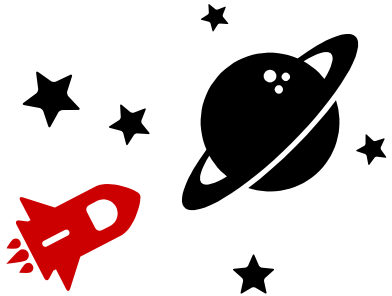
Alcojolla

TEAM L

Chris Lim | Edward Lau | Macklin Lee | Donna Yee

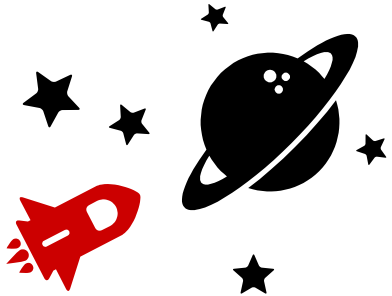


Introduction

Background: Why Alcohol?

- **Research:**
- (Alcoholism, Drink Maintence) = MOST popular alcohol related applications

- **Design Opportunity:** Create an interactive application, that educates users.



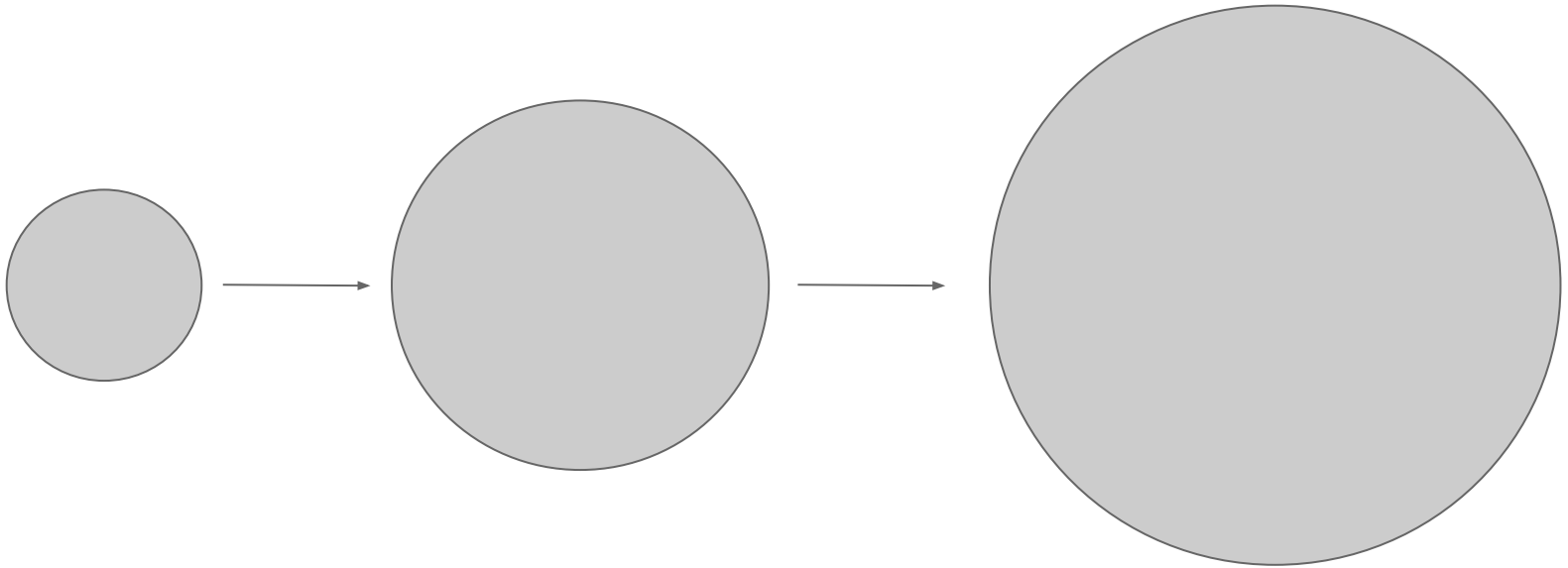
Our User

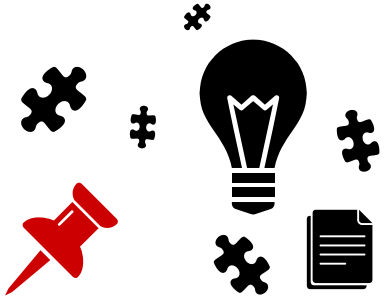
Users

Educators

Students

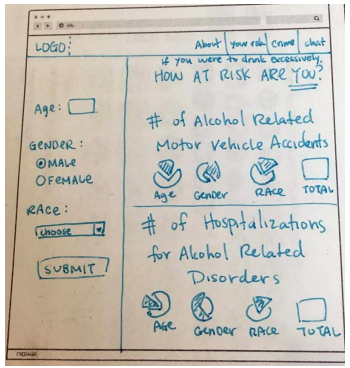
Friends

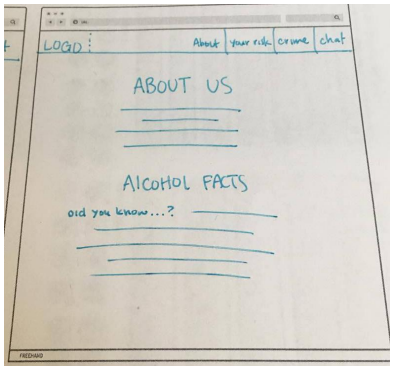


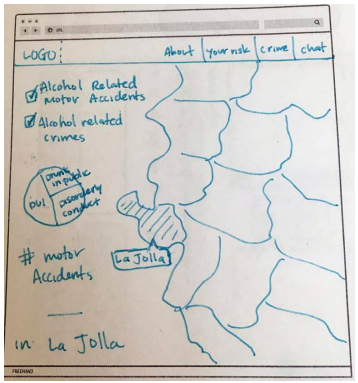


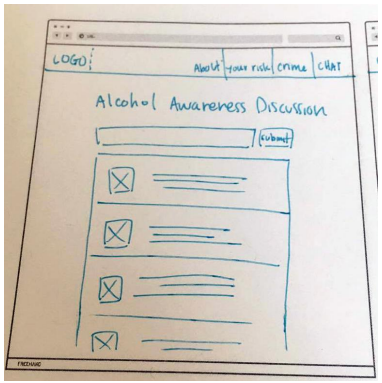
Lo-Fi Prototypes

Paper Prototypes





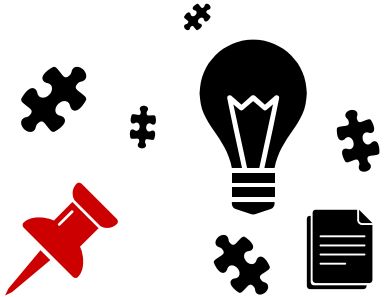




Wireframes

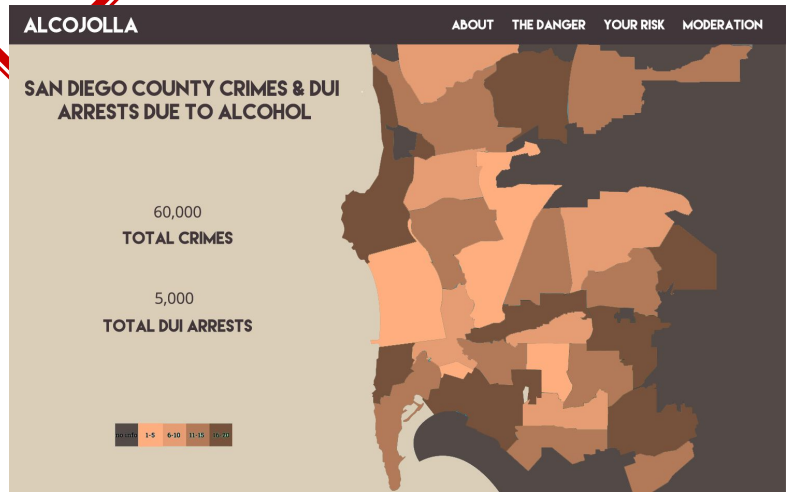
Changes We Made After Lo-Fi User Testing/Peer Feedback

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



Hi-Fi Prototypes

ALCOJOLLA
ABOUT
YOUR RISK
WHERE TO GO
MODERATION
ALCOJOLLA

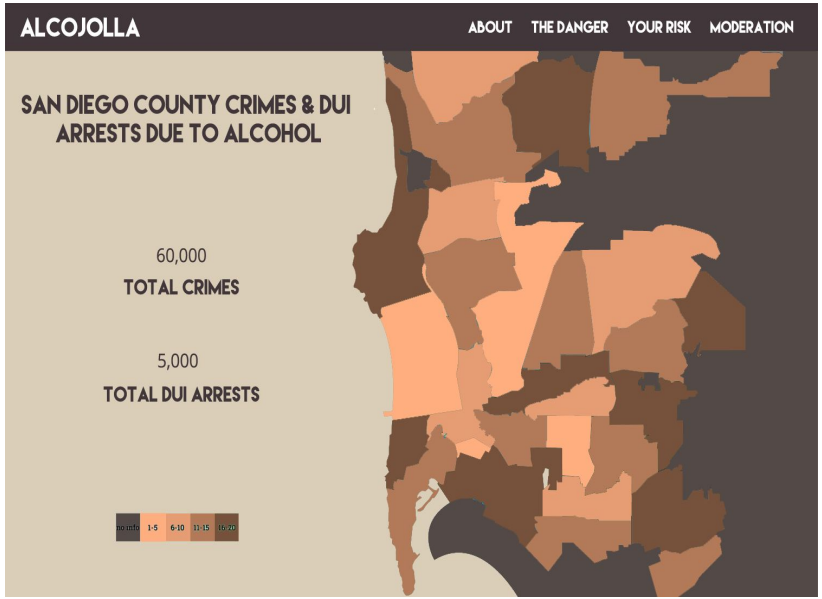

ALCOJOLLA
ABOUT
THE DANGER
YOUR RISK
MODERATION
SAN DIEGO COUNTY CRIMES & DUI ARRESTS DUE TO ALCOHOL
60,000
TOTAL CRIMES
5,000
TOTAL DUI ARRESTS

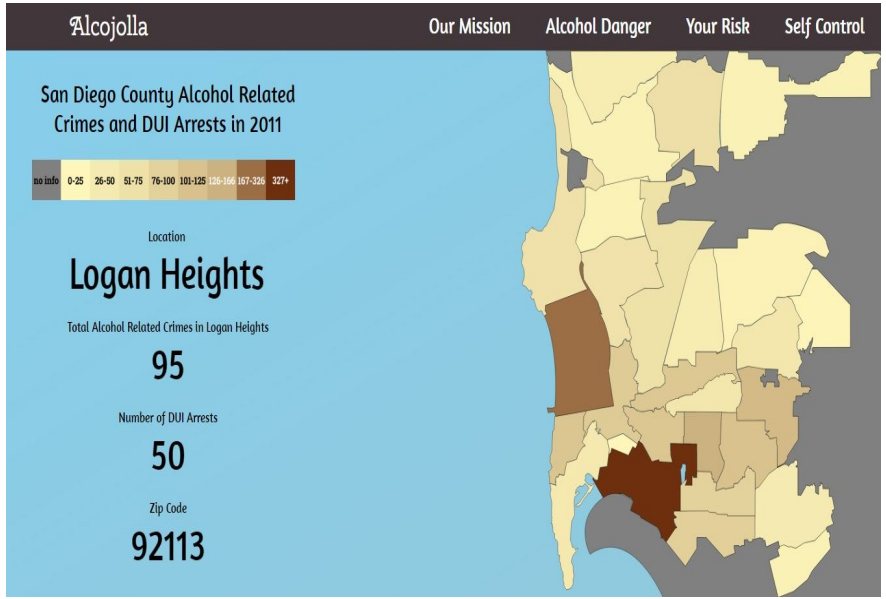
ALCOJOLLA
ABOUT
THE DANGER
YOUR RISK
MODERATION
Want to quickly know your risk? Input your info here.
Age:
Gender:
Race:
SUBMIT
HOW AT RISK ARE YOU?
Explore to find out OR input your info on the side.
TOTAL ALCOHOL RELATED CRIMES
60,000
TOTAL ALCOHOL RELATED HOSPITALIZATIONS
5,000
WHITE
BLACK
HISPANIC
OTHER
MALE
FEMALE
UNDER 20
21 - 30
31 - 40
41+

ALCOJOLLA
ABOUT
THE DANGER
YOUR RISK
MODERATION
Find out your alcohol consumption limit!
Age:
Gender:
Height:
Weight:
SUBMIT
If you really plan on drinking...
HERE'S HOW TO DRINK RESONSIBLY
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

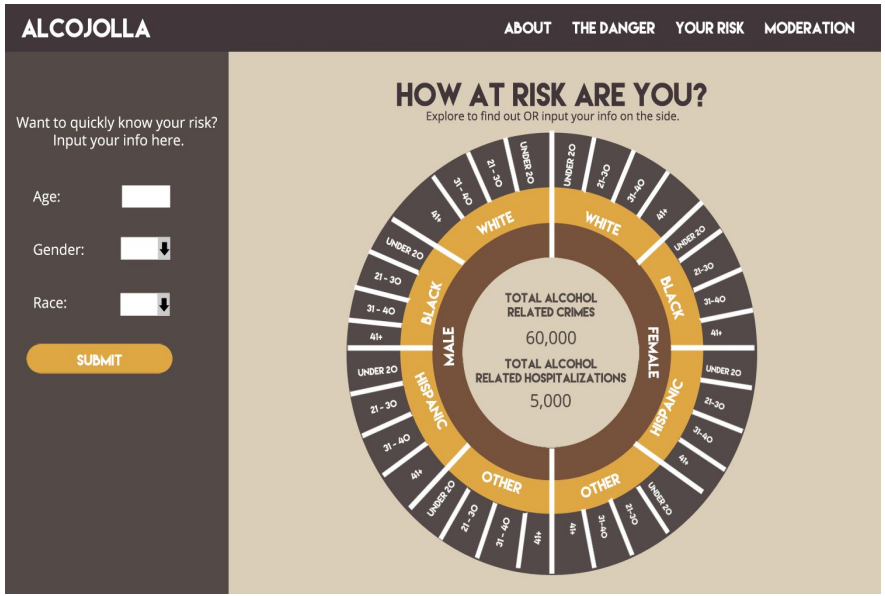
Changes We Made After Hi-Fi User Testing

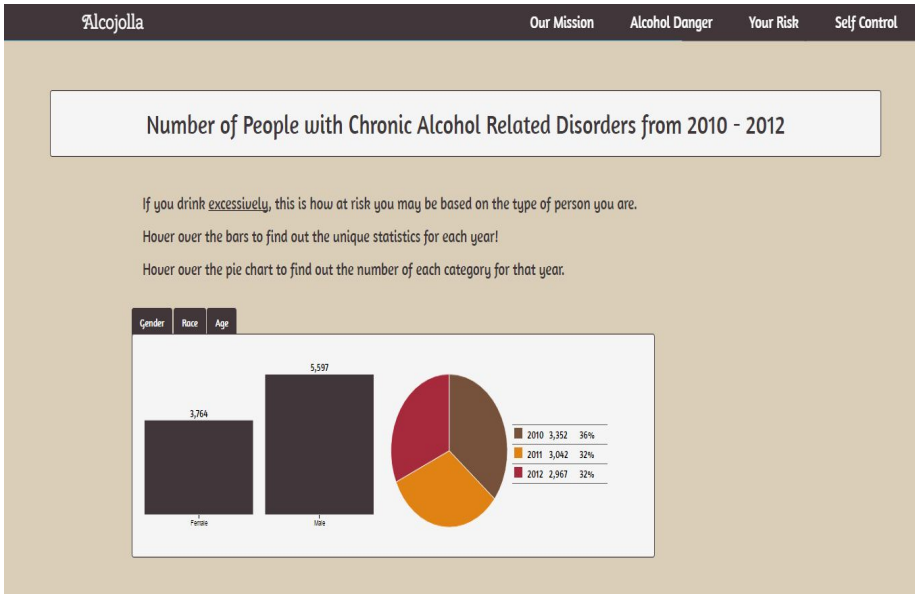
Changes We Made After Hi-Fi User Testing





Changes We Made After Hi-Fi User Testing

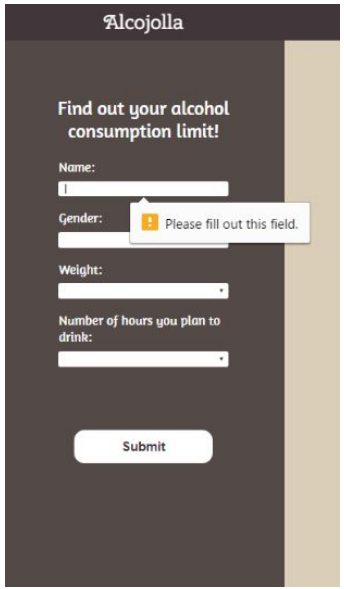




Changes We Made After Hi-Fi User Testing

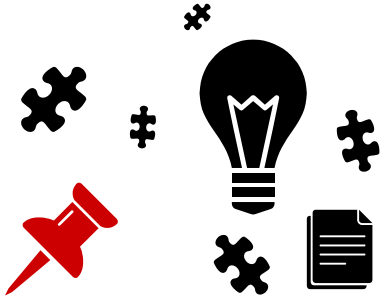
HCI Principles

Error Prevention



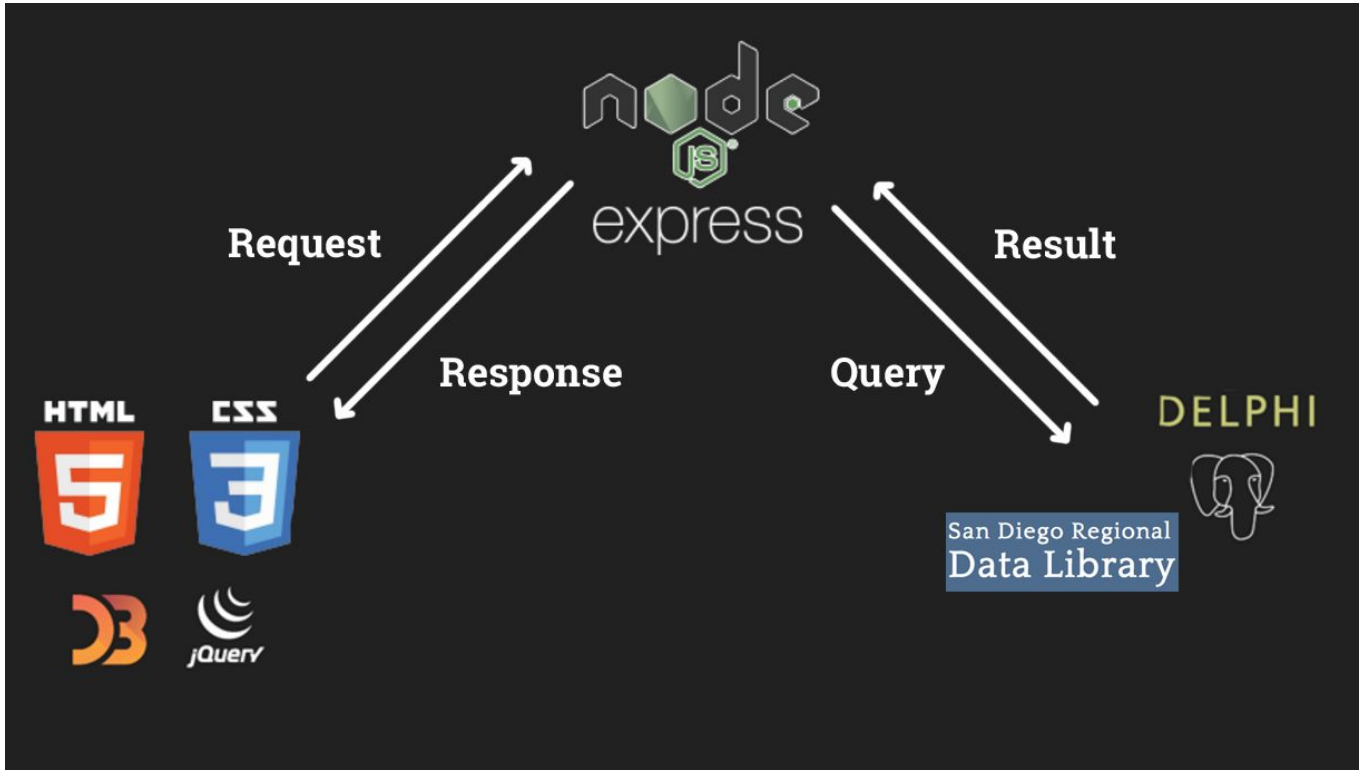
Speaking the user's language

Recognition rather than recall



Technology Used

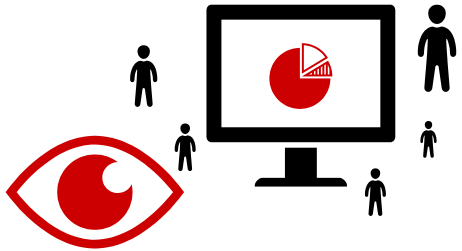
Architecture



Technologies

- Low Fidelity
- High Fidelity

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



Demo Time!

http://alcojolla.herokuapp.com

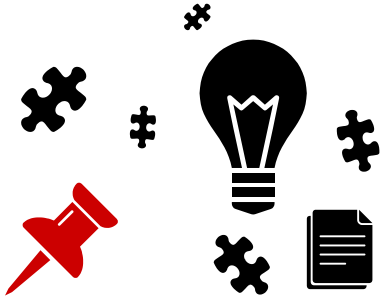
Blood Alcohol Concentration Chart

Men									
	Approximate Blood Alcohol Percentage								
Drinks	Body Weight in Pounds								
	100	120	140	160	180	200	220	240	
0	.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
2	.08	.06	.05	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	
4	.15	.12	.11	.09	.08	.08	.07	.06	Possible Criminal Penalties
5	.19	.16	.13	.12	.11	.09	.09	.08	

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

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!