

ABSTRACT

Sensel Morph: Product Communication Improvement Initiative

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Sensel is a startup company that recently launched their first product. The Morph is a multi-functional touch interface that interacts with a wide range of software through touching enabled silicon overlays. The support documentation was believed to cause confusion, which is leading to limited sales and increased returns. We focused on the structures of its website and product documentation, which were initially developed without end-user testing. Our team explored Sensel's current state to develop two multiphase design alternatives. These designs provide multiple user-facing testing frameworks as well as determine the root-cause of the Morph's current communication issues.

The designs explore usability testing and evaluation methodologies to obtain valuable and quantitative data. The main differences between the designs are mainly the drive (user-driven vs. documentation-driven) and scope. Design 1 allows unguided interactions and covers multiple documentation forms at once, while the Design 2 is more restrictive and covers a single form at a time. Design 1 is suited for investigating opportunities in product communication across multiple documentations as well as collecting quick preliminary data on an observed problem. Design 2 has demonstrated better efficiency in investigating a specific documentation form and collecting more detailed data.

Note: A Non-Disclosure Agreement (NDA) was signed by the team members, preventing some information from being disclosed.