Slaptitude: Low-fi Prototyping & Pilot Usability Testing

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Mission Statement/Value Proposition

To empower an individual with the capacity to improve their ability to focus as well as making focus fun!

Problem / Solution Overview

We are not preconditioned to block out Facebook, Snapchat and Whatsapp. On the other hand, we are used to giving in to them. How then can we study an hour for an exam without turning to our phone when a notification arrives? How can we prevent losing focus due to social media?

Slaptitude seeks to help people's ability to block out these disturbances and focus on other more meaningful tasks at hand. Slaptitude allows a user to set up how much time they wish to focus for, holding them accountable throughout the period. If a user succeds, Slaptitude congratulates them! However, if Slaptitude notices a user has been distracted, it calls them out on it. Furthermore, Slaptitude attempts to work with the user. If we notice a user cannot focus for 20 minutes, we recommend 15 the next time. When 15 minutes are achieved, we push the user to improve and attempt 20! In doing so, we attempt to improve a user's ability to focus for longer periods of time.
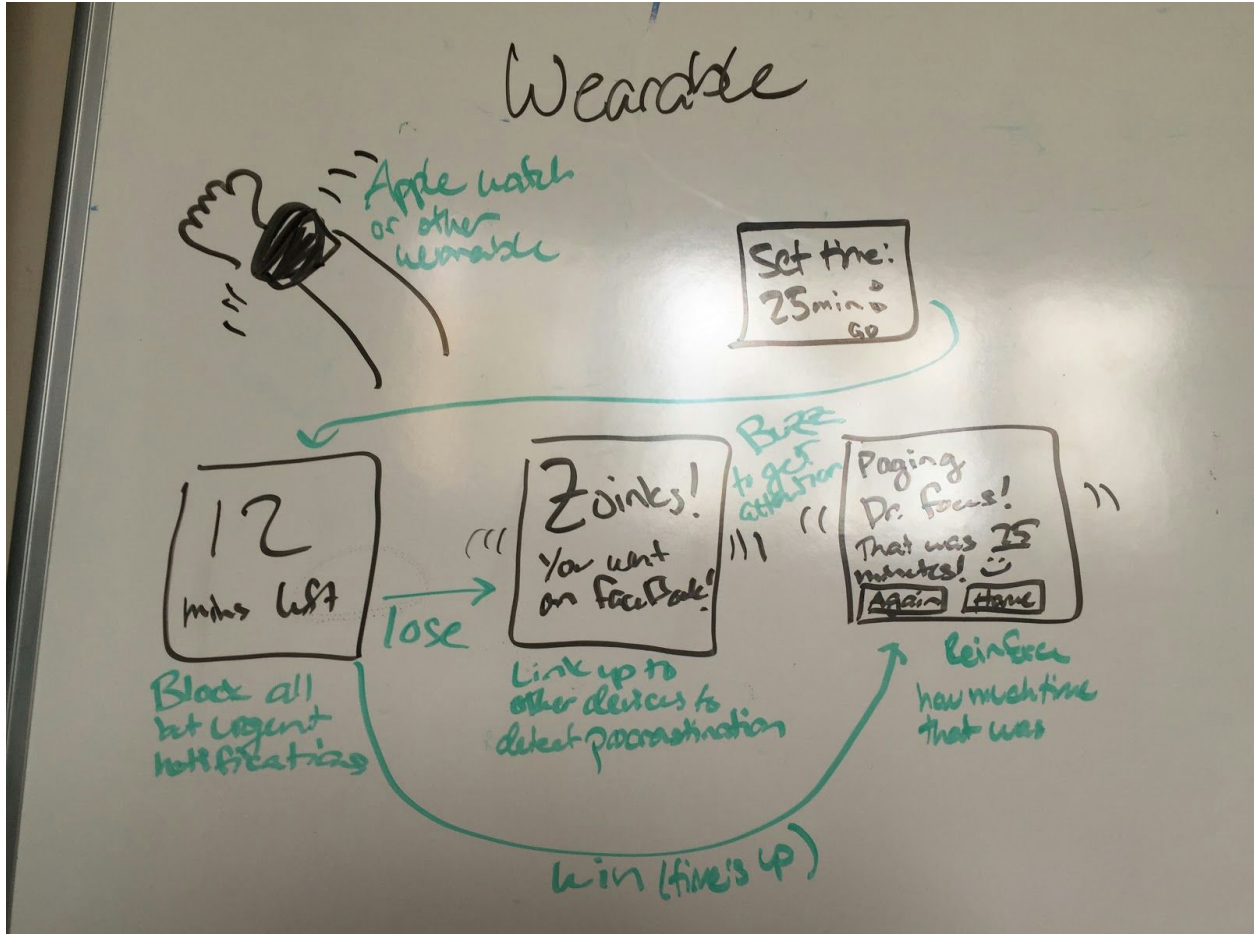
Sketches (images w/ caption)
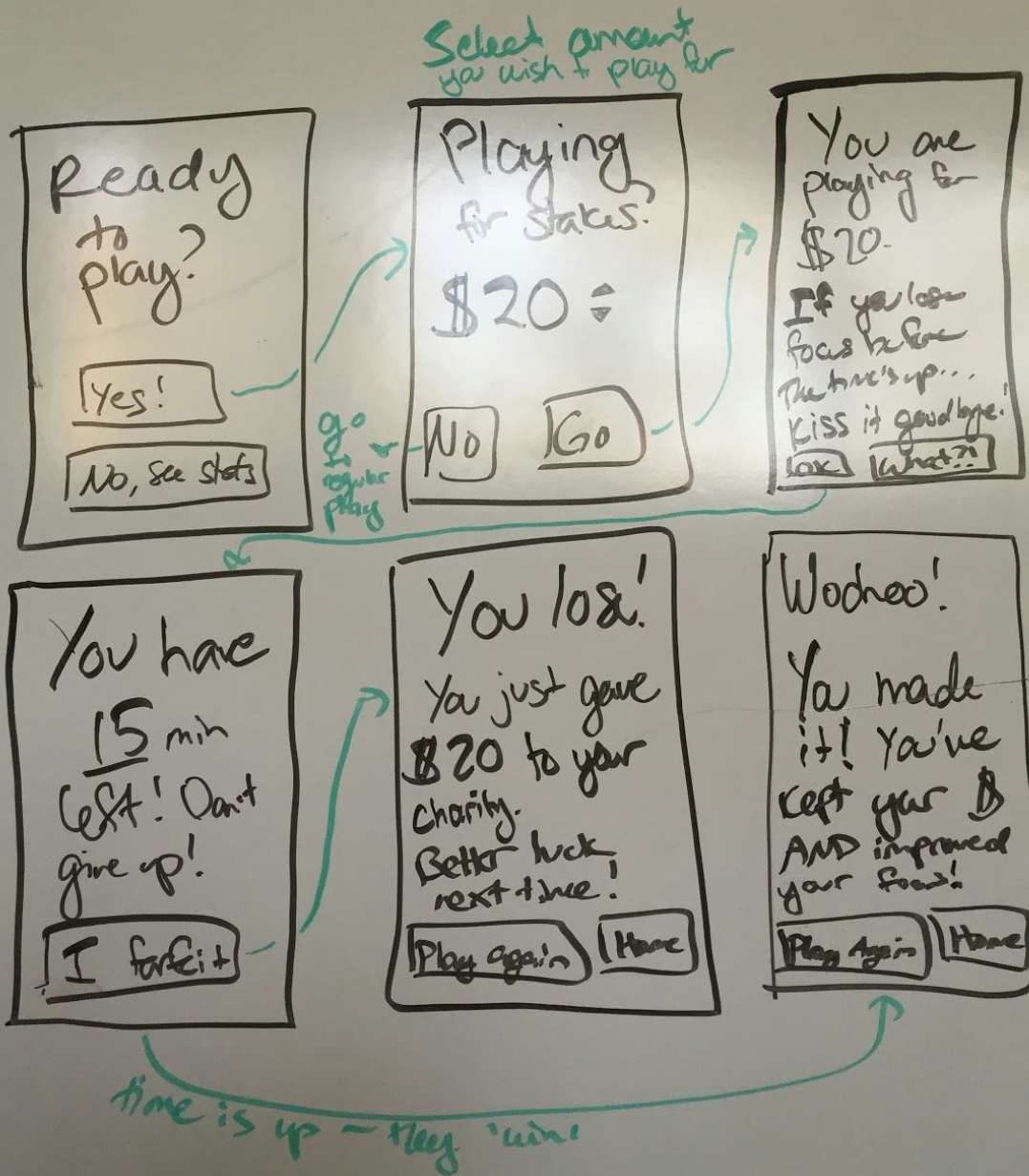
1. overview image of the 15-20 sketches you made
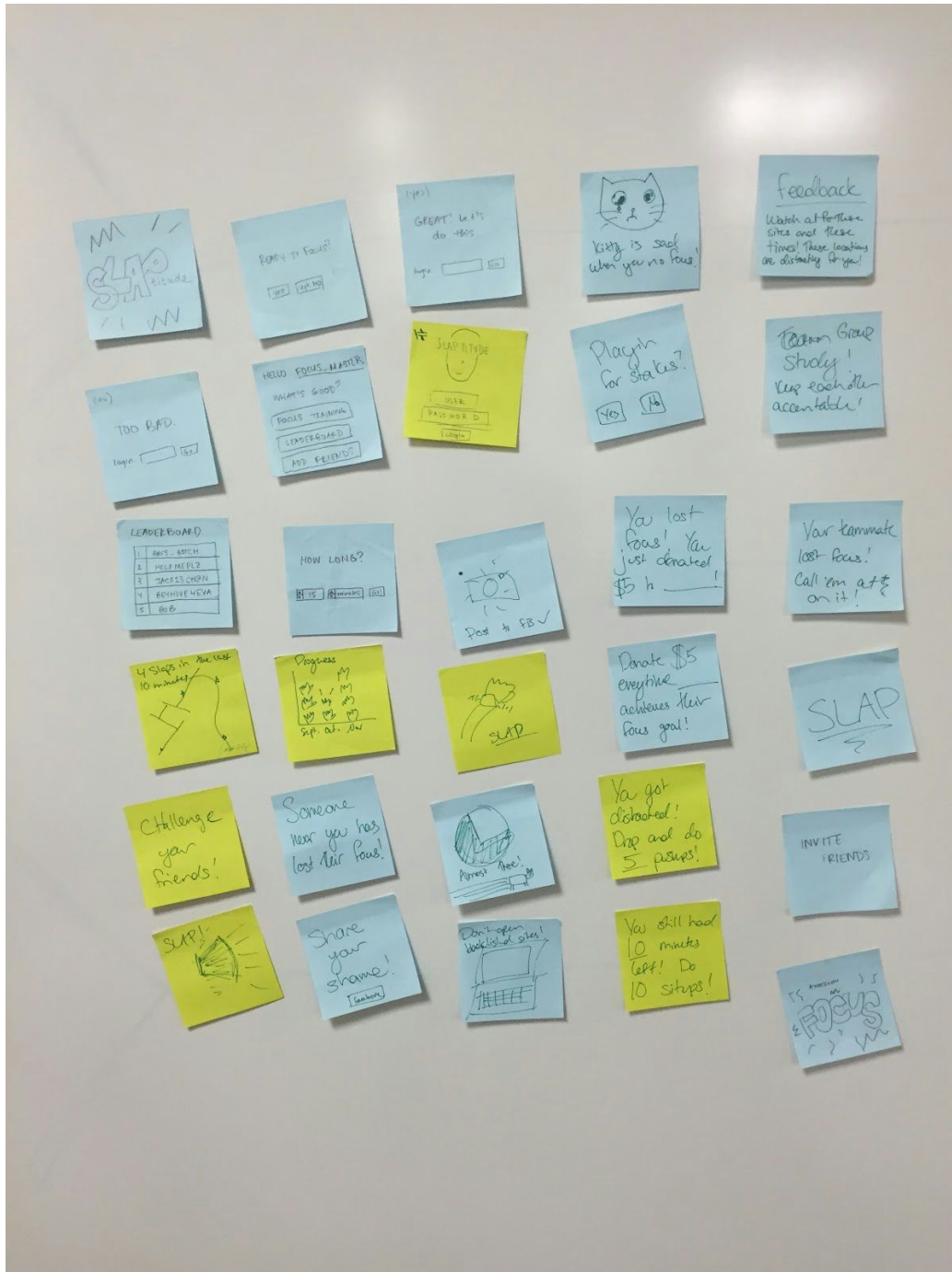
Initial sketches and ideas of what Slaptitude should have

2. top two sketches storyboarded



Wearable Interface Storyboard

Put $ on it:

Select amount you wish to play for

Ready to play?
[Yes!]
[No, see stats]

Playing for stakes.
$20 ⇕
[NO] [Go]

go to regular play

You are playing for $20.
If you lose focus before the time's up... Kiss it goodbye!
[ok] [What?!]

You have 15 min left! Don't give up!
[I forfeit]

You lost!
You just gave $20 to your charity. Better luck next time!
[Play again] [Home]

Woohoo!
You made it! You've kept your $ AND improved your focus!
[Play Again] [Home]

time is up — play 'wins

Mobile Interface Storyboard

Selected Interface Design

Between the wearable and the incentive-based mobile app, we decided to go with the incentive-based one. Although a wearable would integrate more seamlessly with the user's environment, it would limit our audience (since few people have smartwatches compared to the number of people with smartphones) while providing only a marginal advantage. A mobile app could be integrated onto the desktop to allow the app to manage distractions on the desktop as well as on the phone, and the larger screen (compared to a smartwatch) allows for a lot more flexibility in the UI and the number of features we decide to add.

Integrating a monetary incentive into our app gives it the stakes that it was lacking before. If the repercussions of getting distracted before the time is up is minimal, users probably won't reach their goals as often and could lose interest in the app. We like that you have the option of playing either with or without money, since some users may be discouraged or otherwise not motivated by the negative consequences of failure. If the user does lose focus before the time is up while playing for stakes, the money goes to the charity of their choice rather than to some other party. This way, even failure has a positive impact--donating to charity will make the user feel good and alleviate the feeling of being a failure, keeping the entire app experience more light-hearted.

The feature sketched out in this UI is just that--a feature--and would be incorporated into a broader app UI that draws from the same ideas that the wearable UI drew from. We sketched up some UI ideas for the experience prototype, and many of the elements we came up with there will also be in the low-fi prototype.
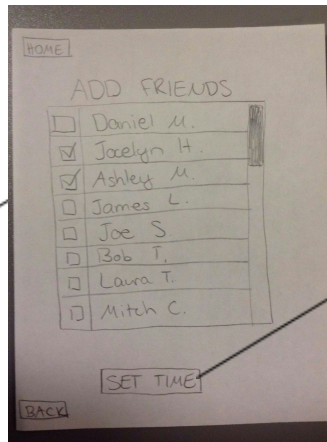
Task 1: Check Progress
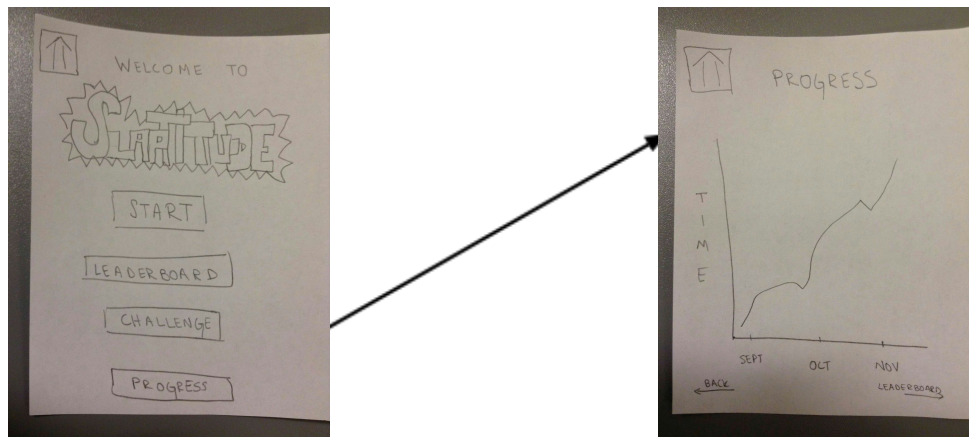
Click 'Progress' to track focus
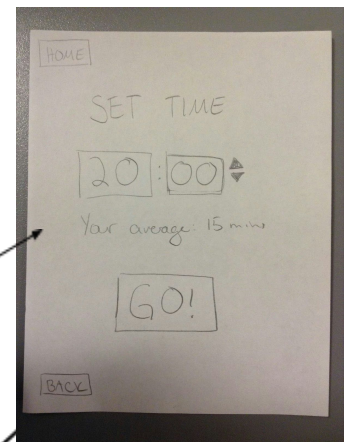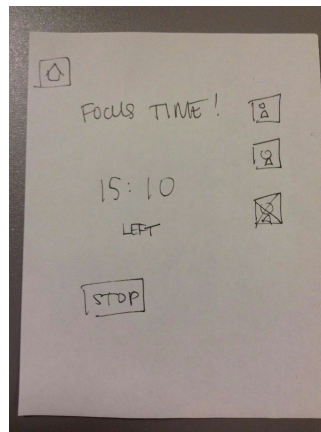improvement from the beginning

Task 2: Group Challenge (next page)
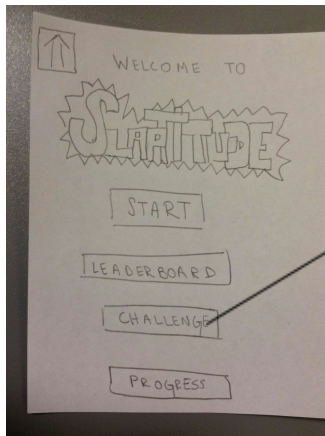
Click on 'Challenge'.

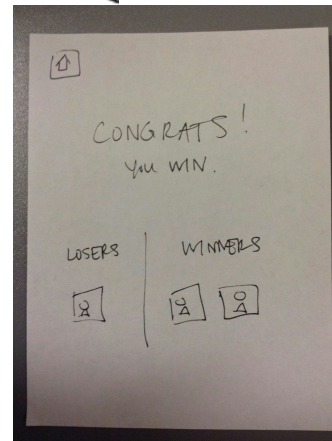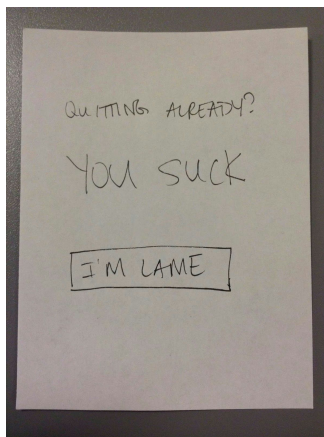Select Friends and
click 'Set Time'.

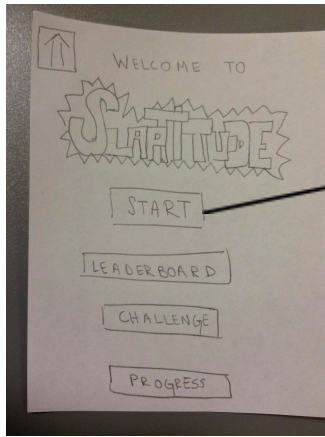Set the time you want
to focus for and 'Go!'

Keep track of how
much time is left and
who is still in the
running.

You can stop at any time by
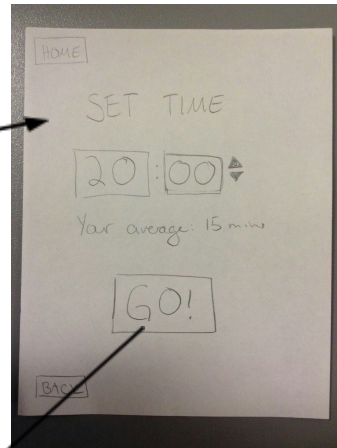clicking the 'Quit' button, or
by getting distracted.

If you finish the time, you
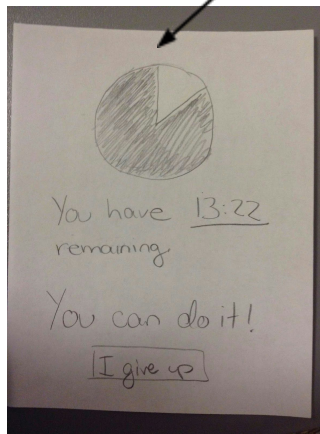will be greeted by a success
screen!

Task 3: Individual Challenge

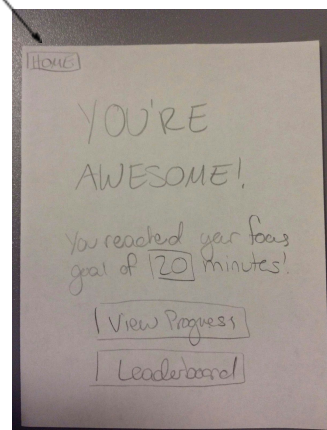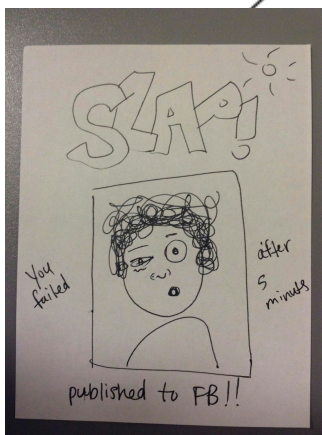Click on 'Start' to set up an individual challenge

Set the time you want to focus for and 'Go!'

You can stop at any time by clicking the 'I give up' button, or by getting distracted. At this point we will take a surprise photo of you and post it to Facebook!

If you finish the time, you will be greeted by a success screen!

Prototype Description

Our prototype's purpose is to complete the previously mentioned tasks. However, these tasks must be surrounded by an easy to use interface so as not to create a barrier of entry. We achieve this by keeping the amount of activities per screen to a minimum.

We started with a homepage where the user can easily link to a path for each of the tasks. Once a path is chosen our goal was to meet each task's activities while keeping it simple. On the group challenge we need to choose friends, set a timer, start the timer, keep track of the time left to finish the challenge and give a success or failure screen depending on the result. If we placed all these activities in the same screen, it would overload the user with tasks. We worked to address this by creating a screen that transitions to the next step in the activity. We end with the following transitioning screens:

Select 'Challenge' from homepage -> Choose friends -> Set and start timer -> Keep track of time left -> Failure or Success result

where each '->' marks the transition to a new screen

Similarly, for the individual challenge we have:

Select 'Start' from homepage -> Set and start timer -> Keep track of time left -> Failure or Success result
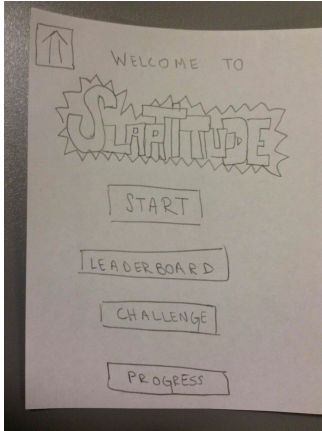
For the progress check:

Select 'Progress' from homepage -> Progress graph

We also had to determine what the 'slap' punishment should be in case a user gets distracted. We came up with many ideas such as:
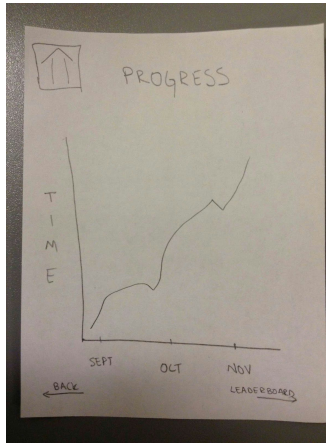● Take a surprise photo of the user and post it on their Facebook
● Give a physical challenge to the user (i.e. 10 pushups)
● Make loud noises
● Make them donate to a charity (with their permission of course)

We decided to pursue the surprise photo idea since we believe it is a fun punishment.
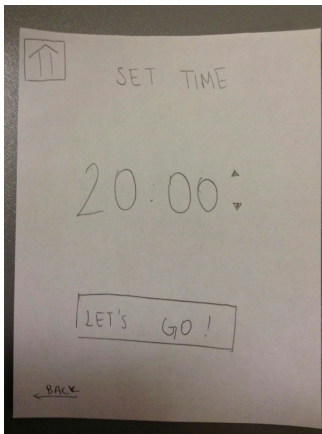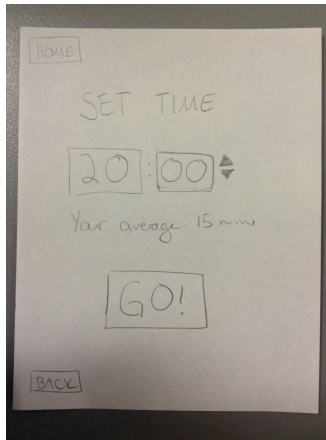
Screens:

Homepage 1

Progress Report 1

Leaderboard 1

Set Timer 1

Set Timer 2

Challenge Friends 1
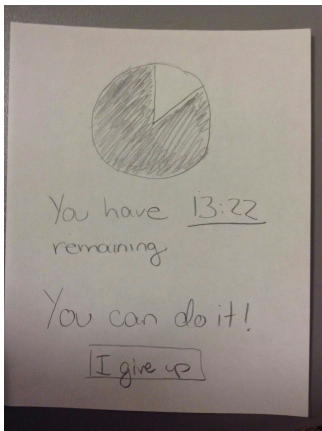
Timer 1
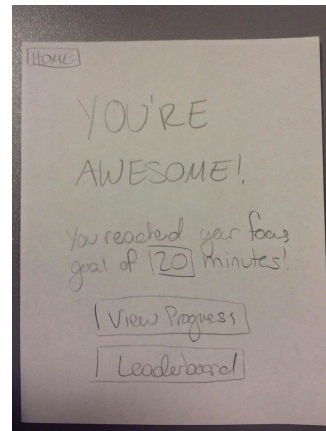
Success Screen 1

Failure Screen 1

Failure Screen 2: w/ FB photo punishment

Group Challenge Success 1

Failure Screen 3: Negative Reinforcement

Group Timer 1

Pre-login Screen Logo 1

Welcome Screen 1

Login 1

Overview Storyboard:
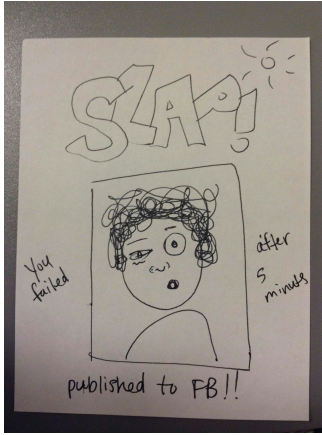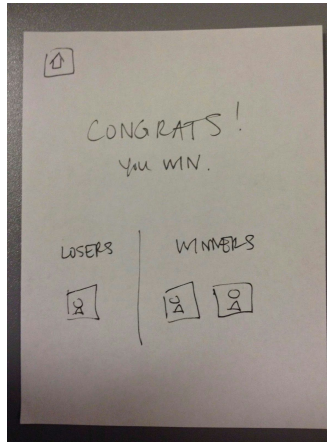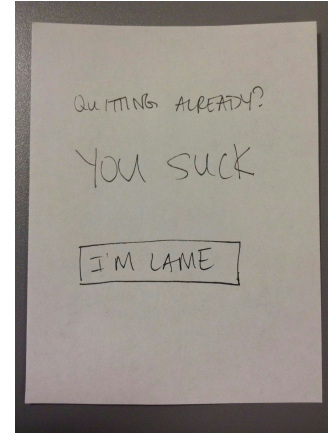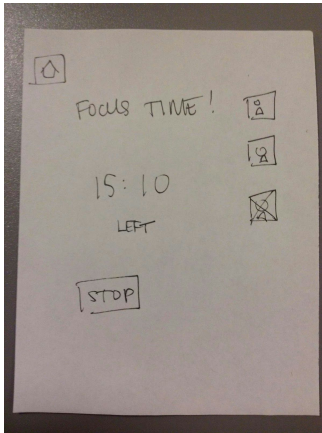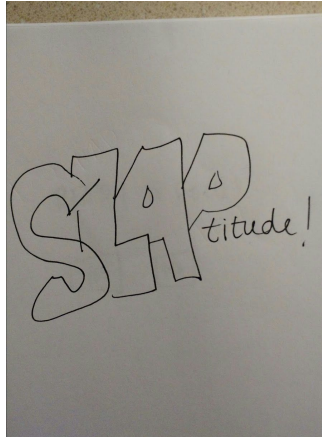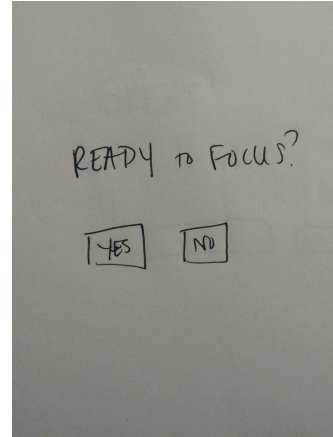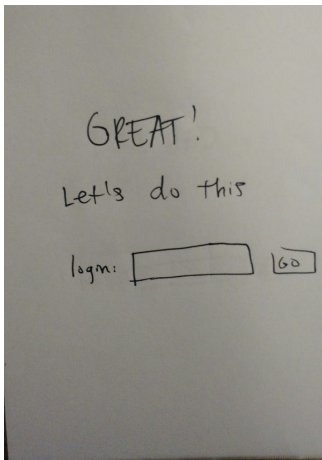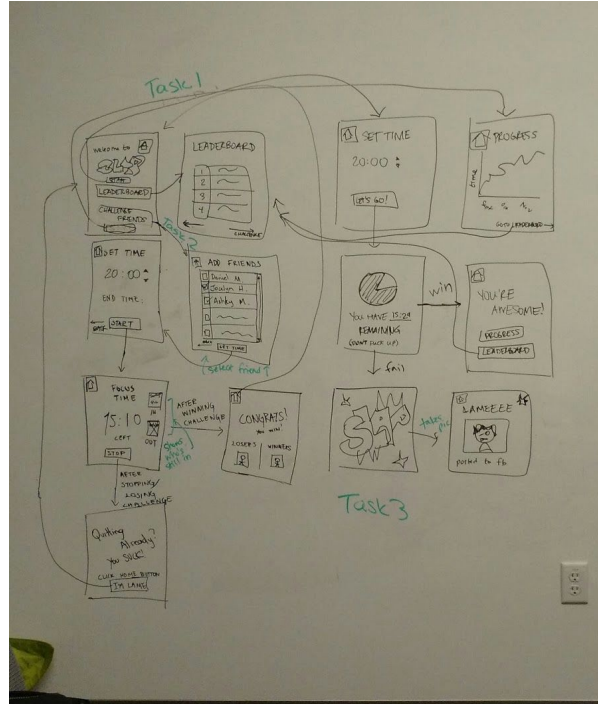

Method

1. Participants: demographics, how recruited/compensated

We tested our prototype with 11 people. We used POP (Prototyping on Paper) for user testing. The participants who tested our prototype were all Stanford students whom we recruited in Old Union and EBF. We recruited them by walking up and asking them if they would test our prototype, and they were not compensated for their efforts. Some of our testers were friends, so they were willing to take the time to help us out. Team roles were split up into interviewer, note-taker, and assistant who walked the user through the app. Demographics of participants were all undergraduate students who varied in class level, race, and gender. They were mostly non-CS majors, and there was a good split between techy (STEM) and fuzzy (humanities) majors.

2. Environment:

Participants were approached and asked for a few minutes of their time. Location varied from casual atmosphere of OU and the more comfortable space of EBF. We sat side by side with our customers, with the app tested on an Android phone through POP.

3. Tasks:

The three tasks we asked our testers to complete were to check their individual progress and the leaderboard; to start a group focus challenge; and to start an individual focus challenge.

4. Procedure:

We put our prototype into POP, to make the interface interactive. We observed and took nodes as the participants completed their tasks.

5. Test Measures:
Providing background.
Walking the user through the app
Allowing the user to try out the app independently and provide live feedback
Asking for general feedback and impression of the app
Zoomed in to more specific features and getting a feel for what was and wasn't working
Asked for any suggestions for improvement and what features they would love to see

Results

Participants opinions mostly focused the individual and group challenges. There were a variety of responses to the 'playing for stakes' feature, with some people really liking it and some people not liking it at all.
Here are a few of the most interesting observations.

Task: Individual Challenges

Participant 1:

- Might not be effective if you're doing work on a computer as they don't tend to do work on phone.
- Makes sense if you're working on something off the computer, would be relevant on phone.
- Blacklisting certain websites instead of just slapping every time you switch out of app would be more useful.
- Phone itself is a distraction to the challenge.

Participant 4:

- People may not use it for fear of embarrassment in case of stringent punishment.
- Posting on social media is a lot, might be too much.
- Post it to the app itself, so only friends on the app can see it.
- Notify friends of choice instead of all of Facebook.

Participant 7:

- Taking a picture is great idea.

Participant 10:

- Motivation is a better incentive than punishment.
- Really interesting and in your face interface.
- Likes the social aspect to it- it's a wall of shame

- It could also be a wall of fame?
- Betting on something could bring more incentive- making it more personal and social
- When they do well, delete those photos (make it more positive).

Task: Group Challenge

Participant 2:

- Betting money should be an option.
- Great motivation to conquer procrastination

Participant 3:

- Either you're really good at self-regulating yourself or you need some sort of external pressure, which is why people procrastinate. Friends can hold you accountable.
- Keep people even more accountable so you wouldn't even have to post a picture

Participant 5:

- Can add dares/challenges (losers have to do something, ex. bake cookies for everyone)

Participant 8:

- Make it customizable so everyone who loses has to do something
  - have to do a public apology on FB
  - everyone who loses has to do people's laundry
  - dares & challenges
- Hard to get people to do it at the same time

Participant 11:

- Point system or badge system might be better than money.
- Schedule down the line so everyone agrees on set time instead of having to wait around for people to join.
  - Whoever loses picks up the tab

Discussion

Moving forward we will be building medium-fidelity prototypes using the feedback we received from lo-fi user testing. By revising our user interface ideas based on the insights from testing with users and feedback from section, we will work to improve our concept.

We learned a lot from user testing and received crucial feedback on what users loved, what they wished we had, and what they could do without. By re-examining the actual feasibility of our concept and potential emotional triggers our app might provoke, we hope to move forward with an app that is more user and situation friendly.

Appendix

Interactive Storyboard:
https://popapp.in/w/projects/56270e016278c3ee43b5bdee/preview/5627114bf104d0d87aa17b16