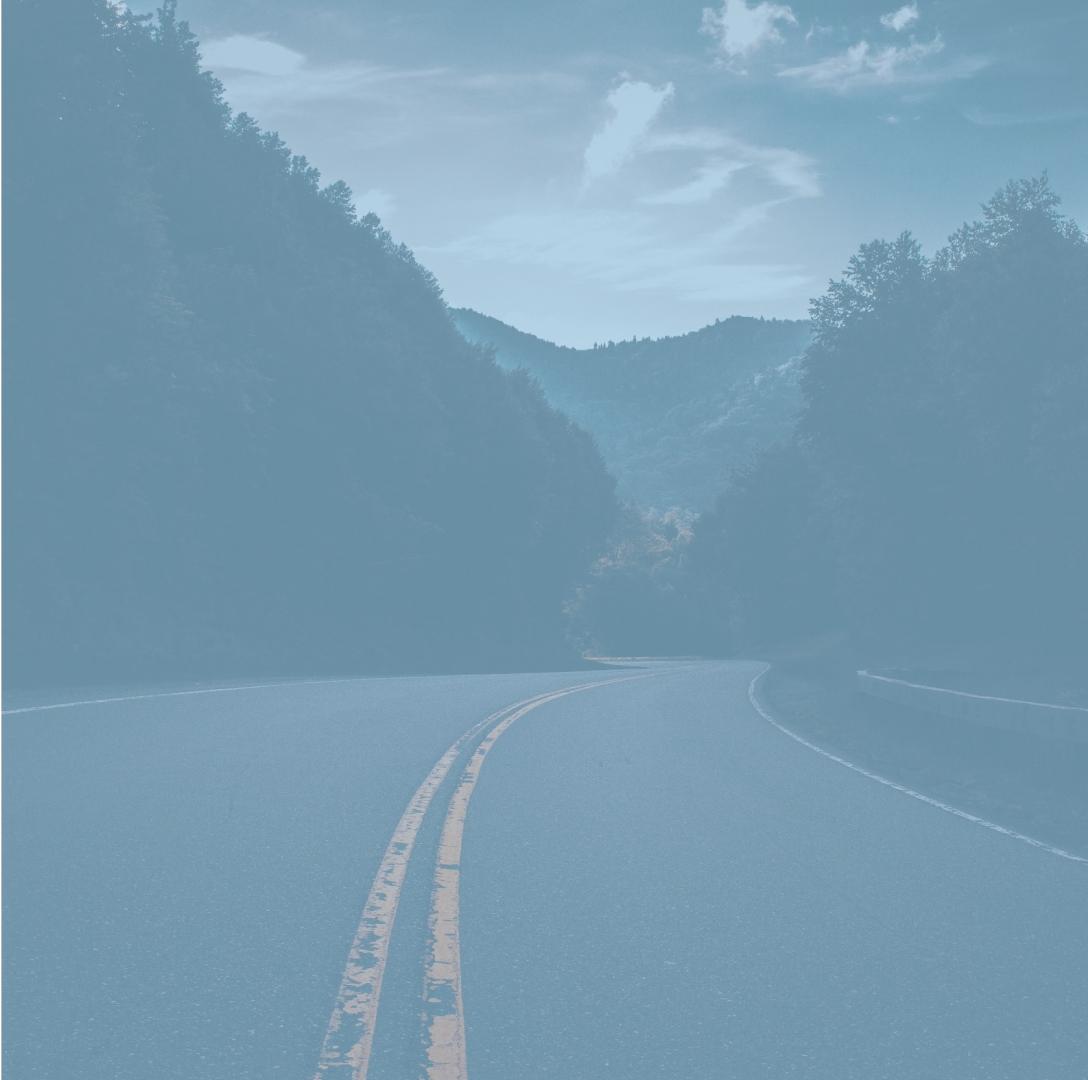




# BETTR

**WEEK 5: Low-fi Prototyping & Pilot  
Usability Testing**



**Mission statement**

**Selected interface**

**Low-fi prototype**

3 task flows

**Experiment**

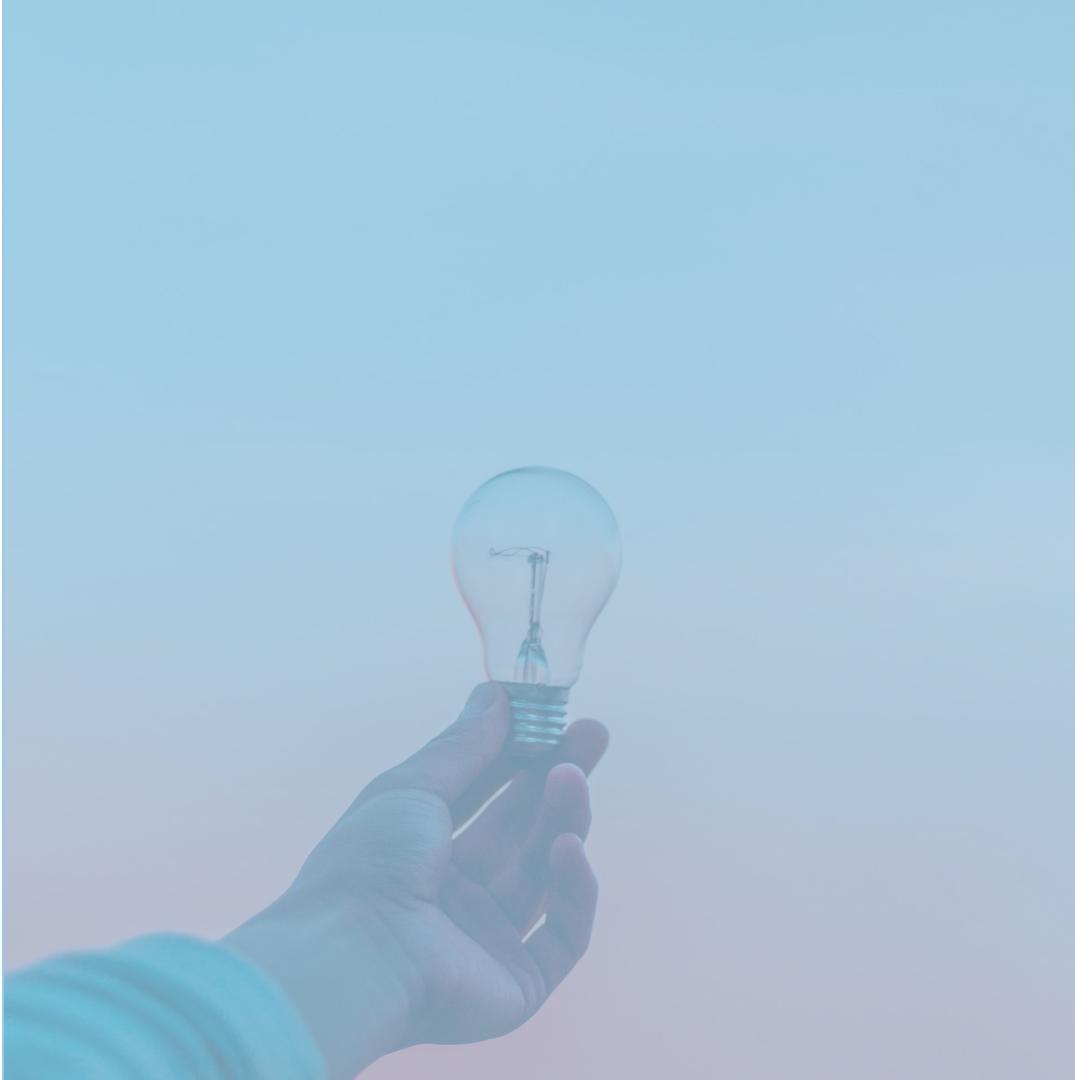
Method

Results

**UI changes + summary**



BETTR



**Mission statement**

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UI changes + summary



BETTR



# Background

---

**Self discipline** and **intrinsic motivators** drive us to pursue our **core goals** in life, but they're hard to instill



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# Background

---

**Self discipline** and **intrinsic motivators** drive us to pursue our **core goals** in life, and they're hard to instill

... but there are **other pursuits** that we may not have discovered or that we may feel ill-equipped for





# Background

---

**Self discipline** and **intrinsic motivators** drive us to pursue our **core goals** in life, and they're hard to instill

... but there are **other pursuits** that we may not have discovered or that we may feel ill-equipped for

How can we bring the benefits of **self discipline** to areas *outside* of our current interests/habits?





# Mission statement

---

**We want to motivate people to reach their goals  
by allowing them to make bets on their goals**



BETTR



# Mission statement

---

**We want to motivate people to reach their goals  
by allowing them to make bets on their goals**

Bets incorporate:

- Reward
- Competition
- Peer support
- Accountability
- **Discipline!**
- **Fun!**



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# Mission statement

## Selected interface

### Low-fi prototype

3 task flows

### Experiment

Method

Results

### UI changes + summary



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## Selected interface

### Bet creation

= one-by-one exploration  
(a la Tinder)



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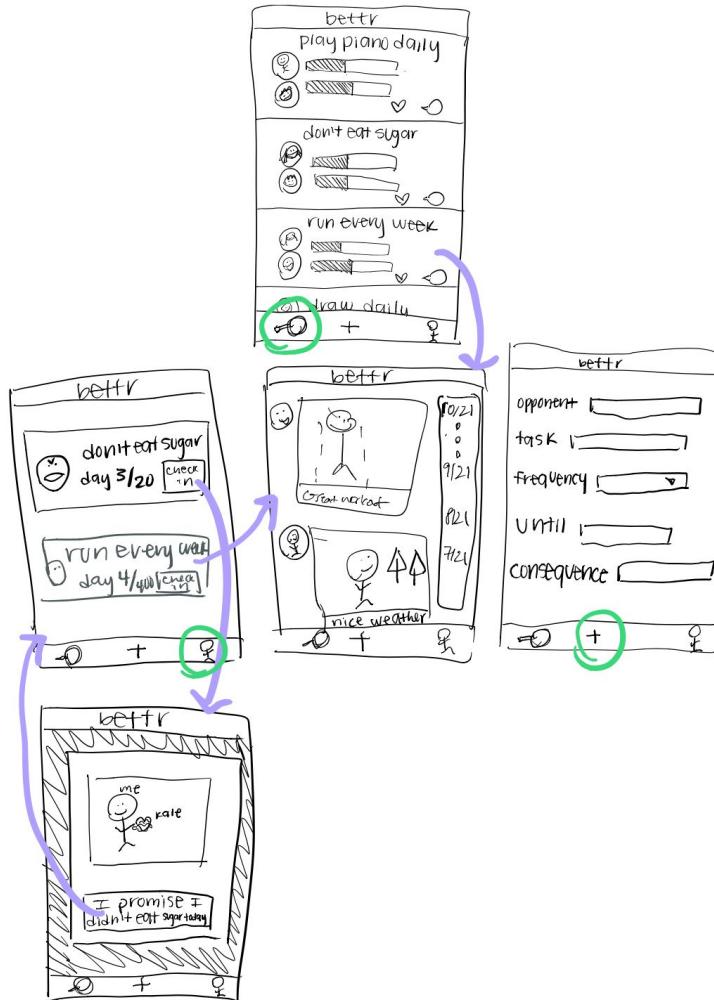
# Selected interface

## Bet creation

= one-by-one exploration  
(a la Tinder)

## Bet engagement

= progress-focused,  
actionable activity feed



BETTR



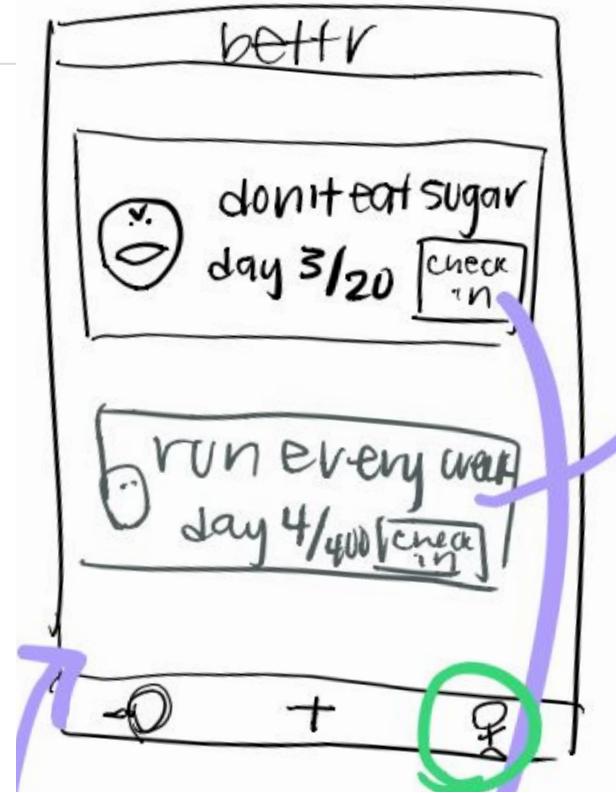
## Selected interface

### Bet discovery

= one-by-one exploration  
(a la Tinder)

### Bet engagement

= progress-focused,  
actionable activity feed



BETTR



## Selected interface

### Bet discovery

= one-by-one exploration  
(a la Tinder)

### Bet engagement

= progress-focused,  
actionable activity feed



Friends feed



BETTR



Mission statement

Selected interface

**Low-fi prototype**

3 task flows

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Method

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UI changes + summary

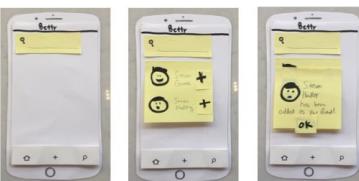


BETTR



# Low-fi prototype

- Paper prototype
- Phone interface
- Input involves touch/minimal typing

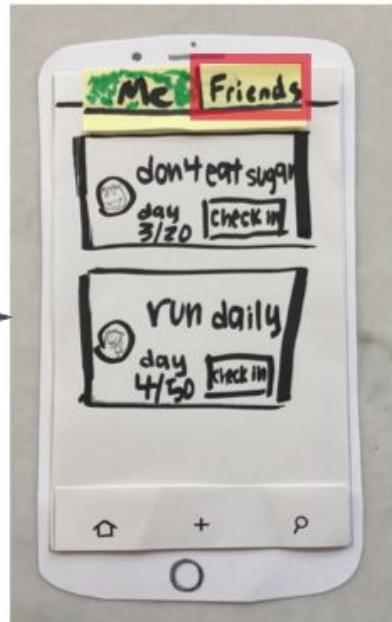


BETTR

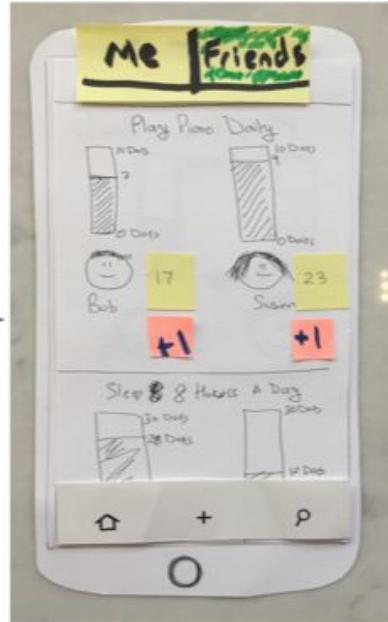
Loading screen



Home screen  
("me" feed)



Home screen  
("friends" feed)



**Home screen**



BETTR

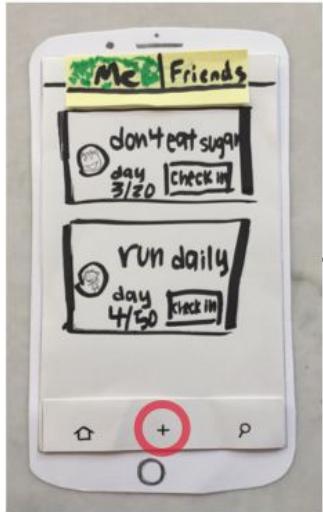
# **Task 1: Initialize a bet (from scratch)**

---

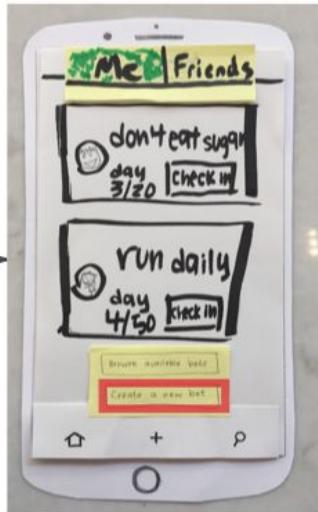


BETTR

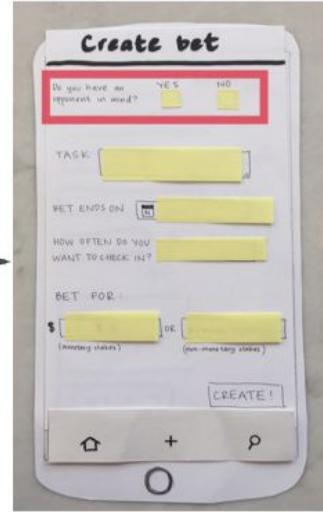
Home screen



Home screen



Create Bet page



Create Bet page



**Task 1: Initialize a bet (from scratch)**



BETTR

## **Task 1: Initialize a bet (from pool)**

---



BETTR

Home screen



Home screen



Find a New Bet page



Find a New Bet page

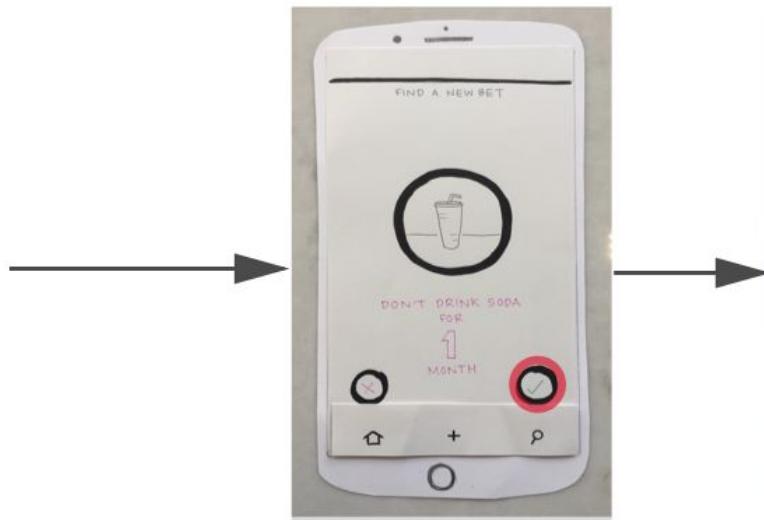


**Task 1: Initialize a bet (from pool)**



BETTR

Find a New  
Bet page



Find a New  
Bet page



**Task 1: Initialize a bet (from pool)**



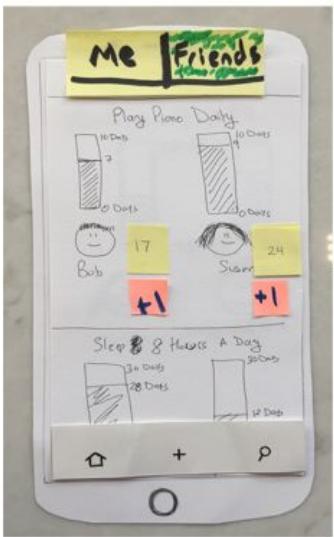
## **Task 2: Discover/engage with your friends' bets**

---

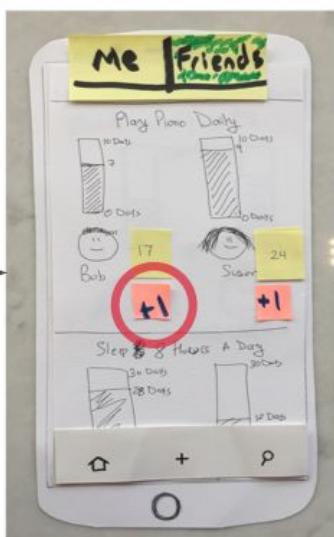


BETTR

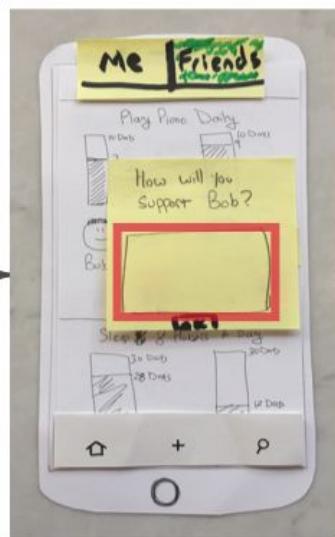
Home screen  
("friends" feed)



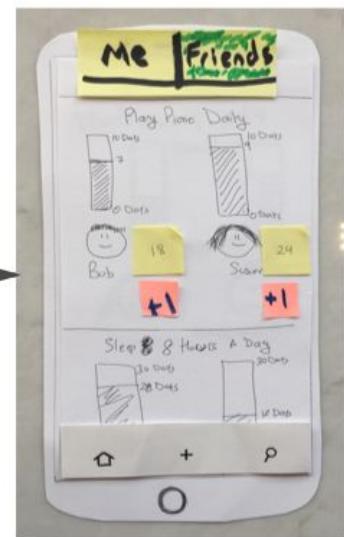
Home screen  
("friends" feed)



Prompt on how  
to support Bob



Home screen  
("friends" feed)



**Task 2: Discover/engage with your friends' bets**



BETTR

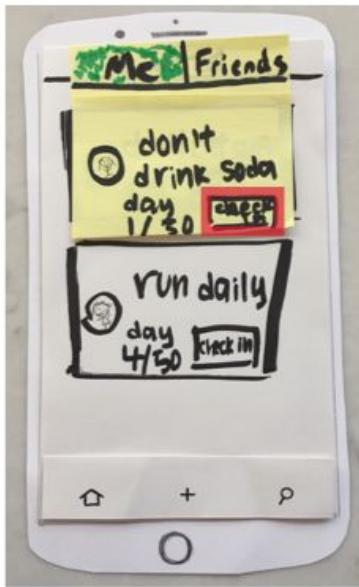
## **Task 3: Monitor your bet progress**

---

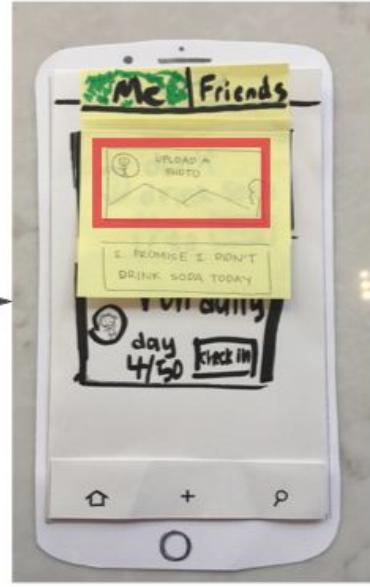


BETTR

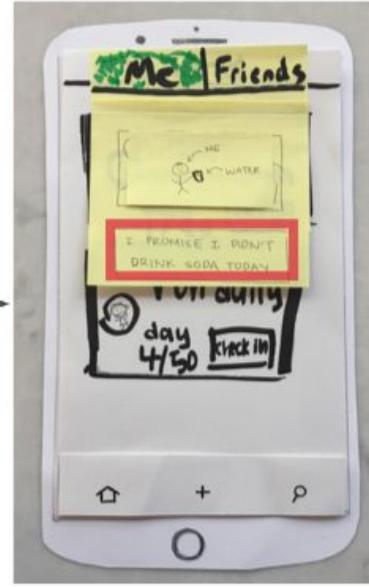
Home screen  
("me" feed)



Check-in  
prompt



Check-in  
prompt



**Task 3: Monitor your bet progress**



BETTR



Mission statement

Selected interface

Low-fi prototype  
3 task flows

**Experiment**  
Method  
Results

UI changes + summary



BETTR



# Experiment – method

---

## Participants



Sophomore at  
Stanford



BETTR



# Experiment – method

## Participants



Sophomore at  
Stanford



Senior at Menlo  
College



BETTR



# Experiment – method

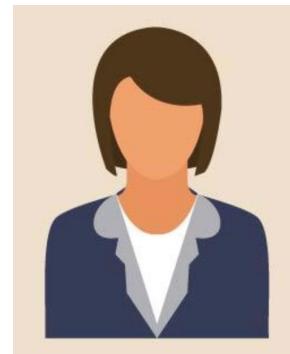
## Participants



Sophomore at  
Stanford



Senior at Menlo  
College



Recent Graduate  
of Reed College



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# Experiment – method

## Environment/setup

- High-level overview
- Videotaped prototype interactions
- 7 tasks
- Took note of successes, errors, timing

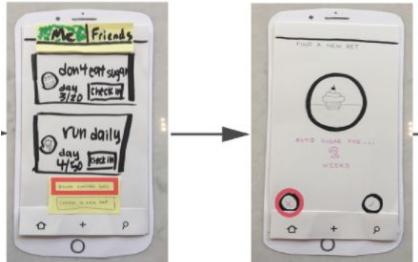


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# Experiment Results – Timing

- All tasks successfully completed
- Both types of **bet creation took longer** than we'd anticipated for all users
- Users **onboarded quickly** (time per task decreased over time, esp for similar tasks)

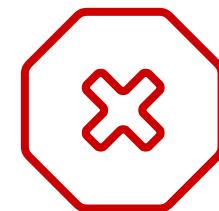


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# Experiment Results – Errors

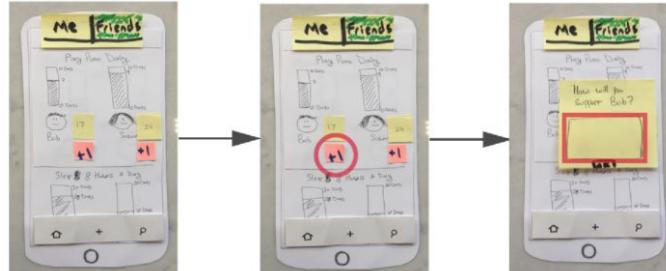
- **Navigation bar caused confusion** for all users (mis-interpreted buttons, didn't see buttons, missing buttons, vague icon)
- **Bet from scratch vs. from pool** is confusing at first
- **Meaning of the “+1”** was a bit confusing





# Experiment Results – Successes

- **Easy/intuitive** to **view** bet details, **browse** friends' bets, “**+1**” bets, and **check-in** on bets
- **Users were enthusiastic** about the concept; **had fun** while viewing their friends' bets; the available options elicited **laughs/smiles**





Mission statement

Selected interface

Low-fi prototype

3 task flows

Experiment

Method

Results

**UI changes + summary**



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# UI changes

- Simplify the **navigation bar**
- **Clarify the support provided** by betting on friends
- Clarify how **friendships** are created; how **privacy** is maintained
- Make **personal feed** and **friends feed** two “views” of the same interface element



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## Summary

---

- Users felt that it was a **fun** concept and interface design; inspired **curiosity**
- Users are interested in **creating new bets** and **supporting friends' bets**
- **Navigation toolbar** was a point of **confusion** (icons, too many potential tasks)
- **Bet creation** took **longer than expected**; could be a barrier to entry





# BETTR

gamble your goals