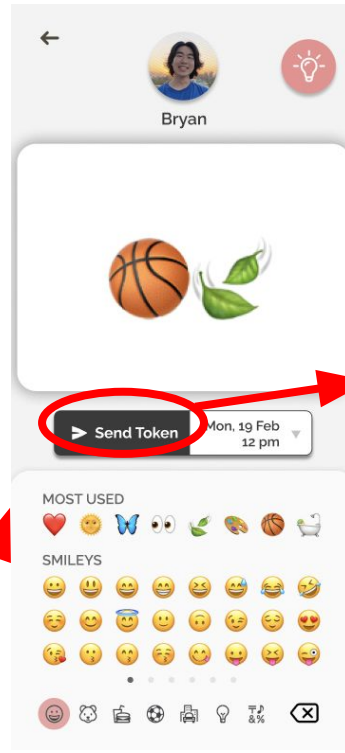
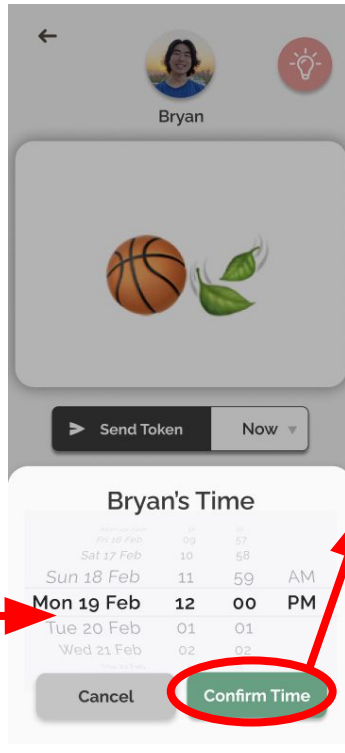
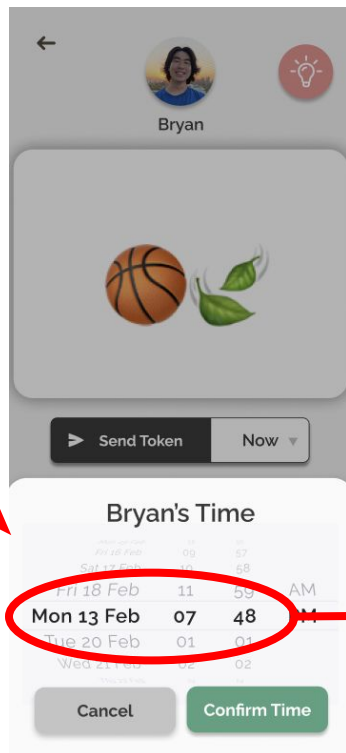
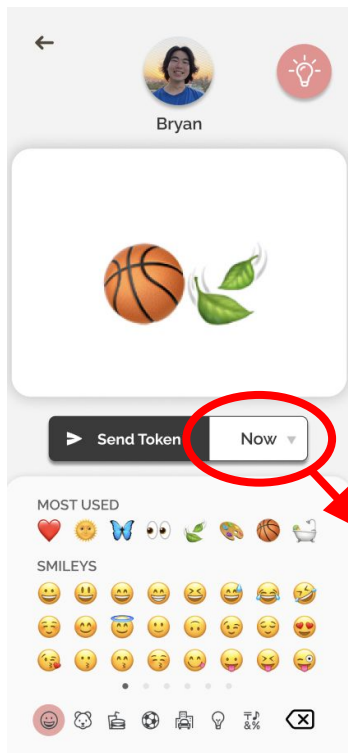
NOTE: There are several ways to reply a token depending on the user's actions. This is one pathway we believe the user will use frequently.

Moderate Task Flow: Reply to a recent token (Optional Subtask: Scheduling)

User has to option to schedule the token instead of sending "Now"

Scrollable time window pops up, User chooses a time based on the Friend's timezone

User clicks out of time window, clicks "Send Token" for it to be scheduled

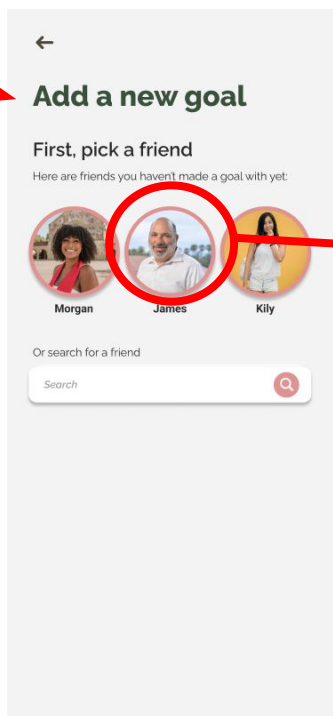


Complex Task Flow: Set a Connection Goal

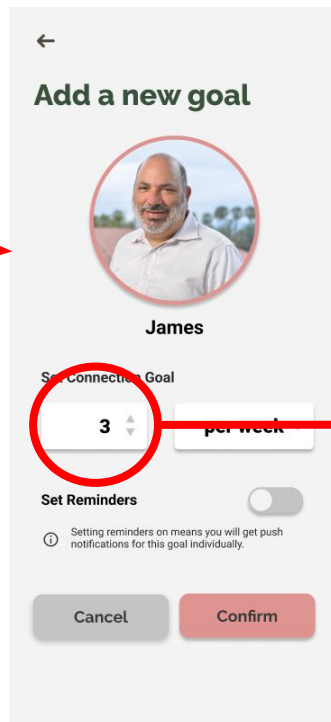
Start from Garden of Goals



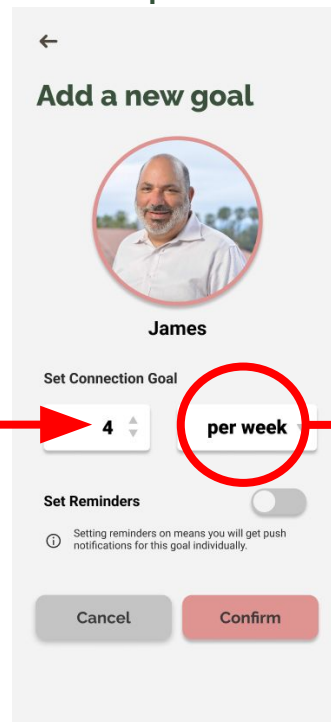
Click (+) to add goal



Pick a friend



Edit goal (/week) - Optional




Complex Task Flow: Set a Connection Goal

Edit goal (/month) -
Optional

←

Add a new goal



James

Set Connection Goal

4 per month

Set Reminders


Setting reminders on means you will get push notifications for this goal individually.

Cancel Confirm

Set reminders -
Optional

←

Add a new goal



James

Set Connection Goal

4 per month

Set Reminders

Setting reminders on means you will get push notifications for this goal individually.

Cancel Confirm

Confirm and takes you
back to Garden of Goals

Your Garden of Goals

In the garden of goals, you can view, set and edit the connections you have with your friends.

Search

This Week's Growing Goals

James ^{New!}
3:48 PM GMT+1

Ada
8:48 PM GMT+5

This Week's Mature Goals

Emily
9:14 AM GMT+2

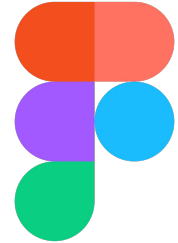
Bryan
9:14 AM GMT+2

Home People Plant Profile

Prototype Overview

Design Prototype Tools:

We started by using paper and pen sketches to brainstorm on how we can improve from our lo-fi prototype. After that, most of the prototyping was done on Figma for our Med-Fi prototype.



How the tools helped:

- Collaborative – making standardization easier and combining our works easier
- Able to copy dimensions of an iPhone screen
- Can emulate interactivity to demonstrate task flows through prototyping
- Auto-alignment of elements for visual cohesiveness

How the tools did not help:

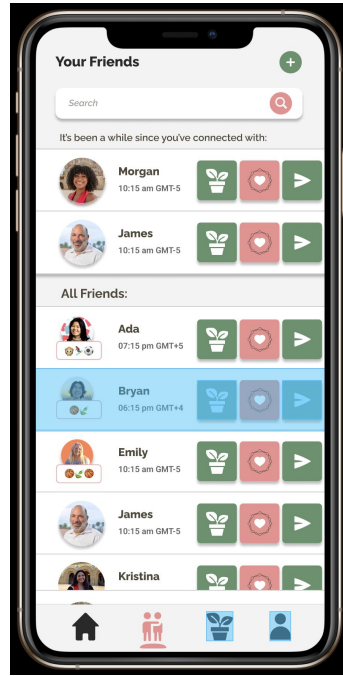
- Have to create individual screens to account for as much user action/input as possible
- Individually connecting the wireframing took time
- Limitations in how many buttons we can make to be clickable due to having to create individual screens

Limitations/Tradeoffs

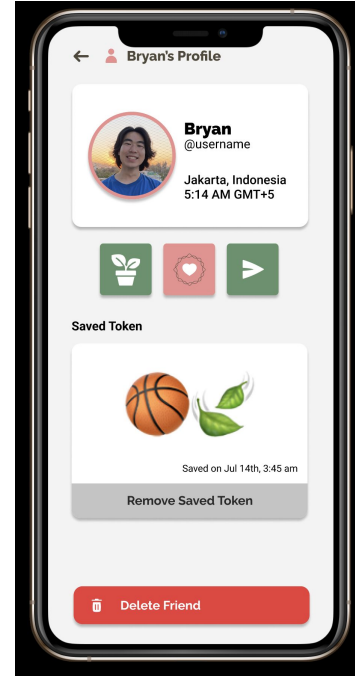
#1

One limitation of this prototype is that not every action can be taken. For example, only certain profiles or goals can be clicked and you can only open certain tokens or share a moment with certain users.

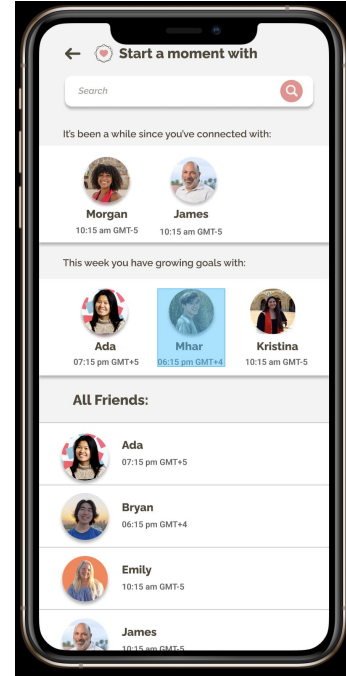
We cannot account for every possible action in this prototype because there is no sort of memory or network where we can store user actions and adjust based on that through Figma. Therefore, we will have to create every screen for every action.



[For example, only Bryan's profile can be visited]



[We cannot set a layout that will automatically create a profile for our users in Figma]



[You can only share a new moment with Mhar]]

Limitations/Tradeoffs

#2

Changes, like editing an existing goal or creating a new goal, might not persist as you navigate through the app because we cannot accommodate for an infinite amount of combinations of actions. There is also no way to make conditional wireframing in Figma (no way to create “if new goal is added change goals screen to this screen” option) and each screen has to be created separately.

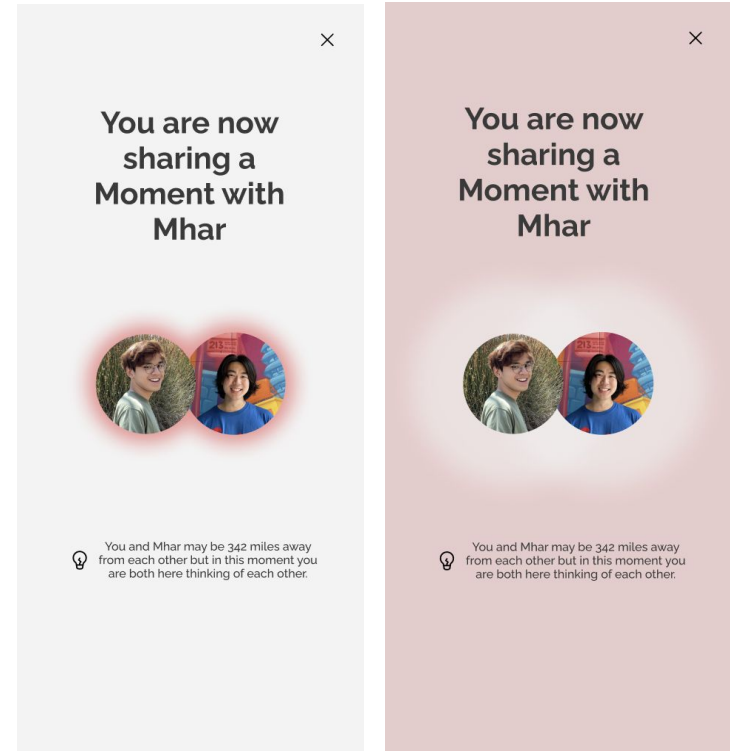


[For example, after creating a new goal, you will see the goal in your garden. However, if you go to any other screen in the bottom tab navigator and then back to garden of goals, you will not see your newly added goal]

Limitations/Tradeoffs

#3

Another limitation is missing cues from sharing a moment. In the hi-fi prototype, we plan to include other cues, such as haptic vibrations when two people share a moment. However, this is not possible to emulate through a Figma demo.

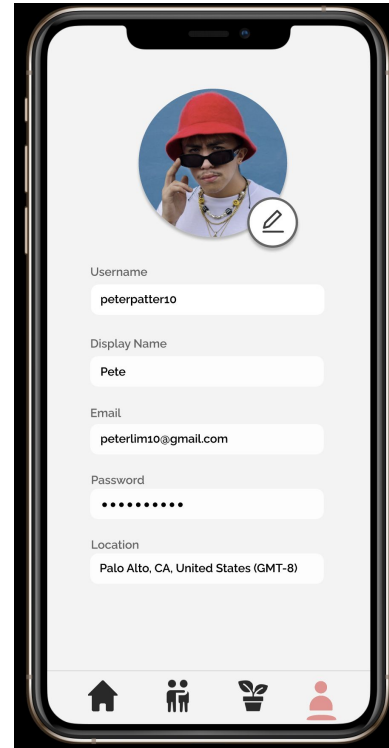


[The only cue we can implement in Figma is visual, which is why in the med-fi prototype, simultaneously sharing a moment only shows a changing color screen]

Limitations/Tradeoffs

#4

Lastly, we left out some user-interactions that an actual app might have, such as creating an account, logging-in or out, adding friends, or changing your personal information. We did so because they did not directly pertain to the tasks we wanted to demonstrate.

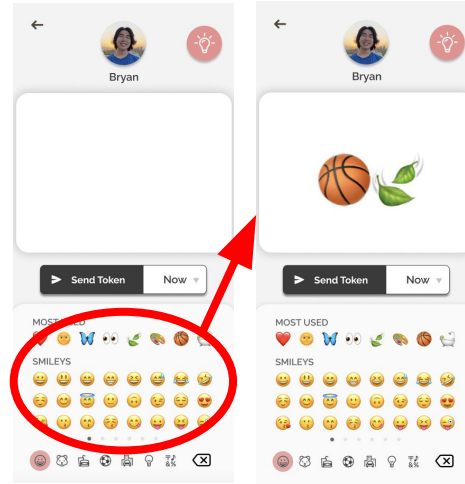


[The current profile screen is static and doesn't allow for much changes in personal information. Options like logging out are also not visible.]

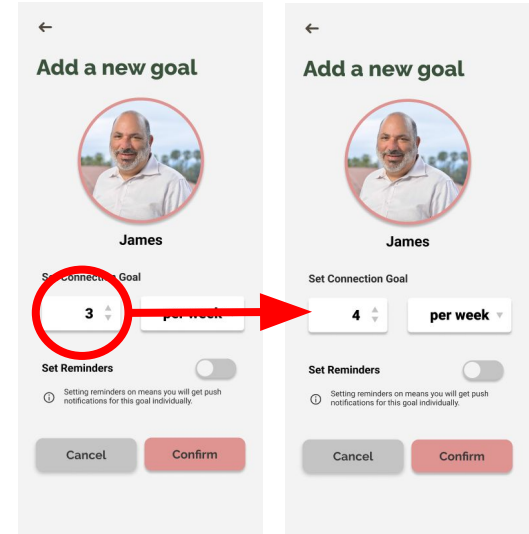
Wizard of Oz

#1

When the user tries to type a series of emojis to send to another user, the demo will automatically fill in the text box with emojis. When users try to set or edit the number of connection goals, clicking the box in the prototype immediately changes the number, instead of emulating a vertical number slider. This is because we have no way of saving distinct text input from users. Emoji keyboards and sliders also might vary by operating systems.



[The emoji keyboard is not functional and clicking anywhere in the keyboard will generate a hard coded emoji combination to send.]

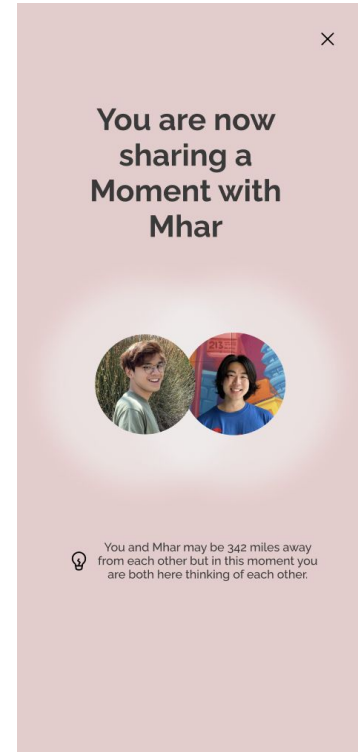


[The slider is also not functional and clicking anywhere in that box will increase the goal number.]

Wizard of Oz

#2

When users either share or send a moment, we will let users click away whenever they want, instead of having a concrete time limit into how long before the other user can join the moment or how long two users can share a moment for. We did so because we cannot implement such features on Figma.

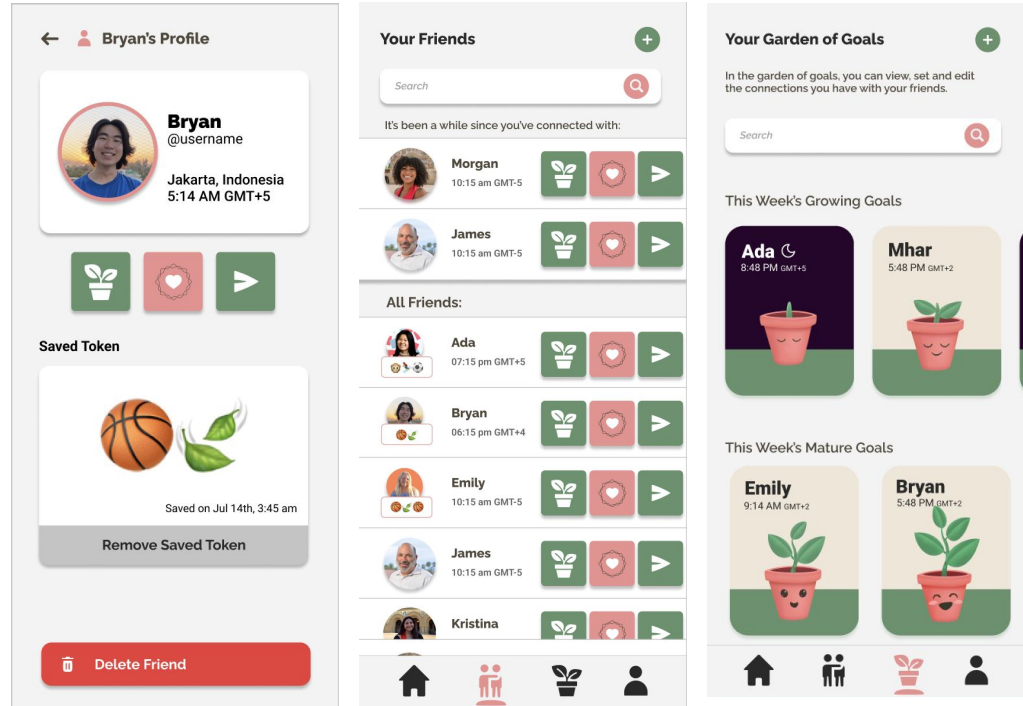


[We will let user exit out of the moment through the 'x' button on the upper right corner]

Hard coded features

#1

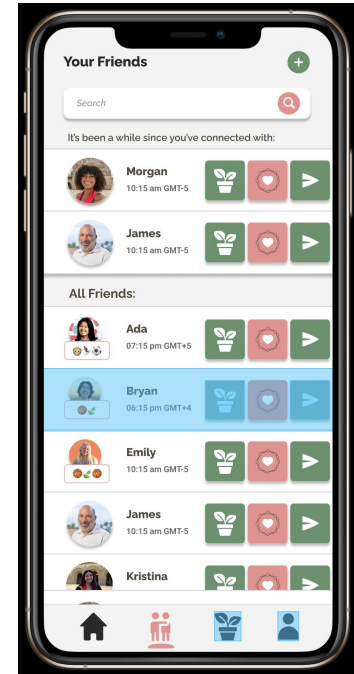
We have no users, networks, or databases in Figma, therefore we hard coded the profiles, the friends (and their profiles), and existing goals.



Hard coded features

#2

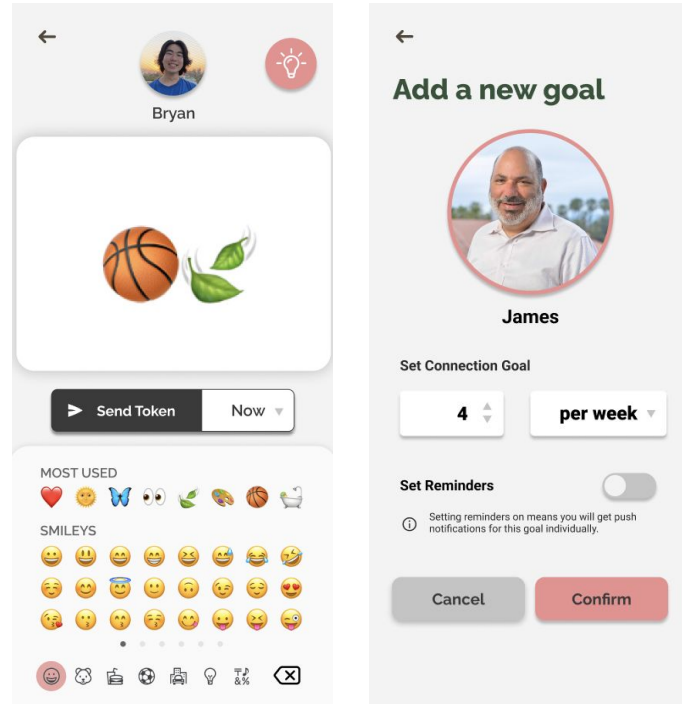
We also hard coded any social interactions the user can have, such as who they can share a moment with, whose profile or goal they can visit, with whom they can create a goal with, etc to account for limitation #1 in Figma.



Hard coded features

#2

We hard-coded most of the user input, such as setting the number of goals that one can create or change to or the emojis that they can send for simplicity and minimizing the amount of screens we create. Coordinating user input in between screens is also not possible through Figma.



[Emojis and numbers are hard coded and not manually inputted by user.]

Additional prototype screenshots

Figma workspace:

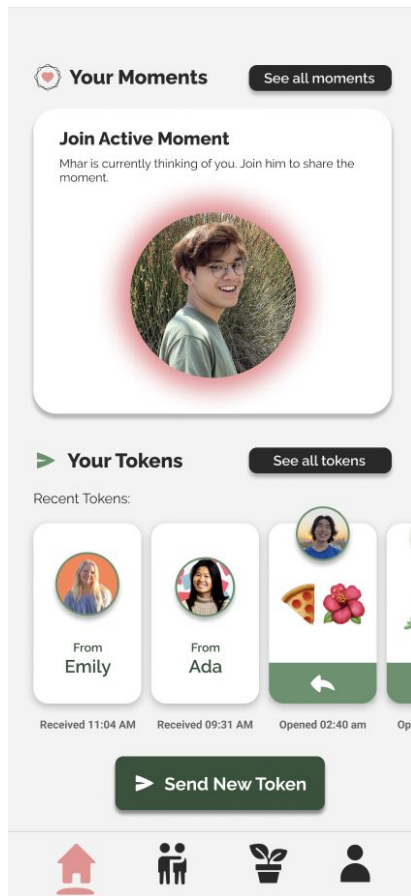
<https://www.figma.com/file/rQy3oNk2LARTPyho1ApoM6/Ping!---Med-Fi?node-id=0%3A1>

Clicking on the workspace will allow you to have four starting points:

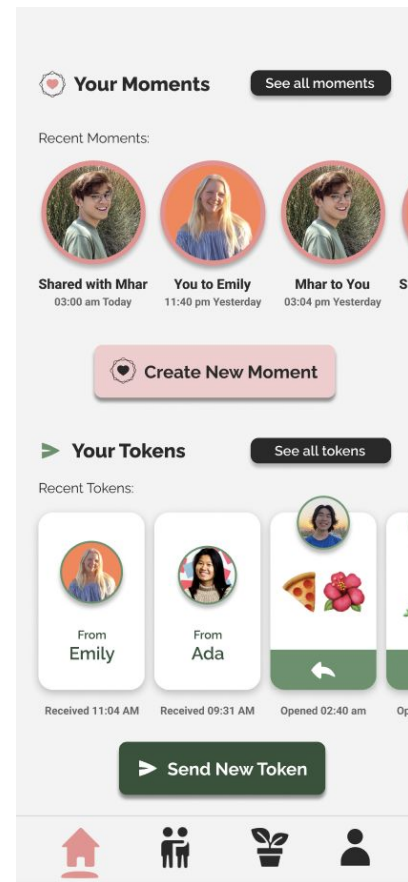
1. Opening App to an Active Moment
2. Opening App to no active moments
3. Getting a notification about a friend starting a moment with you
4. Getting a notification about a friend sending you a token.



Home screen



Home screen with an active moment

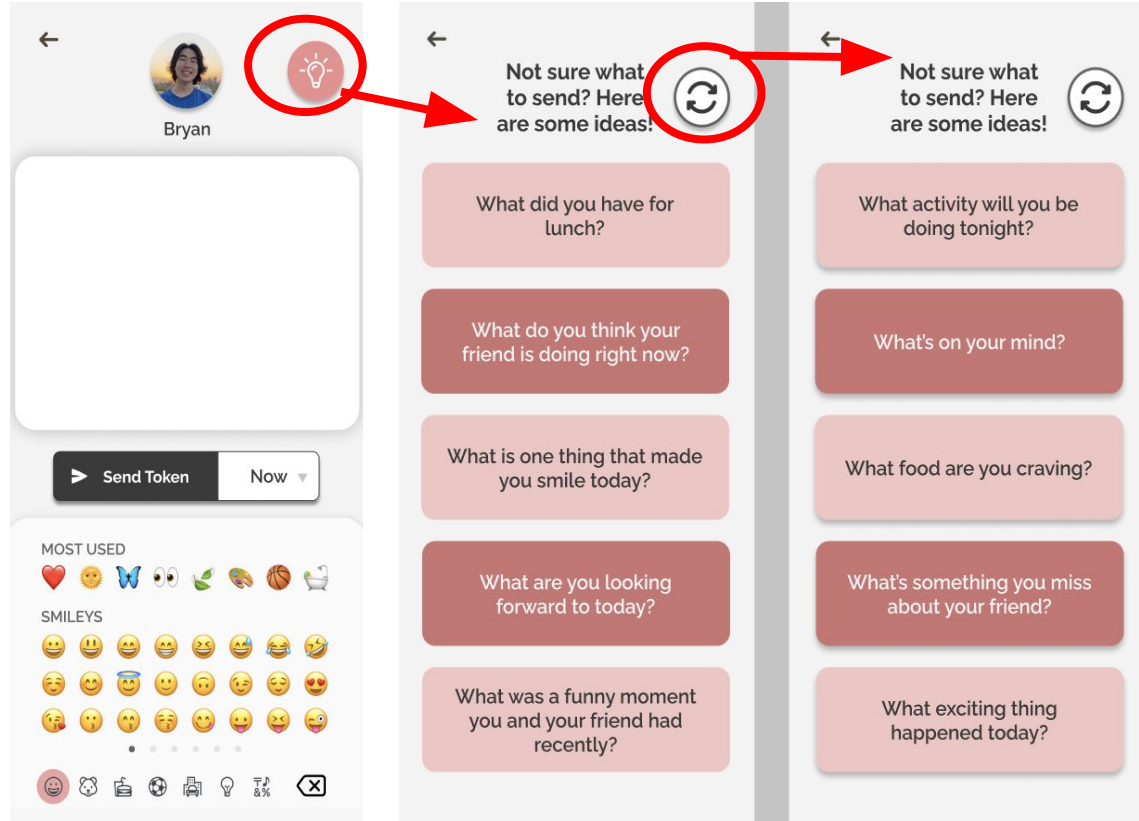


Home screen with no active moment – user can see their moments log

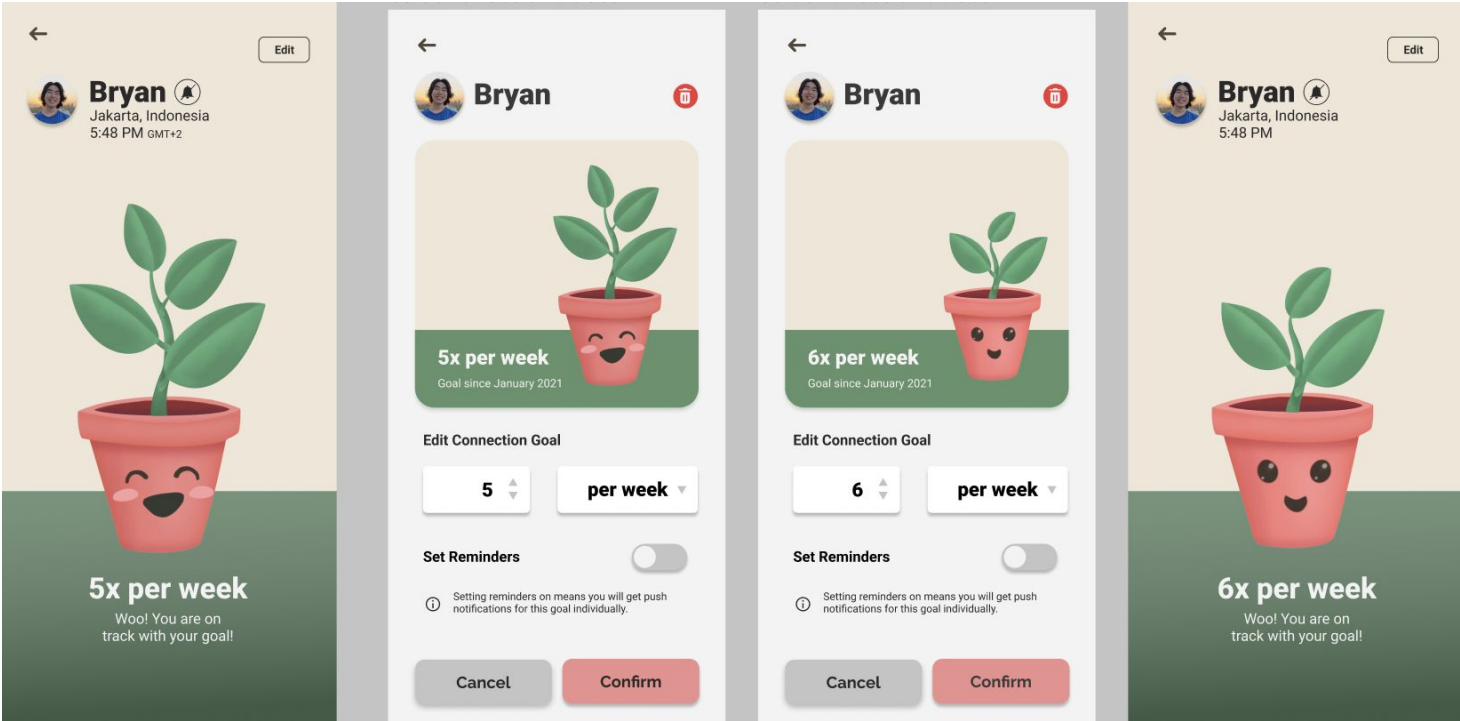
Prompts List

Click back to return to
texting screen

Click refresh for new
prompts

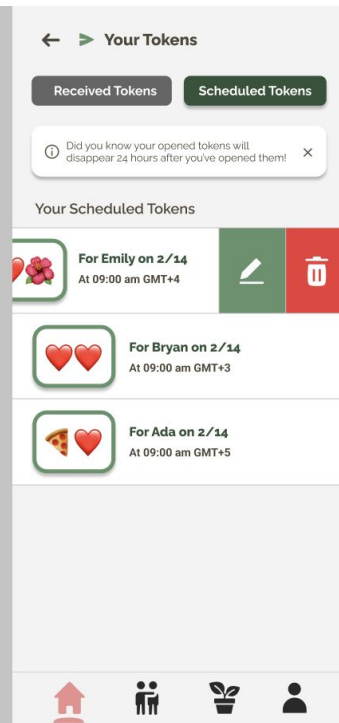
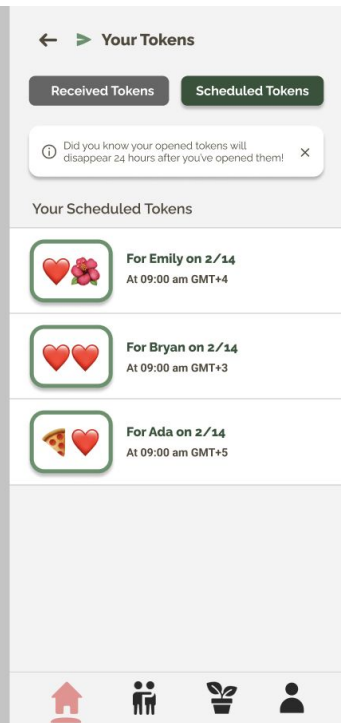
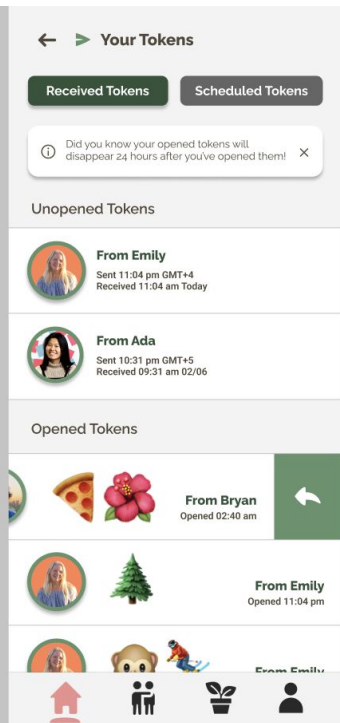
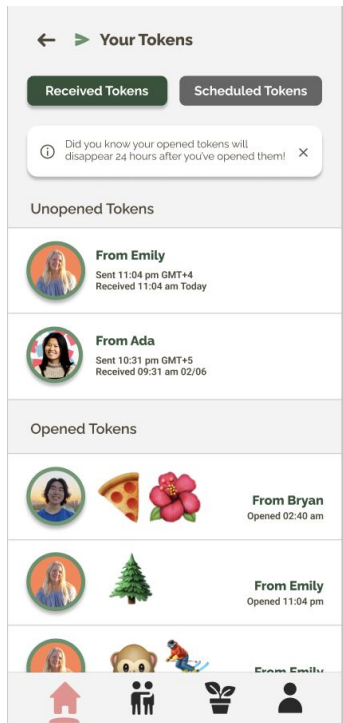
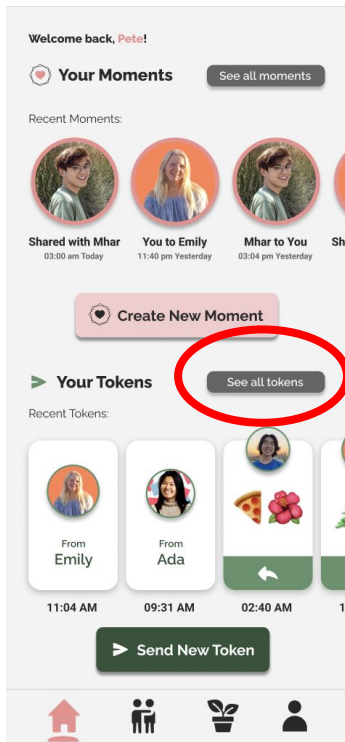


Edit a Connection Goal

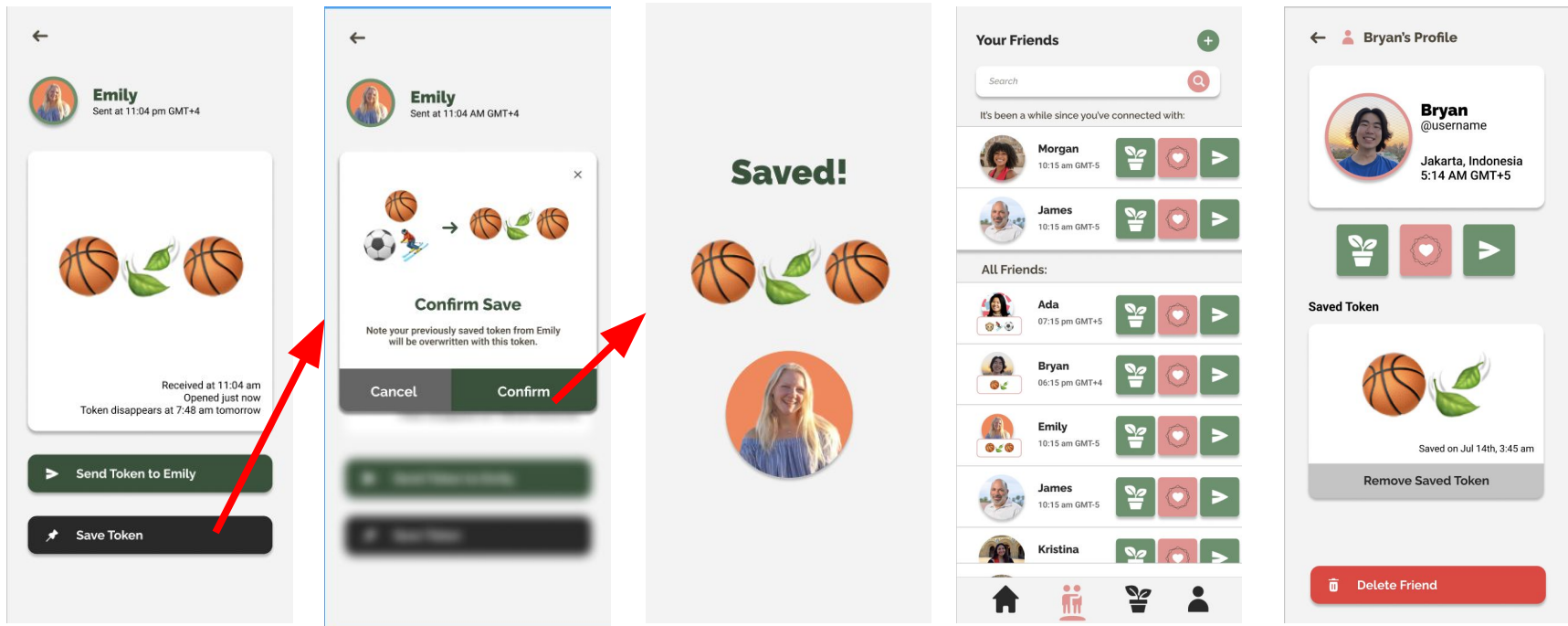


See All Tokens

Toggle between Received and Scheduled Tokens

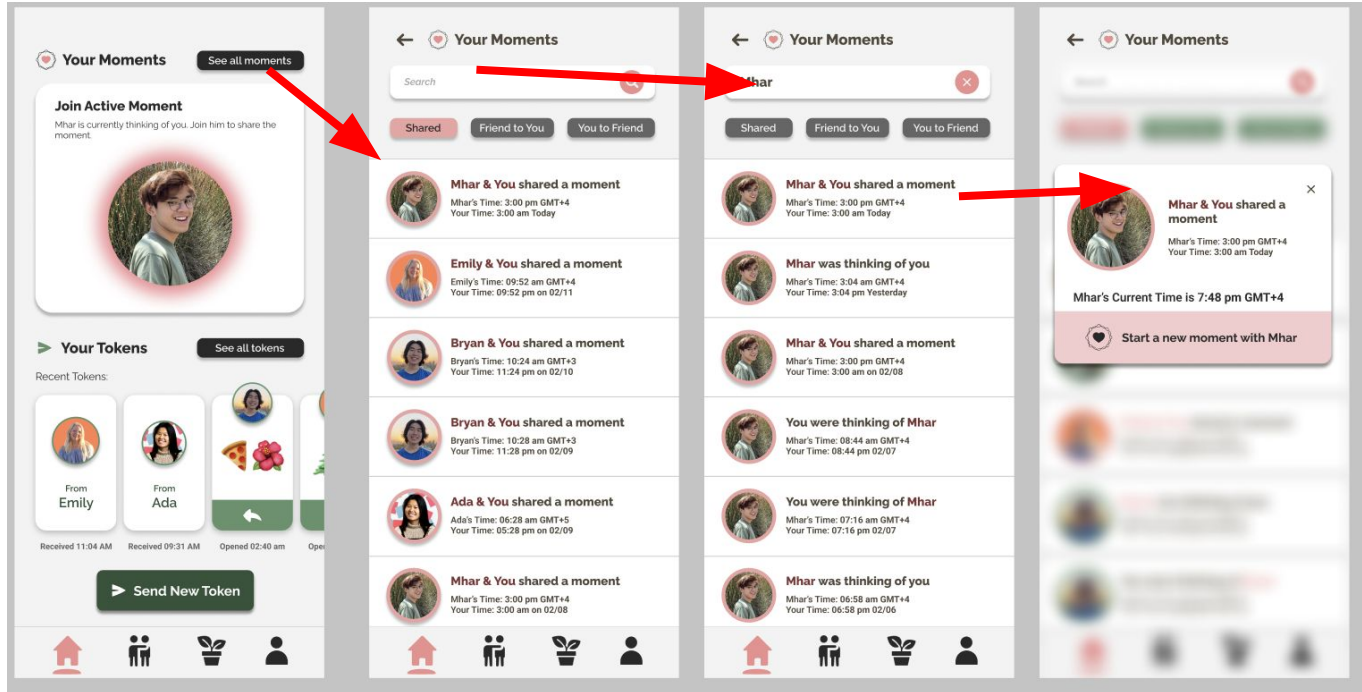


Saving a friend's token



[Saved tokens would appear in user's thumbnail and in their profile page]

Viewing Moments Log



[Click see all moments]

[Click search]

[Search for specific friend]

[Hold down on a moment log]

Notifications

