

voices

Low-Fi Prototype & Usability Testing

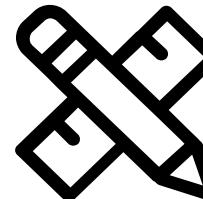
Studio: Arts & Culture

Taylor Lallas, Krishnan Nair, Baker Sharp, Ayelet Drazen

OVERVIEW

01

EXPLORING DESIGN
IDEAS



02

THE LOW-FI
PROTOTYPE



03

USABILITY TESTING
& ANALYSIS



MISSION STATEMENT

Enabling cultural
immersion through
personal stories

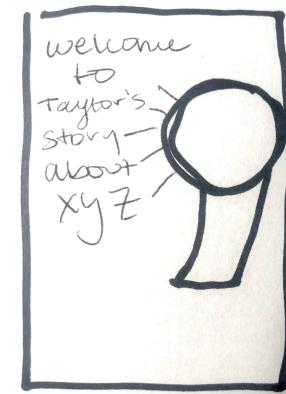
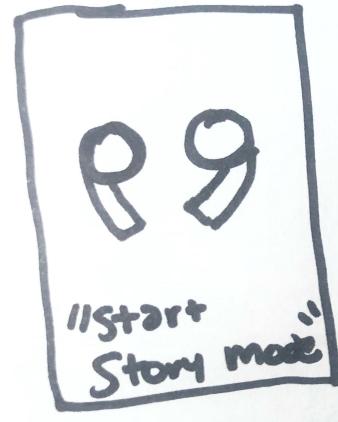
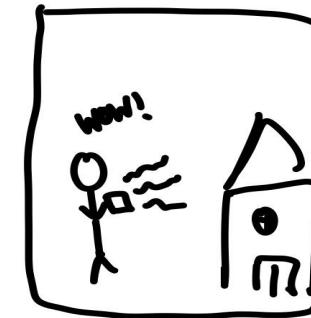
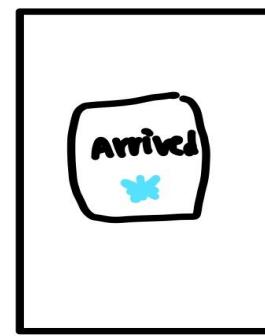
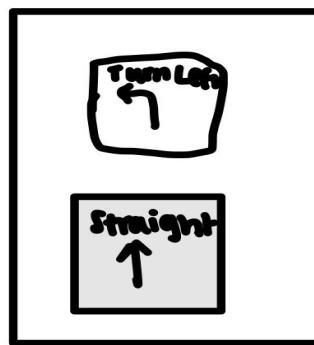
VALUE PROP

Illuminate your
world

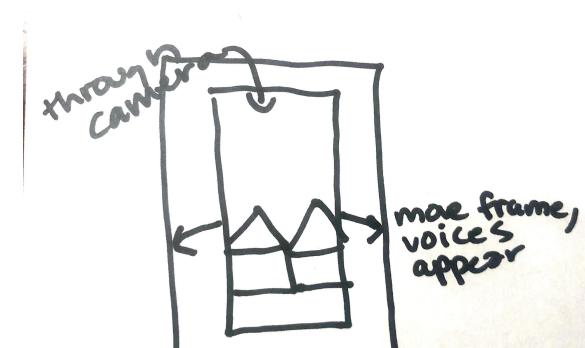
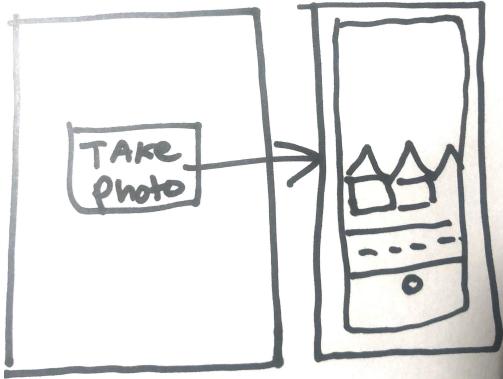
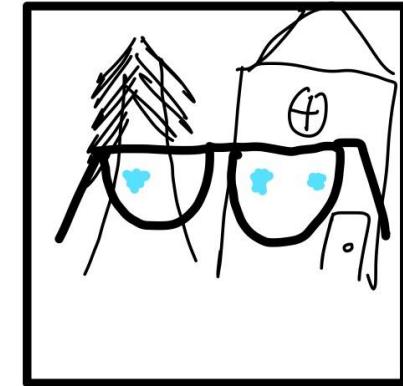
01

EXPLORING DESIGN IDEAS

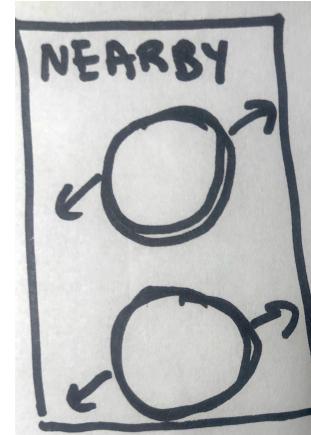
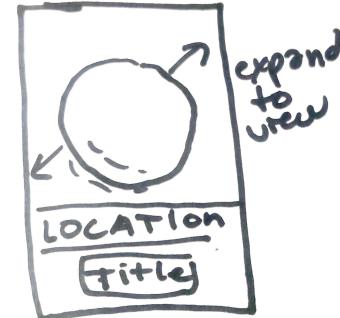
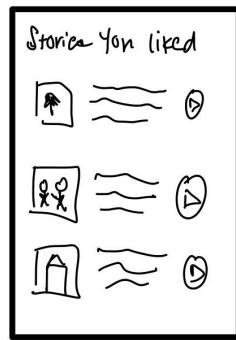
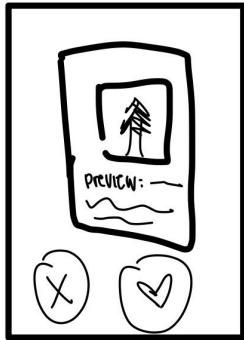
WEARABLE



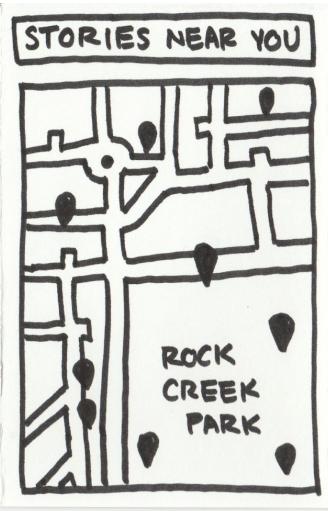
AR/VR



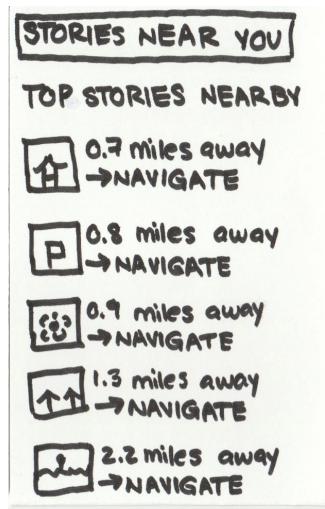
STORY TINDER



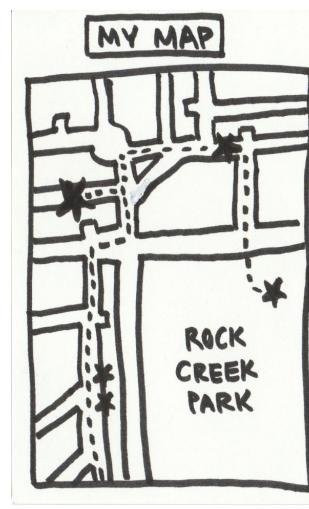
MAPS



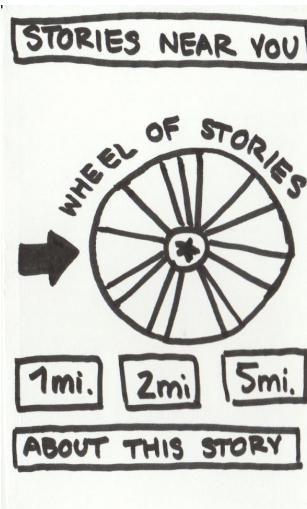
User is shown a map of their current location



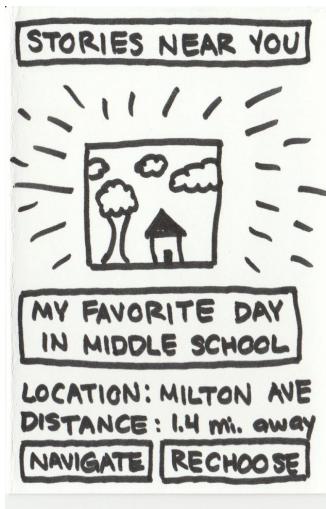
User can see the top (i.e. "most popular") stories near them



User gets a customized map with the stories they select and a path between these stories



User can select radius and then spin "wheel of stories" to get a random story within selected radius

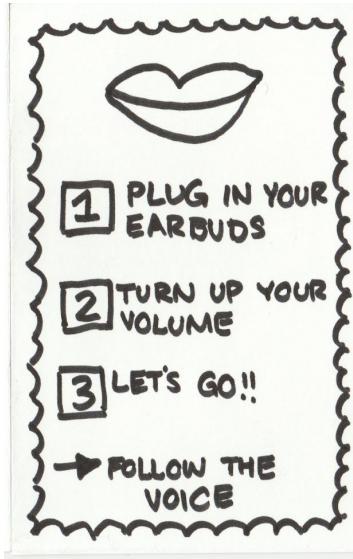


User can learn more about the story and navigate to story

VOICE



User is prompted to listen to audio narration



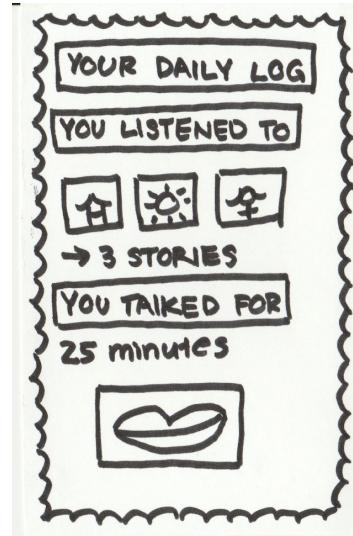
Three simple steps to listen to a story!



The main interface with which a user interacts is by listening to the story



A user can record audio reactions (essentially voice memos) in response to the story they are listening to



User gets a summary of that day's "conversation"

NEWS FEED

I WANT TO...

READ TOP STORIES

GO TO MY READING LIST

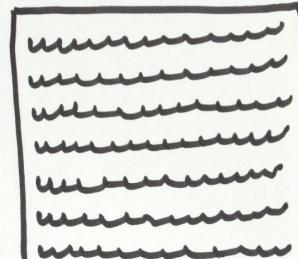
BROWSE BY TOPIC

BROWSE BY LOCATION

TOP STORIES OF THE DAY

- 12 min ago
LOCATION: CALI
- 14 min ago
LOCATION: TAINAN
- 25 min ago
LOCATION: PERU
- 1 hour ago
LOCATION: SENEGAL

MY CHILDHOOD ICE CREAM SHOP IN TAIPEI
PUBLISHED: 14 min ago
AUTHOR: ANONYMOUS



MY READING LIST

A DAILY DIGEST THAT IS CURATED JUST FOR U

MY CHILDHOOD ICE CREAM SHOP

A DAY OF SUN IN SENEGAL

MY STORY ABOUT NIGHT AND MARKET

HOPSCOTCH IN PARIS

BROWSE BY TOPIC

FOOD NATURE

RESTOS

LOVE ANIMALS

HOME ART

User given a menu of different options of ways to read the news

The top stories of the day features stories from all around the world

Each story can be read just like a news article

A curated list of stories (a "digest") is created for the user based on their recent reads

Users can also browse by topic similar to how one can browse a newspaper by section

INTERFACE SELECTION

**Map-based
Exploration**

Wearables

Newsfeed

Story Swiper

**Voice
Controlled**

AR/VR

INTERFACE SELECTION

Map-based
Exploration

Wearables

Newsfeed

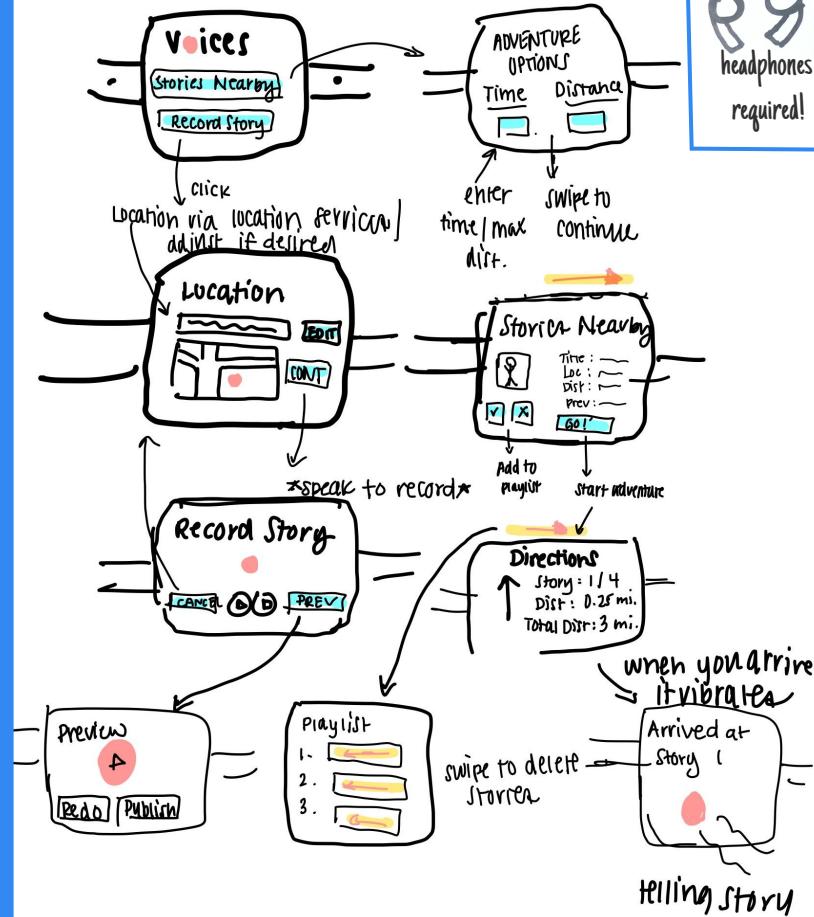
Story Swiper

Voice
Controlled

AR/VR

Wearable Storyboard

Wearable/Voice Input Storyboard



WEARABLES: PROS AND CONS



Novel user experience

Minimalist interface

Voice Input = No text input

Phone down, eyes up

Encourages on-site exploration



Voice input may struggle to understand other languages

Only audio stories

Local stories only

Smart watch, headphones required → accessibility issue

Map-Based Storyboard



MAPS: PROS AND CONS



Interact with stories everywhere

Clear story → location relationship

Familiar UI (map)

More story formats compatible

Financial accessibility

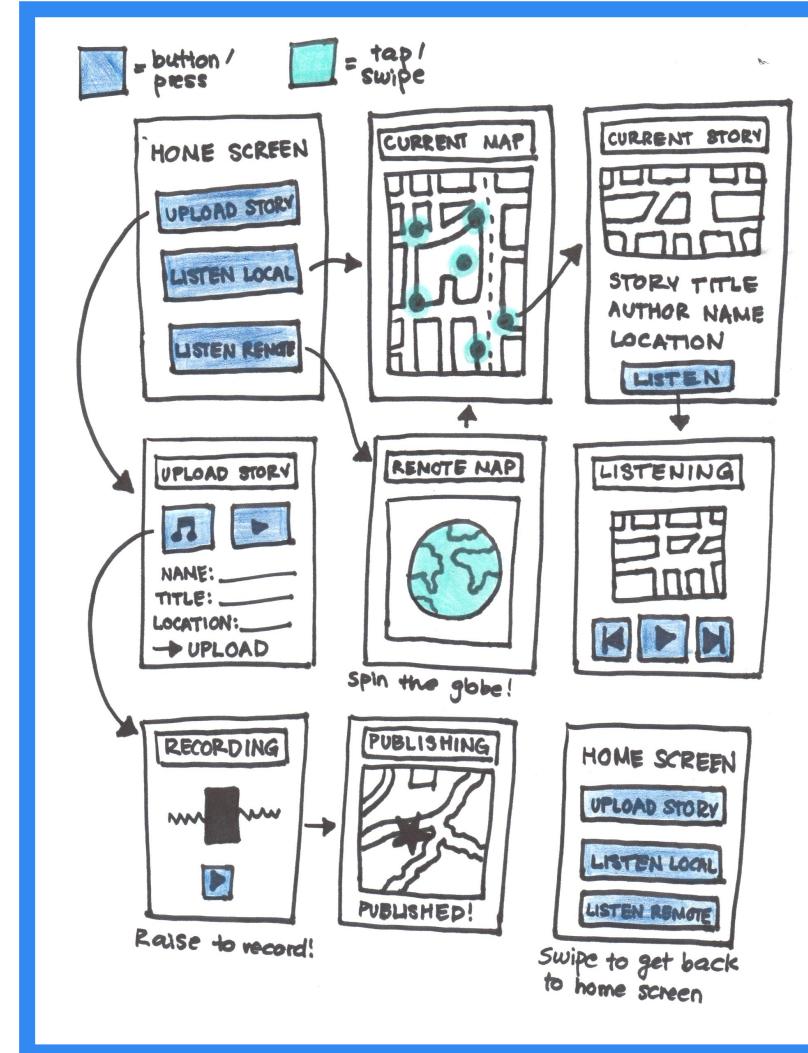


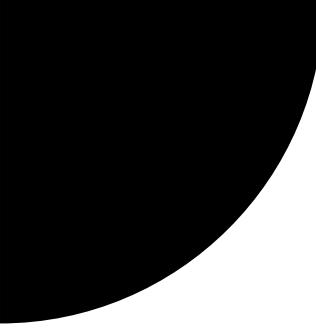
Challenging for visually impaired users

Less active engagement than AR/wearable format

SELECTED INTERFACE:

MAP-BASED
EXPLORATION

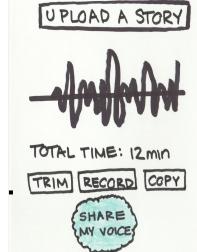
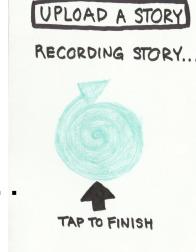
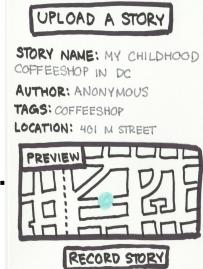
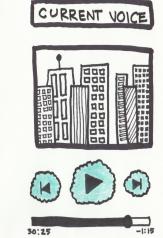
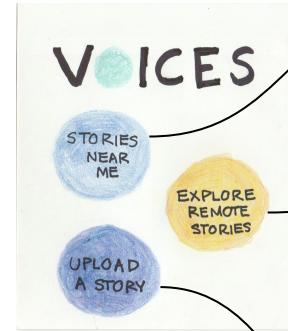




02

THE LOW-FI PROTOTYPE

PROTOTYPE STRUCTURE

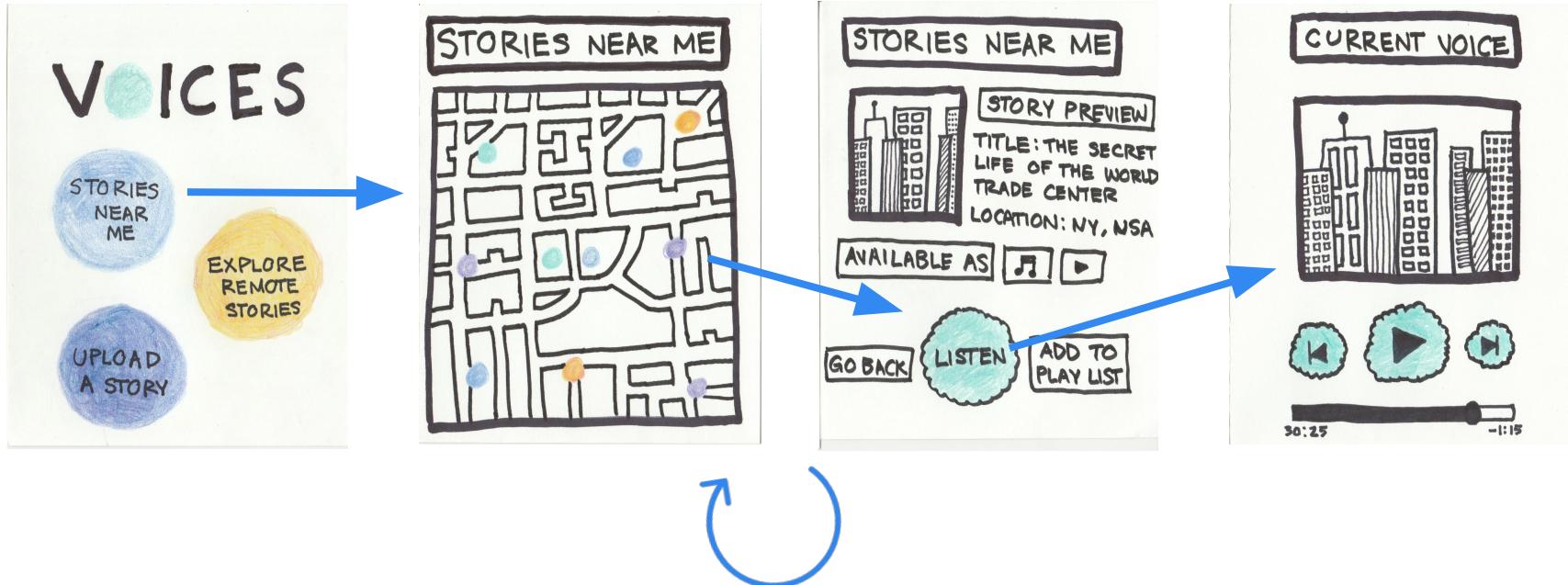




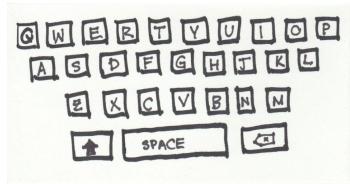
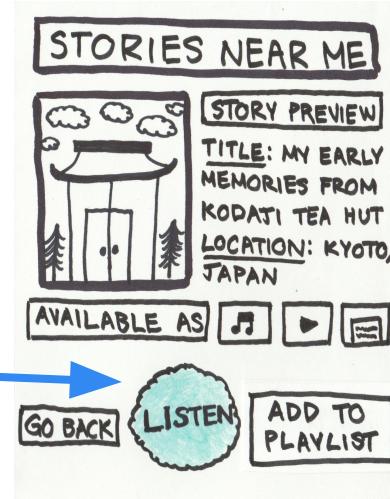
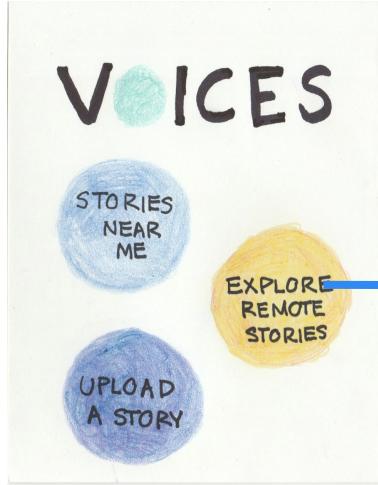
SIMPLE TASK

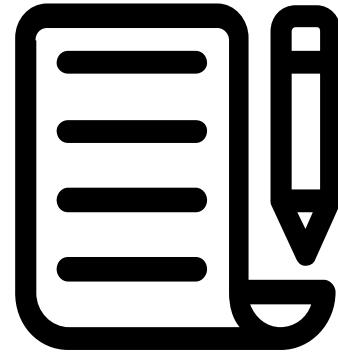
Find and Listen to a Story

FIND AND LISTEN TO A STORY



FIND AND LISTEN TO A STORY

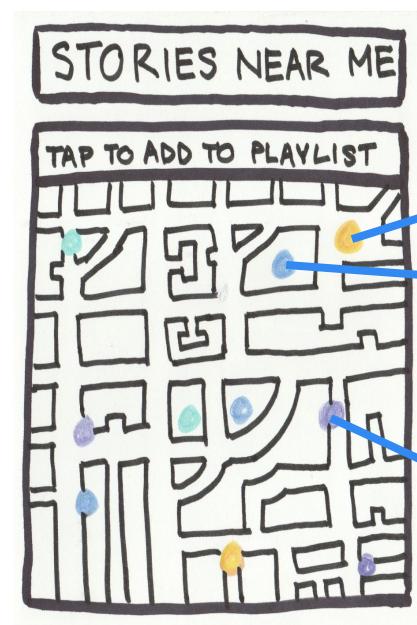
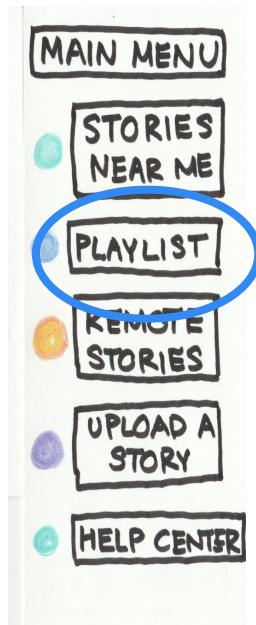




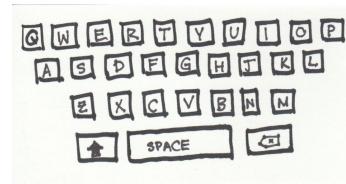
MODERATE TASK

Add to a playlist

ADD TO PLAYLIST



ADD TO PLAYLIST





COMPLEX TASK

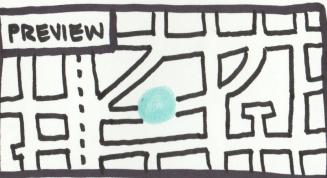
Share a story

SHARE A STORY

UPLOAD A STORY

STORY NAME: _____
AUTHOR: _____
TAGS: _____
LOCATION: _____

PREVIEW



RECORD STORY

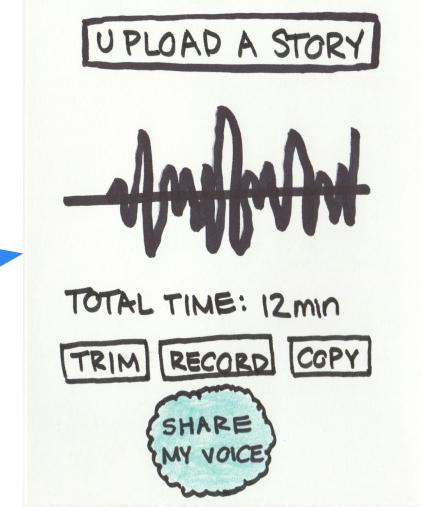
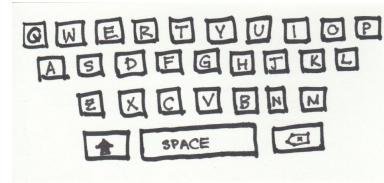
UPLOAD A STORY

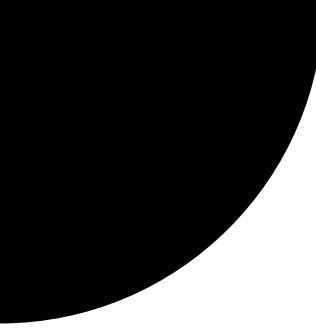
STORY NAME: MY CHILDHOOD COFFEE SHOP IN DC
AUTHOR: ANONYMOUS
TAGS: COFFEE SHOP
LOCATION: 401 M STREET

PREVIEW



RECORD STORY





03

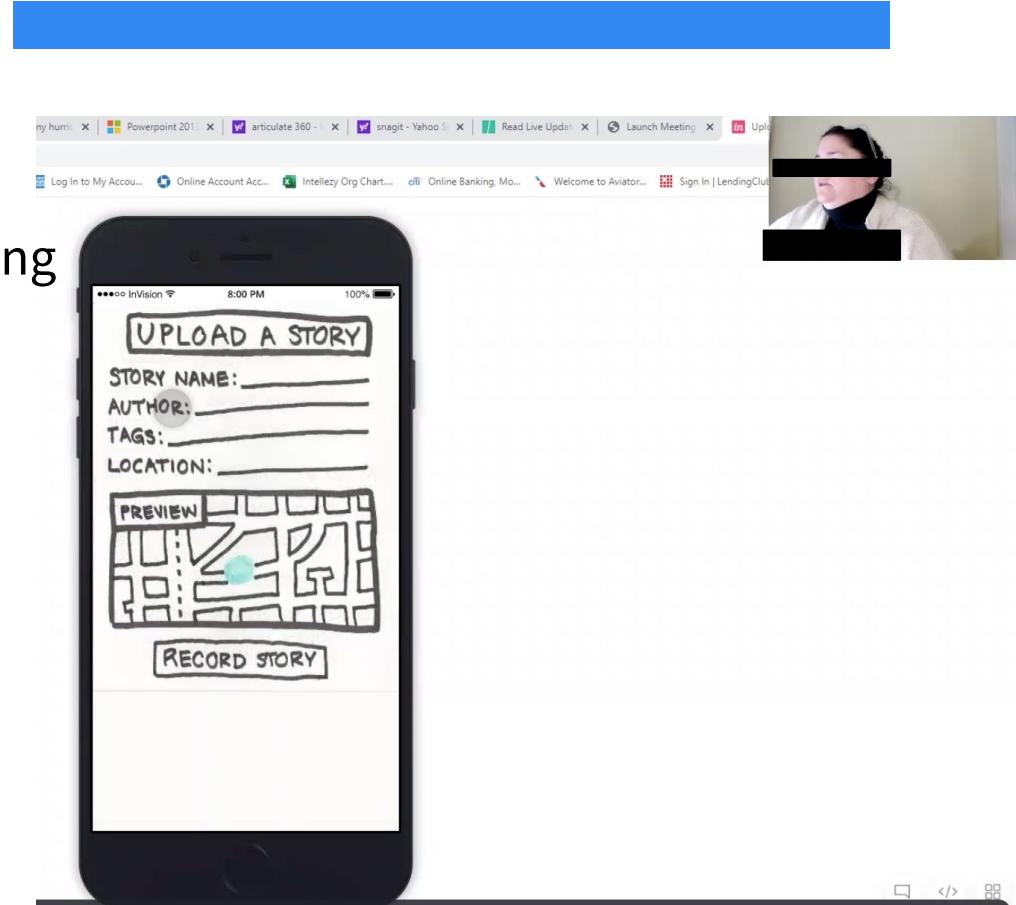
USABILITY TESTING & ANALYSIS

EXPERIMENTAL METHOD

Zoom interview w/ participant sharing screen

Leveraged inVision

No compensation



INTERVIEW BREAKDOWN



Facilitator gives overview & **inVision demo**

Participant **shares screen, completes tasks** one by one

Participant gives **feedback** and commentary, note-taker documents

Facilitator asks **follow-up questions** based on feedback

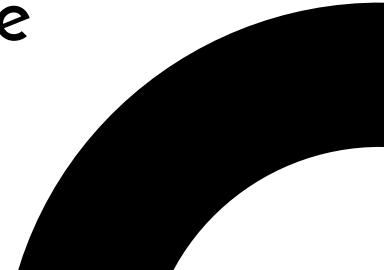
We selected participants
eager to...



Learn about other
cultures



Share their own
stories & culture



PARTICIPANT OVERVIEW



25

23

20

35

50

20

UI Design
/Marketer

Spanish
Major @
Brown

Nursing
Student @
PLU

Community
Engagement
Director

Tech and
Learning
Services

Film
Student @
Chapman



TESTING THE TASKS

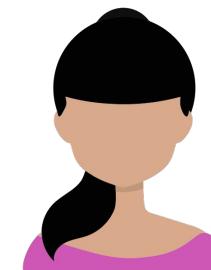
1. Find and listen to a story nearby
2. Add a story from Japan to your playlist
3. Upload a story

PARTICIPANTS

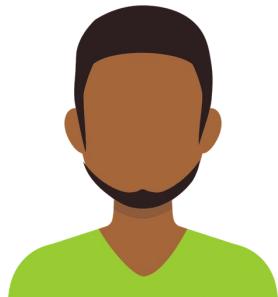


- UI designer and marketing
- Grew up in California surrounded by other cultures

- Nursing student at PLU
 - Uses clubs to share Hawaiian/Japanese culture

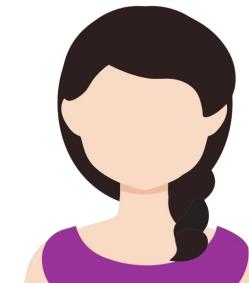


PARTICIPANTS

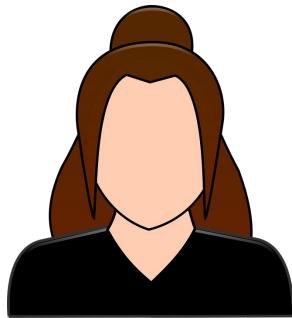


- Community Engagement Director
- From India, studied in London
- Old President of Indian Association of North Texas

- Spanish major @ Brown
- Very involved in Los Angeles Persian community

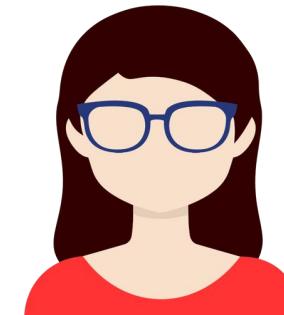


PARTICIPANTS



- Filmmaker, photographer and designer
- Current student at Chapman
- Shares stories via visual mediums

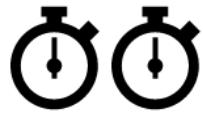
- Loves to travel
- Loves to visit historic sites/museums when traveling
- Avid listener of “NPR Storycorps”



RESULTS: TIMING



1. Find and listen to a story nearby



2. Add a story from Japan to your playlist



3. Upload a story

RESULTS: SUCCESSES



Finding and **listening** to stories nearby **was simple**



Liked having **pictures associated with the story**

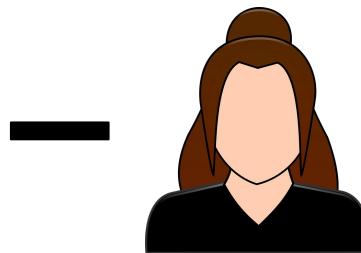


Easy to understand map UI



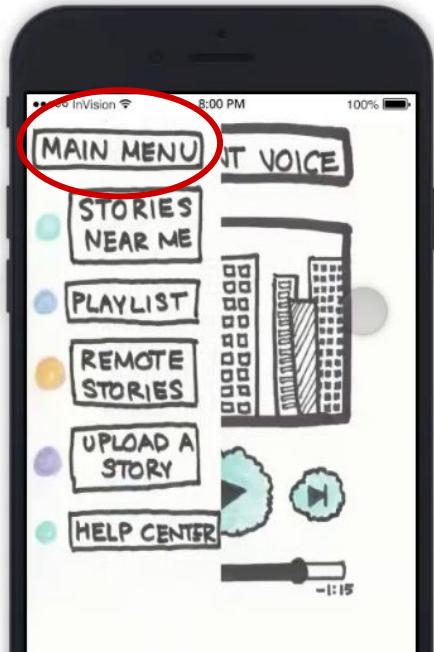
Loved the **concept & simple** UI

“The map is pretty cool because if I’m actually there or planning a day in the area, I could use it to map out my day”



Participant #6

RESULTS: ERRORS



Navigation Mishaps

Side-swipe menu wasn't intuitive/clear

No back button/back swipe functionality to go back one page

RESULTS: ERRORS



Confusing Labels

Misunderstanding “**remote stories**”

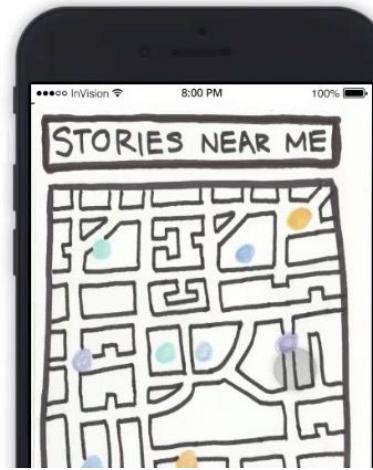
Went to “upload a story”
when looking to add a story
from Japan to playlist

RESULTS: ERRORS

Confusing Colors & Icons



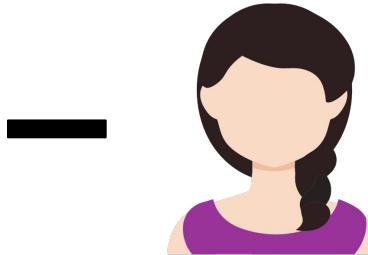
Does this mean
play music?



Do different **colors** on
stories **have meaning**?

Okay, but **where am I** on
the map?

“ What’s different about this than Snapchat or Instagram stories? ”

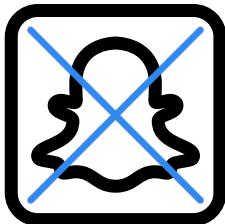


Participant #2

RESULTS: EXPRESSED WANTS

Concept Clarity

Confusion about **voices vs stories**

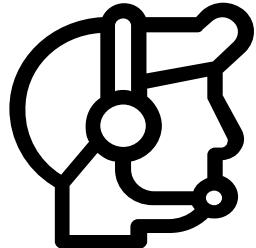
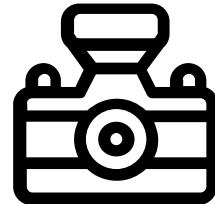


Misconstrued **stories as similar to Snapchat** & Instagram stories

RESULTS: EXPRESSED WANTS

Multimedia Storytelling

Photos taken by the authors



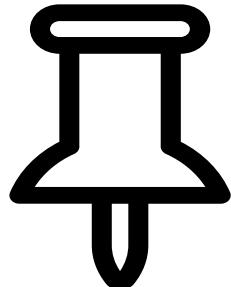
Concern for hearing-impaired,
want transcribed stories



RESULTS: EXPRESSED WANTS

Story Organization

Desire for **tagging**/grouping stories by theme & ideas

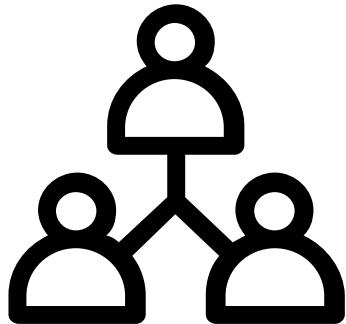


Multiple voices may appear in same location → no way to switch/scroll between them

Wants to develop multiple **playlists**

RESULTS: EXPRESSED WANTS

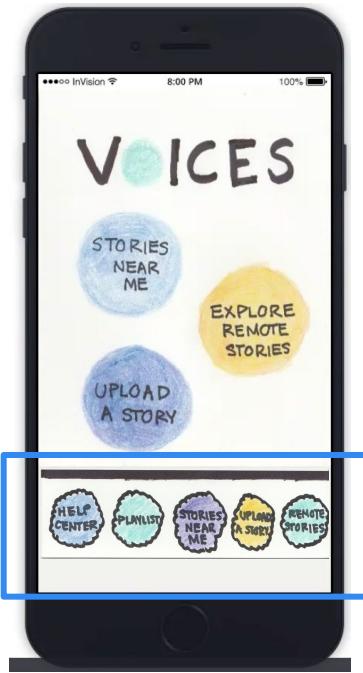
Deep Connections by Design



Desire for **social aspect** (following friends or sharing stories w/ friends)

Desire to connect to the story via topic or through actual author

UI CHANGE #1: NAVIGATION



Remove basic home screen

Persistent nav bar for fast transitions

Back button or swipe



UI CHANGE #2: PLAYLIST REVAMP

Many,
customizable
playlists



Map view for
playlists

Suggested
voices

UI CHANGE #3: CLARIFYING ADJUSTMENTS



Stories @ World Trade Center

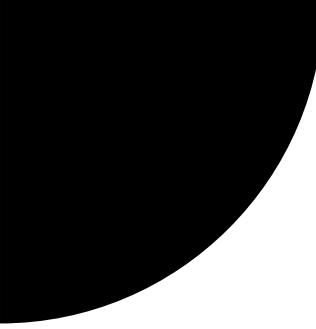
Specify location in preview

< >
through stories at a location



Rename “remote stories”

“Explore Everywhere”?



SUMMARY



IN SUMMARY, we will need to...

Ensure **concept clarity** while keeping the UI **simple**

Be more intentional about the use of colors & labels

Make the experience more dynamic through
multimedia and **personalization**