

# Thundr



**Brainstorm With Sound**

Low-fi Prototyping & Pilot Usability Testing

# Overview

Mission  
&  
Interface

Prototype  
&  
Task

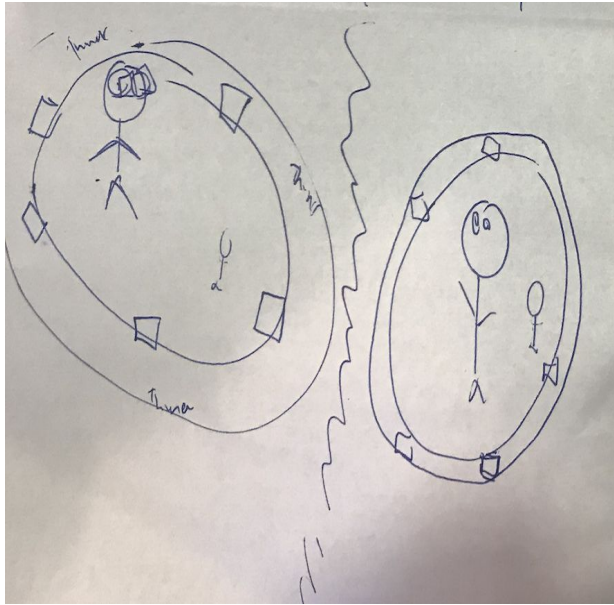
Testing  
&  
Results

# Mission Statement

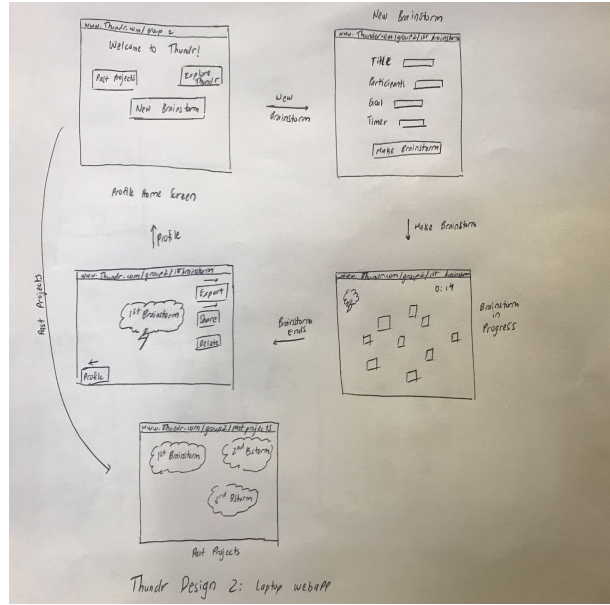
Brainstorm With Sound



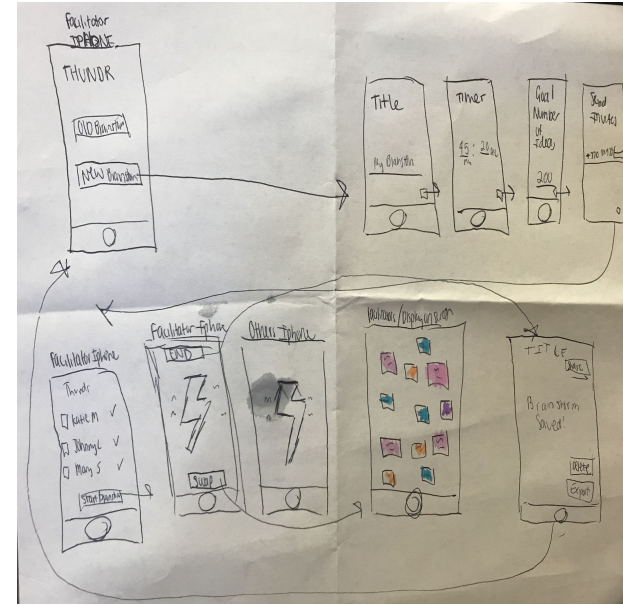
# Interface?



**Virtual Reality**

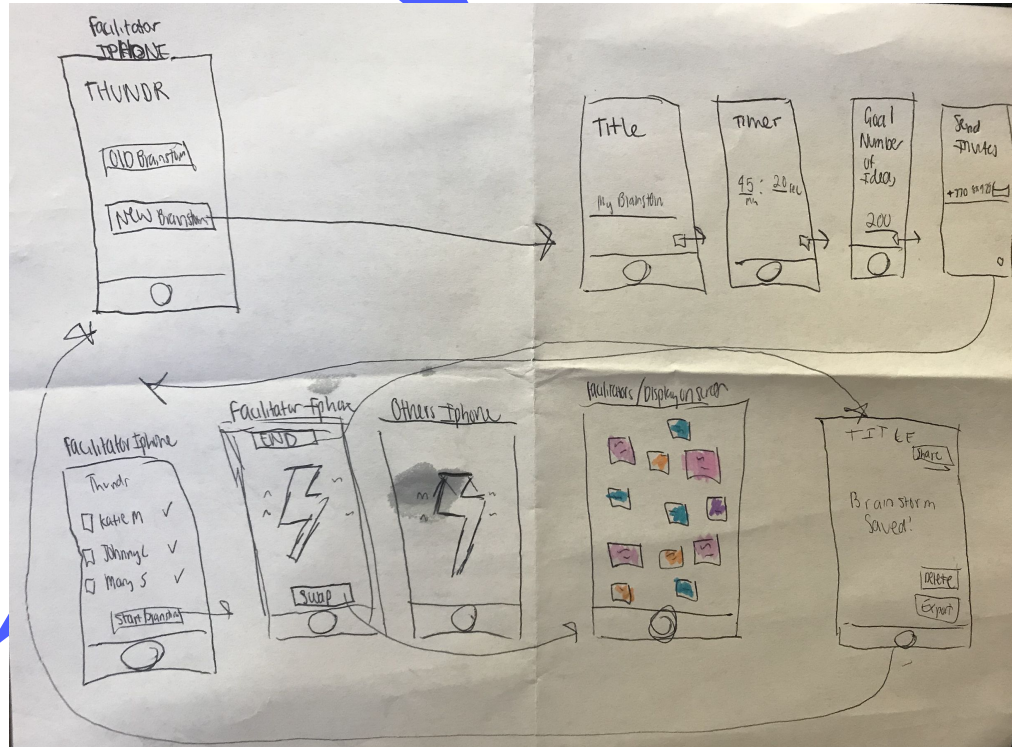


**Web Application**



**IOS Application**

# IOS Application!

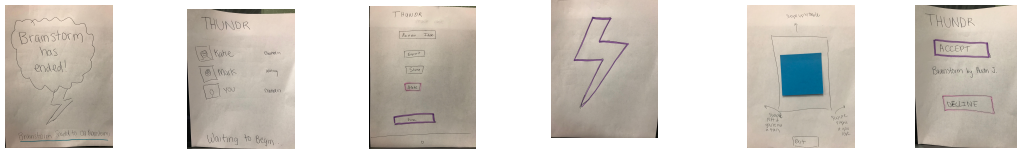
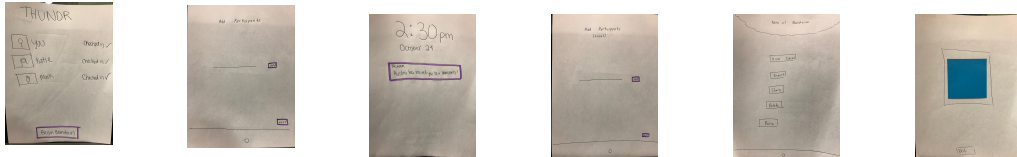
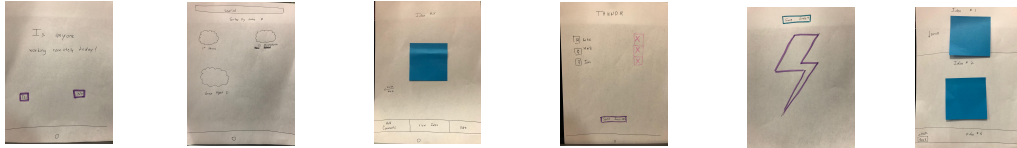
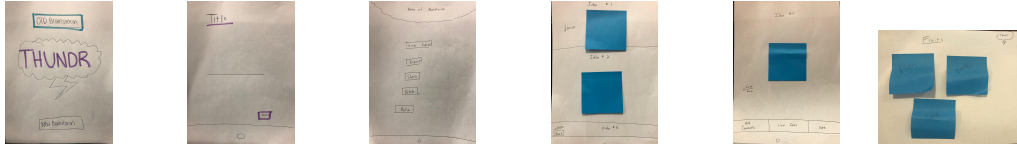


# IOS Application



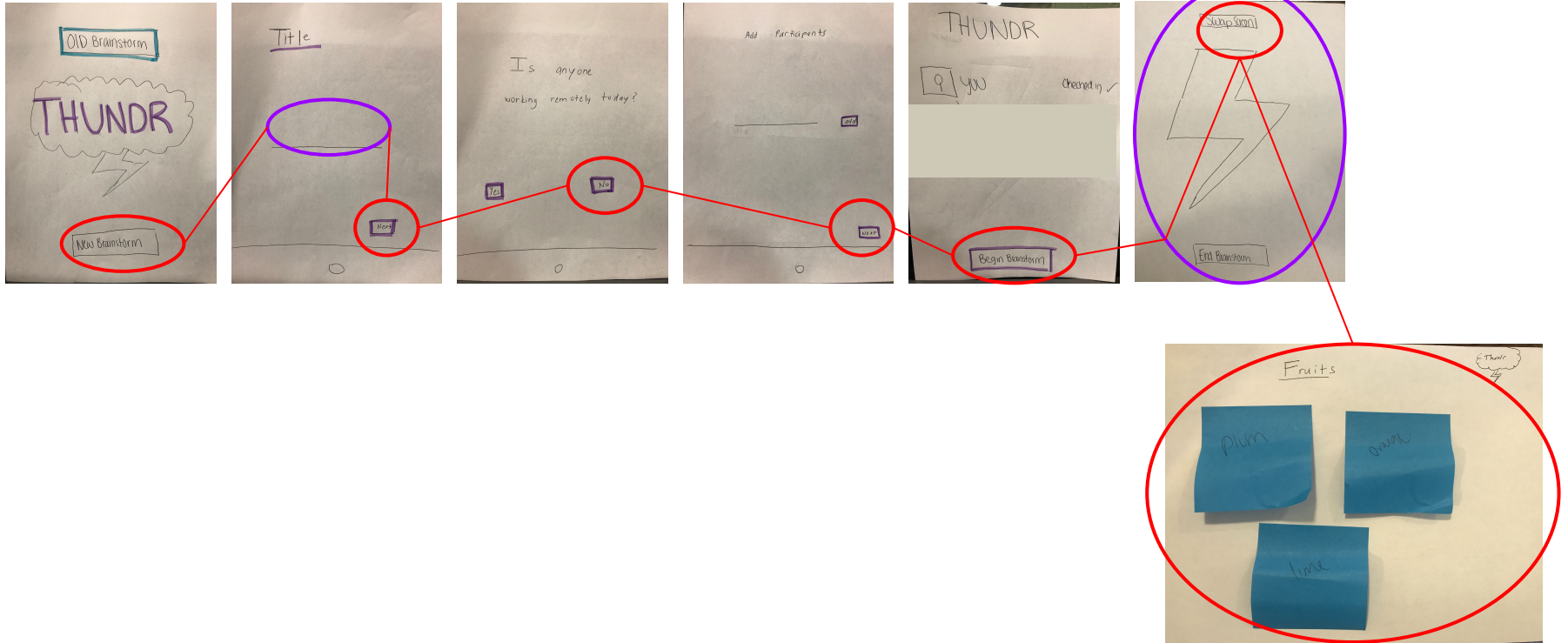
- Everyone speaks into phones, allowing them to move around during brainstorm
- People can commit full attention to the brainstorming process

# Prototype Structure

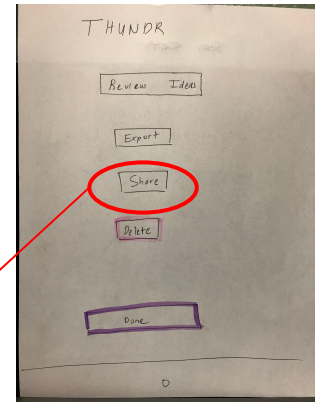
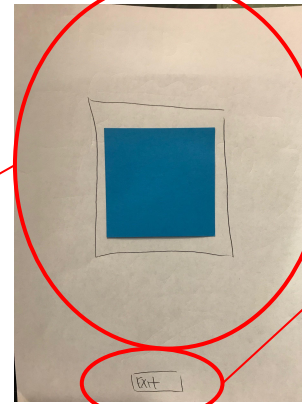
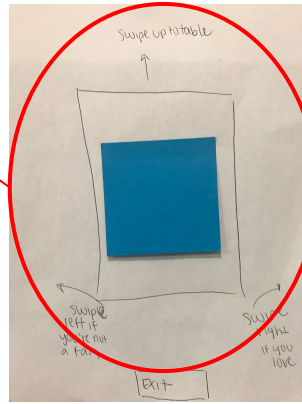
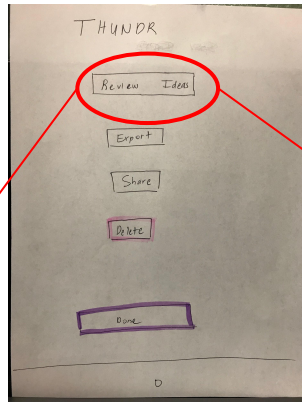
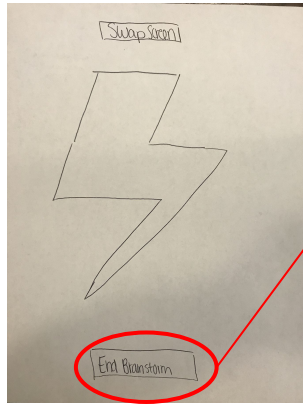


- Mimics IOS application interaction
- Focuses on simplicity and ease of use
- Involves touch and voice interaction

# Task 1: Create and Share New Ideas

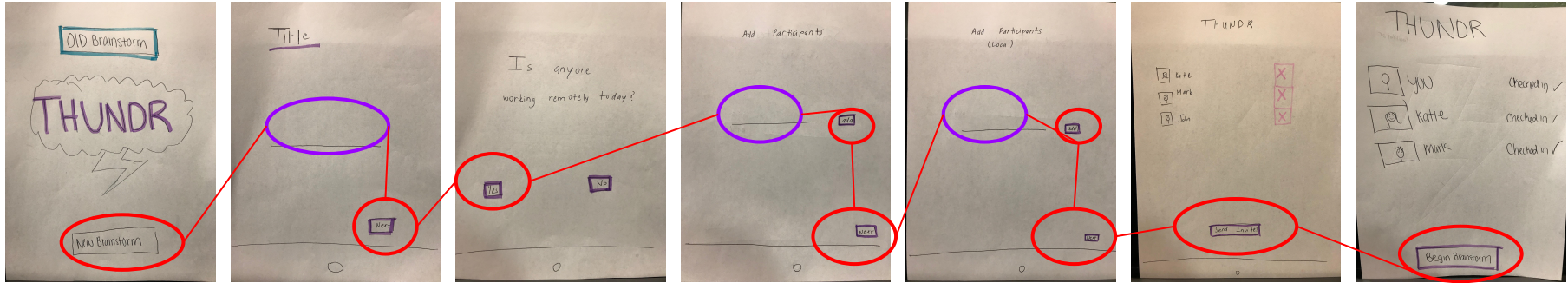


# Task 2: Highlight and Present Favorite Ideas

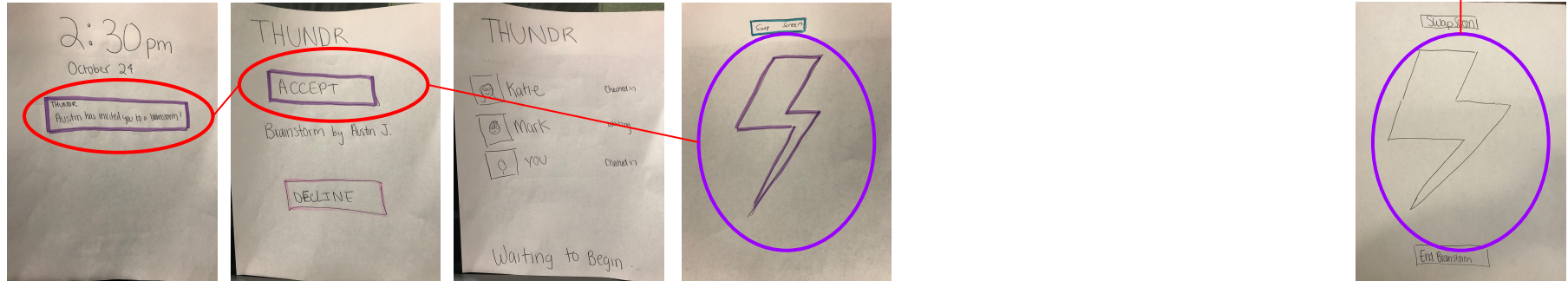


# Task 3: Work Remotely from Team

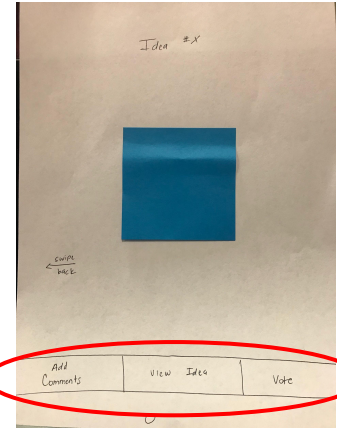
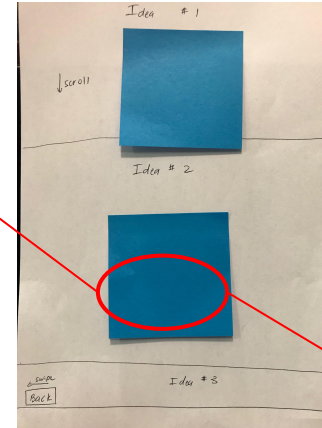
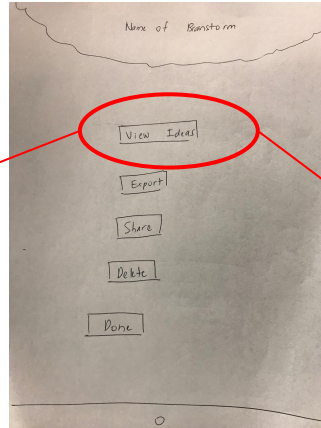
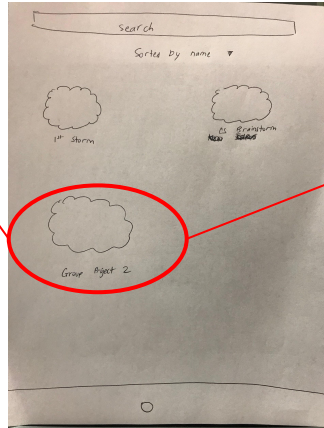
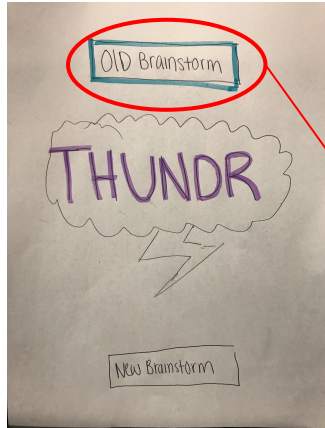
## Facilitator



## Remote User



# Task 4: Access Old Brainstorm



# Testing

## Experiment Method:


- High-level Overview
- 4 Tasks
- Recorded **successes** and **errors**



Drew:  
College  
Student



Jeff:  
Board  
Director



Kristen:  
Non-Profit  
Founder



Marc:  
Medical  
Director

# THUNDR

Review Ideas

Export

Share

Delete

Done

# Testing

## Experiment Method:


- High-level Overview
- 4 Tasks
- Recorded **successes** and **errors**



Drew:  
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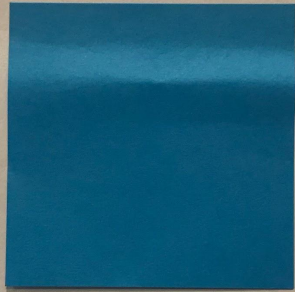


Kristen:  
Non-Profit  
Founder



Marc:  
Medical  
Director

Idea #X



swipe  
←  
back

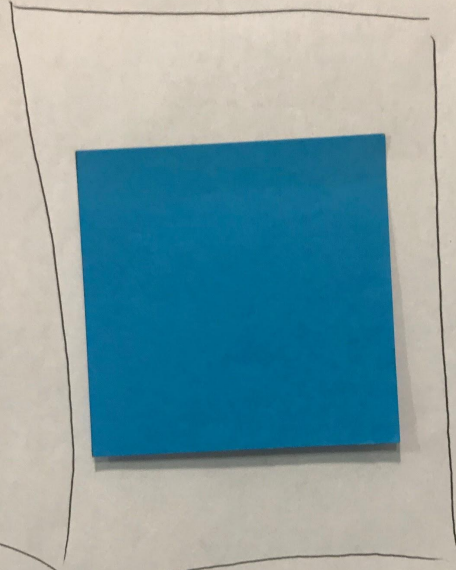
Add  
Comments

view Idea

Vote

0

Swipe up to table



swipe  
left if  
you're not  
a fan

swipe  
right  
if you  
love

EXIT

# Results

- + Very intuitive
- + All of the tasks completed successfully
- Vague delete button
- Voting system/buttons confusing

↑ Customizable



# Future Steps



**Brainstorm With Sound**

- Identify how people use old brainstorming sessions
- Rework how we use the “Vote” button
- Clarify language
- Create way that allows app to know when someone is saying idea vs. background comments

# Questions?



**Brainstorm With Sound**