POVs and Experience Prototypes
Assignment 5

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Introduction

Value Proposition
Bad Days, Good Days: All Careers Have Them

Mission Statement

Our goal is to provide a platform to offer career path guidance, through personal stories of people's careers.

Problem / Solution Overview
The problem that we found based on needfinding interviews is that people don't have enough information outside of their network regarding the positives and negatives of jobs. Thus, our solution is to provide a platform to read, share, and interact with stories of personal experiences for different careers.

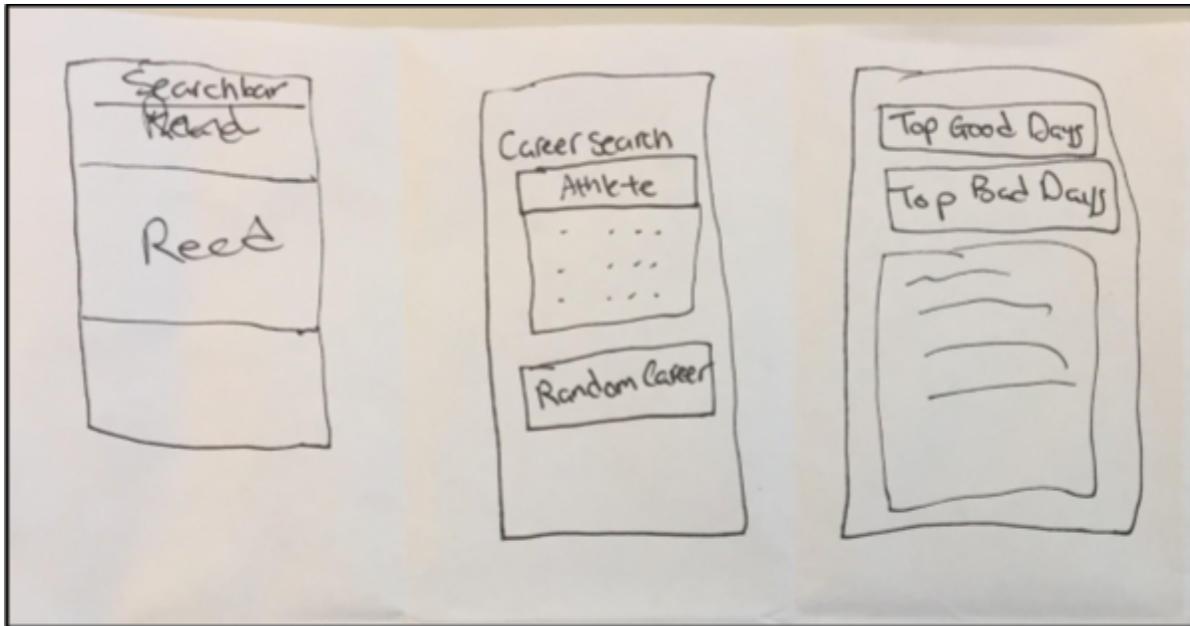# Sketches

Overview of sketches
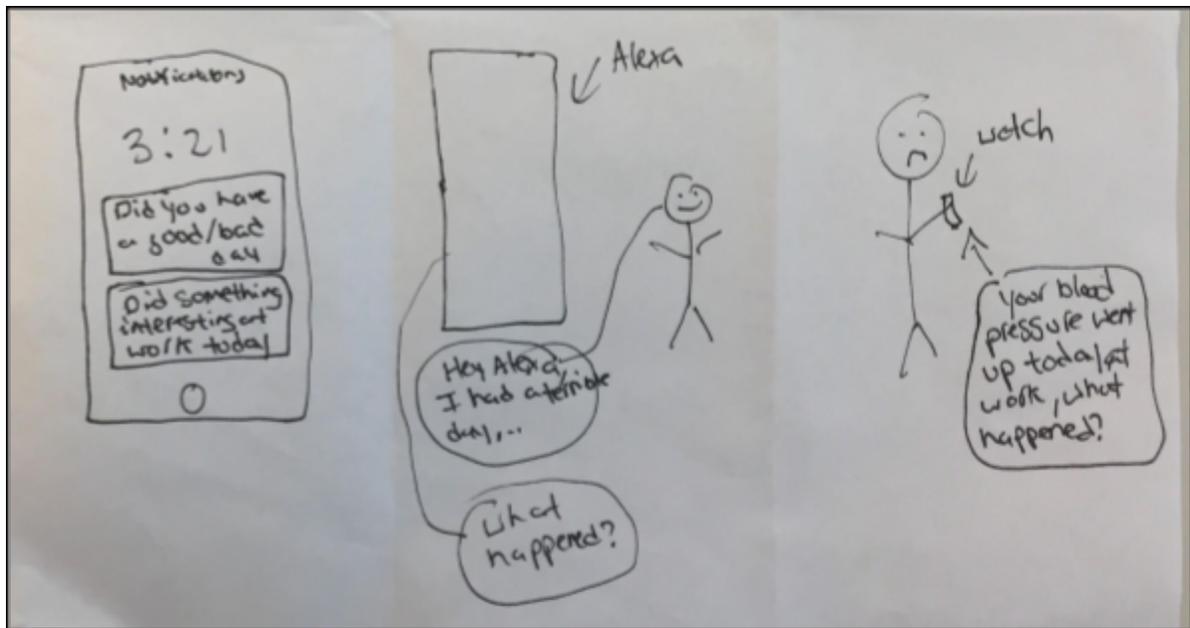

Figure 1: Career Search and Forum

Figure 2: Connected Devices to Monitor Daily Wellbeing
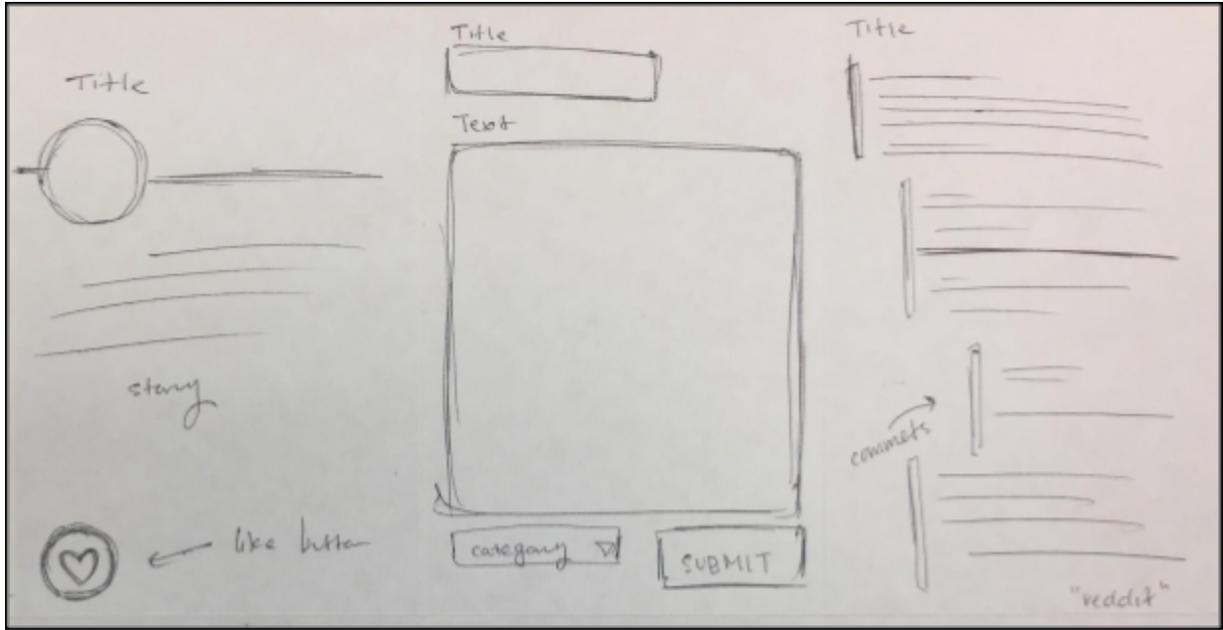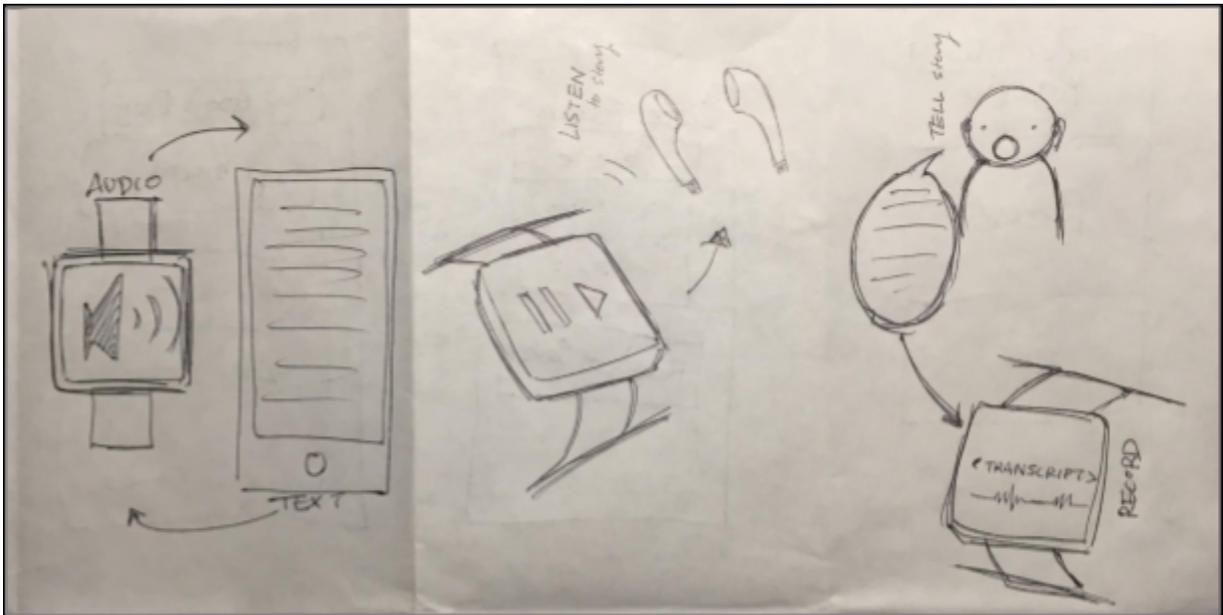
Figure 3: Reddit-styled Posts + Comments

Figure 4: Audio+Text Podcasts via Apple Watch and iPhone
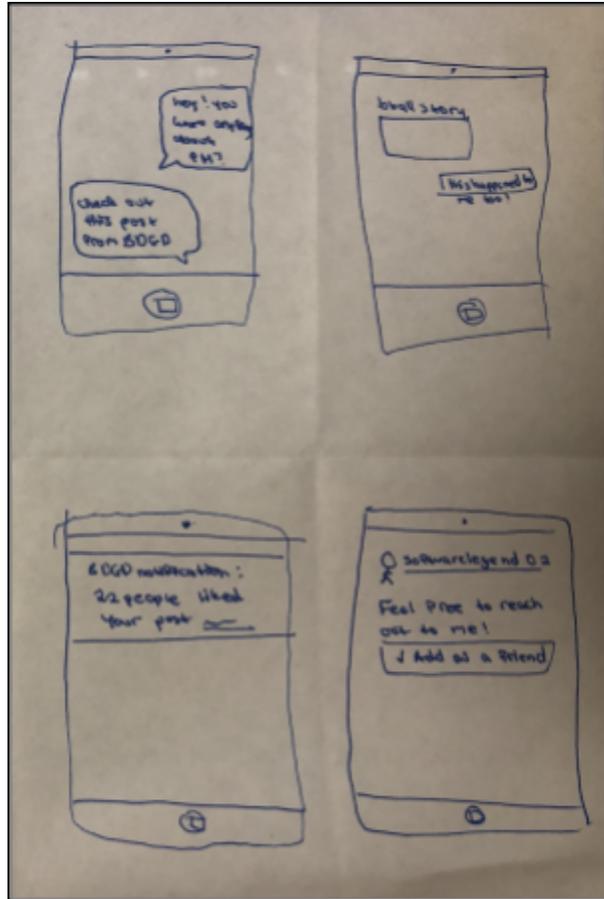
Figure 5: Social Media Style Communication

Top 2 Designs with Further Storyboarding

The two designs that we found the most compelling were a mobile app idea and a speech-based app for a smartwatch, both of which are shown below.
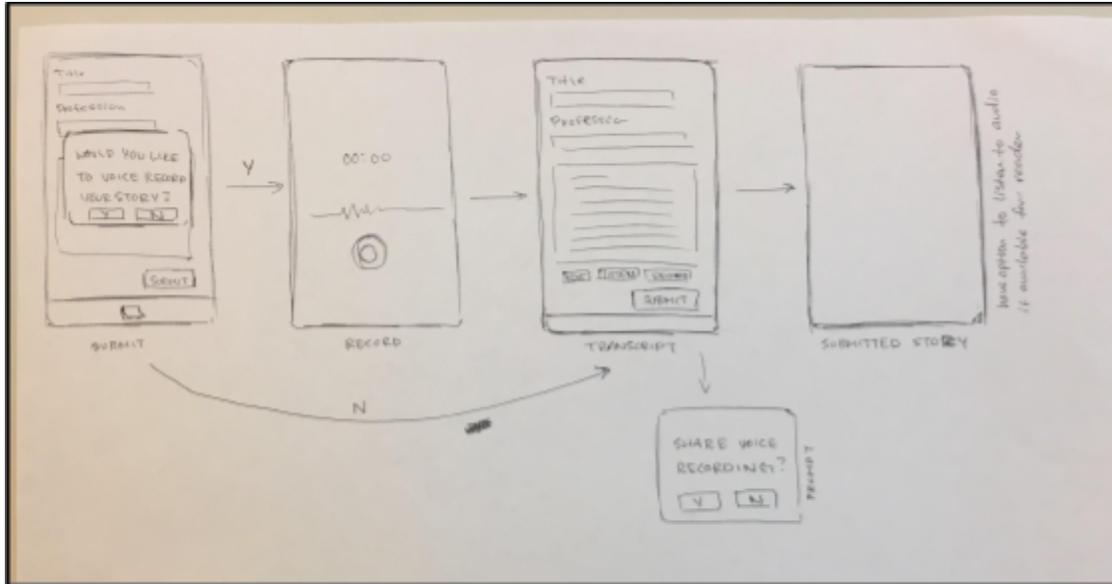
Figure 6: Speech-to-Text Transcript for Forum Submission Storyboard (Phone)

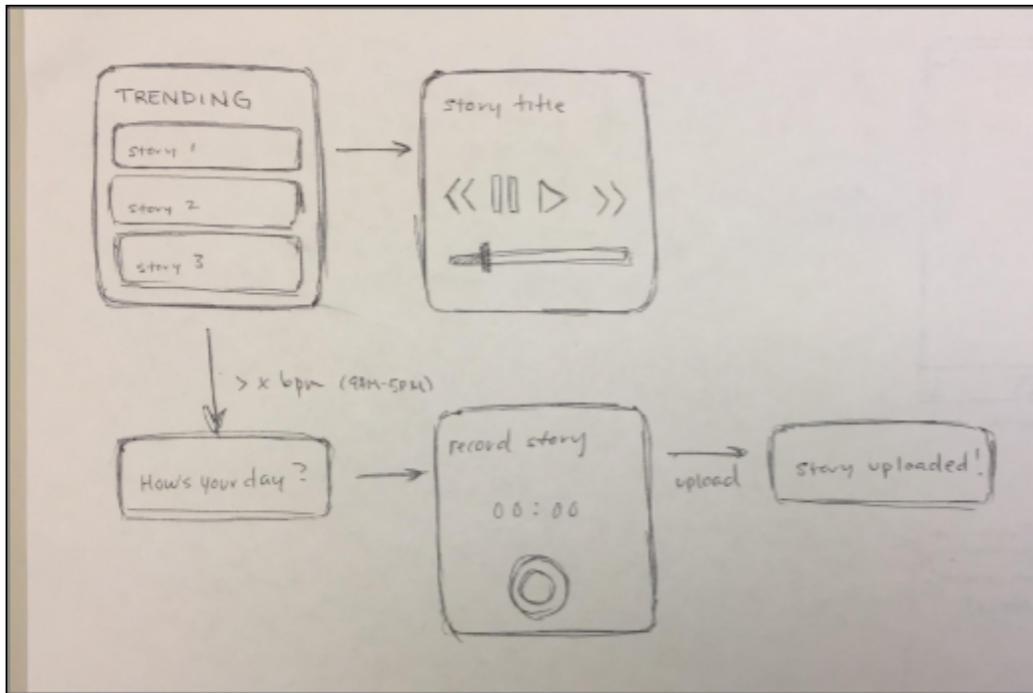| PROS	CONS
● More commonly used for applications that users can read and post on ● Greater ability to interact with other posts and share stories which can attract more users ● Easy to upload photos from the phone to add to stories ● Has a hands free feature to record audio, which can be edited at a later time	● Apps with similar story-style design exist and may be used for career purposes in the future ● Not the best way to write up a story, since would be using a phone keyboard ● People searching for careers may prefer a website over an app on the phone

Figure 7: Heart Monitor for Audio Podcast Submission (Watch)

PROS	CONS
- Easily accessible since its always on the body - Can detect heart rate which may prompt the user to submit a story in the moment - May become an alternative to podcasts that people can listen to on their commute or while working and don't want to be using their phones - Immediate awareness of notifications since watch is on body	- Not as interactable in terms of writing posts besides recordings - Not a good device to browse different stories and hard to read the stories on a watch - Not the most practical device to use for people searching for careers - Not every highschool/college student has a smartwatch to use this app

Selected Interface Design

Reasoning for Selection

Ultimately, we decided on a mobile app UI because of the benefits of the ease of intractability and sharing possibilities. We also found that we could simply use the audio

podcast feature on a mobile device, and do not need a watch to use this feature. Thus, the decision was fairly simple to make once we had laid out the pros and cons of the two design ideas, and were overall more excited to move forward with designing a mobile app UI.

This mobile app UI design shown below has the three tasks that we wanted to include in the app which are researching careers, liking and saving stories, and submitting stories. Specifically, this design has a homescreen layout of browsing stories along with a tab at the top to swap between reading bad and good days. Additionally, there is a sort mechanic as a way to sort the browsing order of stories. For task two, we designed a profile screen for a user and included a way to direct message contacts. For task three, we included the idea from the watch sketch of allowing the user to record audio to go along with the user's story.

Task Storyboarding

Figure 8: Task storyboard highlighting our three tasks: (1) research about careers, (2) like and save stories, and (3) submit stories

Prototype

Description

We designed our prototype with rectangular pieces of paper to mimic the look of a phone, and used smaller pieces of cut up paper to denote pop-up windows and different tabs.

Figure 8a: Entire Prototype System
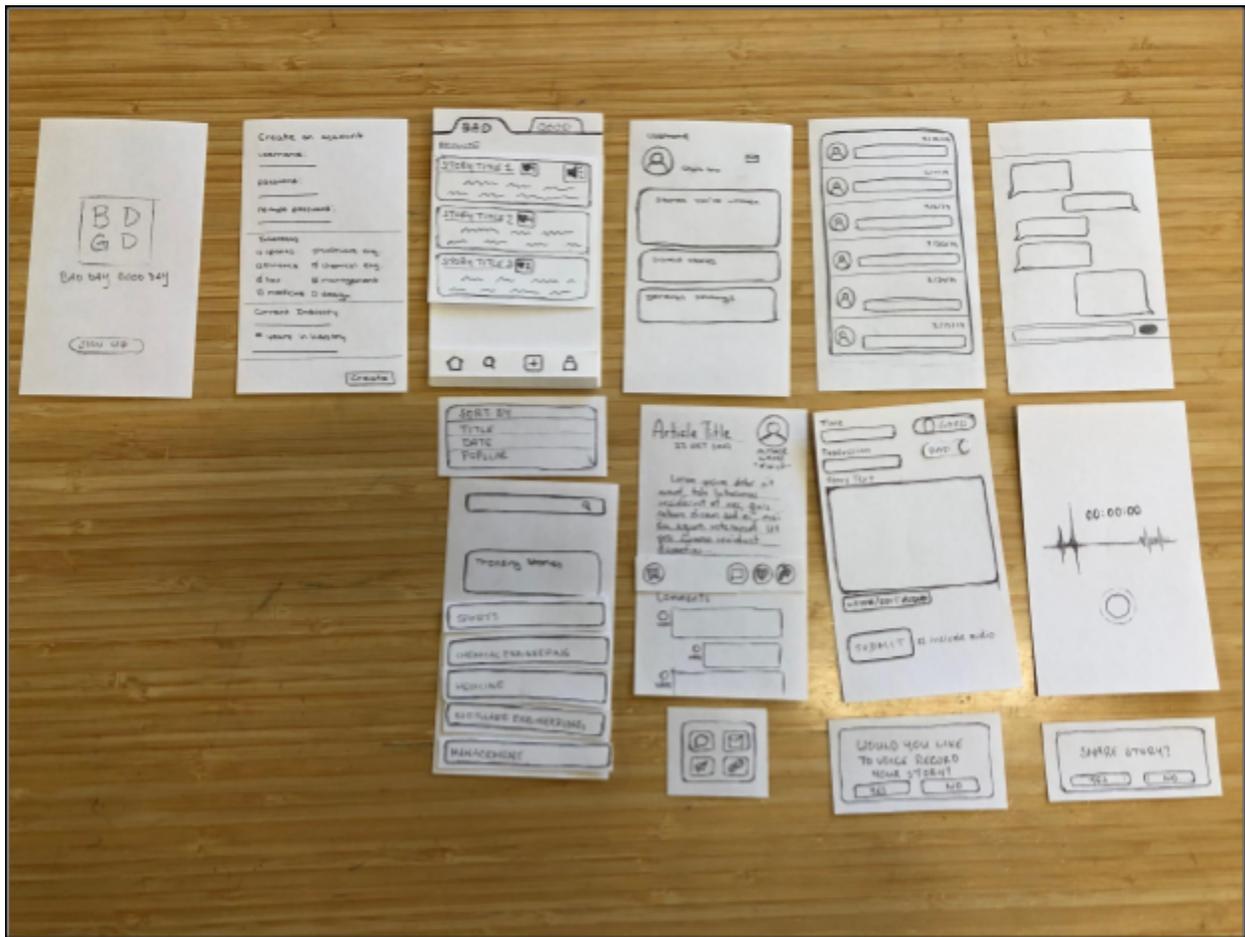
Interface Element	Functionality
Signup	Creates the user profile based on provided information.
Home	Brings user to the home page
Search	Allows user to search for specific articles or career fields.

|	
Create Story	Brings user to the article submission page.
Submit Audio	Brings user to audio recording screen.
Record Start/Stop	Starts and stops audio recording.
Good / Bad Toggle	Marks the story as good or bad
Submit	Submits the story to be viewed by users.
Profile	Brings to user to the profile.
Bad / Good	Provides the selected category of stories.
Career Field	Leads user to stories in that field.
Story	Leads user to the selected story.
Direct Messages	Leads user to direct messaging page
Save	Saves story to users save list
Comment	Allows user to comment on story
Like	Marks the story as 'liked'.
Share	Leads user to various sharing options.
Mail	Share story via email.
Text	Share story via text messaging.
Link	Copy link of the story.
Direct Message	Share story via direct messaging.

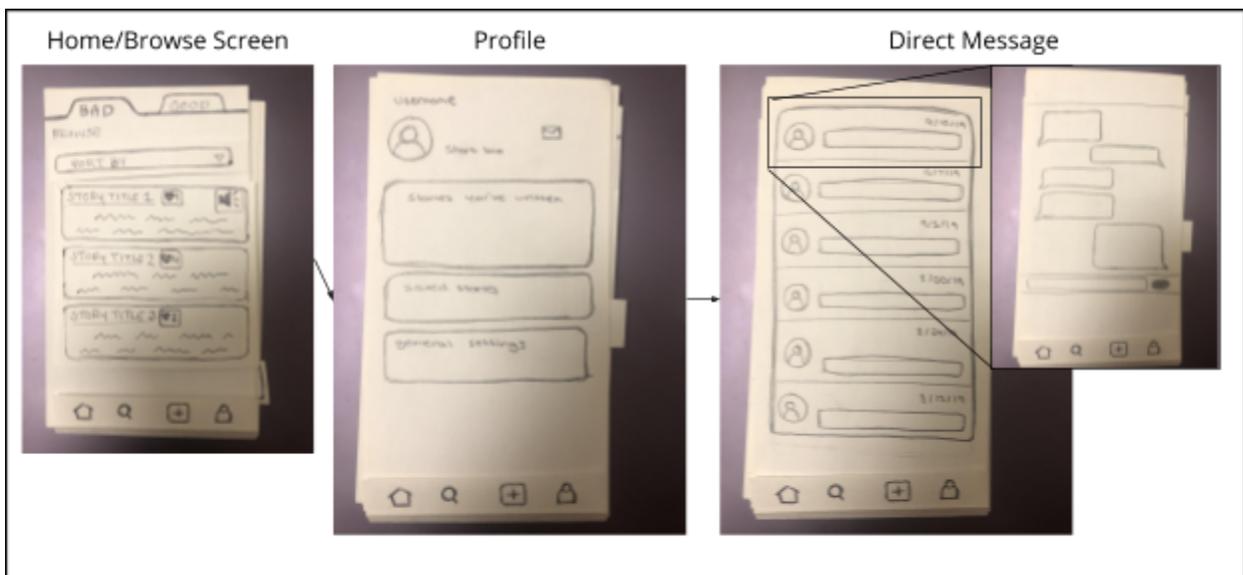## Screens
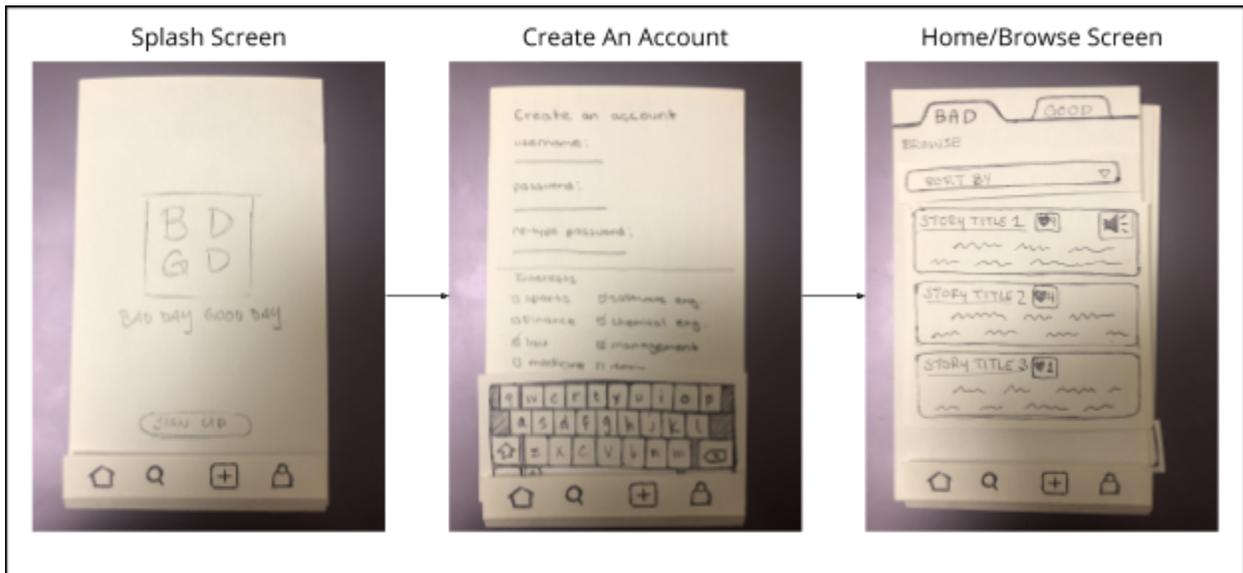
Figure 9: Creating an account for new user

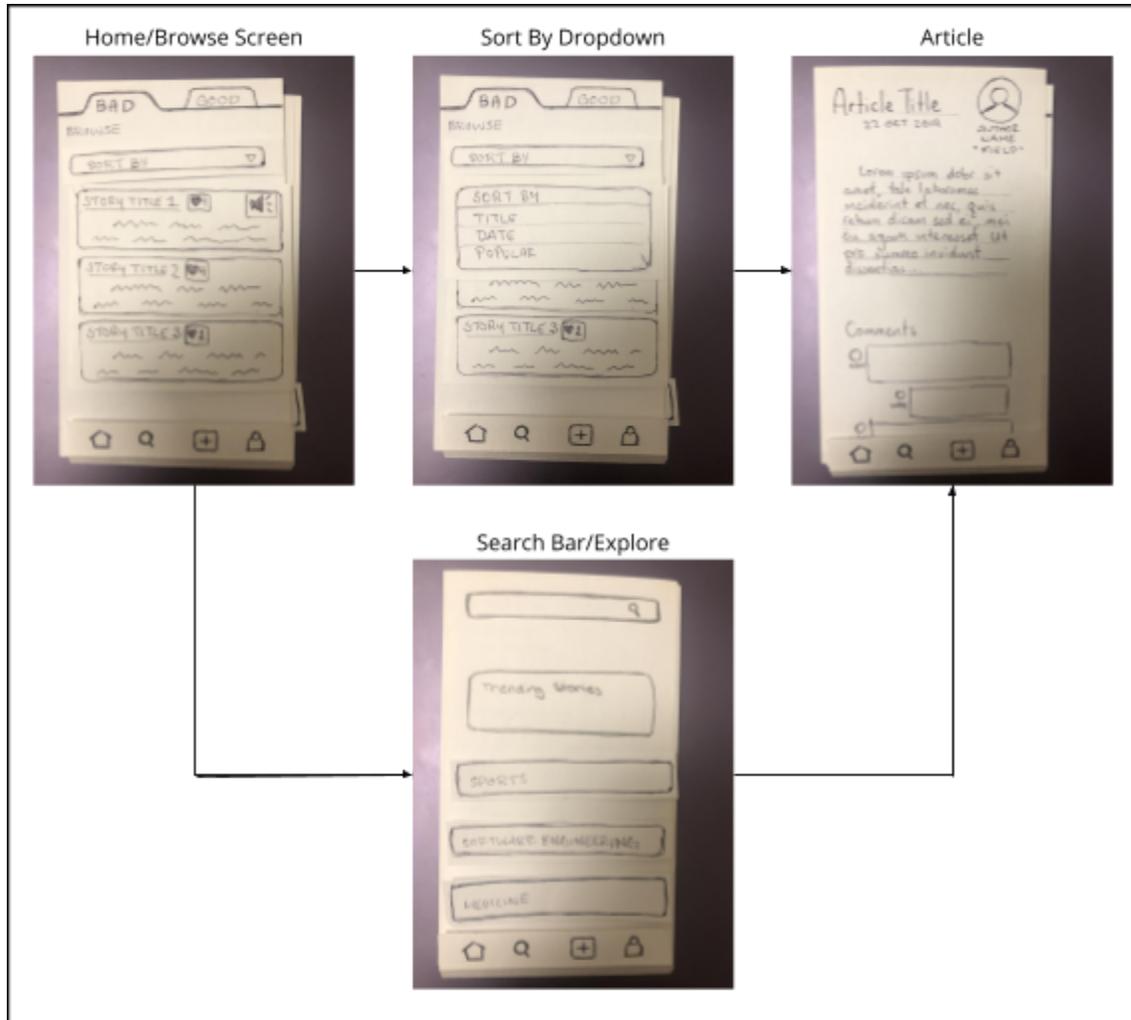Figure 10: Direct messanging to other users

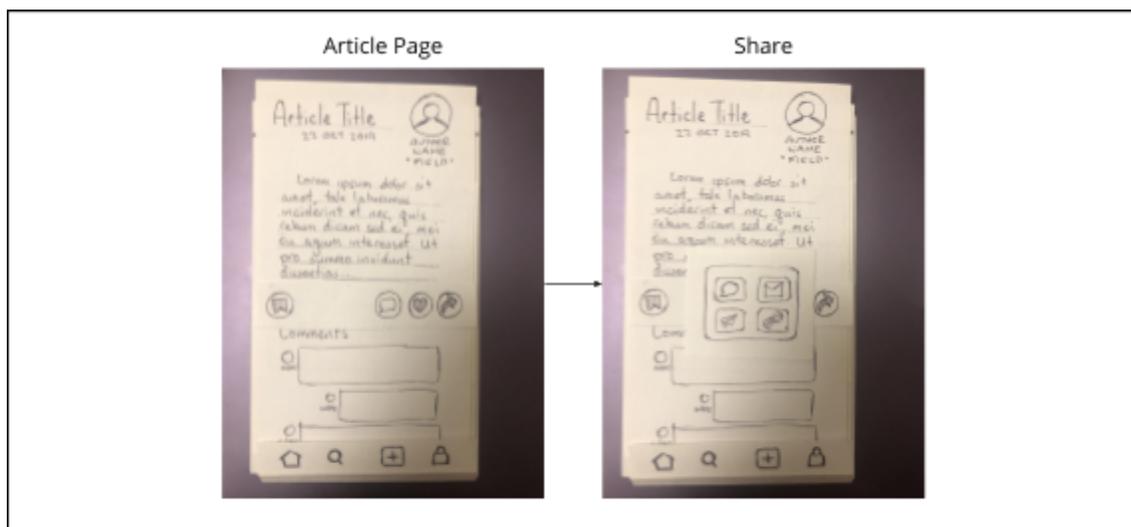Figure 11: Browse and search for articles

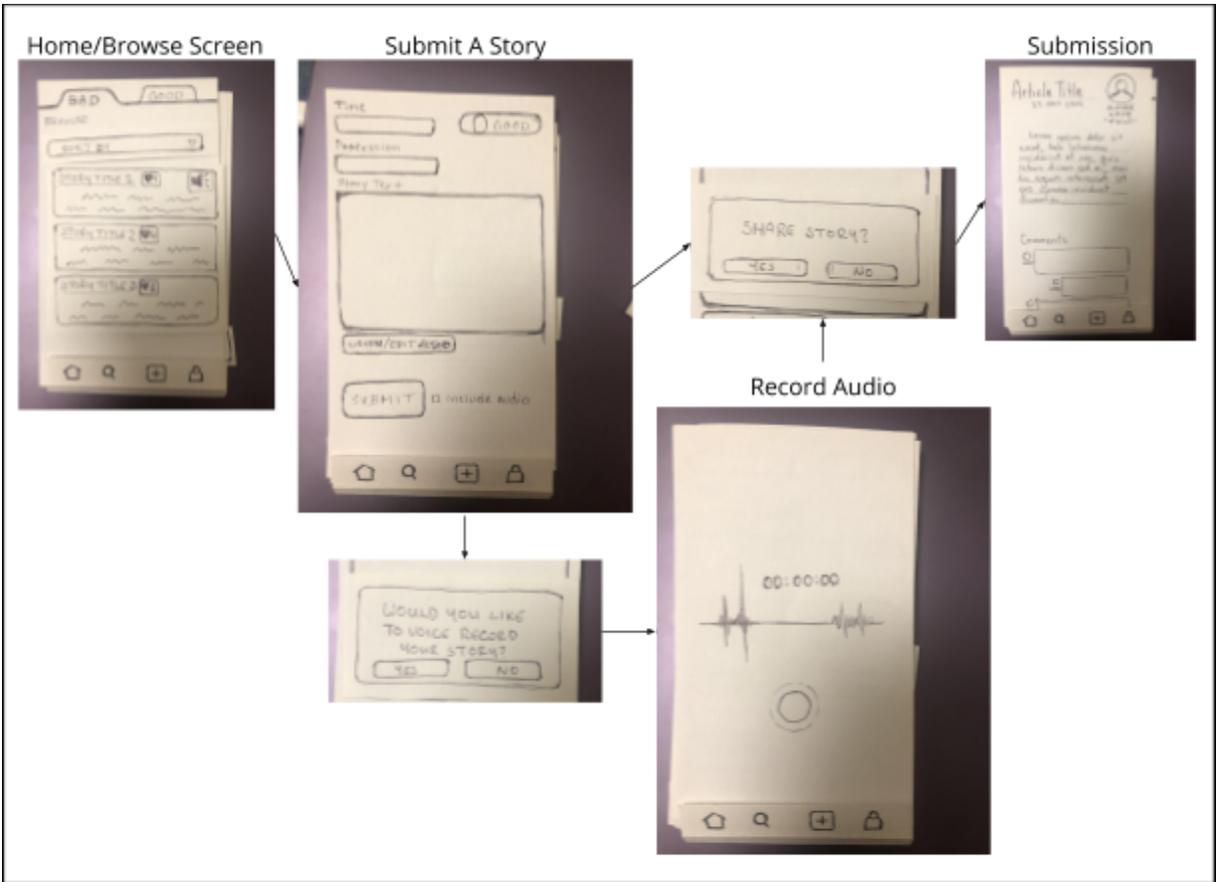Figure 12: Save/comment/like/share bubbles

Figure 13: Submitting a story

Method

Participants + Environments

The participants we were aiming for with our interviews were high school and college students, along with older participants who had experience in a career field. This is because high school and college students are the target age range for learning about different professions, but we also wanted feedback from people who are older and have a professional experience because these would be the users who generate personal stories for our app. Thus, we decided to do two of our interviews at the Peet's Coffee at Town & Country in Menlo Park because the location is right across from Palo Alto High School, so we knew there would be some highschoolers there, along with professionals. Fortunately, we found both highschoolers and people with careers there, and they were welcoming to being interviewed because they were sitting at a table indoors drinking coffee and had some time to kill. Thus, not necessitating us to compensate them for their time and

feedback. Overall, the testing environment was great because there were tables and chairs for us to interview the participant sitting down, while allowing us to have the prototype laid out on the table, along with the atmosphere being comfortable and quiet since it was a coffee shop.

For the third interview we wanted to interview a Stanford college student because they fit our target user age range, and had not gotten feedback from a college student yet. Thus we conducted our third interview at Roble Hall. We tested our prototype with a sophomore studying biology.

Tasks

1. Research about careers through stories of good and bad days on the job.
2. Allow the user to share stories that they agree with or find helpful.
3. Submit stories of personal experiences for other people to read about and learn from.

Procedure

First we gave the participants a brief overview of the idea of our app. We then asked the participants to complete the three tasks, starting with the simplest task and working their way to the complex task, and during this time we recorded any steps they did correct and any they had trouble with. After completing the three tasks, we asked them what their experience was completing the three tasks, especially if they struggled on any aspects of completing the tasks, and if they had any additional feedback.

Test Measures

Successes - How easy it was for a user to complete a task, specifically if they clicked on the right parts of each screen to navigate to and complete a task.
Errors - When a user navigates to an incorrect screen or clicks on a button not necessary to complete the task.
Timing - How long it takes the user to complete a task

Team Member Roles

- **Computer:** Philip
- **Recorder:** Gabe
- **Greeter + Facilitator:** Inbar

Results

Based on the three interviews we conducted, we found that:
- All three interviewees said that they liked the idea of the app and would be interested in using it
- All three interviewees completed the three tasks in a timely fashion
- Most participants intuitively understood the icons that we selected for interacting with stories (like/comment/share)
- There was some confusion about how to return back to the home screen
- Should also have interests related to broad fields/majors rather than professions when creating a profile
- Recommendation to add a way to tag stories (such as educational, sports, profession)
- Recommendation to add a way to include photos when submitting stories
- Two interviewees recommended to find a way to edit the audio, but were fans of the audio feature

Discussion

We learned that there are some key features that we want to include in the next iterations, but are also encouraged that this initial UI made sense to our interviewees since they were able to complete the tasks with ease. Specifically, we are looking to improve the: setup process by adding a more rigorous set of fields/majors/interests and the editing process by adding a way to tag stories, add photos to stories, and edit audio recordings. One other feature that we want to include in the future is a back button, but we need to do future testing on the best placement for this button. Overall, we are content that we gained constructive feedback and will include this feedback in the next prototype. An aspect that we were not able to test because it has not been built out yet, is how readable the stories are in the app and how the editing experience feels like when writing and editing a story on the phone.

Appendix

Word Count: 1494/1500