

Assignment 5

Low-fi Prototyping & Pilot Usability Testing

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Introduction

Value Proposition

Gamble Your Goals.

Mission Statement

Our goal is to empower people with the motivation and discipline to achieve their goals.

Problem / Solution Overview

Dreams can be hard to accomplish. We provide a platform for social betting called Bettr, where friends can establish wagers with one another along the way to self-improvement. Friends can provide real world support to individuals within bets. In exchange, friends will receive a small monetary reward as well, if the individual they supported wins. With social support, we hope that people will help stay committed to their goals and cultivate discipline to better their lives.

Sketches

Top 3-5 Design ideas (10-20 Sketches)

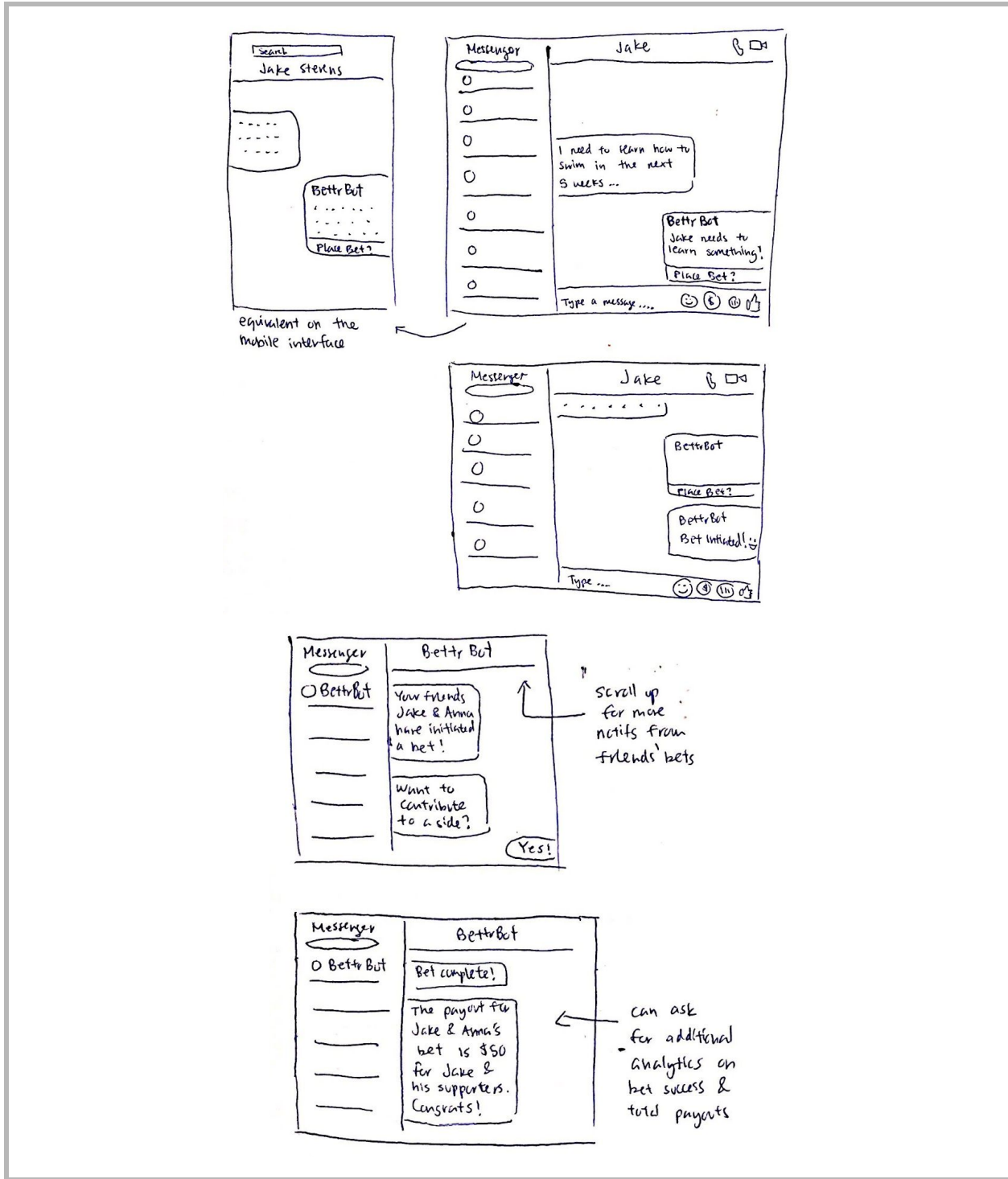


Figure 1: Facebook Messenger Plugin

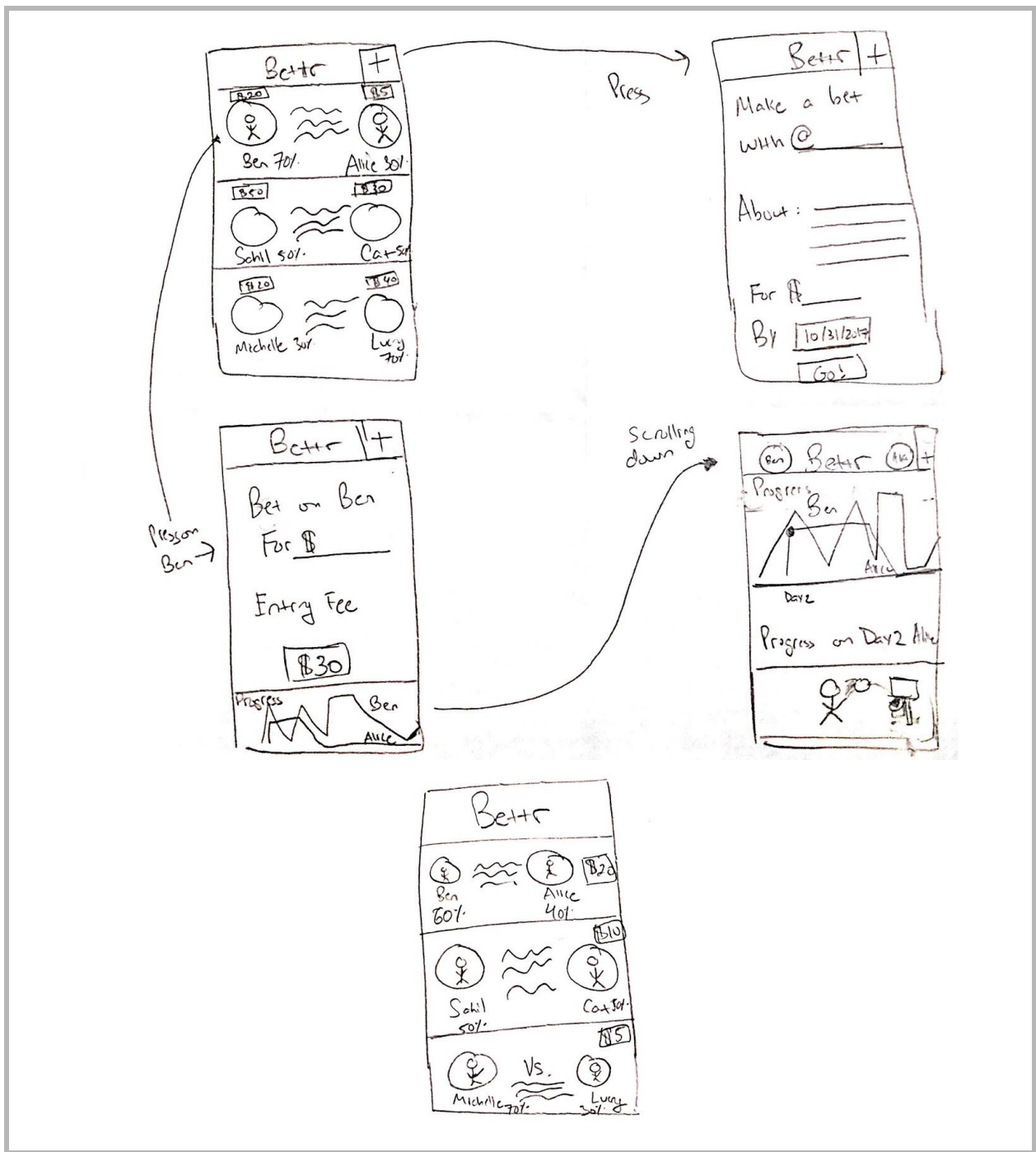


Figure 2: Bet Feed



Figure 3: Progress Oriented Log + Feed

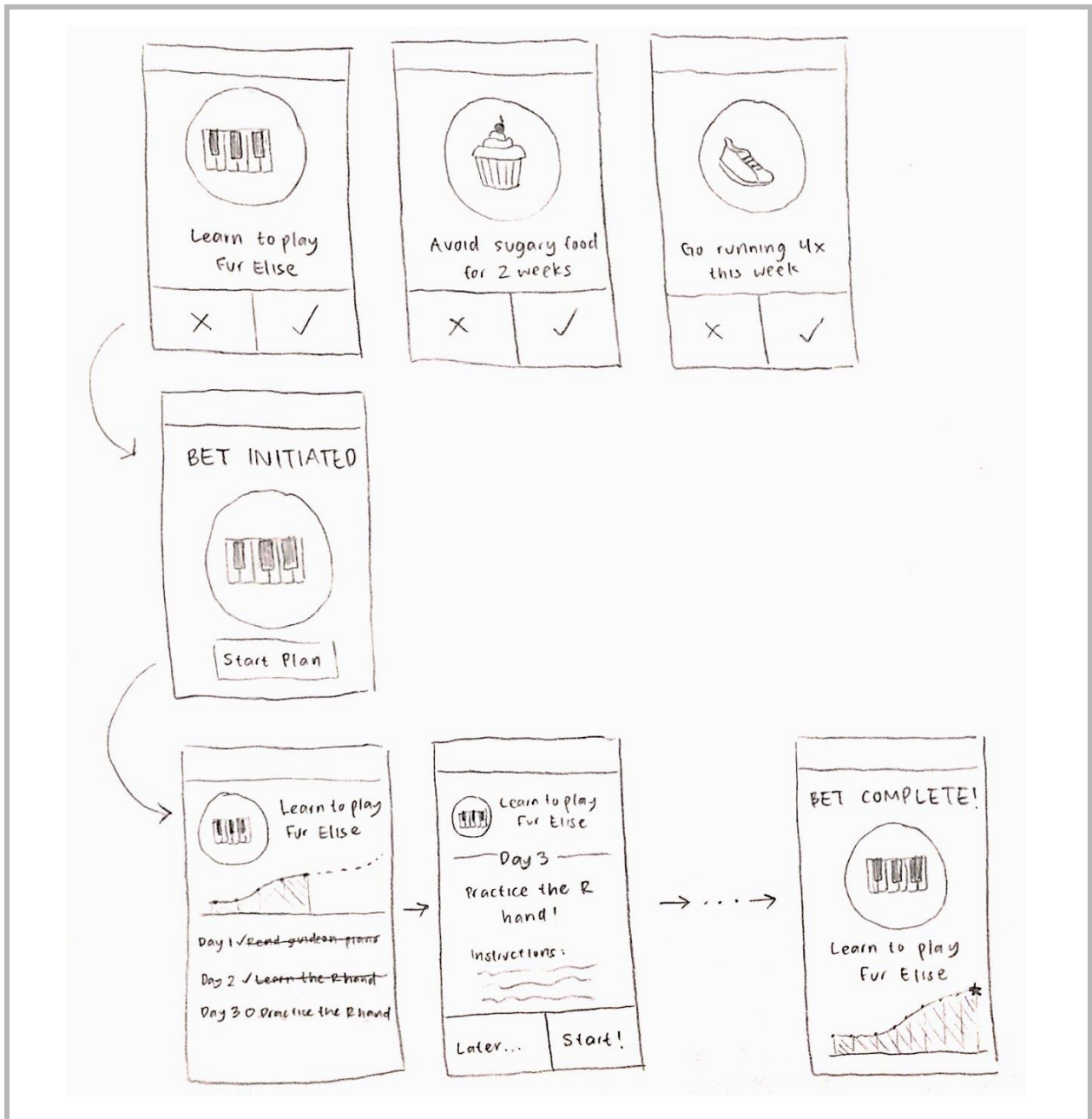


Figure 4: Tinder for Betting on Goals

Top 2 Designs with Further Storyboarding

The top two designs were the *Progress Oriented Log + Feed* and the *Tinder for Betting on Goals* ideas. Below are the more detailed storyboards for these two designs.

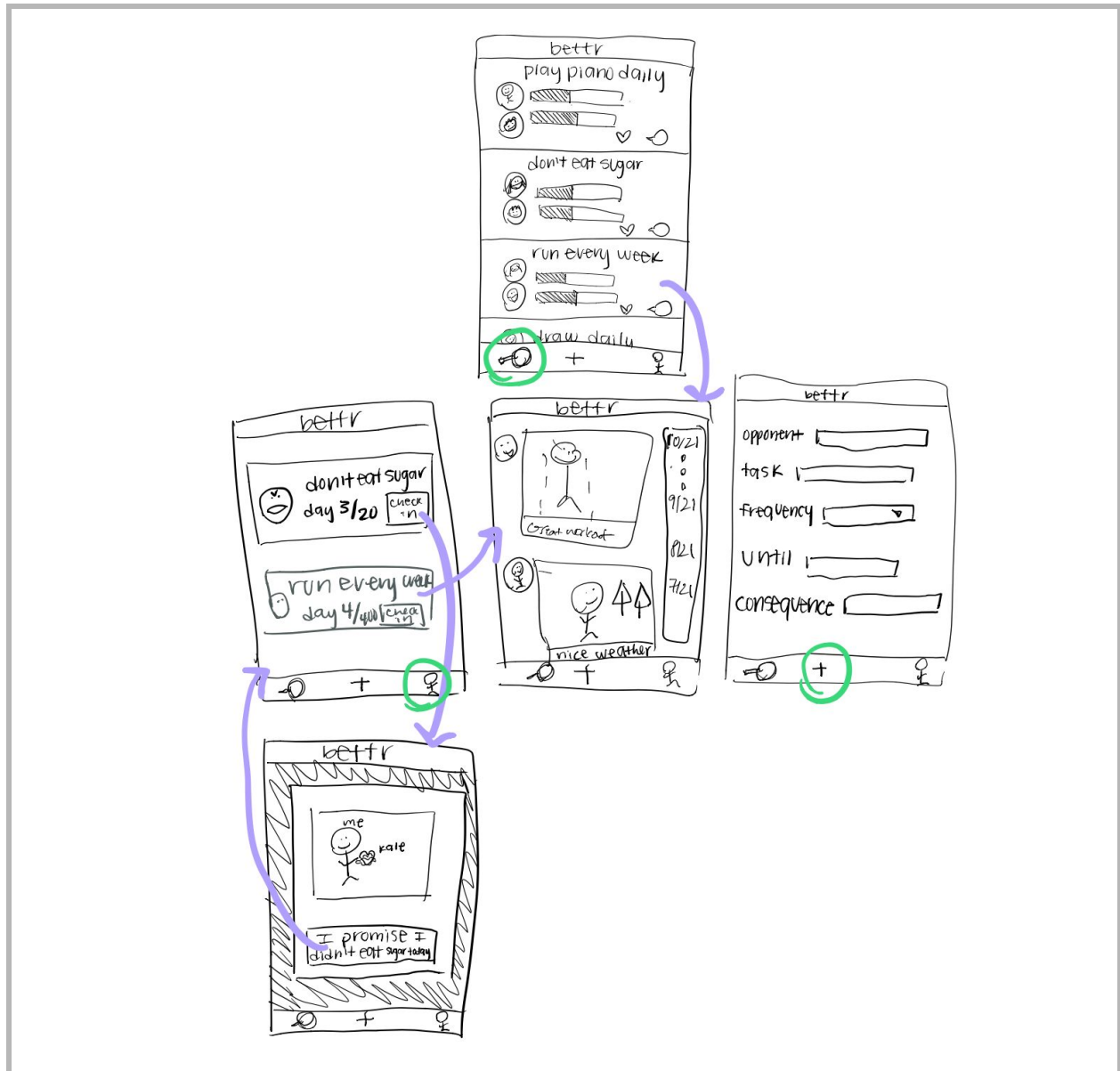


Figure 5: Progress Oriented Log + Feed (Storyboard)

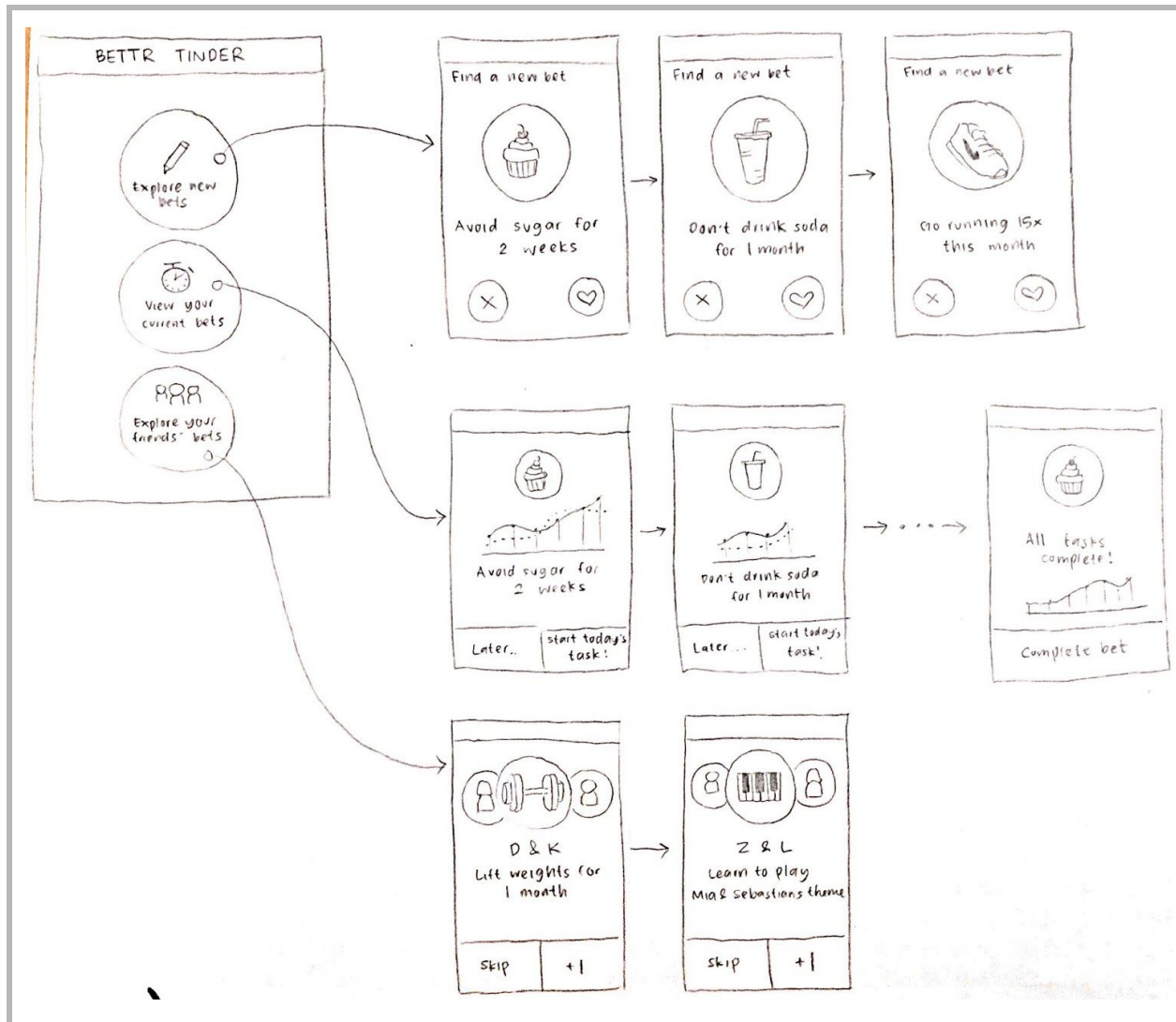


Figure 6: Tinder for Betting on Goals (Storyboard)

Progress Feed + Log

PROS	CONS
<ul style="list-style-type: none"> • Recurring actions promote a focus on process • Recognizable interface • Better for long-term use 	<ul style="list-style-type: none"> • Restricts users to bets with recurring actions • Plain looking

Tinder

PROS	CONS
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<ul style="list-style-type: none"> • Addictive • Simple user action • Matching others friends upon similarly shared goals is interesting • Seems more fun 	<ul style="list-style-type: none"> • Tinder connotation • Unnecessary binary swipe • Harder to explore others' bets • Matching with someone you dislike
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We ultimately decided to merge aspects of both designs. We maintained the feed but made the log more interactive with photos. When opening up the app, the user may want to skim through their own bets and the progress that their friends making on other bets, which is ultimately facilitated by the feed design.

The “discover goals” task is somewhat ancillary to our primary tasks and supposes that the user wants to interact at a different pace, potentially a slower one, as they are taking the time to comb over possible bets. Highlighting each goal individually provides for more pause, as the user tries to determine whether they want to engage with a specific bet. Furthermore, displaying only one possibility at a time prevents us from overwhelming the user with possibilities and provides a more playful interaction, which might further the grab the user’s attention to engage with a bet they may have not previously considered on their own.

Selected Interface Design

Storyboards for 3 tasks

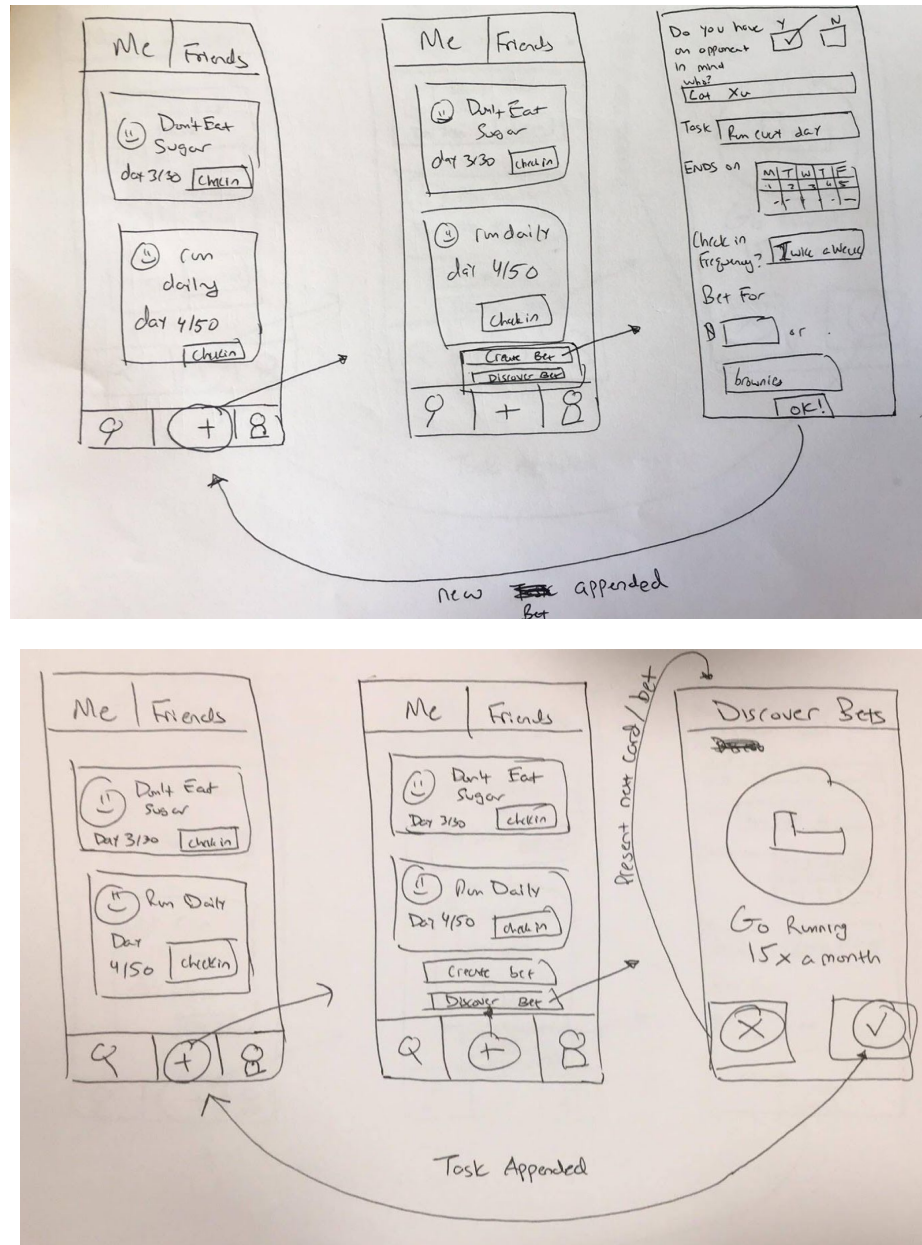


Figure 7: Task 1 - Initialize a bet (top: from scratch, bottom: from pool)

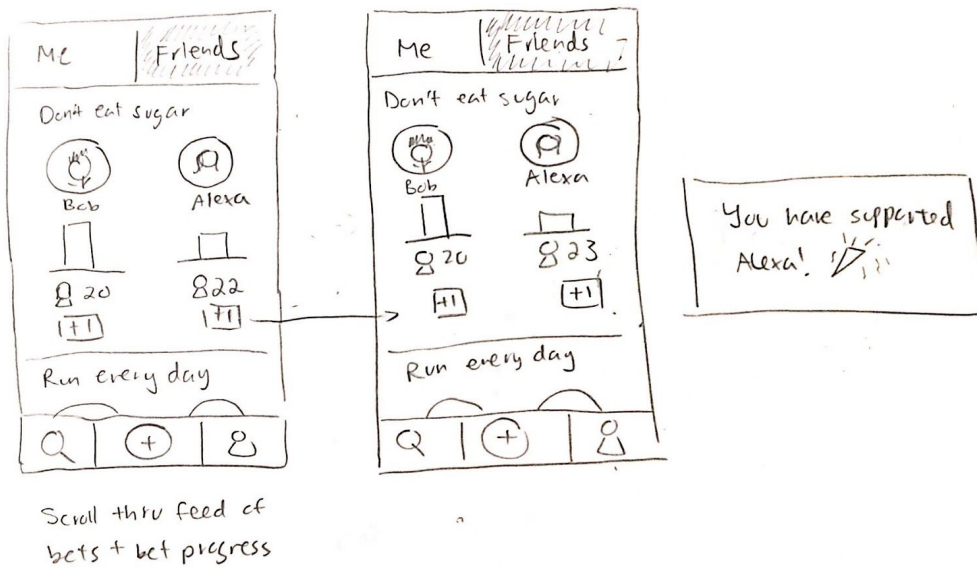


Figure 8: Task 2- Discover/engage with your friends' bets

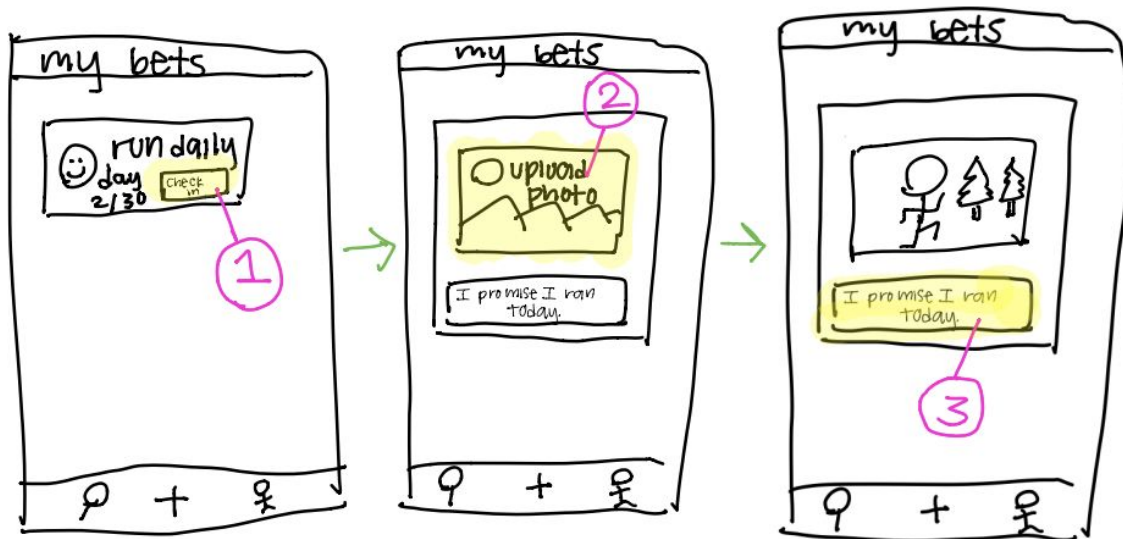


Figure 9: Task 3 - Update your bet progress

Reasoning

We selected this design (a fusion of the *Tinder* and *Progress Feed* designs for the areas of bet discovery and bet engagement, respectively) as described in the previous section. Listed in the following table is a summarization of the functionality of the artifact.

Interface element	Functionality
"Me" progress feed	Swipe through bets you are a part of and have supported. Click on any single bet to see complete progress log (bet detail).
"Friends" progress feed	Swipe through bets that your friends are undertaking and glance at their comparative progress. Click on any single bet to see complete progress log (bet detail). Support a friend within a bet.
Discover Bets page	Select or reject possible bets that your friends are looking to start.
Create New Bet page	Create a new bet either for the pool (friend to be determined later through matching) or with a specific friend.
Bet Detail page	Swipe through list of pictures and log entries that track progress throughout a bet.
"Check in" button (for my bets)	Add an entry to the bet log / detail for one of your bets.
"+1" button (for friends' bets)	Pledge support to one of your friends, by helping them with an aspect of the bet. You win money if the person you support wins the bet.

Prototype

Description

We designed the prototype on a top of a paper mock of a phone, using sticky notes to denote buttons and small amounts of color to denote "3D effects", e.g. which tab was selected.

Screens

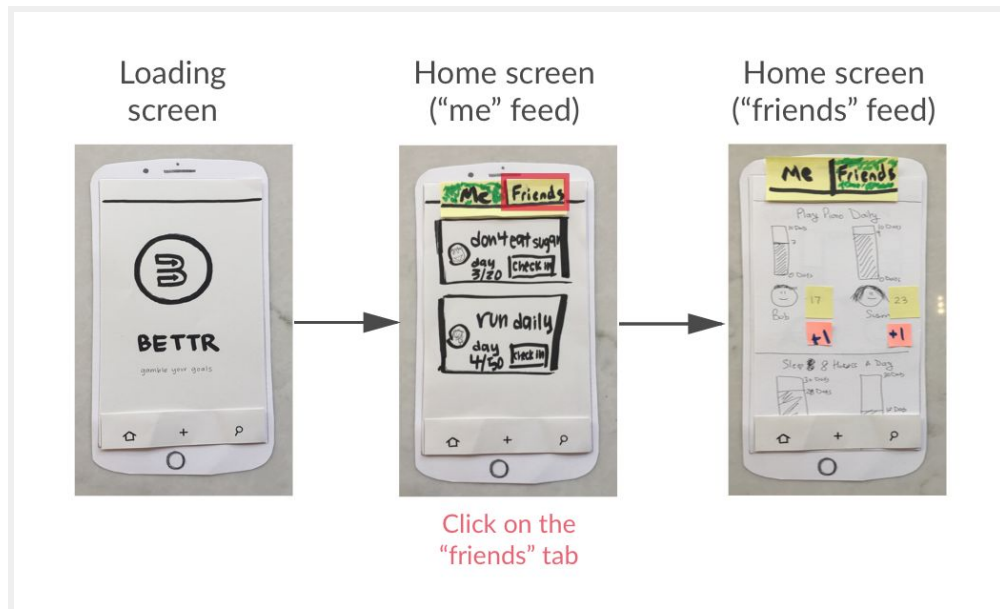


Figure 10: Welcome to Bettr

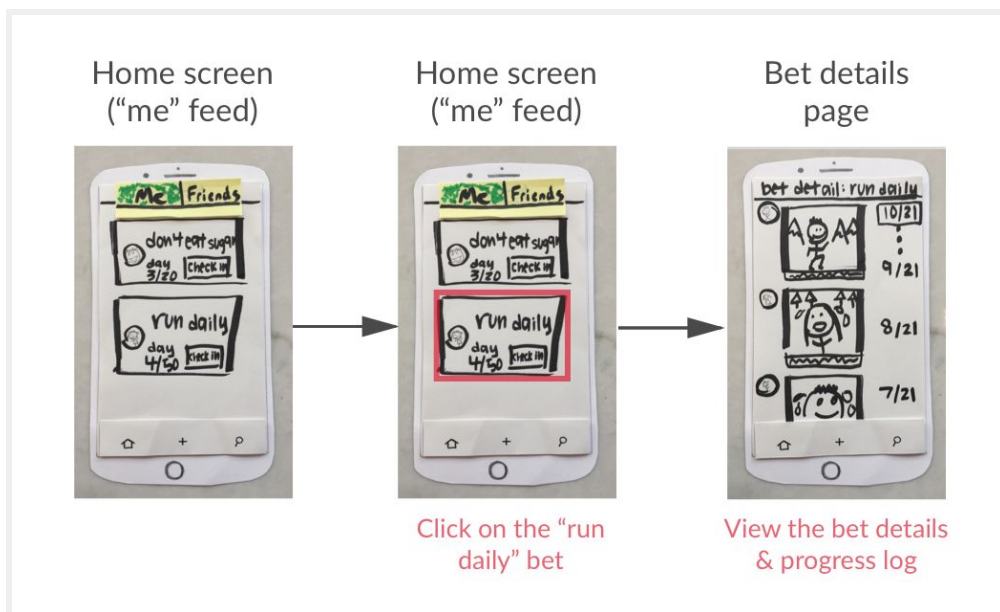


Figure 11: Explore My Bets

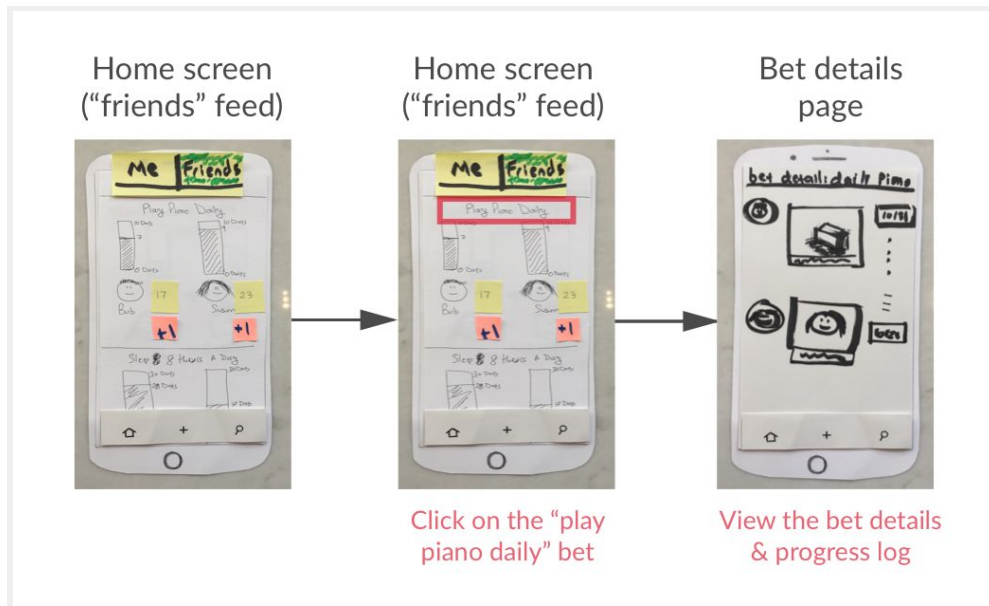


Figure 12: Explore Friends' Bets

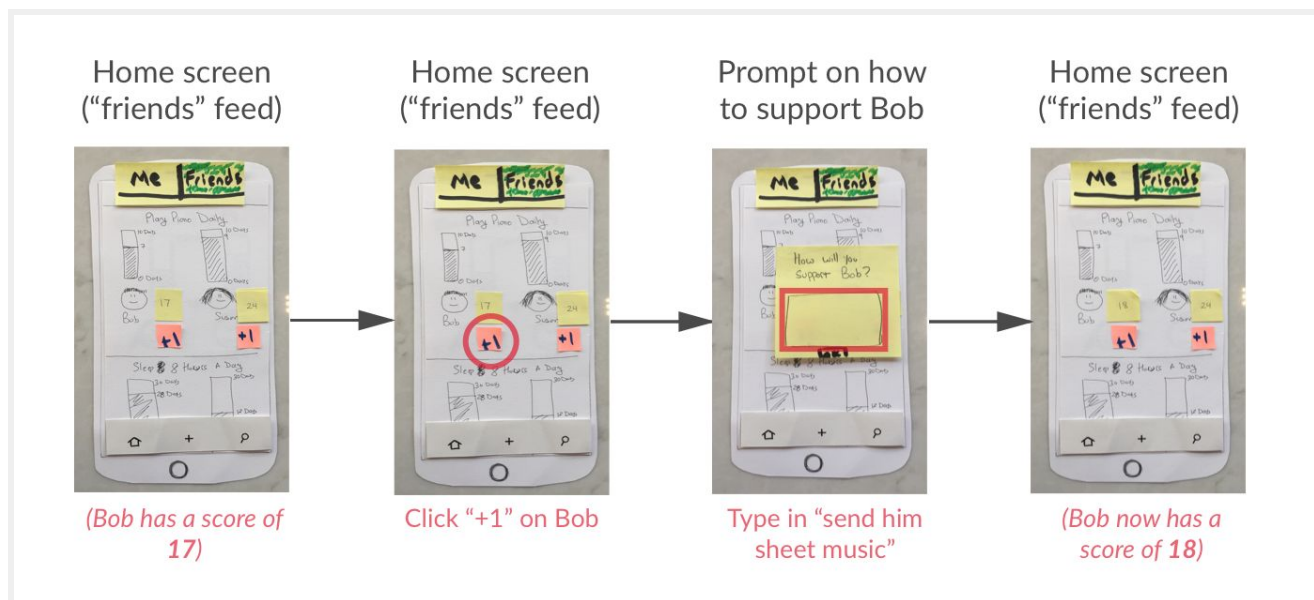


Figure 13: Support Friends' Bets

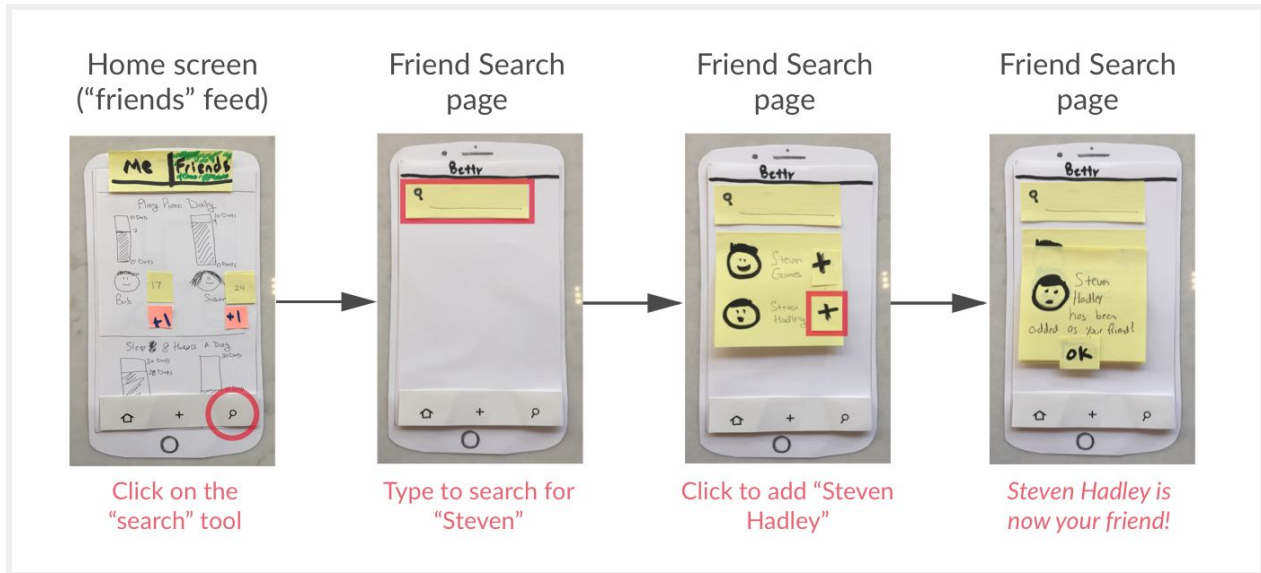


Figure 14: Add Friend

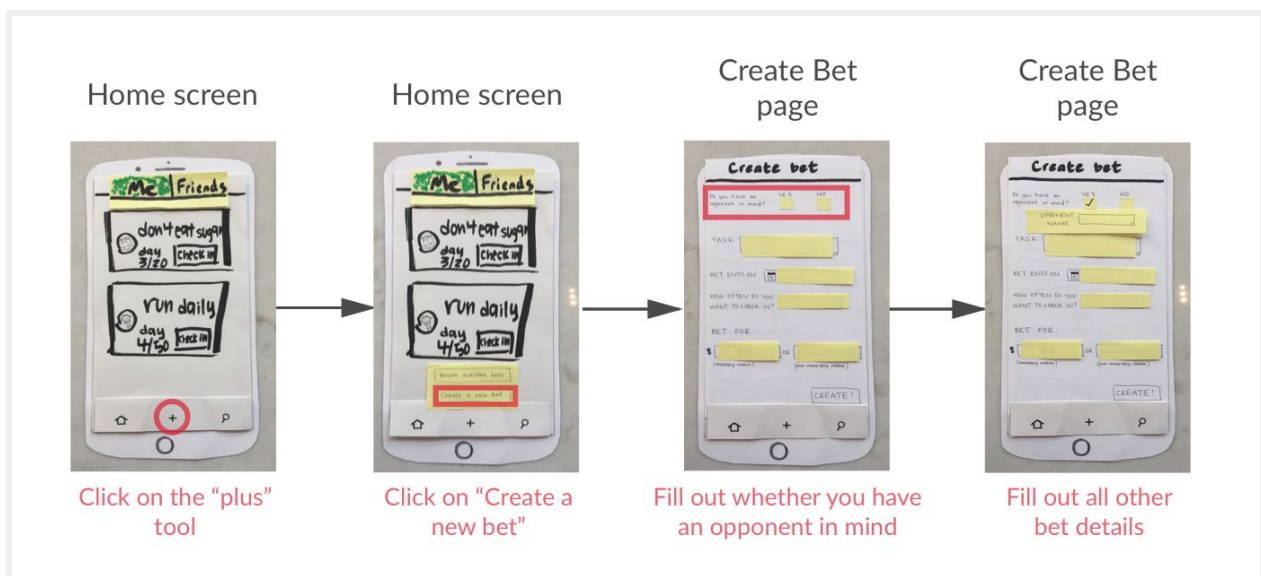


Figure 15: Create New Bet

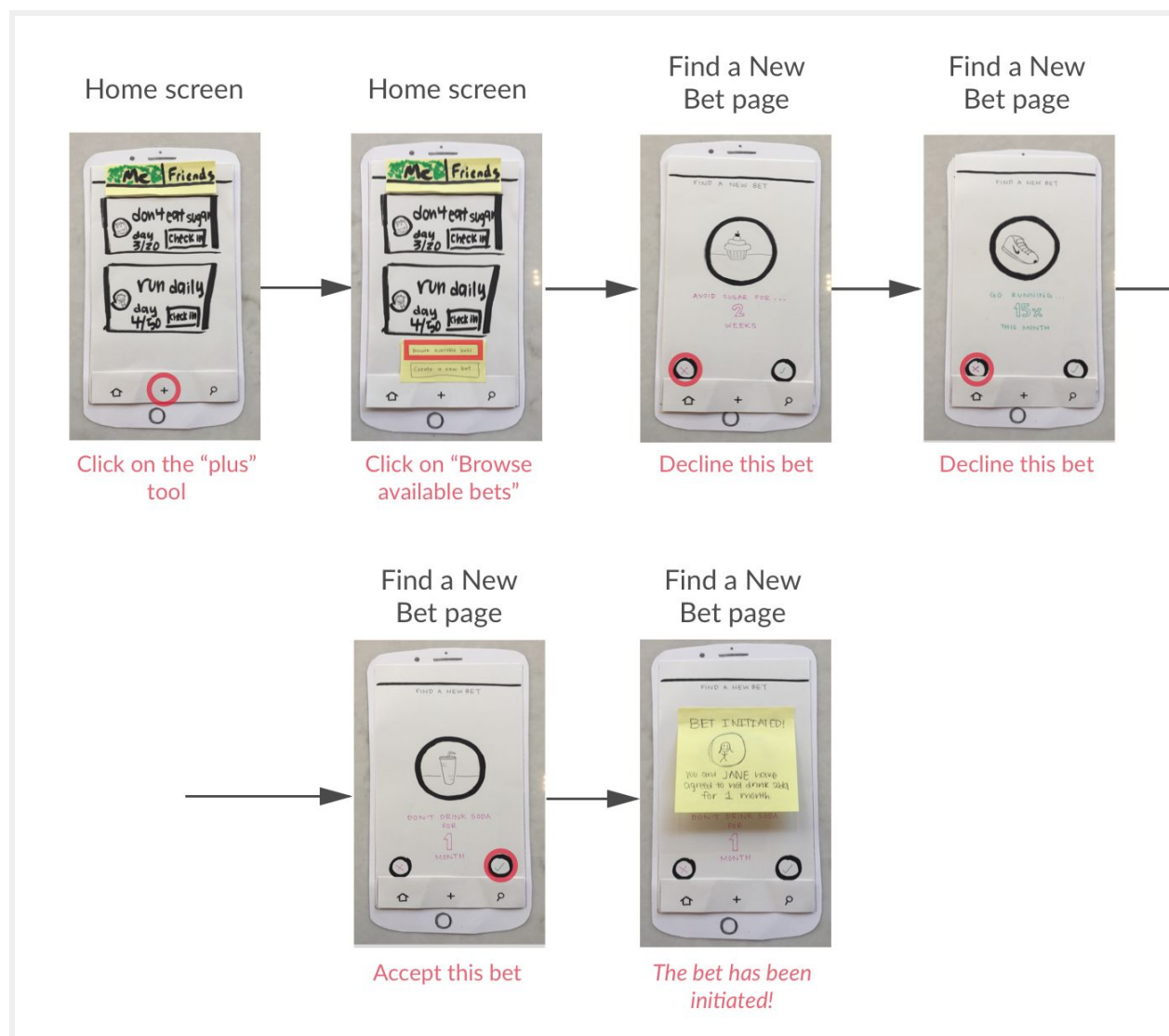


Figure 16: Browse Available bets

Method

Participants + Environment

- College students are a prime target for our application, as students make bets all the time and are in an extremely social environment. We decided to interview a Stanford student. We purposely interviewed a Sophomore, as they are approaching the midpoint of their college career. One of our teammates knew the participant previously but had not spoken to her in a while. We compensated her with dinner and interviewed her at Storey.
- We were interested as to how a recent graduate would react to Bettr. The years following college are stereotypically characterized by a decrease in one's socialness, largely because one is surrounded by fewer people and has stricter schedules to follow, as per work and other commitments. We wanted to gauge whether there would be a drop off in excitement towards Bettr, given this slightly different demographic. Thus, for our final interview we met with a participant who just graduated from Reed College. One of our teammates went to high school with her. We compensated her with Boba at Coupa Cafe.
- To get the opinion of a student at a different school, we went to Menlo College. We realized that it would be fitting to go to the Menlo College gym, since it's a place where people are actively working on their goals. At the gym, we found our participant, a senior studying accounting. We compensated him with a Starbucks gift card.

Tasks

1. Explore your bets
2. Explore your friends' bets
3. Support friends in their bets
4. Add new friend
5. Create bet with a friend
6. Browse available bets
7. "Check in" on your bet

Procedure

We began by giving participants an overview of our idea. Then, we asked the participant to execute specific tasks in our app, and recorded their behavior based on the test measures enumerated below. Afterwards, we asked users some questions about their experience and asked if they had any ideas for us.

Test Measures

- **Successes**
 - The tasks and subtasks that our participants executed with a lot of ease

- **Errors**
 - The points in our app that confused our participants, specifically parts of the app that generated many questions
- **Timing**
 - How long it took for our participants to execute our tasks

Team Member Roles

- **Computer:** Michelle, Sahil
- **Recorder:** Lucy
- **Greeter + Facilitator:** Cat, Sahil

Results

- All tasks successfully completed
- “I would use the app--I like to make bets with my friends but if they’re not tracked it’s harder to hold each other accountable” - Participant #3
- Desire for back button to help navigate back and forth through workflows.
- Tinder-Like interface for bet discovery was easy to use and fun
- Privacy concerns over “friending” mechanism
- Confusion whether search button was for bets or friends
- Feature Suggestions
 - Private Bets
 - Group Bets

Task execution timing

	P1	P2	P3
Explore your “run daily bet”	0:30	1:10	1:01
Checkout your friend’s bets and explore their progress on playing piano daily	0:41	0:35	0:06
Support Bob in his bet	0:10	0:57	0:37
Add Steven Hadley as a friend	Feature was inspired by/added after P1’s interview	1:45	1:26
Make a bet with Steven Hadley for \$10	2:01	1:02	0:50

Discover New Bets & Select Drink No Soda Bet	0:50	0:31	0:28
Check in on your “Drink No Soda Bet” with a photo	0:20	0:04	0:23

Discussion

Through the testing process, we found that our design was intuitive and fun overall. Participants were able to identify the tasks with little direction, and were genuinely curious about each part of app, especially the bet feed and bet discovery. They were able to onboard quickly (decreasing trend in time per task as they moved through the tasks), and were adept at performing new tasks at almost every stage. Users were interested in both supporting other bets and swiping through our app to find their next big challenge to tackle. They also liked that the app would keep them accountable through check-ins and photo uploads.

The largest area for improvement is the navigation bar. All of our users were confused about the functionality of the search button, which caused them to take a long time on the “search for a friend” task, and at one user incorrectly identified the purpose of both the “plus” and “home” button. We plan to mitigate this by redesigning the buttons to be more specific to their corresponding action. This also suggests that there may be too many potential tasks in the app - from each page, the user can branch into many actions. Thus, it may be helpful to simplify the flow on each page and distill the core tasks.

We also noticed that it took users a long time to create a bet. The form required to initiate a bet is quite lengthy, and moving forward we may try to simplify it so there’s less of a barrier to entry.

This interview cycle has generated interesting ideas to consider. Because this is inherently a social app, the concept of privacy was voiced as a concern by one participant. The possibility of private bets, as well as bets with groups of friends, is a concept we will consider in future iterations. We will also need to better define the friend-request process, and specify whether both parties need to accept the request.

Due to the nature of the experiment, we were unable to simulate placing a bet with an actual friend, as well as revealing the bet to one’s actual network. We were also unable to simulate the stakes of the bet with a real monetary reward.

Appendix

Incident severity ratings

Red text denotes errors, green text denotes successes

Participant # 1

Incident	Severity
No way to indicate support provided to the friend (for a "+1")	4
Looking for back button (non-existent)	2
Looking for home tab (non-existent)	3
Confused by how to signify creation of "pool bet" versus directed bet.	3
Enjoyed being able to "check-in" on a bet and load a funny photo	3
Liked the ability to swipe between bet options to approve or reject	2
Was amused by the ability to "support" a friend Bob in his bet	1

Participant # 2

Incident	Severity
Was confused about the search tab, was not sure whether it was for finding friends or finding bets	3
Sometimes she only wanted to go back one pane in a flow and was frustrated by the lack of a back button	1
Thought the home button icon was an arrow	1
Excited about the ability to explore her friends bets and goals -- especially now that she isn't physically with college friends any more.	1

Liked that it was possible to establish bets with rewards that included non-monetary items, e.g. books, or rewards that were monetarily insignificant, e.g. pennies.	1
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Participant # 3

Incident	Severity
Thought the '+' tab was for adding friends	2
Didn't understand how to toggle between the 'friends' feed and the 'me' feed	2
Was most confused by how to search for friends	3
Found checking out friends' bets super intuitive	3
Found +1ing friends' bets very easy	2

Consent Forms

10/25/2017

Appendix A: Consent Form

Consent Form

The Betr application is being produced as part of the coursework for Computer Science course CS 147 at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of Betr. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers (Catherina Xu, Lucy Wang, Michelle Lam, and Sahil Chopra) or with Professor James Landay, the instructor of CS 147.

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the Betr experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time.

Name Jessica Topete
Participant Number #1
Date 10/25/17
Signature Jessica Topete
Witness name Sahil Chopra
Witness signature Sahil Chopra

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Name Helena Pedrotti

Participant Number 2

Date 10/26/17

Signature Helena Pedrotti

Witness name Sahil Chopra

Witness signature [Signature]

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Name BRAD SAWIN
Participant Number 3
Date 10/26/17
Signature [Signature]
Witness name LUCY WANG
Witness signature [Signature]