Low-Fi Prototyping

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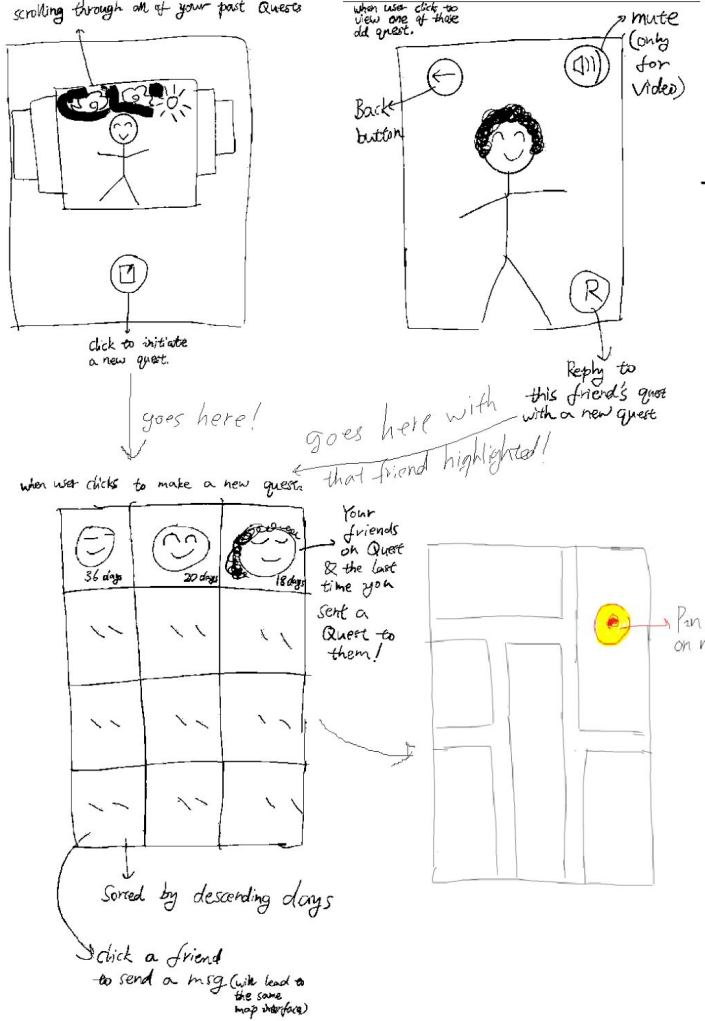
Overview

Long distance relationship is hard, long distance friendship is hard. Texting and liking on facebook just aren’t enough.

Mission Statement / Value Proposition

“Make communication meaningful again”

THE CHOSEN ONE



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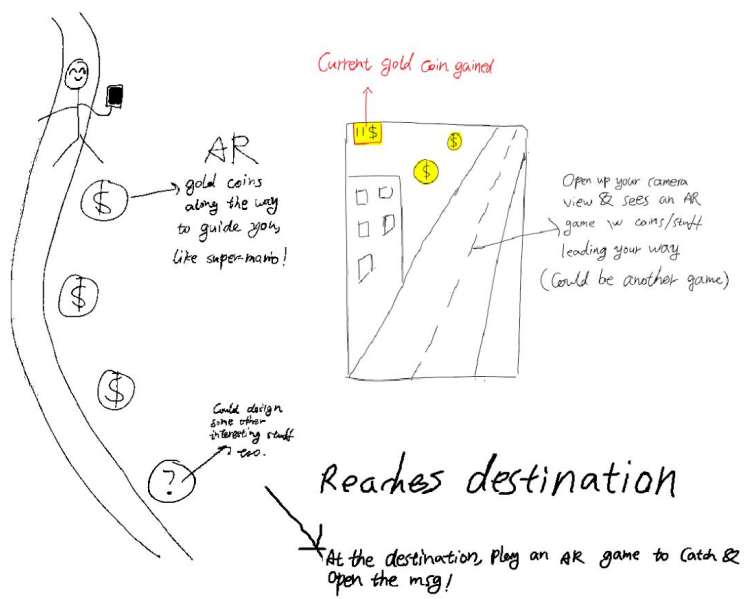
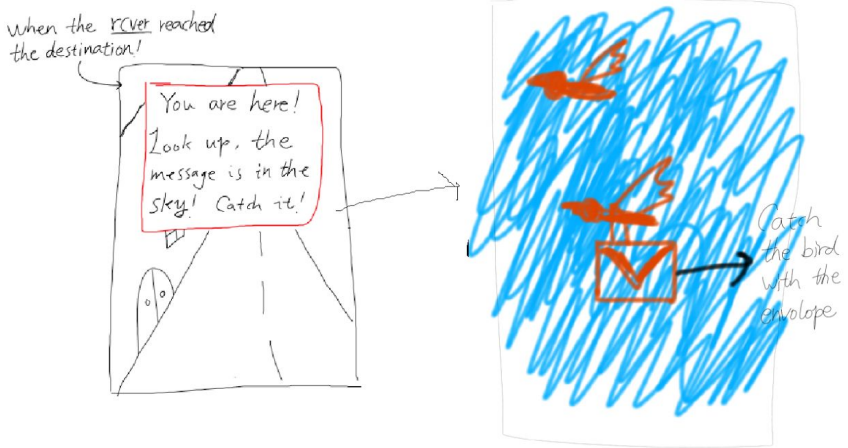


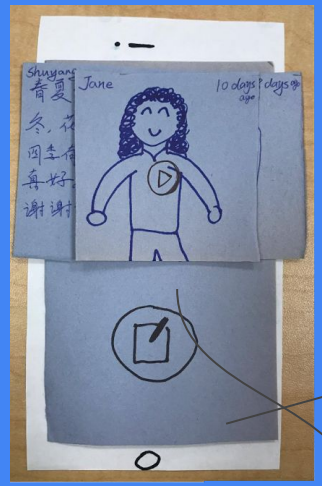


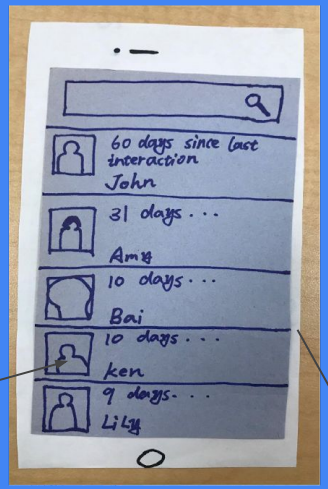
Selection Rationale

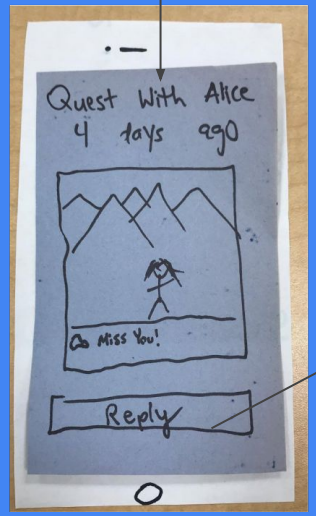
- Simple elegant UI, minimalistic
- Voting and discussion pointed us towards this design
- Design includes a game aspect
- Most AR functionality
- Simplicity of opening screen
- Most fun!

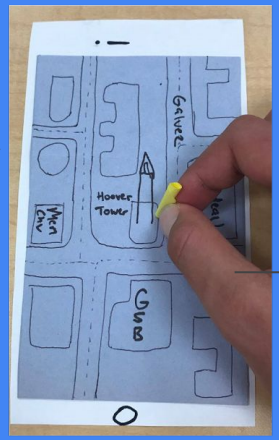
Prototype Tasks

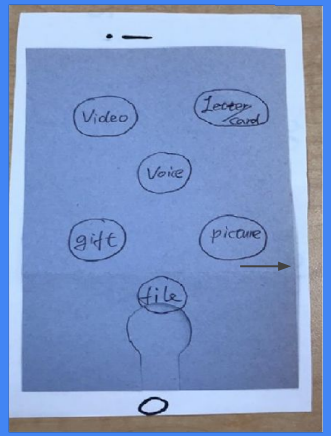
Task 1: Sender Initiates Quest

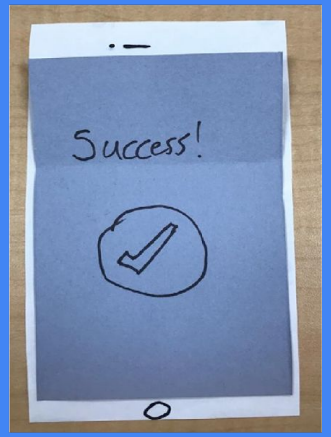




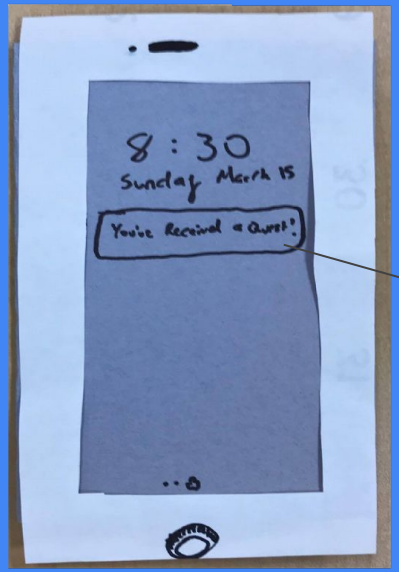


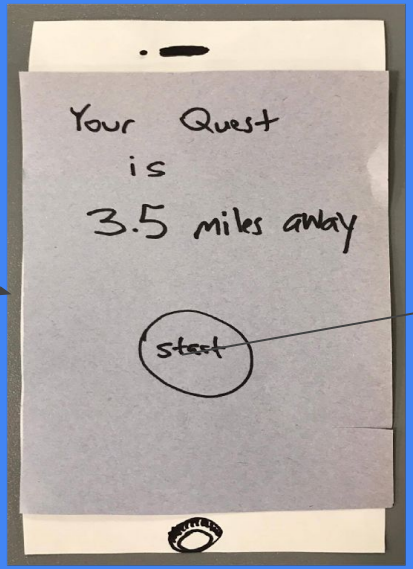


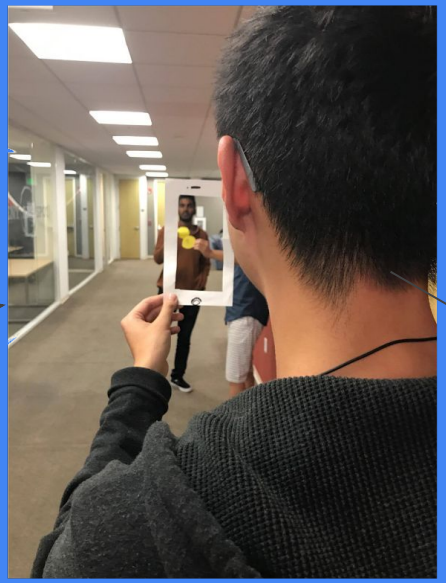


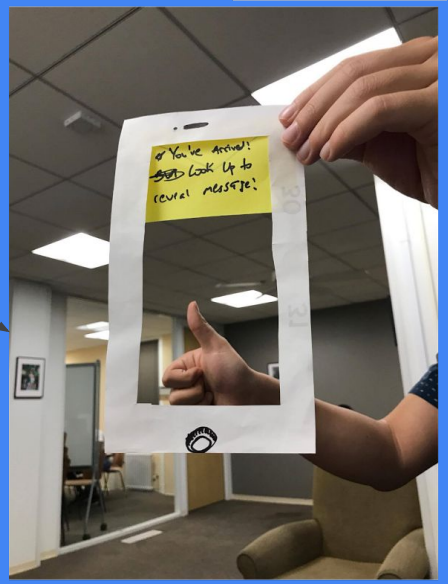


Task 2: Receiver Navigates to Message

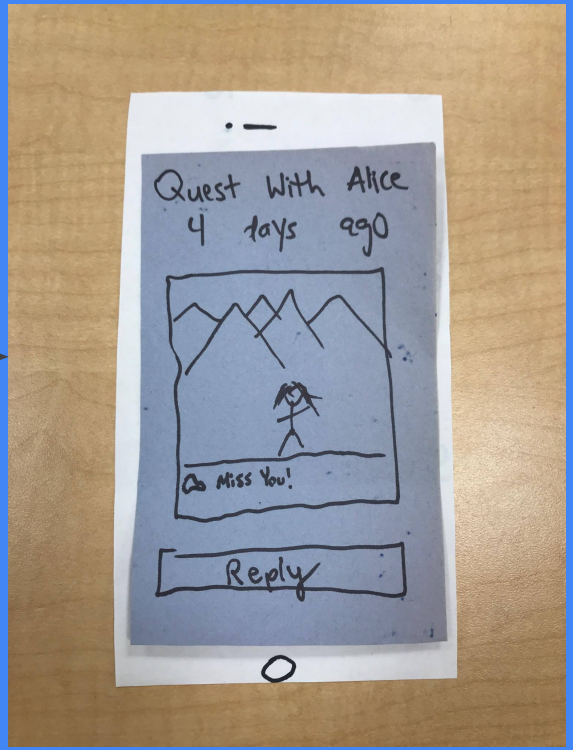








Task 3: Receiver Opens Message



Experimental Method

Location: Private room in Old Union
Mitch - Facilitator
Rahul - Computer
Hao - Note taker, Observer

Measurements: Time to completion, Questions/comments, Unconventional paths

Experimental Results

Participant 1:
22, Male, Chinese, Fremont

-Younger, well versed with mobile apps
-Completed tasks fairly quickly and as intended
-Unsure how often he would use our app
-Confused by how to interact with the coins

Participant 2:
59, Male, Indian, Hyderabad, Los Altos

-Older, did not find mobile experience as intuitive
-Relied on guidance from members more often
-Wished he had back button to go backwards
-Questions about geolocation abroad
-Did not interact with coins as intended
-Struggled with last step, unsure where to point screen
-“This might not be too safe on the streets for the kids”

Participant 3:
21, Female, White, Boston

-Mentioned adding text in home screen for instructions
-Like simplicity of slider view
-Generally happy and smiling throughout experience
-“If the location were actually significant to me this would be really awesome”

Suggested UI Changes

- Provide game rules before the gamified AR navigation begins
- Provide game rules when catching & opening message
- Add description of what the user could do with the coins/rewards he/she collected during navigation
- Add back button to more places like the contact list or message format selection for people to make revisions
- Allow users to save meaningful locations with their contacts
- Add more animation!

Summary

- We learned a lot from low fi prototyping
- Newfound respect for mobile developers
- Project opened our eyes to capabilities of AR