



cliq

Life's a game.
Cliq to play.

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! The Problem

Texting can get boring.

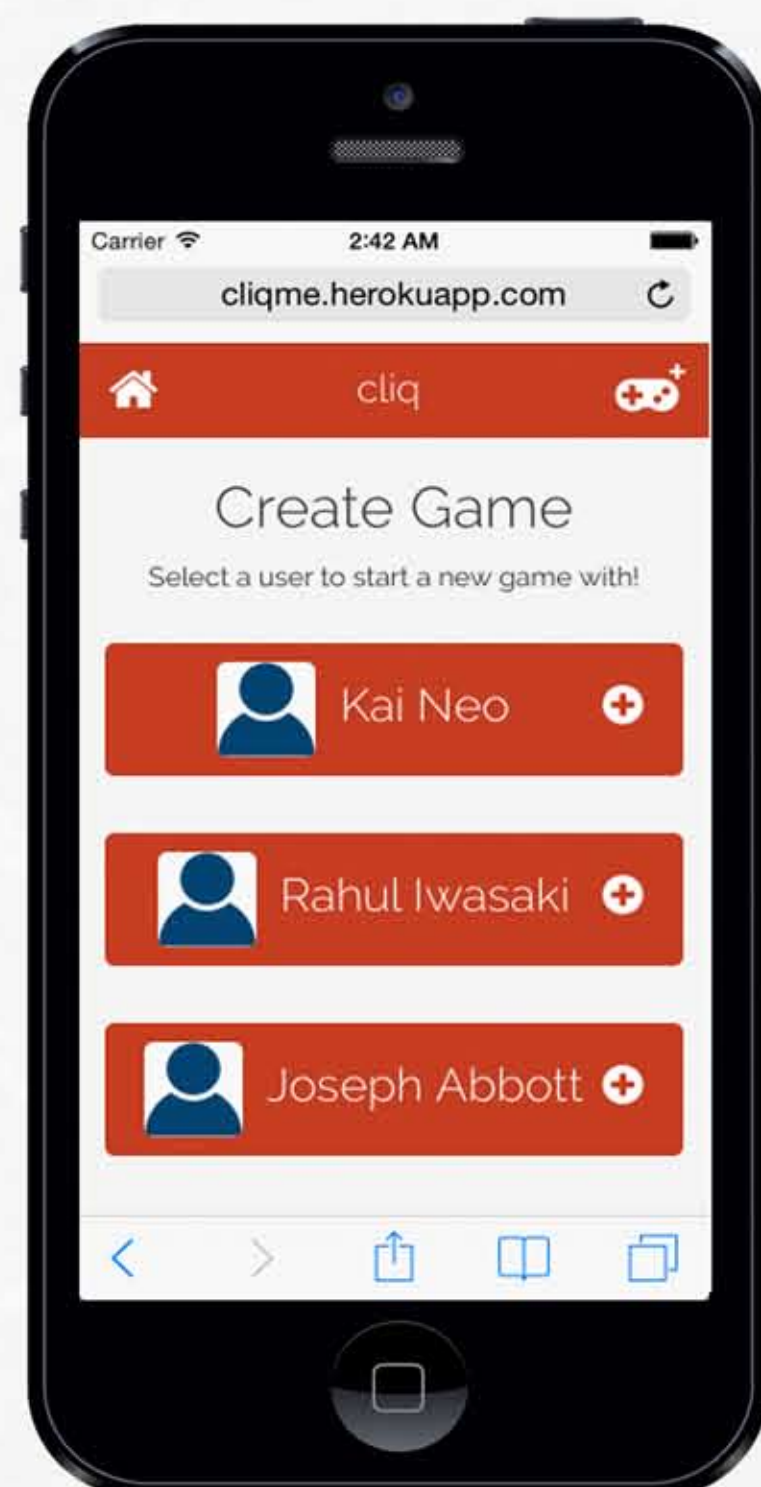
Keeping in touch with old friends can be difficult and texting can quickly become unexciting. Solutions like Snapchat make for more interesting photo exchanges, but what happens when you don't know what to share or when friends don't share back at all?

✓ The Solution

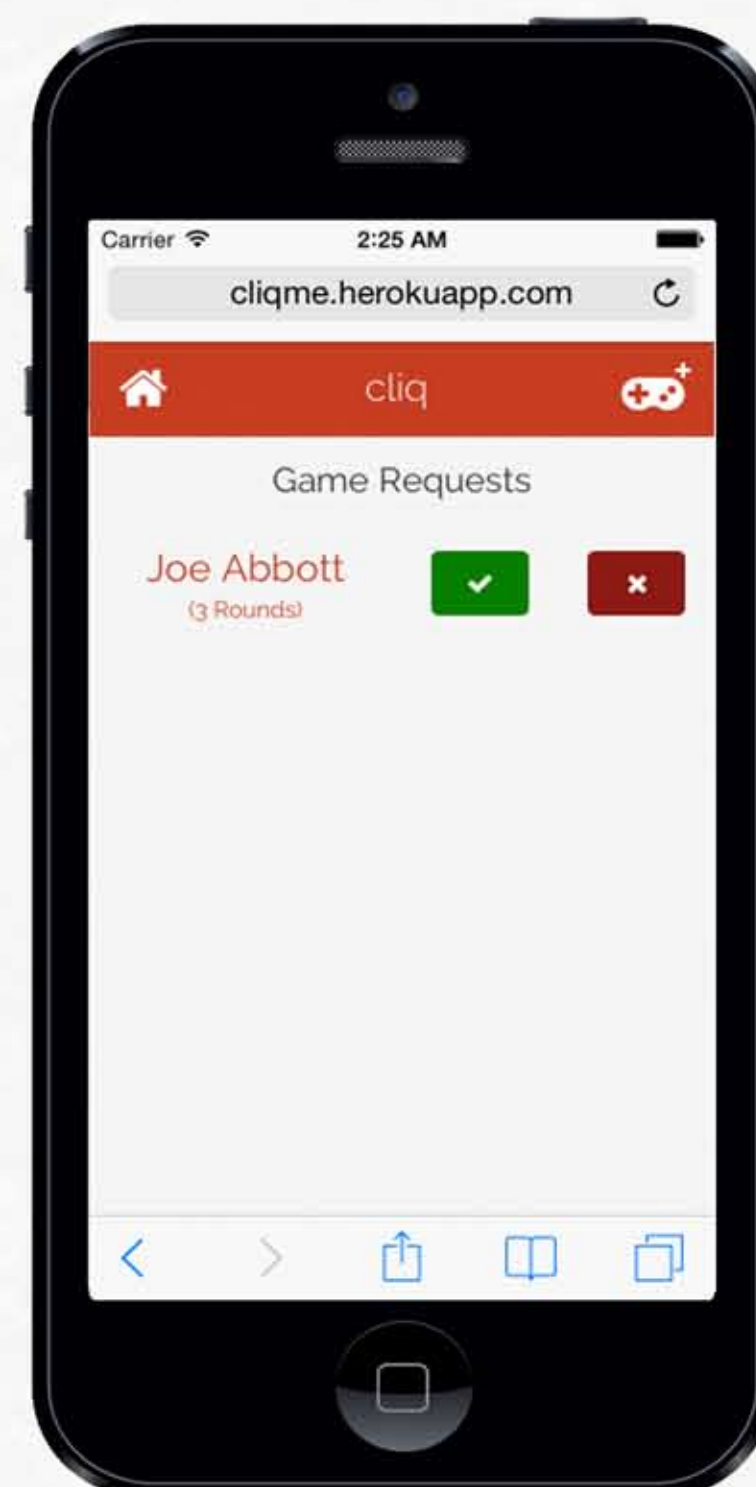
Spark fun conversations with prompts.

Cliq makes exchanges with friends exciting and assigns topics for conversation. Challenge a friend to a game using cliq, wait for them to accept (so you know they'll share back), and begin playing round-by-round as photo prompts are sent at random times. Don't lose track of your phone though -- the first user to respond with a prompt-appropriate photo wins the round!

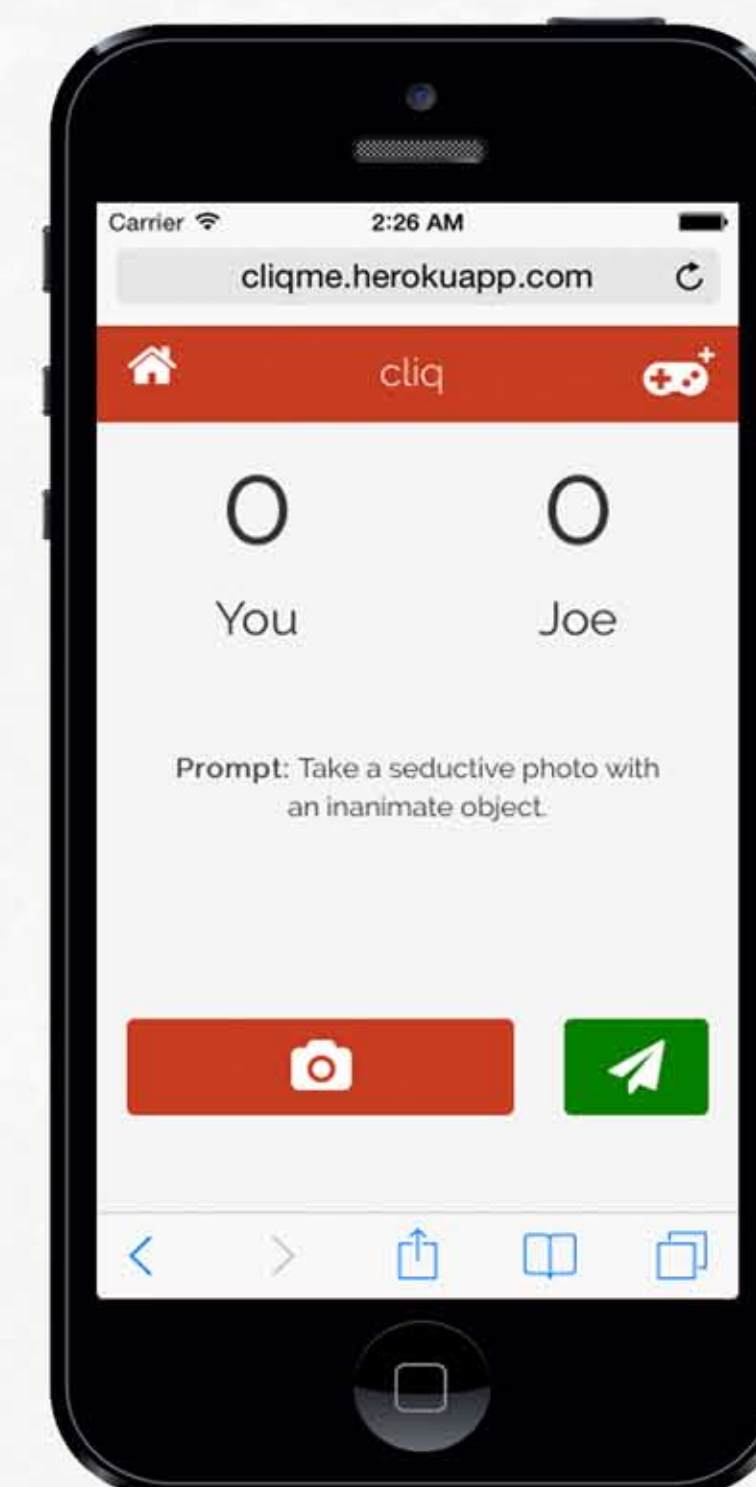
Gameplay Flow



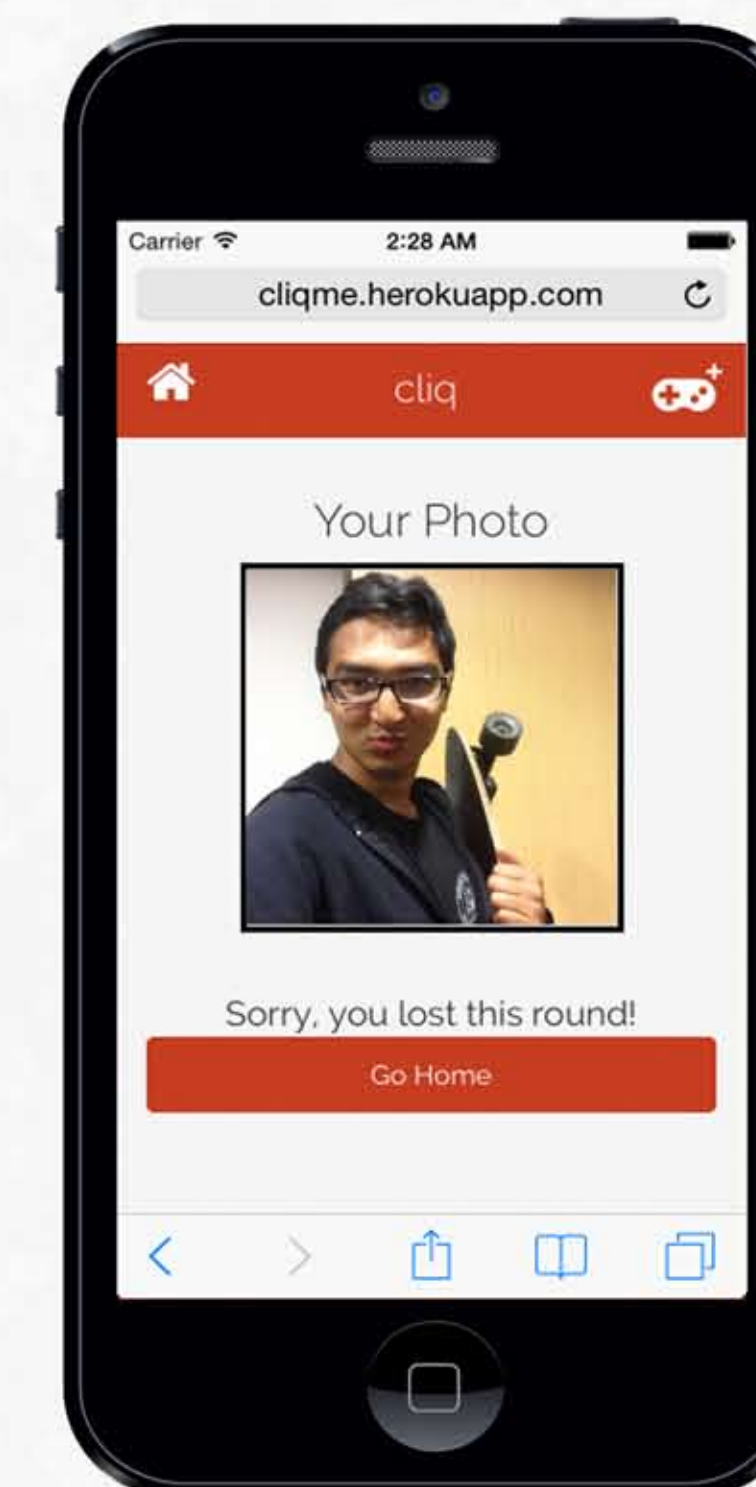
Challenge



Accept



Prompt



Cliq

Design Process

Storyboarding & Prototyping

Our initial project idea was to create an app that connected college students away from home with their families through daily real-time photo-video updates. Cliq was born after realizing that making this communication competitive and structuring conversations with fun prompts would make for a much more successful app.



WoZ Testing

Prompt: Take a 5-second video of yourself dancing.

During Wizard-of-Oz testing, we compared two prototypes of our app, Cliq and PromptMe, to determine which features of a competitive, time-based photo-sharing app users really liked. From user feedback, we determined that Cliq was better at addressing the communication problem because it encourages communication in a more game-like manner, making for more frequent participation and more effective communication.

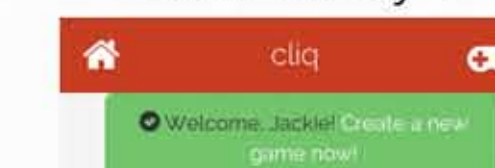
User Study I

How do users want to receive notifications?

For our first user study, we tested different notifications methods. Since our app isn't native and is designed to interact with the user at arbitrary times, notifications are an essential element that needed to be done right.

Feedback indicated that SMS notifications were preferred over email notifications, that random new round notifications were preferred over agreed-upon round times, and that users preferred not see results until after both users had submitted.

User Study II



In User Study II, we focused on improving the following UX flows:

- User Account Creation
- Game Creation
- Gameplay/Round Completion
- Navigation

Our results indicated that cliq needed to provide more guidance for new users and smoother across-app functionality (SMS, camera).