

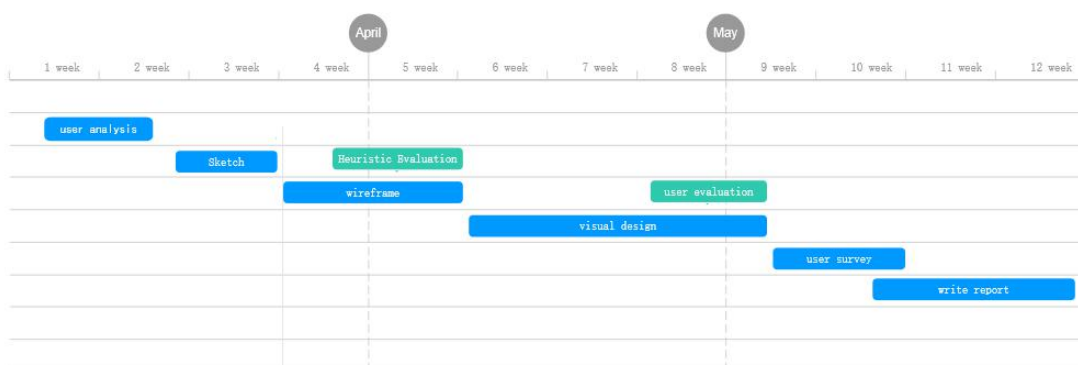
# CoFilm Design Document

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## 01 Project Background

CoFilm is a short video community application. In this age of social media, people are more used to sharing things through text. Even though there have been several successful short video community app products, such as Tik Tok, this has not changed the way people socialize and people still prefer to communicate through text comments under videos. The new coronavirus outbreak in 2020 has also greatly affected people's lives, forcing them to go into home isolation and losing the opportunity to interact with people face-to-face in reality. This is especially true for teachers and students, who can only communicate after school through discussion groups on the Internet. CoFilm is an application that aims to solve this dilemma by providing an open space for teachers and students to ask questions and share their ideas and opinions on any topic that interests them. In CoFilm, users will use video instead of text as they post videos to ask questions, answer questions and comment. In addition, users will be able to create their own small communities in CoFilm based on topics they are interested in, where they can discuss them like a family chat, and CoFilm also wants to give users a special feature: they can edit other people's videos to add their own insights. This feature is somewhat similar to the video collab feature in Tik Tok, but the difference is that the two videos should not be played at the same time but in a certain order, so that it is easier for users to understand the content of the video.

## 02 Design Process



The first two weeks are devoted to user analysis, the third to ninth weeks to the actual design process and evaluation process, the tenth week is devoted to target user survey, and the last two weeks to report writing.

## 03 User Analysis

i) target user

Lectures and students.

ii) Descriptive scenario

### **Persona**

David is a university student in ANU. He is 20 years old. As a studious student, he would ask the teacher questions in the school discussion group every time he encountered a problem in the course. Since the outbreak of the covid-19 virus, he has lacked face-to-face contact with people, he often chats with his friends by video.

Anna is a professor in ANU. She is 40 years old. She is very enthusiastic and hopes to pass on knowledge to every student. She is always willing to answer students' questions and patiently explain them until they understand. But she thought it was too inefficient to explain with words, and she would be very happy if she could use a short video instead.

### **Descriptive use-case**

Use case 1: User post Question

David want to ask a question about the assignment. He click the post button then choose the certain course channel and post a video about his question.

Use case 2: User answer Question

Anna wants to know if the students have any questions about this week's course. She goes to the course community on the home page and finds David's question. After watching David's video, she recorded a video to answer this question by adding the answer button next to the video.

Use case 3: community/question Search

David' friends created a community so that they could communicate privately. David search the community name through the search bar on the top of the application.

Anna wants to know if the students have any questions about the first assignment. She goes to the course community and search the the keyword "assignment 1" through the search bar on the top of the application.

Use case 4: User interaction

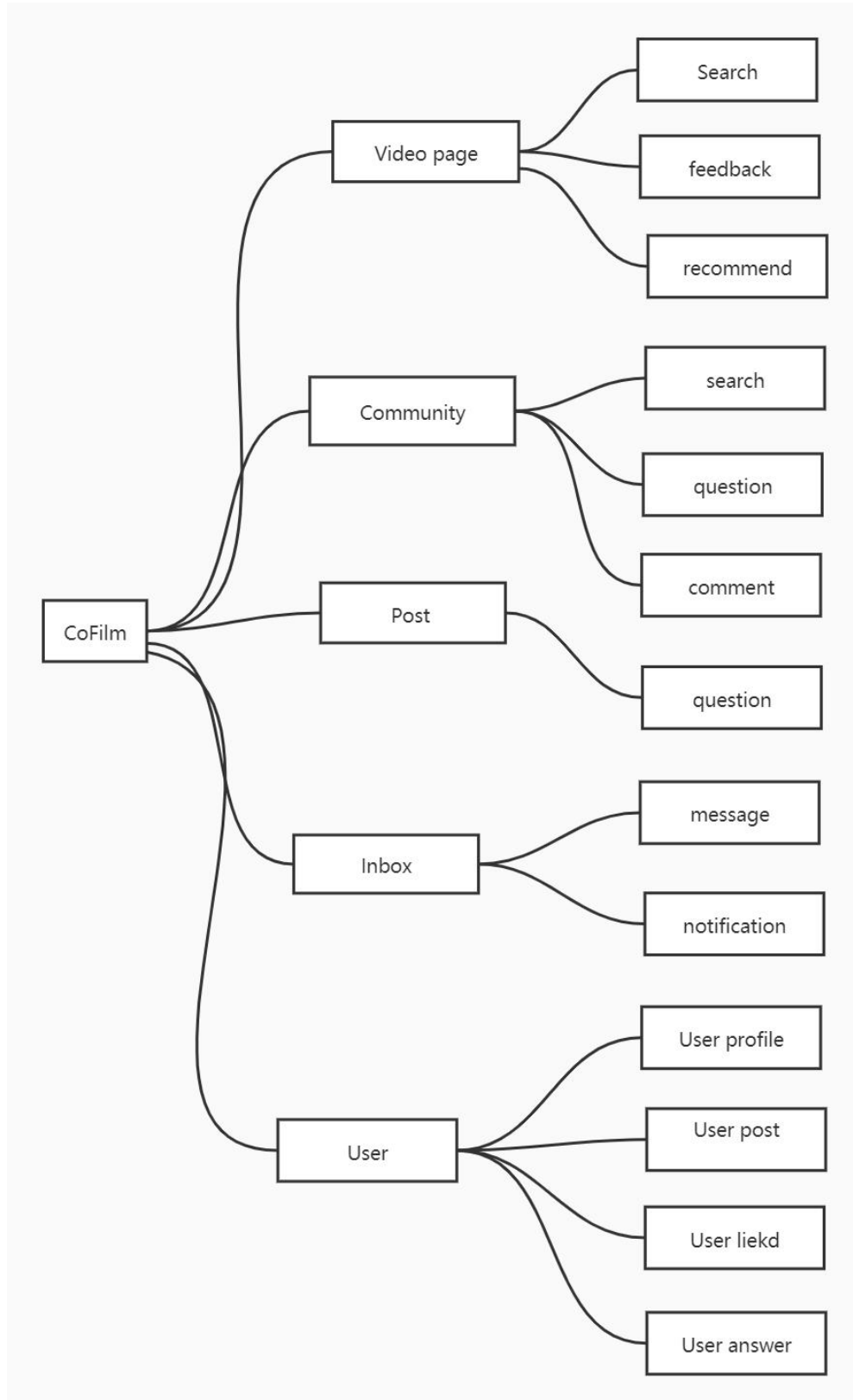
David think Anna's answer is useful and "like" it, set it as the first order answer. Many students comments under the answer to thank Anna.

Use case 5: login/sign up

David and Anna are tourists by default when they first enter the application. When they want to post video or follow a channel the system remind they to login. They

enter the user page through the user button next the top search bar.

## 04 Application Logic

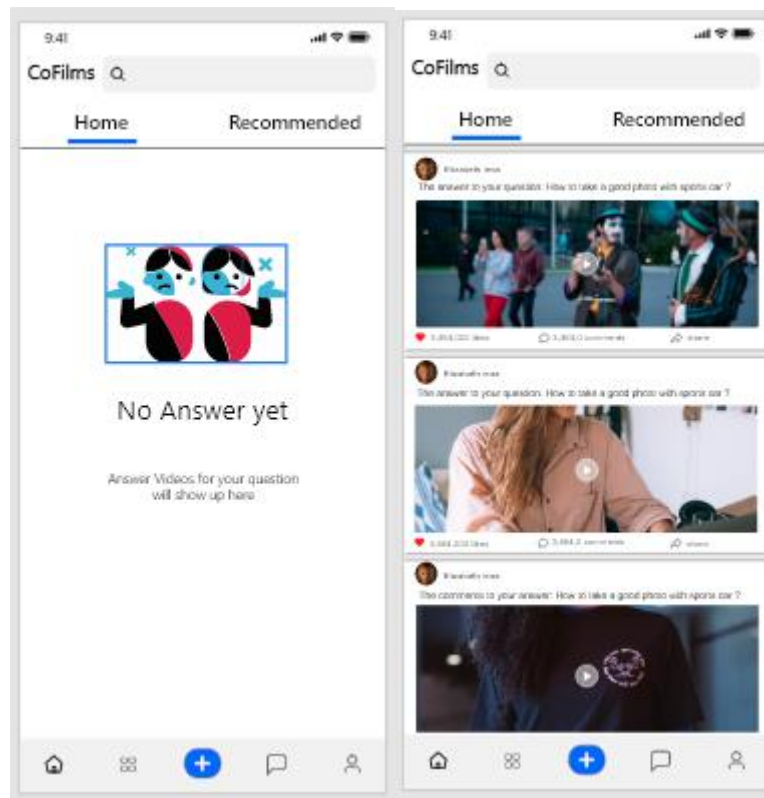


## 05 Page Description

a) Loading page

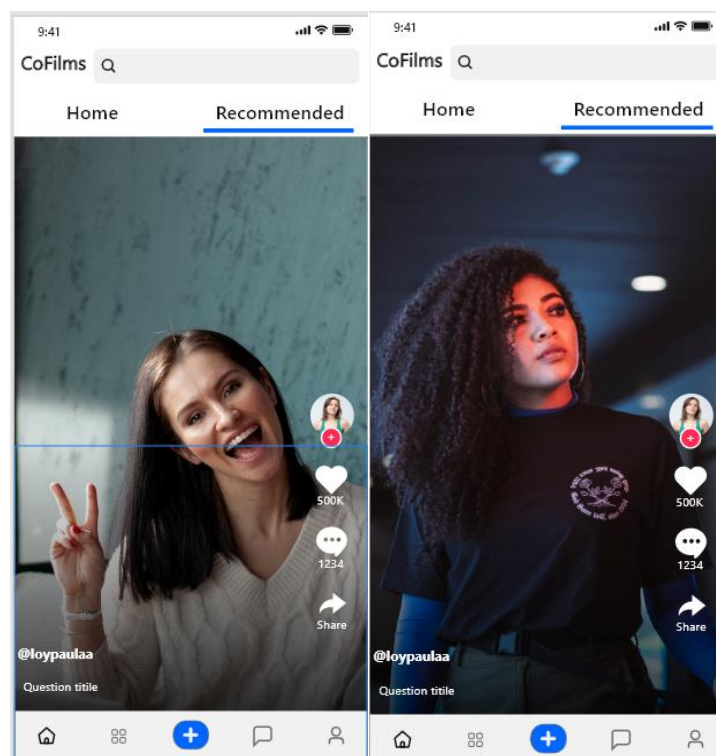


b) home page



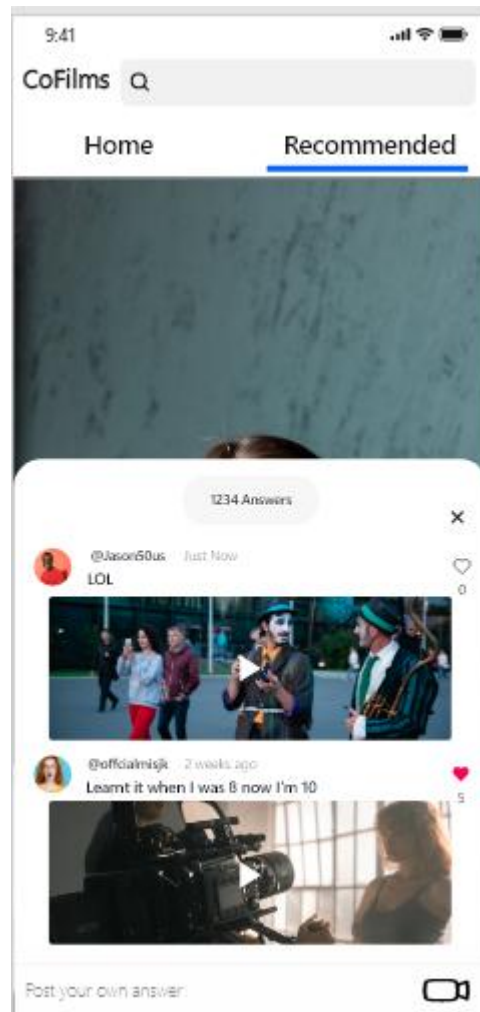
The first page is displayed when the user posts a message and does not receive a reply, and the second page is displayed when a reply is received. Users can scroll down the page to see more messages.

c) recommended page



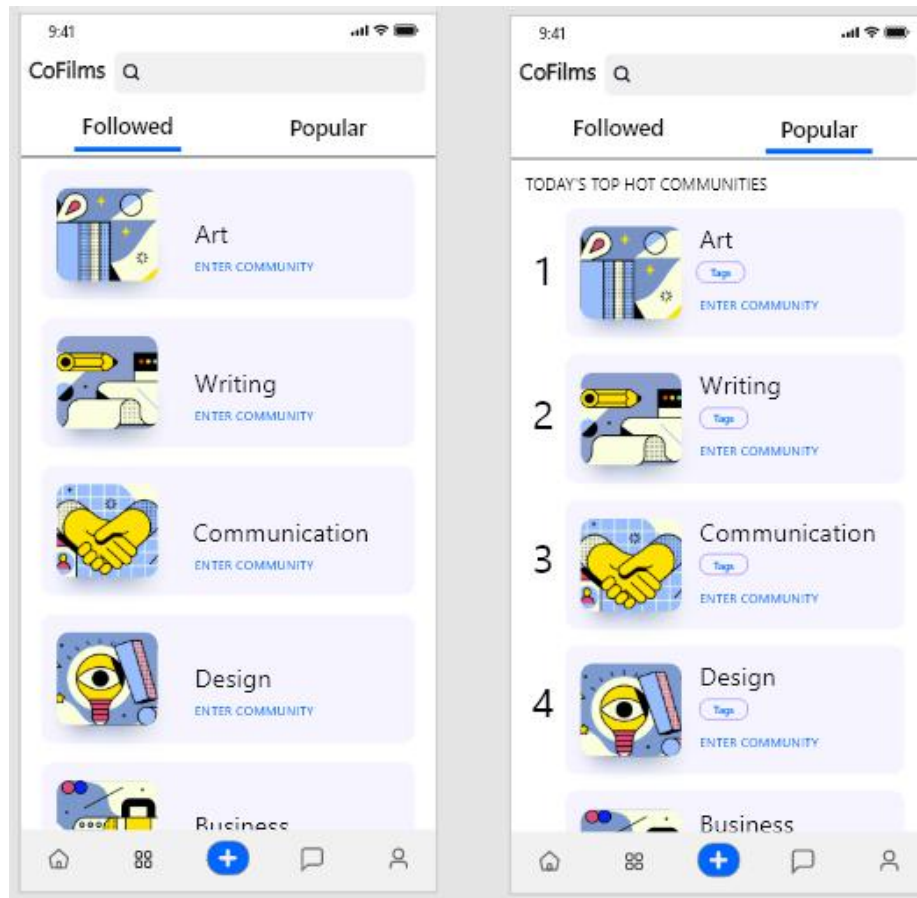
This page displays videos recommended by the system based on the user's topic of interest, and the user can switch between videos by scrolling down.

d) Answersheet page



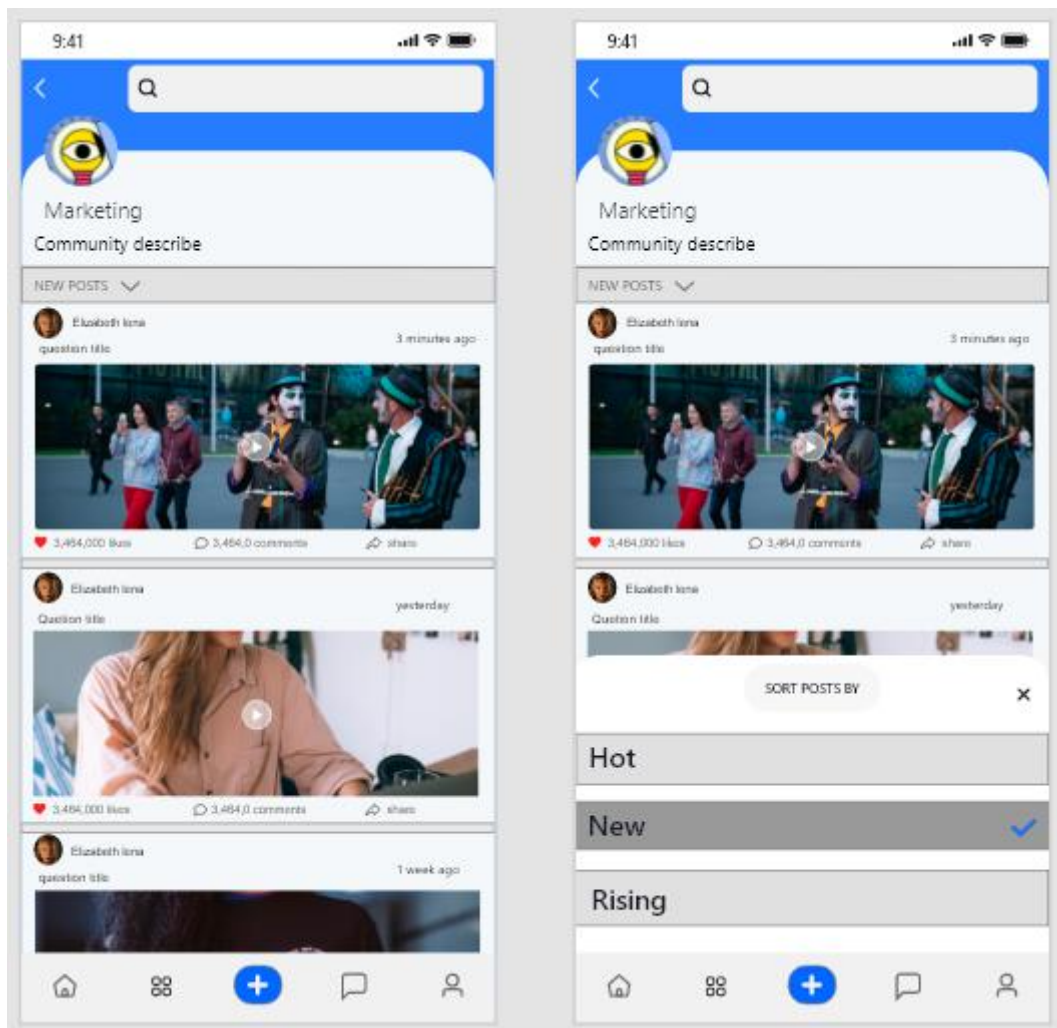
Users access this page by clicking on the comment icon in the video. Users can return by clicking the x on the menu. Users can post their own comments by using the camera icon at the bottom. Users can switch to the video page by clicking on the video.

e) Communities page



The two pages show the communities that users follow and the communities that are currently the most discussed in the system. Users can enter that community by clicking on any content in the box.

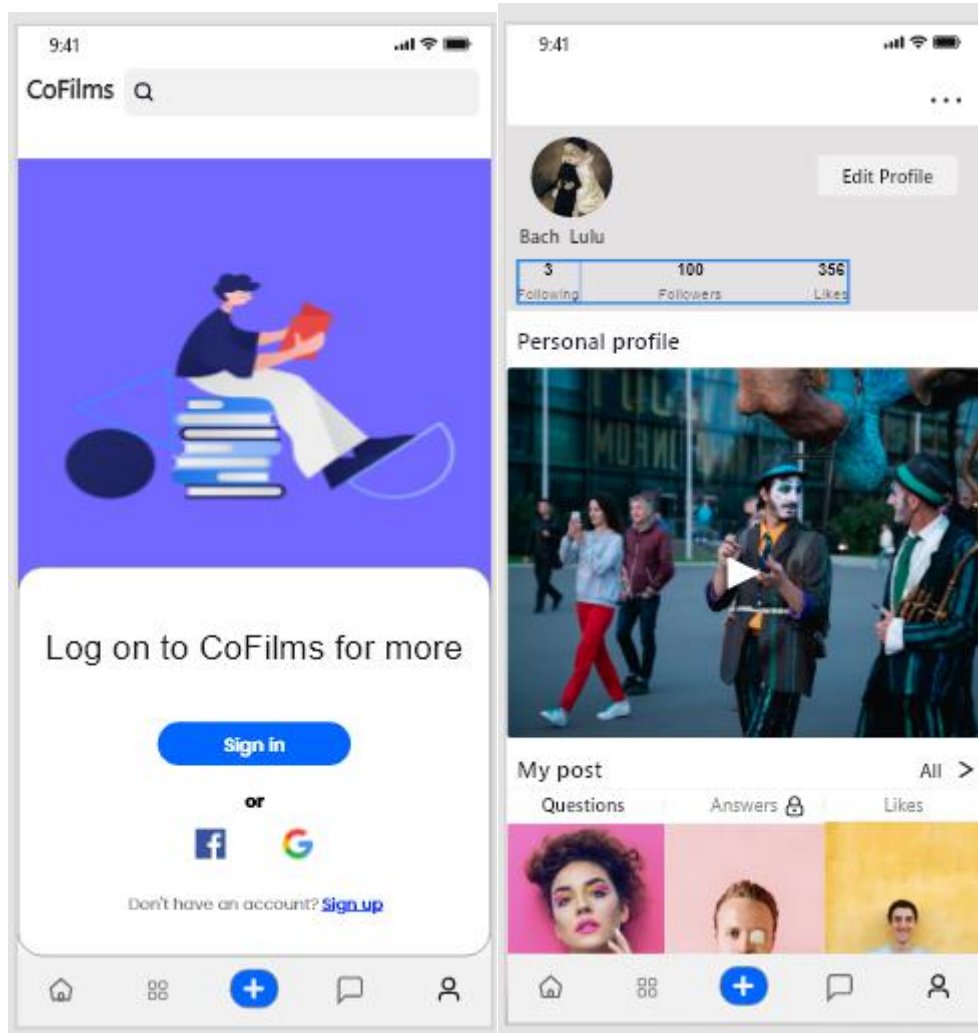
f) community page



This page shows the content of the discussion within the community. Users can click on 'new post' to choose how the videos are sorted.



g) User page



The two pages are the user's personal home page before and after login.

h) Sign in /sign up/reset

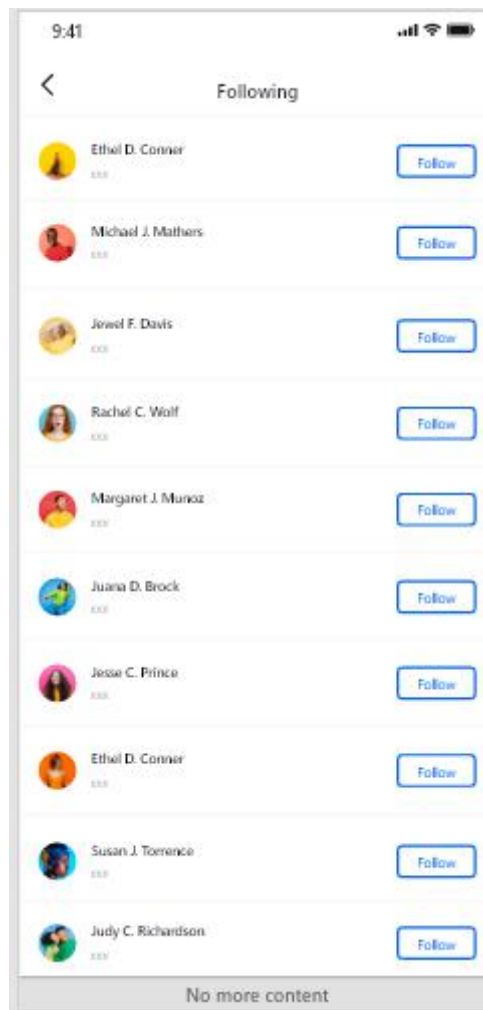
The image displays three mobile application screens for user authentication, each with a status bar at the top showing the time 9:41 and signal/battery icons.

**Sign In Screen:** Features a back arrow, the title "Sign In", and two social login buttons: "Sign in with Facebook" (blue) and "Sign in with Google" (red). Below these are two input fields labeled "Username or Email" and "Password", each with a user icon and a toggle for password visibility. A blue "Sign In" button with a right arrow is at the bottom, with a "Forgot password?" link below it.

**Sign up Screen:** Features a back arrow, the title "Sign up", and an "Email" field with the placeholder "hello@myemail.com". Below is a "Username" field with the placeholder "John" and a green checkmark. A "Password" field with a lock icon and a toggle for password visibility is next. A checkbox for "By creating an account, you agree to our Terms & Conditions" is present. A blue "Sign Up" button with a right arrow is at the bottom, with a link "Already have an account? Sign in" below it.

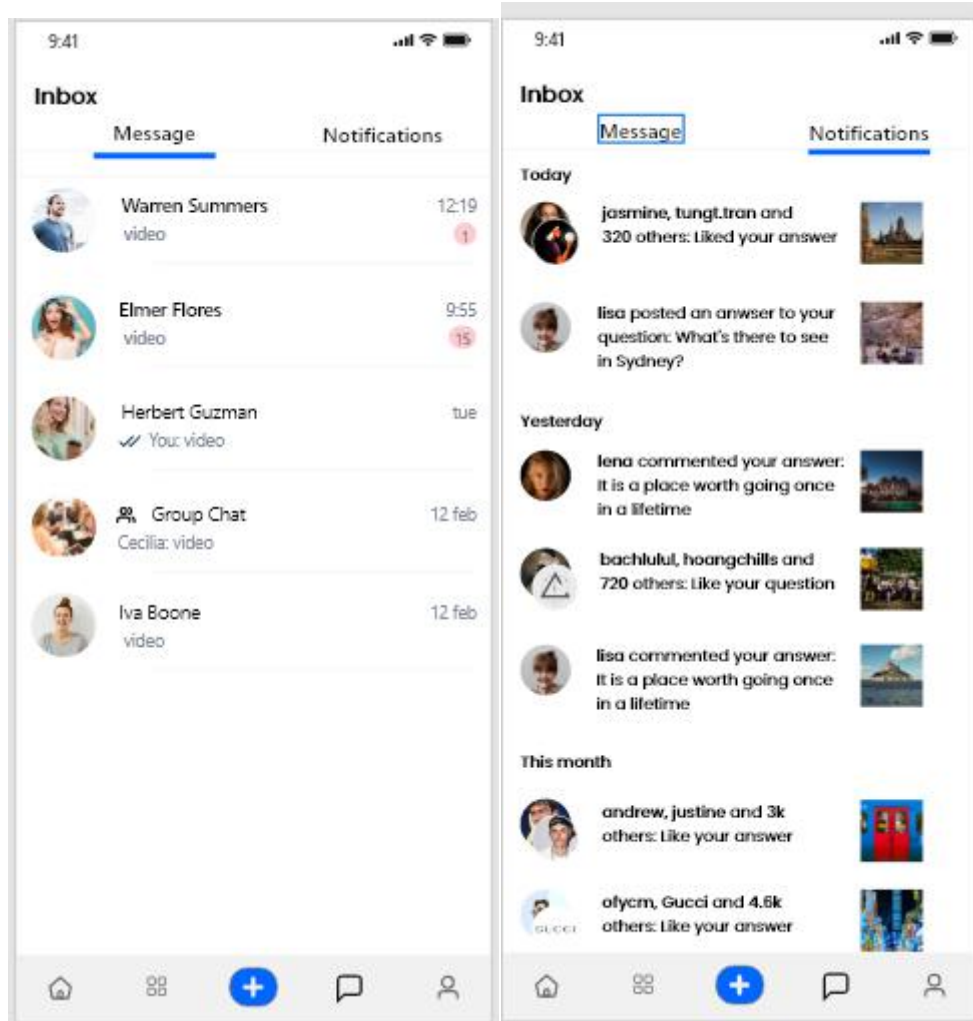
**Password Reset Screen:** Features a back arrow, the title "Password Reset", and a subtitle "Enter your email id to reset your password". It has an "Email" field with the placeholder "john@myemail.com". A blue "Continue" button with a right arrow is at the bottom.

i) Following page



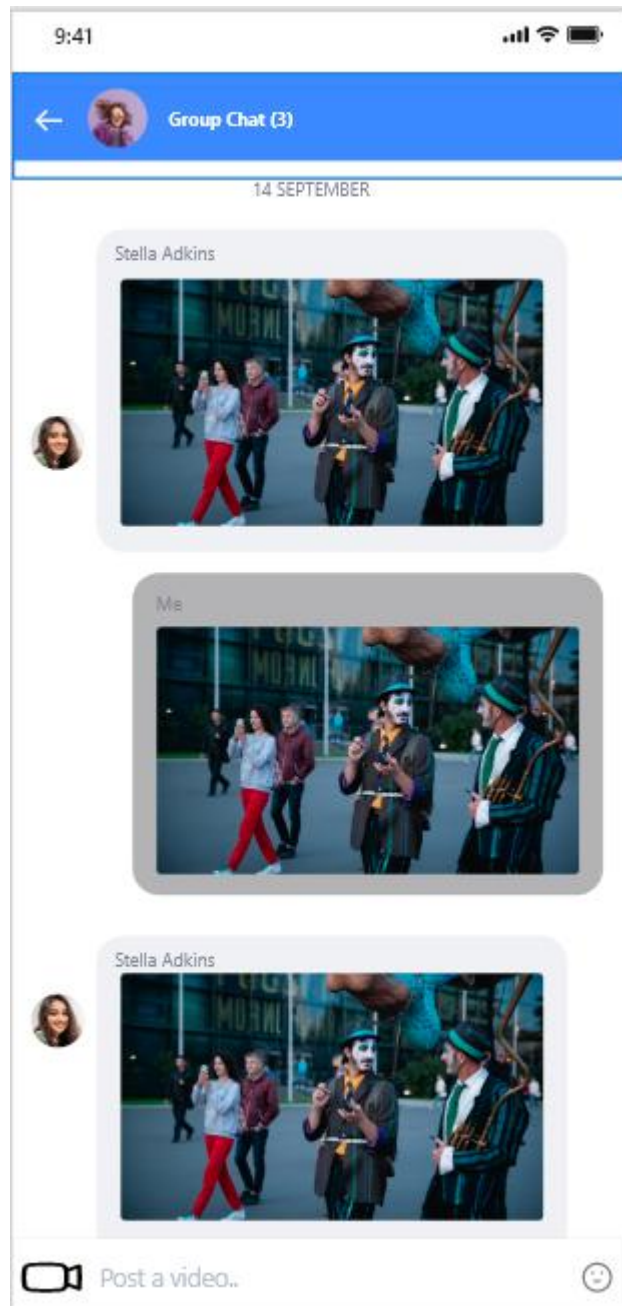
This page shows the user's followers, which the user can view by clicking on the followers on their personal homepage.

j) Inbox page



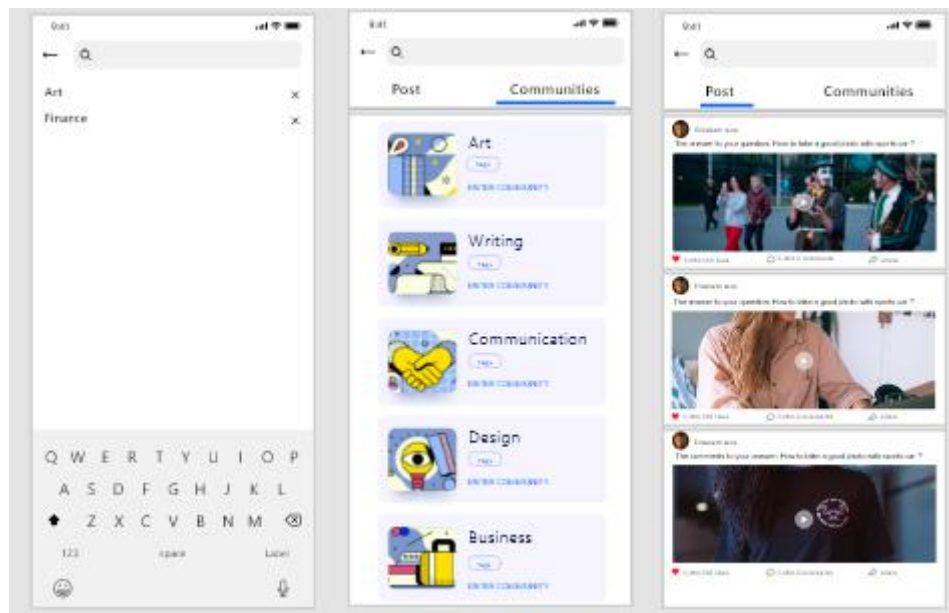
These two pages show the notifications and private messages received by the user.

# K) Chat page



This page shows the interface of private message chat. Users can communicate through videos and emojis.

## L) Search page



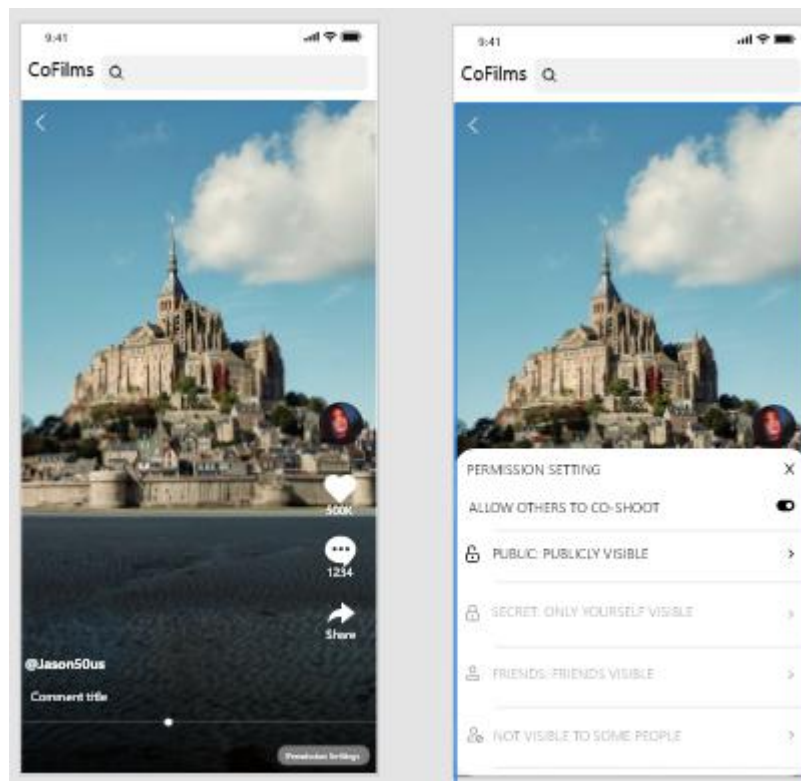
Users can use the search bar at the top of the page to find communities and developments that interest them.

## M) Share page



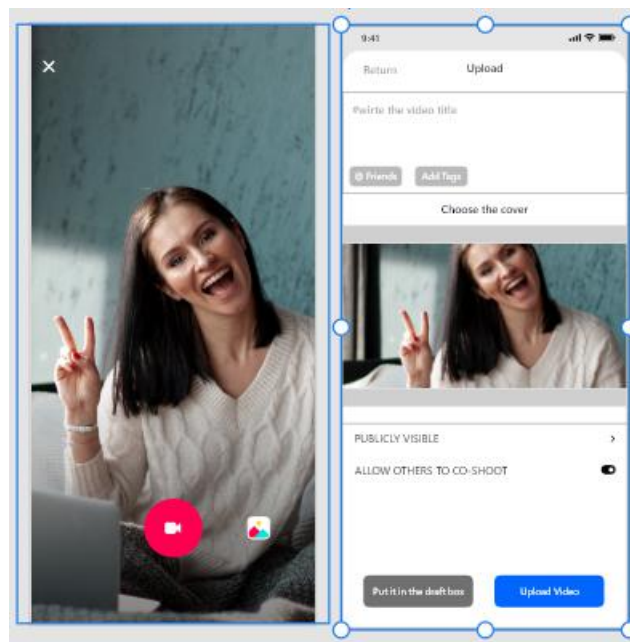
Users can share the developments of interest to other platforms on this page. Meanwhile, the download function and collab function of videos are also on this page.

o) permission page



Users can set the permissions for their videos after they are posted.

P) Post video page



Users can access the video publishing interface by clicking the camera icon below the video or the icon in the center of the navigation bar at the bottom of the main page.

## Q) CoFilm video page



CoFilm's video publishing has an extra step where users can choose when their video is inserted in the original video.

## 06 Evaluation Experiment Design

### 1) Heuristic evaluation

Evaluators: a lecturer and a student

Evaluation process: Online meetings with evaluators through ZOOM to evaluate usability issues in sketches and wireframes together based on the 10 principles of the heuristic evaluation, for about 30 minutes per meeting, for a total of four meetings.

### 2) Target user evaluation

Evaluators: 3 lecturers and 3 students

Evaluation process: Online meetings with evaluators through ZOOM to evaluate usability issues in prototype according to the evaluation script, for about 25 minutes per meeting.

Evaluation script and exit questions:

[The minder welcomes the participant to the online meeting room]

[The instructor greets the participant and invites him/her to look at the prototype ]

Instructor: Hello everyone. Thank you for taking part in the evaluation of our prototype system.

[Pause to let the participant reply]



Instructor: Now please look at the first page of our prototype. You should be able to see some photos. Each photo represents a video, and information about the video, such as how many likes and comments it received, is displayed below the video. At the top of the page is a search box, and at the bottom of the page is the navigation bar for the main page.

Instructor: Now If you have any questions or opinions on page design or content, please let me know.

Participant: <comment>

Instructor: Now please move to the second page by clicking the recommended or swiping right.

[clicks the recommended ]

[The system now shows the recommended page]

Instructor: On the second page, you can see a video. The circle on the right of the video is the avatar of the video publisher, and you can click her avatar to enter her homepage. .

Instructor: Please comment whether this video shows the background clearly.

Participants: <comment>

Instructor: Now please move to the user homepage.

[The participant clicks the circle]

[If the participants are not sure the instructor guides them to the correct choice.]

Instructor: At the top of the page is the user's profile, the video in the middle is the user's personal introduction, and at the bottom is the user's news, you can click "her post" to see the details.

Instructor: Please comment whether this page shows the user profile clearly.

Participants: <comment>

Instructor: Now please move back to recommend page. You can return by clicking the Back button at the top of the page.

[The participants click the return button]

[If the participants are not sure the instructor guides them to the correct choice. ]

Instructor: Now, please tell me if the buttons are presented clearly.

Participants: <comment>

Instructor: The three buttons below the avatar represent like, comment, and share. You can access the sub-page through comment and share.

Participants: <comment>

Instructor: Now please move to the next page by clicking the channel icon or swiping right.

[The participants click the channel icon]

[If the participants are not sure the instructor guides them to the correct choice]

Instructor: On the page there some communities. You should be able to enter the community page by clicking each community. Now please enter the community.

[The participant clicking one community.]

[If the participants don't understand the operation the instructor guide him/her by explaining the specific operation.]

Instructor: Please tell me whether you can have a detailed experience in the community page.

Participants: <comment>

Instructor: By double click on the video, you can move to a full screen page to see the video.

By clicking the return button, you can go back to main page.

[The participant click the return button]

Instructor: Now please move to the next page by clicking the inbox icon or swiping right.

[The participants click the inbox icon]

[If the participants don't understand the operation the instructor guide him/her by explaining the specific operation. ]

Instructor: This page show the system notification. Please commend if the page design is clear and efficient.

Participants: <comment>

Instructor: Your user page is next page. Now please click the user icon or swipe right to move To the page.

[The participant clicks the the user icon]

[If the participant is not sure the instructor guides him/her to the correct choice]

Instructor: This page is similar to the user home page you saw earlier. Please commend if the page design is clear and efficient.

Participants: <comment>

(exit questions)

Instructor: Here we have some last questions. The first one is, as you always use Piazza before do you think that there are any using experiences differences between these two applications?

Participants: <comment>

Instructor: OK thanks. The next question is, would you prefer post question and answer question by video or text? Please give me some reasons.

Participants: <comment>

Instructor: Get it. The final question, do you think that we should add more functions or delete some to improve experience ?

Participants: <comment>

[The instructor thanks the participants and end the online meeting]

### 3) Target user survey

Participants: 10 lecturers and 10 students

Survey process: Same to the user evaluation.