



This



Value Proposition

For people who are struggling to get rid of addictions and bad habits
who need a way replace those behaviors with positive ones

F*** This,

provides an app that proposes good habits the user is interested in, a way of tracking their progress and the ability to share with their accountability partners

Unlike current apps that just track progress or create a community without helping people find customized new and beneficial habits



Problem Solution Overview

Problem

People have long lists of bad habits and accute problems areas around addictions that they can't get rid of. Current methods are unsatisfactory for dealing with these

Solution

App that helps people:

- Identify their bad habits
- Select activities they enjoy and can establish as good habits to replace the bad ones
- Keep track of their progress and share it with accountability partners.



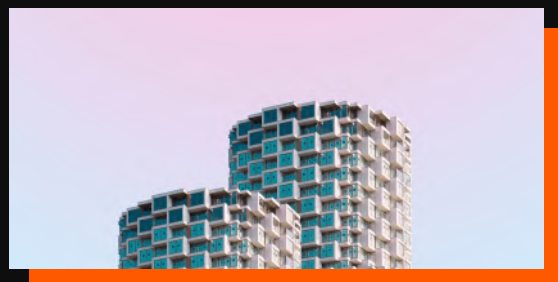
1 — Concept Sketches



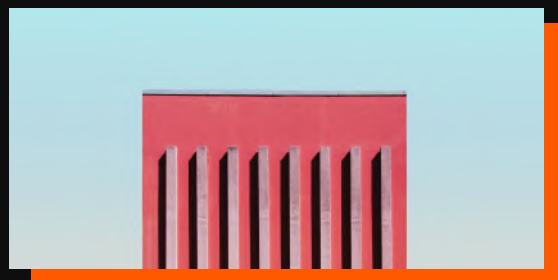
2 — Realisations and Interface



3 — Low-Fi



4 — Testing



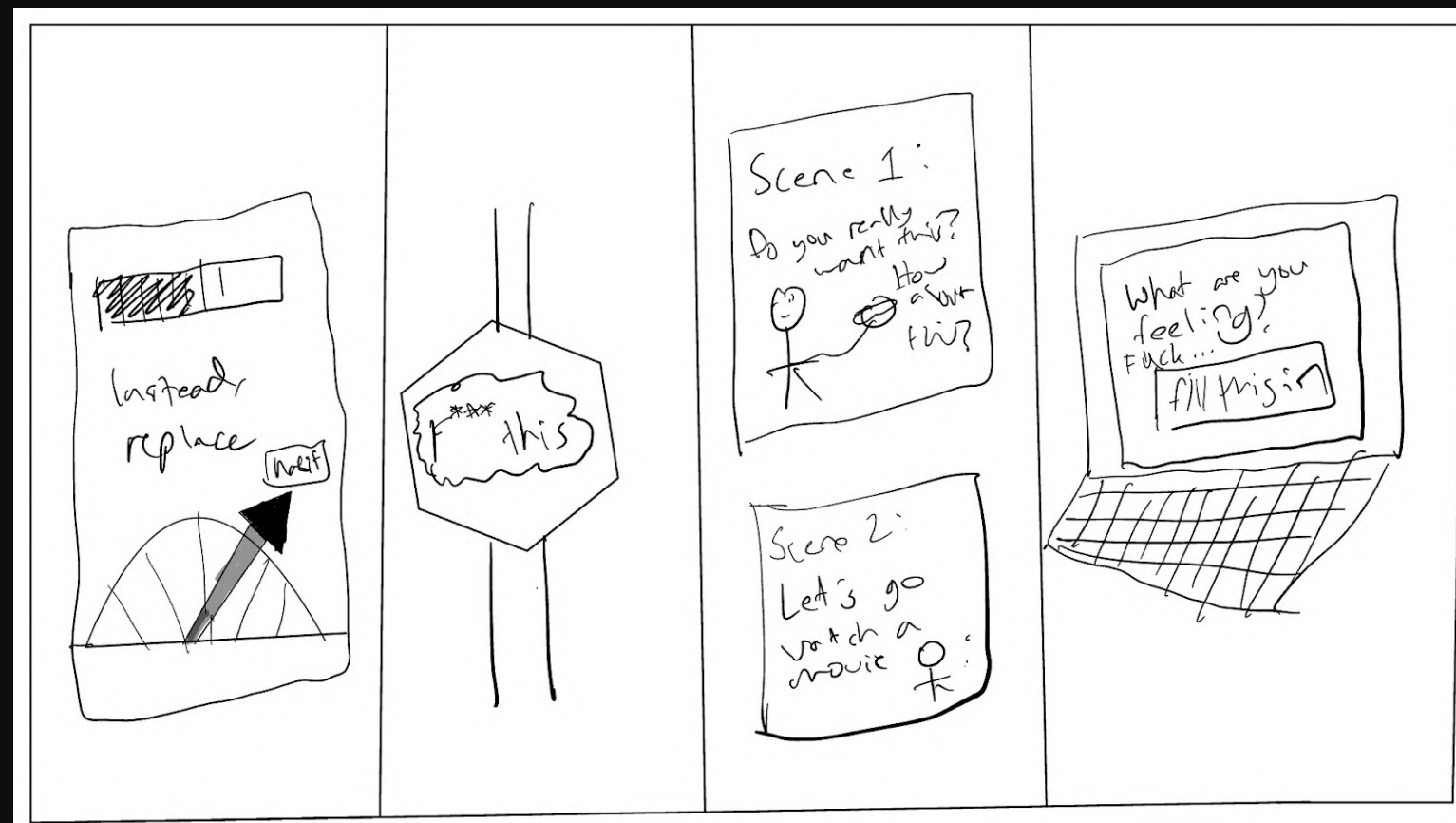
5 — Results and Insights



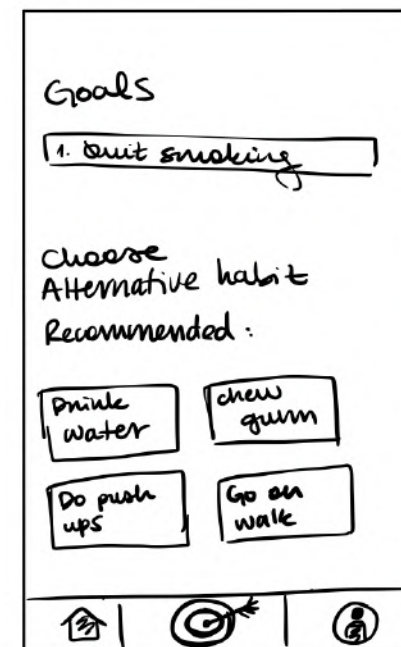
1 — Concept Sketches



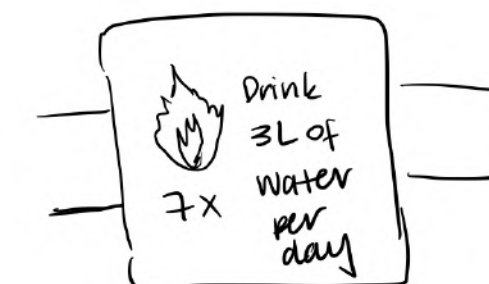
Concept Sketches



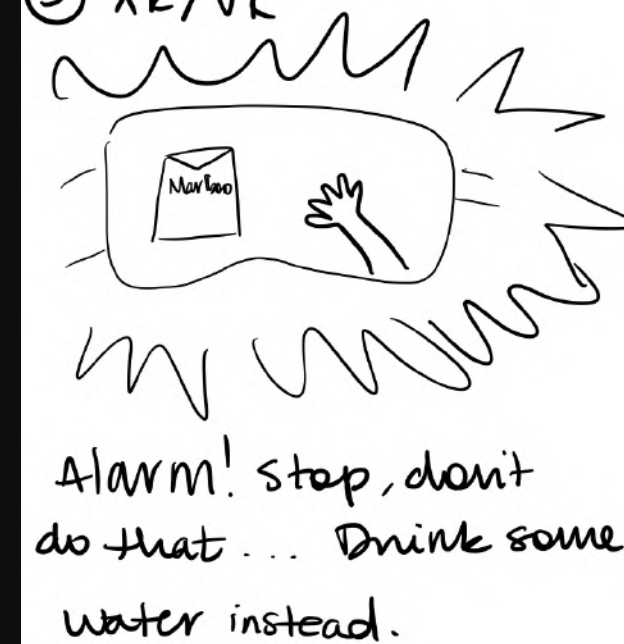
① App



② wearable



③ XR/VR



④ speaking



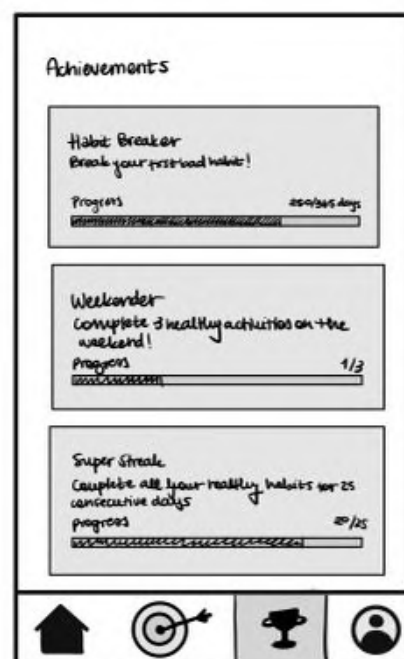
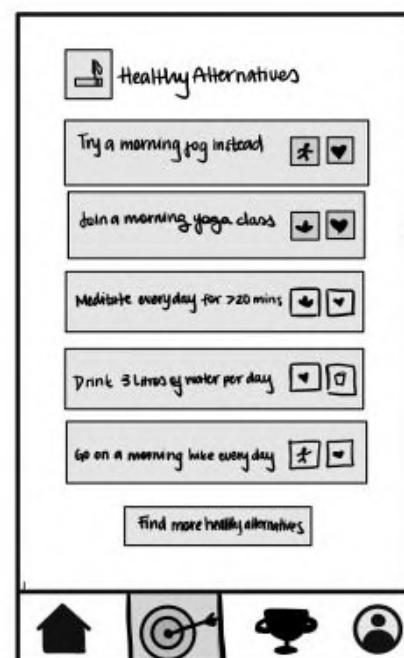
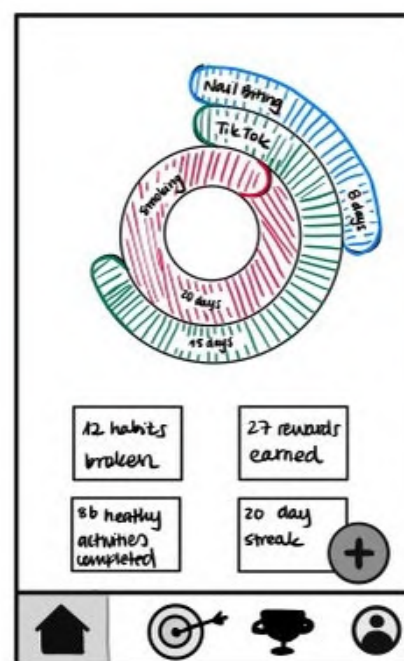


2 — Realisations and Interface



Realization 1

Mobile App - CHOSEN



Advantages:

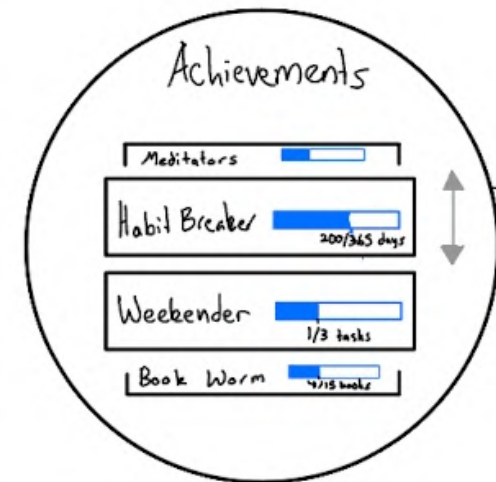
- Highly interactive interface
- very accessible with touch, sound, speech and visual input and output
- Almost everyone has one!

Disadvantages:

- less potential to integrate more powerful AI systems
- busier interface with more apps and features to navigate through



Realization 2 Wearable

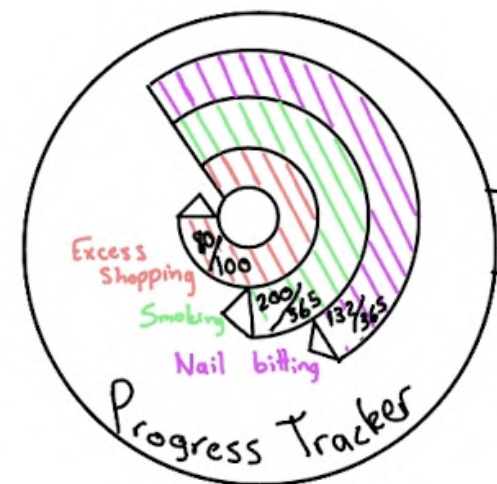
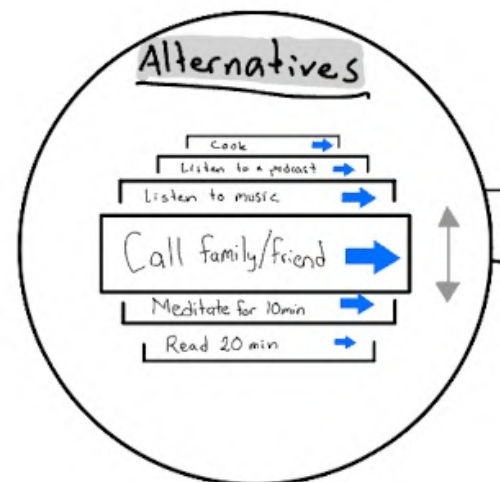
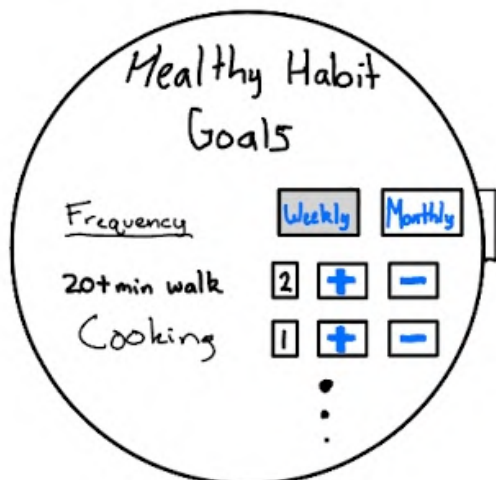


Advantages:

- immediately available on your wrist
- more data input: track motion, heart rate and movement easier

Disadvantages:

- not as big of dimensions to scroll, and view all the activities
- not everyone has one
- less potential to integrate more complex processing and APIs





3 — Low-Fi

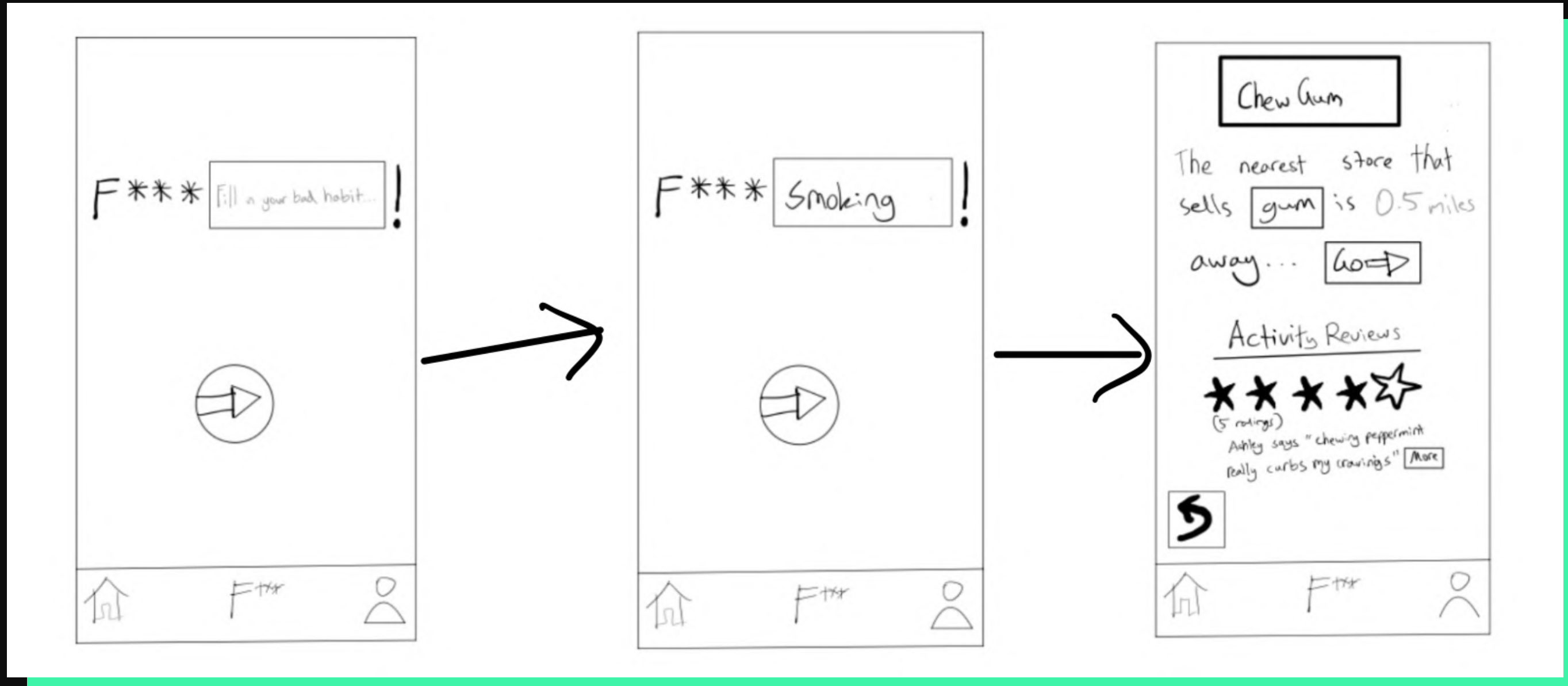


Low-Fi Prototype - Simple Task

This flow showcases the simple task of the user inputting a bad habit they are feeling the urge to cave to. When they fill in the box, the app returns alternative activities based on research/expert opinions, and then a personalized option based on their data and history. There is also an option to view other users' reviews of the alternative tasks.



Low-Fi Prototype - Simple Task



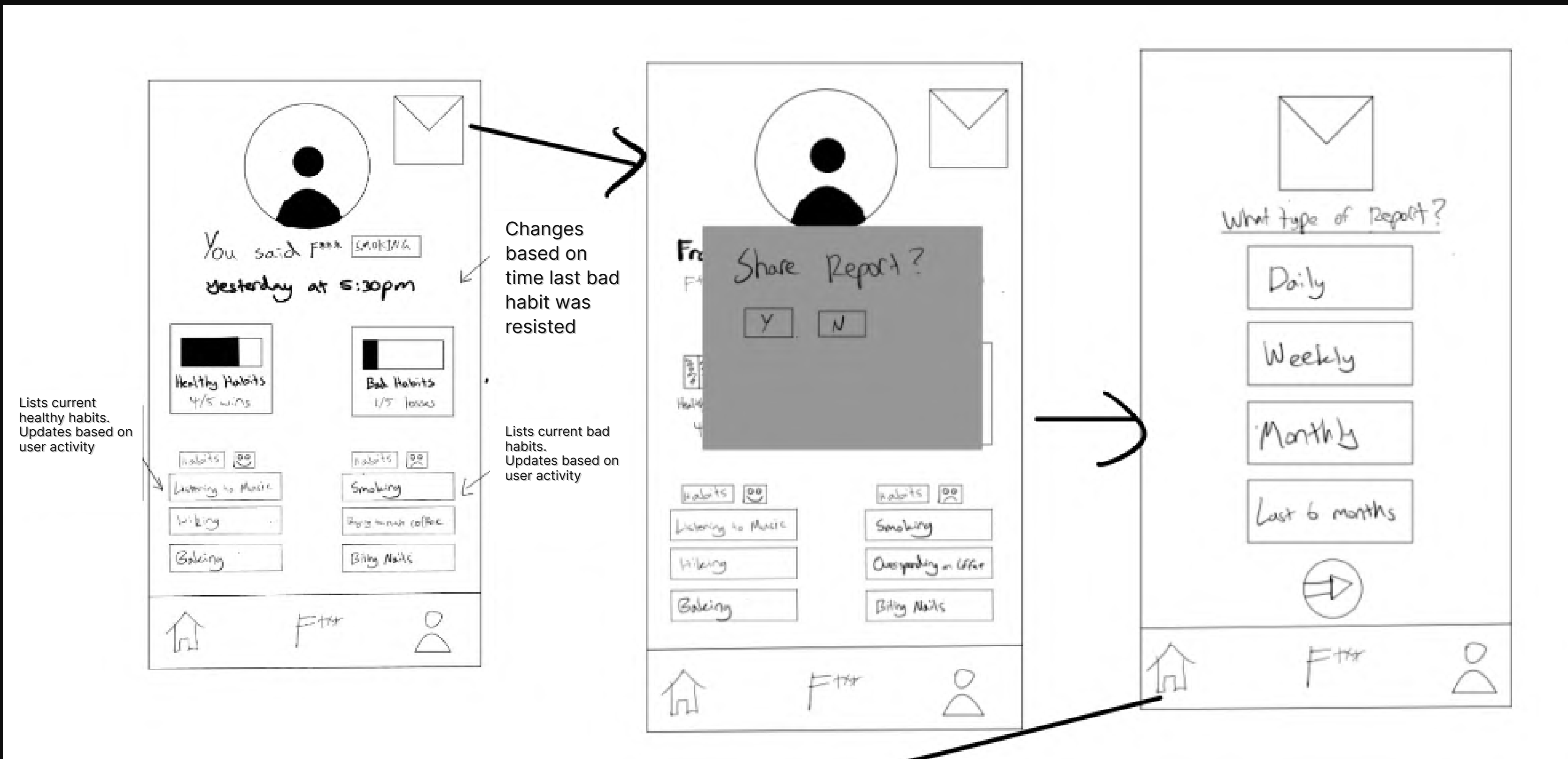


Low-Fi Prototype - Medium Task

This flow showcases the medium task of the user choosing to send out a customized report to a community of their choosing. They can choose the platform as well as the specificity of the report.

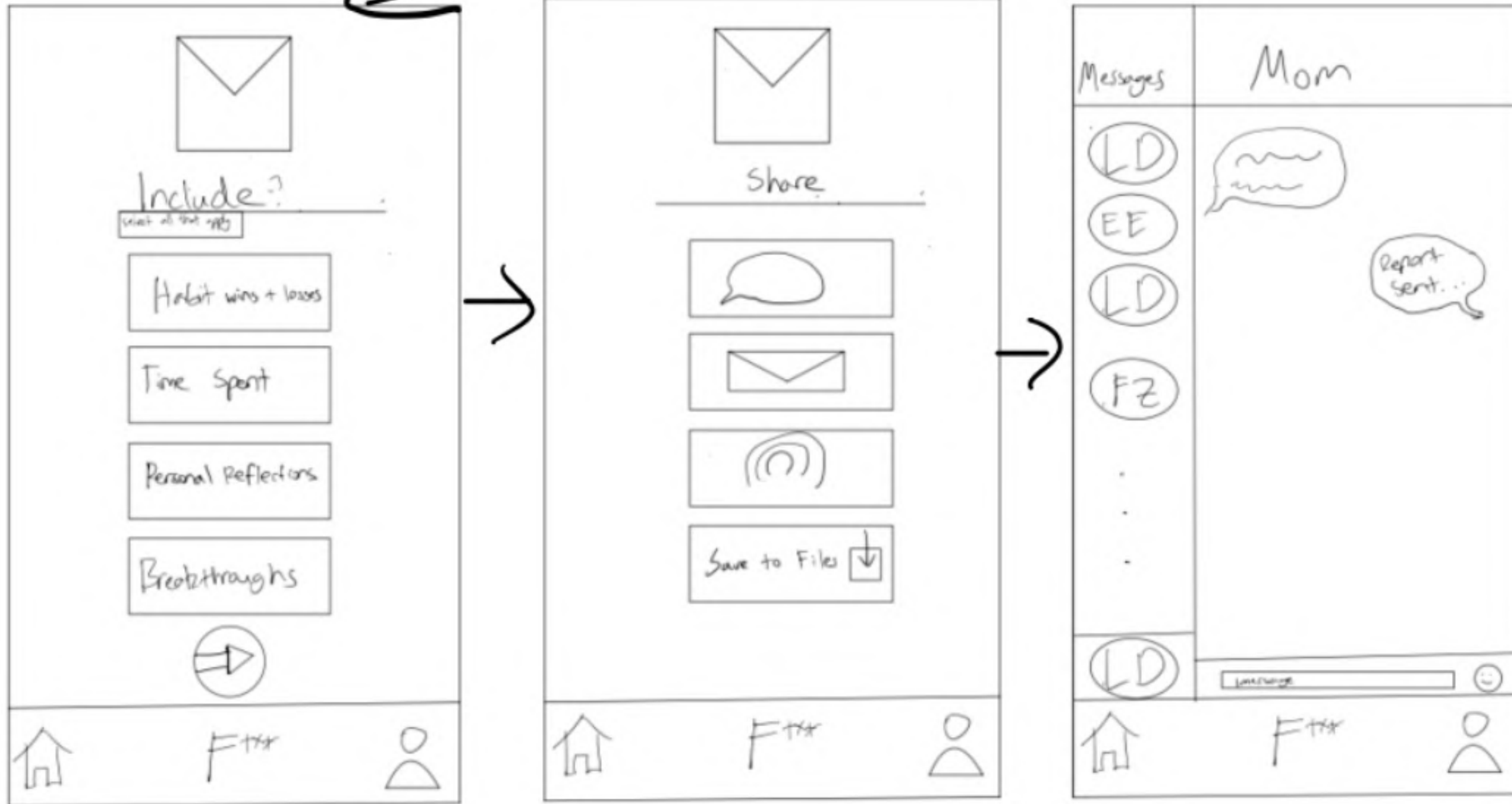


Low-Fi Prototype - Medium Task - Part 1





Low-Fi Prototype - Medium Task - Part 2



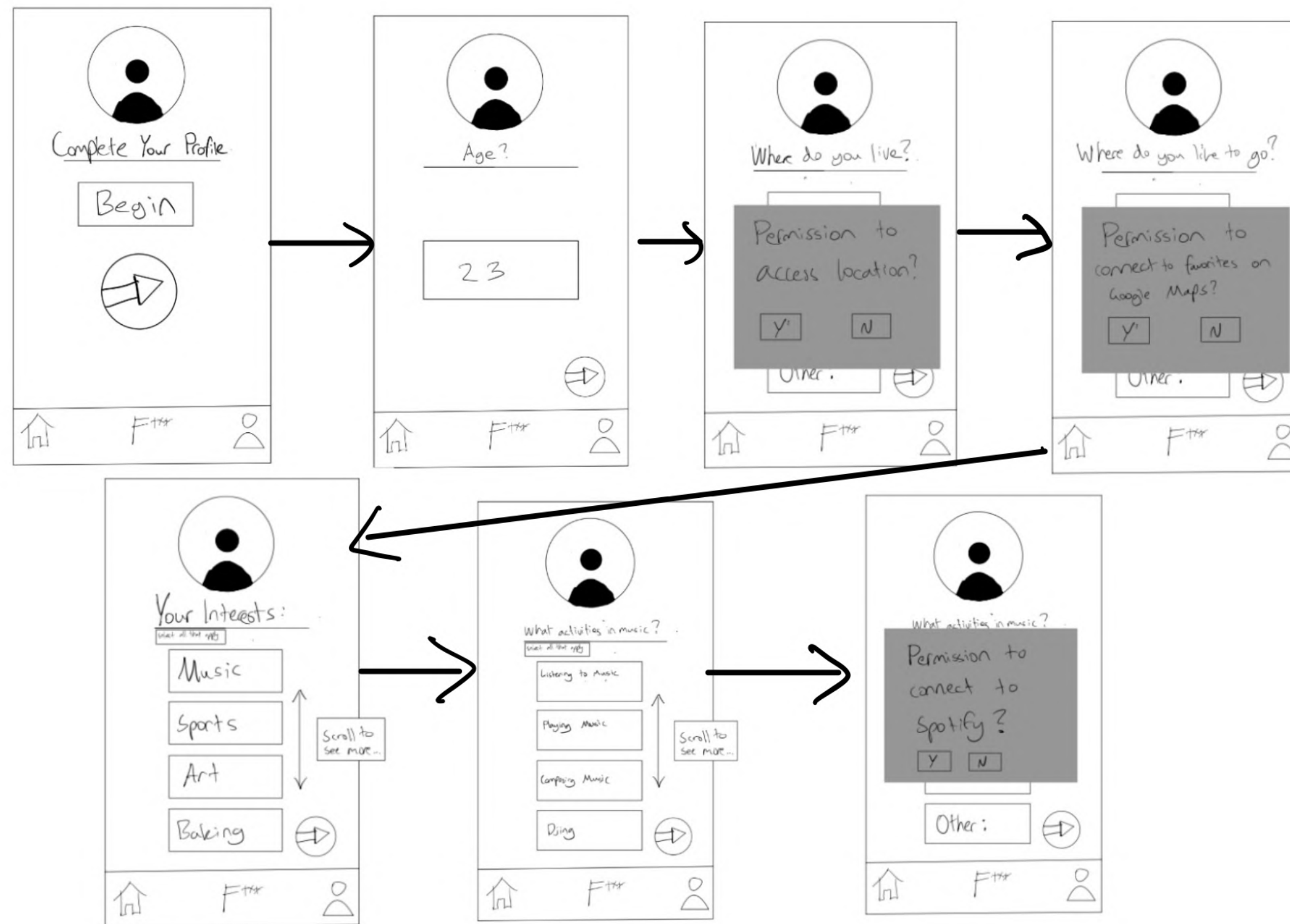


Low-Fi Prototype - Complex Task

This flow showcases the complex task of the user inputting their data and building a personalized profile, that the app can then use as a reference to generate alternative activities. The app capitalizes on connecting to and collecting the data from other apps on the user's phone to build even more of a profile.



Low-Fi Prototype - Complex Task





4 — Testing



Testing Methodology

- **Participants:**

- Found participants who claimed to have an addiction/bad habit and an intention to quit.
- Sought participants with different types of addictions/bad habits, different genders, and age ranges

- **Environment:**

- Different campus locations, off campus coffee shops

- **Procedure:**

- Informed them about the class and project background.
- Created a script, where each task was explained one at a time, and participants were asked to complete them without further clarification. This process was repeated for each subsequent task.
- Encouraged participants to attempt solving their queries independently before providing them with assistance, answering their questions only after encouraging them to try first.
- Requested users to share their thoughts on which functions they found intuitive and which ones they didn't.

- **Member Roles:**

- Greeter: Lucy
- Tester: Francesca & Tomás (alternated)
- Note-taker: Francesca & Tomás (alternated)

Usability Goals and Metrics

1. Understandability:

a. Process Data:

- i. Number and tone of questions/comments on each screen
- ii. Time to value: How long it takes user to have the aha moment where they realize value of app

b. Bottom-line Data:

- i. How often app is used when feeling the sensation to do bad habit (can be seen as DAU/WAU)
- ii. Satisfaction (NPS)

2. Efficiency:

a. Process Data:

- i. Steps to task completion
- ii. Task completion rate per session
- iii. How many bad habits a user gets rid of in a week, month, year

b. Bottom-line Data:

- i. Time spend onboarding
- ii. Time spend deciding on replacement activity
- iii. Number of errors while navigating through habits and replacement activities and logging them



Key Metrics

1. Understandability:

a. Process Data:

- i. Number and tone of questions/comments on each screen

2. Efficiency:

a. Bottom-line Data:

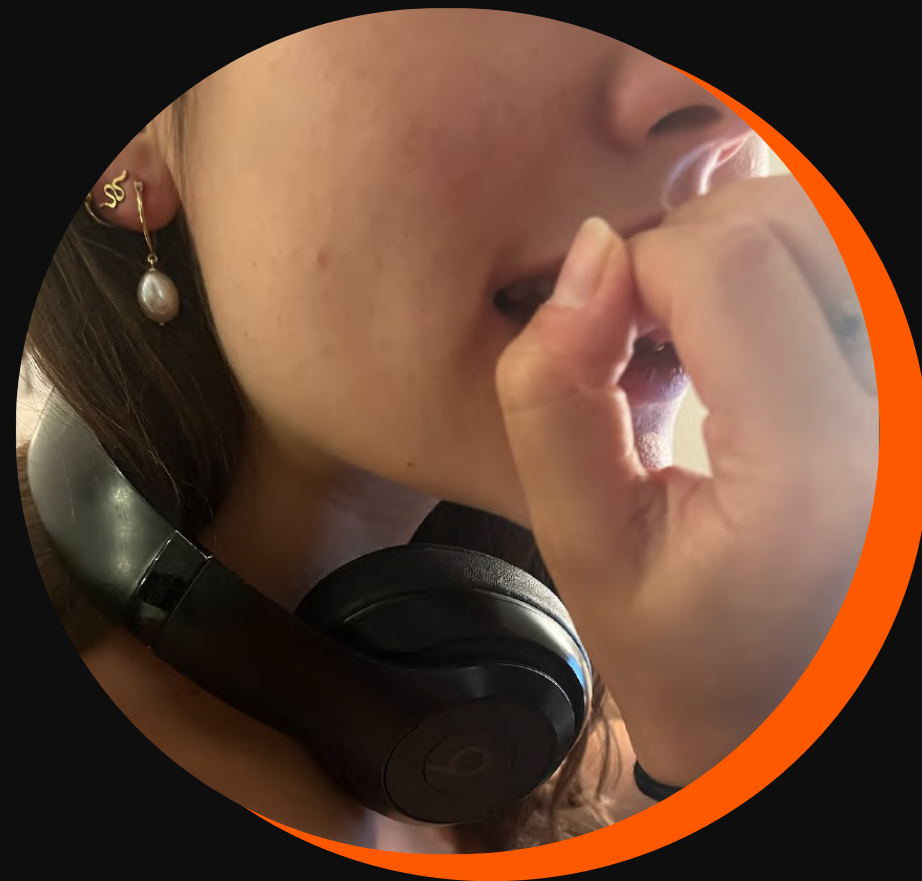
- i. Time spent onboarding
- ii. Number of errors while navigating through habits and replacement activities and logging them

Participants



Ben Parr

The Venture Capitalist



Anonymous

The Nail Biter



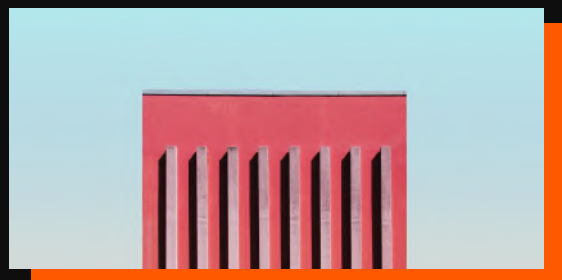
Paul (& Brett)

The best friends of the
fire department



Anonymous

The Chainvaper



5 — Results and Insights



Testing Results

Process Data

- 2 participants reported they would have liked more suggestions on alternative habits
- 3 participants said it was unclear how to change preferences after initial set-up
- 2 participant thought that it was odd and unclear why the app asked to track location and favorite places on google maps



Testing Results

Bottom-Line Data

- Half of the participants said that they think this app would help them overcome their addiction
- We measured an average of **3 mis-clicks** per trial, where the user clicked a different button to the one we had intended for them to click to perform a specific task
- Took an average of **44 seconds** for users to get onboarded to the app



Implications and Design Changes

User Interface and Navigation:

- Users seemed to have difficulties with the app's navigation, particularly the use of a "begin" button and arrow. Make the navigation more intuitive and user-friendly. Simplify and remove clutter for the onboarding page.
- Relocate logo from footer navigation bar, as users pointed out it makes it seem as if the button had functionality

Privacy Concerns:

- Some users expressed concerns about the app requesting location access. Address these concerns by explaining the purpose of location data and ensuring it's only collected if essential for the app's functionality.

Language and Emotional Impact:

- Review the app's text and ensure it conveys a positive and motivating tone that isn't discouraging. Remove the term "losses" for bad habits.



Implications and Design Changes Cont.

Branding and Logo Placement:

- Reevaluate the logo placement for better visibility and branding consistency

Transparency in Permissions:

- Ensure that permission requests are clear and user-friendly.

Disability-Related Comments:

- Exploring how the app can be inclusive and supportive of users with different needs and backgrounds: "We can't change you, but we can make you aware of who you are"

Onboarding and Habit Selection:

- Make the questionnaire more extensive, and more specific. Explain the reasoning behind the personal questions.



Further Testing Needs

Need for Testing Complex Interactions:

- Due to the nature of a low-fi product, we weren't able to test more intricate navigation paths, multi-step processes, or conditional logic that we hope for the final product to have.

Need for Testing Visual Design and Aesthetics:

- Though we got feedback on the need for a more modern and simple design, we were unable to test potential color schemes, or more extensive aesthetics in this round of testing.



Appendix



Ben Parr - Venture Capitalist

Log of Critical Incidents

- He pointed out we didn't ask the user to input their **name**
 - "You never asked me to input my name, how do you know what the user's name is when they create a profile?"
- He pointed out the navigation bar had **unnecessary items**:
 - "There's too much stuff in the footer bar, you don't want the logo in the bottom, it makes me think it has some functionality"



Log of Critical Incidents

- Clicked on the Begin icon instead of on the arrow to begin
- Clicked on the F*** logo 2 times, and explained he was trying to get to the home screen
- Tapped on the profile photo to change it as he was setting up his profile

Paul (& Brett) — best friends of the fire department

Log of Critical Incidents

- He pointed out a way to make our app more accessible to people with disabilities
 - "I have Aspergers and my friend Brett here has Autism", "[People with] Wernicke's [autism] always aim at the center of the screen" (This is about the first screen of the app)



Log of Critical Incidents

- He had some interesting ideas:
 - "This is wrong (screen of interests) - I don't like these boxes, this is like from the unix days, I just want a wheel that's spinning in 3D, like a casino"
 - Tried swipping fast on the screen of interests / good habits, attempting to have it spin like a wheel





Anonymous - The Nail Biter

Log of Critical Incidents

- She thought our **language** should be more **positive**:
 - "Don't say losses , use places of improvement. Losses makes me feel sad, like, I've lost".
 - "I don't like the sad face, it just makes me not want to try", "Like this is who I am and I can't get better"



Log of Critical Incidents

- She liked the idea of reports, but thinks that her mom/family wouldn't understand what this is
- She thought it was important to customize who the reports were sent to
- Clicked on the Begin icon instead of on the arrow to begin

Anonymous - The Chain Vaper

Log of Critical Incidents

- He didn't mind connecting to Spotify, but thought that requesting location permissions and favorite locations was unnecessary and odd:
 - "I don't want this random app to have my location", "that's a creepy question", "location is irrelevant to your app"
 - "I think asking for my favorite locations is even weirder than asking for my location"



Log of Critical Incidents

- He thought that the word permission has strong legal connotations and preferred a more casual term
 - "Permission is too legally, you should just ask the user: would you like to connect to Spotify?", "I like that you're being transparent, but if it sounds legal it makes me not want to give you permission"





Link to Lo-Fi Prototype

Pitch

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