

# ENP293: GRADUATE CAPSTONE

## FALL 2018



Glass Social Media  
Professor Aurelio  
Ryan Koch

# Agenda

- Who, what, where, when
- Goals of Glass & background
- Proposed work
- Revised goals
- Results
  - *UX*
  - *Feature development*
- Next Steps



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# Glass Social Media

## Biographical Social Media

Founders



**Chris Koch**

The Brains



**Ryan Koch**

The looks



**Jacob Anderson**

Design support



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# Goals of the App

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

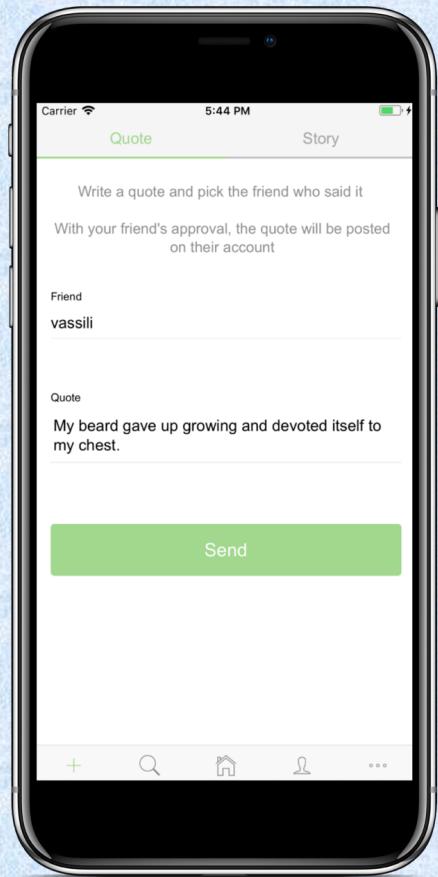


\*Koch, R. & Turi-Markovic, T. (2017, January). *The Effects of Social Media on Psychopathology*.

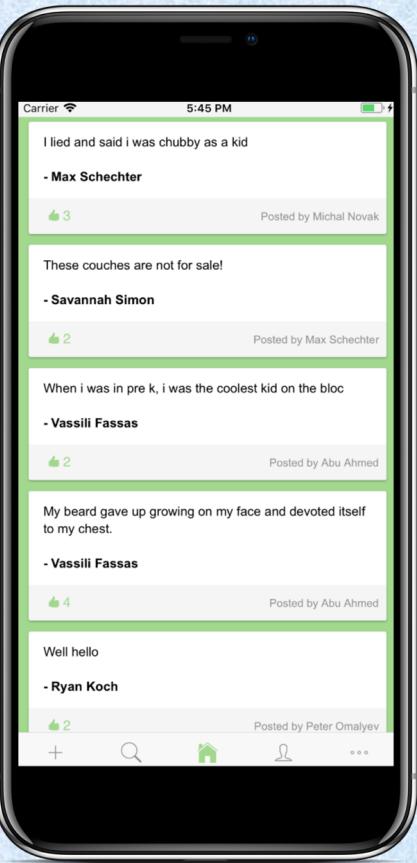
Poster presentation at the Annual conference of the American Association of Behavioral and Social Sciences, Las Vegas, NV.



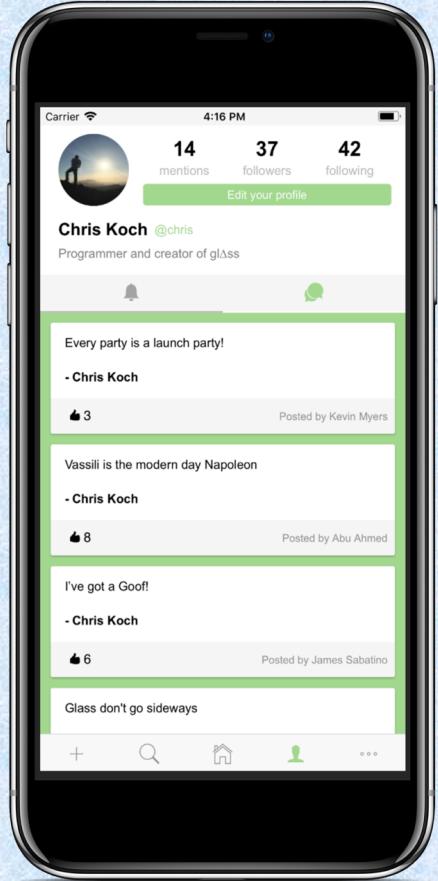
# MVP



Post



Public Feed



Profile

September, 15 2018



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# Proposed Work

- Data collected over the summer\*
  - *Users want more features (pictures & video)*
  - *Users are having a hard time sharing the app with others*
- Develop two new features
  - *Low, medium, high fidelity prototype two features*
  - *Formative usability testing*
  - *Release features*
  - *Measure analytics / summative usability tests*
- Hypothesis testing
  - *PV – user engagement*
  - *IFC – install events*

\*[https://docs.google.com/spreadsheets/d/17K\\_PvdANJUEYmoGaMSqewjWCrLmWC3T6rVp1Vc5YTmA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/17K_PvdANJUEYmoGaMSqewjWCrLmWC3T6rVp1Vc5YTmA/edit?usp=sharing)



# Proposed Gantt Chart

|        | 9/26-10/3  | 10/3 - 10/10 | 10/10 - 10/17 | 10/17 - 10/24 | 10/24 - 10/31 | 11/7 -11/14 | 11/14 - 11/28 | 11/28 - 12/5 |
|--------|--|--------------|---------------|---------------|---------------|-------------|---------------|--------------|
| Part 1 | Low Fidelity A/B Testing & User Flow Diagram                   |              |               |               |               |             |               |              |
| Part 1 | Medium Fidelity Prototype & Usability Test                     |              |               |               |               |             |               |              |
| Part 1 | High-Fidelity Prototype & Usability Test                       |              |               |               |               |             |               |              |
| Part 1 | Release update & Monitor App Analytics                         |              |               |               |               |             |               |              |
| Part 2 | Medium Fidelity Prototype & User Flow Diagram & Usability Test |              |               |               |               |             |               |              |
| Part 2 | High-Fidelity Prototype & Usability Test                       |              |               |               |               |             |               |              |
| Part 2 | Release update & Monitor App Analytics                         |              |               |               |               |             |               |              |
| Part 2 | Writing  |              |               |               |               |             |               |              |



# Revised Goals

- UX
  - *Personas*
  - *User Flow Diagram*
  - *Formative usability testing*
- Feature development
  - *Pictures & Video*
  - *Invite from Contacts*
  - *MFP*
  - *Recommendations*



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# Revised Gantt Chart

|  | 9/26-10/3 | 10/3 - 10/10 | 10/10 - 10/17 | 10/17 - 10/24 | 10/24 - 10/31 | 11/7 - 11/14 | 11/14 - 11/28 | 11/28 - 12/5 | 17-Dec |
|--|-----------|--------------|---------------|---------------|---------------|--------------|---------------|--------------|--------|
| Mock-ups & collecting data collection    |           |              |               |               |               |              |               |              |        |
| Pictures & Video MFP                     |           |              |               |               |               |              |               |              |        |
| Usability Testing                        |           |              |               |               |               |              |               |              |        |
| Invite from Contacts MFP                 |           |              |               |               |               |              |               |              |        |
| Build Pictures & Video (HFP)             |           |              |               |               |               |              |               |              |        |
| Build Invite from Contacts Feature (HFP) |           |              |               |               |               |              |               |              |        |
| User Personas                            |           |              |               |               |               |              |               |              |        |
| Style Guide                              |           |              |               |               |               |              |               |              |        |



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# User Personas

- “Dan the Documentarian”
- “Brad the Boaster”
- “Patricia the Provocateur”
- “Anna the Archivist”



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# Dan the Documentarian



**Use-case:** Dan loves recording quotes said by his cross-country team mates. 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 team mates 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:** 21

**Work:** College Student

**Location:** Boston, MA

**Character:** Runner, team jokester.



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## **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 life style. 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 some kind of platform where people can document his shenanigans.

**Age:** 18

**Work:** College Student

**Location:** Miami, FL

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



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# 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, relationship, gossiper



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# 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

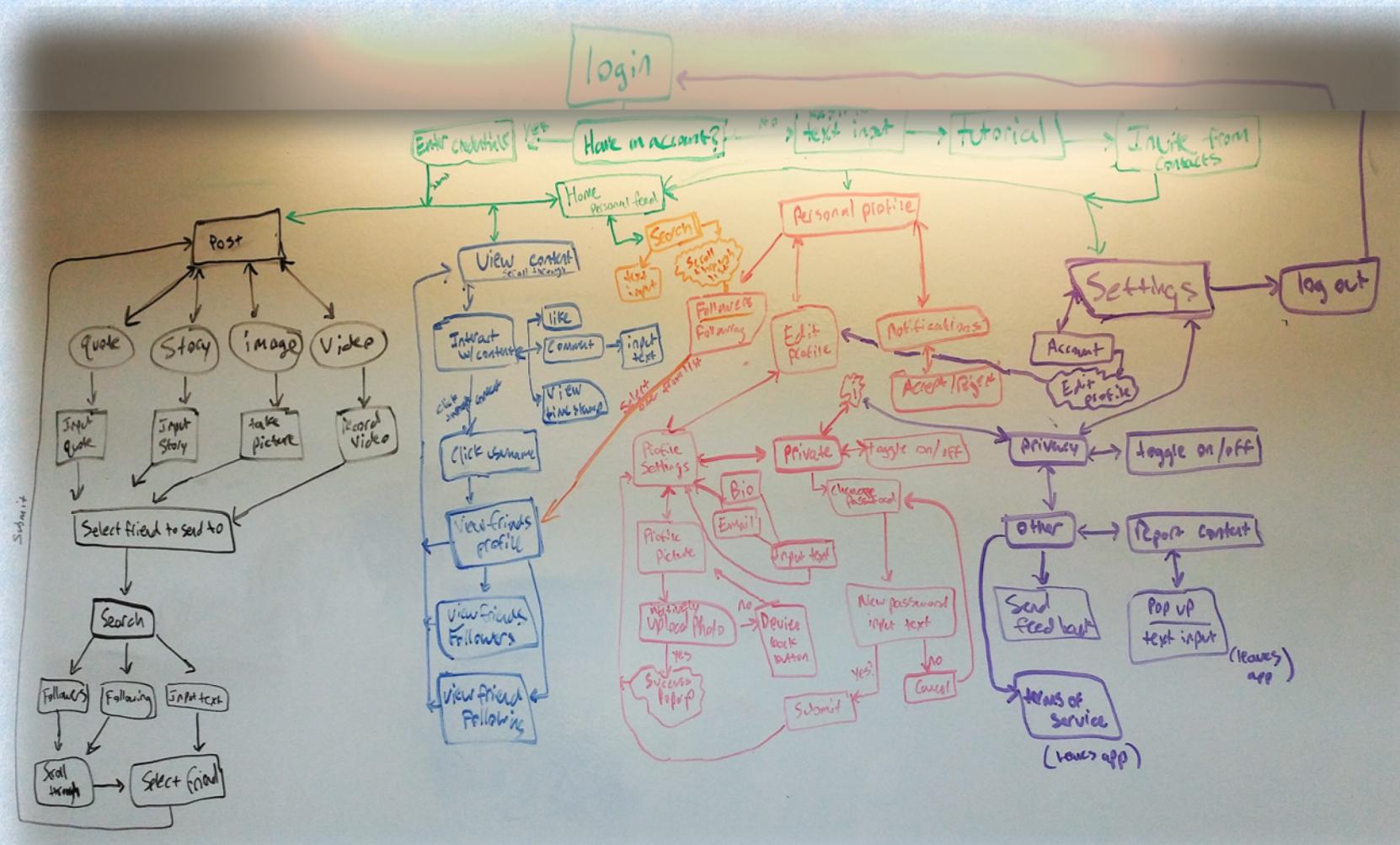
**Work:** College Student

**Location:** Philadelphia, PA

**Character:** shy, mindful, archivist



# User Flow Diagram



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# Hierarchical Task Analysis

- **Task Scenario - Pictures and Video**
- Log in
- Go to the “+” tab to capture and post a photo
- Post a picture of a friend
  - *Press the photo button to take the photo*
  - *Select a friend to send it to*
    - send to “Grammy Koch”
  - *Click send*
- Go back to public feed to see the picture
- Go to profile then settings and log out



# Hierarchical Task Analysis

- **Task Scenario - Invite from Contacts**
- Register for a new account
- Go through the tutorial
- Invite a friend from your list of contacts
  - *Select a contact (Chris)*
  - *Send invite message, hit return*
- Go to your profile then settings and log out



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# Usability Prompt

## Task Scenario - Invite from Contacts

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

- *Register for a new account*

2. You've logged in and you want to learn more about the app, go

Go through the tutorial

Invite a friend from your list of contacts

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

- *Select a contact (Chris)*
- *Send invite message, hit return*

4. You've enjoyed your content and are done using the app, go

- *Go to profile and log out*



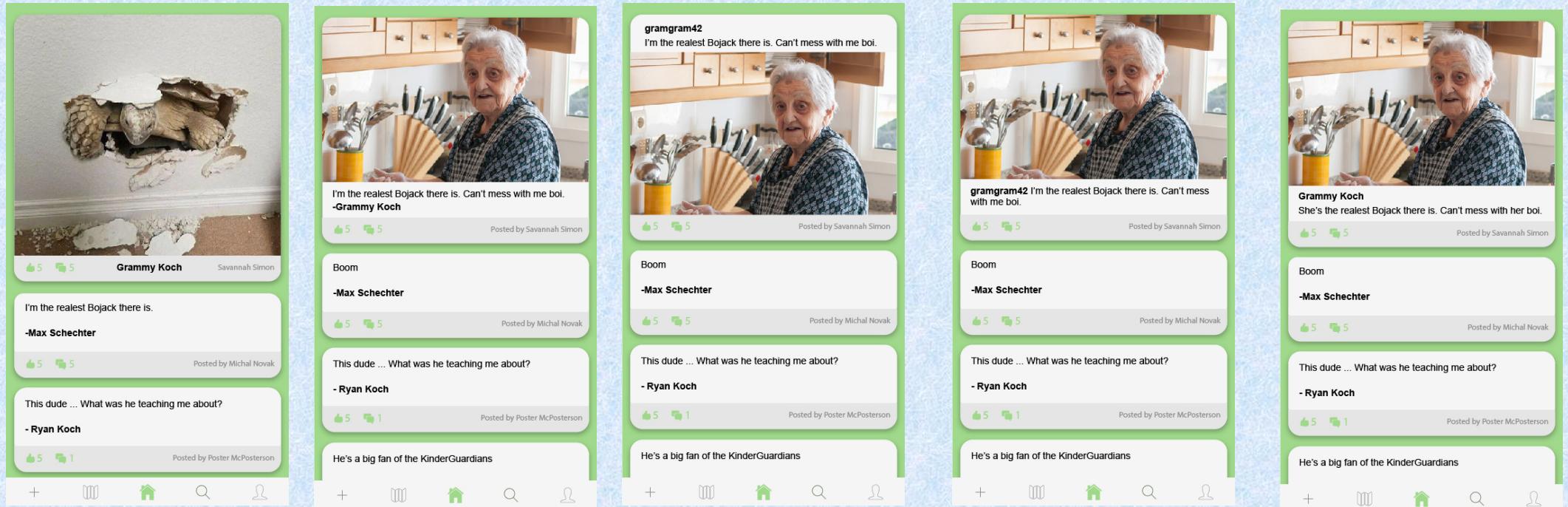
# Feature Development



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# Design Picture & Video Feature



Goal: display image and video content in a users public feed



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# Data Collected

| Image Number  | 1  | 2   | 3  | 4  | 5  |
|---------------|--|-----|--|--|----|
| Participant 1 | No, “I like the person’s name to be above the caption” | yes | Yes  | No   | No |
| Participant 2 | no   | Yes | No   | No, the stuff below the image/videos looks like comments about the image/video | No |
| Participant 3 | no   | yes | No person’s name not the user name otherwise it’s ok | No   | No |
| Participant 4 | No   | yes | No   | no   | no |

## Round 1



# Data Collected

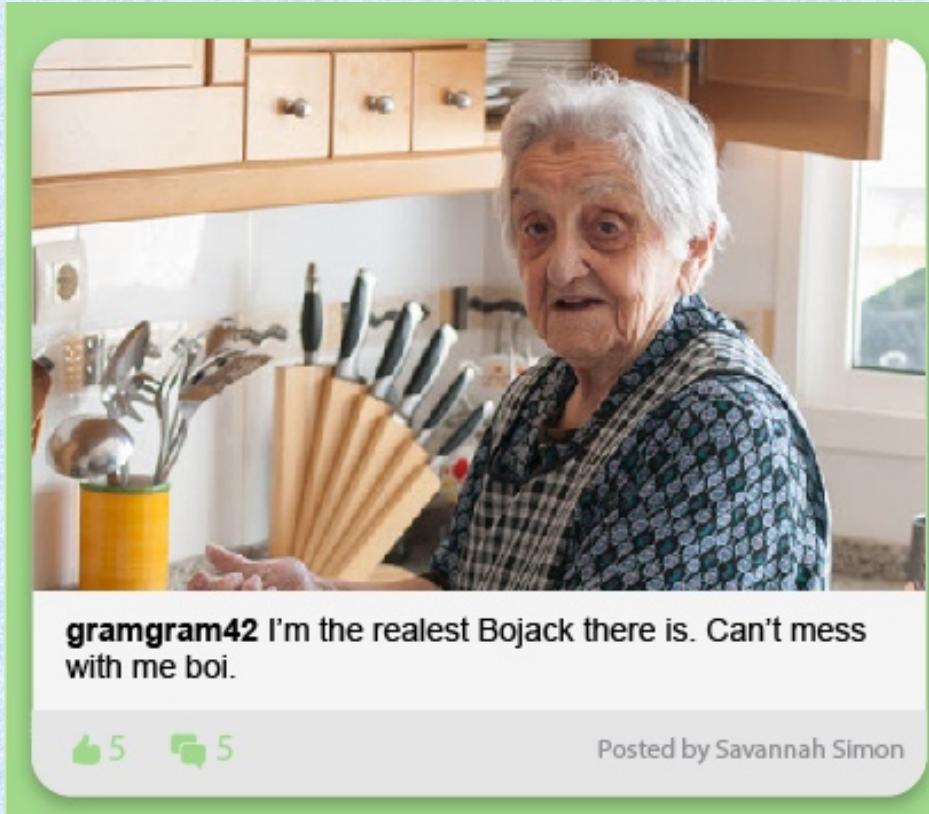
| Image Number  | 5  | 4  | 3  | 2  | 1  |
|---------------|--|----|--|--|----|
| Participant 1 | Yes, "what is the circle" best out of the first three                        | no | no   | Yes, the best. "definitely like having names instead of user name"<br>"I like the name above the text" (referencing the caption below the image) | no |
| Participant 2 | Yes, likes profile picture, "no space for the name and profile picture"      | no | no   | Yes  | No |
| Participant 3 | No, quotes don't have profile picture. Either profile picture on everything. | No | Yes, but I don't like to see the user name. 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 |
| Participant 4 | 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 |



## Round 2



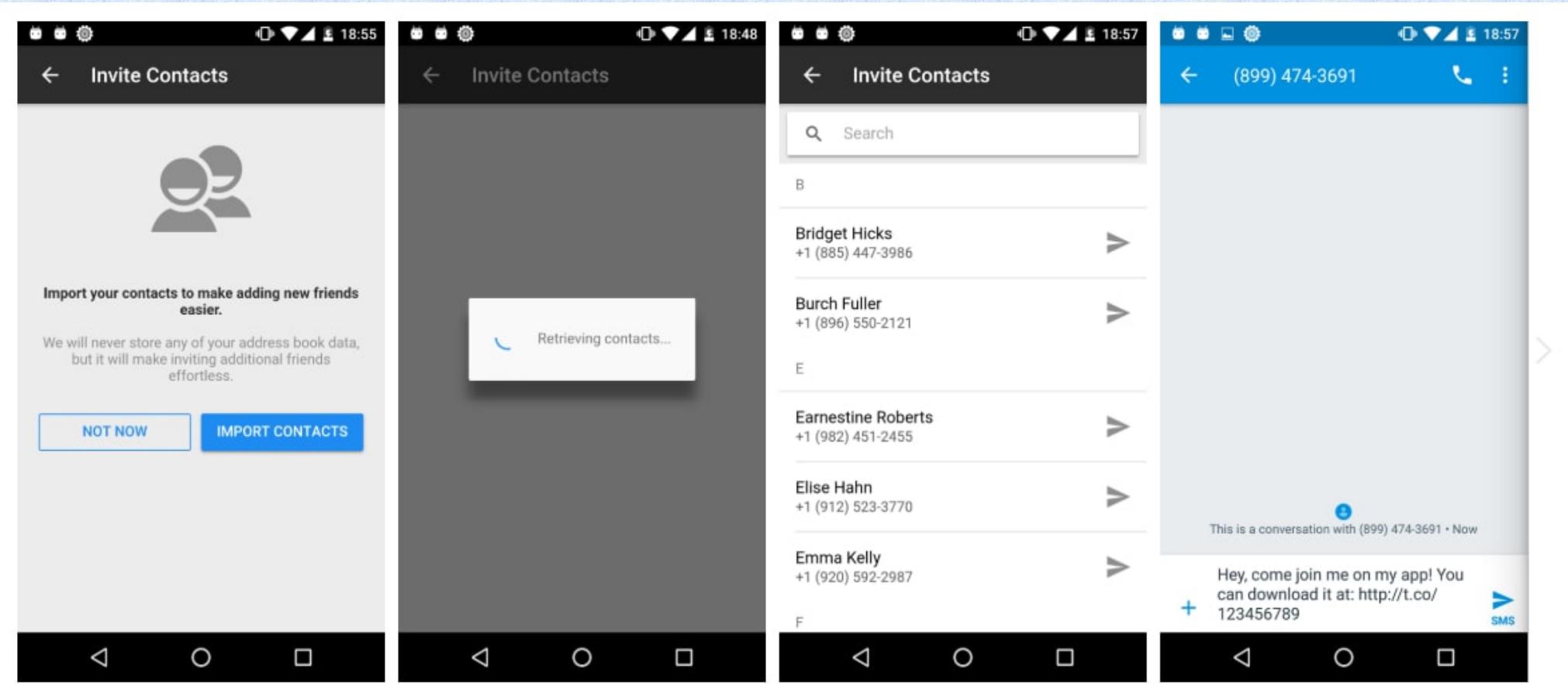
# Design Results Winner!



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# Invite from Contacts Design



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# MFPs

- The Picture and Video prototype is available here:

<https://xd.adobe.com/view/75498d91-bee8-40e7-4e07-f8cdc368d68d-0378/>

- The Invite from Contacts prototype is available here:

<https://xd.adobe.com/view/c392ec50-fbf2-4d73-49a9-08da4761c053-b5a3/>



# MFP Data Collected

| Task: 1 Invite From                        | 1  | 2   | 3  | 4   | 5   | 6   | 7   | 8  | 9  | 10   |
|--|--|---|--|---|---|---|---|--|--|--|
| Register for a new                         | N/A  | N/A   | easy   | very simple, similar to any other app   | N/A   | N/A   | N/A   | N/A  | N/A  | N/A  |
| Go through the tutorial                    | read each page   | read each page of tutorial - "it made sense"<br>"Tag a friend", but when using the app got confused with the concept of                   | read each page, likes the arrow to show exactly where the icon is "these arrows are awesome" | Colors too strong, more muted - distracting, tutorial should be first time only                                 | N/A   | Approve on right side with reject on left side, should explain the flame and search icon. Could show the whole screen instead of snippets with colored background, doesn't like the cropped screenshots. Fun colors but could do more branding. | N/A   | Looked at arrows mostly, skimmed it. "that's what people usually do. Could number the tutorial pages. Quick enough not too wordy" Didn't remember sequence but that didn't matter. Didn't know what the flame was. | 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.   | Need feedback for completing the invite. Did the invite send? No notification was given.   | 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.   | take a picture or post? + to 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                            | "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)<br>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"  | 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. | stretch for the camera icon on phone, Instagram has it on the bottom.  |
| Send the photo to a friend (posting)       | 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. | N/A  |
| 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  |  |   |   |   |   |  |  |  |

<https://drive.google.com/file/d/15TUkUZ8zQyKQdgrsm9B2cs26Iosqp3GU/view?usp=sharing>



# Recommendations

## Register for a new account

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

## Tutorial/Onboarding

- No need to switch order of approve & reject as the order of these buttons maybe potentially yield null results. The majority of our users use iOS so we can cater to the design of that 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

## 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



# Recommendations for PV

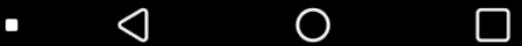
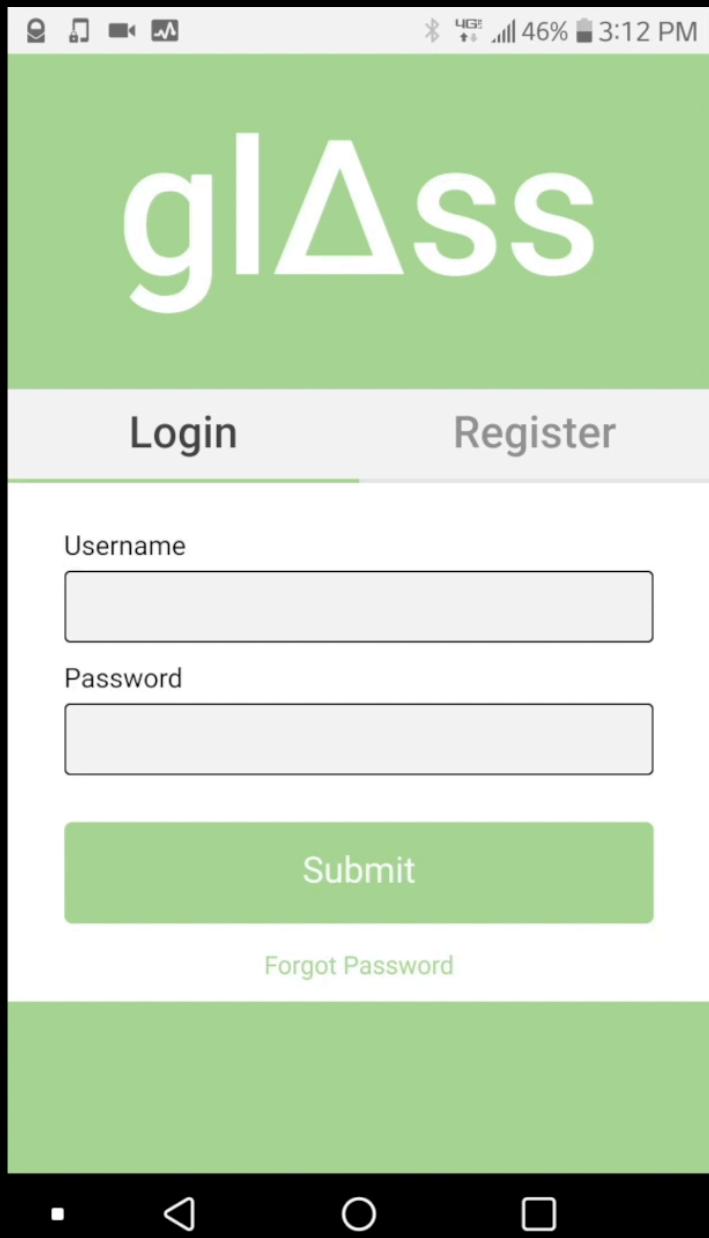
## **Picture feature (capturing and sending for approval)**

- make it clear that a photo was taken successfully (Instagram "send to")
- preview post before sending
- fix the wording of the instructions
- need indication that a draft is pending approval, visually grey it out or a secondary color
- need an ability to close out/exit incase the post is wrong before it's sent for approval
- Change the instructions to 'select a friend'



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# Next Steps

- PV – finish High-Fidelity Prototype & usability Test
- Release PV update
- Next sem compare App Analytics – hypothesis testing
- Summative usability testing both released features
- Finish style guide
- Firebase funnels & user snapshots – improve analytics
- Market research / POC



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# Iterate, build, measure, pivot until....

We get 1 million users!



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To see the funniest posts on Glass...



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