

Grove

Low-fi Prototype and Testing

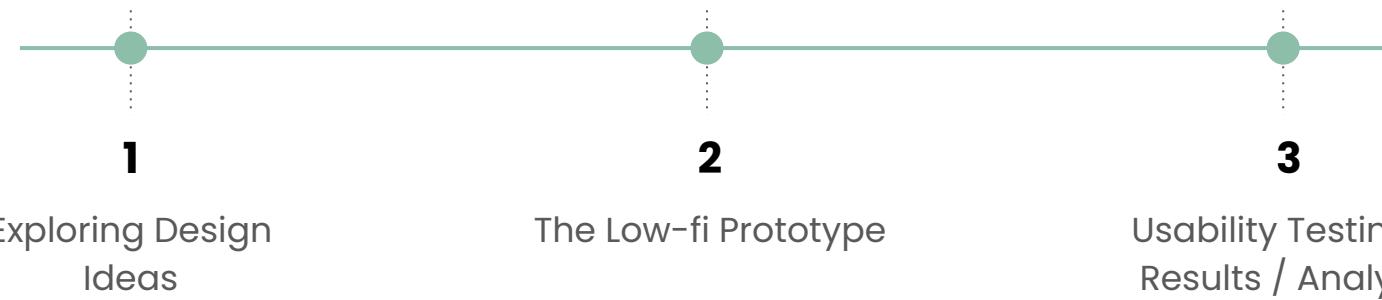
Mission Statement

Our mission is to give post-grads the tools to turn new connections into deeper friendships as they navigate their post-college communities.

Value Proposition

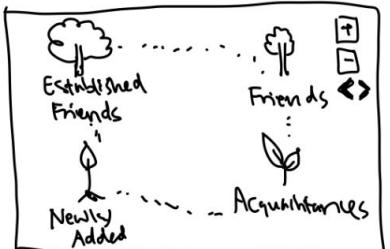
Cultivate your post-grad community.

Overview

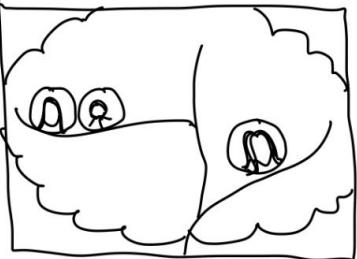


1. Exploring Design Ideas

VR



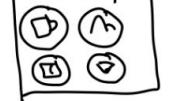
Virtual Grove



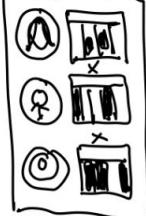
Welcome to Grove

How Well Do You Know ... ?

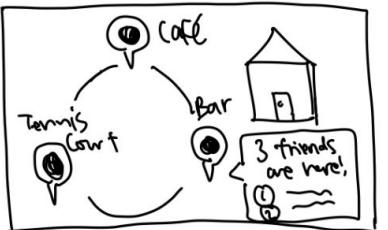
What's Anna's favorite activity?



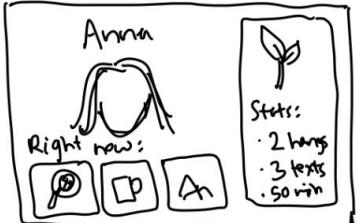
Schedule Hunter



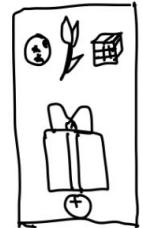
Games



Location map



Visualize friendship

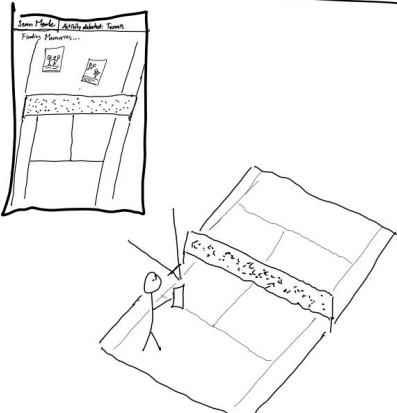
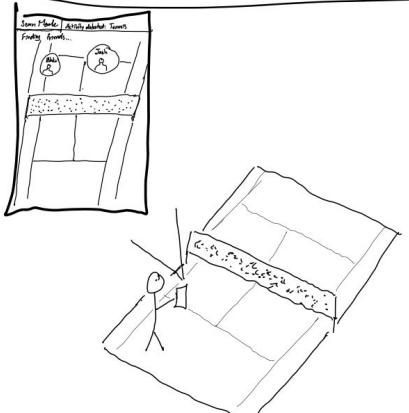


Make a gift

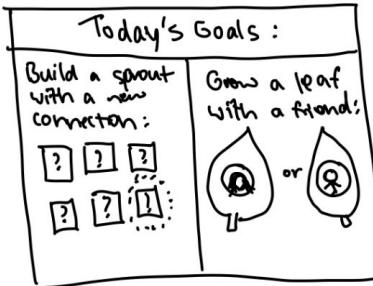
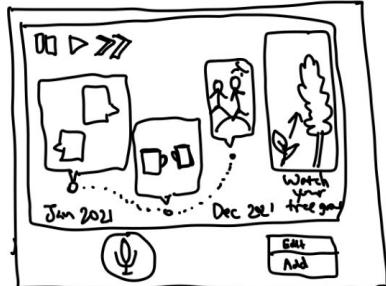
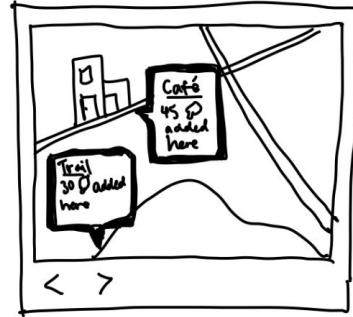
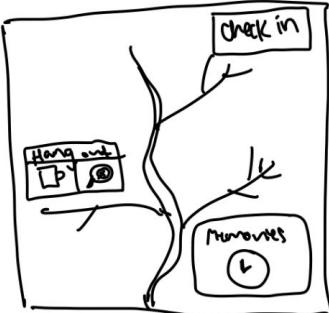
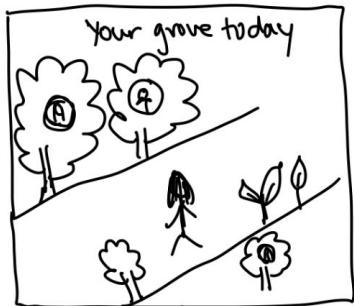


Guess the memory

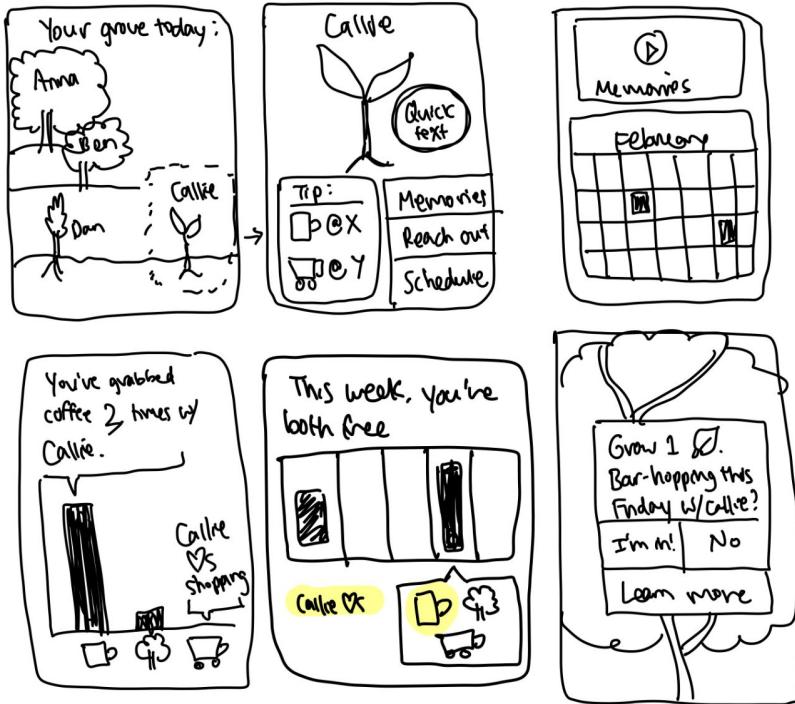
AR



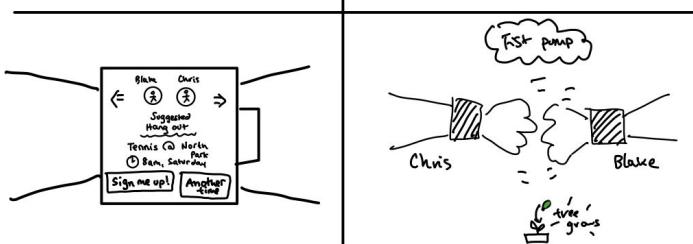
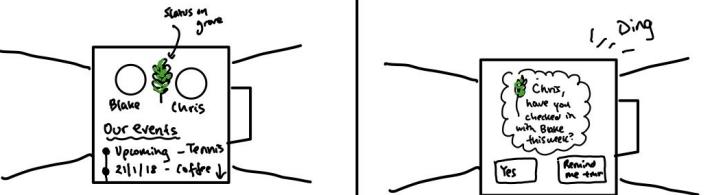
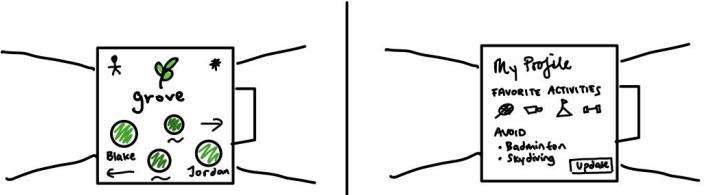
Native Tablet App



Native Mobile App



Wearable (Watch)



Interface Selection

Native
Mobile
App

AR

Wearable

Native
Tablet
App

VR

Interface Selection

**Native
Mobile
App**

AR

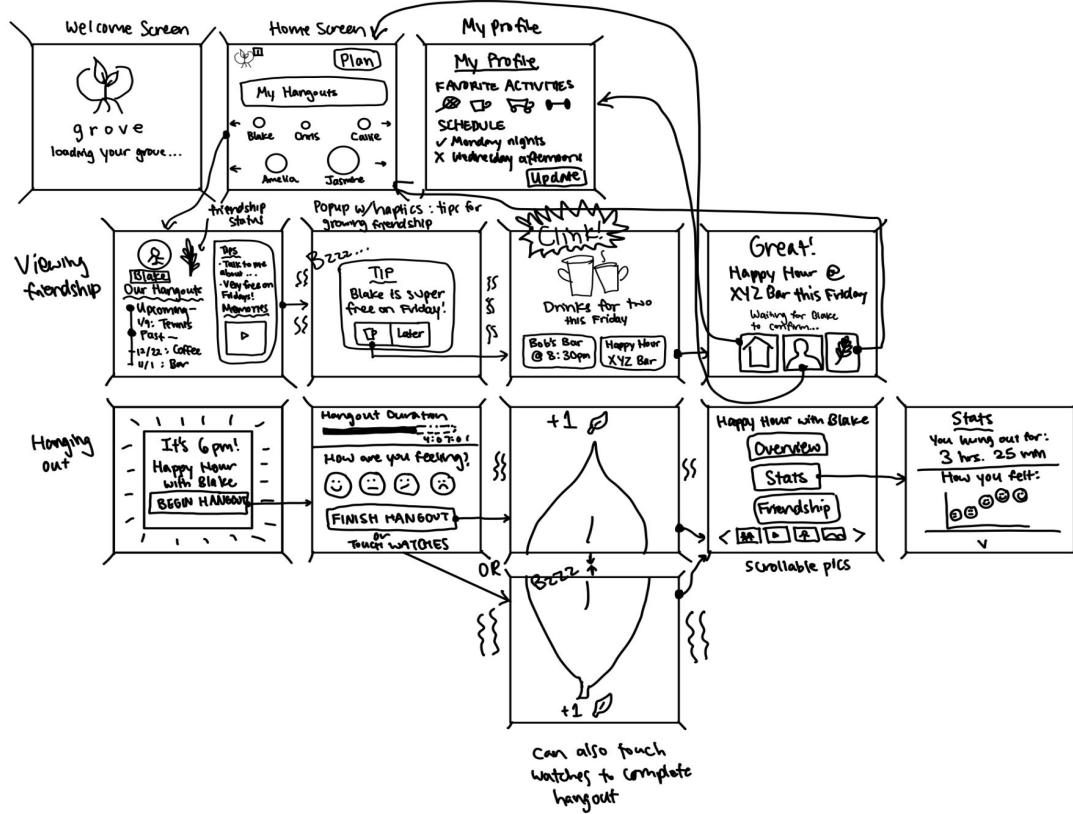
Wearable

Native
Tablet
App

VR



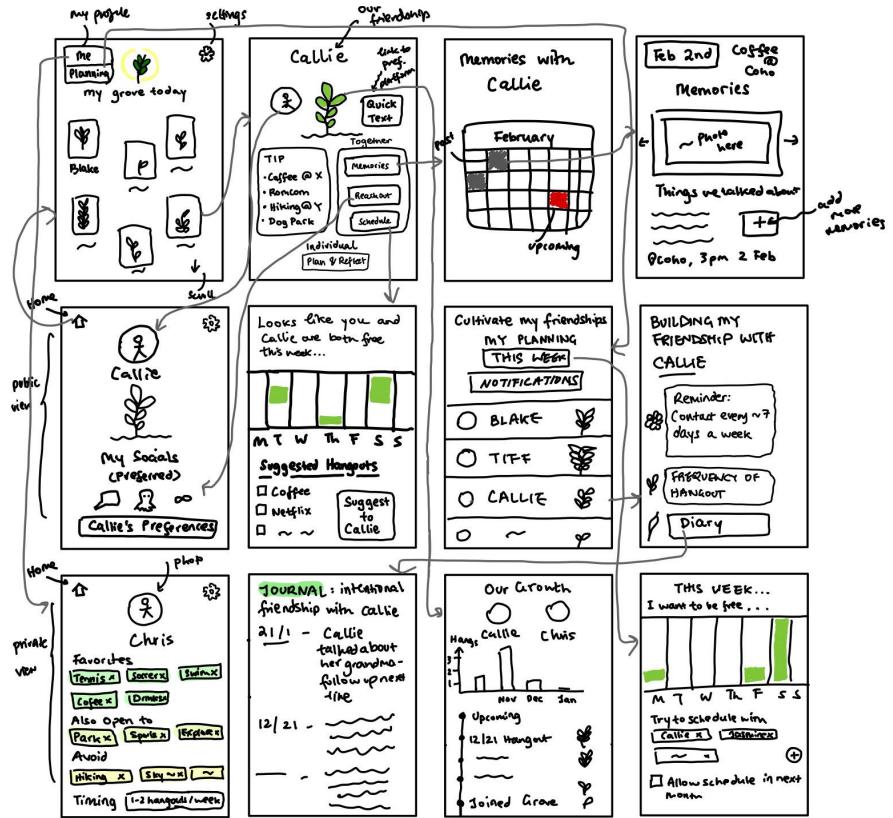
Storyboard 1 - Wearable



Wearable

Pros	Cons
<ul style="list-style-type: none">• Easier to document moments throughout a hangout• Perpetual access to real-time information• Straightforward user interface• Hands-free and more portable	<ul style="list-style-type: none">• Short battery life and hassle to remove wearable to charge it• Less space to display visual and textual information on screen• Typically requires both wearable and mobile app together for complete functionality

Storyboard 2 - Native Mobile App



Native Mobile App

Pros	Cons
<ul style="list-style-type: none">• Highly visual interface• Can combine audio, visual, and haptic interactions for higher engagement• Commonly used around the world, so easier integration into people's daily lives• Allows for a wide range of tasks	<ul style="list-style-type: none">• Hard to design for different operating systems• More levels of functionality may make it less user-friendly and harder to update

Selected Interface



**Native
Mobile App**



**Wearable
(Watch)**



Selected Interface



**Native
Mobile App**

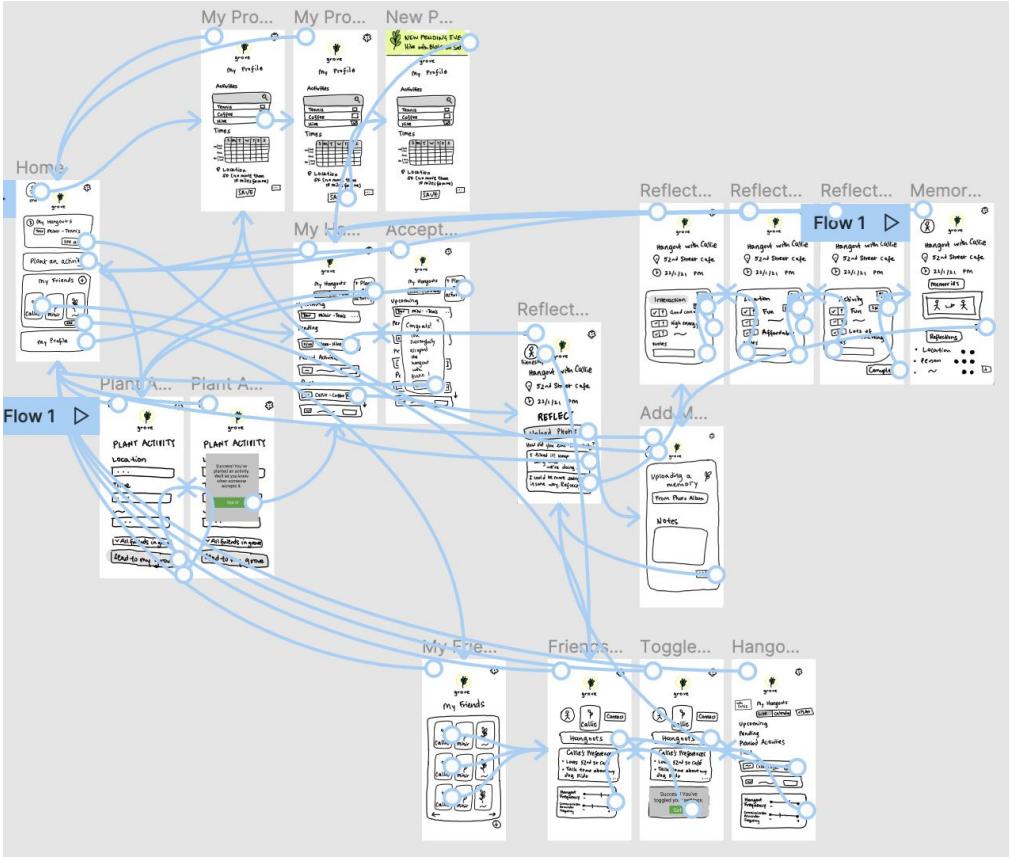


**Wearable
(Watch)**



2. The Low-Fi Prototype

Low-Fi Prototype



Tasks



SIMPLE

Set your activity and time preferences, and then accept a hangout that aligns with those preferences



MEDIUM

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



MEDIUM

Follow up with an intentional cadence of future communication and hangouts



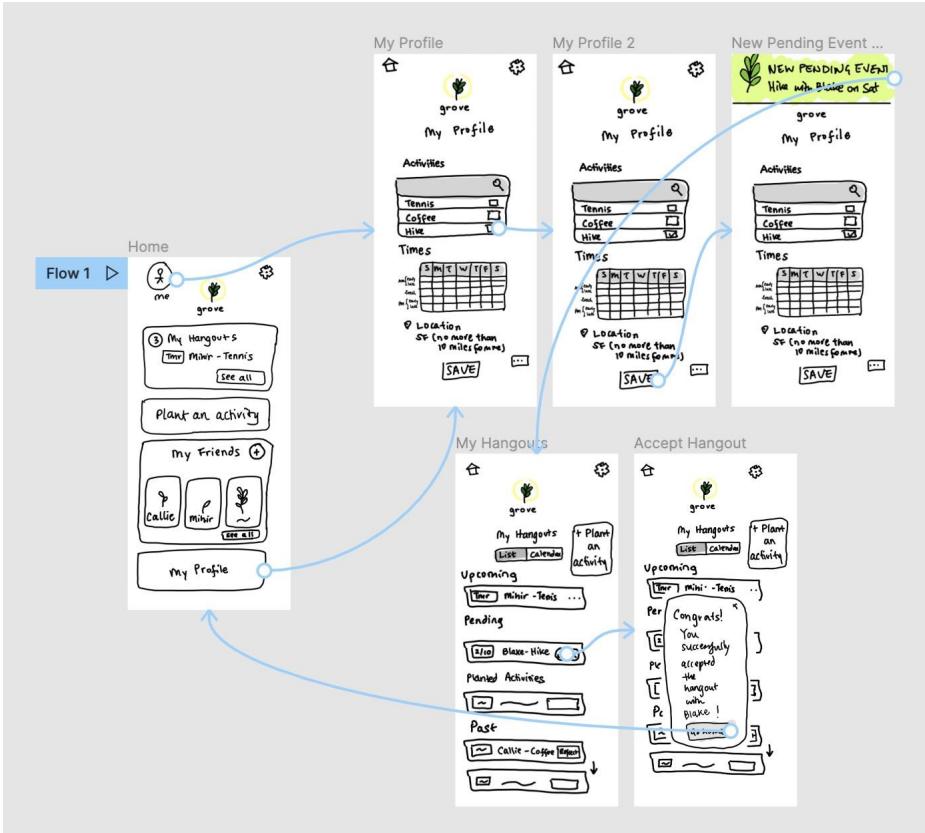
COMPLEX

Reflect and report on the successfulness of a hangout across various aspects – activity, location, person

Simple Task

Set your activity and time preferences, and then accept a hangout that aligns with those preferences

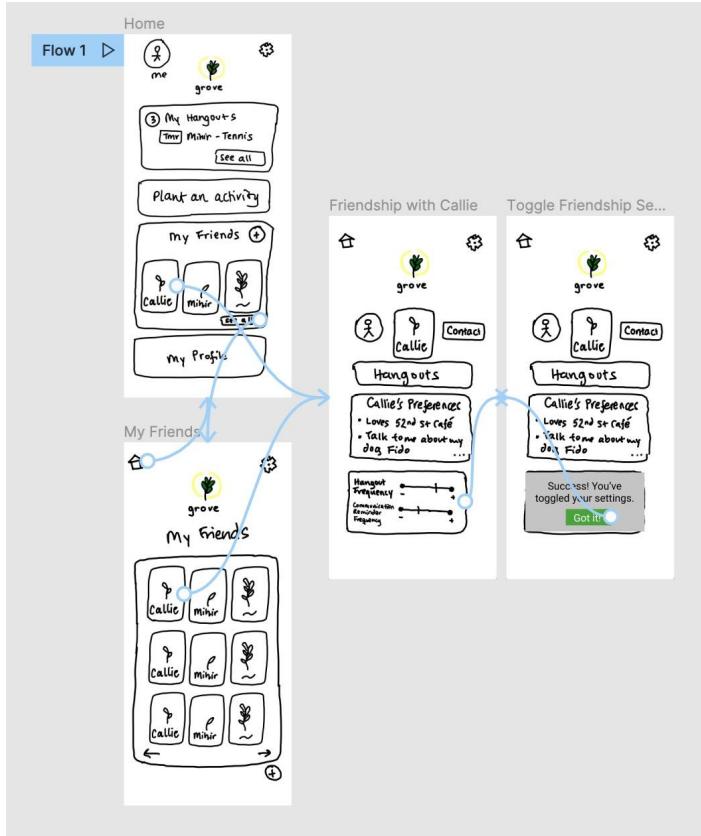
Simple Task - Accept a hangout



Medium Task

Plan an intentional cadence of future communication and hangouts with individuals in your grove

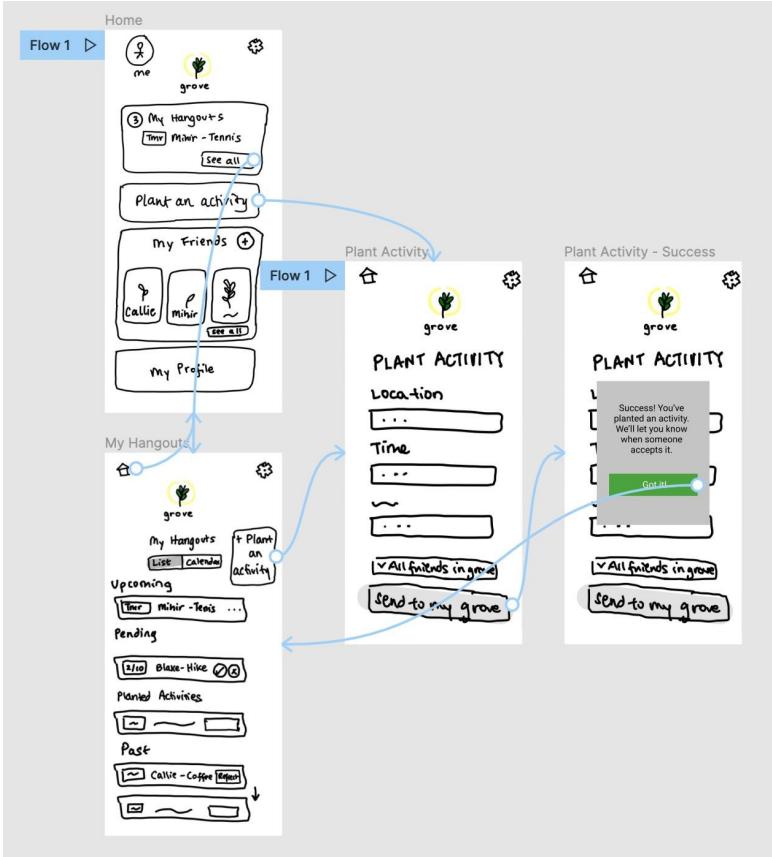
Medium Task – Plan communication



Medium Task

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

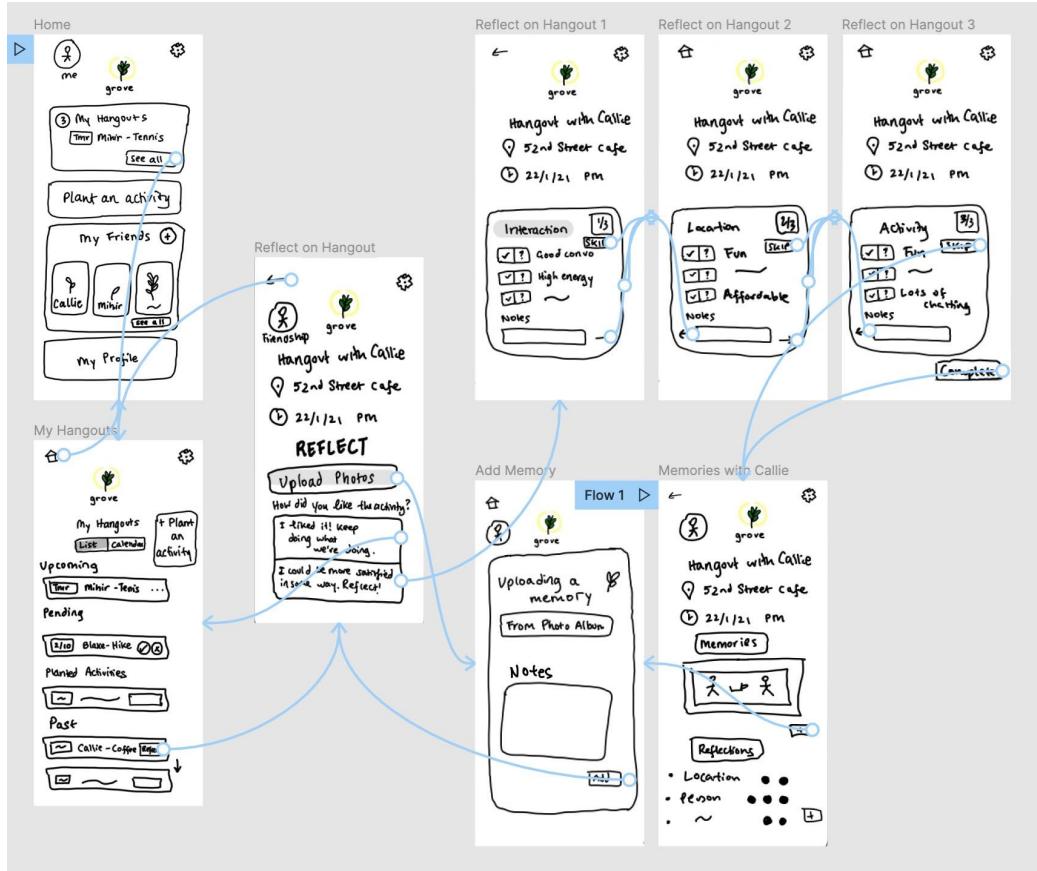
Medium Task – Plant an activity



Complex Task

Reflect and report on the
successfulness of a hangout
across various aspects –
activity, location, person

Complex Task - Post-hangout reflection



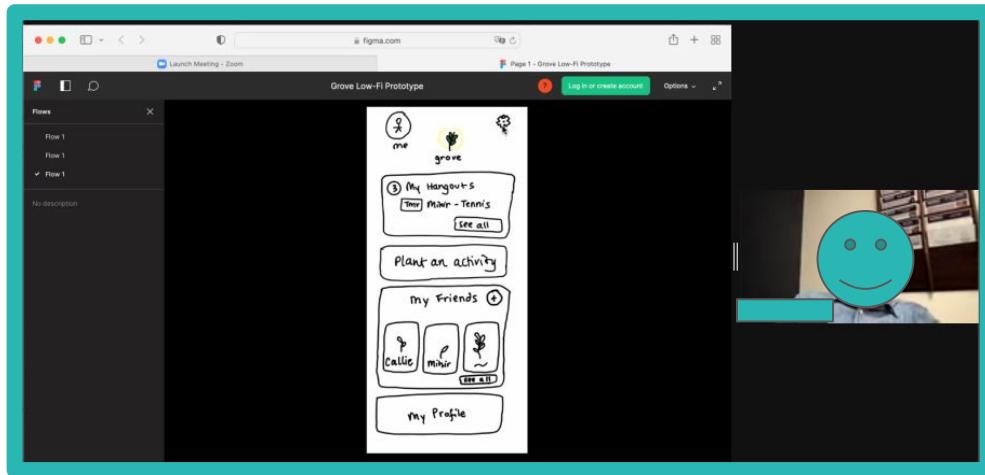
3. Usability Testing

Experimental Method

Zoom with
screen-share

Used Figma with
click-through

No compensation





Participants



01

Julia

Stanford coterminal master's student, searching for jobs outside of CS in academia

02

Mei

USC Senior from Kansas, first-gen American, interested in design

03

Gabe

University of Utah upperclassman studying CS

04

Ben

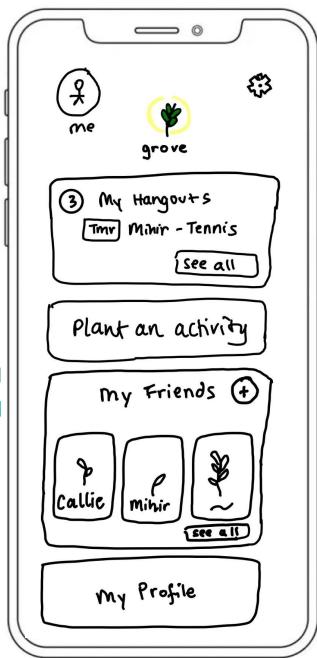
BYU Senior, moving to NY after graduating working in consulting



Methods

Moderate. Can you update your settings for how often you want to hangout with Callie?

Complex. You just completed a hangout with Callie! Reflect and report on the successfullness of that hangout

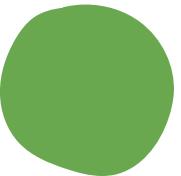


Moderate. Post a hangout in the app so that Grove can find a person to do it with you.

Simple. Can you set your activity preference (say you like hiking) and then accept an activity that aligns with those preferences?

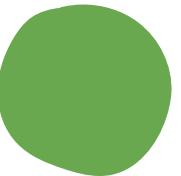
4. Results / Analysis

Usability Goals & Measurements



Task completion

All participants were able to complete all tasks with little to limited redirection



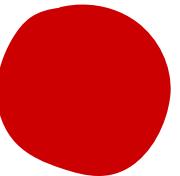
Speed

All users were able to complete each task in under the specified maximum amount of time



Verbal / Physical Signs

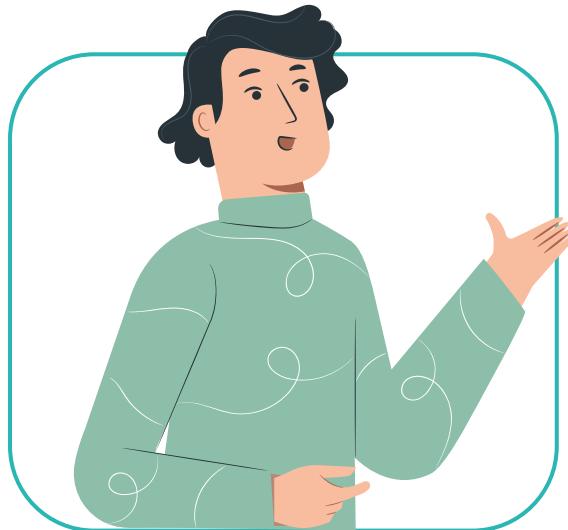
Limited expressions of frustration except for in completing our complex reflection task



Unexpected Actions

Incorrect or unexpected clicking on parts of the screen that didn't relate to task or in task order

Results - Concept Understanding



"This is so cute! So, my grove is kind of like a plant nursery of friends."

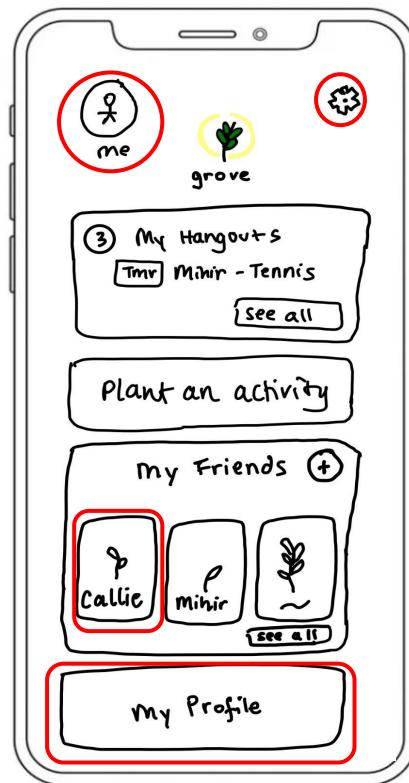
Results – Plant an activity



Concept of “planting an activity” (posting an activity) that you want to do on the app so Grove pairs you with someone to do it with was intuitive



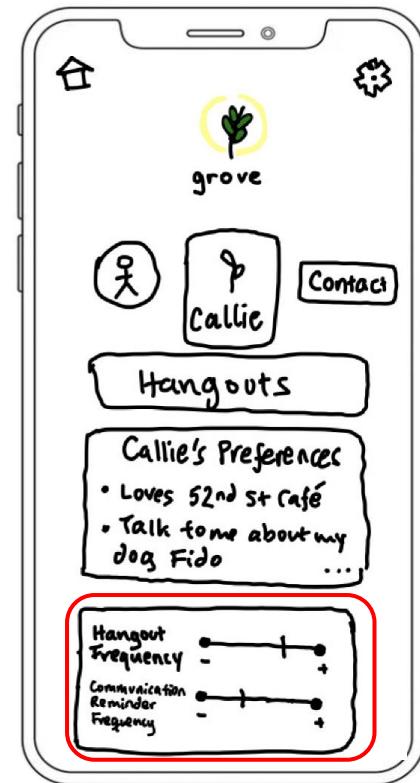
Results - Homescreen



To update settings with Callie, tried going through personal 'Settings' instead of 'Callie'

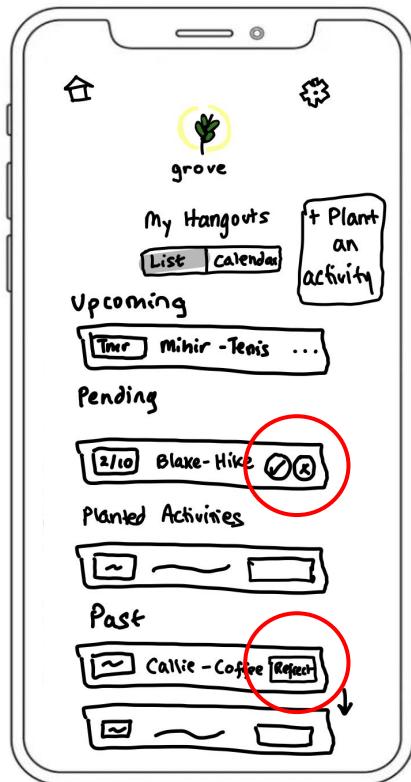
Wasn't sure where to "update activity settings"—'My Profile' vs. 'Settings' Vs. 'Plant an activity'

Results – Friend screen



What is “frequency of communication”? Wasn’t sure what that had to do with deepening a friendship

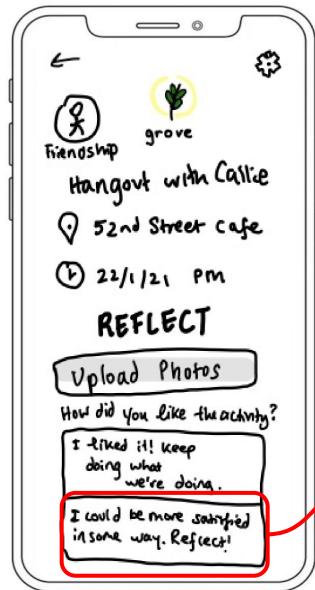
Results - Hangouts screen



Hard to see when to-do items appear like accepting hangout.

"Does that say "report"? Oh it's meant to be "reflect". That's a bit hard to find."

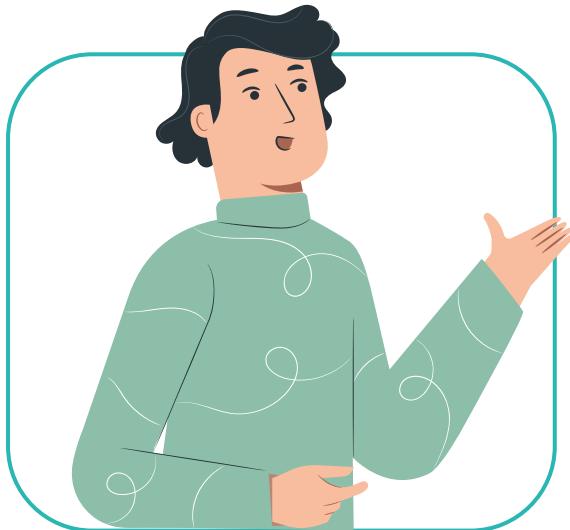
Results - Hangout reflection (1/3)



Confusion of how to go back and forth between various screens

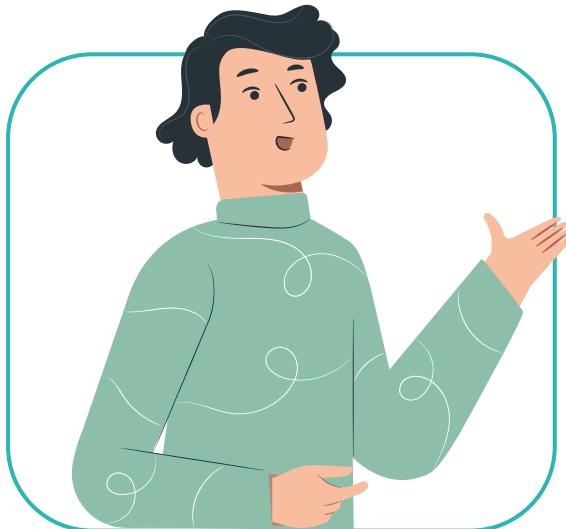
Unsure why there were so many things to reflect on if you didn't like the hangout

Results – Hangout reflection (2/3)



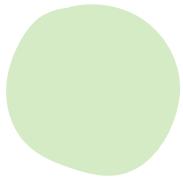
"Is this reflection anonymous? I don't want my friend to see this."

Results – Hangout reflection (3/3)

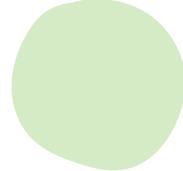


"I worry that pushing users to over-analyze their friendship might actually put too much pressure on it. It could even be a little harmful."

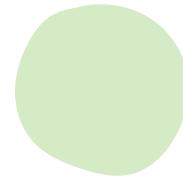
Explicit Wants and Suggestions



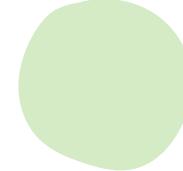
Don't give an option to judge a friend



Use binarized reflection for improving future hangouts only

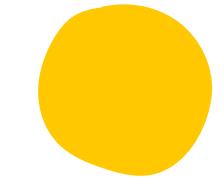


Use bright colors and even more white space



Allow mutual friends to join 'planted activities'

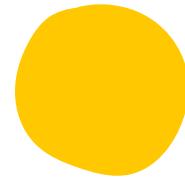
Key Surprising Learnings



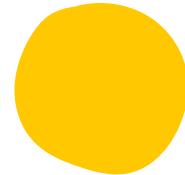
Reflections
should be very
low stakes to
deepen
friendship



Anonymity needs
to be clearly
visible



Hard to
distinguish static
and active
settings



Action items
need to be
extremely
obvious

Potential UI Changes



Rethink "Reflection" Functionality

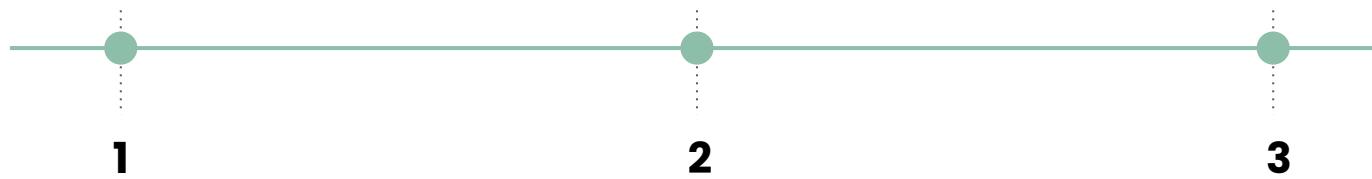
- **Remove** evaluation of friend
- **Replace** binary reflection with spectrum for other categories
- **State** privacy status explicitly

Improve Clarity

- **Refactor** division of settings
- **Enlarge** buttons for important tasks like accepting pending hangout or reflecting on hangout
- **Improve** description of "frequency of communication"



Next Steps



Re-design some key features such as "Reflect" functionality

Update our low-fi designs based on UI feedback

Build a medium-fi prototype with visual design choices