



Interactive Medium-Fi Prototype



Our team:



**Fahad
Nabi**



**Lyndsea
Warkenthien**



**Elysia
Smyers**

Roadmap

- 01** Value Proposition
- 02** Problem/Solution Space Overview
- 03** Design Values and Tensions
- 04** Key Tasks
- 05** Usability Goals and Key Measurements
- 06** Revised Interface Sketches
- 07** Medium-Fi Task Flows
- 08** Prototype Implementation
- 09** Appendix



01

Value Proposition

About:

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.

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

Key User Benefit:

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

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



02

Problem and Solution Space Overview

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



03

Design Values

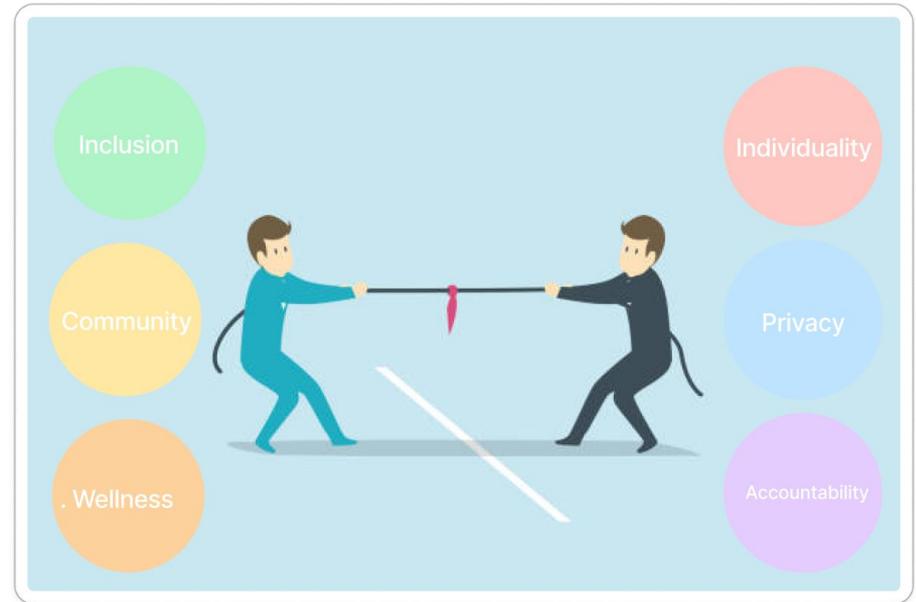
Design Values



Balancing Tensions

Finding the right balance between design values will require extreme user testing, ongoing user feedback, and evaluating tradeoffs with our MVP.

- Inclusivity vs. Individuality: While building an inclusive community, specific individual preferences may not be represented → **1 on 1 Biweekly Coffee Match/Pairings**
- Community vs. Privacy: Building community requires one to put themselves out there, and share individual life experiences which may be private → **Group Leaders and Establishing Platform and Community Norms**
- Wellness vs. Accountability: Strict accountability may have adverse effects on one's own wellness if they aren't aware of their limitations → **Weekly Wellness Check-In**





04

Key Tasks

I

**SIMPLE
TASK**

Log A Physical Activity



II

**MODERATE
TASK**

Search For/Add A Friend



III

**COMPLEX
TASK**

Create A Group





05

Usability Goals and Key Measurements

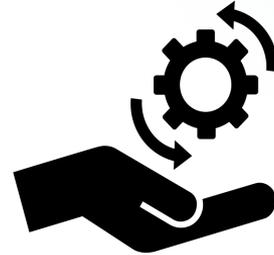
Usability Goals:



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



Learnability:
Does the user log
activities faster the
second time?



Efficiency:
Would completing
this task be easy and
not a waste of
effort?

Key Metrics

Fun Key Metric

(Scale of 1-5):

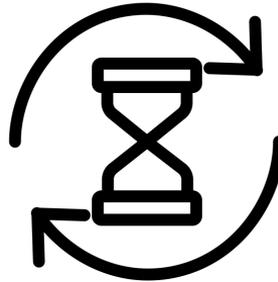
Does the participant have fun signing the guest book?



Learnability Key Metric

(Minutes/Seconds):

Task Completion Time?



Efficiency Key Metric

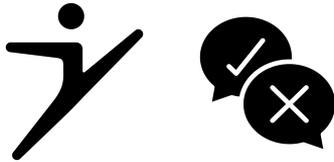
(Scale 1-5):

How easy is the task to complete?



Aligning Product Development With Usability Goals/Metrics

Fun



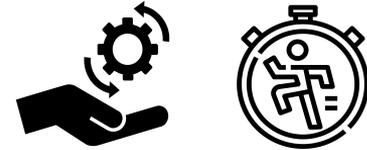
Reveal the Log Book Only To Users Whose Activity Completes Shared Group Goal

Learnability



Provide Visual Components of Key Activities And Simplify Logging UX: "I did [X] for [Y]"

Efficiency



Streamlining UX Workflow When Adding Members and Creating Shared Groups

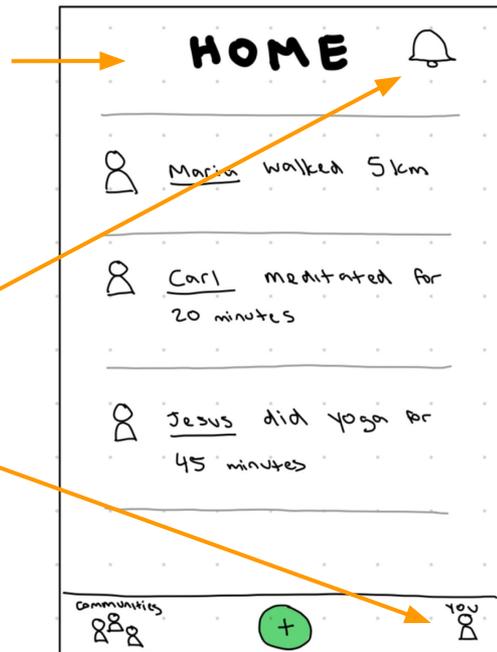


06

Revised Interface Changes

Major Design Change #1: Navigation Bar

Differences In Which Page Feels Most Like "Home"

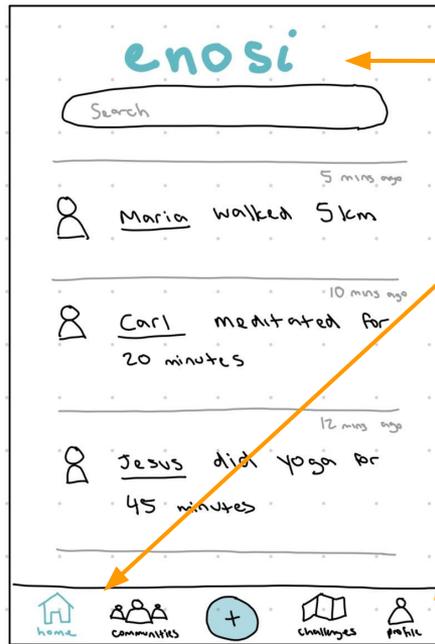


Unintuitive Buttons Which Navigate To "Hidden" Pages

Confusion Over Page Location And Where Users Are

Disjoint and Fragmented User Navigation Experience

What We Learned



Central Home Base Reinforced by Our Branding

Logo Highlights to Indicate Page Location

Uniform Navigation Bar with App Pages (Ecosystem Feel)

How We Revised

Uniform, Intuitive Navigation Path in App Ecosystem

Major Design Change #2: Log Book Access

Cluttered UI with Inconsistent Graphical Elements

Lack of User Control: No Way To Skip Log Book

Confusion Over Purpose and Functionality of Log Book

No Clear Button Interaction

Poor User Experience of Log Book Feature



What We Learned



Ability to Log Activity, Without Signing The Log Book



User Education of Log Book Functionality



Clear Button To Sign Log Book

Intuitive Log Book Experience and Clear User Engagement Path

How We Revised

Major Design Change #3: Group Creation

No Clear Interaction Button that Adds Members

Many Users Were Not Fans of the “List View” Directory

No Visual Way to See Who Is Currently Added (Group Status)

Frustrating UX of Viewing & Adding Multiple Members Concurrently

New Community cancel

Name:

Add Members:

- Moria
- Carl
- Jesus

Visibility:

- Anyone can join!
- Anyone with link can join!
- Only people I invite can join

create

What We Learned

BACK **NEW COMMUNITY** X

CREATE YOUR COMMUNITY

My New Group

-

Friends SEARCH

- ADDED
- ADDED
- ADDED
- ADD

SUBMIT

HOME COMMUNITIES + CHALLENGES PROFILE

How We Revised



Clear Understanding of Member/Group Status (Added or Not)



Interactive Display of Friend Profiles that Match Search Queries



Scroll Bar To Maximize Search Visibility of Profiles

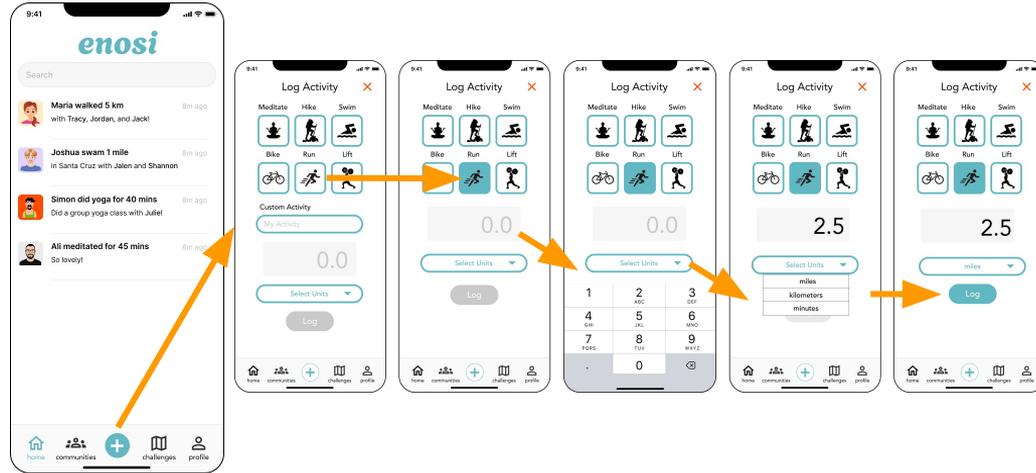
User-Friendly Experience of Adding Multiple Members To A Group



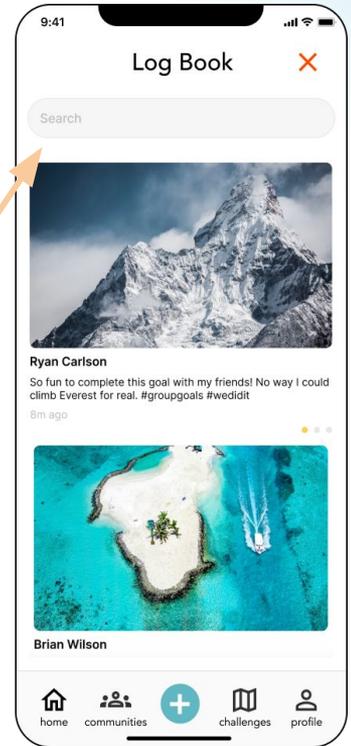
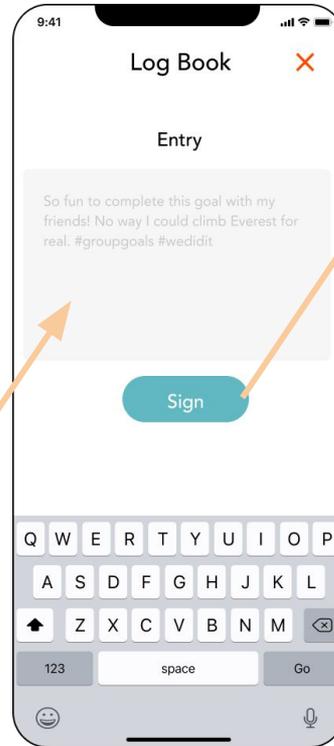
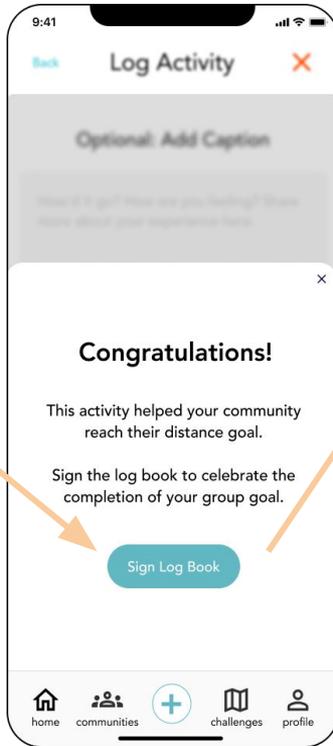
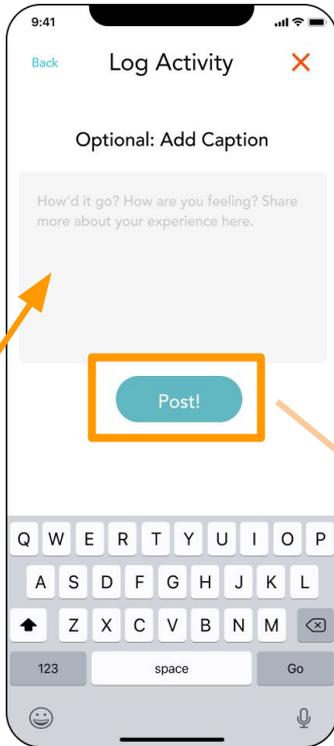
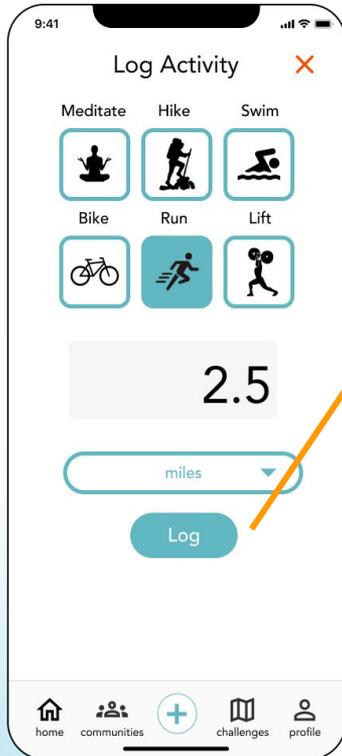
07

Medium-Fi Task Flows

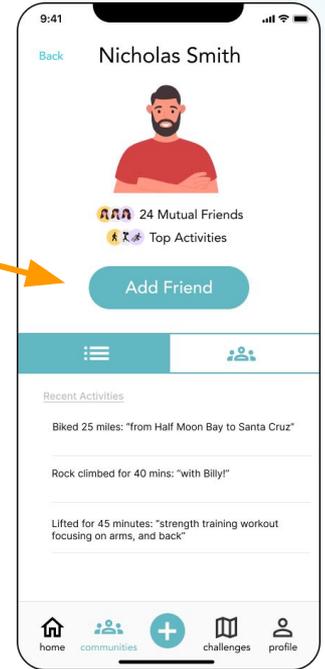
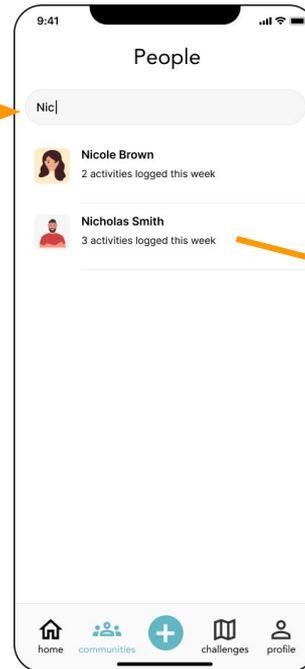
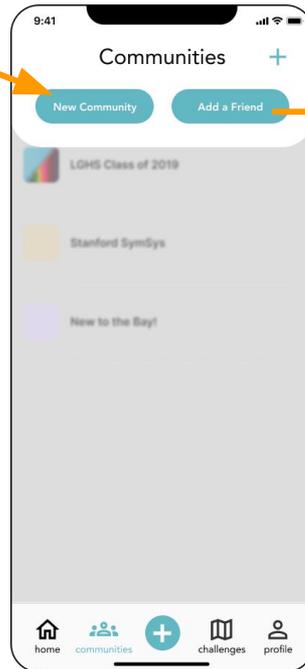
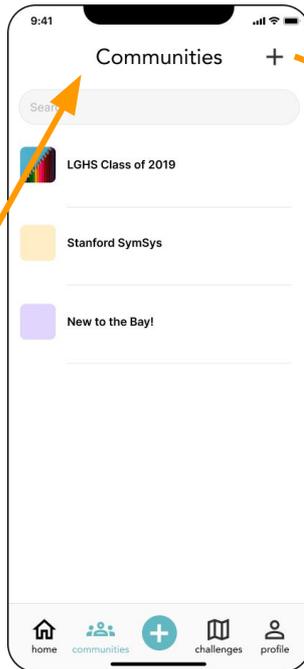
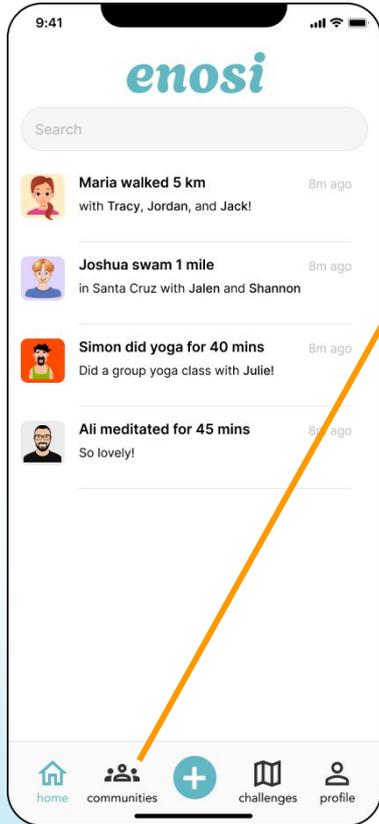
Task 1: Log a Physical Activity



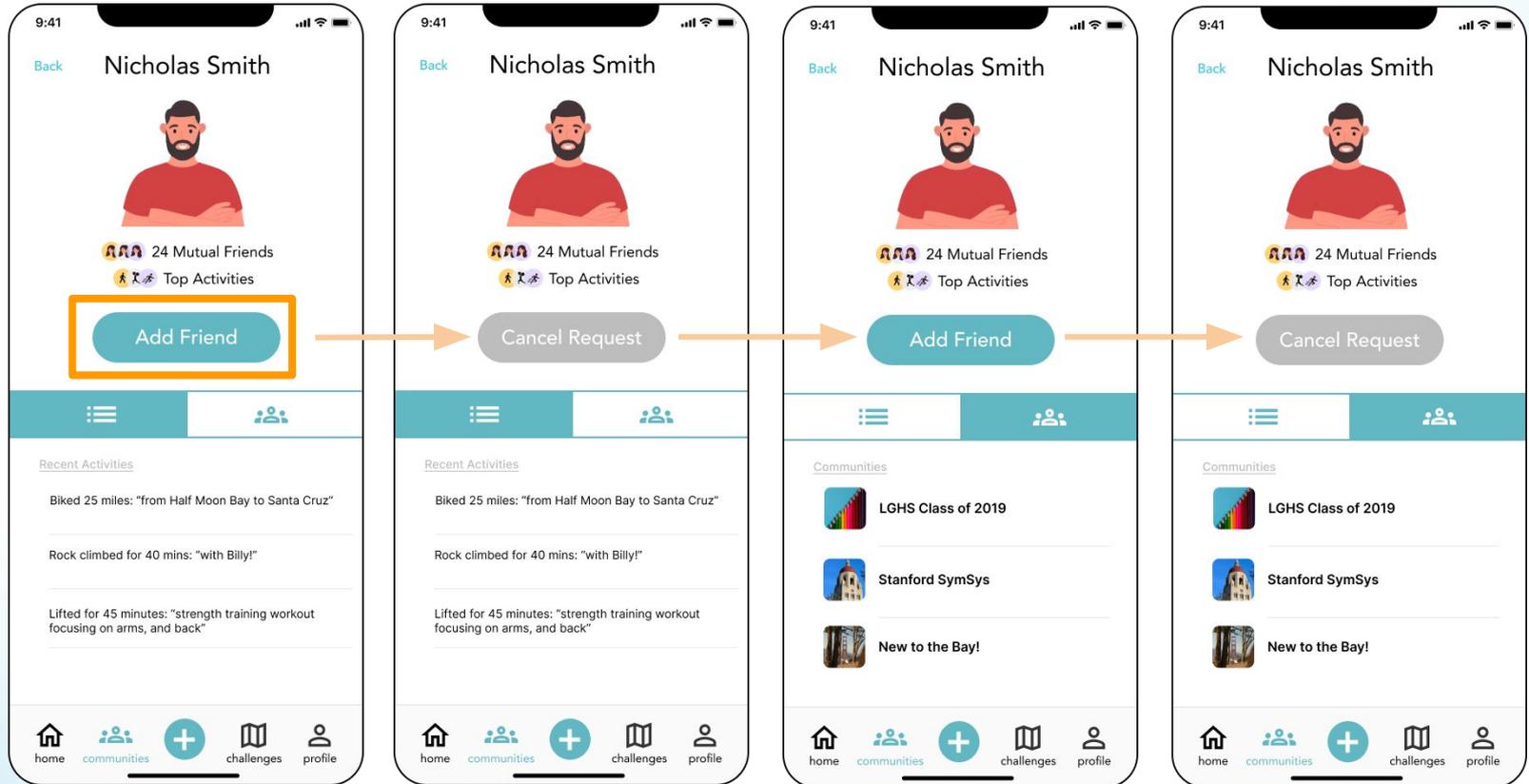
Task 1: Log a Physical Activity



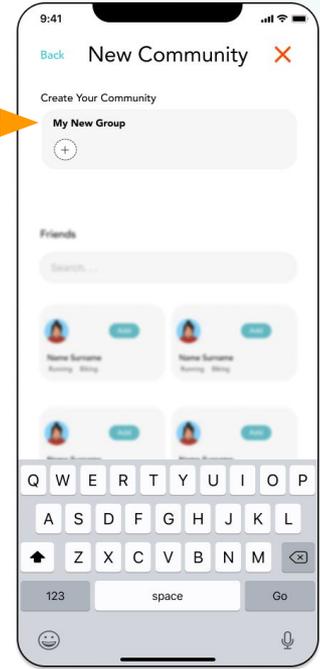
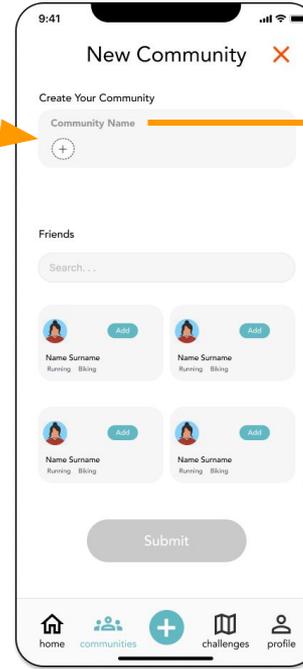
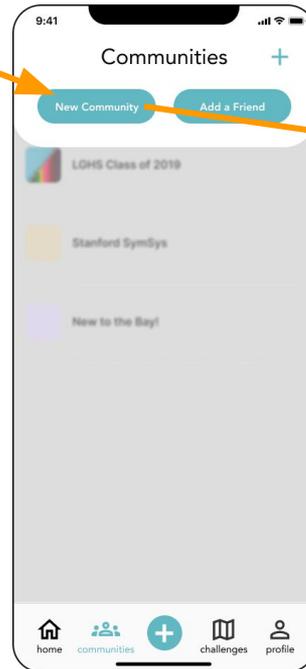
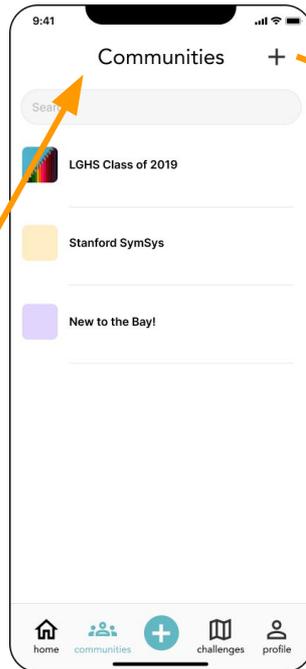
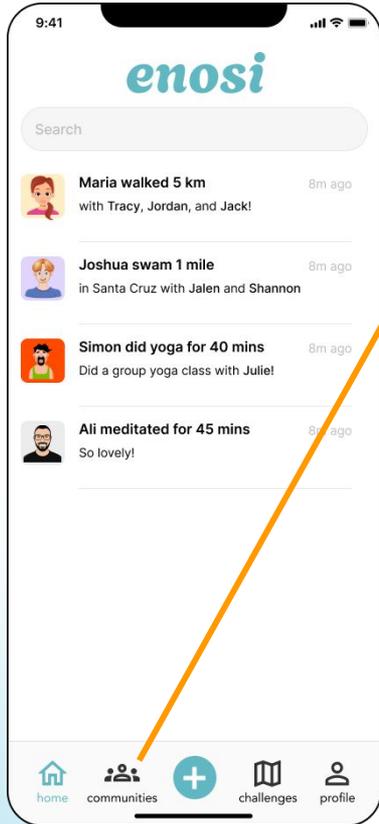
Task 2: Add A Friend



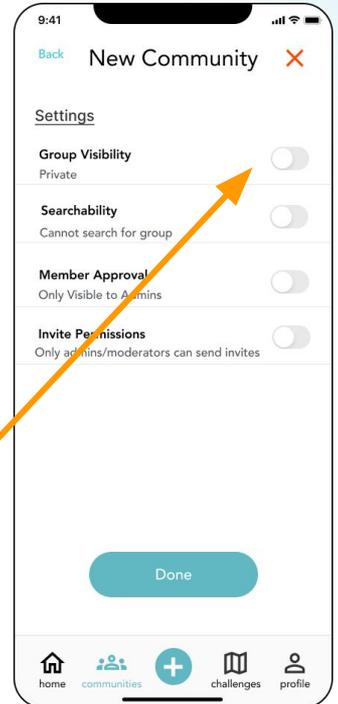
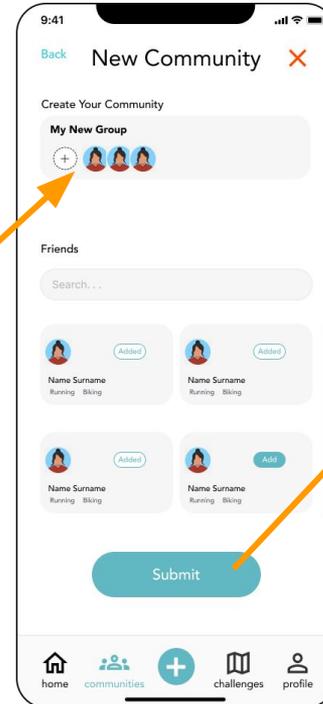
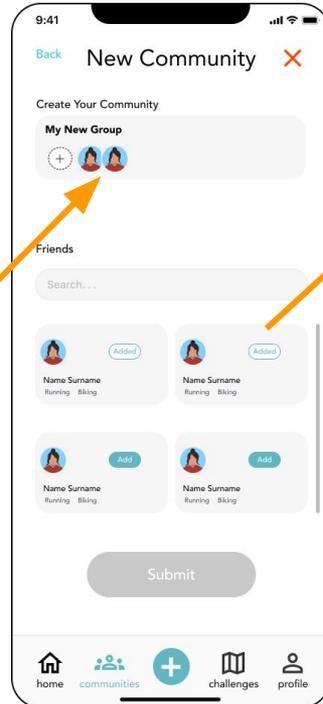
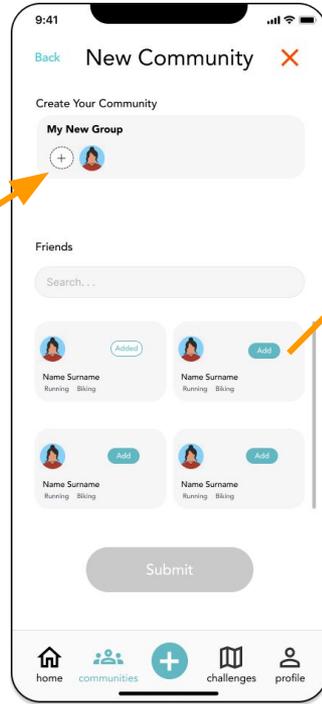
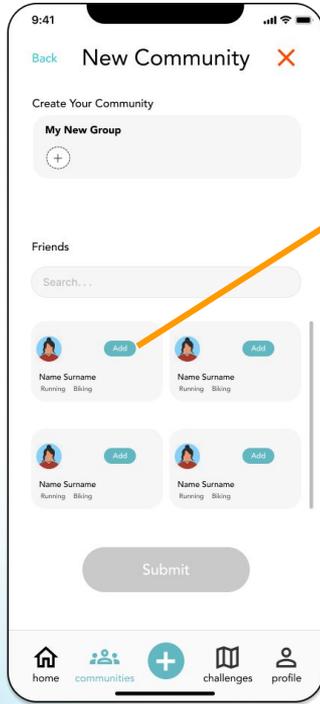
Task 2: Add A Friend



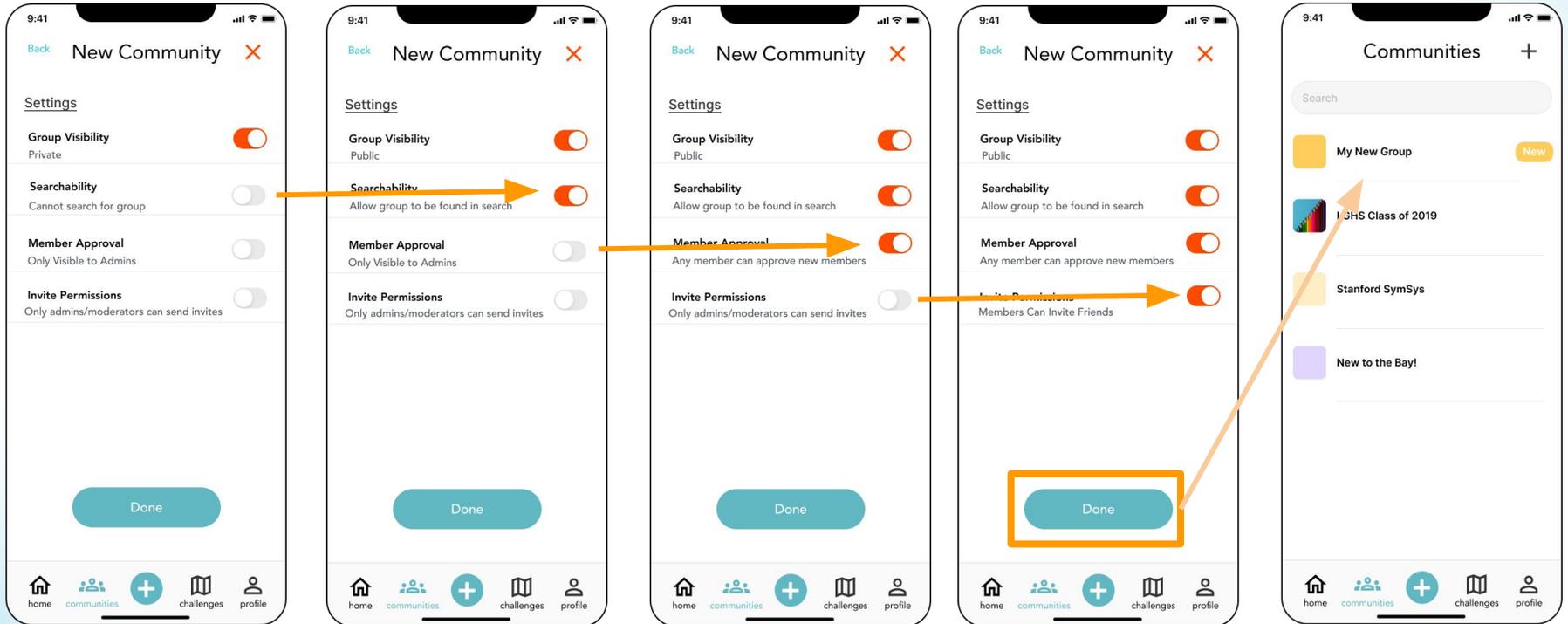
Task 3: Create A Community



Task 3: Create A Community



Task 3: Create A Community





08

Prototype Implementation

We implemented our medium-fidelity prototype on

Figma

Pros

- Easy simulation of a device screen
- Configurable tap events to trigger navigation to other pages
- Easy to use reusable components
- Material UI icons and other toolkits readily available on Figma

Cons

- Lacks advanced capabilities for developer handoff and translation into high-fidelity prototyping
- Relatively difficult learning curve
- Difficult to prototype complex conditional logic statements

Limitations

- Low use of logic and conditional flows for all our tasks because Figma cannot simulate database interactions
- Our look and feel are mostly inline with our final design but our more complex visual effects and interactions cannot be properly captured
- Figma cannot simulate real API calls or backend processes – have to hard coded in user choices and selections
- It is difficult to design a fully flushed out Profile page for multiple users with photos and/or Avatars – we made the choice to forgo a Profile screen in favor of increasing the fidelity of our chosen task flows

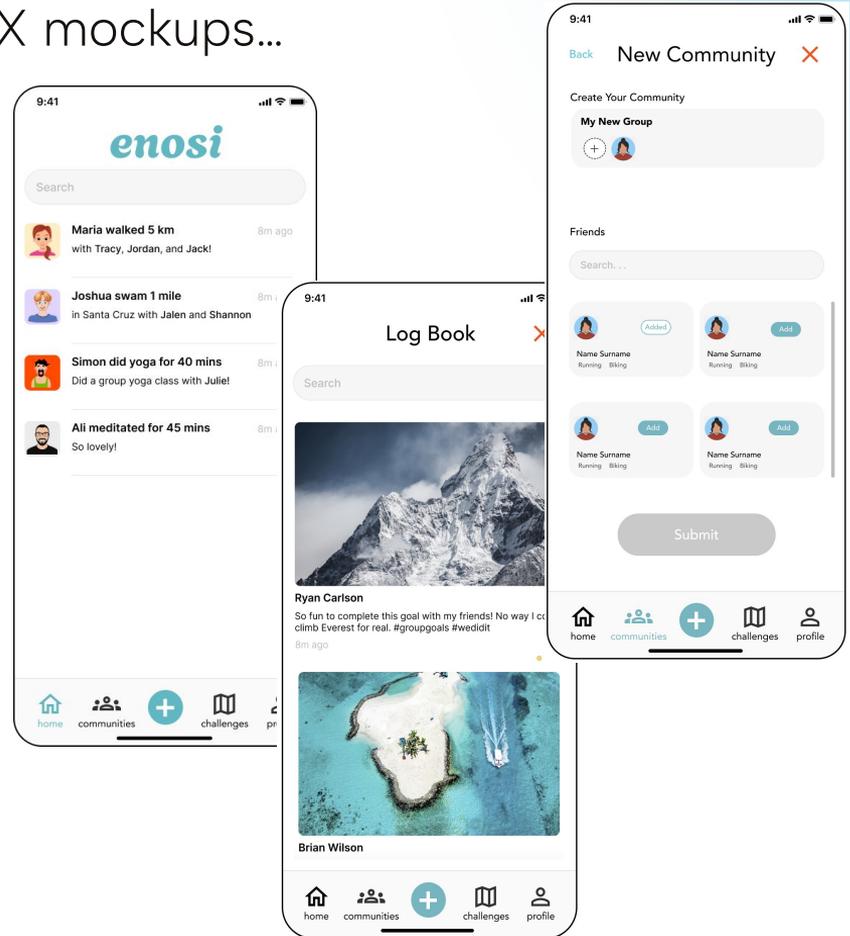


Taking a closer look at our UI and UX mockups...

Enosi

Hard Coded and/or Wizard of Oz Features

- Home Profile: Sample user profiles and their recent activity logs
- Logging an activity: Activity information
- Log Book: Pre-populated entries in the logbook
- Profile: A users mutual friendships, recent activities, and communities
- Hard-coded data: activities, user directory, challenges, and communities





09

Appendix

- Interactive Figma Prototype
- Med-Fi Figma
- README

Thank you!