

CREATING MEMORIES

POV, HMW,
&
EXPERIENCE PROTOTYPES

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PROBLEM DOMAIN — CREATION

How do people want to record their thoughts, events, and memories?



ELECTRONIC HISTORY

JOURNALING

SOCIAL MEDIA

SCRAPBOOKING

PHOTOGRAPHY



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INTERVIEWS
- ROUND 2 -

USERS

Laura (18)

Lost two handwritten journals and crashed her computer in high school

Kat (21)

Writes letters to her friends and revisits them several times per year

Joyce (22)

Video blogs anytime, anywhere

Kim (45)

Writes letters to her children but lacks time to journal consistently

A teal square with a white border, centered on a white background. The text "INSIGHTS & NEEDS" is written in white, uppercase, sans-serif font in the center of the square.

INSIGHTS & NEEDS

POSITIVITY & HAPPINESS

put the day in perspective,
find & highlight good things,
acknowledge & release bad things



SELF UNDERSTANDING & IMPROVEMENT

solidify thoughts and emotions,
understand personal change and progress,
learn from the past

NOSTALGIA

eternalize memories,
reminisce and reflect,
feel good



POINTS OF VIEW

- REVISED -

POV — RAHIM

We met Rahim.

We were amazed to realize that he has written more than 1,000 journal entries in one Pages document.

It would be would be game-changing to enable Rahim to eternalize and reflect on his memories with greater organization and ease but still retain the flexibility that his Pages document affords.

POV – KAT

We met Kat.

We were amazed to realize there are implicit aspects of expression (body language, vocal tone, facial expression) that she is unable to convey in written words in her diary/letters

It would be would be game-changing to capture these feelings by creating a more multi-sensory journaling experience.



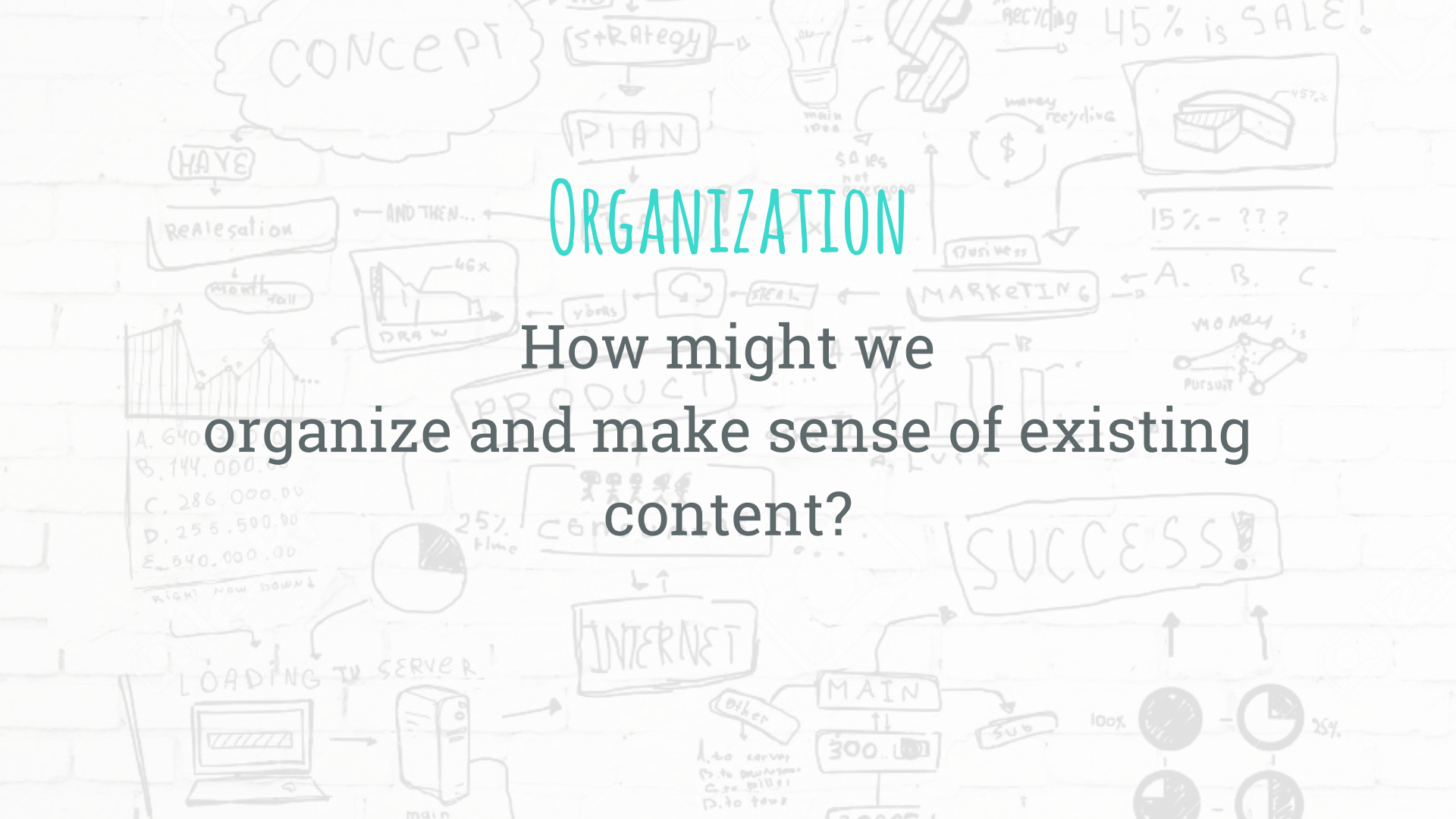
HOW MIGHT WE ... ?

INTEGRATION

How might we integrate journaling into various daily habits?

ORGANIZATION

How might we
organize and make sense of existing
content?

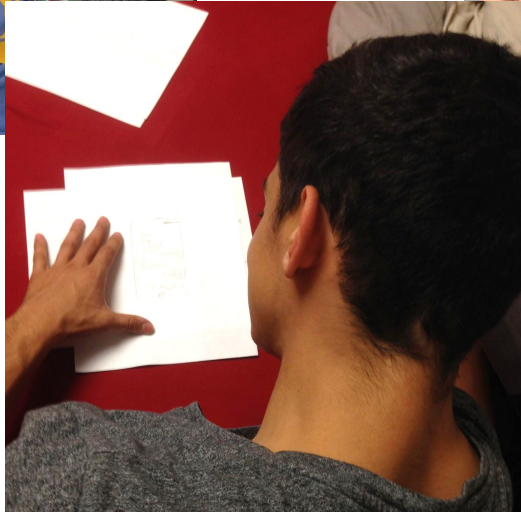
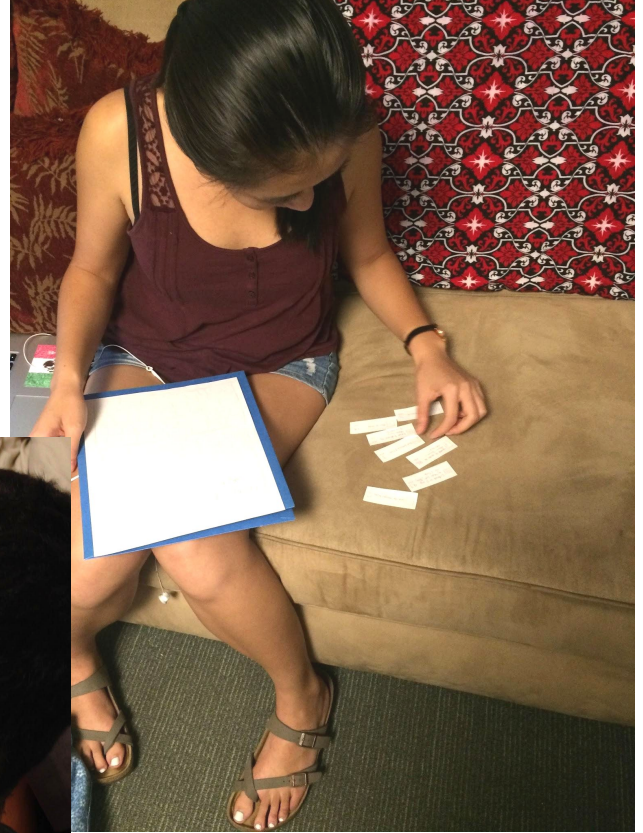
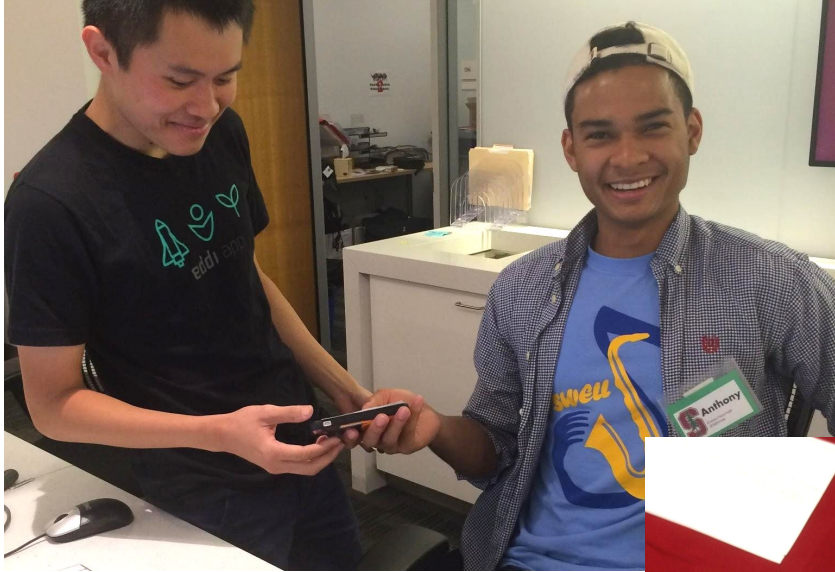


EXPRESSION

How might we capture the realness of live expression through a mobile device

A teal square with a white border, containing the text "SOLUTIONS & EXPERIENCE PROTOTYPES".

SOLUTIONS &
EXPERIENCE PROTOTYPES



HOW MIGHT WE INTEGRATE
JOURNALING INTO VARIOUS
DAILY HABITS?

AUTOMATIC CONTENT
GENERATION BASED ON THE USER'S
PHONE USAGE THAT DAY

PROTOTYPE — DIGITAL FOOTPRINT TRACKER

OCTOBER 7, 2015

Today, I

- Uploaded 36 photos to album "Summer in New York" 86 min
- Liked 3 photos by Stephen Curry @wardell30 45 min
- Ran 2 miles 18 min
- Paid Catherine \$7.50 3 min
- Attended David's Baby Shower 20 min

OCTOBER 7, 2015

- Uploaded 36 photos to album "Summer in New York" 86 min
- Liked 3 photos by Stephen Curry @wardell30 45 min
- Liked to 12 songs by Taylor Swift, Drake and Luke 48 min
- Sent 14 Snapchats 30 min
- Attended David's Baby Shower 20 min
- Ran 2 miles 18 min
- Sent 36 messages to Levi 17 min
- Read 3 articles 15 min
- Paid Catherine \$7.50 3 min

9:01 AM

TODAY ON facebook

11:26M

My insightful post from today?

SELECT ALL + ADD TO JOURNAL

1:30 PM

TODAY ON health

HEALTH RATINGS: 9/10

STEPS: 10,000

SLEEP: 8H 30M

1:00 PM

TODAY ON Spotify

3H 4M

TOP SONGS

- Shake it Off - Taylor S.
- Uptown Funk - ?
- Blank Space - Taylor S.

TOP ARTISTS

-
-
-

SELECT ALL + ADD

PROTOTYPE — DIGITAL FOOTPRINT

Assumption

People want to easily see what their daily activity looks like and how they change over time.

Testing the prototype

Tested on five people between the ages of 18 and 28

Asked which inputs, if any, they would pin to their journal entry.

What worked?

People like to see how they spend their time

Facebook, diet/fitness apps

PROTOTYPE — DIGITAL FOOTPRINT

What didn't work?

Adrienne thought journaling was a sanctuary and does not appreciate digital journals

What did we learn?

Most people would love a way to track/consolidate/analyze their use of time
People would use this as a way to generate content to ease writer's block

Was the assumption valid?

Yes! People seemed really excited about this idea

HOW MIGHT WE ORGANIZE
AND MAKE SENSE OF
EXISTING CONTENT?

AUTOMATICALLY ANALYZE TRENDS
IN THE USER'S CONTENT, SORT
ENTRIES BASED ON CONTENT TYPE
AND SENTIMENT, AND DISPLAY IT
INTUITIVELY.

PROTOTYPE — SPATIAL JOURNAL



PROTOTYPE — SPATIAL JOURNAL



PROTOTYPE — SPATIAL JOURNAL

Assumption

A spatial representation is more intuitive and therefore preferable to a written representation

Testing the prototype

Nico Sanchez (20)

Told him that he had a bunch of journal entries with titles and that his task was to look back through them all

Then told him to search a keyword he wanted: “Mary”

PROTOTYPE — SPATIAL JOURNAL

What worked?

The visualization was fun

The *Search* feature was intuitive

What didn't work?

The chronology structure was less appealing than we expected

What did we learn?

Clusters can reveal connections between entries

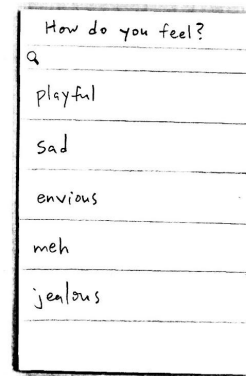
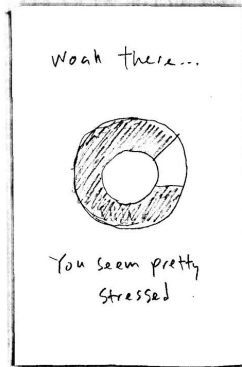
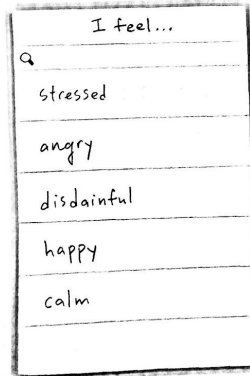
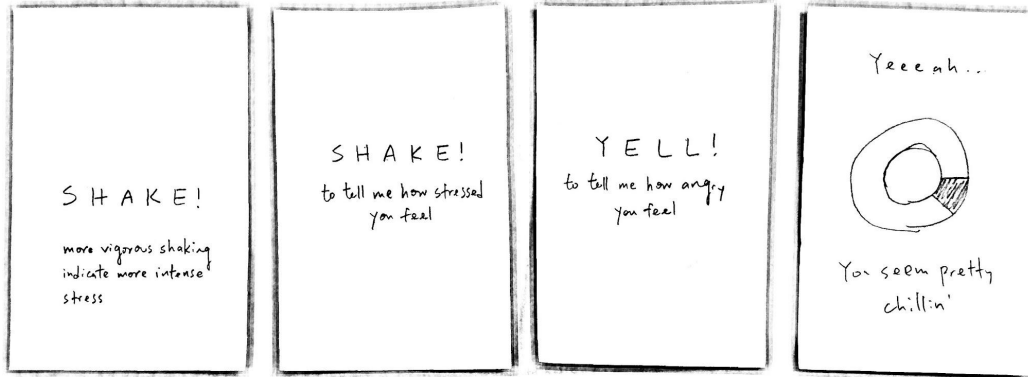
Was the assumption valid?

Seems valid. Nico was engrossed in the “world” of his entries

HOW MIGHT WE CAPTURE THE
REALNESS OF LIVE EXPRESSION
THROUGH A MOBILE DEVICE?

UTILIZING PHYSICAL, VISUAL,
AND VOCAL INTERACTIONS WITH
THE DEVICE TO CAPTURE
EMOTIONS.

PROTOTYPE — [ACTION] FOR [EMOTION]



PROTOTYPE — [ACTION] FOR [EMOTION]

Assumption

People want a physical, rather than just textual, means to express their emotions

Testing the prototype

We interviewed 10+ many people

Kenaba (18) and Anthony (20) offered the most valuable insights

What worked?

Users tested the prototype without guidance

Simplicity of the concept made adoption friendly to new users

PROTOTYPE — [ACTION] FOR [EMOTION]

What didn't work?

Different users associate different actions with different emotions

What did we learn?

Users would shake again

Physical action increases subsequent desire to journal

Was the assumption valid?

Yes! Kinesis seems to evoke strong emotional response

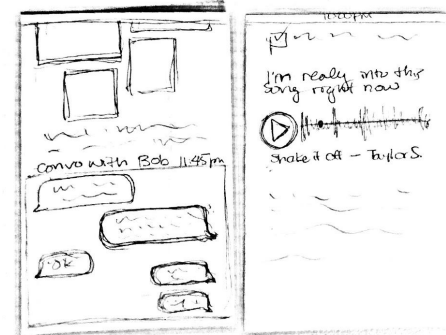
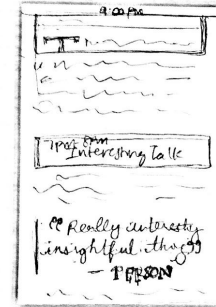
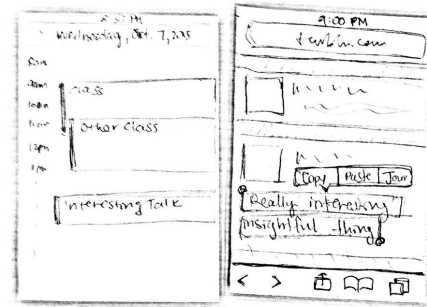
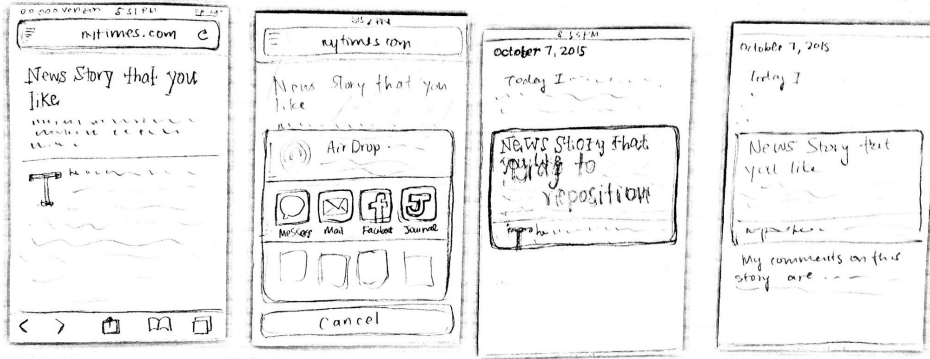
WINNER:
DIGITAL FOOTPRINT



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APPENDIX

PROTOTYPE — [ACTION] FOR [EMOTION]



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POINTS OF VIEW
- ROUND 1 -

POV — POWER USERS + INTERMEDIATE USERS

We met several intermediate users in their 30s-40s.

We were amazed to realize the variety in the types of content they record.

It would be would be game-changing to allow them to easily synthesize all their different types of content in a way that feels cohesive and organized.

POV — NON USERS

We met teenage and middle-aged non users.

We were amazed to realize that they thought journaling detracted from their lives.

It would be would be game-changing to change their perception of what journaling entails and the time investment necessary to journal.