



M3

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YES! AND... IS A **SILENT IMPROV GAME** WHERE USERS SEND SHORT CHALLENGES TO THEIR FRIENDS. WHEN A USER RECEIVES A CHALLENGE, THEY GET 3 SECONDS TO VIEW THE CUE (IE. "ACT LIKE A PIRATE"). THE APP THEN **IMMEDIATELY STARTS RECORDING** THEIR SILENT, IMPROVISED RESPONSE. THE VIDEO IS THEN SENT TO THE FRIEND THAT ISSUED THE CHALLENGE.

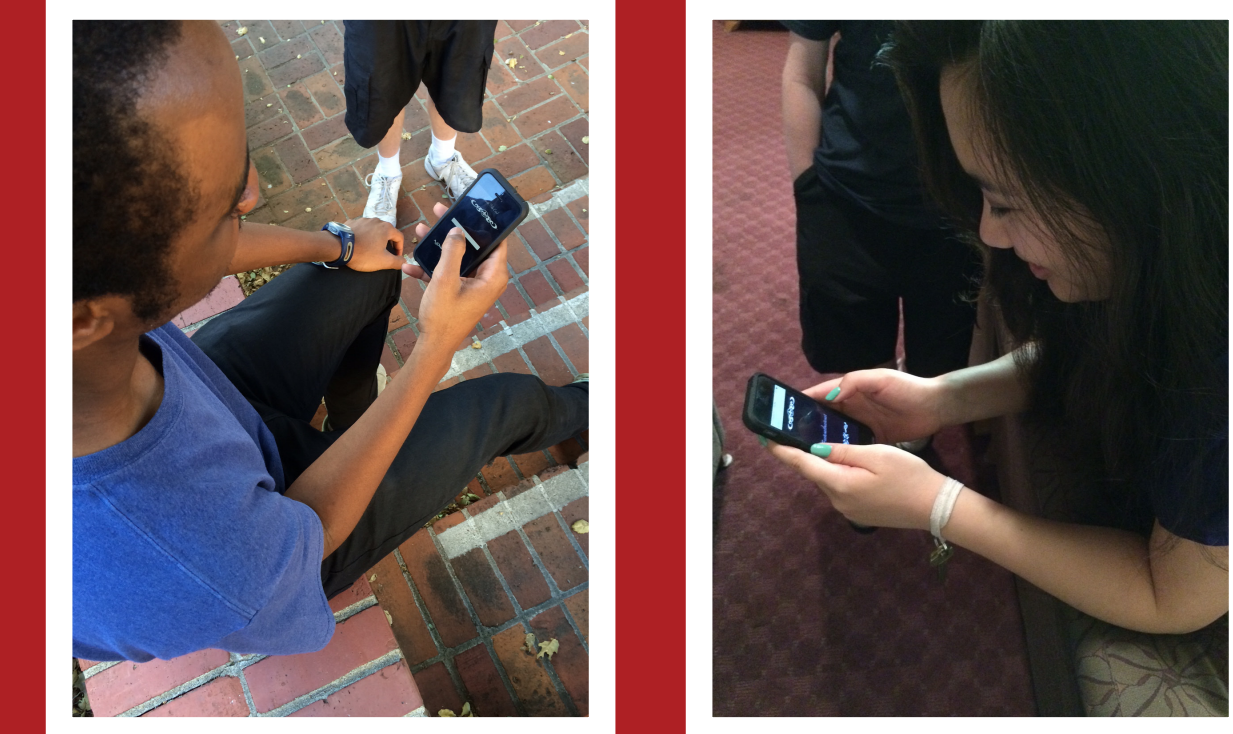
OUR FIRST VERSION ALLOWED USERS TO SEND **SILENT VIDEOS** TO THEIR FRIENDS **WITH TITLE CARDS** IN BETWEEN (LIKE A SILENT FILM). IN THE PROTOTYPE, TITLE CARDS WERE MADE WITH PAPER AND STICKY NOTES.



- the freedom to add title cards anytime during the video confused users
- users had trouble thinking of clever messages for the title cards
- people needed to be shown an example video before making their own
- **SILENT VIDEOS WERE A BIG HIT**

take one

THE SECOND VERSION BROUGHT OUR PAPER PROTOTYPE INTO AN **IOS APP**. TITLE CARDS COULD ONLY BE ADDED AT THE **BEGINNINGS AND ENDS** OF VIDEOS.



- conversations between testers lasted only 2-3 videos
- users **TRIED TO TALK** even though videos were silent
- most users used the **FRONT-FACING CAMERA**

take two

We needed to encourage **MORE BACK-AND-FORTH COMMUNICATION** between users

THE FINAL VERSION INCORPORATES THE USE OF SILENT VIDEOS AND CUE CARDS INTO AN IMPROV GAME APP

- users can understand the idea of silent videos better since the game is **SIMILAR TO CHARADES**
- the desire to see friends' **HILARIOUS IMPROVISED RESPONSES** keeps the back-and-forth conversation

going



take three