

PROJECT 2

Making mobile fun

PART 1

Research

Interview Guide

<https://quip-amazon.com/xrAoABHWWkwc/Interview-Guide-Making-Mobile-Fun>

Customer Insights

<https://quip-amazon.com/GBR9AHhHaMkS/Interview-Insights>

Participant Information	Application Inspiration	3 Interactions that make it "Fun" and "Delightful"	Trigger	Feedback	Why is this experience "Fun" and "Delightful"	Quote
						Your Idea of Fun and Delightful
Yagya Gulati, 23, Graphic Designer	Instagram	1) Feedback after adding a post to collection that saves it in profile	Press save icon on the bottom right	Image goes into profile. Asks for feedback	They are smooth, help with the navigation, transitions are nice	"My idea of fun interactions is that these interactions should be convenient, smooth and a lot of time, effort. I would not want to remember what to click to do what. Everything is easy to navigate"
		2) Switching between different accounts by long pressing profile	Long press profile	Shows all the active account that swipe up		
		3) Swiping to go to different pages instead of selecting the icon	Swipe left or right	a different screen is diaplayed		
		4) Zooming into the images	two fingers and zoom in	Zooms into the image		
Geada Alagha, 24, Interior designer	Snapchat	1) Scroll up to the top in snapchat and the dancing ghost appears .	scroll up to the top	You have reached the top scroll down	They are good to look at, give the app personality and help in telling what is happening	"Anything that has animation, talks to me or feels good to do is fun for me. I would find something fun if I keep want to doing an action like clicking on that thing or swiping. It depends. Something I won't get bored of."
	Duolingo	2) Everytime the animated owl comes to tell you that you are doing well	No trigger	Everytime our finish a quest, this shows up		
	Bumble	3) When you wipe right or left on Bumble it feels like the screen is moving		The screen is gone and next thing shows up like flipping paper		

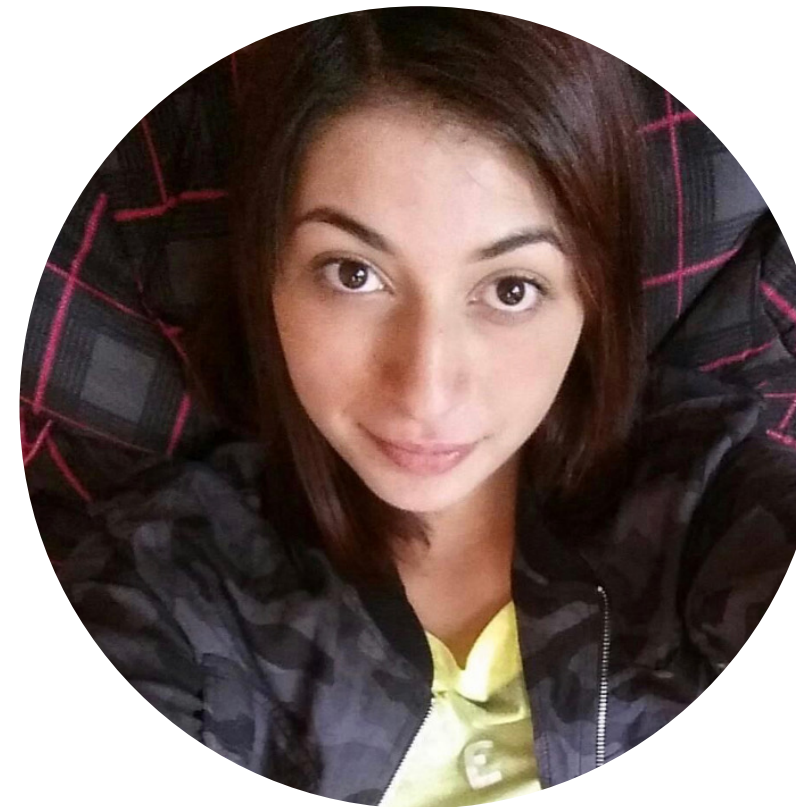
<https://quip-amazon.com/GBR9AHhHaMkS/Interview-Insights>

RESEARCH-INTERVIEWS

What customers think makes mobile fun?

I conducted two informal interviews to get a better understanding what customers find “fun” and “delightful” in mobile.

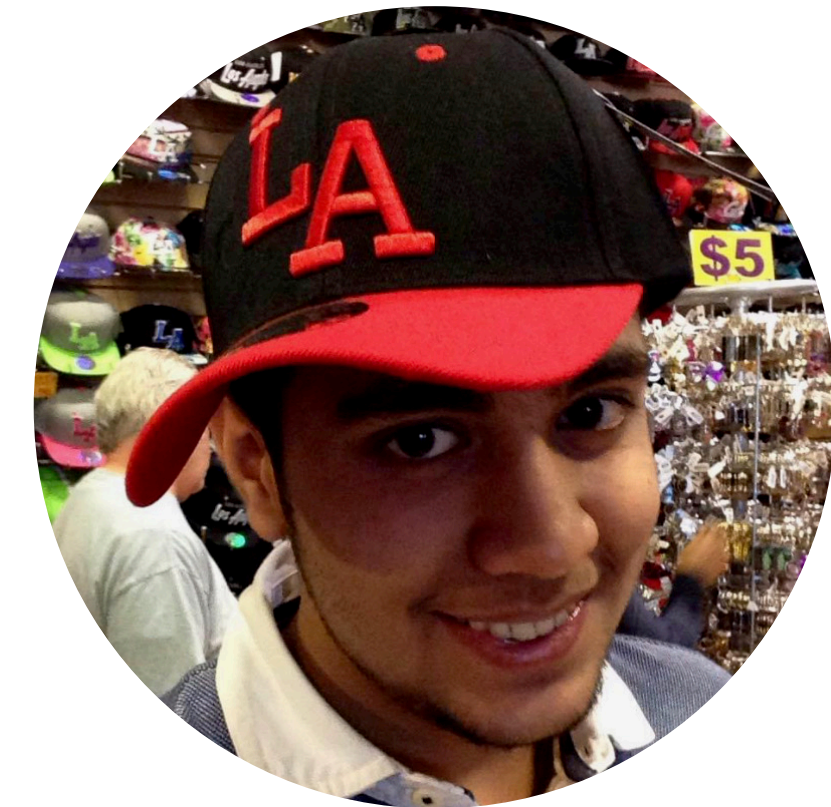
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GEADA ALAGHA

24, Interior designer, ORE

"Anything that has animation, talks to me or feels good to do is fun for me. I would find something fun if I keep want to doing an action like clicking on that thing or swiping. It depends. Something I won't get bored of."



YAGYA GULATI

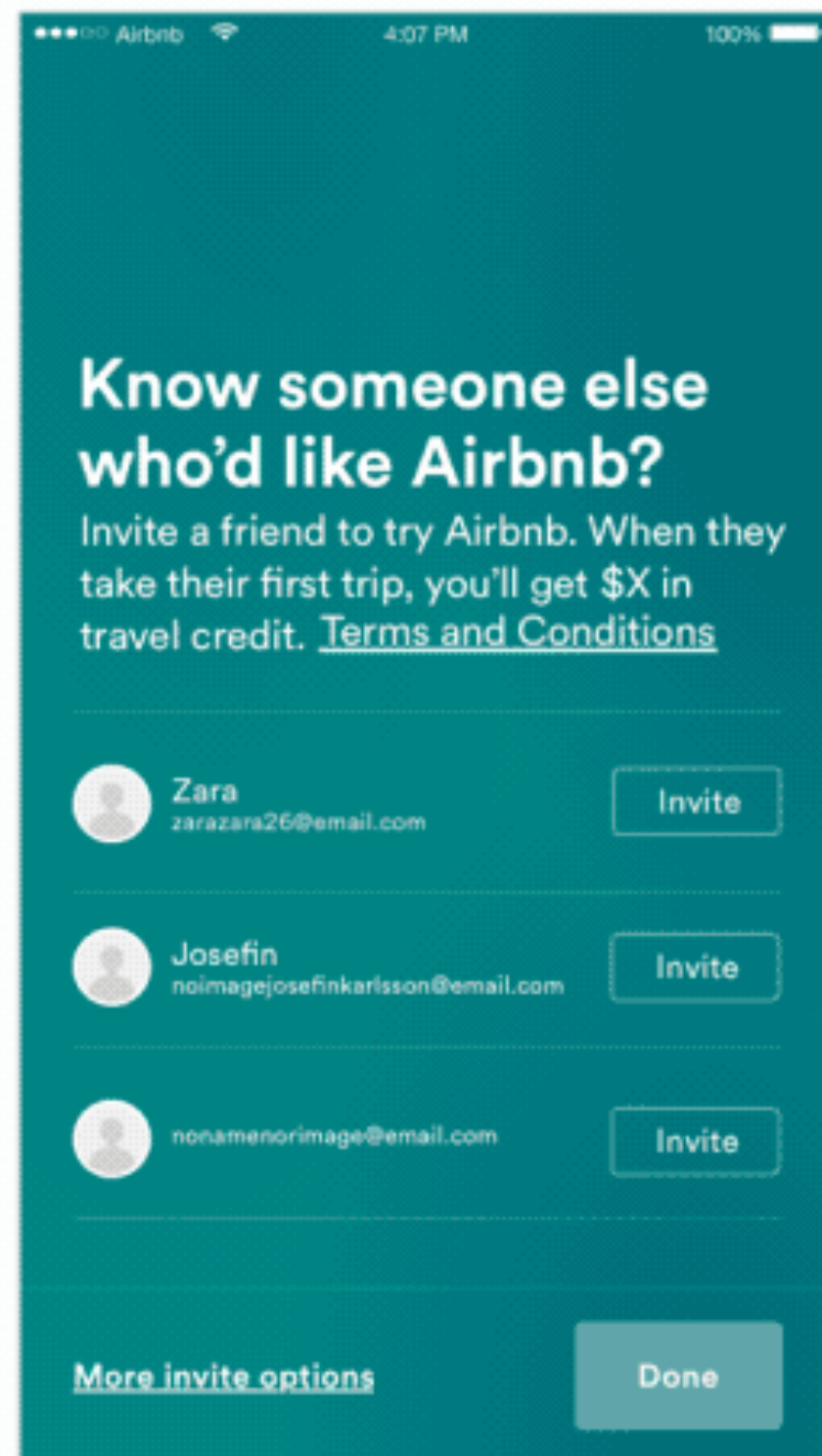
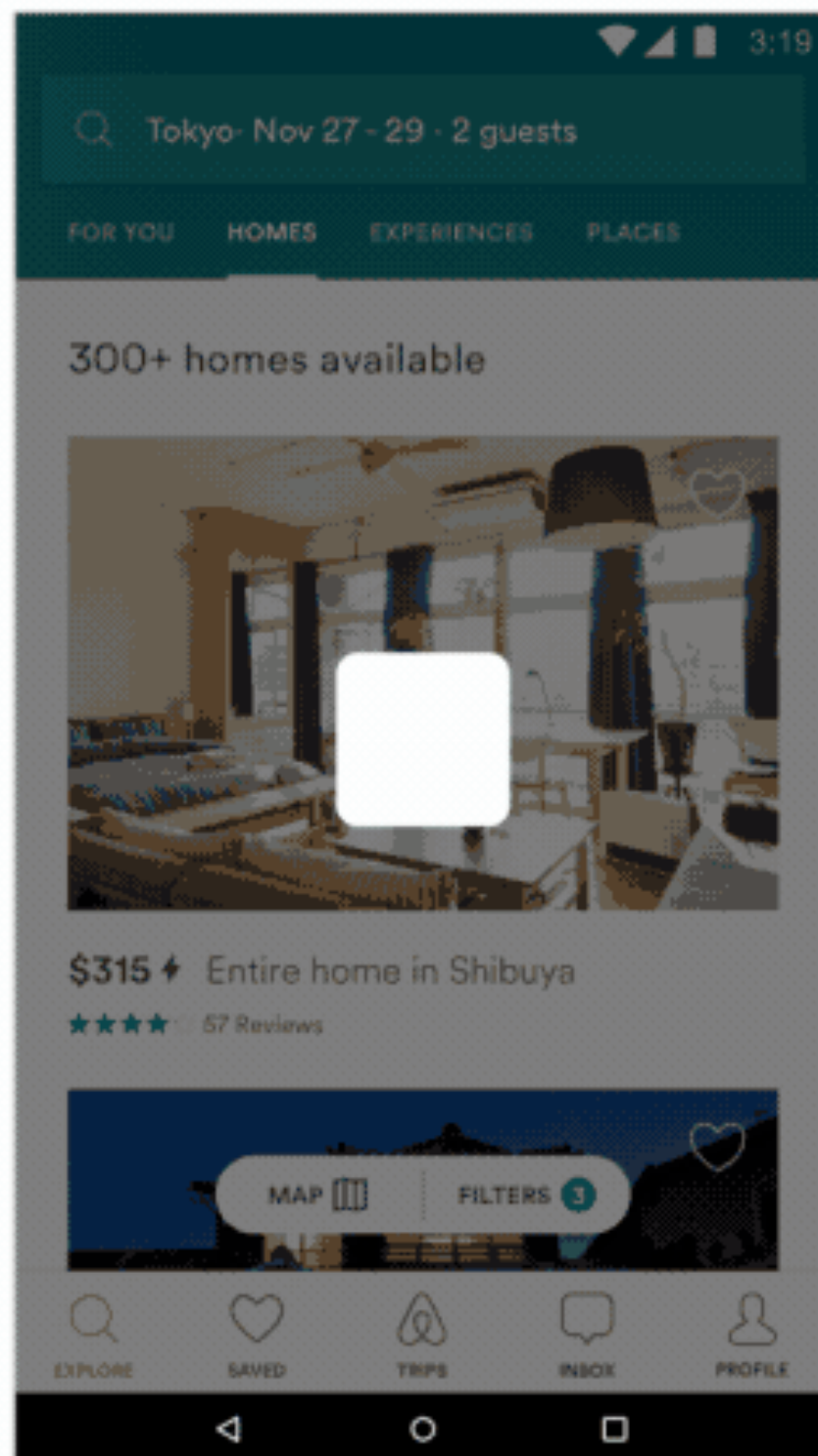
23, Graphic Designer, CA

"My idea of fun interactions is that these interactions should be convenient, smooth and save time and effort. I would not want to remember what to click to do what. Where everything is easy to navigate"

PART 2

Inspiration from the apps today that
make the experience fun and delightful

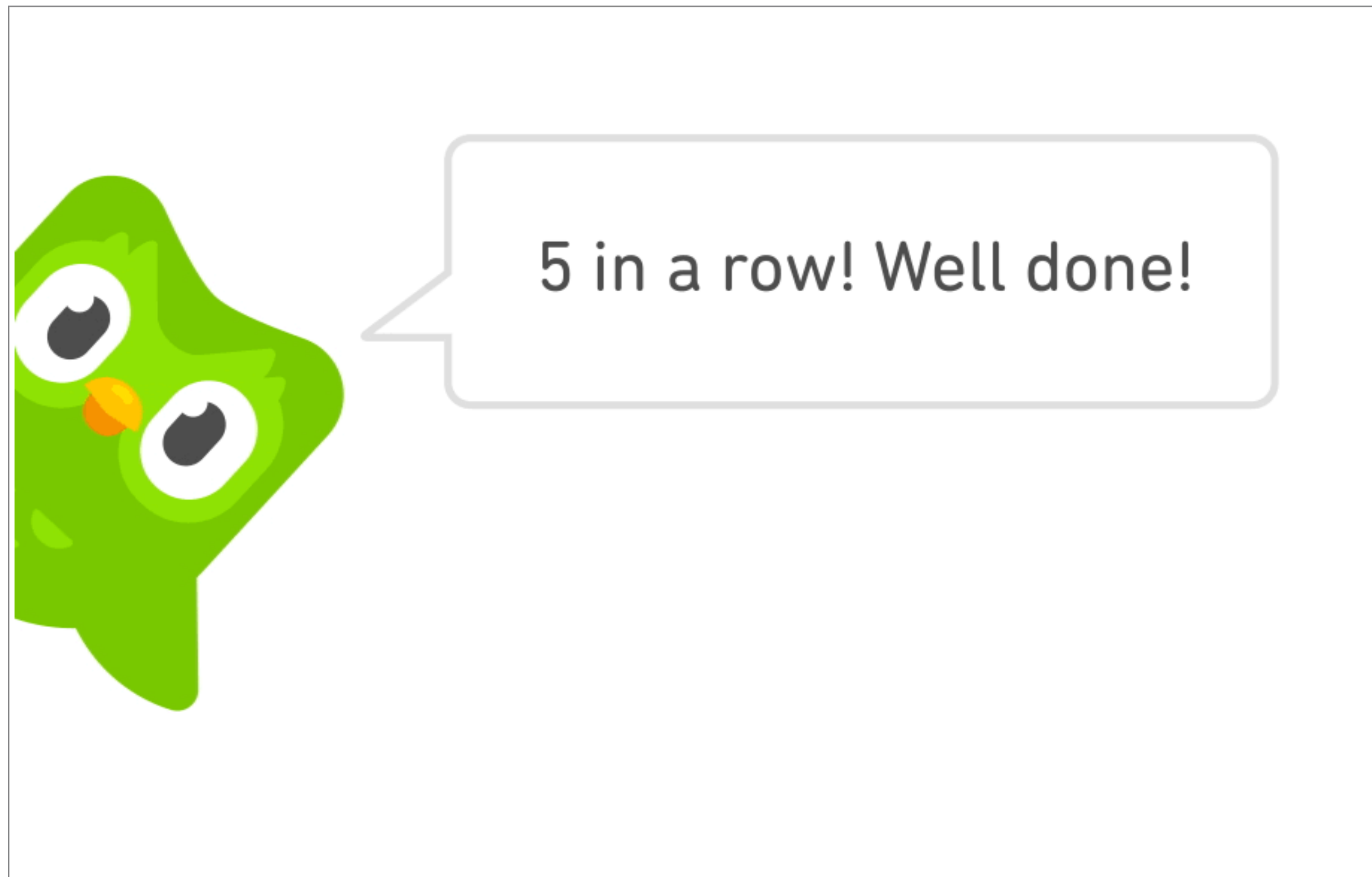
Airbnb's "Lottie"



WHAT'S INTERESTING ABOUT THIS?

Airbnb does a wonderful job at keeping customers informed about the current state, providing feedback and guiding them along the way by using their motion animations called Lottie. These fun to look at animations appear throughout customer experience like when they have to wait (in the loading screen), accompanying the various menu screens, in the form of “how to” guides and so on. This keeps customers engaged, lets them know what is going on and adds a personality to the whole experience.

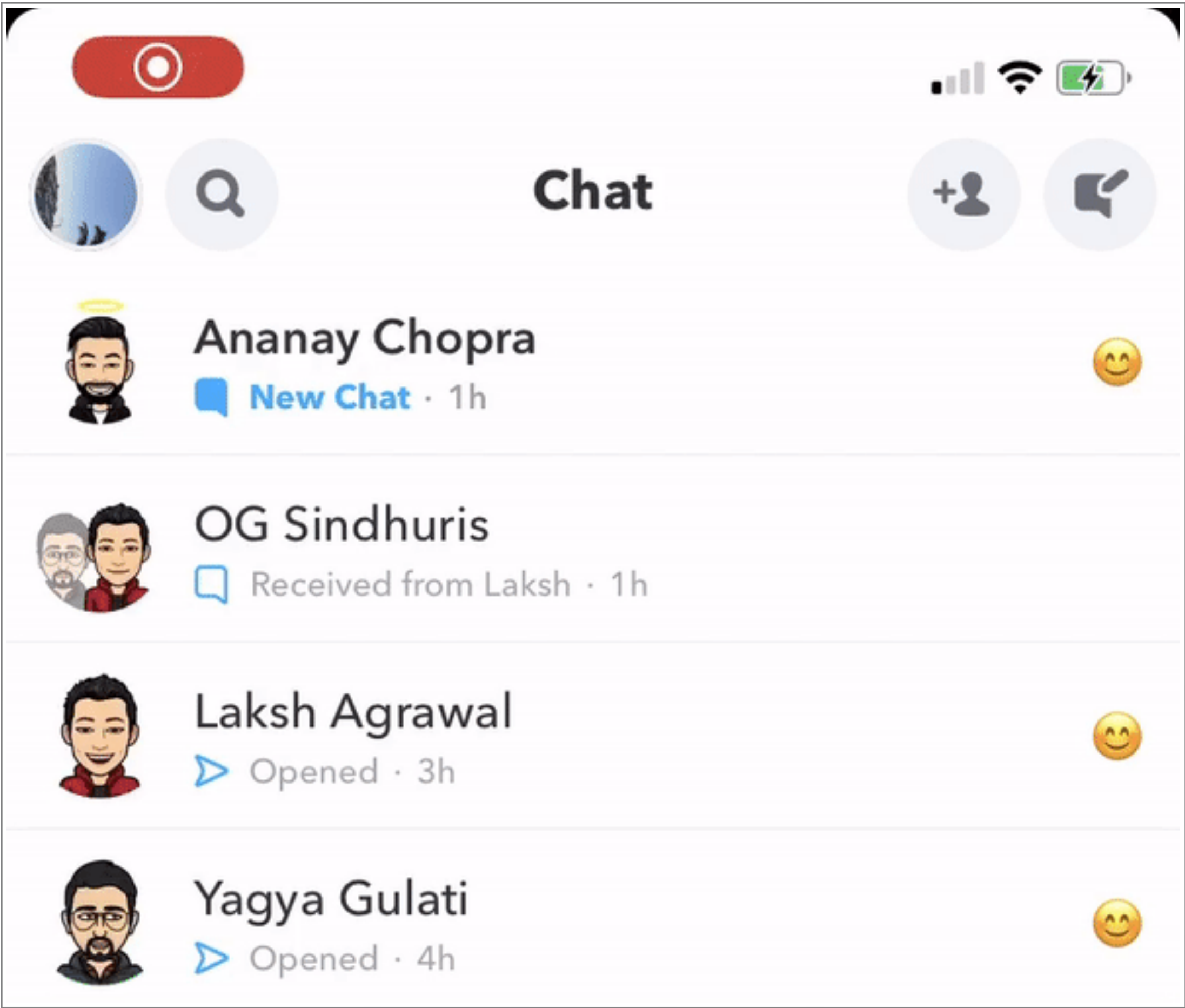
Duolingo's "Duo"



WHAT'S INTERESTING ABOUT THIS?

Duolingo establishes a connection with the customers on an emotional level by using its own brand mascot, a cute green owl that acts as a support system throughout the customer journey guiding them by talking to them, as well as indicating their failed and successful attempts with its smile or tears. This personalizes the customer experience and makes them feel like they are being heard at all times.

Snapchat's “Pull to refresh”



WHAT’S INTERESTING ABOUT THIS?

On Snapchat, when a customer drags the screen downward and then release it, a ghost flies away with rainbows and background color animation, and in the meantime, the content on the screen is refreshed. This helps the app with refreshing its content without any additional UI elements, and reassuring the customers about the functionality of the element -all while making sure customers don't drift away by making it visually appealing for them to look at.

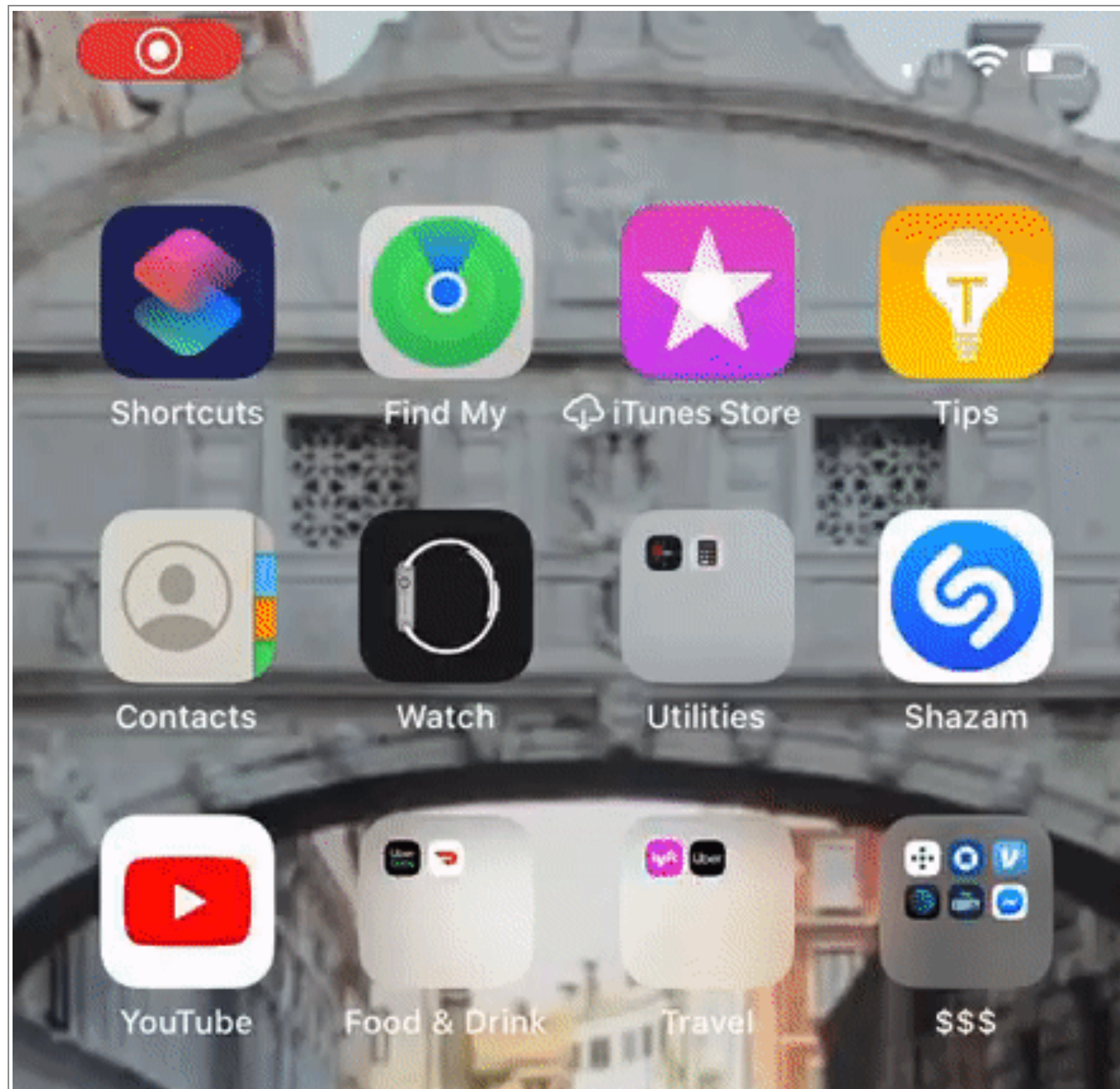
Instagram's "Save"



WHAT'S INTERESTING ABOUT THIS?

On Instagram, when a customer saves something, a small bottom bar slide up asking them to "Save to collection" and the item itself can be seen going into their profile screen. This way the customers know that there is a further action (of creating a collection and saving things) that they can use, keeping them engaged. They also become aware of where they can view their saved items, in this case a profile screen, and don't have to invest a lot of time finding it.

IOS' "press and hold"



WHAT'S INTERESTING ABOUT THIS?

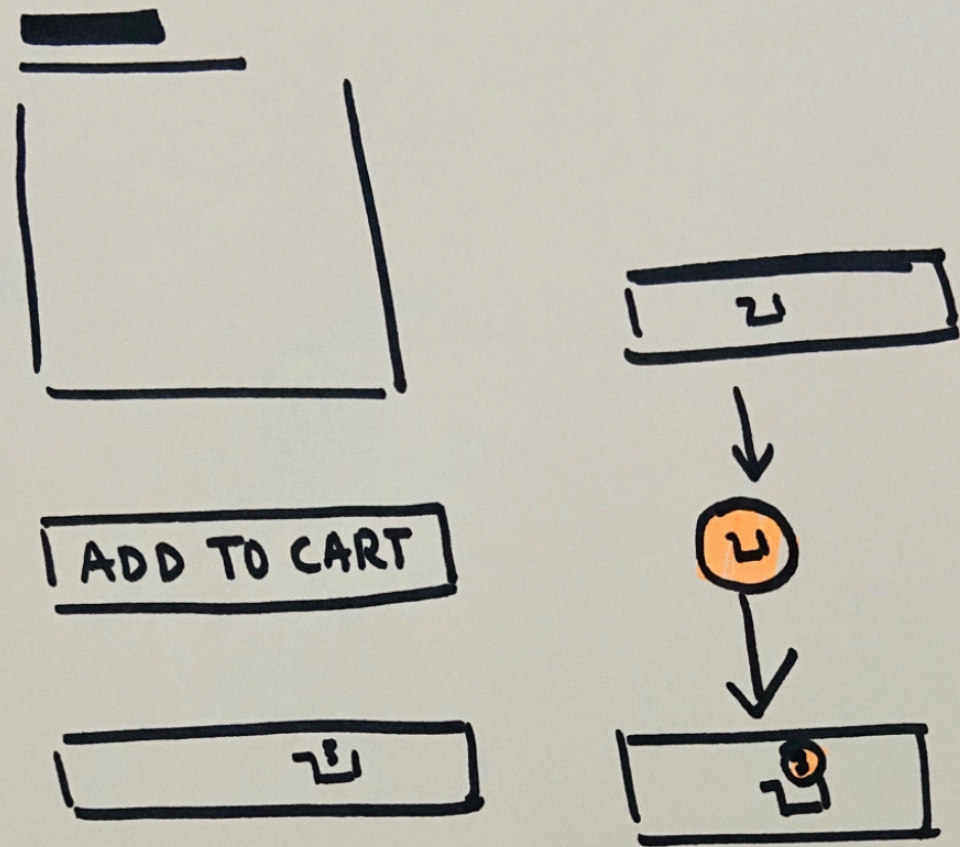
In IOS, when a customer presses and holds an app, the system slightly vibrates all of the apps. This smooth interaction helps customers know that the system awaits further action from them, in this case, move the apps around or delete them using the cross sign. This further motivates customers to keep interacting with it and keeps them engaged.

PART 3

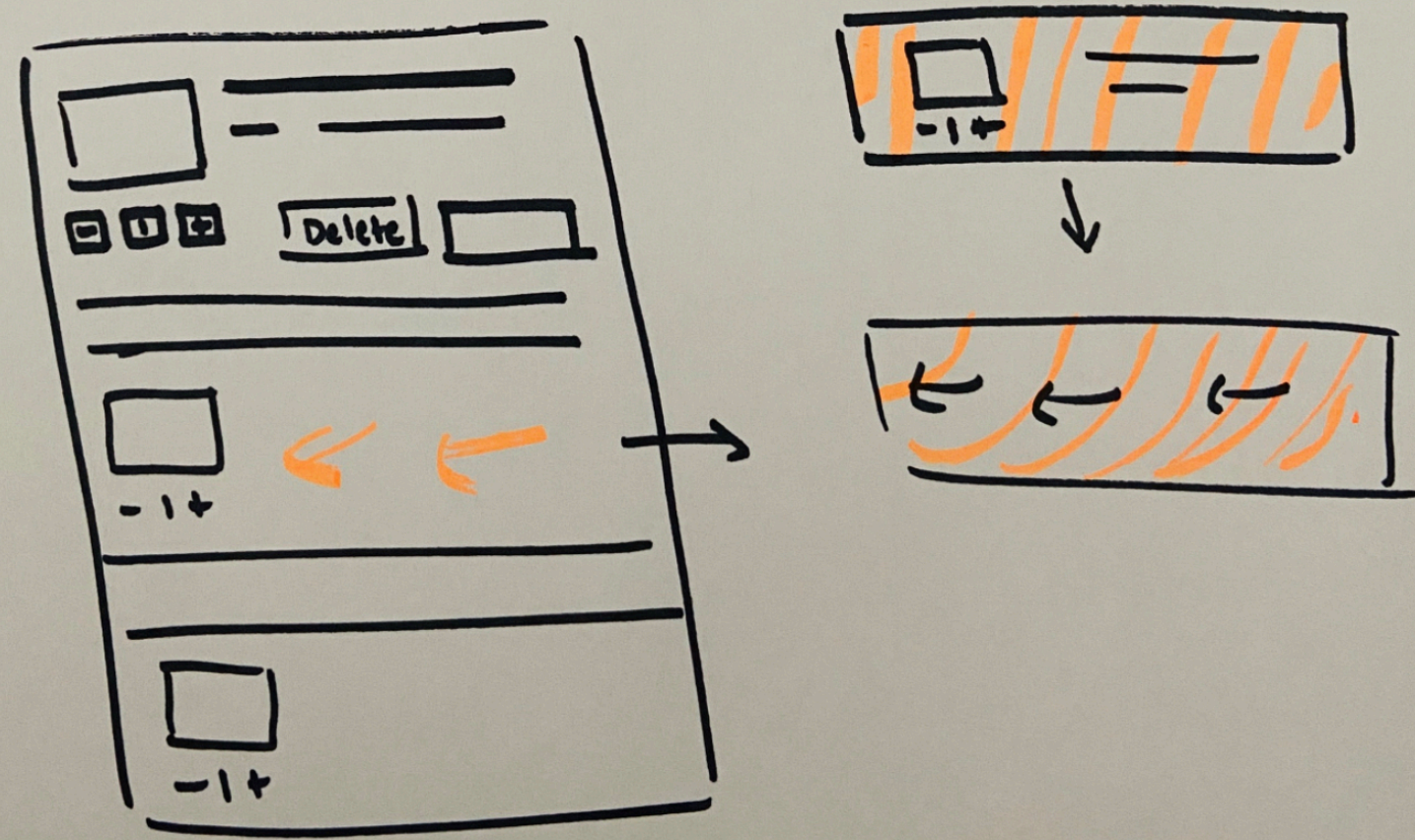
My ideas

Rough Sketches

1)



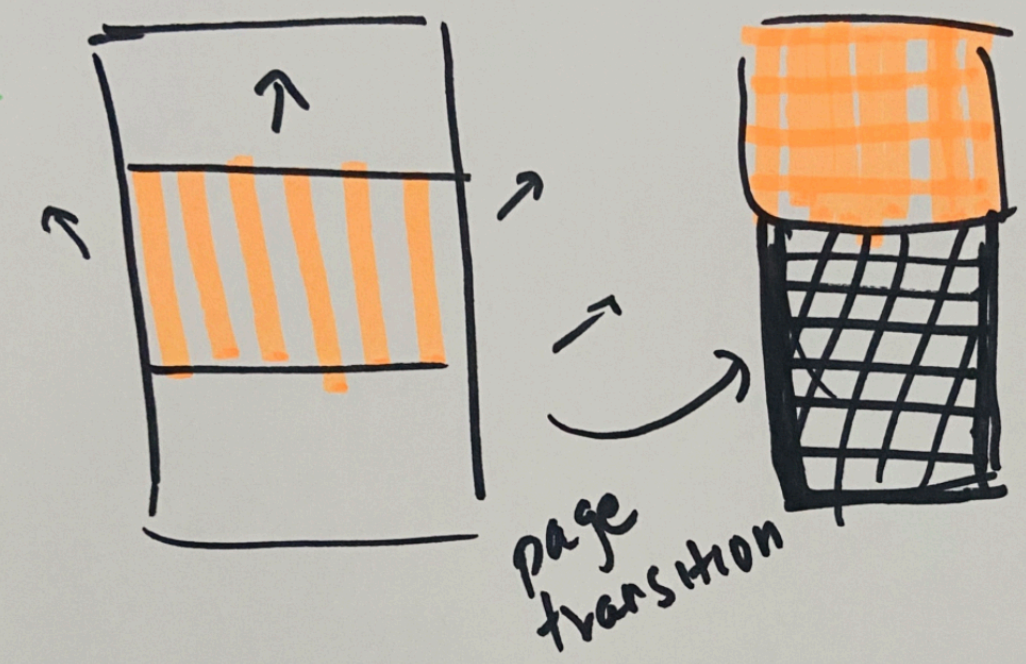
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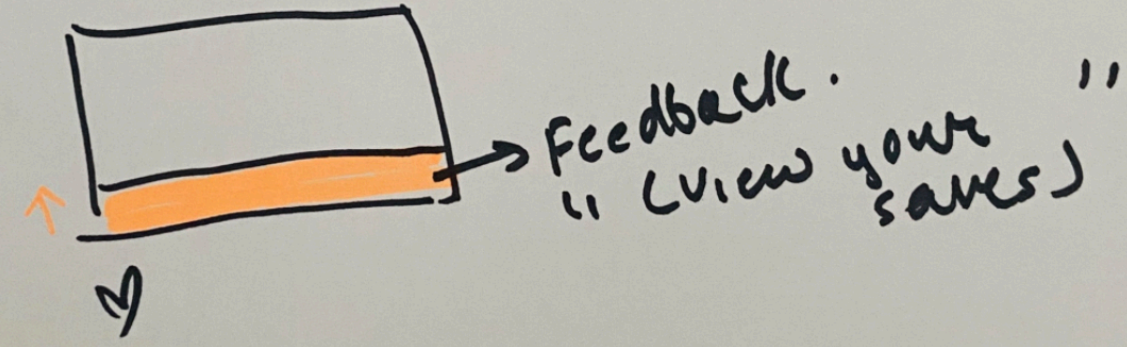
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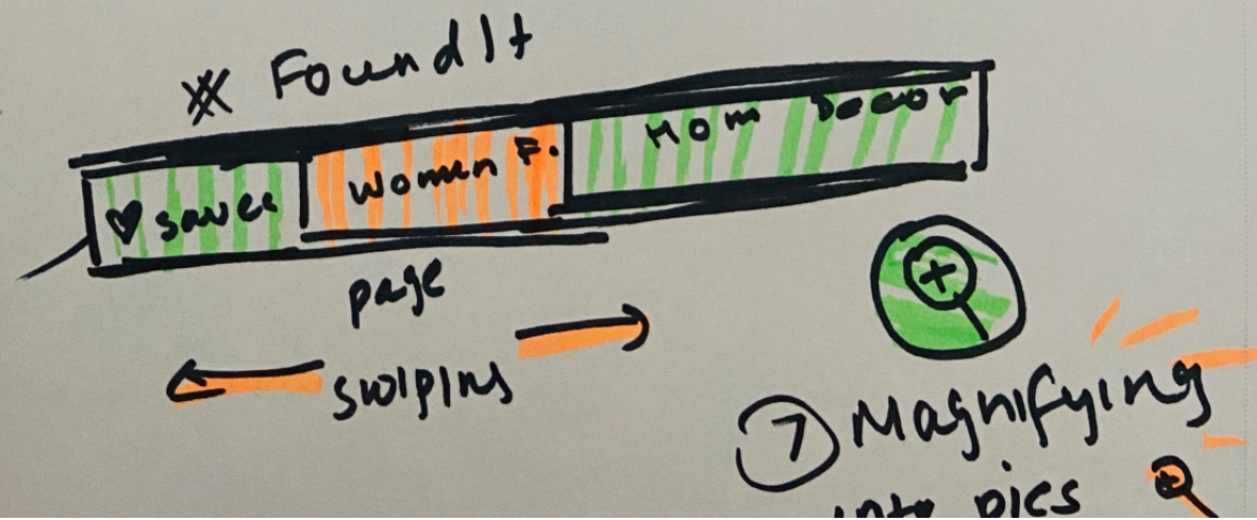
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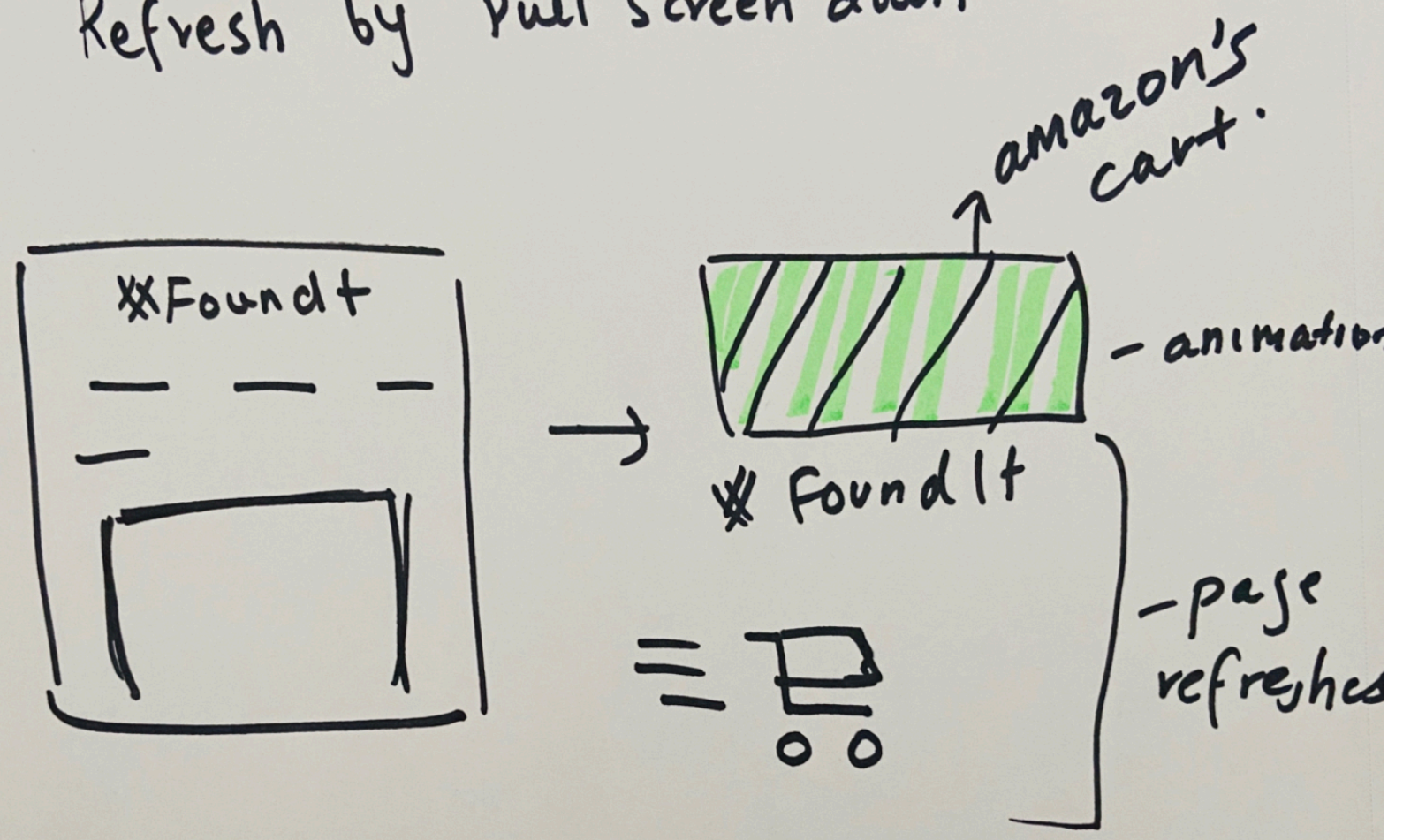


6)



8)

Refresh by Pull screen down



9) Loading on *Found It



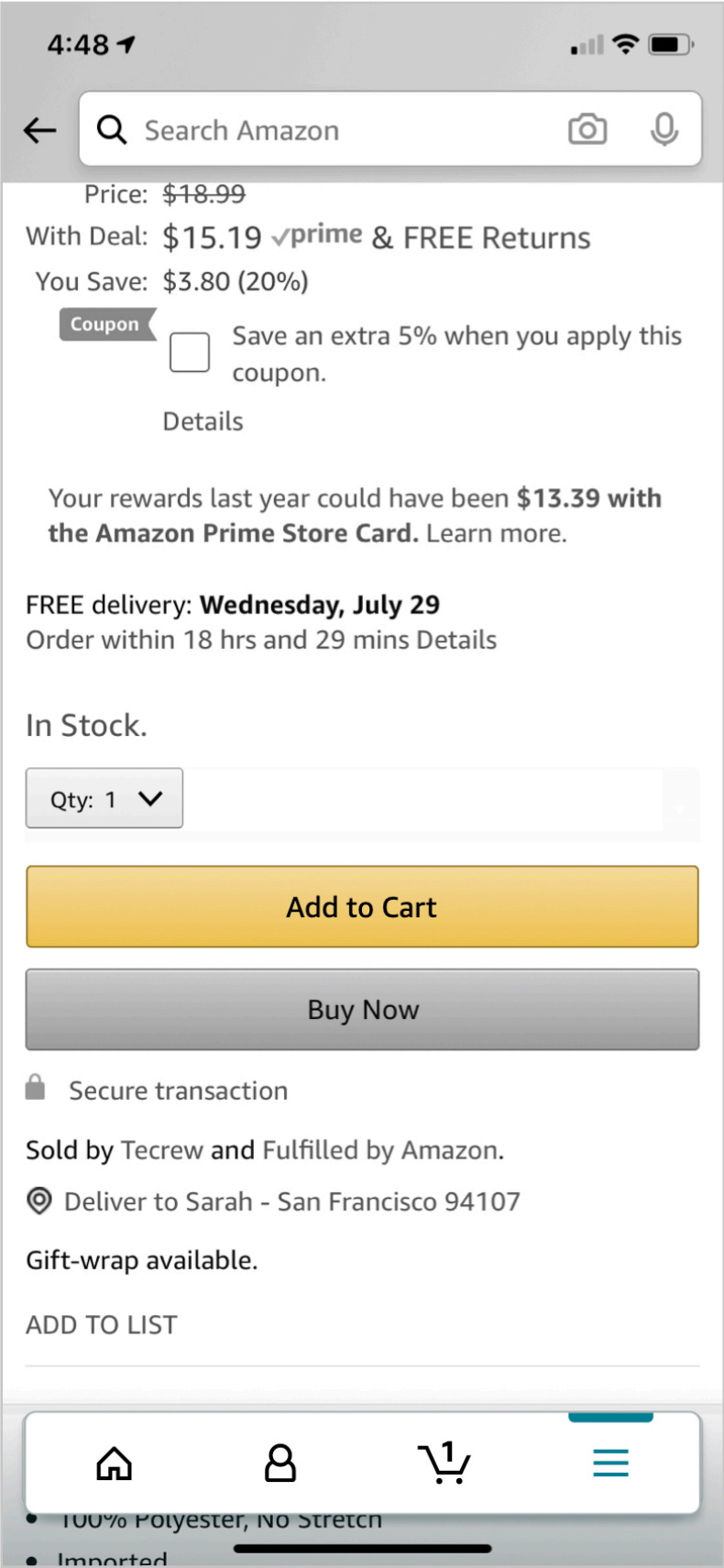
10)



My ideas for Amazon

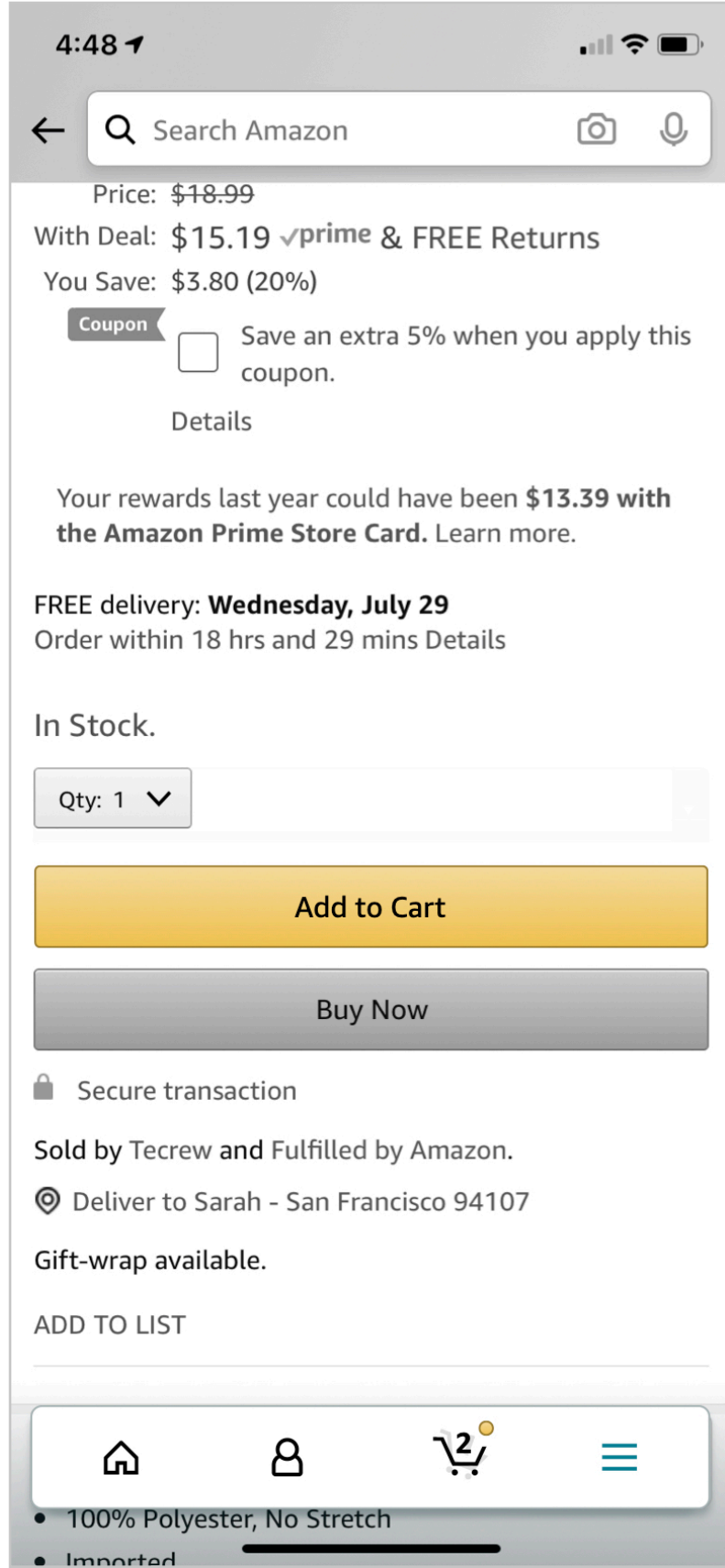
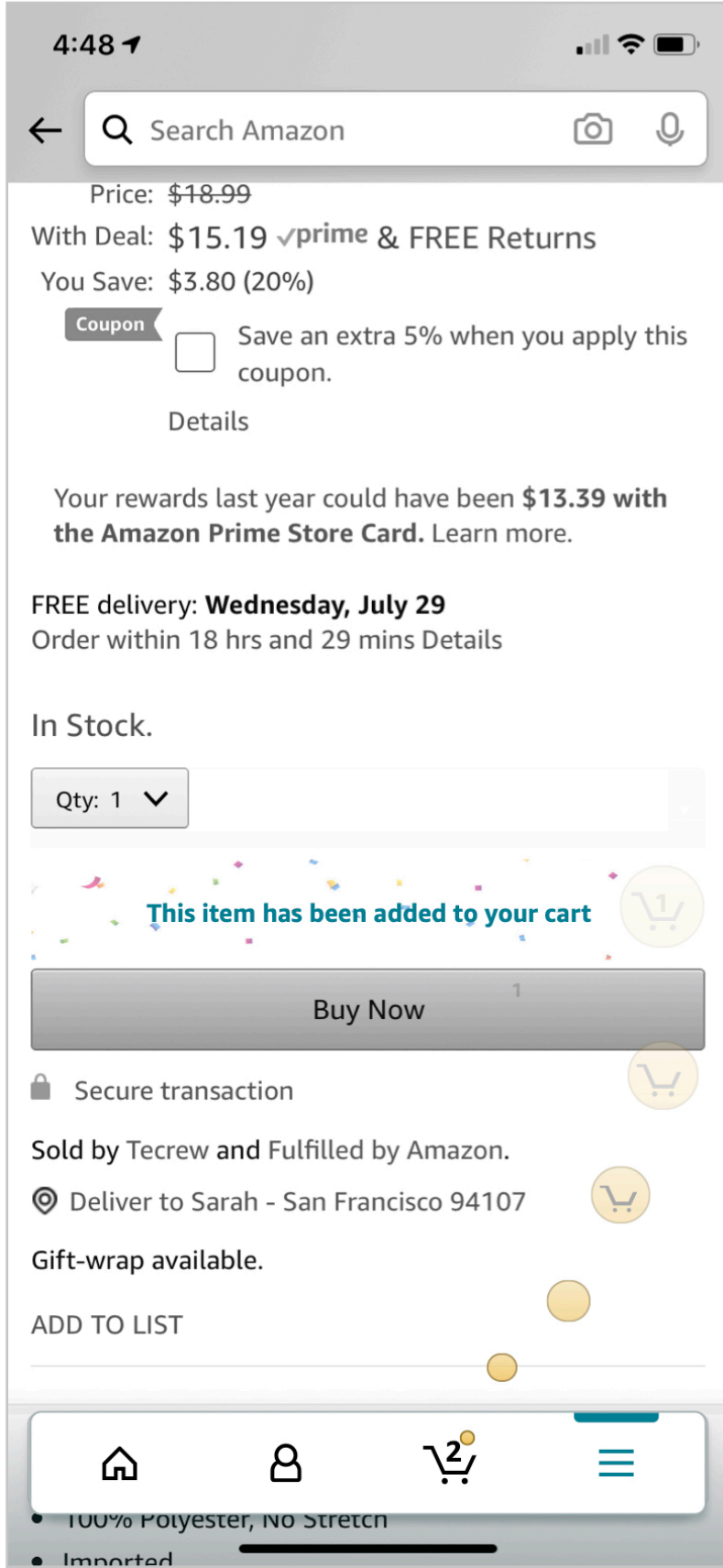
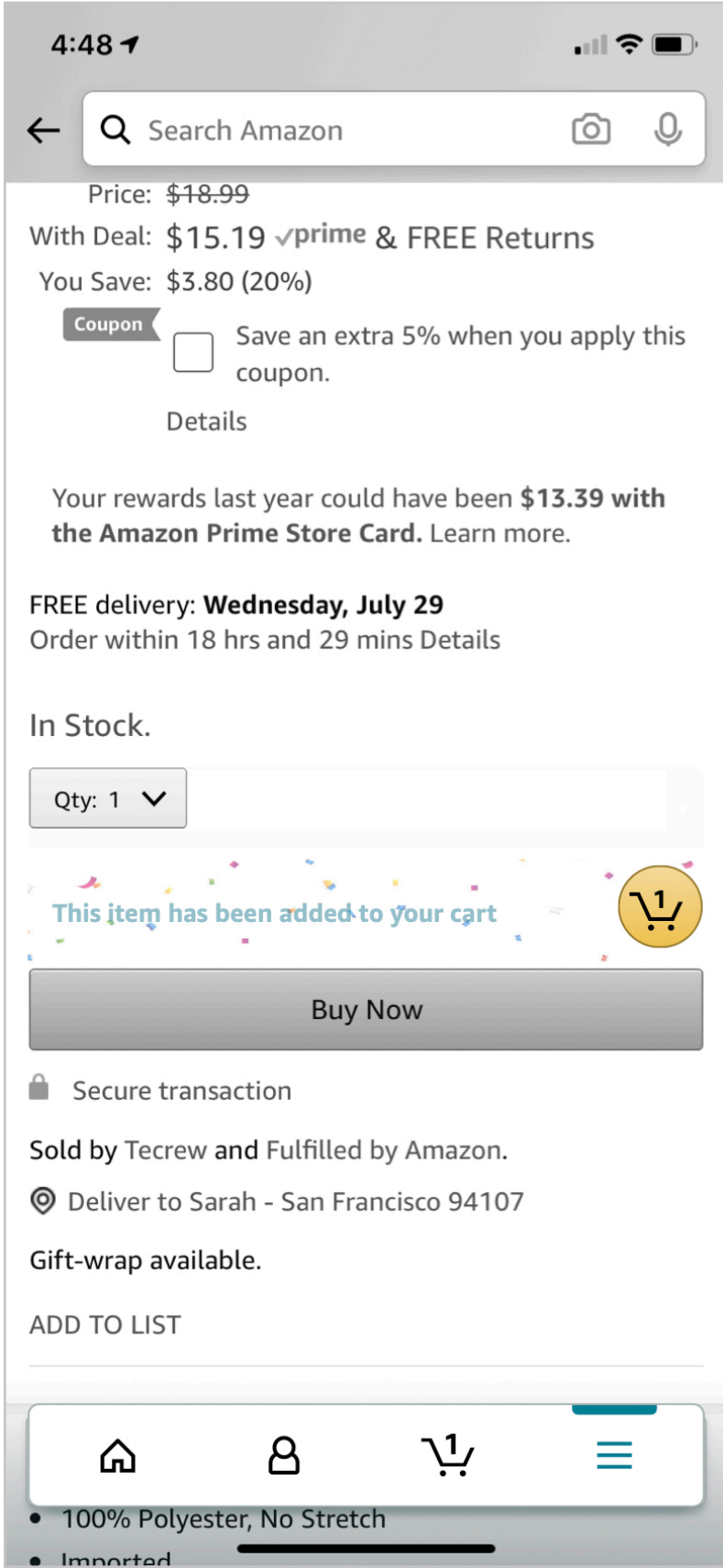
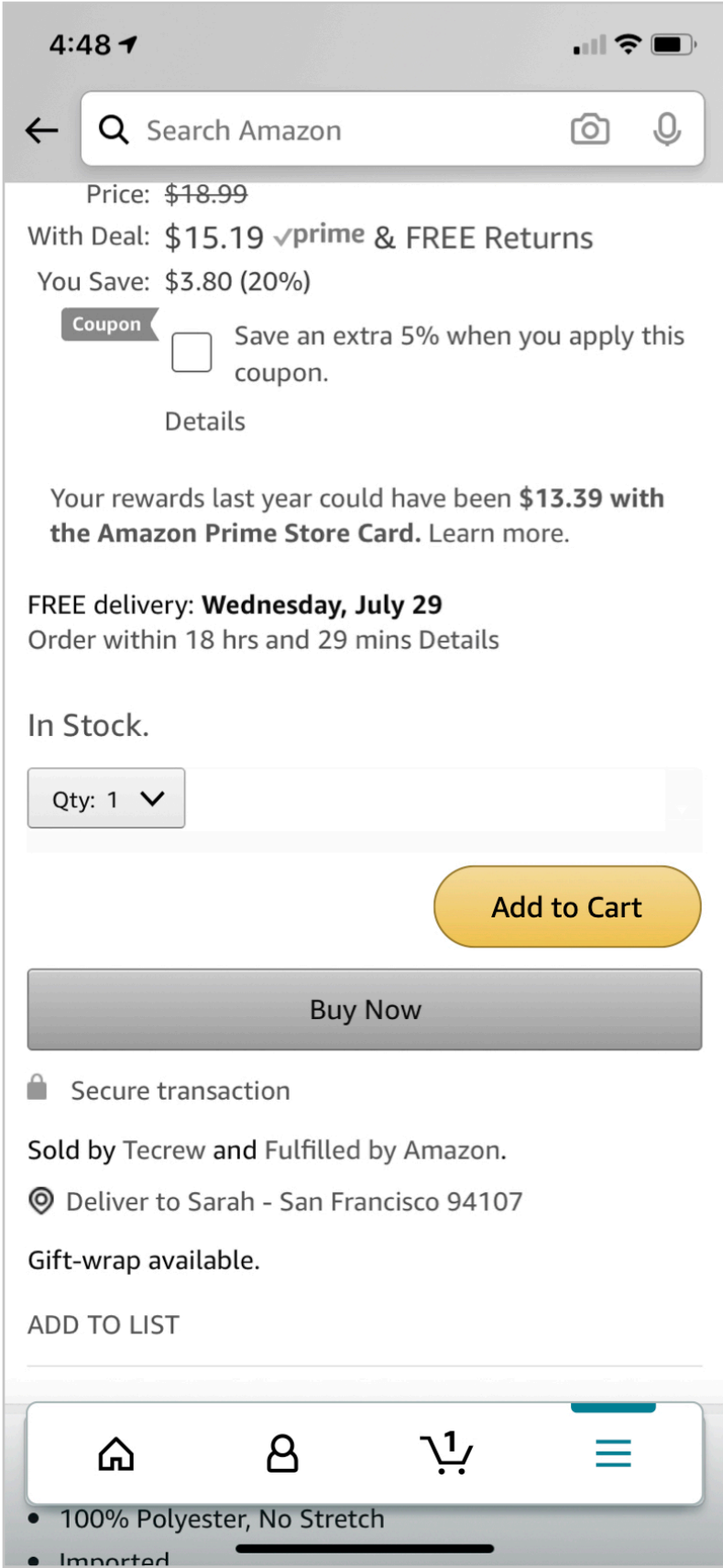
FOR AMAZON

Idea 1: Add to cart



1. Add to cart

Add to cart wherein the button transforms into a circle and goes to the cart icon on the bottom menu, making it easier for customers to locate it, as well as giving them a visual cue that there is something in the cart. Along with this, it visually rewards the customers with the words “this item has been added to the cart” and confetti around it.

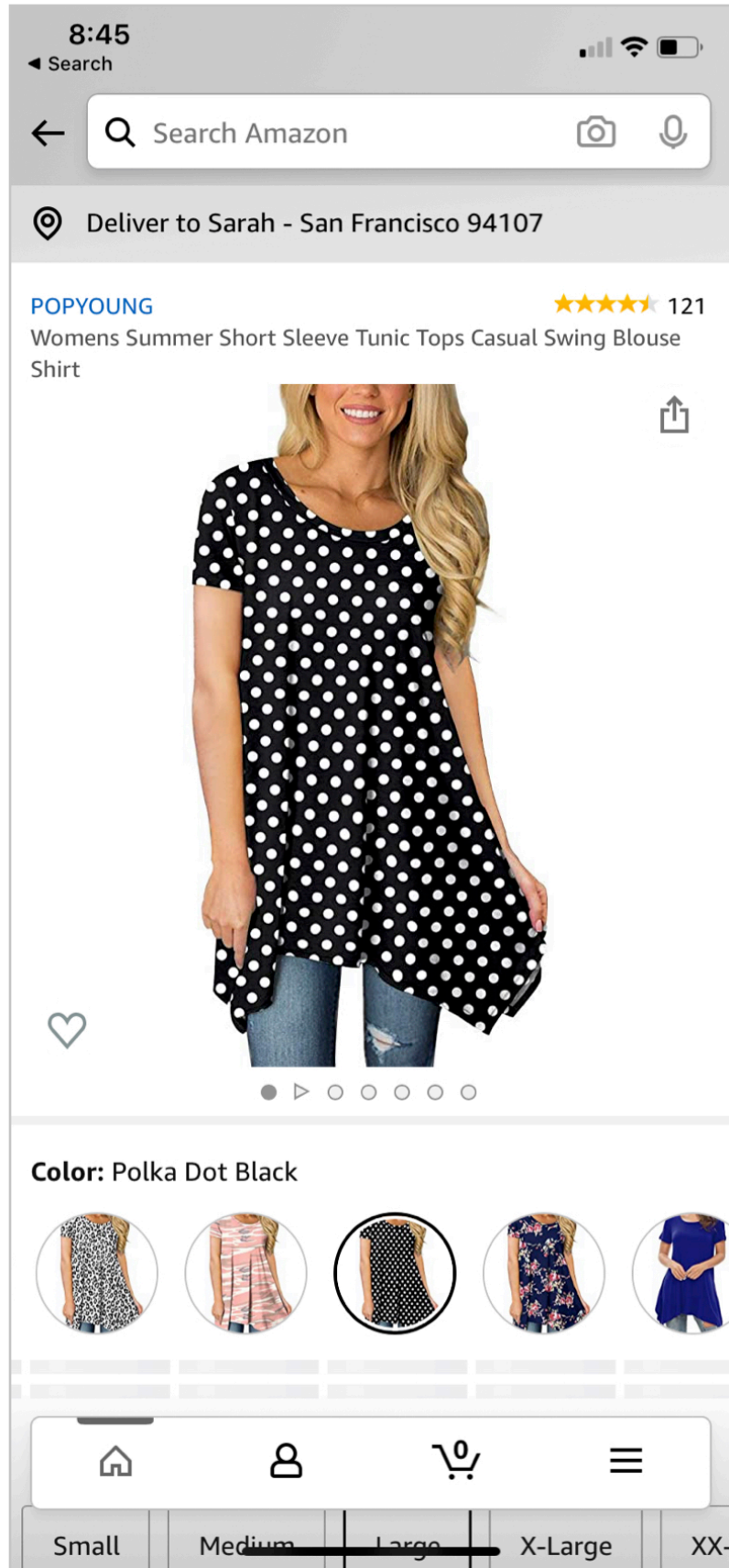
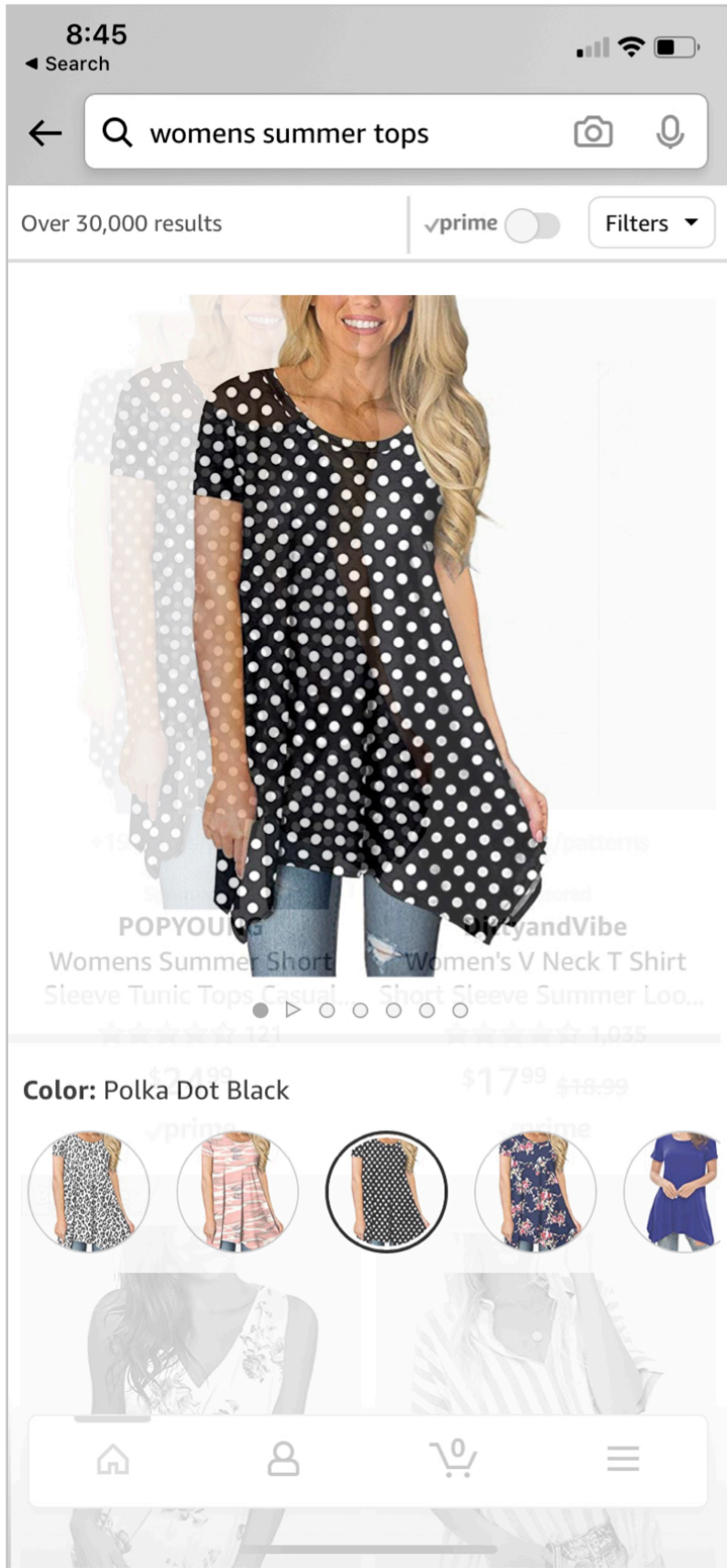
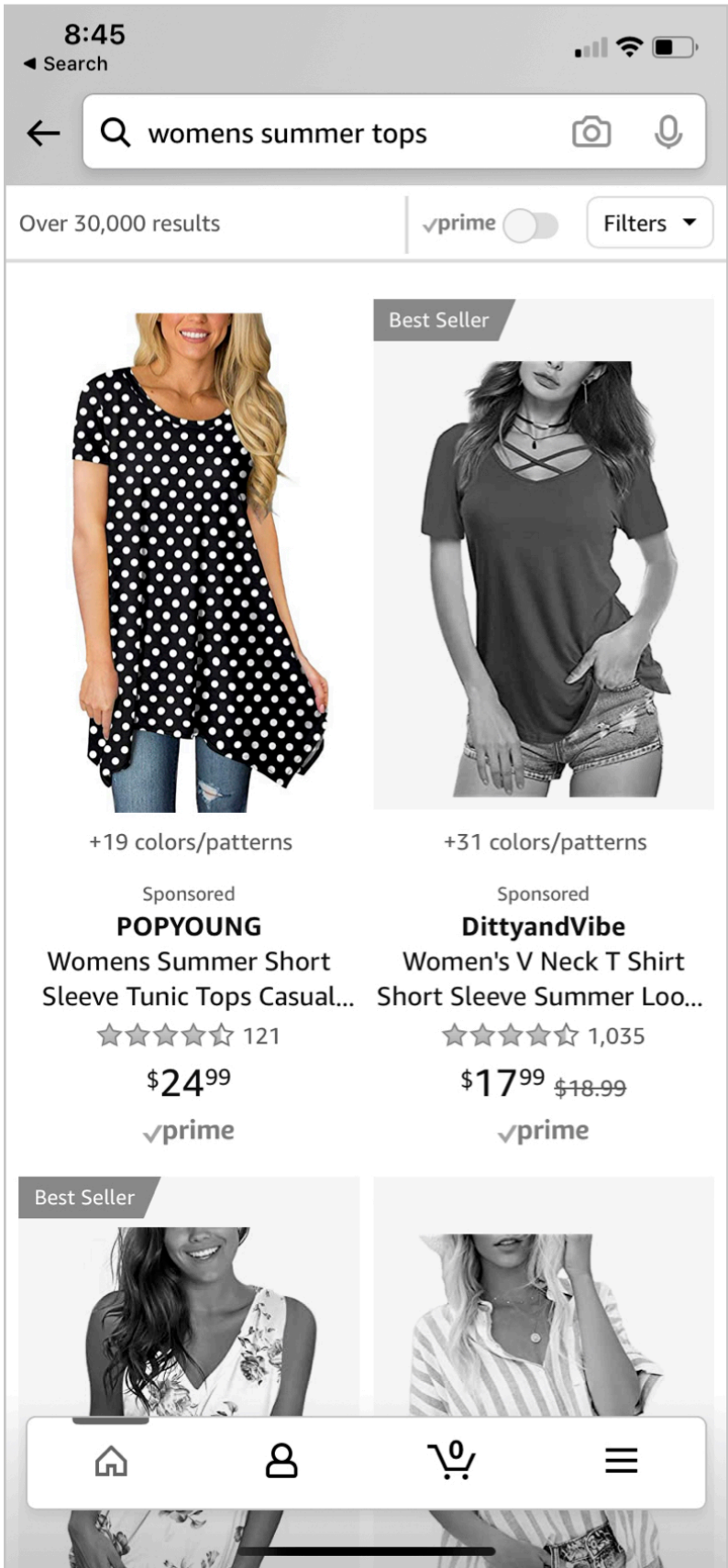


2. Vibrating cart

If the customers do not checkout and have items in their cart, the cart icon would vibrate telling them that they have to take a further action of checking out that they need to take.

FOR AMAZON

Idea 2: viewing an ASIN in SPV



1. ASIN TO SPV

A subtle micro interaction where instead of the swipe to the left page transition that Amazon currently has, the ASIN that the customer selects smoothly enlarges into the SPV view of the same. This way customers can switch back and forth between the SPV view and the ASIN on the list view quickly and conveniently.

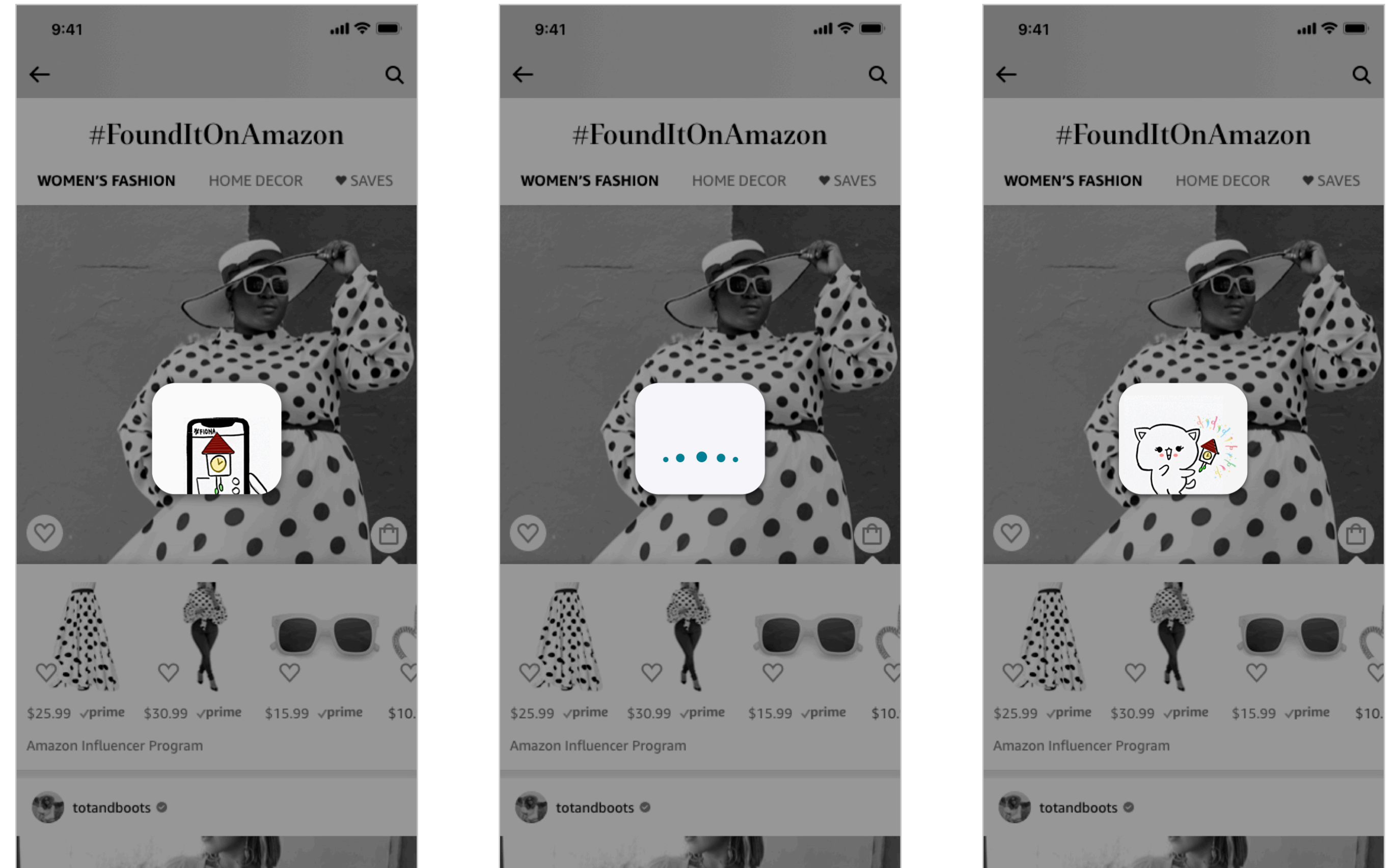
My ideas for #FoundItOnAmazon

#FoundItOnAmazon's Mascot

Why build a mascot for #FoundItOnAmazon?

- Mascot will give a unique personality to #FoundIt
- It will bridge the gap between the customers and #FoundIt by making customers feel at home through conversations, thus, creating an emotional bond with them.
- It would be delightful to look at and would lead to more customer engagement.
- It would support the functionality of app.

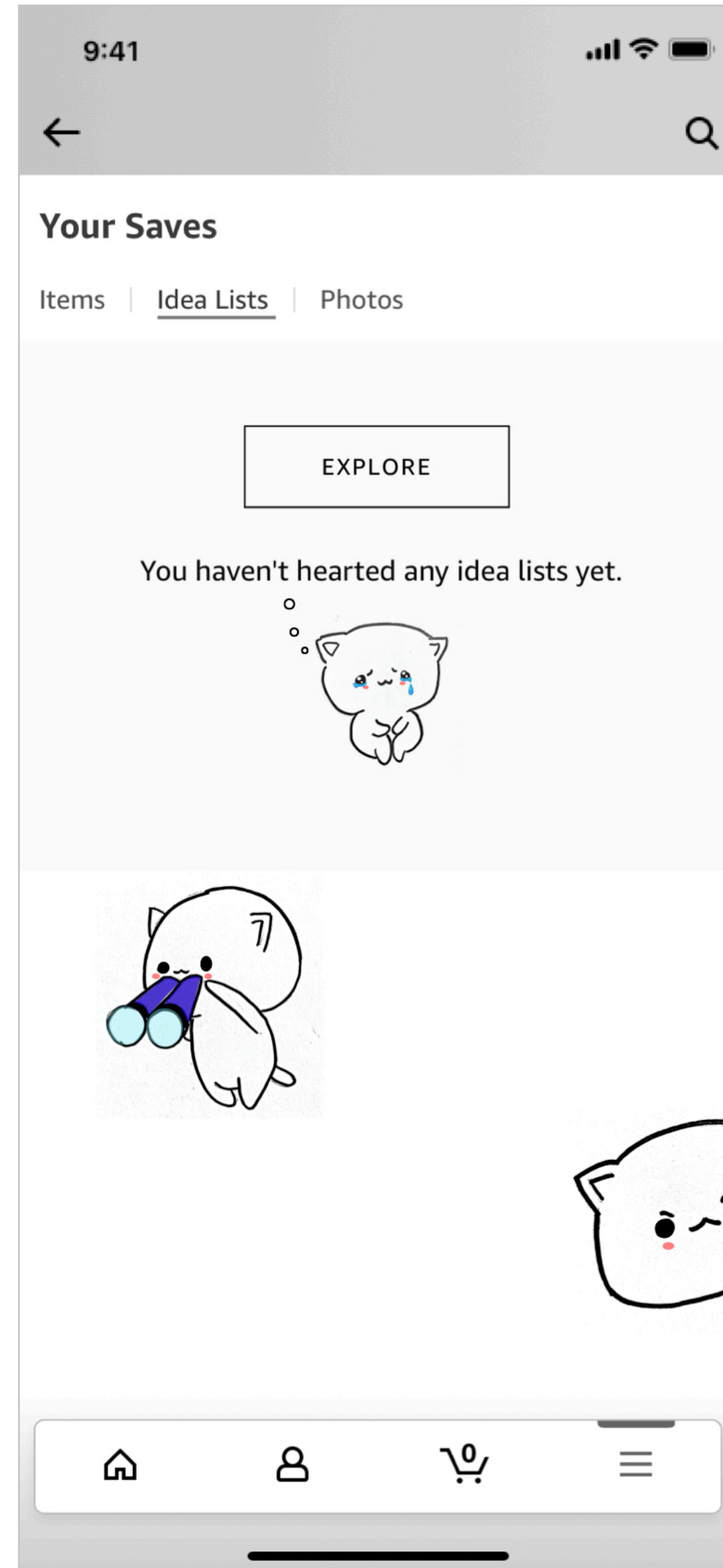
Idea 3: Loading animation



1. Loading animation

The loading screen would be presented with a short story wherein #FoundIt's mascot is seen viewing a post on #FoundIt, then getting it and being happy. This would make sure customers don't drift away when being told to wait by presenting them with visually appealing loading screen to look at and thus, keeping them engaged.

Idea 4: Press a button

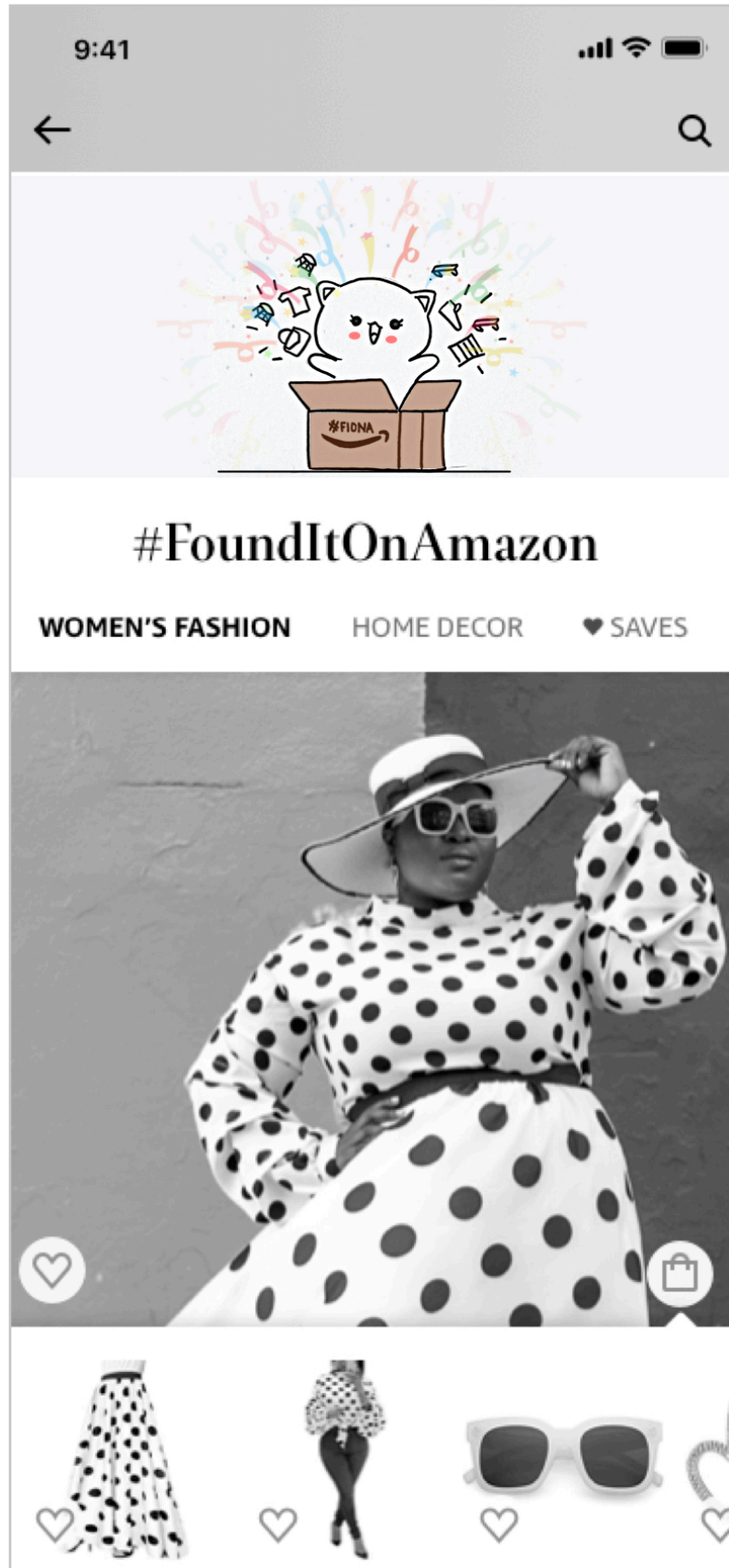
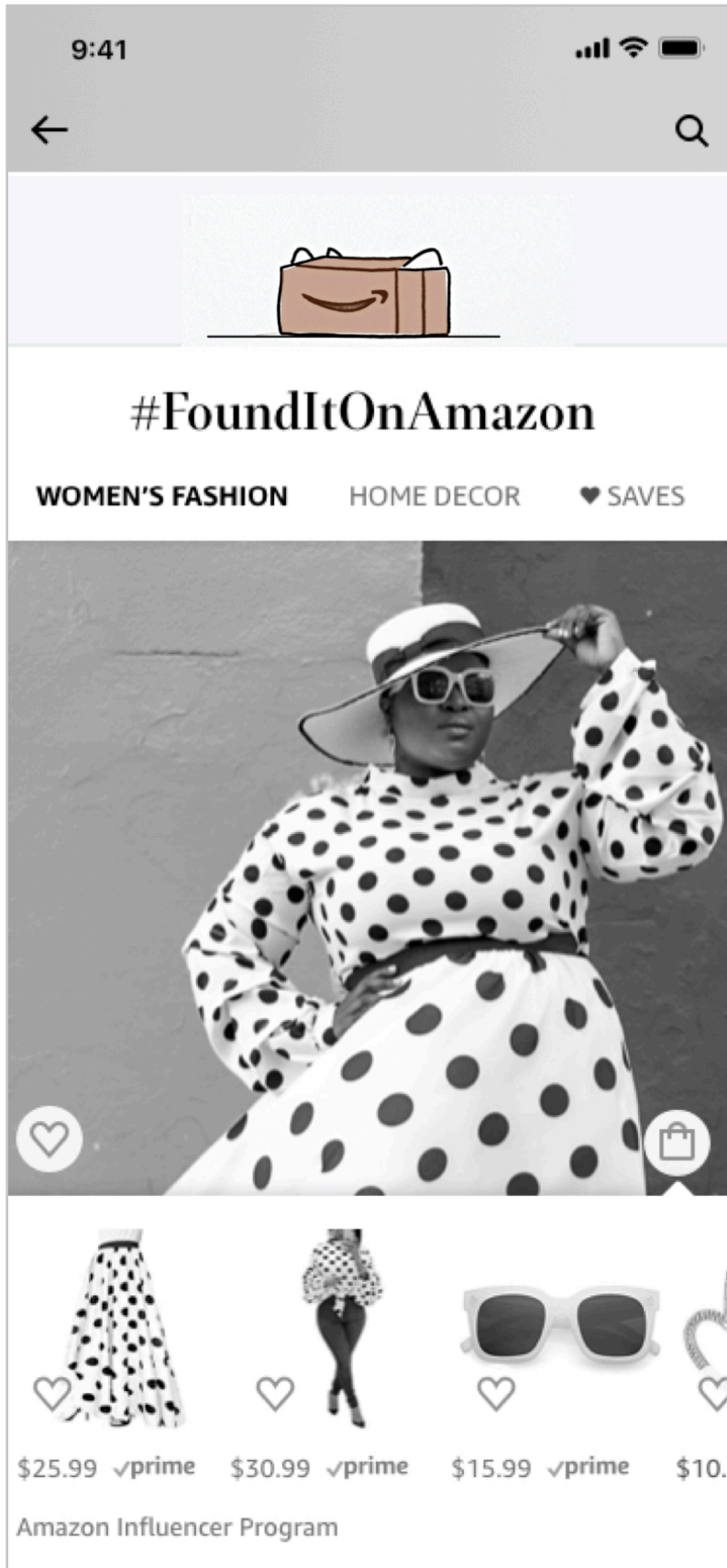
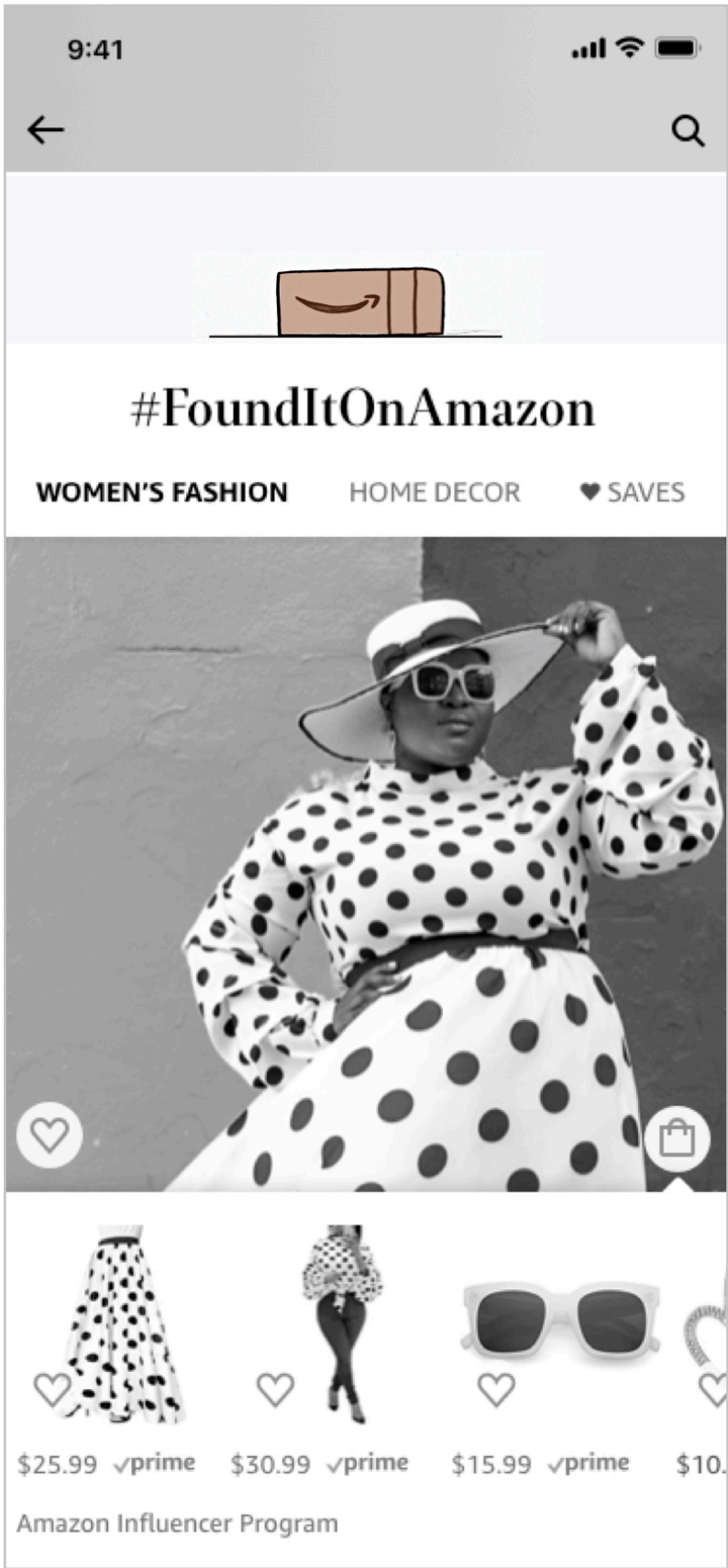


1. Press a button

An animation wherein #FoundIt's mascot will be seen on screens that are empty. This mascot would lead customers to the action items and encourage them to press them. In this case, the mascot is sad that the customer has not hearted anything and is encouraging them to do so by talking to them.

FOR #FOUNDITONAMAZON

Idea 5: Pull to refresh



1. Pull to refresh

This animation would appear when customers pull the screen, refreshing their content as well as adding a fun element.

PART 4

Final prototyped idea

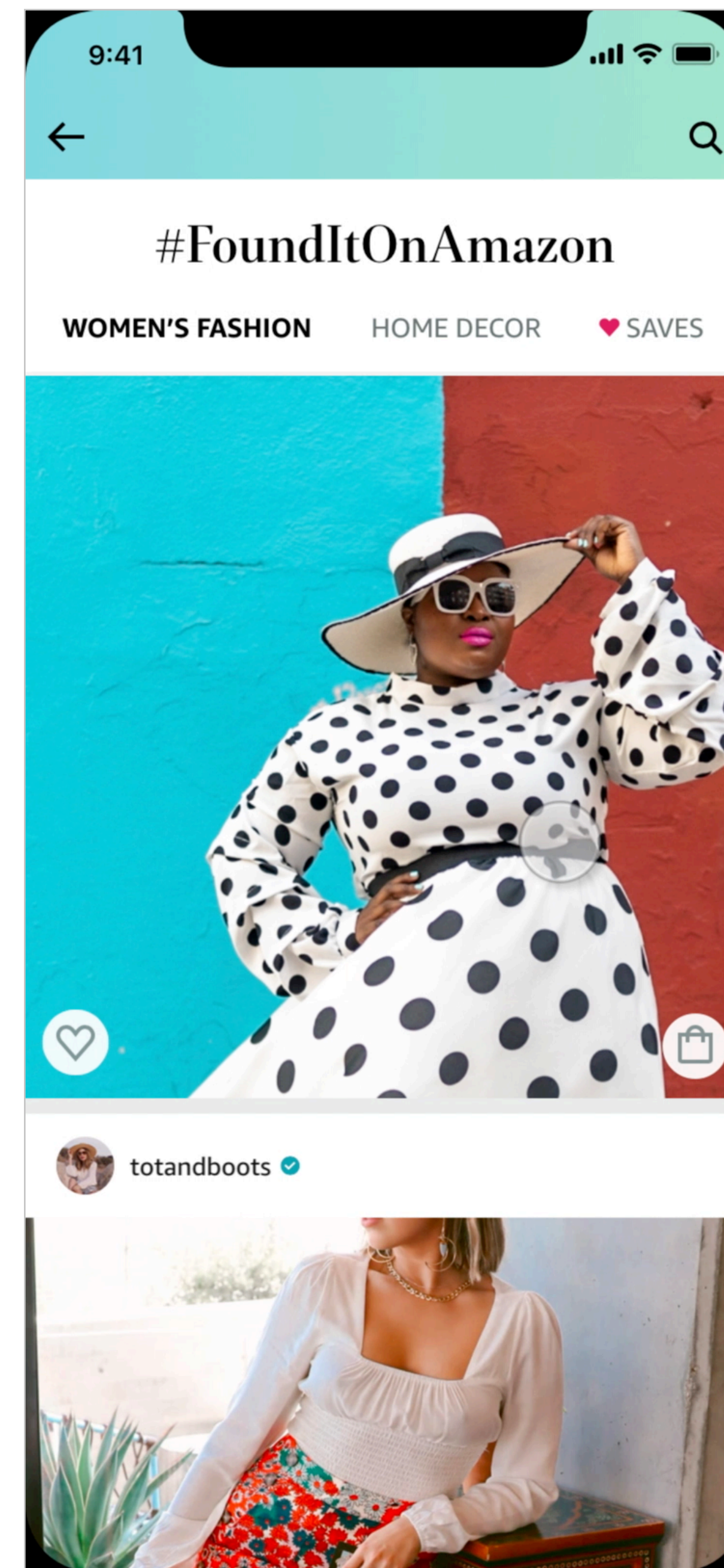
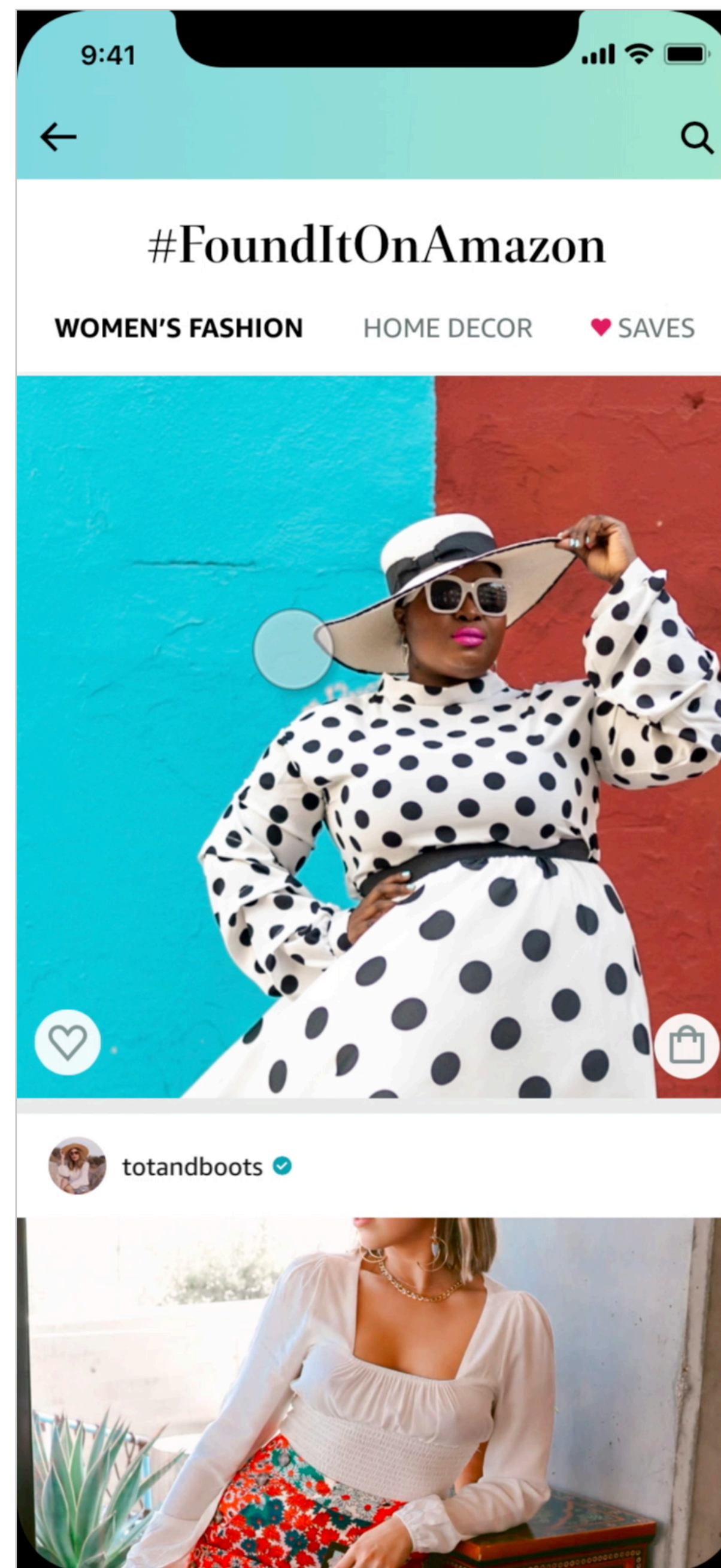
MY IDEA OF MAKING MOBILE FUN

Say hi to Amazie while pulling to refresh

When a customer pulls the screen downward a #FoundItOnAmazon mascot named Amazie will appear, trying to get out of the box and then finally coming out with the items bought on #FoundItOnAmazon, refreshing the #FoundIt's feed simultaneously. To add an element of surprise, this mascot would wear a different costume every time it comes out, like that of detective or a pirate, and would have different items come out of the box with it.

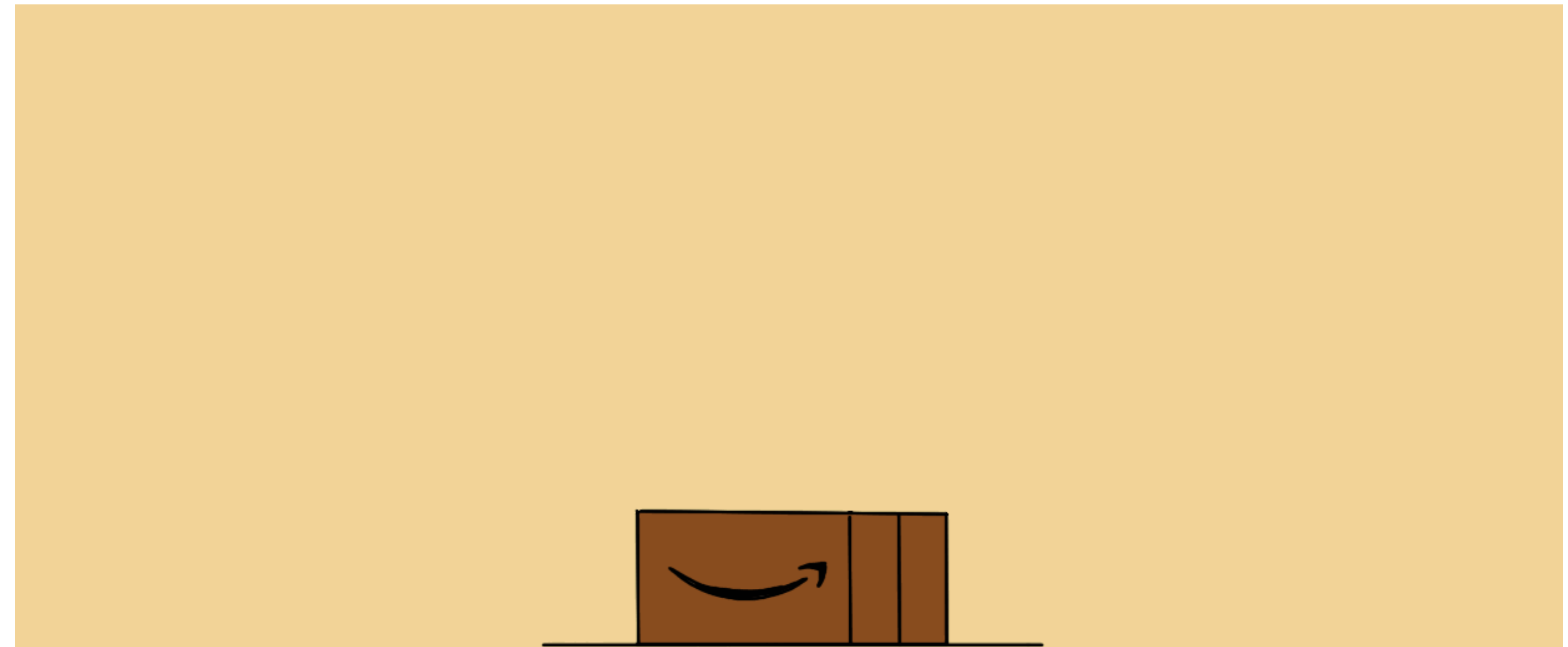
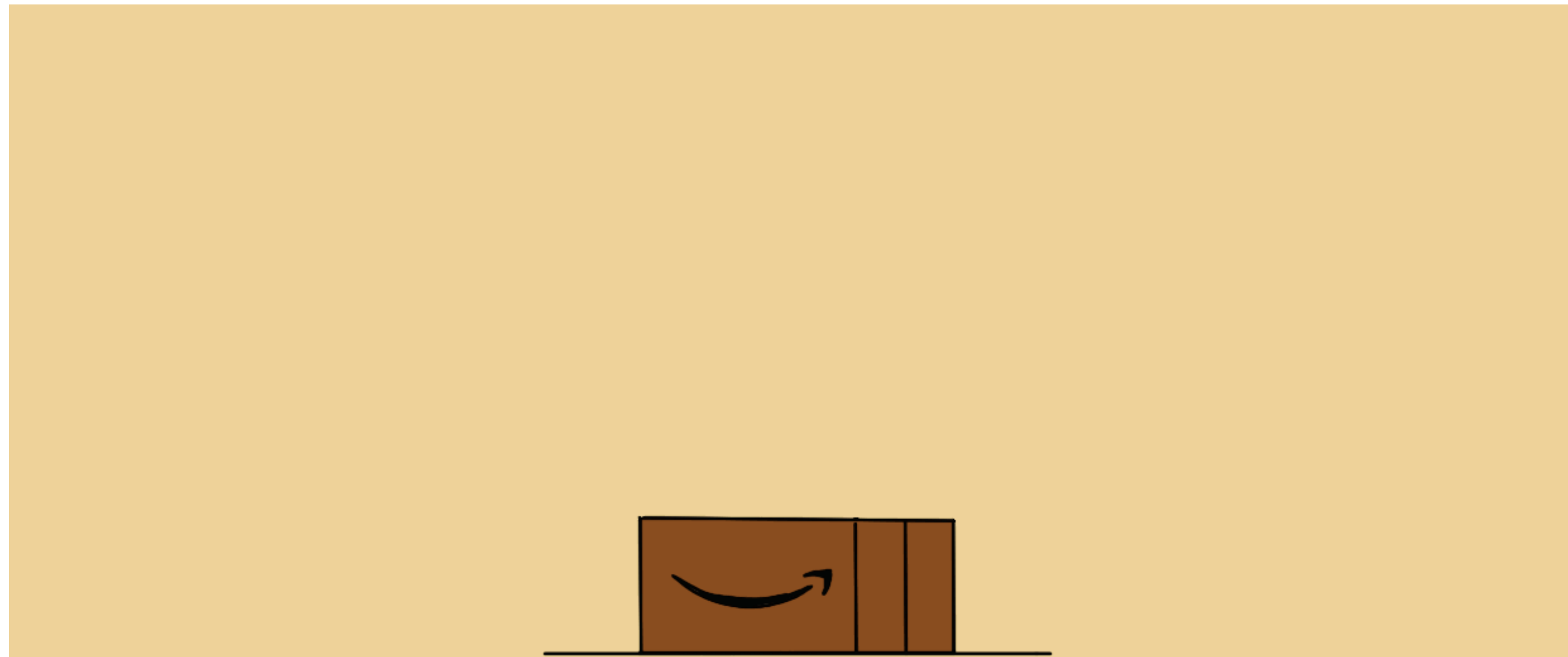
This would encourage customers to pull to refresh to see what comes out of the box, while making sure they're informed about the about the functionality of the element, and that they don't drift away while the system is refreshing the content for them.

Software used: Flinto, Procreate



FINAL PROTOTYPED SELECTION

GIFS made



Software used: Procreate

The end.