

# grove

Medium-fi Prototype

Amelia, Chris, Jasmine and Tiff





# grove

*Cultivate your post-grad community*

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Post-grads are faced with the often-overwhelming challenge of building and retaining friendships amidst a sea of new connections. Grove allows post-grads to focus on the enjoyable and exciting aspects of building community by simplifying the stressful aspects of inviting, planning, and following up with new friends. Grove helps ensure that new friendships deepen into lasting friendships without the anxiety that currently accompanies post-grad community building.



# Values Encoded (I/2)



## CONSISTENCY

Embed consistency in following up on new friendships.

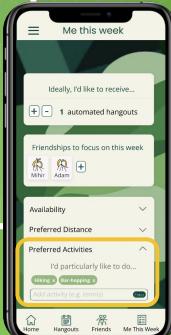
Encourage growth of friendship with tree icon updated for more hangouts.



## AUTHENTICITY

Be yourself as you enter a friendship and do activities that you will likely enjoy.

Prioritize activities that help you feel great and comfortable in your skin when hanging out.



## PRIVACY

Being mindful of user data stored in the app and shared with others. Being clear on what data is being shared with friends.

Very few options to include information that you might not want other people to see. e.g. only explicitly reflect on location and activity of hangout, not on the interaction with other people.



# Values Encoded (2/2)



## RESPECT

Respect new acquaintances and friends through meaningful contact and planning.

Keeps things positive by only reflecting on location and activity and encouraging that addition of positive memories together.



## INTENTIONALITY

Reflect on and actively plan how you want to build a friendship.

Allow users to think about the friendships they want to intentionally grow this week. Choose to increase frequency of hangout options.



## HEALTHY USE OF TECH

Use technology to empower friendships but not be the sole form of interaction between each other.

App actively encourages people to meet in person when safe as opposed to virtually.



# Values Encoded: Potential Conflicts

01

## RESPECT VS. CONSISTENCY

*What if one person wants to hang out more often than another person?*

02

## RESPECT VS. INTENTIONALITY

*Reflecting on a hangout might lead to over-analyzing friendship or being critical of a new friend.*

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Set expectation that 'ideally' hangouts will be made with a friend but not guaranteed

Have a block/report button if anyone is inappropriate

No explicit reflection on interaction in the app

Focus on positive memories from hangout

# Usability Goals & Key Measurements

**EFFICIENT**

Users able to complete all tasks under specified time range. **Key measurement**

**PLEASING**

Using show positive verbal / physical signs of excitement during use.

**Usability goal**



**ROBUST**

Users able to complete all tasks with minimal error rate. **Key measurement**



**LEARNABLE**

Increasing familiarity with screens used in all tasks. **Usability goal**



**PROGRESS**

Our low-fi fulfilled both the **Robust** and **Efficient** metrics, so we will keep most task flows we developed

To increase learnability, we will make buttons **larger and more obvious**

To make the design more pleasing, we will **more creatively re-imagine a format for some tasks**, e.g. planting an activity



# TASKS



Set your weekly hangout preferences<sup>1</sup> and then accept a hangout that aligns with those preferences

**SIMPLE**



Set your hangout preferences with a specific friend<sup>2</sup>

**SIMPLE<sup>3</sup>**



Plant an activity—post an activity that you want to do

**MEDIUM**



Reflect on a hangout—upload photos, rate location/activity

**COMPLEX**

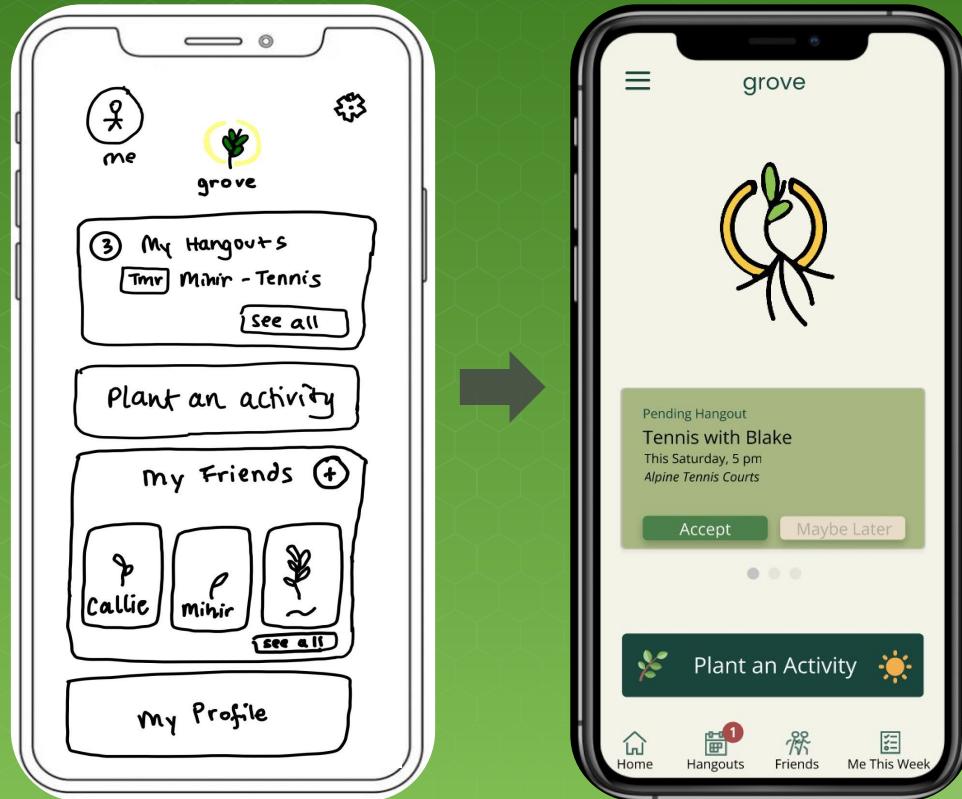
1. How often do you want to hangout *across friends*?

2. How often do you want to hangout with a *specific friend*?

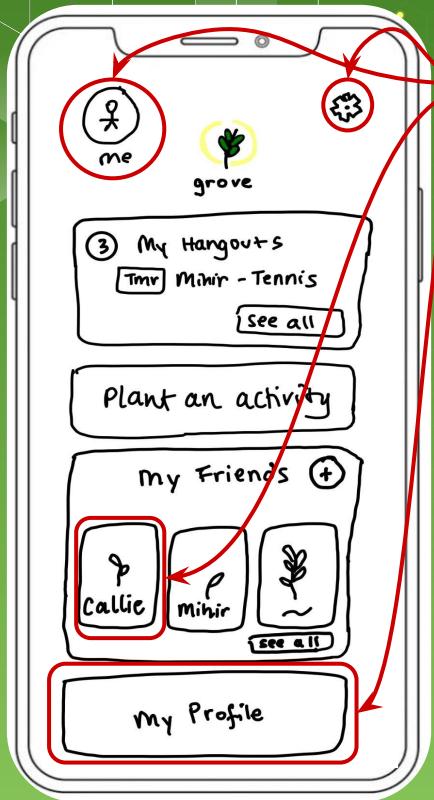
3. Originally one of the medium tasks from the lo-fi prototype (around planning an intentional cadence of hangouts with an individual), but was simplified following interviewee and studio feedback on lo-fi prototype (so is now a simple task)

Major Design Change #1

# Homescreen



# Homescreen

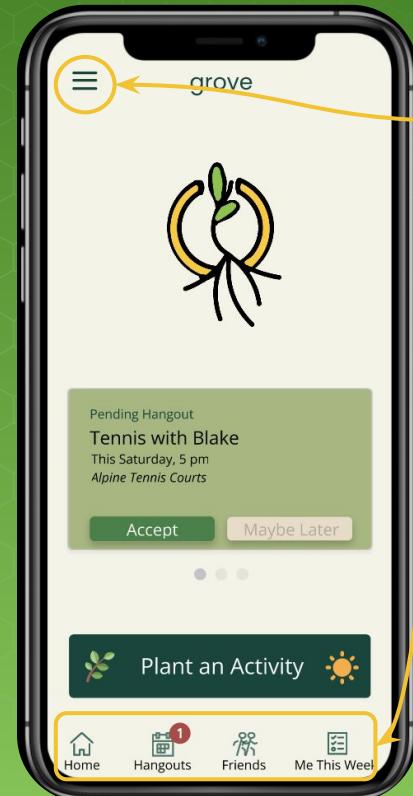


## Confusing settings

Confusion between static vs. dynamic settings, friend vs. personal settings

## Cluttered screen

Too many things on the screen, unclear what user actions are most important



## New static settings

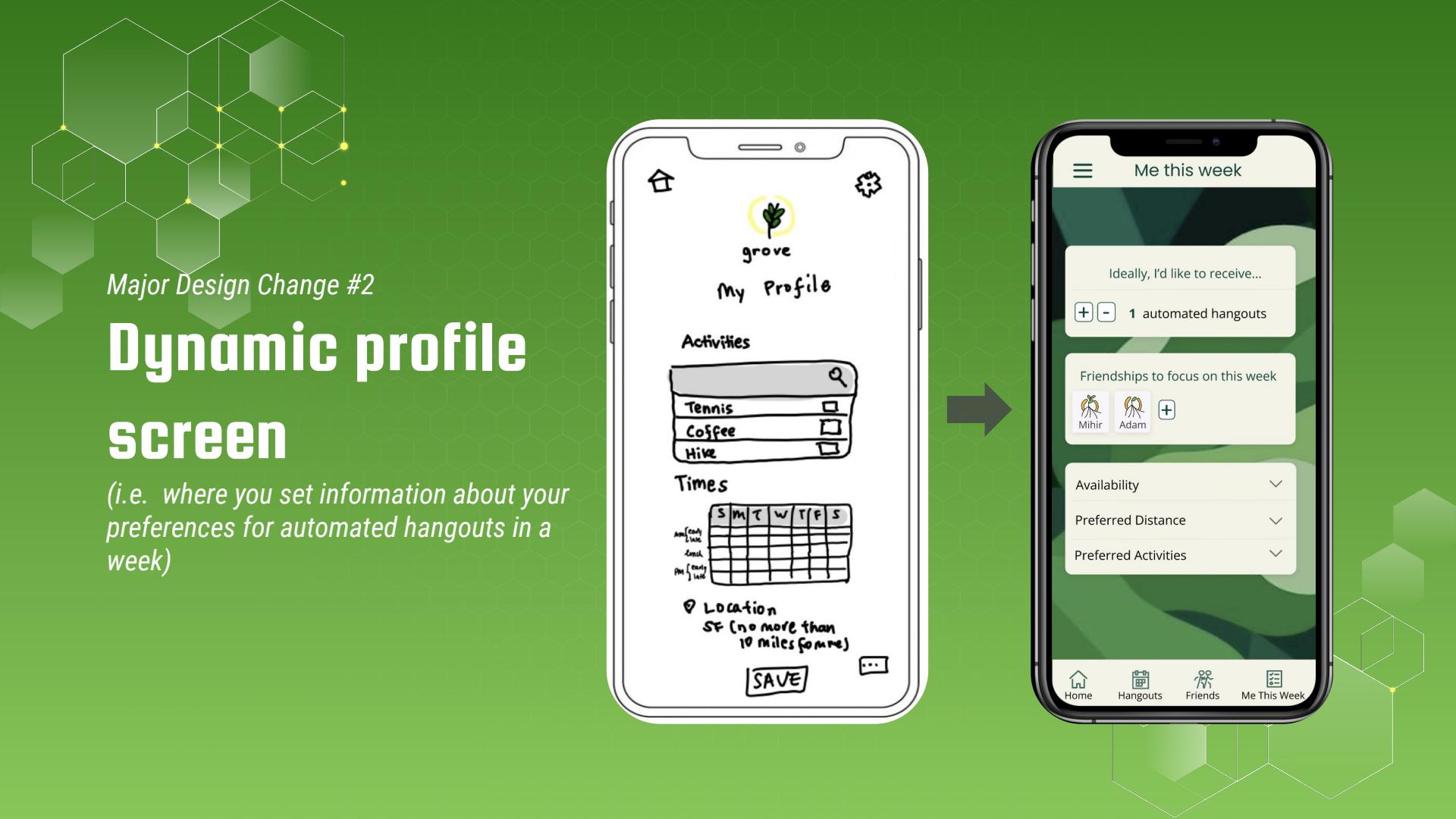
Added static settings sidebar access in the top left corner available on all pages

## New bottom bar

Moved dynamic settings to bottom bar for easy access, deleted all other setting navigation from homepage

## Simple layout

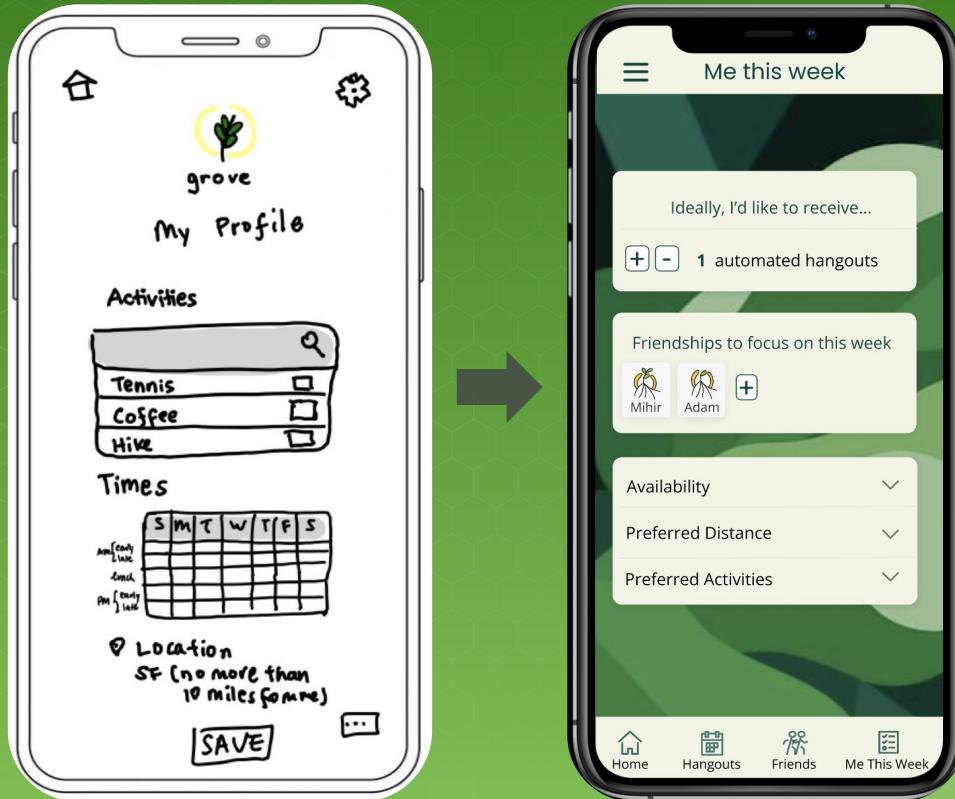
Simplified homepage to highlight most important user actions:  
accept/decline pending activities, plant an activity



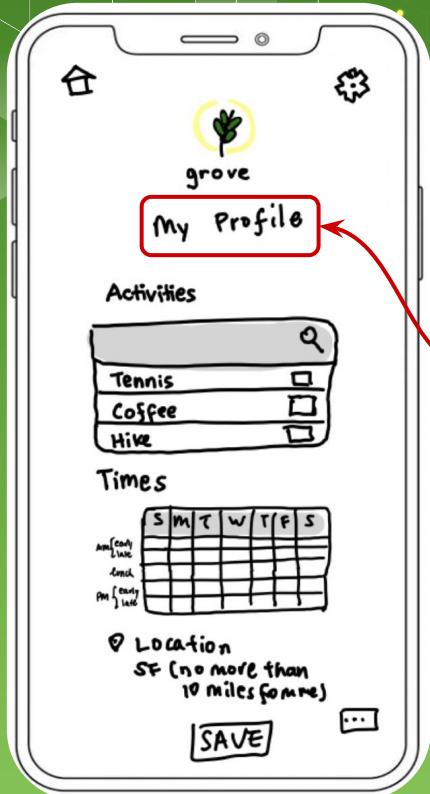
Major Design Change #2

# Dynamic profile screen

(i.e. where you set *information about your preferences for automated hangouts in a week*)



# Profile Screen

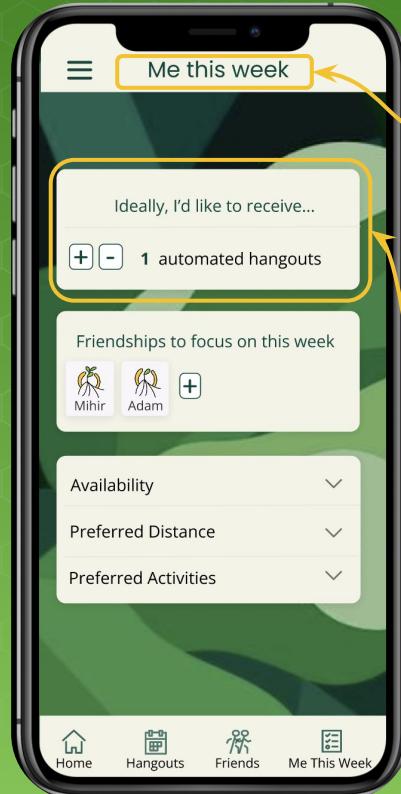


## Cluttered screen

Too many actions to do in one screen

## Confusing name

"My profile" seems to imply static settings, things that you input when you first create an account, while preferences for hangouts are more dynamic—likely to be updated more frequently by users



## New "Me this week"

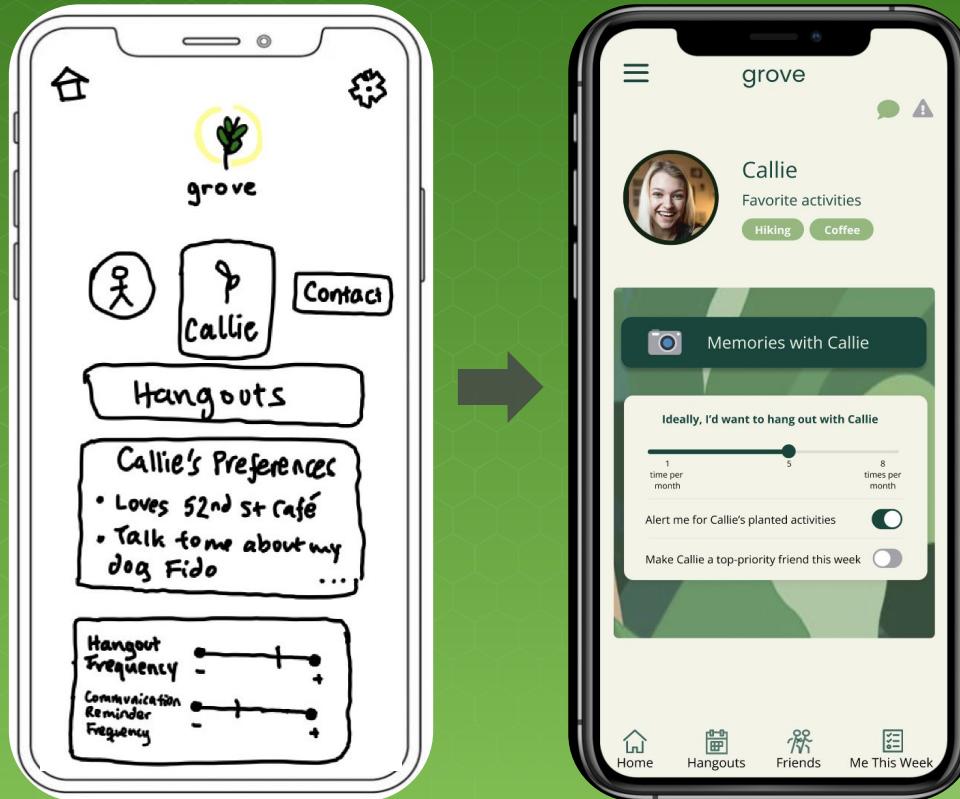
New simplified screen to update dynamic preferences for the week. Popups added for actually changing preferences to declutter main screen

## Personal settings

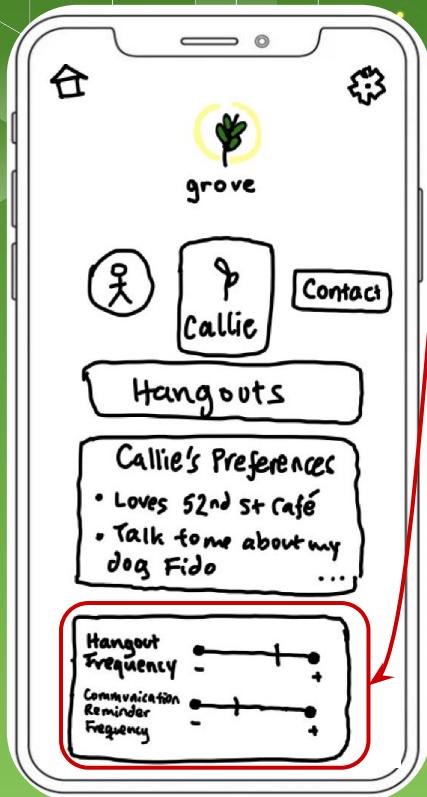
New "Me this week" page contributes to new clear differentiation between personal and friend settings—**global frequency** is a personal setting (how many hangouts do you want across your friends), while hangout frequency with a particular person is a friend setting

Major Design Change #3

# Friend Screen



# Friend Screen



## Confusing language

"Frequency of communication" not intuitive—what does it mean to "increase frequency" with a friend? How does that contribute to deepening the friendship?



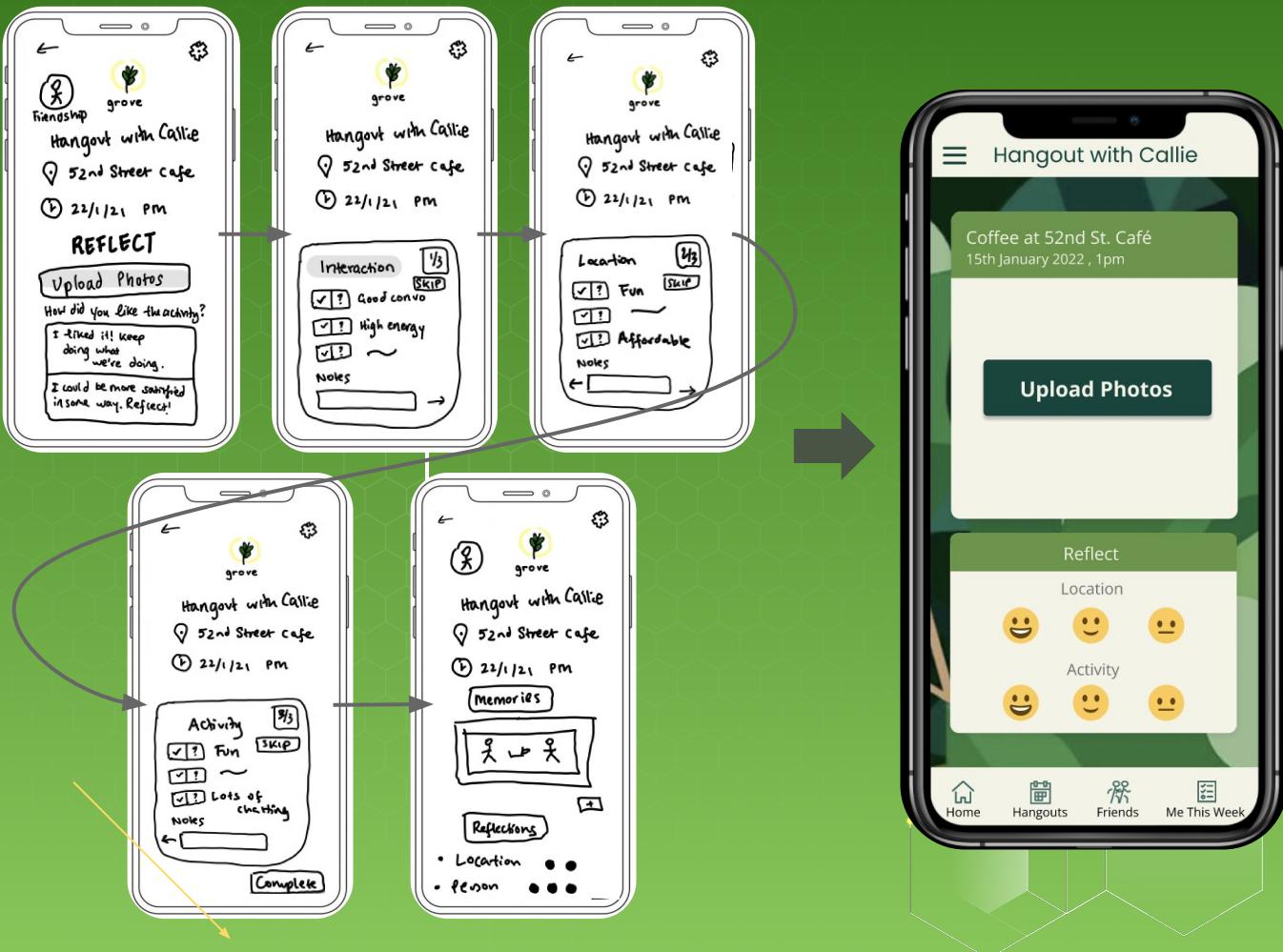
## Simple frequency

Simplified interface and clearer language for setting frequency preferences—set number of times you want to hang out with a particular person

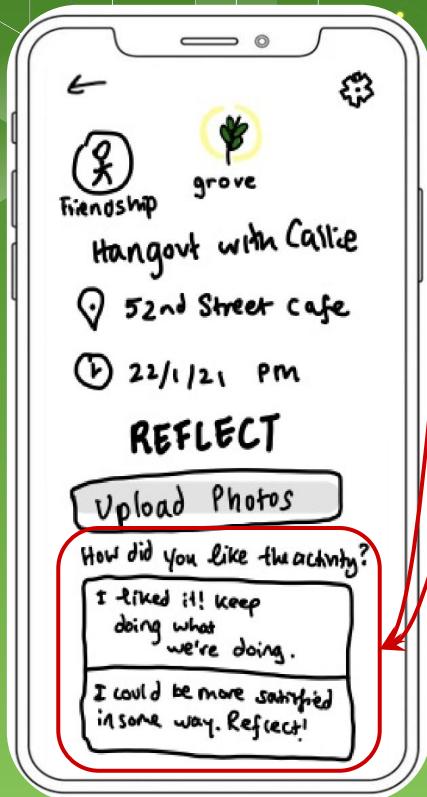


Major Design Change #4

# Hangout Reflection



# Hangout Reflection (I/2)



## Anonymous?

Unclear if reflection on a hangout was going to be seen by your friend; worried friend would find out user didn't like the hangout

## Uncomfortable

Being forced to analyze a hangout may be detrimental to a friendship—if a hangout wasn't perfect, that doesn't mean that this friendship wouldn't work out



## No friend reflection

Removed all aspects of reflecting on an individual person entirely besides uploading pictures of the activity; idea is to encourage the positive sharing of memories rather than overthinking a hangout

# Hangout Reflection (2/2)

## Too many screens

Reflection task took too long—made the activity feel high stakes and users were unsure about how the information would be used to influence future hangouts



## Too many tasks

Too many things to reflect on made the task of reflecting on a hangout laborious



## Less tasks

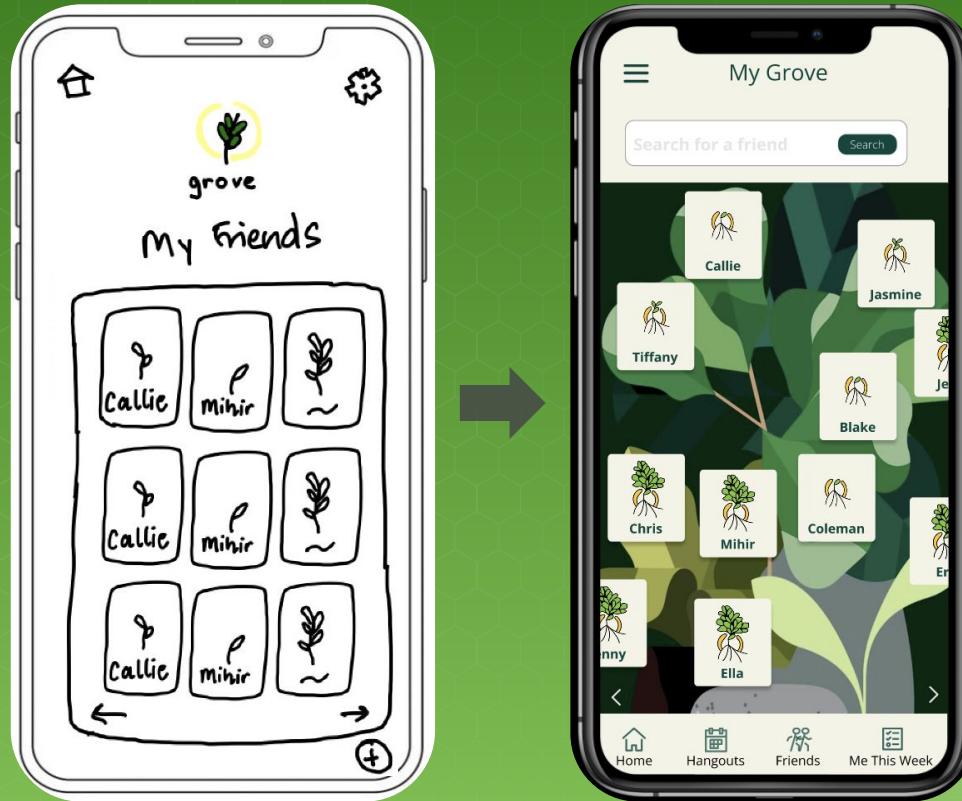
Users only reflect on the location of the hangout and the activity

## Emotion reflection

Users reflect on the overall activity based on their emotions—lower stakes than saying definitively that they did or did not like the hangout

*Major Design Change #5*

# My Grove



# My Grove



## Boring layout

Screen was too boxy, more room for creativity in displaying all of the friends at once

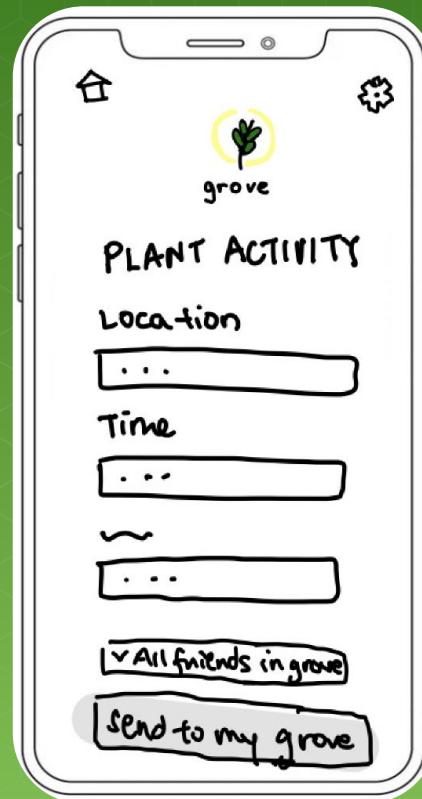


## New layout

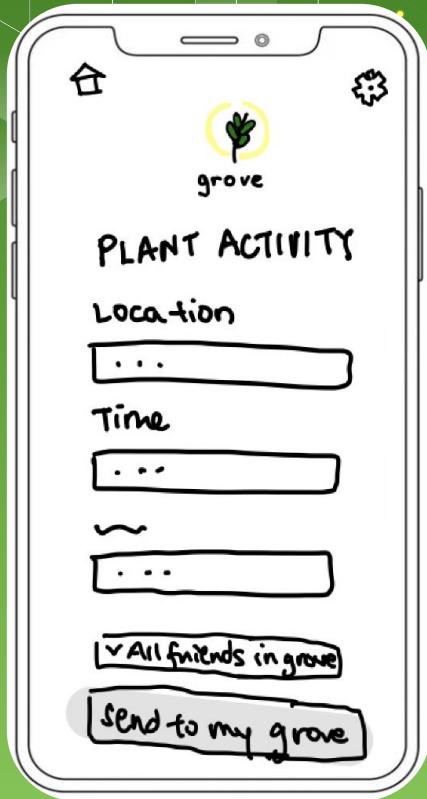
Worked to come up with a more creative layout that was less grid-like; friends are leaves in a giant plant—continuing plant metaphor

Major Design Change #6

# Plant an Activity



# Plant an Activity



## Boring design

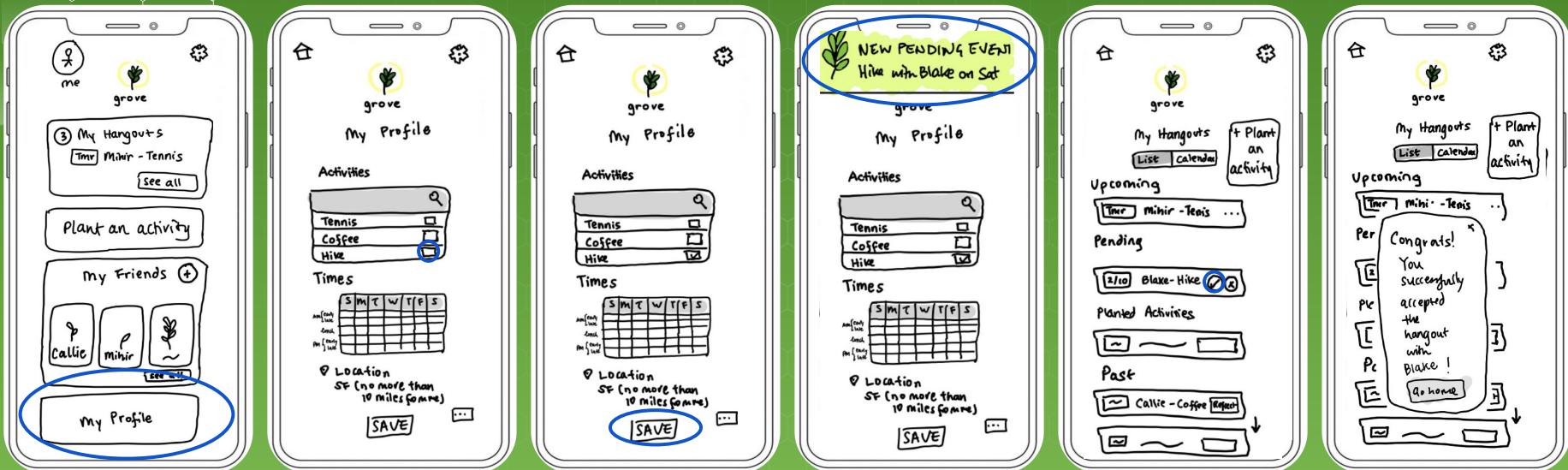
Screen was too Google form-like, more room for creativity and playing on the plant metaphor in visual layout



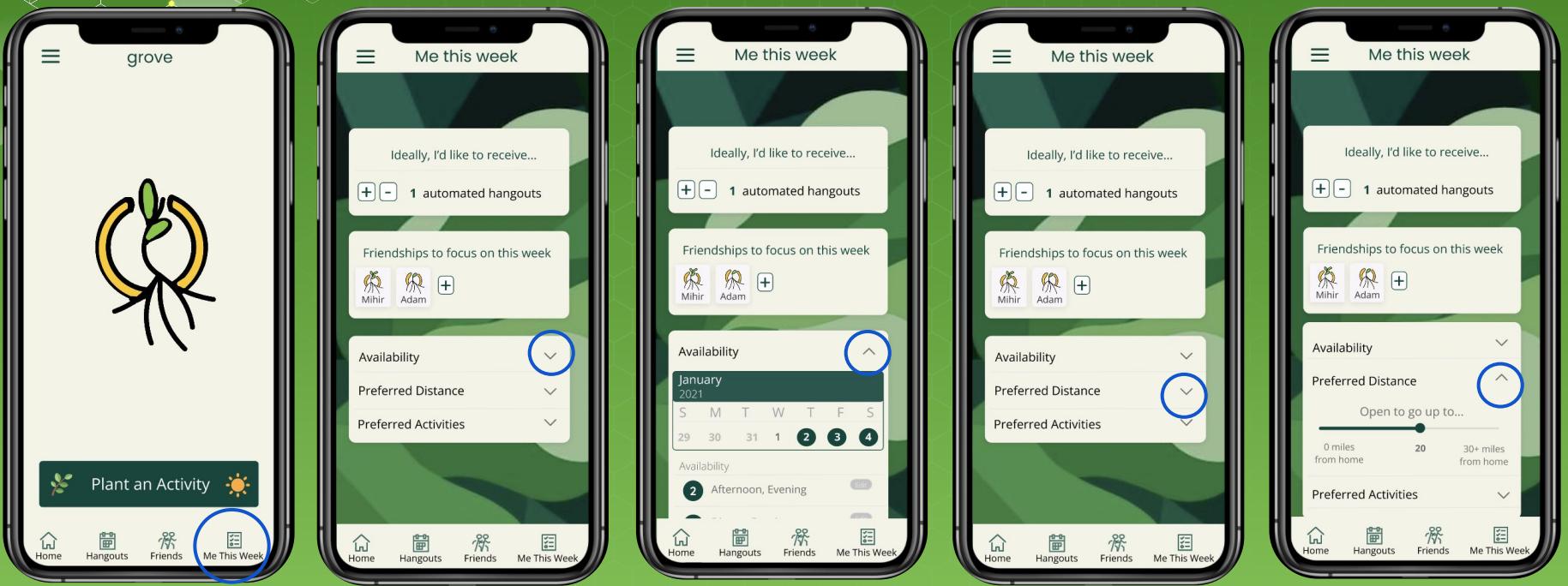
## New visuals

Worked to come up with a more creative layout that was less form-like; played on plant metaphor by making each step of the process of creating an activity a step in the process of planting a plant

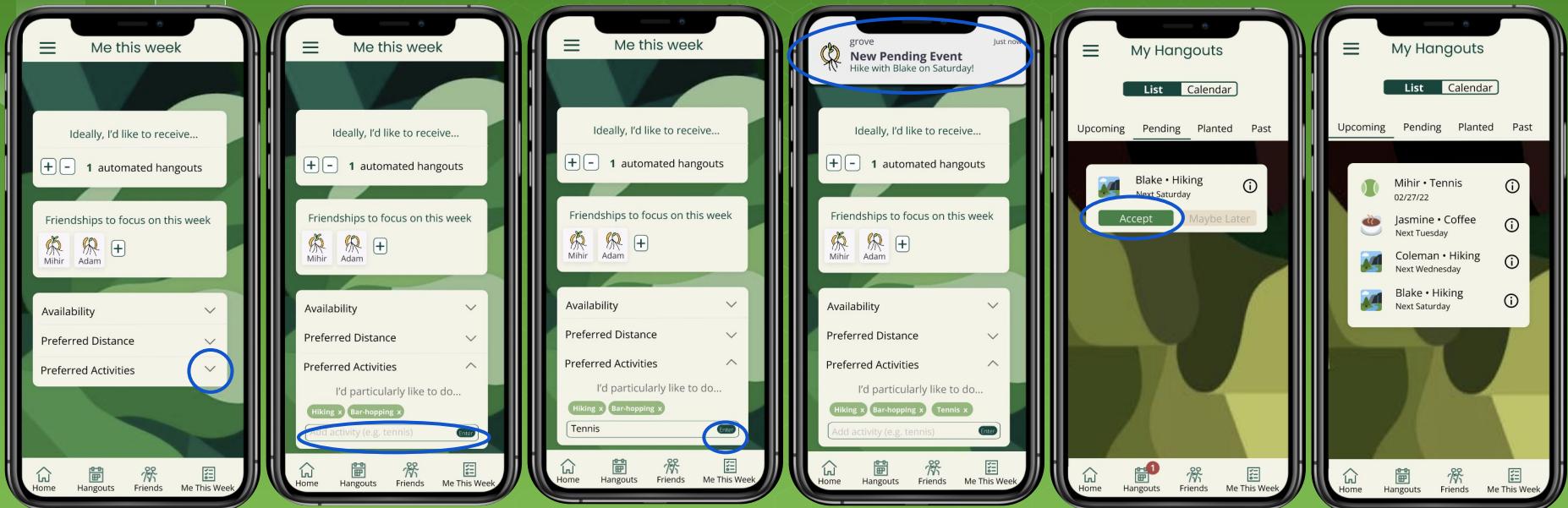
# Task #1: Set Preferences → Accept Hangout



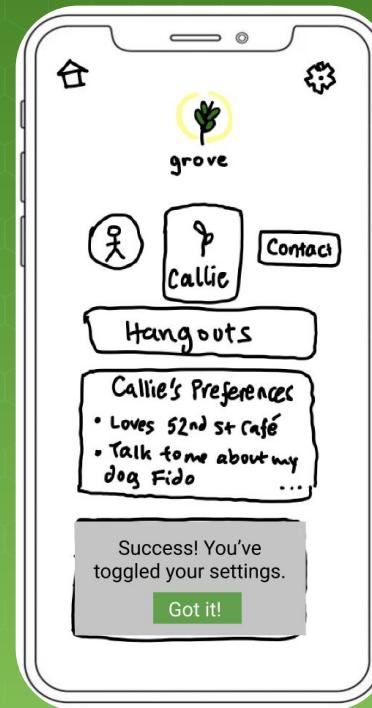
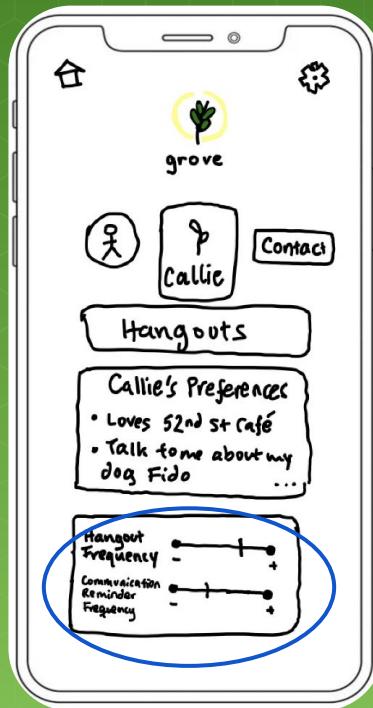
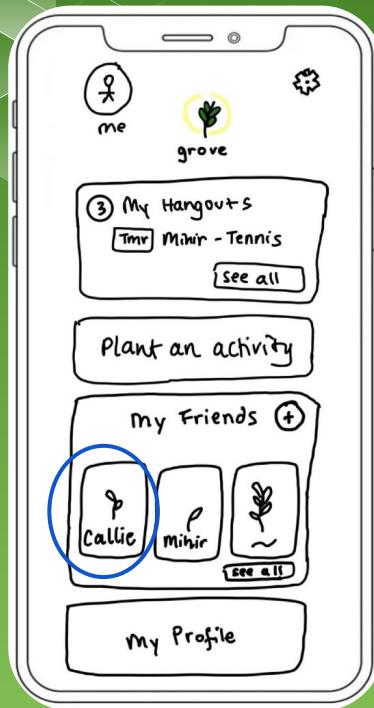
# Task #1: Set Preferences → Accept Hangout (1/2)



# Task #1: Set Preferences → Accept Hangout (2/2)



# Task #2: Set Hangout Preferences (Friend)



# Task #2: Set Hangout Preferences (Friend)



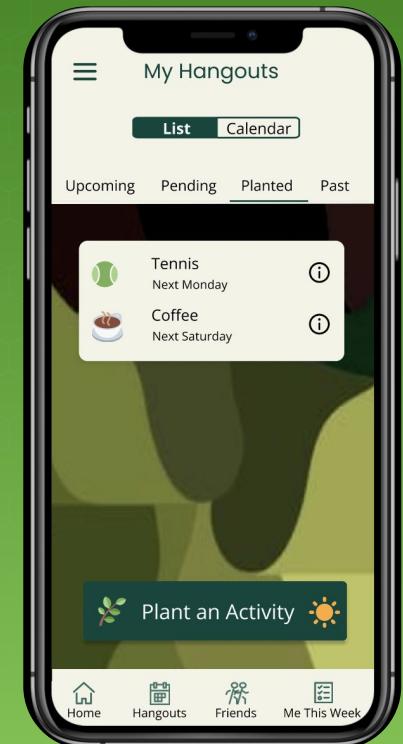
# Task #3: Plant an activity



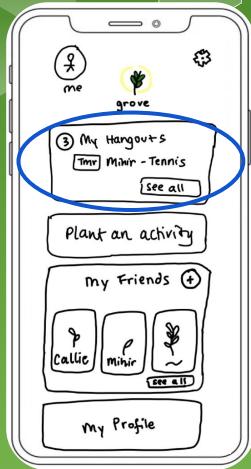
# Task #3: Plant an Activity (I/2)



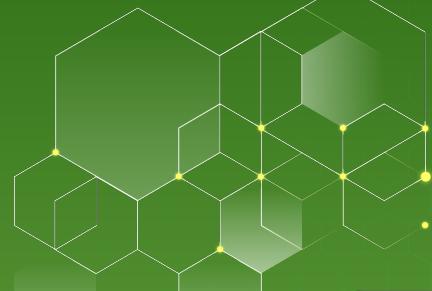
# Task #3: Plant an Activity (2/2)



# Task #4: Reflect on a Hangout



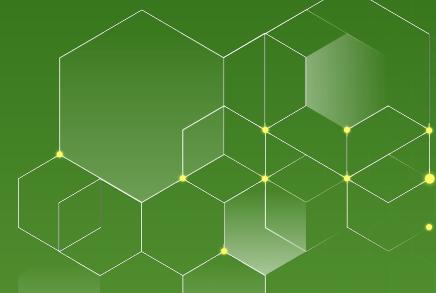
# Task #4: Reflect on a Hangout (I/2)



The image displays six screenshots of a mobile application interface, illustrating the steps to reflect on a hangout:

- Home Screen:** Shows a logo of two stylized leaves or branches. At the bottom, there are navigation icons: Home (house), Hangouts (calendar icon circled in blue), Friends (two people icon), and Me This Week (calendar icon).
- My Hangouts:** A list view showing past hangouts. One entry for "Callie • Coffee" on 01/15/22 has a "Reflect" button highlighted with a blue circle.
- Hangout with Callie:** Details for a hangout at "Coffee at 52nd St. Café" on 15th January 2022, 1pm. It includes an "Upload Photos" button (circled in blue) and a "Reflect" section with emoji options for location and activity.
- Upload a Memory:** A screen for adding photos. It features "Upload Photos" (circled in blue), "Browse Photos", and "Take a Photo".
- Upload a Memory:** A screen for adding photos. It shows two photo thumbnails, an "Add More Photos" button, an "Add Notes" button (circled in blue), and a "Save" button.
- Write a caption:** A screen for writing a caption. It shows a photo of two women at a cafe, a "Notes" section with "Add your caption here!" (circled in blue), and a "Save" button.

# Task #4: Reflect on a Hangout (2/2)



The image displays six screenshots of a mobile application interface, illustrating the process of reflecting on a hangout. The interface is designed to look like a smartphone screen.

**Screenshots 1-3:** These three screenshots show the initial stages of adding a caption. Each shows a photo of two women at a cafe and a text input field labeled "Notes".

- Screenshot 1:** The notes field contains the text: "Got a random stranger to take this pic LOL. Turned out so cute!" A blue oval highlights the "Save" button at the bottom.
- Screenshot 2:** The notes field is empty, and the placeholder text "Add your caption here!" is visible. A blue oval highlights the "Save" button at the bottom.
- Screenshot 3:** The notes field contains the text: "The latte art was unreal..." A blue oval highlights the "Save" button at the bottom.

**Screenshots 4-6:** These three screenshots show the final stages of the reflection process, including viewing the saved post and interacting with a reflection feature.

- Screenshot 4:** The post is shown with the caption: "Coffee at 52nd St. Café 15th January 2022, 1pm". Below it, a reflection section titled "Reflect" includes "Location" and "Activity" sections with emoji icons. One location emoji is highlighted with a blue circle.
- Screenshot 5:** The same post and reflection section are shown, but the location emoji is now highlighted with a blue circle.
- Screenshot 6:** The same post and reflection section are shown, but the activity emoji is now highlighted with a blue circle.

The bottom navigation bar for all screens includes icons for Home, Hangouts, Friends, and Me This Week.



# Design/Prototyping Tools: Figma

## PROS

- Real-time collaboration and editing
- Extensive static screen building capabilities
- Hierarchical formatting allows for easy grouping of components

## CONS

- Steep learning curve
- Difficult to model animated or more interactive user interactions like toggling and typing



# Design/Prototyping Tools: Canva



## PROS

Helpful for initial inspiration and color generation

## CONS

Difficult to translate from initial main color choices to finding an entire color suite that suits an app interface. i.e. Tool is not geared specifically towards artfully building user interfaces

# Limitations

- Not all buttons are clickable
- Limited functionality beyond core tasks
  - No adding friend features
  - No initial onboarding process and general settings updates
  - No individual profile
- Only allows interactions with fictional friends which are already added to the app
- Automated hangout feature is hard-coded
- Background image is low resolution
- No integration with camera roll or external social media



Assumes photo integration

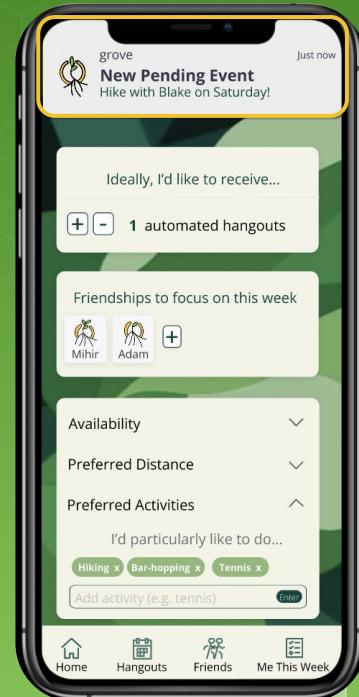
Not all buttons link to other pages, e.g. the 'calendar' view on hangouts



# Wizard of Oz

- Automated hangouts
  - Prototype automatically generates one hangout with you and a fictional friend Blake
  - No customization or implementation of a stable matching algorithm
  - Implementation is beyond the technical scope of a medium-fi prototype and will require the building out of a database first
- Photo album integration
  - iOS and Android have different integrations, file types and upload systems, so we have left this out for now

Hard-coded generation of hangouts



## Hard coded items

- All information about friends and activities on the app are currently hard-coded
- Photo uploads are also hard-coded
- Fill in of forms happens automatically (i.e. no custom input of information)
- Automatic generation of activity is hard-coded

We chose to hard code these components because this still allows for click through of all core tasks of the app, without needing to integrate a database or typable form features at this stage in the design process.



Example of hard-coded fill-in of form buttons. When you click on the component it leads to the next filled-in screen.

# Figma Medium-fi Prototype

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[Link to Medium-fi Prototype](#)

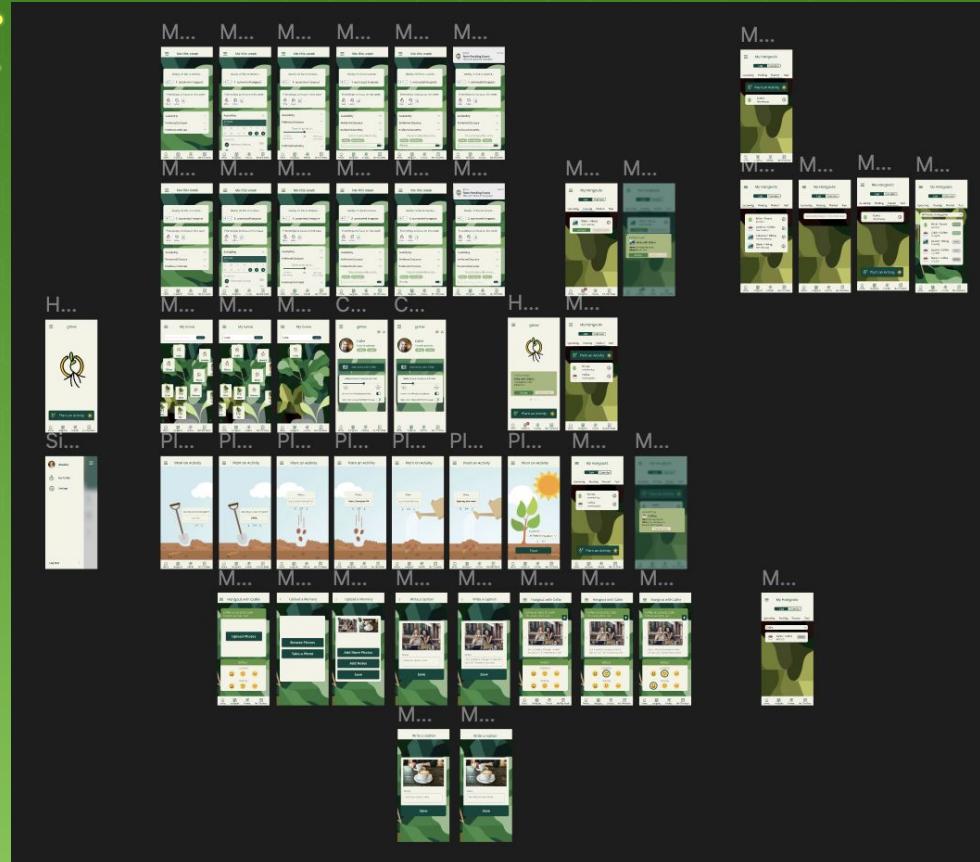
# APPENDIX

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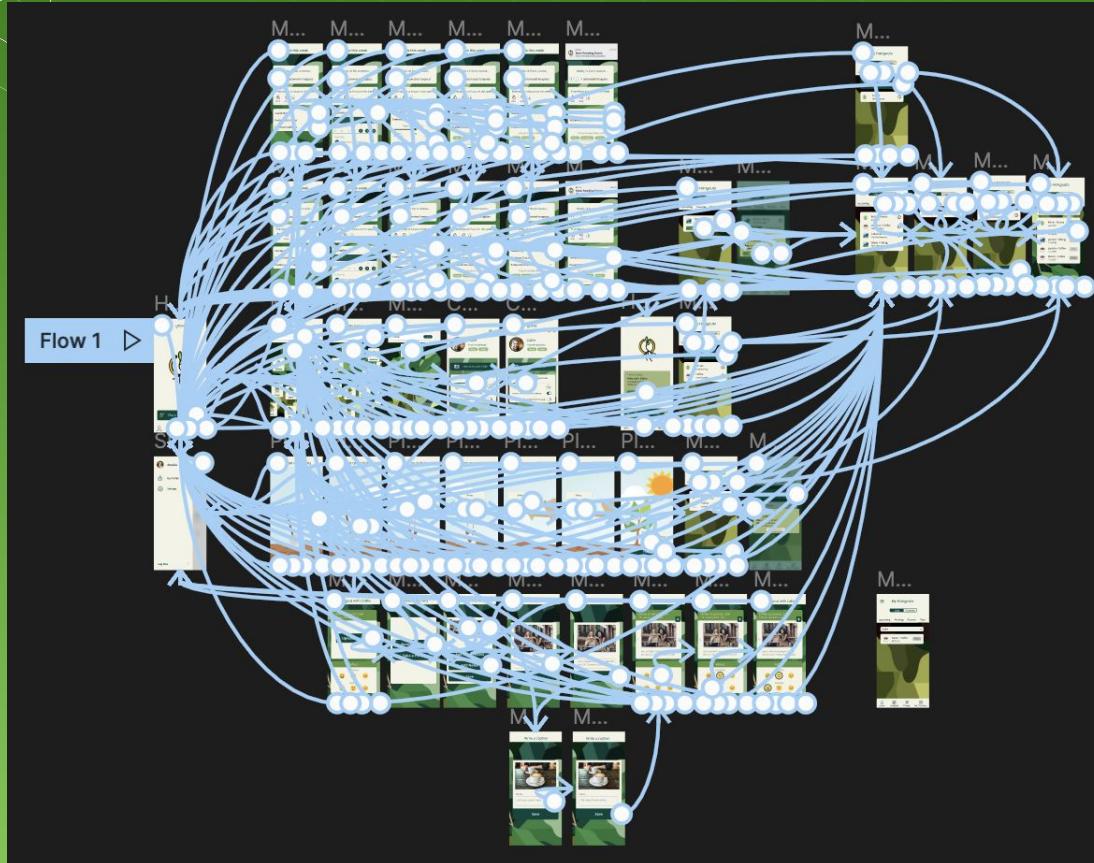
Additional prototyping screenshots  
including additional features that are  
not a part of core tasks



# Full Medium-fi Prototype (not wired)

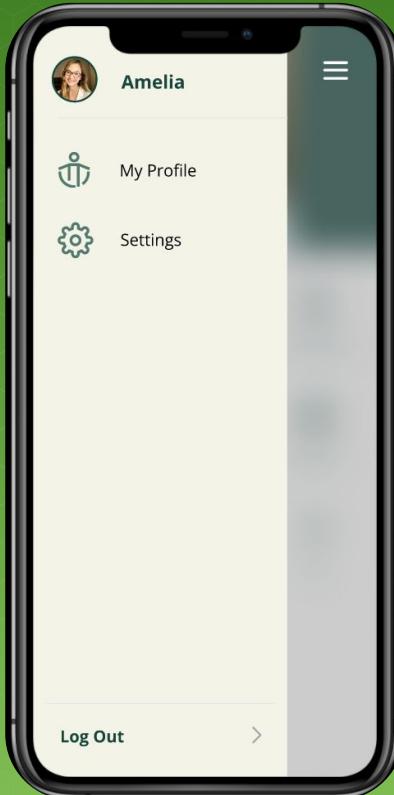


# Full Medium-fi Prototype (wired)



# Static Settings

New static settings is easily accessible from the home screen but distinctly different from dynamic preferences—those updated weekly in new “Me this week” page



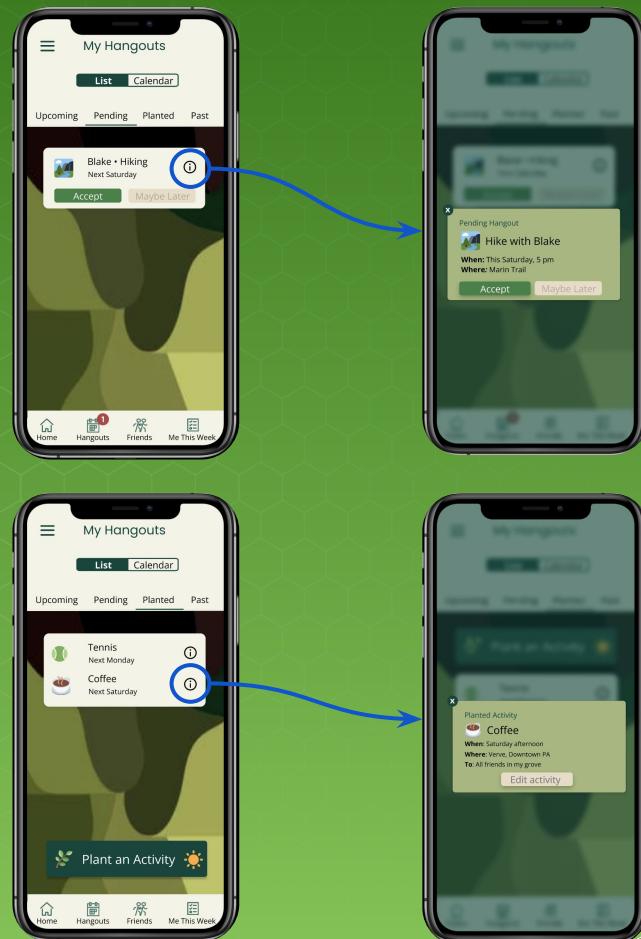
## Past Hangouts Filter

Planning to implement ability to filter through past hangouts by friends, useful for wanting to see memories from hangouts with a particular friend (alternative to going through friend page to see past memories). Filtered UI depicted to the right



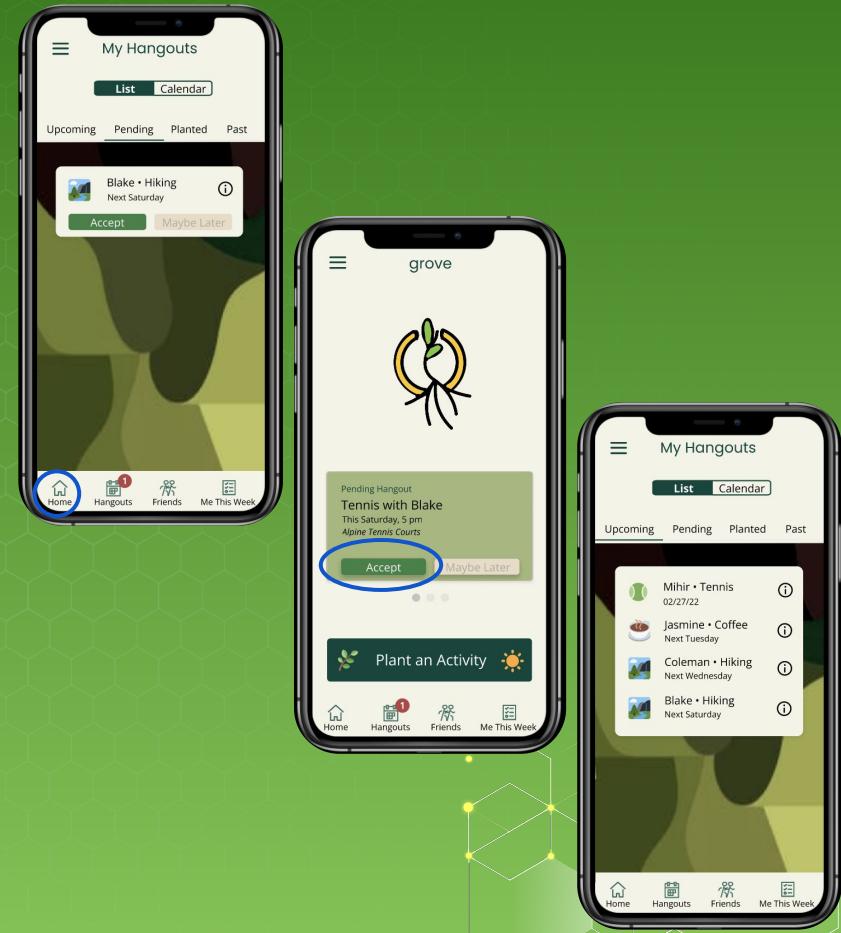
# Activity Information

Additional information on hangouts accessible for Hiking with Blake and Planted Coffee Activity. Planning to implement this feature across listed hangouts in My Hangouts in future iterations



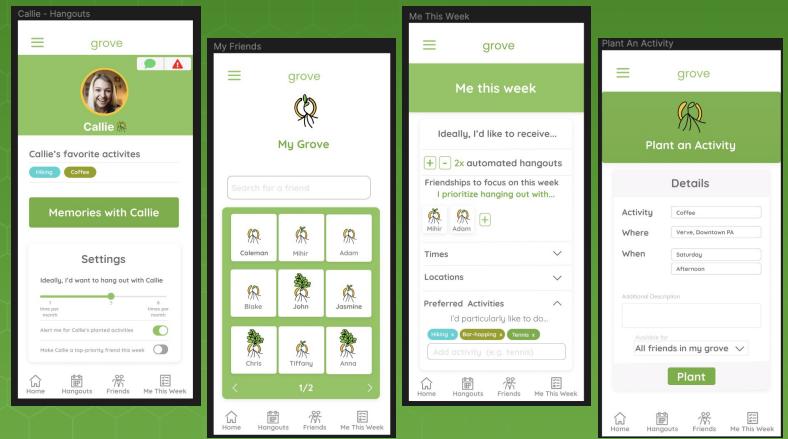
## Alt Path: Accept a Hangout

When there is a pending activity, you can accept it from the home screen as an alternative to accepting it from the hangouts page. This is an important user tasks (accepting pending activities), which is why it is displayed on the home screen



# Medium-fi Previous Iteration Snapshot

## EXAMPLE SCREENS



We initially made a version of our medium-fi prototype that was more like our low-fi prototype in terms of layout and visual design. After completion, we felt that the visual aesthetic was dated and boring. Following this observation and receiving feedback from studio and lecture breakout rooms, we decided to pivot to a design that had a more modern aesthetic and incorporated more creative visuals and layouts.