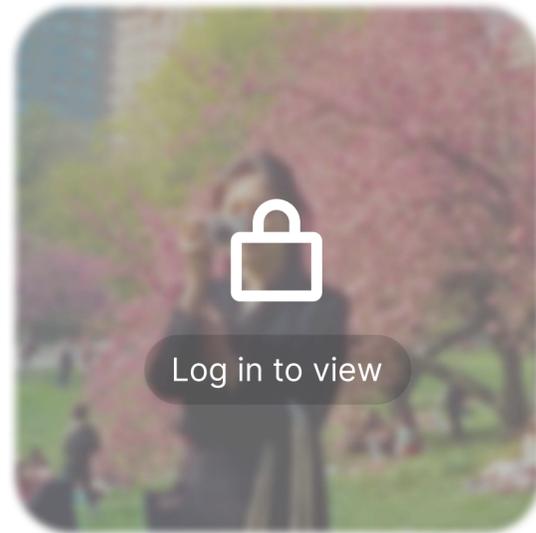
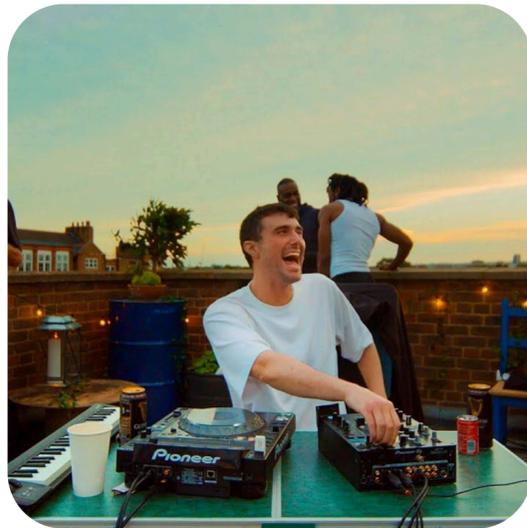


# A6 Assignment



# ***timelock***

***Capture the moment, enjoy the experience***



# *The Problem*

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

*Sharing and aggregating media aesthetically across large groups.*

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

# *The Solution*

*Collaborative app designed to create a time-sensitive multimedia experience for groups*

*Participants contribute various forms of content, such as photos, videos, voice recordings, songs, locations, and messages, within a specified time-frame*

*all contributions are compiled into a single, shareable memento that captures the essence of the moment for all participants*

# Our Values

# Core Values

STAYING PRESENT

PRIVACY

ANTICIPATION

## CORE VALUES

### Staying Present

Our app is meant to support the need of collecting media without distracting from the real-life experience of spending quality time with friends. **We want users to spend as little time on the app as possible during the event.**

### Supporting Features

- 5 minute time limit to submit a piece of media.
- When it's not your turn to submit a piece of media, the app is "locked." You can't view timelock media until after the event.

## CORE VALUES

### **Privacy**

We want to make sure people feel safe on the app and mitigate any kind of unwanted content that might occur.

### **Supporting Features**

- Timelocks are default private and cannot be “discovered” on the app, although they can be shared.
- Users get notified when they are included in a photo and have the ability to blur themselves out or remove the photo.

## CORE VALUES

### **Anticipation**

While we want users to stay present in their events, we also want to make creating a timelock something special and build anticipation around contributing media and viewing the final memento.

### **Supporting Features**

- Unplanned notifications. A user doesn't know when they will be selected to add to the timelock.
- A user can't see additions to the timelock or the final memento until the end, but while in-app during their turn they get notifications about the person who contributed before you.
- Countdown to start the timelock.

# Tensions

## **Being present vs contributing**

*We want people to be present in their events, but also to submit pieces of media, so we build anticipation but limit time in app.*

## **Ease of use vs privacy**

*Our app should be easy to use, but we also want to provide privacy, which adds layers of complexity.*

## **Social vs being present**

*From users we heard that they wanted the app to be more social, but we want to balance that with our commitment to keeping users' present at their events. We only have social features post-event or when it's your turn to contribute.*

# Our 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.

# Usability Goals & Key Measurements

# Usability Goals

*Learnable: ease of first time use*

Many users may download timelock immediately prior to an event

*Pleasing: easy and Fun to use*

Essential to ensure users continue to use timelock

# Usability Goals: **Key Measurements**

Learnable: Ease of first  
time use

- Relative time it takes for users to complete each task
- Whether or not users successfully completing the task
- Users minimally running into “dead ends”

# Usability Goals:

## **Key Measurements**

Pleasing: easy and fun to use

- Users enjoy engaging with features
- Verbally assessing user satisfaction after testing
- Verbally assessing if users would use again and/or recommend to friends

# Progressing towards our Goals

## *Learnable: ease of first time use*

- app opens straight to camera/media uploading screen
- simple, easy process for inviting friends to a timelock
- easily viewable stats and categorized media from an event after a timelock has ended

## *Pleasing: easy and Fun to use*

- users have the immediate option to add photos, videos, voice recordings, locations, messages
- customization of timelock description, start time, and invitees
- timelock countdown adds to the anticipation and fun of being pinged to add to the timelock

# Revised Interface Designs

During the lo-fi prototype, we heard that users wanted the app to feel more **social**, to have **real-time interaction**.

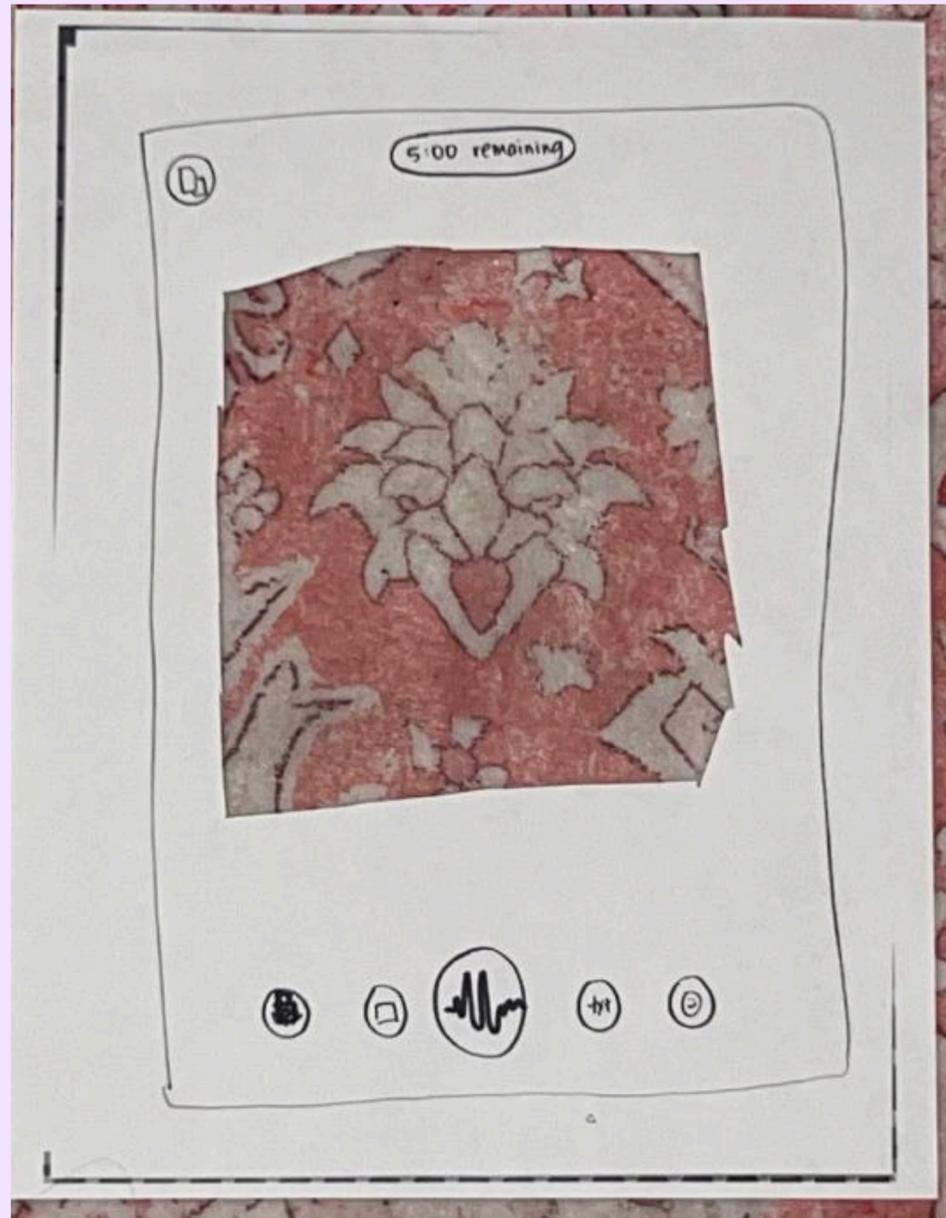
To balance real-time interaction on the app with our value of presence, we offer **social features** (e.g. reactions, comments) **once the event is over** or discretely during the 5 minute user submission window. Users are encouraged to be meaningful and quick about their capturing of media -- allowing them to enjoy more of the event.

# REVISED INTERFACE #1

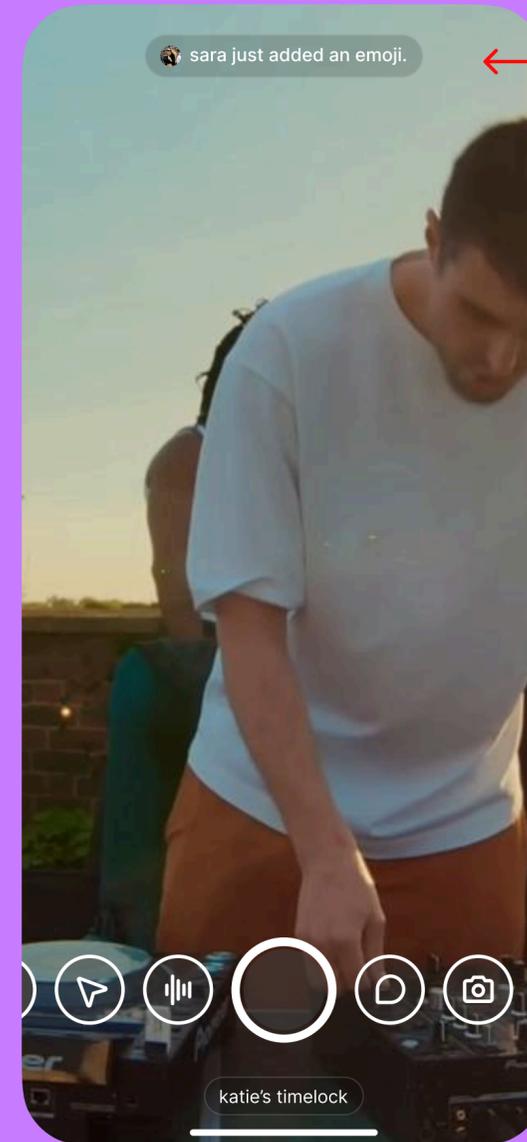
TODAY'S DATE

PROJECT NAME

### Previous screen (no social components)



### Improved screen (includes real-time, social feedback)



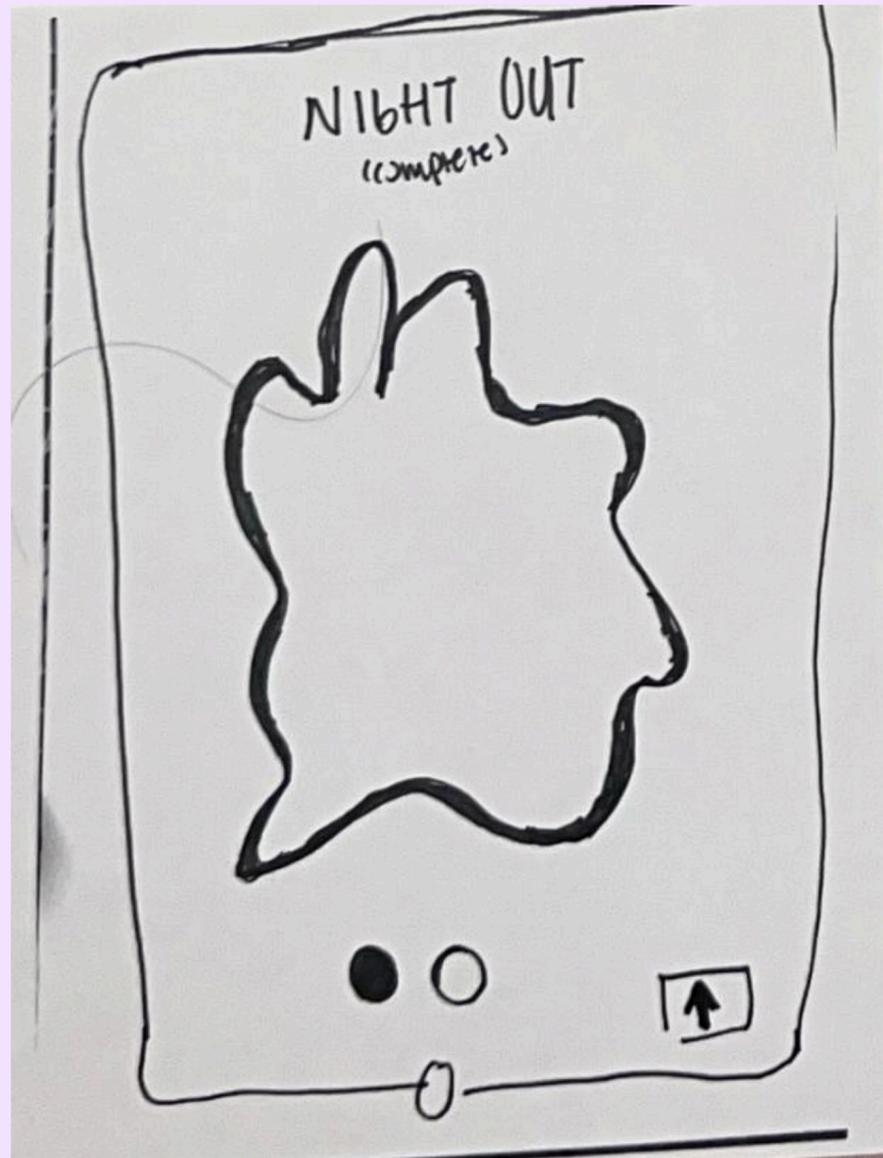
User gets real time feedback about other users who have submitted media before them.

# REVISED INTERFACE #2

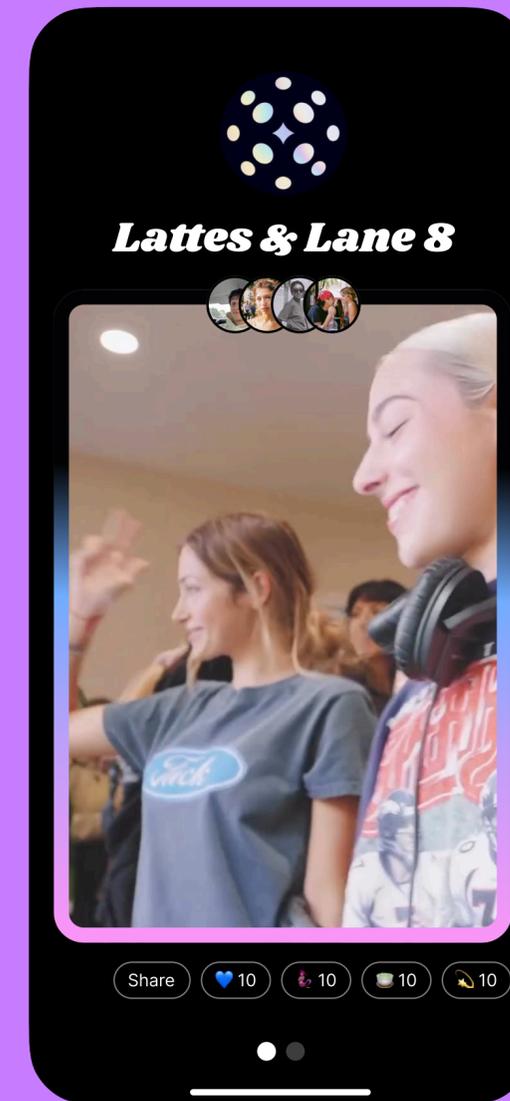
TODAY'S DATE

PROJECT NAME

### Previous screen (no social components)



### Improved screen (includes social feedback via emoji reactions to media)



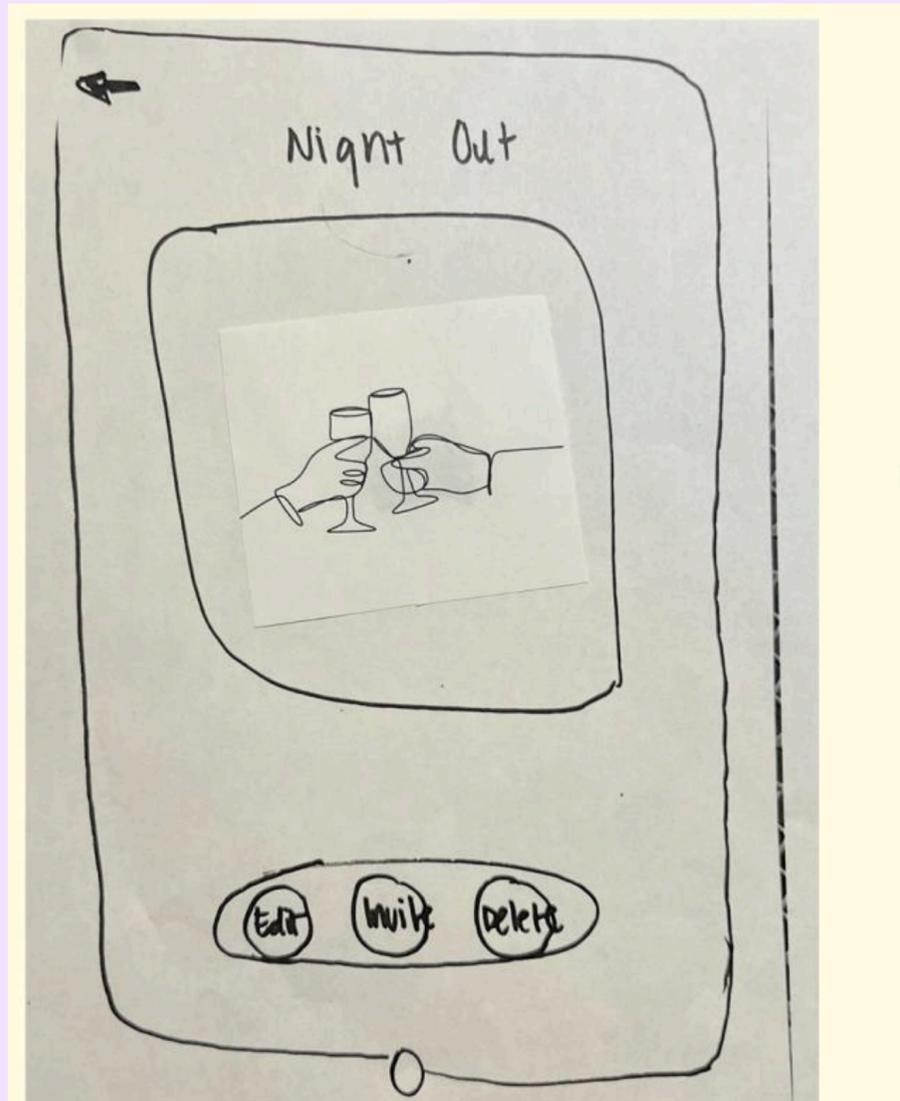
After the event is over, users can comment and emoji react to the timelock and specific pieces of media.

In the low-fi prototype, participants experienced experienced instances of confusion (ie navigation loops). The interface did not meet the usability goal of being **learnable.**

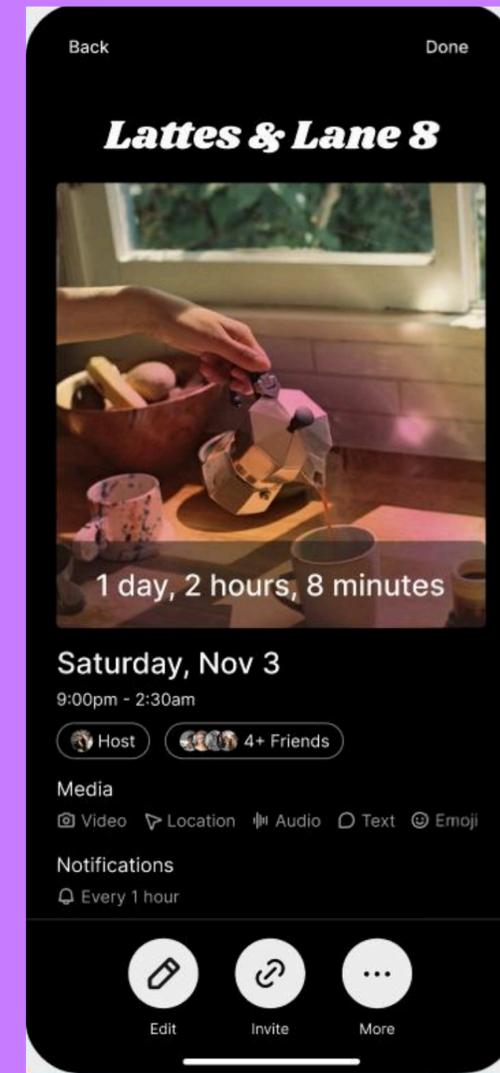
Participants also expressed a desire to add captions to media.

# REVISED INTERFACE #3

## Previous screen (Dead Ends, User Confusion)



Add Cohesive back and Next Buttons to the top of most screens -> decrease confusion and make the interface more straightforward



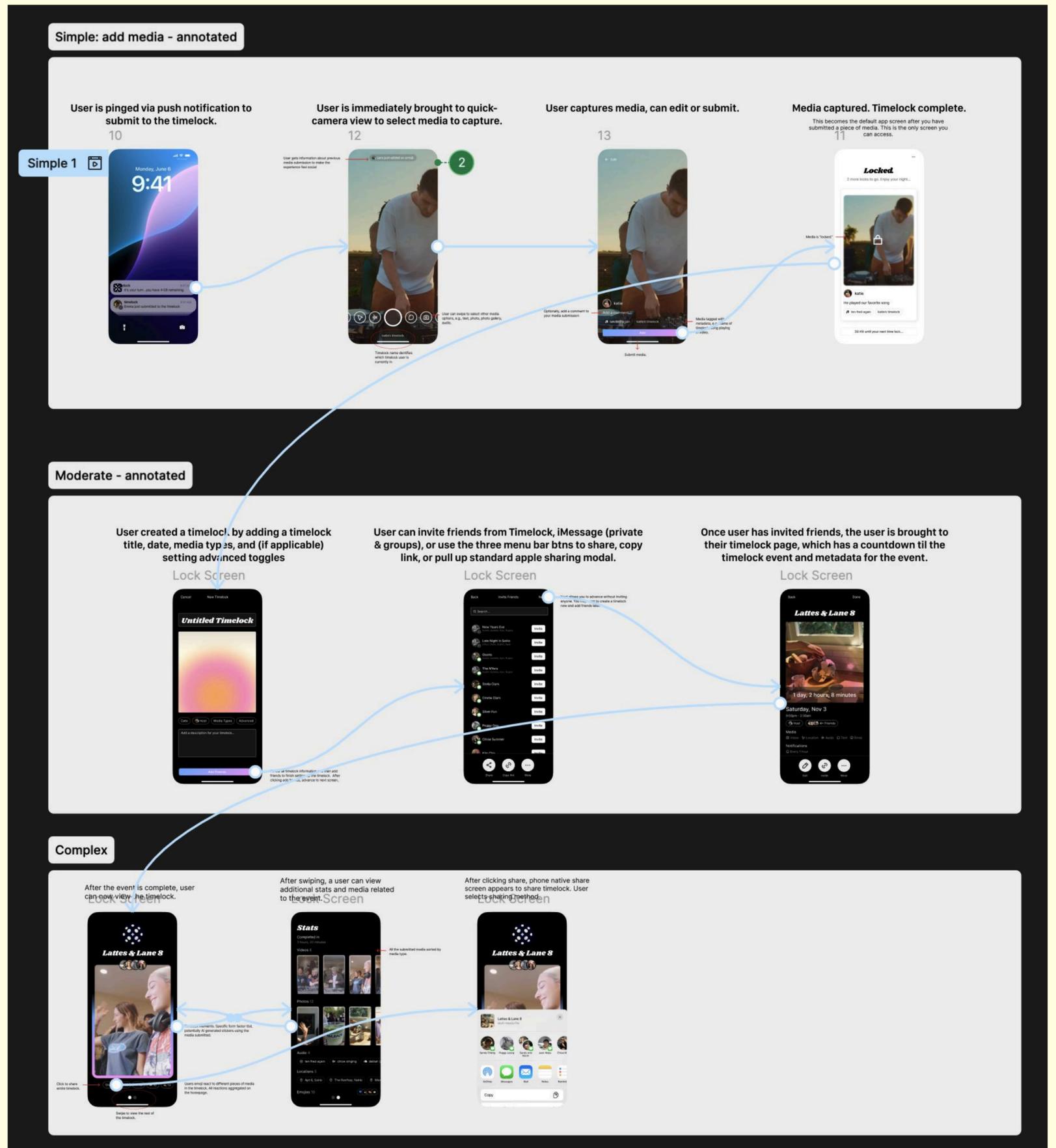
TODAY'S DATE

PROJECT NAME

# Medium Fi Task- Flows

# Overview

Highlights how the entire prototype is interconnected

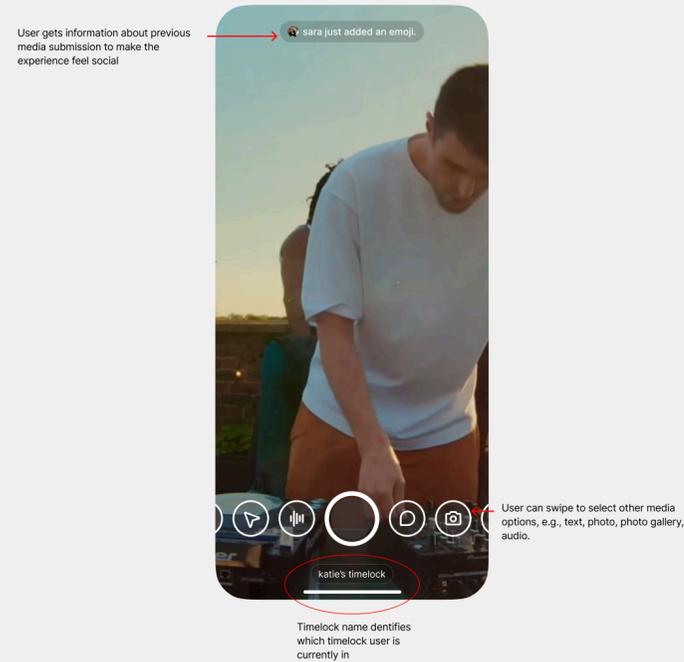


# Simple

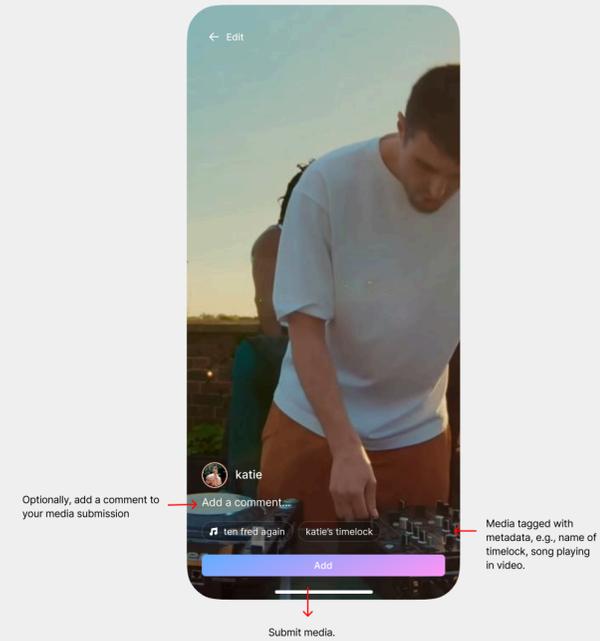
User is pinged via push notification to submit to the timelock.



User is immediately brought to quick-camera view to select media to capture.

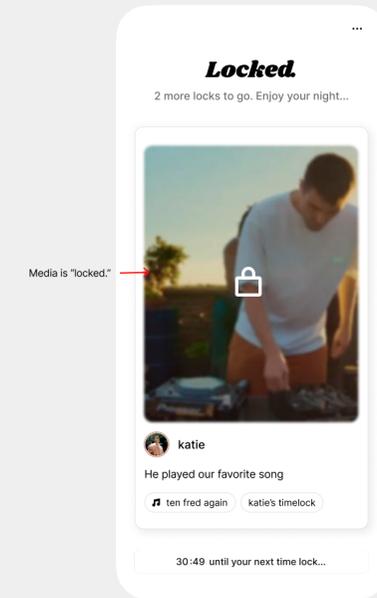


User captures media, can edit or submit.



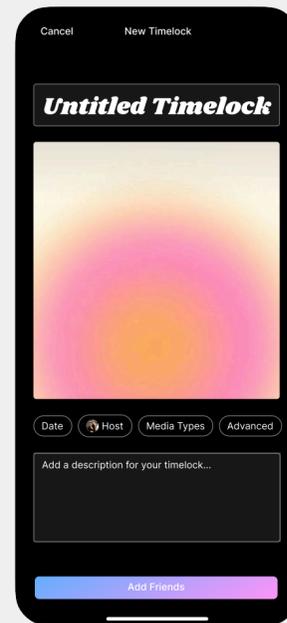
Media captured. Timelock complete.

This becomes the default app screen after you have submitted a piece of media. This is the only screen you can access.



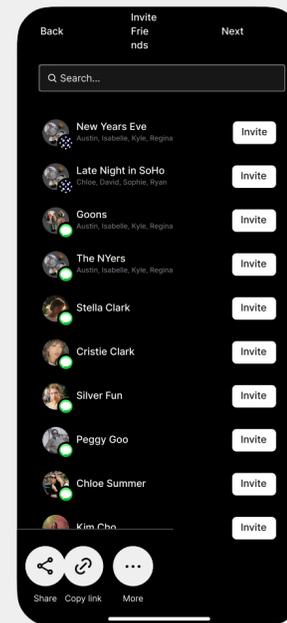
# Moderate

User created a timelock by adding a timelock title, date, media types, and (if applicable) setting advanced toggles



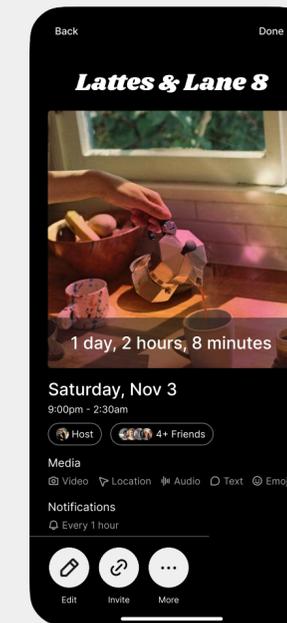
Fill out all timelock information and then add friends to finish setting up the timelock. After clicking add friends, advance to next screen,

User can invite friends from Timelock, iMessage (private & groups), or use the three menu bar btns to share, copy link, or pull up standard apple sharing modal.



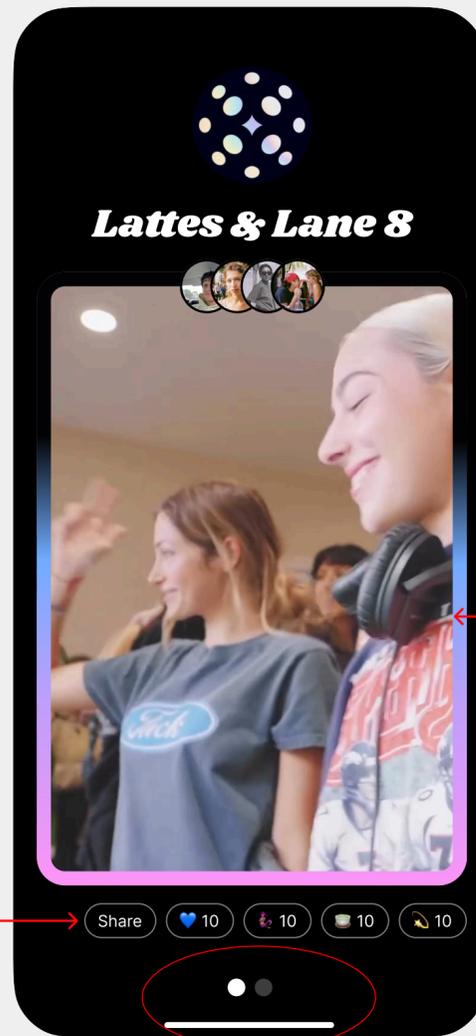
Next allows you to advance without inviting anyone. You may want to create a timelock now and add friends later.

Once user has invited friends, the user is brought to their timelock page, which has a countdown til the timelock event and metadata for the event.



# Complex

After the event is complete, user can now view the timelock.

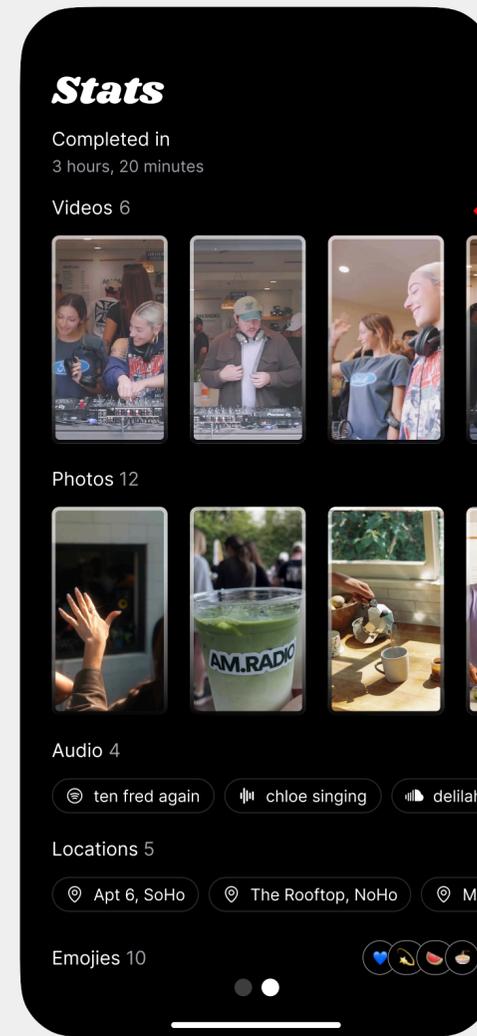


Timelock memento. Specific form factor tbd, potentially AI generated stickers using the media submitted.

Users emoji react to different pieces of media in the timelock. All reactions aggregated on the homepage.

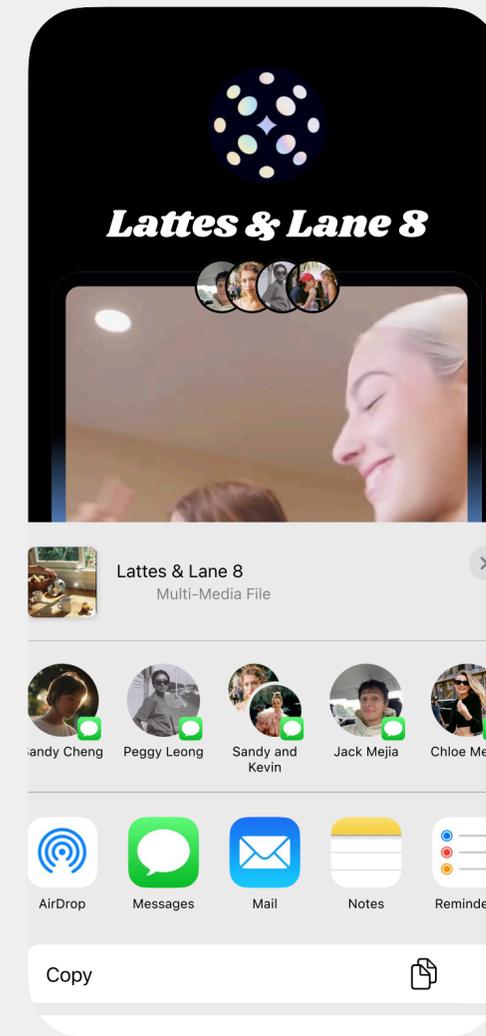
Swipe to view the rest of the timelock.

After swiping, a user can view additional stats and media related to the event.



All the submitted media sorted by media type.

After clicking share, phone native share screen appears to share timelock. User selects sharing method.



# Prototype Implementation

# Tools

- Figma was used to build the prototype
  - Pros:
    - Fast & easy to create components for quick iterations and interactions
    - Enables user interface to be dynamic (timers, button states, etc.)
    - Can send out easily and have others interact with it
  - Cons:
    - Need to be proficient in Figma to build advanced components to create interactions
    - Can take more time to set up given the foundational work needed to create imbedded components
    - Requires knowledge of variables and interactive components to create state changes with animations

# Limitations

- Certain frames were left out to make the prototype screens limited to one path
  - For example, only the first notification in the Simple Task Flow works
- Not all buttons on the prototype lead to where the user would go
  - For example, only the first “Invite” button works in the Moderate Task Flow
- Screens for the participant were also left out and the screens built were the POV of a Host creating a timelock

# Hard-coded / Wizard-of-Oz

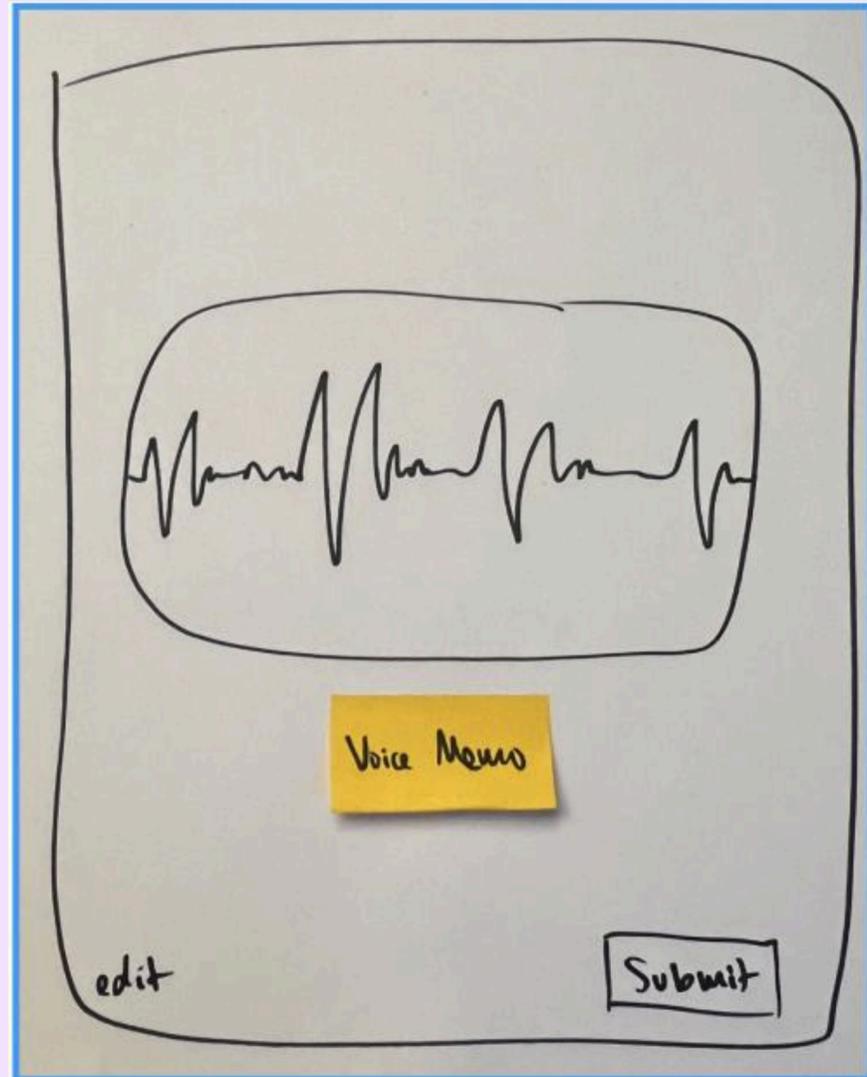
- The graphic animation (which would be done by Midjourney) was a hardcoded image
- The recording button in the Simple Task Flow (which would enable a user to record a video) was hardcoded to show button states
- The notifications and avatars (which would be actual users) were hard coded images
- The aggregation of the final memento (which would be done by AI) was hard coded photos, videos, images, and emojis

# Appendix

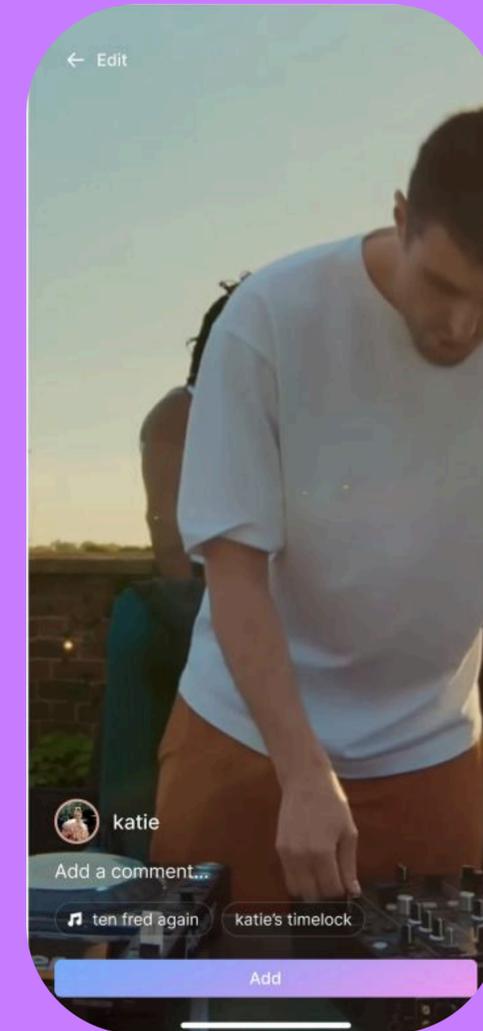
**Figma:** [https://www.figma.com/design/BRv9yQe6BdG5Sd01tfM0hJ/timelock?  
m=auto&t=5kwir99HOJ6FGIjw-6](https://www.figma.com/design/BRv9yQe6BdG5Sd01tfM0hJ/timelock?m=auto&t=5kwir99HOJ6FGIjw-6)

# REVISED INTERFACE #4

## Previous screen (No ability to add captions)



**Add the ability for users to add captions to media they add to a timelock -> Make the photo sharing process more fun to meet usability goal of being pleasing**



# Addressing Feedback

Ease of use vs privacy: After considering feedback from section, we decided to keep our sharing feature within the Timelock. Other similar media aggregators (e.g, shared albums in Apple Photos) similarly allow media sharing to people outside the album. Our platform operates under the assumption that there is trust between users in the same group and that users might want to share photos with outside friends.

However, we do know that sensitive material may be collected in the timelock. To give users autonomy over their own data and provide some privacy, users are able to blur themselves out of media or request removal of media.

# Addressing Feedback

Presence vs getting the best content: Ultimately, we decided to stick with our original idea of scheduled pings that push people to add content. This helps split up the burden of event documentation between event participants, creating a more collaborative experience where no one person does the brunt of the work. The event doesn't have to be reliant on a "photo friend." Additionally, users are able to add media they have taken previously, which addresses the concern of trying to get the "best piece of content" submitted.

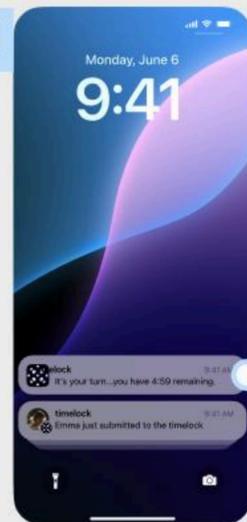
# Simple

## Simple: add media - annotated

User is pinged via push notification to submit to the timelock.

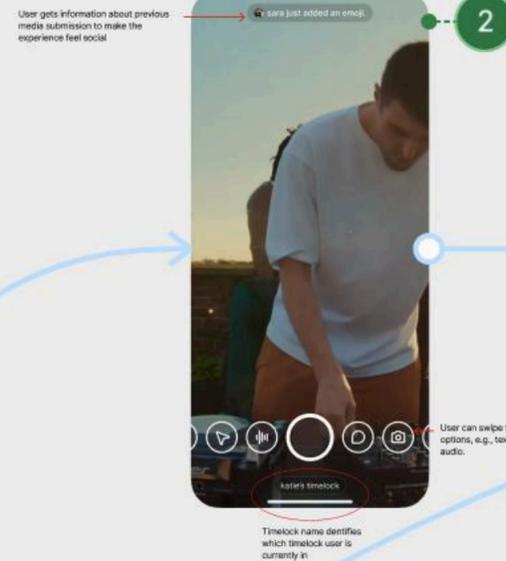
10

Simple 1



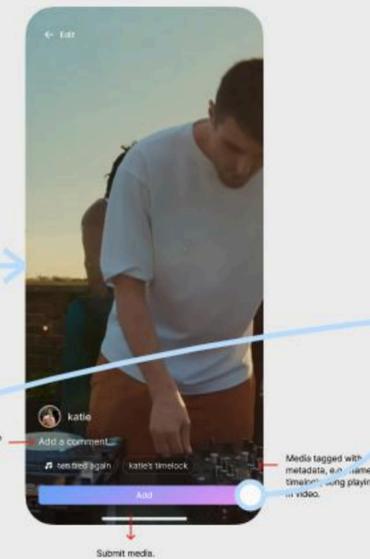
User is immediately brought to quick-camera view to select media to capture.

12



User captures media, can edit or submit.

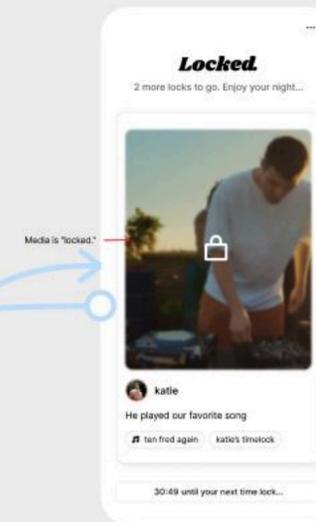
13



Media captured. Timelock complete.

11

This becomes the default app screen after you have submitted a piece of media. This is the only screen you can access.



# Moderate

## Moderate - annotated

User created a timelock by adding a timelock title, date, media types, and (if applicable) setting advanced toggles

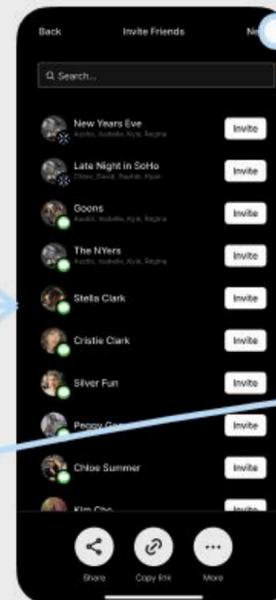
Lock Screen



Click all timelock information and then add friends to finish setting up the timelock. After clicking add friends, advance to next screen.

User can invite friends from Timelock, iMessage (private & groups), or use the three menu bar btns to share, copy link, or pull up standard apple sharing modal.

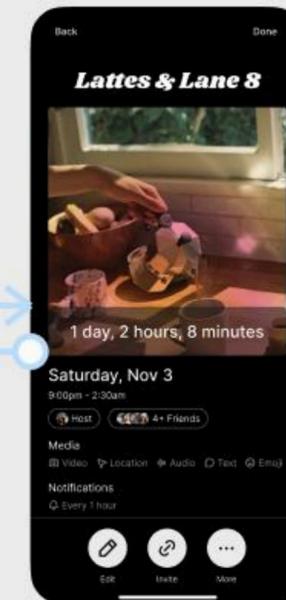
Lock Screen



More allows you to advance without inviting anyone. You may want to create a timelock now and add friends later.

Once user has invited friends, the user is brought to their timelock page, which has a countdown til the timelock event and metadata for the event.

Lock Screen



# Complex

