

# mWork: Low-fi Prototyping

October 24th, 2014 | CS147 HCI + D

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# Overview

- Mission
- Tasks & Scenarios
- Low-Fi Prototype
- Method
- Results
- Summary
- Discussion and Q&A

# Mission

**mWork** helps complete tasks by connecting  
*clients* with micro-tasks that require human  
intelligence to previously inaccessible pools of  
mobile device carrying *workers*

**“micro-tasks for the masses”**

# Tasks

Complex, Moderate, Simple

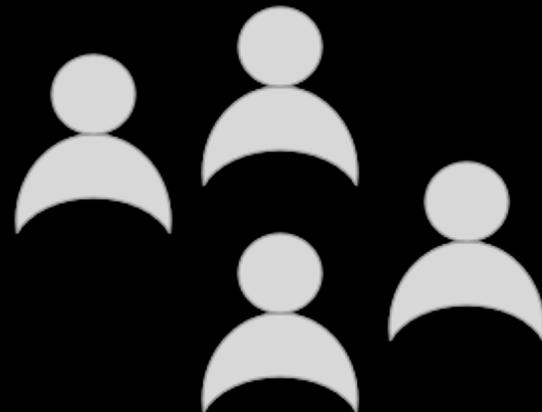
# mWork



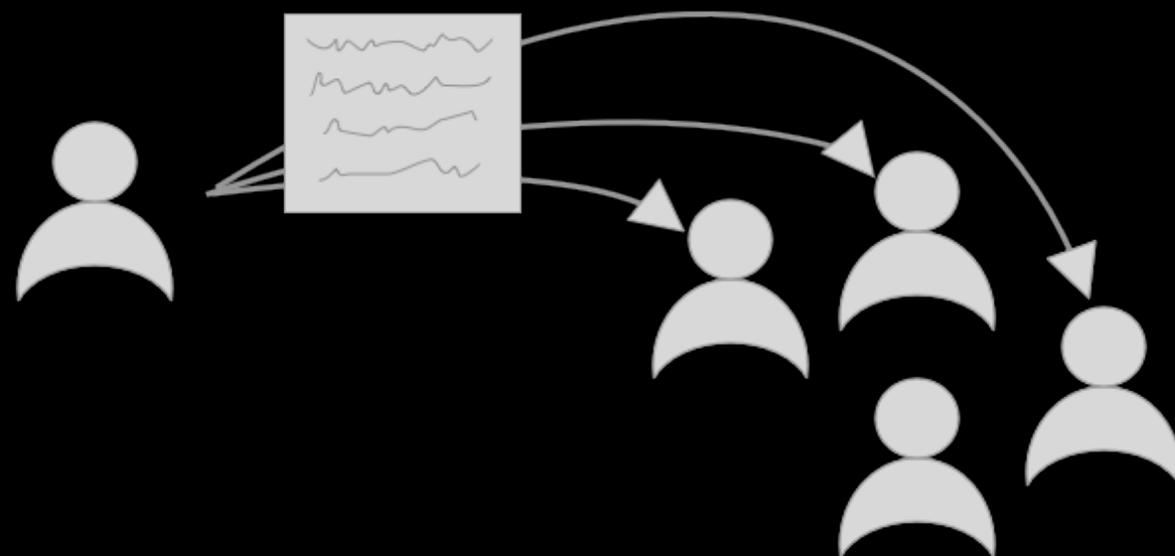
# mWork



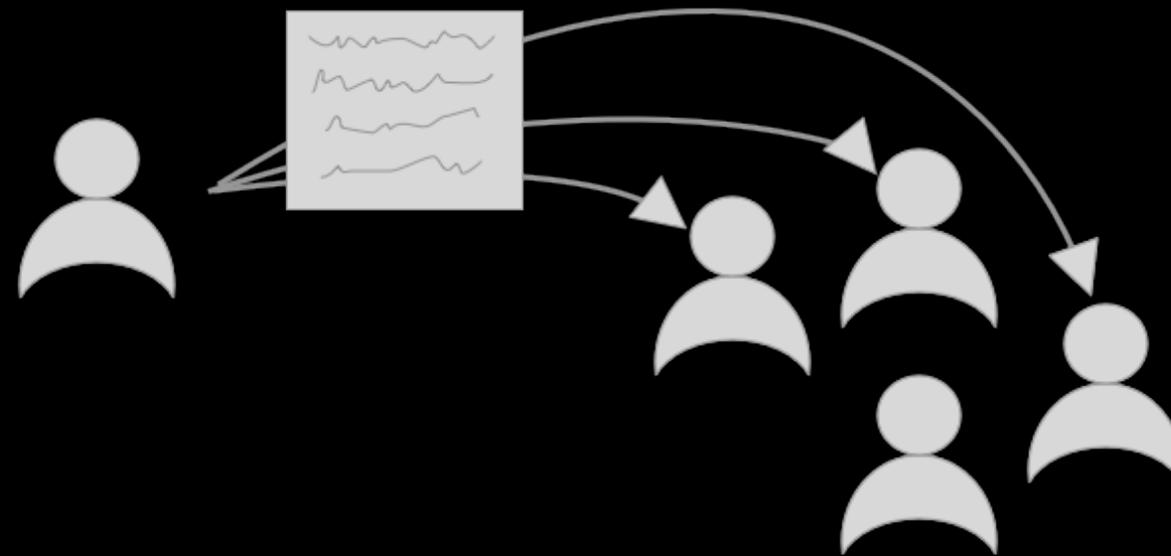
# mWork



# mWork

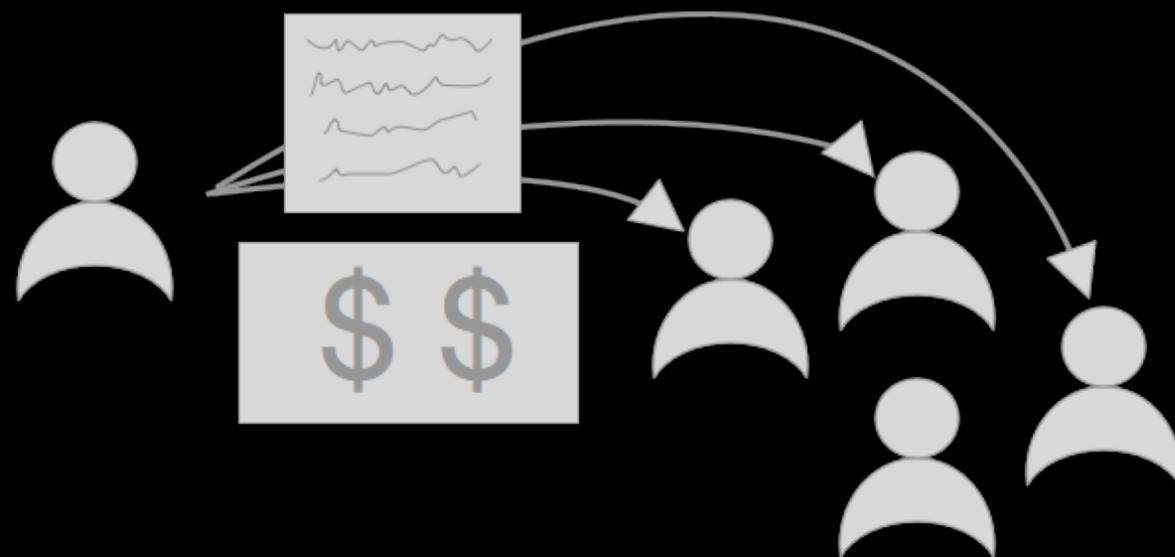


# mWork

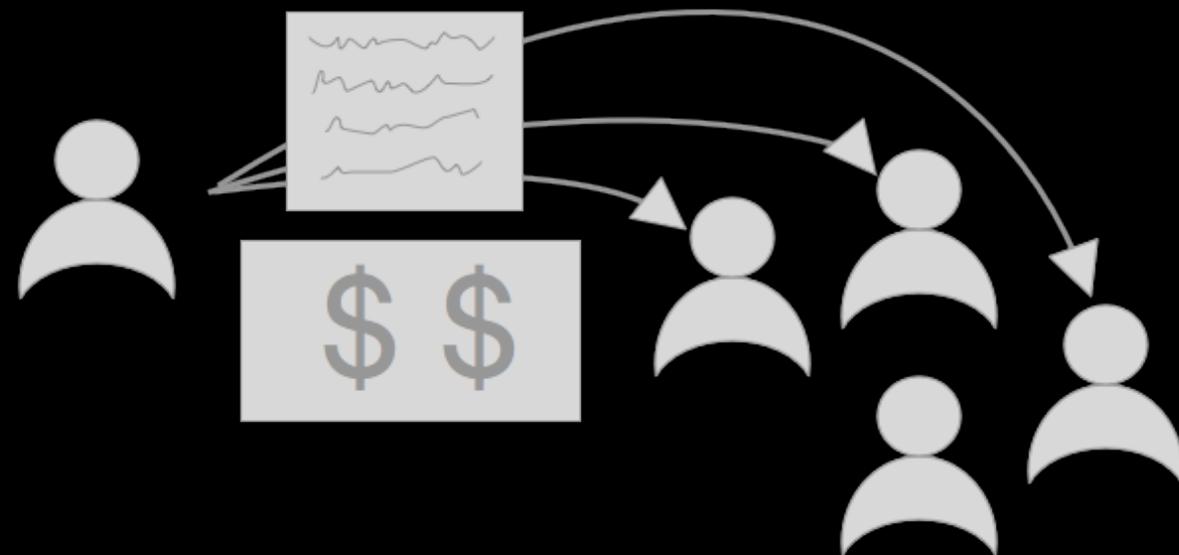


Matching client tasks to workers (moderate)

# mWork

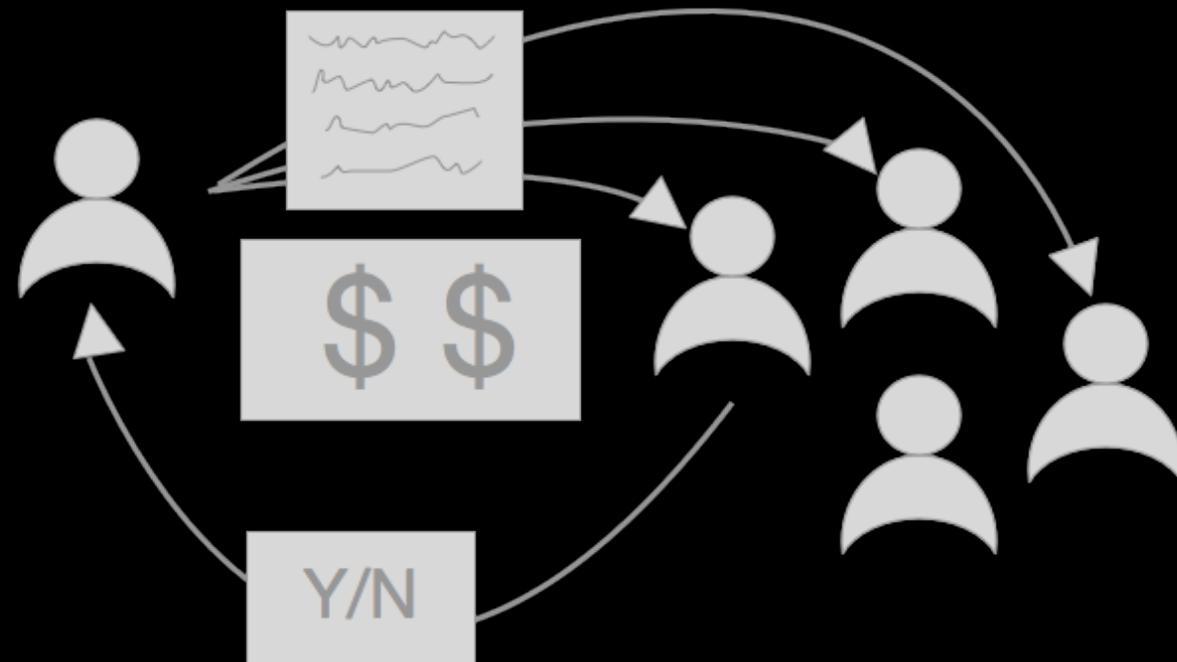


# mWork



Paying users (client) cashing out (workers) (both complex)

# mWork



Categorizing content (simple)

# Tasks

1. Categorizing content (simple)
2. Matching clients to workers (moderate)
3. Payments

# Tasks (Client / Worker Split)

1. Categorizing content (simple)
  - a. Worker interface
2. Matching clients to workers (moderate)
  - a. Client: filtering workforce
  - b. Worker: choosing tasks
3. Payments
  - a. Client: paying workers
  - b. Worker: cashing out earnings

# Low-Fi Prototype

# Tools



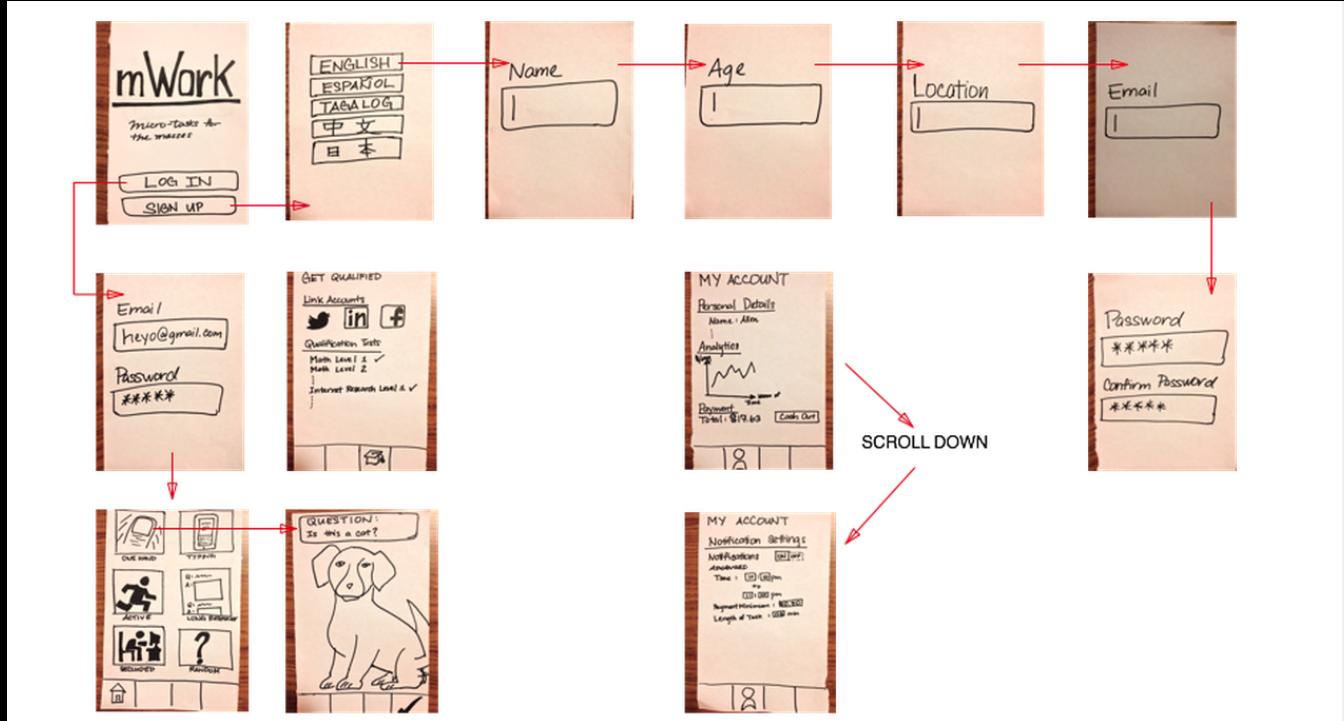
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# The Big Picture: Worker



# The Big Picture: Client

LOG IN

EMAIL  
i likepotatos@gmail.com

PASSWORD  
\*\*\*\*

CREATE A TASK

Project Name: Animals

Categories: Dog, Cat, Bird, Add Category: #

Instructions

FILTERING

Reward: \$0.50

Time Period: 10/20/14 to 10/27/14

Gender: Female

Age: 30-40

PAYMENT

Name: STANFORD PSYCH DEPT

Card: VISA

Number: 12345678901234

SN: 123

Add Payment: +

RESULTS

HIT	Worker	Date
123	Bob	10/22/14
456	Janet	10/21/14
-	-	-
-	-	-
-	-	-
-	-	-

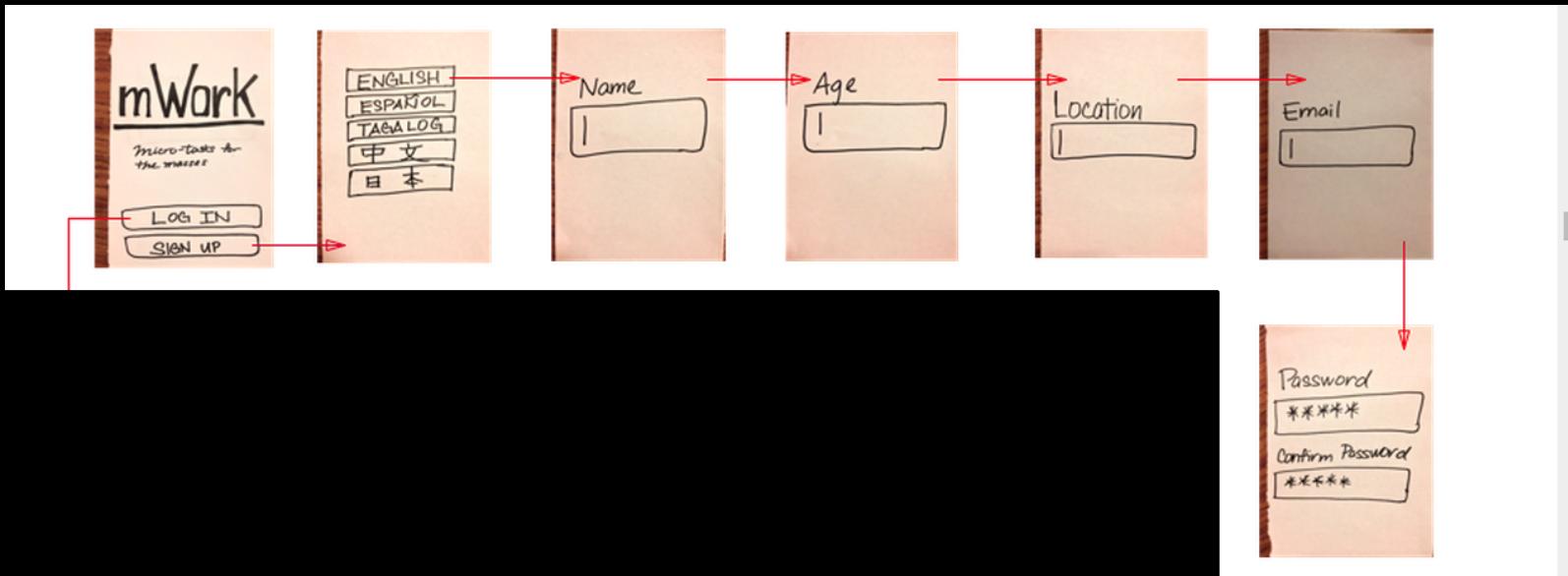
① 123 Bob 10/22/14

Question	Answered
Picture 1	Cat
Picture 2	Dog
Picture 3	Bird
Picture 4	Cat
-	-
-	-
-	-

# Worker

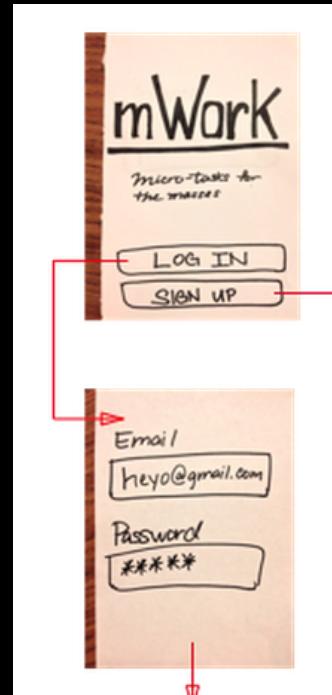
Tasks and scenarios

# Task 0: Sign-up



(Super Simple)

# Task ½: Login



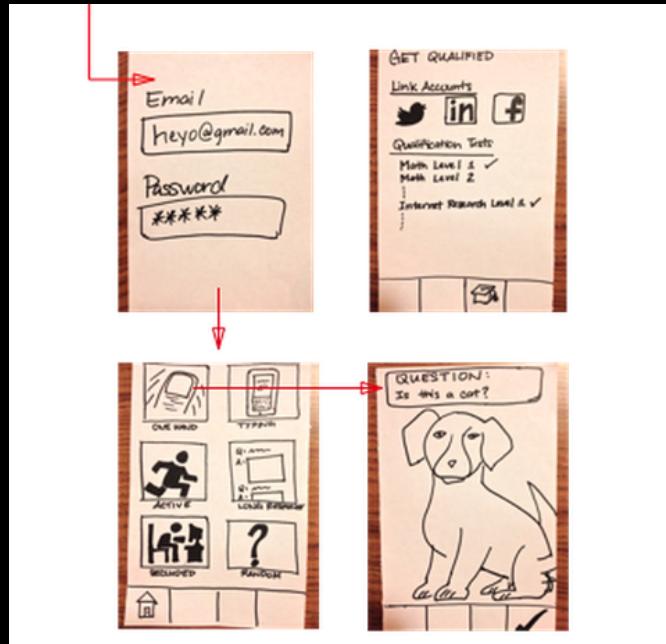
(Super Simple)

# Task 1: Categorizing Content



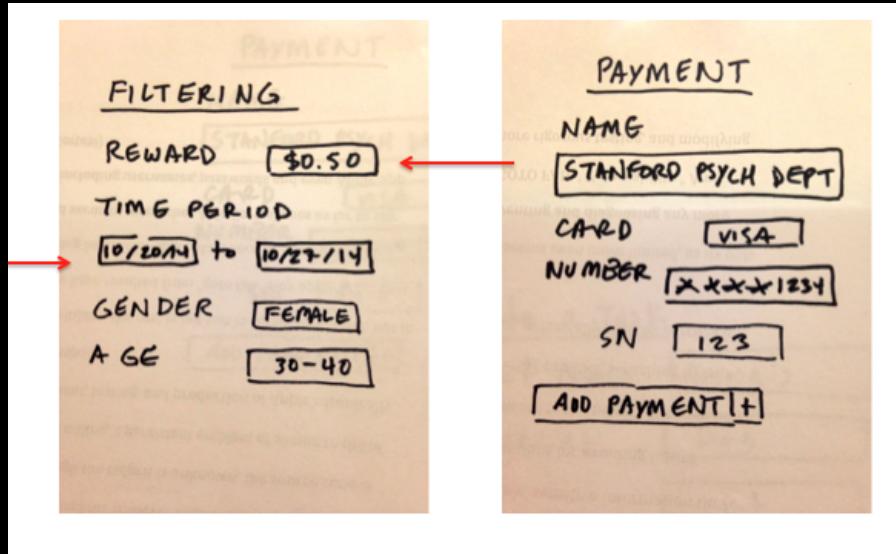
(Simple)

# Task 2: Matching a task with a user



(Moderate)

# Task 3: Cashing Out



(Complex)

# Client

Tasks and Scenarios

# Task 1: Micro-Task Creation

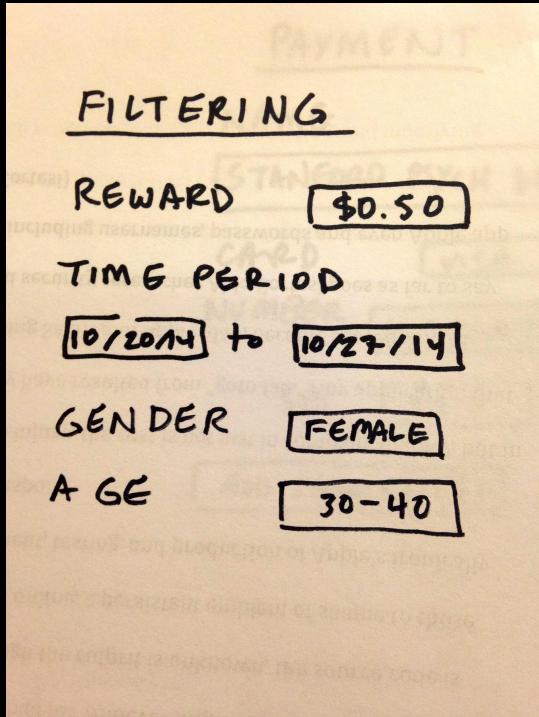
create a Task

Project Name	Animals
Categories	Dog <input checked="" type="checkbox"/>
	Cat <input checked="" type="checkbox"/>
	Bird <input checked="" type="checkbox"/>
Add Category <input type="button" value="+"/>	

Instructions

(Complex)

# Task 2: Filtering Workers



(Moderate)

# Task 3: Result Analysis

<u>RESULTS</u>			
HIT	Worker	Date	
123	Bob	10/22/14	①
456	JANET	10/21/14	②
~	~	~	-
~	~	~	-
~	~	~	-
~	~	~	-
~	~	~	-

② 123 Bob 10/22/14

<u>Question</u>	<u>Answered</u>
Picture 1	Cat
Picture 2	Dog
Picture 3	Bird
Picture 4	Cat
~	~
~	~
~	~

(Simple)

# Method

Participants, environment, procedure

# Participants

(Workers)

# Worker Candidates: V and R



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- Homeless Palo Alto residents
- Construction and veteran
- Disabilities
- Unemployed



# Worker Candidate: JC



# Worker Candidate: JC

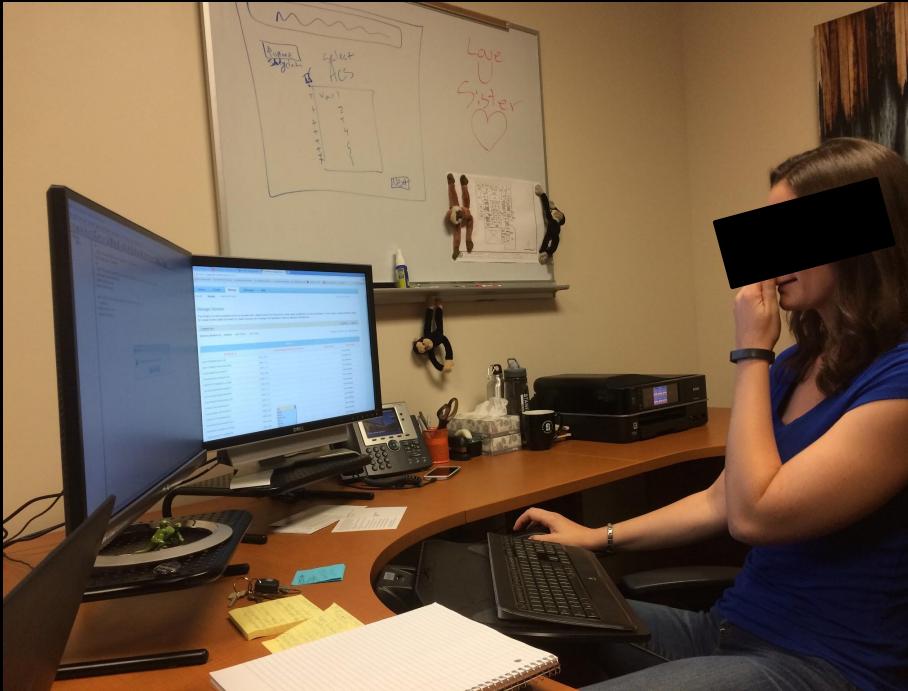
- Filipina from Manila
- Day time executive assistant
- Uses her iPhone extensively for communication



# Participant

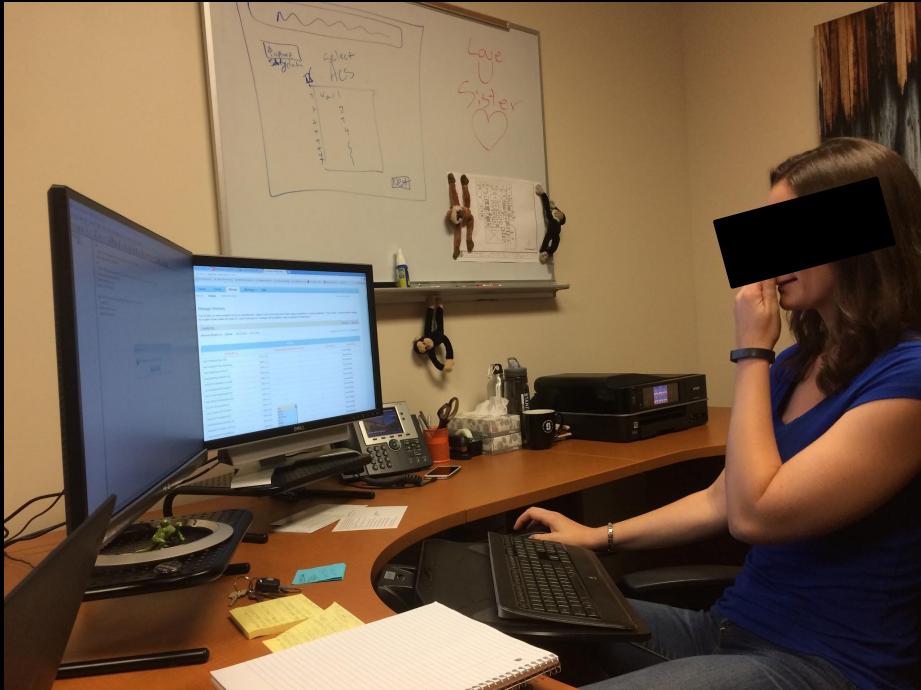
(Client)

# Client Candidate: CR



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- ~ 30 year old Stanford humanities lab manager
- Already uses Amazon mTurk to run studies



# Procedure

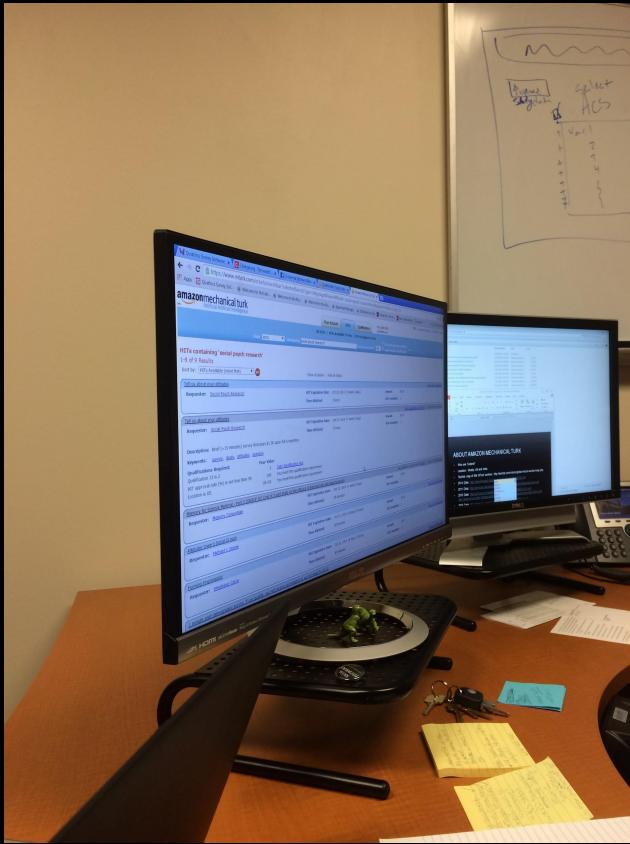


An experimenter works with participant 007

# Procedure

- “In situ” testing
- Two group members → interaction + recording
- Application purpose, overview, and tasks
- Contextual interview
- POP walk through + guidance
- Edible compensation

# Results



The desktop of a an interviewed client.

# Key Takeaways: Client

- Make micro-task creation “like Google forms” (existing models)
- Drag and drop
- More complicated = Third Party
- Allow additions of filters
- CSVs are critical for exporting data



Summarizing the interview with participants 1299 and 007

# Key Takeaways: Workers

- Icon clarity
- Looking for a linear flow
- Fewer options
- Free form is challenging
- No email?
- Bigger situational problems (homeless)
  - How do you tackle disabilities?
  - Questions of legitimacy

# Suggested UI Changes

# Client: Suggested UI Changes

- Drag and drop
- More filters (optional additions)
- Third party integration easy and key
- MVP CSV focus for results

# Worker: Suggested UI Changes

- Clarity + simplicity of flow
- Rethinking + simplifying free form → time limit
- Voice interface?

# Suggested UI Changes

Suggested ~~y~~ Changes

customer or product?



Talking with homeless participants.

# Results: “Wow” moments

- Disabilities
- Contextual problems (alcoholism, bureaucracy...)
- Social security, disability, and VA benefits?
- Education of customers

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- Disabilities
- Contextual problems (alcoholism, bureaucracy...)
- Social security, disability, and VA benefits?
- Education of customers
- Developing world a better fit than homeless in the United States?

# Rethinking

# Rethinking

- Product
- Customers
- Personal lives

# Summary

# Summary

- Mission: mWork = “micro-tasks for the masses”
- Tasks: Categorization, task matching, payments
- Valuable UI feedback from low-fi prototype
- More impactful product + customer target + life feedback from participants
- Rethinking next steps

**Thank you!**

# Discussions and Q&A

# Image Sources

- Pop Image: <http://blog.lookthink.com/wp-content/uploads/2012/11/pop.png>
- Handshake: [http://www.snaboitiz.com/wp-content/themes/StudioPress\\_Red/images/handshake.jpg](http://www.snaboitiz.com/wp-content/themes/StudioPress_Red/images/handshake.jpg)
- All other images by presentation authors