PASS IT ON

lo-fi prototype

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Our Mission Statement

“PassItOn aims to harness the power of mobile to instill user positivity through daily challenges that are designed to increase gratitude and improve offline interactions.”
REPRESENTATIVE TASKS
COMPLETE CHALLENGE

1. User receives a challenge that excites them and elevates their mood. They accomplish the challenge and mark it as "completed".
REJECT CHALLENGE

2. User receives a challenge that they don't want to pursue, so they reject it.
PASS ON CHALLENGE

3. User accomplishes a challenge that they think a friend might enjoy, so they pass the challenge along to their friend.
3:14

**Pass It On**
Joe sent you a challenge. Swipe to reveal.

**Joe Black**
challenged you.

**Scratch to Reveal.**

**Coffee Challenge**
I see you're in a coffee shop! Why not buy a coffee for the person behind you!

**Tick when complete!**

**Challenge Complete!**
Share this challenge with one of your friends.

**Pass It On!**
See you tomorrow.

**Well done!**
21 people have bought a coffee.

**Done for the day! Here's your progress so far:**
- Buy a coffee for the person behind you: 9
- Call a family member: 5
- Smile at the next 5 people: 7
- Hold the door open for the person behind you: 2
- Email someone you care about: 1

**You rejected the challenge.**
See you tomorrow!
COMPLETE CHALLENGE
REJECT CHALLENGE

3:14

Joe Black challenged you:

Scratch to reveal.

Coffee Challenge

I see you're in a coffee shop! Why not buy a coffee for the person behind you?

Tick when complete.

You rejected the challenge.

See you tomorrow!
PASS ON CHALLENGE

Joe Black challenged you:

Scratch to reveal:

Coffee challenge:
I see you in a coffee shop! Why not buy a coffee for the person behind you?

Challenge complete:
PASS IT ON!
Slingshot this challenge to one of your friends when complete!

Done:

210 people have done: “buy a coffee”

Done for the day! Here’s your progress so far:

- Buy a coffee for the person behind you
- Call a family member
- Smile at the next 5 people
- Hold the door open for the person behind you
- Email someone you care about
EXPERIMENTAL METHOD
RESULTS
MORE THAN ONE A DAY

Done for the day! Here's your progress so far:

- Buy a coffee for the person behind you.
- Call a family member.
YES...
BUT LATER

You rejected
the challenge.

See you
tomorrow!
SLINGSHOT WAS CONFUSING
IMPROVEMENTS
MULTIPLE CHALLENGES

• Swap
• Extra
• Manage
SLINGSHOT

• Demonstrate
• Describe
• Different
QUESTIONS?