

***** This**

A8 High-fi

Required Content

1. Project title & value prop
2. Team
3. Problem/solution overview
4. Talk outline
5. Heuristic evaluation results
 - a. High-level summary of results
 - b. Additional details on severity 3 and 4 violations
6. All UI and product revisions
 - a. Before and after shots
 - b. Rationale for changes

CS 147 Autumn 2023 website

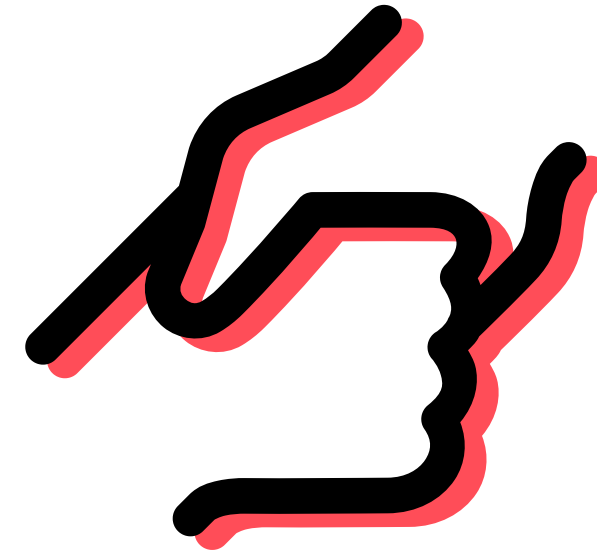
<https://hci.stanford.edu/courses/cs147/2023/au/>

CS 147 Autumn 2023: Assignment 8

Instructor: James Landay

- c. Progress towards usability goals made by the revised designs
7. Prototype implementation status – ***we expect at least 1 task to be implemented***
 - a. Framework/tools being used
 - b. Implemented features
 - c. Unimplemented features & plans to finish
 - d. Wizard of Oz techniques
 - e. Hard-coded aspects
 - f. Issues/Questions: Anything you are unsure of how to do?
8. Demo of prototype so far (live or recorded)

Value Proposition



For people who are struggling to get rid of addictions and bad habits **who** need a way to 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

The Team

The F*** This team has experienced the benefits of the replacement method to quit addictions first hand!

I guess we are still, a very international team, hailing from Australia, Spain, Colombia, and Argentina.



Tomás Cortes



Lucy Zimmerman



Francesca Bottazini



Eduardo Moreno

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.

Heuristic Evaluation Results



Summary of Results

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	1	3	0	2	6
H2: Match Sys & World	0	1	0	1	1	3
H3: User Control	0	0	2	2	0	4
H4: Consistency & Standards	0	8	3	0	0	11
H: Error Prevention	0	1	1	1	0	3
H6: Recognition not Recall	0	0	2	0	0	2
H7: Efficiency of Use	0	0	1	1	0	2
H8: Minimalist Design	0	6	0	0	0	6
H9: Help Users with Errors	0	0	1	0	0	1
H10: Help & Documentation	0	0	1	0	0	1
H11: Accessible	0	4	1	0	0	5
H12: Value Alignment & Inclusion	0	0	2	1	0	3
Total Violations	0	21	17	6	3	47

Severity 3 Violations

H2: Match Sys & World

Violation: Evaluators found that the phrase "You are ready to explore the app now. Be Free" to be confusing due to failure to speak the user's language

Solution: Changed text to ""

H3: User Control & Freedom

Violation: Limited number of addictions on dropdown. Evaluators thought this could lead to user frustration

Solution: We incorporated the option to include another addiction.

Violation: No option to edit preferences/permissions (e.g. location, Spotify access)

Solution: Included an edit button next to the set preference in the preferences page

Severity 3 Violations

H5: Error Prevention

Violation: Lack of confirmation message when choosing a new alternative to an addiction could lead to the user erroneously deleting their progress to switch to a new habit

Solution: We added a pop up asking "Are you sure you would like to switch to a new alternative? This will delete your progress so far"

H7: Flexibility & Efficiency of Use

Violation: Lack of option to edit alternative behaviors in the preference page.

Solution: Included option to edit and select other alternative behaviors in the preferences page to increase flexibility of use

H12: Value Alignment & Inclusion

Violation: Wording of alternative behaviors as "healthy" is not inclusive of people with different needs, lifestyles, or definitions of health

Solution: We decided to change the word healthy behavior for a "preferred"/"target" behavior

Severity 4 Violations

H1: Visibility of System Status

Violation: Failure to record selection of frequency of reports

Solution: We included a clear selection of the frequency and a pop up telling the user their report frequency has been recorded

Violation: Lack of contrast doesn't allow the user to see the text box here they should input their phone number

Solution: Increased contrast between phone box and background to make it clearly visible to the user

H2: Match Sys & World

Violation: There was no way for the user to log any relapse activities. This didn't follow the real world convention that people working to overcome addictions are likely to relapse along the way and will need a way to record this and receive encouragement.

Solution: Incorporated an option on the X page for users to input any relapse behaviors, and receive encouragement.

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

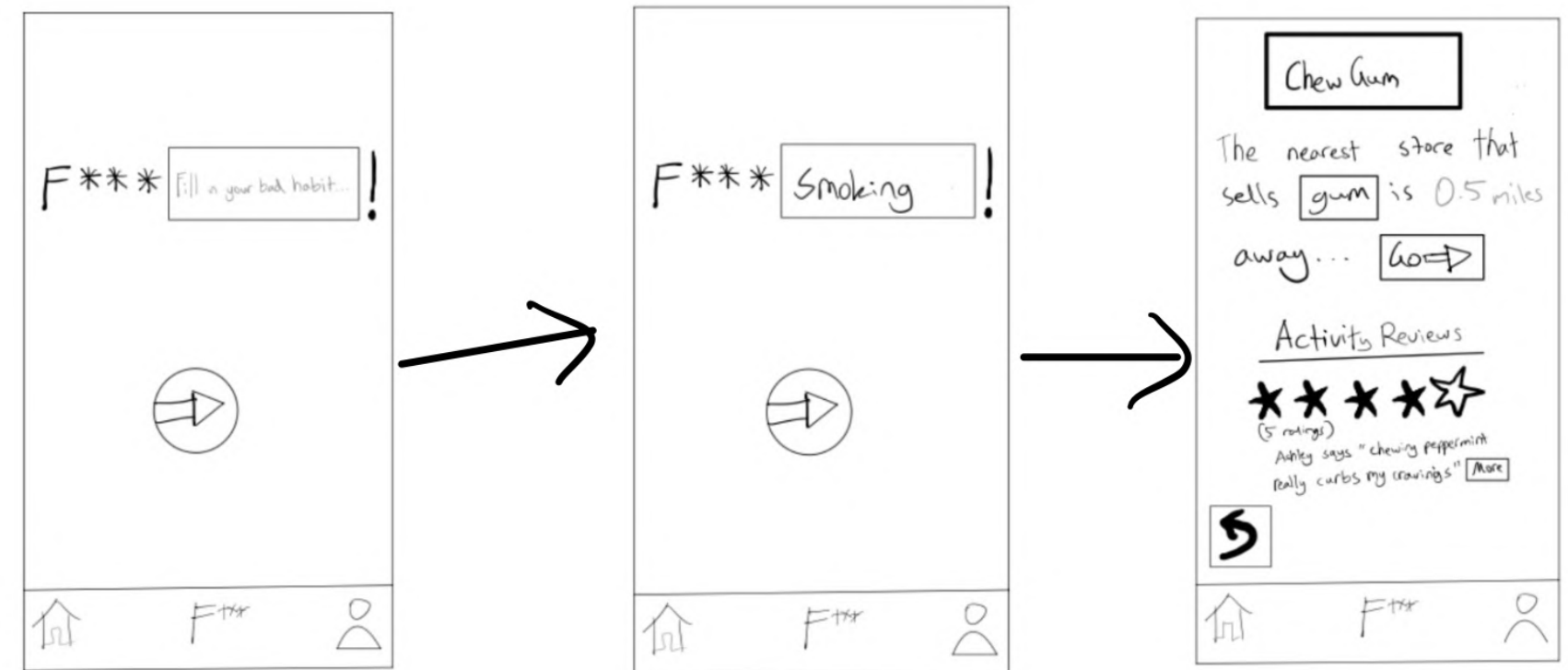


Simple Task Flow: Low-fi

- **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

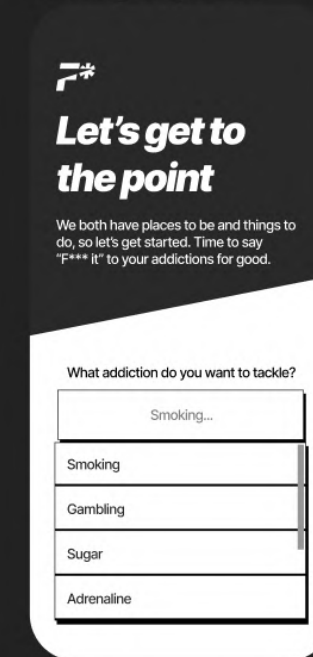
Research backed and custom options

Research backed and custom options

Landing



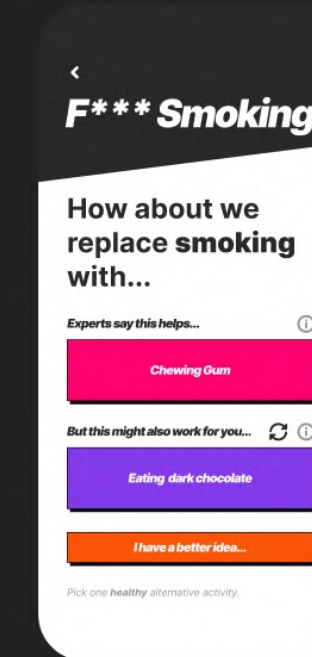
Landing dropdown



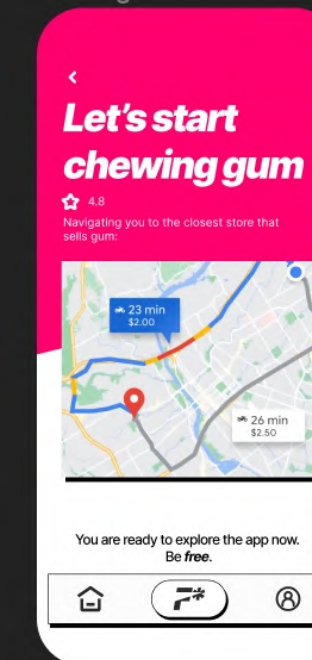
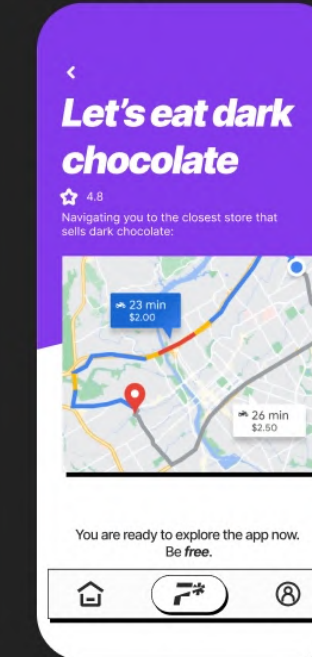
Landing selected



alt activities



Chocolate



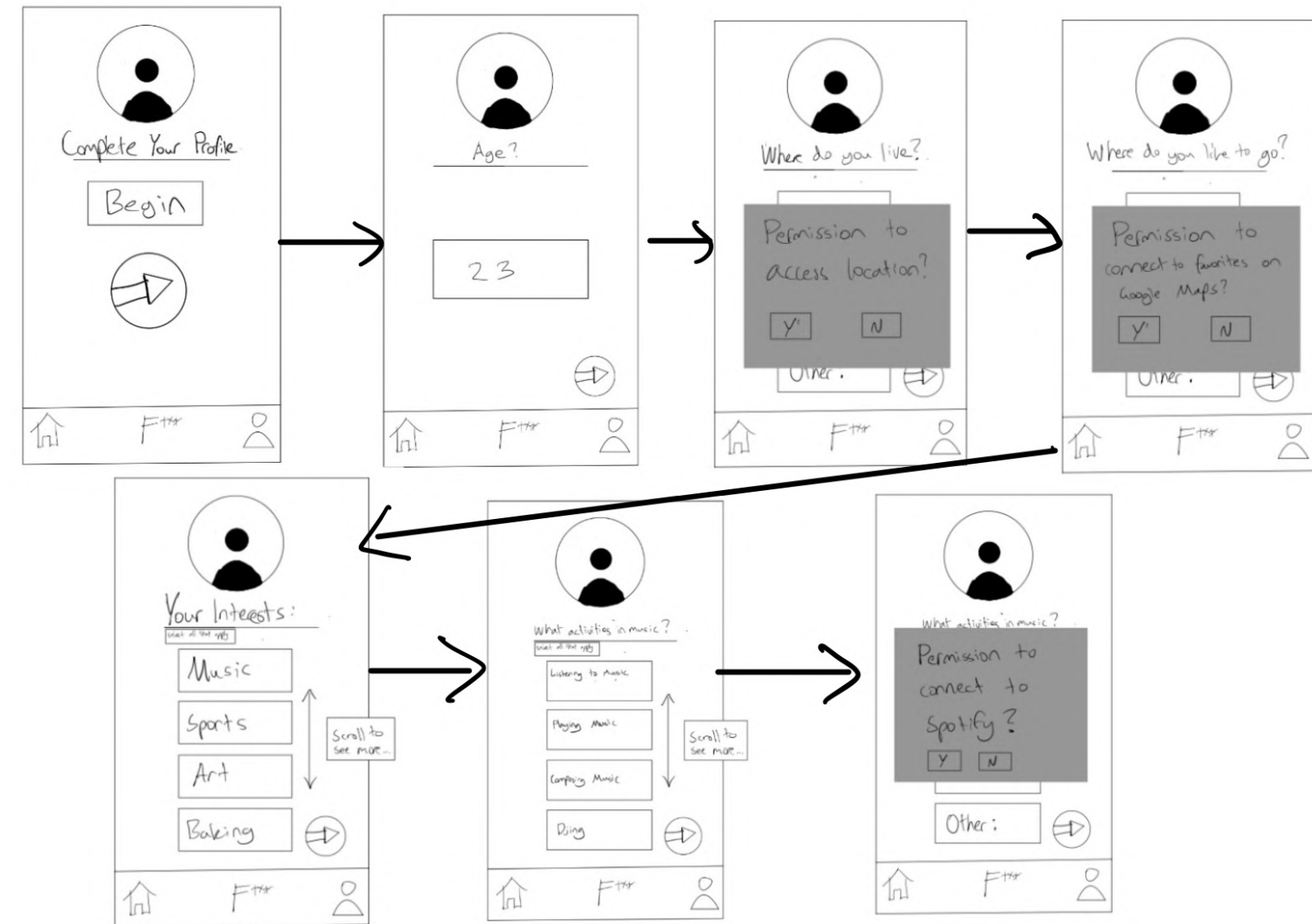
Language is edgy

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!**

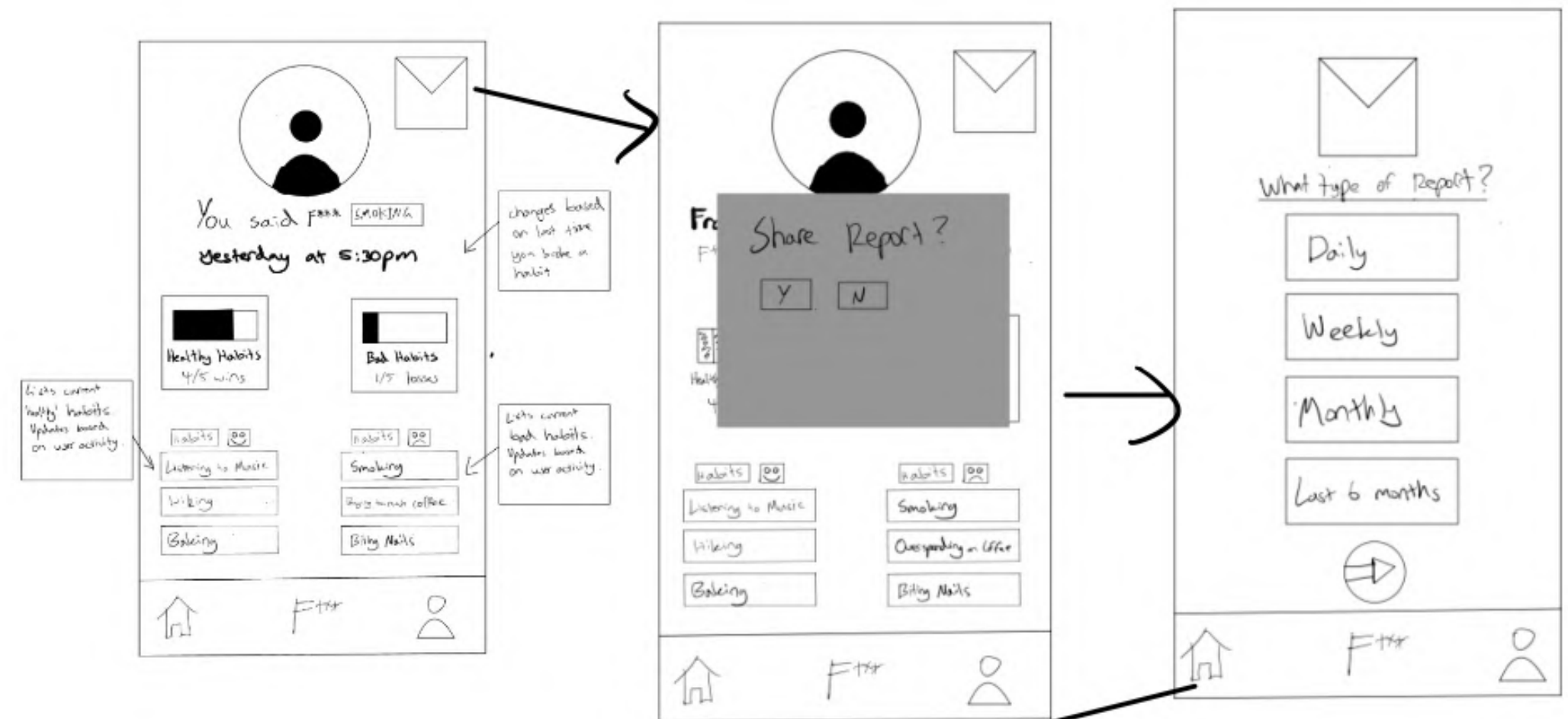
option to
customize your
replacement
habit

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:

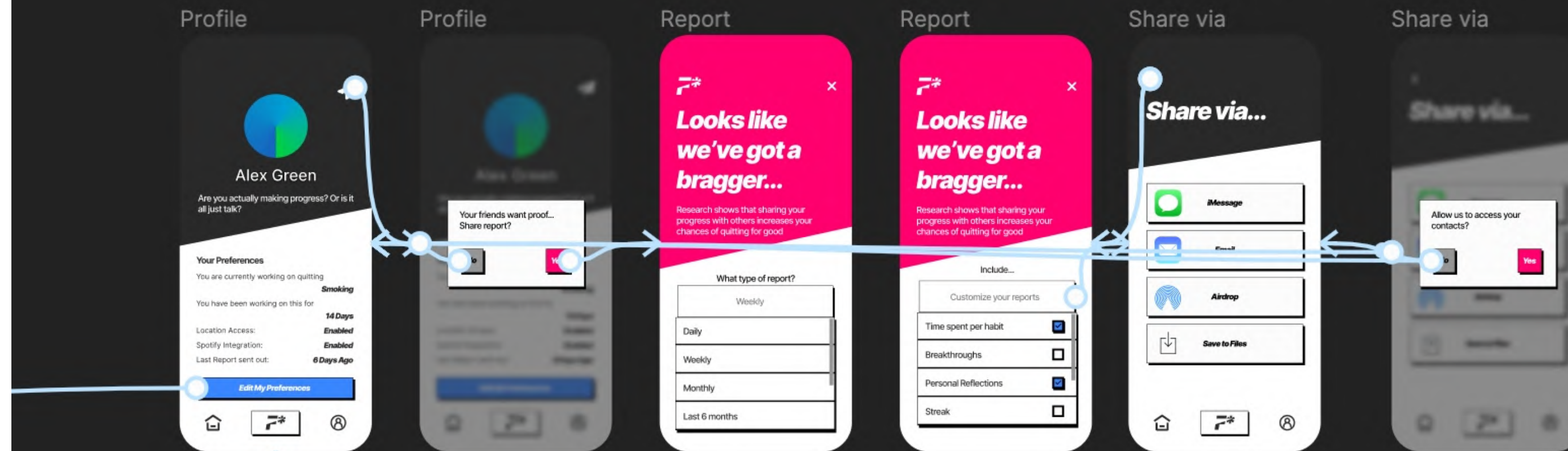
- **Community Features:** Allow an option to create a group and send it a group at once as opposed to individually forwarding the attached report.
- **Automating Process:** Introduce an 'automated' option for certain members of the local network to regularly receive a type of report, without the user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

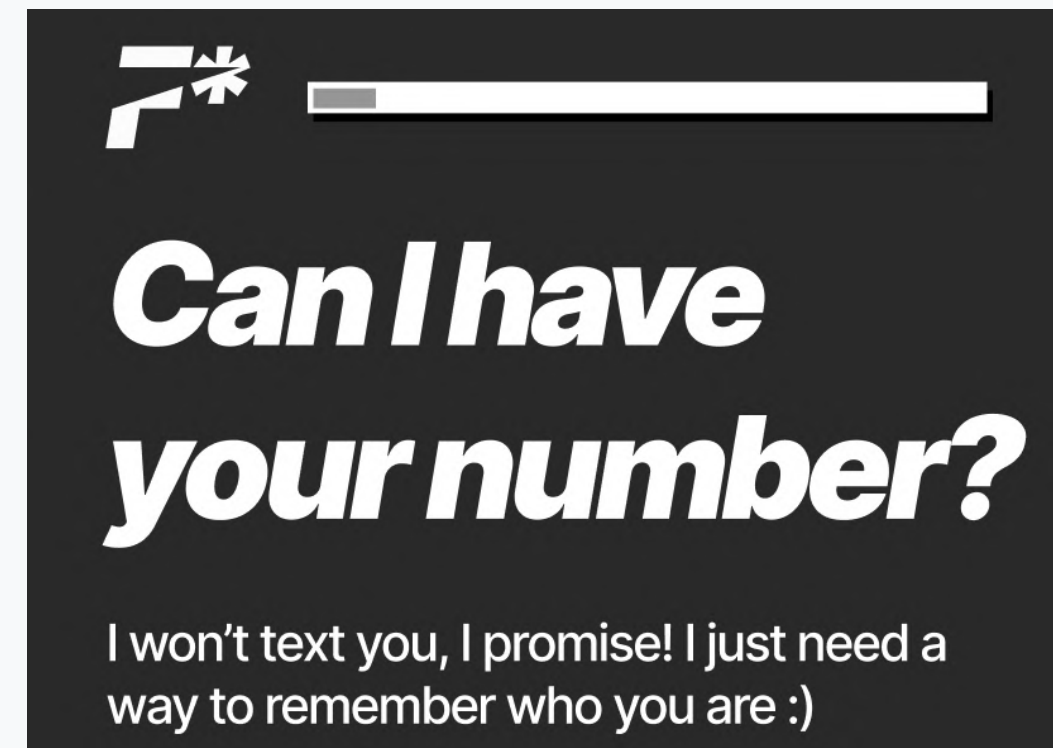
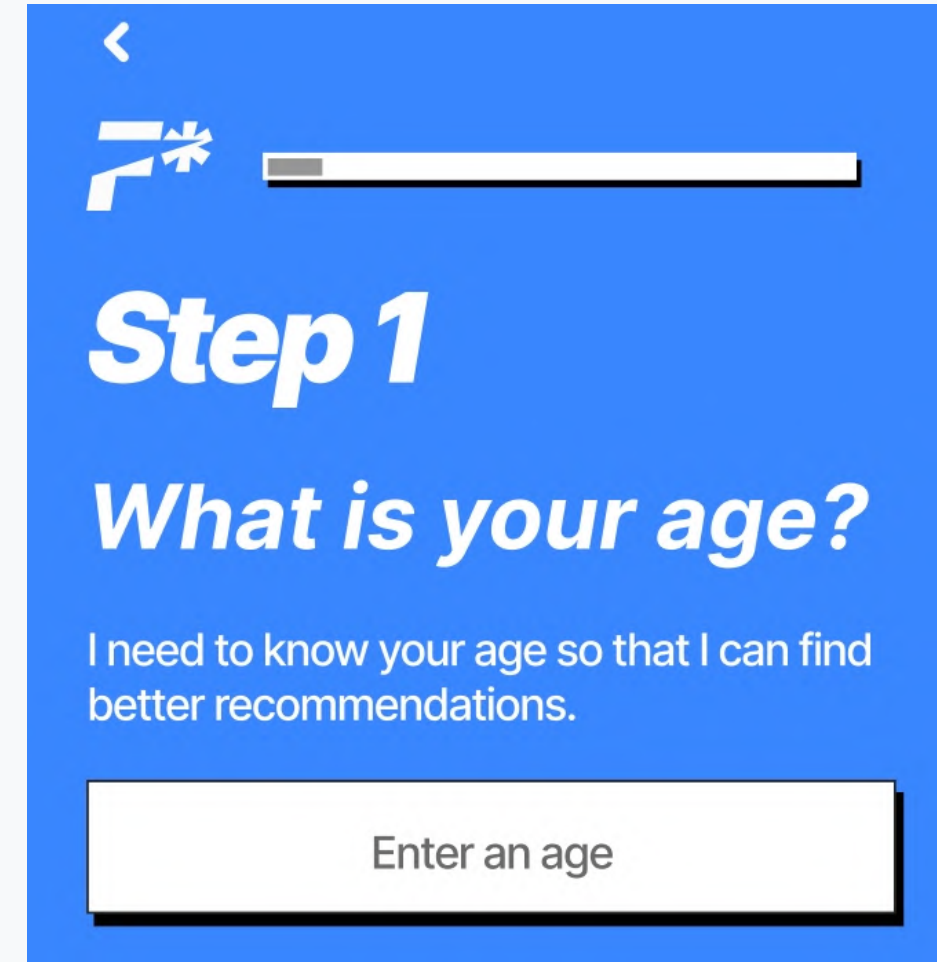
Fake News **OMG so real**

- 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

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

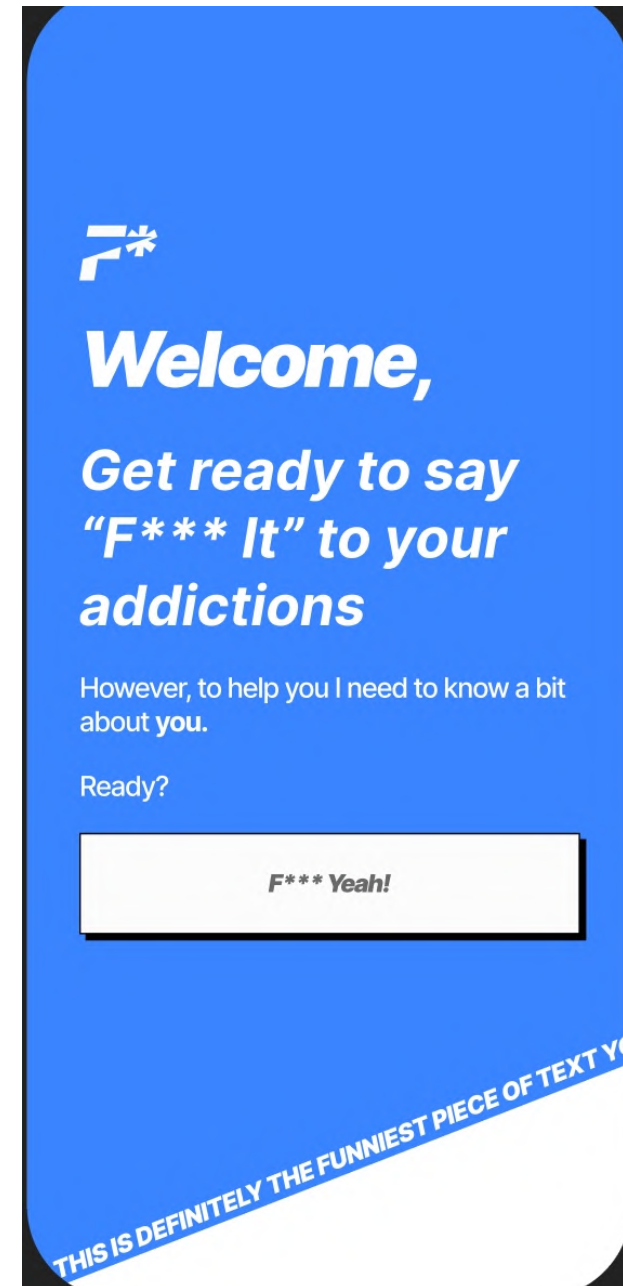
Efficiency

- 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



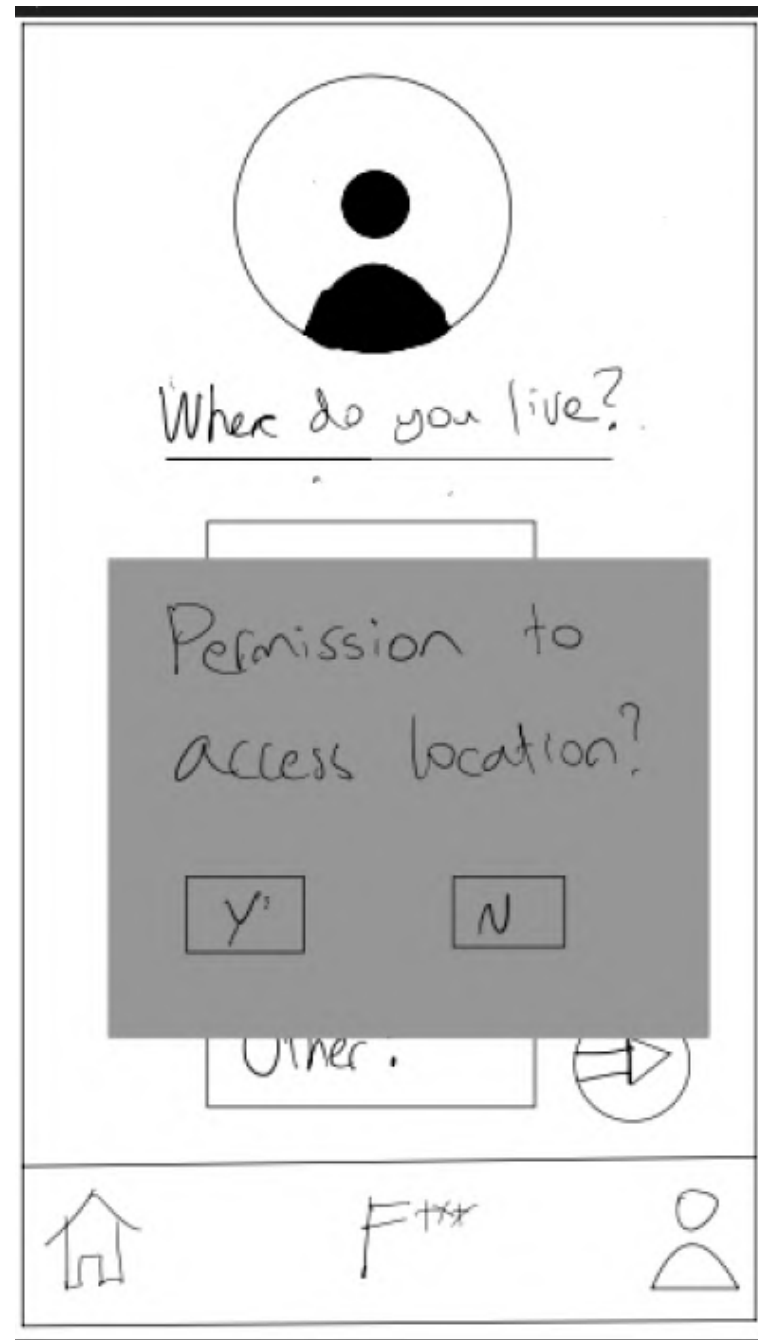
Before



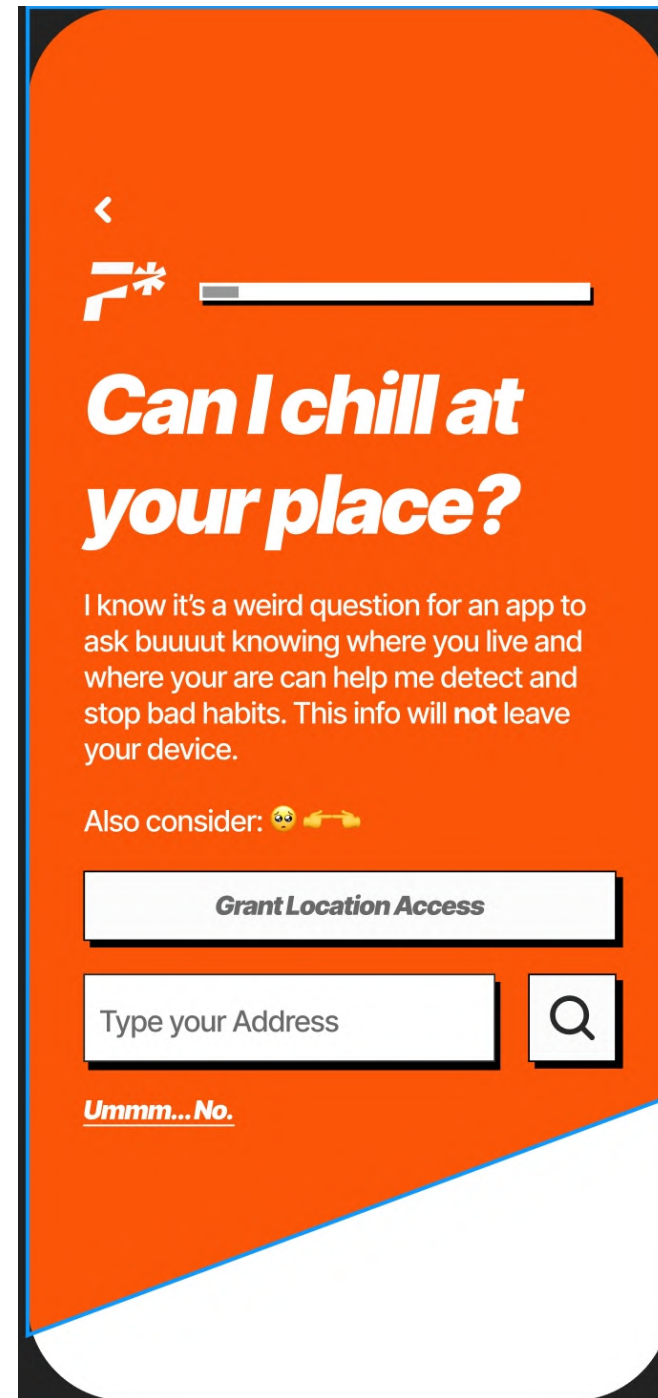
After

- 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



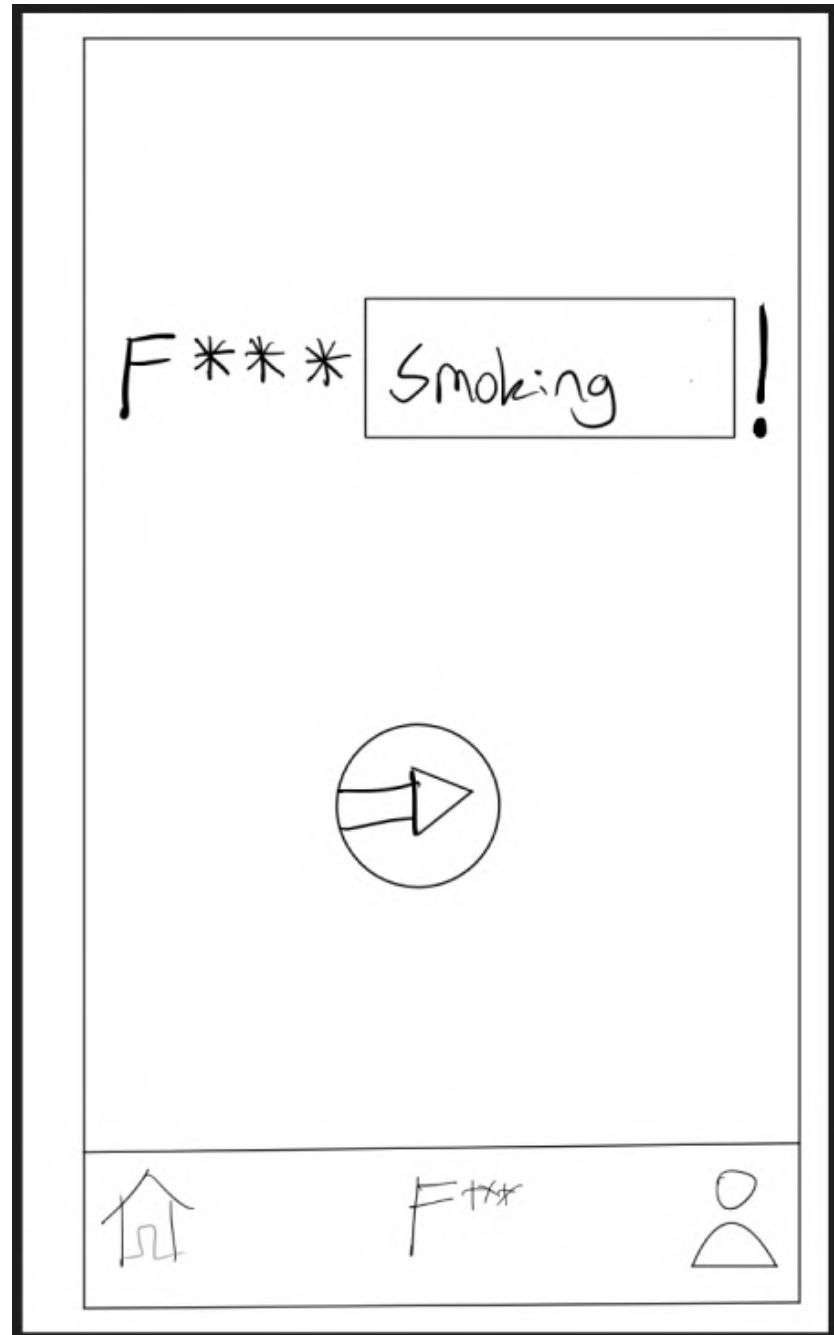
Before



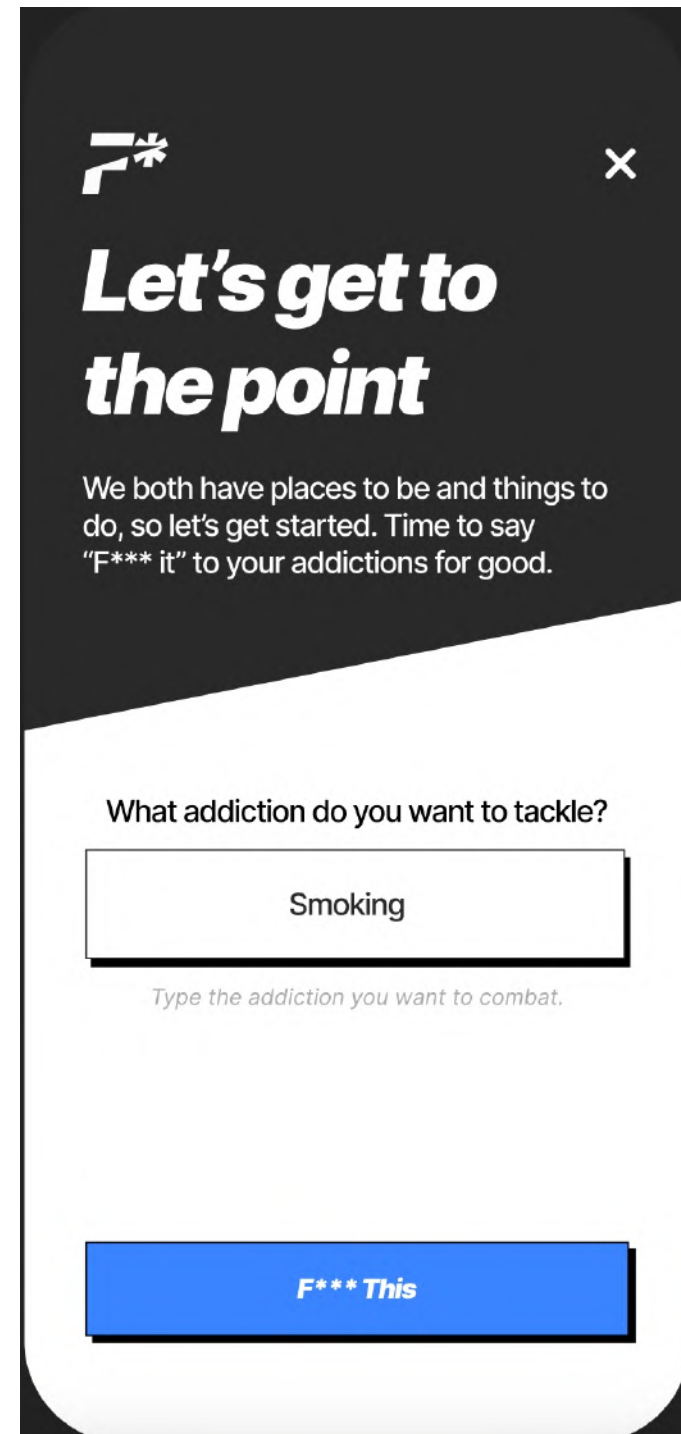
After

- 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 tis 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

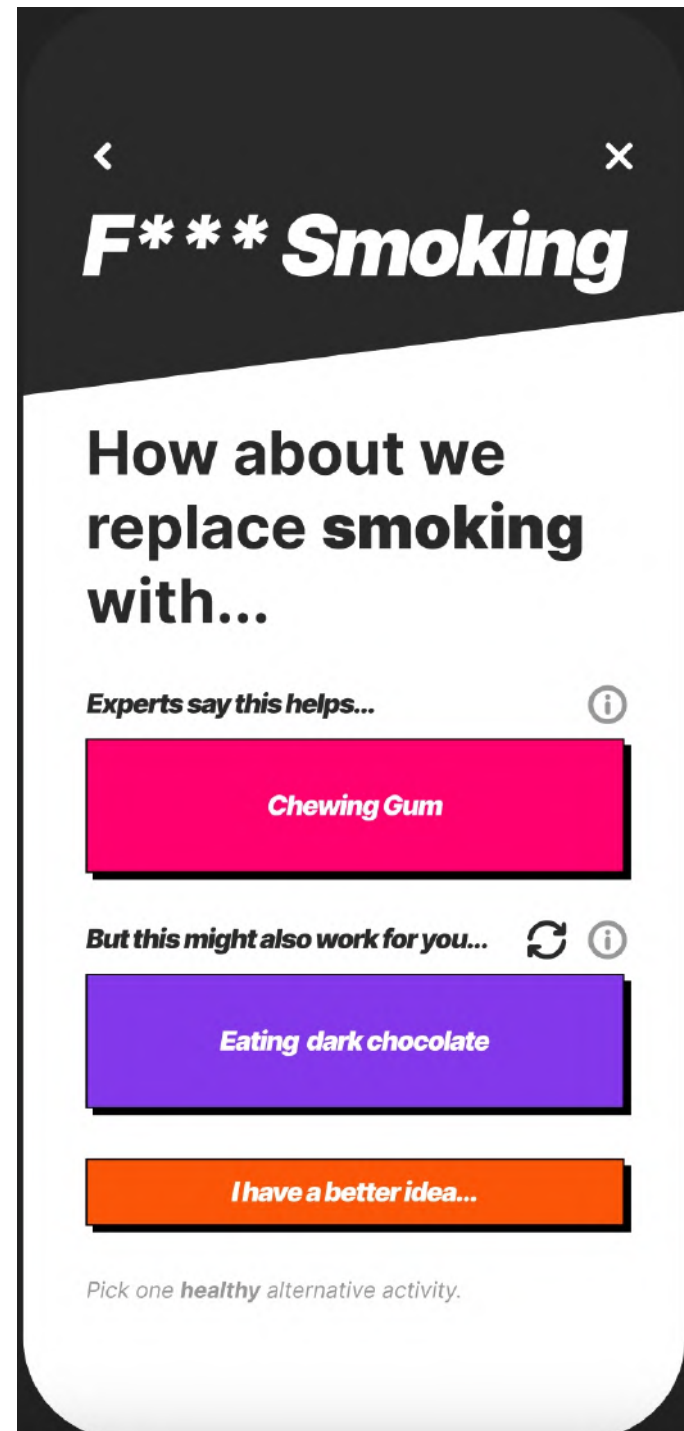
Prototype Limitations

- 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

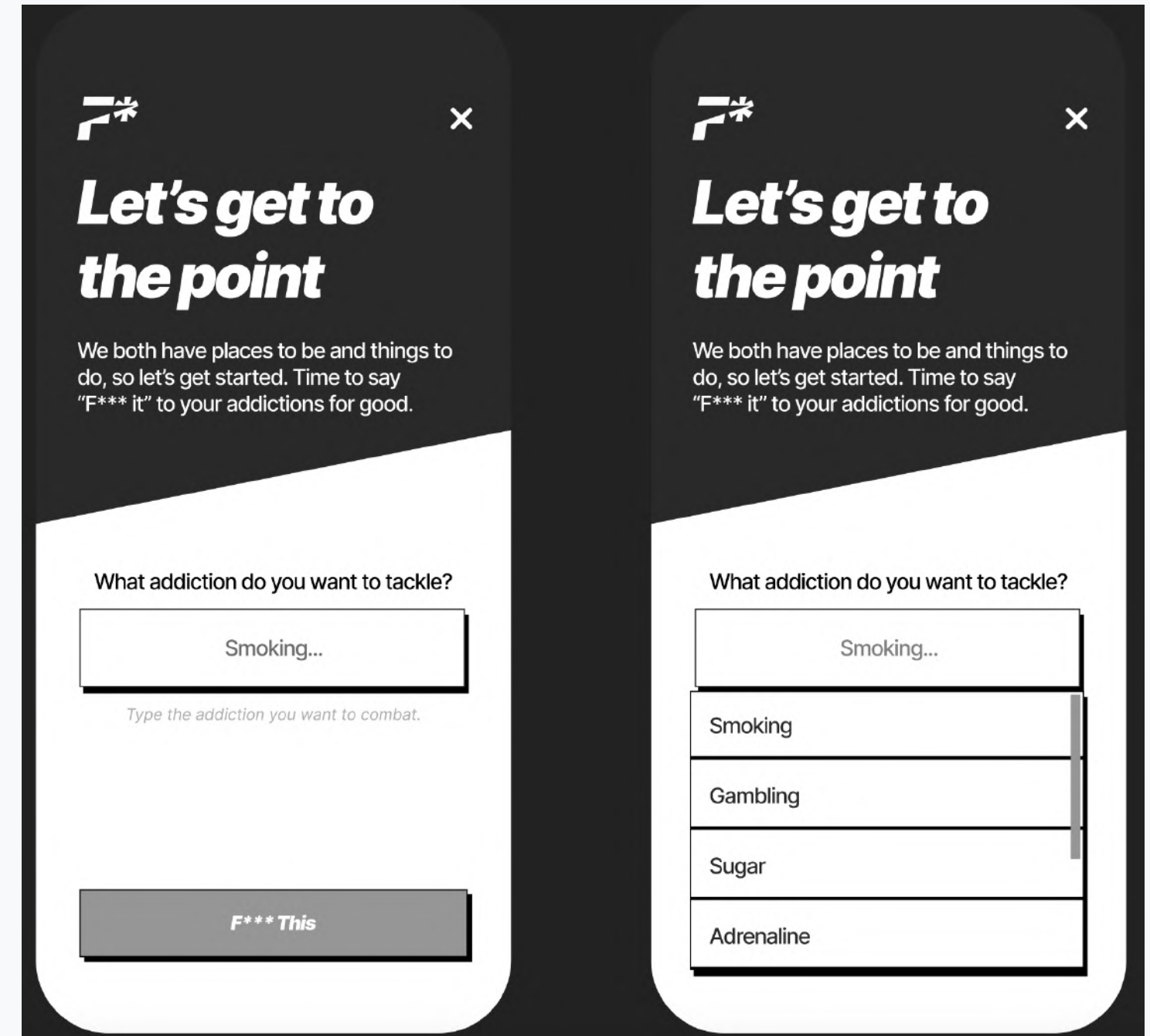
- The language and branding around our app is a big trade-off. We are betting on attracting young people who would appreciate and be encouraged by the sassiness of all the text in the app.
 - The colors are very young and energetic as well. We have doubled down on this theme of color and sass with the 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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