

TELL ME MORE

LOW-FI PROTOTYPING

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TEAM



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VALUE PROPOSITION

TELL ME MORE

CONNECT VULNERABLY & CONSISTENTLY

TELL ME MORE

THE 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.

OUR 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.



CONCEPT SKETCHES



SELECTED INTERFACE & RATIONALE



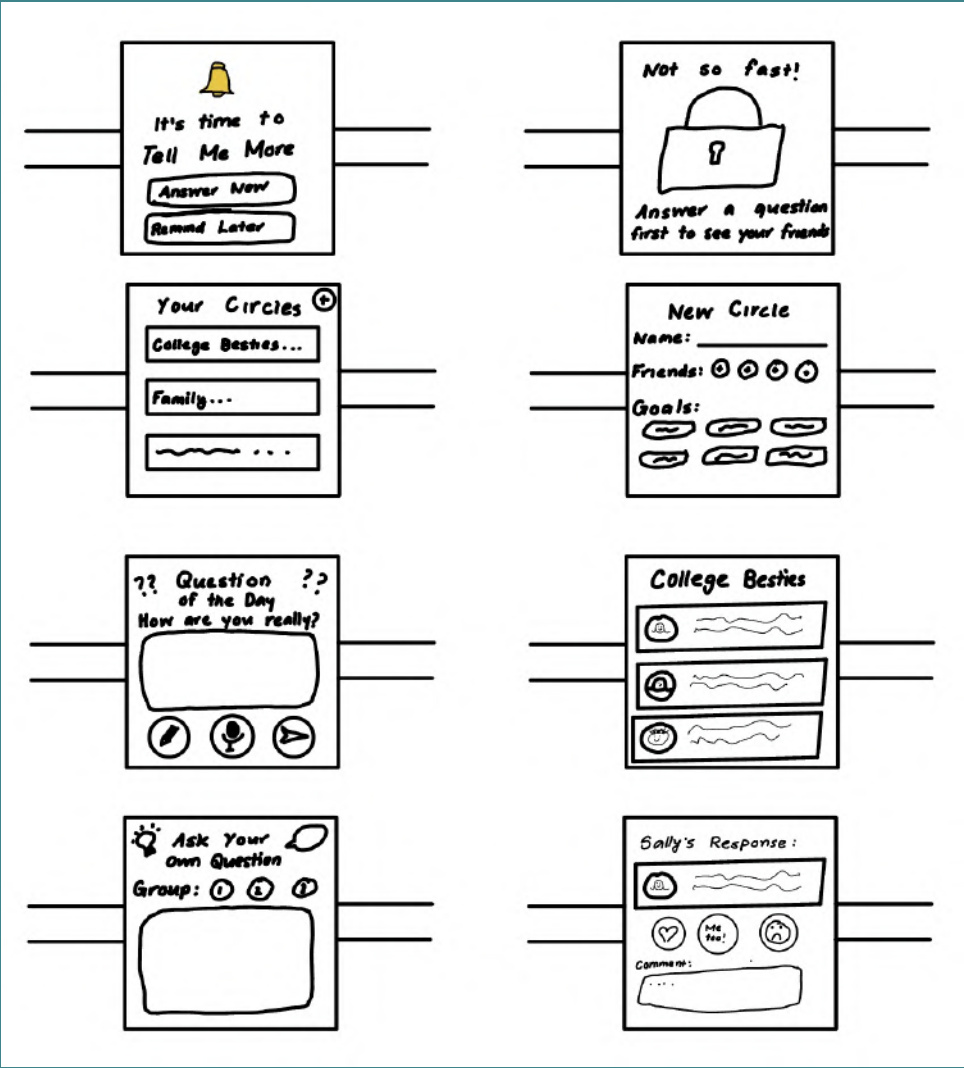
LOW-FI PROTOTYPE & TESTING METHODOLOGY



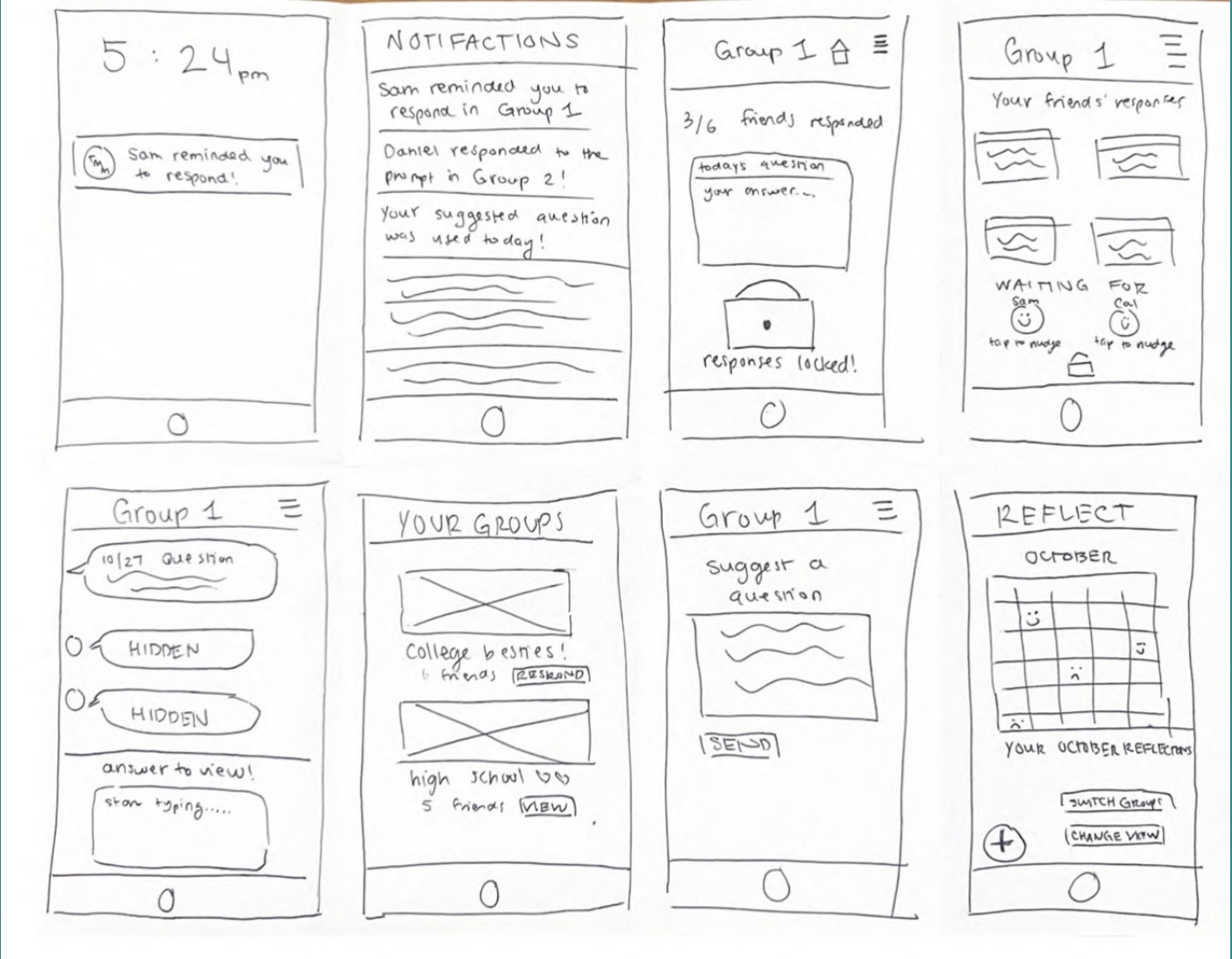
RESULTS & DISCUSSION

CONCEPT SKETCHES

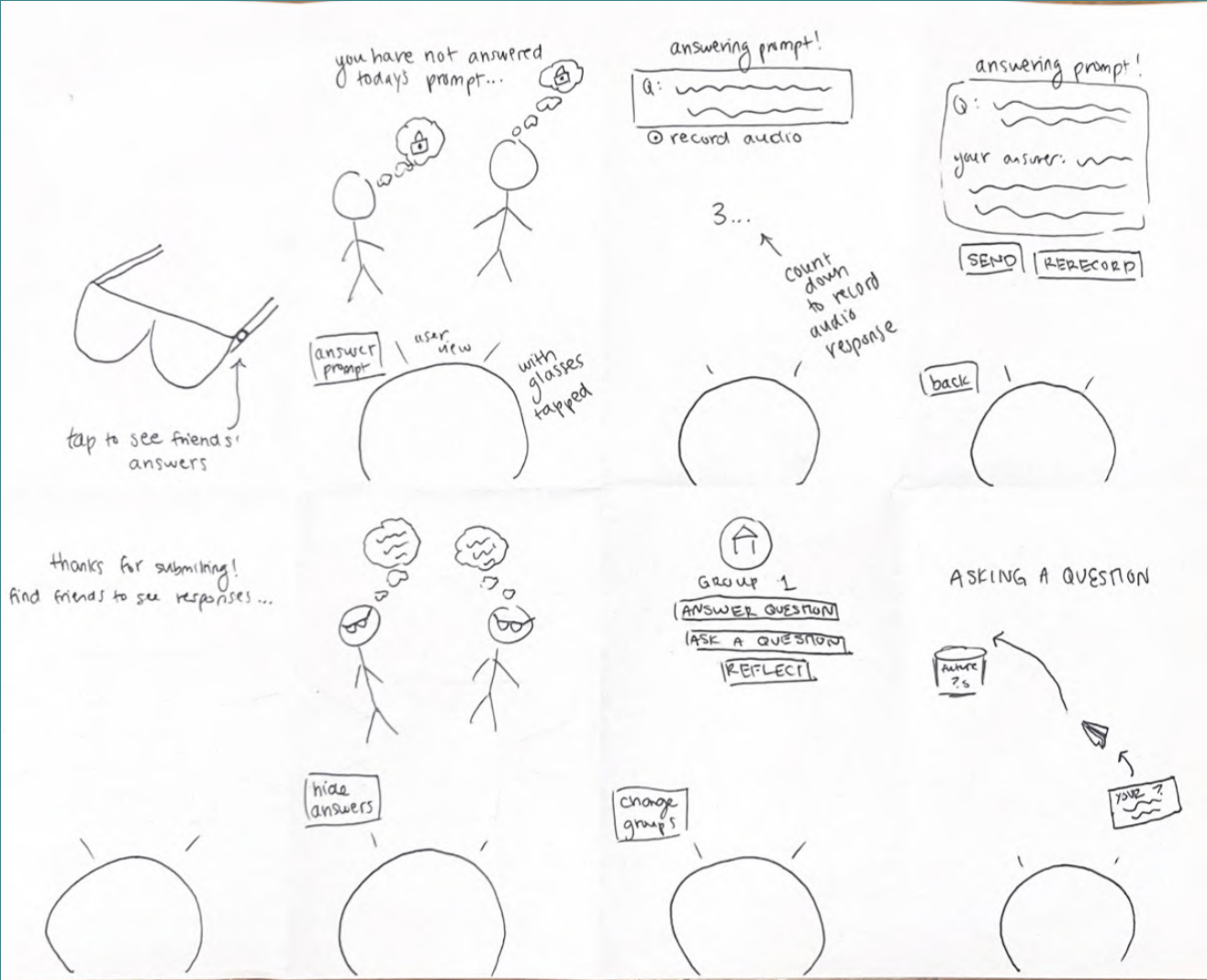
INITIAL SKETCHES



Wearable



Mobile App



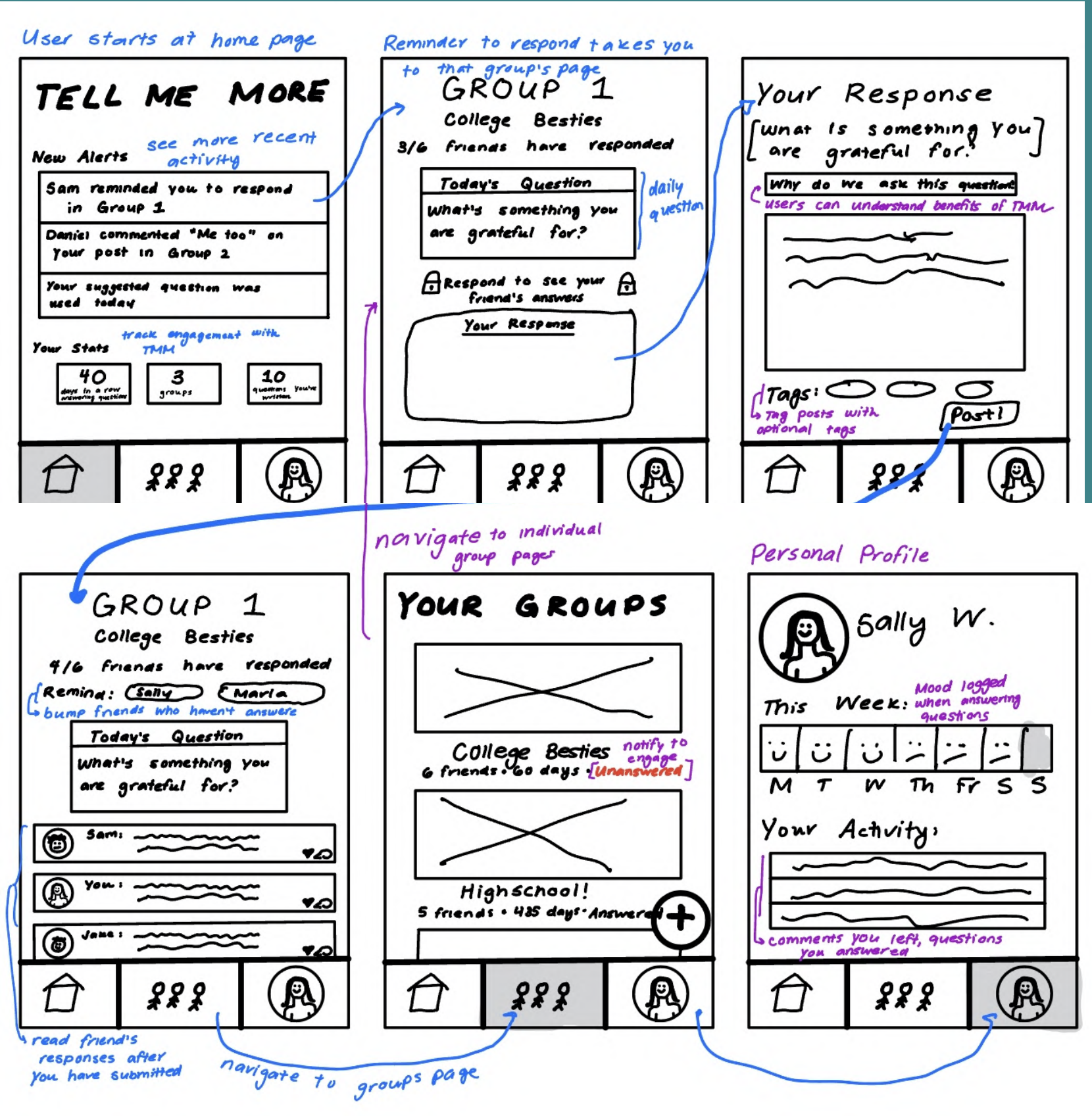
Augmented Reality

TOP 2 REALIZATIONS

MOBILE APPLICATION

AUGMENTED REALITY

REALIZATION #1: MOBILE APPLICATION



REALIZATION #1: MOBILE APPLICATION

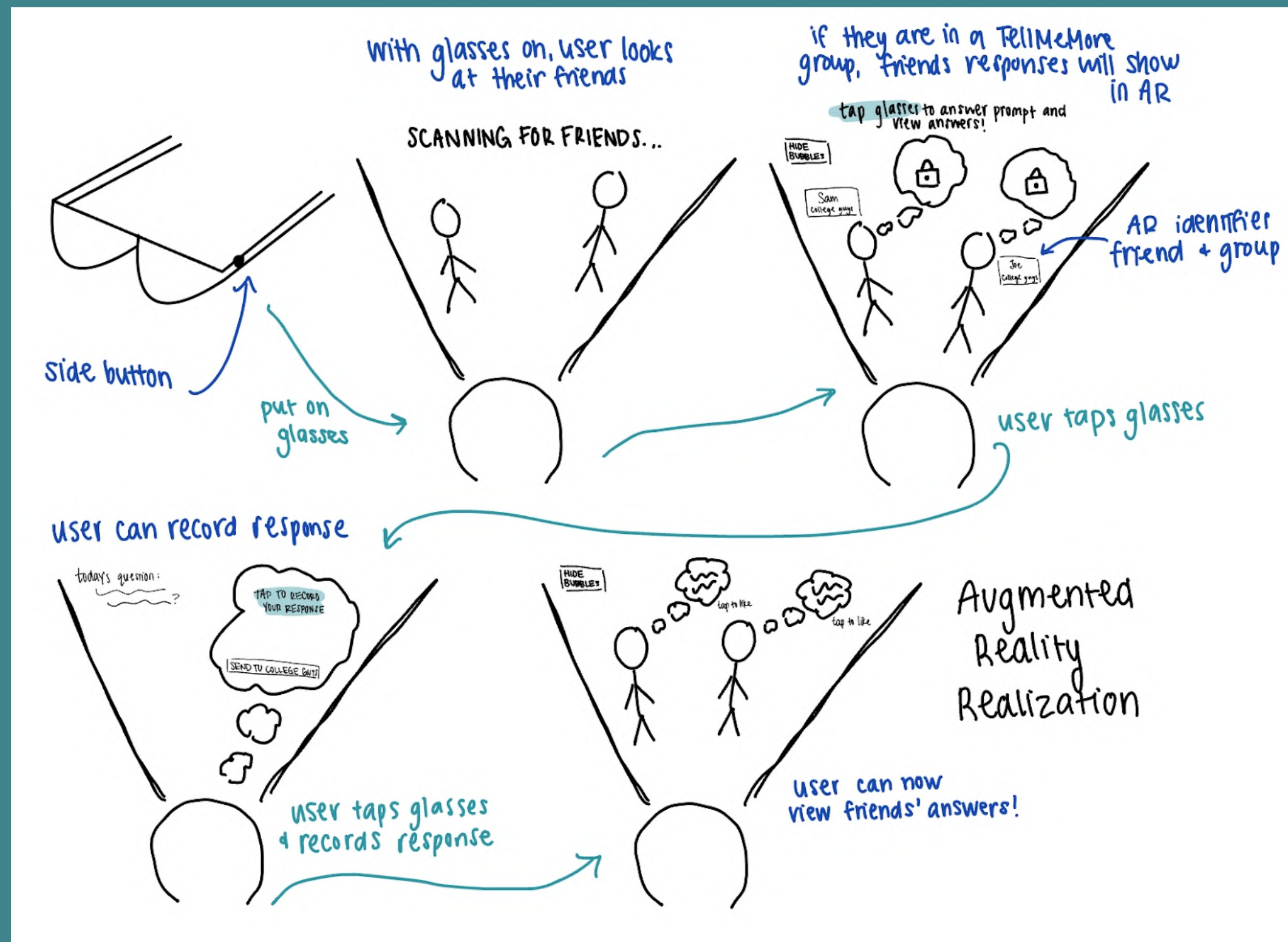
PROS

- Mobile is a more common realization, leading to greater accessibility
- Ability to “answer questions” through multiple formats (typing, recording, drawing)
- Easier to illustrate all of our use cases (navigating groups, answering questions, reflecting on friendships)

CONS

- Saturated space: more difficult to stand out amongst other mobile social apps with similar goals
- Challenging to organize friend groups in an aesthetic and clean way

REALIZATION #2: AUGMENTED REALITY



REALIZATION #2: AUGMENTED REALITY

PROS

- Seamless integration with world which could promote greater vulnerability
- Diverse opportunities to visually show different use cases

CONS

- Requires friends to interact face to face
- Awkward to transition between groups in the A/R space (versus in a contained mobile phone)
- Inaccessible – not everyone owns A/R glasses

SELECTED INTERFACE & RATIONALE

COLLEGE GIRLS ≡

4/6 friends have responded

Remind: Sally Lauren

Today's Question

What is something you are grateful for?



You:



Ella:



Sam:



Zoe:

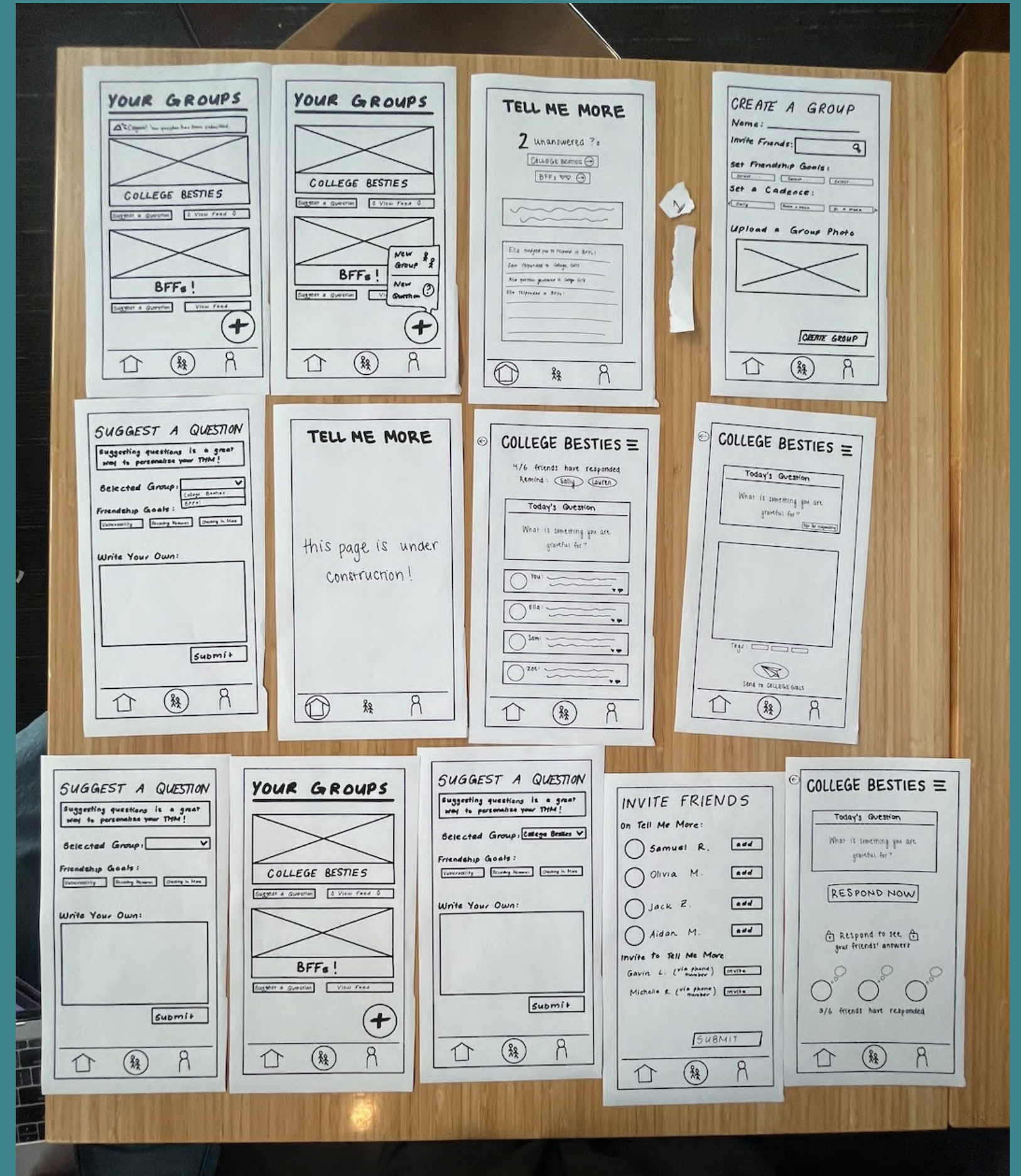


MOBILE APP

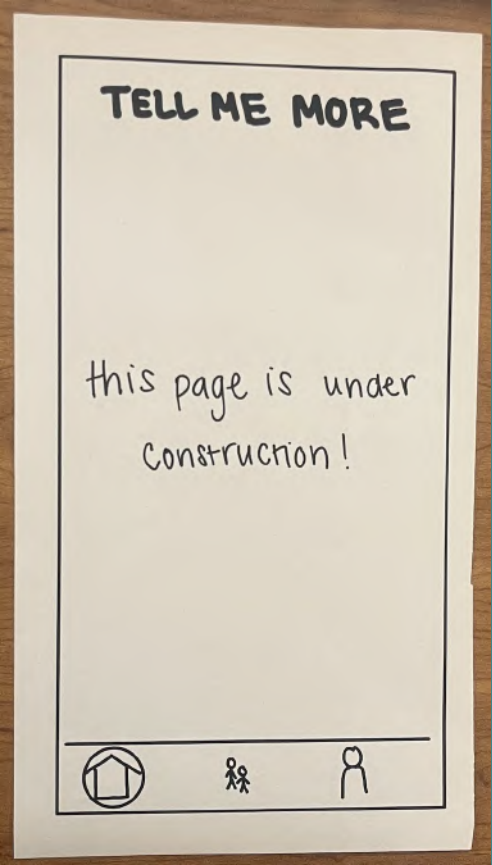
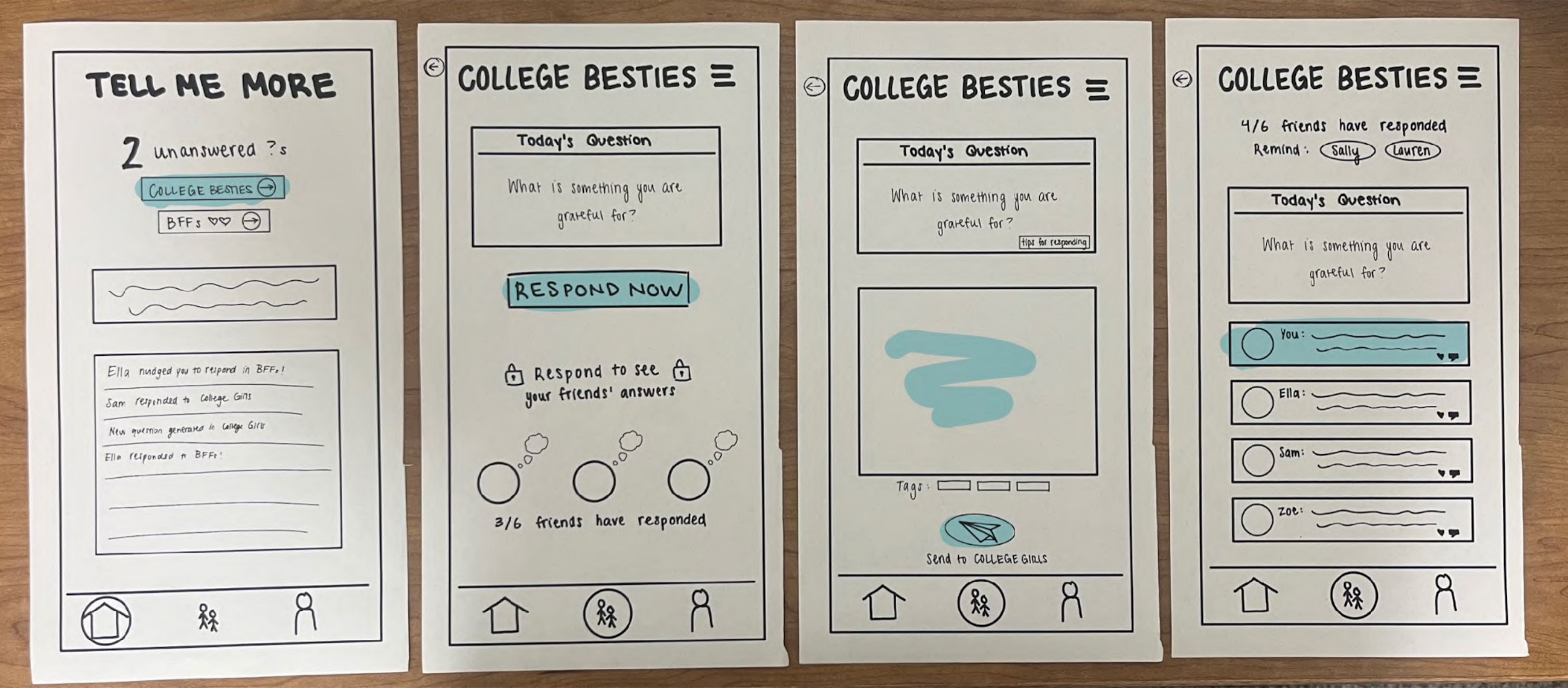
- We want users to be able to **use TMM consistently** to build a strong habit of vulnerability
- We want people to **focus on the content** of questions itself, rather than the novelty of the medium (like they would in A/R)
- Mobile makes it **easier to demonstrate all of TMM's use cases** (navigating groups, answering questions, reflecting on friendships)

LOW-FI PROTOTYPE & TESTING METHODOLOGY

PROTOTYPE CONSTRUCTION / OVERVIEW



PROTOTYPE CONSTRUCTION CONT.

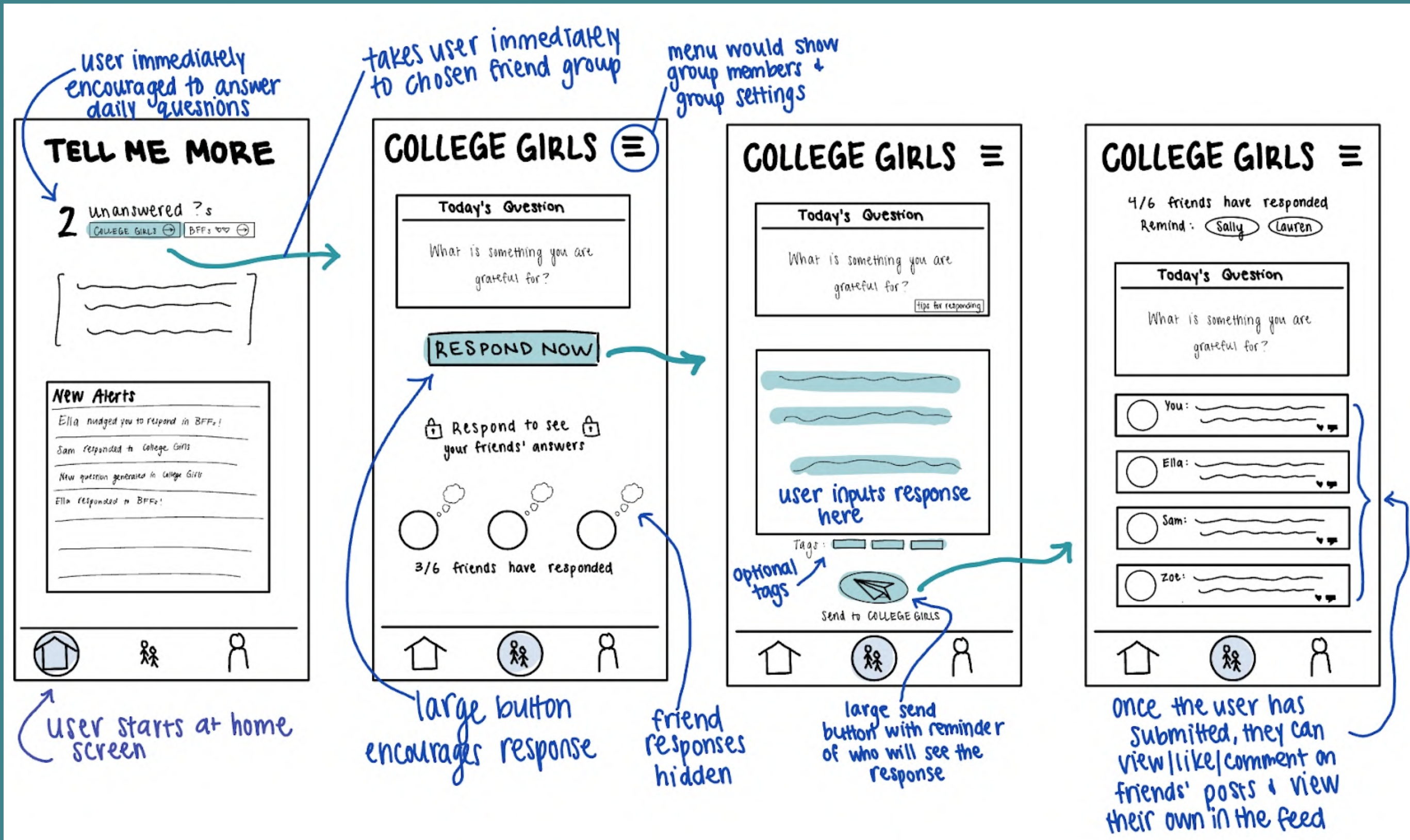


Error page!

Simple task flow - lowfi prototype

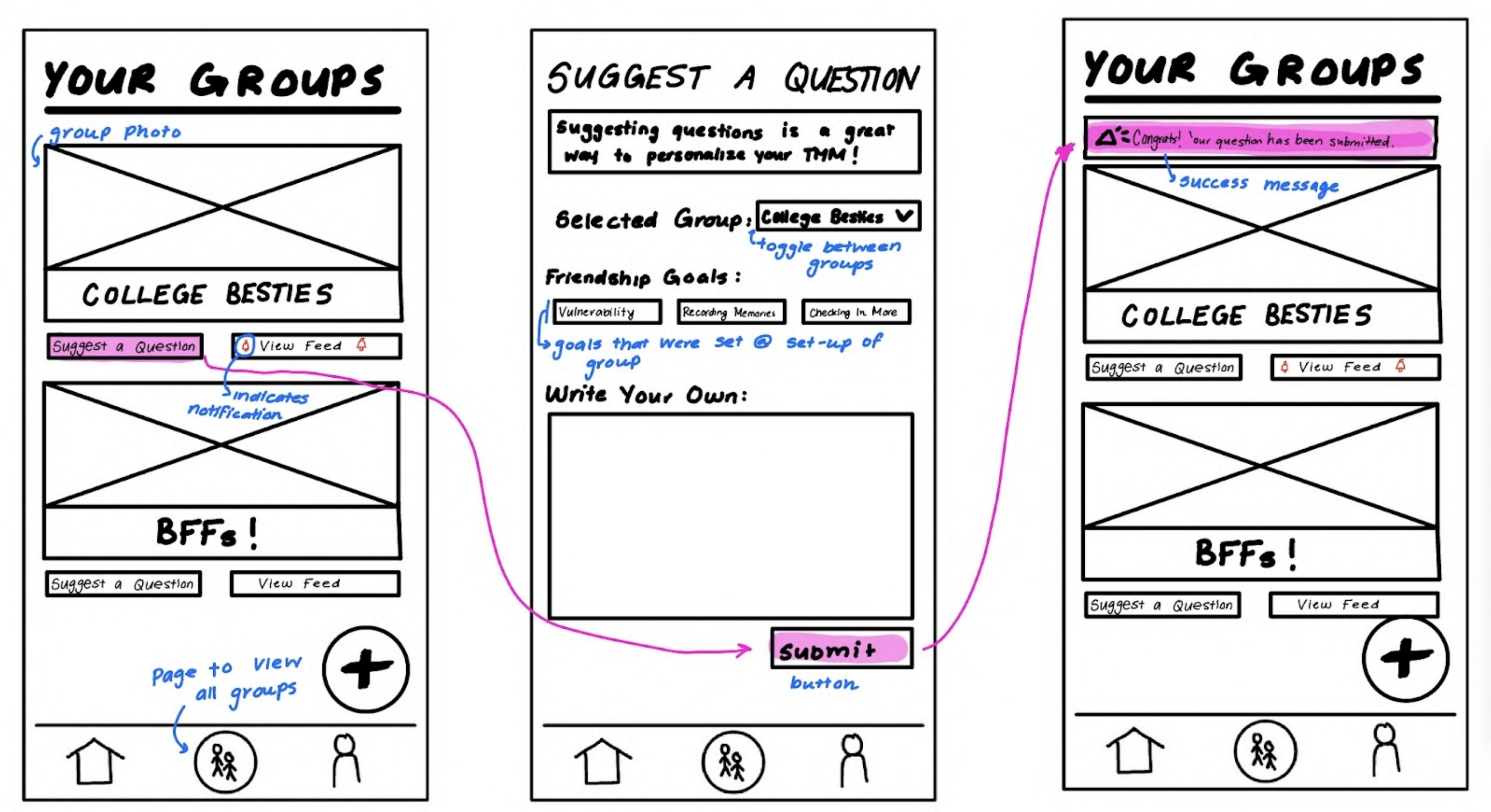
Answer a prompt in order to see your friend group's responses

SIMPLE



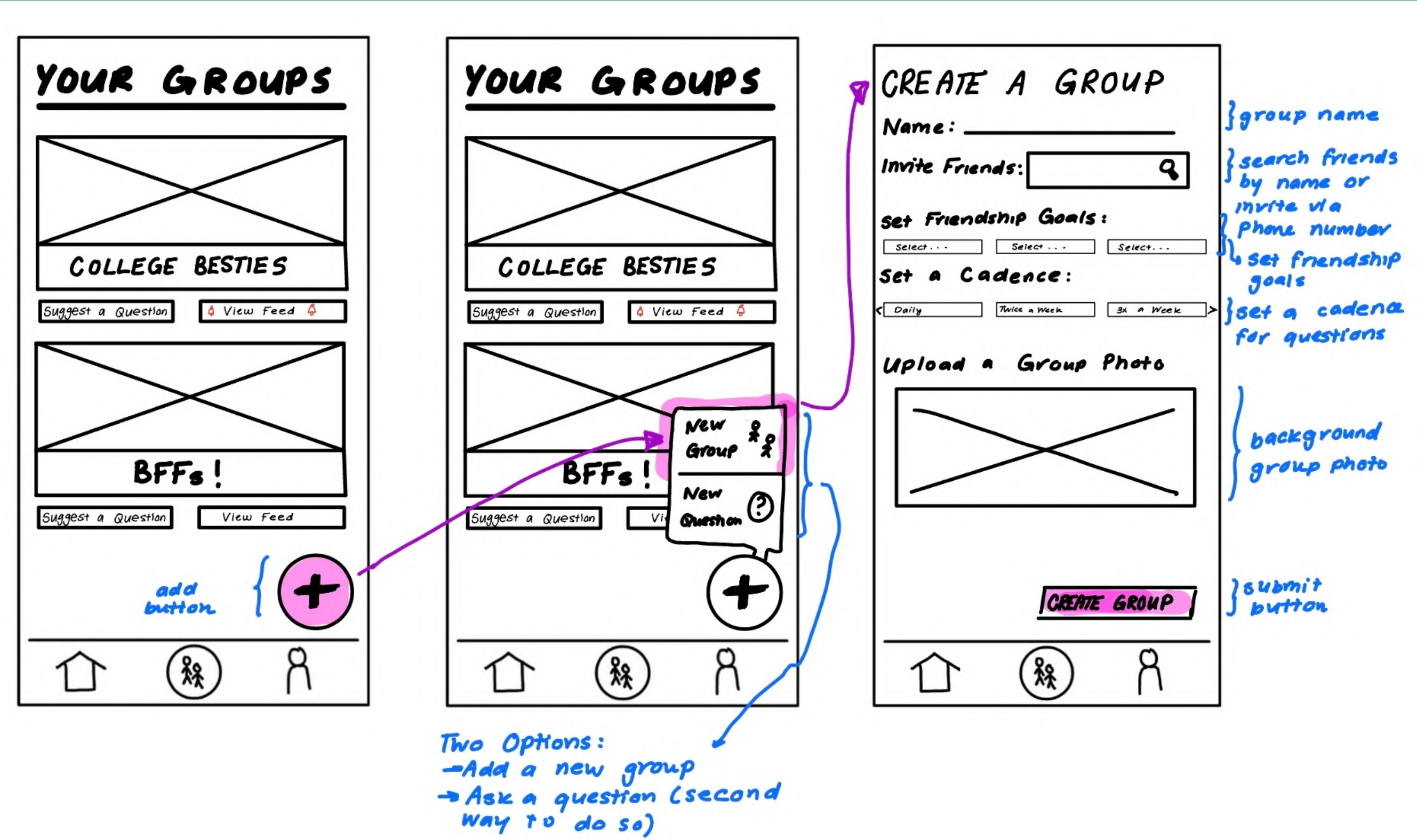
Suggest a question for the group to answer

MEDIUM



Build a group of friends to encourage sharing vulnerable thoughts

COMPLEX



PARTICIPANTS



Jordan
Student at UC Berkeley



Campbell
Student at Stanford



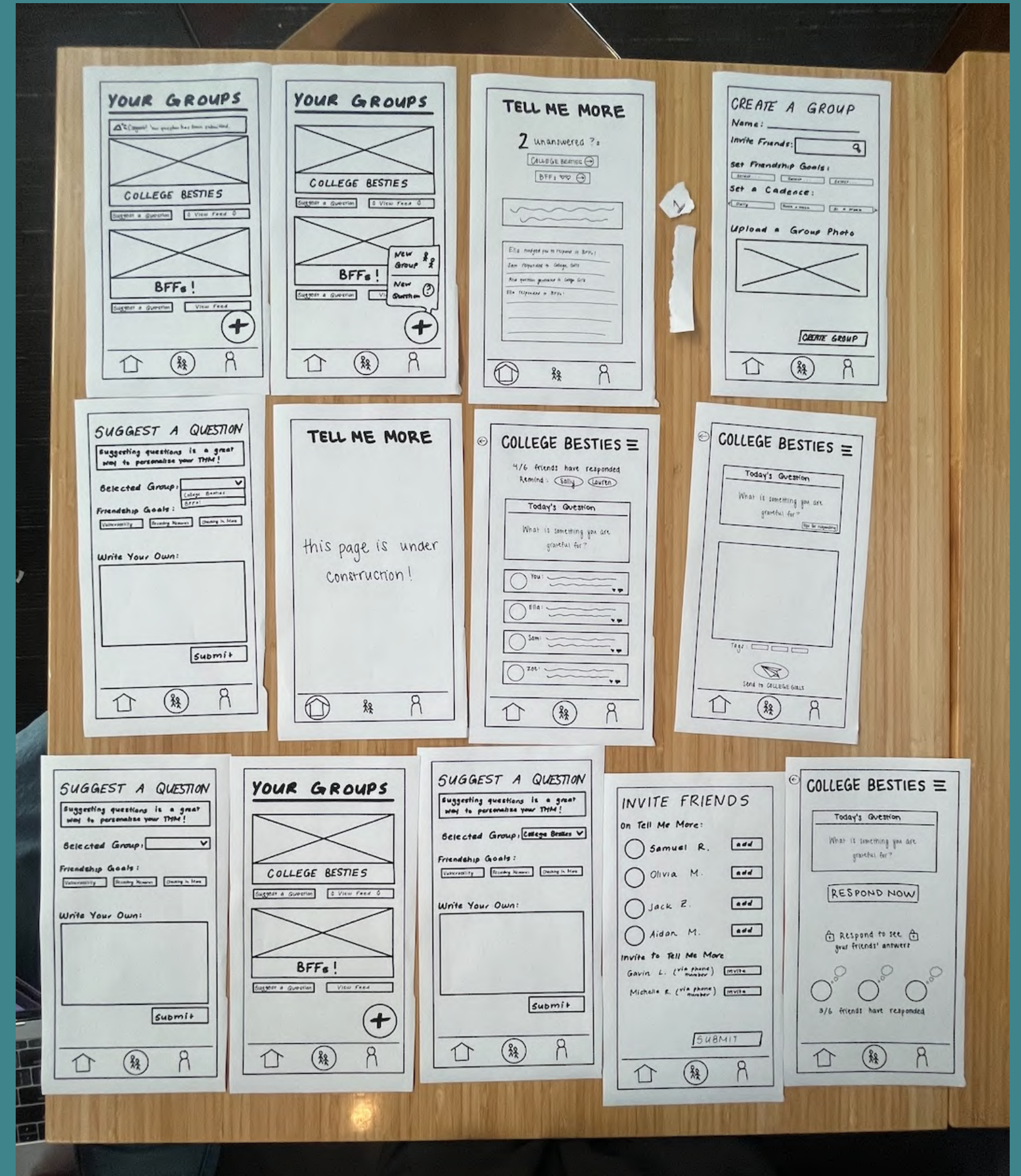
Daniel
Tourist



Walt
GSB Staff

ENVIRONMENT / PROCEDURE

- We set up our prototype at the GSB
- We recruited participants by walking up to people and asking for 5 minutes of their time
- We did not compensate them



PROCEDURE CONT.



Gabriel Iluma
Notetaker



Paige Olson
Computer



Chloe Pae
Facilitator

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 MEASUREMENTS

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

RESULTS & DISCUSSION

JORDAN

ERRORS

- Simple: 0
- Medium: 0
- Complex: 0

INSIGHTS

- "groups button is confusing"
- "i don't understand what cadence means"
- Doesn't think who hasn't responded should be shown
- "it would be nice to have a better version of WhatsApp" → didn't understand the purpose



CAMPELL

ERRORS

- Simple: 0
- Medium: 1 (*rating: 3*)
 - Made two errors trying to locate where she could suggest a question from Home
- Complex: 0

INSIGHTS

- "Are the 'Tags' when responding to a question used to mention a specific friend?"
- "I'd click on the Tips on Responding for sure"
- "Once you navigate across the three main pages it's pretty simple and easy to use"



DANIEL

ERRORS

- Simple: None
- Medium: None
- Complex: None

INSIGHTS

- “Felt clear”
- Wary of new social apps due to oversaturation
 - novelty/speciality is priority
- Had different comfort levels with different communication methods
- “I don’t want to write an essay over text”
- Encouraging genuine vulnerability online without explicit guidance is difficult



WALT

ERRORS

- Simple: None
- Medium: 0
- Complex: 1 (*rating: 2*)
 - Hesitated for a notable period on where to create new groups

INSIGHTS

- "This is pretty easy to follow"
- "I would share if I trusted others not to exploit it on platforms like TikTok."



USABILITY GOALS + KEY MEASUREMENTS

Goal #1: Efficiency

- **Total Errors (across 4 participants)**
 - Simple: 0
 - Medium: 1
 - Complex: 1
- **Severity of Errors**
 - Average: 2.5

Goal #2: Pleasing

- **Rating of experience and concept on a 1-10 scale**
 - Average: 7.75/10
- **Qualitative descriptions of experience**
 - "Felt clear, but vulnerability wasn't inherently encouraged"
 - "Cool idea, would use with my friends and other groups"

* We excluded speed as a key measurement because time spent completing the task depended on the amount of time user took to speak out loud about their thought process

IMPLICATIONS/BIG PICTURE

KEY FINDINGS



IMPLICATIONS



DESIGN CHANGES

Key Finding #1:

What is the point of the Groups tab?

For some users, it was not intuitive to navigate to the Groups tab to create a new group or suggest a question

Implication #1:

The Groups Tab is too disjointed from Home, and vice versa.

Design Change #1:

Make Groups page more intuitive to access.

We will achieve this by moving some of the functionality of the Groups page to Home so users have easy access.

Key Finding #2:

Design is misaligned with TMM's purpose.

Some users viewed the app as another social media or texting app. It was not clear that this takes connection a step deeper.

Implication #2:

UI is not novel enough to encourage new ways of connecting.

The questions were not the "star" of the user's experience.

Design Change #2:

Incorporate a motif into the app.

Centering features around theme (i.e. paper planes, lock & key, etc.) creates fun opportunity for features.

Key Finding #3:

Home screen did not have a clear purpose.

We realized that none of the tasks could be carried out by staying on the Home screen. Additionally the list of notifications on Home made it feel like a Messenger-style app.

Implication #3:

Home's purpose needs to be more clearly defined.

Is it a notification center, a welcome page, a launchpad for other functions?

Design Change #3:

Make the Home screen more action-oriented.

Separate notifications into a separate tab, adding additional buttons.

NEXT STEPS

FROM TESTING: **IMPLEMENT THREE DESIGN CHANGES**

#1 Make Groups page more intuitive to access.

#2 Centering features around theme (i.e. paper planes, lock & key, etc.) creates fun opportunity for features.

#3 Separate notifications into a separate tab, adding additional buttons.

TESTING DID NOT REVEAL: **HOW TO MAKE USERS MORE COMFORTABLE BEING VULNERABLE ONLINE**

Along the lines of Finding #2, we want to further investigate how we can achieve Tell Me More's goals of fostering vulnerability through a digital medium

TESTING DID NOT REVEAL: **EFFECTIVENESS USER REFLECTION ON THEIR OWN BEHAVIOR**

Since our paper prototypes did not have real user data, we were unable to test if users felt motivated to act based on their friend's/other group member's responses

APPENDIX

LOW-FI TESTING SCRIPT

My name is __, thank you for participating today. We're going to run you through a few experiments for our app, TellMeMore. TellMeMore is for groups of friends to connect by answering vulnerable questions on a daily, biweekly, or weekly basis. Users must respond to the questions before they can see their friends' responses.

Here's the (first, second, third) task: (answer a question to see your friend group's responses, suggest a question for the group to answer, create your own group). Please indicate with your finger where you would click for the task. We'd appreciate it if you could think out loud while you're completing these tasks.

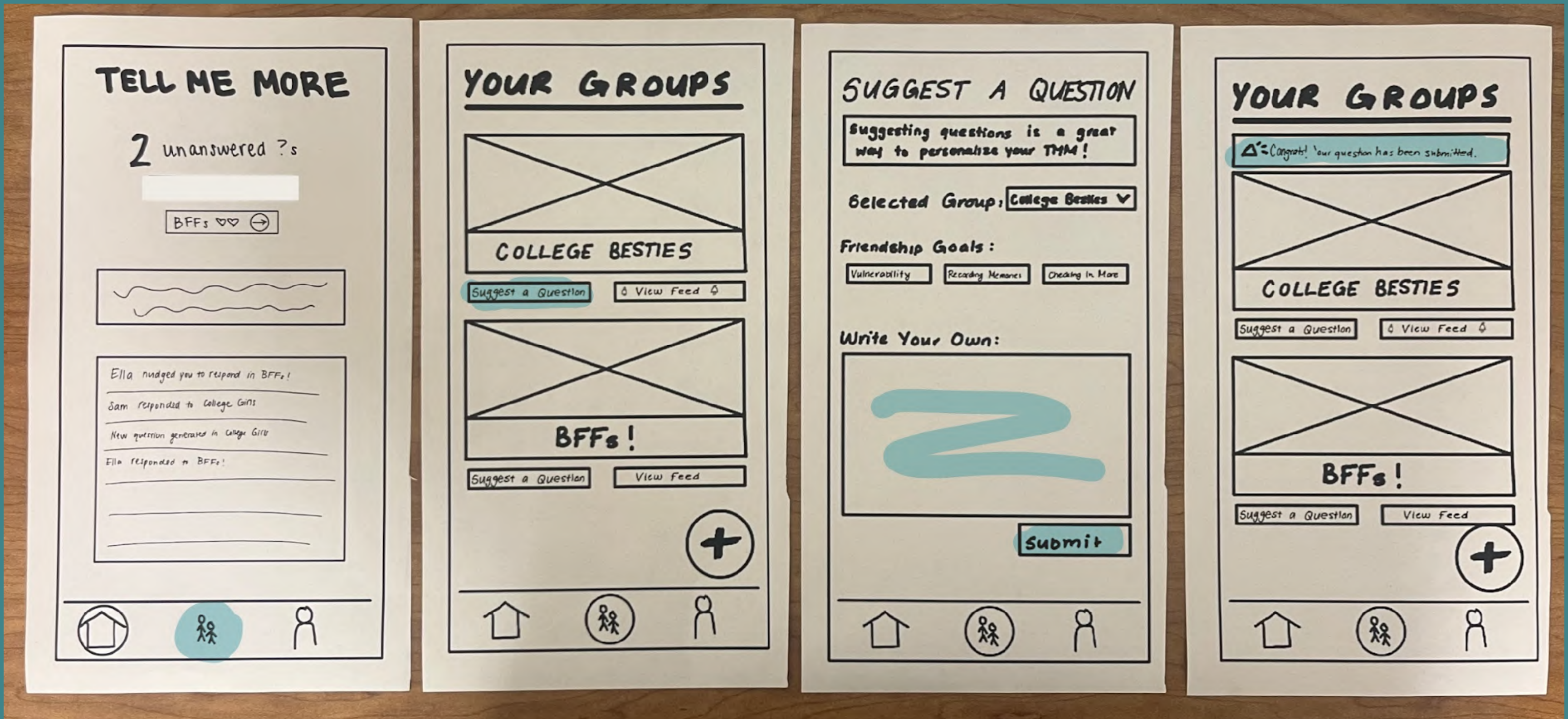
Great job on completing the task! That's what we had in mind when thinking about the task too.

Thanks for your feedback on this task. That's not exactly how we envisioned completing the task, but that's really good for us to know.

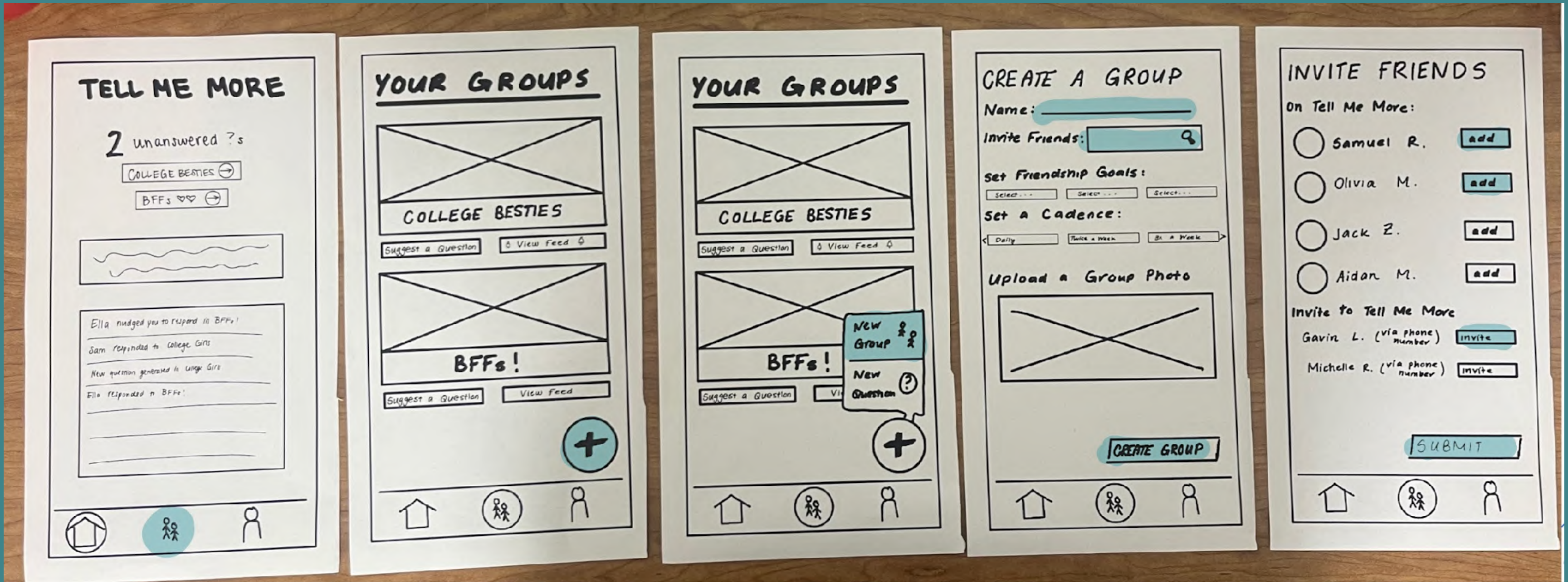
We're going to iterate and make some usability improvements in the coming weeks so thank you again for your input on this task.

**LINK TO ERROR LOG,
ASSIGNMENT NOTES, AND PROS
AND CONS LIST**

LINK TO SKETCHING REPORT



Medium task flow - lowfi prototype



Complex task flow - lowfi prototype