



Studio:
Unintentional Good

A8: INTERACTIVE HIGH-FI PROTOTYPE



The Team



Emily Deng

Symbolic Systems '25



Jenna Kim

Computer Science '25



Ariane Lee

Computer Science '25

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01



Grapevine

VALUE PROPOSITION

Services you'll love backed by people you trust.

Problem

People struggle to find services that suit their personal needs, as **online reviews are often unreliable and impersonal.**

Solution

Our app facilitates the search for **quality services** by allowing users to seek and share **vetted recommendations through an extended network of friends**, encompassing a variety of needs from plumbing to child care.



Heuristic Evaluation Results

Category	Sev 0	Sev 1	Sev 2	Sev 3	Sev 4	Total Number
H1: Visibility of Status	0	0	3	2	0	5
H2: Match Sys & World	0	3	2	0	0	5
H3: User Control	0	1	0	1	0	2
H4: Consistency & Standards	0	4	7	4	0	15
H5: Error Prevention	0	0	3	0	0	3
H6: Recognition not Recall	0	0	3	1	0	4
H7: Efficiency of Use	0	1	0	2	0	3
H8: Minimalist Design	1	4	2	0	0	7
H9: Help Users with Errors	0	0	2	2	0	4
H10: Help & Documentation	0	0	3	0	0	3
H11: Accessible	0	0	1	1	0	2
H12: Value Alignment & Inclusion	0	0	3	2	0	5
Total Violations by Severity	1	13	26	18	0	58

High-Level Summary

H4: Consistency
and Standards

26%

H8: Minimalist
Design

12%

H1: Visibility of
System Status

9%

H12: Value
Alignment and
Inclusion

9%

Severity 4

0/58

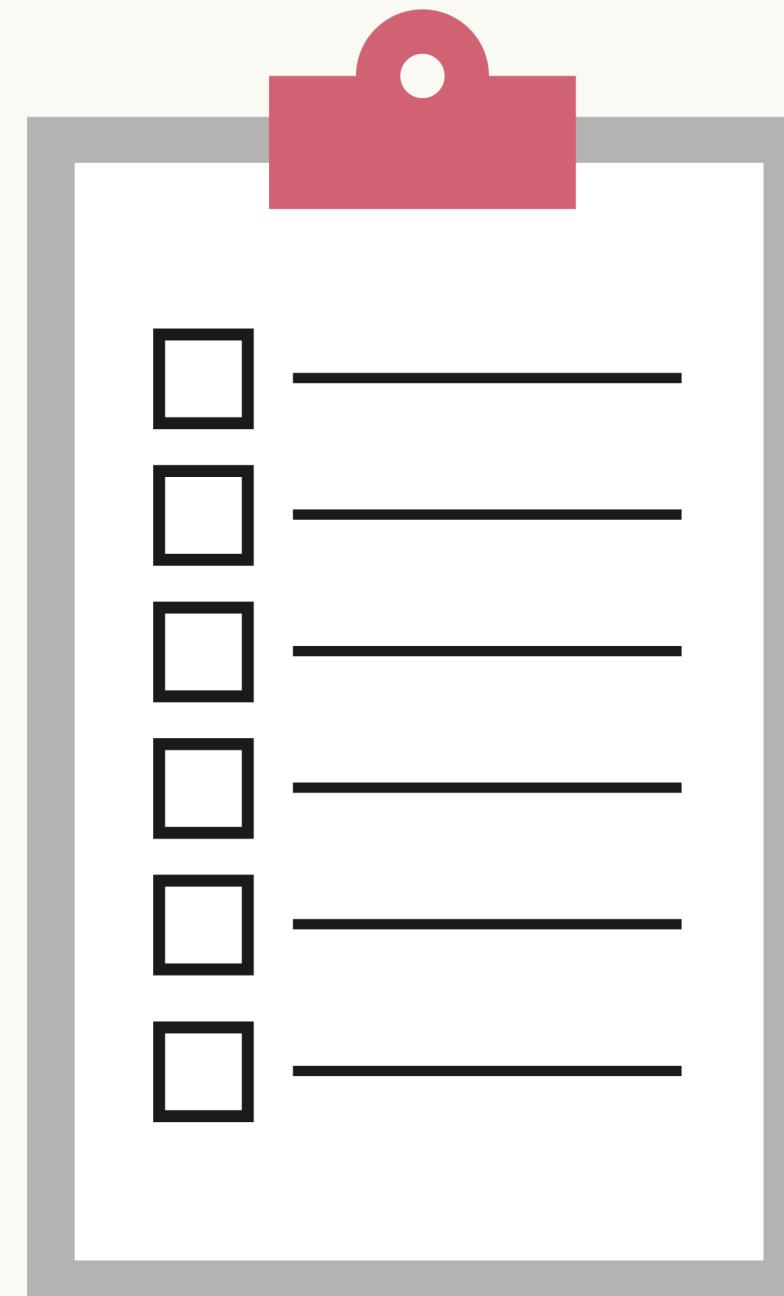
Severity 3

18/58

Severity 2

26/58

High-Level Summary



- **H4 Consistency & Standards**
 - Wording and phrasing across screens
 - Confusion regarding recommend vs. endorse
- **H8 Minimalist Design**
 - Grid alignment, colors, clutter
 - Utility of the home page: social app or functional app?
- **H1 Visibility and System Status**
 - More prompts to guide the user towards action items
 - Information or documentation to keep user informed
- **H12 Value Alignment and Inclusion**
 - Too many features and screens --> decrease in efficiency
- **Additional**
 - Limited abilities to undo, delete, or edit actions
 - Rethinking visibility/privacy details
 - Consolidating search/create recommendation

Additional Details

On Severity 2-3 Violations

Fix confusion regarding recommend vs. endorse

“..difficult to tell which friend originally recommended which service, and which other friend endorsed”

Violation #5 (H1 Severity 3)

“.. it does not make sense to me what the star button is” **Violation #10 (H2 Severity 2)**

“..[the star button] leading to different actions at different times is confusing for users”
Violation #23 (H4 Severity 3)

“.. Users may be confused by this inconsistent iconography for the same function of leaving a recommendation.”
Violation #27 (H4 Severity 2)

“.. friends in a user’s network can either “endorse” or “also recommend” another service, but no clear distinction is made between the two different actions”
Violation #24 (H4 Severity 3)

Additional Details

On Severity 2-3 Violations

More prompts, explanation, and documentation to guide and inform users

“After clicking the search icon in the bottom navigation bar...no other prompt relating to what to search for.” **Violation #2 (H1 Severity 2)**

“[While trying to create a recommendation,] the search bar does not tell you what you are searching for...”
Violation #31 (H6 Severity 2)

“ Can’t differentiate between this search bar and the simple task search bar... the search bar does not tell you what you are searching for (a business to create a recommendation).”
Violation #28 (H5 Severity 2)

“no documentation of the type of visibility that you set in your pending requests” **Violation #4 (H1 Severity 3)**

“...no notification that is sent to the user if someone accepts their request in the inbox...Users would likely want to see if a request has been fulfilled so they can act on the recommendation.”
Violation #3 (H1 Severity 3)

Additional Details

More user control to prevent and recover from errors (e.g. editing features)

“post privacy settings [are] above of photo attachment button...it would be difficult to know that there is an option to attach a photo until it’s already too late, and users could get frustrated.

” **Violation #50 (H11 Severity 3)**

“In the event that a user categorizes the wrong type of recommendation, a nanny as a plumber, it might be helpful to add an additional check or method to ensure that this sort of error does not occur...**Violation #44 (H9 Severity 3)**

“There is no way to edit a posted recommendation” **Violation #11 (H3 Severity 3)**

“The user is able to post a recommendation request to their network even if they have not filled out any and/or all of the fields.” **Violation #45 (H9 Severity 3)**

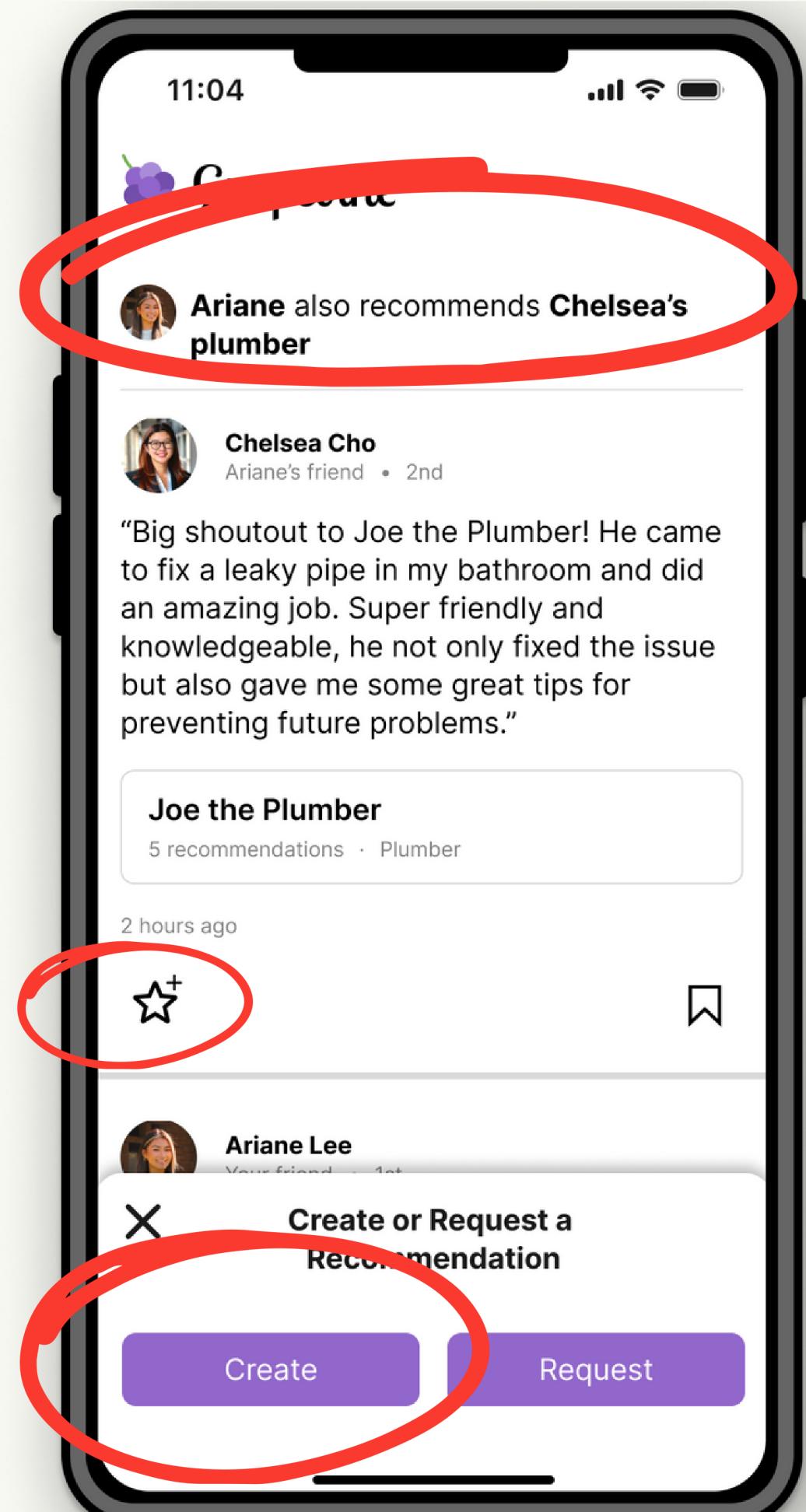
“There is no way to change the type of visibility after request is sent” **Violation #46 (H9 Severity 3)**

UI and Product Revisions

Issue 1

Users were confused about the **difference between endorsing and recommending.**

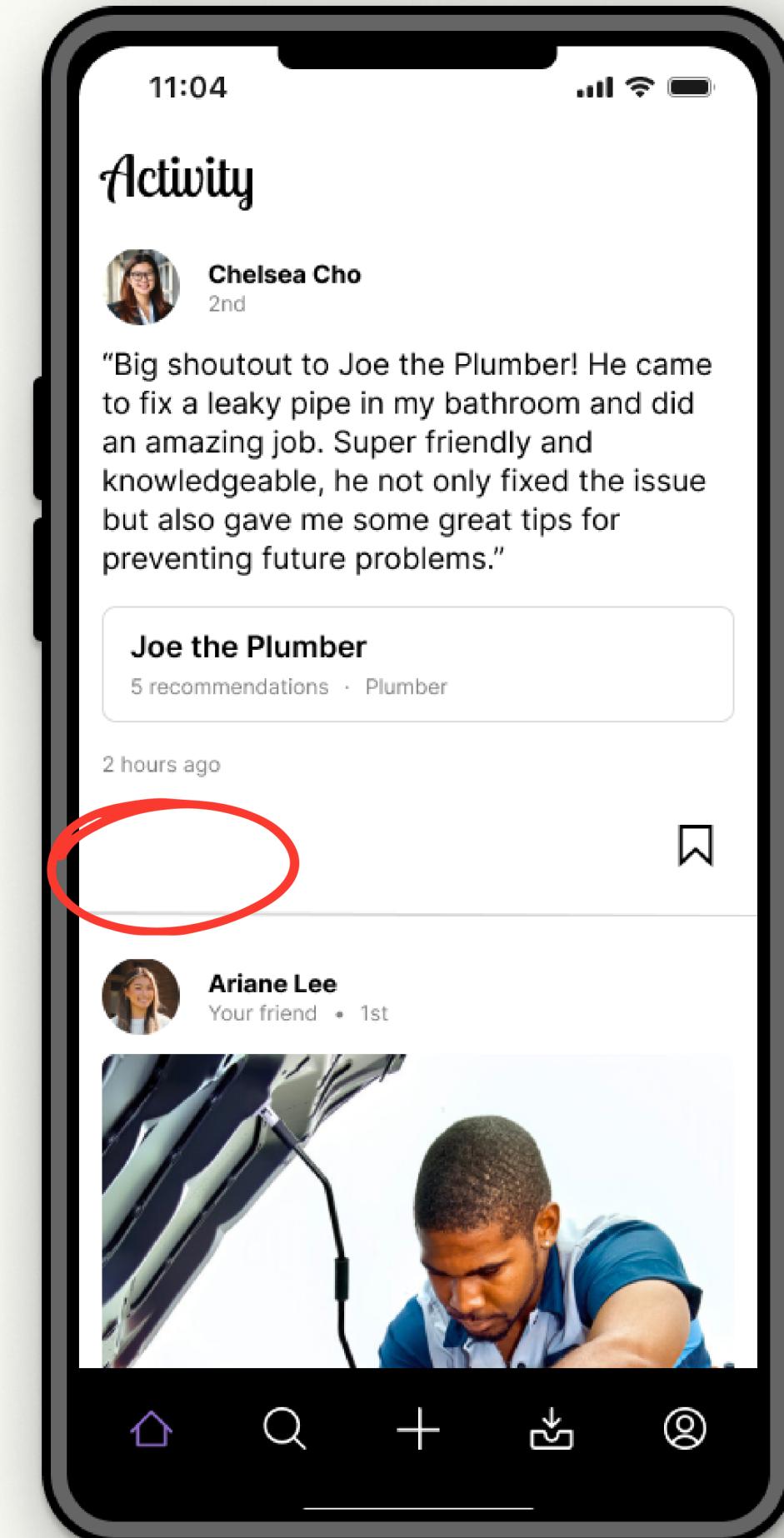
Relating to violations 5, 10, 23, 34, 37...



Revision 1

We decided to **delete the ‘endorse’ feature altogether**, as it did not provide significant enhancements to our app’s functionality and only confused users.

This change supports our usability goal of **robustness** by reducing confusion. It also resolves other issues regarding inconsistencies with our language surrounding endorse vs. recommend.



Issue 2

Users felt that the **home/feed page didn't serve much purpose**; it was suggesting Grapevine is a social app when really it should be a functional one.

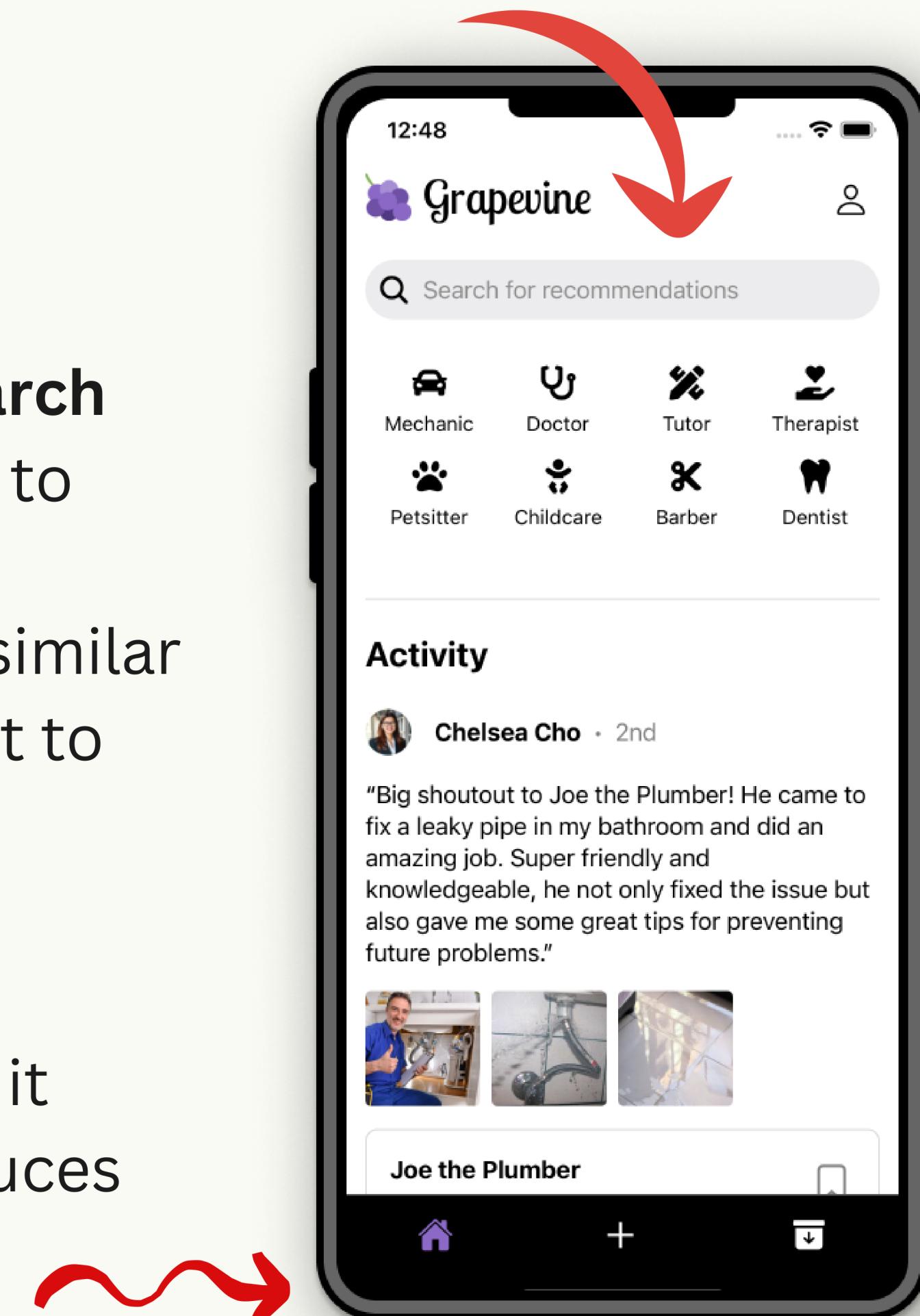
Relating to violation 41, 55



Revision 2

We decided to **make the home page the search page instead**, as users are most often going to search for recommendations. However, we **retained the feed as part of the backdrop** (similar to Yelp or Doordash), as it may be important to some users to see their friends' activity.

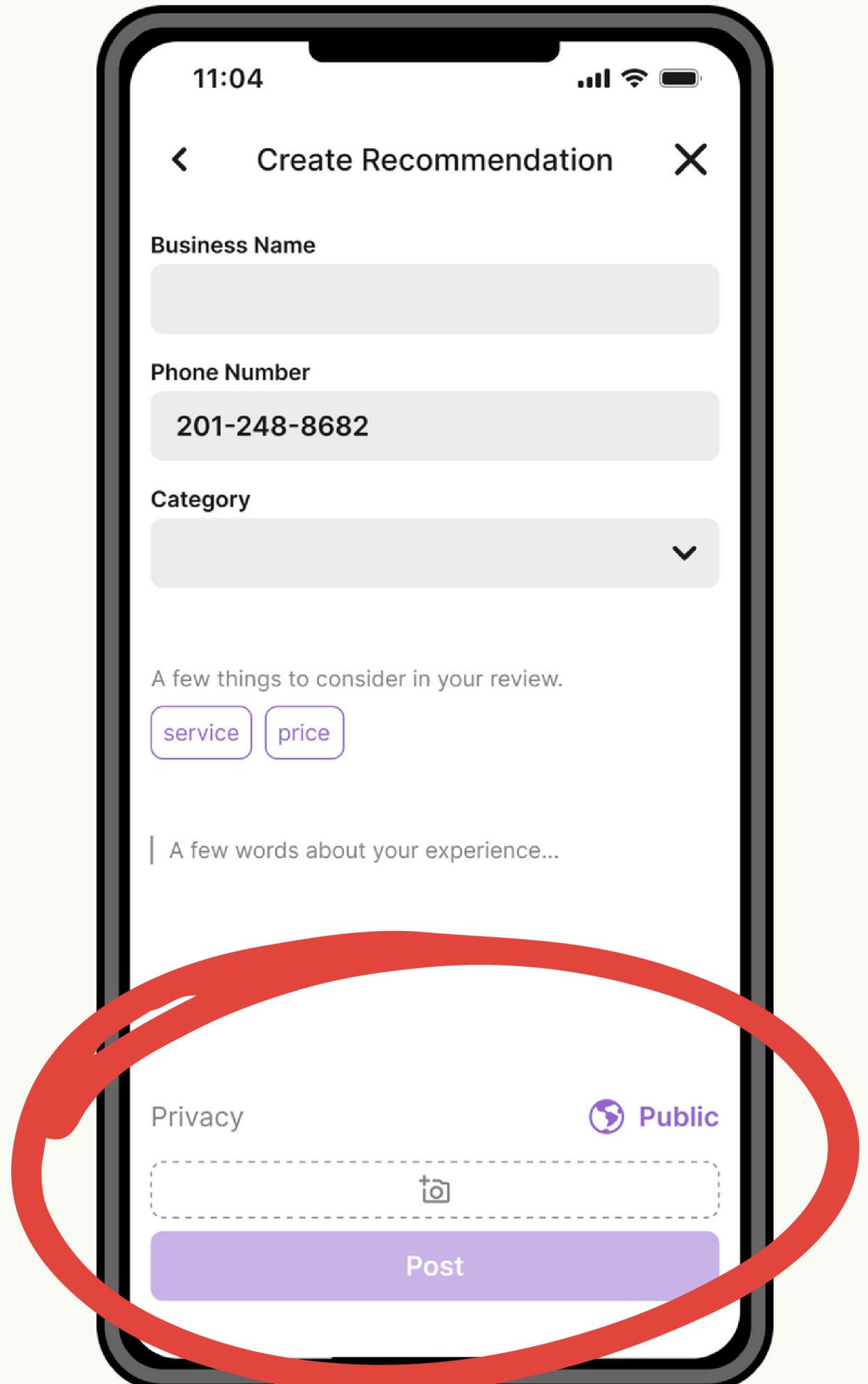
This change supports our usability goal of **efficiency** by reducing the number of steps it takes to find a recommendation. It also reduces number of tabs overall.



Issue 3

When making a post, **privacy settings are located above the photo attachments**, but they should be the last thing users set before they make the post. Otherwise, users may not know there is an option to attach a photo if they believe they are done.

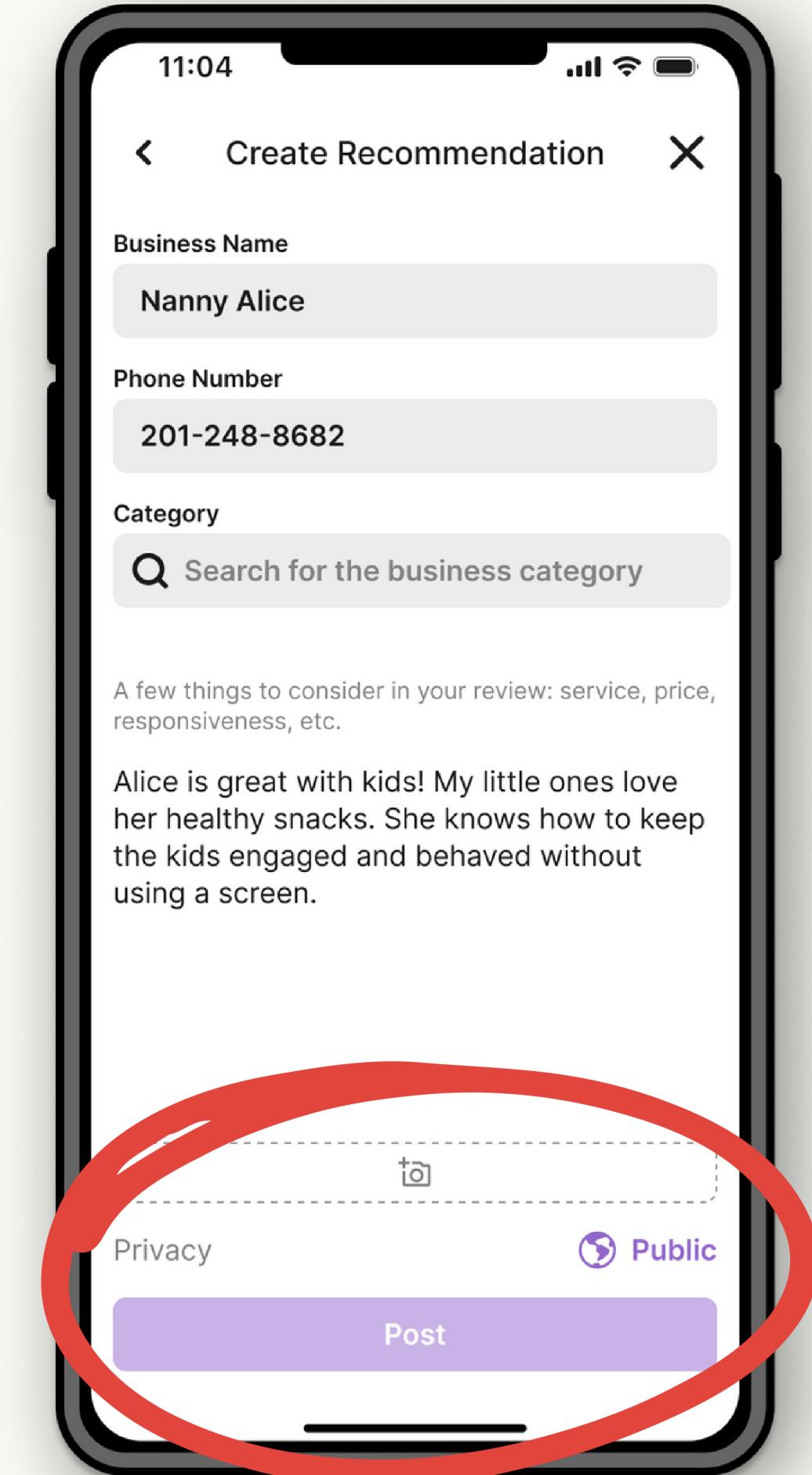
Relating to violation 50



Revision 3

We **moved the privacy settings** below the photo attachments.

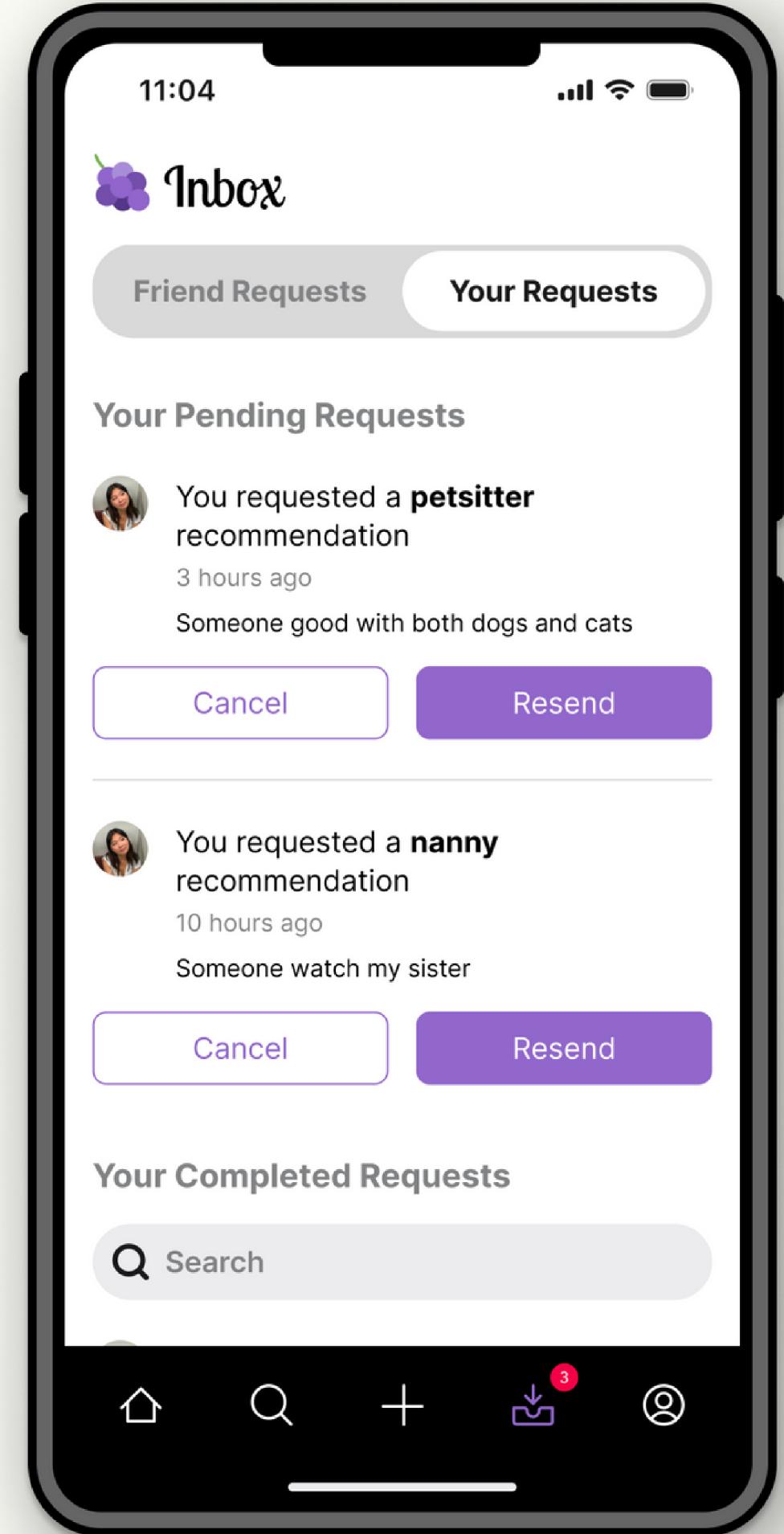
This change helps achieve our **robustness** goal, as users are less likely to make the mistake of not attaching a photo that they wanted to include.



Issue 4

There is **no documentation of or option to change the type of visibility** that a user sets for their pending requests. The same goes for **posted recommendations**.

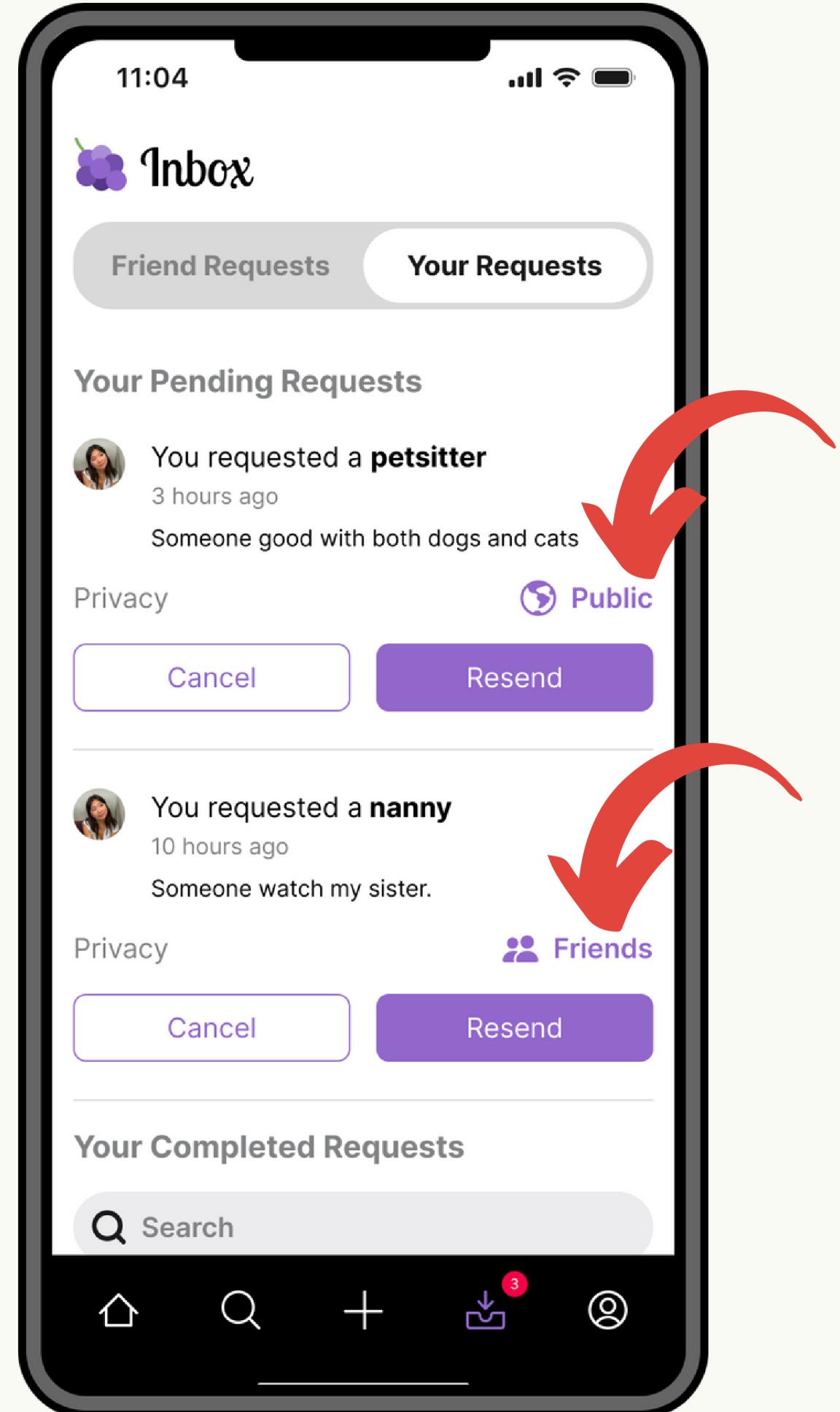
Relating to violations 4, 11, 46, 22



Revision 4

We added a clickable **icon** that corresponds with the level of visibility a user initially selected, also allowing for **future modification** should the user change their mind.

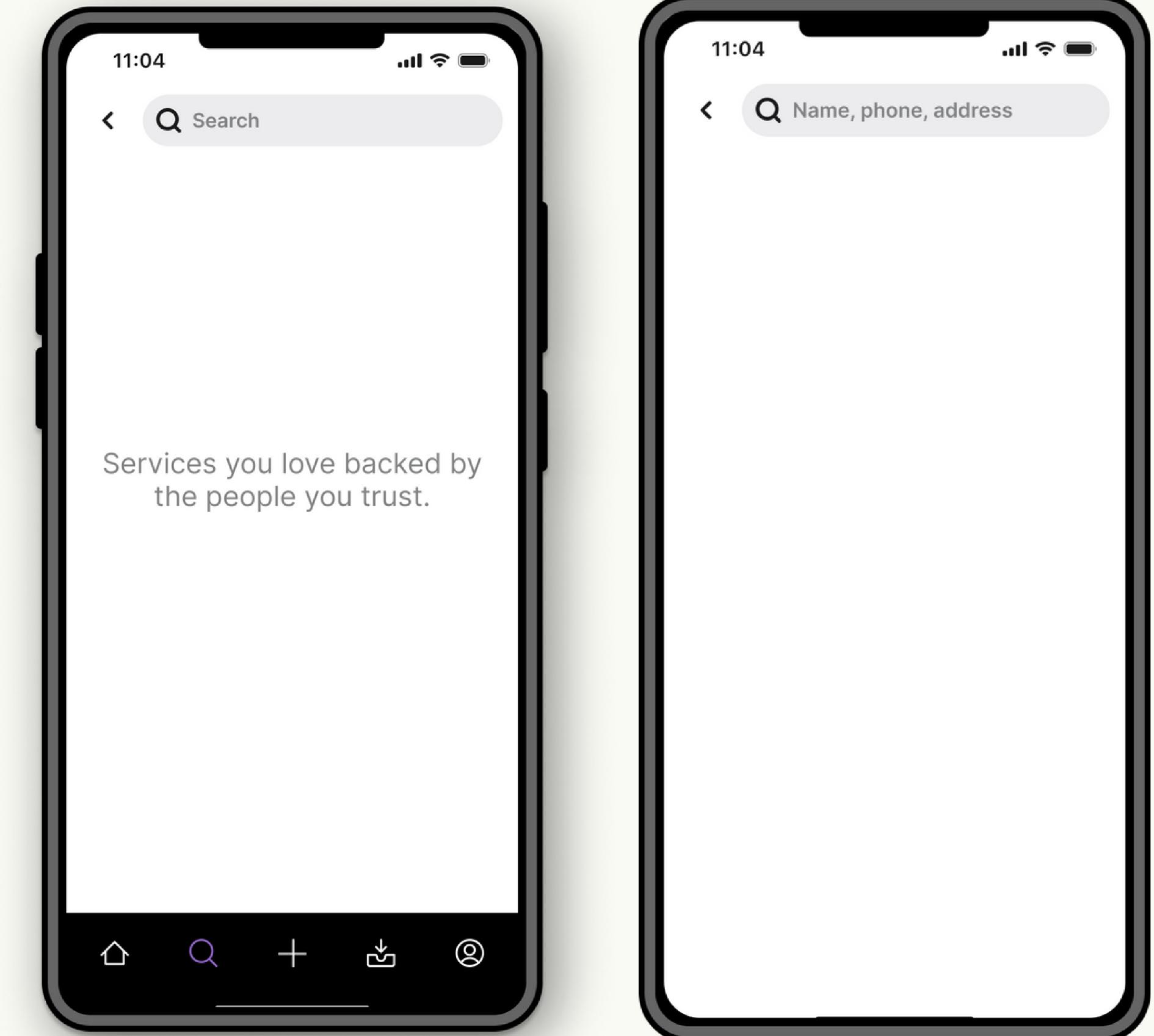
This change helps us achieve our **efficiency** goal, as users can more easily make changes.



Issue 5

The search page does not prompt user on what to search for, which can be additionally confusing when have two search pages (find recommendation vs. create recommendation).

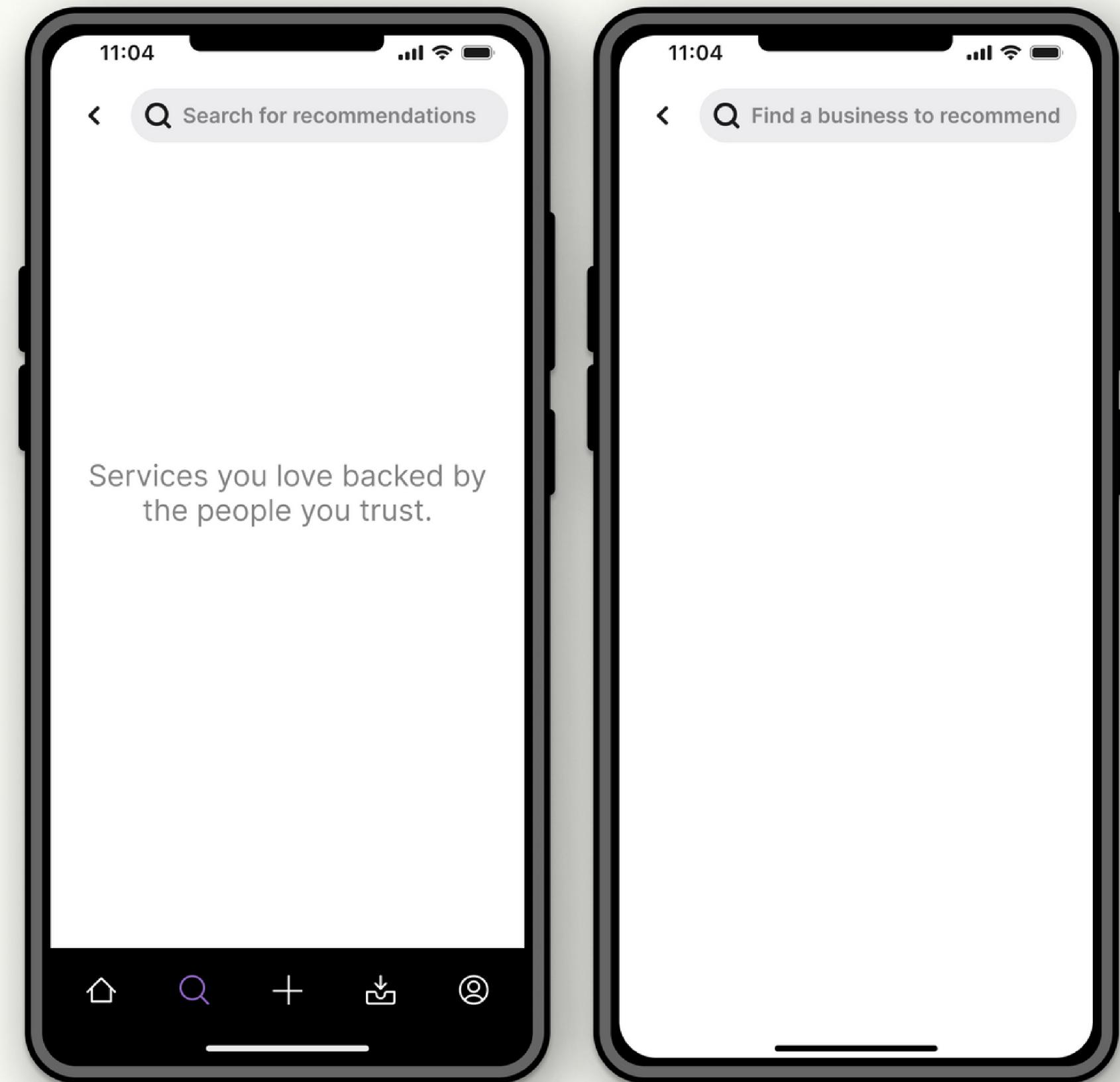
Relating to violations 2, 28, 31



Revision 5

We added a **prompt within the search bars themselves**. We also combined the feed and simple task search within the home screen to better differentiate two searches.

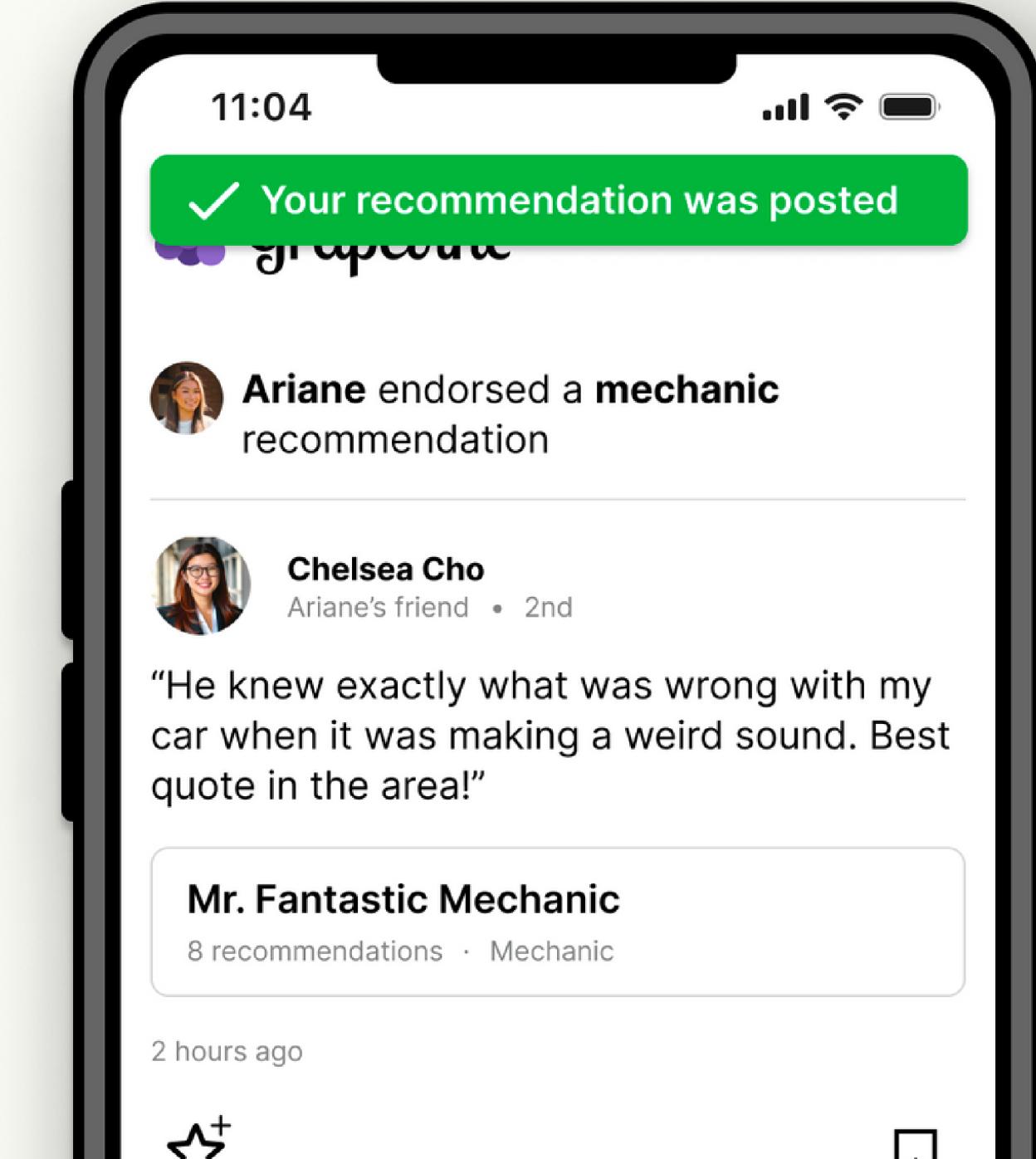
This change achieves our usability goal of **robustness**, as **users are guided** towards what they should search for.



Issue 6

There is no way to **edit** posted recommendations.

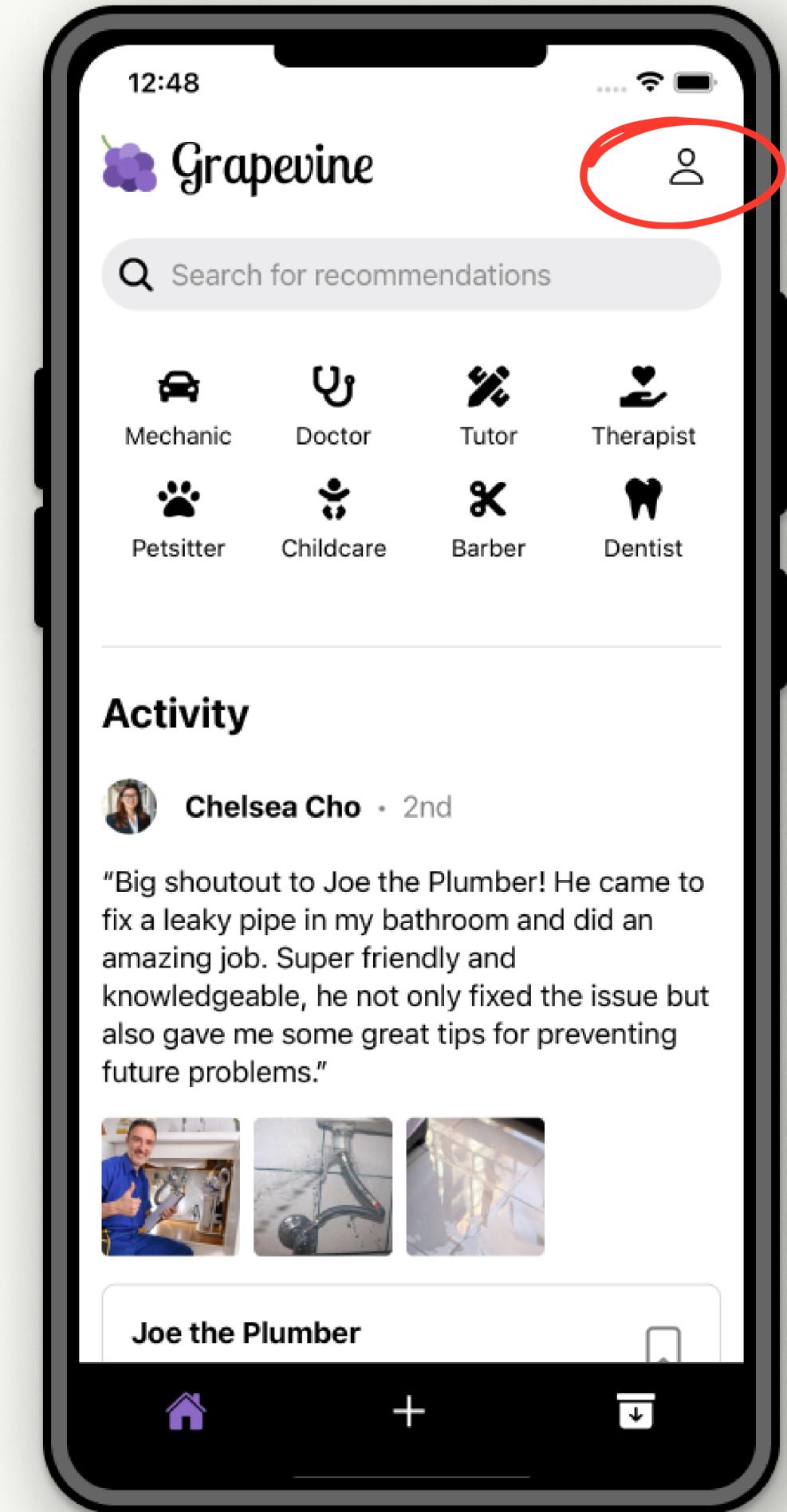
Relating to violation 11



Revision 6

This feature will be available in the **profile page** (not pictured).

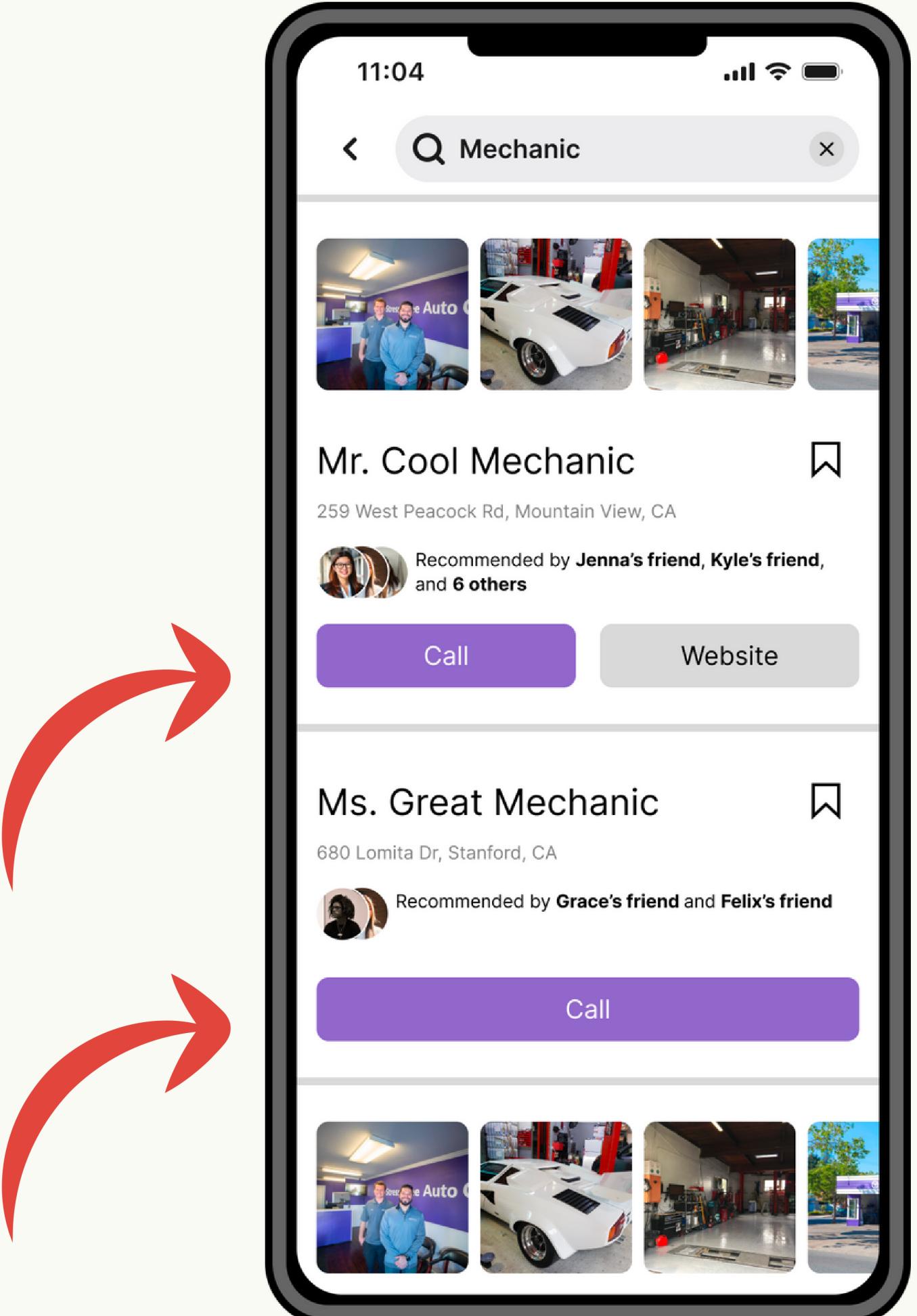
This change works towards our goal of **robustness**, as users can modify their written reviews or visibility settings if they realized a mistake later on.



Issue 7

Some of the search results have both “call” and “website” options whereas others only have “call.” This inconsistency drew significant attention to the singular “call” button, as it was large and purple.

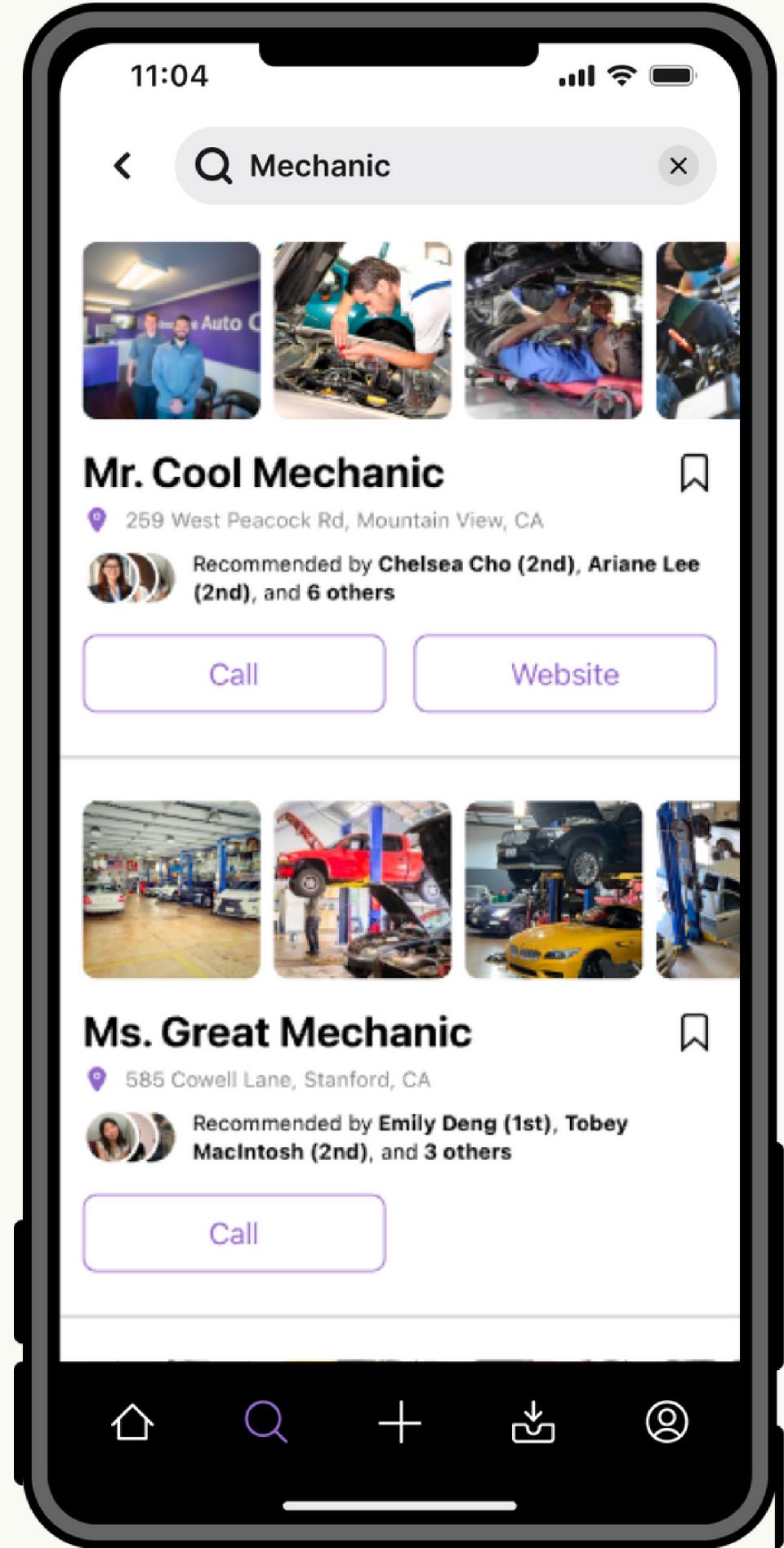
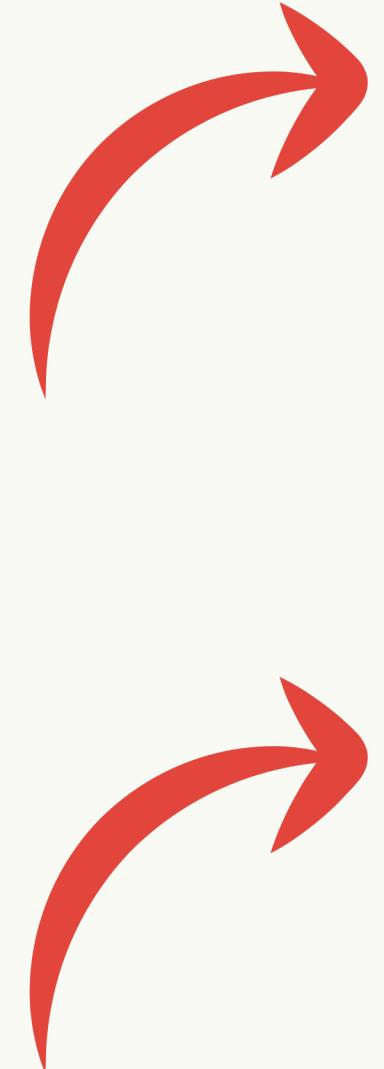
Relating to violation 14



Revision 7

We took inspiration from Google maps and decided to **keep all buttons the same color**, even when other buttons aren't present.

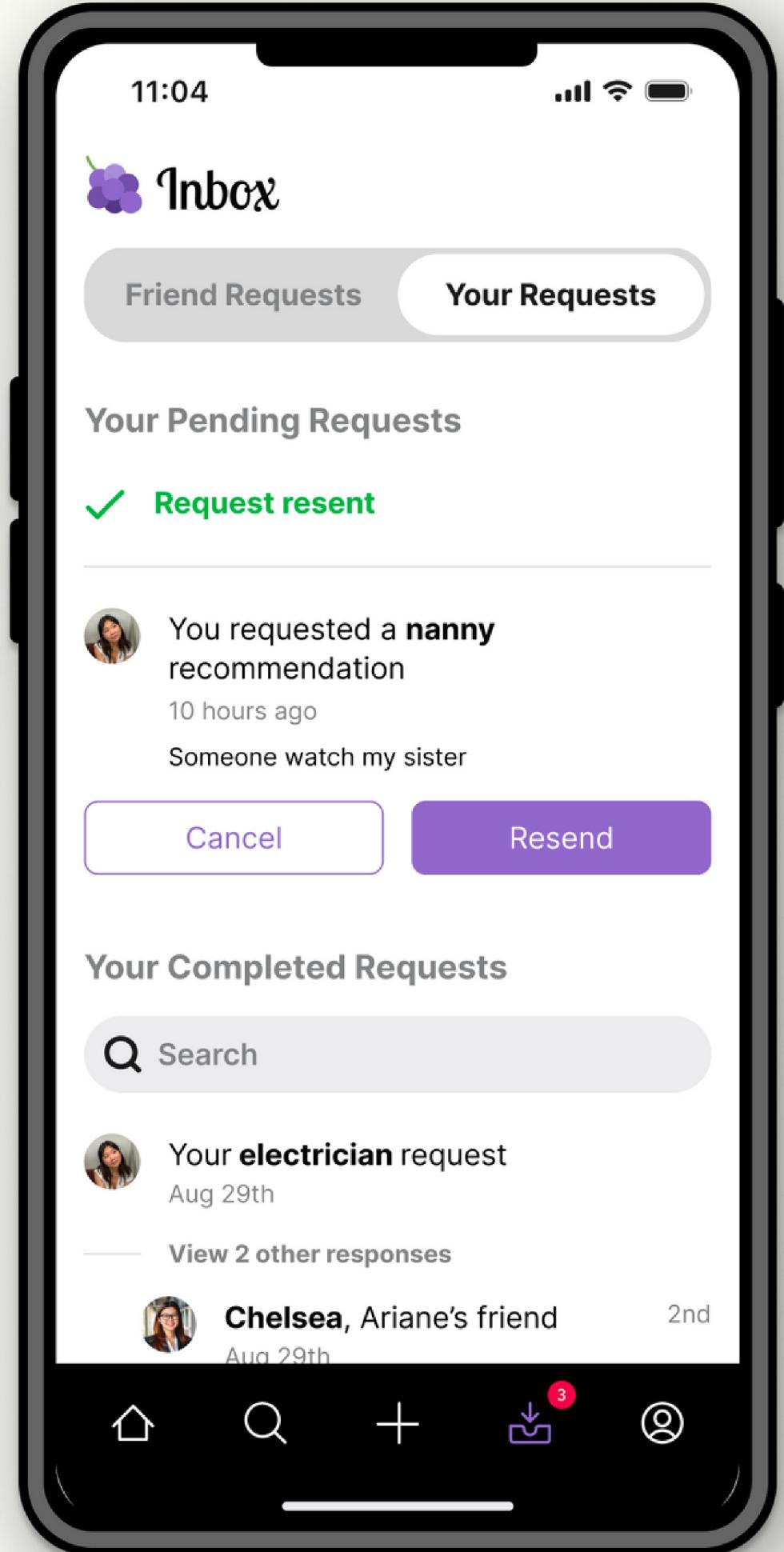
This change works towards our robustness goal, as users are less confused when there is consistency.



Issue 8

Users are **not informed** when a request they send out has been completed, the request just moves from “pending” to “completed.”

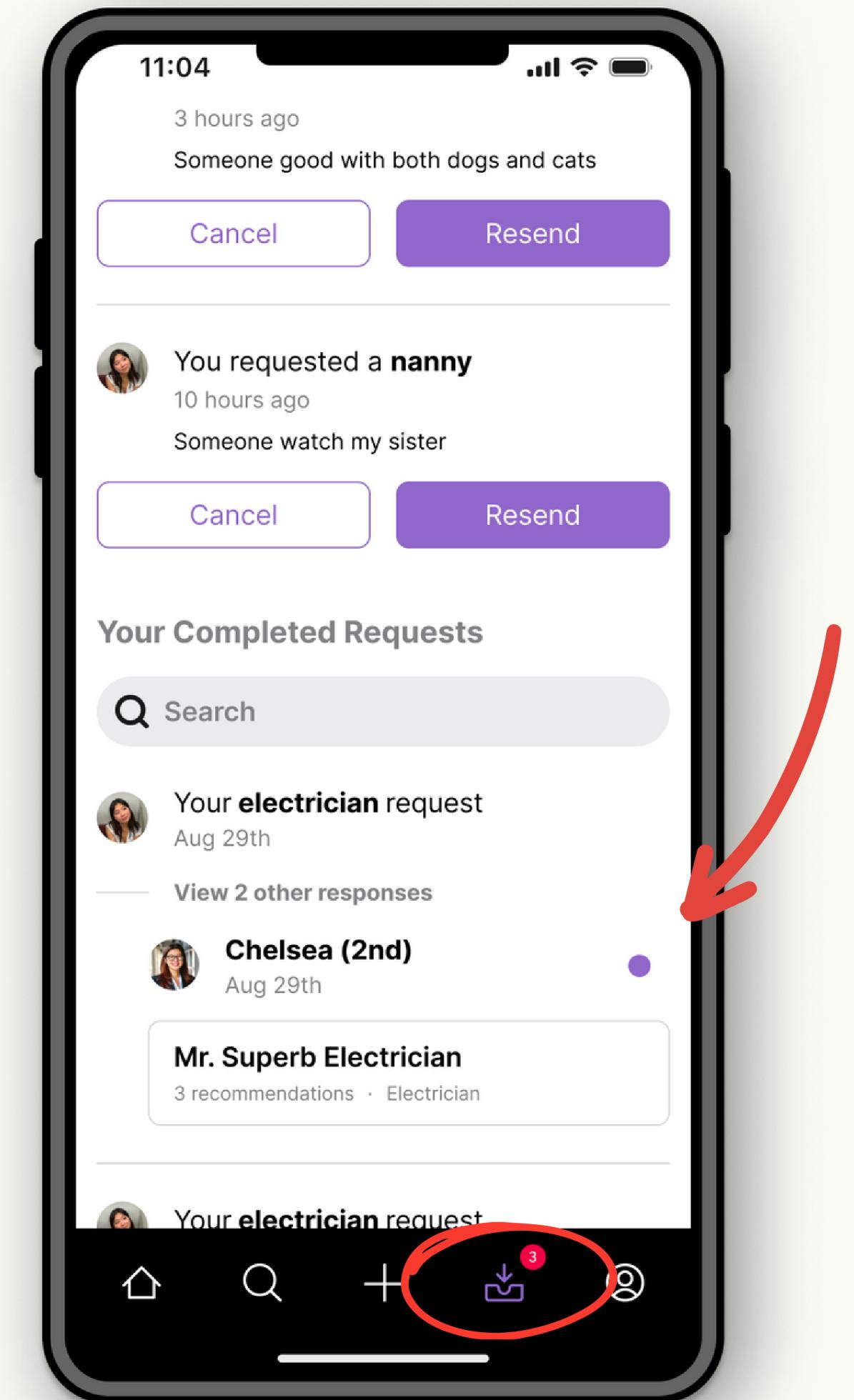
Relating to violation 3



Revision 8

Users **receive a notification** when their request has been completed as a badge, and any unread completed requests will have an unread indicator dot.

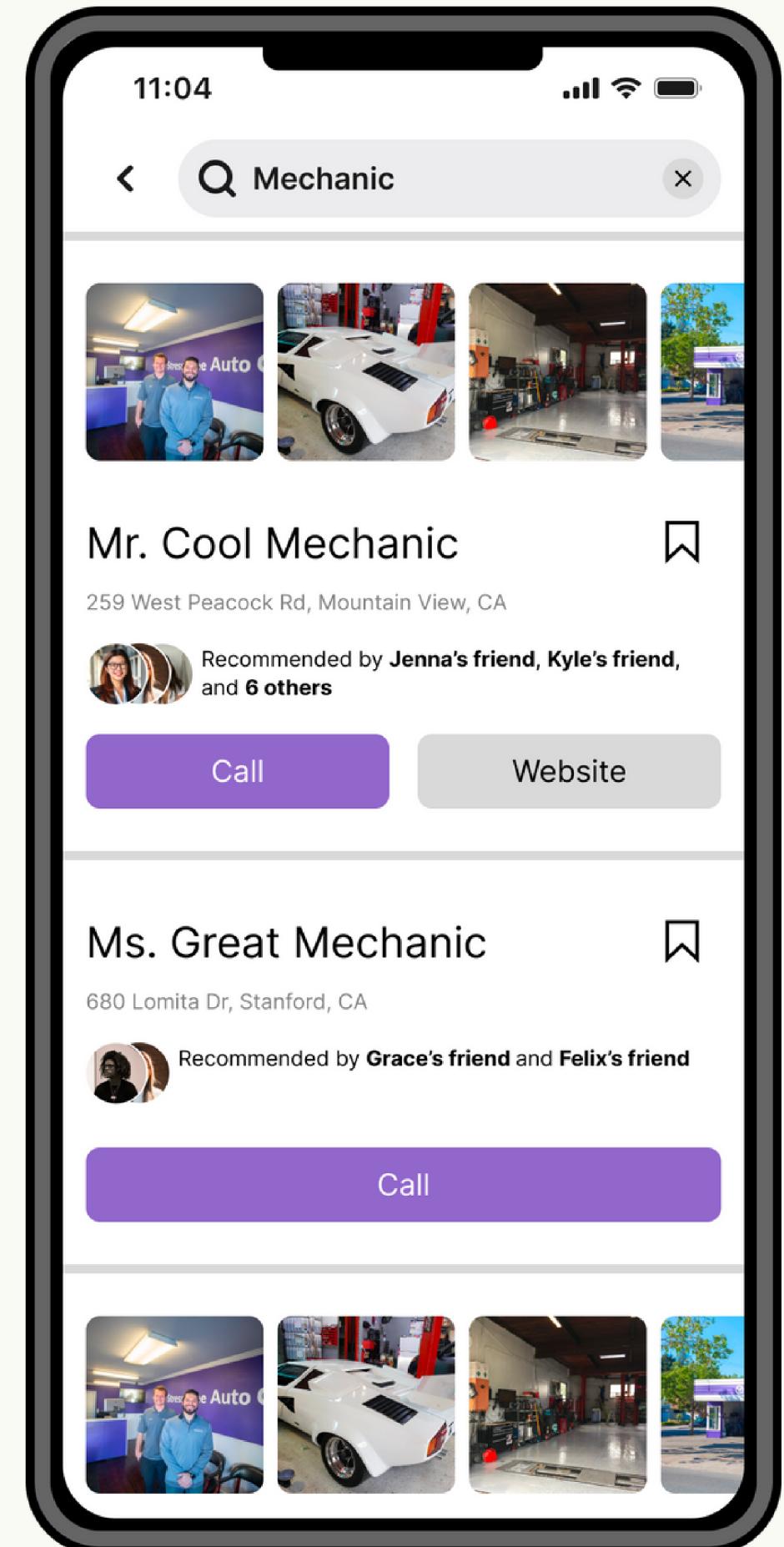
This change helps achieve our **efficiency** goal, as users can more quickly find the services they need.



Issue 9

Within the search results page, **it is difficult to differentiate between the start/end of each result**, especially for the visually impaired. This was more confusing when certain results didn't have pictures.

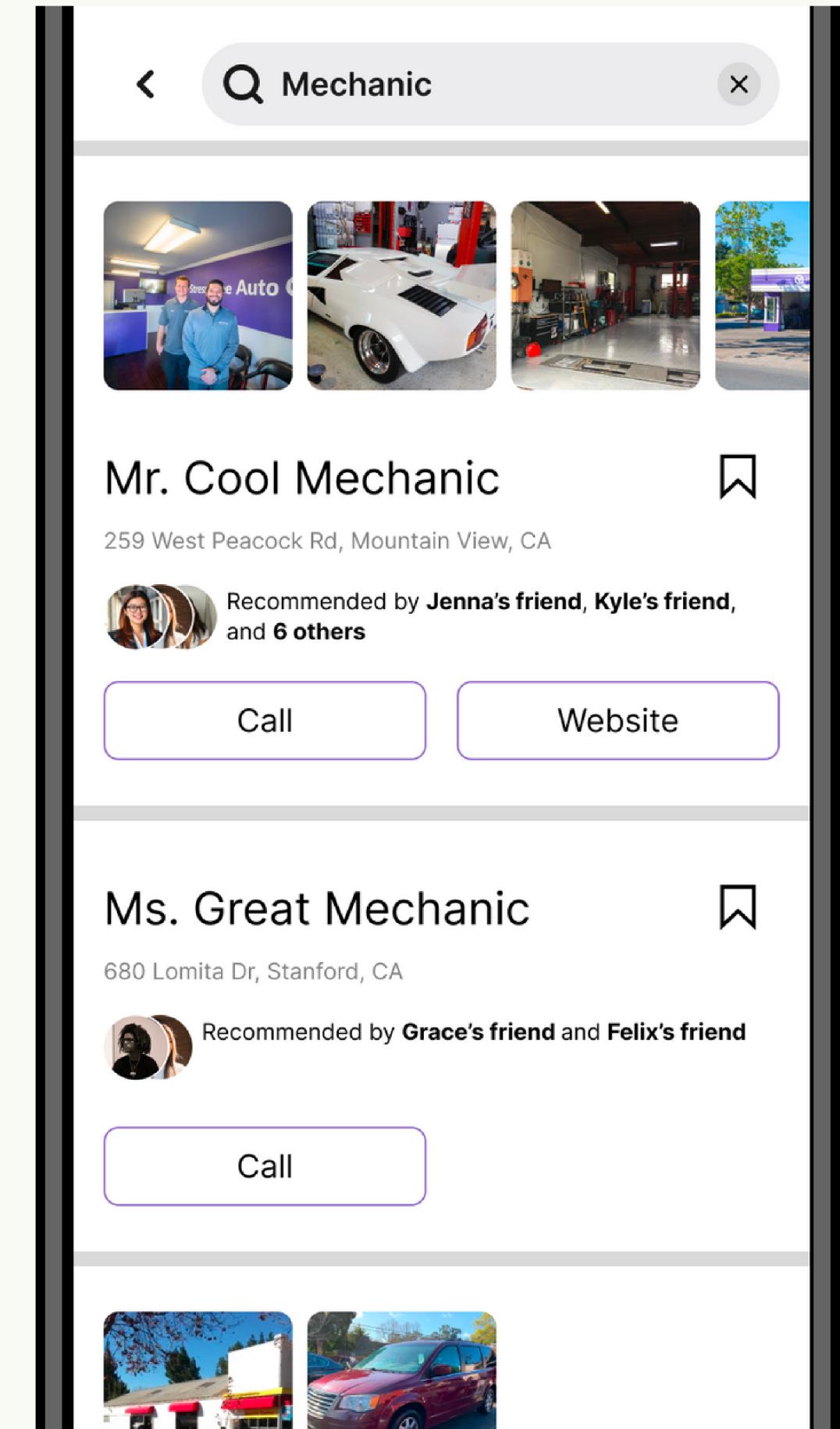
Relating to violation 26



Revision 9

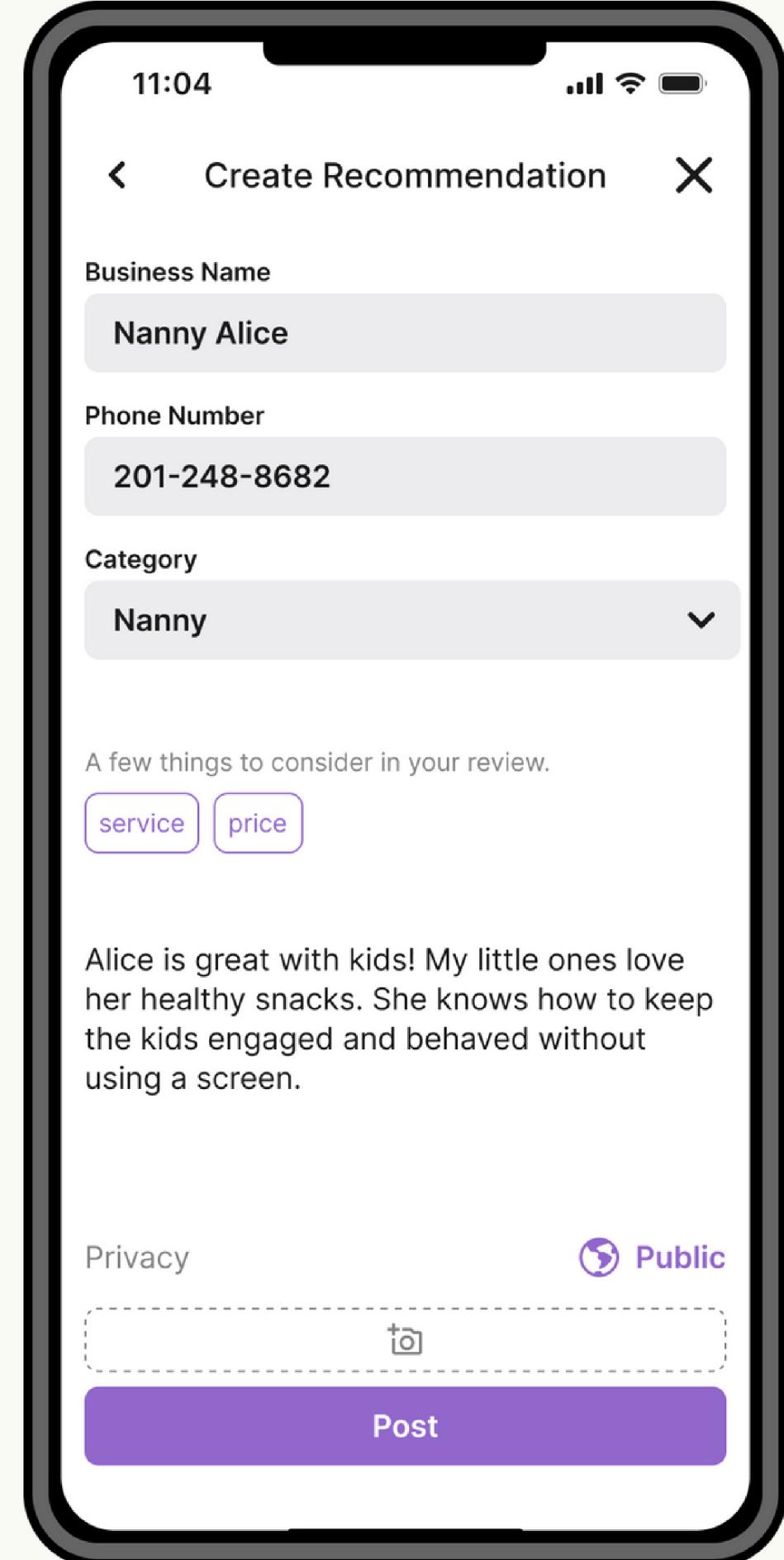
We standardized the format of search results, even when there are no photos. We also increased the gutter between results.

This change supports our **robustness** goal, as users will be less confused about the distinct search results, clicking only where they intend to.



Issue 10

Within the create a recommendation page, users can select a service type from a **dropdown menu**, but this may lead to **accidental mis-categorization**. It may also **omit certain service types**.

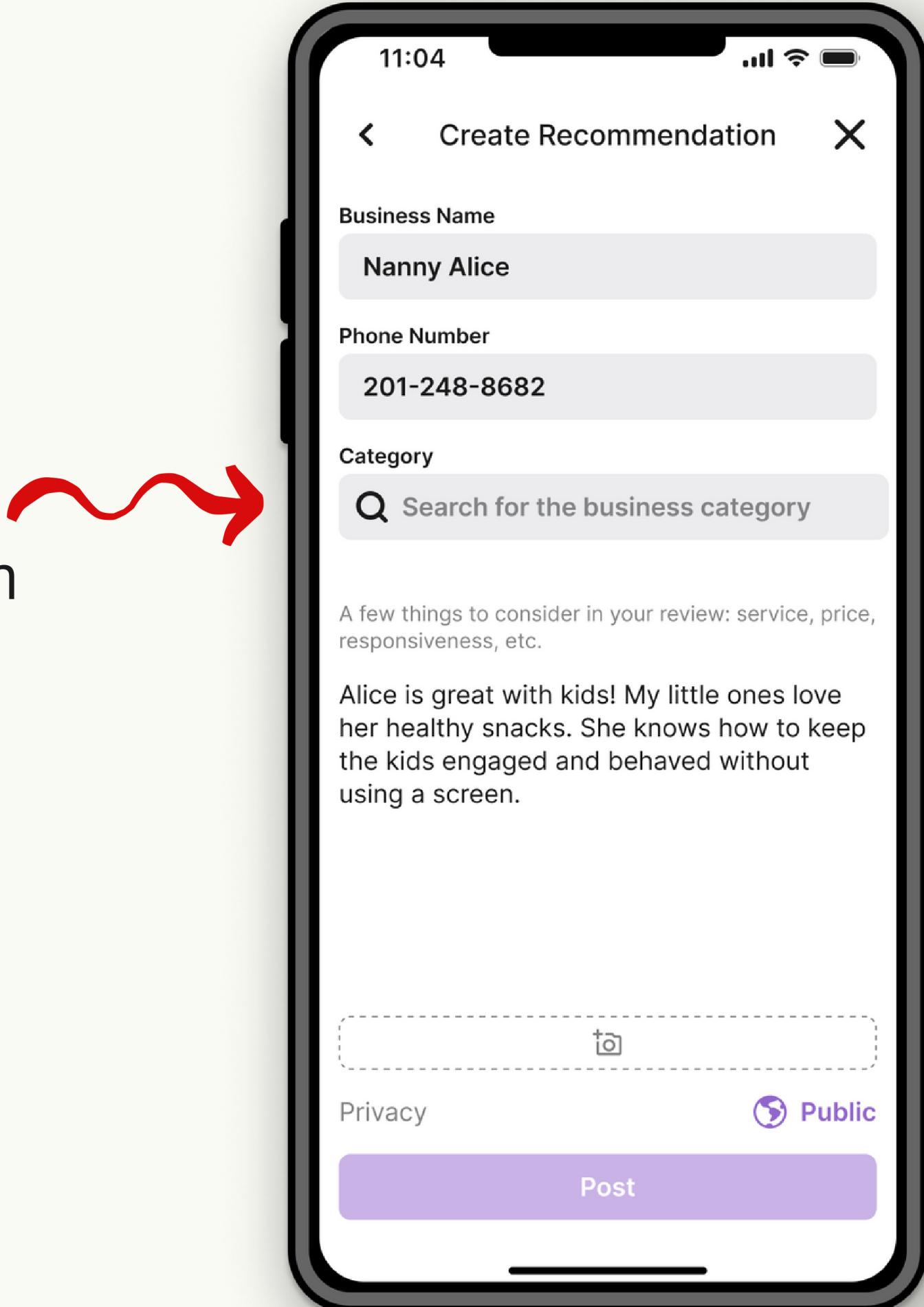


Relating to violation 44

Revision 10

Instead of a dropdown menu, we implemented **a search bar** where users can start typing their service type and select from the results (or just type the entire entry should a result not match).

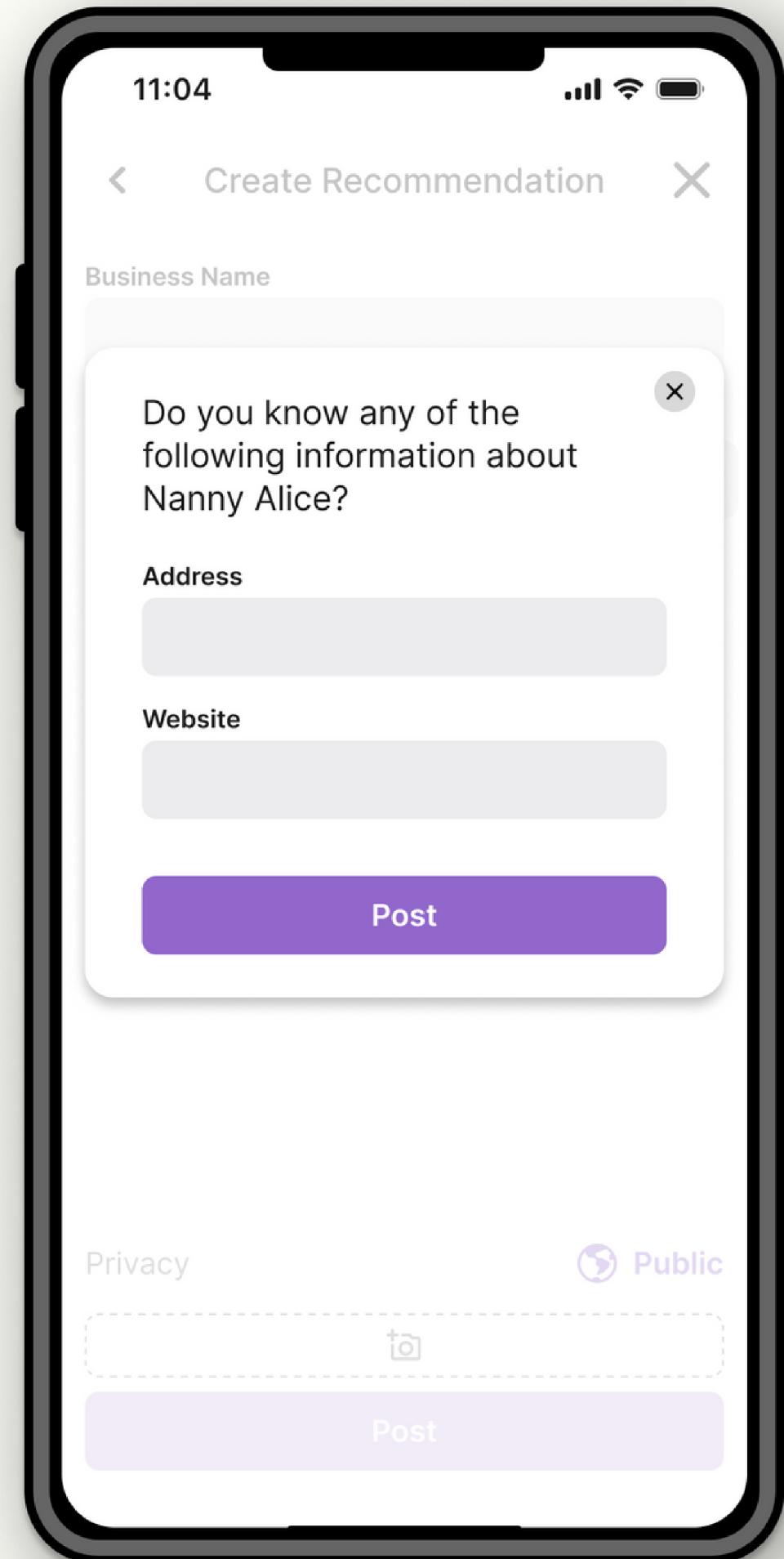
This change helps achieve our usability goal of **robustness**, as users are less likely to mis-categorize a service without noticing.



Issue 11

Users are able to post a recommendation request **even if they have not filled out any/all the fields.**

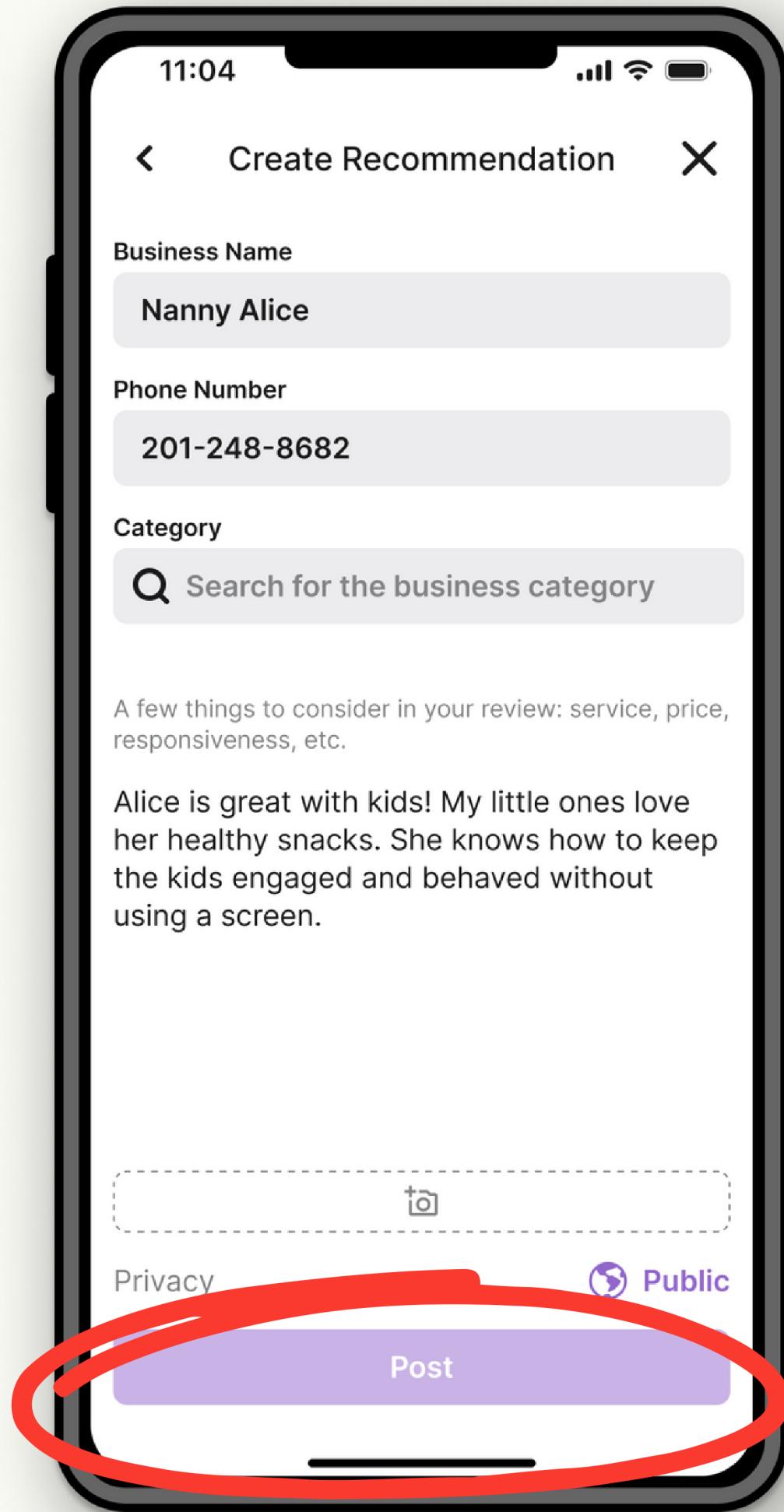
Relating to violation 45



Revision 11

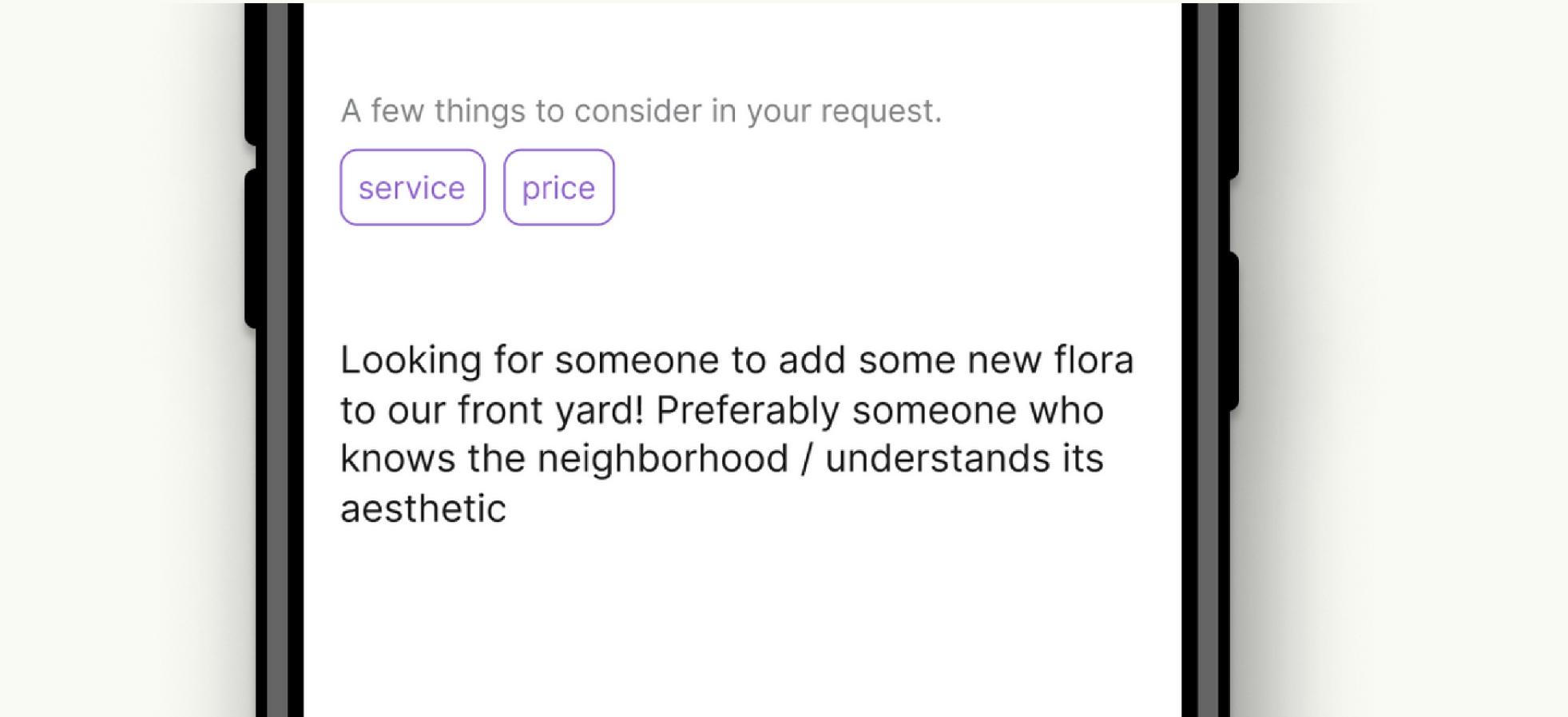
We made the “Post” button **greyed out** and until all required fields are filled out. Should the user click it prematurely, they will be **prompted to correct** their error via box highlights and messages.

This change helps achieve our **robustness** goal, as it guides the user to properly requesting a service recommendation.



Issue 12

The create and request a recommendation pages prompt users to consider a couple of factors in their posting (such as service and price) **rather than letting the user choose specific inputs that suit their personal needs.**



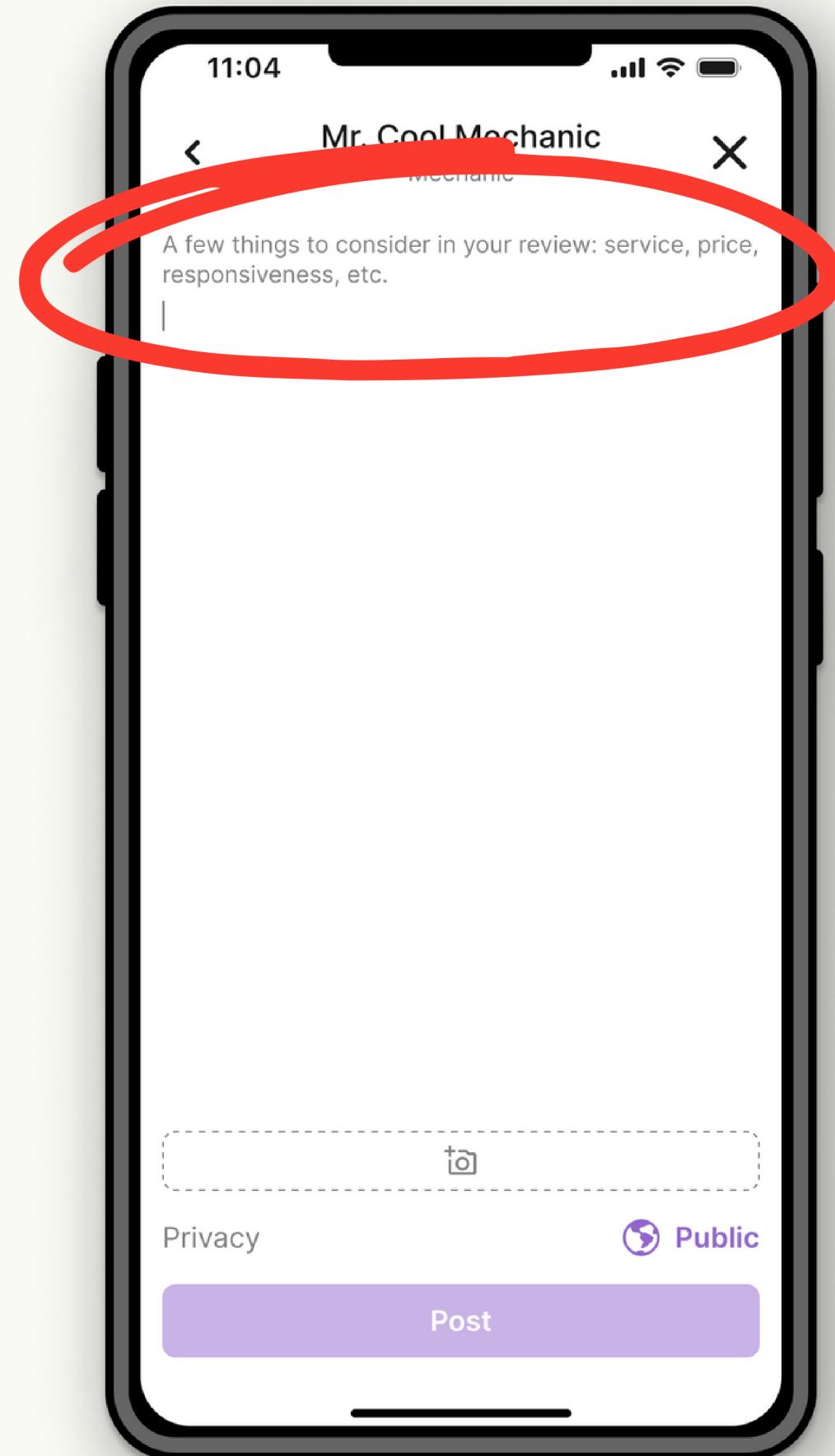
Relating to violation 17

Revision 12

Instead of expressing these factors as tags,
we will write them into the prompt itself.

Then, users will know that they are not
clickable or functionally meaningful tags, just
suggestions.

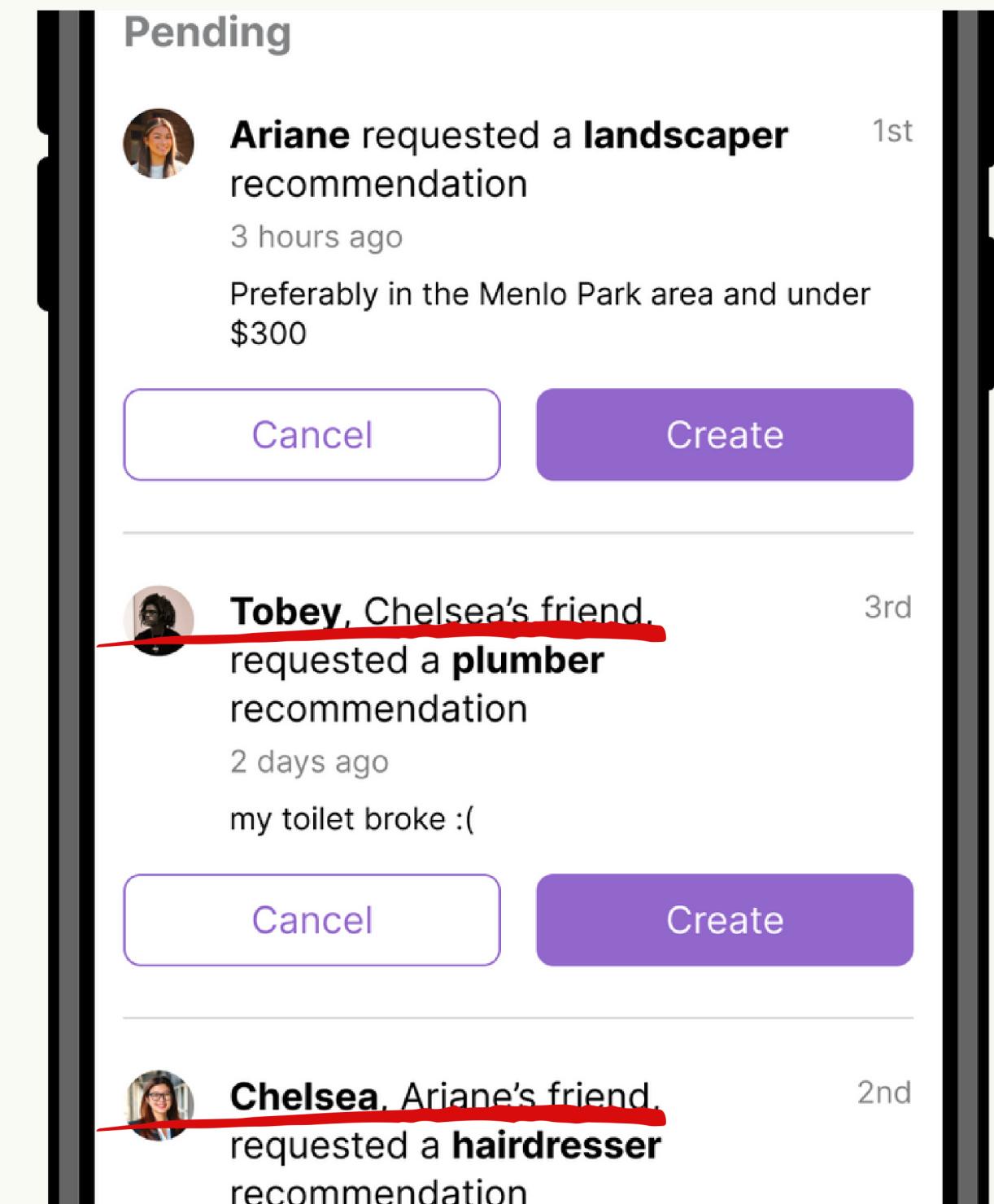
This change helps achieve our **robustness**
goal by reducing confusion and,
subsequently, error rates.



Issue 13

Specifying people's connections with each other becomes confusing and verbose, especially when two people can have multiple mutuals (e.g. “Tobey, Chelsea’s friend’s Ari’s friend,” or even “Tobey, Chelsea and Riley’s friend’s friend”).

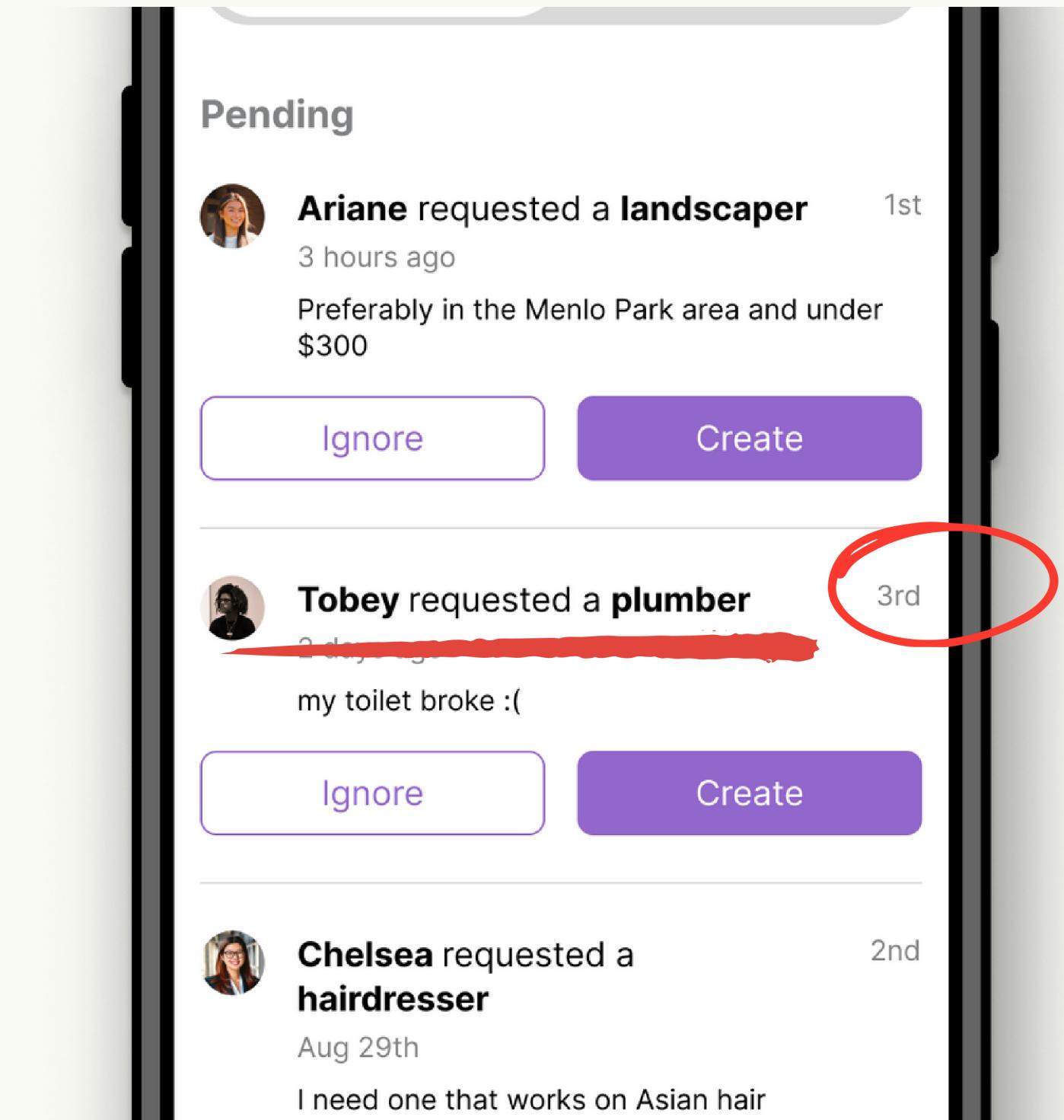
Relating to violation 33, 34



Revision 13

To reduce the wording, **all individuals are referred to by their name**. Further information about their degree of connection is available on the side (see revision 10).

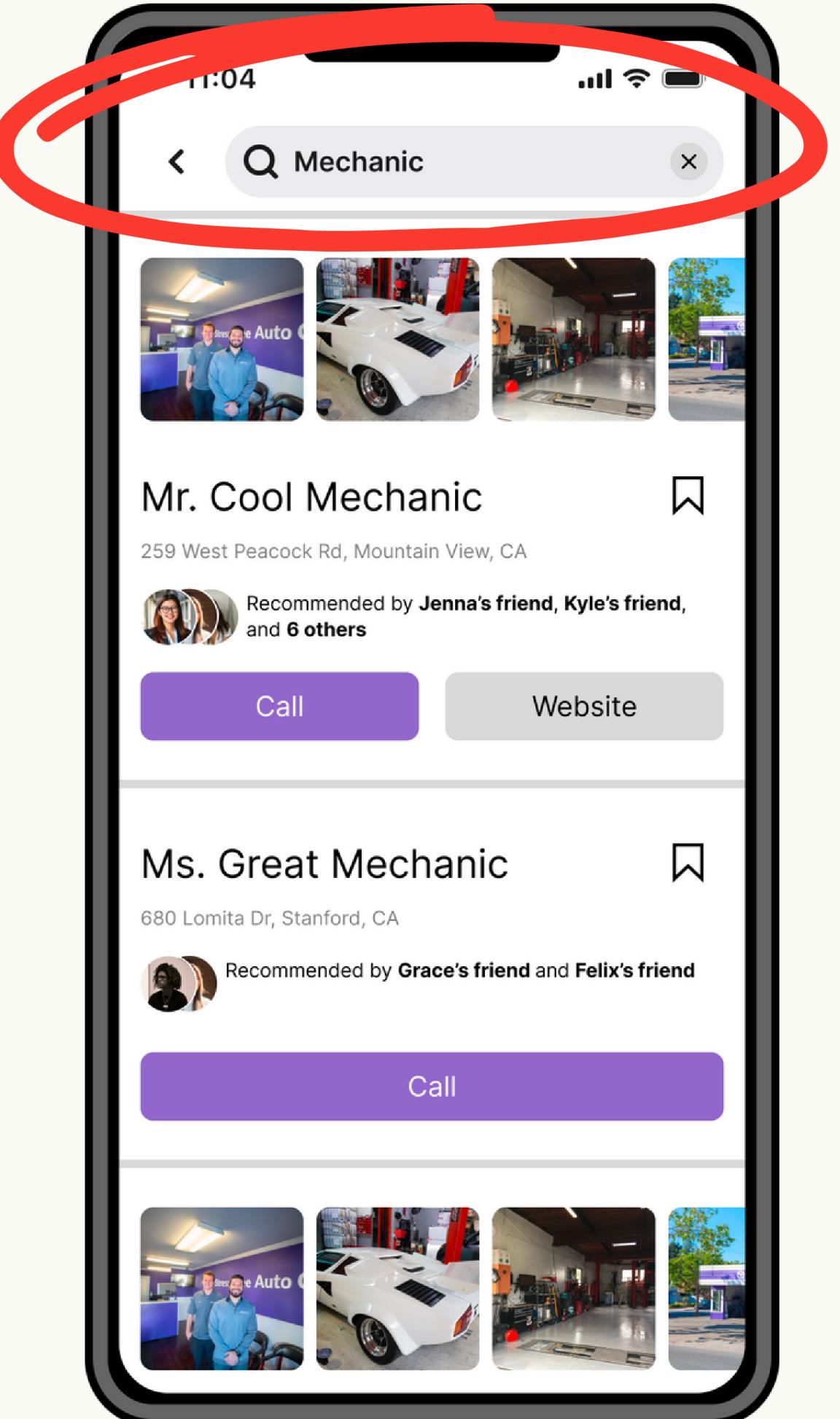
This change supports our usability goal of **efficiency**, as it will increase readability.



Issue 14

When searching for a mechanic within your network, **there is a back button as well as an “x” button** in the search bar, which both cancel the current search.

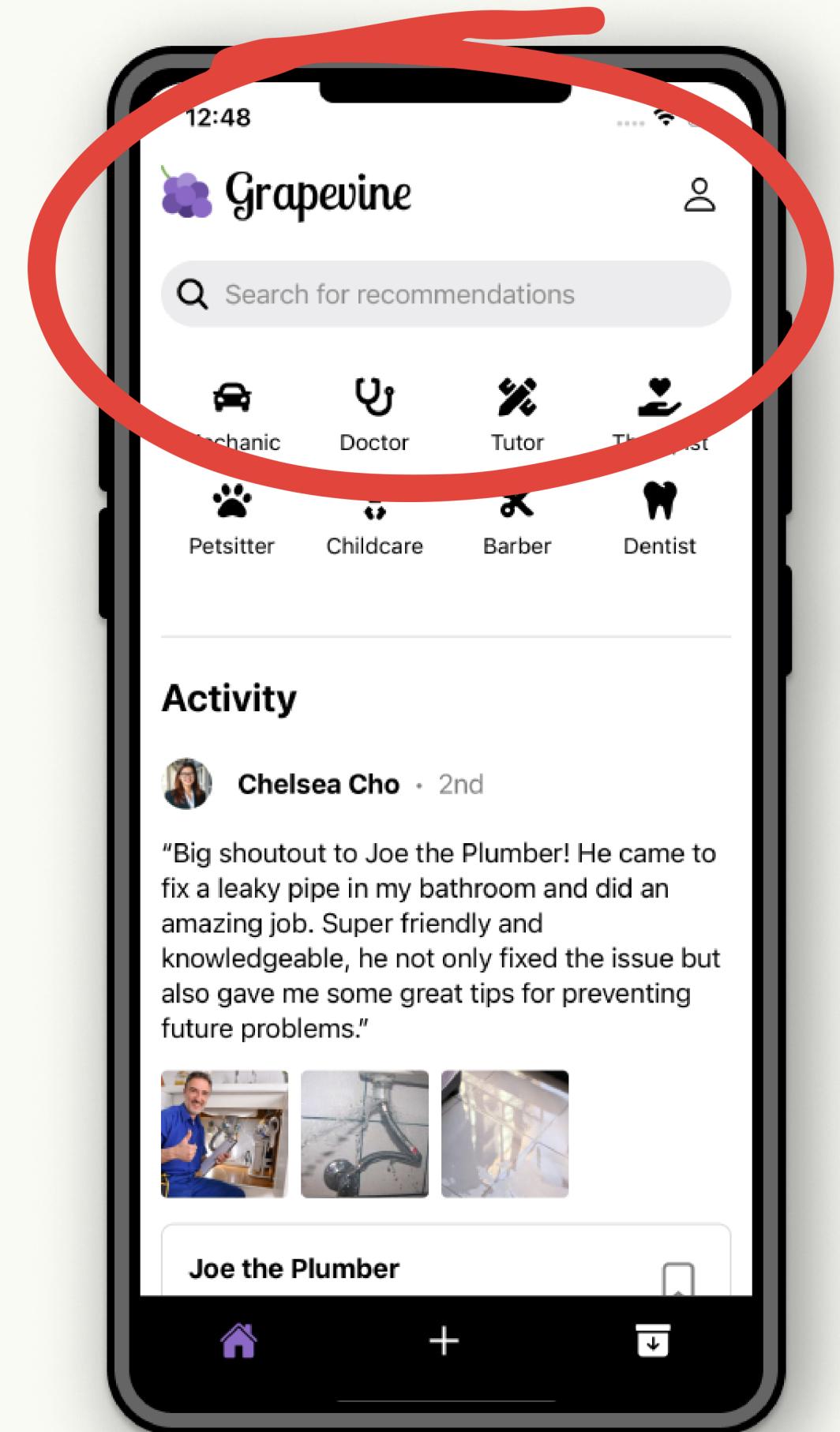
Relating to violation 12



Revision 14

Since we have consolidated the search bar to the home/feed page, there is **no longer a need for a back button.**

This change works towards our **robustness** goal, as eliminating redundancies makes usage easier for users.



Additional Severity 3 Violations

#32 H6:

“[Lack of] Action items for finding **no results when searching for a recommendation**...there should immediately be an option to request a recommendation...”

We intended to have this feature, but it was not feasible in Figma because we did not have a fully fleshed out ‘search.’ **It will be present in Hi-Fi.**

35 H7:

“**Search/create recommendation requests being two separate entities** and abilities...removes the advantage of having an app like Grapevine. The burden is all still completely on the user to figure out where to go for a certain service.”

We thought that combining search/create recommendation **might be confusing**, especially when other apps already have similar functionalities separate. Professor **Landay agreed with us.**

52 H12

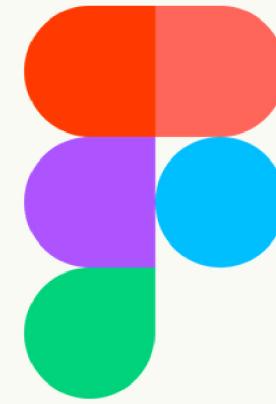
“When browsing through their feed of recommendations, **users are not able to view any information about the actual service** / business except for their friend’s recommendation blurb and if they chose to post a picture.

We did not want to add more information in the feed posts, as this may clutter the screen. **Users can easily navigate towards more information by clicking on the business name.**

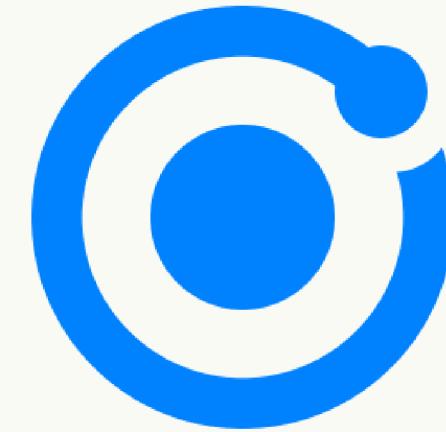


High-Fi Status

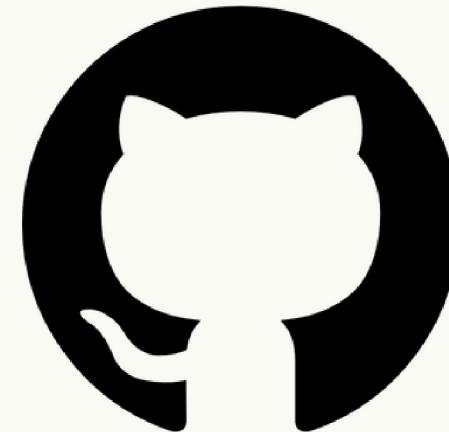
Tools Used



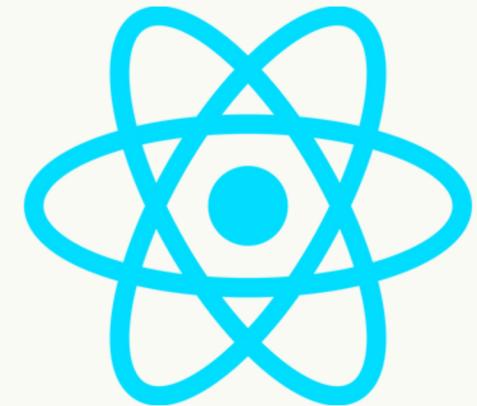
Figma



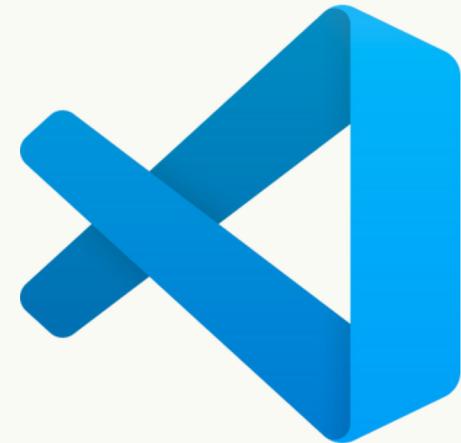
Ionicons



GitHub



React Native



VSCode



Expo Router



Supabase

Implemented Features



Task 1: Find a service recommendation

- Log in
- Scroll through feed to see friend activity
- Search for a service (via Supabase)
- Scroll through search results (services that have been recommended)
- Click on results that interest you
- Look at a business profile page for further information
 - Find name, number, website, location, etc.
 - Horizontally scroll through friends' recommendations regarding the service

Unimplemented Features



Task 2: Creating a recommendation

- Searching for a business to create a recommendation for
- ‘Create a recommendation’: adding phone, service category, pictures, description
- Posting the recommendation at different visibility settings

Task 3: Requesting a recommendation

- ‘Request a recommendation’: specifying info like service category and personal needs
- Sending request out at different visibility levels
- Inbox tab with requests you’ve received and requests you’ve sent out to network
 - Being able to ignore or answer requests from network
 - Being able to cancel or resend your own requests

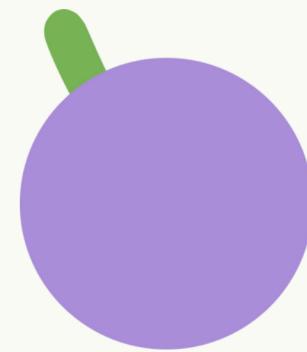
Unimplemented Features



Not Specific to Any Task

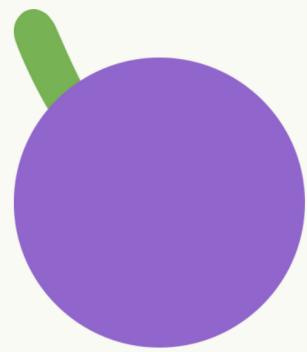
- Native notifications
- Error messages
- Edit your own posts from the feed
- Being able to search for service recommendations by a friend's name as opposed to a service type (if you really respect one of your friend's opinions, for example)
- Being able to save a service
- Data persistence for task screens

Our POA (Plan of Action)



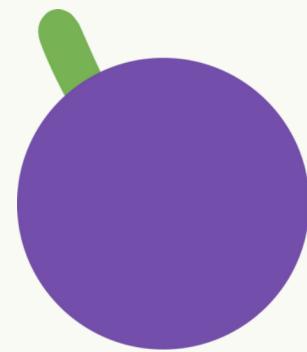
Weekend

- Create a recommendation
- Request a recommendation
- Visibility settings and functionality



Mon/Tue

- Ignore/Answer requests from friends
- Cancel/Resend own requests
- Data persistence across screens



Wed/Thurs

- Notifications
- Saving services (TBD)
- More advanced search (TBD)
- Aesthetics



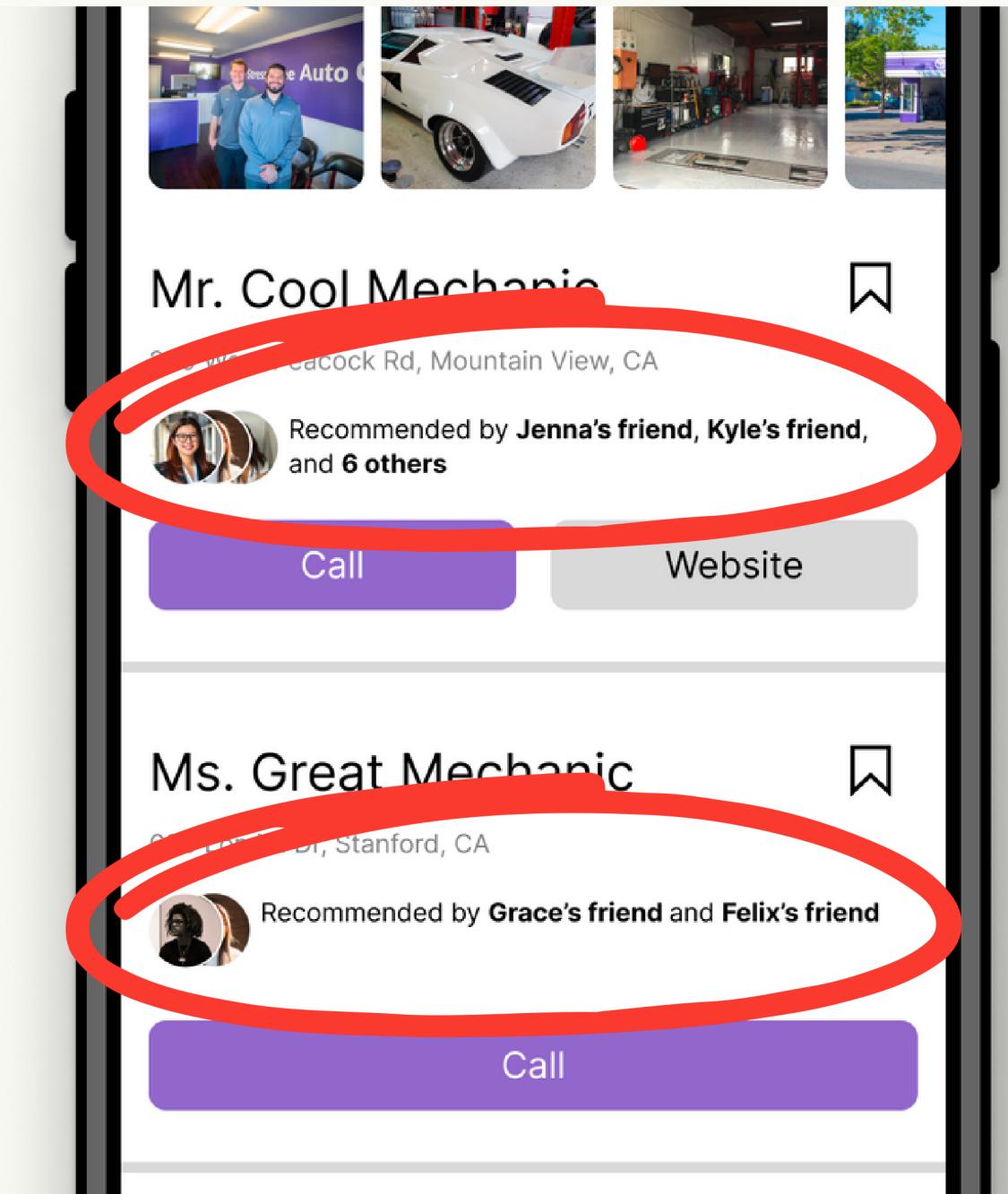
Friday

- Practice presentation
- Give presentation/ slay the day

Wizard of Oz Techniques



In this prototype, the **user has a built-in network of 1st, 2nd, and 3rd degree friends who have already created recommendations**. This choice allows us to demonstrate the full functionality of our app.



Hard-Coded Aspects



- Business profile pages
 - Name, website, images, location on map
- Recommendations from network
- Requests you've received and requests you've sent out (within inbox tab)

```
export const businesses = [
  {
    business: "Mr. Cool Mechanic",
    address: "459 Avenue of the Americas",
  },
  {
    business: "Ms. Great Mechanic",
    address: "680 Lomita Drive",
  },
  {
    business: "My Mother",
    address: "500 West Adams Blvd",
  },
];
```

Issues/Questions

- Does anything outside of the explicit task have to work?
 - Call a business?
 - See saved businesses?
- **How do I use Supabase????**

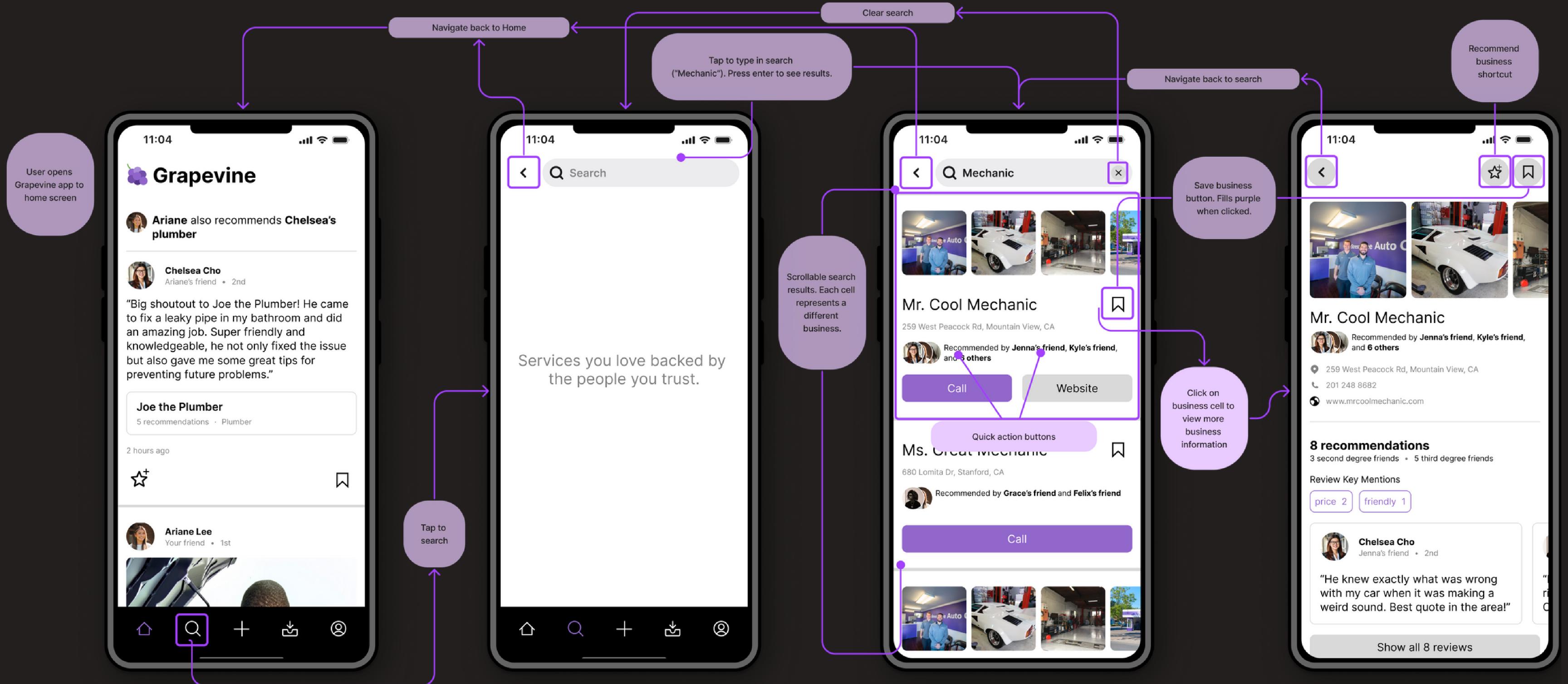


05

Demo!

SIMPLE TASK

Searching for a recommendation





07

Questions?