

A8 Hi-Fi Prototype

LOCKIN

PROBLEM

SCREEN TIME RELATIONSHIP

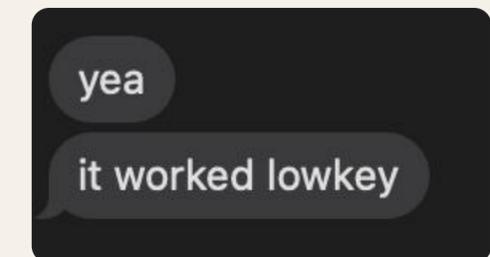
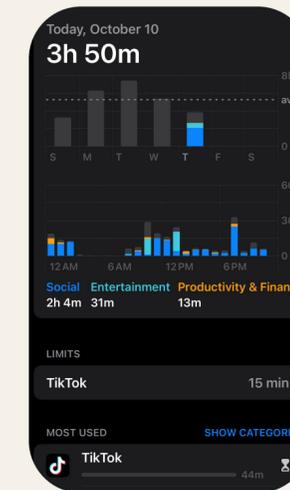
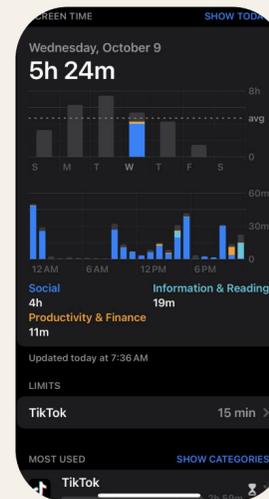
It's hard for people to avoid digital distractions and balance their work, and these screen-time obsessions lead to stress.

CONNOR: Needfinding

- UCLA dropout, working on a 3D CAD startup with excessive screen time that distracted and lead to burnout.

MICHELLE: Assumption Testing

- Stanford student at late-night, cramming for a project



AMBER:

“I would use this if I could win something ...”

SOLUTION

INSIGHT

Social & monetary incentives are effective!



LOCKIN

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

VALUE PROPOSITION:

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

Meet the Team



Ethan Chang

Ingrid Nordberg

Jessica Cao

Julia Luyten

Today's Agenda:

1. Heuristic Evaluations
2. Major Revisions
3. Hi-Fi Implementation
4. Task Demo

Heuristic Evaluations Summary

01

Overview

We went through all **29 violations**, evaluated them on by task and severity, made **24 revisions**, and added more of **our own violations**.

Bucketed them into **4 main categories**.

5

**Severity 0 /
Misunderstandings**

10

**Minor Severity
Issues**

8

High Severity Issues

6

Aesthetic Issues

Quantitative Summary

Heuristic Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of System Status	1	0	1	1	1	4
H2: Match b/w System & World	1	1	0	0	0	2
H3: User Control & Freedom	0	0	1	1	1	3
H4: Consistency & Standards	0	0	3	1	0	4
H5: Error Prevention	0	0	1	1	0	2
H6: Recognition not Recall	0	0	1	1	0	2
H7: Flexibility & Efficiency of Use	1	2	1	0	0	4
H8: Aesthetic & Minimalist Design	0	2	0	0	0	2
H9: Help Users with Errors	1	0	0	0	0	1
H10: Help & Documentation	1	0	0	0	0	1
H11: Accessible Design	0	2	0	0	0	2
H12: Value Alignment & Inclusion	1	0	0	1	0	2
Total Violations	6	7	8	6	2	29

**Most Violations in “Simple Task” (10), followed by moderate with (7)
 – H1 Status, H4 Consistency, H7 Flexibility were highest**

Example: Feedback we ignored

1. Inability to “back” from competition screen H3 (Sev 2):

We very consciously intended for the app to have very **limited functionality when user is in a competition**. Making a minimalist competition screen the only accessible screen is vital to this.

2. Displaying previous competition standings in current-game H6 (Sev 3):

Previous performance does not impact any user staying in the game that day. We decided **changing this would contradict our value of minimalism** and putting only what is necessary on the screen.

3. Too much empty space on the screen H8 (Sev 1):

We chose this **deliberately to be minimalist**. The “empty space,” whitespace allows the app would become distracting.

MAIN CHANGES (QUALITATIVE)

4 Main Groups:

- No onboarding / flow reworks
- Main focus on Aesthetics, Minimalism, and Accessibility
- In-game Confusion

1. General Aesthetics

Main feedback on text coloring, contrasts, color coding scheme, headers, and color blocks

- Lacking consistency background and cluttered displays
- Consideration of the color-blind, specifically use of red & green for H2H comparison

2. User Control

While user control on the in-game competition feed was intentional, navigation was noted as confusing, banners were confused with buttons, and in-game instructions confusing.

- Confusing back buttons
- Documentation for less tech-experienced users
- Navigation bar status

3. Cluttered Text [mainly in-game]

“You joined the competition” is confusing, wording around “payouts,” is confusing, the information is spaced all across multiple pages

- Display of in-game updates and status
- “Players left” and “new payouts” is separate from the time, non-similar grouping

4. Accessibility / Ethics

Ethical concerns with the resemblance of a “gambling” product

- Confirmation and warning popup when joining to ensure the user is aware of risks with staking
- Ease of navigation to X page, confusion on buttons vs. banners

HIGH SEVERITY VIOLATIONS (3 & 4)

● [H1] Lack Of Help Icons

Evaluators specified that because our app is a game, easy access to help screens is needed - we added an ever-present help icon

● [H1] Unclear Nav Bar

Evaluators had problems knowing where they were located in the app, so we clarified the nav bar "current" demarcation in all frames + clarified headers

● [H5] No Confirmation

We added a confirmation "pop-up" when a user tries to join a competition, to ensure they are not accidentally staking money

● [H12] "Participate Responsibly"

Evaluators pointed out that the prototype lacked gambling-related warnings, so we added significant pop-ups when signing up + free competition

● [H3] Back Button

We fixed the unpredictable behavior of the back button for making custom competition.

● [H3] Join Misclick

Instead of a back button, we added a confirmation pop-up when a user tries to join a competition, to ensure they are not accidentally staking money.

UI & Product Revisions

02

Major Change #1: Participation Warning

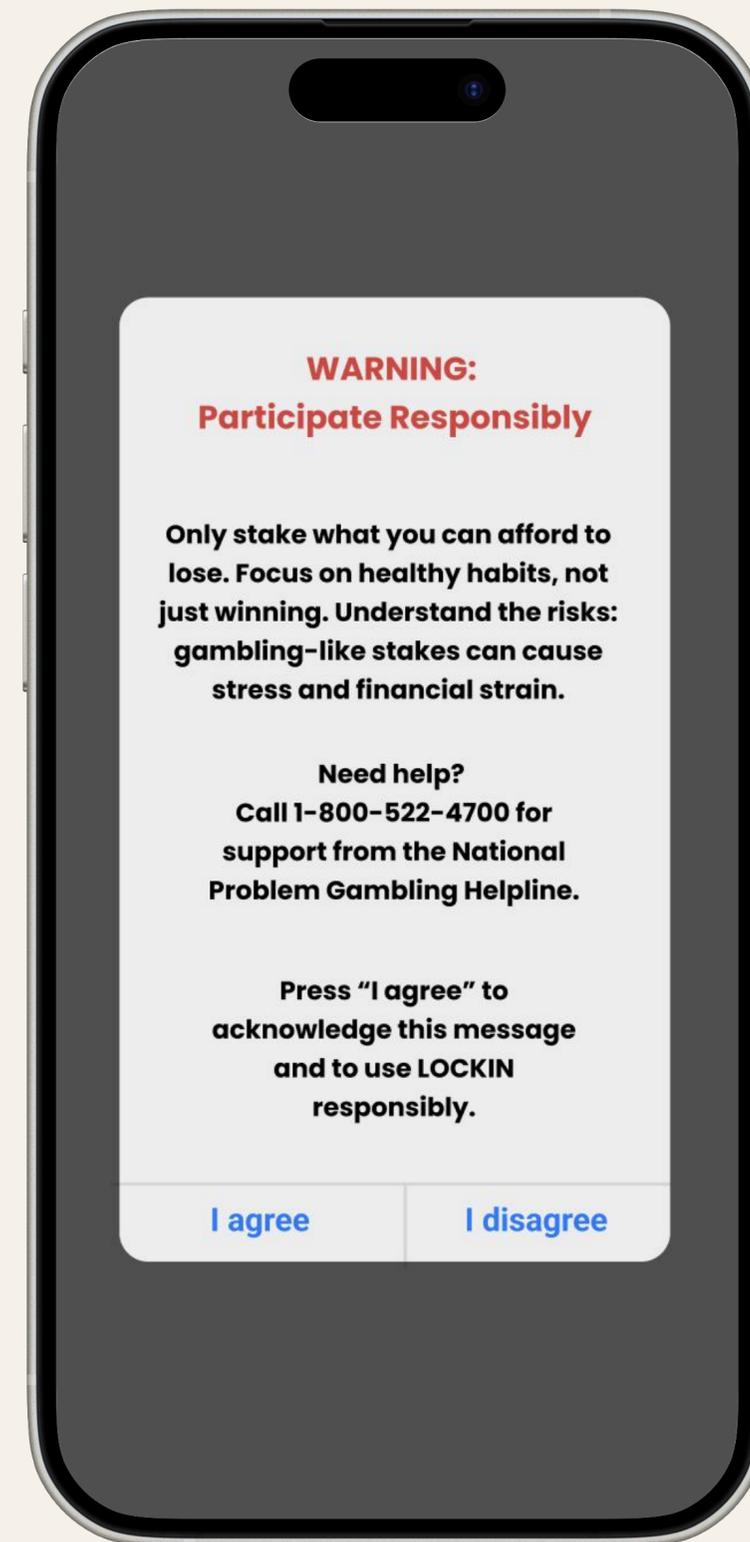
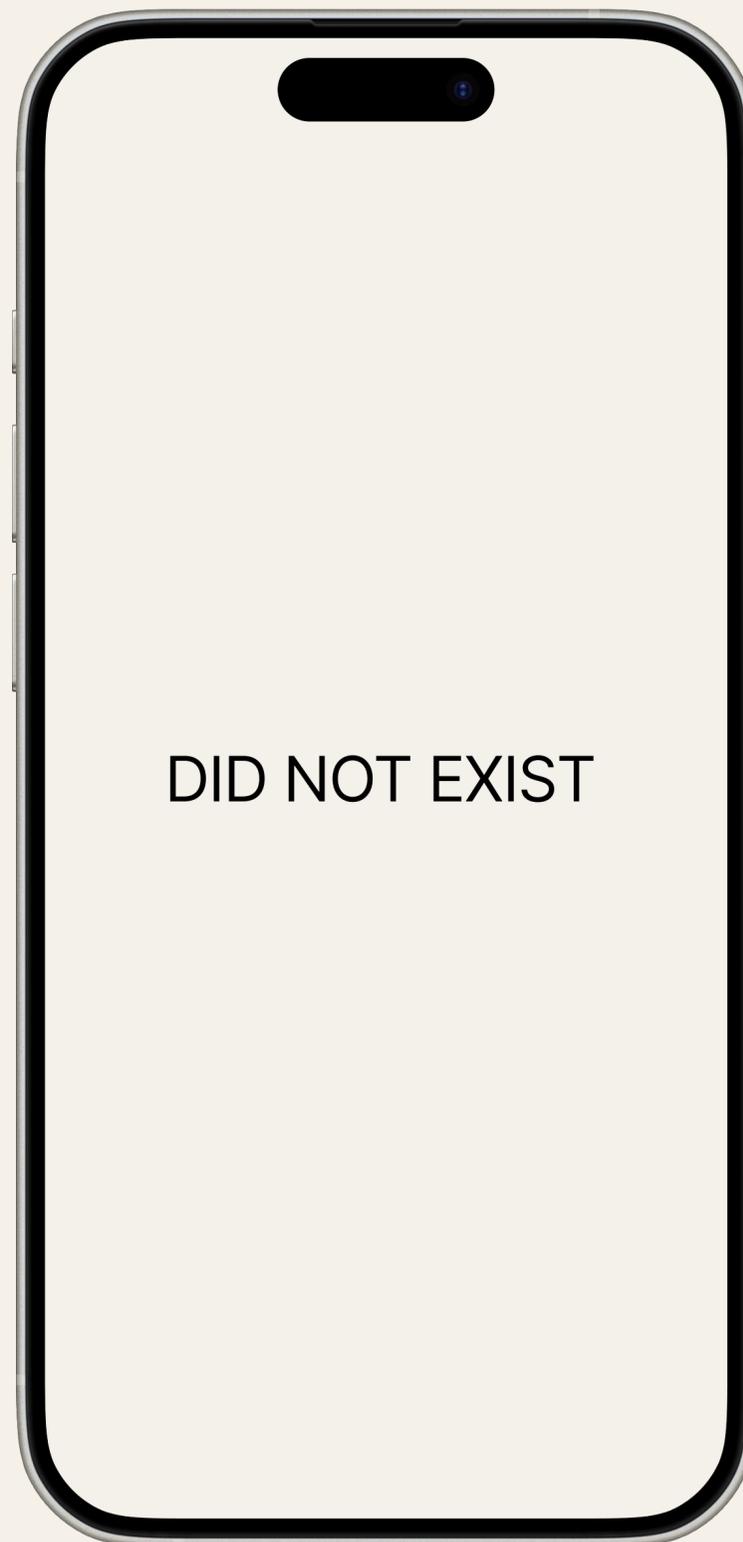
Rationale

By adding a “WARNING: PARTICIPATE RESPONSIBLY” warning, and asking the user to agree or disagree to use LockIn responsibly, we work to ensure that the user is fully aware of the dangers of gambling.

*Our app is not associated gambling related and complies by all U.S & Apple Store policies.

Usability Progress

Learnability: User has more information to make informed decision about app usage & reminded of healthy behaviors.



Major Change #2

In-Game Screen

1. Nav Bar [H5]

- Feedback: Competition label is confusing, since already in competition
- Fix: Renamed to "Progress"

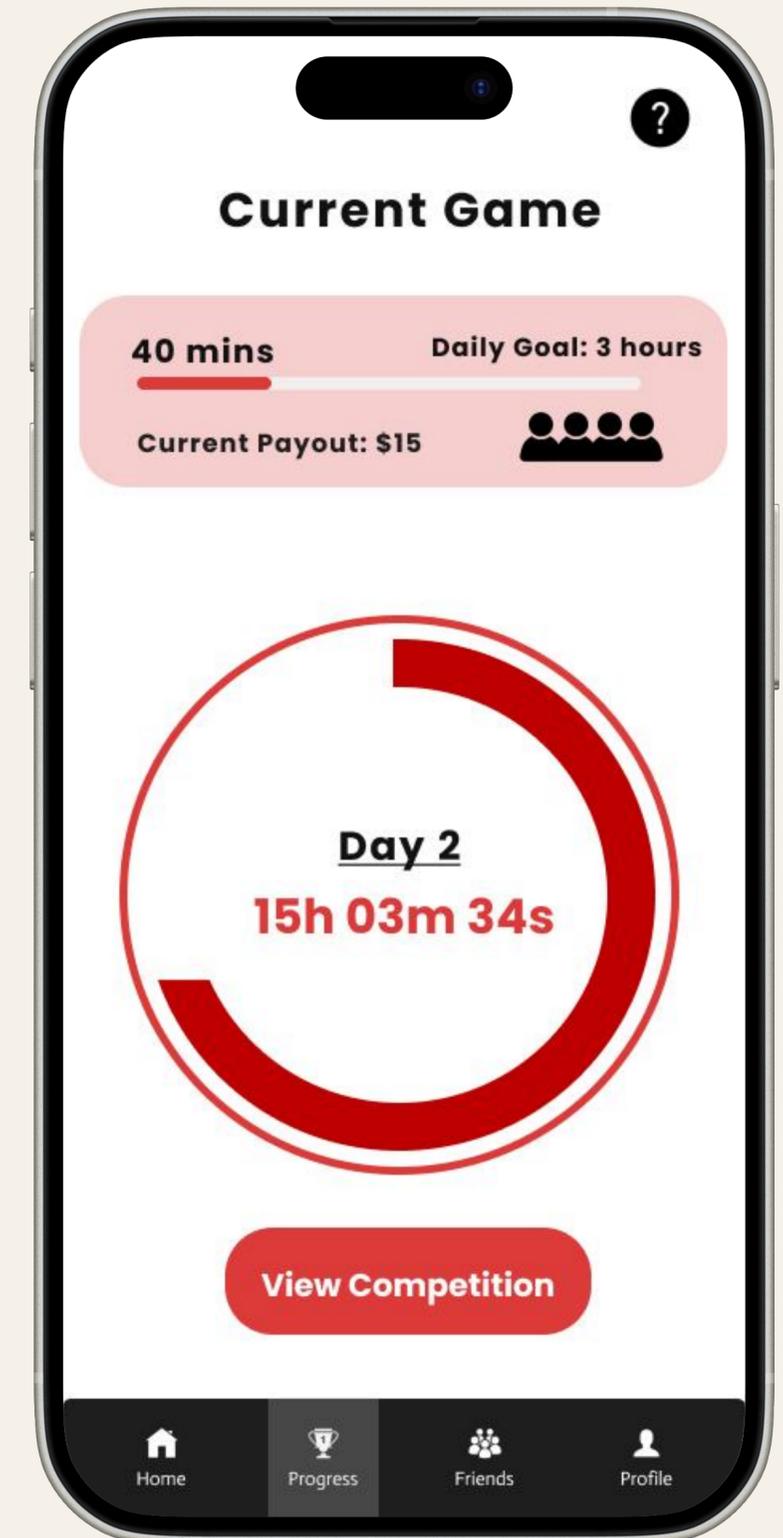
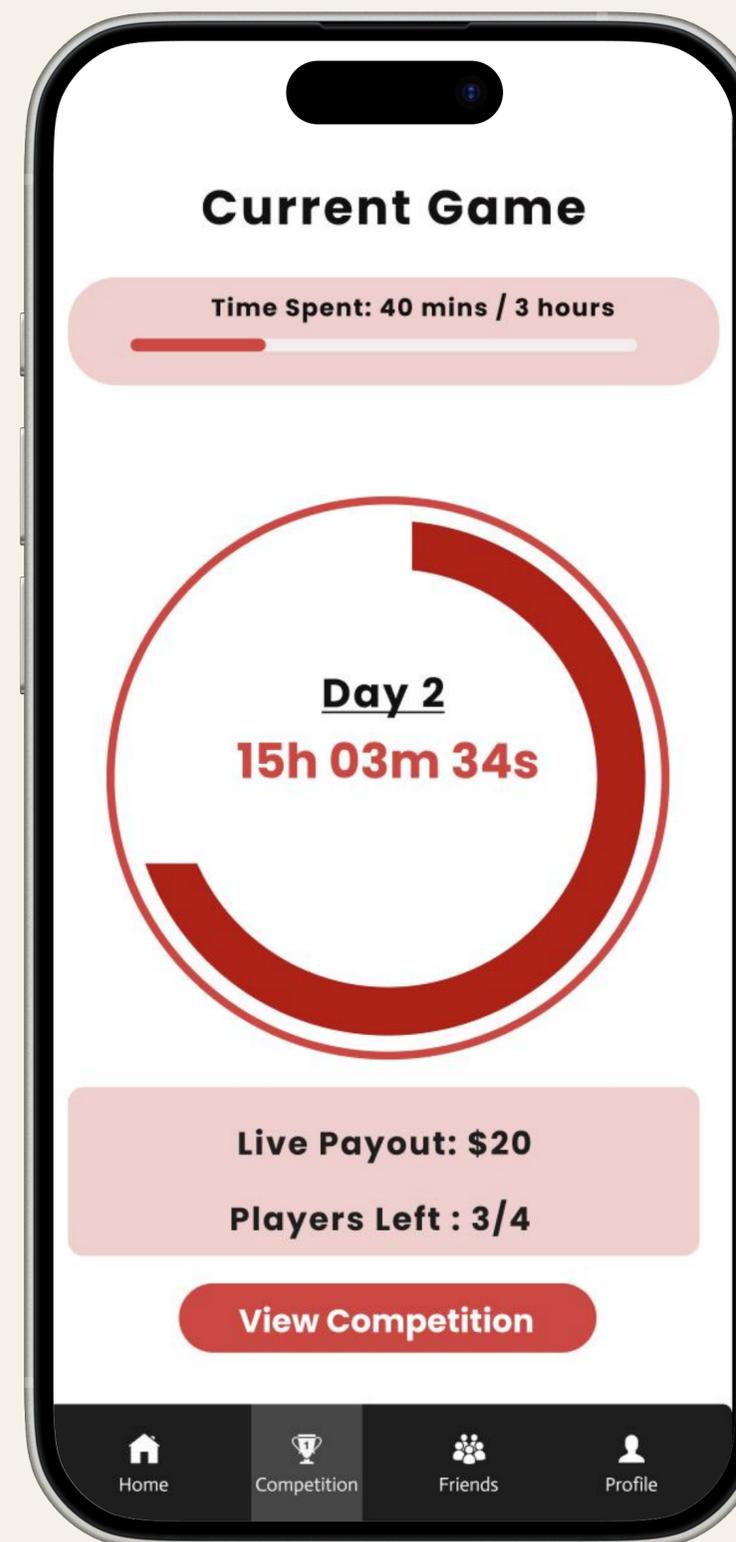
2. In-game Information

- Added a help button (with pop up)
- Condensed text areas in one, reduce extra time spent, "primary page" in competition, all live-game info on header
- Added icons to signal players left

Usability Progress

Efficiency: Reduced text bloat and eye navigation distance

Learnable: New "Help" button and nav bar clarity for use



Major Change #3: Competition Feed

1. Gestalt Grouping

- Proximity: Related objects should be grouped close together
- Fix: 3:00 should be on the same line, compare should fall under

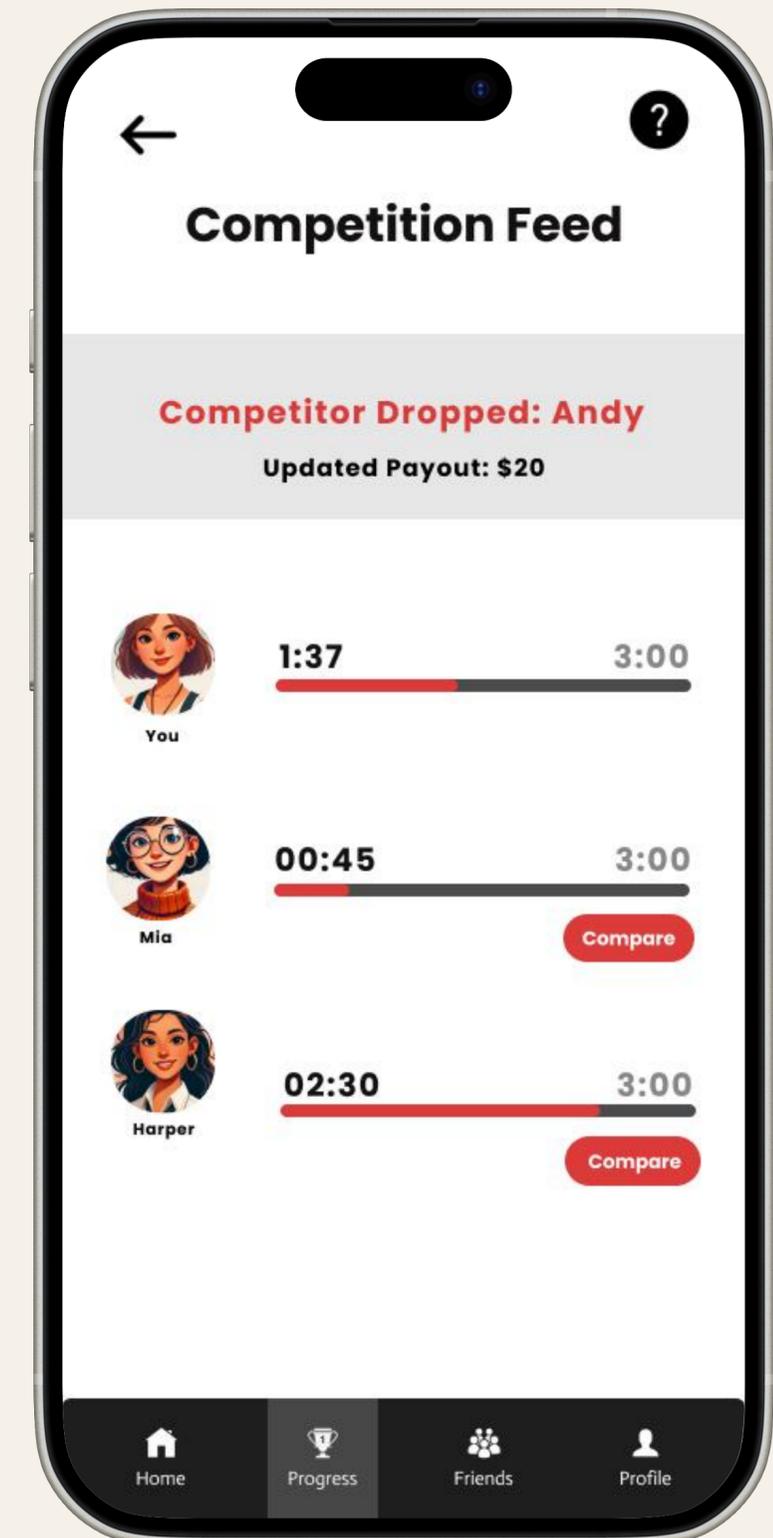
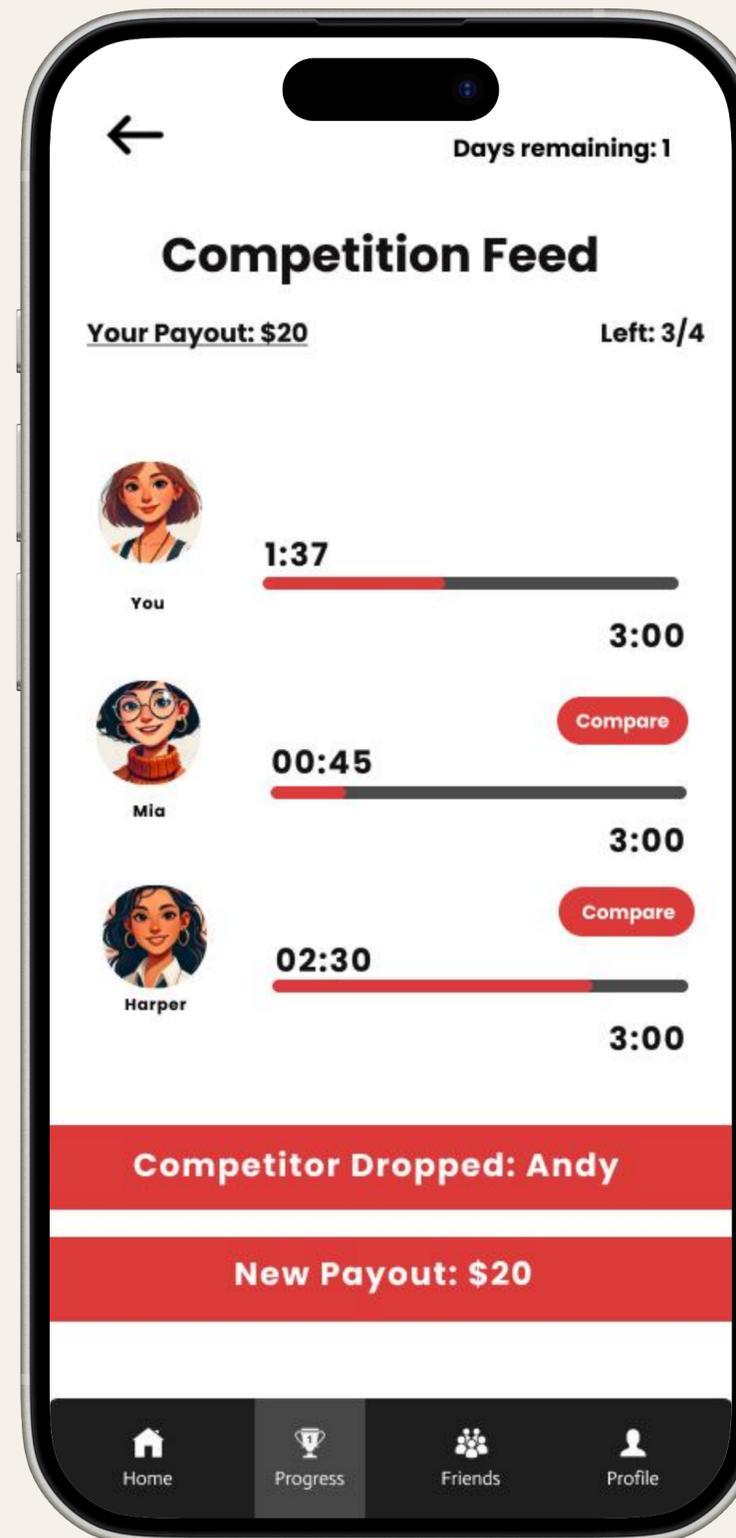
2. H4 Consistency & Standard

- The red labels “Competitor Dropped” and Payout are similar to buttons and not standardized as banners of in-game info
- Created a contrast grey color banner with a red text for Andy dropping out, and “Updated Payout” for clarity

Usability Progress

Efficiency: Grouping makes it easy to understand & less eye-straying

Learnable: Contextual clues, button hints compare, bold-red text shows urgency / news



Major Change #4

Analytics

Reduced Whitespace

- Visual denotation of analytics graphs with a light background color; visually grouping them together in the viewer's eye (Gestalt!)
- Clear section headers so that each set of graphs is clear

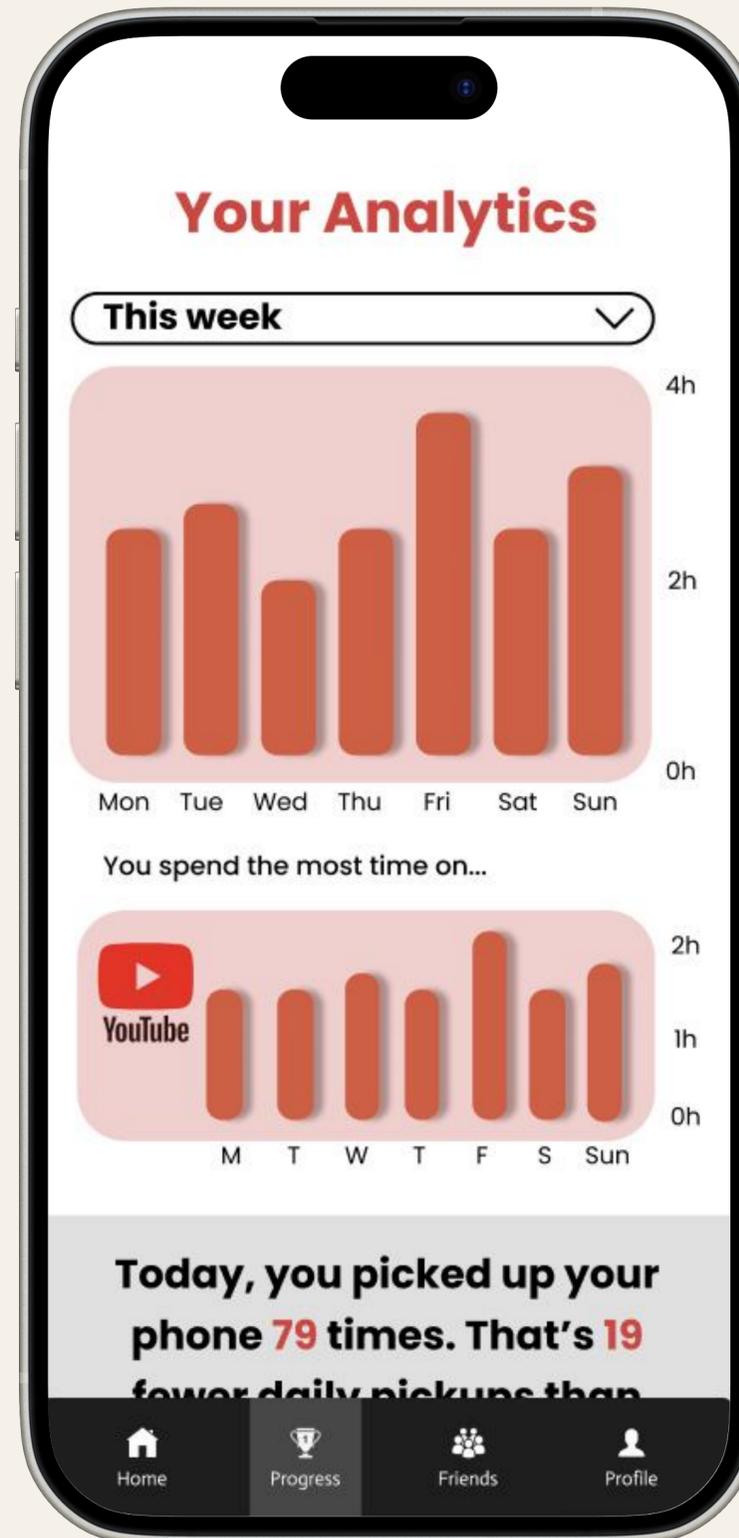
User Clarity & Navigation

- Added user profile picture & moved analytics to profile page [Nava's suggestion]

Usability

Efficiency: Analytics move allows users to focus on competition, less extra time spent on the app, “a moderate task”

Learnability: Make the analytics page approachable & understandable



Overall Usability Progress

1. Efficiency

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

HI-FI CHANGES



Minimalistic Design

- In-game context
- Clear defined in-game statistics
- New navigation status

2. Learnability

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

HI-FI CHANGES



Intuitive & Realistic Cues

- Help pop-up(H10)
- Decluttered text & details
- Buttons vs. Headers
- Clear status & instructions

Prototype Checkpoint

03

Components Used

TOOLS / FRAMEWORK

- REACT NATIVE
- EXPO DEV
- SUPABASE (AUTH)

WIZARD OF OZ ITEMS

- “LIVE” DATA & ANALYTICS
- COMPETITORS (MIA, HARPER, ANDY)
- BANK ACCOUNT STAKING (JOIN)

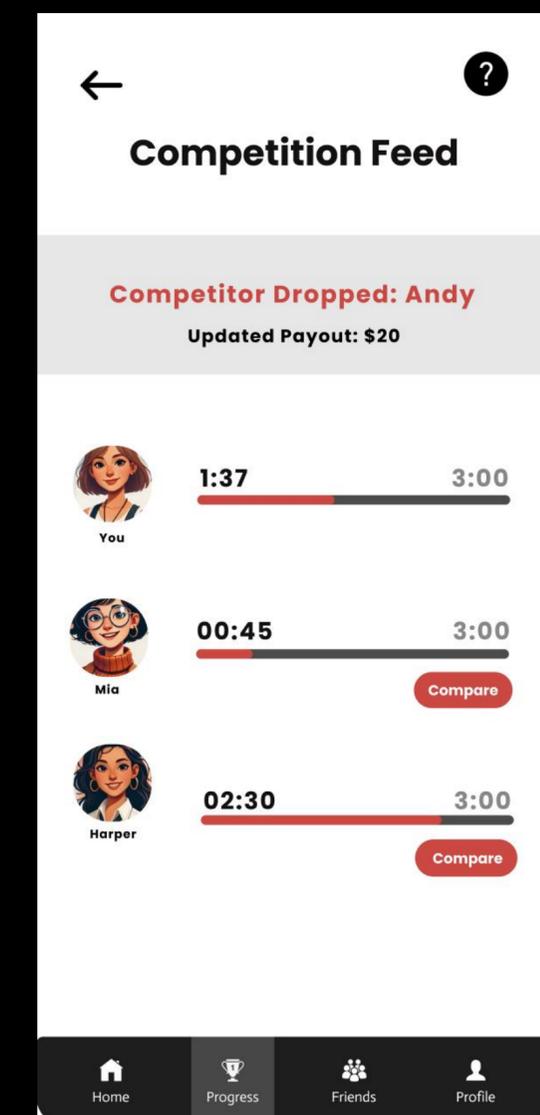
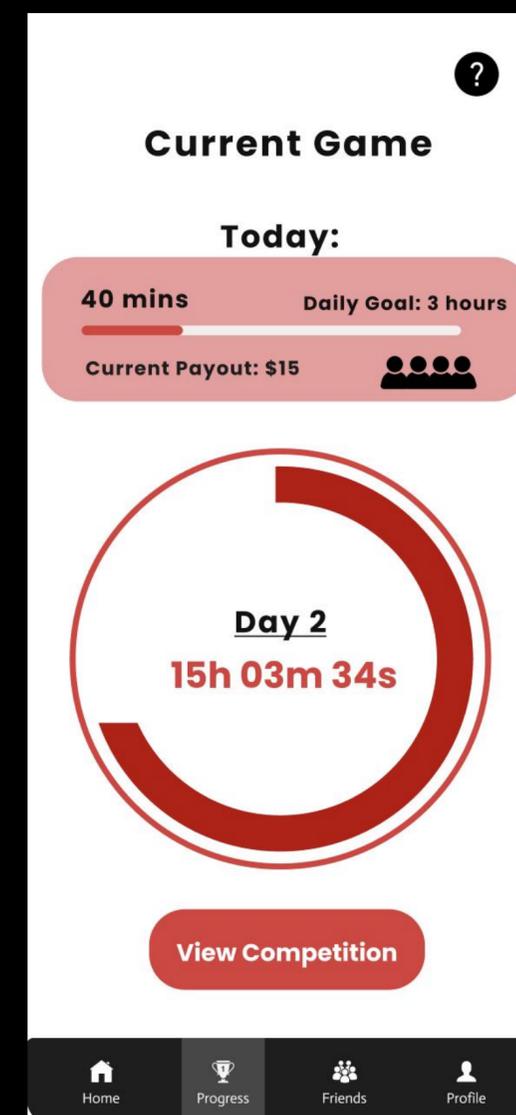
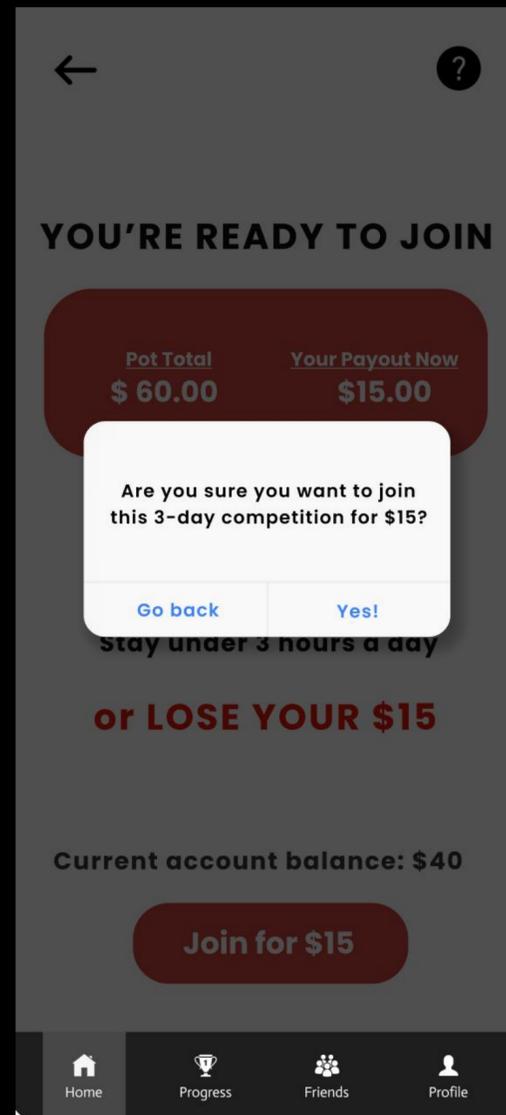
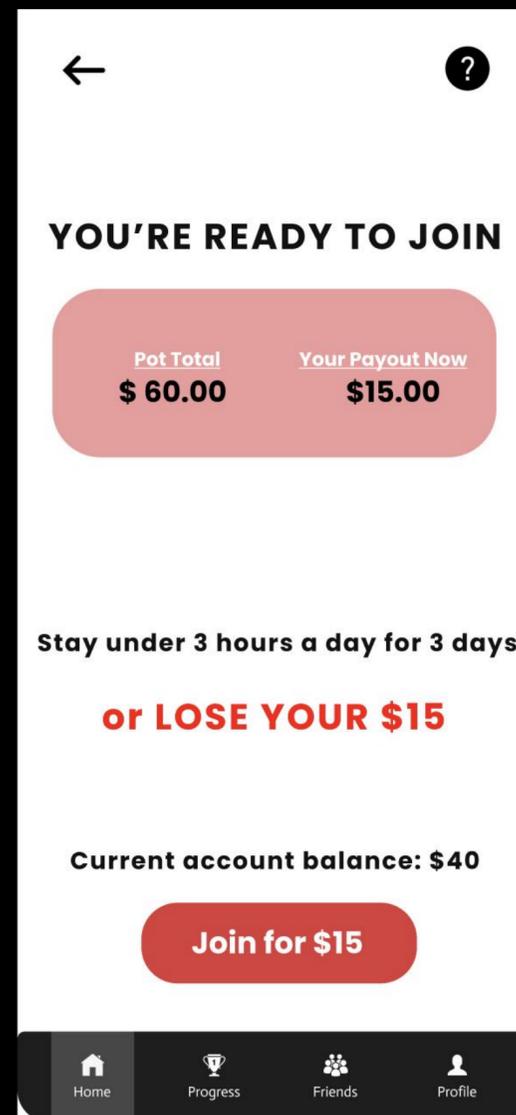
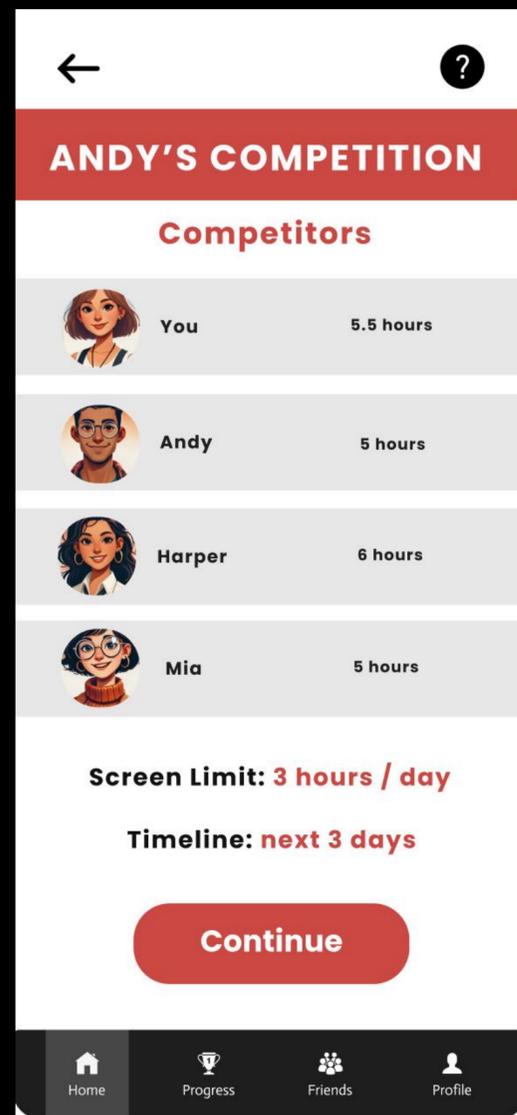
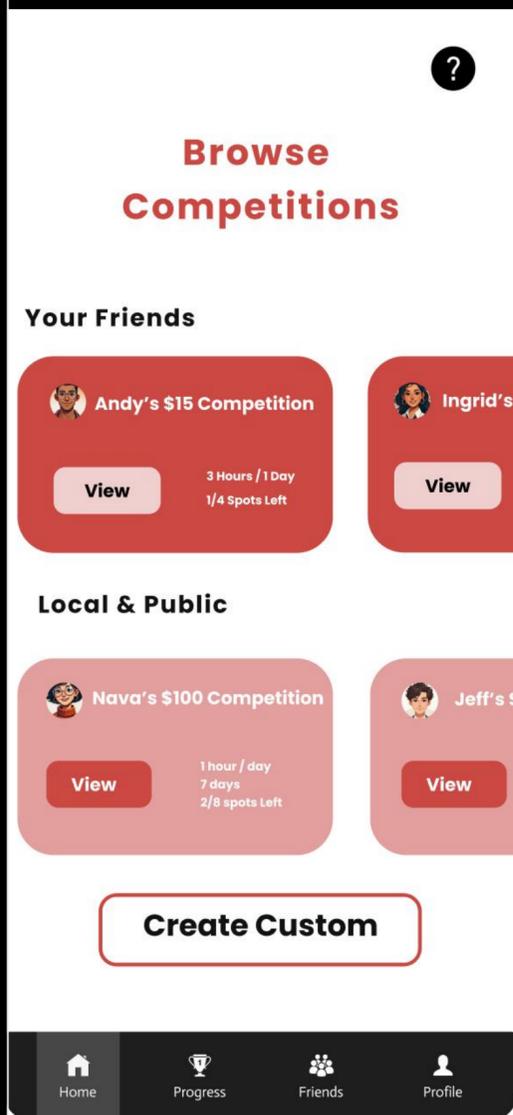
HARD-CODED ASPECTS

- APP SCREEN TIMES
- USER AVATARS & IMAGES
- ANALYTICS GRAPH
- MONEY LOADED-IN

Hi-fi Simple Task

HIGH FREQUENCY TASK FOR MAJORITY OF USERS

Join a pre-set competition and stake money



UNIMPLEMENTED FEATURES / NEXT STEPS

- OPTION FOR FREE PLAY
- IOS SCREEN TIME API / USAGE STATS API
- ML ALGORITHMS

Discussion on Finishing

1. Login & Task 1

User joins a competition and the login page + navigation bar
Plan: Finish the hard-coded features, spend the next week on implementation

3. Sharpened Aesthetics

Plan: Finalize with small tweaks after section-feedback

- Matched color aesthetic and consistency, and usability goals

2. Tasks 2 + 3

Multiplayer back-end, competition feed & compare, and create a custom competition

Plan: Finish testing user creation in Supabase & build out multi-player queries.

4. User Staking & Profile

Settings, finalized analytics screen, Lockin Dollars, the money transfer infrastructure.

Plan: Plaid access, but also can have Users "in-app" Venmo and we handle reimbursements

Issues/Questions

- Cross deployment to Android Play Store;
- Android's Usage STATS API

Prototype Demo

VIDEO

04

Thank you!

APPENDIX

HE Feedback + Our Decision

HI-FI FIGMA
