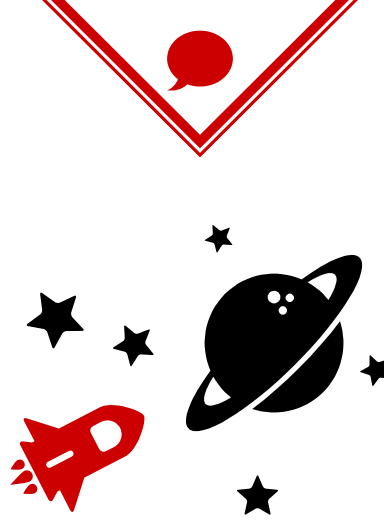




Alcojolla

TEAM L

Chris Lim | Edward Lau | Macklin Lee | Donna Yee

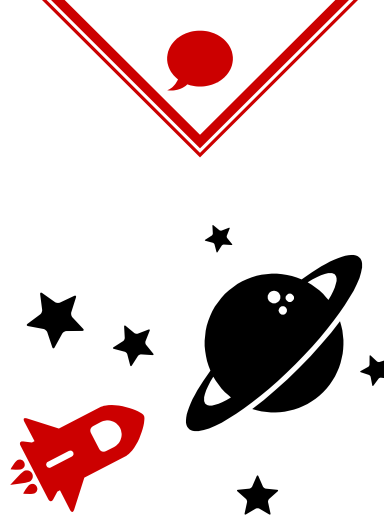


Introduction



Background: Why Alcohol?

- ◆ **Research:**
- ◆ (Alcoholism, Drink Maintenance) = MOST popular alcohol related applications
- ◆ **Design Opportunity:** Create an interactive application, that educates users.



Our User

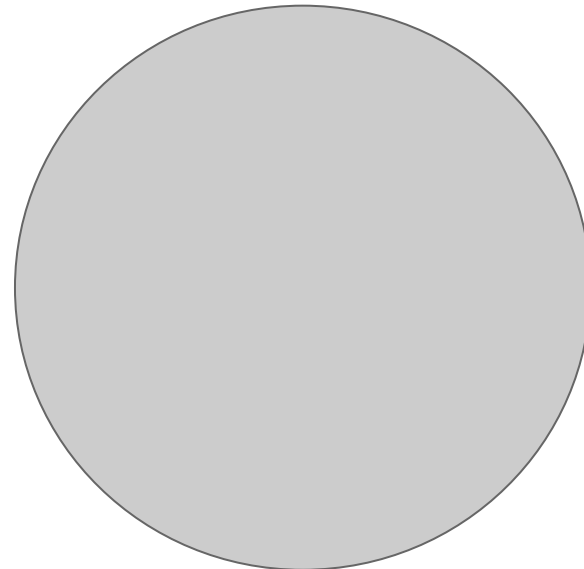
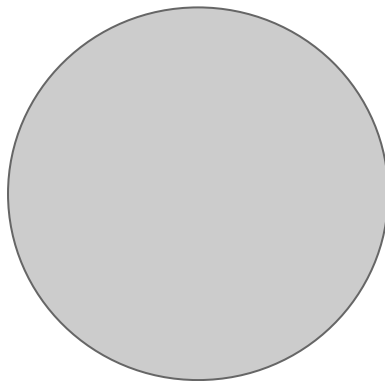
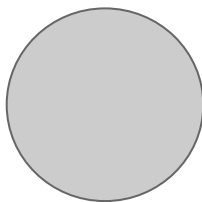


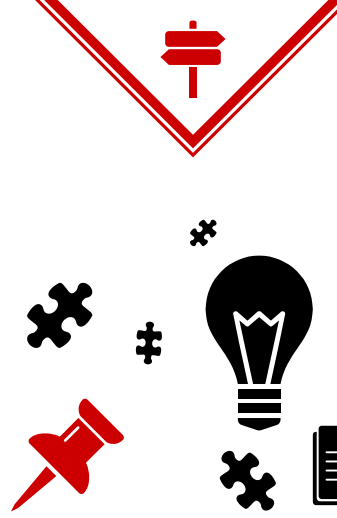
Users

Educators

Students

Friends





Lo-Fi Prototypes

Paper Prototypes

LOGO: About your risk crime chat

if you were to drink excessively,
HOW AT RISK ARE YOU?

Age:

GENDER:
☒ MALE
☐ FEMALE

RACE:
 choose

of Alcohol Related
Motor Vehicle Accidents

Age Gender RACE TOTAL

of Hospitalizations
for Alcohol Related
Disorders

Age Gender RACE TOTAL

LOGO: About your risk crime chat

ABOUT US

ALCOHOL FACTS

oid you know...?

LOGO: About your risk crime chat

☒ Alcohol Related
motor Accidents

☒ Alcohol related
crimes

drunk impale
secondary
conductor

motor
Accidents

La Jolla

in La Jolla

LOGO: About your risk crime chat

Alcohol Awareness Discussion

submit

☒ ☐ ☐ ☐

Wireframes

A Web Page

http://

Logo About Risk Crime Chat

Check your risk

Age

Gender ☒ Male ☐ Female

Race

How At Risk ARE you?

Alcohol Related Motor Vehical Accidents

result

Hospitalization

result

A Web Page

http://

Logo About Risk Crime Chat

Crimes and Location

☐ Alccol Related Motor Accidents

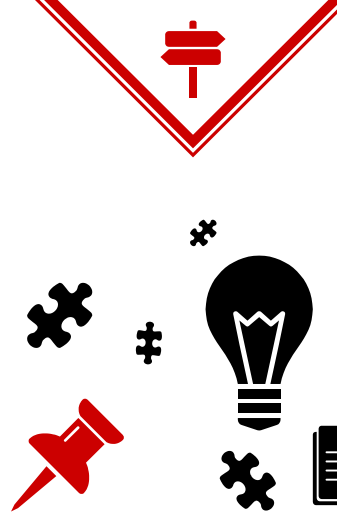
☐ Alcohol Related Crimes

Area
zipcode

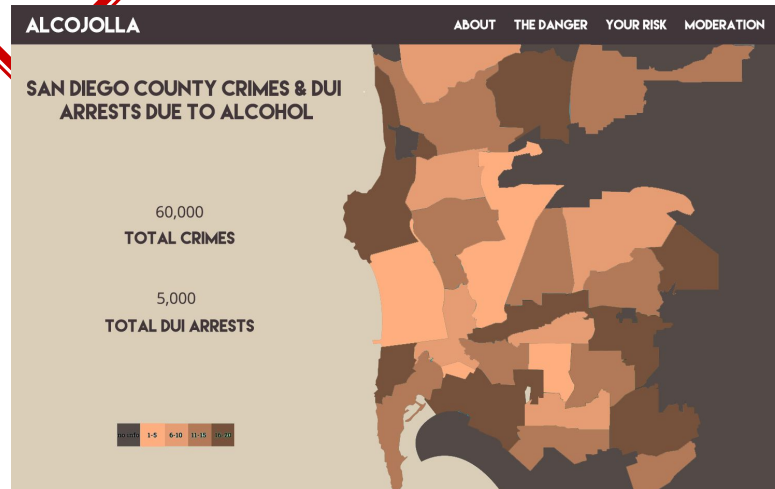


Changes We Made After Lo-Fi User Testing/Peer Feedback

1. Who are the users?
2. What data are we using?

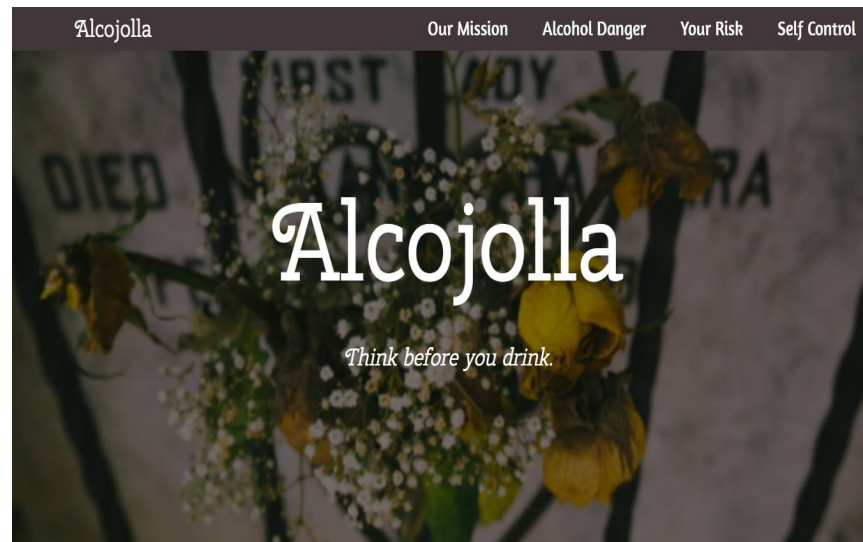
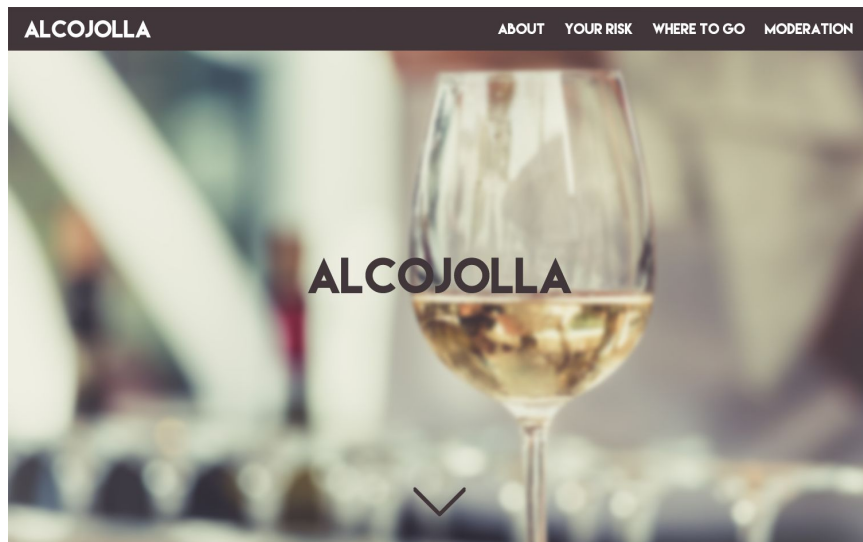


Hi-Fi Prototypes



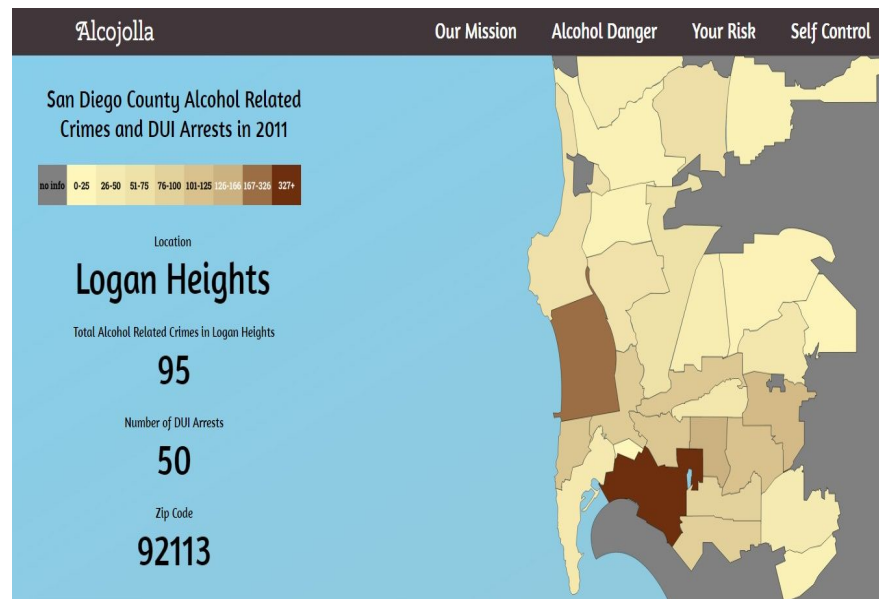
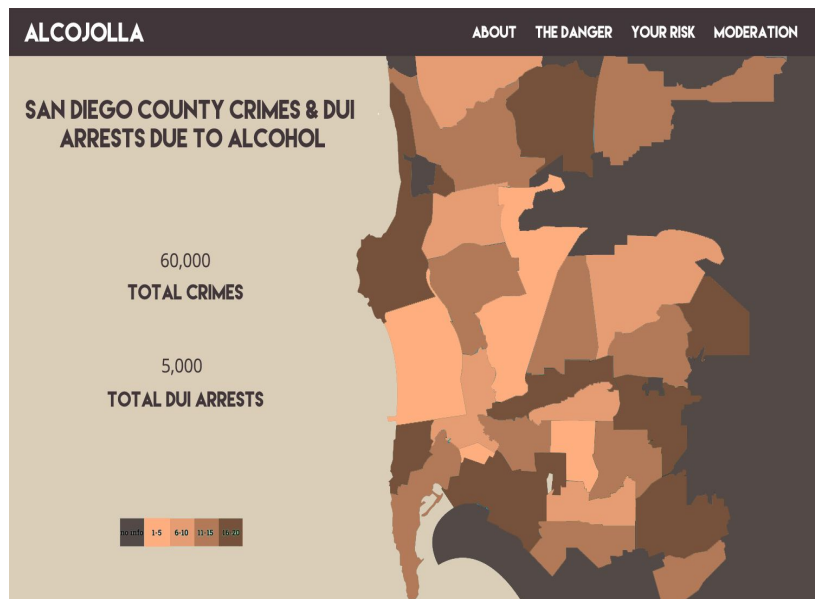


Changes We Made After Hi-Fi User Testing



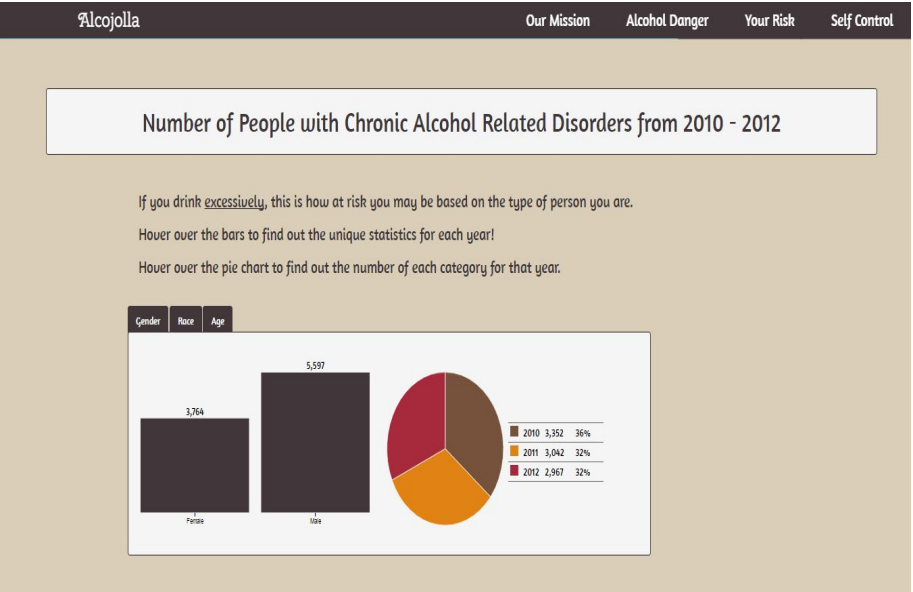


Changes We Made After Hi-Fi User Testing





Changes We Made After Hi-Fi User Testing





Changes We Made After Hi-Fi User Testing

ALCOJOLLA

ABOUTTHE DANGERYOUR RISKMODERATION

Find out your alcohol consumption limit!

Age:

Gender:

Height:

Weight:

SUBMIT

If you really plan on drinking...

HERE'S HOW TO DRINK RESPONSIBLY

Drinks per Hour

12 fl oz of regular beer

8-9 fl oz of malt liquor

5 fl oz of table wine

1.5 fl oz shot of 80-proof distilled spirits

Alcojolla

Our MissionAlcohol DangerYour RiskSelf Control

Find out your alcohol consumption limit!

Name:

Gender:

Weight:

Number of hours you plan to drink:

Submit

If you really plan on drinking...

HERE'S HOW TO DRINK RESPONSIBLY

Fill out your information on the side!

What is "one drink" exactly? Look below!

12 fl oz

8 fl oz

5 fl oz

1.5 fl oz

Beer - 1 bottle or can

Malt Liquor - 1 bottle

Table Wine - 1 glass

80-Proof Distilled Spirits - 1 shot or mixed drink

HCI Principles

Error Prevention

Alcojolla

Find out your alcohol consumption limit!

Name:

Gender: Please fill out this field.

Weight:

Number of hours you plan to drink:

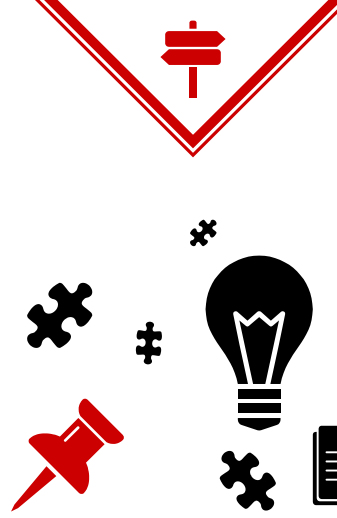
Submit

Speaking the user's language



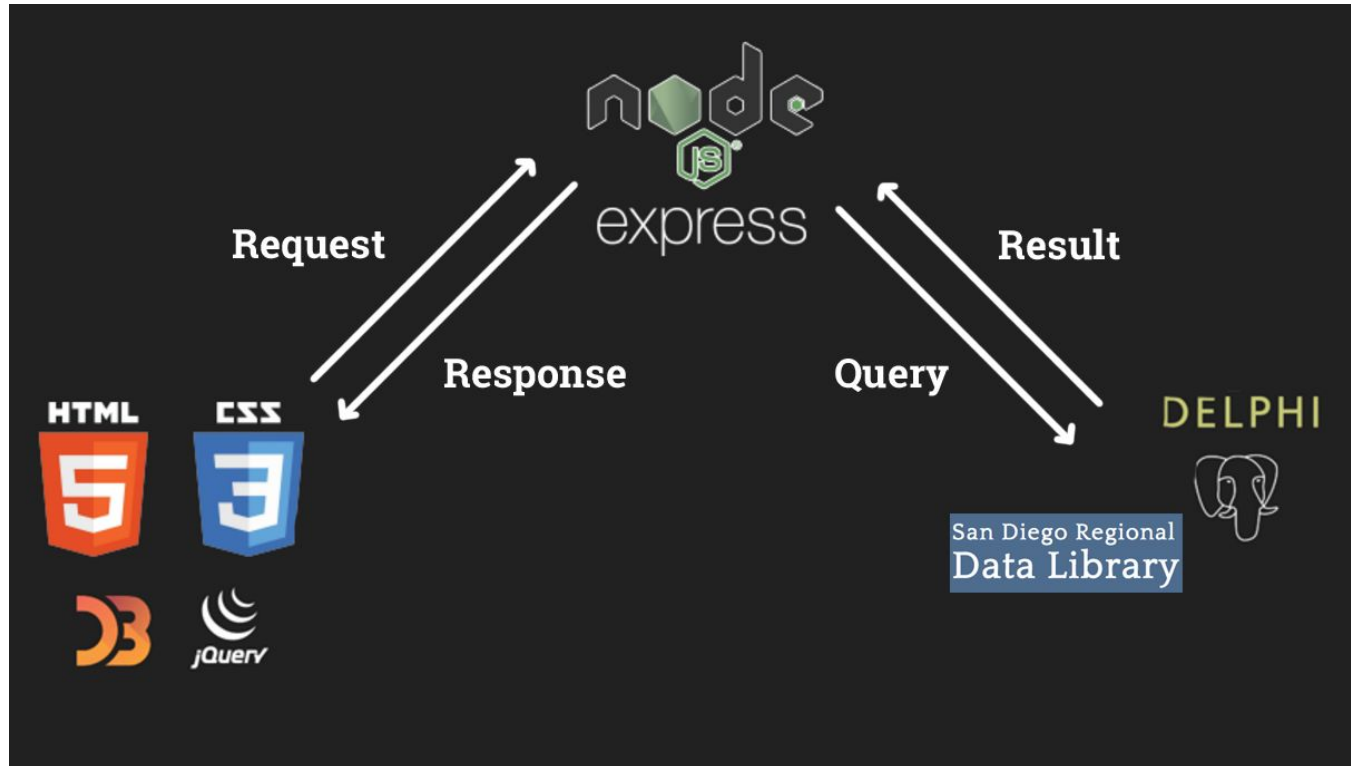
Recognition rather than recall





Technology Used

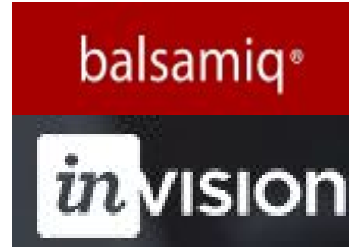
Architecture



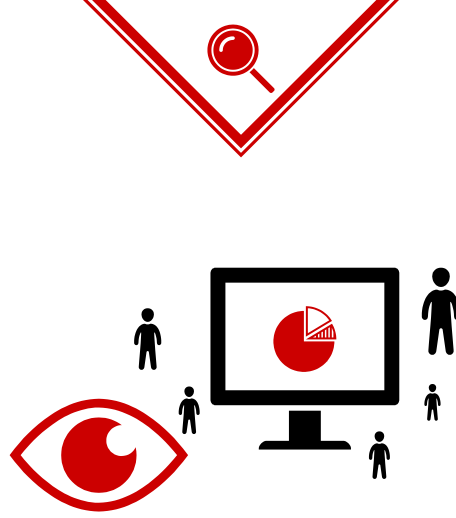


Technologies

- ◆ Low Fidelity
- ◆ High Fidelity



- ◆ Web Application
 - ◆ D3 Examples & Add Ons
 - ◆ Bootstrap Dynamic Tabs



Demo Time!

<http://alcojolla.herokuapp.com>

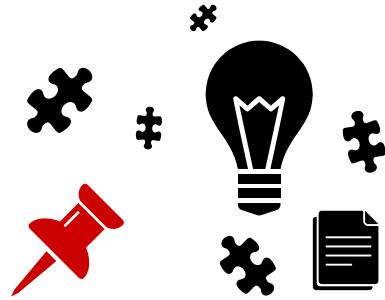


Blood Alcohol Concentration Chart

Men										Women										
	Approximate Blood Alcohol Percentage									Approximate Blood Alcohol Percentage										
Drinks	Body Weight in Pounds									Drinks	Body Weight in Pounds									
	100	120	140	160	180	200	220	240			90	100	120	140	160	180	200	220	240	
0	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit	0	.00	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit
1	.04	.03	.03	.02	.02	.02	.02	.02	Driving Skills Significantly Affected	1	.05	.05	.04	.03	.03	.03	.02	.02	.02	Driving Skills Significantly Affected
2	.08	.06	.05	.05	.04	.04	.03	.03		2	.10	.09	.08	.07	.06	.05	.05	.04	.04	
3	.11	.09	.08	.07	.06	.06	.05	.05		3	.15	.14	.11	.10	.09	.08	.07	.06	.06	
4	.15	.12	.11	.09	.08	.08	.07	.06		4	.20	.18	.15	.13	.11	.10	.09	.08	.08	
5	.19	.16	.13	.12	.11	.09	.09	.08	Possible Criminal Penalties	5	.25	.23	.19	.16	.14	.13	.11	.10	.09	Possible Criminal Penalties

Subtract .01% for each 40 minutes of drinking.

B.R.A.D. (Be Responsible About Drinking)



Conclusion



What Went Right/Wrong?

- ◆ Lost sight of the user

What Would We Do Differently?

- ◆ Simultaneously work on each part

Lessons Learned

- ◆ Start earlier =)



Thank you!