

# Med-fi Prototype #2 and Usability Study

Team 3 - mömo



# Our Team



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# Interface Redesign #1

# Tutorial





# Logging - V1, V2, V3

The image displays three sequential mobile app screens for a 'Recycle Cans' logging application, labeled V1, V2, and V3. Each screen has a yellow header with a back arrow and the title 'Recycle Cans'. The status bar at the top of each screen shows 'GS', '9:41 AM', and '100%' battery.

**V1 (Left Screen):** The form consists of three main sections. The first section is labeled 'I feel...' and contains a single-line text input field. The second section is labeled 'Optional note' and contains a large rectangular text area. The third section is labeled 'Optional photo' and contains a placeholder icon consisting of two overlapping squares with a plus sign. At the bottom right is a green 'Submit >' button.

**V2 (Middle Screen):** This version introduces an emoji selection feature. The 'I feel...' section is now labeled 'This made me feel...' and includes a horizontal row of eight emoji options: 😊, 😊, 😊, 😊, 😊, 😊, 😊, and 😊. Below this is the same 'Optional note' text area and 'Optional photo' placeholder. The 'Submit >' button remains at the bottom right.

**V3 (Right Screen):** This version further enhances the emoji selection. The 'I feel...' section is now labeled 'This made me feel' followed by a single emoji input field and the word 'today.'. Below this is the same 'Optional note' text area and 'Optional photo' placeholder. At the bottom, a new section titled 'SMILEYS & PEOPLE' is added, displaying a grid of 48 various emojis. Below the grid is a row of icons for different emoji categories: a clock, a face with a heart, a face with a star, a face with a flower, a face with a crown, a face with a halo, a face with a crown, a face with a crown, a face with a crown, a face with a crown, a face with a crown, a face with a crown.

# Competition



# Usability Study Overview

# Study Goals

- Figure out what criteria on the “log” page would be compelling enough for users to keep doing the action + enjoy it
- Solidify what personal benefits people would like to see in the app
- Anticipate long term engagement with app
- To receive advice on how to improve the aesthetic of our Home Screen UI
- Make sure there's clarity in the process for users to understand the overall structure and purpose of the app

# Plan + Procedure

## Target Participants:

- 20-30 year olds who already regularly use apps(5 people age ranging from 21-35)
- Environmentally-leaning, but not hardcore eco-friendly person (more moderate)

## Recruiting Strategy:

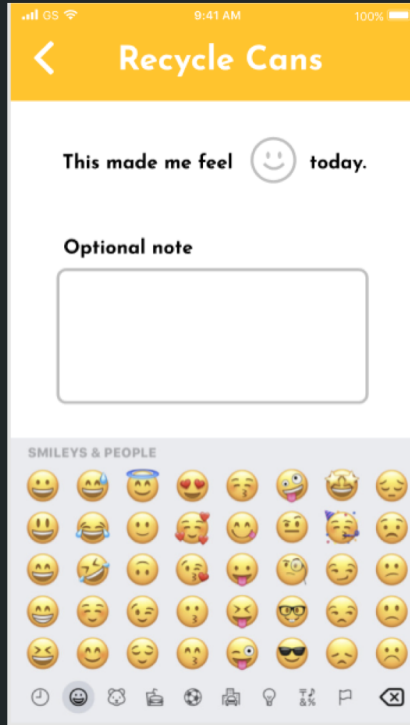
- Approaching people at Stanford Shopping Center

# Test Results

# User Testing



# Finding #1: Preference Towards Visual Logging

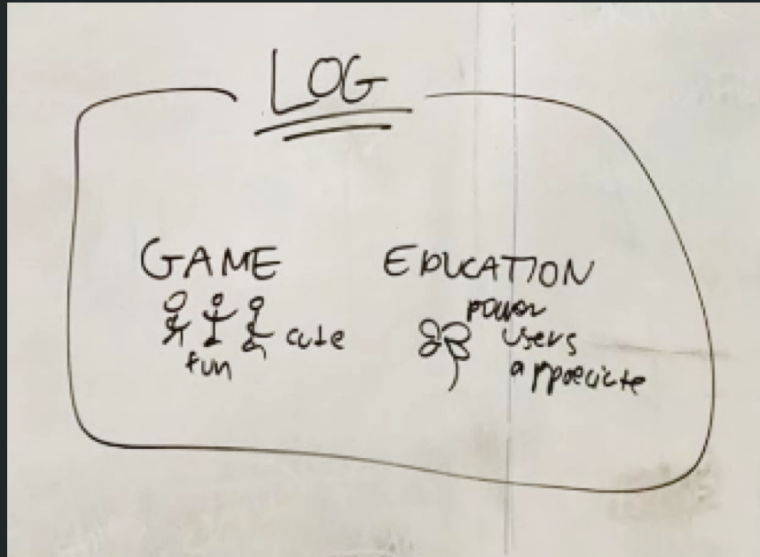


Will proceed with Version 3:

- Quick navigation
- Many options
- User recognition of device's emoji



## Finding #2: Refocusing The App



- “It’s too many things”
- Extreme gamers find it confusing and “not fun enough”
- Refocused on **logging** as first priority

# Finding #3: Clarifying Rewards

Answer this: *What is my incentive to using this app long term?*

## 2 Types of Rewards

### 1.) Personal Benefits

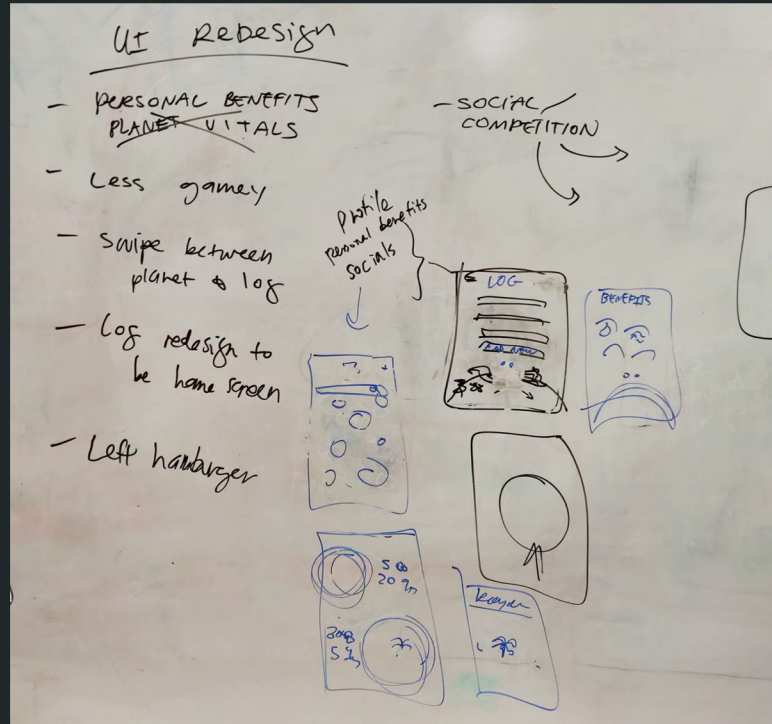
- more intuitive icons
- Planet vitals -> Personal benefits

### 2.) Virtual Animals

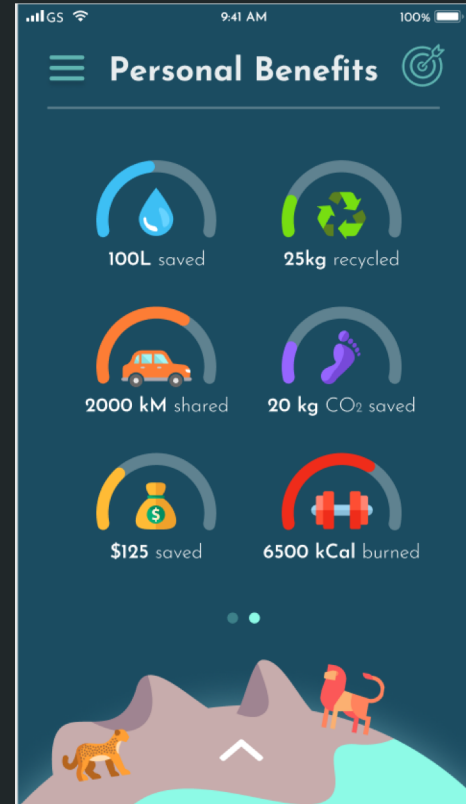
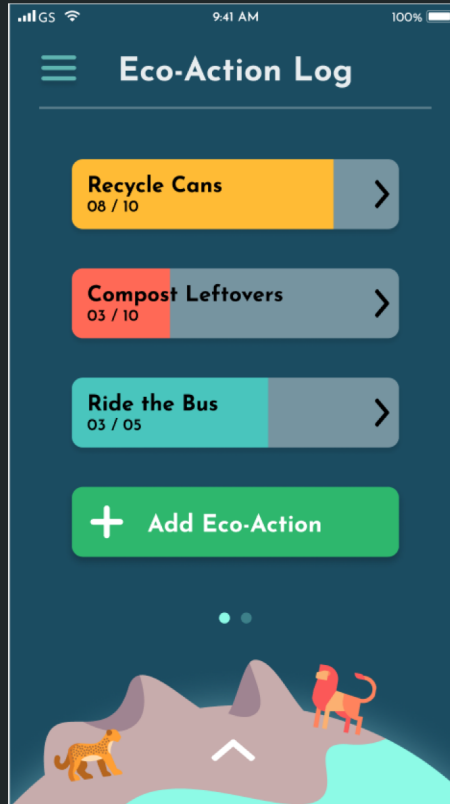
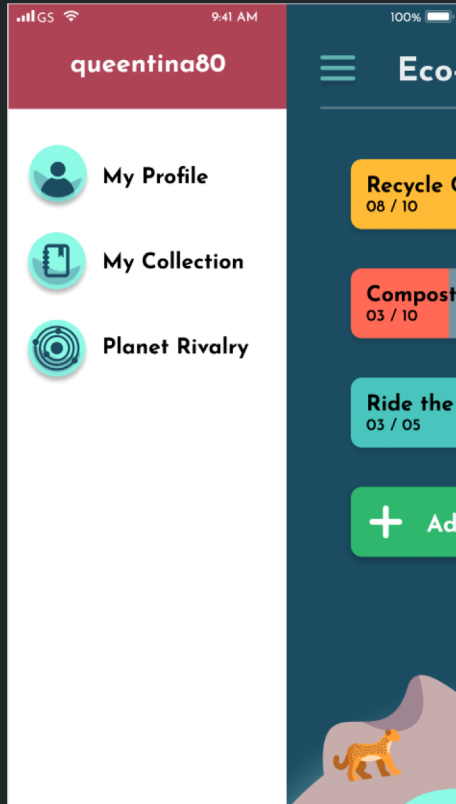
- more noticeable when an animal is added to planet
- compete to add to animal collection

# Interface Redesign #2

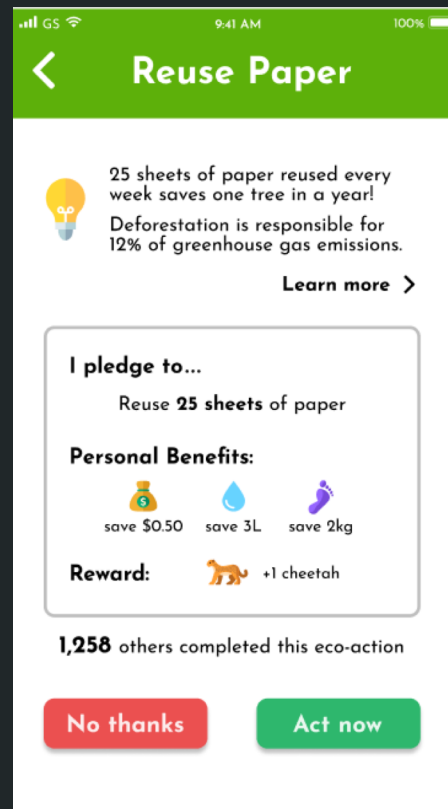
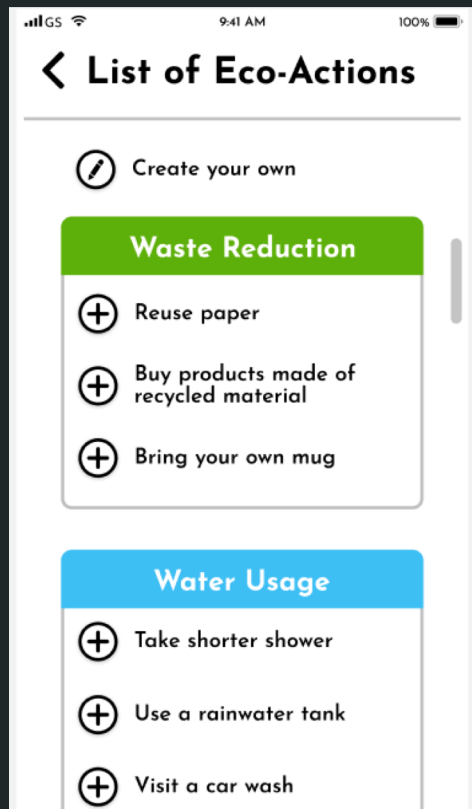
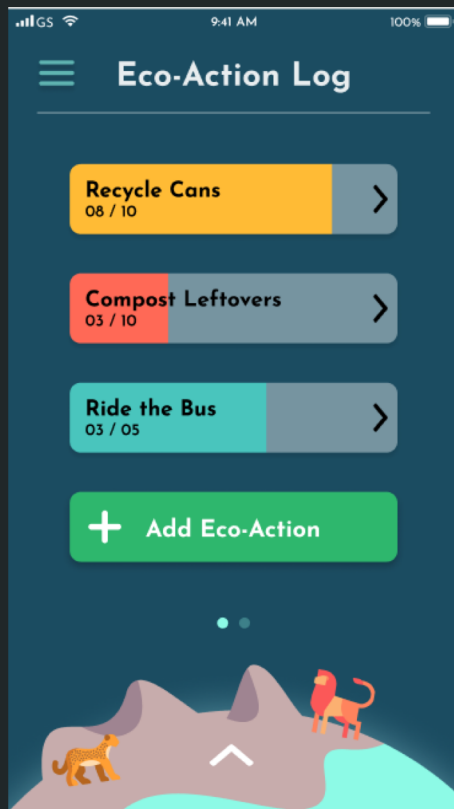
# Back to the board...



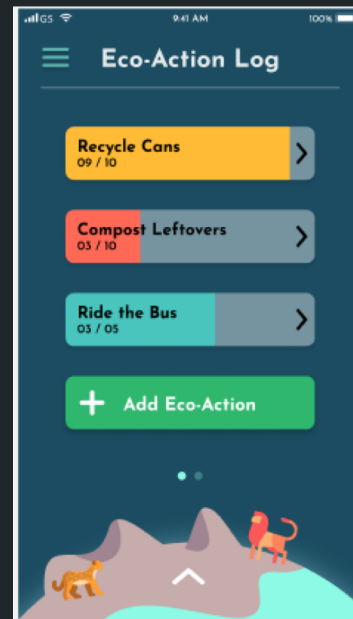
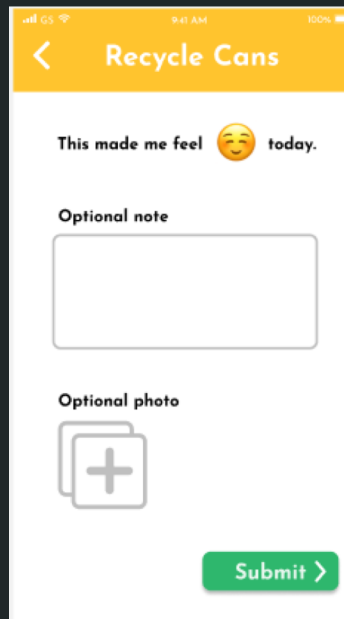
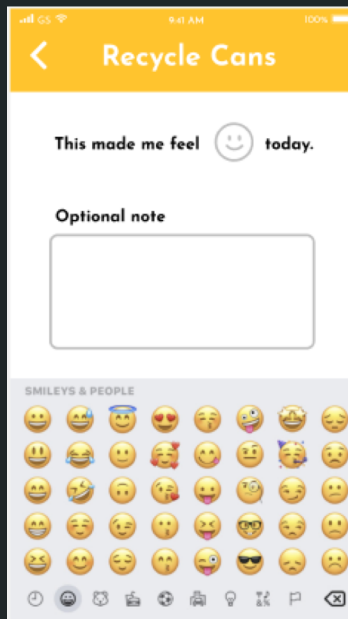
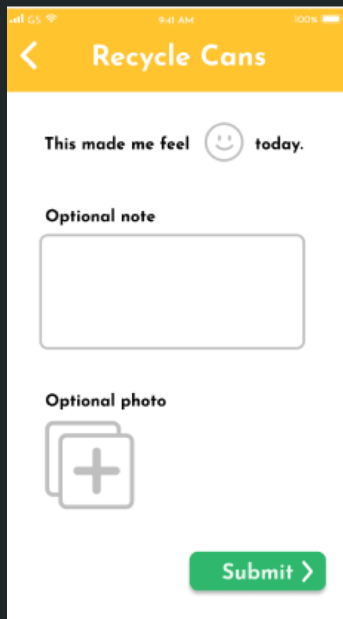
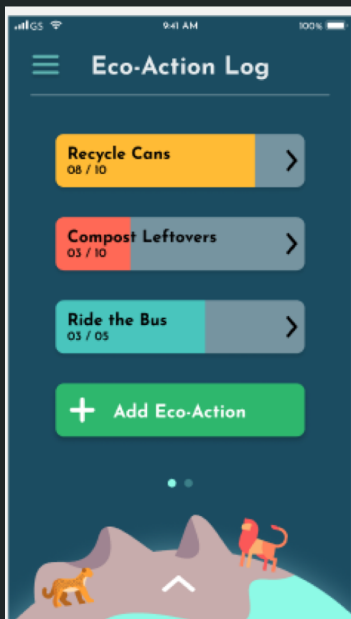
# Redesign of Home Screen



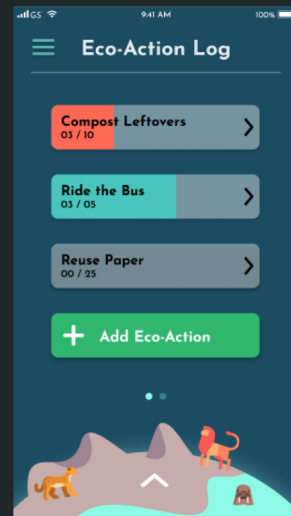
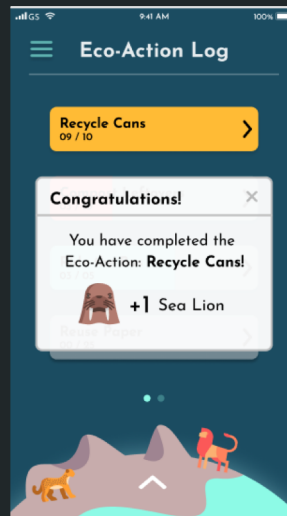
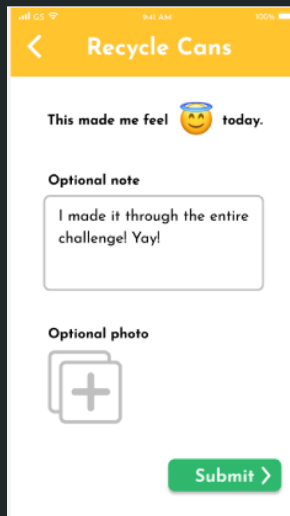
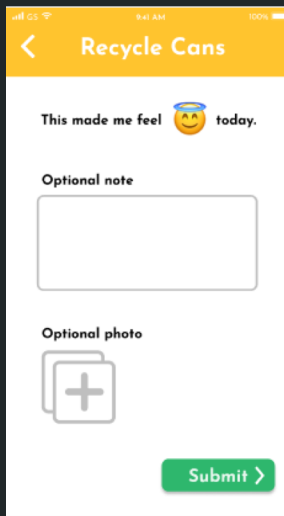
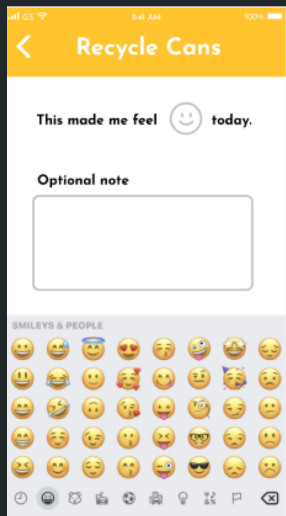
# Task 1: Add New Eco-Action



# Task 2a: Log Eco-Action

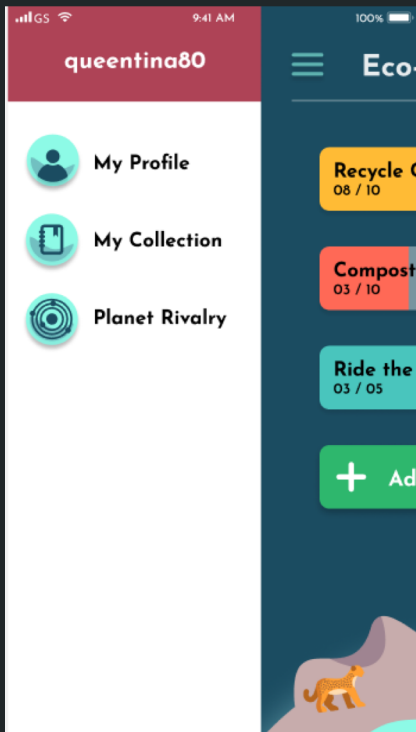
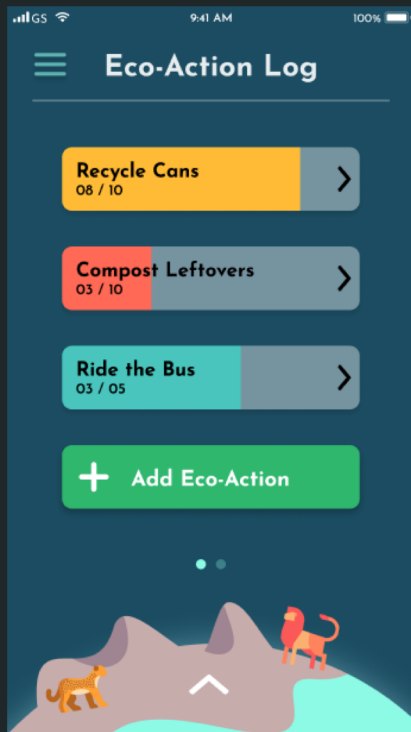


# Task 2b: Complete Logging Eco-Action





# Task 3: Compare Planets



# Appendix

Consent Forms

User Test Summary

Testing Plan + Discussion Guide

Design Revisions 1 & 2

Revised Prototypes 1 & 2