# 3 tested ideas
## (pretotyping techniques)

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# Procrastination app / browser extension

## Description of idea

A productivity application that sets a time limit each time that you open/enter a flagged website or app*, it asks you what you intend to do and gives you a few minutes on the website/app… a couple of minutes before your time is up, it reminds you of the initial goal that you wrote when you opened the app, in case that you got distracted with the timeline, other notifications, etc.

*(it allows you to edit your flagged website/apps as well)

## Hypothesis

This idea will be mostly accepted since people nowadays struggle a lot with procrastination but might find existing tools too restrictive or inflexible for their needs (sometimes we need to use social media for serious business but might get caught up in the distractions that appear there, or our 'allowed' time might be over).
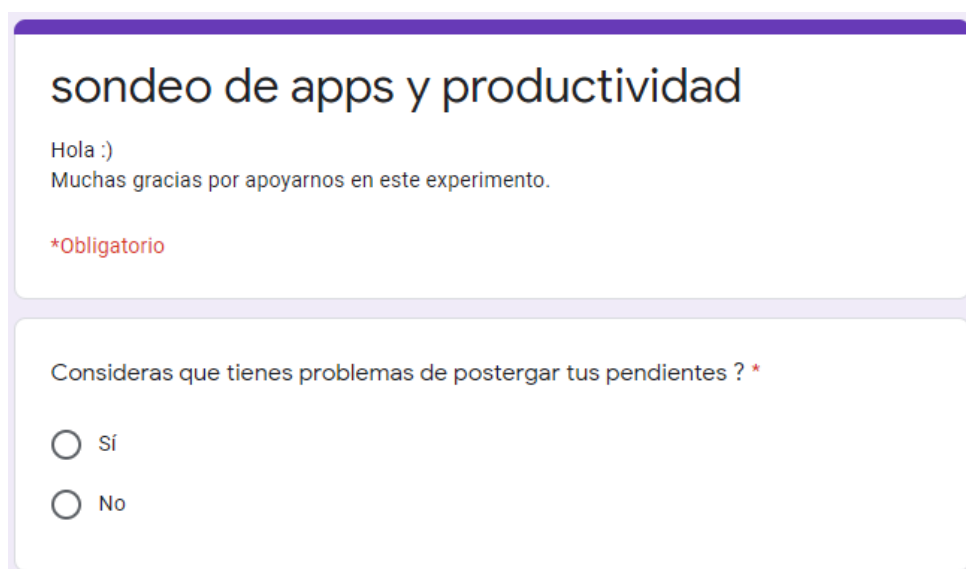
## Experiment description

This experiment is based on the impersonator approach to pretotyping experiments (we simulate the idea experience by using already-existing products). We chose this approach since we had limited physical and time resources. We used 2 already-existing app and browser extension to simulate the experience that we needed:

https://chrome.google.com/webstore/detail/stayfocusd/laankejkbhbdhmipfmgcngdelahlfoji
https://play.google.com/store/apps/details?id=io.funswitch.socialx

We asked people to volunteer to install and use the app and/or the browser extension for at least a couple of hours during their weekend: they should flag the apps and websites that usually make them procrastinate and choose a short allowed time limit. After this time frame, they would fill the following survey:

Cuánto tiempo pasas en promedio al día en redes sociales ? (puedes checarlo con el screen usage de tu teléfono, por ejemplo) *

○ Menos de 1h

○ 1-2 h

○ 2-3 h

○ 4h o más

Qué utilizaste para este experimento ? *

○ App móvil (socialX)

○ Extensión de navegador (StayFocusd)

○ ambas

Utilizaste todo tu tiempo de redes sociales para procrastinear ? *

○ Sí

○ No, hice una o más cosas que eran necesarias.

Hubo algún momento en el que necesitaste acceder a tus redes sociales por algo serio/necesario pero no pudiste porque ya habías usado todo tu tiempo restante ? (Por ejemplo: "la app me bloqueó el acceso a facebook pues usé mi tiempo pero necesitaba preguntarle sobre la tarea a un compañero") *

○ Sí

○ No

Te interesaría que la app incluyera una característica en la que te permite acceder por unos minutos a redes sociales proporcionando una justificación para hacerlo y te recuerde sobre la misma para evitar distraerte? (ejemplo en la imagen) *



○ Sí

○ No

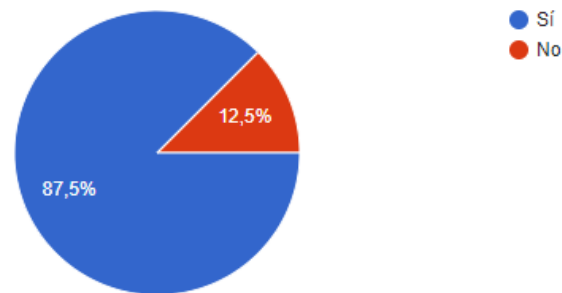¿ Tienes alguna otra recomendación para que la app te sea de más ayuda ?

Tu respuesta

**Enviar**

# Results

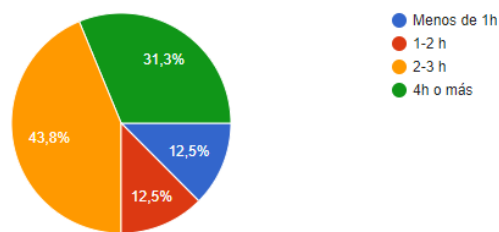These are the quantitative results that we obtained from the experiment's survey responses:

## Consideras que tienes problemas de postergar tus pendientes ?
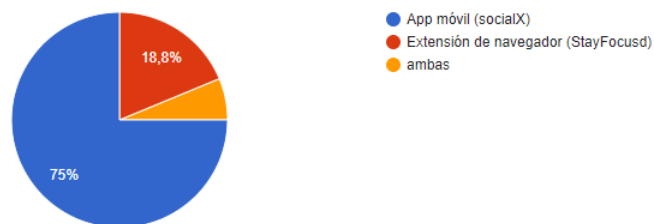
16 respuestas



- ● Sí
- ● No

12,5%
87,5%

## Cuánto tiempo pasas en promedio al día en redes sociales ? (puedes checarlo con el screen usage de tu teléfono, por ejemplo)

16 respuestas



- ● Menos de 1h
- ● 1-2 h
- ● 2-3 h
- ● 4h o más

31,3%
12,5%
12,5%
43,8%

## Qué utilizaste para este experimento ?

16 respuestas



- ● App móvil (socialX)
- ● Extensión de navegador (StayFocusd)
- ● ambas

18,8%
75%

## Utilizaste todo tu tiempo de redes sociales para procrastinear ?

16 respuestas
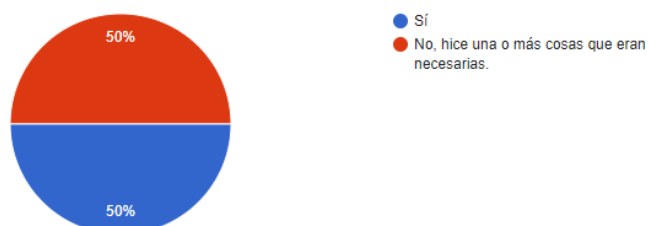


- ● Sí
- ● No, hice una o más cosas que eran necesarias.

50%
50%

Hubo algún momento en el que necesitaste acceder a tus redes sociales por algo serio/necesario pero no pudiste porque ya habías usado todo tu tiempo restante ? (Por ejemplo: "la app me bloqueó el acceso a facebook pues usé mi tiempo pero necesitaba preguntarle sobre la tarea a un compañero")

16 respuestas
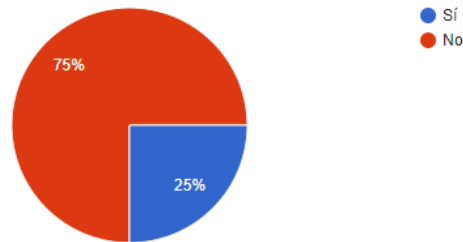


Te interesaría que la app incluyera una característica en la que te permite acceder por unos minutos a redes sociales proporcionando una justificación para hacerlo y te recuerde sobre la misma para evitar distraerte? (ejemplo en la imagen)

16 respuestas
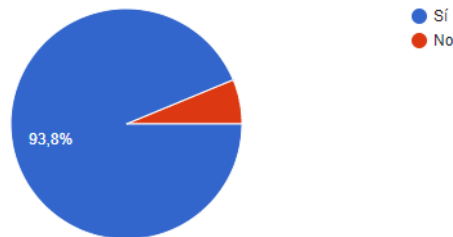


## Validation

According to the results, the majority of test subjects (aged 20-30 years, indistinct gender), consider that they have problems with procrastination. We found that in a significant proportion, almost a third of the subjects, the time spent in social networks goes above a 4hr duration, so the benefits of time savings the subjects could potentially get are substantial.

We got a reception of 16 participants, which if we compare it with results of other pretotyping methods where we got approximately 250 people reached, might seem low. However, for this pretotype the subjects had to actually deeply engage in the trial for they had to use it over the course of a day. Therefore, we consider it as a positive result, that people were committed enough initially to download the apps, finish the experiment, when they could have just uninstalled the app if they just weren't interested, or not do it at all.

According to results it would be safe to state that in the FLOP paradigm, (Failure because of Launch, Operations or Premise) the results endorse the belief that the product would have a successful Launch, that at least, initially there could be interest.

Further testing would need to be done to validate the Operations, for we are relying on a similar technology and not the actual one. And the pretotype was conducted for only a day. Further testing could involve asking the subjects to use the app for a longer period of time, and observe their success and interest rates.

# Water App

## Description of idea

App to track a person's water footprint. This app will allow you to know how much water you are using, and allow you to notice when you are wasting more than you should by setting up alerts when you meet your water quota. This app will also reward you in the form of an achievement badge when you don't exceed your goal of water consumption.

## Hypothesis

Many people would react positively to the app launch on social media posts due to their interest in reducing their water footprint.
Depending on the social media reach and interaction we can detect the initial level of interest on the app.
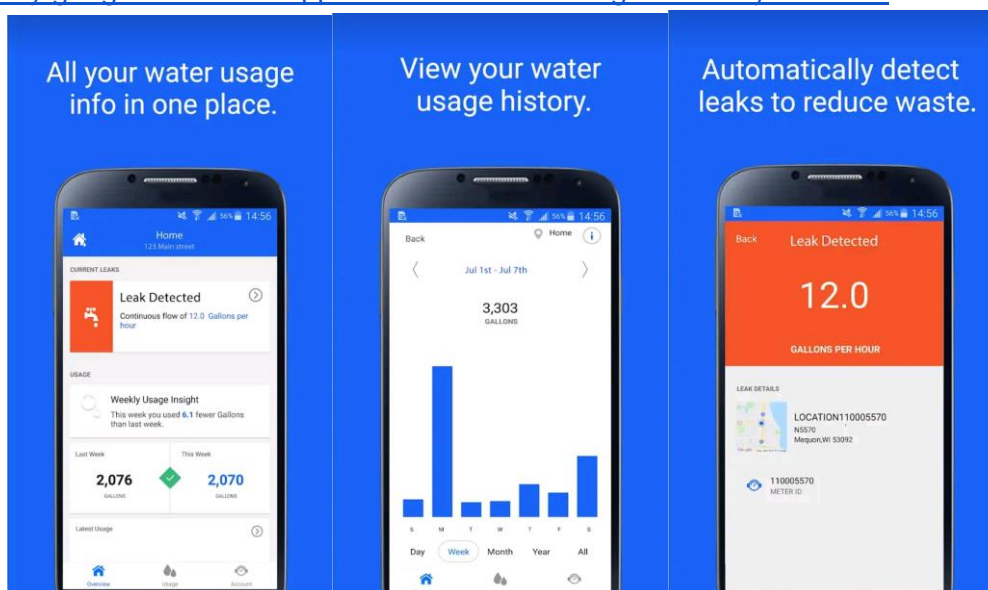
## Experiment description

We used the fake door approach for this experiment (using fake publicity and counting the number of times that people get interested either by clicking or by reacting on social media).
We make accounts for the app on social media (*Facebook*) with a logo. Posts with screenshots of the app UI and attach links that don't work.
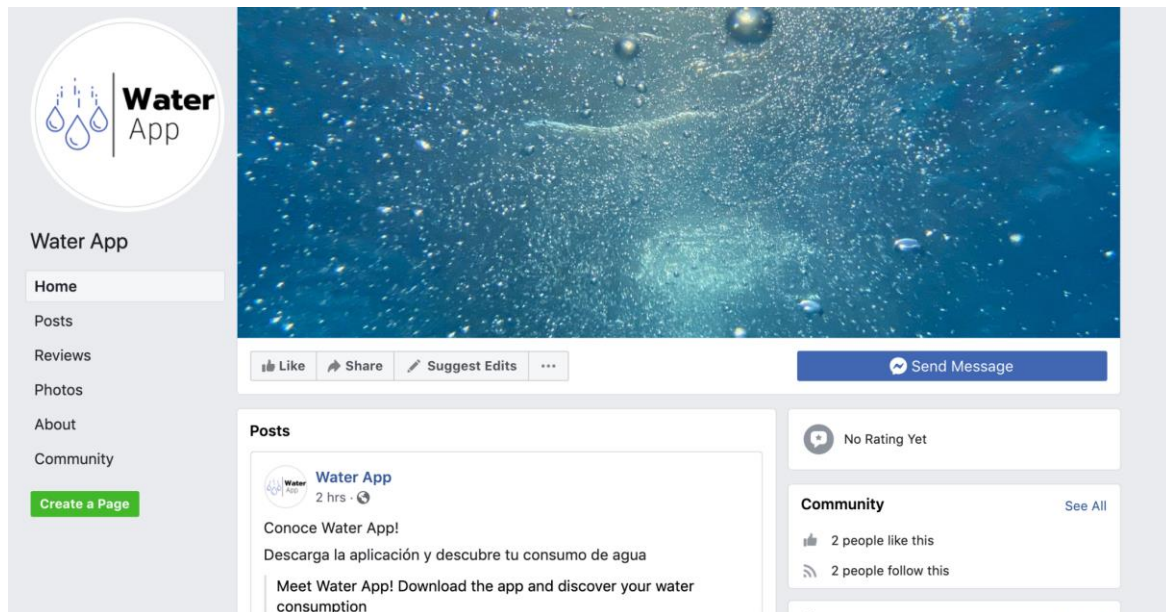We share the page's post on different *Facebook* groups.
We count the number of positive reactions and comments vs negative reactions and comments, we check for comments about the broken link and count them in case that we find them.

App fake images were taken from *EyeOnWater* app on *Google Playstore*:
https://play.google.com/store/apps/details?id=com.badgermeter.eyeonwater


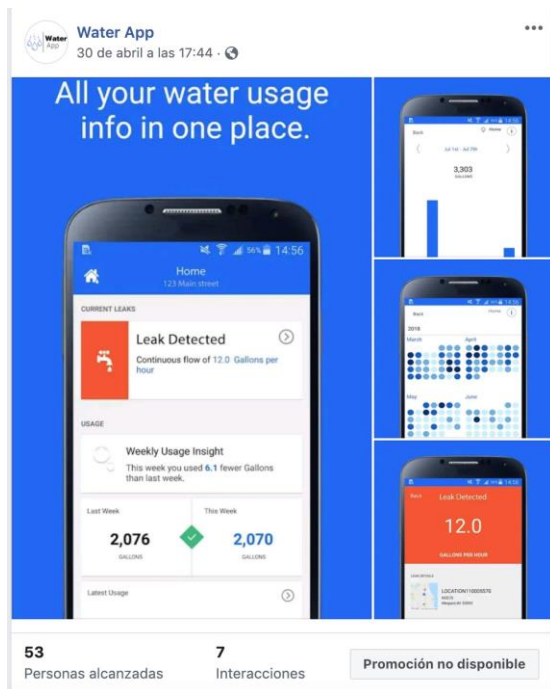
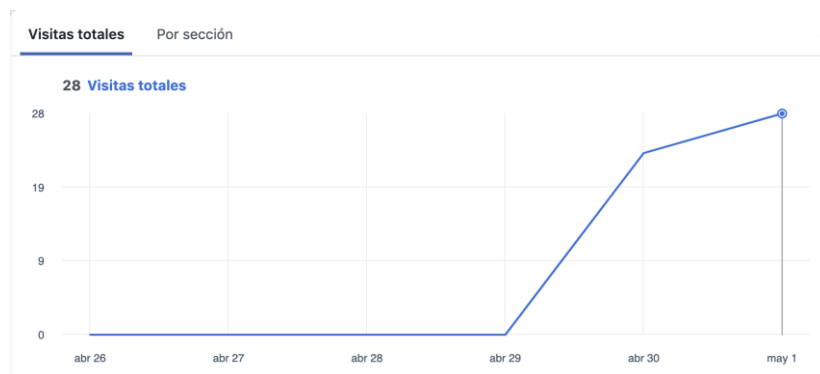*Facebook* page: https://www.facebook.com/Water-App-106071868304833

## Results

The *Facebook* page was up for 36 hrs and these are the results of the experiment:
The post with the images that simulate the UI of the app reached 53 people and had 7 interactions, including, shares, likes and clicks.

The statistics for the total posts are the following:



And finally, the profile page had a total of 28 visits:



## Validation

In only 36 hours we found that the app was very attractive, without any promotion we had 53 interactions on the post that showed how the app would look, and got 28 visitors on our page. Even though we only got 4 likes on the page, the posts were moving around and being shared. This seems to be an indicator that people are interested in taking care of their water usage. Unfortunately we didn't get any comments on the broken links that we shared, which means no one tried to download the app, or if they did, they didn't let us know about any problem. People did not engage as desired or hypothesized. This doesn't mean that the experiment failed, on the contrary, it gave us valuable information. We now know that the interest is there and we only need to find a way to attract more people to use our app.

That is to say, there is a potential target sector of people that would be interested in the product, however to determine if the app would suit their needs, if they would feel a satisfaction for using the app, how long would this initial interest would last, are things that could be validated with a more sophisticated pretotype that involved functionality and that could be tested over a longer period. However, this approach allowed us to get an insight of the value the app would give to people's lives and the pretotype seems to have thrown positive results and encourage further validations.

# Bon Ice Yakult

## Description of idea

New product of *BonIce* (flavored ice bar) with *Yakult*'s flavor.

## Hypothesis

People enjoy buying *BonIce*, especially during hot days, such as the ones we are experiencing. Some people who buy and enjoy *BonIce*, also like *Yakult*. Therefore these people would be interested in having a *BonIce* with the flavor of *Yakult*. They would react positively on social media posts due to their interest in the product.
If the people comment that the links are not working it is because they tried to buy the product.

## Experiment description

We used the fake door approach for this experiment (using fake publicity and counting the number of times that people get interested either by clicking or by reacting on social media).

Our procedure was the following one:

1) We share a fake sale of the idea and post it on a public *Facebook* page:



*Facebook* post: https://www.facebook.com/cuadritx/posts/2352059028260046
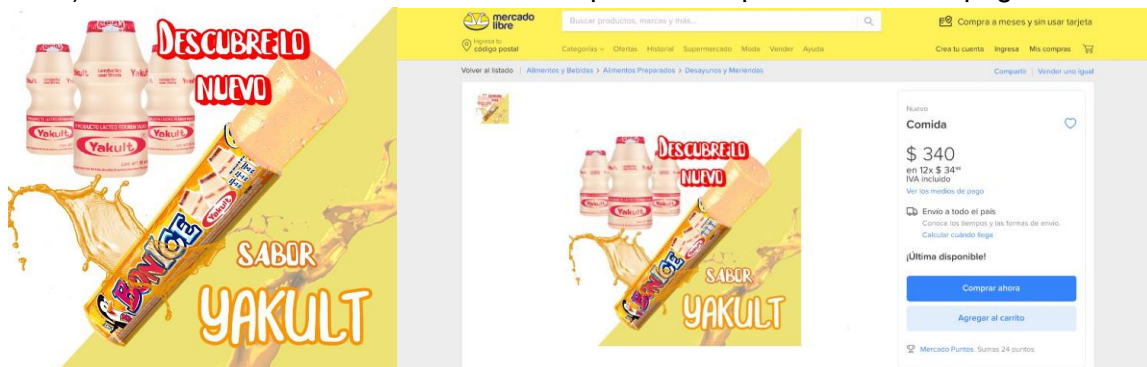
2) We share a fake link with the supposed sale on messaging apps:
Fake link to click: https://cntr.click/1YaxTSY

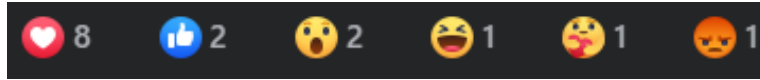| Monitored URL | Shorten URL | | Tag Name | Clicks Counter | | |
|---|---|---|---|---|---|---|
| http://linkbonice | https://cntr.click/1YaxTSY | COPY | Yakult Bon Ice | 0 | INFO DELETE | ▶ |

3) We count:
   a) The number of positive reactions and comments vs negative reactions and comments on the *Facebook* post.
   b) The number of clicks on the fake link.

# Results

This was the pretotyping that could reach the most people with a number of 244 reached people over the course of 48 hrs:

These are the number and type of actual reactions that we obtained on the post:



We obtained 15 clicks on the fake ad link that we shared:

| Monitored URL | Shorten URL | | Tag Name | Clicks Counter | | | |
|---|---|---|---|---|---|---|---|
| http://linkbonice | https://cntr.click/lYaxTSY | COPY | Yakult Bon Ice | 15 | INFO | DELETE | |

# Validation

Reactions to the post were mostly positive (between 4 and 5 times the negative ones) and the majority of them were what we consider the most positive reaction (heart). However, considering the amount of people the post supposedly reached this is a quite low percentage of engagement, there were only 15 reactions and 15 clicks.



Rendimiento de tu publicación +

244 Personas alcanzadas

19 Me gusta, comentarios y veces que se ha compartido

28 Clics en publicaciones

9 Visualizaciones de fotos | 0 Clics en el enlace | 19 Otros clics

COMENTARIOS NEGATIVOS

0 Ocultar todas las publicaciones | 0 Ocultar publicación

0 Denunciar como spam | 0 Ya no me gusta esta página

19 Me gusta, comentarios y veces que se ha compartido

DISTRIBUCIÓN DE CONTENIDO DE MARCA  Ver desglose

244 Alcance total | 244 Alcance orgánico | 0 Alcance pagado

245 Impresiones totales | 245 Impresiones orgánicas | 0 Impresiones de pago

If we then consider the scenario that it is normal that only a fraction of people would be interested in the product, at the end of the day, not everyone is a consumer of *BonIce* or *Yakult*. Why would they engage, or be representative of our desired target. The answer is, they wouldn't. So maybe we should look for insights of the participants that did engage, to be able to better understand their behavior.

Focusing on the ones that did engage and left a reaction we found, unfortunately, that our hypothesis that people would comment that the links were not working because they tried to buy the product proved generally not to be true. Only one person reached to us to communicate the links were broken, and had interest to know why. Also there were just a couple of shares, and no comments in the threads. Again low commitment and interest.

From these results, it seems that people unfortunately would not be very interested in consuming this type of product.