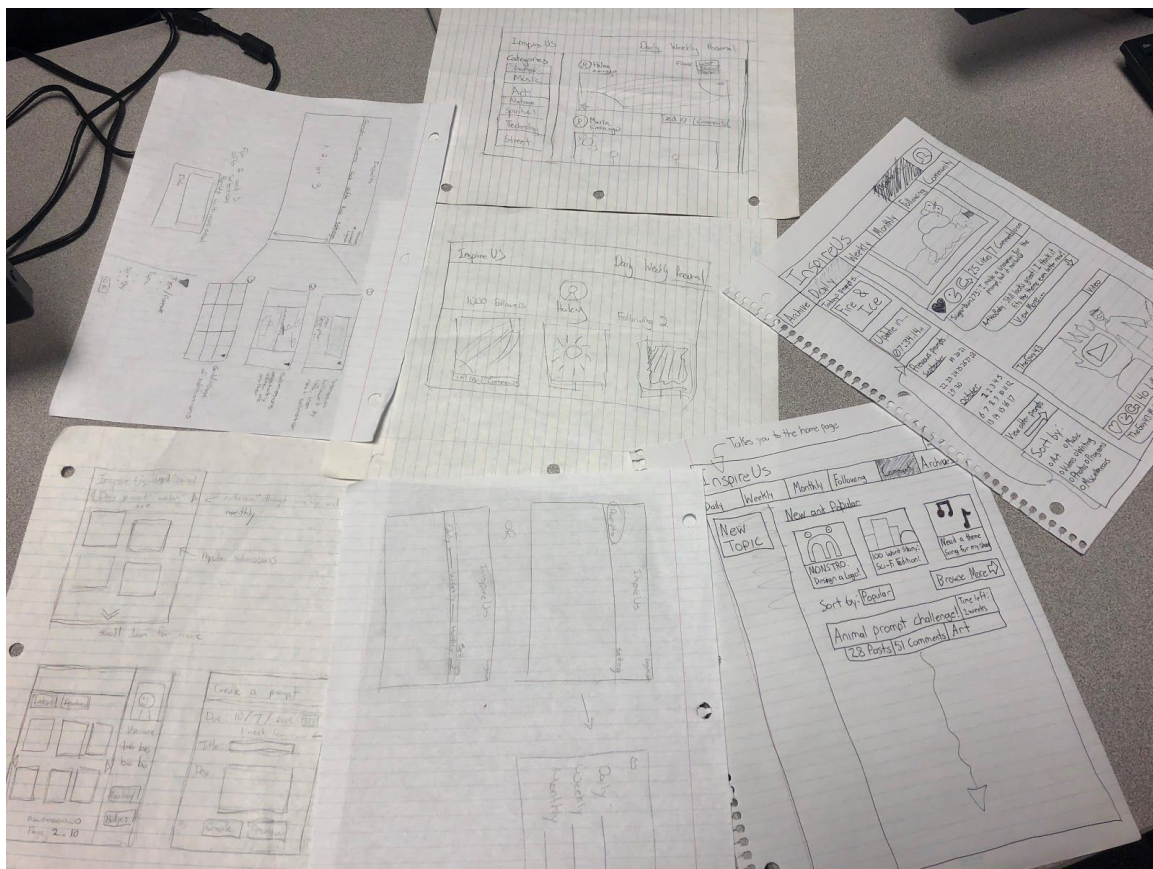


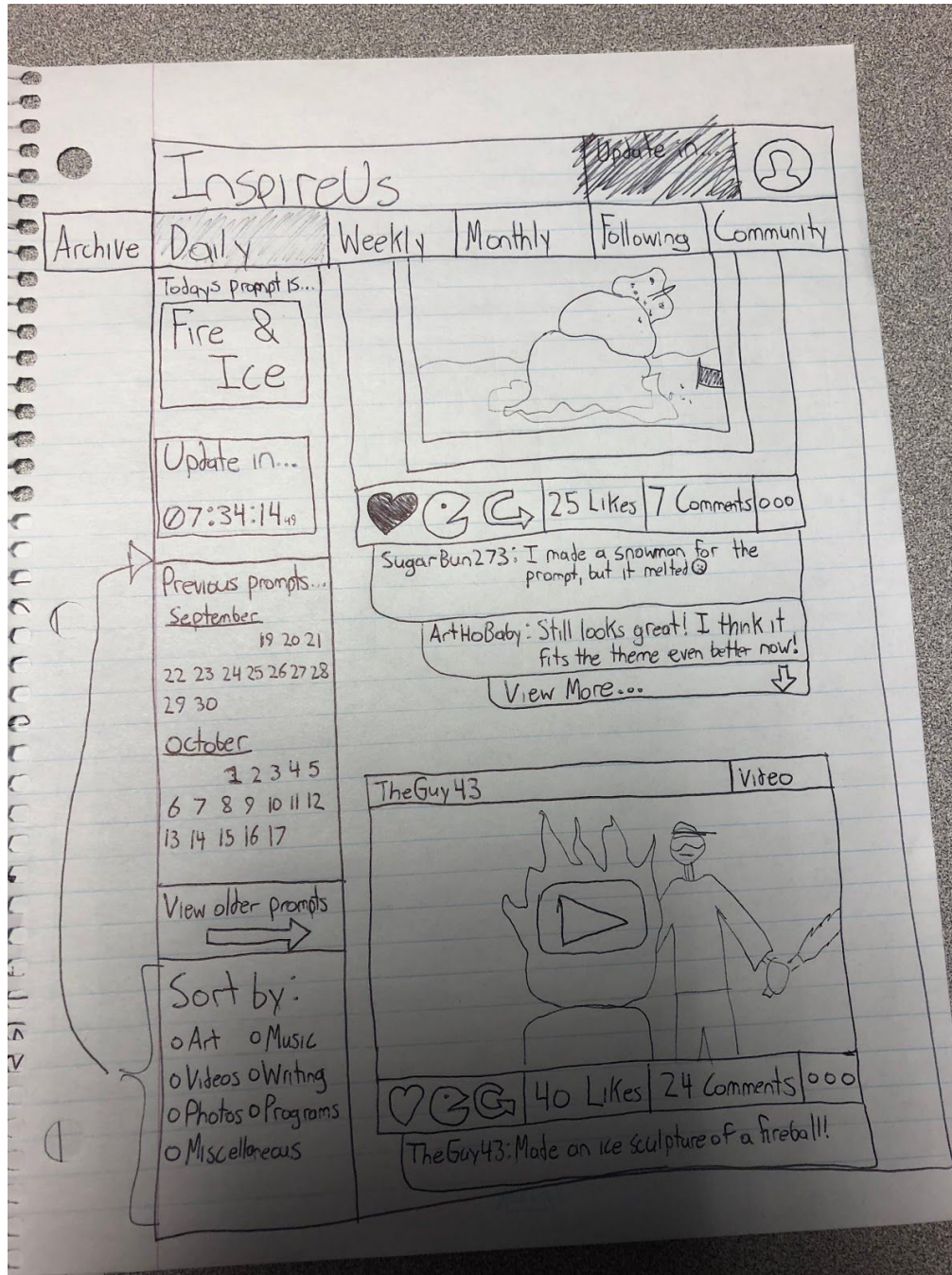
InspireUs

STAGE 3 GROUP 21

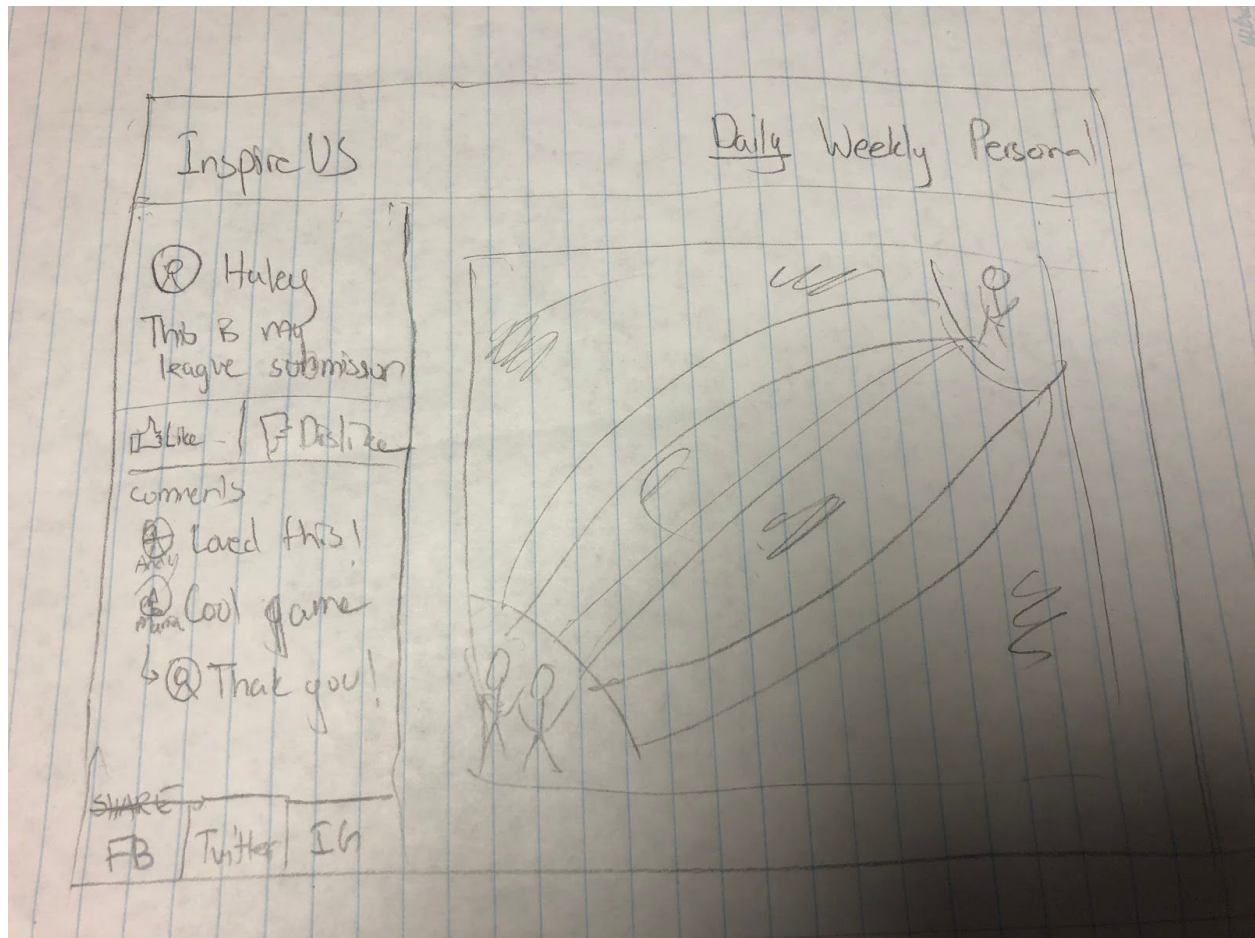
Sketches



A summary picture of our sketches.



A concept sketch of the InspireUs main screen. Posts can be browsed through different prompt categories and sorted by content type. The time remaining for each prompt is shown. Previous prompts can also be accessed through a calendar.



A concept sketch of a closeup post. The post description is visible, along with likes, comments, and a sharing feature. Prompt section navigation is available at the top.

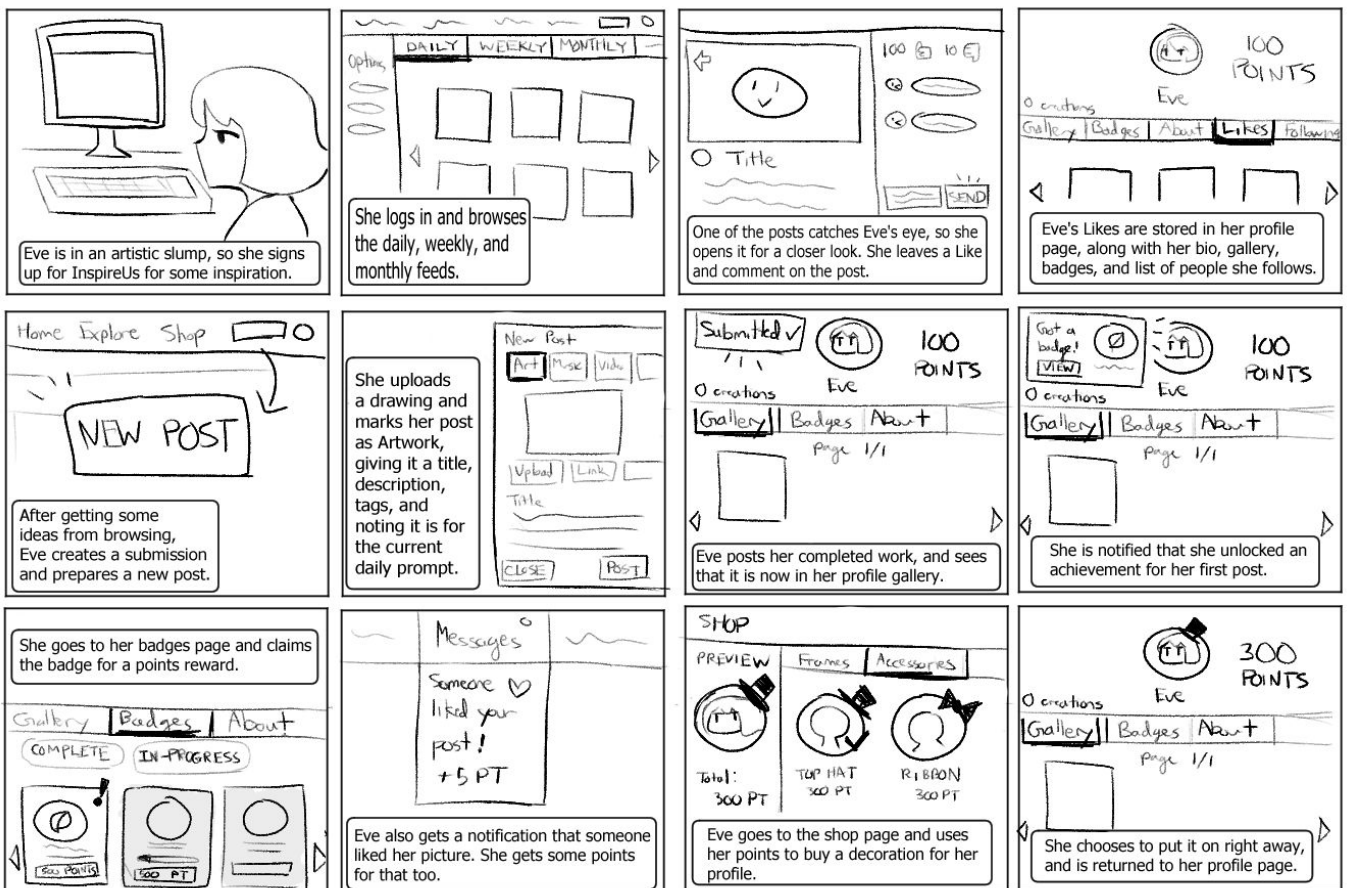
Affinity Diagram Groups

We began with the main ideas from our sketches, and continued to add more detailed ideas for particular categories as we discussed our thoughts. The ideas from our brainstorming are recorded below.

Prompts	<ul style="list-style-type: none">• Under Menu nav bar, constantly shown under inside of another nav bar• Opens up on a whole new page/window• Display time/ time left• Distinguish between daily, weekly, monthly• Special feed specifically for posts from followed users, independent of prompts• Users can affect what the upcoming prompts are<ul style="list-style-type: none">◦ Voting system◦ Survey system◦ Submission system◦ Spend currency to influence the likelihood of a prompt happening.• Events "page" which holds user created prompts/events<ul style="list-style-type: none">◦ opens from nav bar◦ User created prompts can set a particular deadline; have a title, optional short description, maybe additional restrictions up to the user
Viewing Posts	<ul style="list-style-type: none">• Grid format to display many posts at once(good for art, but not great for other forms like music)• Instagram like feed(can be slow if wanting to view many items)• Focused view on specific post (pop up)<ul style="list-style-type: none">◦ shows full description, likes, comments, etc.◦ Button to report post for misconduct• Filtering based off of categories and prompts• Option to sort by popularity, recency• Separate feed for viewing posts from users you follow• Archive system that keeps all of the older prompt feeds<ul style="list-style-type: none">◦ Feeds that are less than a month old are highlighted before being fully archived
Profile Page	<ul style="list-style-type: none">• Have achievements listed<ul style="list-style-type: none">◦ Each has an icon and short description, possible progress bar

	<ul style="list-style-type: none"> • Username, bio, view posts, points/ranking • Can follow users by viewing their profile • Possible avatar + customization • Website currency system that rewards users for completing milestones on the website <ul style="list-style-type: none"> ◦ Connected to achievement system ◦ Monthly earned currency ranking system ◦ Currency can be used to customize avatar/profile • Showcase section where users can show off specific posts <ul style="list-style-type: none"> ◦ Show off achievement badges and customization optioned bought with website currency
Messaging	<ul style="list-style-type: none"> • Small Message Button that opens up (Follows on every page) • Entire separate chat page •
Creating Post	<ul style="list-style-type: none"> • Pick a prompt from daily, weekly, monthly. • Large Submit Button → Opens up form for submission • Submission form/Textbox available on main page (Near top) • A 'tag' for the prompt the submission is for and the media used, + maybe adding custom tags • From event page, choose one of the user created prompts and submit to that like you would for the daily, weekly, monthly

Storyboard



Video Prototype

Our prototype shows the tasks in our storyboard. A user logs in and browses the homepage, liking and commenting on a specific post. They submit an art post and receive a badge, which is redeemed for points. Afterward, they buy a new accessory from the shop and put it on.

Task Centered Design Walkthrough

We updated our key tasks since Stage 2 so that our platform would support a currency system, for a greater level of user interaction. For our Task Centered Design walkthroughs, we focused on the core tasks of Creating a Post, Earning Points and Shopping, and Browsing Posts. The complete logs can be found in the Appendix.

From our task centered design walkthrough, we found that most of our tasks were straight-forward, since our interface uses elements commonly found in other online platforms. Our post creation form could be more fleshed out, since it does not show options for cropping uploaded images, or how multiple files could be uploaded and rearranged. Formatting posts is an important feature, and while this depth could be in the full text editor, simple tasks should be immediately available. We also thought some users might be unsure of how to tag their work, so putting some placeholder text showing example tags (eg. #digitalart, #shortstory) would improve that part of the form.

When shopping, the user must go to the separate Profile Customization screen to equip new purchases. This may be inconvenient, so allowing the user to equip new items right after buying them in the shop would be an improvement. The user can only buy one item at a time, which could be inconvenient. Adding some kind of shopping cart system would enable multiple purchases. Additionally, the left-side preview screen does not fully reflect what the full profile page looks like, so having the option to fully preview the profile page would be useful.

For browsing, the left-side buttons for filtering certain types of post may not be immediately obvious as toggles. For example, users may assume that clicking the “Art” button will result in only “Art” posts being shown, when in reality multiple types of content can be selected at once. Having a visual indicator like a checkmark would make this behavior more intuitive. Our prototype also only shows sorting by most popular and newest posts. More sorting options should be included to help creators gain exposure.

Reflection

We started off with our sketches and brainstorming sessions that worked really well for developing an abundance of different ideas from our team. We had some trouble deciding on which features to implement, and resolving the design conflicts that existed between our sketches. Some of our sketches had overlaps in main ideas, so it would have been beneficial to create more outside-the-box sketches. To consolidate our ideas, we wrote our main points from each sketch down. We systematically voted on each feature in sketches and gauged the compatibility of those features to filter down to the most essential features. We had some difficulties narrowing down the core tasks to show in our prototype, but eventually settled. Revising our task descriptions early on would have helped clarify which tasks would be most important. Our current designs are now a culmination of all of our features and a reflection of the creative ethos we want to emit with InspireUs.

Our online design collaboration and co-working process has been further refined with this stage, and we have now started using task lists. We cumulatively develop task lists for the stage that need to be completed and independently sign up for each feature. The progress on the implementation and work of each design is tracked, and team members that finish early re-assign their working power to other parts of the project facing difficulty. In this decentralized working environment, the one issue that we currently face is maintaining a consistent design across the entire project. For the next stages, we look to adopt an internal style guide that will help alleviate this issue.

Appendix

Task Centered Design Walkthroughs

Creating A Post

Description of Task Step	Does user have training/knowledge to do this step?	Is it believable that they would do it? That is, are they motivated?	Comments
Go to website and Login	We believe that the user will have the knowledge to do so. Logging in is a standard online task.	Yes, as this will allow them more functionalities like commenting and posting.	If they don't have an account they can easily sign up.
Once logged in press "New Post"	Yes, the button is easily visible and accessible for the user.	Yes, one of the main features of the site is sharing your creative work.	Since it is a common task, it makes sense for it to be accessible in the home screen.
Select Post Type(Indicate the type of material you are posting)	Yes, from top to bottom it will be the first thing that will show up in the pop up for creating posts.	Yes, it will help them reach a target audience of viewers who are interested in that type of post. (E.g. when viewer filters based off of type of post).	Viewers can view posts based off of type. Cannot complete post without providing a type.
Can choose to upload file, add link, or open full text editor if text based.	Yes, user can upload a file, or add a link (E.g. A Youtube video link), or if it is a text based post they can use the editor to type it out.	Yes, this is needed to complete the post. It is simple but at the same time this will allow for many different types of posts to be posted by users. Writers would want access to a more complete text editor.	Lacking options for customizing the layout of the post in the default editor.
Provide a title and optional description and tags.	The title and descriptions are simple and easy to complete. Users new to social media may not understand the concept of tagging, or how they	Yes, provides more insight and detail about what they have posted, and tags will help viewers find their post. However, some users may find it inconvenient	The form could show some example tags like #digitalart or #shortstory to give users a more clear idea of how tags are used.

	are used correctly.	to think up a title if it is required.	
Add a theme(say which prompt/event it is for).	Newcomers may not know at first glance what this is. Otherwise, yes.	Yes, it allows their work to be put alongside others who completed them for the same prompt/event.	
Able save draft to save post for later, preview post, and/or submit to confirm post.	Yes, buttons are fairly simple and explain themselves.	Yes, allows user to preview post, save a post for later, or post right away.	Save draft will be helpful for those who follow a schedule for their posts, or are creating a large post (eg. writing).

Earning Points and Shopping

Description of Task Step	Does user have training/knowledge to do this step?	Is it believable that they would do it? That is, are they motivated?	Comments
Earn a badge (eg. for completing a task like commenting on x posts, or for posting for the first time)	<p>Some users might be unfamiliar with achievement systems, but all badges with their requirements can be viewed from the profile.</p> <p>The first badges unlocked are for doing trivial things, so users can quickly learn about the badge system and see how to unlock more.</p>	Yes, earning badges gives the user satisfaction and encourages them to participate on the site.	
Redeem a badge for points	<p>Yes. When a badge is earned, the user receives a notification prompting them to check their Badges.</p> <p>Newly earned badges are marked and look like a large button that says "Redeem for X Points", so it is clear how to receive the points.</p>	Yes, getting points is one of the main reasons to earn badges.	

Go to the shop page	Yes, the shop button is shown in the main navigation bar, so it is easy to see.	Yes, users will probably be curious about what their points can be used for after earning some.	
Browse frames, accessories, banners	Yes, these are shown in a clear navigation bar	Yes, users will want to see the different items available	
Select/Preview an accessory	Yes, the profile preview is shown clearly on the left side of the screen, so it is intuitive that clicking on shop items will change the preview image.	Yes, users will want to check how a certain item will look with their current profile picture.	
Buy the selected accessory	Yes, there is a purchase button clearly shown below the preview image. It changes colour when an item is selected.	Yes, they need to complete the purchase after choosing an accessory they like.	
Go to profile customization	Yes, on the shop page there is a button for quickly going to the profile customization page.	<p>Yes, users will want to update their profile with what they've bought.</p> <p>However, users may want to continue shopping for a bit, and end up forgetting to put on their purchases.</p> <p>It might feel inconvenient needing to leave the shop to edit one's profile.</p>	Users can also edit the profile by clicking on their account icon that is always in the corner of the page.
Select/preview the purchased accessory	Yes, it is similar to the process of previewing an item in the shop.	Yes, users will want to put on what they have bought.	Adding a full preview button showing what the full profile page will actually look like would help.
Save profile changes	Yes, there are large buttons at the bottom of the screen to save and discard changes.	Yes.	

Browsing Posts

Description of Task Step	Does user have training/knowledge to do this step?	Is it believable that they would do it? That is, are they motivated?	Comments
Browsing the different types of prompts for posts	Yes, the site layout is relatively standard. The homepage shows a grid of posts, and the user can conveniently switch between different categories.	Yes, the user is motivated to explore different works on the site.	
Filtering post type (by selecting what type of content you would like to see)	It may not be immediately clear that the buttons on the left showing post types are toggles, and that multiple can be selected at once. However, it is intuitive after the function is tested.	Yes, depending on the user. Some people may only want to see particular types of work.	Putting a small checkbox next to the post type buttons may give clarification.
Sorting posts (eg. by recency and popularity)	Yes, there are large buttons above the prompt navigation bar.	Yes, users may want to see posts other than just what is most popular.	More sorting options would be useful to help more creators get exposure.
Viewing a post in detail	Yes, they just need to click on a post in the grid.	Yes, if users see a thumbnail or the start of a text blurb that interests them, they will want to see the post in full detail.	
Liking a post	Yes, Like systems are quite common and the thumbs up/down icons are intuitive.	Yes. It allows users to show appreciation for posts, and they can revisit posts they have liked in their Profile later. Some badges could also be rewarded for giving a certain number of Likes.	
Commenting on a post	Yes, the commenting form is clearly shown beneath the existing comments.	Yes, it lets users give their opinion on posts and interact with the creator. Some badges could also be given for commenting.	

