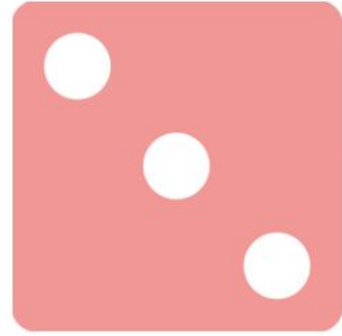
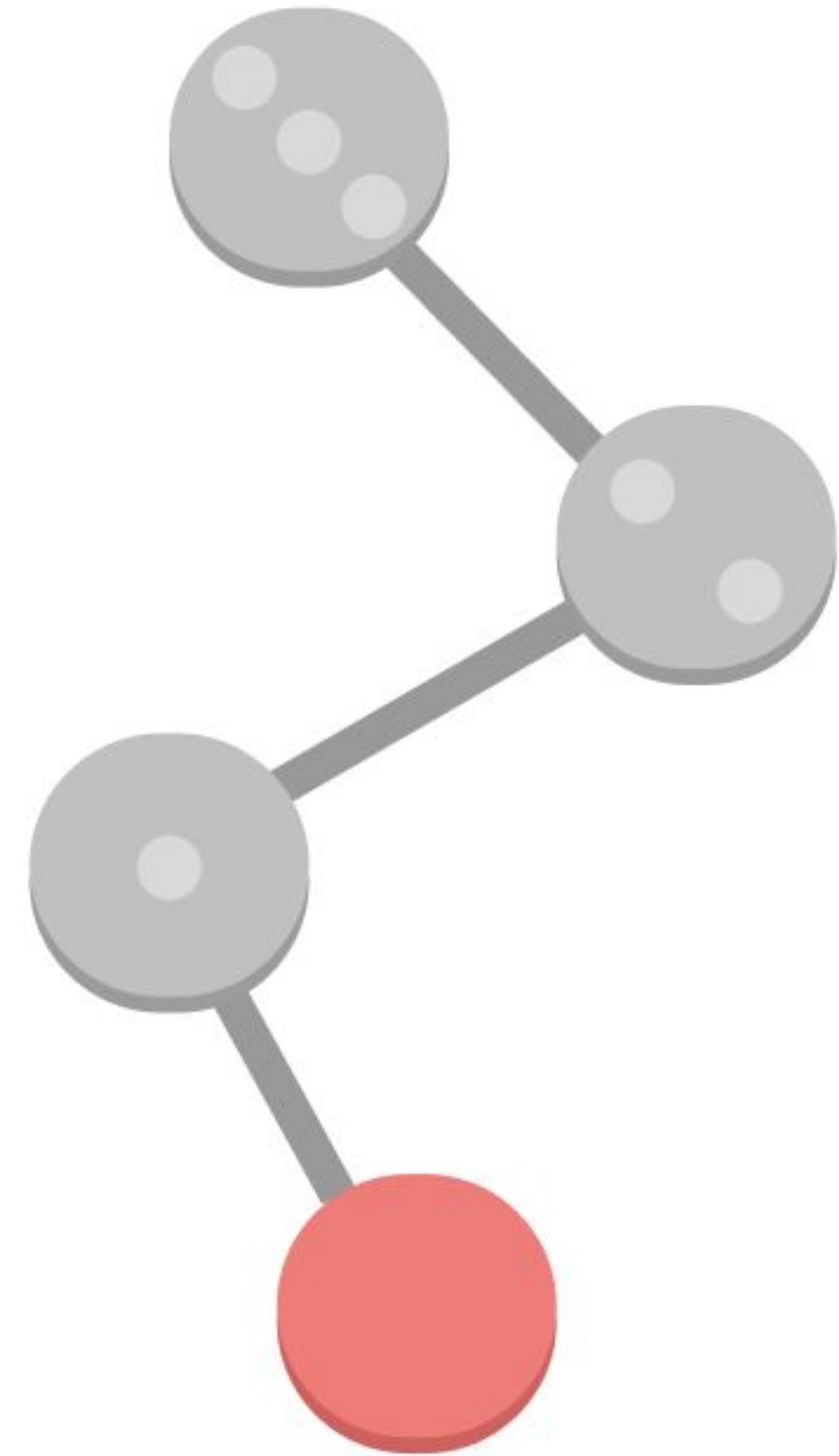


Turno

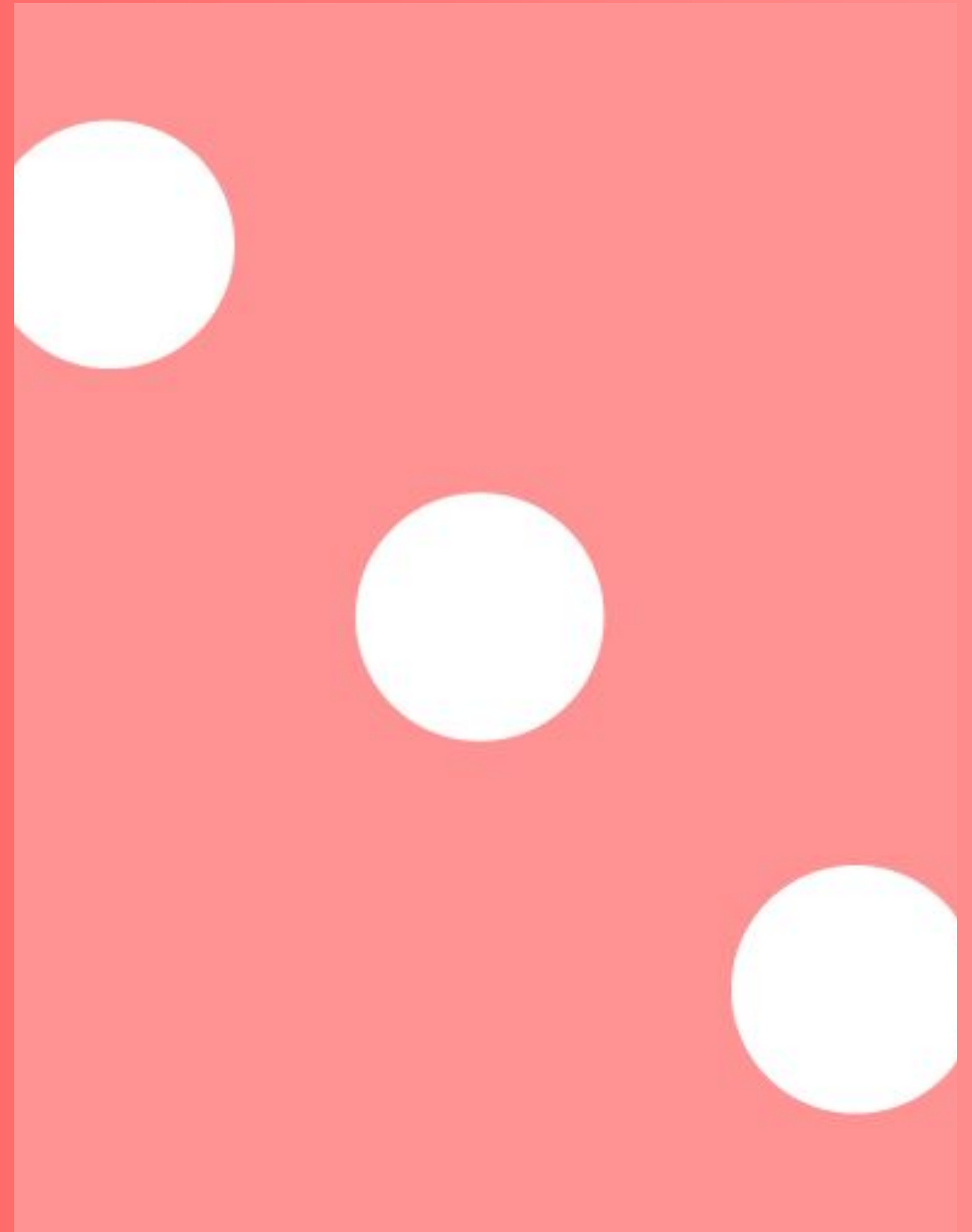


Medium Fidelity Prototyping...



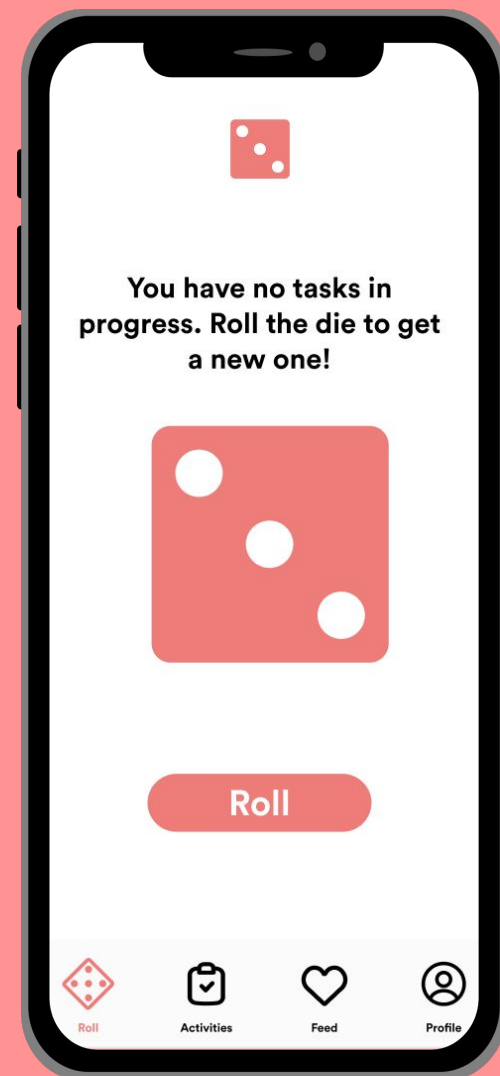
AGENDA

- 1 project intro
- 2 values in design
- 3 tasks
- 4 usability goals & key measurements
- 5 revised interface sketches
- 6 medium-fi task flows
- 7 prototype implementation



1
name and value proposition

From the Portuguese word for shift, or round, and the idea of it being your turn. **Turno**. Your turn to roll the die and take agency of your life.



Game your tasks:
Make every chore feel
like a **turn**, not a **toil**.

there are **daily obstacles** preventing **busy individuals** from living an active lifestyle and accomplishing their **goals** — big or small.



turno allows users to input their activity goals, tasks to accomplish, & habits to build. Users **roll the die** to determine which of those tasks they should tackle, allowing them to **overcome decision paralysis** & **establish long term habits**.

2

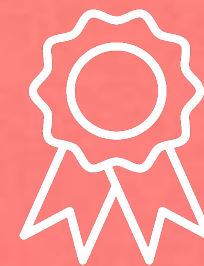
values in design

MOTIVATION



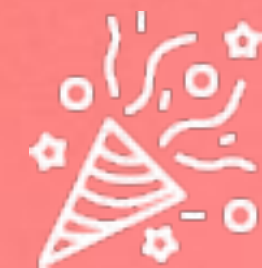
one of our ultimate goals is to build motivation, using a mixture of extrinsic and intrinsic drivers.

INTEGRITY



we count with our user's integrity and honesty in using the app, as it is essential for the success of our goal and theirs.

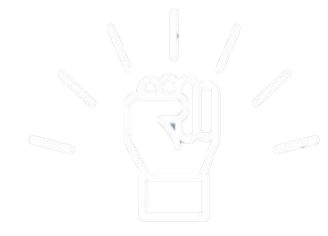
PLAYFULNESS



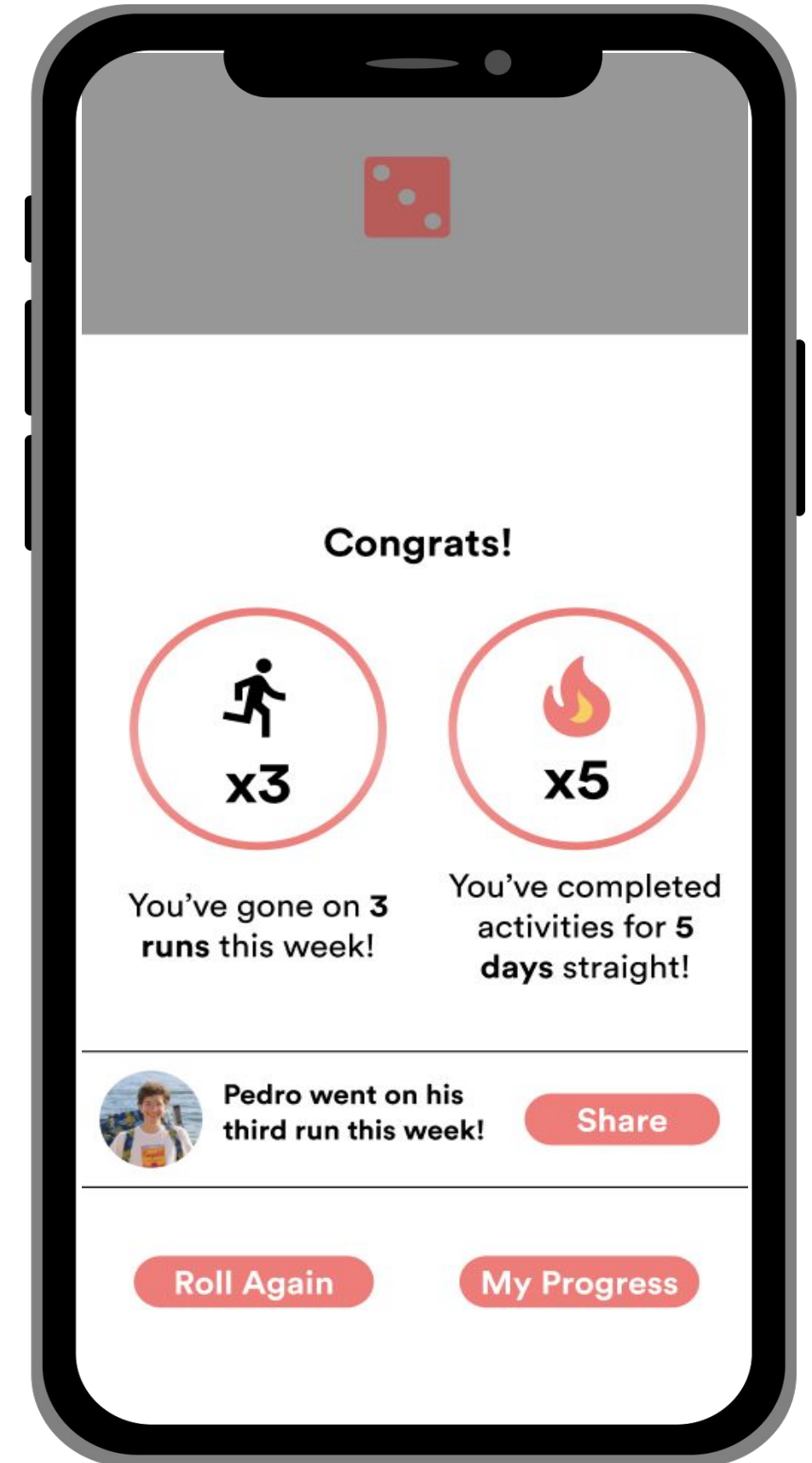
the app should be enjoyable to use. we want usability itself to be a motivator to get active!

encoding motivation

- Progress trackers
- Encouraging messages upon completion
- Social interactions (Kudos)
- Streaks



MOTIVATION



encoding integrity

INTEGRITY

- Sliding the bar to mark activity as “complete”
- Setting achievable goals/tasks
- Integrity in sharing posts and interacting with friends (through “kudos”)



Create Activity

Activity Name:
Run for 30 minutes

☐ Recurring?

Description

What is this task? Why are you doing it? Add description here...

Category

☐ Exercise ☐ Work ☐ Academic ☐ Relax ☐ Social ☐ Chore

☐ Group Activity?



Jacque read a new book!



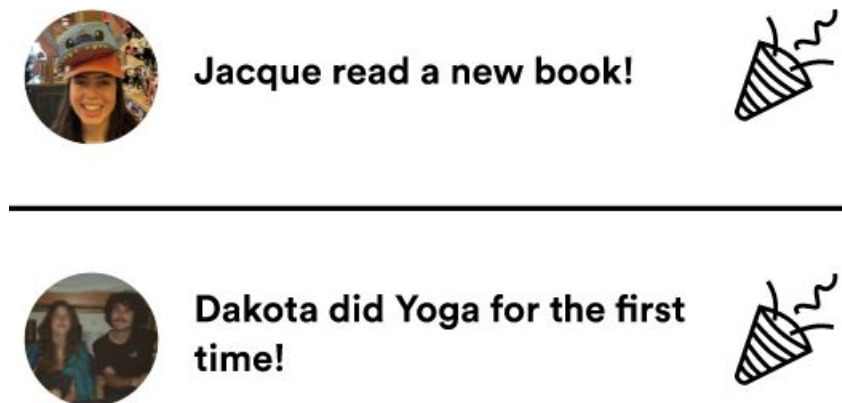
Dakota did Yoga for the first time!



encoding playfulness

PLAYFULNESS

- Die tool to resemble playing a game.
- Board-game like page when task is complete
- Social feed that enables interactions (kudos)
- Group tasks with friends



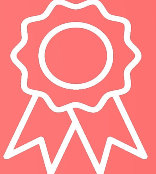
value tensions
emerging from design
decisions

MOTIVATION

INTEGRITY

PLAYFULNESS

Value tensions:

- **Streaks** can **increase motivation** but **hinder playfulness**.  **x** 
- **“Done”** button **challenges** user's **integrity**. 
- **Playfulness** can clash with **motivation**: “fun” is low-stakes.  **x** 
- Social validation (**feed**) creates tensions with **intrinsic motivation** 

3

tasks and changes

1.1: Complete an Activity **#simple**



1.2: Share the news with friends **#simple**



2.1: Create a new activity **#moderate**



2.2: *Check your activities progress and statistics** **#moderate**



3: Create a group activity and invite friends to complete it
with you **#complex**

4

usability goals and key measurements

Usability Goals and Key Metrics

Pleasing: NPS and how likely the user would be to recommend the app (1-10).

- User testing gave us an NPS of 5

Efficient: Number of service tickets, measured as number of “mis-clicks” or questions asked.

- We measured 4 mis-clicks and were asked 6 clarifying questions across 4 tests

Improving Key Measurement Metrics

Pleasing

- Added encouraging messages throughout (e.g. streaks, calendars)
- Enabled more granular progress tracking for overall tasks but also each task (e.g. setting status as current, in progress, or completed)
- Simplified task pages (minimized buttons and clicks required)
- Provided more exit opportunities (e.g. exit and back buttons)

Improving Key Measurement Metrics

Efficient

- Made button placements intentional and placed key factors in center frame
- Used sizing intentionally, making individual tasks larger and visible
- Streamlined task creation through one interface to reduce complexity

5

revised interface sketching

major
change #1

Completing + sharing an activity

- New sliding button for completing a task
- Removed option to DM
- Added option to “roll again” to return home



Before

After

your task:

6

Completed

← back

You're on fire!

You completed:

Post

DM

Go for a run in the next 24 hrs

Roll

Activities

Feed

Profile

Go for a run in the next 24 hrs

congrats!

x3

x5

Pedro went on his 3rd run

POST

Roll again

major change #1

Improvements to usability goals:

- More **efficient**: simplifies sharing process by removing DM feature (not core to our app's goals), which should reduce misclicks
- More **pleasing**: previous UI implied “post” and “DM” were requirements, which frustrated users who didn't want to share. This change should increase NPS



major change #1

Rationale for change:

- Sliding “completed” button increases **integrity** from previous “done” button
- Lo-fi prototype testing revealed users wanted a clearer option to NOT share the news of their activities

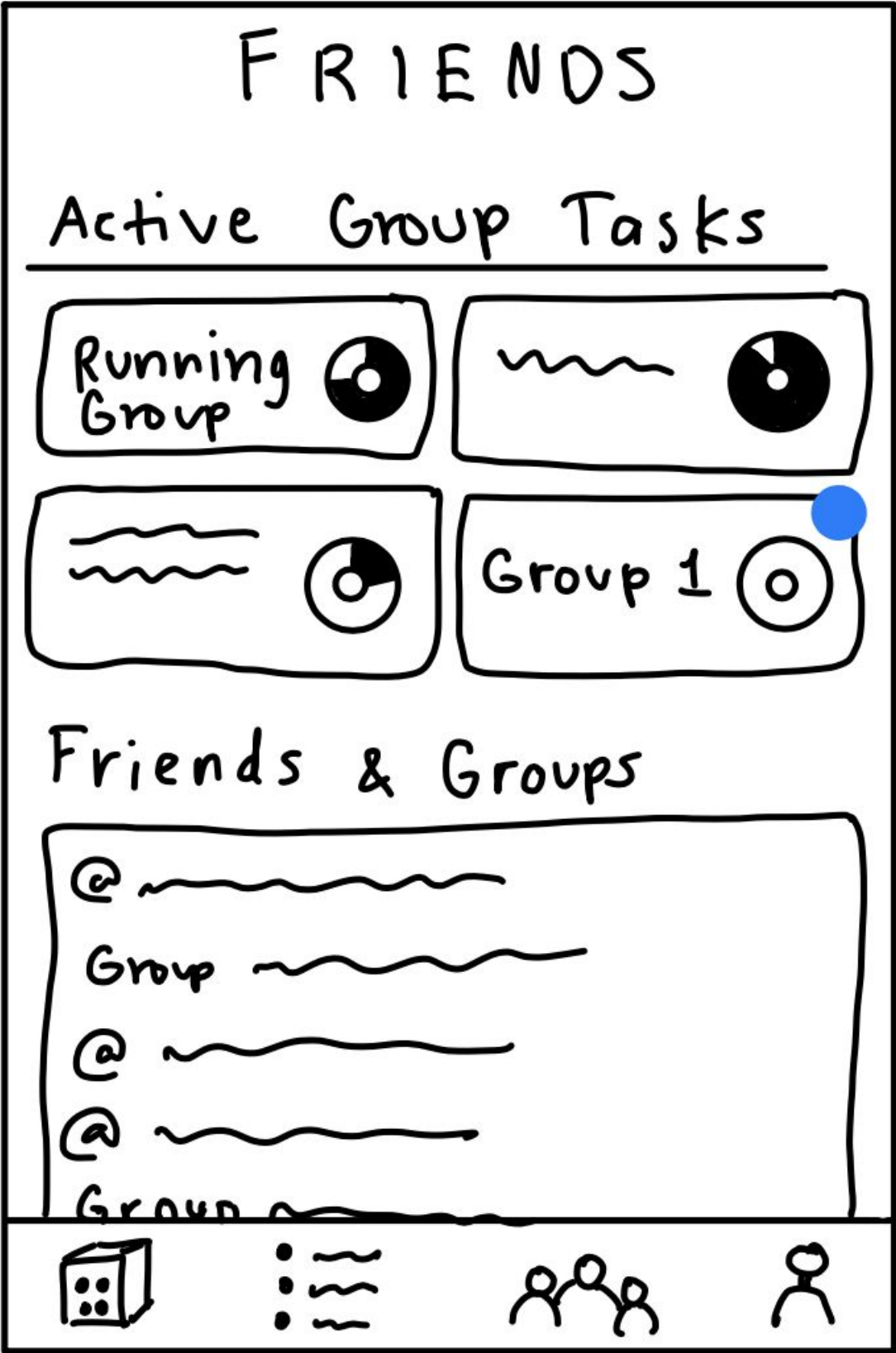
major
change #2

Adding a feed

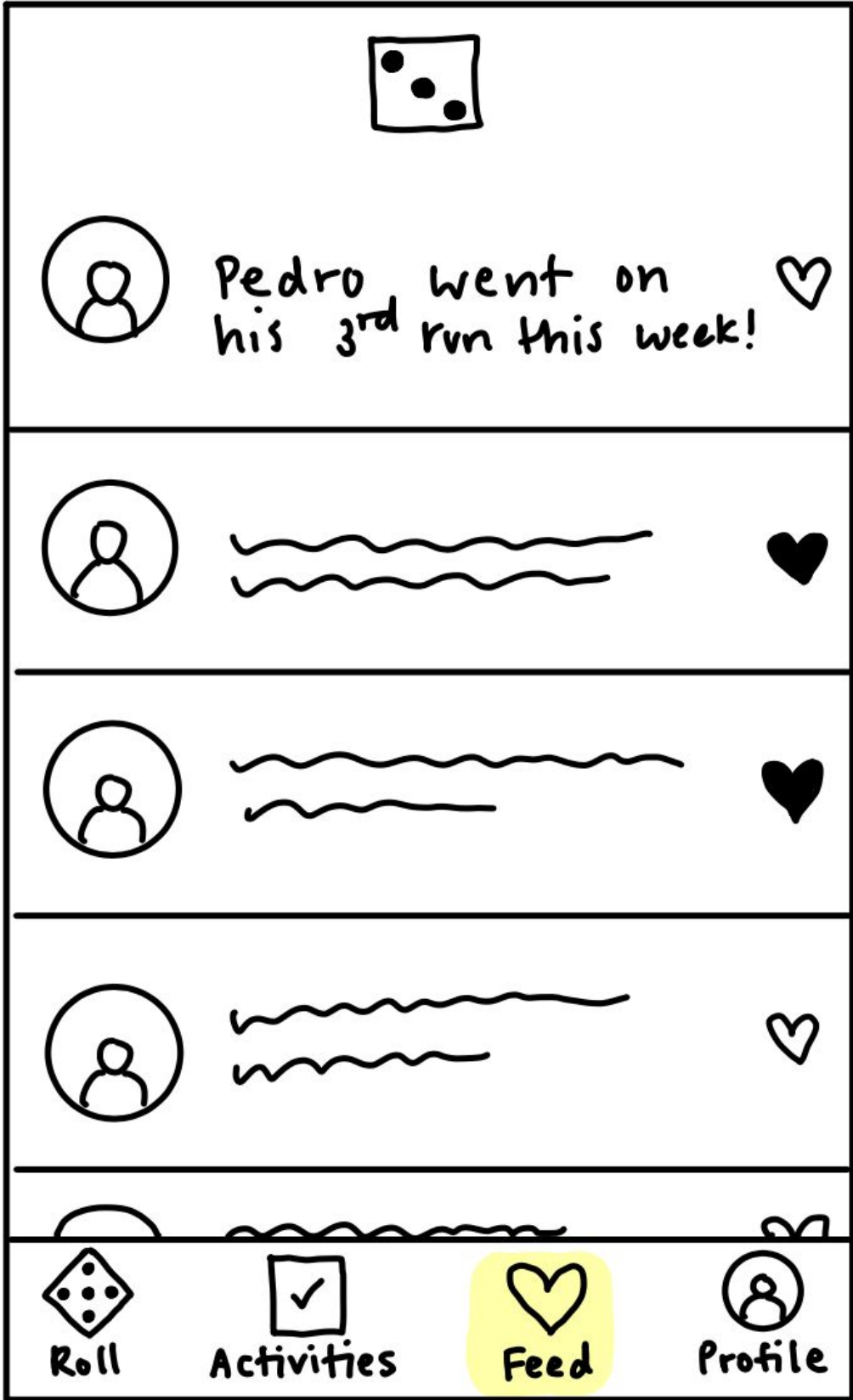
- Replaced our “groups and friends” page with a “feed” page, where users could see activities completed by their friends and send them a ‘kudos’



Before



After



major change #2

Improvements to usability goals:

- By adding a feed and remove the groups page, we simplified the page layout, improving the **efficiency** of use, reducing mis-clicks and questions.
- We also added a social interaction feature to give/receive 'kudos', to improve the user **satisfaction** and NPS score.



major change #2

Rationale for change:

- Users were confused by the purpose and complexity of our group task page, and required guidance to create and view group tasks.
- Experience prototype showed that users wanted to be able to see their friends' progress in a succinct way.
- Users wanted to interact with their friends' activity updates.

major
change #3

Creating a task + tasks page

- More details when creating an activity (description, whether you want this recur, etc)
- Less cluttered tasks page

Before

TASK IDEAS

create your own:

+

previous tasks

physical activity

mental well-being

Create a Task

Task Name

Invite Friends

Search name...

@

@

Group

@

Cancel

Add Task

After

MY ACTIVITIES

current

in progress

completed

Activity 1

Ac

Groups

Create Activity

Activities

Feed

Profile

Create Activity

Activity name:

☐ Recurring?

Description

Category

Exercise

Work

Academic

Relax

Social

Chore

☐ Group activity?

Add to Dice

Activities

Feed

Profile

major change #3

Improvements to usability goals:

- Increases **efficiency** by adding group tasks on the same page as individual tasks, which should reduce misclicks by reducing the number of steps for the user.
- UI is more **pleasing** (which should increase NPS) because users can see all their tasks on one page

major change #3

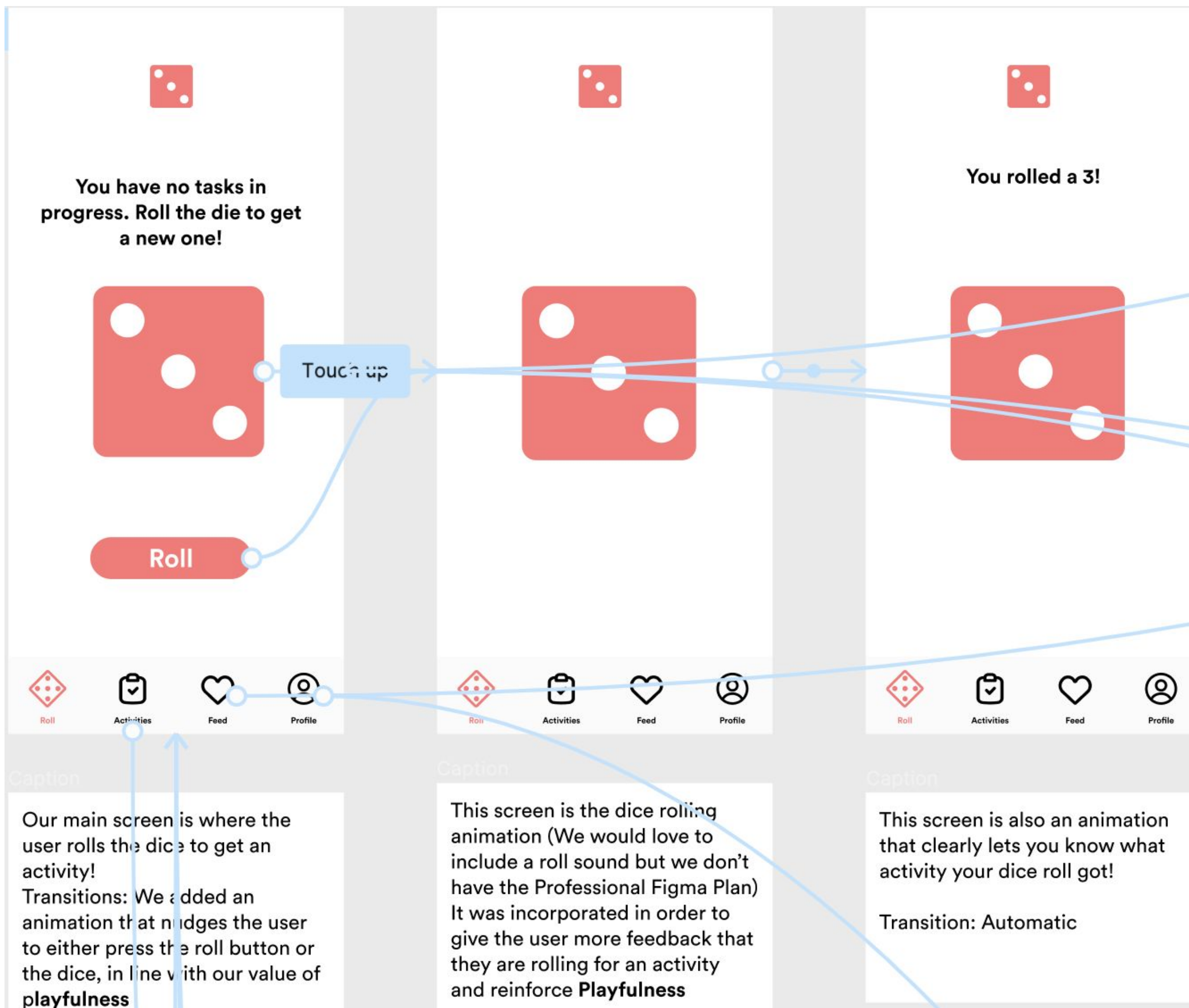
Rationale for change:

- “Task ideas” page was cluttered and confusing for users during our lo-fi prototype testing
- We found it confusing that individual and group tasks were on different pages

6

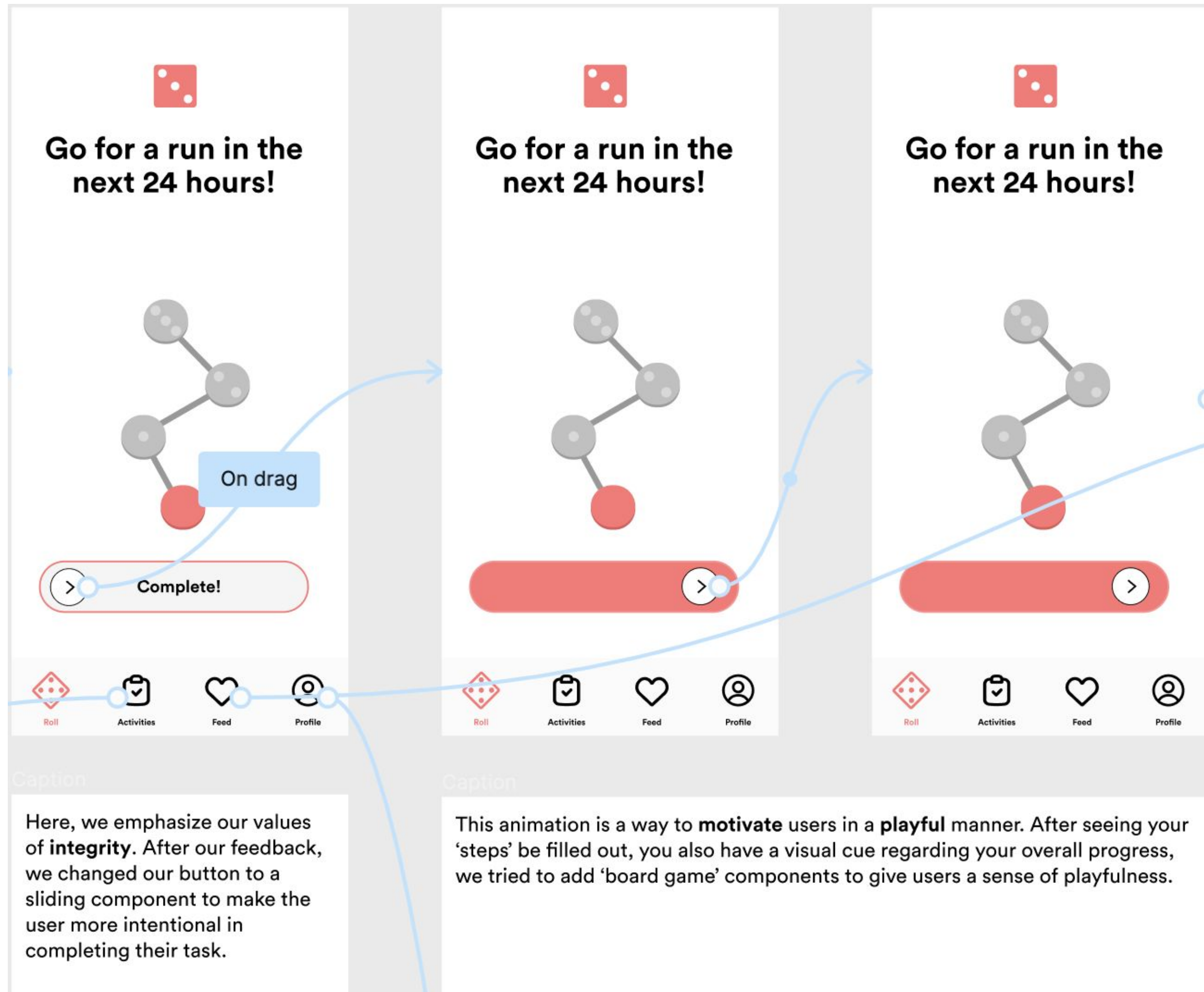
medium task-flows

Simple Complete an Activity



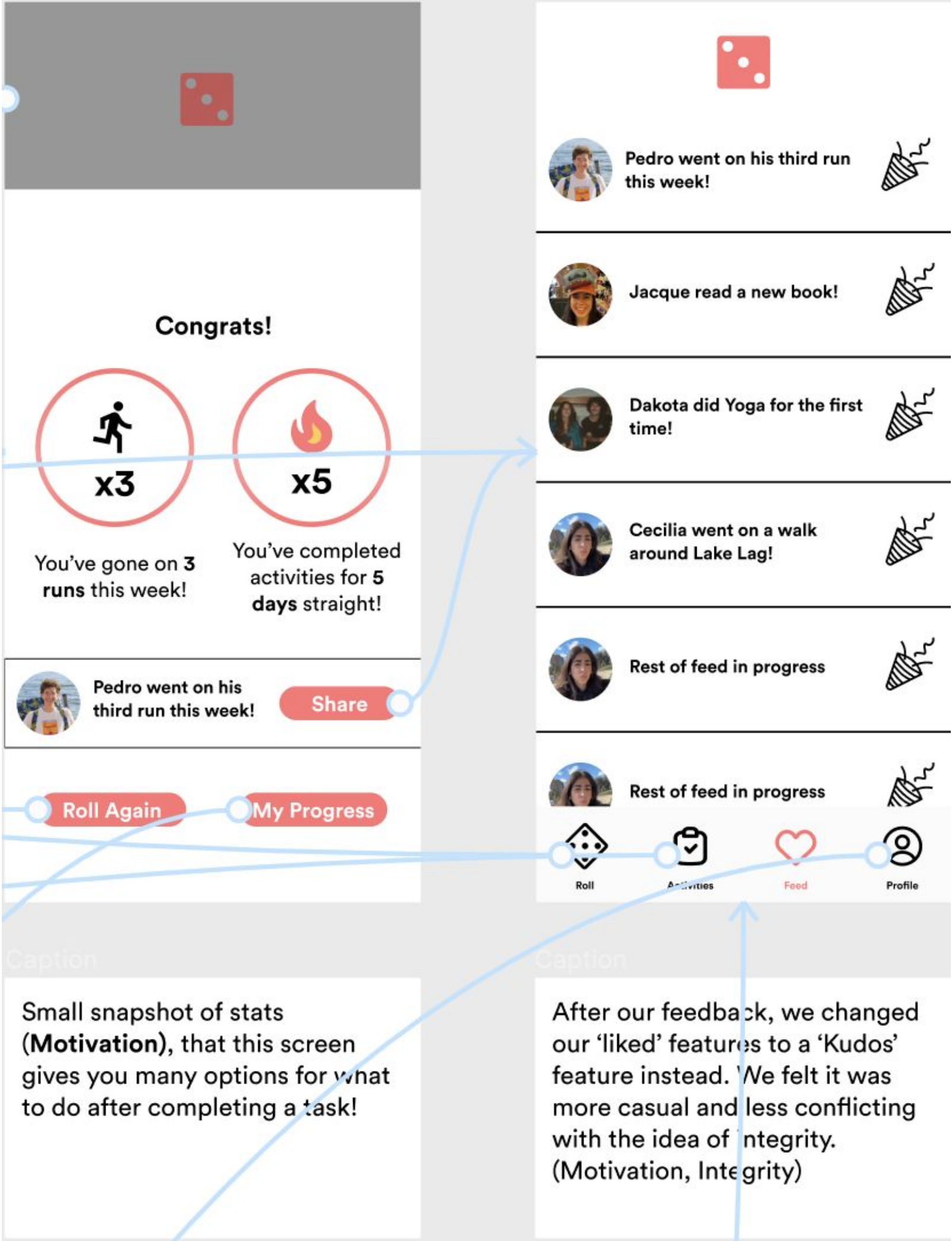
Simple

Share the
news with
friends



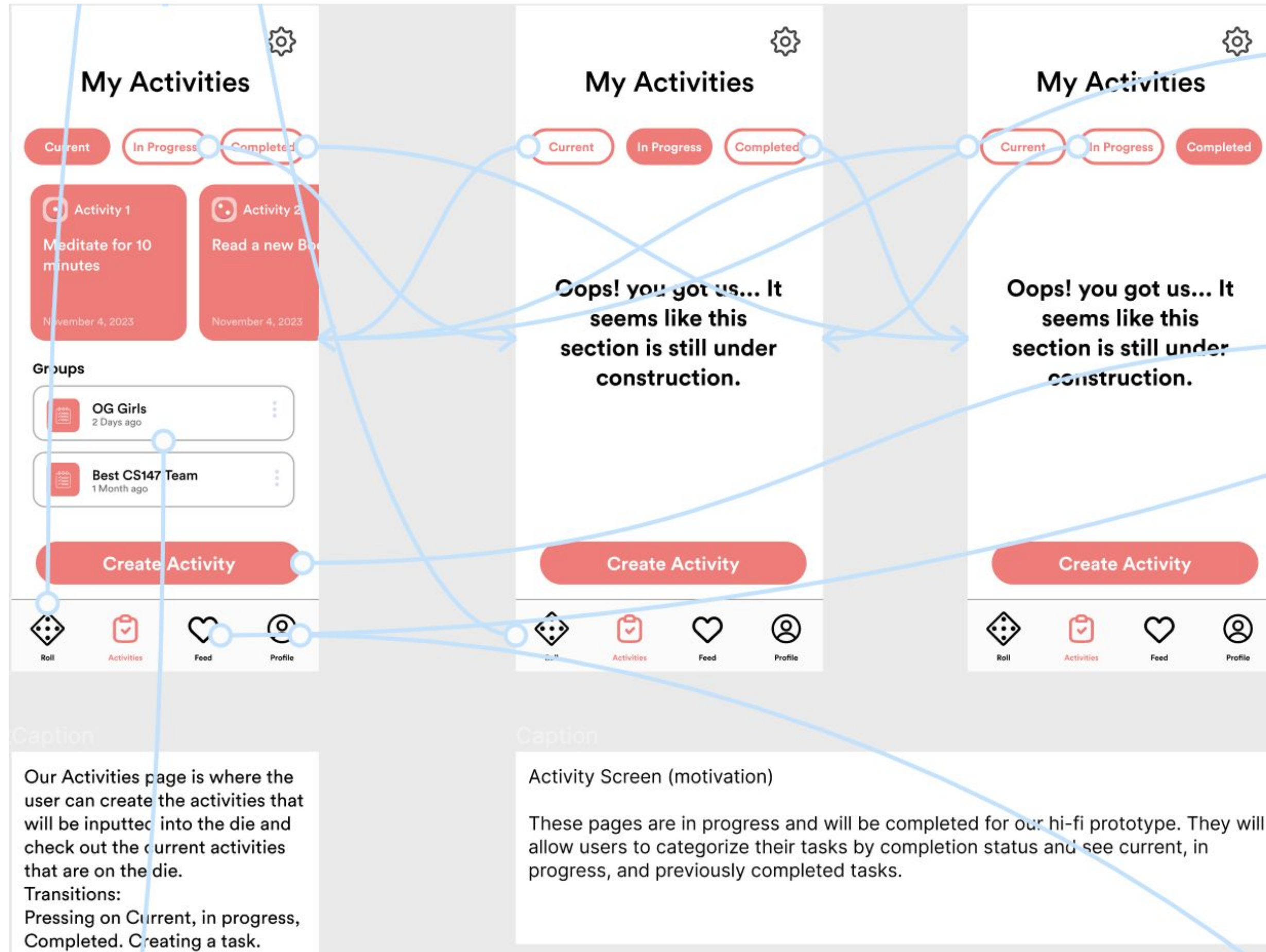
Simple

Share the news with friends

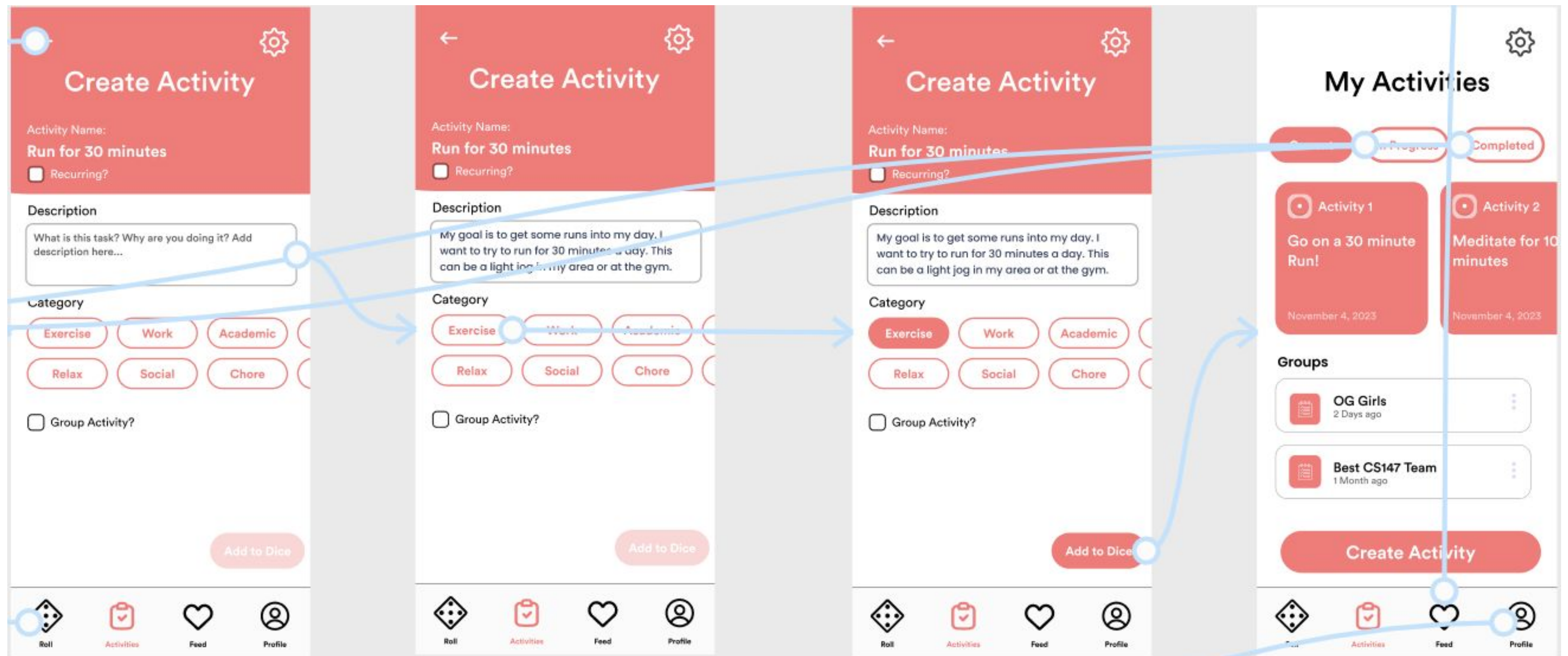


Moderate

Create a
new
activity



Moderate



Frame 113

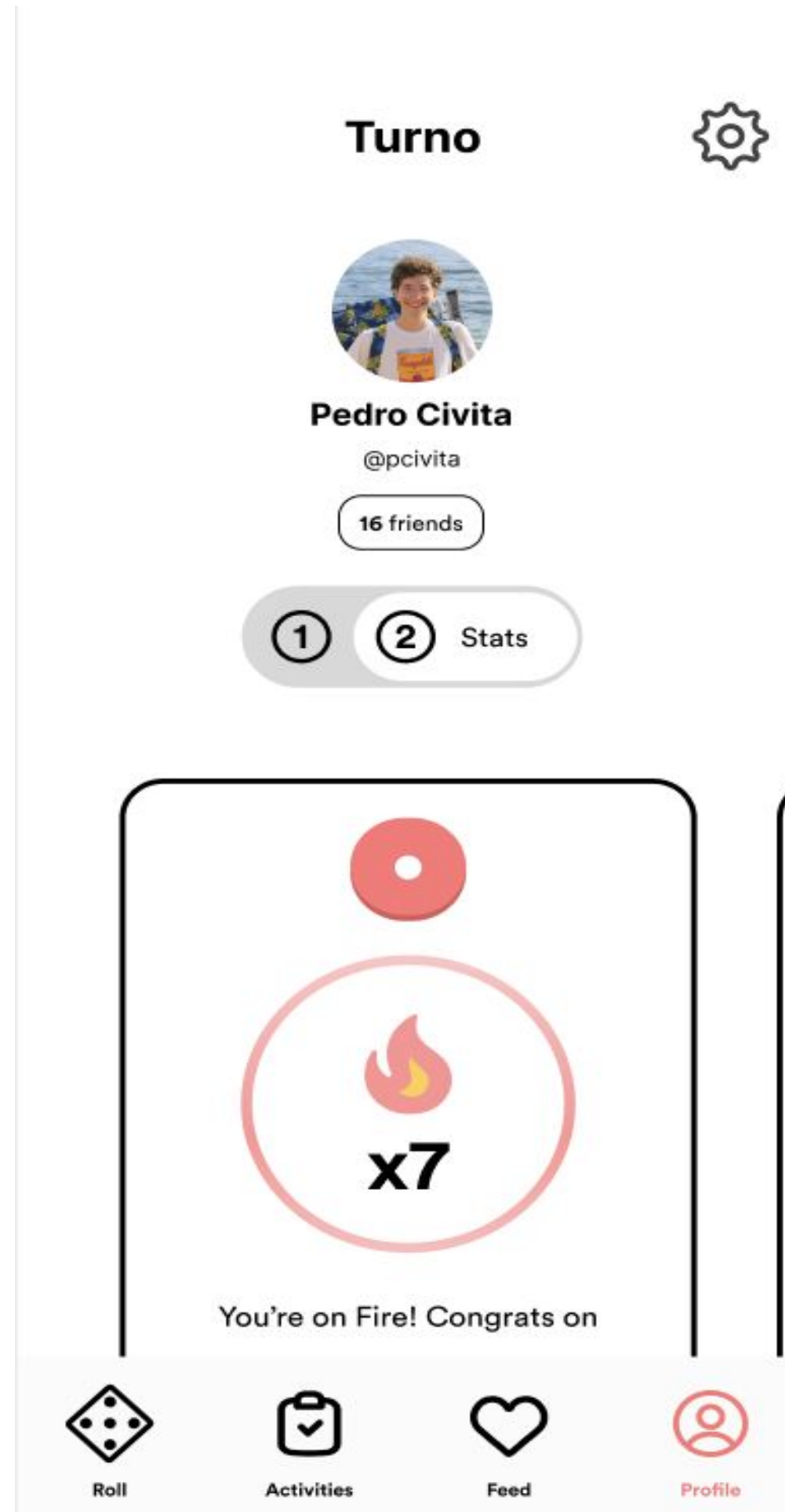
Creating Activity (Integrity): In this page, the user will create an activity and select the name, set a recurring or non recurring status, description for the activity, as well as categorize or add other friends to it if necessary.

Caption

Activity Screen

Moderate

Check your activities progress and statistics



Our stats page tries to provide information with simple 'cards' that show key insights into our users progress within activities. We don't want to focus on many numbers, and want these things to be small snippets in our profile. This achieved through a balance of the tension between providing motivation and playfulness to our users.

Complex

Create a group activity and invite friends to complete it with you

The image displays three sequential wireframes of a mobile application's 'Create Activity' screen. The screens are connected by blue arrows indicating the flow of user interaction. Each screen has a red header with a back arrow and a settings gear icon. The form fields include: 'Activity Name' (with the text 'Run for 30 minutes'), a 'Recurring?' checkbox, a 'Description' text area, a 'Category' section with buttons for 'Exercise', 'Work', 'Academic', 'Relax', 'Social', and 'Chore', and a 'Group Activity?' checkbox. A red 'Add to Dice' button is at the bottom right. The bottom navigation bar contains four icons: a dice (labeled 'Roll'), a clipboard (labeled 'Activities'), a heart (labeled 'Feed'), and a person (labeled 'Profile').

Wireframe 1 (Left): The 'Activity Name' field is filled with 'Run for 30 minutes'. The 'Recurring?' checkbox is unchecked. The 'Description' field is empty with the placeholder text 'What is this task? Why are you doing it? Add description here...'. The 'Category' buttons are all unselected. The 'Group Activity?' checkbox is unchecked.

Wireframe 2 (Middle): The 'Description' field is filled with the text 'My goal is to get some runs into my day. I want to try to run for 30 minutes a day. This can be a light jog in my area or at the gym.' The 'Exercise' category button is selected. The 'Group Activity?' checkbox is unchecked.

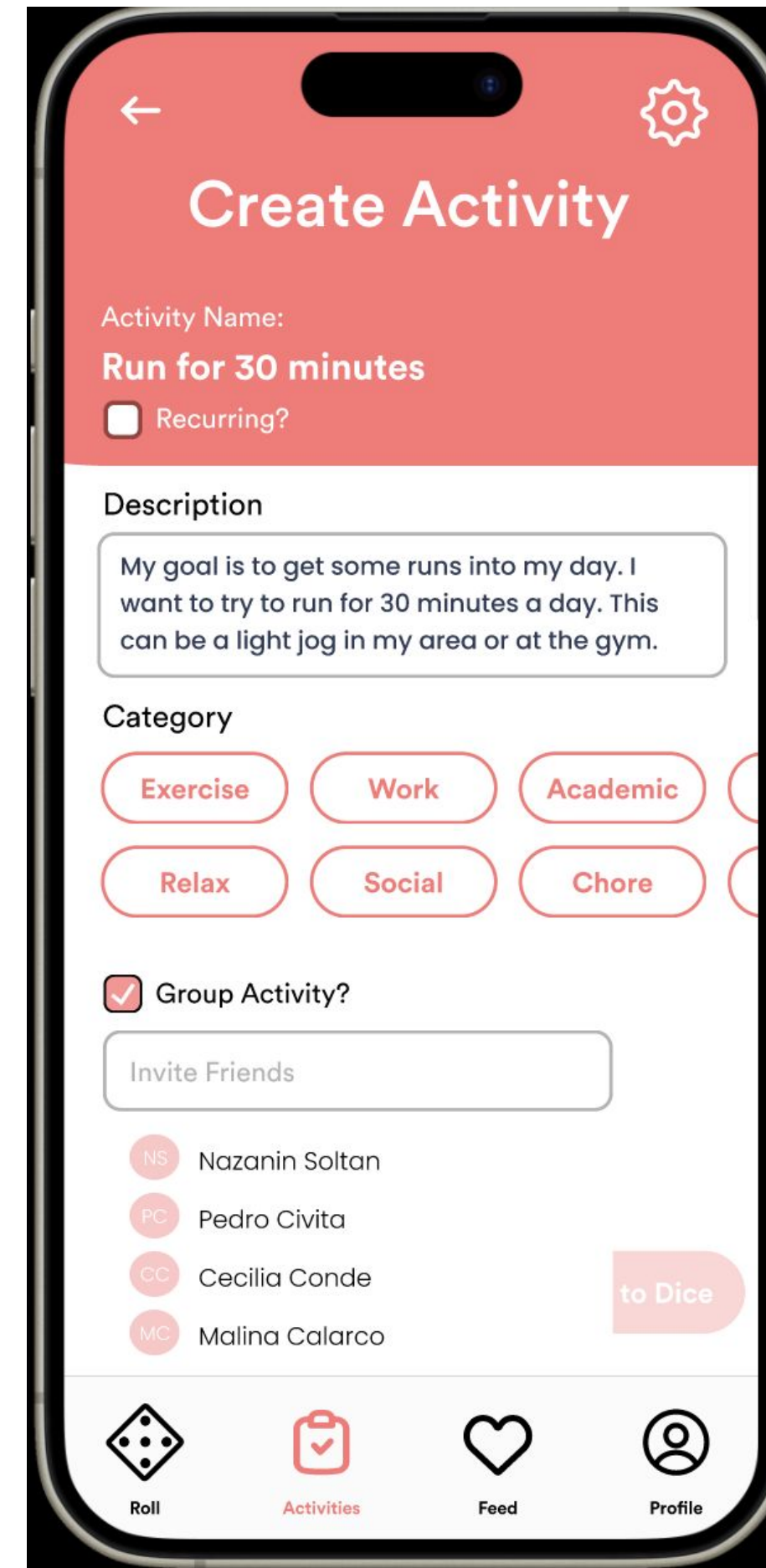
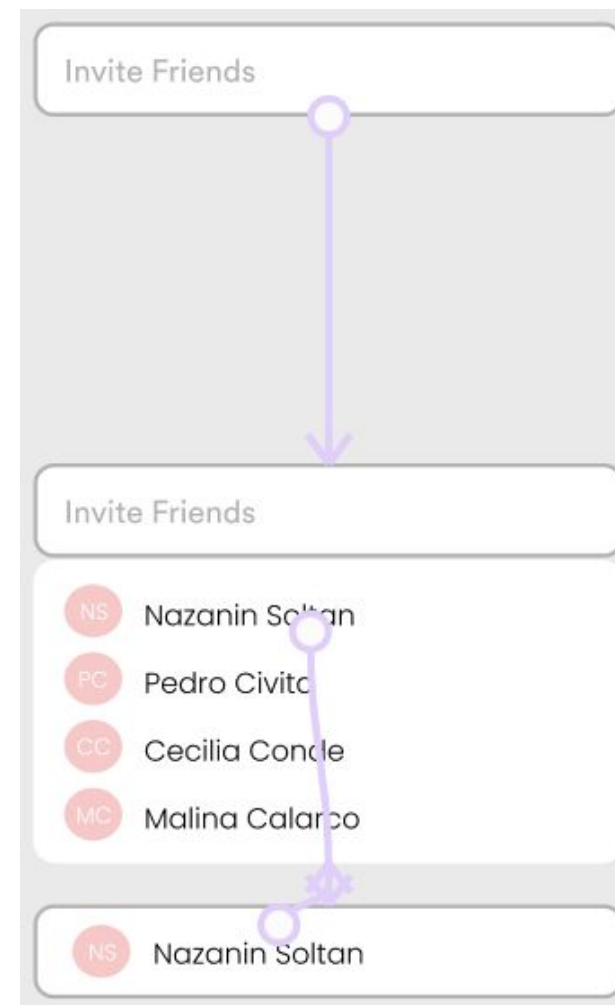
Wireframe 3 (Right): The 'Exercise' category button is selected. The 'Group Activity?' checkbox is unchecked. The 'Add to Dice' button is highlighted in red.

Frame 113

Creating Activity (Integrity): In this page, the user will create an activity and select the name, set a recurring or non recurring status, description for the activity, as well as categorize or add other friends to it if necessary.

Complex

Create a group
activity and invite
friends to
complete it with
you



7

prototype implementation

design and prototyping tools

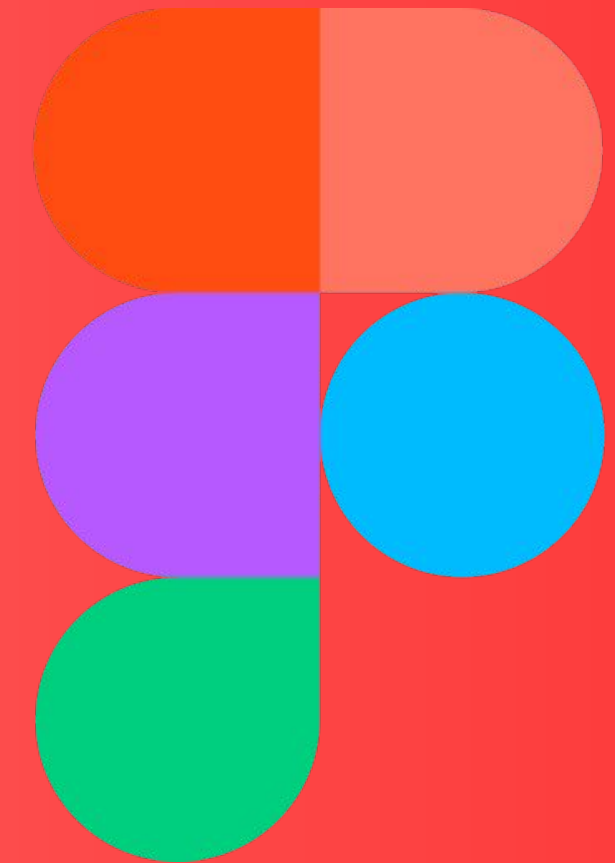
for prototype development and design mockups, we used Figma

pros:

- easy collaboration
- grid systems for alignment and components
- easy to be diligent with details; *zoomable*

cons:

- higher-stakes: difficult to delete elements/retract ideas
- difficult learning curve for beginners
- prototype transitions make changes more complicated
- does not store memory



design and prototyping tools

for initial sketching of task flows and screens, we used **GoodNotes**

pros:

- simple, intuitive, we're used to it
- creative freedom
- very low-fi/low-stakes: encourages new iterations

cons:

- individual designs and wireframing – hard to collaborate in.



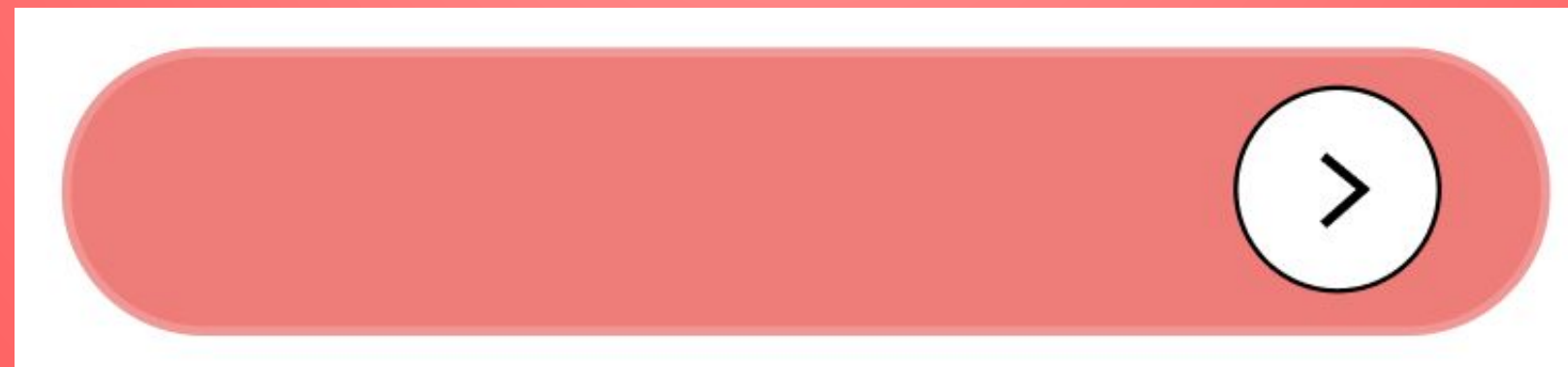
limitations

1. We have limited the number of clickable/scrollable options on a screen to only those enough to complete our tasks.
2. didn't include a full-fledged social network (as mimicked on the feed)
3. limited the scope of activities and categories
4. we didn't flesh out privacy permissions which we will add to settings.

hard coded / wizard of oz

1. dice rolling / randomization (is actually simulated; you always get a 3!)
2. feed page is hard-coded (no friends for now 😞)
3. the activities (and the description of activity, friends added to the activity), the activity groups are all hard-coded
4. user info in profile page is based on nothing but out intuition of Pedro's goals and stats <3

thank you



Appendix

Med-Fi Figma:

<https://www.figma.com/file/RDkSKAbDRIfpmg8ZrJzkEM/A6-Turno-Med-Fi-Prototype?type=design&node-id=1%3A451&mode=design&t=FAz1ei0OZ3Gywtxx-1>

Revised Lo-Fi Figma:

<https://www.figma.com/file/lqnYB1K5xcnniqVhmOUSUP/Low-Fi-Storyboard?type=design&node-id=5-2&mode=design&t=uueqVhigLgHRRT6I-0>

ReadMe: (in drive)