Studio: Arts & Culture
Taylor Lallas, Krishnan Nair, Baker Sharp, Ayelet Drazen

Meet Our Team

Taylor Lallas
B.A. Economics
M.S. Computer Science

Krishnan Nair
B.S. Computer Science

Baker Sharp
B.S.. Computer Science

Ayelet Drazen
B.A. Political Science
M.S. Computer Science

PROBLEM:

People would like to get authentic personal perspectives on new cultures, especially when exploring new places . In addition, there sometimes exists a barrier in connecting directly with locals, but the desire to connect exists.

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

MISSION STATEMENT
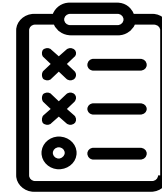
Enabling cultural immersion through local narratives
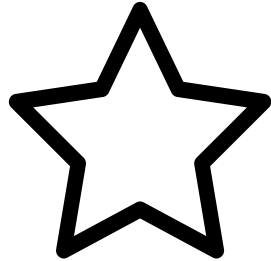
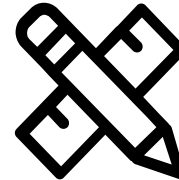# VALUE PROP

Illuminate your world

OVERVIEW

01 | TASKS

02 | REVISED INTERFACE DESIGN

03 | PROTOTYPE OVERVIEW

01
TASKS

Tasks

SIMPLE - Find and Listen to a Story

MODERATE - Add to a playlist

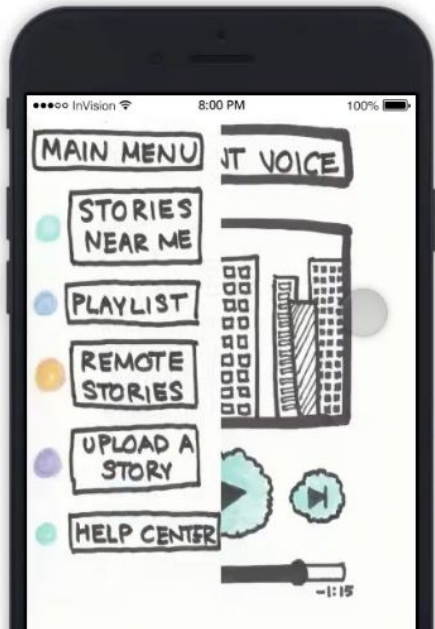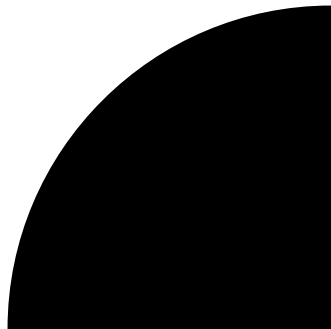**COMPLEX** - Share a story

02
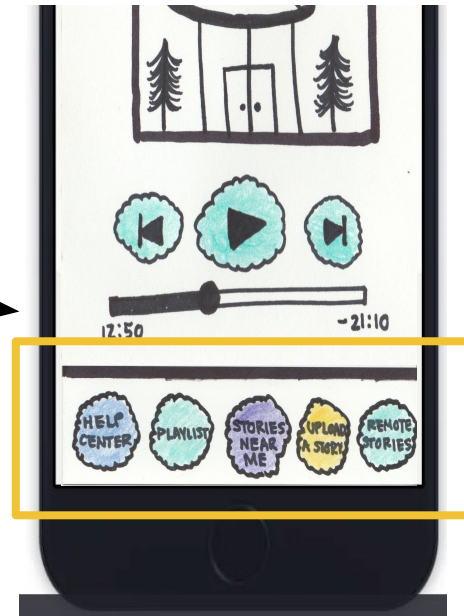## REVISED INTERFACE DESIGN

UI Revision #1: Navigation

Before

After

UI REVISION 1: Navigation

UI REVISION 1: Navigation

Before:
We originally had a side swipe menu that allowed participants to navigate between different parts of the app (finding remote/nearby stories, uploading stories, playlists). However, interviewees felt that the menu was unintuitive and difficult to access. Many were looking for the three lines icon (i.e. the hamburger menu) to for navigation. People were frustrated that they couldn't easily switch between playlists and finding stories.

After:
We designed a persistent navigation bar that is situated at the bottom of the screen. We believe a clearly visible and easily accessible bar will make navigation easier. We want navigation to be a subconscious process, so that that navigation does not detract from the experience of the app. For our medium-fi prototype, the design of our navigation bar changed to be more simplistic. We use icons to eliminate unnecessary text and combine the "stories nearby" and "remote stories" functionality" as they require the same interface—a map.
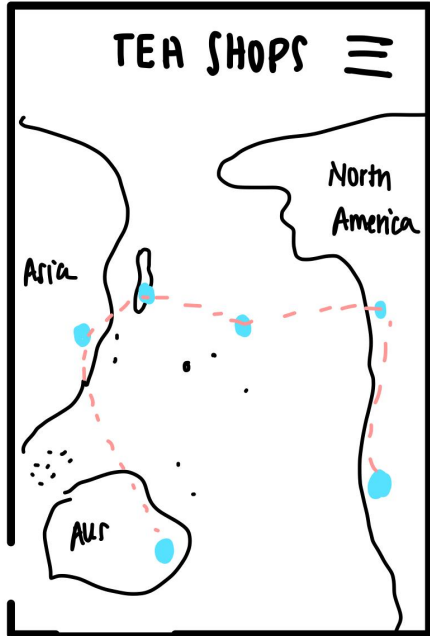
UI REVISION 2: Playlist
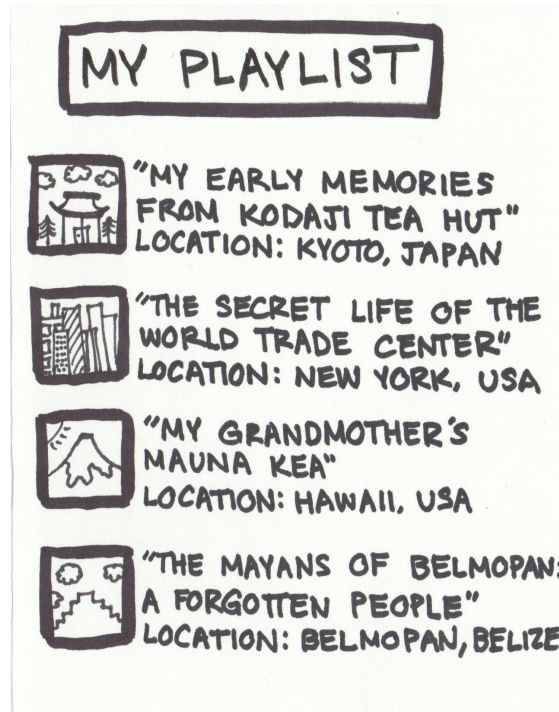
Before

After
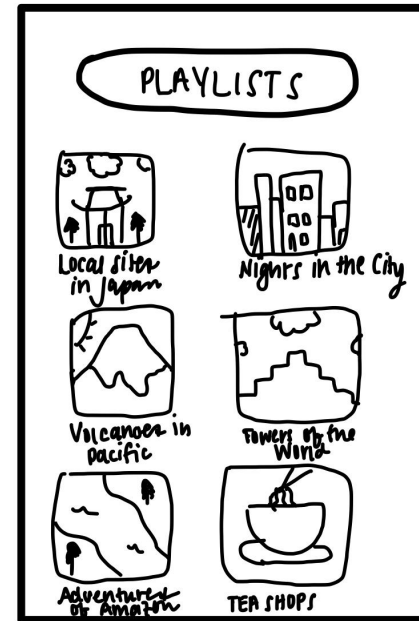
UI REVISION 2: Playlist
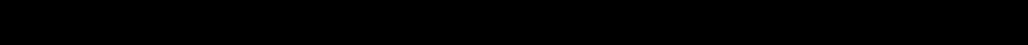
Map View

List View

UI REVISION 2: Playlist

Before:
We originally had a playlist functionality that served almost like a saved library. Users could save stories they want to listen to later for easy access. During our interviews, we learned that people wanted more options to sort and categorize their stories in playlists. This brought up the need to create individual playlists that users can design based on common themes or locations. We also learned that users wanted to see their saved stories back on the map in order to draw visual connections, and orient themselves.
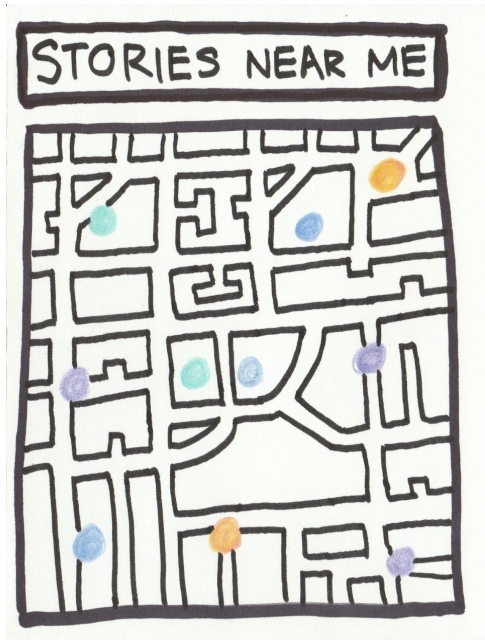
After:
We revamped our playlist by allowing users to create as many playlists as they want. We then provide two viewing options for the playlists. The users can either view the playlists via a list view, similar to the interface used when searching for stories or they can switch to a map view using the icon on the top right. This allows them to see how their stories are connected to one another geographically, enabling user to make cross-cultural connections via narratives.
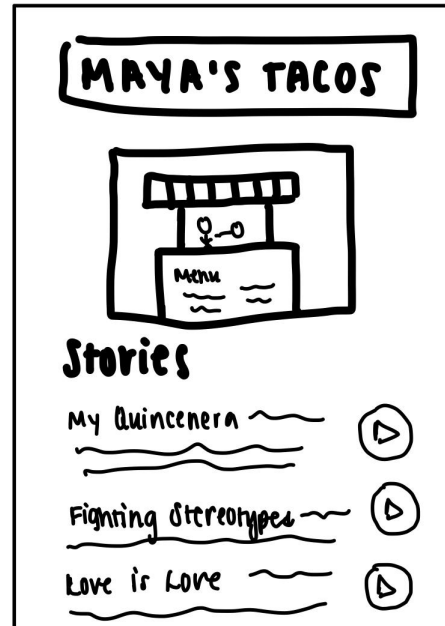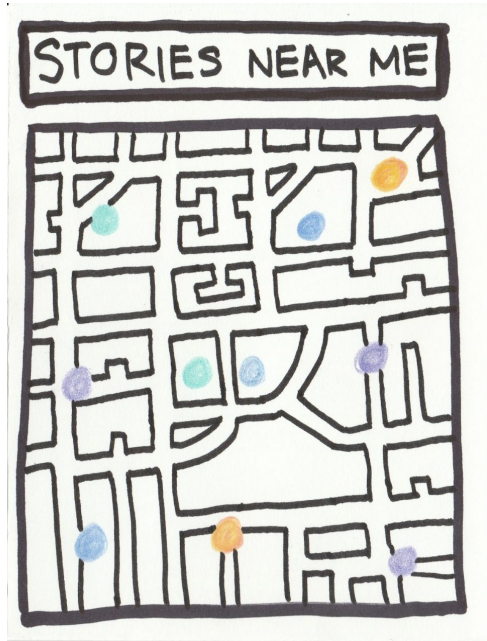
UI REVISION 3: Switching between Stories

Before

UI REVISION 3: Switching between Stories

After

UI REVISION 3: Switching between Stories

Before:
Originally, the map had multi-colored glowing orbs that indicated individual stories. When you click on the glowing orb, it takes you directly to the story preview. Based on our prototype testing, we realized that most people associated the orbs with key locations rather than stories themselves. Many people were confused because the prototype made it seem as if there is a maximum of one story per location at any given time. However, our mission is to provide users with multiple local perspectives, not just a single one.

After:
We plan to redesign the flow of finding and listening to stories to provide easier access to different stories at the same location. To do this, the glowing orbs appear at key locations with an image of that location. When you click on an orb, it opens a page that contains a list of stories that are at that location. A user can then choose to play the story directly on that screen, or click the page for more information and a more detailed story listening screen.

UI REVISION 4: Direction to Stories

Before

After
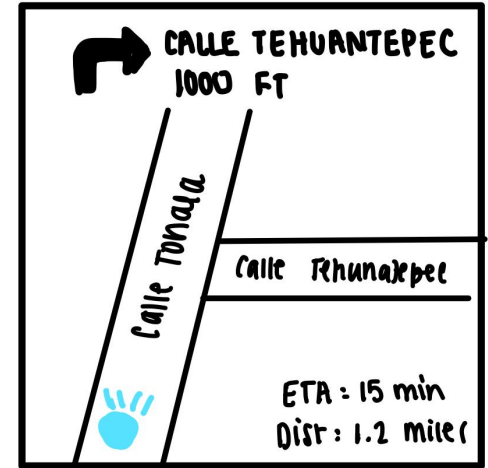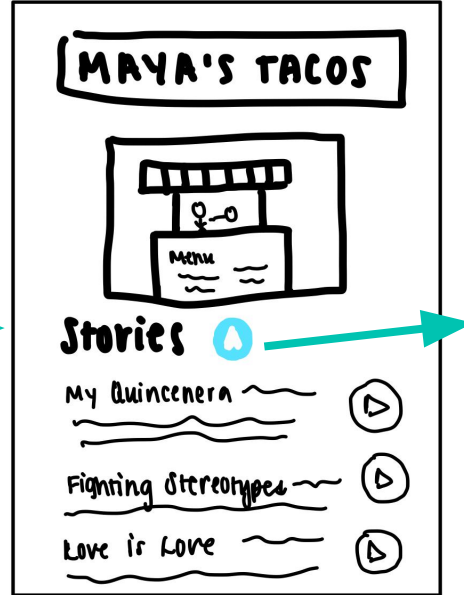
UI REVISION 4: Direction to Stories

Before:
We originally did not have any functionality that allowed users to gain access to directions/navigation to the location of the stories. During our interviews, we learned that people envisioned themselves using the app to plan their days and would like to visit the sites associated with the stories they are listening to. This came as a surprise as we thought people would prefer to just stay at home to listen to stories during their free time. However a sense of adventure was desired when exploring new cultures.

After:
On the stories preview page, we now include a blue navigation button if the story is within a reasonable distance of the user (100 miles). The cap on distance is implemented because we do not want to include navigation/directions for stories in other countries or those that are incredibly far away. The navigation will be in app to provide a streamlined service as opposed to requiring users to jump between apps when trying to navigate to a story. This will be especially useful for users who are physically exploring a new place they are familiar with.

UI REVISION 5: Profiles
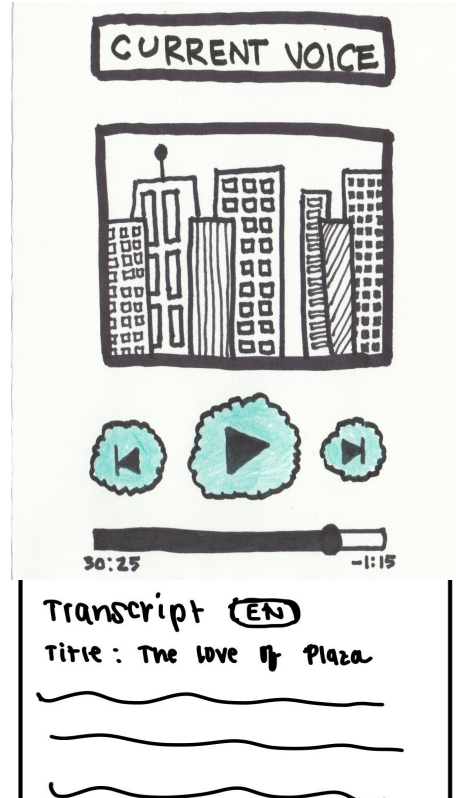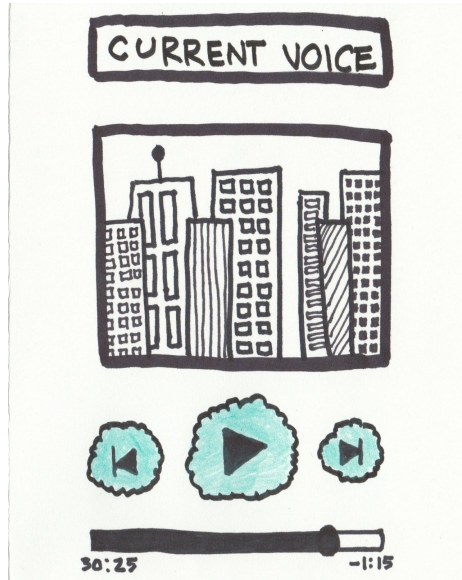
Before

After
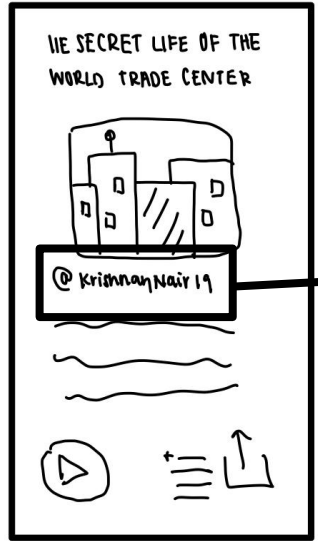
UI REVISION 5: Profiles

Before:
During our prototyping interviews, we quickly learned that there was a desire to connect with the authors of stories on a deeper level. Users also wanted to ensure that the stories they listen o were coming from locals and not tourists or random bots. This user need came into conflict with wanting to relieve the pressure that locals feel when being bombarded with questions. To balance this tension, we turn to other forms of information that can be provided for users to learn more about authors, such as a biography, access to an author's other stories, and an author's playlists. We also need a way of providing some sort of credibility to the authors of the stories.

After:
To address these issues, we develop an author profile each author that is displayed on stories. The profiles give users greater insight in to the author's background and perspectives while maintaining some distance for comfort on both ends. The information available includes a biography, a list of the author's stories, and the author's playlists. In this profile section, authors can specify their relation to the locations they tell stories at and how their perspective is unique.

UI REVISION 6: Transcribing Stories

Before

After

Scroll down on page for transcript

UI REVISION 6: Transcribing Stories

Before:
During our interviews, several people were confused about the format of the stories. The current designed made it seem like the stories would be auditory. We would like auditory stories to be the default. However, several participants articulated a desire for transcribed stories that can be read. This would address accessibility barriers for those who are hard of hearing. Similarly, interviewees were confused as to how people will understand stories published in other languages. This is an especially important issue considering we want stories to be told by locals who do not necessarily speak English or the language of the listener.

After:
We add a transcription of the story beneath the story listening page. Ideally, this transcription would track with the story. We also include a button that allows users to change the language of the transcription, ensuring that this is an app that can be used by people of all backgrounds. The language preference will be set during the onboarding process.
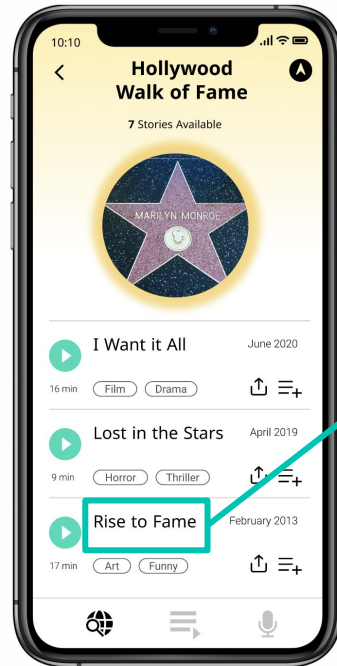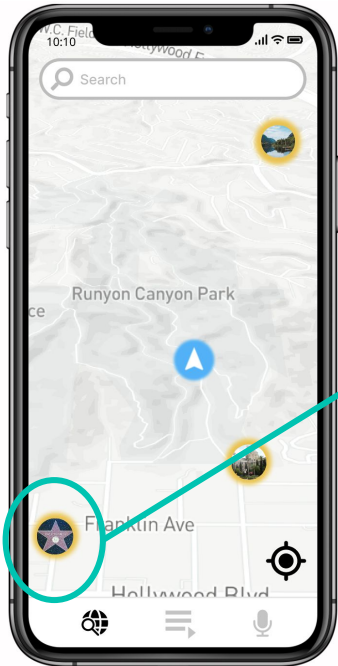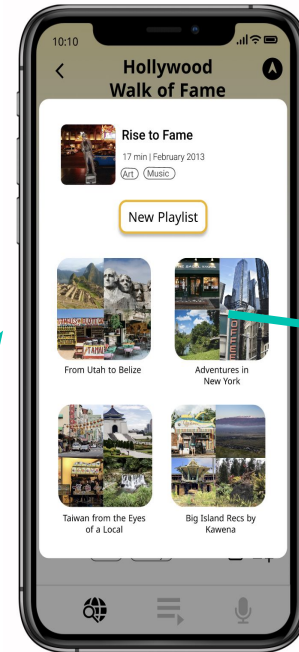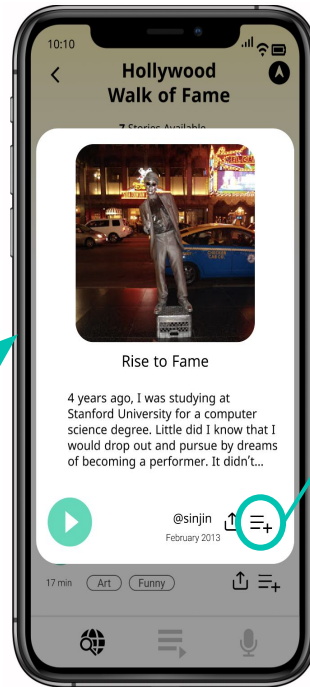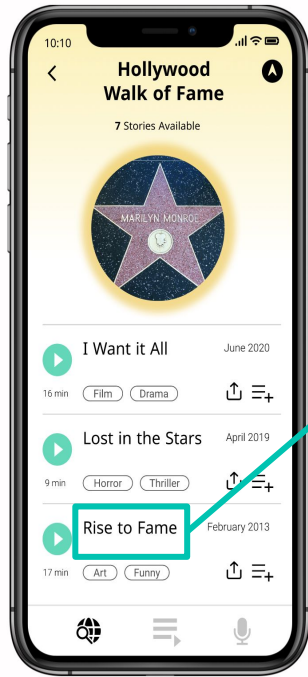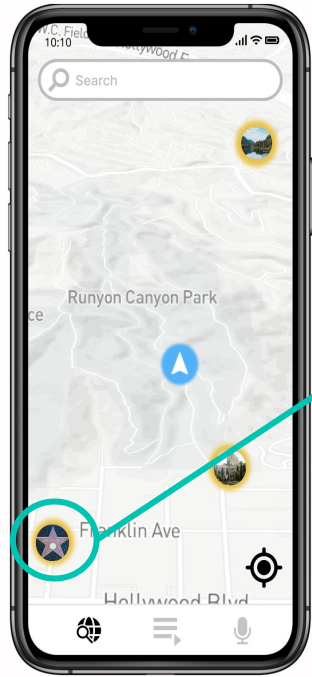
03

PROTOTYPE OVERVIEW

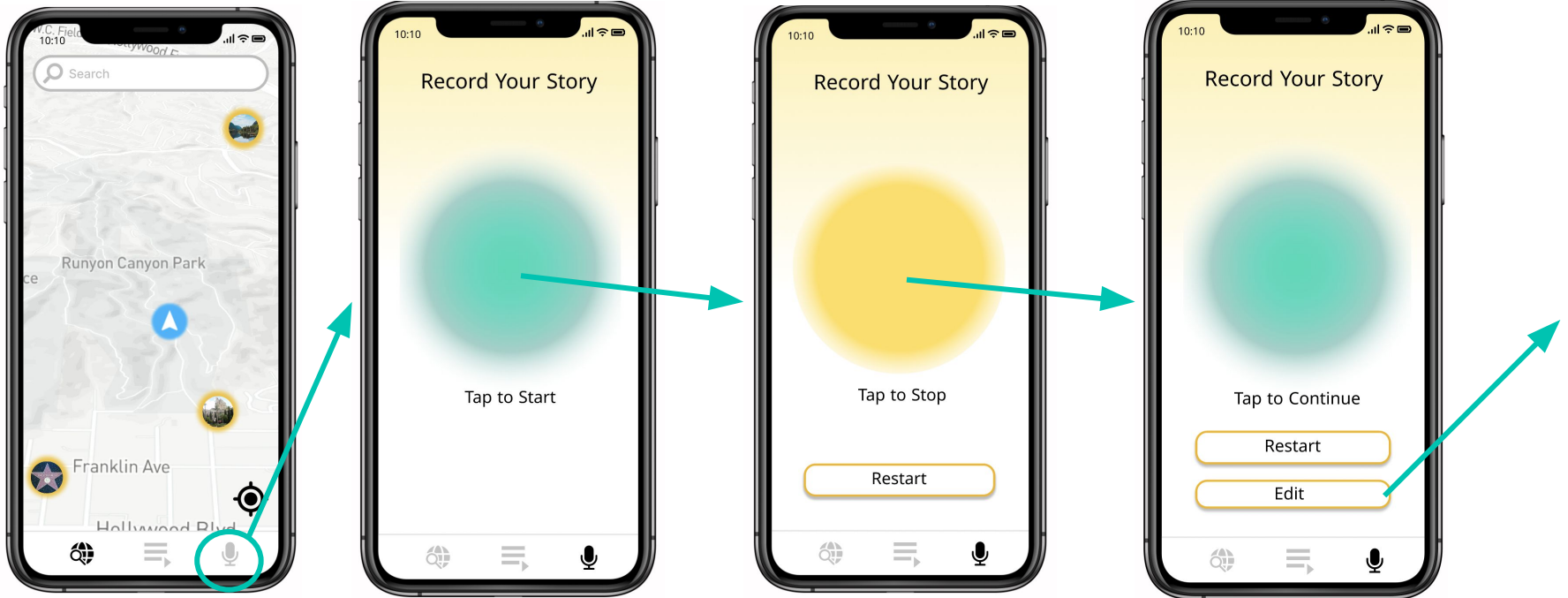# TASK FLOW: Find and Listen to A Story
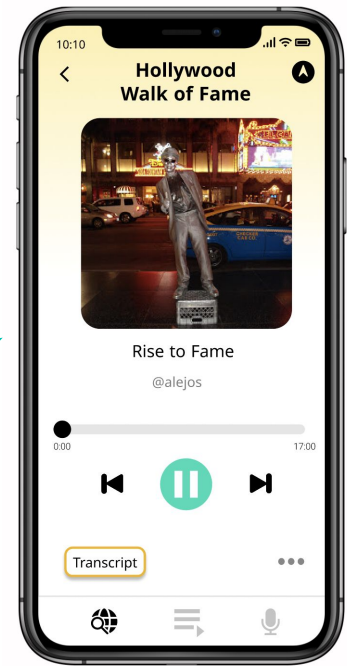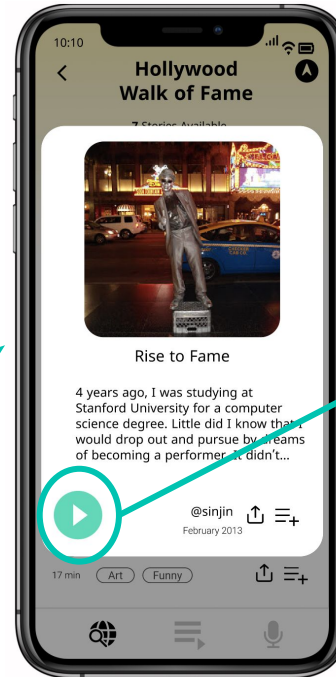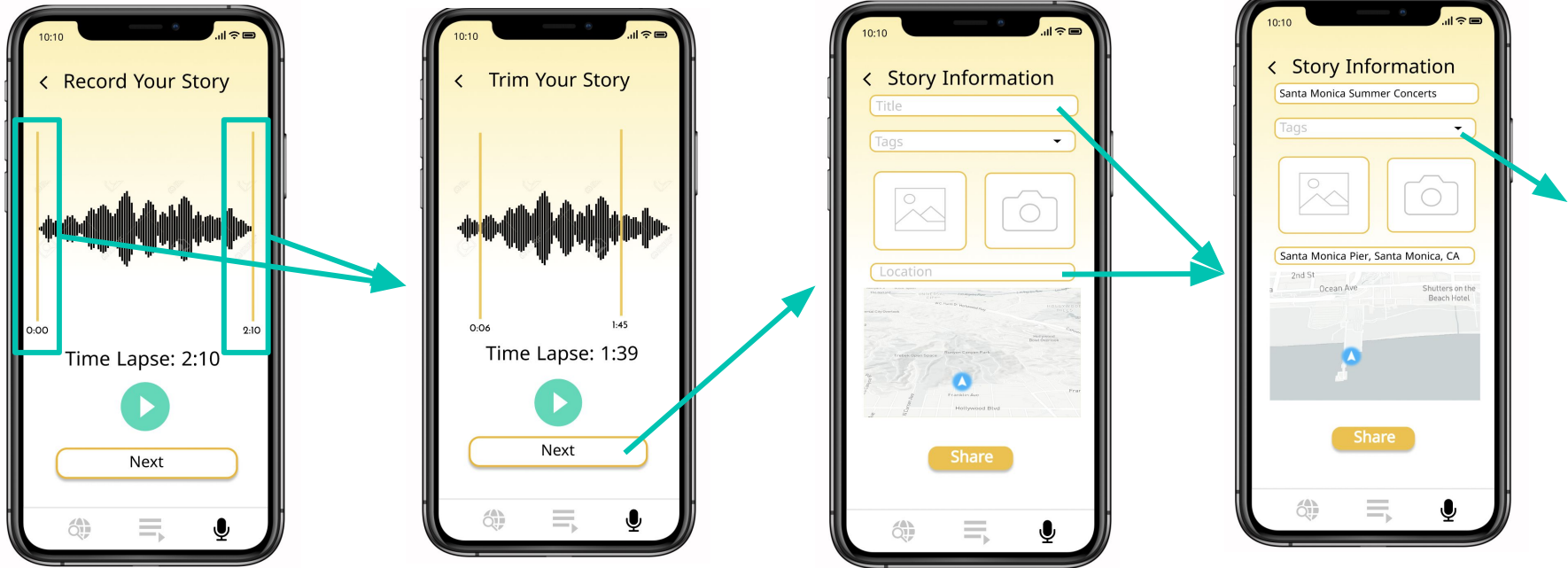
TASK FLOW: Find and Listen to A Story
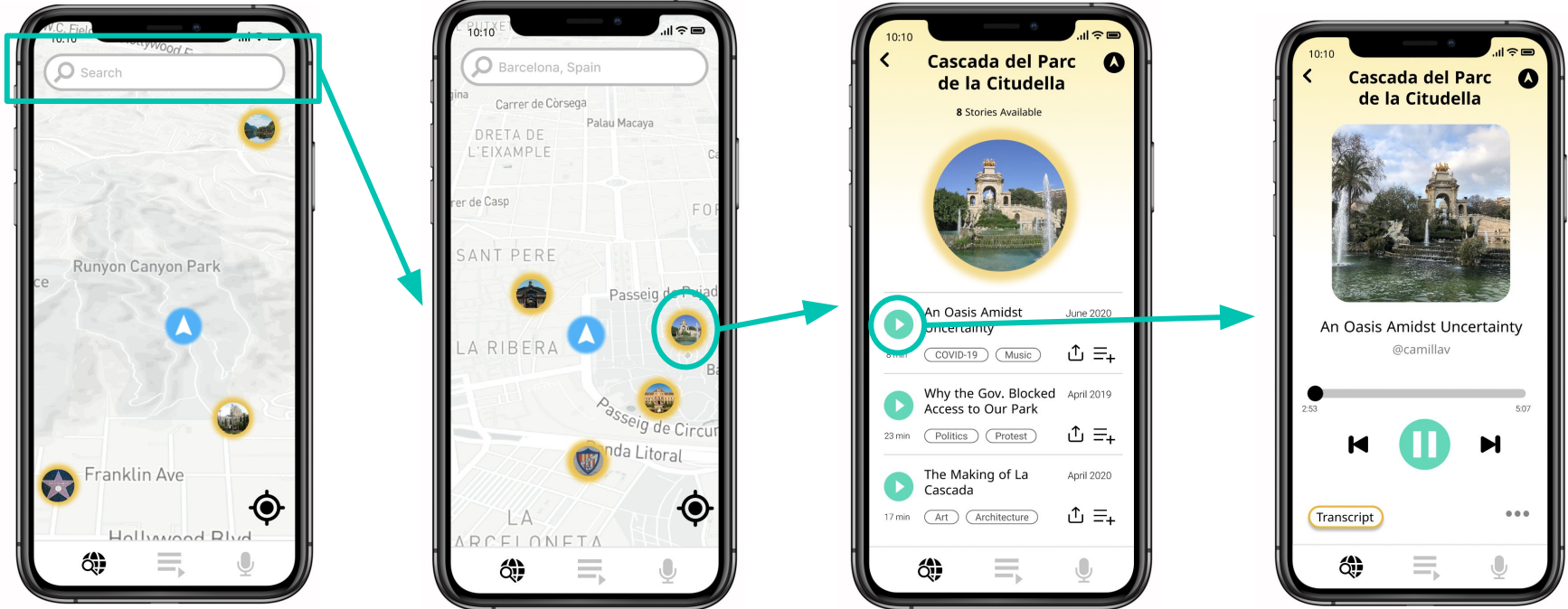
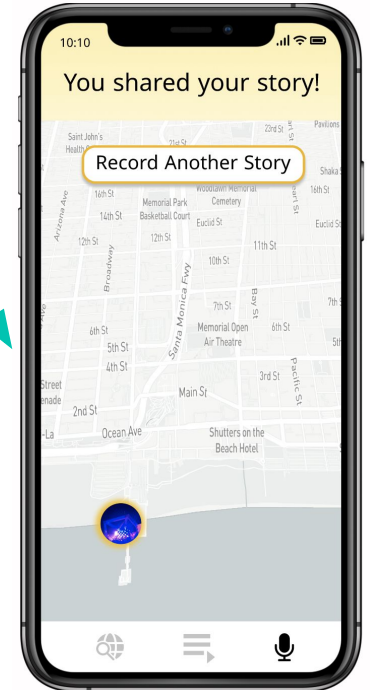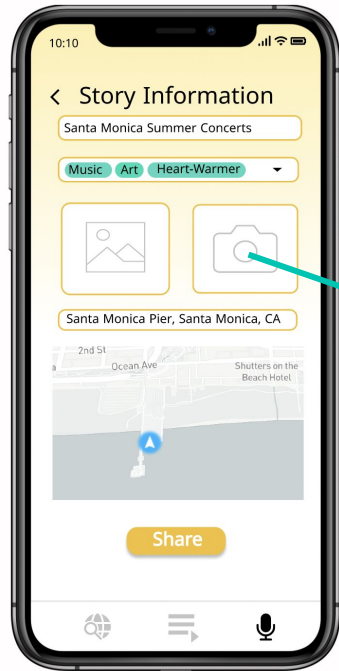# TASK FLOW: Add a Story to Your Playlist
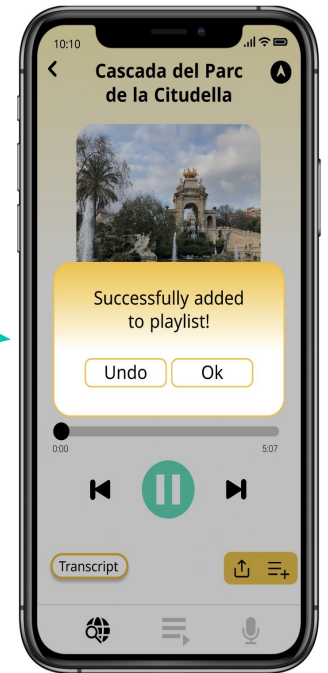
TASK FLOW: Record Your Own Story

TASK FLOW: Record Your Own Story

TASK FLOW: Record Your Own Story

DESIGN AND PROTOTYPING TOOLS

▪ Used Canva for icons and images

▪ Figma for UX prototype development

THE GOOD
- Easy collaboration
- Reusable components
- Integrated Plug-ins for map interface and icons

THE BAD
- Interactions and connections copied over when copying parts of pages
- Steep learning curve
- Annoying to make minor changes to components

LIMITATIONS

- Couldn't implement a completely functional search bar; user can only navigate to Barcelona
- Couldn't implement listening functionality for all stories in list
- Editing story limited to just tapping on trimming bars

LIMITATIONS

- Adding to playlist not reflected in playlist because it is unclear which story the user will try to add
- Limited scrolling for map view (such as on home screen or for viewing a playlist as a map)
- No animations

TRADEOFFS

- The functionality for sharing a story isn't connected to the rest of the phone interface (such as messages, WhatsApp, etc)
- Stories only available in Spanish and English currently
- No implementation of the actual audio of the stories
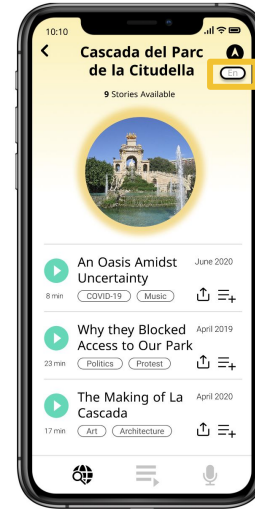
WIZARD OF OZ TECHNIQUES

- All search bar text are presets
- Tags are preselected
- Onboarding process is preset
- For our example of Avery, there is a "time jump" from her starting out as a new user to her being a returning user that has playlists and stories already posted in their profile
- Navigation screen automatically finishes after set time
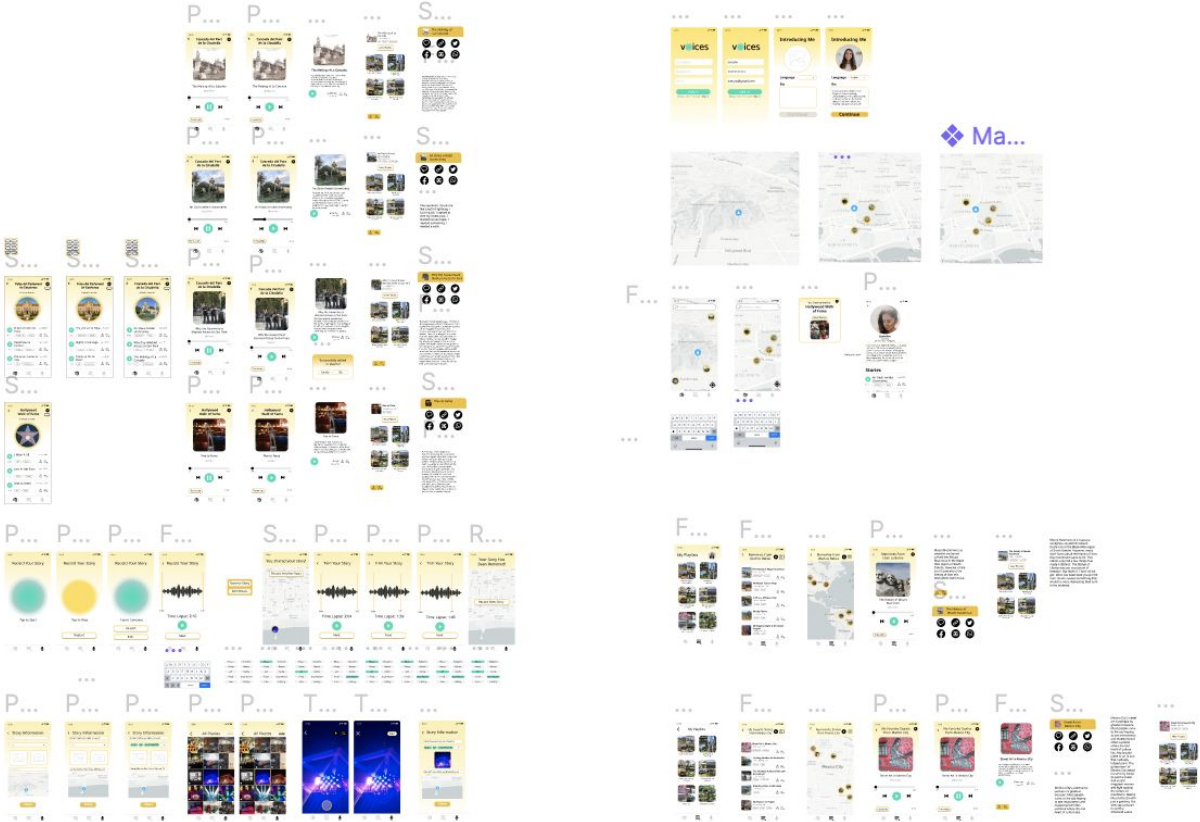
Onboarding
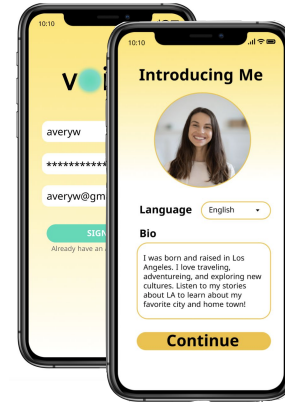
Complete Profile
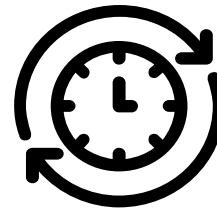
ADDITIONAL PHOTOS

FULL PROTOTYPE

FULL PROTOTYPE (ANIMATED)