A6: medium-fi prototyping

superbloom

celebrate life

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Team Members

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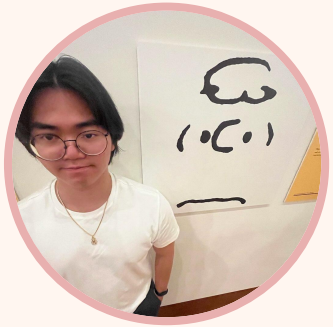
Myan

Sunny



Thu

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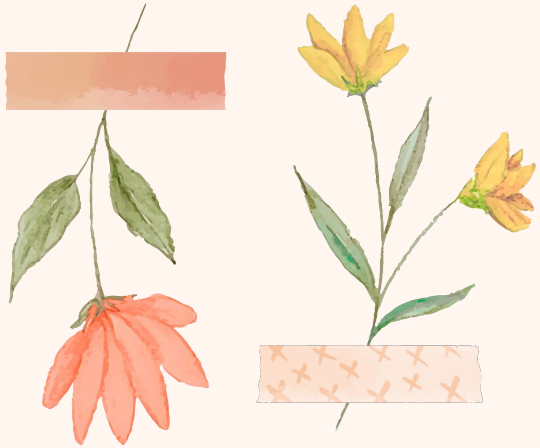
Problem & Solution



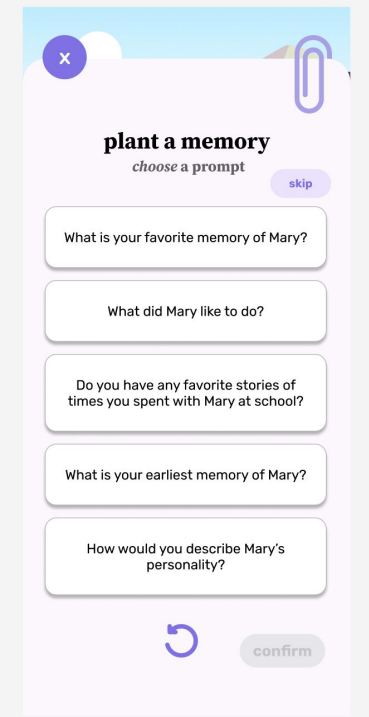
Problem

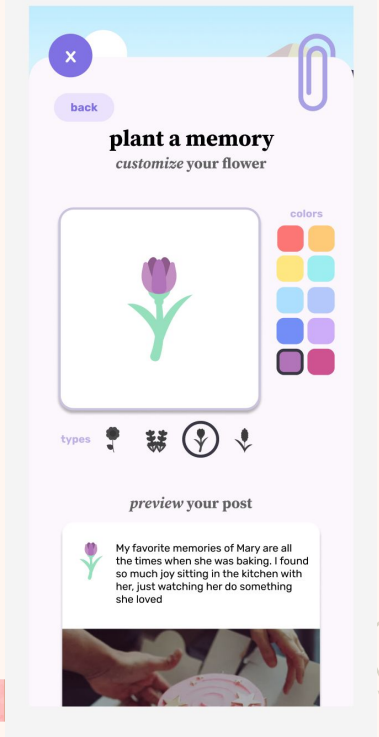
People who have recently lost a loved one often struggle to process their grief and feel isolated.

Solution

As a solution, our app **superbloom** provides a “virtual memorial” space for users to commemorate the death of their loved ones and heal: In superbloom, users plant their inner (private) and outer (public) garden, where each flower is a piece of memory. Users can also browse the outer gardens and create superblooms to see how their loved ones are remembered by other users.

VALUES IN DESIGN





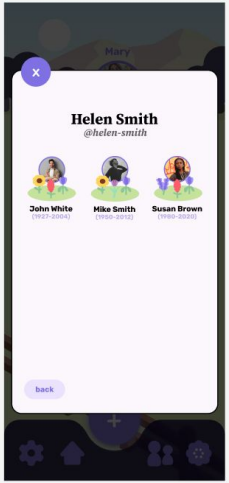
Value 1: positivity – users should experience positive emotions such as relief from using the app

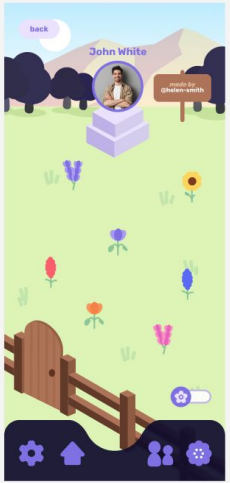
The provided prompts guide users to focus on positive memories

A flower represents each piece of memory, providing a relaxing, peaceful feel

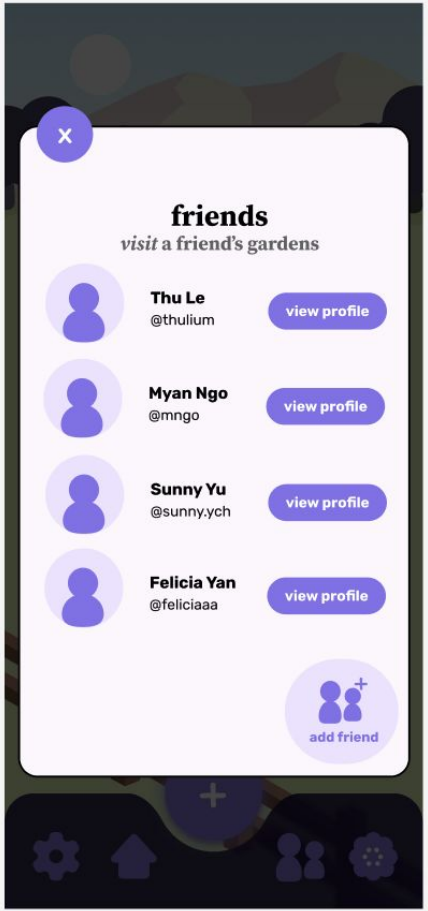
VALUES IN DESIGN

Value 2: community – users can connect with others with similar experiences and learn about how their loved ones are remembered by others





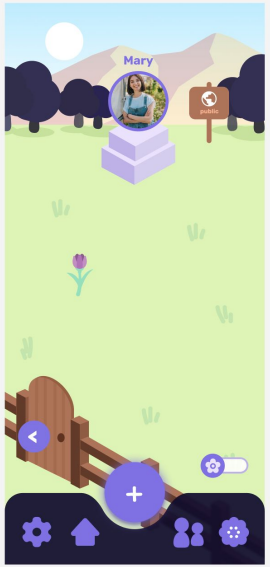
Users can add friends and view their friends' gardens

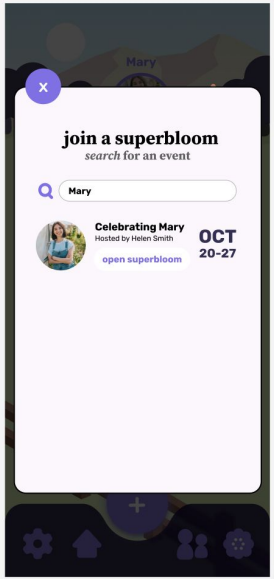


VALUES IN DESIGN

Separate public and private gardens allow users to choose what content to share with others

Value 3 : outward-orienting – users should be empowered to share their memories and turn an otherwise private process into a communal, public experience





The superbloom functionality creates a virtual memorial for a person that multiple people can contribute to

Tensions in Values

01.

Value 1 (positivity) + Value 3 (outward-orienting)

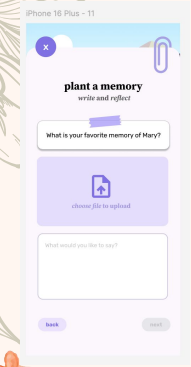
Positive remembrance might take away the authenticity of sharing all emotions associated with the memory

02.

Value 2 (community) + Value 3 (outward-orienting)

Users' awareness that their memories will be seen might also affect authenticity and discourage sharing

Tasks

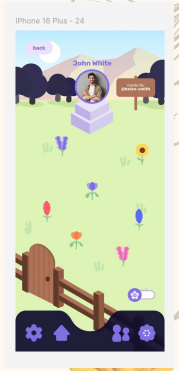


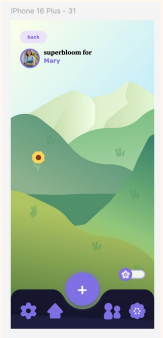
01.
Simple

Plant a memory flower in your garden

02.
Moderate

Interact with a friend's garden



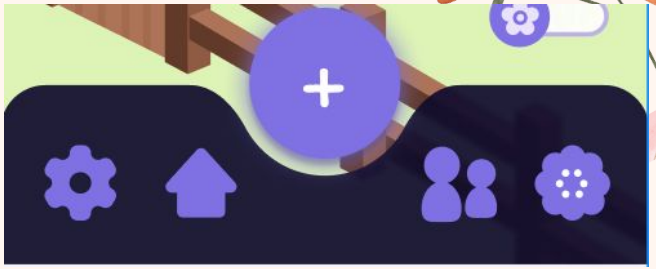


03.
Complex

Contribute to a superbloom (field of multiple gardens) on a set date

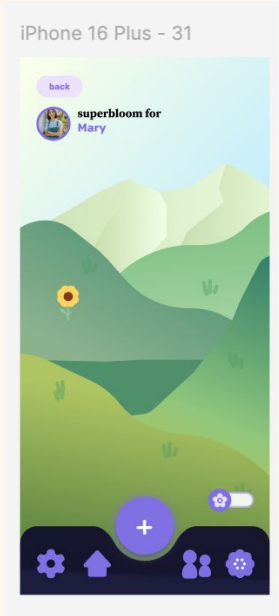
Usability goals and measurements

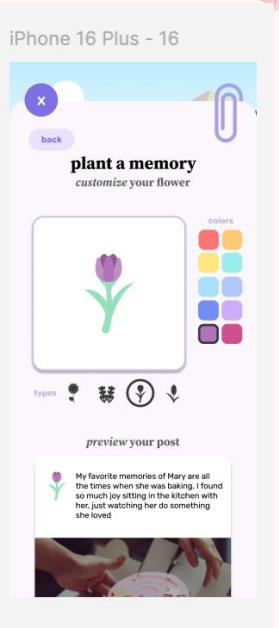
- **Efficient:** able to perform tasks quickly
  - Measured by task completion rate
  - Design features to enhance efficiency
    - Big and self-explanatory icons
    - Collage view that stacks all uploaded memories in a feed
    - Flower view that displays the memory once clicked



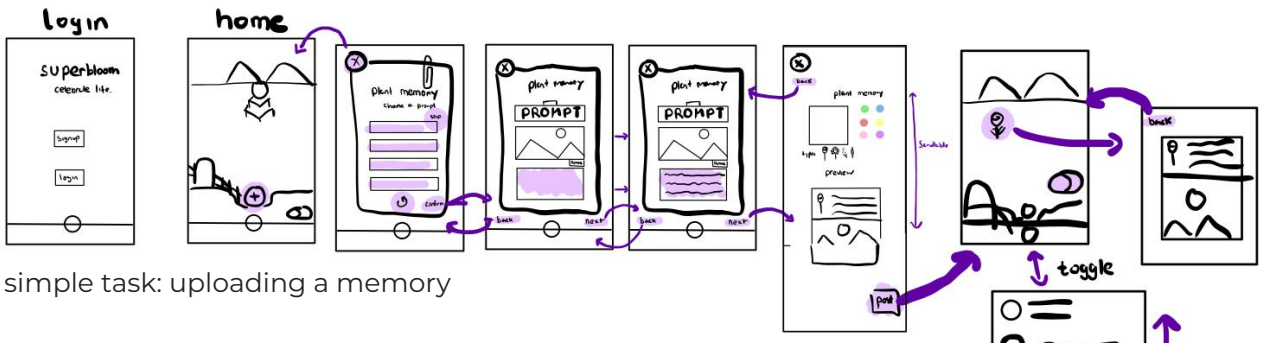
Usability goals and measurements

- **Pleasing:** user is likely to use the features
  - Measured by interviewing users how likely they are to use the features
  - Design features for pleasing
    - Customizable flowers (users can choose the color and form)
    - Nature-themed background



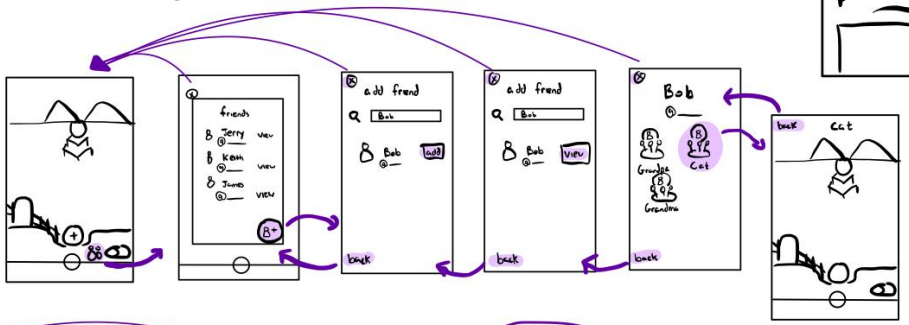


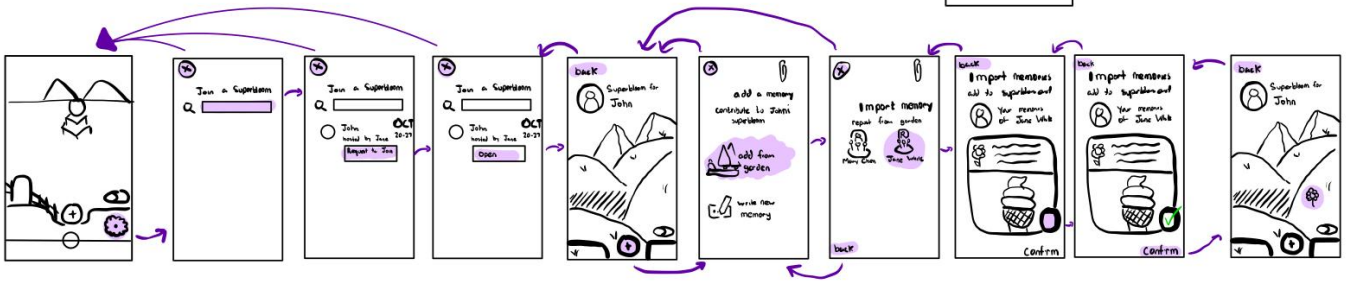
Revised interface sketches



simple task: uploading a memory

moderate task: interacting with friends





complex task: joining, adding, viewing superbloom

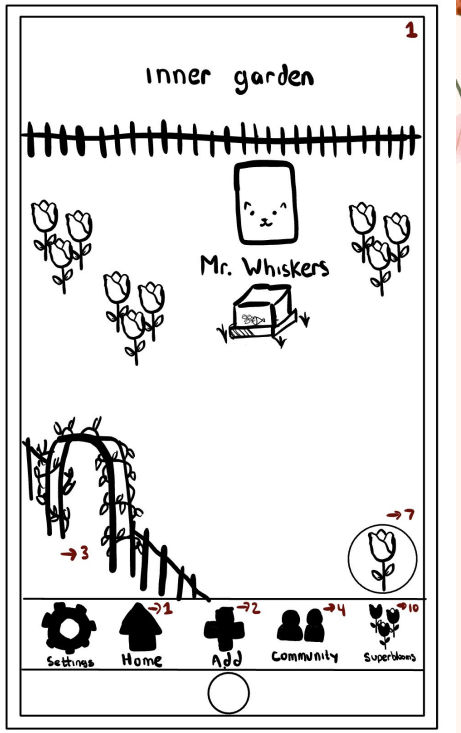
Change 1 : Users can access the uploaded memories from clicking the flower

Before:

- After users plant the flower (upload a piece of memory), the flowers are static and not interactable
- Users can only view the memories through the collage view, where memories are displayed chronologically

Feedback:

- General confusion around the two views (garden view and collage view) (low-fi prototype testing)
- Icon is confusing (expert feedback)



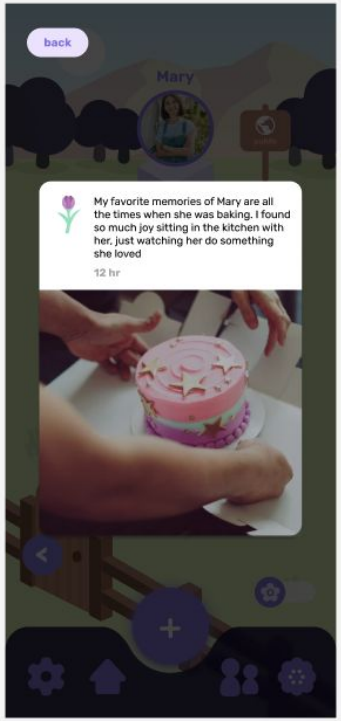
Change 1 : Users can access the uploaded memories from clicking the flower

Change:

- Every flower is clickable and would display the memory that it represents

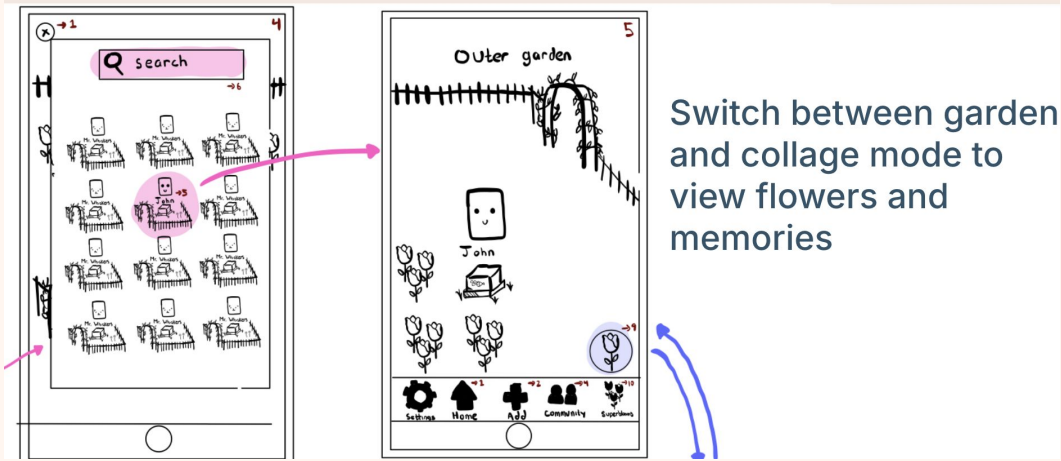
Rationale:

- Make it easier to access a memory
  - One click to open instead of scrolling through the collage display
- Garden view serves both aesthetic and functional purposes



Change 2 : Users search for friends instead of gardens

Before:



Feedback:

- There should be a way to connect friends and family members (low-fi prototype testing)
- Design raises privacy concerns (expert feedback)

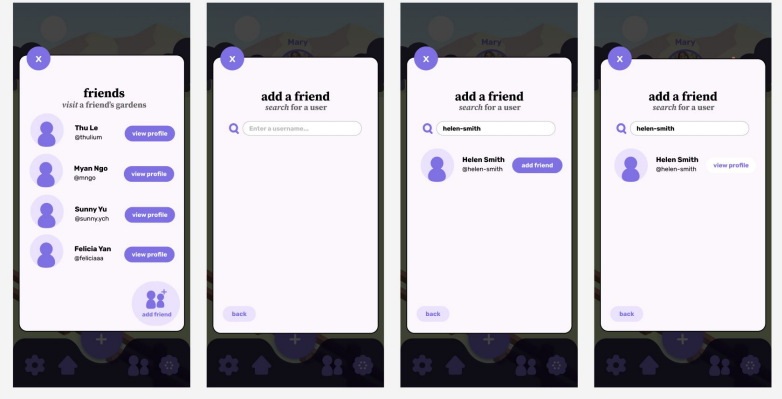
Change 2 : Users search for friends instead of gardens

Change:

- Instead of searching for any public garden by name, users can add friends and only view the public gardens of their friends

Rationale:

- Users need to send friend requests and be added to be able to see the public gardens
  - Protects the privacy of users
- Friend request feature enhances sense of community by connecting users with each other



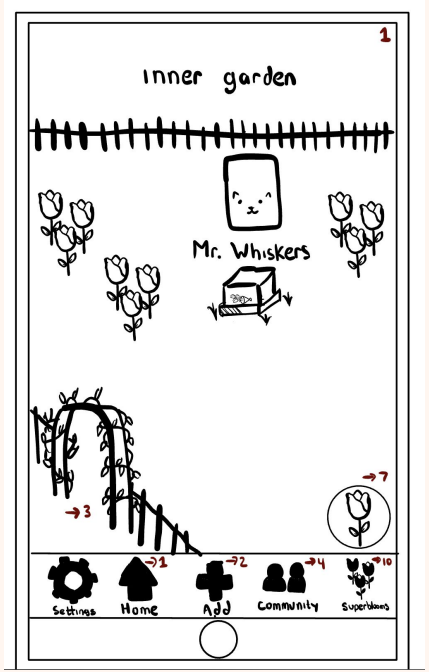
Change 3: Distinction between private & public content

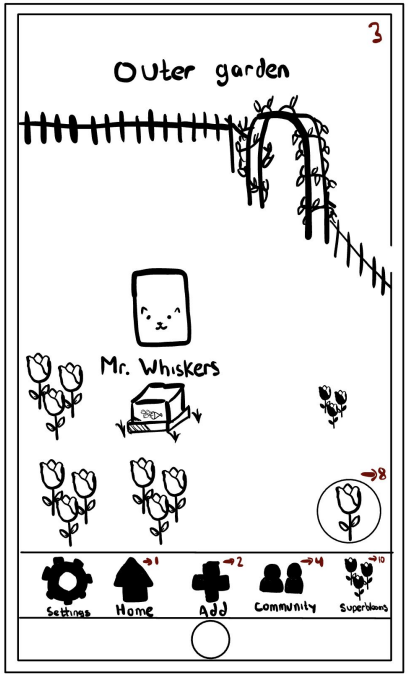
Before:

- Users click the gate to switch from inner garden to outer garden

Feedback:

- Users confused by the difference between the two modes (low-fi prototype testing)
- Language used does not accurately capture the design itself (expert feedback)





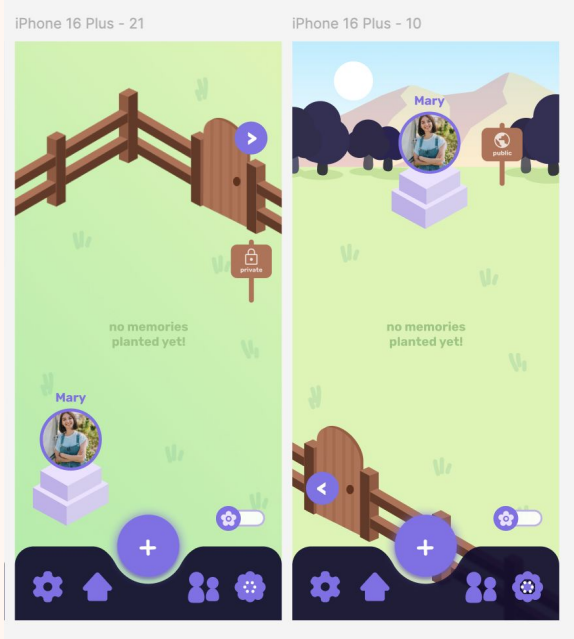
Change 3: Distinction between private & public content

Change:

- Added an arrow icon as a pressable item to navigate between the two modes
- Use different colors and visuals to distinguish between the two modes
- Change the size and location of the statue
- Added the private and public signs to further clarify the functionalities

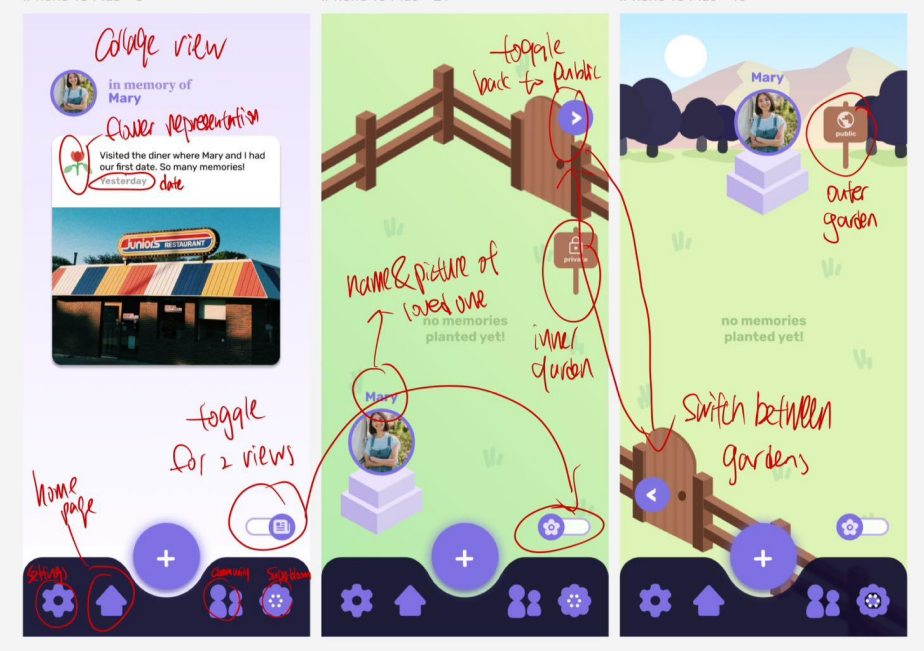
Rationale:

- Design visually distinguishes the two modes
- Fence serves as a clear visual metaphor for the separation between inside and outside



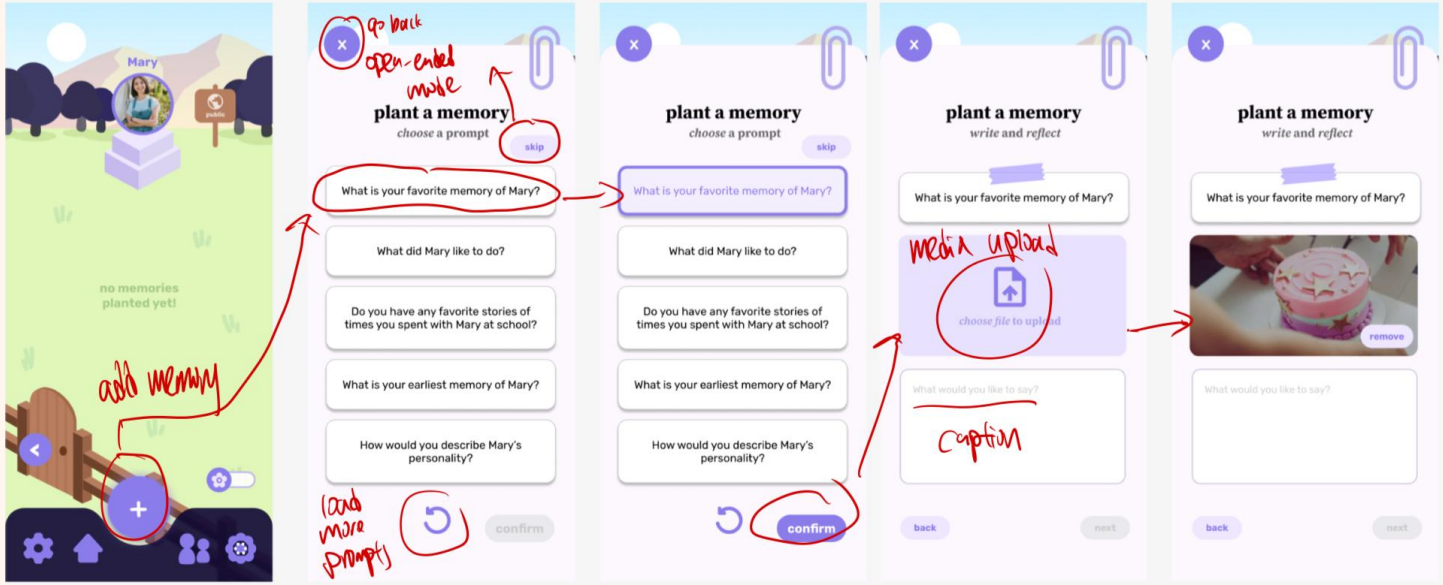
Medium-fi task flows

Simple task: upload memory



- Before adding memories, users can switch between the inner and outer garden
- Can use the toggle to switch between garden view and collage view

Simple task: upload memory



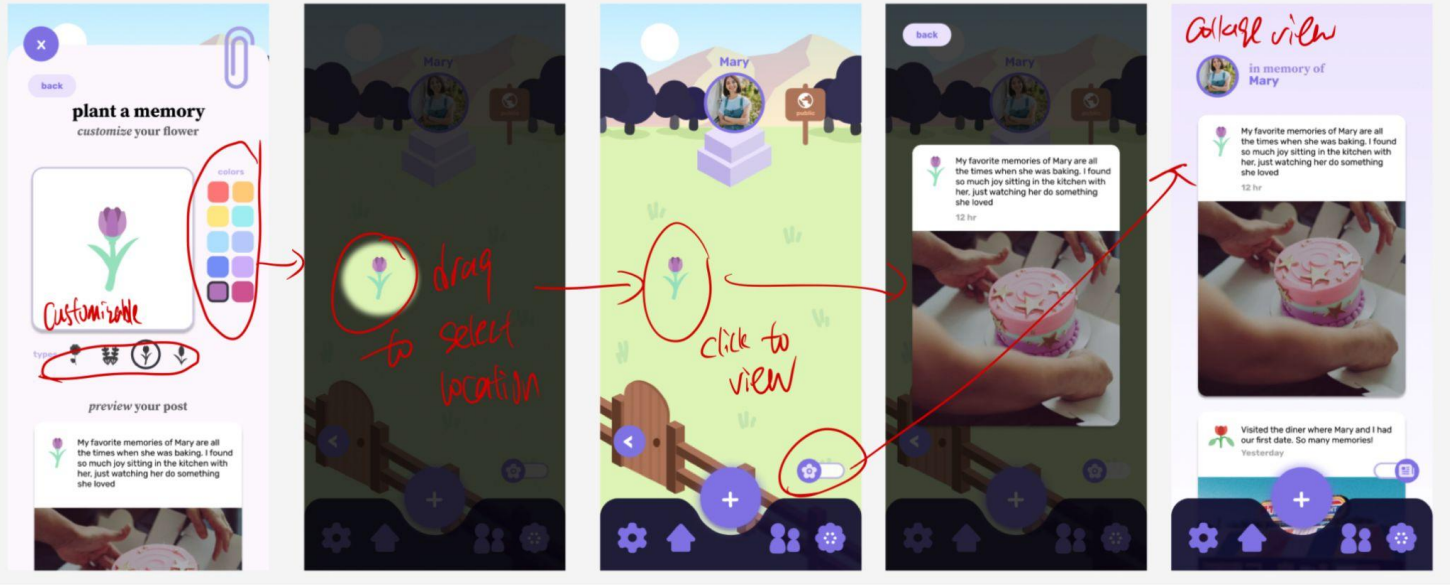
Click the button to add memory

Select a given prompt for skip the prompt

Click to select a prompt to use

Upload memory and write captions

Simple task: upload memory



Customize colors and flower types

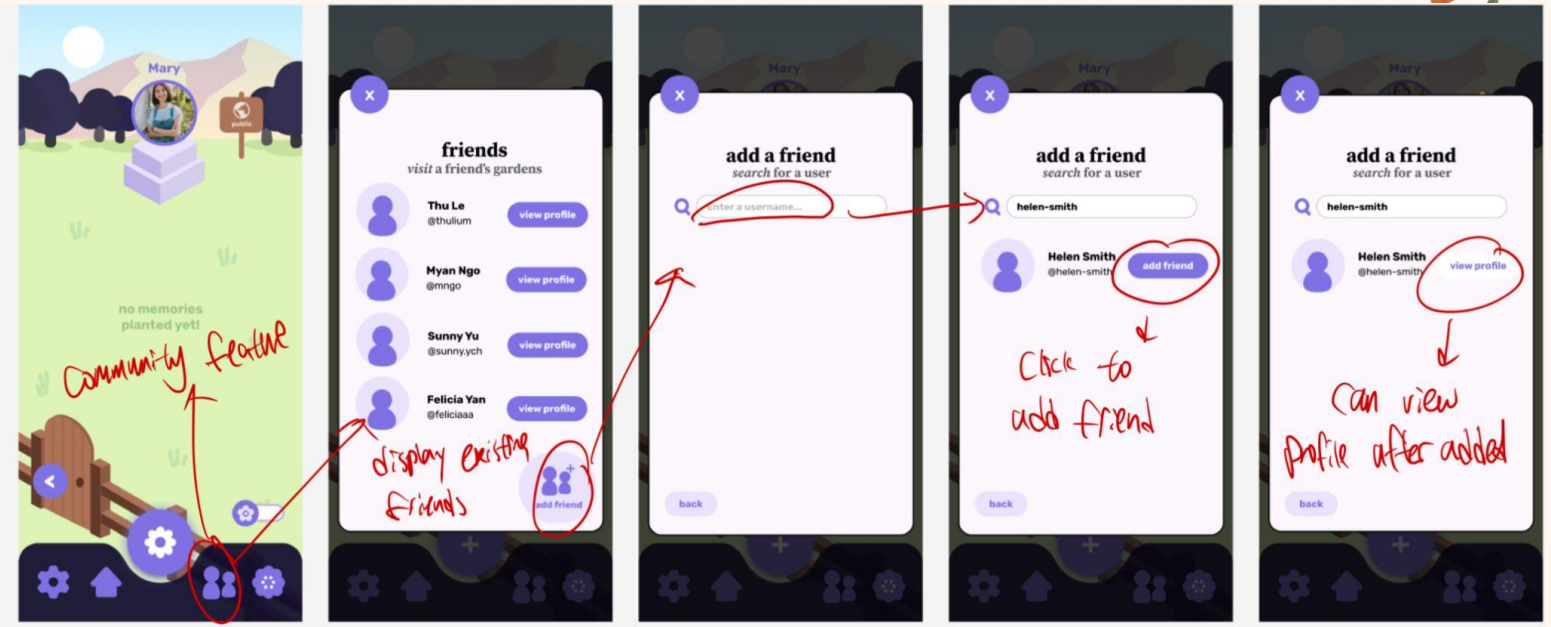
Flower is placed on screen + highlighted to show where

Click the flower to see the memory

Upload memory and write captions

Collage view shows memories chronologically

Moderate task: view the gardens of friends

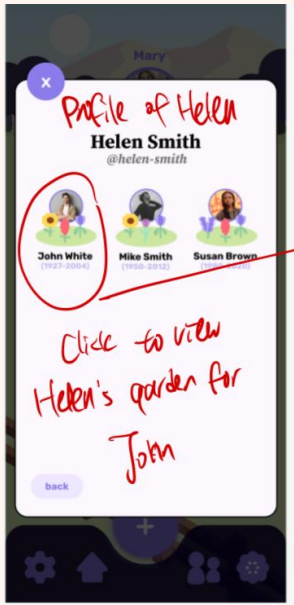


Click the community button to navigate to the friends page

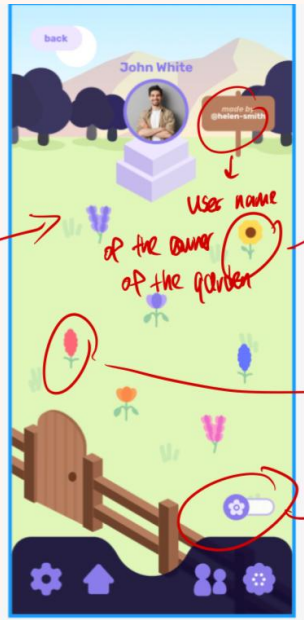
View profiles of friends or add friends

Can access the profile page of the user once added as friends

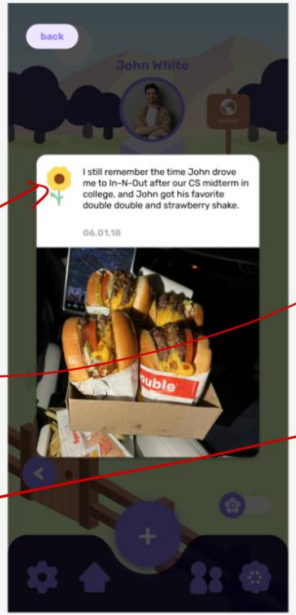
Moderate task: view the gardens of friends

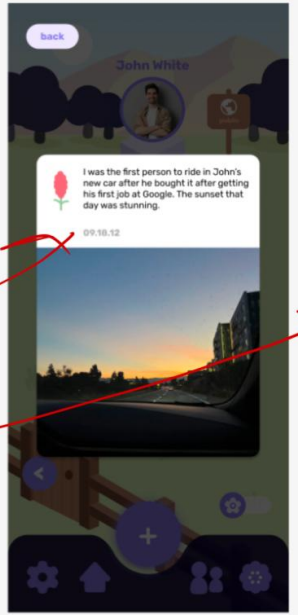


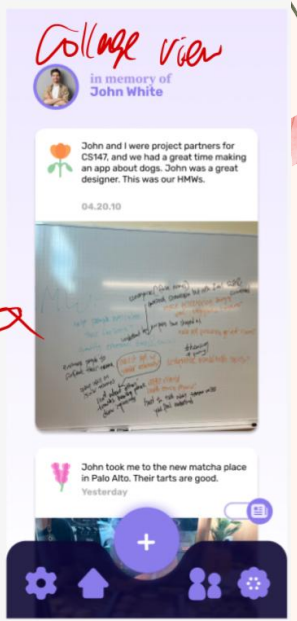
The profile page displays the gardens of a user



Users can click the flower to access individual memories

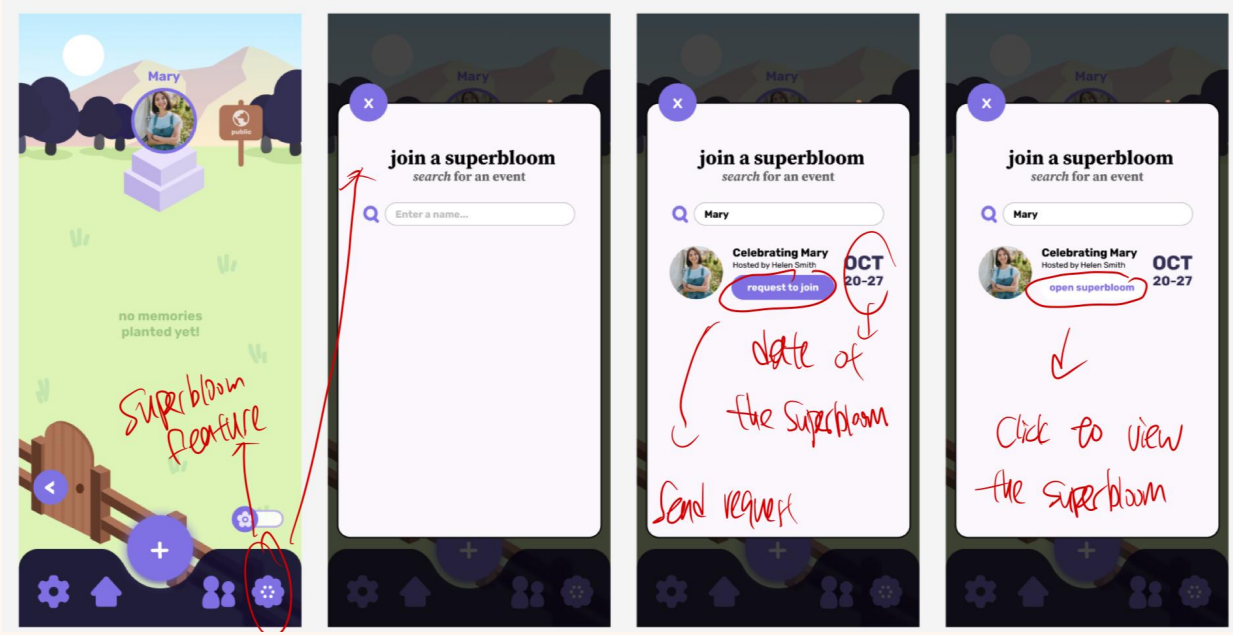






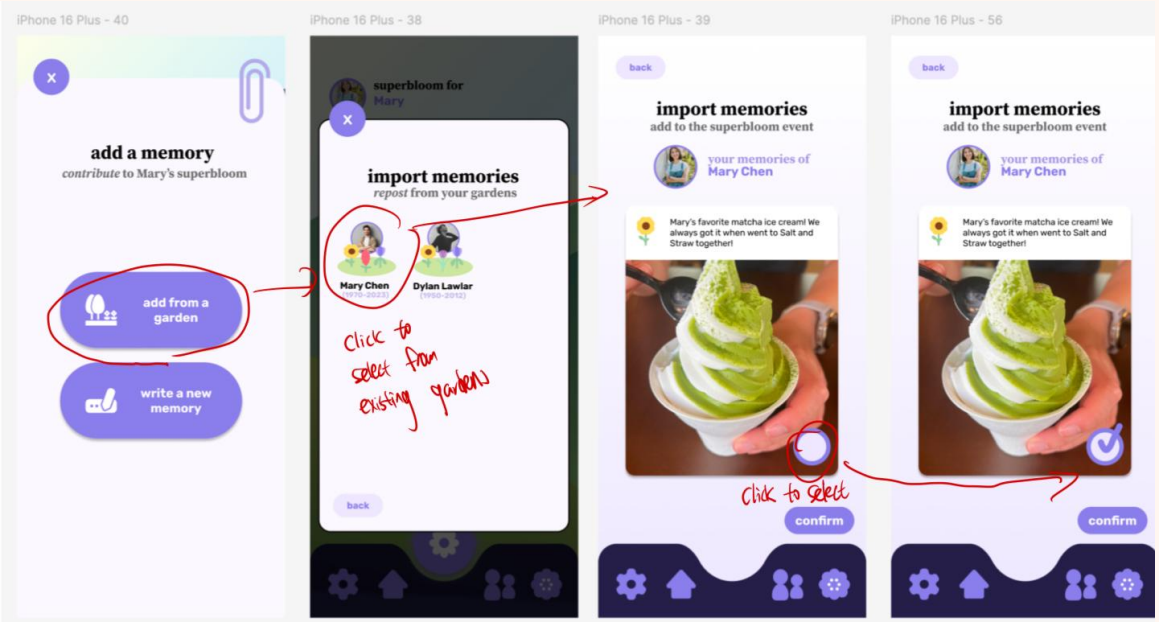
Collage view displays the memories in chronological order

Complex task: join and contribute to superblooms



Search for the event name and request to join the superbloom during a specific time window

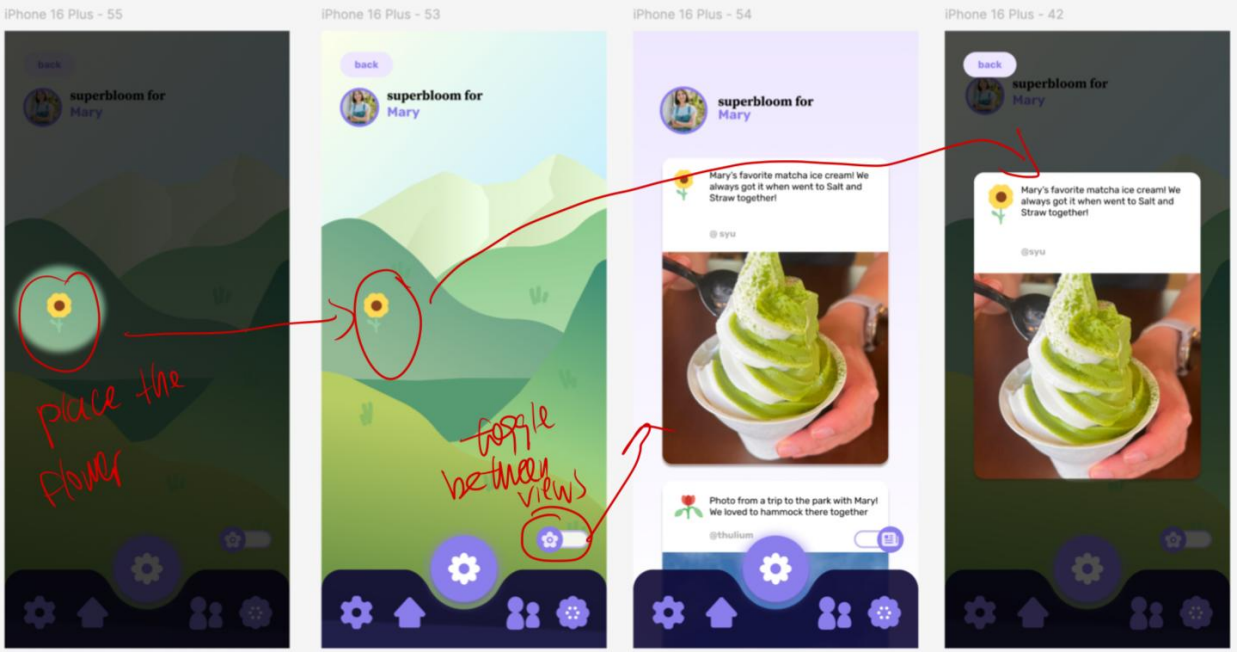
Complex task: join and contribute to superblooms



Select from 2 ways to add memory: add from an existing garden or write a new one

To add from an existing garden, users can pick from their garden which ones to add to the superbloom

Complex task: join and contribute to superblooms



Similar to placing the flower in the garden, users can tap the flower on a selected location on the screen to place it

The toggle allows users to switch from the superbloom view to the collage view

Users can click the flower to view the memory

Prototype implementation: tools

Pros

- Can easily copy and paste common elements without having to redraw
- Easy to align elements and items
- Environmentally friendly
- Can easily bring back erased/previous elements

Cons

- Difficult for synchronous collaboration
- Time-consuming to work with

Prototype implementation: tools

Pros

- Helpful for synchronous collaboration
- Prototyping functionality allows for better organization and previewing
- Can edit at a very detailed level

Cons

- Not very beginner friendly
- Requires access to digital devices

Limitations and tradeoffs

- Can’t simulate uploading different forms of media (e.g. audio, video, etc.) and how the display for each may differ
- Can’t simulate actually placing the flowers
- Can’t simulate what happens when there are too many flowers on the screen
- Can’t simulate the actual search process

Wizard-of-oz features

- The media was automatically uploaded and the actual selection process was omitted
- The friend request was instantly approved
- After logging in users can directly view “Mary”’s page
- The existing memories in Mary’s garden are pre-populated
- The existing friends that the user has were pre-populated
- The superbloom event was already created

Hard-coded features

- The memories
  - The memories on Mary’s page
  - The memory added
  - The memories in the friend’s garden
  - The memories in superbloom
- Friends
  - The friends of the user
- Memory upload
  - The prompts provided to the user when planting a memory

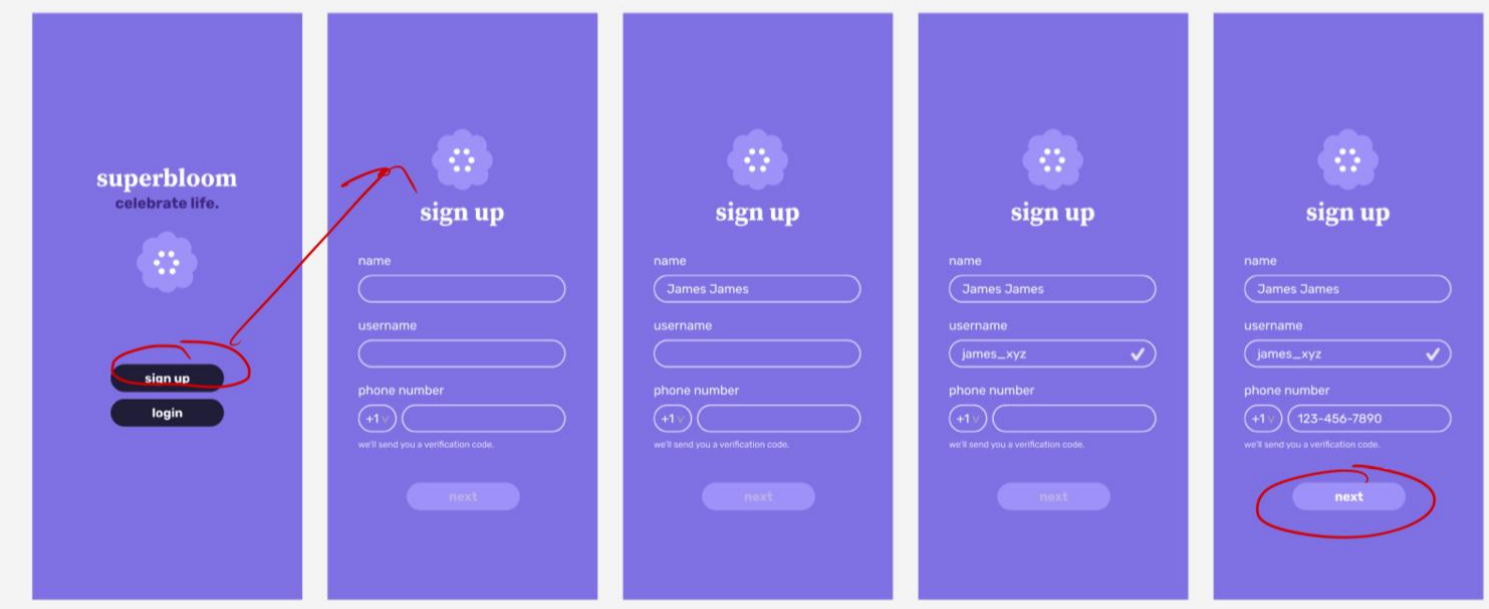
Appendix

Link to Figma

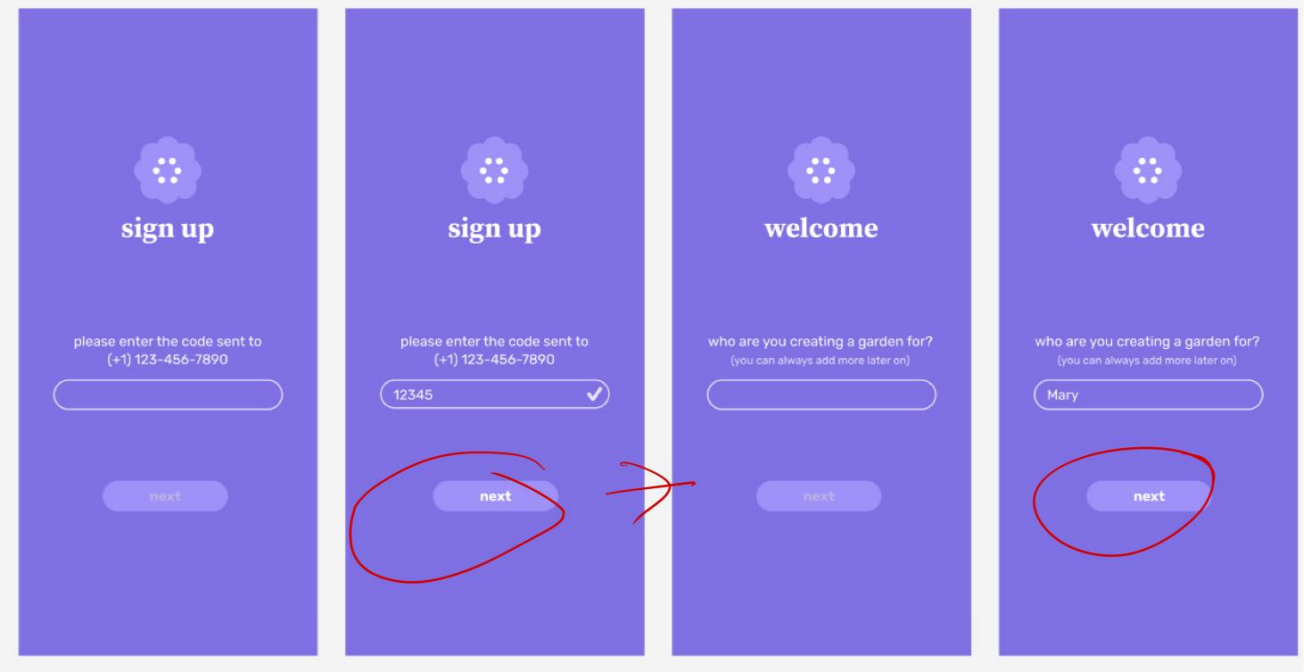
Dev mode link:
https://www.figma.com/design/FyJo3cd4BCsMpRngH9zRBq/superbloom?node-id=0-1&m=dev&t=04ZKnqUb0Gcrqlli-1

Prototype link:
https://www.figma.com/proto/FyJo3cd4BCsMpRngH9zRBq/superbloom?node-id=0-1&t=04ZKnqUb0Gcrqlli-1

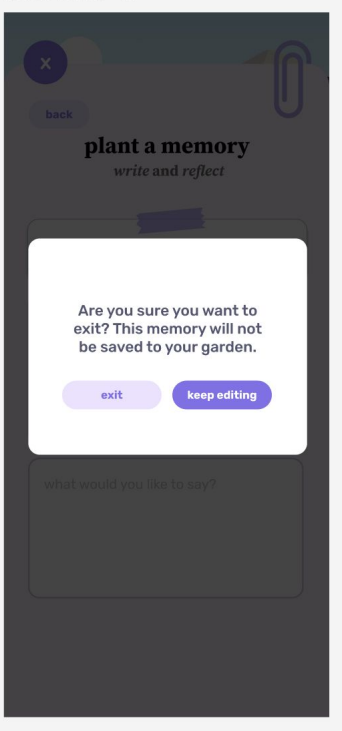
Onboarding task flow



Onboarding task flow



The exit option



Displayed before exiting the page if a memory post is currently in progress

Mood board & design guide

mood board

design guide

superbloom
regular text

back
next