



# TextU

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Interaction Design 2

# Initial Research

# User Interviews

- Three Interviewees
  - Male / 75 / Philippines
  - Female / 73 / Philippines
  - Male / 47 / United States of America (NJ)
- Four Questions
  - What are some of your day to day chores/errands?
  - What are some problems you face when doing these activities?
  - What do you use your phone for?
  - What are some difficulties you face when using your phone/apps?

# What are some of your day to day chores/errands?

Male / 75 / Philippines

- Go to the supermarket to buy food to cook for the day
- Drive grandson to school
- Cook
- Bring lunch to grandson at school
- Pick up grandson from school
- Watch TV
- Applying to jobs (when he was in America)
- Walking around the neighborhood, exploring

Female / 73 / Philippines

- Watch TV
- Play with grandchild
- Walk around the street with her walker
- Chatting with her children

Male / 47 / USA (NJ)

- Ironing clothes in the morning before work
- Cleaning Princess's litter box, wash Princess's dishes, fill-up food and water, wipes Princess to clean her
- Prepare dinner
- Cleaning inside and outside the house

# What are some problems you face when doing these activities?

Male / 75 / Philippines

- Driving or cooking gets tiring
- Difficulties connecting to Netflix or Chromecasts
- Difficulties reaching employers, finding jobs, and getting to job locations
- Getting lost in the neighborhood, getting bored of going to the same routes

Female / 73 / Philippines

- Difficulty with walking, needs assistance

Male / 47 / USA (NJ)

- Being too lazy to do chores
- Focusing on tasks
- Distracted by movies and TV

# What do you use your phone for?

Male / 75 / Philippines

- **Read news**
- Search for food recipes and cooking instructions
- **Communicating with his children and grandchildren to keep in touch**
- Watch movies or shows
- Applications used: Google News, Instagram, Youtube, Netflix, Messenger and Facebook
- Take photos and videos

Female / 73 / Philippines

- **Read news and gossip**
- **Social Media**
- Communicating with his children and grandchildren to keep in touch
- Play games
- Applications used: Google News, Instagram, Facebook, Word Games

Male / 47 / USA (NJ)

- **Checking the news (Google News)**
- **Keep in touch with family (Facebook, Instagram, Twitter)**
- Check emails for personal and work (Outlook, Gmail, Office365)
- **Talking on the phone or video chatting**
- Work applications (Remote access to work environments)
- Watch Youtube or movies (Netflix)
- Banking (Bank of America)

# What are some difficulties you face when using your phone?

Male / 75 / Philippines

- Accidentally change settings on apps and don't know how to fix it
- Difficulty when communicating with grandchildren
- Cannot take good photos, not sure where they save

Female / 73 / Philippines

- Accidentally change settings on apps and don't know how to fix it
- Difficulty when communicating with grandchildren
- Don't know how to upload photos
- Cannot initiate phone calls, must have other person call her so she can answer
- Remembering passwords is hard, must call daughter for help

Male / 47 / USA (NJ)

- Altering the settings and having to reinstall application to fix it
- Cannot easily text younger generation because of their shortcut words

# Key Points

- Communicating with younger generations is difficult (language barrier, shortcut words)
- Changing settings accidentally means having to redownload the app
- Confusion with video chatting vs phone calls

# Brand Audit

- iTranslate:
  - “iTranslate is the leading translation and dictionary app. Easily translate text, websites, or start voice-to-voice conversations in over 100 languages. Our new Offline Mode allows you to use iTranslate abroad without having to pay expensive roaming charges.”
- Viber:
  - “From today, you can translate any message you receive inside a Viber chat into your own language. Or any other language you prefer. All you need to do is long tap on the message, choose translate, and instantly the translation will appear right below the original message.”
- WoChat:
  - “Wochat is the free messaging app featuring LIVE translation of messages and video chat! We connect you with not only your friends but the entire world!”
- Slatch:
  - “Slatch allows millions of users worldwide to speak with anyone no matter what language they speak! How? Slatch is the first instant messaging app with live translation featuring messaging, video chat and group chat.”
- Facebook Messenger:
  - “When you receive a message in a language that is different from your default language in Messenger, Facebook's artificial intelligence assistant M will automatically offer a suggestion to translate the message. When you tap on the suggestion, you will be asked to enable auto-translation. Upon doing so, all future messages received that are not in your default language will be automatically translated.”

# Brand Audit

Brand	Texting	Calling	Video Chat	Text Translations	Voice Translations	Conversation Uninterrupted
TexTranslator	✓			✓		✓
iTranslate	✓			✓	✓	✓
Viber	✓	✓	✓	✓		
WoChat	✓	✓	✓	✓		✓
Slatch	✓		✓	✓	✓	✓
TransFire Chat	✓			✓		✓
Facebook Messenger	✓	✓	✓	✓		✓

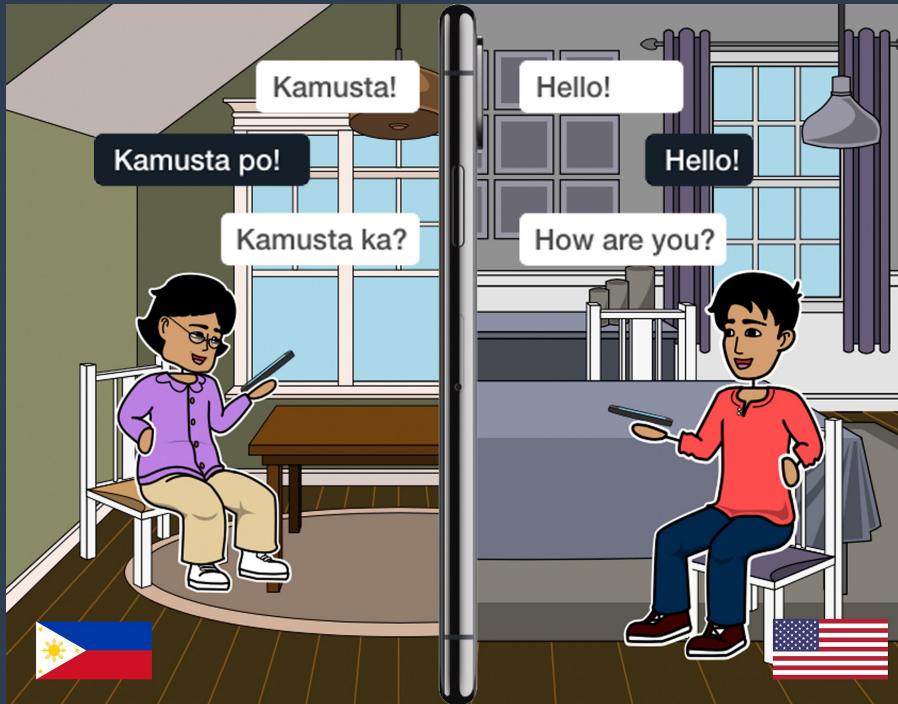
## Notable Features

- Interpreter (voice to voice translations)
- In-convo text translations
- Video/audio calls live translations
- Group chats
- Voice-to-text translation and vice versa

## Other Potential Features to Add

- Basic Message Suggestions
- Minimal navigation
- Online contacts information (useful for different time zones)

# Service Concept

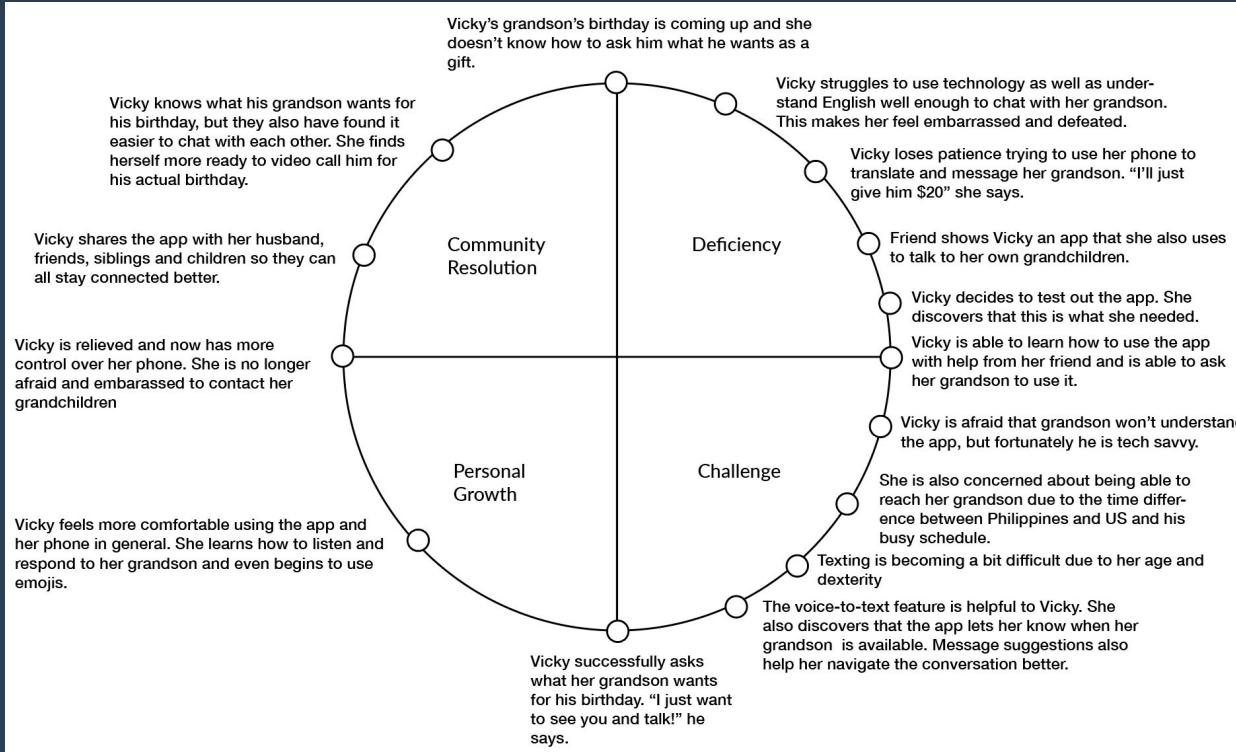


**TextU**

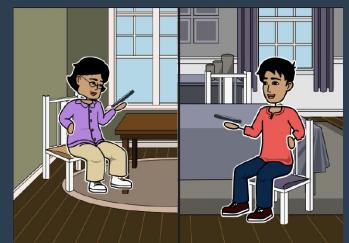
A universal texting app whose aim is to bridge the language barriers between generations and international pals/acquaintances

# Synthesis

# Hero's Journey



# Storyboard

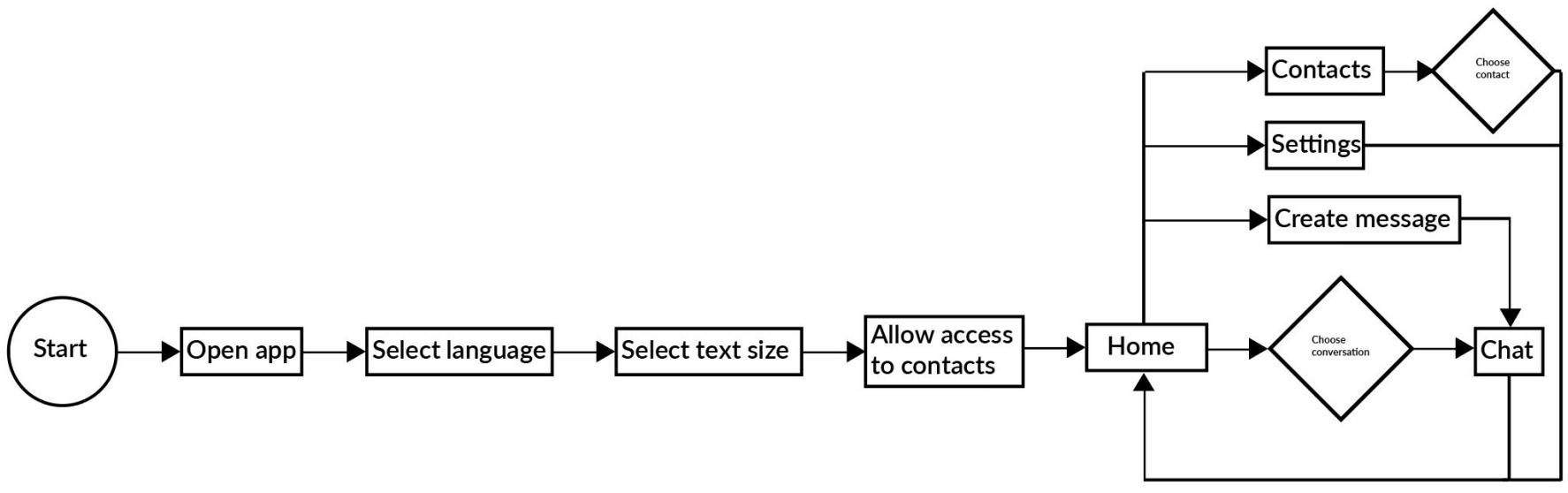


# UI Spec

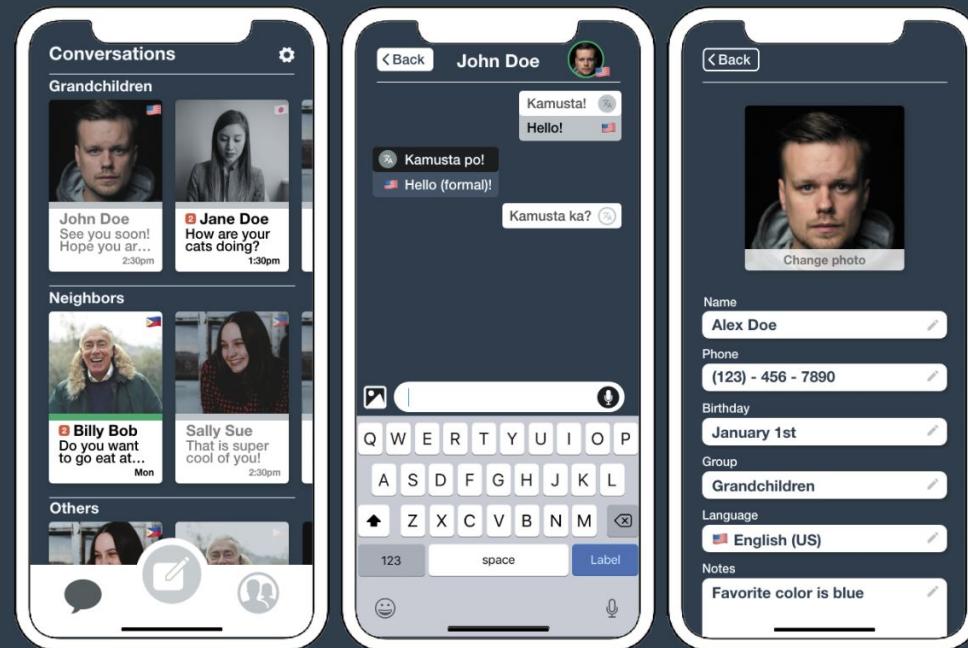
The diagram illustrates a user interface specification across several screens:

- Top Left Screen:** Shows a dropdown menu for language selection. Annotations include: "Choose your language:" above the dropdown, "Actions item placed closer to middle/bottom of screen" near the dropdown, "Large button located at bottom for clarity" below the dropdown, and "Dropdown selection with action to type answer" to the right of the dropdown.
- Top Middle Screen:** Shows a text size slider. Annotations include: "Select text size:" above the slider, "Hello World" in the text input field, "Sample text that will always use slider" above the slider, "Slider for more customizing according to preference" to the right of the slider, and "Familiar messaging UI that most people are comfortable with or understand" centered below the slider.
- Top Right Screens:** Two side-by-side screenshots of a messaging application's conversation list. Annotations include:
  - "Settings are located away from location that can be accidentally pressed" pointing to the top right corner of the first screen.
  - "Flag next to contact name to indicate contact's primary language can be toggled/changed by clicking on it" pointing to the first contact in the list.
  - "Compose message in the center button as it is a primary action" pointing to the central message input field.
  - "Minimal options to choose from in bottom icons" pointing to the bottom right of the second screen.
  - "Option to compose message to an individual or entire group chat" pointing to the bottom right of the second screen.
- Bottom Left Screen:** Shows a message thread with John Doe. Annotations include: "Online indicator" pointing to the status icon, "Flag next to contact name to indicate contact's primary language can be toggled/changed by clicking on it" pointing to the first contact in the list, and "Media button to send a photo" pointing to the bottom left of the screen.
- Bottom Middle Screen:** Shows a message thread with John Doe. Annotations include: "Click on message bubble for longer duration" pointing to the message bubble, and "Audio message button if text is empty" pointing to the bottom right of the screen.
- Bottom Right Screen:** Shows a message thread with John Doe. Annotations include: "Message suggestions to continue flow of conversation" pointing to the bottom right of the screen.

# UI Flow



# VD Spec



## Palette



## Menu



## Controls



## Type

**Helvetica Neue Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Experience Prototype



# TextU

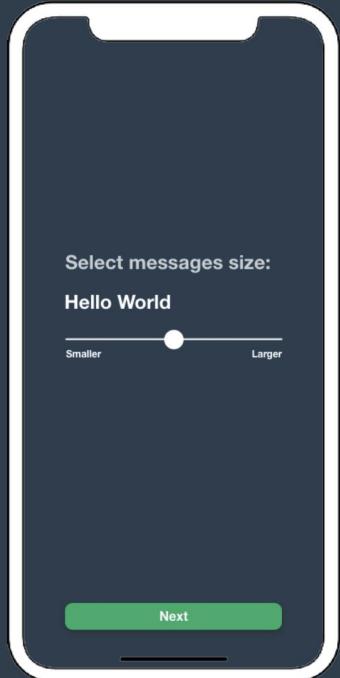
Grandma Vicky's grandson's birthday is coming up, but she doesn't know what to get him. She is afraid of contacting him due her limited English and technology skills.



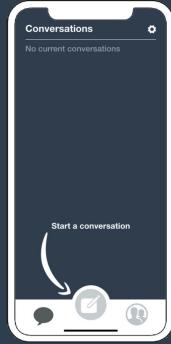
Fortunately, grandma's friend has the perfect app that will help her technology and communication problems: TextU.



Grandma especially likes the option to change the text size, since her vision is not as good as it used to.



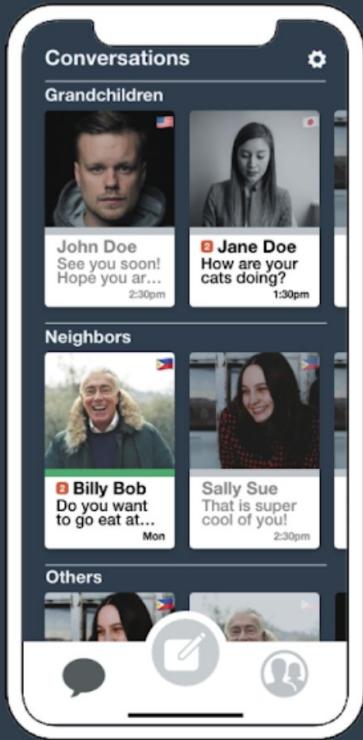
Grandma has difficulty adjusting to the app at first. Fortunately, it is simple to use and has guides to show her how to message her contacts.



Grandma shows the app to his grandson and is able to ask what he wants for his birthday.



Grandma loves TextU and uses it to contact all of her grandchildren and friends whenever she wants!



# Thank you

[Clickable Prototype](#)