

Medium-Fi Prototyping

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Mission Statement / Value Proposition

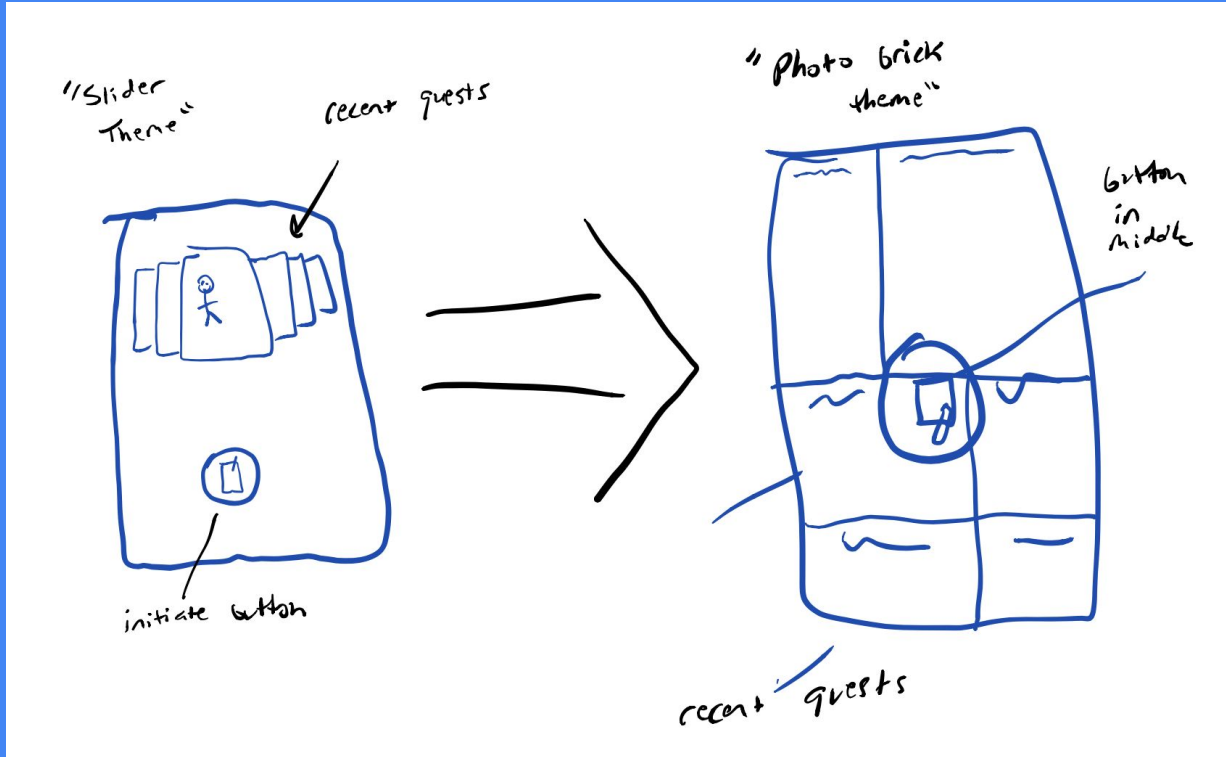
“Make communication meaningful again”

Tasks

- Task 1 (medium): Sender initiates quest
- Task 2 (complex): Receiver navigates to message
- Task 3 (simple): Receiver opens message

Major Design Changes

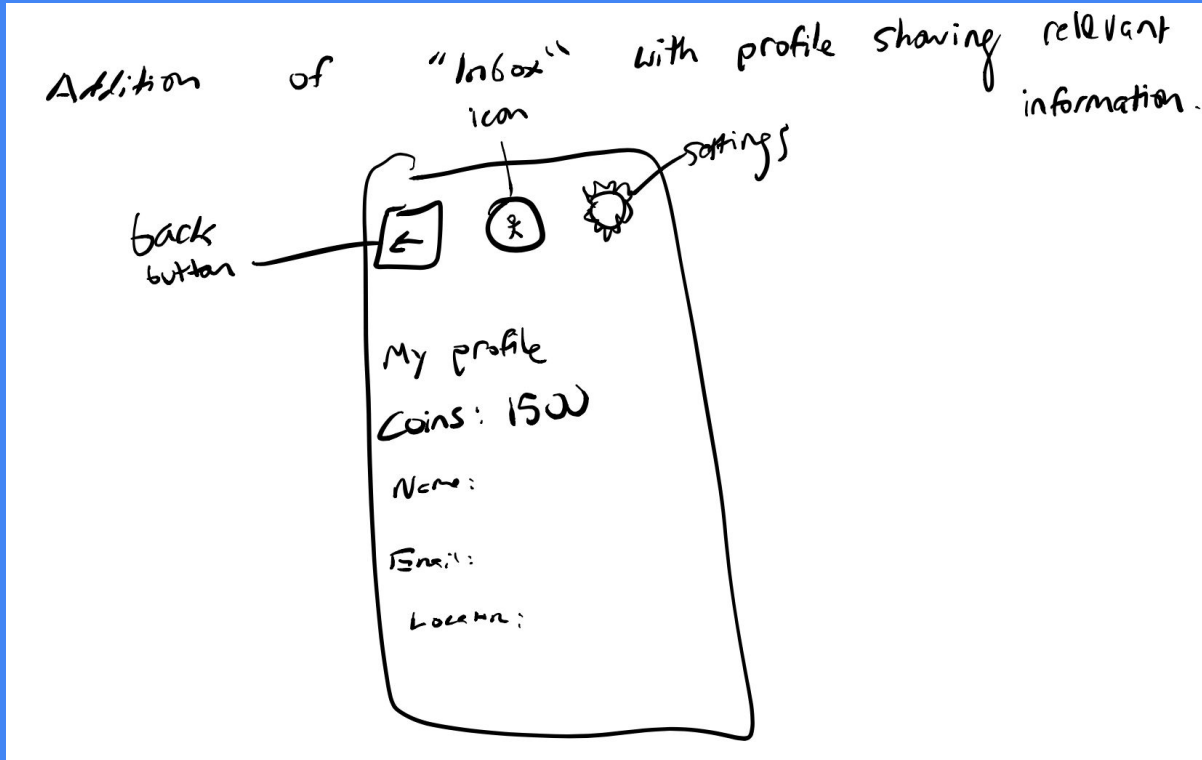
Change #1: Opening Screen



Change #1 Rationale

- Agreement that filling up white space on screen was a good idea
- Some users had mild confusion with the “slider” layout
- Overall more intuitive

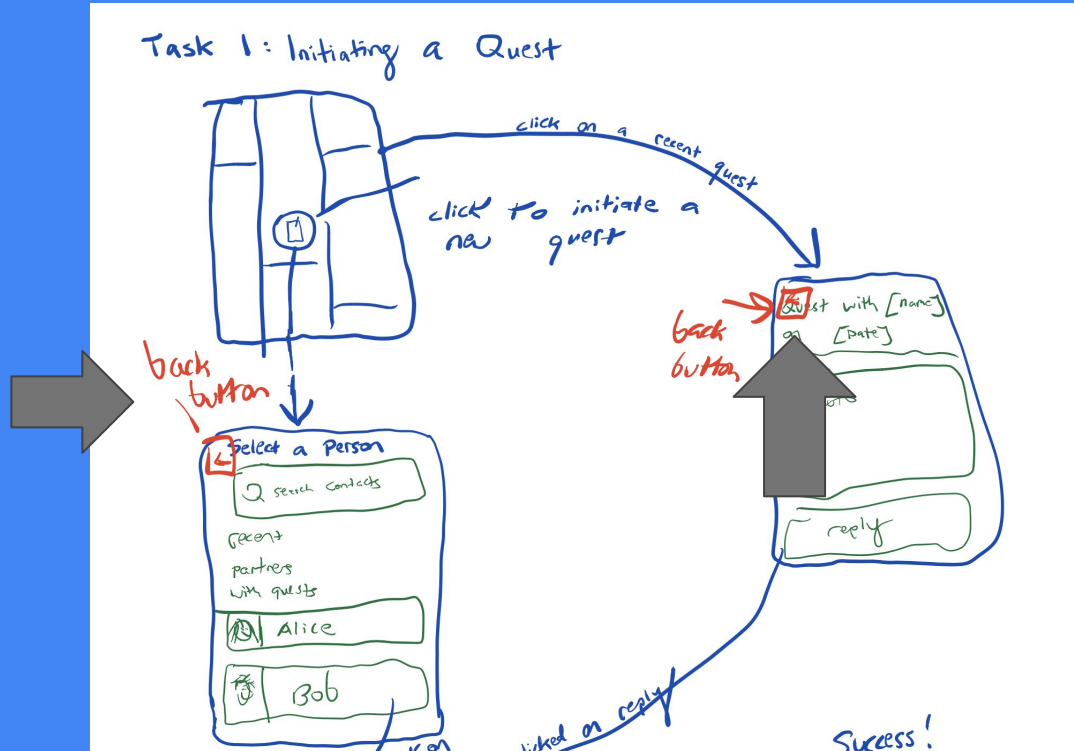
Change #2: Addition of Profile Inbox



Change #2 Rationale

- Displays important user information like amount of coins collected
- Users will be able to alter settings through this page too
- Notifications of a new quest will appear here
- Improves overall flow of task 2

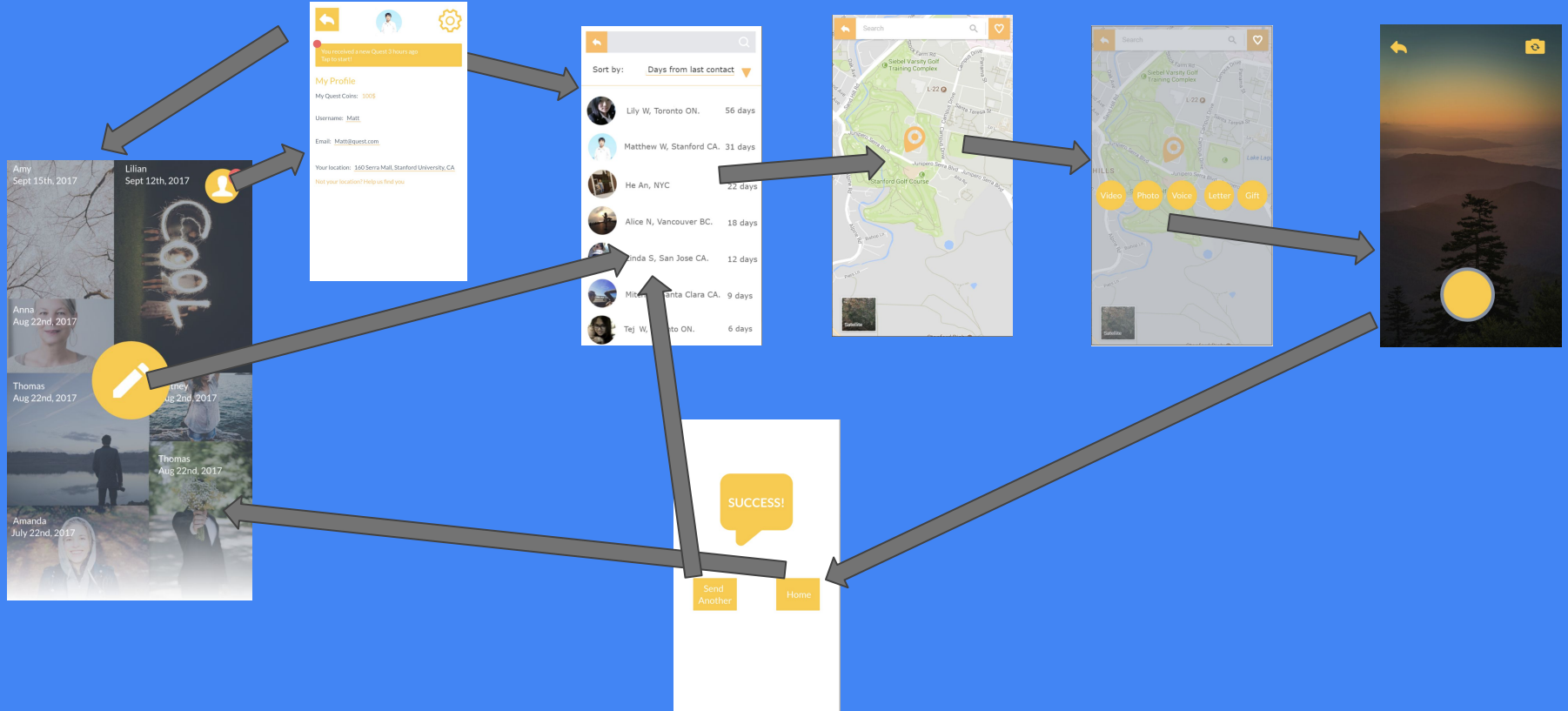
Change #3: Back Buttons



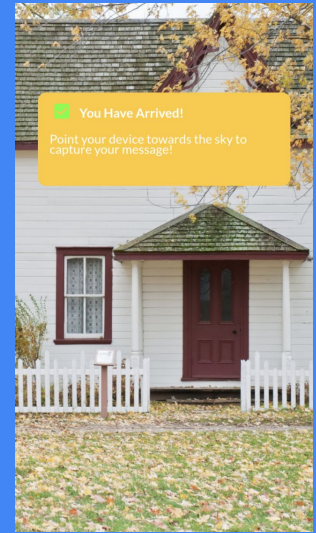
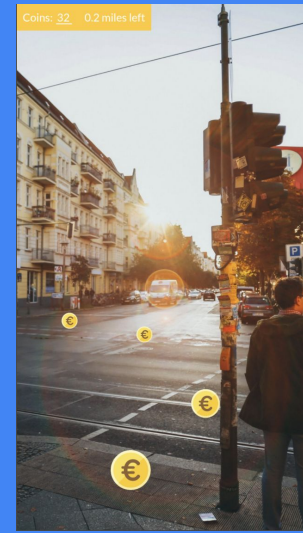
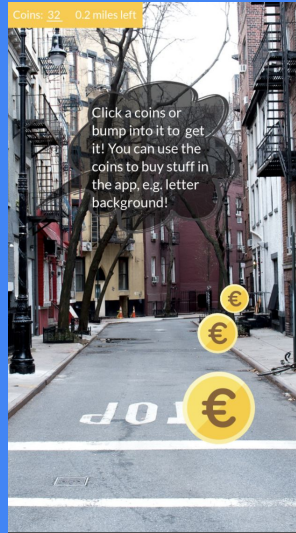
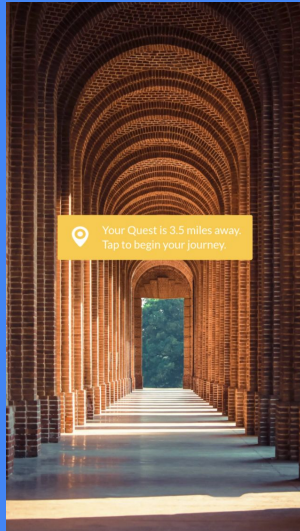
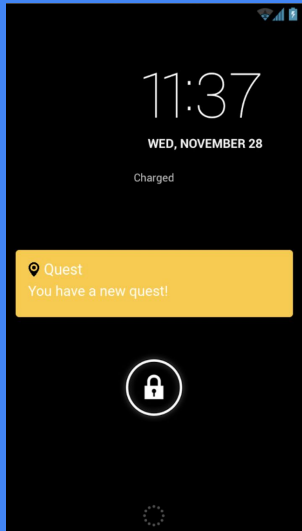
Change #3 Rationale

- App would not be functional without them
- Provides users with option to return to previous screens in task 1 if they want to change something
- Greatly improves app usability

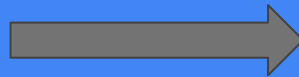
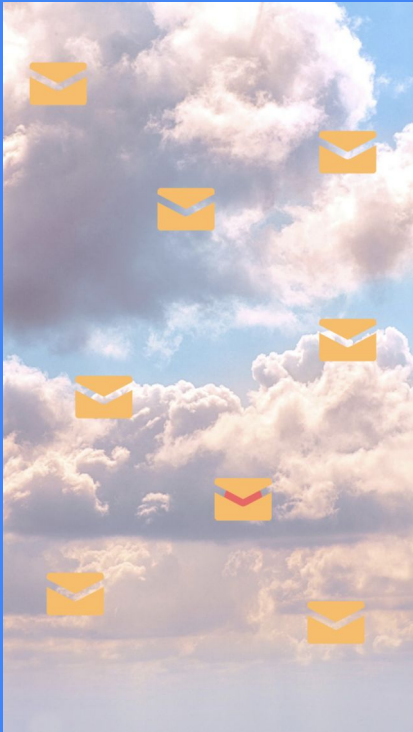
Task Flow #1 Storyboard



Task Flow #2 Storyboard



Task Flow #3 Storyboard



Prototype Overview

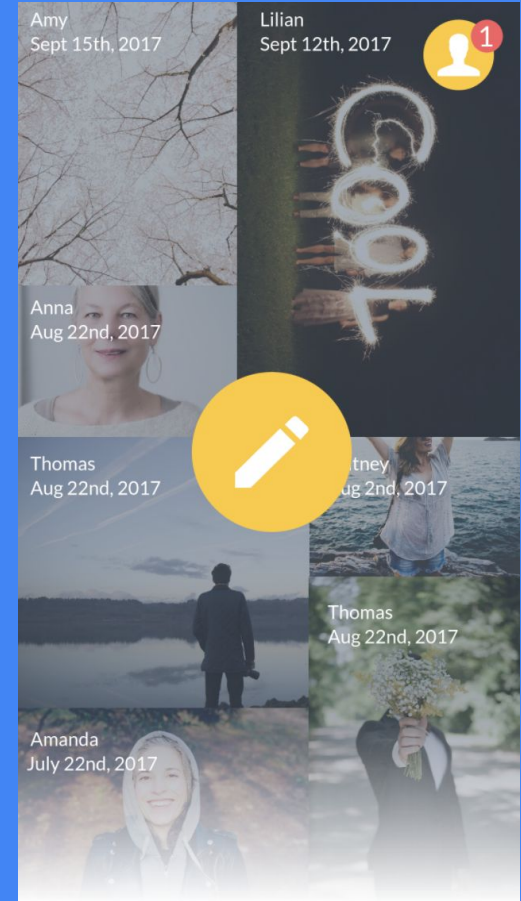
Tools

- Marvel
- + Small learning curve
- + Intuitive UI
- + Easy to add transitions
- No support for AR
- A little glitchy when we all of us working simultaneously



Limitations & Tradeoffs

- How can we best teach users to use the app?
- Cannot add captions to media
- Finding Happy medium between ease of use (text directions) and minimalistic simplicity
- No settings page
- Hardcoded contacts page



Fine