

IHCI Second Project Submission

Rules

- Submit a Google Doc, NOT a PDF or a Google slide.
 - Use the default fonts, line spacing, and font size unless specifically required in the assignment.
 - After submission, the Google Doc will get automatically locked, so you won't be able to make any changes.
 - Standard plagiarism rules apply.
 - Your submission will only be considered for grading and feedback if you follow these guidelines.
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Names of Group Members:

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Bhavik Garg (2023170)

Devaj Rathore (2023190)

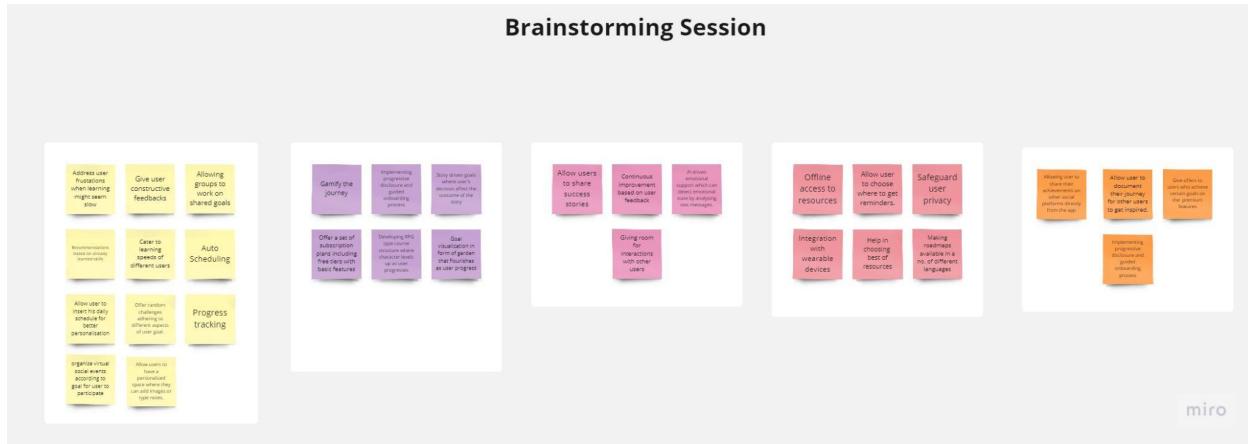
Gaurav Chauhan (2023218)

Project Group Number: A_G4_P2

HCI Group No.: 4

Refined Gathering

BRAINSTORMING AND IDEATION



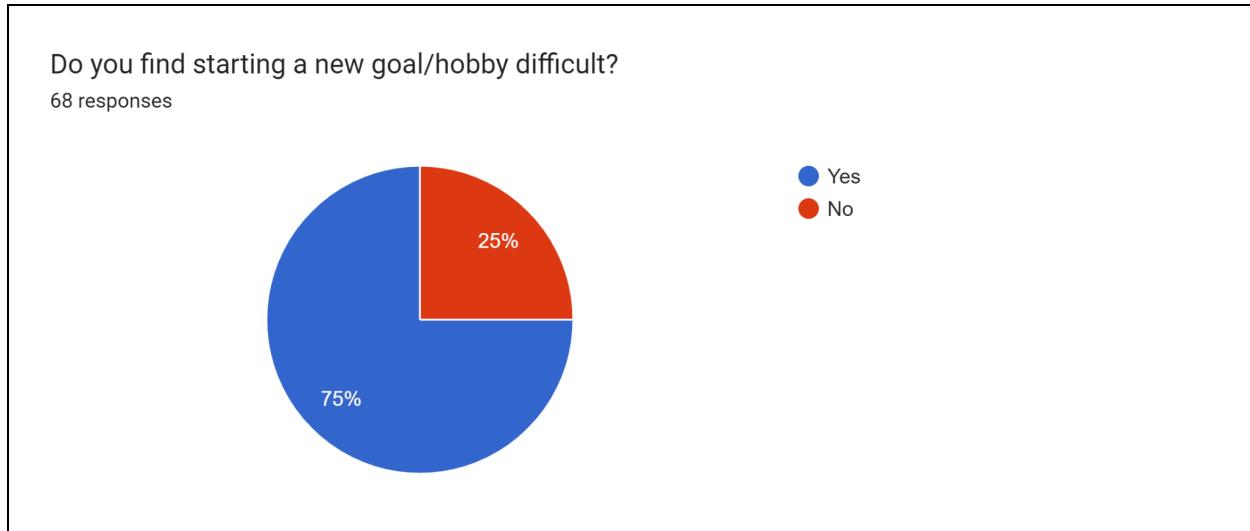
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INTERVIEWS THROUGH FORMS

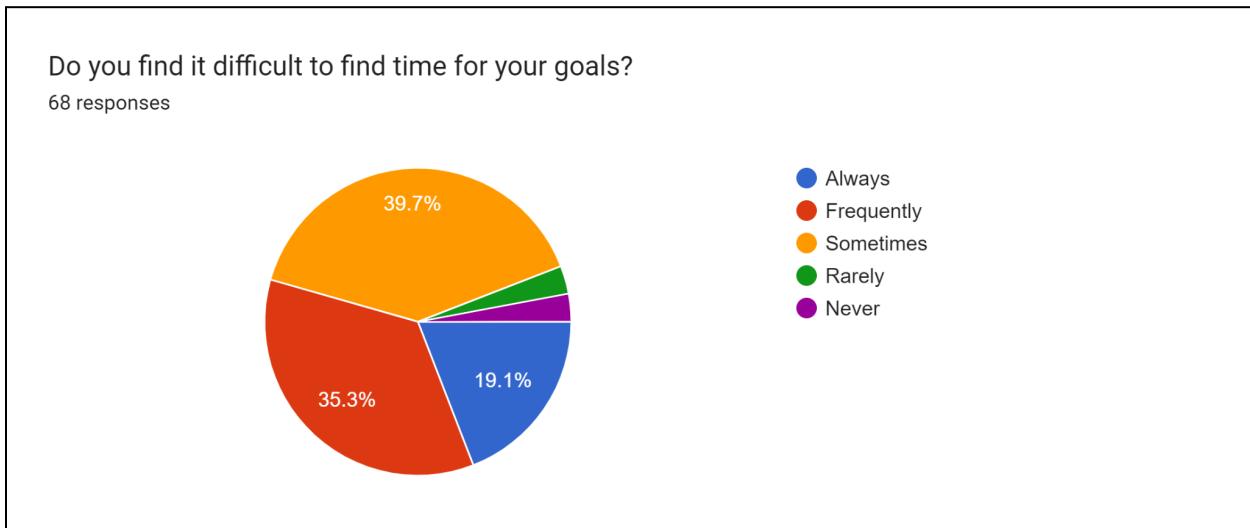
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https://docs.google.com/spreadsheets/d/1JaXfNOcUxZiX7TKxm-T4smUz9ONEz0HGL_OViVmWy07w/edit?usp=sharing

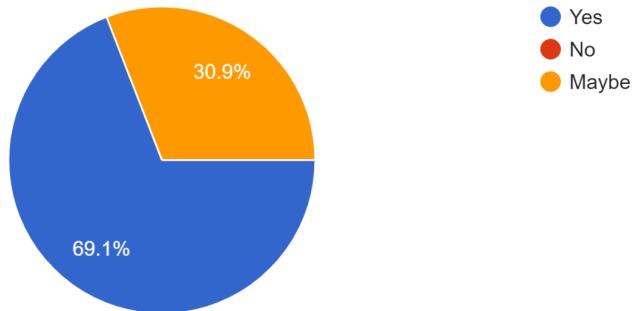
The team confirmed the requirement for scheduling suggestions as **only 5.8%** of the respondents rarely or never found it challenging to find time for their goals.



The team confirmed that **75%** of the target user base requires aid to start learning a new goal/hobby.



If an application could provide you with a roadmap towards your goal/hobby, would you use it?
68 responses



100% of the respondents showed interest in our application.

Further Evaluation along the process helped the team understand the importance and requirement of social features and the importance of their integration early on in the design process and the extent of its possibilities.

Refined Personas and Scenarios

SCENARIOS

STORY BOARD

GOAL-X

Ajay is a student who recently cleared JEE and got into IIIT Delhi in the CSE branch. He is very passionate and wants to learn new things.

There, He came to know about the world of Programming. He finds it interesting but finds it difficult to learn. He has gone through many sources, but none of them were helpful.

He got so frustrated and demotivated because of that. Due to continuous searching over the internet, he could not focus on other things in his life.

Then he remembered that his friend told him once about "GOAL-X" (an app that provides a roadmap for specific things, whichever the user demands).

He then created his account on it and explored the app. He got his all holidays scheduled there and got a perfect step-wise guide for programming.

Now, He is delighted as GOAL-X improved his work-life balance and also helped him learn Programming effortlessly, which he was keen to learn.

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GOAL-X

STORYBOARD



Rohit earns very minimal with his 9 to 5 job. So, he wants to have a side income with which he can provide more to his family.



He discussed his problem with his friend, to which his friend suggested him to do trading, as today trading generates the best side income one can have.



He started exploring different sources to learn to trade, but due to the guidance of many non-trustable sources, He started losing money in stock market and became very sad.



Then, one day, while scrolling YouTube, he saw an ad of "GOAL-X" that provides a proper roadmap per the user's needs. He downloaded it and filled in every info there, whatever is required in the app.



GOAL-X provided him with a perfect timetable for daily life and the best sources and books to learn to trade. He started following the steps religiously.

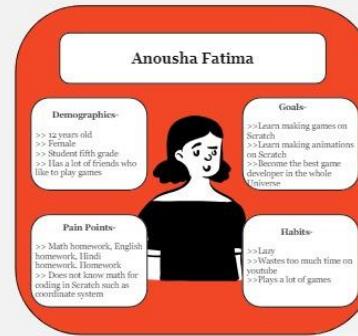
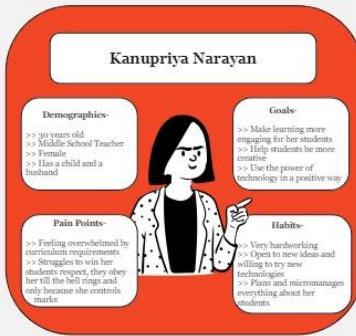
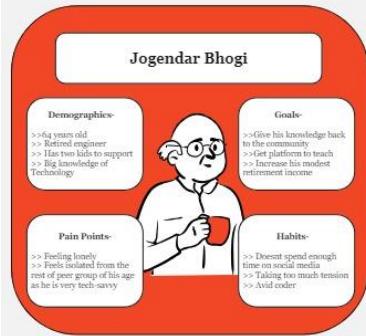
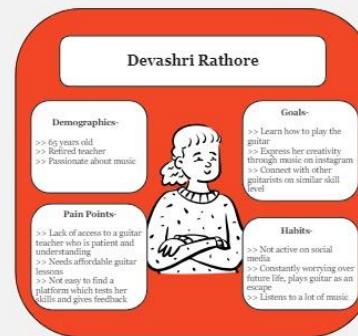
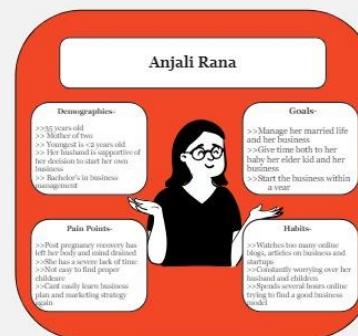
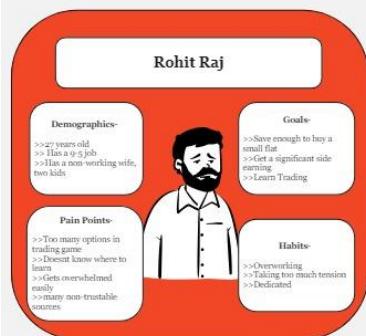


Now, Rohit is one of the big and profitable investors from his city in the stock market. See his happiness! Lastly, he rated GOAL-X a 5 star as it was actually the key-factor because of which he learnt trading properly.

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PERSONAS

PERSONAS



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Anousha Fatima

Demographics-

- >> 12 years old
- >> Female
- >> Student fifth grade
- >> Has a lot of friends who like to play games

Goals-

- >>Learn making games on Scratch
- >>Learn making animations on Scratch
- >>Become the best game developer in the whole Universe

Pain Points-

- >> Math homework, English homework, Hindi homework. Homework
- >> Does not know math for coding in Scratch such as coordinate system

Habits-

- >>Lazy
- >>Wastes too much time on youtube
- >>Plays a lot of games

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Kanupriya Narayan

Demographics-

- >> 30 years old
- >> Middle School Teacher
- >> Female
- >> Has a child and a husband

Goals-

- >> Make learning more engaging for her students
- >> Help students be more creative
- >> Use the power of technology in a positive way

Pain Points-

- >> Feeling overwhelmed by curriculum requirements
- >> Struggles to win her students respect, they obey her till the bell rings and only because she controls marks

Habits-

- >> Very hardworking
- >> Open to new ideas and willing to try new technologies
- >> Plans and micromanages everything about her students



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Jogendar Bhogi

Demographics-

- >>64 years old
- >> Retired engineer
- >> Has two kids to support
- >> Big knowledge of Technology

Goals-

- >>Give his knowledge back to the community
- >>Get platform to teach
- >> Increase his modest retirement income

Pain Points-

- >> Feeling lonely
- >> Feels isolated from the rest of peer group of his age as he is very tech-savvy

Habits-

- >> Doesn't spend enough time on social media
- >> Taking too much tension
- >> Avid coder



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Devashri Rathore

Demographics-

- >> 65 years old
- >> Retired teacher
- >> Passionate about music

Pain Points-

- >> Lack of access to a guitar teacher who is patient and understanding
- >> Needs affordable guitar lessons
- >> Not easy to find a platform which tests her skills and gives feedback

Goals-

- >> Learn how to play the guitar
- >> Express her creativity through music on instagram
- >> Connect with other guitarists on similar skill level

Habits-

- >> Not active on social media
- >> Constantly worrying over future life, plays guitar as an escape
- >> Listens to a lot of music



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Ashee Malik

Demographics-

- >> 60 years old
- >> Retired nurse
- >> Lives alone
- >> Bachelors in Nursing

Goals-

- >>Wants to become a volunteer teacher
- >>She wants to give back to the community she was born in
- >>To teach the next generation how to be a good nurse

Pain Points-

- >>Lack of confidence in her teaching skills
- >>Difficult to find a good volunteer teaching program that allows her to share her knowledge
- >>Cant follow through more complex applications on the internet due to her age

Habits-

- >> Excellent nurse
- >> Quick learner
- >> Active on social media
- >> Warmth, kindness and generosity
- >> Avid reader

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Gaurav Sharma

Demographics-

- >>40 years old
- >> Has no job
- >> Has two kids to support
- >>short guy

Goals-

- >>Learn web-development
- >>Get a significant income streaming from web development
- >>Support his wife to put bread on the table

Pain Points-

- >> Not accepted in society due to being a stay at home dad
- >> Help his wife instead of being taunted by her

Habits-

- >>Lazy
- >>Taking too much tension
- >>Wastes too much time on social media



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Anjali Rana

Demographics-

- >>35 years old
- >> Mother of two
- >> Youngest is <2 years old
- >> Her husband is supportive of her decision to start her own business
- >> Bachelor's in business management

Pain Points-

- >>Post pregnancy recovery has left her body and mind drained
- >>She has a severe lack of time
- >>Not easy to find proper childcare
- >>Cant easily learn business plan and marketing strategy again



Goals-

- >>Manage her married life and her business
- >>Give time both to her baby her elder kid and her business
- >>Start the business within a year

Habits-

- >>Watches too many online blogs, articles on business and startups
- >>Constantly worrying over her husband and children
- >>Spends several hours online trying to find a good business model

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Ajay Garg

Demographics-

- >>18 years old
- >> Student at IIIT-D
- >>Male, nerd
- >>Passionate about learning new things
- >> New to programming

Pain Points-

- >>Misses home and cant concentrate on studying
- >>Most of his peers are not new to programming
- >>Not easy to find helpful sources
- >>Not easy to balance work-life in IIIT-D



Goals-

- >>Learn Programming
- >>balance studies and coding and having fun
- >>Solve 100 questions on Leetcode by the end of the year

Habits-

- >>Quick learner
- >>Gives up quickly when faced with failure
- >>Not good at time management

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Rohit Raj

Demographics-

- >>27 years old
- >> Has a 9-5 job
- >>Has a non-working wife, two kids

Goals-

- >>Save enough to buy a small flat
- >>Get a significant side earning
- >>Learn Trading

Pain Points-

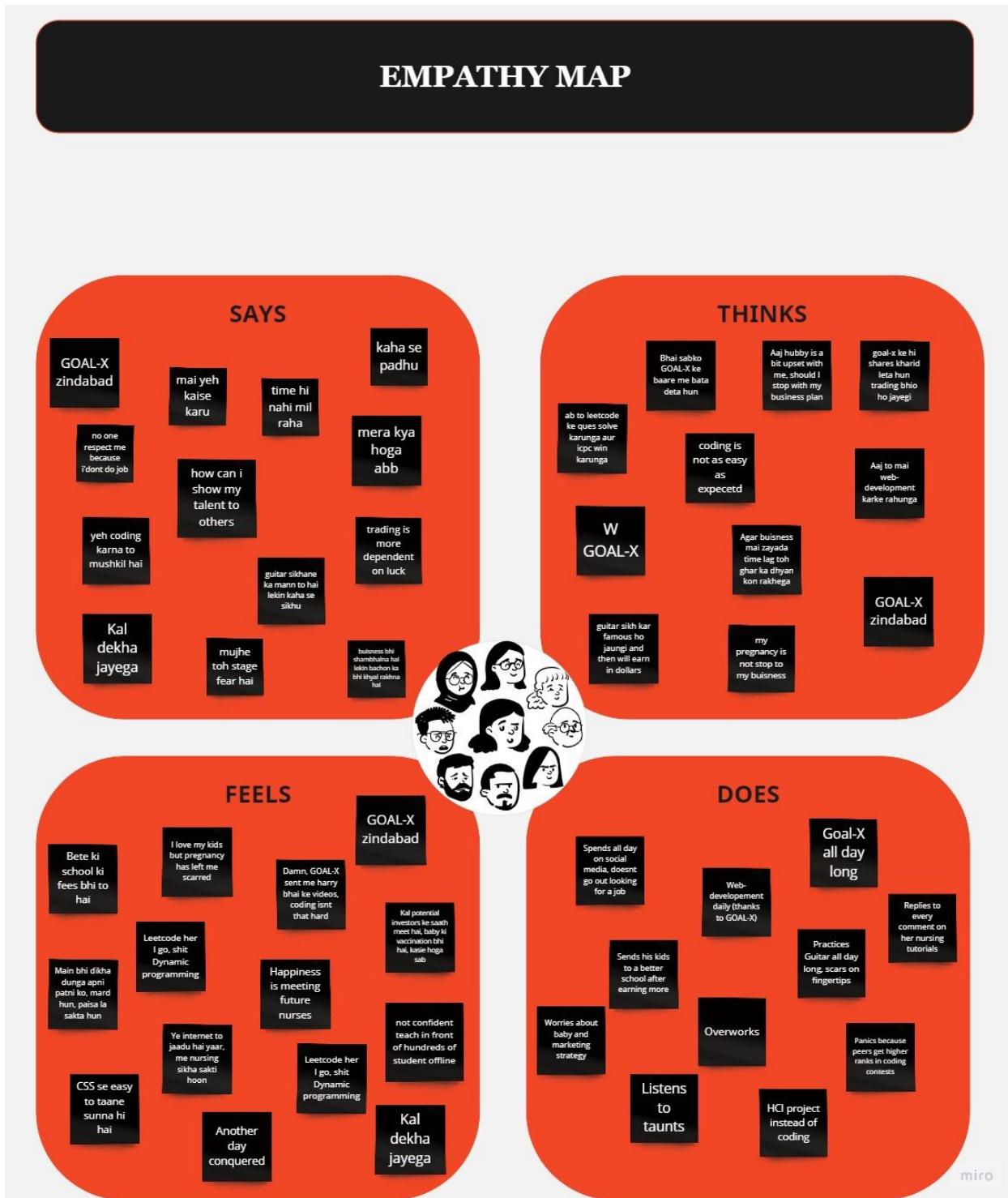
- >>Too many options in trading game
- >>Doesnt know where to learn
- >>Gets overwhelmed easily
- >>many non-trustable sources

Habits-

- >>Overworking
- >>Taking too much tension
- >>Dedicated

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EMPATHY MAP



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DOES

Spends all day
on social
media, doesn't
go out looking
for a job

Web-
developement
daily (thanks
to GOAL-X)

Goal-X
all day
long

Replies to
every
comment on
her nursing
tutorials

Practices
Guitar all day
long, scars on
fingertips

Worries about
baby and
marketing
strategy

Sends his kids
to a better
school after
earning more

Overworks

Panics because
peers get higher
ranks in coding
contests

Listens
to
taunts

HCI project
instead of
coding

FEELS



GOAL-X
zindabad

Bete ki
school ki
fees bhi to
hai

I love my kids
but pregnancy
has left me
scared

Damn, GOAL-X
sent me harry
bhai ke videos,
coding isn't
that hard

Main bhi dikha
dunga apni
patni ko, mard
hun, paisa la
sakta hun

Leetcode her
I go, shit
Dynamic
programming

Happiness
is meeting
future
nurses

Kal potential
investors ke saath
meet hai, baby ki
vaccination bhi
hai, kasie hogा
sab

CSS se easy
to taane
sunna hi
hai

Ye internet to
jaadu hai yaar,
me nursing
sikha sakti
hoon

Leetcode her
I go, shit
Dynamic
programming

not confident
teach in front
of hundreds of
student offline

Another
day
conquered

Kal
dekha
jayega

THINKS

ab to leetcode
ke ques solve
karunga aur
icpc win
karunga

Bhai sabko
GOAL-X ke
baare me bata
deta hun

Aaj hubby is a
bit upset with
me, should I
stop with my
business plan

goal-x ke hi
shares kharid
leta hun
trading bhoi
ho jayegi

coding is
not as easy
as
expected

Aaj to mai
web-
development
karke rahunga

W
GOAL-X

Agar buisness
mai zayada
time lag toh
ghar ka dhyan
kon rakhega

guitar sikh kar
famous ho
jaungi and
then will earn
in dollars

my
pregnancy is
not stop to
my buisness

GOAL-X
zindabad



SAYS

GOAL-X
zindabad

no one
respect me
because
i'dont do job

yeh coding
karna to
mushkil hai

Kal
dekha
jayega

mai yeh
kaise
karu

how can i
show my
talent to
others

mujhe
toh stage
fear hai

time hi
nahi mil
raha

guitar sikhane
ka mann to hai
lekin kaha se
sikhu

kaha se
padhu

mera kya
hoga
abb

trading is
more
dependent
on luck

buisness bhi
shambhalna hai
lekin bachon ka
bhi khyal rakhna
hai



Refined Problem Understanding

A vast portion of society finds it challenging to manage their time between their daily schedule and learning any new skill

~Project Proposal

Learning is universal; regardless of a person's age, caste, religion etc., every human being has the capability to grow to be a better version of themselves. But a vast majority of people find it hard to begin or continue on this journey. As part of this society, we believe that everyone has the potential to grow and improve themselves through learning.

The first of the many barriers presented to our targeted user base is the lack of credible sources to learn. The vastness of the internet provides the user with various sources claiming to be the best source of knowledge on the topic, but the user, because of his lack of awareness, cannot make the choice on his own. This is where Goalx comes in Goalx will provide the user with information/ knowledge drawn from several sources after a thorough inspection of their material quality and credibility, assuring the user of the material's contribution to their journey.

Another common barrier is their lack of scheduling abilities. Finding time for their goals and hobbies is a concern that our team discovered was shared by many. Many times the user simply forgot about their task and, in most of the other cases, could simply not be able to find the will to do the task after a tired or hectic day (something which is very common in this century). Goalx will have the capability to create a micro schedule for the user with minimal input data about their existing schedules using only tag-like features to realise what time the user is expected to be tired and at what times the user is going to be able to show willingness towards their learning goal.

By providing these features in the process of overcoming these challenges, Goalx will be able to afford a new quality of learning for its target user base. We believe that everyone should have the opportunity to improve themselves and achieve their goals, and our platform is designed to help make that possible.

THIS IS A SLIGHTLY REFINED VERSION OF OUR PROBLEM UNDERSTANDING FROM THE FIRST SUBMISSION. APART FROM THIS:

Alongside our user evaluation, we asked the participants some additional questions in order to understand what problems they thought our prototype was able to address and what problems we tried to address, from their perspective. This helped the team gather more data on our problem statement.

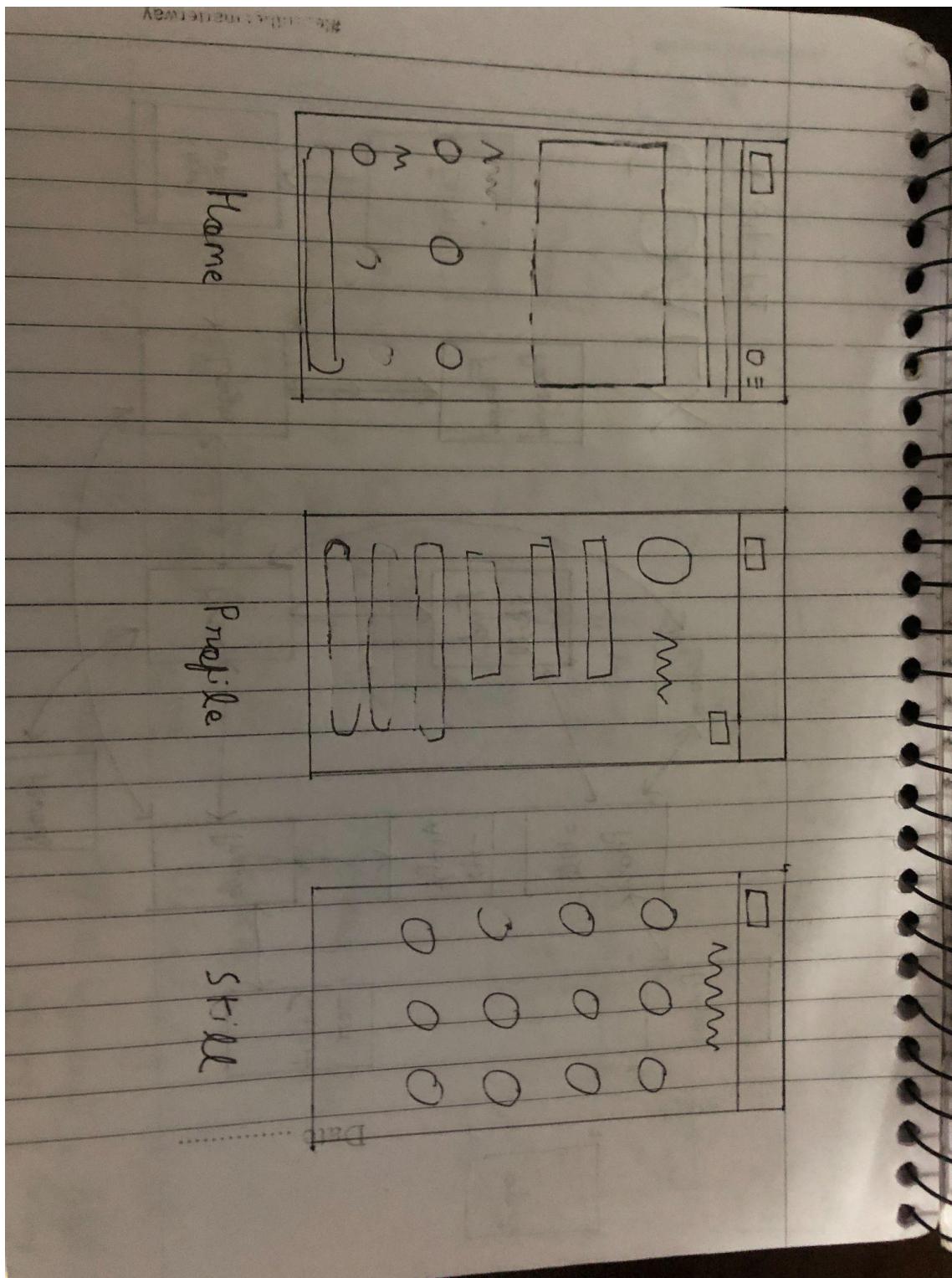
FIND GOALS TO DEVELOP UPON

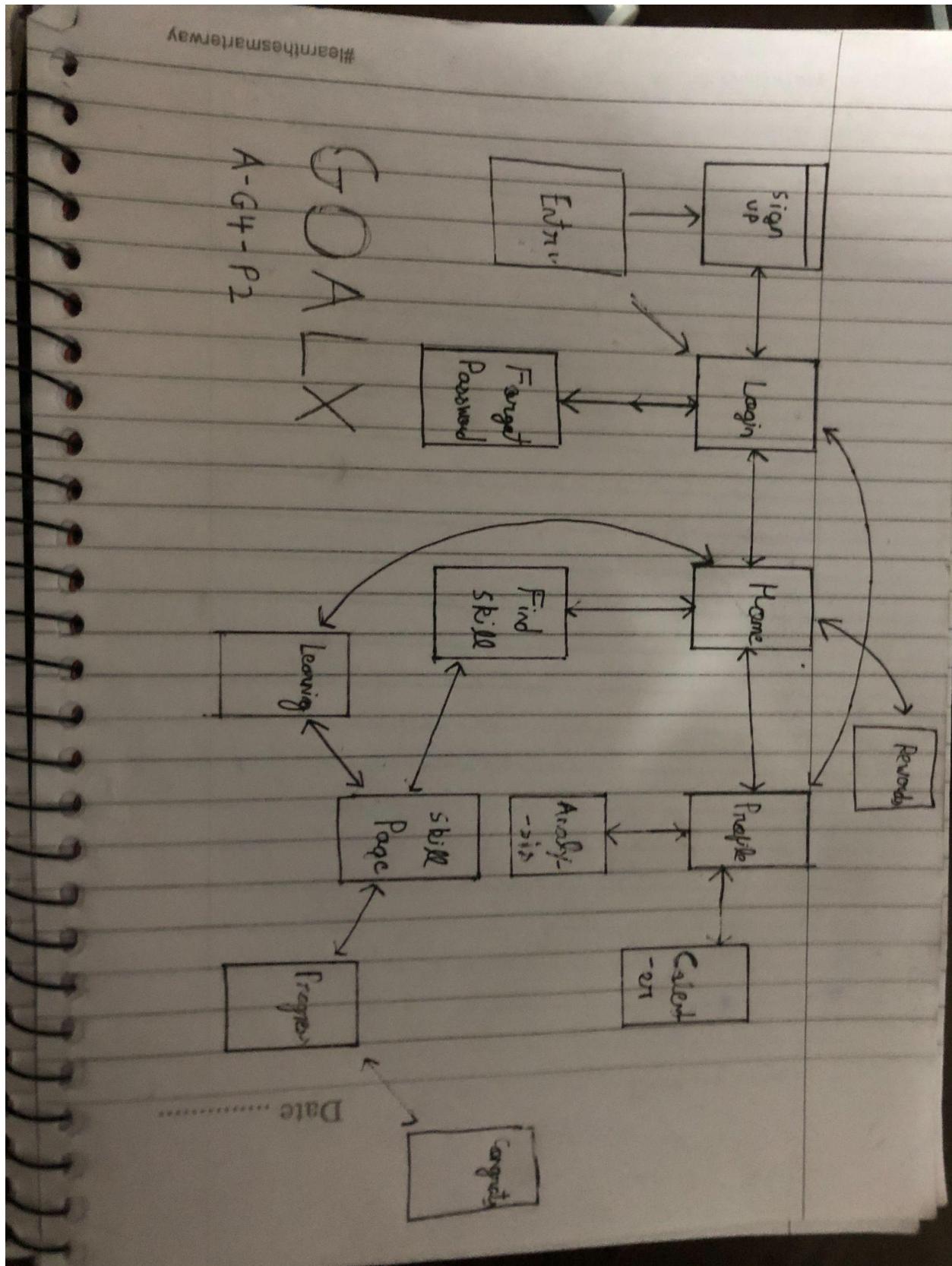
Many times a user might want to develop their skills but might be unaware as to what skills they should work on or what hobbies are being considered “trendy” or “in fashion. Using social features and recommendation features, the user can decide to pursue a goal which might or might not be what they had in mind when they decided to use the app but later realised that they should be pursuing that goal.

ANALYSE THEIR PROGRESS

Using most conventional methods, it is not possible for the user to know exactly how much progress they have made and even if they are able to do so, it is not possible to determine if how their progress in a single course fares against other courses for the same goals. As our application will derive its courses from various different sources and provide the best possible alternative for every subtopic, it will be possible for our analysis and progress features to provide fair results for the user to evaluate.

Refined Lo-Fi Design





Working Hi-Fi Prototype along with User Evaluation

<https://www.figma.com/file/j7zjTH8ioVvjI6CYEwbenh/SECOND-SUBMISSION?type=design&node-id=0%3A1&mode=design&t=6MjHblsfL0MEsji-1>

USER EVALUATION

Task Environment:

Google survey forms can be circulated through email or any other social chatting app. One of our group members (Arpit) conducted interviews as per the interviewee's comfort.

Materials Provided:

Google Forms: Figma link of High Fidelity prototype and link of Google form is shared.

Interviews:

Mobile, Desktop with mouse and keyboard and the link to get into Figma's High Fidelity prototype of our application is shared to check whether it is compatible.

Materials used:

Notebook, Pen, Laptop, and predefined questions for structured interviews. The interviews will be recorded and viewed again to see user satisfaction.

Participants: We primarily recruit people from the age group 14-30, somewhat young people/students, as they are our target audience, so that they can give us better feedback. We will recruit them from my family, friends or college students. We also took some of our family members in the google form to get a better picture.

Evaluation Plan:

We're testing our prototype and new design to see if people like it. Stakeholders give feedback on colours, highlighting, and how easy it is to understand. They're also sharing thoughts on specific features and their importance.

Evaluation criteria:

Google Forms:- We will send out a form with easy and ethical questions, ensuring people are okay with it. We'll keep their identity anonymous as much as we can.

Then, we'll pick some individuals for interviews to get more feedback on the search process. We'll give them some tasks, watch what they do, and listen to what they say. Interviews might be recorded, and we'll ask for permission.

Tasks:

Interviewee 1. Use the prototype, try creating the account and find the "My Progress button".

Was it easy? Did you face any problems?

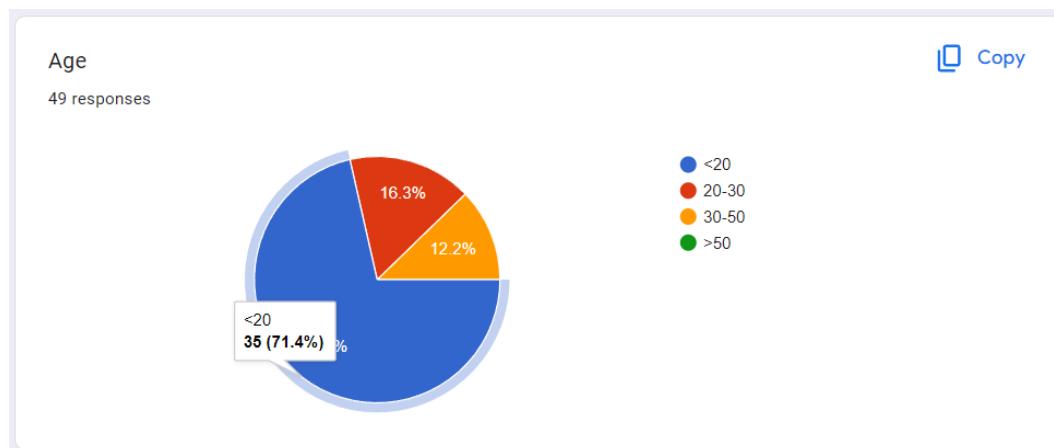
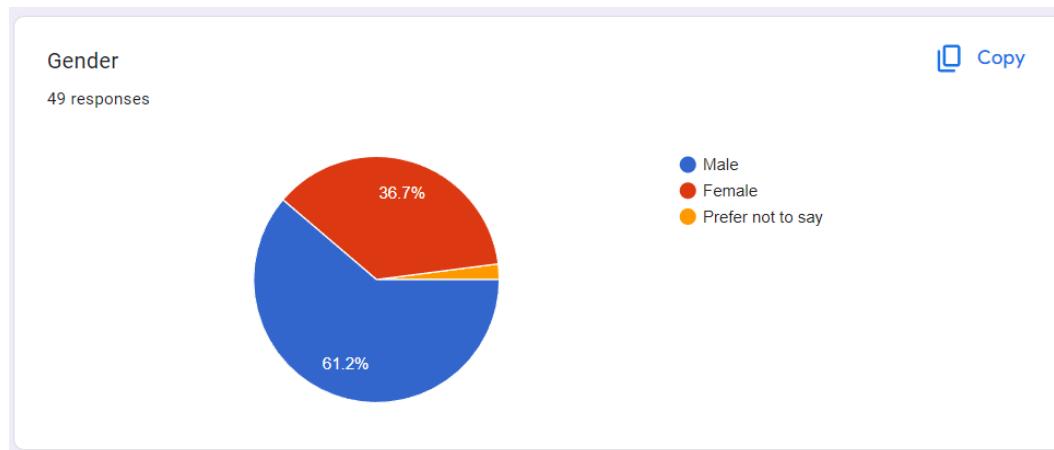
Interviewee 2. Use the prototype, create an account and try locating the "ongoing skills" page.

Did you face any problem in locating it?

Google Drive Interviews link:

<https://drive.google.com/drive/folders/1vylgiKz1IDYIuipM3S2yXL6uqmy6EHEj?usp=sharing>

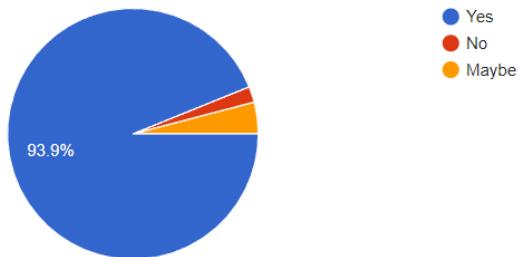
Responses:



Is the interface easy to use?

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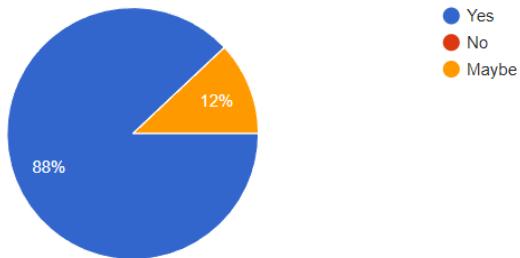
49 responses



Do you think the app covers its purpose as one step solution for everything you need?

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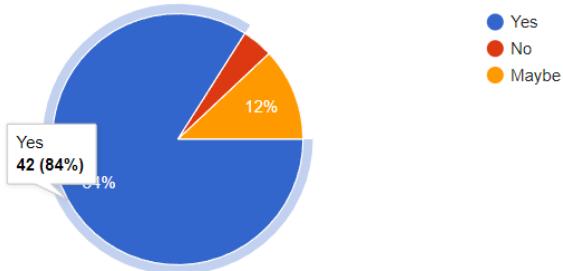
49 responses



Can you recall how to use the app if you are using the app after a long time?(Is the interface memorable?)

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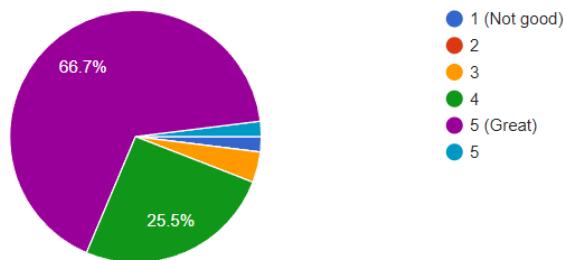
49 responses



Rate the consistency of the app.

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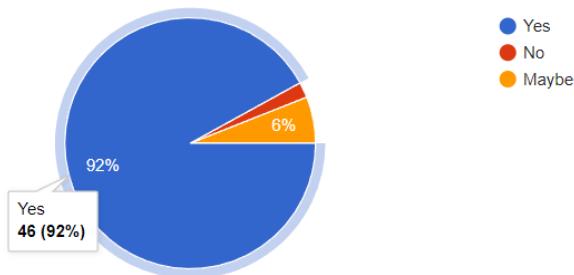
49 responses



Does the first impression of our app looked visually appealing?

 Copy

49 responses



Rate the overall experience and kindly give suggestions where to improve?

21 responses

Amazing

It was a great experience. Everything was good.

It's a good experience, great job 👍

Really did a nice job, the prototype looks quite good

Not needed

It's good

Very Nice ...keep it up !\

You can try other color schemes also but overall it is great! Good work.

Use full

We have also conducted many surveys, which help us to know what users actually want.

Changes after feedback:

The colour scheme was changed.

Hi-fi has a remarkable change in comparison to Lo-fi. Overall, icons, buttons, and pages are the same, but we refined them and set them in a structured manner.

Lastly, I want to say thank you to all the interviewees and evaluators. We learnt a lot during this project about how a framework and working prototype differ this much. Most importantly, we learned TEAMWORK..!!!

Google form link:

https://docs.google.com/forms/d/e/1FAIpQLSdlvx_F_Elw8_B2C7xkORjBrkop7UMXoWuh_6AoUS_Osbj6dT7Q/viewform?usp=sf_link

Spreadsheet Link:

https://docs.google.com/spreadsheets/d/19amSlmJKZu00k4OAOPk6JZTXeHL7JOCR_RhfRCO_yutQ/edit?usp=sharing

Contributions

All Members contributed equally to the brainstorming and ideation in all phases of the Second Project Submission. There is no reason to consider one member's contribution more valuable than the others.

Individual contributions are divided in the following manner:

Anusha Rana(2023114)	High-Fidelity Prototype and Final Low-Fidelity
Arpit Raj(2023132)	Final Low-Fidelity , Scenarios, High-Fidelity Prototype and User Evaluation and Testing(Google form and Video recorded interviews)
Asher UI Haque(2023151)	Final Low-Fidelity, Empathy Mapping and Personas
Bhavik Garg(2023170)	Final Low-Fidelity, Empathy Mapping and Problem Statement
Devaj Rathore(2023190)	Final Low-Fidelity , Problem Statement, High-Fidelity prototype and Interviews (In-person and Google forms), Data interpretation for requirement gathering, Compilation
Gaurav Chauhan(2023218)	Compilation of individual ideas and Organisation of several brainstorming sessions