

Group: The Balkan Travelers



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CLASS:
HUMAN- COMPUTER INTERACTION
SPRING SEMESTER 2021



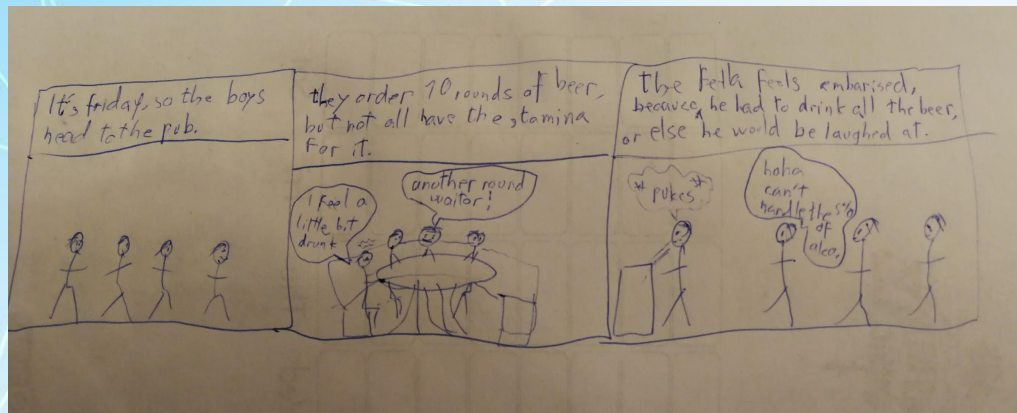
Value Proposition and overview of the selected topic

Value proposition: Help in recognising and resolving **peer pressure** situations.

Peer pressure: The strong influence of a group on members of that group to behave as everyone else does.

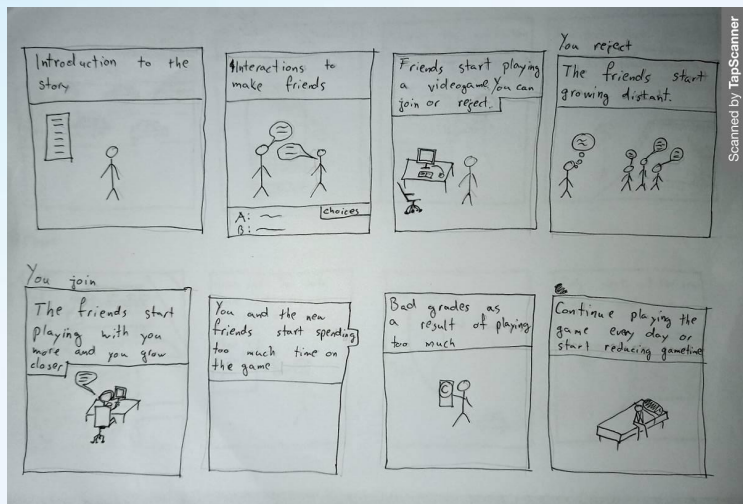
- The app presents you with an interactive story about being peer pressured.
- You are presented with some common peer pressuring tactics, so you can recognise them in real life.
- The actions you choose to resolve the situations changes the end of the story, ranging from “great” to “fail”.

Sketches



- the drinking theme could make it seem as more “anti drinking” than “anti peer pressure” story

+ a possible story structure of having a choice for each drink

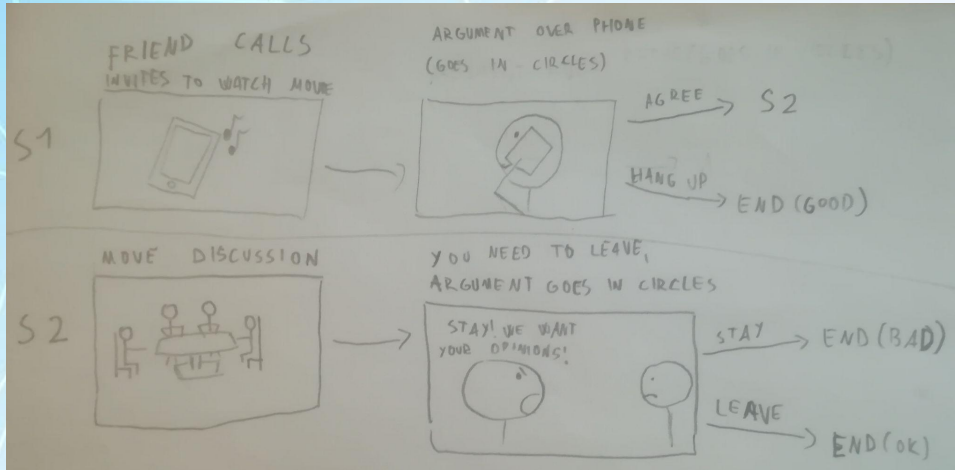


- similar theme problem with video games/addiction

- we don't want a downside to resisting peer pressure

+ bad grades as punishment seemed good

Sketches

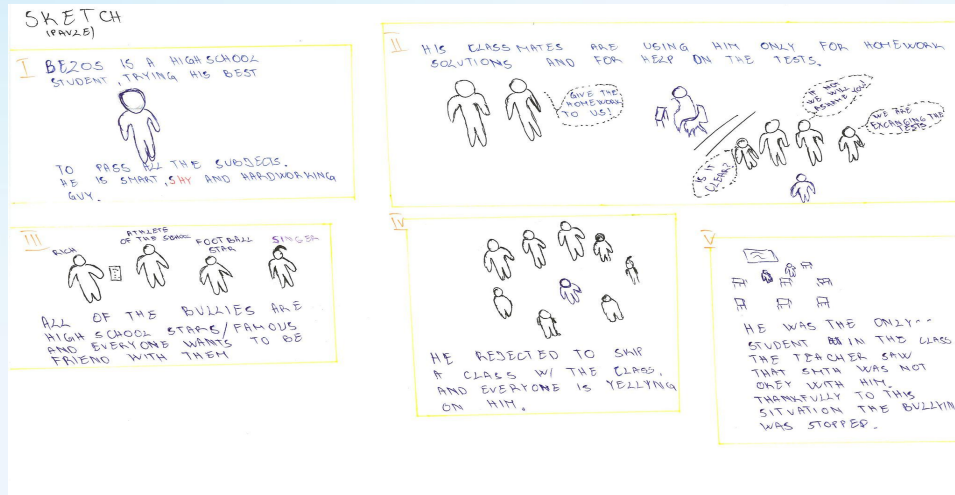


- arguments going in circles seem too much for this prototype

+ movie theme is not likely to get confused for the main message

+ shows that giving into peer pressure can lead to bigger problems

* multiple “early endings”



- bullying theme confusion (but can still be relevant)

+ shows resisting peer pressure

+ getting help from someone else

Storyline

The main character has an assignment due at midnight.

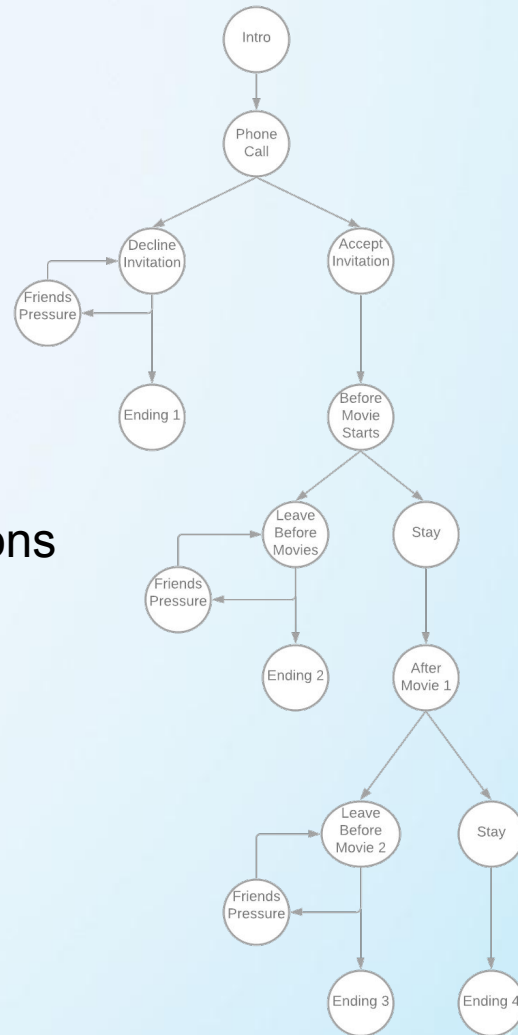
Some of their friends want to watch a movie together.

The reader has the ability to opt out of watching the movies.

Due to peer pressure it is difficult to reject.

It is progressively more difficult to leave once they start watching movies.

Storyline



Branching structure

Different endings based on your decisions

Options to choose in various cases

Storyline

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Link to the video: <https://youtu.be/lw8rX58r56s>

Testing

Methodology:

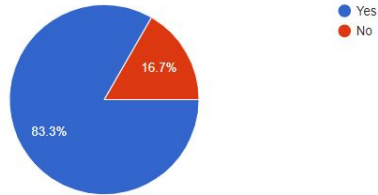
- Questionnaire:
 - a. Have you ever experienced peer pressure?
 - b. What do you think, could you recognize peer pressure situations?
 - c. What do you think of peer pressure?
 - d. How successful do you think you would be in resolving such situations?
- Presented the idea
- Showed the mid-fi prototype
- Asked for feedback and repeated the questionnaire

Before testing

Questionnaire results:

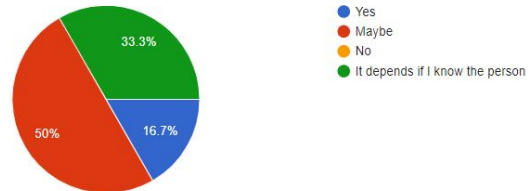
Have you ever experienced peer pressure?

6 responses



What do you think, could you recognize peer pressure situations?

6 responses



What do you think of peer pressure?

6 responses

In most cases it negatively affects the person being pressured.

It can be positive and negative. Depends of the people around you.

It diverts your mind into thinking that you will fail someone no matter what you decide to do

Annoying

Something present among teenagers, it causes stress and poor decisions

It's a common problem, that people need to be able to recognize and confront.

How successful do you think you would be in resolving such situations?

6 responses

Not very.

I think a lot. In a scale 1-10, I will give myself a 9.

Pretty good unless it involves someone i would have emotional connection

Not really

I am not sure of my abilities to resolve such a situation.

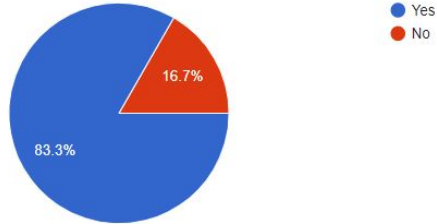
Depends on how close I am to the people and the situation. I could see myself being unable to say no.

After testing

Questionnaire results:

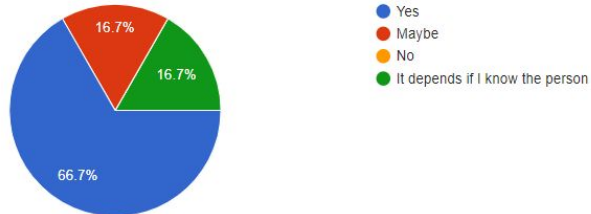
Have you ever experienced peer pressure?

6 responses



What do you think, could you recognize peer pressure situations?

6 responses



How successful do you think you would be in resolving such situations?

6 responses

- Pretty good unless there are deeper emotions evolved with the person that tries to pressure you
- Semi-effective
- 10/10
- If I realize I am being peer pressured I think I can resolve it, but, I might have a harder time convincing someone else that what they are being pressured into is wrong.
- Partially
- I would recognize the situation, confront the one causing it and show support to those who are being pressured.

What do you think of peer pressure?

6 responses

- it divides your mind into 2 negative things that mind happen if u chose the wrong one
- While it can have negative consequences, it is important to note that the people around you are mostly not doing so to harm you.
- It can cause a lot of mental problems.
- I think it is more common than people think, and comes in different forms, which some people don't recognize as peer pressure.
- Important issue
- It is an awful way of causing people to make life choices based on the opinion of others around them

Testing Overview

- Felt bland
- Needed colors and pictures
- Frames on buttons so they are more visible
- Changed the position of the text boxes to be more unified

Prototype overview

1. Currently only descriptions of events
2. “Hard coded” how many times you need to refuse
3. No animation for transitions



THANK YOU



#217132290