

# Pife Field Study

# Meet the Team



Abanezer S.



Ryan O.



Christina P.



Armando B.

# Outline

1. Introduction
2. Experiment
3. Results
4. Summary

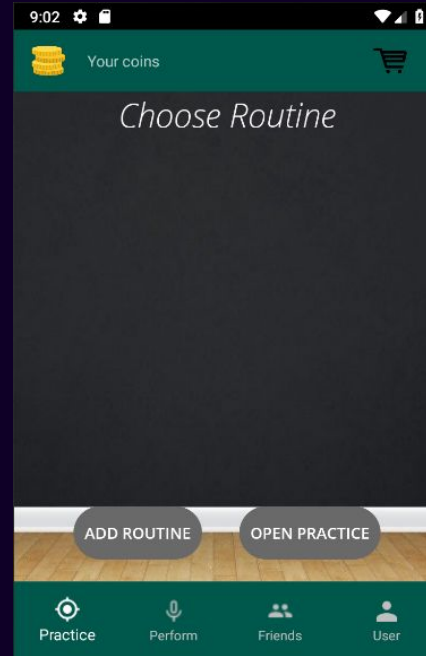
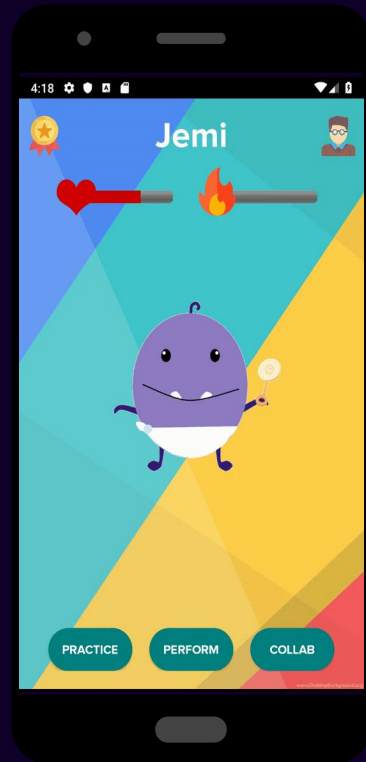


# Introduction

# Experimental Goals

Test our new navigation bars  
and make sure the labels are  
intuitive for each task

# Our application and changes



# Experimental Goals

Test our new navigation bars  
and make sure the labels are  
intuitive for each task

Check the effectiveness of our  
gamification



# Our application and changes

REWARDS UNLOCKED!

+15 

You have received 15 coins for practicing  
your first time!  
Practice for additional time to receive more  
coins!



Unlocked!

This T-shirt commemorates that you've  
practiced for 15 seconds!

Now, let's spend your coins and obtain this  
commemorative T-shirt in the store!

STORE





# Participants And Environment

# Participant 1

Age: 12

Sex: Female

Instruments:

Flute - 3 years

Piano - 6 years

# Participant 2

Age: 12

Sex: Female

Instruments:

Drums - 6 months

# Participant 3

Age: 21

Sex: Female

Instruments:

Violin - 18 years



# Participant 4

Age: 23

Sex: Male

Instruments:

Piano - 18 years

# Participant 5

Age: 21

Sex: Male

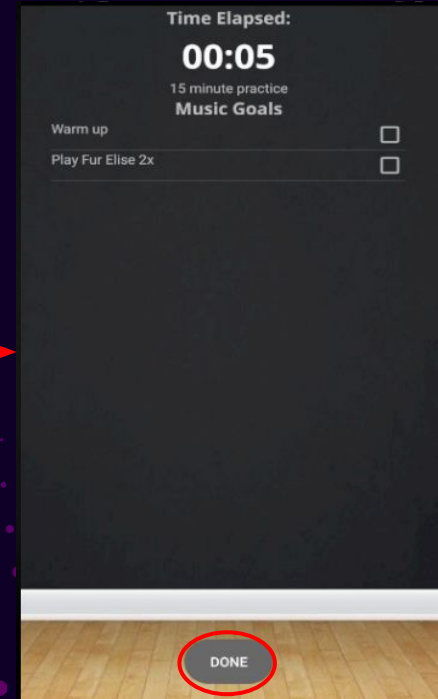
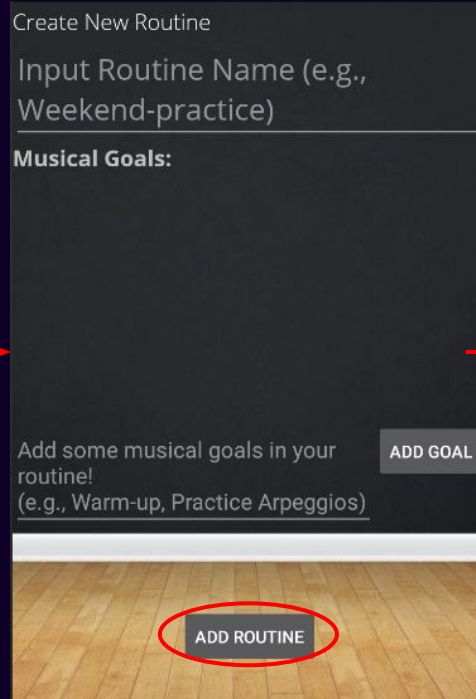
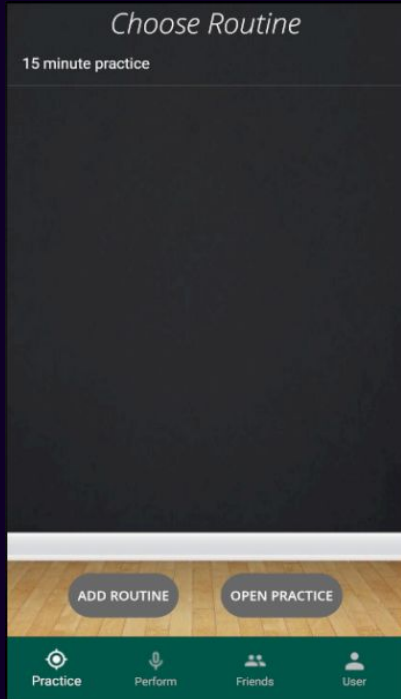
Instruments:

Violin - 14 years



# Task Flows

# Task 1







Pife

# Task 1.5

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STORE



15



BUY HAT



BUY SHIRT

Use your 15 coins to buy your first shirt for Jem! Scroll around to try on other accessories that can be unlocked through more activities on the app. Let's buy the tutorial shirt before heading home!



15



BUY HAT



BUY SHIRT

Proof of practicing for 15 seconds on Pife.

Use your 15 coins to buy your first shirt for Jem! Scroll around to try on other accessories that can be unlocked through more activities on the app. Let's buy the tutorial shirt before heading home!



15



BUY HAT

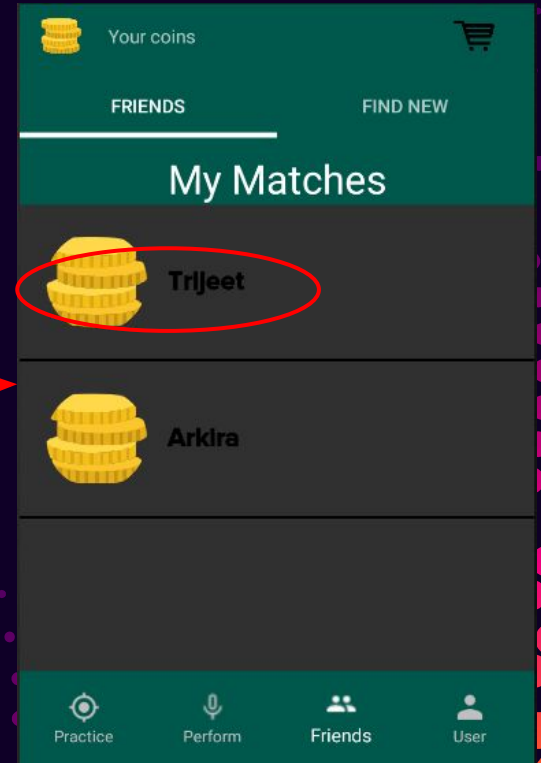
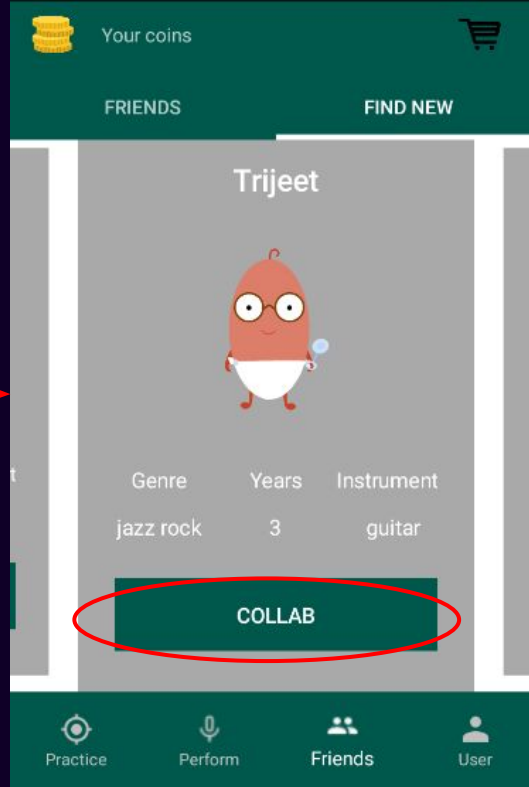
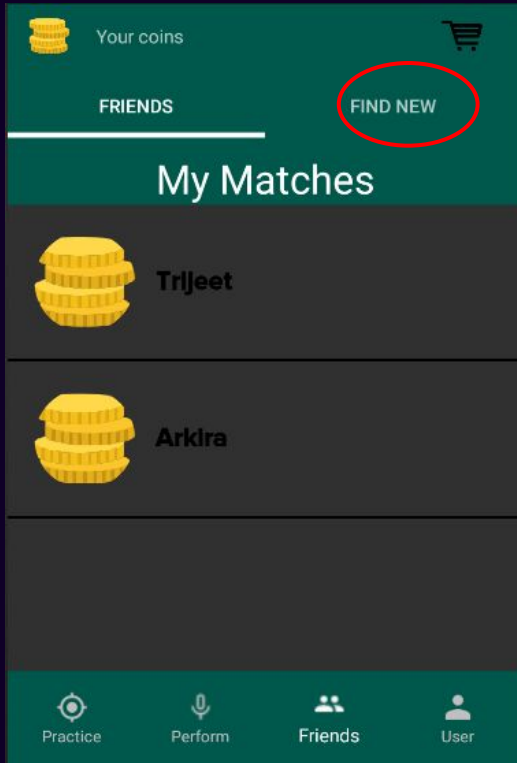


BUY SHIRT

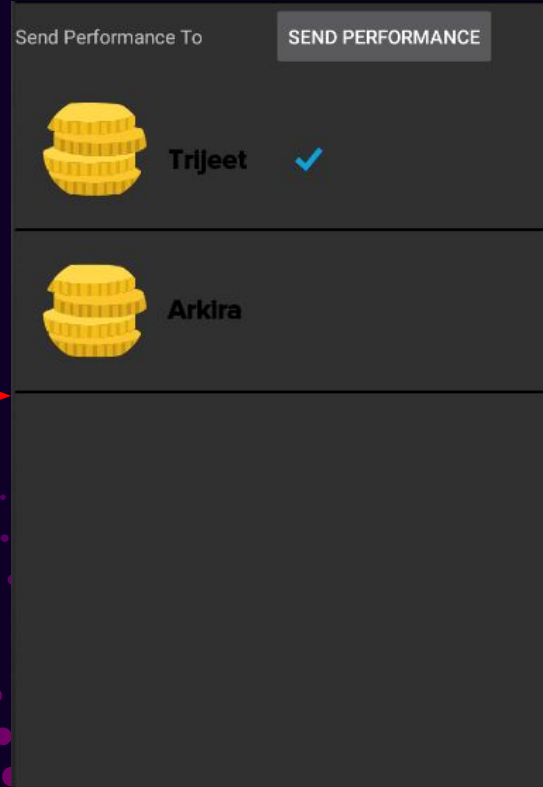
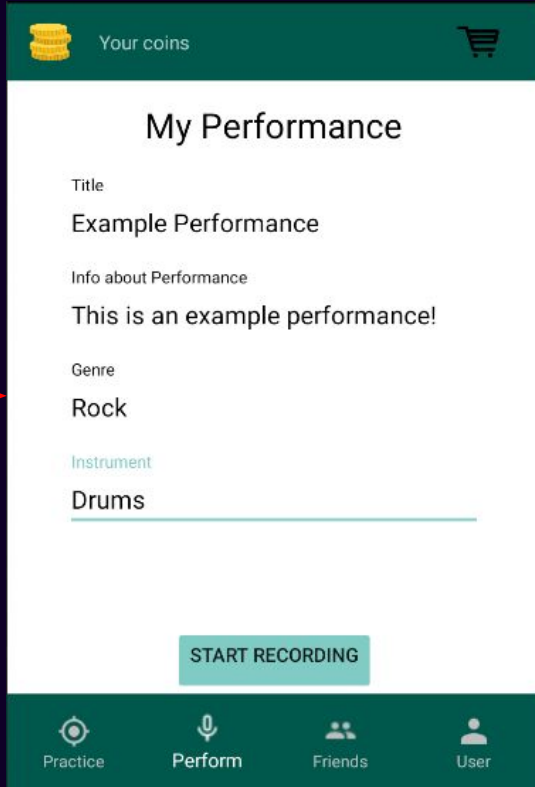
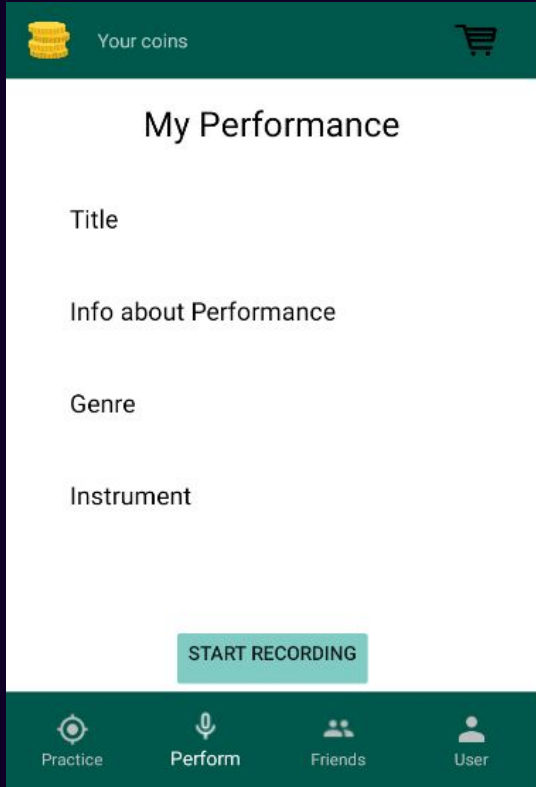
Proof of practicing for 15 seconds on Pife.

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# Task 2



# Task 3



# Procedure



# Test Measures



Pife

# Test Measure 1: Navigation



Practice



Perform



Friends




User




Pife

# Test Measure 2: Gamification

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**+15** 


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**STORE**

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 **BUY HAT**


 **BUY SHIRT**

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 **BUY HAT**


 **BUY SHIRT**


Proof of practicing for 15 seconds on Pife.

Use your 15 coins to buy your first shirt for Jem! Scroll around to try on other accessories that can be unlocked through more activities on the app. Let's buy the tutorial shirt before heading home!

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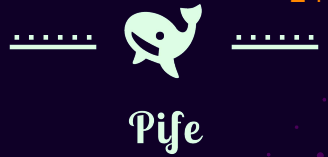


 **BUY HAT**

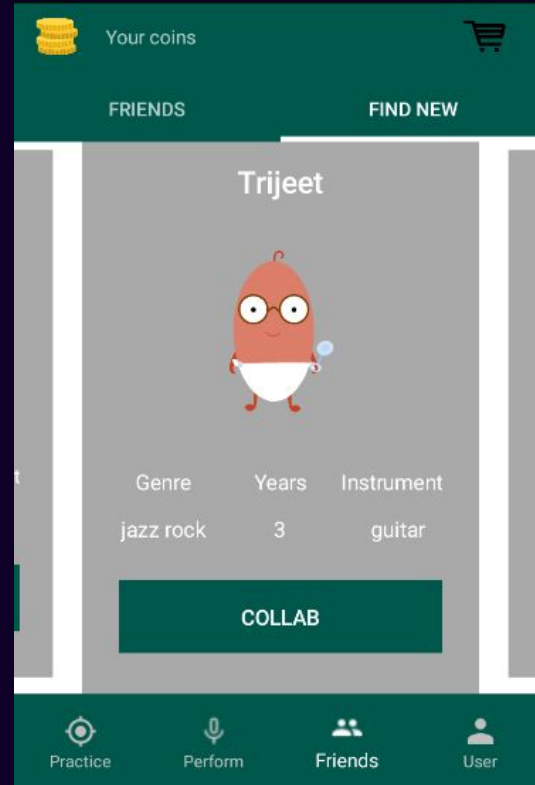
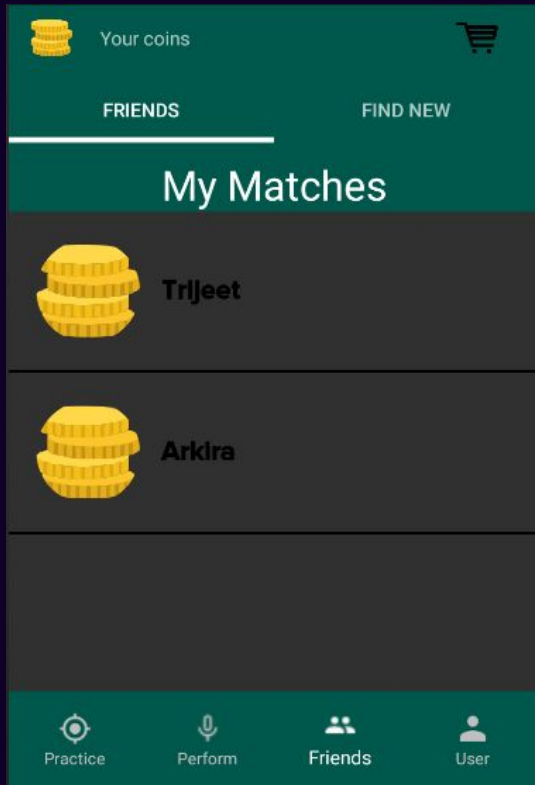
 **BUY SHIRT**

Proof of practicing for 15 seconds on Pife.

Use your 15 coins to buy your first shirt for Jem! Scroll around to try on other accessories that can be unlocked through more activities on the app. Let's buy the tutorial shirt before heading home!



# Test Measure 3: Adding Friends







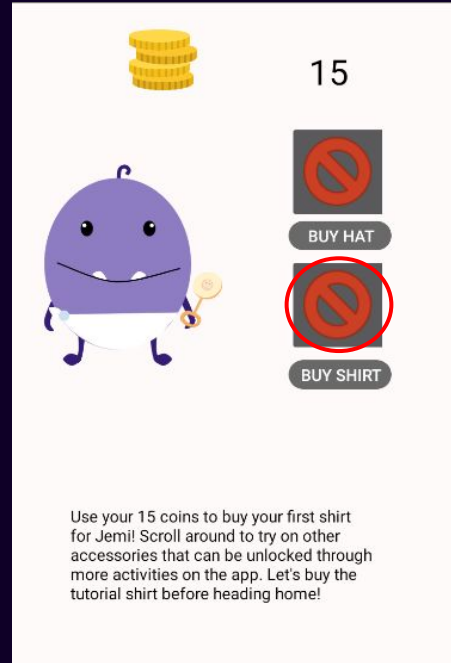
# Results

# Results: Navigation



100%

# Results: Gamification



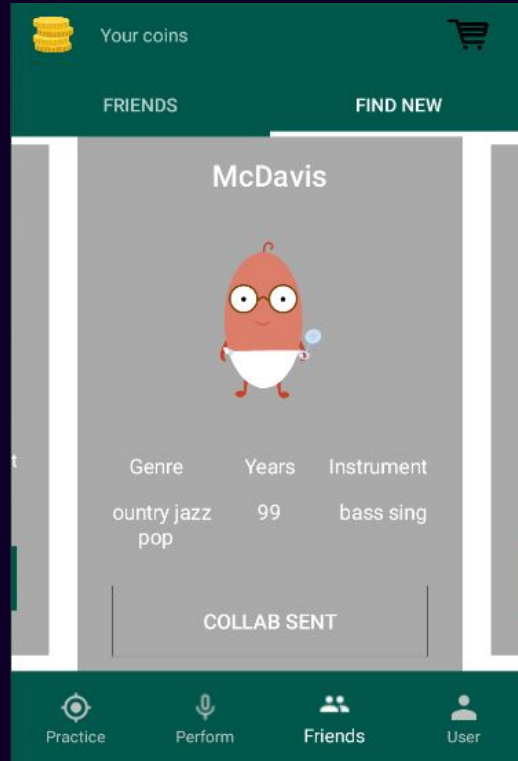
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BUY HAT

BUY SHIRT

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# Results: Adding Friends



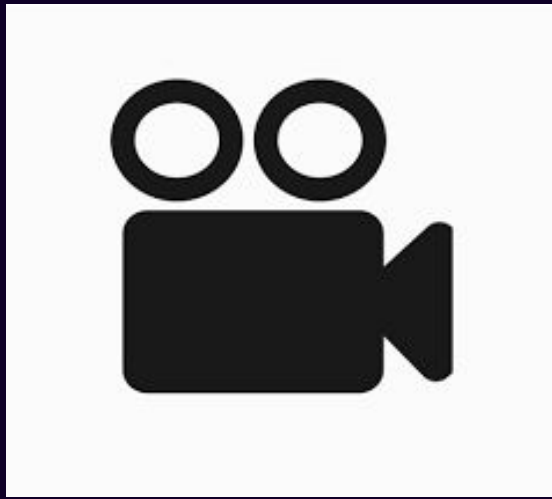


# Results



# Discussion

# Discussion: Audio Only





# Discussion: Feedback system







Pife

# Discussion: Larger Study





# Summary



Pife

# Welcome to Pife

Always Have a Friend to  
Practice With!

