



# **Creative Tools** *for Everyday Users*

## Assignment 4 Concept Video

**Team 1** – Nhu, Emma, Adi, Aanika

# COTERMS AND PROUD



**Nhu P.**



**Emma W.**



**Adi B.**



**Aanika A.**

## Who:

Graduates navigating post-college transitions.



## Problem:

After graduation → young adults lose the structured environments that once inspired creativity → everyday life becomes routine → harder to explore new interests or feel connected.

## Solution:

A playful app that helps new graduates rediscover creativity and connection through small, everyday *dares* that inspire curiosity, exploration, and self-expression.

We are building...

# *DareDrop*



## **Why this name:**

Each dare feels like a drop: a small, spontaneous **spark** of creativity that lands in your day, capturing the energy of playful discovery.

Every day, a new dare is dropped into your world: **quick, doable, and fun to share.**

***DareDrop: Everyday creativity, delivered  
as a dare.***

Playful prompts that turn ordinary moments into creative ones.

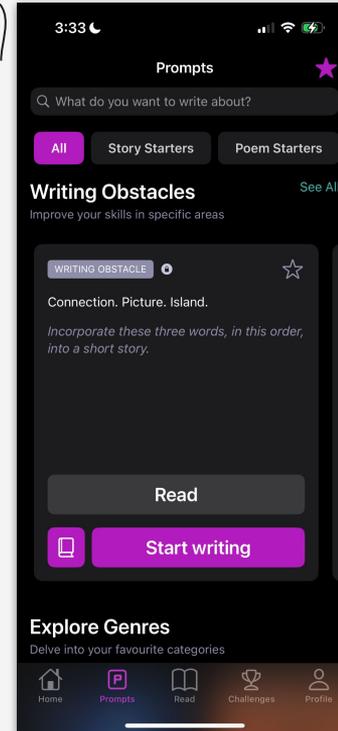
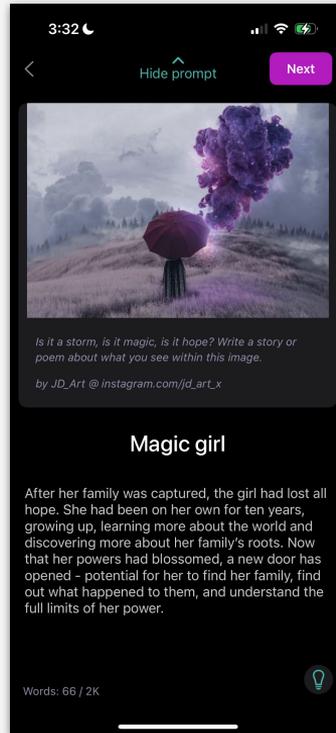
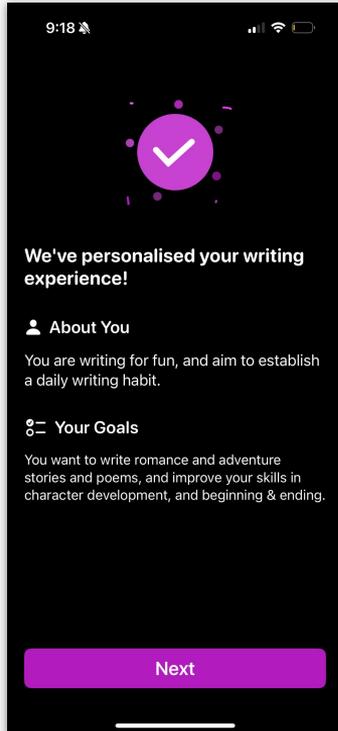
# Market Research



# Daily Prompt



Daily Prompt is a writing app that delivers daily creative prompts to help users overcome writer's block, build consistent writing habits, and express themselves through short, reflective entries.



# Daily Prompt



## Similarities:

Both inspire creativity, self-expression, and habit-building.

Daily Prompt	DareDrop
Prompts limit creativity to <b>writing</b> .	Dares <b>across writing, art, movement, and more</b> .
Builds consistency through encouraging reflection → focus directly on <b>habit-building</b> .	Builds curiosity through spontaneous, everyday action → focus on <b>exploration</b> , indirectly on habit-building.
Feedback-based writer community.	Shared inspiration – see others' takes, no critique.
Works well for writers seeking <b>structure</b> and accountability.	Works for anyone craving approachable, <b>low-effort</b> creativity in everyday life.
Many prompt options causes choice overload + <b>reduced novelty</b> .	One curated dare a day <b>keeps engagement high</b> and experience effortless.

## Implication:

DareDrop keeps what works – daily inspiration – but reimagines it as low-effort play, not productivity.

# BeReal



*BeReal is a social media platform that encourages people to post an unedited, dual-camera photo once a day within a 2-minute window after receiving a daily notification.*

## Once a day

Everyone receives a notification at the same time



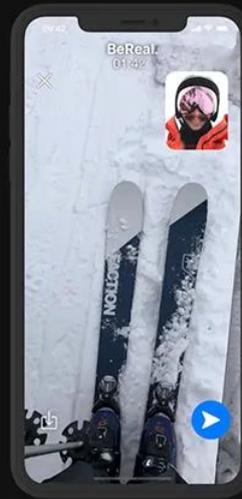
## Find out

What all your Friends are doing right now

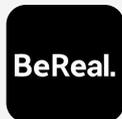


## 2 Minutes

To capture a BeReal of what you are doing



# BeReal



**Similarities:** Both use spontaneity to break routine, encouraging authenticity through real-time engagement.

BeReal	DareDrop
Platform accepts <b>photo</b> responses in a fixed style.	Rotates, dares spanning many media types, including <b>writing, photography, art, movement, and more.</b>
<b>Singular main feature</b> , expects the same task and engagement every day.	Encourages users to <b>explore new content</b> and tasks, consistently introducing new dares.
Users all receive the same notification <b>at once</b>	Users receive dares at <b>different times</b> throughout the day.
Draws motivation from <b>social accountability</b> and <b>authenticity.</b>	Focuses on personal <b>growth, creativity, and play.</b>
Focused on <b>authenticity through observation</b> (showing your life as it is)	Focused on <b>growth through self-expression</b> (making something out of who and where you are in your life)

**Implication:** DareDrop maintains low-barrier daily engagement, but ensures that tasks remain new and exciting.

# the nudge



*The Nudge is a lifestyle app that sends curated plans and local experiences to inspire people to explore their city and try new things in real life.*



Account Try Plus ⚡

## How locals find things to do.

- 💎 We research things to do
- 👉 We create plans for the best ones
- 💬 We text them to you (called a "Nudge!")

Join for Free →



Today 15:01

Hey [redacted] two weekends til Halloween means there's limited time left for spooky szn classics... let's make them happen.

What's a must-do October activity for you?

[Visit a pumpkin patch](#)

[Go to a haunted house](#)

[Hit a spooky bar](#)

[Rock the best Halloween costume](#)

[Meet your boo at a singles event](#) 🍷

# the nudge



the nudge	DareDrop
Plans experiences and activities for users, <b>things to do in their city.</b>	Prompts creative mini-actions users <b>can do anywhere.</b>
Focused on <b>lifestyle exploration and event planning.</b>	Focused on <b>creative expression and everyday spontaneity.</b>
Delivered through curated, <b>structured “Nudges” sent by text.</b>	Delivered through <b>lightweight, in-app creative dares.</b>
Builds consistency through <b>scheduled local recommendations.</b>	Builds curiosity through <b>unexpected, playful prompts.</b>
Feels curated and polished , <b>high-effort planning.</b>	Feels spontaneous and <b>personal, low-effort play.</b>

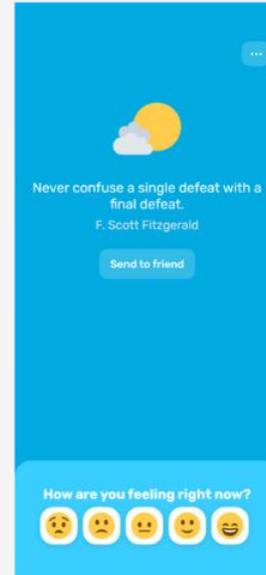
**Similarities:** Both spark real-world action through guided prompts and aim to make everyday life more intentional and inspired.

**Implication:** DareDrop keeps The Nudge’s spirit of real-world inspiration, but reimagines it as micro-creative acts,<sup>12</sup> not weekend plans.

# Finch



*Finch is a self-care companion app where users care for a virtual pet by caring for themselves, completing reflection prompts, gratitude notes, and mindful activities to nurture both their emotional well-being and their in-app “Finch” bird.*



# Finch



Finch	DareDrop
Focuses on self-care through <b>daily reflections and emotional check-ins.</b>	Focuses on creative play through <b>simple, joy-driven dares.</b>
Encourages <b>positive habits and self-awareness.</b>	Encourages <b>curiosity and self-expression.</b>
Progress tracked through a <b>digital pet companion.</b>	Progress felt through <b>shared creative momentum and connection.</b>
Designed for <b>introspection and personal growth.</b>	Designed for <b>playful action and shared inspiration.</b>
Can feel <b>solitary or self-focused over time.</b>	Promotes <b>social connection through light, creative exchanges.</b>

**Similarities:** Both inspire users to pause, reflect, and engage in **small acts that nurture creativity and well-being.**

**Implication:** DareDrop keeps Finch's gentle self-reflection, but channels it into **creative play and communal joy rather than solo habit-building.**

# Competitor Comparison Matrix



DareDrop				
<b>Creative Expression</b>	Encourages self-expression through playful, daily dares	Limited to photos	Pre-planned activities	Focused on reflection, not creation
<b>Low-Effort Play</b>	Quick, spontaneous, and fun	Quick photo but repetitive	Requires planning and time	Quick but introspective, not playful
<b>Social Connection</b>	Shared creative responses & inspiration	Friends-only viewing	Minimal interaction	Solo Experience
<b>Scope of Prompts</b>	Across writing, art, movement, and more	Only photo-based	Lifestyle and location-based	Emotional and self-care tasks
<b>Mood &amp; Tone</b>	Playful, curious, and expressive	Authentic but limited novelty	Practical and polished	Gentle and comforting

# Values in Design: Direct Stakeholders

## DareDrop: Spontaneous & random creative challenges

**Our Solution:** Mobile app that has pop-up prompts that add excitement and creativity to mundane moments, happens at random times throughout the day

### Primary Users (Everyday Creatives)



- Individuals seeking quick bursts of creativity throughout their day.
- Motivation: relieve boredom, spark joy, reconnect with creativity.

### Friend Groups/Social Circles



- Exchange creative output, motivate one another
- Motivation: community bonding, playful accountability

### Prompt/Content Curators



- Create and maintain diverse library of creative dares
- Motivation: inspire creativity, maintain novelty, support brand tone and values

# Values in Design: Indirect Stakeholders

## DareDrop: Spontaneous & random creative challenges

**Our Solution:** Mobile app that has pop-up prompts that add excitement and creativity to mundane moments, happens at random times throughout the day

### Employers and Coworkers



- May be affected by user's engagement throughout the workday
- Potential tension between productivity vs. distraction

### Friends & Family



- May experience the effects of user creativity (shared photos, artwork) etc.
- Potential to receive secondary social engagement through dares

### Public Spaces & Bystanders



- May witness or become part of users' spontaneous creative dares in public settings
- Raises questions around comfort, consent, and appropriate contexts for self-expression

# Values in Design: Ethical Implications



## The Catalyst

### Ethical Implications:

- **Cultural Shift Toward Performance:** If DareDrop becomes popular, creativity could risk becoming performative, where people feel pressure to constantly prove they're "fun" or "creative" online.
- **Reinforcing Inequality of Visibility:** Users in certain cultures or communities may feel less comfortable engaging publicly, potentially excluding those less expressive or camera-ready.

### Reflection:

DareDrop should design prompts that **center authenticity over performance**, include **private or low-visibility modes**, and celebrate creativity in diverse cultural expressions.

# Values in Design: Ethical Implications

## THE BACKSTABBER



**What could cause  
people to lose trust in  
your product?**

What could make people  
feel unsafe or exposed?

What mechanisms are in place  
for listening to your users?

How will you recognize larger  
patterns in feedback so that  
action can be taken?



## The Backstabber

### Ethical Implications:

- **Privacy Concerns:** Sharing creative dares publicly could expose users' personal spaces, faces, or emotions without clear consent controls.
- **Emotional Safety:** Users might feel judged or discouraged if responses receive negative feedback, reducing creative confidence.

### Reflection:

To build trust, DareDrop should prioritize privacy settings, moderation, and gentle feedback systems, fostering a community that feels safe, supportive, and human-centered.

# Values in Design: Ethical Implications

THE  
FORGOTTEN

◆

**When you picture your user base, who is excluded? If they used your product, what would their experience be like?**

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?



## The Forgotten

### Ethical Implications:

- **Accessibility Gap:** Users with limited mobility, neurodivergence, or social anxiety might find public dares stressful or inaccessible — potentially reinforcing exclusion rather than connection.
- **Cultural Bias:** Dares designed with Western or urban contexts in mind may alienate users from different cultural or social backgrounds.

### Reflection:

DareDrop can make inclusivity intentional by offering adaptable prompts (solo, indoor, sensory-friendly) and diverse content curation reflecting multiple cultures and comfort levels

# Values in Design: Ethical Implications

THE  
BFFs

◆

**If two friends use your product, how could it enhance or detract from their relationship?**

How does your product change or create new ways for people to interact?

Does your product fill or change a role previously filled by a person?



## The BFFs

### Ethical Implications:

- Strengthened Bonds Through Shared Play: Dares can bring friends closer by encouraging mutual creativity and laughter, a positive social reinforcement.
- Risk of Social Comparison: If dares are shared publicly, some users may feel excluded or judged based on participation or response quality.

### Reflection:

DareDrop can emphasize collaboration over competition, provide group or pair dares, and ensure prompts foster connection, not comparison, keeping relationships playful and inclusive

# Tasks



## Simple

The user can add a daily burst of inspiration/creativity to their day



## Moderate

The user can explore a new passion/interest and save what they like



## Complex

The user can share their creative responses with others

# Tasks



## Simple

**Why?** Quick, low-effort prompt, not a lot of time to complete and encourages spontaneous reflection.



## Moderate

**Why?** Requires light exploration, browsing ideas, engaging with new content, and saving favorites. Encourages reflection.



## Complex

**Why?** Involves higher engagement, such as sending a text, uploading content, and interacting with community feedback.

# Tasks



**Simple**

**Timestamp:**

**0:32**



**Moderate**

**Timestamp:**

**0:58**

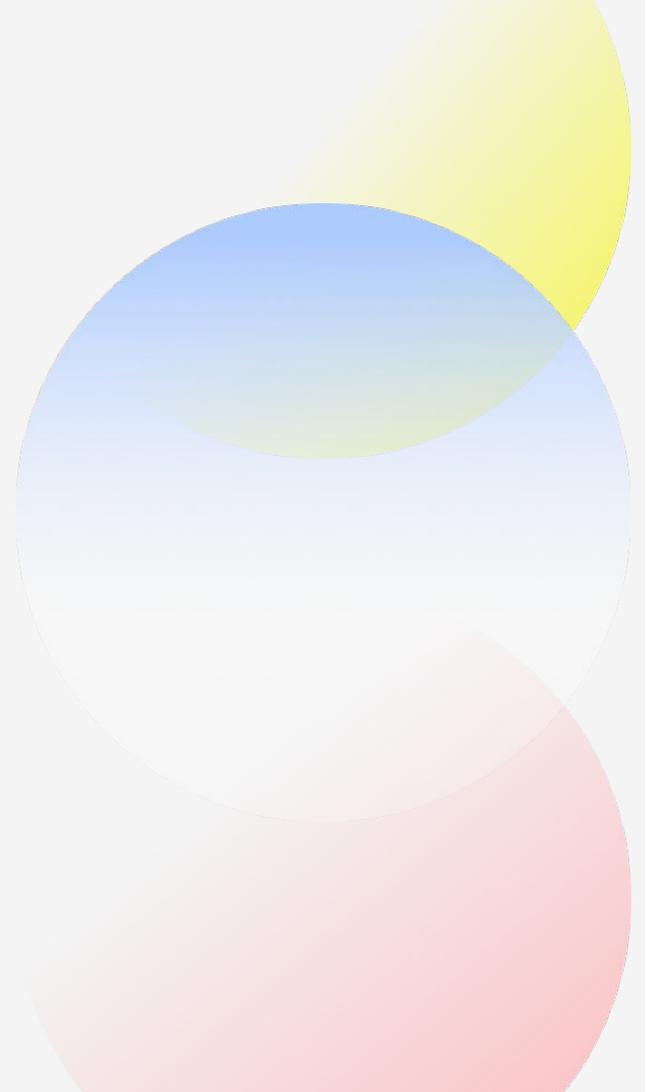


**Complex**

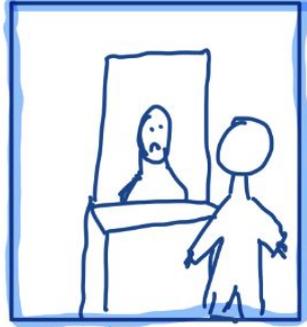
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**1:06**

# Storyboards



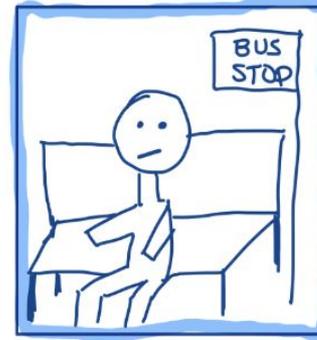
☁️ : sad/gloomy    🌱 : intrigued/inspired    💖 : joyful/content    🌟 : excited



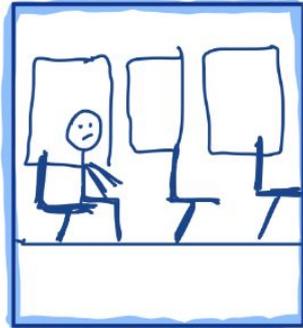
At home getting ready, glum



Picks black tie immediately



commuting, looking glum



On bus, disinterested



close-up head on shot on bus



At work, dim light, still glum

☹️ . sad / gloomy

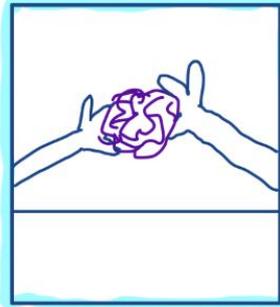
🌱 : intrigued / inspired

😊 : joyful / content

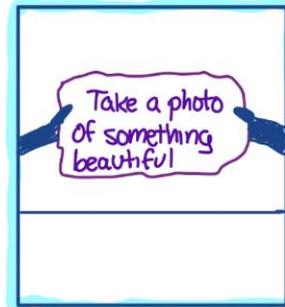
🌟 excited



Crumpled Note falls into lap (dare drop)



opens note, mood begins to shift



Task 1: Daily burst of inspiration / creativity added to user's day



Hero moment: has an idea for the dare



takes break & goes for walk, less glum



Takes pic of view, fades out...

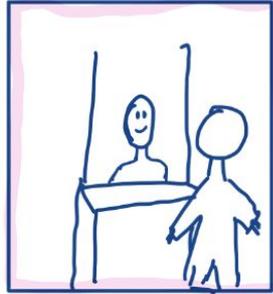
☁️ . sad / gloomy

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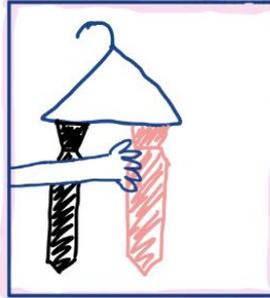
💖 : joyful / content

💜 excited

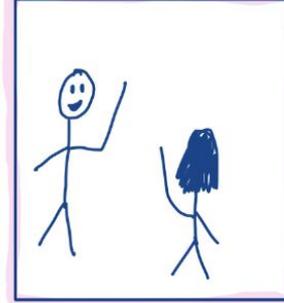
The Next Day...



Getting ready,  
content



Reaches for pink  
tie (close-up)



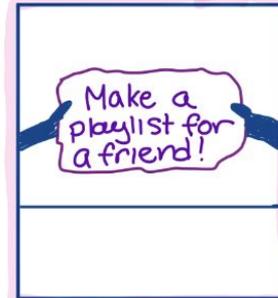
Waves to stranger  
on commute



at work, adjusts desk,  
brighter lighting



Another dare drop



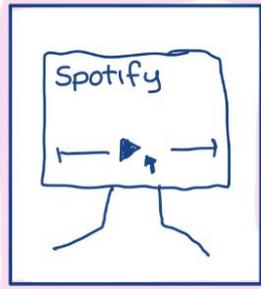
zoom in, read dare

☁️ . sad / gloomy

🌱 : intrigued / inspired

💖 : joyful / content

💜 excited



Navigates to spotify,  
plays song (background  
music plays in vid)



Enjoying himself while  
making playlist,  
favoriting songs



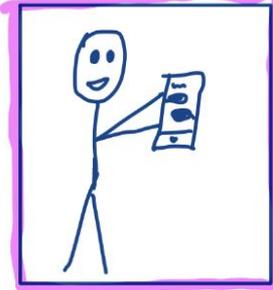
Timelapse/montage of making  
playlist  
Task 2: user favorites things  
they like while discovering  
something new



Notices something on  
back of dare



zoom in, turns it over



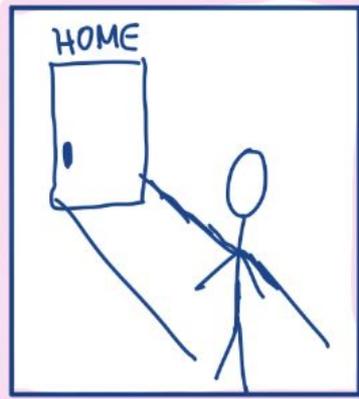
Texts playlist to bestie  
Hero moment & task 3: share  
creative creation w/ others

☁️ . sad / gloomy

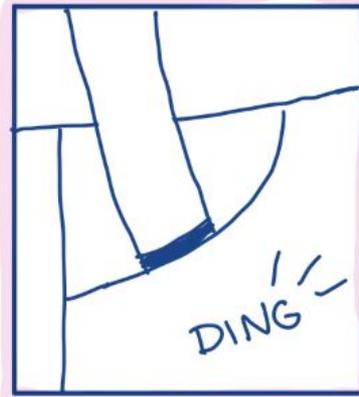
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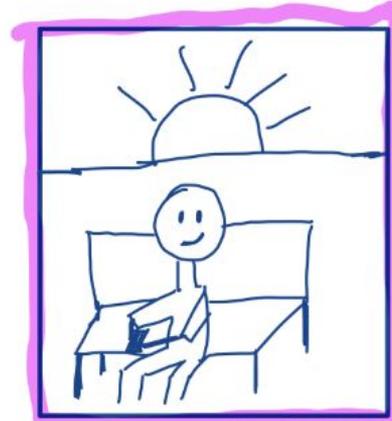
💜 excited



walking home



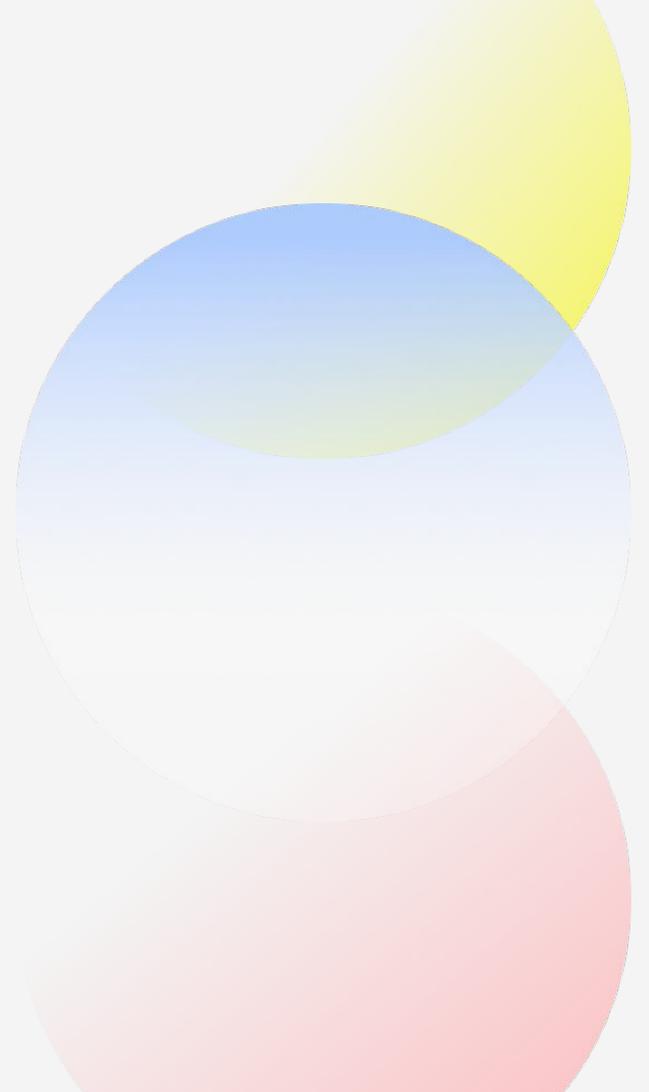
Digging for keys,  
gets a text



Bestie texts back, he  
stays outside on bench  
to reply

# Video:

<https://youtu.be/noPgns2Vd6E>



**Thank you!**

