



A8: High Fi Prototype Check In

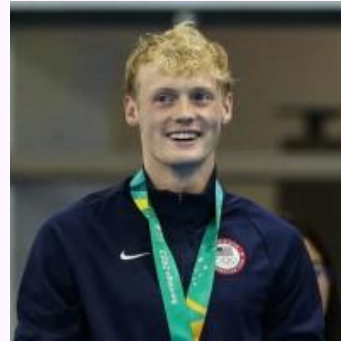
RecoMedia Team



WHAYDEN D.



CHRIS K.



JACK R.



CALVIN L.



Value Proposition

Providing improvisers an enjoyable, effortless, and freeform way to prepare themselves for their journeys.



Problem?

Solution.



Overview

Experiences are better when you are prepared for them, but planning isn't enjoyable for everybody.

RecoMedia is designed for the spontaneous, and to fit the spur of the moment. We make planning feel unobtrusive and easy. Watching media related to an upcoming trip/event is a great way to hype yourself up, learn about your destination, or inspire the next excursion. We aim to provide users with inspiration, cultural relevance, and education so that they can better enjoy their approaching experience.



Solution, Continued

Travel

We provide people with inspiration, cultural relevance, and education about upcoming destinations so that users can have a more enjoyable experience and feel comfortable with the location before going there

Other events

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



Outline

01 Heuristic Evaluation
Summary

02 HE Inspired Changes

03 UI Updates

04 Hi Fi Prototype Status

05 Demo

06 Appendix



01

HE Results



Total Violations
89

Severity 0-2:
56

Severity 3-4:
33



Most Common Violations

17%

H4: Consistency and
Standards

13%

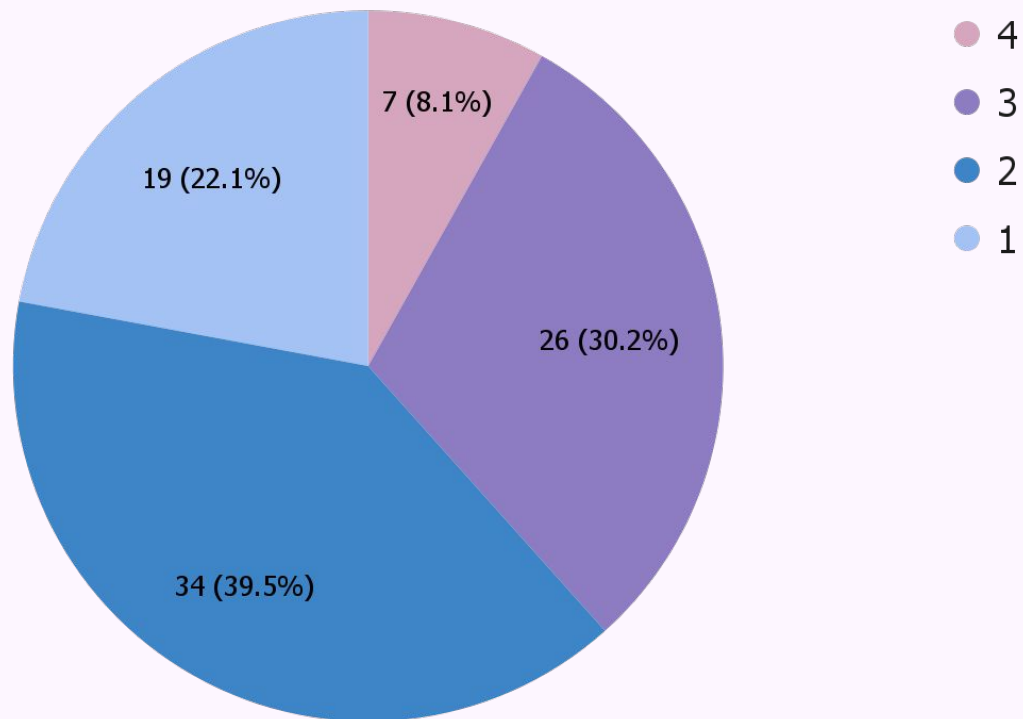
H8: Aesthetic and
Minimalist Design

12%

H7: Flexibility and
Efficiency of Use



Severity Breakdown



Violation Trends

The most common violations had to do with these features of our app:

- Home Screen – Search bar and magic button functionality
- Calendar Issues
- Navigation Problems

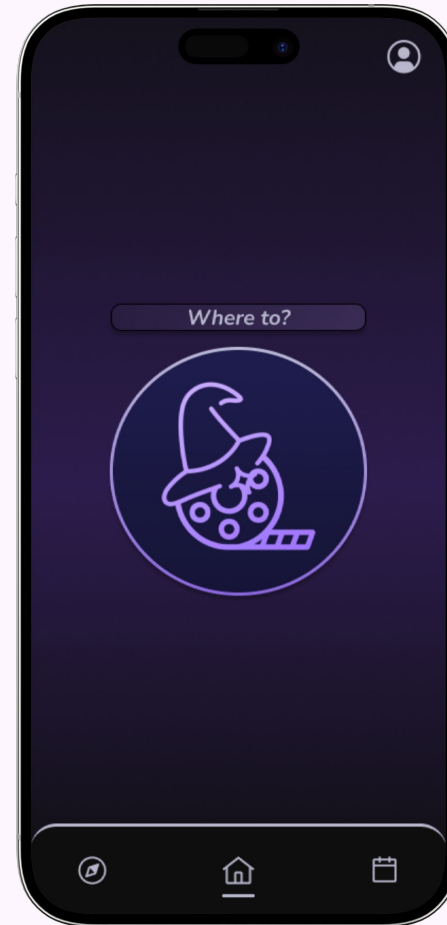


Home Page

Magic Button and Search

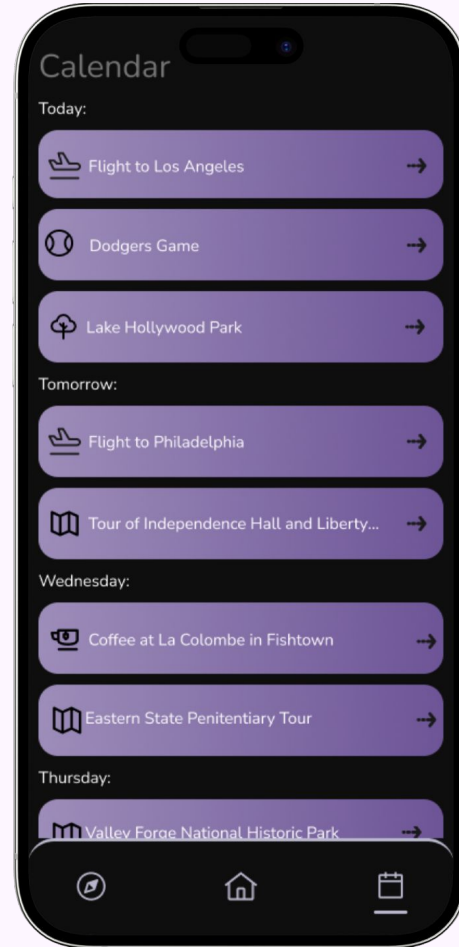
Magic button and search functionality seemed to be unclear for users:

- H2: Unsure what to put in the search bar, unclear what fields are acceptable”
- H7: Not working RecoMedia Magic button
- H12: Make the search button/feature more transparent and visible
- H10: RecoMedia Magic button not clickable till after search
- H2: It is unintuitive that the big round button means search. After typing in an event/destination, the users might look for a smaller symbol such as a search symbol near the text input area to search.
- H10: No documentation for main button



Calendar Page

- H7: Unclear how to input events to calendar
- H7: Calendar viewing is difficult, especially if event you are searching for is far away in time
- H6: Need more clarity on calendar page as to what specific Monday, Tuesday, etc. that day is
- H5: Unclear how to unsync calendar after you choose one.
- H9: No evident handling of error syncing calendar



02

HE Inspired Changes



Changes overview

We recognized 33 HE violations with severity 3-4:

We categorized them and of those:

- 7 were generic recommendations for fixes we had already planned but were out of the scope of our Med-Fi
- 16 were great recommendations that we should 100% incorporate
- 8 were solid recommendations that we communicated about and discussed necessity and feasibility

Of those they can be categorized as follows:

- Search/Magic Button Feature
- Calendar Problems
- Navigation Problems
- New Feature Requests
- Things We Didn't Get To



Search/Magic Button

H7: Magic Button Not Working

Would be fixed by final implementation.

H2: What can we search?

What fields are acceptable, unclear what the user is allowed to search for.

H12: Make search button more visible

Aside from main button

H10: Button works only after search

Random suggestion feature was not implemented

H2: Big button as search = unintuitive

Doesn't align with stereotypical uses of a search button

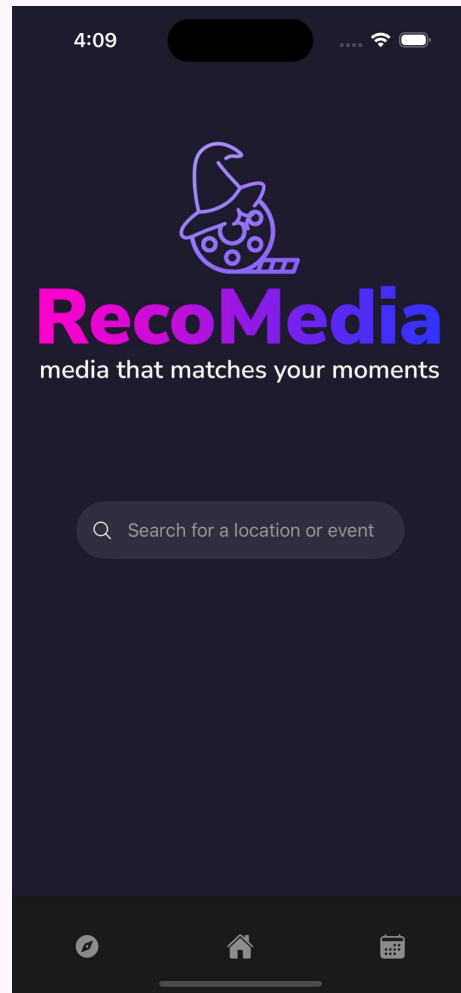
H10: Documentation For Button

Was planned, but we had no documentation at the time

Search/Magic Button

Our Solution?

Remove the Big Button



Calendar Issues

H2: Confusion over calendar functionality

Either create a native calendar to allow users to input directly, or bolster tutorial, add greater saving options.

H5: Unclear how to unsync calendar or handle sync error

Add options to switch calendar or unsync it, add error handling

H7: Calendar viewing is difficult

If event is far away, there would have to be lots of scrolling, so instead, change the calendar to a traditional calendar-grid view

H6: More clarity on dates for upcoming days

A grid-based Calendar view would alleviate this issue. That view is also provides better affordances when people think of a Calendar, H2.

Navigation Issues

H3: Lack of working “X” on Oktoberfest

Would obviously be fixed in our React Implementation

H1: Bottom navigation bar disappears on profiles page

Retain the navigation bar on the profiles page.

H3: Calendar page doesn't have a back button

Added Back Button to Calendar Page

H3/H4: Near me page has unintuitive button

Changed main screen navigation to slide or use bottom tab (Snapchat)

New Changes

H10: Lack of communication of purpose/vision.

Home page failed to convey the mission/use of the app, so we have added our tagline under the logo.

H3: In most screens, “back” or “X” button is too close to top

Edited our margins to ensure our top buttons were properly spaced from edges

H11: Descriptions clutter the recommendation screen

Content descriptions were clunky and took up too much space when multiple were present. Moved to the expanded view page.

Planned Changes

H12: No profile page

Was not in the scope of our tasks or Med-Fi, but our profile page will be built with username, personalization features, etc.

H6: Search history

Will be added either as drop down from search feature or within profile page/settings.

H6: Already watched

We have been brainstorming ideas for this, could have “watched” and “unwatched” in profile page, could add “watched”/”saved” to calendar page

H7: Options beyond top three

We have added more than Top 3, which was the entire extent of our Med-Fi prototype for each screen.

H2: Explain recommendations

Provide a blurb for how each recommendation is found and provide context for the relevance meter.

Unincorporated Feedback

H4: Inconsistency with profile menu location

We did not agree with this suggestion, as we believe that the profile menu works just fine in its current location and does not contribute to a noticeable level of inconsistency

H7: Personalization for optimizing frequent tasks

Felt a bit beyond our scope and would potentially require further AI tools for personalization.

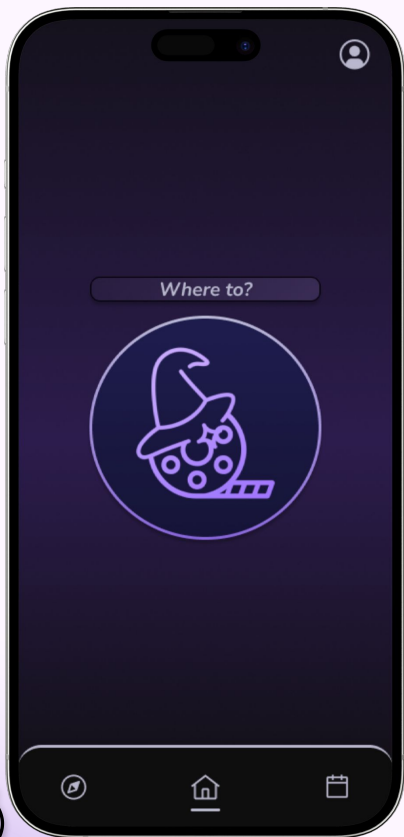
H11: Audio is inaccessible for those with hearing impairments

We understand accessibility issues and users could adjust their preferences for media on their profile, such as removing song/audiobooks from appearing.

03

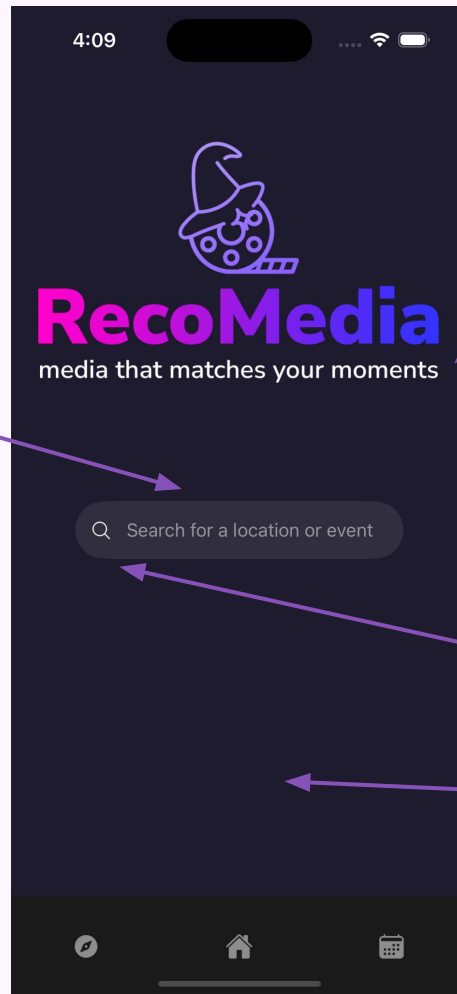
UI Updates

Home Screen Redesign



Added description to make it more clear what the search is for

Based on the heuristic feedback, we made some significant changes to our Home Screen in an effort to make Recomedia's purpose more evident to our users and limit confusion surrounding navigation



Added Recomedia tagline to reinforce our product mission

Q Search for a location or event

Search icon offers visual queue for the bar's purpose

Removed magic button

Cleaner tab bar look

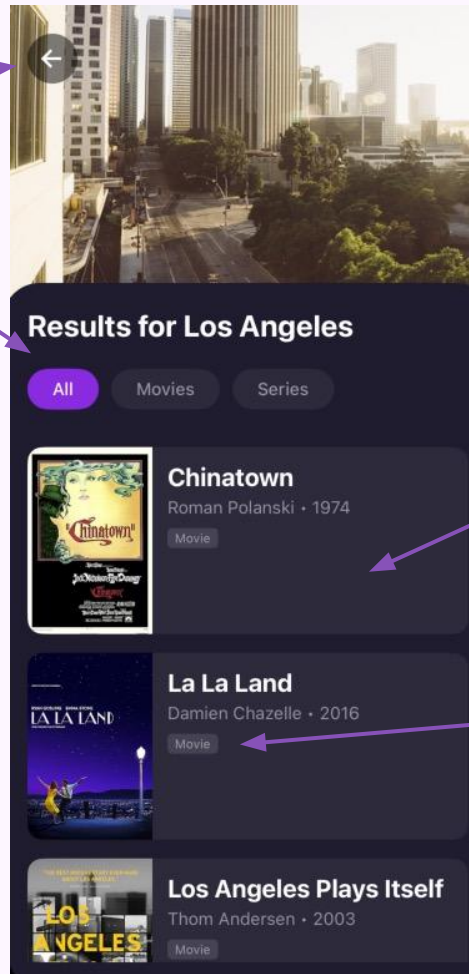
Location/Event Page



Fixed back button

Simplified filter options for now, until our app supports additional forms of media

Based on feedback, we decided to remove the lengthy media description from the location page to not overwhelm the user. When a specific media is selected the resulting page will have the description.



Removed media descriptions

Added media classification

*Relevancy score and streaming options will be added in the coming weeks



Progress Towards Usability Goals

Serendipitous:

Revamped search bar – User freedom and personalization is one of the driving forces for users' enjoyment which is what makes our search functionality so important. Improving our search area will ensure that this flexibility remains present for the user.

Removed lengthy media descriptions – we don't want to overwhelm the user with text and take away from their enjoyment

Smooth:

Our Recomedia magic button seemed to be a pain point for many users. Removing this button reduces confusion and ensures that users maintain some level of autonomy in our app.

Fixing our back and exit buttons allows for smooth navigation



04

Hi-Fi Prototype Status



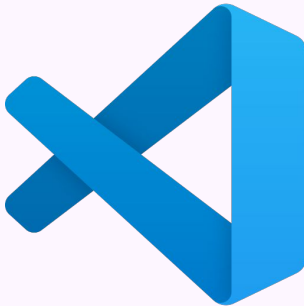
Our Tools



ChatGPT API



Claude API



VS Code



GitHub for project
collaboration



Implemented Features

Simple Task - Search For Recommendation

- Home page
- Search feature
- Loading screen as our app makes API calls
- API call to GPT for returning recommendations
- API calls to return movie posters and location images

Unimplemented Features

Calendar (and syncing)

Plans to incorporate our grid style calendar and handle syncing the calendar as well as natively editing the calendar within the app.

Explore page

Add an explore page for nearby locations of interest and events for users to browse if they don't have something specific in mind.

Specific media pages

Add additional API calls to provide relevant information for a piece of media when it is selected.

Profile page

Build our profile page that has user information and holds user preferences, as well as incorporate settings.

Techniques

Wizard of Oz

None implemented currently, everything is generated through AI or with an API.

Hard-Coded aspects

We currently have our Calendar and Explore page features blocked off of our implementation as we work on them. We plan to have everything be generative.

Plans To Finish

Week 9.5

- Build movie info page
- Begin building calendar view and research calendar syncing
 - Alternative is have calendar be entirely native
- Build profile page
 - Consider what features/categories in profile permeate to whole app
- Continue writing final report

Week 10

- Build the explore page and design it for browsing (location services)
- Complete the calendar view and determine functionality
- Final UI/aesthetic revisions
- Finish Report

05

Demo

Thanks!

06

Appendix

Implementation plan

[Link to implementation planning spreadsheet](#)

Project report - checkpoint

[Link to checkpoint Project Report](#)

Logo with text. Created for Home page and header of project report.

