

Level Up

Lo-fidelity Prototyping + Usability Testing

Team Intro



Maroua

Class of 2026
Computer Science,
Human Computer
Interaction



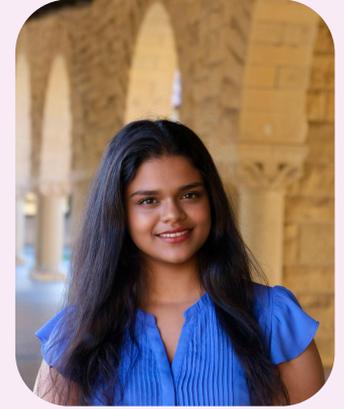
Nick

Class of 2024 (2025?)
Mechanical Engineering,
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Human Computer
Interaction



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Level Up

Build Human Skills One Experience at a Time

Level Up

Problem

Young people often **struggle** to develop essential **human skills** needed for career growth, leading to **stress** and a **lack of direction** in the career search process, as these skills are not usually taught in a traditional classroom setting.

Solution

Our solution **breaks down** the challenge of building human skills into manageable, **engaging tasks**. Through daily experiences, users steadily "Level Up," developing essential **career enhancing skills** and **tracking their progress** over time.

Outline of Tasks

Simple

Wants to **access** a new task

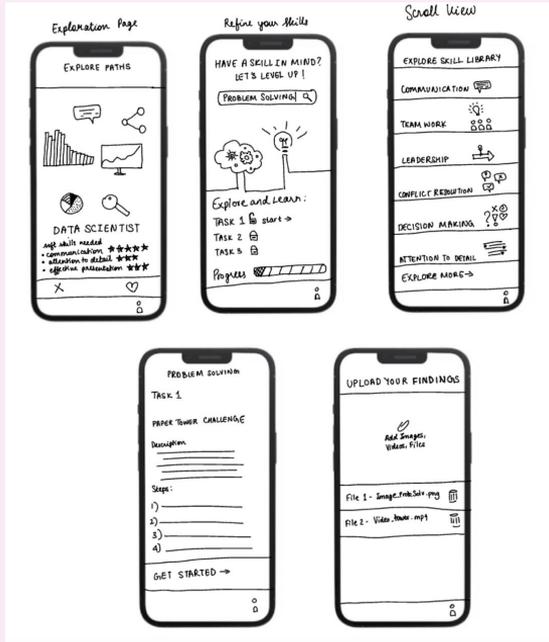
Moderate

Wants to **track** personal progress over time

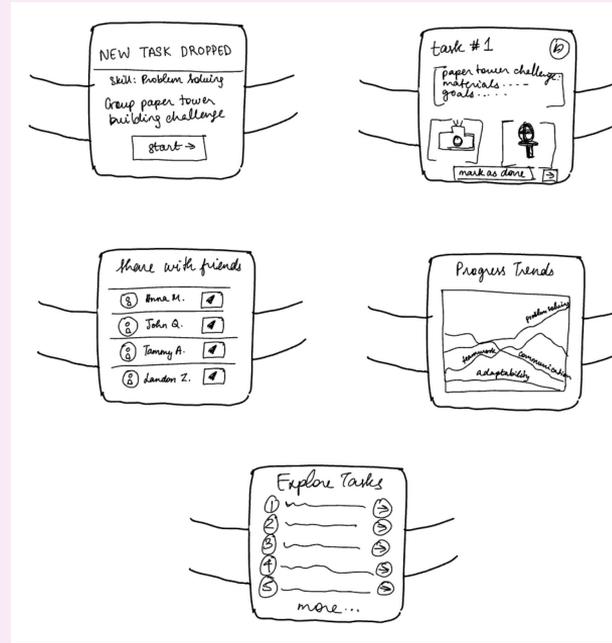
Complex

Wants to **compete** with friends

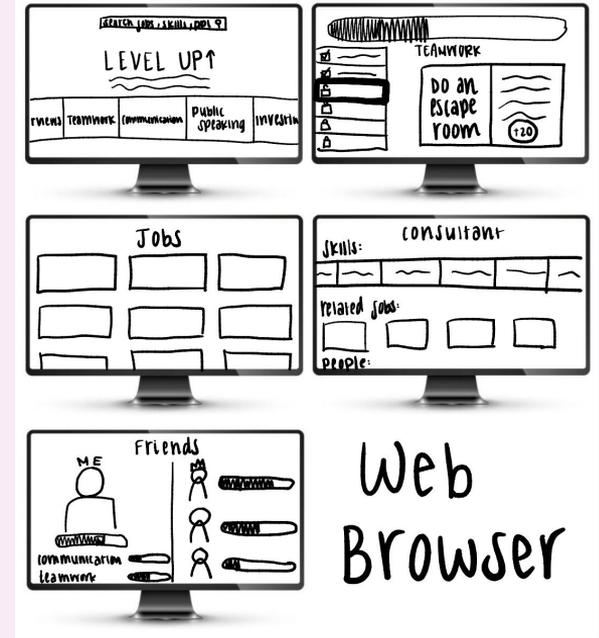
Sketching Modalities



Mobile App

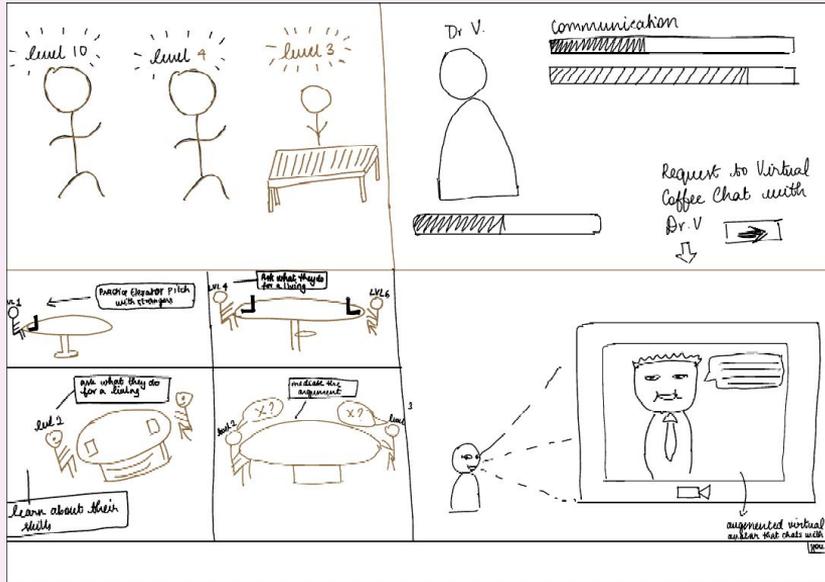


Apple Watch

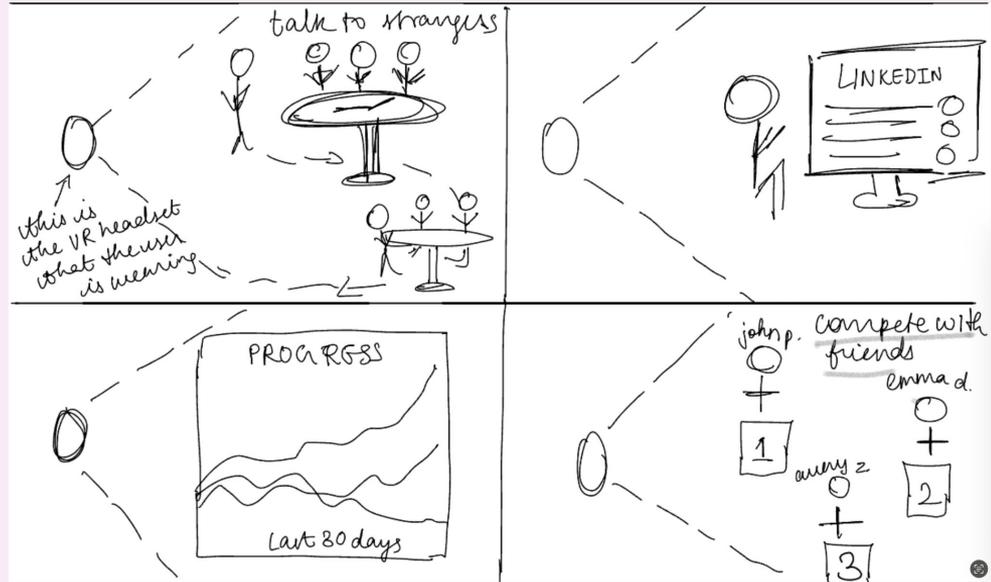


Web App

Sketching Modalities



Augmented Reality



Virtual Reality

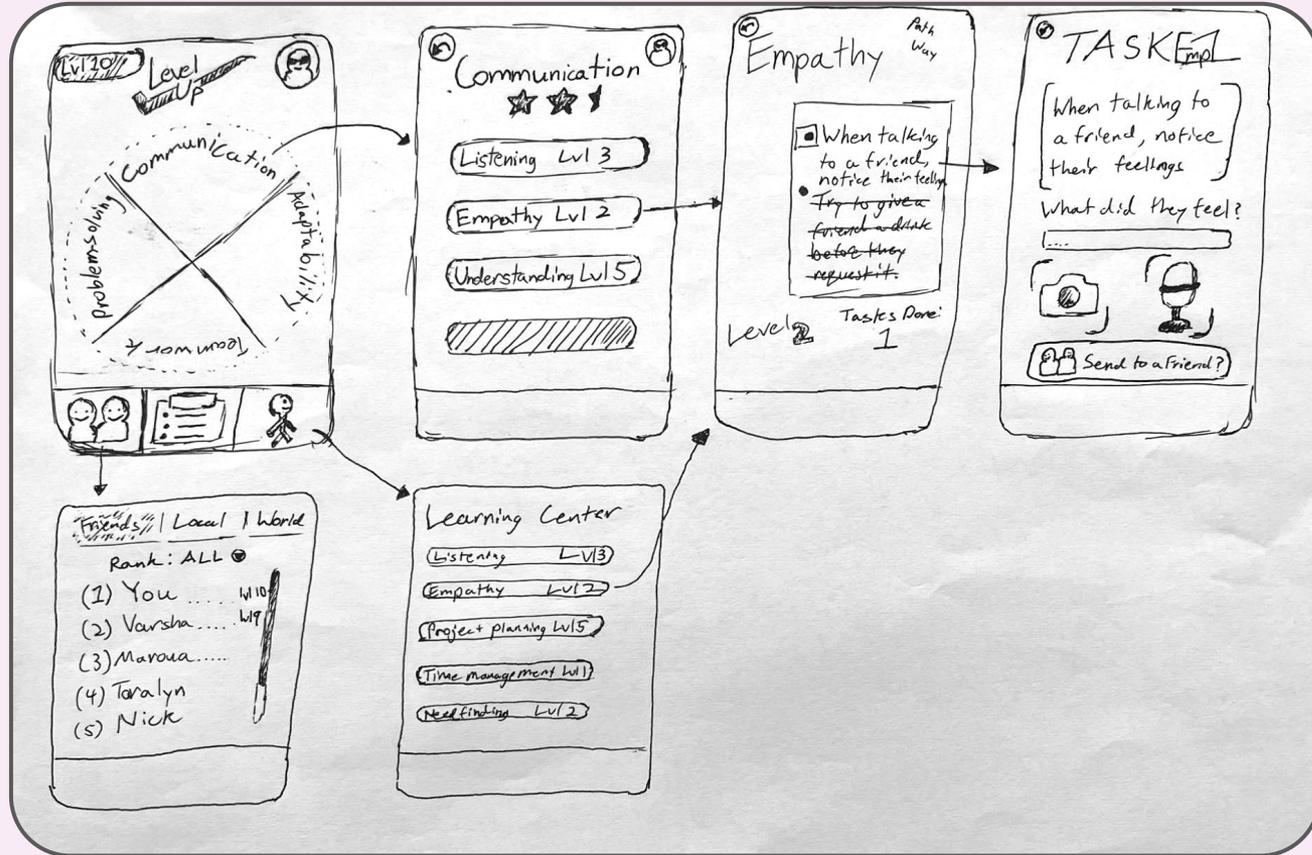
*Brown outline represents real object/people and black represented augmented visuals

Top 2 Realizations + Key Screens

Mobile App

Augmented Reality

Realization #1: Mobile App



Realization #1: Mobile App

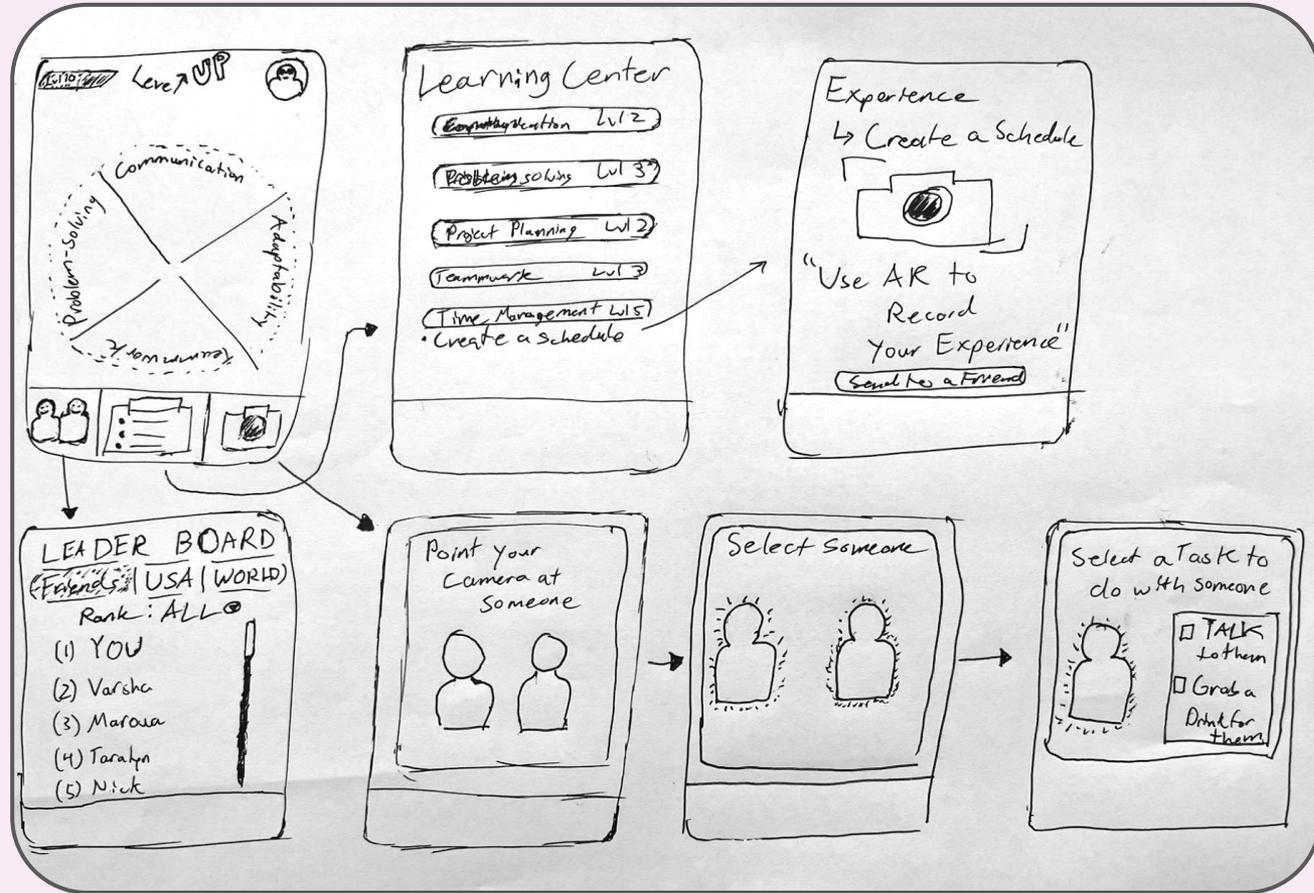
Pros

- Mobile dimensions **highlight essential features** without overloading users, making it **visually accessible** and **clear**.
- Aligns with the heavy mobile usage of students and early career professionals, signalling **higher accessibility** and **adoption**.
- Supports notifications and reminders, which **increases user engagement** and **encourages task completion** in real-time.

Cons

- Format may feel **overused** or less engaging due to overcrowded app market, risking our app getting lost in sea of other apps.
- Potential **disconnect** between accessing tasks and performing them which may lead to **decreased engagement** and **task completion**.
- Users with older devices or limited storage may experience **performance issues**, **reducing accessibility and adoption**.

Realization #2: Augmented Reality



Realization #2: Augmented Reality

Pros

- AR **enhances accessibility** by allowing users to **interact** with scenarios they might not otherwise experience.
- The inbuilt **visual engagement bridges the gap** between interaction and task completion, making the experience **immersive** and **boosting engagement**.
- **Real-time feedback** supports **active participation**, supporting our "learning through experience" approach and adding a "cool" factor that resonates with users.

Cons

- This format requires users to point their device constantly, which may feel **inconvenient** or **unnatural**.
- AR's **unfamiliarity** might lead to **skepticism**, making some users hesitant to try it.
- The format can be **confusing**, as what users see through the screen isn't visible to others, potentially causing **misunderstandings**.

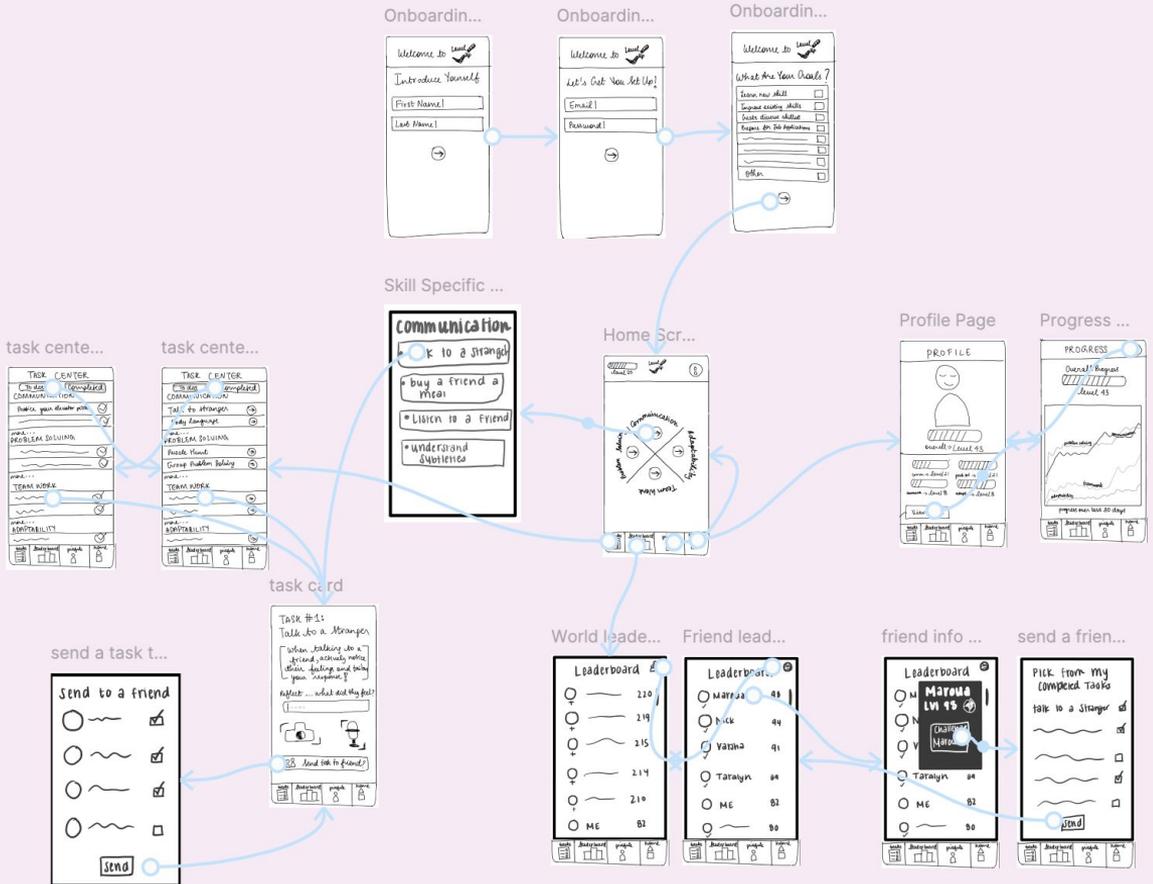
Selected Interface & Rationale

Mobile App

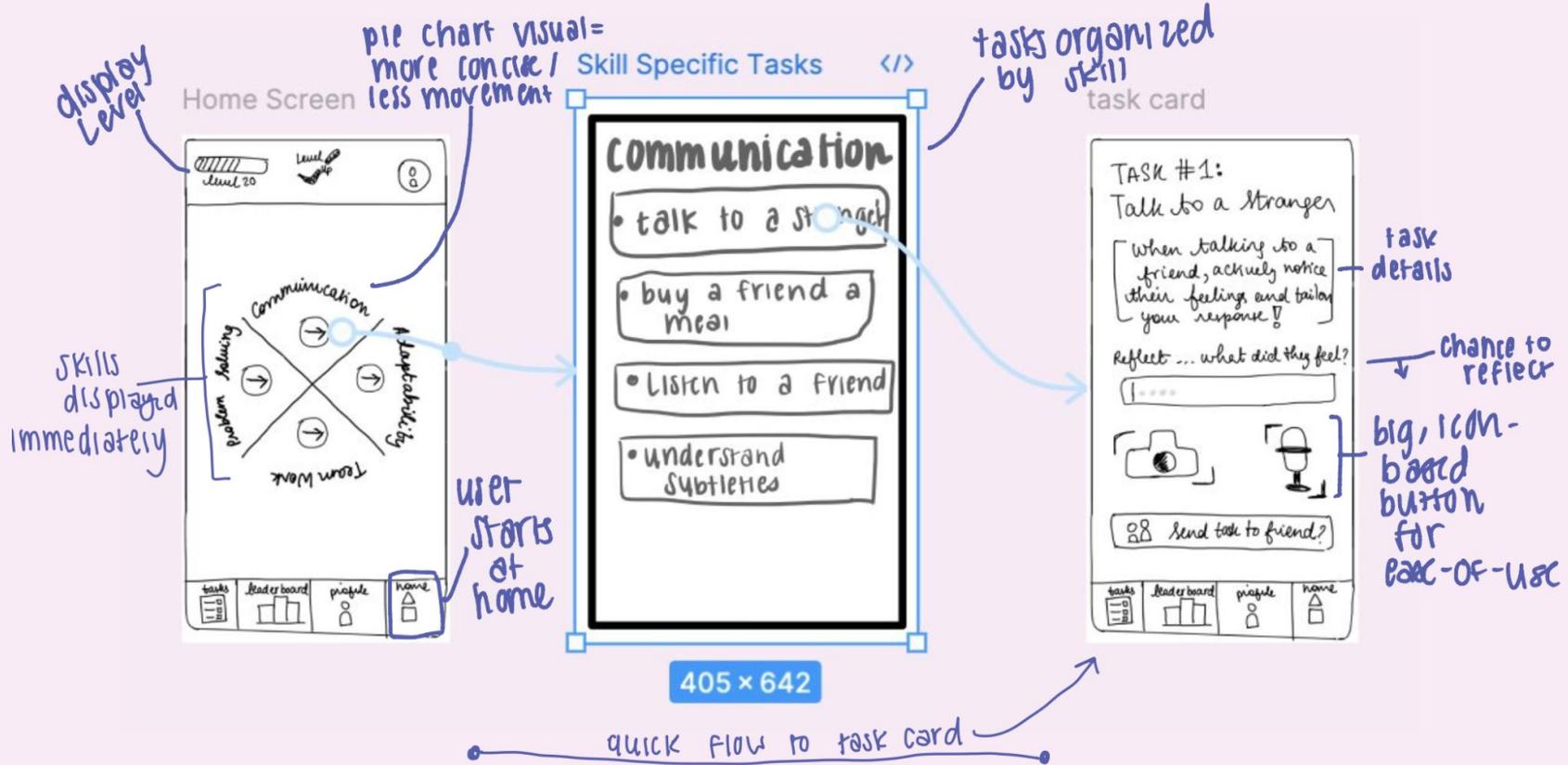
- We want users to **interact** with *Level Up* in their daily lives to **motivate** them to **build their human skills**
- We want users to **seamlessly integrate** Level Up into their daily routines, using **hands-on experiences** to build human skills without being distracted by the medium's complexity.
- The mobile app modality ensures **easy access** to all features—completing tasks, sharing with friends, and tracking progress—making skill-building more **intuitive** and **engaging**.

LoFi Prototype & Testing Methodology

Prototype Construction / Overview

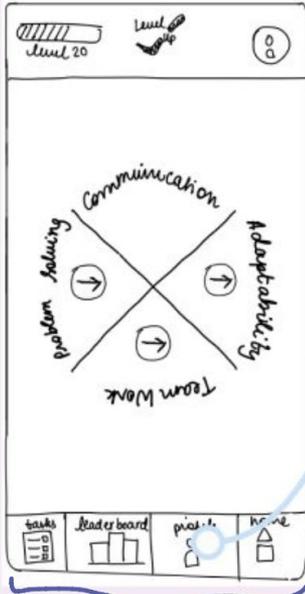


Simple Task Flow: access a new task



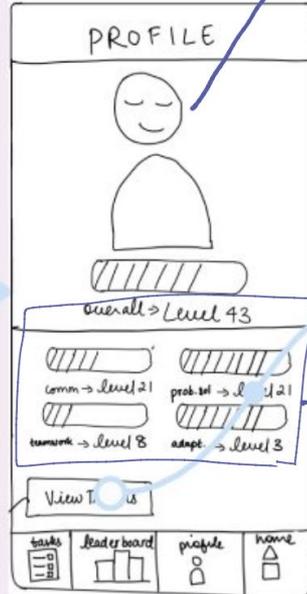
Moderate Task Flow: track personal progress

Home Screen



universal nav bar - makes everything accessible

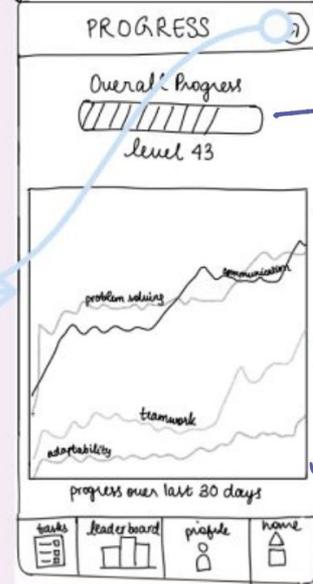
Profile Page



need to decide: avatar vs. profile pic

Overall level & skills breakdown

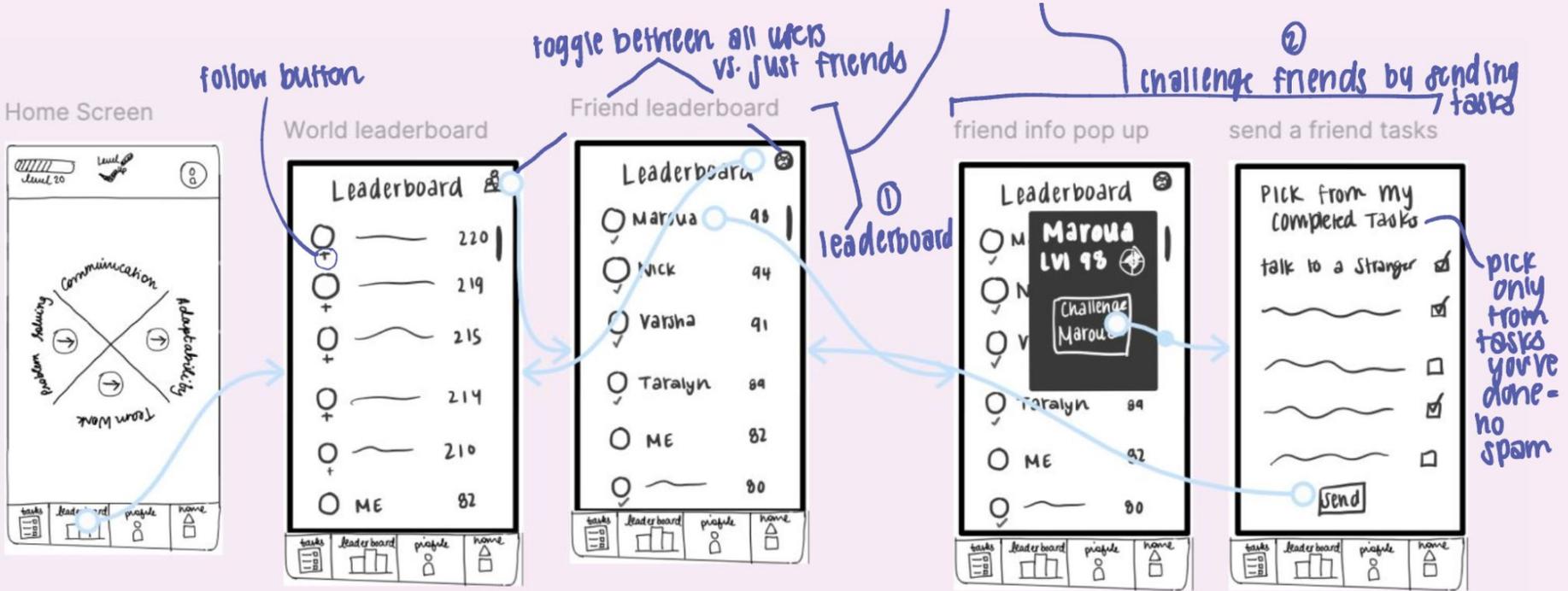
Progress Trends ...



emphasis on showing level as many places as possible!

visual aid that reflects progress

Complex Task Flow: compete against friends



Home Screen

follow button

World leaderboard

toggle between all users vs. just friends

Friend leaderboard

① leaderboard

friend info pop up

② challenge friends by sending tasks

send a friend tasks

pick only from tasks you've done - no spam

Participants



Ashley



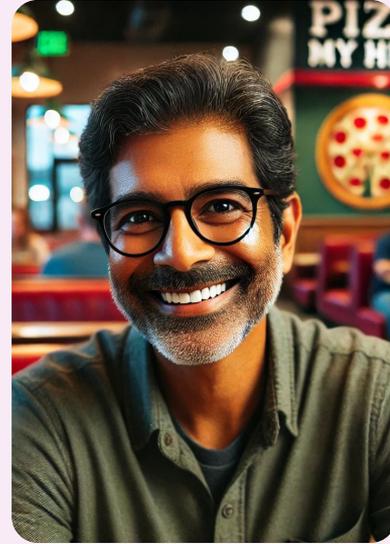
Taryn



Sarah



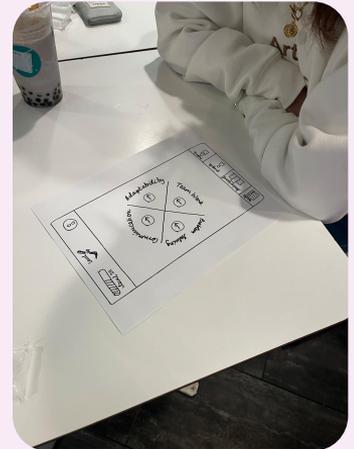
Yumna



Paarth

Environment and Procedure

- We drove to University Ave in Palo Alto and set up our prototype in Pizza my Heart, T4, and Salt n' Straw
- We recruited our participants by walking up to them and asking for 5-10 minutes of their time
- We explained the app concept and who we were
- We did not compensate them



Our Roles



Initiator



Narrator/Computer



Timer



Notetaker



Usability Goals

- **Efficiency**
 - One goal is to **lower the barrier** and efforts needed to complete tasks and build skills
 - Navigating our app should be **easy** and **efficient**
- **Enjoyment**
 - The novelty of our tasks and the concept as a whole is that it is **“bite-sized”, easy, and fun.**
 - If users must enjoy the time spent on the app, they will be motivated them to do more tasks and use the app more

Key Measurements

- **Time it takes user to get through a full task flow**
 - Simple
 - Moderate
 - Complex
- **Post-test ratings (1-10)**
 - Overall flow of app
 - Interface and aesthetic
 - Overall enjoyment of this experience and the app's concept

User 1: Ashley @ T4

Measurements

● Timing

- Simple: 17s
- Medium: 30s
- Complex: 19s

● Post-Test Ratings

- Flow: 8/10
- UI: 8/10
- Overall Enjoyment: 6/10

Comments & Insights

- Noticed the send a friend button on the task description screen while doing the simple task
- Very quick with each task
- Did not know you could send multiple tasks to a friend through the leaderboard
- “I am pretty tech-savvy so I think older people would struggle to use this properly.”
-

User 2: Taryn @ T4

Measurements

● Timing

- Simple: 25s
- Medium: 31s
- Complex: 15s

● Post-Test Ratings

- Flow: 7/10
- UI: 6/10
- Overall Enjoyment: 7/10

Comments & Insights

- Likes the dashboard, very easy to get to home
- Home screen was confusing, did not know if the buttons did anything
- Main appeal is the leaderboard, does not see much reason to use this app otherwise
- “Woah that’s surprisingly a lot of words”

User 3: Sarah @ Pizza my Heart

Measurements

● Timing

- Simple: 4m 22s
- Medium: 16s
- Complex: 56s

● Post-Test Ratings

- Flow: 7/10
- UI: 10/10
- Overall Enjoyment: 7/10

Comments & Insights

- “I want to get a sense of the navigation bar first and foremost”
- Was confused on the task list and didn’t know she had to click *into* a specific task to access the card
- “I’m not really sure what I would type in the reflection bar, or if I would use the camera and mic”
- Never figured out how to access the friends leaderboard

User 4: Yumna @ Salt n' Straw

Measurements

● Timing

- Simple: 1m 29s
- Medium: 1m 28s
- Complex: 8s

● Post-Test Ratings

- Flow: 9/10
- UI: 4/10
- Overall Enjoyment: 6/10

Comments & Insights

- “Looking at this task list is very overwhelming... it makes me want to close the app” *proceeds to leave this screen*
- On task card, doesn't know what to add a photo of
- “I like how I'm level 43... it feels rewarding!”
- Took awhile for her to find metrics screen even though button was right there
- Never figured out how to access friend leaderboard

User 5: Paarth @ Pizza my Heart

Measurements

● Timing

- Simple: 51s
- Medium: 21s
- Complex: 31s

● Post-Test Ratings

- Flow: 8/10
- UI: 10/10
- Overall Enjoyment: 9/10

Comments & Insights

- Studied the home screen for awhile, and took him a long time to finally click on *communication*
- Was VERY excited to see the *subtleties* task on the list
- Did not engage with camera or recording after “doing” task
- Found personal metrics button very easily
- Never figures out how to access friend leaderboard

Implications & Design Changes

Key Findings

Key Finding #1:

Home Screen was confusing and did not have a clear purpose

Most users did not click the main buttons to go to the tasks screen.

Key Finding #2:

Task List was overwhelming at first sight

Some users said that they would get stressed and shut down the app. It feels like a chore.

Key Finding #3:

Sending a task to a friend from the leaderboard was not touched

Every participant sent a task to a friend through the option on the task description screen.

Implications

Implication #1:

Home Screen needs to catch the user's attention/be intuitive

Implication #2:

Task list is not encouraging users to build human skills

Tasks were not pleasantly presented, there were too many at once.

Implication #3:

Sending a task from the leaderboard is unintuitive and completely disconnected

Design Changes

Design Change #1:

Make Home Screen intuitively interactive and fun

We will emphasize the buttons on the home screen and make them feel satisfying to click.

Design Change #2:

Clean task list and incorporate a daily challenge into the task list

Give the user the freedom to explore the app and choose tasks while guiding them in the right direction by presenting one "challenge."

Design Change #3:

Leaderboard and Friends List need to be separate entities

We will focus the users to send tasks to their friends through their friend lists.

Next Steps

Testing Told Us:

Implement at least Three Design Changes

1. Make Home Screen more intuitively interactive and fun
2. Clean task list and incorporate a daily challenge into the task list
3. Leaderboard and Friends List need to be separate entities

We will look for disconnects in features and functions that should be easily accessible.

- Take a “*even my grandma could do this*” approach.

Testing Did Not Tell Us:

The dynamics of a user going and doing a task and reporting it back to the app.

How a user would navigate through the complexities of real interactions.

If users were actually motivated to do tasks and build their human skills.

Appendix

Link to [Notes](#) (Sketches, Lo-fi, Testing & More)