



# voices

Heuristic Evaluations and Hi-Fi Prototype

**Studio: Arts & Culture**

Taylor Lallas, Krishnan Nair, Baker Sharp, Ayelet Drazen



# Meet Our Team



**Taylor Lallas**  
UI/UX Designer and  
App Developer



**Krishnan Nair**  
App Developer



**Baker Sharp**  
Lead Web Developer



**Ayelet Drazen**  
UI/UX Designer and  
Researcher

# OVERVIEW

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1. INTRODUCTION



2. HEURISTIC  
EVALUATION  
AND REVISIONS



3. PROTOTYPE  
IMPLEMENTATION



4. PROTOTYPE  
DEMO

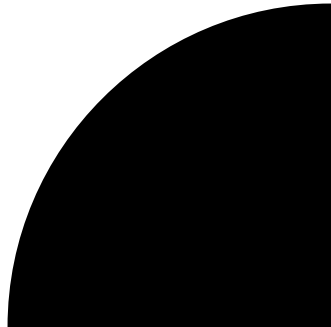



5. SUMMARY



**01**

INTRODUCTION





“The single story creates stereotypes... not that they are untrue, but that they are incomplete. They make one story become the only story.”

-Chimanda Ngozi Adichie

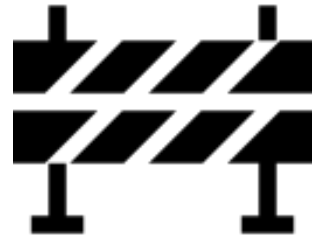


# PROBLEM:



People **desire authentic, personal perspectives** on new cultures, but dominant displays of culture only show a single story.

In addition, there exists a **barrier in connecting directly with locals** who have authentic perspectives on culture.



## SOLUTION:

To enable cultural immersion, we provide a platform for people to **share and listen to personal stories** that are connected to specific locations.



# MISSION STATEMENT

Enabling cultural immersion  
through local narratives



## VALUE PROP

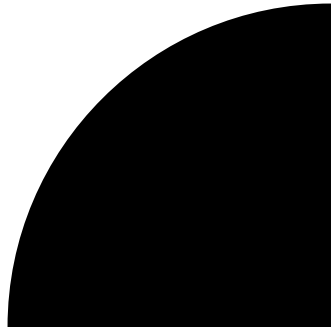
Illuminate your world





**02**

HEURISTIC  
EVALUATION AND  
REVISIONS



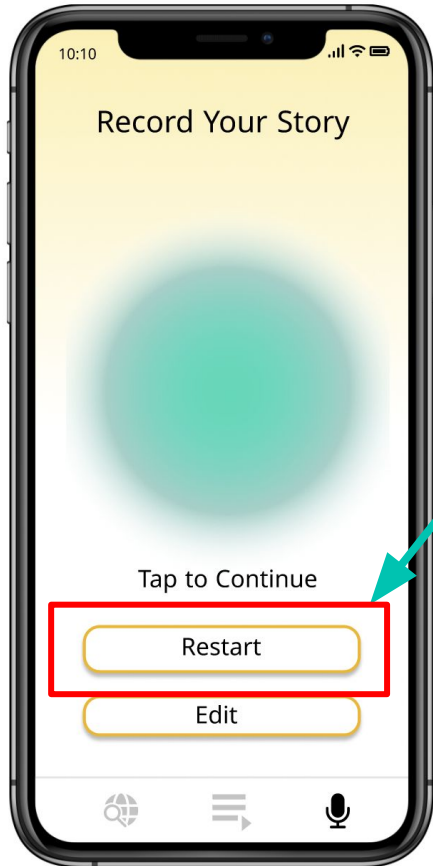
# HEURISTIC EVALUATION OVERVIEW

<b>15</b> total severity 1-2 violations	→	<b>10</b> changes
<b>3</b> total severity 3 violations	→	<b>3</b> changes
<b>6</b> total severity 4 violations	→	<b>5</b> changes

## **Most common violations:**

Visibility of System Status (6), Error Prevention (6)

# VIOLATIONS: Record a Story



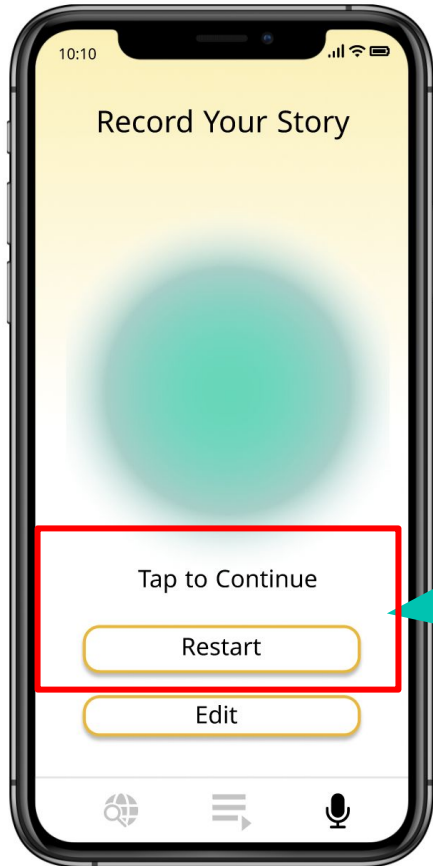
## H5: Error Prevention

Very easy to erase your progress restart button is very large

## H7: User Flexibility and Efficiency

No way for pro users to upload stories recorded externally

# VIOLATIONS: Record a Story



## H1: Visibility of System Status

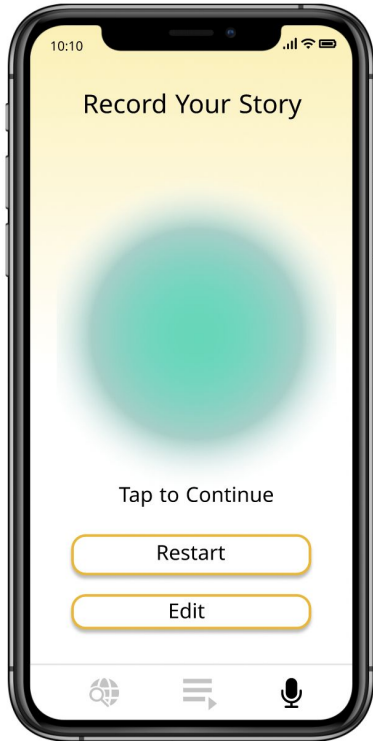
Users do not know how long they have been recording for

## H3: User Control and Freedom

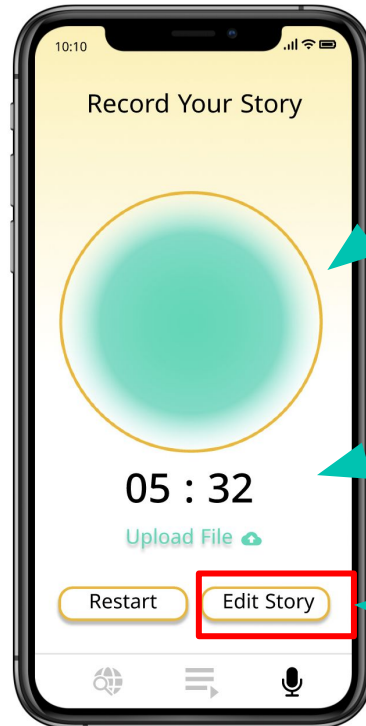
Confusing terminology

# REVISED DESIGN: Record a Story

BEFORE



AFTER



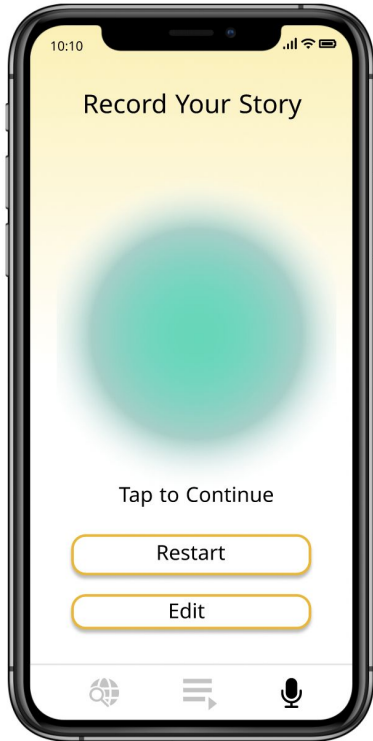
1. Record button resembles industry standards

2. Time stamps for length of story

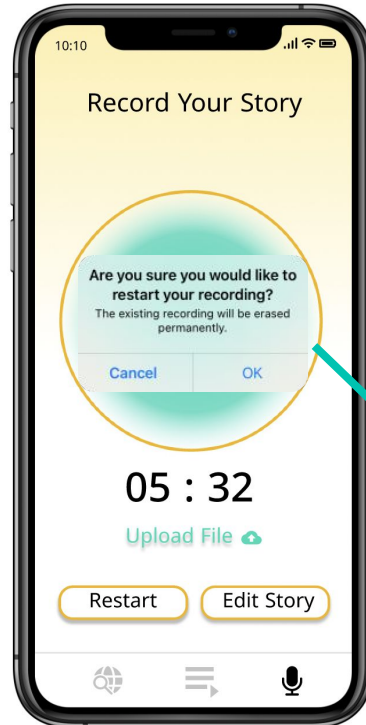
3. Clear labels for intuitive navigation

# REVISED DESIGN: Record a Story

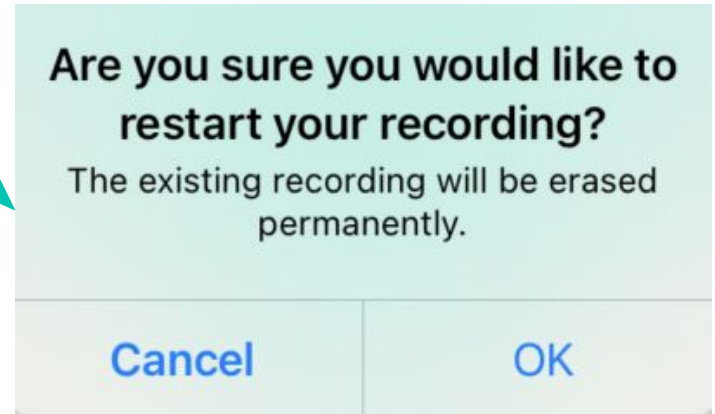
BEFORE



AFTER

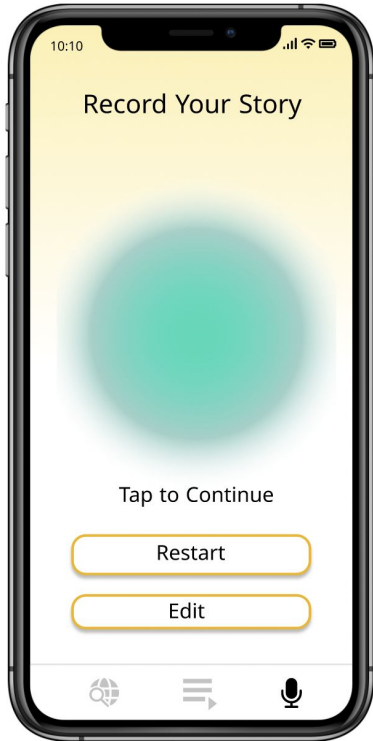


4. Add an alert when users try to restart their recording

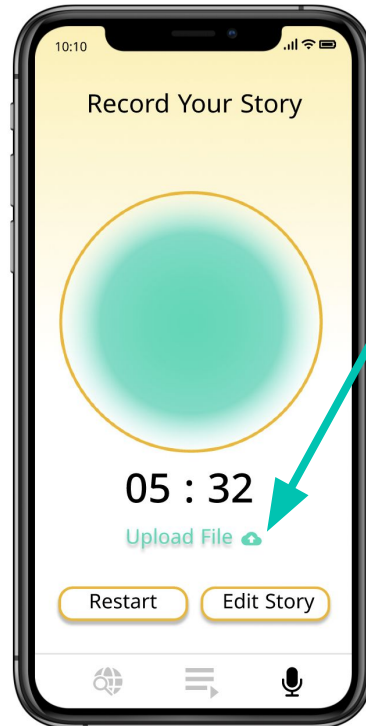


# REVISED DESIGN: Record a Story

BEFORE



AFTER



5. Enable users to upload stories

Note: Keeping it small to encourage in app recordings!

# VIOLATIONS: Language Options



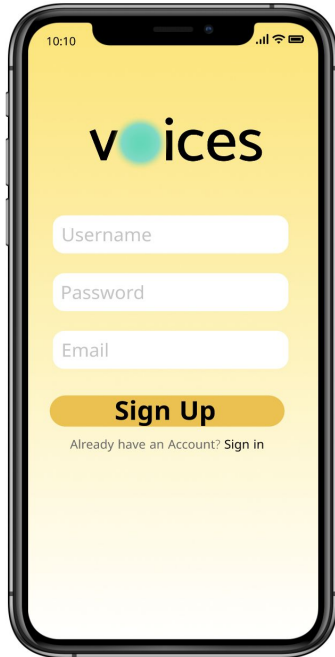
## H2: Match b/w System and Real World

The user does not have a way to set their language until they reach the story list page.

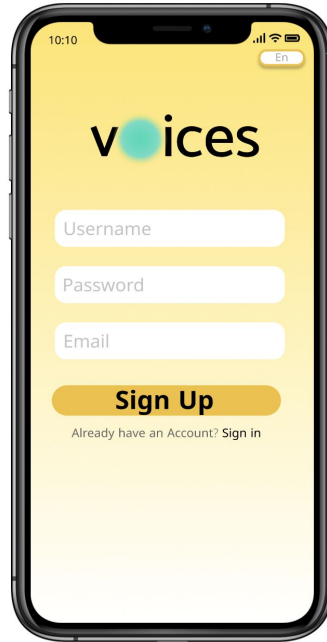


# REVISED DESIGN: Language Options

BEFORE



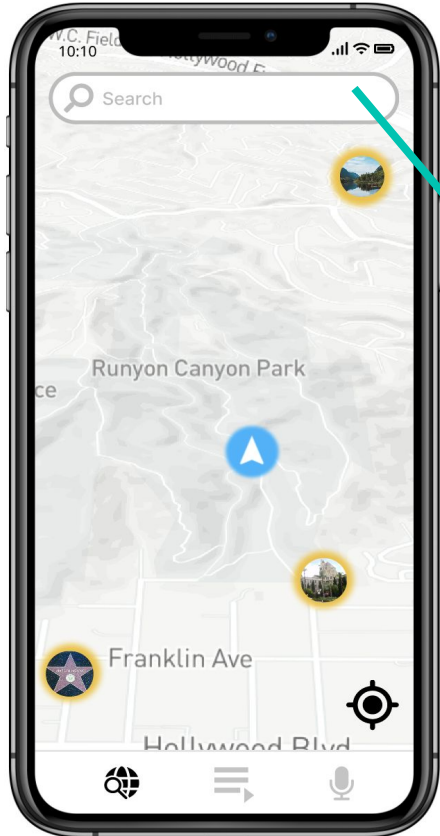
AFTER



6. Provide language options on home screen

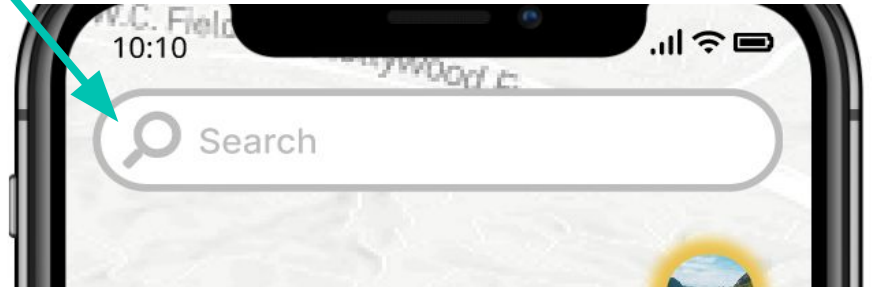
**Note:** Our prototype will only have the English option for feasibility

# VIOLATION: Search Bar



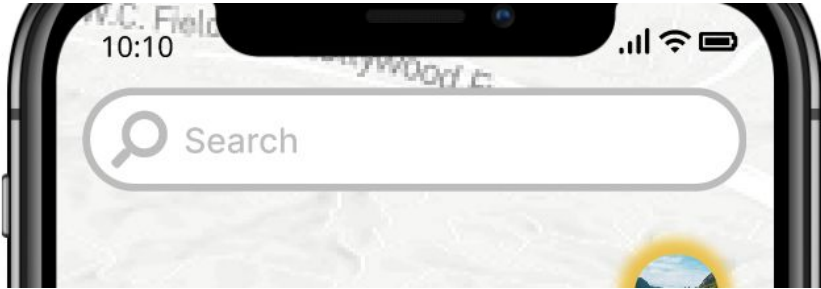
## H5: Error Prevention

It is unclear what information can go into the search bar (tags, locations, titles, authors)

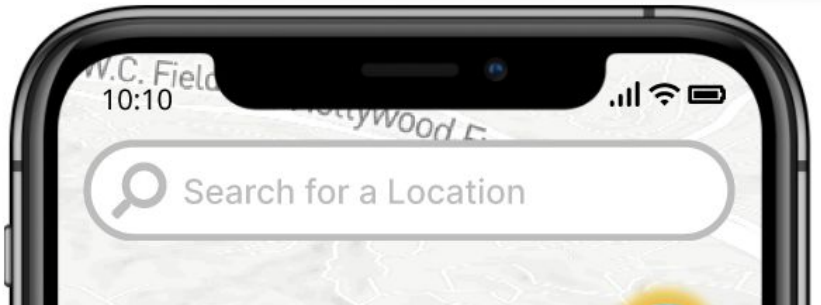


# REVISED DESIGN: Search Bar

**BEFORE**



**AFTER**



7. Set placeholder text to be more clear about searching limitations

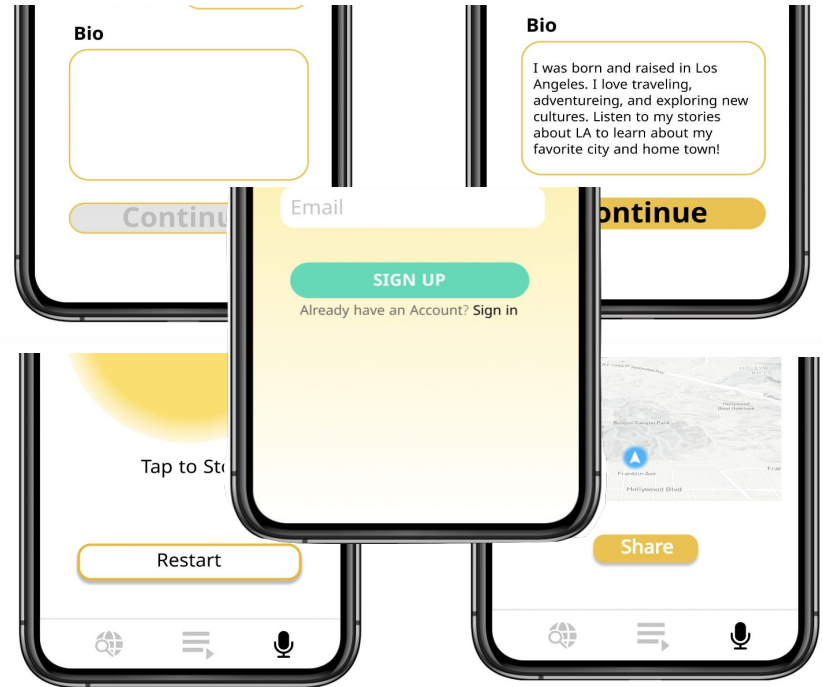
**Note:** The search bar in our hi-fi prototype will look like a search bar, but will be a drop down of locations

# VIOLATIONS: Buttons

## H8: Consistency and Standards

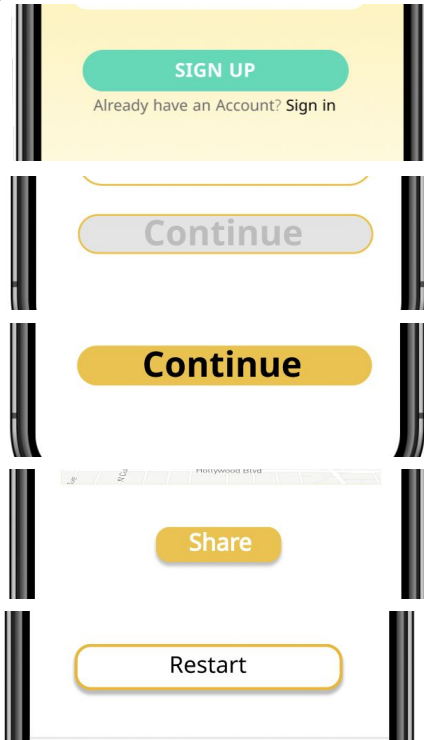
Action buttons are sometimes different shapes, sizes and colors.

Disabled buttons are not consistent

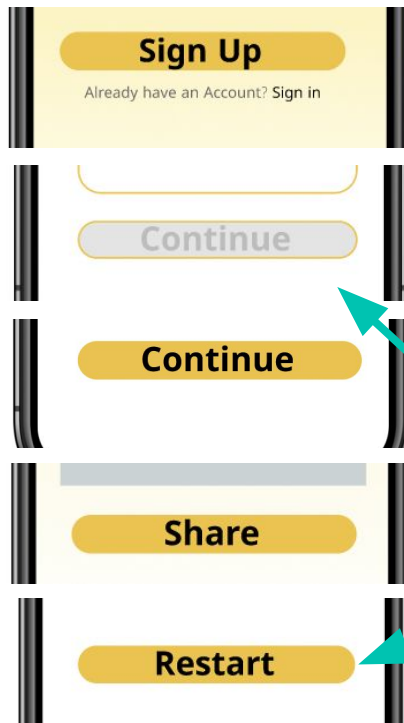


# REVISED DESIGN: Buttons

BEFORE



AFTER



**Solutions:**



8. consistent buttons that are disabled if requisite information is not completed

Button disabled

Consistent buttons

# VIOLATIONS NOT ADDRESSED

**Violation:** There is no indication of a maximum story length

**Reasoning:** Too limiting of users, max time is arbitrary for stories



**Violation:** No information regarding stories available prior to listening

**Reasoning:** Burdensome to ask users to write a description after recording a story, repetitive task

# LOW SEVERITY REVISIONS

## Small Revisions:

1. Adding names of landmarks on map
2. Escape route on navigation page

## Still Brainstorming:

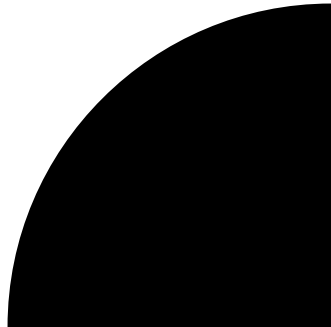
1. Revamping story location page
2. Decluttering pages with lots of text (profile)





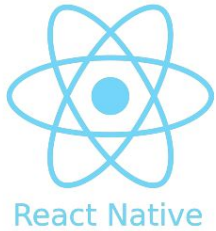
# 03

## PROTOTYPE IMPLEMENTATION





# TOOLS USED



**React Native:**  
for application  
development



**Xcode:**  
for IDE



**Expo:** for  
simulation  
and testing



**Firebase:** for  
database to  
store user  
information

# IMPLEMENTATION STATUS

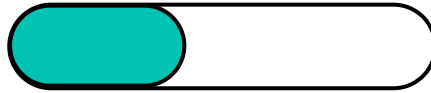
70%



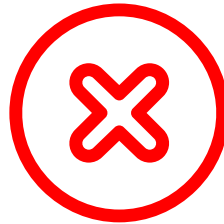
**Simple:** find and listen to a story



30%



**Moderate:** add story to playlist



90%



**Complex:** record your own story



# SIMPLE: Find and Listen to a Story

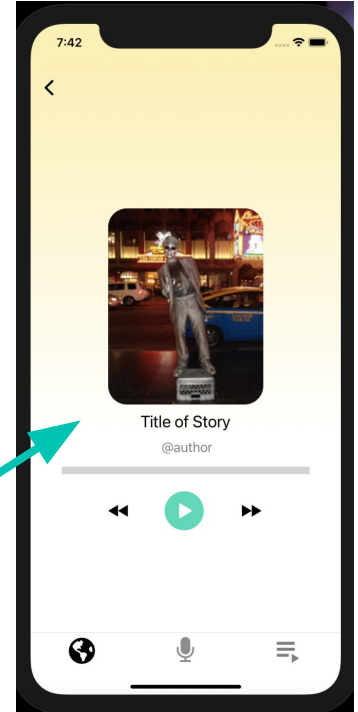
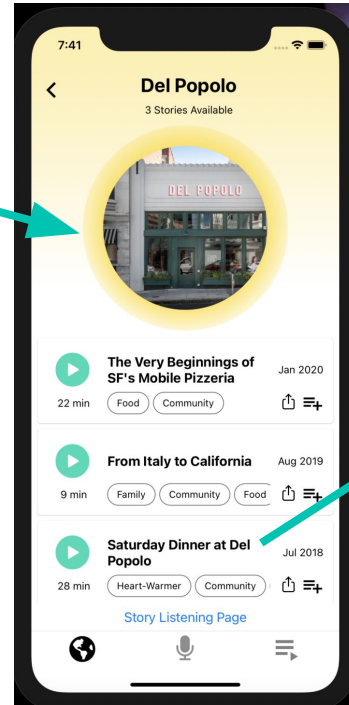
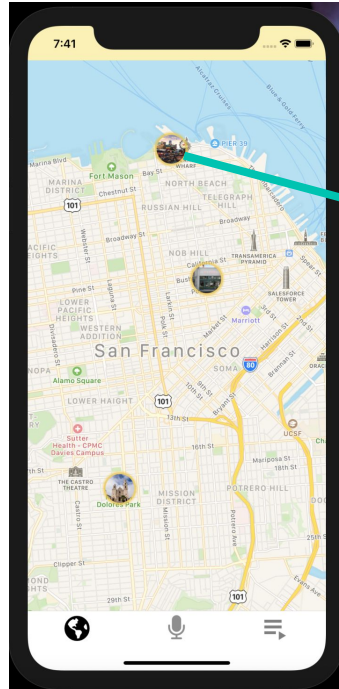


Map API is functional and contains stories

Layout of story list page (in revision)

Layout of listening page (in revision)

Need to implement / store audio (firebase)



# MODERATE: Create a Playlist



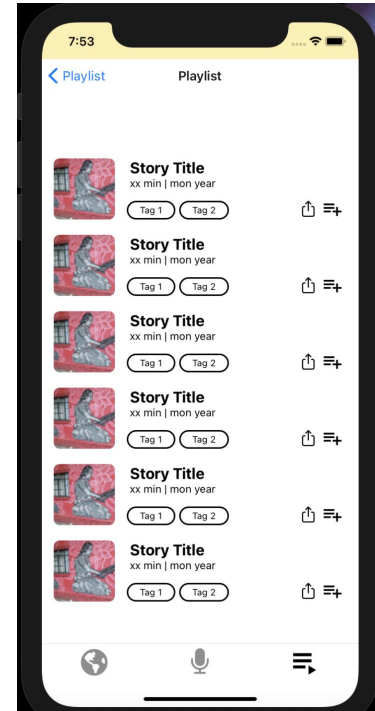
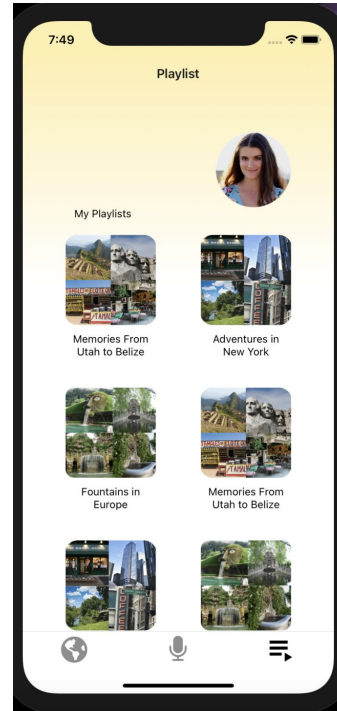
Layout of playlists is primarily complete



Onboarding Process

Need to implement:

- MapView
- Playlist Popup
- Firebase for Storage



# COMPLEX: Record a Story



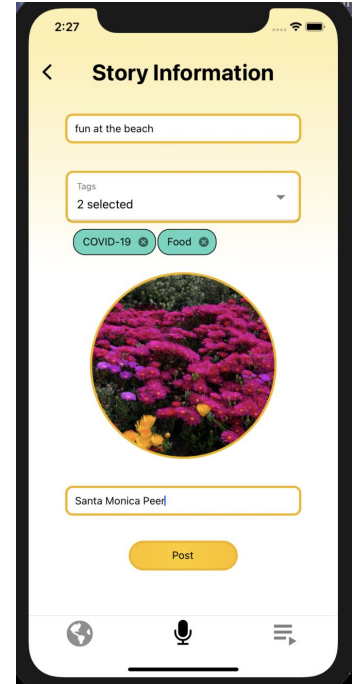
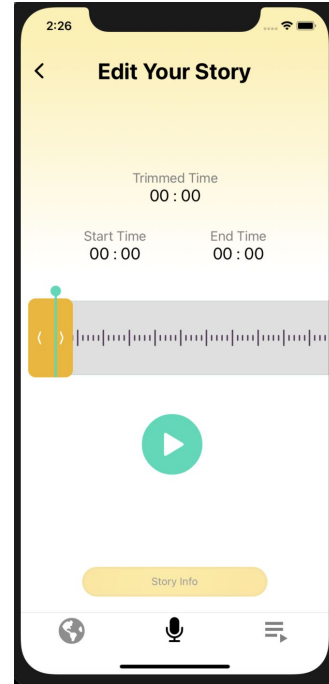
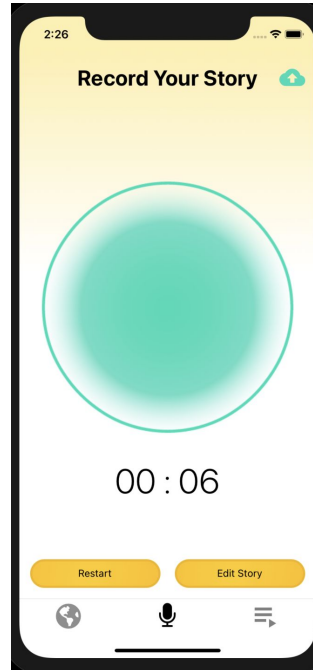
Layout of pages is complete



Can take and upload pictures

Need to implement:

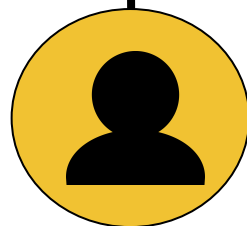
- Audio
- MapView for confirmation page



# IMPLEMENTATION PLAN

Revamping story list  
and listening page

Playlist  
Functionality

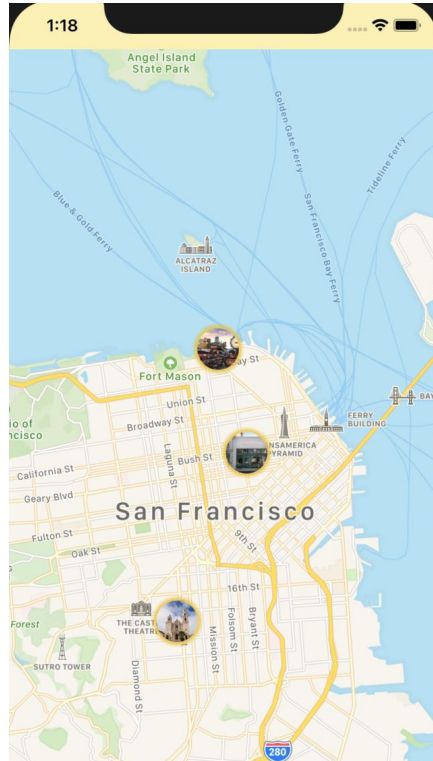
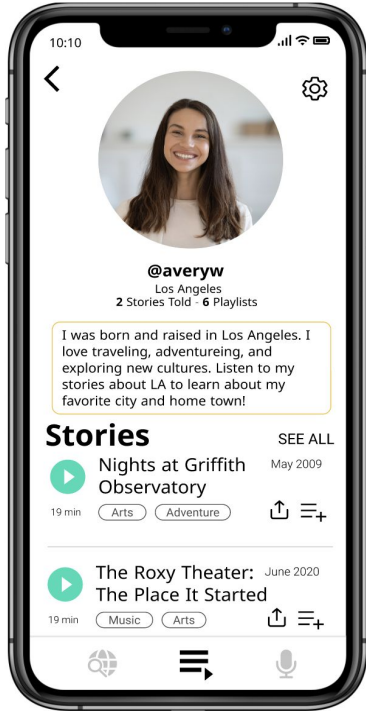


Audio recording &  
playing

Storing audio and  
information in  
firebase

Fine-tuning and  
consistency check

# HARD CODED DATA

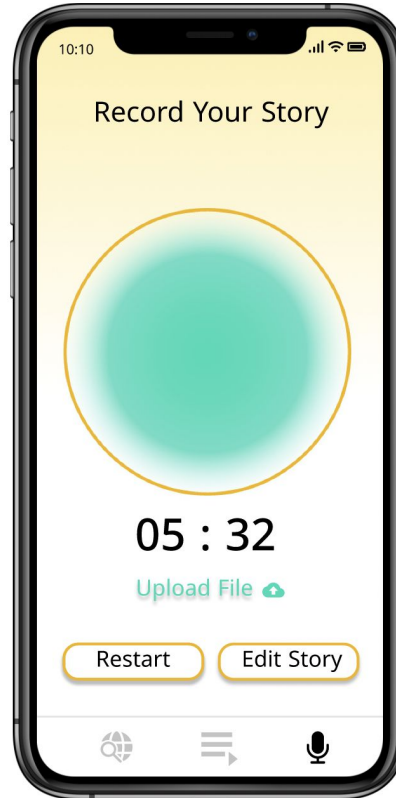


- Location options
- Majority of stories
- Profiles (excluding new users)
- Current location (start in SF)

# WIZARD OF OZ TECHNIQUES

As of right now...

- Recording a story
- Length of story set to 10 minutes

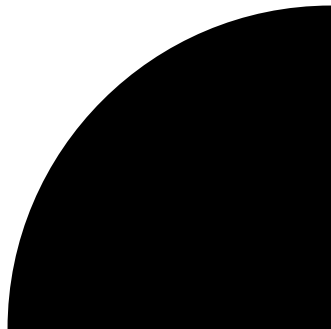






**04**

**PROTOTYPE DEMO**





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# 05

## SUMMARY

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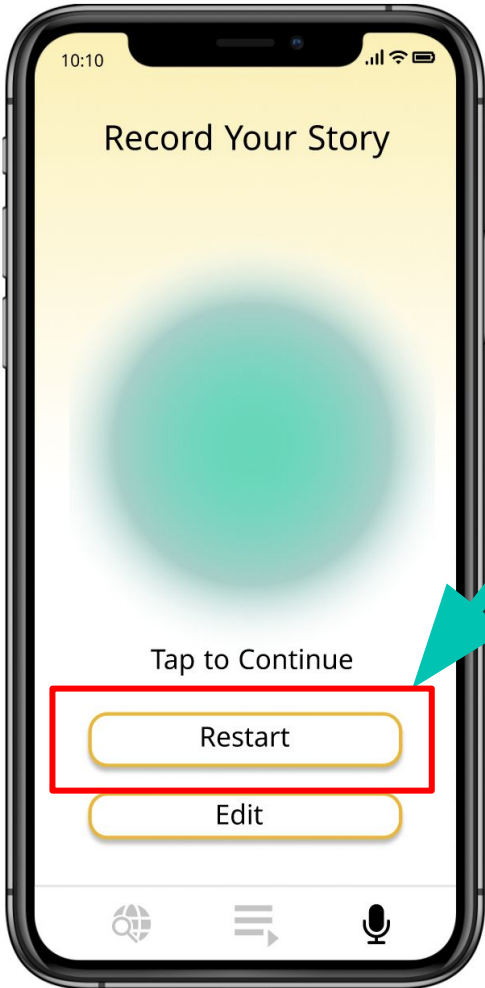
24 Heuristic Violations that affect usability  
→ lots of changes

Need to implement backend databases  
and finalize layouts

Need to finalize aesthetic design of app

**GOAL: Complete the app by Tuesday**





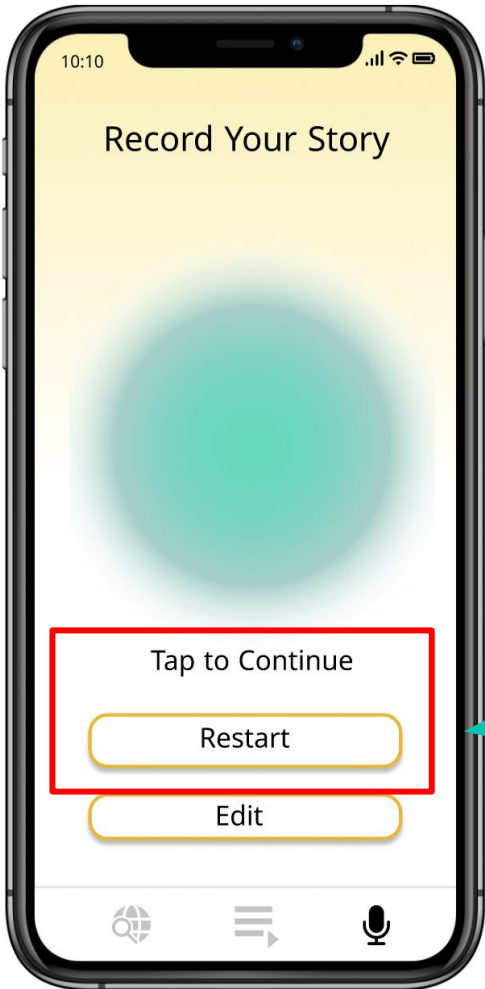
# **VIOLATIONS: Record a Story**

## **H5: Error Prevention**

Very easy to erase your progress restart button is very large

## **H7: User Flexibility and Efficiency**

No way for pro users to upload stories recorded externally



# **VIOLATIONS: Record a Story**

## **H1: Visibility of System Status**

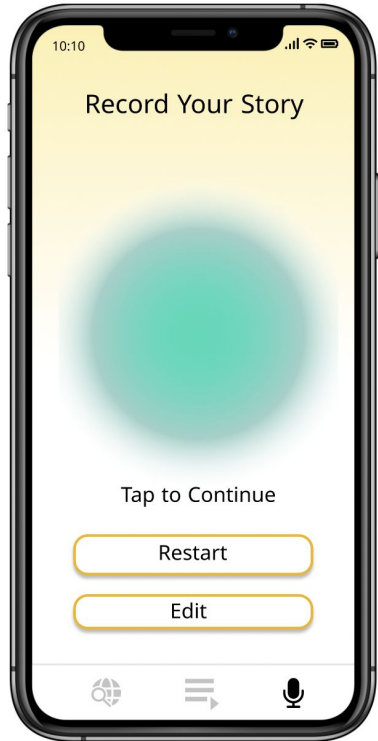
Users do not know how long they have been recording for

## **H3: User Control and Freedom**

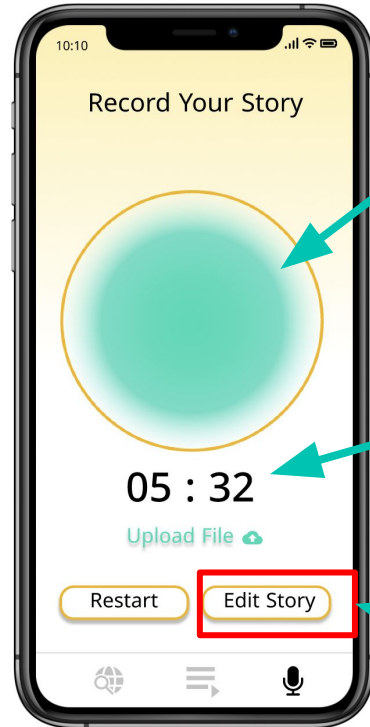
Confusing terminology

# REVISED DESIGN: Record a Story

BEFORE



AFTER



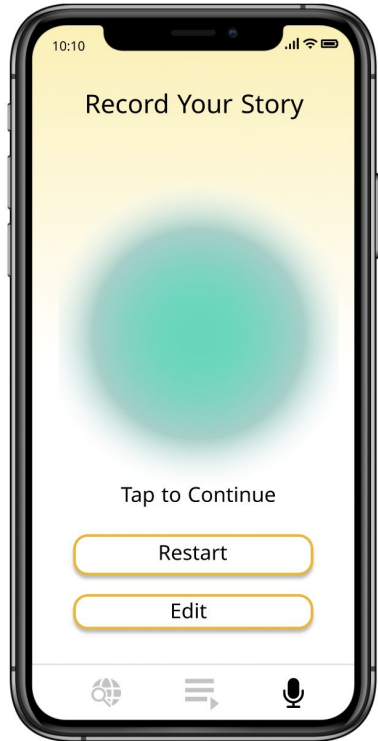
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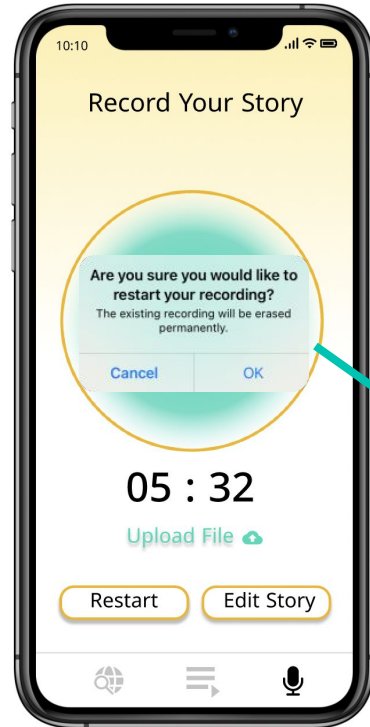
3. Clear labels for intuitive navigation

# REVISED DESIGN: Record a Story

BEFORE



AFTER



4. Add an alert when users try to restart their recording

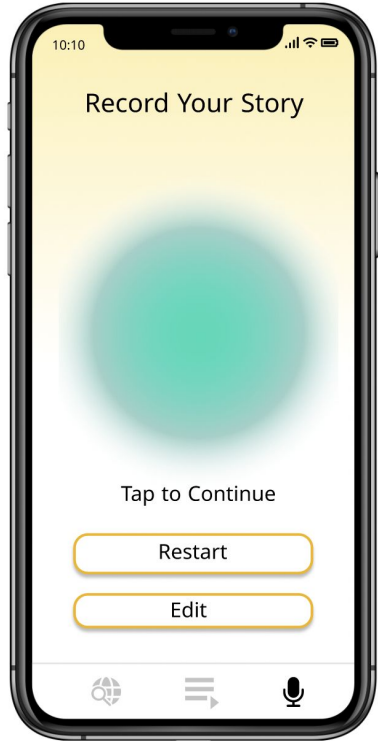
Are you sure you would like to restart your recording?  
The existing recording will be erased permanently.

Cancel

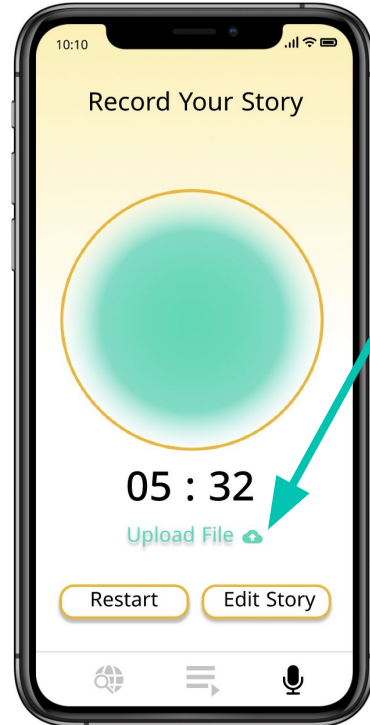
OK

# REVISED DESIGN: Record a Story

BEFORE



AFTER



5. Enable users to upload stories

Note: Keeping it small to encourage in app recordings!



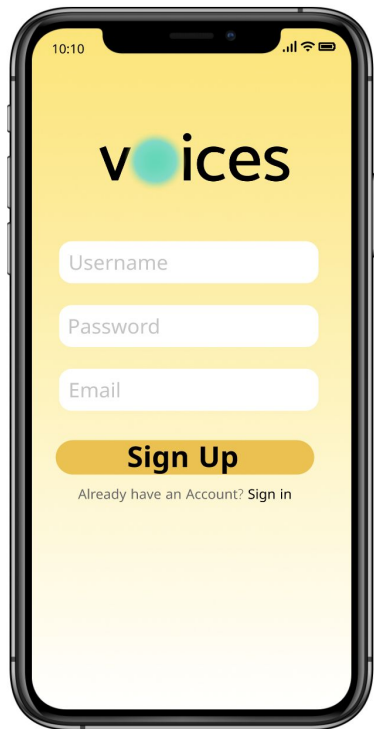


# VIOLATIONS: Language Options

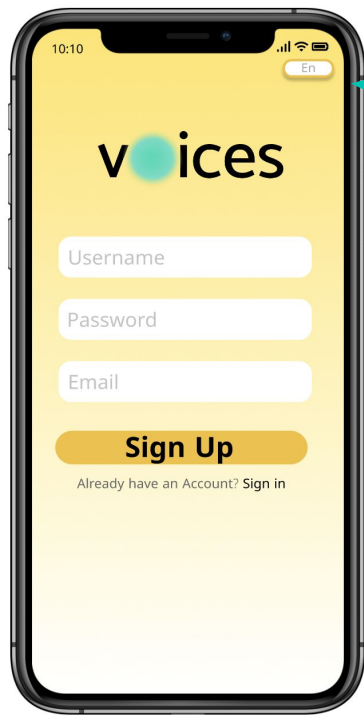
## H2: Match b/w System and Real World

The user does not have a way to set their language until they reach the story list page.

**BEFORE**



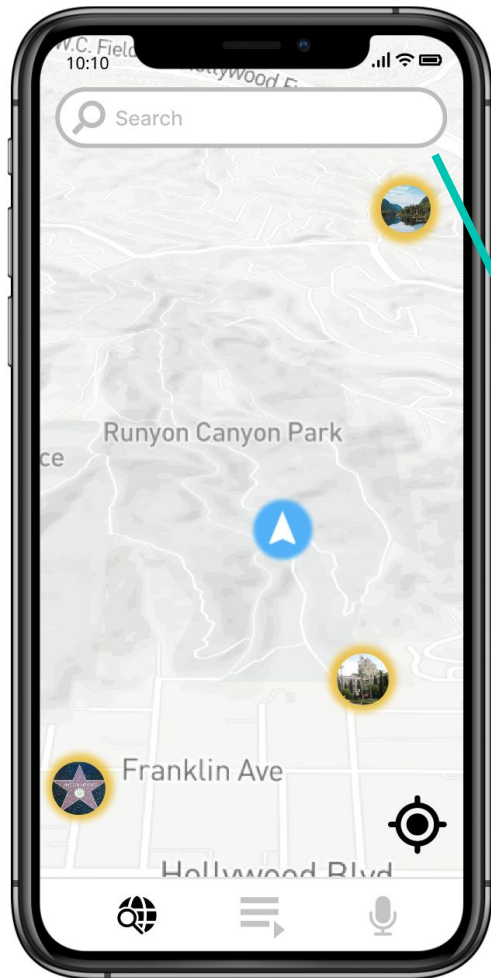
**AFTER**



# REVISED DESIGN: Language Options

6. Provide language options on home screen

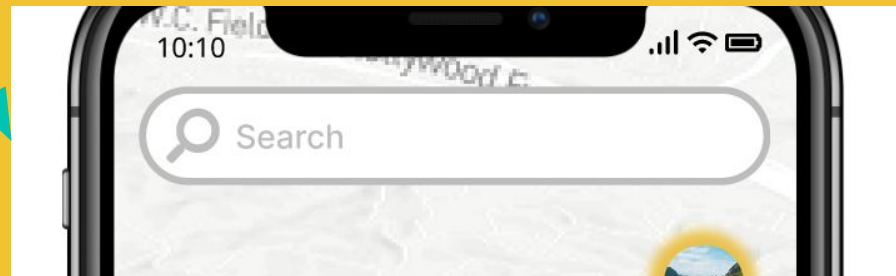
Note: Our prototype will only have the English option for feasibility



# VIOLATIONS: Search Bar

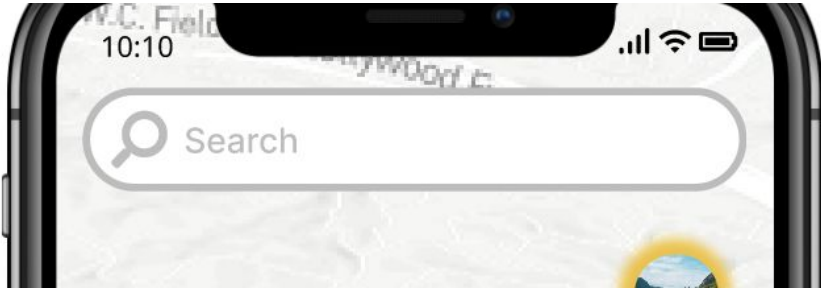
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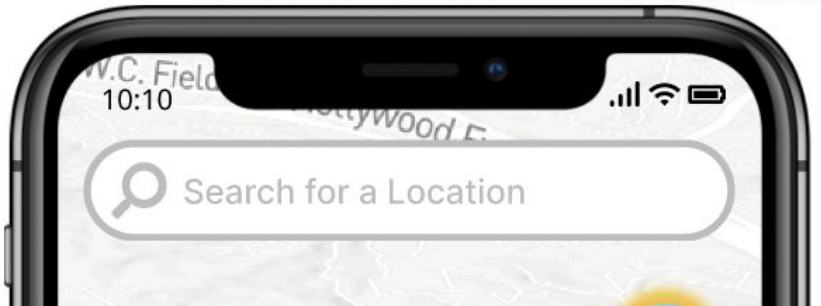


## REVISED DESIGN: Search Bar

**Before**



**After**



7. Set placeholder text to be more clear about searching limitations

Note: The search bar in our hi-fi prototype will look like a search bar, but will be a drop down of locations