Low-fi Prototype & Evaluation

mömo

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Team

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Problem & Solution Overview

Problem: People currently feel less connected to nature, and personal initiative to take environmentally-friendly actions is lacking

Solution: Mobile app to encourage users to make environmental commitments in a rewarding, reflective, and goal-oriented manner

Mission Statement & Value Proposition

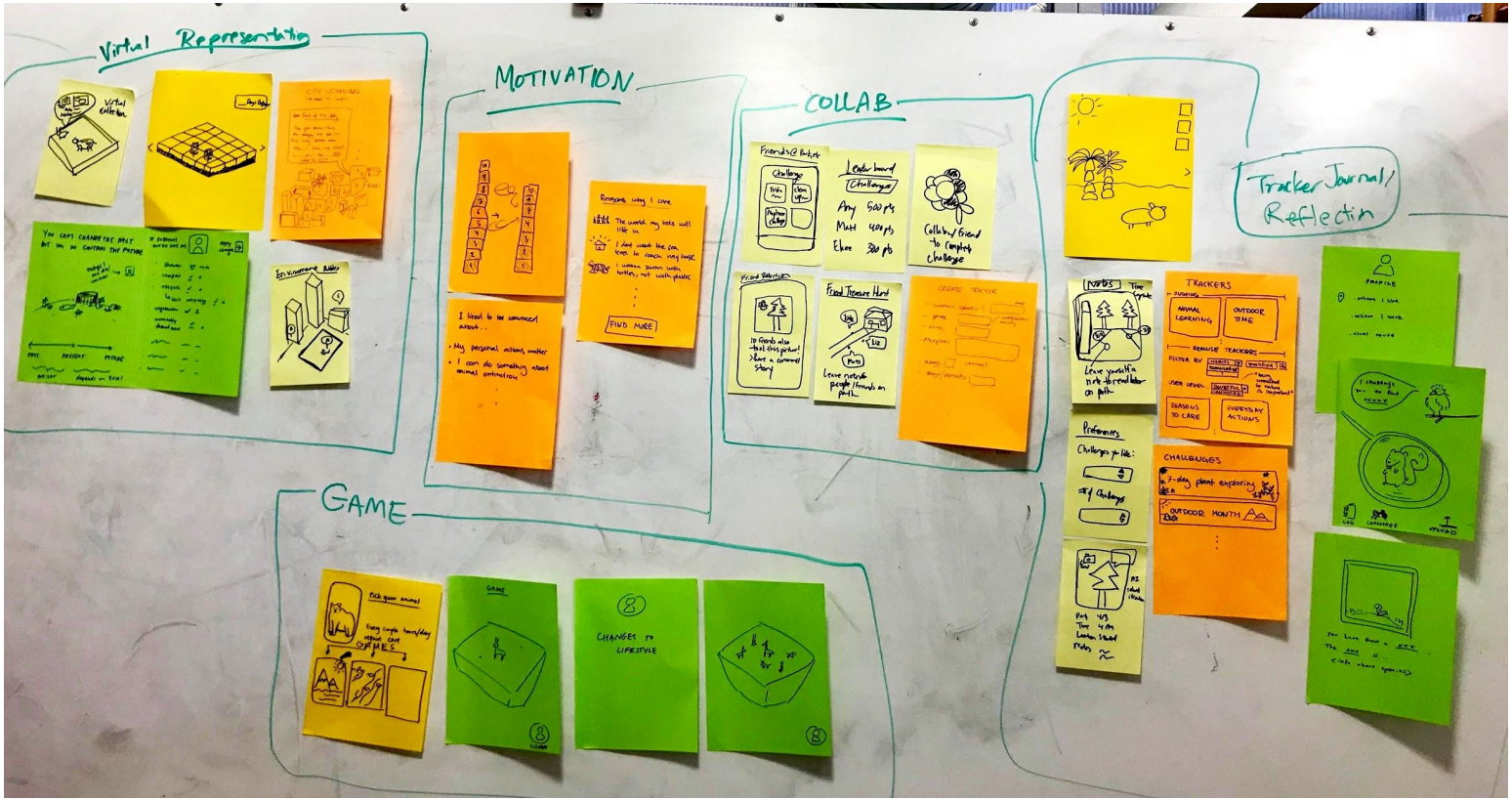
Mission Statement:

To make individuals feel rewarded as they incorporate eco-friendly actions into their everyday lives.

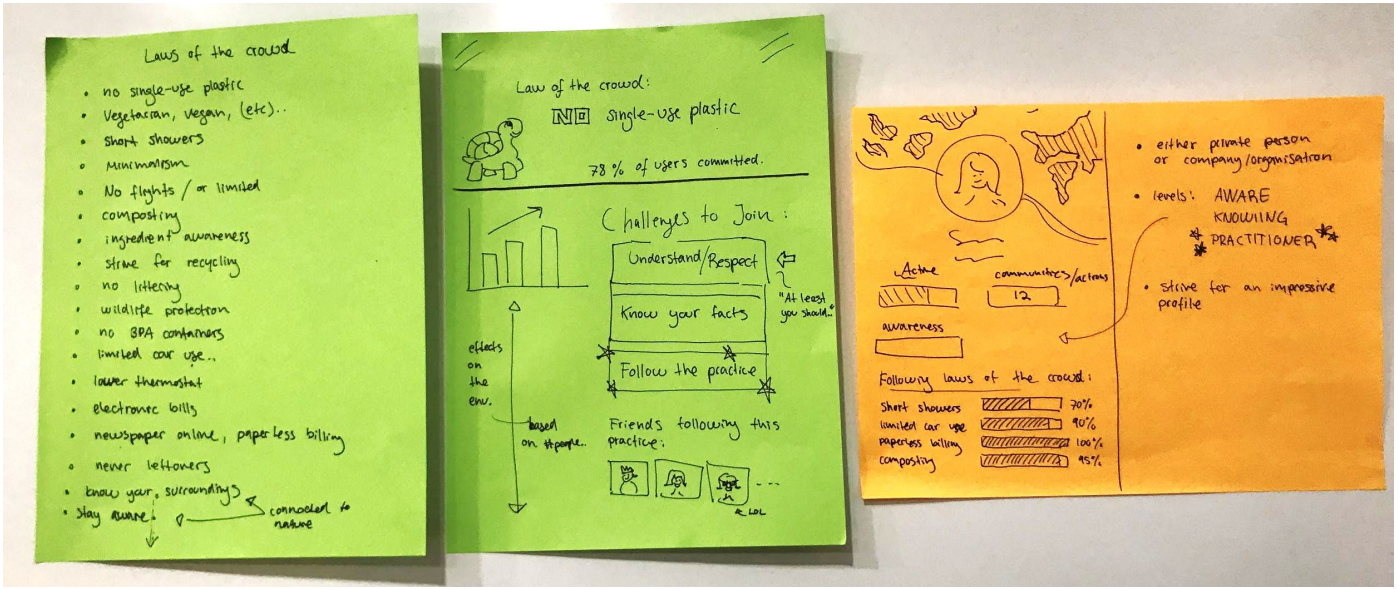
Value Proposition:

Let your virtual planet reflect your real life habits and knowledge, while receiving rewards for personal growth.

Sketches


Virtual Representation
MOTIVATION
COLLAB
Tracker Journal/ Reflection
GAME
FIND MORE
CHANGES TO LIFESTYLE
TRACKERS
CHALLENGES
OUTDOOR TIME
OUTDOOR MONTH

Top Designs #1: Collab Ideas



Let the crowd of users incentivize others to follow their commitments

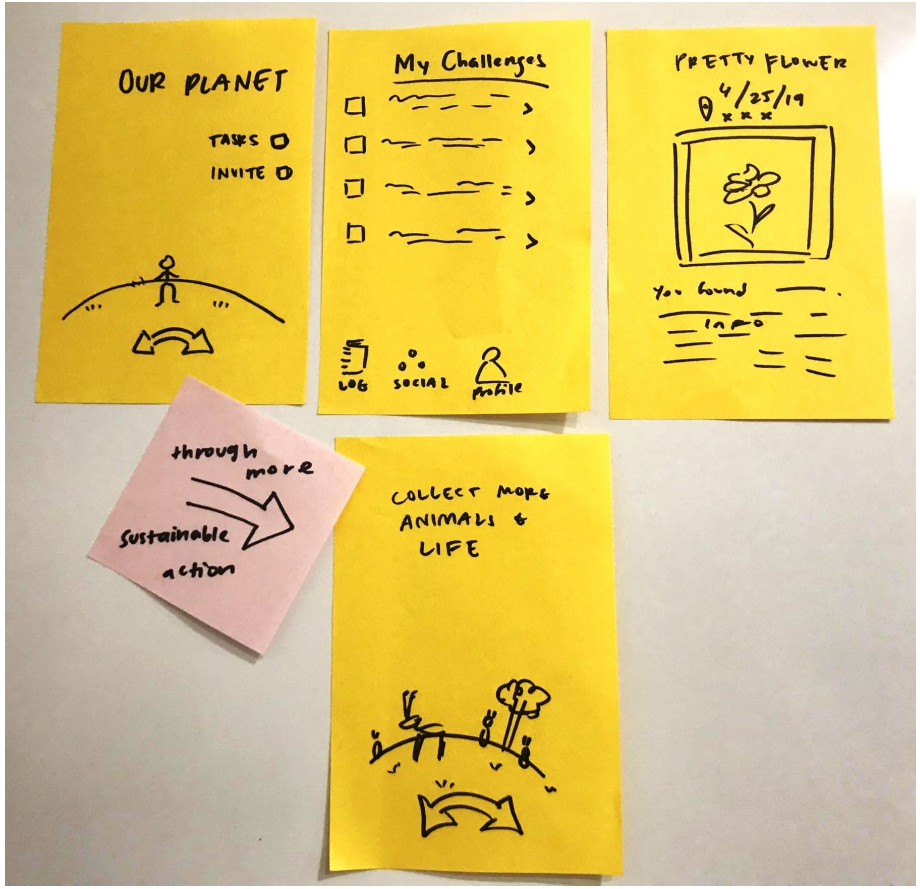
#1: Collab Ideas

- Stats may feel penalizing
- Public stats may feel embarrassing
- Recording actions very often is a big ask

- Allows diverse interests
- Scalable
- Incentive to work harder due to public stats

Top Designs #2: Tracker Journal

- Complete challenges
- Option to reflect and receive rewards for your virtual planet



#2: Tracker Journal

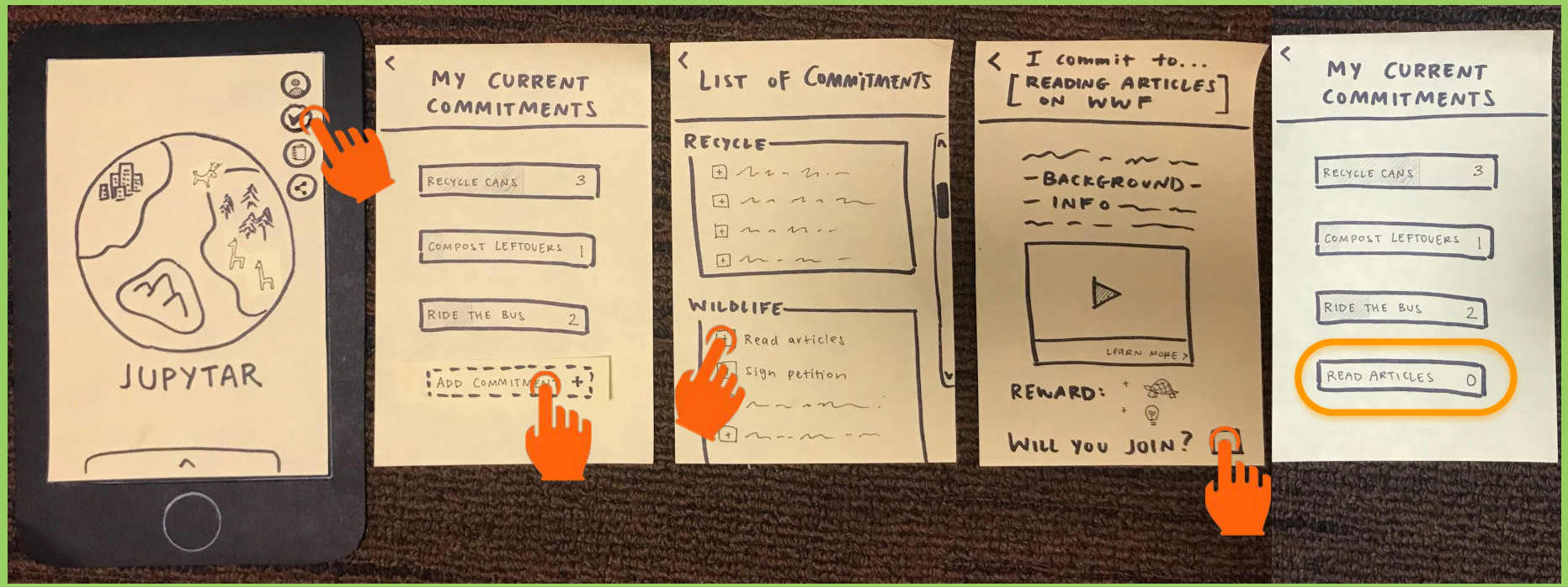
- Small audience that enjoys journaling
- Personal use → less social/global impact
- Risk of feeling childish

- Visual elements → fun
- Motivated to show off your planet to others
- Ability to save memories of an eco-challenge

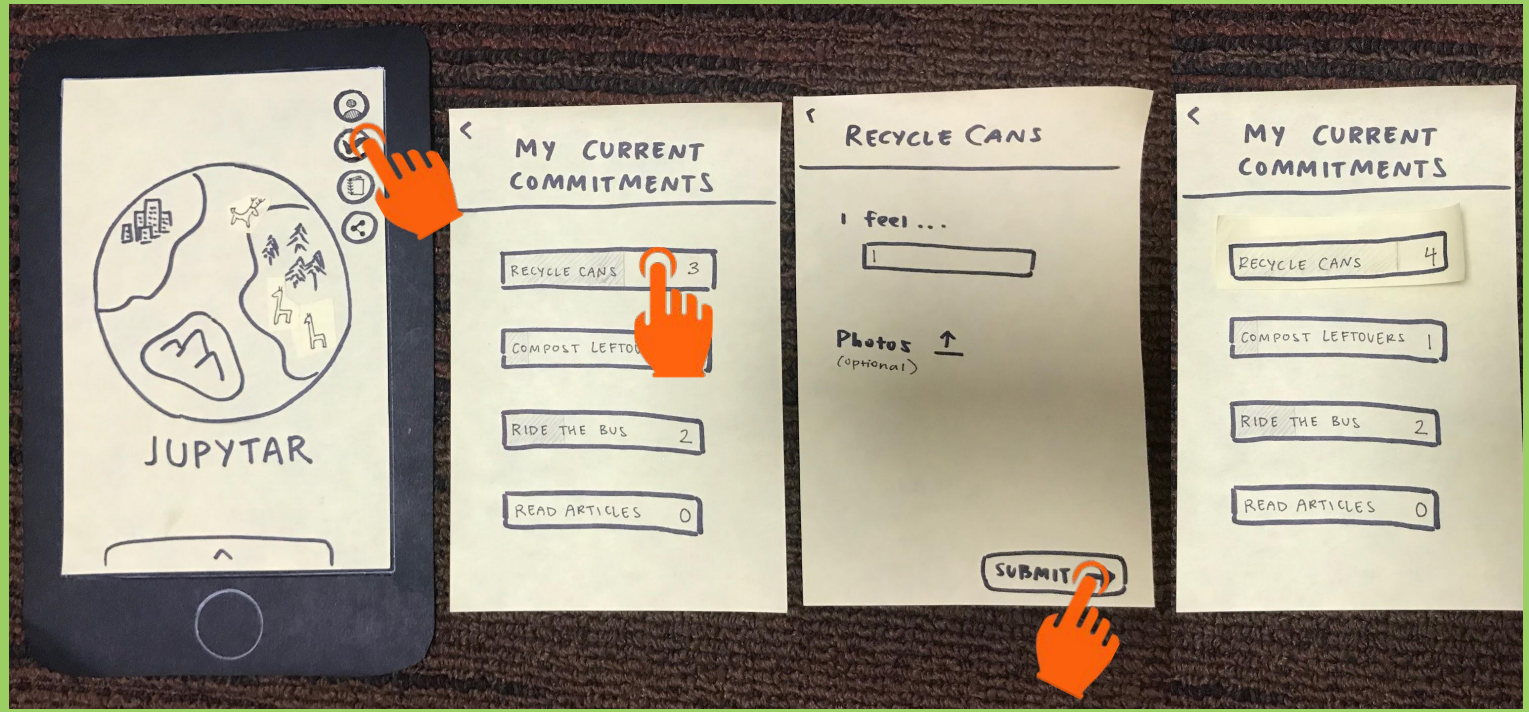
Best components of the Top 2 ideas

- The virtual planet and its elements
- Global stats and public profiles
- Challenges and rewards
- Not demanding daily logging of a singular task continuously

Simple Task:
Make a New Commitment



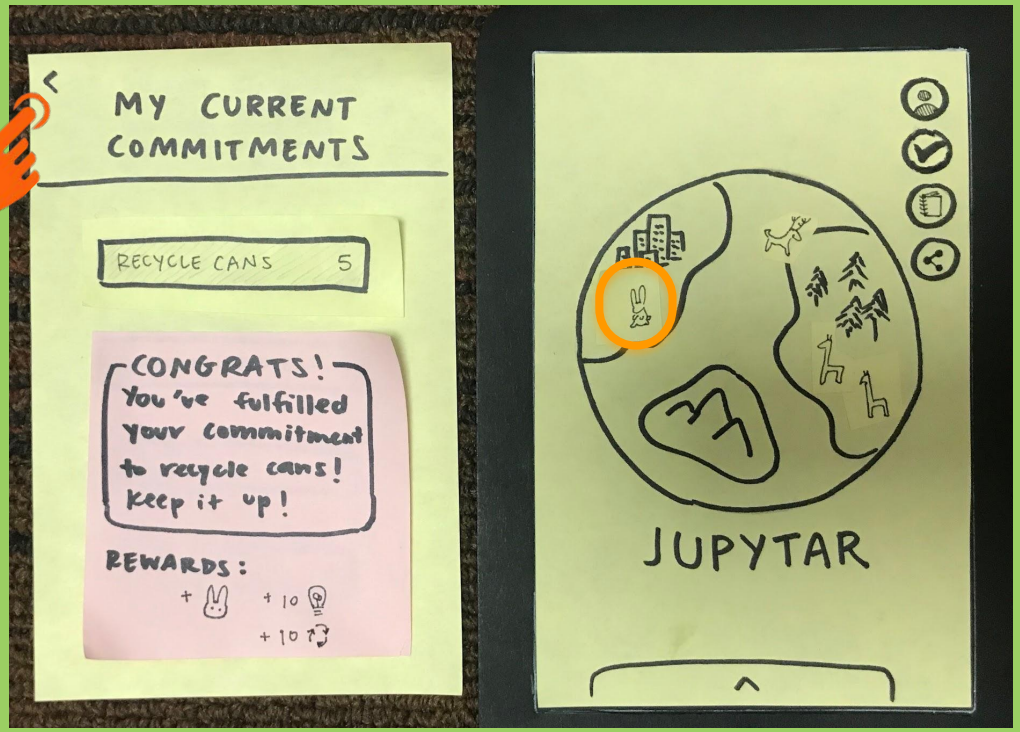
Moderate Task:
Log and Notice Progress on your Commitment



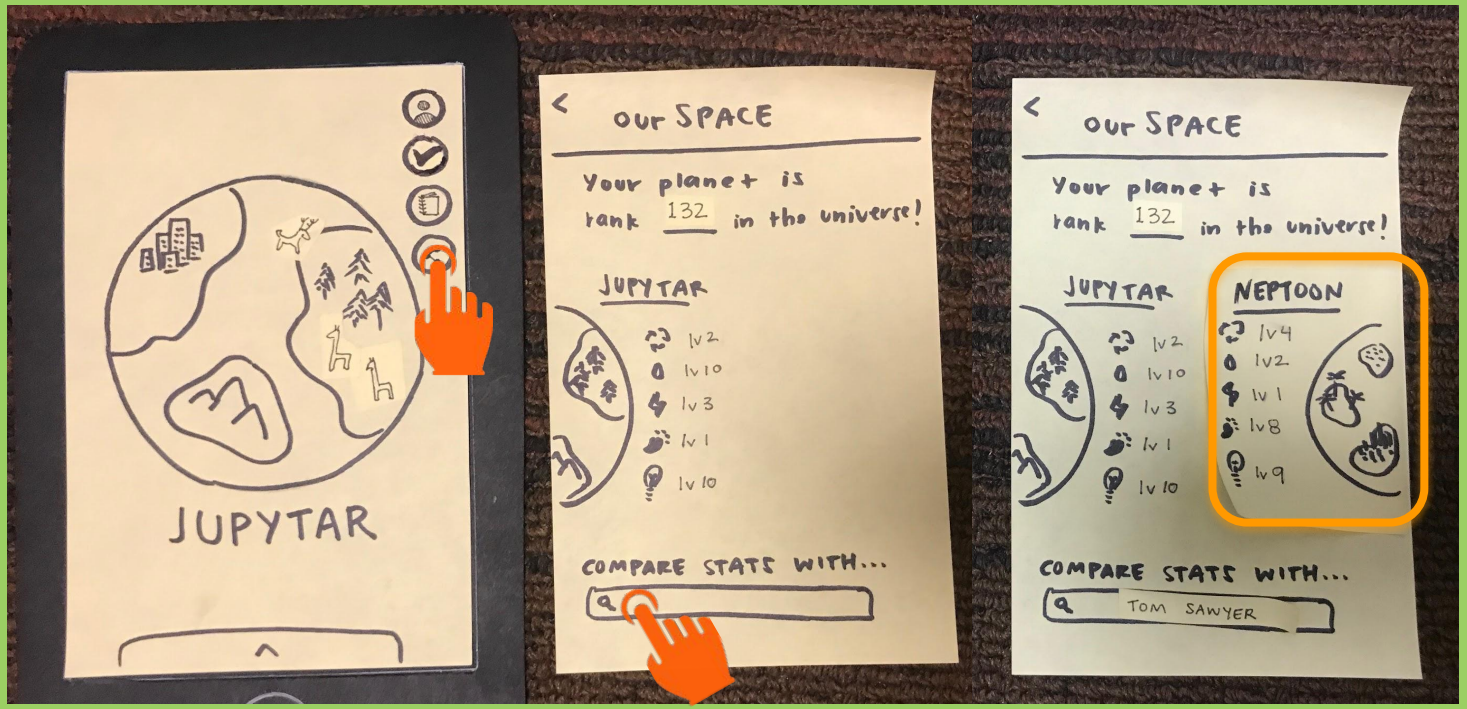
RECYCLE CANS task increases from '3' to '4'

Moderate Task:
Log and Notice Progress on your Commitment

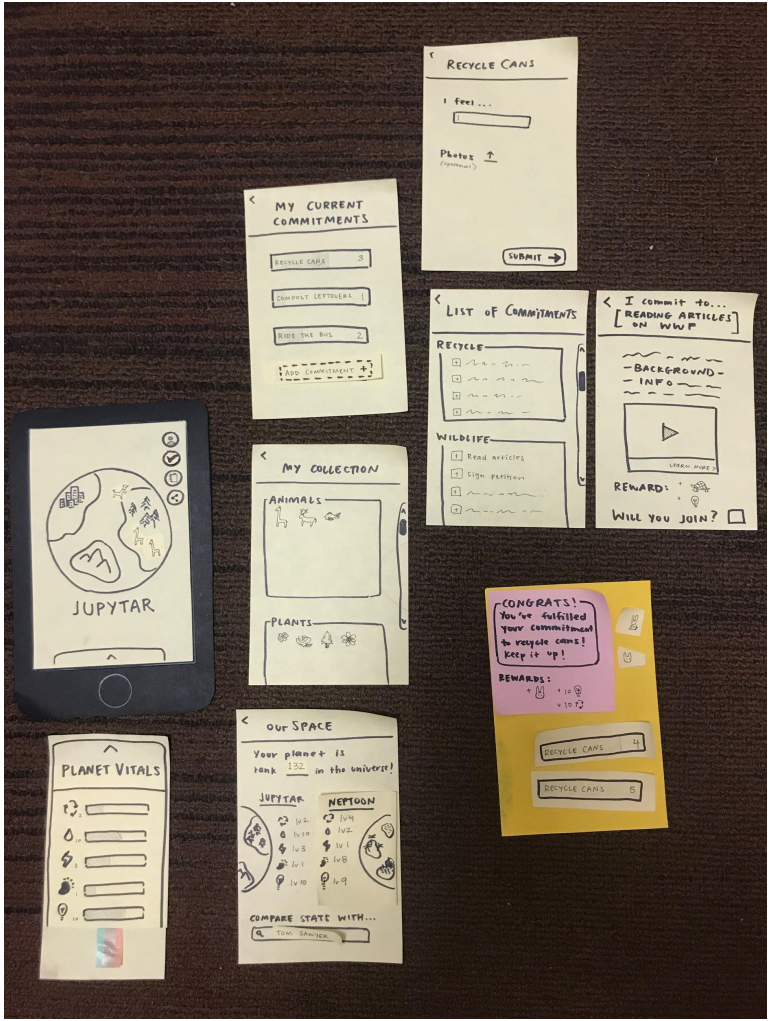
- Alternative result if increasing from ‘4’ to ‘5’
- Pop up with rewards appears



Complex Task:
Compare your planet's progress with others



All Screens


RECYCLE CANS
I feel...
Photos
SUBMIT
MY CURRENT COMMITMENTS
RECYCLE CANS 3
COMPOST LEFTOVERS 1
RIDE THE BUS 2
ADD COMMITMENT
LIST OF COMMITMENTS
RECYCLE
WILDLIFE
Read articles
Sign petition
I commit to... [READING ARTICLES ON WWF]
BACKGROUND INFO
LEARN MORE
REWARD:
WILL YOU JOIN?
JUPYTAR
MY COLLECTION
ANIMALS
PLANTS
CONGRATS! You've fulfilled your commitment to recycle cans! Keep it up!
REWARDS:
RECYCLE CANS 4
RECYCLE CANS 5
PLANET VITALS
OUR SPACE
Your planet is rank 152 in the universe!
JUPYTAR
NEPTOON
COMPARE STATS WITH...
TOM SAWYER

Testing Procedure:

Computer

Greeter + Facilitator

Observer

5 Participants

- Stanford Shopping Center
- Target user group: 20s-30s
- 5-8 min session +
  2-3 min Q+A

Testing Results:

- People kept clicking on the planet/animals initially
- Initial confusion by terminology (i.e."commitment")

- Overall positive to concept
- All participants realized what the app was about after finishing first 2 tasks
- Some recognition of button symbols

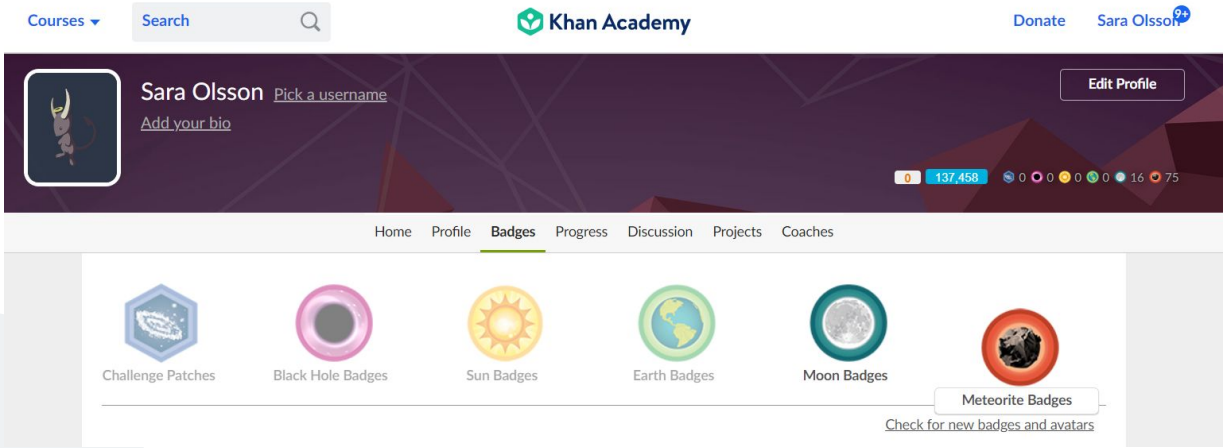
Insights for further development

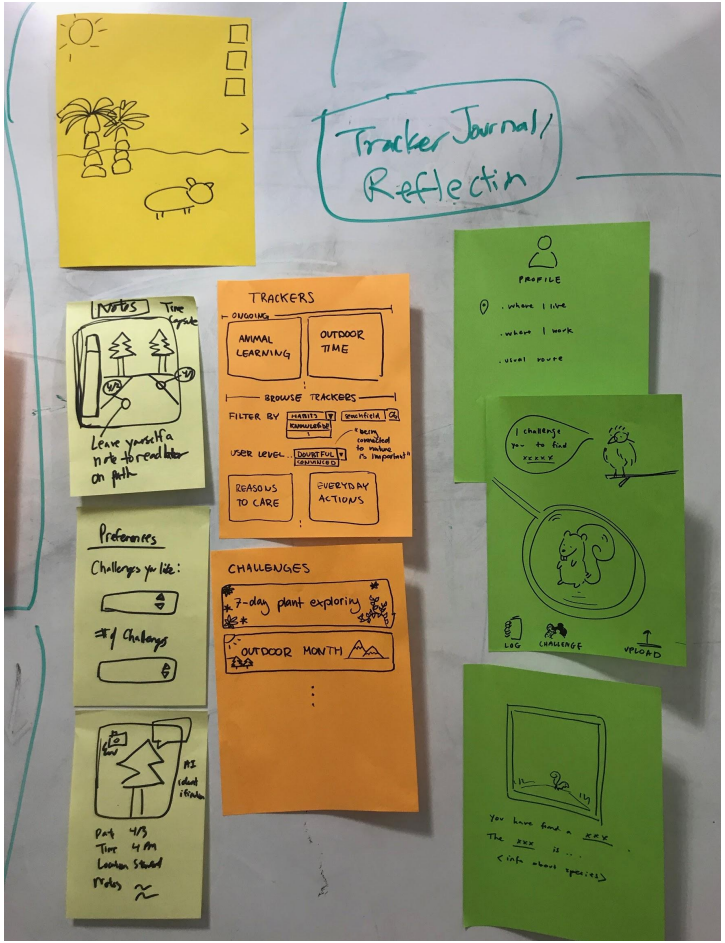
- Redesign so that globe is **clickable** (action items on globe)
- Make the Commitments page easier to access
- Push for **personal benefits** (e.g. fitness, saving money, etc.) - not just water/energy usage

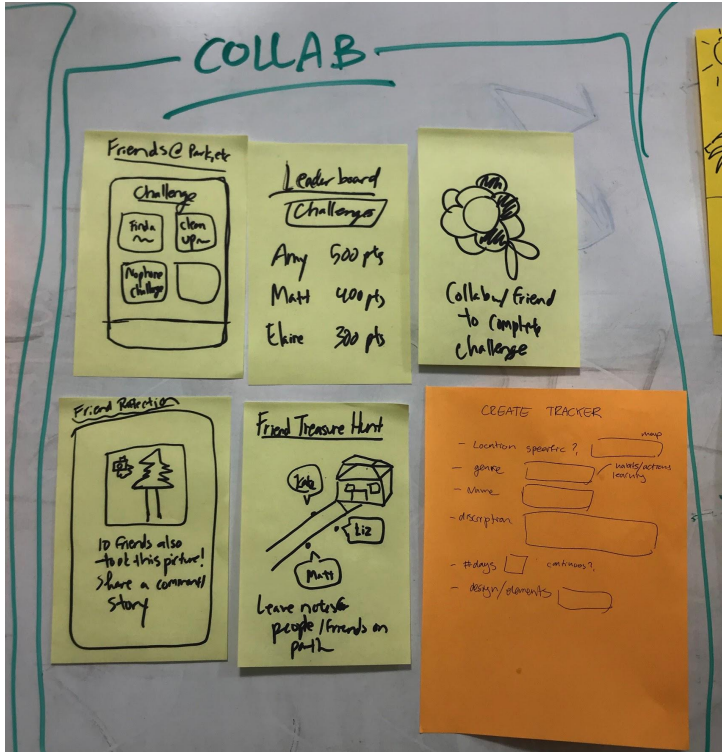
Appendix

Inspiration

- Khan Academy (online learning)
- Forest (App for staying focused)

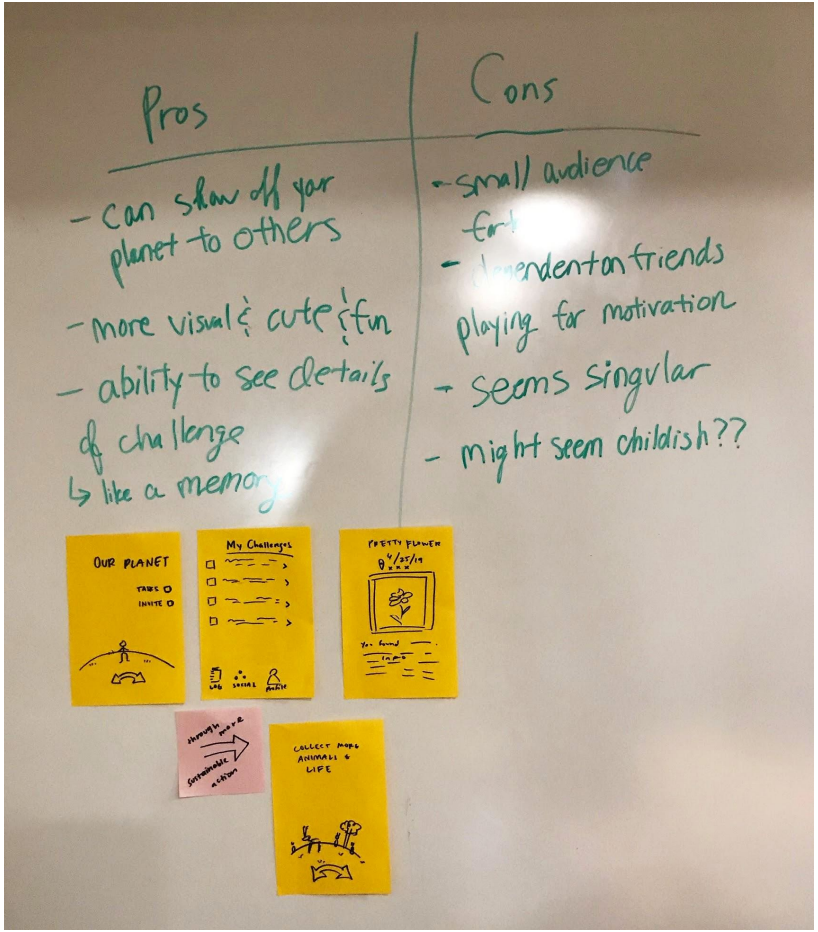


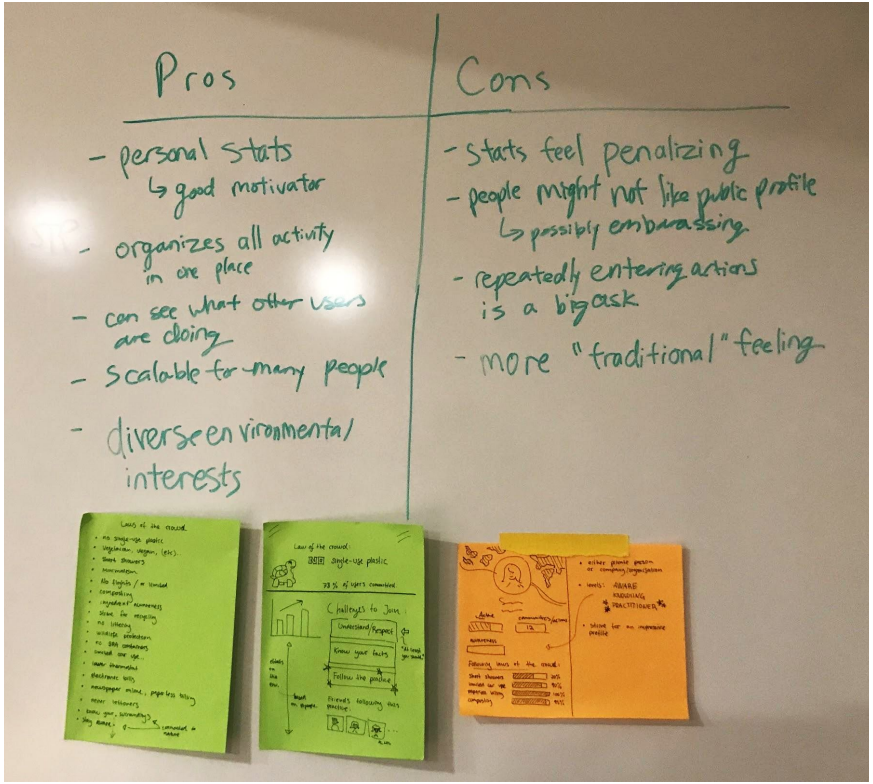




Top 2 Design Ideas

(not fleshed out)

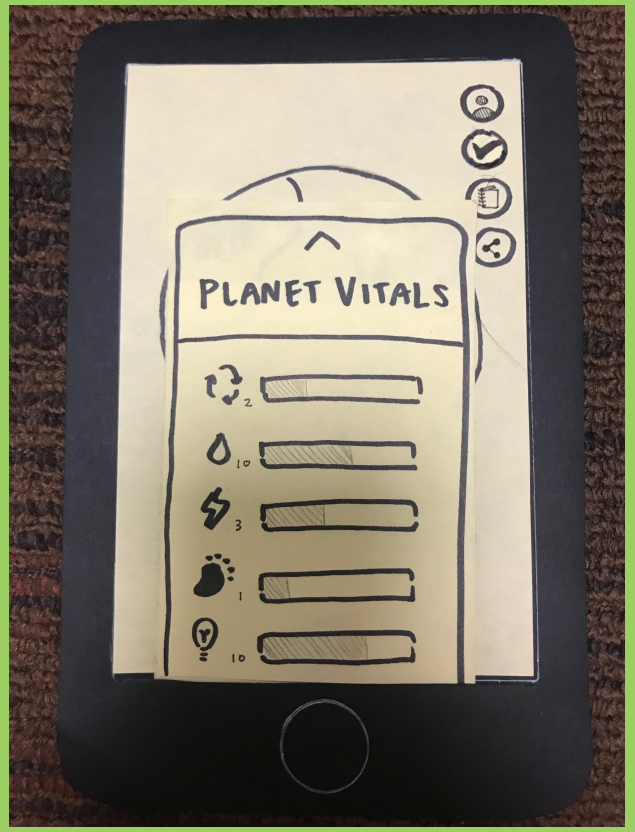




Top 2 Designs

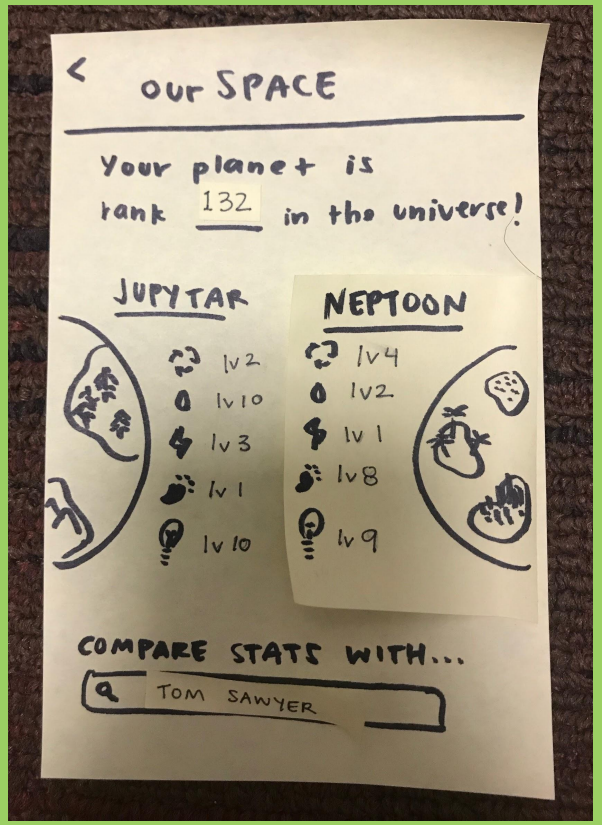
(fleshed out, pros + cons)

Home Screen

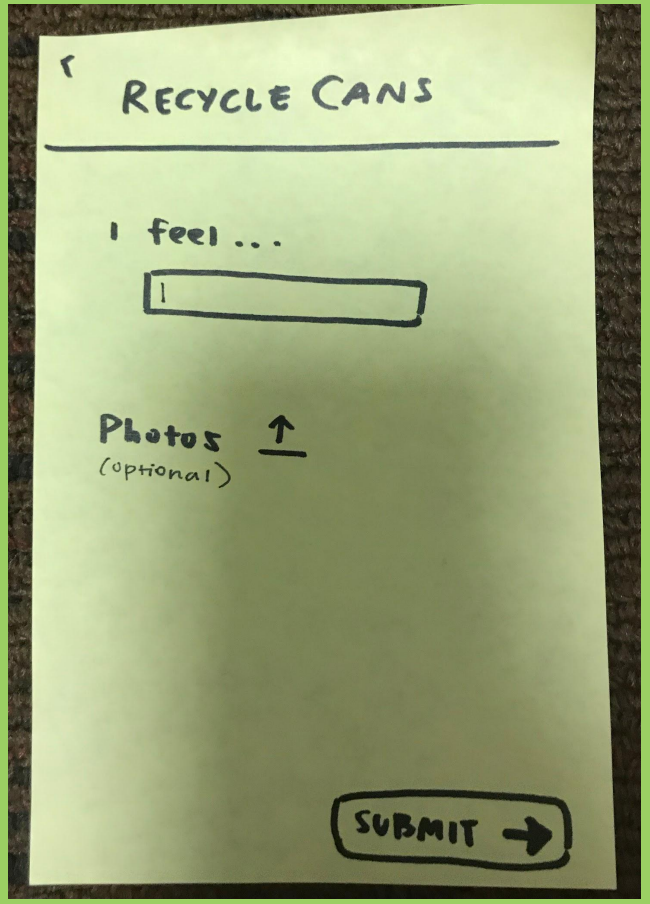


< Collection

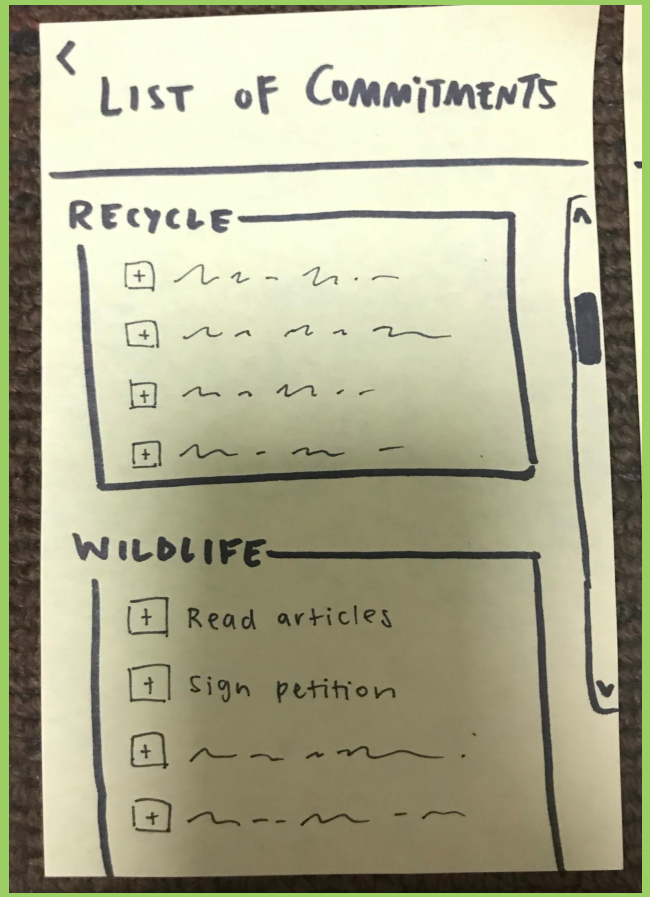
Social >

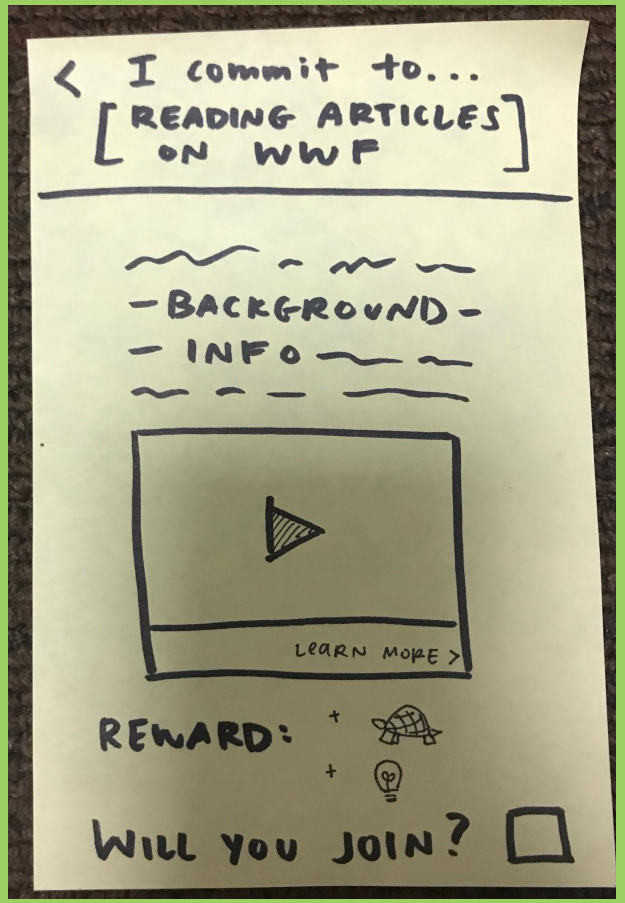


Related to commitments



Related to commitments





Blue = positive
Red = negative

Critical Incidents: Participant 1

Incident	Severity Rating
“What’s a commitment?”	3
Tapped globe immediately	4
Didn’t recognize the share icon	3
“I get it, that’s cute!! [referencing bunny]	0
Looked overwhelmed by commitment list	2
“I like that it’s motivational like a fitness app”	0
Clicked play video before joining challenge	0
Uploaded photo (even though it’s optional)	0
“What does rewards mean?”	1

Blue = positive
Red = negative

Critical Incidents: Participant 2

Incident	Severity Rating
Tapped globe immediately	4
“ The “!” button looks like a warning signal”	3
Clicked on other buttons before ! button	3
Stuck in Planet Vitals list	3
Clicks on all icons in planet vitals list	3
Difficulty picking a commitment to add	3
Clicked play video before joining challenge	0
Didn’t want to join challenge in general	2
Actually compared stats with other player	0

Blue = positive
Red = negative

Critical Incidents: Participant 3

Incident	Severity Rating
Tapped globe immediately	4
Didn't recognize the share icon	3
Tried tapping turtle icon on rewards section	2
"Planet vital icons were really confusing"	3
Clicked play video before joining challenge	0
Actually compared stats with other player	0
Really fast overall completing tasks	0
"I would move the 3 buttons to under the planet"	1

Blue = positive
Red = negative

Critical Incidents: Participant 4

Incident	Severity Rating
Tapped globe immediately	4
“ The “!” button looks like an alarm”	3
“I collected a bunny!”	0
Tried to move animals around	2
Uploaded photo (even though it’s optional)	0
Actually compared stats with other player	0
“ I didn’t realize animals were rewards at first”	1
Thought planet vitals was the first thing he should’ve swiped on	2

Blue = positive
Red = negative

Critical Incidents: Participant 5

Incident	Severity Rating
Tapped globe immediately	4
“I think a hamburger menu would be better”	2
Uploaded photo (even though it’s optional)	0
Clicked play video before joining challenge	0
“I thought this book icon would be my log”	3
“Is a reward an icon I get?”	1
Exited commitment screen to try to log a commitment	3
Recognized share button	0

26 yo

Consent Form

The Team mömo application is being produced as part of the coursework for Computer Science course CS 377E at Stanford University. Participants in experimental evaluation of the application provide data that is used to evaluate and modify the interface of Team mömo. Data will be collected by interview, observation and questionnaire.

Participation in this experiment is voluntary. Participants may withdraw themselves and their data at any time without fear of consequences. Concerns about the experiment may be discussed with the researchers Chloe Thai, Julea Chin, Cathy Wang, Sara Olsson, or with Professor James Landay, the instructor of CS 377E:

James A. Landay
CS Department
Stanford University
650-498-8215
landay at cs.stanford.edu

Participant anonymity will be provided by the separate storage of names from data. Data will only be identified by participant number. No identifying information about the participants will be available to anyone except the student researchers and their supervisors/teaching staff.

I hereby acknowledge that I have been given an opportunity to ask questions about the nature of the experiment and my participation in it. I give my consent to have data collected on my behavior and opinions in relation to the Team mömo experiment. I also give permission for images/video of me using the application to be used in presentations or publications as long as I am not personally identifiable in the images/video. I understand I may withdraw my permission at any time

Name Nirae Duff
Participant Number 1 650 922 6248
Date 4/29/19
Signature
Witness name Chloe Thai
Witness signature Chloe Thai

~35 y.o

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Name Kalila Owin
Participant Number 2
Date 4/29
Signature
Witness name Chloe Thai
Witness signature Chloe Thai

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Name Alec Pretch
Participant Number 3
Date 4/29
Signature
Witness name Chloe Thai
Witness signature Chloe Thai

29 y.o

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Name _____

Participant Number 4

Date 4/29/19

Signature _____

Witness name Chloe Thai

Witness signature Chloe Thai

22 y.o

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Name Adam Braitz

Participant Number 5

Date 4/29/19

Signature Adam Braitz

Witness name Chloe Thai

Witness signature Chloe Thai