

bento

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:

creative inspiration is scarce. when we forget about things in the world or moments that inspire us, we're frustrated and our creative process is hindered

SOLUTION:

Bento is a just-in-time solution that helps you actively record your life for moments or pieces that inspire you, and then prompts you to come back and act on this creative inspiration later

TASKS

SIMPLE

setting a reminder for an inspiration entry

MEDIUM

scrolling through a journal of inspiration

COMPLEX

creating an inspiration entry

WE OBSERVED:

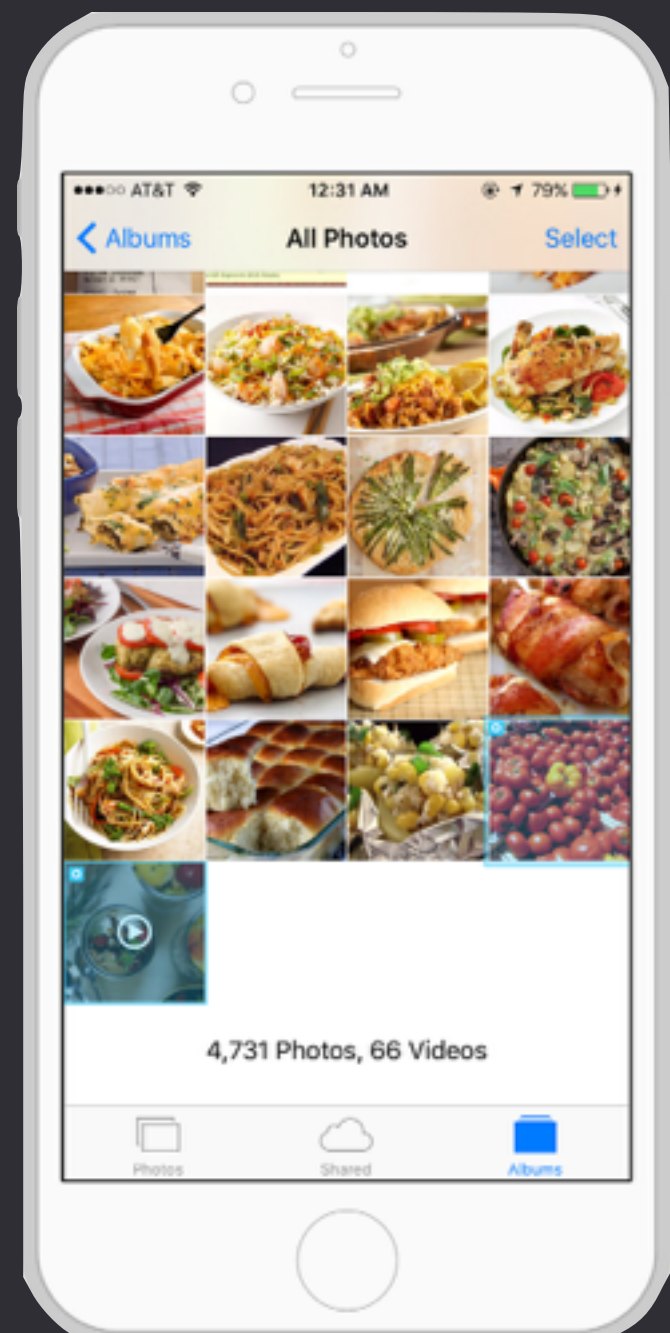
users **assume** that they would be able to add photos from external sources

SO WE IMPLEMENTED:

camera roll integration, allowing users to add photos they already have

BEFORE:

AFTER:



WE OBSERVED:

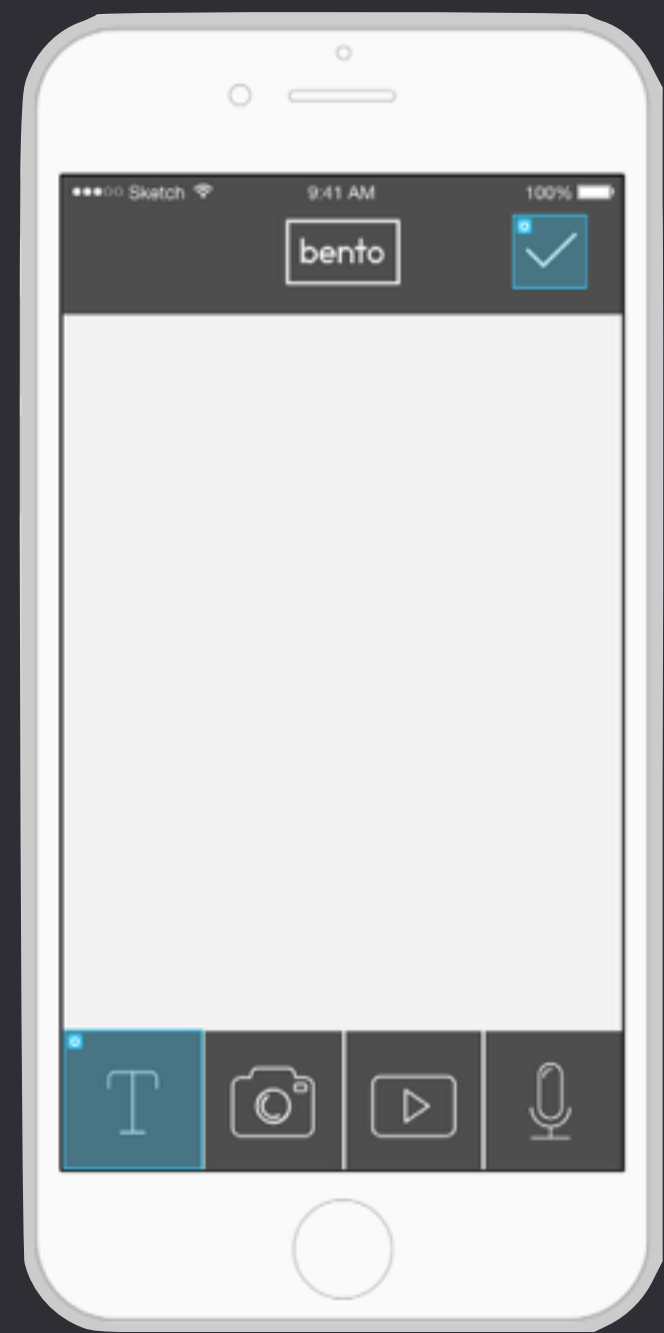
users **attempt** to press the plus in the middle of the entry screen instead of drag and drop

SO WE IMPLEMENTED:

click and create, where clicking the plus opens the multimedia addition options, instead of the drag and drop

BEFORE:

AFTER:



WE OBSERVED:

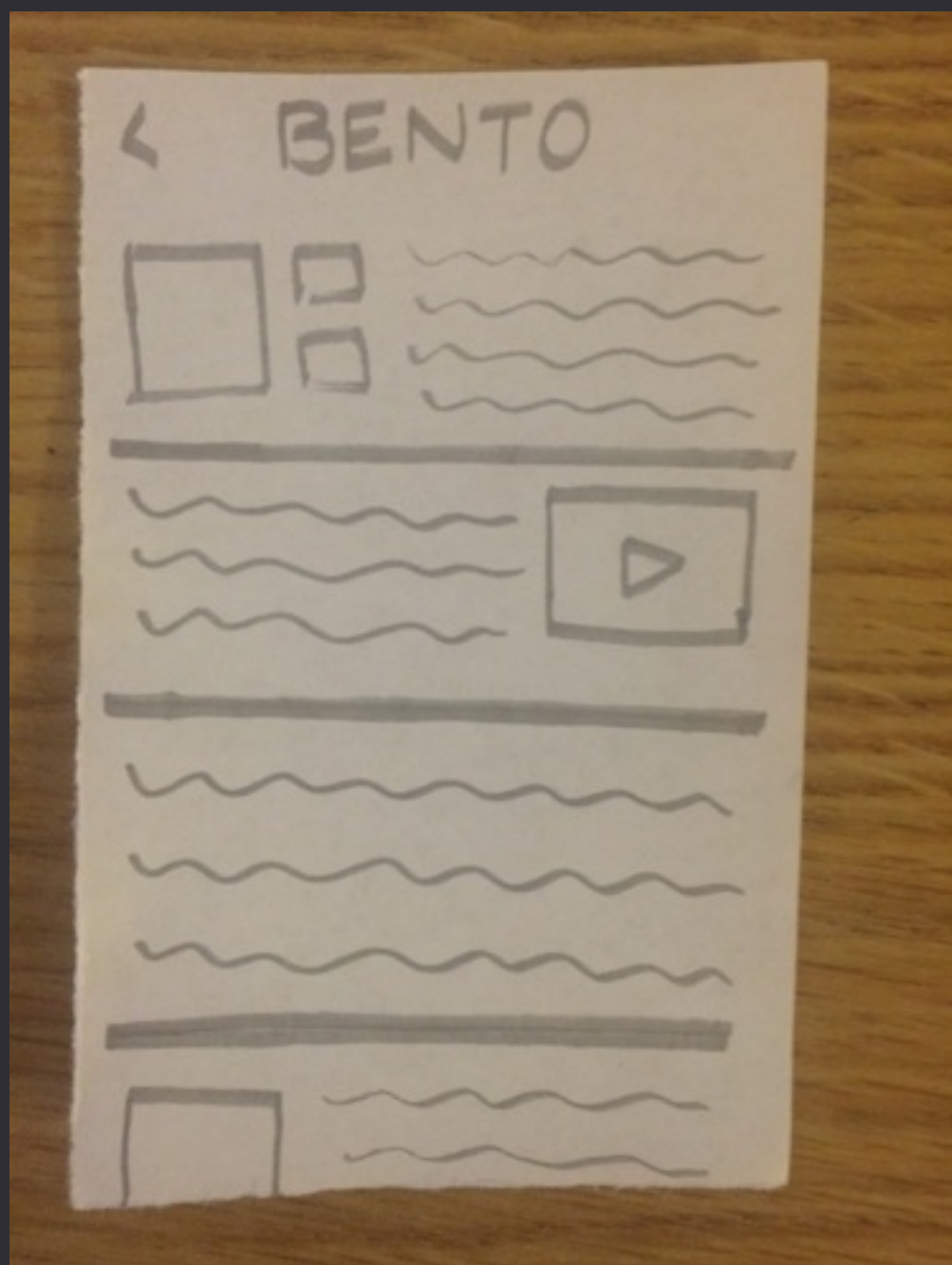
users **love** being able to move pieces as if they were physical objects

SO WE IMPLEMENTED:

a constant state of movability, rather than just on entry creation

BEFORE:

AFTER:





PROTO.IO

HELPFUL:

Animations - easy and simple to set up

Transitions and gestures - built in!

Drag and drop interface - easy to use

Preloaded buttons - didn't have to think about lower level problems

COUNTERPRODUCTIVE:

Photography - proto.io lacks a mechanism to prototype camera

Documentation - was terrible

Offline HTML - lack of a skin wrapper makes the offline HTML version difficult to get working

TRADEOFFS:

Interface - we wanted Pinterest style wiggle/
more complex animations, but when learning a
new tool, not practical

Camera/Video - unable to prototype dynamic
input

Data/Backend - all hardcoded

"Wizard of Oz" - system automatically knowing
what kind of reminder to set based on entry

PROTOTYPE:

