

# Low-fi Prototyping & Pilot Usability Testing

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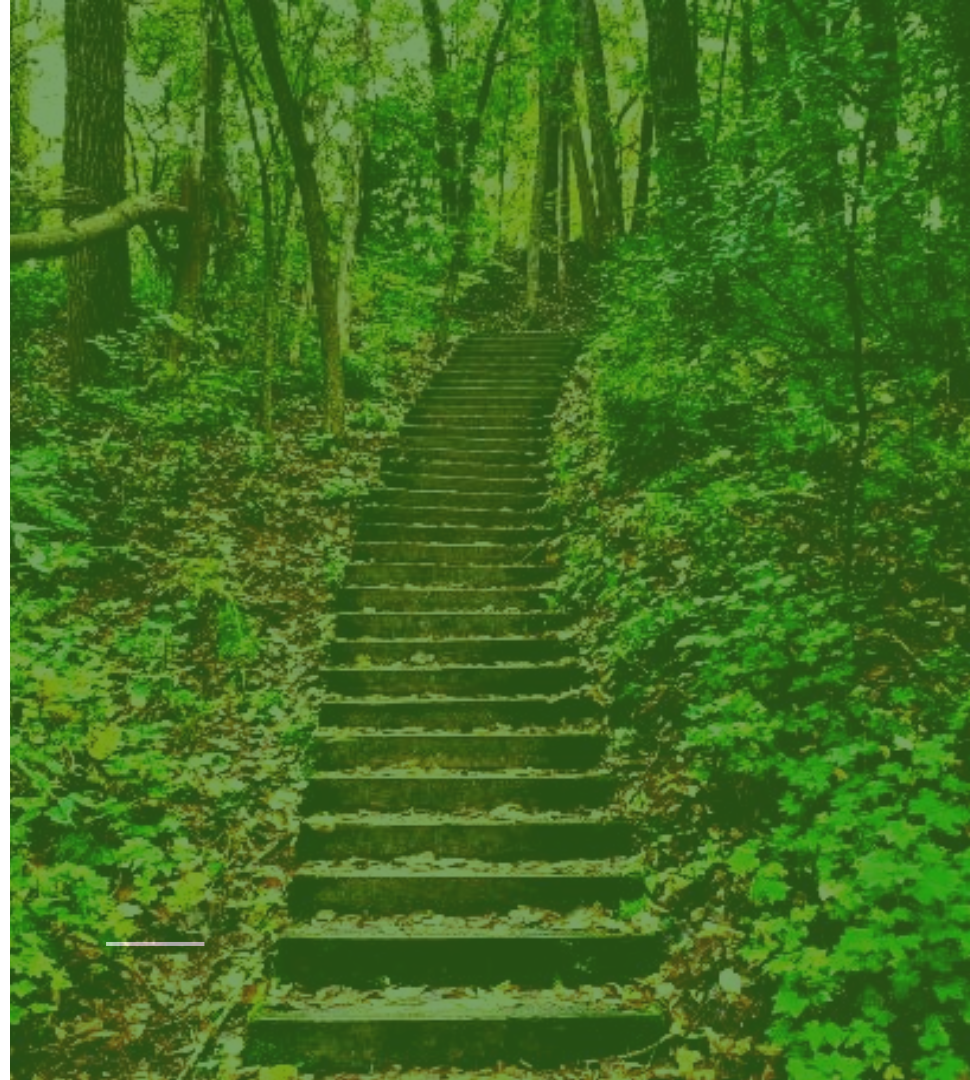
Mission Statement

Selected Interface

Low-fi Prototype  
& Task Flows

Experimental Method

Results  
& suggested  
UI Changes

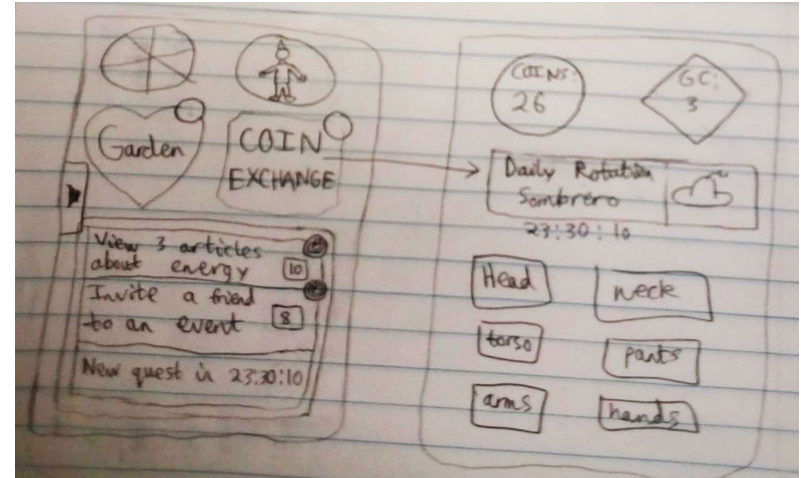
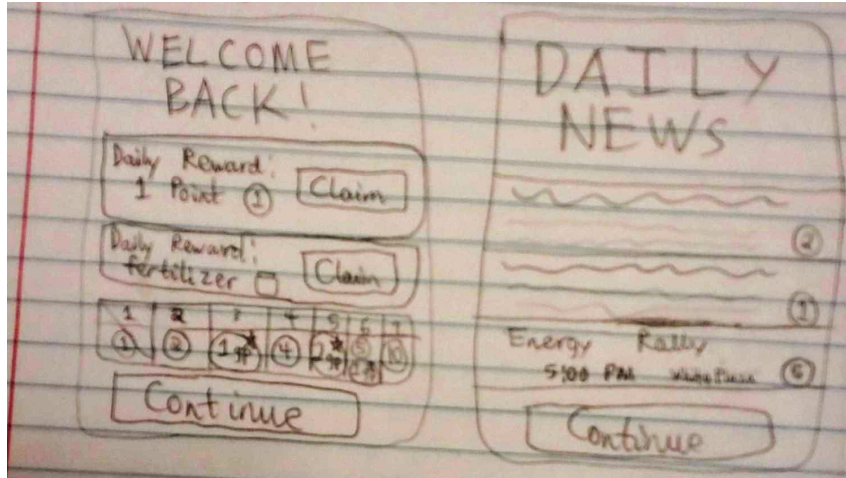




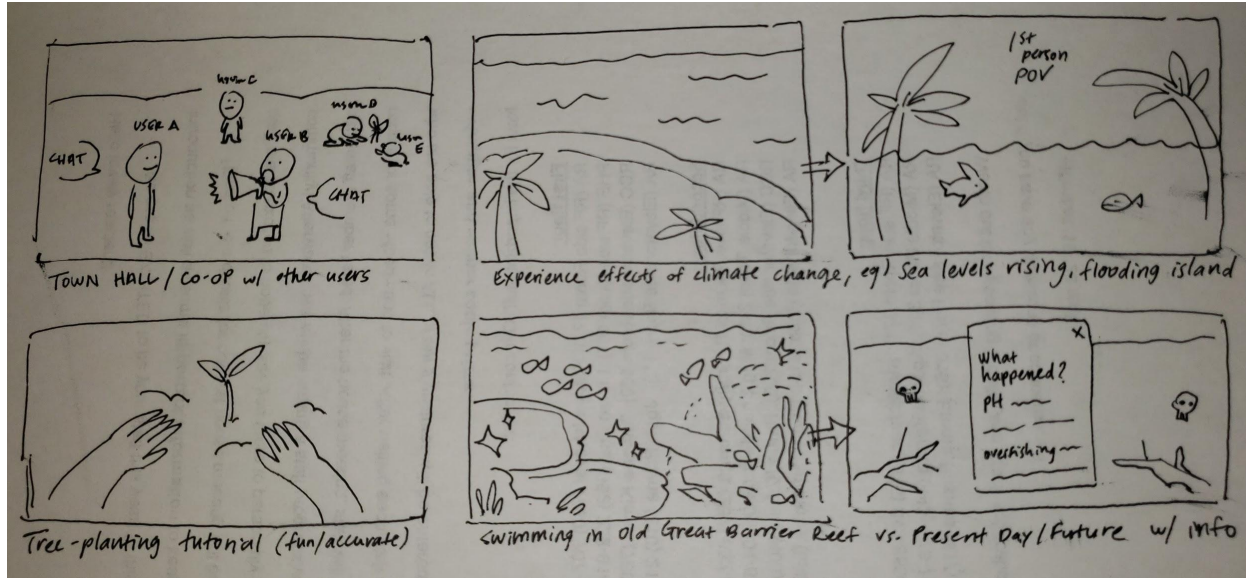
## **Mission Statement & Value Proposition:**

Env.io is a mobile gaming platform that encourages environmental engagement. Our mission is to help people easily integrate environmental action into their everyday lives, and to share the spirit of helping the environment with their local and global communities. Env.io's value is that it enables environmental action to be incorporated in a digestible manner, rewards users for their actions, and fosters community as well as competition.

# Interface

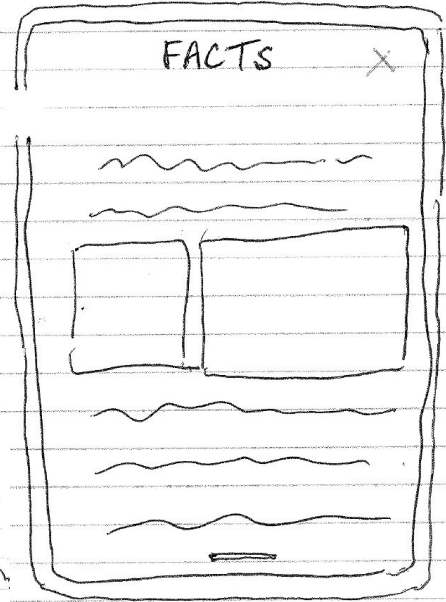
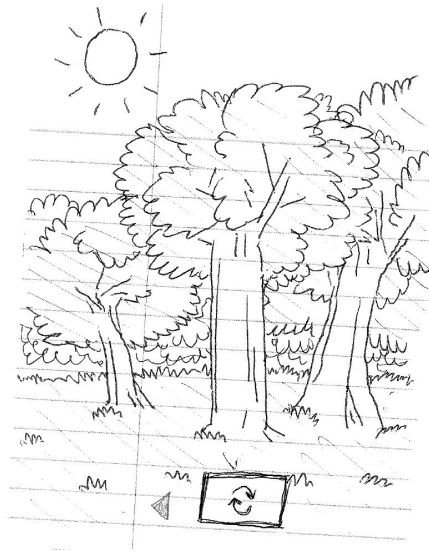
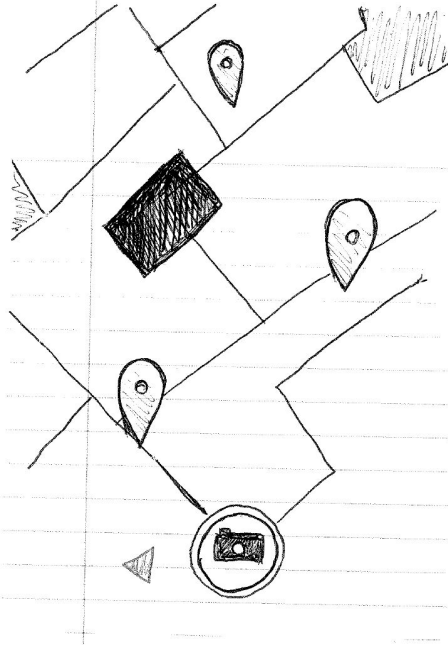


# Interface

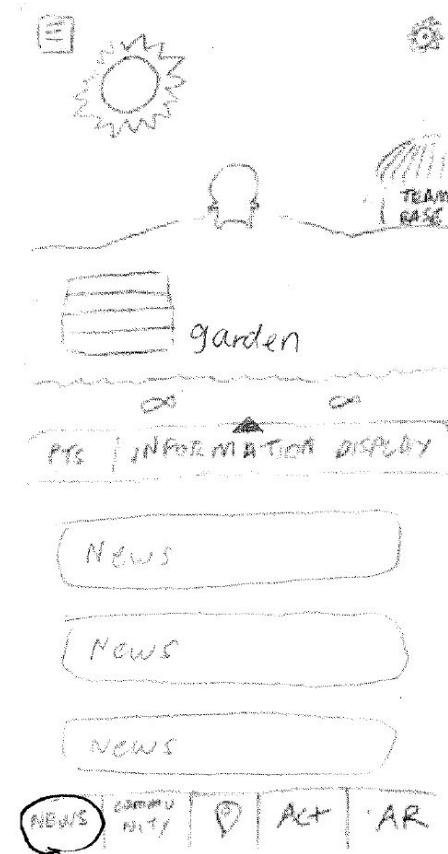
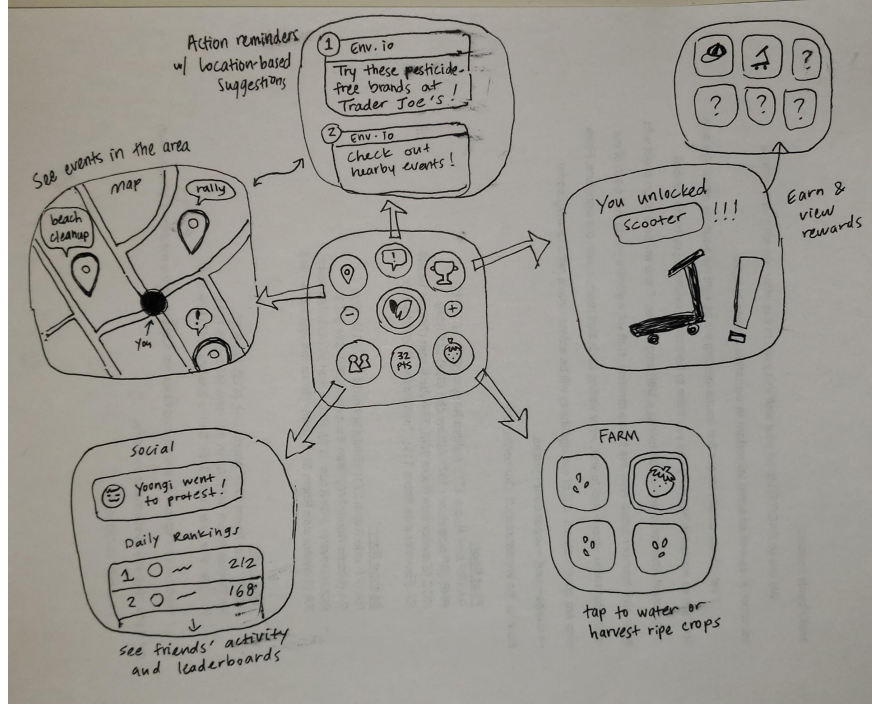




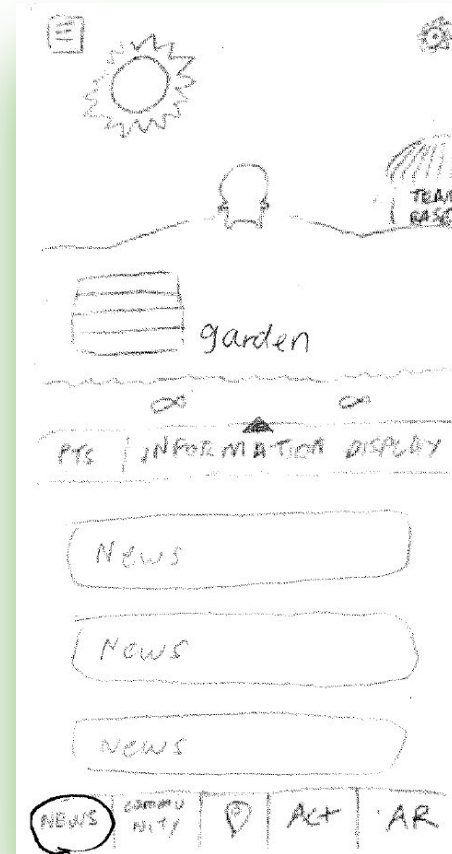
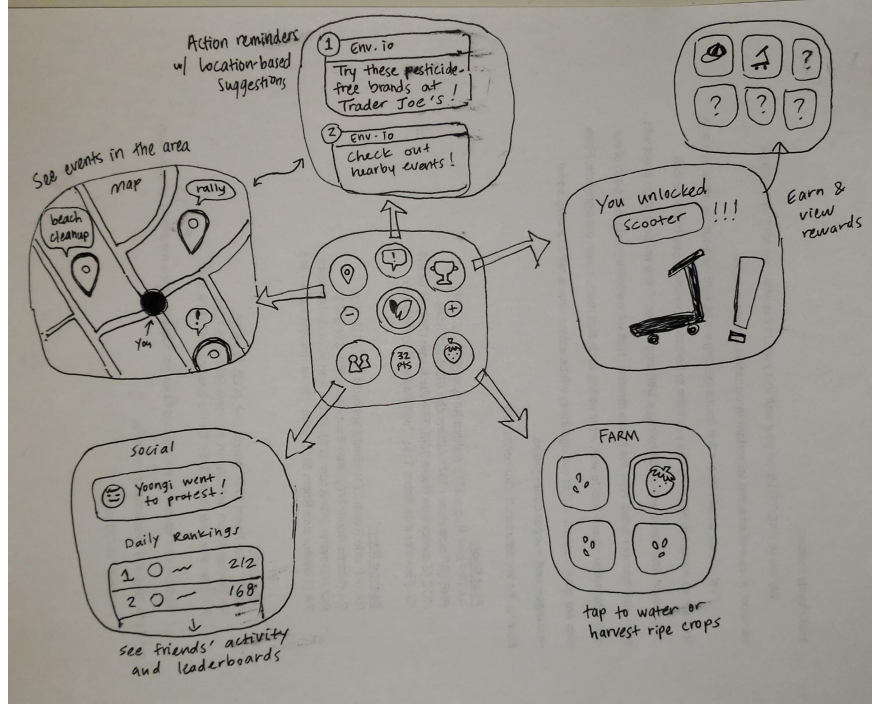
# Interface



# Interface

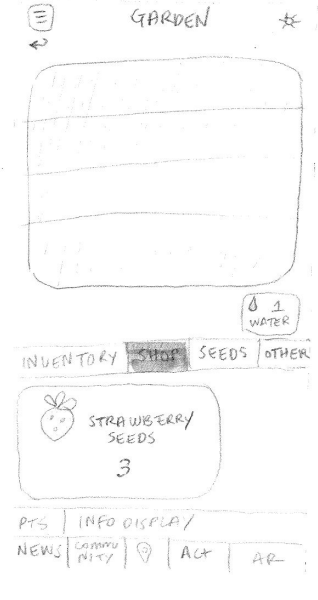
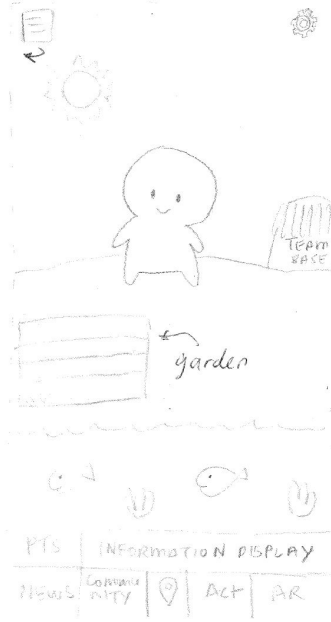
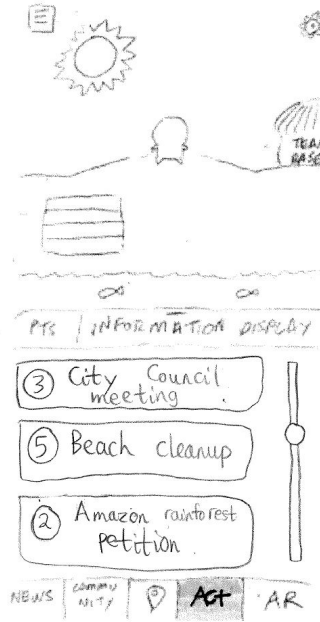
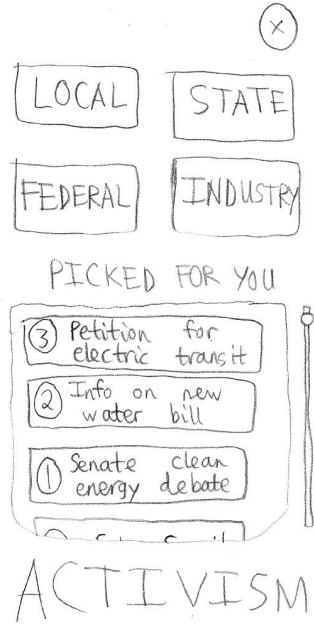


# Interface

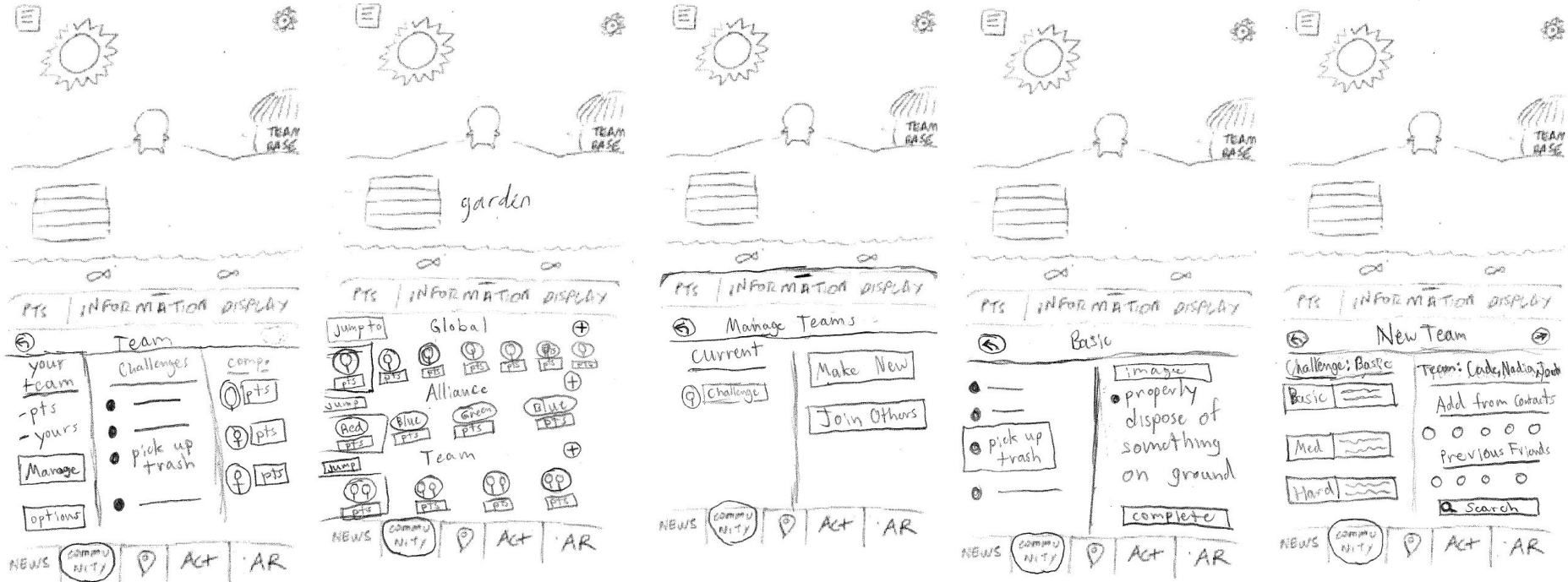




# Prototype Structure



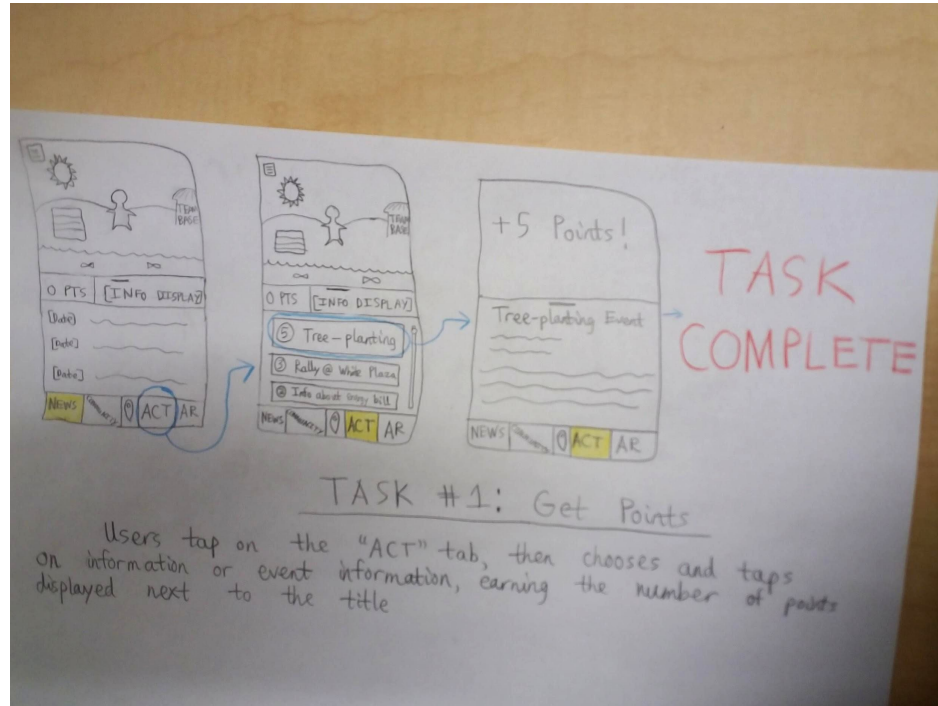
# Prototype Structure



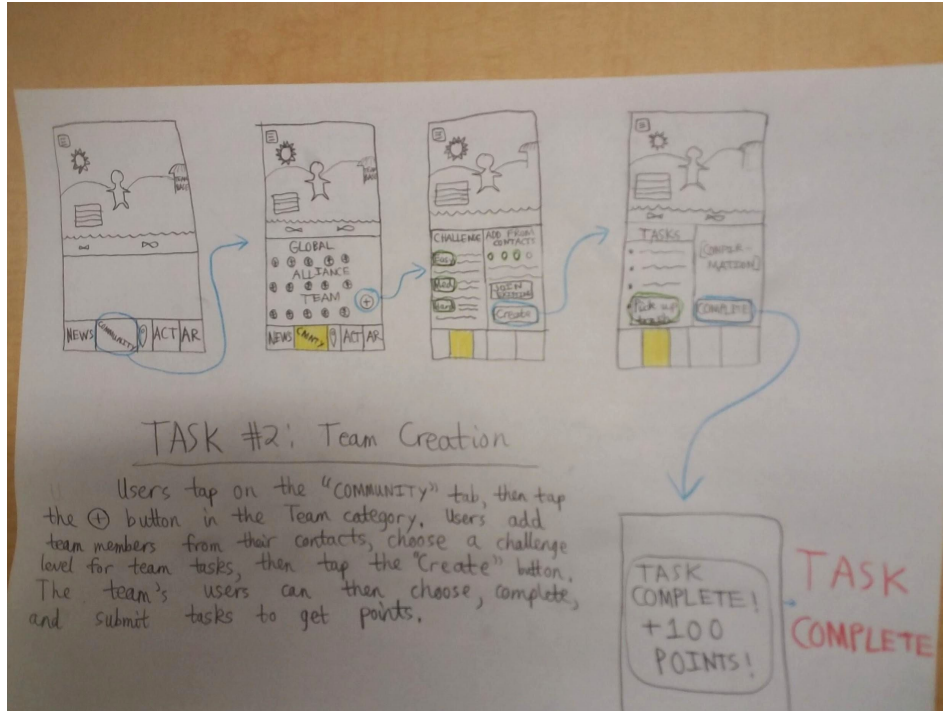
# Tasks

1. Get points by engaging with activism tab
2. Create a team and complete a task in a competition
3. Buy something for your avatar or garden

# Storyboards

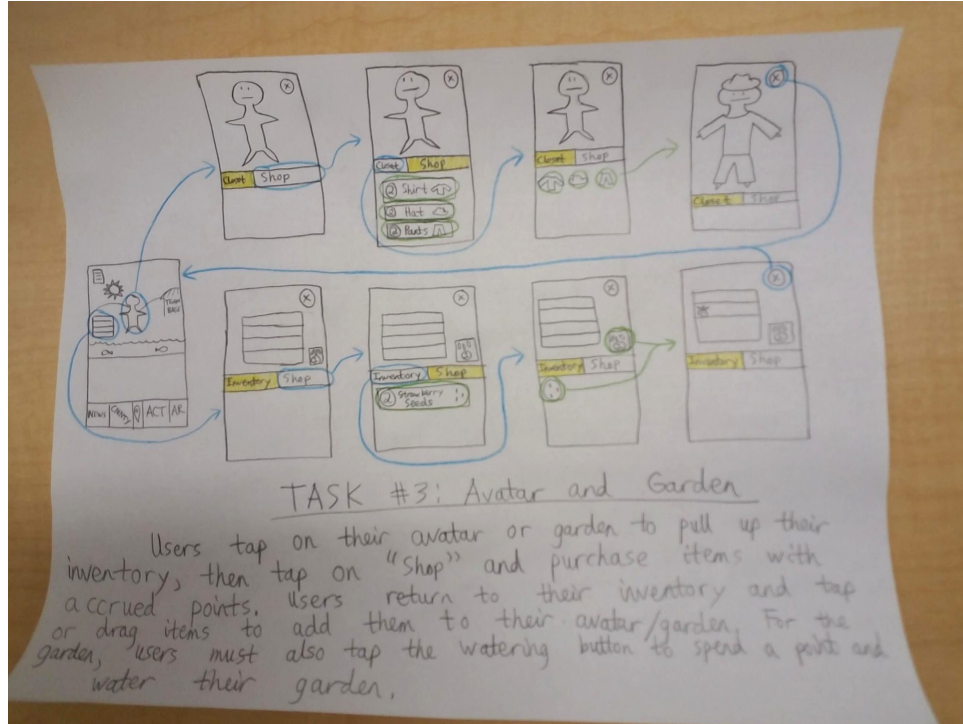


# Storyboards





# Storyboards



# Experimental Method

Describe the purpose of the app

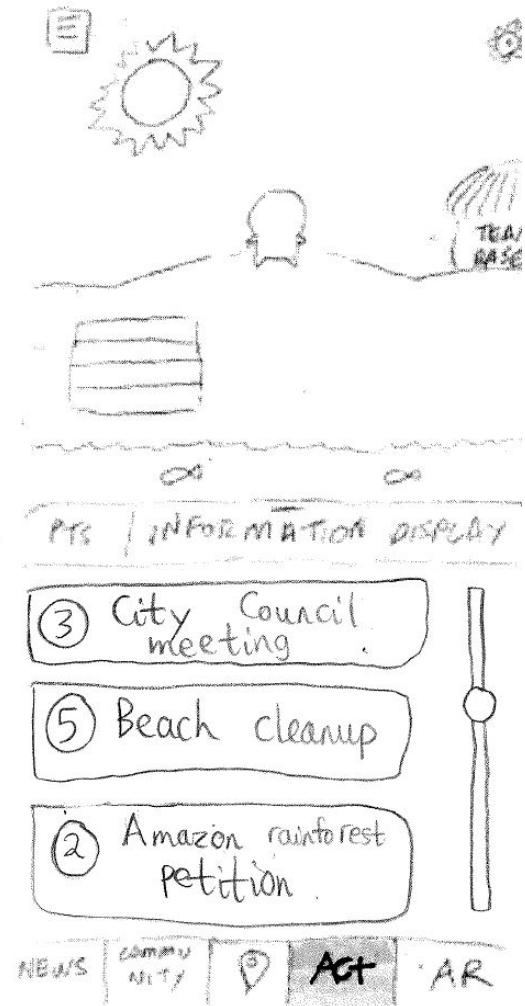
Give general navigation instructions

Let them play

# Results - first task

Interface = rad dude

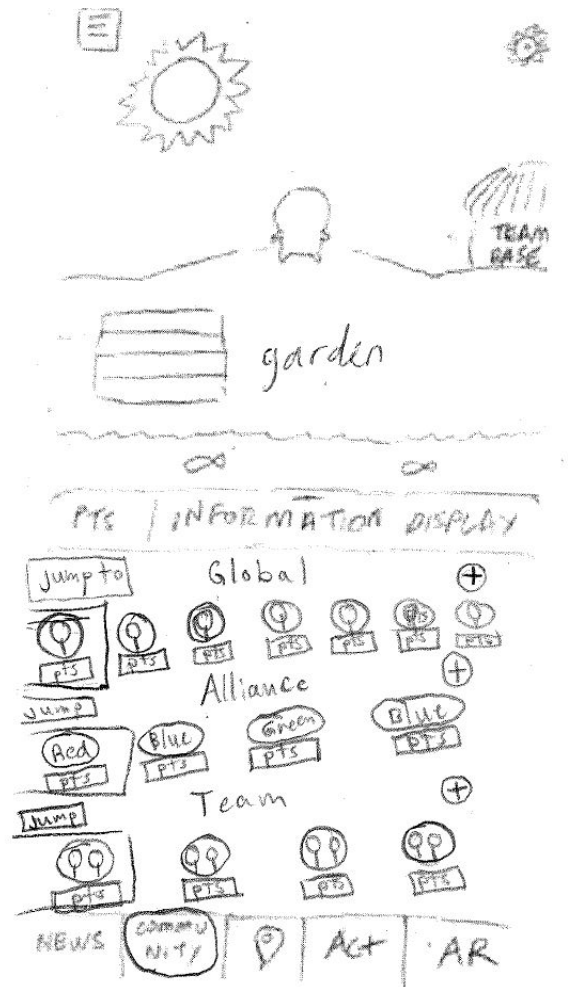
Points = Motivator  
(but this could be bad)



# Results - second task

Interface = wut?

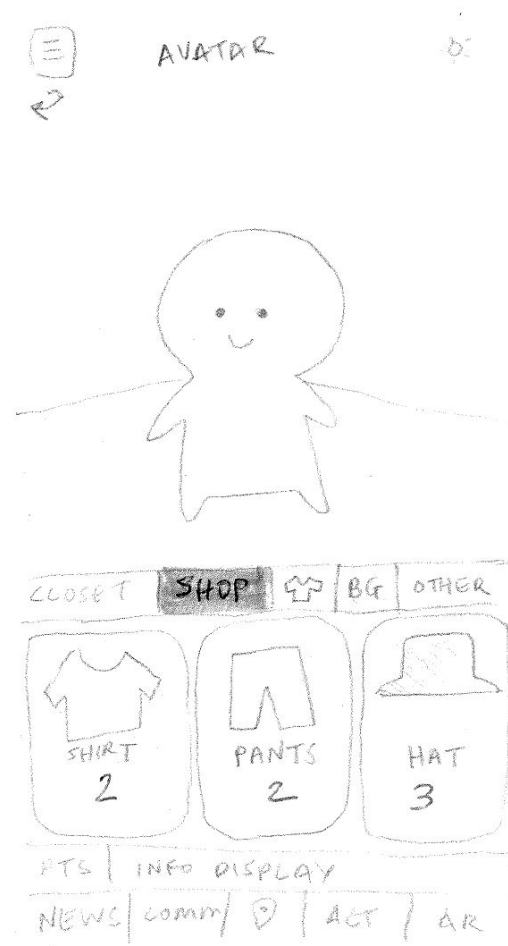
Points = happiness



# Results - third task

Interface = cute

Points = make it rain





# Summary