Introduction to Human Computer Interaction
Department of Computer Science and Engineering
Indian Institute of Technology, Madras

Lecture – 27
MayMayMe

Hello everyone today I am going to present my D H C S project which is called May May Me. in this project we try to build a network of people with similar meme address. We did at a 6 semester and our team members include Aman, Gargi, Mayank, Nikhil and me Varnit.

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Our initial research showed us that memes are now even more trending and Jesus on Google's, rigid docking in his book said us genes are biological (Refer Time: 00:39) memes are cultural replicators in the current generations. Also a studied on in the (Refer Time: 00:46) universities says that memes definitely influence the decisions that uses me.

For example, there were two sets of users; one was not shown in memes and was decided to select the output of a result and the other was shown a particular bias set of memes, and then has to select an output. Both the case, the results was very varied and to in the second, later case the results was bias towards the topic of the memes.

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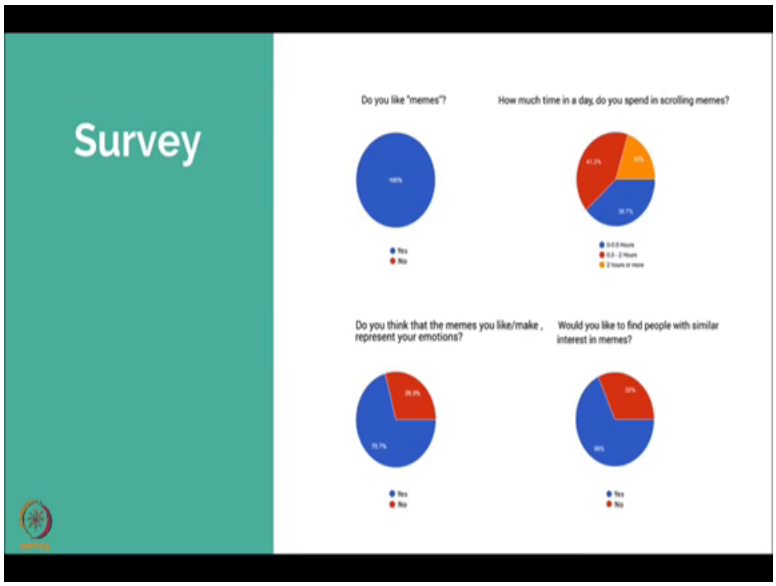

Now, we wanted to validate our results. So, what we did we create a survey, a simple 4 question survived and given to about hundred people, based on convenience sampling? So, what we did we asked basic questions like do you like memes; obviously, everyone said yes, and then we have tried to find out how much time does an average person spend in scrolling through memes; that came out about an hour a day.

Then we ask people that if they , thought that the memes, the kind of light or the kind of shade and diag the frames and do the represent, what kind of they emotional saids they interest and etcetera. So, the majority for about 70 percent said that, yes that was the case, and when we asked them if they wanted to meet similar people based on their meme address then they said yes. Hence we found out that what we were trying to do has actual value in it, and we wanted to continue this project further. Now that we have already did our idea, what we planned to do.

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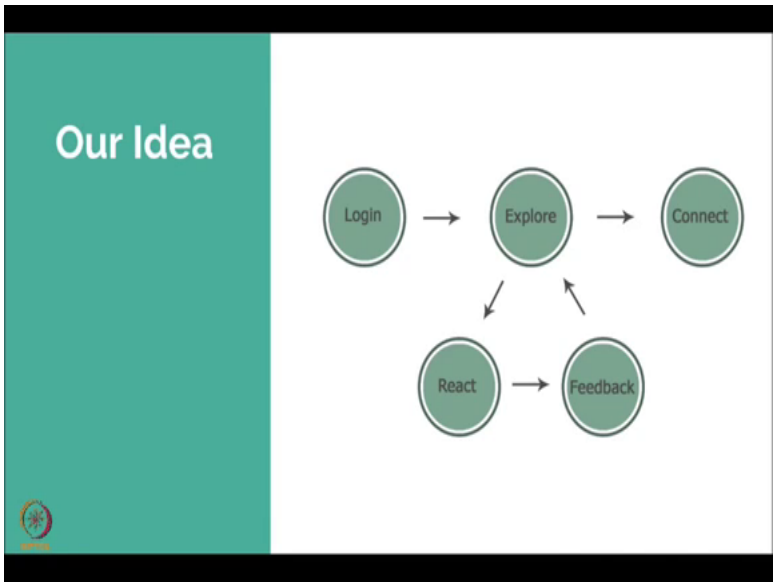

We planned to build up basic functionalities and what the main ideology behind the app will be. So, what we want to do is, we want to give a continuous feed of memes; that is the explore option. we want to we want users to explore more and more memes, what they wanted to do with the memes is react, if they like it disliked it or amused by, it something like that, that would be given to a feedback which will further accurate the kind of feed of memes.

The reaction they gave to tell us which kind of memes they like and we would try to show a users, more kind of memes which is like, so that they strict to our (Refer Time: 03:00) strict to our app and basically get addicted to it. And based on what kind of memes they like, we will kind of build a profile, build a memes score, so to say and then connect them to similar people, based on based on the meme like ends , to further formulate our idea and create a basic understanding on what our final product is going to be.

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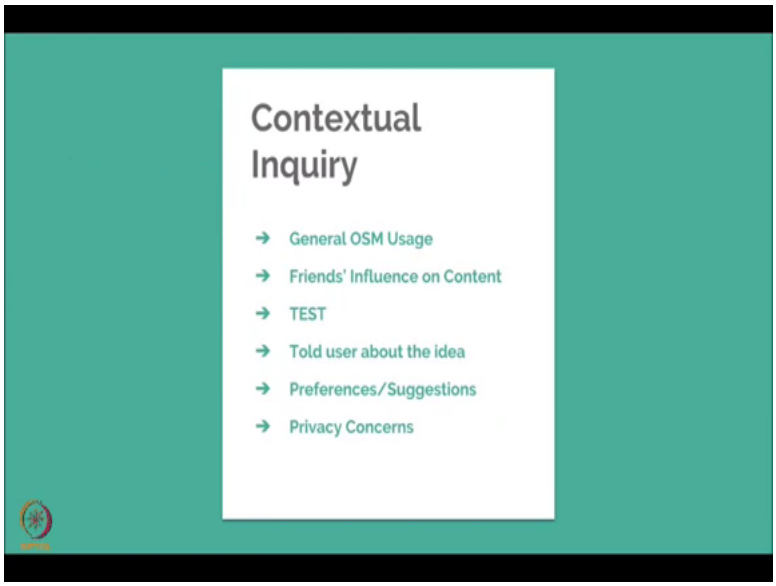

We created an elaborate contextual enquiry. We presented our contextual enquiry as an (Refer Time: 03:28). What we told everyone while conducting the enquiry is we wanted to know how much time do you spend on a online social media and basically know about your usage. What we dint tell them is that that we want to actually see what kind of memes you like. What we did was, we called every all the people in pairs. our basic assumption behind our model our enquiry was that, if two people come in pairs they will be friends and we want to see we want to kind of validate that.

People who are friends have similar meme address and basically the correlation between the memes, people coming in pairs. Hence people with similar likings will be higher, than what people than random shuffling between the pairs between the people. So, what we did was, initially we asked the couple of general online social media questions and then we say, then we ask them that do your friends , influence your the kind of (Refer Time: 04:28) U C M, stuff like that.

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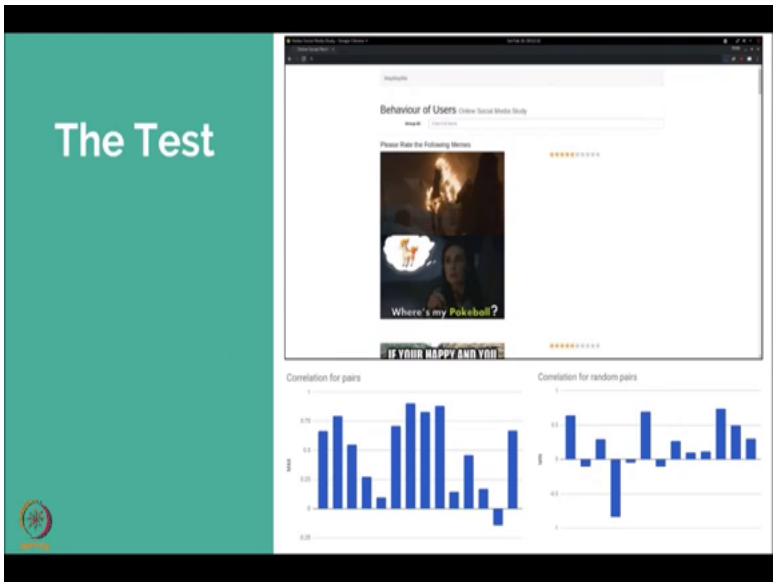

Then we gave them a small test which had a plenty of memes, as shown here and here and they were asked to read the memes on basis of 1 to 10. And then based on the results we find found that the correlation for people who came in pairs, was much higher than correlation between random pairs. Then we told everyone about our idea and got some basic preferences and suggestions. We also told them about the privacy concerns that involve our app and how would they react to it and what they would like to change about it.

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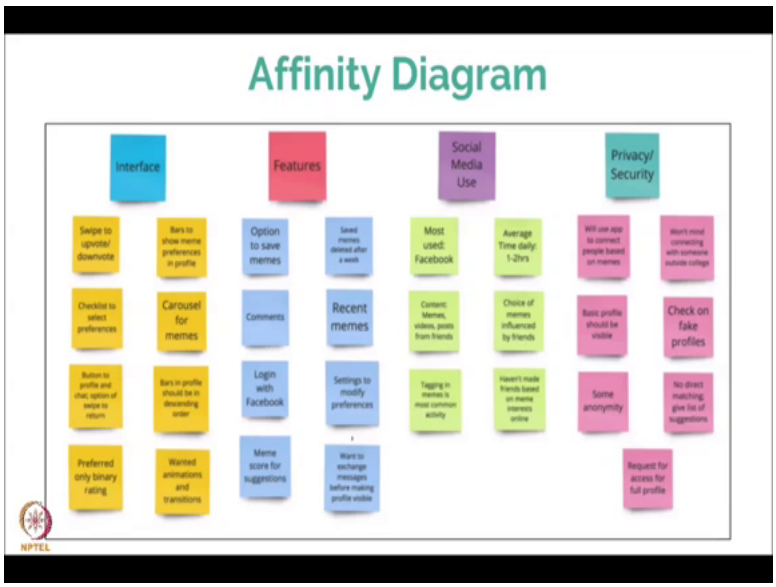

Based on their responses we created a and elaborate affinity diagram. The initially interface was basically bias towards the carousel for memes. Everybody wanted to have an unlimited free kind of memes. They did not want the kind of their feed of memes to restrict; like Facebook does after particular point of time. Also we kind of asked them on what scheme would they like to read the memes, should it be a 1 to 5 scale 1 to 10.

So, the main concision, concession was that they should have a binary reading for memes. Also we asked the couple of features like do they want to save the memes, where do they want to save the memes, they, what they wanted on a local server, what they wanted on a cloud drive and how recent memes. They even said that they wanted to login with Facebook, they dint want an pre adjusting login , they wanted a pre adjusting pre adjusting login and want to create another I d password for the same, for the same thing.

Then we moved on to the privacy concerns. A lot of a lot of people would not really sure about if they wanted to give all the information to someone which are algorithm, suggest based on the on a meme liking. So, we kind of created an anonymity. For example, the basic information that a person can give owner app is a profile, the name and a particular bio about them, but the (Refer Time: 06:36) editable.

So, person can choose which picture name and bio he or she wants to present and kind of maintain his or her (Refer Time: 06:47) of up to certain level, then also a concern was on fake profile. So, what we did to counter fake profiler is, we created a login with Facebook and we did not get an alternative login that would ensure that fake profiles are handled. Now we come to the low fidelity. In this we create some basic screen on pen and paper and show it to the users to get a basic feed, and which kind of capture the images for all those screens, and then create a clickable prototype.

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So, we created some screen like the initial preferences that the people said, the kind of profile people builds. So, in this, here we have each circle did binding one kind of preference. So, initially we kind we may made the screen, based on to show people a kind of dynamic, a cool look, but what the users gave a feedback was that , do the size of the circles determine the kind of category, do the size of the circle represent anything in certain category.

We said no this was just to give a cool look, but then they said that we wanted a clean and can size design, which was later incorporated, then we kind of created a dynamic graph for the profile that the length of the bar at each side, for suppose food determines that they like, food means of course, certain level, but they the users said that this was very confusing. Also it is not easy to compare whether a user likes dark memes, more of food means more based on this. So, hence we shifted do a most simpler and user friendly design, and we sorted the bias based on the length, so that the comparison between different bars is easier and the design is easy to understand.

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So, this is our first iteration of the low fidelity prototype. Here we can login with Facebook.

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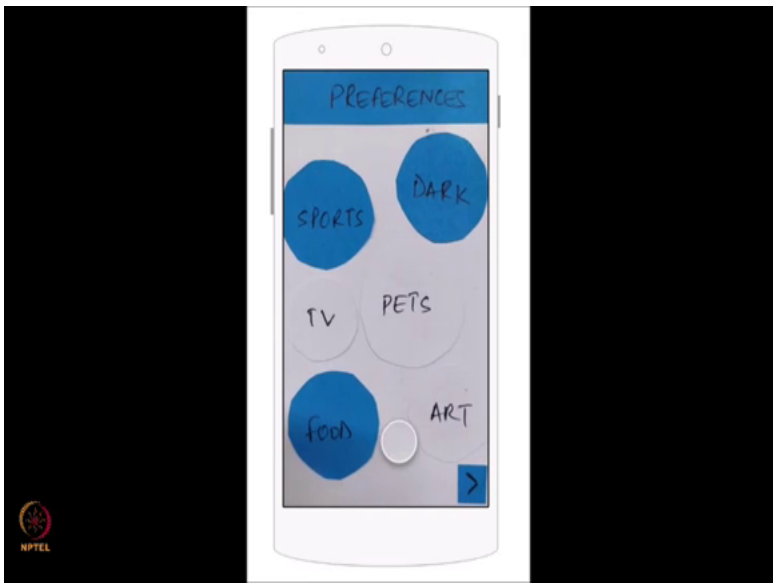

Set up preferences.

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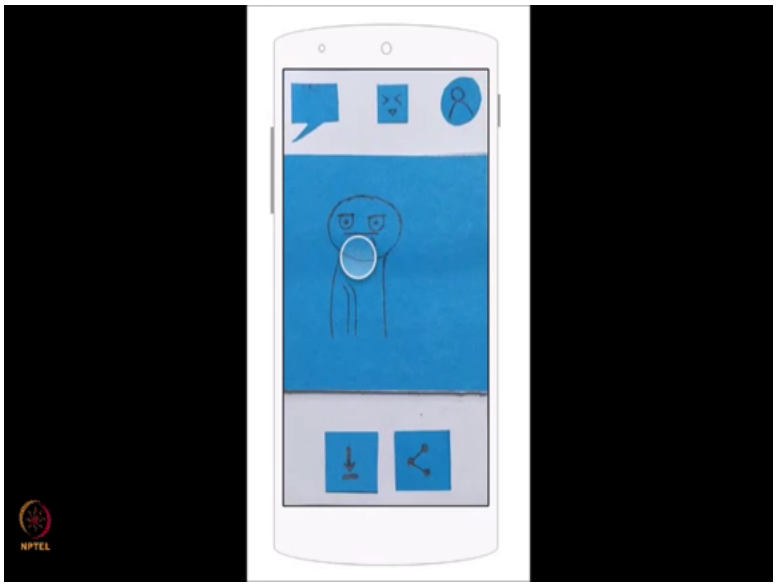

Then we get a continuous feed of memes. Here on the top we have a chart icon, where we have separate charts of profile icon.

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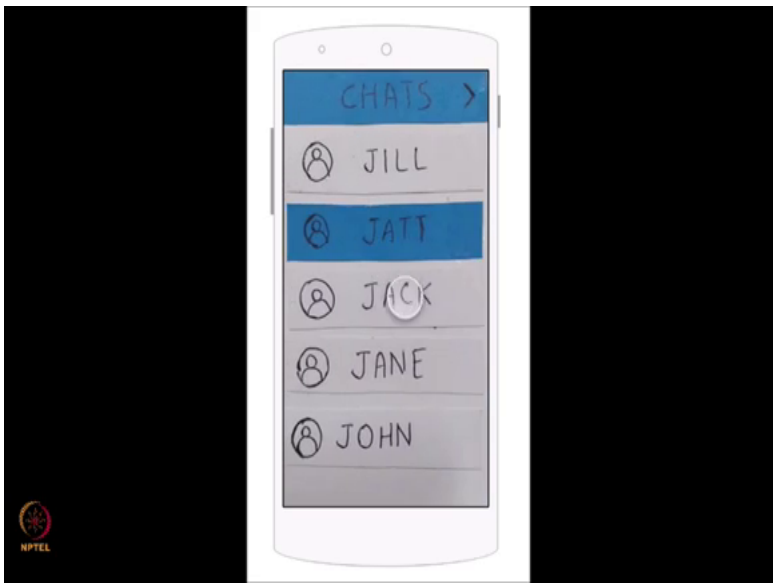

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Here we can see that the length of the bar at each side, determines how much we like the each category. Then here we can see of a meme, we can share the meme with our charts, also we have suggestions.

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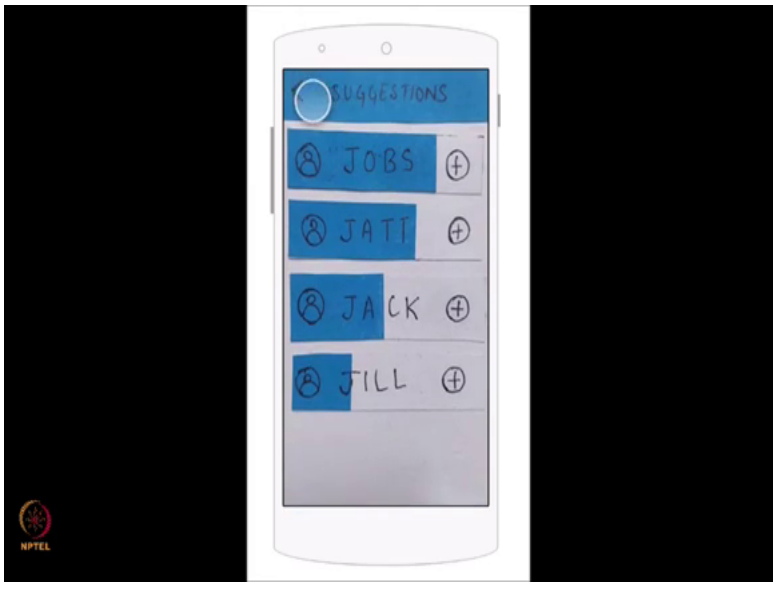

These suggestions are based on the kind of memes we like, we can click the plus icon to add a suggestion, we can go to a chat and chat with that person. So, how do we like a meme? We have to swipe up to like a meme and swipe down to dislike a meme.

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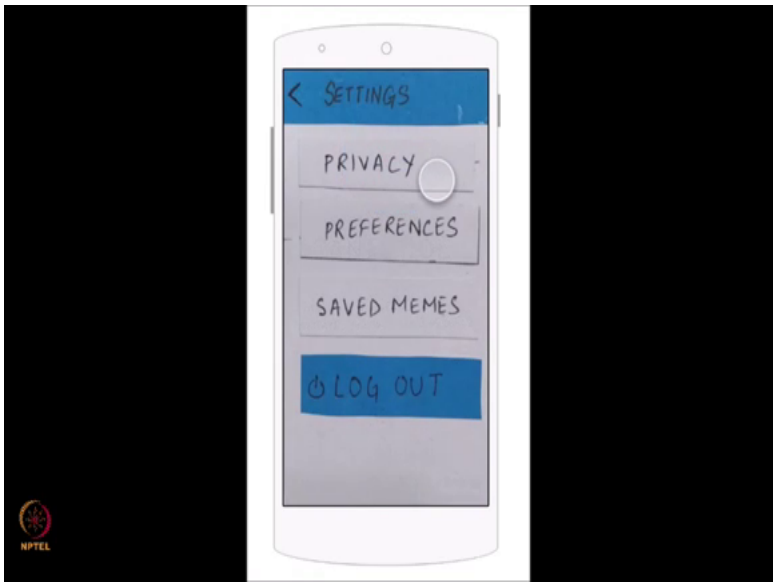

We also have the settings option in our profile, where we can setup privacy, preferences, a saved memes and we can logout. Now we come to the second iteration of a of a low fidelity prototype.

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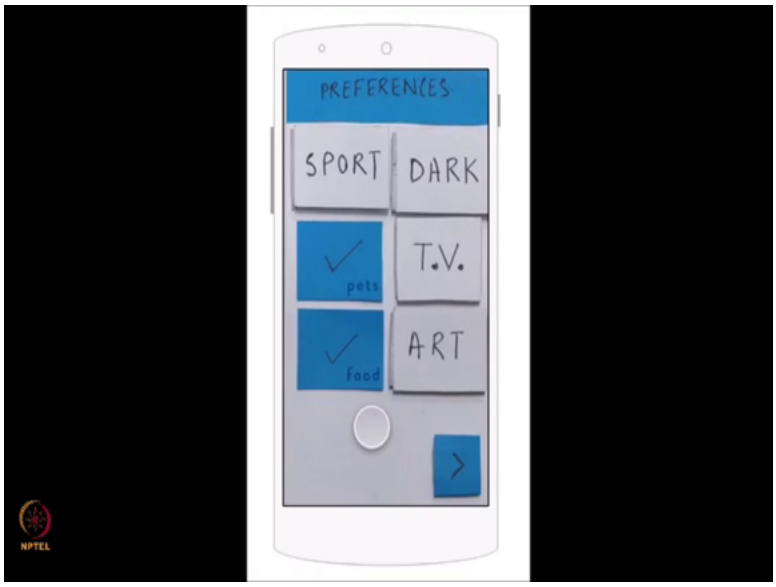

What we dint like in the initial one, the initial one was the preferences page. So, in the second one we have a cleaner and a more concise preferences.

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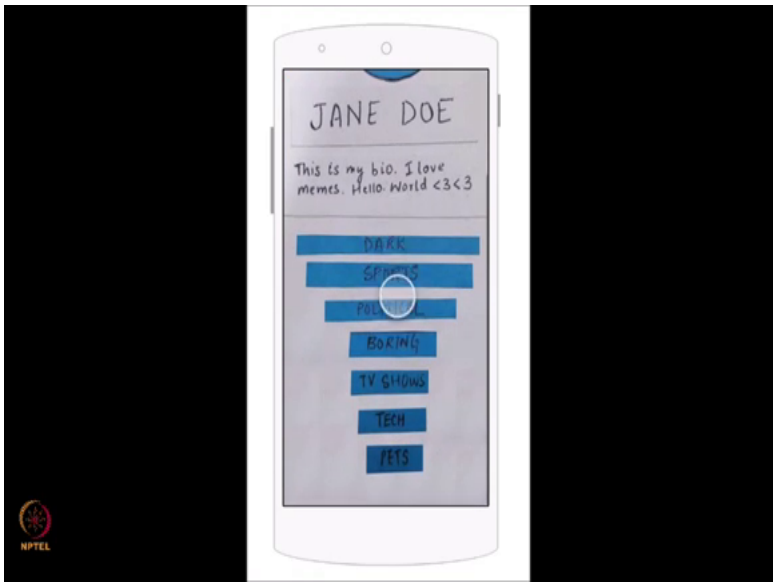

Also in a profile we have a basic bar, bar kind of diagram, where we are we have a structured we have presenting, what kind of memes we like, and it is easy to compare and easier to read what all memes I like, memes we like; however, one problem observed and this is, when we go to the left to the charts, then we kind of come back to the right in an initial, in a chart.

Let me explain it again for example, our app is in the middle we go to the left and go to the chart, then in our initial chart we come again to the right. So, this transition is not intuitive. Hence in our third prototype what we did was, go to the chart to the left then and in the usual chart again goes to the left.

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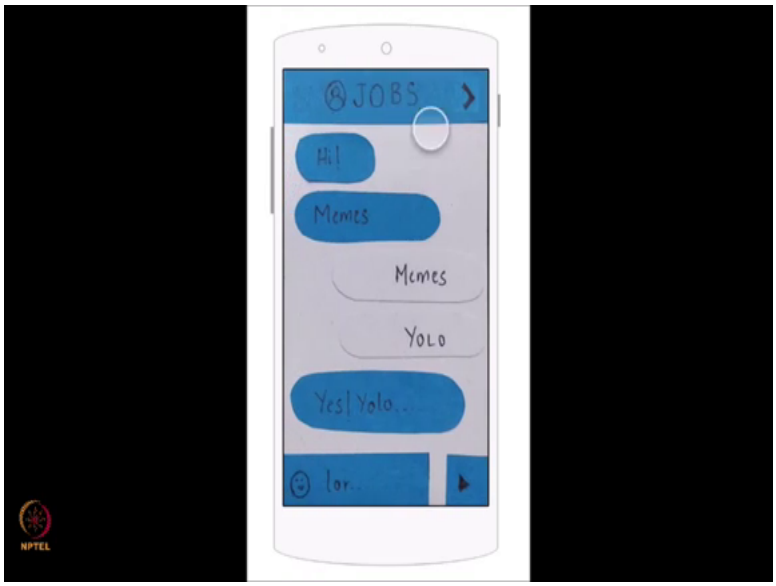

So, we just have to keep going right to, go to the righter screens and keep going left towards the left screen. Hence that creates a more intuitive and a more floor flow design, flowing design also one more thing that people were not really sure about is, double tap swipe up to like or swipe down to dislike. So, what we did was, we double tap, we chosen option to double tap to like and after liking a meme we switched to the next meme. This also indicates that whenever person is liking a meme; that means, that he has already seen the meme completely. Hence we can switch to the next meme to make the design more flowing.

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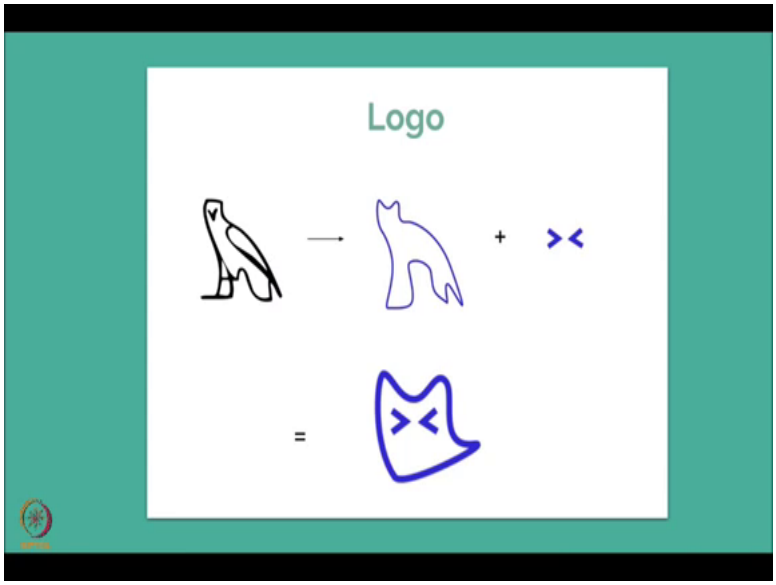

Now we come to our logo. in the logo we initially thought that we somehow wanted to incorporate the letter M, because our app was May May Me. our name also has a meaning May May is the in wrong pronunciation of the word meme. Hence we kind of wanted to make fun of the word meme and then associated that this is my, this is these are my preferences; these are my liking, so my liking of memes, hence our app name May May Me, also the logo.

This is the ancient Hebrew symbol for the letter m. So, we wanted to create a more minimal design for ITM and then we created a boundary structure, then we wanted to add some kind of a fun element to it, so we added some blinky fun eyes, but still the logo was too much. So, what we did is, we just took the head of, head of the eagle kind of the figure and hence we got a logo. Also in notice that we changed the shape of the head to incorporate the letter m, and hence have final logo.

Now we come to the high fidelity. what we do in the high fidelity, is we take the final iteration of a low fidelity and then we applied design softwares; like Photoshop or sketch and create cool transitions and a and an app which give, which is which has more feel towards a real app, with this does not also include any coding, it is just a a higher version of a low fidelity.

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Now, we come to a high fidelity prototype. Everything in this prototype was built using Photoshop and all the graphics were made using sketch. Initially we have the login screen, then we can select our preferences.

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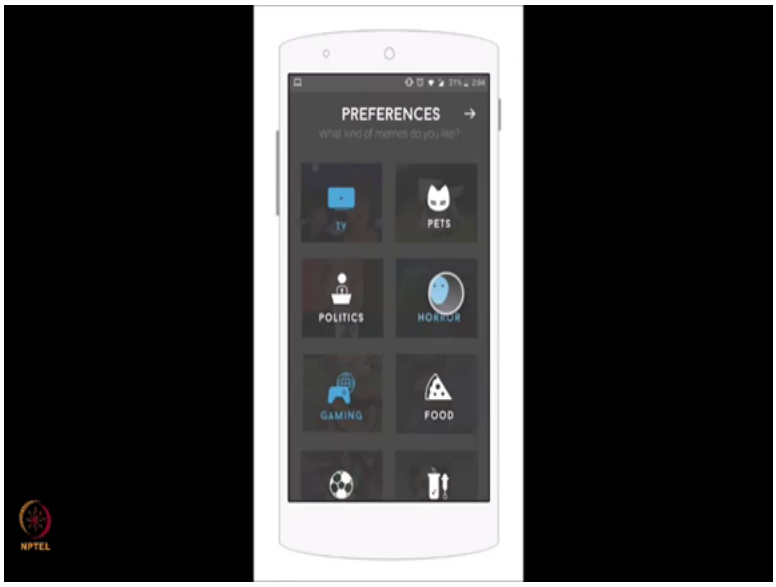

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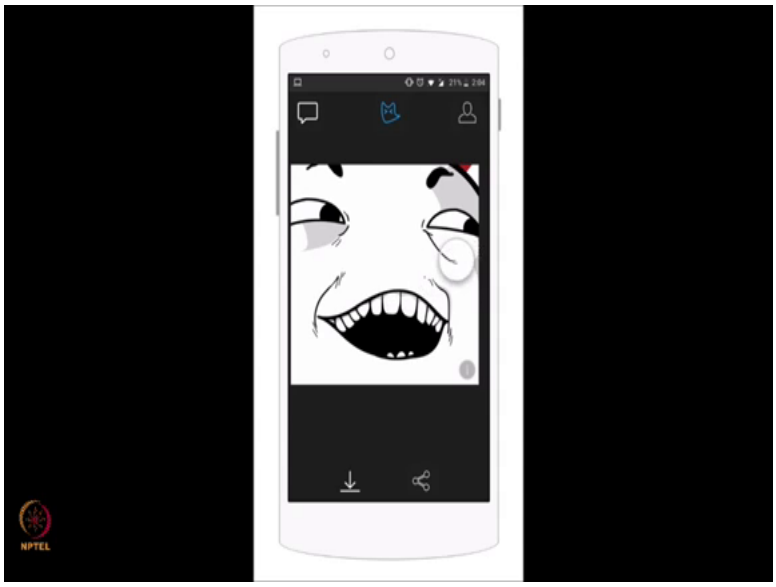

Moving on we have a final kind of (Refer Time: 13;41) of memes and this will be un infinite, in the high fidelity we just have 3 by this word, ideally we infinite, we can save a meme, we can share a meme with our chats.

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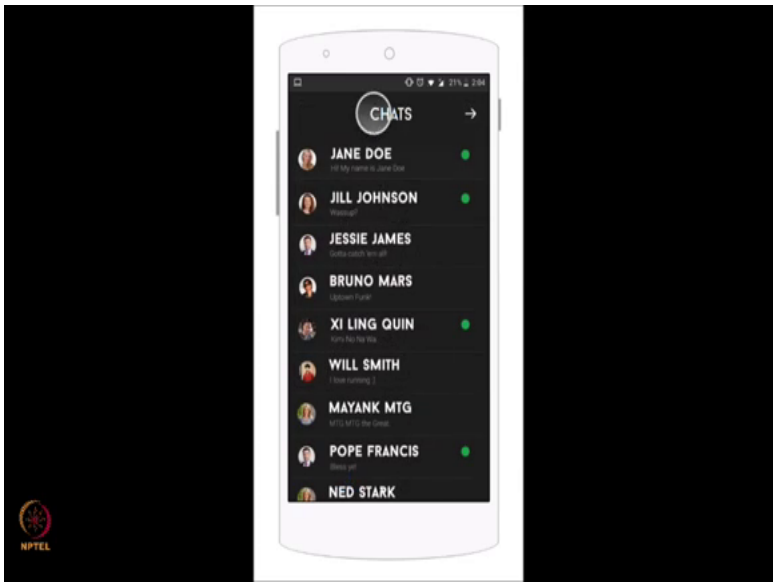

Here are the chats.

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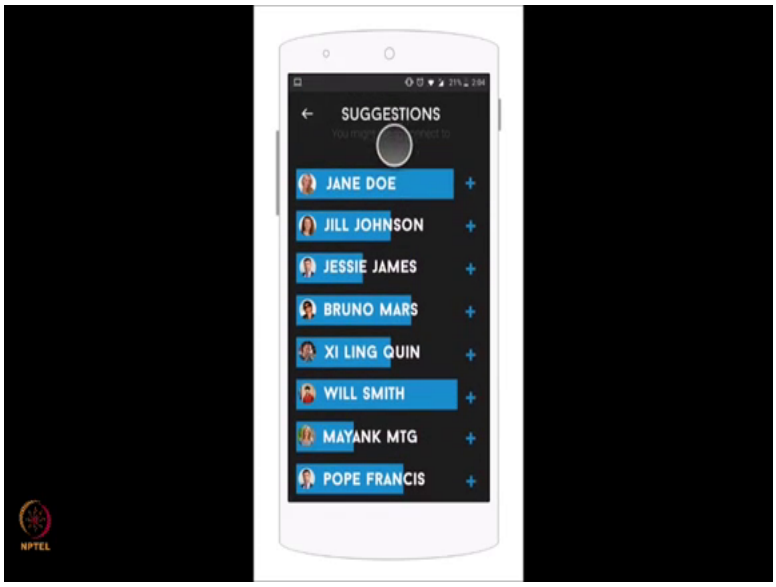

Then we have a suggestions which we can add or input that we got on an large low fidelity was there, should be some kind of feedback; hence we have the tick here.

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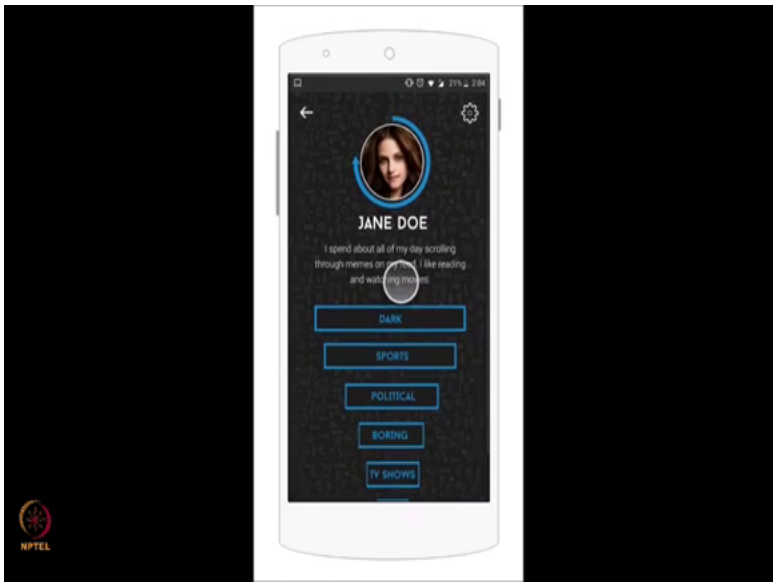

Another thing that this profile has the kind of matching, you have an another person, this is shown by this curly bar over here. Another thing was that people were not really sure how to like or appreciate a meme. initially we thought that we will have swipe up to like, swipe down to dislike, then we kind of created into a by binary like, just liking or ignoring.

So, what we came up with is the small I icon, when clicked on it kind of gives a help or suggestion, which shows all the functionalities or a of our app and similar thing for double tap to like also exist. So, instead of like we use the symbol of led. So, if you double tap, the meme gets led and it moves on to the next meme.

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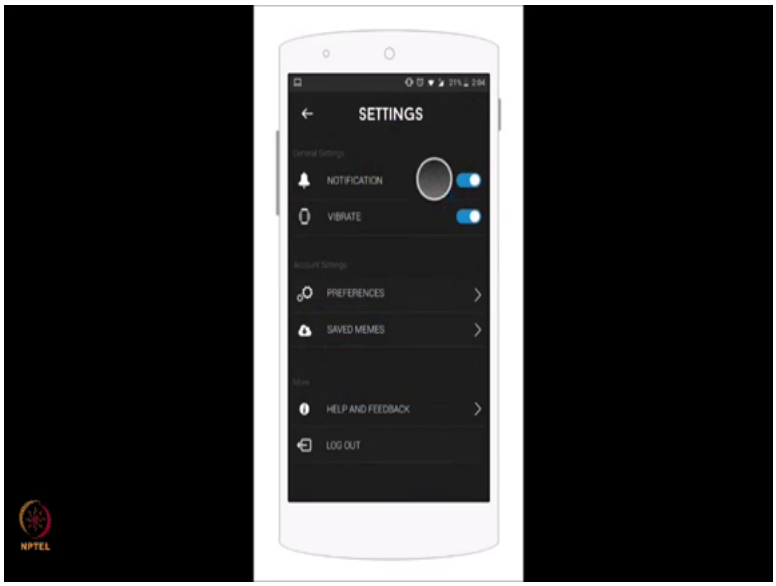

And here in the settings we added more settings for notification, vibration, preferences. We also have a save memes option and then logout.

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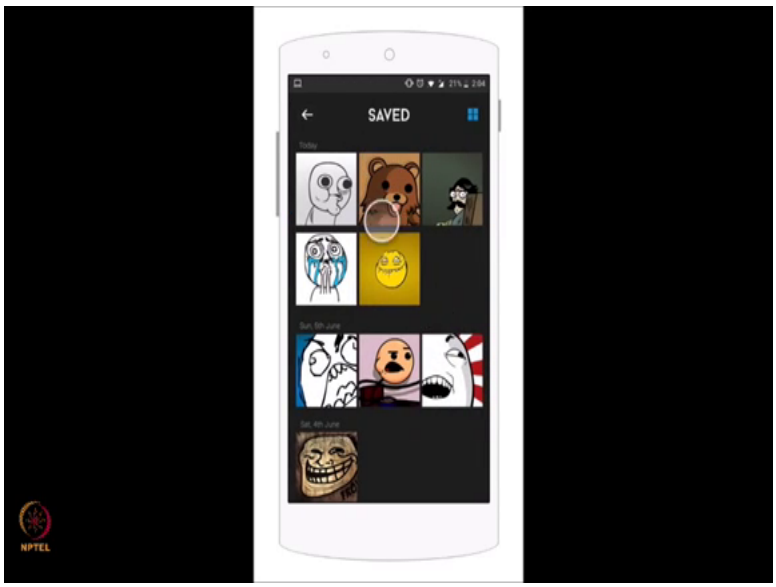

This concludes our design process for an app may me. We initially started with a basic idea about what we want to do, then we conducted a survey, then we formulated our idea then we conducted a contextual enquiry and then we add several iterations over a low fidelity. Now we will be coding our main app, and then releasing it to the public. And we believe that since the reviews on the design have been so good and all the users have

said, that they want to use our app, we believe strongly that once released this app will be widely accepted.

Thank you.