Ideation and Paper Prototype

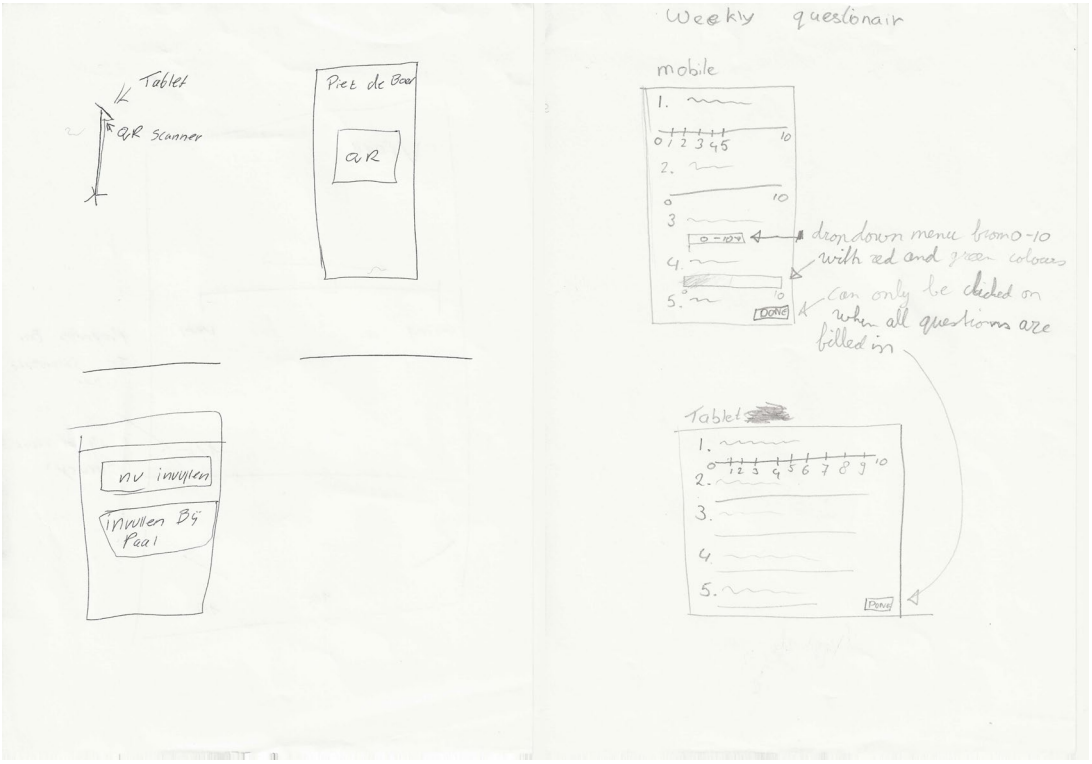
Introduction

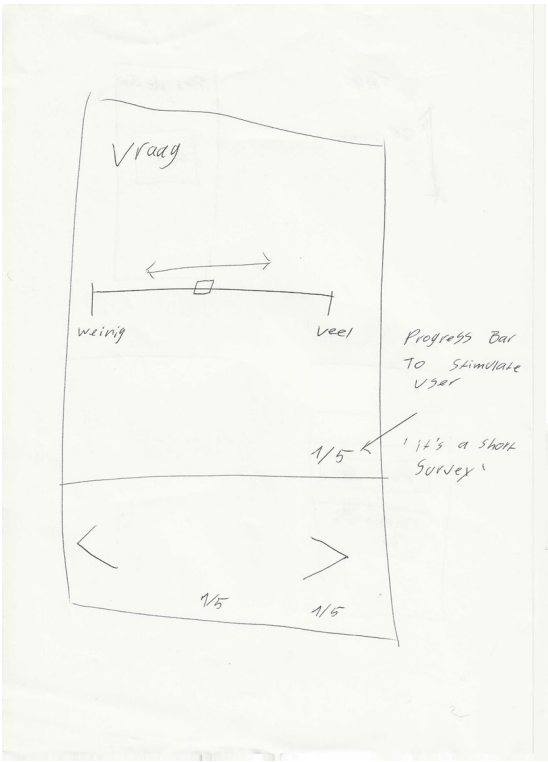
During the Advanced Media project, we (Tessa and Robin) did several ideation sessions. During these sessions, we came up with several different ideas to make the surveys more engaging and appealing, after Tine told us that the data that the project had collected thus far was incomplete after too many of their test users did not complete the interventions (and thus didn't fill in all of the surveys that the project needed).

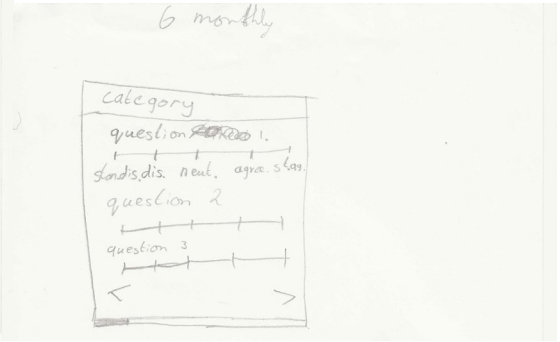
Ideation

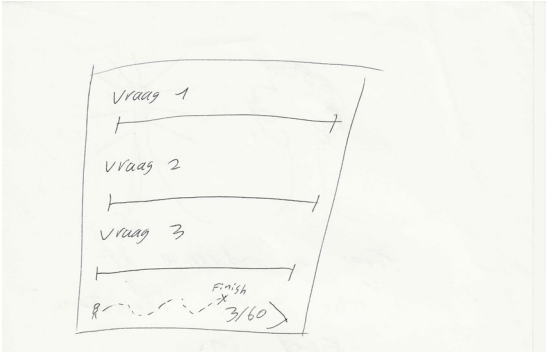
Setup and start-up

We started by doing an ideation session with the two of us, where we used brainstorming and sketching to get our ideas out of our heads. Robin started with the idea of a standing tablet where you could scan a QR code via a mobile app to access your surveys. The tablet could be placed in the employee lounge as an easy way for healthcare workers to fill in surveys during their breaktime. During this Tessa started to ideate about the different ways to show a progress tracker during the survey, and Robin joined in after finishing the tablet concept. We first started with plain ideas, like a horizontal bar. Robin then came up with the idea of a person following a path. We showed which question you were on out of the total amount of questions.



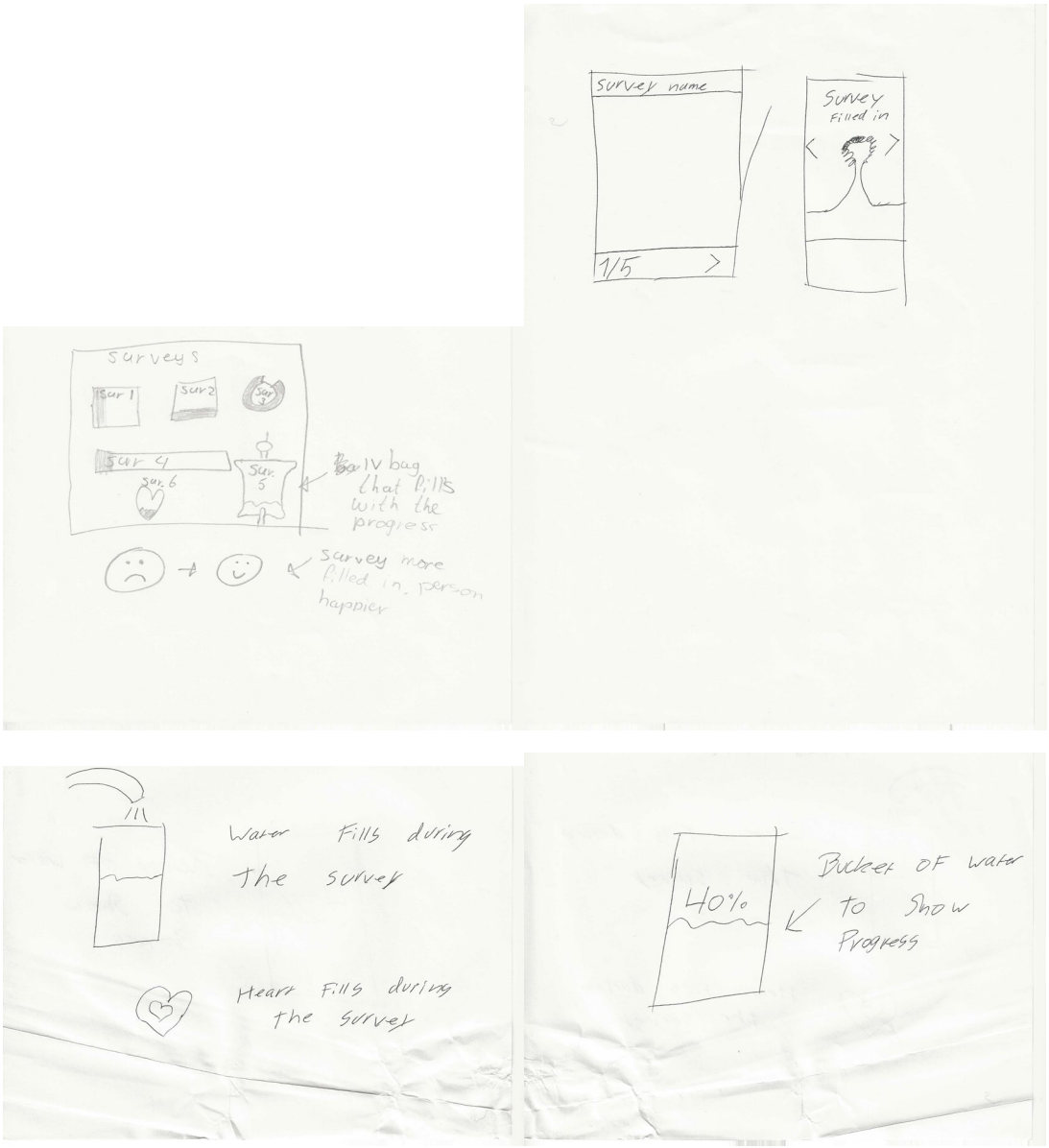






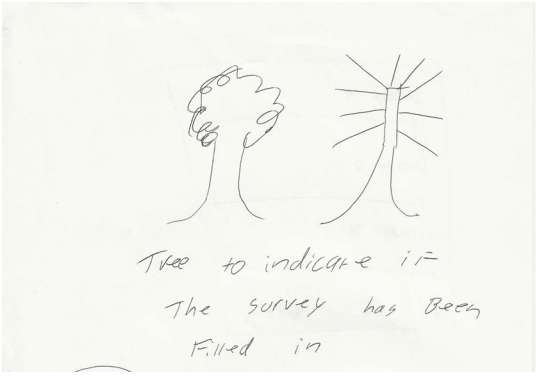
Progress bar main screen

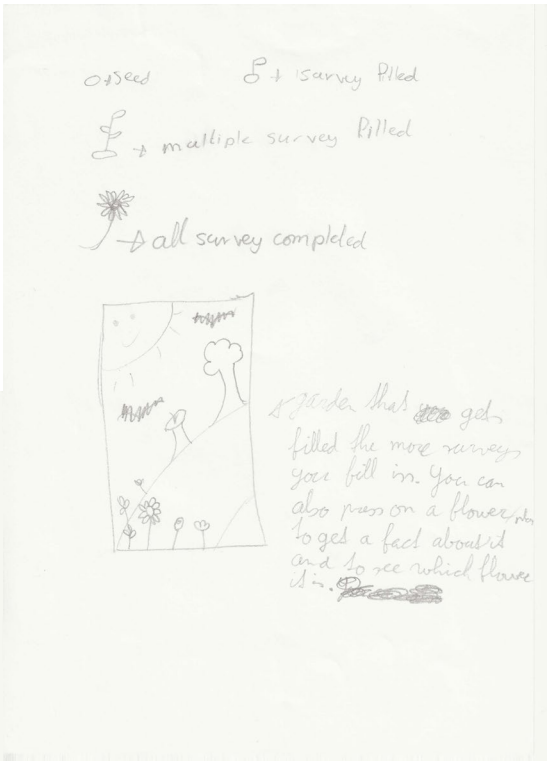
We also wanted to show the progress on the main screen. We started with the more normal ways to show the progress on the main screen, like a horizontal bar that gets filled and a circle that goes around. We also had some more fun ways to show the progress, like a bucket that gets filled the further you are in a survey, which lead to us coming up with an IV bag as well. Another idea was a heart that gets filled in either from the bottom or that gets filled in from the inside. A different idea was a face that gets happier the more surveys you have filled in.



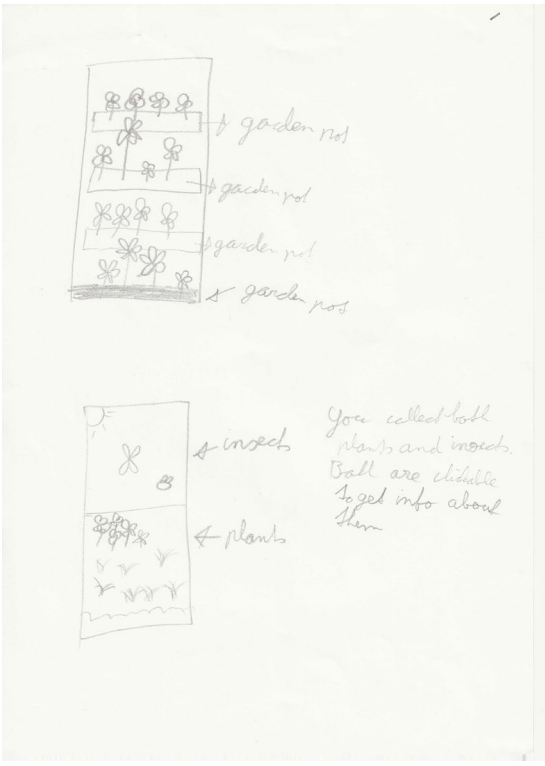
Garden reward

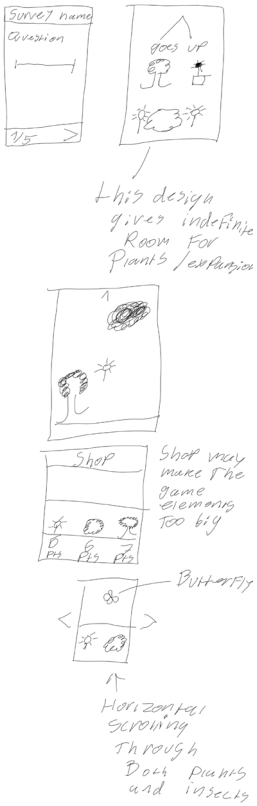
During this ideation session, we showed each other our ideas and bounced off of them. For instance, Robin started making a tree that grows while filling in a survey as a surrogate progress bar. Tessa then came up with the idea of implementing this tree idea to symbolise the filled in surveys (each filled in survey progressing the growth of a plant.) We made several variations of how the survey screen could look, like showing sad and happy faces to illustrate if a survey has been finished or not. We then bounced of each other that we could plant the plants in a garden and collect them. To make the garden more interesting, we also thought that it would be fun to get facts about the plants that you planted in the garden. This way we can encourage the users to collect more plants and thus fill out more surveys. We also toyed with the idea of adding insects to the top of the garden screen, giving the user even more options to fill their garden. We tested two main variations with this idea, one with a scrollable screen (where you can move through the garden, making the garden bigger) and one with a static screen (where the full garden is shown at all times, giving it less space but also making it viewable in its entirety).





Handwriting





Ideas

Progress tracker

When a user fills in a survey, the user will see iconography and/or animations as part of the progress trackers. These trackers can be seen in either the Weekly Survey (home) page, or the Survey page, or both. We've created several variants of these icons, including a heart, IV bag and a growing plant.

By adding these icons, we try to make the surveys more interactive to the user, in the hope that the iconography helps them stay engaged so that they are more likely to complete the survey. To test if these icons have any effect, we've created some more classic solutions to show the progress, like a horizontal and a circle progress bar. The goal is to compare the user's reaction to these different progress trackers and see how they experience these different solutions.

Reward system

To encourage people to keep filling in the surveys we've designed different reward systems. We have created a version where you collect plants, put them in a garden and you can then get facts about the plant. A different version is collecting badges, these you can show on a digital pass which you can also share with other people using the app. The last version is collecting healthcare cards. These are cards that depict something related to healthcare, for example a stethoscope or a syringe. You can also trade these cards with other people using the app.

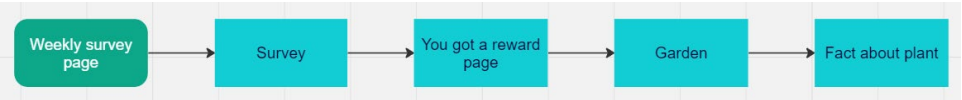
Garden

We have two different versions of the garden idea. One version is a scrollable garden where you need to scroll up to see the higher plants and the other version is a non-scrollable garden where you can see the whole garden on the screen at all times. You can plant plants that you've collected by filling out the surveys in the garden. You can also press on the plants in both gardens and then you can get a fact about the plant.

Paper prototype

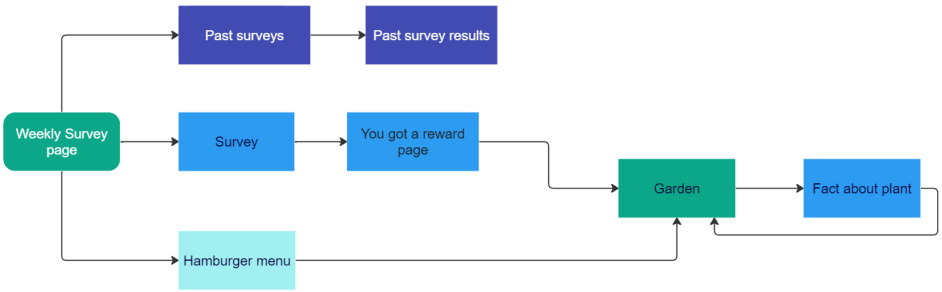
First iteration

To test our ideas, we made a paper prototype. We started searching for cardboard throughout the school building. We eventually found enough cardboard in an ‘old paper trash bin’. We then made a phone with this cardboard. We stuck a piece of paper to this cardboard to have a blank canvas to work with. On this blank canvas we made a main screen, which showed how far you were in a survey, a button to fill out the survey and a button to go to previous filled in surveys. We then made a second screen which would show a survey question and a submit button. The submit button would then lead to the you got a reward page with a button to plant the plant. The plant button would lead to the garden where you had multiple flowers. If you clicked on a flower, you would get a fact about the sunflower.



Second iteration

During the making of the test plan, Robin questioned if a linear version of the paper prototype was the best way to test the application. She suggested looking into making a non-linear version of the paper prototype and doing a usability test and splitting the variants into a separate a/b test where instead of using a paper prototype to show the variations, we show the different variations and ask the test users what they think of each specific variation. Tessa agreed that this may work better for the test, and so we changed the prototype into a non-linear design. To do this, we made a flowchart to see what pages we were missing for a full application and made these pages before testing. This flowchart shows a few different ways a user can get to a specific part of the application. The green blocks are things that we have different variants for, like the scrollable and non-scrollable garden or the different interactive progress indicators in the Weekly Survey page. The blue blocks are things that we only have one variant for. The purple blocks are grouped together as they always follow each other, and the hamburger menu has its own color to differentiate the menu from the rest of the flow.



Conclusion

We're going to test 6 different versions of the progress tracker, a heart, an IV bag, a plant that grows, just a percentage without an icon, a horizontal progress bar and a round progress bar that fills in a counterclockwise direction. We're also going to test 3 different versions of the reward system, a badge collecting, a card collecting and trading and a plant collecting reward system. With the plant reward we also have two different versions of how the garden would look like.