

***** This**

A6 Medium-fi

Overview



Problem



Solution



Overview



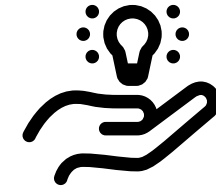
The "F*** This" app is a revolutionary solution designed to **help individuals break free** from **addictive** or **detrimental habits** and **behaviors**. We understand that everyone faces challenges in life, and our app is here to **provide personalized support in making healthier choices**. Whether it's smoking, overeating, or procrastination, our app is tailored to each user's unique preferences and interests.

Problem



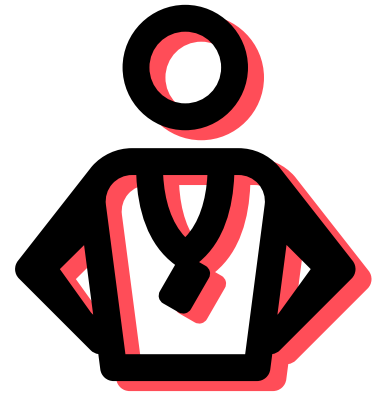
Breaking bad habits can be an incredibly **challenging** and **lonely** journey. Many individuals **struggle to find effective alternatives** to their bad habits and often lack the motivation and support needed to overcome them. **Existing solutions are often generic** and fail to account for an individual's unique preferences and interests.

Solution



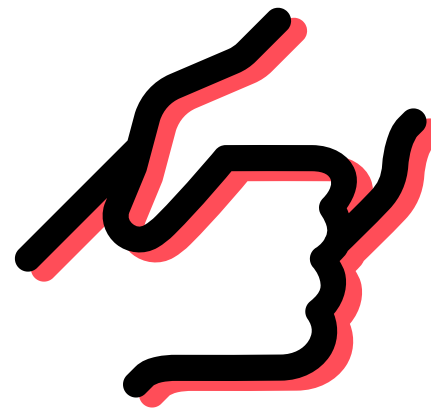
By providing **personalized alternative recommendations for bad habits**, allowing users to **share** and **track** this **progress** with a selected personal network, we are dedicated to helping individuals build healthier lives. We believe that by using "F*** This," users will find it easier to break free from their bad habits and embrace a happier, healthier lifestyle.

Encoded Values



Personalization

We value the uniqueness of each individual and the importance of tailoring solutions to their specific needs and preferences. We **acknowledges that one size does not fit all** in the context of breaking bad habits.



Empowerment

We hope to empower users to take control of their lives and make healthier choices. We emphasize that **individuals have the capacity to change and improve**, and we provides the tools and support necessary to facilitate this transformation.



Inclusion

This value signifies our commitment to making the app **accessible and beneficial to all individuals**, regardless of their backgrounds or circumstances. The app is designed with accessibility in mind, making it usable for individuals with disabilities.

Value Design Features

Personalization

Where is this Value expressed?

Individualized Input:

Users begin by inputting a variety of personal information into the app, including details about their behaviors and interests. This information helps the app understand the user's unique profile and preferences.

Feedback and Reflection:

After each alternative activity, users have the opportunity to rate and review their experiences. They can provide insights into how they felt before and after, the strength of the urge, and how much they enjoyed the activity. This feedback is valuable for refining recommendations and tracking improvements.

Identifying Personalized Solutions:

When a user feels the urge to engage in a particular bad habit or behavior they want to break, they can enter this information into the app. The app then processes this data and uses the user's profile to provide specific alternatives to the problematic behavior.

Value Design Features

Empowerment

Where/how is this Value expressed?



Support Network:

The app encourages users to improve and share their progress with a personalized local network of their choice.



Goal Setting:

The app enables users to set specific and achievable goals for themselves. These include reducing the frequency of a habit, quitting it entirely, or achieving a certain milestone.



Encouraging Language :

Our app knows that no one is 'bad' or 'wrong' for their bad habits. Negative language or criticism are avoided in our instruction and messaging. We recognize we can't change you, but we can make you aware of who you are.



Value Design Features

Inclusion

Where/how is this Value expressed?

User-Friendly Accessibility:

This app implements features like screen readers, alternative text for images, and adjustable font sizes to accommodate a broad range of users.

Customizable Profiles:

Allow users to create profiles that reflect their individual identities and preferences. This customization promotes a sense of belonging and inclusivity.

User Support and Resources:

This app provides alternatives with resources and support for users with different needs or challenges. This could include information or links to organizations that specialize in specific conditions or behaviors.

Value Conflicts

Personalization vs Inclusion

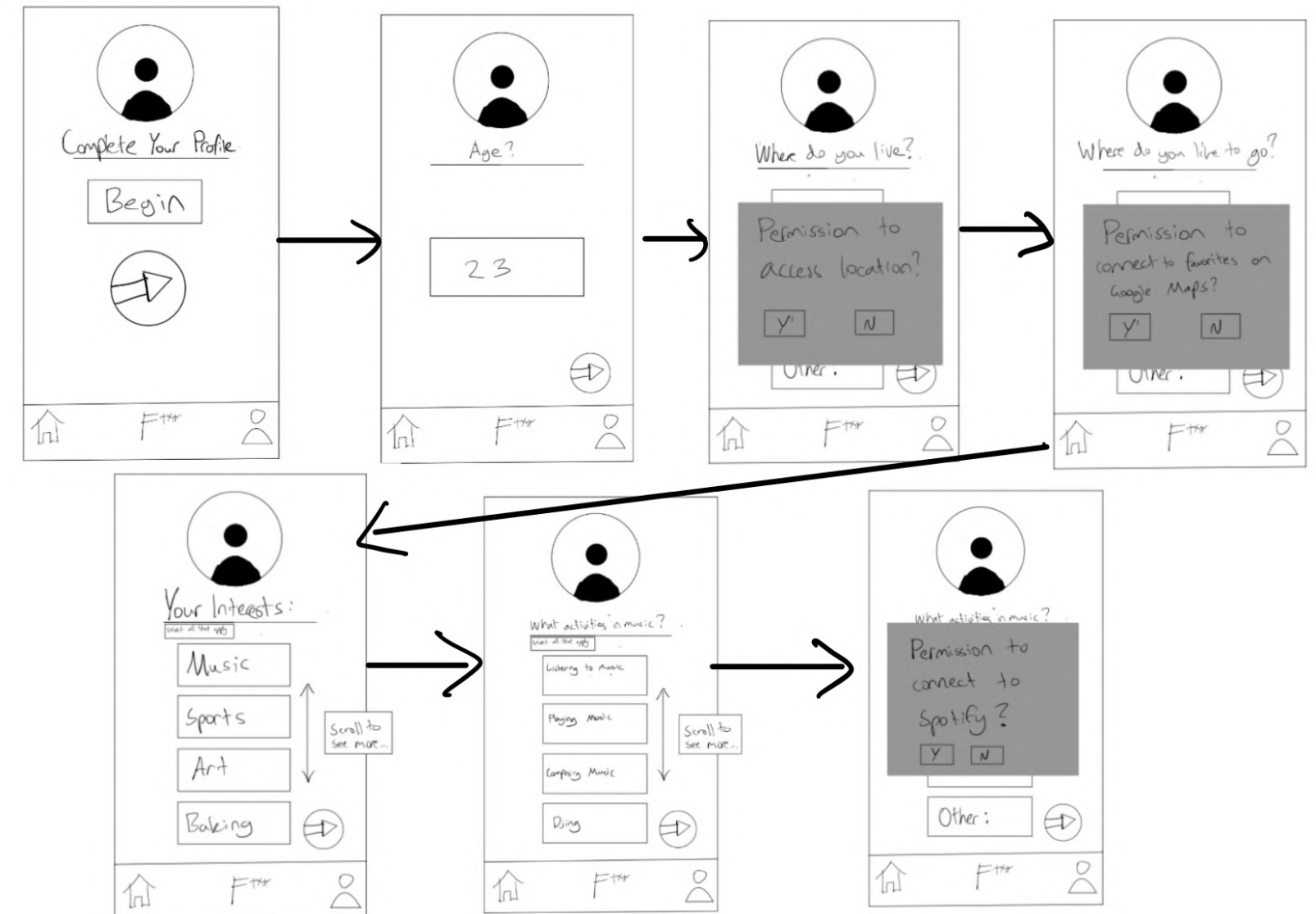
The app faces a conflict between personalization and inclusion. While personalization tailors content to individual preferences, this may hinder inclusivity as niche interests could exclude some users. A potential resolution could involve offering user customization options and ensuring personalized content remains respectful and sensitive to diverse users' backgrounds and experiences.

Empowerment vs Personalization

Balancing personalization and user empowerment is critical. While personalized recommendations engage users, they can limit choices and, in turn, empowerment. To resolve this, the app should find a middle ground, offering personalization while allowing users to customize their experience and access a variety of alternatives, preserving their empowerment.

Onboarding: Low-fi

- **Streamlined Onboarding:** Add a progress tracker for the questionnaire showing users how far they are in the onboarding process.
- **Language and Emotion Management:** Ensure that the question's language maintains a positive and empowering tone throughout the process.
- **Interest Profiling:** Add an explanation of the benefits of providing this information in terms of personalization to ensure users don't feel like they giving away personal information fruitlessly.
- **Privacy Explanation:** Address the privacy concerns by providing a brief, user-friendly explanation of why certain permissions are needed, reassuring users about data security and the benefits of sharing location.
- **Make Options More Extensive and Accessible :** Add more questions, and specificity, and ensure there are activities to select for everyone of all needs and abilities.



Onboarding Task Annotated

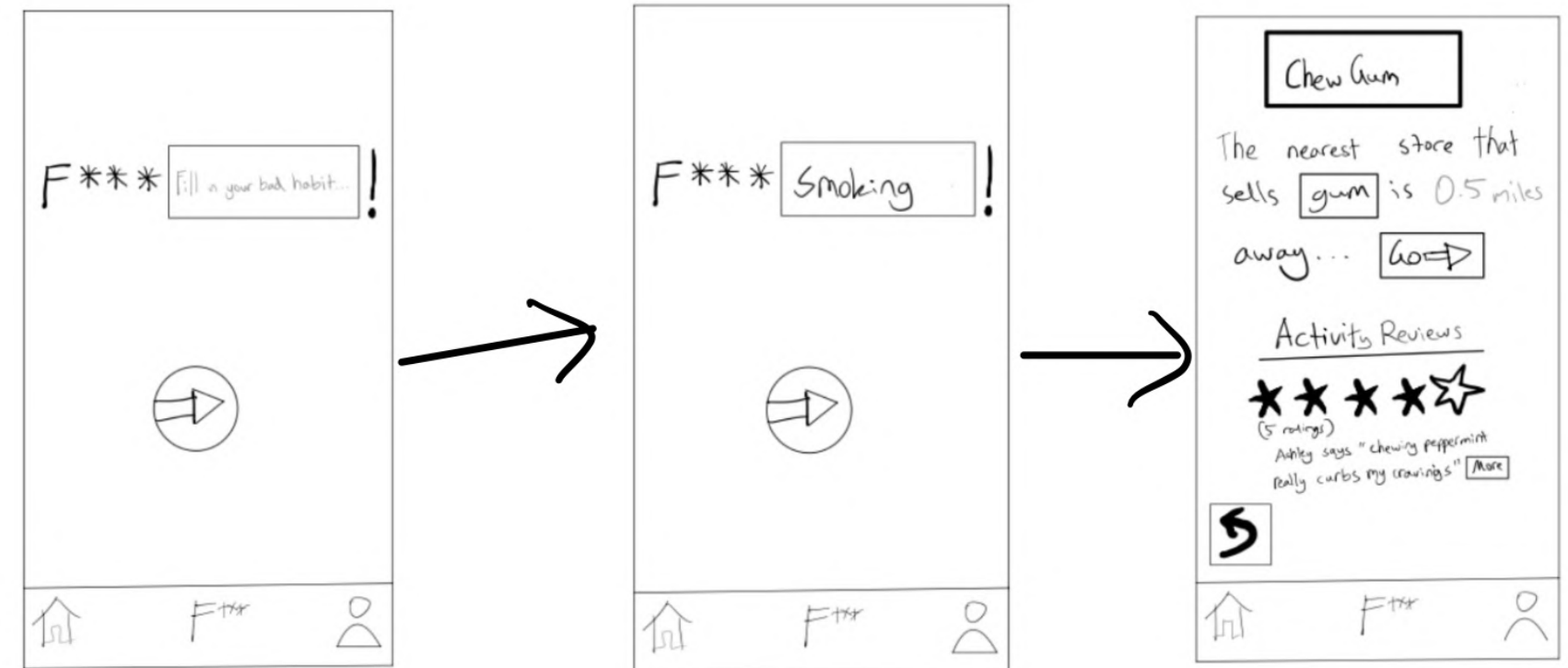


Simple Task Flow: Low-fi

- **Frequency:** The user will complete this task flow very often within the app, almost everytime they interact with the app.

To improve:

- **Simplify Navigation:** Replace the "begin" button with a clear and intuitive arrow icon for users to proceed
- **Emphasize Motivation:** Ensure that the language used during the habit entry process is motivational and encouraging. Remove the label bad habits = "losses".
- **Guidance for Alternative Habit:** Provide clearer instructions or guidance to proceed after an alternative habit is given, with links, videos, or animations and ensure that users easily recognize how to proceed.



Simple Task Flow Annotated

This flow is used for registering a new addiction and ends in the addiction remediation page

Dropdown for MVP. No badwidth for any addiciton

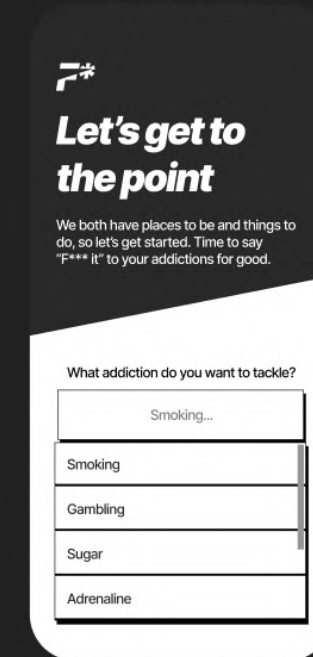
Research backed and custom options

Research backed and custom options

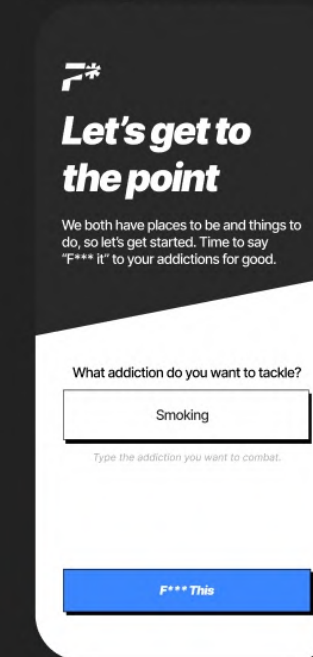
Landing



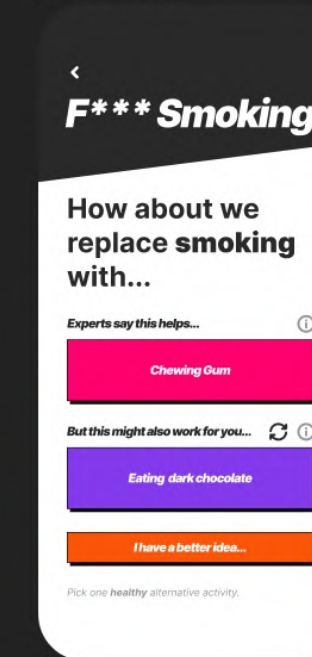
Landing dropdown



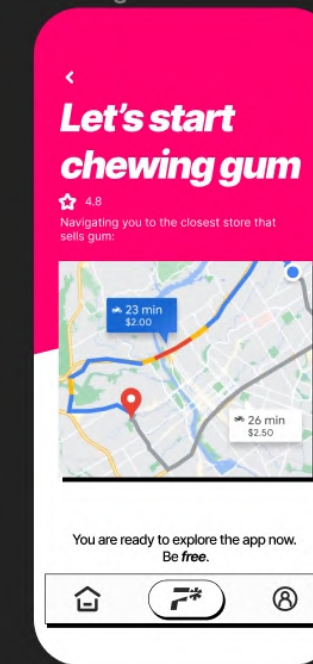
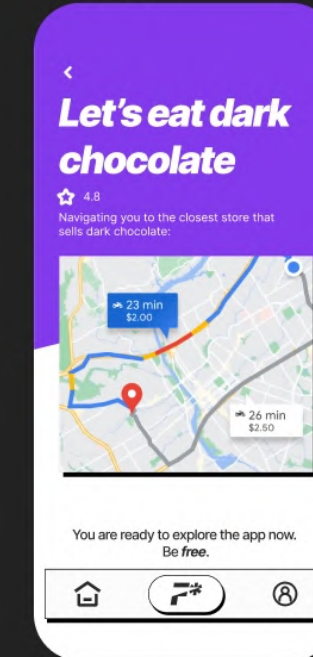
Landing selected



alt activities



Chocolate



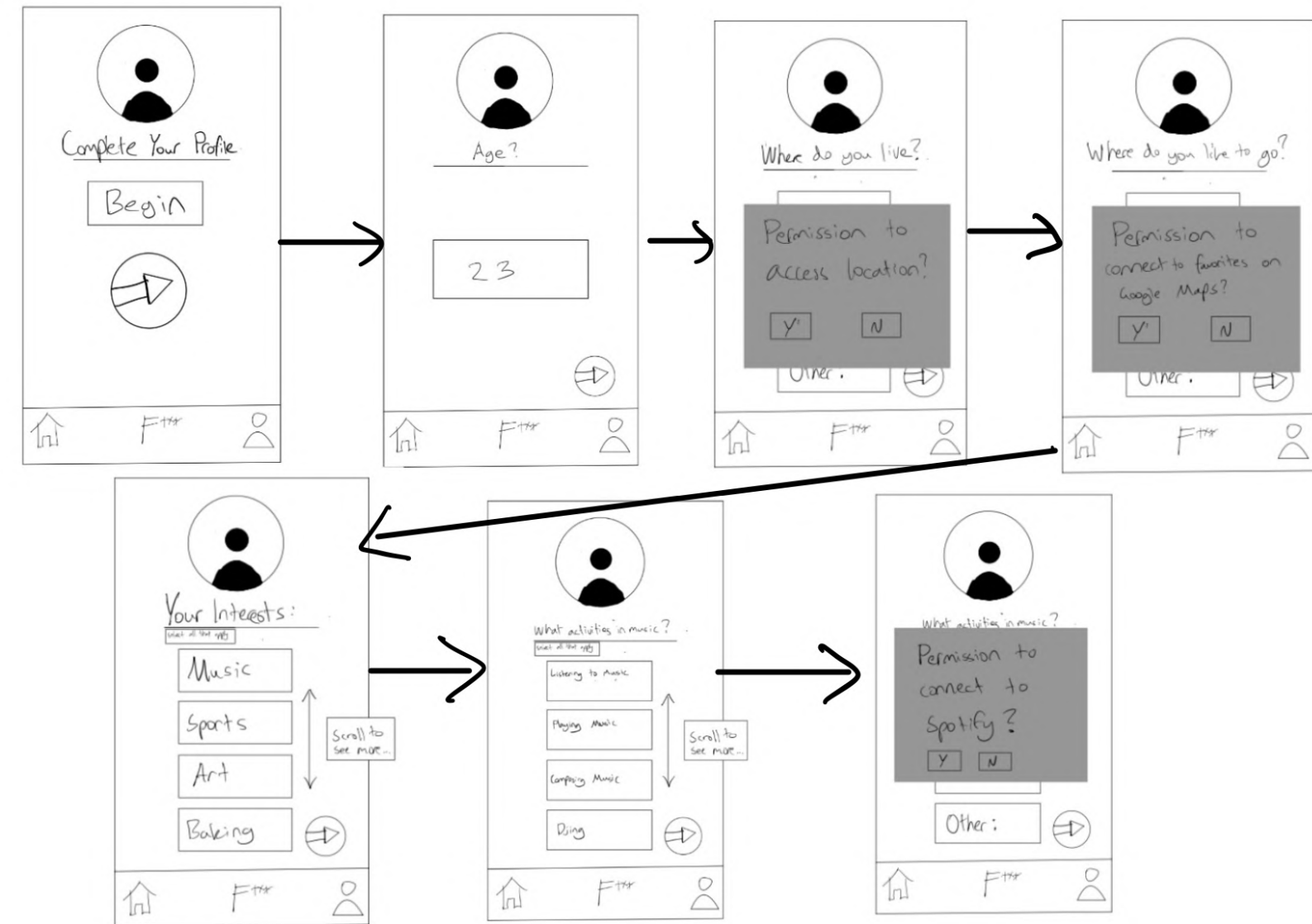
Language is edgy

Medium Task Flow: Low-fi

- **Frequency:** The user will complete this task less often than the simple task because it is not required everytime you input an addiction, but more so than the complex task.

To improve:

- We had to change our task flow completely, as our original onboarding flow does not count as a task flow.
- Our task flow is creating your own alternative habit.



Medium Task Flow Annotated

Sometimes
people may
know what to
do better

custom



**You think you
got a better
idea?**

Let's see what you have...

I want to replace smoking with...

Running

Type your custom alternative to smoking.

F* yeah!**

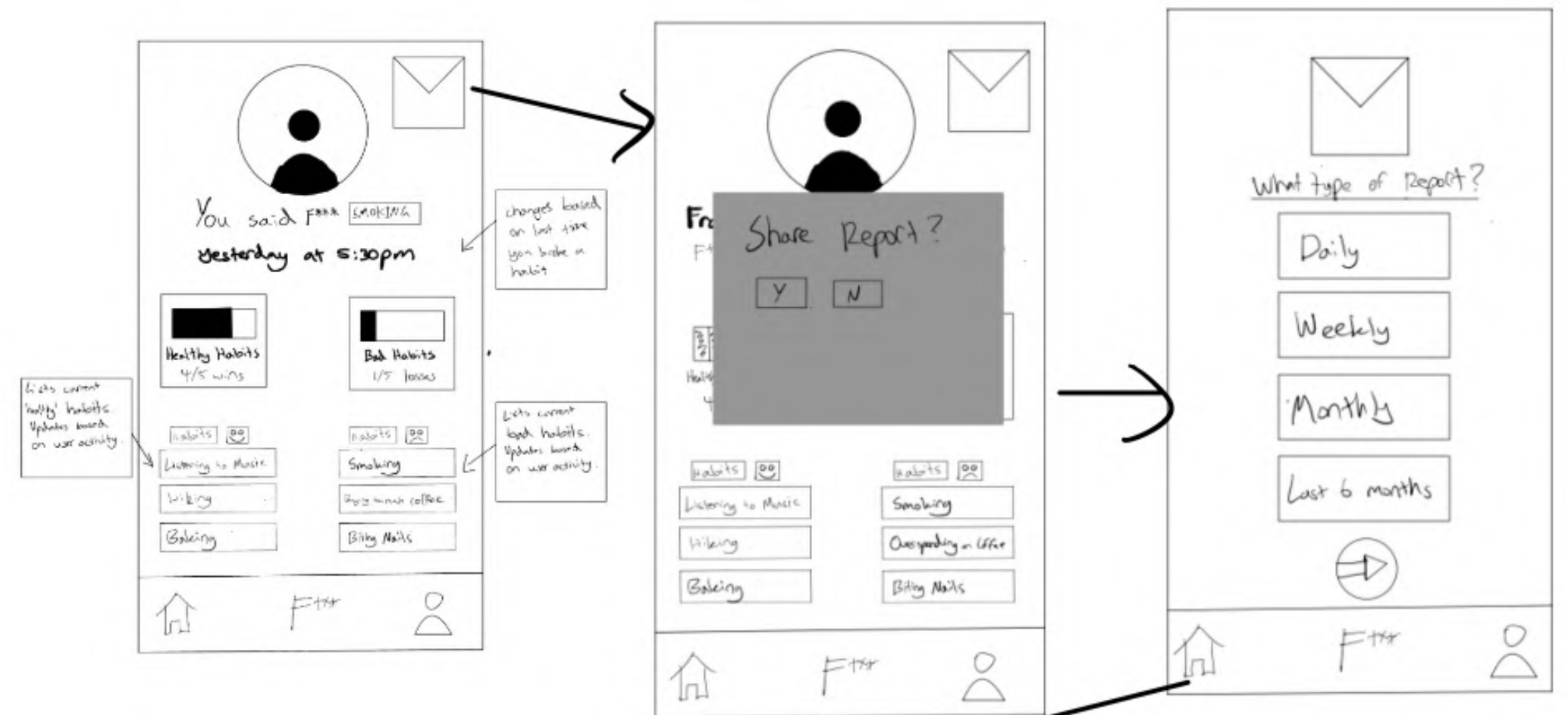
option to
customize your
replacement
habit

Complex Task: Low-fi

- **Frequency:** The user will complete this task less frequently than the simple or medium task flow, sharing progress only when there has been enough interactions with the app.

To improve:

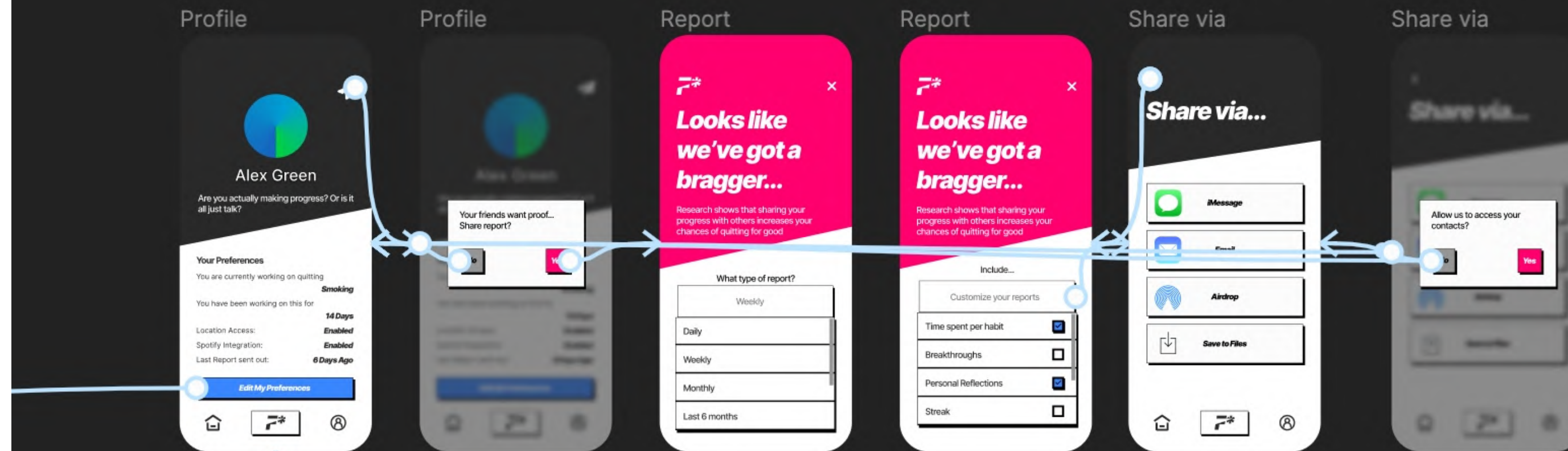
- **Community Features:** Allow an option to create a group and send it a group at once as opposed to individually forwarding the attached report.
- **Automating Process:** Introduce an 'automated' option for certain members of the local network to regularly receive a type of report, without the user manually selecting it.



Complex Task Annotated

Paper plane icon allows the user to share a report

User can choose from a variety of options to share their report, after which they will be directed to the contacts for the selected app where the report will be sent



Profile screen displays user preferences and progress

Language is in line with the "sassy" theme prevalent throughout the app

Dashboard

Wakie Wakie!
Morning Sunshine!
Let's take a look at your progress, Alex.

14 days without smoking

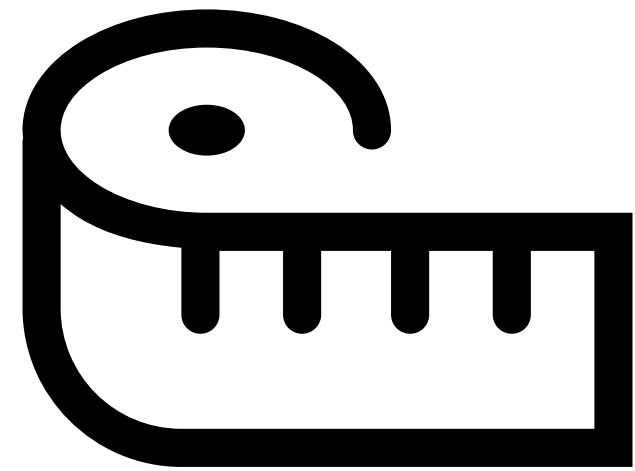
Daily Check-Up
Research shows that after 14 days without nicotine you will start feeling less urges to smoke.

Fake News **OMG so real**

- Day 0**
You started on the 10th of October
- Day 7**
You got past 1 week!
- Day 14**
14-day smoke free is no small feat!
- Day 30**
14-day smoke free is no small feat!

Navigation icons: Home, App Logo, Profile

Usability Goals & Key Measurements

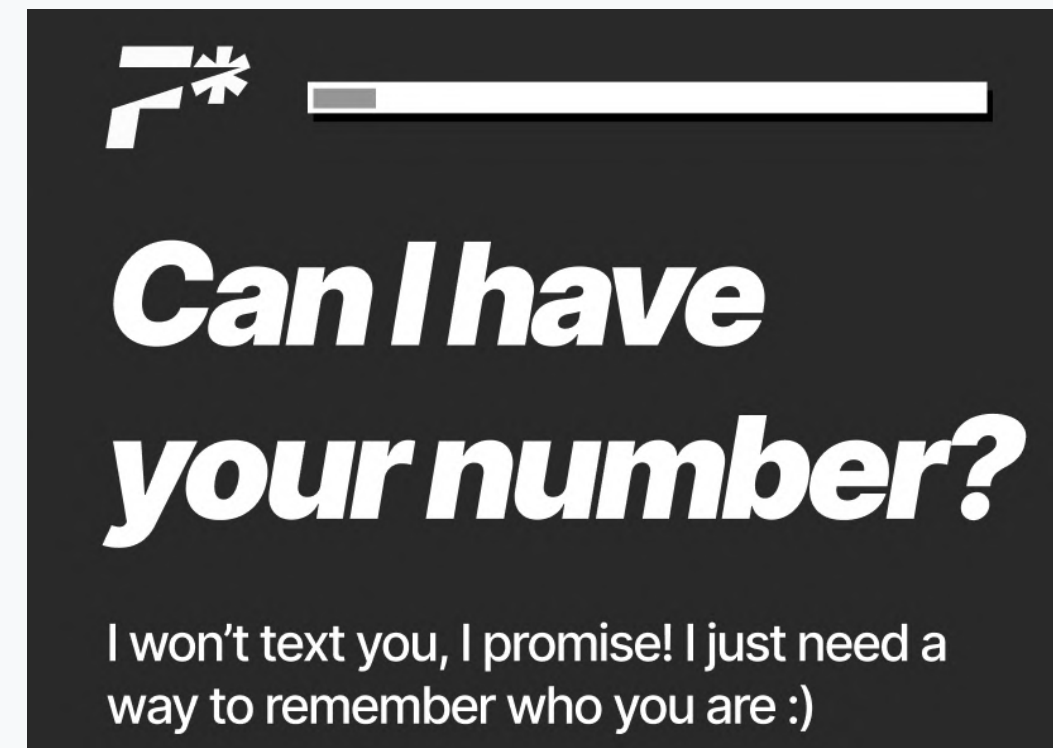
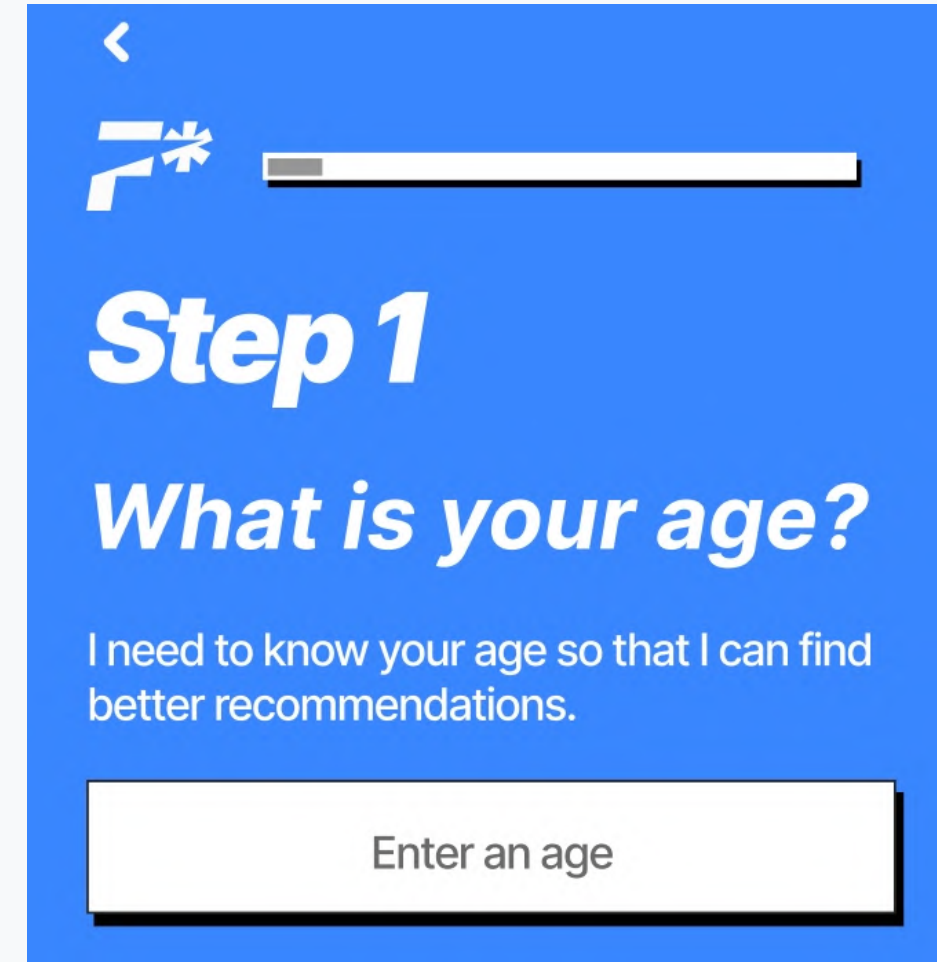


Goals: Understandability, Efficiency

Measurements: Number and tone of questions/comments on each screen , Time spent onboarding

Understandability

- Created a more simplified and sleek UI theme
- Different sections of the app have distinct colors to reinforce the different functions of the app
- Included explanations for the app's collection of personal data
- Introduced fun commentary to further explain questions and directives on the app's screen



Soccer	<input type="checkbox"/>
Listening to Music	<input checked="" type="checkbox"/>
Animals	<input checked="" type="checkbox"/>
Running	<input type="checkbox"/>

Select at least 2 interests

What addiction do you want to tackle?

Smoking...

Smoking
Gambling
Sugar
Adrenaline

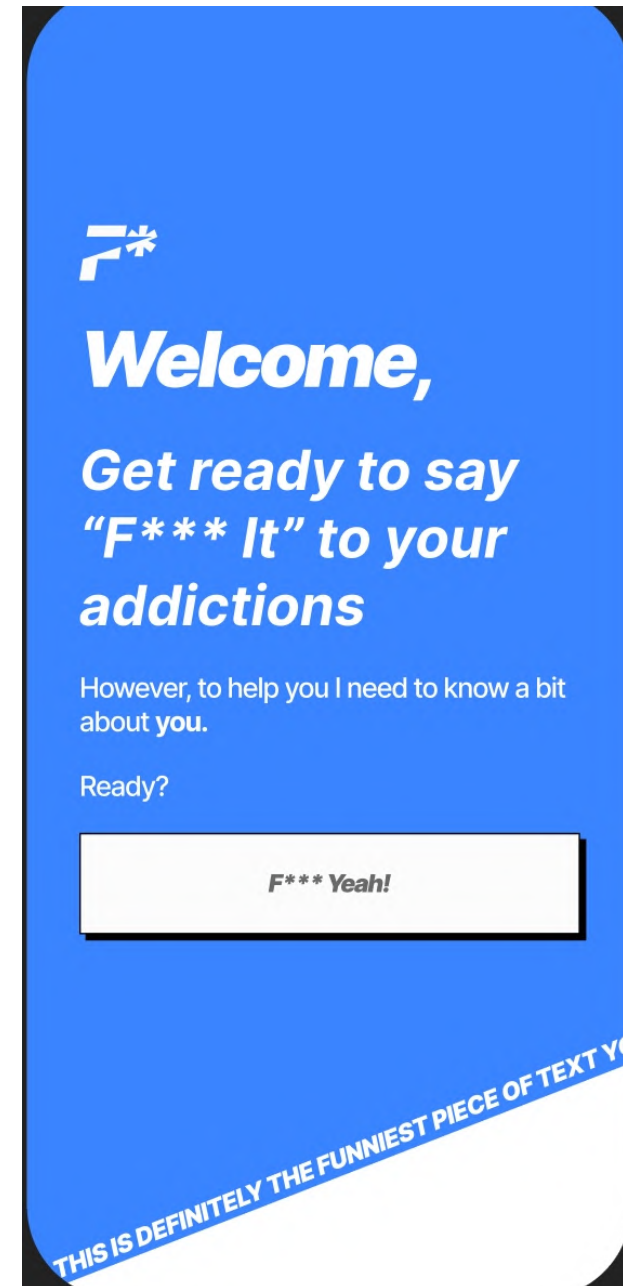
Efficiency

- Replaced confusing navigation buttons with more understandable ones to reduce errors
- Onboarding process now includes more streamlined answer option: unlimited checkbox selection
- Option to decline and skip questions in onboarding process
- User scrolls and selects from habits, instead of manually typing in selection

Revised interface design #1 - Home Screen



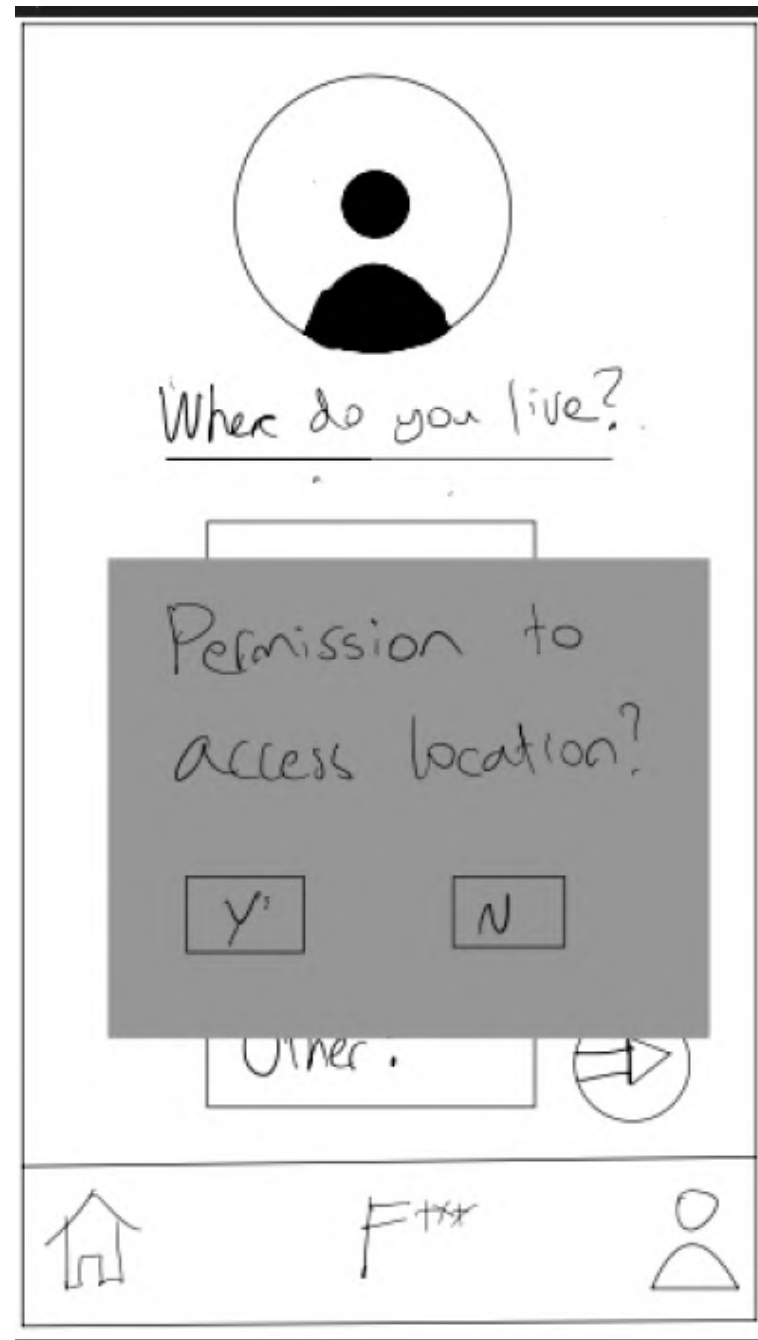
Before



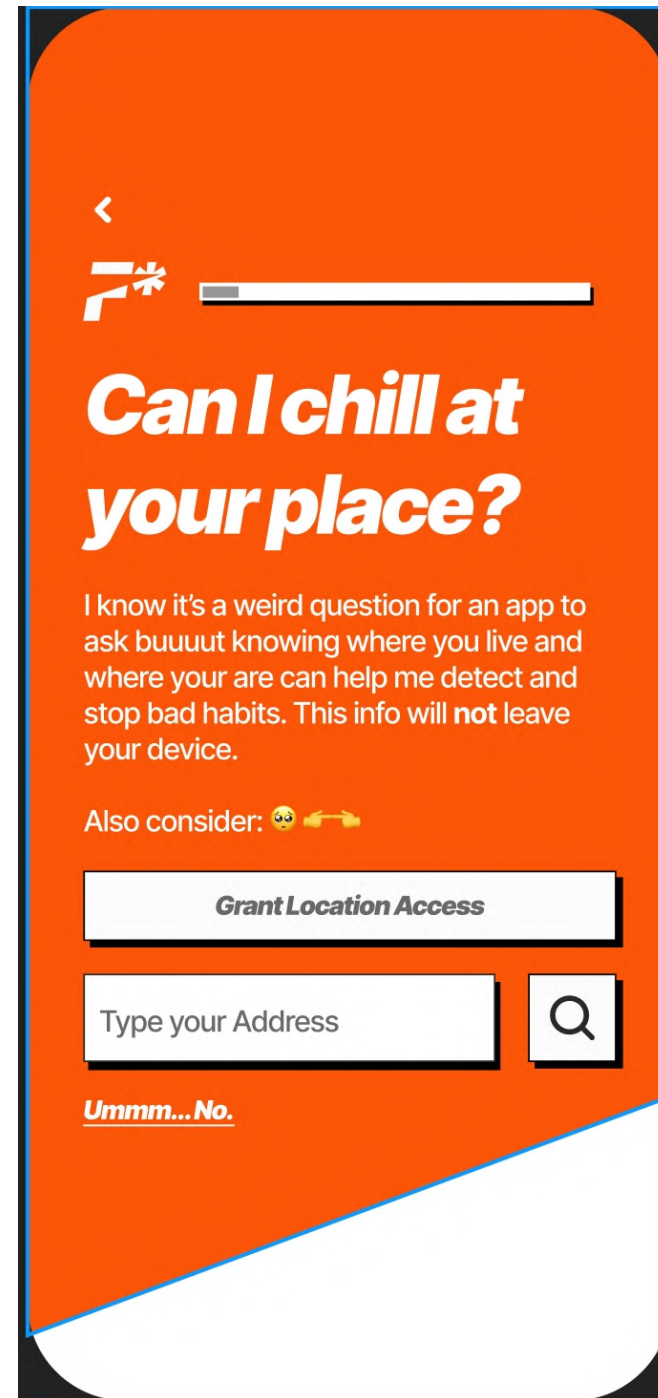
After

- These changes will address our *Understandability* and *Efficiency* goals.
- The "before" screen showed on the right was very confusing to our prototype testers. It was the screen that generated most missed clicks (they would cling on the arrow, begin button and the complete your profile text).
- With the new screen there is only one button with text above explaining what the user should expect for the next couple of mins.

Revised interface design #2 - Connect external apps



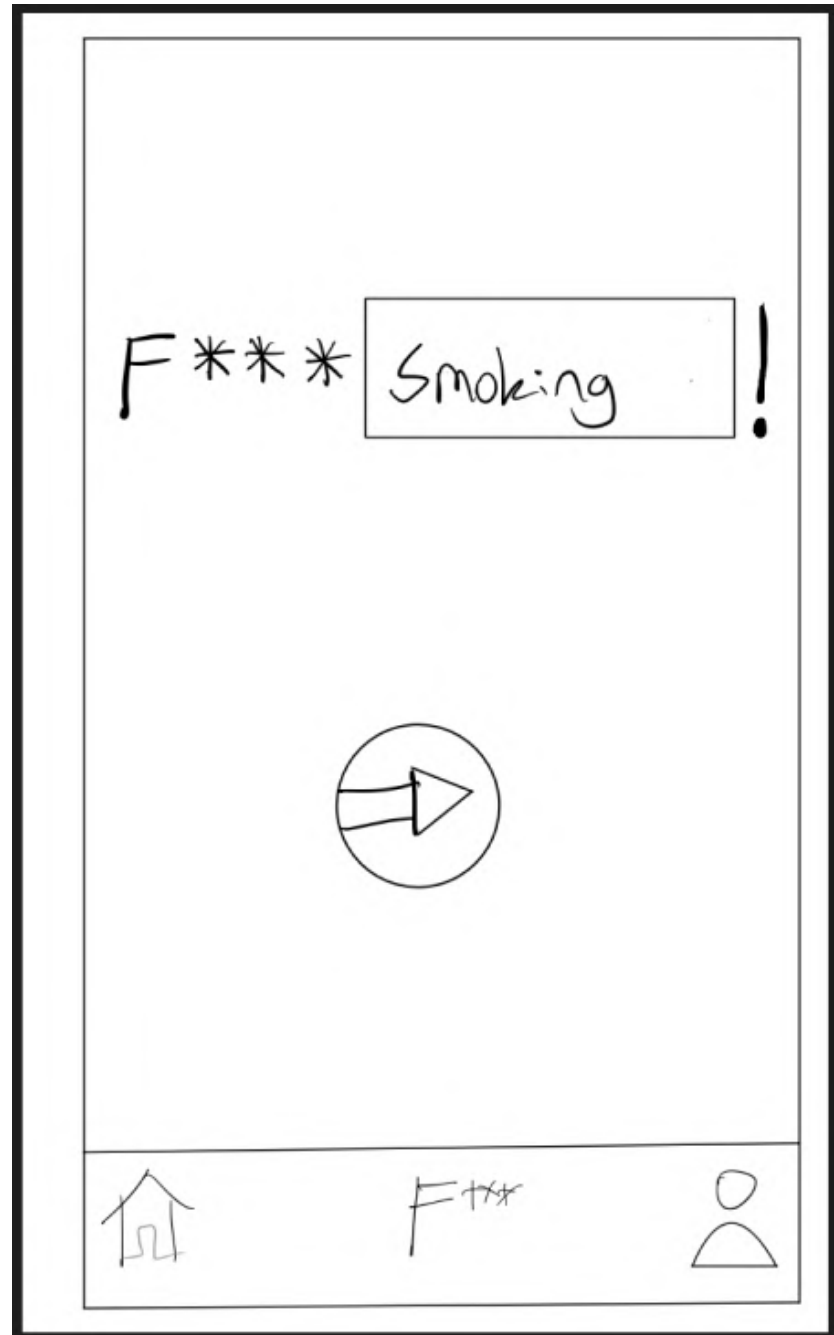
Before



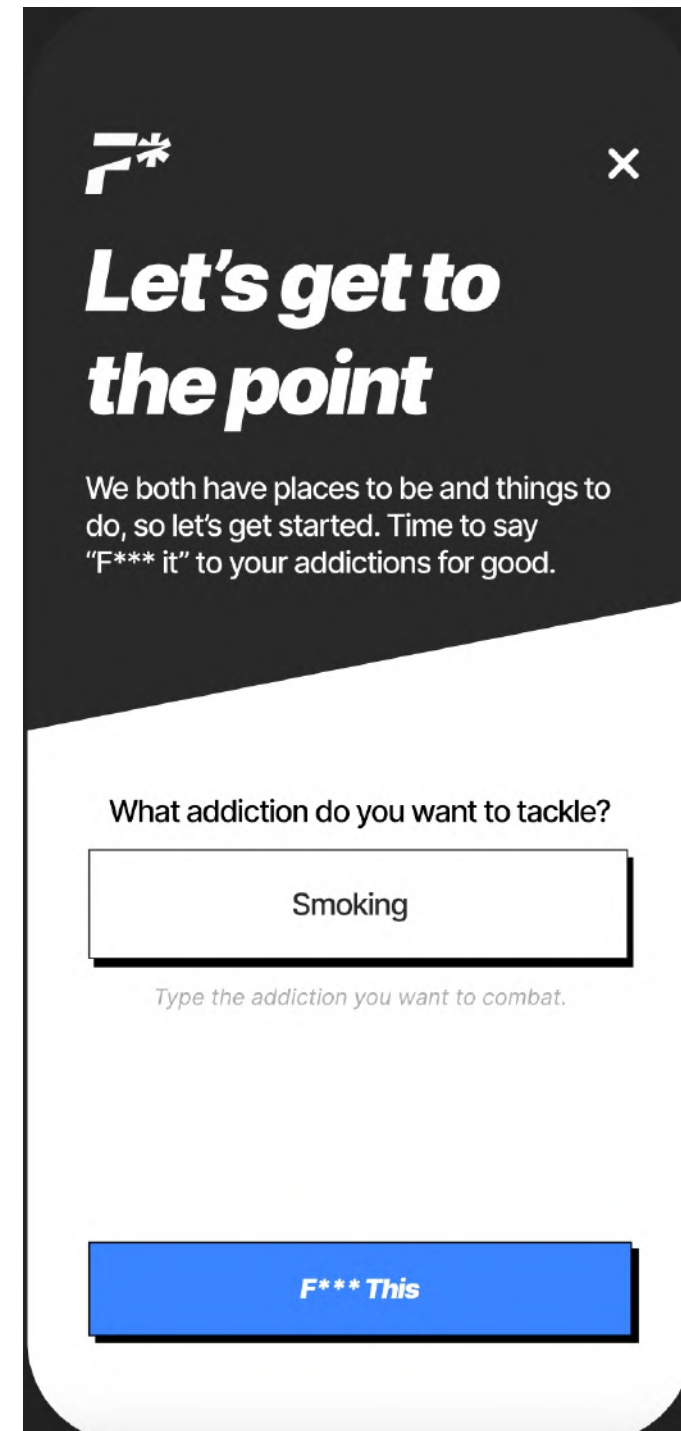
After

- These changes will address our *Understandability* goal.
- During our low-fi prototype interviews we got lots of feedback pushing back on asking for the users location. It was clear users didn't understand why we needed it. The way in which it was presented (in a grey box) didn't inspire much trust that would respect their privacy while still having access to their location
- Adding a small explanation and ensuring their safety and privacy should inspire more trust and receive less pushback

Revised interface design #3 - Adding an addiction



Before



After

- These changes will address our *Understandability Efficiency* goals
 - Efficiency is being addressed by making sure removing the banner at the bottom. Two of the interviews were strongly against its existence and one was very troubled by it. We took Paul's feedback on accessibility for people with Autism and decided to take it out. Now we removed the ability to get distracted with non-essential buttons.
 - The small text addresses the understandability goal by making it very clear what the user should do in this screen (type and press the button) as well as motivating them for the next steps

Prototype Overview - Tools

Pros:

- Set up for prototyping and design
- collaborative platform
- easy, accessible creation of elements, shapes, and colors

Cons:

- not scaled for super complex design: operations slow down, and strong internet connection required
- learning curve to navigating the platform: lots of complex elements and operations that require a deep knowledge base



Figma

Prototype Overview – Tools

Pros:

- a sleek and modern image library, which connects with our app's design values
- consistent design and theme in icons and images which adds cohesion

Cons:

- limited customization of the simple icons
- all icons were static and didn't support any animated processes



Icon Noir

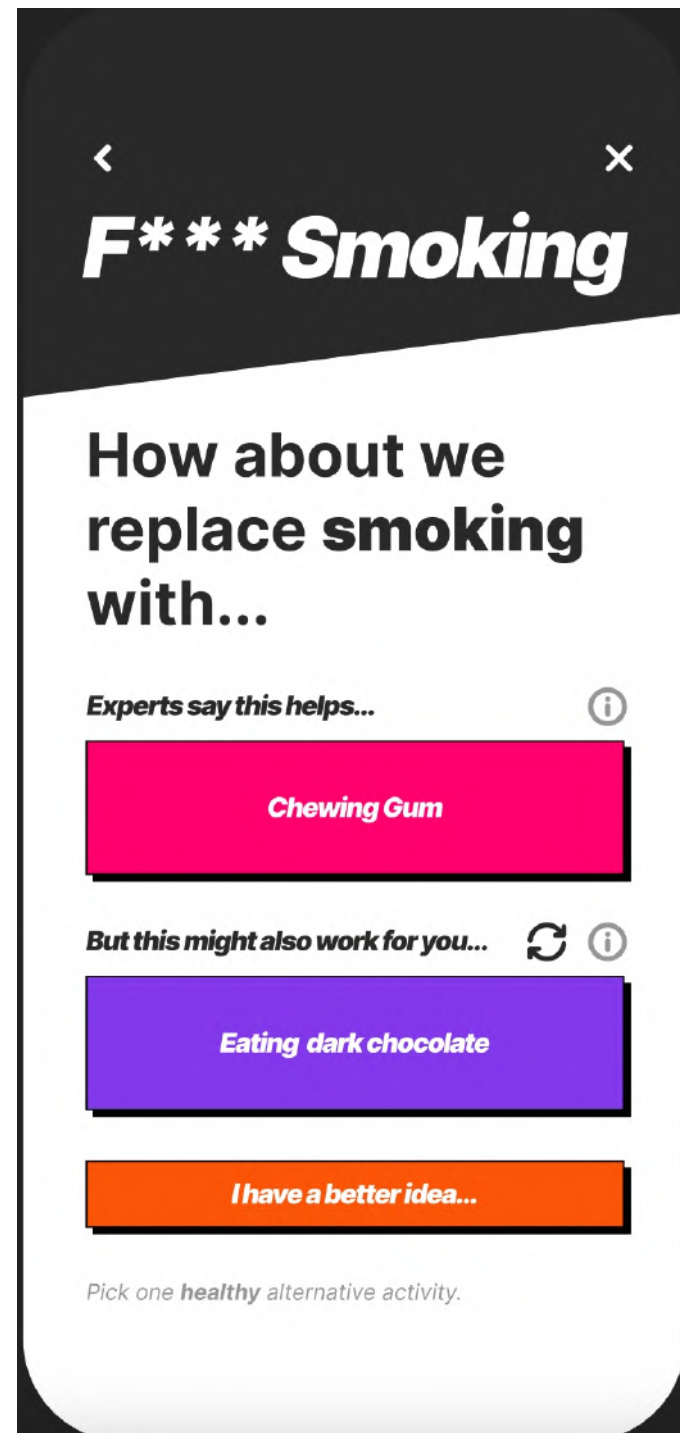
Prototype Limitations

- We aren't able to offer a customizable set of bad/habits or addictions to focus on. This is because it would be too hard for our app to offer helpful recommendations for these activities. An option here would be connecting to a GenAI model. This would come with it's own host of issues so for now we have just limited to a set list of addictions
- No place to review and or edit entires for bad habits/addictions or list of preferences that is used to generate replacements
- No profile screen or progress screens. We made a flow to share data and accomplishments with accountability circles, but there is currently no way for the user to see this data themselves

Prototype Trade-offs

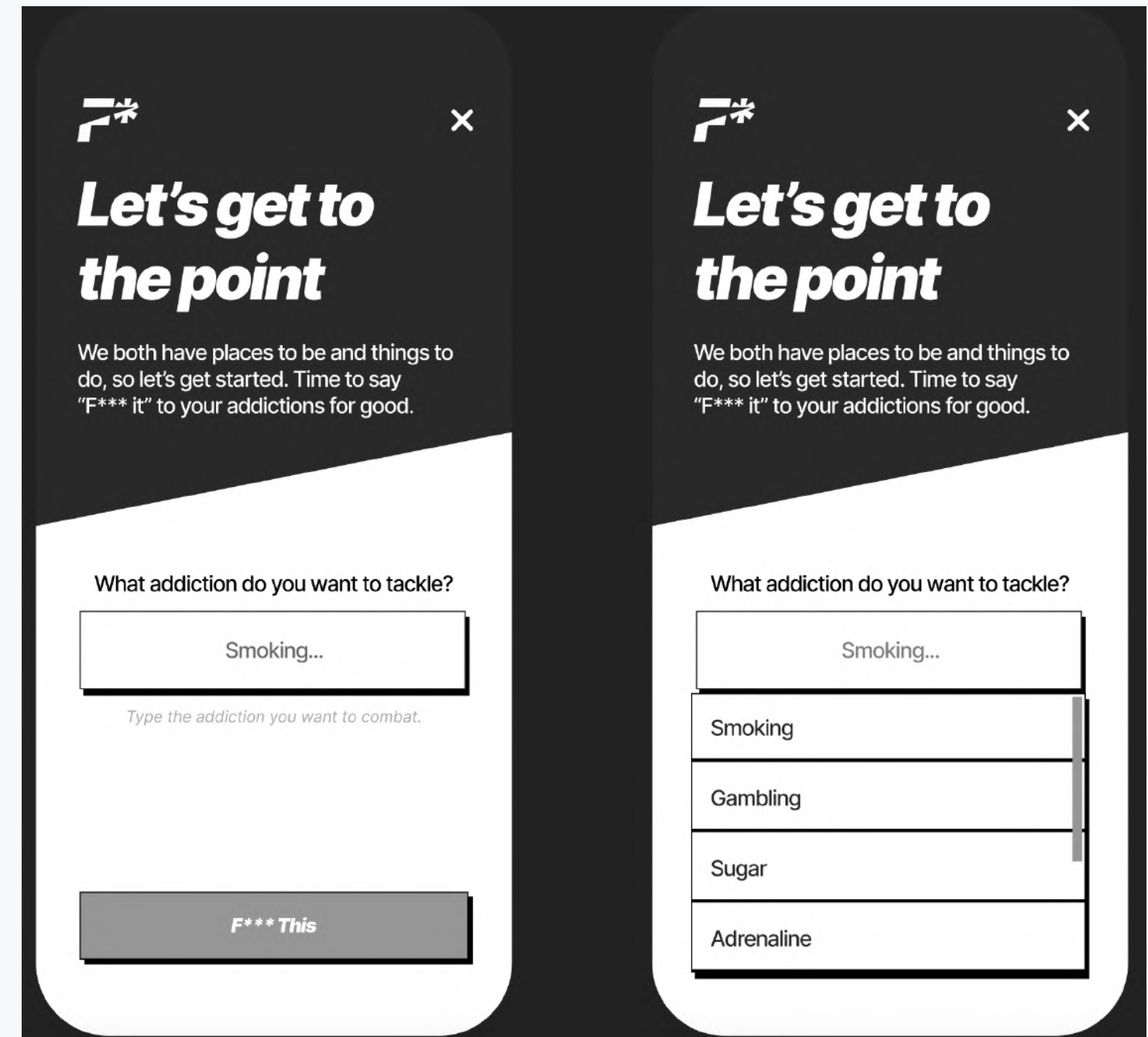
- The language and branding around our app is a big trade-off. We are betting on attracting young people who would appreciate and be encouraged by the sassiness of all the text in the app.
 - The colors are very young and energetic as well. We have doubled down on this theme of color and sass with the hopes of winning over our target audience. Doing so limits out ability to attract a wider user base.
 - We saw some hesitation around the language in some of the older people we tested our prototype with

Wizard of Oz



- Biggest Wizard of Oz feature is the addiction replacement screen. It would take lots of research to actually have strong and research backed recommendations

Hard-coded



- Main hard coded features are around selecting addictions to focus on. Its too much of a challenge to offer alternatives for bad habits and addictions that we don't hardcode at this moment in time

Pitch

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