

WONDERLUST

Concept Video Report

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CS147

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VALUE PROPOSITION

Harness your curiosity: Kill time, not the cat.

TEAM

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[Documentation]

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PROBLEM AND SOLUTION OVERVIEW

[The Problem]

We've all been there: waiting in line, on the bus, in the bathroom. You're effectively stuck, and you have only your phone as a source of entertaining yourself. You've thumbed through your Facebook, Twitter, Instagram, and news feeds. You've checked your email. You've returned some texts. You've consumed every morsel of fresh data your phone is able to serve up. But you're still stuck, and now, bored.

How many of these scrapped minutes could be used in a better way? Used in a way that expands your intellectual vitality and satisfies your craving for fresh information and requires no more effort than the moving of your corneas? Time is valuable, and you know there's something better you could be doing with those spare moments.

[The Solution]

What if I told you that, next time you were stuck waiting in line at Starbucks or the ATM, you could learn two minutes' worth of information about Samurais? Renaissance Fashion? Natural Selection? Escargot? What if there was an application that allowed you to pick the fields you're interested in learning more about and would provide a newsfeed of blurbs on those topics? In just a few words, you could get basic familiarity with any number of ideas or areas - enough to cover the gist of the topic and enable you to follow a link to learn more. You could save information on things you found interesting, and maybe pass interesting blurbs on to your friends. You could recover those lost minutes in a way that was fun, interesting, productive, and painless.

UI SKETCHES

[Wheel]

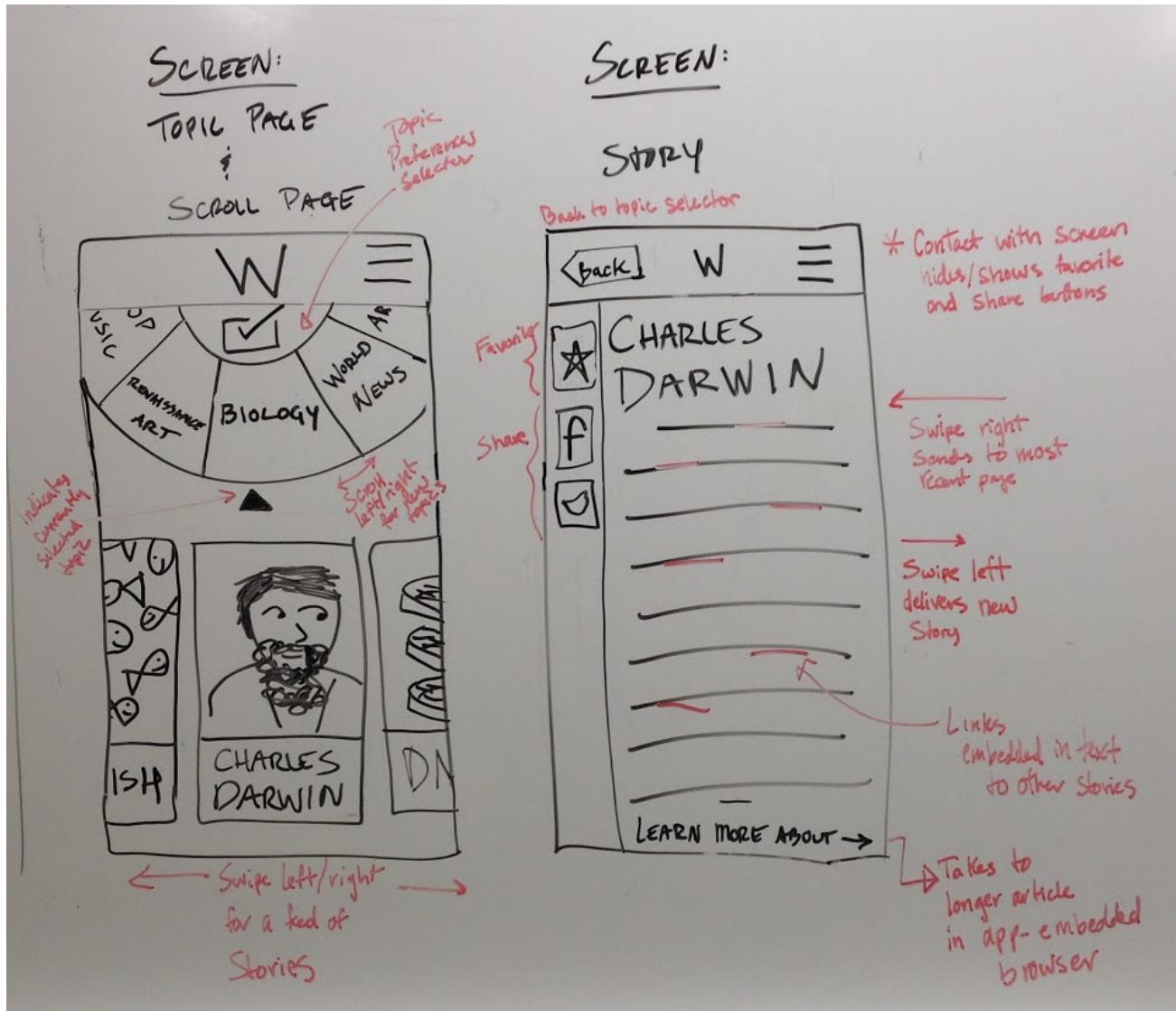


Figure 1: Home screen (left) and Story screen (right)

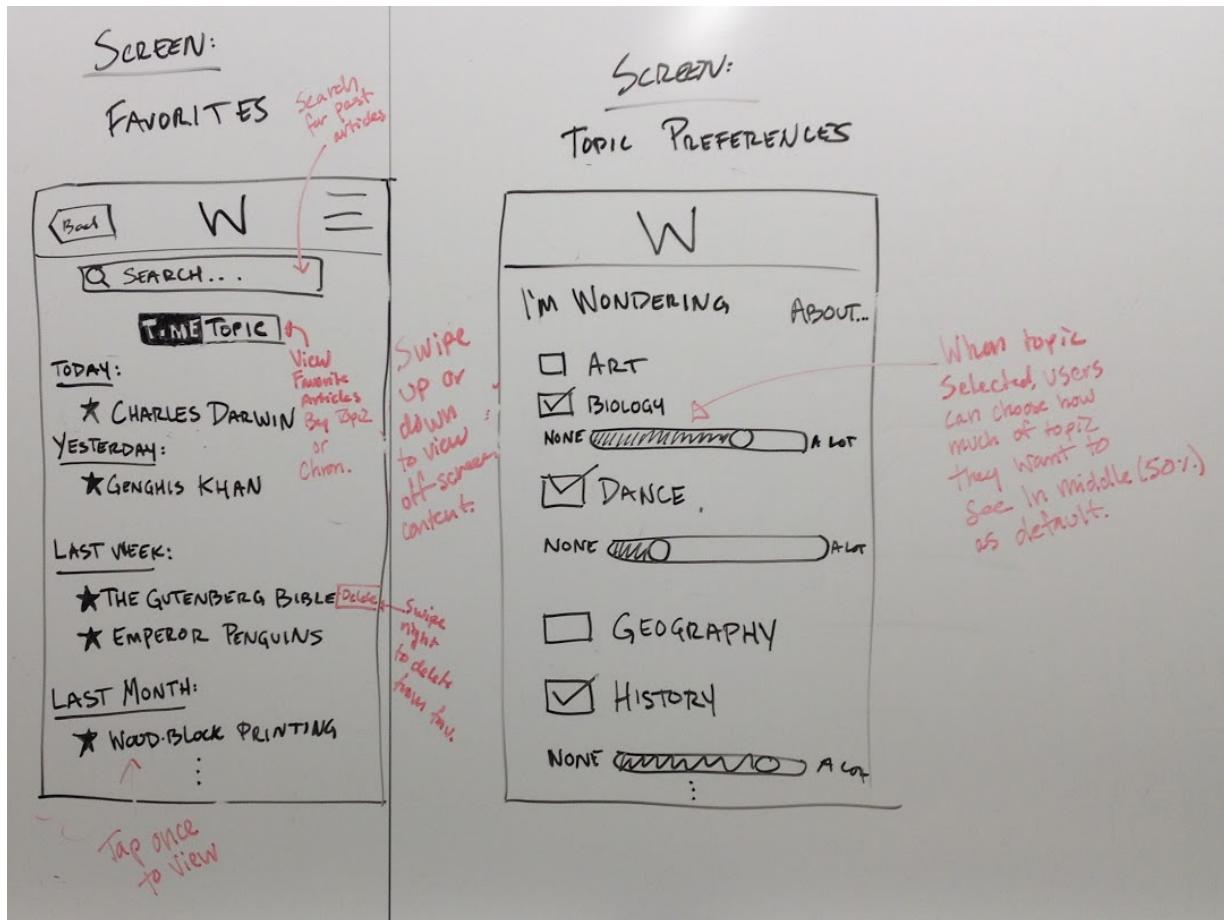


Figure 2: Favorites screen (left) and Preferences screen (right)

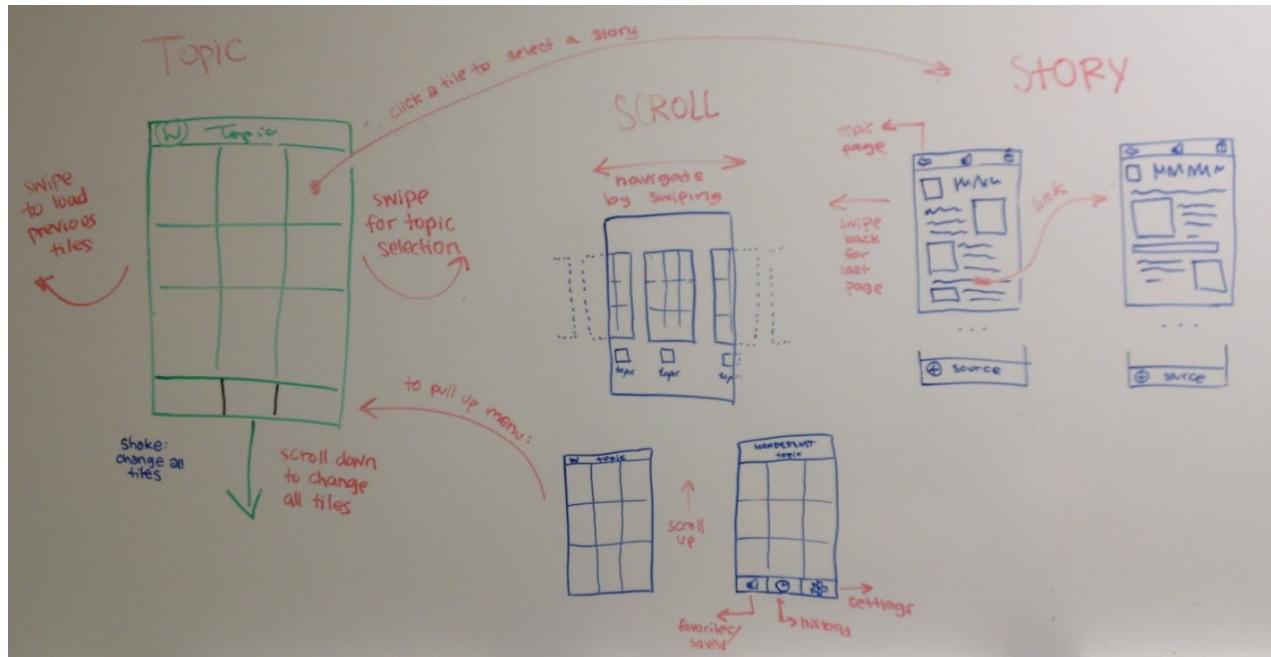


Figure 3: Topic/home screen (left), Topic-selection/scroll screen (middle), and Story screen (right)

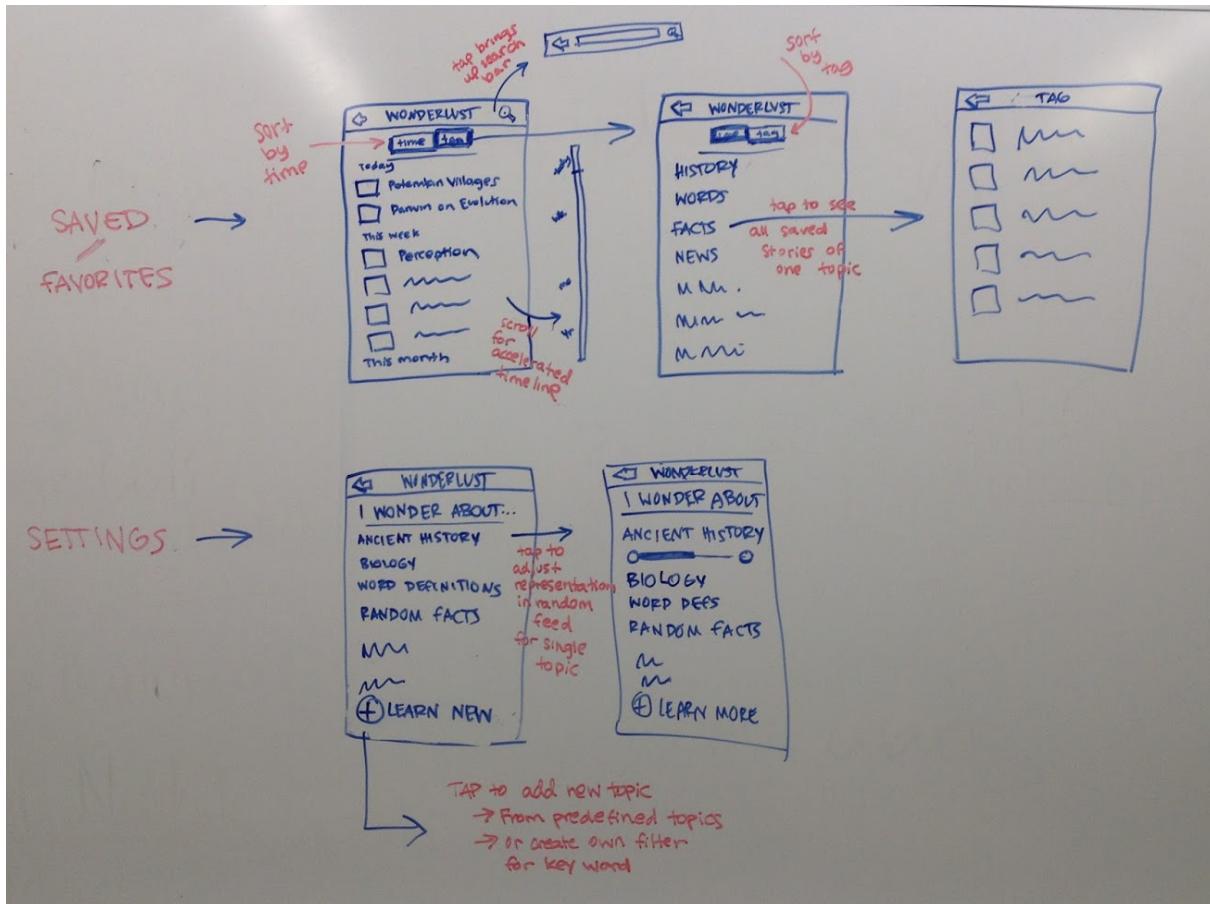


Figure 4: Favorites and Saved Stories screen (top), and Preferences screen (bottom)

SELECTED INTERFACE DESIGN

[Choice and Reasoning]

We chose the Wheel Interface for continued design. This interface is distinguished by an interactive roulette-like wheel on the home screen that lets customers navigate quickly between their different themes. The bottom curve of a wheel dominates the top part of the page, with slices for each theme and an indicator highlighting the currently selected theme. The center of the wheel is cut away to reveal a shuffle button that combines all themes into a random feet. A horizontal, scrollable stream of stories corresponding the selected section of the wheel dominates the bottom half. Our rationale focused on two advantages of the Wheel Interface: uniqueness and simplicity.

In the relatively saturated market of information aggregation, we believe that the idiosyncratic Wheel design will help our product stand out. Dragging the wheel to select a theme is both intuitive and kinesthetically appealing. The single stream of stories at the bottom of the page addresses A.S.’ concerns about distinguishing the product from StumbleUpon, which bounces customers between entirely different web pages. It is a compromise between a single page design, which may help customers discover new interests by demanding they give each story a chance but may become tedious, and a tile or bar design, which lets the customer choose from many stories but may not be salient enough to focus attention on a single article. In addition, we can capitalize upon the swiping of the wheel by having a vigorous “spin” let the wheel come to rest on a random topic. This enables the shuffle of themes as well as the shuffle of stories. We can also have a “read for later” queue accessed from one slot on the Wheel.

Furthermore, the Wheel design supports simplicity in interaction by minimizing button pressing and page navigation and instead maximizing the use of gestures. The main screen supports both switching themes and browsing stories in a way that is intuitive, easy, and highly visual. The scroll between stories is similar to the *BBC News* interface S.S. liked. Shuffle is easily accessible from any theme. O.K. had expressed annoyance at switching between many screens, so this interface eliminates the Tile design’s need to switch between screens when switching topics. In addition, it is possible to switch more quickly between disparate themes with the Wheel than by swiping linearly through one screen per theme.

[Functionality Summary Table]

- **Topic selection:** Allows users to select the Topic (theme) of the Stories (article) to browse. This is done by spinning the Wheel on the home screen.
- **Story selection:** The sliding bar below the Wheel shows the Stories of the selected Topic. Users can browse by swiping between pictures, and select by clicking.
- **Saving and accessing saved stories:** Users can save any Story to Read Later by clicking the Save button within any Story. These can later be accessed on the Favorites screen.
- **Browsing history:** The history of browsed Stories are saved, and users can search for a specific Story by time viewed or by Topic

- **Sharing:** Users can share any Story to friends over a variety of medium through the click of a button on the Story page.
- **Topic preference setting:** Users can modify which Topics are displayed on the Wheel by selecting their desired Topics on this settings page. Topics can be selected from a list of pre-selected ones, or users can search for their own.

UI STORYBOARD

[Browsing to Kill Time]

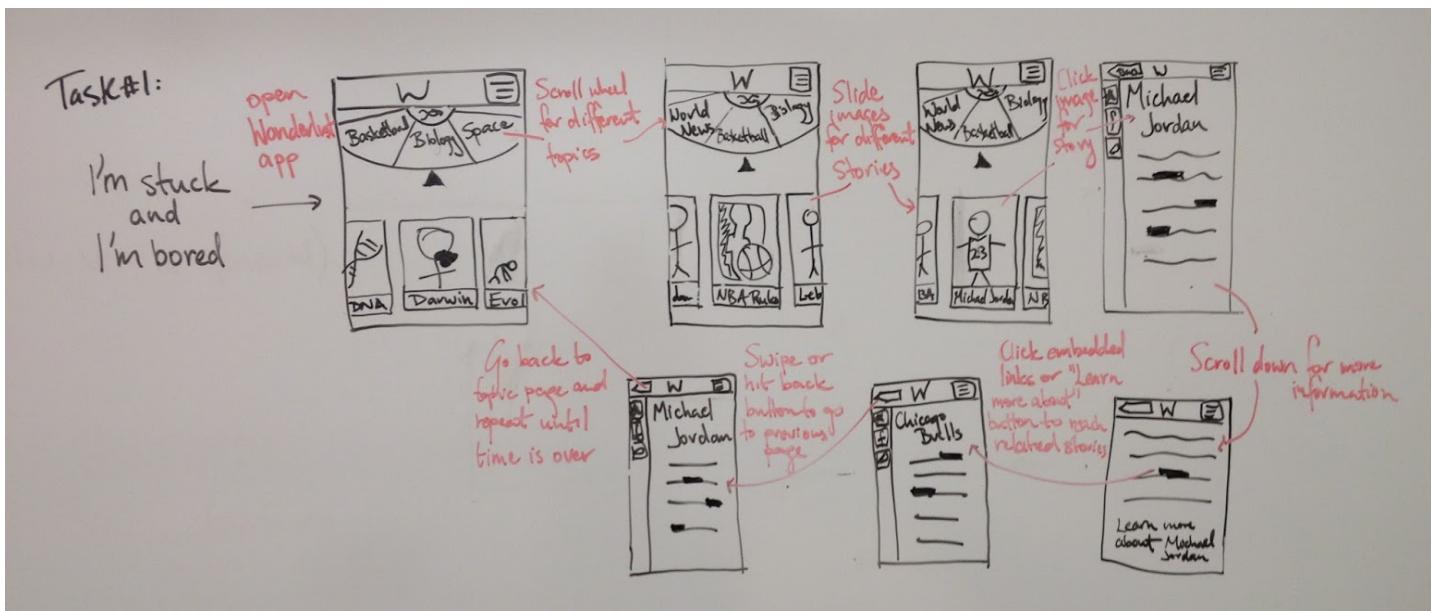


Figure 5: Flow chart of screens during sample browsing session

Steps

1. Open Wonderlust app
2. Choose a Topic that interests you using the wheel
3. Scroll through Stories along the bottom
4. Click into an interesting Story
5. Use links or 'Learn more about...' button to go to other Stories or an embedded browser
6. Swipe or click 'Back' button to return to previous stories
7. Return to step 2 by going to Home page, and repeat steps until satisfaction

[Read Stories from a Specific Topic]

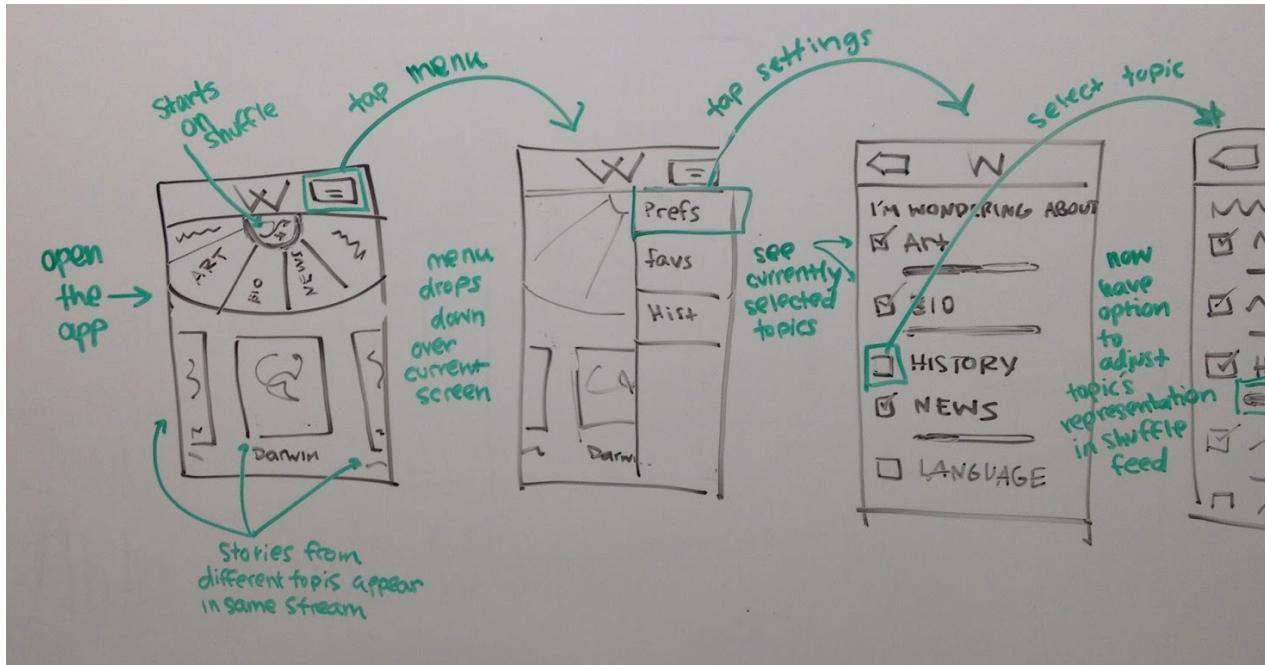


Figure 6: How to utilize Preferences screen to select interesting Stories

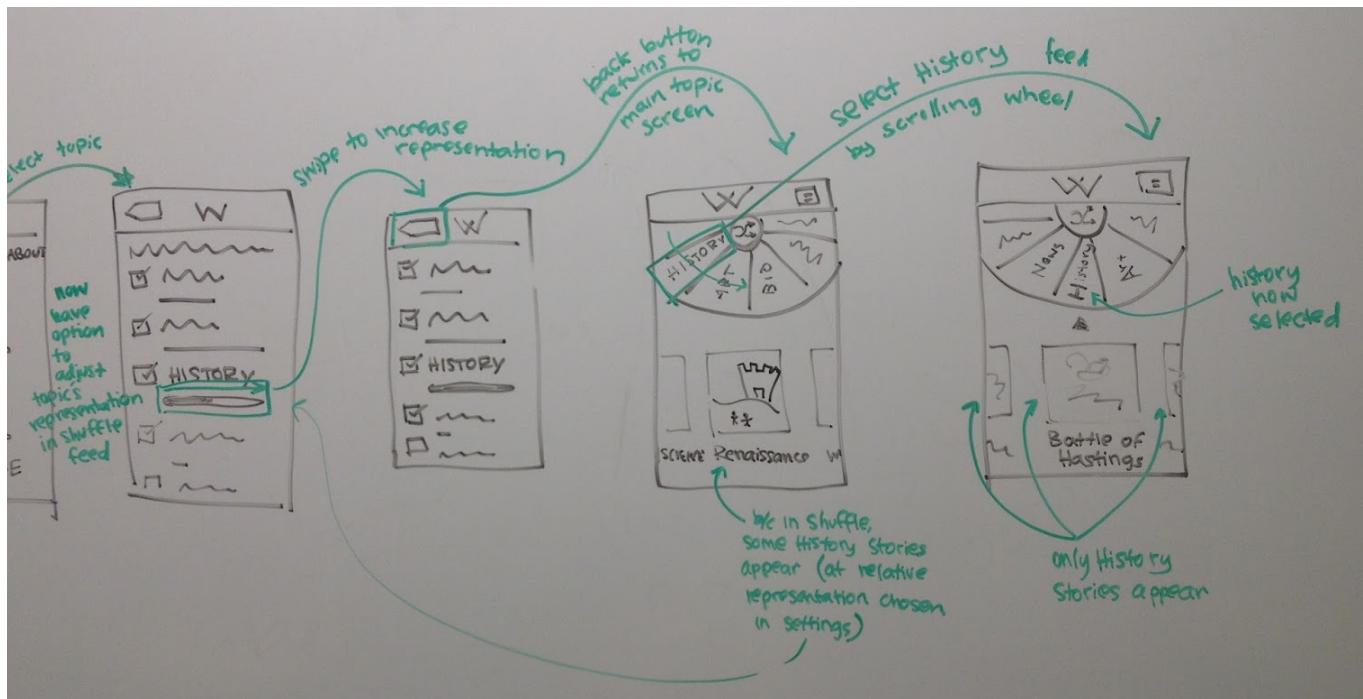


Figure 7: How to utilize Preferences screen to select interesting Stories (cont.)

[Scenario 3: Returning to a Saved Story]

Premise: Suppose the user found an interesting Story (on Sigmund Freud) that she saved. The following is the storyboard on how to rediscover the saved Story.

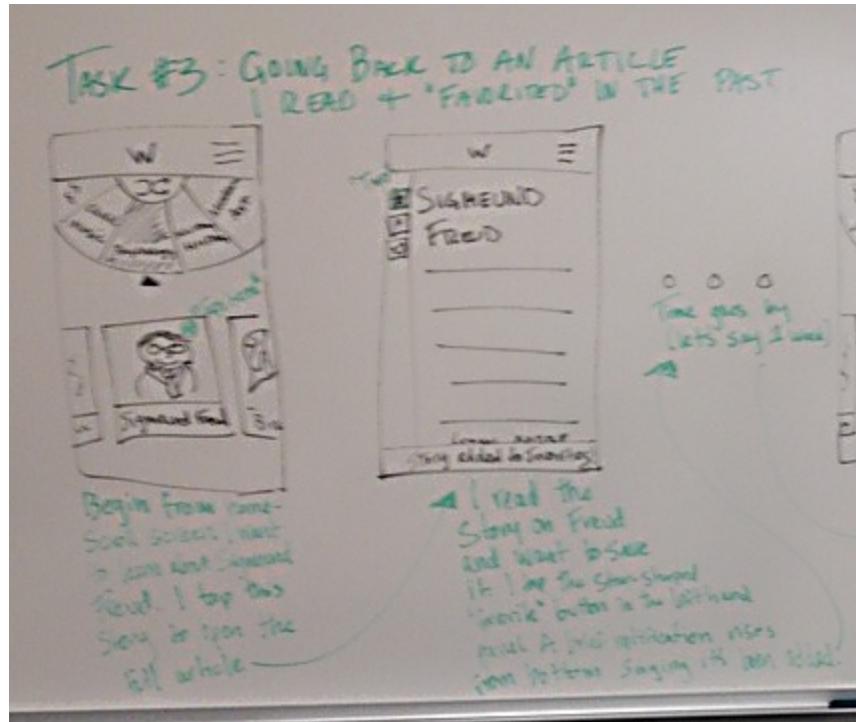


Figure 8: Favoriting (saving) a Story

THE PAST

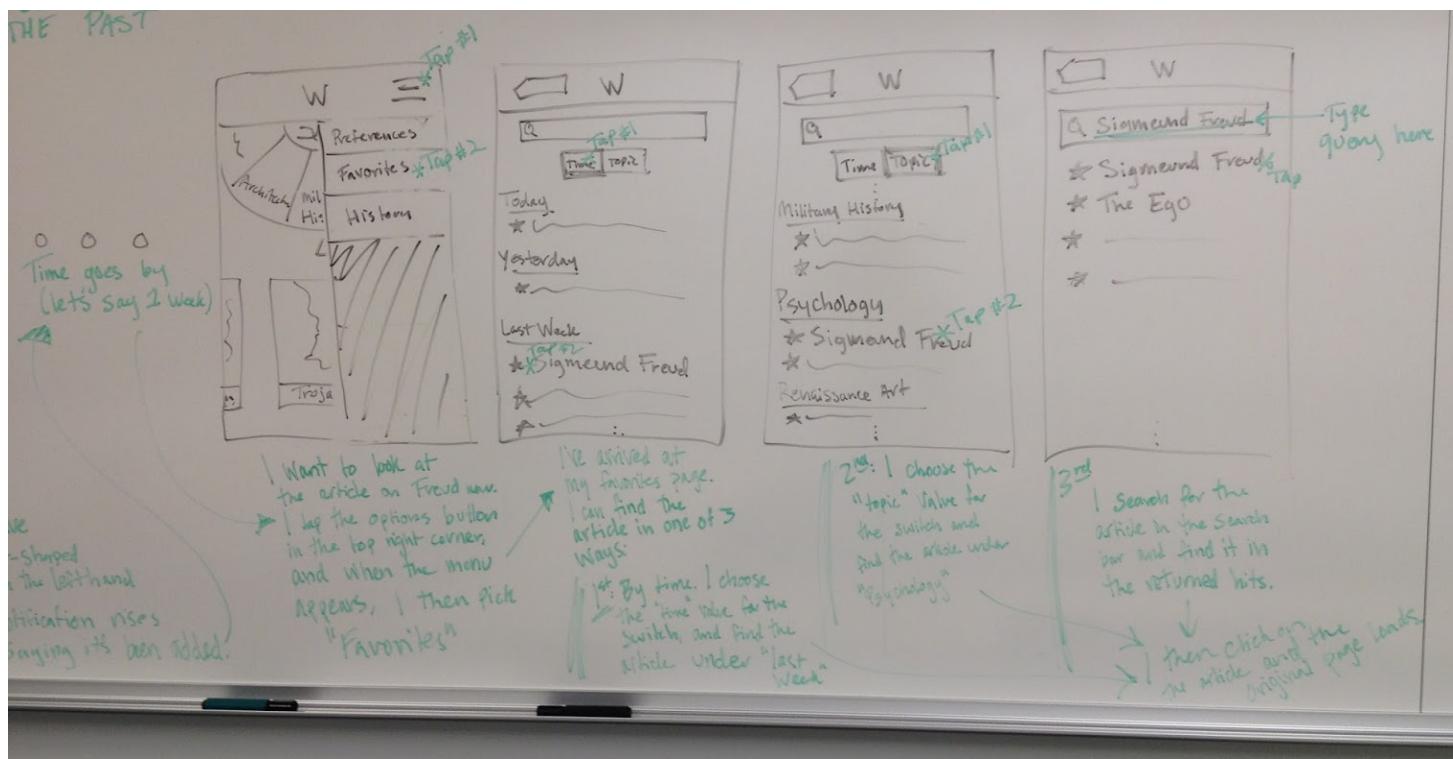


Figure 9: Retrieving a Story from Favorites

VIDEO PLANNING STORYBOARDS

[Browsing to Kill Time]

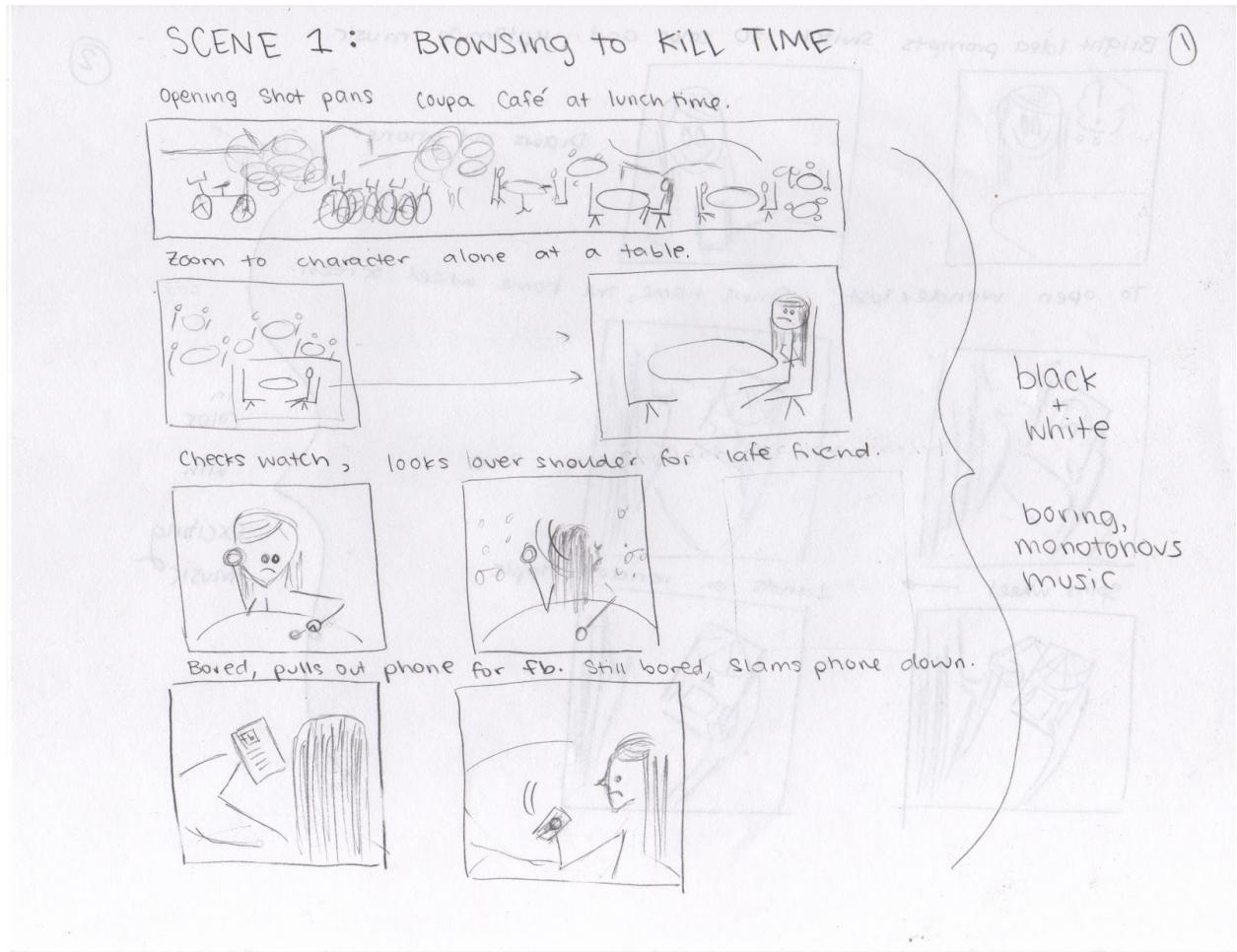


Figure 10: Browsing to Kill Time (Part 1)

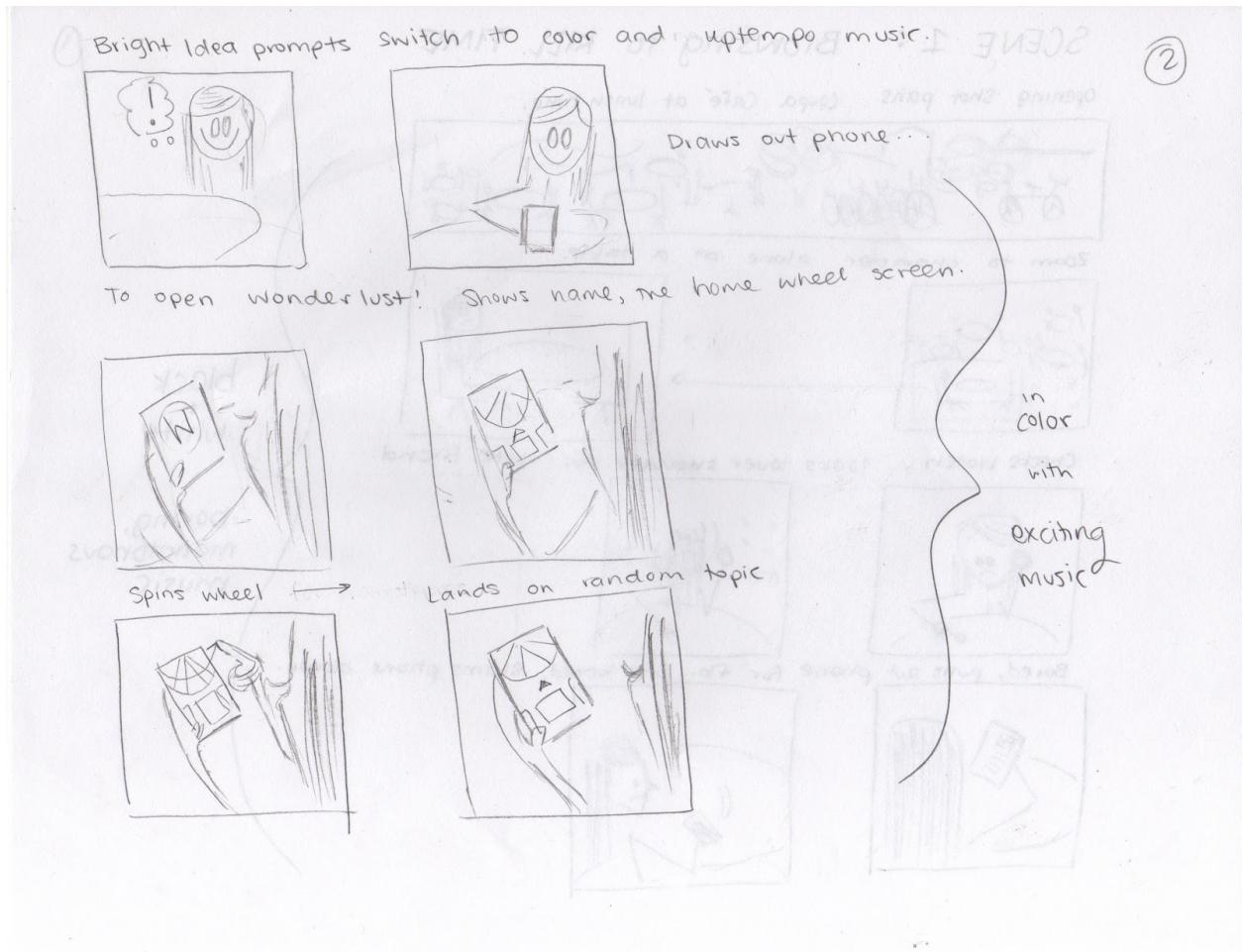


Figure 11: Browsing to Kill Time (Part 2)

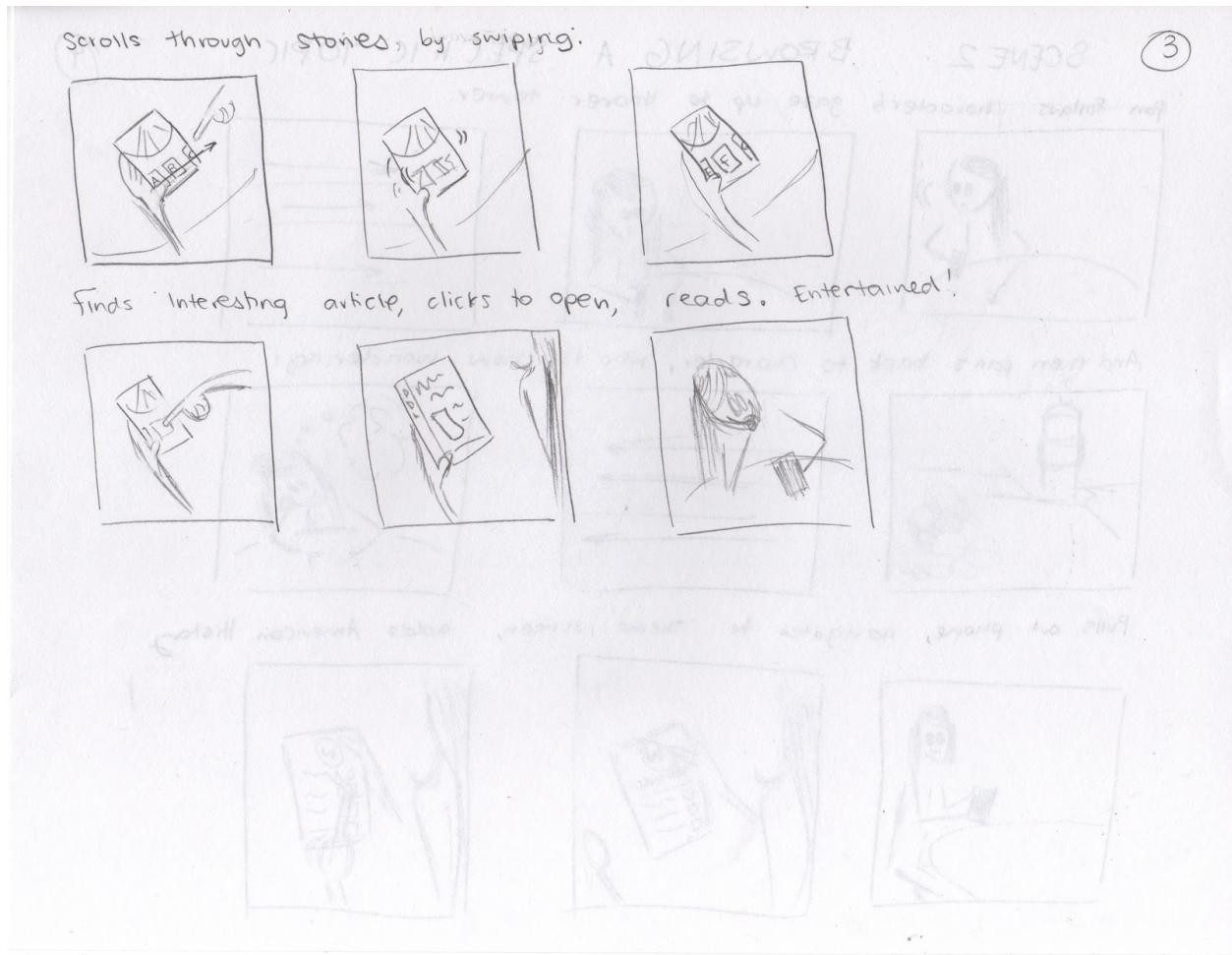


Figure 12: Browsing to Kill Time (Part 3)

[Browsing a Specific Subject]

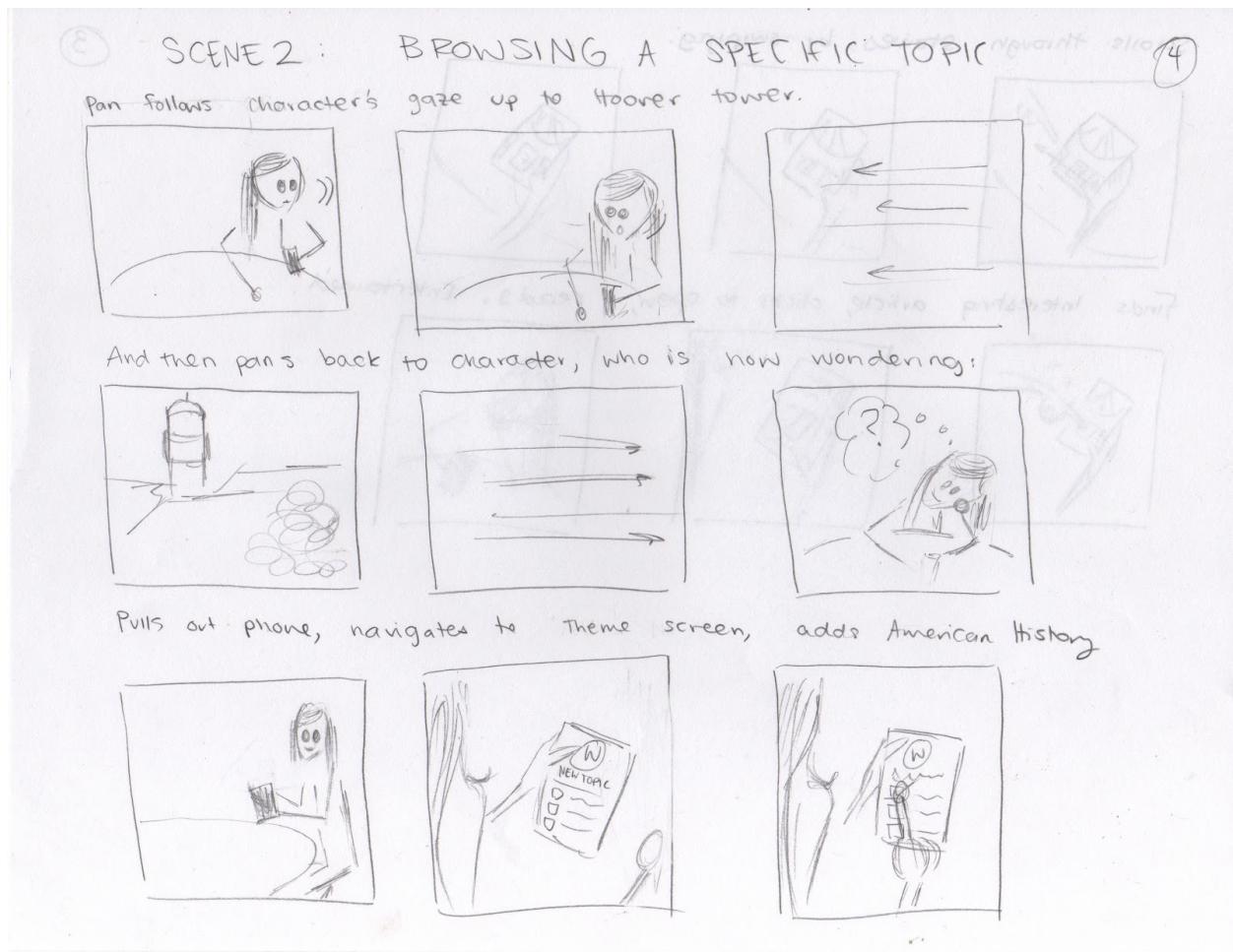


Figure 13: Browsing a Specific Subject (Part 1)

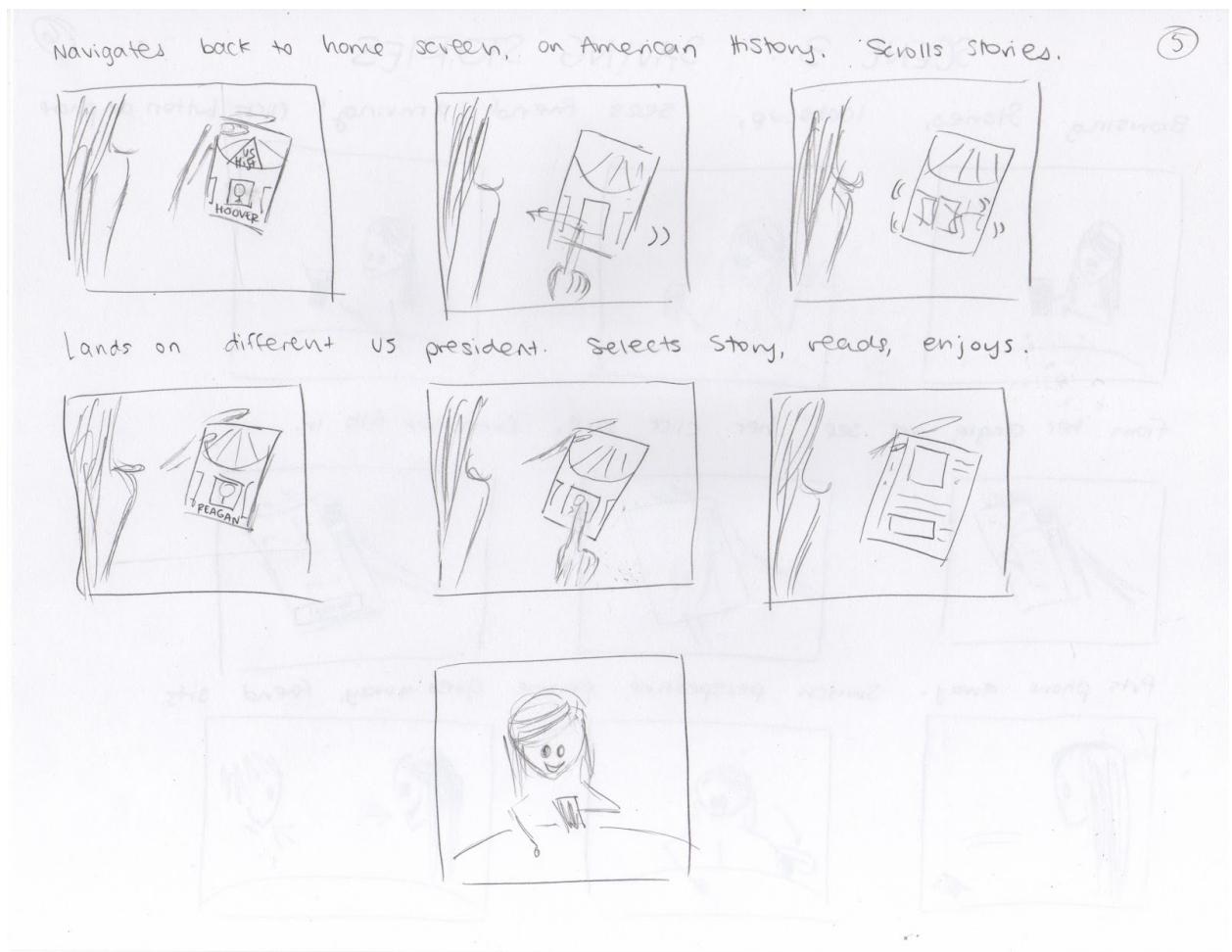


Figure 14: Browsing a Specific Subject (Part 2)

[Saving Stories]

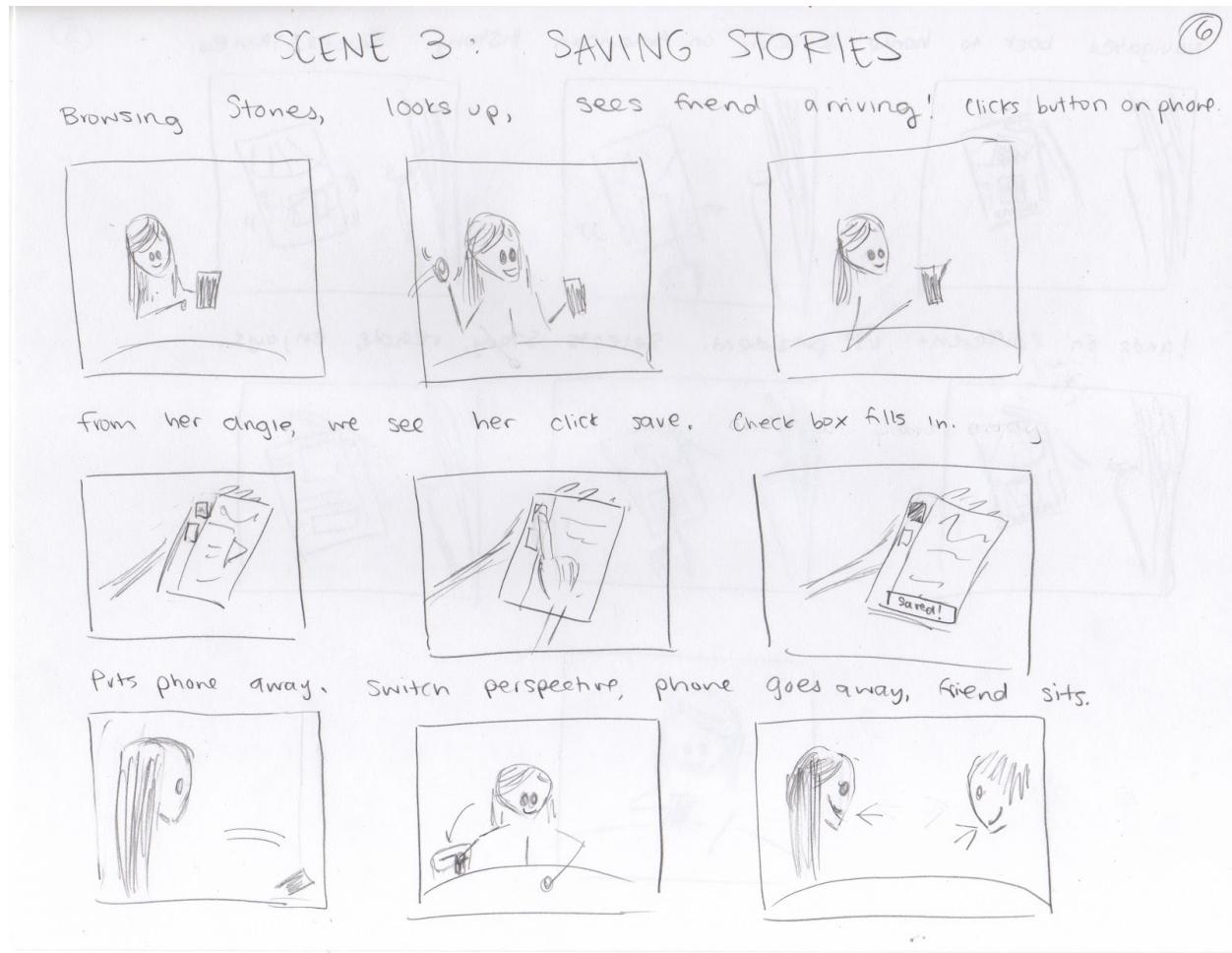
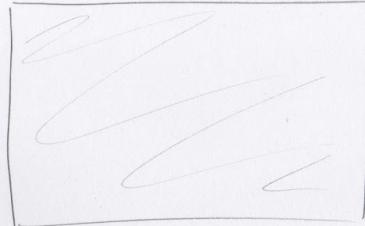
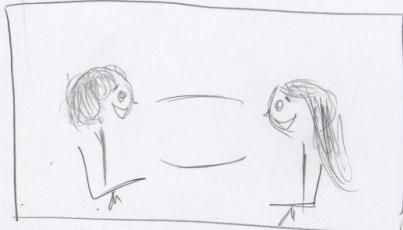
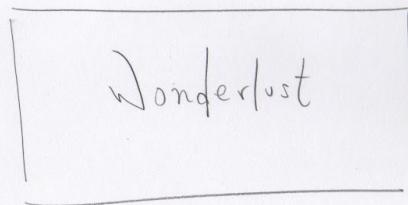


Figure 15: Saving Stories (Part 1)

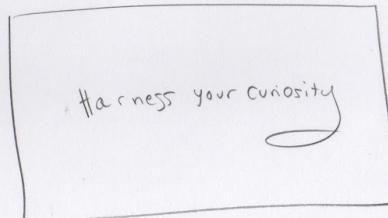
Back view of friends chatting + having fun. Fade to white. ⑦



Fade in "wonderlust".



Switch to "Harness your curiosity"



FIN.

Figure 16: Saving Stories (Part 2)

[\[Link to video\]](#)

<https://www.dropbox.com/s/3c5tc05r956i4ss/ConceptVideo.mp4?dl=0>

Please let us know if the link is broken; this may happen when the file is moved accidentally :)

CONCEPT VIDEO DESCRIPTION

[What worked well?]

We developed a clear idea of the video based on our storyboard that streamlined the filming process, which was important given the time constraints we had. In addition, the storyboarding was performed at the location of the filming so we were able to come up with specific shots prior to shooting the video. Drawing sketches onto a notebook and using it during filming worked well because the notebook had a similar size and feel to a phone, and we saw quick results from edits that may be time consuming to upload to an electronic device. The lack of dialogue and clearly defined roles (actor, cameraman, ‘director’) all contributed towards clearing any confusion we had during filming, and streamlining the entire process.

[What was difficult?]

The most significant obstacle to the video was finding time where a sufficient number of our team could film together. Since there were at least three roles to fill during the filming process, we required at least three members to be free at the same time. Another difficulty was obtaining a good shot of the UI in an outdoors environment. Our UI sketches were drawn in a small notebook, which did not show up well on ‘tape’. We did not realize this until the editing process, but could not organize a new time to film additional shots. Transitions between UI screens sometimes feel rushed, potentially leaving the viewer unclear about what is being manipulated on the app; however, the rationale is we wanted to demonstrate a good flow of the interface that was not disturbed by frequent intruding lines of text.

[Duration of each phase]

1. UI Sketches: 3.25 hours
2. Design Selection: 15 min
3. UI Storyboards: 30 min
4. Video Planning Storyboards: 55 min
5. Video Filming: 20 min
6. Video Editing: 3 hours