

# SpringBoard

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

**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.

## The SpringBoard Team

<b>Tejas Shah:</b> <i>Get-er-done In Chief</i> Manager & User Testing	<b>Clementine Jacoby:</b> <i>Sketch-y Artist</i> Designer
<b>Griffin Koontz:</b> <i>Captain iOS</i> Developer	<b>Julia Enthoven:</b> <i>The Lone Fuzzy</i> Documentation

# Video StoryBoarding

- 1) Our user, Jacob, steps on the scale
- 2) Jacob gets the idea that he should lose weight
- 3) He sets a goal on SpringBoard to stop drinking soda
- 4) Scene Changes: Jacob goes into the lunch room
- 5) He approaches the soda foundation and considers getting soda (and breaking his goal!)
- 6) Instead, he fills his cup with water



- 7) Jacob sits down at the table with his phone
- 8) He gets a SpringBoard notification on his phone and swipes right
- 9) [Slide transition]: Charity in action - child receives food
- 10) Scene Change: Mckinsey is running down the sidewalk
- 11) She gets a SpringBoard notification, asking her if she has gone running
- 12) She indicates that that she achieved her goal on SpringBoard

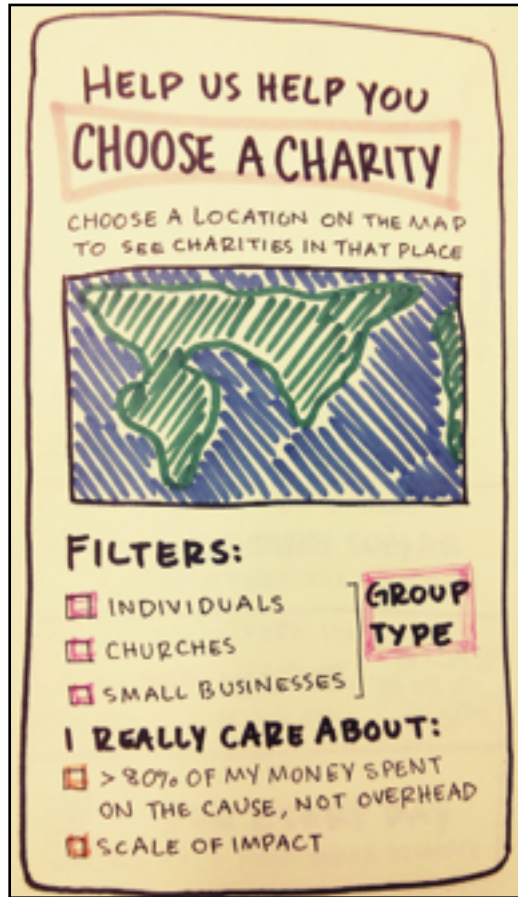


- 13) [Slide transition]: Charity in action - child receives ball to play with
- 14) -17) Snapshots of good
- 18) Snapshots of good compressed to "social impact" feed in UI
- 19) & 20) User see the progress they've made on their goal along side the donations given
- 21) -24) People hold up their goals to show things they want to accomplish. Mini-profile shots

# UI Sketching Idea 1



Sign-Up



Choose Recipient

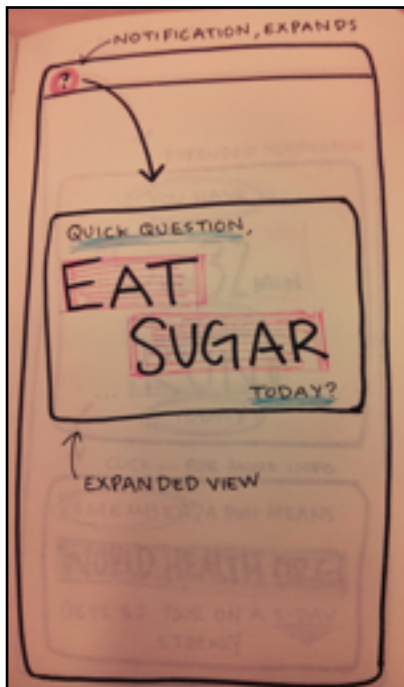
## Goal Setting

- Users have more curated options for goals and charities

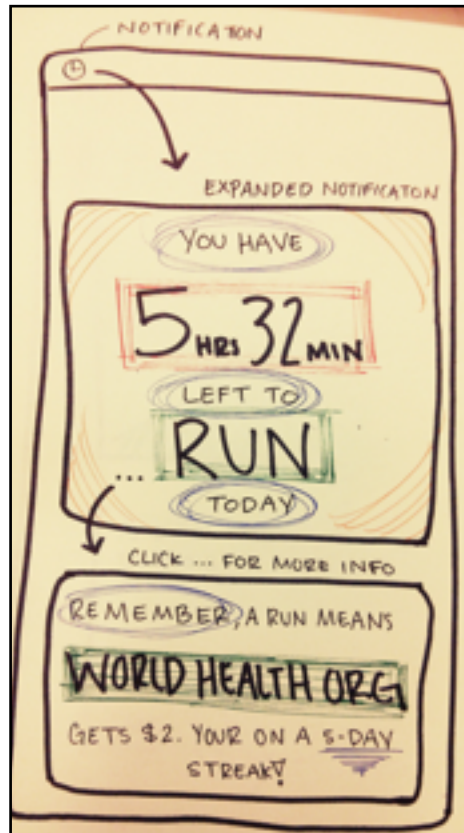
## More social

- Can see how many others have joined a goal or donated to a cause

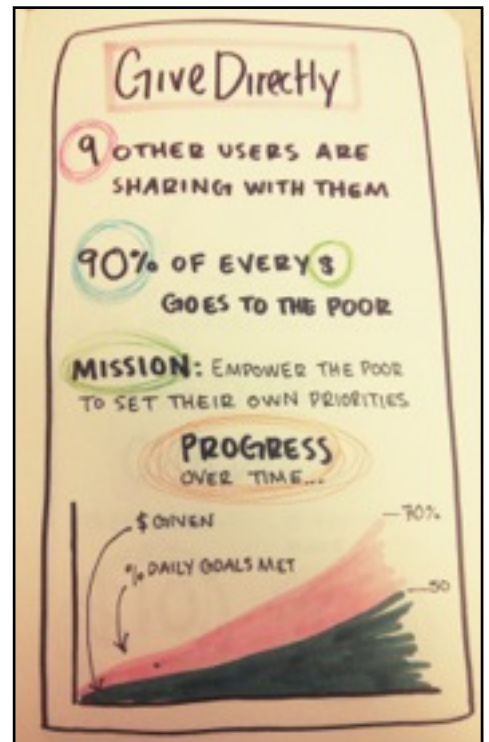
Notifications are simple



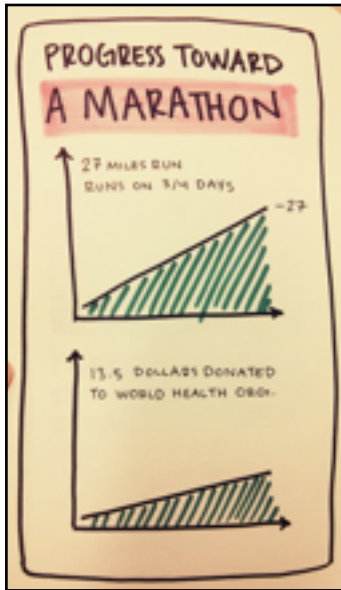
Reminders



Check-In



Progress



SpringBoard

SIGN IN  
OR  
SIGN UP

NAME  
\_\_\_\_\_

TELL US WHAT YOU WANT  
\_\_\_\_\_

WHO DO YOU WANT TO HELP?  
\_\_\_\_\_

SET A DAILY BUDGET  
\_\_\_\_\_

START SHARING!

YOUR GOAL  
BOSTON MARATHON  
CHOOSE A  
RELATED RECIPIENT

BUY SHOES DEAD MICE

IMPROVE TRAILS DEAD MICE

FEED CHILDREN DEAD MICE

DONE!

11:00 pm

SWIPE RIGHT FOR "NO"  
SWIPE LEFT FOR "YES"

QUICK QUESTION, DID YOU...  
**EAT SUGAR**  
TODAY?



## UI Sketching Idea 2

Customizable

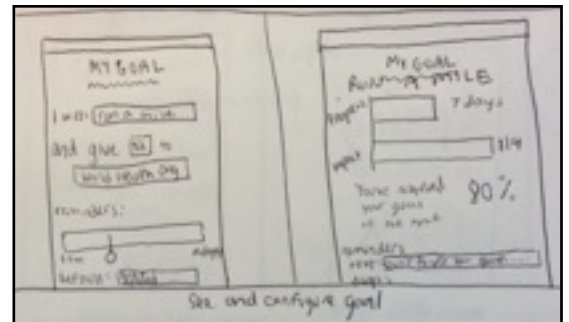
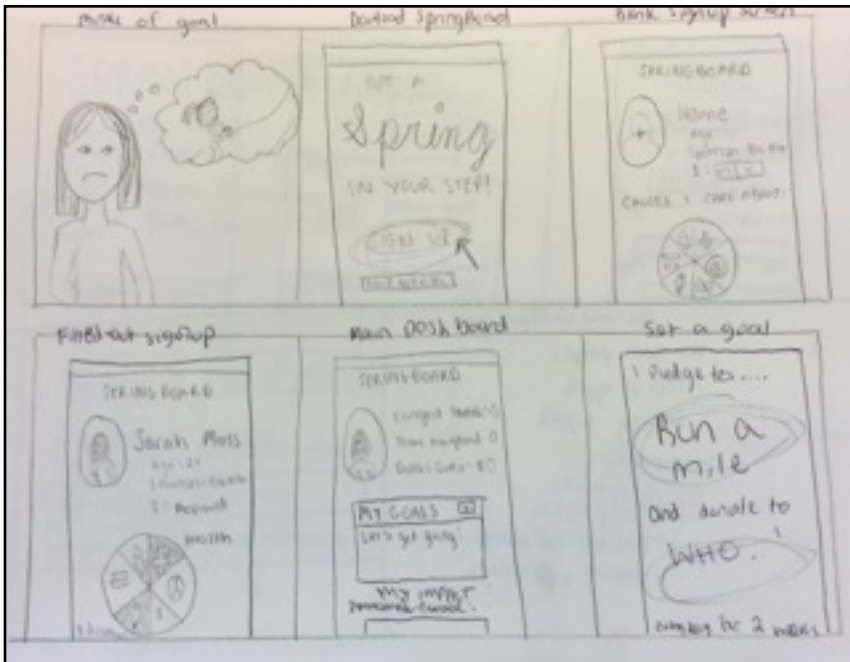
- Choose your goal and your charity

Notifications take more control of your screen

- More invasive

# UI Scenario Storyboards

**Scenario 1:** Lee sets up a SpringBoard profile, sets a goal, and selects a charity to sponsor



- 1) Lee thinks of a goal
- 2) Lee downloads the SpringBoard app
- 3) Blank profile
- 4) Lee's full profile
- 5) Blank dashboard
- 6) Lee sets a goal
- 7) Lee configures goal/reminders

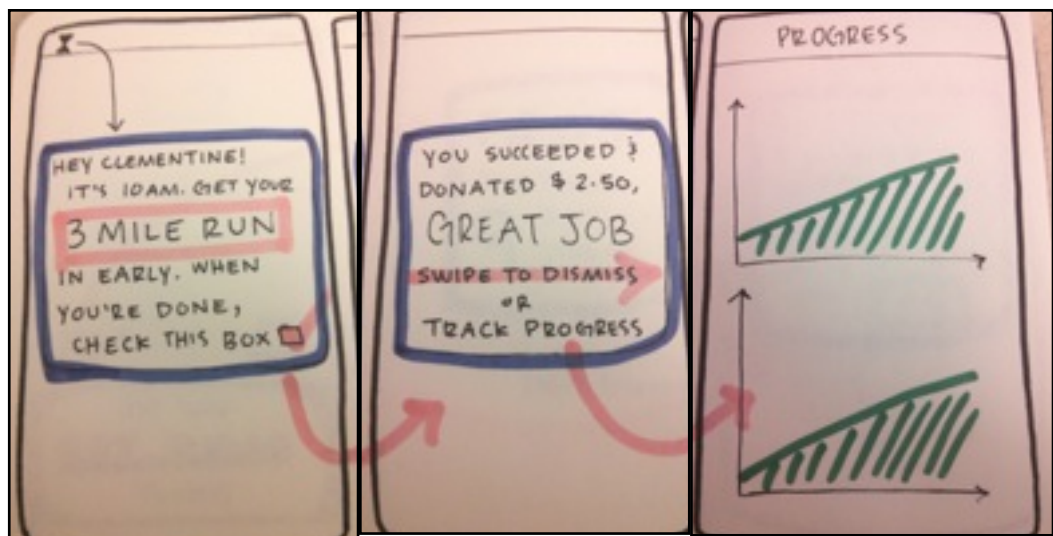
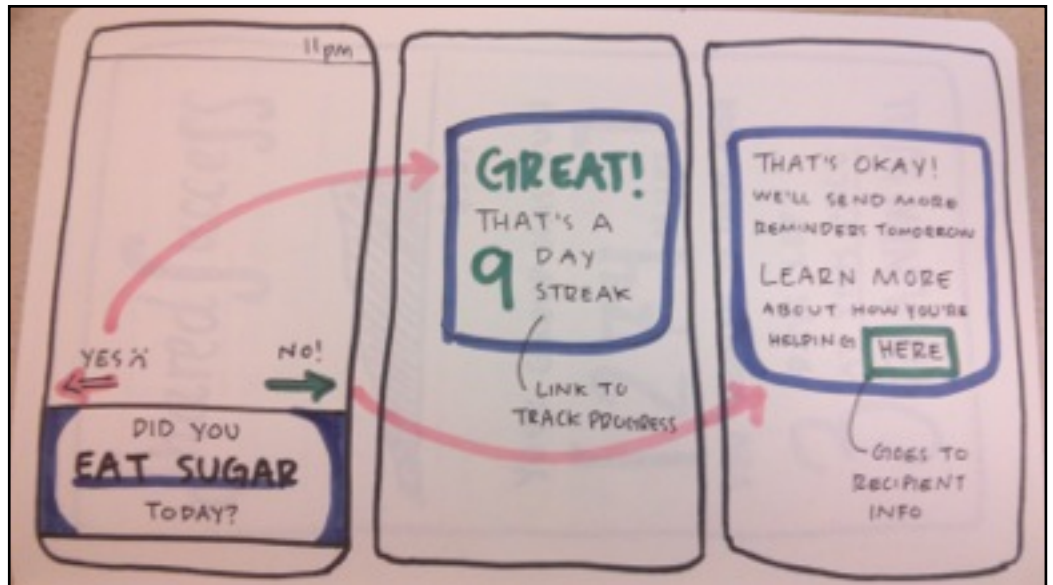
**Scenario 2:** Jim has a goal that is linked to the World Health Organization and wants to see how his success has supported the wellbeing of others



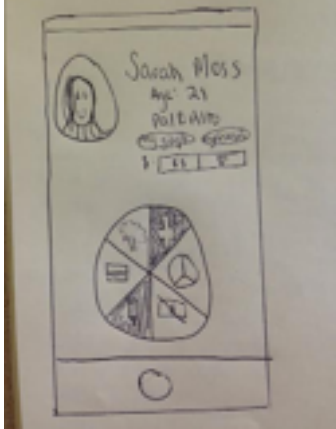
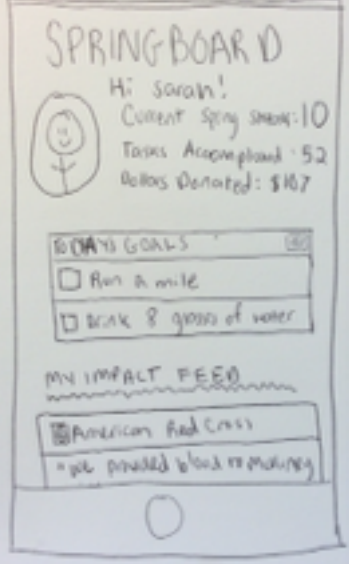
- 1) Jim goes to the SpringBoard "Track Progress" page
- 2) SpringBoard shows his success alongside his impact trends
- 3) Jim can see how the donations have made a difference

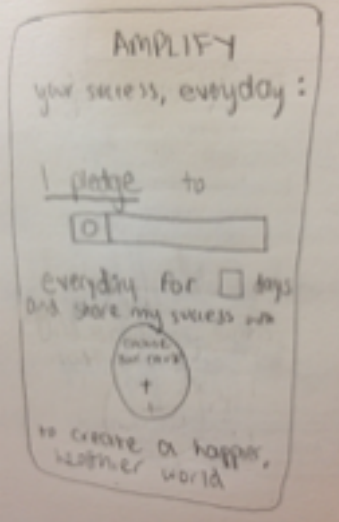

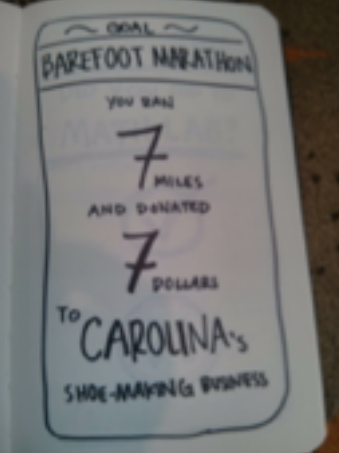
**Scenario 3:** Margo is super busy, but still wants to set and track progress on her goals.

- 1) Margo can swipe to indicate if she achieved her goal or not
- 2) If yes, the app congratulates the user concisely and shows quick progress stats
- 3) Otherwise, SpringBoard still encourages users to give more
- 4) Margo is reminded of her scheduled run
- 5) &6) Margo can quickly swipe to see her progress and does not need to log extensively




# Final UI

Functionality	Description	UI
Set up profile	User enters their name, age, profile picture, financial info, and facebook info to set up an account. They also choose the causes that interest them so that SpringBoard can make better recommendations for charities to support	
Dashboard	The dashboard lists of all the user's goals, a few quick stats on their current progress, and an impact feed that shows the effect of their charity. Checkboxes for the daily tasks are available front and center so that the user can quickly tap them off during the day.	

Functionality	Description	UI
Set/edit a goal	Users can configure the title of the goal and the reminders that you get throughout the day. They set the text of the goal, select the charity they want to sponsor, and choose the length of the goal's duration.	
Choose a charity to support with "smart" recommendation system	At the top of the screen, a search bar allows the user to look up charities they have in mind. The user can browse through recommended charities by sliding a thumbnail banner and adjust the amount that they want to donate by moving up or down the gradient slider. The text representing what their donation would give changes dynamically	
View progress on tasks	Users can see the progress on their goals alongside the amount of money they have given to charity	
Transfer money from your bank or vemno account to the charity when goals are accomplished	User enters financial information and can configure whether donations happen by default or only when they mark their goals as accomplished	



Functionality	Description	UI
Log that a goal has been accomplished	Swiping left or right is quick, familiar, and requires a choice,	
See details on a charity	Enable user research by giving more info to users that want it. They can see how effective the charity is and how many other users are donating.	