

# **ITERATIVE DESIGN**

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# STARTUP RELATIONSHIP HERO

MISSION: HELPING PEOPLE TO ANSWER  
THEIR RELATIONSHIP PROBLEMS

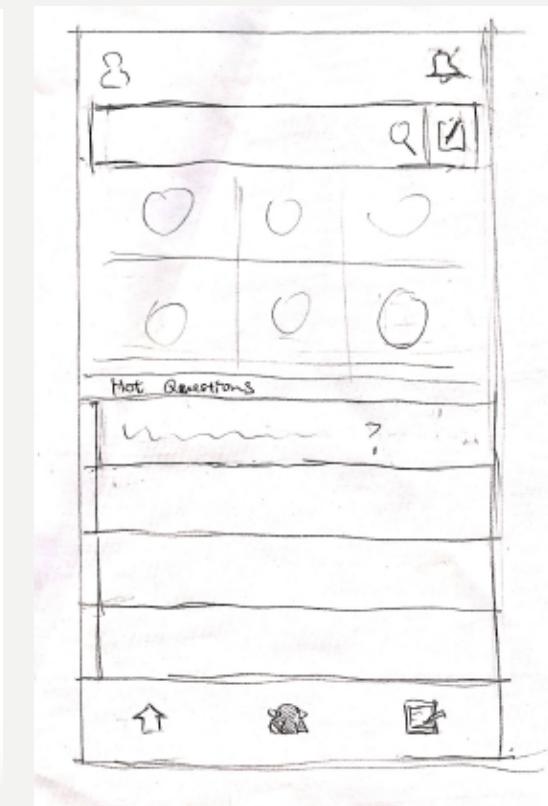
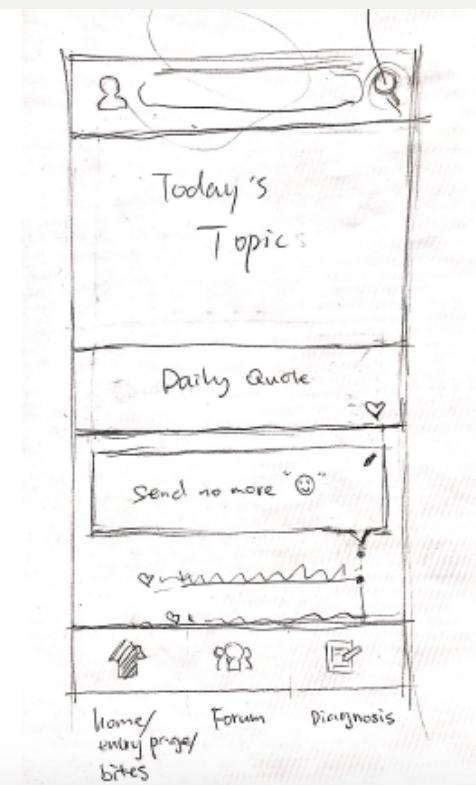
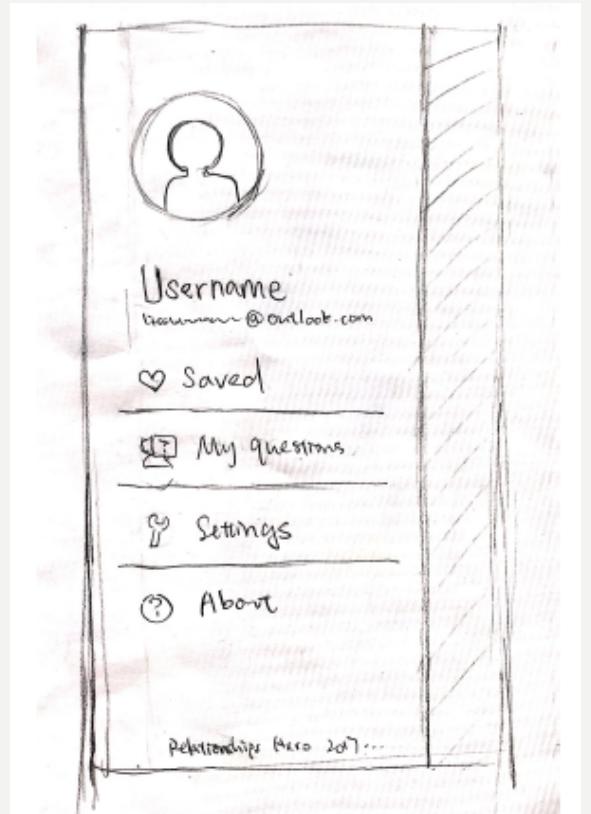


# PART 1 – SKETCHES

- They are significantly different from each other because they differ in layout and functionality (some include login page, and focus on one-on-one contact with experts, while some focus on interaction of users). The navigations of the sets are also different, some having the navigation bar, while some following a linear navigation process.

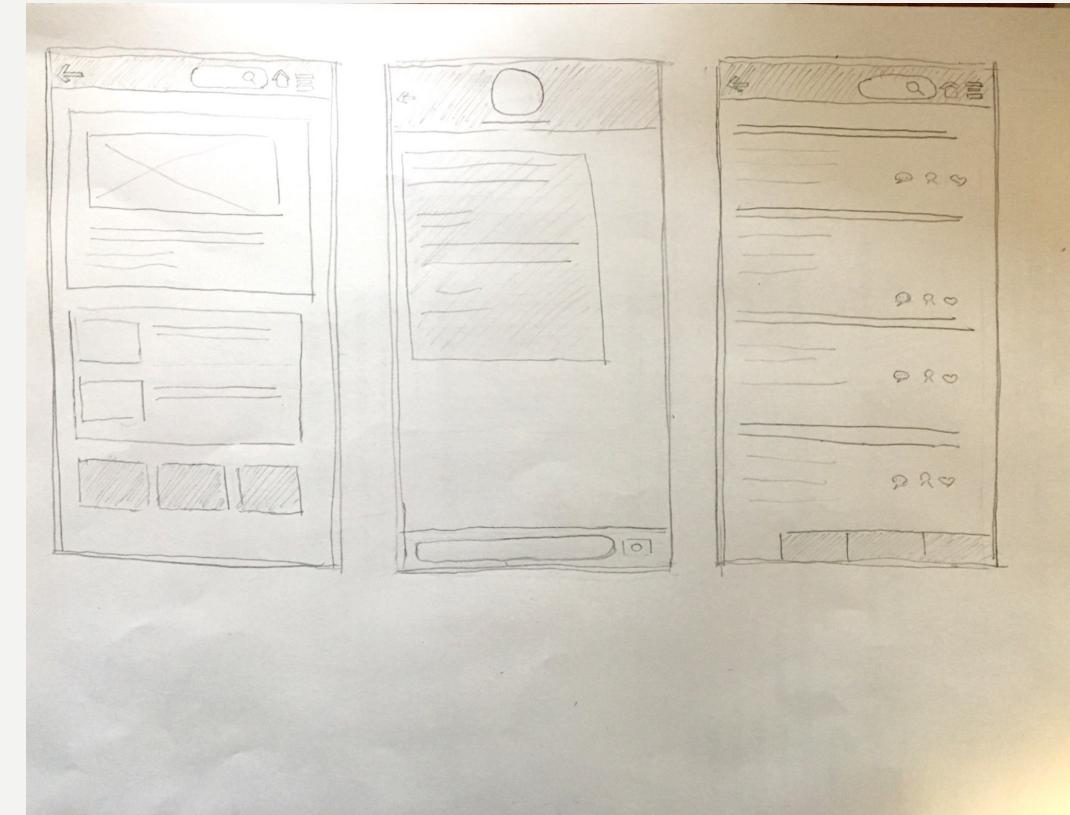
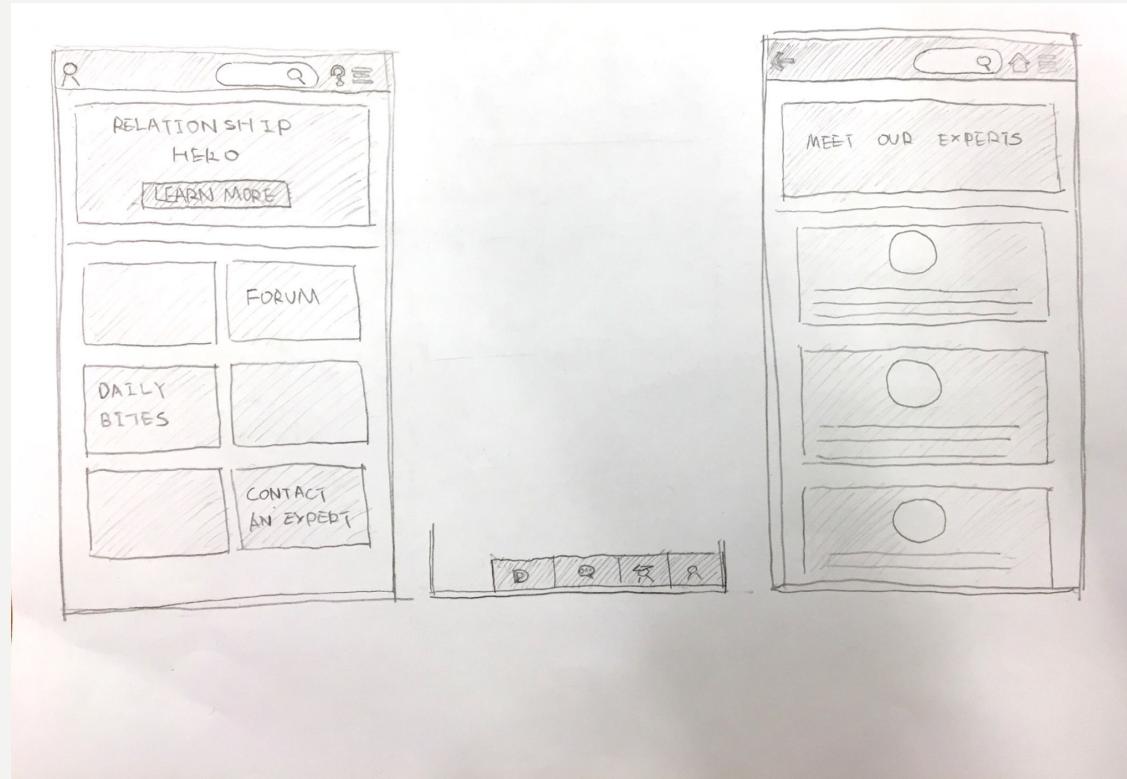
# PART 1 – SKETCHES

- Set 1



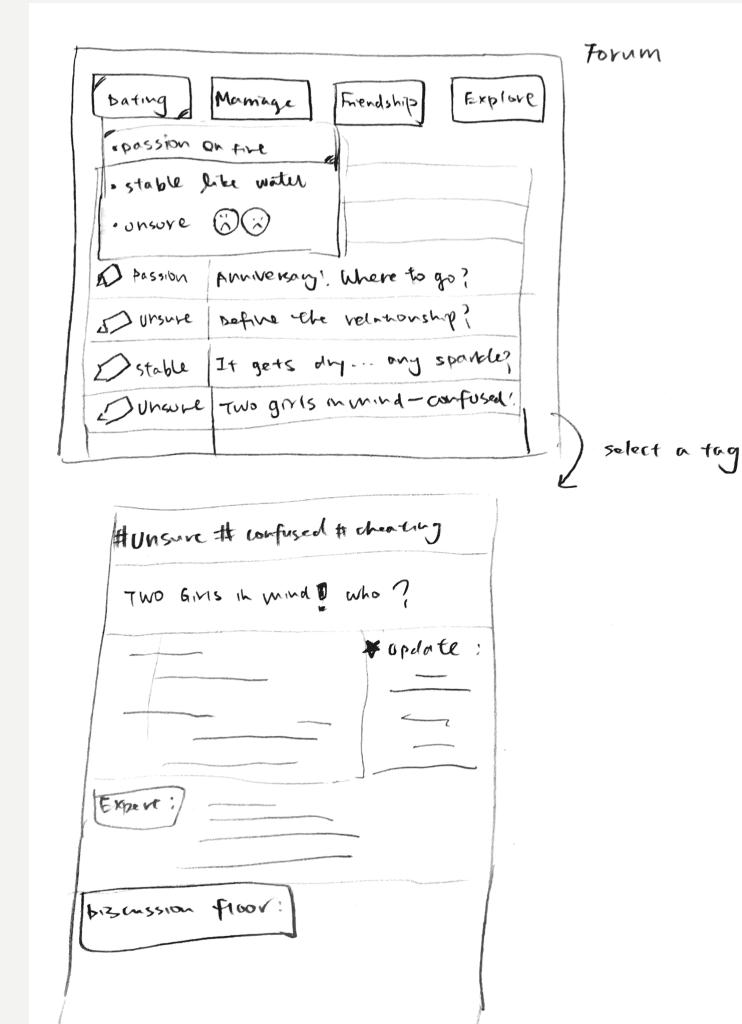
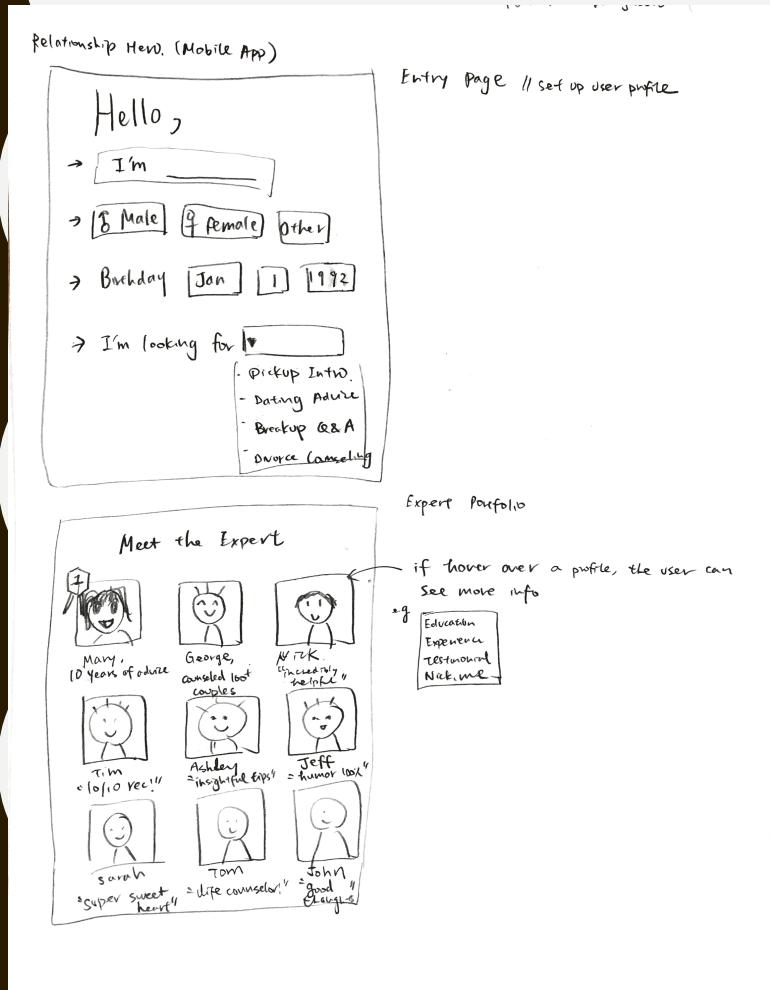
# PART 1 – SKETCHES

- Set 2



# PART 1 – SKETCHES

- Set 3



## • Set 4

**LOGO**

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UserName:

Password:

Relationship Status:

- Single
- In a Relationship

Purpose

- XXX
- XXX
- XXX
- XXX
- XXX
- XXX

Topics Interested in:

other:

All Set!

**LOGO**

Set preference

Featured:

different colors for different activity levels

General Topics:

Specific Topics:

Filter:

Profile icons with activity levels (X's)

Activity levels (X's) in boxes

Bottom navigation bar: ? Questions, Daily Read, Forum, Account

**LOGO**

General Topics:

Specific Topics:

Filter:

Profile icons with activity levels (X's)

Activity levels (X's) in boxes

Bottom navigation bar: ? Questions, Daily Read, Forum, Account

**LOGO**

Keyword:  sort by:

Last post:  Date:  comments/views

Last post:  Date:

Bottom navigation bar: ? Question, Daily Read, Forum, Account

**LOGO**

Auto-delete in T2 hours

Profile icons with activity levels (X's)

Activity levels (X's) in boxes

Bottom navigation bar: ? Questions, Daily Read, Forum, Account

# PART 2 - PROTOTYPE

- Prototype link: <https://www.figma.com/file/VkmnA0sdIQH1QPVsexe07Ujz/Relationship-Hero>
- Our prototype of the App consists of three main functions: a page showing the daily feeds (articles about relationships), a forum page, and a page where people can find information about experts and start conversations with them. We choose it to be in the form of an App because users are using this App mainly by learning small tips and engaging with others, so an App is able to give them feedback quicker and more frequent than a webpage.
- Comparing with our original sketches, our prototype gets rid of the original sign up page in two sets of the sketches. We make this modification because we feel that users may just browse the App for general advice when they use it, and may not be comfortable of filling in their personal information when they use it for the first time. Instead, we put an account icon in the top left corner of the App, giving users the choice to sign up and engage more if they want to ask specific questions using the App. To make user feel comfortable using the App, we also provide possible profile pictures for user to choose, instead of putting their own pictures, which ensures privacy. However, the picture of the experts are real photos, making them look accountable.
- For the general organization of the App, we preserve the navigation bar at the bottom for better navigation of the App. We also limit the button number to 3 so that it is easier for user to click on, and get a sense of the general structure of the App. We place most of the top bar as a search bar, and a new feature different from our sketches, which is to change the default text of the search bar according to the page that the user is currently looking. In this way, the search bar is able to provide more informative instructions. We also make the color scheme consistent, using orange and try to keep the background color simple (gray and white), to preserve clarity and conciseness.
- For the daily feed page, we placed the daily featured article at the top, since it is the main feature of this page, and keeps the alignment of the articles below consistent.
- For the forum page, we also keep the alignment consistent for clarity, and place the categories above as filters instead of specific sections, which is different from our original sketches as well. This design is based on the concern that users may just browse for general advise, and may want to look at multiple categories at once. We also ensure the responsiveness of the filter buttons by changing their colors when one clicks on them.
- We layout the expert page using the form similar to business cards, which shows experts information concisely and in a reliable way. The user can click on one card, and the card would flip to the back, with the feature of starting a conversation with the expert (not implemented in the prototype). For our chat page, we also do not show the user's own profile and make the background color of his/her message gray, further conveying privacy.

- **The suggestions we received during critiques:**

- Should enable users know more than the large categories for forum
- The search bar is not distinguished enough
- daily article's image is too large, which looks like an ad and may leave bad impression for paid users
- The App has good design hierarchies, but should make the articles look like articles instead of forum posts
- For the chat page, should make the expert's "live" status more distinguished
- Should add a feature to enable users to write a post on the forum
- Should increase the size of some buttons to make them easier to click

- **The things we changed based on the feedback:**

- We put the daily featured article in a formatted section, and add a button which says "view the full article", thus setting it apart from advertisements
- We add a search icon besides the text of the search bar, to make the search bar more distinguished
- We add author information under the articles to differentiate them from forum posts
- We add tags on the forum page to help users better understand the content of the posts and help them navigate to their interested topics
- We also add an "add post" feature for users to post on the forum, which is a feature that we forgot to add originally
- We enlarge the "like" and "reply" icon on the single post page, making them easier for users to click on a phone screen
- We add background colors to indicate experts' inactivity and online status on the chat history page

# PART 3 - TESTING

- **UserTesting.com Testing Email:**
  - [xiaoyu\\_jiang@brown.edu](mailto:xiaoyu_jiang@brown.edu)
  - Password: TESTIng1303013
- **Statement of Hypotheses:**
  - Users can use the navigation bar and interactive hotspots to find advice from experts, forums, or articles.
- **Main Task:**
  - Users can navigate through the app and find solutions to their relationships advice.
- **Testing instructions:**
  - **Seek advice through experts:** Use the app to find your chat history with Mike (one of the relationships experts). Try to use the hotspot on the screen. Don't use the page navigation at the bottom of the prototype.
  - **Seek advice on forums and posts:** Navigate to the forum page and check out the post titled "Interpret this text..." Again, try to use the hotspot on the screen. Don't use the page navigation at the bottom of the prototype.
  - After using this website, did your trust in the organization, increase, remain the same, or decrease? Explain your answer. Feel free to share any feedback you have! Thanks.
- **Summary of feedback:**
  - We will discuss the results in a summary of 3 subtasks. **To address the hypothesis, the users can navigate through the App to find experts and advice, but finds it hard to fulfill.**
    - **Seek advice through experts:** Most users took a long time and took a long time to find the specific chat interface with the expert. Though they did not easily accomplish the task, they have become familiar with the interface and navigated through forums and articles, which made the second task a lot easy. Should have a button from expert to chat -- too hard, doesn't seem like a chat history (paper clip → send) (inbox icon beside)
    - **Seek advice on forums and posts:** Thanks to the lengthy first task, users are able to easily find the particular post on the forum and look for expert and users' answer. They can also use the search bar to find solutions to their relationships problems.
    - **General feedback:** Users like how we showcase the experts with ratings and feel that the interface is easy to navigate. They have also noted that the search bar on the top is crucial to find relevant information to their needs.

- **Potential Interface Changes**
  - Add a hotspot from each expert to the chat history or an inbox icon to help users to reach out to the expert.
  - Have a more vibrant, detailed profile, and credibility for the experts to increase the trustworthiness.
  - Add a logo or something to distinguish the user interface.
- **My testing experience**
  - Ask explicit question is the most important lesson we learned. We have reiterated on the questions and made sure they are not too trivial, but we ended up making the first question too hard. It is also important to tell them now to use the prototype's navigation bar but use the hot spot to step through the app. In that way, they can fully interact with the app.

## • Email to Startup

**Wang, Charlene** Today at 10:17 AM

To: contact@relationshiphero.com Cc: cs1300-fall17@googlegroups.com, Jiang, Xiaoyu, Lisa Wang, Mengqi Wang  
Alternative Design for Relationships Hero

WC

Hello,

Hope this message finds you well! As part of a UI/UX class assignment at Brown University, we were inspired by the description of your startup on Y Combinator. We designed an [interactive app interface](https://goo.gl/2NgDoU) (<https://goo.gl/2NgDoU>) that provides relationships advice through daily articles, expert, forum, and chat interface. If you have time to check it out, we'd love to know what you think, since you've been working on this a lot longer. We look forward to hearing from you.

Thanks,  
Charlene, Jessie, Lisa, Mengqi

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**Liron Shapira** Today at 12:01 PM

To: Wang, Charlene Cc: Relationship Hero, cs1300-fall17@googlegroups.com, Jiang, Xiaoyu, Lisa Wang, Mengqi Wang  
Re: Alternative Design for Relationships Hero

LS

Thanks for sharing guys, looks slick!

I'm curious how the main navigation works. That's tricky because we have a bunch of sections of the site/app, e.g. forum vs. lessons.

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Liron Shapira, Founder & CEO  
Relationship Hero  
Cel: (408) 621-6667  
<https://relationshiphero.com>

See More from Wang, Charlene

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**Wang, Charlene** Today at 12:49 PM

To: Liron Shapira Cc: Relationship Hero, cs1300-fall17@googlegroups.com, Jiang, Xiaoyu, Lisa Wang, and 1 more...  
Re: Alternative Design for Relationships Hero

WC

Hi Liron,

Thanks for the prompt response! We group the main functionality into the following three categories:

- Daily feed/Lessons
- Forums
- Experts --> When a user select an expert, the page will lead to Live Advice

We also like the fact that there is contact info upfront on the homepage, which can be another entry point for Live Advice. We really enjoy designing the user experience for Relationship Hero. Please let us know if you have any questions.

Thanks,  
Charlene

See More from Liron Shapira