



# INTERACTIVE MEDIUM-FI PROTOTYPE

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# WHO WE ARE



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## VALUE PROPOSITION:

Celebrate connections,  
one bead at a time

## THE PROBLEM

The festival environment can be overwhelming and isolating to new attendees, making it difficult to enter the scene.

## OUR SOLUTION

In gamifying the festival experience, we envision a platform that eases users of any experience into the community by rewarding tasks like creating and joining groups, sharing and receiving news, adding friends, and capturing festive memories.

The background is a dark, almost black, space filled with several abstract, organic shapes. These shapes are filled with a gradient of colors, primarily transitioning from a deep purple at the bottom to a bright orange or red at the top. The shapes vary in size and orientation, some appearing as large, irregular blobs, while others are smaller, more elongated forms. The overall effect is a sense of depth and movement, reminiscent of a nebula or a microscopic view of a complex system.

**VALUES ENCODED**

# Our design values...

1

## INCLUSIVITY

All users with any experience or knowledge in the festival scene can comfortably make use of all provided features.

2

## EFFICIENCY

UI should be intuitive and effective in allowing the user to easily achieve the goals of the app.

3

## COMMUNITY

The app should intentionally foster online and in-person interactions, removing contemporary obstacles for connection-making in the scene.

4

## JOY OF USE

The app should provide enough satisfaction for repeated and long uses, championing user retention.

# VALUE-ALIGNED FEATURES

1

## INCLUSIVITY

- Tasks start off **beginner-friendly** and get more niche once the user becomes more integrated into the scene and the app
- Festival jargon **definitions** are provided

2

## EFFICIENCY

- Actively **avoids clutter** of information by having a simple homepage that leads to different screens
- Actively **reduces redundancy** of button-clicking to ensure efficient completion of tasks

3

## COMMUNITY

- Your **friends** can see your set list and a calendar with your next events
- Complete group tasks by **joining or creating** a group
- View **user profiles** to scope out similar music tastes, future events, and desired characteristics

4

## JOY OF USE

- Access **previous memories** through your beads and uploaded media that you used to complete tasks
- Complete tasks to unlock **achievements** and **rewards**

# VALUE CONFLICTS

## Inclusivity vs. Joy of Use

- We want to make the app accessible to all users regardless of experience by first presenting beginner-friendly tasks. That leads to **possible decreased satisfaction amongst more experienced users.**

**Address by:** Creating tasks that can be enjoyable for users of all experiences and connecting new users with experienced ones.

## Community vs. Efficiency

- Managing groups, creating groups, and making task completion a **collaborative experience is hard to leverage** with efficiency especially during a festival scene, which is already overwhelming by itself.

**Address by:** Streamlining the group selection and creation process by assigning a group leader and minimizing steps and buttons between each screen.

The background is dark with several abstract, colorful shapes. In the top-left, there is a cluster of small, elongated, blue and purple shapes. In the top-right, there is a large, irregular shape with a gradient from blue to orange. In the bottom-left, there is a large, irregular shape with a gradient from blue to orange. In the bottom-right, there is a large, rounded shape with a gradient from blue to orange. The text "TASK OVERVIEW" is centered in the middle of the image.

# TASK OVERVIEW

# TASKS

## SIMPLE

*Complete an individual challenge—users view and complete individual festival tasks*

### Changes:

- Changed UI of task homescreen to more easily differentiate between individual tasks
- Changed UI to avoid clutter of information once task list gets longer
- Tasks will not feel more like achievements rather than to-dos

## MODERATE

*Add a friend and connect with others in the community*

### Changes:

- Added profile calendar to view future events friends are going to
- Added setlist building feature to showcase and compare your sets and your friends' sets
- Changed UI of friends list to quickly see which events friends will be at rather than a contact-list type screen

## COMPLEX

*Group challenge—users join or create a group to complete community tasks (i.e. create a totem for your group, coordinate outfits)*

### Changes:

- Reduced steps between group creation and group selection process to prevent confusion over redundancy of clicks
- Enhanced collaboration through a group leader and enforced group submissions to complete tasks



# USABILITY GOALS & KEY MEASUREMENTS

# USABILITY GOALS & KEY MEASUREMENTS

1

## USER SATISFACTION

Asked how likely the user would be in using each feature by giving it either a low, medium, or high potential usage rating

One user voted medium, two users voted high

2

## INTUITIVE NAVIGATION

Measured by the number of mis-clicks; Noted questions or incidents where participant is unable to complete a facilitated task

2 Mis-clicks during group selection process

3

## FUNCTIONALITY

Measured through task completion, noting facilitated tasks that were indirectly succeeded

All simple, moderate, and complex tasks were successfully completed

# PROGRESS TOWARDS USABILITY GOALS

1

## USER SATISFACTION

Users will be able to view past memories; all uploaded media to complete tasks will now be accessible by clicking on beads that have been earned.

2

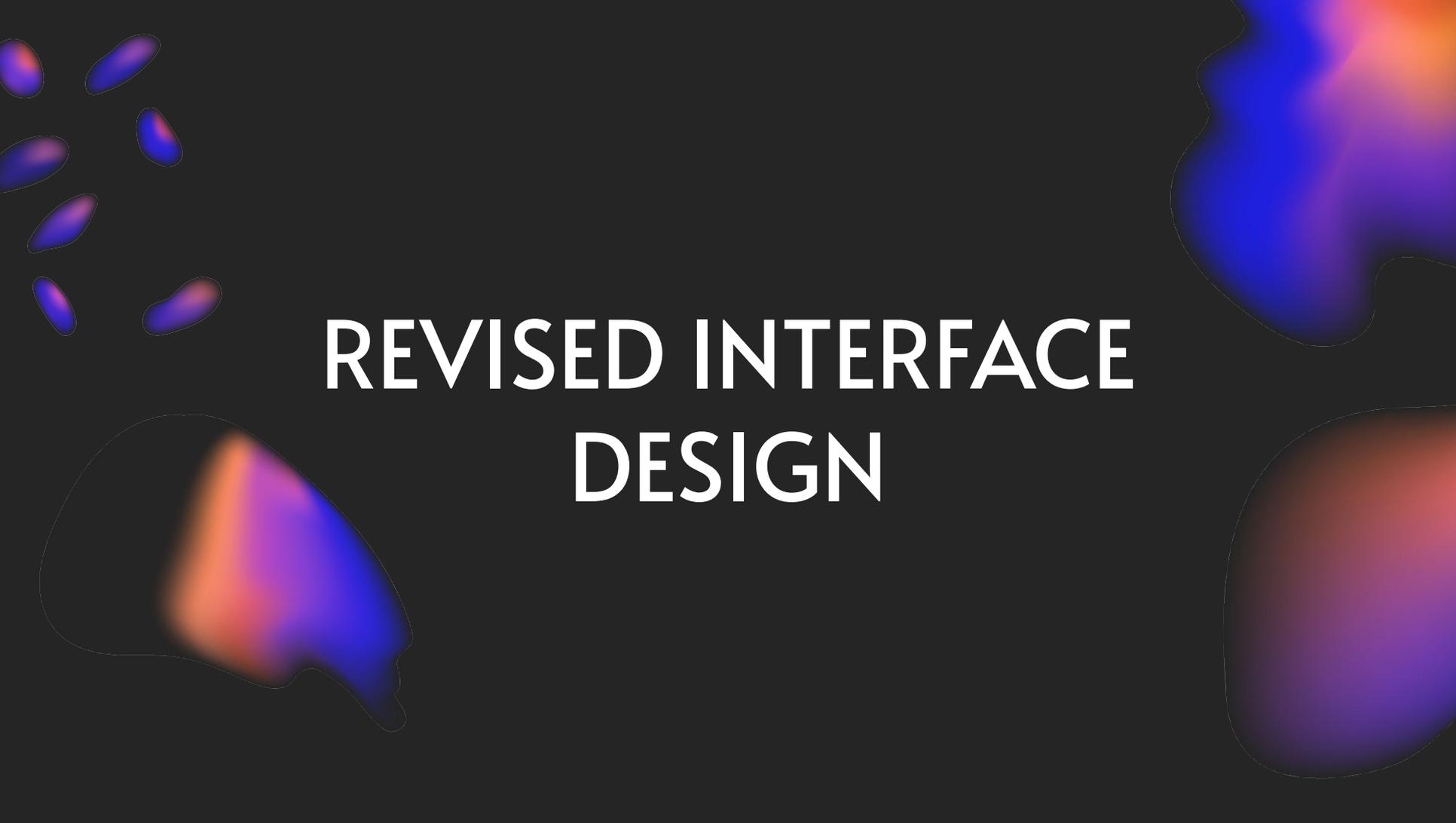
## INTUITIVE NAVIGATION

Reduced redundancy of clicks between screens, especially for group selection process, for easier navigation and task completion.

3

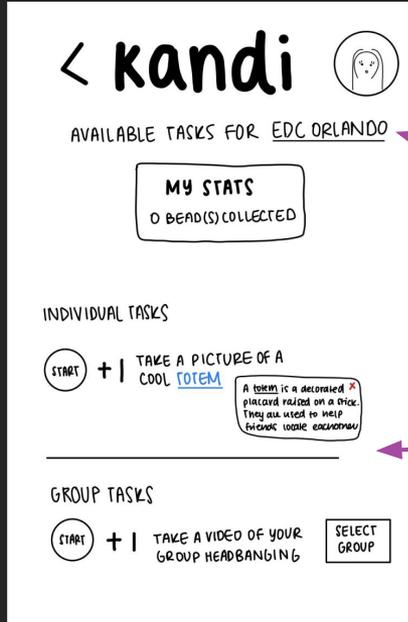
## FUNCTIONALITY

Focus more on social and community-building aspect of app by adding profile event calendars and set lists.



# REVISED INTERFACE DESIGN

# MAJOR DESIGN CHANGE I: Task Screen



## Feedback

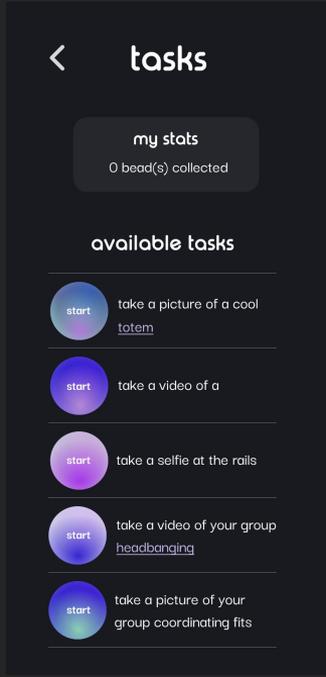
“I’m a bit confused... are tasks specific for every festival or can you complete all of them at one festival?”

- Participant

“The separation between the individual and group tasks is a little cluttered... too many options... how will it be organized if there’s more than one task for each category?”

- Participant

# MAJOR DESIGN CHANGE I: Task Screen



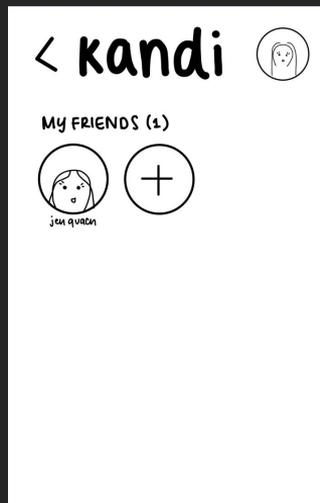
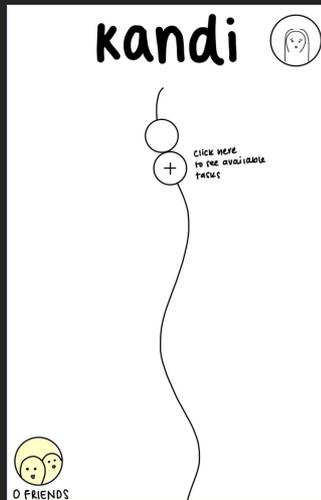
## Change

We streamlined the task completion process by removing the option to specify which festival the user is completing the tasks at, as well as the explicit categorization of tasks into individual/group tasks.

## Rationale

- Testers expressed that the lo-fi task screen was cluttered and somewhat confusing in comparison to other screens
- The “select group” button confused testers—they weren’t sure whether to press “start” or “select group” first
- Would be difficult to generate unique tasks for every festival

# MAJOR DESIGN CHANGE 2: Community/Friends Page



## Feedback

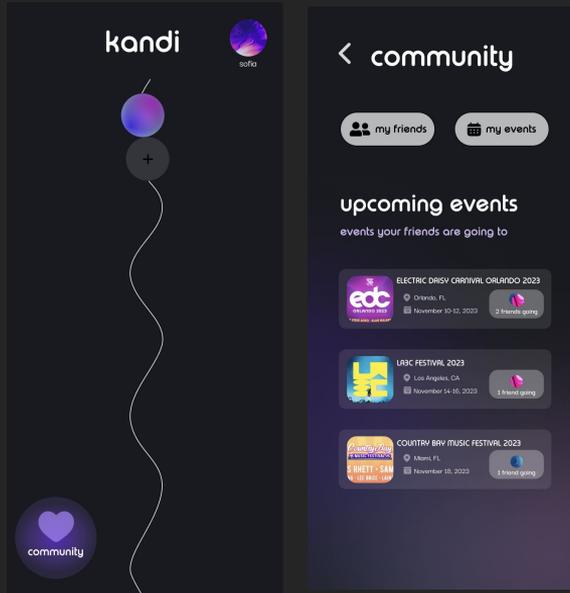
“What else can you do with friends besides completing group tasks? I want to be able to see what upcoming events my friends are going to.”

- Participant

“I always see my friends’ stories and realize that they were at the same festival as me too late.”

- Participant

# MAJOR DESIGN CHANGE 2: Community/Friends Tab



## Change

We expanded the “friends” tab into a more general community tab where you can add friends and upcoming events you’re going to. If there are events that the user’s friends are also going to, those events show up under the “upcoming events” category.

## Rationale

- 2 out of 3 testers expressed that they wanted to be able to see what events their friends are also going to
- Expanding upon the community aspect encourages the user to make more connections
- 1 tester expressed concerns about the functionality of the app → “Collecting beads by itself isn’t much of an incentive for more experienced festival goers.”

# MAJOR DESIGN CHANGE 3: Profile Information



## Feedback

“I want to be able to add my favorite songs or link my Spotify on my profile... sort of like Hinge.”

- Participant

“It would be cool to be able to add music... so you can check out what your friends are listening to.”

- Participant

# MAJOR DESIGN CHANGE 3: Profile Information



## Change

We added the ability to link your social media on your profile page. Additionally, we added a “favorite track” feature so that your friends can see and listen to your current favorite track.

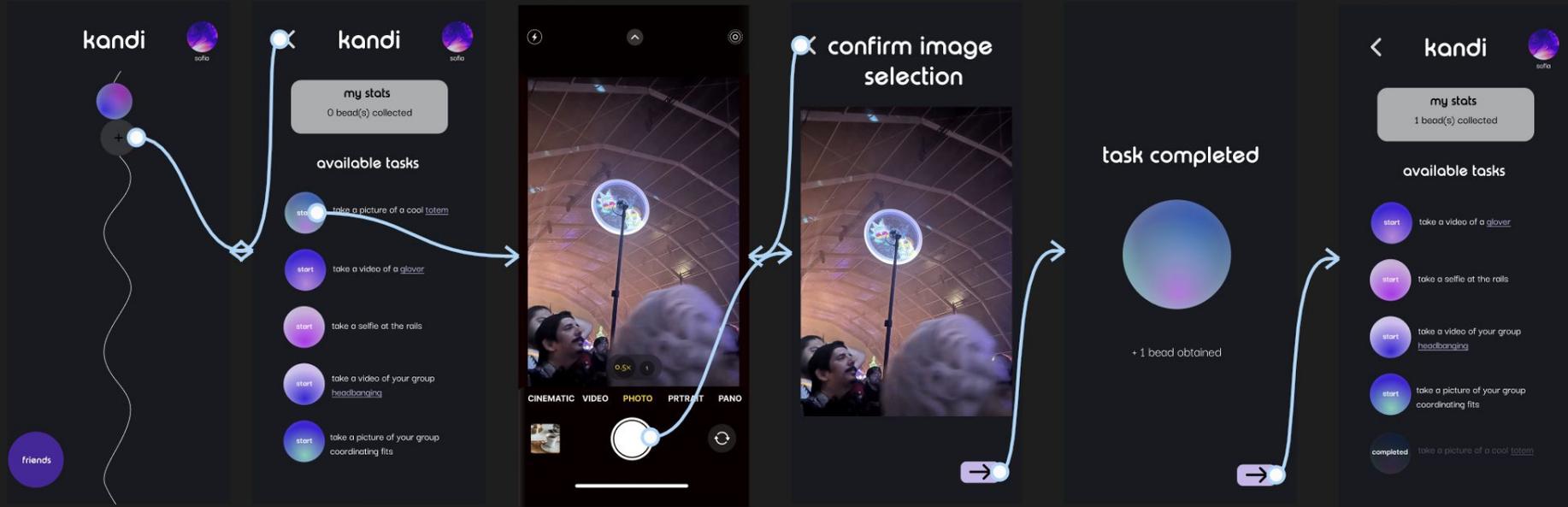
## Rationale

- Lo-fi profile card was too minimalistic—lacked features that would encourage users to look at other profiles
- Testers expressed the need for more interactivity on profile page
- *Design*—adding more features helps to eliminate unnecessary empty space



# MED-FI PROTOTYPE TASK FLOWS

# SIMPLE TASK: View and complete individual festival tasks



Click on "+" button to access task page

Click on any one of the available tasks to begin

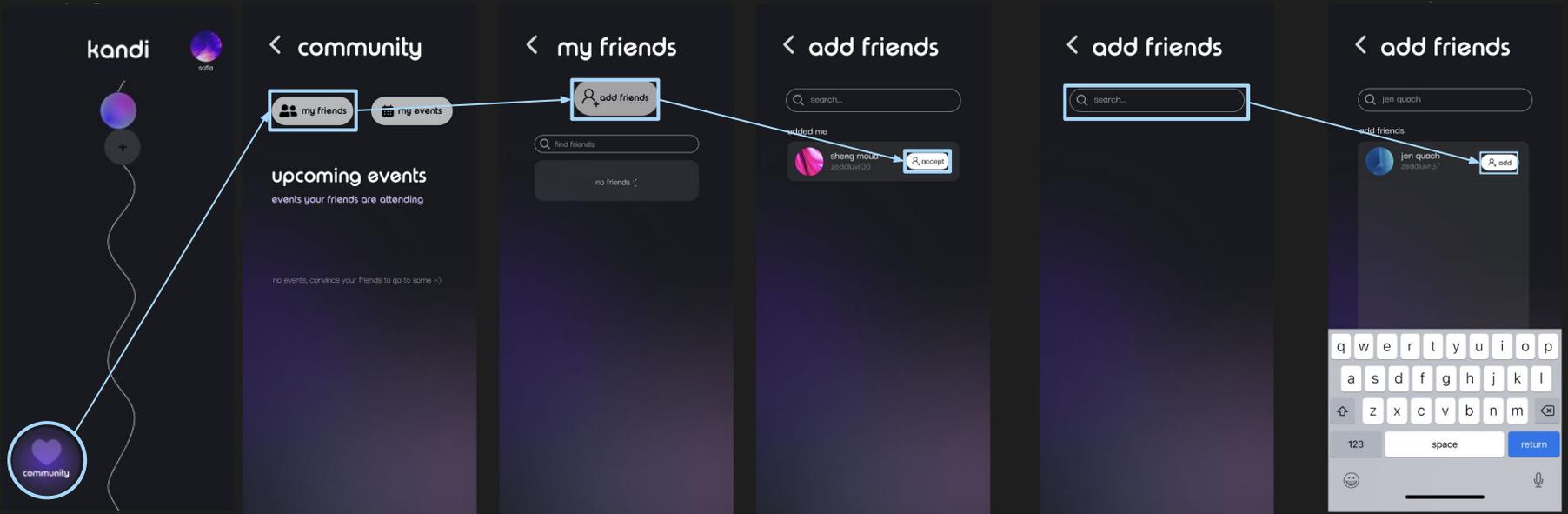
Take picture to prove task completion

Confirm to submit the photo for task verification

Task completion confirmation screen

Task page now shows task as completed

# MODERATE TASK: Add a friend (part 1)



Click on "community" button to access friends and events page

Click on "my friends" button to view and add friends

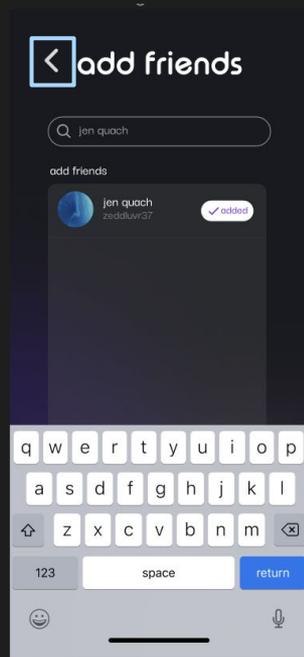
Click "add friends"

Confirm or reject friend requests

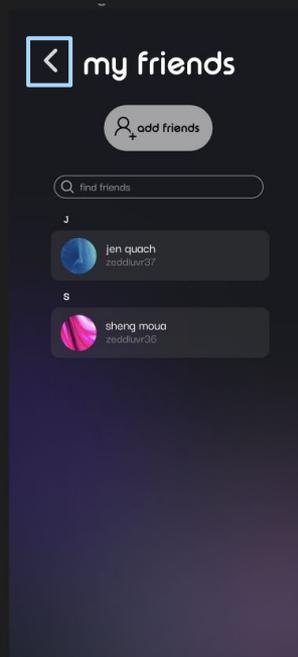
Click on search bar to start searching for friends

Search up friend and click "add" to send friend request

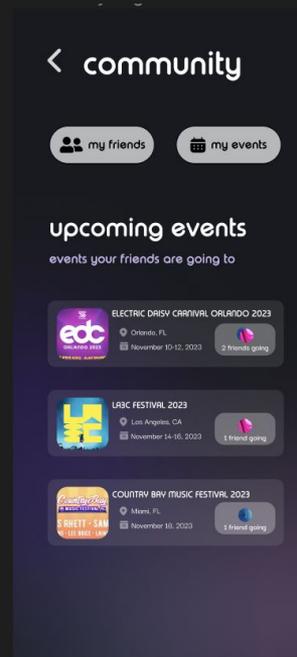
# MODERATE TASK: Add a friend (part 2)



Button shows that request was sent. Click back arrow to return to friends page.

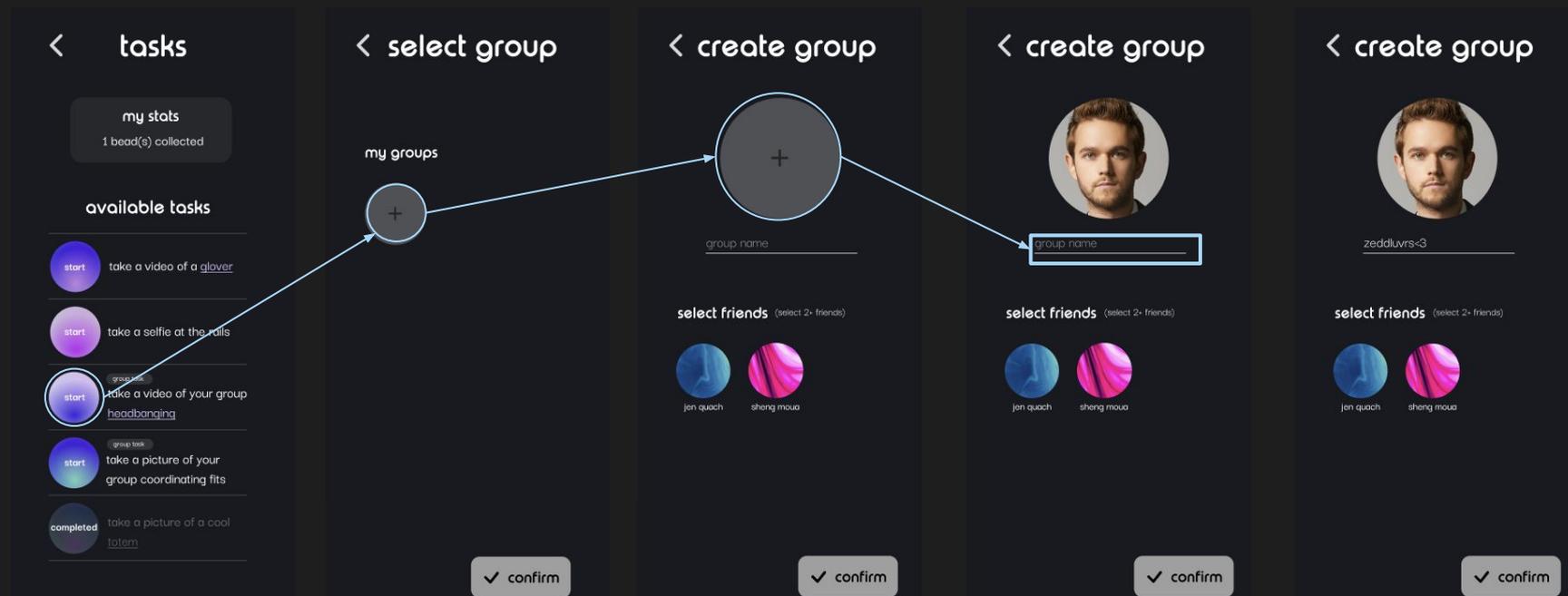


View friends who have added you. Click back arrow to return to community page.



See what events your friends are also going to.

# COMPLEX TASK: Complete a group task (part 1)



Click "start" for a task that specifies a group activity

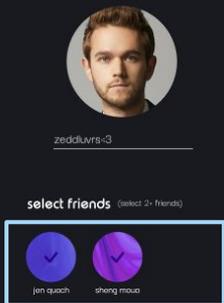
Click the "+" button to create a group since there are no existing groups

Select "+" to add a picture for group

Click text input box to enter group name

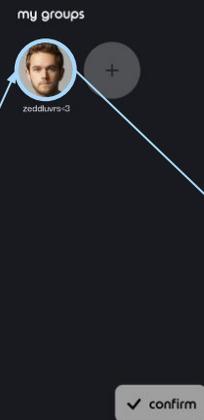
# COMPLEX TASK: Complete a group task (part 2)

< create group



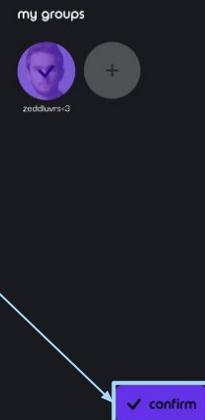
Select the friends you want to add to the group and click confirm to create group.

< select group



Click on group icon to select it.

< select group



Click confirm button to select group.



Upload media of group task

< confirm video selection



Click next arrow to proceed

task completed



Click next arrow to return to task screen

The background is a dark, almost black, space filled with several abstract, organic shapes. These shapes are filled with a gradient of colors, primarily transitioning from a deep purple at the bottom to a bright, fiery orange and red at the top. The shapes vary in size and complexity, with some having thin white outlines. The overall effect is a dynamic, fluid, and somewhat ethereal composition.

# PROTOTYPE IMPLEMENTATION

# DESIGN AND PROTOTYPING TOOLS:

Figma  used to create prototype

## Pros:

- Good for collaboration due to real time sharing
- Cloud-based
- Convenient design tools (e.g., creating and reusing components, alignment tools)
- Large community – able to use community designs in own designs (e.g., keyboard, camera roll)

## Cons:

- Slow when handling large files, making it hard to edit and make changes
- Limited 3D tools and support
- Transitions can be confusing

# DESIGN AND PROTOTYPING TOOLS:

Adobe Photoshop **Ps** used to create logo and other designs

## Pros:

- Professional and advanced design and editing tools
- Large community—lots of resources (i.e, tutorials) at your disposal
- Creative cloud integration—can seamlessly integrate with other Adobe software such as Adobe Animate

## Cons:

- Expensive—requires a subscription to use
- Hard to collaborate with group members who don't have photoshop
- Steep learning curve—amount of tools and features can be overwhelming

# LIMITATIONS & TRADEOFFS

- **Users cannot edit their profile after account creation**
  - Prototype only provides a clickable interface without the ability to process typed user information and display changes
- **Static task screen**
  - User receives the same tasks, the same number of tasks, and all tasks are completed in the same way. Tasks are not replaced after completion
- **Ability to view completed tasks**
  - User is unable to click earned beads to view old pictures/videos due to design tool limitations/unrelated to major task flows
- **Unable to view or edit personal event calendar**
  - User is unable to add upcoming events to personal calendar because it's not related to a major task flow

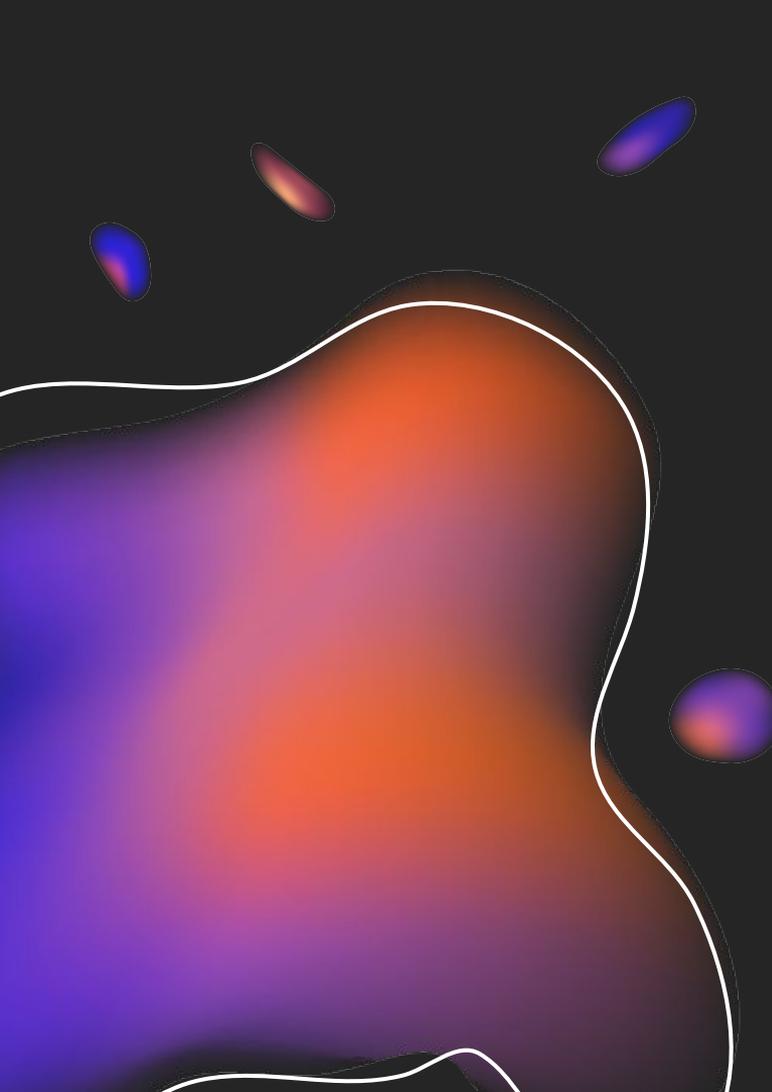
# WIZARD OF OZ

- **When completing a task, the media is automatically selected and uploaded for the user.**
  - Prototype cannot simulate an actual camera for the user to take a photo
  - No algorithm implemented to ensure the media submitted is true to the task
- **User does not add a friend of choice—username is already filled in**
  - Fabricated fake profiles due to the lack of real users for our med-fi prototype
- **All information for profile and group creation are autofilled.**
  - Figma prototype is unable to process typed information or display resulting changes, so the information for group and individual profiles are hard-coded

# HARD-CODED ITEMS

Not required to be fully implemented for task flows:

- **All user profile information**
  - User cannot pick favorite music genres, link their actual social media, or choose a favorite track to display on profile.
- **All group information.**
  - Group picture and members are pre-set. User cannot specify which friends they want to add to the group.
- **“Upcoming events” in the community tab**
  - Events are hard-coded, as well as the users going to each event.



# THANKS!

Questions?

Contact us!

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[tmquach@stanford.edu](mailto:tmquach@stanford.edu)

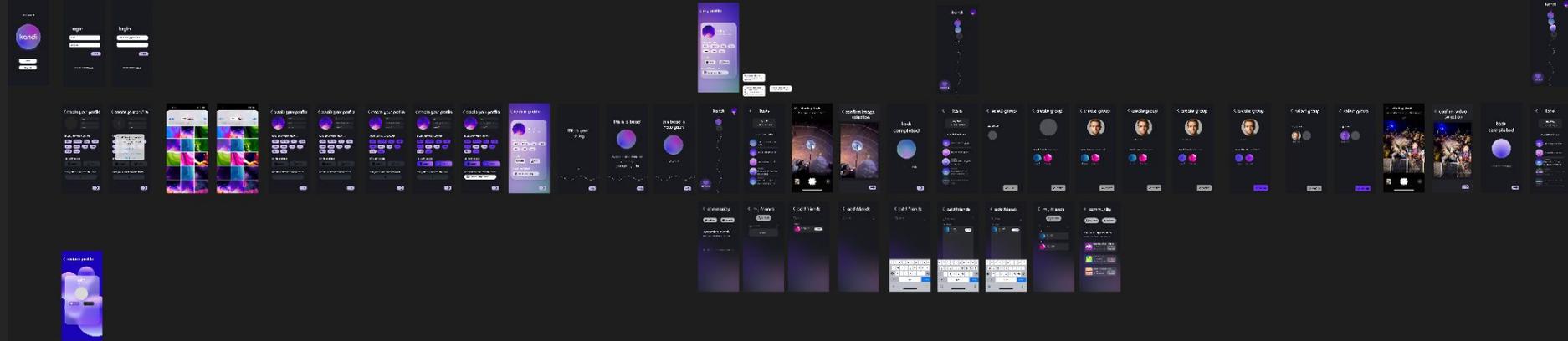
[gabreu@stanford.edu](mailto:gabreu@stanford.edu)

The background is a dark, almost black, space filled with several abstract, organic shapes. These shapes are filled with a gradient of colors, transitioning from a deep blue at the edges to a bright, glowing red or orange in the center. The shapes vary in size and orientation, some appearing as elongated ovals, others as more complex, irregular blobs. A prominent, large shape occupies the upper left quadrant, while another large, irregular shape is in the lower right. Several smaller, more distinct shapes are scattered throughout the rest of the frame. The overall effect is one of dynamic energy and depth.

# APPENDIX

# MED-FI PROTOTYPE

## MEDIUM-FI PROTOTYPES



# LINK TO FIGMA PROTOTYPE

<https://www.figma.com/proto/uNvzGnBBYrtMqi6hSX6bYu/kandi-CS147-AU23?type=design&node-id=303-964&t=JqOvmkCQDaeFfddT-0&scaling=min-zoom&page-id=303%3A498>