2023

Design sprint rapport

ANCEP skal bidra til at Arne Næss' tanker blir gjort lett tilgjengelige for alle.

Her kan du teste din oppfatning av diverse dilemmaer. Man blir stilt spørsmål, og deretter velger man selv hva som riktig å gjøre i en gitt situasjon. Det er ingen svar som er riktig eller feil.

Start

Brussels

26.05.2023

Innholdsfortegnelse

Introduction

This document contains our reflection on the processes that took place during the Design sprint. This contains the different steps for each day and includes documentation of how we designed our initial idea, prototype, and how we executed our user tests.

Day 1

The first day of the sprint was an intensive, and a fun introduction to the Design sprint. We managed to complete all of the tasks required to fulfill day one. Starting with "HKV" (How can we) gave us a good understanding of what we should focus on, but also gave us some additional ideas in terms of what we want to focus on when we were solving our initial idea.

Before we started the Design sprint, we had an idea of what we wanted to develop, but we didn't know how we wanted to design it, and how the ideas were to be executed. The Design sprint helped us a lot in terms of further development of our idea and putting our effort into what we specifically wanted to focus on, which helped us a lot down the line.

1.1 Icebreaker

The Icebreaker task was mostly an introduction task, where we introduced ourselves and talked about our past experiences, both academically and personal work experiences. Some of us had already worked together on previous exams, while others had never worked with each other before. After completing the icebreaker, we felt more connected as a team and were ready to start the design sprint.

1.2 HKV - Questions
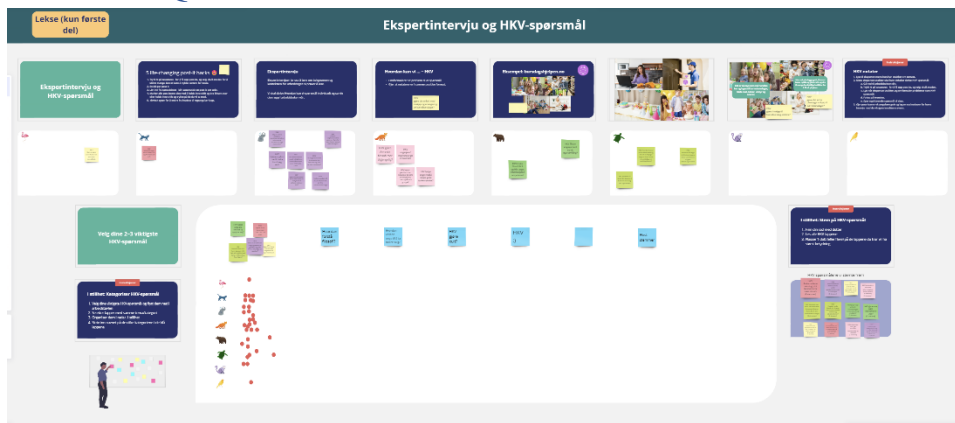
HKV – Questions task was a brainstorming exercise. First, we watched a 30-minute video from the Product Owner, where they loosely explained their vision of the application/webpage. Then we all wrote brainstorming notes on how we could accomplish the requirements from the PA. After our brainstorming session we all picked our 3 best notes and placed them on the main board. Then each team member voted on which notes we wanted to take with us further in the design sprint.
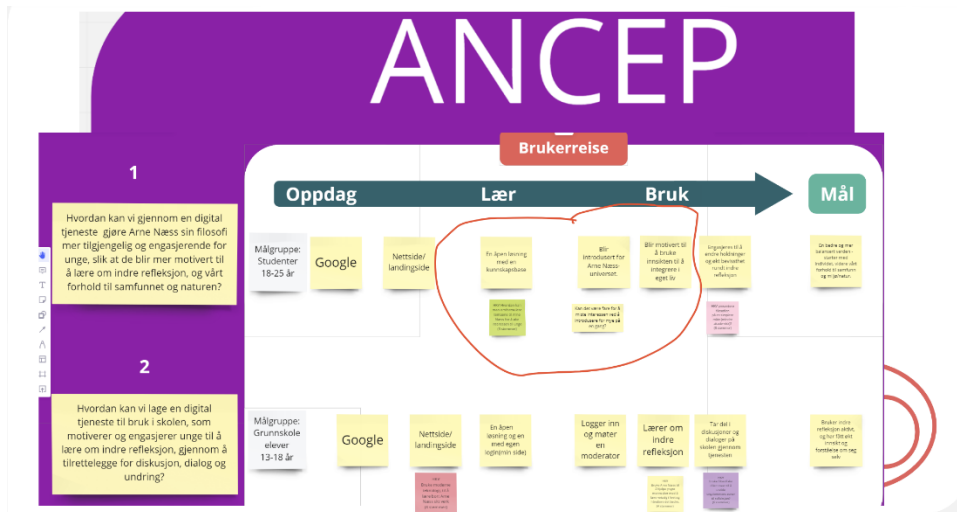
1.3 Long Term Goals
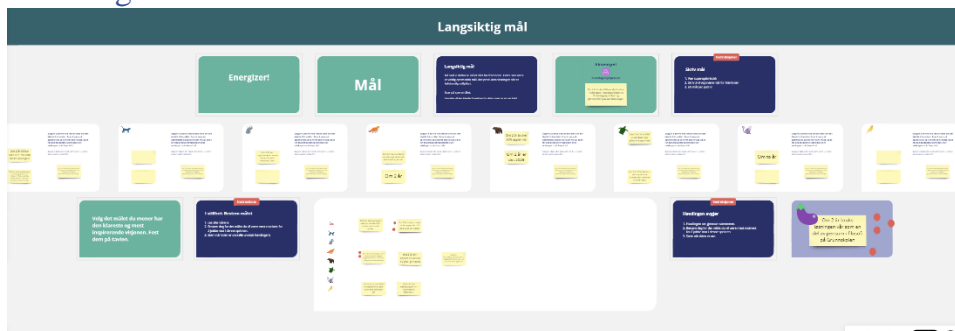
When creating long-term goals, we were told to be optimistic and think about what our product would look like in 2 years. As seen in the picture, we wanted our solution to be a part of the tools available when learning about philosophy in school. We also wanted to include Arne Næss in our product and help young people learn using his knowledge.

1.4 Sprint Questions
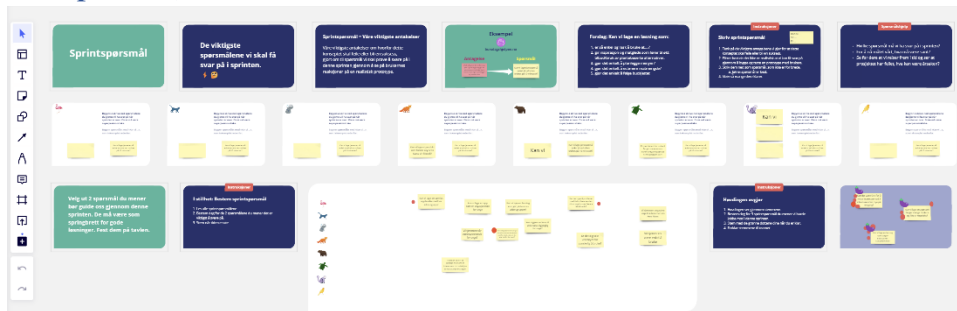
During the sprint questions we wanted to really focus on the important questions in regard to whether our product would be successful or not. After a lot of good input, we had a discussion and took a vote in our team which gave us the 3 most important questions to us. As our target audience is pretty young the questions were mostly about keeping their attention and creating discussion.

1.5 Focus Area

During this exercise we combined the previous work to get a wholehearted overview. The focus area consisted of HKV questions, long term goals and sprint questions. Our task was to narrow our focus even more and only include one sprint question and one HKV question. And use this focus point as a starting point for our concept sketch.

1.6 Demo
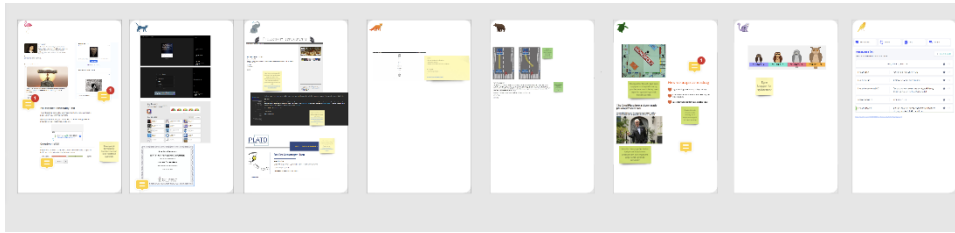
When doing the demo, we all individually started to investigate other products that we could get inspiration from. Doing this allowed us to think more about the concept of our solution, but we also found components we liked in applications that didn't have a lot in common with how we wanted our product to look like.

Day 2

During the second day we used the concept drawings from the previous day and decided as a group which ones we wanted to focus on. Later, we also decided on a user flow of how the journey should be from start to finish. The process was very educational on how to shorten the decision-making time, by silently choosing the one that looked the best individually. Based on these decisions we later tried to set up a storyboard of how we envisioned our final solution. The storyboard was filled with all of the design and functional components we envisioned, based on the decisions made during the earlier steps.
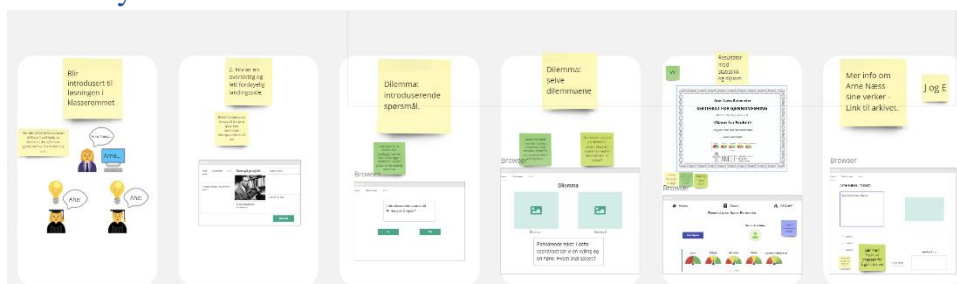
2.1 Concept drawings
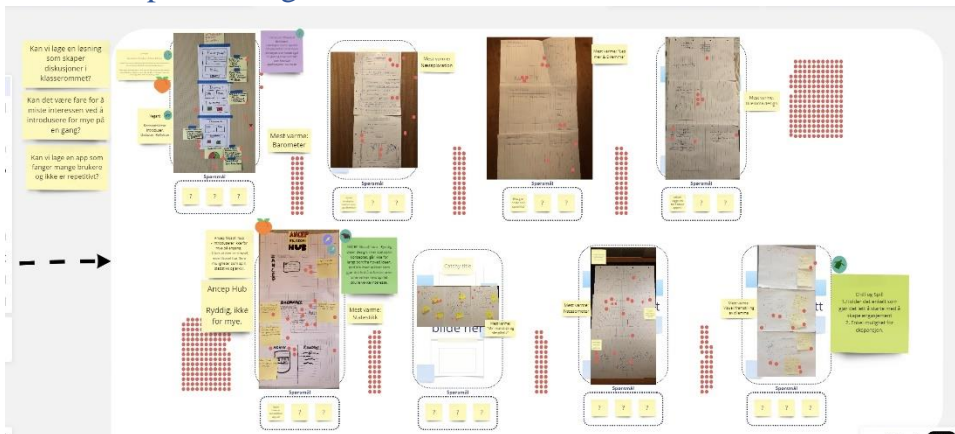
During this exercise we each made a model of how we envisioned the initial build of the product. The models contained visual drawings of the base visual design, and what the user experience should feel like. This exercise was done individually as a means to find a concept, we together could start working on as a group. The latter part of this exercise was to individually vote for the concepts we wanted to further delve into as a group.

2.2 User flowchart - Matrix
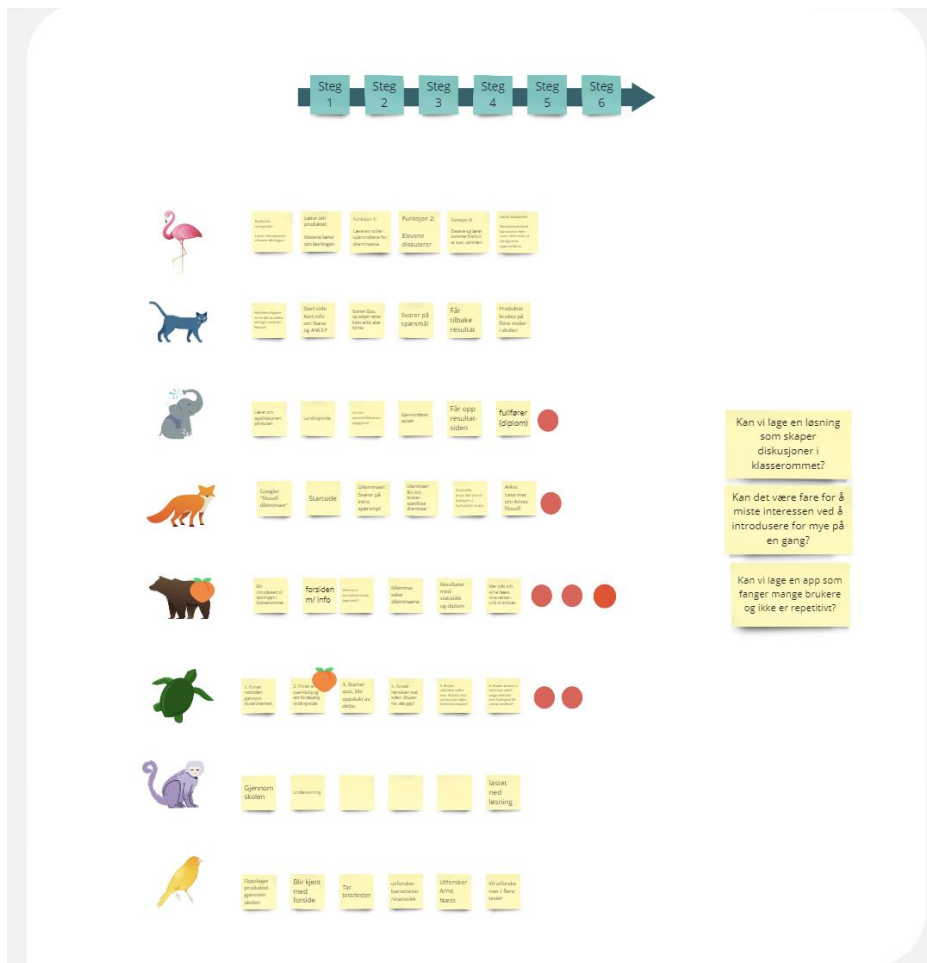
The user flowchart exercise was intended to help us identify the general user experience and journey we wanted for our application. During the user flowchart exercise each of us wrote a guide, on how we envisioned the user experience step by step. We each voted on the flowchart we wanted to implement in our solution.

2.3 Story Board

During the story board exercise everything we had worked on previously during this day was put together to create the first draft of the prototype. We initially began the exercise by looking at the agreed upon flowchart and concept drawing we had made earlier. We split into pairs and began developing each part of the storyboard.

Day 3

On day three we created the prototype based on our storyboard and the activities during the seminar. The plan from day 2 was well thought through and it made it easy to start creating a similar prototype. We used the sprint question about "trying not to overwhelm the user" and "trying to catch as many types of users as possible" as a mental note during prototyping. These were the two most relevant questions for this process.

We started by splitting up into groups of two to make mockups of the different storyboard boxes. Since no one in our group had used Figma before it took some time to get into the design process, but once we got more comfortable the workflow improved. When the initial work was done, we reviewed it collectively a-nd gave notes on each other's work. After that we started to narrow down what we wanted the design of the application to be. Initially our landing page looked like this:

3.1 Front page
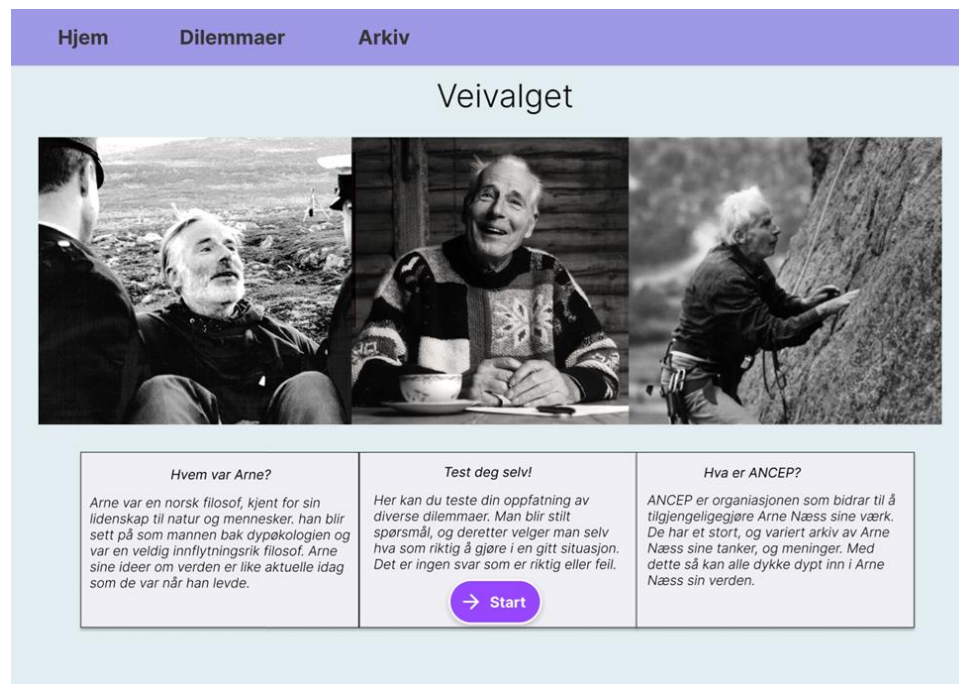
First draft: Front page

We weren't completely satisfied with the draft, but it served as a good starting point to build upon. We decided to split up the page into different segments to not overwhelm the user with information and create a more exploratory experience. With our "boring" background and black & white pictures, we felt that the site appeared "washed out". Since we have decided on a younger target audience, we decided to add more color and structure it differently. We also felt this was imported because of Arne Næss' childishness. After trying different compositions, we decided on this design:

End result: Front page

This allows the user to consume information bit by bit and decide for themselves which order they would like to explore our website, instead of showing them everything all at once. To make the pictures seem more vibrant we added a transparent overlay to give each part of the site a different feel.
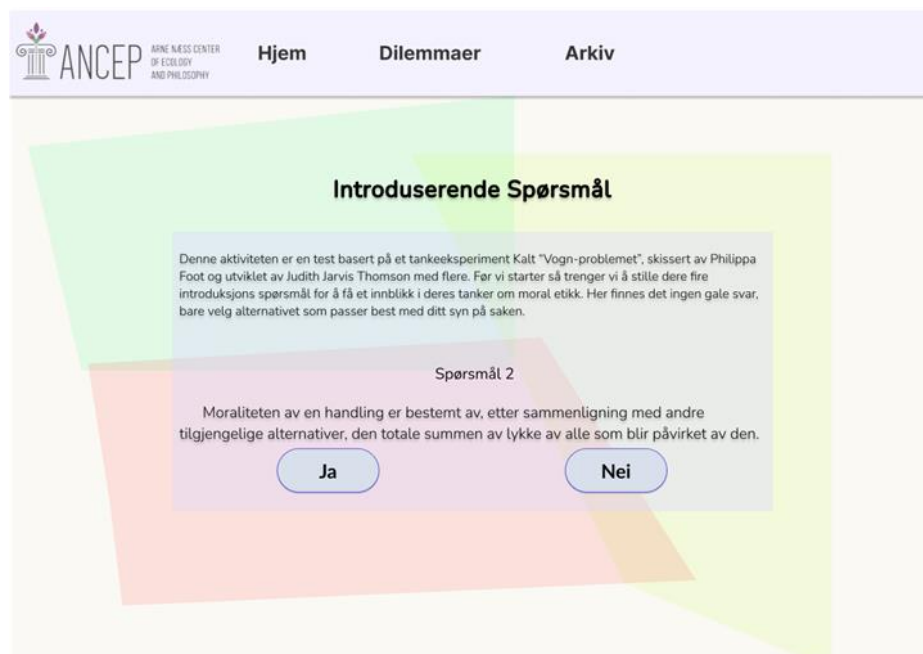
3.2 Introductory questions

When we made the design for the ethics game, we had a hard time trying to find the perfect design. We wanted the page to seem as clean as possible with no distractions so the ethical choices would be the entire focus. By dedicating the entire page to questions we had a lot of space to fill to make it feel both clean and colorful to make it appealing to the target audience. The early drafts looked like this:
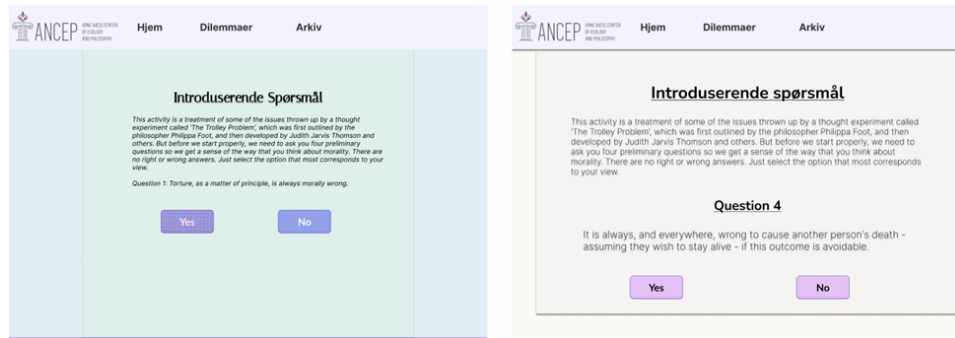
First drafts: Introductory questions

We tried playing around with different design choices without finding one we were satisfied with, but none of the drafts managed to capture the idea we wanted to convey. After some back and forth we decided less is more, and went for a simple, playful design we felt highlighted what we wanted to do and ended up on this design:


End result: Introductory questions

With this design we felt we managed to add some flair to the site without causing too much distraction. After the user test we also decided to make the questions larger and remove a lot of the text. There was some discussion about whether the buttons should be colors, but we were afraid it could lead the user to make certain choices.
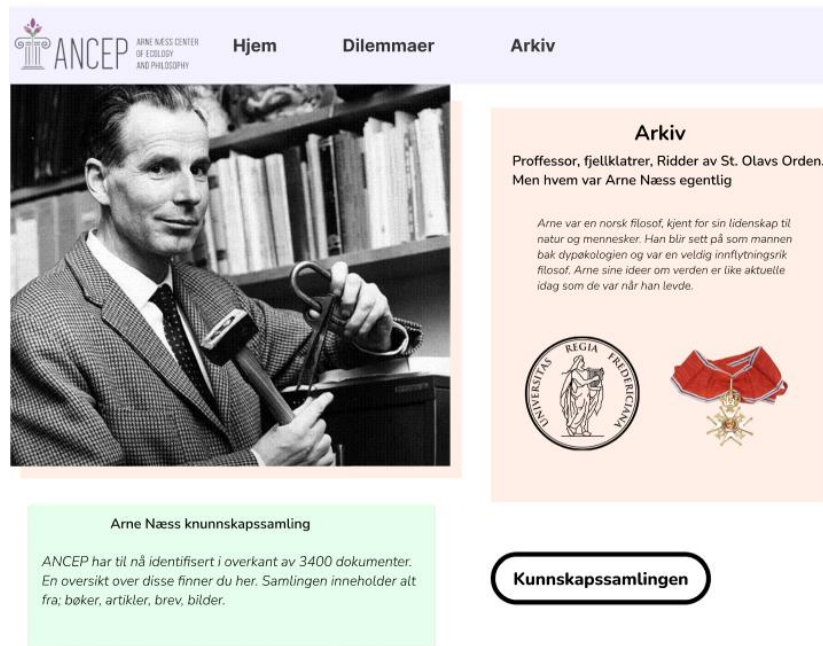
3.3 Archive

Since the main goal of our application was to teach our user about Arne Næss and his philosophies, we decided to have some sort of archive which highlighted certain aspects of his ideas. It felt natural to add a page explaining who Arne Næss is and what he stood for. The draft for our archive was originally one of our members draft for the main page, but we decided it could be a great solution and jumping off point for the archive page.
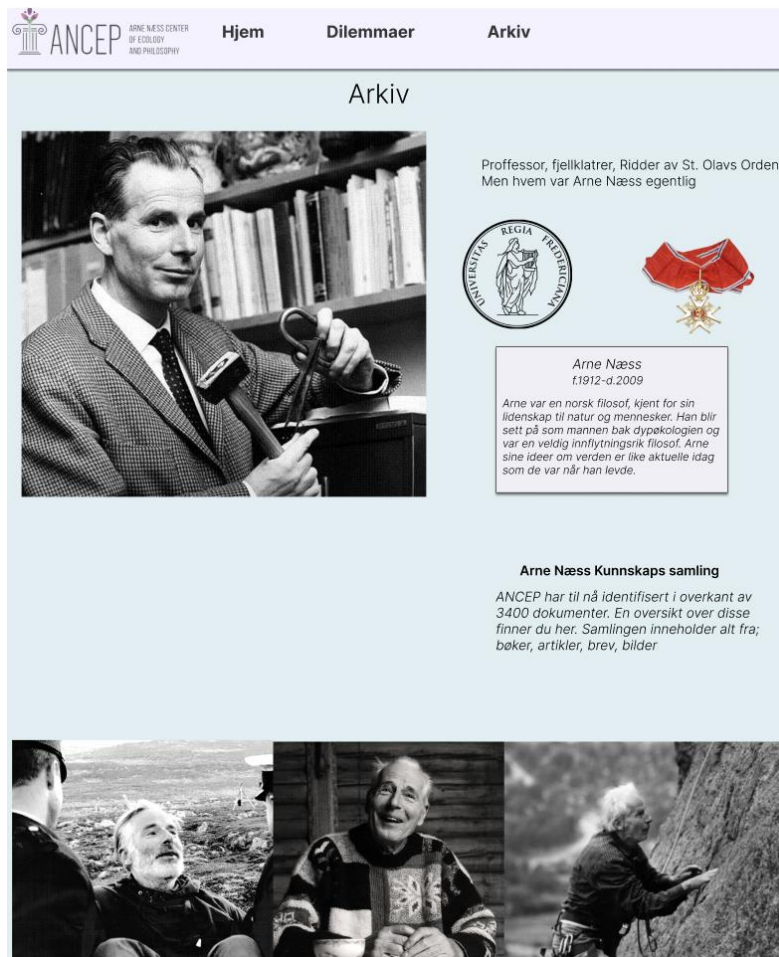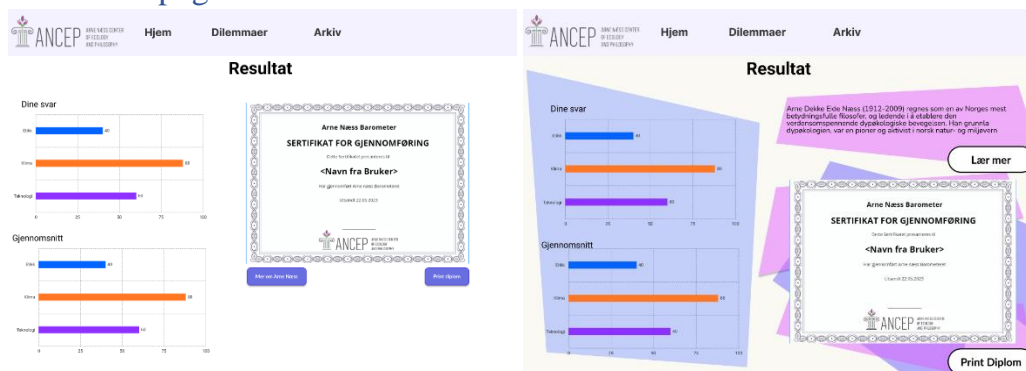

First draft: Archive

The only thing we decided to change for our final prototype was the color scheme to make it more uniform with the rest of our application. The final draft looked like this:

End result: Archive

3.4 Result page

First draft: Result page   *End result: Result page*

For the result page we wanted the user to get some information about their answers, maybe a visualization about where they stand compared to Arne Næss or other users. The page should also encourage for to learn more about what they just answered questions about. Keeping this in mind we made a first draft, trying to keep it as simple as possible, to minimize distractions.
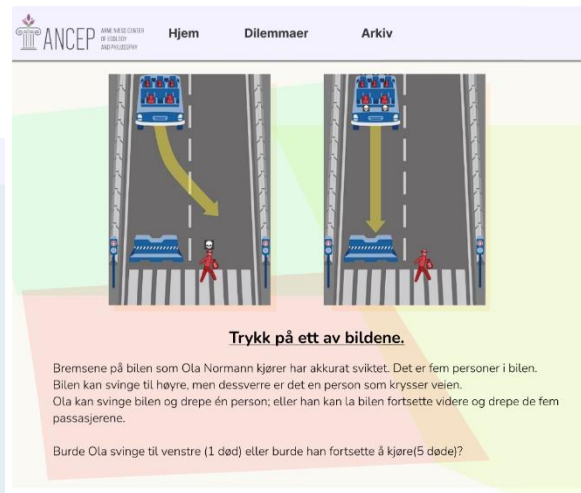
After pondering for a couple of hours we decided that the page needs more splash, and maybe try to modernize the design a bit without removing the simplicity. By looking at the provided

color scheme it was easy to find some inspiration and some semi-transparent shapes made everything pop out better. It also gave the screen a touch of "victory screen"-feel.

3.5 Dilemma page

*First draft: Dilemmas*   *End result: Dilemmas*

As for all the other pages, we wanted a clean look. We started off with a first draft where our goal was to make a simple page which would present the questions and answers clearly. Keeping in mind that any difference in design for the dilemmas could affect the user's choice. Working on the first draft we learned that we wanted some more color to draw in the user. We ended up on some washed out colors that would not distract the user. The draft also had a random dilemma added, and we decided it would be more appropriate with some philosophical questions. To make it more understandable we prompt the user to do what they are expected to do.

Day 4

During day 4 we conducted interviews with users as they were testing our prototype. Our goal with the interviews was to make sure the testers were comfortable enough to give us honest feedback, and we wanted to make sure they knew that we were testing the product and not testing them. At the same time, we were clear about the purpose of the product, and the target audience, so that they could give us meaningful critique. We did our best to select testers that had a relevancy to the purpose of our product. We achieved this, with all the testers being either young or having a background in education. The users were given a link to the prototype's home page and allowed to navigate as they wanted.
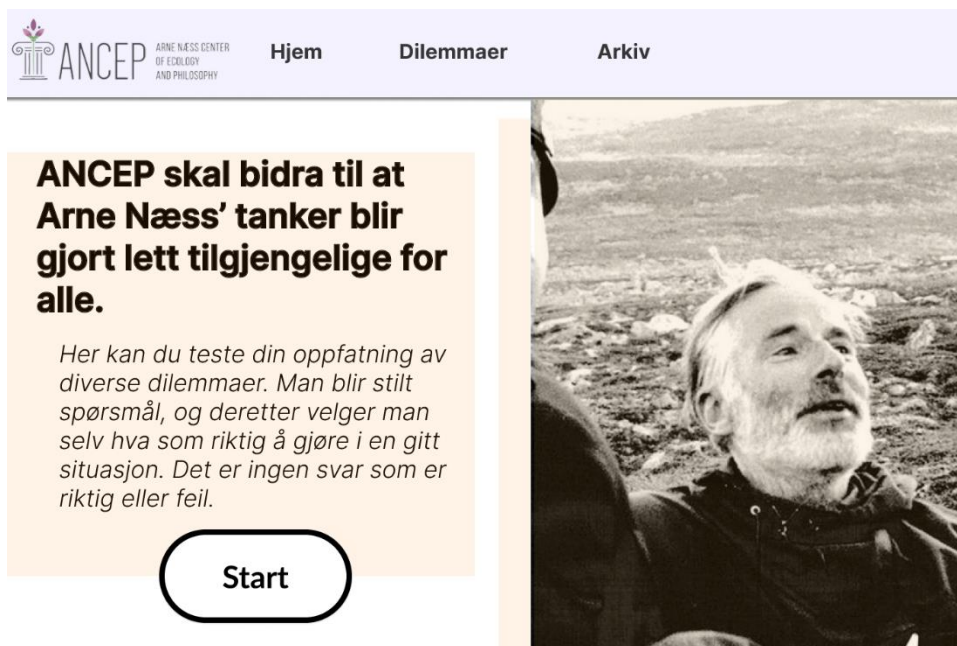
Homepage of prototype

To get data that was more specific towards our solution, we decided to create our own user interview guide. Even though the interviews were dynamic, this guide served to keep track of the general questions we wanted answers to. While one group member conducted the interview, the rest of the team sat in a separate room taking notes.

Guidelines for the interview

We learned a lot from the feedback they gave to us and decided to summarize the feedback to create an overview of what we needed to work on the most. The testing helped us understand how we could provide a solution that would better answer the sprint questions, especially regarding the questions about creating discussion and not losing interest from the user. We were happy that the testers both had the competence and felt comfortable enough to give us clear instructions on what would make their experience better. It gave us specific things to work on going forward.

Functionality:
- Ask the user to discuss the dilemma when appropriate. "If you are in a group you can discuss now".
- Be able to choose "difficulty" based on ages.

Design:
- Remove the introduction box at the beginning of intro questions.
- Easier language targeted towards a younger audience.
- Bigger text sizes in certain locations.
- More catchy/explanotary names for buttons
- An introduction before the game begins.
- If there is need for advanced terminology it should be explained.
- Text before pictures in dilemmas with pictures.
- More fun colours on the main page.
- Possibly try to recreate some of the dilemmas so that it is more relatable and less theoretical.
- With difficult dilemmas a visual representation can help the user understand, but not needed for simple questions.
- Make sure that its clear what the site is for, and the purpose of the application

Summary of feedback

If we were to conduct another test, we might be even more clear on the fact that they were testing a prototype. Some of the feedback we got were problems based on it being a prototype, or "problems" related to Figma (such as the site asking for permission when clicking a link to an external site).

Day 5

Day 5 was presentation and group reflection day.

The group met at school and planned the presentation for the Product Owners. We created a PowerPoint presentation, where we combined the most important parts of the Miro Board and prepared our prototype website.

After the presentation and feedback, we sat down as a group and reviewed our feedback notes. Our impressions from the feedback were positive, the product owners especially liked the *easy to navigate* front page.

When we designed our prototype, we focused on trying to make the website engaging and to create room for as much discussion in the classroom as possible. The Product owners seem to agree that our idea was in line with their vision.

The product owners had a suggestion for our Quiz page. Our current prototype of the quiz page consisted mostly of yes and no questions. The Product Owners suggested having more engaging questions and maybe having some sort of quiz front page, where we could have suggestions to the users on how to make the quiz more engaging for the users. This feedback is of course something we will take with us to Sprint Week 1.