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Low Fidelity Prototype Report
CSE 440
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Roles

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This report can be found online at:

http://www.cs.washington.edu/education/courses/cse440/CurrentQtr/projects/ridealong/documents/low_fi_progress_report.pdf

Introduction

RideAlong is an application designed to make ridesharing easy and convenient by connecting drivers with extra space in their vehicles with people looking for rides. RideAlong uses basic social networking paradigms to creating trust between drivers and riders to enhance the process of forming rideshares. The low-fidelity prototype that we developed is being tested with target users to identify design issues prior to developing a high-fidelity prototype.

Mission Statement

RideAlong aims to promote ridesharing as a practical means of transportation by facilitating easy, trustworthy connections between drivers and passengers.

Prototype Description

The paper prototype consists of a cardboard structure covered in a transparency. Index cards can be slid in and out of a slot between the cardboard and the transparency. The prototype is built to resemble an iPhone, as it is a common shape of current mobile devices. The transparency helps add to the paradigm of a touch screen device, while enabling us to quickly overlay and remove items and text. Transparency also allows the use of dry erase markers on the “screen”, which assist in testing the prototype.

Each screen of the interface is drawn on separate index cards. Some have multiple copies, such as the profile, which has different index cards for different possible profiles and profile states. Other interactive screens on the interface take advantage of custom cut pieces of index cards and transparencies, such as pins on a map and screens like the possible trips, which will appear semi-transparent on top of the map view.

To use the paper prototype, the current "active" screen is placed inside the cardboard structure. When a user selects a button or interacts with the interface in a way that brings up another screen, the new screen is inserted into the plastic sleeve on top of the previous screen. When the user enters text or adds an element to a screen, a custom transparency will be placed on top or the details will be written in using a dry-erase marker.

Images 2-4 show samples of which screens a user will see, and the order they will appear in a given task. Of course, this is an ideal run, so the actual sequence depends on what the users selects during testing. The screens shown are the expected paths through the interface for each given task.

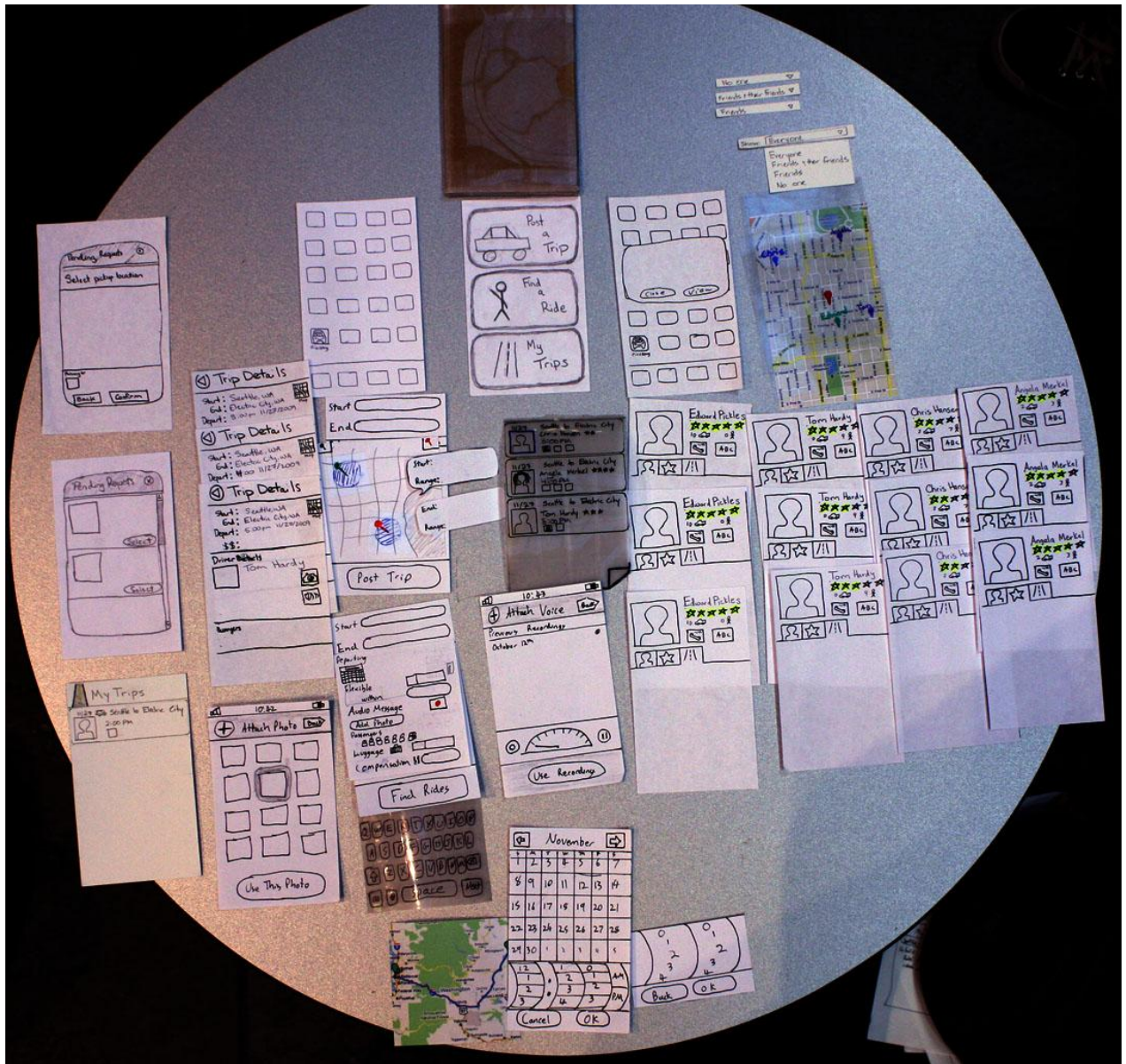


Image 1: Full paper prototype laid out on table.

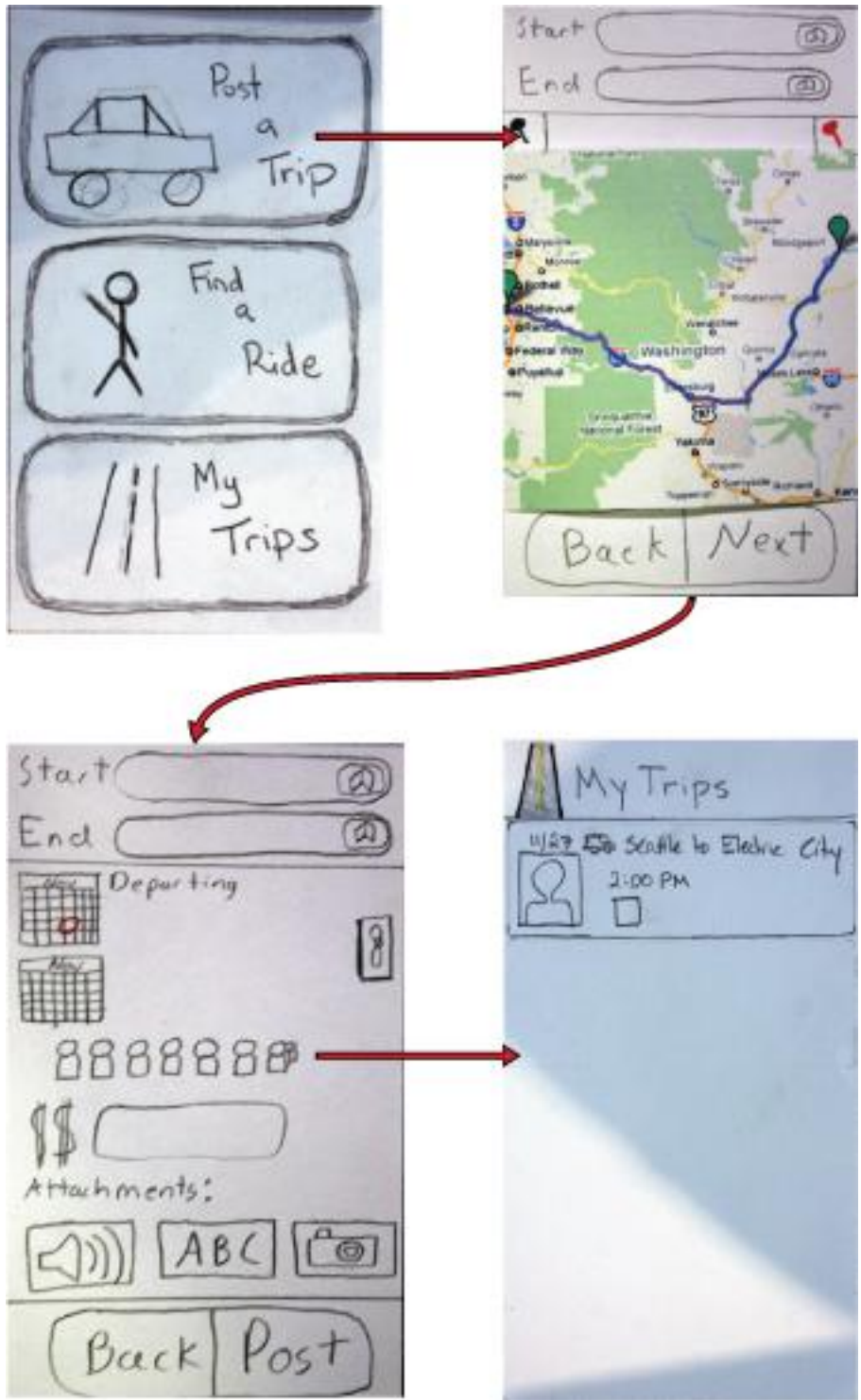


Image 2: Sketches and flow of task to post a trip.

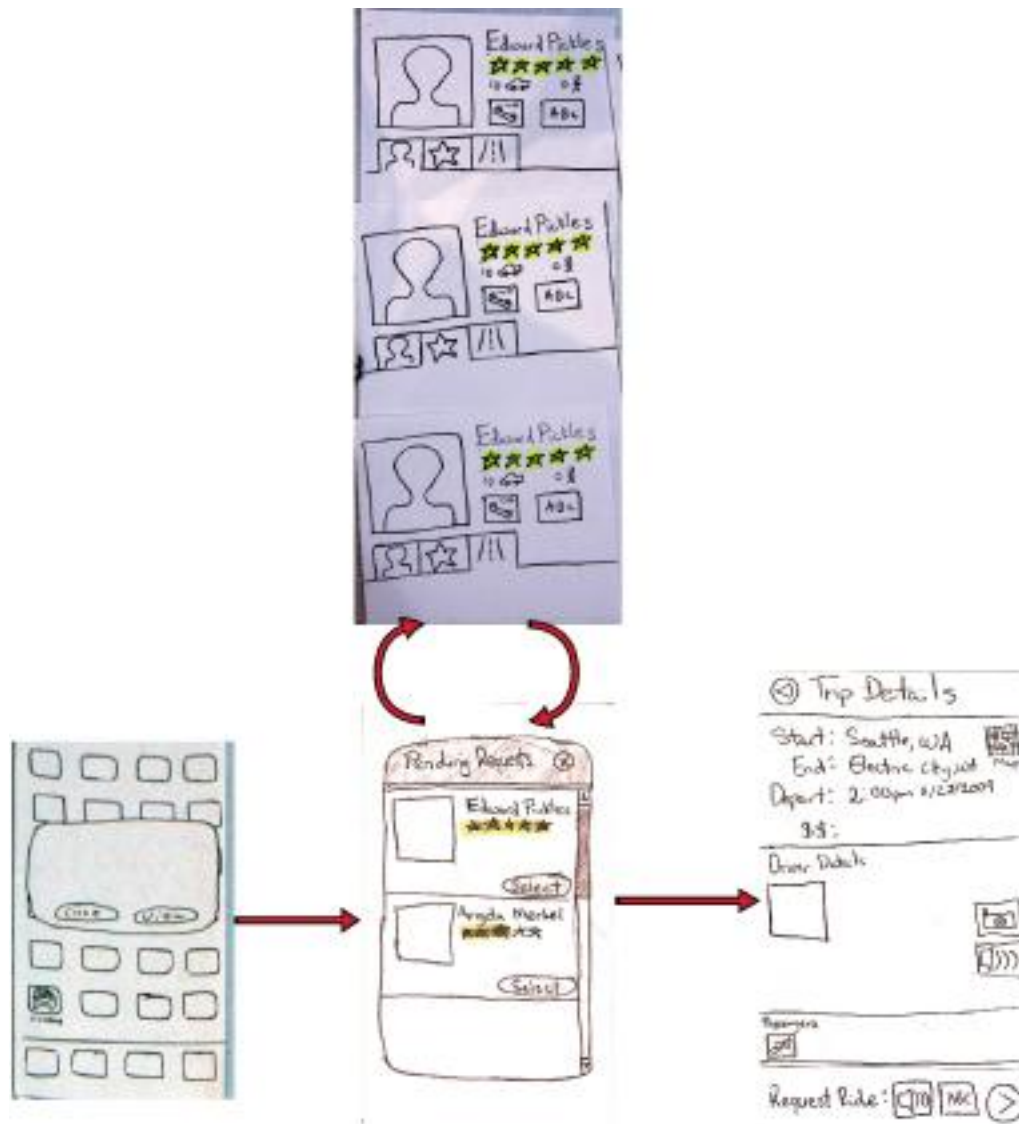


Image 3: Sketches and flow of task for confirming a rider.

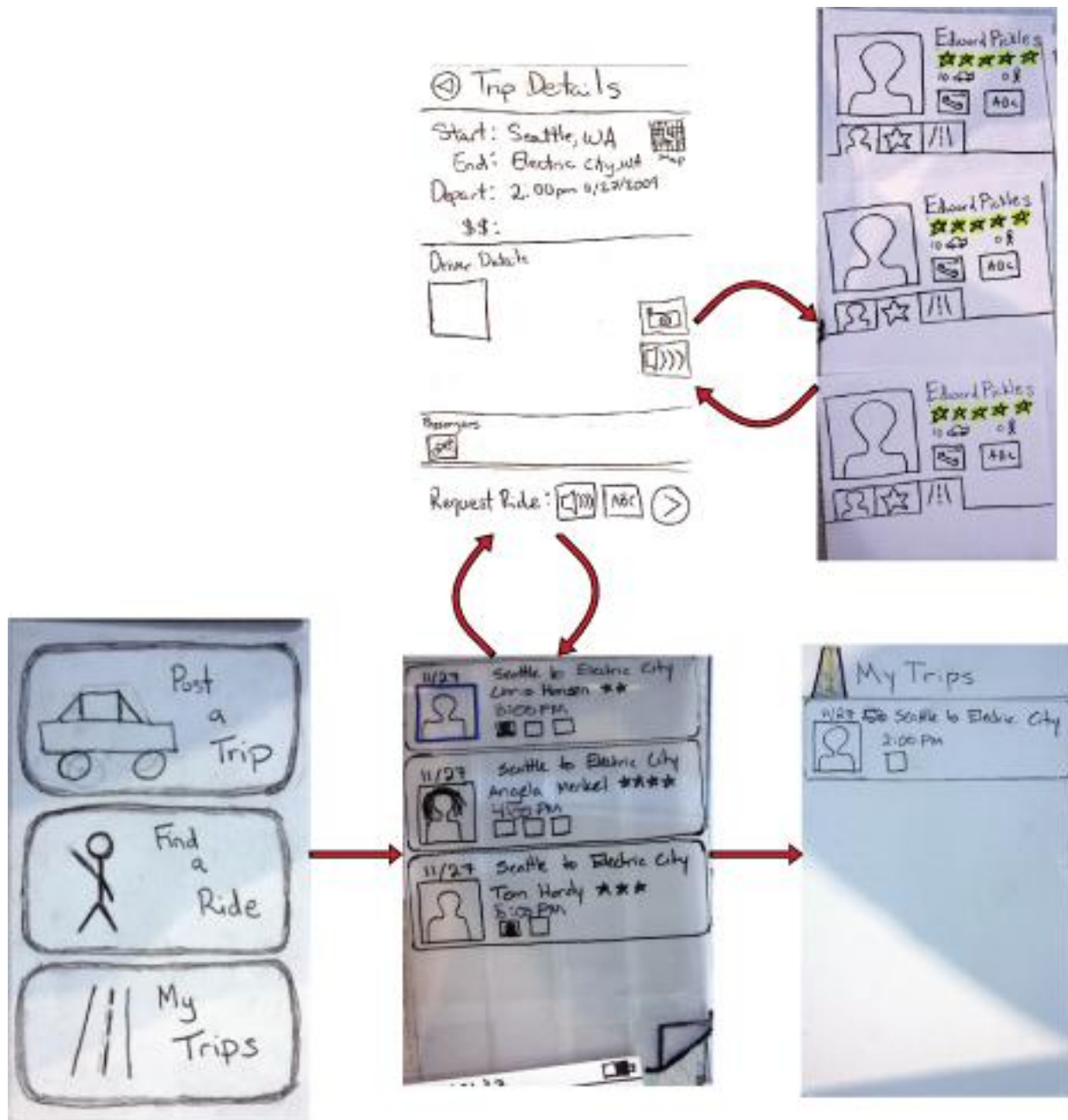


Image 4: Sketches and flow of task for finding a ride to a specific location.

Appendix

The following tasks are the tasks that will be given to a user for testing. They are intentionally brief and not specific to the interface to allow the user to explore the interface to complete the task. This will assist in highlighting aspects of the interface that are poorly designed, unclear, or difficult to reach.

Easy Task – Post a ride

Post a trip between your house on Capitol Hill and Electric City, WA, leaving on Friday, 11/27 at 2:00 PM. You have space for one passenger, and you would like to get about \$15 from whomever rides with you. Provide a text description or a voice description of your trip.

Moderate Task - Confirm a rider who has requested to ride with you.

Respond to an alert regarding a rider requesting to ride with you. Two riders have requested one available seat in your car. Choose between the two riders and confirm one, and choose a place to pick that passenger up.

(The two riders should be one friend, Edward, and one unknown, Angela. They both have voice messages to go along with their request).

Difficult Task – Find a ride to somewhere specific within a specific timeframe

Search for a ride between your house on Capitol Hill and Electric City, leaving on the afternoon of Friday, 11/27. When a suitable ride is found, request a seat and leave the driver a message.

(Three rides will appear for this task - Chris (contact), Angela (unknown), and Tom (unknown). The user will have to choose which one seems best.)



A photo of the design process.

To create:

- Consent form

- Demo script
 - Instructions or task descriptions you handed out or read aloud to your participants
 - Raw process data you gathered during the experiment.
 - Critical incidents logged by the observers.
- a. include all forms handed out to participants
 - b. include raw data (cleaned up and readable)
 - c. include any extra figures that do not fit in the body

Notes:

As a prototype, have someone write down an ad in text. Then have the same person speak an ad in voice in the recording. Then try giving the text and audio 'ads' to a 'ride offerer' and see which one they think gives them more information. Perhaps include some photos of the person, or not. See what aspects are the most important for judging a 'rider'. Which would be the most effective way to judge them with limited attention (I suspect the key to getting drivers to pick up passengers is giving them a clear decision while requiring very little of their attention). Mike suggested this