


Flashback

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Overview

- Who we are
 - Why our prototype
 - Task Flows
 - Feedback and suggestions
- 

Flashback


is an engaging way to store and review memories that matter.

Problem

In retrospect, people want more memories but don't remember to capture them in the moment.

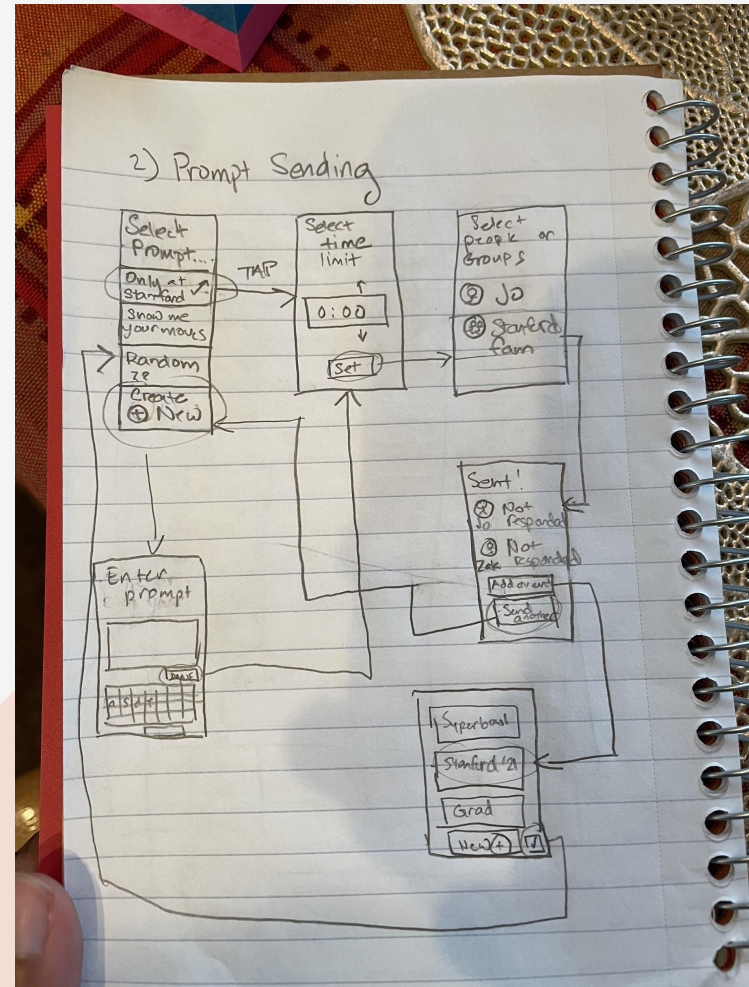
Solution

Digital journal with timeboxed prompts to encourage authentic memory creation and sharing.



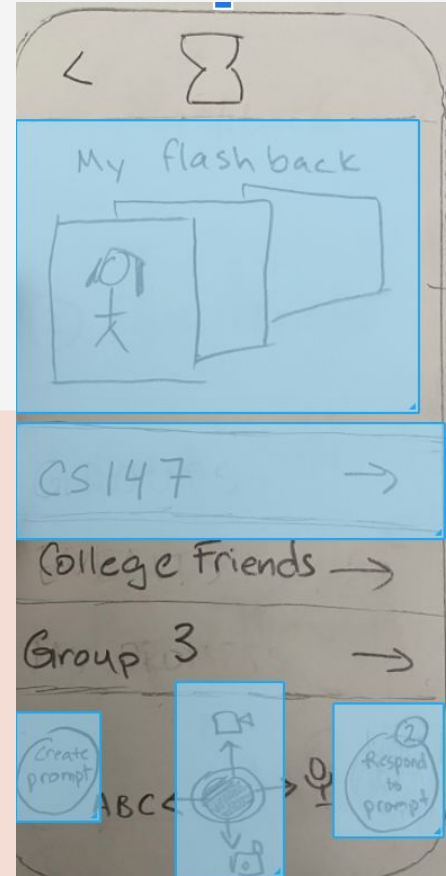
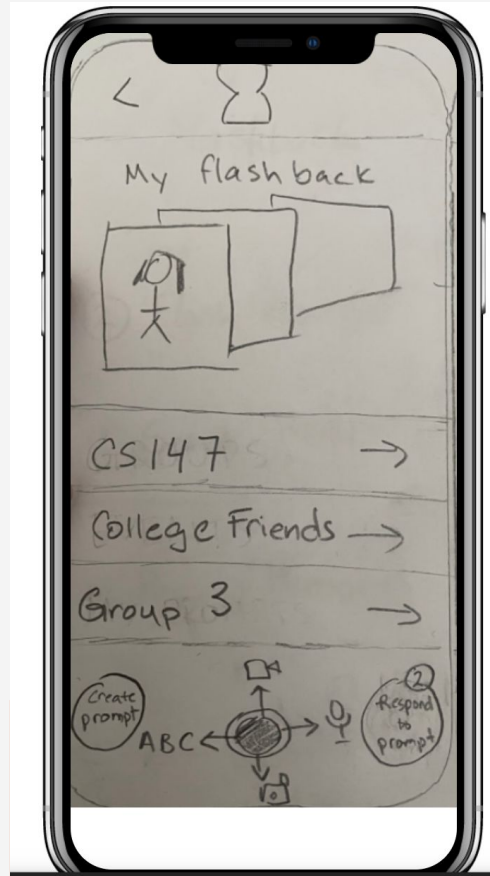
Selected Interface & Rationale

- Chose a mobile device
- Easiest way to record memory
- Most common, most people are likely to have it in our demographic of interest
- Most likely to be the device available during spontaneous events/moments of interest



Low-fi prototype structure

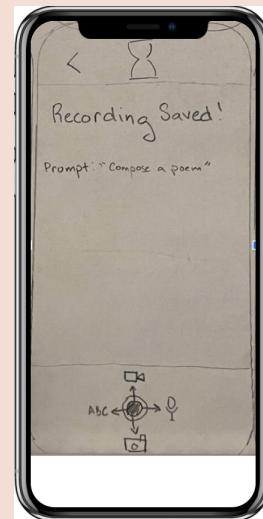
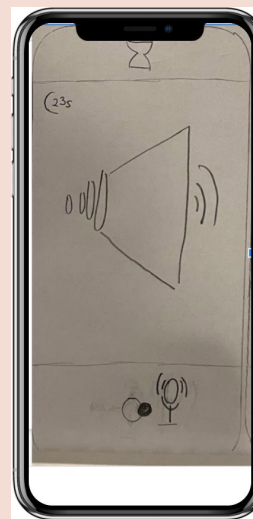
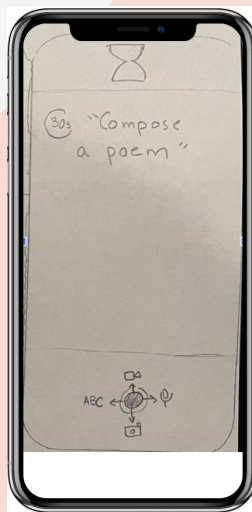
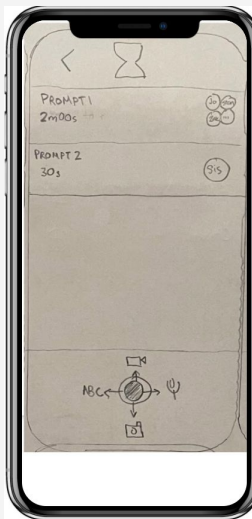
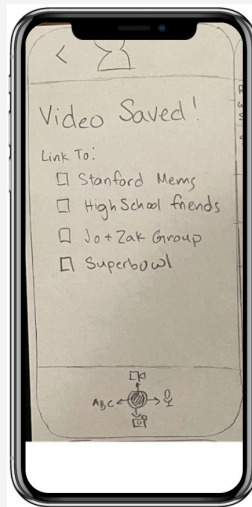
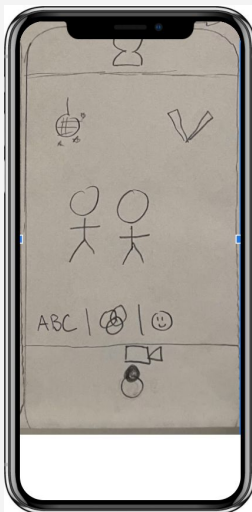
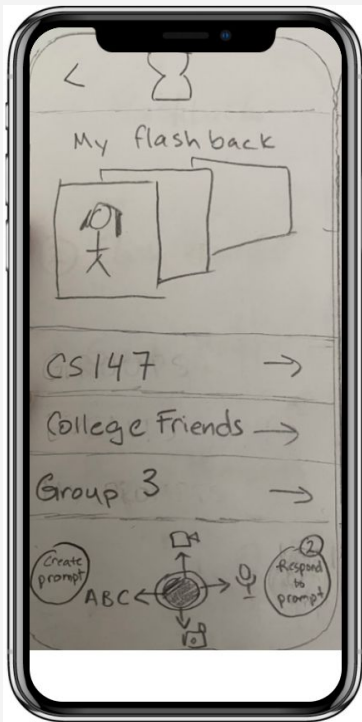
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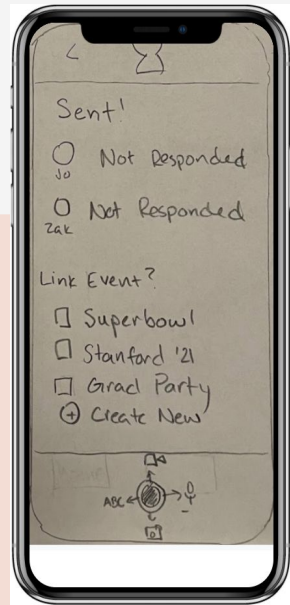
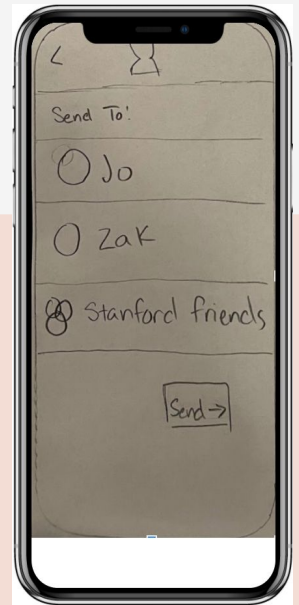
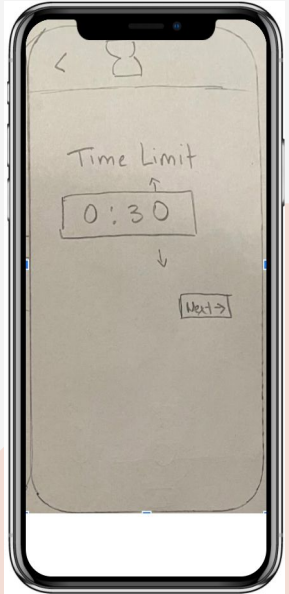
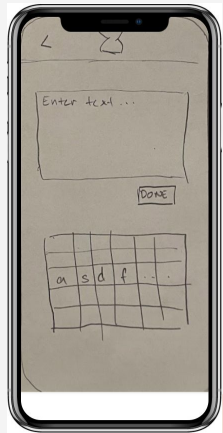
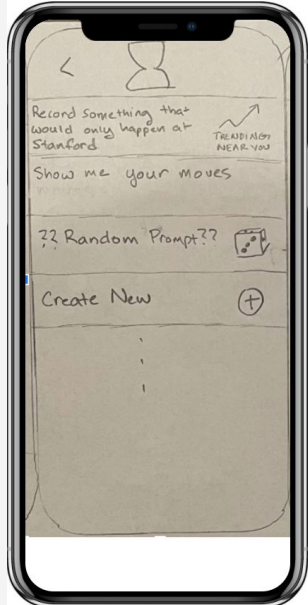
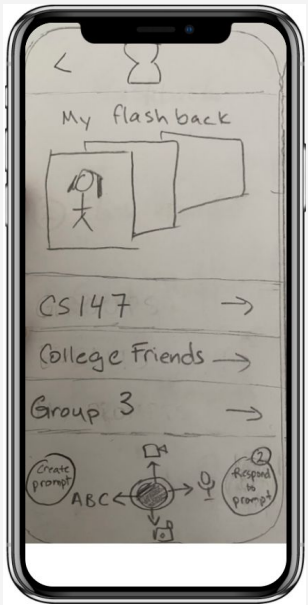
Task Flows



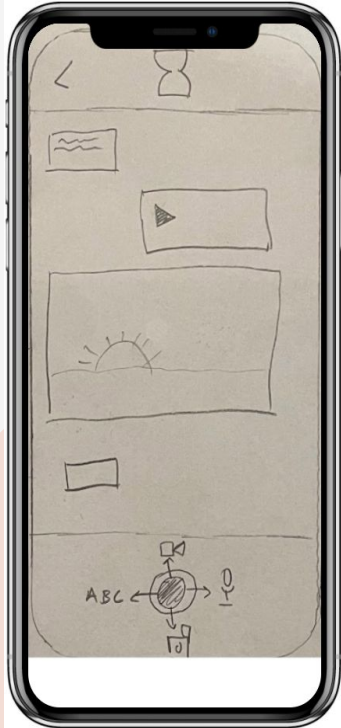
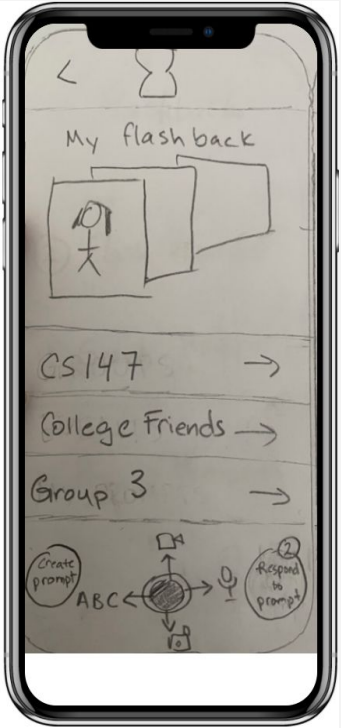
Task 1- Record an authentic memory



Task 2 - Encourage others to record memories that matter to you



Task 3 - Engage with your flashbacks



Experimental method (participants)

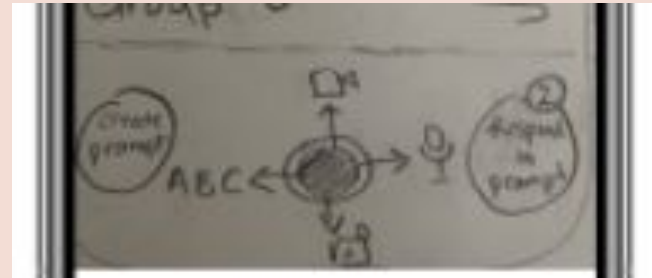
- a. Participants: demographics how they were recruited
 - Early to mid-20s
 - Recruited through friends
- b. Environment
 - In their homes, remote/zoom, in person
- c. Tasks
 - Record memory, encourage friend to record memory, review memories
- d. Procedure
 - Take notes of any strong reactions
 - Take notes of any confusion
 - Do not tell them what any buttons do - if they appear confused ask what they expect certain buttons to do
- e. Test Measures
 - Mainly qualitative
- f. Team Member Roles
 - Rotating roles in each interview

Experimental Results

A large, solid orange geometric shape is positioned in the bottom right corner of the slide. It consists of a rectangle with a diagonal cut-off at the top-left corner, creating a trapezoidal shape.

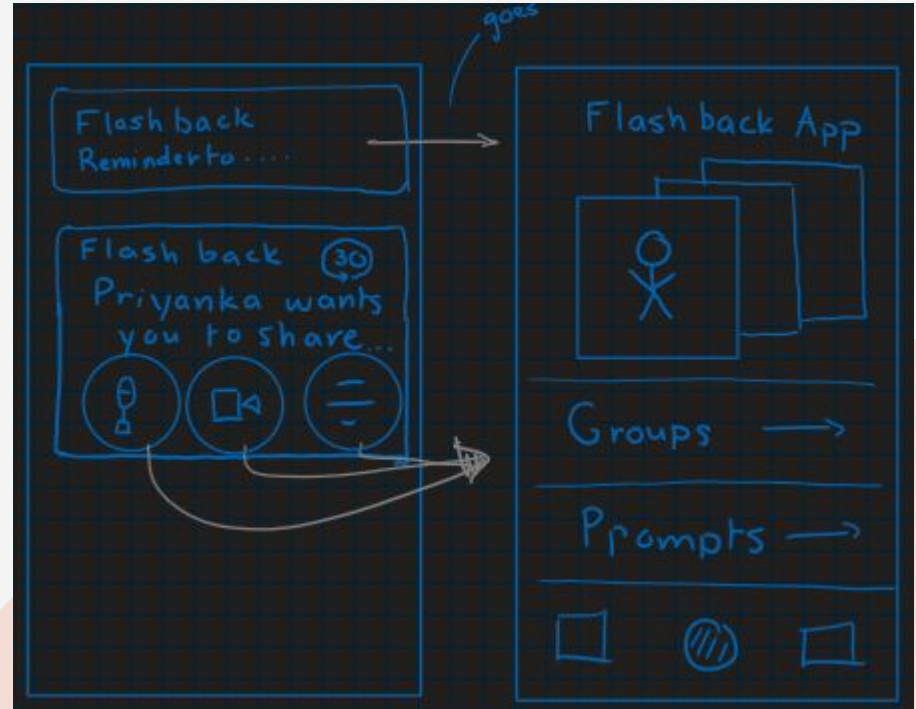
Experimental results

- Finding out how to record a memory was quick and easy for 2 testers
- One user found both methods saving memories extremely quick
 - Record button at bottom and responding to prompt



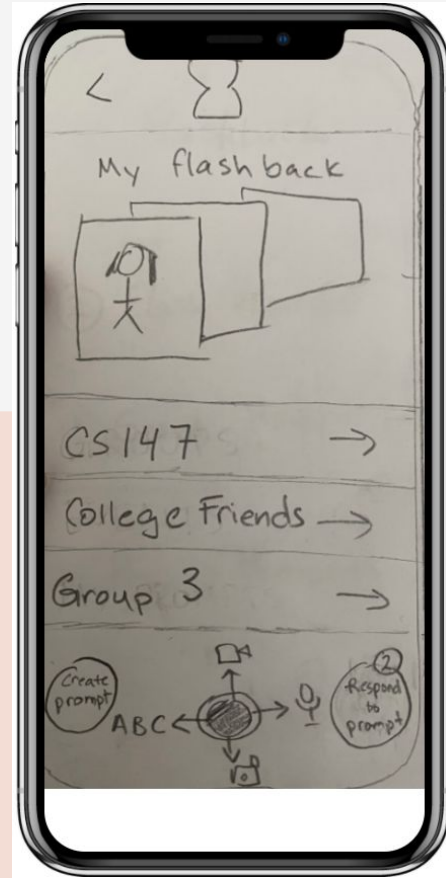
Experimental results

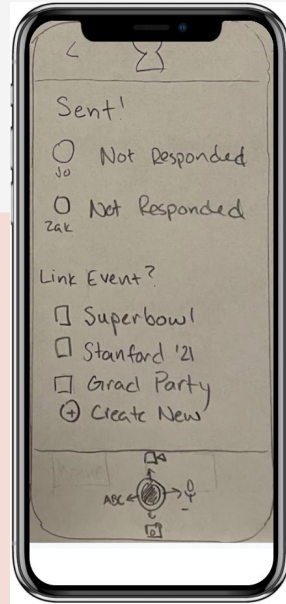
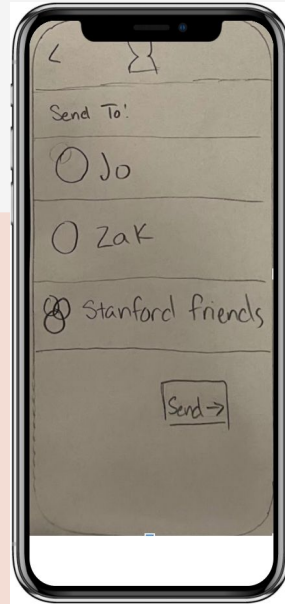
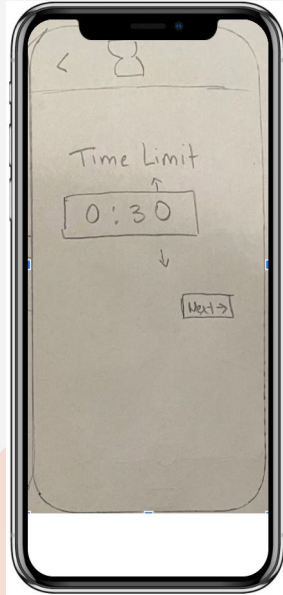
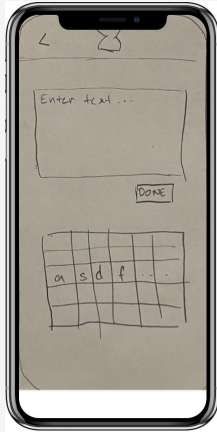
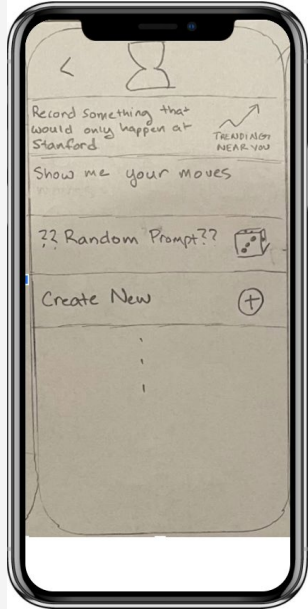
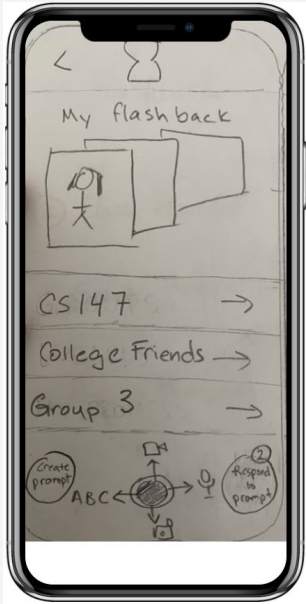
- 2 testers requested notifications
- 1 tester was confused by the need for a "time limit"



Experimental results

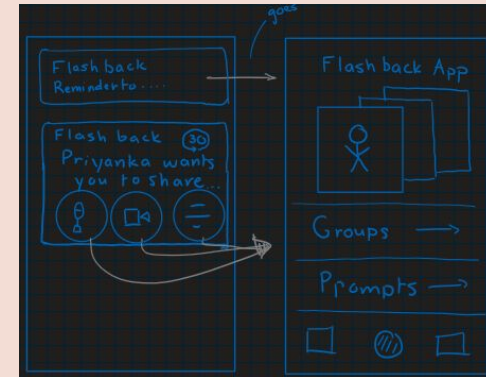
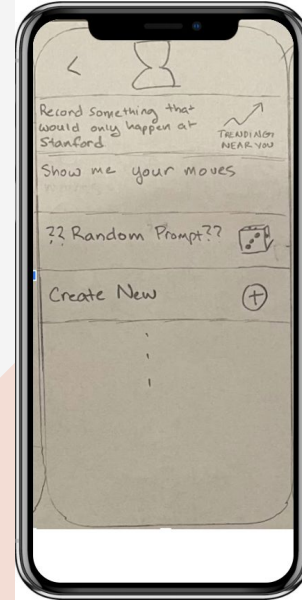
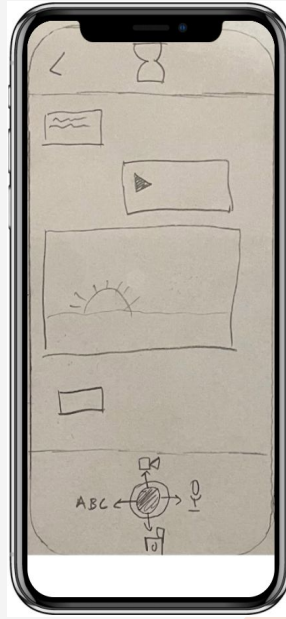
- 1 tester was confused by the concept of a “prompt” thought it was a reminder for herself
- 1 tester never made it to the “respond to prompts” screen
- 1 tester was very confused by the app flow. “This is the Oregon Trail but for apps.”
 - 6 screens to send prompt





Suggested UI changes

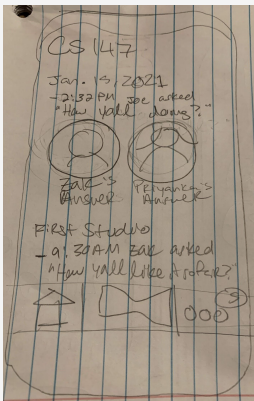
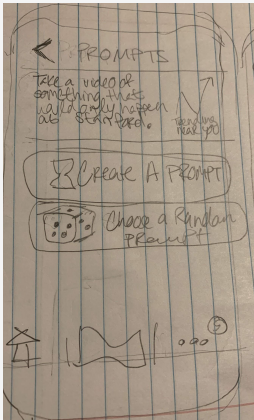
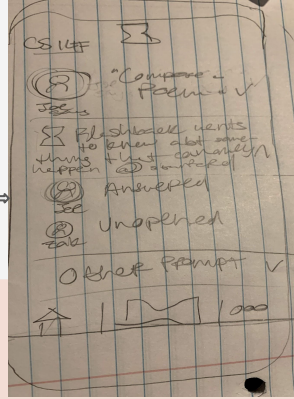
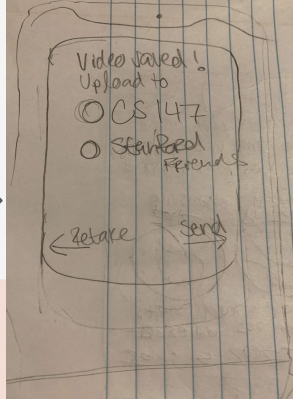
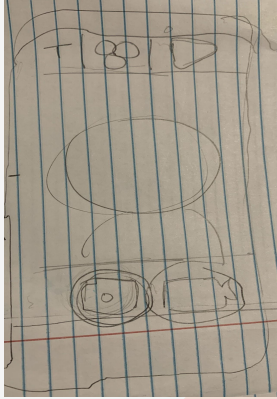
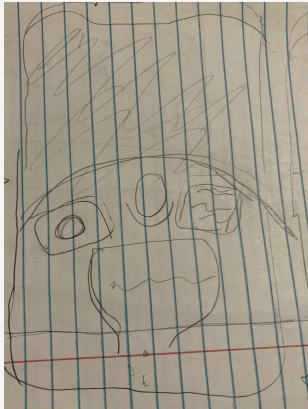
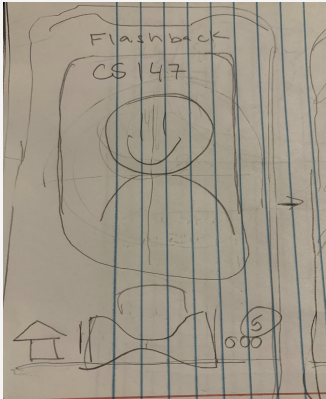
- Group threads
 - wasn't a way to respond directly to the prompts from the "timeline"
 - Like/comment functionality for responses
- Prompt Generation
 - "Time Limit" -> "Time to Respond"
- Importance of Notifications



Summary

- Easy to record memories
- Further clarification for prompts needed
- Simplify UI
- Enjoy review process, but could include more interactivity

Appendix — Storyboard 1



Appendix - Storyboard 2

