

Project 8 Document

MyBalsamiq Prototype

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I. OVERVIEW

Our app Buddify, seeks to streamline the process of finding buddies to workout with. This is a process that is currently clunky. Buddify targets both people who are frequent gym-goers and people who may not currently work out, but would with the support of a buddy.

II. DESIGN JUSTIFICATIONS

A. Overview of Design

The color scheme chosen was chosen with variations in intensity of color. We used orange in the logo of the application as well as important elements such as, buddy dates set in the calendar, in order to emphasize the close relationship of the task being done with the main purpose of the application, which is to meet more gym buddies. The sky blue shade in the color scheme is mostly used for buttons and click-able elements. The light blue is used through the application mostly for text and important elements such as the messaging buttons and menu. The light blue is used for these aspects of the application because it creates the most contrast with the dark blue background. This helps the user read the text better and recognize that the content in this color is important/essential since it stands out.

Since this application will be used by a variety of ages, we made sure to make the action buttons fairly large to facilitate use of users with large fingers and lower the possibility of error amongst these users.

The menu design is a hamburger menu that expands when clicked on. We went with this design because it helped organize the different parts of the application while still providing the users an easy way of navigating throughout the application.

For our homepage design, we designed the homepage in a way to award the user for using the application more and more. Each gym section is split up, just like a regular gym would be. The sections in the

homepage each act as muscles, the more buddies you find in each section of the gym the bigger the section grows as if they were muscles. The reward is the immediate feedback, and response from the application when more buddies are added. In later version of this application these results would be collected in stats form a competition between users. Forming a competition between users will help create a larger reward for using the application.

Through out the application we provide the user with a “?” button in the corner of the pages in order to aid in learn-ability of the application. If the help button is used, the first helpful piece of content will be related to the current page the user is on.

B. BuddyPLUS pages and Ads

One of the major changes from the original design specifications was the inclusion of Buddify+ and ads. Buddify+ is the paid subscription for the app, which includes several features, including the removal of ads. As this was a high fidelity prototype, intended to most closely match the final product, and as the final product would include monetization, we came up with an intuitive implementation of ads. In the app, for users who do not have Buddify+, they would occasionally get paired with companies, who would pay the Buddify team once per click.

C. Specific Functions in the Software

Throughout the prototype of Buddify we implemented design concepts that adopted metaphor use, optimal visibility, appropriate affordance, and features that will lend to learn-ability.

Within our messaging section of the application, we implemented a chat bubble to borrow on the metaphorical aspects of chatting. When users see this icon, they will attribute their common knowledge to understand that the icon is used for communicating with others.

Each page in our application utilized a strict theory of visibility. We chose to limit scrolling as much as

possible, keeping all main page functions in plain sight.

Using the concepts of affordance, we designed buttons and feedback within the application that intuitively communicate the purpose of the button or the meaning of the feedback. For example, on our “Pick a Buddy” page we use an “X” button for the action denying a potential new buddy. The use of the “X” tells the user that pressing this button will give them the action of denying a connection. When the button is pressed, the feedback shown is a Big Red X over the image of the buddy that has been denied. This button and feedback is an example of the affordance we used within that application.

One of the most important usability features of our application is the learn-ability of the software. We focused on design features that were easy to grasp and learn for all users, beginning and advanced. Example features are buttons/links that are labeled with their actual function, i.e. “New Message,” “Recent Messages.”

Borrowing commonly used icons for our Menu tab and submission buttons offer higher learn-ability as well. Based on our empirical evaluation, we found the application easily navigable for a first-time user. The ease of learn-ability of our application will allow for a high new-user conversion rate, as ease of use is of the utmost importance when launching a new concept application.

D. Calendar and Events

The calendar and events pages received refined aesthetics as part of the transition to higher fidelity prototypes. While applying the newly standardized color scheme, the calendar itself was noticeably improved. Instead of using the 2008 calendar provided with MyBalsamiq by default, which poorly scales with stretching, we took inspiration from android calendars for aesthetics and function. Dark blue circles thus represent the current day, with orange circles representing the days where events are scheduled. We decided to use circles with variable colors in order to promote recognition over recall among android calendar users. Furthermore, the colors, which stand out from the background, draw the attention of the user and invite clicking, upon which, they are taken to the description of the event on the day they click. This has the downside of being ambiguous in situations where there are more than one events in a day, and we hope to address this by the final prototype. Perhaps event description pages will be categorized by day rather than event. We also

changed it so that one can only add events from the calendar page, as opposed to having on the event pages. This makes it more clear that the event page is an organization of events that one has accepted and been invited to, as opposed to a page where you also add events.

In the events page, we changed from drop-down menus for each event to click-able tabs, which direct to event descriptions. Drop-down menus for each event did not make sense within the context of the event page, because there would be no information to show after clicking it, unless the drop-down menus acted as a substitute for the event description pages. This is somewhat clunky, and having event description pages on their own reinforces the division within the mind of a user. We have also added error confirmation to the RSVP tabs so that clicking RSVP does not immediately sign one up for an event. Only after confirming yes or no does the event transition from event invitations to the upcoming events tab. The white color is not often used in our app, and we use it here to signify a menu that will not disappear unless clicked. In this way, the user is forced to acknowledge the yes/no RSVP choice and confirmation of a successful RSVP before they continue the app.

III. STORYBOARD

Link:

<https://drive.google.com/file/d/0ByJRznvu8P9IRDNVSEVPcEpoakE/view?usp=sharing>

IV. CLICKABLE PDF PROTOTYPE

Link:

<https://drive.google.com/file/d/0ByJRznvu8P9ISjFEZEFJVXhvdKE/view?usp=sharing>