

# Tell Me More

Medium-fi prototyping

Paige Olson Chloe Pae Gabe Iluma

# Team



**Gabriel Iluma**

Abuja, Nigeria

Product Design & Computer Science

Class of 2024



**Paige Olson**

San Diego

Symbolic Systems

Class of 2024



**Chloe Pae**

New York City

Symbolic Systems

Class of 2024

# Road Map

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# 1. Introduction

# Tell Me More

**Value Prop: Connect vulnerably and consistently**

# Problem

Friends want to stay in touch and understand what is going on in each other's lives, but often **struggle to have meaningful conversations** or express vulnerabilities that could elicit support.

# Solution

**Tell Me More** allows groups of friends seeking more **meaningful connection** to answer a daily prompt aiming to **encouraging vulnerability**, then broadcasts each friend's answer to the whole group, providing an **easy outlet to express emotions or worries**.

## 2. Values in Design

# Design Values

## Connection

We want friends to feel like they *really* understand what is going on in each other's lives and to reach out with love & support

## Vulnerability

We aim to encourage people to step out of their comfort zones and share emotions with friends

## Reflection

We remind users to reflect on their relationships and the support that they give their friends

## Community

Not only will we encourage individuals to check in on friends, but we hope users feel a strong sense of community within their groups

## Privacy

Any post that a user makes on Tell Me More will be viewed by their group only. We will not use user data without permission.



# Reflecting Values in TMM

## Connection

Our suggested prompts attempt to elicit deeper conversations and vulnerability from our users

## Vulnerability

We use relaxing and soothing colors like light blue to evoke feelings of comfort and calmness, with the goal of eliciting vulnerability.

## Reflection

Prompts allow users to reflect on their own emotions. We have also dedicated a separate page to reflect on actionable steps to support one's friends.

## Community

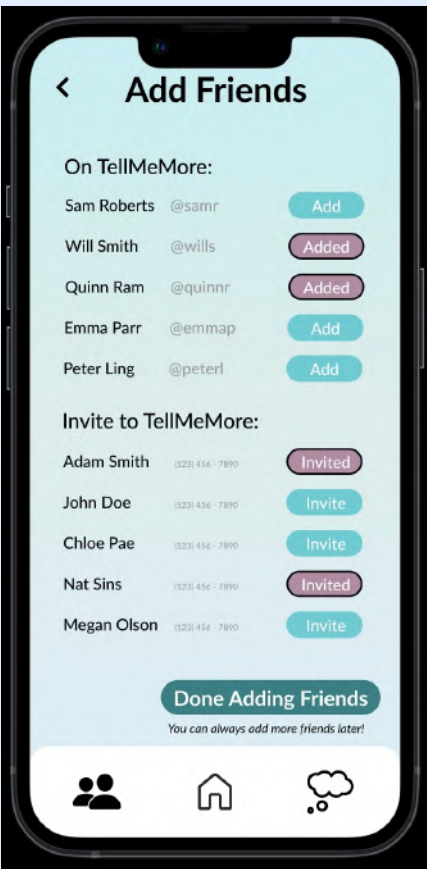
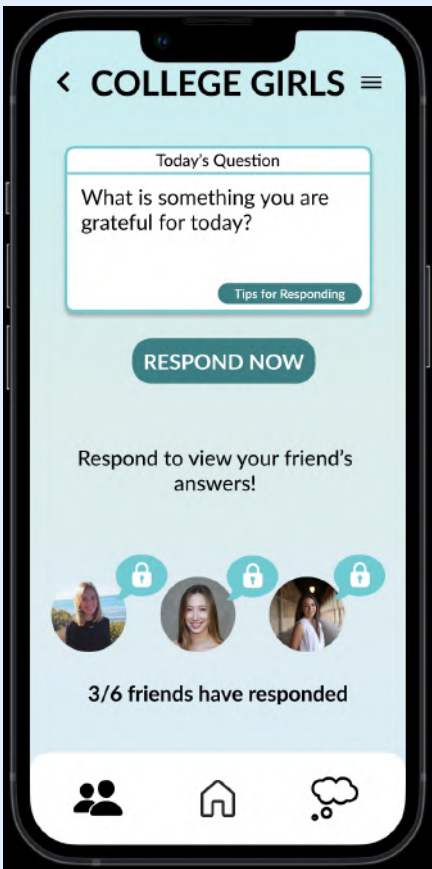
Friends can customize their groups to create unique communities on TMM. For example, users can set a cadence for questions, friendship goals, and upload group photos.

## Privacy

Friend's responses will be locked until a user shares a reflection of their own. User's responses will also disappear after 24 hours.

# Reflecting Values in TMM

Here are some screenshots from our Med-Fi prototype to exemplify how we seek to implement our values.



Vulnerability

Relaxing colors to evoke calmness

Privacy

Locked questions until user has  
reresponded

Community

Add friends and set unique Friendship  
Goals and Cadences

# Value Tensions

## Vulnerability vs. Privacy

We want our users to be able to initiate meaningful conversations on our platform, and be truly vulnerable. Our prompts are geared towards encouraging emotional responses. However, users may feel weary about sharing personal thoughts or moments if they fear exposure by their friends or the platform itself.

## Community vs. Reflection

We want TMM users to connect with their friends, but also utilize the platform as an opportunity to reflect on their own emotions and how successful they are at showing up for their friends. There is clearly a tension here between how users should utilize and spend time on TMM, but we believe that self reflection can positively impact community and relationships and do not want to sacrifice either feature.

## 2. Tasks

# Tasks

## Simple

Answer a prompt in order to see your friend group's responses

## Moderate

Suggest a question for the group to answer

## Complex

Build a group of friends to encourage sharing vulnerable thoughts

*Note: No changes were made to the tasks from Assignment 5*

# 4. Usability Goals

# Usability Goals + Key Metrics

## Usability Goals

- Efficiency: filling out questions and interacting with others is simple, encouraging users to return
- Pleasing – high enjoyability and benefit in using Tell Me More

## Key Metrics

- Number of errors
- Time spent per task
- Severity of errors
- User rating & qualitative data



# TMM's Progress on Goals

## Efficiency

- Our LowFi efficiency results were extremely positive
- We hope that all our tasks can be accomplished in a 'reasonable' time frame
- There are multiple ways to accomplish each task, accommodating a diverse range of users and promoting user autonomy
- Our home screen now features 'Quick Action' buttons for our most common tasks

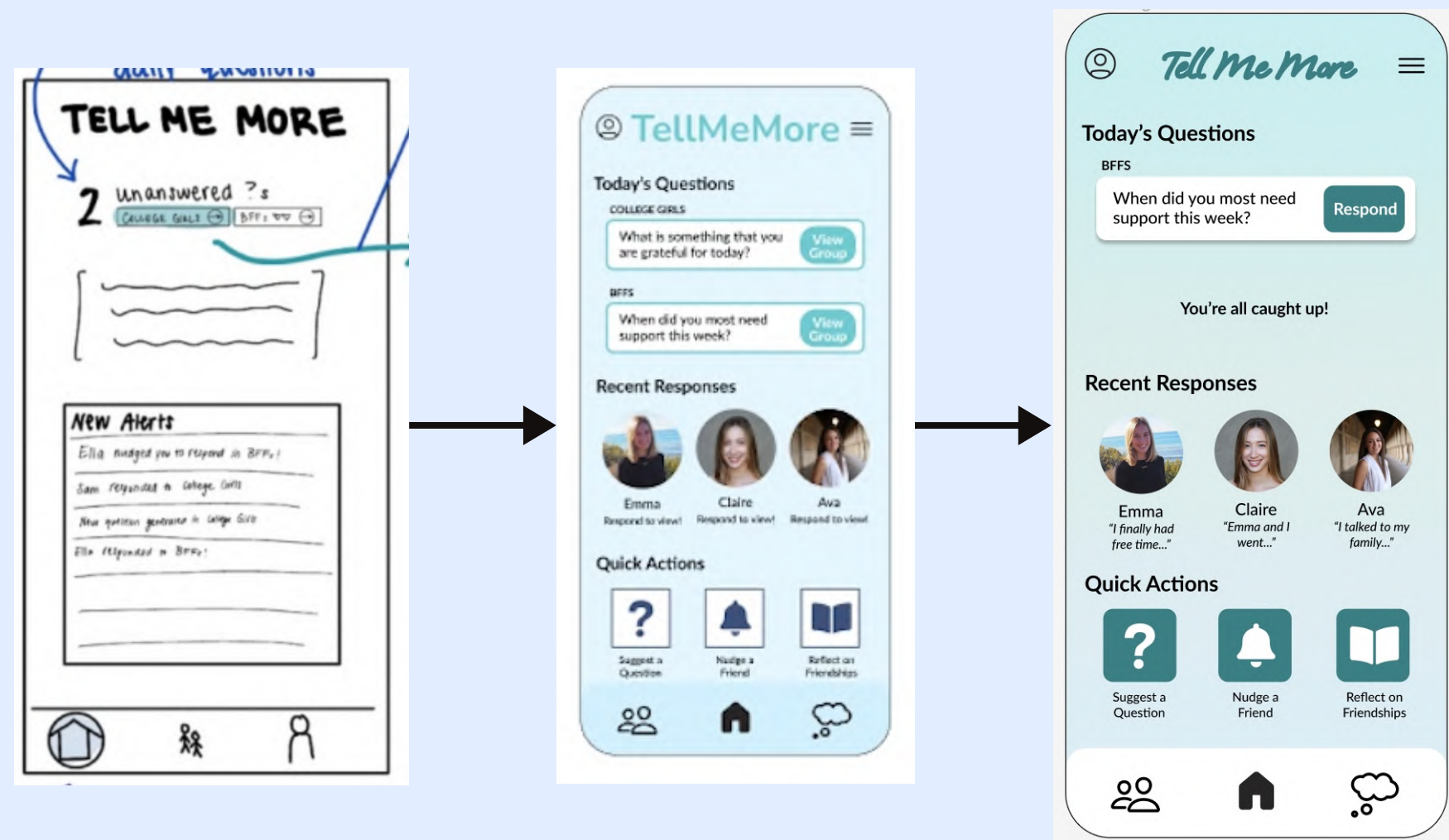
## Pleasing

- Our LowFi pleasing results were very positive, but users did not fully understand the purpose of our app
- We made TMM more aesthetically pleasing from a visual perspective, which we believe will promote enjoyability
- Users can easily interact with multiple friend groups one on platform through our Groups page, allowing them to consolidate efforts to check in on their friends



# 5. Revised Interface Sketches

# Big Change #1: Revised Home Screen



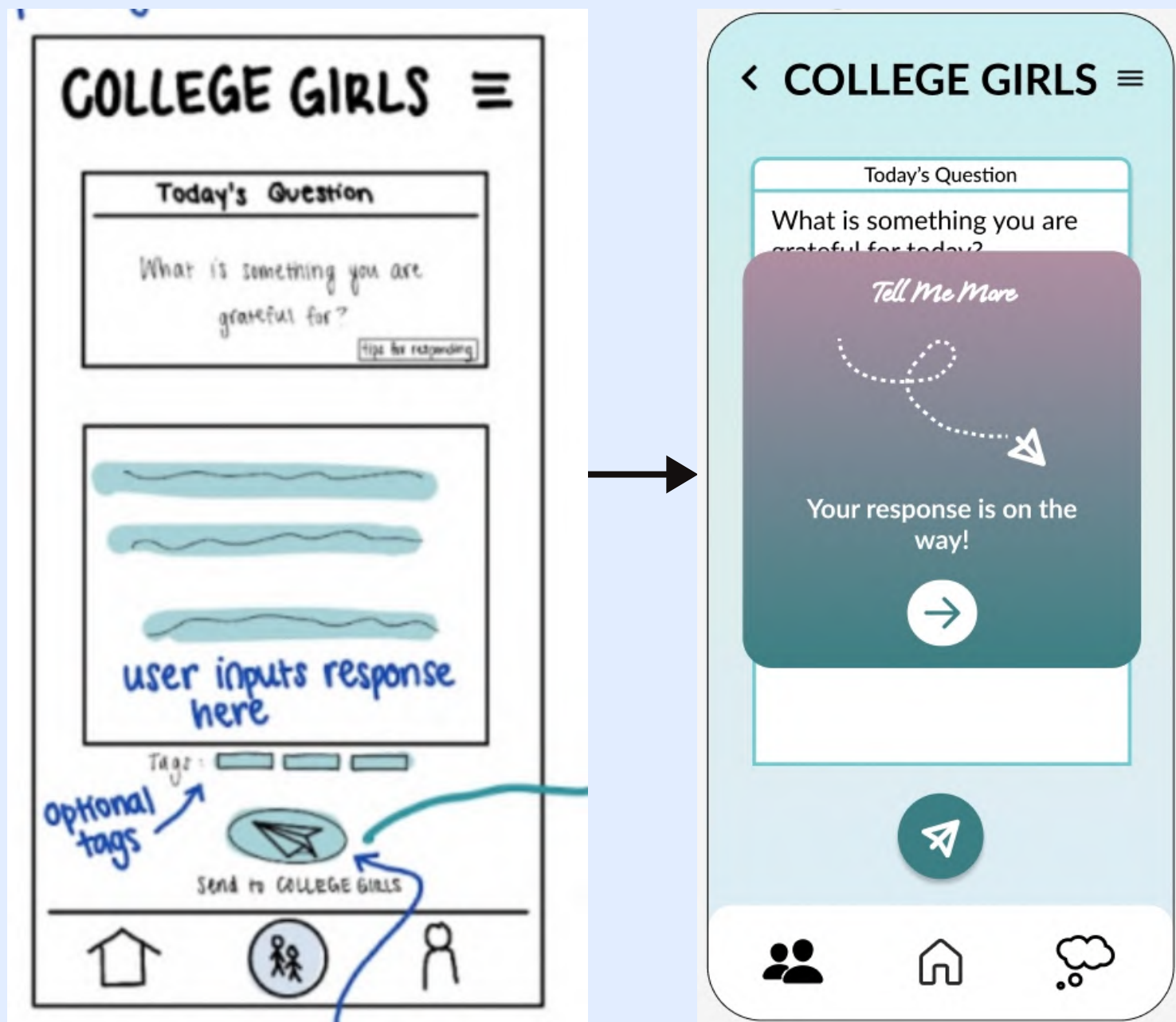
Feedback: Lo-Fi testing suggested that users did not know how to carry out certain tasks with ease, especially when starting from the Home page. TA feedback suggested that adding the questions to the home page would make it more action-oriented.

Change: Added Recent Responses, Quick Actions, and Respond buttons. Displayed questions on screen.

Effect on Usability Goals: Making our home screen more action-oriented will help our efficiency goal, as users will be able to carry out tasks directly from the home screen instead of navigating to the Groups tab. Adding questions + responses helps our pleasing goal as they are fun to see!

Effect on Key Metrics: Time spent per task and number of errors will decrease if tasks can be easily accessed via the home screen

# Big Change #2: Design to Encourage Vulnerability



Feedback: Lo-Fi testing suggested that users may not share a lot of detail in their responses and may not understand that TellMeMore aims to encourage vulnerability and is not just another social media app.

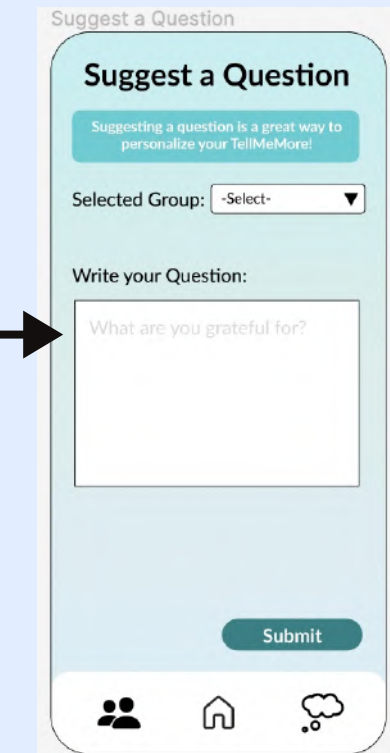
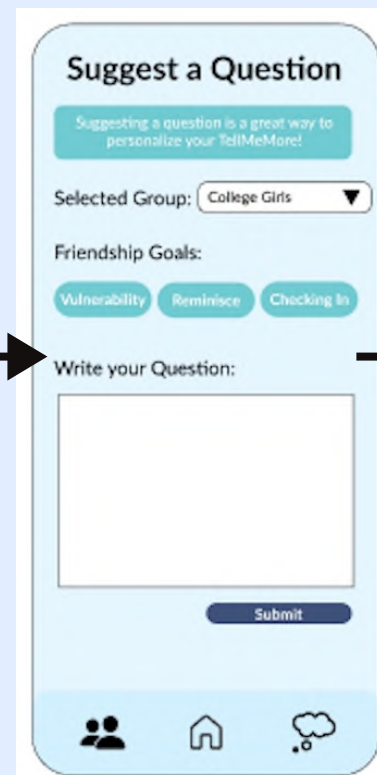
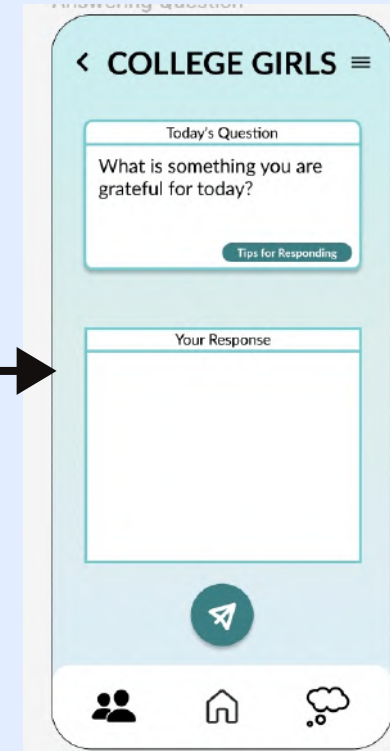
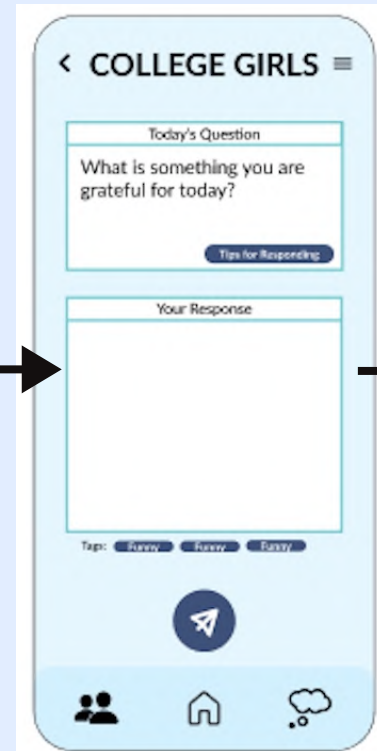
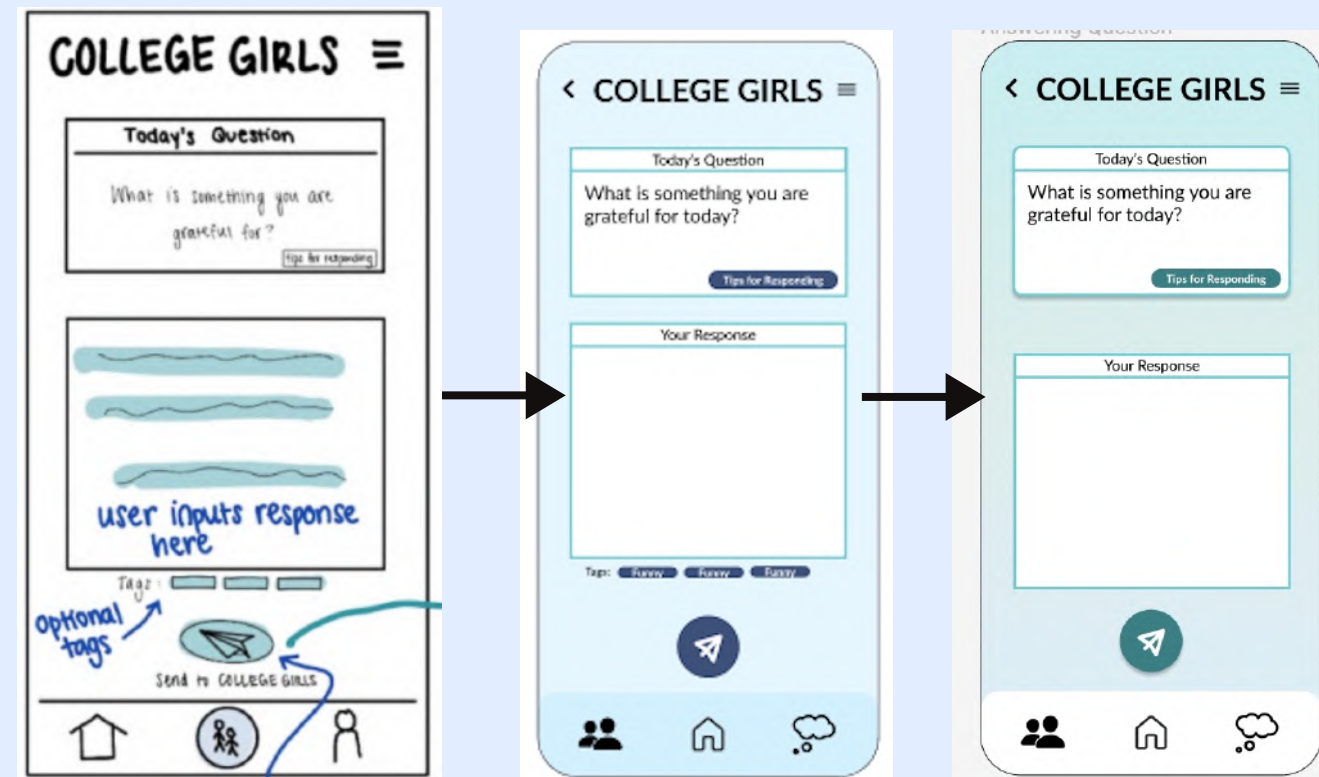
Change: We added a new logo, calming colors, rounded edges, an intro page, and success messages. We used mental health and journaling apps as inspiration to curate a calm and vulnerable theme.

Effect on Usability Goals: By making our app more inviting and aesthetically welcoming, we hope that users will find the app more pleasing and feel they can be vulnerable.

Effect on Key Metrics: By creating a more calming atmosphere where users reap TMM's intended benefits, user ratings will increase



# Big Change #3: Deleted Unnecessary Buttons



Feedback: Lo-Fi testing and in-class feedback suggested that Tags and Goals were distracting and unclear when performing certain tasks. It was not clear how the tags were used later in the app.

Change: We deleted Tags (when responding to a question), Friendship Goals (when suggesting a question), and comments (on friend's responses).

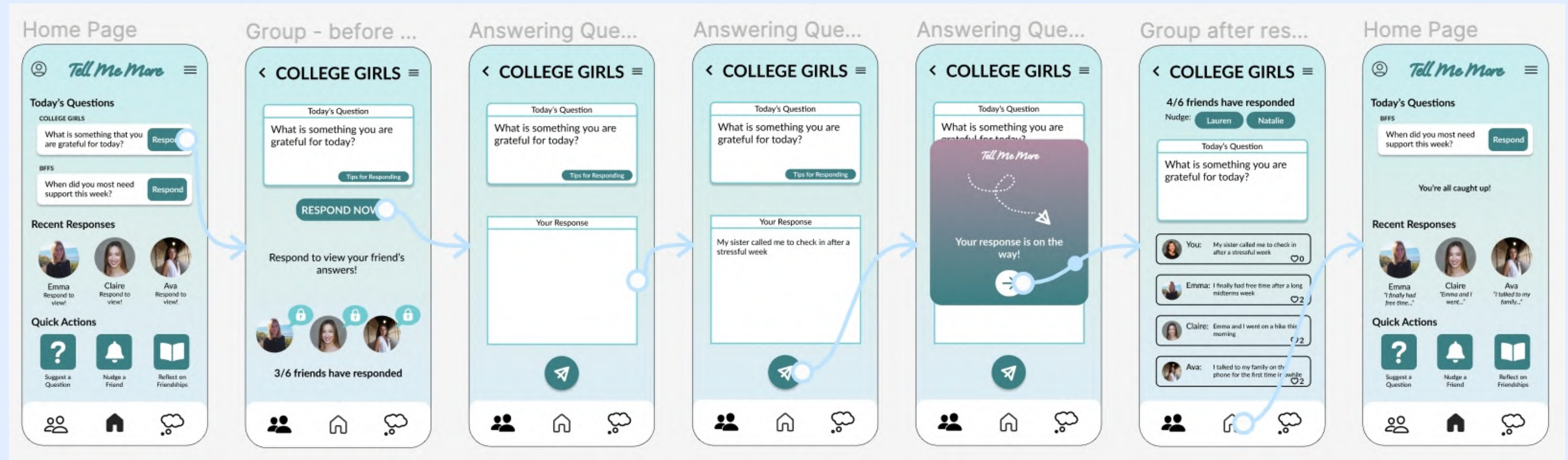
Effect on Usability Goals: By getting rid of unnecessary buttons and tags, we increase user efficiency. Additionally, the buttons was unnecessarily complicated our app without increasing out pleasing goal.

Effect on Key Metrics: Removing buttons will decrease user error and the severity of the errors.

# 6. Medium-Fi Task Flows

# Simple

Build a group of friends to encourage sharing vulnerable thoughts



[tap on 'Respond  
to respond to  
question]

[tap on 'Respond  
Now' to answer]

[input response]

[tap airplane  
button to send  
response]

[tap arrow to  
view group  
responses]

[tap users to  
nudge, tap  
hearts to like, or  
tap home]

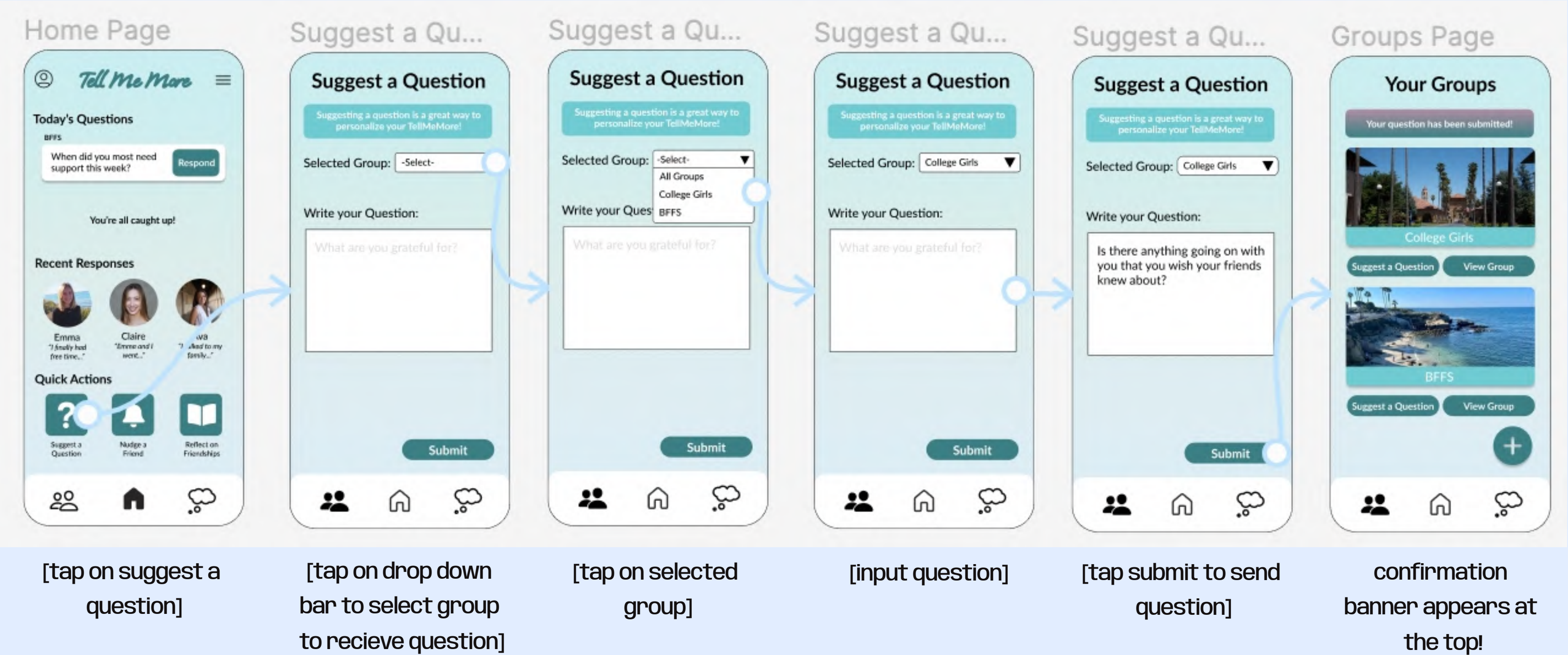
question is  
removed from  
home page and  
friends' answers  
are shown!

Note: this is the easiest way for a user to complete this task; alternatively, they can navigate to the groups page→view feed (see appendix with full task flow)



# Moderate

Build a group of friends to encourage sharing vulnerable thoughts

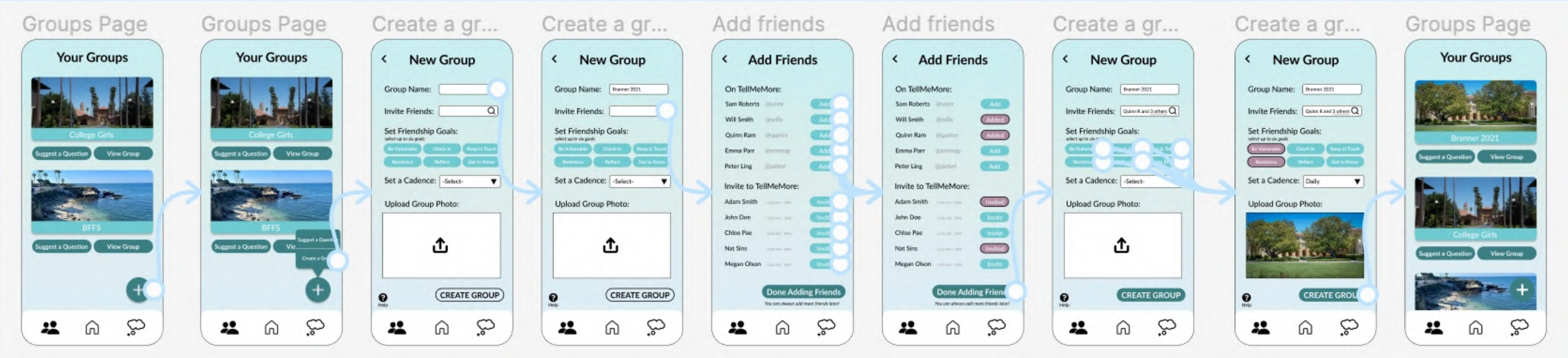


Note: this is the easiest way for a user to complete this task; alternatively, they can navigate to groups page→suggest a question or groups page→plus→suggest a question (See appendix for full task flow)



# Complex

Build a group of friends to encourage sharing vulnerable thoughts



begin on  
groups page,  
[tap plus]

[tap create a  
group from  
the pop up]

[input group  
name]

[tap search to  
invite friends]

[tap add or  
invite to add  
friends to  
group]

[tap done  
adding  
friends]

[tap up to six  
friendship  
goals for the  
group],  
[select a  
cadence and  
upload group  
photo]

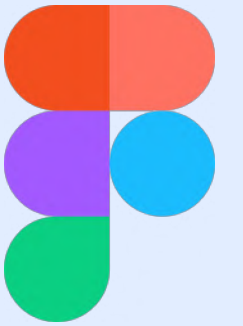
[tap create  
group]

new group is  
shown on the  
groups page!



# 7. Prototype Implementation

# Primary Tool Used: Figma



## Pros

- Easy to collaborate with the whole group
- Reasonable learning curve for beginners
- Components made adjustments easy
- Grids for alignment

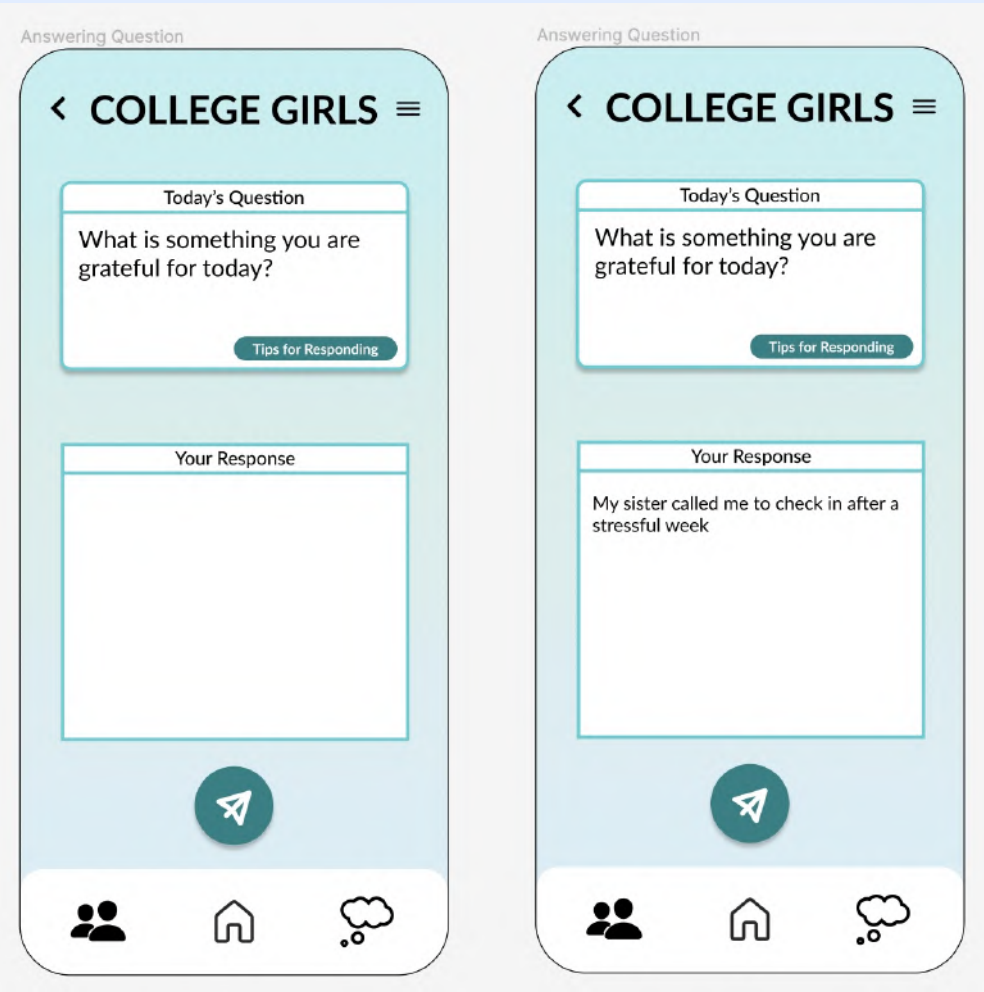
## Cons

- Steep learning curve for prototype tool
- Since Figma does not store data, we had to duplicate screens and frames to make changes leading to a messy space

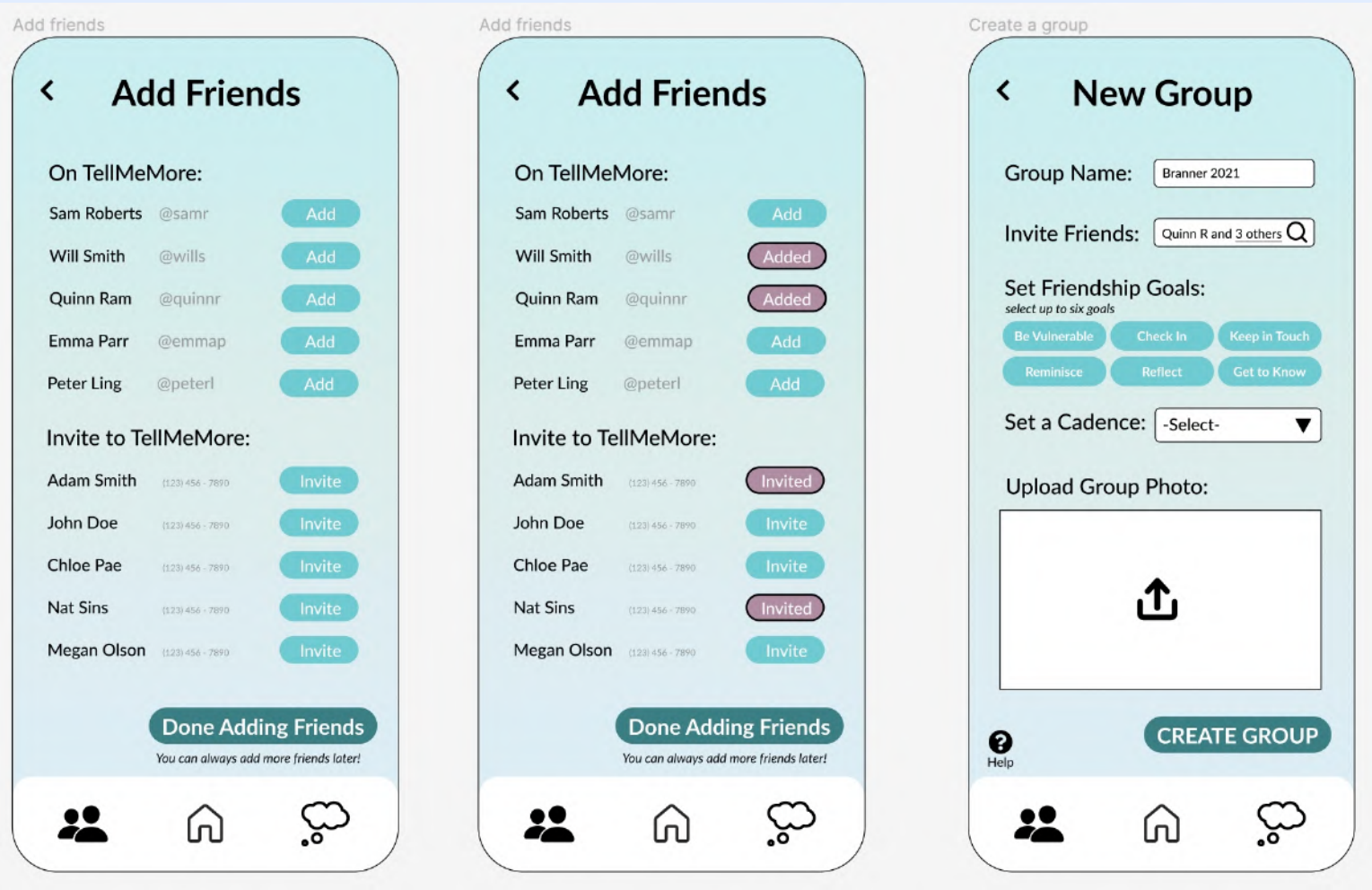
# Limitations

- Users could not interact with their own profile
- Users could not input their own desired information
- Not all groups can be viewed in the same way (e.g. for some groups you could see friend's responses and like them, for others you could not)
- The 'Reflect' tab is undeveloped
- Users can not see how 'nudges' or notifications fully work

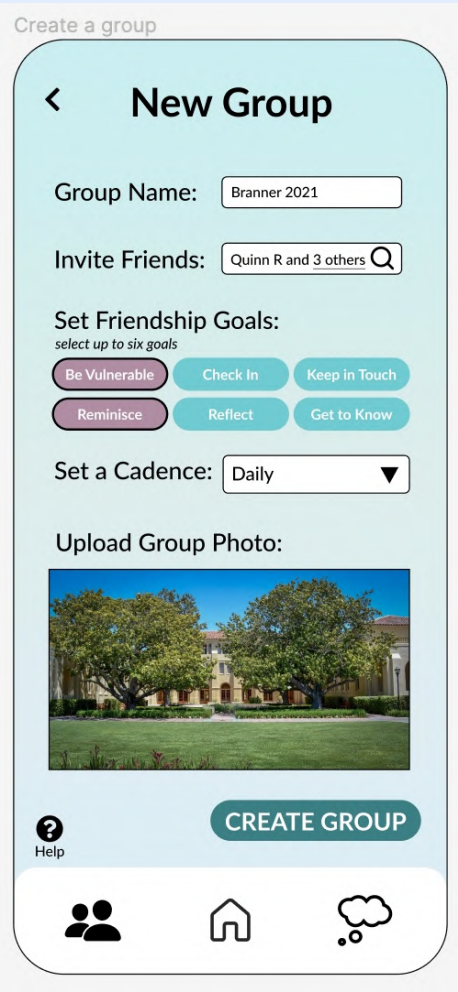
# Hard Coded Wizard of Oz Features



answers to questions are prepopulated, as are suggested questions



users do not get to choose which friends are invited to the new group



users could not select their own friendship goals

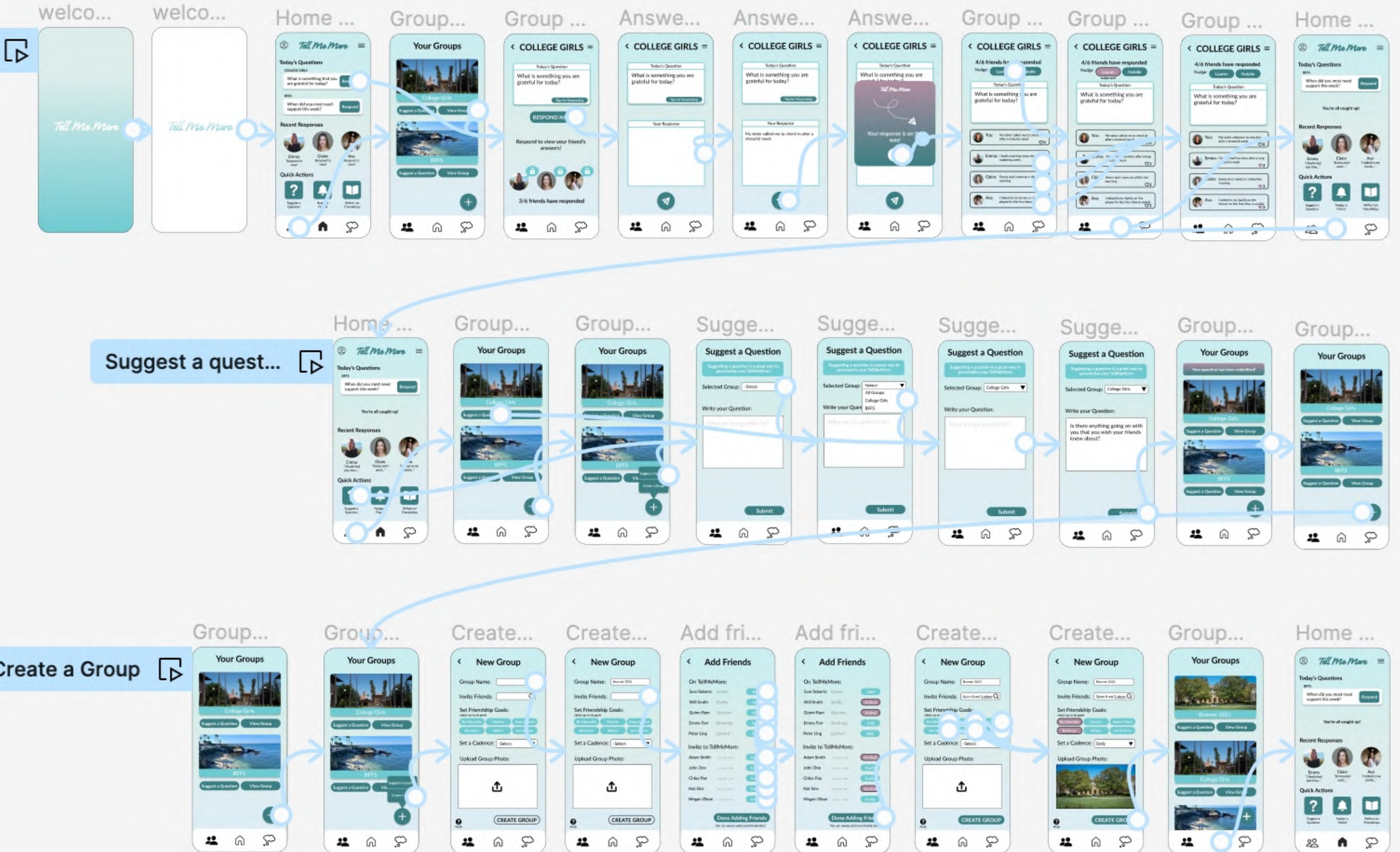
# Appendix

FIGMA link

(Prototype on "Medfi" page!)

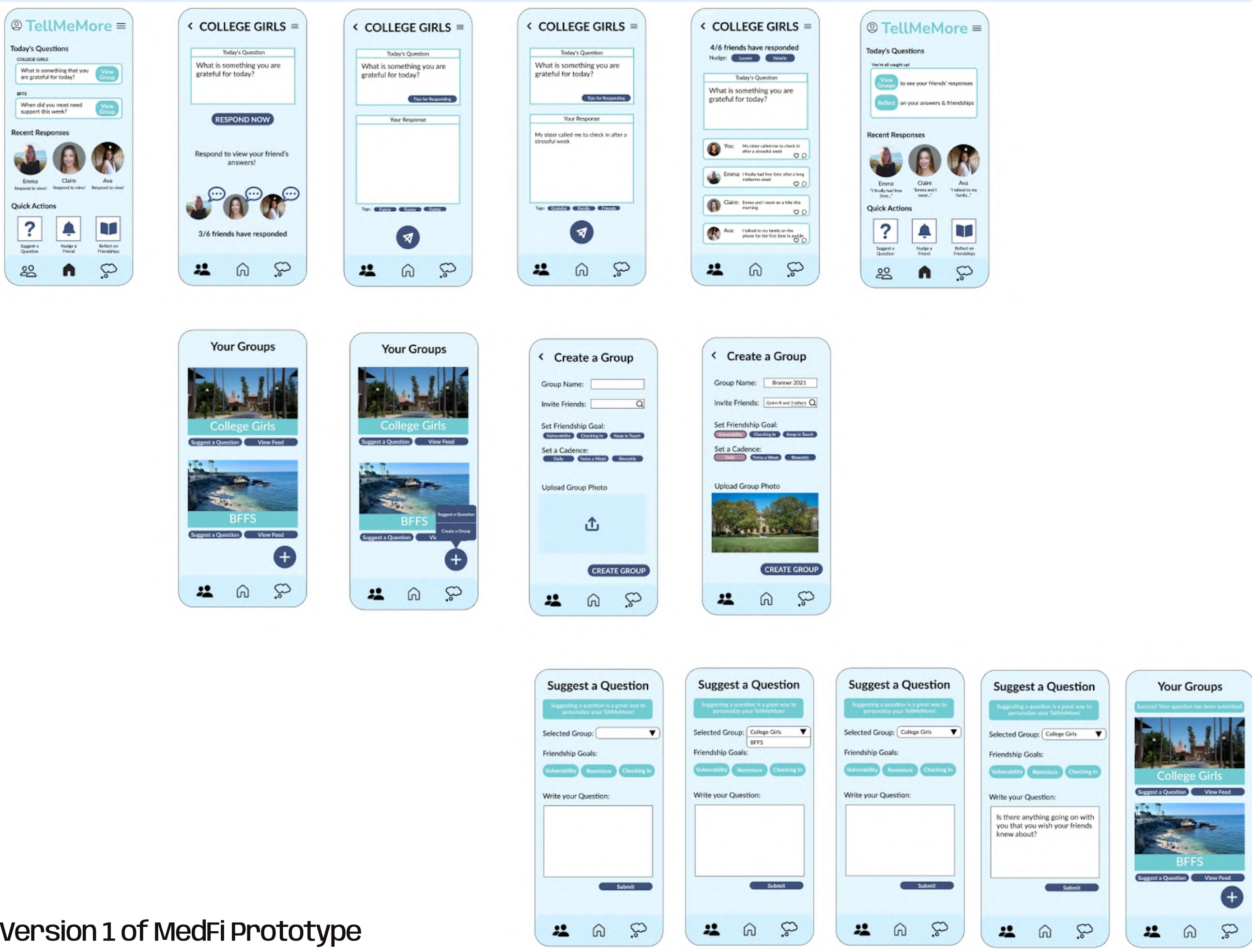


Welcome & Res...



Create a Group



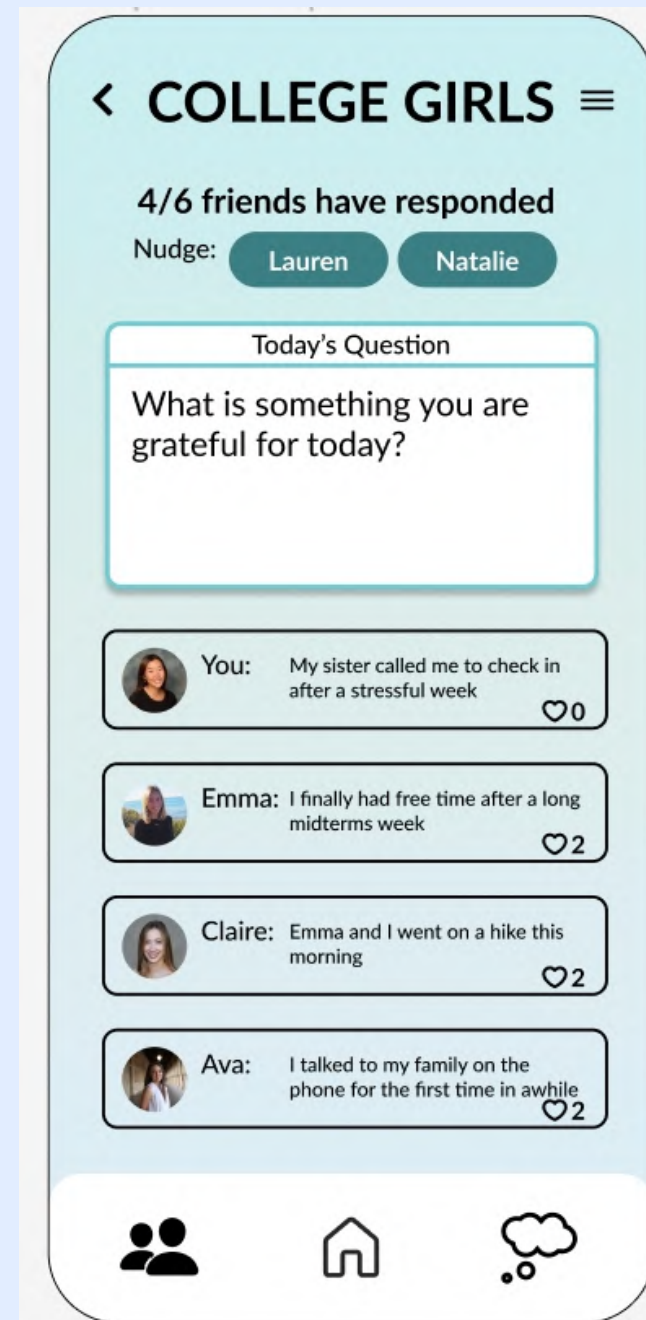


Version 1 of MedFi Prototype



# Big Change #4:

## Differentiate System from User Input



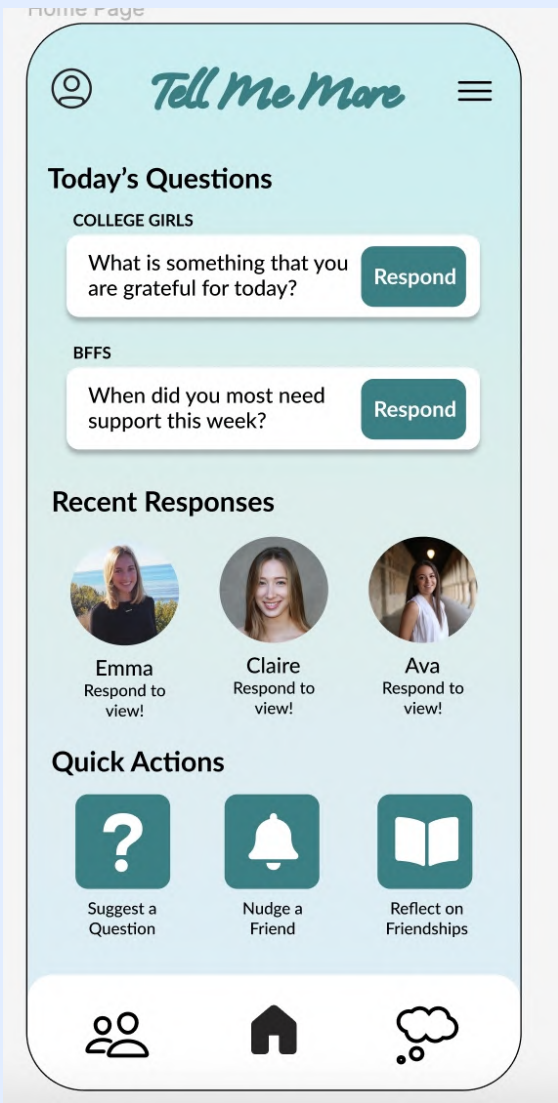
Feedback: In-class feedback suggested that there was not a sufficient visual difference between content generated by TMM and users.

Change: TMM's generated question is now more visually differentiated from user generated content/input through size, spacing, and color.

Effect on Usability Goals: This contributes to our goal of efficiency by making user generated content differentiated from TMM content. This is an example of recognition rather than recall.

Effect on Key Metrics: This will decrease number of user errors and consequently, the time spent per task.

# Other Changes from Section

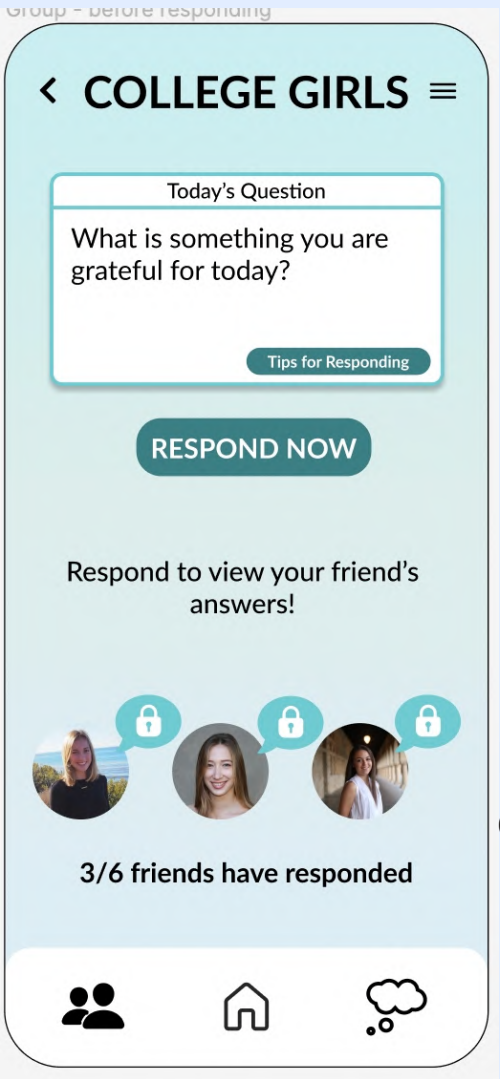


Respond buttons are now the same style as the white box; buttons say 'Respond' instead of 'View Group'

Quick action buttons match the style of other buttons

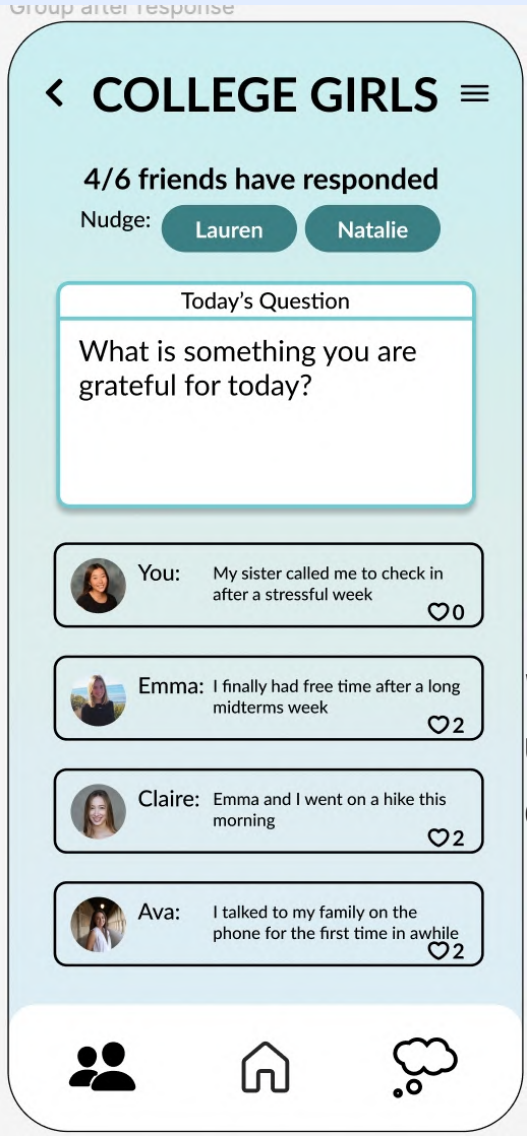


welcome screens make the app feel more calm to increase vulnerability focus

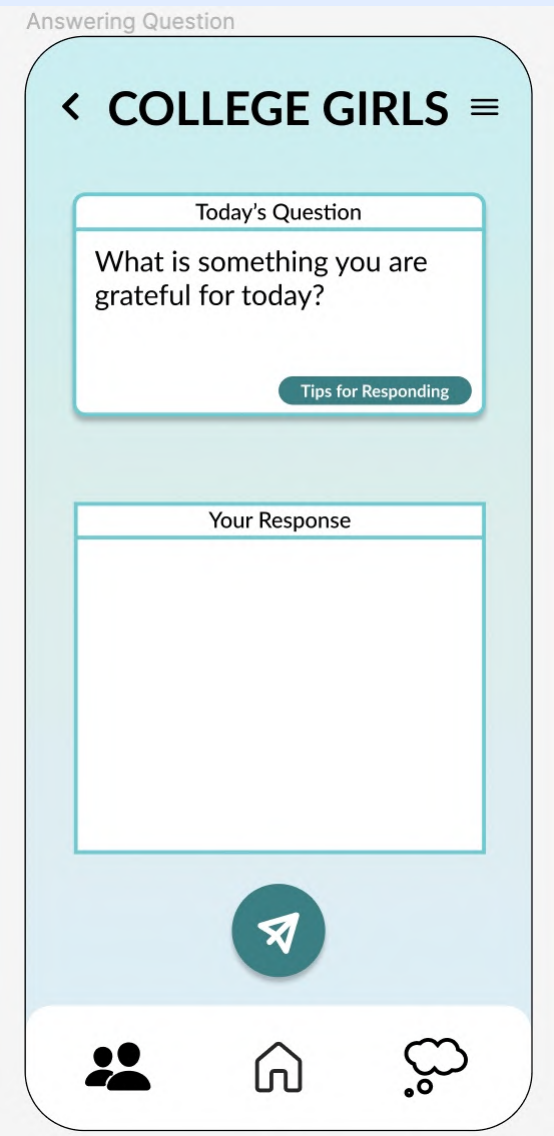


lock icons no longer look like clickable buttons

# Other Changes from Section



white background removed from  
user responses to distinguish  
question from answers



send button is more clearly  
grouped with the response, not the  
question





# Pitch

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