

PASS IT ON

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Pass It On: Improve offline interactions.

PROBLEM SOLUTION OVERVIEW

People have the false mentality that if we work harder, we will be happier, which leads to an overdependence on mobile and stress-inducing mobile notifications. It's time that mobile empowers us without heightening anxiety, instills positivity in users, and enhances our offline interactions, instead of just inciting stress. We need to be reminded that happiness is more likely to lead to success than stress or negativity is. *Pass It On* intends to turn one of the 150 average glances at our phone a day into a positive experience for the user, improving their offline reality.

INTERFACE DESIGNS

Interface 1 (Blue)- is a very noble idea that sees the motif of a tree (and water droplets) throughout the app. This artistic representation of the themes within PassItOn seeks to track the users progress graphically, as a 'tree' would grow and flourish as each completed goal provides the goal with a droplet of water.

Interface 2 (Red)- displays a simpler idea, emphasising in-app interactions including a swipe (to open the challenge envelope) and then a scratch (as seen recently in Cheggs' web app) to reveal the challenge. We've chosen to go with this simpler second interface.

Given the functional simplicity of the app, it's important to our team that the interface remains uncluttered and simple throughout the course of the app. Remembering that our goal is to improve peoples offline interactions, an easy intuitive design (in favour of a complicated, crowded menu of buttons) should assist people in minimizing the time needed to be spent on the app, allowing them more time to fulfill the goal the app offers forward.

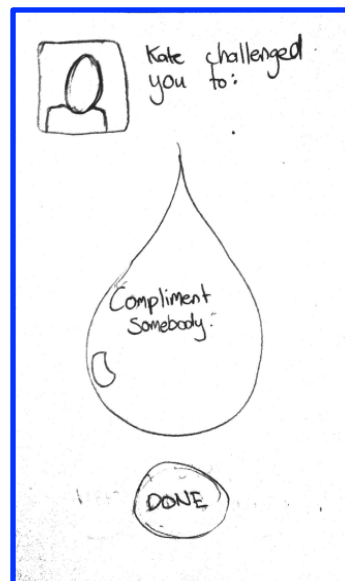
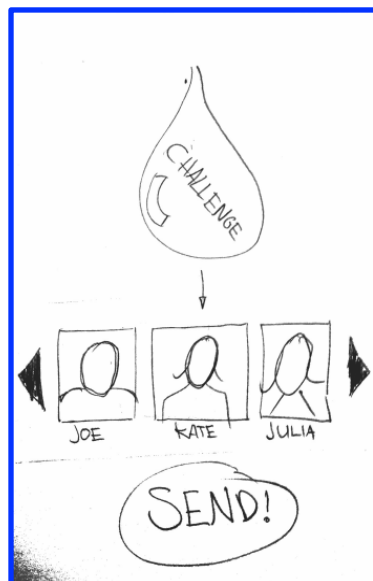
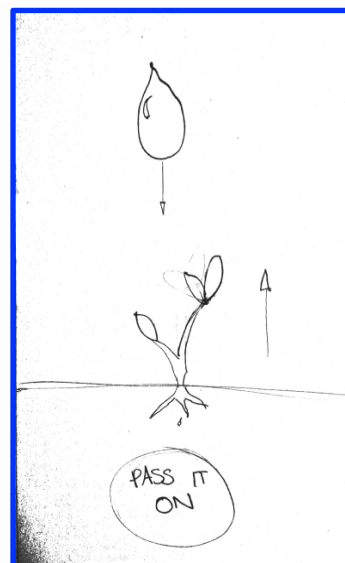
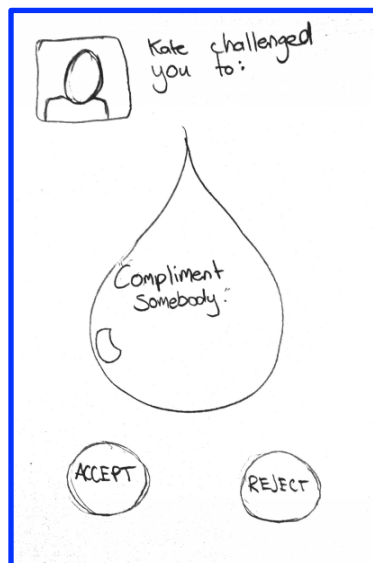
We also decided to go with this design because, as we noted in our field studies, users like to interact with their friends. We believe that the ability to "bump" a challenge to a friend will trigger fun, face-to-face interactions that the other design doesn't offer.

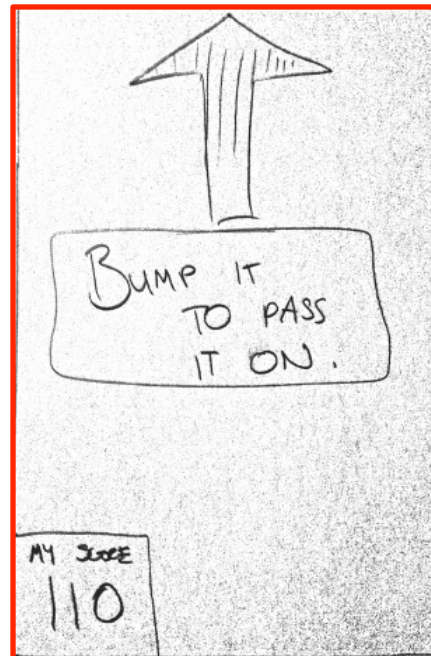
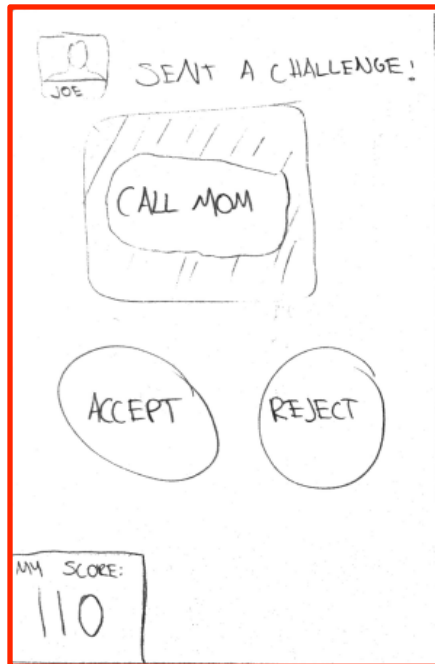
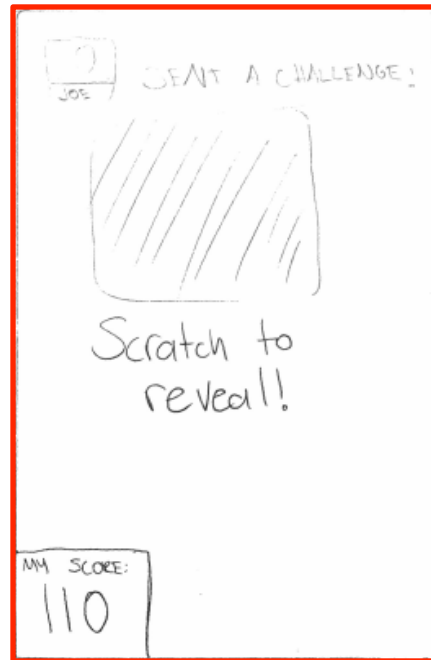
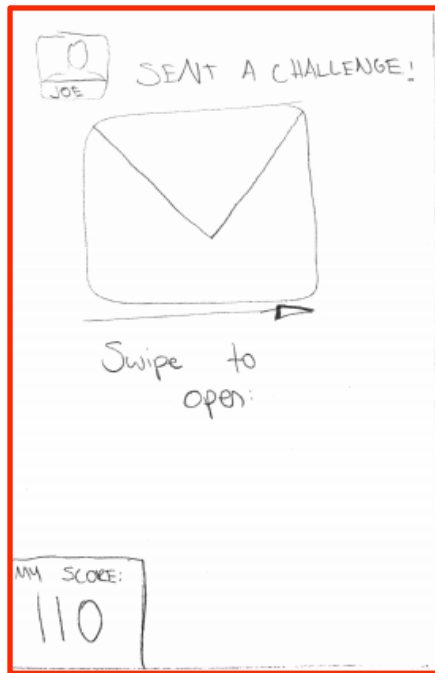
Lastly, we chose this design because it includes an explicit representation of the user's score, which is calculated based on how many challenges the user has completed. As noted in our research, users like the satisfaction in accomplishing tasks, and this constant reminder will continue to inspire them to accomplish more challenges sent to them.

Functional summary table:

Receive Tasks	Improve Offline Interactions	Send Tasks (Pass it On)
<p>Users are sent simple tasks from their friends (or from the app itself). A maximum one task per day means the app will avoid becoming bothersome. The app will learn the optimal time for the receiver to receive a task (by tracking what time of day they are quickest at opening and accepting challenges).</p>	<p>The largest impact of this app will (hopefully) occur outside of it. However, upon completion of the task, the app allows people to mark the task as complete and make room for the next days task. The app will also be able to track friends who also have the app and are closeby, and send those users personalized tasks challenging users to interact with that person face-to-face.</p>	<p>Upon the successful completion of the Task, Pass It On allows sending of the task to other people (either friends or other users).</p>

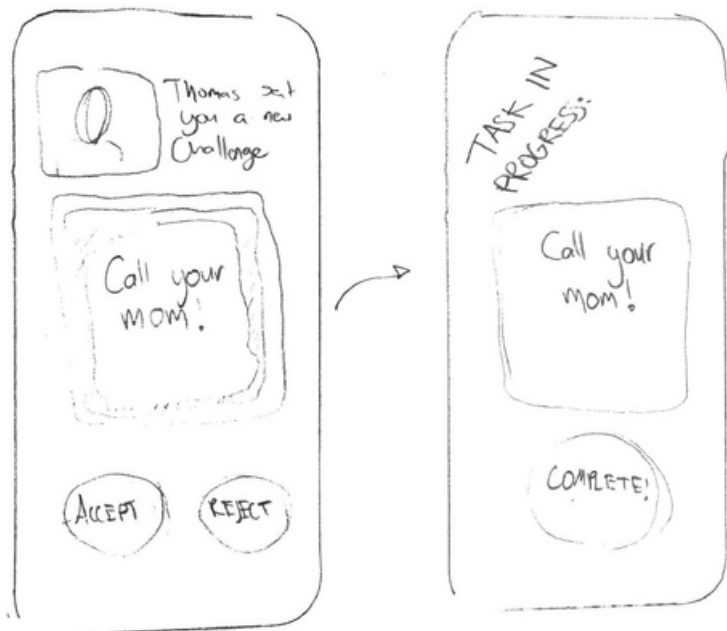
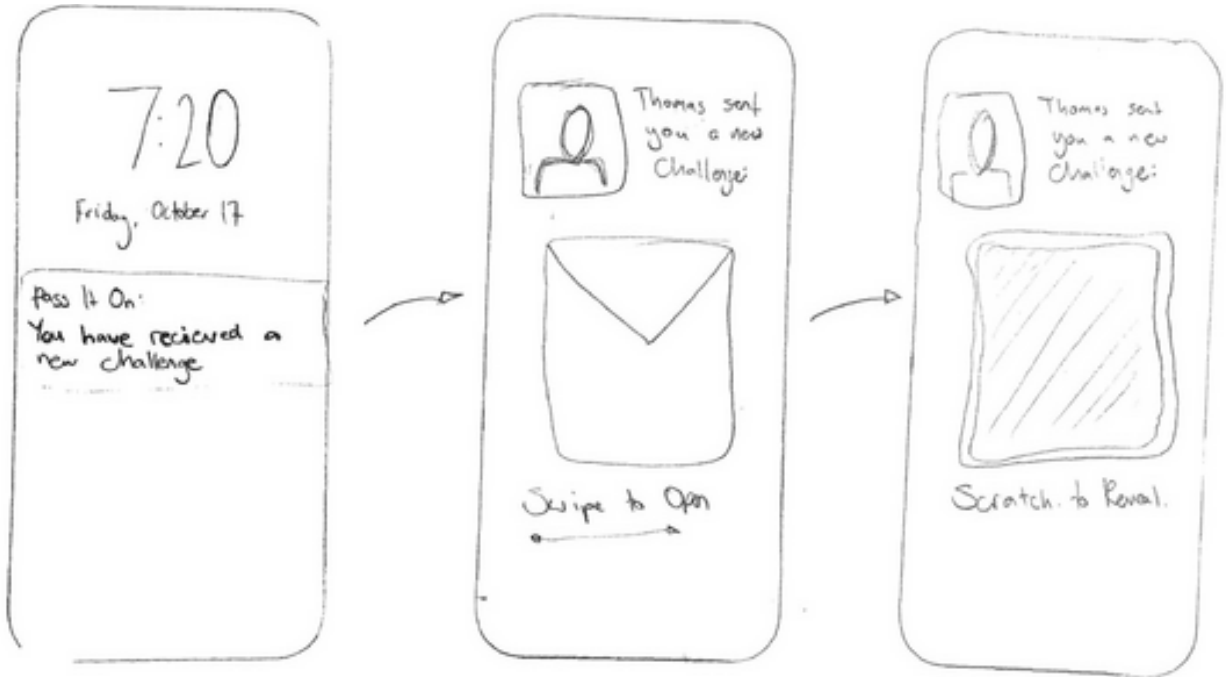
Sketches-



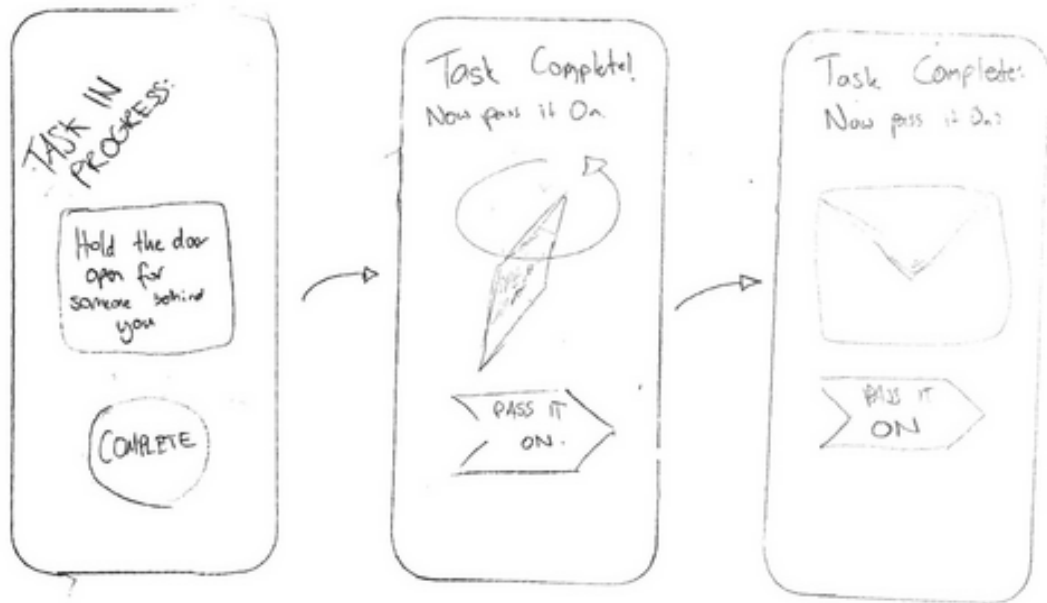


UI SCENARIOS

Task #1: Receive a Challenge-



Task #2: Pass on a Challenge-



The form is divided into two sections:

Section 1: Send to

A button labeled "PASS IT ON!" is at the top. Below it is the text "Send to:" followed by a list of names with checkboxes:

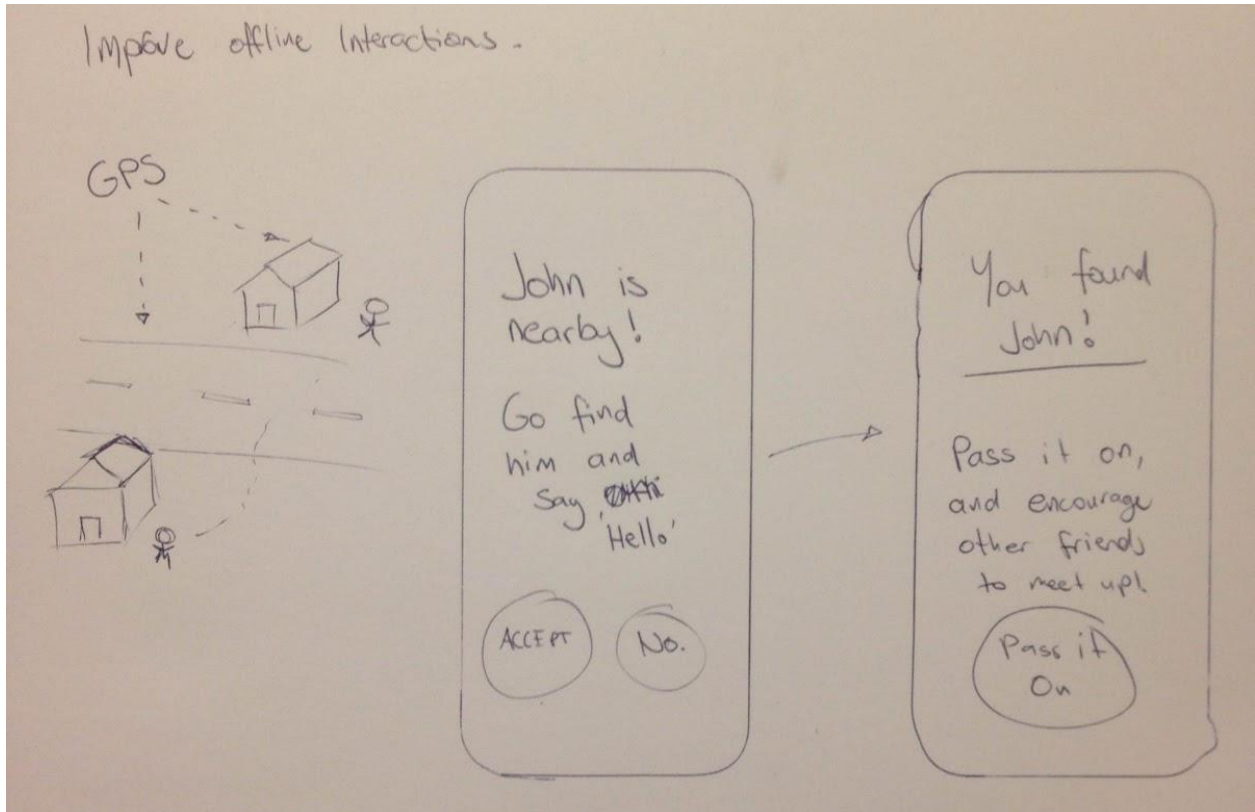
KATE	<input type="checkbox"/>
JOHN	<input checked="" type="checkbox"/>
ALEX	<input checked="" type="checkbox"/>
TOM	<input type="checkbox"/>
JOE	<input checked="" type="checkbox"/>
BRAO	<input type="checkbox"/>

A downward-pointing arrow is at the bottom of this section.

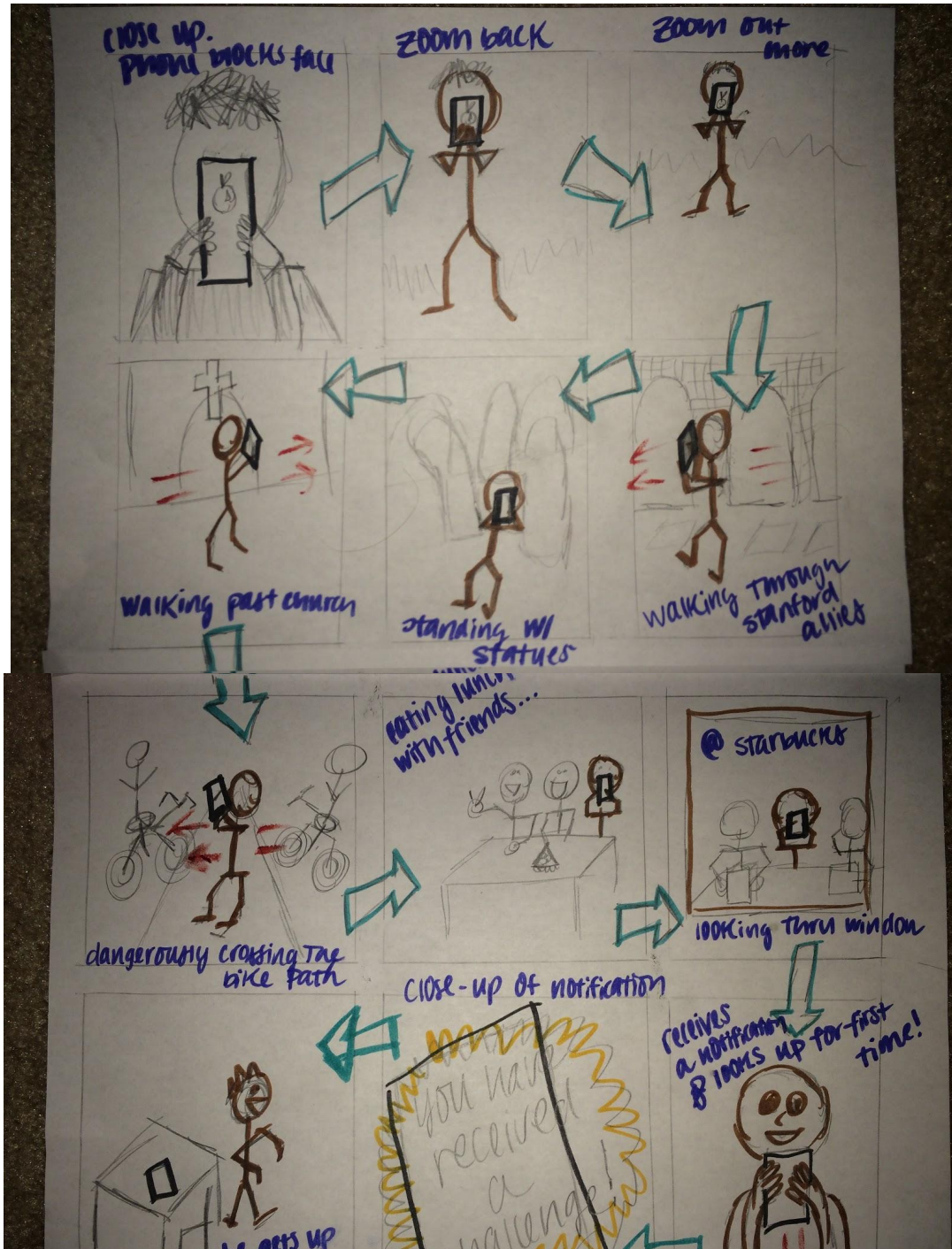
Section 2: Challenge Sent!

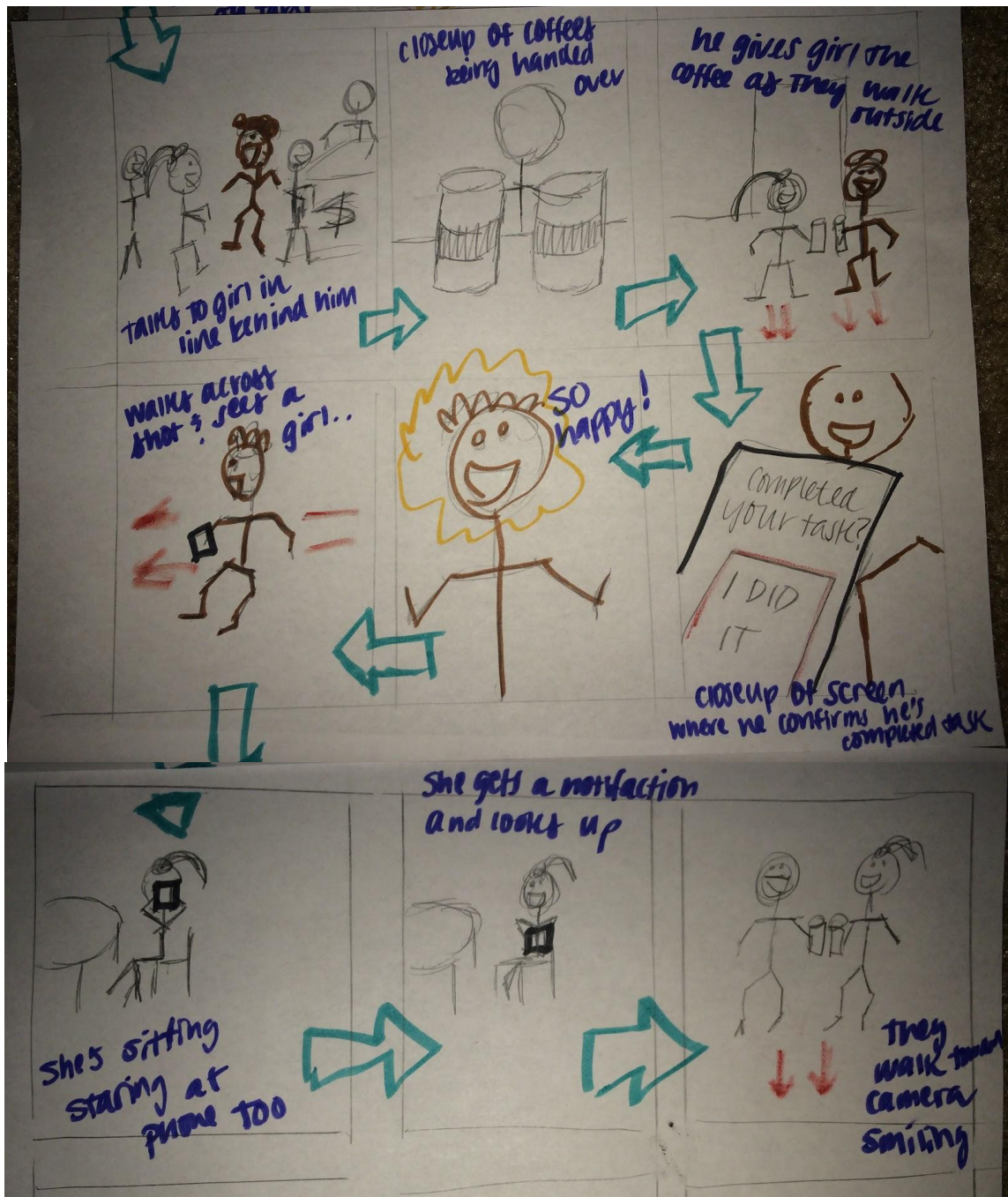
The text "Challenge Sent!" is at the top. Below it is the message: "You're all done for the day. see you tomorrow!"

Task #3: Improving Offline Interactions-



VIDEO STORYBOARDS





CONCEPT VIDEO DESCRIPTION

What was difficult:

Finding a way to concisely capture the problem we were trying to address proved to be a challenge. The usefulness of 'PassItOn' hinges on the understanding of a problem that is so ubiquitous that it might go overlooked at times.

Furthermore, there was an urge amongst the group to go out and begin shooting right away and allow the storyboard to develop organically as different visual opportunities arose. In many ways, the storyboard was seen as somewhat of a restriction on the actual creative process, which occurred by and large while filming. In the end, despite a long and intensive storyboarding and filming process, many of the scenes were removed from the final video, as we were keen to make the video as concise as possible.

What worked well:

After brainstorming ideas and creating a storyboard, our group split into pairs. One group went out and shot the video, the other pair editing and adding the visual effects. This proved to be an immensely effective means of managing our time, while also mandated a shared and comprehensive vision for the video before filming began.

From the filming standpoint, we found a small (two person) production team meant that we could film in difficult locations (a small coffee shop etc.) while still keeping a low profile. Furthermore as we only had one actor at any given time, we were forced to interact with non-acting people in a real setting. In one scene, the male protagonist buys a coffee for the woman behind him. This woman was not an actor, so the scene was real and (naturally) the acting appears more genuine.

How long did it take for each phase of design prep, shooting, editing?

1. **Brainstorming/Storyboarding:** 5 hours
2. **Filming:** 3 ½ hours
3. **Editing and Visual Effects:** 5 hours

Link to video: <https://vimeo.com/109258633>