



Inter-act

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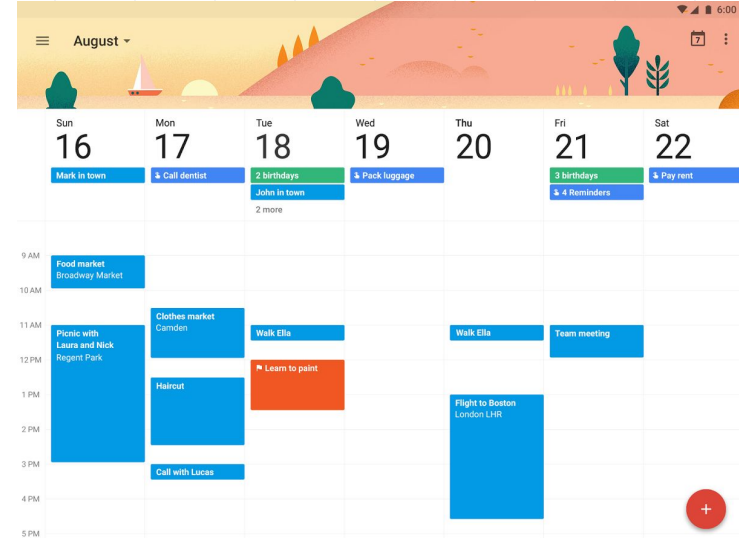
Problem

- People are busy (!!)
- Less awareness of mental and social health
- “I can’t remember the last time we hung out”
- Good friends help you live longer¹

Smartphone app that encourages people to be more aware of their social activity & helps them reach their social health goals

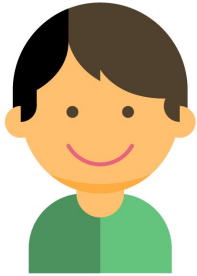
¹
www.webmd.com/healthy-aging/features/good-friends-are-good-for-you

Design Research



Recruited people in their 20's,
tech savvy, moderately busy,
and semi organized

Design Research Participants



- Amazon Dev
- No calendar, memorizes everything
- Nights and weekends are for socializing



- Community college and server
- Focused on school
- Stressed easily
- Messages instead of in-person hangouts



- Insurance UX designer
- Married, 2 friend groups
- Introverted
- Experience self-tracking with Fitbit

Design Research Themes

Scheduling & Communication: have their preferences figured out

Personal Insights: showed most interest in their own stats

Reminders & Notifications: tend to procrastinating on scheduling hangouts

Demographics & Personalization: have unique preferences and circumstances

- Single? Roommates? Extrovert?

Gamification: showed interest in being rewarded for positive actions

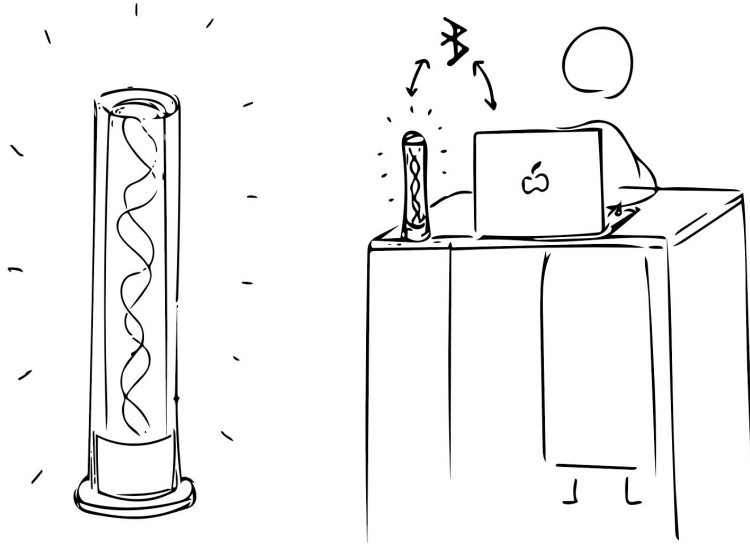


Tasks

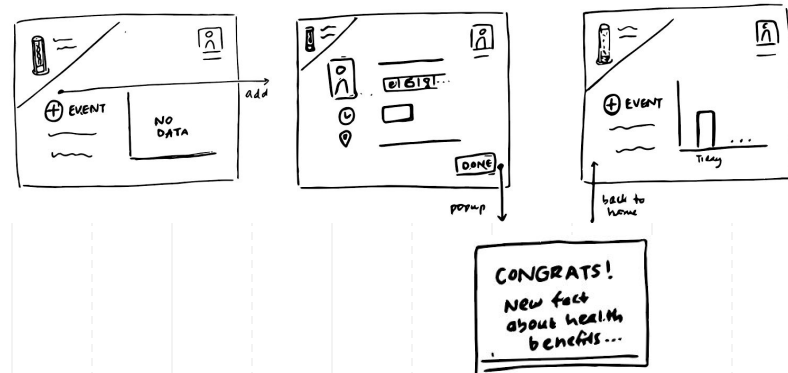
1. **Tracking** social activities over time
2. **Viewing** personal social history and metrics
3. **Understanding** health benefits of spending time with friends
4. **Acting** on 'It's time to socialize!' reminders
5. **Answering** personalization questions
6. **Contacting** friends to set up a hangout



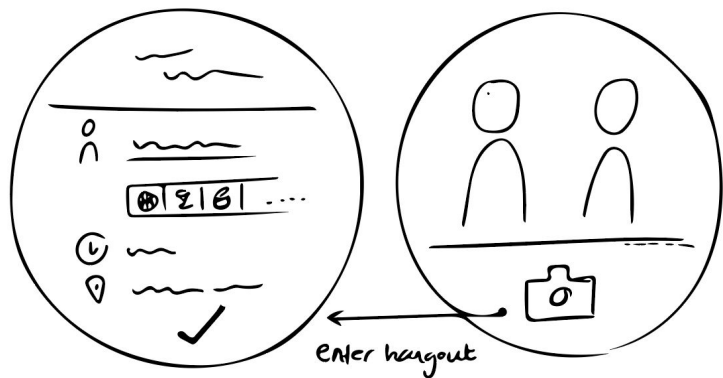
Design Sketches: Ambient LED Display



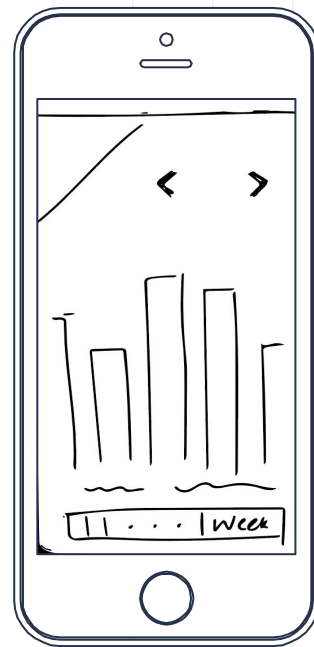
- Visualize social health
- Light source, colors
- Bluetooth app
- Reminders
- Positive feedback loop
- Consistent tracking



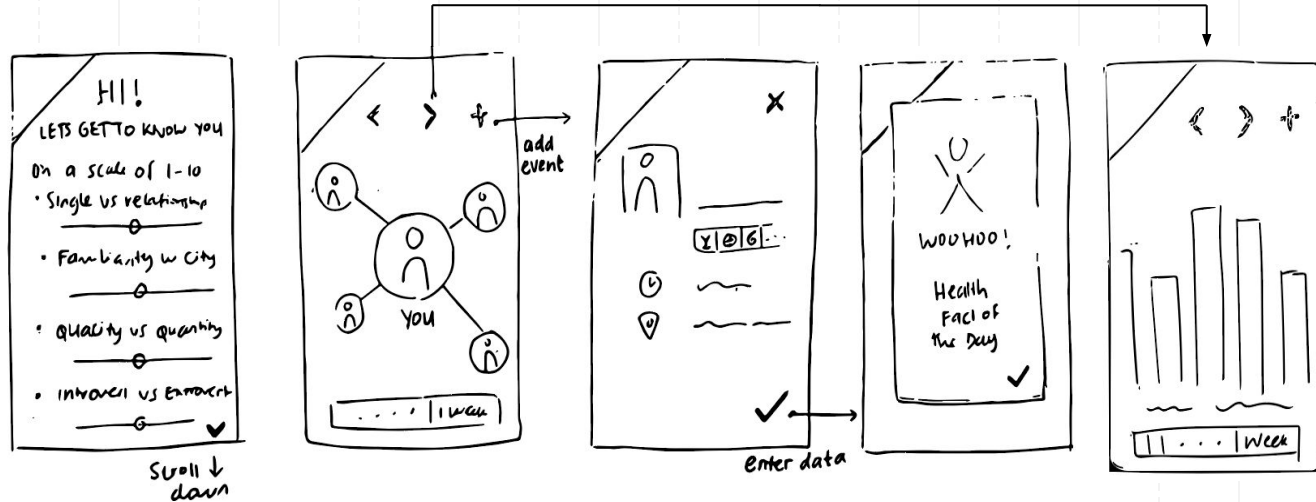
Design Sketches: Smartwatch



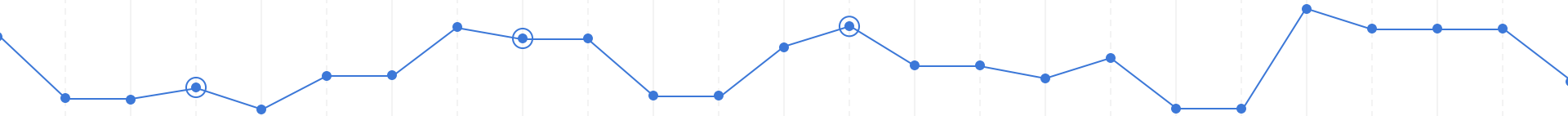
- Uses camera, time, location tracking
- Two touch entry
- Chime/vibrate reminders
- Reminders
- Contacts and messaging
- Smartphone companion



Design Sketches: Smartphone

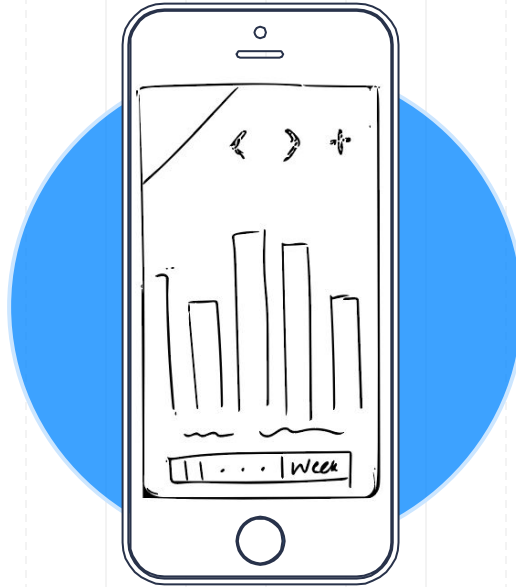


- Self-tracking
- Personalized experience
- Visualizations
- Health benefits
- Badges?



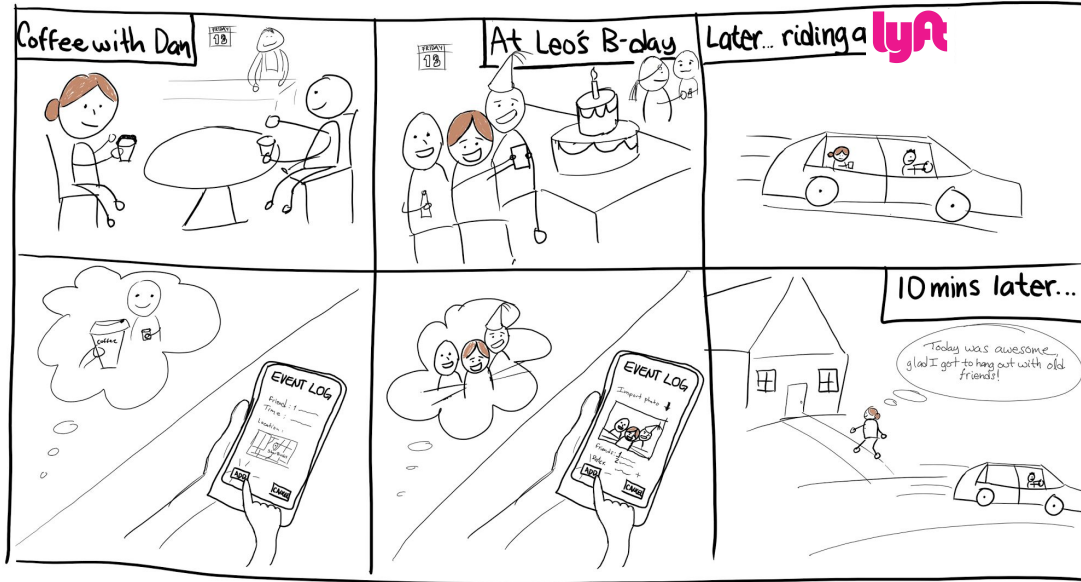
Selected Design

- Differences in time and access
- In the middle: not always present but accessible when you want it to be
- Screen size, how interactive and informative it is



- NOT another social network or scheduling service
- High rate of return on tracking social activity
- Theme:
Self Reflection

Storyboard: Task 1

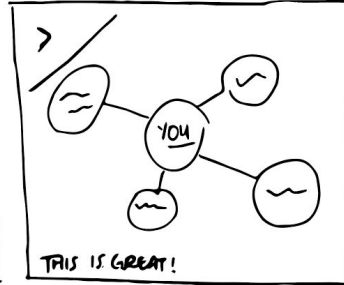


Tracking social activities

1. Erica gets coffee with Dan
2. Takes a picture at Leo's party
3. On her way home...
4. Logs her coffee date
5. Inputs photo and logs birthday party
6. Home, satisfied with the day's social activities

Storyboard: Task 2

Alex begins writing his year in review



Viewing social history & metrics

1. Alex is preparing to write his 2016 year in review
2. Checks app to see progress on his social goals
3. Sees graph of people he spent the most time with
4. Taps through map view of his hangouts from the year
5. After some guided reflection, Alex has lots to write about!

After some guided reflection, Alex has so many relationships and experiences to write about!

Design Process Lessons

- If it ain't broke, don't fix it
- Exploring a broad design space and across platforms lets you take the best of all forms
- Narrowing focus after each contextual inquiry lets you identify the real issues





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Questions?

