



So your LDR doesn't become TL;DR

Team



Designer,
UX Researcher



Designer,
UX Researcher



Designer,
Developer



Designer,
Developer

Problem

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



Solution

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.



Overview



1

**Heuristic
Evaluation**



2

**Revised
Design**



3

**Prototype
Implementation**



4

**Prototype
Demo**



1

Heuristic Evaluation

Heuristic Evaluation Results

- 5 Severity 4 violations
- 22 Severity 3 violations
- 55 Severity 1-2 violations



Heuristic Evaluation Results

5 Severity 4 violations
22 Severity 3 violations
55 Severity 1-2 violations



Severity 3-4 violations for each task:

- General (11)
- Create a moment (2)
- Communicate thoughtful token (13)
- Make connection goal (1)

Mostly:

- H5: Error Prevention
- H1: Visibility of Status





2

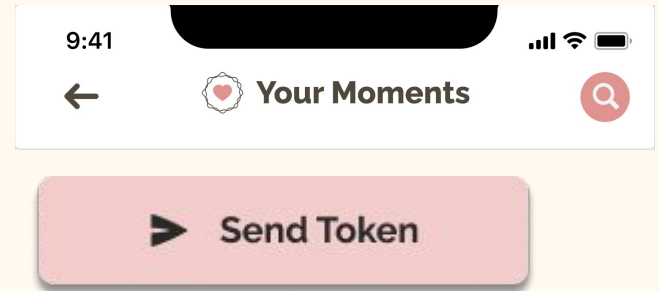
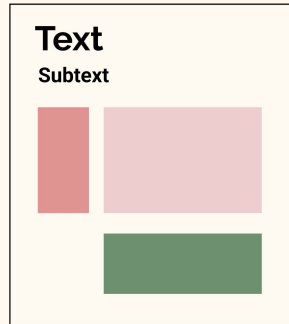
**Revised
Design**

Severity 1-2 Violations Briefly

Majority were **H4: Consistency & Standards**

Fixes:

- Color Scheme
- Standardizing Headers
- Standardizing Buttons
- Increasing Text Sizes
- Improving transition flows between screens
- Standardizing to user friendly time display



Severity 3-4 Violations: General

Problem:

Our value is meaningful connection but are only emojis in tokens enough?

Suggested fix:

Adding more to tokens such as a voice note, text, photos, etc. might make them more meaningful.



Our Thinking:

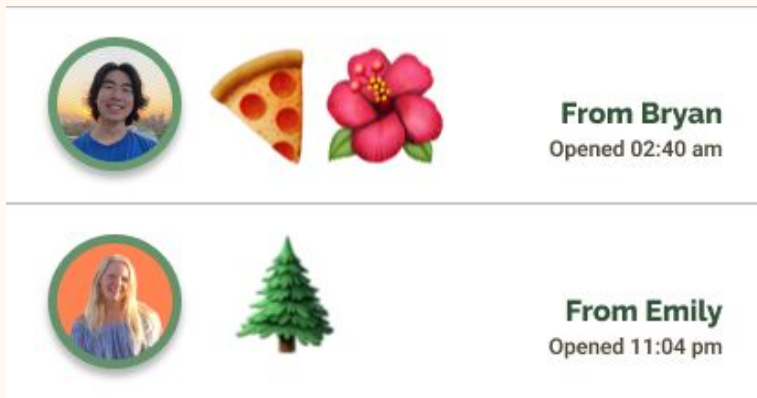
- *Constraints are not restraints* (feedback from user testing)
- Moments (more on this later) *and* Tokens
- Platform for *low stakes* yet meaningful connection (this is a balancing act)



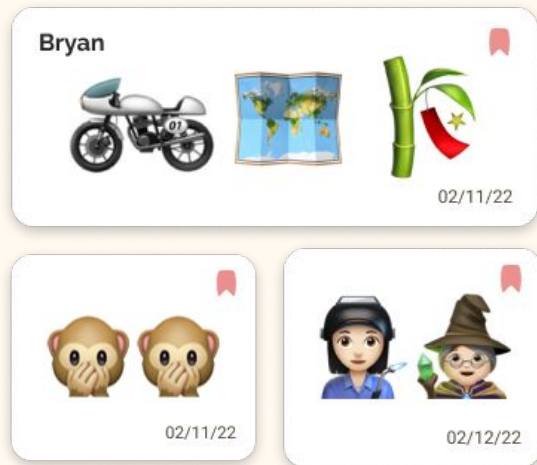
Our Thinking:

- *Constraints are not restraints* (feedback from user testing)
- Moments (more on this later) *and* Tokens
- Platform for low stakes yet meaningful connection

before



after



Severity 3-4 Violations: General

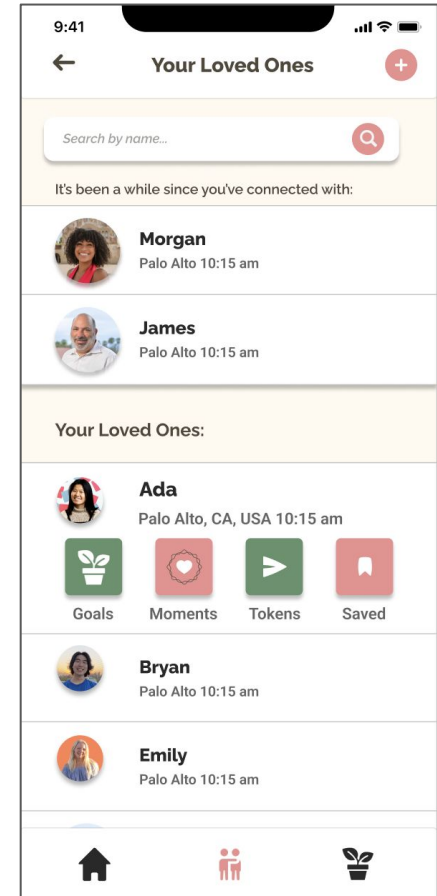
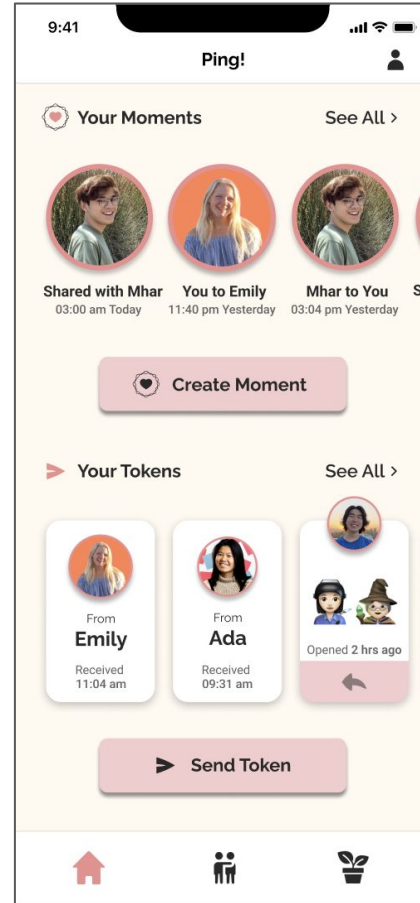
Problem:

Unintuitive to have app design predominantly separated by task rather than person



Our Thinking:

- Home page has a balance of user **initiating connection** and user **viewing previous connection**
- Friends List page supports ability to choose friend first then task



Severity 3-4 Violations: General

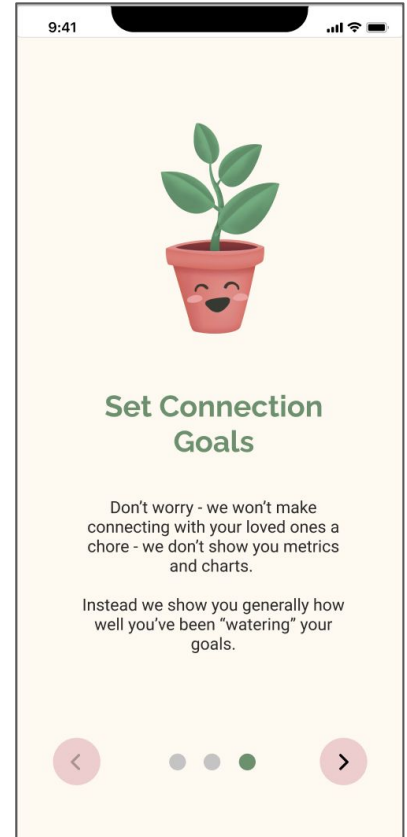
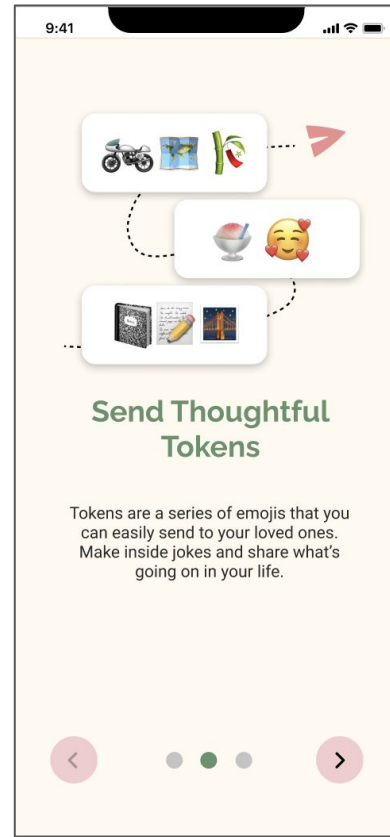
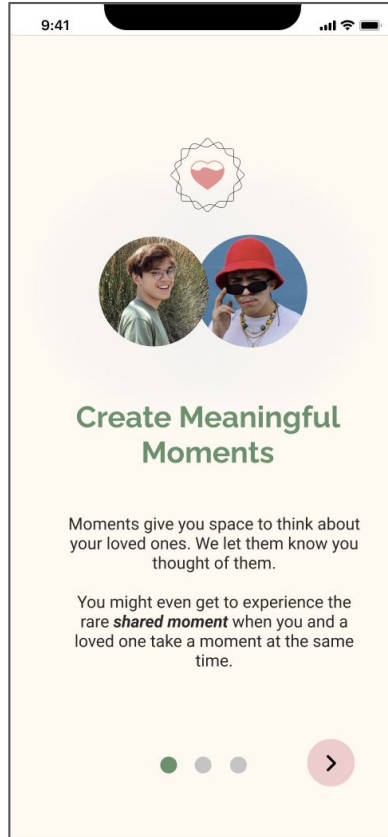
Problem:

New users won't be able to tell the difference between moments and tokens and cannot find documentation on features.



Fix:

Adding onboarding screens for new users



Severity 3-4 Violations: Moments Task

Problem:

Stressful for user to respond to a friend wanting to share a moment within 30 seconds.

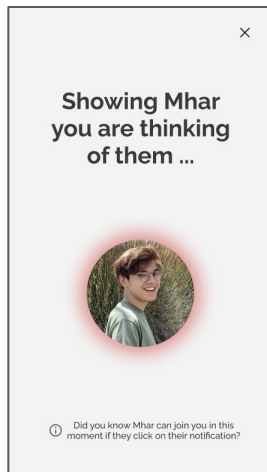


Fix:

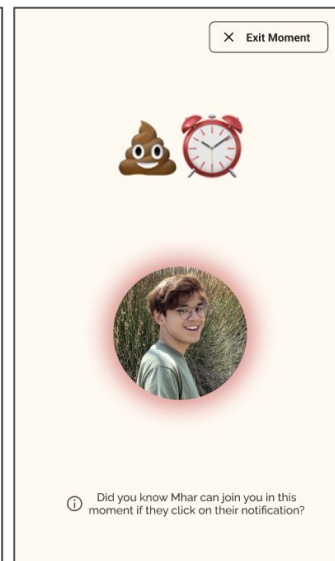
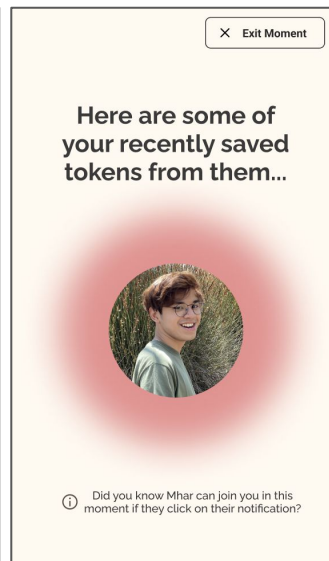
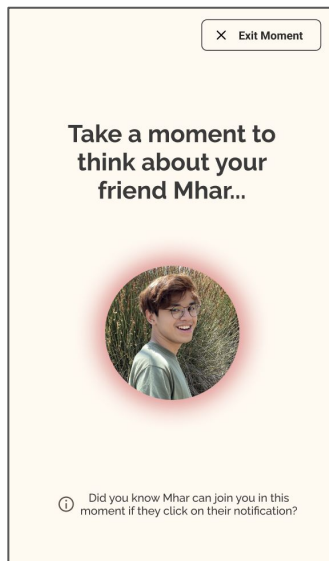
Restructured moments to be about making space to think of your loved one instead of waiting for them to join.

“Sharing a moment” is an incredible bonus if it happens, but no longer the main goal.

before



after



Severity 3-4 Violations: Tokens Task

Problem:

Sent token confirmation screen that disappears is jarring.

Users expect to see what tokens they've sent.

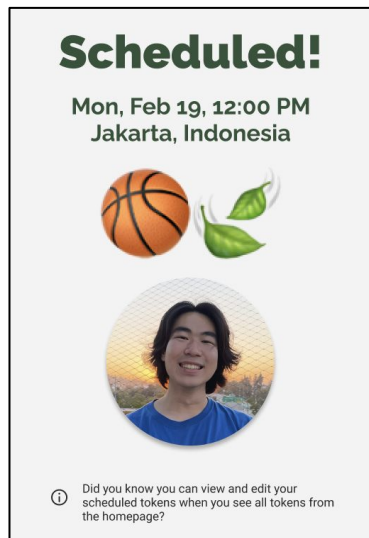
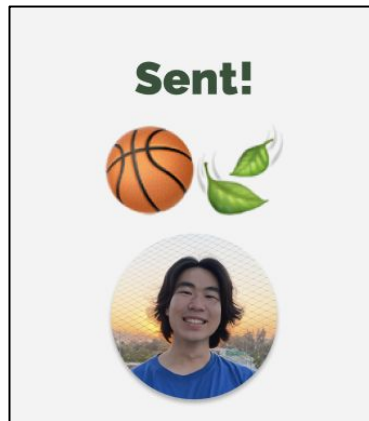


Fix:

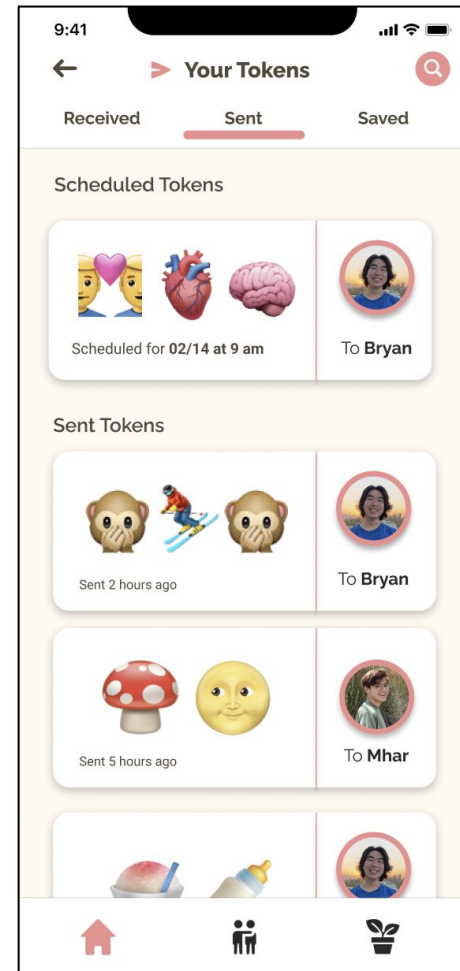
Making a sent tab in
“Your Tokens.”

Sending users to the
sent tab after they
click send a token.

before



after



Severity 3-4 Violations: Tokens Task

Problem:

Overly restrictive for users to only be able to save one token.

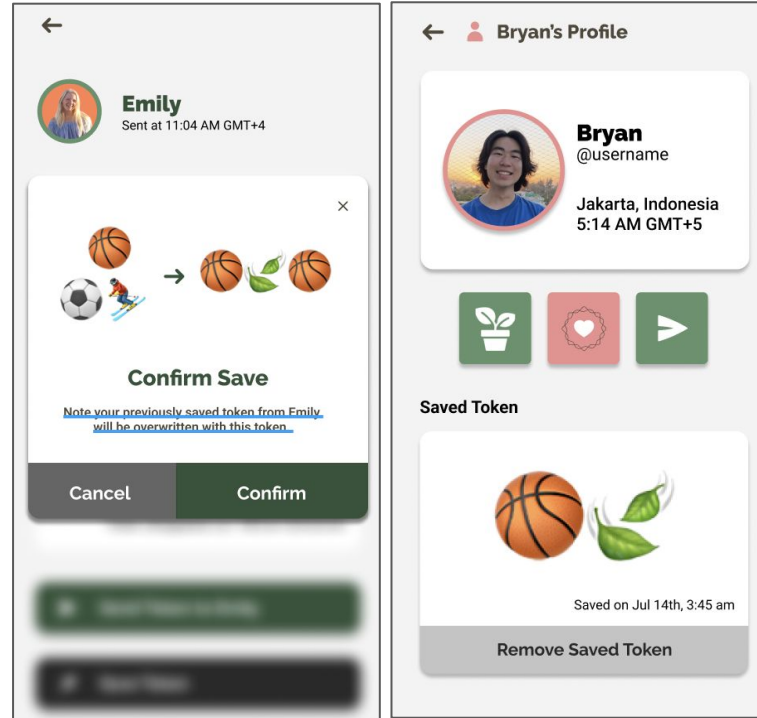


Fix:

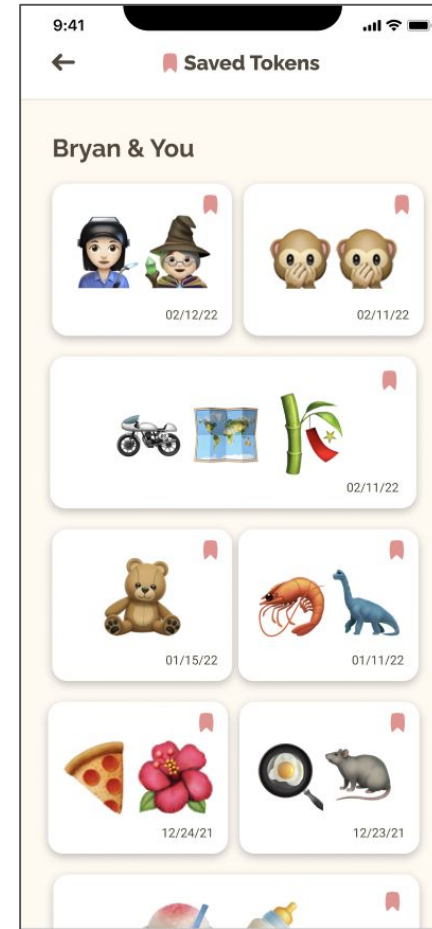
Allow users to save more than one token per person.

Changed friend profile to saved tokens page.

before



after



Severity 3-4 Violations: Tokens Task

Problems:

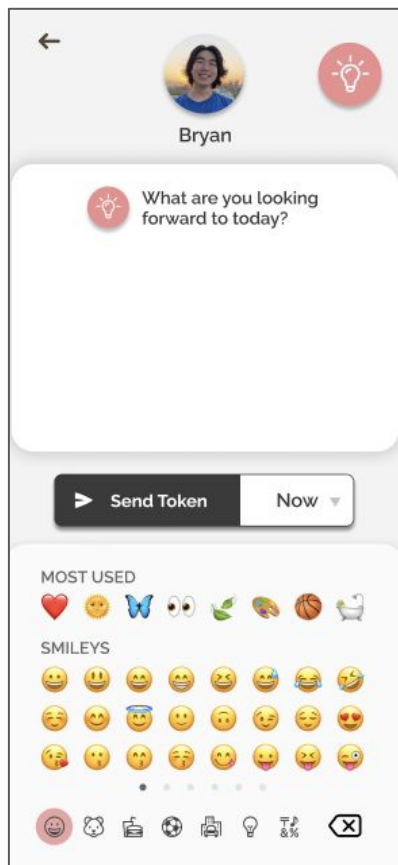
- Users can't remove a prompt once they've chosen it
- Difficult for vision-impaired folks to select emoji message
- User cannot see last sent token from friend when creating a token to send to them requiring user to remember.
- No error prevention for crafting a token or indication of max number of emojis in a token
- Scheduling button is too close to Send and confusingly labeled as "Now"



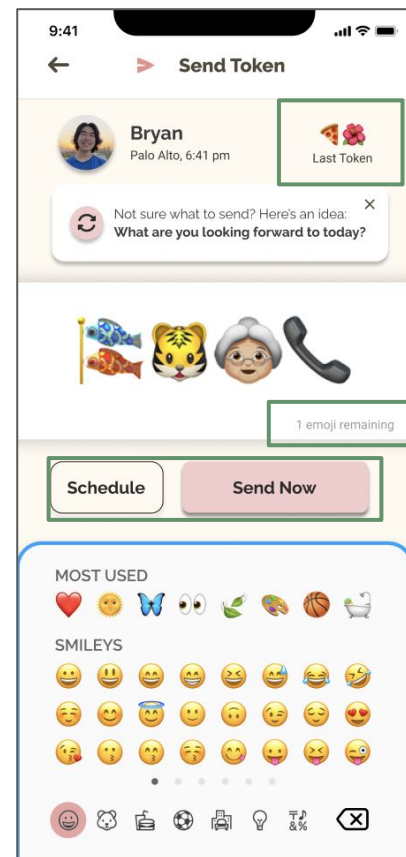
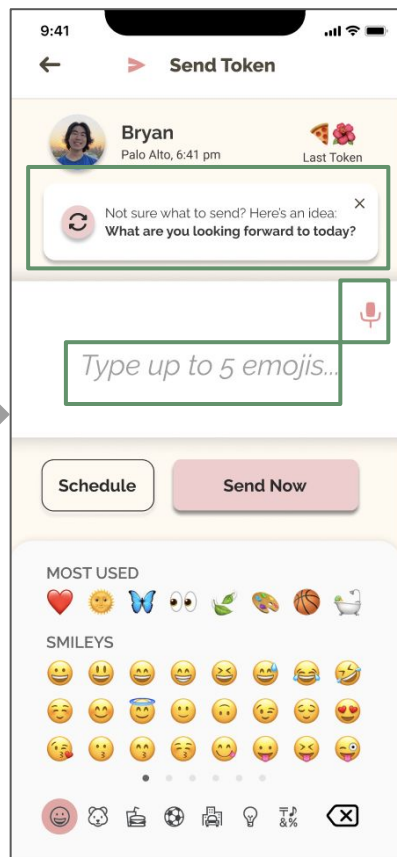
Fixes:

- Separated prompt from token
- Added audio activation
- Added last token received
- Made a distinct Schedule Button
- Added clear marker for max emoji count

before



after

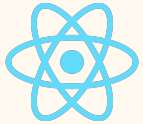




3

**Prototype
Implementation**

Implementation Tools



React Native (Application Framework)



Expo (Simulator)



Github (Version Control)



Figma (Design)



Feature Implementation (User Tasks)

[~25%] **Simple: Create a moment**

Joining an active moment

Initiating a moment

[~5%] **Moderate: Communicate thoughtful token**

[100%] **Complex: Create a connection goal**

Creating a new goal

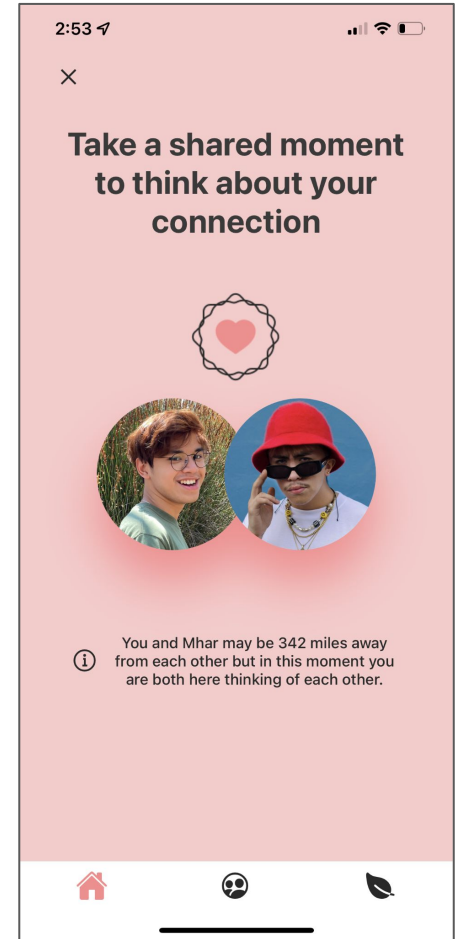
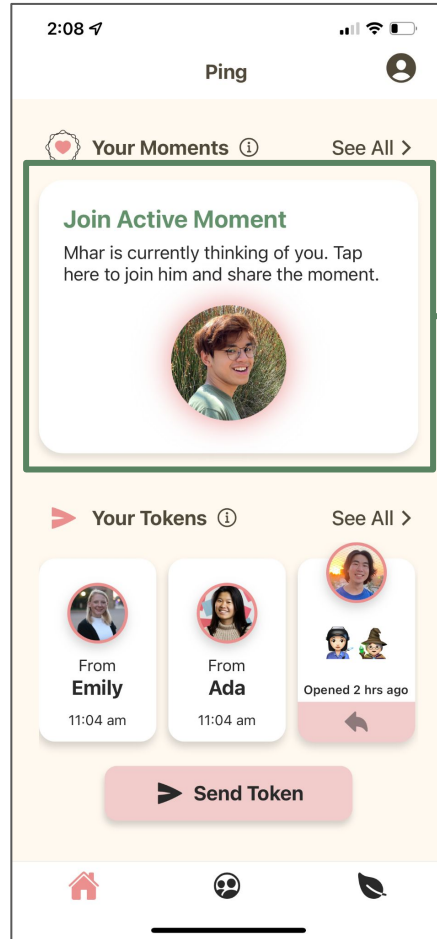
Editing an existing goal



Implemented Features

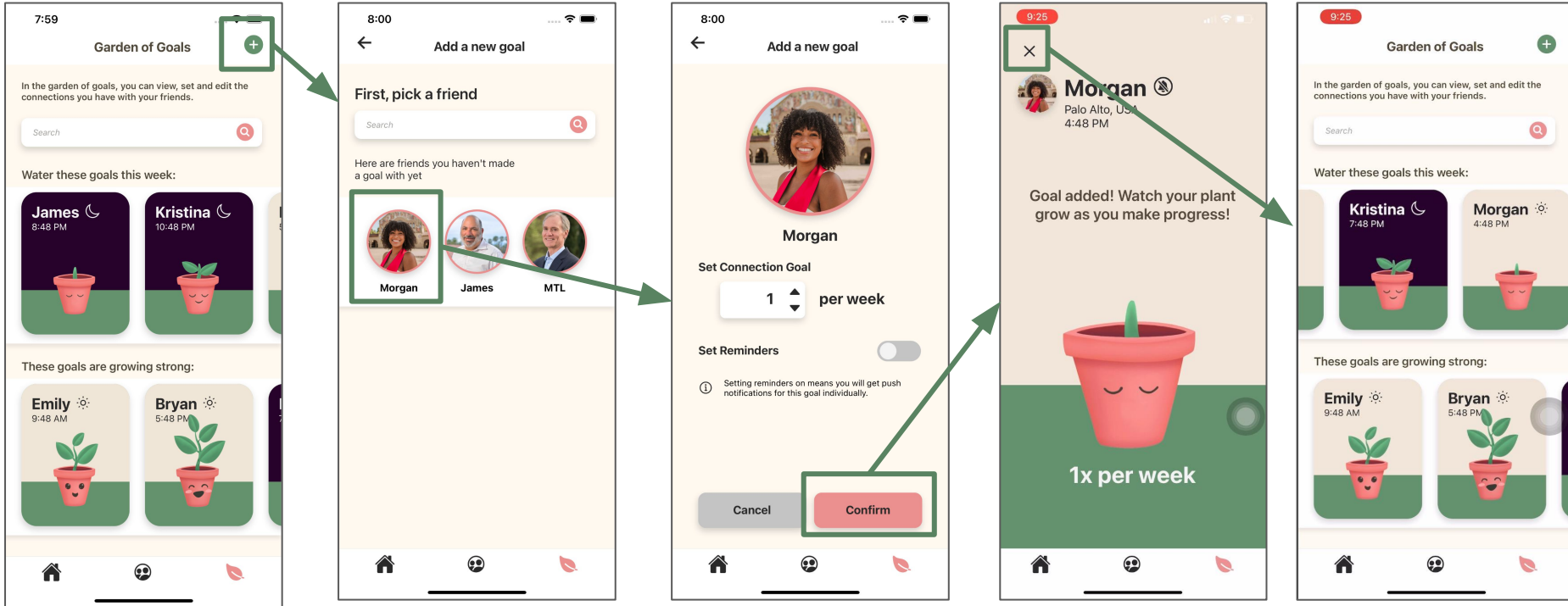
Simple Task: Create a moment

Active moment is clickable and joinable



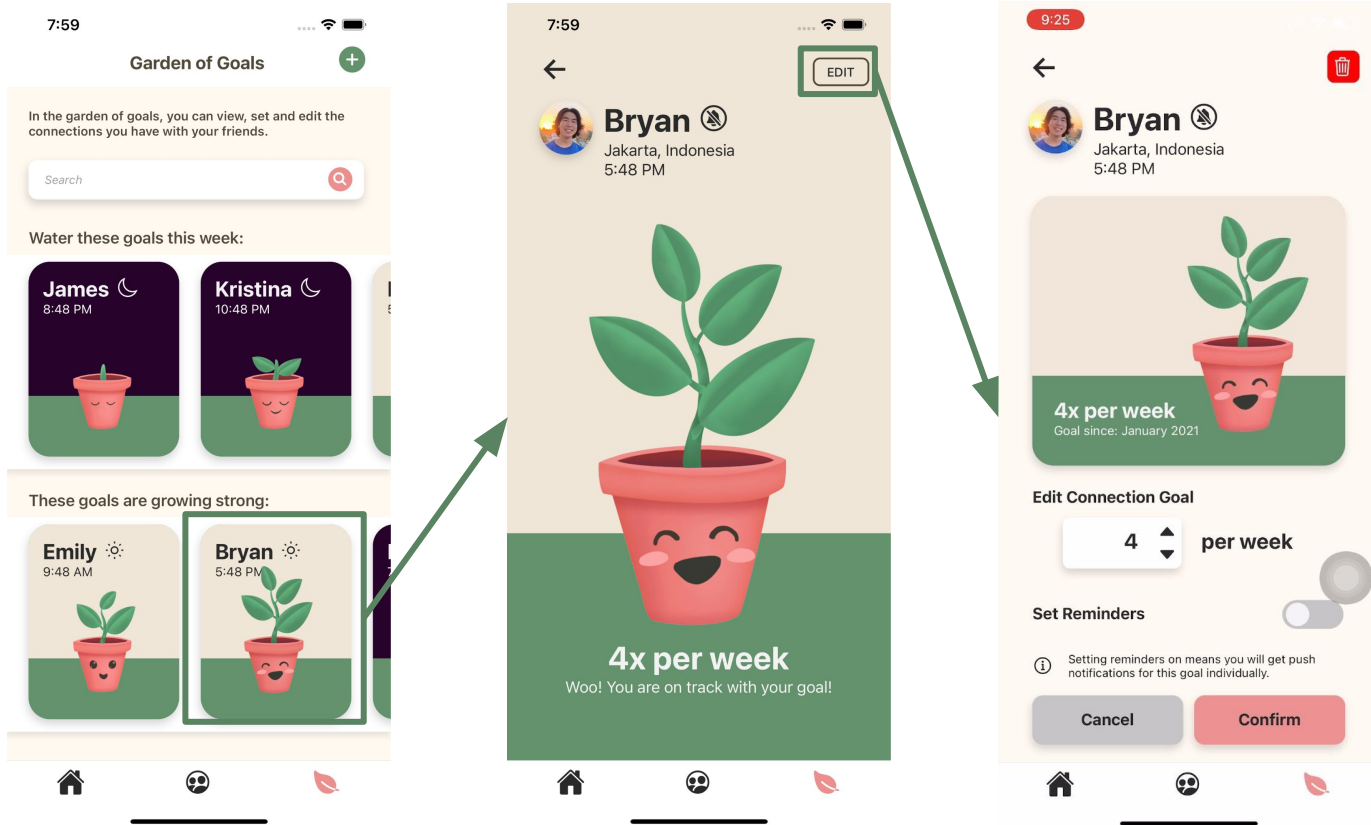
Implemented Features

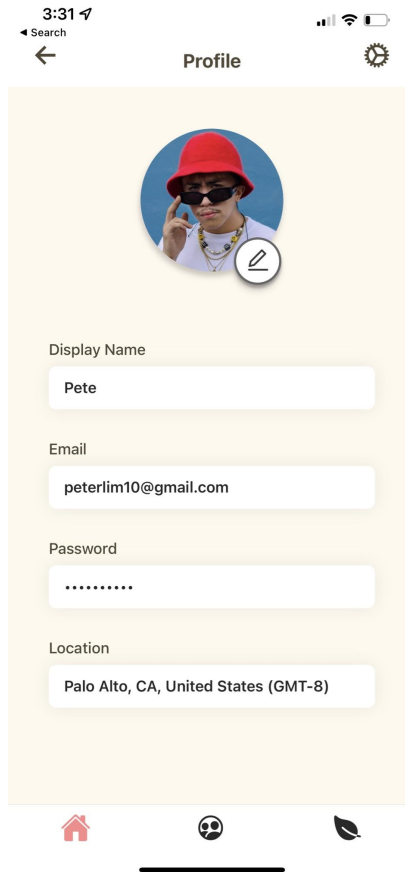
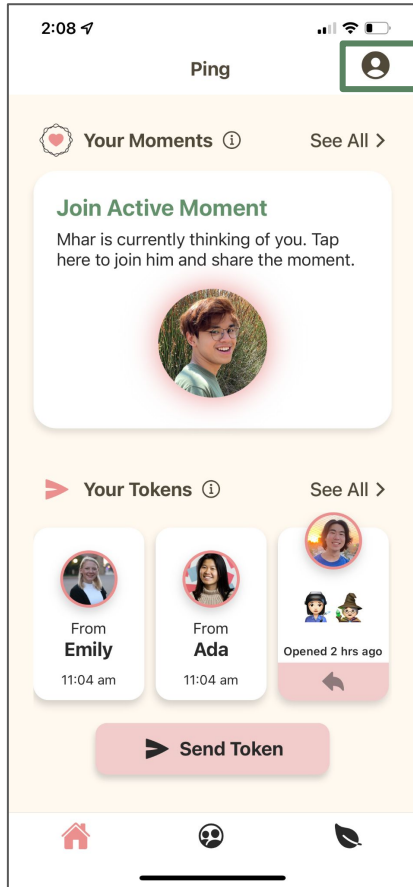
Complex Task: Create a Connection Goal



Implemented Features

Complex Task: Edit a Connection Goal





Implemented Screen: User Profile Page



Unimplemented Features

General

1. Onboarding Screens
2. Home Screen without active moment (In progress)
3. Friend List (In progress)

Create a Moment

1. Moment Animations (Reach feature)
2. Moment Log

Communicate Thoughtful Token

1. Create New Token
2. Token Log
3. Open Received Token
4. Save Received Token



Plan



**Communicate
Thoughtful Token**

Explore simple send/open
interaction

Create a Moment

Explore Animation and
Haptics

General

**Finishing
Touches**



Support



Wizard of Oz

- **Share a moment:** Since we only have one user, we will have one moment where they “join” a friend and one moment where they initiate and the friend does not end up joining.
- **Sending or scheduling a token:** It will not be sent anywhere (no backend)
- **Receiving a token:** Since we only have one user, we simulate receiving a token from a friend



Hard Coded

- Timezones
- Existing goals
- Existing friends
- Existing logs of moments and tokens
- User's Profile



Issues/Questions

1. What is sufficient for showcasing receiving, opening, sending tokens in terms of interactivity? Will a simple backend be the simplest implementation?
2. What will animation and/or haptics look like for moments?

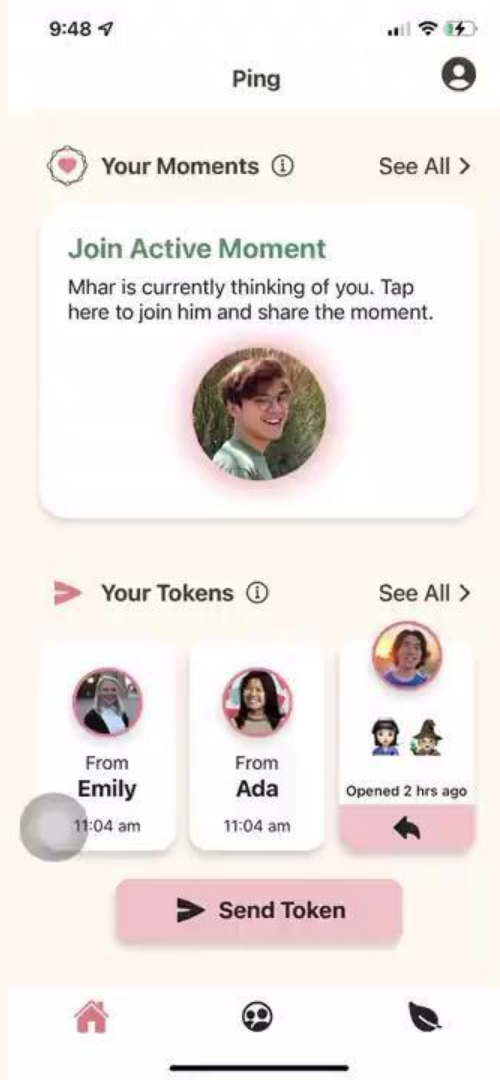




4

**Prototype
Demo**

Demo



Summary

1. 15+ significant changes based on severity 3-4 heuristic evaluation
2. Many smaller changes based on severity 1-2 heuristic evaluation
3. Need to implement:
 - a. Sending and receiving tokens [Aiming for Sunday]
 - b. Finish moments [Aiming for Friday]





Thank You!