

# **PASS IT ON**— [stanford.edu/~hsayres/PassItOn/greyscale](http://stanford.edu/~hsayres/PassItOn/greyscale)

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*Pass It On:* Harness the power of mobile to instill user positivity through daily challenges that are designed to increase gratitude and improve offline interactions.

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## **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.

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## **TASKS**

**Task #1:** User receives a challenge that they are either excited about or don't want to accomplish. User either accepts and completes challenge, or declines it. (moderate)

**Task #2:** User accomplishes a challenge that they think a friend might enjoy, so they pass challenge along to their friend. (complex)

**Task #3:** User views their archive of completed challenges. They can see when the challenge was completed, who they passed it on to, and how many people have since completed that challenge as well. (simple)

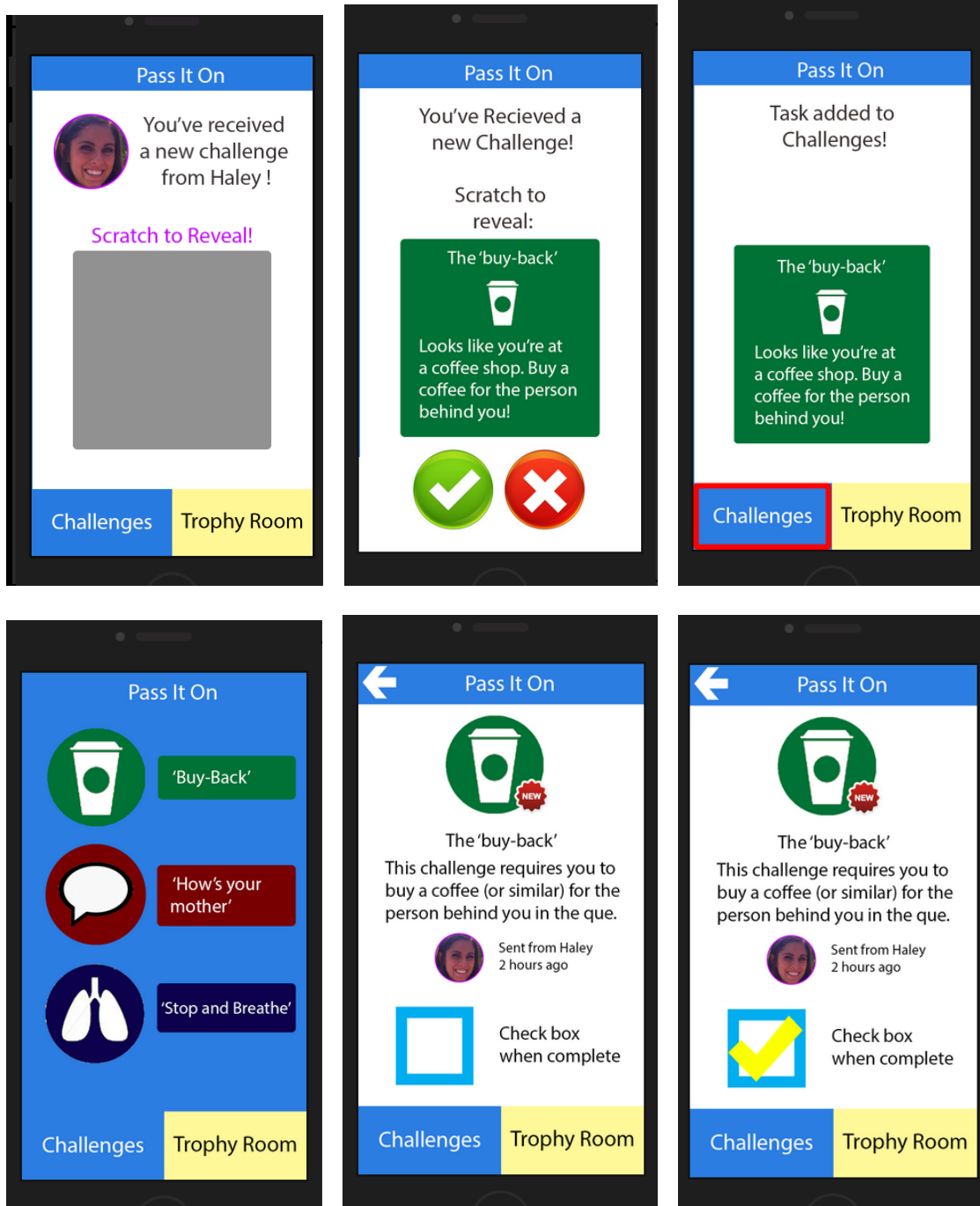
Our previous 3 tasks were: 1) accepting and completing a task, 2) receiving and declining a task and 3) passing a task along to a friend. Based on feedback, we combined tasks 1 and 2. We added task 3 so users could get a sense of what they had already accomplished. They could also view how many other people have also completed that challenge, so they could feel a sense of joint accomplishment. Lastly, from this screen, they could retroactively pass along challenges that they had previously accomplished, rather than only being able to do this from the flow of accepting and completing a challenge.

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## **REVISED INTERFACE DESIGN**

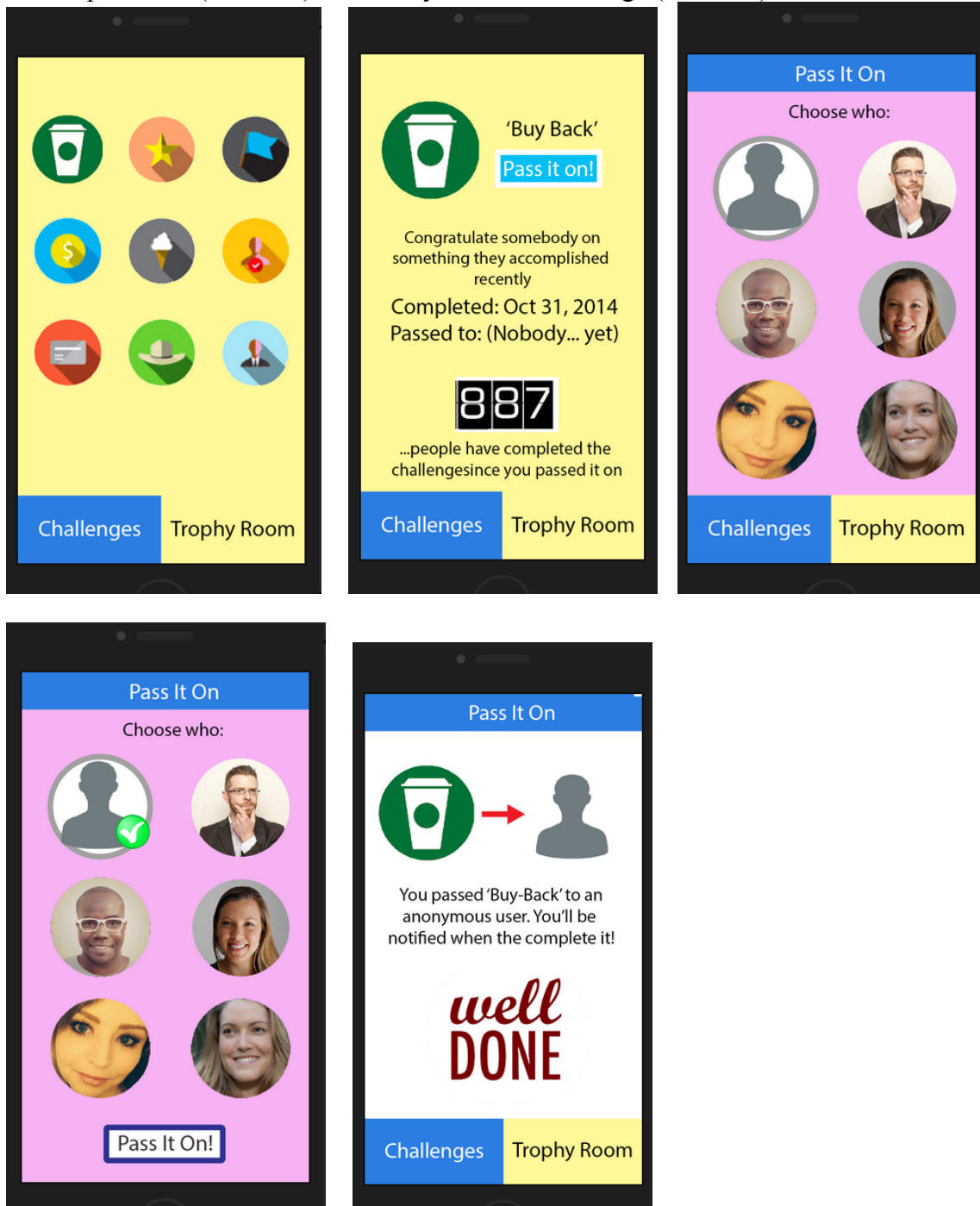
**Task #1:** User receives a challenge and accepts or declines it.

The following storyboard shows a user receiving a challenge (**screen 1**). They scratch to reveal the challenge (**screen 2**). From there, they can either accept or deny. If they accept (**screen 3**), the challenge is added to their homepage (**screen 4**). When the user clicks on that challenge (**screen 5**), they can check off that they have completed it (**screen 6**).



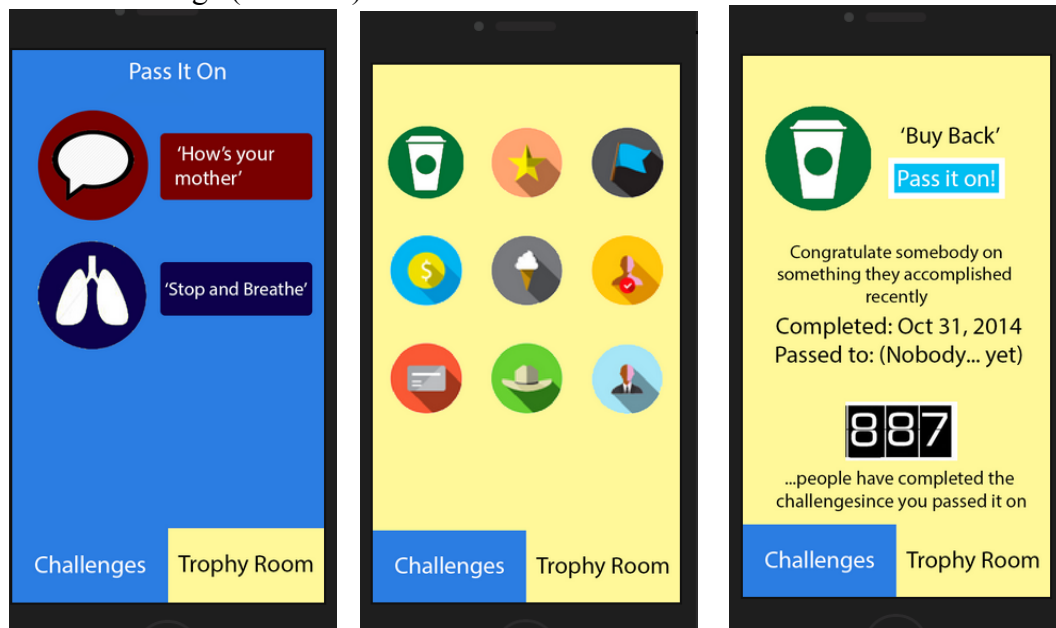
**Task #2:** User accomplishes a challenge that they think someone else might enjoy, so they pass challenge along to their friend. (complex).

The following storyboard starts with the user inside their trophy room of finished accomplishments (**screen 1**). The user selects a previously accomplished challenge (**screen 2**). They then see a list of friends to whom they can pass it on (**screen 3**). They select an anonymous user to pass it on (**screen 4**). Then they send the challenge (**screen 5**).



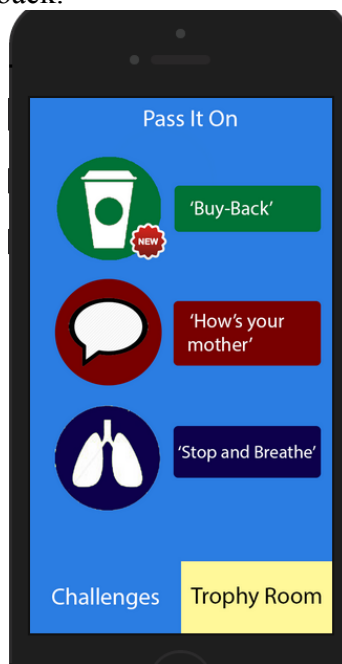
**Task #3:** User views their archive of completed challenges. They can see when the challenge was completed, who they passed it on to, and how many people have since completed it. (simple)

The user starts out on their home screen (**screen 1**). Then they toggle to the trophy room screen (**screen 2**). Then they select one of their previously accomplished challenges to view all the facts of that challenge (**screen 3**).

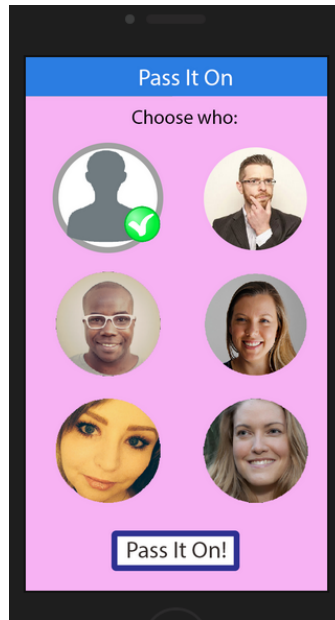


*We made a lot of changes since our low-fi prototype:*

- We allow users to have multiple challenges at once. This lets users save a challenge for later if it is not particularly applicable at the time that they received it. This change was made from direct user feedback.



- We made the “slingshot” functionality easier so that users could easily see who they were passing the challenge onto. Our users initially had challenges using the slingshot correctly, so we made it simpler to select a friend:



- We allowed users to send a challenge to another anonymous user, rather than having to select one of their friends.
- We allow users to send challenges to more than one friend, per user request.
- We allowed users to have a “home screen” for their current challenges so they could more easily manage their tasks. This change was made based off of direct feedback from our users.

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## PROTOTYPE

We used the Marvel app to create our prototype. The Marvel app was very easy for us to start using. The learning curve was pretty steep, so once we figured out the basics, it was quick to implement. We created the screens in Adobe Photoshop CC 2014, and then uploaded them to a Dropbox account that was automatically linked to our Marvel project.

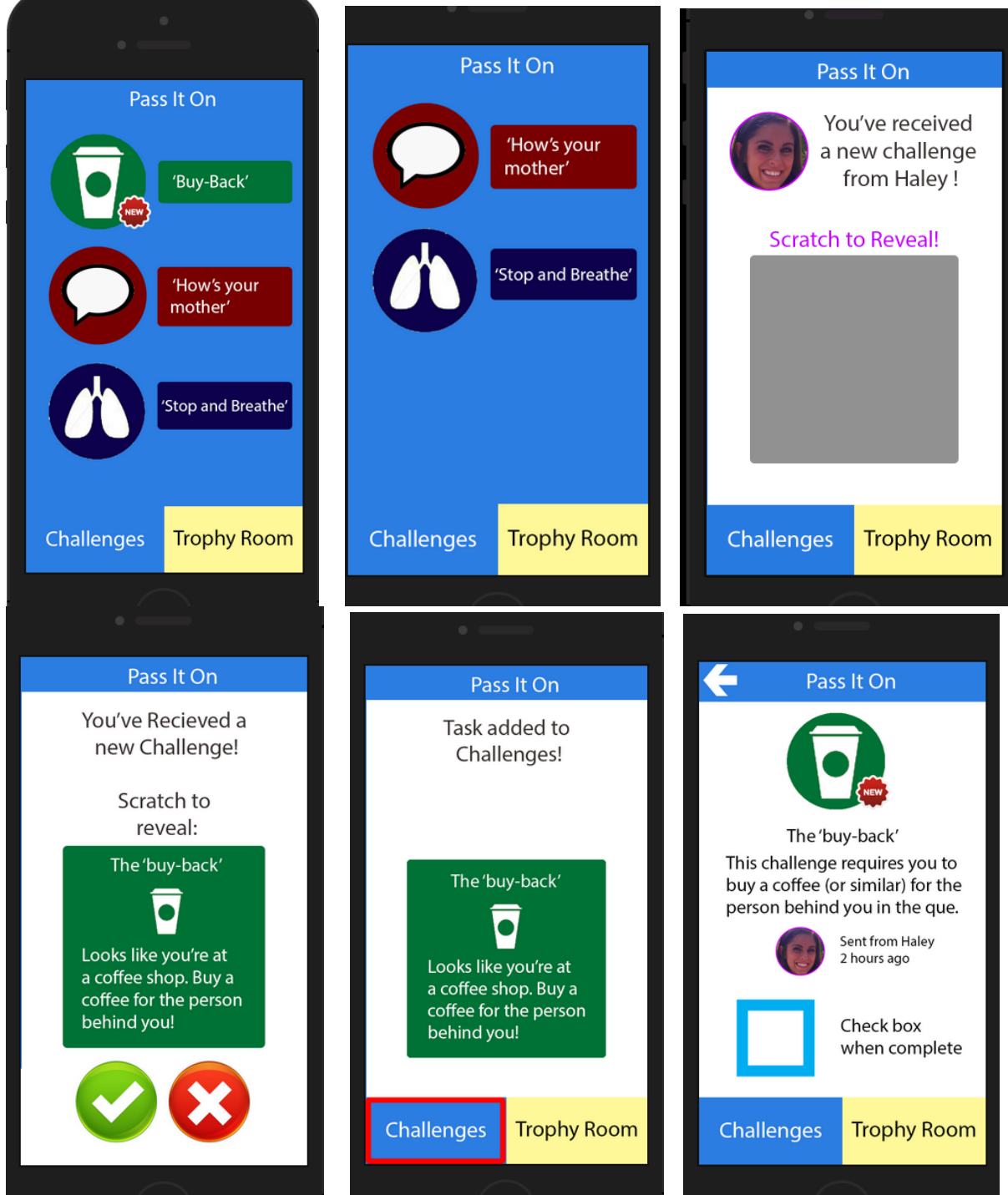
Marvel didn't have all the functionality we wanted (i.e. the “scratching off” of the scratch card), but it still provided a good variety of transitions between screens. It also had a limited number of animations that we intend to use in the final prototype. For instance, we want the “well done” stamp after passing along a challenge to be an actual stamp on the screen.

We left out a few screens that we eventually intend to have in the final prototype for the sake of time, so we only included the screens that were relevant to our tasks. We also had to hard-code the friend data, but the final prototype will actually import a list of the user's friends and allow them to easily search through them to send a challenge to a friend.


Also, Marvel didn't allow us to integrate complex logic. For instance, if I had already completed one challenge, but then went through a bunch of screens, the app doesn't remember that I had already “completed” that challenge and may re-add it to our “current challenges” list. We used “Wizard of Oz”-like techniques that made it seem as if challenges could be completed then archived appropriately, but our prototype breaks down with flawed logic upon multiple actions. However, our final prototype will be logical and won't have the same problem.

Finally, we want the challenges to connect people to the locations and friends around them. This sort of technology could obviously not be implemented in a medium-fidelity prototype, but will be incorporated into our final project.

*These are all of the screen shots of our prototype:*





← Pass It On



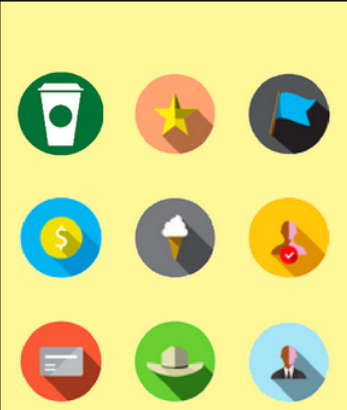
The 'buy-back'

This challenge requires you to buy a coffee (or similar) for the person behind you in the que.


 Sent from Haley  
2 hours ago

 Check box when complete

Challenges Trophy Room



Challenges Trophy Room



'Buy Back'

Pass it on!

Congratulate somebody on something they accomplished recently

Completed: Oct 31, 2014  
Passed to: (Nobody... yet)

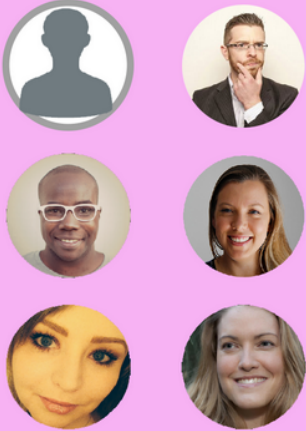
**887**

...people have completed the challenge since you passed it on

Challenges Trophy Room

Pass It On

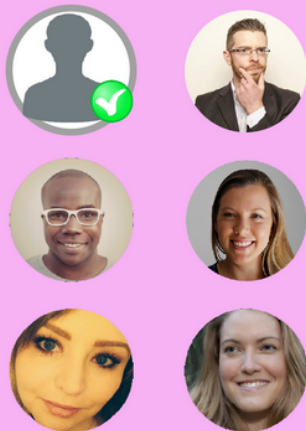
Choose who:



Challenges Trophy Room

Pass It On

Choose who:



Pass It On!

Pass It On



You passed 'Buy-Back' to an anonymous user. You'll be notified when the complete it!

*well*  
**DONE**

Challenges Trophy Room