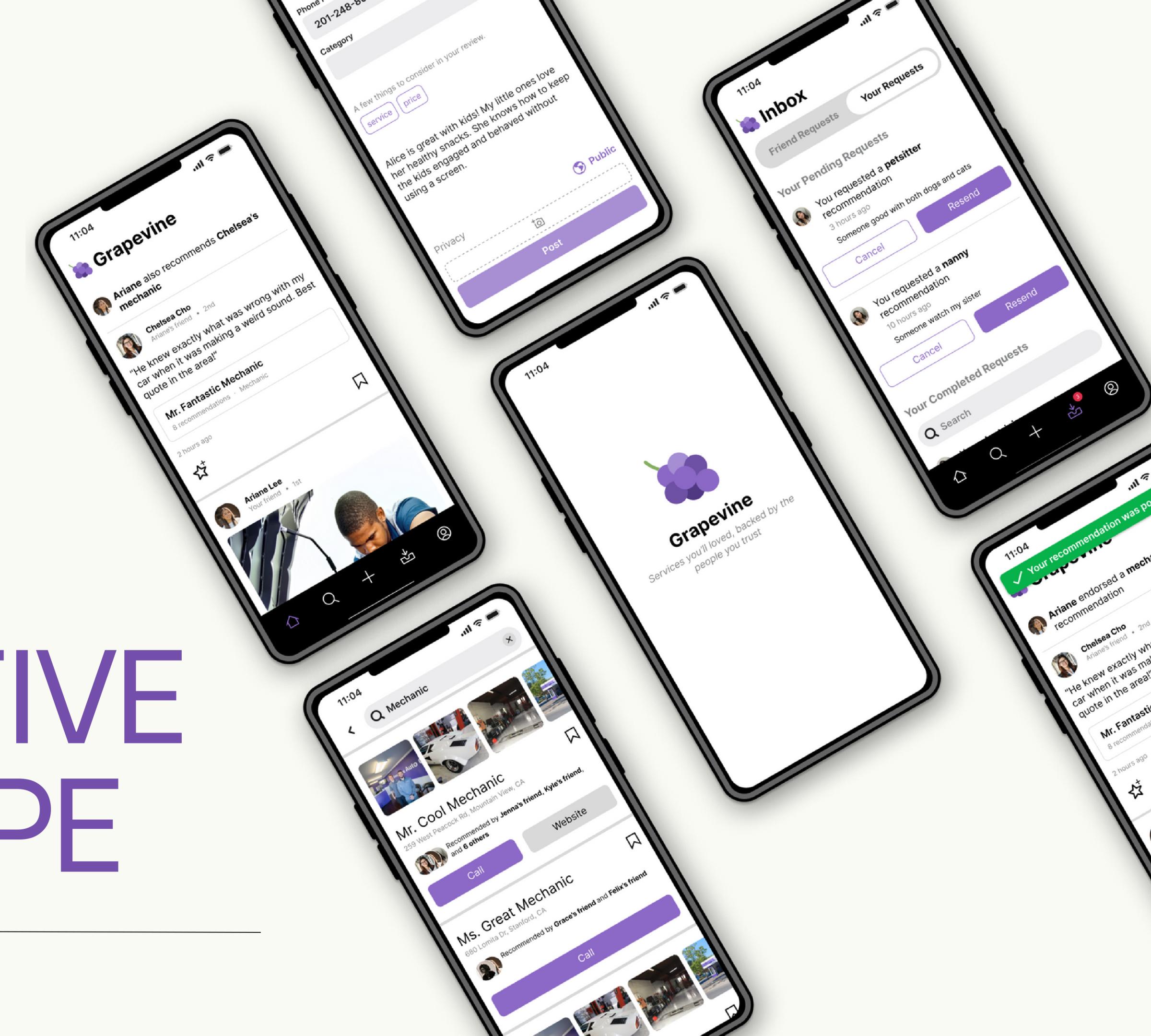




Studio:  
Unintentional Good

# A6: INTERACTIVE PROTOTYPE



# The Team

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Symbolic Systems '25



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# What's Inside

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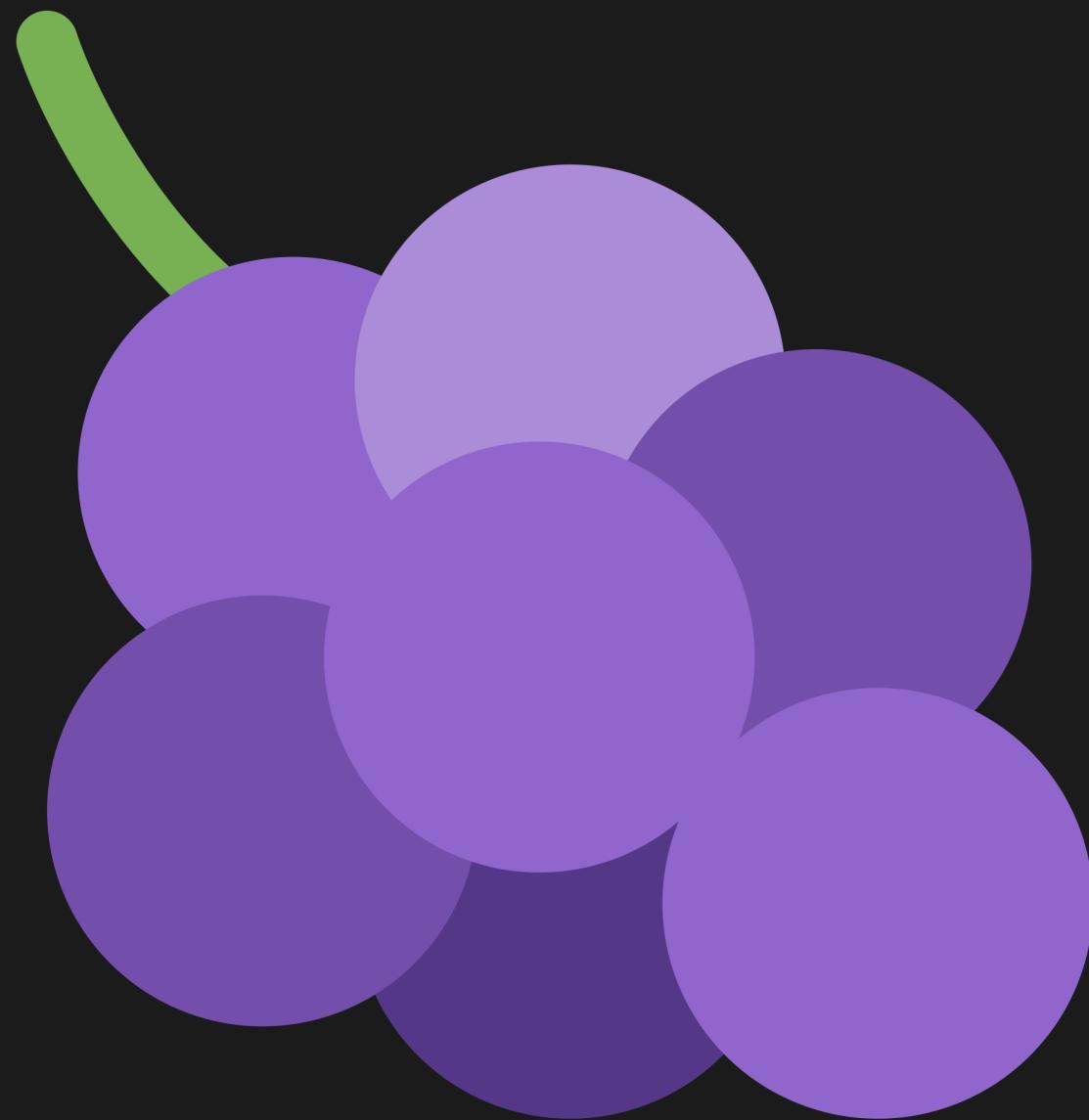
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01



# Grapevine

## THE NAME

# GRAPEVINE

Most people know the phrase

“**through the grapevine**”



People often say they hear things “**through the grapevine**” aka to hear something from someone else they know

“**Through the grapevine**” also implies that the information has been passed along in a word-of-mouth fashion

## BEHIND THE NAME

We thought that “**Grapevine**” would effectively communicate that our app is **social** and relates to hearing about things from your **network**, **whether its your own friend or friend of a friend**

## VALUE PROPOSITION

Services you'll love backed by people you trust.

# Problem

People find it difficult to find services that suit their personal needs, and online reviews from strangers are often unhelpful with the search.

# Solution

A **service** recommendation app where you can **see and request** recommendations from **1st, 2nd, and 3rd degree friends** for services like plumbers, mechanics, nannies, etc.



03

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# Encoded Values

# Encoded Values



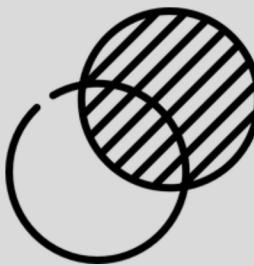
## Community

Our app strives to build a stronger community by **bringing together adjacent networks** (friends of friends) while also **promoting smaller businesses** who may not gain recognition on larger databases.



## Personalization

Unlike Google or Yelp, Grapevine provides personalized recommendations based on what friends or friends of friends are thinking. **People related to you** typically have more similar values to you than strangers.



## Transparency

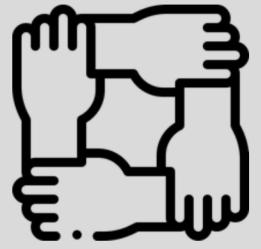
In terms of services, people are generally more trustful of friend recommendations over public reviews because they **know where the information is coming from**.



## Efficiency

Grapevine seeks to make the process of asking friends for recommendations more efficient by **centralizing the information, streamlining the process, and connecting adjacent networks**.

# Encoded Values



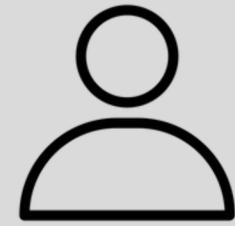
## Community

Our app strives to build a stronger community by **bringing together adjacent networks** (friends of friends) while also **promoting smaller businesses** who may not gain recognition on larger databases.

### Features:

- Seeing recommendations from up to three degrees of separation away
- Expressing your gratitude for a recommendation by “endorsing” it
- Recommendations for a singular business mean a lot more when there are less reviews in general

# Encoded Values



## Personalization

Unlike Google or Yelp, Grapevine provides personalized recommendations based on what friends or friends of friends are thinking. **People related to you** typically have more similar values to you than strangers.

## Features:

- Only seeing recommendations from people you know, or know through someone else
- Being able to click on who has recommended a business in order to further analyze if their priorities/values align with yours

# Encoded Values



## Transparency

In terms of services, people are generally more trustful of friend recommendations over public reviews because they **know where the information is coming from.**

### Features:

- Unlike reviews, which may be low or high for no apparent reason, recommendations are a simple, positive endorsement that are typically associated with some explanation
- People can see who has recommended what
- It is much more difficult to generate fake reviews on a platform that relies on leveraging personal networks

# Encoded Values



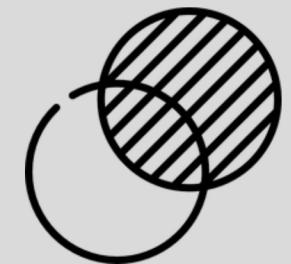
## Efficiency

Grapevine seeks to make the process of asking friends for recommendations more efficient by **centralizing the information, streamlining the process, and connecting adjacent networks**.

## Features:

- Users can immediately see all their friends' (and extended friends') recommendations for a type of service by searching it
- Users can easily request a service recommendation from their entire network with a few clicks
- Users don't have to ask friends to ask other friends for information; they can do it themselves

# Value Tensions



## Transparency

In terms of services, people are generally more trustful of friend recommendations over public reviews because they **know where the information is coming from**.



## Efficiency

Grapevine seeks to make the process of asking friends for recommendations more efficient by **centralizing the information, streamlining the process, and connecting adjacent networks**.

- User activity (requests and recommendations) is automatically shared with people up to three degrees away
- Services (ie. doctors) can be personal, people don't want to share
- This transparency in user recommendations potentially conflicts with efficiency, as the platform is only efficient if people upload their information

We attempt to resolve this by giving users different anonymity options when they request or create a recommendation.

# Value Tensions



## Community

Our app strives to build a stronger community by **bringing together adjacent networks** (friends of friends) while also **promoting smaller businesses** who may not gain recognition on larger databases.



## Personalization

Unlike Google or Yelp, Grapevine provides personalized recommendations based on what friends or friends of friends are thinking. **People related to you** typically have more similar values to you than strangers.

- App provides a personal experience based on what those around you prefer
- Potential to create “echo chambers” where large networks of people use the same few services
- Could leave out certain businesses while heavily promoting others, exacerbating the different levels of success a business can experience

We attempt to resolve this by only allowing for positive recommendations, not negative reviews.



# Tasks

## SIMPLE TASK

### Searching for a recommendation

What we changed:

- Removing the toggle to “See Recs from Friends of Friends”
- Making recommendations from up to 3 degrees away automatically be visible
- No map as the backdrop of search
- “No recommendations found” pops up as a small window instead
- Search results offer more details on who has recommended as well as business number, address, and website

## MODERATE TASK

### Leaving a recommendation

What we changed:

- No “suggested services” pop up when you open up the search tab to leave a recommendation
- No “add a business profile” button; upon search, businesses that are on the app will only ask the user for a written review, while businesses that aren’t will lead to a screen that prompts the user for more information (phone number, website, etc.)
- Greyed out the post button if it is not ready to post
- Users can choose to post with their name and profile visible or stay semi-anonymous
  - E.g. “Tobey recommends this mechanic” vs. “Chelsea’s friend recommends this mechanic”

## COMPLEX TASK

Requesting a recommendation from your network (including friends of friends); passing on a recommendation request to your friends

What we changed:

- We got rid of the “passing on a recommendation request” feature—all recommendation requests will go out to as many degrees of separation away as the user specifies
- Request a recommendation is available from pop-up that says no results in search page
- Requests from friends and from yourself can be seen in an organized format in the inbox page

# Usability Goals & Key Measurements

### USABILITY GOAL: EFFICIENCY

How **long** does it take to complete each of the tasks?

	Susan	Troy	Ric	Benjamin	Mackenzie	Bradon
Simple	2:47	1:21	1:31	5:23	1:16	1:40
Moderate	1:30	0:58	2:23	n/a	1:01	1:12
Complex	3:50	2:14	1:45	n/a	1:24	1:59

### USABILITY GOAL: ROBUSTNESS

How many **mistakes** did the users make to complete their tasks?

	Susan	Troy	Ric	Benjamin	Mackenzie	Bradon
Wrong Button	3	0	2	0	2	3
Hesitation (5+ secs)	1	1	1	3	1	1
Needed Guidance	1	0	1	3	1	0

# From Last Week:

Efficiency: B

Robustness: B-

Overall, **participants took longer** than we expected to complete all the tasks, especially simple. A critical mistake was **navigating down a wrong path**, which led to many wrong buttons. However, all users were eventually able to complete all the tasks with some prompting.

# How we are progressing

We have **cut down on screens** and **gotten rid of more complicated or somewhat irrelevant functionality**. We have also designed a cleaner UI that utilizes icons and flows that are reminiscent of other apps such as Instagram and Yelp. Ideally, these changes will make the Grapevine app **more intuitive** and allow the user to navigate faster and make less mistakes.



06

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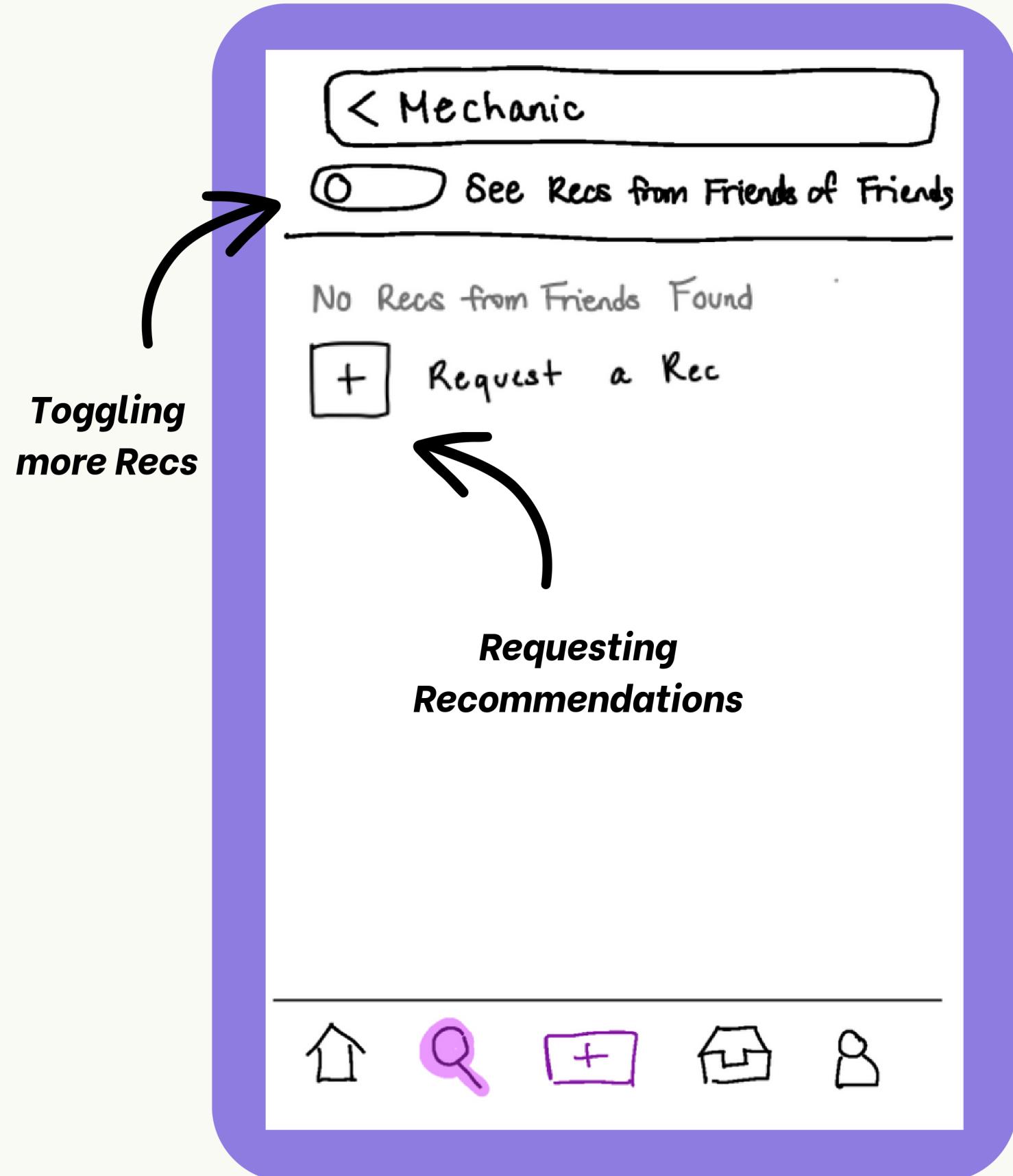
# Revised Interface Sketches

# Major Design Change #1:

: Finding a recommendation through search (simple)

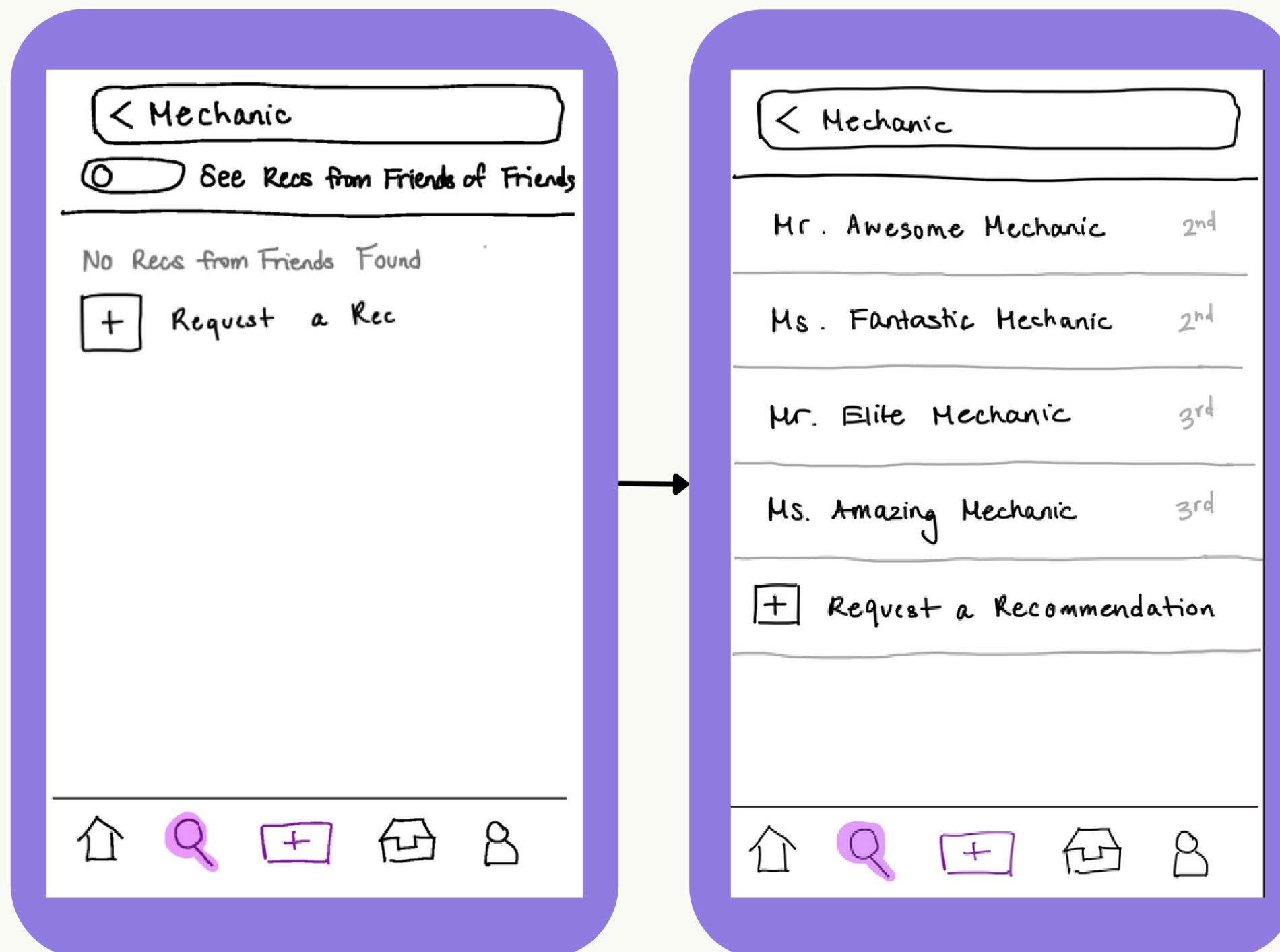
Last week, we noticed that when no 1st degree friend recommendations appeared, many participants **defaulted to requesting recommendations.**

Instead, we wanted users to first toggle the results setting and also see recommendations from 2nd degree friends.



Previously

# Major Design Change #1



## What we changed:

- Removed the toggle to “See Recs from Friends of Friends”
- Made recommendations from 1-3 degrees away automatically visible

## What we hope to achieve:

- Users can see more results with each search
- Less options/toggles --> simpler interface

# Major Design Change #2

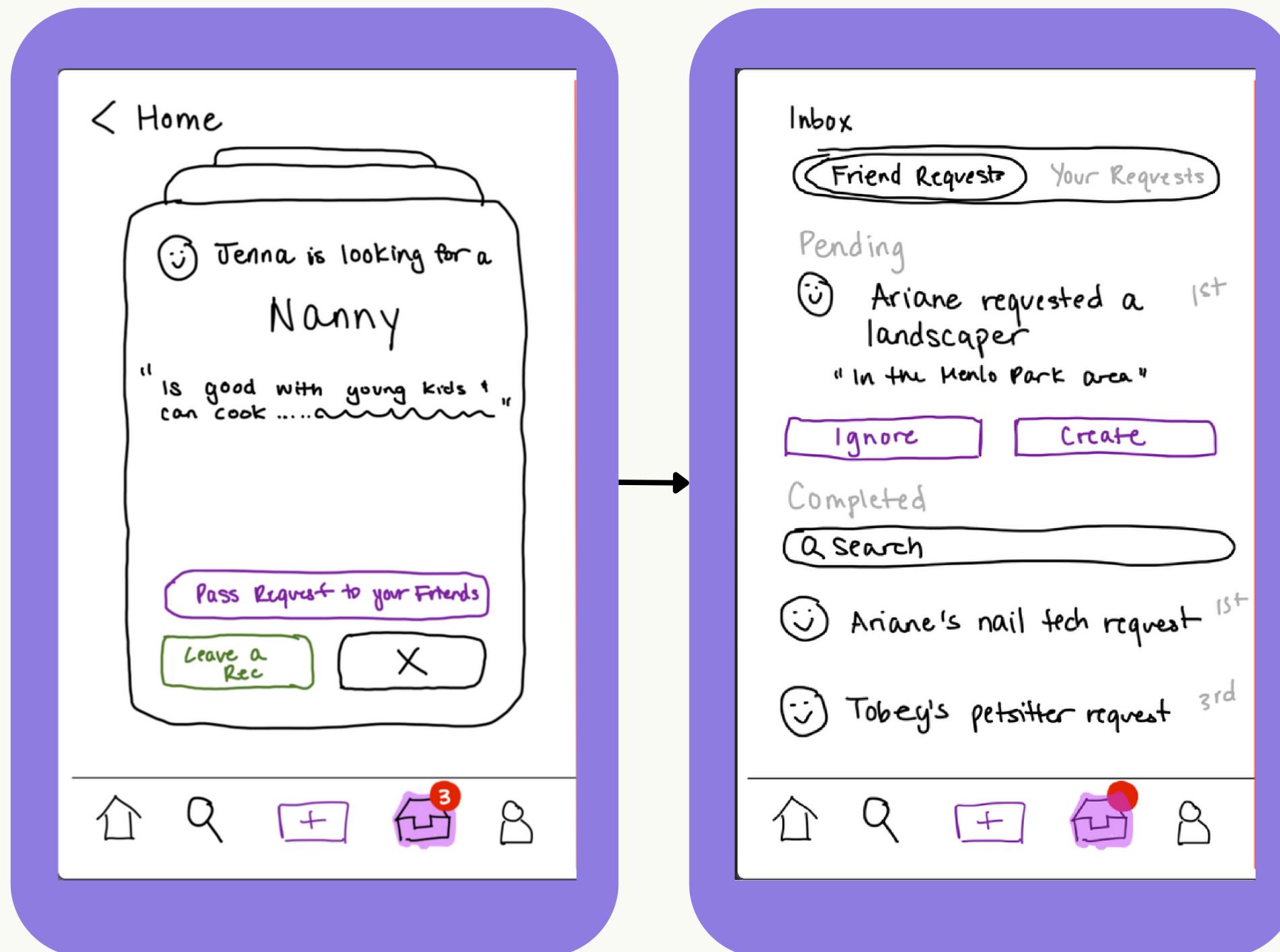
📝: Requesting a recommendation (complex)

By automatically displaying results from up to 3 degrees of separation away, we also had to modify the complex task: requesting a recommendation. Previously, users would only send out recommendation requests to their immediate network, and these friends could then choose to pass the request on to their friends.



Previously

# Major Design Change #2



## What we changed:

- Eliminated the notion of passing on requests to other friends
- Senders specify how many degrees away they want requests sent (based on feedback from studio)



## What we hope to achieve:

- By automatically sending requests to a larger network, requests are more likely to be fulfilled
- By adding modifiable privacy settings, users will feel more comfortable asking for services like doctor or therapist

# Major Design Change #3

: Leaving a recommendation (moderate)

Last week, we noticed that having a “**Suggested Businesses**” backdrop as people were trying to leave a recommendation was confusing, as it was too similar to the search tab.



# How we fixed this



## What we changed:

- No suggested businesses when you leave a review.
- Instead, the users search for the business they want to recommend, and if it exists in the grapevine, they will add their recommendation to the existing business profile. If not, users can choose to add more details like phone number and website.

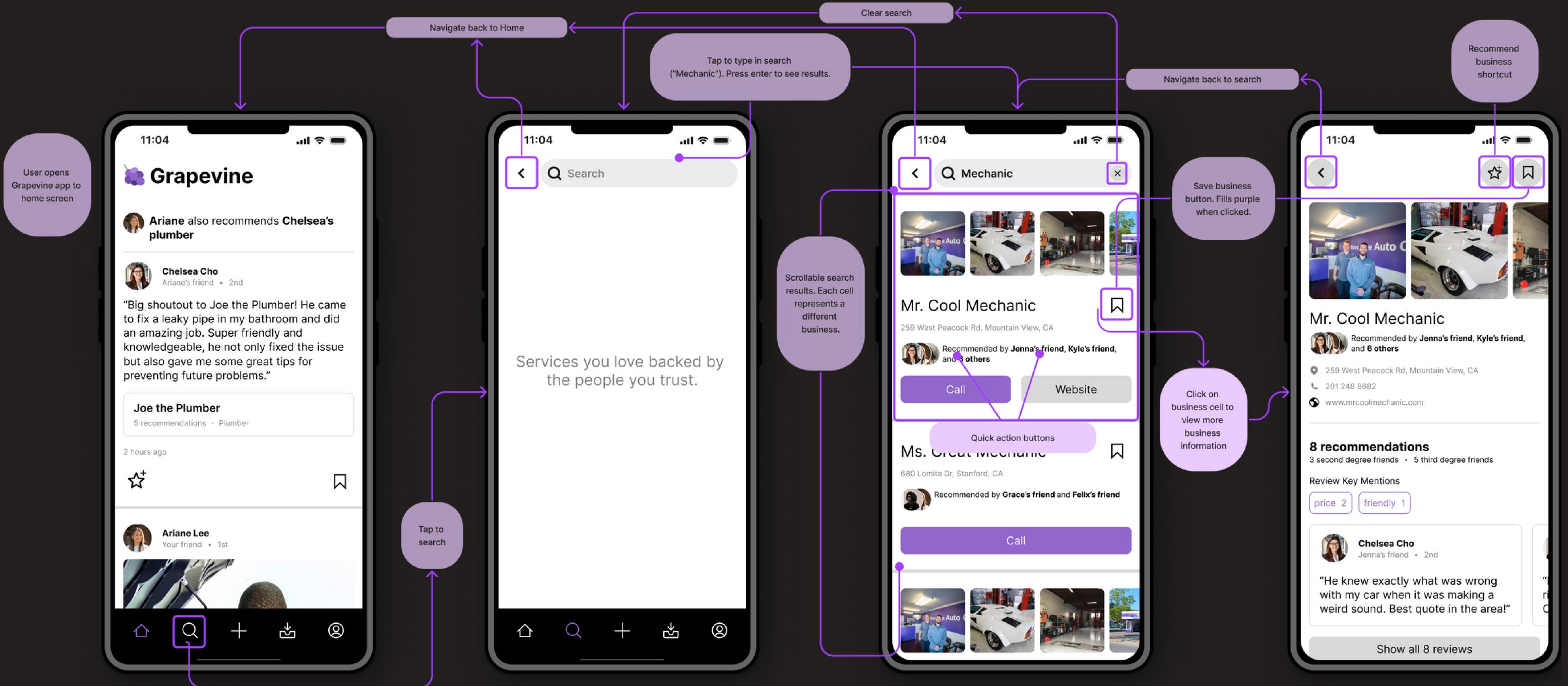
## What we hope to achieve:

- Less confusion to users with no suggested services backdrop
- By maintaining the notion of business profiles, key information such as number and website will autopopulate with what a past user has specified  
--> faster task flow

# Medium-Fi Task Flows

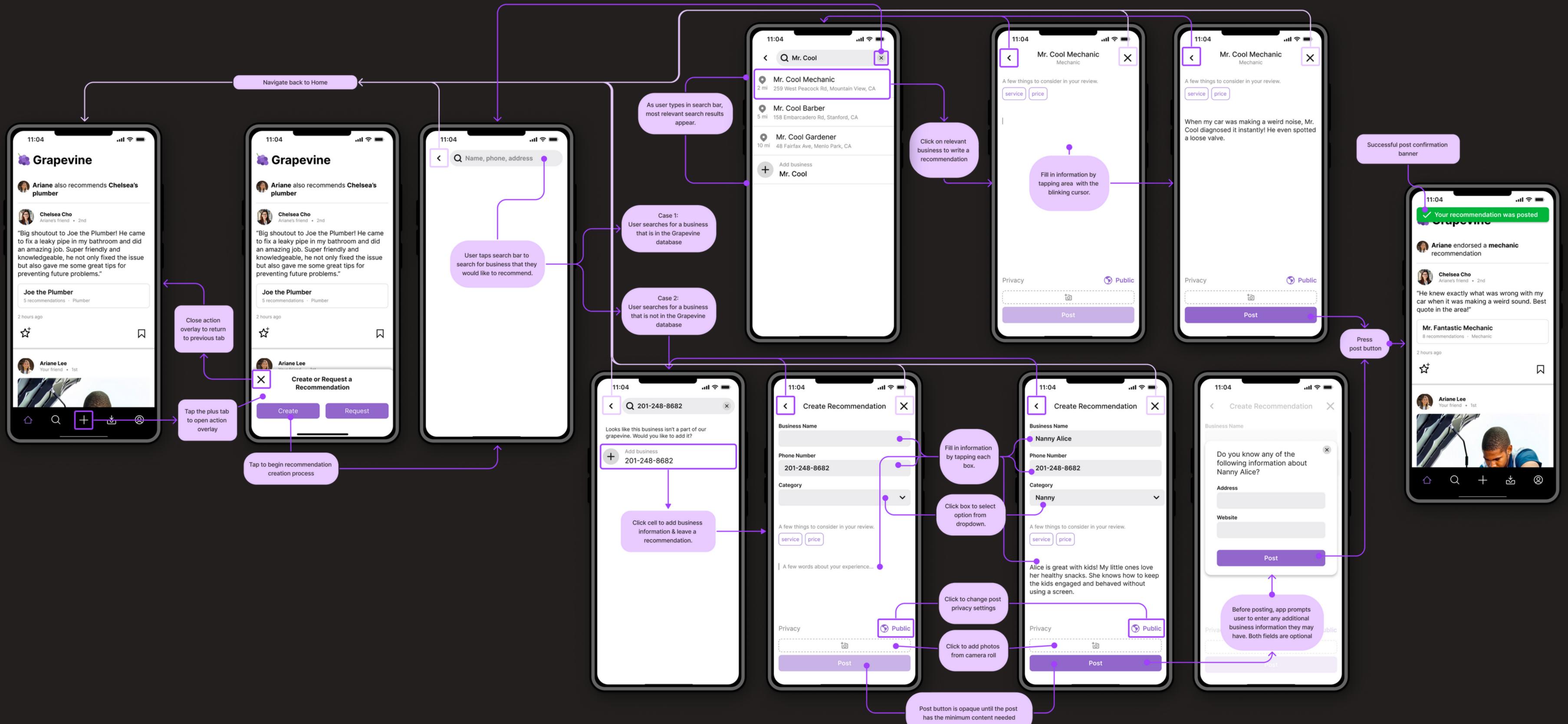
## SIMPLE TASK

## Searching for a recommendation



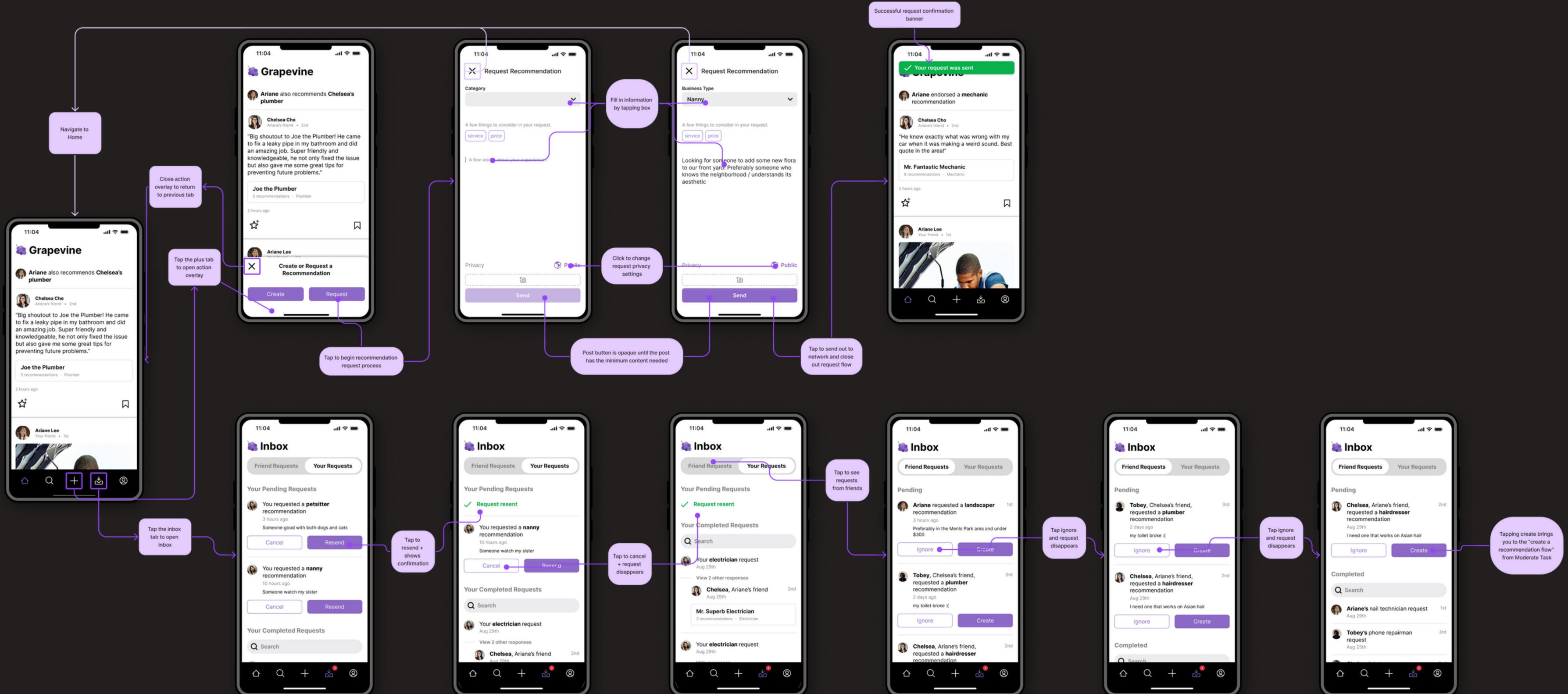
## MODERATE TASK

## Leaving a Recommendation



## COMPLEX TASK

Requesting a recommendation from your network (including friends of friends); passing on a recommendation request to your friends



# Prototype Implementation

# Figma

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- Live, collaborative editing
- Component libraries, grid systems, shapes
- Can animate (prototype) buttons and features

Pros

- Managing many screens was difficult without comprehensive search capabilities
- Creating prototype animations was fidgety
- Limited offline access

Cons

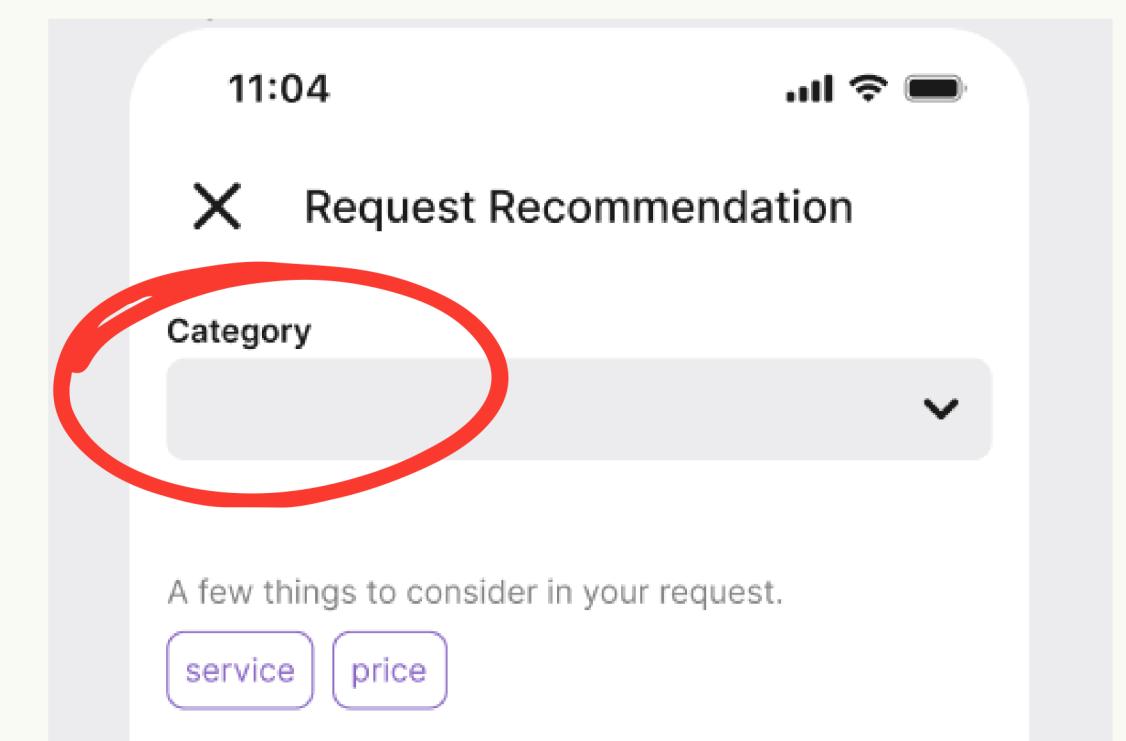
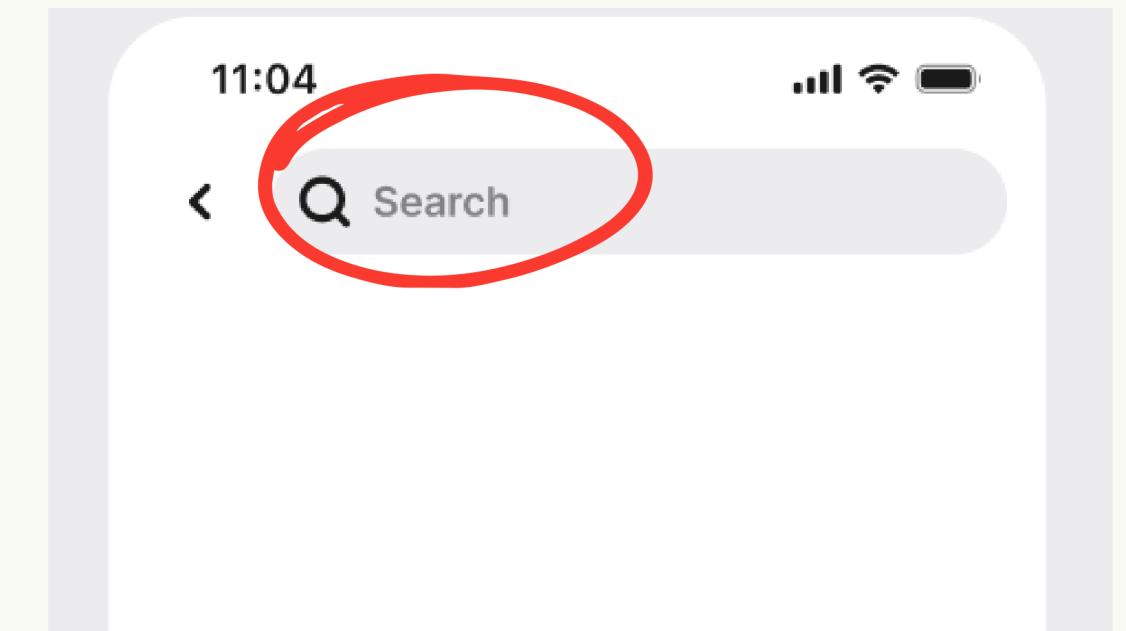
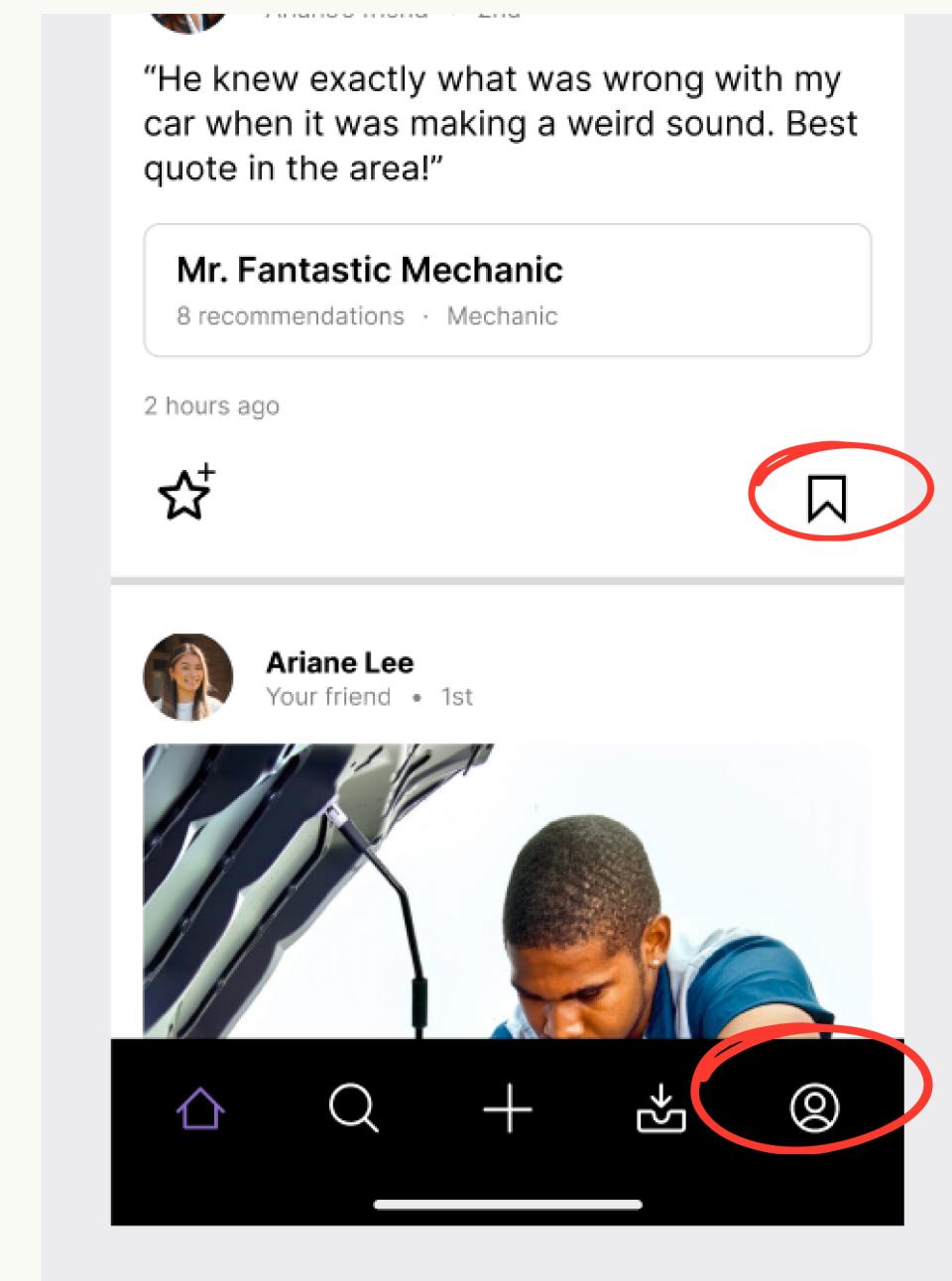
- Icon Plugins (IconDuck, Streamline Icons)
- [Apple Design Resources Figma Template](#)

Plugins & Templates

# Limitations

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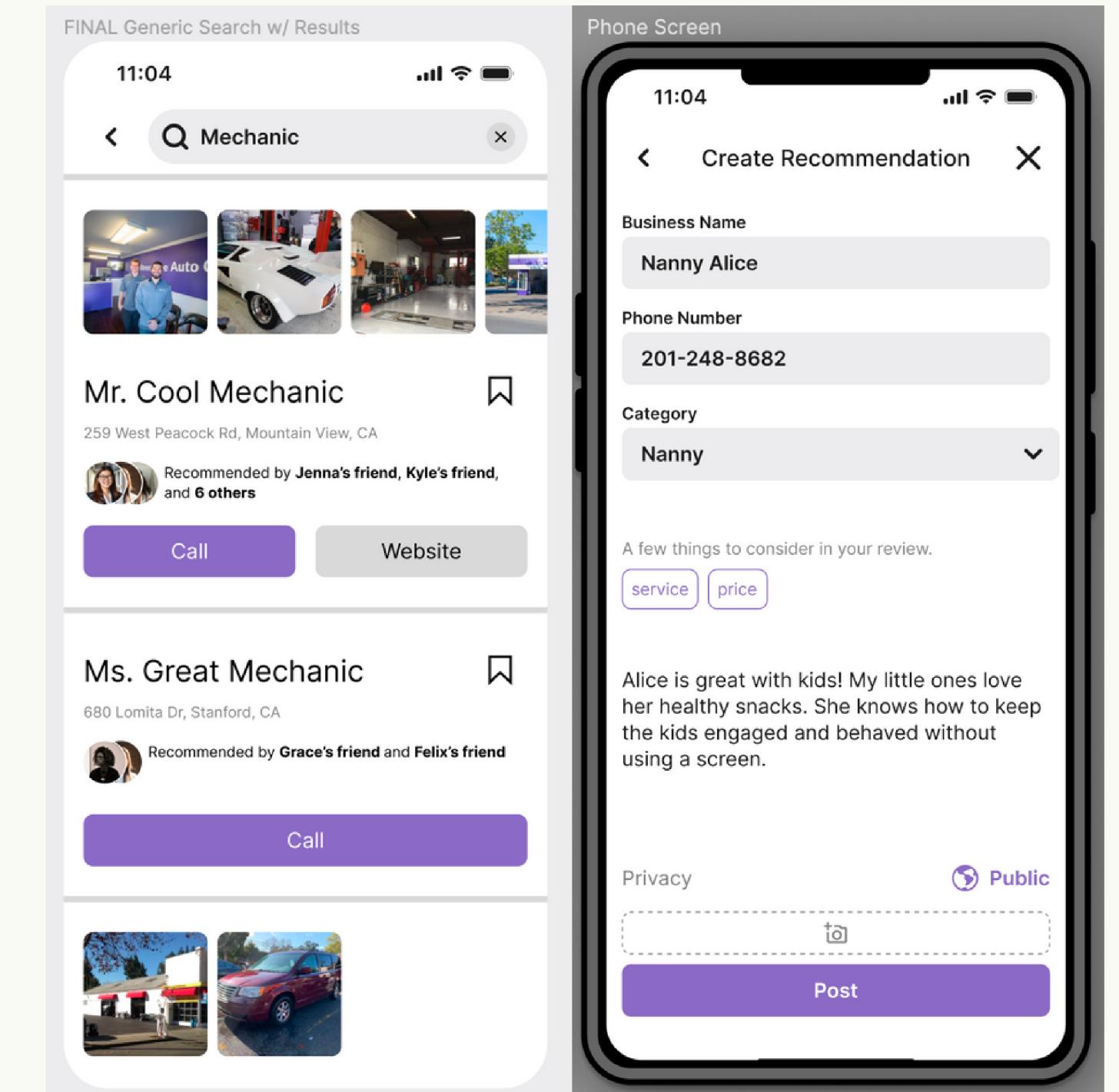
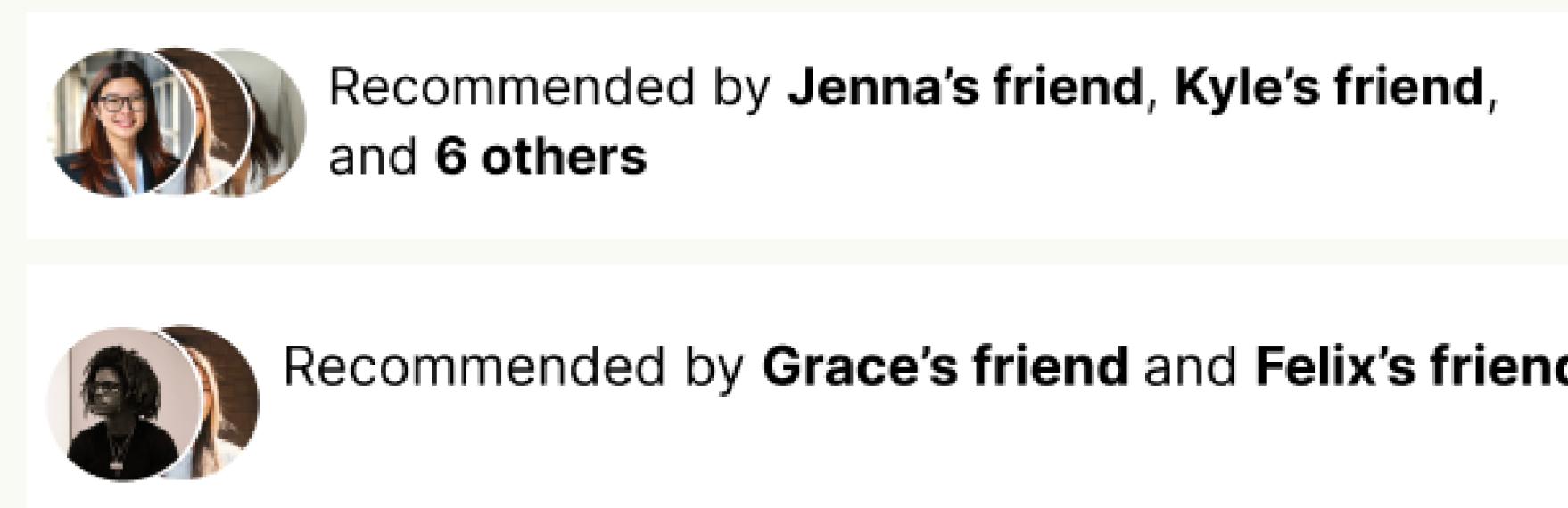
- User cannot input personal profile information
- User cannot add friends
- User cannot actually search for recommendations or request recommendations among their network (beyond the results we hard-coded)
- No real business profiles to browse
- Cannot save posts



# Wizard of Oz

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- Searches, search results, business details, and more auto-populate when user clicks on the text box; no functioning keyboard
- User is magically given friend network

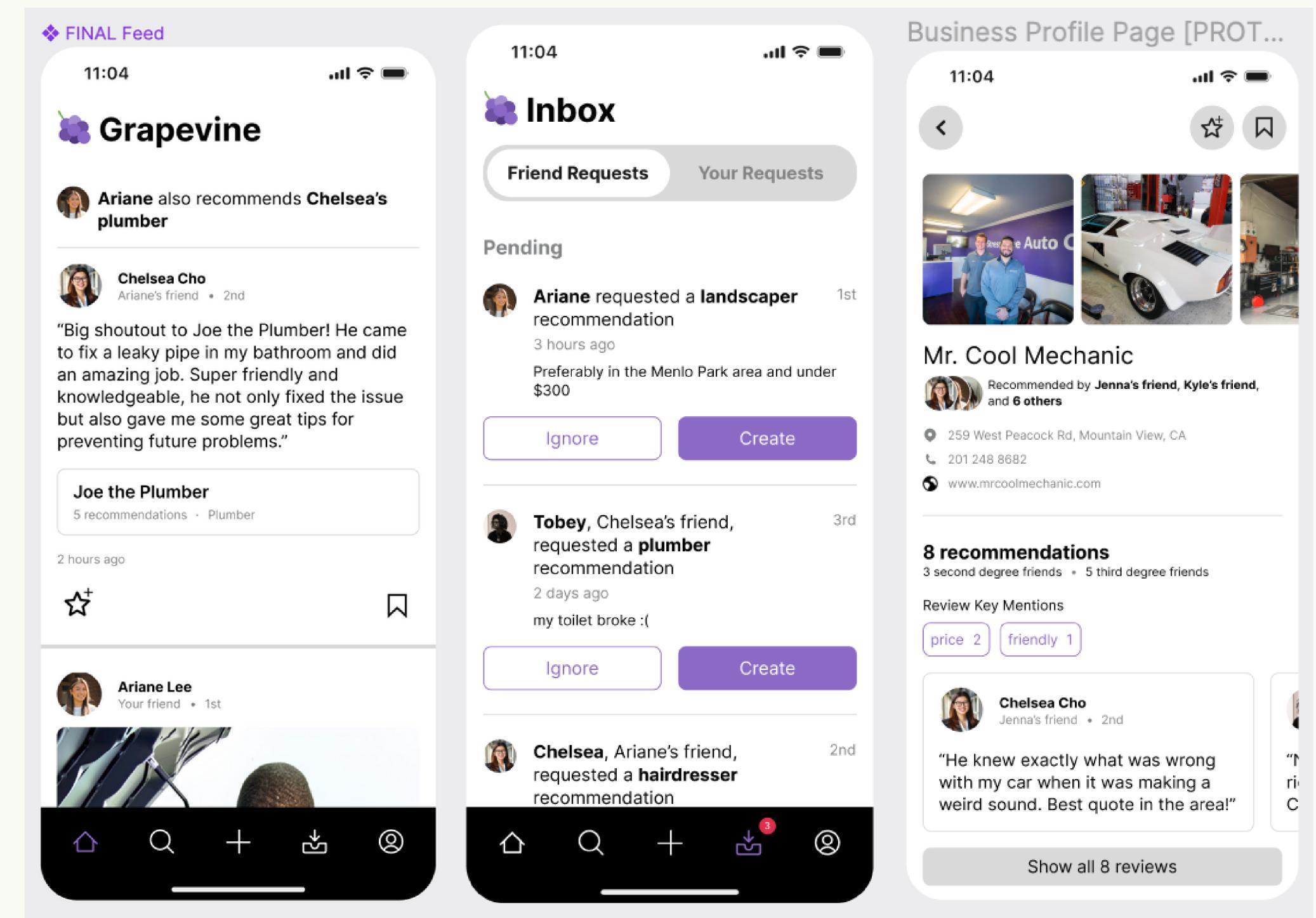


# Hard-Coded

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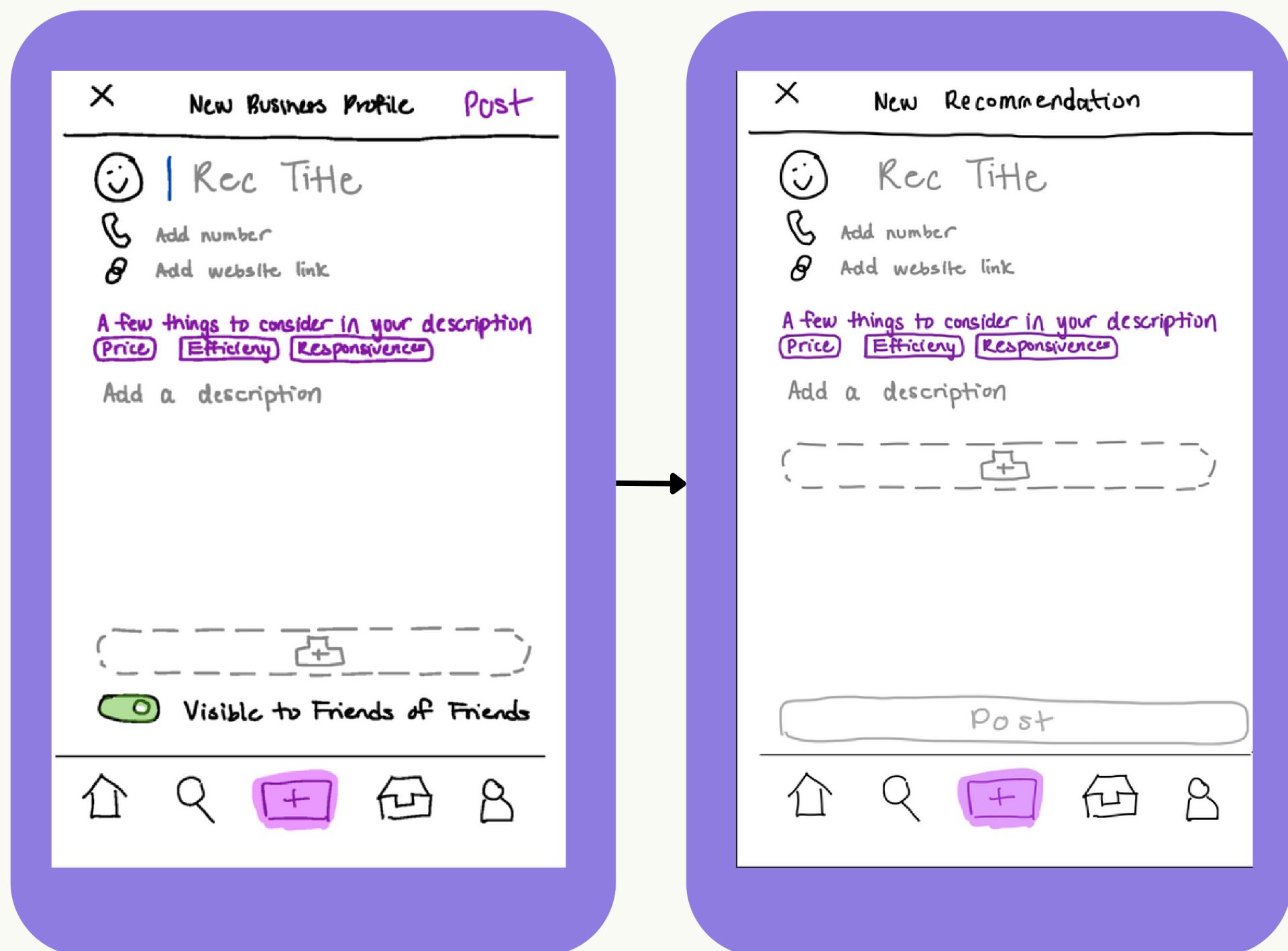
- User profiles, business profiles
- Recommendations
- Recommendation requests

Generally, Figma did not let us flesh out the backend functionality of creating user profiles, managing friend networks, searching for recommendations, and sending out requests. Thus, many of these details are hard-coded to convey how our app would work from the user's POV.



# Other interface changes

Appendix



Last week, we noticed that some users were having trouble finding the “post” button after creating their recommendation

What we changed:

- Post button enlarged, moved to the bottom of the page, and greyed out when not active

What we hope to achieve:

- More intuitive posting experience