

Redesign #3 & User Research

Team 3 - mömo



Our Team



Sara O.



Julea C.



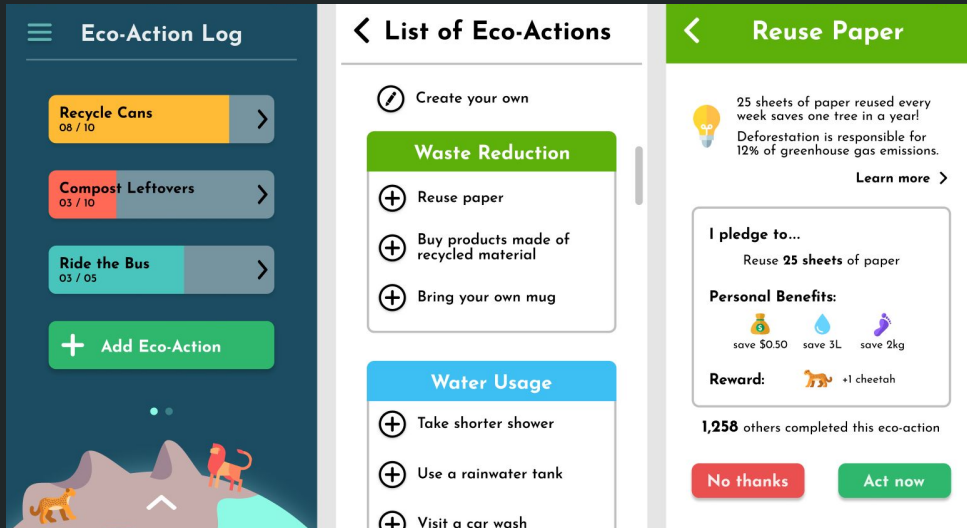
Chloe T.



Cathy W.

Major Design Changes (from HE)

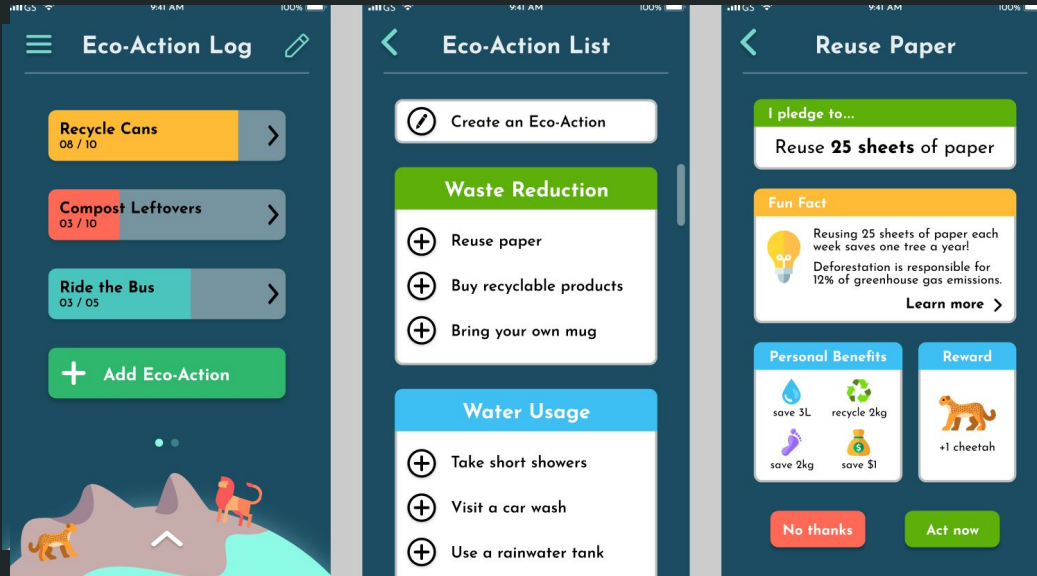
Overall Aesthetic



HEURISTIC EVALUATION

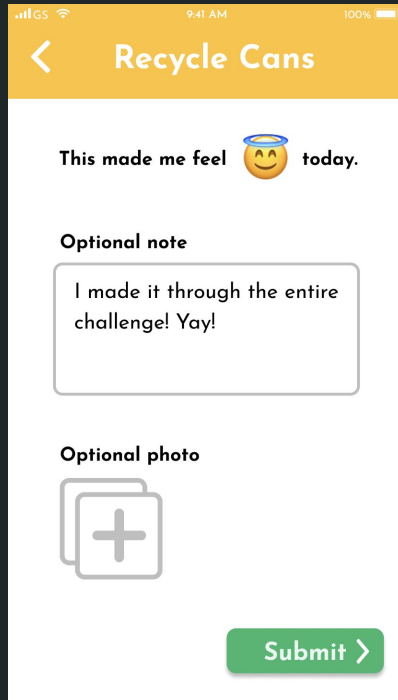
“ These screens look like they come from different apps ”

Overall Aesthetic



- All screens have dark blue background color
- Standardized the design of information “bubbles” (colorful top banner)

View Past Logs

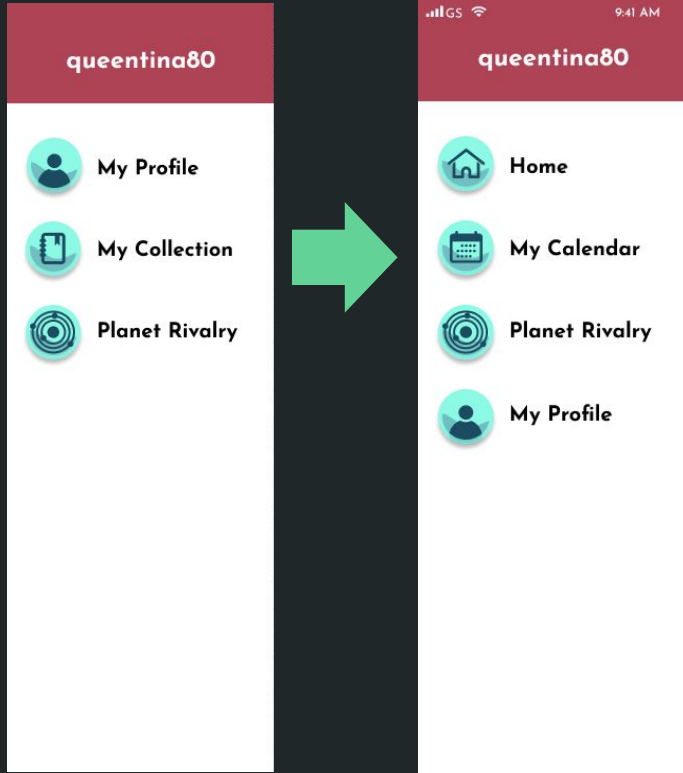


The screenshot shows a mobile app interface with a yellow header bar containing a back arrow and the title "Recycle Cans". Below the header, the text "This made me feel" is followed by a "grinning face with halo" emoji and the word "today.". Underneath, the label "Optional note" is above a text box containing the text "I made it through the entire challenge! Yay!". Below the text box, the label "Optional photo" is above a photo icon consisting of two overlapping squares with a plus sign. At the bottom right, there is a green "Submit" button with a right-pointing chevron.

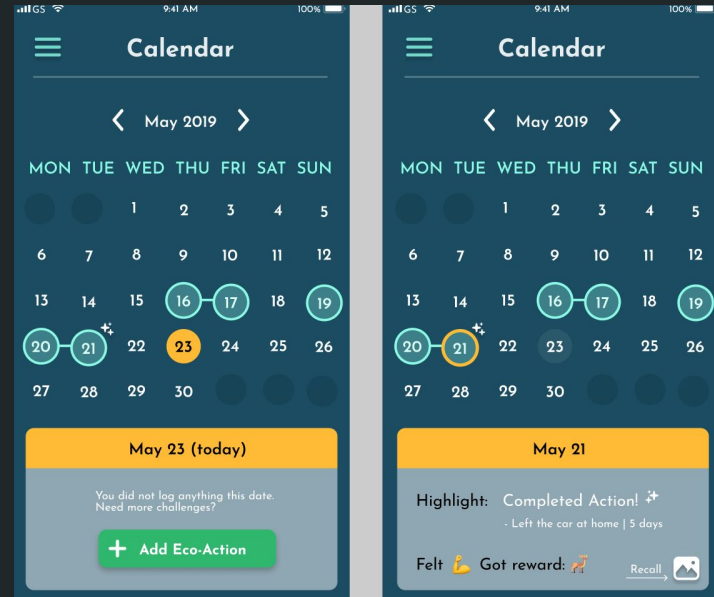
HEURISTIC EVALUATION

“ Users spend time to log notes and feelings,
but there’s no way to view past entries ”

My Calendar



- Added calendar functionality
- Accessible through hamburger

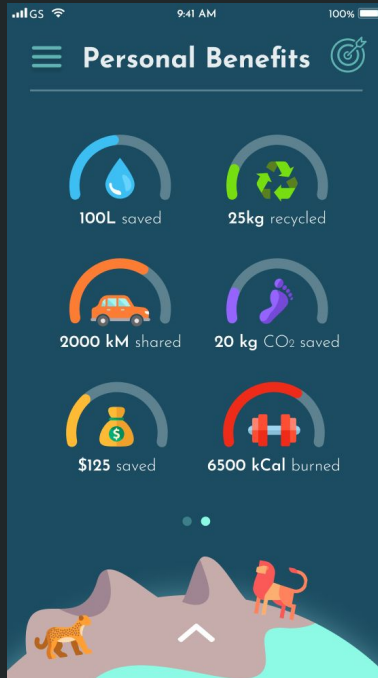


My Collection



- Newly implemented
- Can view actions related to previous animal rewards
- Motivate users with unlockable animals

Personal Benefits

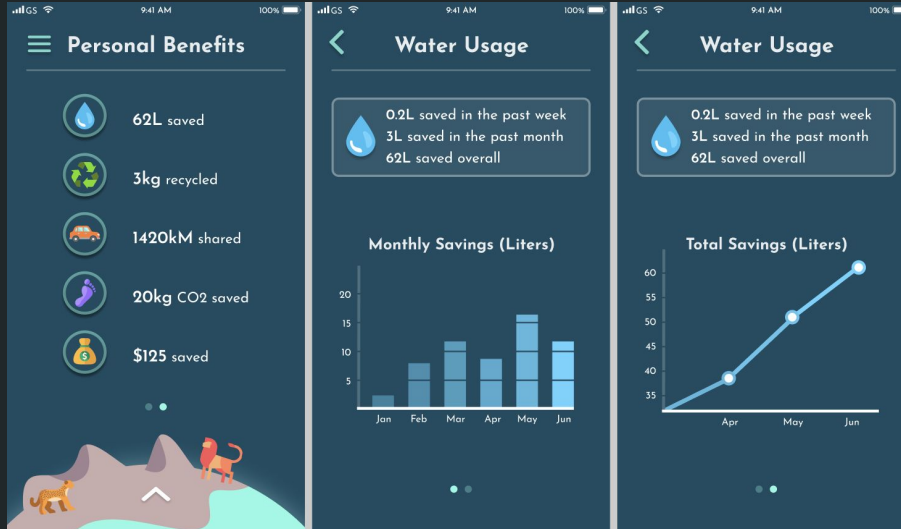


HEURISTIC EVALUATION

“ How do numbers correlate with the progress bar? ”

“ Is there a limit? Who sets the goal limit? ”

Personal Benefits



- Removed progress bars
- Switched to a cumulative tracker
- Able to track savings in more detail & see progress over time

Planet Rivalry

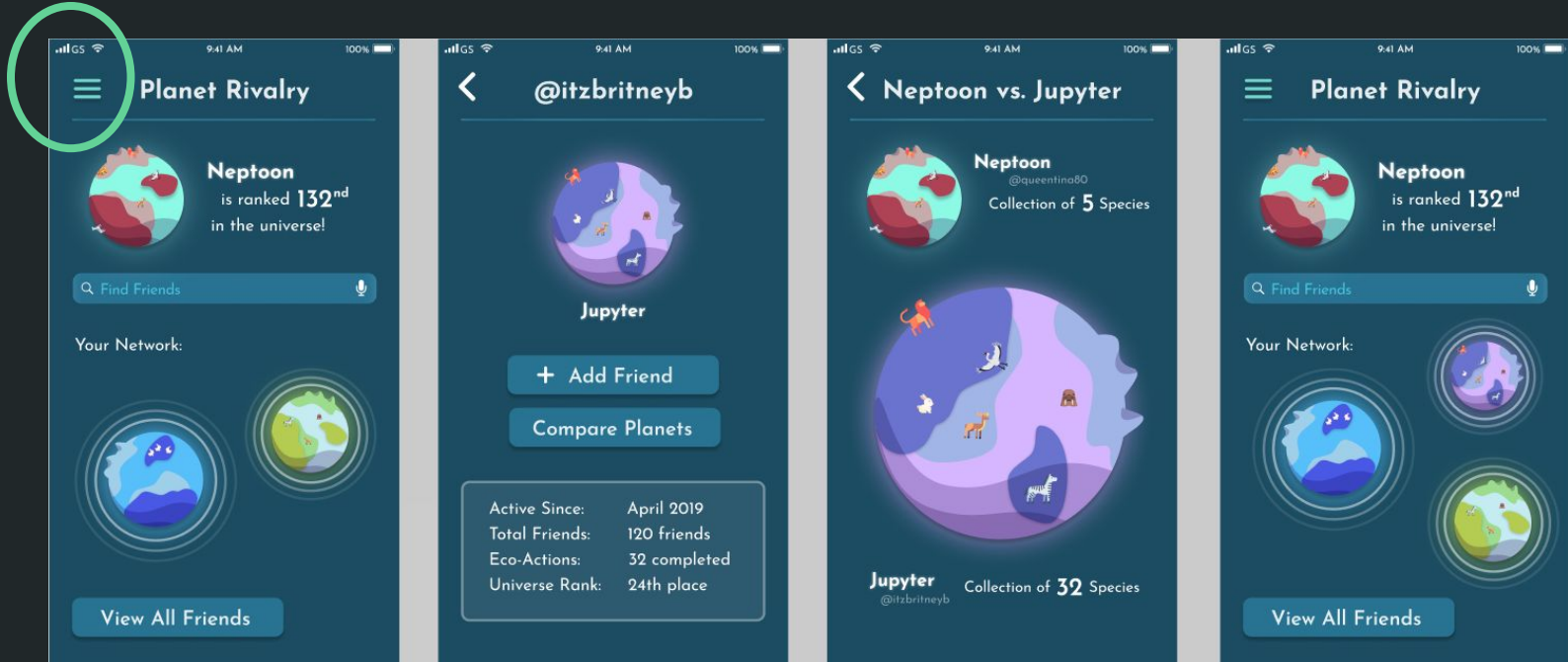


HEURISTIC EVALUATION

“ No way to add friends ”

“ Why did you replace the hamburger with a back icon? ”

Planet Rivalry



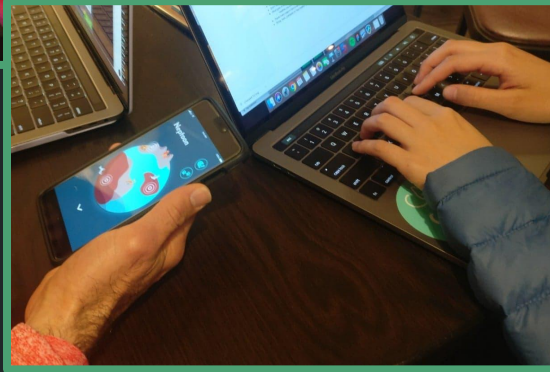
Testing Summary

Testing Goals



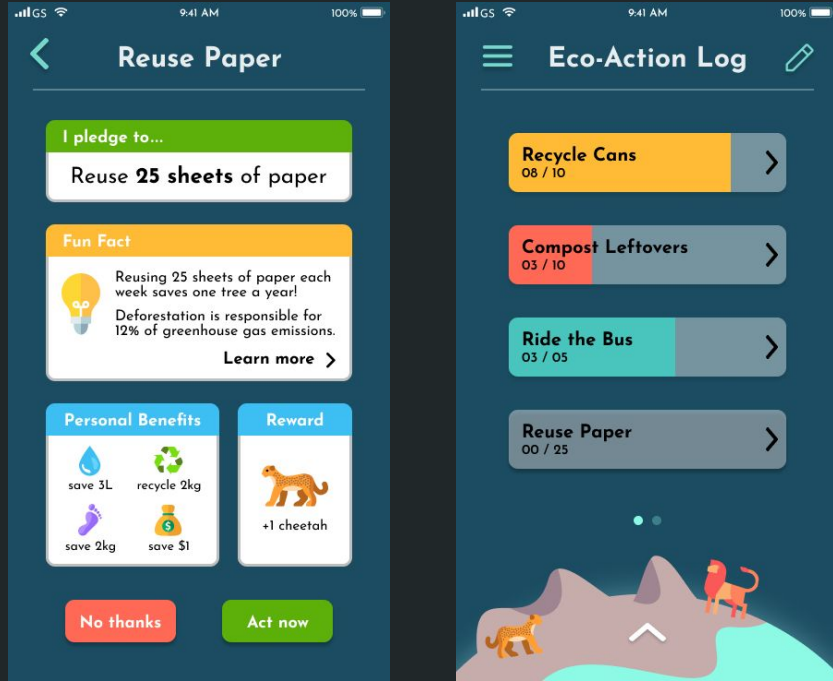
- Test new functionality
 - My Collection
 - My Calendar
- Test redesigned task flows
 - Planet Rivalry
 - Personal Benefits
 - Eco-Action Log/Pledge

Testing Plan



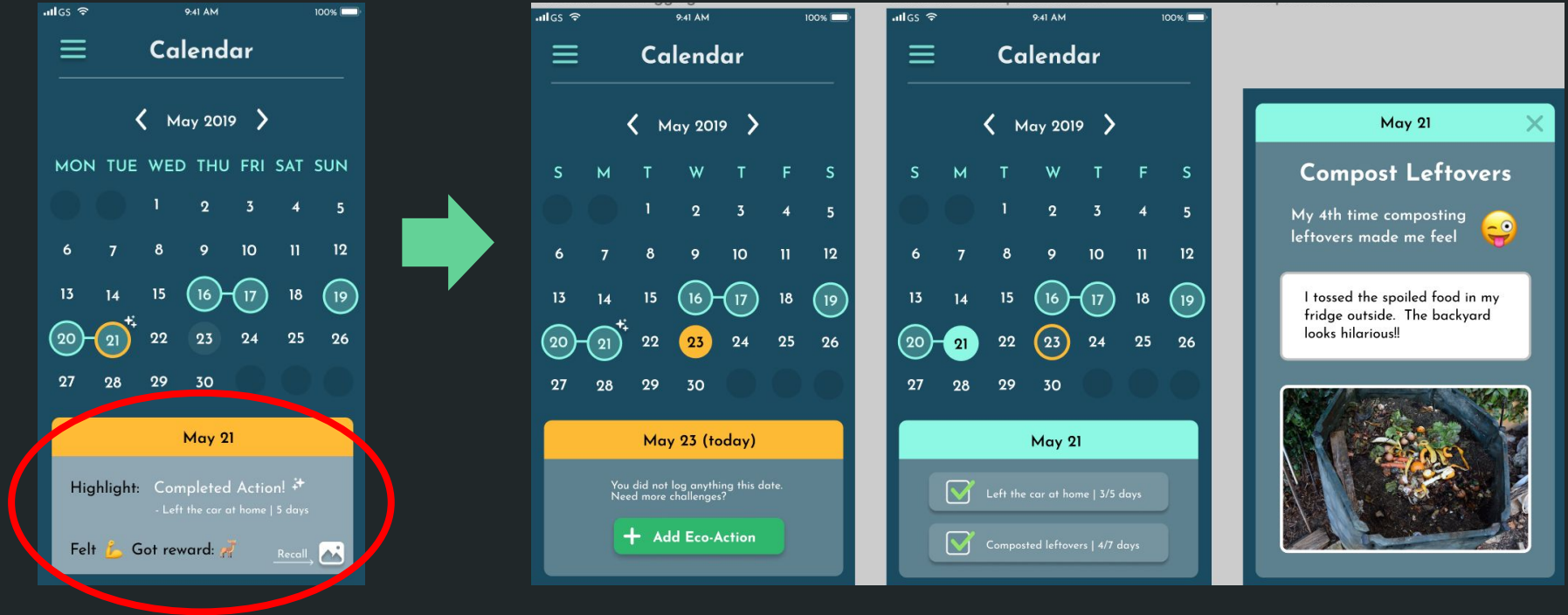
- Tested with 3 users:
Kyle, Ash, Andrea
- Recruited at Starbucks
- 15-20 minute testing sessions
- Rapid iterative testing (RITE)

Summary of Testing



- Overall, people thought the app was fun + well designed
- Pledge Page received positive feedback, supporting new design
- Overwhelming number of functions— some were not very essential or intuitive

Iterative Design Change #1



Iterative Design Change #2



People wanted to see the planet deteriorate if the user neglected to log Eco-Actions

Moving Forward

Future Testing:



- Will aim to complete second round of testing by Monday, June 3rd
- Will schedule more people **in advance** rather than approaching people

Future Design Iterations:



- Plan on prototyping a new user task flow & then revising our returning user task flow
- Emphasize the AI component of app through **push notifications** and **recommended Eco-Actions**

Questions/Concerns/Worries



- Transition from new user onboarding to an experienced user's version of the app
- Best ways to showcase AI-involvement?
- Should we limit Eco-Actions to a max of 4?
- How to show actions that happen across time?
(e.g. having planet decay over time as you use the app less frequently)

Appendix

Prototype 3 Link

README Prototype 3

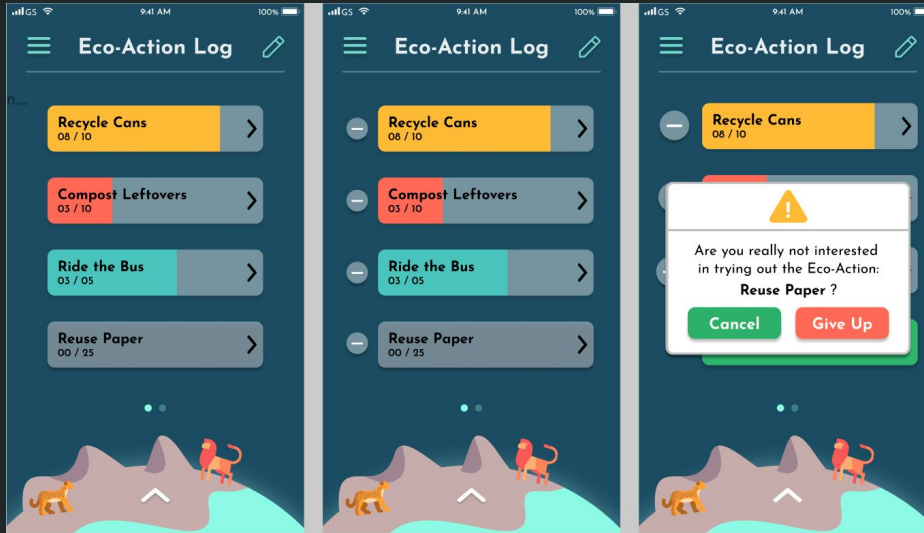
Prototype 4 Link

Questions/concerns/worries

Testing Summary

Design Decisions Summary

Added Edit Homepage

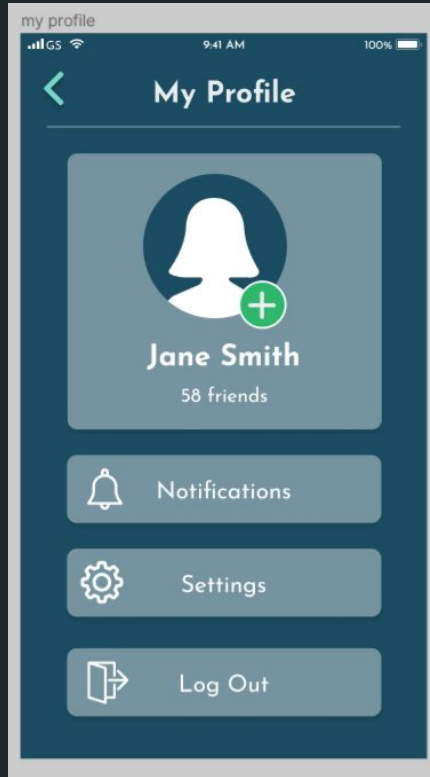
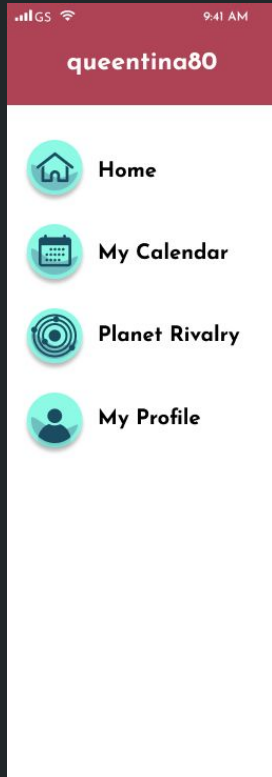


-HE pointed out that there was no way to delete an eco-action

-Thought this was a major violation of the “user control and freedom” heuristic

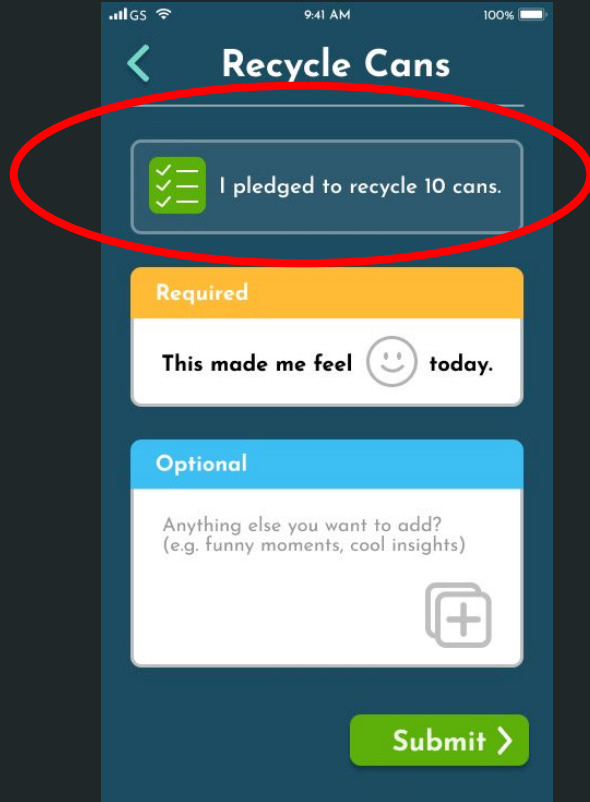
- Created ability to delete eco-actions, but discouraged people to do so by using phrase “give up”

Added Profile Page



- Implemented missing functionality from hamburger menu

Iterative Design Change #3



Changed button to look unclickable (green to white)

