

Level Up

Lo-fidelity Prototyping + Usability Testing

Team Intro



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Interaction



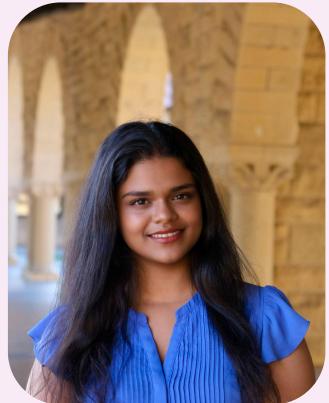
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Level Up

Build Human Skills One Experience at a Time

Level Up

Problem

Young people often **struggle** to develop essential **human skills** needed for career growth, leading to **stress** and a **lack of direction** in the career search process, as these skills are not usually taught in a traditional classroom setting.

Solution

Our solution **breaks down** the challenge of building human skills into manageable, **engaging tasks**. Through daily experiences, users steadily "Level Up," developing essential **career enhancing skills** and **tracking their progress** over time.

Outline of Tasks

Simple

Wants to **access** a new task

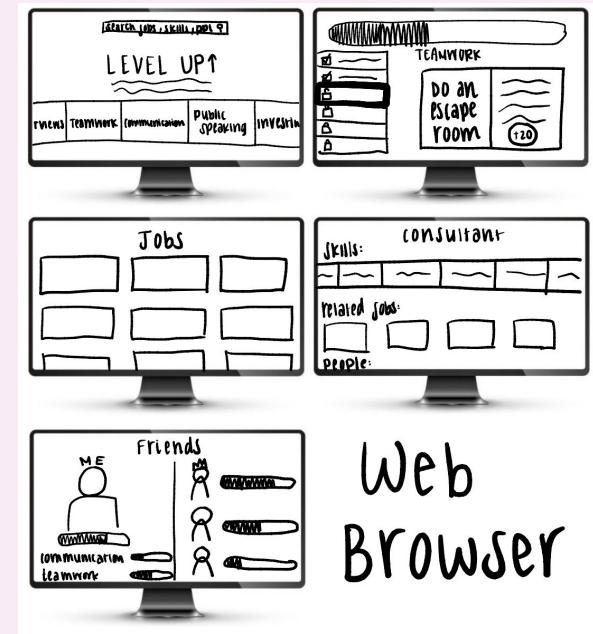
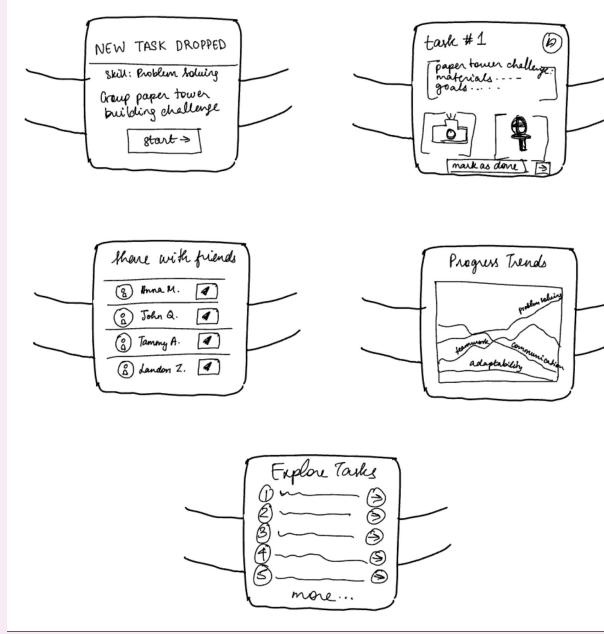
Moderate

Wants to **track** personal progress over time

Complex

Wants to **compete** with friends

Sketching Modalities

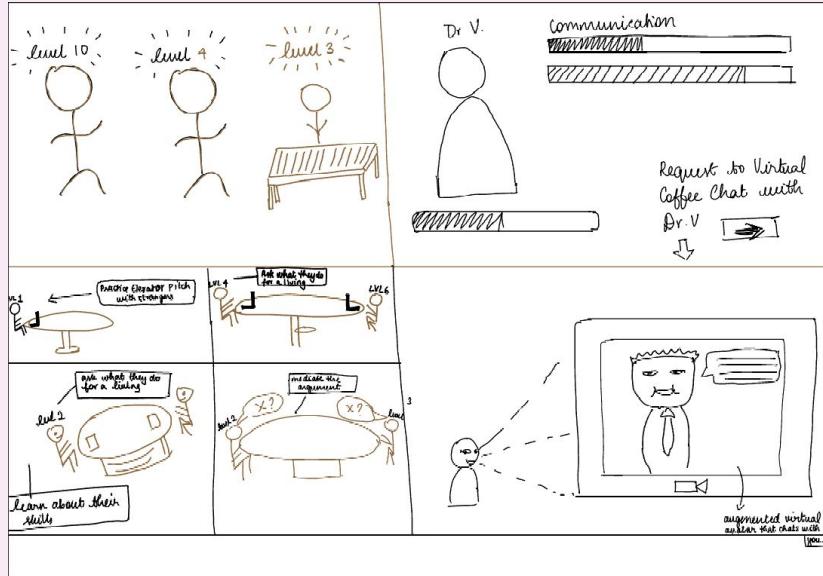


Mobile App

Apple Watch

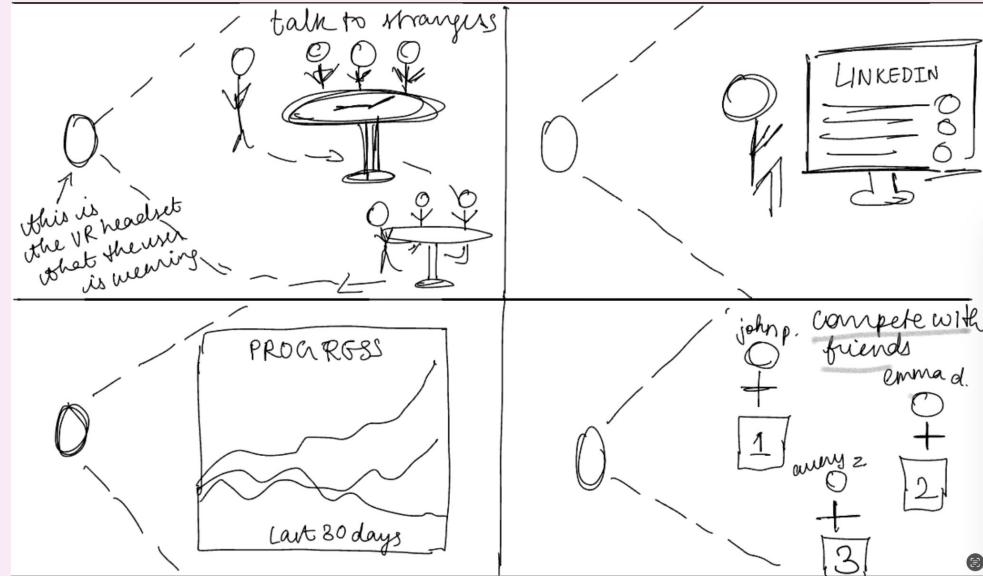
Web App

Sketching Modalities



*Brown outline represents real object/people and black represented augmented visuals

Augmented Reality



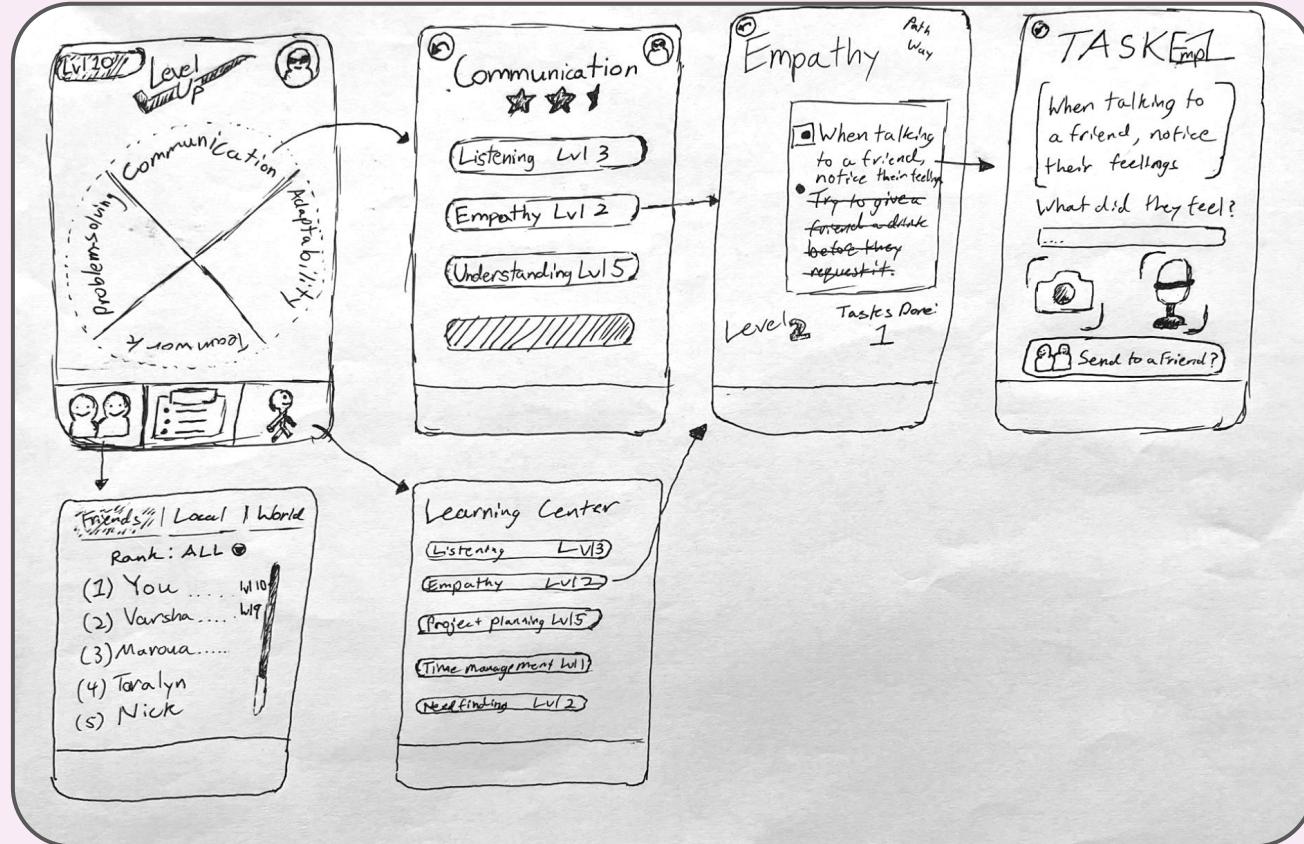
Virtual Reality

Top 2 Realizations + Key Screens

Mobile App

Augmented Reality

Realization #1: Mobile App



Realization #1: Mobile App

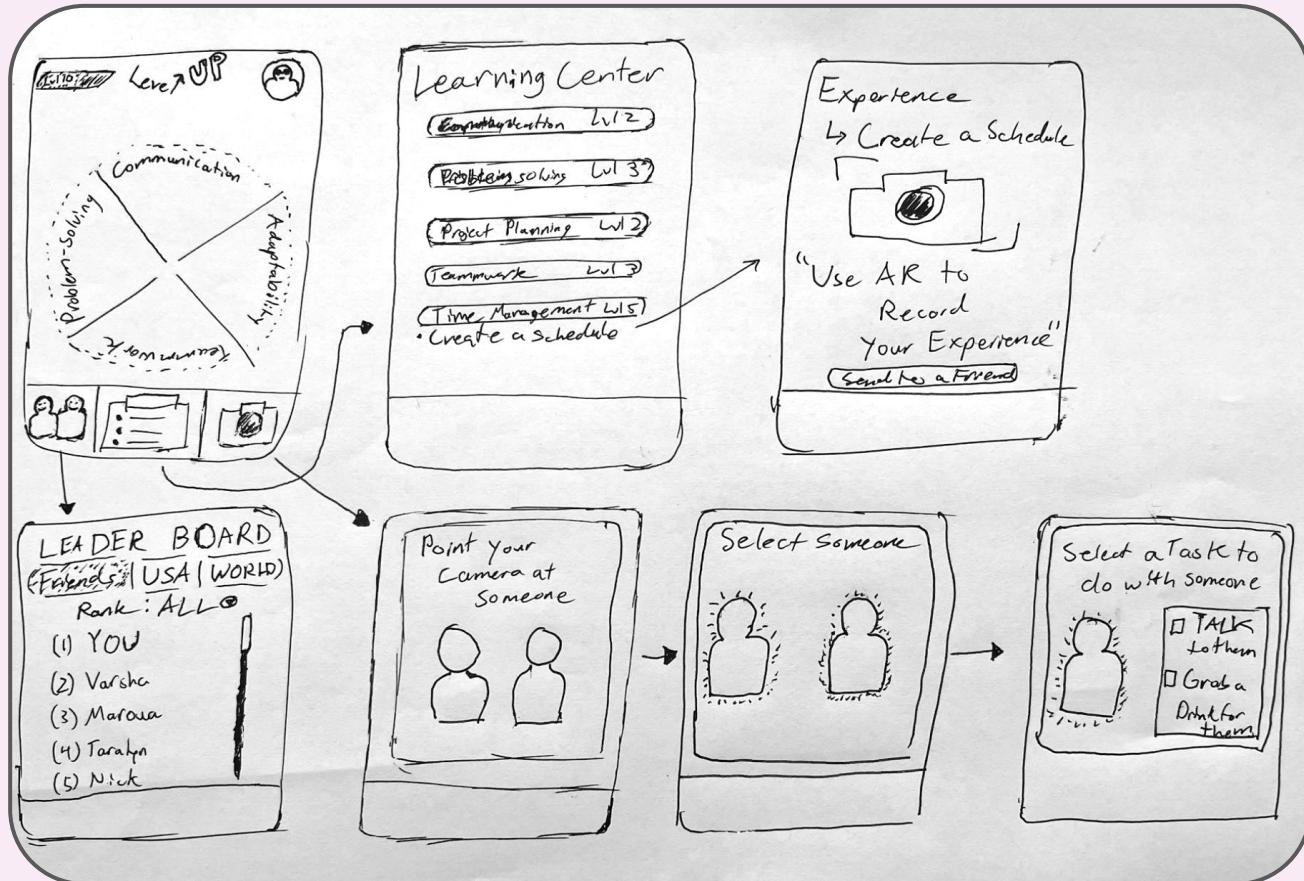
Pros

- Mobile dimensions **highlight essential features** without overloading users, making it **visually accessible** and **clear**.
- Aligns with the heavy mobile usage of students and early career professionals, signalling **higher accessibility** and **adoption**.
- Supports notifications and reminders, which **increases user engagement** and **encourages task completion** in real-time.

Cons

- Format may feel **overused** or less engaging due to overcrowded app market, risking our app getting lost in sea of other apps.
- Potential **disconnect** between accessing tasks and performing them which may lead to **decreased engagement** and **task completion**.
- Users with older devices or limited storage may experience **performance issues**, reducing **accessibility** and **adoption**.

Realization #2: Augmented Reality



Realization #2: Augmented Reality

Pros

- AR **enhances accessibility** by allowing users to **interact** with scenarios they might not otherwise experience.
- The inbuilt **visual engagement bridges the gap** between interaction and task completion, making the experience **immersive and boosting engagement**.
- Real-time feedback supports **active participation**, supporting our "learning through experience" approach and adding a "cool" factor that resonates with users.

Cons

- This format requires users to point their device constantly, which may feel **inconvenient or unnatural**.
- AR's **unfamiliarity** might lead to **skepticism**, making some users hesitant to try it.
- The format can be **confusing**, as what users see through the screen isn't visible to others, potentially causing **misunderstandings**.

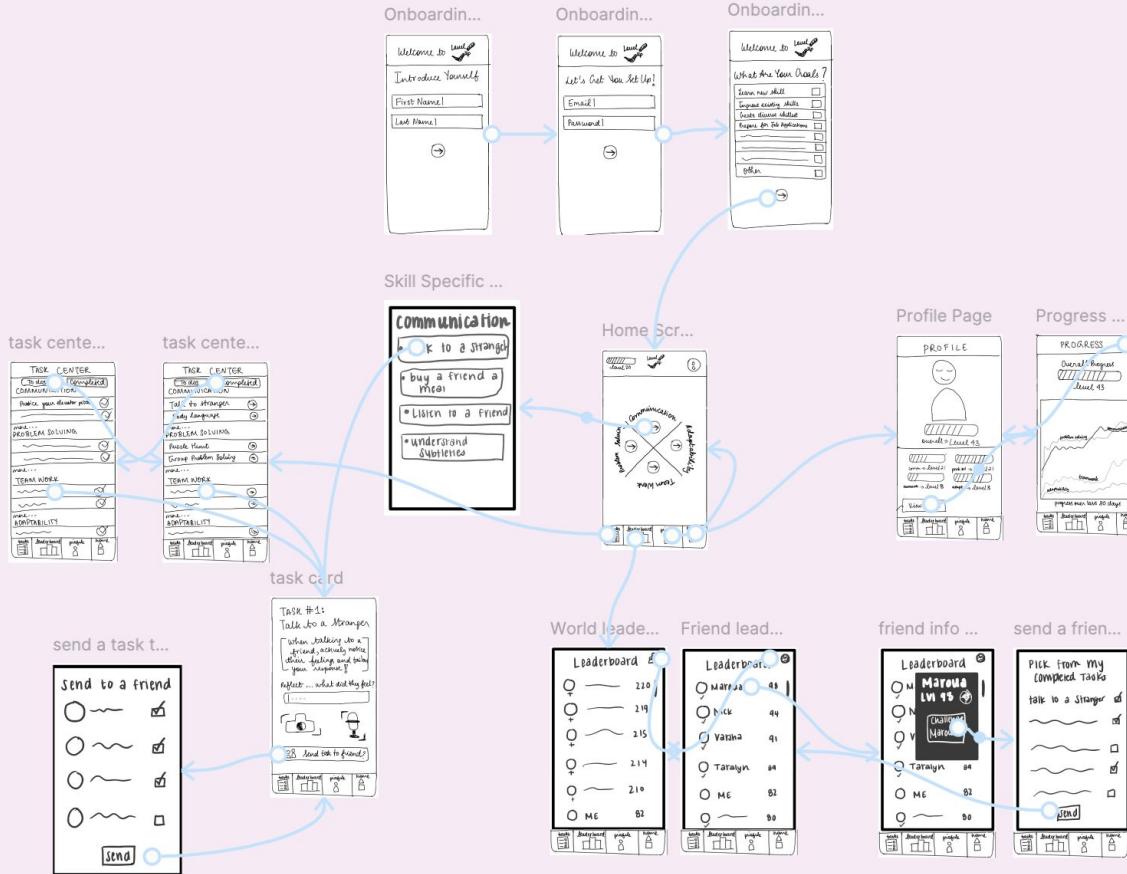
Selected Interface & Rationale

Mobile App

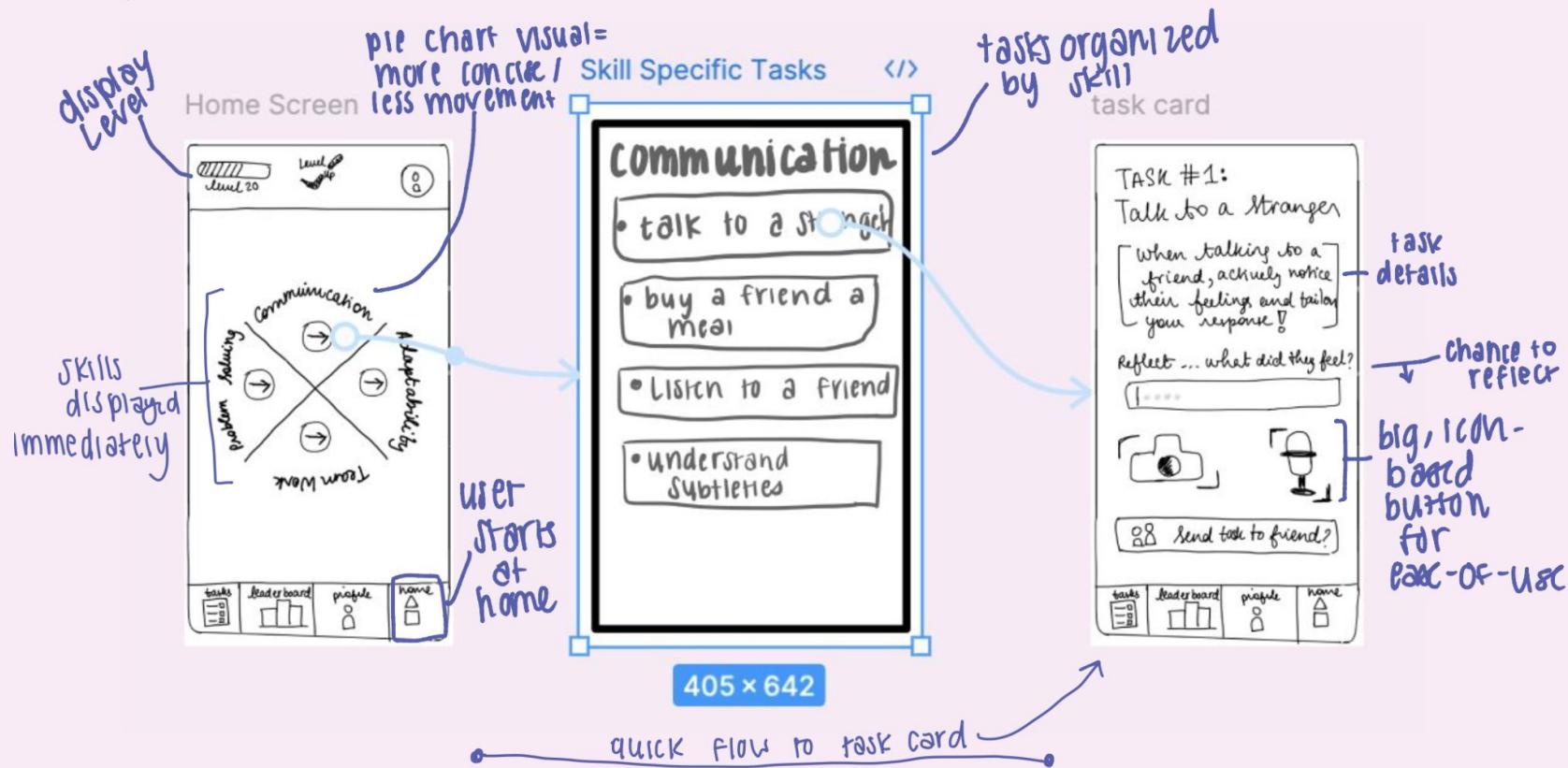
- We want users to **interact** with *Level Up* in their daily lives to **motivate** them to **build their human skills**
- We want users to **seamlessly integrate** *Level Up* into their daily routines, using **hands-on experiences** to build human skills without being distracted by the medium's complexity.
- The mobile app modality ensures **easy access** to all features—completing tasks, sharing with friends, and tracking progress—making skill-building more **intuitive** and **engaging**.

LoFi Prototype & Testing Methodology

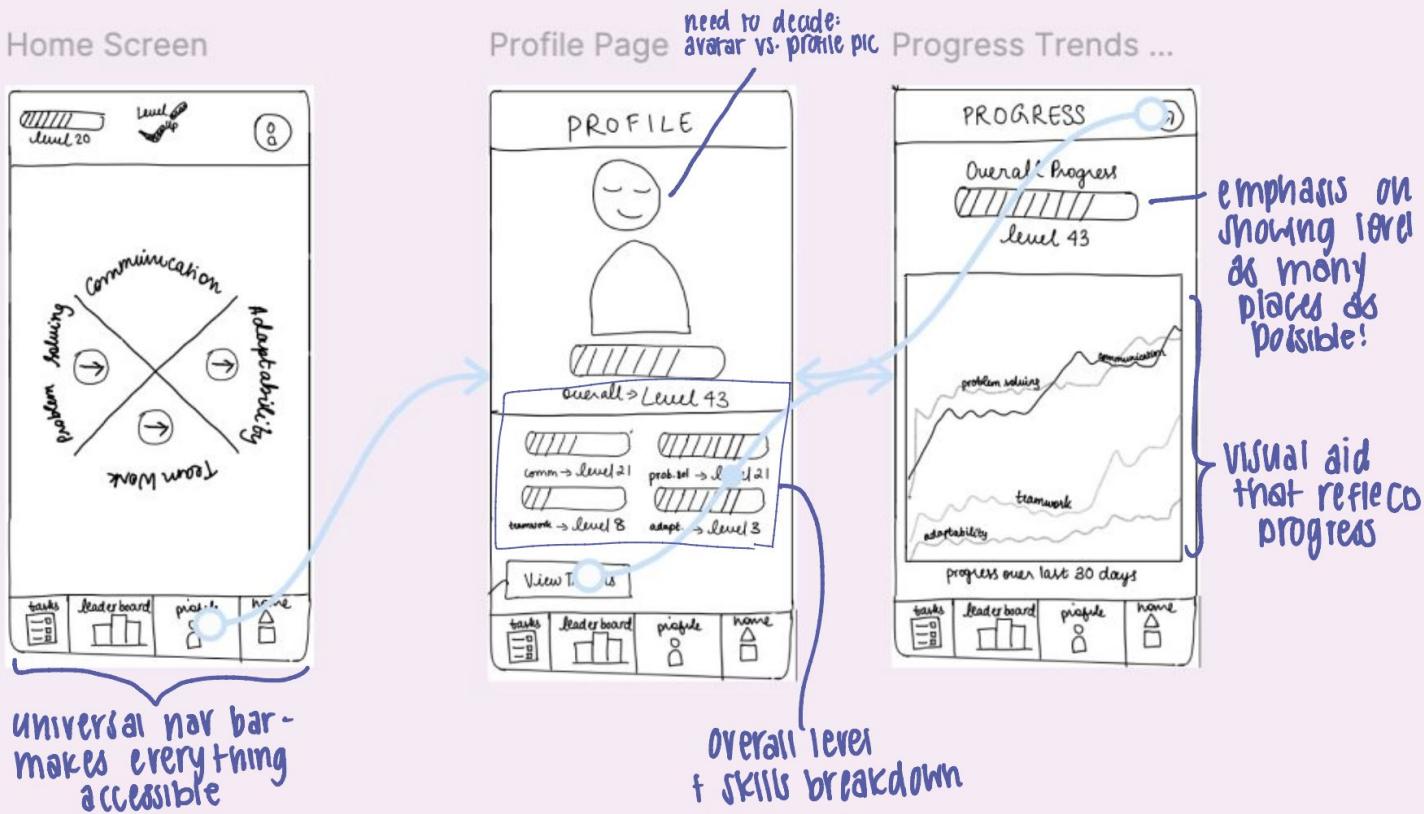
Prototype Construction / Overview



Simple Task Flow: access a new task

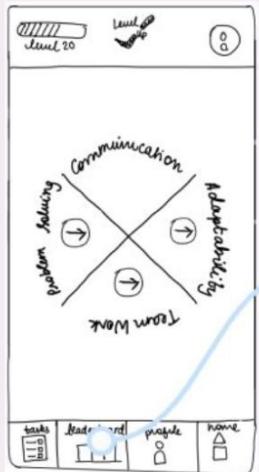


Moderate Task Flow: track personal progress



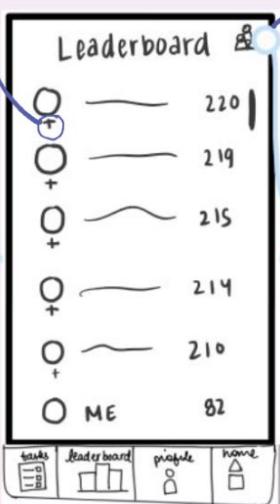
Complex Task Flow: compete against friends

Home Screen



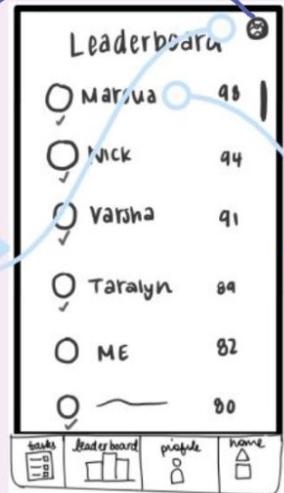
follow button

World leaderboard



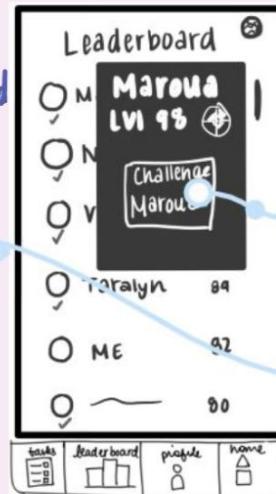
toggle between all users vs. just friends

Friend leaderboard



① leaderboard

friend info pop up



challenge friends by sending 7 tasks

send a friend tasks



Participants



Ashley



Taryn



Sarah



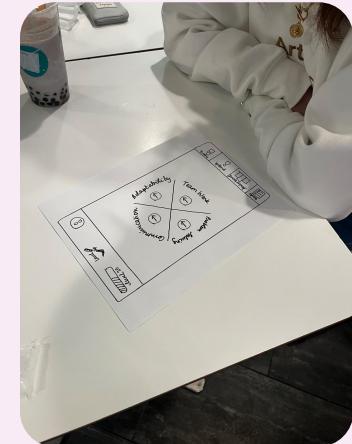
Yumna



Paarth

Environment and Procedure

- We drove to University Ave in Palo Alto and set up our prototype in Pizza my Heart, T4, and Salt n' Straw
- We recruited our participants by walking up to them and asking for 5-10 minutes of their time
- We explained the app concept and who we were
- We did not compensate them



Our Roles



Initiator



Timer



Narrator/Computer



Notetaker



Usability Goals

- **Efficiency**
 - One goal is to **lower the barrier** and efforts needed to complete tasks and build skills
 - Navigating our app should be **easy** and **efficient**
- **Enjoyment**
 - The novelty of our tasks and the concept as a whole is that it is **“bite-sized”, easy, and fun.**
 - If users must enjoy the time spent on the app, they will be motivated them to do more tasks and use the app more

Key Measurements

- **Time it takes user to get through a full task flow**
 - Simple
 - Moderate
 - Complex
- **Post-test ratings (1-10)**
 - Overall flow of app
 - Interface and aesthetic
 - Overall enjoyment of this experience and the app's concept

User 1: Ashley @ T4

Measurements

- **Timing**

- Simple: 17s
- Medium: 30s
- Complex: 19s

- **Post-Test Ratings**

- Flow: 8/10
- UI: 8/10
- Overall Enjoyment: 6/10

Comments & Insights

- Noticed the send a friend button on the task description screen while doing the simple task
- Very quick with each task
- Did not know you could send multiple tasks to a friend through the leaderboard
- “I am pretty tech-savvy so I think older people would struggle to use this properly.”
-

User 2: Taryn @ T4

Measurements

- **Timing**

- Simple: 25s
- Medium: 31s
- Complex: 15s

- **Post-Test Ratings**

- Flow: 7/10
- UI: 6/10
- Overall Enjoyment: 7/10

Comments & Insights

- Likes the dashboard, very easy to get to home
- Home screen was confusing, did not know if the buttons did anything
- Main appeal is the leaderboard, does not see much reason to use this app otherwise
- “Woah that’s surprisingly a lot of words”

User 3: Sarah @ Pizza my Heart

Measurements

- **Timing**

- Simple: 4m 22s
- Medium: 16s
- Complex: 56s

- **Post-Test Ratings**

- Flow: 7/10
- UI: 10/10
- Overall Enjoyment: 7/10

Comments & Insights

- “I want to get a sense of the navigation bar first and foremost”
- Was confused on the task list and didn’t know she had to click *into* a specific task to access the card
- “I’m not really sure what I would type in the reflection bar, or if I would use the camera and mic”
- Never figured out how to access the friends leaderboard

User 4: Yumna @ Salt n' Straw

Measurements

- **Timing**

- Simple: 1m 29s
- Medium: 1m 28s
- Complex: 8s

- **Post-Test Ratings**

- Flow: 9/10
- UI: 4/10
- Overall Enjoyment: 6/10

Comments & Insights

- “Looking at this task list is very overwhelming... it makes me want to close the app” *proceeds to leave this screen*
- On task card, doesn’t know what to add a photo of
- “I like how I’m level 43... it feels rewarding!”
- Took awhile for her to find metrics screen even though button was right there
- Never figured out how to access friend leaderboard

User 5: Paarth @ Pizza my Heart

Measurements

- **Timing**

- Simple: 51s
- Medium: 21s
- Complex: 31s

- **Post-Test Ratings**

- Flow: 8/10
- UI: 10/10
- Overall Enjoyment: 9/10

Comments & Insights

- Studied the home screen for awhile, and took him a long time to finally click on communication
- Was VERY excited to see the *subtleties* task on the list
- Did not engage with camera or recording after “doing” task
- Found personal metrics button very easily
- Never figures out how to access friend leaderboard

Implications & Design Changes

Key Findings	Implications	Design Changes
<p>Key Finding #1: <i>Home Screen was confusing and did not have a clear purpose</i></p> <p>Most users did not click the main buttons to go to the tasks screen.</p>	<p>Implication #1: <i>Home Screen needs to catch the user's attention/be intuitive</i></p>	<p>Design Change #1: <i>Make Home Screen intuitively interactive and fun</i></p> <p>We will emphasize the buttons on the home screen and make them feel satisfying to click.</p>
<p>Key Finding #2: <i>Task List was overwhelming at first sight</i></p> <p>Some users said that they would get stressed and shut down the app. It feels like a chore.</p>	<p>Implication #2: <i>Task list is not encouraging users to build human skills</i></p> <p>Tasks were not pleasantly presented, there were too many at once.</p>	<p>Design Change #2: <i>Clean task list and incorporate a daily challenge into the task list</i></p> <p>Give the user the freedom to explore the app and choose tasks while guiding them in the right direction by presenting one "challenge."</p>
<p>Key Finding #3: <i>Sending a task to a friend from the leaderboard was not touched</i></p> <p>Every participant sent a task to a friend through the option on the task description screen.</p>	<p>Implication #3: <i>Sending a task from the leaderboard is unintuitive and completely disconnected</i></p>	<p>Design Change #3: <i>Leaderboard and Friends List need to be separate entities</i></p> <p>We will focus the users to send tasks to their friends through their friend lists.</p>

Next Steps

Testing Told Us:

Implement at least Three Design Changes

1. Make Home Screen more intuitively interactive and fun
2. Clean task list and incorporate a daily challenge into the task list
3. Leaderboard and Friends List need to be separate entities

We will look for disconnects in features and functions that should be easily accessible.

- Take a “even my grandma could do this” approach.

Testing Did Not Tell Us:

The dynamics of a user going and doing a task and reporting it back to the app.

How a user would navigate through the complexities of real interactions.

If users were actually motivated to do tasks and build their human skills.

Appendix

Link to [Notes](#) (Sketches, Lo-fi, Testing & More)