
Slaptitude

by Focus Pocus

— Ashley Mills, Jocelyn Hickcox, and Daniel Melendez —

Value Proposition

To empower people to improve their focus, and to make focusing fun!



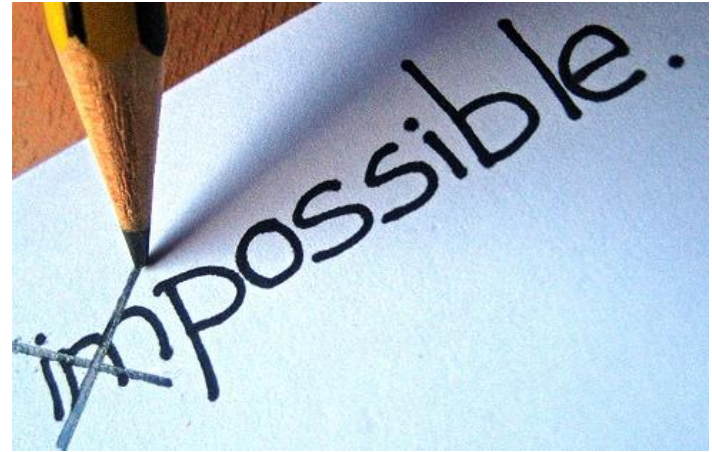
Introduction to Problem & Solution

We are unable to condition ourselves to stay focused in a world that is constantly competing for our attention.



Introduction to Problem & Solution

Slaptitude seeks to train our ability to block out distractions and focus on what's meaningful.



Overview

- Heuristic Evaluation
- Revised Design
- Prototype Implementation Status
- Demo
- Summary



4. Heuristic Evaluation Results

- **Problem 1:** When you start a focus session, you cannot go back and change parameters without quitting.
- **Fix 1:** Add “back” button to the focus session that appears for the first few minutes.

- **Problem 2:** Can't extend a focus session if you're on a roll!
- **Fix 2:** Add a button that allows users to extend a session by five minutes.

4. Heuristic Evaluation Results

- **Problem 3:** Don't know what it means to keep the alarm going after you quit a session.
- **Fix 3:** Eliminate this option

- **Problem 4:** Unclear that the “ouch” button the Slap Screen is a button.
- **Fix 4:** Standardize location of buttons on all screens to make this consistent and clear.

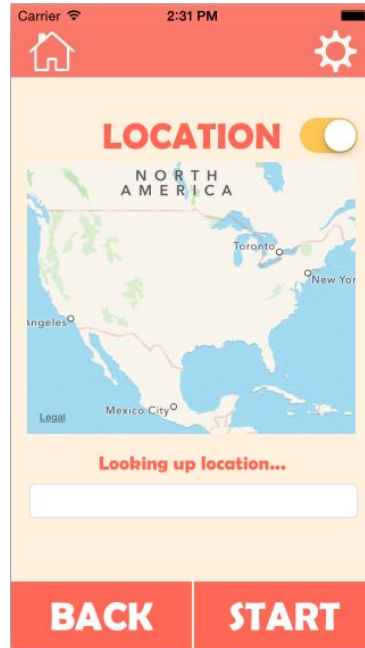
4. Heuristic Evaluation Results

- **Problem 5:** Locations aren't grouped in a logical manner in progress page.
- **Fix 5:** We integrated GPS and show locations with map as well as a list ordered by proximity. GPS also fixed many low-priority issues.

- **Problem 6:** Unclear what options in Settings mean.
- **Fix 6:** Simplify Settings to apply only to main task, rather than to additional features.

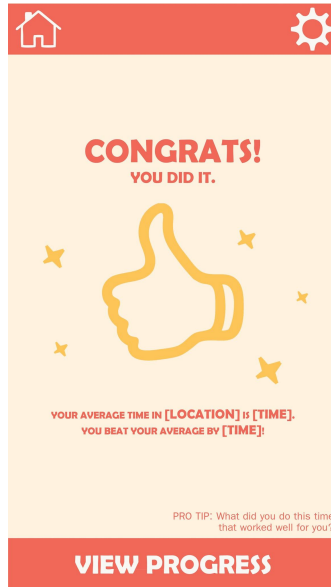
5. Overview of Revised Design

- Incorporate GPS to resolve awkwardness of setting, getting, and viewing location



5. Overview of Revised Design

- Fun and playful color scheme and design

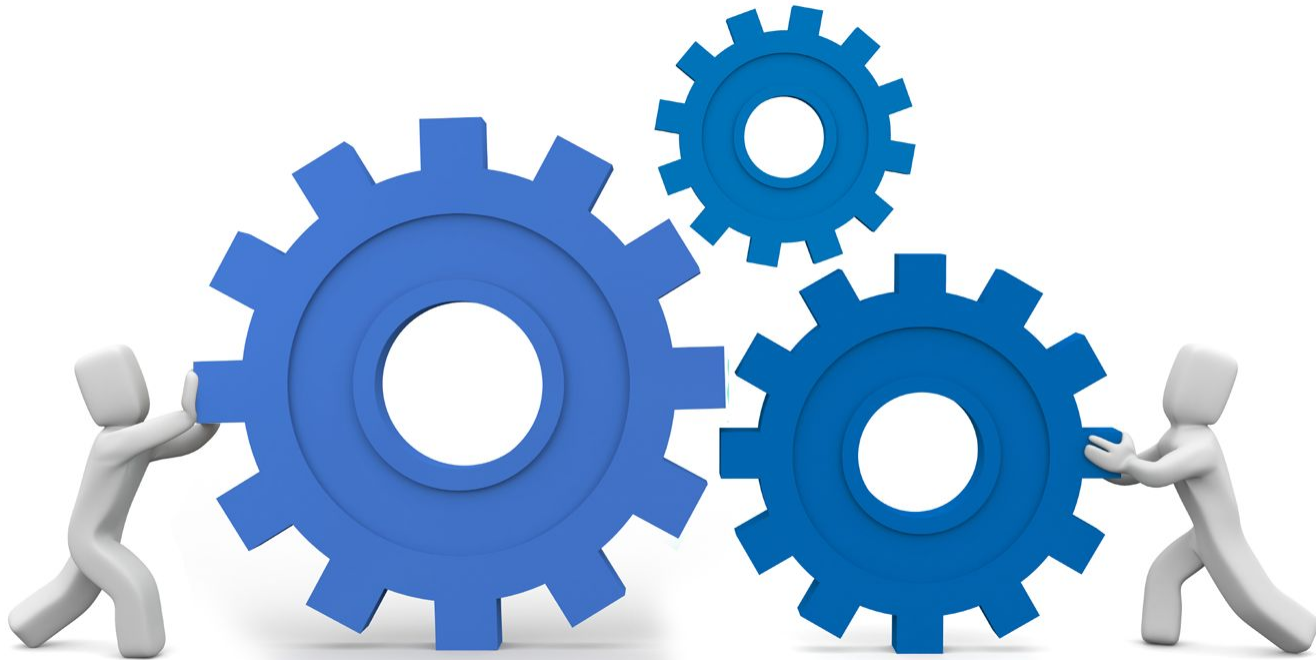


5. Overview of Revised Design

- Simple design following iOS standards to reduce cognitive load



Prototype Implementation Status



Tools Being Used

- Illustrator

- xCode



Implemented Features

TASK 1: Keep track of time remaining for staying focus

- Set custom time to focus for
- Recommends time based on last run
- Location set by GPS (on-off feature)
- Visual timer to indicate how much time left, supplemented with text
- Ability to tell if user has 'quit' the focus session
- Feedback on session

Unimplemented Features & Plan

Features:

- Task 2: Keep track of progress over time
- Task 3: Check out leaderboard
- Settings

Plan:

- Revisit design (heuristic evaluation)
- Modify design
- Implement it!



Wizard of Oz Techniques and Hard-coded Data

Wizard of Oz Techniques:



**None of
the above**

Hard-coded Data:

- Leaderboard friends and stats?

Issues/Questions

- Facebook API
- Location Heuristics



Demonstration



FREE

Demo

Summary

