CAPSULE

INTERACTIVE MEDIUM-FI PROTOTYPE

Julia M, Kendal M, Allen N, Tristan S

CAPSULE

VALUE PROPOSITION

Share knowledge, receive knowledge, one capsule at a time.

THE PROBLEM

When in newer environments, it can be challenging to establish a sense of belonging and contribute to the collective knowledge of the community.

THE SOLUTION

Capsule encourages individuals to foster connections and engage with people in their community by presenting daily inquiries or activities, motivating users to provide their responses, leading to them receiving a reciprocal "capsule" from a fellow member within the community.

VALUES IN DESIGN

ENCODED VALUES

COMMUNITY-BUILDING
How do we help people make connections with one another?

INCLUSIVITY
How do we allow as many people as possible to benefit from the app?

KNOWLEDGE SHARING
How do we encourage people to want to share info with their community?

POSITIVE ONLINE COMMUNITY
How do we avoid a toxic online environment?

COMMUNITY-BUILDING
DESIGN FEATURES

- Send capsules to others within a certain proximity to you
- Receive capsules from others within a certain proximity to you
- Prompts that are community specific
  - "What is your favorite place to eat nearby?"
  - "Where are good hangout spots?"
- A map that displays where received capsules were sent from
  - Physically see where community members you relate to are

INCLUSIVITY
DESIGN FEATURES

- Wide variety of prompts and tasks
- Prompts are relatively universal
- Multiple prompts received throughout a day
  - If you are not able to answer/respond to one of the prompts, you will have multiple opportunities to still contribute that day

KNOWLEDGE-SHARING
DESIGN FEATURES

- Prompts centered around knowledge sharing
  - "What did you learn today?"
  - "What is a fun fact you know?"
  - "What's your favorite restaurant around here?"
  - "What are good hang out spots in the area?"
- Keep your most valuable capsules to revisit at a later time

POSITIVE ONLINE ATMOSPHERE
DESIGN FEATURES

- Anonymity
  - Encourage people to be their authentic selves
- No public comments
  - Allow people to form their own reactions
- No followers or visible likes
  - Deter people from "karma farming" or writing responses with the sole intention of getting as many likes/upvotes/followers as possible

DESIGN/VALUE CONFLICTS

Positive Online Community vs Community Building

We use anonymity to encourage people to be their authentic selves, but if every user is anonymous we see how it could be difficult to form real connections

DESIGN/VALUE CONFLICTS

Community Building vs Inclusivity

In order to build community, we want prompts to be community-specific however we recognize how that can impact inclusivity, in which we encourage more universal prompts.

Potential solution: Have a balance

TASKS

TASK #1 (SIMPLE):

User receiving and reading a capsule that was created by another user.

Changes:

Previously we provide both "archive" and "like" buttons for the capsule. However, other groups asked clarifications for the difference between the two. We now removed "archive" – all received capsules will be stored for the user forever. We would allow users to "discard" capsules in a different task.

TASK #2 (MEDIUM):

User creating and sending a knowledge capsule by responding to a prompt.

Changes:
Previously, we allow users to add "tags" to describe the capsule they posted. It's not fun nor intuitive to the users. We replaced the "tag" feature with "flair", that indicate emotions/feelings that the user felt when they create the capsule.

TASK #3 (COMPLEX):

User organizing the capsules they received.

Changes:
Previously we want users to organize based on the tags of each capsule. Now we rely on the concept of "**cabinet**" – users can create different cabinets to <u>store</u> capsules. They can <u>discard</u> capsules as well. Since we are an app that focuses on "community", and people move around, we also want to add a map feature where users can see where they received the capsule.

TINYURL.COM/CAPSULE-WEEK6

FIRST TASK FLOW

USABILITY GOALS & KEY MEASUREMENTS

USABILITY GOAL & KEY MEASUREMENTS

EFFICIENCY

Rationale
Posting / sharing information can be cumbersome, one usability goal of our app is to make sharing as easy and as efficient as possible.

Key Measurement
How long the user took to respond to a prompt and send a capsule (target: ≤ 120 sec)

FUN

Rationale
We aim to create a sense of joy and incentivize people when they share information with others.

Key Measurement
How much positive feedback can a user receive after sending a capsule? (target: 2+ positive feedback mechanisms)

PROGRESS TOWARDS USABILITY GOALS

EFFICIENCY

Changes
- Removing the retro themed design because it increases cognitive overload. Modern design is more slick and easy to use.
- Combined "archive" and "like" to one "like" button.
- Instead of free-form tag, we use flairs – which can be selected from a set of flairs – no need for users to enter one themselves.

FUN

Changes
- Added an animation as a positive feedback mechanism after user sent a capsule.
- After sending a capsule, users will immediately receive a capsule from others.
- Users can respond to 1 out of 5 prompts each day – adding a choice allows users to feel more positive that they do have something to share.

(REVISED) INTERFACE SKETCHES

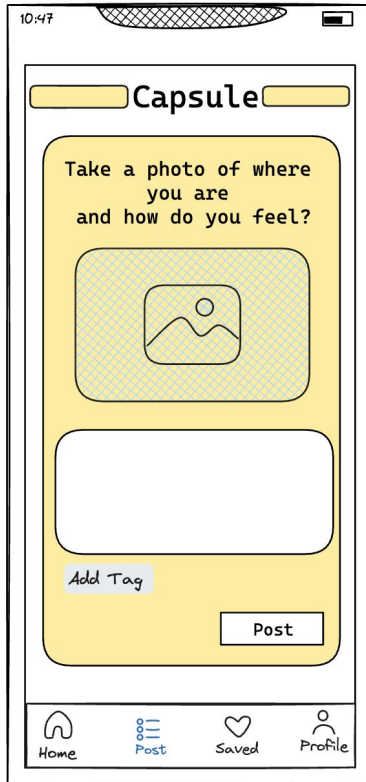# MAJOR CHANGE 1: THEME CHANGE
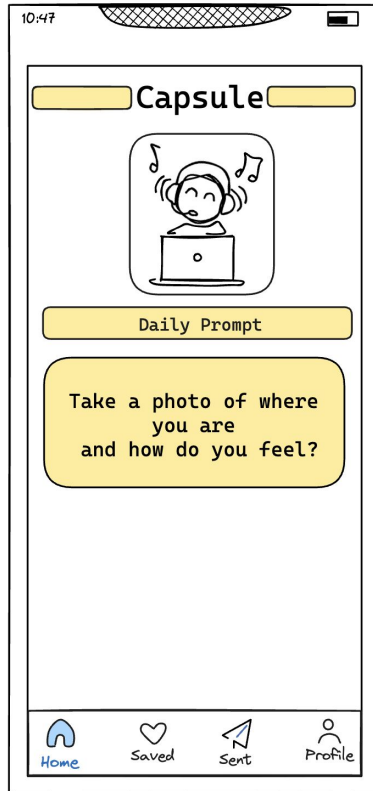
Old Design
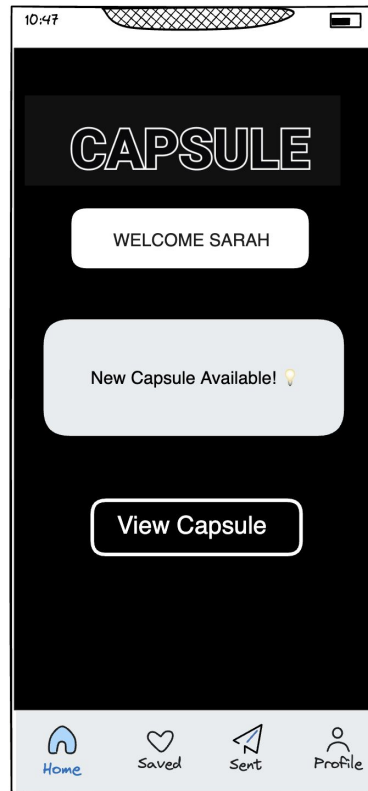
New Design

Change:
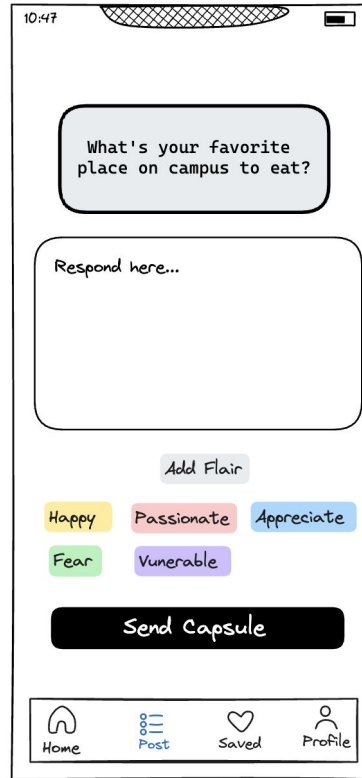Our previous design is retro-themed. Our new design is more black-white modern.

Rationale:
Modern design feels more slick. Cleaner interface leads to less **cognitive overload**, which leads to higher **efficiency**.

MAJOR CHANGE 2: FLAIRS NOT TAGS

Old Design

New Design

Change:
Instead of "tags" that mark meta-information about the content, we decide to use "flairs" that indicate emotions.
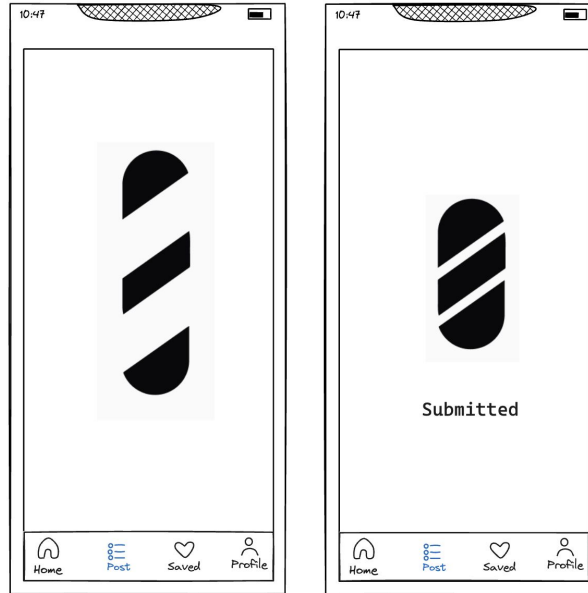
Rationale:
We received feedback that tags are unclear, as in users don't know what to "tag". Also, tag is overused in social apps. However, "flair" that indicate how the user feels when they make the knowledge capsule can be **refreshing** and **fun**. This is more compatible with our usability goals.

MAJOR CHANGE 3: ANIMATION AFTER SENDING
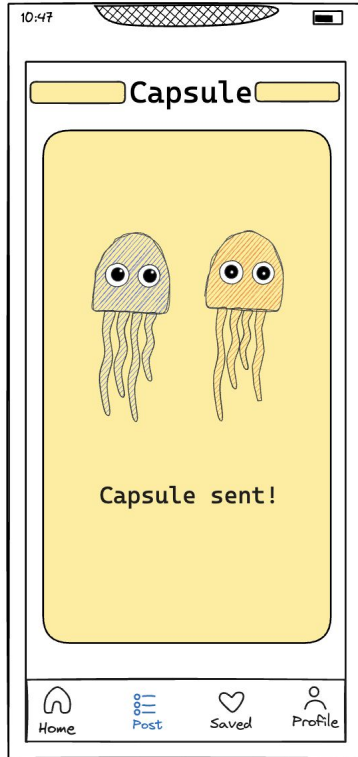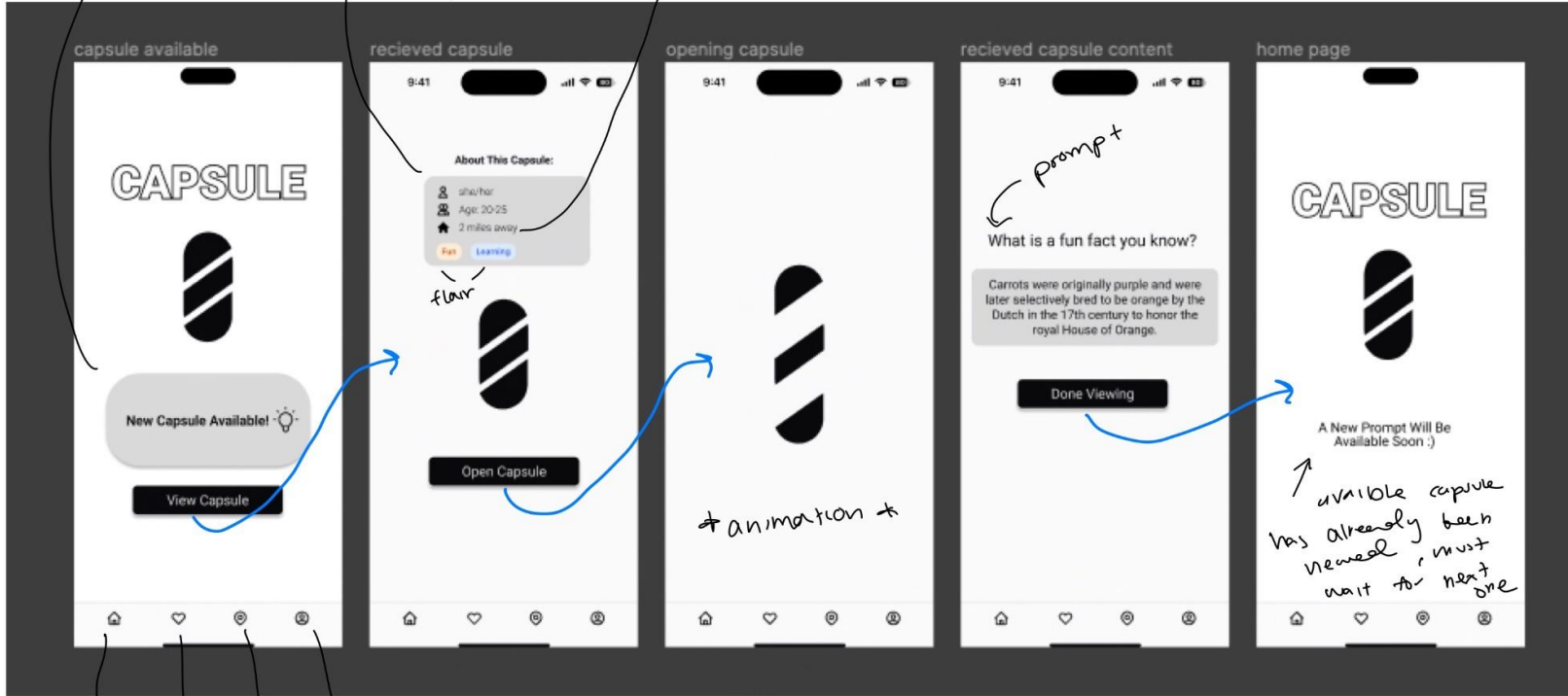

Old Design

New Design

Change:
After sending a capsule, our previous design just shows a picture. Our new design has an animation of a capsule being assembled.

Rationale:
Animation makes task completion more rewarding, engaging with the dopamine circuitry in the brain – **making knowledge sharing more fun and exciting**.We made this change after receiving feedback that jellyfish might be too casual and unrelated to our usability goal.
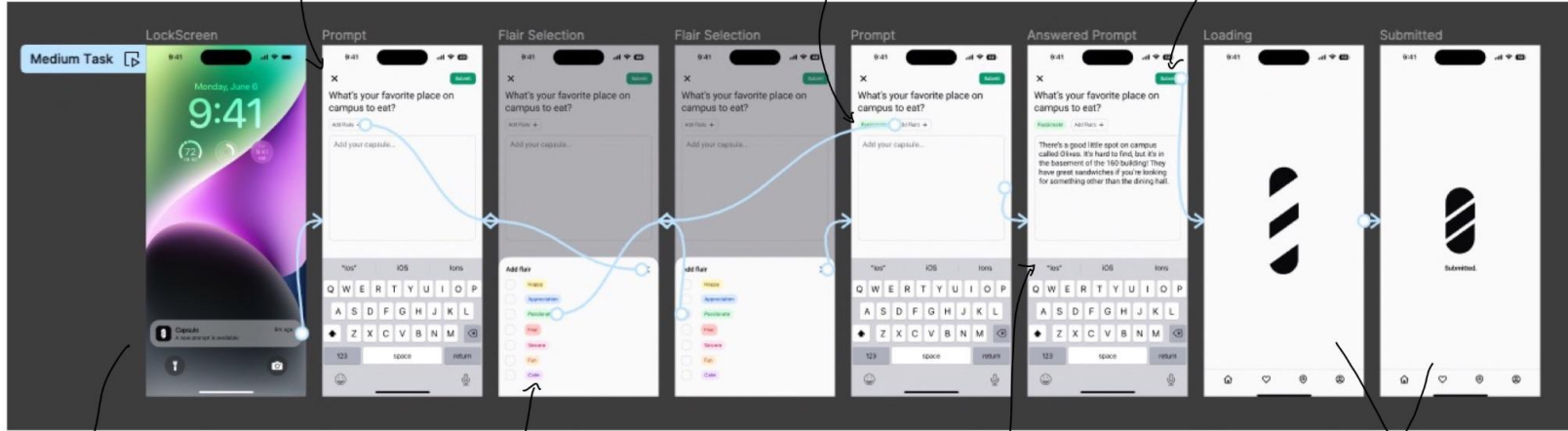
MEDIUM-FI TASK FLOWS

SIMPLE TASK FLOW

MEDIUM TASK FLOW

prompt is immediately displayed (ease for user)

chosen flair is displayed under prompt

submit button

LockScreen

Medium Task

Prompt

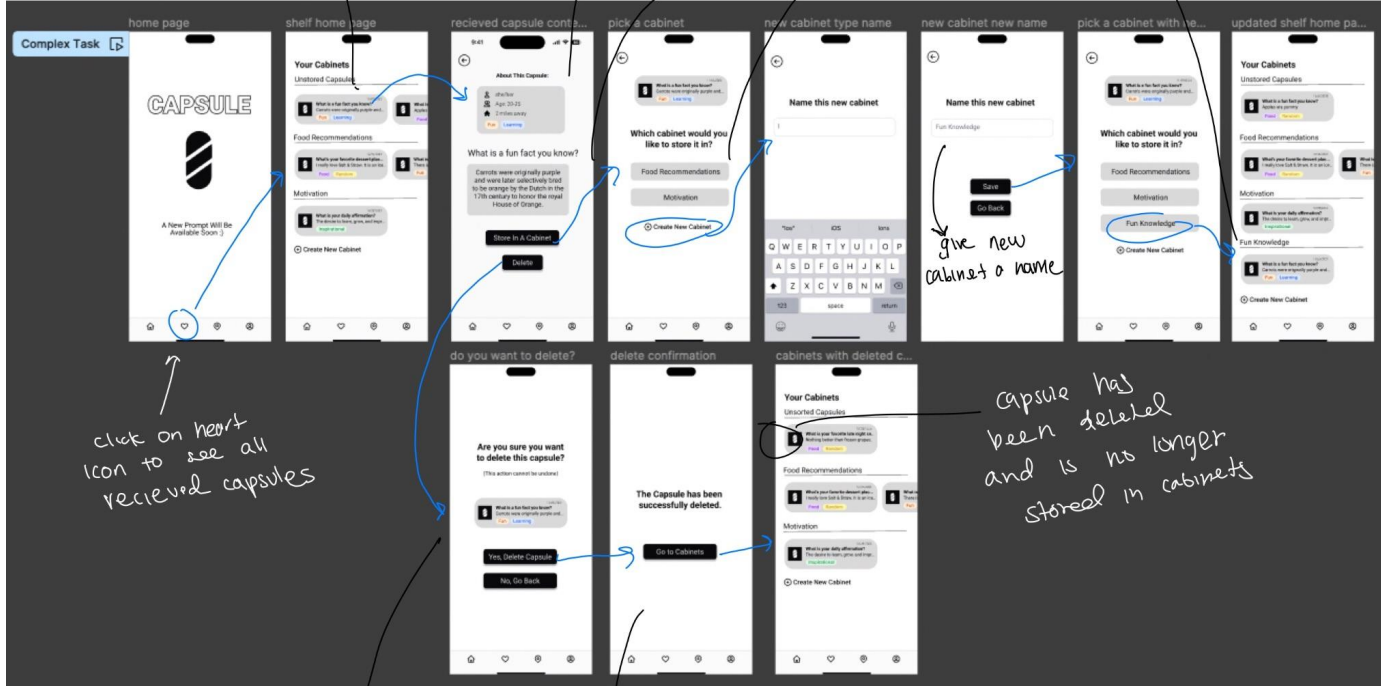Flair Selection

Flair Selection

Prompt

Answered Prompt

Loading

Submitted

users are notified that a new prompt is available

users can add flair depending on category, that describes their mood on the response and mark it with what's most relevant

users are able to type their response to the prompt

fun animation to show confirmation of sent capsule

COMPLEX TASK FLOW

PROTOTYPE IMPLEMENTATION

USED TOOLS

EXCALIDRAW

We used Excalidraw for our Lo-Fi Prototype/redesigning the UI

Pros:
- Pretty easy to navigate
- Has the hand-drawn feel but is still electronic with helps keep it neat and organized
- Made it easy when creating our Med-Fi prototype since it already resemble a solid UI

Cons:
- Not collaborative
  - Weren't able to have multiple people work on it at the same time

We used Figma for our Medium-Fi Prototype

USED TOOLS
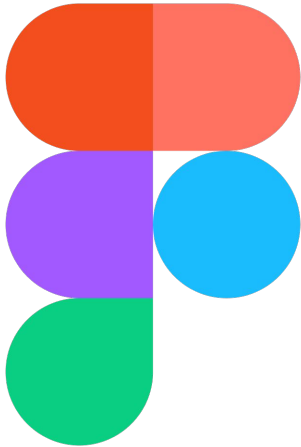
Pros:
- Allowed us to really animate in the ay we had envisioned for our app
- Great for collaboration as multiple people could work on it
- Components feature made it really easy to reuse items we created

Cons:
- A little bit of a learning curve
  - I.e. learning how to properly make components
  - How to make proper prototype transitions

LIMITATIONS

- Users are not able to directly interact with their specific profile or interact with the map feature
  - Wasn't related to any major task flow

- Users cannot store/delete multiple capsule
  - It wasn't necessary to implement that feature for all capsules as walking through the task for one specific capsule was enough to demonstrate the task flow

WIZARD-OF-OZ/HARDCODED FEATURES

- Prompt Responses/Cabinet Names
  - Through figma, we didn't have access to features that would allow users to enter their own information when responding to a capsule/creating a new cabinet so we hardcoded it for them

- Attached Flair
  - It would require to many frames to allow the user to choose their specific flair, and we didn't feel it was necessary to demonstrate how flair is properly added

APPENDIX

LINK TO FIGMA

HTTPS://TINYURL.COM/CAPSULE-TASK-FLOWS

THANK YOU