

Concept Test Findings Report

Distracted by Technology

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This Report

This document summarizes the insights generated during the concept testing phase of the distracted by technology project. The insights from this report are intended to provide user-generated feedback and begin to identify:

- opportunities for users to build better boundaries around technology
- opportunities for thoughtful design that helps users improve their mental health
- opportunities for more intentional and thoughtful connection through technology

The outputs of this research will be used to identify development priorities, recommended changes to the distracted by technology project, and generate “quick wins” which can be implemented to deliver immediate value to end users.

Research methodology

Primary Research approach: We conducted 16 end-user interviews to collect qualitative feedback on users experience with distractions from technology

- 16 technology users, including those with varying technology uses and needs:
 - elementary age students
 - working professionals
 - parents
 - retirees

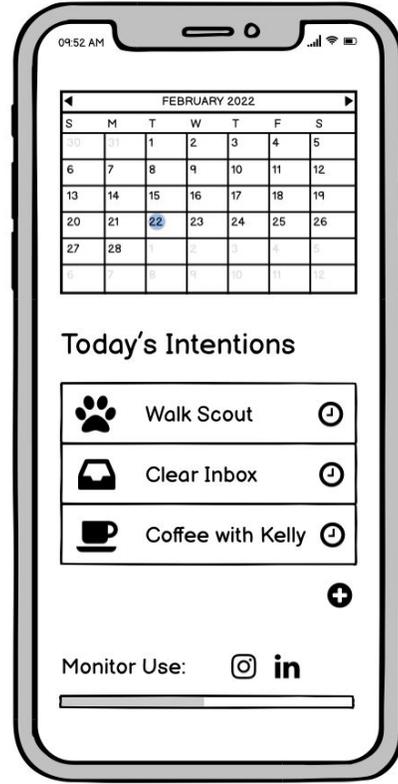
Concept Testing: Following the end-user interviews, we conducted six end-user tests followed by post-interview surveys

- Gather a quantitative assessment of four app design concepts
- Understand design and user engagement preferences

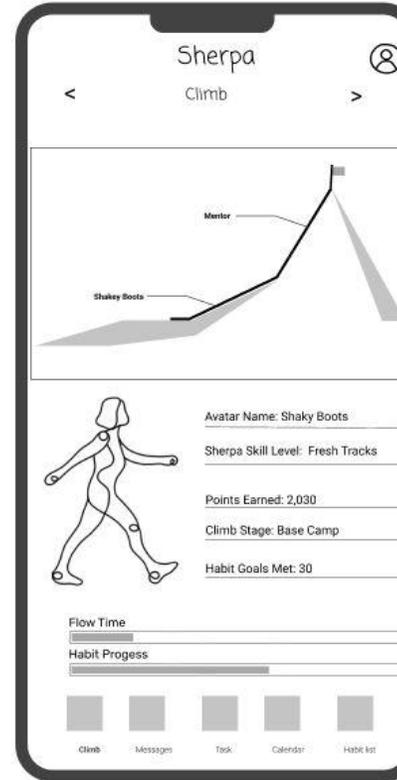
Review all concepts



Simple Phone



Steady Steps



Sherpa



Mitime

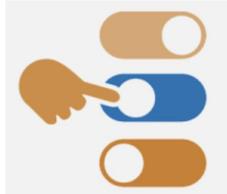
Executive Summary

Key Findings



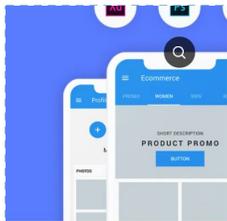
Rewards

Users want to feel a sense of achievement and have visual rewards within the app



Customization

Users wanted the ability to customize functionality to fit their own needs and schedules



Simple Interface

Simple interface that is intuitive, easy to use and has auto-populate suggestions based on the user's preferences.

Ex. a short assessment taken at the start of the app



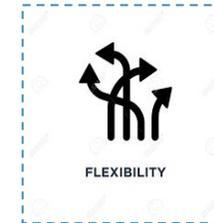
Integrate across technology

Users wanted the ability to integrate across their phones and other tools like the Apple watch etc.



Track progress

Users like to see their positive progress in the app through visuals like biometrics, point system, hill graph in Sherpa, etc.



Flexibility

Need a dashboard feature to quickly/easily adjust settings

Simple Phone

Simple Phone is an app that allows users to minimize their cell phone functionality to live intentionally and focus on what matters.

Key features should include:

- Simple app interface
- Quiz feature at the start to customize experience
- Easy/quick ability to temporarily remove apps from phone screen
- Greater user customization allowing for gradual incremental adjustments



Simple Phone Mode Enabled

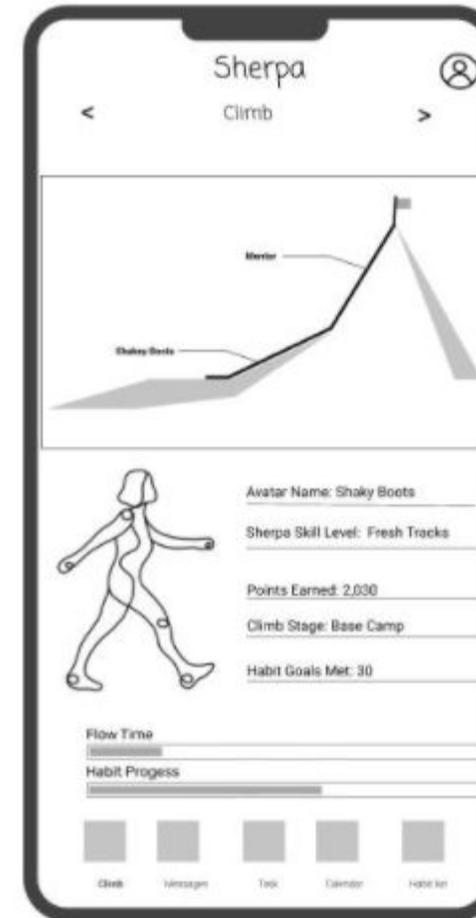
- Your chosen mode is enabled
- Click the "i" icon next to "Travel Mode Enabled" to edit the chosen apps or reset to home mode

Sherpa

Sherpa is a platform that integrates tasks, calendars and rewards the user for their focus for each progression up the climb. With Sherpa users can pair up with compatible mentors in or out of their organization. There is a renewed focus and clarity at the top of the mountain, but you may need sherpa along the way.

Key features should include:

- Sherpa theme
- Visual progress chart and biometrics
- Reward feature
- Toggle with weekly and monthly goals



Climb Game

- Avatar Bio
- Flow Time graph
- Habit Progress graph
- Mountain Game
- Navigation

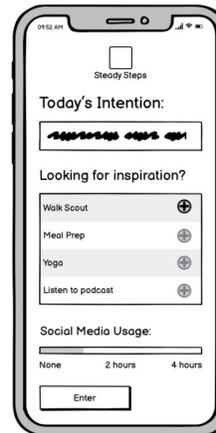
Recommendation to merge concepts from Mitime and Steady Steps

A simple app that offers words of encouragement, reminders, and a calendar to help users simplify their technology use and maximize their “me-time”. The app also rewards users with incentive experiences when they earn points. It coaches and holds the user accountable through the implementation of small steps into making self-care and me-time a priority.

Key features should include:

- Inviting interface
- Generated goals for users to select from
- Social media use monitor bar
- Reward point system
- Company partnerships

Steady Steps



1. Setting daily intentions

- Setting daily goal and subtask into text input boxes
- Link to calendar
- Submit button



2. Calendar and timer integrations

- Activity view with intentions and social media integrations

Mitime



1. Calendar

- Field for goal name or activity
- dates and durations
- Shows navigation to Progress Dashboard



2. Notifications & Encouragement

- Reminders
- Notifications
- Shows navigation to create goals and set dates screen
- Shows navigation to Progress Dashboard

Next steps

We recommend further study on how to incorporate missing features that users identified and desired during the testing phase:

- Ability to integrate across technology
- Quick needs assessment at the start of the app
- Greater customization

After incorporating the features above, we recommend further study to test the updated apps and ensure they meet users' needs.

Testing Analysis

Simple Phone

Users communicated a need for an app that allows for simple, quick and customizable control over their phone access and functionality.



What was loved about this concept

- Liked the simple interface
- Liked the no pressure aspect - does not track how many hours user has spent on their phone
- Liked that it attacks the distracted technology issue at the source - blocking access to specific apps



What they wish they had

- Don't want to go cold-turkey, need gradual incremental adjustments
 - Ex. A time feature that allows user to set mode for a week or specific period of time
- Need more control over which apps are on/ off
 - Need to make that functionality clearer
 - Find bridge between Simple Phone offering and Samsung's "easy mode"
- Incorporate quiz feature at the start
 - Incorporate a "let's get started" function to walk the user through the app functionality

"I would engage with this app quite often, on a daily basis..."

"You have a very basic phone with everything in it, no other distractions. You can toggle whenever you want to go onto the entertainment apps. You have everything but flexibility."

Steady Steps

There's an opportunity to focus on habits surrounding social media usage. Another way to expand this concept could be to cluster notifications over time increments.



What was loved about this concept

- Social media monitor bar - liked that if they put in a goal amount if daily time for social media apps and Steady Steps track how much time the user has spent
- Generated goals to select from

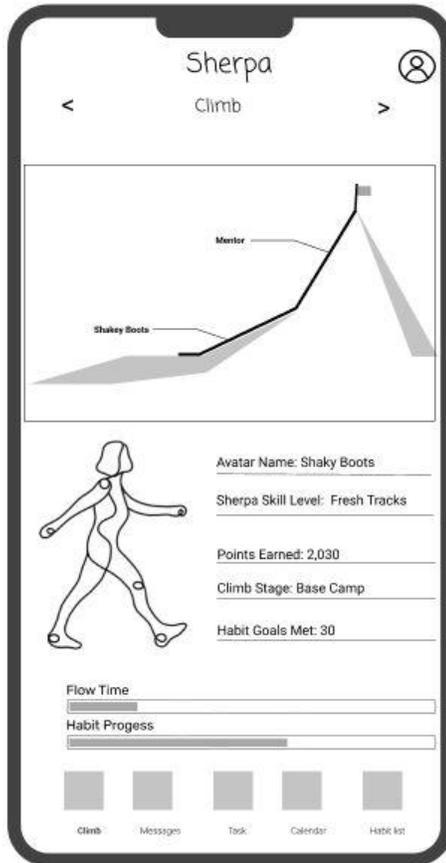


What they wish they had

- Incorporate accountability feature
 - Ex. Have a progress bar or if user does something off task, app will verify "Do you want to do this?"
- Reward feature
 - Ex. Think of how Apple watch incorporates closing the circle for fitness goals or animation/ recognition after completing a intention

Sherpa

People gravitated towards the theme and interface with the ability to track personalized biometrics. There are opportunities to change or adjust the mentorship feature.



What was loved about this concept

- Liked the “Sherpa” theme
- Visual progress chart
- Biometrics



What they wish they had

- Clarification if weekly or daily goal
 - Toggle with weekly and month goals
- Incorporate rewards feature / more game like
 - Think of how apple watch incorporates closing the circle for fitness goals
- Remove or personalize mentorship feature

“It just catches in my mind so I think the theme helps me get excited about it.”

Mitime

People connected with the mental health and self-care aspect of Mitime and the simple interface.



What was loved about this concept

- Rewards point system - gaining points per task
- Company partnership
- Inviting interface



What they wish they had

- Notifications and reminders in both phone and apple watch
- Clarity around paid or free app and how incentives work
- Having voice activation

"This looks like the list that I have for my son and if he does it he gets a star."