Harness the power of mobile to instill user positivity, increase gratitude and improve offline interactions through challenges
- A little about Pass It On
- Demonstration of Prototype
- Response to HE
- Prototype Implementation Status
What are we trying to accomplish?

- Overdependence on mobile
- It’s time that mobile empowers us
- *Pass It On* intends to turn one of the 150 average glances at our phone a day into a positive experience for the user
Demonstration of Prototype
Response to HE
Violation #5: ‘I think you should be able to mark challenges as complete directly from the homepage instead of having to tap the challenge and mark as complete from the page with details of that challenge’
Violation #6: ‘Challenges are easily lost if the user doesn’t scratch to reveal immediately, so it would be helpful to have a list of pending challenges..’
Violation #15: ‘Some profile pictures don’t show actual faces, so pictures should have usernames next to them so that the user can recognize who they are’
Violation #11: ‘It might confuse users if “Scratch to reveal” is still displayed after they’ve already scratched, so the instruction itself is part of the image that gets scratched away, and is no longer present once the user finishes scratching’
Violation #13: ‘After the user taps on someone to send the challenge to, it would be useful to add a “Cancel” button just in the case the user changes their mind or made a mistake’
Violation #11: ‘The challenge isn’t specified on the rejection screen, so users can potentially forget what they were trying to reject. This is fixed in the high-fi prototype by including the challenge name on the challenge rejection screen’
Overview of Revised Design
Buttons and Apostrophes

- Buy-Back
- How's your mother
- Stop and Breathe
- Bob the Astronaut
- Joe in the Red Shirt
- Sarah the Sloth
- Catch Your Breath
- Compliment Challenge
Labels & Back Buttons

New Challenge!

Astronaut challenged you!

Cup o' Coffee
Buy a coffee for someone!

Reject Accept
Trophies vs Badges

- Pass It On
  - ‘Buy-Back’
  - ‘How’s your mother’
  - ‘Stop and Breathe’

- Challenges
- Trophy Room

- Challenges
  - New Challenges
    - Bob the Astronaut
    - Joe in the Red Shirt
    - Sarah the Sloth
  - In Progress
    - Catch Your Breath
      - From: Josh the Whale
    - Compliment Challenge
      - From: Your Boss
Badge Names & Awarding
Logic

'Buy Back'
Pass it on!

Congratulations somebody on something they accomplished recently.
Completed: Oct 31, 2014
Passed to: (Nobody... yet)
887
...people have completed the challenges since you passed it on.
Challenges Trophy Room
Prototype Implementation Status

X-Code offered several advantages:

- Segues
- Storyboards
- Ease of adjustment

...but also created limitations:

- Certain features required code to implement and couldn’t be simulated via storyboard
- Auto Layout (un-intuitive)
Prototype Implementation Status

- All challenge data hard coded
  - Currently no database integration
- ‘Wizard of Oz’ notifications
  - Accelerometer triggered
New Challenge!

Red Shirt challenged you!

Reject "Smile Challenge"?
Red Shirt will be so disappointed.

Reject | Never Mind

Smile Challenge
Smile at the next 5 people!
Questions?