Assignment 3

Bottle

Presented by:

Evy, Jenny, Tracy, Lucia

Our Team

Evy Shen
Symbolic Systems
Sophomore

Jenny Duan
Symbolic Systems
Sophomore

Tracy Wei
Symbolic Systems / Design
Sophomore

Lucia Langaney
Computer Science
Sophomore

Table of Contents

Project Name & Value Proposition

Overview of Problem & Solution

Market Research

Values in Design

Tasks

Storyboard

Concept Video

Bottle: “Share everyday moments”

We wanted a line that encapsulates the function of our project, which is to allow users to record and share their everyday moments with their loved ones in a fun way, which is to store them in a bottle.

Overview of Problem & Solution

The **primary user** of Bottle is people in long-distance relationships, which include romantic, platonic, and familial.

Problem:

Busy lives and **time-zone differences** make it difficult for long-distance loved ones to **share updates** in real-time. During limited conversations, people have a hard time **recounting little moments** throughout their day, moments we believe are critical in maintaining emotional intimacy in relationships.

Proposed Solution:

Bottle makes updating **easy**:

1) Users store **“mundane” updates** throughout their day (text, image, videos, etc.) to a bottle, in which 2) they **exchange** with a receiver’s, to be opened and **shared at a set time**, optionally over a video call, enriching conversations.

Market Research

Bottle

vs.

Locket

Cappuccino

BeReal

Agapé

market research

Locket

A widget that shows live photos from your best friends, as a little glimpse of what everyone's up to throughout the day

What works:

- people can see glimpses of what their friends are up to throughout the day, making them feel more involved
- can reply and react to photos
- easy to access & view since Locket is a widget for home screens
- acts as a mini reel of your friends' lives

What doesn't work:

- limited to only images, video, and captions as a way to capture glimpses, unlike Bottle's range of mediums (text, visual, audio, etc.)
- no build-up of anticipation or final recap of the person's day, unlike Bottle's exchange and unlocking of each other's curated moments

market research

Locket

A widget that shows live photos from your best friends, as a little glimpse of what everyone's up to throughout the day

Takeaways:

- People like seeing glimpses into their friends and loved ones lives during the day.
- People like tokens/mementos like how Locket serves as a widget that they can easily access on their home screen, and we can apply this same concept of having a memento to Bottle.
- Like Locket, we want people to feel like they have a better understanding of their loved ones' days through interesting, fun updates so that they can deepen their connection despite the distance

market research

Cappuccino

An app where the user and their friends record short audio stories throughout the day, like updates, funny moments, or drama, which are complied into a mini-podcast

What works:

- compiles peoples' updates in an interesting, engaging way (storytelling through podcast)
- friends are kept informed about each other's lives even when they are too busy to call and catch up

What doesn't work:

- limited to only audio as a way to record, unlike Bottle's range of mediums (text, visual, audio, etc.)
- mini-podcast is a mix of multiple people's experiences, which can be confusing to separate, unlike Bottle's individual collections of moments per person

market research

Cappuccino

An app where the user and their friends record short audio stories throughout the day, like updates, funny moments, or drama, which are complied into a mini-podcast

Takeaways:

- Having a variety of different mediums (text, audio, image, etc.) for users to capture their daily moments will give users more flexibility, ease, and creativity versus only being able to record their moments as audio.
- Like Cappuccino, we want Bottle to compile our users' recorded updates in a way that is fun and interesting to go through at the end of the day with their loved ones

market research

BeReal

A social media app whose main feature is a daily notification that encourages users to share a photo of themselves and their immediate surroundings given a randomly selected two-minute window every day.

What works:

- Captures authentic, mundane moments
- Connects friends and family by checking up on what they're doing at the exact same moment
- No advertising or follower counts, de-emphasizes social media addiction
- Friends can comment and respond
- Only a small self-selected group of friends can see each other's BeReals

What doesn't work:

- Only goes off at the same time for people in the same time zone
- Daily two-minute window has been argued to contribute to social media fatigue
- Only in-app pictures are transmissable--- no videos or other media

market research

BeReal

Takeaways:

- Capturing mundane moments is fun for friends to exchange and creates transparency and emotional intimacy
- Bottle is focused on an **ongoing** moments collection process of **different media,** not just one picture
- Having no follower counts and advertising is refreshing removes the feeling of needing to be “popular”
- Having an app for just close circles of friends fosters connection

Implications:

- There are still no apps that foster connection across time zones

market research

Agapé

A relationship wellness app that helps users feel close to their friends, family, and partners by having them answer daily questions to spark meaningful conversations.

What works:

- Adjusts to the relationship type
- Allows users to connect even at a long distance
- Keeps a streak of how many days users have used the app for conversations, and keeps a record of the conversation in app
- Eliminates the issue of getting past small talk

What doesn’t work:

- both sides of the relationship need to be engaged and committed to answering the questions, or it’ll feel one sided
- Questions are surface level
- App is too expensive to use, as it requires payment for it’s most basic function

market research

Agapé

A relationship wellness app that helps users feel close to their friends, family, and partners by having them answer daily questions to spark meaningful conversations.

Takeaways:

- Having a guided way to connect in relationships is helpful in enchacing the connection in the relationship, especially at a long distance
- It's important to save memories of conversations and events that happen every day for users to look back on
- Like Agapé, we want Bottle to be able to connect users in any type of relationship, even at a long distnace

	BOTTLE	LOCKET	CAPPUCCINO	BEREAL	AGAPÉ
VARIETY OF MEDIA	✓	✗	✗	✗	✗
FREE TO USE	✓	✓	✓	✓	✗
ALLOWS FOR MULTIPLE DAILY UPDATES	✓	✓	✓	✗	✗
CREATES DAILY RECAP MEMENTOS	✓	✗	✓	✗	✗
ACTIVELY ENCOURAGES CONVERSATION	✓	✗	✓	✗	✓

Values in Design

Communication over long distance is hard. Bottle promotes **human connection** through **uplifting, collecting**, and **sharing** the **little, mundane moments** with long-distance family and friends. We aim to offer an **efficient** and **fun** way to recap one's days through **locking the time** bottles can be exchanged and opened, building anticipation.

Core values include:

- **authenticity**: promoting authentic moment collection
- **inclusivity**: bring people in closer, involve them into each other's lives
- **fun**: make virtual communication fun
- **flexibility**: work for people of all schedules and lfiestyles

Stakeholders

Direct Stakeholders: People in long distance relationships with significant others, family, and friends

Indirect Stakeholders: The people surrounding people in long distance relationships like family and friends of the people in the long distance relationship

Ethical Implications

Potential value conflicts:

- Might promote excessive phone usage to document moments throughout the day
- Might lead to overanalysis and comparison over each other's days

Tech Ethics Tarot Cards

- What cultural shifts might our product create?
  - It could enrich conversations by discovering areas of overlap in each other's lives. Conversely, it could promote oversharing or excessive documentation of one's lives.
- What would a bad actor do with our product?
  - Since we value privacy, we wouldn't know if the content being transmitted might be offensive or criminal. Monitoring the communication while preserving user privacy is something we will consider.

Tasks

Simple	User writes a message and puts it into the bottle
Moderate	Users discuss and react to the messages received.
Complex	Users find a note associated with an emotion.

Storyboard

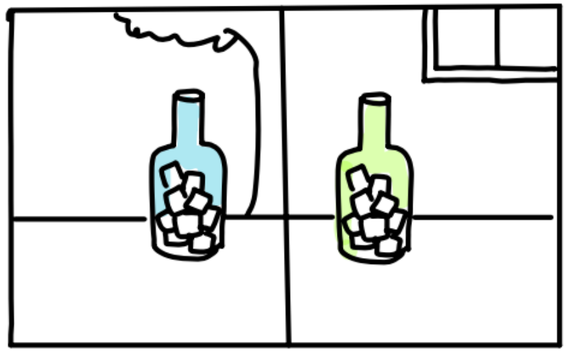
1
setting shot of Govco at night
2
Person 1's phone
good night text from s/o
11:59
phone turns off to sleep
3
setting shot of EVGR in the morning
4
Person 2 sleeping
7:00
Alarm
phone alarm goes off
5
"Good morning"
"Wyd today?"
Person 2 texts Person 1 good morning but gets no reply
* zoom in on delivered
6
person 1 sleeping
7:05
recieves the text from Person 2
* still asleep, goes unanswered
7
Person 2 goes about day
background scene is an event/moment
note w/ update to add into bottle
note falls out of frame
8
same note
Cuts to frame showing the same note being dropped into a bottle

Storyboard

9
Person 1 sleeping
1:00
Alarm
alarm for Person 1 goes off at 1 pm & they wake up
10
Person 1 goes about day
background scene is an event/moment
note w/ update to add into bottle
note falls out of frame
11
same note
cuts to frame showing the same note being dropped into a bottle
12
person 2
background scene is an event/moment
13
same note
14
person 1
background scene is an event/moment
15
same note
same 2 frames repeat and progress throughout the day

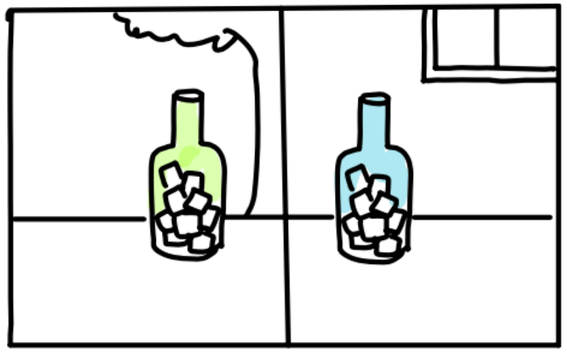
Storyboard

16 at the end of the day



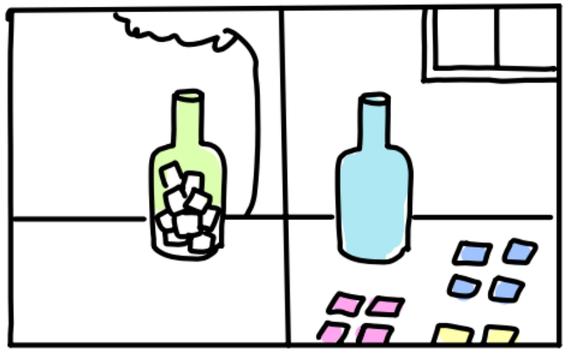
Person 1 & 2 come together (different backgrounds to show long distance) to share bottle

17



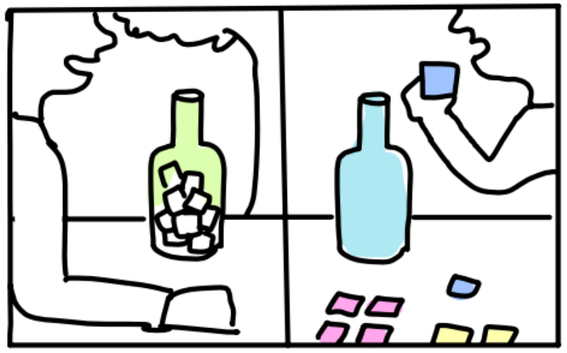
bottles are swapped

18



emptying out the bottle and then the updates are sorted into groups

19



both people discussing each others updates (emojis flash on screen to show reactions)

↓

fade to black

Concept Video

https://youtu.be/KxSYJ-xmQ_4