



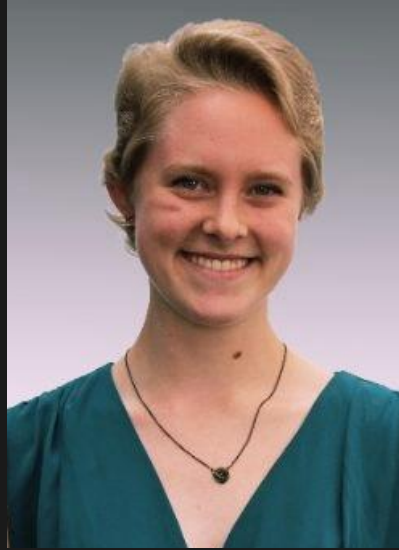
THOUGHTBUBBLE

Concept/UI Exploration | Low-Fidelity Prototype | Usability
Testing

TEAM MEMBERS



Po Tsui



Bonnie Nortz



Jenny Kim



Grace Hong



ROADMAP:

Value proposition

Selected interface

Prototype structure

Tasks

Experimental method

Results

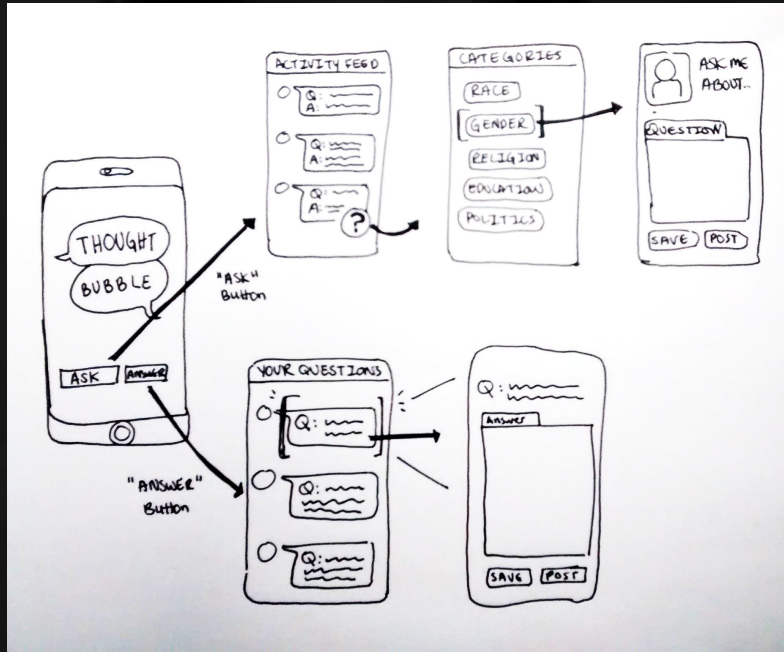
Suggested UI changed



VALUE PROPOSITION

GET HELP TALKING
ABOUT THE TOUGH QUESTIONS.
EXPAND YOUR BUBBLE

SELECTED INTERFACE: MOBILE

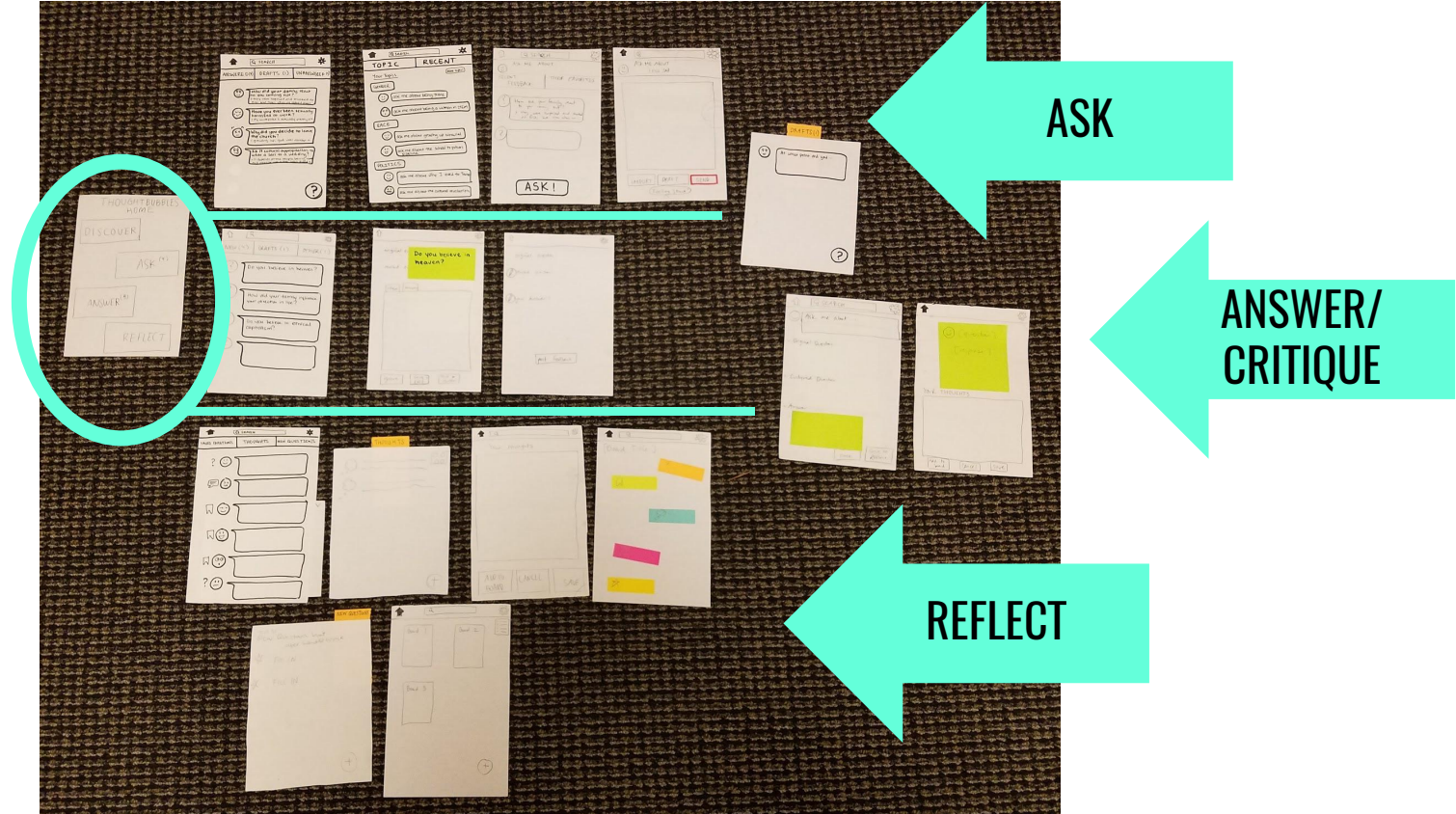


transform the flow and content of conversation

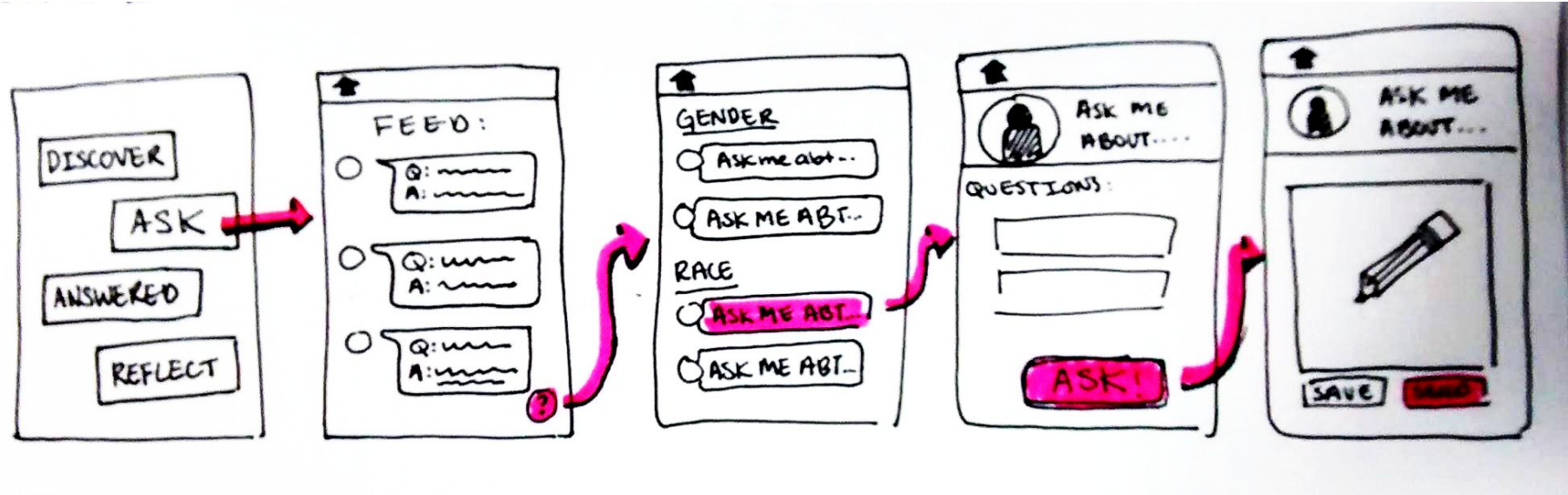
incorporate into **regular routine** and normal devices

translate into **real life** conversations

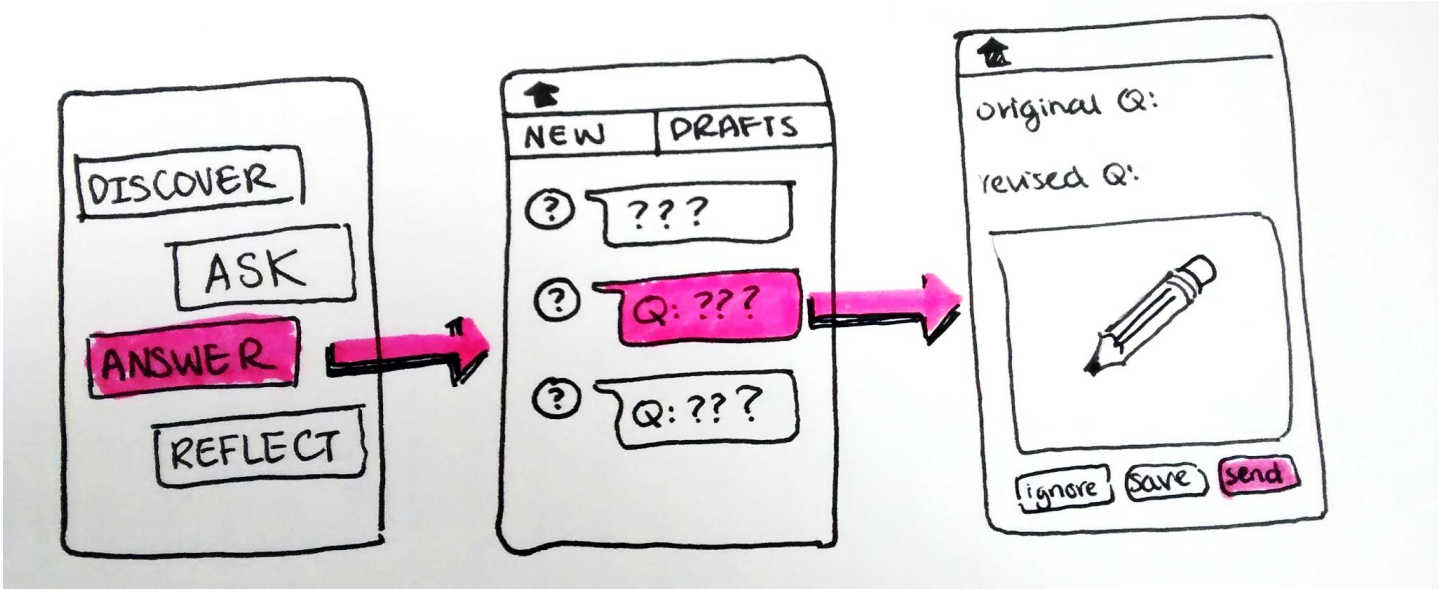
LOW-FI PROTOTYPE STRUCTURE



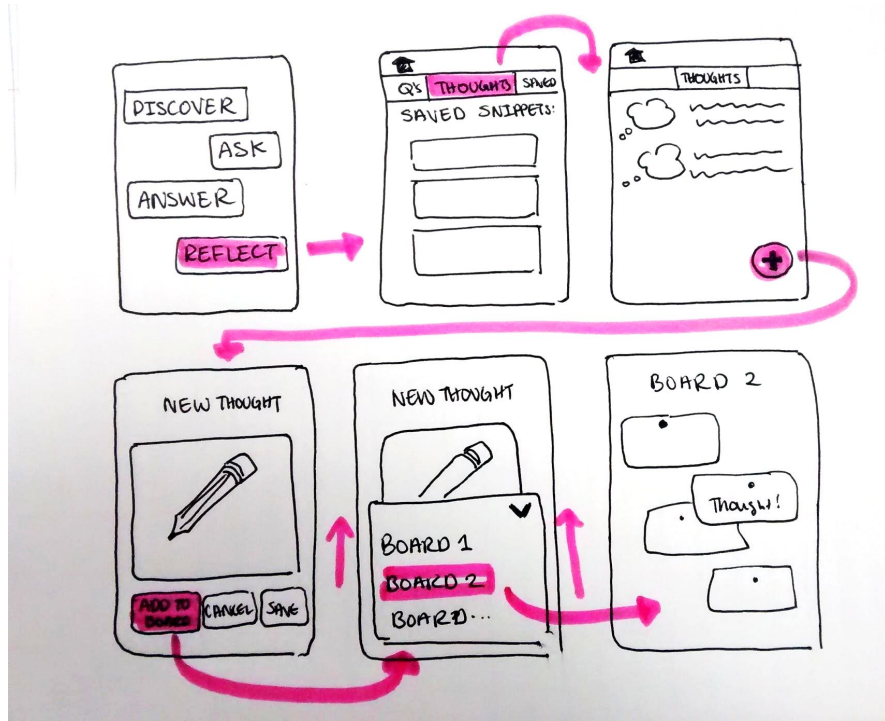
TASK 1 | ASK AN ANONYMOUS QUESTION (MODERATE)



TASK 2 | ANSWER/CRITIQUE A QUESTION (SIMPLE)



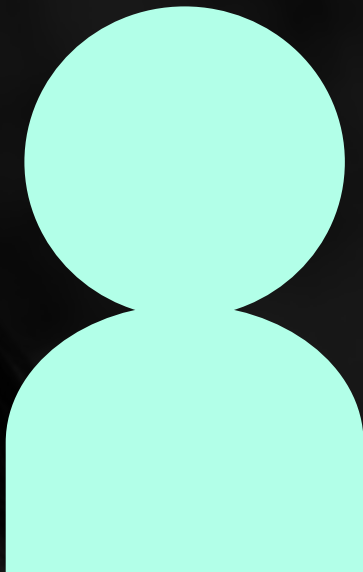
TASK 3 | REFLECT ON WHAT YOU LEARNED (COMPLEX)



EXPERIMENTAL METHOD



SETUP



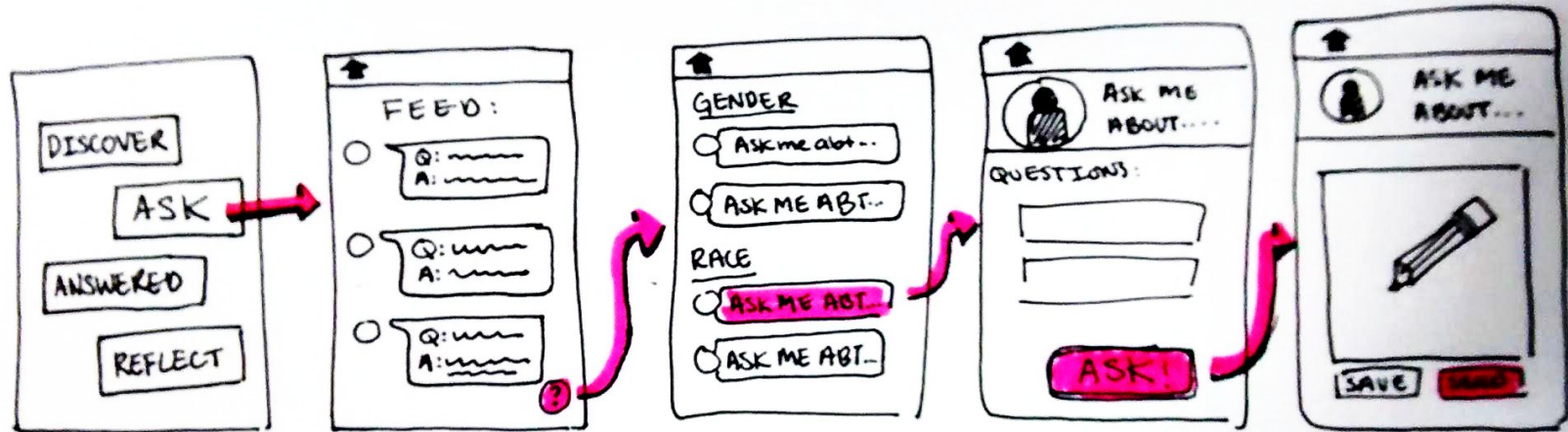
PROCEDURE

Time
Number of tries
Emotion
Hot spots

METRICS

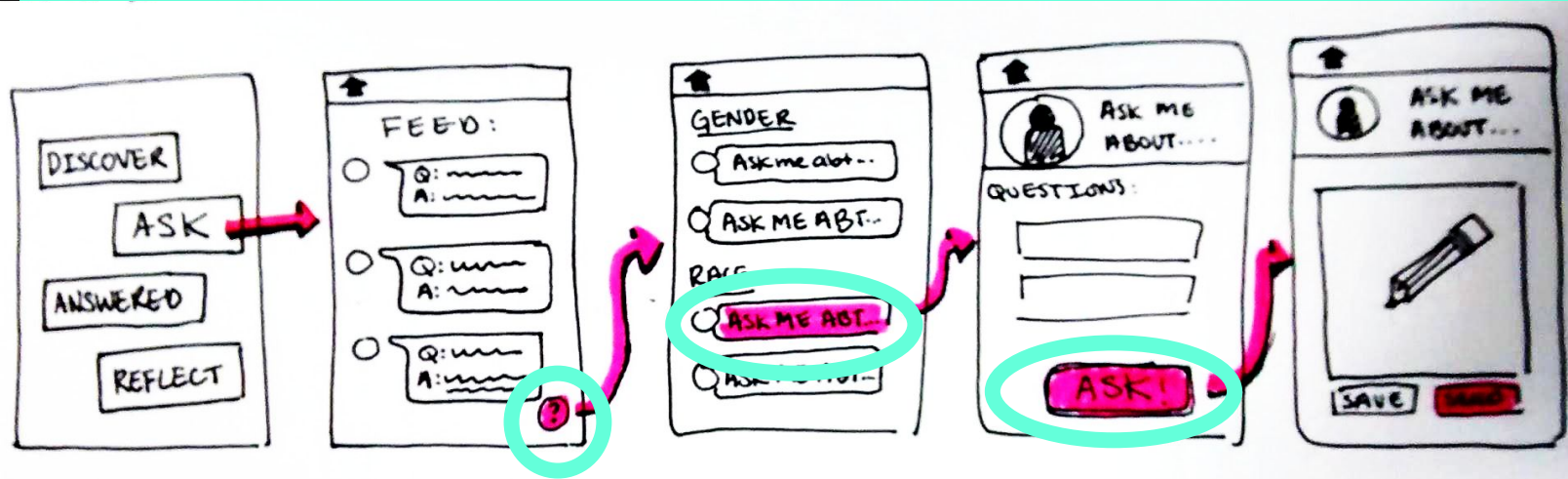
EXPERIMENTAL RESULTS

Navigation issues



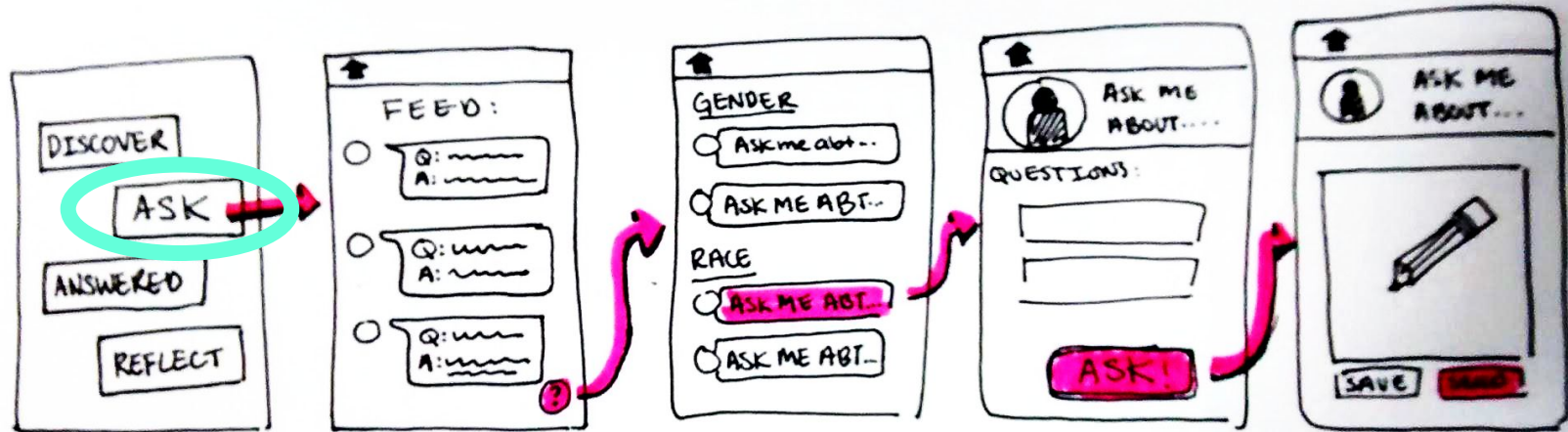
EXPERIMENTAL RESULTS

Navigation issues



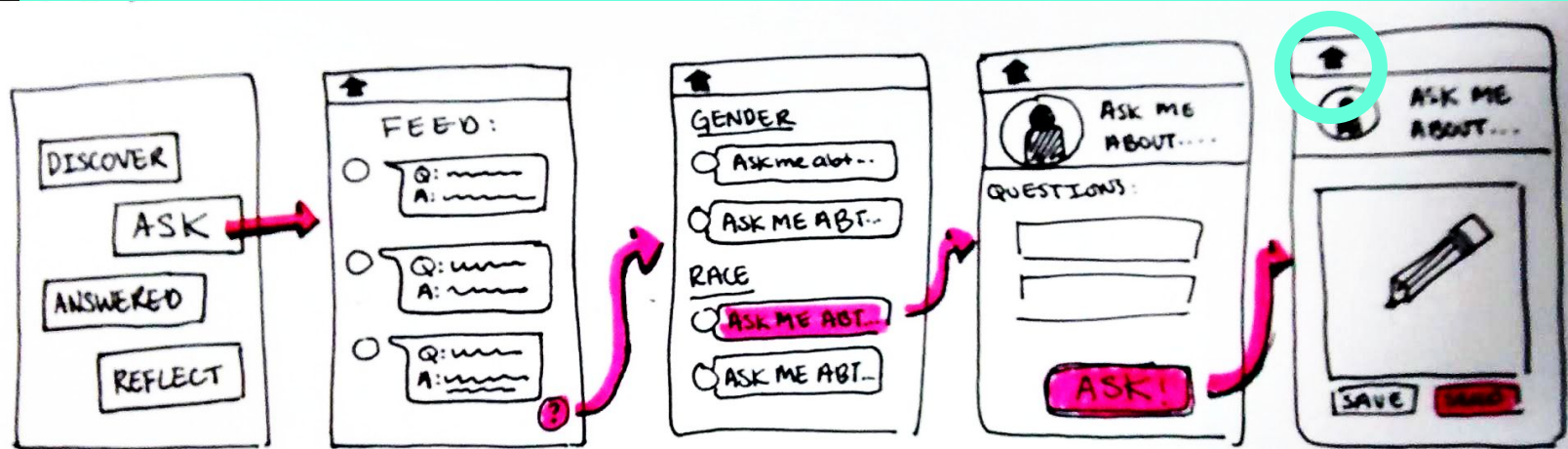
EXPERIMENTAL RESULTS

Navigation issues



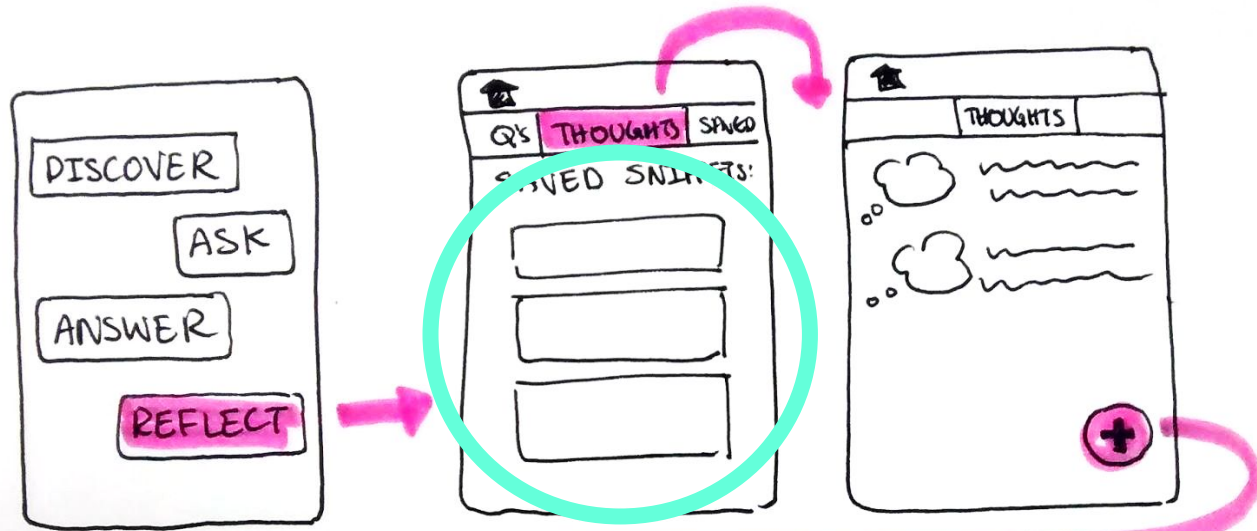
EXPERIMENTAL RESULTS

Navigation issues



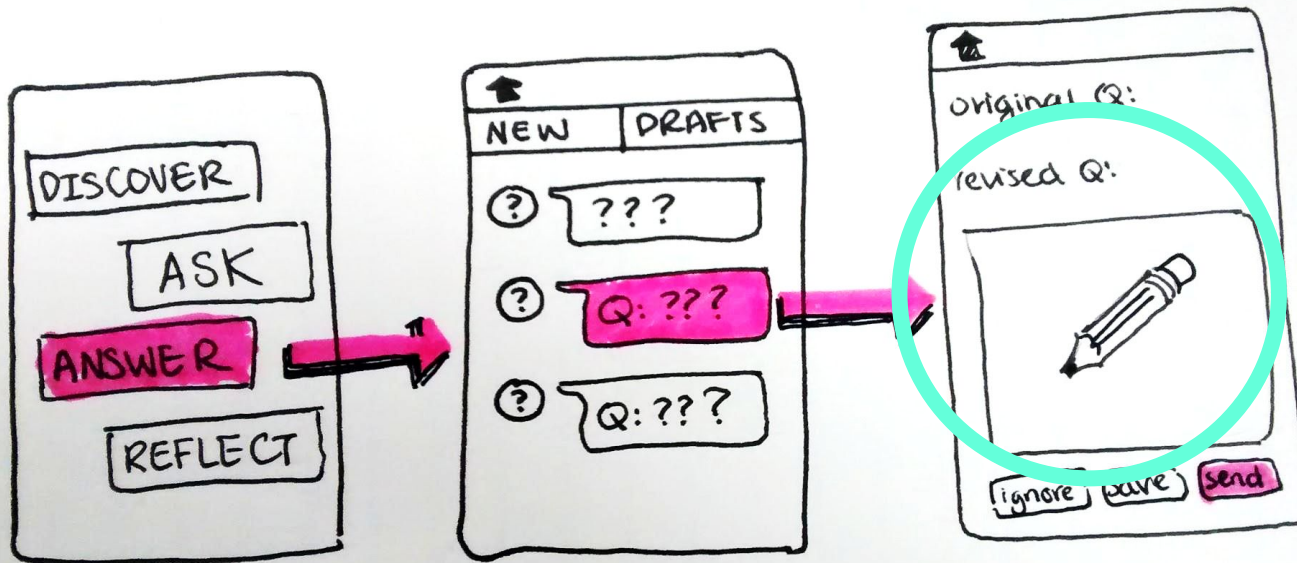
EXPERIMENTAL RESULTS

Distracting content



EXPERIMENTAL RESULTS

No critique



SUGGESTED UI CHANGES

simplify **number** of screens

streamline **functionality**

more prominent and persistent **navigation**

SUGGESTED UI CHANGES

Make “critique” and “answer” **separate screens**

Address the issues of **anonymity** and **safety**

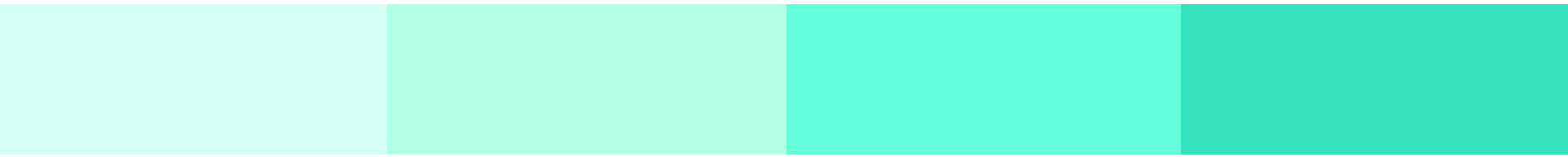
CONCLUSION

Three diverse test users

Navigation issues

Completed tasks with ease once on
the right page

Simplify and streamline





QUESTIONS