RendezViewz
Medium-fi Prototypes

~Life of the watch party~

Meet Our Team

Allen Naliath

‘25

Boston, MA

Charlotte Zhu

‘25

Suzhou, China

Francis Santiago

‘23/’24

Miami, FL

Yishu Chen

‘23/’24

Hong Kong

The Problem

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The current solutions in our problem space often involve **no space for small, tight-knit social interactions**.

We wanted to help encourage and facilitate **meaningful, small-scale social experiences** surrounding all types of video content.

The Solution

A media sharing app that leverages the **ease and social aspects of listing and ranking shows** to engage users and spark interactions surrounding TV/movies . Inspired by friends' sharings, one can then easily **arrange virtual or in-person watch sessions**.

Value Proposition

Connect over cinema: Discover, rank, and watch movies and shows seamlessly with friends. **Know** what they're **watching**, **easily share** your **favorites**, reach out without fear and **enjoy together**.

Roadmap

01
Values in Design

02
Task Overview

03
Usability Goals & Key Measurements

04
Revised Interface Sketches

05
Medium-Fi Task Flows

06
Prototype Implementation

Roadmap

01

Values in Design

Values in Design

Which values are we trying to encode?

01

Community

Facilitate **new connections** and strengthen **old ones**

02

Empowerment

Give people the means and place to **be themselves**

03

Discovery

Help people find **new content** from people they trust

04

Enjoyment

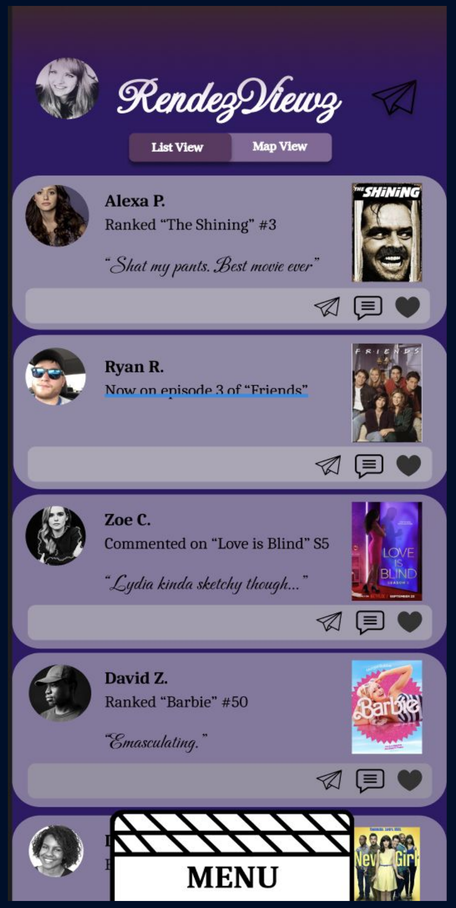
Make consuming TV and movies **more fun**

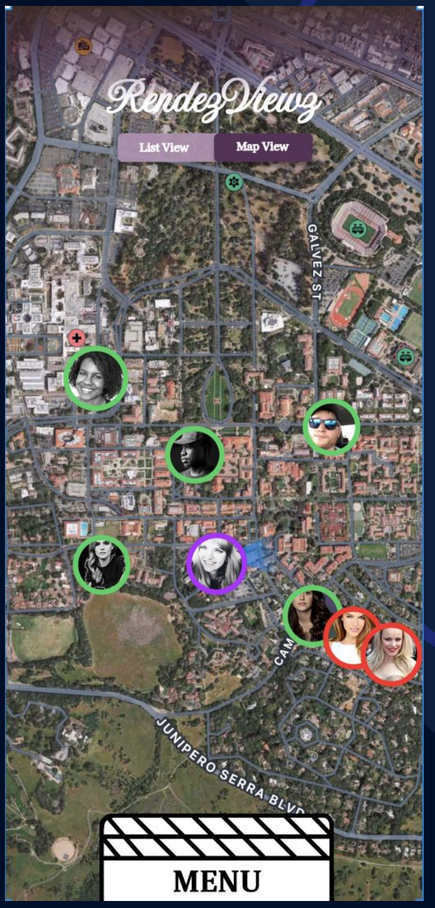
Encoding our values

Facilitating Community

01

- Feed and Maps
- Friendship management
  - Messages
  - Scheduling
  - Likes



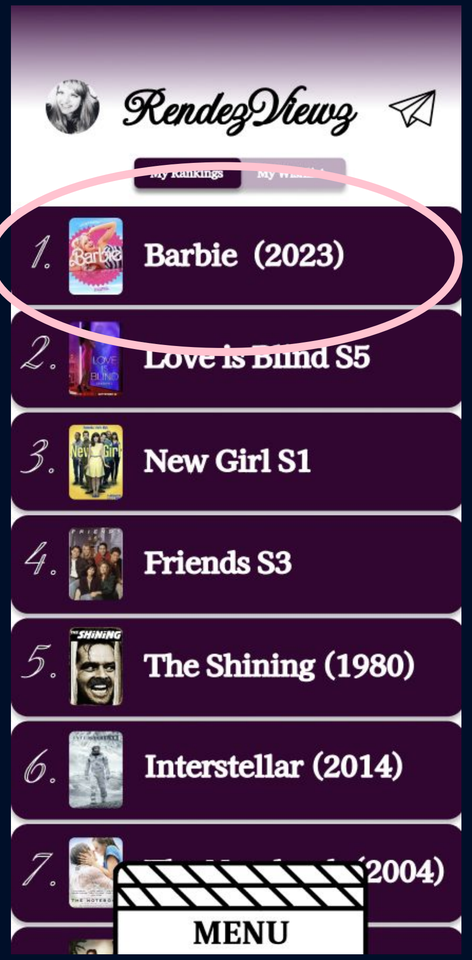


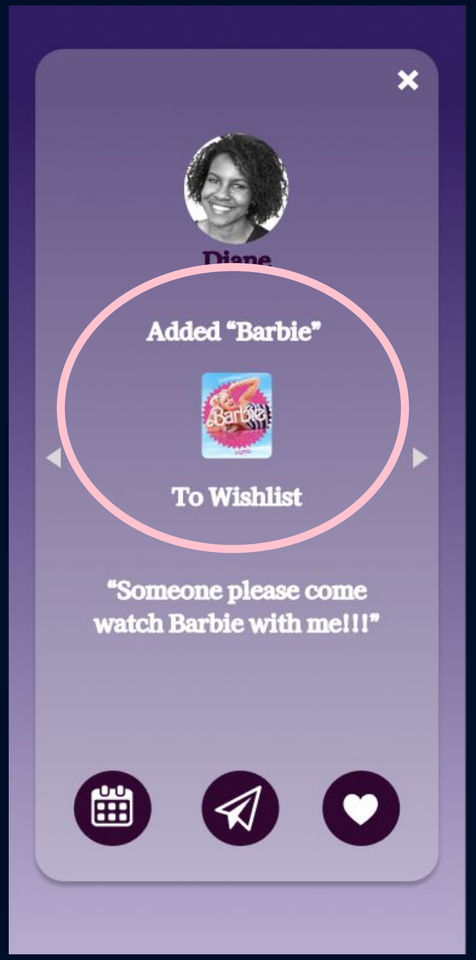
Encoding our values

02

Empowerment

- Platform for opinions/ranking
- Can see if preferences overlap with friends



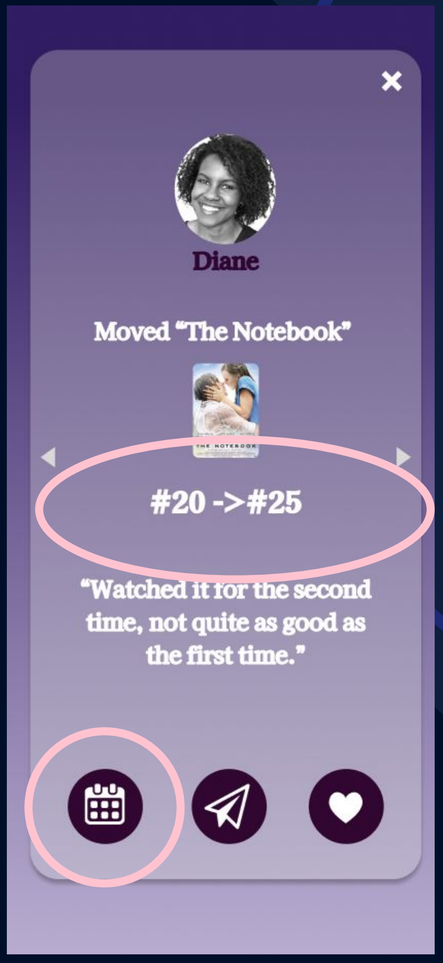


Encoding our values

03

Discovery

- Wishlist
- Schedule watching new shows with friends
- Visible friend rankings

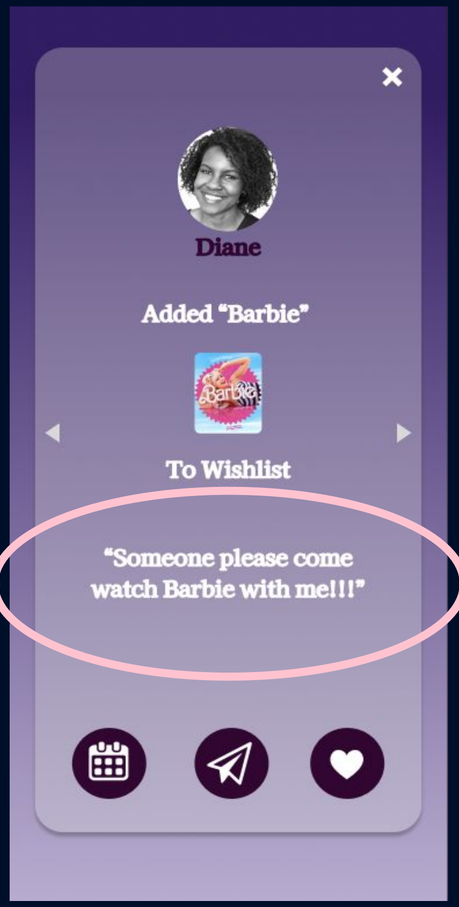


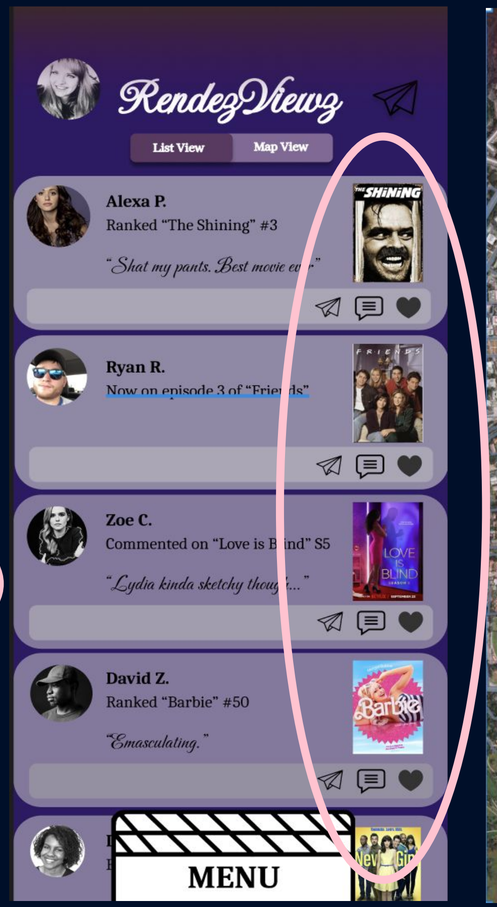
Encoding our values

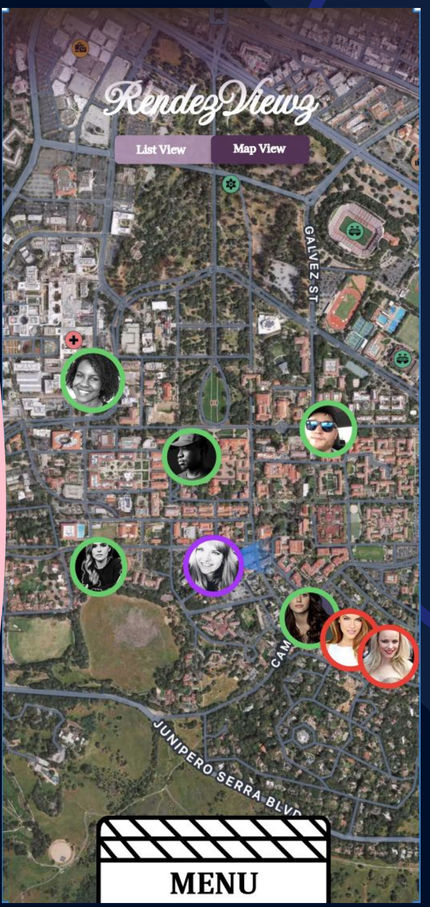
Enjoyment

04

- Facilitates planning fun watching events
- Starts engaging conversations around shared preferences



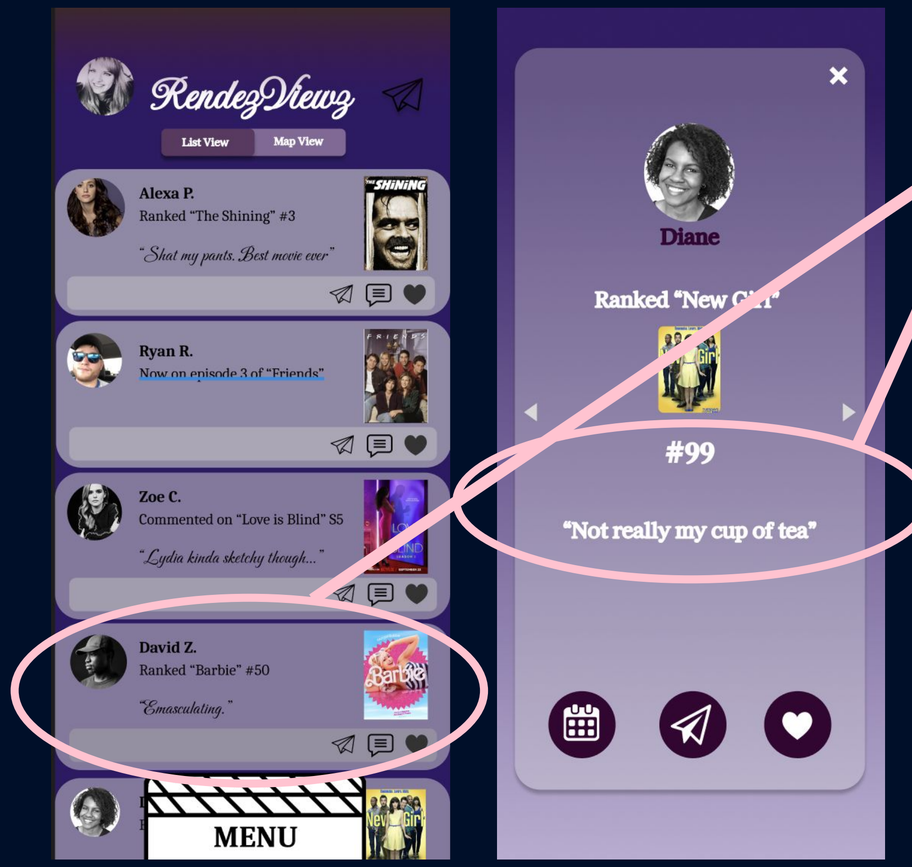




Conflicting Values: Community & Empowerment

Problem

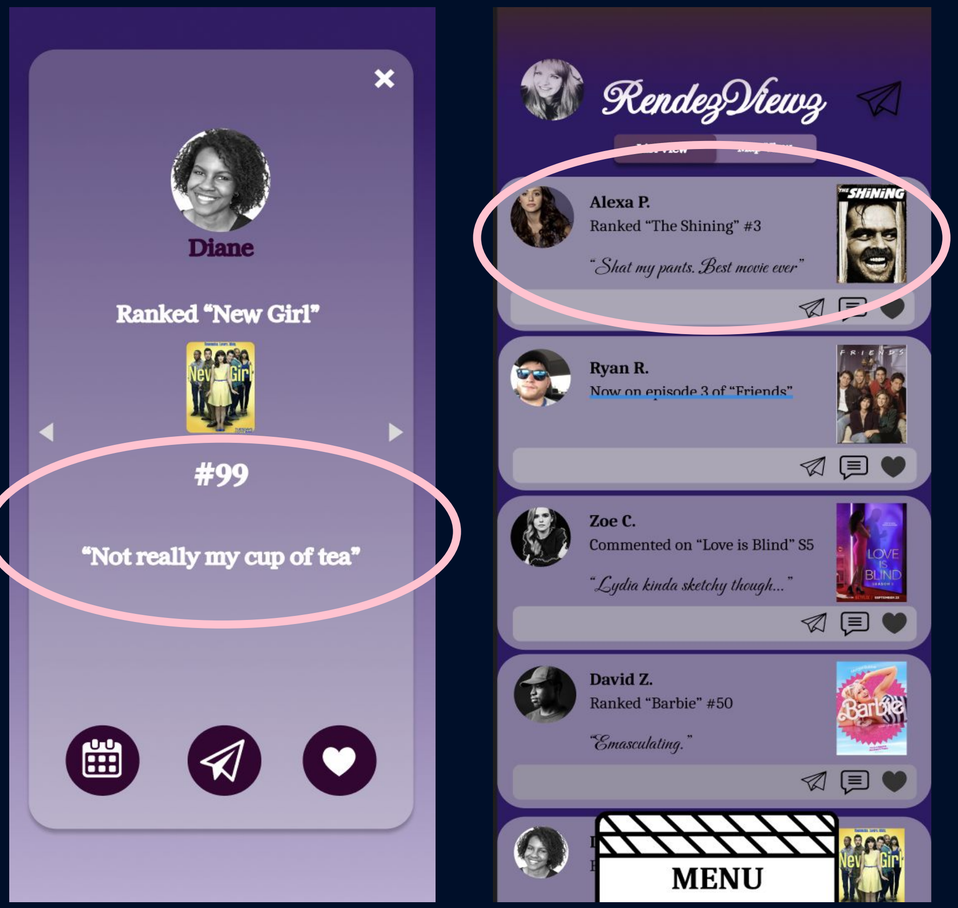
In a space created for **community** interaction, it can be difficult to feel **empowered** if other people feel negatively about media that you publicly have ranked highly



Conflicting Values: Discovery & Enjoyment

Problem

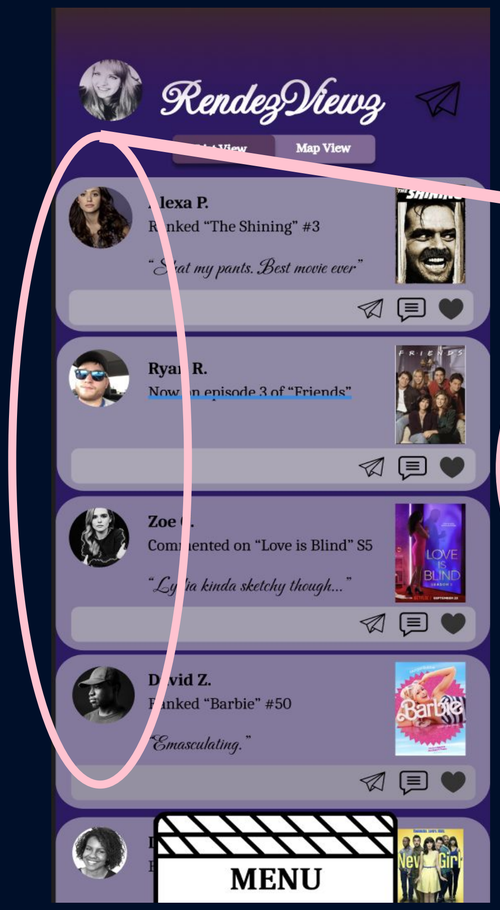
Because **discovery** requires trying new things, it is likely that the user will encounter media they **do not enjoy**.

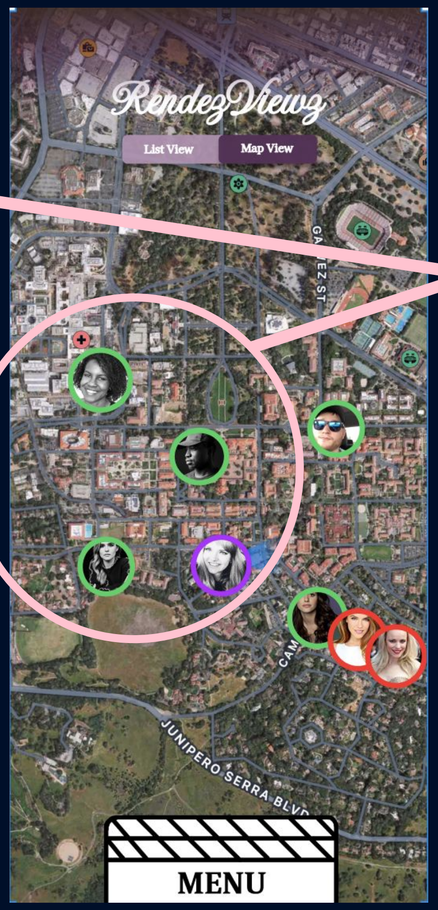


Conflicting Values: Community & Enjoyment

Problem

Our app might help some find **community**, people may feel **left out** if they are not included in scheduled group watching session.





Huge FOMO opportunity if your friends are watching something together and you didn't know

Roadmap

01

Values in Design

02

Task Overview

Tasks

New Functionality!

In response to feedback from you guys, let RendezView introduce.....

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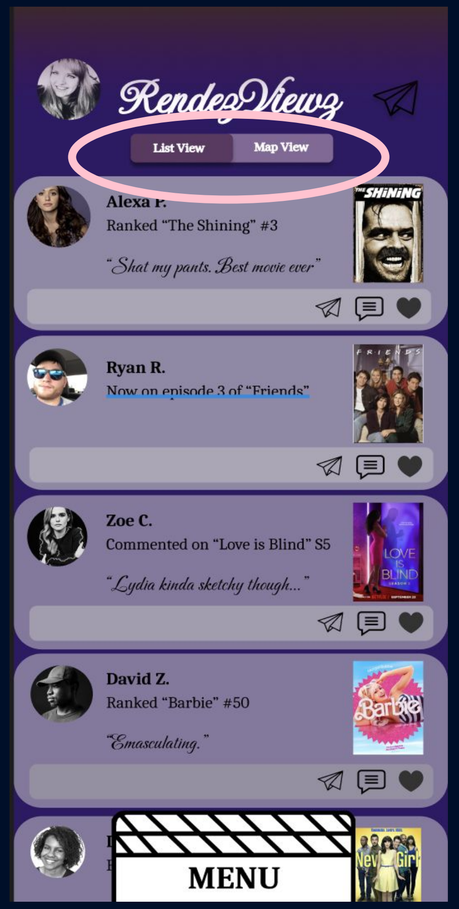
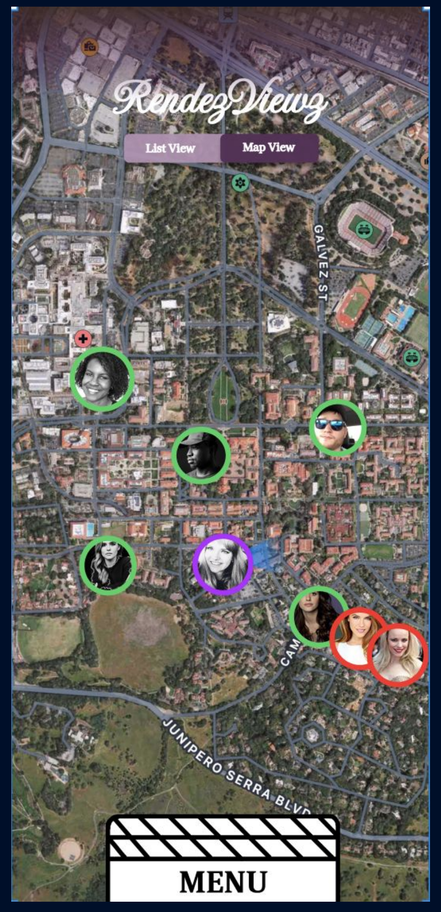
The Map Feature





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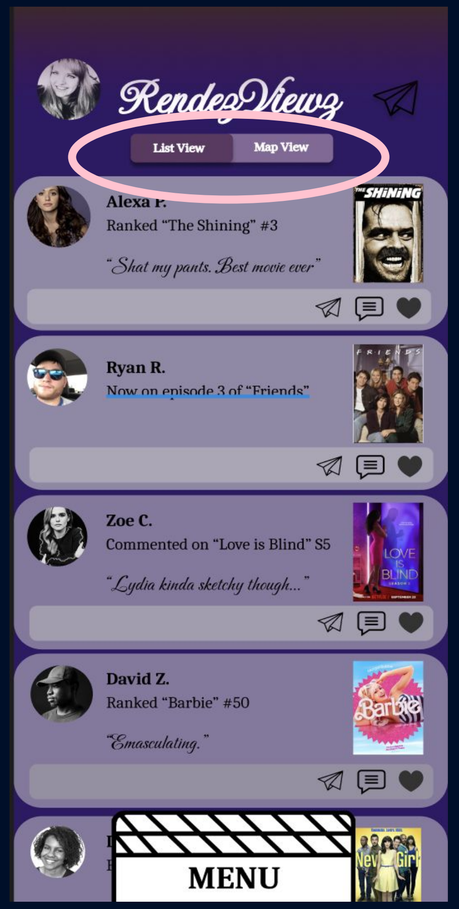

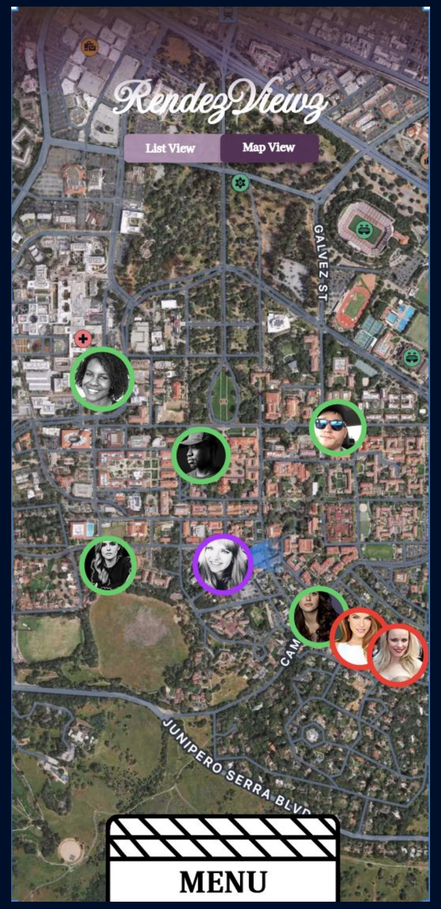

...And a new feature means, a new task!

New Simple Task:

Access a friend’s recent posts using the Map

Representative Tasks

Simple

- Send a message to a friend
- Like a friend's Feed update
- **Access a friend's recent posts using the Map**

Moderate

- Add a new show to your profile and rank it

Complex

- Schedule a group watching session 3 months from now

And now for our Task Flow Demo:

View a friend’s recent status updates using the Map

Thank You!

Any Questions?

How well did we achieve our goals?

Efficiency

- Most users found their way around quite quickly (< 1 min per page)
- Some got lost looking for a feature

Learnability

- Every user quickly used buttons once they found out they were clickable

Flexibility

- No one hit a dead end
- Evidence of desire paths beginning to form
- Some went in loops but found the right page eventually

Enjoyment

- Positive feedback generally
- Occasional confusion, but never frustration

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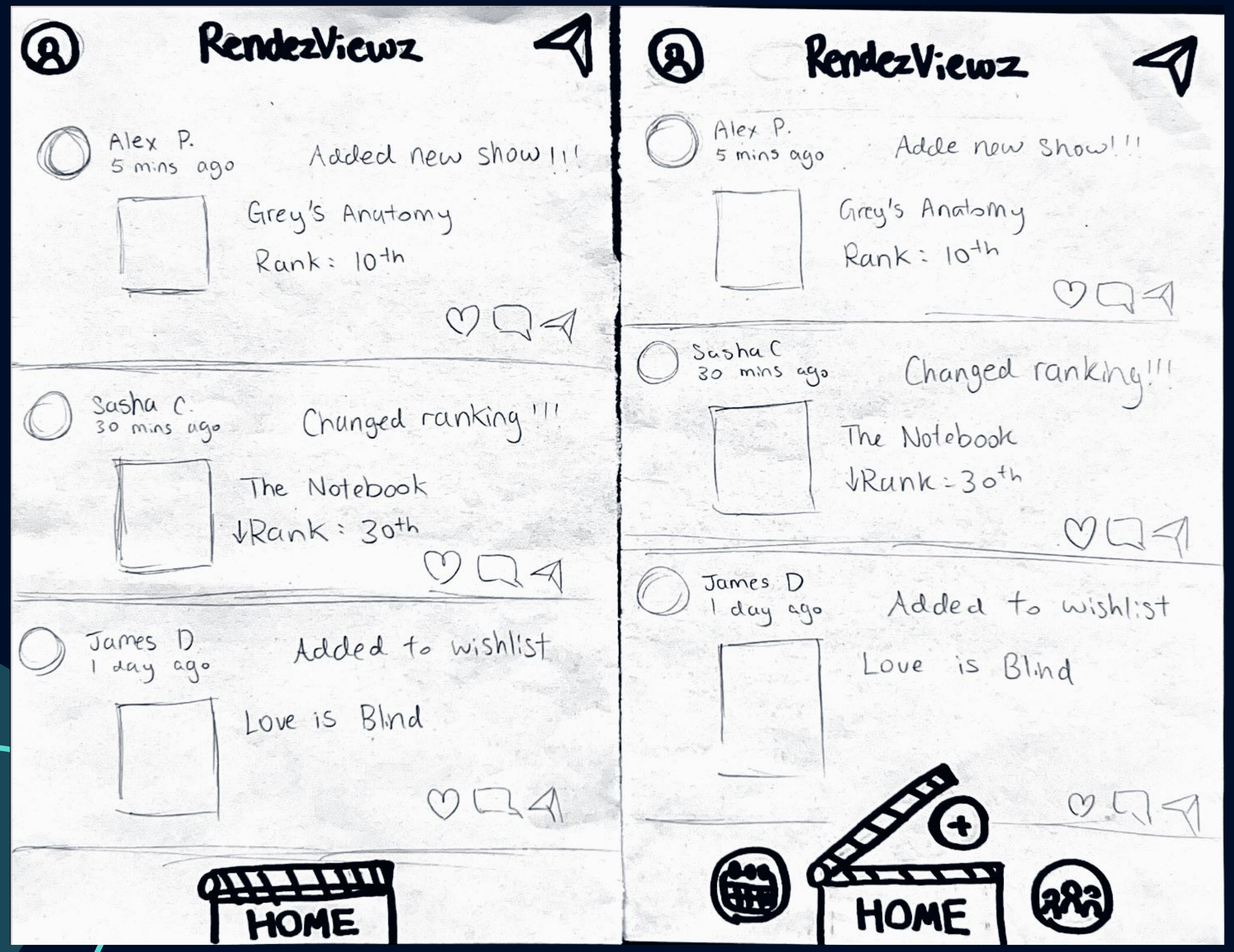
team member roles, description of process

Other Observations



Critical Incident: Getting stuck before finding out the home button was clickable

team member roles, description of process

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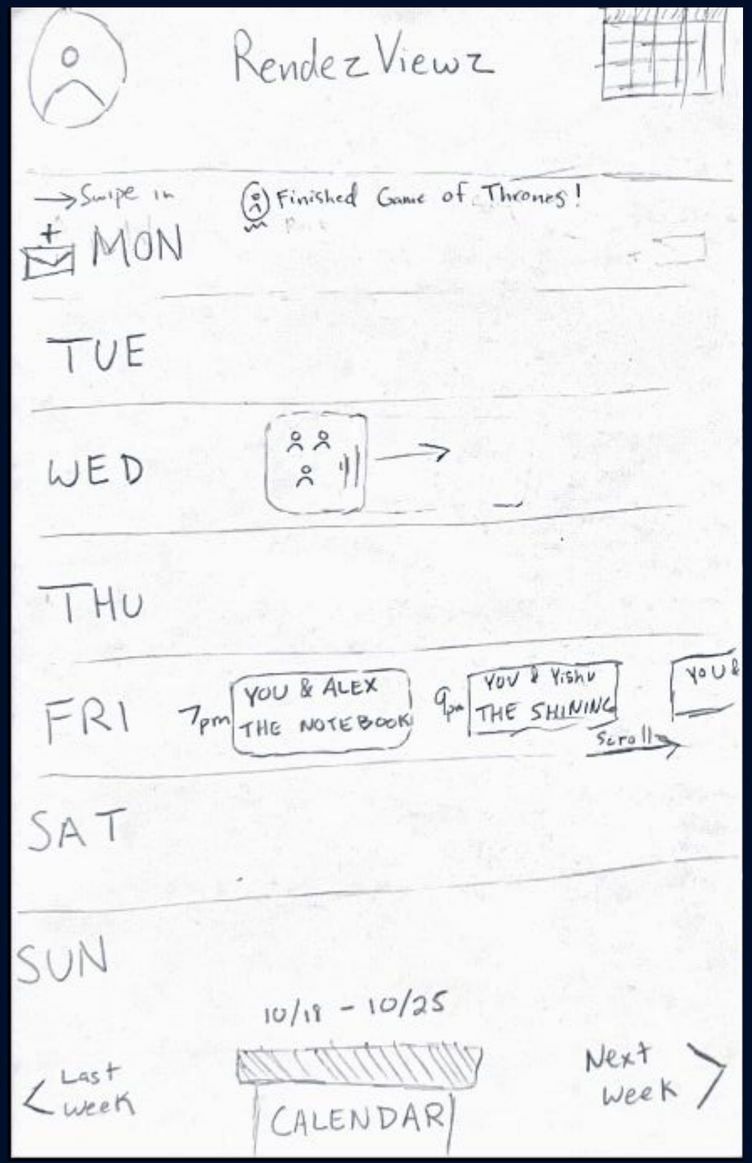

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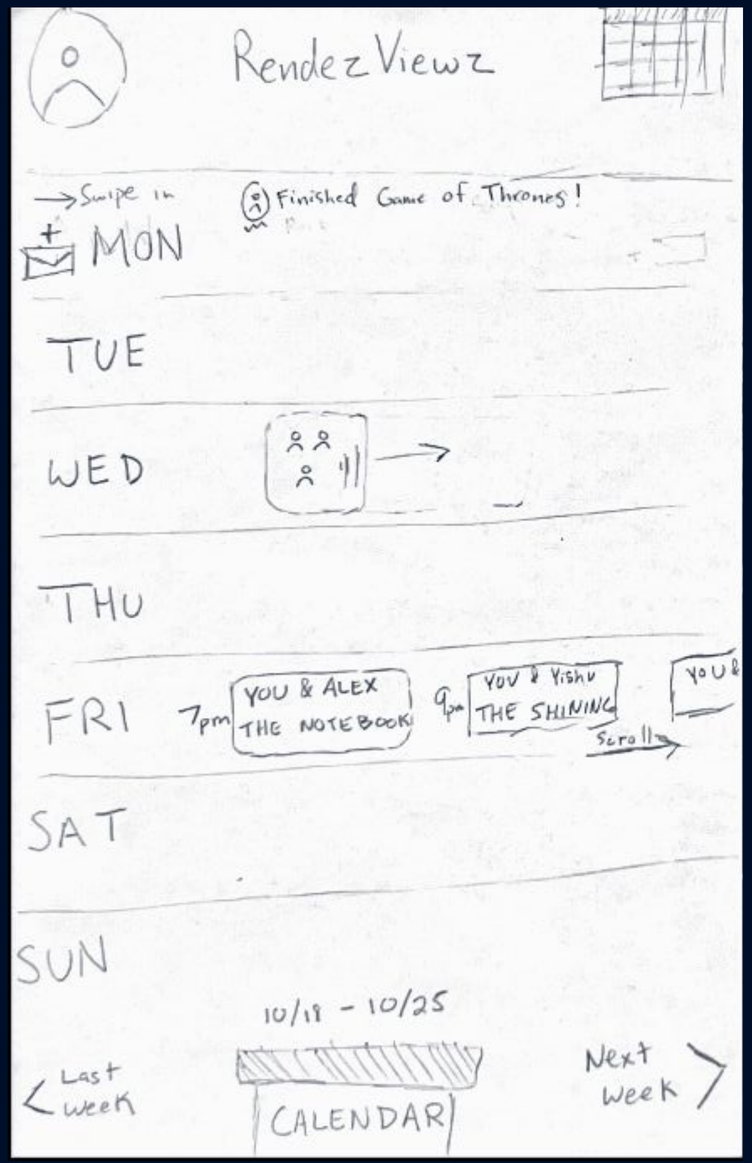


Critical Incident: Getting stuck before finding out the home button was clickable

Critical Incident: Thinking the function of the Home button had changed on a new page

General Observation: Sometimes clicking is easier

Roadmap

01
Sketching explorations

02
Selected interface and rationale

03
Low-fi prototypes

04
Testing methodology

05
Testing Results

06
Discussion

Discussion

team member roles, description of process

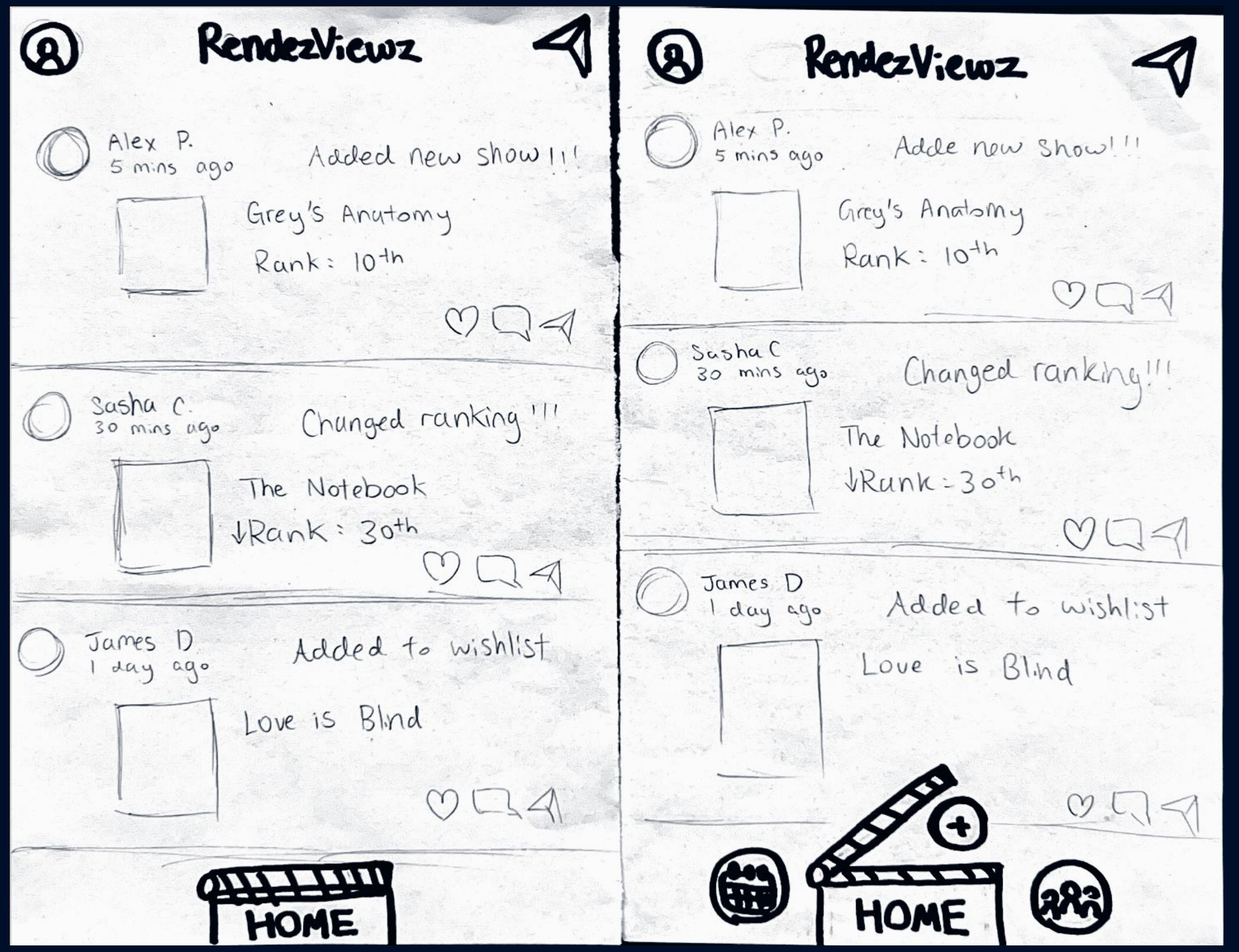
How will we change our design?

team member roles, description of process

How will we change our design?

Reworking the home button:

- Make it obvious it's clickable
- Keep the "Home" label constant



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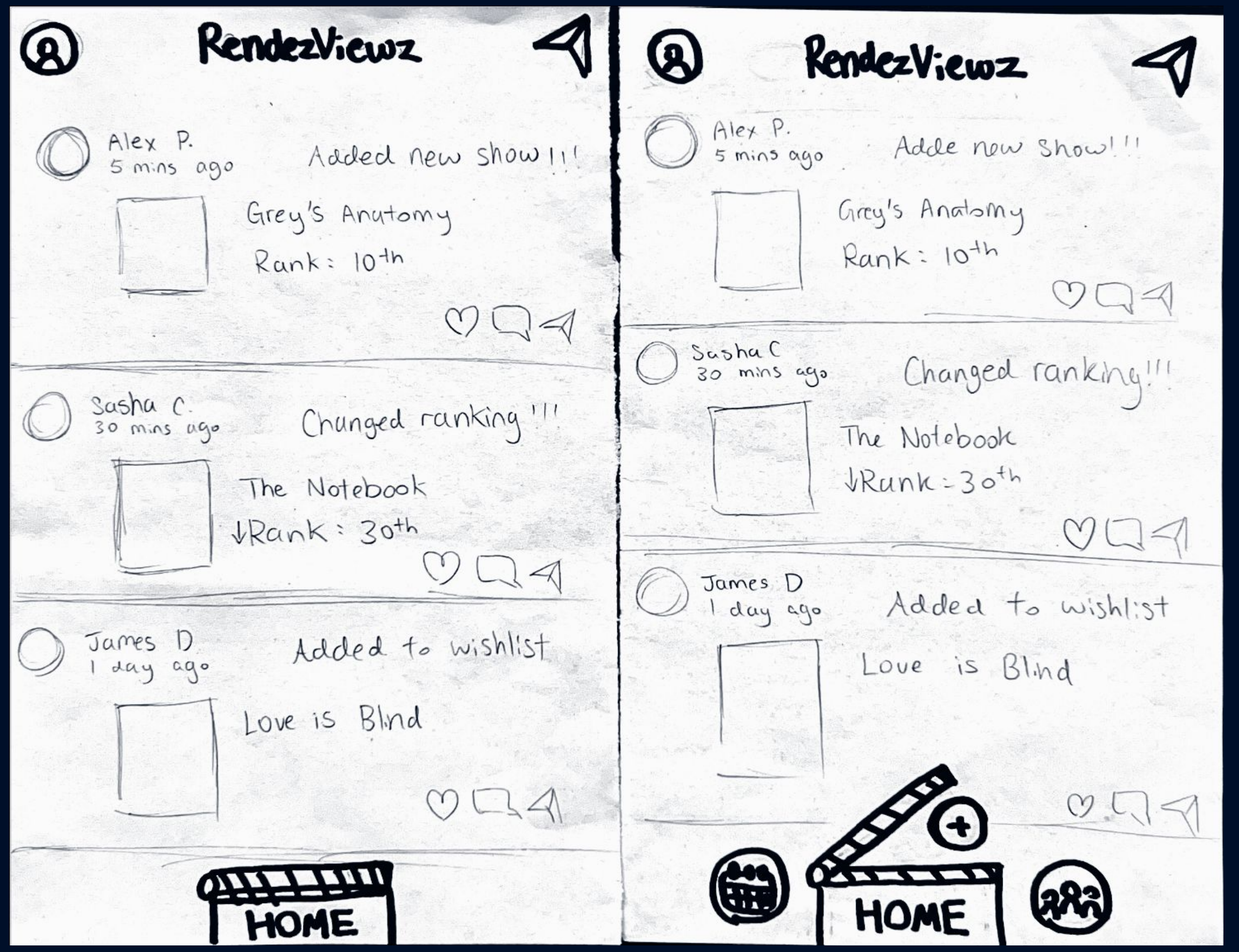


Make logos more **obvious:**

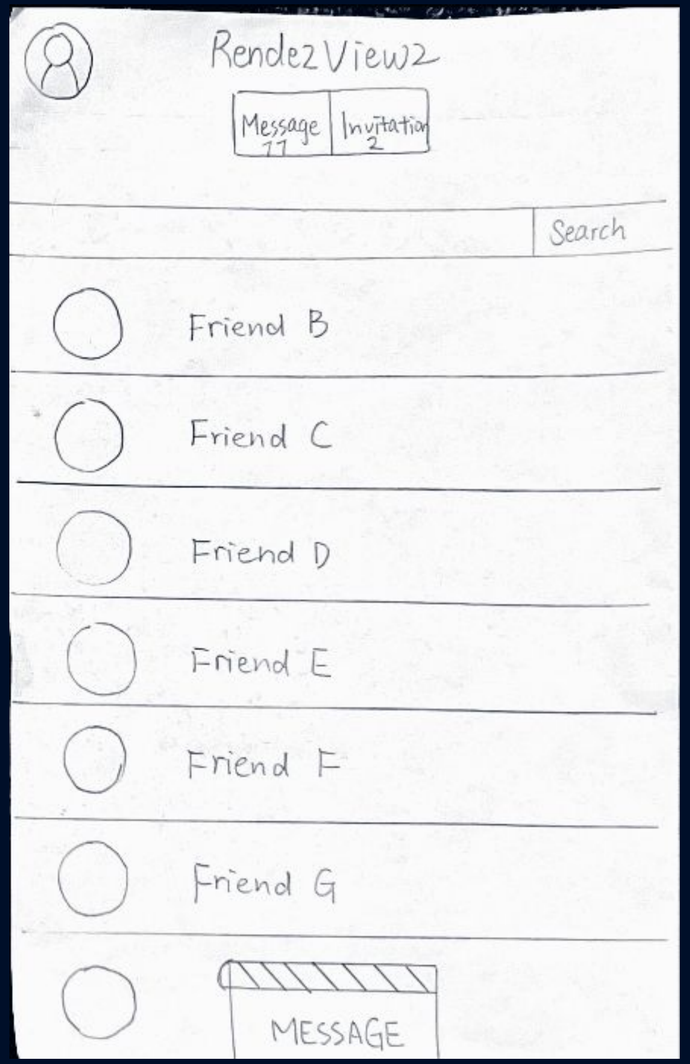
- Some logos are a little vague
- People seemed to have many questions

team member roles, description of process

How will we change our design?

Make **group creation** easier:

- Keep flexibility of calendar
- But introduce new pathways



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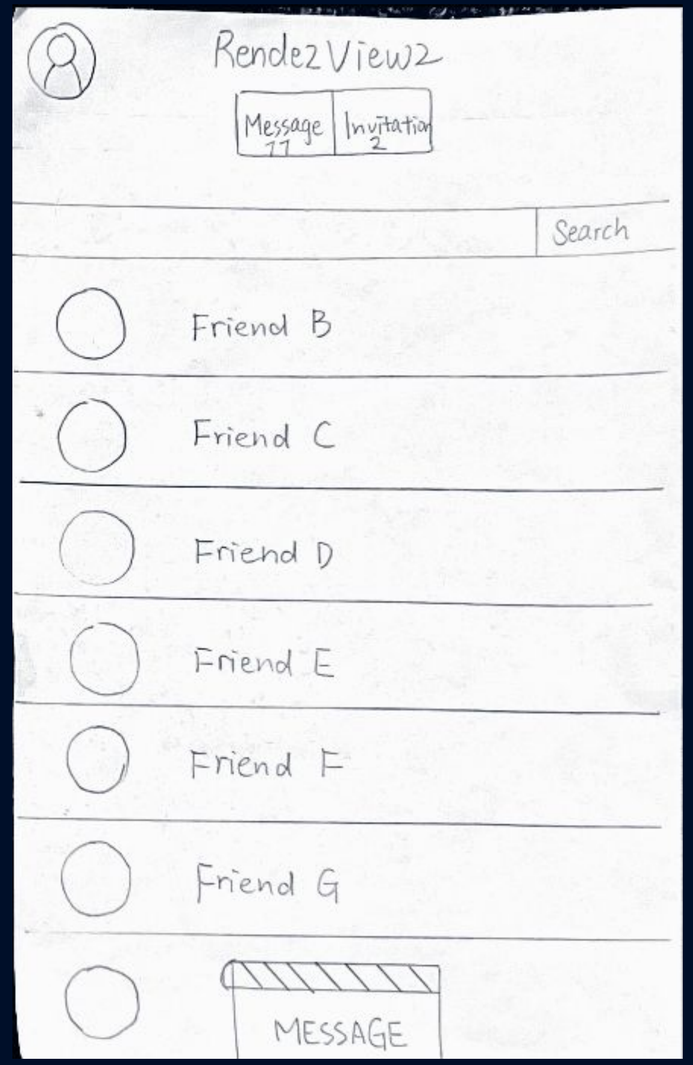

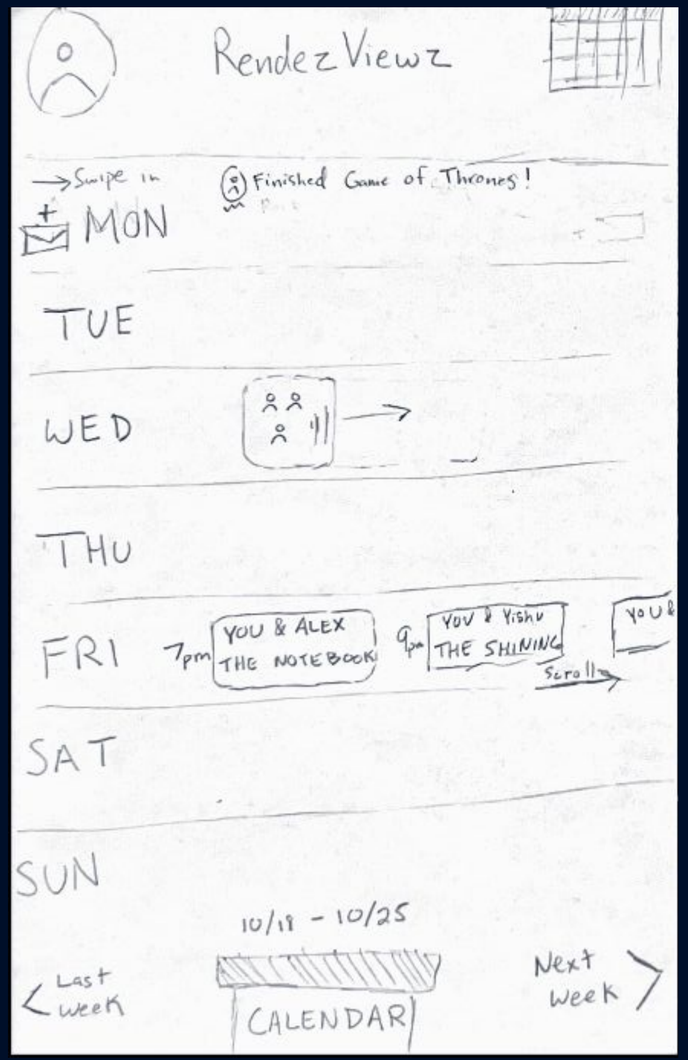

Improve **clarity**:

- Make some options tappables instead of swipes
- Improve returning to the home screen

Progress towards goals

Efficiency

Most users found their way around quite quickly (< 1 min per page)

Some got lost looking for a feature

Learnability

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Flexibility

No one hit a dead end ✅

Evidence of desire paths beginning to form

Enjoyment

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More user data could have been collected on navigating through **show and movie pages**

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How people felt about our design **aesthetically**

Thank You!

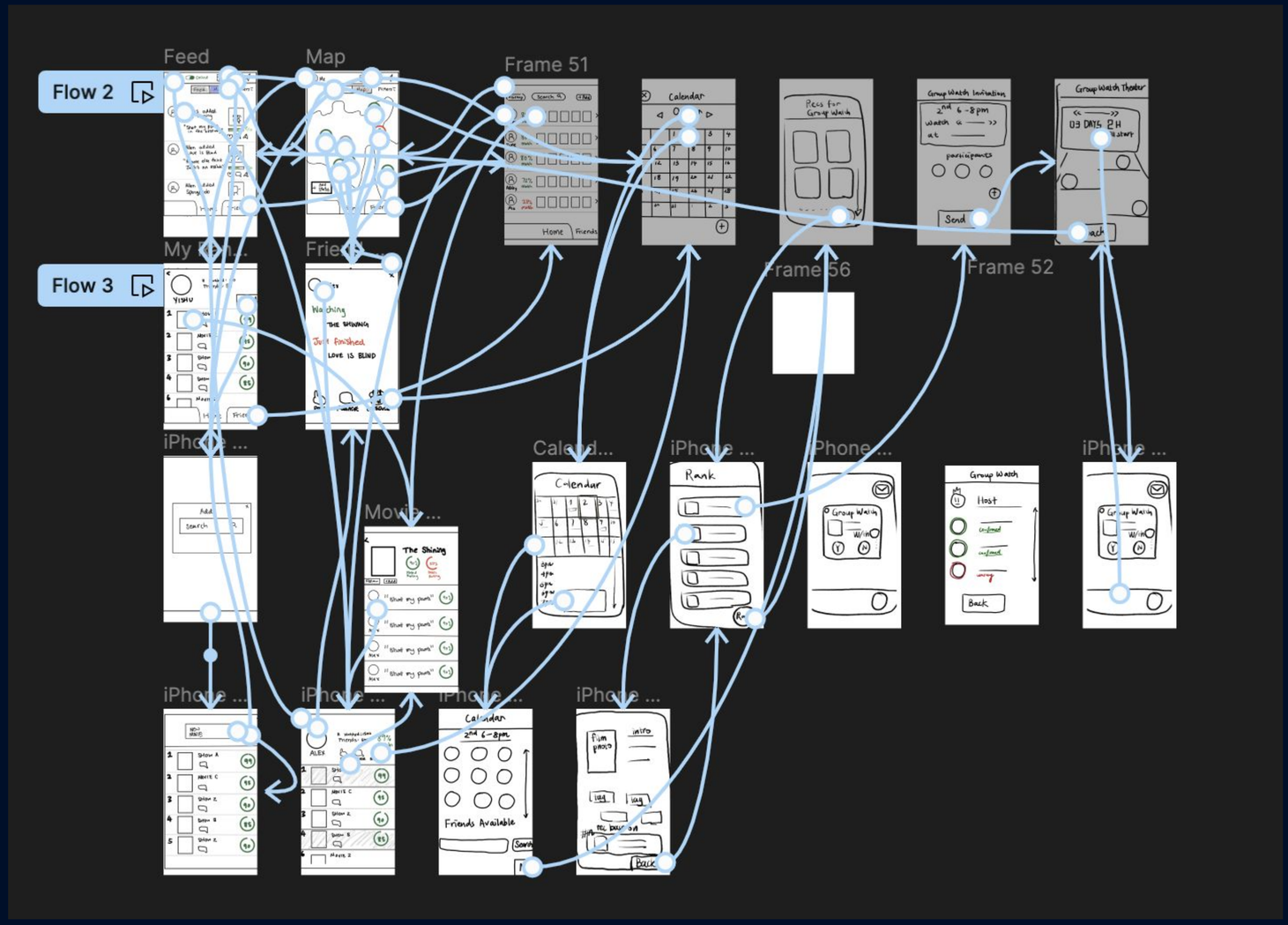
Any Questions?

team member roles, description of process

Appendix

team member roles, description of process

Interview Task Brainstorming



https://www.figma.com/file/UYPUcEVv1uyXLNfaDL3OOI/Rendezviewz?type=design&node-id=0%3A1&mode=design&t=Zy2OBh8zYDzF03NO-1

team member roles, description of process

Interview Task Brainstorming

Task List (easy to hard):
1. Like the first feed post
2. Send a message to a friend not on your feed
3. Add & rank movie
4. Find which season of a show your friend is on
5. Find a friend who wants to see your #1 movie
6. Find a friend who wants to see a specific show on your wishlist
7. Schedule a group watching session three months from now

team member roles, description of process

Interview Script

Hi, thank you so much for helping us! Today you will be asked to navigate our very rough draft app. We'll ask you to attempt a series of tasks. You can pretend that the pieces of paper are like touch phone screens and just click or drag items as you would on a regular phone. We will give you a new sheet of paper for the actions you take to show you the result of your actions. If you're not sure if something is a button or what its functionalities are, feel free to try or ask for clarifications. It's totally okay to be very confused and not know what's going on—we'd love for you to vocalize any thoughts you have, including what you like, what's clear and what's confusing. Any questions?

How do you feel about getting started?

Awesome. Let's start with the first task:
1. Like the first feed post you see
2. Send a message to a friend not on your feed

How about
1. Add & rank movie

Now
1. Find a friend who wants to see a specific show on your wishlist

Last task,
1. Schedule a group watching session three months from now

(After each task: what did think about the task you just completed? What did you struggle with the most? What was clear?)

Awesome job! You have completed all the tasks. Do you have any remaining comments? Thank you so much!

Incident Classification

01	If it takes more than 15 seconds to make an action
02	If something not clickable was clicked
03	Confused about button functionality/logo meaning
04	Ask participant for feedback and observe/jot down notes
05	Clicked the wrong button and had to go in a big loop to end up on the right page
06	Clicked the wrong button, went in loops and was unable to complete task without help

Critical Incident Log

	Jasmin	Andrew	Athena	Florian	Sean
1	1				
2	1	1	1	1	1
3	1		1	1	
4		1	1		1
5	1		1		
6					

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Brand icons from respective sites.
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Plus icon: https://www.iconsdb.com/white-icons/add-icon.html
Calendar icon: https://bearingbrokersinc.com/welcome/calendar-icon-white/
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Tarot Cards: Tarot Cards of Tech

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