

# A4 Assignment

ORIGINAL & FOCUSED PROBLEM DOMAIN

Project Name:

***timelock***

***capture the moment; enjoy the experience***

OCT 10, 2024

PRESENT

# Why *timelock*?

Working off of the idea of a time capsule:

TIME

- to emphasize the fixed interval during which participants can upload their contributions to the time capsule



- fosters a sense of urgency and excitement

LOCK

- emphasize preservation and security of the memories once the upload period ends
- contributions are safely stored, encapsulated, and protected

***capture the moment; enjoy the experience***

# How is our value proposition specific to timelock?

value proposition highlights the key value of timelock:

makes "capturing the moment" effortless, collaborative, and fun

***capture the moment***



The user can focus on enjoying their experience

***enjoy the experience***

OCT 10, 2024

# Problem Overview

PRESENT

Timelock is a social app that allows friends to collectively document events while staying present, lowering the burden of capturing memories. In Timelock, friends join an event, contribute a few memories throughout, and leave with a multi-media memento of the event.

OBJECTIVE

Our user is someone who...

**LOVES**

Parties, concerts, large gatherings, conferences, social events, a fun night out.

**WANTS**

To be present, but also wants to have something to remember an event by.

**NEEDS**

An easy way for groups to capture and share meaningful memories all in one place.

TODAY'S DATE

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OBJECTIVE

# Problem we are tackling

The need to be present, but also have something to remember the night by.

Sharing and aggregating media aesthetically across large groups .

Capture a holistic sense of the event, from music to decorations to locations.

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# Brief synopsis of proposed solution

4 friends plan to go out to a DJ set in SF



Anna is the host. She starts a timelock and invites her friends to join. The timelock is set to begin at 8pm on Friday night.



Friday. 8pm. The friends are at dinner. Sophia gets pinged: "Notif: Share something in your timelock..."



Sophia doesn't feel like taking a picture, so she shares an audio message speaking in Spanish of her hottest take as they eat at a lively Spanish restaurant.



Next, Isabelle gets pinged. She's an avid video-taker, and shares a video of her favorite song playing at the DJ set...later Regina shares their pinned location at a hidden cocktail bar...Anna shares a group selfie at an after-party.



Night ends. Their timelock closes. Anna's group is now left with an immediate multi-media momento from their SF night out.

OCT 10, 2024

# Market Research

PRESENT

# Lightsnap

**TLDR;** A dispo camera app. Buy a digital roll of film, share it with your friends, take photos, and when you've finished your roll, have the physical photos delivered to your door.

**Features include:**

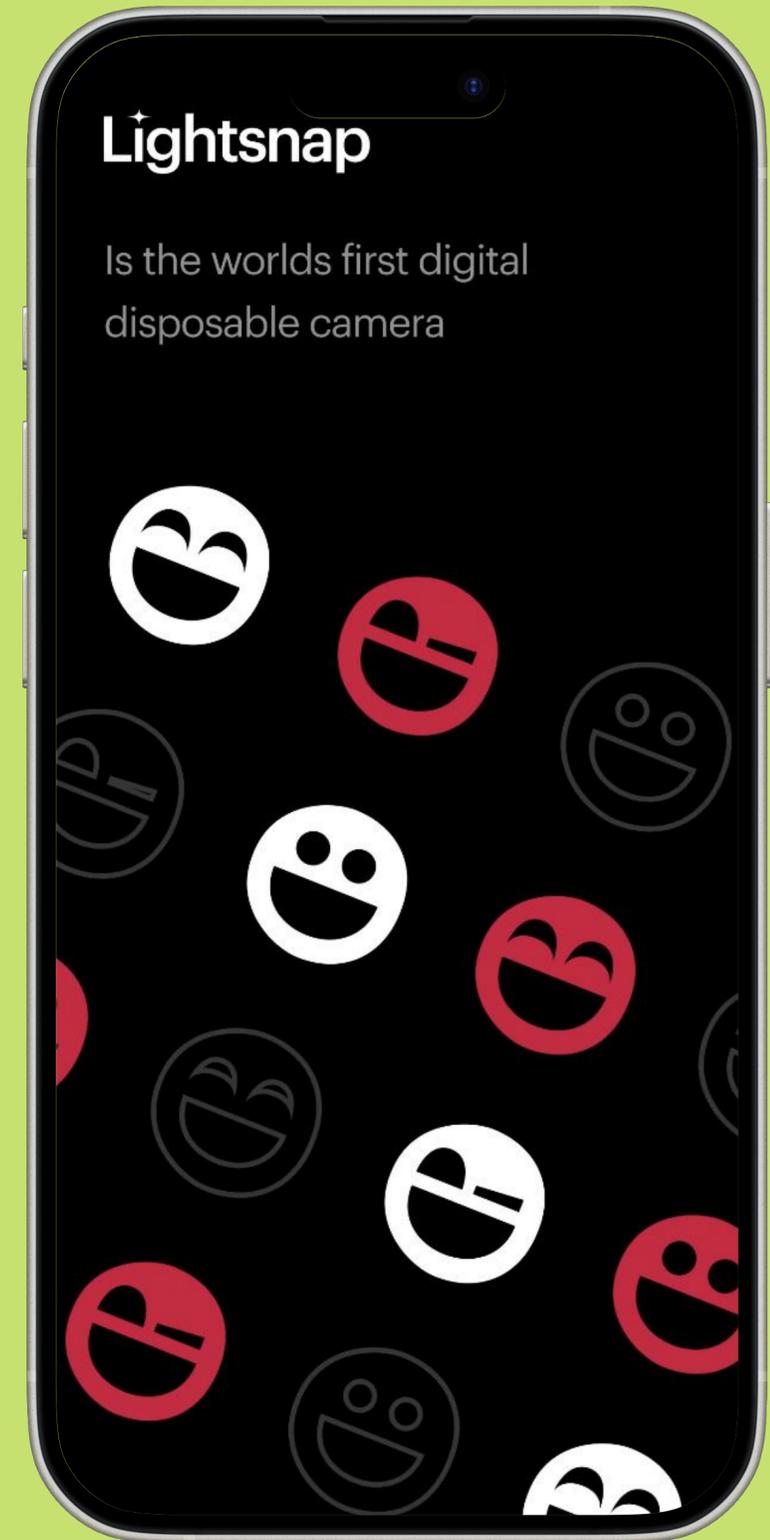
- Social/ collaborative media sharing in a novel way
- Physical photos that you can hold on to forever

**Lacking:**

- Novel ways of sharing and compiling the media captured in app
- Media types outside of photography

**App encourages:**

- Being present, since you only have a finite # of photos and can't look back on them immediately



# Swsh

**TLDR;** Create shared albums with friends easily.

**Features include:**

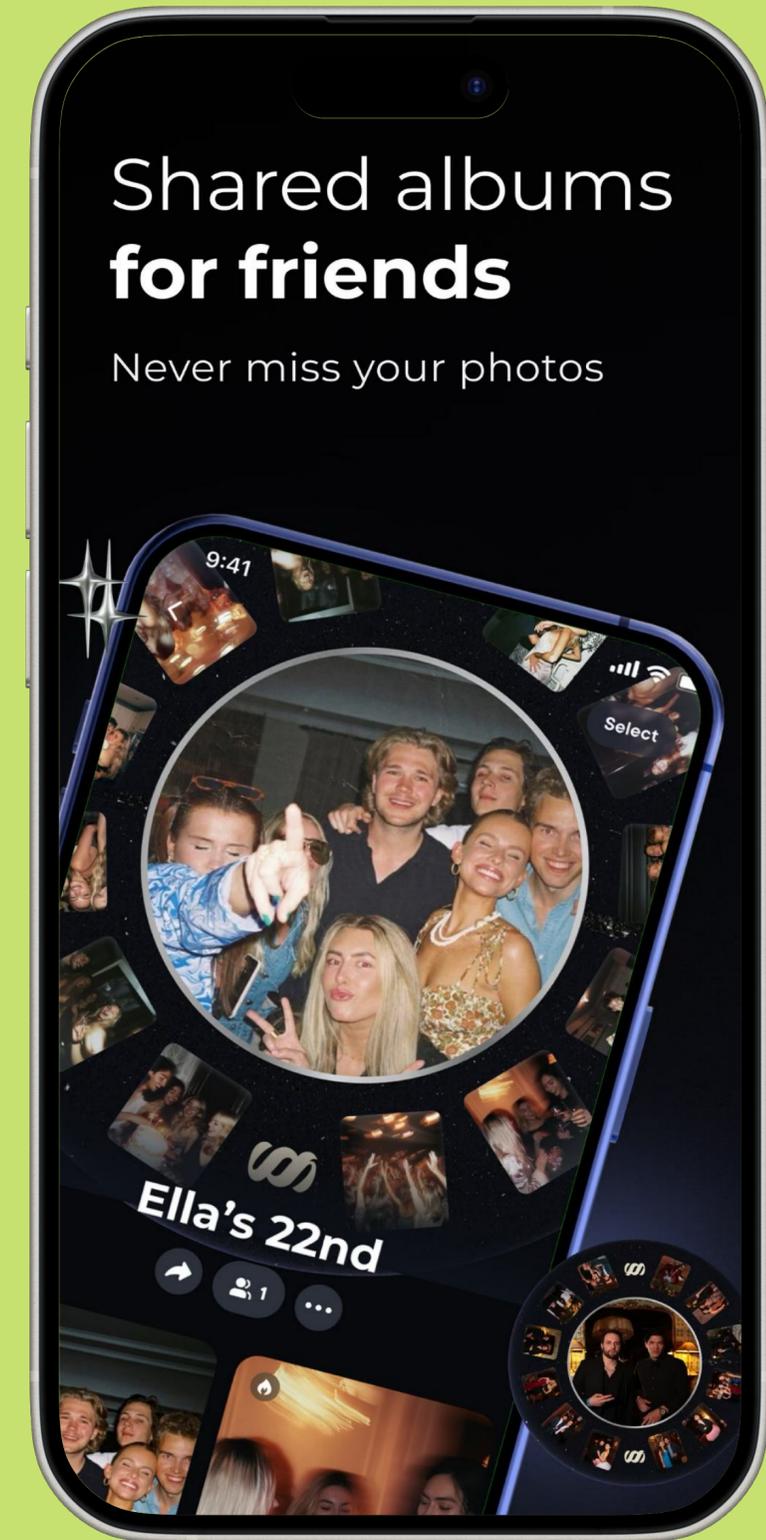
- Find pictures of yourself (using AI)
- Connect with friends on social media based
- Get suggestions for best photos to post.

**Lacking:**

- Novel ways of sharing and compiling the media captured in app
- Media types outside of photography

**App solves the issue of:**

- Easily aggregating photos post-event and collecting socials for people you've met



## COMPETITOR ANALYSIS

# kululu

**TLDR;** personalized party album and real-time photo sharing wall

**Features include:**

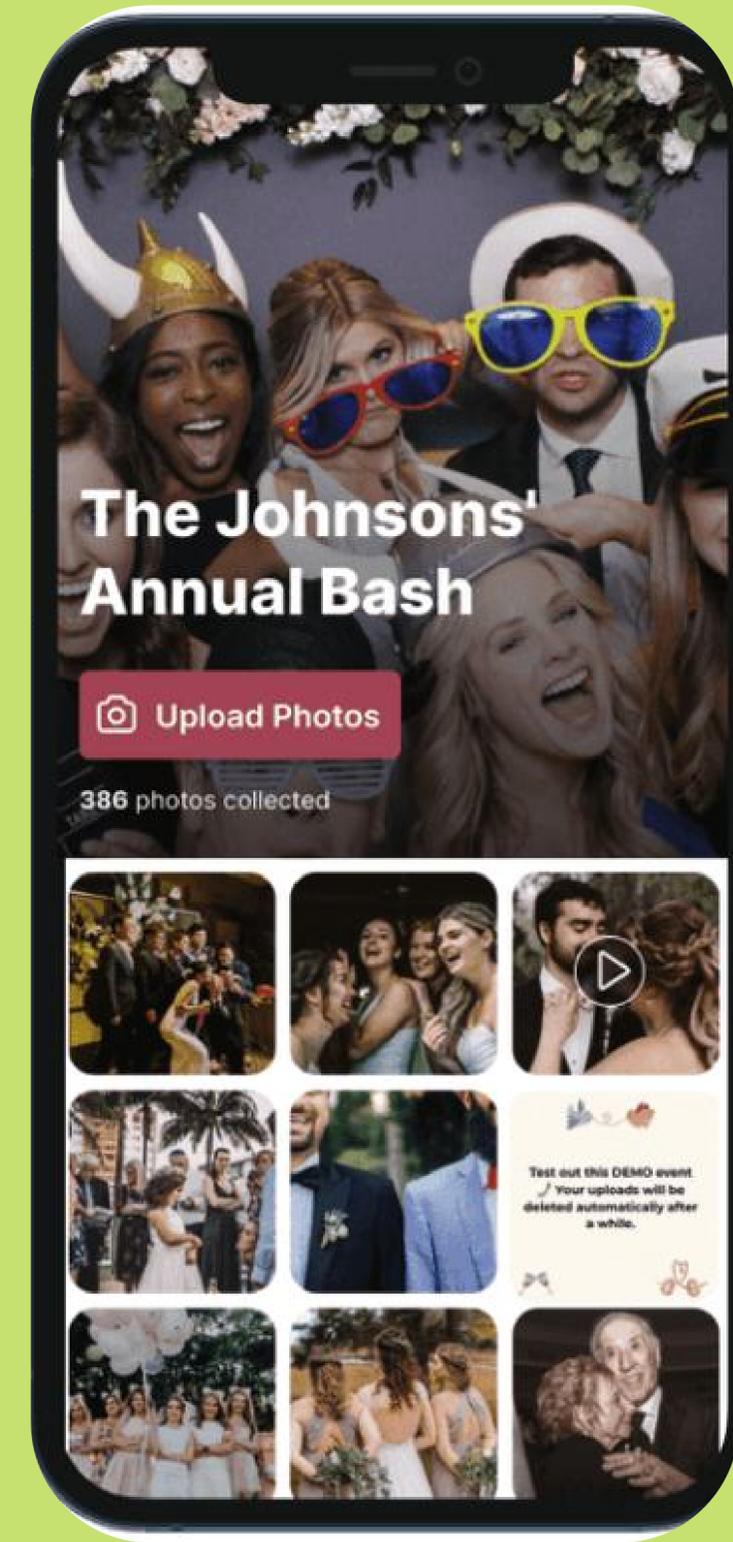
- Personalized photo album and live photo wall
- QR code templates with a one-click download
- Unlimited guests, extensive customization, no app required

**Lacking:**

- AI-powered photo organization
- Event management and analytics

**App solves the issue of:**

- Live sharing and display of photos, making it easy for attendees to see what others are capturing in real time



# Samsaro

**TLDR;** photo sharing and event experience app with AI photo sharing and event management tools

**Features include:**

- Simplify photo-sharing with facial recognition AI
- Add Guests, Send Digital invites and Manage RSVP

**Lacking:**

- Encouragement of real time connections between attendees
- Emphasis on real-time sharing of media

**App solves the issue of:**

- Easily aggregating photos post-event and event management for hosts



# POAP

**TLDR;** Proof of attendance protocol/ NFT for conferences, product launches, parties, and more.

**Features include:**

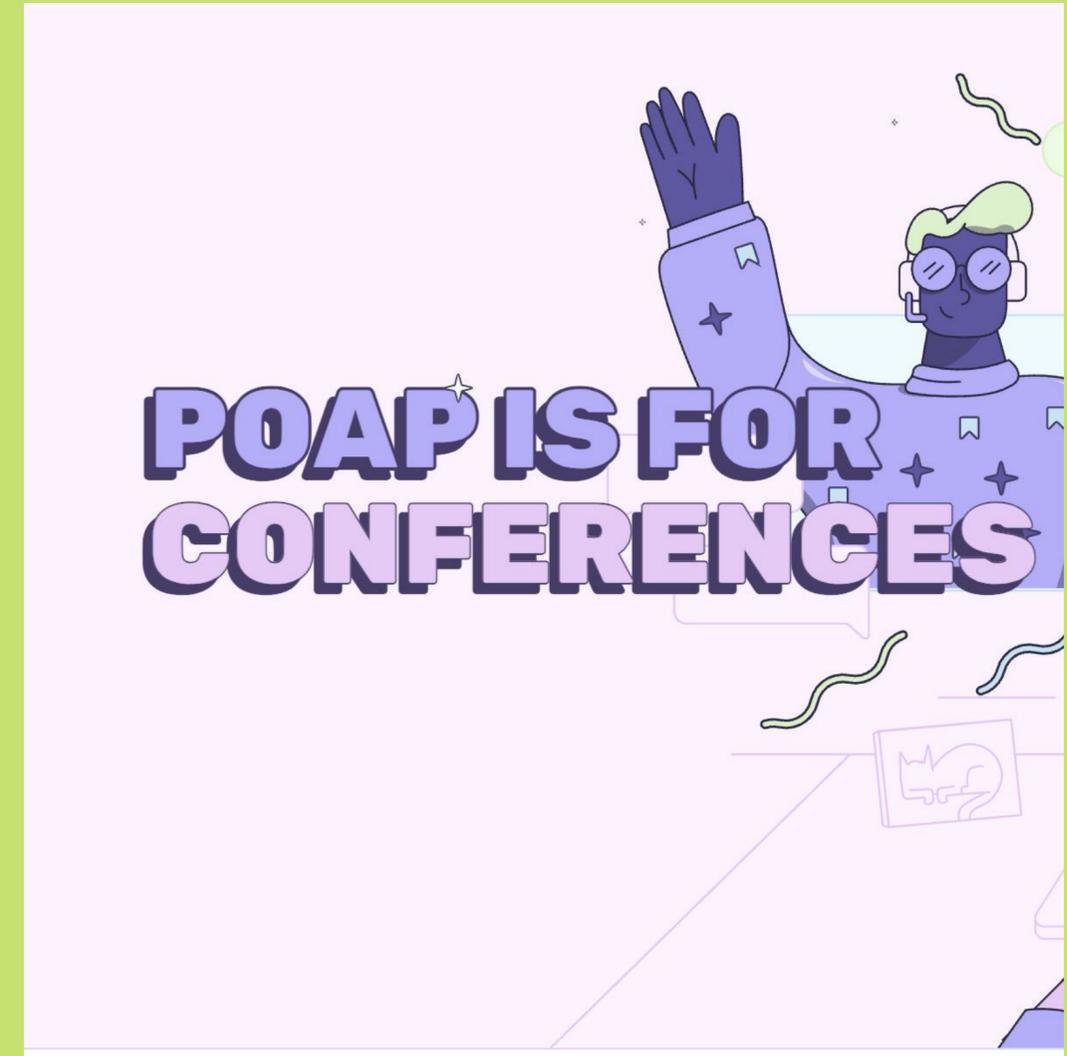
- Memento from the event
- Host features to set up event and distribute memento

**Lacking:**

- A way to associate the memento with an individual's experience
- Any other kind of media besides an NFT

**App solves the issue of:**

- Tracking event attendance in a fun way



# Retro

**TLDR;** friends-only photo journal

## Features include:

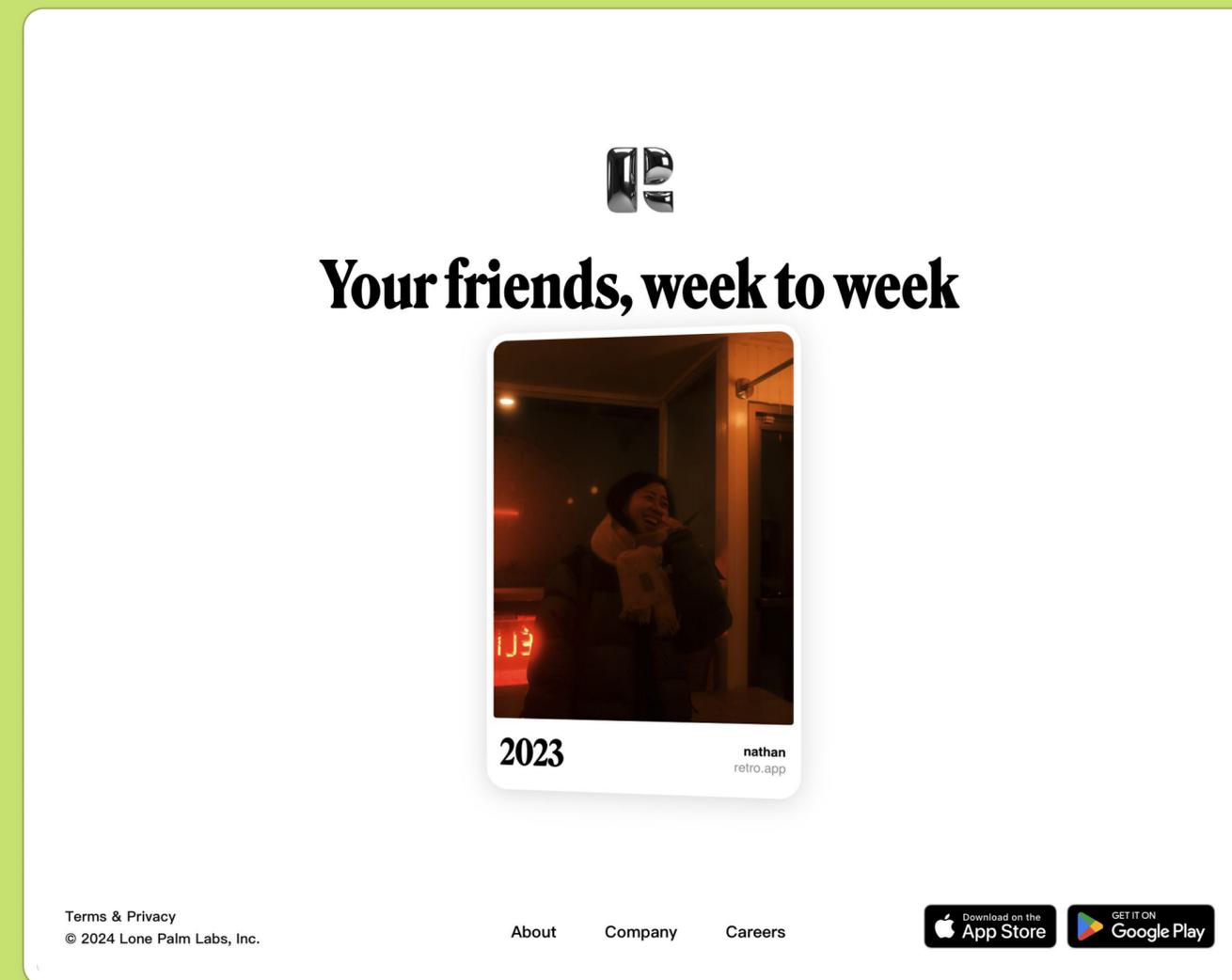
- Stay connected with friends on a weekly basis.
- Allows users to share personal updates, making it easy to keep up with each other's lives through a streamlined, intimate interface.

## Lacking:

- multi-media collection, only offers photos
- creation of a final momenta after a big event

## App solves the issue of:

- app simplicity, encouraging users to regularly check in and maintain meaningful connections over time



# Dispo

**TLDR;** disposable camera app where users purchase a digital roll of film, take photos

**Features include:**

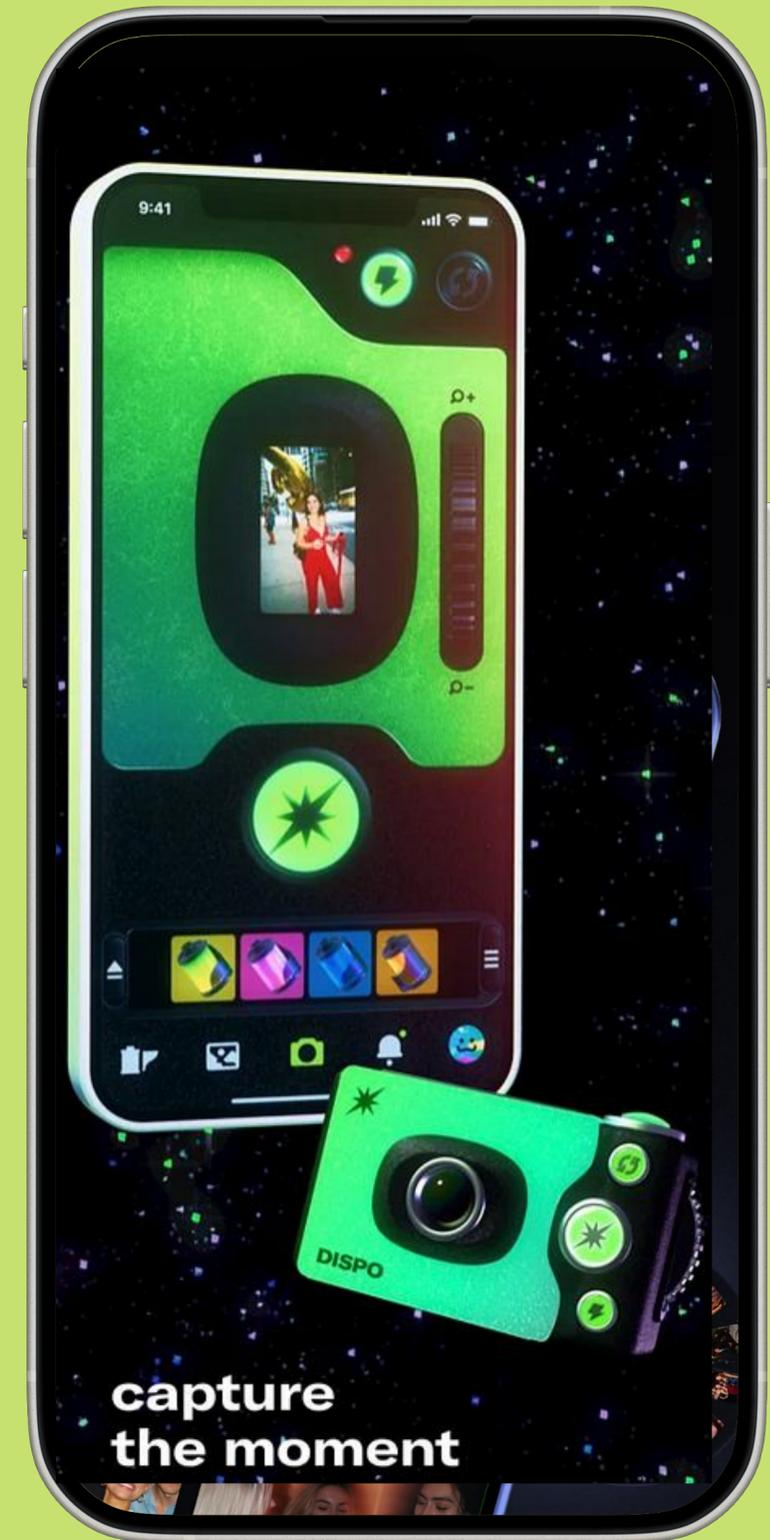
- Mimic disposable photos, have to wait for pictures to “develop”

**Lacking:**

- multimedia types such as videos, voice recordings, and text prompts.
- Does not offer a novel way to compile or share the captured media beyond physical prints.

**App solves the issue of:**

- encourages users to be present by limiting the number of photos they can take



# Down Memory Lane

**TLDR;** allows users to create and share digital memory books by uploading photos, videos, and messages from events.

**Features include:**

- Users can invite friends and family to contribute memories.
- Supports a variety of media types, including photos, videos, and text messages.
- Users can create themed memory books for specific events or milestones.

**Lacking:**

- Does not have a time constraint for uploads, which may lead to less engagement during specific events.
- The final product can be less exciting as memories are added gradually, rather than revealed in a collective moment.

**App solves the issue of:**

- Encourages long-term collaboration, allowing users to build memories over time.



# Competitors vs. Timelock

	Event specific	Social/collaborative	Multi-media	Novel memento creation
<b>Lightsnap</b>	Yes, users purchase a roll of 24 photos of digital film.	Yes, users can share a digital roll of film.	No, only photos.	No, only photos.
<b>Retro</b>	No, time specific. 1x picture per day.	Yes, this is a social network.	No, only photos.	No.
<b>Samsaro</b>	Yes, event specific.	No, host-focused management platform + media sharing.	No.	No.
<b>Swsh</b>	Yes, can create an event specific photo album.	Yes, multiple friends can collaborate on one album.	No, just photos.	No, just a photo album.
<b>POAP</b>	Yes, hosts created	No, host-driven.	No, only NFTs.	Yes, NFTs.
<b>Kululu</b>	Yes, can create an event specific photo album.	Yes, group photo albums.	No, only photos.	Yes, templates provided for different photo albums.
<b>Timelock</b>	Yes, create timelocks for your even.	Yes, friends collaborate to create the final timelock.	Yes, photos, videos, location pins, music, text are all included.	Yes, final recap of all the media created.
<b>Dispo</b>	No: Photos just develop set time after taken	Yes, can share to friends or post on the app	No, only photos	No
<b>Down Memory Lane</b>	Yes	Yes	Yes	No, created slowly over time by users

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# Values in Design

PRESENT

# Stakeholders:

## Direct

Host - the person who sets up the time capsule

Participants - each person invited to collaborate in the capsule

Viewers - Anyone who has access to the final memento

## Indirect

Subjects in the timelock - any person or object documented in a timelock

Event Venue Owners/ Local Businesses - owners of a space where a timelock takes place

## THE SCANDAL



**What's the worst headline  
about your product you  
can imagine?**

***"Time Capsule App Used for Cyberbullying:  
Users' Vulnerable Moments Weaponized  
Against Them."***

***"Time Capsule App Sparks Controversy Over  
Consent: Users Demand Better Privacy  
Controls."***

# Privacy and Consent

Users may feel anxious about the inability to manage or retract content that others upload, especially if it includes sensitive moments or unflattering images. This fear can be exacerbated when users are uncertain about who can access what

# Privacy and Consent:

What about timelock's business model might concern users?

## **Involuntary Exposure:**

If a participant is captured in a video or photo while inebriated or in a vulnerable state, they might feel violated if that content is shared widely without their consent.

## **Consent and Understanding:**

Users may worry about whether all participants fully understand the implications of uploading content. Someone could share an image or clip without considering how it might affect others.

## **Reputation Risk:**

fear that clips or images could be taken out of context, affecting their personal or professional reputation if made public.

## **Security Concerns:**

Users may question how securely their uploaded content is stored and whether it could be accessed by unintended parties

## KEY FINDINGS

# Privacy and Consent:

## How could timelock cause harm?

- Unauthorized Sharing
- Breach of Privacy
- Manipulation or Harassment

## How could timelock be used negatively?

- Encouraging recklessness: Participants might feel emboldened to upload risky or inappropriate content; Some people might not properly judge what they want to share publicly when inebriated
- Cyberbullying

## Addressing Privacy and Consent Concerns:

**Enhanced Consent Mechanisms:** multi-step consent process where users must explicitly agree to share their content and understand its implications.

**Content Control Features:** Allow users to set parameters on what can be uploaded or shared about them, including options for requiring approval before any content featuring them is made public.

**Privacy Customization:** Consider the possibility of privacy settings that enable users to restrict access to certain participants or groups

## RECOMMENDATIONS



**Excluded User Base:** Users with limited digital literacy, such as older adults or individuals with disabilities, may be excluded.

**Missing Perspectives:** those who are less tech-savvy or have accessibility needs

**Opposite Assumption:** If we assume that the core users are not tech-savvy, the product design would need to prioritize simplicity and accessibility: streamline features reduce complexity

# Accessibility and Inclusion

Complex features may alienate those who are less familiar with technology.

**Value Tension:** conflict between creating a rich, engaging user experience and ensuring that the app is inclusive for users with varying levels of digital literacy.

**Overlooked Stakeholders:**

Individuals with disabilities

Older adults

Caregivers or family members who may assist users

# Addressing Accessibility and Inclusion Concerns:

## **User Testing:**

Conduct user testing sessions with diverse groups, including older adults and individuals with disabilities to help identify pain points and areas for improvement.

## **Simplified Interface:**

user-friendly interface with larger fonts, clear icons, and straightforward navigation

complex features are optional and core functions are easily accessible

## **Accessibility Resources:**

features like text-to-speech, audio prompts, and adjustable color contrasts to cater to users with various needs

OCT 10, 2024

# Tasks

PRESENT

# Simple, moderate, and complex tasks

## **SIMPLE**

- Contribute a piece of media/ a memory to a timelock event.

## **MODERATE**

- Starting a timelock event, so that you can invite friends to begin sharing media.

## **COMPLEX**

- Share the final memento with friends outside of the event attendees.

## TASKS

**Simple Task**

Contribute a piece of media to a timelock event.

**Find this in our concept video at...**

00:28 SEC - 0:45 SEC

**Why is this a simple task?**

*Every* user has to add media in order for the group to have a shared memento at the end. Ideally, they will add media multiple times. If no one or only a few people share media, then then the purpose of the app (collectively gathering memories from an event) falls apart.

## TASKS

**Moderate Task**

Initiate a timelock event so that friends can join and add media.

**Find this in our concept video at...**

0:25 SEC

**Why is this a moderate task?**

Someone (e.g., an event host or “photo friend”) will need to start an event for others to join. Only one user per group of friends needs to take on this action/responsibility, but it occurs semi-regularly with every new event, party, memorable experience you want to document. Contributors to one timelock may be “hosts” for another.

## TASKS

**Complex Task**

Share your timelock memento with others.

**Find this in our concept video at...**

00:58 - 1:03

**Why is this a complex task?**

A superuser might share the timelock memento with friends outside the event. A superuser might be someone is passionate about the final memento, event attended, very online, and social. Since only a few users will share the memento outside the people who attended the event and the app is designed mainly for sharing among friends, this is a complex task.

## Our storyboard

We mapped out our storyboard in Figma. Making sure to capture

- Scenes
- Shots

It's important to note that we left some of the flashback scenes as "ideas" to ensure that we did not pigeonhole ourselves into specific events of the night.

### Storyboard — Time Capsule

#### SCENE 1: Opening (What Did You Do Last Night?)

**Shot 1:** Wide shot of two friends sitting in a living room.  
- Person 1: (sitting on a couch) casually asks, "What did you do last night?"  
- Person 2: (relaxing in an armchair) responds nonchalantly, "Ah, nothing. How about you?"

**Shot 2:** Close-up on Person 1's face.  
- Person 1 smirks and says, "Let me show you."

**Shot 3:** Medium shot of Person 1 pulling out a small, sleek, mysterious box from under the coffee table.  
- Camera slowly zooms in on the box.

**Shot 4:** Extreme close-up of the box.  
- As it opens, the camera zooms all the way into the box until it goes completely black.  
- Transition Sound Effect: A soft "whoosh" sound as we zoom in, leading to the blackout.

#### SCENE 2: Flashback (Last Night's Events, 24 hrs ago)

**Shot 5:** Rewind sound effect.  
- Visual cue: A quick rewind effect across the screen

**Shot 6:** Night footage begins - karaoke scene.  
- Sound effect: A microphone feedback sound or the karaoke jingle as Person 1 and friends are singing and laughing in a bar.

**Shot 7:** Dancing scene.  
- Sound effect: A quick record scratch as the scene transitions to people dancing energetically under disco lights.

**Shot 8:** Eating scene at a restaurant.  
- Sound effect: A "ding" of a bell as they dig into food with joyful chatter and clinking glasses.

**Shot 9:** Laughing with friends outside.  
- Sound effect: Laughter is heard, accompanied by a light breeze sound as the camera captures them walking on a street, smiling.

**Shot 10:** At a bar, ordering drinks.  
- Sound effect: The clink of glasses and the cheerful sound of drinks being poured, as they toast.

#### SCENE 3: Ending (Capture the Moment)

**Shot 11:** Black screen fades in, accompanied by gentle ambient music.  
Text appears on the screen in bold, elegant typography:  
- "Moments should be captured."

**Shot 12:** A quick flash of the Time Capsule box reappears on the screen.  
Text below the box:  
- "Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.

**Shot 13:** Person 2 asks to share the Time Capsule with friends  
Text below the box:  
- "Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.

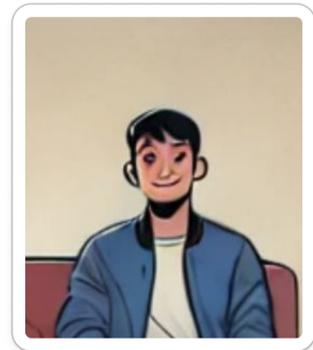
# SCENE 1

We had approximately four shots in our first scene, which sets the stage into why “Regina” (in the video) is going to have a flashback of her night.



**Shot 1: Wide shot of two friends sitting in a living room.**

- Person 1: (sitting on a couch) casually asks, "What did you do last night?"
- Person 2: (relaxing in an armchair) responds nonchalantly, "Ah, nothing. How about you?"



**Shot 2: Close-up on Person 1's face.**

- Person 1 smirks and says, "Let me show you."



**Shot 3: Medium shot of Person 1 pulling out a small, sleek, mysterious box from under the coffee table.**

- Camera slowly zooms in on the box.

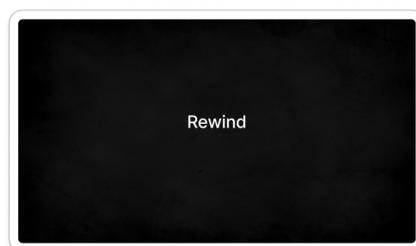


**Shot 4: Extreme close-up of the box.**

- As it opens, the camera zooms all the way into the box until it goes completely black.
- Transition Sound Effect: A soft "whoosh" sound as we zoom in, leading to the blackout.

# SCENE 2

In this scene, we were trying to encapsulate the idea of a crazy night out, with lots of short clips of many activities and an abundance of friends and fun.



Shot 5: Rewind sound effect.  
- Visual cue: A quick rewind effect across the screen

*TASK = STARTING A TIMELOCK!*



Shot 6: Night footage begins – karaoke scene.  
- Sound effect: A microphone feedback sound or the karaoke jingle as Person 1 and friends are singing and laughing in a bar.

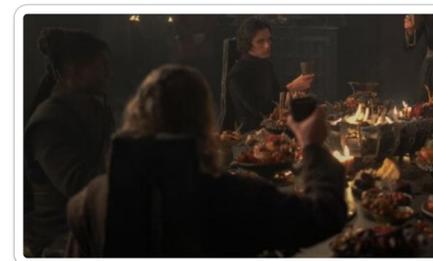
*TASK = ADD MEDIA TO TIMELOCK!*

*TASK = ADD MEDIA TO TIMELOCK!*



Shot 7: Dancing scene.  
- Sound effect: A quick record scratch as the scene transitions to people dancing energetically under disco lights.

*TASK = ADD MEDIA TO TIMELOCK!*



Shot 8: Eating scene at a restaurant.  
- Sound effect: A "ding" of a bell as they dig into food with joyful chatter and clinking glasses.

*TASK = ADD MEDIA TO TIMELOCK!*



Shot 9: Laughing with friends outside.  
- Sound effect: Laughter is heard, accompanied by a light breeze sound as the camera captures them walking on a street, smiling.

*TASK = ADD MEDIA TO TIMELOCK!*



Shot 10: At a bar, ordering drinks.  
- Sound effect: The clink of glasses and the cheerful sound of drinks being poured, as they toast.

# SCENE 3

The last scene emphasizes the idea that a timelock can be shared, and ends with our catchy tagline.

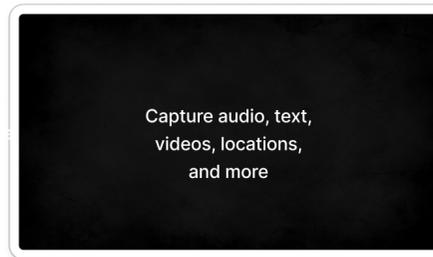
*TASK = SHARING TIMELOCK WITH FRIENDS!*



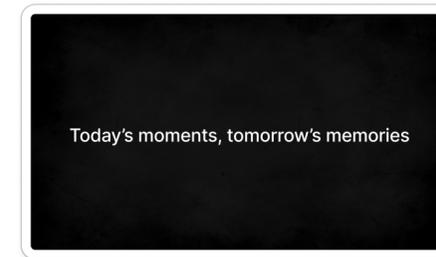
**Shot 11: Black screen fades in, accompanied by gentle ambient music.**  
A stats page on the statistics of the timelock that occurred.



**Shot 13: Person 2 asks to share the Time Capsule with friends**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.



**Shot 12: A catchy line or phrase encapsulating the premise of the app.**  
Text below the box:  
-"Capture, audio, video, text, locations, and more"  
Fade out



**Shot 12: A quick flash of the Time Capsule box reappears on the screen.**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.



**Shot 12: A quick flash of the Time Capsule box reappears on the screen.**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.

# YOUTUBE



TODAY'S DATE

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Thank you.

# Appendix

# The Idea:

## IDEA

blast to friends →

camera on for everyone  
until 2am →

Justin just made a time  
capsule →

AUTHENTICITY

pinged to add a photo,  
video, loc pin, text.

Thinking back on  
memories but not just  
faces

Isabelle

Time Capsule.

An app that creates a time-based multimedia  
upload for a group of people, where participants  
get notifications and a time-limit to "put" in the  
time-capsule.

Ex.

- add photos and videos
- record voice recordings
- save a song
- pin a location
- share a message/prompt/poll

A multi-media memento is created when the timer  
runs out and shared with all participants.

sophia

User Story

4 friends go out to a DJ in SF.

Justin is the host.

Justin created a time-capsule and shares it to his  
whatsapp group, ready to start at 8pm on Friday  
night

Friday night comes around, and the time capsule  
starts at 8pm. everyone is at dinner.

Sophia gets pinged first. Notif: "Share something  
to the time capsule..." she doesn't feel like taking  
a photos, so she shares a audio message  
speaking in spanish, since they are eating at a  
spanish resturant....

Next, Vera gets pinged. she's an avid video taker,  
so she takes a video, and posts it to the time  
capsule...

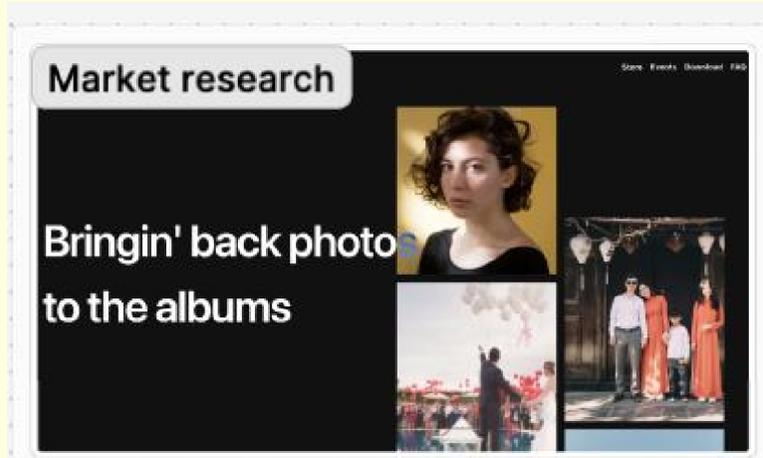
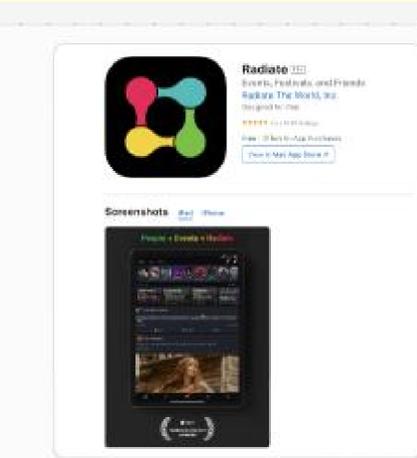
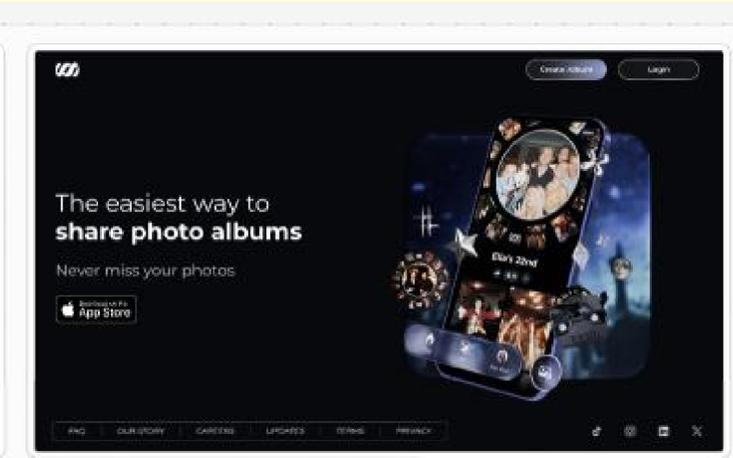
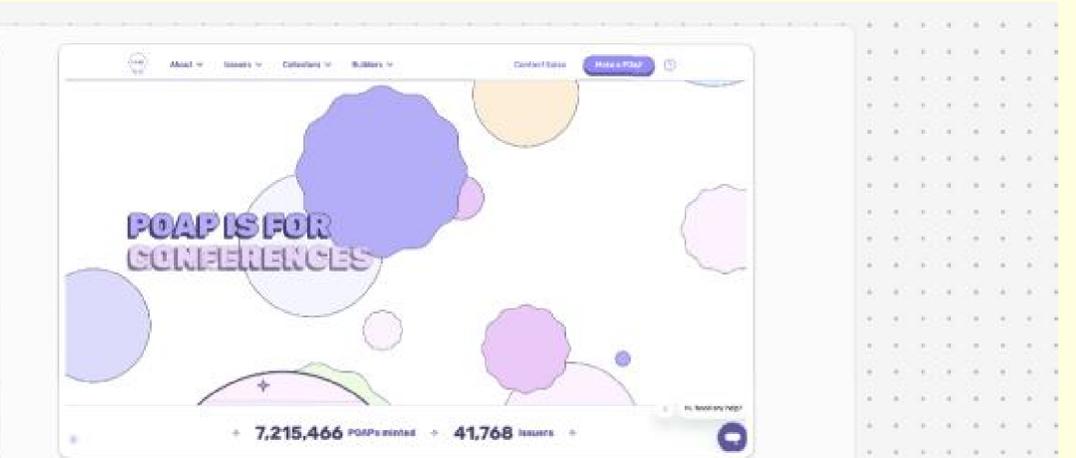
etc...

night ends, and the time capsule is closed.  
Attendees can see the aggregate of all the media  
posted from everyone in a beautiful little  
memento.

sophia



# Market Research:

			
<p><b>Lightsnap</b></p> <p><a href="https://www.lightsnap.app/">https://www.lightsnap.app/</a></p> <p>Digital film to photograph. Take photos on your camera and get them delivered to your door after the event.</p> <p>Has a feature that enables a set of cameras for a group.</p>	<p><b>Radiate</b></p> <p><a href="https://apps.apple.com/us/app/radiate/id939284774">https://apps.apple.com/us/app/radiate/id939284774</a></p> <p>App for people going to a music festival.</p> <ul style="list-style-type: none"> <li>• Create your own timetable</li> <li>• Connect with other festival goers</li> <li>• Map of the event with "hidden gems"</li> </ul>	<p><b>Swsh</b></p> <p><a href="https://apps.apple.com/us/app/radiate/id939284774">https://apps.apple.com/us/app/radiate/id939284774</a></p> <p>Shared photo albums.</p> <ul style="list-style-type: none"> <li>• AI ID of people in photos - find pics of you</li> <li>• "Reconnect" on socials</li> </ul>	<p><b>POAP</b></p> <p><a href="https://poap.xyz/">https://poap.xyz/</a></p> <ul style="list-style-type: none"> <li>• Proof of attendance</li> <li>• Mint memories as digital mementos</li> </ul> <div data-bbox="2515 966 3182 1172"> <p><b>1 Mint</b> Each POAP is created to tell a story. Preserve your most important memories forever on the blockchain with words and pictures that bring back the moment. It's as easy as filling out a form.</p> <p><b>2 Drop</b> Connect collectors to shared history. When you drop a POAP, you give collectors a chance to own their memories. Use the POAP platform to give collectors directly to collectors.</p> <p><b>3 Connect</b> Make your memories live forever. After minting, POAPs unlock a variety of experiences. From group chats to documents, game parties and more, POAPs keep the good times alive.</p> </div>



**klik**

<https://apps.apple.com/us/app/klik-event-photo-sharing/id6478124233>

Turning your phone into a digital disposable camera, photos captured through Klik are shared with friends in real-time.

Our AI allows you to filter to the photos you are in instead of digging through the full gallery

In-app links and custom QR codes, no download required



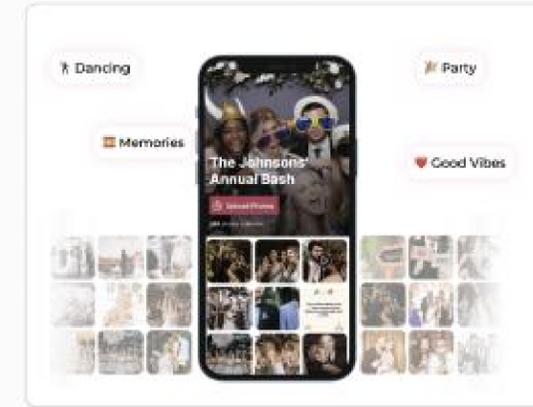
**kwikpic**

<https://apps.apple.com/us/app/klik-event-photo-sharing/id6478124233>

AI-powered Facial Recognition app

Personal website and app services; includes selling photos and branding & watermarking, focused on providing maximum visibility and engagement to businesses

provides user analytics for businesses to improve their success (registration data, album security, etc.



**kululu**

<https://www.kululu.com/party-photo-sharing>

Personalized photo album , live photo wall, and QR code templates with a one-click download

Unlimited guests, extensive customization, no app required

Use cases: weddings, birthdays, parties, conferences, company events, businesses



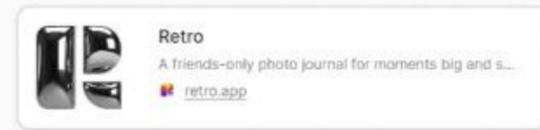
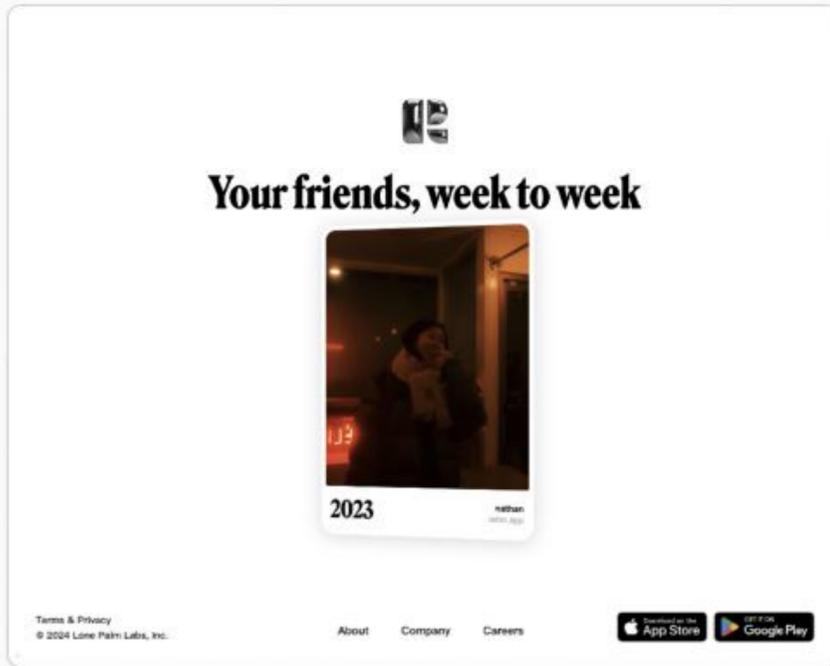
**samaro**

<https://www.samaro.ai/>

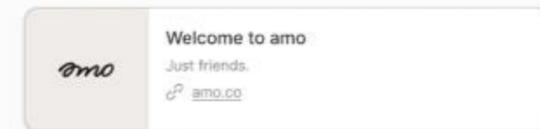
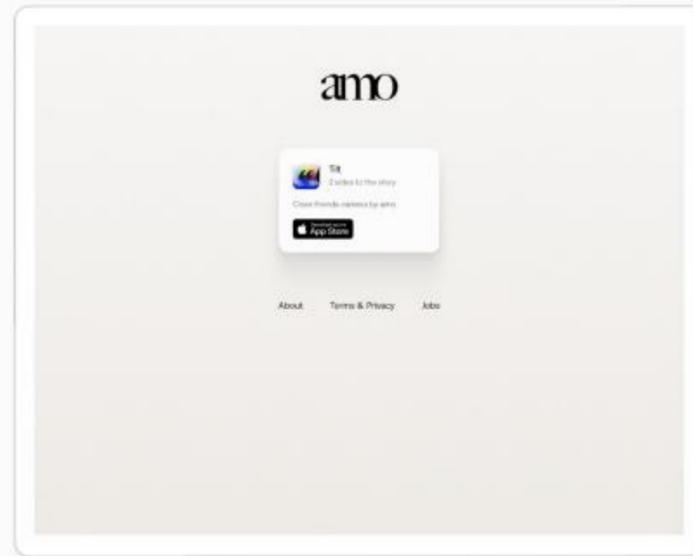
Photo sharing and event experience app

AI Photo Sharing | Guest Photo Collection | Digital Invites | RSVP

Use cases: weddings, birthdays, parties, conferences, company events, businesses



- Stay connected with friends on a weekly basis.
- Allows users to share personal updates, making it easy to keep up with each other's lives through a streamlined, intimate interface.
- The app emphasizes simplicity, encouraging users to regularly check in and maintain meaningful connections over time.



- Not event related but like very close friends camera with a vintage feeling
- 

## Down Memory Lane

**TLDR;** allows users to create and share digital memory books by uploading photos, videos, and messages from events.

**Features include:**

- Users can invite friends and family to contribute memories.
- Supports a variety of media types, including photos, videos, and text messages.
- Users can create themed memory books for specific events or milestones.

**Lacking:**

- Does not have a time constraint for uploads, which may lead to less engagement during specific events.
- The final product can be less exciting as memories are added gradually, rather than revealed in a collective moment.

**App solves the issue of:**

- Encourages long-term collaboration, allowing users to build memories over time.

## Dispo

**TLDR;** disposable camera app where users purchase a digital roll of film, take photos

**Features include:**

- Mimic disposable photos, have to wait for pictures to “develop”

**Lacking:**

- multimedia types such as videos, voice recordings, and text prompts.
- Does not offer a novel way to compile or share the captured media beyond physical prints.

**App solves the issue of:**

- encourages users to be present by limiting the number of photos they can take

# Brainstorming:

**BUCKETS**

**HOST**

- building out features for hosts
- digital artifacts
- create group photo album + designate photo friend

Being present vs taking photos

- dispo
- want to present, but want remember

sharing photos

- how to do this best
- android vs apple
- etc.

Isabelle

**CAMERA**

- events BeReal
- Lock the camera and then open it up

Location based photos

- more inspo for places to go

Isabelle

# IDEA

blast to friends →

camera on for everyone until 2am →

Justin just made a time capsule →

**AUTHENTICITY**

pinged to add a photo, video, loc pin, text.

Thinking back on memories but not just faces

Isabelle

Time Capsule.

An app that creates a time-based multimedia upload for a group of people, where participants get notifications and a time-limit to "put" in the time-capsule.

Ex.

- add photos and videos
- record voice recordings
- save a song
- pin a location
- share a message/prompt/poll

A multi-media memento is created when the timer runs out and shared with all participants.

sophia

# The Name:

Project Name:

***timelock***

***capture the moment; enjoy the experience***

## Why ***timelock***?

Working off of the idea of a time capsule:

TIME

- to emphasize the fixed interval during which participants can upload their contributions to the time capsule



- fosters a sense of urgency and excitement

LOCK

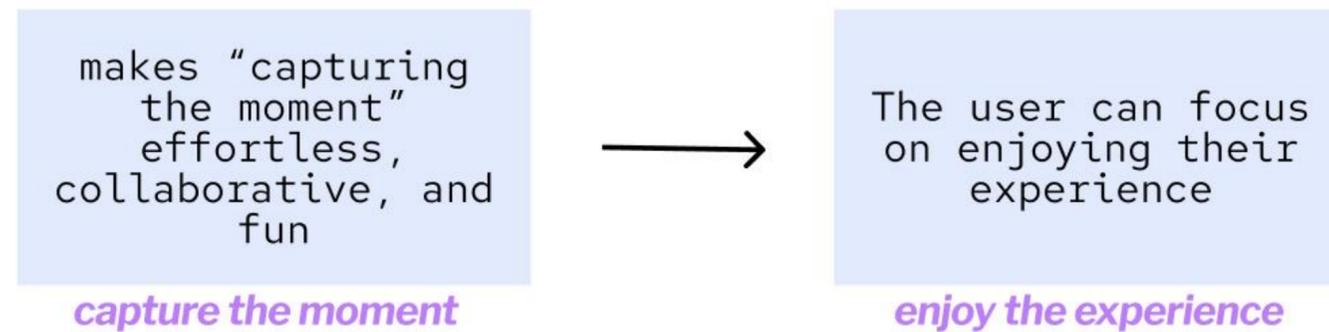
- emphasize preservation and security of the memories once the upload period ends
- contributions are safely stored, encapsulated, and protected

# The Value Proposition:

***capture the moment; enjoy the experience***

How is our value proposition specific to timelock?

value proposition highlights the key value of timelock:



# Problem/Solution Overview:

- Who the primary user is
- Problem you are tackling

Timelock is a social app that allows friends to collectively document events while staying present, lowering the burden of capturing memories. In Timelock, friends join an event, contribute a few memories throughout, and leave with a multi-media memento of the event.

Our user is someone who...

## LOVES

Parties, concerts, large gatherings, conferences, social events, a fun night out.

## WANTS

To be present, but also wants to have something to remember an event by.

## NEEDS

An easy way for groups to capture and share meaningful memories all in one place.

## Problem we are tackling

The need to be present, but also have something to remember the night by.

Sharing and aggregating media aesthetically across large groups .

Capture a holistic sense of the event, from music to decorations to locations.

# Brief synopsis of proposed solution

4 friends plan to go out to a DJ set in SF



Anna is the host. She starts a timelock and invites her friends to join. The timelock is set to begin at 8pm on Friday night.



Friday, 8pm. The friends are at dinner. Sophia gets pinged: "Notif: Share something in your timelock..."



Sophia doesn't feel like taking a picture, so she shares an audio message speaking in Spanish of her hottest take as they eat at a lively Spanish restaurant.



Next, Vera gets pinged. She's an avid video-taker, and shares a video of her favorite song playing at the DJ set...later Isabelle shares their pinned location at a hidden cocktail bar...Regina shares a group selfie at an after-party.



Night ends. Their timelock closes. Anna's group is now left with an immediate multi-media momento from their SF night out.

# Stakeholders:

## Direct Stakeholders

- Host - person who sets up the time capsule
- Participants - each person invited to collaborate in the capsule
- Anyone who has access to the final memento

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## Indirect stakeholders

- Person/ object being documented in some way
- Owner of venue
- 

Isabelle

# Ethical Implication #1:

## Ethical Considerations

### Privacy and Consent

- **Tarot Card: The Scandal**

**Analysis:** Users may upload sensitive content (photos, videos, voice recordings) for the time capsule, raising concerns about unauthorized sharing and data ownership.

**Value Tension:** The desire for a shared, communal experience conflicts with individual privacy concerns; users want to connect but fear data misuse.

**Overlooked Stakeholders:** Data privacy advocates and legal compliance experts are essential for ensuring user rights and adherence to regulations.

**Addressing the Issue:**

Implement clear consent protocols requiring user agreement before content upload.

Introduce customizable privacy settings for users to control who views their contributions.

Regularly inform users about data usage to maintain transparency and trust.



# Ethical Implication #1:

What about timelock's business model might concern users?

## Involuntary Exposure:

- If a participant is captured in a video or photo while inebriated or in a vulnerable state, they might feel violated if that content is shared widely without their consent. The potential for embarrassment can be a significant deterrent to using the app.

## Consent and Understanding:

- Users may worry about whether all participants fully understand the implications of uploading content. If someone shares an image or clip without considering how it might affect others, this can lead to feelings of anxiety and mistrust among the group.

## Social Implications:

- The fear of judgment from peers if personal content is shared can create a barrier to participation. Users might hesitate to contribute or engage fully in the experience, knowing that their image could be viewed in a negative light.

## Security Concerns:

- Anxiety can stem from worries about the app's security measures. Users may question how securely their uploaded content is stored and whether it could be accessed by unintended parties, leading to potential harassment or bullying.

## Reputation Risk:

- Participants might fear that clips or images could be taken out of context, affecting their personal or professional reputation if made public. This concern is particularly acute in environments where social media scrutiny is high.

## Mitigating Anxiety

- **Explicit Consent:** Implement clear consent mechanisms where users can agree to the sharing of content, ensuring they are fully aware of what will be shared and with whom.
- **Content Approval:** Introduce features that require approval from individuals before their content is shared in the final memento. This allows users to retain control over their images and videos.
- **Privacy Settings:** Provide customizable privacy options, such as restricting access to certain participants or allowing users to choose what content is shared.

Focus on usage of the app for cyberbullying, or sharing photos people might not want shared

**What's the worst headline about your product you can imagine?**

***"Time Capsule App Used for Cyberbullying: Users' Vulnerable Moments Weaponized Against Them."***

***"Time Capsule App Sparks Controversy Over Consent: Users Demand Better Privacy Controls."***

Overlooked Stakeholders:  
-Mental Health Professionals  
-Legal Advisors

(Both to provide insight into how to ensure a safe environment for users)

## How could timelock cause harm?

- Unauthorized Sharing
- Breach of Privacy
- Manipulation or Harassment

## How could timelock be used negatively?

- Encouraging recklessness: Participants might feel emboldened to upload risky or inappropriate content; Some people might not properly judge what they want to share publicly when inebriated
- Cyberbullying

# Ethical Implication #2:

## Accessibility and Inclusion

- **Tarot Card: The Forgotten**

**Analysis:** The app may exclude users with limited digital literacy, such as older adults or those with disabilities, creating a barrier to participation in multimedia time capsules.

**Value Tension:** There's a conflict between providing a rich user experience and ensuring inclusivity; complex features might alienate less tech-savvy users.

**Overlooked Stakeholders:** Individuals with disabilities, older adults, and digital inclusion organizations are crucial but often overlooked in design processes.

**Addressing the Issue:**

Conduct user testing with diverse groups to gather accessibility feedback.

Simplify the user interface and incorporate features like text-to-speech, larger fonts, and intuitive navigation.

Partner with accessibility organizations to ensure the app meets the needs of all users.



# Ethical Implication #2:

**Excluded User Base:** Users with limited digital literacy, such as older adults or individuals with disabilities, may be excluded.

**Missing Perspectives:** those who are less tech-savvy or have accessibility needs

**Opposite Assumption:** If we assume that the core users are not tech-savvy, the product design would need to prioritize simplicity and accessibility: streamline features reduce complexity

## **Overlooked Stakeholders:**

Individuals with disabilities

Older adults

Caregivers or family members who may assist users

## Addressing Accessibility and Inclusion Concerns:

### **User Testing:**

Conduct user testing sessions with diverse groups, including older adults and individuals with disabilities to help identify pain points and areas for improvement.

### **Simplified Interface:**

user-friendly interface with larger fonts, clear icons, and straightforward navigation

complex features are optional and core functions are easily accessible

### **Accessibility Resources:**

features like text-to-speech, audio prompts, and adjustable color contrasts to cater to users with various needs

# Brainstorming Tasks:

**Tasks**

Simple	Moderate	Complex
<ul style="list-style-type: none"><li>• Starting a time capsule</li><li>• Joining the time capsule</li></ul> <p>Isabelle</p>	<ul style="list-style-type: none"><li>• View "blurred" progress</li><li>• Uploading a piece of media that is not a photo or video</li><li>• Contributing a piece of media</li></ul> <p>Isabelle</p>	<ul style="list-style-type: none"><li>• User gets a badge for completing all five (?) media pieces</li><li>• Host can edit features around the memento (different templates)</li><li>• Generating different versions of the memento</li><li>• Getting data about all your time capsules</li><li>• Sharing it to other socials / share it with friends</li><li>•</li></ul> <p>Isabelle</p>

**Simple Task**

- Introductory
- Frequent (all users will be completing this task)

**Moderate Task**

- Most users will be completing this task

**Complex Task**

- Infrequent
- Intended for power customers

# Brainstorming Tasks:

- Clear explanation why each is defined as simple, moderate, or complex:

## TASKS

### Complex Task

Share your timelock memento with others.

Find this in our concept video at...

XX MIN: XX SEC

### Why is this a complex task?

A superuser might share the timelock memento with friends outside the event. A superuser might be someone is passionate about the final memento, event attended, very online, and social. Since only a few users will share the memento outside the people who attended the event and the app is designed mainly for sharing among friends, this is a complex task.

### Simple Task

Contribute a piece of media to a timelock event.

Find this in our concept video at...

XX MIN: XX SEC

### Why is this a simple task?

Every user has to add media in order for the group to have a shared memento at the end. Ideally, they will add media multiple times. If no one or only a few people share media, then the purpose of the app (collectively gathering memories from an event) falls apart.

### Moderate Task

Initiate a timelock event so that friends can join and add media.

Find this in our concept video at...

XX MIN: XX SEC

### Why is this a moderate task?

Someone (e.g., an event host or "photo friend") will need to start an event for others to join. Only one user per group of friends needs to take on this action/responsibility, but it occurs semi-regularly with every new event, party, memorable experience you want to document. Contributors to one timelock may be "hosts" for another.

# Brainstorming Tasks:

- Time approximation of where in the video each task is being shown:

Simple Task: 00:28 SEC - 0:45 SEC

Moderate Task: 0:25 SEC

Complex Task: 00:58 - 1:03

We want the simple/moderate task to be close together, complex task of sharing to be at the end, chronologically

# Brainstorming Video Storyline:

Person A: what did you last weekend?  
Person B: oh, I went to this awesome concert.

*pulls out phone*  
wait, let me just find a photo... no, maybe Lily sent me one. Ugh, damn. I'll show them to you another time.

Isabelle

- probably want a shot of them grabbing it from under the table or something similar
- then also them holding it [could be closer up]

Isabelle

Person A: what did you last night?  
Person B: oh, I went to this awesome party.

*pulls out phone*  
wait, let me just find a photo... no, maybe Lily sent me one. Ugh, damn. I'll show them to you another time.

Isabelle

Person B: What did you do last night?  
Person A: Let me show you.

Isabelle

- Problem: have no photos
  - Can't find them in the camera roll
- Flashback - lots of clips of images etc
- "Post it card" with all the details
- Time capsule. Remember your parties.

Isabelle

- Uploading a piece of media that is not a photo or video
  - Take a bucket and put things into the bucket
  - Take things and put them into a box. Then bury the time capsule and something grows out of it.

Isabelle

SCENE 1

Person 1: have no photos  
Person 2: Oh, I have... my box!  
Person 1: your box?

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SCENE 2: Rewind

All the clips + photo sounds of collecting the box

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Text message prompts to add things into the "box"

Isabelle

Possible prop: pass around disposable camera

-prop changes:

Anna Van Buren

SCENE 3: What's in the box

Person 1: shows person 2 what is in the box ... idk how

Isabelle

# Storyboard:

TODAY'S DATE

PROJECT NAME

## Storyboard — Time Capsule

### SCENE 1: Opening (What Did You Do Last Night?)



**Shot 1: Wide shot of two friends sitting in a living room.**  
- Person 1: (sitting on a couch) casually asks, "What did you do last night?"  
- Person 2: (relaxing in an armchair) responds nonchalantly, "Ah, nothing. How about you?"



**Shot 2: Close-up on Person 1's face.**  
- Person 1 smirks and says, "Let me show you."

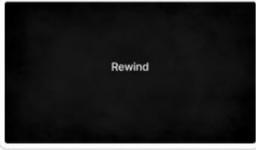


**Shot 3: Medium shot of Person 1 pulling out a small, sleek, mysterious box from under the coffee table.**  
- Camera slowly zooms in on the box.



**Shot 4: Extreme close-up of the box.**  
- As it opens, the camera zooms all the way into the box until it goes completely black.  
- Transition Sound Effect: A soft "whoosh" sound as we zoom in, leading to the blackout.

### SCENE 2: Flashback (Last Night's Events, 24 hrs ago)



**Shot 5: Rewind sound effect.**  
- Visual cue: A quick rewind effect across the screen.  
*TASK = STARTING A TIMELOCK!*



**Shot 6: Night footage begins - karaoke scene.**  
- Sound effect: A microphone feedback sound or the karaoke jingle as Person 1 and friends are singing and laughing in a bar.  
*TASK = ADD MEDIA TO TIMELOCK!*



**Shot 7: Dancing scene.**  
- Sound effect: A quick record scratch as the scene transitions to people dancing energetically under disco lights.  
*TASK = ADD MEDIA TO TIMELOCK!*



**Shot 8: Eating scene at a restaurant.**  
- Sound effect: A "ding" of a bell as they dig into food with joyful chatter and clinking glasses.  
*TASK = ADD MEDIA TO TIMELOCK!*



**Shot 9: Laughing with friends outside.**  
- Sound effect: Laughter is heard, accompanied by a light breeze sound as the camera captures them walking on a street, smiling.  
*TASK = ADD MEDIA TO TIMELOCK!*



**Shot 10: At a bar, ordering drinks.**  
- Sound effect: The clink of glasses and the cheerful sound of drinks being poured, as they toast.  
*TASK = ADD MEDIA TO TIMELOCK!*

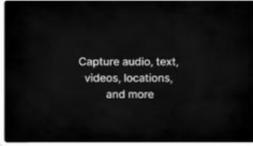
### SCENE 3: Ending (Capture the Moment) TH FRIENDS!



**Shot 11: Black screen fades in, accompanied by gentle ambient music.**  
A stats page on the statistics of the timelock that occurred.



**Shot 13: Person 2 asks to share the Time Capsule with friends.**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.



**Shot 12: A catchy line or phrase encapsulating the premise of the app.**  
Text below the box:  
-"Capture, audio, video, text, locations, and more"  
Fade out



**Shot 12: A quick flash of the Time Capsule box reappears on the screen.**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.



**Shot 12: A quick flash of the Time Capsule box reappears on the screen.**  
Text below the box:  
-"Use Time Capsule."  
Sound effect: A soft "click" sound, similar to a camera shutter, as the text and box fade out.

# Storyboard:

Context: Two People Discussing what they did the previous weekend. One person can't find pictures to show the other about her weekend.

Actors: Anna and Regina

Conflict Resolution: Person 2 shows Person 1 her timelock from the previous weekend, showing how it makes capturing events low effort and fun

TODAY'S DATE

PROJECT NAME



