LIGHT
BUILDER

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Project Description

"The Wabash Lights is a site-specific light installation on the underside of the Wabash Avenue elevated train tracks in Chicago's loop that will transform an iconic piece of Chicago infrastructure into a canvas for a dynamic, interactive experience, serving as a catalyst for a re-energized Wabash Avenue." - The Wabash Lights

After a successful Kickstarter and beta trial run, our group (DePaul University) has been collaborating with Table XI and The Wabash Lights. Through this project, we have created a hi-fidelity mobile application Axure prototype called, "Light Builder," where users can personally control the light displays by directly inputting their own videos or customizable light shows into the queue. With this mobile application we have also created a "Conceptual Prototype," which is a short promotional video that gives potential users an inside look into Light Builder.

The Wabash Lights Project Outcomes

- A safer, better-lit downtown
- Create a piece of art that unites the city
- Connects parts of Chicago: Millennium Park, Theatre District, and the Riverwalk
- Boost existing and attract new businesses
- Raise the profile of Wabash and the Loop
- Put Chicago back in the global spotlight for public art
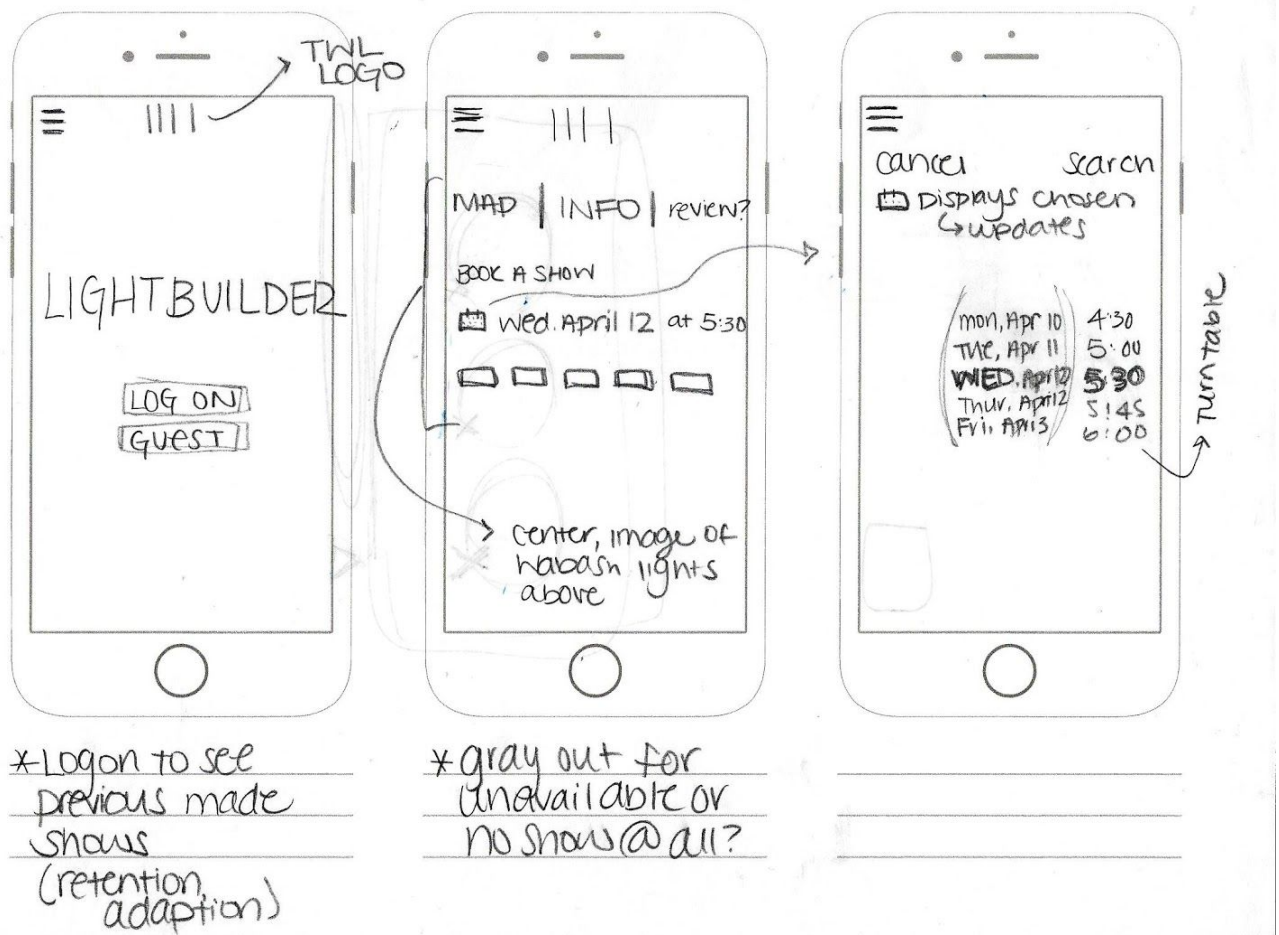
Inspiration for Axure Prototype

Our main inspiration was drawn from the OpenTable mobile application. We liked this example for a few reasons:
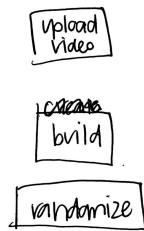
- Its minimal design
- Identifiable to OpenTable's Desktop Website
- Simple click of a button (we wanted to mimic the idea for our Light Builder Users)
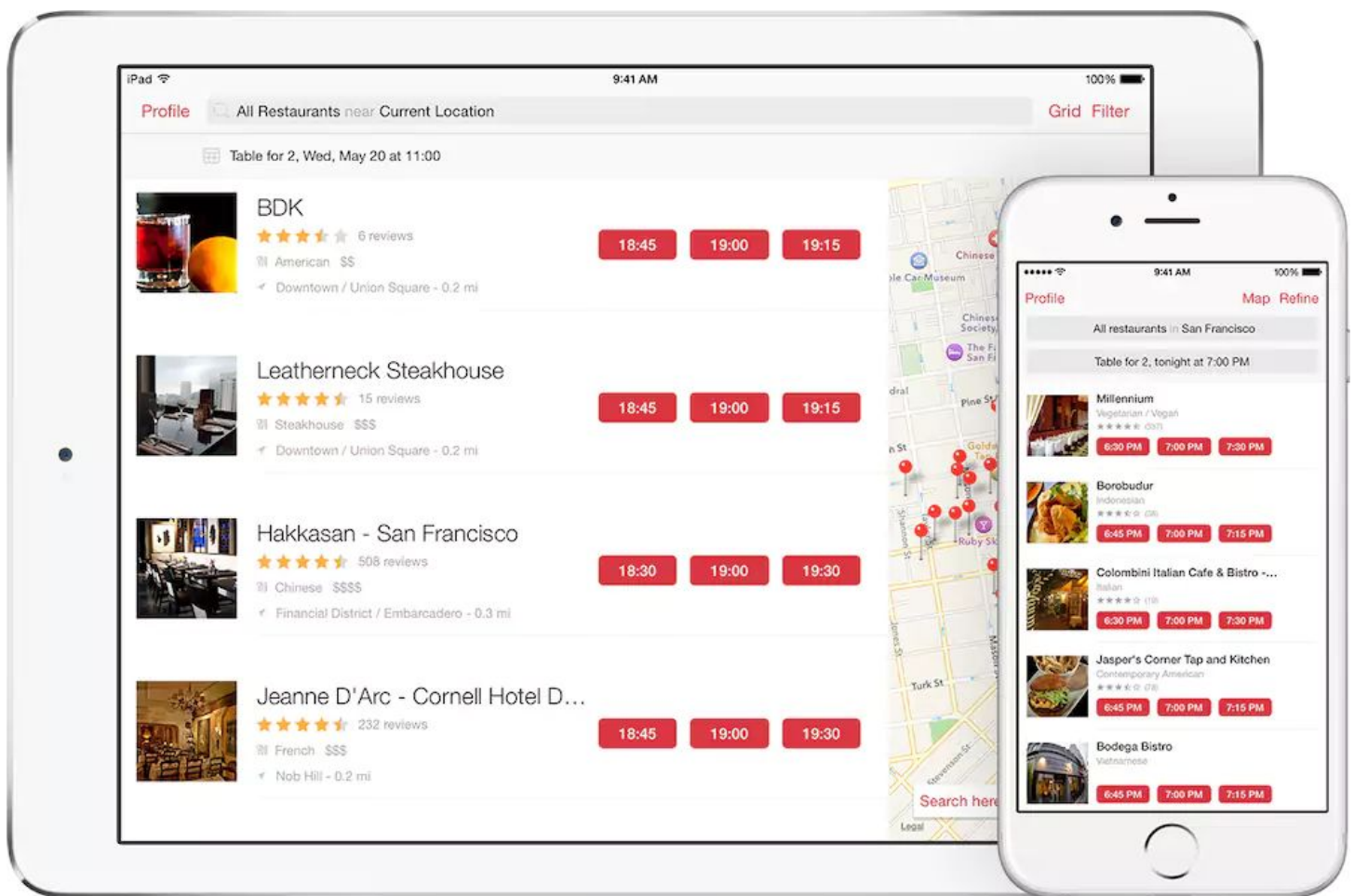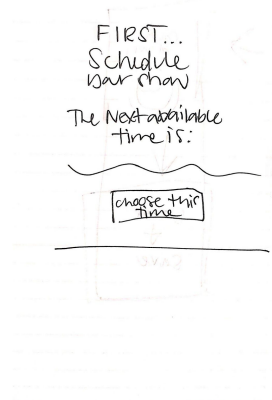
Sketches for Axure Prototype

After inspiration, we went to the drawing board. Clearly, things change over time (especially around user testing), but we wanted to get a clear idea of what our framework would look like and how the design would be.

TWL LOGO

LIGHTBUILDER

LOG ON
GUEST

*Logon to see previous made shows (retention, adaption)

MAP | INFO | review?

BOOK A SHOW

📅 Wed. April 12 at 5:30

center, image of wabash lights above

*gray out for unavailable or no show @ all?

Cancel   Search
📅 Displays chosen
   └ updates

mon, Apr 10   4:30
TUE, Apr 11   5:00
WED. April2   5:30
Thur, April2   5:45
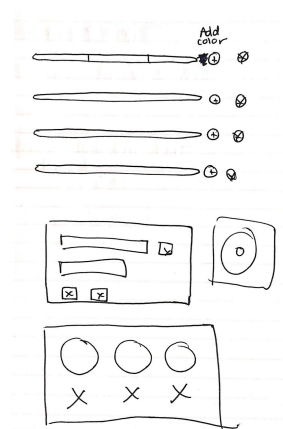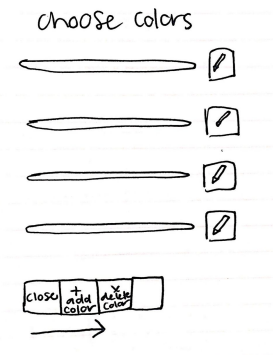Fri, Apr13   6:00

Turntable

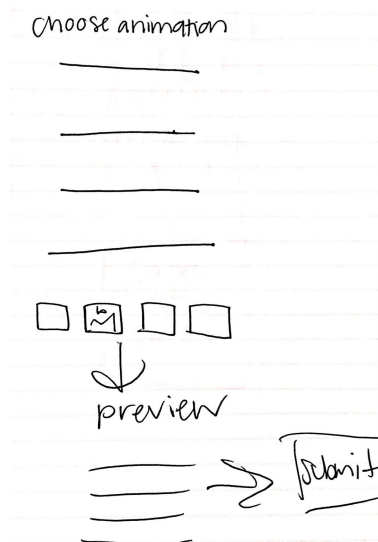Proposed new verbiage of home page options

Next, user is taken to a screen to schedule their show

Next, user is taken to a screen to choose and/or edit their show colors

Another candidate design for the color selection page (edit buttons are different and slide out with options when selected)

Next, a user is taken to a page to choose an animation - they select from an option below and the animation shows up on the bars above. Next, they're taken to a preview page with an option to submit their show.
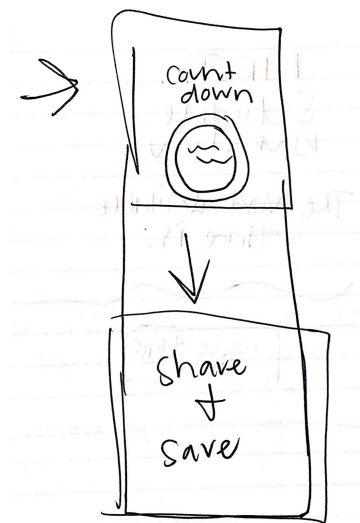
Early design sketch of countdown concept users would be taken to a separate page to share and save their show afterward

Style Guide for Axure Prototype

LOGO

LIGHT

BUILDER

PRIMARY COLORS

| RGB# 34B44A | RGB# 007D80 | RGB# AA509D | RGB# EC3593 | RGB# 000000 | RGB# FFFFFF |

TYPOGRAPHY GOOGLE QUICKSAND

HEADING
LINK
Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!?@+-1234567890
abcdefghijklmnopqrstuvwxyz
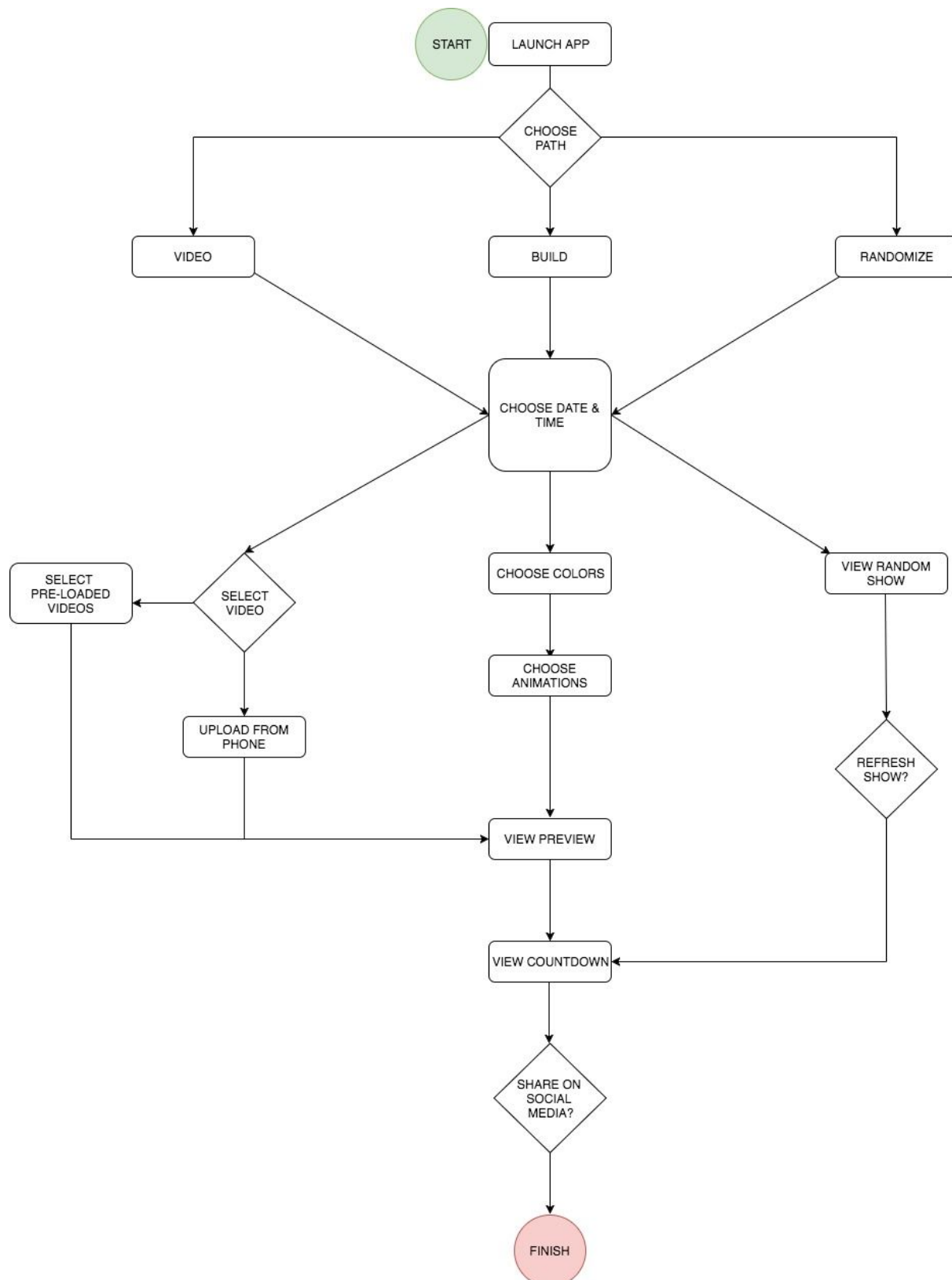**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
!?@+-1234567890
abcdefghijklmnopqrstuvwxyz

BUTTONS

BUILD

NEXT

Flowchart for Axure Prototype (Original)
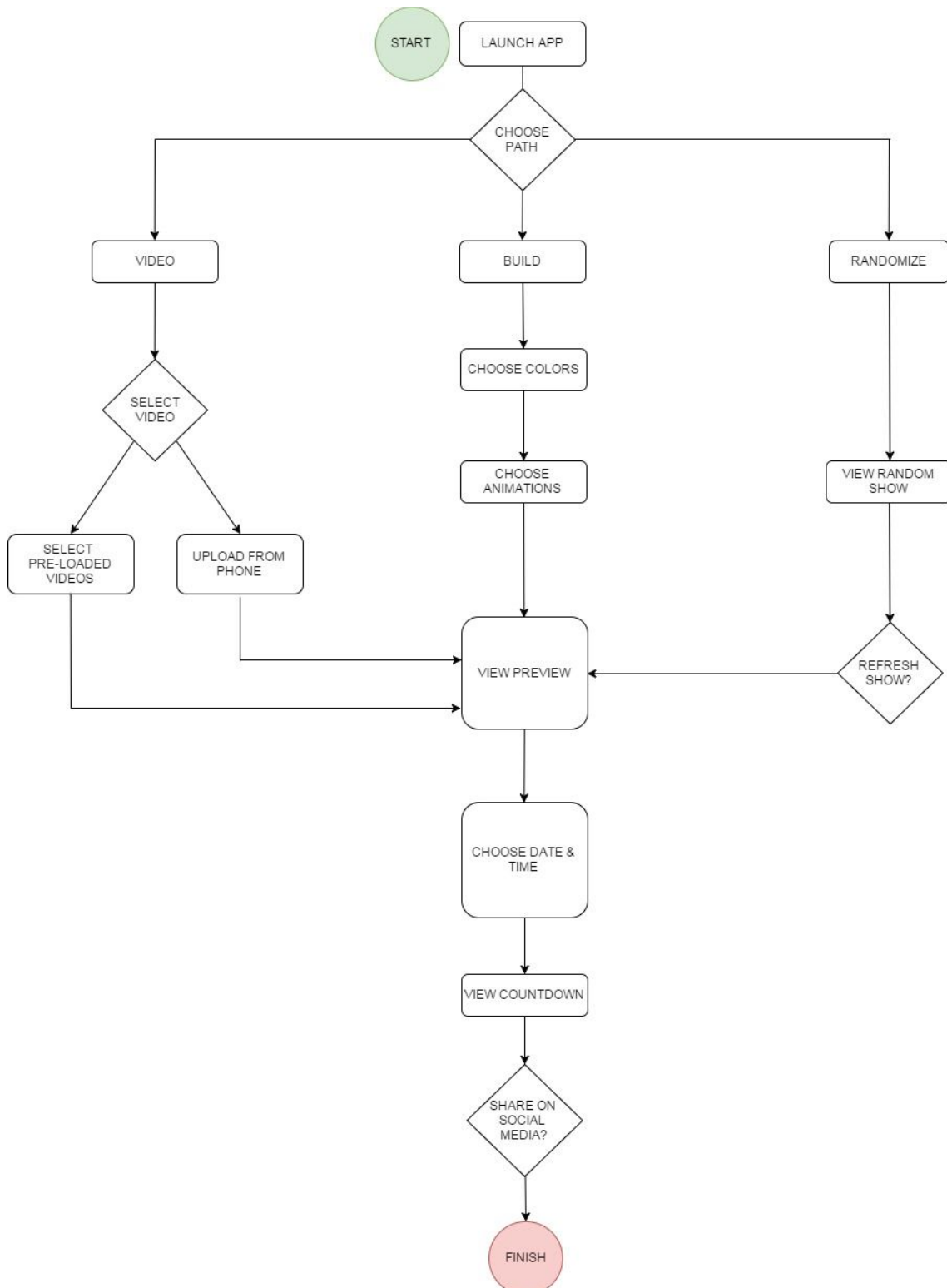
In this original version, the user is asked to schedule their show before creating a show.

Flowchart for Axure Prototype (Revised and Final)

In this revised version, the user creates their show first and then schedules it prior to submission.

Usability Test Results for Axure Prototype

Three total rounds of user tests were conducted. These are the main findings.

First Round of Testing:

Action/Comment: *User clicks on video option*. "Thought it was a video about The Wabash Lights."
Problem: User did not assume that she could upload her own video and see it on the lights.
Solution: This was fixed by allowing a preview after selecting the option so users could get a better understanding of what the option was.

Action/Comment: "[Selecting 2 Colors] The circles are very rudimentary. You should possibly change the shape."
Problem: The first iteration for the color selector under "build" looked very rudimentary to some users.
Solution: We changed the design into a gradient bar to make it look more upscale.

Second Round of Testing:

Action/Comment: *User stopped after clicking video. Didn't understand why she was brought to the scheduling page.*
Problem: Originally, the flow chart was that the user would select their option first and then schedule their light show to save time in case the next available light show wasn't for a while.
Solution: We decided to change the flow chart (scheduling the light show after building their light show) due to a lot of confusion from multiple testers.

Action/Comment: "More information about The Wabash Lights or what the app does needs to be featured."
Problem: Not enough information was given on how this mobile application was in connection to The Wabash Lights.
Solution: Information icon was added along with a promotional photo of The Wabash Lights on the home page.

Third Round of Testing:

Action/Comment: *User was asked to select [2] colors* "I didn't know I could select up to two colors per bar." User suggested that we reword the color selection screen.
Problem: Directions were not clear enough.
Solution: Changed up simple wording. For instance: "Select Yours Colors" was changed to "Select 2 Colors Per Bar."

Positive Feedback:
- Received multiple positive comments on the progress bar
- Countdown was well received
- Information button was easily recognized and used
- The mobile app was identifiable to The Wabash Lights

Axure Prototype "Light Builder" Link

http://x09leb.axshare.com/

Previous Iterations of Axure Prototype

Iteration #1: http://bqexys.axshare.com
Iteration #2: http://u07rsr.axshare.com
Iteration #3: http://yii3b1.axshare.com

Storyboard for Conceptual Video Prototype

Usability Test Results for Conceptual Video Prototype

Main Findings

Our conceptual video prototype was meant to give an inside look on what our mobile application, "Light Builder," was all about. For instance, before one downloads Light Builder, they can view the conceptual video prototype and see what the main use of Light Builder was for.

Through our usability test results (linked below), we received mostly positive feedback; users were excited about the opportunity to take part in the art installation and interact with the lights.

Testers enjoyed:
- The idea of interacting with a public art piece
- Thought it would be fun to possibly collaborate with friends and family
- Found that it was easy it use
- That it was something to create on a larger scale
- Scheduling in advance

Some suggestions in the conceptual prototype included:
- Indicate how long a light show might last
- Include preset color themes
- Include a "featured show" featured to see what other users are creating/planning
- How do I find out where to get the application?
- Can scheduling be more instantaneous?
- How do I know if the light show is mine if they all look similar?
- Can they include a seating area to encourage people to spend time there?
- Several participants commented that they would likely *not* be frequent/return users
- Will there be WiFi accessible so users don't have to use data to download the application?

Complete Usability Test Results

1. https://drive.google.com/open?id=1IytMykpCeZrNQQ7vLrUHS-Vcghe1B_IXj894Ol9mDpg
2. https://drive.google.com/open?id=1bP4LCQ4MQoX50mnKcg_QerjvvTkmHDyheSz2pNKRMvs
3. https://drive.google.com/open?id=1et5iD5u8wh-uOL76pN0aR8BINom8ObhA1HygUw0nwFY

Conceptual Video Prototype Link

https://youtu.be/M9aK03o7yv4