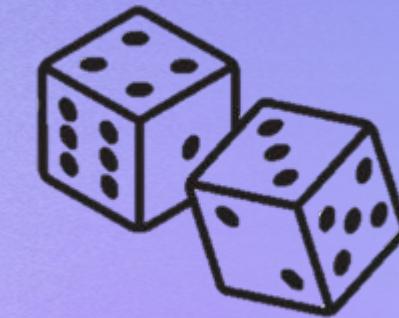


LOW-FIDELITY PROTOTYPING

ASSIGNMENT 5
CECILIA, MALINA, NAZANIN, PEDRO

Turno



Break Cycles,
Build Habits



AGENDA

- 1 About us**
- 2 Sketching**
- 3 Interface + Rationale**
- 4 Low-fi Prototyping**
- 5 Testing**
- 6 Discussion**



Problem

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

Solution

Turno allows users to input their activity goals, tasks to accomplish, & habits to build. Users roll a dice every morning to determine which of those tasks they should tackle that day, allowing them to **overcome decision paralysis & establish long term habits**.



Turno

**Break Cycles,
Build Habits**

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.



value proposition

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

Turno's value proposition embodies
the problem we seek to solve & the
solution we provide for our users

Realization 1: Mobile



Calendar

Join Today.
Your turn(s).
ROLL FOR FREE!

It's your turn(s)!

Stop talking! ROLL!

Sleep
eat
Repeat

Total Dice Value: 205
Streak: 7 days
Games Playing: Monopoly
Groups: etc

Friends Die

- Cecilia: Lots start recycling daily!
- Pedro: ~
- Maria: ~

Explore

3:15 27%
Widget: Click = (rolls!)
DD DD DD
D O O O

FRIENDS

Break → Streak, Pay

Progress Screen...

You've ran 5 times this week!
200% increase!

Get it Done!
Countdown: 10:00 min
① Go on run
② Meditate
Your friend is meditating

Welcome
Streak: 10 days
Failed: 3 days
Goals: 1, 2, 3

Choose Your Scene?

Forecast Beach
City Choose Activity
Meditate Read
Chat Learn

Progress Report
Streak: 10 days
Failed: 3 days
Friend Leaderboard
1) Naz
2) Ceci
3) Pedro
4) Malina

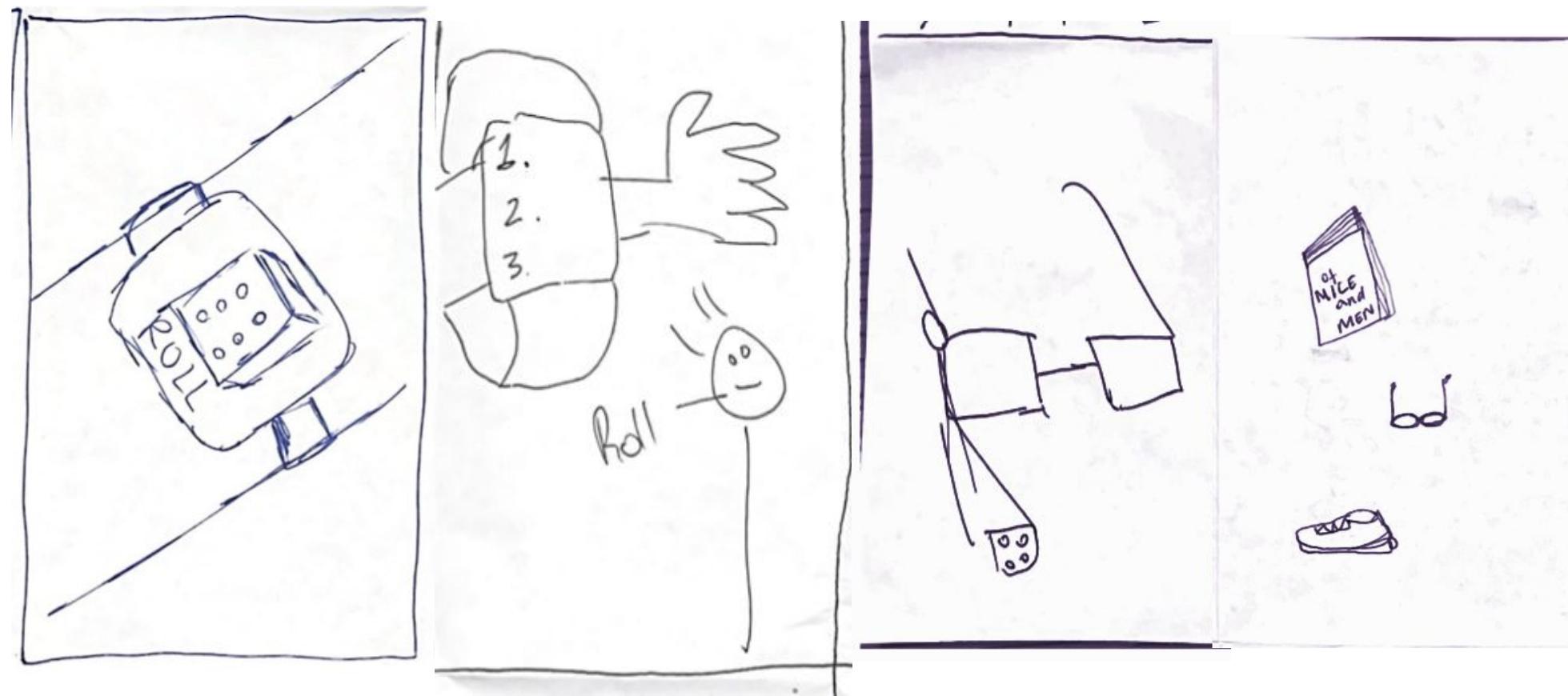
Goal Tracker
Running
Streak: 4 days
Distance (Apple Health): 15m
Speed:
Brag
About running an Article

Realization 2: AR



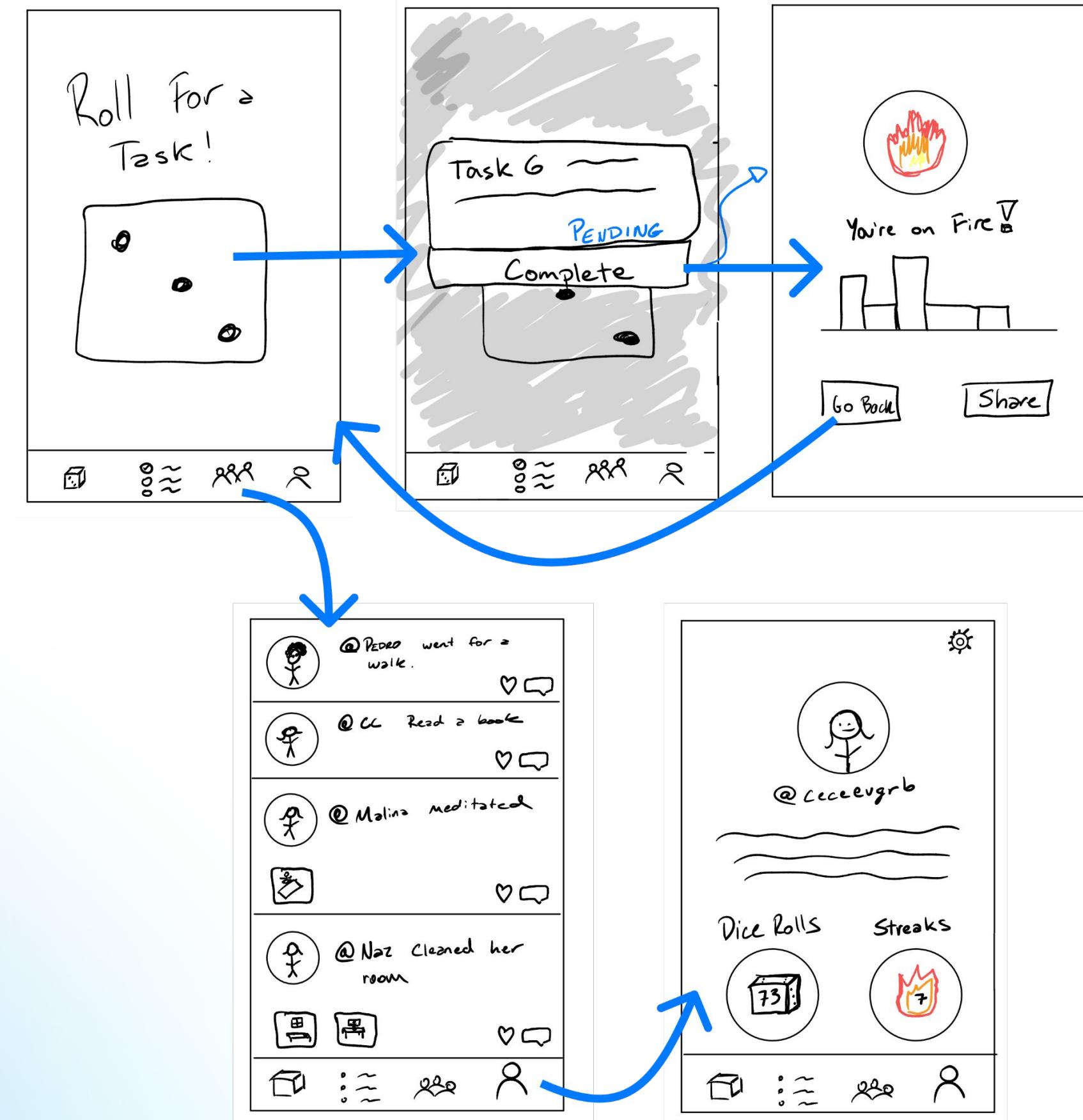


Realization 3: Wearables





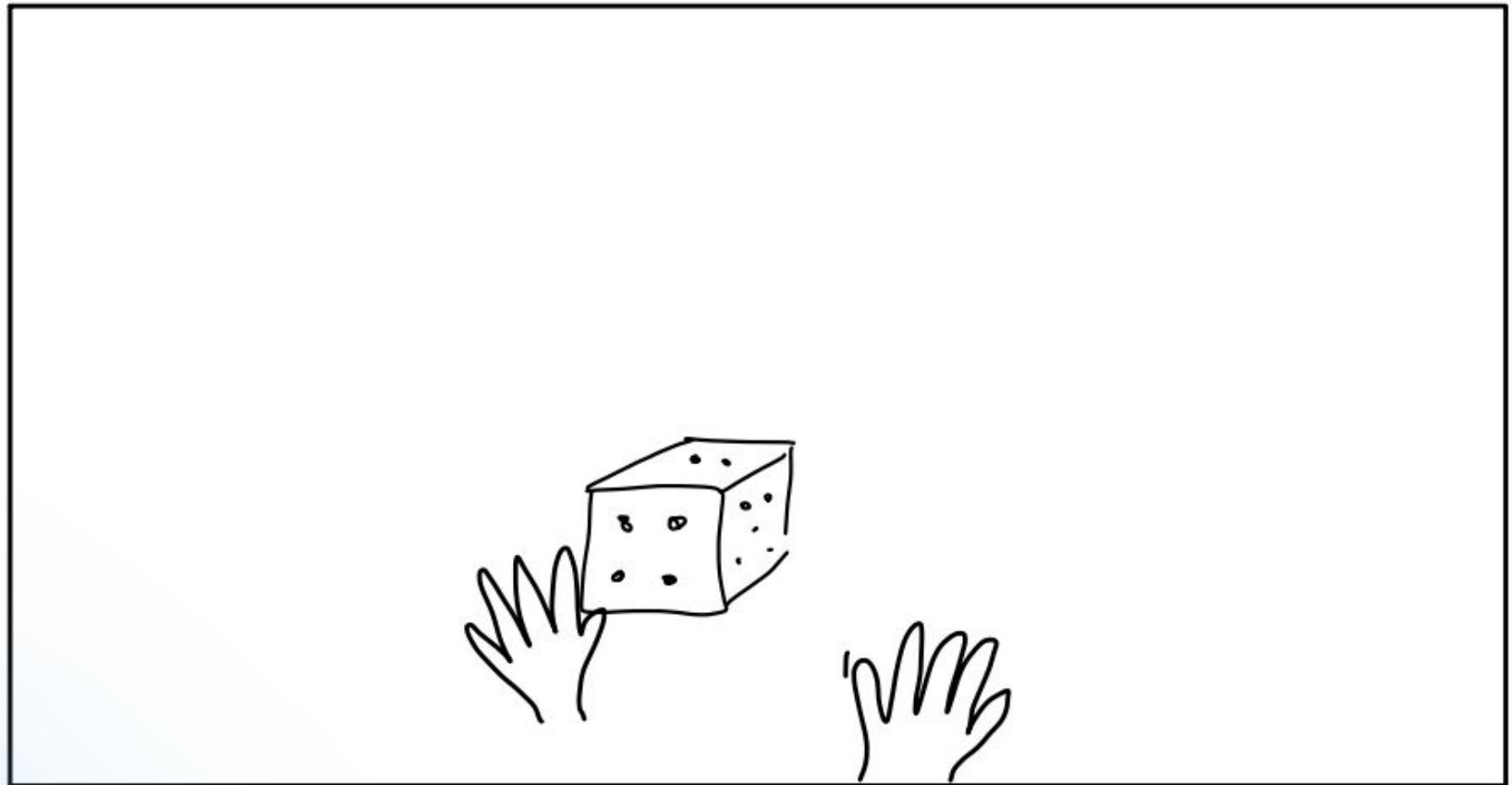
Mobile, Expanded





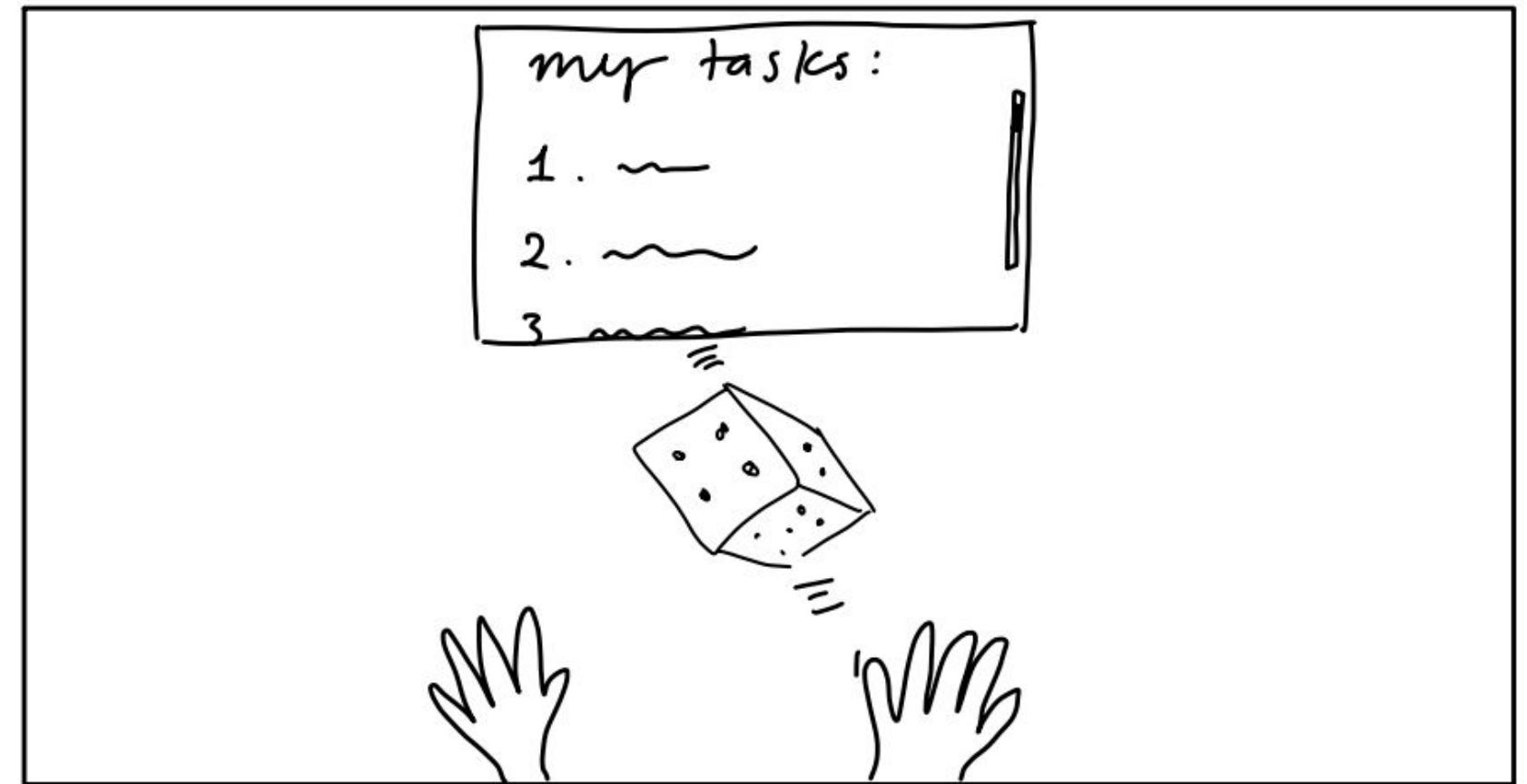
AR, Expanded

1



roll screen

2



while rolling: see your tasks



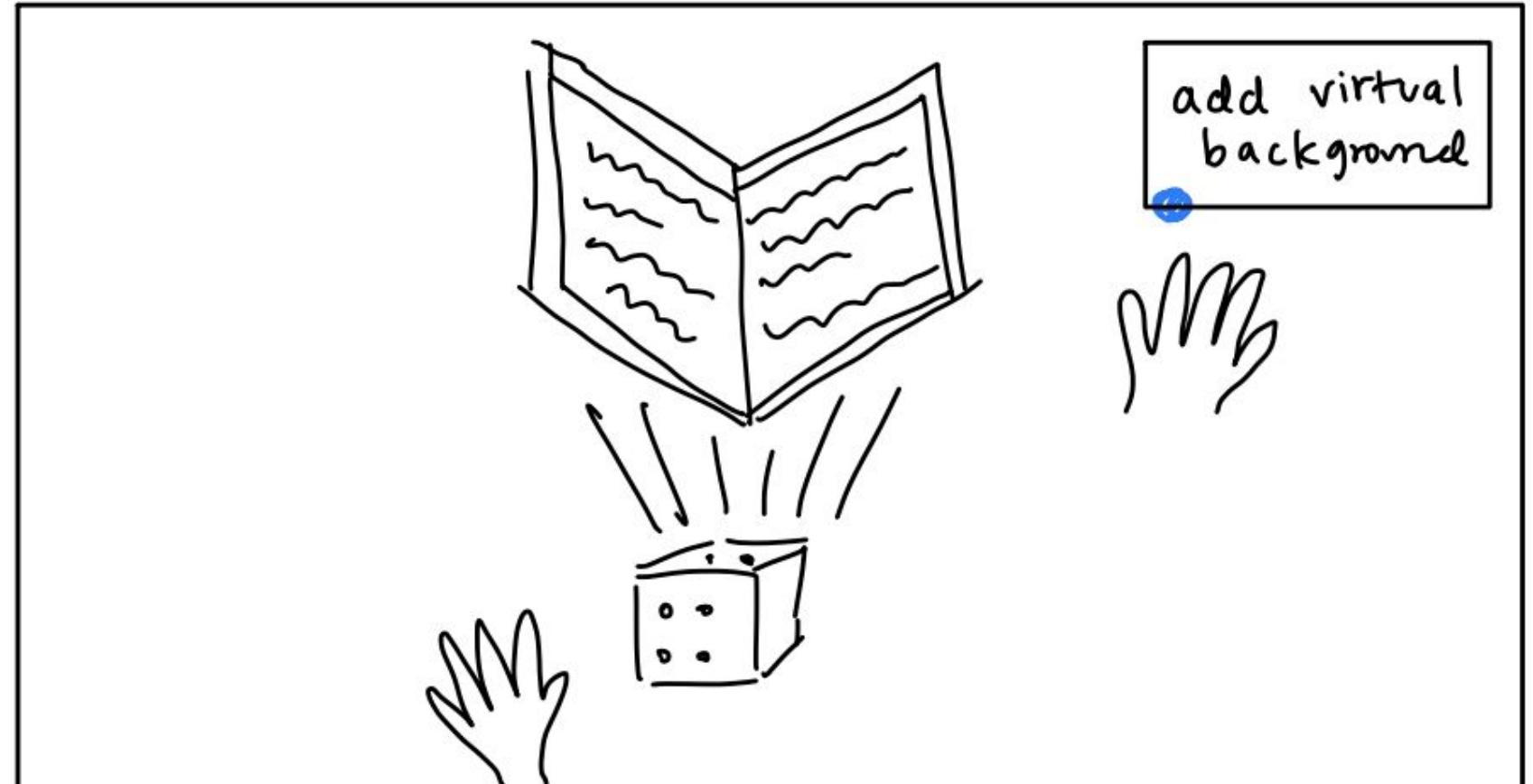
AR, Expanded

3



finished rolling : see your task

4

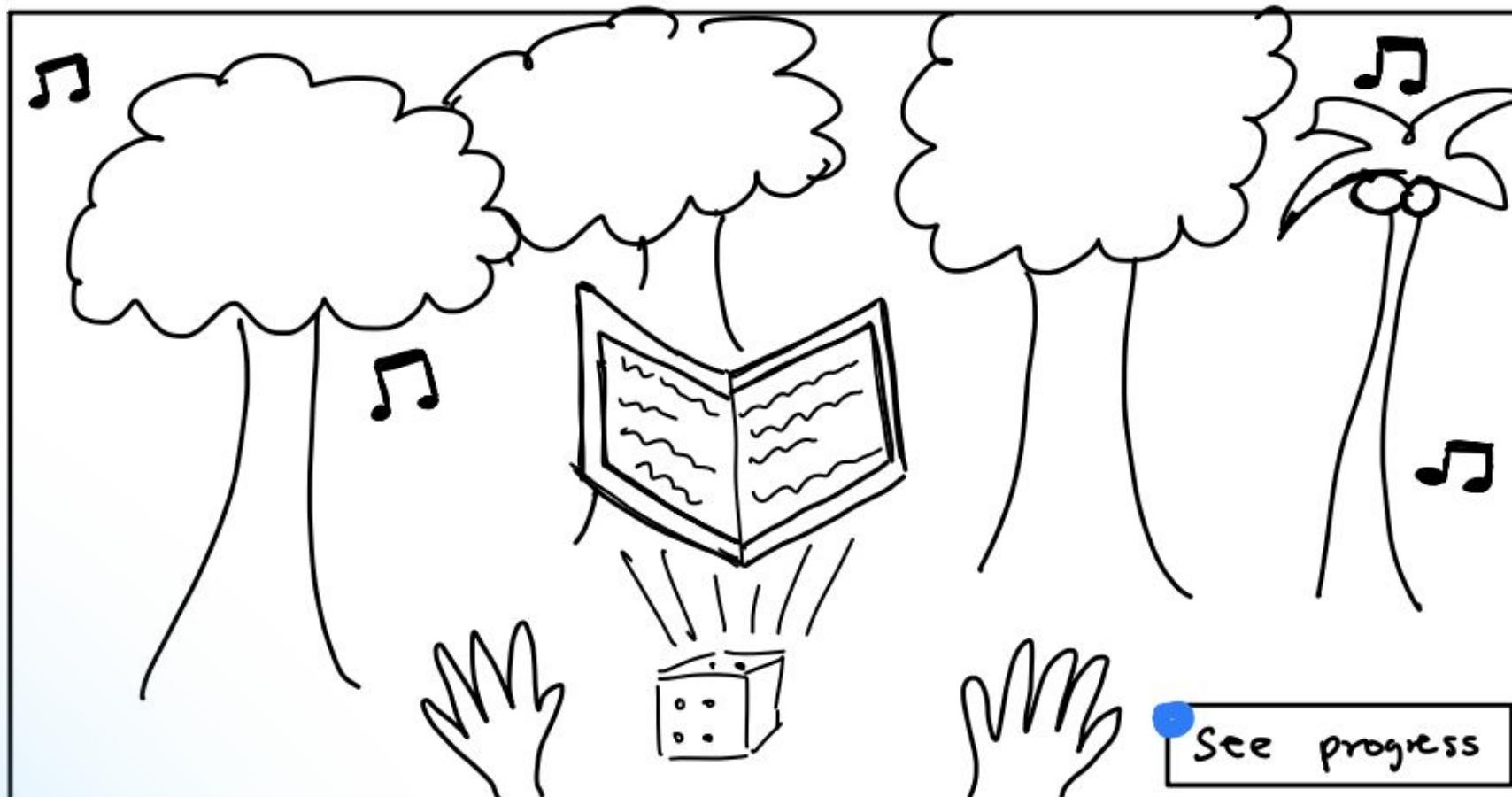


doing your task screen



AR, Expanded

5



task w/ background & music

6



progress screen

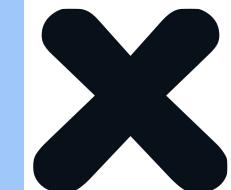
AR: Pros x Cons



Interactivity: Extremely interactive and exciting

Realism: Rolling a dice can feel very real when it's in AR

Physical: AR requires users to do physical movement to use the app, which ties back to our domain of encouraging (physical) activity



Relevance: AR is meant to add to physical world around you, but our solution doesn't require that.

Feasibility: An AR solution may require more money and/or require additional hardware

Convenience: Less likely to attract users since most people don't use AR apps in their day-to-day life, and difficult to integrate into daily daily life flows.

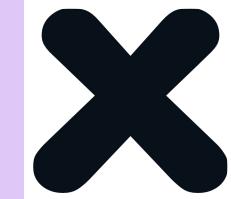
Mobile: Pros x Cons



Ease-of-use: Simple usage (tap the phone surface).
Low barriers to entry due to intuitive usage.

Convenient: Integrates into the user's daily workflows/lives. They use their phone daily.

Accessibility: Easily accessible (can be used in private, public, and in a variety of settings). Mobile apps are easily accessible.



Design Limitations and Device Compatibility:
Design may not flow in different operating systems.
A mobile UI design will not fit well into an ipad or laptop interface.

Cluttered Tool: The mobile phone is often cluttered with other apps and tools which can serve as distractions (e.g. user can be distracted by a notification while using our app)

Low Engagement: Less engaging and exciting than AR.



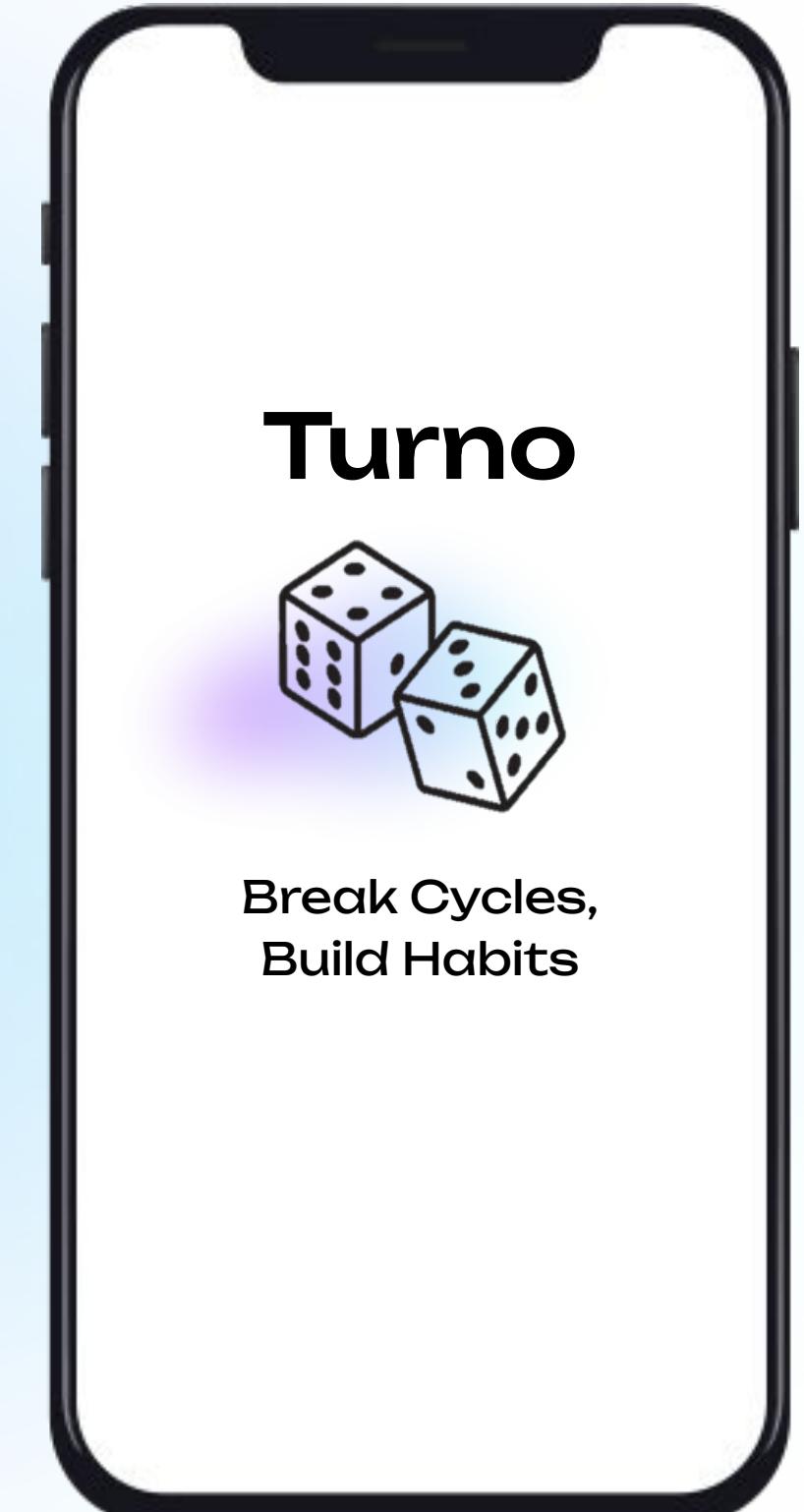
Selected Interface & Rationale

Findings - why a mobile app?

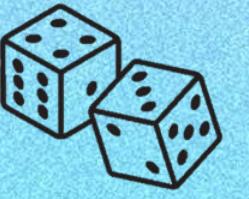
- Easy to **access**
- **Intuitive** to use
- Enables a **wider reach**
- Ensures **larger user base**

Data

- **81.6% mobile penetration rates** in the US.
- Only “**1% of retailers** use AR”
- More than 50% of retailers are “**not prepared**” to launch, support, or produce AR
- Only “**26% of smartphones** are AR kit or AR core **compatible**”



Lo Fi Prototype Construction





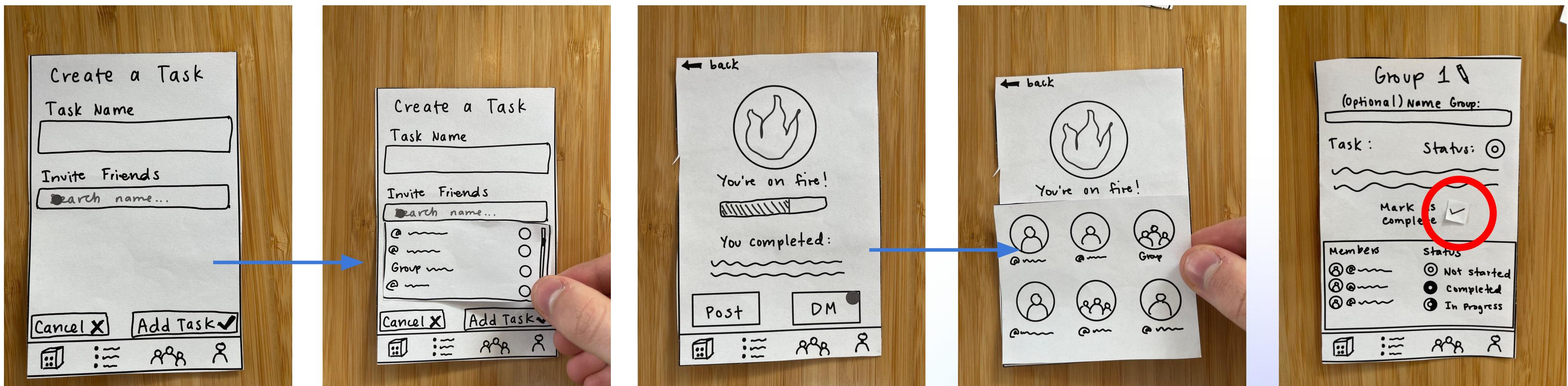
Prototype Construction

- Prototype drawn as a group with **iPad & printed on paper**
- Pages implemented: **home page** & other **pages needed for our task flows** (eg: tasks page, friends page)
 - Features include sharing with friends & creating group tasks
- Used **paper checkboxes & pop-ups** inspired by Snyder reading
- Manually responded to user actions by placing our paper prototypes





Snyder's Paper Prototype Methods



3 task flows



simple

- 1a Complete a task!
- 1b Share the news with friends!

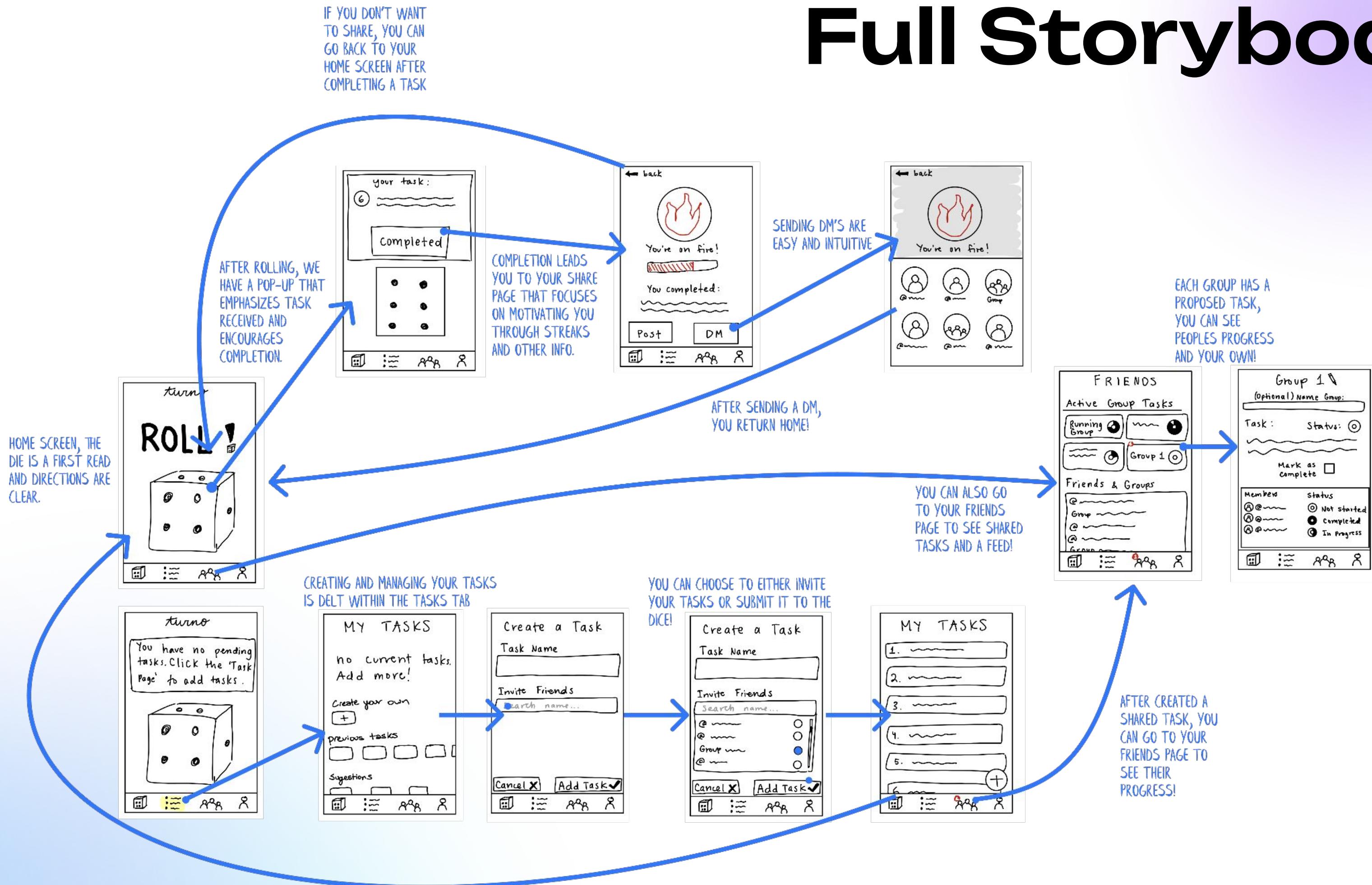
moderate

- 2 Write out your task list!

complex

- 3 Complete a task with friends!

Full Storyboard

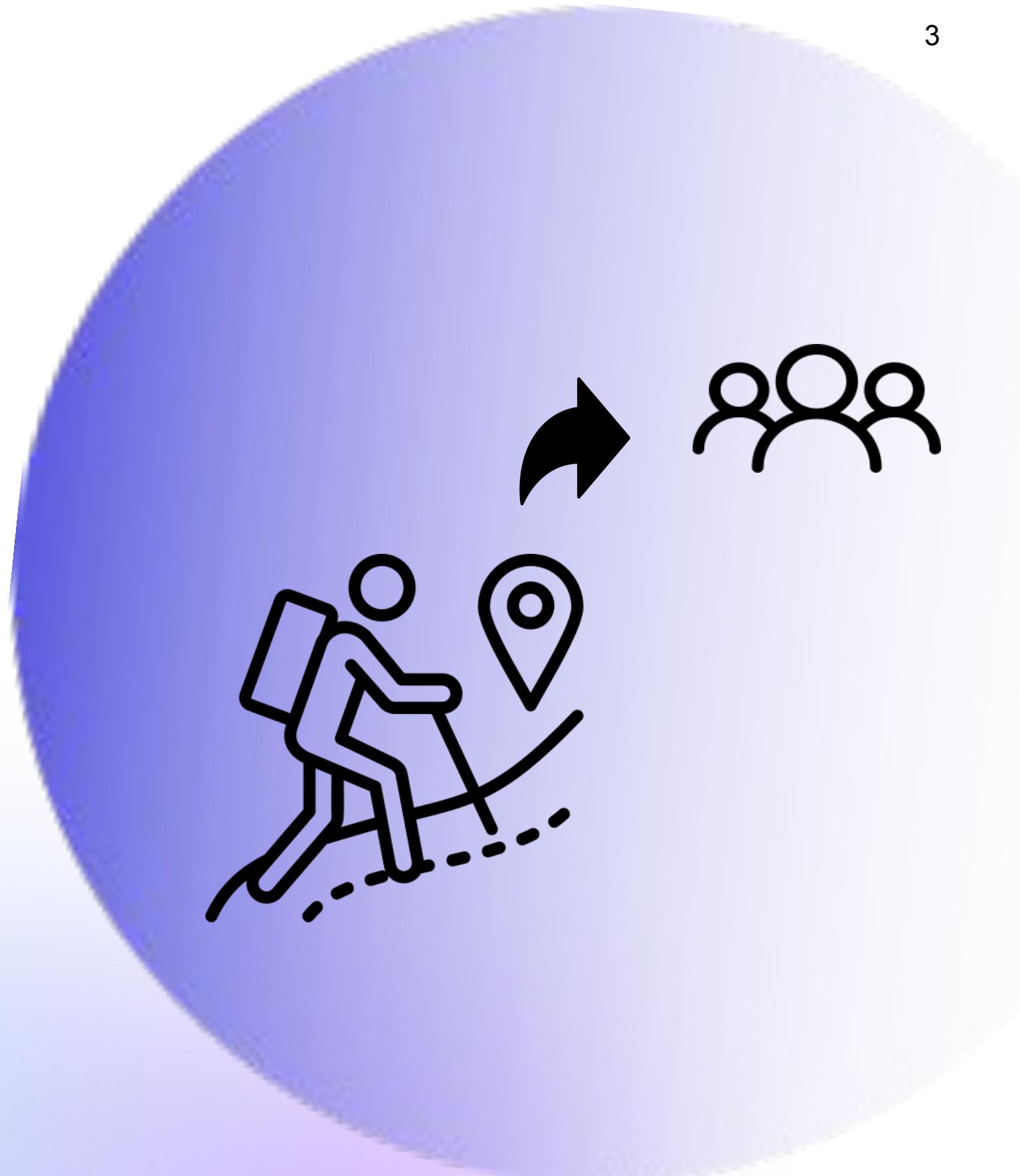




3

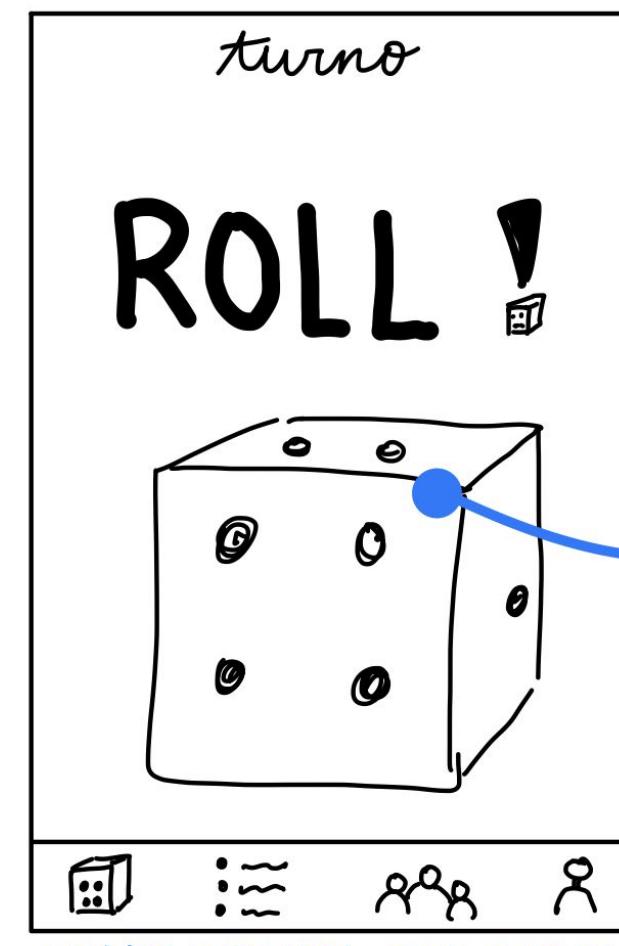
simple

- A. Complete a task**
- B. Share the news with friends**

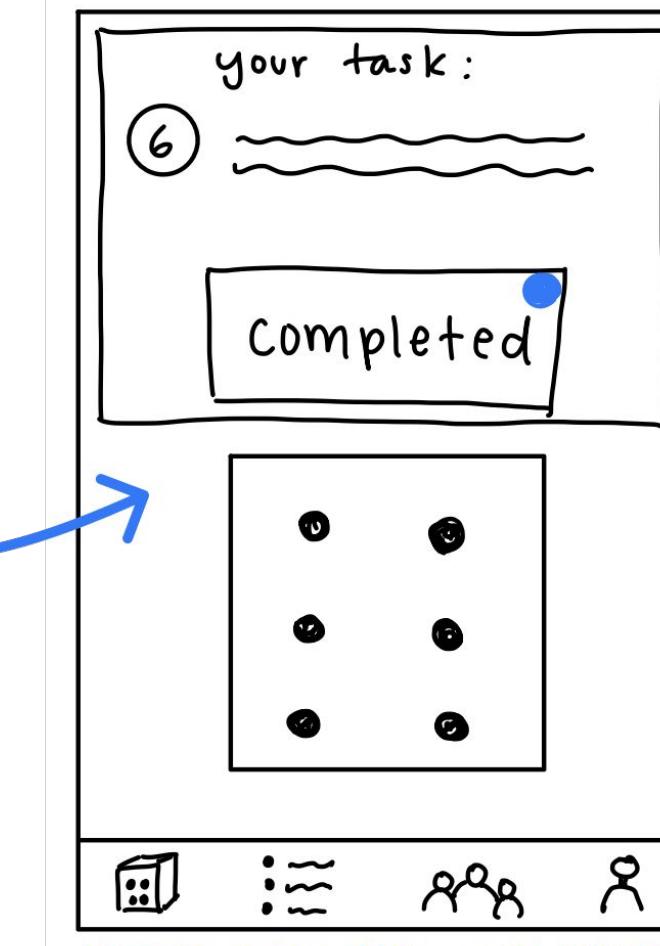




Complete a Task



HOME SCREEN, THE DIE IS
A FIRST READ AND
DIRECTIONS ARE CLEAR.

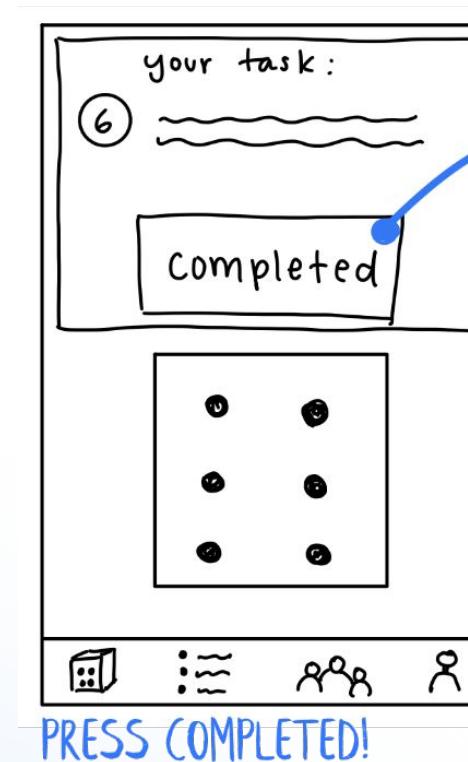


AFTER ROLLING, WE HAVE
A POP-UP THAT
EMPHASIZES TASK
RECEIVED AND
ENCOURAGES COMPLETION.

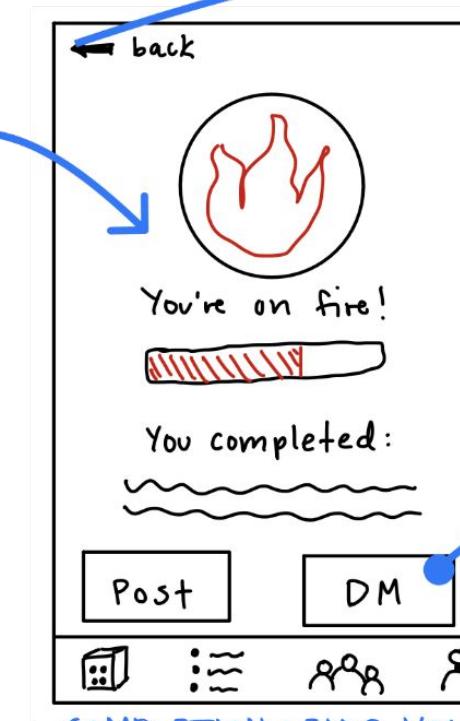


Share the news with friends

IF YOU DON'T WANT
TO SHARE, YOU CAN
GO BACK TO YOUR
HOME SCREEN AFTER
COMPLETING A TASK



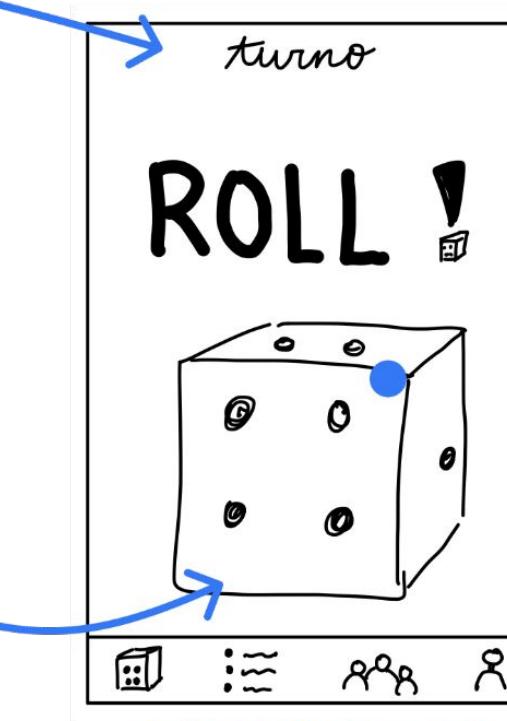
PRESS COMPLETED!



COMPLETION LEADS YOU
TO YOUR SHARE PAGE
THAT FOCUSES ON
MOTIVATING YOU
THROUGH STREAKS AND
OTHER INFO.



SENDING DM'S ARE
EASY AND INTUITIVE



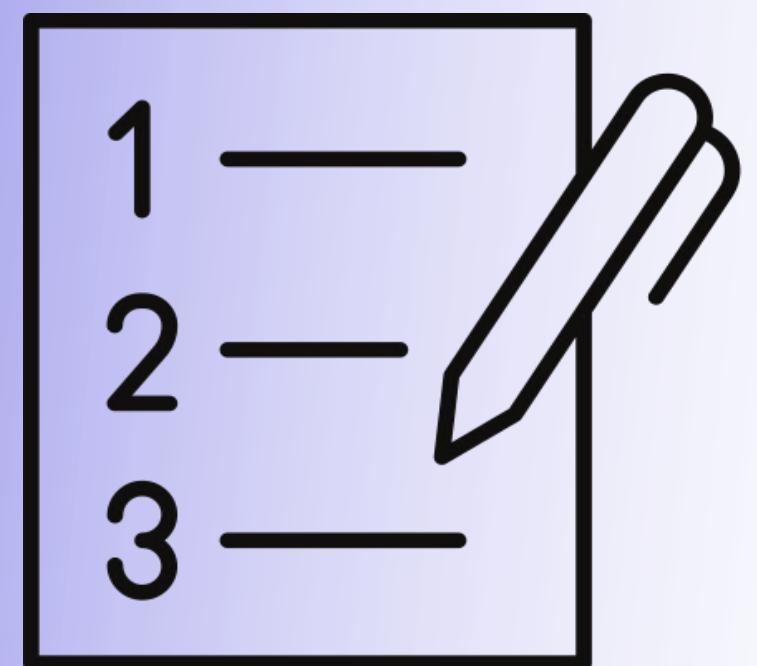
AFTER SENDING A DM,
YOU RETURN HOME!



3

moderate

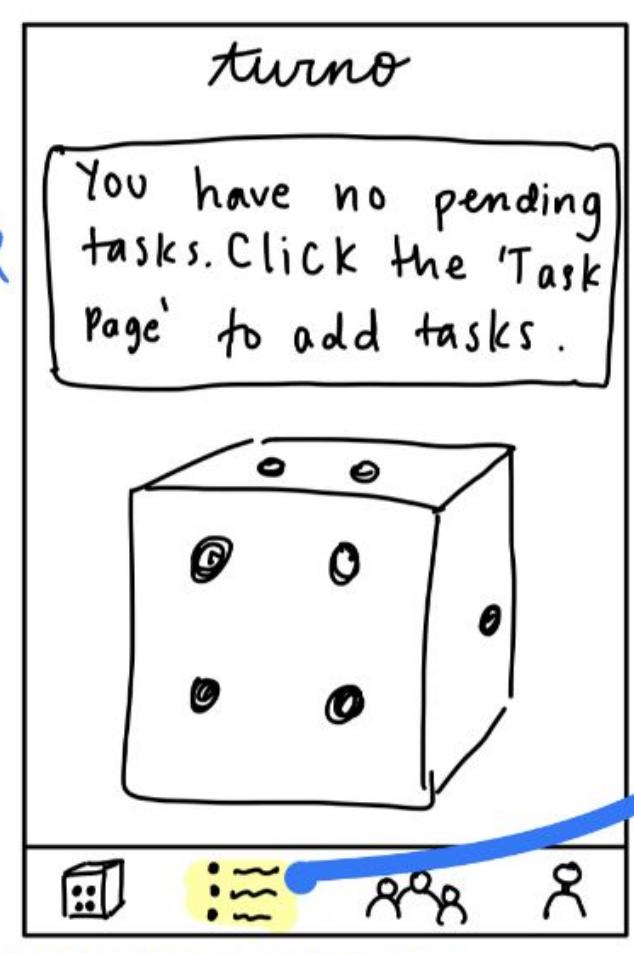
Write out your task list



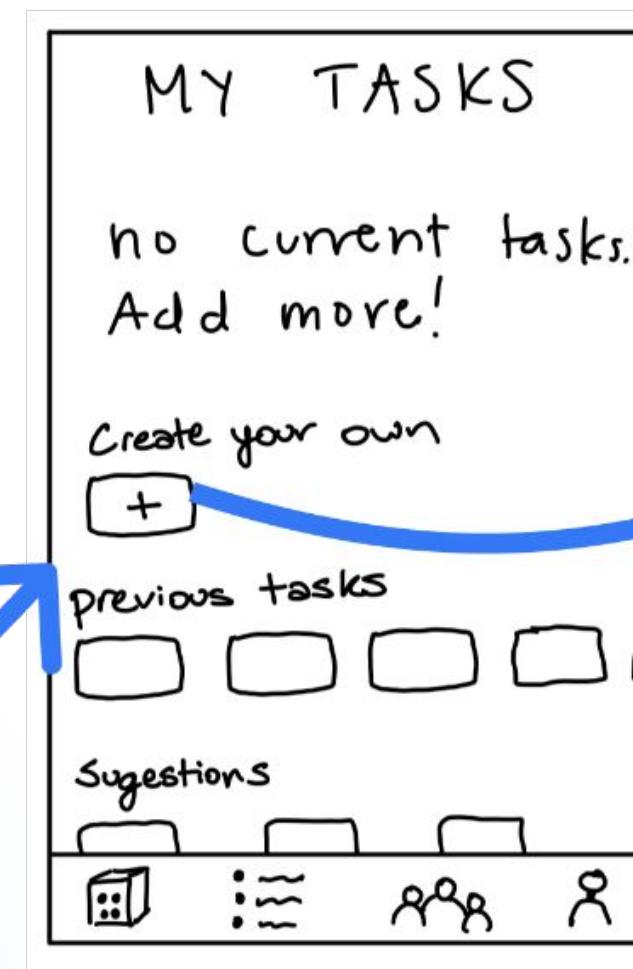


Write out your task list

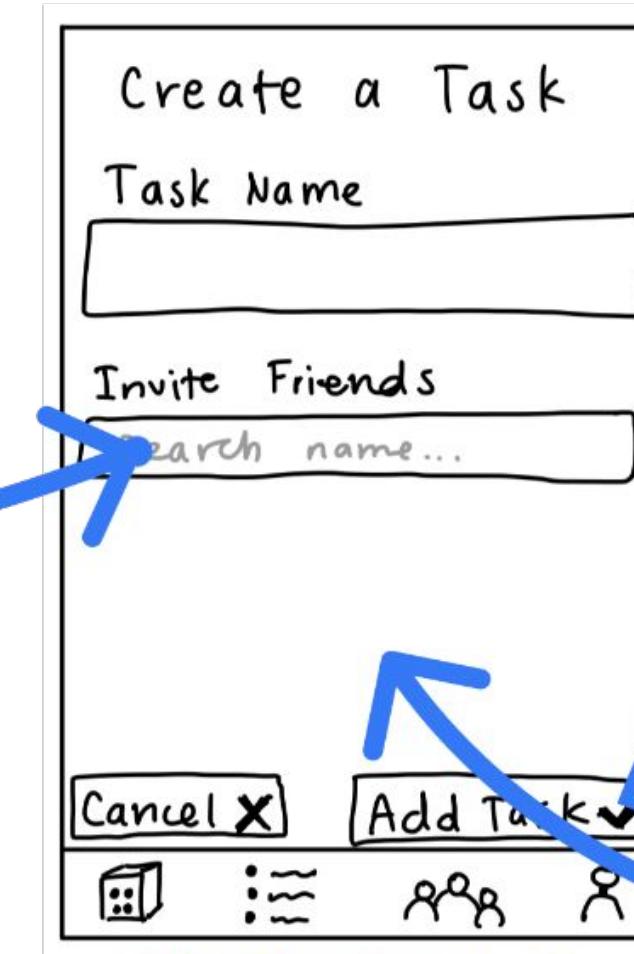
INDICATOR



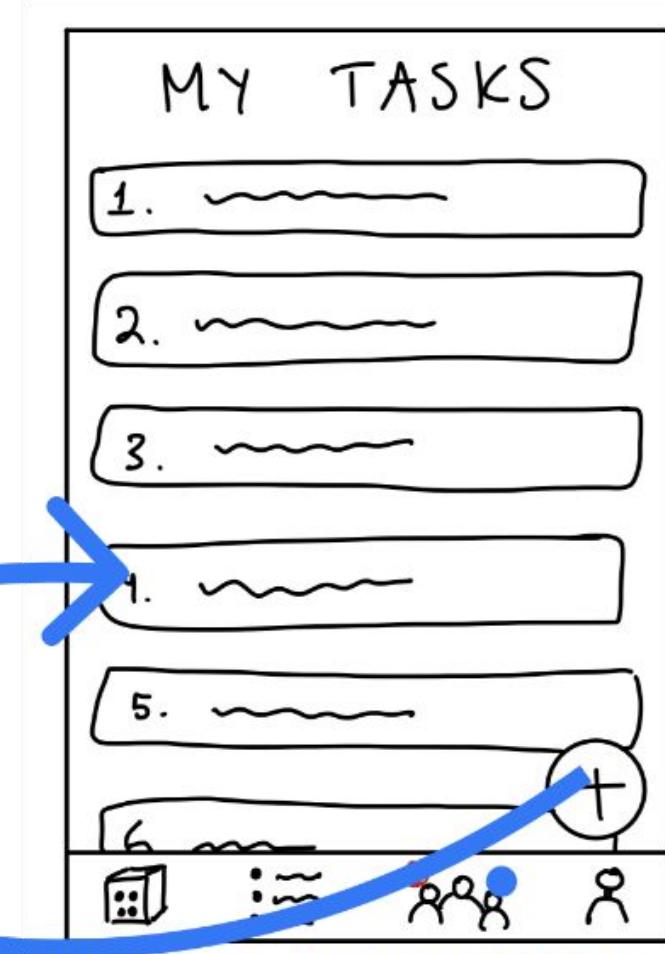
SINCE YOU HAVE NO
TASKS, YOU MUST GO TO
THE TASK BAR



THERE ARE SEVERAL
WAYS YOU CAN ADD
TASKS, PREVIOUS AND
SUGGESTED ONES TOO!



WHEN CREATING YOUR
OWN TASK, YOU CAN
PERSONALIZE IT AND
MAKE IT SOCIAL OR NOT.



YOU CAN CYCLE CREATING
TASKS UNTIL YOU ARE
SATISFIED WITH WHAT IS
IN YOUR DICE.



3

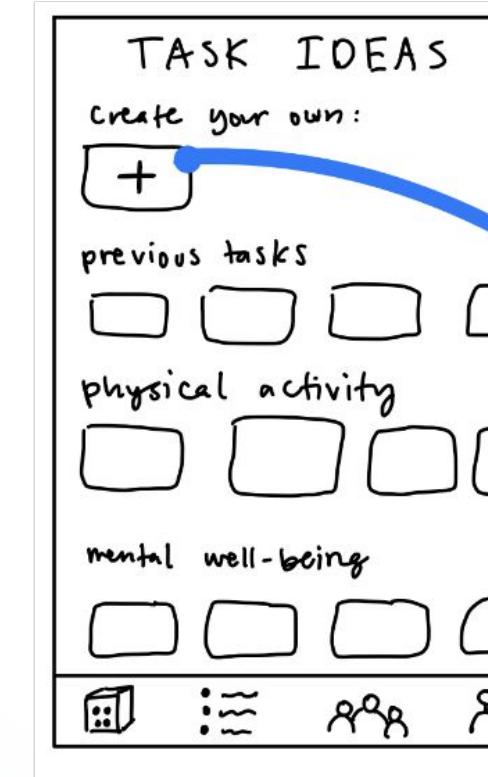
complex

Complete a task with friends





Complete a task with friends



Create a Task

Task Name

Invite Friends

Cancel X Add Task ✓

Create a Task

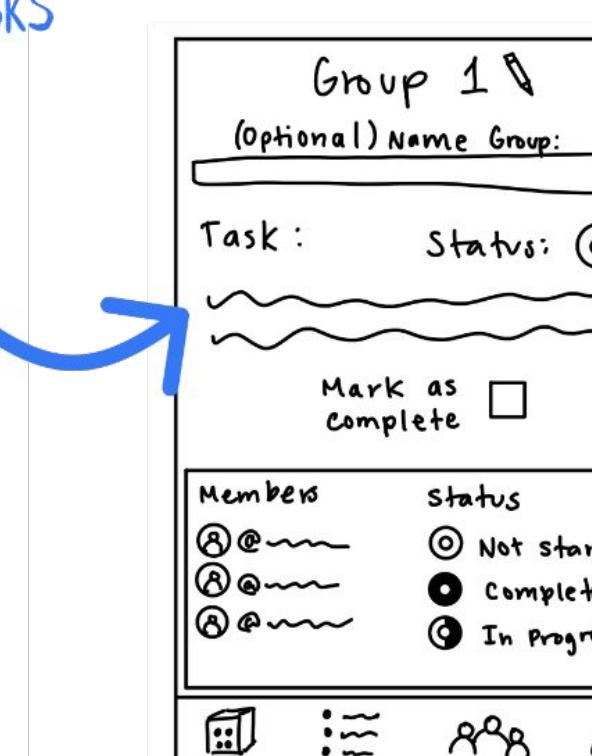
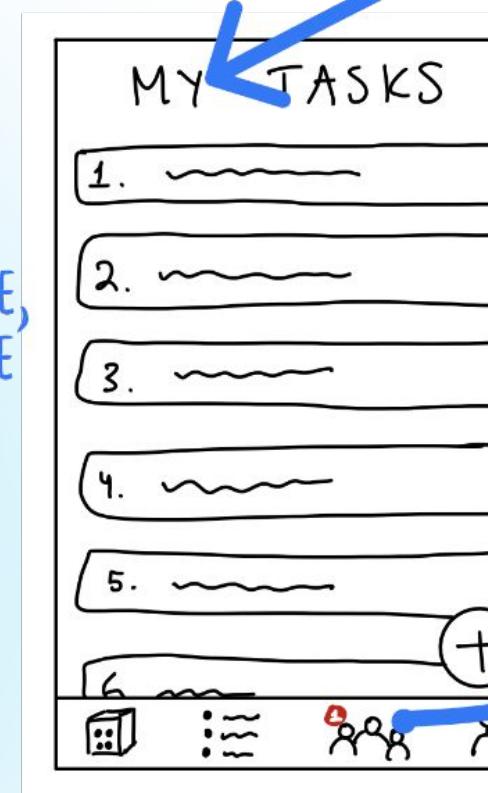
Task Name

Invite Friends

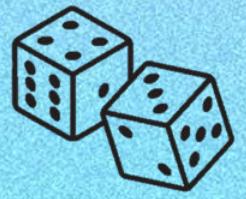
@ ~~~ ○
@ ~~~ ○
Group ~~~ ●
@ ~~~ ○

Cancel X Add Task ✓

BY INVITING YOUR FRIENDS, THIS NOW BECOMES A SHARED TASK!



THE SHARED TASK PAGE IS A GROUP WHERE YOU CAN TRACK EACH PERSONS PROGRESS AND MARK YOURS AS COMPLETE!



Testing Procedure



Testing Methodology



Participants

- Sought participants of different **jobs & ages**
- No compensation; asked for a **few minutes of their time**



Environment

- Various **campus locations**
- Tested at participants' tables
- Made them feel **comfortable** in their own environment



Procedure

- Told them **background** of class & project
- Prepared a **script** (see appendix): **explained 1 task** + had them complete **without clarification**. Repeated for subsequent tasks
- Answered their Qs only after first prompting them to try without our help
- Asked users to reflect on which functions were intuitive and vice versa



Member Roles

- Greeter: Malina Tester: Nazanin Notetakers: Pedro & Cecilia



Usability Goals and Metrics

Pleasing (high user satisfaction)

Process Data

- a. Time to value (how long it takes for the user to recognize the value of the app)
- b. Task completion rates
- c. Number of tasks / interaction with friends
- d. Posting rates

Bottom-Line Data

- a. Adoption: DAU, WAU
- b. Satisfaction: NPS (through ratings/reviews occasionally)
- c. Stickiness: Retention (4-week, 8-week)

Efficient (perform tasks quickly)

Process Data

- a. How many of the different features are used/different tasks completed

Bottom-Line Data

- a. Number of service tickets / customer support tickets
- b. Time spent creating task list
- c. Time spent completing tasks
- d. Time spent rolling dice
- e. Time spent when sharing a task completion



Usability Goals and Metrics

Pleasing (high user satisfaction)

Task completion rate



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



Efficient (perform tasks quickly)

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



= KEY METRIC

= USABILITY GOAL



Participants



Guillermo

Construction Worker



Glen

Comparative Literature Professor



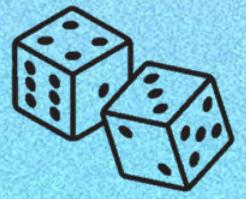
Leo

Owner of an Açaí stand



John

Elementary school teacher



Testing Results



Key Metrics Results

Process Data

All participants were confused by the meaning of creating tasks with friends and navigating group task progress.

Most participants completed all the tasks.

Some participants found the home page difficult to understand, and didn't realize the dice was meant to give them a task.



Key Metrics Results

Process Data

2 participants felt they were pressured into sharing progress with friends.



2 participants wanted to see more progress tracking than the congratulations page.



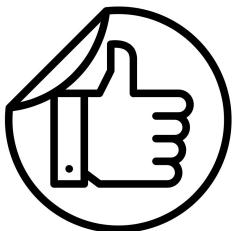
1 participant wanted to view a feed of tasks he had completed.





Key Metrics Results

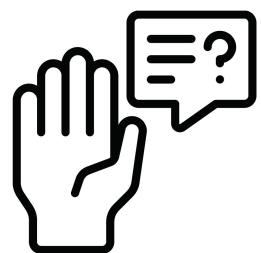
Bottom-Line Data:



Few participants said they **would recommend** the app to friends (Average NPS score was 5).



We measured **4 mis-clicks**, where the user clicked on the wrong button than they intended to.



In total, **users asked clarification questions 6 times**, which we treat as service-tickets.



Other Observations

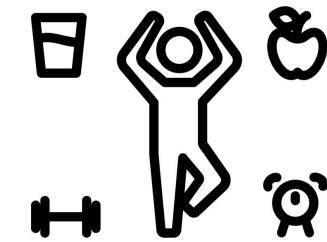
Tasks 1a and 1b were easy for users to complete and required minimal taps.

Task 2 was straightforward but users showed hesitancy.

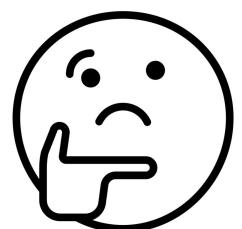
Task 3 was most confusing for users. None of them were able to complete it on their own.

Some usability goals were achieved well... while others were not.

Implications



Habit-building users **don't think a social feature is necessary** for engagement.



Brainstorming is the hardest part of creating a list of tasks.



Icons and user guides are required for non-intuitive actions (e.g. rolling a dice to get a task).



Rewards and progress tracking were desired by users.



Design Changes Based on Results

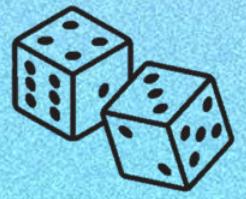
- Home page needs to be **clearer** with **directions on using the die**.
- **Reduce information** on the **friends page** to make it intuitive.
- Task page was simple but confusing. **Make task status clear:** *completed, in progress, or not started.*
- Add a feature for **ideas/inspiration on task generation** to reduce brainstorming burden.
- Add **feed page** and clear user **progress reports**.
- **Align user priorities** to what is placed **center frame** (e.g. make the home button clear so users don't feel overwhelmed by the share buttons).



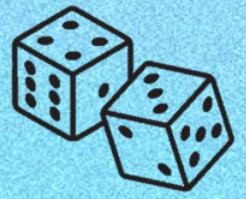
Testing Couldn't Reveal...

How **completing group activities** would look when all members have to actually coordinate and track progress.

How likely users would be to **actually complete the task** without the pressure of our testing set-up.



THANK YOU!



Appendix:

Mobile: Pros x Cons



Visual: Consistently visual interface

Ease-of-use: Simple usage (tap the phone surface). Low barriers to entry due to intuitive usage.

Convenient: Integrates into the user's daily workflows/lives. They use their phone daily.

Notifications: Receiving a notification each day on their phone (which they use every day) can serve as a reminder and reinforce app use.

Accessibility: Easily accessible (can be used in private, public, and in a variety of settings). Mobile apps are easily accessible.

Integrations: can easily integrate with other apps (e.g. Instagram, Snapchat, FaceBook, LinkedIn) to make app more sticky

Social Engagement: Simplicity enables network effects and social interactions to take place on the app.

Design Limitations and Device Compatibility: Design may not flow in different operating systems. A mobile UI design will not fit well into an ipad or laptop interface.

Cluttered Tool: The mobile phone is often cluttered with other apps and tools which can serve as distractions (e.g. user can be distracted by a notification while using our app)

Dependency: Concern that our users will become more dependent on their phone or even on our app for decision making.

Low Engagement: Less engaging and exciting than AR.

AR: Pros x Cons



Interactivity: Extremely interactive and engaging

Realism: Rolling a dice can feel very real when it's in AR

Physical: AR requires users to do physical movement to use the app, which ties back to our domain of encouraging (physical) activity

Immersive: Can integrate into the setting around the users to create an immersive experience.

Necessity: AR offers unique ideas but doesn't actually add much to our solution

Relevance: AR is meant to add to physical world around you, but our solution doesn't concern the physical benefit from that

Feasibility: An AR solution may require more money and/or require additional hardware

Convenience: Less likely to attract users since most people don't use AR apps in their day-to-day life, and difficult to integrate into daily daily life flows.

Speed & ease: Our solution is meant to be quick and easy to use. AR app would require more time, which is a barrier between people meeting their activity goals

Testing Results



Guillermo
Construction Worker

What went well:

- Rolling a dice (task 1.1)

What didn't go well:

- Didn't express much interest in the project first but was fine helping out
- Sharing achievements with friends (task 1.2) – expressed that he would never want to share
 - Important that we implement a “don’t share” option that is more clear than the back arrow

Testing Results



Glen

Comparative Literature Professor

What went well:

- Very eager to see app and seemed interested in concept
- Rolling the dice & sharing with friends (Task 1.1 & 1.2)
- Intrigued by group tasks (Task 3) since Glen already likes to do activities with his friends

What didn't go well:

- Didn't like the idea of sharing achievements with friends (Task 2) & blamed it on his age
- Again, important not to push sharing on users who don't want to share, especially users less accustomed to social media

Testing Results



Leo

Owner of an Açaí stand

What went well:

- Very excited to participate
- Found “rolling the dice” to be fun

What didn't go well:

- Several mis-clicks
- Confusion about meaning of things on script
 - Asked a few clarifying questions
- Tried adding friends when he wasn't supposed to since it was center frame



Testing Results



John

Elementary school teacher

What went well:

- Extremely eager to try out our app (volunteered to follow-up!)
- Enjoyed the concept
- Older participant, but enjoyed the idea of using DM feature to communicate with friends via the app

What didn't go well:

- Two mis-clicks with getting his first task by rolling the dice (Task 1.1)
- Mis-clicks with finding a shared task on the friends page (Task 3)