

# TalkBAC

## DRINK & THRIVE

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# Overview

- Problem & Solution
- Tasks
- Lo-fidelity prototype structure
- Scenarios and Representative tasks
- Experimental method
- Experimental results
- Suggested UI changes

# Problem & Solution

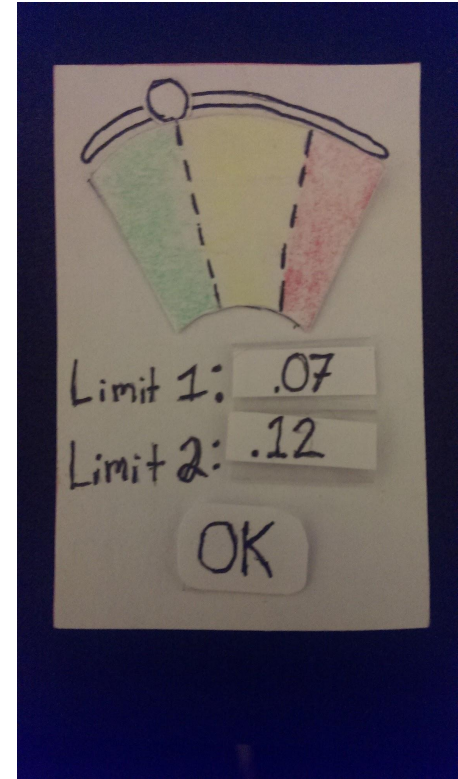
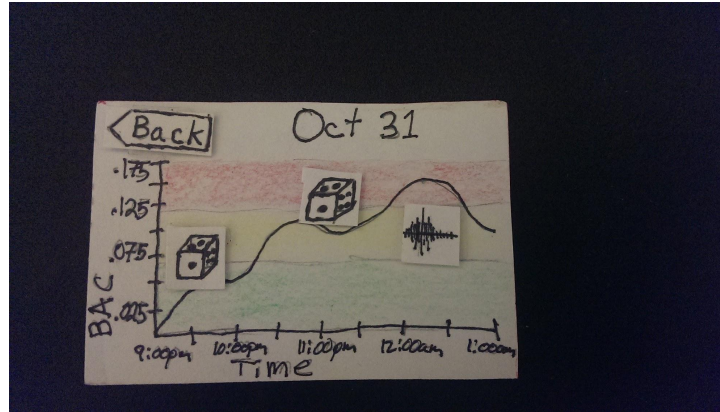
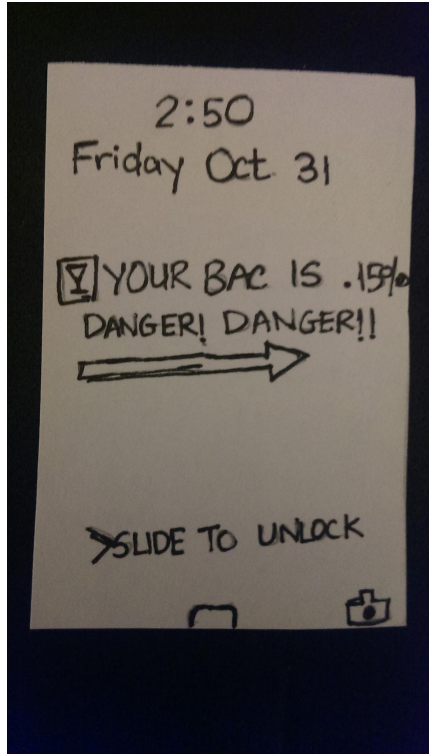
- Harder to assess how drunk you are after few drinks
- Allow to see BAC and set personal limits



# Tasks

1. Monitoring BAC level
2. Reviewing drinking activity
3. Planning limits for next time

# Lo-fi prototype structure


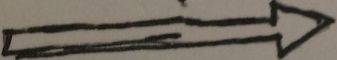


# Scenario #1

You are out drinking with your friends. Sometime after you start, the app alerts you by vibrating in your pocket. Use your phone to see how your drinking is affecting you



2:50  
Friday Oct 31

 YOUR BAC IS .15%  
DANGER! DANGER!!  


SLIDE TO UNLOCK




.15%

LAST SCORE: 10s

SNOOZE | DISMISS

+ | MEMO

 PLAY



## Scenario #2

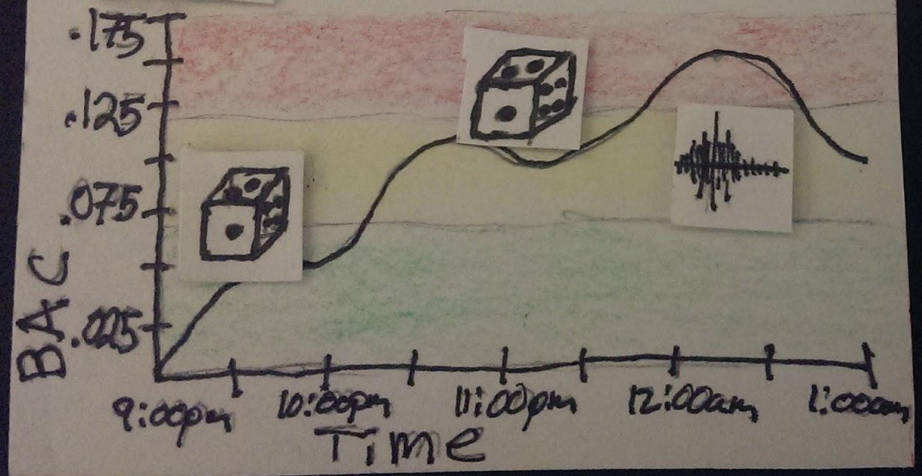
It is the morning after your night out and you are hungover. You wake up and pull out your phone. Use the app to figure out at which point you had too much to drink last night.





Back

Oct 31



# Scenario #3

In retrospect, you feel you weren't alerted in time last night. Using what you just learned, have the app alert you sooner next time



**KEEP  
CALM  
AND  
BE  
SOBER**



Limit 1: .07

Limit 2: .12

OK

# Experimental method

Environment

Participants

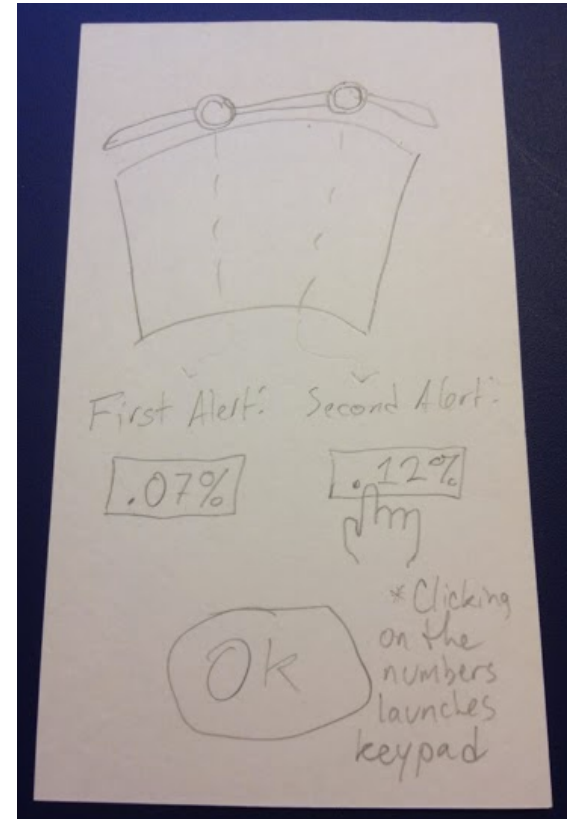
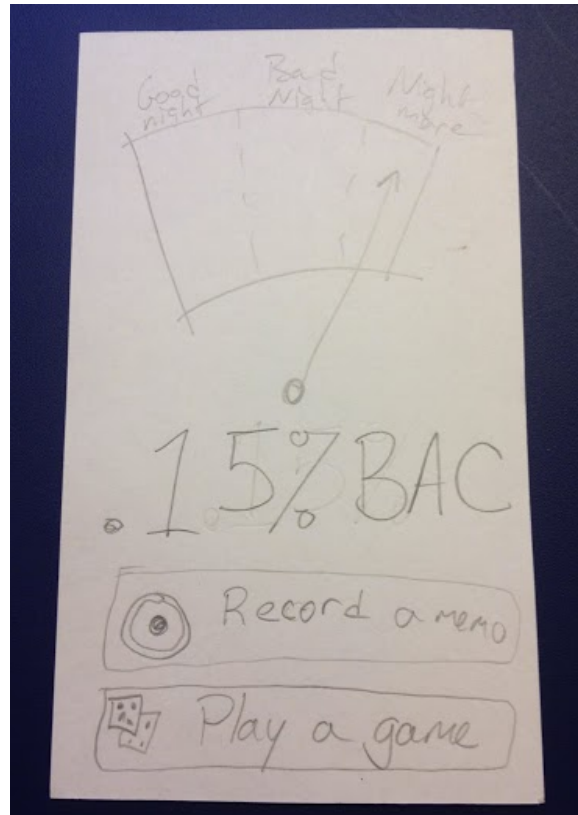
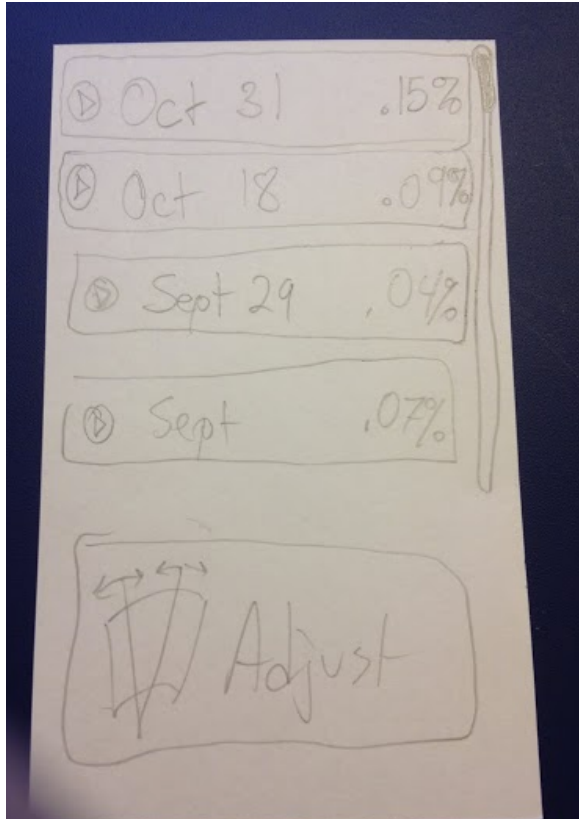
Procedure

Measures

# Experimental Results

- Found BAC meter confusing at first
- Icon of “Dice” and “Voice Memo” confusing
- Understood the slider but wanted change number manually

# UI Changes





# Summary

User testing is hard

Participants are not honest

Right track