



RecoMedia

Lo-Fi Prototype

RecoMedia, CS147 A5

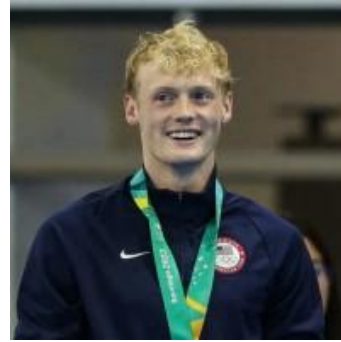
Prototypers



WHAYDEN



CHRIS



JACK



CALVIN



Value Proposition

Giving improvisers an enjoyable, easy, and freeform way to prepare themselves for their journeys.



Problem? Solution.



Overview

Made for the busy: People that want to learn about a new place or an upcoming event through various forms of media and don't want the hassle of searching through streaming services, libraries, or newspapers.

Finding the right thing to watch, read, or listen to has become a chore in itself, taking away from the activity.

Providing tailored recommendations using calendar data and self described preferences to allow them to find relevant and quality content quickly.



Solution, continued.

Travel

We would provide people with inspiration, cultural relevance, and education about upcoming new destinations so that users can better enjoy their experience.

Other events

Similar to travel, providing accessible background information to users before they embark on their experience.



Roadmap

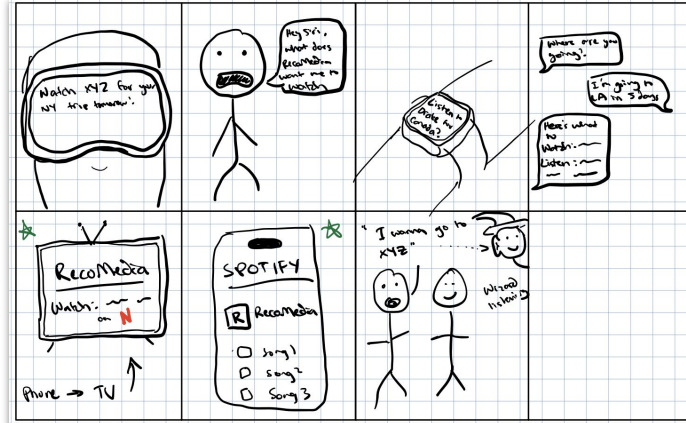
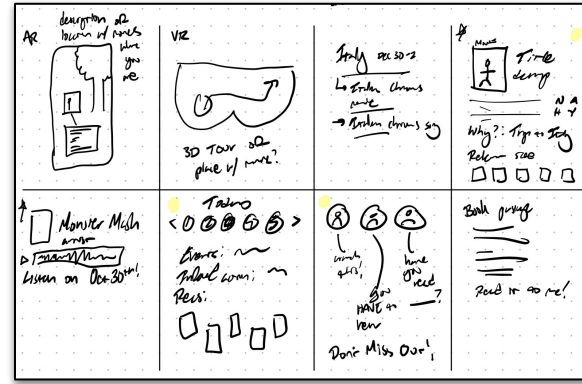
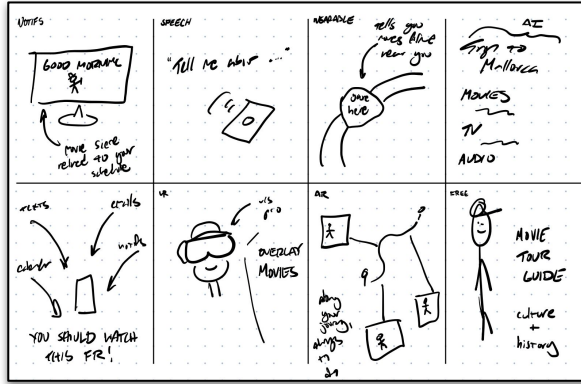
1. Sketching Explorations & Selected Interface
2. Low-Fi Prototype & Testing
3. Results & Discussion



Sketching Explorations

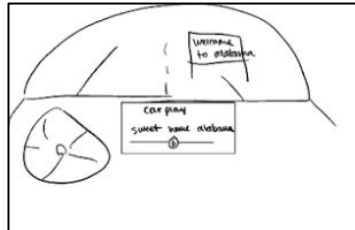
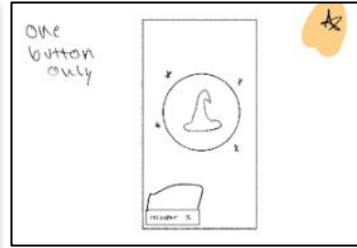
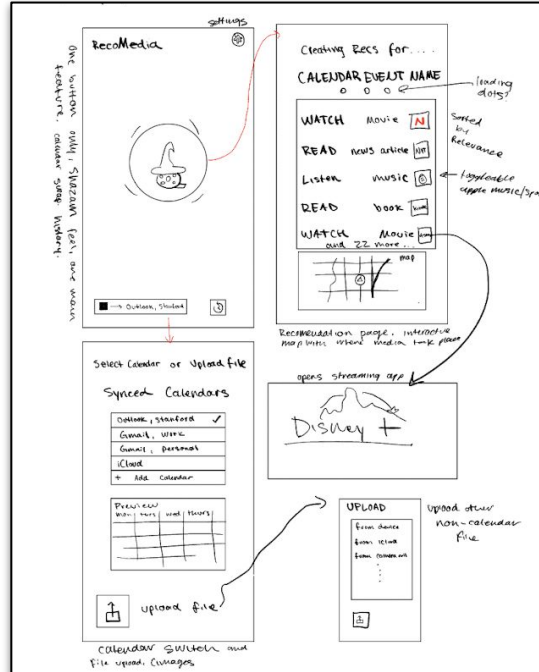


Sketching Explorations (cont.)

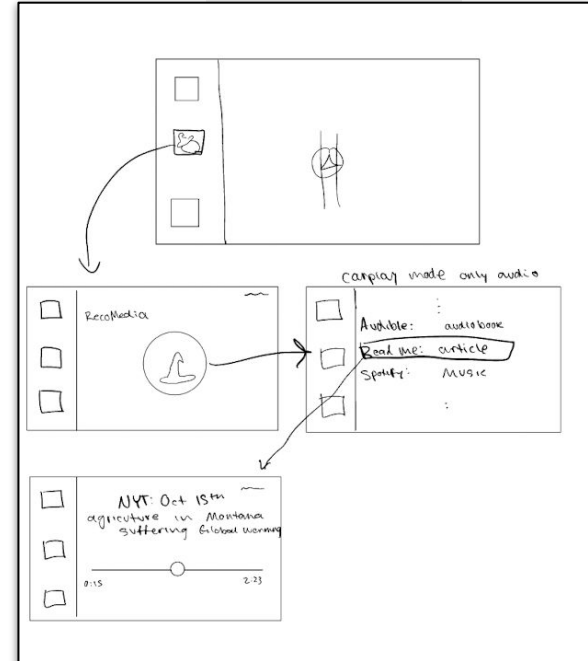


Two Realizations

App interface



Apple Carplay



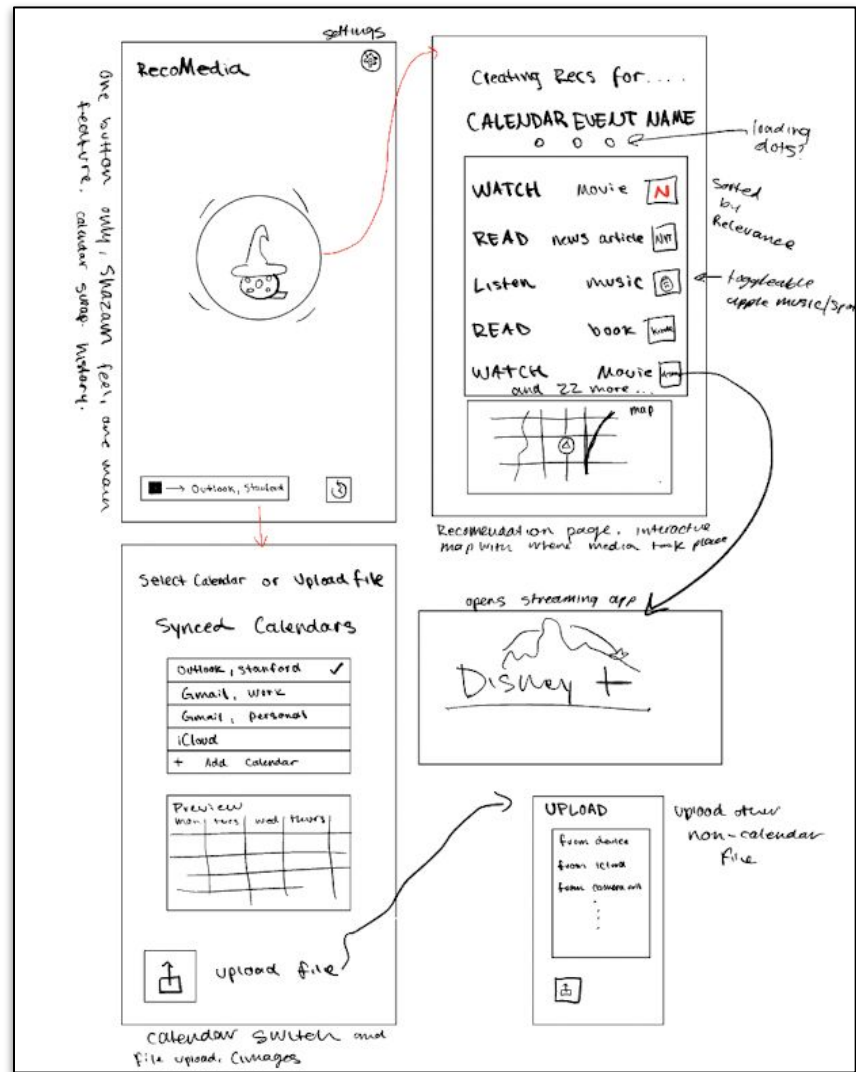
App Interface

Pros:

- Clean, minimal landing page.
- Creating recommendations page is organized by relevance
- Calendar syncing settings is the second read, changing the source that the recommendation is made on.

Cons:

- Potentially too much white space
- Upload file option may be difficult to implement.
- If there are many events on the calendar, it may be difficult for users to receive the recommendations that they actually want



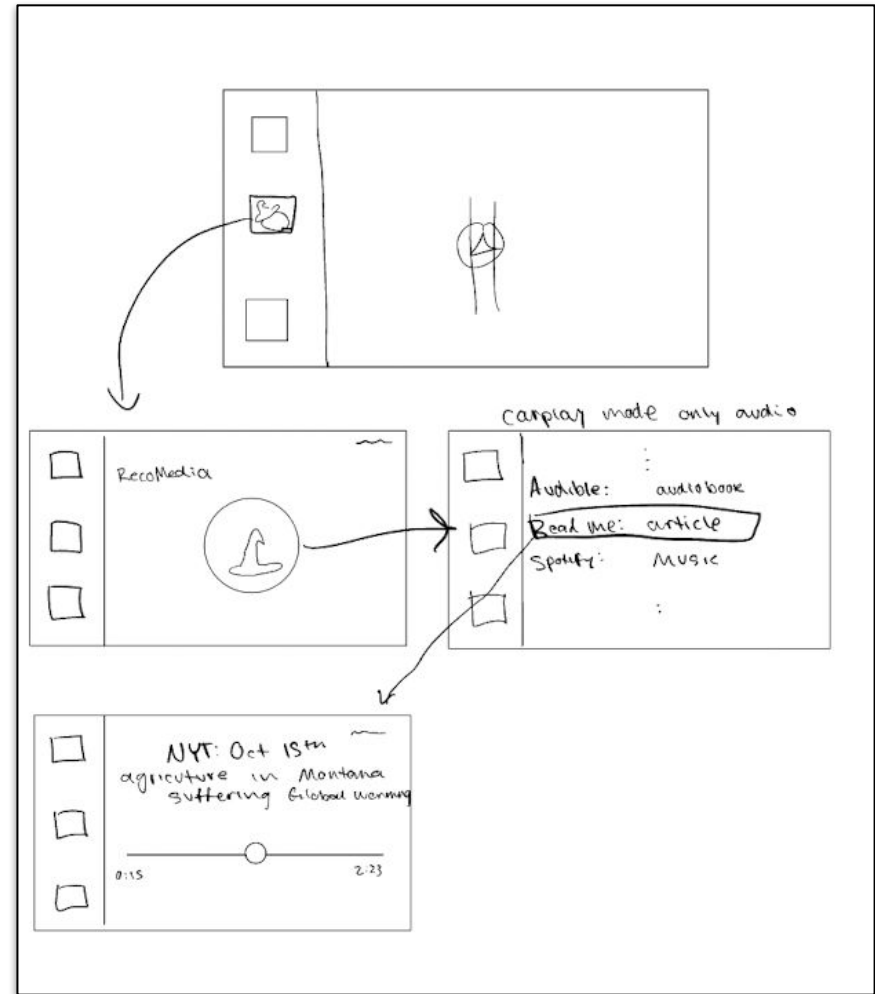
Apple Carplay

Pros:

- Timely and relevant to current location, giving just in time recommendations
- Lots of audio solutions for entertainment (audiobooks, podcasts, music)
- Fills a need for in-car entertainment

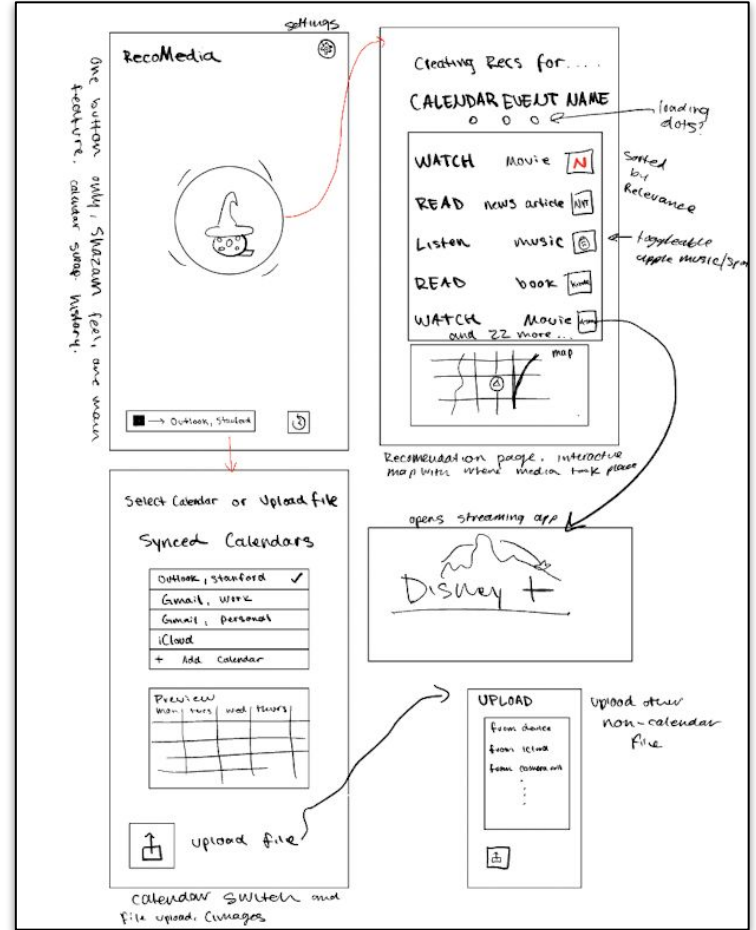
Cons:

- Loses the planning aspect, media is consumed during the journey
- Movies, TV, YouTube all not possible
- Process of choosing media may be distracting in CarPlay interface



Winner:

App Interface



Selected Interface & Rationale

Findings - why an app?

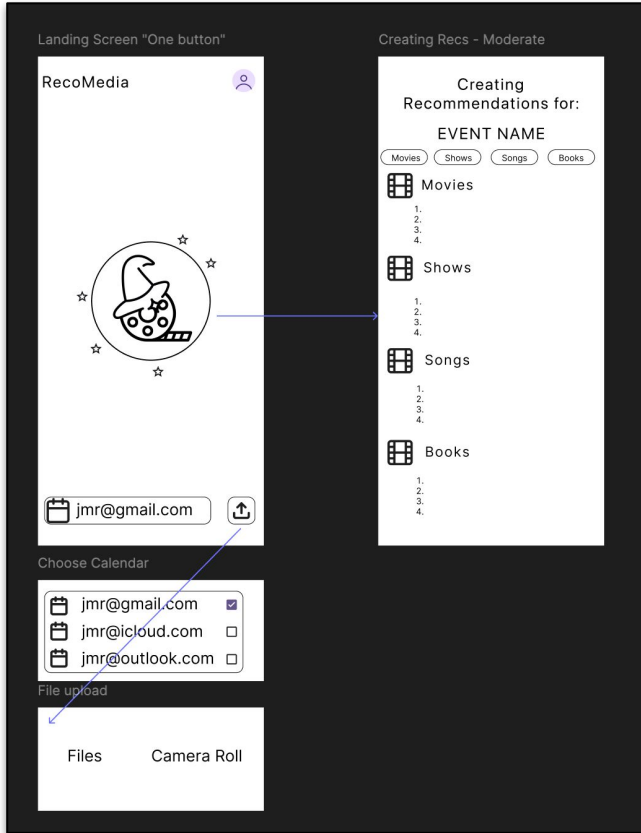
- Widely accessible
- Easy browsing experience
- User familiarity

Data

- Apple CarPlay is widely adopted (98% of cars sold have it)
- However, most CarPlay apps are extensions of a mobile app

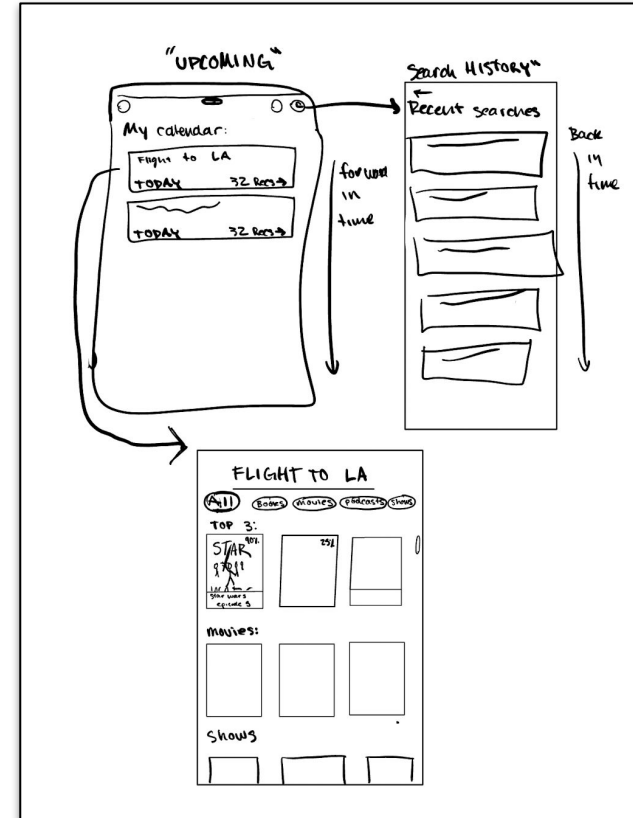


First Prototype Construction



Initial “sketches” in Figma was overdoing it. Hard to tweak and play with different ideas quickly

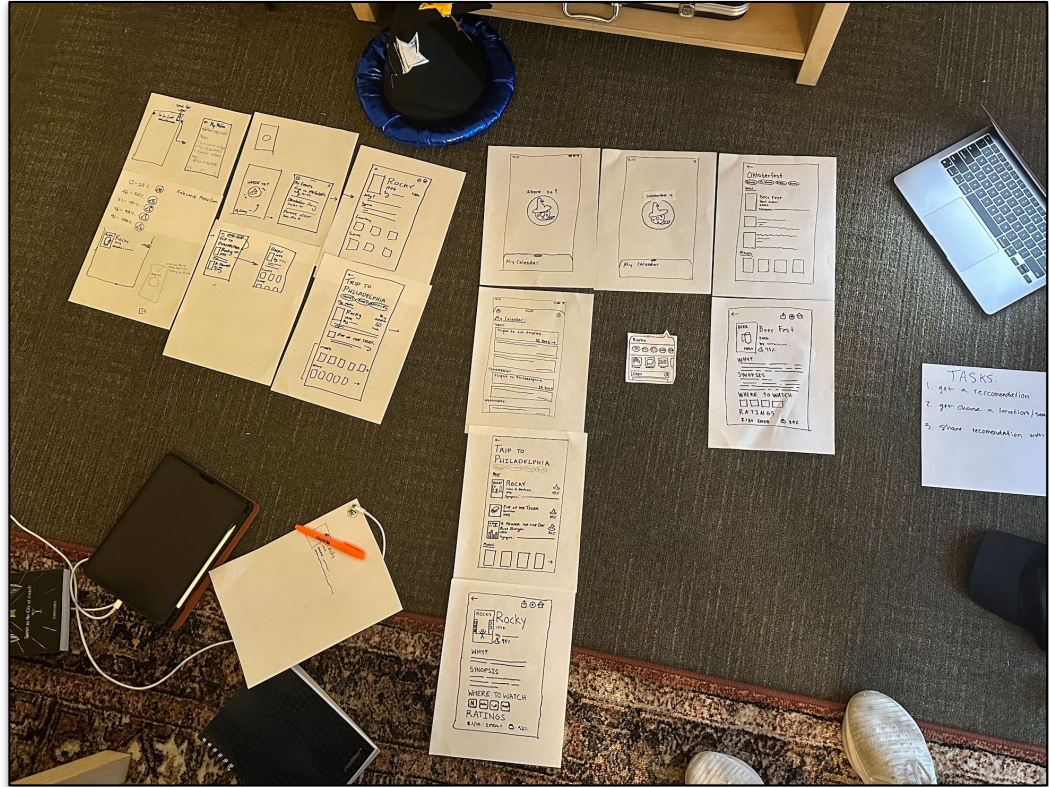
Committed to specific design elements too early without considering if it was what we wanted.



Second Prototype Construction

Paper > Figma for rapid ideation.

Played around with many different interface ideas before settling on our task flow



Task Flows



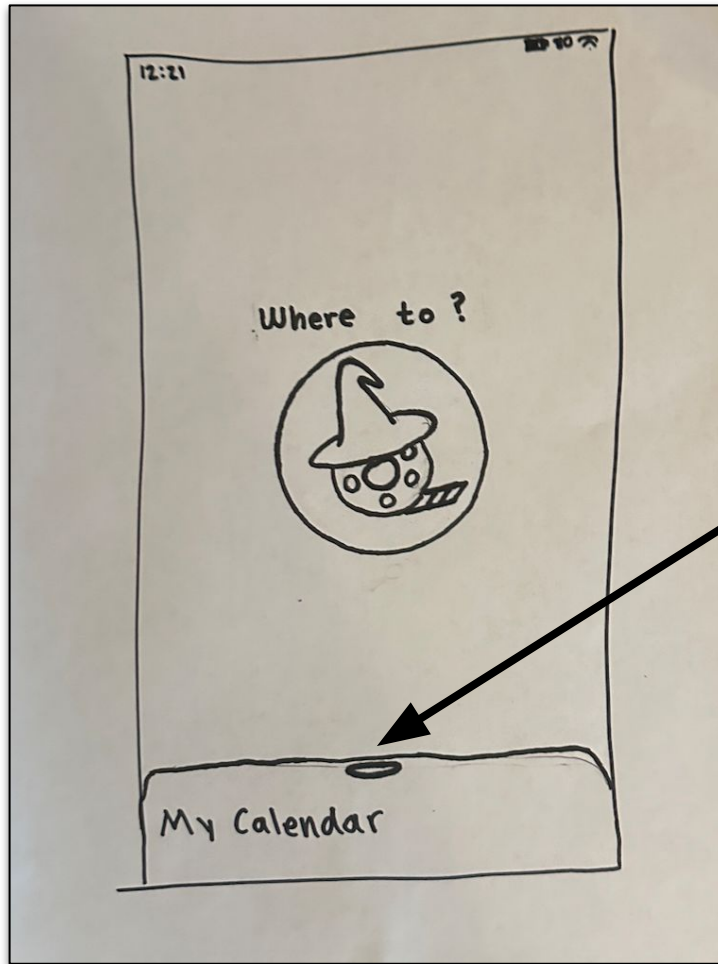
Simple Task Flow

Getting a recommendation
from synched calendar.



Task 1:

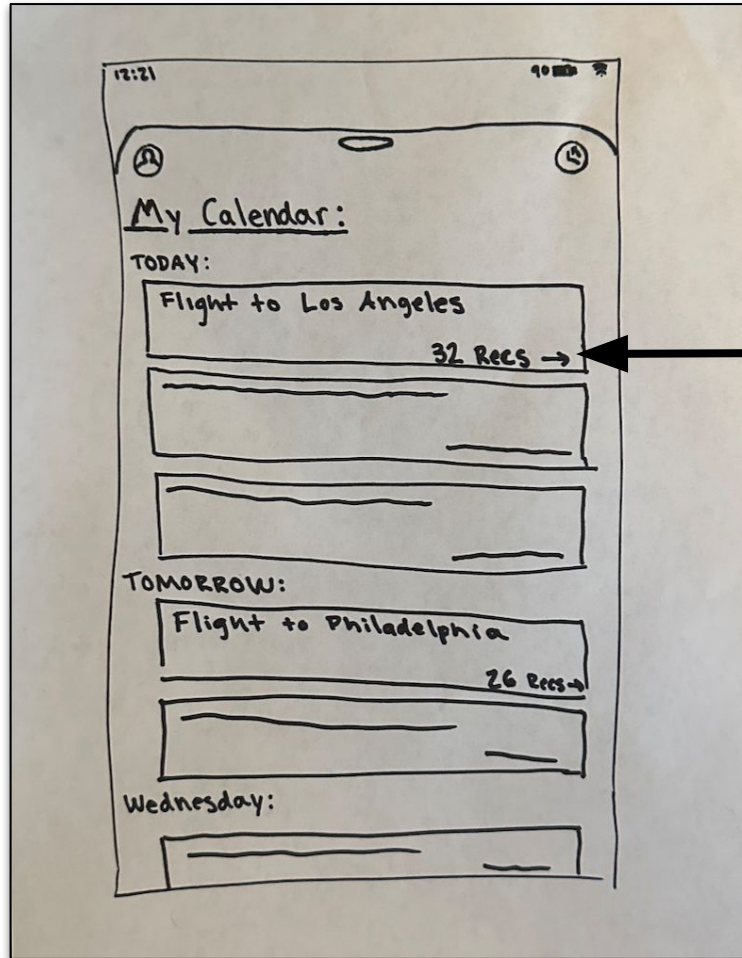
Getting a recommendation
from synched calendar.



Calendar swipe-up
menu

Task 1:

Getting a recommendation from synched calendar.



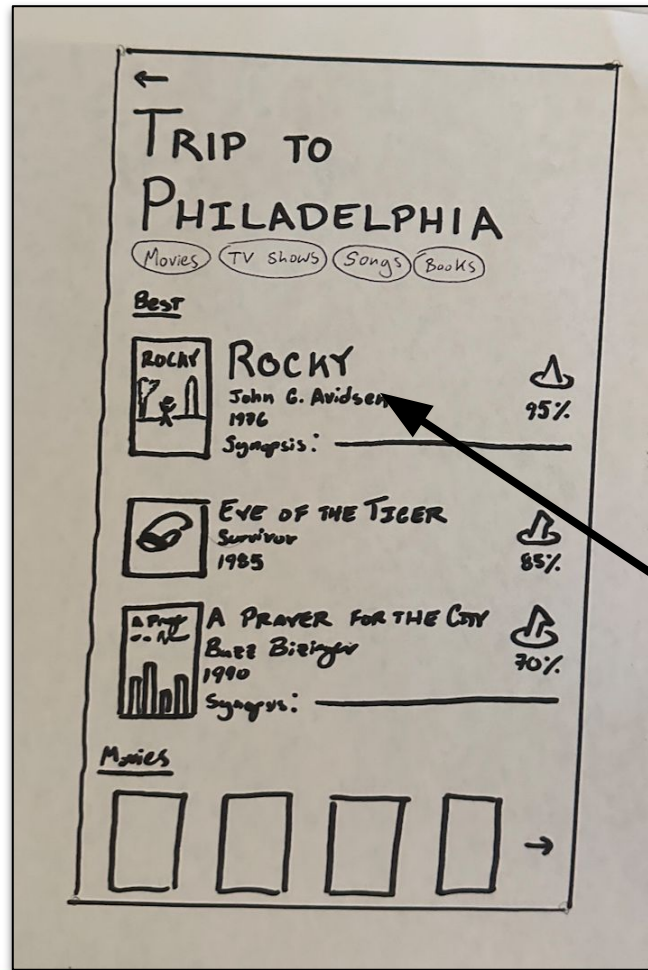
Calendar lists upcoming events that have been synched.

Tapping on one event will show recommendations

Animates as a "slide over"

Task 1:

Getting a recommendation
from synched calendar.



Recommendations
Tab.

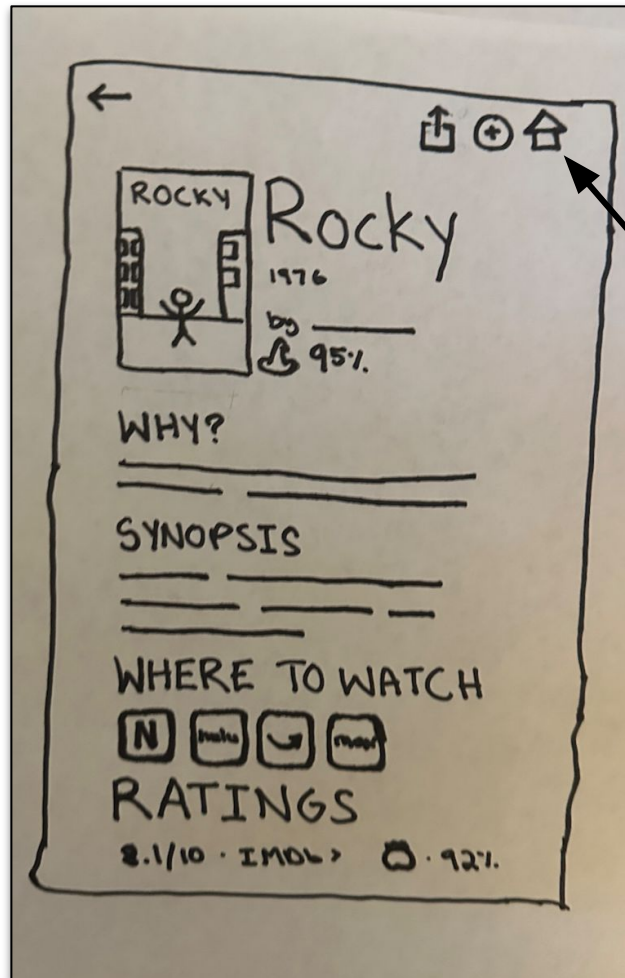
Sorted by “relevance”
to the trip.

Toggles for various
media types.

Inspect one
recommendation by
tapping.

Task 1:

Getting a recommendation from synched calendar.



Individual Recommendation.

Home button returns users back to the "where to?" page

Moderate Task Flow

Searching for a location or event.



Task 2:

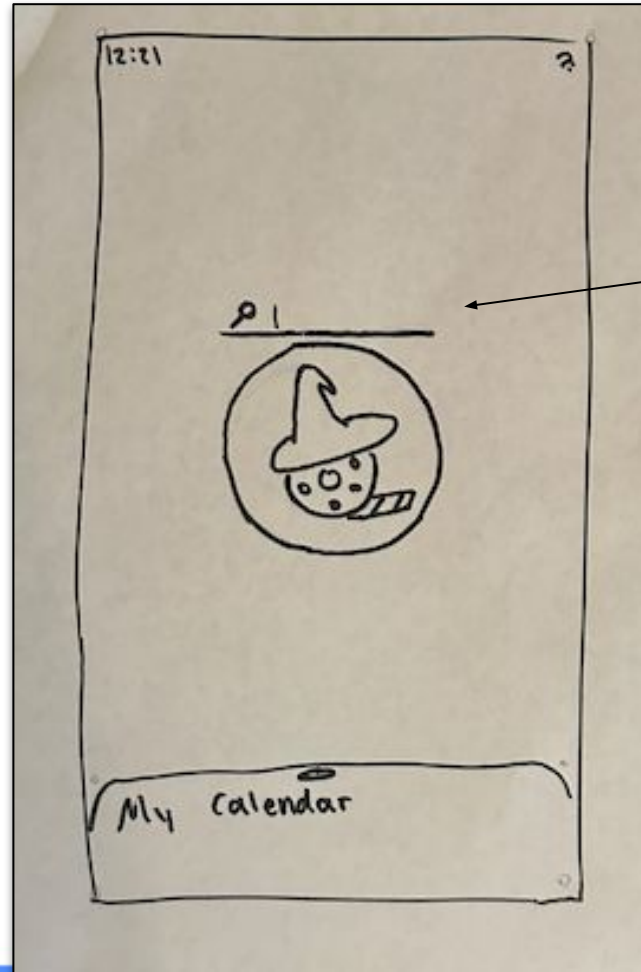
Searching for a location or event



Clicking on the text opens up the search option.

Task 2:

Searching for a location or event



Search bar
replaces text.

Task 2:

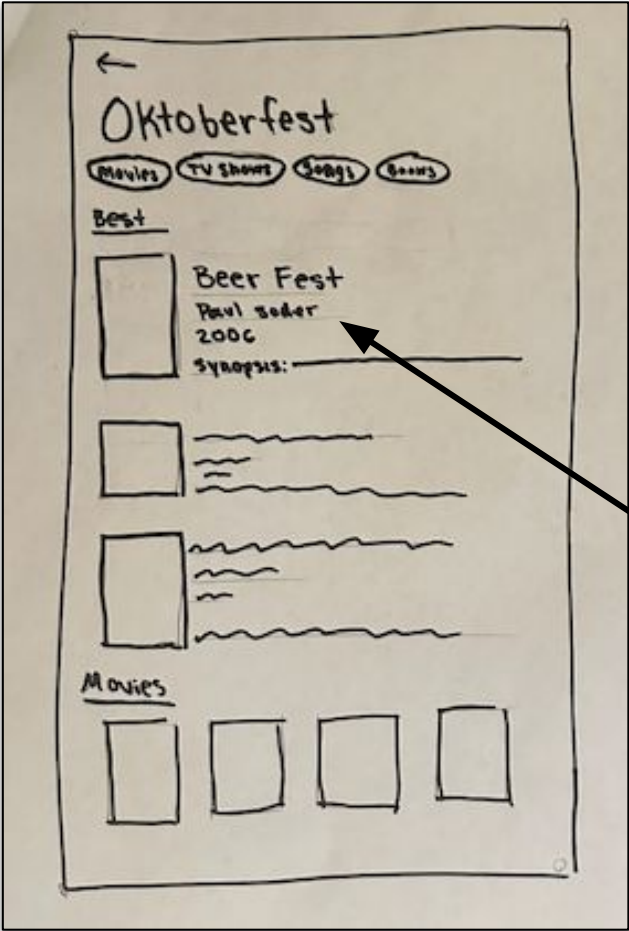
Searching for a location or event



User "types" in
search for
Oktoberfest

Task 2:

Searching for a location or event



Search results.

The movie “Beer Fest” is shown as the most relevant.

From here the actions are the same as the calendar navigation.

Tapping the movie will show more details.

Task 2:

Searching for a location or event



Details for movie.

Complete with share and home button.

Task 2:

Searching for a location or event



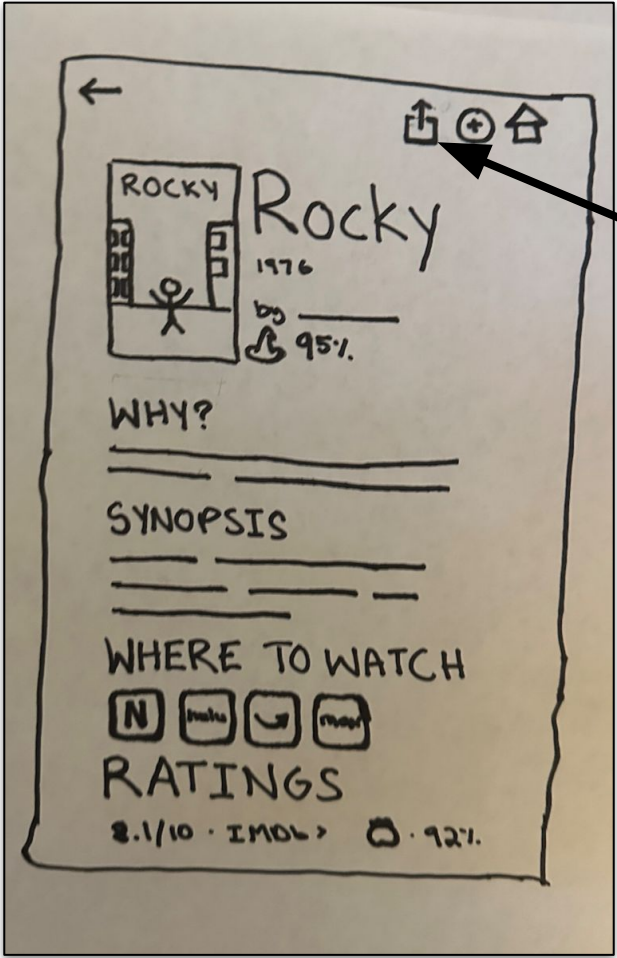
Share options

Complex Task Flow

Sharing a Recommendation.

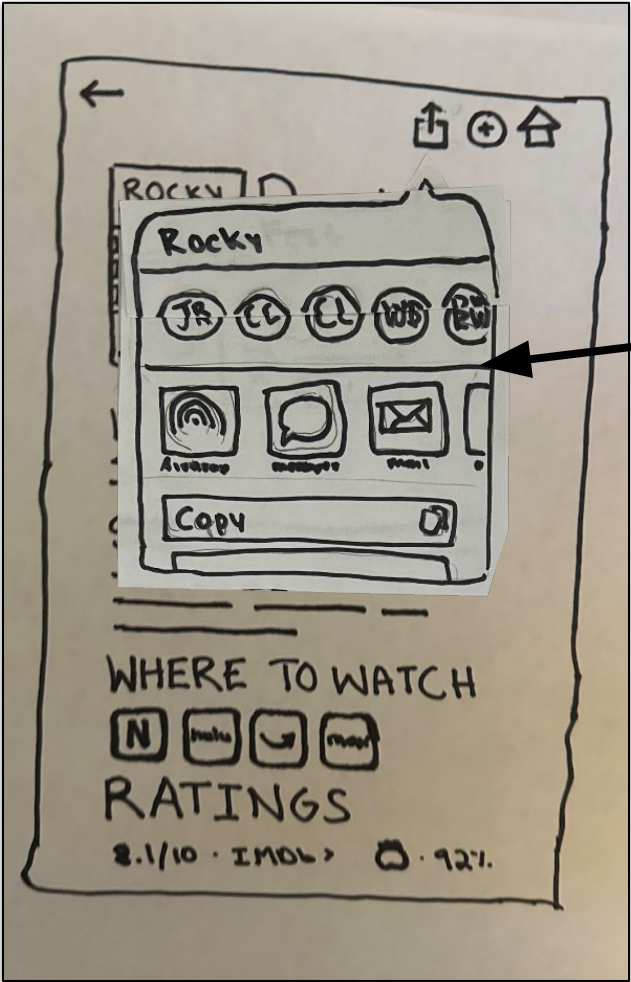


Task 3:
Sharing a Recommendation




Dropdown
share menu

Task 3:
Sharing a Recommendation



Sharing
options (IOS)

A decorative graphic on the left side of the slide consisting of two overlapping squares. The bottom-left square is a dark blue, and the top-right square is a lighter blue, creating a cross-like shape.

Testing Methodology

Usability Goals

Serendipitous

We want users to feel delighted by media related to their journeys

Smooth

The experience should be easy, understandable, and quick



Key Measurements

- Time to complete each task
- Navigation tally
 - How many times a navigation button was clicked
- Number of “misclicks”
 - How many times a user clicked an inactive element





Jamie

Early 20s, Philosophy Grad

Seattle, WA

Facilitator: Whyden

Computer: Chris

Observer & Notetaker: Calvin



Jamie's Insights

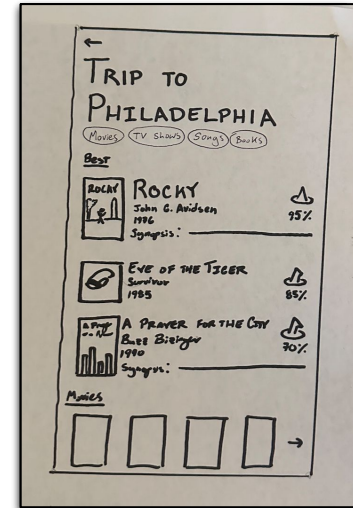
- Initially thought "Where to" referred only to physical locations

"I wouldn't have thought that I could look up something like an event like Oktoberfest."

- Concerned about scrolling through many dates in a compact view
- Appreciated mixed media but felt more clarity was needed

"Is this supposed to be Eye of the Tiger, the song? But then there's movies here."

- Would like feedback from other users on how relevant the recommendations were to trips





Diego

Early 20s, Stanford Student

Los Angeles, CA

Facilitator: Jack

Computer: Calvin

Observer & Notetaker: Chris



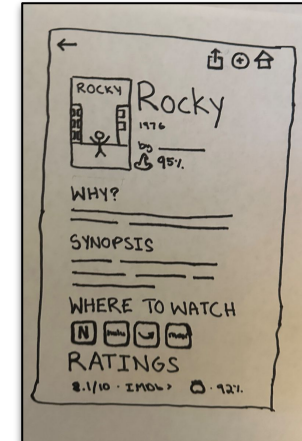
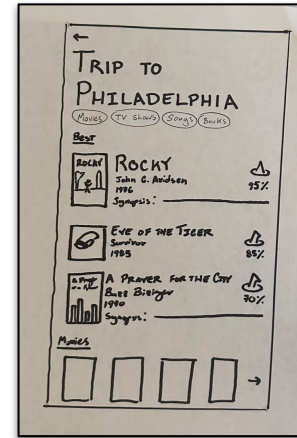
Diego's Insights



- Struggled with search clarity (region-specific vs. global)
- Couldn't distinguish media (e.g., movies) from events

"Maybe if it had a movie poster, it would be clearer."

"If I search Oktoberfest, does it show related stuff for all places or just one?"





Ben

Early 20s, Physics Grad

Atlanta, GA

Facilitator: Whyden

Computer: Jack

Observer & Notetaker: Calvin



Ben's Insights



- Felt the home screen was too minimal

"Maybe if we can have something like an automatic recommendation for a random place."

- Found the calendar straightforward and easy to navigate
- Liked the relevance meter indicating how well recommendations matched the trip
- Appreciated the "Why" section and detailed information for each recommendation

"The 'Why' is amazing... the synopsis and where to watch, this is a great touch."





Alex

Early 30s, Father

Redwood City, CA

Facilitator: Chris

Computer: Calvin

Observer & Notetaker: Jack



Alex's Insights



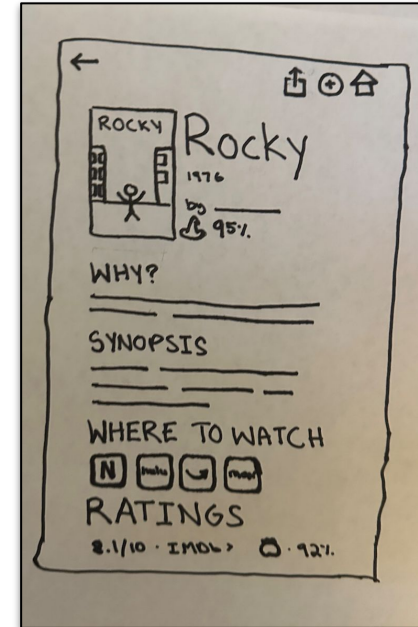
- Sees the app as helpful for planning trips, especially to new cities

"If I'm going to Vegas, maybe I should watch a movie about Vegas or find out where to go."

- Suggested expanding search results to include relevant real-world locations

"I'd look for restaurants or specific places tied to the recommendations, like in Vegas or San Diego."

- Had difficulty recognizing the search bar



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Testing Results

Usability Goals

Serendipitous

We want users to feel delighted by media related to their journeys

Smooth

The experience should be easy, understandable, and quick



Usability Goal Key Measurements

Time to complete each task

Task	Average Time
Get a recommendation	~40s
Search for a location/event	~60s
Share a recommendation	~15s



Usability Goal Key Measurements

Navigation Tally

Task	Average # of Navs
Get a recommendation	~2 navigations
Search for a location/event	~3 navigations
Share a recommendation	~1 navigation



Usability Goal Key Measurements

Number of Misclicks

Task	Average # of Misclicks
Get a recommendation	~1 misclick
Search for a location/event	~2 misclicks
Share a recommendation	~1 misclick



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Discussion

Implications / Big Picture



Many users struggled with understanding how the search function worked (trip? event?)



Several users wanted to go beyond just media and get location-based details, such as restaurants or landmarks



More context & differentiation needed in the recommendations to help users understand what they were seeing



Changes we will make

1. Revamp search functionality
2. Enhance the home screen
3. Integrate real-world locations with media



Things testing didn't reveal

1. Actual, personalized recommendations (can't draw up a screen that quickly)
2. Animations to draw the user's eye
3. Who they would share their recommendations with





Thanks!

A decorative graphic on the left side of the slide consisting of two overlapping squares. The bottom square is a dark blue, and the top square is a lighter blue, shifted slightly to the right and up.

Appendix

Full list of pros

Pros:

- Clean, minimal landing page.
 - Simple task is emphasized, first-read, getting a recommendation is the easiest and most prominent action that can be taken.
- Calendar syncing/swapping settings is the second read, changing the source that the recommendation is made on.
- History/past recommendations immediately adjacent to calendar swap.
- Settings toggle where our user base would expect it to be (top right corner).
- Creating recommendations page is organized by relevance, most common and best suited recommendation comes first.
 - First recommendation in the list is the best, good design fundamental of having it be the first read.
- Interactive map that shows where the media recommendation is set in, was filmed at, ect.
 - Nice feature for the user to see exactly where they will interact with the media they consume in the real world.
- Including the READ, WATCH, LISTEN categories to filter media is a nice way to help users sort through what they actually want



Full list of cons

Cons:

- Potentially too much white space, minimalism can be taken too far in some situations.
- History/past recommendations tab may need to be larger. That may be a more commonly used button than the UI is designed for.
- Upload file option may be difficult to implement. Having an LLM read a file is not super accurate all the time and could increase recommendation time.
- User may not want to go through extra steps of manually uploading files
- If there are many events on the calendar, it may be difficult for users to receive the recommendations that they actually want (eg, they want a rec for a their upcoming trip to france, and not as much for their upcoming trip home)
 - Could benefit from a way to select specific upcoming event



Preparation for testing

Introduction + Background

“Hi, my name is _____. Thanks for taking the time to test with us. So today we will be running through a quick user test for the lo-fi prototype of our app, RecoMedia. Before we dive into the test, here’s some quick background on our app. RecoMedia offers personalized media recommendations for you based on upcoming trips or events in your life. We hope that people would leverage this app to build excitement and familiarity about a new place or event before going. You can think of it as proactive assimilation through media.

We will prompt you with a few basic tasks that you should aim to “complete” by pressing the imaginary buttons on our prototype. Each action you take will either be followed by a new screen that is a response to the button, or if we have not implemented it yet, we will let you know to try something else. If possible, we would like you to try and speak out loud as you move through our app so that we know what you are thinking.

To start off, I would like you to search for a location or event...”



Organized log of critical incidents

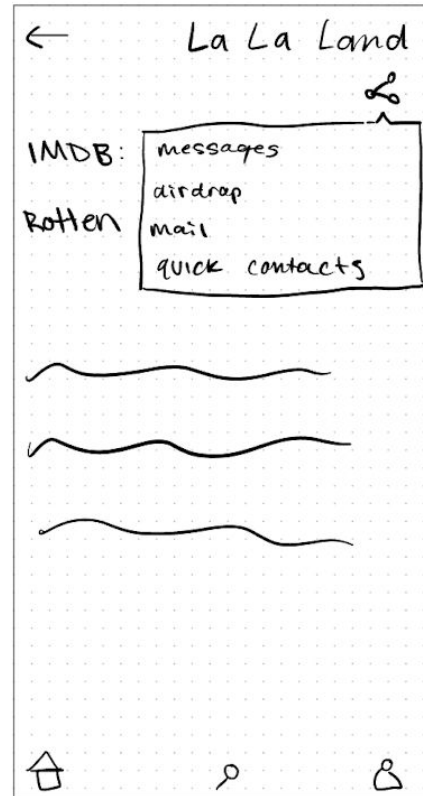
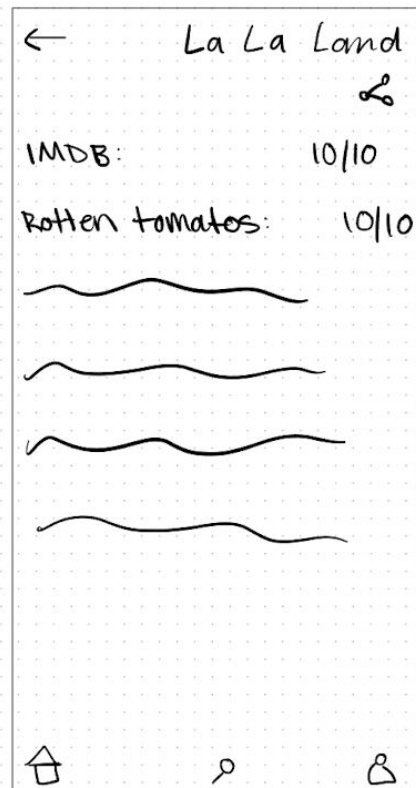
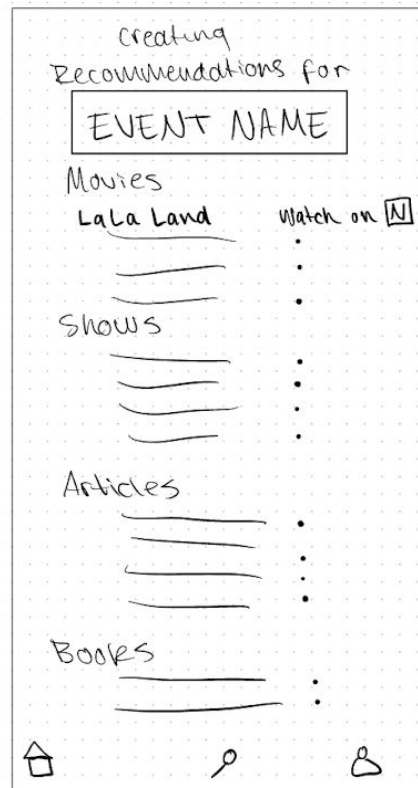
Incident	Description	Severity
Search Scope Confusion	Jamie struggled to understand whether the search was regional (specific to their trip) or global (searching everything).	3 (Major usability problem)
Lack of Visual Cues (Media vs. Events)	Diego couldn't easily distinguish between media types (movies, events, etc.) due to the lack of visual cues like movie posters.	2 (Minor usability problem)
Home Screen Minimalism	Ben and Alex found the home screen too simple, suggesting it needed more dynamic content or visual engagement to be more inviting.	1 (Cosmetic problem)
Unclear Navigation Actions	Alex was unsure about what to click on certain pages (e.g., after selecting Rocky). They were not sure if additional interaction was required, leading to a slower task completion.	2 (Minor usability problem)



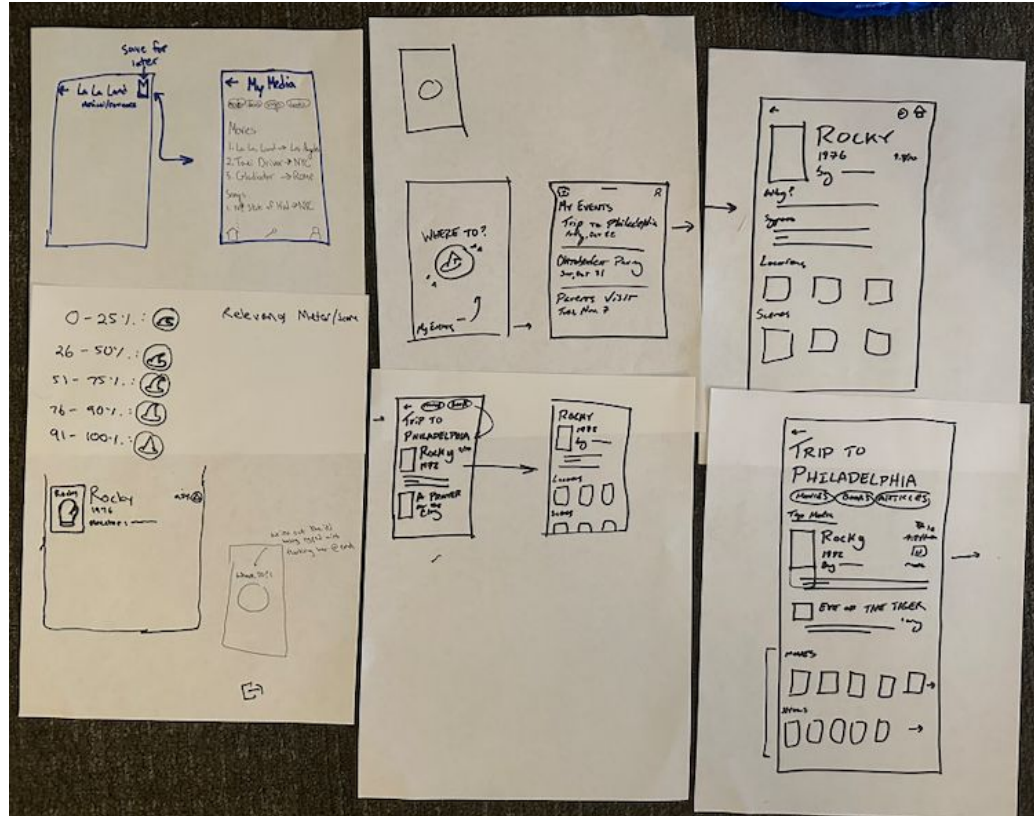
Incident	Description	Severity
Calendar Navigation Confusion	Jamie and Ben had some confusion about scrolling through the calendar when there were many dates.	2 (Minor usability problem)
Positive: Relevance Meter Well-Received	Ben and Alex both praised the relevance meter feature	0 (No problem)
Positive: Calendar Experience	Ben found the calendar easy to use and appreciated its straightforwardness.	0 (No problem)
Expectation for Location-Based Recommendations	Alex wanted more recommendations tied to real-world locations from movies or shows (e.g., bars or restaurants featured in the films).	3 (Major usability problem)
Search Feature Not Easily Discoverable	Diego and Alex mentioned difficulty finding the search feature quickly	3 (Major usability problem)
Missing Action Prompts for Sharing	Some users (e.g., Alex) were unclear on how to share recommendations	2 (Minor usability problem)



Pre-revision Prototyping Sketches



Pre-revision Prototyping Sketches (cont.)



Pre-Revision Task Flows

Slides following this page are the pre-revision task flows

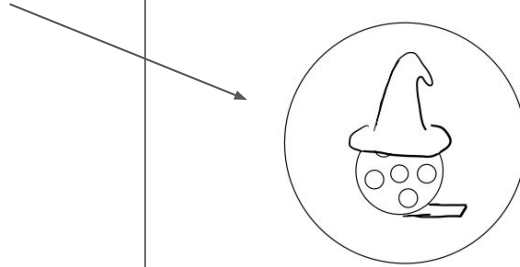


RecoMedia



Task 1:
Getting a recommendation

Big button gives recommendations



 jmr@gmail.com





creating
Recommendations for
EVENT NAME

Movies

La La Land watch on ☒ N

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•

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Shows

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Articles

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Books

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Task 1:
Getting a recommendation


Task 2: Sharing a Recommendation

Clicking on title will show more information

Creating Recommendations for
EVENT NAME

Movies

Lala Land

Watch on 

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Shows

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Articles

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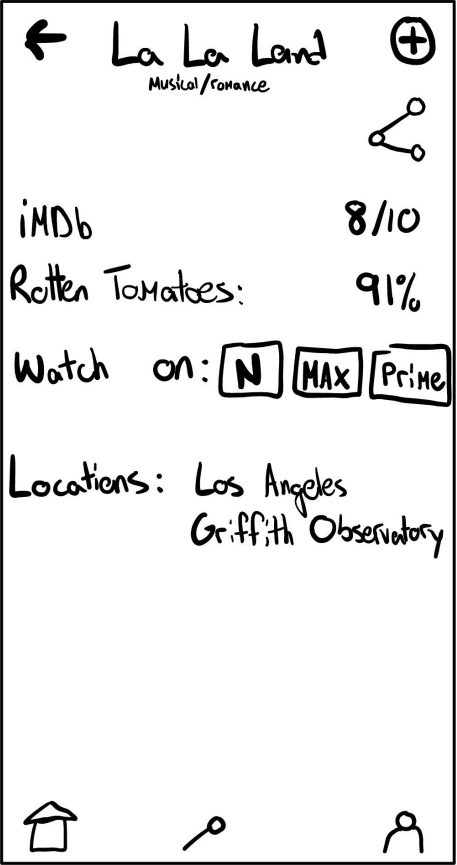
Books

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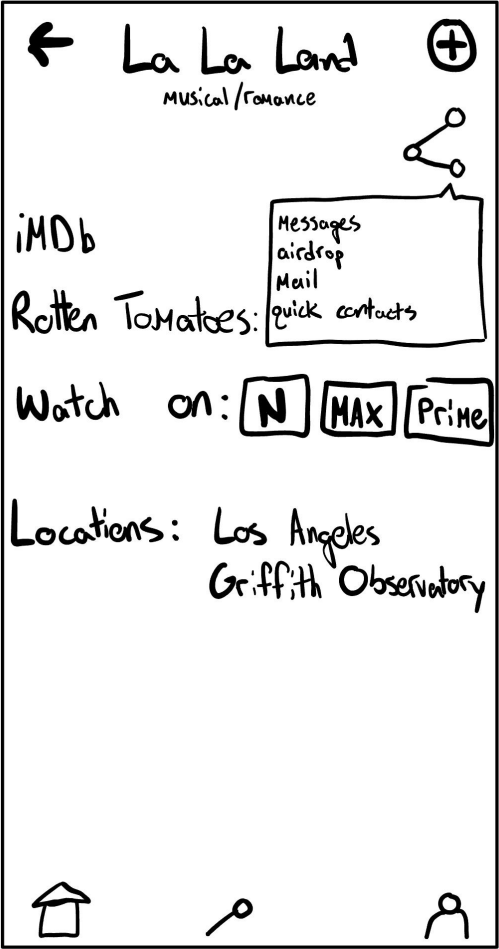
Task 2: Sharing a Recommendation



Dropdown
share menu



Task 2: Sharing a Recommendation



Multiple sharing options



Task 3: choose location / give location



Click on search
to get locations



Q

Suggested:

Oktoberfest (+trending) ↗

Los Angeles

History:

Hawaii

x

San Francisco

x

US Open

x



Search bar to enter location

Or receive suggested locations



Q Philadelphia

☐ Rocky
1976

Movie

☐ It's Always Sunny
in Philadelphia

TV

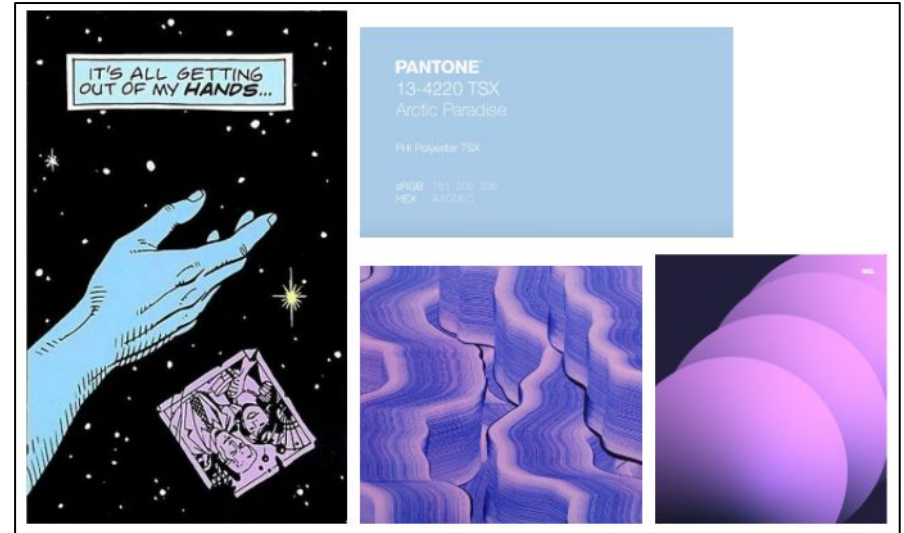
☐ A Prayer for the
City

Book

User is shown
recommendations
relevant to
locations



Mood Boards from Wednesday Lecture



Second Mood Board

