

Med-fi Prototype

Team 3 - mömo



Our Team



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Problem & Solution Overview



Problem: People currently feel less connected to nature, and personal initiative to take environmentally-friendly action is lacking



Solution: Mobile app to encourage users to make environmental commitments in a rewarding, reflective, and goal-oriented manner

Value Proposition



Let your **virtual planet** reflect your real life **habits** and **knowledge**, while receiving rewards for **personal growth**

Tasks

1. Add an Eco-Action (simple)
2. Log & notice progress on your Eco-Action (moderate)
3. Compare your planet to a friend's planet (complex)

Low-fi to Med-fi Task Changes

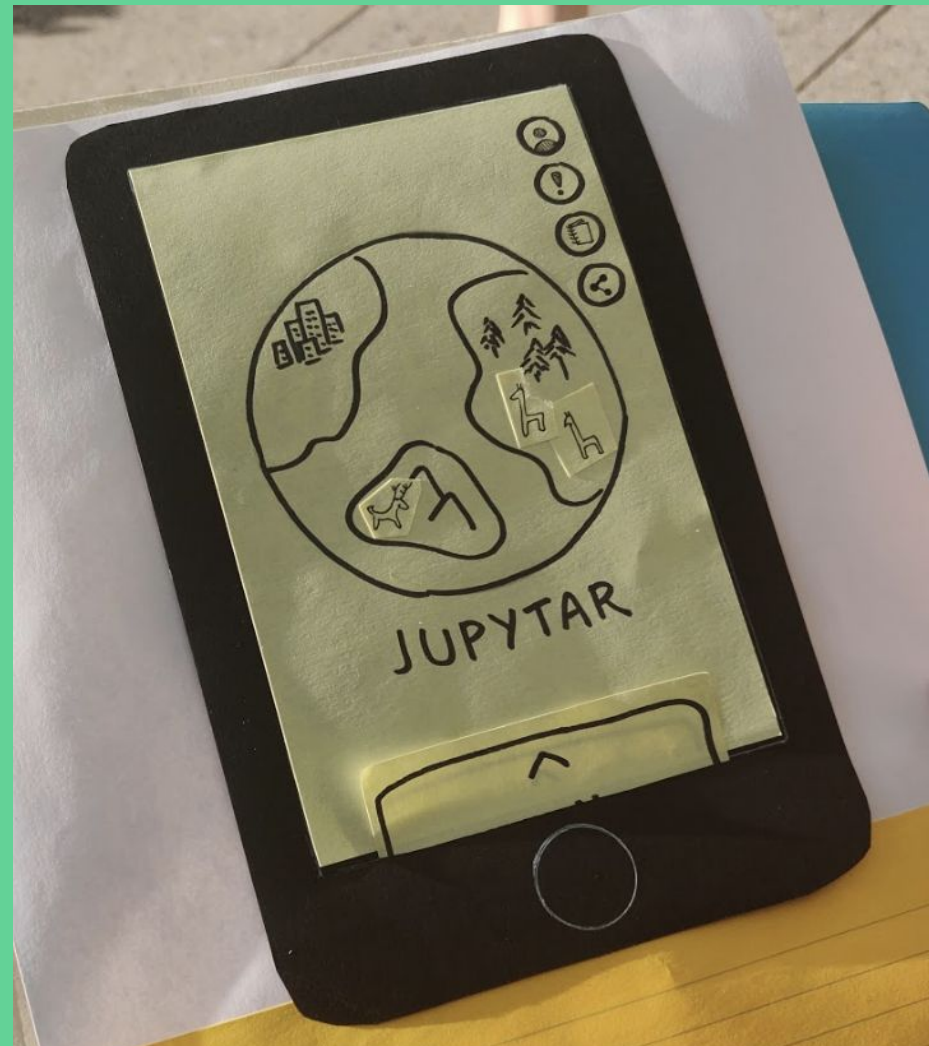
- Replaced “**commitment**” with “**Eco-Action**”



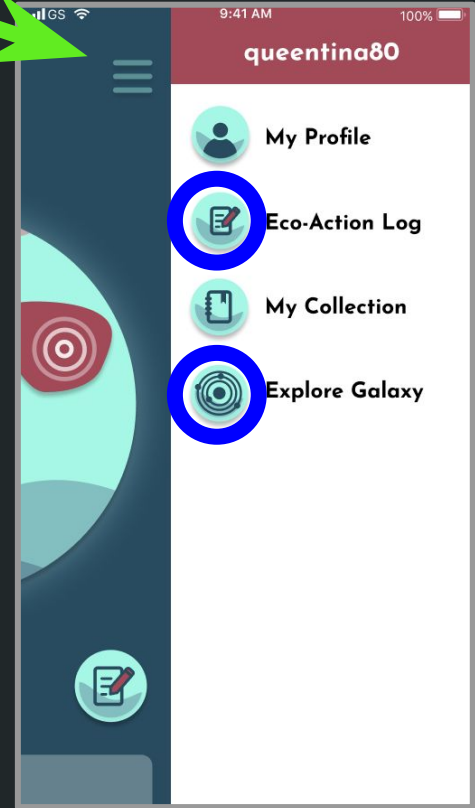
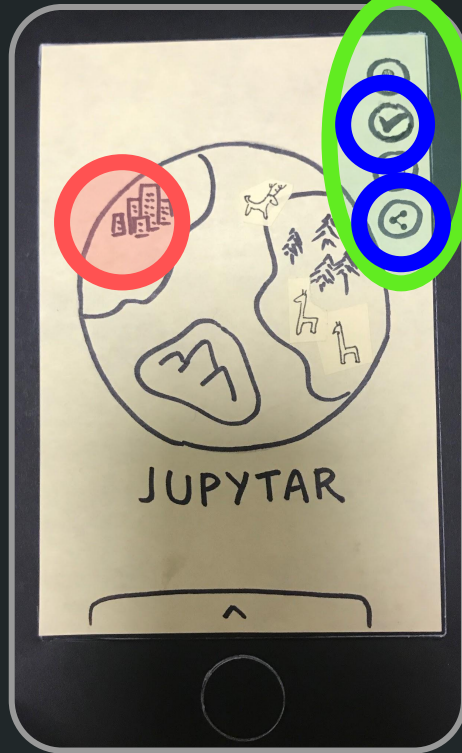
Revised Interface Design

Major Design Changes

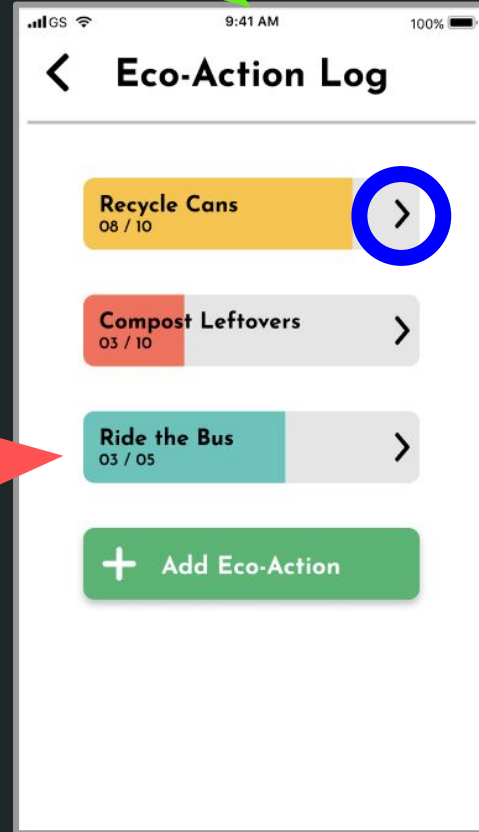
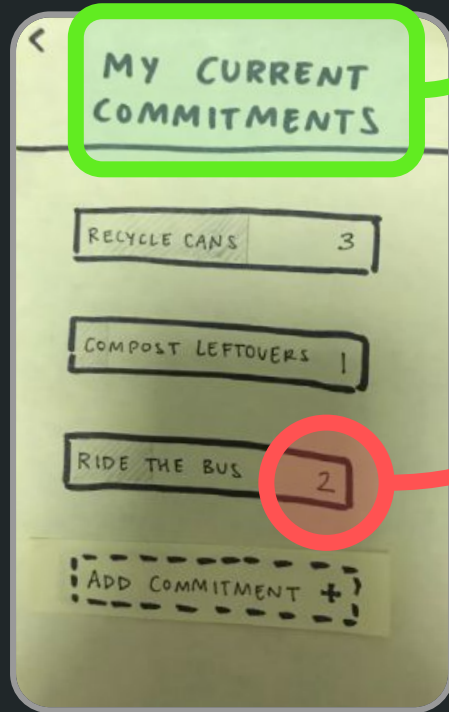
Low-fi vs. Med-fi



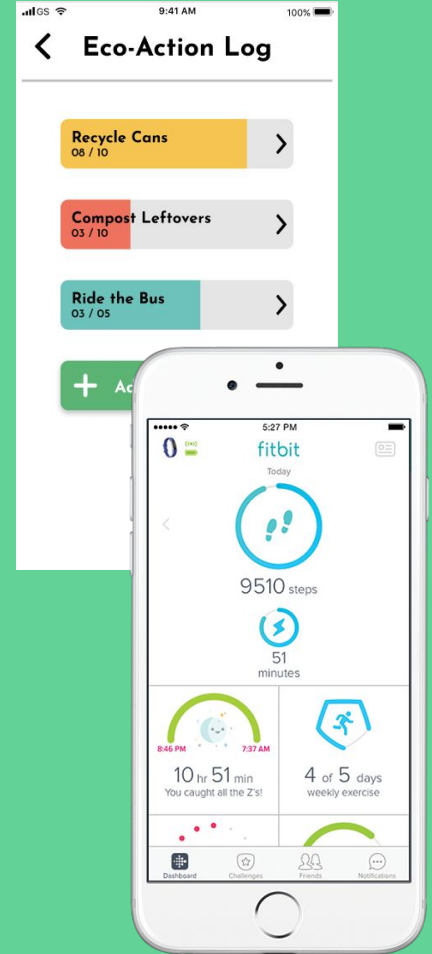
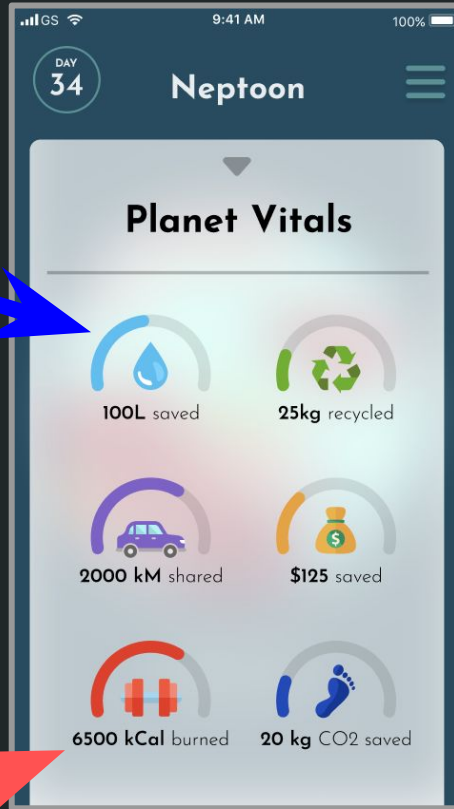
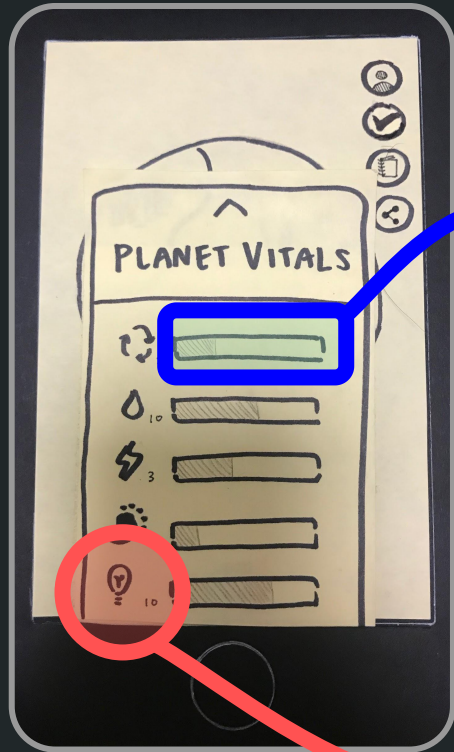
1. Home Screen



2. Eco-Action Log



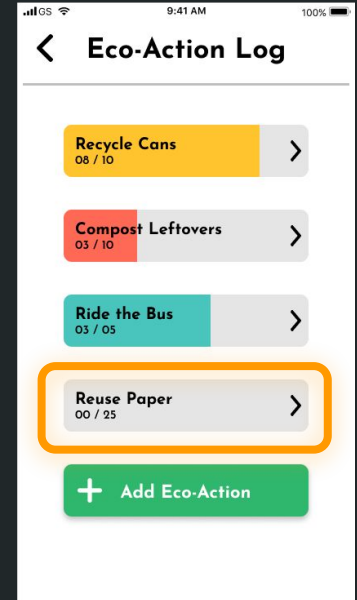
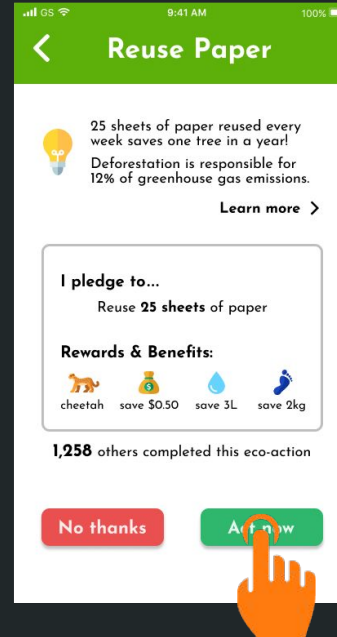
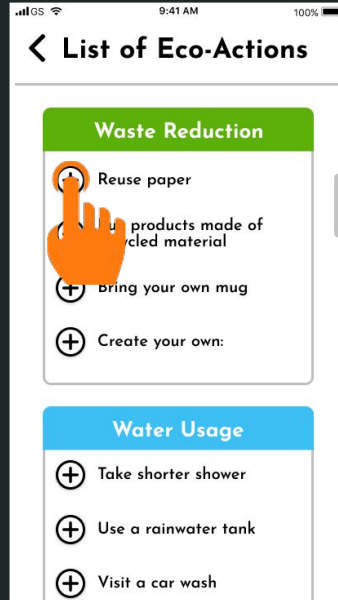
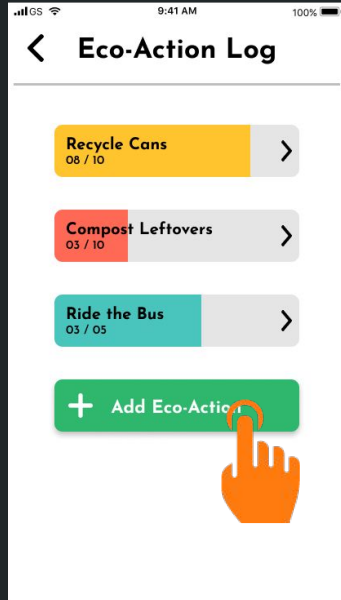
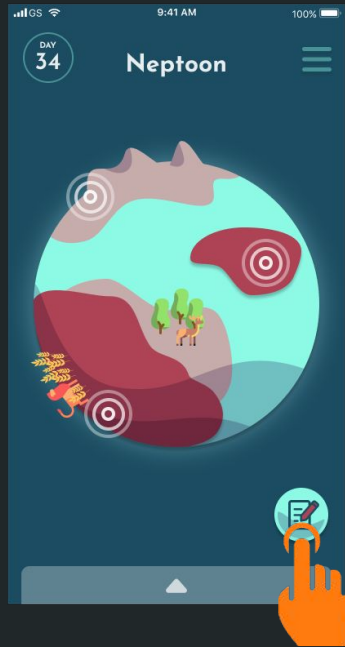
3. Planet Vitals



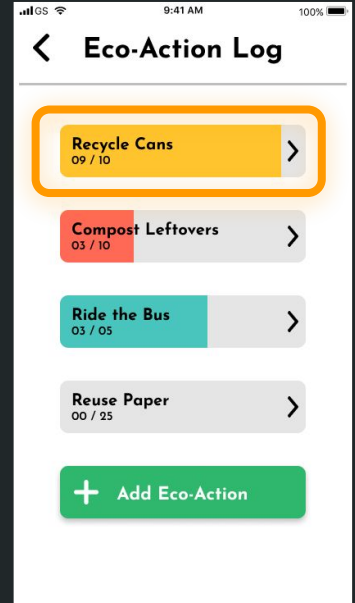
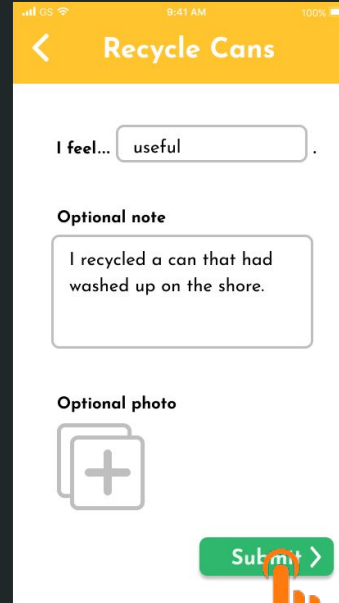
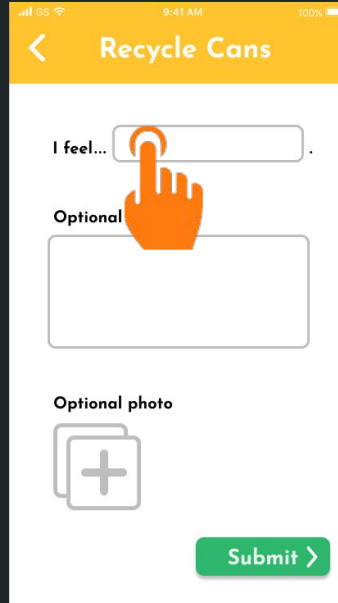
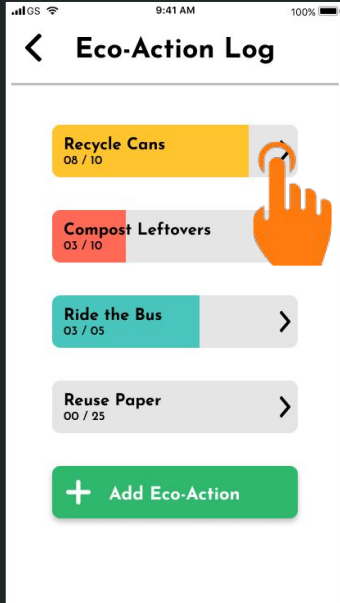
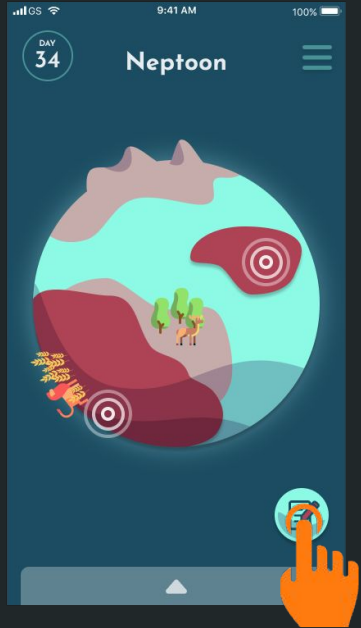
Medium-fi Task Flows



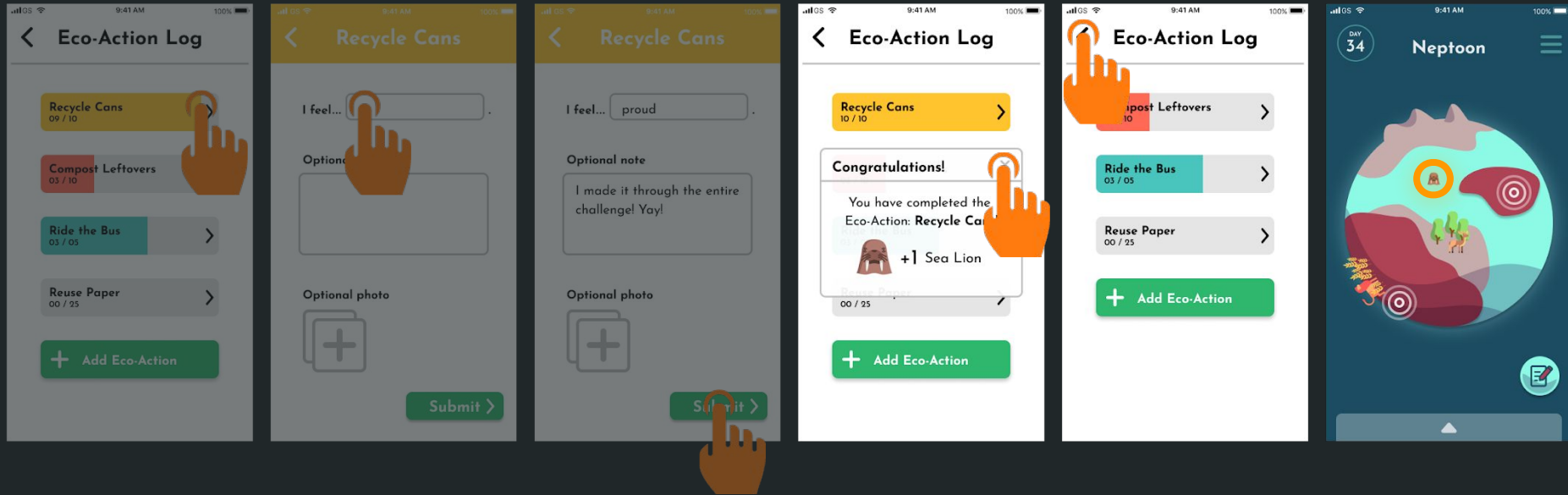
1: Add an Eco-Action (simple)



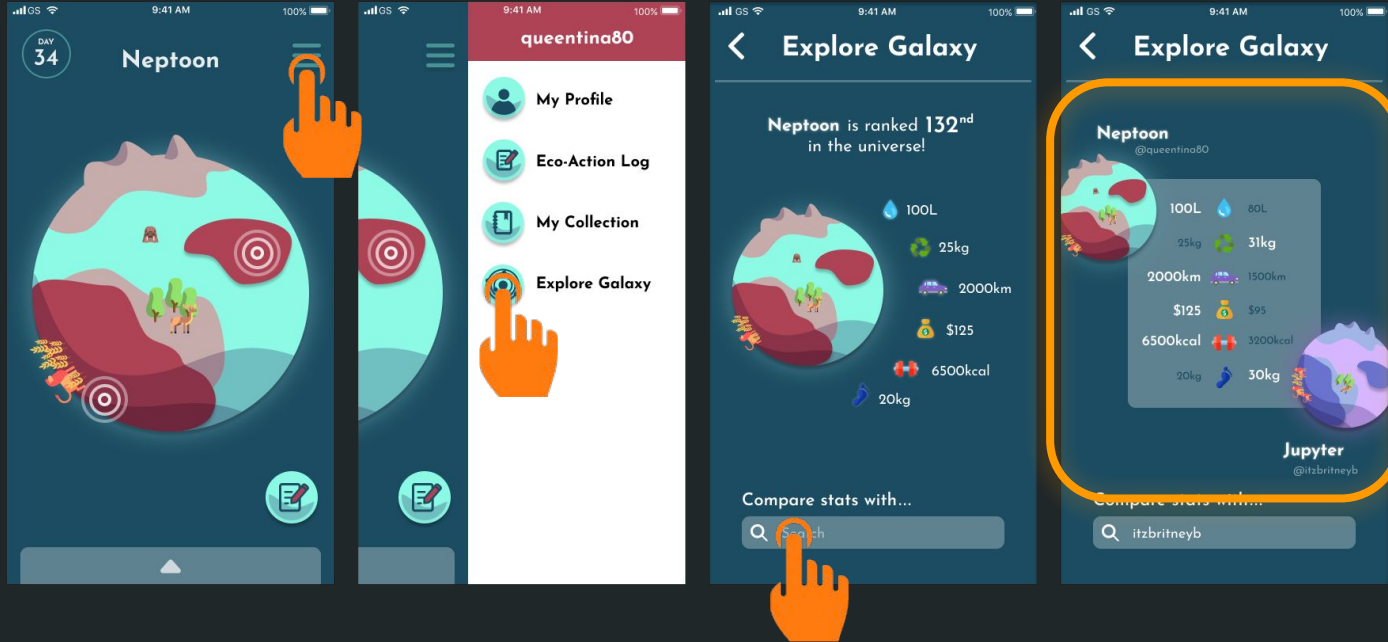
2: Log & Notice progress on your Eco-Action (moderate)



2: Log & Notice progress on your Eco-Action (moderate)



3: Compare your planet to a friend's planet (complex)



Prototype Overview

Tools Used



We Used:

- Figma for UI screens + prototyping

How the tools helped:

- Simultaneously & collaboratively build screens
- Save workflow time by also *prototyping* in Figma

How the tools didn't help:

- No user-input (typing, photo upload)
- Can't save information
- No interactive graphics (rotation, zoom, pulsing radar)

Limitations of Current Prototype

To simplify and focus on the 3 main task flows, we did not include...

- **Functionality**
 - Create/Edit Profile
 - Settings
 - Customization
 - My Collection
- **App notifications**



Wizard of Oz Techniques

- App would restrict logging to **once-a-day** (for relevant Eco-Actions) to prevent cheating
- App would recommend Eco-Actions based on each user



Medium-Fi Prototype Link

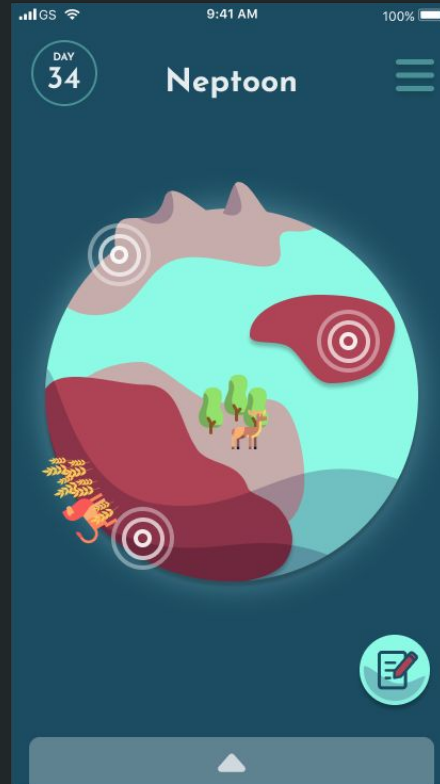


<https://bit.ly/2vNivhn>

Thank you. Any questions?

Appendix

Planet Vitals



Hamburger Menu



Welcome Back Sequence



Tools Used (in depth)

We Used:

- Figma for UI screens + prototyping

How the tools helped:

- View each other's work
- Simultaneously & collaboratively build screens
- Save workflow time by also *prototyping* in Figma, rather than InVision

How the tools didn't help:

- No user-input (typing, photo upload)
- Minimal interactive features + static graphics



Limitations of Current Prototype (in depth)

To simplify and focus on the 3 main task flows, we did not include...

- Functionality
 - Create/Edit Profile
 - Settings
 - Customization
 - My Collection
- App notifications
- Interactive graphics (rotation, zoom, pulsing radar)
- Text entry & Photo upload simulation



Hard Coding Techniques

- Restricted selectable user actions to only test our 3 main task flows
- Start off app as a returning user named Christina