

SOCIAL SCREEN

VCD 322 Final UX Design Project

Eda Bebek 12135037

TIER 1

- 1) Main design problem
- 2) Root Cause of the problem
- 3) Historical Analysis (Ideo Learn Methods)
- 4) Problem Research Analysis

Problem & Concept

Under the circumstances of an ongoing global pandemic people are not allowed to meet other people freely in public places. When such a pandemic lasts for years, it comes with a mandatory global loneliness epidemic. **Meeting new people or even socializing with old acquaintances becomes a huge problem under a long lasting global pandemic. People need new tools and interfaces for socializing under such circumstances.**

I will be tackling this problem in a set up where there has been a new pandemic in a near future. The technology will be similar to today's, and I will be designing a new application for the TV screen(with its own webcam attached) called the "**Social Screen**"

Problem Statement

WHAT?

There is an obligatory loneliness among the citizens living in the time of a pandemic.

WHY?

Because there is a global pandemic and meeting other people is regulated under restrictions.

WHERE?

All around the world.

WHEN?

During a global pandemic, in the near future.

WHO?

The citizens of all countries.

People need a new online interface to perform social interactions.

WHY?

Because people are lonely and have trouble socializing.

WHY?

Because people have to stay at home.

WHY?

Because the government restricts the time people can spend outside.

WHY?

Because there is a global pandemic.

WHY?

Because diseases spread easily in crowded cities.

PROBLEM STATEMENT

People are forced to stay inside their homes because the world is going through a global pandemic; as a result they need new tools to socialize and to decrease their increasing loneliness.



SOCIAL SCREEN



My problem and its solution will revolve around a near future where there is a global pandemic and everyone is forced to stay inside. We have gone through such circumstances in the years 2020 and 2021; and those two years have created many changes in all of our needs and social practices.

During the COVID19 pandemic we globally used conference calls more than we ever have before.

I will start my project with doing a research about the history of video calls.

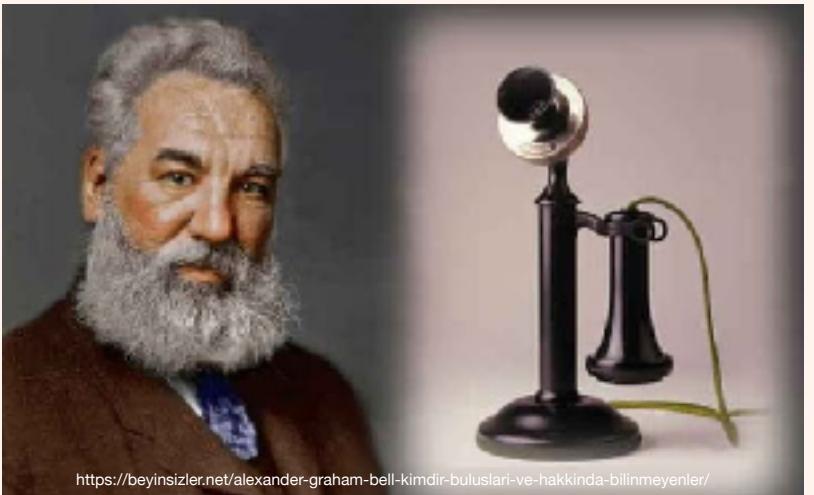
I will also conduct user interviews to understand the conference call practices of my possible users; asking how they used video calls particularly during the pandemic and how they would interact with a new social interface based on video conferencing on TV under similar circumstances.

IDEO LEARN METHOD

Historical Analysis : Video Calls

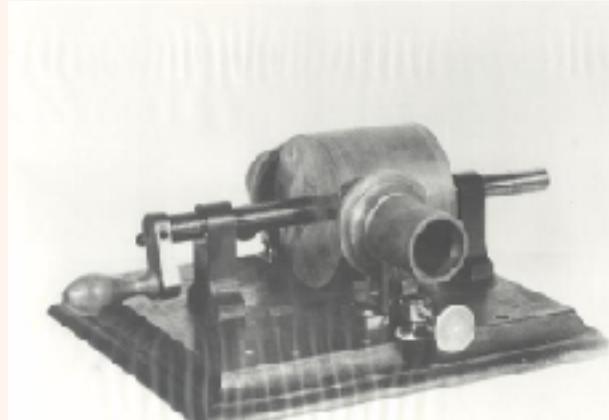
Picturephone: First Video Calls

1870s



“Bell Labs (Bell Telephone Laboratories) and American Telephone and Telegraph Company (AT&T) was founded by Alexander Graham Bell in the **1870s**.”

Early 1900s



An Edison Tin Foil Phonograph

“Bell Labs found many new uses for the vacuum tube, exploiting it in areas including public address systems, radio, electrical phonograph recording, synchronized sound motion pictures, and transoceanic radio telephony.”

1927



Bell Labs' New York City building in the mid-1930s.

"Bell Labs, AT&T's R&D division, held a well-publicized demonstration of its television research at its New York Headquarters in April **1927**; the centerpiece of the event was a conversation between US Secretary of Commerce Herbert Hoover in Washington and AT&T President Walter Gifford in New York. Hoover's live moving image was seen, at 50 lines resolution, by both Gifford and the invited audience. "

1964



“Inaugural call, Picturephone booth service, 1964. Illinois Bell Telephone President John de Butts in Chicago talks to First Lady Lady Bird Johnson in Washington. (Courtesy AT&T Archives and History Center).”

1970



“AT&T introduced commercial Picturephone service in central Pittsburgh on July 1, 1970.”

Picturephone
in use, AT&T
Advertiser
, 1970.
(courtesy
AT&T Archives
and History
Center.)

1968



1964



“Picturephone booths at the 1964 New York World’s Fair (courtesy AT&T Archives and History Center).”

"In a second 1964 trial, AT&T opened public Picturephone rooms in New York, Chicago, and Washington, that June; any two of these rooms could be rented by interested customers at rates from \$16 to \$27 for the first three minutes of conversation. Just 71 calls were made in the next six months, and the number declined from there; while the rooms remained through 1970, no calls were made in the final year."

Picturephone: First Video Calls



“Why did the Picturephone fail? There were multiple reasons. The first is the chicken-and-egg problem that plagues all new networked technologies —**a Picturephone is only useful if the person you want to contact has one.** A new technology needs some niche group of enthusiasts to sustain it over these early years; and the Picturephone did not find such a group. The second was cost—**it proved more expensive than its value even to the targeted business markets.** Most new technologies are expensive at first, and then come down in price. AT&T was confident that costs would come down over time, in this case with the coming employment of digital technologies, but Picturephone did not last that long. **Finally, most of those few customers that it had didn’t like the service.** It turns out that *most users*, even in a business setting, *simply did not like being routinely seen on the telephone*, or at best found it added little value. What some did find more useful was the ability to share documents and other graphics.”

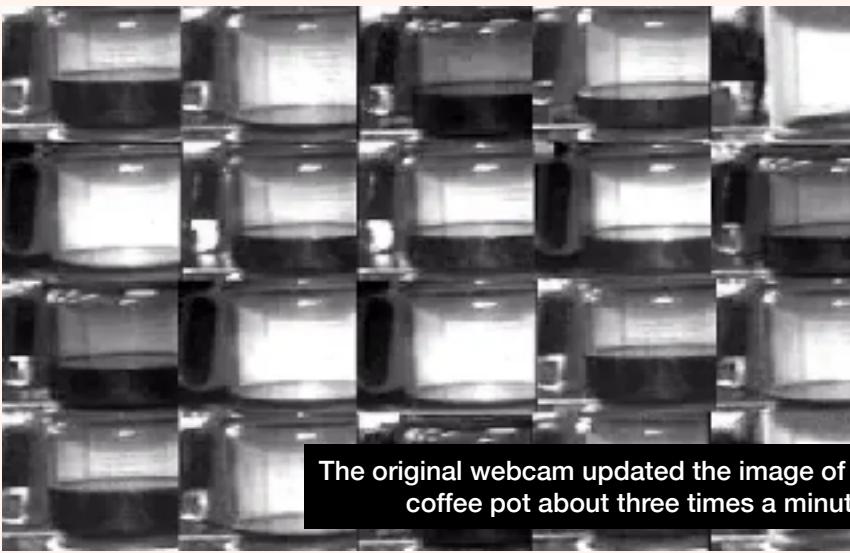
Digital Era: Online Video Conferencing

1984-2001



"PictureTel created one of the first real-time systems^[3] to implement motion compensation and transform coding in July 1986."

1991



"The internet as we know it today began with a coffee pot. ...It occurred to Stafford-Fraser to train an unused video camera from the Trojan Room on the coffee pot (and thus the amount of coffee available within), then connect it to a computer, specifically an Acorn Archimedes." The first webcam was jokingly called "Trojan Coffee Cam"

1992



"In early 1990s, a Cornell student wrote a program called CU-SeeMe. This became the first desktop video conferencing platform. It was released on the Macintosh OS in 1992 and Windows in 1994."

1994



"In 1994, Connectix launched QuickCam, the first commercial webcam. It only provided a 320x240 pixel resolution with a grayscale color depth of 16 shades at 60 frames per second -- or 15 frames per second if it was switched to 256 shades of gray. In 1998, Logitech purchased the QuickCam."

1999



"Smartphones had rear-facing cameras for taking photos but soon added a front-facing camera -- where the camera was on the same side as the keyboard -- specifically for video conferencing. The first smartphone to feature a front-facing camera was the Kyocera Visual Phone VP-210, released in Japan in 1999. Multiple phones, including the Sony Ericsson Z1010, came with front-facing cameras in 2003."

"Polycom was founded in 1990 by two PictureTel colleagues. SoundStation was Polycom's first product released in 1992. It was a triangular speakerphone with high-quality audio that enabled both parties to simultaneously speak and be heard. Its first video product -- ShowStation -- shipped in 1994."



Problem Research Analysis



Picturephone was a failure because it required new and expensive technology that no one owned in 1970. However, after the democratization of technology enabled computer and cellphones to become a part of the regular person's everyday life, video call technologies also became a normal part of our lives.

The key factor here is that everyone started having those technologies after the 2000s, so it was a matter of using the technology or not, rather than buying a new technology. Another turning point is the **2020 Covid19 outbreak**. People couldn't see each other in real life so they wanted to see others using the technologies they have. Here my suggestion is to attach another device we already have in our homes to this technology: the TV. **The way webcam became an integrated part of our laptops, it can become part of our TVs as well.**

Research Sources:

Bell Labs: https://ethw.org/Bell_Labs

Picturephone: <https://ethw.org/Picturephone>

PictureTel: <https://en.wikipedia.org/wiki/PictureTel>

Coffee Pot Cam: https://www.openculture.com/2021/09/the-very-first-webcam-was-invented-to-keep-an-eye-on-a-coffee-pot-at-cambridge-university.html#google_vignette

History and Evolution of Video Conferencing: <https://www.techtarget.com/whatis/feature/The-history-and-evolution-of-video-conferencing>

Trojan Room Coffee Cam: <https://www.bbc.com/news/technology-20439301>

<https://ftp.icm.edu.pl/packages/cu-seeme/html/Welcome.html>

<https://www.facebook.com/ChaostoMemories/posts/the-connectix-quickcam-released-in-1994-was-the-first-commercially-available-web/175725140770079/>

<http://blog.startechtel.com/2018/01/how-the-polycom-soundstation-changed-conferencing/>

<https://tech.hifihype.com/uncategorized/kyocera-vp-210-this-was-the-first-camera-phone-in-history/>

<https://www.technopat.net/vt/urun/sony-ericsson-z1010-ozellikleri/>

<https://nokiamob.net/2022/06/05/flashback-20-years-ago-nokia-7650-the-first-camera-phone-was-launched/>

<https://www.imore.com/history-iphone-4>

<https://www.tkoworks.com/video-conferencing/equipment/polycom/viewstation/mp/index.html>

TIER 2

- 1) User Interviews
- 2) *Fly On The Wall* (Ideo Look Method)
- 3) Empathy Map
- 4) Persona Card

USER INTERVIEWS PERSONA 1

Highlights from the interview with Persona 1:

Online therapy:

She mentioned she was getting therapy online during the pandemic and she is still having therapy online rather than face to face. She highlighted her worries about privacy on video conferencing.

Feminist Solidarity Group:

She is part of a solidarity group for women in the film&tv industry. She says even without the pandemic they sometimes meet online via video calls, whenever someone needs to share their problems fast. During the pandemic the meetings carried on, and she highlighted her worries about privacy about these meetings.

Privacy:

She highlighted that although she does her video calls for online therapy alone at her house, she still feels nervous that someone can hear her. It is also important to maintain safety on their solidarity group chats. That's why everyone has to open their camera for the first ten minutes.

Online Interviews:

She explains that right before the pandemic she has just started doing interviews to share on social media, and after the quarantine started she had to do it online with online video calls for a while.

Live Broadcasting on Social Media:

During the pandemic she started doing live broadcast on social media for her followers.

Podcast Recording:

She recorded her own podcast starting with the pandemic.

Online Yoga Lessons:

She recorded online Yoga lessons as a Yoga instructor.

Auditions:

She mentioned that primary auditions for acting roles are now online; actors either record their own audition or they have video calls.

Political Views:

She believes that social media can be a good tool to bring people with similar political views together.



USER INTERVIEWS PERSONA 2

Highlights from the interview with Persona 2:

Contacting Family:

Her two daughters live in another city, Istanbul, and she needs using video calls to see their face and learn how they are. Also during the pandemic she couldn't go to her old mother's house every day. She suggests that if there was a easier video call interface she would definitely use it to keep track of her mother's health and to see and talk to her frequently. Gülin's mother can't see and hear too well because of her old age, so contacting her via video calls from the very small screen of smartphones is usually very challenging.

Contacting Friends:

She has a female friend group with whom she contacts regularly. Also she has a friend group from her university years. Since most of those friends live in different cities and there are many people in these groups, they use video conferencing very regularly. They usually use their phones, but since all those people are 60+ years old, a wider screen is better for all of their sights.

Cooking:

She suggested that if she could have video calls via a stable TV screen, for example with a TV screen set in her kitchen, she would very much like to cook with her friends or family. They could share recipes while cooking in their separate kitchens.

Mobility:

She says having video calls through TV would be nice in terms of its wide screen; however it would require you to be at home all the time. When there is no quarantine she visits her mother regularly, so if someone video calls her while she's at her mother she would have trouble picking up the call.



USER INTERVIEWS PERSONA 3

Highlights from the interview with Persona 3:

Contacting Family:

His two daughters live in another city, Istanbul, and he needs using video calls to see their face and learn how they are. He also video calls his two sisters and mother sometimes. One of his sisters lives in Ankara and is a lawyer. He sometimes needs to have long conversations with her because she is in charge of his legal matters. He uses normal phone calls and sometimes video calls.

Professional Conversations:

He stated that in the circumstances of a new pandemic where no-one can leave their house, he would be interested in using video calling for professional matters. In such a scenario where there is an ongoing pandemic for years, he would be interested in conducting interactions with the professionals of each matter. If he is building a house, he would video call construction engineers or product suppliers, or if he needs counseling in legal matters he would like to video call a lawyer. This insight made me realize there could also be a “Professional” section of the “Social Screen” interface.

Wider Screen:

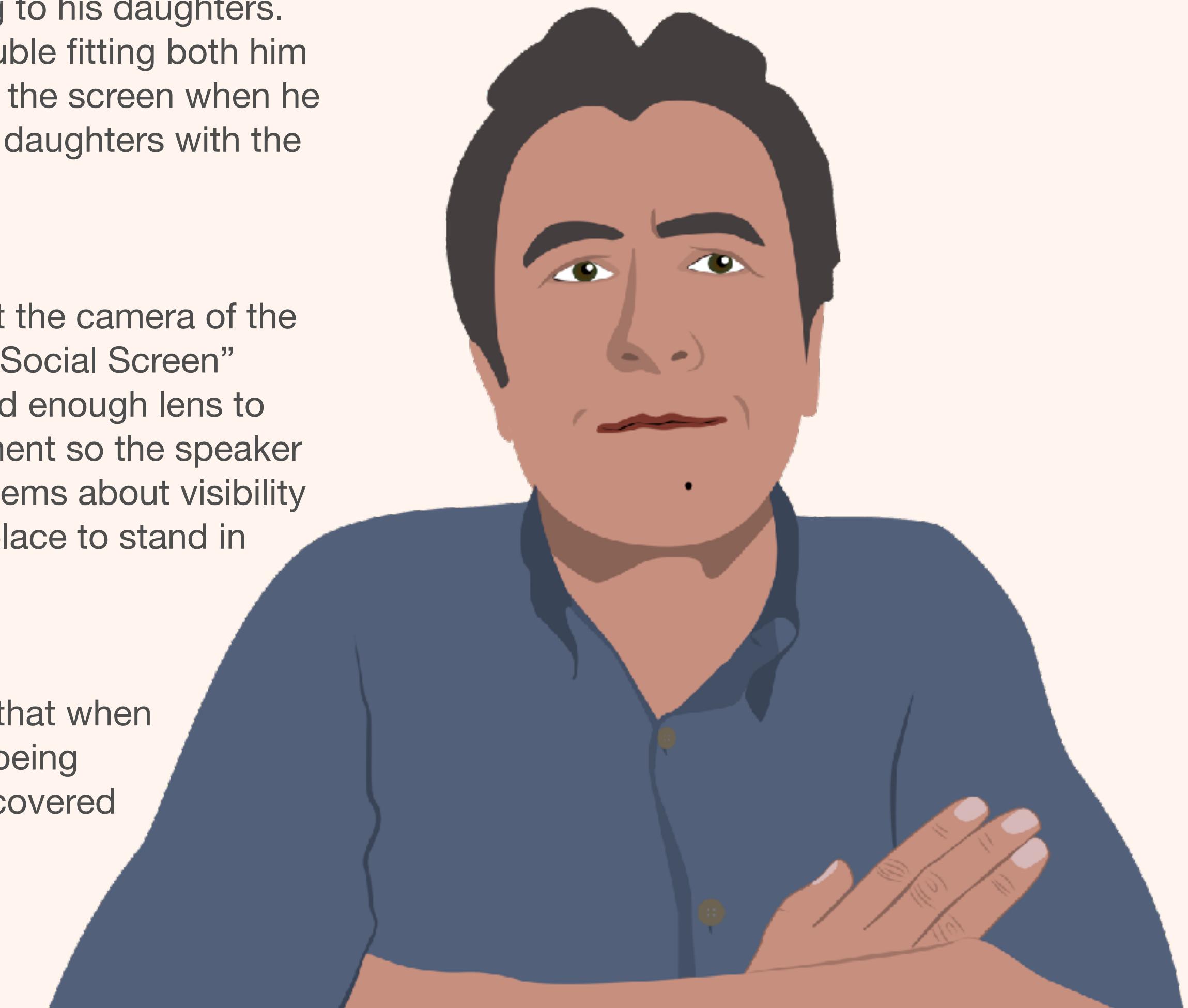
He stated that wider screen would be easier while talking to his daughters. Usually he has trouble fitting both him and his wife inside the screen when he is video calling his daughters with the phone in his hand.

Camera:

He highlighted that the camera of the TV that hosts the “Social Screen” should have a good enough lens to show the environment so the speaker doesn’t have problems about visibility while choosing a place to stand in the environment.

Privacy:

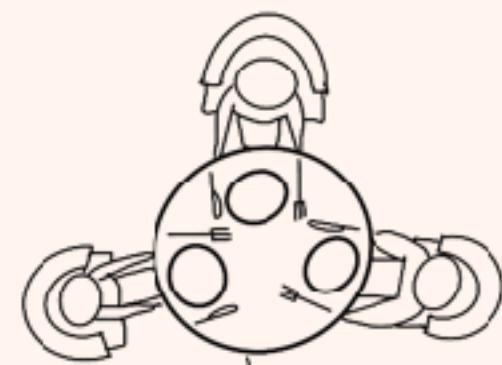
He also remarked that when the camera is not being used it should be covered to enable privacy.



IDEO LOOK METHOD: FLY ON THE WALL PERSONA 2

I had the chance to observe **Persona 2**, Gülin during the process of one of her video calls with her female friend group. They are a group of 4 women in their 60s and they regularly have video calls when they can't meet face to face. Below is a small depiction of the process of her video call:

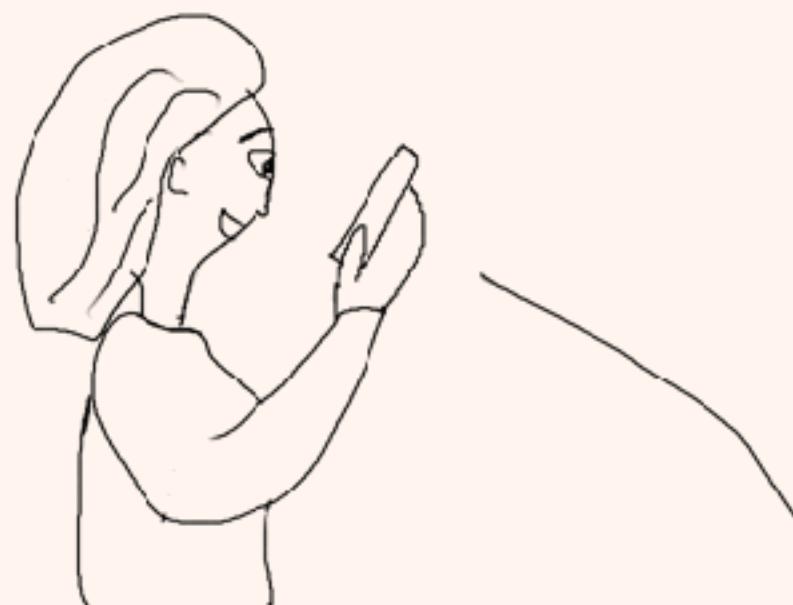
1 Gülin is having breakfast with her husband and younger daughter on a Saturday morning around 11 p.m.



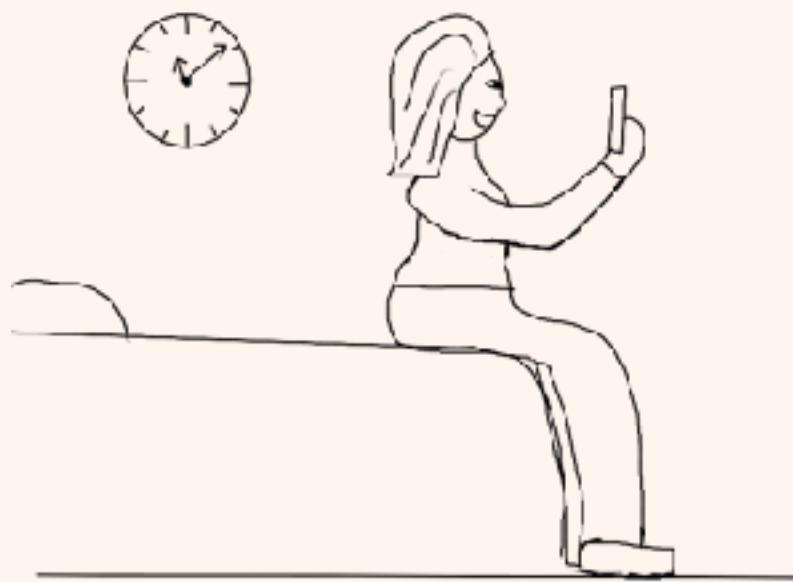
2 Gülin's phone rings: Her friends are sending a video call from their Whatsapp group.



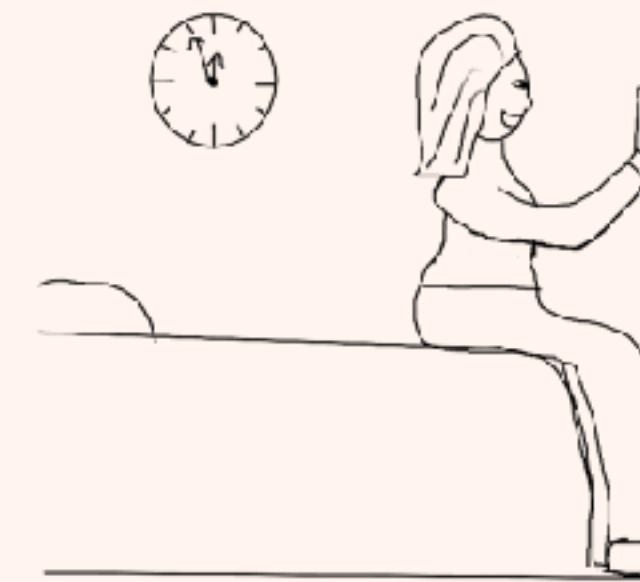
3 Gülin picks up her phone and sees who is calling. Puts her tea to the table.



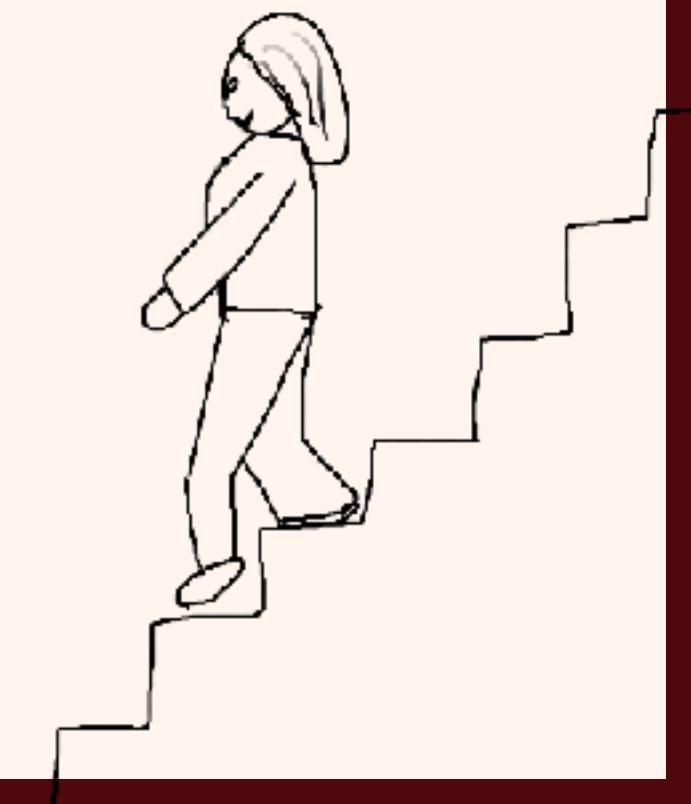
5 Gülin answers the call when she arrives in her room. All her 3 other friends have started chatting.



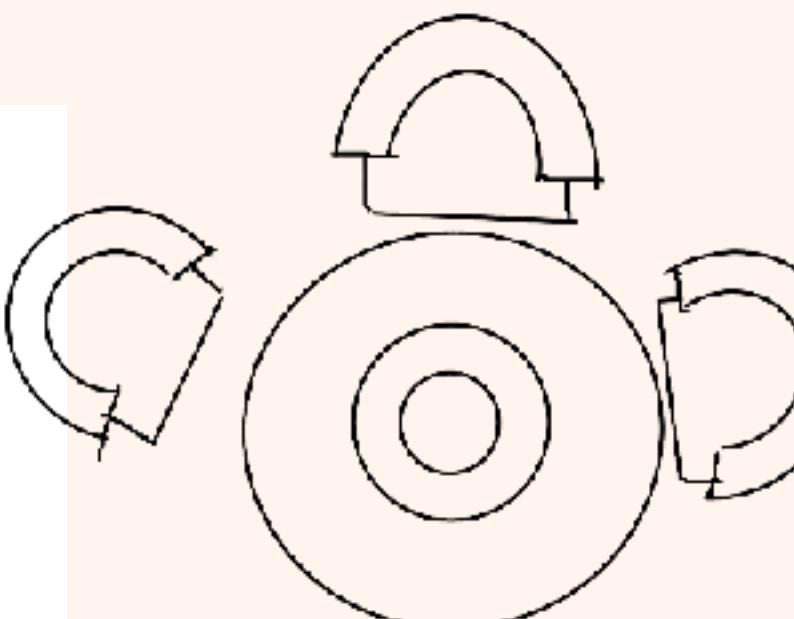
6 They talk for about an hour. They talk about many things, health, economy, their families...



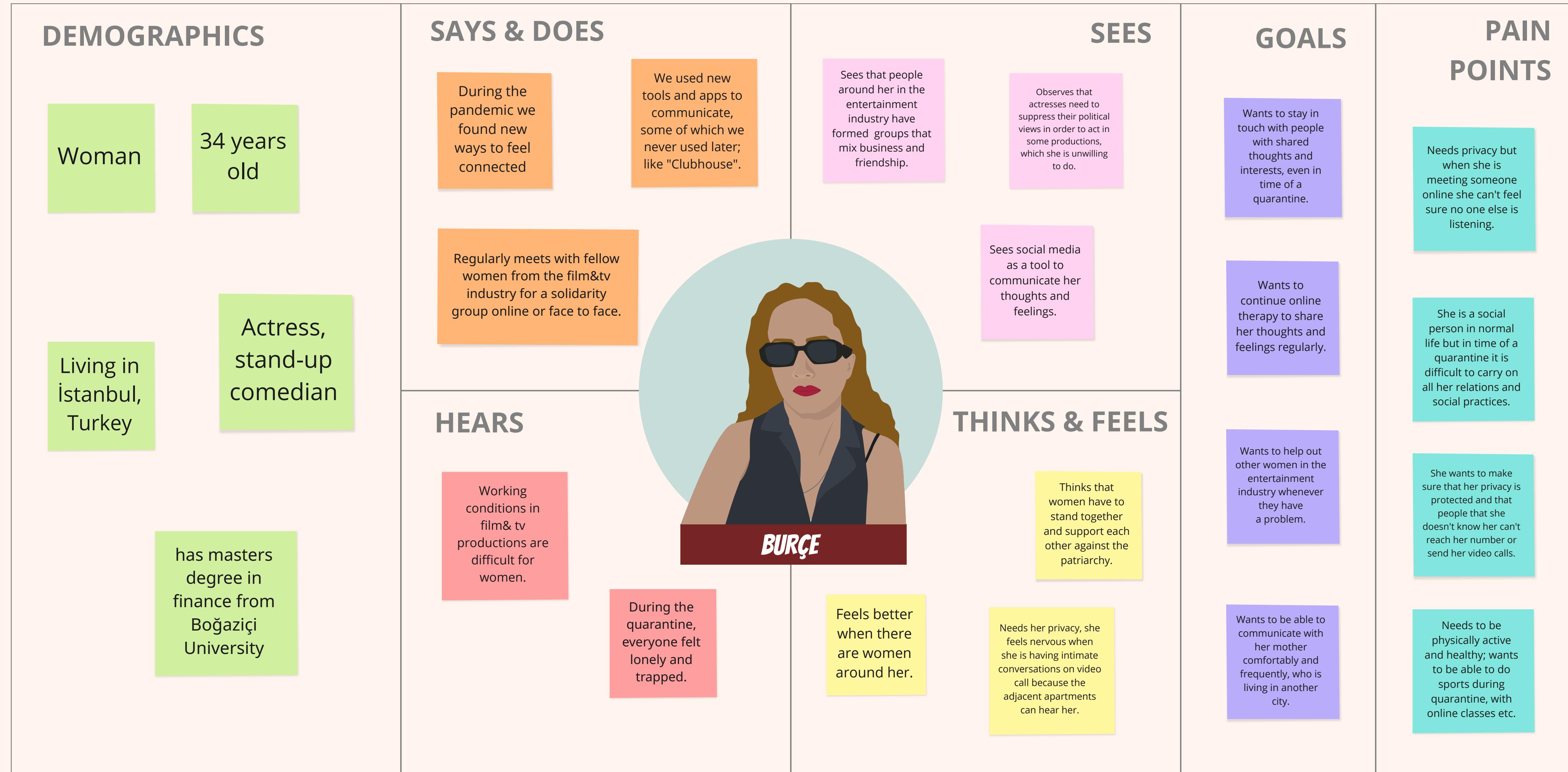
7 After their video call ends, Gülin comes back downstairs to the table.



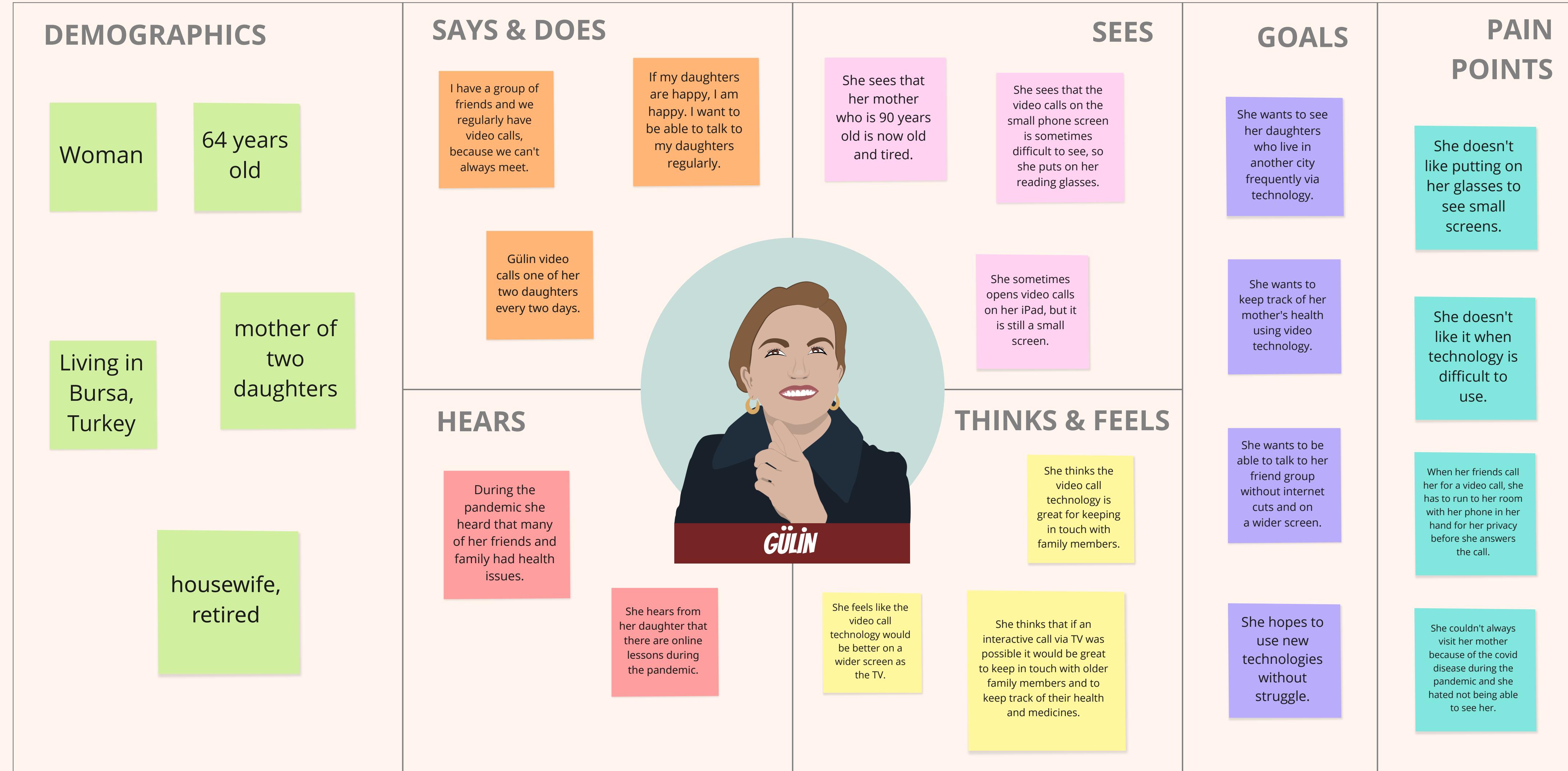
8 When Gülin comes back, she sees that her daughter and husband have already tidied up the breakfast table.



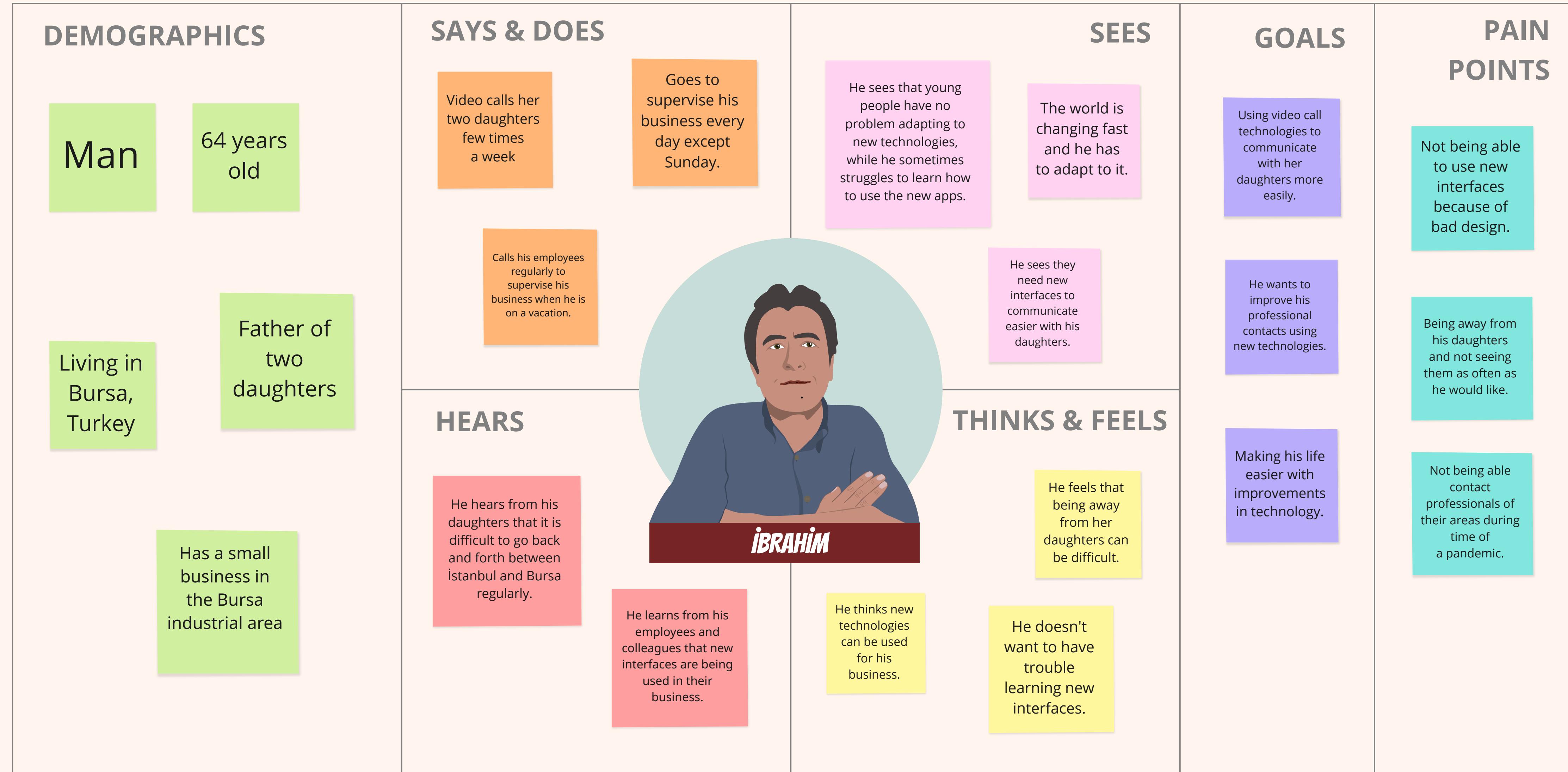
EMPATHY MAP PERSONA 1



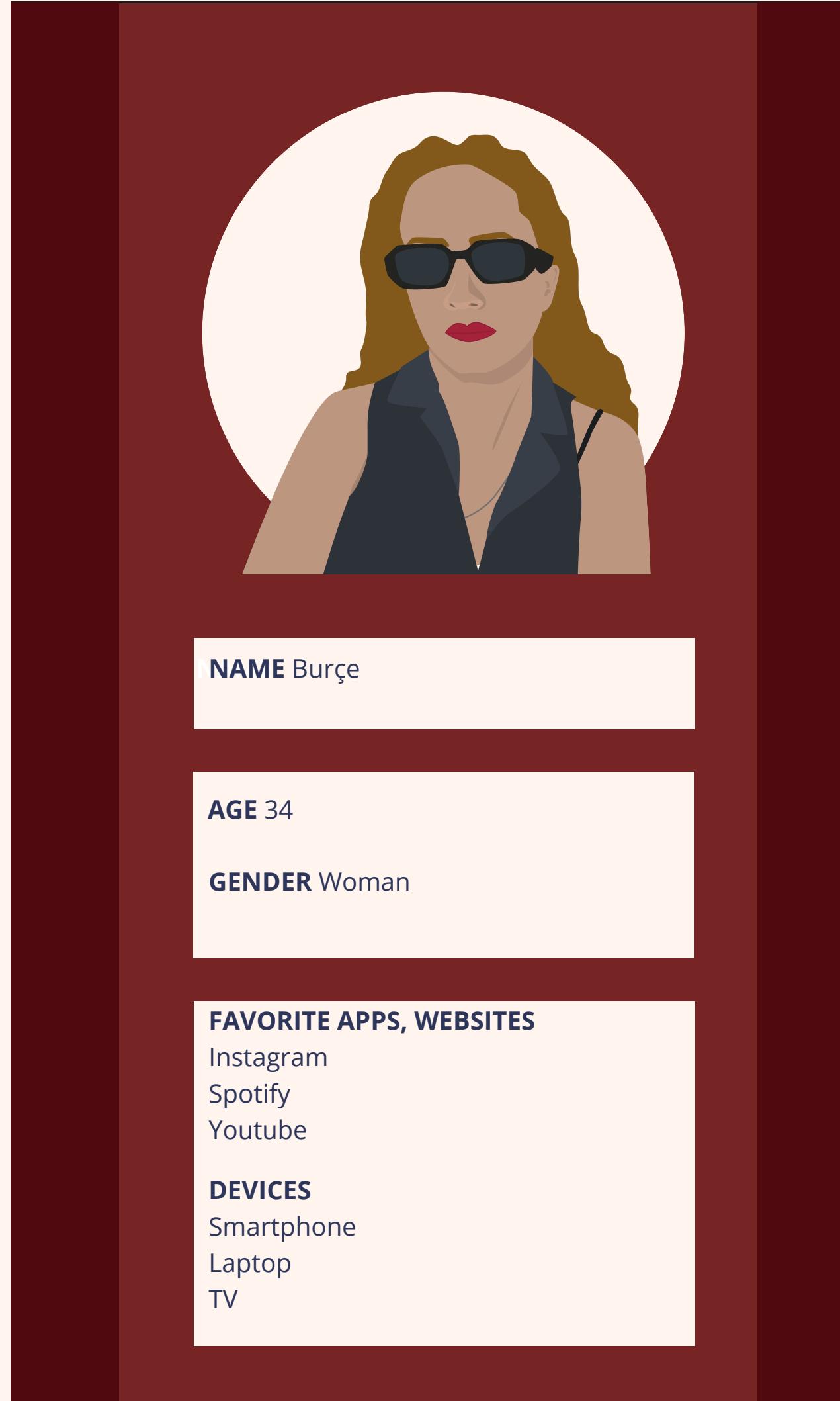
EMPATHY MAP PERSONA 2



EMPATHY MAP PERSONA 3



PERSONA CARD PERSONA 1



NAME Burçe

AGE 34

GENDER Woman

FAVORITE APPS, WEBSITES

Instagram

Spotify

Youtube

DEVICES

Smartphone

Laptop

TV

ROLE / USER TYPE

What role do they have or what user type are they?
Short personality based description ex. Soccer mom

Influencer
(has 14,9k followers on instagram)

BEHAVIORS / TRAITS

What are the characteristics, likes and habits of this user?
ex. likes to watch her son's soccer games.

1. She is very active on instagram. She posts an average of 5 stories on instagram everyday.

2. She is an activist. She is part of a feminist solidarity group for women in entertainment industry.

3. She shares her political views and opinions freely. She is interested in living true to herself rather than fulfilling other people's expectations.

USER DESCRIPTOR

Tell us the story of this user to bring them to life.

After getting a master's degree in finance and working as a banker for four years, Burçe started taking acting lessons and started to perform on stage as a stand-up comedian. She started her career as a comedian when she was working in the bank, by posting parodies of white collar people on her instagram. Burçe isn't afraid to share her opinions on political matters and her political views are anti-government. The dominance of the right-wing political discourse on contemporary Turkish TV made it difficult for her to carry on her acting career on TV; and for the last few years she has been an independent comedian.

PAINS / CHALLENGES

What are your users main pain points?
ex. hard to get information on soccer games.

1. Privacy is very important for Burçe. Being a public figure who performs on stage can create problems such as attracting troubled figures.

2. Being trapped inside her home in the pandemic is difficult for an active and sportive person like Burçe.

3. Online calls and video calls can become very frustrating because her internet keeps getting cut.

GAINS / GOALS

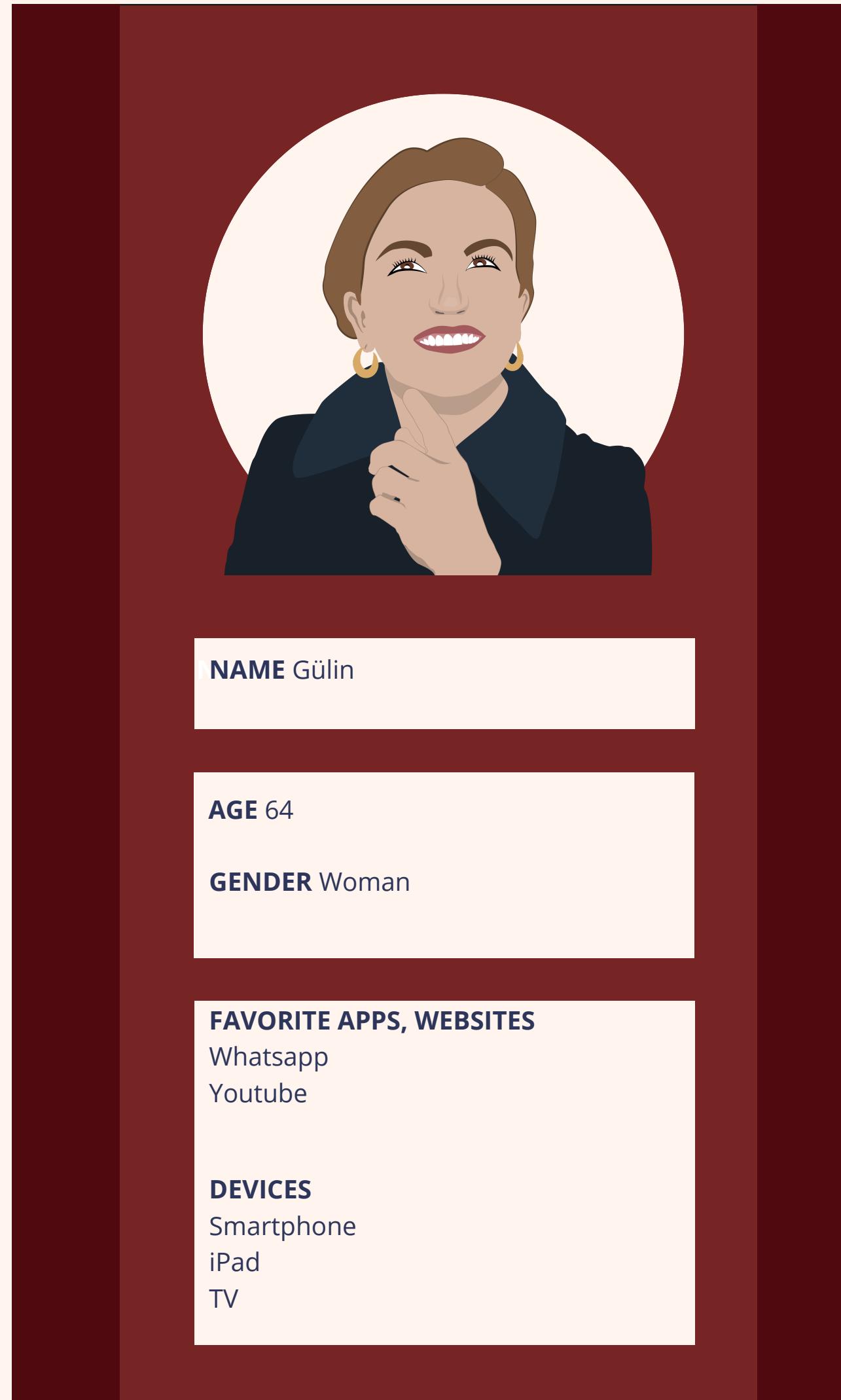
What does your user want to achieve?
What are the requirements of this user?
ex. get soccer game schedules quickly.

1. Burçe wants to be able to keep meeting her solidarity group online during the pandemic.

2. Burçe wants to continue her online therapy sessions.

3. She wants to be able to carry out her online video calls in a private and safe manner, without having to worry who else can hear her.

PERSONA CARD PERSONA 2



NAME Gülin

AGE 64

GENDER Woman

FAVORITE APPS, WEBSITES

Whatsapp
Youtube

DEVICES
Smartphone
iPad
TV

ROLE / USER TYPE

What role do they have or what user type are they?
Short personality based description ex. Soccer mom

Mother, housewife

BEHAVIORS / TRAITS

What are the characteristics, likes and habits of this user?
ex. likes to watch her son's soccer games.

1. She loves to use her iPad. She watches a lot of YouTube videos about politics, economy, and astrology.

2. She watches the TV every night with her husband İbrahim. They watch a lot of TV series.

3. She loves cooking and trying new recipes. She meets her 4 sisters and mother frequently and they eat together. She loves to bake and she always bakes the birthday cakes in her family.

USER DESCRIPTOR

Tell us the story of this user to bring them to life.

Gülin is the mother of two daughters and she has been married for to İbrahim for 36 years. She has 4 sisters and her 90 year old mother is still alive. Every two days she visits her mother who lives with one of Gülin's older sisters. She meets her sisters and mother regularly and for those meetings she sometimes cooks and bakes. Gülin has two daughters, 33 and 29 years old, who live in İstanbul. She cooks for them whenever they come to visit her and she likes to give them food to take to their houses. Gülin isn't great with technology but she has gotten used to using her smartphone and her iPad. She video calls her daughters frequently to see that they are okay. Gülin also watches the TV every night with her husband.

PAINS / CHALLENGES

What are your users main pain points?
ex. hard to get information on soccer games.

1. She finds it hard to adapt to new technologies. She wants to be able to figure out how to use an interface without asking her daughter or husband.

2. Not being able to go to her mother's house in the pandemic was very difficult for her, and she couldn't video call her because her mother can't hear well and can't see the small phone screen.

3. Video calls with her daughters can become very frustrating because the internet keeps getting cut.

GAINS / GOALS

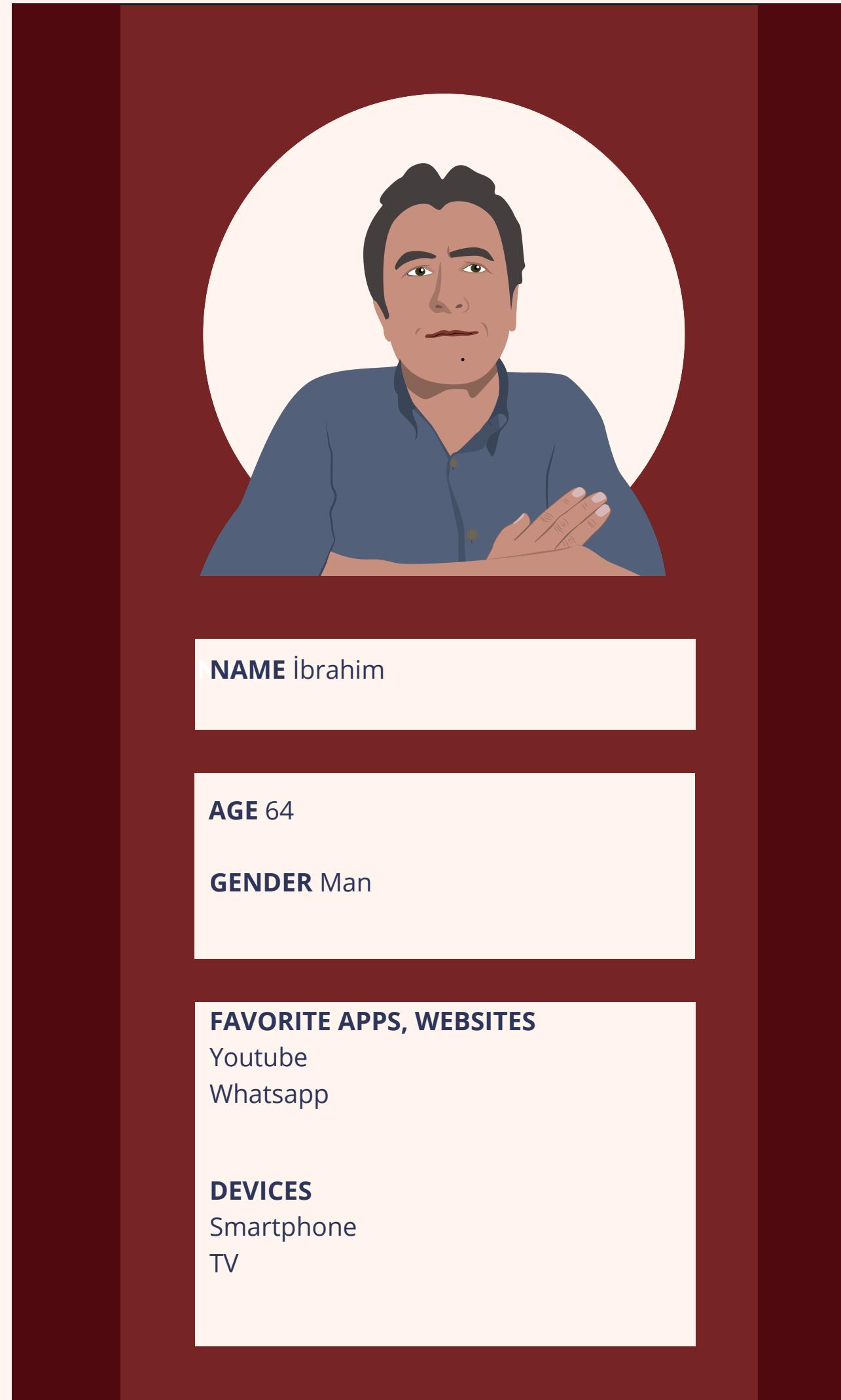
What does your user want to achieve?
What are the requirements of this user?
ex. get soccer game schedules quickly.

1. Gülin wants to be able to track her mother's health without going to her house.

2. Gülin wants her video calls with her daughters to be easier, a tv screen might be a better screen.

3. She wants to be able to carry out her online video calls with her friend group in her private space.

PERSONA CARD PERSONA 3



NAME ibrahim

AGE 64

GENDER Man

FAVORITE APPS, WEBSITES

Youtube
Whatsapp

DEVICES
Smartphone
TV

ROLE / USER TYPE

What role do they have or what user type are they?
Short personality based description ex. Soccer mom

Father

BEHAVIORS / TRAITS

What are the characteristics, likes and habits of this user?
ex. likes to watch her son's soccer games.

1. Loves to watch the TV. He is especially very consistent in watching the news every day.
2. He is very excited about sending memes and political satires that his contacts has sent him to his friends and family.
3. He is very attached to his family. His most used contacts on his phone are his family members.

USER DESCRIPTOR

Tell us the story of this user to bring them to life.

ibrahim is the father of two grown up daughters who live in İstanbul. He has been married to Gülin for the last 35 years. He lives in Bursa with his wife, working at his own business who was passed to him by his father. He has had some financial problems for the last 16 years and he has ongoing lawsuits for the last 16 years. He is interested in political, financial and legal matters happening in Turkey. He follows news very frequently and he wants to stay up to date on Turkey's circumstances. He also wants to support his daughters as well as he can.

PAINS / CHALLENGES

What are your users main pain points?
ex. hard to get information on soccer games.

1. He doesn't like it when he has trouble using the new apps and technologies. He doesn't like asking his daughters how to use things.
2. His main activity is his job. Even during the Covid19 outbreak he kept going to his job.
3. He doesn't like being away from his daughters for too long.

GAINS / GOALS

What does your user want to achieve?
What are the requirements of this user?
ex. get soccer game schedules quickly.

1. Adapting to new communication technologies helps him talk to his daughters more frequently.
2. ibrahim likes to find answers to his questions, he wants to use new technologies to ask matters to professionals in particular topics.
3. He wants to keep track of his mother's health in the time of a pandemic, or when he doesn't have time to visit her in person.

TIER 3

User Journey Map

USER JOURNEY MAP PERSONA 1



Persona 1 Burçe

important characteristics

- values women's solidarity
- ambitious and determined

Typical quote representing the mindset:

Women have to stand together in this male dominant show business.

most important goals of the persona (in this scenario)

1. Ensuring the safety of fellow women artists
2. Sustaining the relations between women in the industry
3. Making sure that the equality and justice in the entertainment industry is maintained.

key insights

Most important findings in this journey map

1. Burçe needs to stay in touch with a group of people to feel connected and efficient.
2. Gender can be an important factor while designing the user interface and profile options for the "Social Screens".
3. Social Screen will be a kind of "private yet social" media interface.

scenario

Communication

The feminist solidarity group is a large group. They have a WhatsApp group. First, they communicate on this WhatsApp group and ask around when they might meet/arrange the video call.

Scheduling

In this WhatsApp group, first they start a conversation on which dates would work well, and they decide on two possible meeting dates.

Poll

After they have decided on two possible dates on the WhatsApp group, they send these dates to all members of the group via e-mail. Through e-mail they send everyone a poll, and the option with the highest votes wins and becomes the upcoming meeting date.

Emergency

There are two options. Either there is no emergency and there is a usual meeting on a chosen date
Or there is an emergency and one member of the group demands a very fast meeting. In which case there is no poll and an online meeting is set to the closest day possible, like the day after.

Type selection

The group will decide which type of a meeting it should be. Should it be face to face or will it be an online meeting? During the pandemic, they chose online meetings. If there is no emergency or abnormal circumstances, the meeting is held face to face, but in case of a pandemic, the meeting is always with Video Conferencing.

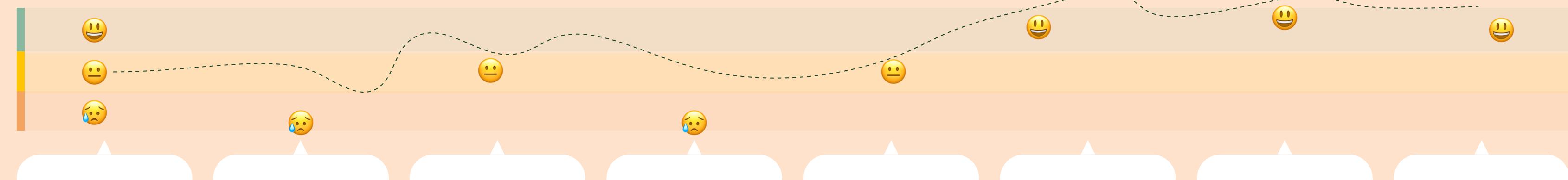
Video Call

Here all the users have to open the camera for the first 10 minutes so that they can see and trust each other.

Solution

After the participants share their problem, the group does their best to solve that problem or to take action against that problem. Sometimes they post on social media about the problem to create awareness, or sometimes they start by doing some research or consulting a lawyer.

experience



ideas for improvement

I believe that my app "Social Screen" would use a chatting section, or a contact section. It should have a function that WhatsApp offers these users.

My app should also enable a scheduling function so that the users can synchronize their schedules.

Rather than voting for arranged dates, the users can each offer their available dates on the scheduling function of my app.

"Social Screen" could have a function where you can show your follower you are in urgent need for communication so that your followers can offer you a call.

Sometimes users aren't available at the same time. Maybe there can be recordings of the Video Conferences for those who cannot attend.

Maybe there could be titles of contacts, like those to contact for support or those to contact for small talk etc.

The internet performance should be optimized so that no one gets a cut of connection.

Social screen account could have access to certain social media apps for those who would like to synchronize them.

TIER 4

User Experience Map

Experience Channels



PHYSICAL SPACE



TELEVISION

Social Screen is a platform that uses television screen as its medium. The content is produced by the users through their body. The users create a profile on this smartTV app and can video call other users. Because the camera attached to a TV records the users in their physical environment, the user experiences this app in their physical space.

Features



Social Screen uses voice command. The user can switch the application on and off and navigate through the application by voice command. Social Screen is a form of social media that can be reached on the TV screen. On Social Screen each user can upload some videos in their profiles, and as a user you can watch the videos recorded by the other users. You can watch or just listen to the content by the other users. You can also video call other users and keep the video call open to feel like you are together in separate environments. In such a situation the television becomes a window to your friend's house.

Engagements



PERSONALIZE



SUBMIT MEDIA



CHAT

You start your social screen experience by personalizing your profile. You add your name and upload a short video to introduce yourself. Then you search friends and add them as friends to be able to talk to them later on. After you add other users as friends you can video call them or answer calls from them. You can also send your friends video recordings or written texts.

User Experience Map

GOALS OF THE USER

Communication

Murat wants to be able to talk to his friends and family even under the circumstances of a pandemic. He is living in Istanbul and his family is living in Sakarya.

He doesn't like talking on the phone, he would also like to see people even when he can't leave the house.

Introduction

Murat wants to be able to introduce himself to new people on the Social Screen to find new friends even when everyone is at home under pandemic circumstances.

Friends

Murat wants to add his friends on his profile so that he can video call them easily.

Calls

Murat wants to answer upcoming calls easily, without having to deal with searching for a remote control or any other physical item.

Notifications

Murat wants to be notified of the unanswered upcoming calls whenever he reenters the same room as the TV, because he can't always be there.

Physical Space

Murat doesn't always want to talk, but he sometimes wants to feel like he isn't alone inside the house.

OPPORTUNITIES

Social Screen enables users to video call each other on the TV screen. The users don't have to talk and end the conversation, they can also keep the call open to feel like the TV is a window to other user's physical space.

Each user can add videos on their social screen profiles where they introduce themselves or talk about their interests.

While creating their profiles, the users are asked to search for their friends. Also the app suggests the users people they may know depending on their friend groups.

Social Screen operates like a phone when there are upcoming calls. When the TV is switched off, if there is an upcoming video call on the Social Screen the TV starts to ring and the Social Screen is automatically turned on.

As soon as the user switches on the TV, the social screen opens if there are missed calls.

Social Screen can be used as a window to another living room. Users who use the TV only to not feel alone can stop watching meaningless YouTube videos and just connect to their loved ones' living room through social screen.

TOUCHPOINTS

The users can switch on the Social Screen app by voice command. This enables the user to use the Social Screen even when they are busy with other tasks.

While creating a user profile the Social screen asks the user to upload a short video of them where they introduce themselves.

The user's main profile menu shows two things: unanswered calls and friends. The user can navigate to their 'friends' screen easily. Also thanks to voice command the user can navigate to the desired page without going through other pages.

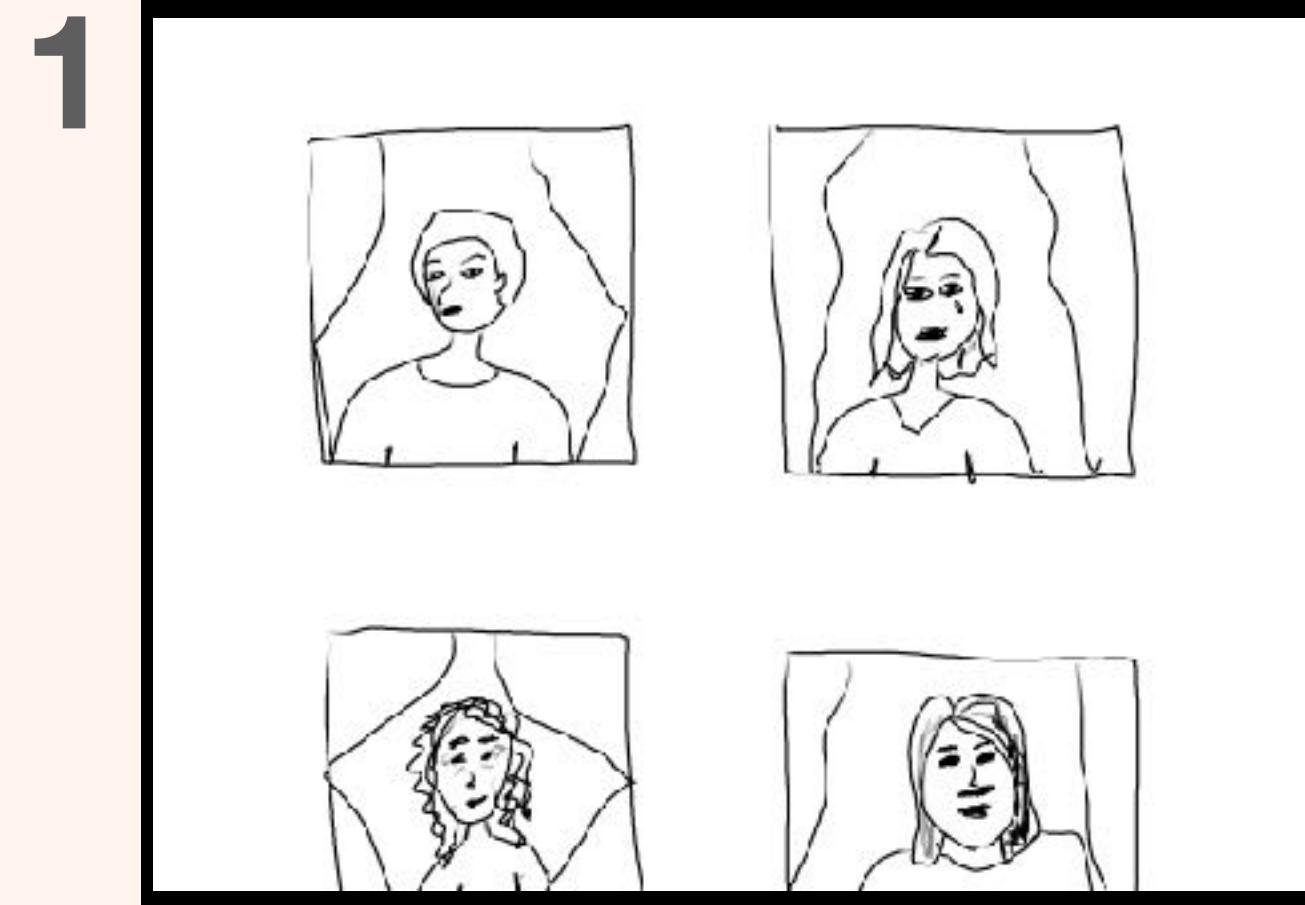
The users use voice command while answering calls on the Social Screen, so it is easier than answering a phone if you are at the same physical environment with the TV because you can just speak out rather than looking for some 'Answer call' button to press.

The users are able to see the missed calls as soon as they switch on the TV. For users who live with TV switched on all day, which are a lot of people in a pandemic, this makes it impossible to miss an unanswered call.

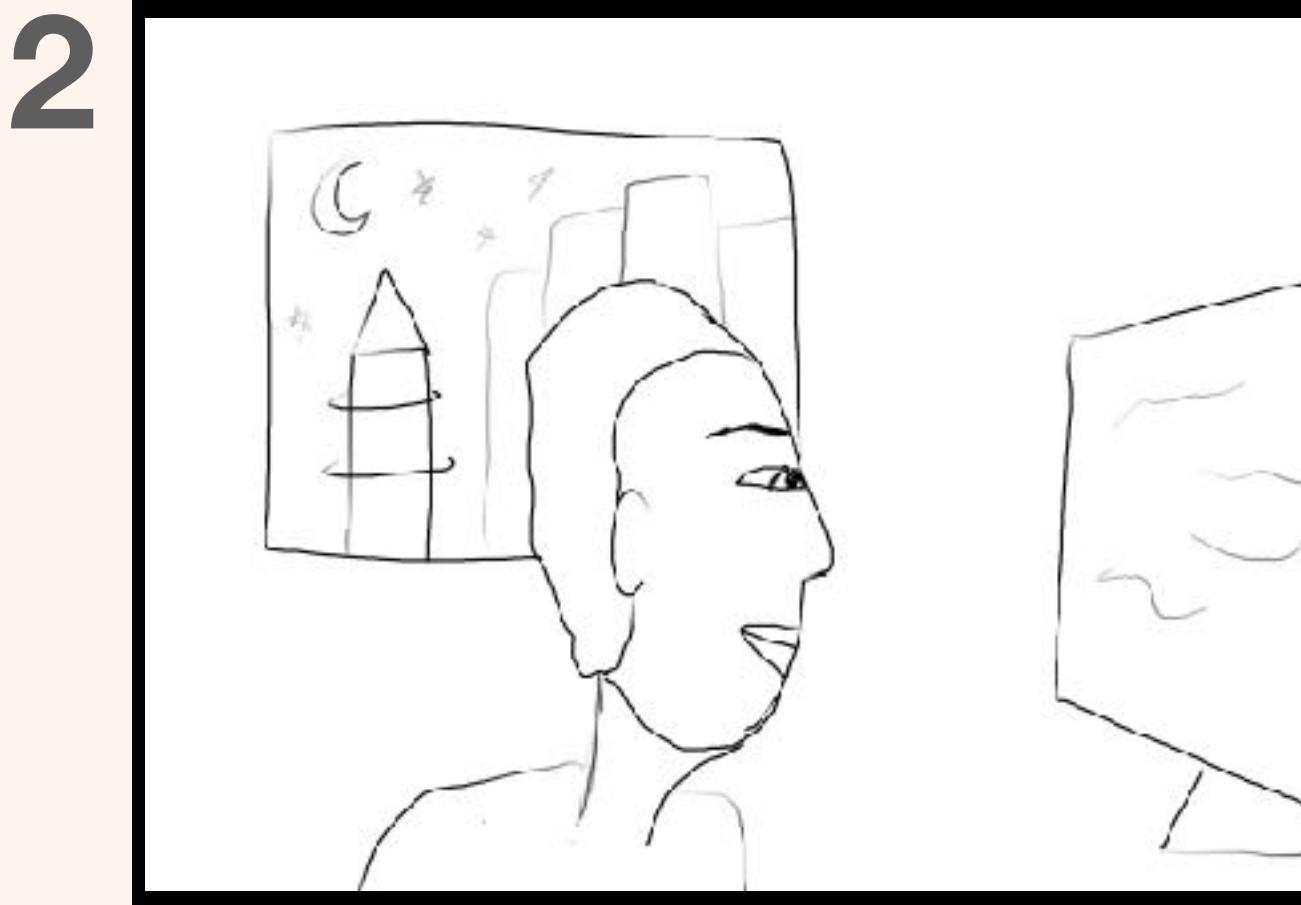
The users can open video calls only to see each other. A mom and her child; or two friends can see and spend a day with each other from different cities, as if they are inside the same room.

TIER 5

Storyboard



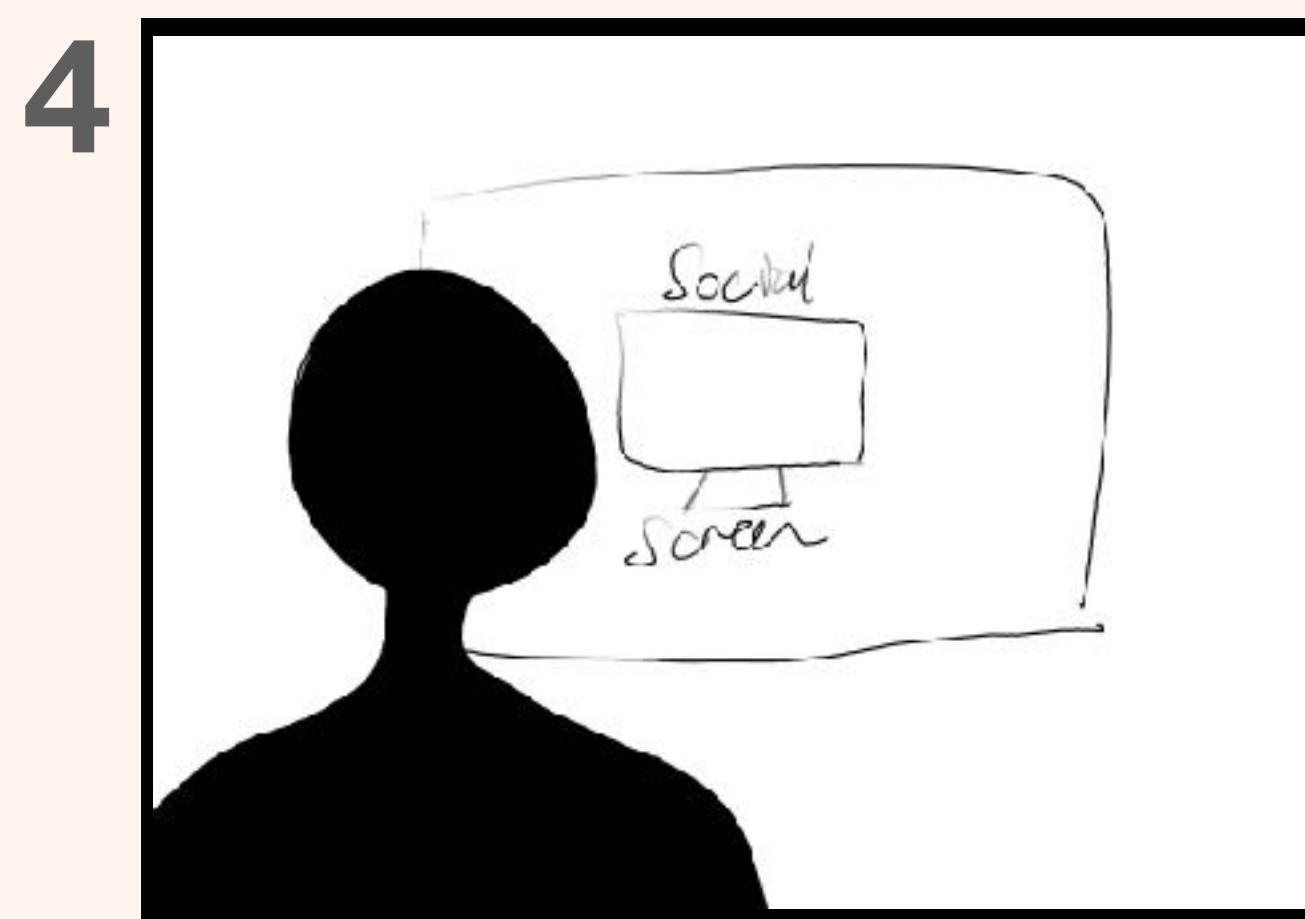
1 During the pandemic, everyone is trapped inside their houses, separated from all other people.



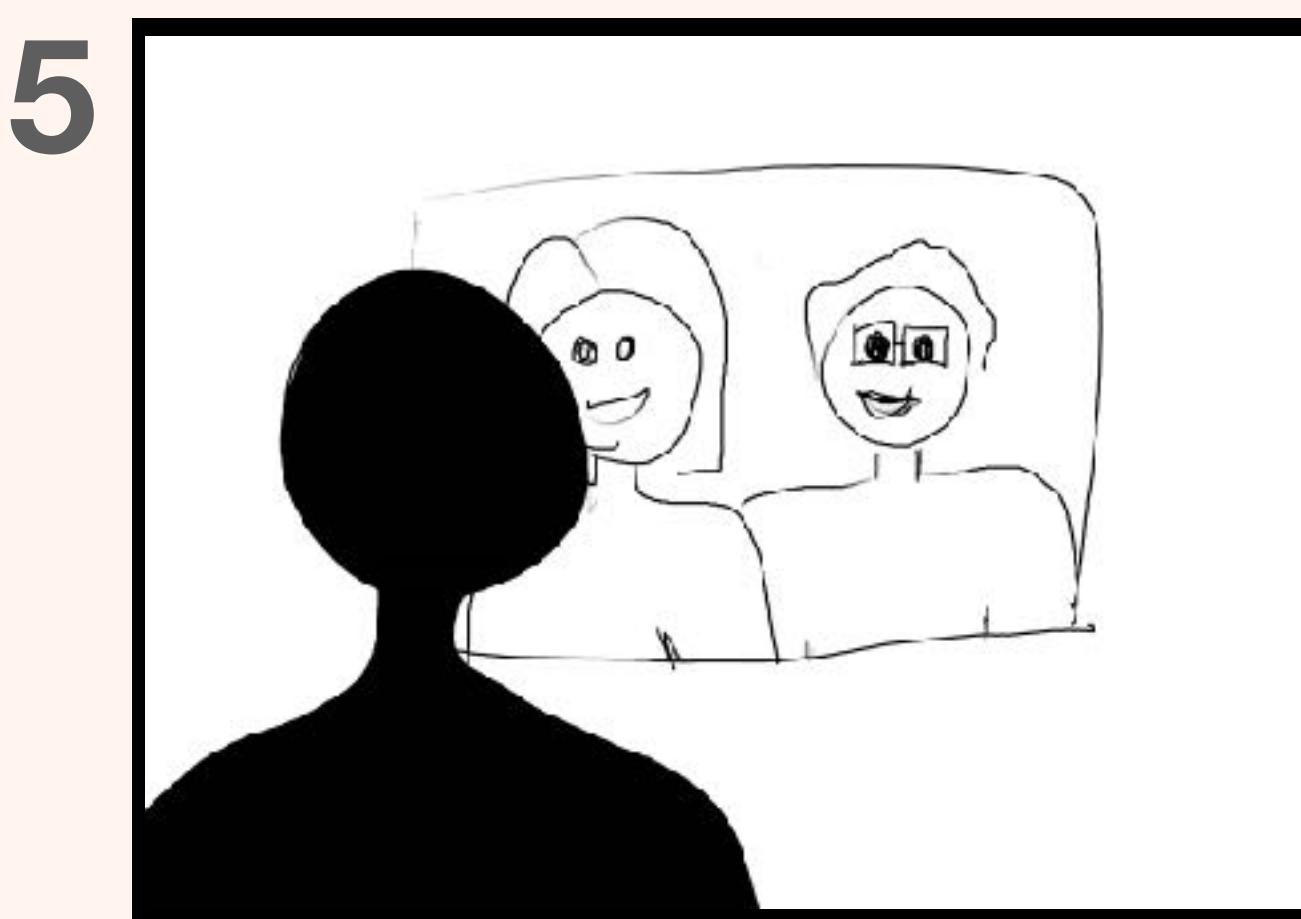
2 Murat is living and working in İstanbul, separated from his family who are living in Sakarya.



3 Murat feels lonely all alone at home. He keeps the TV on to hear some other human voices.



4 He hears about Social Screen and uploads the app on his smart TV.



5 He video calls his parents by using the Social Screen. He is happy to see their faces and sometimes keeps the call open to feel like they are inside the same house.



6 Time passes more easily alone at home now that there is Social Screen. Murat feels better than before and being at home alone doesn't feel bad anymore.

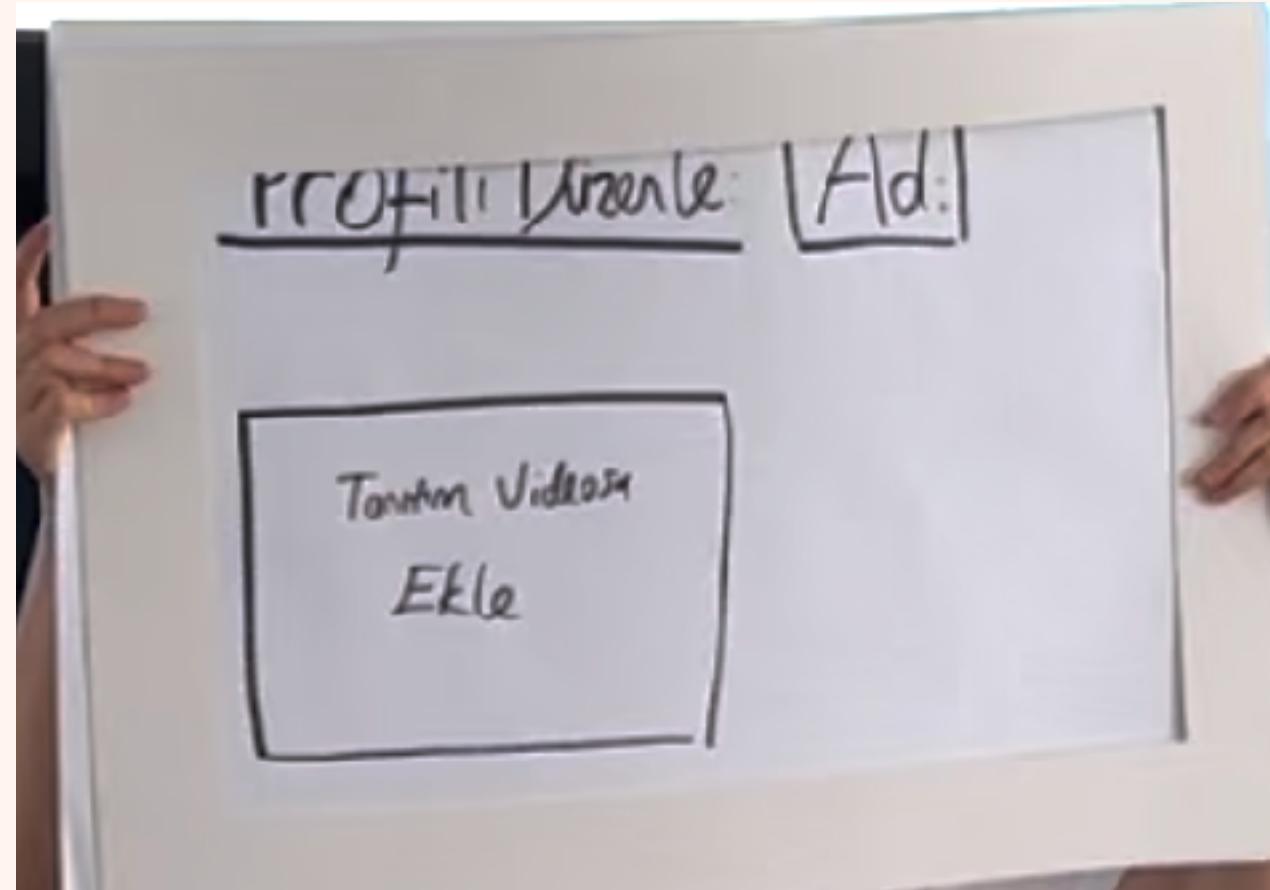
TIER 6

Experience Prototype

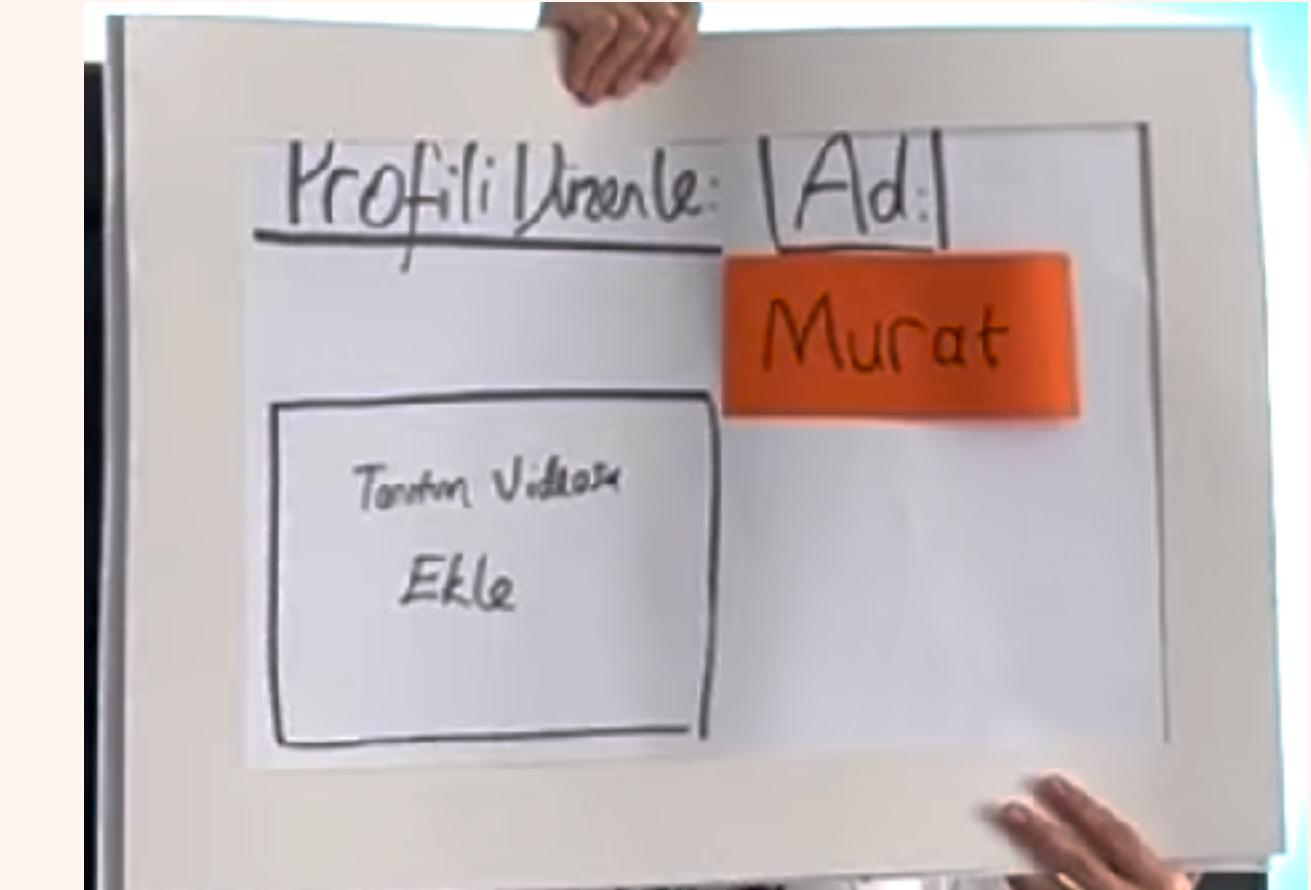
1st Task Create Profile



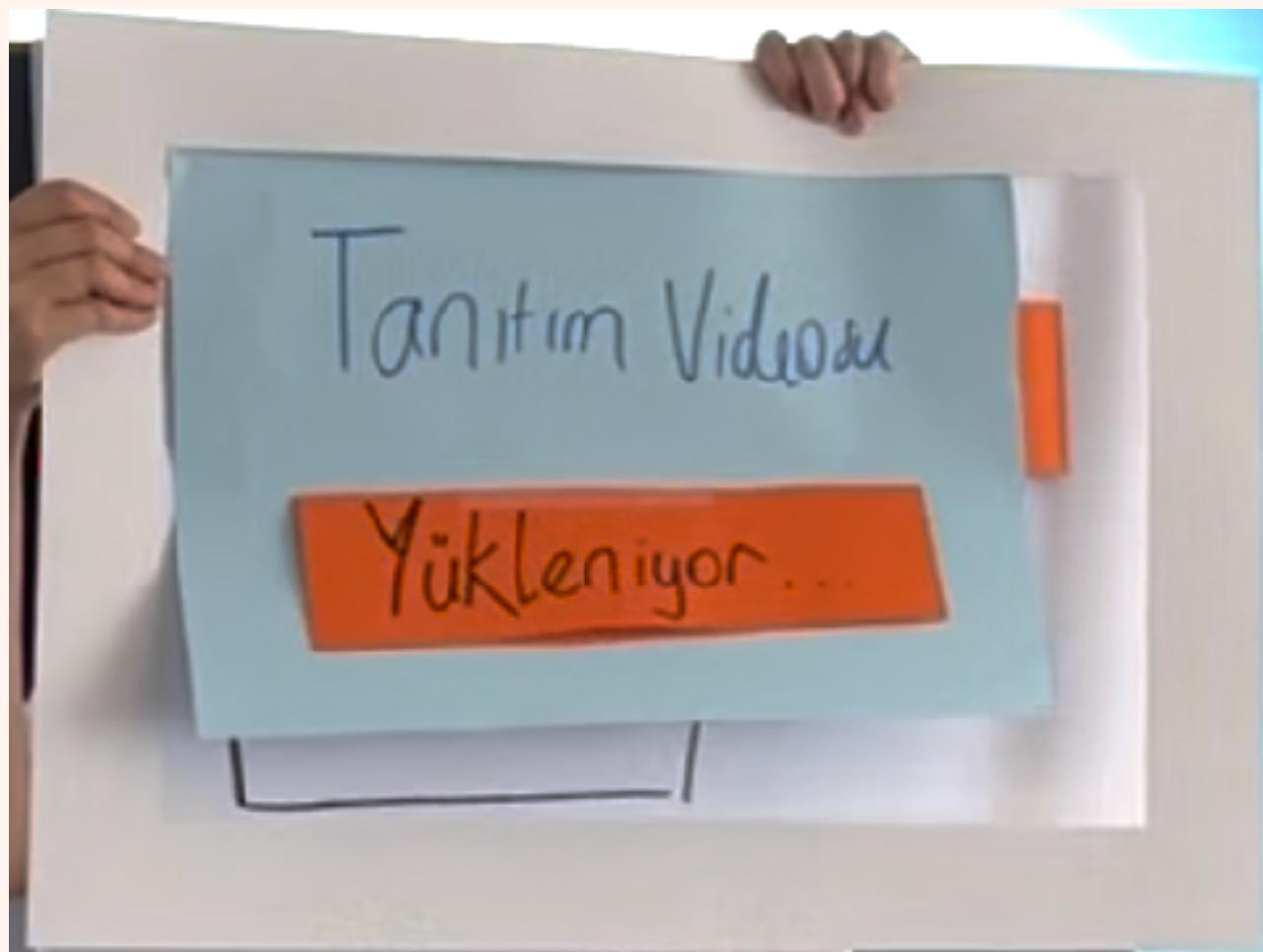
Switch on Social Screen



Create Profile



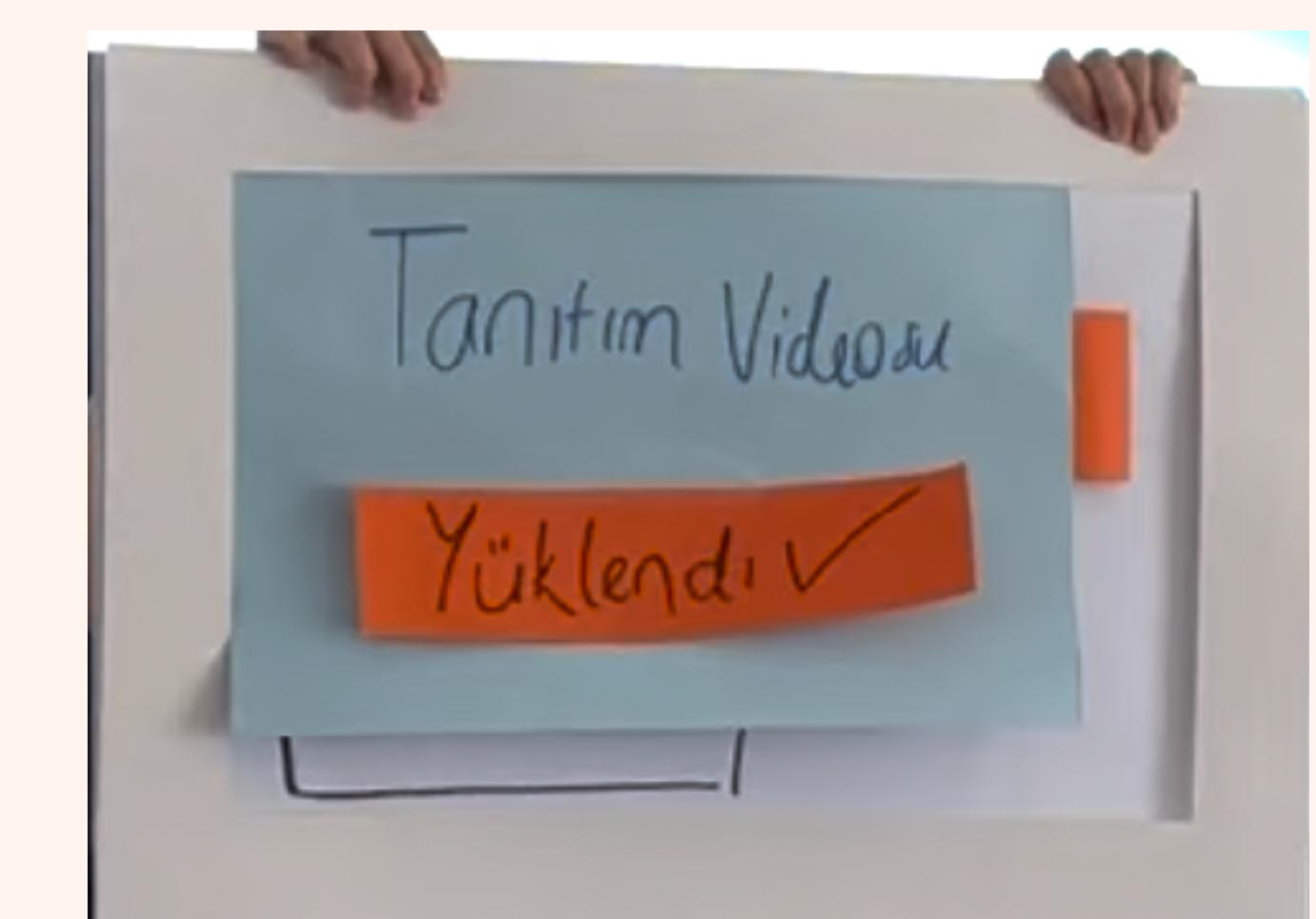
Add your user name



Upload your introduction video

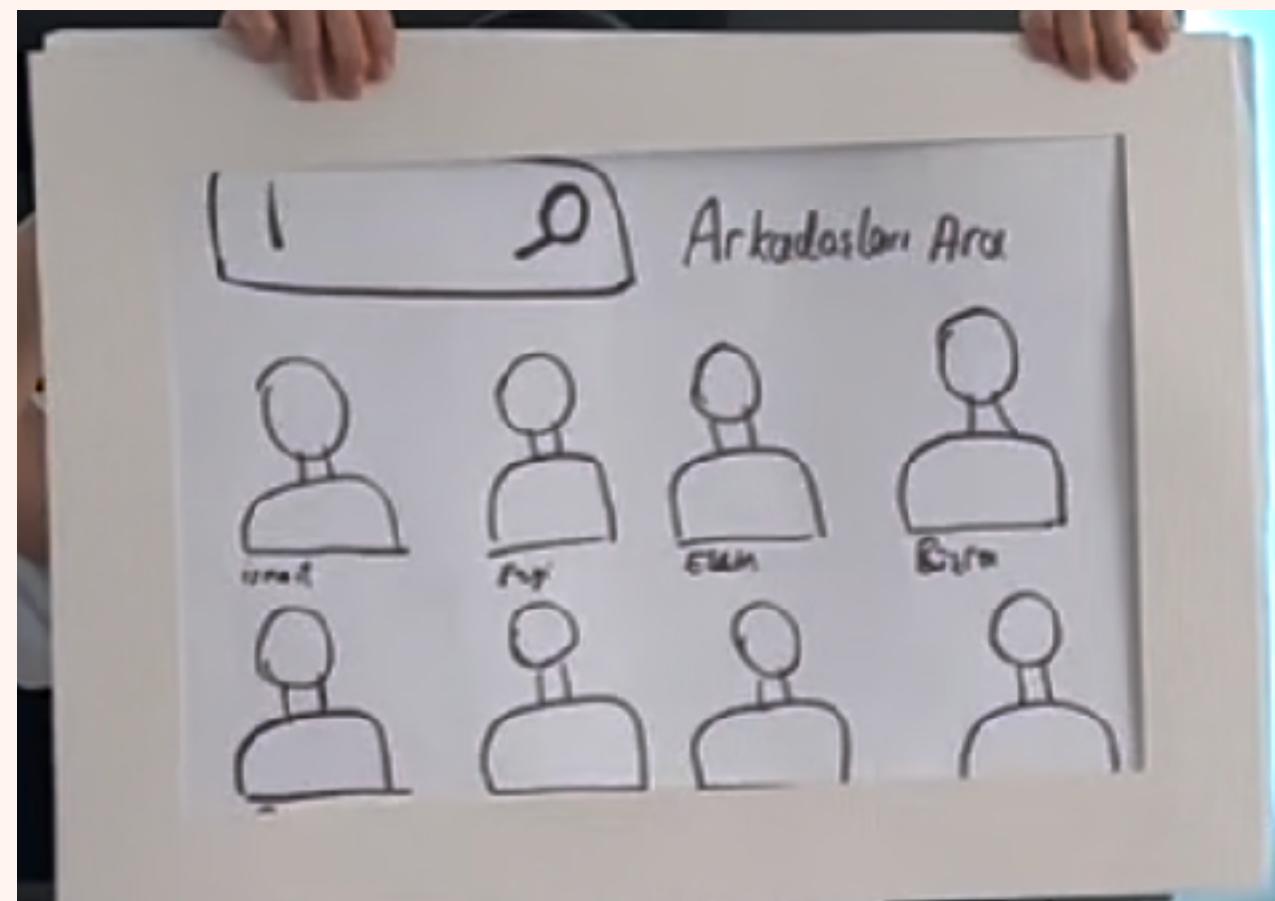


Talk about yourself in the video

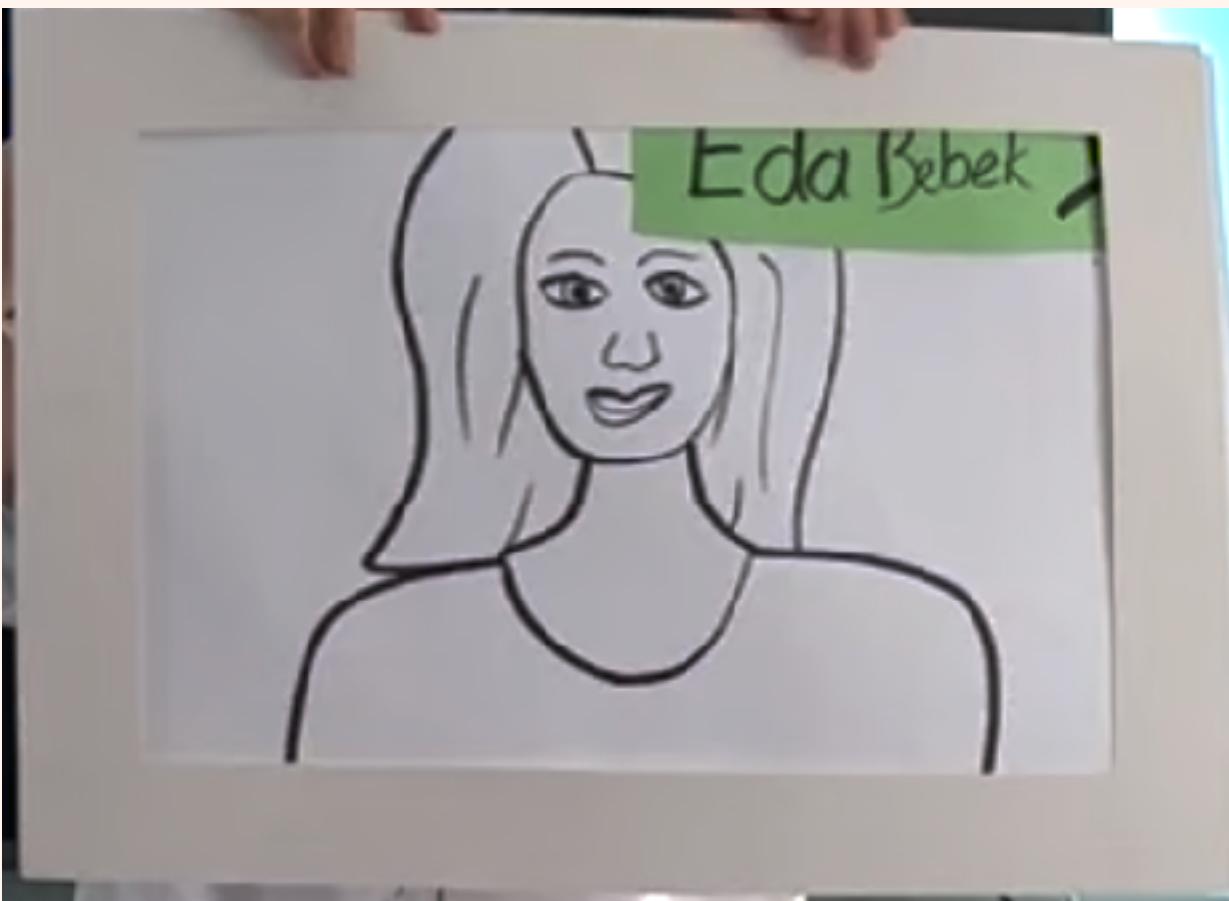


Introduction video is uploaded.

1st Task Create Profile



Search for friends



Search the name of a friend



Add as friend

Profile is completed.

2nd Task Answer a missed call



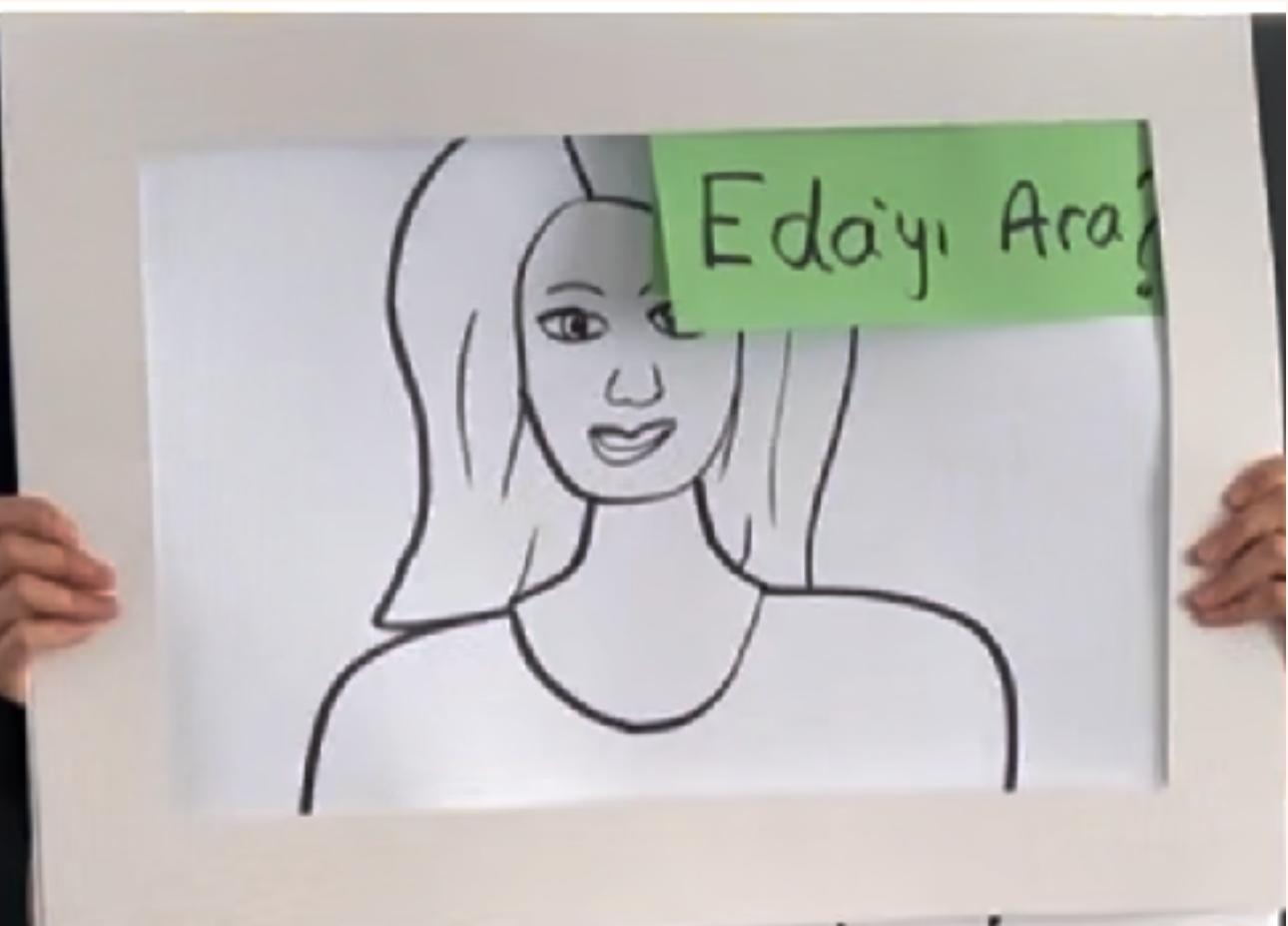
Switch on Social Screen



There are unanswered calls



Look whose call you missed

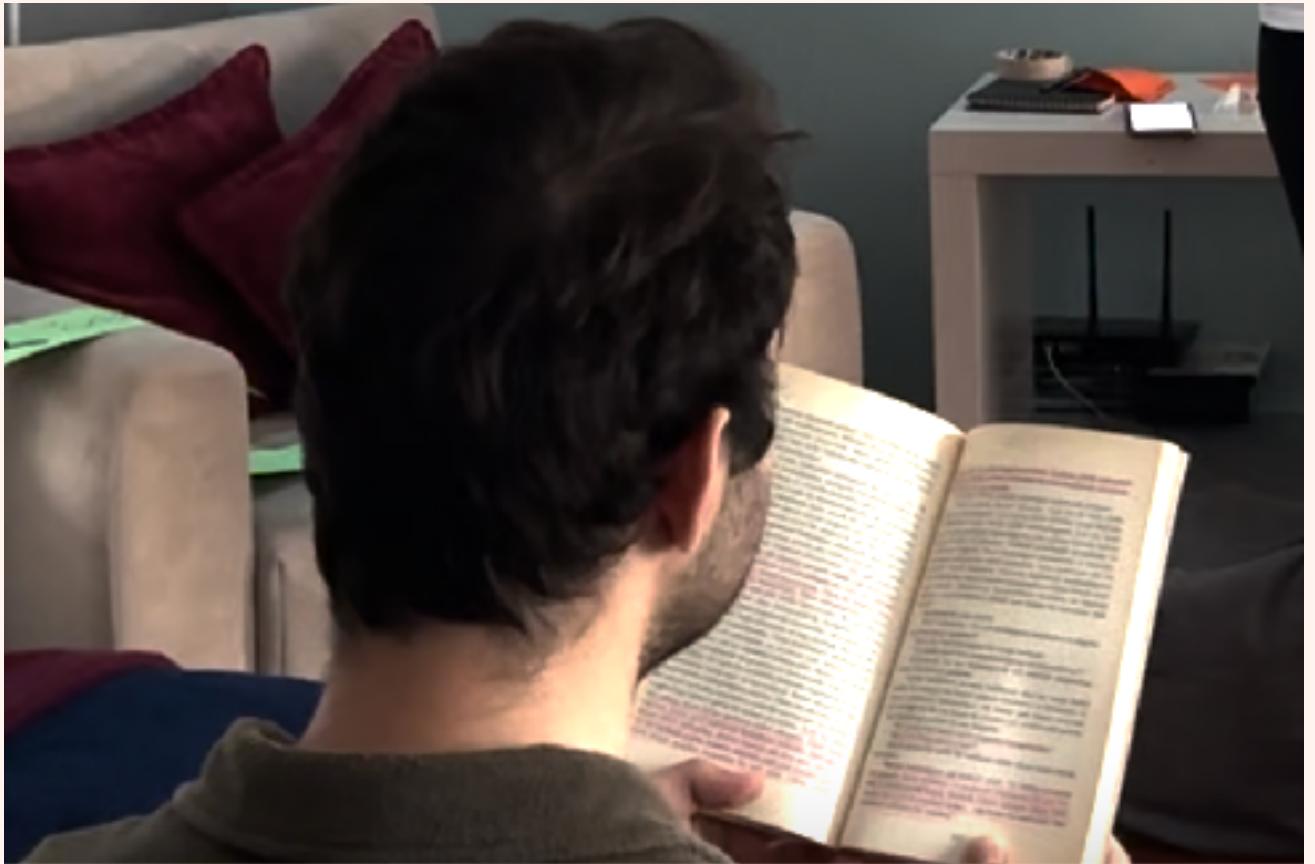


Do you want to call her back?



You called back your friend.

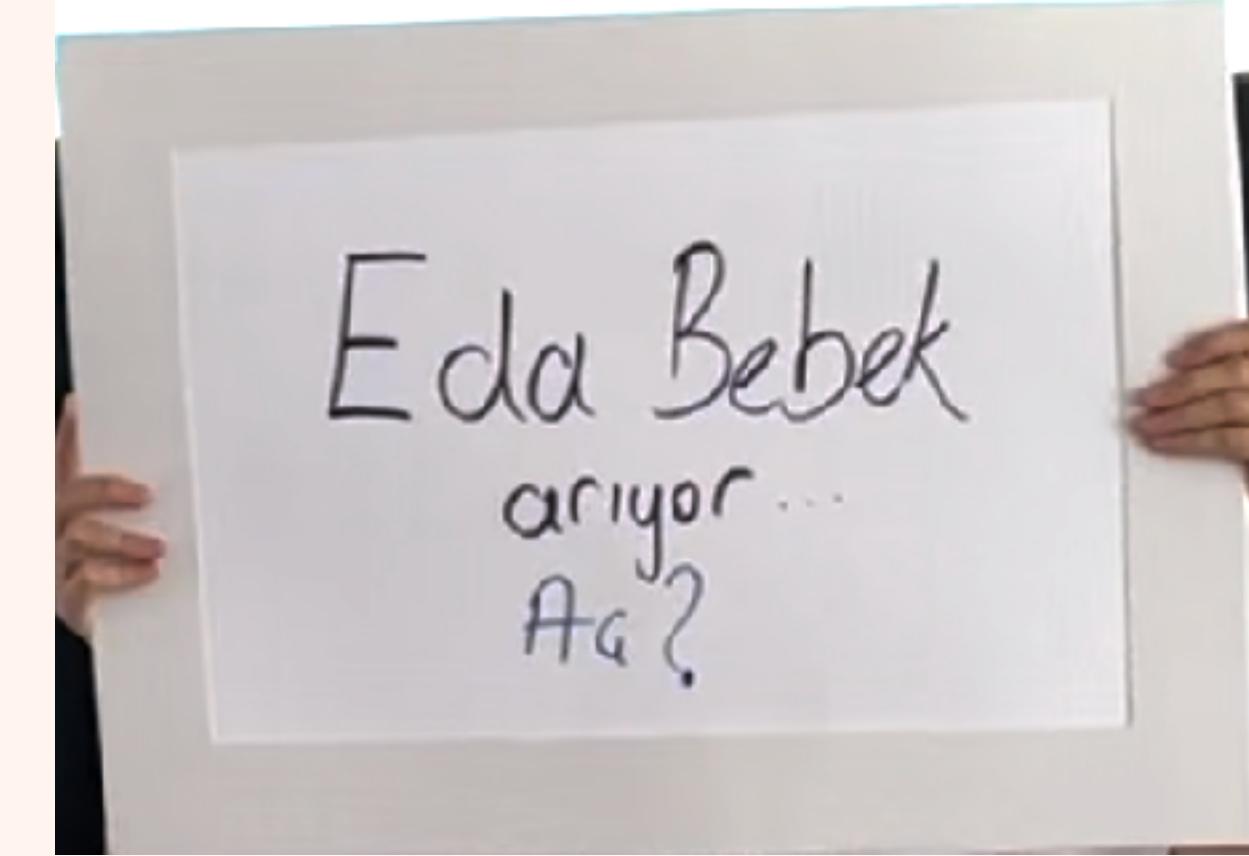
3rd Task Answer a Call



You are busy reading a book.



The screen is switched off



A friend starts calling.



You answered your friend's call.

You reply with a voice command to answer the call.

TIER 7

Prototype Testing

Prototype Testing Q&A

Who was my prototype user?

My user was a friend of mine, Murat. He is working as a cyber security expert at a investment app.

What were the tasks?

I gave my user 3 tasks. First was to create his profile, second was to return a missed call, and the third was to answer a call.

What questions did I ask my user, and what feedback did he give me?

I asked him if he would use such an app. He said maybe during the pandemic he might, but under normal circumstances he doesn't have the habit of watching TV. He said it might be a good idea for those people who always keep their TV open. It might be good to open the TV and go on with daily life as if the person on the TV is in the same room as them. Then I asked him whether it felt too weird to do this with paper and cartoon; he said it was fun. My other friend Çağla who was recording the process asked whether this was for professional purposes or for social needs. I said I thought there might be two main titles and you'd choose which one two use.

What are the areas I would need to fix?

Of course a more realistic prototype needs more pages and a better flow. For my prototype I wanted to stay simpler so that I don't complicate the user test. I would also need to work more on the details. I believe the app should have two main sections for professional and social purposes. Then I would work on the different functions of each section.

What would be the next step?

My next step would be making a diagram that connects all the functions and subcategories.

Prototype Testing Video Link

<https://www.youtube.com/watch?v=KhqaugRfOI8>