



Creative Tools *for Everyday Users*

Assignment 6 Interactive Medium-Fi Prototype

Team 1 – Nhu, Emma, Adi, Aanika

COTERMS AND PROUD



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Who:

Graduates navigating post-college transitions.



Problem:

After graduation → young adults lose the structured environments that once inspired creativity → everyday life becomes routine → harder to explore new interests or feel connected.

Solution:

A playful app that helps new graduates rediscover creativity and connection through small, everyday *dares* that inspire curiosity, exploration, and self-expression.

We are building...



Why this name:

Each dare feels like a drop: a small, spontaneous **spark** of creativity that lands in your day, capturing the energy of playful discovery.

Every day, a new dare is dropped into your world: quick, doable, and fun to share.

***DareDrop: Everyday creativity, delivered
as a dare.***

Playful prompts that turn ordinary moments into creative ones.

Values In Design



Customer Freedom

Intuitive

Value: Playful Creativity

Consistent &
Aesthetic Design

Fun

We want to encourage users to explore, experiment, and express themselves freely. In our context, this means designing an experience that sparks curiosity and lowers the barrier to trying something new. The product should feel lighthearted and inspiring rather than prescriptive or rigid.

Design Choices

Playful Creativity

- Unconventional UI (amorphous layout)
- Hand-drawn aesthetic feel
- Diverse forms of engagement (different media for dares)
- Collaborative features (sharing, passing on dares)
- Multiple creative paths

Value Tensions

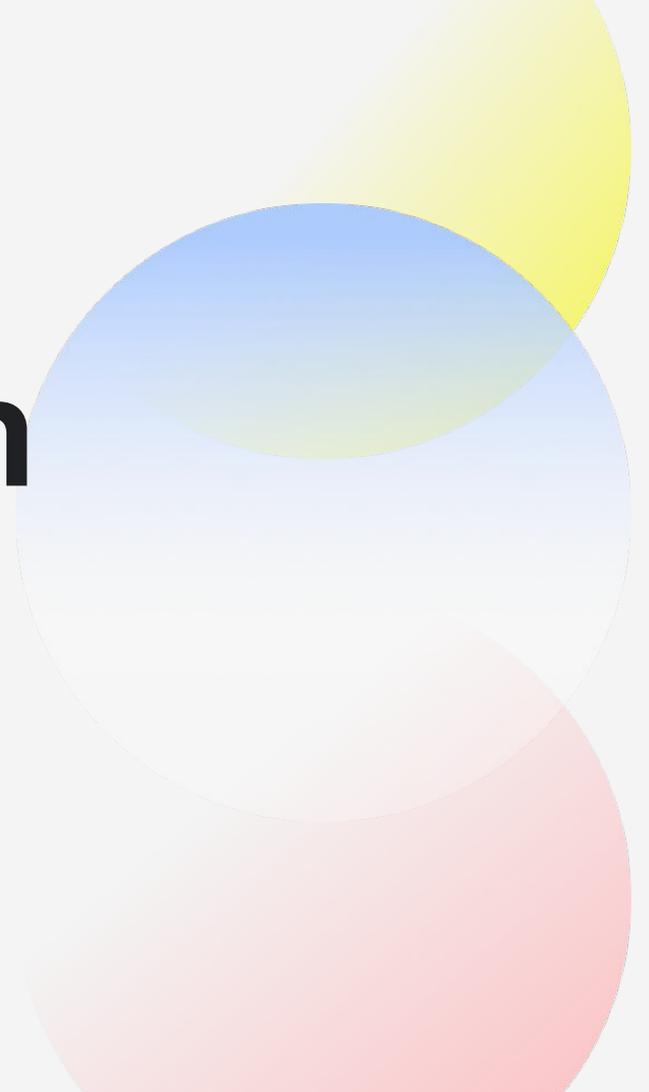
Tension

- Unconventional UI can confuse new users
- Hand-drawn aesthetic may feel inconsistent
- Too many media options can overwhelm
- Sharing dares may pressure users
- Multiple creative paths may fragment the flow

Resolution

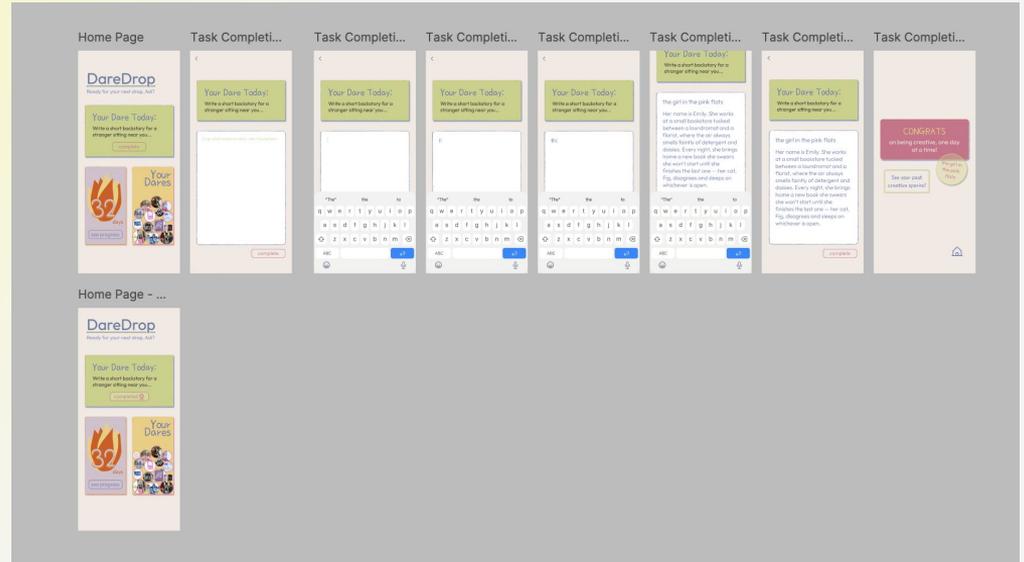
- Keep core interactions familiar and use playful microinteractions and gentle visual cues for guidance
- Standardize color palette and typography while keeping organic textures
- Use progressive disclosure
- Add consent-based sharing and make collaboration opt-in
- Maintain thematic consistency through color, icons, and tone

Tasks & Design Changes



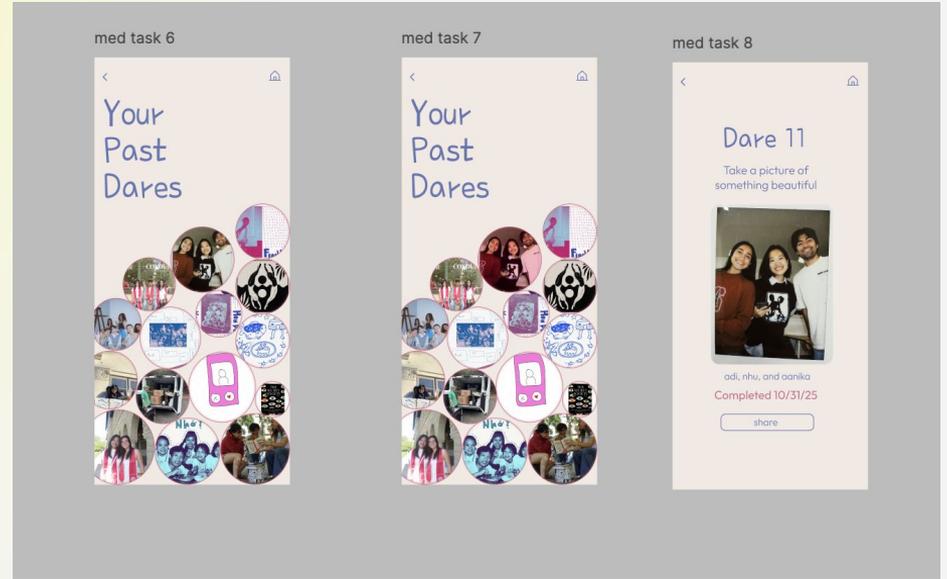
Simple Task Flow [revised]:

User gets a dare
inspiration.



Moderate Task Flow:

User reviews their past dares.



Usability Goals & Key Measurements – Update

Goal 1 – Learnability

Users quickly understand how to receive, complete and view dares

- Avg. time to successfully complete first dare: 52s (under 60s target)
- Avg. # clarification questions: 1 (down from 3)
- Observed confusion: “Bin” resolved → switched to “Past Dares”

Evidence: usability test n = 6 (first-time users) – 4/6 navigated dare flow without help after 1 minute

Usability Goals & Key Measurements – Update

Goal 2 – Efficiency & Satisfaction

Users navigate, share, and review dares smoothly and enjoyably

- Avg. # of “confusion” moments (wrong clicks, uncertainty, etc.): 0.5
- Avg. time to share a dare: 81s (less than 90s)
- Positive sentiment:
 - a. “The bubbles make it feel more low-stress and relaxing”
 - b. “This feels like something I’d look forward to when working”

Evidence: usability test n = 6; observation & post-test questions

Design Revisions

Learnability

- Replaced confusing “bins” → **bubbles + thumbnail timeline** for intuitive mental model
- Clarified “**Past Dares**” sections with visuals and bottom timeline layout
- Added **Home button** for quick re-orientation
- Added **button shadows + clearer affordances** → everything clickable should seem clickable

Efficiency & Satisfaction

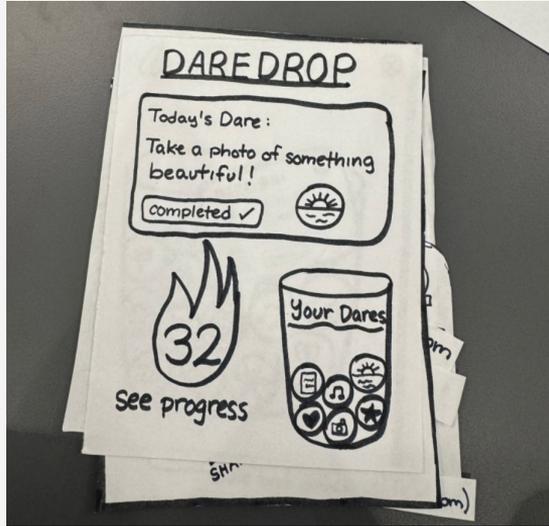
- **Streamlined flow:** fewer necessary page transitions
- Added **reflection prompt** + visible “Past Dares” for closure
- Introduced **fun font + envelope animation** → more playful, emotionally engaging

Other

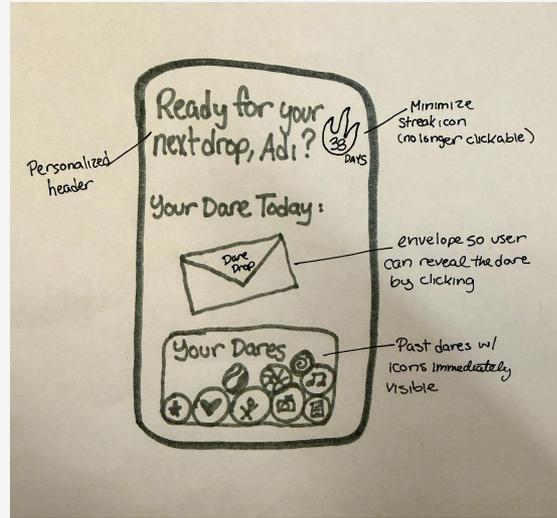
- **Media input considerations:** prototype for dares involving photos
- **No nav bar component:** want to preserve the organic feel and explorative nature of the app

Revised Low-Fi Sketches

Home Page Before:



Home Page After :



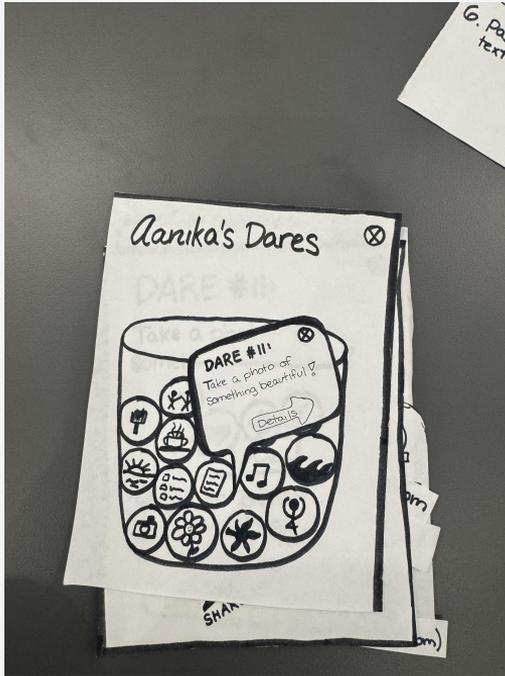
Major Changes:

- Dare as a reveal rather than an action button on the home screen
- Streak button as a icon rather than a separate screen
- Past Dares as focal point in the home screen to inspire user reflection

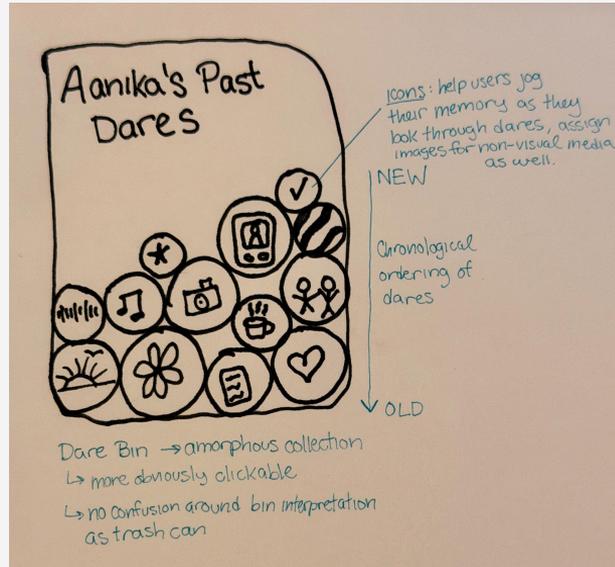
Design Change	Rationale + Evidence
<p>Dare as a reveal rather than an action button</p>	<ul style="list-style-type: none"> • <i>Learnability</i>: Makes the core interaction intuitive and curiosity-driven, reducing hesitation around what the button does. • <i>Satisfaction</i>: Adds playfulness and emotional engagement through the act of “uncovering” rather than “clicking.” <p>Evidence: Low-fi testers were unsure what “Dare” meant until they clicked; users responded positively to the idea of a reveal mechanic.</p>
<p>Streak as an icon rather than a separate screen</p>	<ul style="list-style-type: none"> • <i>Efficiency</i>: Enables at-a-glance progress tracking without extra navigation steps. • <i>Learnability</i>: Leverages familiar progress-icon patterns, lowering cognitive load. <p>Evidence: Studio feedback noted that the streak screen broke the flow of the home page; users preferred lightweight visual cues over an entire page.</p>
<p>Past Dares as a focal point on the home screen</p>	<ul style="list-style-type: none"> • <i>Learnability</i>: Helps new users immediately grasp the concept by showcasing completed dares. • <i>Satisfaction</i>: Encourages reflection and ongoing participation by highlighting past creativity. <p>Evidence: Low-fi participants expressed wanting to revisit or get inspired by previous dares, studio feedback suggested making user history more central to drive engagement.</p>

Revised Low-Fi Sketches

“Past Dares” Before:



“Past Dares” After:



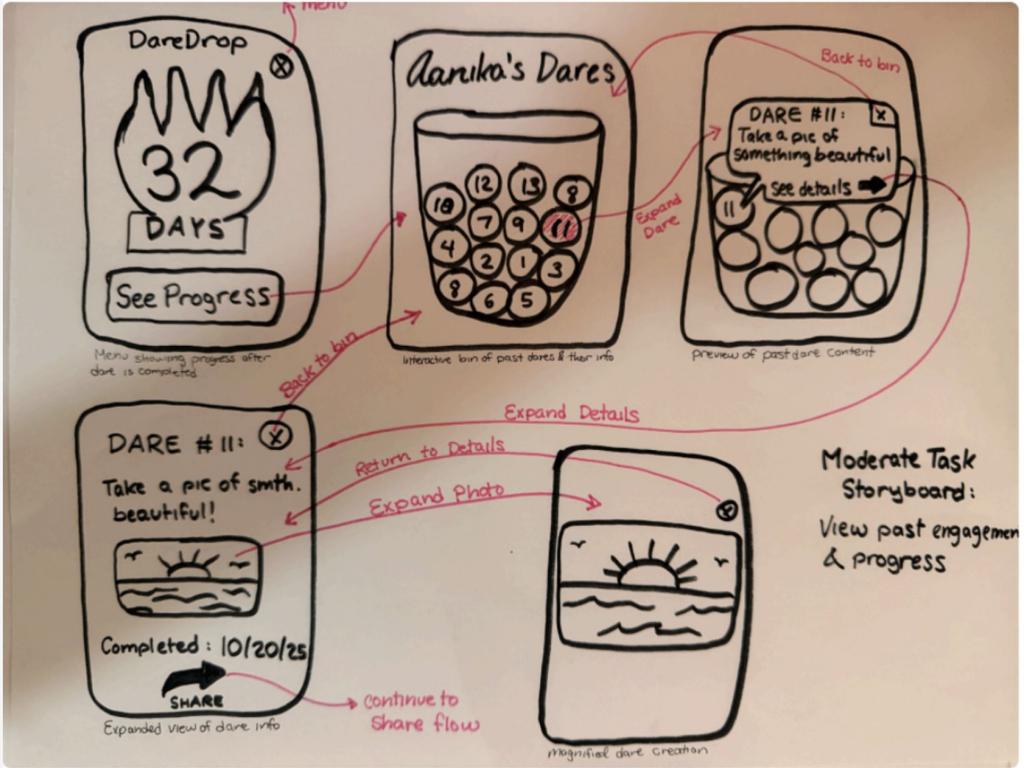
Major Changes:

- Replacement of Dare the dare bins with bubbles of past dares
- Using icons and thumbnail from past dares to indicate them
- Chronological order display of past dares

Design Change	Rationale + Evidence
Replacement of Dare bins with bubbles of past dares	<ul style="list-style-type: none">• <i>Learnability</i>: Simplifies visual hierarchy, users instantly recognize each bubble as an individual past dare, reducing confusion about categories or bins.• <i>Satisfaction</i>: Makes the home screen feel more personal and dynamic, turning it into a memory space rather than a task list. <p>Evidence: Low-fi users found the “bins” abstract and hard to interpret; feedback suggested showing past dares more visually to aid comprehension and emotional connection.</p>
Using icons and thumbnails from past dares to indicate them	<ul style="list-style-type: none">• <i>Learnability</i>: Visual cues help users quickly recall context and meaning of each dare, supporting recognition over recall.• <i>Efficiency</i>: Enables faster navigation and scanning through dares without reading text-heavy lists. <p>Evidence: Studio feedback emphasized incorporating more visual elements to boost recall and engagement; testers gravitated toward image-based representations.</p>
Chronological order display of past dares	<ul style="list-style-type: none">• <i>Efficiency</i>: Establishes a predictable browsing pattern, letting users find recent dares easily.• <i>Satisfaction</i>: Supports reflection and progress tracking, users can see their creative journey unfold over time. <p>Evidence: User testing revealed a desire to see growth and continuity, chronological order was preferred for clarity and storytelling.</p>

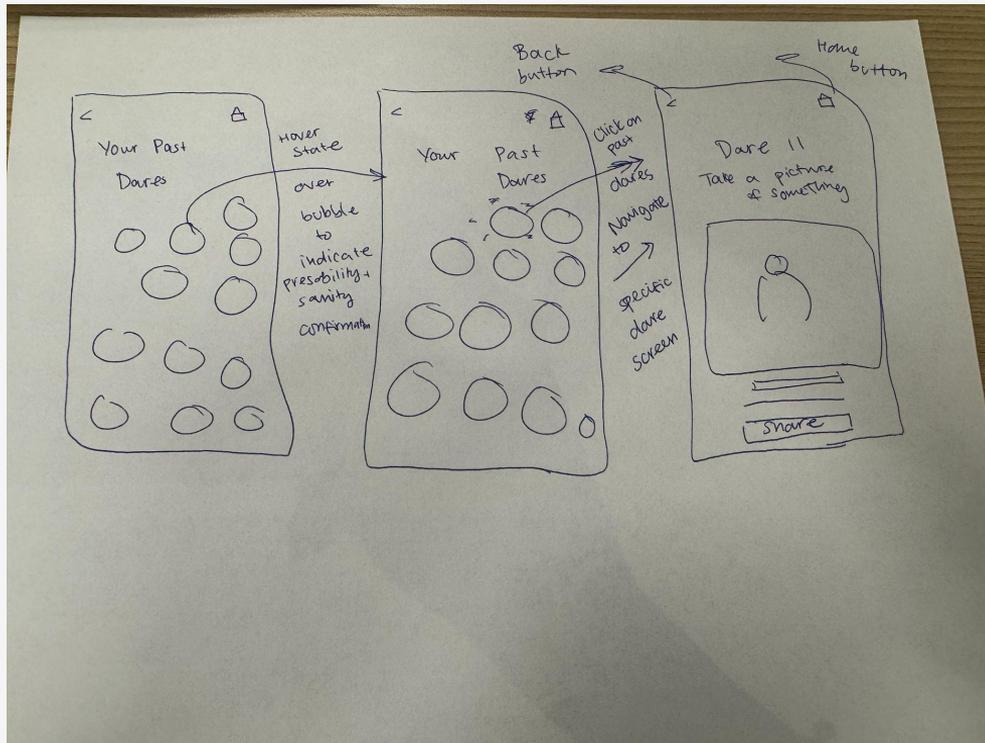
Revised Low-Fi Sketches

“Past Dares” Flow Before:



Revised Low-Fi Sketches

“Past Dares” Flow After:



Major Changes:

- Getting rid of pop-ups in order to navigate to a specific dare users want to see
- Hover effect to suggest clickability
- Deletion of view further screen to reduce complicated navigations

Design Change	Rationale + Evidence
<p>Removal of pop-ups for navigating to a specific past dare</p>	<ul style="list-style-type: none"> • Efficiency: Eliminates extra steps and interruptions, allowing users to access desired dares directly. • Satisfaction: Creates a smoother, more seamless experience without disruptive modal transitions. <p>Evidence: Low-fi testers found pop-ups “annoying” and unnecessary; studio feedback highlighted that repeated modals broke interaction flow.</p>
<p>Adding hover effect to suggest clickability</p>	<ul style="list-style-type: none"> • Learnability: Strengthens discoverability by visually signaling interactive elements, reducing uncertainty for new users. • Satisfaction: Provides immediate feedback, making the interface feel responsive and polished. <p>Evidence: Testing showed users hesitated to click thumbnails, they were unsure if they were tappable; feedback supported clearer affordances.</p>
<p>Deletion of ‘View Further’ screen to reduce complex navigation</p>	<ul style="list-style-type: none"> • Efficiency: Streamlines the journey by collapsing multiple layers of navigation into one, minimizing friction. • Satisfaction: Keeps users engaged in a single, focused flow rather than overwhelming them with screens. <p>Evidence: Both user testing and studio noted that extra “View Further” screens confused users and diluted focus from core actions.</p>

Med-Fi Task Flows



Simple Task Flow: User gets a dare inspiration

opening dare inspiration from home page

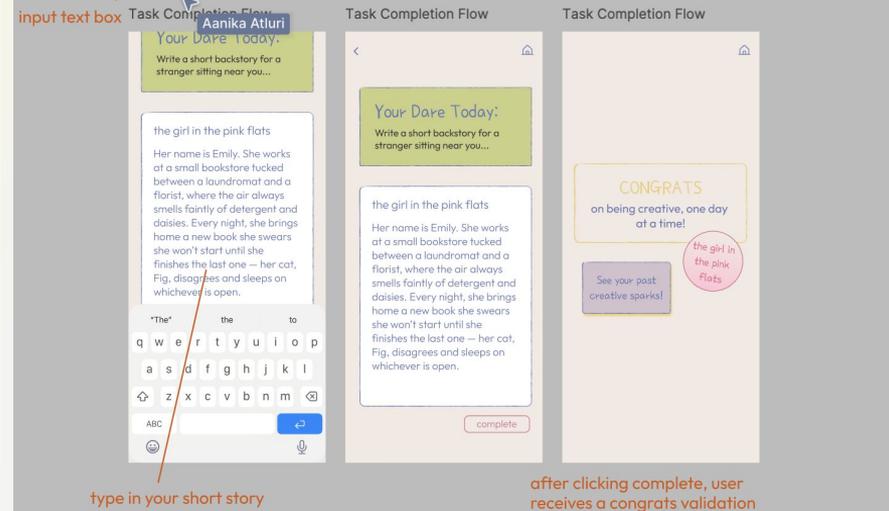
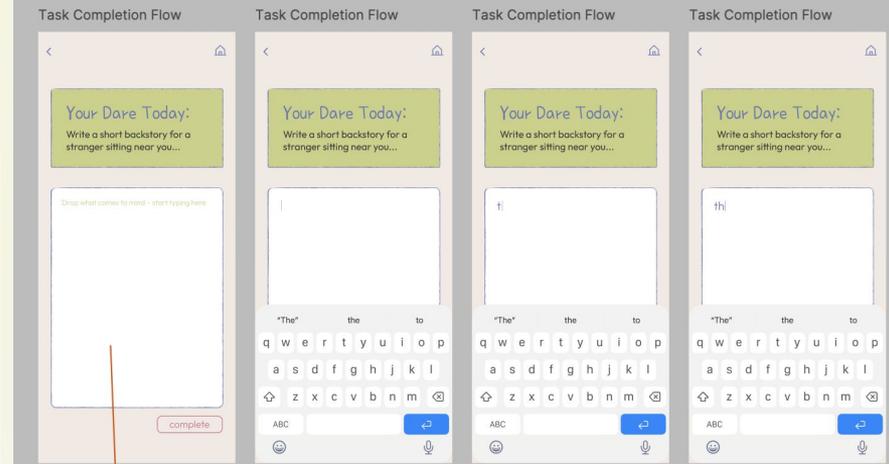
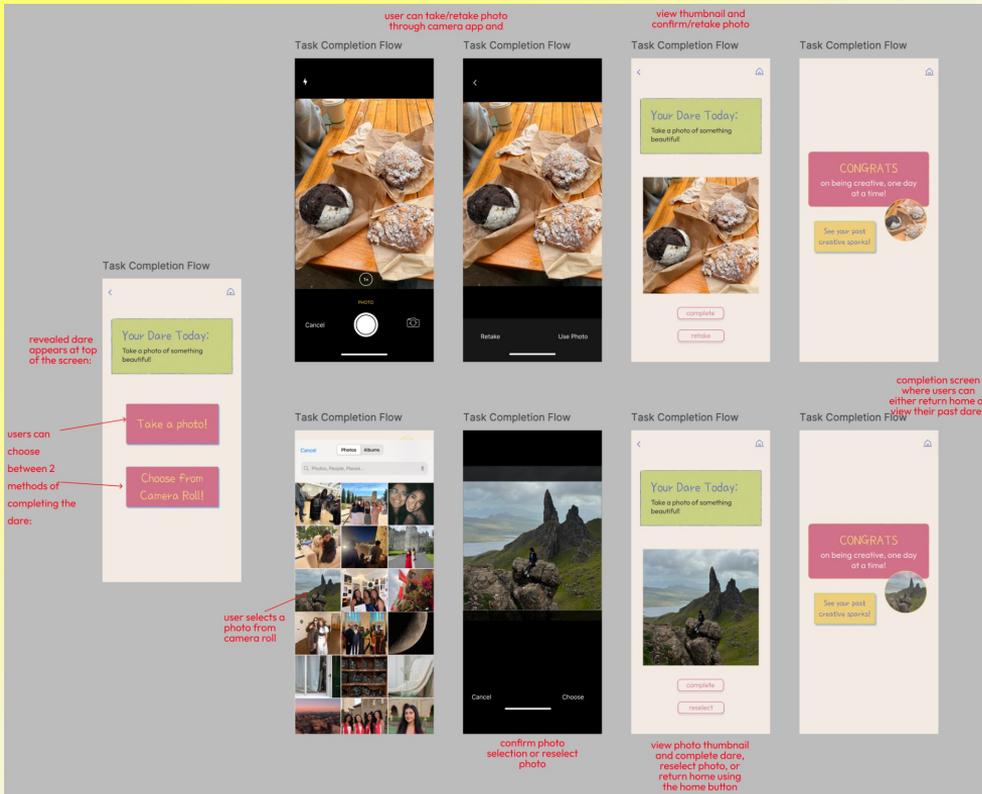
PHOTO OF SOMETHING BEAUTIFUL FLOW

two different inspiration types shown - top vs. bottom

STORY OF A STRANGER FLOW

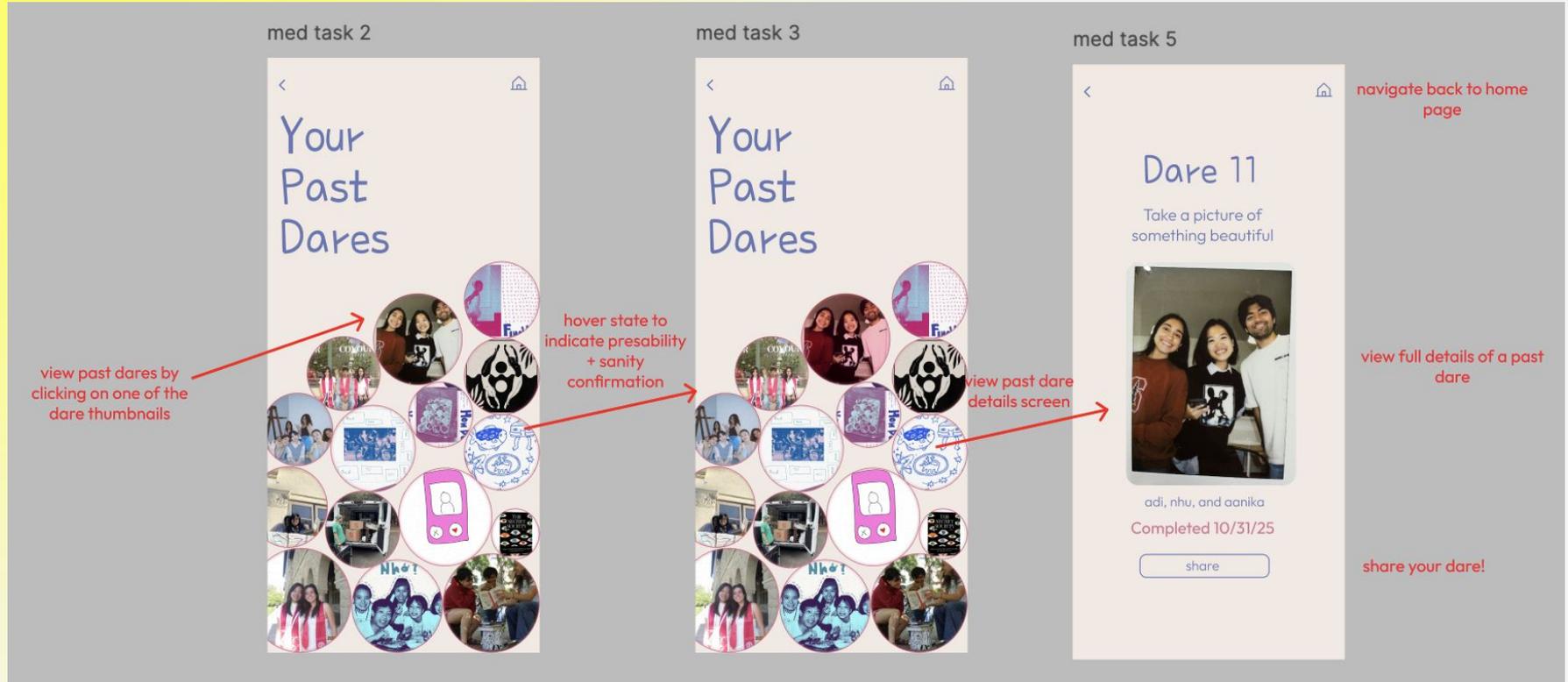


Simple Task Flow (cont.):

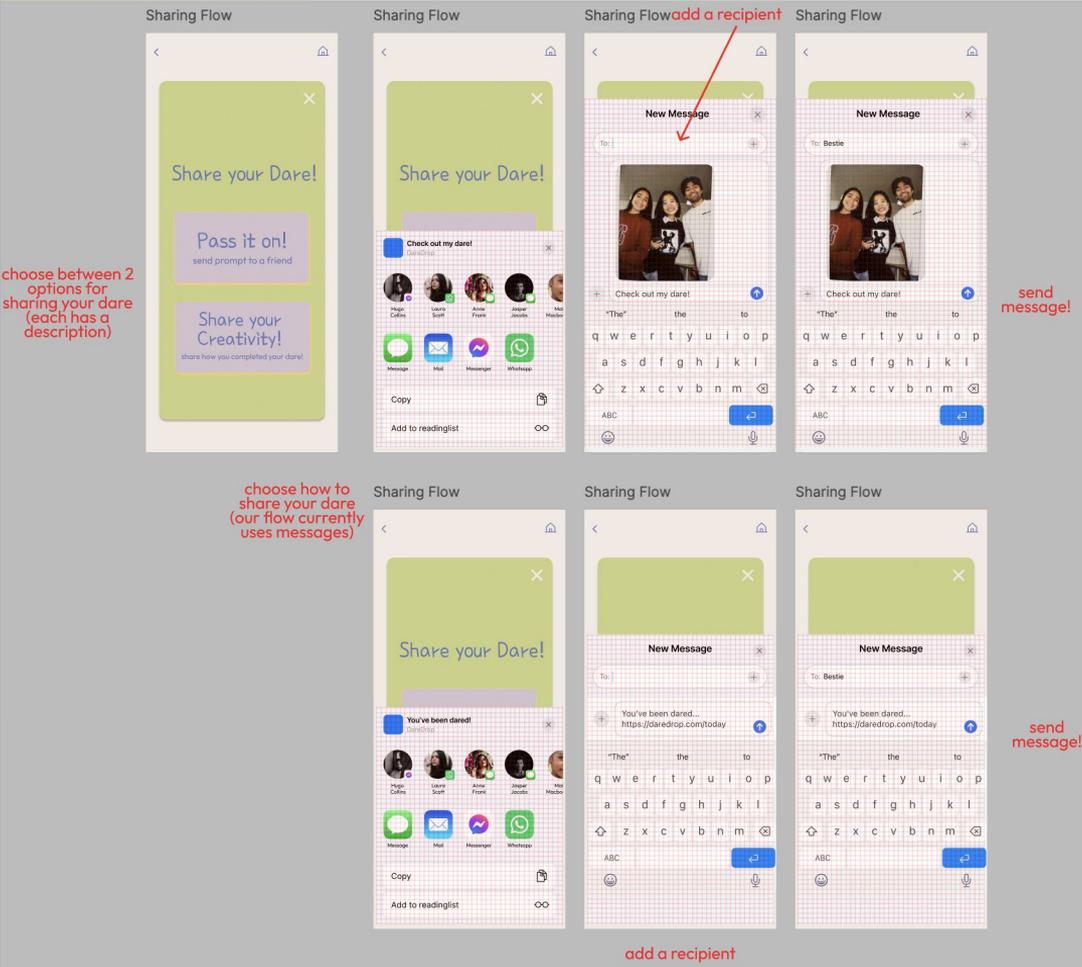


Multiple dare inspiration mediums - taking photos [left], writing short story [right]

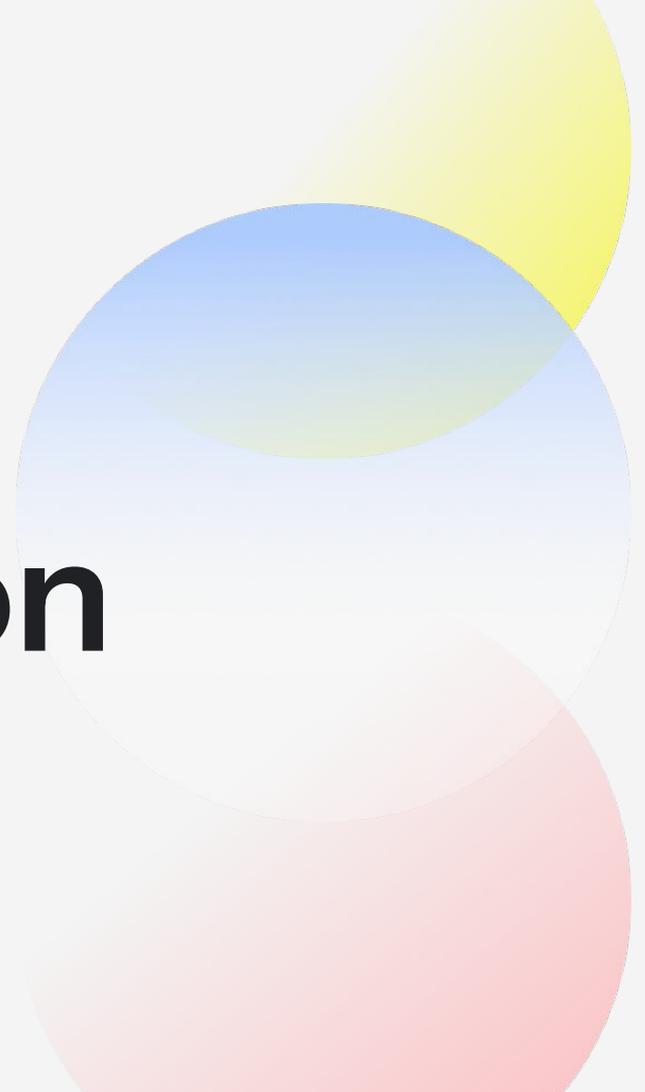
Moderate Task Flow: User reviews their past dares.



Complex Task Flow: Users share creative engagement & pass on dares.



Prototype Implementation



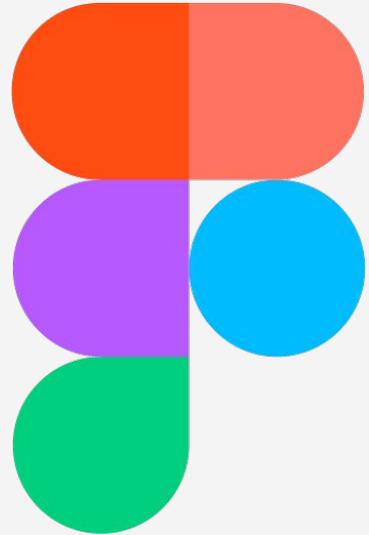
Tool - Figma

Pros:

- Fast iteration for DareDrop's playful UI and animations
- Easy real-time collaboration and feedback
- Built-in prototyping for reveal and reflection flows

Cons:

- Limited interactivity for complex animations
- Slower performance with large files



Limitations

- **Dynamic updates** (streak, text and image input) not fully functional due to Figma constraints
- **User-generated content** excluded from mid-fi scope
- **Backend and data storage** features not implemented
- **Prototype realism limited**, some transitions and flows are simulated with frame jumps

Tradeoffs

Tradeoffs

- **Interactivity vs. Simplicity:** Limited animations and hover states to focus on usability flow
- **Functionality vs. Clarity:** Deferred backend features to keep testing streamlined
- **Breadth vs. Depth:** Focused on core flow (reveal → reflect → share) over full community features

Why the Tradeoffs Were Acceptable

- Prototype aimed to test **learnability, engagement, and flow**, not full functionality
- Figma's flexibility supported **fast iteration and collaborative feedback** during studio sessions
- These tradeoffs enabled us to **demonstrate DareDrop's core value: playful creativity within mid-fi constraints**

Wizard-of-Oz Features

- Dare reveal interaction pre-set and not randomly generated
- Streak count and updates pre-set to mimic user progress
- Sharing and reflection flows scripted to appear interactive but without real content upload
- Past dares pre-populated with example thumbnails to simulate user history
- Dare flows design to simulate what it would look like and doesn't allow for real-time interaction

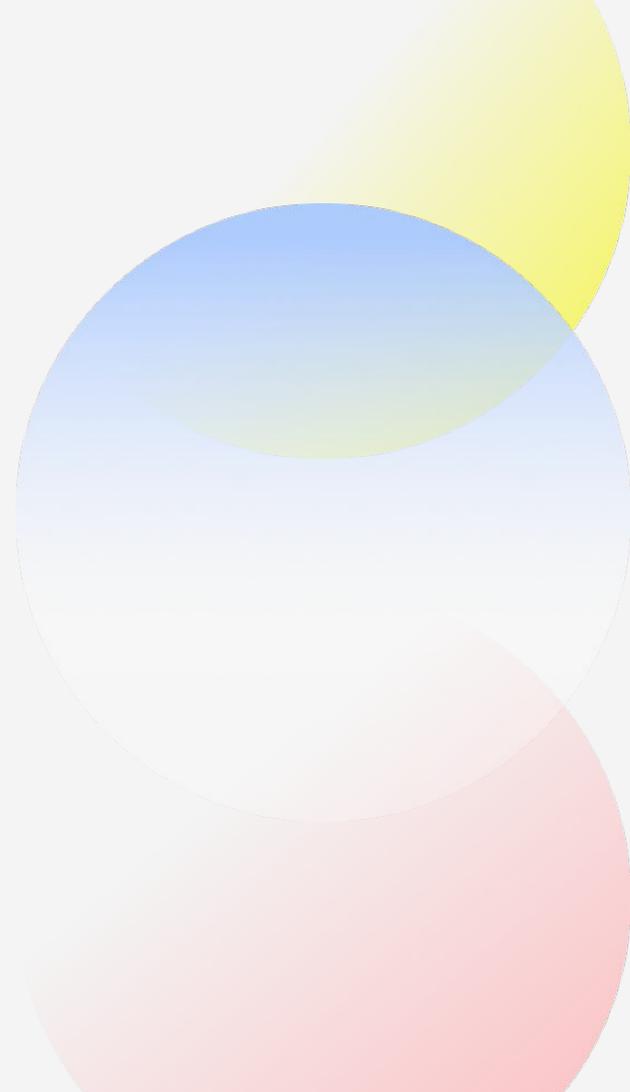
Hard-Coded Features

- Past dare bubbles and streak values manually placed and not updated dynamically.
- Text input and photo upload use static placeholder content.
- Reveal and navigation flows rely on linked frames instead of conditional logic.
- Sharing and dare fields are pre-filled to demonstrate interaction flow.

Impact on Users

- Users experienced a smooth, believable flow even though many interactions were simulated.
- The prototype effectively conveyed the app's core experience, playful creativity and reflection, without needing backend functionality.
- Pre-set dares and streaks helped users understand the product's purpose quickly, improving learnability.
- Simulated interactions allowed for focused usability testing on navigation, flow, and emotional engagement.
- While some actions lacked real feedback, users still reported clarity and delight in the main journey (reveal → reflect → share).

Appendix



Figma Prototype

<https://www.figma.com/proto/8cPhlzPfsjZqo7OWVNnNny/DareDrop-Figma?page-id=131%3A3289&node-id=131-3290&viewport=-1904%2C210%2C0.4&t=3a159WWKZf94qomV-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=131%3A3290>