Medium-Fi Prototype

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Value Proposition:

Incorporate environmental action into users' daily lives in a way that is fun, easily digestible, rewarding, and connects users to their local communities.

Problem:

People recognize the importance of helping the environment, but do not go out of their way to do so unless they receive a reward, gain social capital, or see an immediate impact from their actions.

Solution Overview:

We are creating an app that allows users to easily access info about environmental news and events; be rewarded with points that can be redeemed to customize their virtual avatar and garden; and view the customizations, point scores, and activity of other users.

Revised Tasks

Task #1 (Easy):
Users discover other users in the community and view their activity for inspiration

Changes: We removed the team creation feature, feeling that its value was not high enough to justify adding complexity for users and work on our end. We determined that being able to view and befriend other users not only lets users gain social capital, but also encourages users to discover and explore new topics, and connect activism with friendship.

Task #2 (Medium):
Users learn about and engage with environmental news and activism opportunities to earn points

Changes: We were more specific about what the user would learn about while earning points.

Task #3 (Complex): Users redeem points to customize their in-app environment and donate to real-life causes

Changes: Besides wording, the only change was adding the option to redeem points for real-life impact.

Revised Interface Design

Major Change #1: Removal of Features

- Augmented reality and "Pokemon Go" imitation (tab with location pin symbol) features both removed
- Rationale: too many features; added to much development time and weren't necessary to fulfill value proposition
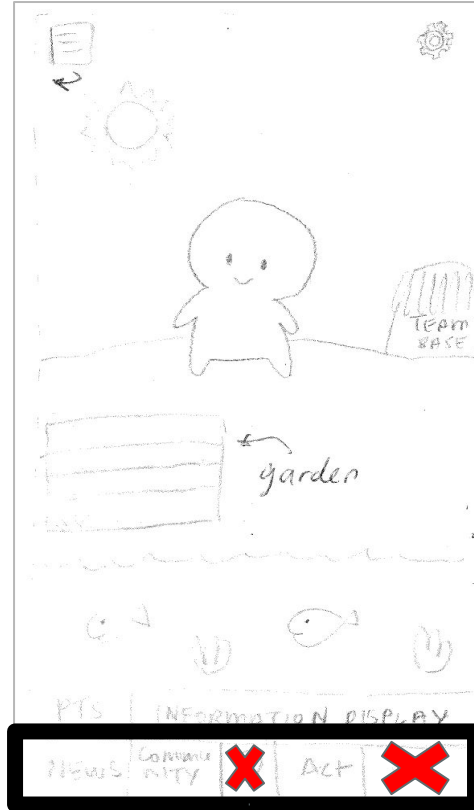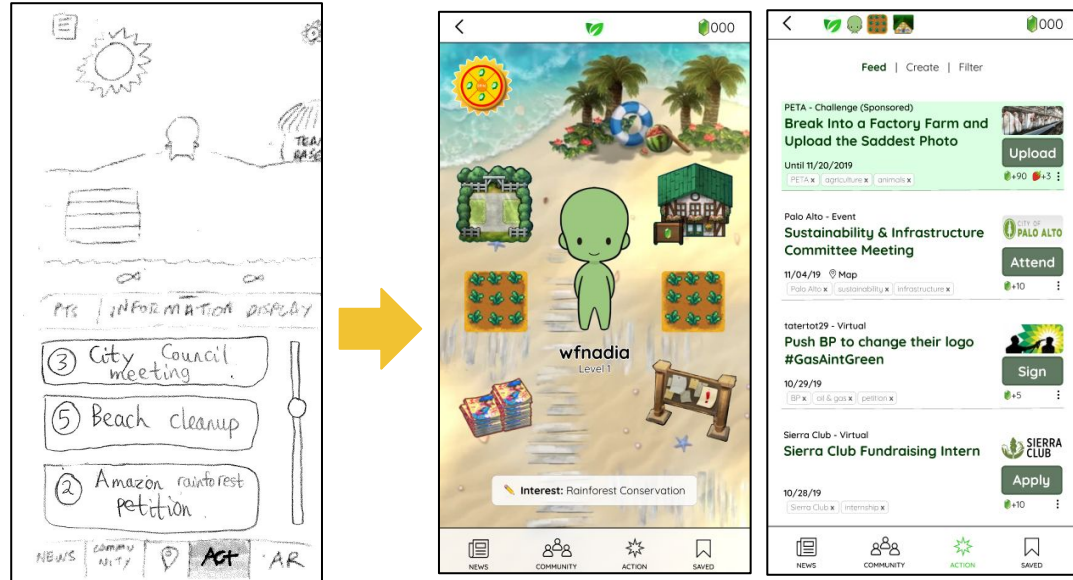
Major Change #2: Community Tab Revamp

- Previous features of Community tab replaced with a "clubhouse" where can investigate environments and activity of users in one's area, as well as send friend requests
- Rationale: Previous community tab was very cluttered and confusing to testers. The competition aspect was not necessary to achieve our value proposition; the new version still allows for gaining social capital and turning environmentalism into a social experience, while being more visually appealing
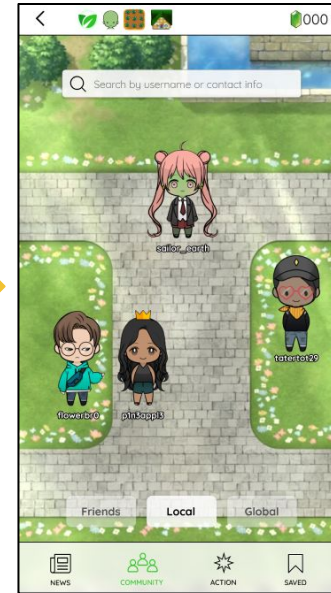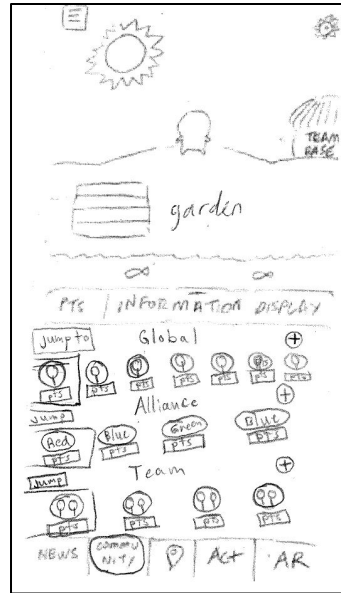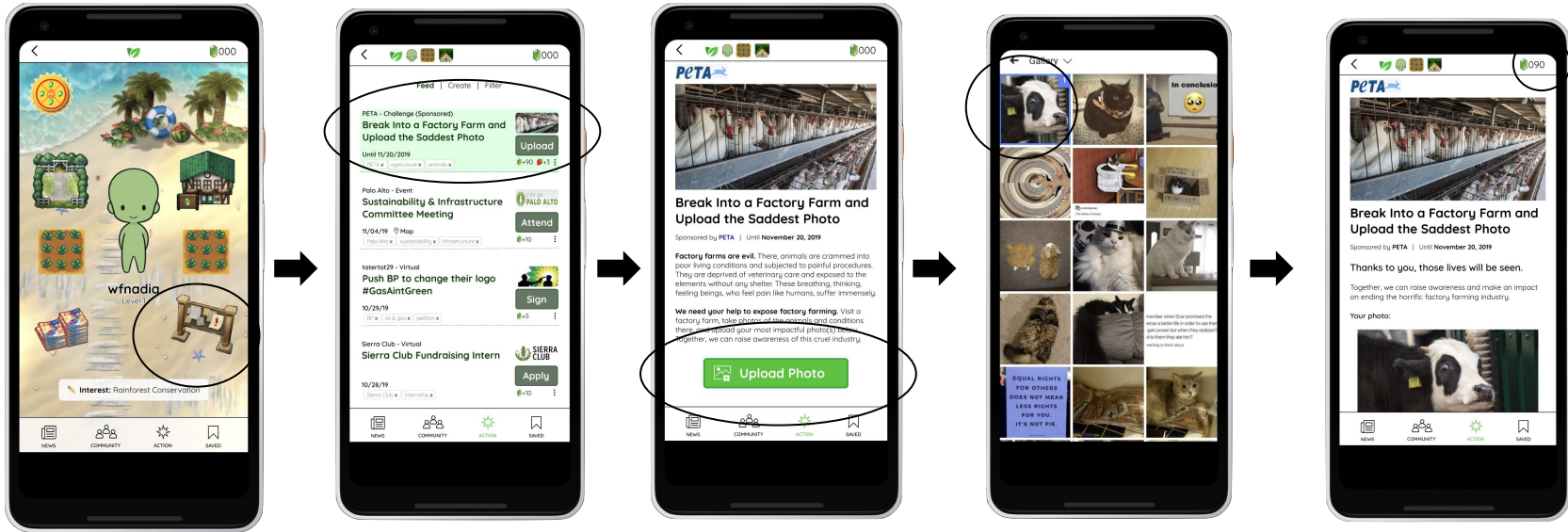
Major Change #3: Fullscreen Always

- On the home page, the user's environment takes up the whole screen. Users can tap on aspects of the environment to access each of the tabs on the bottom bar. When in a tab, that tab is displayed in fullscreen
- Rationale: We received feedback about the lo-fi's half and half interface, and very positive feedback and the experience of interacting with one's environment. Our change puts more emphasis on the aspect that incentivizes users to engage, while also making each feature easier to read and navigate when accessed.

Med-fi Prototype: Task #1 Flow

Go to community screen

Select a local user

Or a friend

View another user's info

Add them as a friend

See their friends

See their activity log

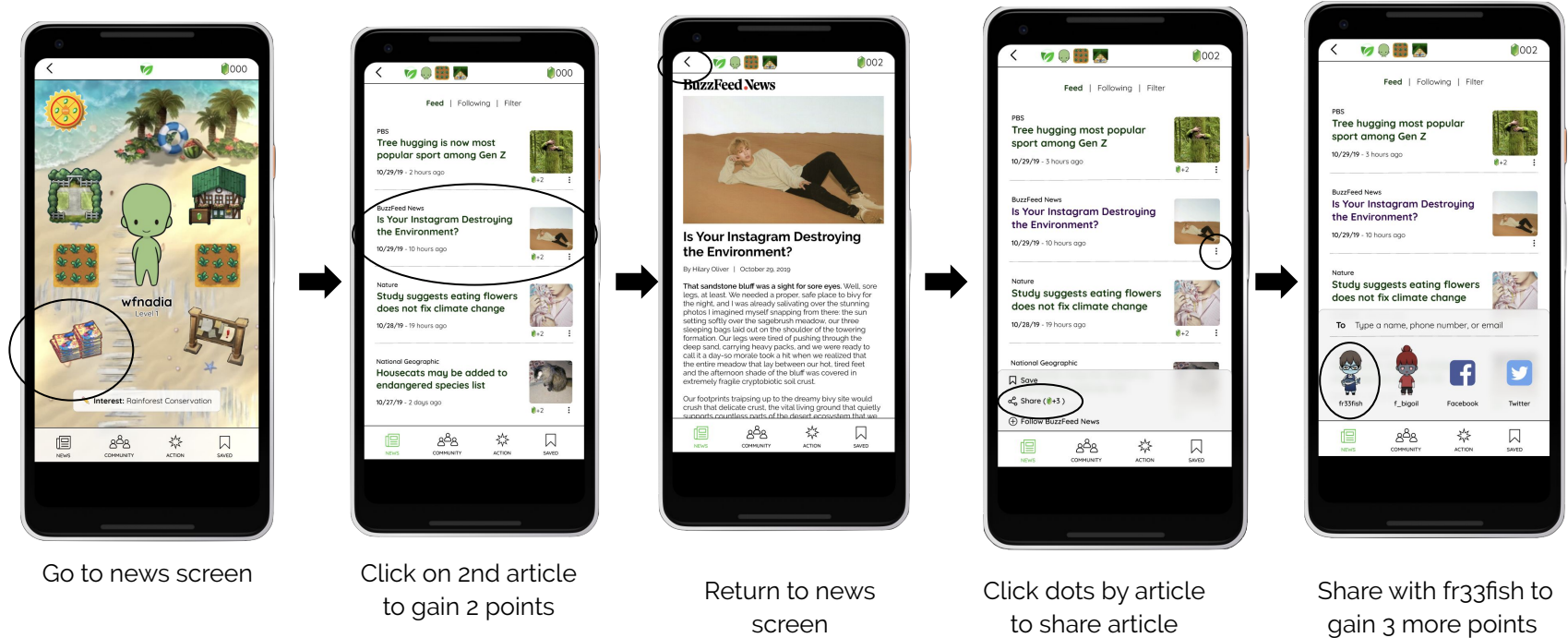# Med-fi Prototype: Task #2 Flow 1

Go to action screen

Select Factory Farm/Desired Activity

Select upload photo

Select cow from gallery

Earn 90 points

Med-fi Prototype: Task #2 Flow 2

Go to news screen

Click on 2nd article
to gain 2 points

Return to news
screen

Click dots by article
to share article

Share with fr33fish to
gain 3 more points

Med-fi Prototype: Task #3 Flow

@nadia put screenshots of going through the tasks here
-- add captions to describe what is happening and put arrows to indicate transitions between screens

Prototype Overview: Tools

We used Figma to create our prototype.

Easy
Figma helped us look at both the big picture application (wide zoom) and small details (speedy zoom in).
It was easy to put objects in exact coordinate locations which helped modify existing designs.
There were many intuitive shortcuts and it was easy to draw vectors with the pen tool.

Hard
Figma made it difficult to have an item respond to different types of interactions, such as a hover vs. a tap.
It was hard to have to manually re-edit interactions after copy/pasting objects with existing interaction settings.
 It was hard to navigate when there are many layers, and when mass-editing/mass-pasting in frames.

Tradeoff
Figma is useful for laying out the application but does not allow us to input dynamic information like updating news articles, activities, or user information.

Prototype Overview: Limitations

This prototype is more of an exploration than a linear experience.

- We were unable to demonstrate accumulating points over time and only showed points after a single experience

- We were unable to track avatar customization throughout the demo. Avatar accessories are only seen in the avatar section. In the next iteration, we will need to spend more time developing this core functionality.

No Wizard of Oz techniques were used.

Prototype Overview: Hard Coded Features

Hard coded features include
- Available news articles
    - Developing an environmental news gathering script is beyond the scope of a medium fi prototype.
- Available activities
    - In the application, available activities will be generated based on user location and preferences. This is not possible at this fidelity prototype.
- Available photos to upload
    - The photos will be user dependent
- Other users
    - The database of users and their activities will be generated when there are multiple users on the application at a higher fidelity level.