Due 4/11

Team Name: GoldMoon

Problem Description: We look at excessive smartphone usage amongst students.

Website: https://ivanok.github.io/goldmoon/

- Overall Tone of Critique -

The overall tone of our peers' critique was positive and they had several good things to say about our app design. They were interested in the purpose and idea behind our app and considered our design and plan to be effective and engaging. However, the critique was also useful in pointing out ways we can improve, particularly the comments noting that some aspects of our navigation design are ambiguous. We would've liked to have more time for our peers to look at the app more closely and provide more critiques, but we ran out of time. That being said, their commentary will still be useful in helping our app be better suited to user needs.

- Comments -

Positives (don't need solutions)

1. The ability to scroll through all the phases on the main menu is helpful in providing a holistic view of the entire app and "journey" of the user. It gives a glimpse at what's to come.
2. The main menu is aesthetically attractive with consistent, organized boxes. The different colors/tones also adds a nice touch, and the connectedness shows the "journey" aspect (like a series of steps which follow each other logically).
3. The stats/tracker provides good feedback to the user so that the user know at a glance how he/she is doing. Knowing the numbers also helps the problem or the improvement feel more tangible.

Problems (and response/solution) (*Criticality*: P0, P1, P2, Fixed)

Add/Change Features

1. Need to add a "submit" or "okay" button for Challenges: Disconnect screens. (Fixed)

    Response: Completely missed this issue in the wireframe. Stemmed from not critically running through mock user navigation tests.

2. Change craving hotline button so that it's more accessible. The button should be on every screen for ease of access like an "emergency" button. For example, if I'm on the phases page, I should

be able to access the craving button rather than have to click through to get to it. It should be available to click at any time. (P1)

> Response: We currently have a button that takes the user to the craving screen, the issue is that the icon does not reflect its purpose. Currently it's a chat bubble, which was implemented because on the craving hotline users are able to speak to a coach. A way to fix this is to separate the craving hotline and the coach chat, that way we can have an icon that navigates the user directly to the craving screen.

3. The talk-bubble icon in the bottom menu bar (for the craving module) is misleading as the user usually thinks that it goes directly to a messaging feature. The craving aspect eventually brings the user to a messaging feature to talk to a coach if need be, but that's not necessarily the main point. (P0)

> Response: Since the craving button will be adjusted (as noted in the previous response), the talk bubble icon will either be used solely for the purpose of directing the user to the coach or we'll get rid of the icon entirely.

4. Small thing: Need to insert actual app-name where it currently says "app-name". (Fixed)

5. Is there a way to get back to the home screen at all times? Need a main menu/home button. (P0)

> Response: This comment helped us realize that our application currently does not convey what the main home screen is. It's actually supposed to be the Journey screen, as this is the primary function of the application. An onboarding / tutorial experience on initial load should help clarify this.

General Design Suggestions/Comments

6. The "Let's Get to Know You" module is ambiguous and doesn't seem to have a clear direction. It needs more intuitive steps. The questions with the answer box look like too much work and are too open-ended which can make the user not want to put the effort in. Maybe have multiple choice options? Or a more creative way of asking the questions? (P1)

> Response: This module is meant to be a survey for us to get to know the user, therefore we would not want to provide a time consuming experience that feels like too much work. Changing to a multiple choice format can help prevent this, though there may still be a need for a couple of open-ended responses.

7. The modules for the rest of the app appear on the main screen. What are the next steps in those modules? Right now, only a few of the features are designed in the wireframe. Think about all the buttons present and what happens if those buttons are pressed. For example, what happens when someone presses the "Set your goals" button on the main menu? Or the "Notifications" button on the settings menu? (P2)

> Response: These are aspects of the user experience that we have considered and have worked on, however these aspects of the user experience that are much better conveyed with a functional prototype rather than the wireframe.

8. It's only a wireframe so this is to be expected, but it looks too "wordy" or bland sometimes. Think about a clean and engaging design for the next prototype phase. (P1)

> Response: There are some screens that do seem to have many words and can be overwhelming for the user. The use of icons and only showing content as it's needed can help in this regard.

- Expected Improvement -

With these changes implemented we expect to provide a much better user experience that is easier to follow and nicer to interact with. By adding an introduction that will explain what each section of the application is meant to do, as well as how to use the navigation bar, will provide guidance to the user that is currently missing. Separating the craving hotline from the ability to chat with a coach will allow us to both keep each functionality in its own place as well as reference to them independently throughout the application. Adding action buttons on specific screens for interaction (such as the 'submit' or 'okay' buttons in 'Challenges') is a functionality that is critical and we're glad that it was caught in the wireframe stage. The addition of color and icons will definitely breath more live to the experience.