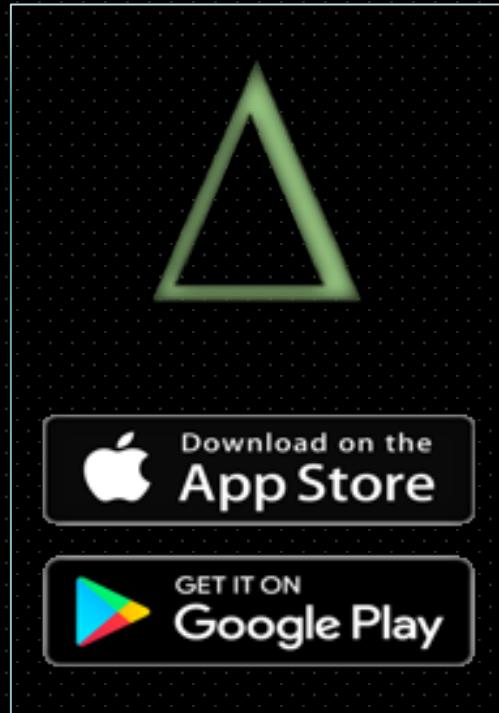


Glass Social Media

Ryan Koch



Agenda



Who, what,
where, when



Goals of
Glass &
background



Proposed
work



Revised
goals

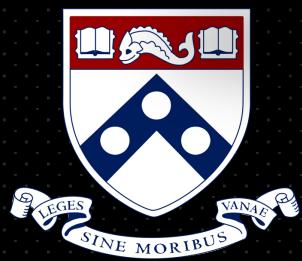


Results



Next Steps

Team



Chris Koch
Developer



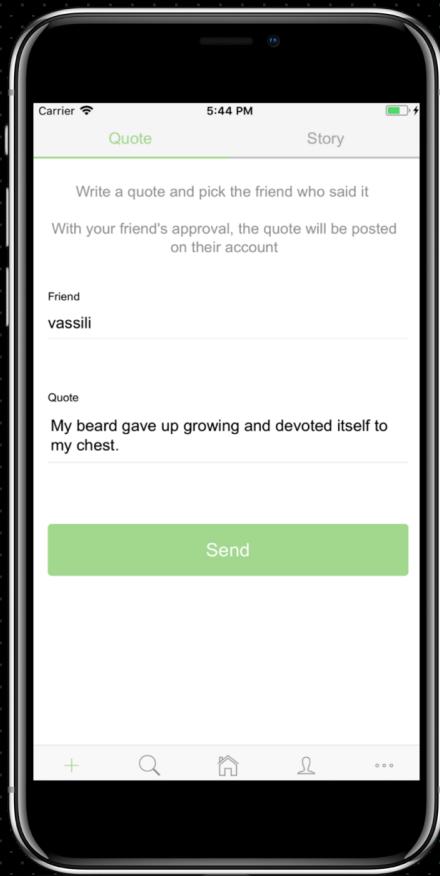
Ryan Koch
UX Developer

What is Glass Social Media?

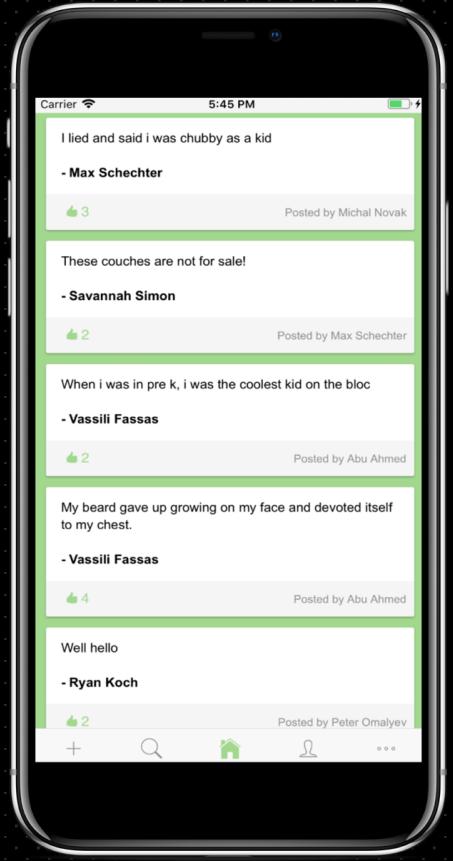
- Different perspective
 - Anxiety/Depression research*
- Enhance mindfulness & self-reflection
- Foster close friendships
- More private than FB, Twitter, etc.
- Less ephemeral than Snapchat

*Koch, R. & Turi-Markovic, T. (2017, January). *The Effects of Social Media on Psychopathology*. Poster presentation at the Annual conference of the American Association of Behavioral and Social Sciences, Las Vegas, NV.

Version 1.9



Posting Feature



Public Feed



Profile Feature

Statement of Work

- Voice of the user dictates
 - Users want more features (pictures & video capability)
 - Users have a hard time sharing the app with others
- Two new features will be designed and developed via:
 - Medium & high-fidelity prototypes > formative usability testing
 - Pre-release analytics vs. post release analytics
 - Validation via summative usability testing
 - Deliver recommendations > deploy; *iteratively build, measure, learn*
- If time permits...
 - Hypothesis testing may be conducted using the following metrics:
 - Picture-capture – user engagement
 - IFC – install events

Expected Outcomes

UX Artifacts

- Personas
- User flow diagram
- Formative usability testing
- Design recommendations

Feature Development

- Feature 1: Picture-capture
- Feature 2: Invite from contacts
- Iterative development & testing of medium fidelity prototypes
- Version release 2.0

Timeline

	Week 1	Week 2	Week 3	Week 4
Analyze user research, develop personas, establish style guide*				
iterate over sketches & mockups of designs for picture-capture feature				
develop med-fi prototype of picture-capture feature, recruit participants				
usability test med-fi prototype, analyze data, generate design requirements				
build picture-capture feature				
iterate over sketches & mockups of designs for invite from contacts feature				
develop med-fi prototype of invite from contacts feature, recruit participants				
usability test med-fi prototype, analyze data, generate design requirements				
build invite from contacts feature				

User Personas

Dan the Documentarian

- **Use-case:** Dan loves recording quotes said by his cross-country teammates. He lives to capture moments spent with others like a documentarian or photographer. He wants to share content with only a select group of friends. He uses other social media platforms, but they don't provide the biographical perspective that him and his teammates enjoy when it comes to quoting each other.
- **Frustrations:** Dan used to use email-chains to quote his friends, but it was not aesthetically pleasing and lacked the utility and depth of a platform. It also cluttered his email box. He's fed-up with how fake, photoshopped, and curated the content on other platforms are and he doesn't want the content he documents and shares with his teammates to be widely available like other social media platforms. He needs something raw, real and exclusive.



Age: 23

Work: College Student

Location: Boston, MA

Character: Runner, team jokester.

Brad the Boaster

- **Use-case:** Brad provokes his fraternity brothers and deliberately puts himself in the spotlight. He attracts others so that they can record the highlights of his debaucherous lifestyle. Brad loves attention and always accepts the most outrageous content on his Glass account.
- **Frustrations:** His grandma is active on Facebook (FB). Snapchat is ephemeral. Brad needs a private forum that's not as big as FB and longer lasting than Snapchat. He loves to brag about himself but knows it's more effective when others brag about him. He needs a platform where people can document his shenanigans.



Age: 18

Work: College Student

Location: Miami, FL

Character: Partier, attention-seeker, life of the party

Patricia the Provocateur

- **Use-case:** Spends a lot of time with her significant other. They both love telling funny, shocking, and entertainingly personal stories about each other. The content is humorous out of context but even funnier when you're in the loop.
- **Frustrations:** Patty doesn't want to post the intimate and humorous details of her relationship on other platforms as they are too public. She only wants to engage with her close friends. She hates the egocentric perspective of social media and craves a more exclusive and authentic social platform where she gossip, story tell, and playfully tease her significant other in more lasting and relatively private way compared to doing so in person.



Age: 19

Work: College Student

Location: NYC, NY

Character: silly, long term relationship, lives for gossip

Anna The Archivist

- **Use-case:** She currently uses a notepad on her phone to record funny quotes or stories about her friends. She doesn't engage with others while using other social media platforms. She simply observes. She doesn't want to miss out on the content her close friends are creating for each other on Glass. She enjoys documenting the memories, quotes, and stories of her friends but doesn't want to be publicly associated with any content on massive public networks like FB.
- **Frustrations:** She uses FB as an online repository of memories or photos of her and her friends... but she would feel more comfortable sharing her archive in a less public and longer lasting way. What's more, FB has far too many features for her purposes and she finds it overwhelming.



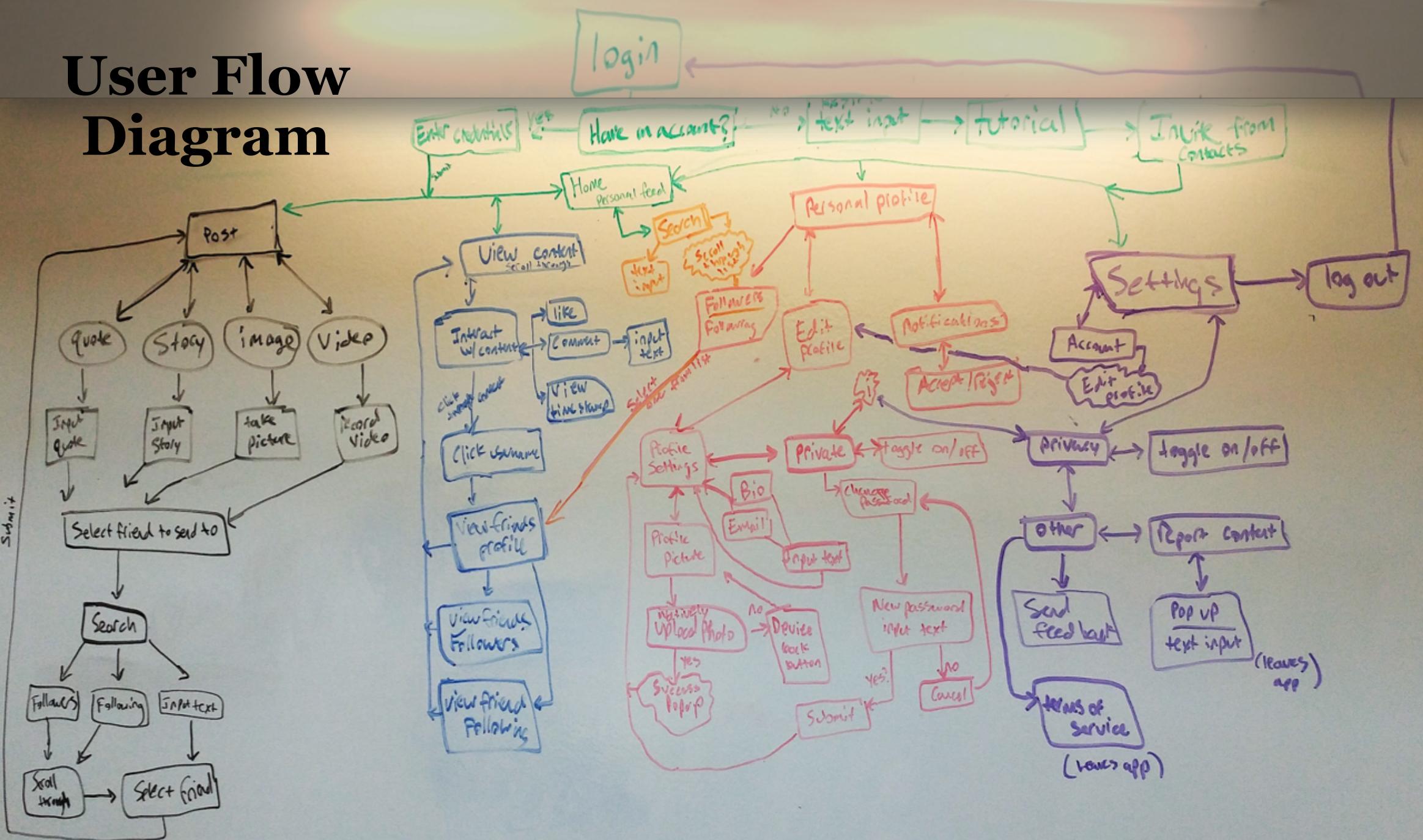
Age: 20

Work: College Student

Location: Philadelphia, PA

Character: shy, mindful, archivist

User Flow Diagram



Task Analysis

Picture-capture Feature

Step 1	Log in
Step 2	Navigate to the “+” icon to capture and then post a photo
Step 3	Post a picture of a friend > press the photo button to take a photo > select a friend to send it to > send to contact “Grammy Koch” > send
Step 4	Go back to public feed to see the picture
Step 5	Go to your user profile > settings > press “log out”

Scenario 1

“You’re hanging out with your relatives and something funny happens, so you go to the Glass app, what do you do next? Go...”

Scenario 2

“A family member of yours, your grandmother says something hilarious... show me how you capture more than just a quote, go...”

Scenario 3

“You captured a photo of “Grammy Koch”, show me how you’d post it to her profile, go...”

Scenario 4

“Show me how you would view your post (assuming Grandma accepted the post), when you’re done feel free to log out of your account...”

Usability Test Prompt Picture-capture

Task Analysis

Invite from Contacts Feature

Step 1	Register for a new account
Step 2	Go through the tutorial
Step 3	Invite a friend from your list of contacts
Step 4	Select a contact (Chris) > send invite message > press “return”
Step 5	Go to your user profile > settings > press “log out”

Usability Test Prompt

Invite from Contacts

Scenario 1

“You just discovered this new app, downloaded it and are excited to use it, go...”

Scenario 2

“You’ve logged in and you want to learn more about the app, go...”

Scenario 3

“Now you want to invite your friend Chris, so he can enjoy the app too, go...”

Scenario 4

“You’ve enjoyed your content and are done using the app, go...”

Data-Driven Feature Development

Mockups

Picture-capture Feature



Image 1

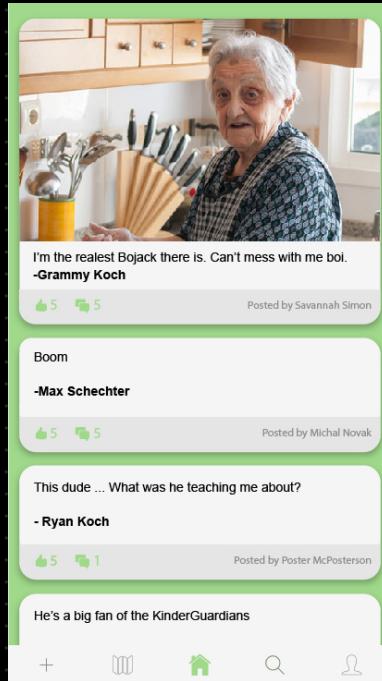


Image 2



Image 3

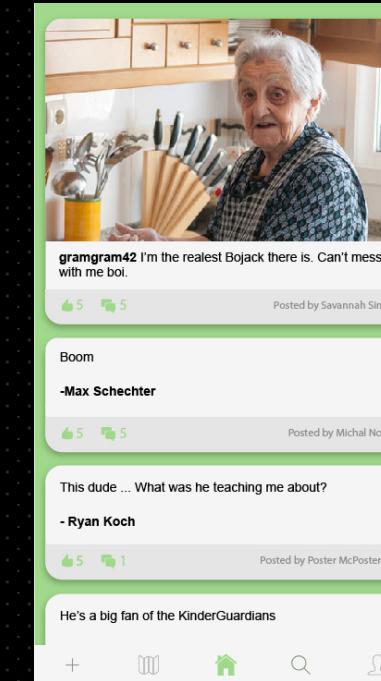


Image 4

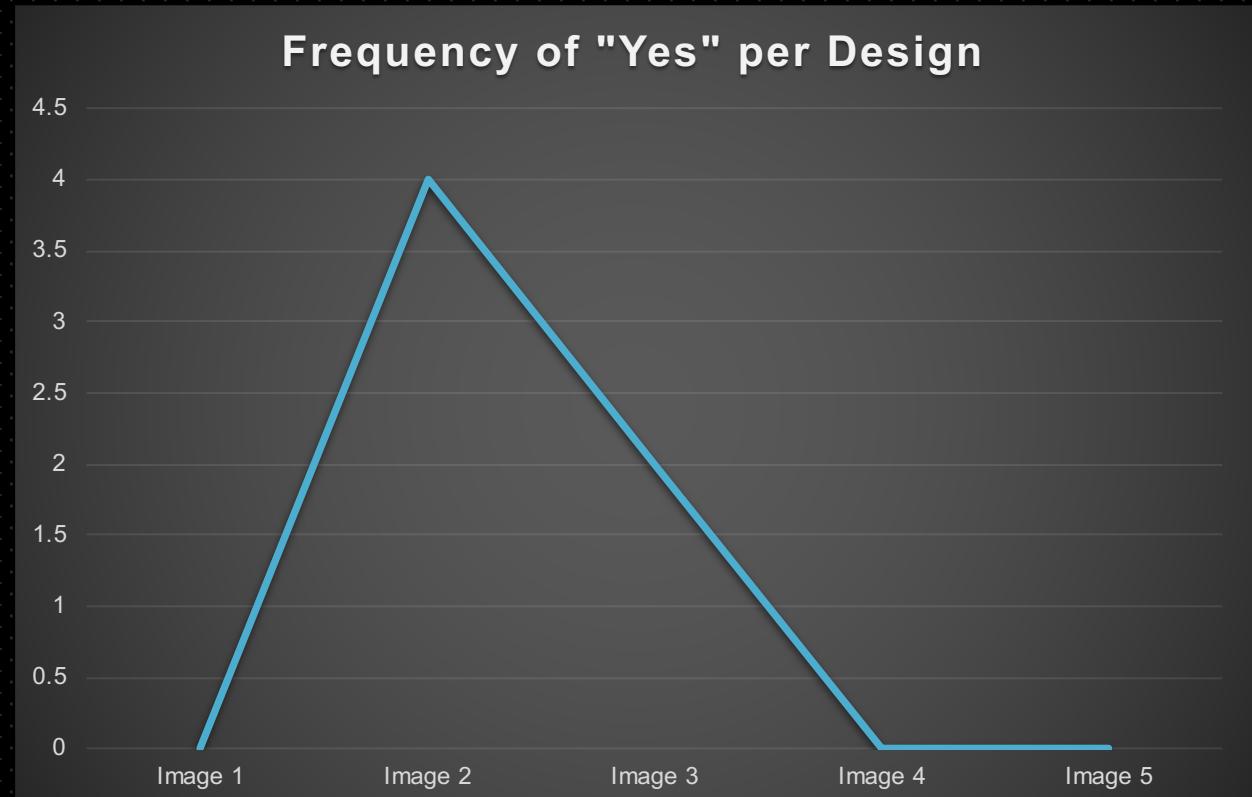


Image 5

Goal: display image content in a user's public feed

Data Collection: Round 1

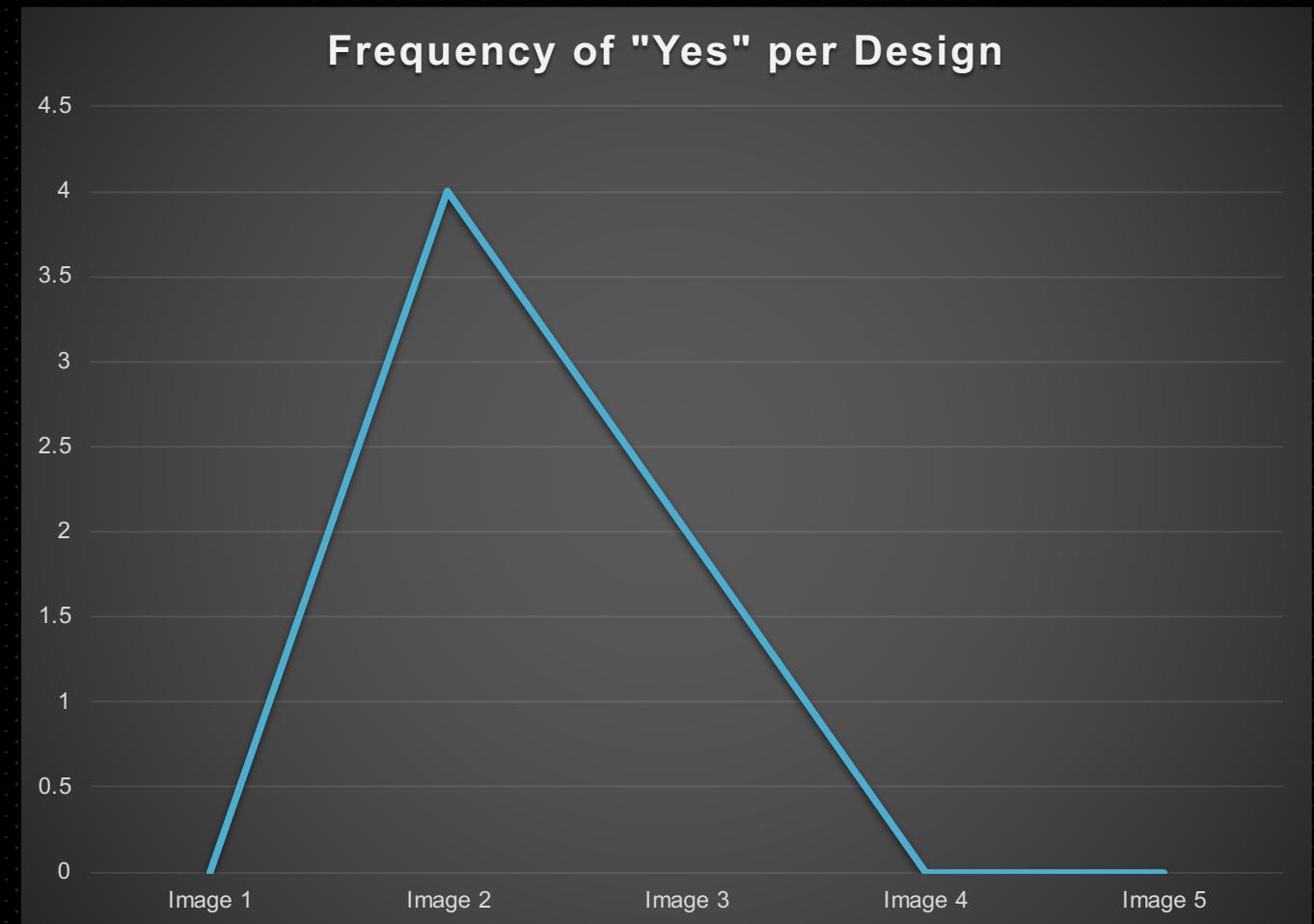
IMAGE #	1	2	3	4	5
P1	No, "I like the person's name to be above the caption"	Yes	Yes	No	No
P2	No	Yes	No	No, the stuff below the image/videos looks like comments about the image/video	No
P3	No	Yes	No person's name not the username otherwise it's ok	No	No
P4	No	Yes	No	No	No



P1–P4 were shown all 5 design variations; images were counterbalanced
 Aggregate frequencies qual. + quant data from user feedback dictates that Image 2 is most favorable

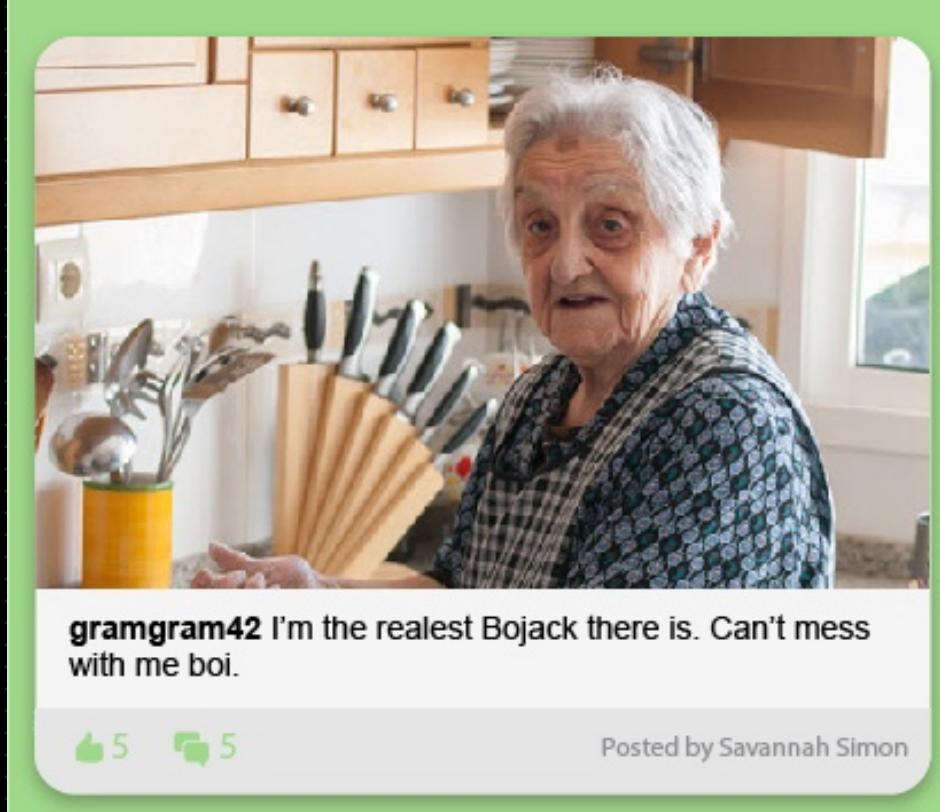
Data Collection: Round 2

Image Number	5	4	3	2	1
P1	Yes, "what is the circle" best out of the first three	No	No	Yes, the best. "definitely like having names instead of username" "I like the name above the text" (referencing the caption below the image)	No
P2	Yes, likes profile picture, "no space for the name and profile picture"	No	No	Yes	No
P3	No, quotes don't have profile picture. Either profile picture on everything.	No	Yes, but I don't like to see the username. I want to see who's name it is like example 2. This one is more like Facebook because the image comes after the image.	Yes, I like the username. I like the caption below the image, it's more intuitive, usually the caption is below images (like FB, Insta).	No
P4	Yes, love it. Imagine pressing the image and the caption appears.	No	No, don't like the caption above, it looks weird having white above the image/video	Yes	No



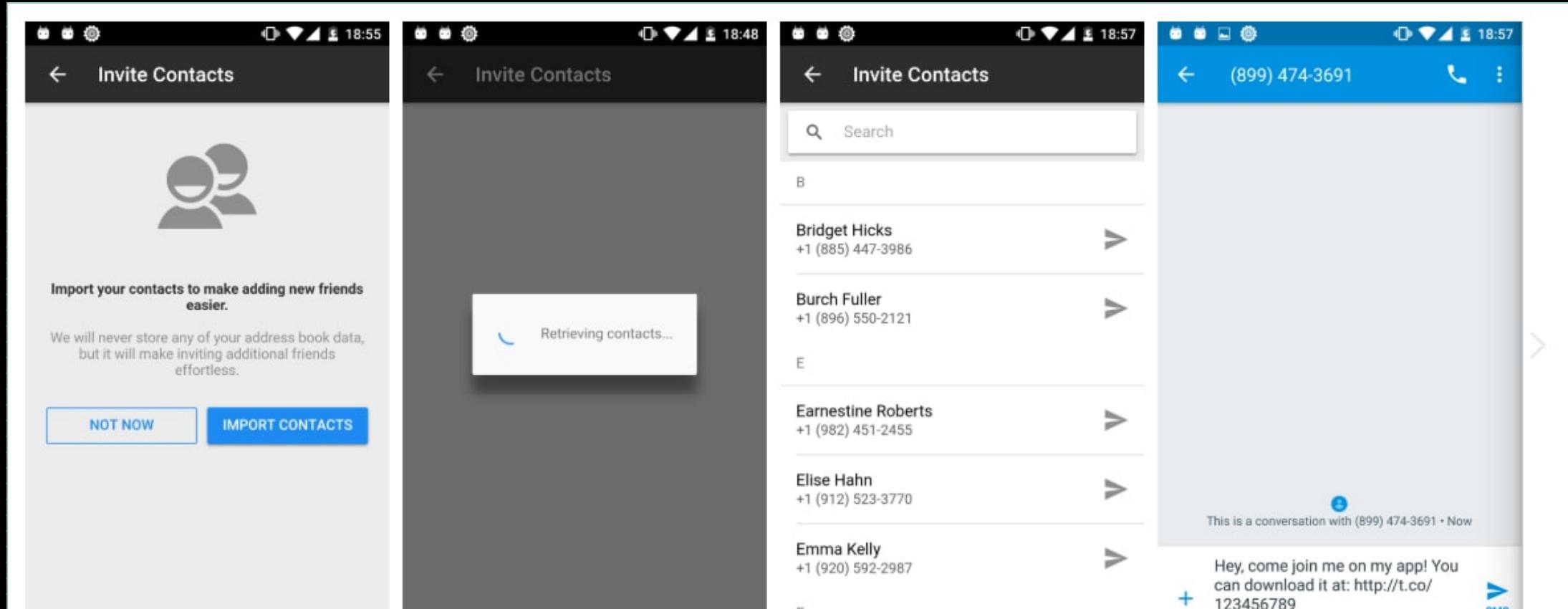
P1–P4 were shown all 5 design variations; images were counterbalanced
 Aggregate frequencies qual. + quant data from user feedback dictates that Image 2 is *again* most favorable

User testing results



Aggregate frequencies of “Yes” or “No” responses from both data collection efforts determined the final design

Invite from Contacts Design



Ionic Cordova Plugin inspired the design and functionality of the Invite from Contacts feature

Prototype of each Feature

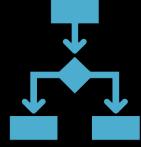
- Medium fidelity prototype of the picture-capture feature developed using Adobe XD is available [here](#)
- Medium fidelity prototype of the Invite from Contacts feature is available [here](#)

Usability Test Data Collected

Task: 1 Invite From Register for a new	1	2	3	4	5	6	7	8	9	10
Go through the tutorial	read each page	read each page of tutorial - "it made sense" "Tag a friend", but when using the app got confused with the concept of	easy	very simple, similar to any other app	N/A	N/A	N/A	N/A	N/A	Premise confusing, good job explaining, copy could be improved. Having animation that is floating, color differences don't seem to mean anything. Having a color scheme (just different primary colors were used - needs a cohesive look and feel - even the font to on boarding to login / register different font families; makes me think I left the app. Need more indication that I'm still on the app. Green would be better on every screen. It's more of an Onboarding/walkthrough' than a 'tutorial'
Invite a friend from your list of contacts	got confused (needed feedback) "I think I missed something"	N/A	N/A	N/A	N/A	N/A	Invite from contacts is abrupt.	N/A	N/A	N/A
Go to profile page	N/A	N/A	easy	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Find settings and Log-out	slight hesitation finding settings but completed task within seconds	paused to read profile, found settings, tried to click whole 'log out' bar then clicked the arrow	Press logout instead of just the arrow. New location for Settings is not obvious	Hit log out instead of using arrow, make the whole line clickable	Make the logout the whole bar	N/A	It's a familiar interface so you could figure out the settings	Log out straight forward	scroll up to a menu up top to log out. Most apps have an exit nav on the top right next to the profile	Make boxes bigger (Active area the whole link).
Task 2: Picture Feature	1	2	3	4	5	6	7	8	9	10
Log in	N/A	N/A	easy	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Go to the "+" from public feed	Went to scroll through content in public feed then pressed +	obvious that "+" means to post	easy	N/A	N/A	N/A	Plus sign is obvious and picture is "gallery or take a photo"	Assume that plus sign is clicking a picture, photo wasn't in the public feed.	take a picture or post? I'd make a post go to +, not sure if pictures are here. Not obvious that taking a picture would be here. "Didn't associate post with posting a photo because photo wasn't in the public feed".	N/A
Capture a photo	N/A	"Send to" or "Send image to friend" on the photo button like Instagram does. Need to make it more clear that a photo was taken successfully after pressing the "Photo" button "people won't know you're supposed to press photo"	Order of posting an image feels unnatural (feedback picture was taken) Put the picture where the camera icon is after taking the photo	N/A	Don't know if the picture was successfully done.	N/A	Picture feedback is confusing, interpreted selecting a photo vs. selecting and uploading a photo.	Capturing the photo screen didn't know if he was on the right screen so clicked the camera icon and understood he's taking a picture.	Went straight to the camera icon.it should say "Use your camera to take a picture and then move on"	stretch for the camera icon on phone, Instagram has it on the bottom.
Send the photo to a friend (posting)	N/A	Change the instructions to 'select a friend'. Can you send to a few friends? Can you send separate photos to different friends or send to multiple friends, would be cool to send to multiple friends"	N/A	N/A	Click "select friend or click to "friend"" confusing, didn't know where to type and the picture didn't pop up.	Click the instructions "should say who is the photo of"	Instead of the camera icon put a preview of the picture selected.	N/A	N/A	Needs an indication of a draft that's pending approval. Visually make it greyed out or a secondary color - having the bar be a second; an ability to close out incase it's the wrong quote before they approve it. Love (Twitter/Instagram) being able to draft posts that I never intend to post.
View picture/post in public feed	tried to scroll through content was surprised "Wow how does "ok that's the photo she accepted"	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Log out	N/A	easily found	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Questions	1	2	3	4	5	6	7	8	9	10
What did you think?	easy	didn't know what the app was about then the tutorial told me and I knew	See photo comments	Relatable, clean, looks like twitter		Easy. Looks like tinder and Instagram combined.	Smooth			doesn't like landing on the feed page, wants to see more when she starts the app
		liked tutorial colors	tutorial screens were nice							
		taking a picture was problematic	order of posting photo, photo caption.							
		Looked similar to other social media								

To view the complete dataset follow the link [here](#)

Recommended Improvements for Invite from Contacts Feature



Register for a new account - Check to make sure the font matches on every screen (particularly during login/registration & tutorial screens)



Invite from Contacts - make it clear that the Invite from Contacts feature is active and completed (user needs more feedback)



Logging out - make target areas the full bar and not the small spaces like the carrot

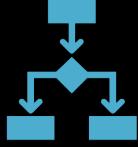


Tutorial/Onboarding - No need to switch order of approve & reject as the order of these buttons yield null results.

Most Glass users use iOS so design must conform to the iOS platform. Change primary colors to green (this will enhance branding and make it clear that users are still on the app)

Make it clear when the onboarding starts and ends

Recommended Improvements for Picture-capture feature



Change copy of instructions user is prompted with (i.e., "select a friend")



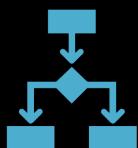
Provide feedback to user when capturing an image and sending for approval



Provide feedback such as an indication that a draft is pending approval (i.e., visually grey out or reduce opacity)



Provide feedback to user to make it clear that a photo was taken successfully (i.e., Instagram "send to" copy)

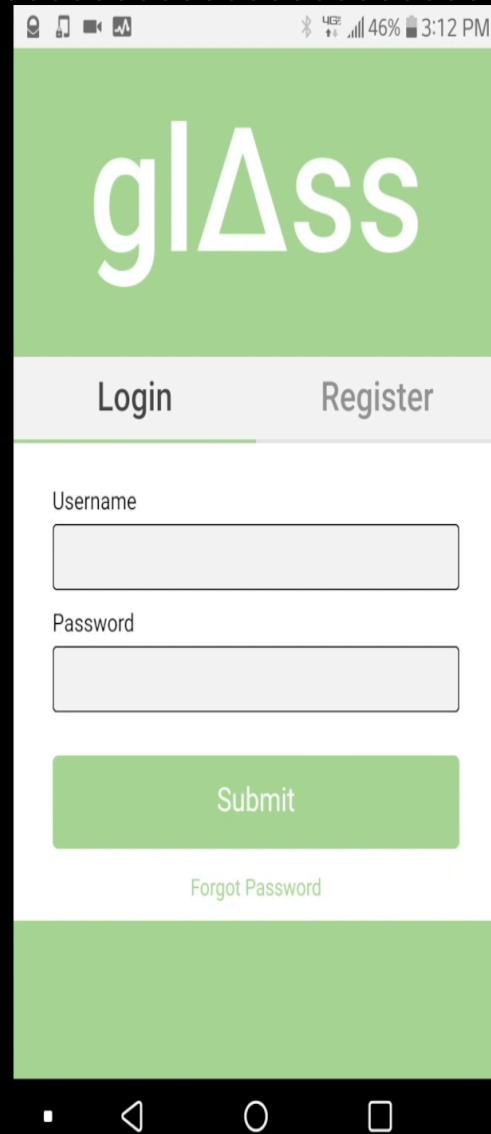


Add functionality to allow users the ability to close or exit to reduce error when posting content (before it is sent for approval)



Provide feedback to user by allowing user to preview the content that will be posted before user posts content

Invite from Contacts Prototype



Next Steps

- Deploy Picture-capture feature in next version release
- Monitor change in pre-release analytics, app store reviews, interview users
- App Analytics + hypothesis testing
- Summative usability test both released features
- Polish style guide
- Improve analytics: Firebase funnels & user snapshots
- Measure user sentiment