

Assignment 5

Lo-Fi Prototypes

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A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Overview

- I. Selecting an Interface
- II. Testing Interface
- III. Making Changes to Interface

Connectr

*Making public transit
easier through
connection*

Chat

Pro

- ❖ Can answer any question
- ❖ Similar to messaging apps
- ❖ Easy to interact with

Con

- ❖ Could be too open ended
- ❖ Have to type every question

Widget

Pro

- ❖ Bite sized information
- ❖ No typing

Con

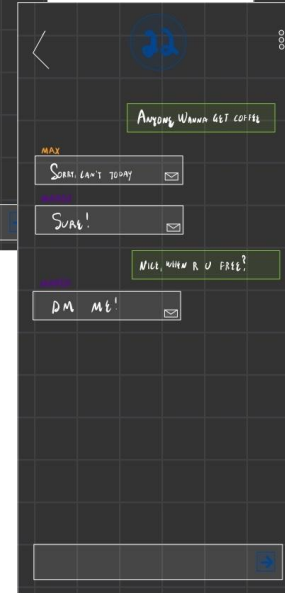
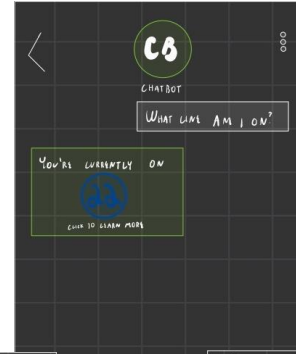
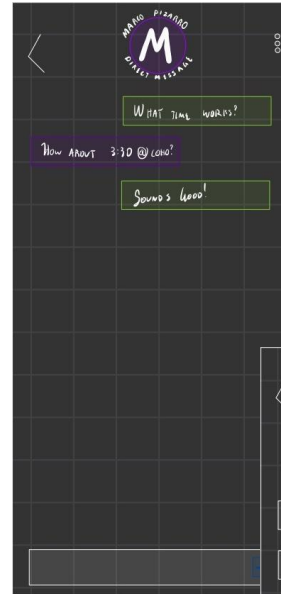
- ❖ Limited inputs
- ❖ Boring input
- ❖ No interaction with other people

Selected Interface & Rationale

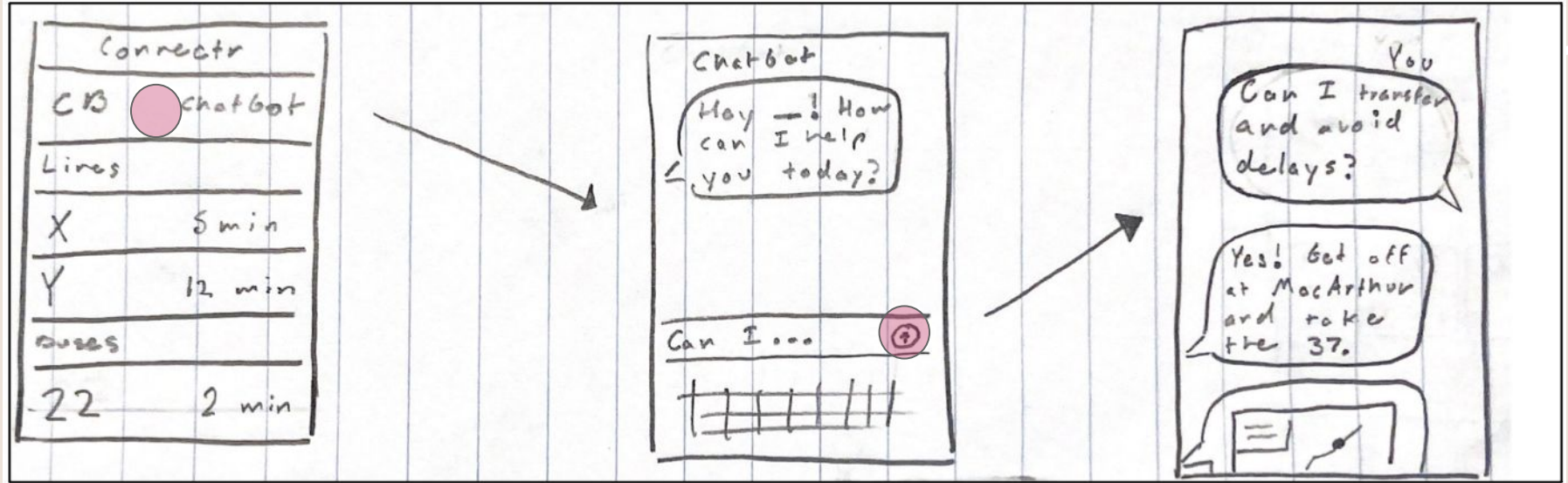
Chat Based Design (Mobile)

- ❖ Easy to understand
- ❖ Open ended
- ❖ Familiar format
- ❖ Need real time location information
- ❖ “On the go” solution

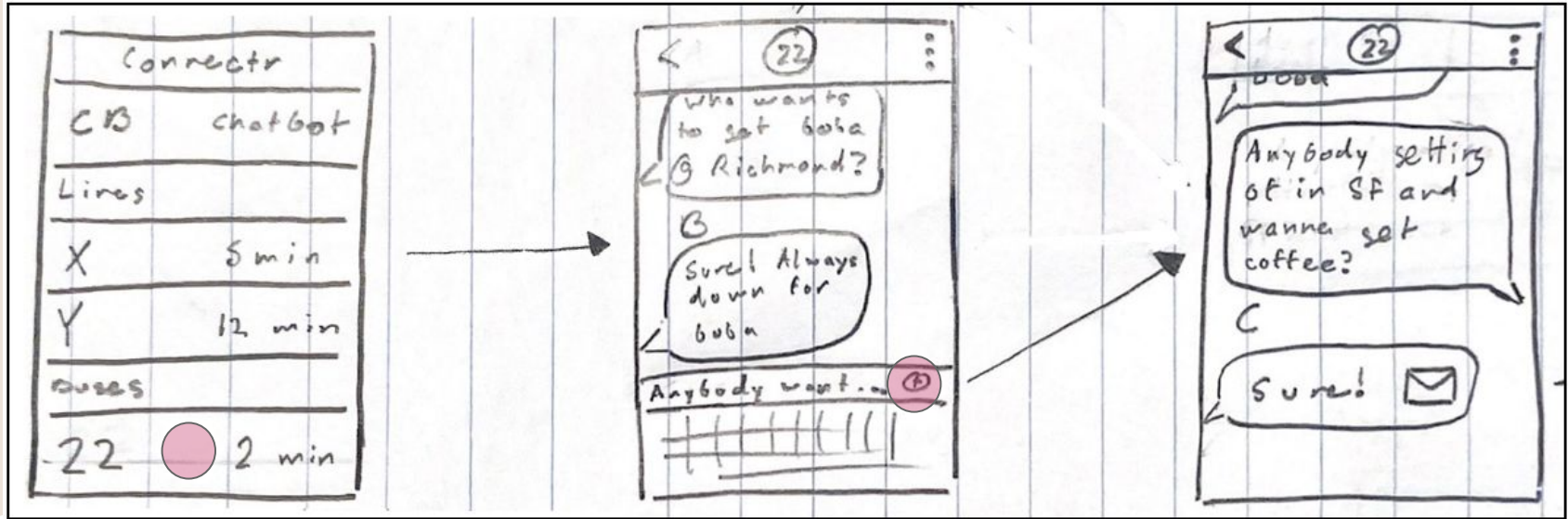
Prototype Structure



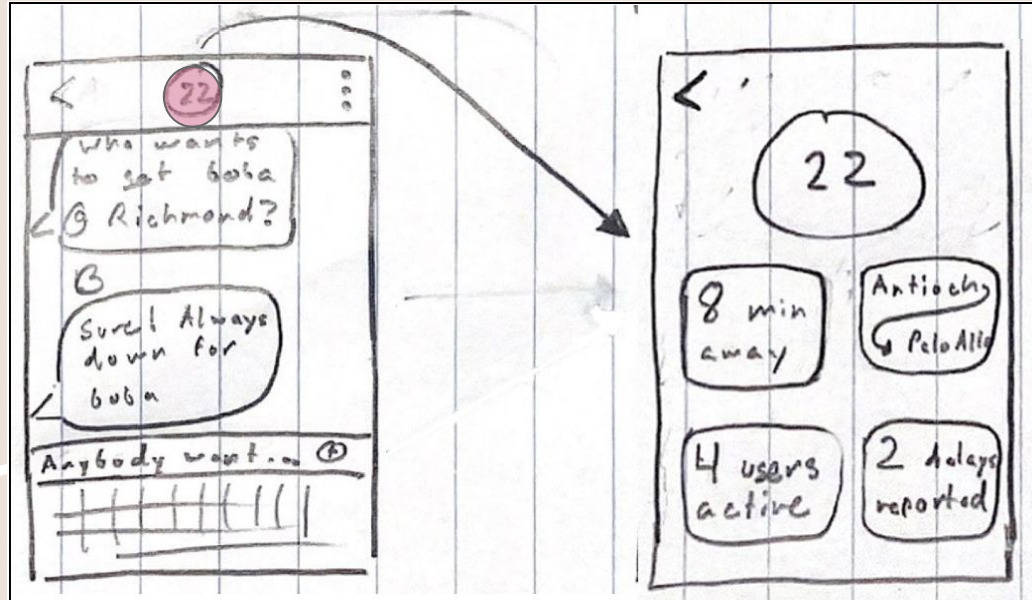
Task Flows – ChatBot



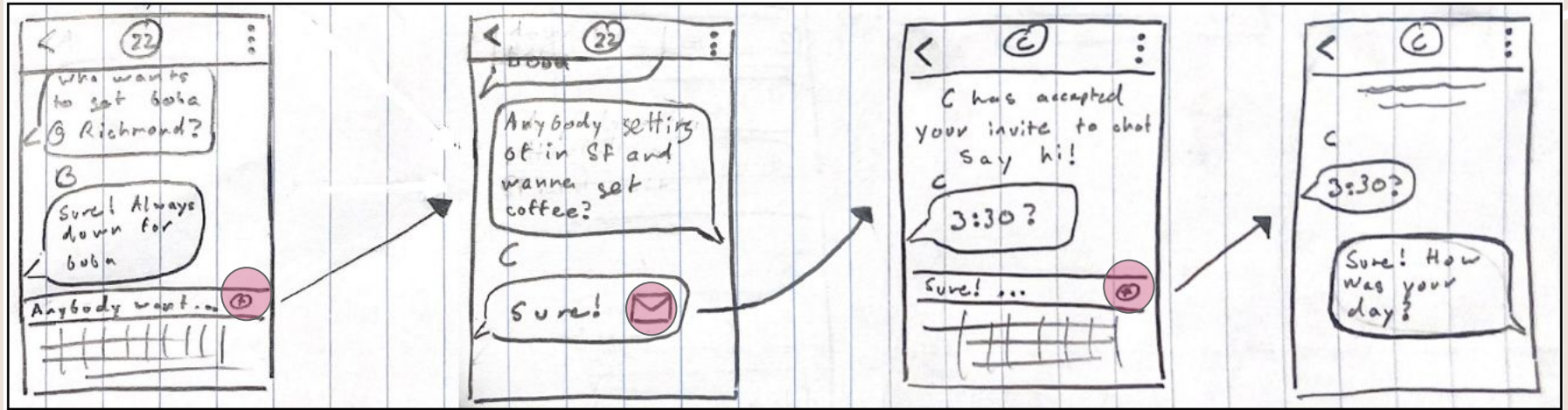
Task Flows – Chat w/ Others



Task Flows – Info About Bus



Task Flows – Direct Message



Experimental Method

- ❖ We recruited participants over NextDoor
 - All Frequent Public Transit Users



Stephanie
26, Nanny, recently
moved from Singapore



Leah
42, lifelong Bay Area
Resident



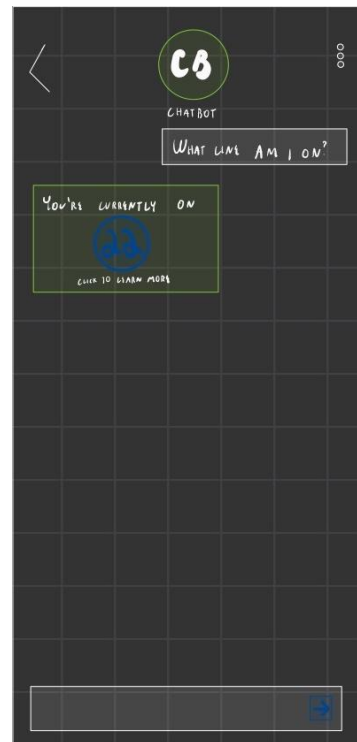
Deborah
58, Grandmother

Experimental Method

- ❖ Conducted over Zoom
 - Users shared screen
- ❖ Shared InVision link with users to use on their phones
- ❖ Prompted users with common situations they might find themselves in on public transit
- ❖ Test measures:
 - Useful
 - Easy to Navigate/Understand
- ❖ Greeter: Asa/ Marco
- ❖ Facilitator: Max
- ❖ Notetaker: Asa/Marco

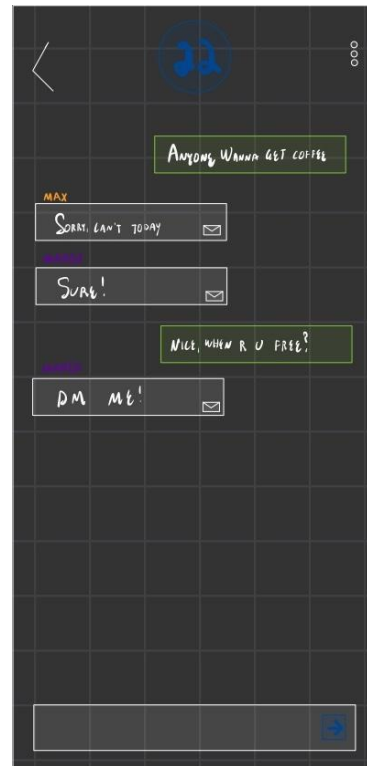
Experimental Results – Chatbot

- ❖ “This is immediately confusing to me. There’s no button that says, ‘what line am I on?’. I see this and I freeze.”
- ❖ “Chatbot starts everything?”
- ❖ “It’s natural to you but it’s not natural to me.”
- ❖ “the questions are almost always the same.”
- ❖ “This is really useful to me! I recognize the lines from my daily commute!”



Experimental Results – Chat w/ Others

- ❖ “that's really cool!”
- ❖ “It’s like in the movies for sure”
- ❖ Like that the app knows where they are
- ❖ “New systems can be really hard to use
Google Maps doesn’t have as much
information as community members. I
would prefer to ask people who know
the area.”



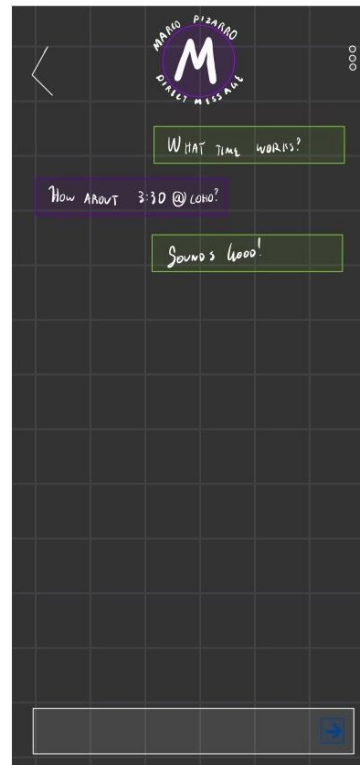
Experimental Results – Info About Bus

- ❖ “Oh cool, it tells you how many people are on!”
- ❖ Hardest task for people to figure out
- ❖ “I like that it tells you how far away the bus is, that’s always something I want to know.”



Experimental Results – Direct Message

- ❖ Speculating similar relationship between iMessage/WhatsApp/ common messaging apps on phone
- ❖ “The envelope, easy!”
- ❖ Fastest Task for most people
- ❖ Want a level of anonymity in DMs



Suggested UI Changes

“the questions are almost always the same.”



Adding pre-populated questions to chatbot screen to allow users to select one easily

Want access to information without typing



Add useful bite-sized information to main screen

People could not find “more info screen”



Add text to messaging screen indicating you can find more information

Want anonymity while on platform



Only show first name of users

Summary

- ❖ Generally positive feedback on app
- ❖ Like familiarity of chatting
- ❖ Symbols work well
- ❖ Some issues with usability
- ❖ People excited about chat features and community engagement