



FUELLY

MyFueelly Mobile Application Prototype

Human Computer Interaction

Meets New Media Rhetoric



PROPOSAL BY

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Spread the WoRD Conference

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INTRODUCTION

- Began with HCI 470: Digital Page Formatting (AQ2012)
 - Tasked with planning for a mobile application
 - An extension of the website
 - We chose to create a tablet application for Fuely.com
 - No mobile presence at the time
 - Our mockup proposal would allow users to track the gas mileage of their vehicle from their mobile tablet.

INTRODUCTION



units: US | UK | L/100km | km/L

Information

About

FAQ

Browse Vehicles

Tips

Forum

Use Fuely

Sign Up

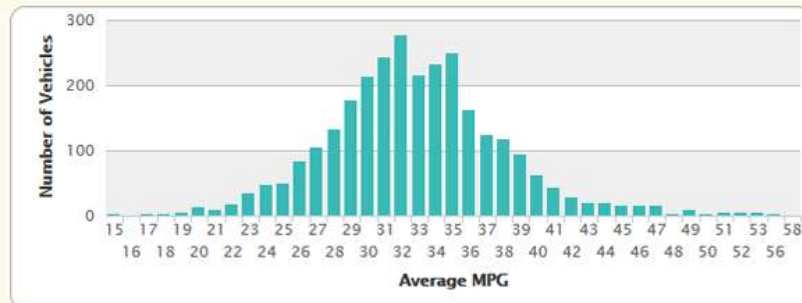
Log In

All Cars » Honda » Civic

Honda Civic Mileage

There are 2904 Honda Civics with reported gas mileage parked at Fuely. [\[show all\]](#)

Filter to: AND



2013			
34.5	42 Cars	387 Fuel-Ups	120,133 Miles Tracked

Recent Activity

from other Fuely users [\(View All\)](#)

- LetsGoCellular fueled-up their **Kia Sorento**.
2 minutes ago via Fuely Mobile
- ericchan04 fueled-up their **Toyota MR2**.
(28.8 MPG) 2 minutes ago via Fuely Mobile
- awagawa fueled-up their **Mazda 3**.
(29.1 MPG) 2 minutes ago via Fuely Mobile
- nkawtg fueled-up his **Isuzu Rodeo**.
(20.3 MPG) 2 minutes ago via Fuely Mobile
- PJnc284 fueled-up his **Toyota Tacoma**.
(17.8 MPG) 3 minutes ago
- ptelford fueled-up his **VW Jetta**. (29.7 MPG)
3 minutes ago via Fuely Mobile
- Mitral fueled-up his **VW Jetta**. (38.0 MPG)
3 minutes ago





TAKING IT A STEP FURTHER

- Onward to NMS 502: New Media, Old Media (WQ2013)
 - Develop a working prototype, conduct usability testing and apply theories
 - Used our existing wireframes as guidelines
 - Programs and software used:
 - Adobe Flash & Actionscript
 - Abobe Photoshop



MY FUELLY

2012 Toyota Prius

CHANGE CAR

MY FUELLY

SETTINGS

ABOUT

HOME

REFUEL

MY TRACKER

MY PLANT

TIP: Turn the engine off at long red lights. You can save some gas by turning your engine off at long red lights or at drive thru's. Saves about two minutes of idling (at zero mpg!)



06:30 PM  

USABILITY TESTING

USER 1	USER 2	USER 3
<p data-bbox="394 575 484 611">Male</p> <p data-bbox="378 654 500 689">Age 27</p> <p data-bbox="229 732 649 818">Proactive and Advanced Technology User</p> <p data-bbox="243 861 635 896">Owns/Drives a Vehicle</p> <p data-bbox="220 939 658 1075">Uses Print-Log Version to Record and Track Gas Mileage</p>	<p data-bbox="900 575 1029 611">Female</p> <p data-bbox="904 654 1025 689">Age 27</p> <p data-bbox="768 732 1161 818">Reactive/Intermediate Technology User</p> <p data-bbox="768 861 1161 896">Owns/Drives a Vehicle</p>	<p data-bbox="1445 575 1535 611">Male</p> <p data-bbox="1429 654 1551 689">Age 53</p> <p data-bbox="1277 732 1704 868">Adapted/"Must- Use"/Novice Technology User</p> <p data-bbox="1296 911 1684 946">Owns/Drives a Vehicle</p>

USABILITY TESTING

- We asked the participants to perform three tasks:
 - "Imagine that you are refilling your gas tank and want to **record it** (miles per gallons) in the app. Use the prototype to complete the task."
 - "Imagine that you wish to **change your username and password**. Use the prototype to complete the task."
 - "Imagine that you wish to **view the fuel economy of your vehicle**, as it has evolved over time. Use the prototype to complete the task."

THE RESULTS



User 1	User 2	User 3
Very straightforward, not hard to figure out. Buttons/navigation is excellent	User-friendly, pretty self-explanatory	Nothing in particular
Trip planner (based on economy, Google Map trip), although that might be far along the road in the prototype development	Maybe readability (make font darker), nothing much that they didn't like	That it's a prototype

"Social development shapes and is shaped by
technology over time."

Technological Momentum (T. Hughes)

NEW MEDIA RHETORIC

"Consumers do not passively accept every product they are offered. They have a need, and a technology is created to meet that need. If there is no need for the technology, it will not sell."

Consumer Behavior/Choice (J.D. Slack & J.M. Wise)

WHAT DOES IT MEAN?

This approach to applying new media rhetoric to our human-computer interaction design is a tactical way of utilizing theory and lessons in any future professional or educational endeavor.



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QUESTIONS?

thank you.

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