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CS 247 Project 2

Part 1

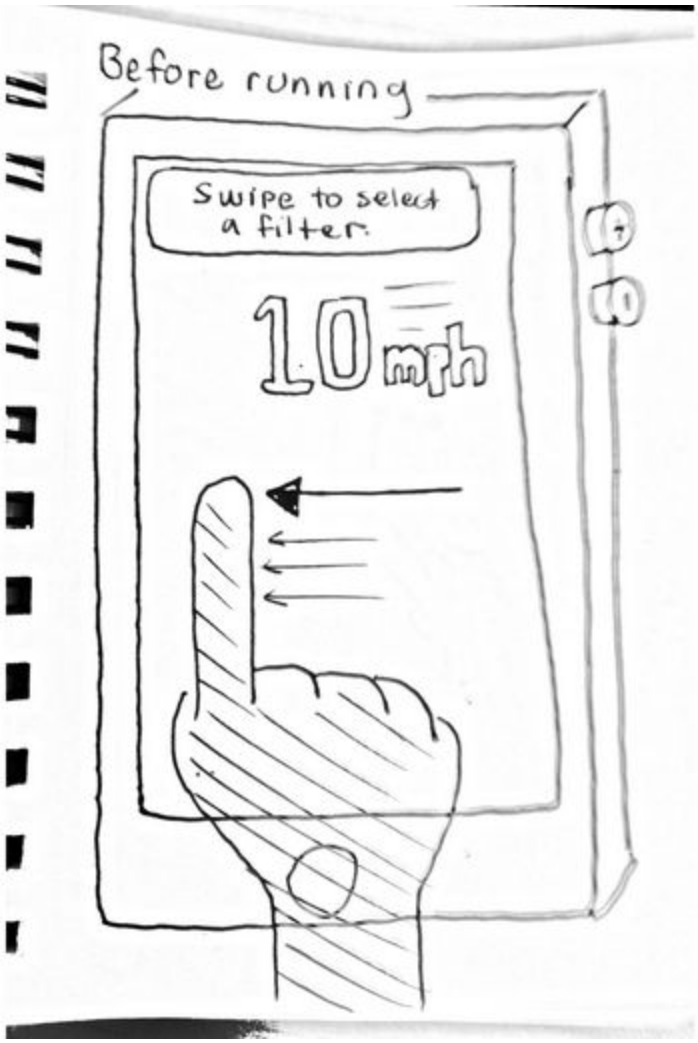
Reflecting On Our Target Users

Our project presented our team with the task of redesigning the Snapchat interface for runners, to allow runners to more effectively snap a photo, add a filter, and share to a story while running. To guide our design process, we thought carefully about the kind of runner that we were targeting and the specific features that we should focus on in our design. Since we wanted our app design to be used on a regular basis, we decided to focus on people who run frequently (at least a couple of times each week) and who do so for recreational purposes (i.e. people who run around Lake Lagunita, as opposed to people who are on a strict 400 meter dash training regime at the track in preparation for a state competition). We thought that recreational users would be more likely to want to snap photos during their run, since they are not under a strict training regime. Given that Snapchat requires users to add each other as a contact in order to share snaps and that recreational runners likely do not have a large fan base of social media followers, we decided that our target users would share their snaps to an audience consisting primarily of their friends.

With this user persona in mind, we have pinpointed the key features we want to include in our design. Runners are in constant motion and are typically holding their phone with only one hand, which could make it difficult to perform complex interactions while running, so we are focusing on reducing the number of taps and swipes needed to snap a photo, add a filter, and share to a story. Given that users not only have to look at their phone but also at the path in front of them while running and snapping photos, we are focusing making on-screen elements large and bold. Since interacting with the screen could be a challenge in a state of constant motion, we are also considering using input interfaces that extend beyond the phone's screen, including hardware volume buttons, motion control, and voice control. Another approach we are considering is eliminating the interactions that the user needs to perform while running by either frontloading them

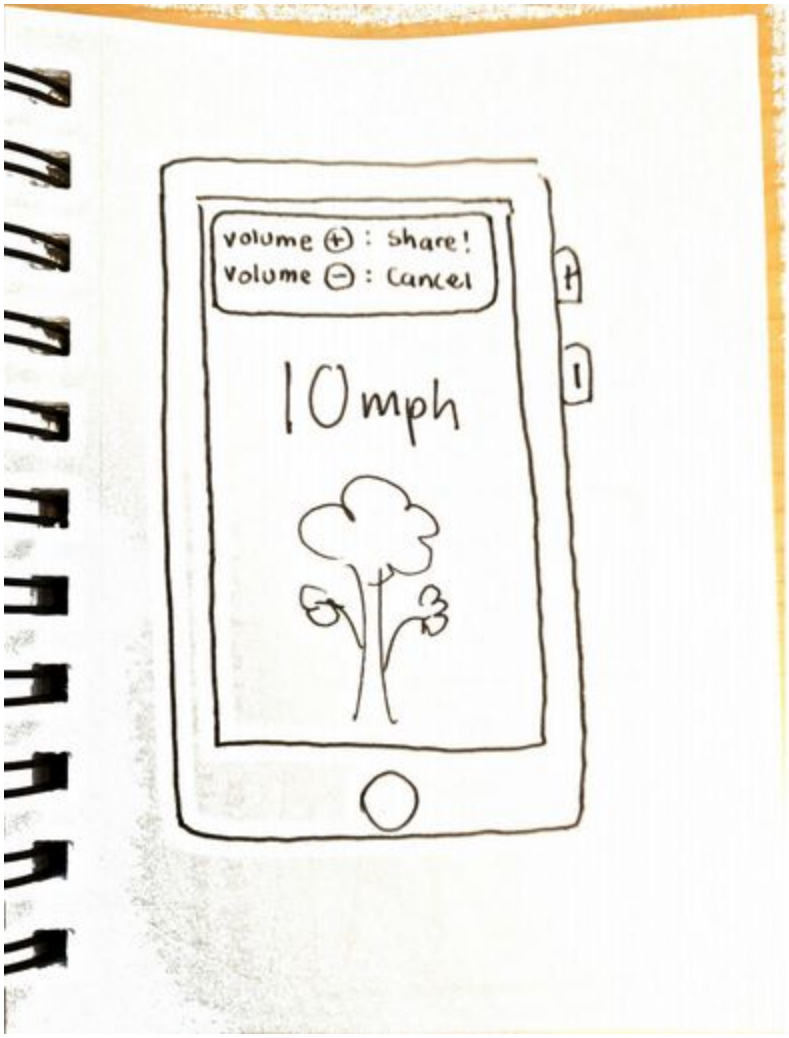
so that they are done before the actual run starts, or postponing them so they are done once the run has been completed. You will see these features and ideas reflected in our sketches and mocks.

Preliminary Design Exploration Sketches



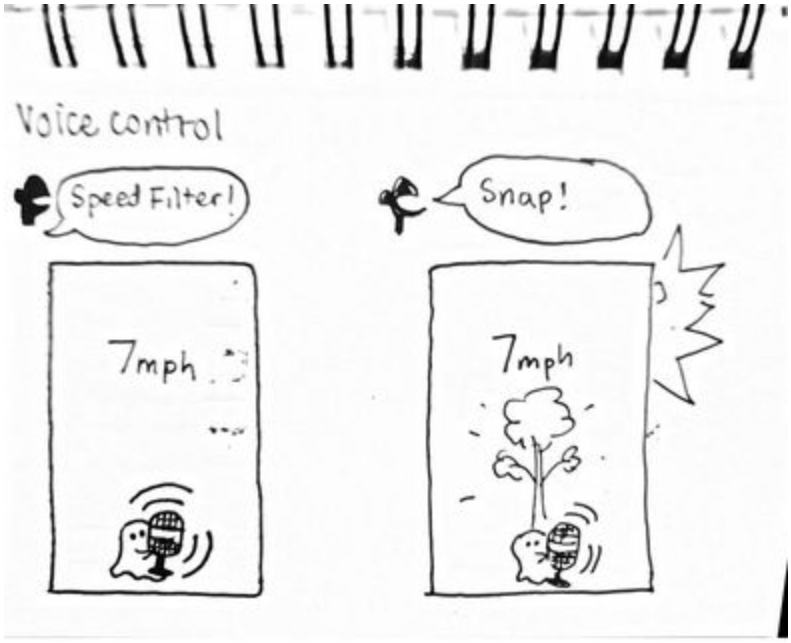

While running....
SNAP!
volume + to snap photo
10mph
[volume button control]

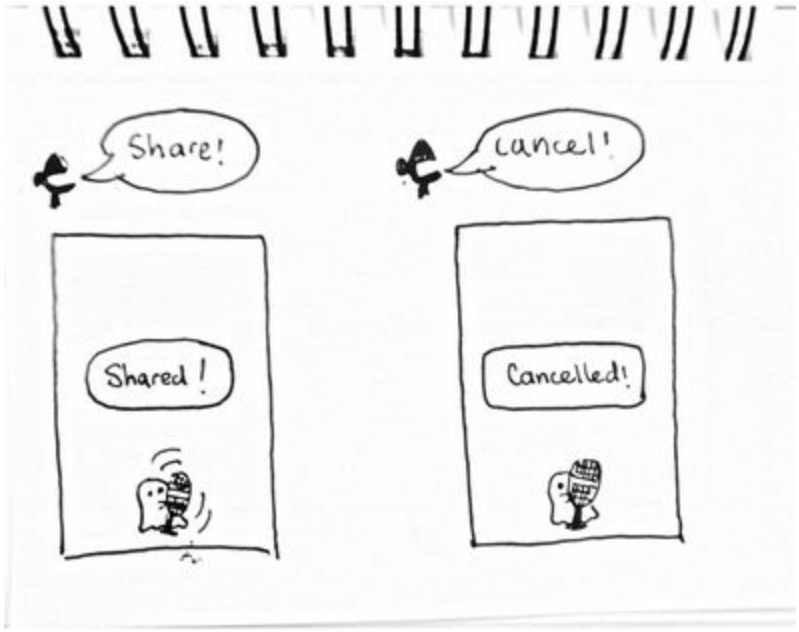

While running....
SNAP!
volume ⊕ to snap Photo
10mph
[volume button control]

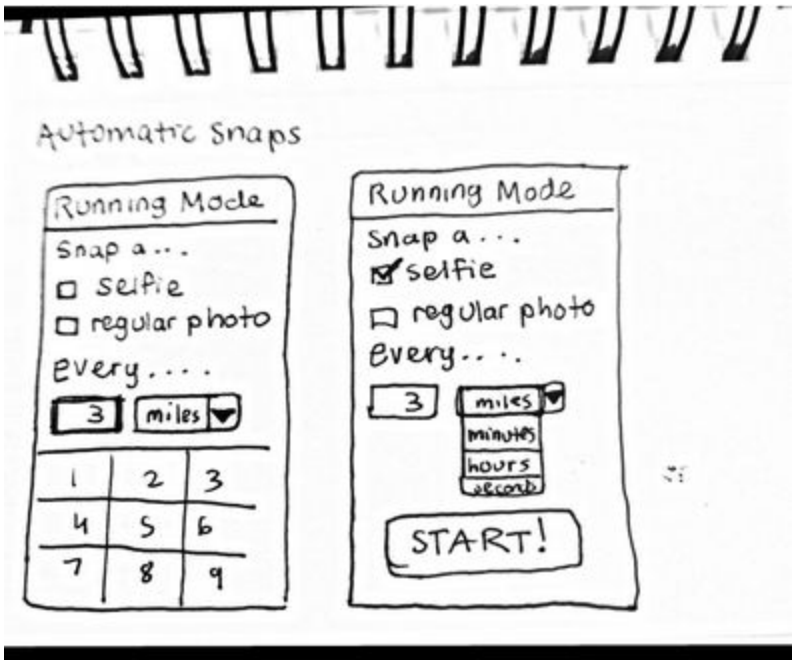

Volume ⊕ : Share!
Volume ⊖ : Cancel
10mph


Flick to change filters
7mph
7mph
Tap anywhere to snap photo

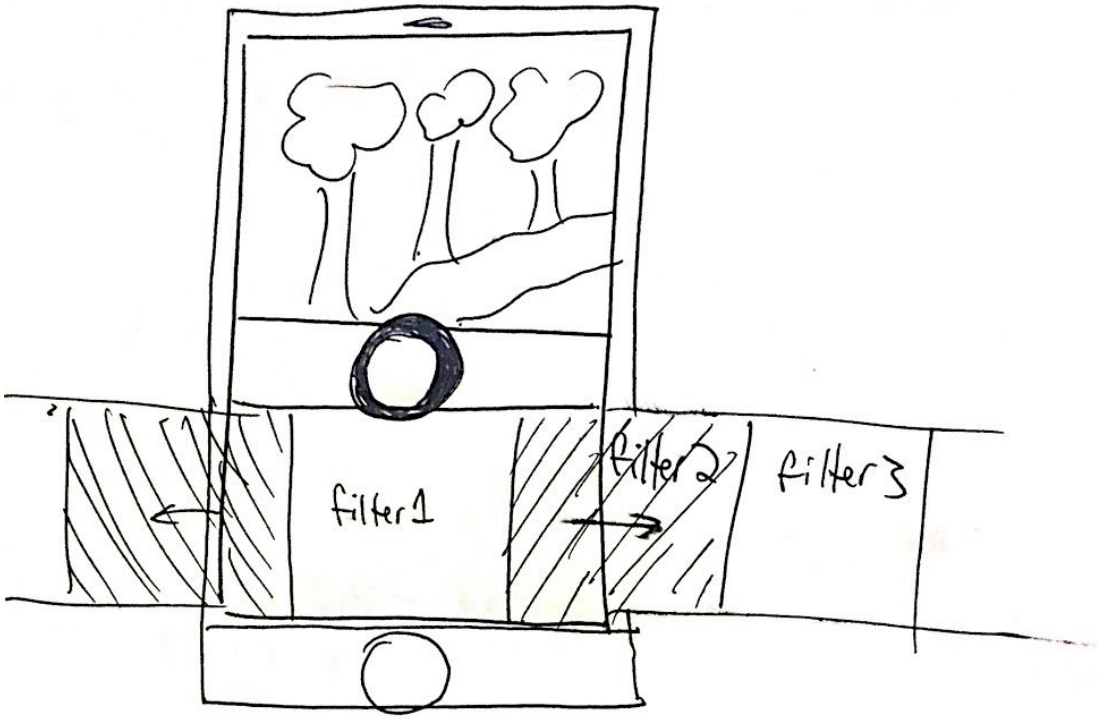

Flick to cancel
Tap anywhere to share to story.
Cancelled
Shared!

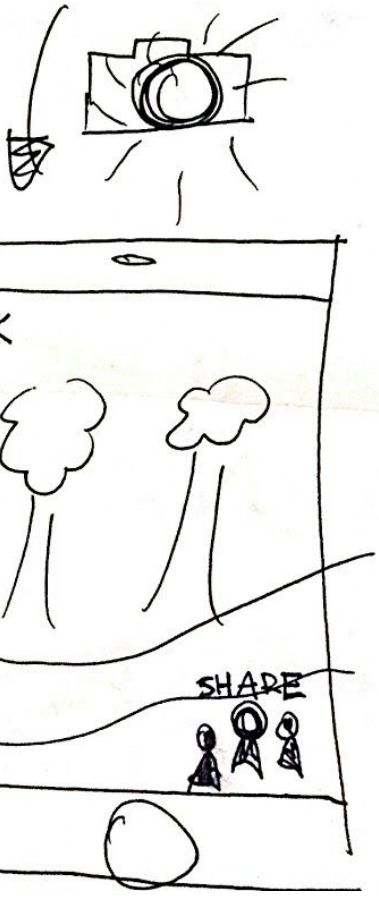

Voice control
Speed Filter!
7mph
Snap!
7mph

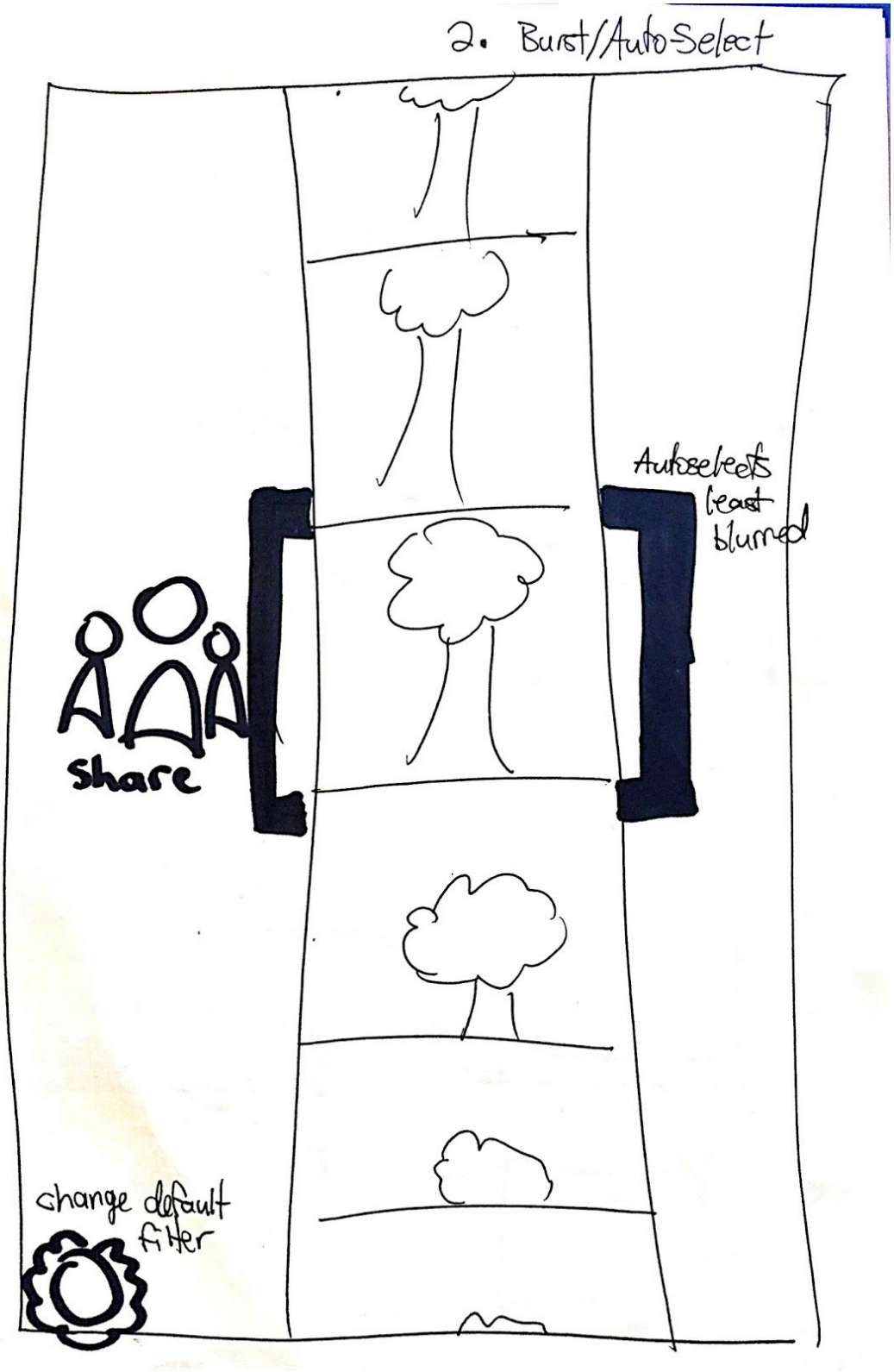

Share!
Shared!
cancel!
Cancelled!


Automatic Snaps
Running Mode
Snap a...
selfie
regular photo
Every....
3
miles
1 2 3
4 5 6
7 8 9
Running Mode
Snap a...
selfie
regular photo
Every....
3
miles
minutes
hours
seconds
START!

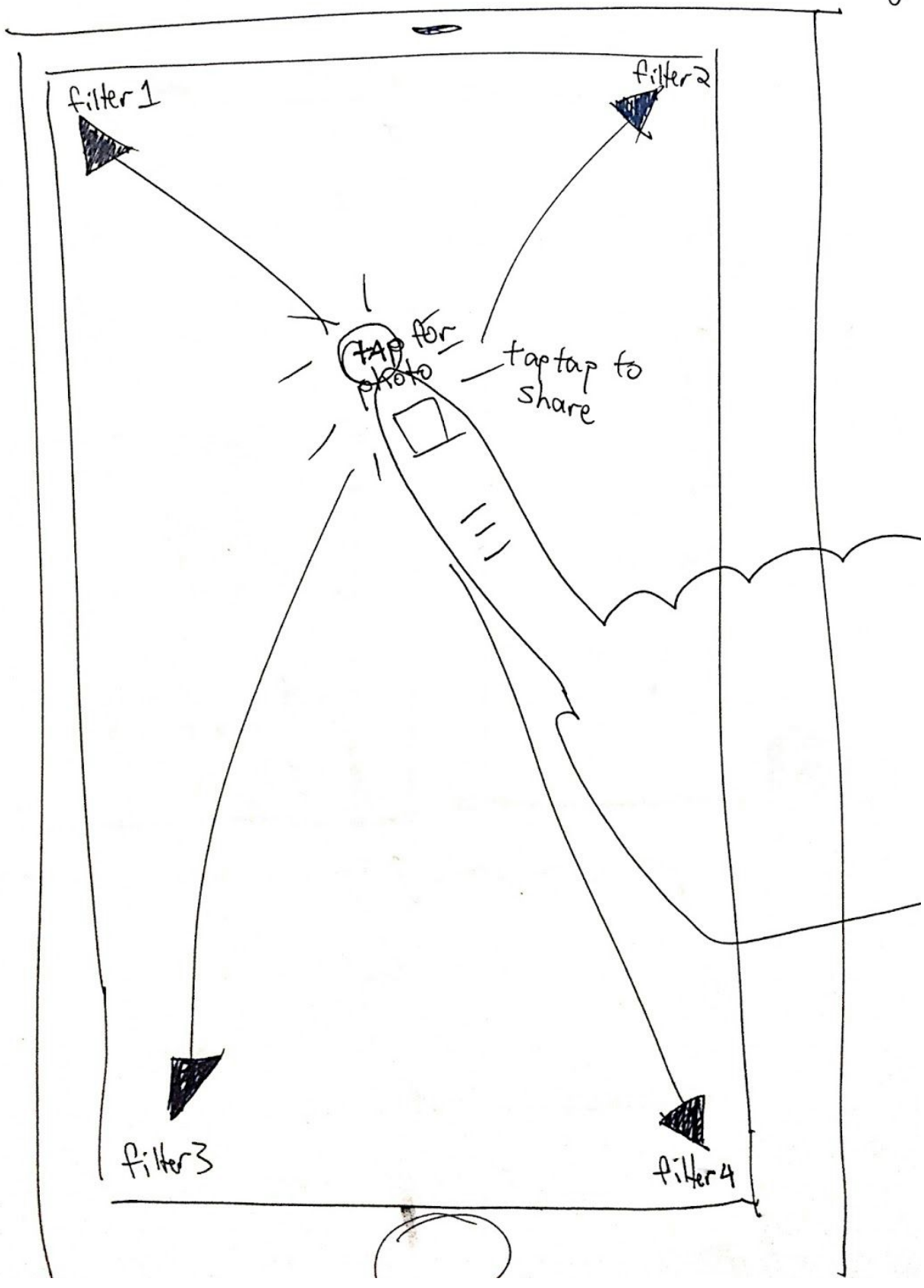
3. Filter Carousel



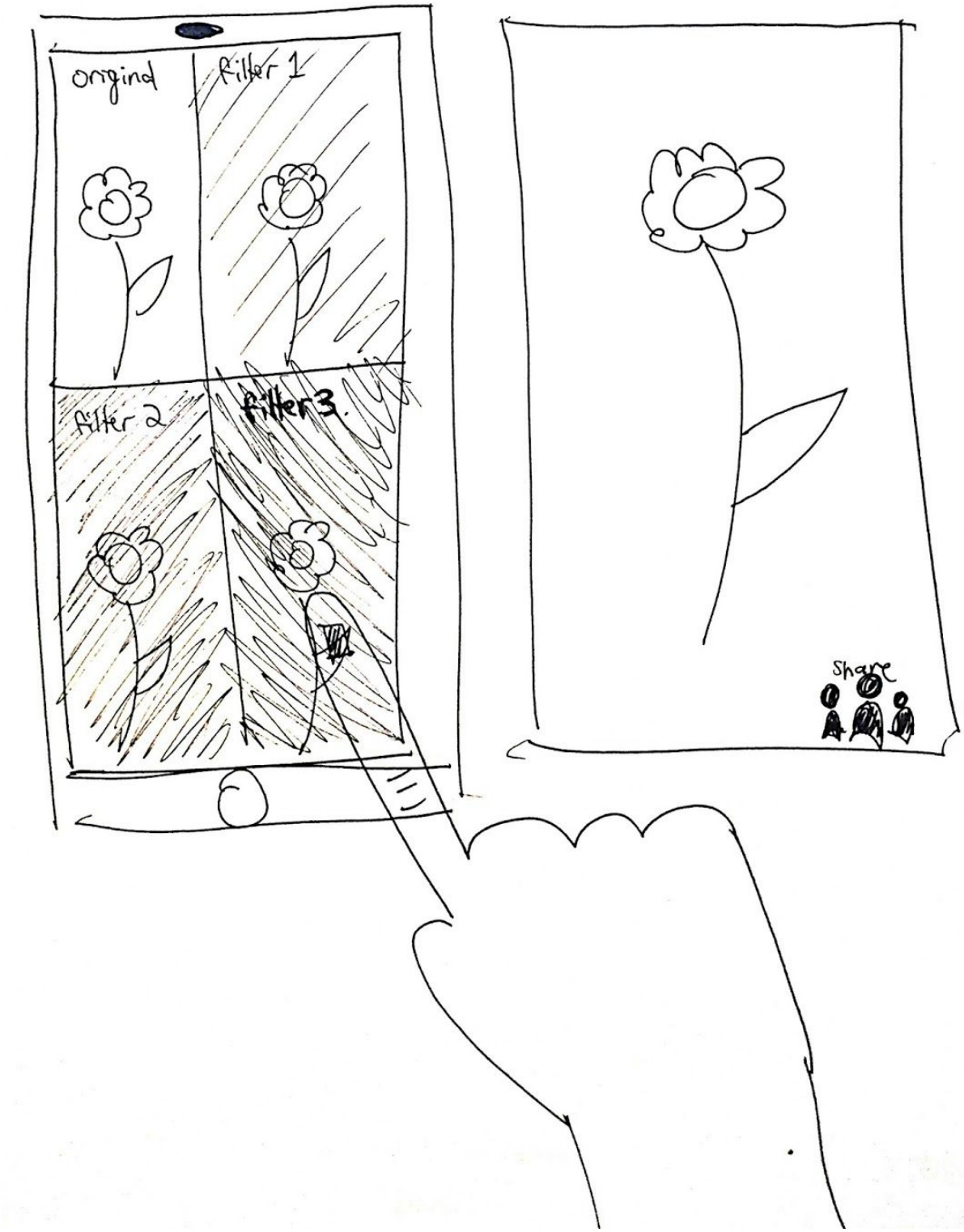


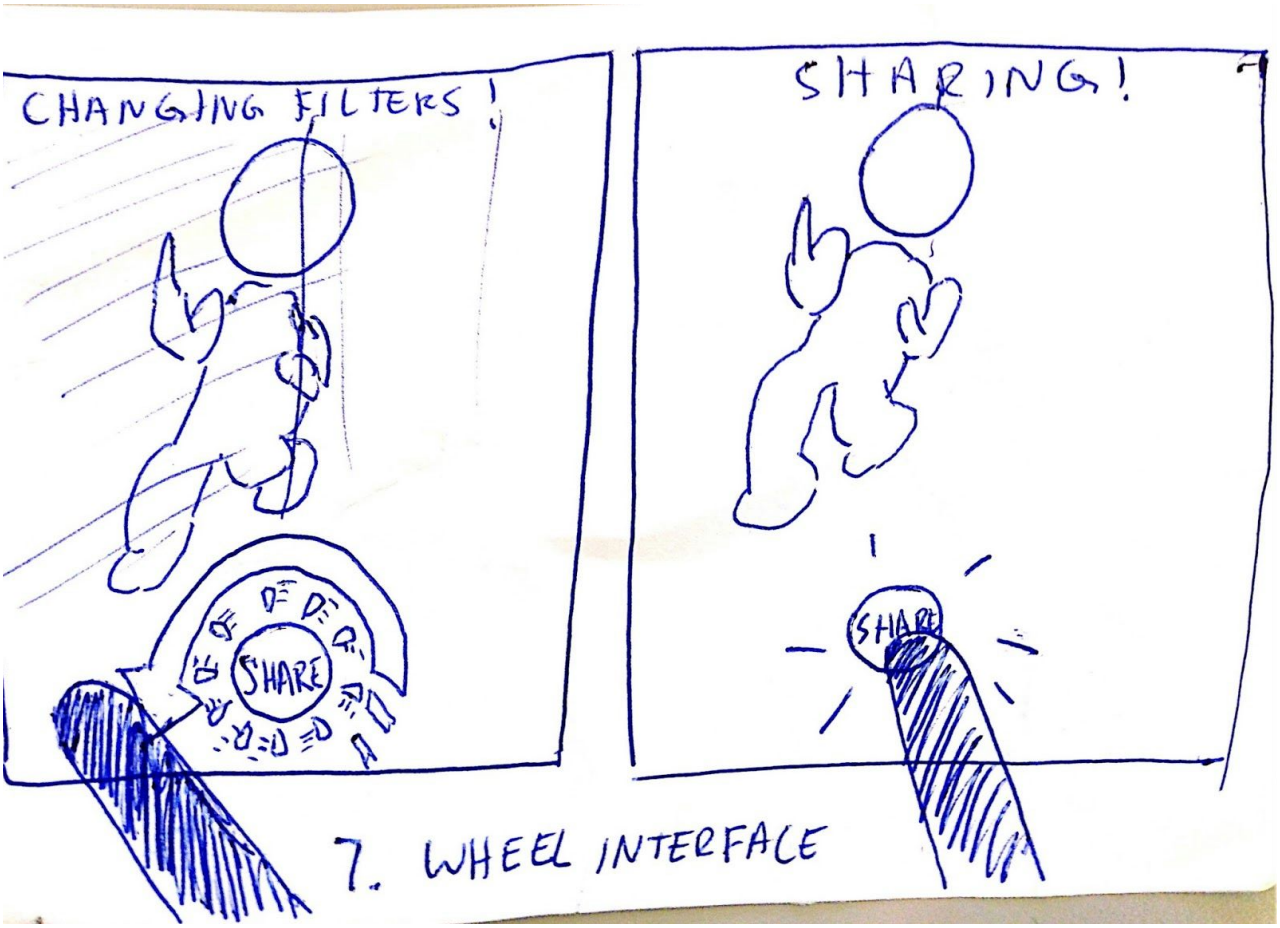

2. Burst/Auto-Select
Autoselects least blurred
share
change default filter

8.4- corner Filter Drag



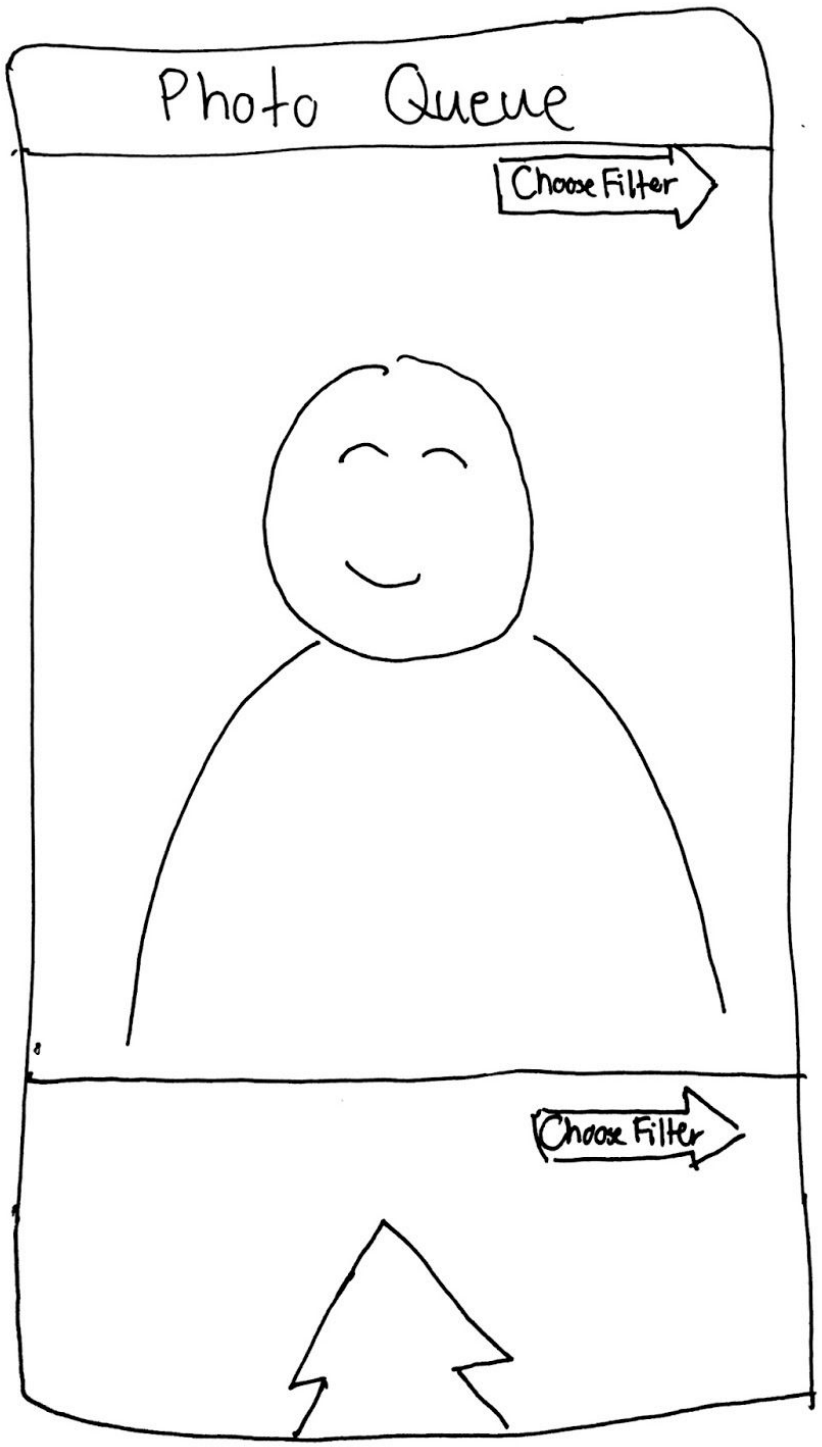
1. Photobooth Filters





7. WHEEL INTERFACE

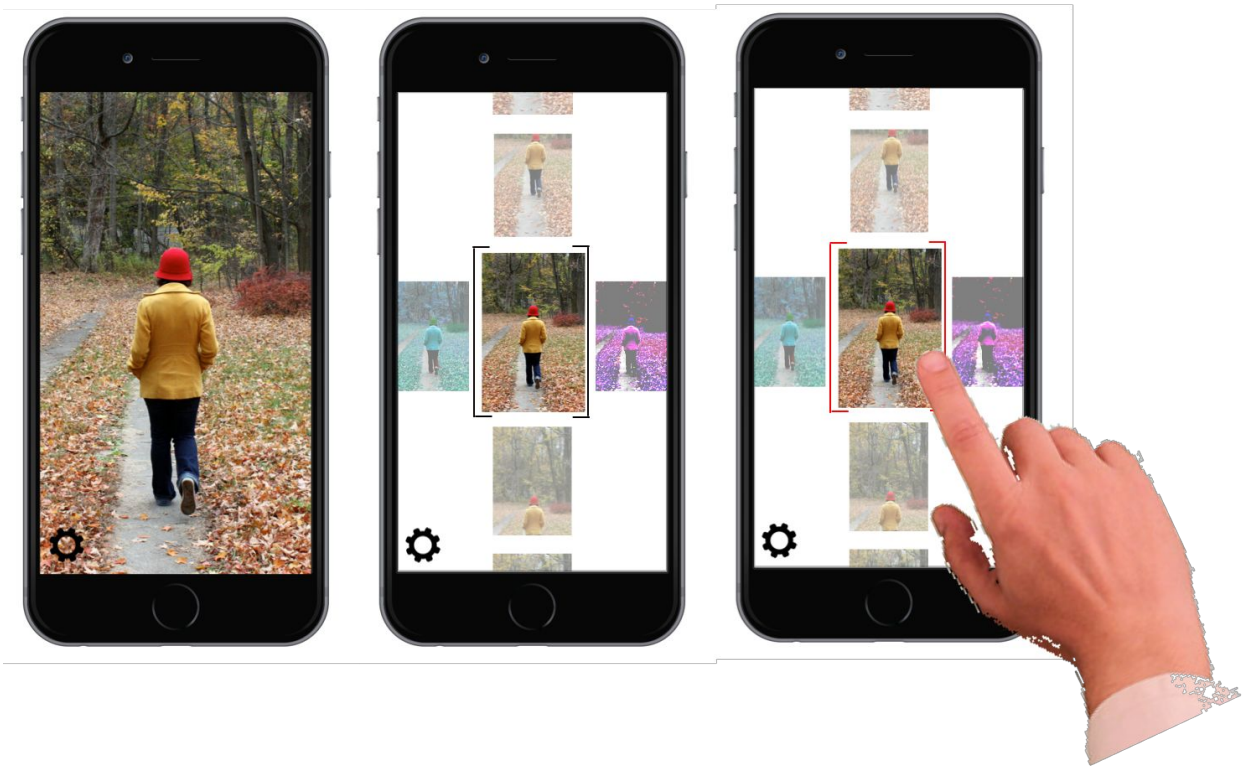
6



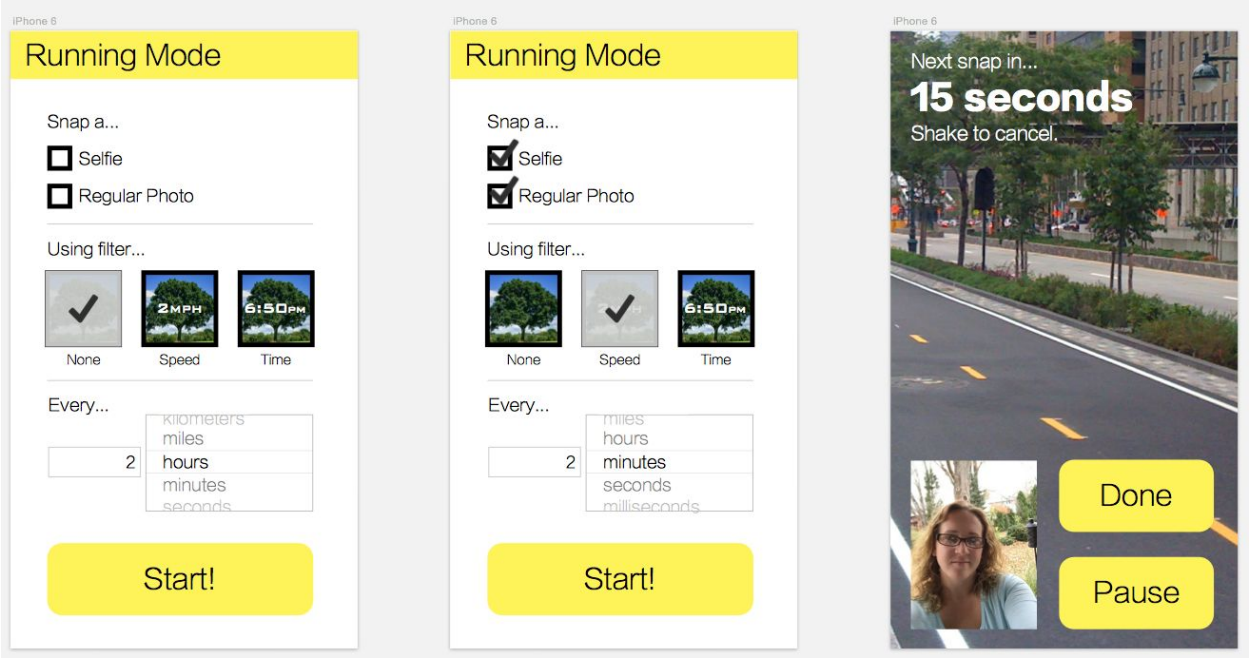
Preliminary Sketch Mocks

Mock 1: Wheel

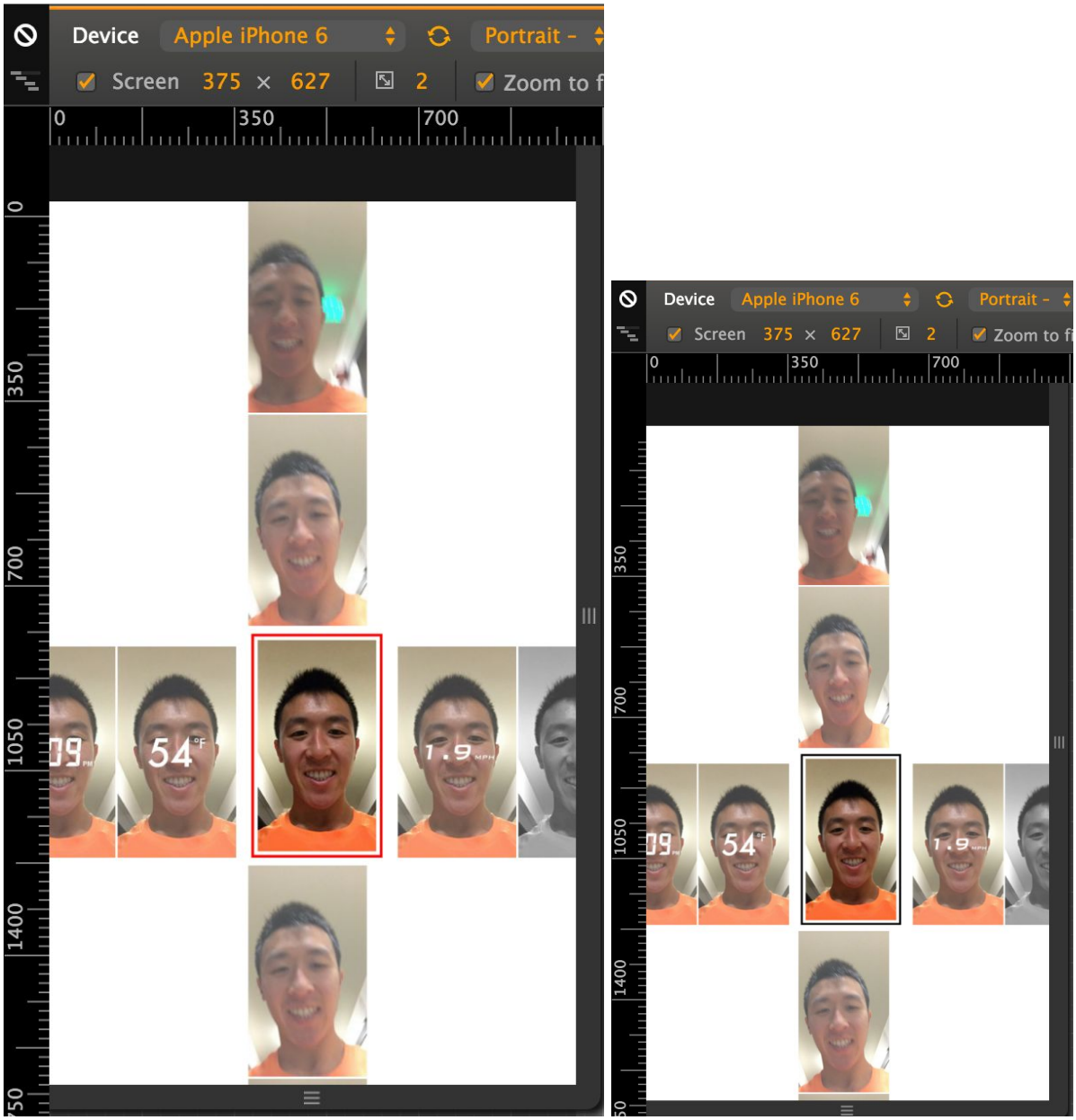
Mock 2: Burst



Mock 3: Automatic Snaps



Initial HTML Mock:



Part 2

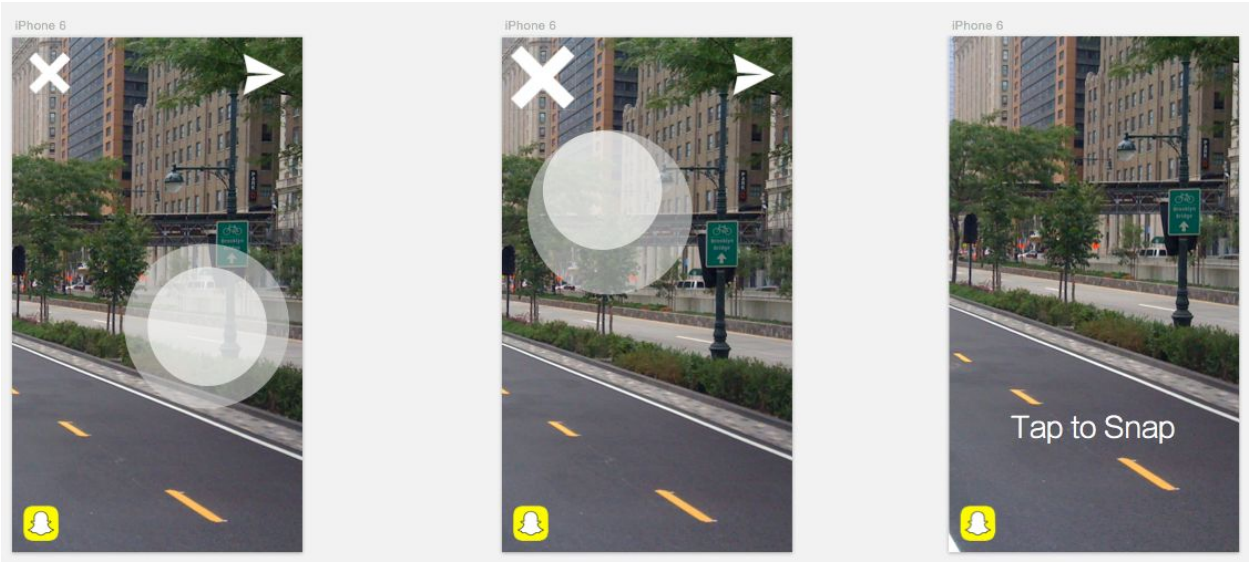
Round 1 Feedback and Iteration Summary

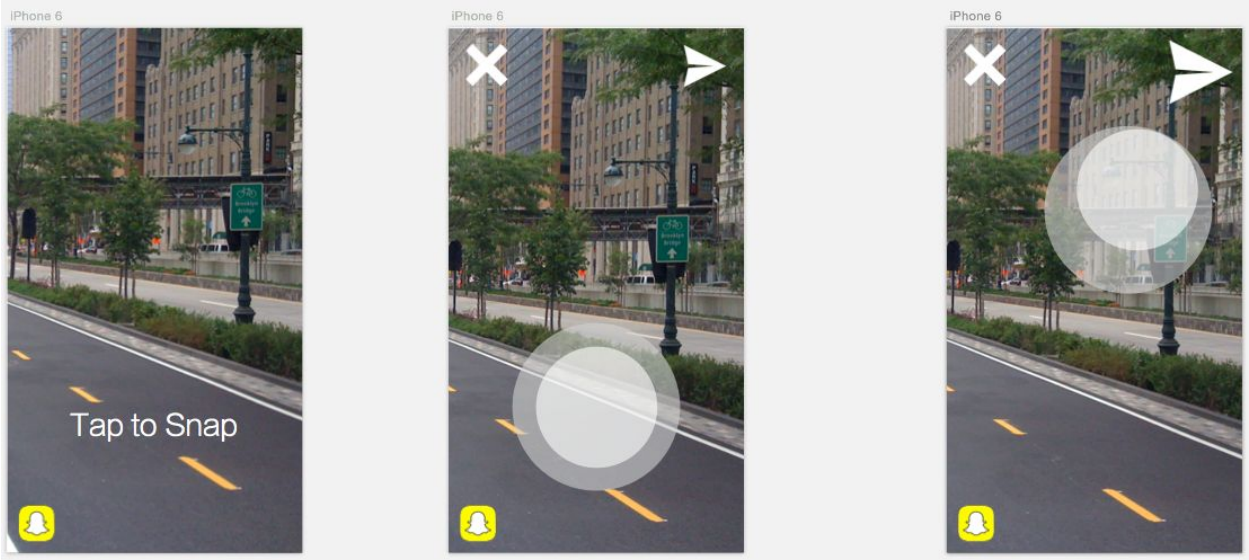
The feedback from our peers in studio was generally very positive toward our exploration of gestures as a way to condense the amount of interaction our user had to have with the interface. Our peers also liked our efforts to choose gestures that would make our 3-step process (take a photo, apply a filter, and share to a Snapchat story) as fluid as possible. In particular, people liked the drag-and-drop interface, where dragging a finger to a certain corner of the screen would apply a pre-set filter. Users also liked the rotating iPod-esque wheel design, where rotating the wheel using a circular finger motion would allow the user to select different filters. Our peers advised us to re-consider the sizing of our buttons/icons as well as the size of our photo relative to the overall size of the screen. The concern was that it would be difficult for runners to have precision while navigating our interface, particularly since the hand carrying the phone would likely be constantly in motion. Our peers also gave us feedback on the design we chose for our HTML mock-up. We had chosen our design with two carousels, each perpendicular to the other (as in a x and y axis). The camera would take a burst of photos that would be displayed on the vertical carousel. The application would automatically select the most focused and centered photo. Swiping vertically on the carousel however would allow the user to choose a different photo. Swiping horizontally on the carousel would allow the user to flip through filters. Our peers noted that while they liked the gesture-driven interaction, the concept might be too complex to fit onto a single-screen. Also, they noted that if displaying more than one photo on the vertical carousel would force us to decrease the size of each photo. This would make it more difficult to see each photo clearly, particularly if the user is running and their phone is moving.

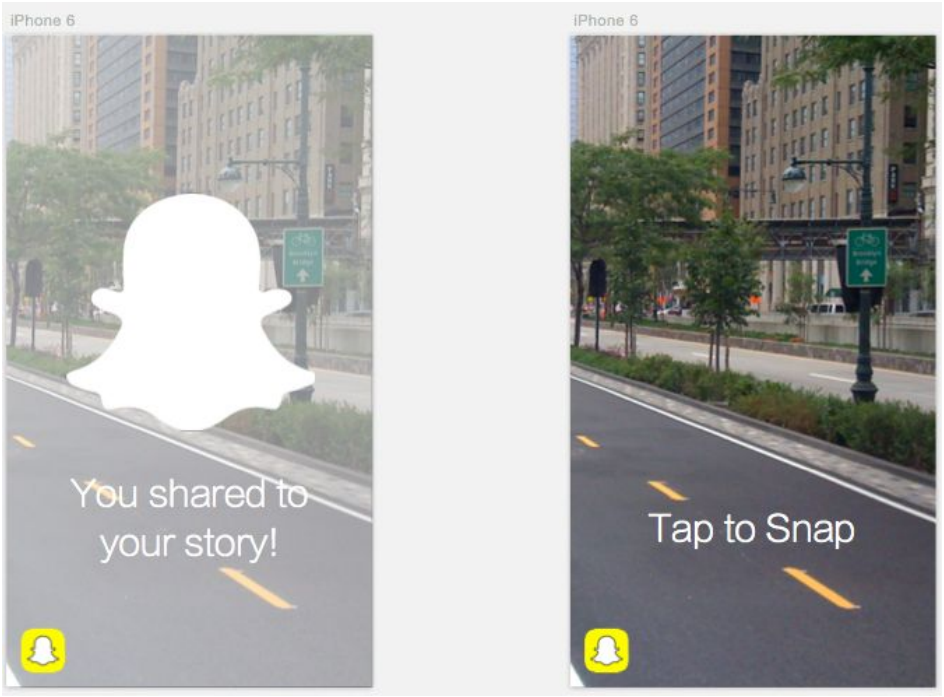
From our feedback, we decided to keep the spirit of our gesture-inspired designs alive, to adjust the sizing of our graphics, and to revisit the HTML mock we had chosen for Part 1 of the assignment. Ultimately, we decided to switch designs. We decided on our iPod wheel-esque design, where swiping a finger in a circular motion would display different filters in front of the photo. Flicking the wheel to the top left corner would allow users to cancel and flicking the wheel to the top right corner would allow users to share to their story. Based on our feedback, we also decided to allow the camera feed and the snapped photos to take up the full screen, in addition to making the main control wheel and other icons large, so the interface could be easily seen and manipulated by runners

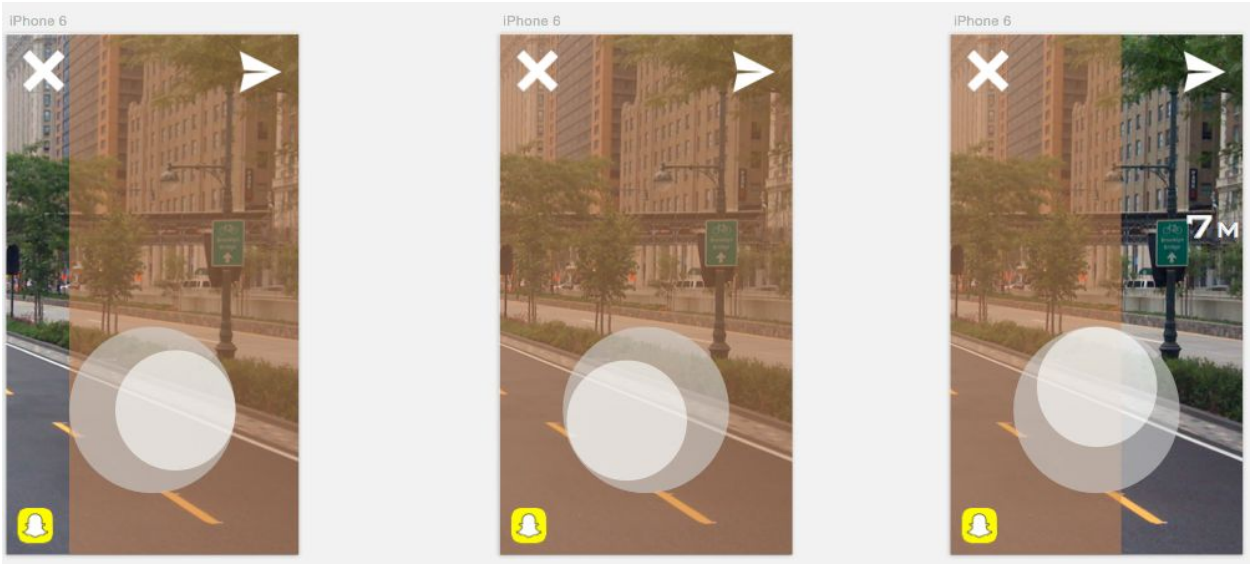
as they are moving. We had received lots of positive feedback on this design and we also thought that it would be flexible enough to allow for a variations in pixel perfect mocks. It was also a more simple design than our first HTML mock, and runners would be able to engage with it with greater precision. Moreover, this design makes it possible for runners to take a photo, apply different filters, and share their photo to their story, all without removing their finger from the screen after initially tapping it to snap the photo.

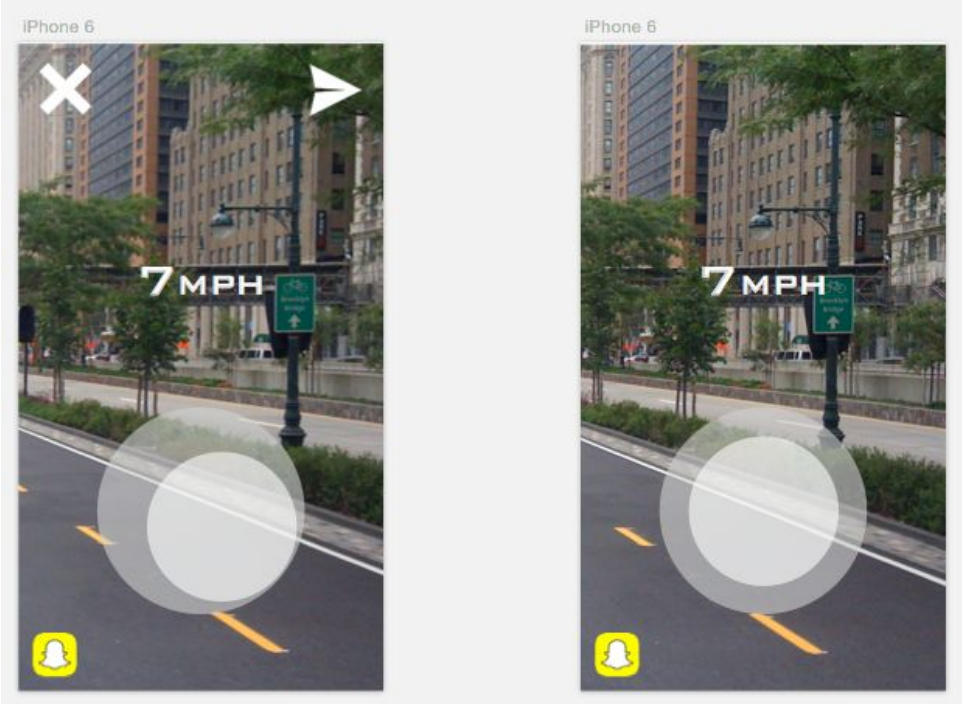
Revised Sketch Mock






iPhone 6
You shared to your story!
iPhone 6
Tap to Snap


iPhone 6
iPhone 6
iPhone 6
7 M



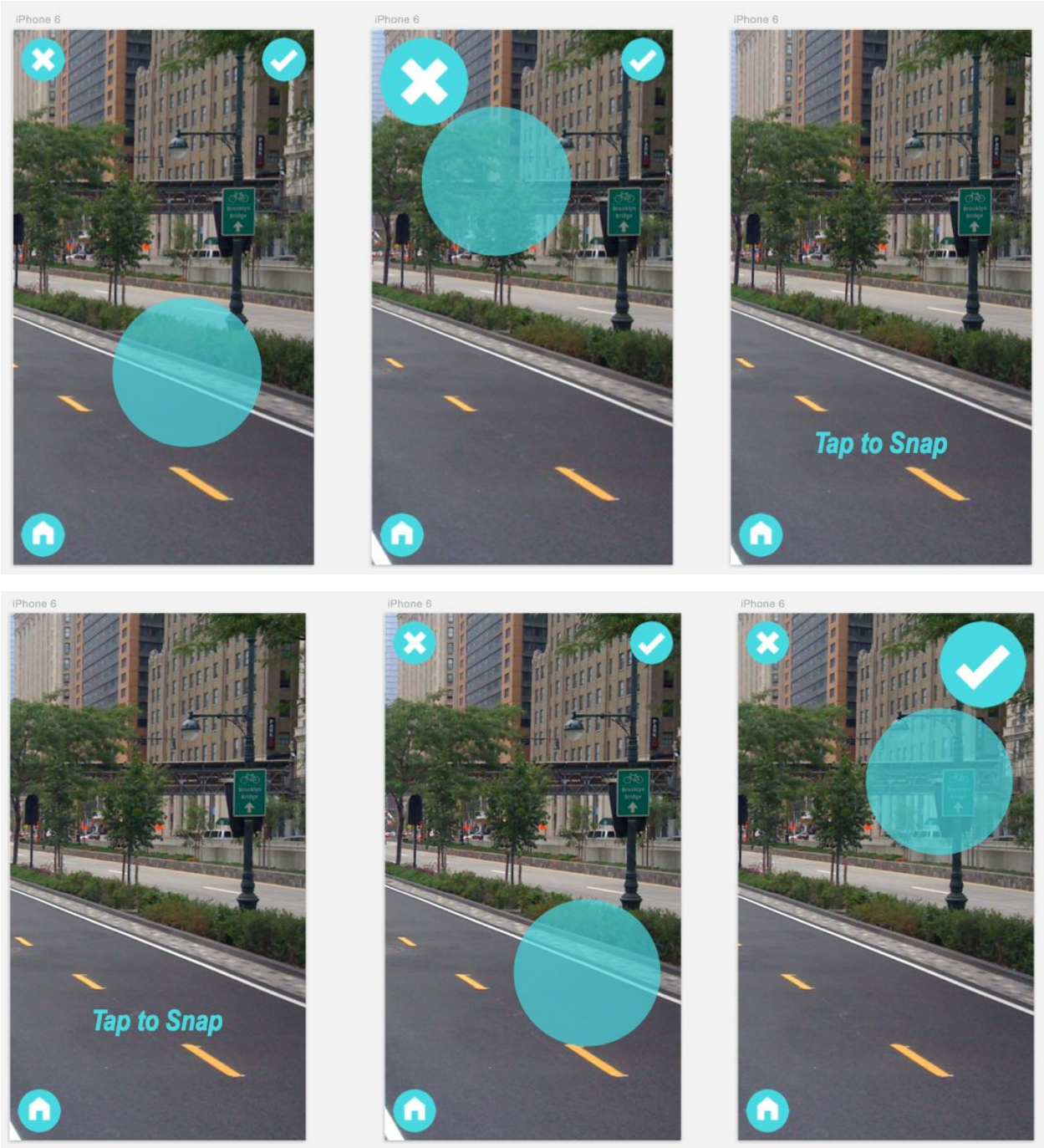
Revised HTML Mock

http://web.stanford.edu/~ekyauk/p2wireframe.html

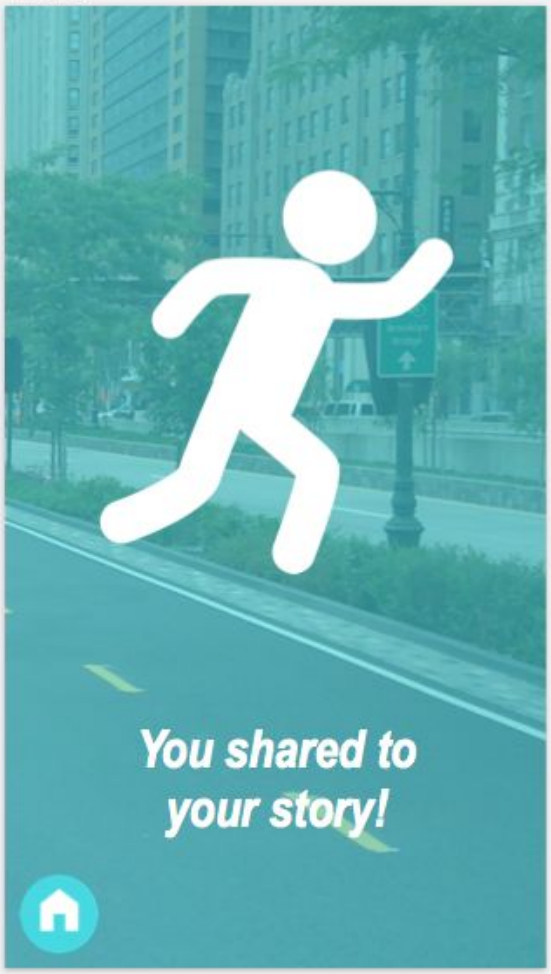
Mood Board:

Preliminary Pixel Perfect Mocks

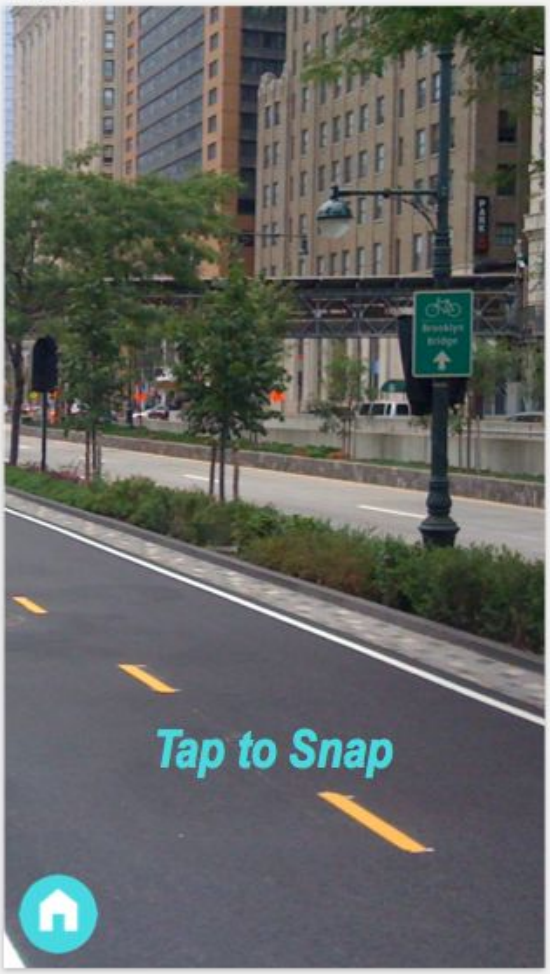
Pixel Perfect Mock 1



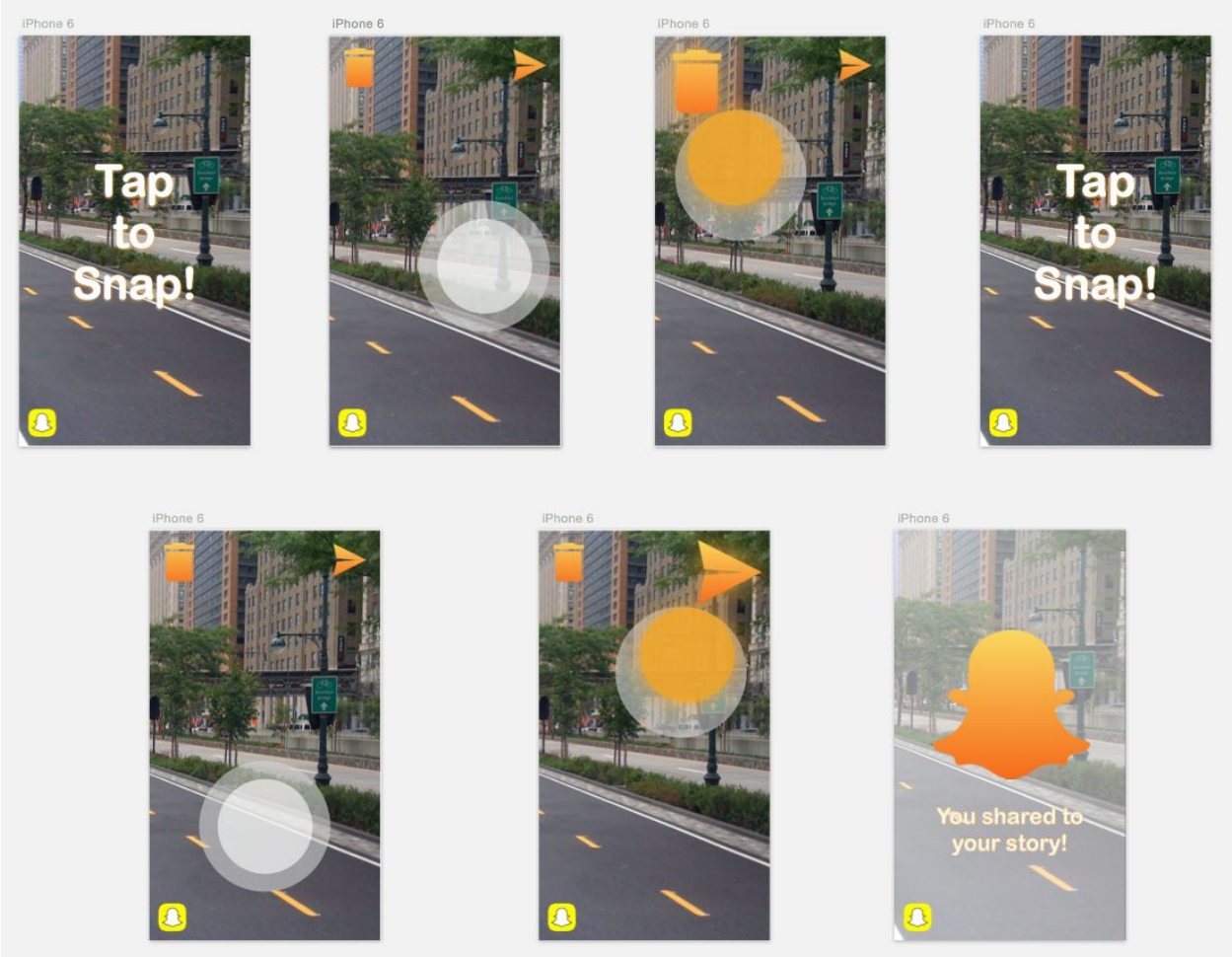
iPhone 6

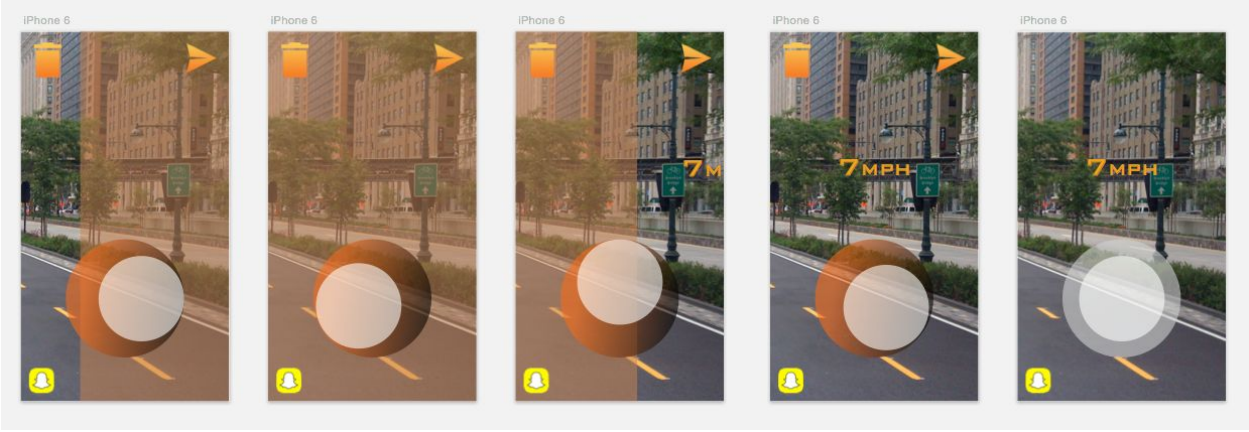


iPhone 6

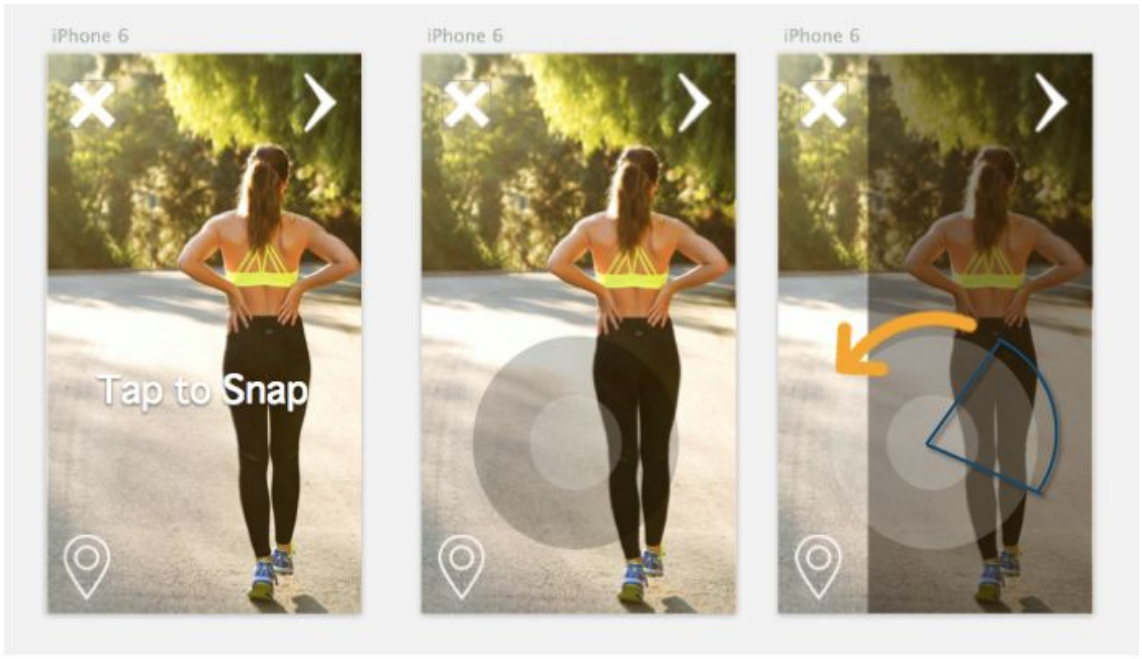


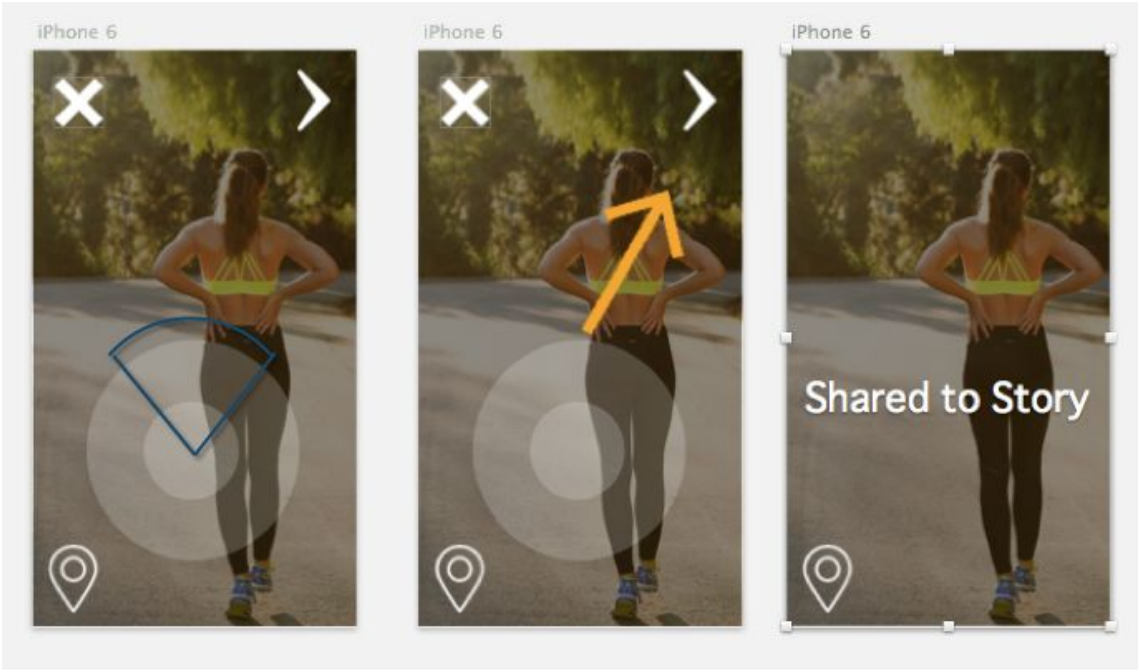
Pixel Perfect Mock 2



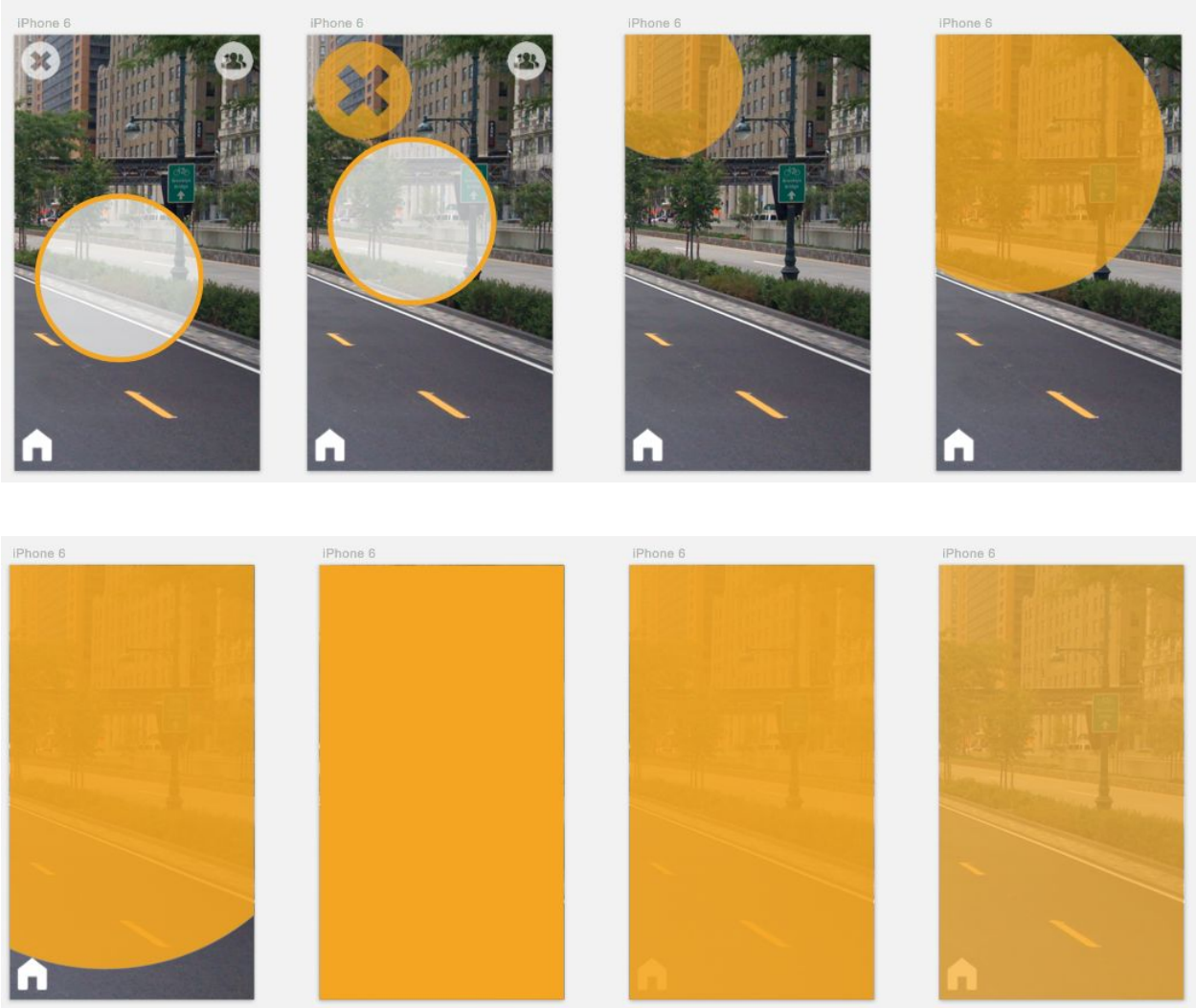


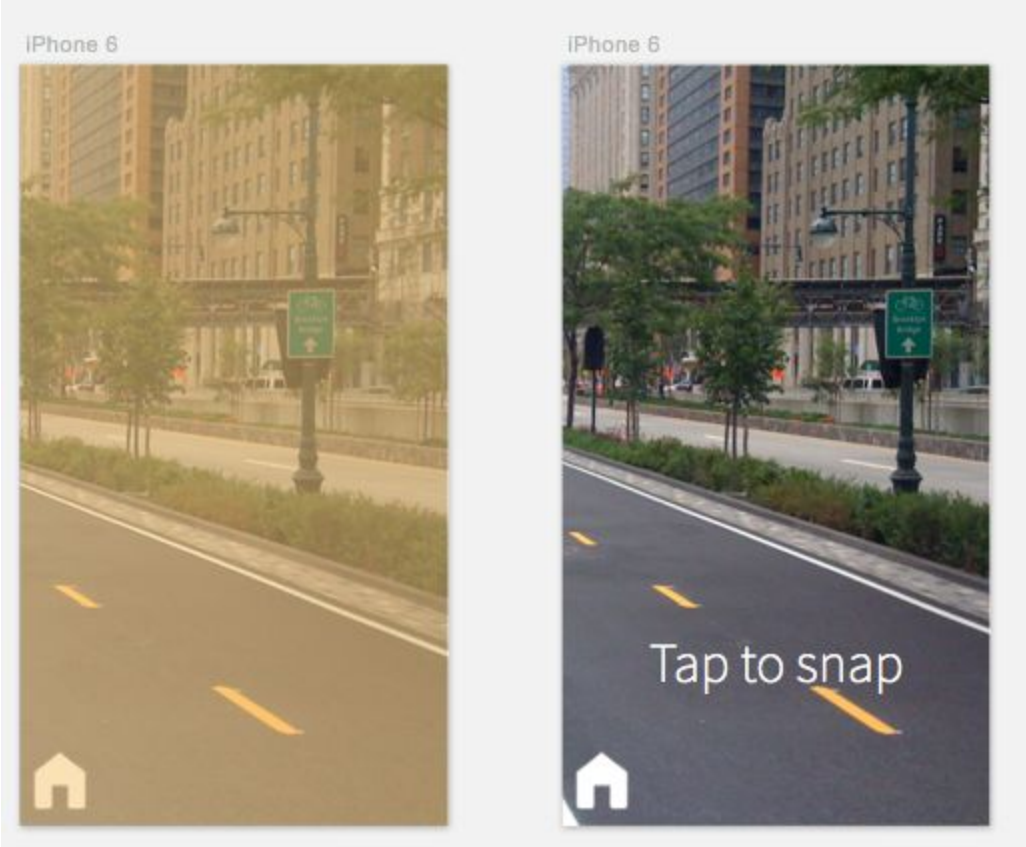
Pixel Perfect Mock 3

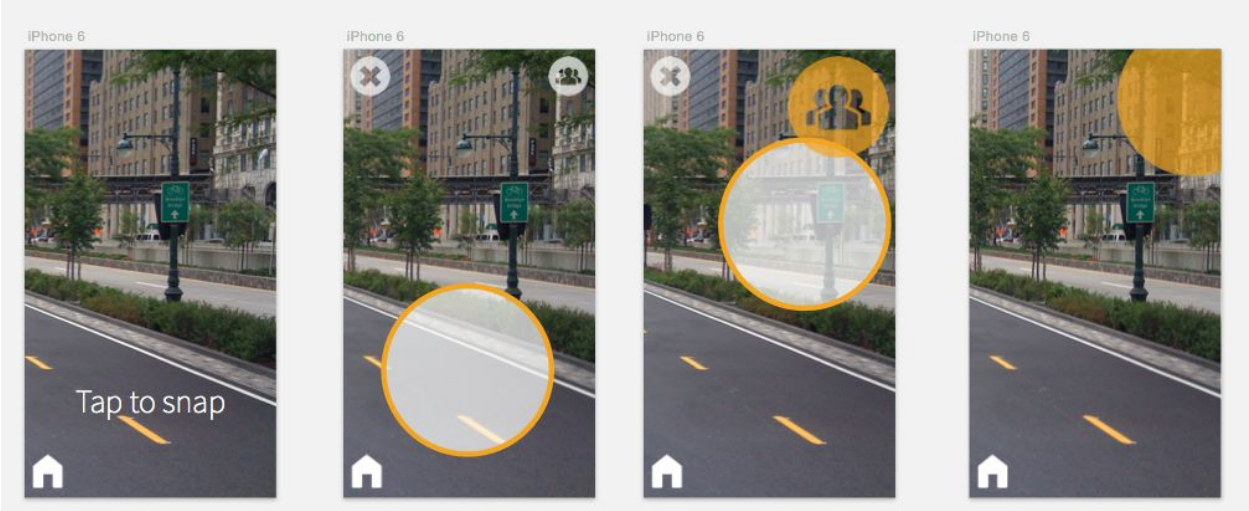


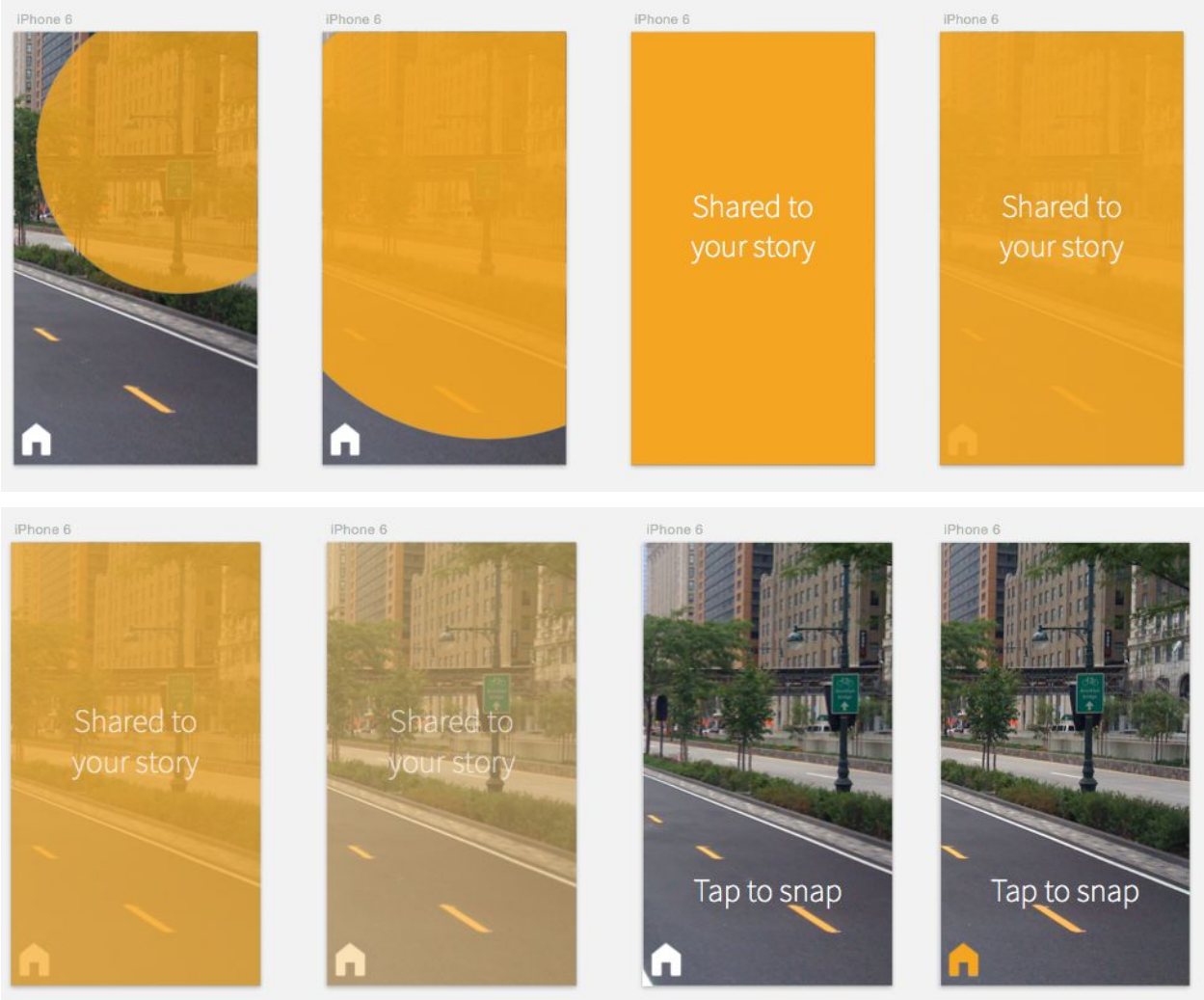


Pixel Perfect Mock 4




iPhone 6
iPhone 6
Tap to snap


iPhone 6
Tap to snap
iPhone 6
iPhone 6
iPhone 6


iPhone 6
iPhone 6
iPhone 6
Shared to your story
iPhone 6
Shared to your story
iPhone 6
Shared to your story
iPhone 6
Shared to your story
iPhone 6
Tap to snap
iPhone 6
Tap to snap

Round 2 Feedback and Iteration Summary

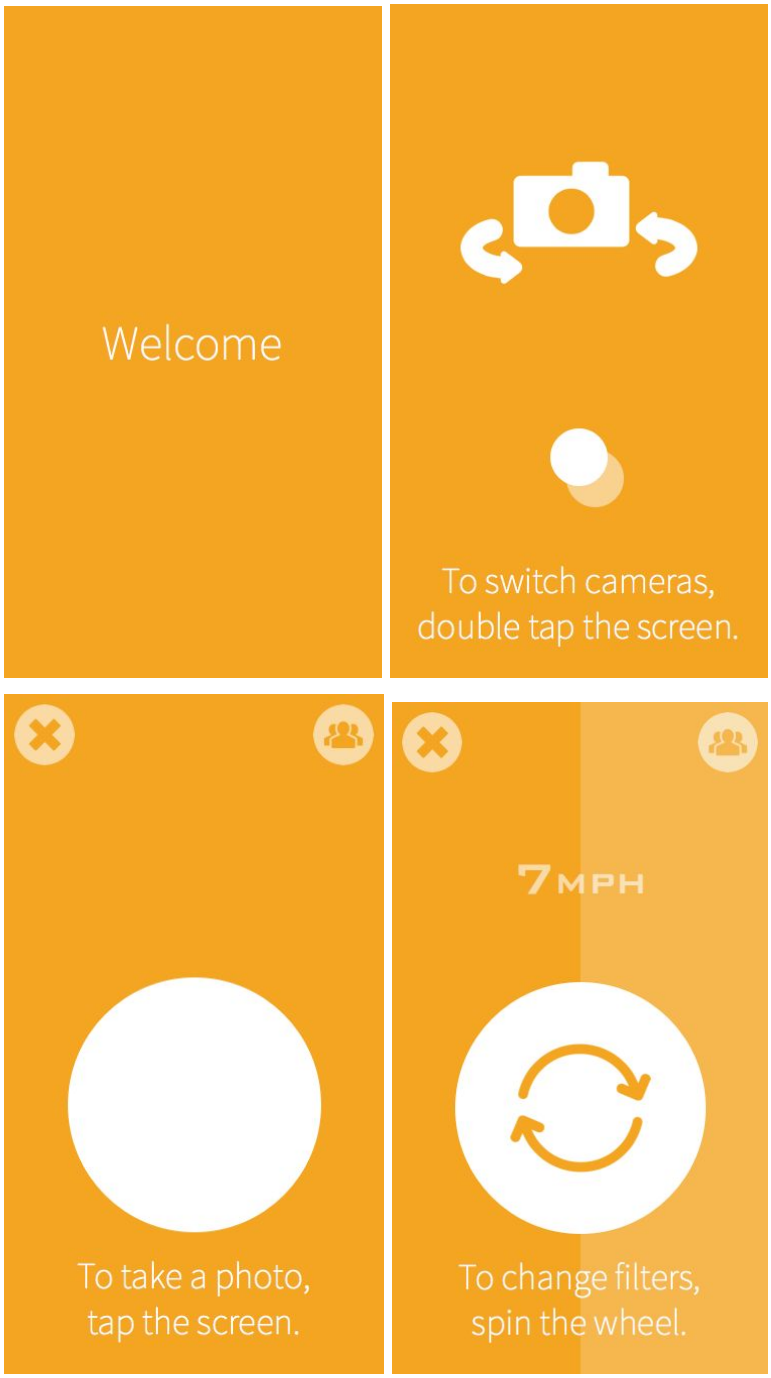
We received a second round of feedback on our three pixel-perfect mocks, our moodboard and our new HTML prototype. Reassuringly, we received positive feedback on our decision to ditch our first HTML design and switch tacks to pursue our new design based on the first round of critique. Our peers were fans of our moodboard, and liked the “calm before the storm” color theme we chose to display across our mocks. In particular, people liked the “explosion” in color that was displayed on one of our mocks, where a bubble of color would expand across the screen when a Snapchat was successfully shared to a story. We also received some studio feedback on our different wheel-designs. The comments mostly favored the “segmented-wheel” design as opposed to the “circle-within-a-circle” design. We received some comments that also caused us to have a conversation around the graphics for our three main icons, the Snapchat home icon, the share icon, and the cancel icon.

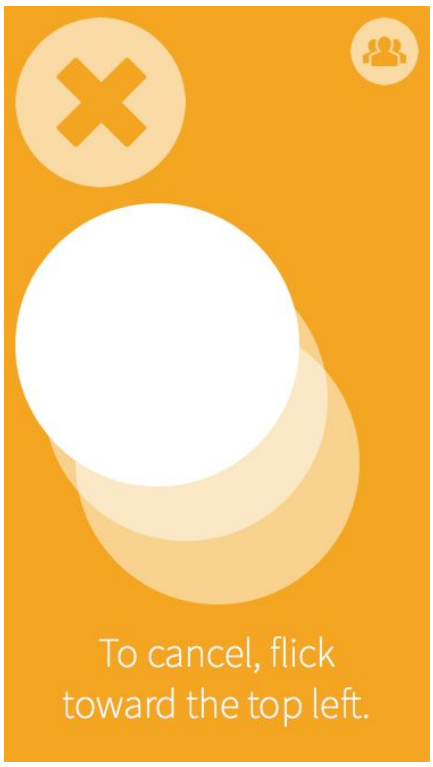
Based on our feedback, we made several changes to our design. We decided to add an onboarding splash screen that would be displayed upon the user’s first interaction with the application. Though none of our feedback directly requested this, we decided that

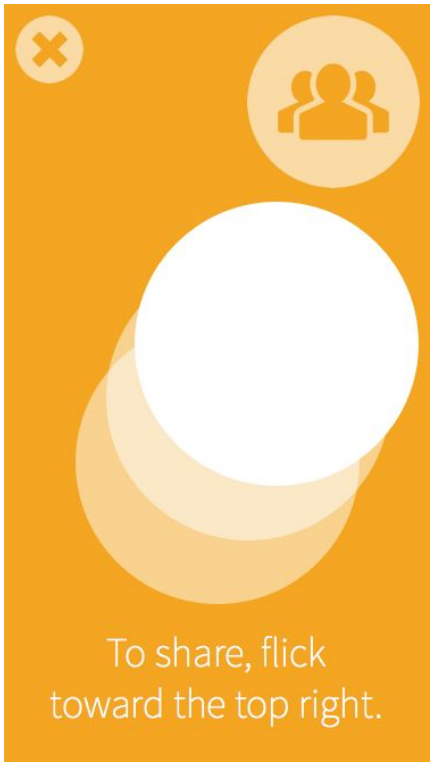
with our gesture-driven design, the success of the application was contingent on the user's familiarity with several specific gesture-to-function mappings. An initial splash screen would ensure that this was the case. We also decided to go with the segmented-wheel design and to modify our final mock to reflect this. We agreed upon our graphics schema so that the share and cancel icons (which though opposite, are the same *type* of function) would be designed similarly, while the Snapchat home icon would not share the same styling to distinguish it from the share/cancel functions. In one of our mocks, we had an "explosion" of orange color as user interface feedback after the user deleted or shared a Snapchat. The positive comments our peers made regarding the explosion component led us to have another discussion about it. From our discussion, we reached the conclusion that it did not make sense to have the same feedback for both the delete and the share functions, so we removed the explosion of color for the delete and kept it for the share. We also made the explosion visual to be opaque rather than the semi-transparent version from our initial Pixel Perfect Mock 4 design. In order to do this, instead of making the screen gradually fade out, we decided to have an opaque circle that would gradually get smaller until it disappeared completely from view. We decided that a semi-transparent visual looked too much like a filter, so we modified it so as to not confuse users who might think they chose the wrong filter. Bob had mentioned in class that the Google Glass team had used shadows as a technique to highlight visuals against a constantly changing background. We played with shadows in our design and added a light layer to bring our icons and text into higher contrast with the photo background, particularly in the case of white icons against a white background.

Final Pixel Perfect Mock

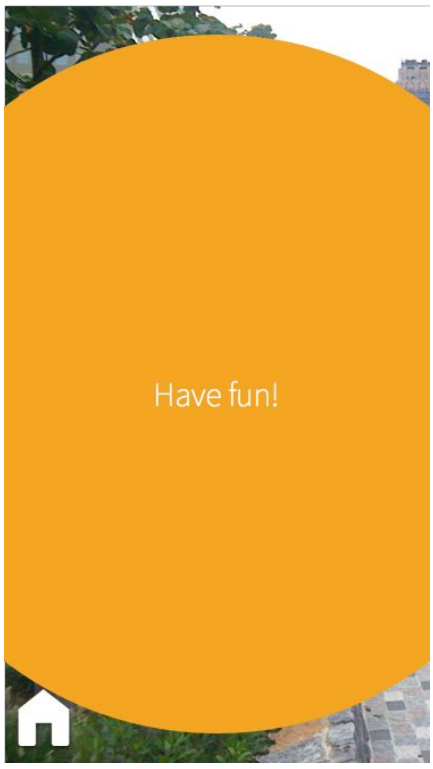
First-time user onboarding screens

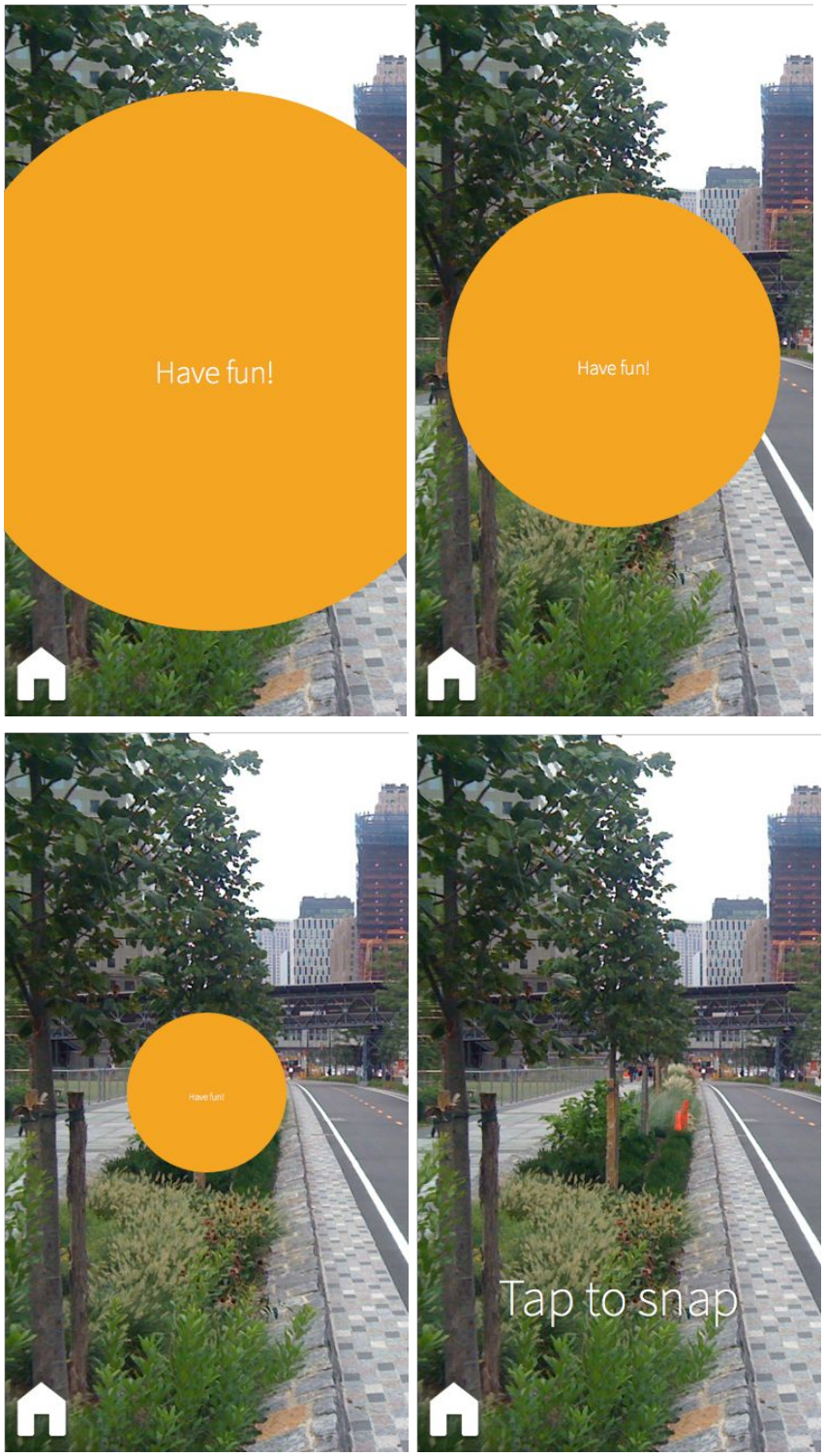



To cancel, flick
toward the top left.

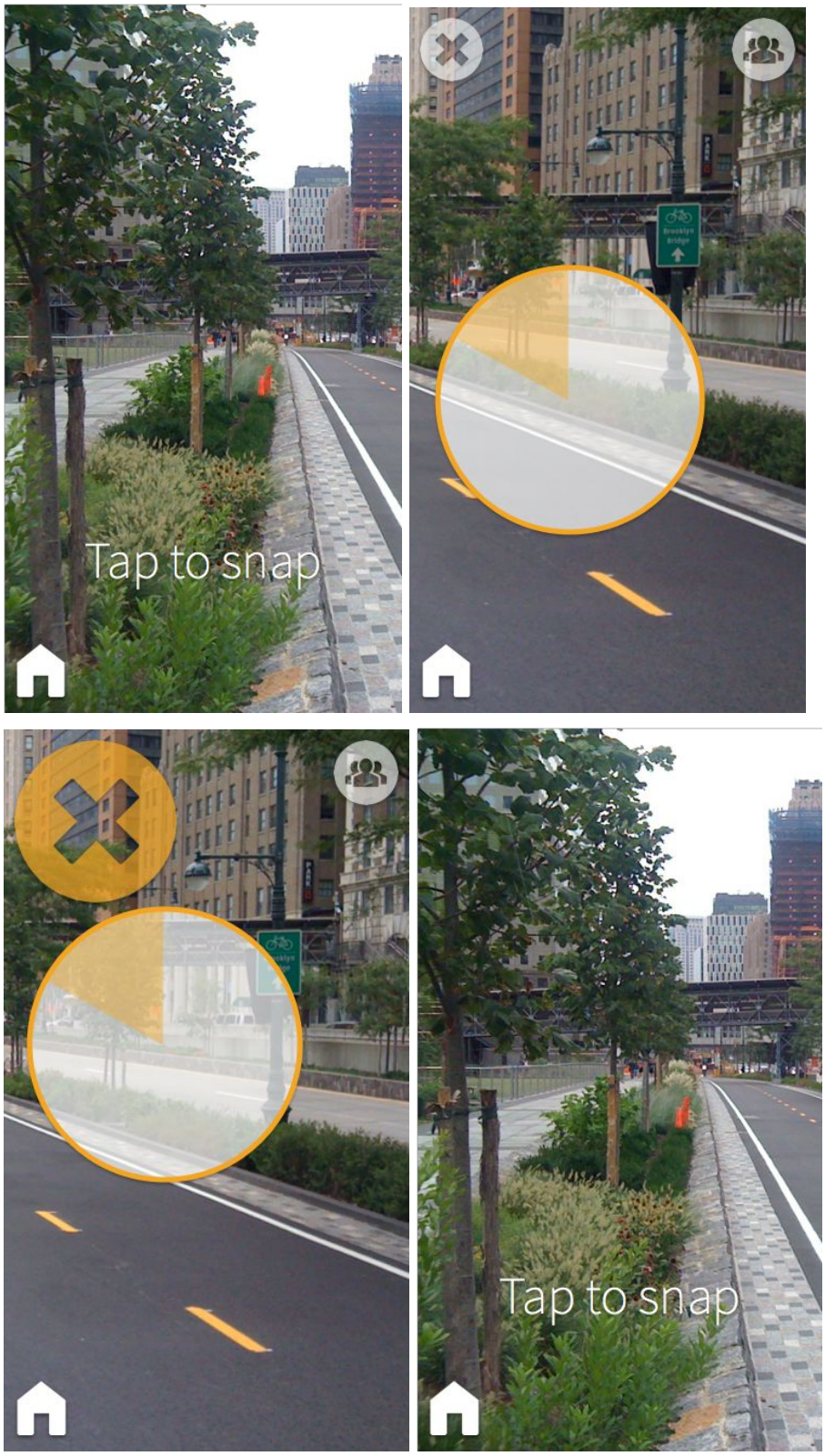

To share, flick
toward the top right.


Have fun!

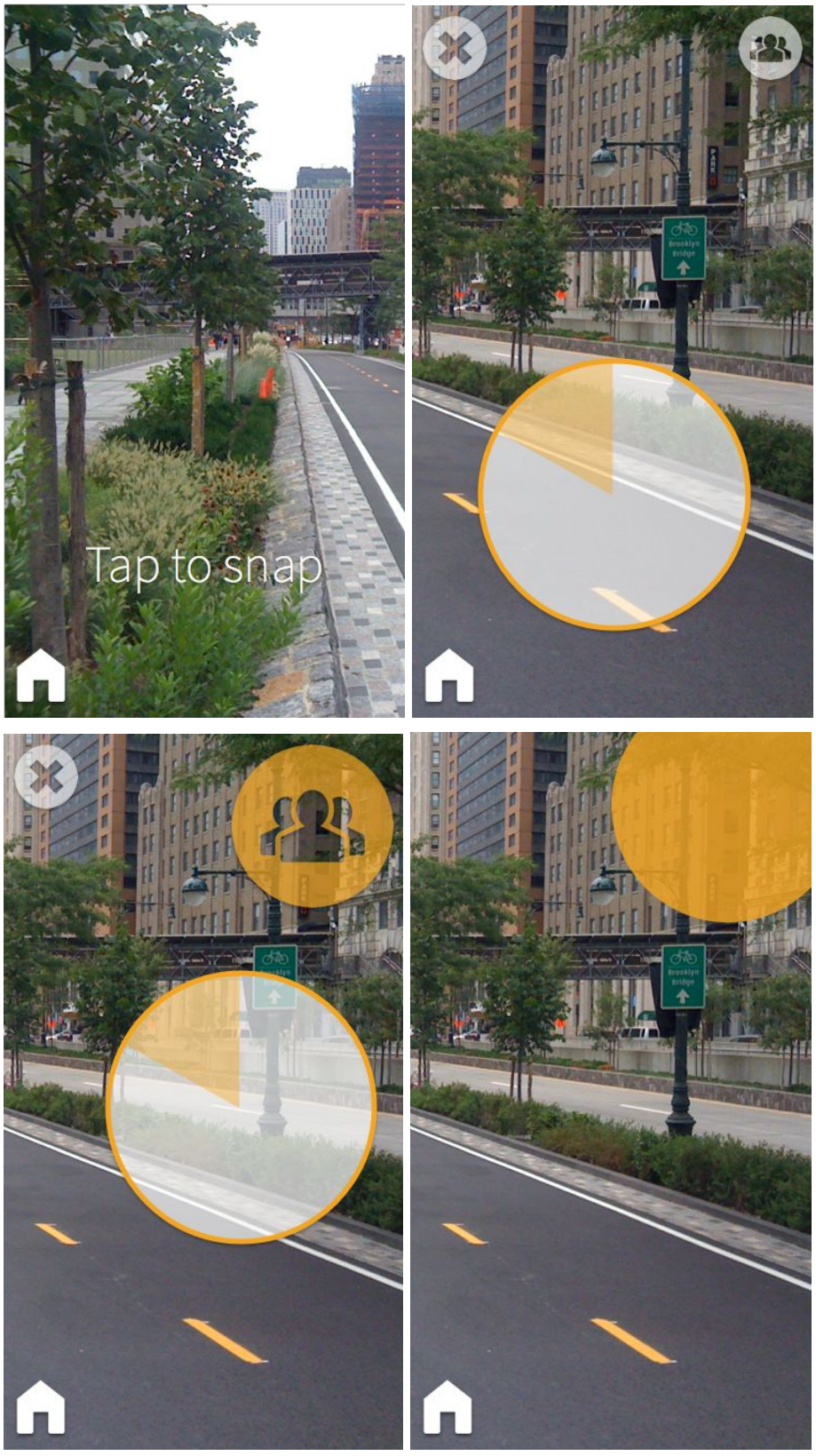

Have fun!

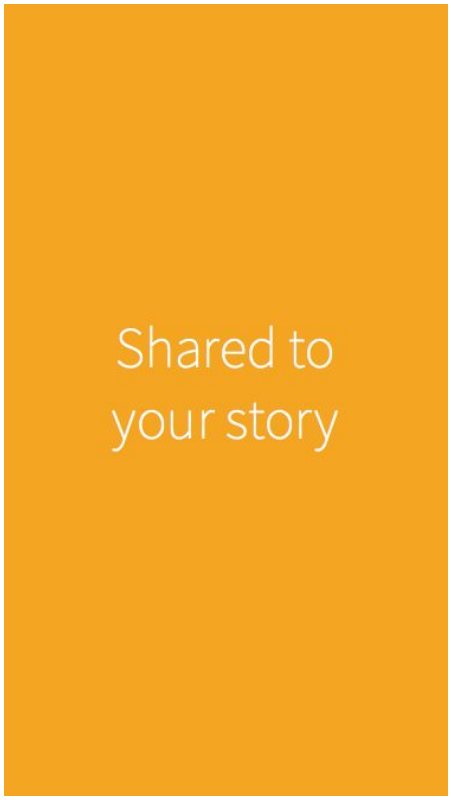

Have fun!
Have fun!
Have fun!
Tap to snap

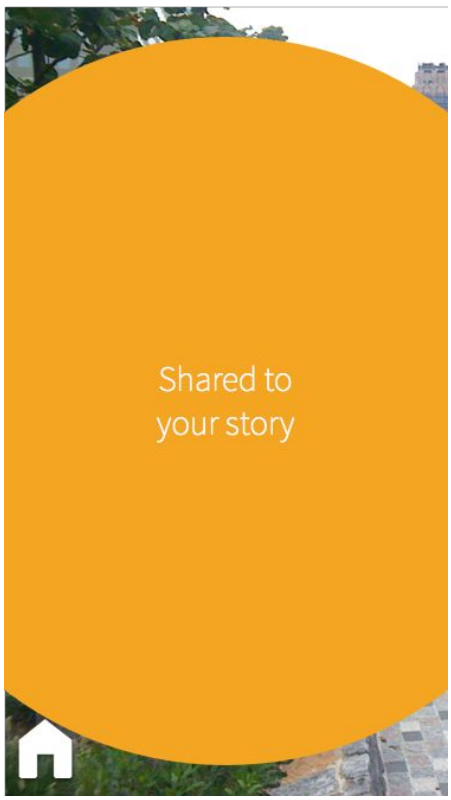
Cancelling flow



Sharing flow



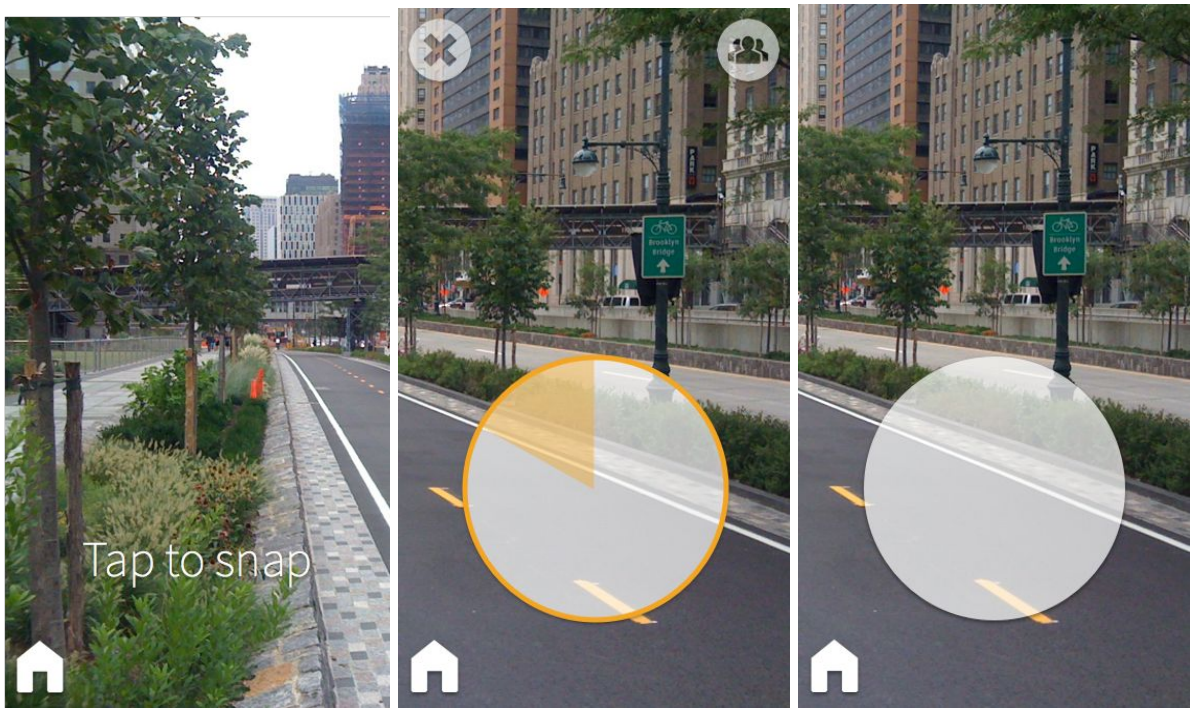

Shared to
your story


Shared to
your story


Shared to
your story
Shared to
your story
Shared to
your story
Tap to snap

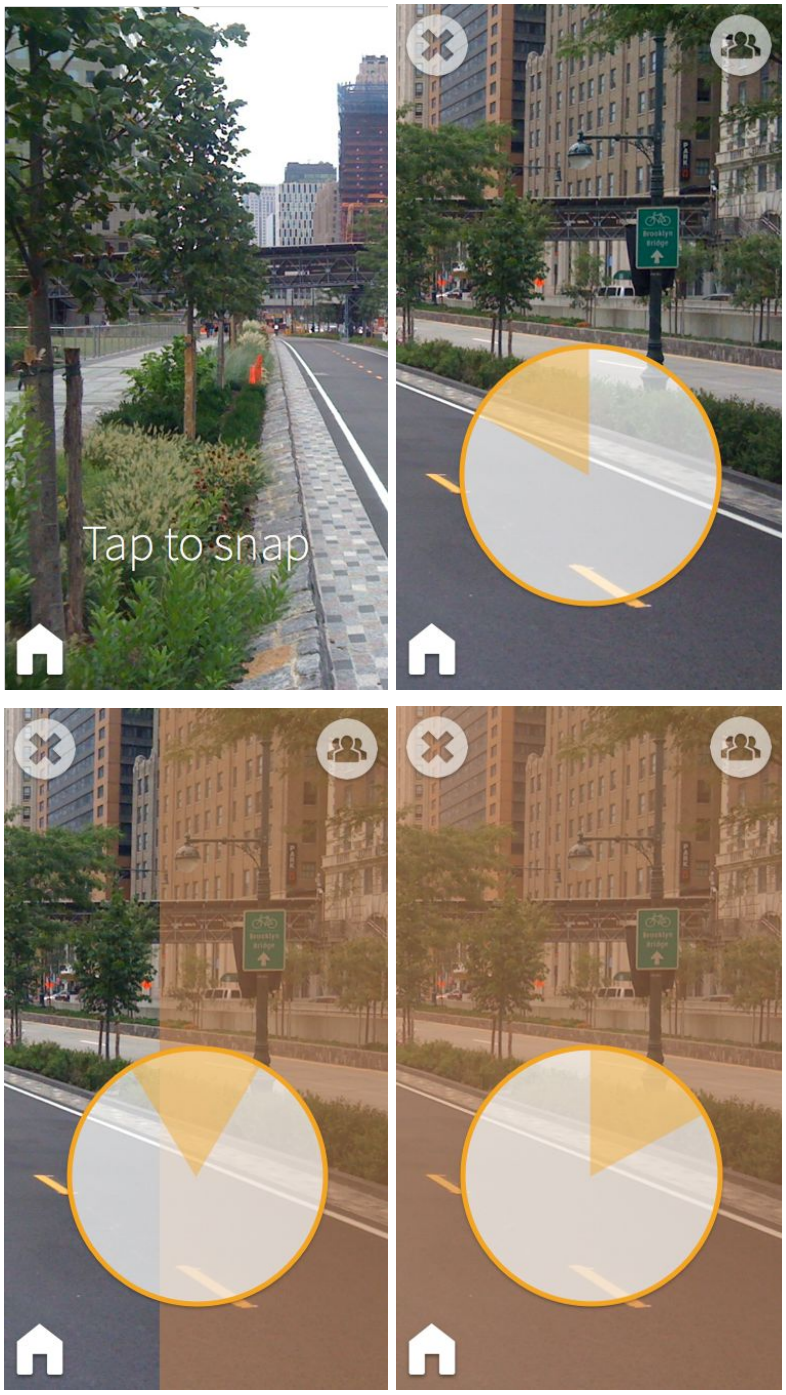
Finger leaves the screen flow

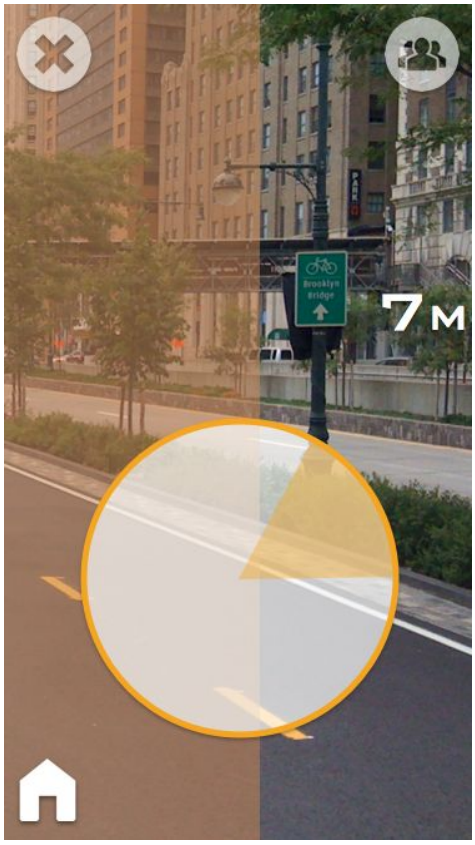
Any time the user is pressing the wheel, the outer part of the wheel is highlighted in orange, and the currently selected segment of the wheel is also slightly highlighted in orange. If the user lifts their finger after taking a photo. The orange hues disappear from the wheel, and the cancel and share icons disappear from the top of the screen. If the user touches the wheel again, these visual elements will reappear.



Change filters flow

A specific segment of the wheel is highlighted in orange to allow the user to more easily see how far they have spun the wheel and how close they are to setting the next filter.




7M


7MPH


7MPH