

NOVEMBER 1, 2024: LockIn

A6 LOCKIN MED-FI PROTOTYPE

VALUE PROPOSITION:

**Win money by reducing your
screen time with your friends**

The Problem:

People lack a mindful and intentional relationship with technology. It's hard for people to avoid digital distractions and balance their work, and these screen-time obsessions lead to stress.

THE SOLUTION: LOCKIN

An app that combines social and monetary incentives to limit screen time through competing with and staking money against other people.

VALUES IN DESIGN

Inclusivity

Design: We want anyone, regardless of their background / monetary contributions / screen time/ friends, to be able to use the app. More diverse users = effective competitions.

Simplicity

Design: We want to make the app as non-distracting as possible to reduce extra time spent on LockIn (more than needed)

Possible Conflict: Too much simplicity may make the UI / UX worse

User-friendly

Design: We want the different functionalities of the app to be clear and difficult to get lost in

Possible Conflict: Balance with simplicity, minimalism & UI flexibility

Flexibility

Design: It should be flexible with the users customization of their analytics viewing, competitors, and how they use the app

VALUE-ALIGNED FEATURES

Inclusivity

Features: Diverse public competitions, can invite friends from outside the app, people can find a competition with any level of buy-in that works for them

Simplicity

Features: Minimalist features & color palette to reduce extra time spent on LockIn (no more than needed).

The main page is “locked” to access when in a competition with only the necessary game information

User-friendly

Design: Simple UI/UX with large imagery and buttons

Features: Nav-bar, buttons, clear displays of goals, time metrics, game rules, and stakes throughout the competition

Flexibility

Features: Users are allowed to customize the competitions they make & join -- any kind of competition should be possible to join and find. They are allowed to join any competition (friend-made or public), all up to their selection.

Minimalism example: Our Color Palette

Black & White: classic, neutral, clean & distraction free interface

Pastel pink: a soft, calming contrast



Vermillion : rich & mature, and signifies rewarding / achievement

TASKS

SIMPLE

Join a pre-set competition with your login

MODERATE

Post your daily stats to the competition feed and compare analytics with friends



NEW MODERATE

Monitor the competition feed and compare analytics with friends

*Change reason:

Stats are locked to your live feed; no need to post daily, it will be automatic

COMPLEX

Make a custom competition; defining your preferred goals, stakes, and members; sharing invitations to the competition

Usability goals going forwards

Efficiency

How long it takes to use the app since we want to reduce screen time

Learnability

How easy it is for new users to understand how the app works

Key Measurements for Usability Goals

Efficiency

Keep the number of steps to complete each task limited

Measure: how many steps it takes per task & time spent

Learnability

Simple interfaces with only bare-bones information to engage with (also limits distractions)

Measure: time for new user to move through app

Progressing toward goals

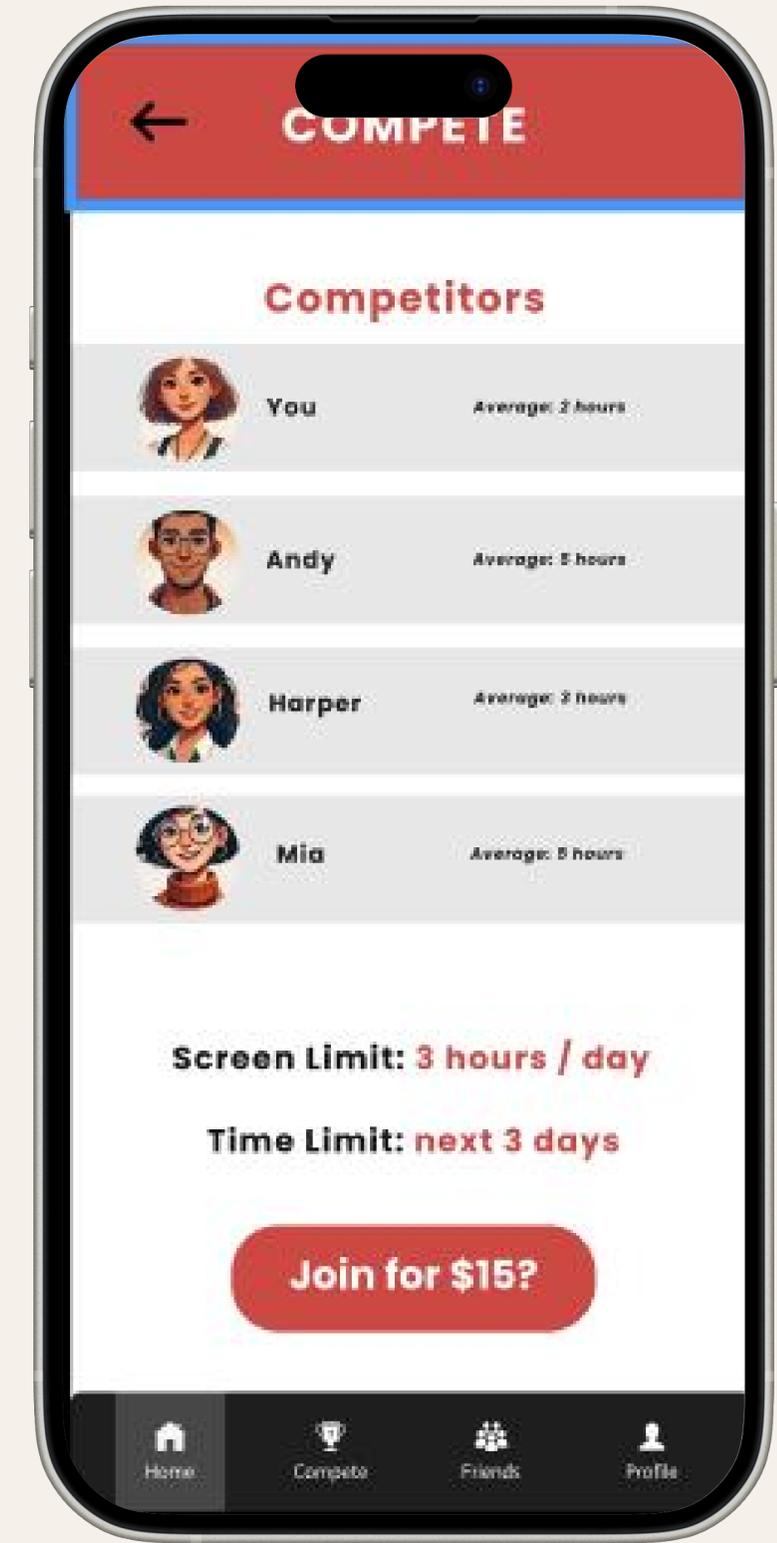
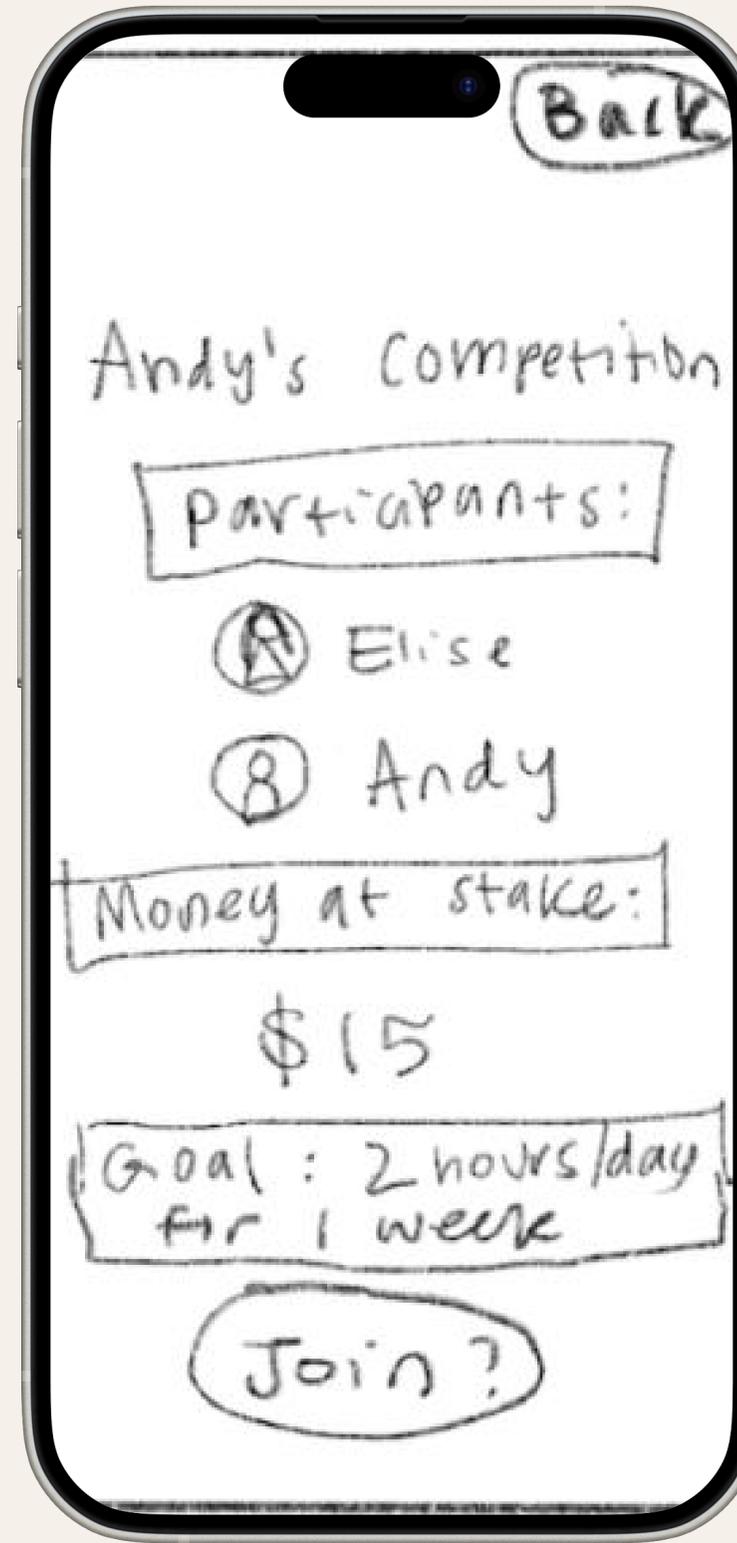
In the past week, we overhauled our prototype to keep it as simple, non-distracting as possible, and much quicker to navigate through + learn.

1. Efficiency

- New LockIn screen with only pot, time spent, and see competitors (moved analytics to post-comp)
- Minimalist nav bar to make it easier to switch
- Future: Reduce burgundy shaded boxes + text, incorporate positioning feedback

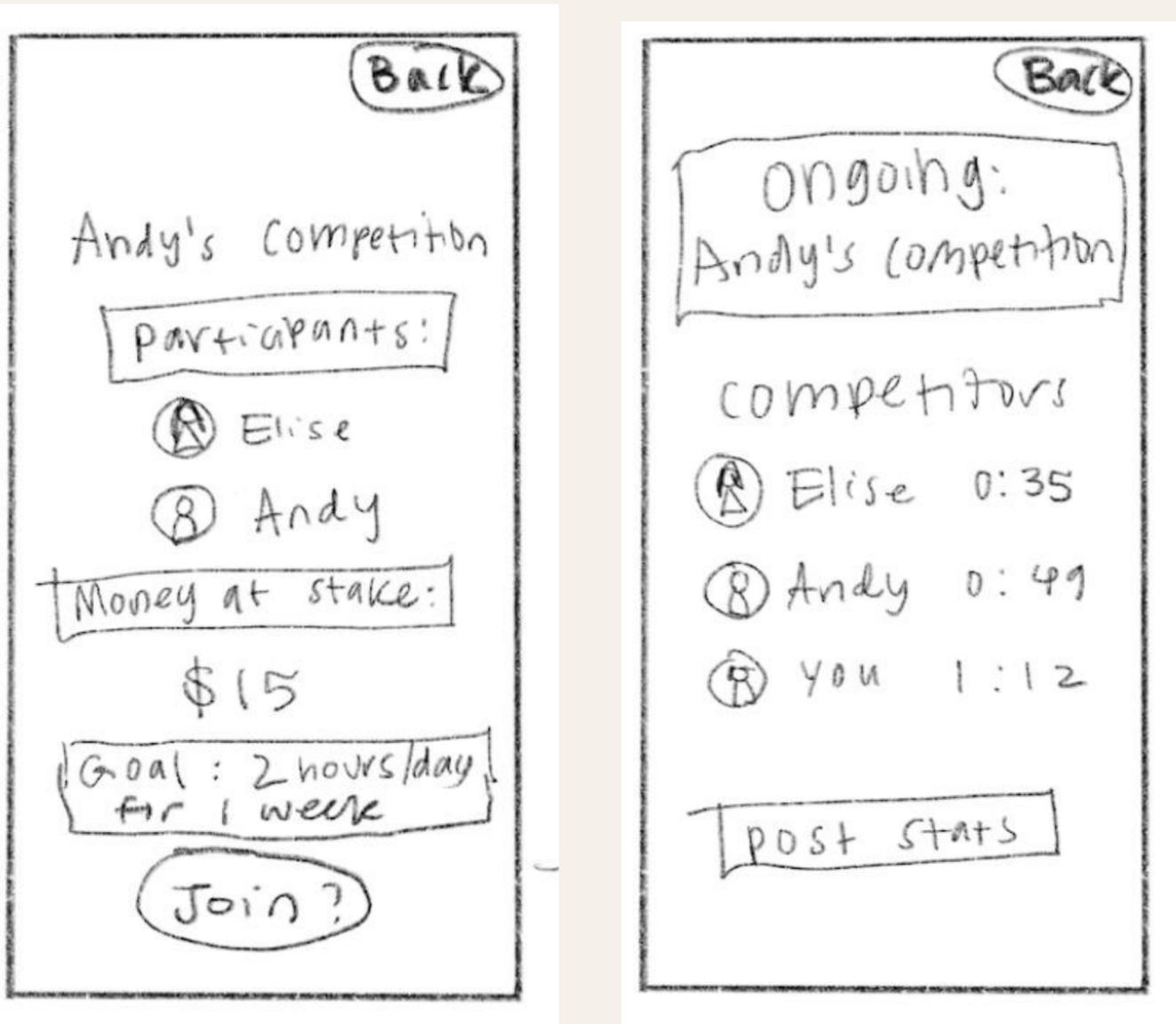
2. Learnability

- Removed excess logos on the join page (cutting information that is confusing + sensory overload)
- Making buttons clear vs. rules, payouts, and competitors
- Intuitive: payouts tracker & live people left
- Future: Better rule explanation, reformat 1-1 comparisons + a tutorial for new users



Major Change #1

Old Interface Sketches



01 FEEDBACK

User 1: "I dont really know what to click here ... change participants? Or the money? Can I join immediately"

User 2: "Am I stuck here?"

02 LIMITATION

- The clusters of text & logos are confusing, and the similar button shapes make it confusing.
- Not very intuitive and users don't understand what the game functions

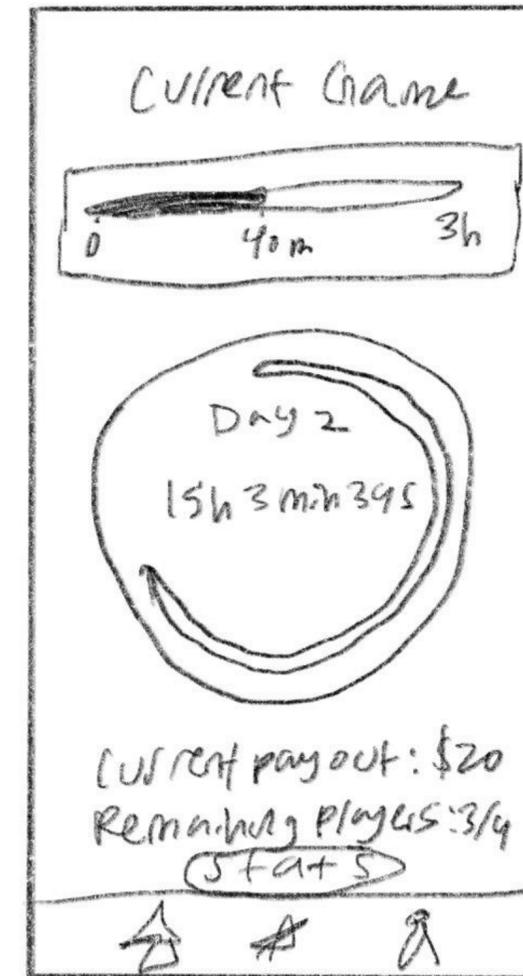
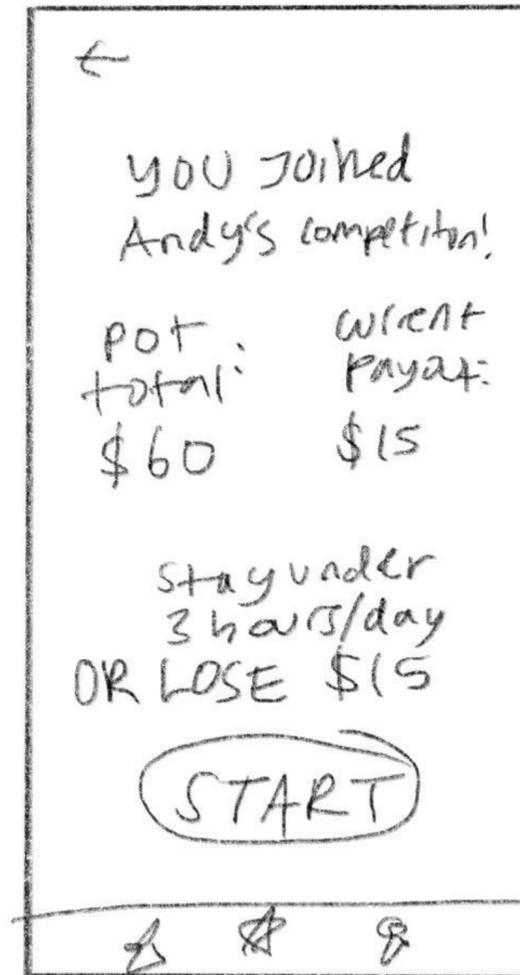
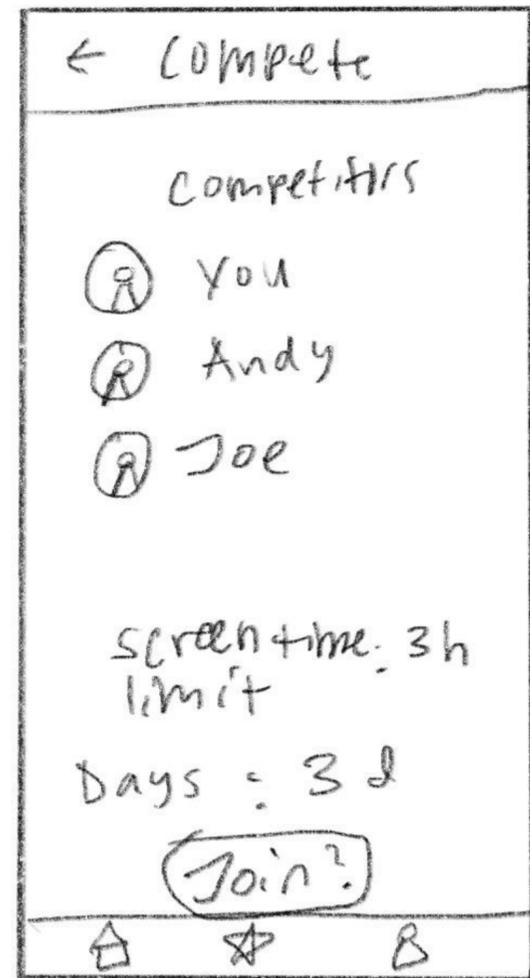
03 CHANGES

- A navigation bar to make usability more clear, especially for page switching (more later)
- Clear delineation of labels and pressable buttons
- Fewer/no app logos!

New Moderate Task

Clearer information hierarchy

User sees competition

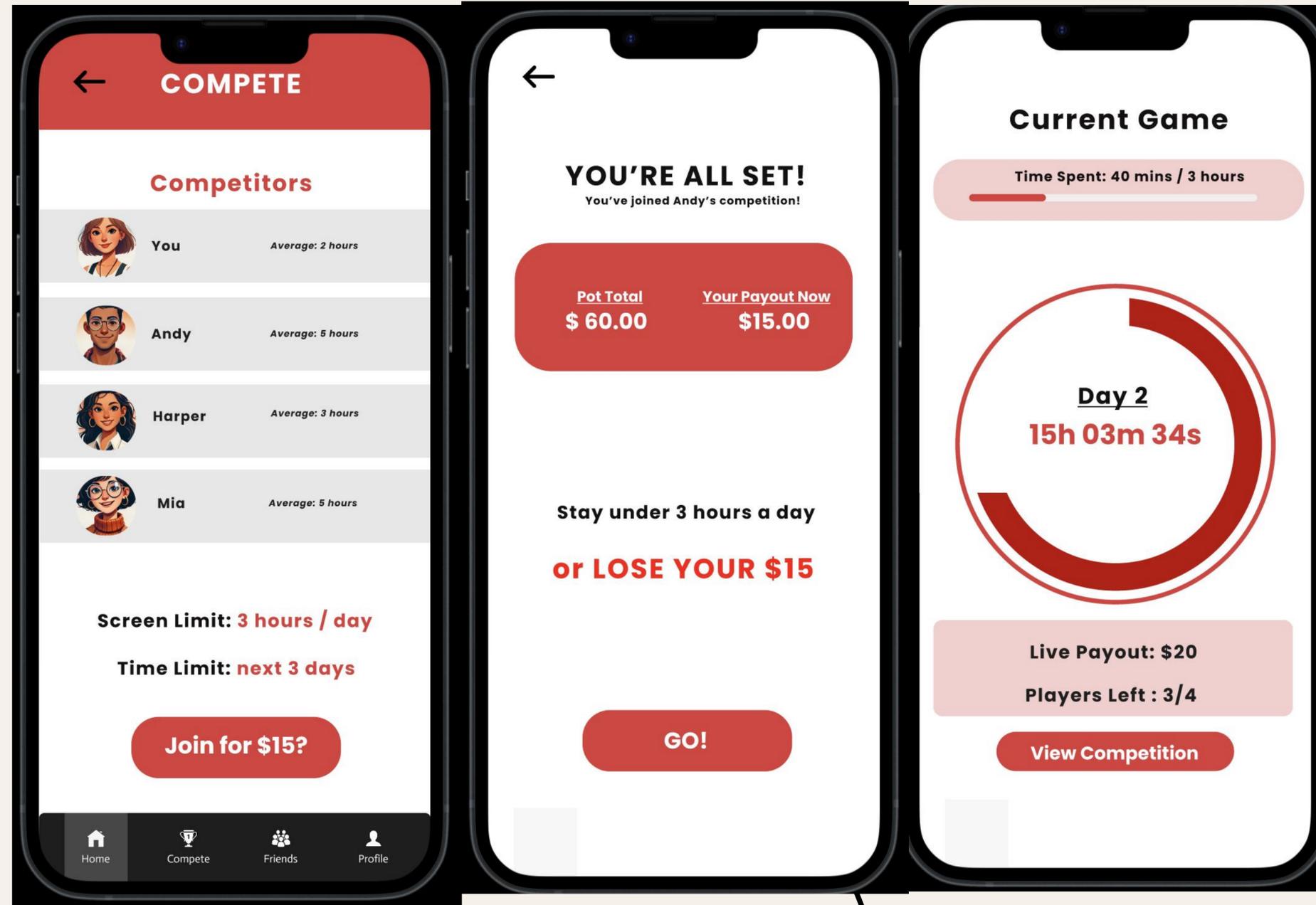


Newly added nav bar

Rules Disclaimer

New Moderate Task

New in-game screen, clear & concise



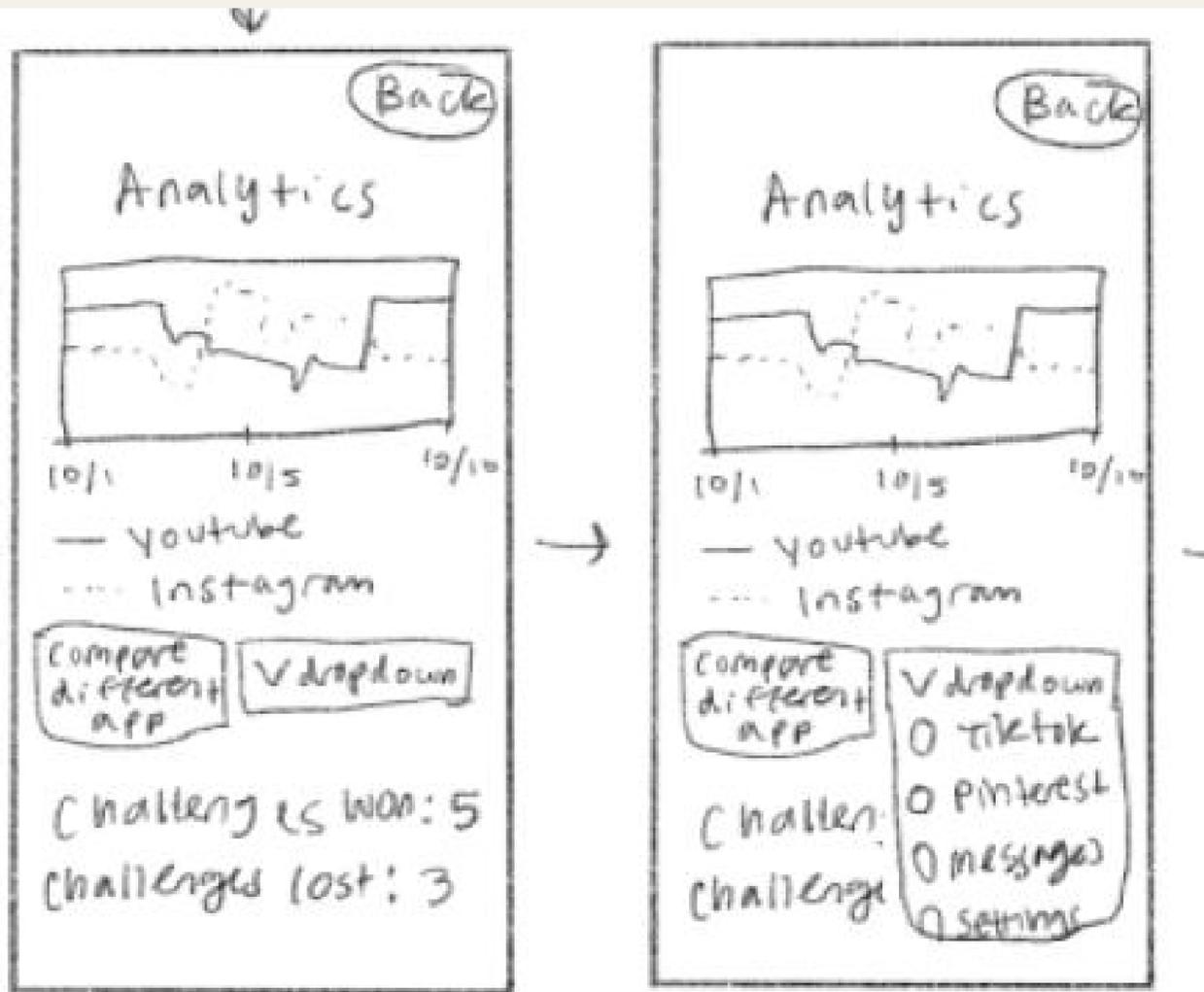
User sees competition

Join button easily clicked

Find information (3 hours, \$15) easily

Major Change #2

Old Interface Sketches



01 FEEDBACK

- Found that the line graph was confusing and not the best way to convey this information
- Section feedback: hard to understand

02 LIMITATION

- Analytics aren't clear, line graphs are limiting and need better comparisons to recognize changes

03 CHANGES

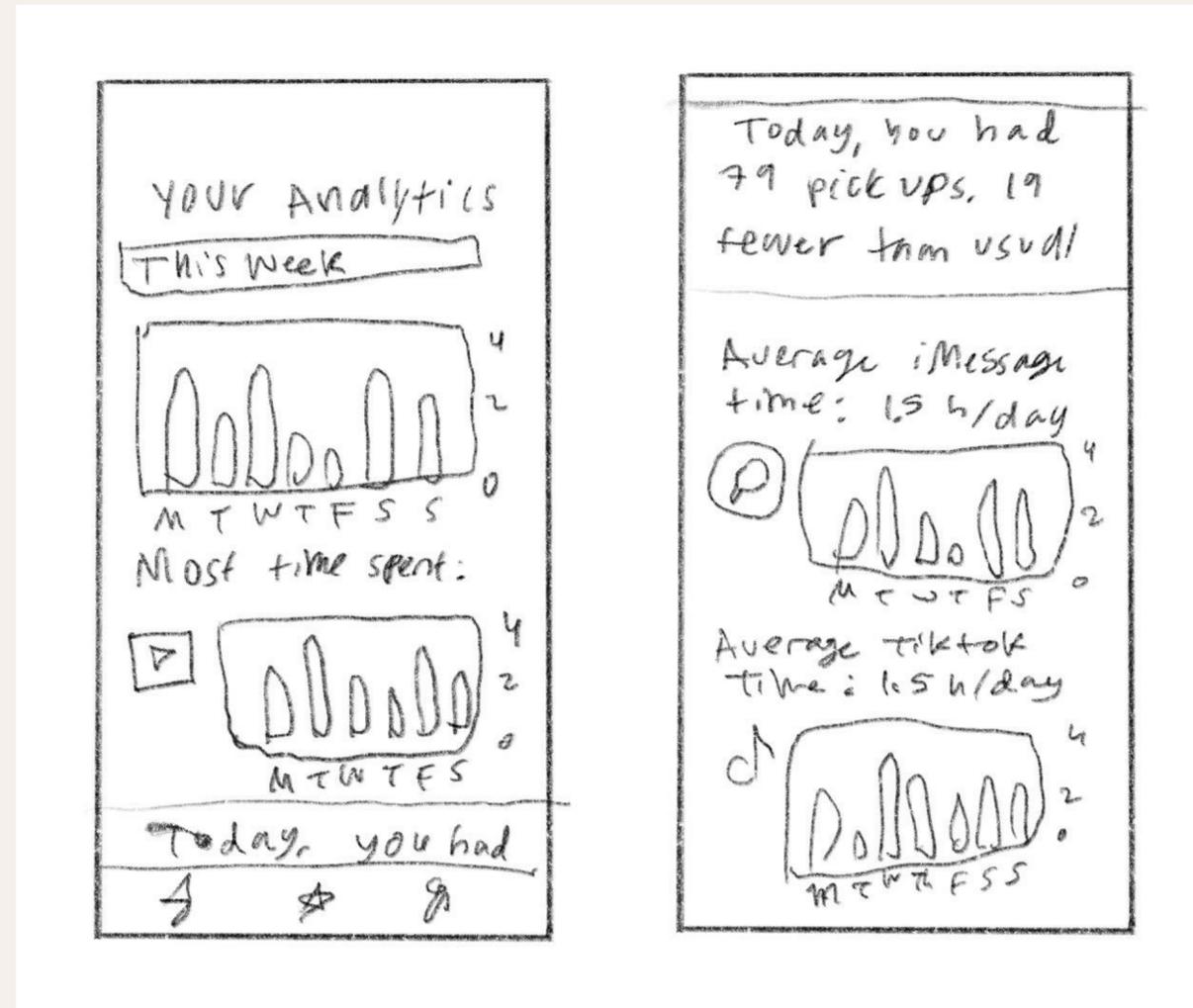
- Line bars + intuitive UX
- Daily / weekly comparison + individual growth
- Ranking of top apps and see stats on pickups

New Analytics Page (Revised Sketch)

This is one frame - it's vertically scrollable

Bar graphs instead of line

Newly added nav bar

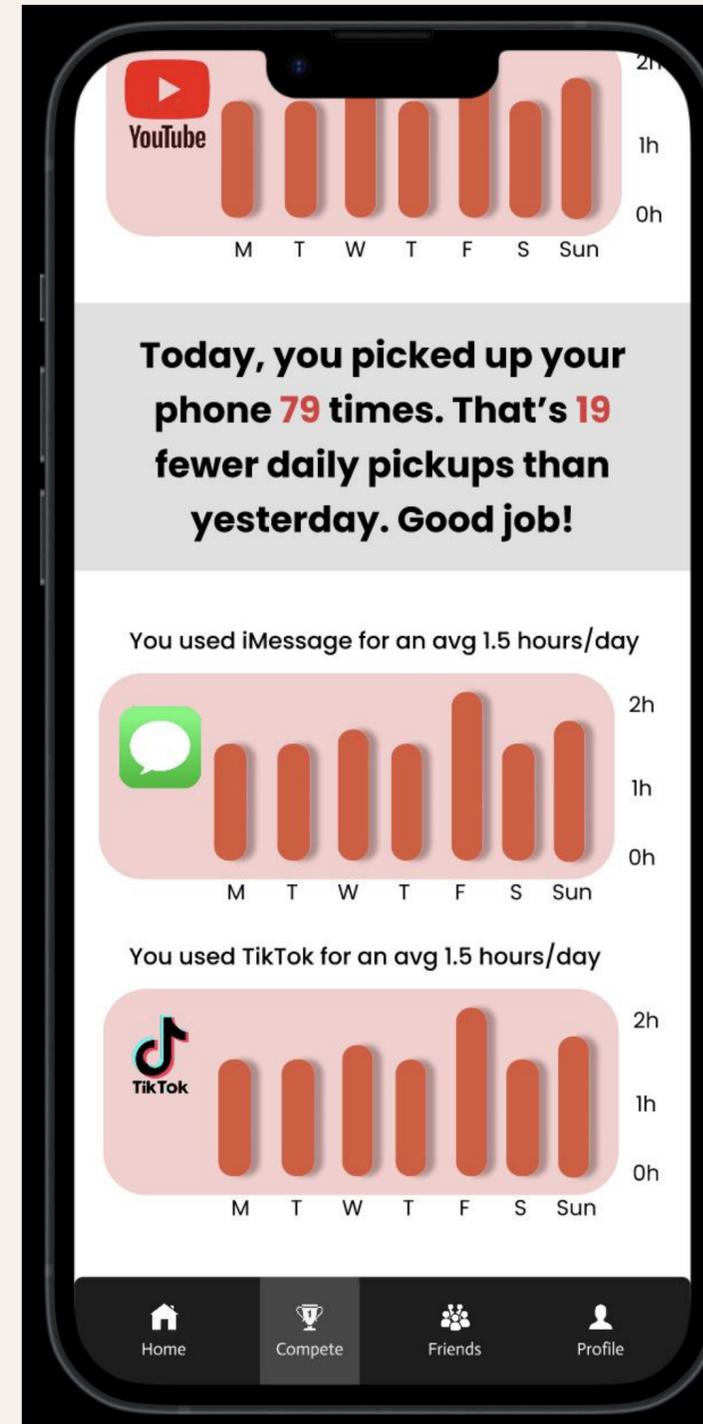
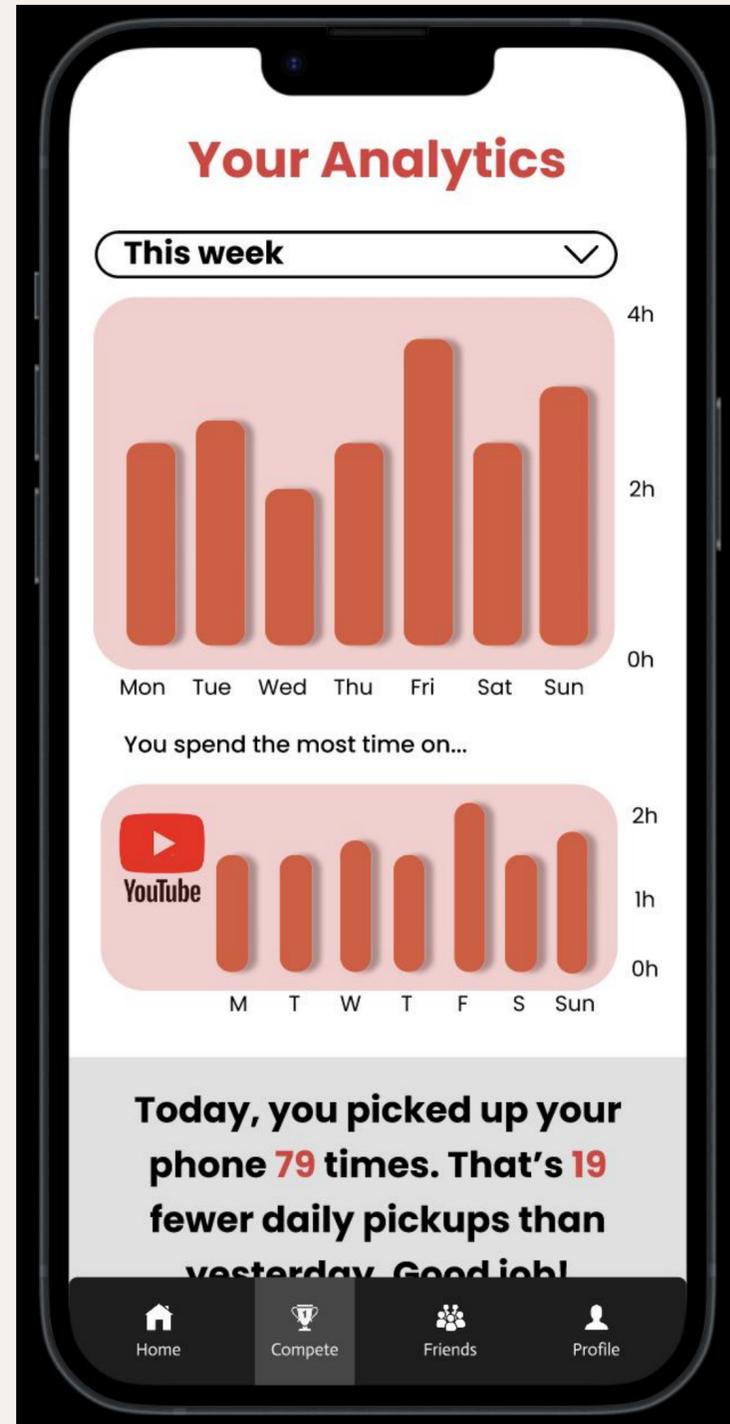


Mix of text and graphs for interest

Broadest statistic at the top, more granular as user scrolls

New Analytics

Replaced line with bar graph for clarity



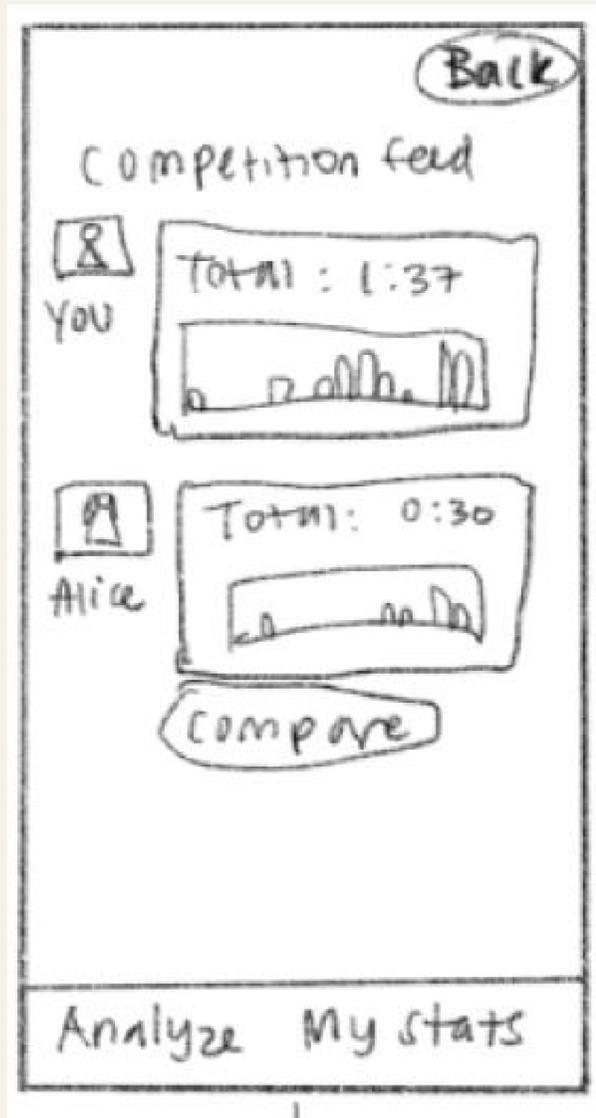
Upbeat messages, emphasis on improvement

Contrast in text colors & Stats on phone pickup #s

Breakdown of top apps

Major Change #3

Old Interface Sketches



01 FEEDBACK

- We were advised to hone in on radical minimalism, and this page had too much going on with the stats for each member

02 LIMITATION

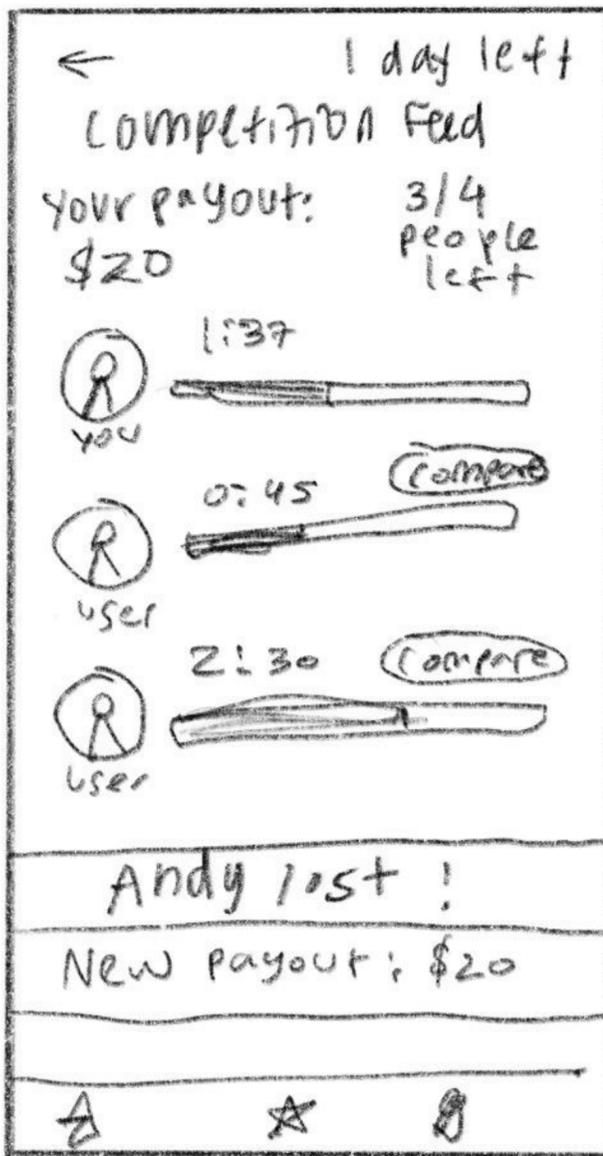
- Competitor shouldn't be able to analyze stats in the middle of the competition, because it could cause distraction
- Unclear who is still in competition and the payout

03 CHANGES

- Added clear language around current payout and how many people are in the competition, plus how many days are left
 - More effective progress bars
-

New Competition Feed

Progress bars = strong visual communication



Less information

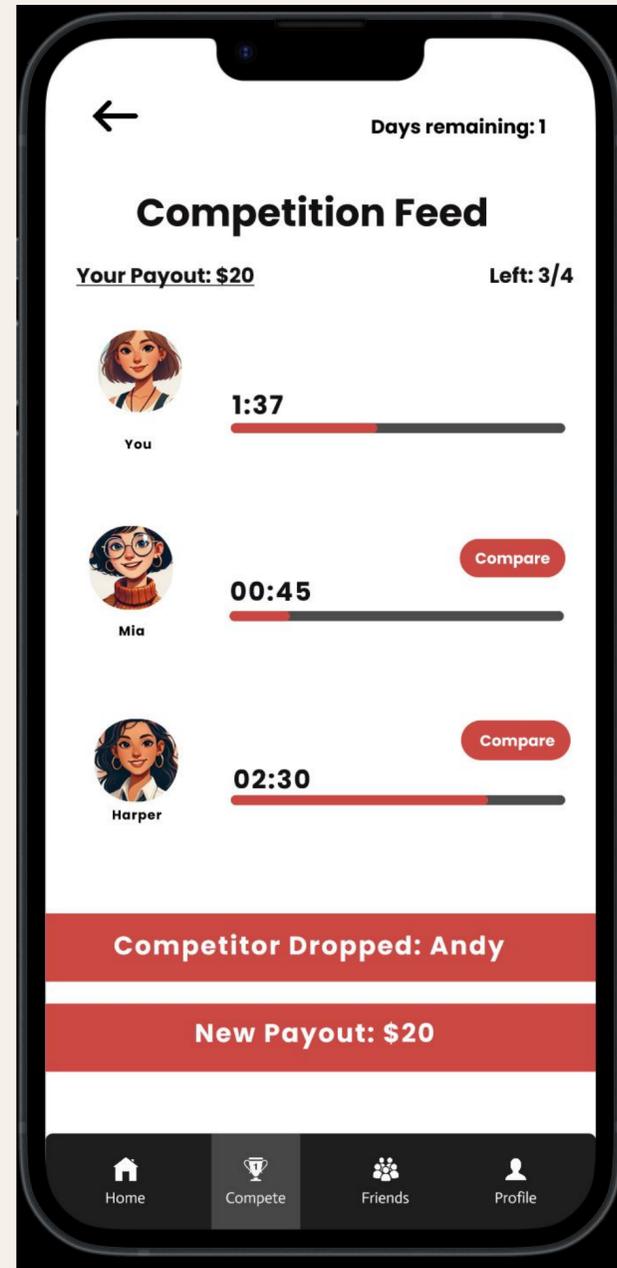
Clearly show who lost

New payout information in large text: people care about that

New Competition Feed

Removed unnecessary graphs & logos

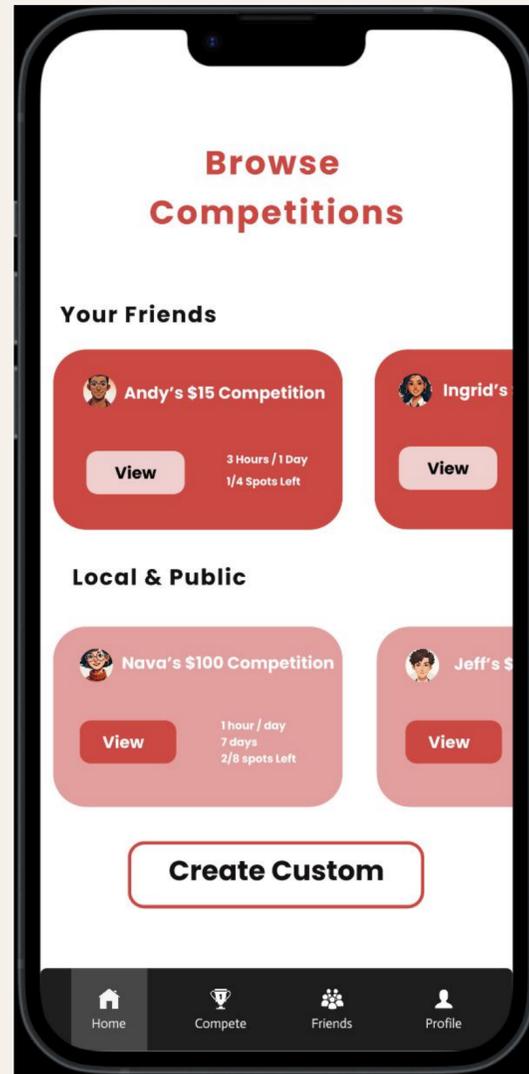
Clear Game Info: Time, Players, Payout



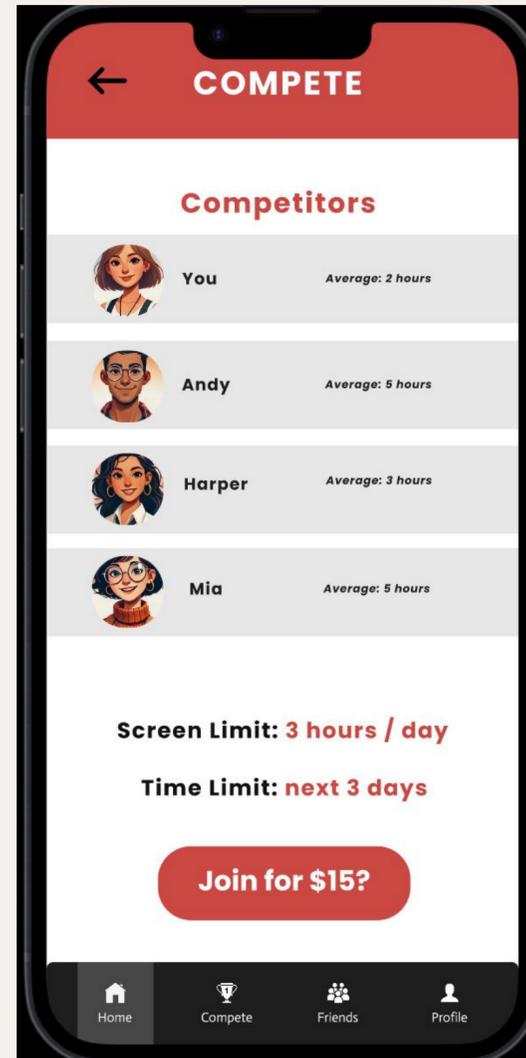
Information hierarchy, clear updates

Clear labeling of red bars

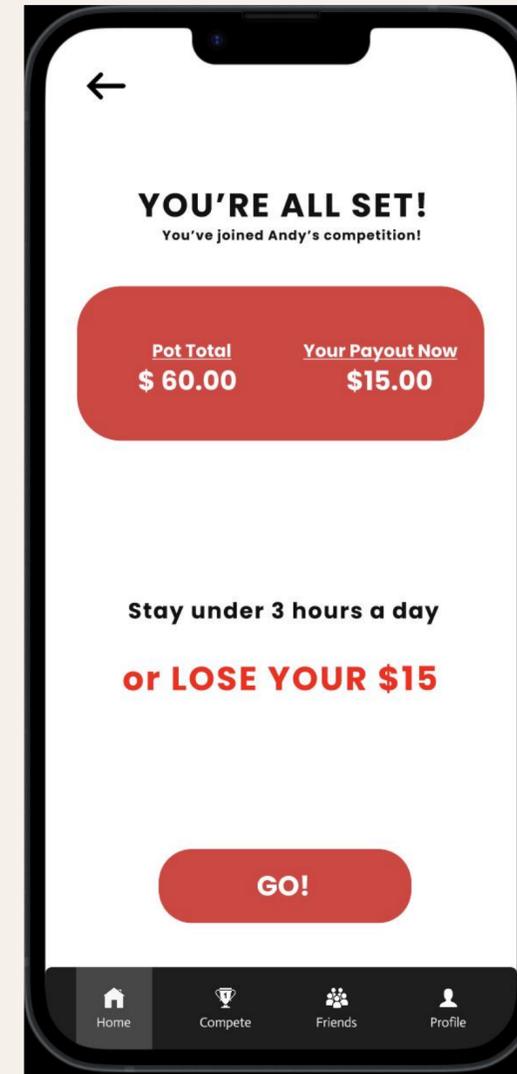
TASK 1: JOIN A PRE-SET COMPETITION



Horizontally scrollable so user can easily see all the competitions while not feeling overwhelmed (minimalist ethic)

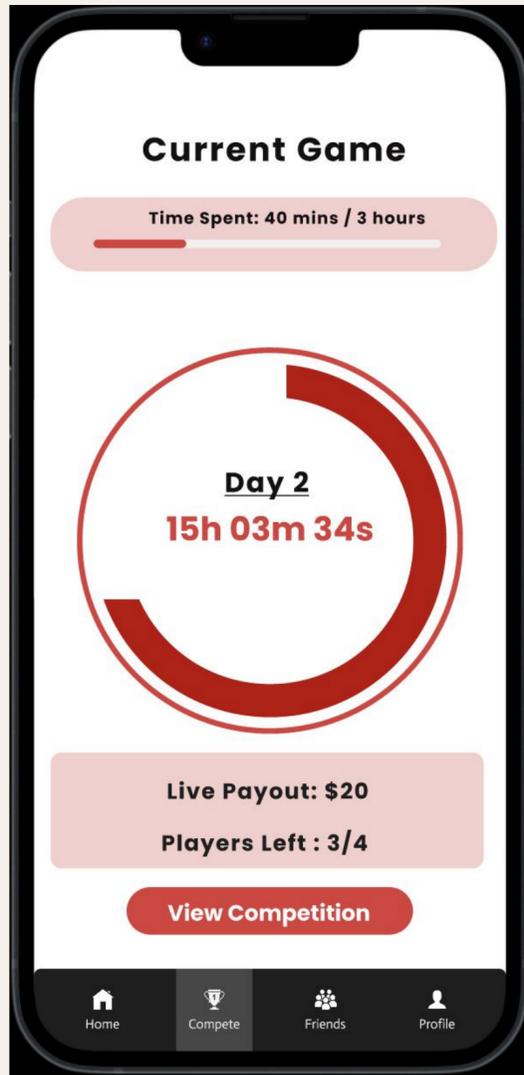


Compete page: user can view the competition, see competitors, screen time limit, day limit, and stake amount

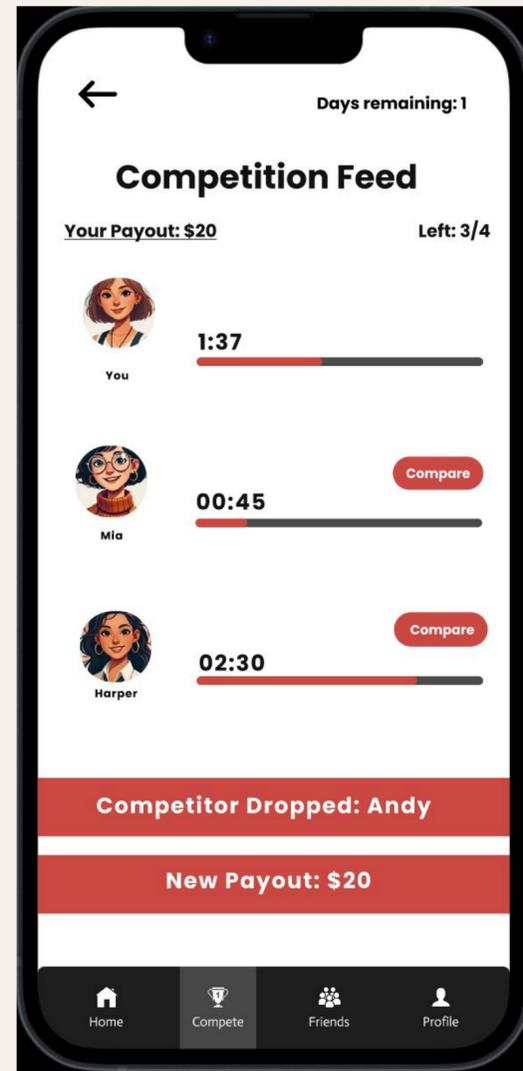


Post-join page: showing the user the pot total and payout now, and reiterating the stakes at hand

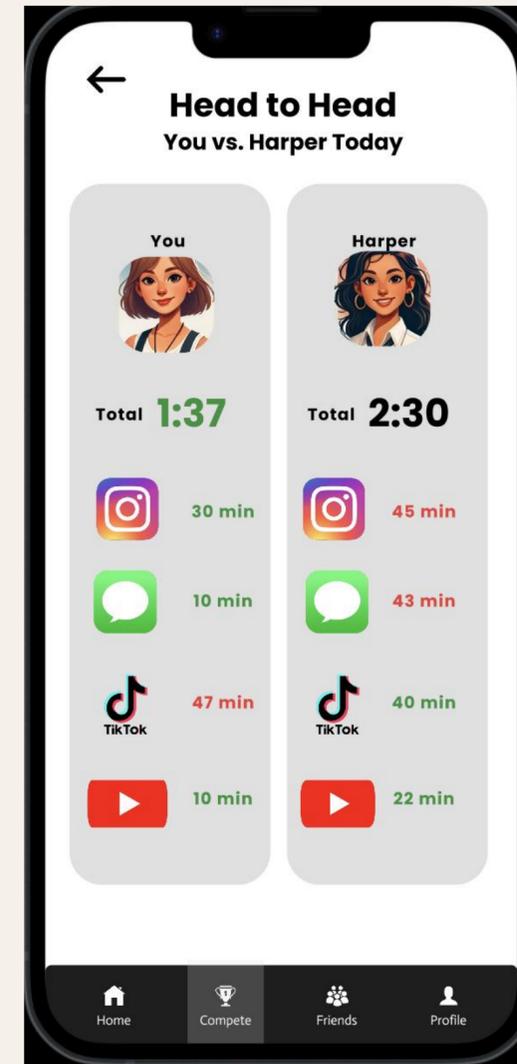
TASK 2: COMPETITION FEED, COMPARE STATS



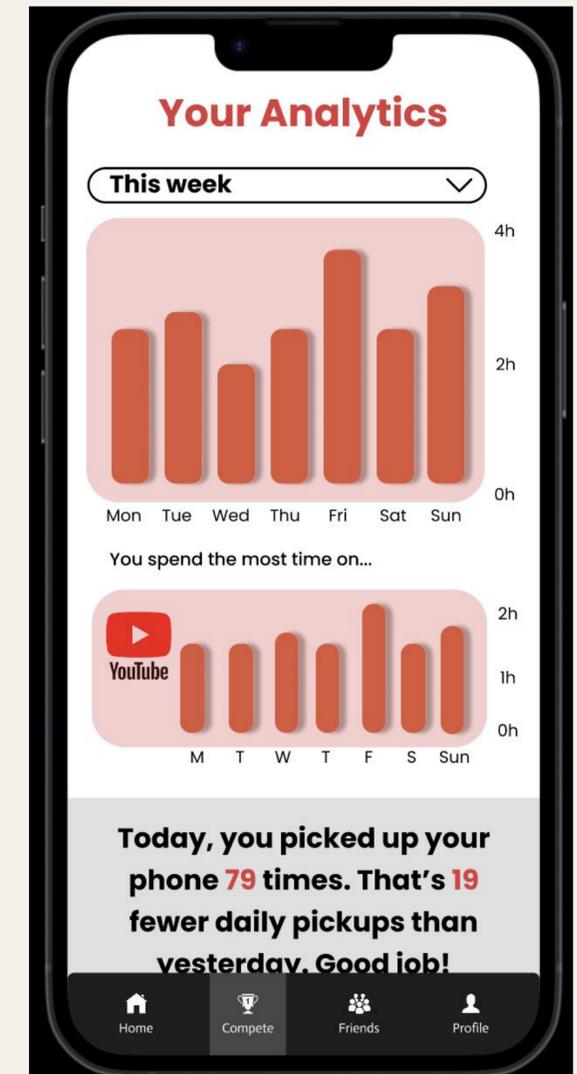
Current game page: followed minimalism feedback, removed app icons, only show crucial information like time left, payout amount, players left



Competition feed: see current competitors' screen time. When someone drops (eg Andy) you are immediately notified of payout

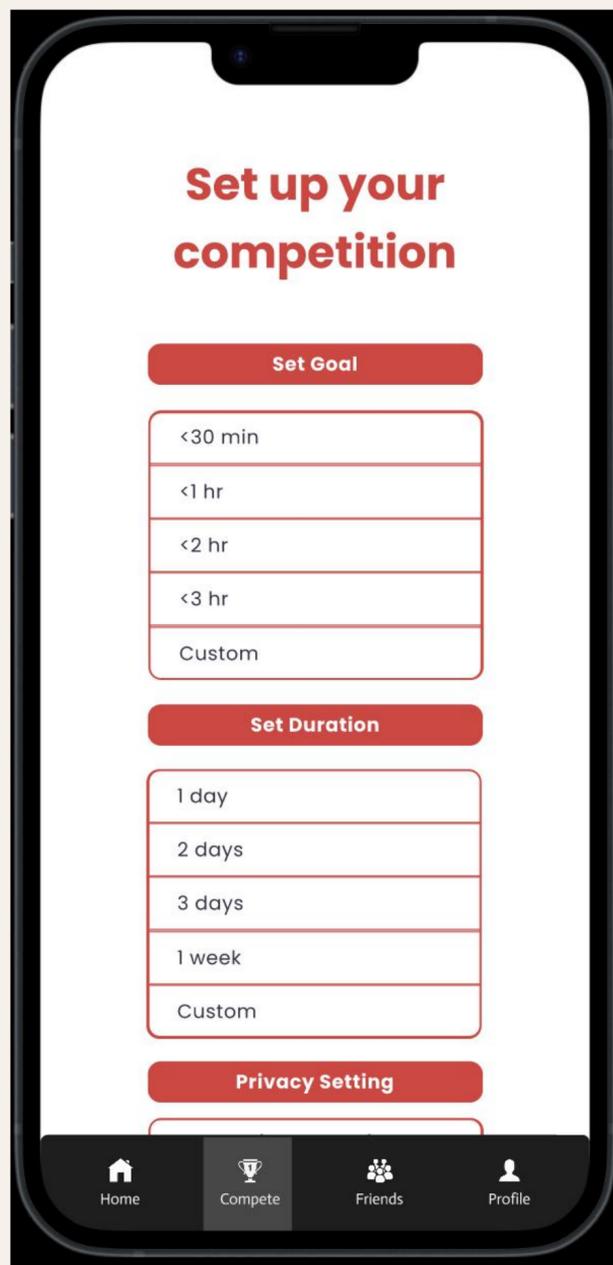


Head-to-Head: Compare live stats by app with other members of your competition to emphasize social pressure.

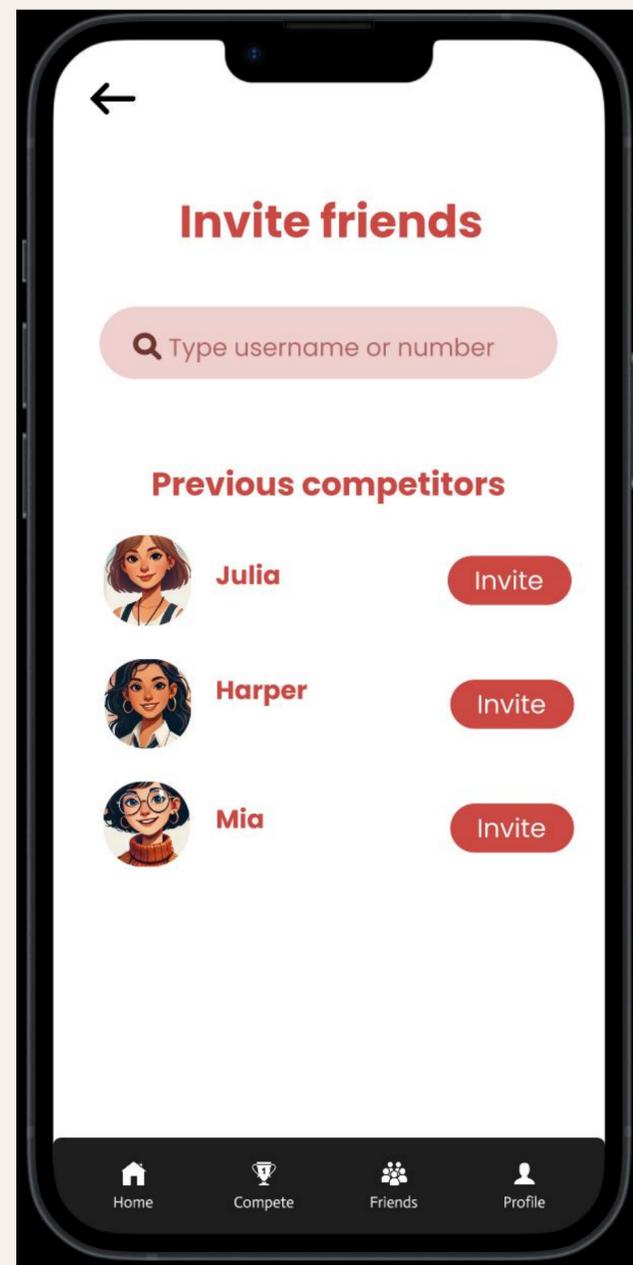


Your Analytics: See a complex breakdown of your statistics overall and by top apps; see pickup count

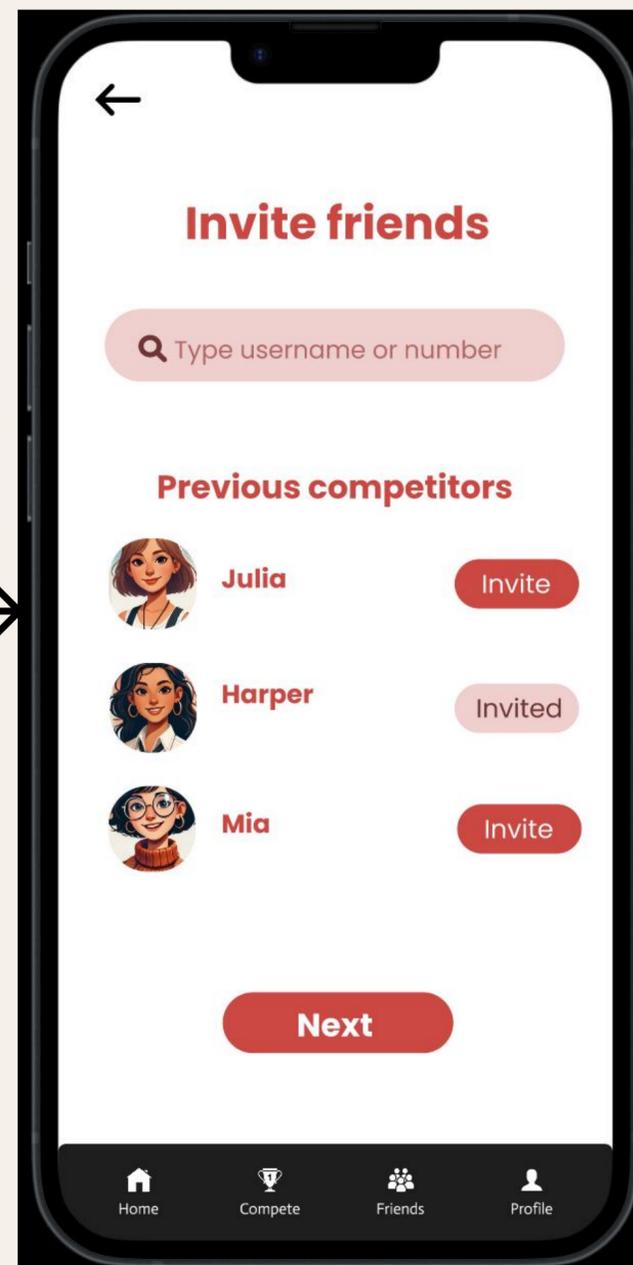
TASK 3: MAKE CUSTOM COMPETITIONS PT1



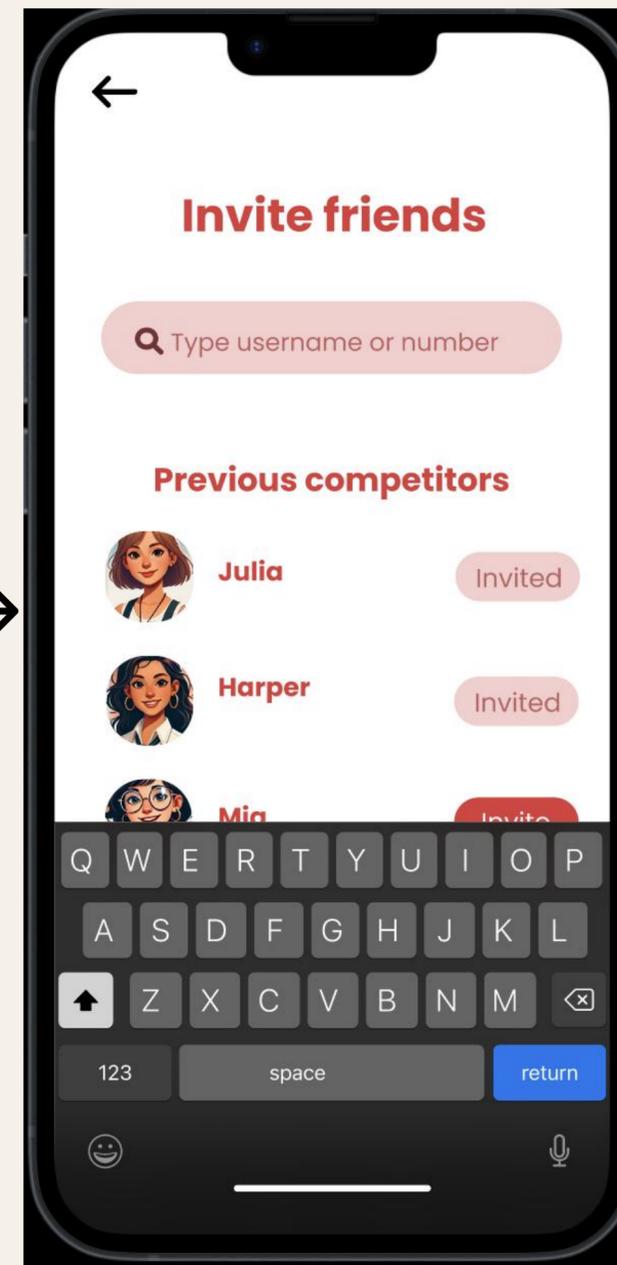
Setup page: Set time limit, set duration of competition, set private/public setting, set amount of buy-in



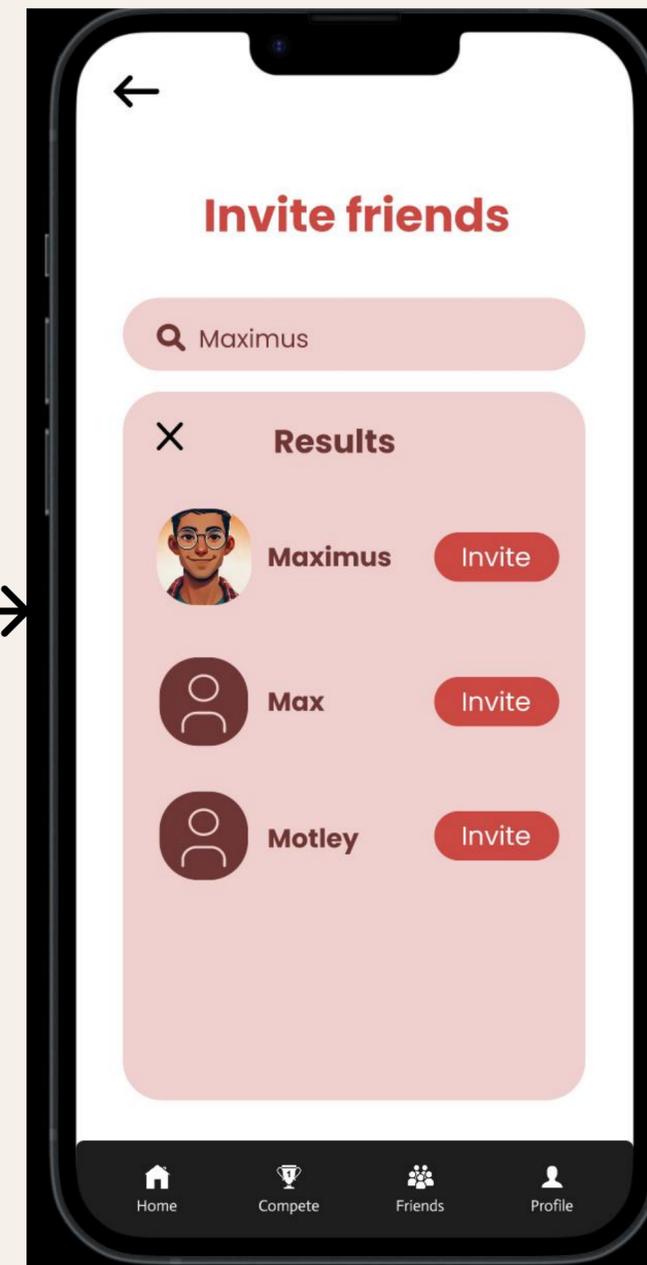
Invite friends 1: See a list of previous competitors, click to invite them



Invite friends 2: Button turns to invited to signify the people who have been invited to the competition

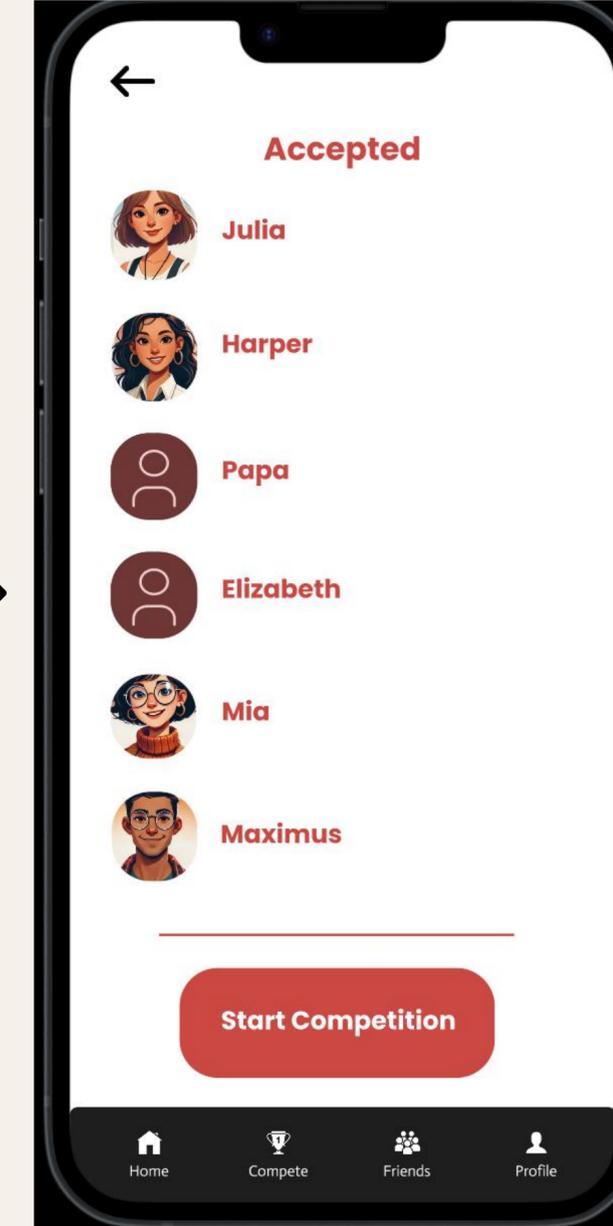
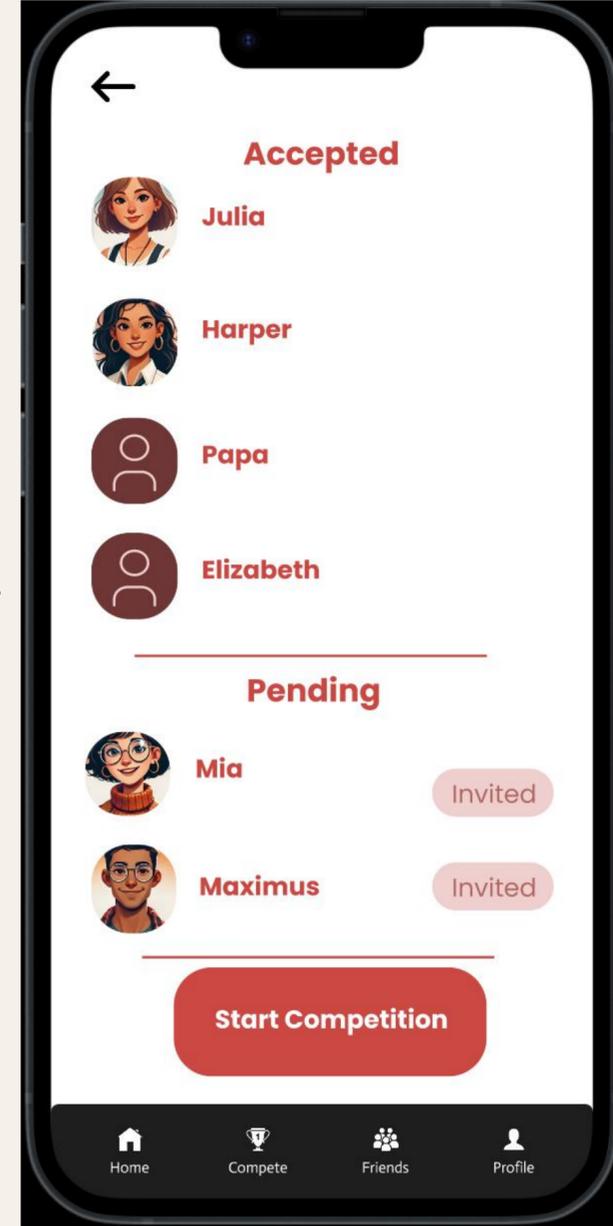
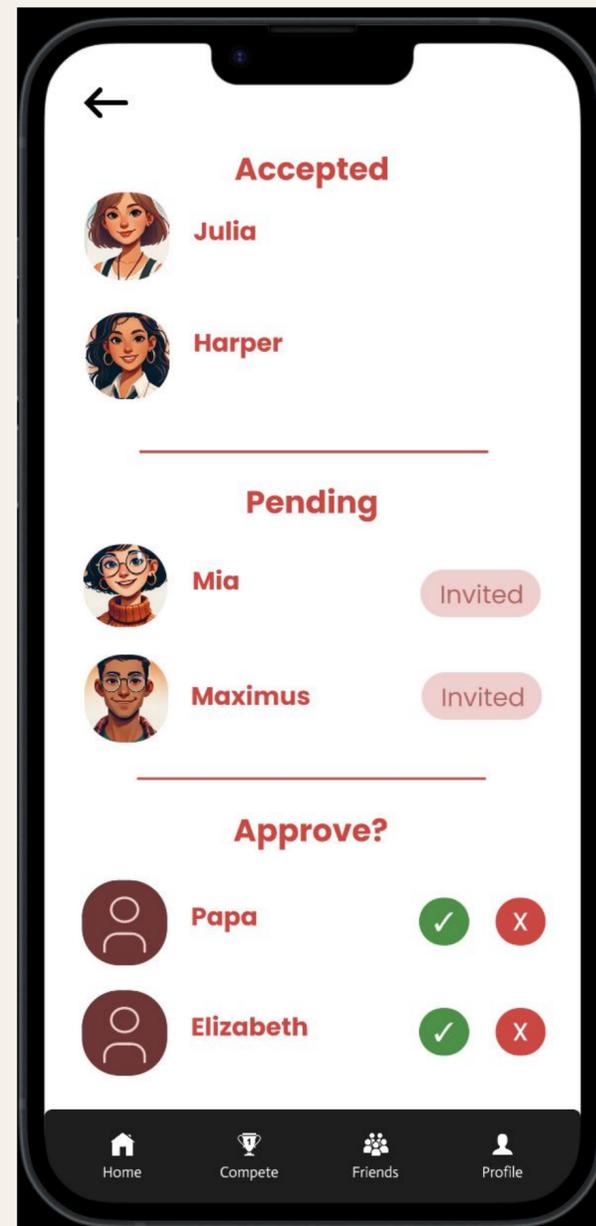
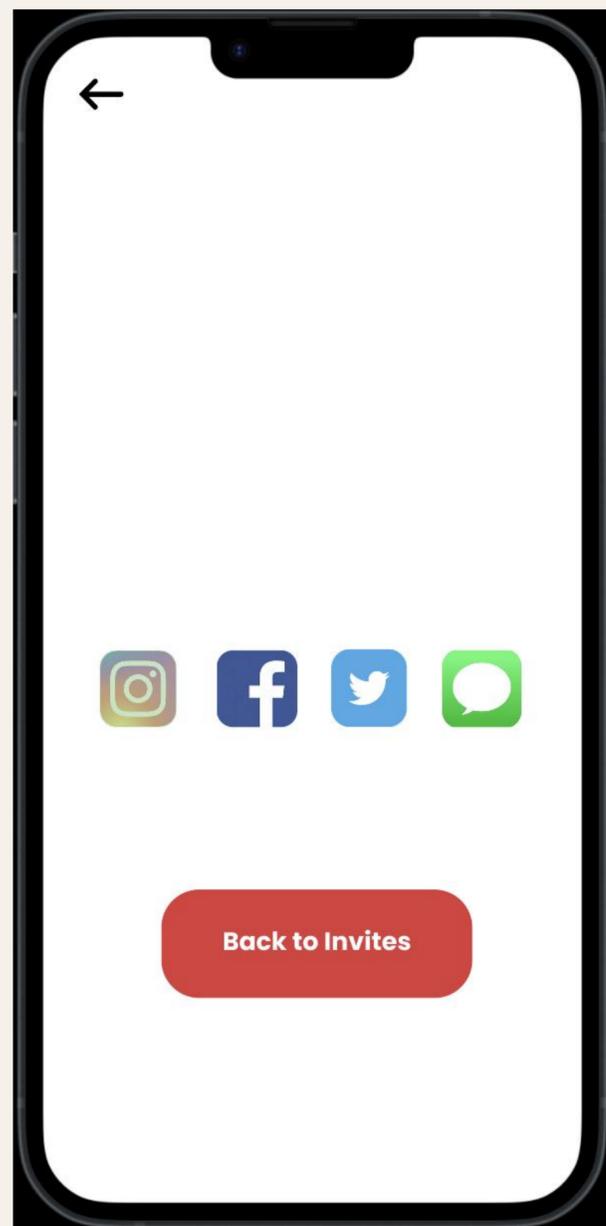
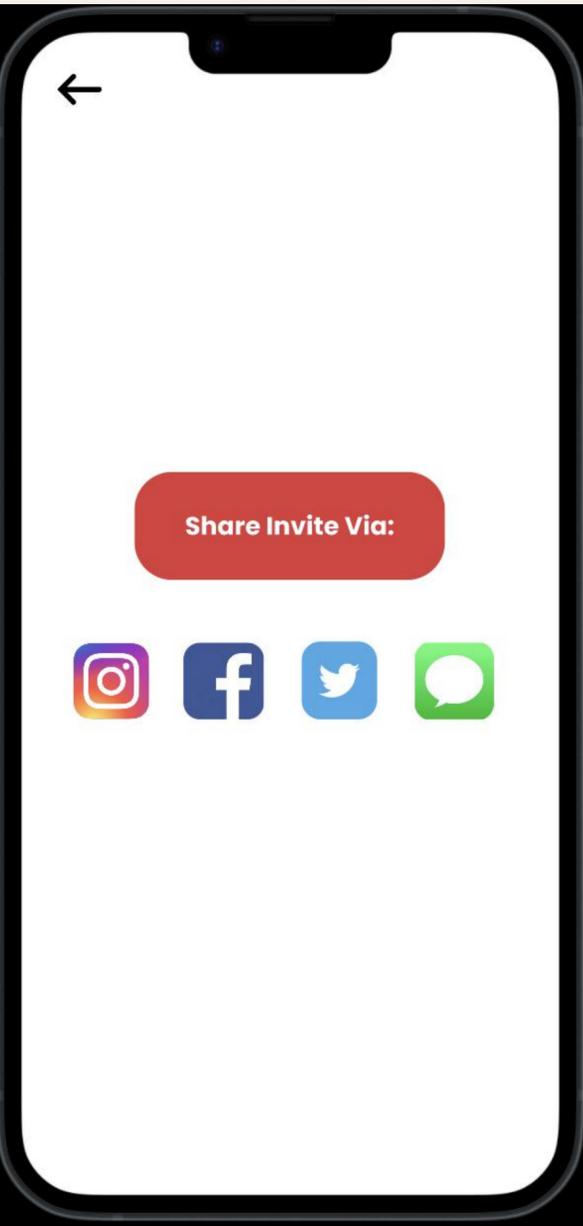


Invite friends 3: Search by username or number to find competitors not on the previous competitors list



Invite friends 4: Select and invite from search results

TASK 3: MAKE CUSTOM COMPETITIONS PT2



Share invite page: Send invite to your new custom competition via Instagram, Facebook, Twitter or iMessage

Shared page: Once shared to an app, logo goes grey to signify that. option to return to invite list

Review invites page: View accepted invites to the competition, invited people who have yet to accept, and requests to join by people outside of your invite list

Review invites page 2: When all requests to join are accepted/rejected, option to start competition appears, even with pending invites waiting

Review invites page 3: Once all invites have been accepted, it is time to start the competition off!

PROTOTYPE IMPLEMENTATION:

EARLY SKETCHES & DESIGN

USED: PROCREATE

We used Procreate to design, build and create buttons for our prototype.

PROS

- Simple, easy to understand
- Intuitive platform
- Easy to sketch out new designs and brainstorm new starts

CONS

- Individual designs & hard to collaborate
 - Hard to transfer into Med-fi & make fast design changes, need to vectorize still
-

PROTOTYPE IMPLEMENTATION:

FIGMA

USED: FIGMA

We used Figma design tools to design, build and create buttons for our prototype.

PROS

- Collaborative workspace
- Easy creation of flows and button wiring
- Ability to see prototype in iPhone screen mockup

CONS

- Component management: our number of components became huge and confusing to organize at certain points.
 - Auto-grouping and frames can be difficult to clean up
-

LIMITATIONS / TRADE-OFFs

01 LOCKING FEATURE

Important to our goal of simplicity and anti-distractions, we intend to lock the competition page when in competition.

- We did not yet implement this in this prototype (users have flexibility to switch screens currently), it's sophisticated & our priority is to test the other flows and pages
-

03 SCREEN SIZING

In our final, we will fit the app to every mobile device screen. In Figma, our current prototype works best on iPhone 14 Max Pro.

- would be unnecessary & time consuming, our revised iterations should just test with one screen formatting (most-common).

02 CLICKABLE BUTTONS

In our final prototype, all buttons will work like multi-competitor comparisons, and viewing multiple competitions.

- Simple & intuitive: we only implemented one version of each repeated button type, allowing users to be guided through each flow with only one choice at a time.
-

04 PAYMENTS FLOW

Users have a simple "join" button where they stake money, but the backend & bank login pages haven't been finalized

- We haven't linked the individual profile page (not related)
- Would require Plaid infrastructure & security protocols which we have not implemented

HARD CODED FEATURES

DATA/ANALYTICS

The screen time data and graphs were static and drawn. Screen time totals were written in hard-coded.

POT/PAYOUT NUMBERS

The values for payout amounts would be changeable, but were hard-coded

APP INTEGRATION CHOICES

Choices of where to share stats and invites were hard-coded, but would be flexible.

USER AVATARS

Users would set their avatars, but we created user profiles ourselves.

WIZARD OF OZ

LIVE DATA & ANALYTICS

The ability to access and rely on live screen time data from yourself and others from device.

RECALCULATING PAYOUT

The payouts' automated recalculating and removal of users from the game when limit is reached.

APP SHARING

Sharing competitions to other apps

LINKING BANK ACCOUNT

The process of user's joining and staking money is automatic (Plaid integration)

More Future Plans (building on Slide 10)

1. Home & Competitions Page

While we made changes with Nava's feedback on the competition page, we think the horizontal scroll could be improved for Gen Z & still simple with inspiration from games like Among Us.

2. Live Data & Competition Formatting

How important is the head-to-head page? How can we make any page checked during the competition, the vital ones. We want to better integrate social pressure to the LockIN active page.

3. Label Positioning

While we made changes with Nava's feedback on the competition page, we think the horizontal scroll could be improved for Gen Z & still simple with inspiration from games like Among Us.

Appendix

Current FIGMA Prototype

