

The logo for SpringBOARD features the word "Spring" in a cursive, orange font, with a stylized orange spring above the letter 'i'. To the right of "Spring" is the word "BOARD" in a bold, uppercase, orange sans-serif font.

SpringBOARD

An app that encourages users to meet their daily goals by magnifying personal success into positive social impact.

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First World Problems: In our comfortable lives, people need motivational strategies to develop healthy habits. Mundane things prevent us from changing our behavior: boredom leads to eating, impulse leads to overspending, etc. The rewards for commitment are too small. Meanwhile, our busy schedules isolate us from the bigger problems outside of our bubble, and highly-productive, socially-conscious individuals don't have time to find important causes or effective charities to support.

We want to capture the best of both world. Charities are desperate to connect with donors. Potential donors want to help but feel disconnected from problems aren't part of their daily lives. SpringBoard connects these groups, giving positive feedback to goal setters and motivating the world.

Tasks

1. Setting up and adding a goal (*medium*)
2. Logging goal progress (*simple*)
3. Reviewing progress and social impact (*complex*)

Tools

We used proto.io, an online tool for creating mock-ups and linking screens. For some of our graphical elements, including the public welcome page and the data visualizations, we created elements in Adobe Photoshop and uploaded to proto.io

The tool helped us by

- Collaborative: Team members could upload screens, images, and UI elements from different accounts to be shared and used communicatively. Proto.io made it easy to distribute work and synthesize all contributions

- Easy: While Photoshop has a steep learning curve, proto.io allowed all of our group members to create screen mock-ups and images without any previous experience.
- Built-in iOS elements: Proto.io has an extensive menu of icons and buttons so that we don't have to recreate basic accordances.
- Navigation: Proto-io made it simple for us to link together the pages to create a working prototype

Nonetheless, some aspects of proto.io tool were difficult to use:

- Simultaneous editing: We were slowed down by the inability for two editors to be working on the same screen at the same time. At least twice, page data was corrupted when team members overwrote each other's changes.
- Constrained our creativity: Although having built-in elements made building the prototype easier, it also limited our visuals to what was available. Some of the screen pieces that we had designed and sketched were different than existing iOS interfaces, but, because they were out of the range of proto.io's options, we used pre-existing options instead.

The Prototype: Strengths and Weaknesses

We worked to incorporate user and TA feedback into our medium-fi prototype.

- We redesigned the navigation structure by adding a nav bar at the bottom of the screen, allowing the user to access any of SpringBoard's pages instantly from any page in the app.
- We separated the goal "dashboard" from the impact feed, which appeared on the same page in our low-fi prototype
- We synthesized the idea of "reminders" and "check-ins" into one consistent "notification" screen

Some features, like the swiping of checklist items and scrolling of the impact feed, could not be fully implemented in this version of the prototype because the static nature of proto.io. Eventually, for example, we hope that every charity will curate and set up their own profiles on the site, but in the meantime have added content for a sample World Health Organization page.

Functionality vs. Completeness: We tried to illustrate and suggest the app's features as completely as possible given that we hope to populate it with a complete database of charities to support. The "Select a charity" and "impact feed" screens, especially, have hard-coded information that we plan to be dynamic. To deal with this difficulty, we constructed the mockups to suggest and illustrate the information display despite the static data.



Scenario 1: You've just been to the dentist; she recommends you stop drinking soda. You'd heard about Spring Board and want to use it to boost your self-motivation and support your goal to stop drinking soda.

Task 1: Set up a springboard account

Changes and updates to prototype:

- Simplified set up
- We added "to boost your success by sharing your success with others" to the public sign-in to encourage users to take the plunge
- Financial information not required on first page (reduced overhead)
- Redesign of "My causes" feature on the bottom half of screen





Scenario 1: You've just been to the dentist; she recommends you stop drinking soda. You'd heard about Spring Board and want to use it to boost your self-motivation and support your goal to stop drinking soda.

Task 1: Set a goal

Changes and updates to prototype:

- Universal navigation bar (including universal access to “add a goal”) with informative icons to show users where they are and guide them to where they want to go
- More intuitive visual elements on “Select a Charity”
- Reduced the number of charity categories
- Made “active” or “selected” charity more clear with underline

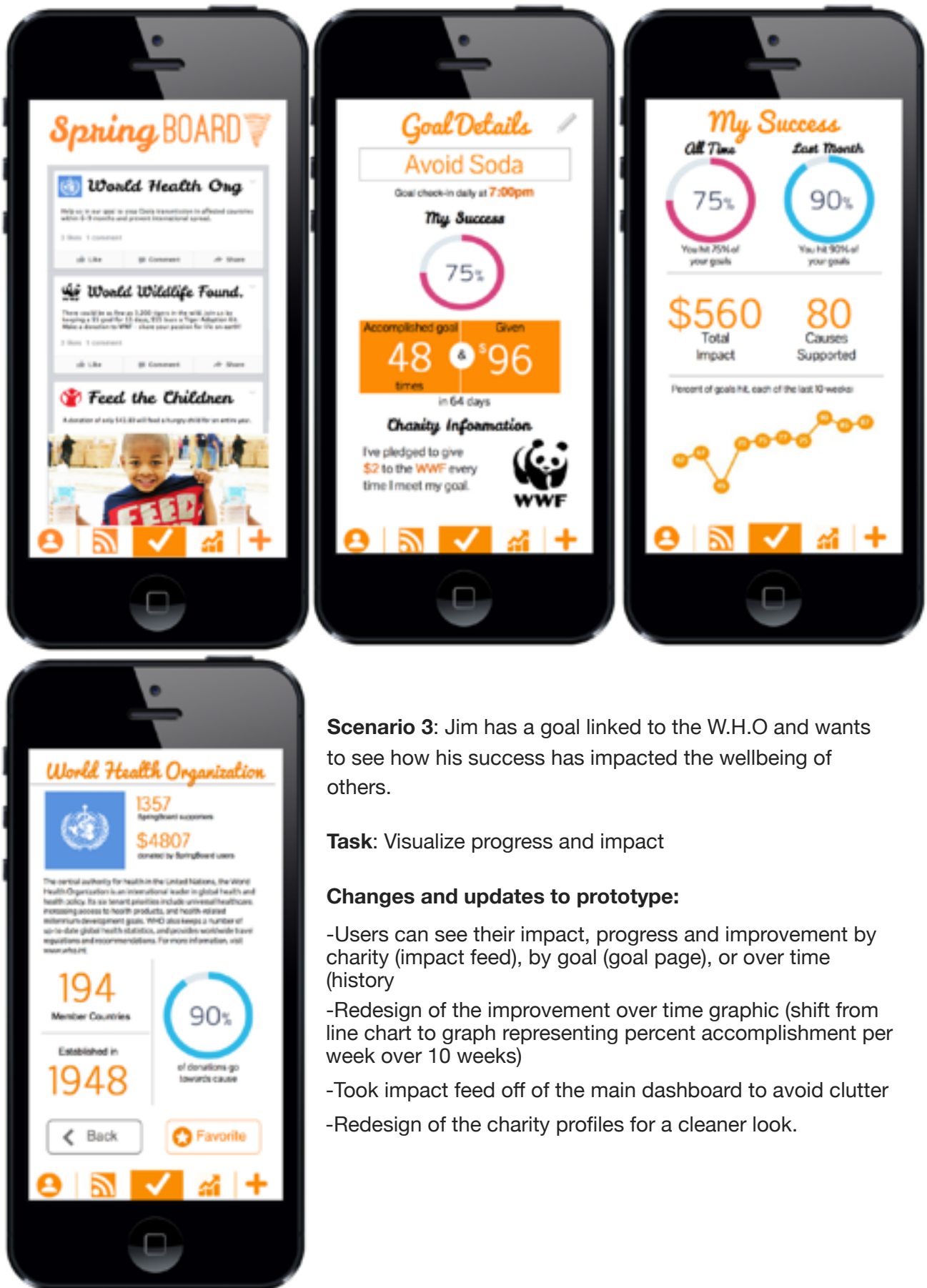


Scenario 2: Margo is super busy, but still wants to set and track progress based on her goals.

Task 2: Use app to log progress

Changes and updates to prototype:

- Alerts: Focus on action-able check-ins rather than dismissible reminders (change from directives - “Don’t forget to drink water today!” - to questions to promote accountability)
- Redesign of dashboard: separated goal-focused page from impact feed
 - Focus on the present: What is the user doing today?
- Goals are swipe-able to indicate success or failure
- Check-in times are easy to configure and edit



Scenario 3: Jim has a goal linked to the W.H.O and wants to see how his success has impacted the wellbeing of others.

Task: Visualize progress and impact

Changes and updates to prototype:

- Users can see their impact, progress and improvement by charity (impact feed), by goal (goal page), or over time (history)
- Redesign of the improvement over time graphic (shift from line chart to graph representing percent accomplishment per week over 10 weeks)
- Took impact feed off of the main dashboard to avoid clutter
- Redesign of the charity profiles for a cleaner look.