



Sketching, Low-fi Prototyping & Pilot Usability Testing



Our team:



**Fahad
Nabi**



**Lyndsea
Warkenthien**



**Elysia
Smyers**



01

Introduction



Value Proposition:

Our platform is a **community-focused** platform designed for individuals undergoing **lifestyle transitions**. We prioritize **physical and mental** wellness by encouraging **group-goal** accomplishments, uniting people in their shared journey towards better **well-being**.

Our Mission Statement: A collective pursuit of well-being.

The Birth of Our Name: Derived from the Greek word, Enosis, which refers to the movement of communities that formed the modern political and social union of Greece

Value Proposition:

Leverage the power of **community** to motivate, inspire, and drive progress.

No one goes through a lifestyle or wellbeing change **alone.**

Problem Space:

Lifestyle transitions can often be lonely, causing feelings of isolation, discouragement, and a sense of being overwhelmed

Solution Space:

By setting shared goals, members can motivate and push each other forward, creating a snowball effect of positivity and progress

Roadmap

01 Introduction

02 Sketching
Explorations

03 Selected interface &
rationale

04 Low-fi prototype
construction

05 Low-fi prototype: 3
task flows

06 Testing methodology

07 Testing results

08 Discussion

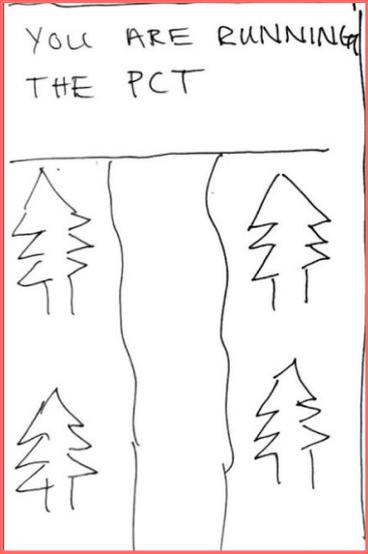
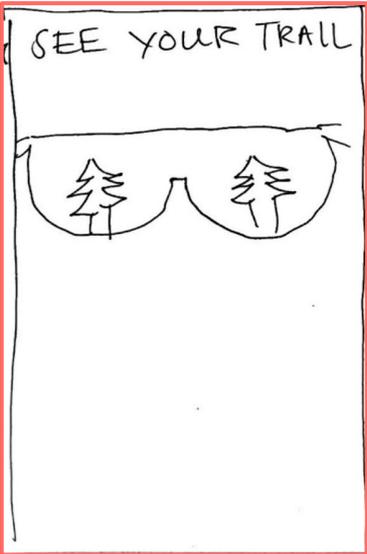
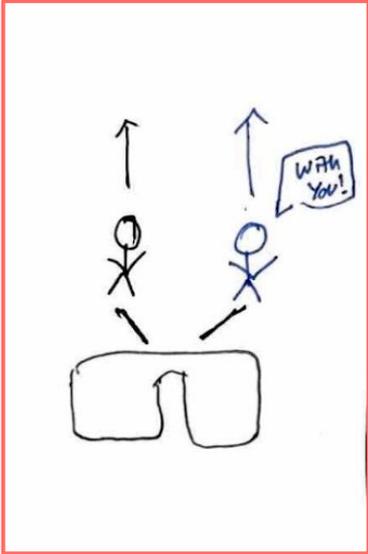
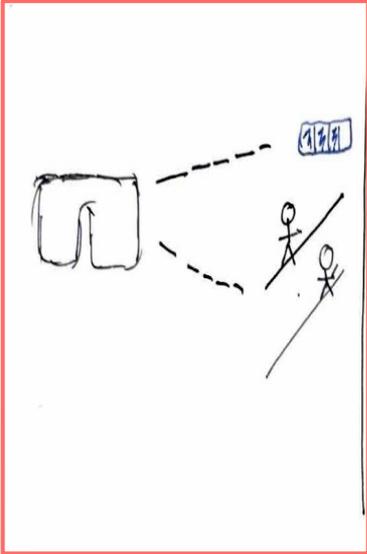
09 Appendix



02

Sketching Explorations

Explored Realization #1: AR/VR



Explored Realization #2: Speech



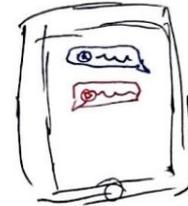
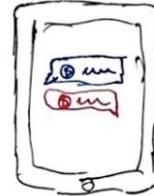
SYNC YOUR
MUSIC
WITH THE
GROUP

DO YOU WANT
A RECOMMENDATION?

I'M GOOD!

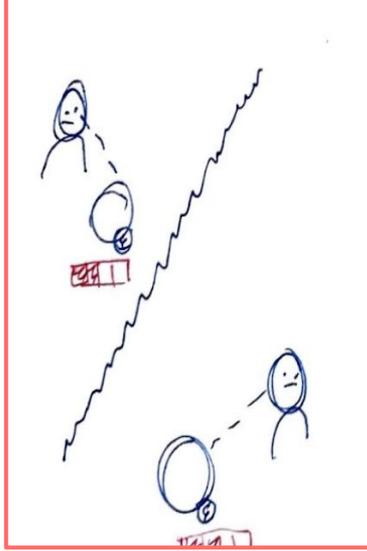
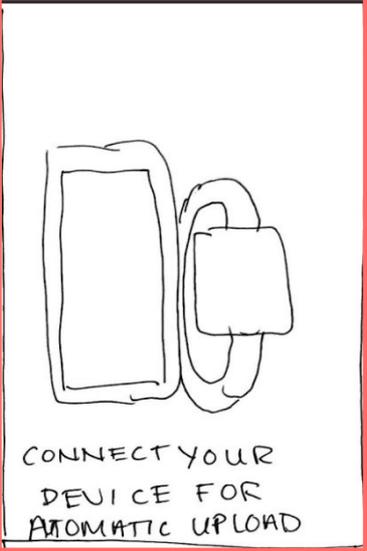
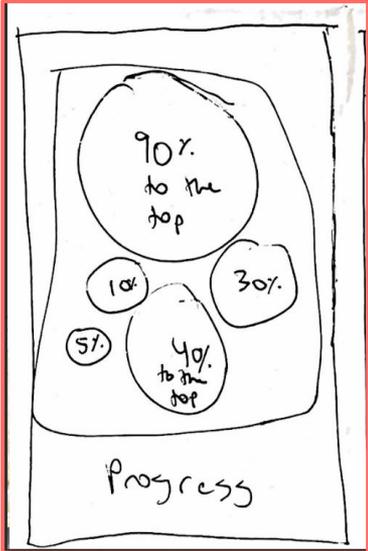
OK, HERE TO HELP

RECORD YOUR
THOUGHTS ABOUT
YOUR ACTIVITY

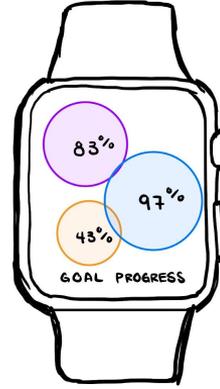
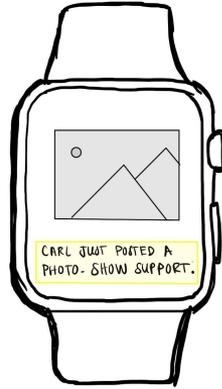


record
encourage
group

Explored Realization #3: Wearable



Fleshed Out Realization 1: Wearable



Wearable: Tradeoff Analysis

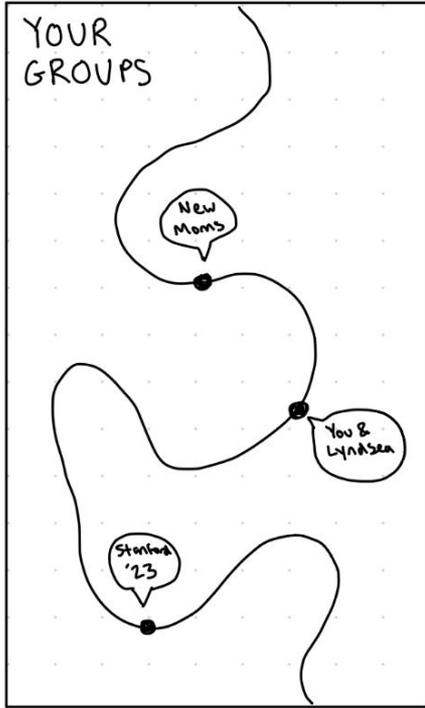
Pros

- Integration with other health apps to broaden the ecosystem for the user
- Physical devices can be physical reminders of users' commitment to logging activities
- Real-Time data collection

Cons

- Affordability – wearables are an extra expense for users
- Increase distraction that could cause additional stress for the users
- Privacy risk – wearables allow for robust collection but that could be overwhelming to some users

Fleshed Out Realization 2: Mobile App



Everest Logbook

Group: You & Fahad

Elysia on 9/3/23:

Ran 4 miles, felt great!

Fahad on 9/4/23:

Walked 3 today, dog loved it!

Elysia on 9/5/23:

Ran 1 mile and walked the remaining 2... not ideal



SMC 2023: We were here

Elysia *Jack*
Rach *Henry*

Mobile App: Tradeoff Analysis

Pros

- Adventure-focused representation that mimics the adventure aspects of outdoor activities -- minimizes data focus relative to other fitness apps
- Prioritizes social aspects of outdoor activity; Community-centered platform which offers shared groups and promotes 1:1 interactions across group identities

Cons

- Requires more manual logging of activity with qualitative notes rather than just automatic quantitative reporting
- No real-time data collection
- Possible for bad actors to populate guest books with negative/harmful content
- Requires a lot of initial activation and user adoption from a diverse number of backgrounds/lifestyle transitions to truly make the social aspect work



03

Selected interface & rationale

Selected interface: Mobile app

	Decision Criterion	
	Wearable	Mobile Application
Scale	Low	High
Impact	Medium	High
Effort	Medium	Medium
Risk	High	Low

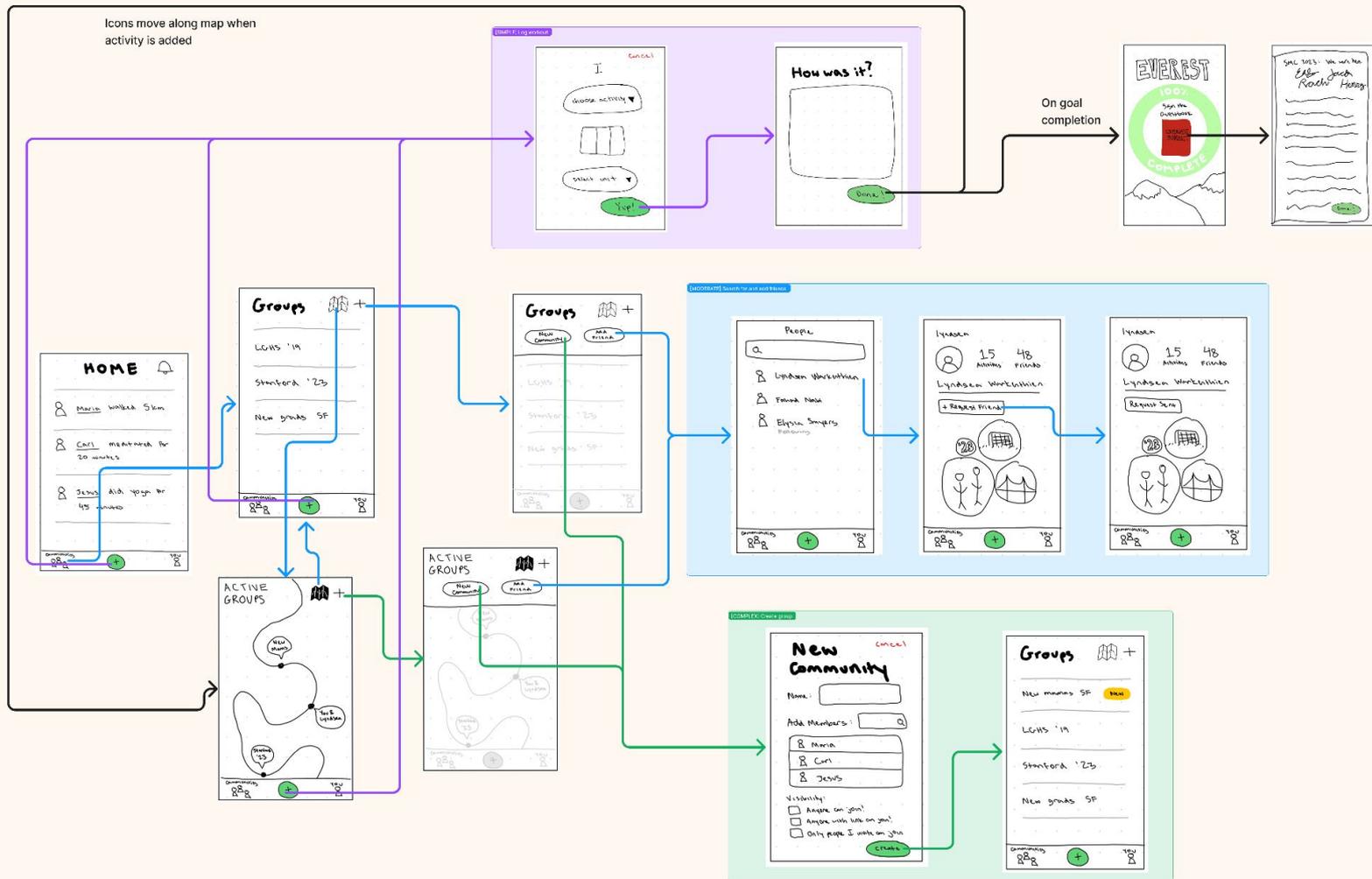
Although the wearable device would be a unique solution in our problem-space, a mobile application wins because it is much **easier to scale** on cross-platform devices, provides people with the **power to build greater communities and support networks** and it is more accessible (i.e., fewer people have the means to afford a wearable device), and **requires less engineering effort** as the application version can be continuously updated/launched to address tweaks.



04

Low-fi prototype construction

Low-fi prototype construction

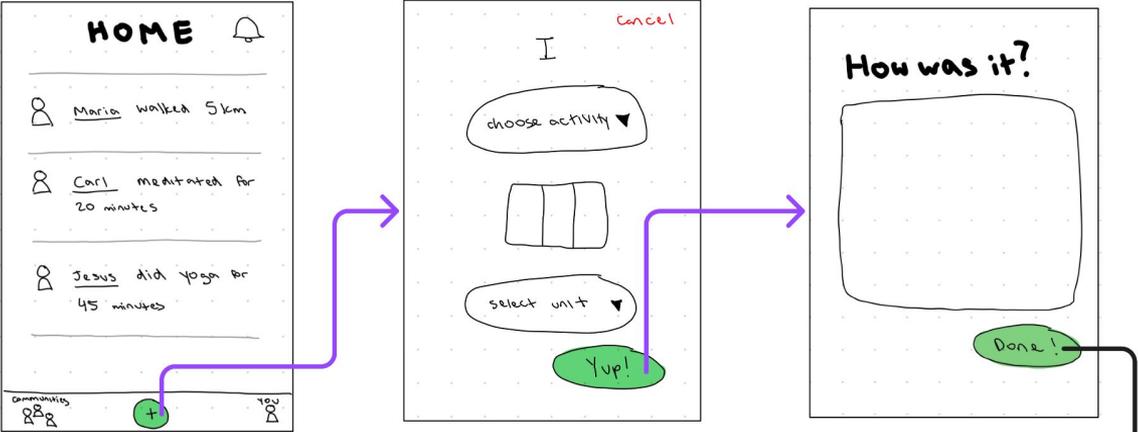




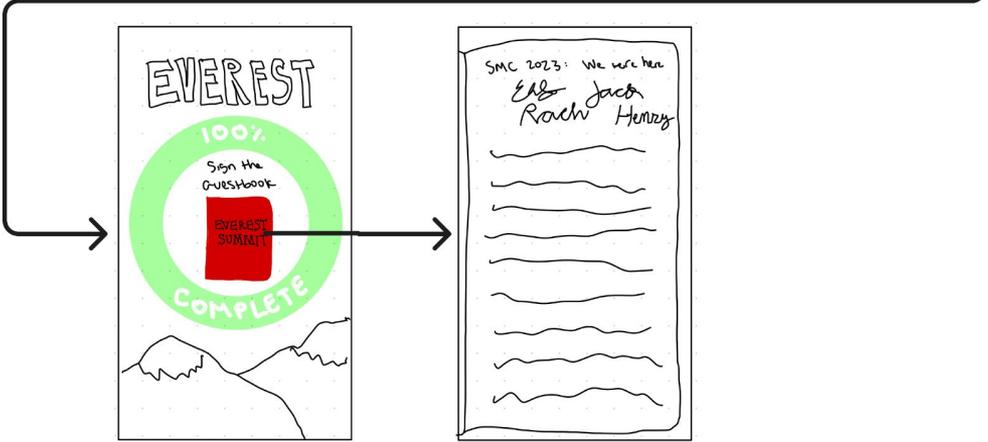
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**Low-fi prototype:
3 task flows**

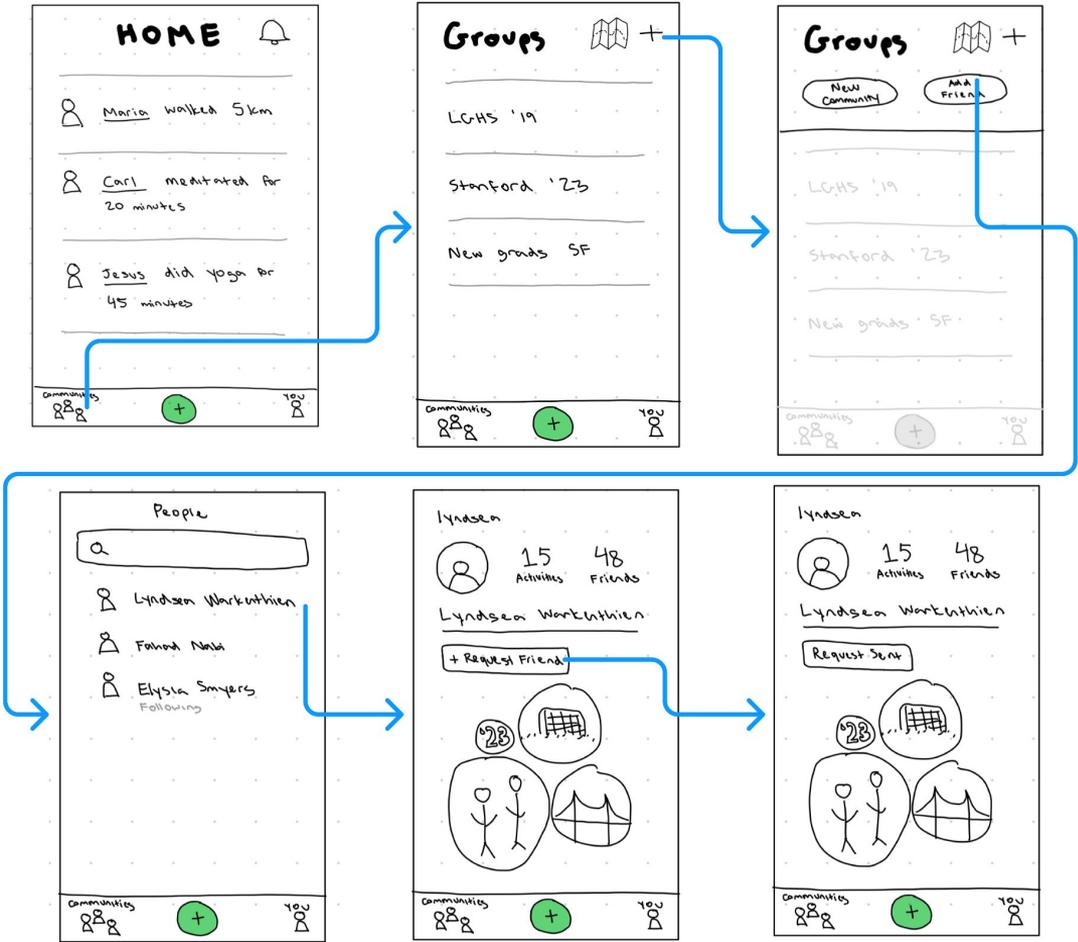
Simple Task: Log a Workout



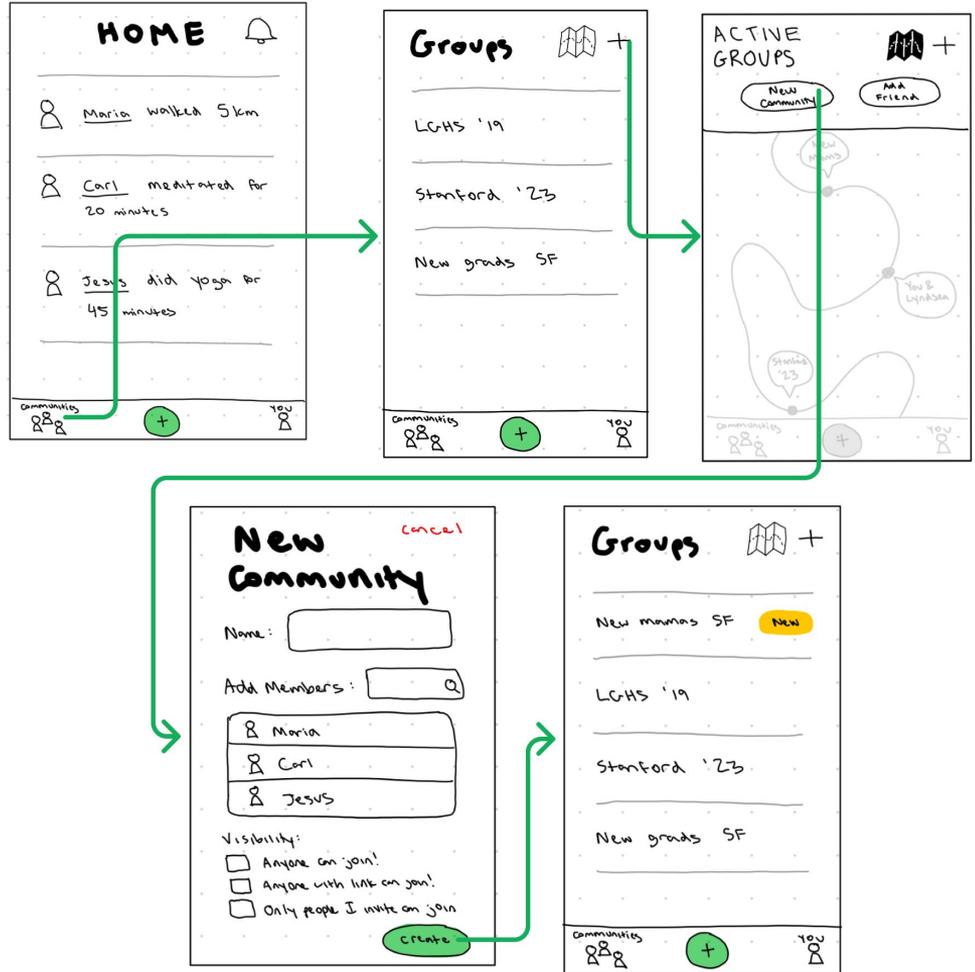
On goal completion



Moderate Task: Search for and add a friend



Complex Task: Create a group





06

Testing methodology

Participant selection:



Phyllis
New Hobby

*She/Her, 70
Years Old*



Milton
New Pet Owner

*He/Him, 75
Years Old*



Roger
Retirement

*He/Him, 58
Years Old*



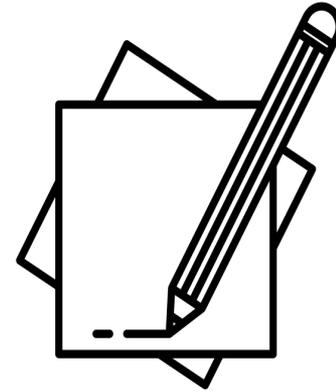
Diane
New Parent

*She/Her, 31
Years Old*

Environment and Apparatus:



Stanford Shopping Center to
get new user's who are not
familiar with the app



Lo-fi Prototype
iPhone for Voice Recording
iPhone for Photo Capture
iPad for Consent Forms

Procedure: team member roles



**Fahad
Nabi
Computer
Facilitator**



**Lyndsea
Warkenthien
Facilitator
Computer**



**Elysia
Smyers
Facilitator
Observer**

Procedure: description of process

- Give user the context of our Lo-Fi Prototype
- Gather information about the participants (seeking participants with lifestyle change)
- Present the premise of the prototype
- Participants complete the 3 task as we noted their behaviors and verbal reactions
- Gauge understanding of the app
- Ask for reflection on functionality – What went right? What was unclear?
- Asked for final feedback, any improvements we could make, answer any questions
- Thank them for their participation

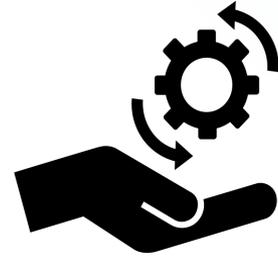
Usability goals:



Fun: Does the user have fun signing the guest book of a goal



Learnability:
Faster 2nd time logging activities



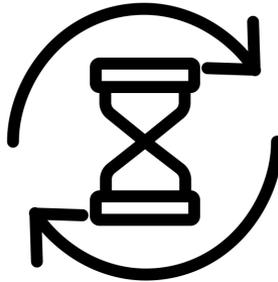
Efficient:
Performing the task does not waste effort and easy to complete

Key measurements

Fun Key Metric
(Yes/No Binary):
Does the participant
have fun signing the
guest book?



Learnability Key Metric
(Minutes/Seconds):
Task Completion Time?



Efficiency Key Metric
(Scale 1-5):
How easy is the task
to complete?



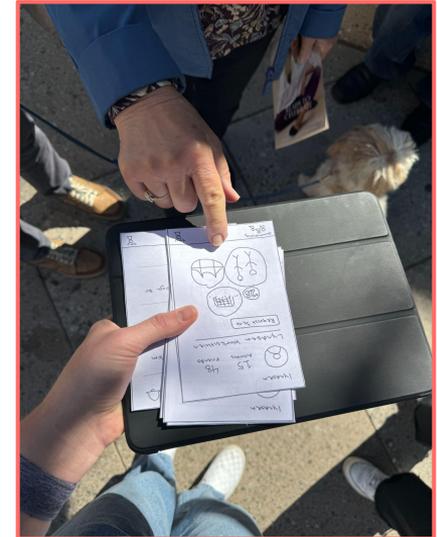
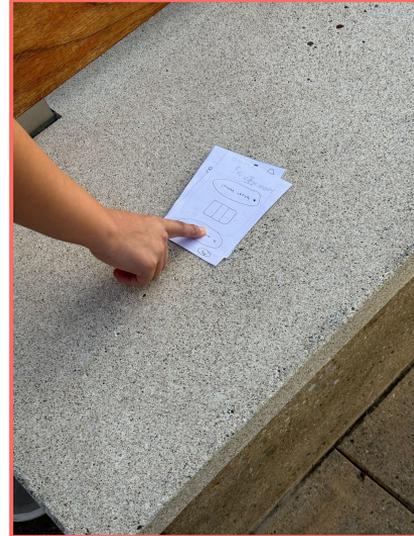


07

Testing results

Process data (Big Picture Happenings):

- **Participants**
 - a. Phyllis - New Hobby (Yoga)
 - b. Milton - New Pet
 - c. Roger - Newly Retired
 - d. Diane - New Parent
 - e. Phyllis, Milton, Roger are friends.
- **Behaviors**
 - a. Demonstrated curiosity of the application (i.e, like a game)
 - b. Asked several questions pertaining to their hobby and making friends
- **Insights**
 - a. Need for Encouragement to Try Something New
 - b. Contextualized the app to align with their own goals of improvement



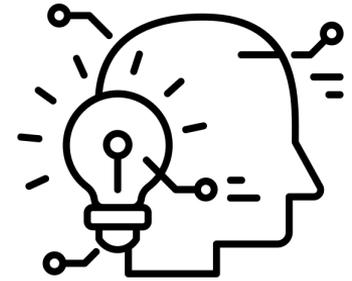
Bottom-line data:



- **Usability Goal: Fun**
 - a. Key Metric: Binary (Yes/No)
 - b. Result: All participants found signing the guestbook fun after task completion
- **Usability Goal: Learnability**
 - a. Key Metric: Task completion time
 - b. Result: Average decrease of 3 seconds on repeated task completion (Noted possible skew due to group testing with Phyllis)
- **Usability Goal: Efficiency**
 - a. Key Metric: Ease of completing tasks on a scale of 1-5
 - b. Result: Varied feedback, with some tasks deemed less intuitive by Phyllis and Milton

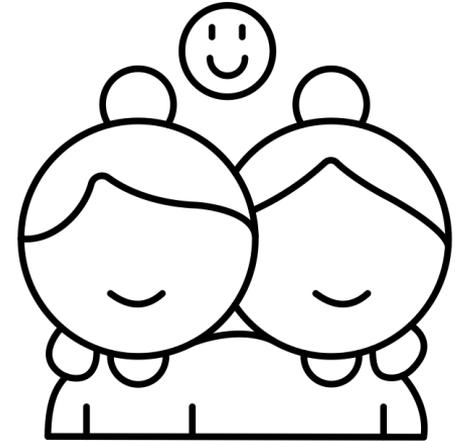
Other relevant observations:

- Positive reinforcement from group testing may have influenced results
- Task of searching and adding friends found less intuitive by some participants



Achieve usability goals on key measures:

- Overall positive response to the fun factor in the app
- Learnability seems improved upon repetition, though group influence must be considered
- Some efficiency issues highlighted, especially concerning friend features

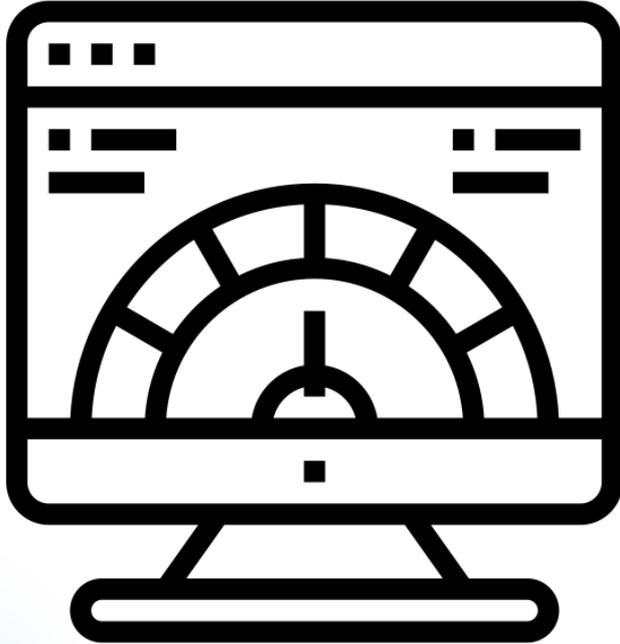




08

Discussion

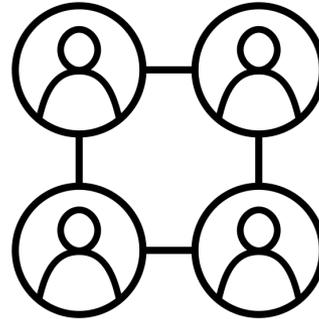
Implications of our findings:



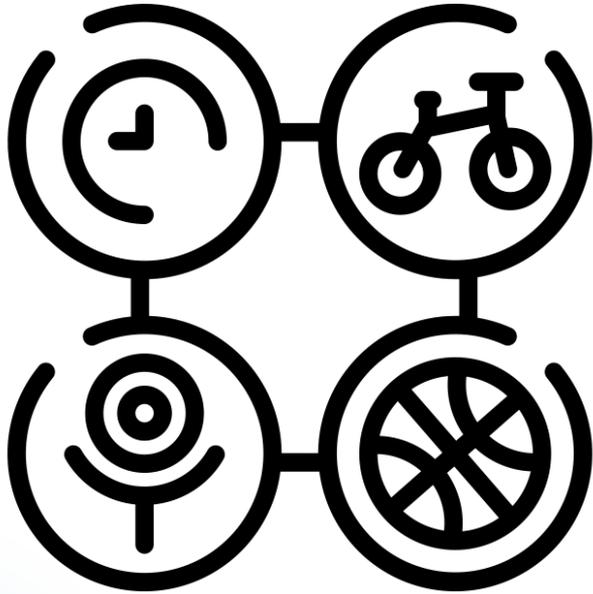
- The application offers an engaging experience (evidenced by the fun metric)
- Users can adapt and learn features quickly
- Friend-related functionalities might need improvement for more intuitive navigation

Next Steps (results for design changes):

- Enhance clarity for addition features, possibly by redesigning buttons or providing clearer instructions
- Clarify friend searching and adding friends
- Use color for guidance and “click” feedback
- Decrease dwell time on profile screen to increase exploration of rest of app



What testing couldn't reveal:



- Testing cannot tell us about the motivation it takes to pursue activities/hobbies
- Need for broader user testing to generalize feedback, especially considering the variance in feedback between participants like Diane and the group
- Lo-fi testing cannot tell us about habit formation



Thank you!



09

Appendix

- **FigJam**
- **Critical Incident Log**
- **Consent Forms**
- **Helpful Icons for Slides**