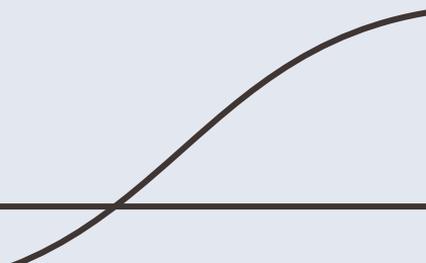


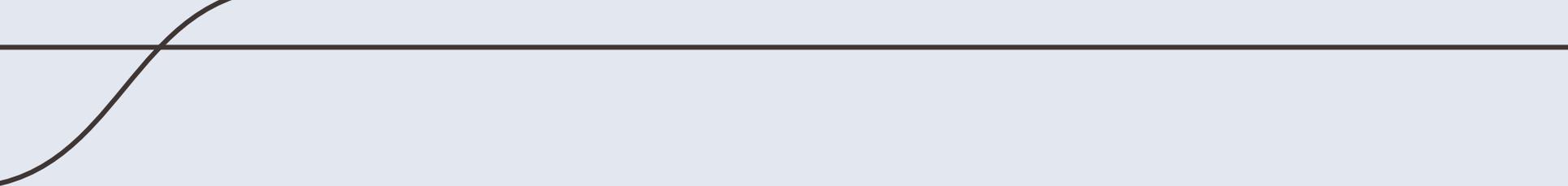
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# Collabrio Medium-Fi Prototype

Alexander, Armita, Cate, and Manas



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# Value Proposition

A platform where an employer's network is used and expanded to match them with freelance collaborators for long-term project partnerships.



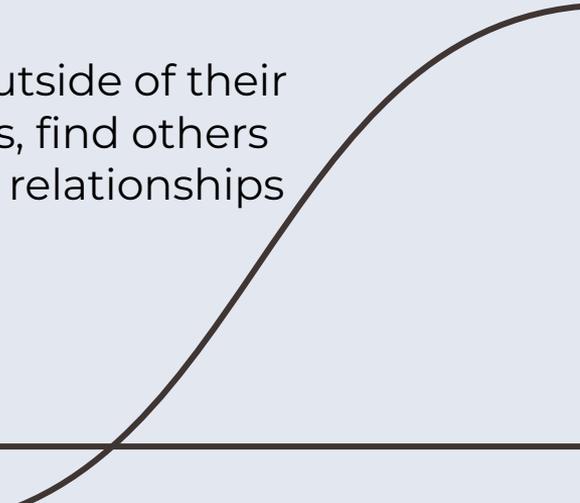
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# Problem & Solution

**Problem:** It is very hard to find people outside of one's typical network when you have a specific need for a niche project

**Primary User:** Freelancers

**Solution:** Collabrio aims to connect people with those outside of their typical network in order to work on collaborative projects, find others with unique niches, and form and maintain professional relationships



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# Values in Design

## Simplicity

- Portfolios are centered with large photos
- Tags make it easy to sort
- Use of standard icons to reduce clutter
- Text is minimized without being hard to understand

Tension: removing extra content makes it difficult to show the full scope of someone's work

## Inclusivity

- Accessible design
  - Text contrasts with background
  - Buttons are large, bright, and easy to locate
- Connections tree highlights new connections to mitigate continuing inequities in the target industry

Tension: connections tree builds on existing network to make users more comfortable building a network in the first place.

**Tension between values:** simplicity may reduce the functionality of extreme users that require more personalization of their work, making it less inclusive.

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## Simple Task

Find someone from your  
extended network for a  
specific project

*No change from A5*

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## Moderate Task

Share the project you worked on and connect it to a new tag

*No change from A5*

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## Complex Task

# Update your portfolio with AI

*Changed to “update” rather than “organize” and removed “and profile” to reflect changing functionality that only pulls new data from external sources.*

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# Usability Goals & Key Metrics

## Efficient

Key Measurement: time spent to complete a task

## Intuitive

Key Measurement: # of mis-clicks while completing a task

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# Initial Assessment of Usability Goals

Based on our Low-Fi Prototyping results

**Intuitive** = low # of mis-clicks

**Efficient** = low amount of time spent

- Users did not find it **intuitive** to view their visual network or contact someone in their connection
  - Users were not **efficient** and did not find it **intuitive** to navigate the task of adding a new project
  - Users were not **efficient** and did not find it **intuitive** to identify and utilize our AI functionalities
-

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# Progress on Usability Goals

## Efficient

- ❖ Reduced number of pages to edit your profile, both manually and with AI
- ❖ Streamlined functional flow for adding a project (reduction of steps)

## Intuitive

- ❖ Restructured visual display for important buttons used to view and contact a user's connections
  - ❖ Restructured visual display and functional flow for adding a project
-

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# Change 1: Used Gestalt Principles to draw attention to the “contact” and “mutual connections” buttons

## HOW IT PROGRESSES GOALS

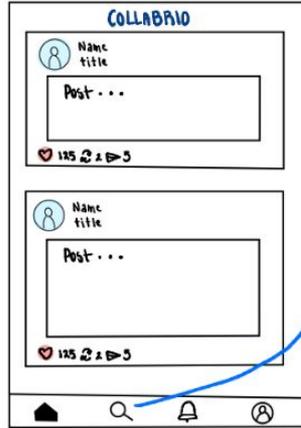
Progresses **Intuitive** goal by reorganizing these buttons, clarifying their purpose. This reduces the number of mis-clicks, helping users complete their tasks without feeling lost or missing key features.

## RATIONALE

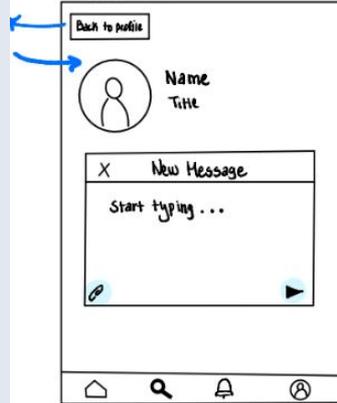
In our low-fi testing, users did not click on either of these buttons. The connect button is the main actionable step a user can take from another person’s profile page, so we separated it. We also moved the mutuals button near the degrees away so it was clearer what it meant.

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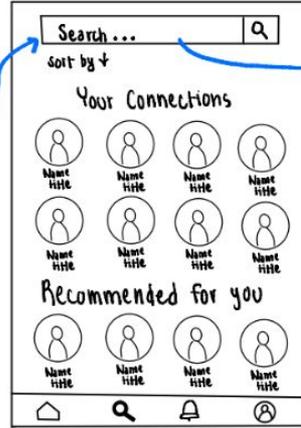
# Before



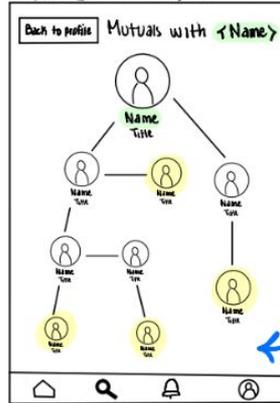
App opens to the home screen. User presses search button to navigate to search screen.



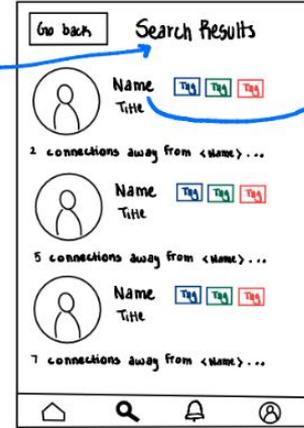
the user can draft & send a message to the person they're interested in working with.



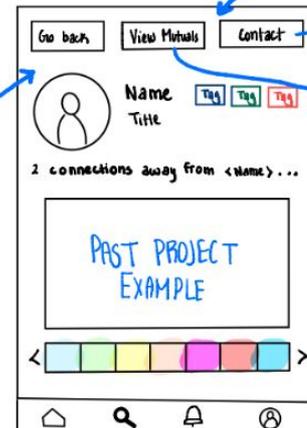
the immediate page simply shows the user's existing connections & new recommended users based on their profile. The user then searches for the role they want through the search bar.



After pressing the "new mutuals" on the previous page, the user is navigated to a screen displaying all the degrees of connection they have who are connected to this person.



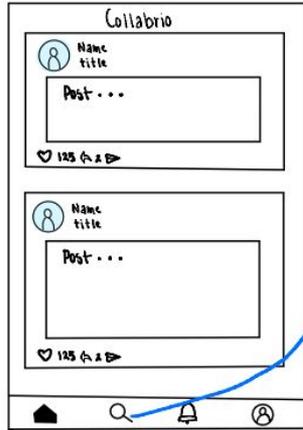
After entering their search words, the user is directed to a screen with a scrollable list of people whose profiles best match the desired roles. This is based on the tags next to their name & organized based on increasing order of degrees of connection to the user's existing network.



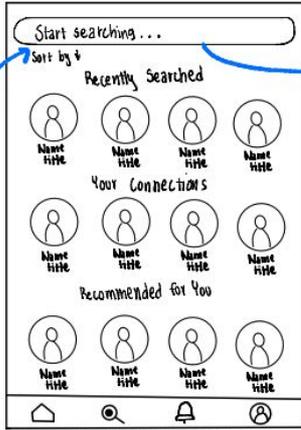
The user presses the name of the person whose profile they want to learn more about. There, they can see the user's portfolio & past projects. Here, they can further navigate to contact the person or see a more detailed snapshot of their entire mutual tree.

# After

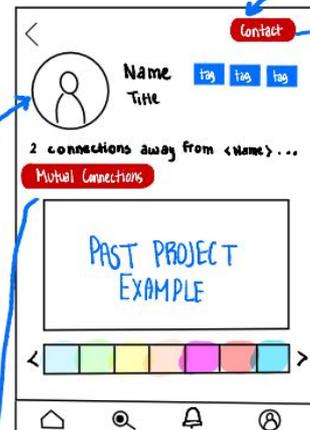
Contact button was separated, search page is less dense, changed label of "mutual connections" button and moved it.



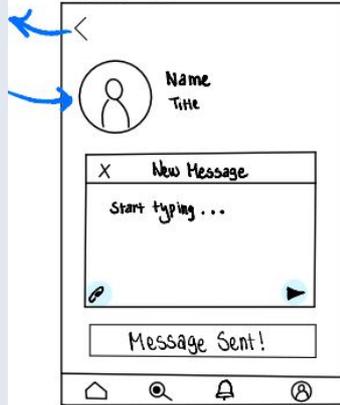
App opens to the home screen. User presses search button to navigate to search screen.



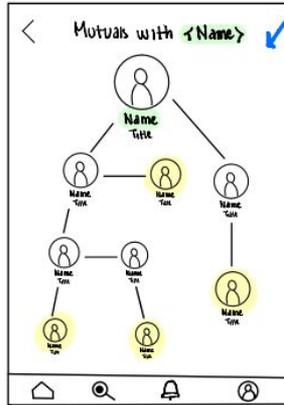
The immediate page simply shows the user's existing connections & new recommended users based on their profile. The user then searches for the one they want through the search bar



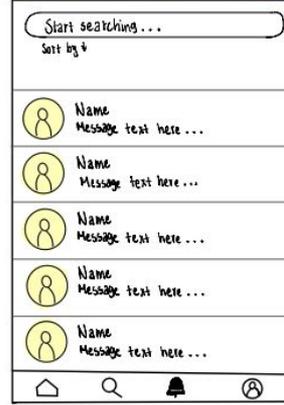
The user presses the name of the person whose profile they want to learn more about. Thereby, they can see the user's portfolio & past projects. Here, they can further navigate to contact the person or see a more detailed snapshot of their entire mutual tree.



the user can draft & send a message to the person they're interested in working with.



After pressing the "new mutuals" on the previous page, the user is navigated to a screen displaying all the degrees of connection they have who are connected to this person.



Users can navigate to the notification center to see their messages

(description)

After entering their search words, the user is directed to a screen with a scrollable list of people whose profiles best match the desired roles. This is based on the tags next to their name & organized based on increasing order of degrees of connection to the user's existing network.

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**Change 2:**  
To add a project,  
you can (only) go  
directly from the  
my profile screen,  
without any extra  
screens in  
between.

## HOW IT PROGRESSES GOALS

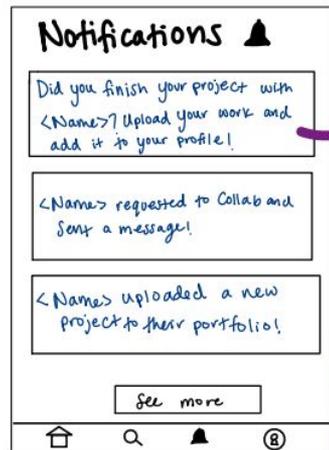
Progresses **Efficiency** goal by lowering the number of steps, allowing users to perform a core task quicker and **Intuitive** goal by more clearly exposing this part of the task flow visually and functionally

## RATIONALE

In our prototyping, it took users a long time to figure out where the add button was. Further, the portfolio only screen and the notifications screen were essentially never used, and we found that they weren't logical ways to find the add button. In general, there likely was no need for a portfolio-only view.

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# Before



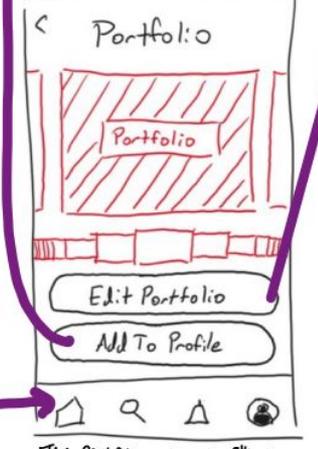
On the notifications screen, a month after new collaborators connect, a notification will ask if they want to share what they're working on



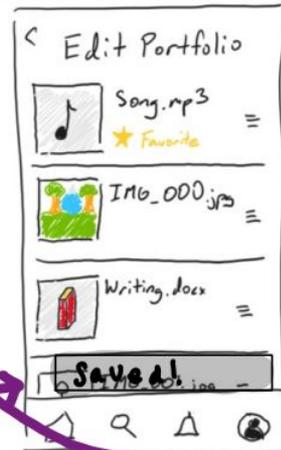
The user can also add a project on their own at anytime by editing their portfolio from the main profile page accessible through bottom tab bar.



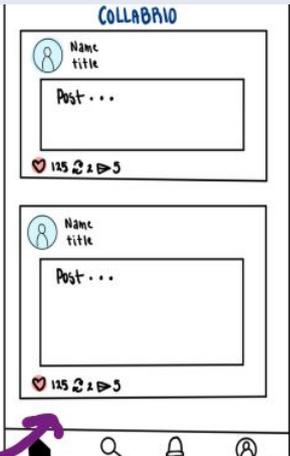
The notification goes to the "add to portfolio" page, where they can upload, describe, and categorize their work so its searchable.



The Portfolio only page allows you to feel more full screen how your page appears to others. Then you can add/edit it.



Then, they can decide how prominently where to feature this project within their portfolio by reordering and "favorite"ing one featured project.



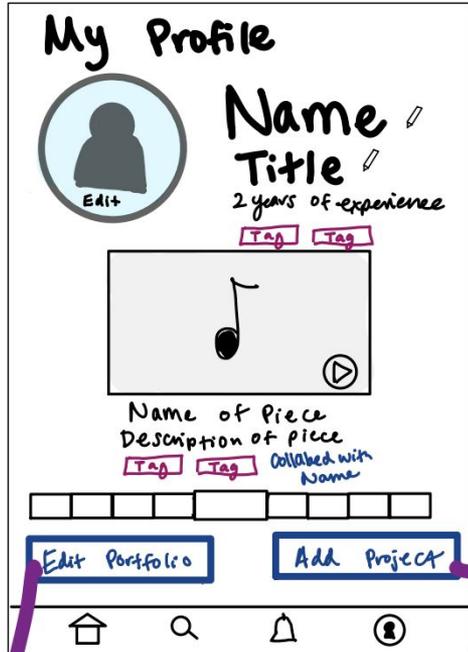
Once you post, it will show up on your and all your connections' home feeds.

## Moderate Task

Share the project you've worked on

# After

Portfolio-only view removed, AI tools moved off of my profile page, collaborators added, medium type removed, posts are now automatic so you have to save.



The user can add a project on their own at anytime by pressing the add project button from the main profile page accessible from the bottom tab bar



The button navigates to the "add project" page, where they can upload, describe, and categorize their work so its searchable. They can also link collaborators they worked with.



Then, they can decide how prominently where to feature this project within their portfolio by reordering and "favorite"ing one featured project.

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# Change 3: AI is used to generate or update a portfolio using other resources (not to organize your portfolio).

## HOW IT PROGRESSES GOALS

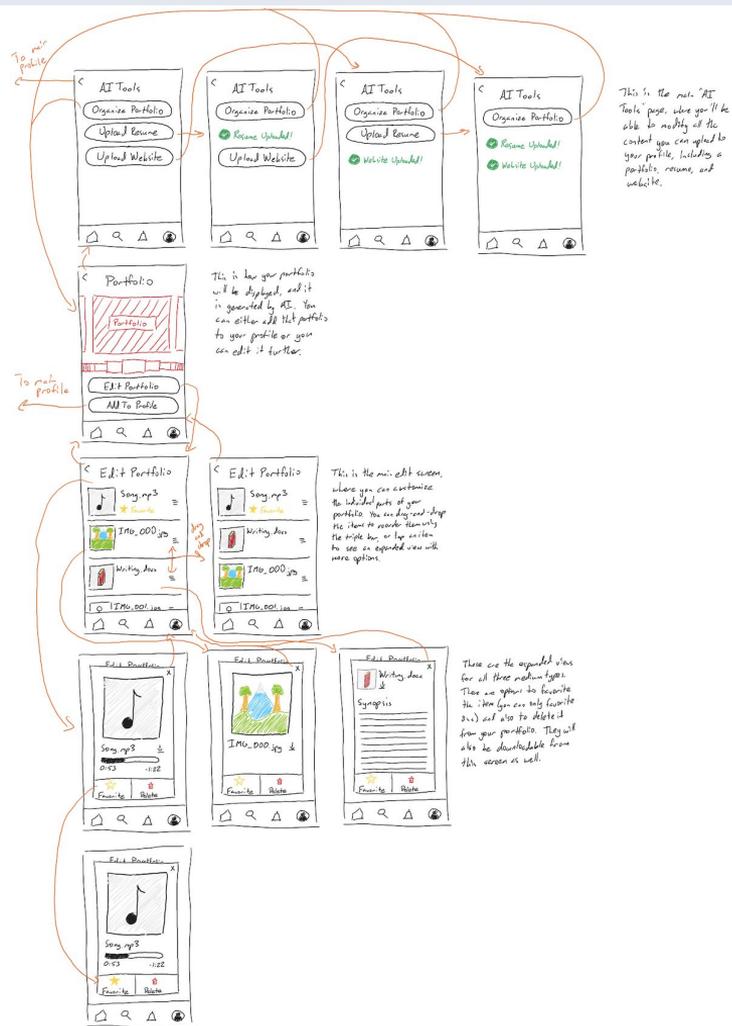
Makes the task more **Intuitive** by clarifying purpose with keywords “update” and “sync to portfolio.” Makes it **Efficient** by removing extra pages and buttons that did not add to functionality.

## RATIONALE

Our testers were confused about the purpose of our AI tools, and when was appropriated to use them. They were unsure of if their resume and website were hosted on the platform and asked us what the effects of the AI tools themselves would be.

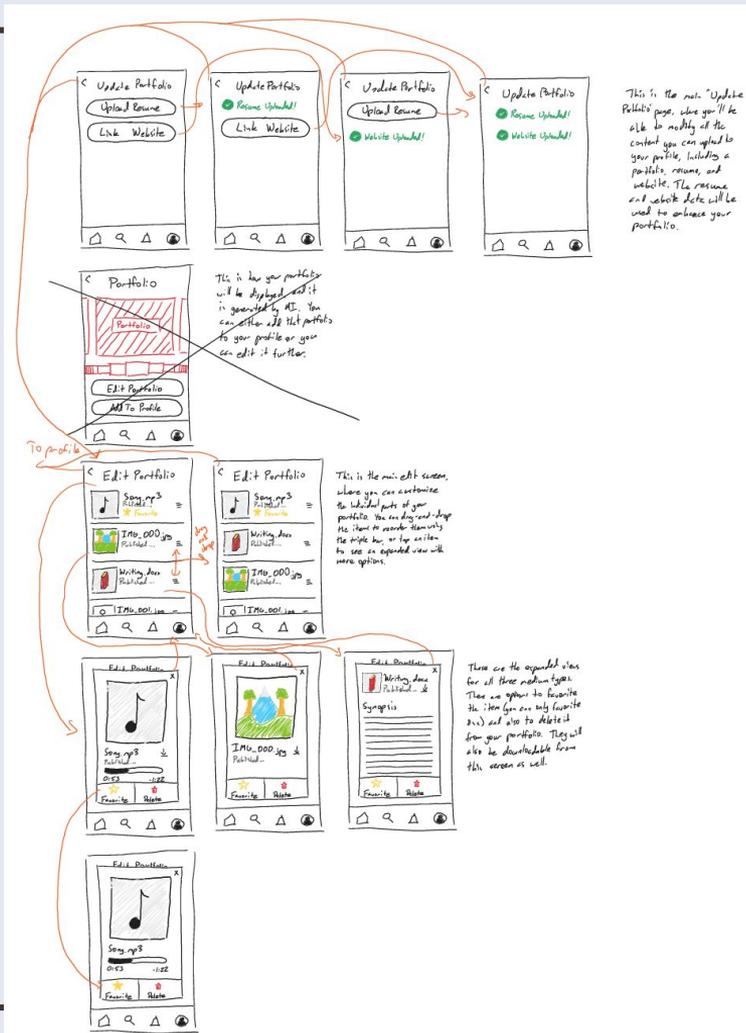
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# Before

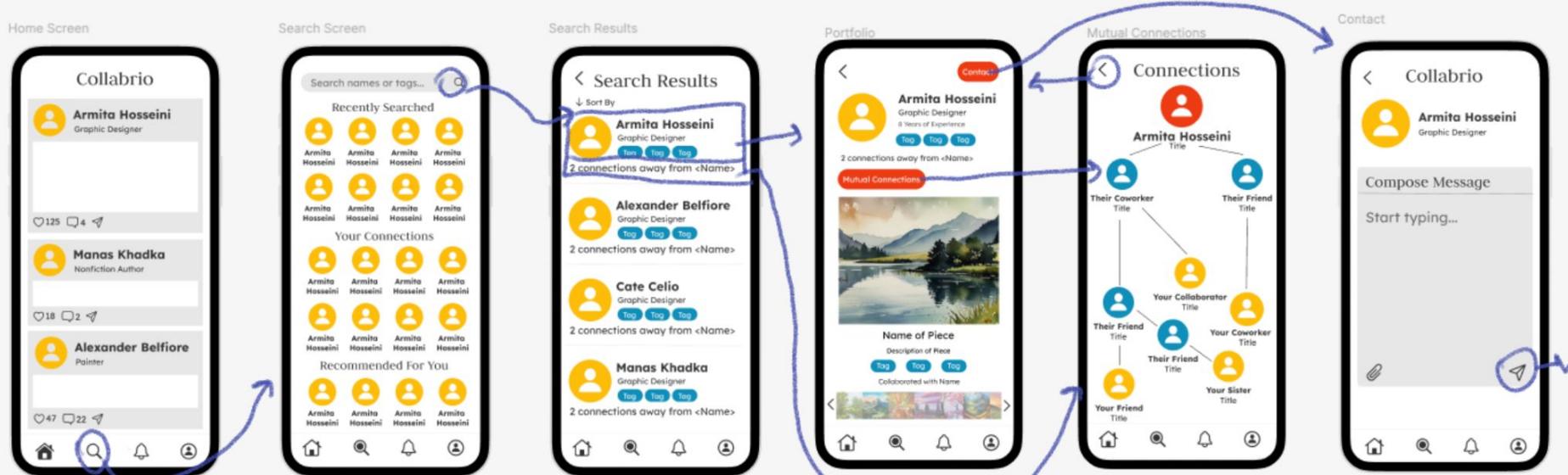


# After

Removed the "organize portfolio" button and removed the portfolio-only view.



# Medium-Fi Simple Task Flow



From the default homepage, we can look for someone using the search page in the nav bar.

After searching for a tag and pressing done on the keyboard, we get search results.

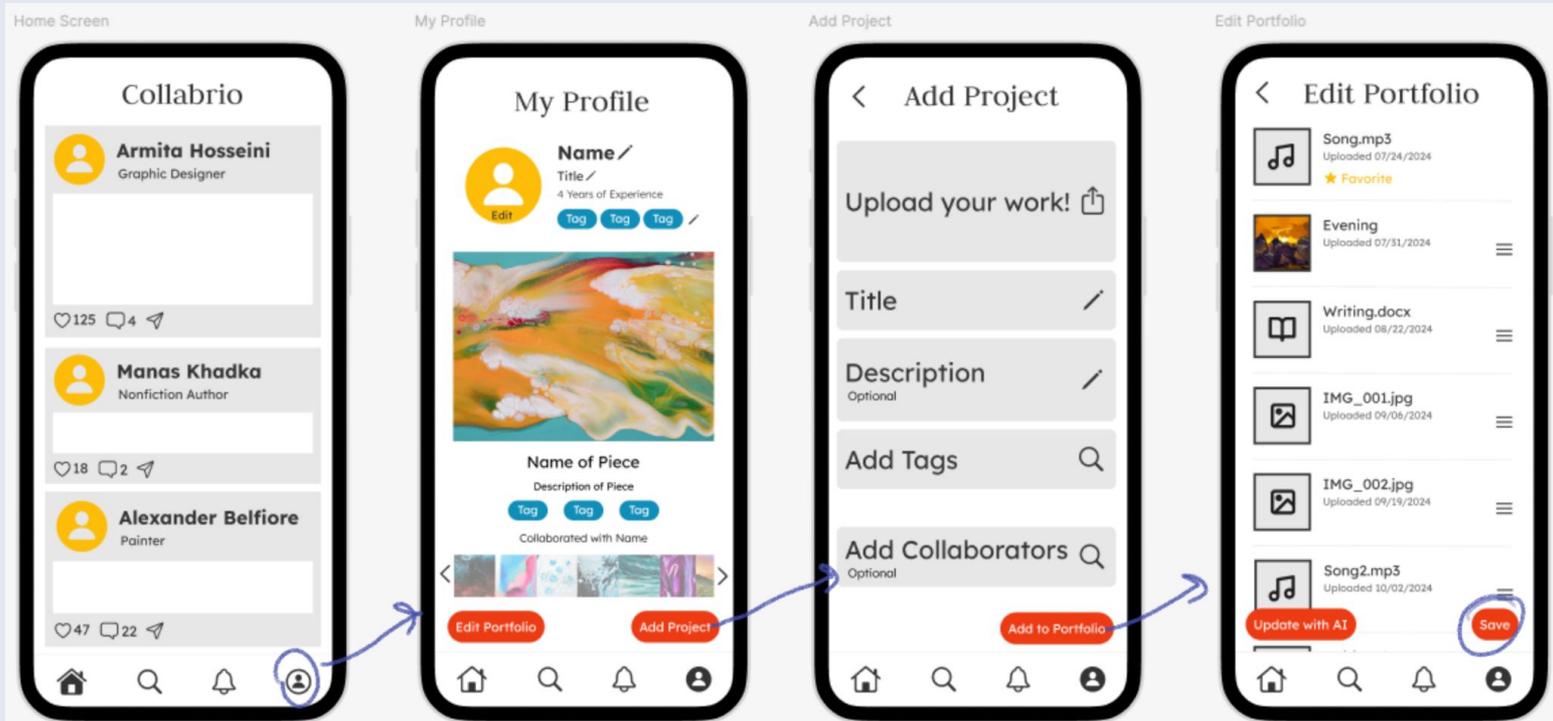
Tap a name or photo to see their profile, or tap how many connections they are away to see your tree.

On their profile, you can browse their portfolio, message them using the contact button, or see your mutual connections using the mutual connections button.

Click on a name in the tree to see their profile or contact them.

Type a message and press the airplane to send.

# Medium-Fi Moderate Task Flow



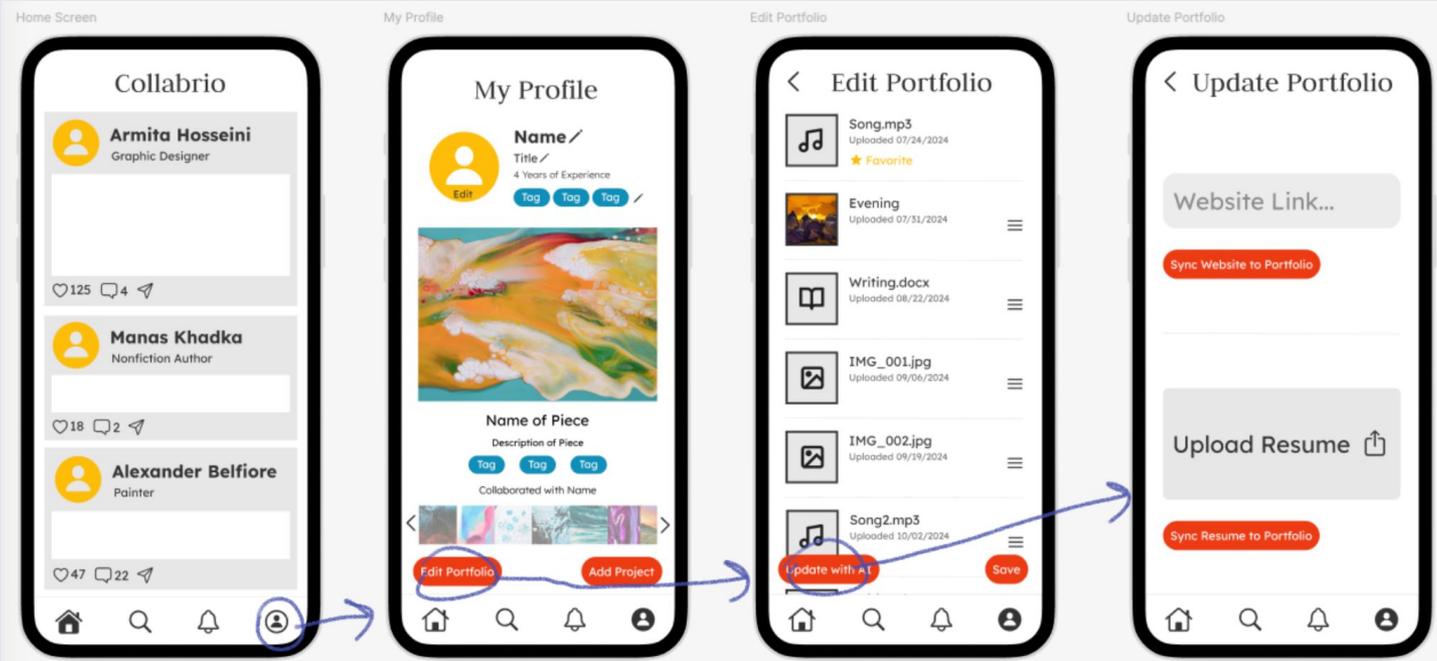
Navigate to your profile from the bottom nav bar.

Click add project

Upload your file, then type in remaining fields, then click add to portfolio.

Reorder by dragging and dropping, then click save.

# Medium-Fi Complex Task Flow



Navigate to your profile from the bottom nav bar.

Click edit portfolio.

Click update with AI.

Upload a resume or type in the link to your personal website to add any projects not already on Collabrio.

# Tools: Figma

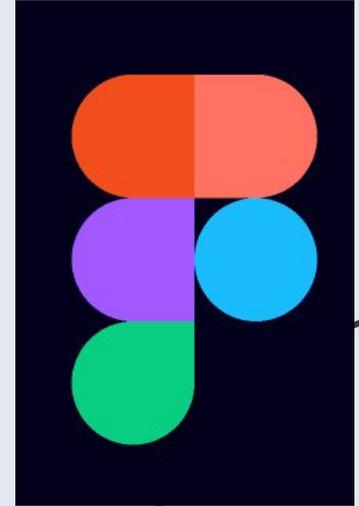
We used **Figma** for designing and prototyping.

Pros:

- Easy to format
- Easy to collaborate and share finished prototype
- Clickable buttons that navigate to desired screens

Cons:

- Transition functionality is limited (can't have one click trigger multiple changes)
- Doesn't track screen history for back buttons
- Steep learning curve as beginners



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## Tools: SF Symbols

We used **SF Symbols Browser** for icons.

Pros:

- Easy to change size and color
- Large variety of options

Cons:

- Difficult to download for non-Mac so only some team members could access

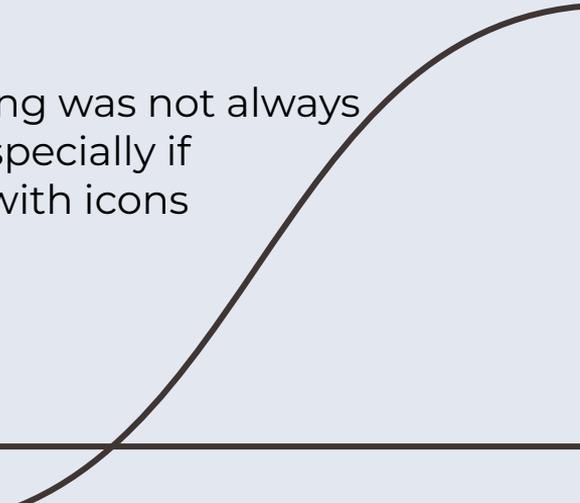
## Tools: Unsplash

We used **Unsplash** for images.

Pros:

- Images of almost every type
- Easy to find images of what you are looking for

Cons:

- Reformatting was not always intuitive, especially if matching with icons
- 

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# Limitations

- ❖ **Keyboard input not supported across prototype:** It is virtually impossible to implement this level of functionality on Figma, since a new screen must be created for each individual input
  - ❖ **Not all files are editable:** Only the Song.mp3, IMG\_000.jpg, Writing.docx files are editable; making all the others editable would require additional work that doesn't add to the prototype
  - ❖ **Pop-ups disable prototype functionality:** An odd feature/bug of Figma is that whenever an overlapping element exists on the screen, the user is unable to interact with the background
  - ❖ **Pages are not scrollable:** Implementing scrolling on Figma is somewhat difficult and doesn't add to the prototype
-

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# Hardcoded & Wizard-of-Oz features

- ❖ **User-input for searching** is not needed. Instead the user is instantly sent to a search results page
  - ❖ The page displaying a **visual network view** of a user's mutual connections network is hardcoded
  - ❖ **User profile data** is pre-set, such as previous projects and some media files
  - ❖ **User-input for editing the profile** is not needed. Instead, when the user selects "edit", a hardcoded edit occurs
  - ❖ **Search results page** using our hardcoded user-input for the search query
-

**Prototype**

**Link**



# Appendix

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# Full Simple Task Flow Changes

- ❖ Changed search screen to include recently searched users rather than only your past collaborators
  - ❖ Moved “sort by” on search default page to the search results page
  - ❖ Made “contact” button more prominent by separating it from the rest of the profile
  - ❖ Made “view mutuals” button more logical and prominent by changing text to “mutual connections” and placing it adjacent to the line describing how far they are from your network
-

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# Full Moderate Task Flow Changes

- ❖ Removed unnecessary pages like “organize portfolio” before the edit page
  - ❖ Changed buttons to “edit portfolio” to reorder existing files, and expanded the plus sign button to clarify with “add project”
  - ❖ Removed medium type dropdown, instead after uploading a file the app will auto-detect file type
  - ❖ Added optional collaborators field
  - ❖ Made description/caption field optional for new projects
  - ❖ Automatically sharing any added projects to the feed, thus removing the post to connections button that prevented saving
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# Full Complex Task Flow Changes

- ❖ Clarified that AI will be used to generate or update a portfolio using other resources such as a personal website or a resume
  - ❖ Changed “upload website” button to “link personal website” to clarify that it’s not hosted on our app
  - ❖ Possible extension to build sub-categories with “mini portfolios” featuring specific aspects of a freelancer’s work
-