

# 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:

Env.io is a mobile app that allows users to easily access info about environmental news and events; be rewarded with points that can be redeemed to either customize their virtual avatar, or donate to an environmental cause of their choice; and view the customizations, scores, and activity of other users.

# Revised Tasks

## Task #1 (Simple):

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):

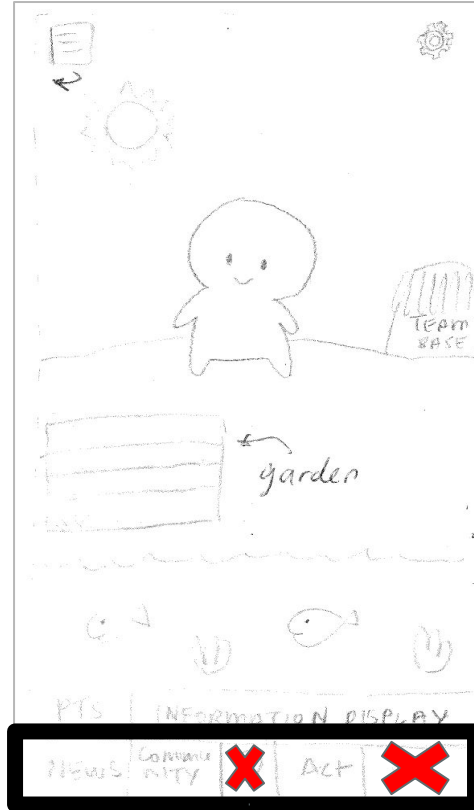
Users redeem points to customize their in-app environment and donate to real-life causes

**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

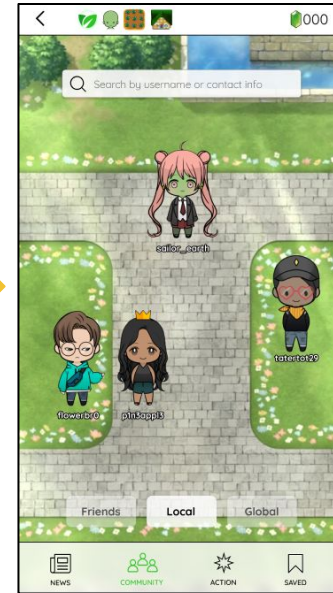
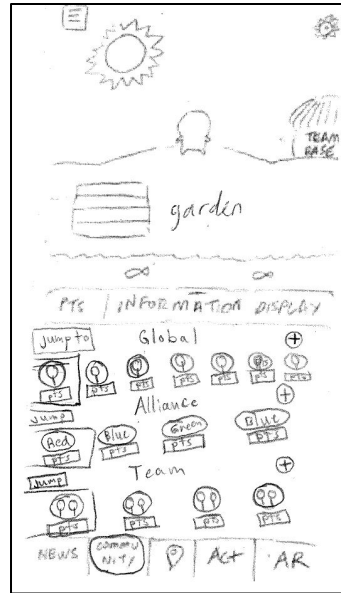
- Augmented reality and “Pokemon Go” imitation (tab with location pin symbol) features both removed
- Rationale: too many features; added too much development time and weren't necessary to fulfill value proposition





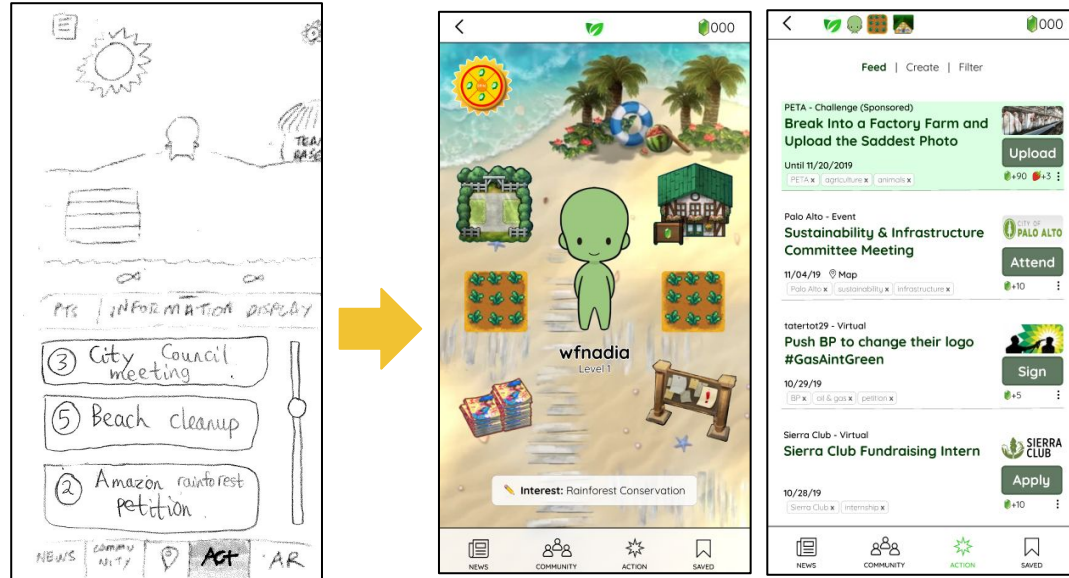
# Major Change #2: Community Tab Revamp

- Previous features of Community tab replaced with a “park” where user can investigate avatars and activity of users in one's area/community, 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 straightforward & visually appealing

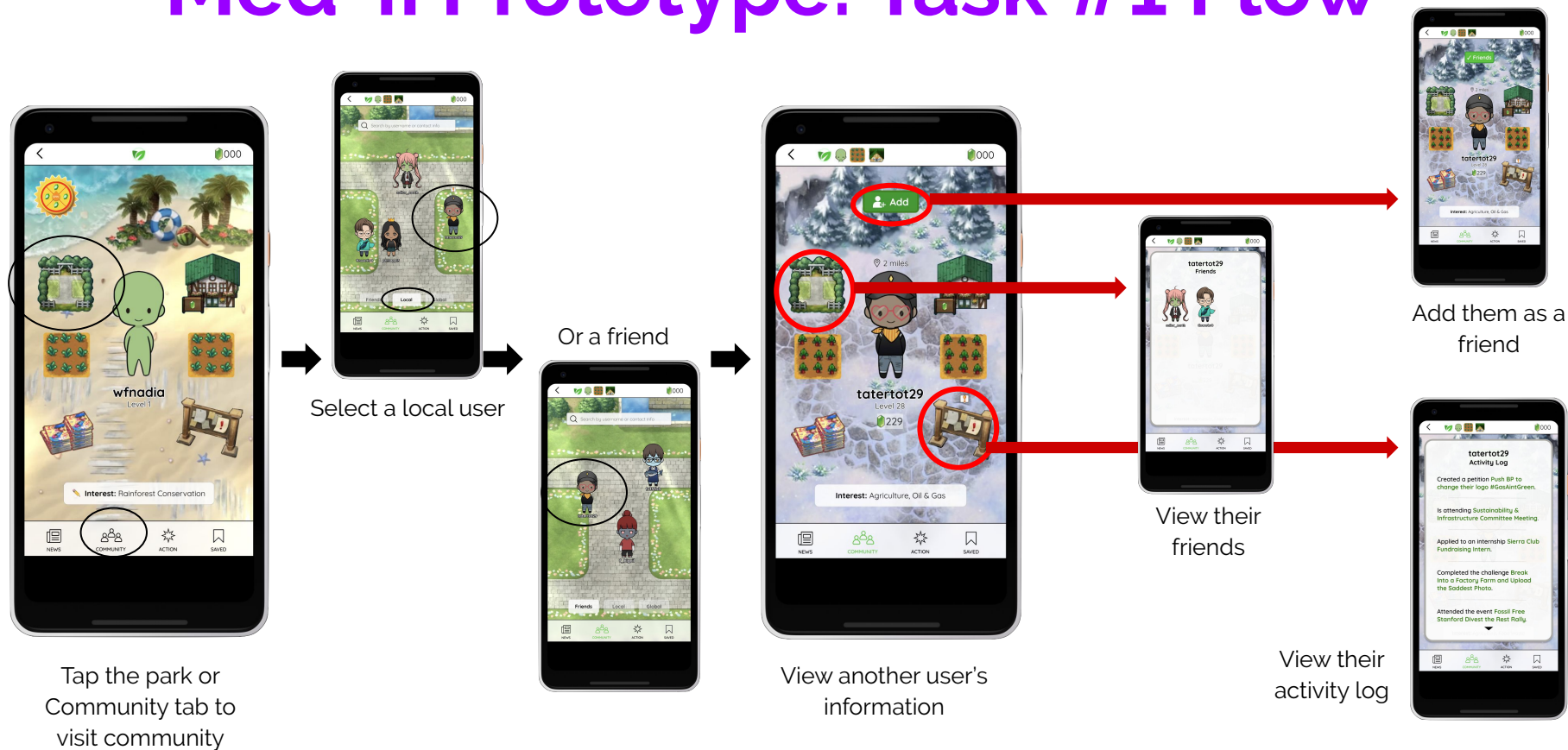


# Major Change #3: Fullscreen Always

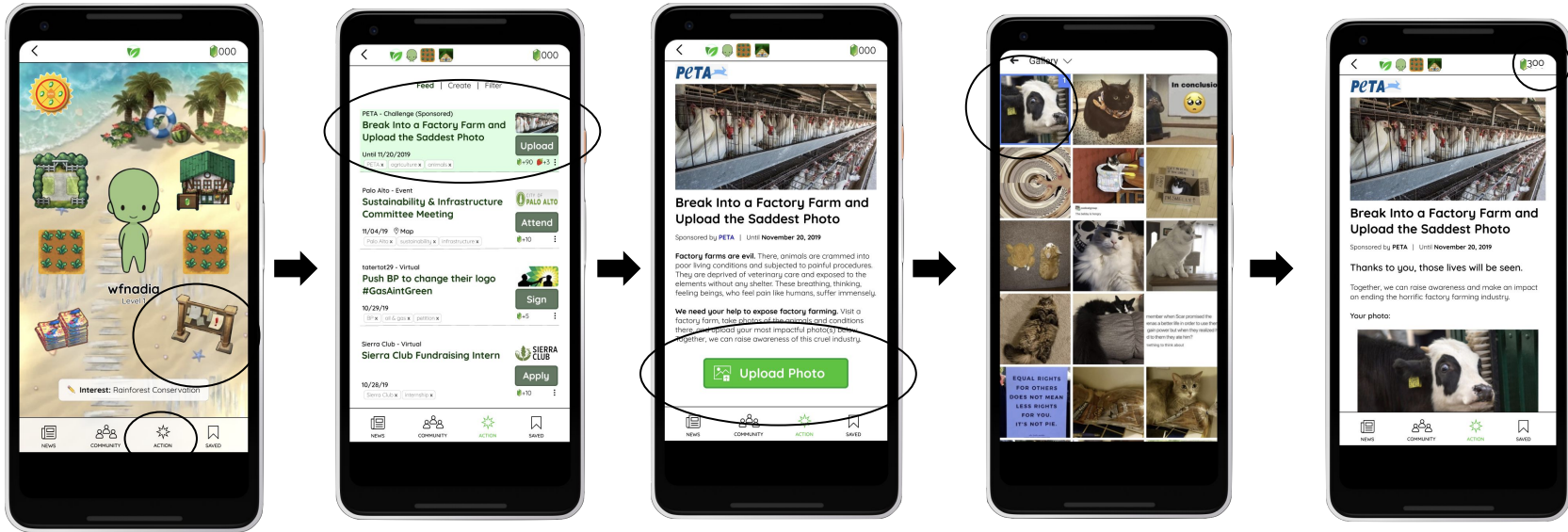
- On the homepage, the user's environment takes up the entire screen. Users can tap on aspects of the world to access every part of the app. When in a different section of the app, feature is displayed in fullscreen.
- Rationale: We received feedback about the lo-fi's half and half interface, and very positive feedback and the experience of interacting with one's avatar and world. 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



# Med-fi Prototype: Task #2 Flow 1



Tap either the action board or Action tab to view activities

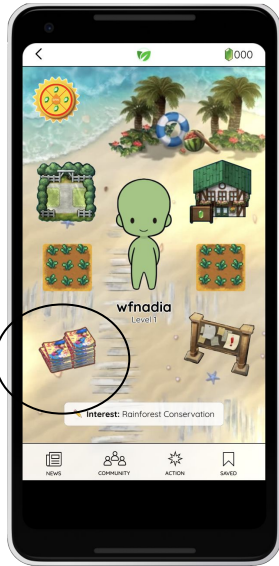
Select desired activity, in this case, Factory Farm Challenge

Select upload photo to participate

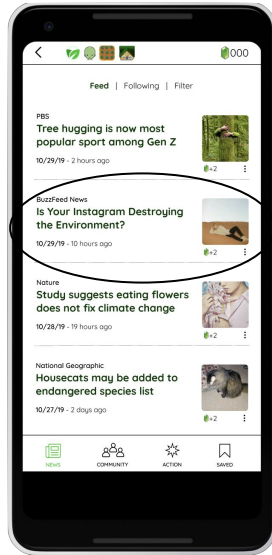
Select cow from "phone gallery"

Earn 300 points

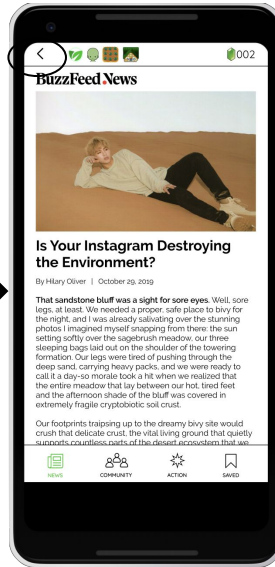
# Med-fi Prototype: Task #2 Flow 2



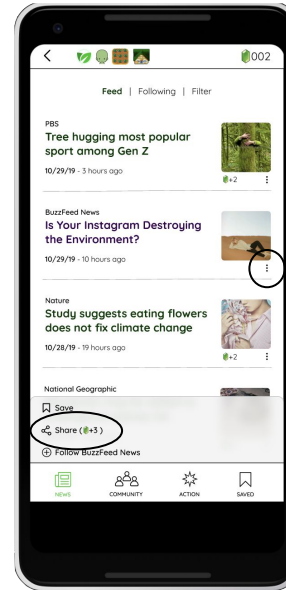
Tap papers or News tab to access news



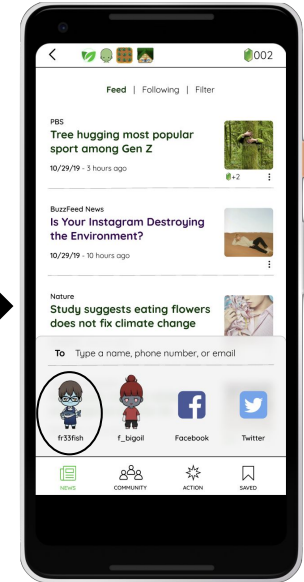
Click on 2nd article to gain 2 points



Return to news screen



Click dots by article photo to share story



Share with friend to gain 3 more points



# Med-fi Prototype: Task #3 Flow 1



Tap your avatar to customize it and/or your background



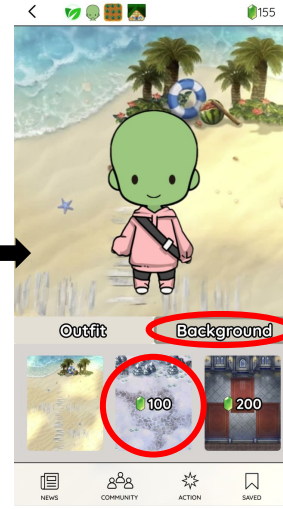
Select outfits to purchase with gems



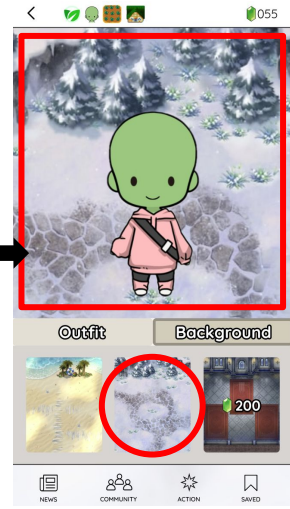
Bought outfits are now equippable



Tap outfit to dress up avatar with



Tap Background tab to see backgrounds that can be bought



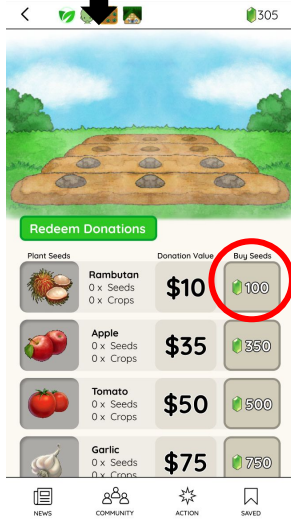
After buying, tap background to equip



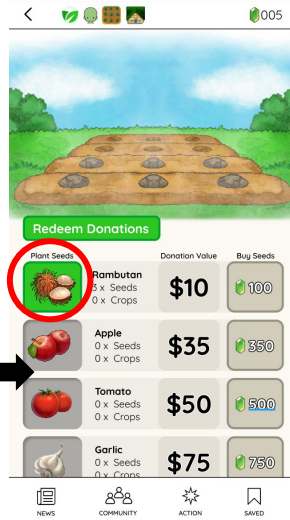
Access the garden by tapping either field

# Med-fi Prototype: Task #3

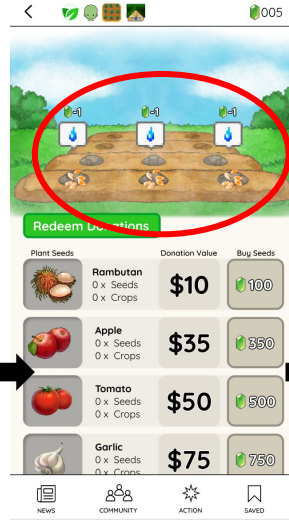
## Flow 2



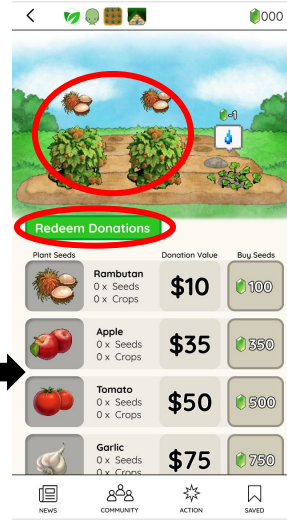
Buy seeds with gems



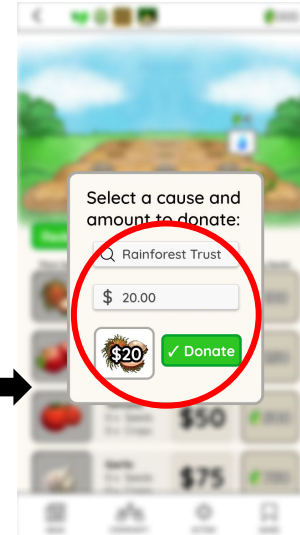
Tap crop image to plant the seeds



Water the seeds (costs 1 gem each)



Harvest crops & tap Redeem Donations



Select an environmental cause to donate to; the amount you have depends on your crops



# Prototype Overview: Tools

We used Figma to design and make a demo out of our prototype.

## **Easy**

Figma helped us look at both big picture application (wide zoom) & small details (speedy zoom in). It was easy to put/paste 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**

Having to manually edit non-default interactions each time was time-consuming – should be able to copy/paste a better way. It was hard to navigate the sidebar when there are many layers because it is cramped and non-adjustable. It was hard to be unable to mass-edit multiple 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. It is also impossible to natively have an item branch into different screens using multiple interactions, ex. Can't add hover and tap at the same time.



# Prototype Overview: Limitations

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

- We were unable to demonstrate accumulating points over time and only showed points earned after each experience
- We were unable to track avatar and world customization throughout the demo. Customization can only be 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 and contacts/apps to share to
  - Photos and contacts/apps 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.