

# Bento

## Documenting Inspiration in a Fast-Paced World

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### Introduction

We are working in the space of mobile creation. We are specifically targeting creatives of all types who are looking to document inspiration when they're out in the real world away from their desks, studios, or other creative workspaces.

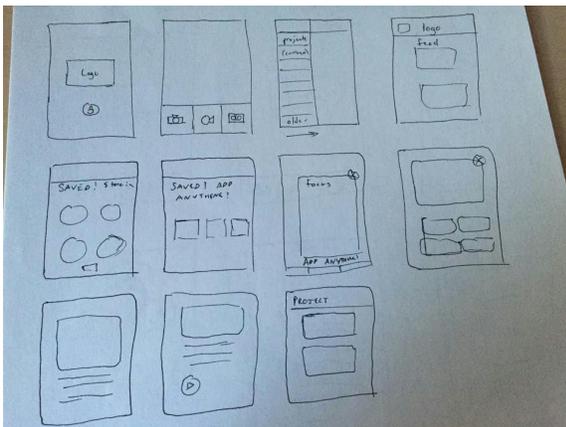
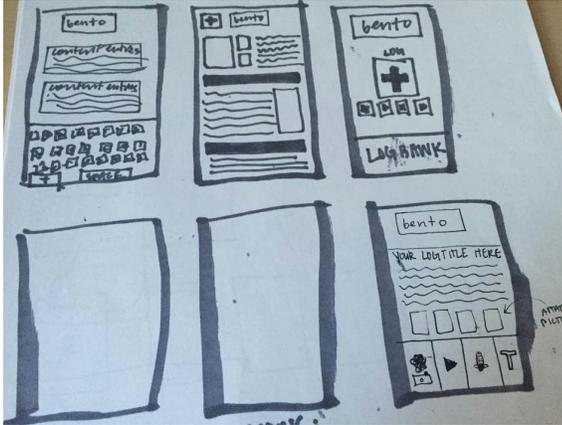
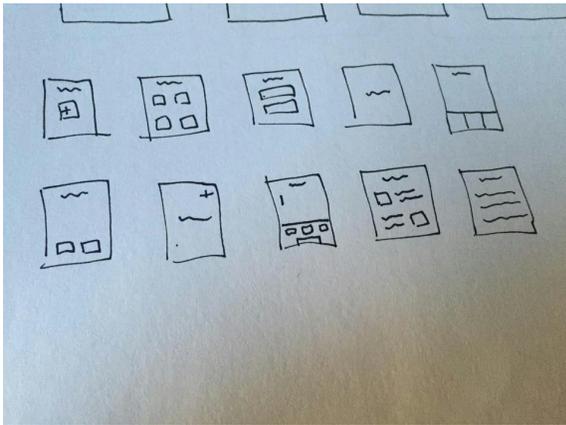
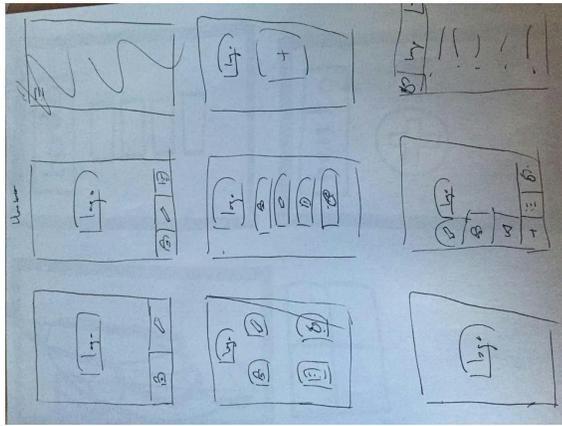
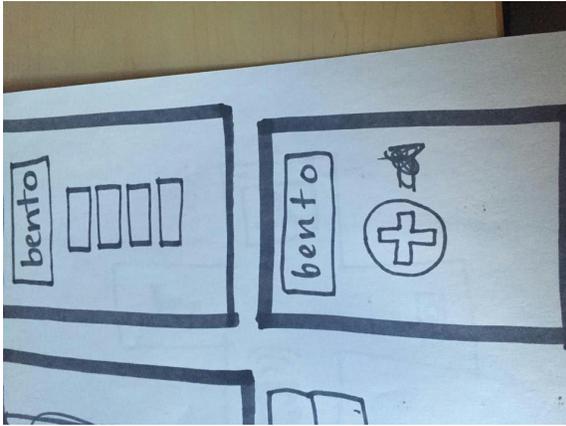
Bento provides a platform for users to document inspiration that they see on a daily basis, and be reminded to come back to it and act on it.

### Problem & Solution

The problem that we are trying to solve is that people forget to act on things that inspire them. Our solution is an inspiration journal with triggered reminders.

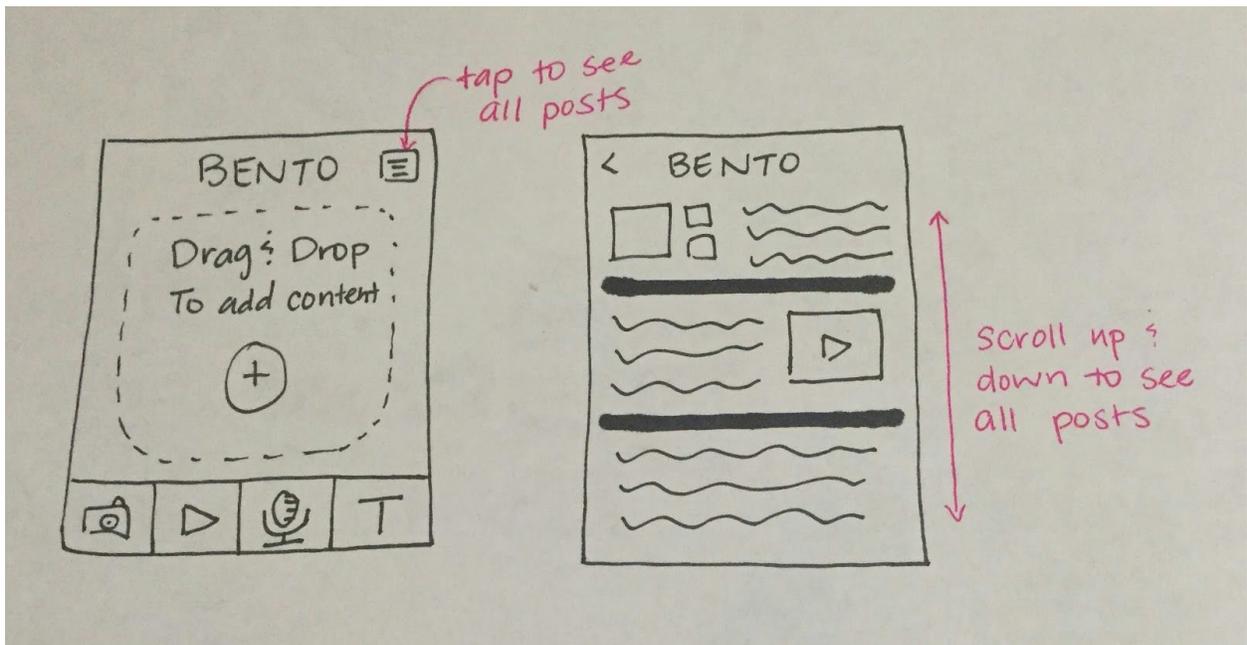
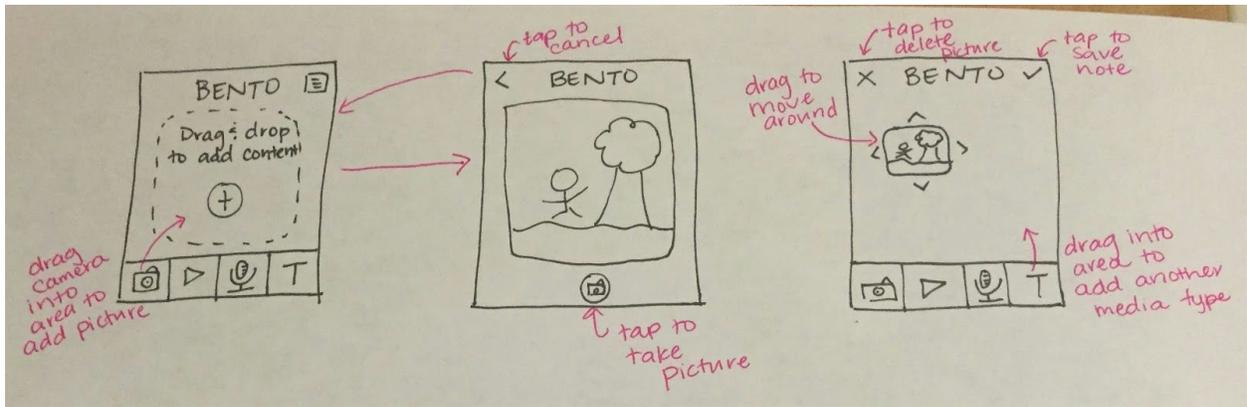
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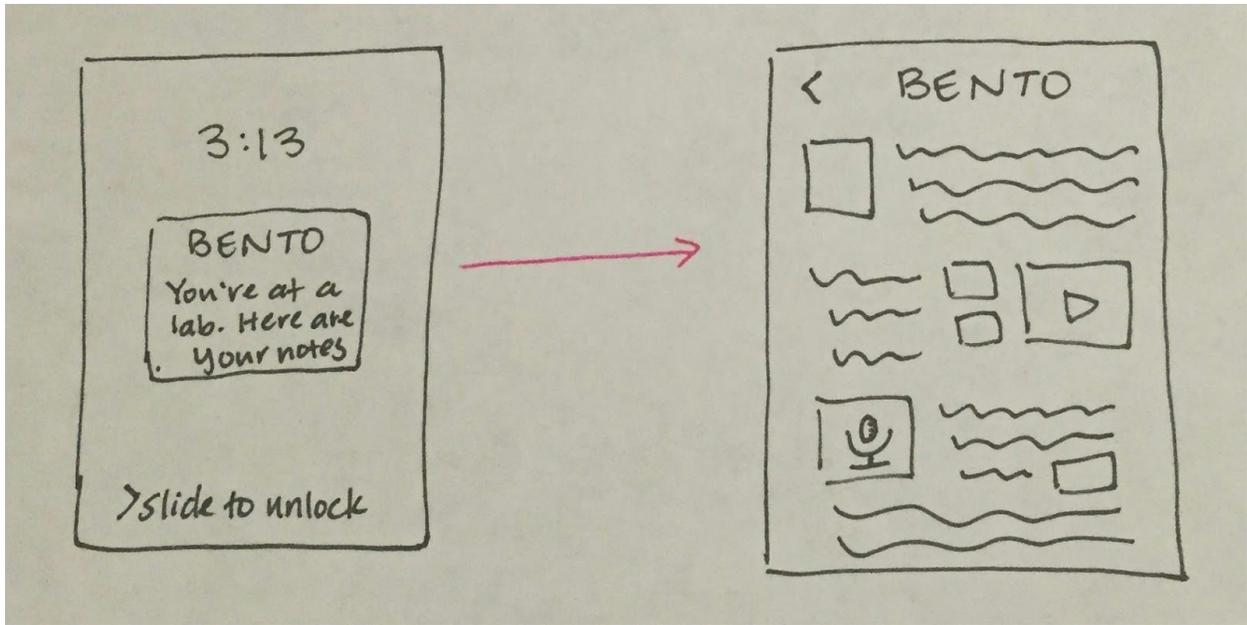
# Sketches



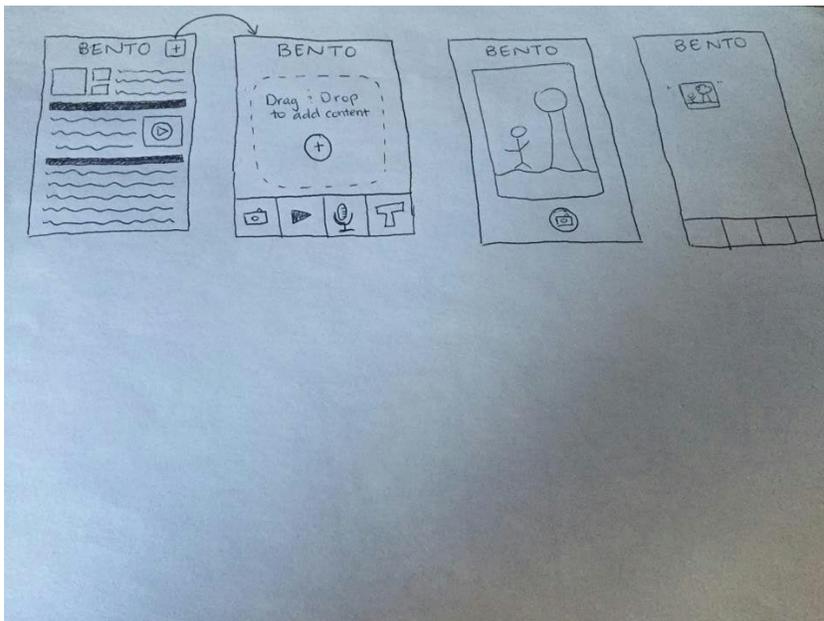
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## Storyboards

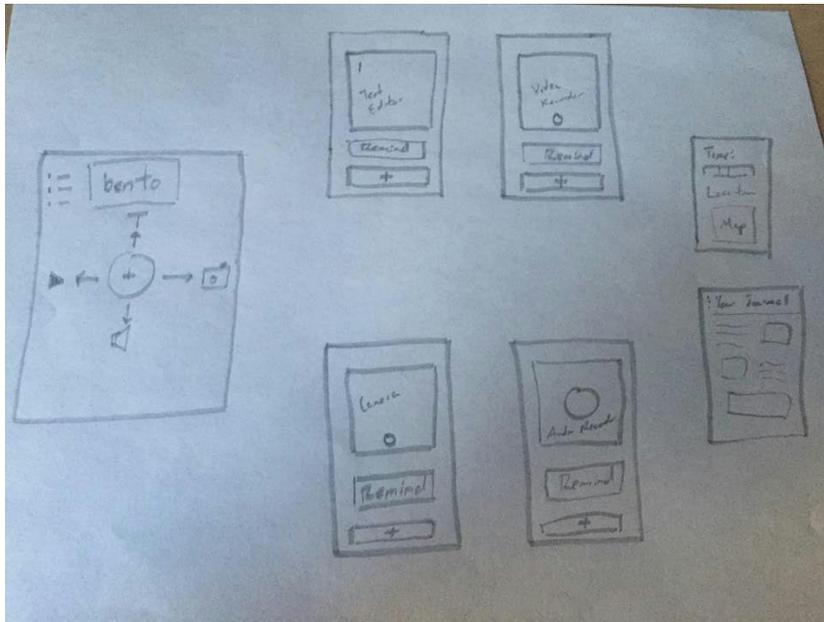




Drag and drop content interface:



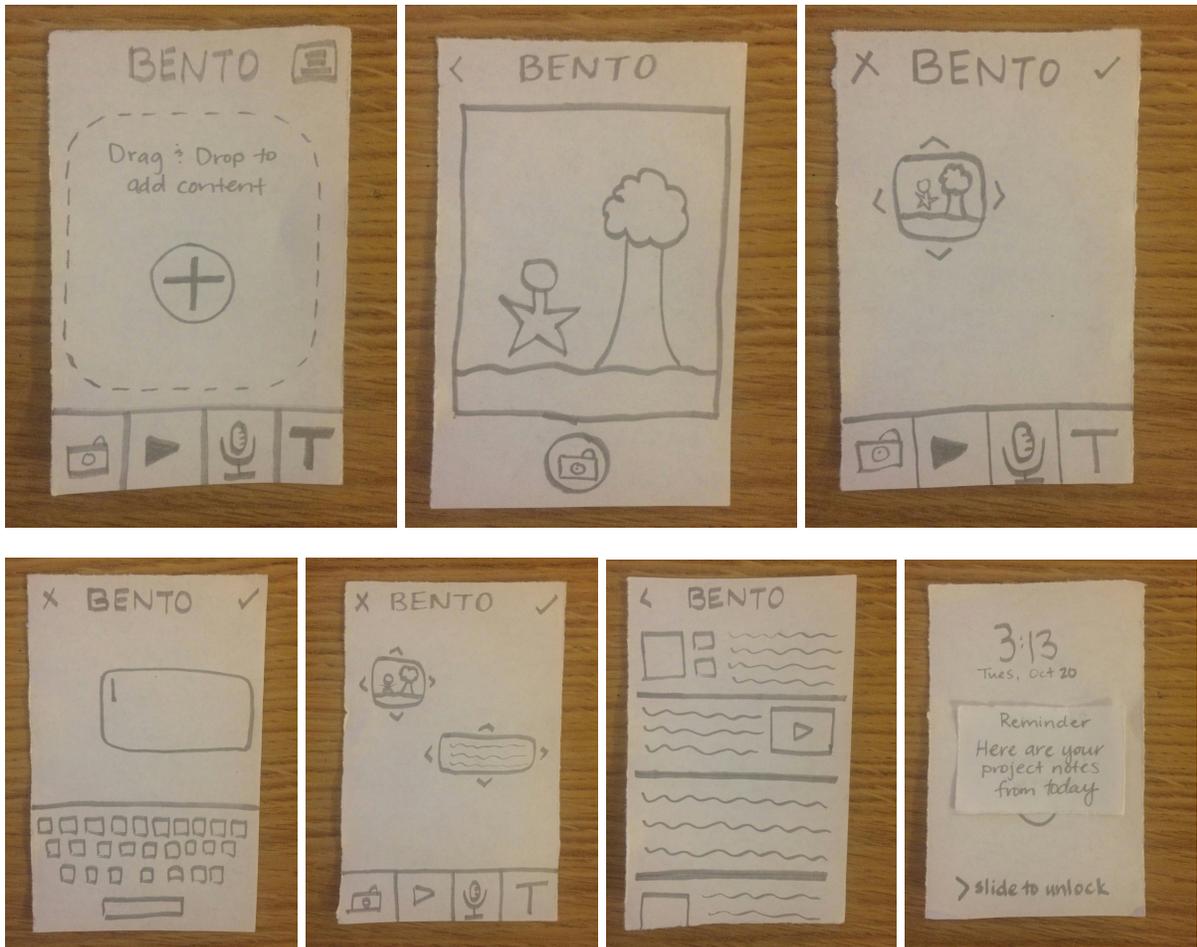
Swipe to add various media interface:



## Selected Interface Design

We ended up selecting the drag and drop interface, that allows users to drag a type of media onto the page to pull up an interface to capture that type of media. The reason is that this interface is better for creating “multimedia” entries that integrate multiple types of media, such as a captioned photo or a video with photos, while the swipe interface has little to no intuitive support for this functionality.

## Prototype



## Method

### Participants

We gathered participants to test our lo-fi prototype by contacting various e-mail lists at Stanford that we knew would reach people we did not already know. We wanted to aim towards a young college-age demographic because we thought that a younger audience that may have more opinions on the UI of the product—seeing as we're the digital native generation. We sent out emails to the lists and enticed potential participants with a

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subject line of “PUMPKIN BREAD!!!” We had many responses and choose three subjects—a collegiate athlete, an artsy writer working on her book, and a sorority social chair who runs their social media presence. In exchange for their time, we baked them loaves of pumpkin bread and they were very happy.

## **Environment**

We conducted the testing in the Mirrielees study room on the 4<sup>th</sup> floor. It is quiet and always empty, so it was a perfect environment for testing these lo-fi prototypes. We had the “instructor” sit at a wooden table next to the participant so that the “instructor” could walk the participant through the study using the script. Each participant was tested individually so that the experience of each participant would not affect the other’s experiences.

## **Tasks**

The three tasks we had the participants run through were scrolling through memories/notes that they had written before, making a new Bento entry, and setting a reminder for the entry. We ran the prototype tests in this order. The first task was our “medium” task, the second was the “hard” task, and the third was the “simple” task. We chose to run the tasks in this order rather than in increasing difficulty because this order more so reflected the actual order of tasks that users of the application would encounter. The first task—scrolling through past entries—was conducted by asking the users to “scroll” down the page and then tell us what stuff they would be seeing based on what they currently write down in their Notes app or notebooks and what sorts of audio, video, and pictures they capture and record. The second task—making a new entry—was definitely more hands on. The participants pretended to add text, pictures, audio, and video to an entry. They told us what multimedia elements they were adding to their entry, which was on a topic of their choice. The third task—setting a reminder—was for the new entry they made. The participants chose when they wanted to be reminded to go back to this entry, whether it be location-based, time-based, or even activity-based.

## **Procedure**

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The participant sat down at a table with the “instructor” sitting next to them. The instructor demoed the Bento product with this script:

“This is Bento. I got a reminder to look at my notes (slides to unlock and then scrolls through the past entries page). I am going to make a new entry now. I’m adding text (clicks the “T” button and types). Now I’m adding a picture (clicks on the camera button, goes to camera screen, takes a fake picture). I’m going to save this and return back to it at a later time.”

Then the participant was instructed to try out looking at past entries in Bento. The “instructor” asked the participant what they saw in their feed, and the participant told us what sorts of things he/she writes down and takes recordings of. Then the participant was instructed to create a new entry based on anything they wanted. The participants added text, audio, video, and pictures to their entry, and then “moved” the different elements around on their page by resizing the elements with their fingers and dragging them to different portions of the screen. Then the “instructor” asked the participants to set a reminder for the entry based on when it would be relevant or more useful to return to.

## **Discussion/Results**

Participant A, the athlete, told us that he would find lots of notes from classes with pictures of the powerpoints and pages of the textbook in his Bento feed. He said he would also find entries of workouts that included text about the workout plan and videos of the proper way to do some of the weight exercises. He currently uses a combination of the Notes app and his camera roll to do this now. He created a Bento entry for his HumBio lecture that day and wrote down key concepts he wanted to remember as well as the picture of the “what to review” slide for his upcoming midterm and an audio recording of an explanation from the professor on something that he was confused about. He set the reminder for when he was back in his room after 8pm when he wanted to sit down and work on understanding some of the HumBio concepts.

Participant B, the artsy writer, told us that she would find many entries all pertaining to the book that she is working on that takes place in medieval times. She has been

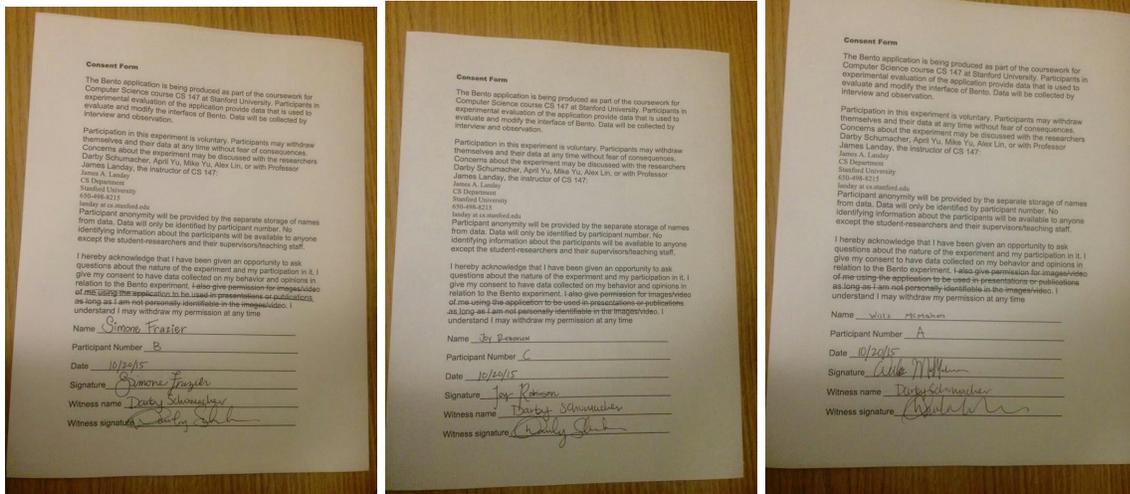
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conducting much research on the historical aspects of her characters so that it can be as accurate as possible. She said she would also likely find some poetry ideas in there as well. She currently uses random pieces of paper and a Google doc to do this in, but she doesn't like how difficult it is to include pictures from her phone in those documents. For her Bento entry, she created a collage-like multimedia post about French horse breeds during medieval times, since that pertains to part of her book. She said she was including text about the ancestry of the horses and the way in which they were bred, pictures of the horses and French mules, audio clips of the sounds they make, and videos of modern day horses that descended from these rare breeds. She spent a lot of time moving the different elements around to create the best possible format that looked aesthetically pleasing while including all of the necessary information. She set a reminder to return to this a week from now when she knew she would have more time to work on her book after midterms. She assumed that she could upload photos from her camera roll and the internet to the app, but this is not currently included in the functionality of the app.

The final subject, participant C, is the social chair of her sorority. She said that in her Bento feed she would see lots of notes about potential date party ideas, formal locations, and sisterhood bonding events. She said there would also likely be strategies for social media posts, a feed of content to post eventually to their Tumblr, and lists of sorority members who had/had not RSVP's to events. Her Bento entry that she created was for ideas for her sorority's Winter quarter social calendar. She wrote text of a list of potential date party themes, added pictures of the formal location options, added screenshots of a FB messenger conversation with one of the fraternity social chairs about ideas for an event with his fraternity, and added audio of a conversation recorded from her chapter meeting. She liked that she could move things around and organize them sort of like a calendar in chronological order, but she didn't like the "drag and drop" method for adding content and preferred a double tap to add content on top of the plus sign in the center of the screen.

## **Appendix**

### **Forms**



## Raw Data

A) Talked about workout information - Typing in manually is a lot of work (import from somewhere else)? - 3

B) Spent a significant portion of time interacting with app (>70%) reorganizing things. , Assumed that she could take things from camera roll and add them to the app. Currently, no. - 3  
 Inspired recall is inspiration nonetheless.

C) Double tapped the plus sign instead of drag and drop, multiple times. - 2

The current UI drag and drop pieces look like buttons, so people were just tapping them instead of dragging/dropping them.

Great to have everything organized in one spot.

UI improvement - option to clear and reorganize.

UI improvement - ability to copy/paste things/links from internet.