

Kith & Kin

It Takes A Village

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Problem

Parents face isolation and feel overwhelmed as they begin to raise children, leading to detrimental mental and physical health effects.

Solution

Provide parents greater access to in person community: guidance, empathy, and shared experience improves parent and child health.



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01.

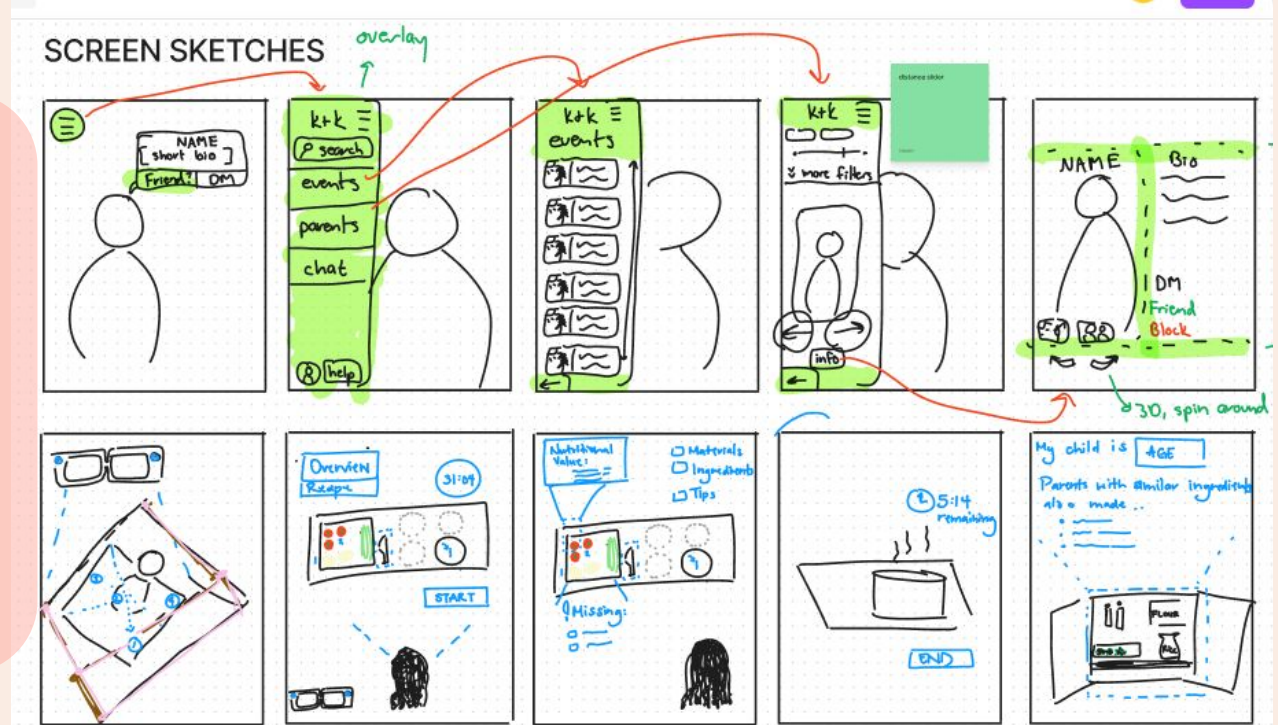
*Sketching +
Selecting Interface*



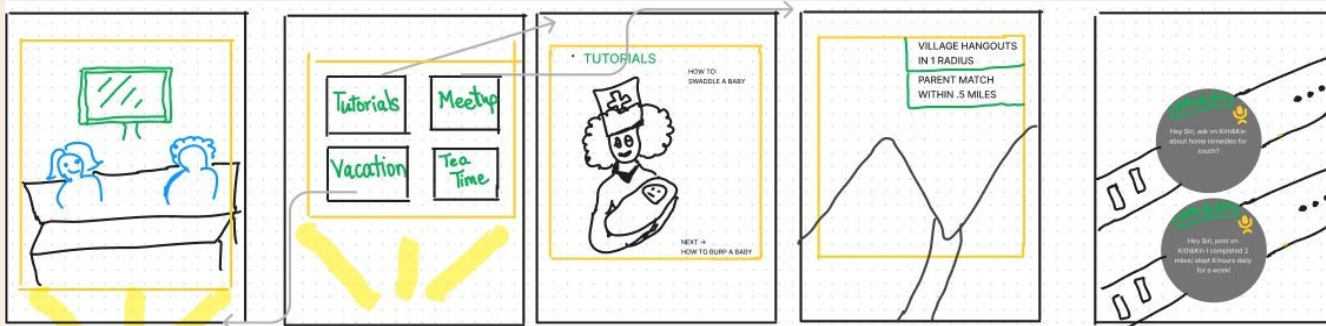
Augmented Reality Interfaces

Live Kith&Kin
user
identification

Live parenting
tutorials on
swaddling a
baby, preparing
food, and more



Augmented Reality Interfaces



AR menu with
holographic
parents meetup,
nearby hangout
identification

Mobile App Interfaces



Sidebar features including parent and event search, friends and resources

App personalization, communities, events and how-to pages on home, community spaces

Direct messaging, matching based on child

Realization Comparisons

Augmented Reality



Pros

- Innovative and untapped market
- Potential for an intuitive interface for non-tech savvy parents



Cons

- AR hardware can be expensive, limiting user base
- Battery life is short, leading to friction in user experience

Mobile App



Pros

- Apps on phones are more accessible to parents that AR/VR
- Good place to start as an app, then potentially move to watch
- Easier to build



Cons

- There's already many parenting and parent social media apps
- AR/VR or watch apps might be more unique

Selection: Mobile App

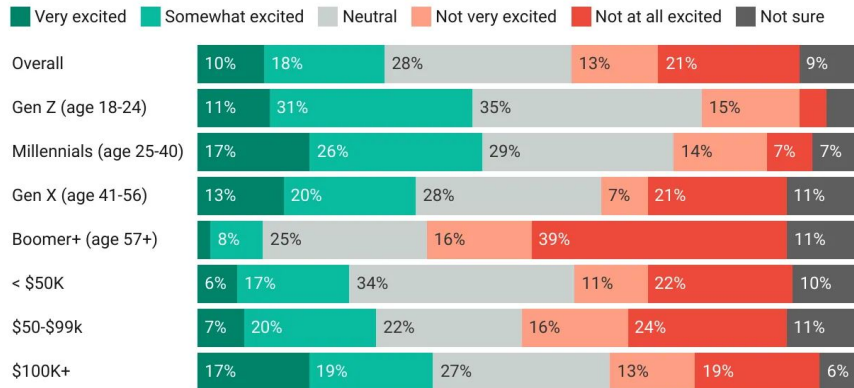
Data + Findings

- Searches for parenting/family-related apps [...] have grown 65% YoY. - Google Data in 2016-2017
- AR glasses or other hardware have yet to see mainstream adoption

Constraints

- Less screen space
- Bound by battery life
- Limited multitasking

How excited are you about virtual and augmented reality?



Reasoning

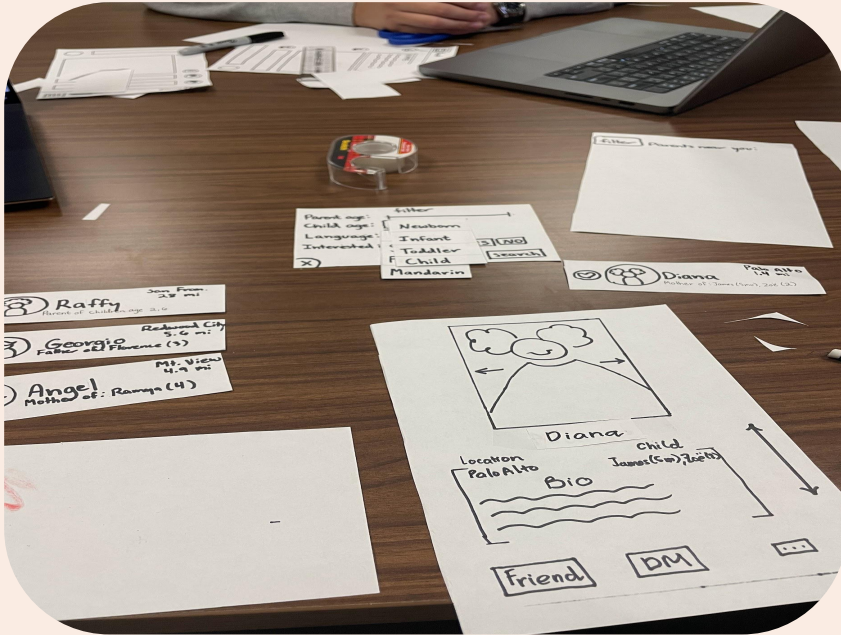
As our goal is to create a community app for parents and families, we decided that having a **wide** and **easily accessible user base** would be vital to the creation and strength of connection between parents.

02.

*Prototype
Construction*



Construction & Operation



Construction

We used pen and paper to prototype.

Operation

We referenced the Snyder reading and had four roles during operation: the Greeter, Facilitator, Observer, and Computer.

Each screen is layered over the base home screen when the user taps to transition to the next.

Features & Interactions

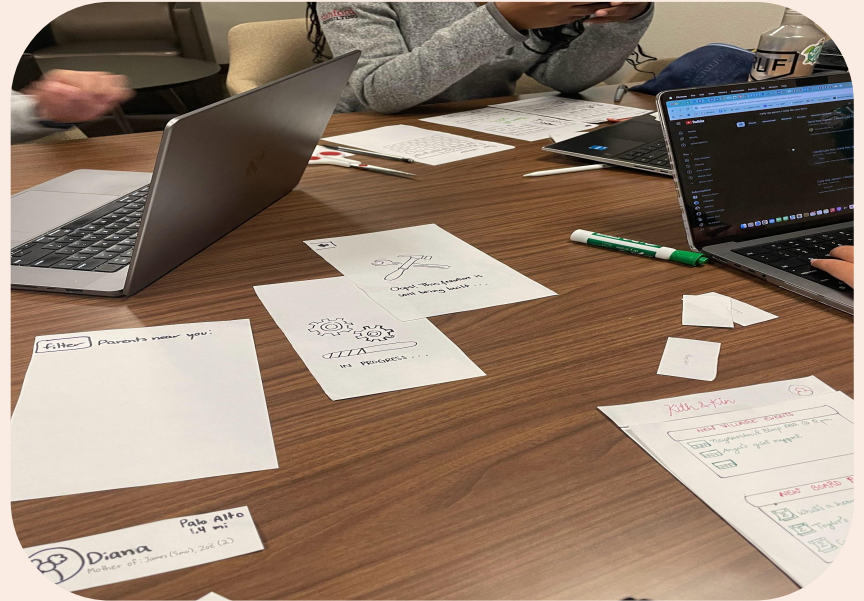
Features

We implemented:

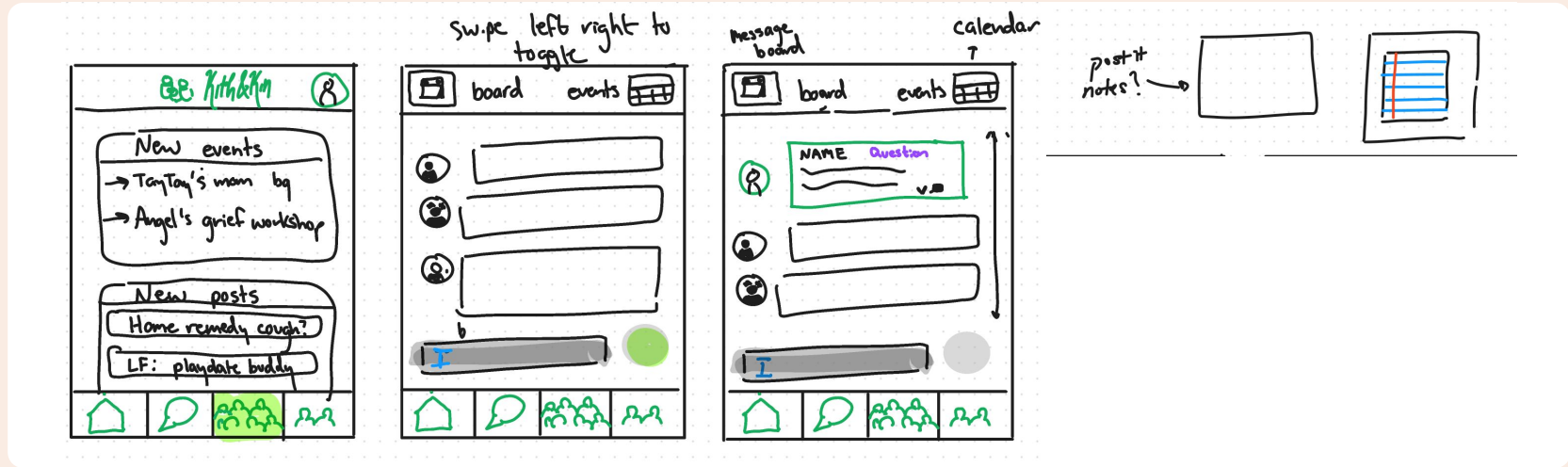
- ❑ Home Screen
- ❑ Each main tab (Chat, Village, Match)
- ❑ Parent filtering and profiles
- ❑ Posting, messaging, and events

Interactions

Users interact with the prototype by tapping on buttons, tabs, and sections of the app. They are also able to input messages or posts by writing on a piece of paper.

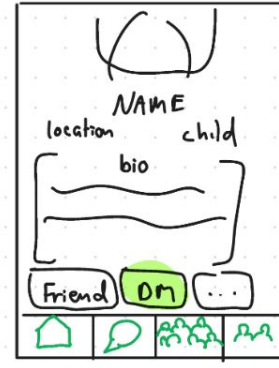
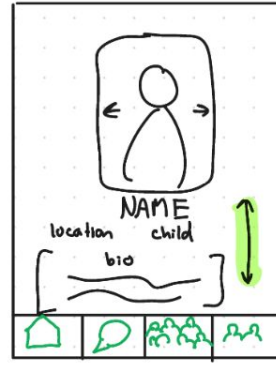
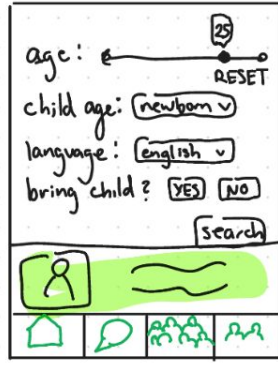


Task Flows - Simple



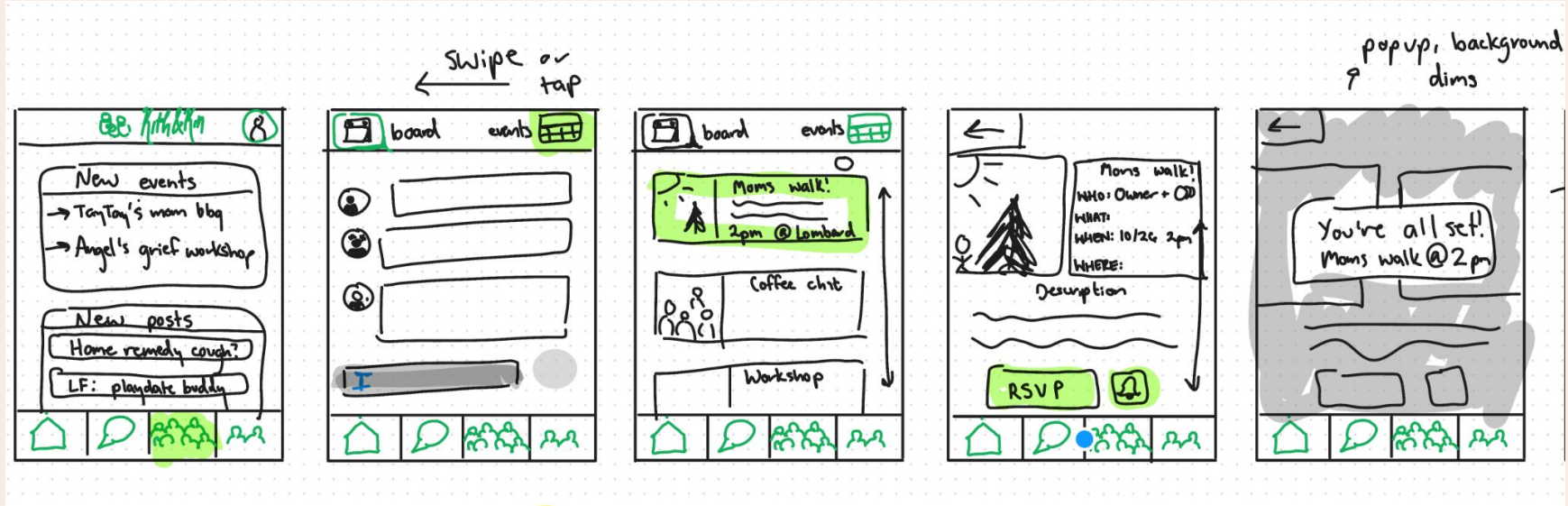
Task: Ask a question on a community board.

Task Flows - Moderate



Task: Find and connect with a parent by sending a DM.

Task Flows - Complex



Task: Search for and RSVP to an event nearby.

03.

Prototype Testing



Participants and Setting



Demographics

Our participants came from tech, design, and finance backgrounds and were all middle-aged or older professionals.



Recruitment

Participants were approached and invited to participate. All signed consent forms to be photographed/recorded and were not compensated for the test.



Environment

All participants were interviewed at Tresidder Memorial Union in a quiet, tabled area.

Roles and Procedures

- Roles** ●
- Hung** - Observer
 - Tenzin** - Greeter/Computer
 - Esi** - Facilitator
 - Haven** - Computer

Apparatus ●

We tested with a single screen in front of the user, with all other screens facing the human Computer and moved to the user when selected.

Procedures ●

All participants were recorded as they were presented with our three tasks and asked to complete them with minimal to no guidance from the facilitator. Any confusion on the user's part resulted in additional guidance or tips from the facilitator.

Usability Goals/Measurements

Goals

We want our app to be...

- Easy to navigate
- A positive experience for the user

Measurements

We will measure our success by...

- Asking users to rate on a scale of 1-5 UI intuitiveness and timing test duration
- Gathering qualitative feedback following the test

04.

Results + Analysis



Process Data

Pros

- Most of the app navigations are intuitive
- Participants can complete the tasks without much assistance
- Complement on graphics

Cons

- The navigation to events and the messaging board can be unintuitive
- The village tab is confusing and does not indicate functionality
- Confusion between “Match” and “Friend” button
- Uncommon language phrases such as ‘DM’ are confusing
- Inconsistent icons

Bottom Line Data

Test Duration

4 min

40 min

10 min

24 min

User

Pankej

The navigation was okay.

Rabbi Tsvi

Inconsistency in the design eg multiple words for the same action made it hard to interpret.

Hao Chen

The design was overall easy to navigate.

David

Event vs. community board tabs at the top were not obvious which made finding events hard. No way to see replies to a board post.

UI Intuitiveness score (1-5 scale)

3

3

4

3

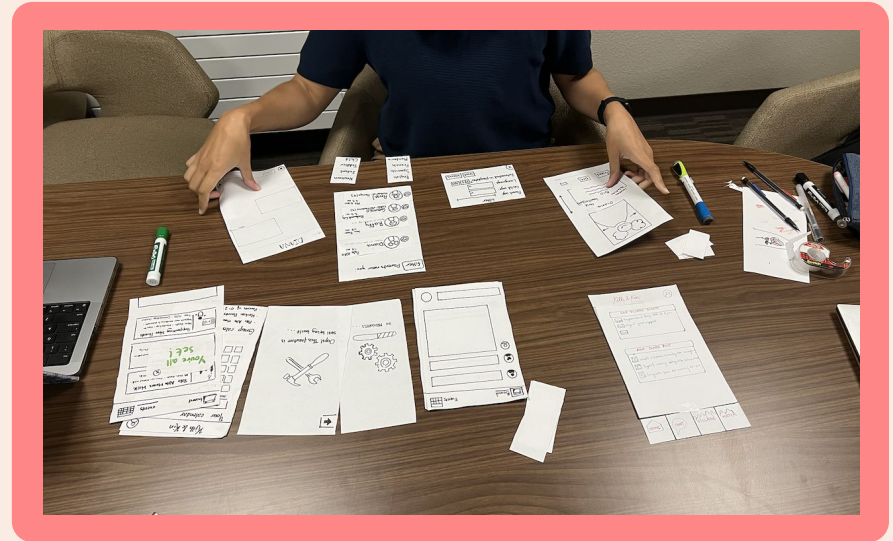
Other Relevant Observations

- Multiple participants questioned the **meaning of tab names** and the differences between them (i.e Match and Village)
- **The heart icon** was confusing for participants. Many were confused on if it was a follow button or a match button
- **DM** (direct message) doesn't seem to be a commonly used term and garnered questions.
- Participants struggled to get to the **Events screen** from the Village tab.



Achievement of Goals

- With respect to our Usability Goal, the average score for the intuitiveness scale was **3/5**
- We did well on most of the components of the app, but we need more work for the event and village navigation



05.

Discussion



Findings & changes to design:

Clearer navigation buttons

Break down the “village” navigation bar into two bars: Events and Message Board . Replace “DM” with “Message”

Consistent icons

Change the message icon that looks like an email icon to be same as the “chat” icon. When chatting, all typing and picture space should be consistent

Clarify “Match” vs “Friend”

Replace navigation button “Match” to “Connect” & remove the heart button from parent profiles to avoid confusion with friend requests

Add notification

After clicking profile button in home page, there’ll be a notification button which will open the notification page (i.e. when your Q is answered)

Future Exploration

Testing did not reveal:

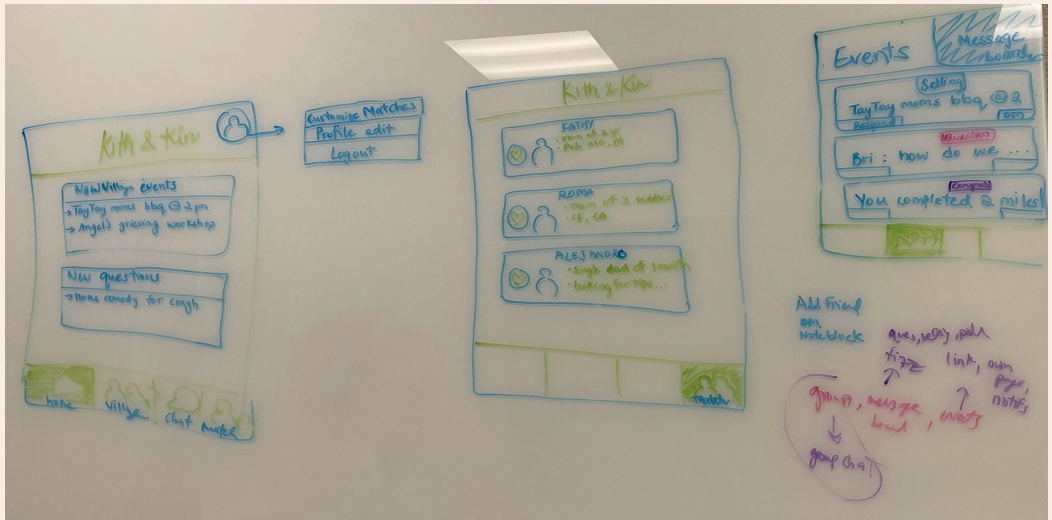
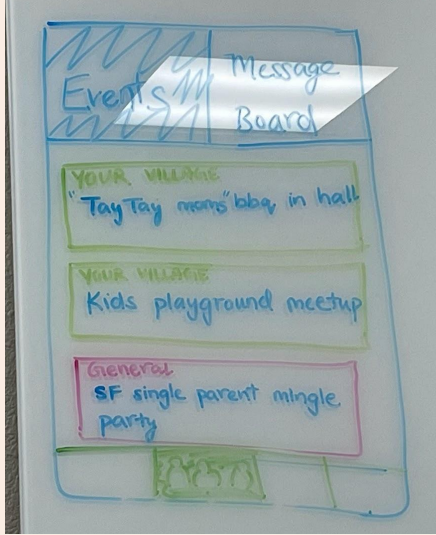
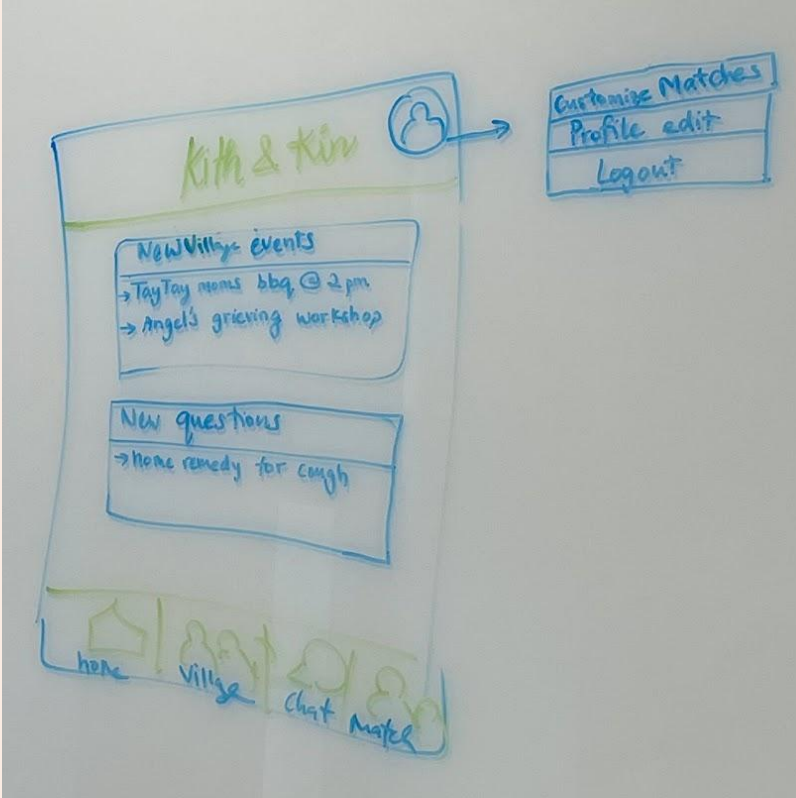
- How our **color scheme** works, especially for those with color deficiency
- The social experience/**moderation features** as there are no other users
- Satisfactoriness of **filter options** in discovering other parents

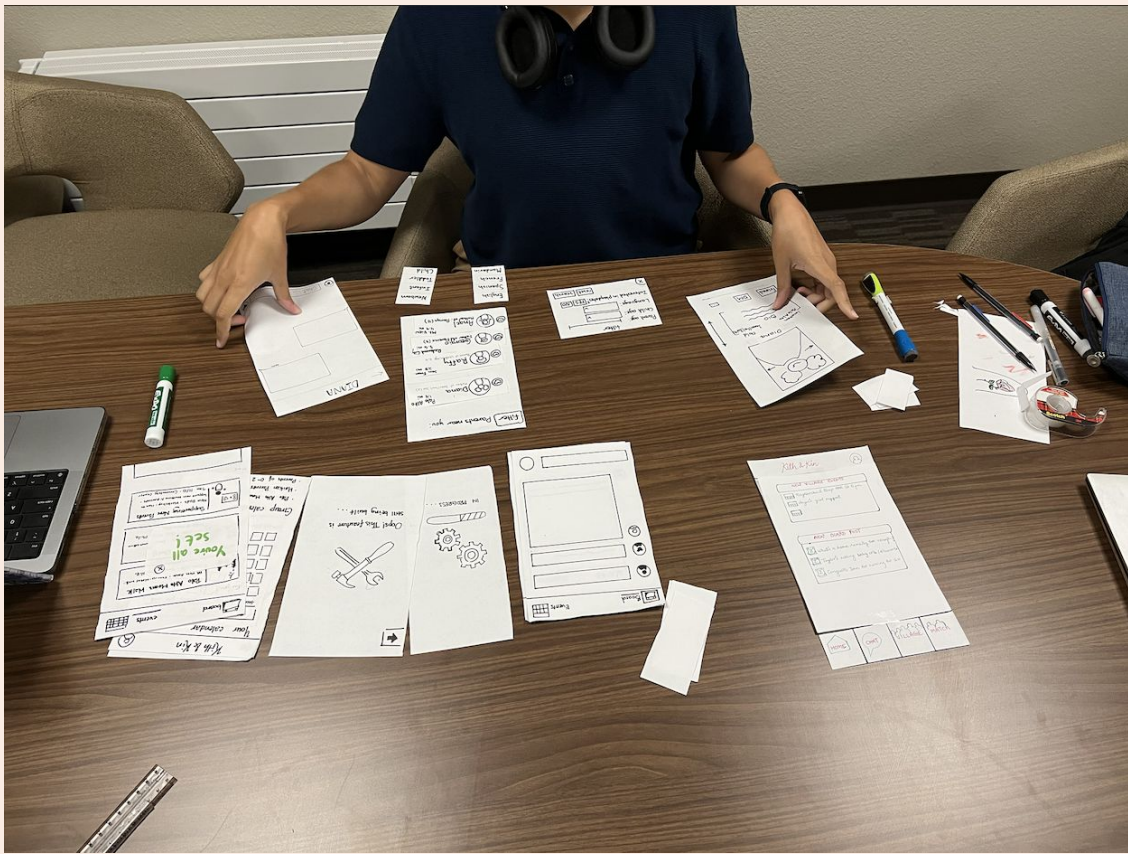


06.

Appendix







Videos of The Interviews

- **First Interview:**
https://drive.google.com/drive/folders/1-C3fvm_nnBa1_3-1q9uZmFETI9scfRYm?usp=sharing
- **Second Interview:**
https://drive.google.com/drive/folders/1-OJI--Lfa-jn9xuV1pb44kbsnK9NXsNn?usp=drive_link
- **Third Interview:**
https://drive.google.com/drive/folders/1-OPiJiLFu8ca9zk8sTUiewHUXU8Uqx-?usp=drive_link
- **Fourth Interview:**
https://drive.google.com/drive/folders/1-k1CDoOt5905LUHutHT988XkNnw9gRcf?usp=drive_link



Pros/Cons List

(slide notes below)