Sprint Design Challenge

UVU – 2018

Introduction //

Hello, my name is **Paul S. Barlow.** I began learning about UX Design in 2016 when I started doing graphic design. I soon recognized the importance of UX design and because interested in the subject ever since. While studying graphic design I made my emphasis **UI/UX design**. In 2018 I received my **Bachelor's Degree** from **Utah Valley University**.

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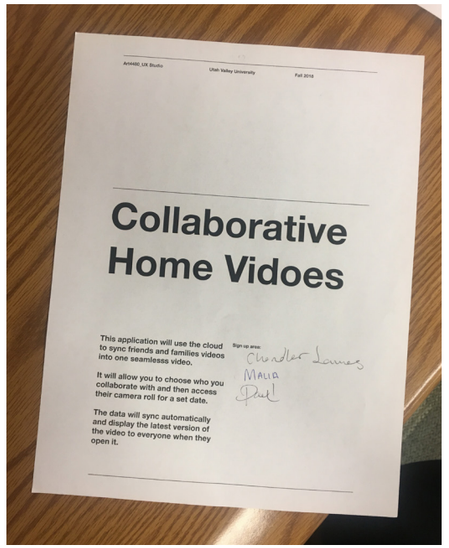
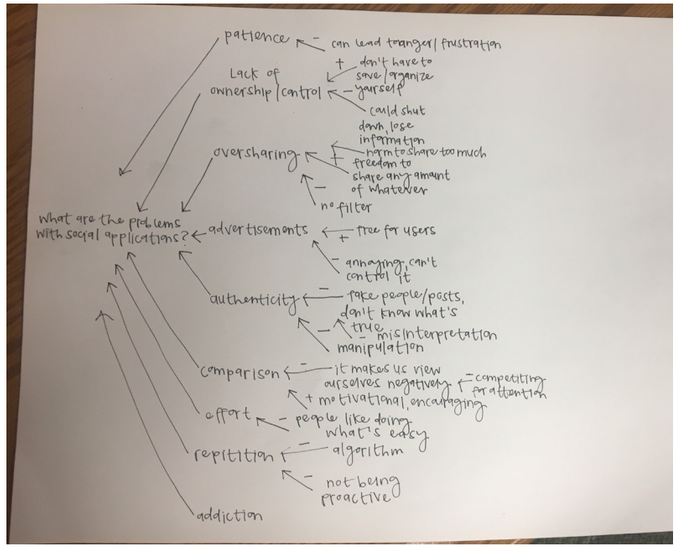
Exploration //

My group and I found ourselves lumped together by a common interest of **social sharing** that uses a **cloud based system**. We then constructed an **Ibis chart** to help us organize our thoughts.

This lead us to the idea of addressing different **issues concerning social media** including; sharing music, images, or videos over the cloud, connecting with people socially, and creating **meaningful/purposeful online interactions.**



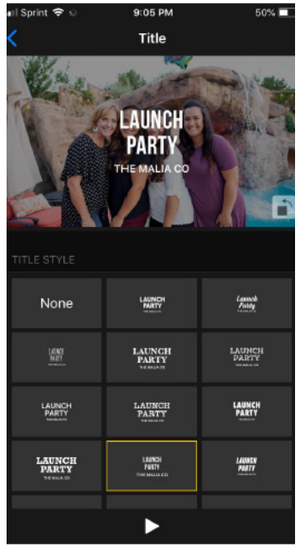


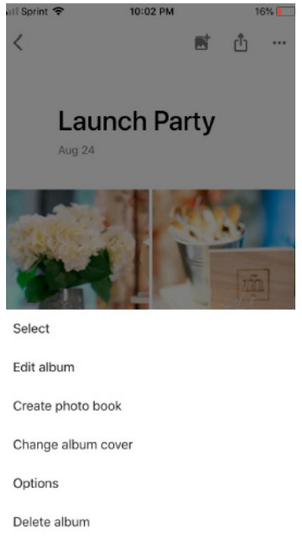
Competitive Analysis //

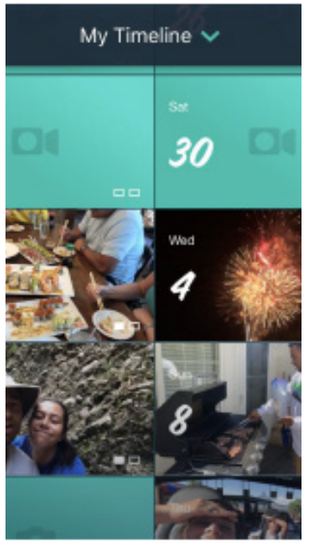
Based on the possibility of directions we could take, we chose to **evaluate** the following pre-existing apps; IOS Memories, IOS Photos, Google Photos, 1-Second Everyday, Spotify, Mitene, and MeetMe.

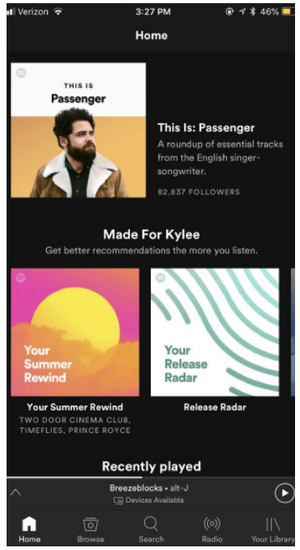
A few things we learned from this are:

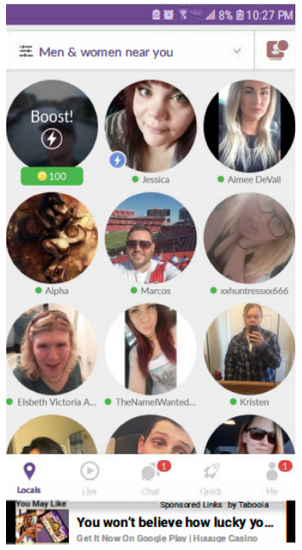
- The more easier and simple an app was at sharing things, the more effective it was.
- Not being able to collaborate on files felt like a missing experience.
- We would like our app to feel clean and focused.
- We didn't want our final result to feel like a dating app.

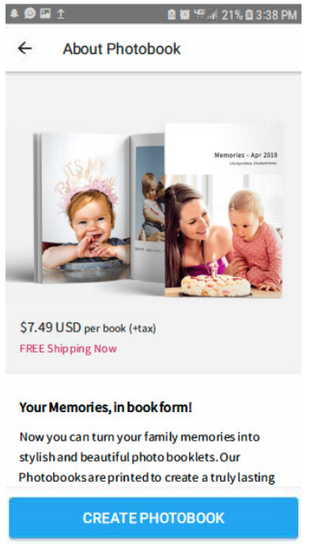










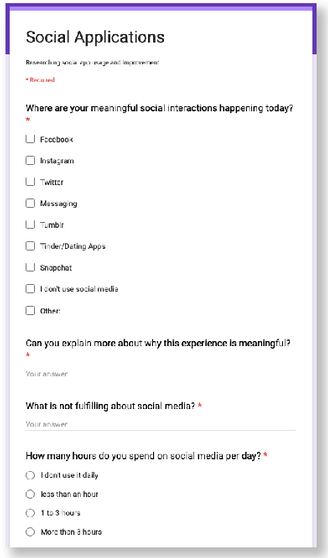


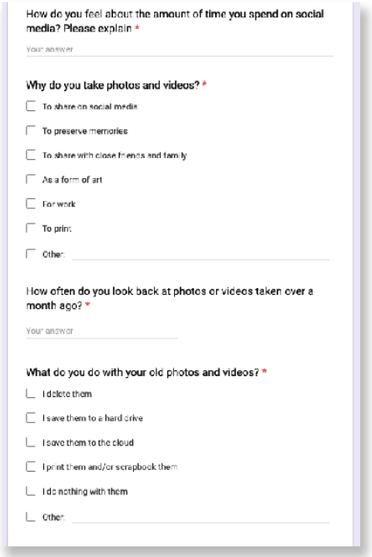
Social Media Survey //

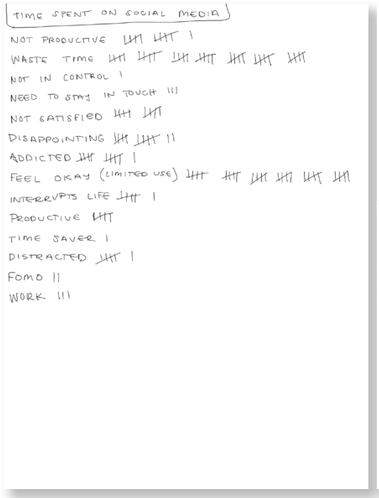
We sent a survey out to the masses to understand more about social media usage and **what the main issues are for social media users.**

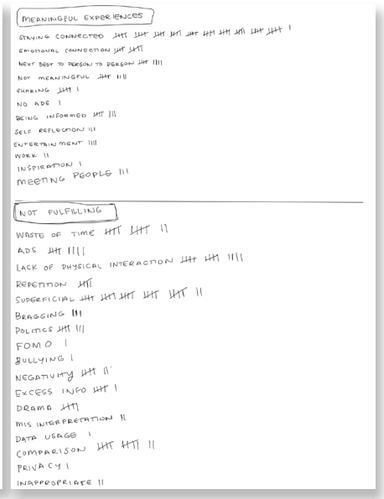
From our surveys, we concluded that:

- The most meaningful daily social interactions happen on a social media platform.
- Users rely on social media to connect with the friends and family that they wouldn't get to see or talk to otherwise.
- Users found social media unfulfilling for a number of reasons including: waste of time, boring, politics, drama, superficial, negativity, etc...
- Most users either didn't like how much time they spent on social media because it was a time waster, or thought that their time spent on social media was okay, if it was limited usage.









Konnect

Sprint Design Process

Sprint Process //

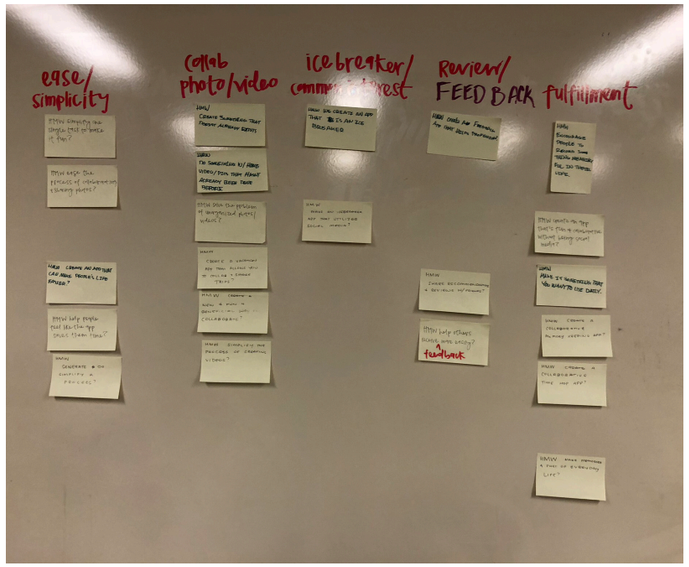
To create an app that solves a social media problem, we decided to use a problem solving process called a **Sprint**. Originally started by Google Ventures, Sprint was created to help solve big problems and test new ideas in just five days. The newest version of the Sprint is called **Sprint 2.0**. Being in a college atmosphere, we had to modify the boundaries in which tasks were preformed. However, it gave us the results needed to test our ideas.

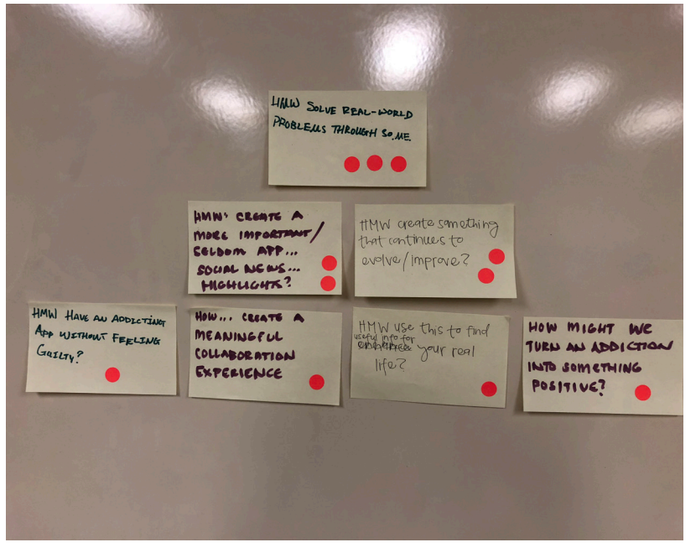
The first step in the Sprint 2.0 process is all about **Defining the Challenge.** We did research, analyses, charts, and surveys. The next thing we needed to do, for the Sprint process, is create **"How Might We"** or "HMW" type of questions. These questions were primarily based on our group's discussion.

We then mapped and sorted our questions into groups and voted on the ones we thought were the most important or most interesting.

To help solve any ties throughout the Sprint process, we rotated "extra voting power (dots)" between each member of our group.

Our top voted question then became: **How might we solve real-world problems through social media?**





Failure to Launch //

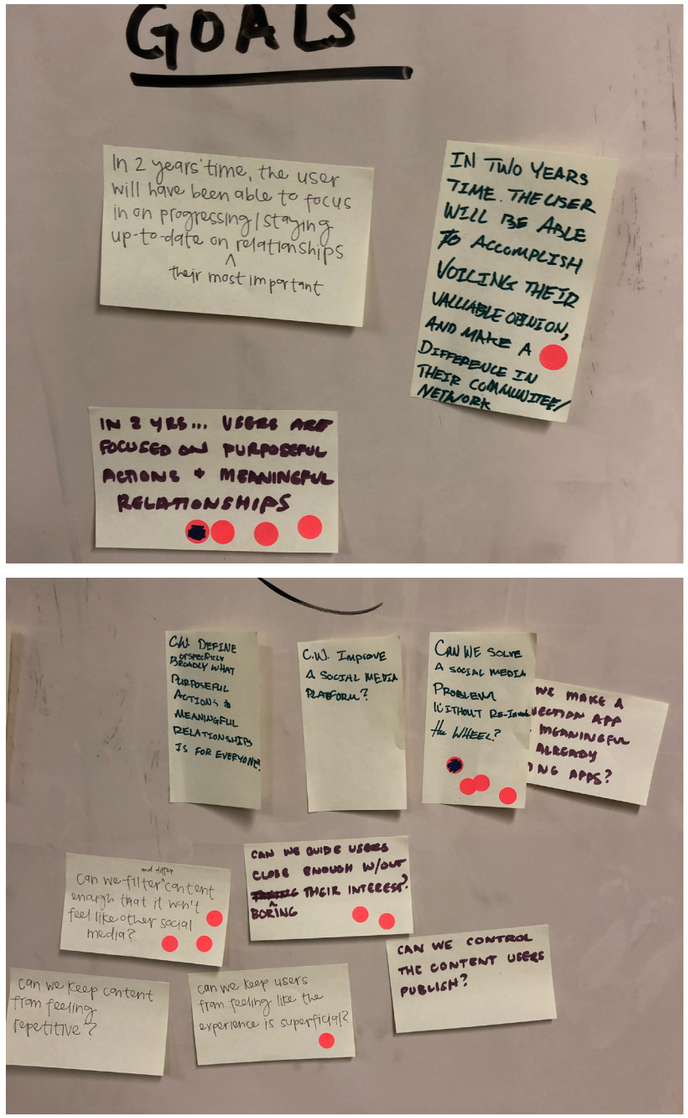
The next step is to create a 2 year goal for our users. We each wrote one goal that started with: **“In 2 Years Time.”** Again, we voted on the one we felt like was the most important. The goal voted on was: **In two years time, users are focused on purposeful actions and meaningful relationships.**

The next step is to create questions that begin with, **“Can We Statements”.** These questions were once again based off of our group discussions, but with a more pessimistic point-of-view. The questions were grouped into categories and then voted on.

Our top voted **“Can We”** question was: **Can we solve a social media problem without re-inventing the wheel?**. In other words, we did not want to build a new social media platform.

Normally the next step would be **“Mapping”**, however at this point we were setting ourselves up for failure. We had gotten our Sprint question but had failed to narrow down the question enough to make it practical. It was still way too broad and too complicated.

We then decided to scrap our last 3 steps and start over with our, **“HMW”** questions.



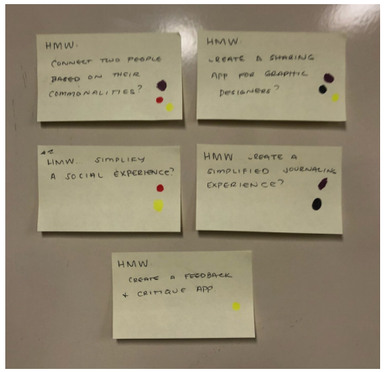
Define the Challenge //

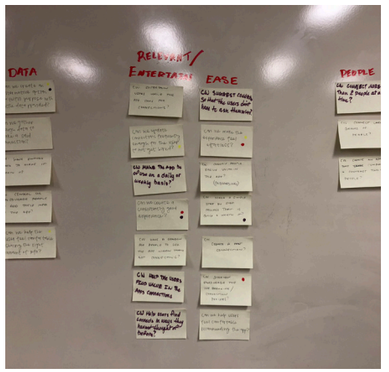
The second go around for our Sprint process proved to be much more conclusive and workable.

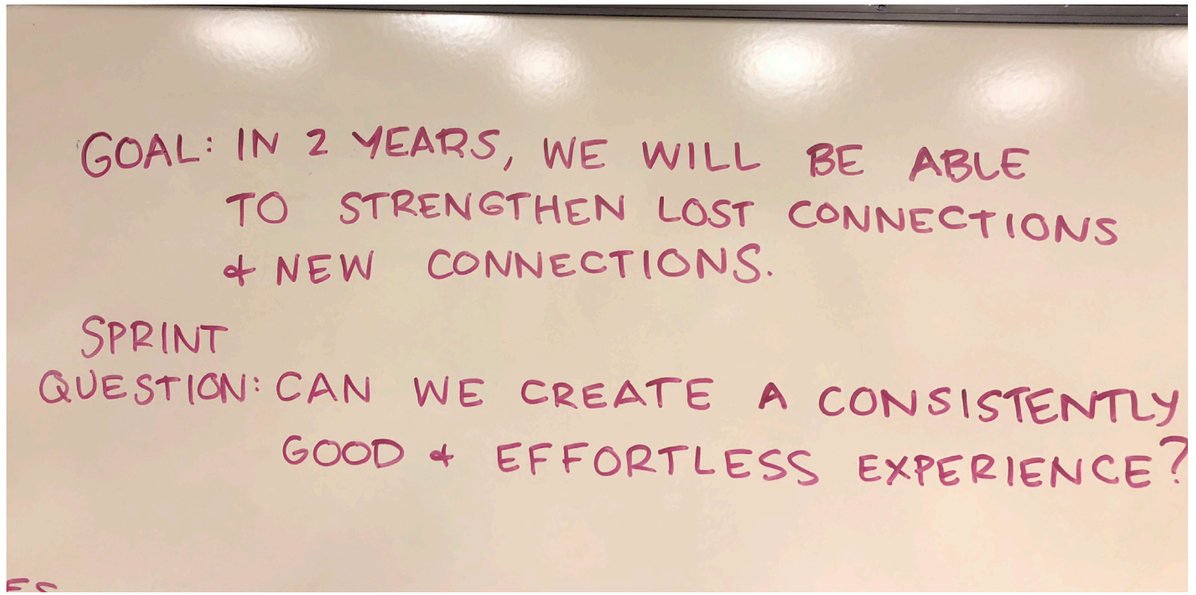
- Our new **"How Might We"** was:
  How might we connect two people based on their commonalities?

- Our new **"In 2 Years Time"** was:
  In 2 years time, we will be able to strengthen lost connections & new connections.

- Our new **"Can We Statement"** was:
  Can we create a consistently good and effortless experience?







Mapping //

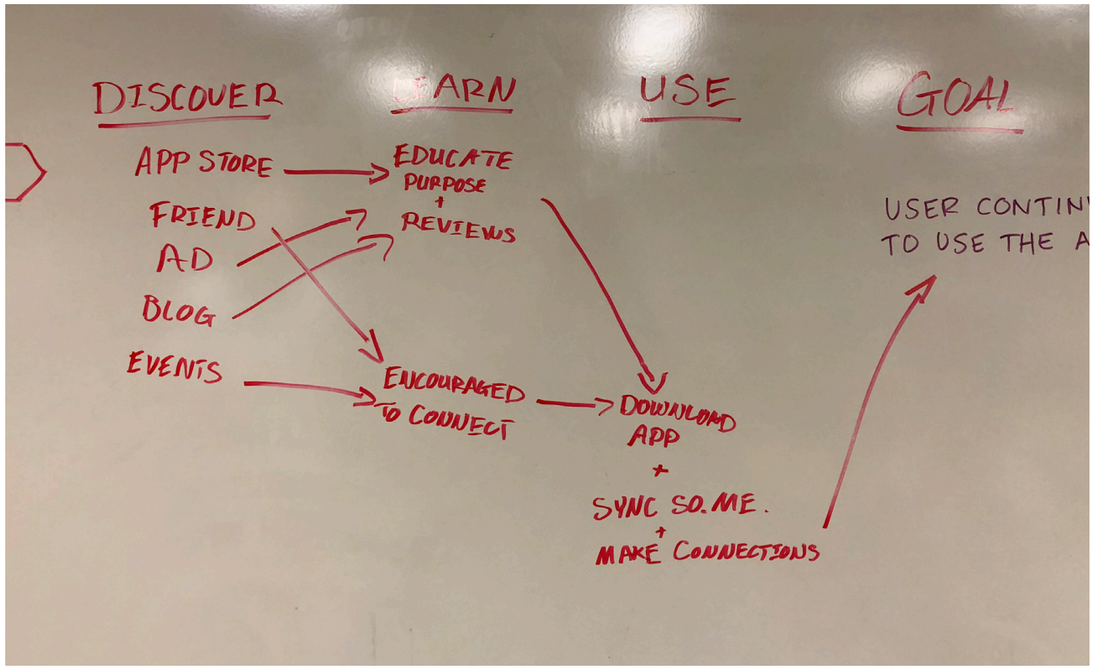
Officially getting to the "**Mapping"** stage, we created 4 steps to complete for a user:

- **Discover**
- **Learn**
- **Use**
- **Goal**

We took a user through a few possible steps of discovering about the app, how they would learn about the app, and how they would use the app before reaching our intended goal.

We then placed highest voted **"HMW"** questions on this map.

Our **"Use"** step got the most **"HMW"** questions. This helped us locate where we needed to focus most of our attention when producing solutions.



Produce Solutions //

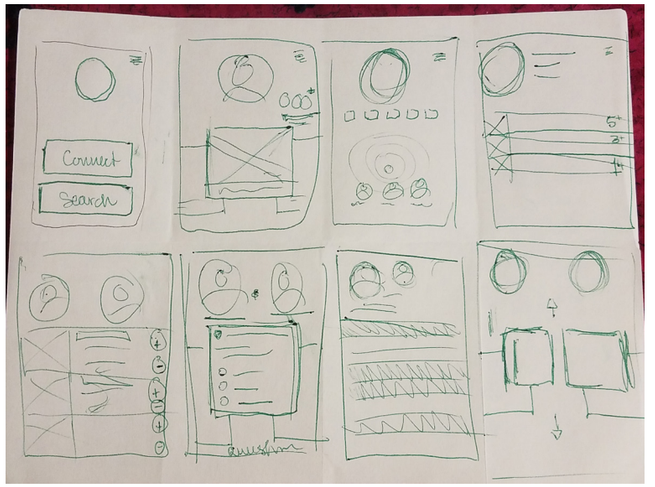
The next part in this Sprint is called, **"Lightning Demos"**. This is when each member of my team spent a short amount of time browsing the Internet for products we are already familiar with and write down the main points from those examples.

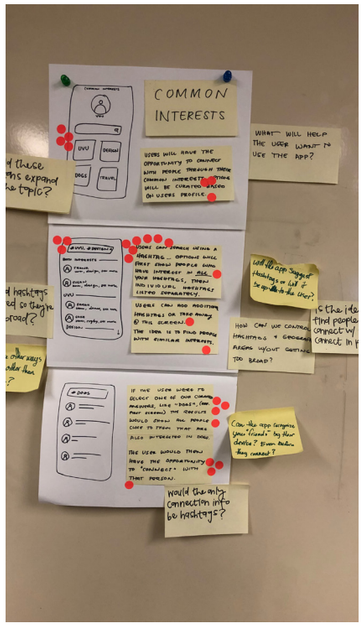
We then presented our **"Big ideas"** to each other while one of us took notes. Afterwards, we walked around the room and did "**Note taking"** of everything we had done up to this point. With no new ideas or formula, we then began **"Doodling"** that stood out to us during this note taking phase.

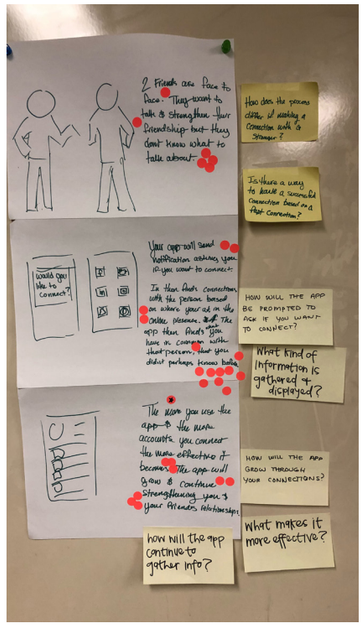
Next **"Crazy 8s"** which was drawing the same idea, 8 different ways, with 1 minute per sketch. From that point we created **"Solution Sketches".** These are single ideas with brief explanations and simple sketches. The focus for this was clarity of our idea, so that anyone could understand it.

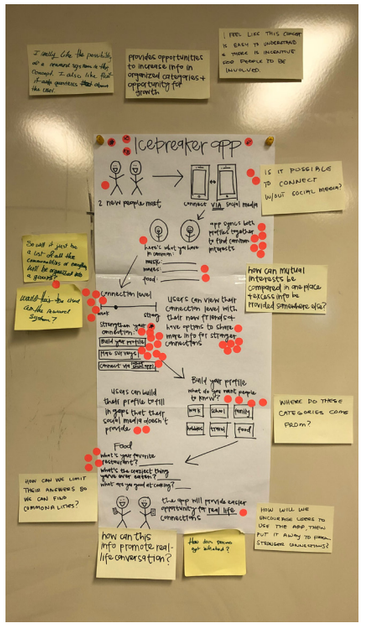
We hung our 3 design solutions and created a **"Heat Map Vote"** based on ideas or processes that we liked. During this phase of heat mapping we wrote questions next to things that needed further explaining. After reviewing and quick not taking, we voted on which one we liked the most.

Out of the three, the concept nicknamed the **"Icebreaker App",** seemed the easiest to understand and had an incentive to get users more involved in the app. We liked the idea of showing the users their **connection level** and giving them options to **strengthen their connection** by sharing more information (other social media platforms).





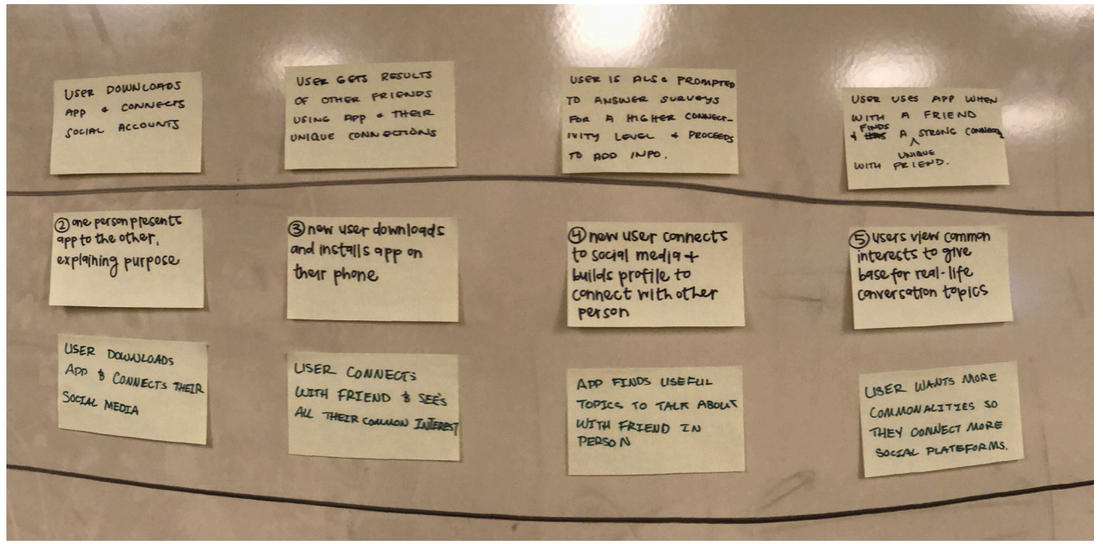


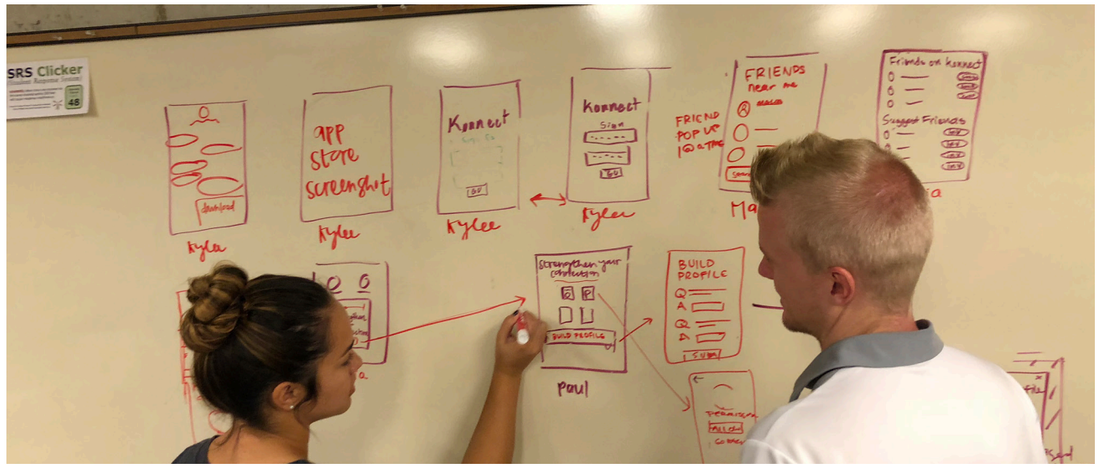


The Storyboard //

Now that we had our **Solution Concept** decided upon, we moved to the next step. Each member of our group created a **six-step user test flow.** We voted on which flow we liked the most and used that flow to start our storyboarding.

We finished our **storyboarding** by mapping out every single screen that the user would need to go through to get to the end result. Each team member we assigned a section to design in the storyboard.



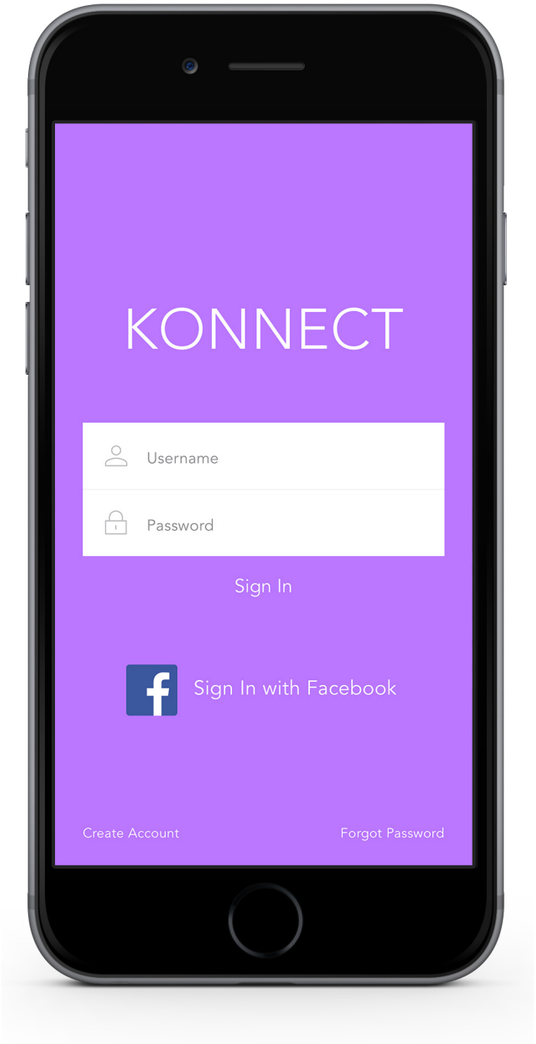


InVision Prototype //

Our next big step was creating the **Prototype**. Each team member used **Sketch** to create each screen and we used **InVision** to bring it all together for the prototype.

You can watch the video here:

https://vimeo.com/475527197



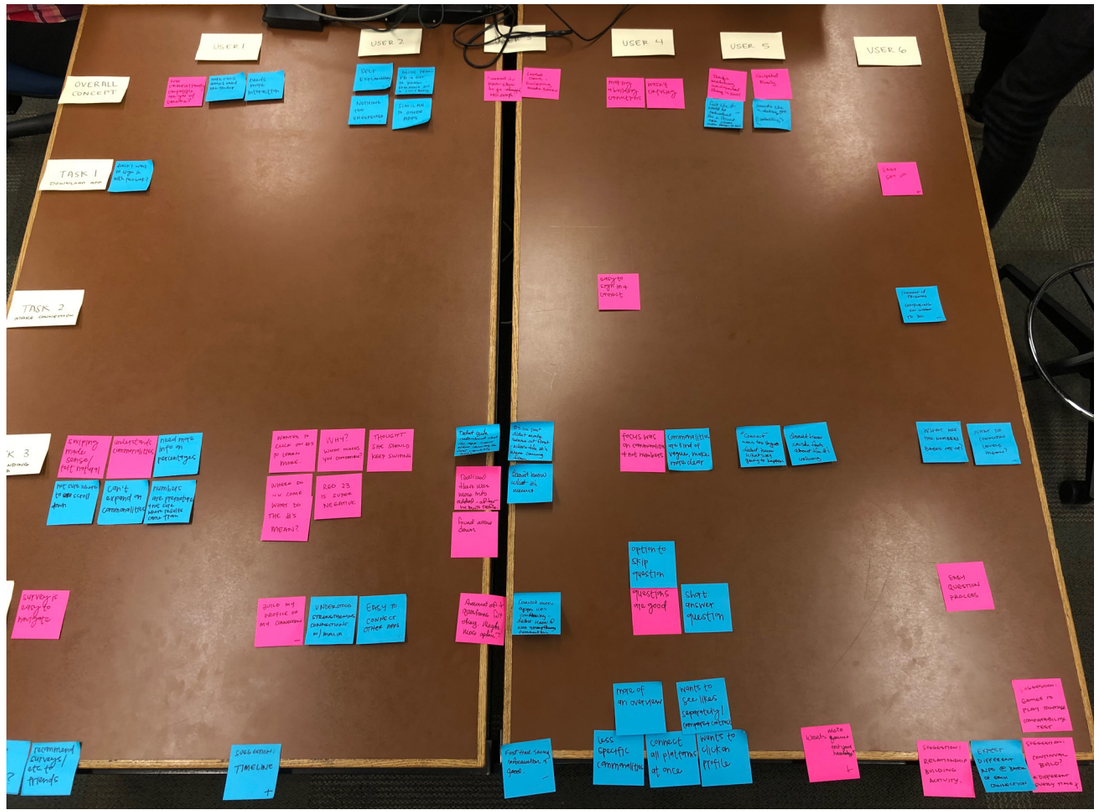
User Testing //

To test our prototype we scheduled **1-hour moderated tests** with 6 different users. This provided us **qualitative data** and gave us a more in-depth user perspective about the app. We gathered a lot of helpful information and were able to pinpoint where our users got confused or stuck.

We separated each users comments by which task it correlated with.

Some of the helpful notes/comments that we received were:

- They didn't know where the numbers were coming from.
- People didn't quite understand what they were supposed to do when the app showed them their friend connection.
- That the wording made it feel like it was a dating app.
- That it felt like the first 3 tasks were easy to understand and navigate through.
- The word "connect" has different meanings which made it confusing.



Konnect 2.0

Improving the App

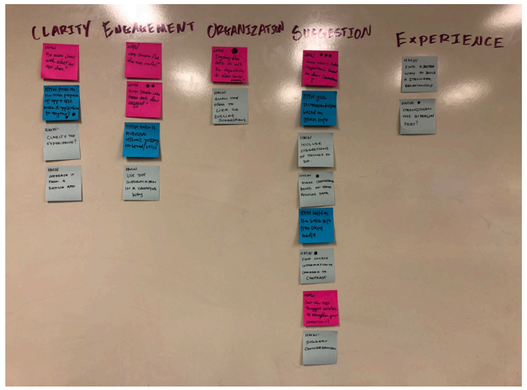
Konnect 2.0 //

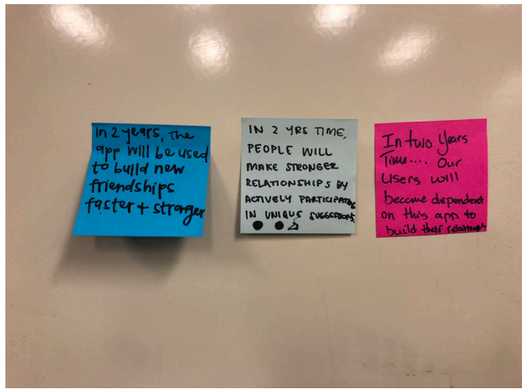
Based on the feedback that we had received from our user testing, we now had a better idea on how to **improve the app**. We performed the same Sprint process that we had used previously and voted on the following:

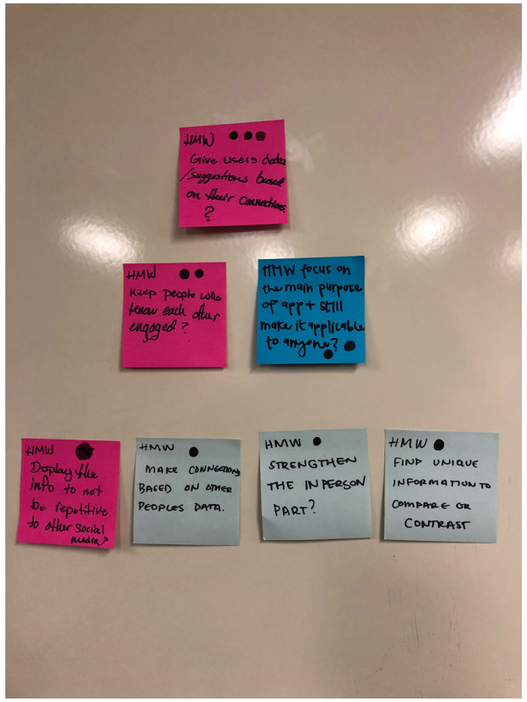
- Our new **"How Might We"** was:
  How might we give users data & suggestions based on their connections?

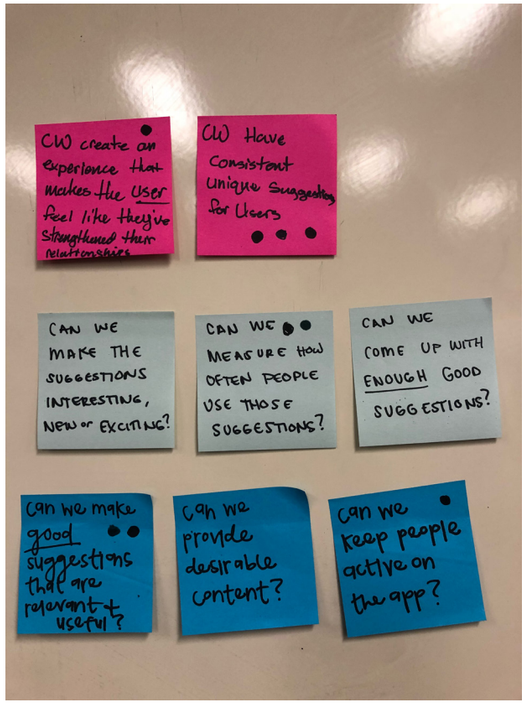
- Our new **"In 2 Years Time"** was:
  In 2 years time people will make stronger relationships by actively participating in unique suggestions.

- Our new **"Can We Statement"** was:
  Can we have consistent unique suggestions for users?







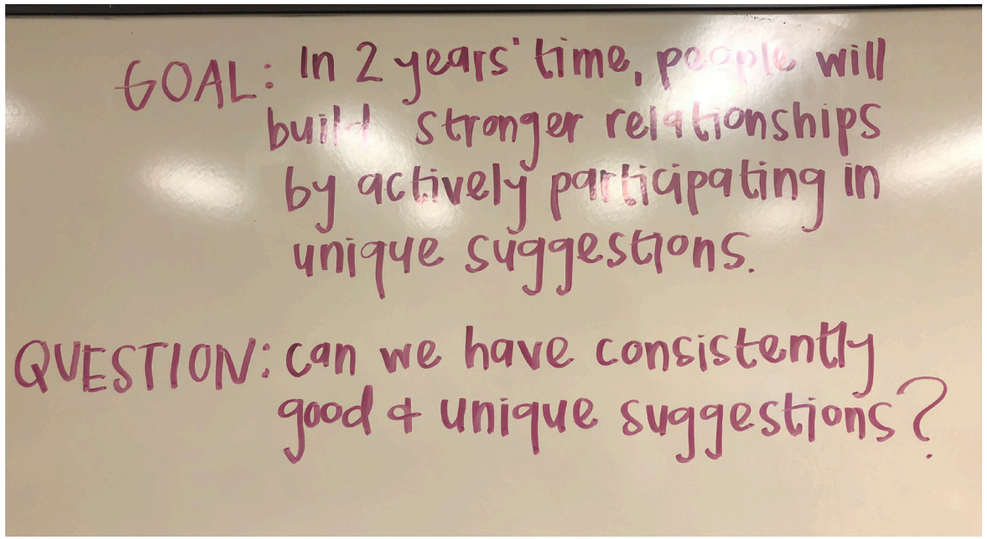


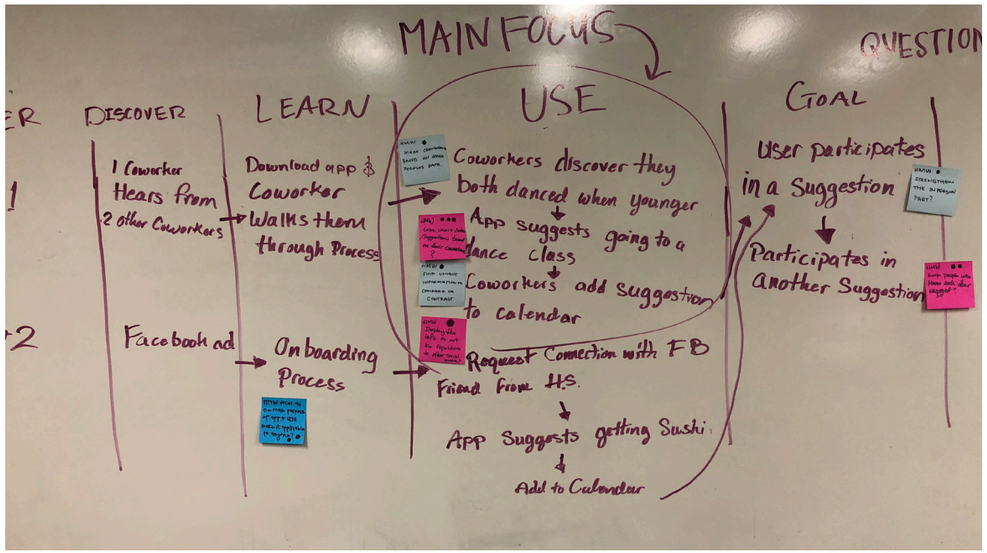
K-2.0 Mapping //

Again, we created a user flow starting with these steps; **Discover, Learn, Use, and Goal.** Most of our, **"HMW"** questions were centered around the **"Use"** step/category.

Our "Use" step had the following:

- The user discovers something both they and a friend have in common
- Looks at recommendation given by app
- Sends invitation to friend,
- Adds the newly planned event to their schedule



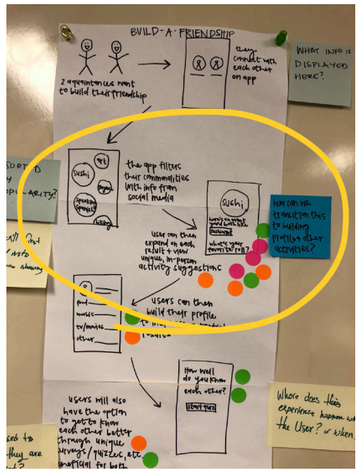


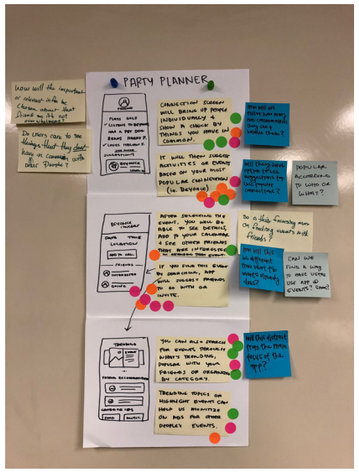
K-2.0 Produce Solutions //

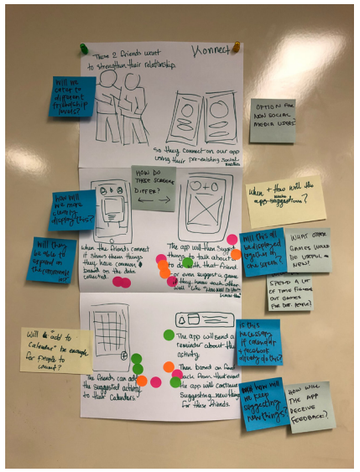
The team then again did "**Lightning Demos, Note Taking, Doodling, and Crazy 8s**". We developed 3 design solutions and began to create heat maps with our dots. Our dots clustered around the **"Build-A-Friendship"** design solution.

This design solution received the most votes because we as a group liked the idea of having **the list of commonalities between two people put into categories.** This could also allow us to show the top or strongest connection between the two people.

This area of the previous prototype is where most users got confused, so we felt like this could be a good solution.

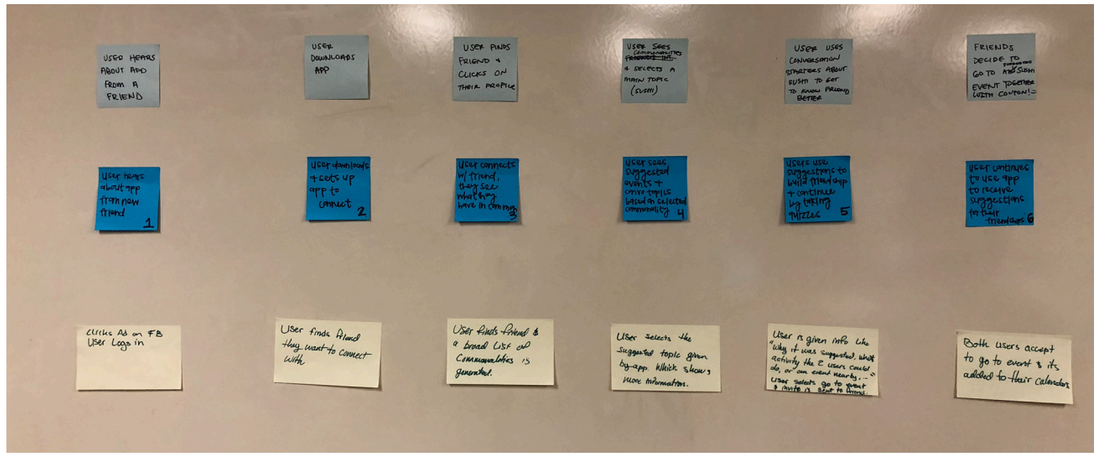


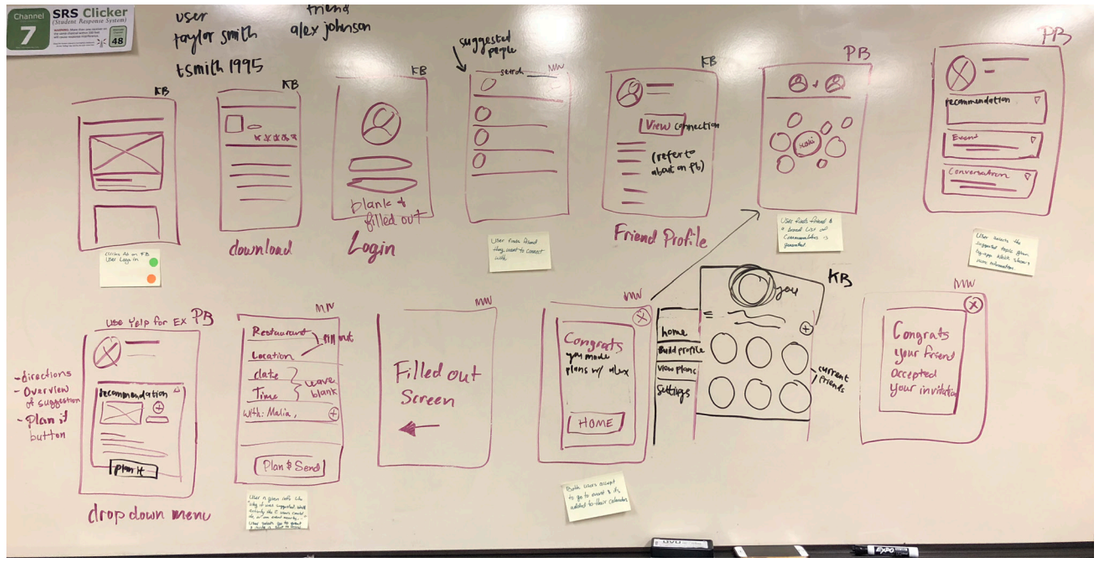




K-2.0 Storyboard //

We moved towards creating a basic **six-step user flow** and voted on the one that we felt was most successful. We then moved to **storyboarding** and created a flow that we felt like explained each screen better.





K-2.0 Prototype //

We created our **Prototype** in InVision.

https://invis.io/NGP9Z9XYUCA

UserTesting.com //

For this **Sprint** we used **UserTesting.com.** This method allowed us for **easy monitoring, in-depth feedback,** and allowed us to control **who our users were**. Our test was taken by 5 people, and after watching their videos and reading their answers, here were the results:

Positive:

- Almost everyone understood the concept of the app and what it does.
- Most felt like the app overall was easy to navigate and transitions were smooth.
- People seemed to like the idea of what the app does.

Negative:

- Some people were still unsure of how friends/connections were populated.
- A number of people kept asking for more features. Which could mean that users felt like something was missing from the experience.
- Even though we had text and descriptions on almost every screen people didn't fully understand each task.

Feature

Adding a Gaming Feature to Konnect

Introducing a Game Feature //

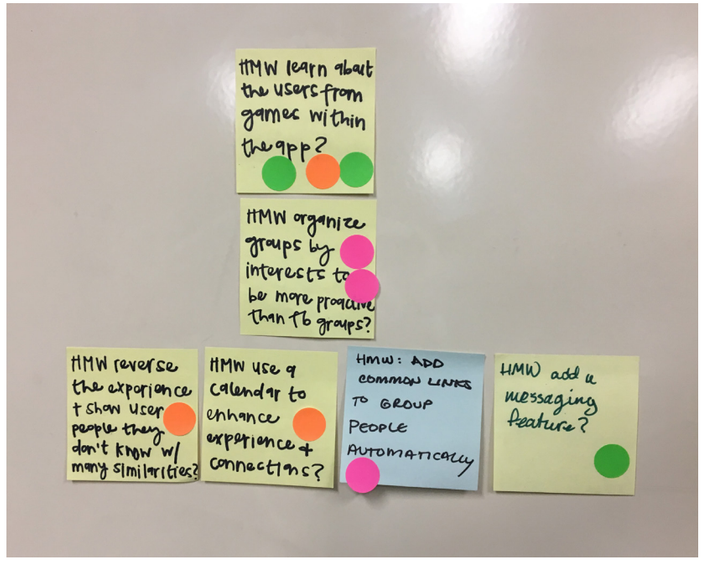
As part of this semester long project, our next **Sprint design process** was focused on introducing a feature to our app. After some discussion and research, we came to the conclusion of doing a game feature. **This game feature** would allow friends to create and send quizzes to one another, and see results. In theory this could **give us information about our users**, that could help us **make better suggestions** for them.

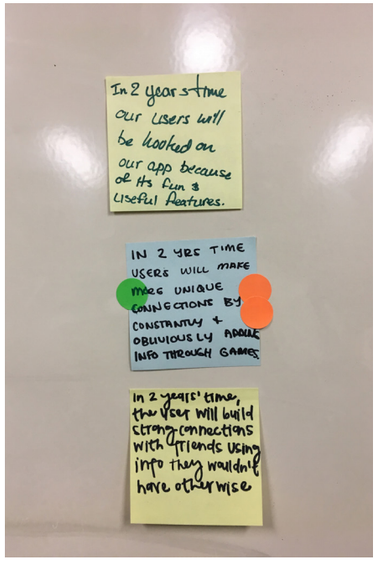
So following the same steps as before, we voted on the following:

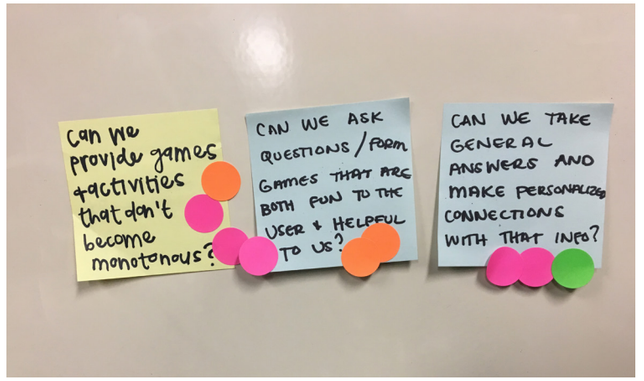
- Our new **"How Might We"** was:
  How might we learn about the users from games within the app?

- Our new **"In 2 Years Time"** was:
  In 2 years time, users will make more unique connections by constantly, and obliviously, adding information through games.

- Our new **"Can We Statement"** was:
  Can we ask questions/form games that are both fun to the users and helpful to us?



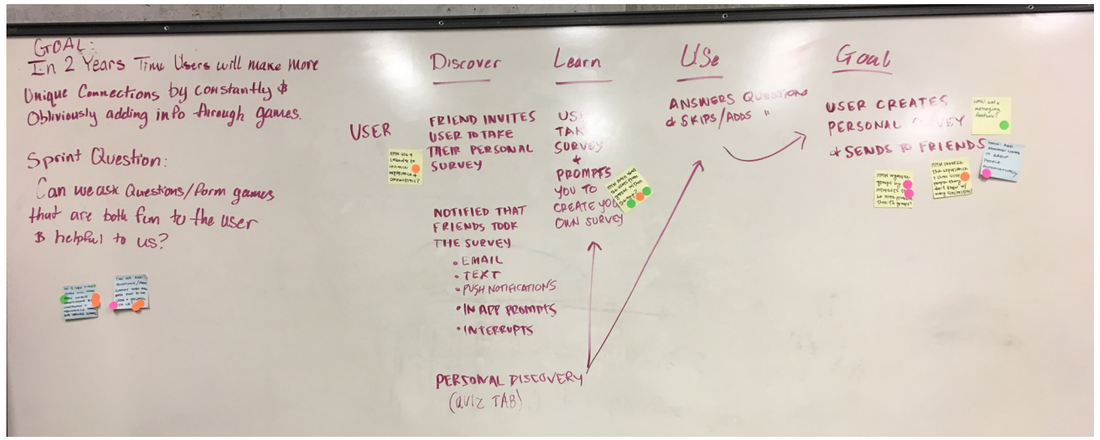


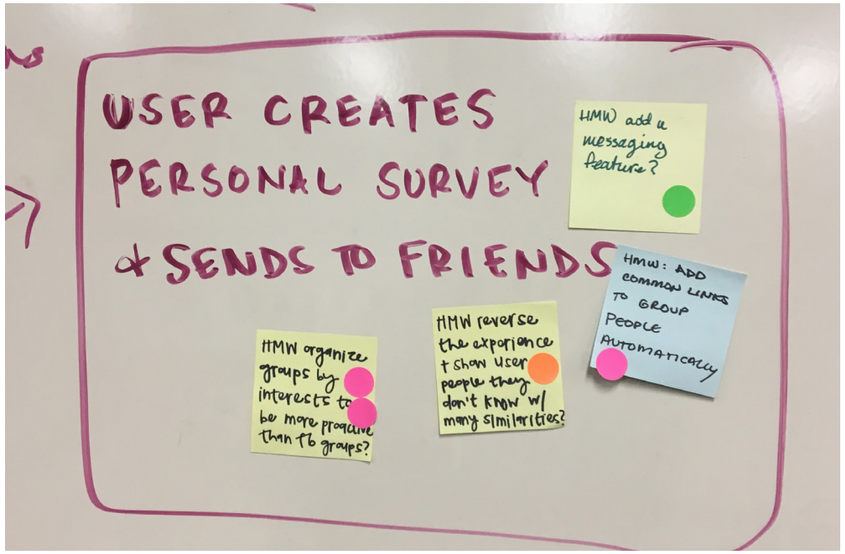


Feature Mapping //

We again created a user flow; **Discover, Learn, Use, and Goal.** Most of our, **"HMW"** questions were centered around the goal step.

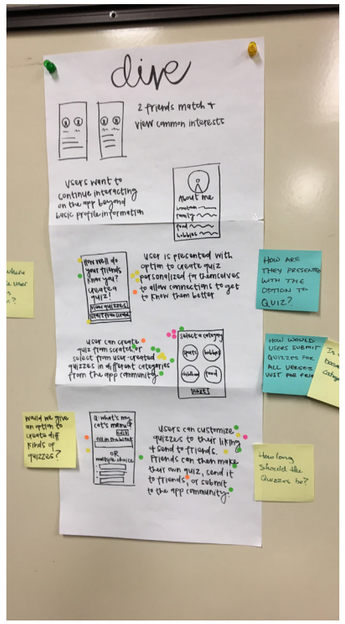
Which was: **User creates a personal survey and sends to friends.**

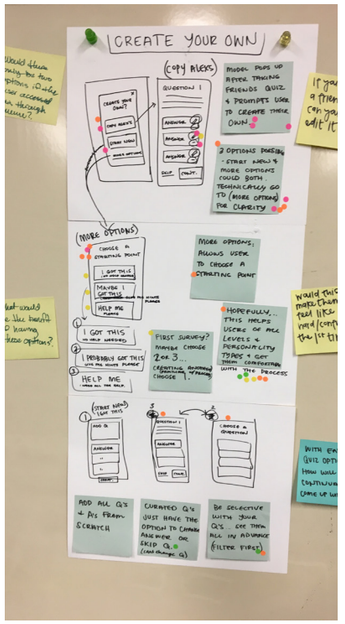


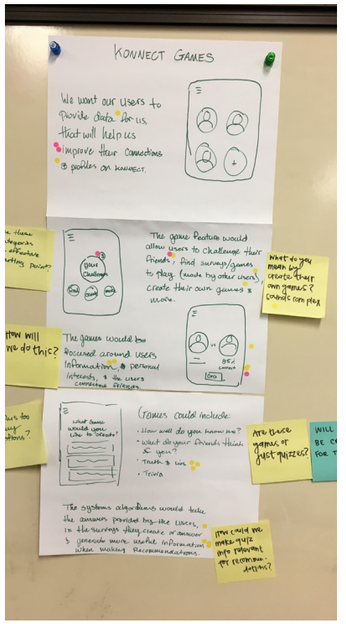


Feature Produce Solutions //

After we did our **"Lightning demos"**, we did our design solutions and voted on the **"Dive"** solution sketch because it **told the user about quizzes in a suggestive format.** It also had an **option to create a quiz** based off of pre-made template or based off of a friend's quiz.

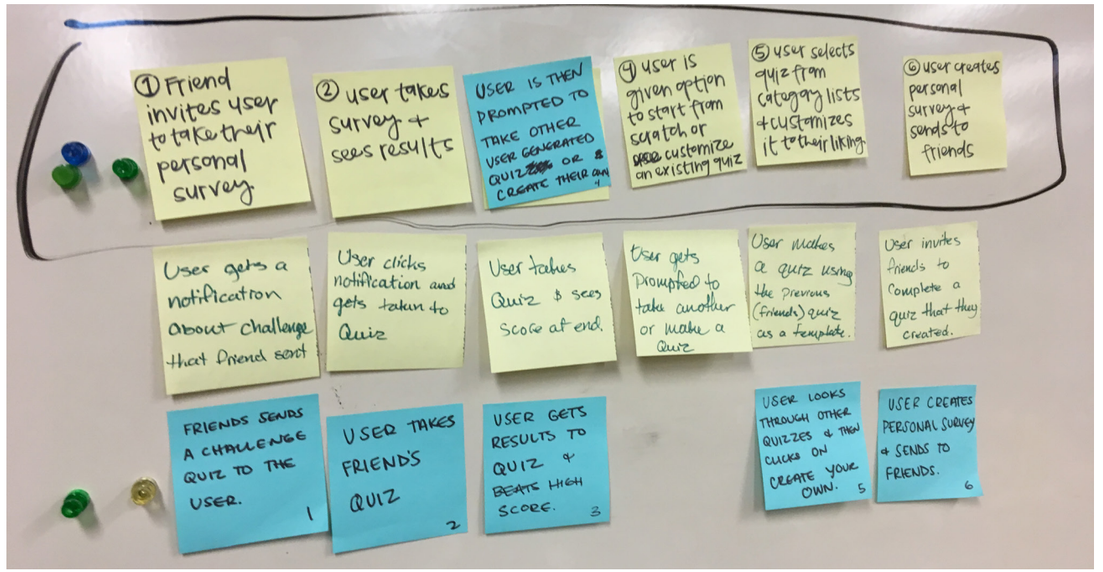


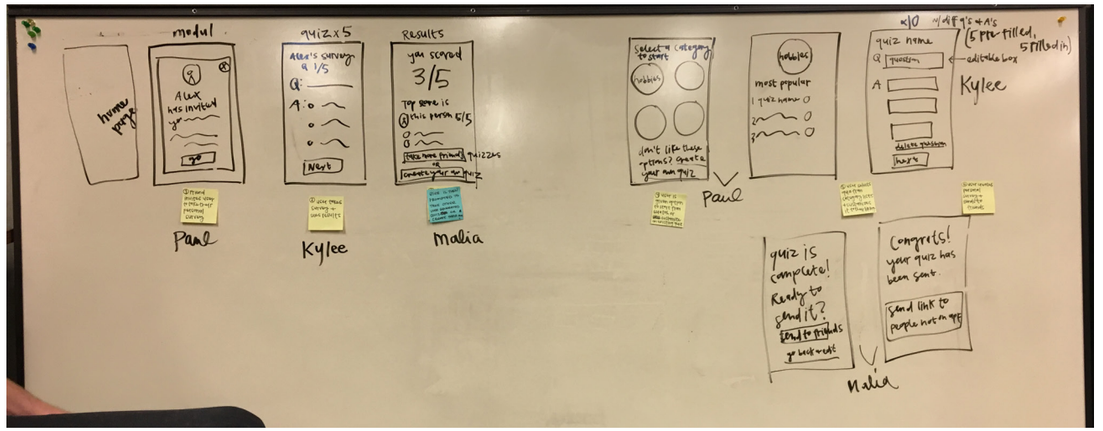




Feature Storyboarding //

We created another **six-step user flow**. The team voted on the simplest flow for this feature because we felt that if a user can get in **the habit of creating multiple quizzes,** then we could gather a lot of data from them. Also by keeping the task simple, the user **doesn't feel like we are asking too much** of them.





Feature Prototype //

We used InVision to prototype our project:

https://invis.io/Z4OYCWEWCND

Feature User Testing //

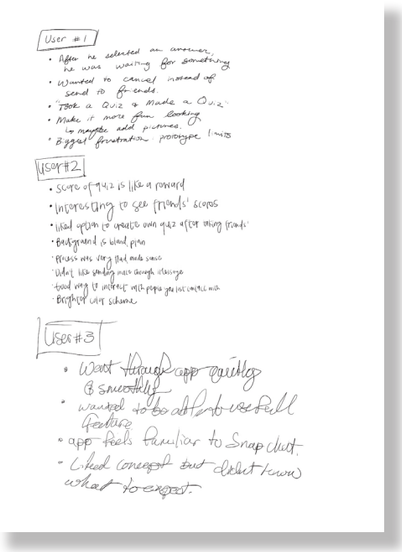
For this **Sprint**, we did **Gorilla Testing** at UVU. This **provided us with instant feedback** and gave us data from both the everyday and the unexpected user.

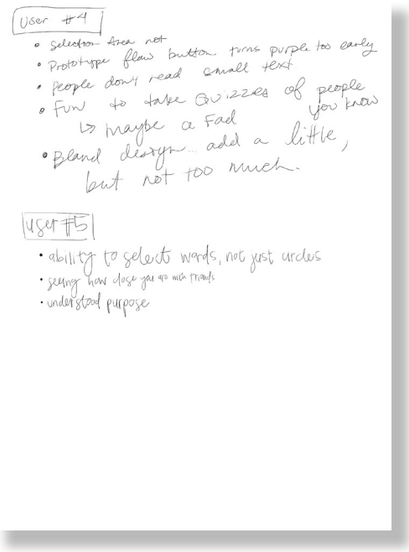
Positive:

- Users felt like it was easy to complete tasks and navigate through.
- Users really liked the idea of taking quizzes about their friends and creating their own quiz.
- A lot of positive feedback on being able to see results.

Negative:

- The points at which the users struggled the most is when we were expecting them to read details. Almost every user skipped past anything that had more than one line of text.
- A few people mentioned that they felt like the interface was too plain and boring.
- Even though people liked the idea of this feature, some felt like it would get old fast.





Onboarding

Adding an Onboarding Experience to Konnect

Onboarding Sprint //

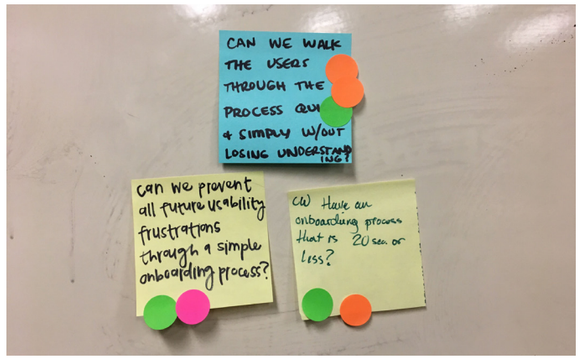
Our final **Sprint** was focused on doing an **onboarding experience** for our app. After some debate and discussion we decided to use **a text field** at the top of the screen **to help navigate users.** This text field would push all the other design content down and would only happen once for each new thing the users clicked on.

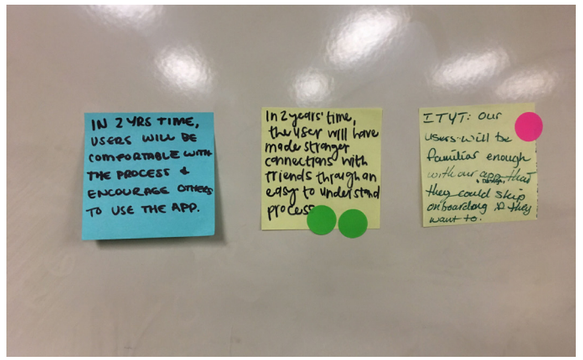
We then voted on the following:

- Our new **"How Might We"** was:
  How might we accommodate quick learners/repeat users vs. slow learners/ new users?

- Our new **"In 2 Years Time"** was:
  In 2 years time the user will have made stronger connections with friends through an easy to understand process.

- Our new **"Can We Statement"** was:
  Can we walk the users through the process quickly and simply without losing understanding?

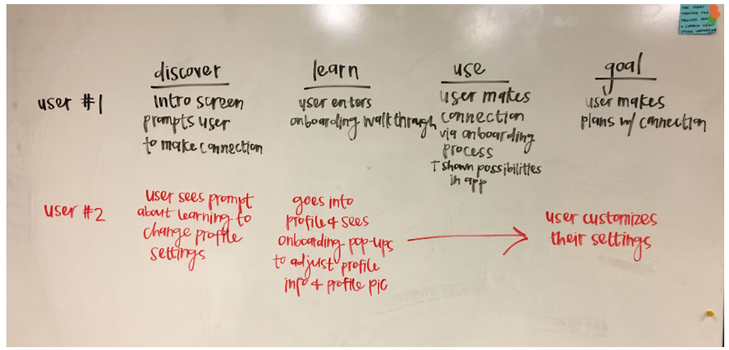


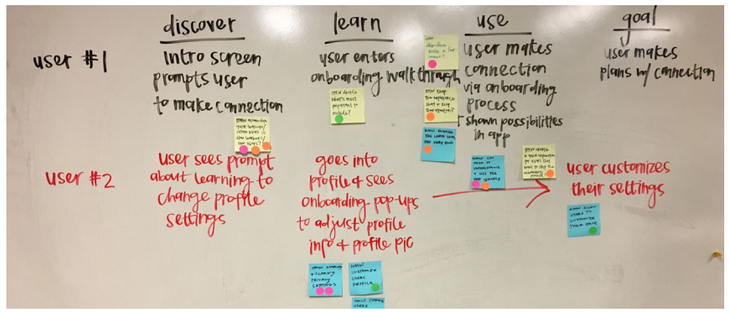


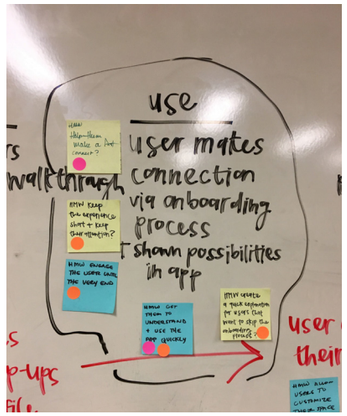
Onboarding Mapping //

We again created a user flow starting at; **Discover, Learn, Use, and Goal.** Most of our, **"HMW"** questions were centered around the **use step**.

Which was: **users make connection via onboarding process and is shown possibilities in app.**

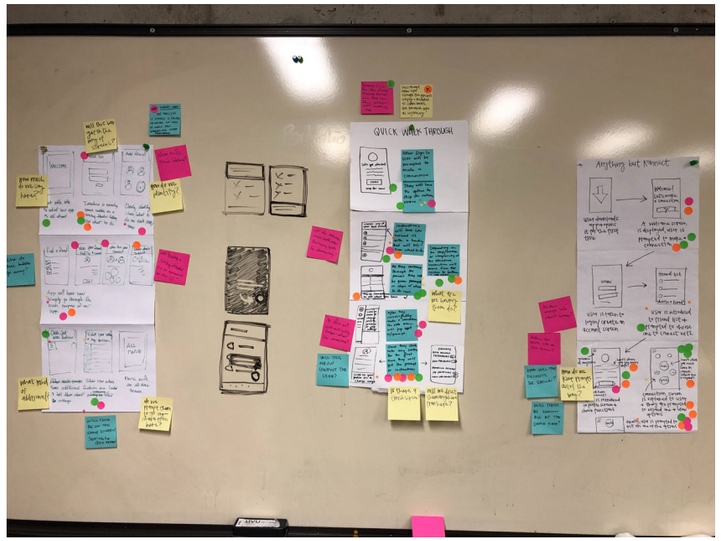






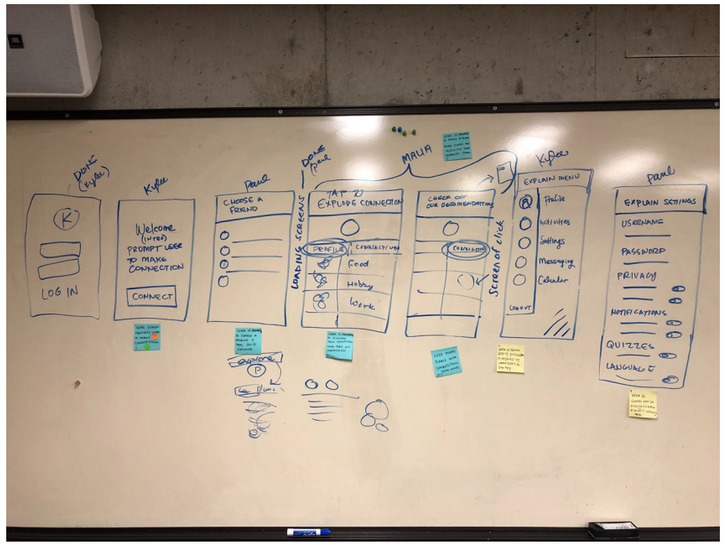
Onboarding Solutions //

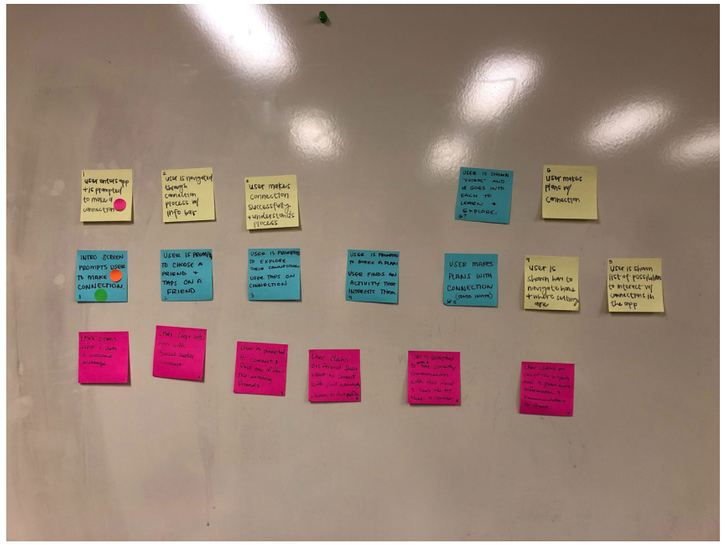
After we did our **"Lightning Demos"** and reviewed the design solutions, we created **heat maps** on the features that we liked and voted on the design solution called, **"Quick Walk Through".** This solution sketch talked about **teaching the user only the first time they interact with something new.**



Onboarding Storyboard //

We created another **six-step user flow**. The team voted on the simplest flow for this feature because we felt that if **a user can get in the habit** of creating multiple quizzes, then we could **gather a lot of data from them.**

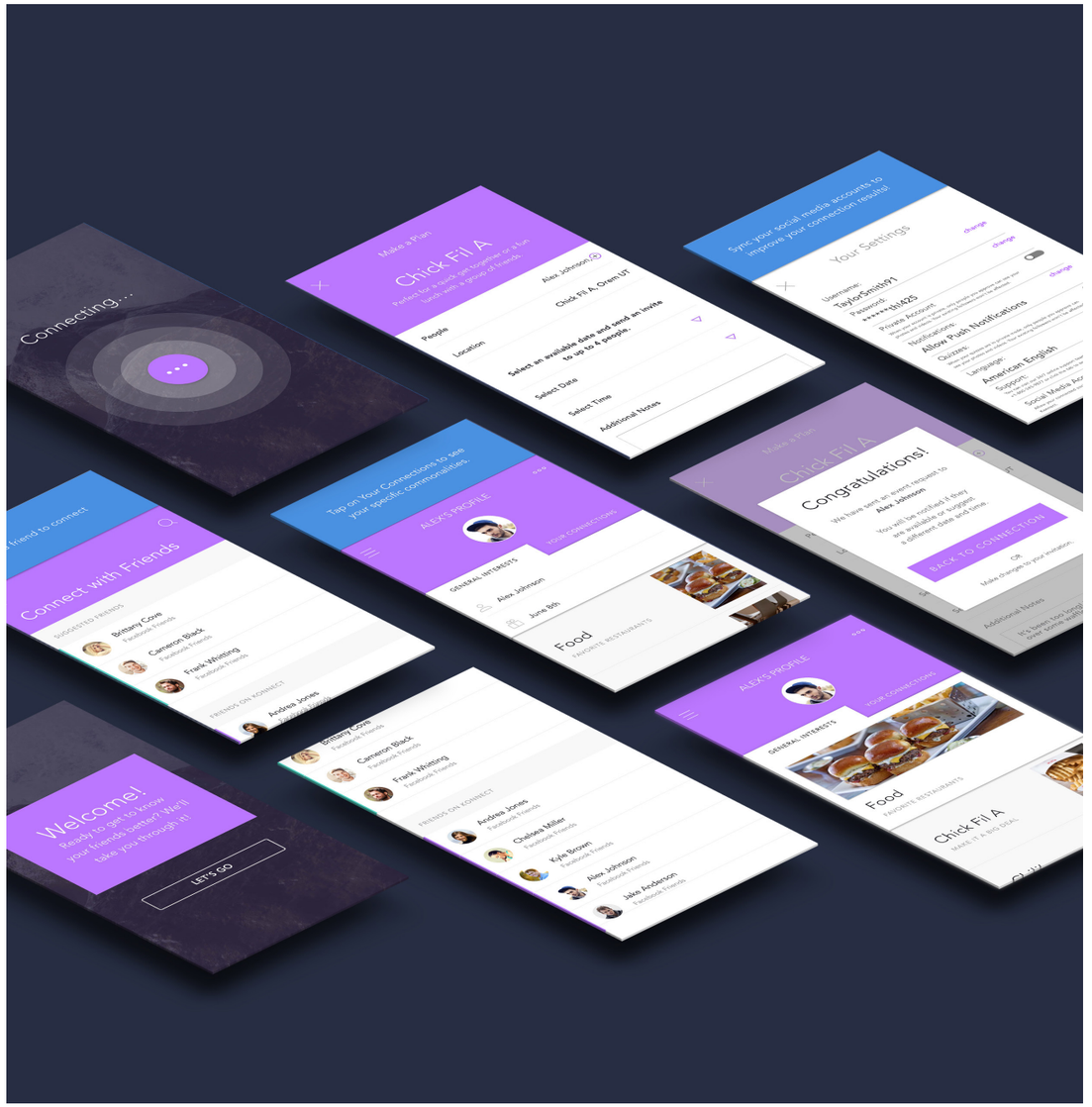




Onboarding Prototype //

Here is the video of the InVision prototype:

https://vimeo.com/475282584



Onboarding User Testing //

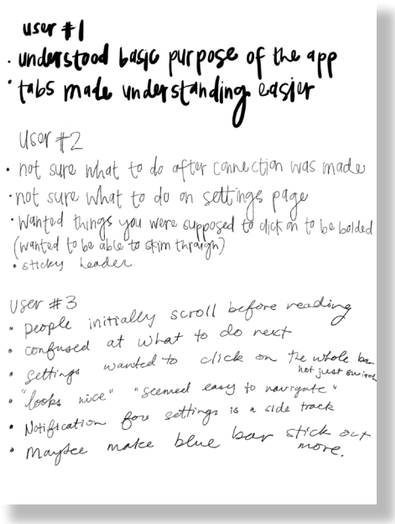
For this **Sprint** we did **Gorilla Testing** again at UVU.

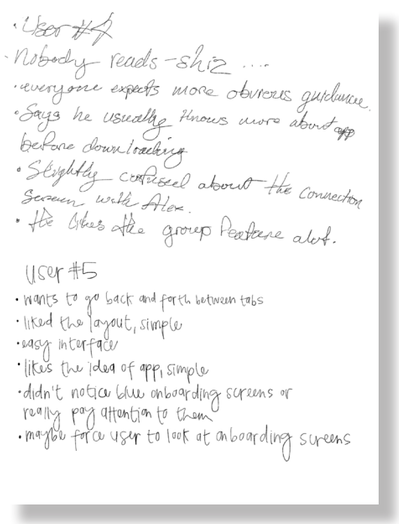
Positive:

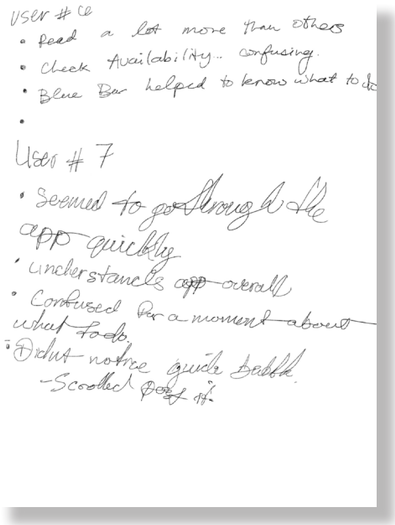
- Users liked the interface and felt like the overall app seemed cohesive.
- Those that took the time to read the onboarding prompts were more clear on what they were supposed to be doing.
- Users like the concept and the features of the app.

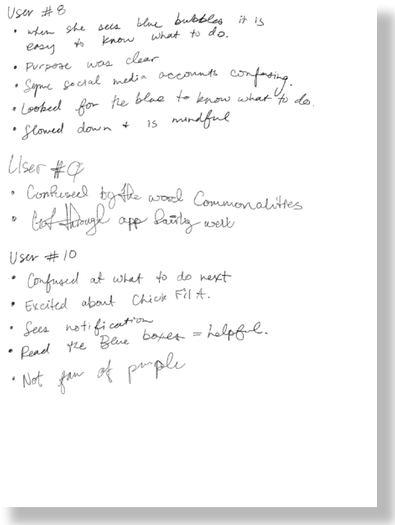
Negative:

- Because the navigation text field at the top wasn't created as a sticky header, almost every user scrolled past it and some didn't see it at all.
- The users got confused and lost because they didn't read the onboarding prompts.
- Users were expecting the directions to be "super" obvious and direct.
- Users were confused on the setting's page because they didn't know what to do. They also thought the onboarding prompt was confusing because they thought that they had already allowed for Konnect to sync with their social media accounts.









Conclusion //

Take Away:
Doing these Sprints helped me see how much **bias I had in my own designs.** I found it interesting to see things that I thought would be simple for people to understand, in fact, wasn't easy to understand for all users. Also vise versa, There were things that I thought people would struggle with but didn't. This process of **using real people to test the prototypes** gave true and honest feedback. We got to see instantly where the design was lacking and where it was succeeding.

Also doing the Sprint 4 times made me appreciate my team. In this type of setting it allowed all of us to **all pitch in ideas, everyone helped, and everyone contributed in an effective way.** I didn't feel like it was a competition on who had the best idea, it just felt like we were **all trying to accomplish the same goal** and I loved that.

Challenges:
I think the overall biggest challenge about this semester long project was that we didn't do the Sprints exactly like the process said to do it. Having class only Tuesdays and Thursdays meant we had to take a minute each class time to, "get back in the groove" of doing the Sprint. **I felt like we would have had better results if we had done in all in a week** like the Sprint books says to do it.

What I Would Have Done Differently:
- I felt like our UI design struggled. We should have put more effort into making all the designs look more cohesive and professional.
- We did not put time into the branding. I think it could have helped the app feel more unified.
- We should have done some research on who are target audience should have been. I feel like it we targeted young adults it could have been more successful.
- There should have been more research into if and why users would use this app in the first place.
- To me our app just needed more time of all the members to focus on it and solve more questions that we had in general.

Final Thoughts:
The Sprint design process can be a very powerful tool and is a great resource for any UX designer. Doing the Sprint several times now, I know that it has **helped me to think more critically** and get into the mindset of how to **approach everything from a user-focused perspective.** It also showed me how to have more of a reason behind my design choices.

Overall it was a great learning experience and I enjoyed learning this style of **solving big problems in a short amount of time.** This is definitely something I will continue working on so that I can become a better UI/UX designer.

Thank You