

PETIVITY

MEDIUM-FI PROTOTYPE

MEET THE TEAM



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1. VALUE PROP, PROBLEM AND S OLUTION OVERVIEW

PETIVITY

“Productivity’s Best Friend”

Problem: People often have a difficult time completing tasks because of **distractions**, poor **time management**, and/or unhealthy **work-life balance**.

Solution: We aim to increase productivity by effectively eliminating distractions and keeping people on track in a fun and engaging way.

TASKS



WEB:

Task 1 (Simple): Look through the to-do list and complete one of the tasks. Now that you've completed a task, add the task "Laundry" (which should be completed within 2 days) to your to-do list.

Task 2 (Complex): Schedule blocking time for Sunday at 2:30PM. Enable buzzfeed to be blocked and add Tumblr to your list of blocked websites. Start blocking to see blocking effect.

Task 3 (Medium): Schedule one of Petivity's self-care activity suggestions on the calendar.

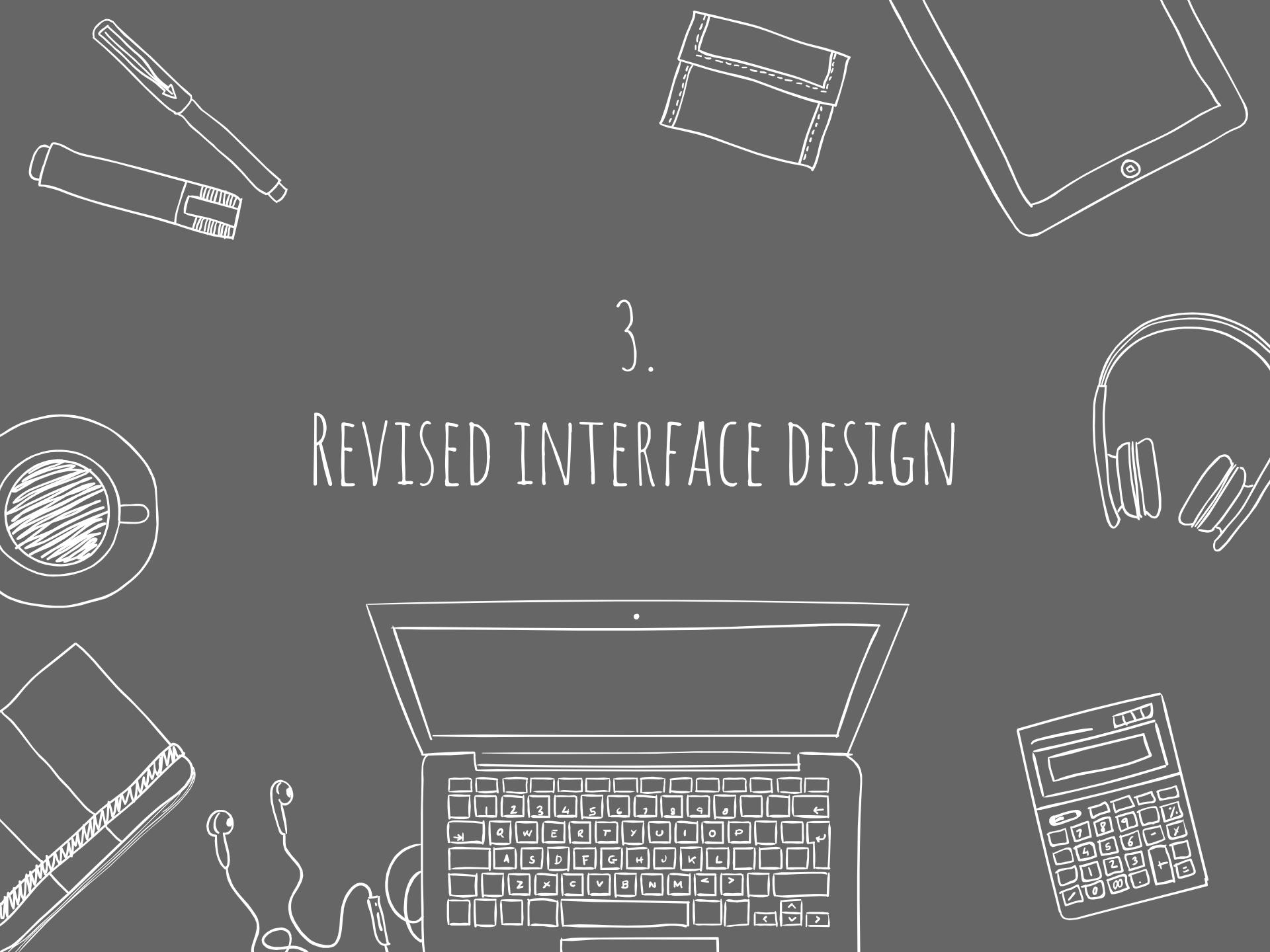
MOBILE:

Also addresses Task 2: begin blocking timer to start and end "Forest" app-like blocking mechanism, then interact with pet.

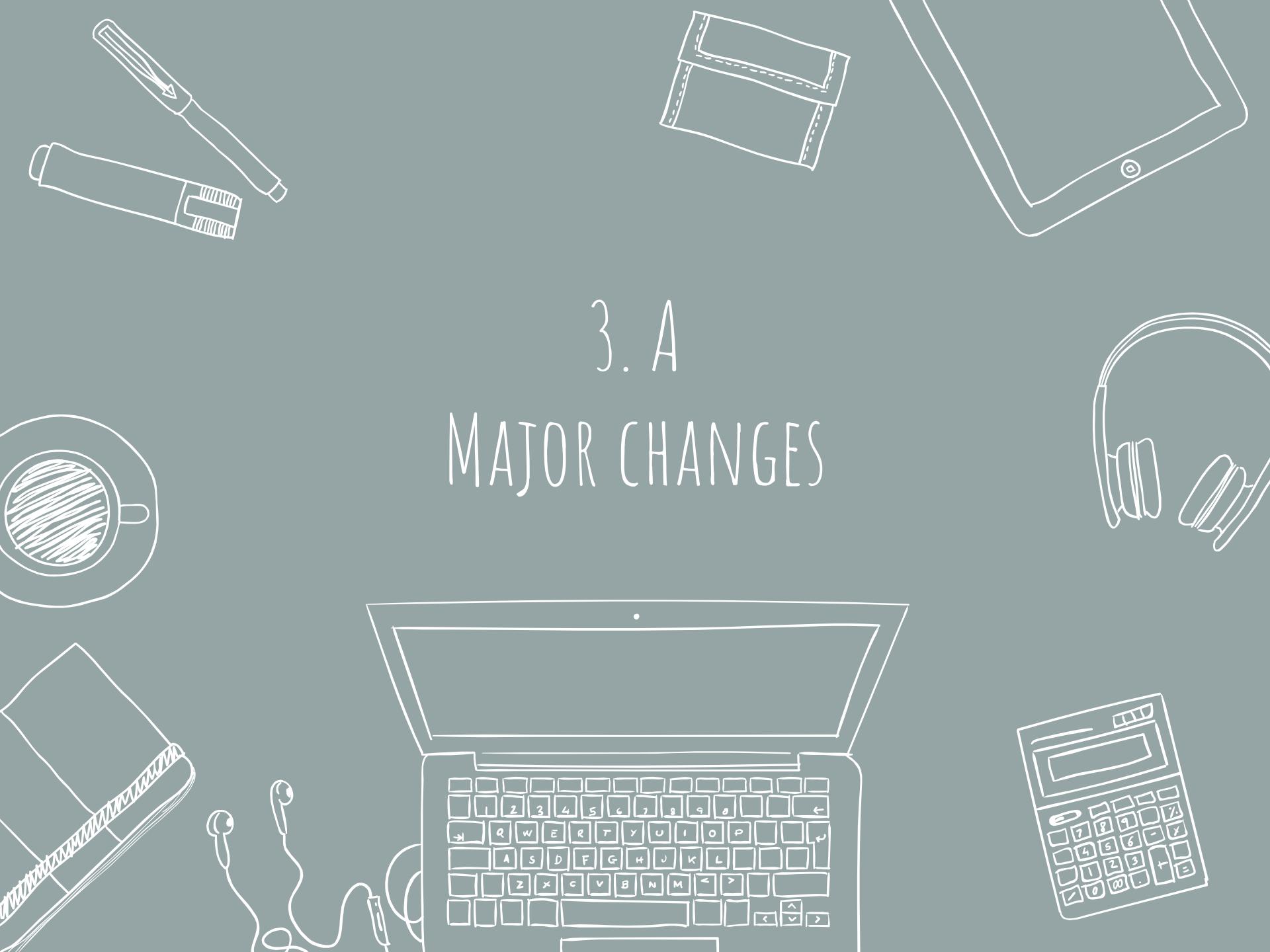
CHANGES:

- For task 1, we revised the task so the user adds the same task as the one they checked off to the list so all of our Marvel screens will be consistent and reusable.
- For task 2, we revised the wording because we no longer have two buttons for hard or soft block but one that blocks everything. Since we figured out the task flow for the scheduled block times calendar, we incorporated it in task 2.

3. REVISED INTERFACE DESIGN



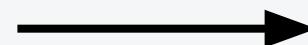
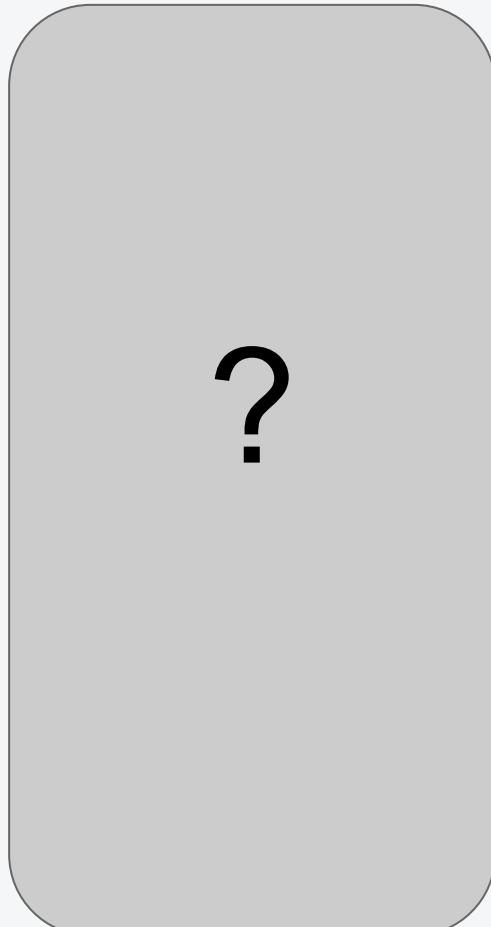
3. A MAJOR CHANGES



DESIGN CHANGE #1

1. CREATED A MOBILE VERSION TO SUPPLEMENT THE WEB APPLICATION/CHROME EXTENSION

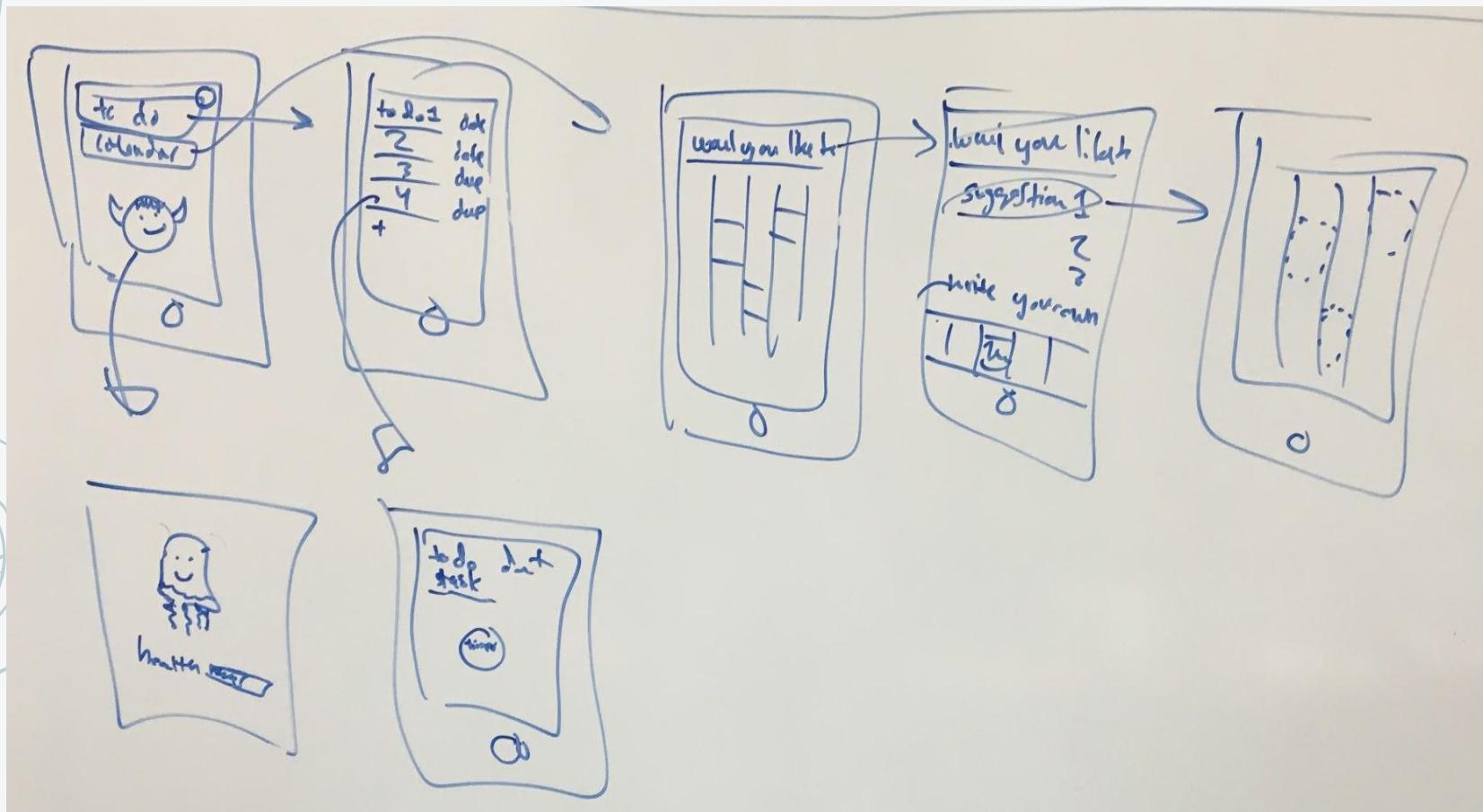
No Mobile Application



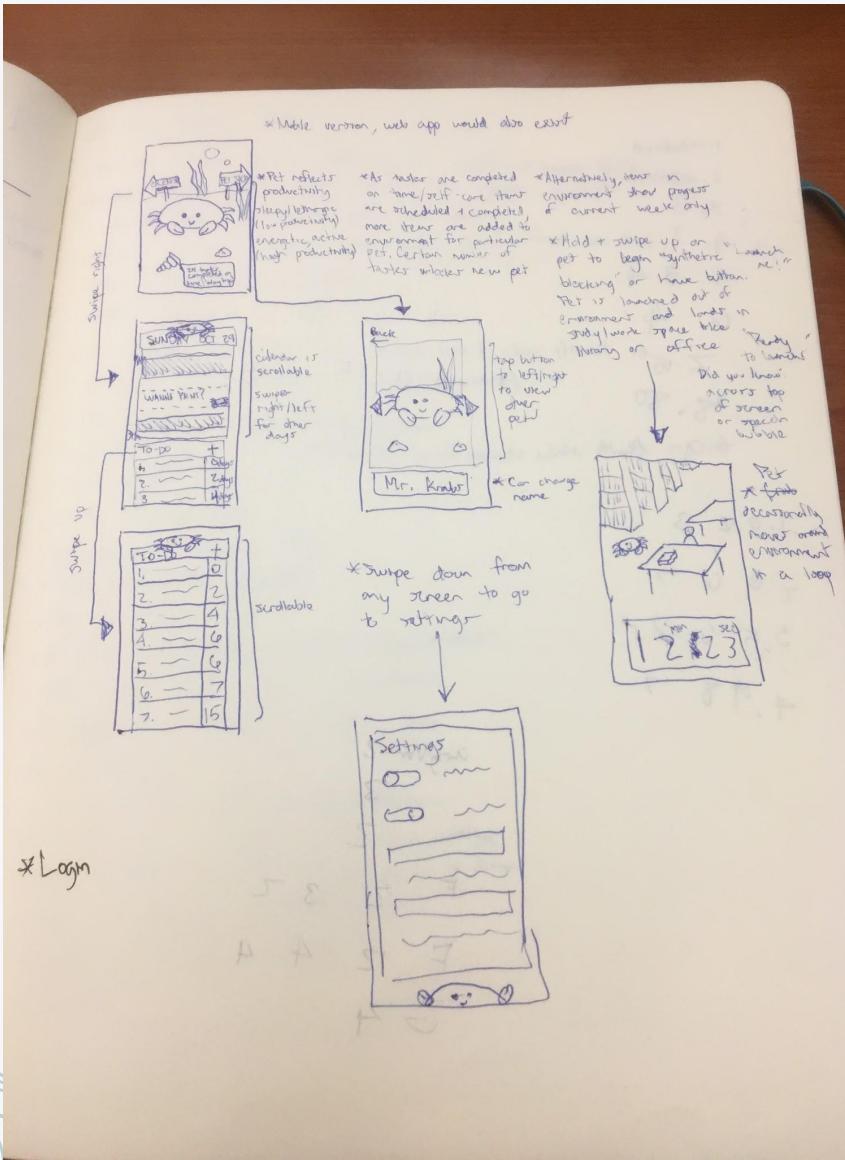
A Mobile Application!



BEFORE SKETCH: MOBILE



AFTER SKETCH: MOBILE

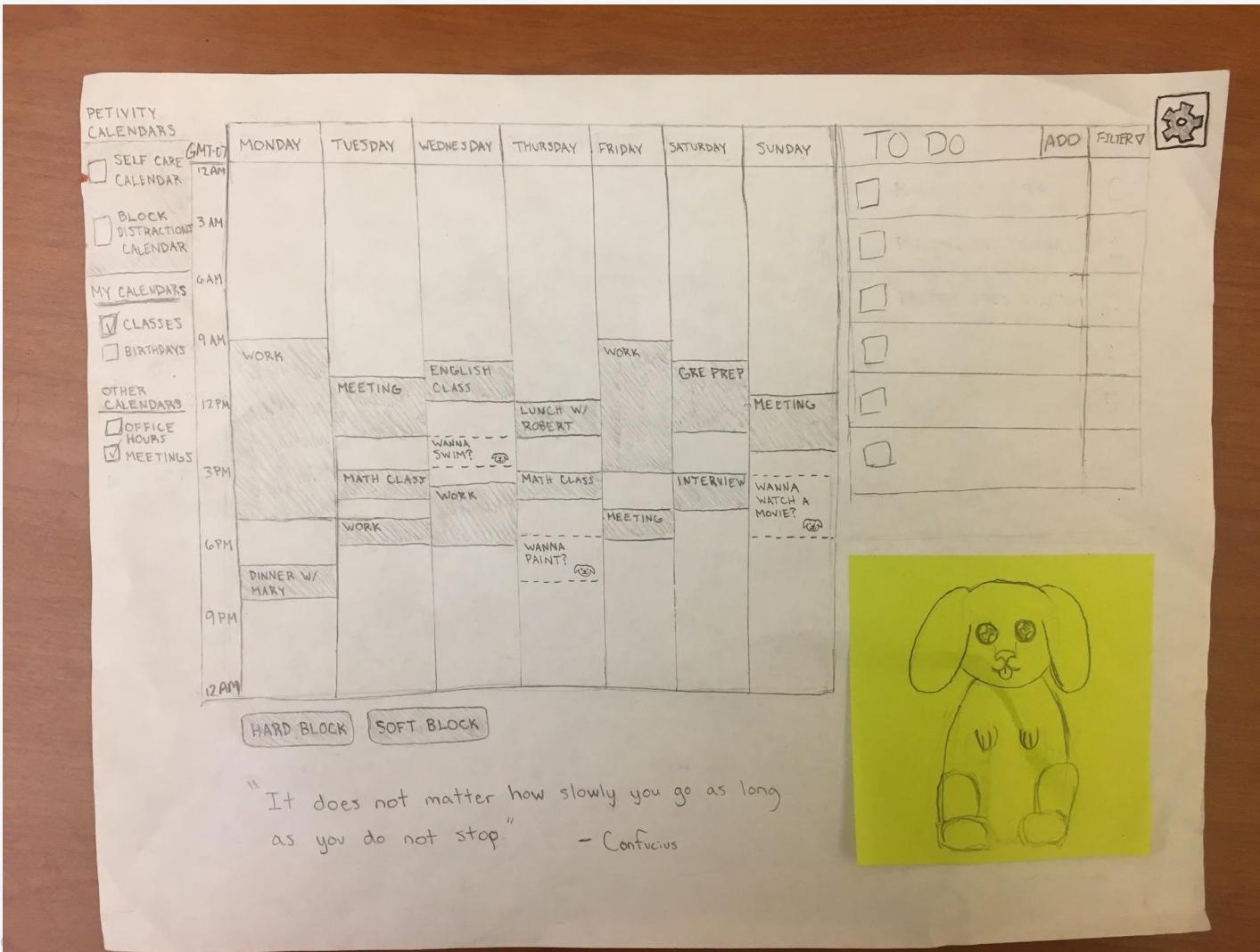


RATIONALE:

We added a mobile component so our design became a hybrid Web-Mobile design because we were notified that all projects needed a mobile component. Thus, we pivoted from our original (solely web-based) application and received helpful advice from Landay and Kerry as to how to pivot from our original plans. The mobile component also further allows the user to have even more interactivity with the pet, which was emphasized in studio as something we should try to implement further.

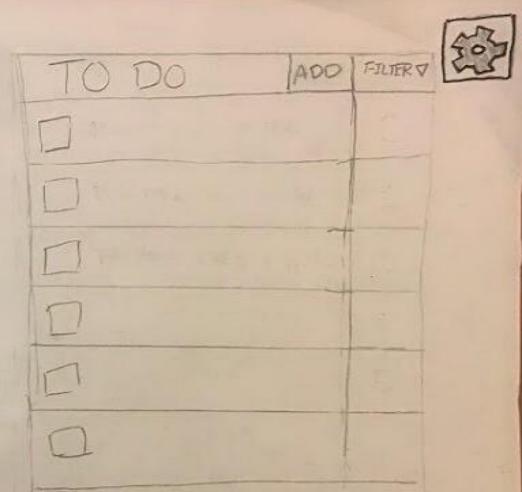
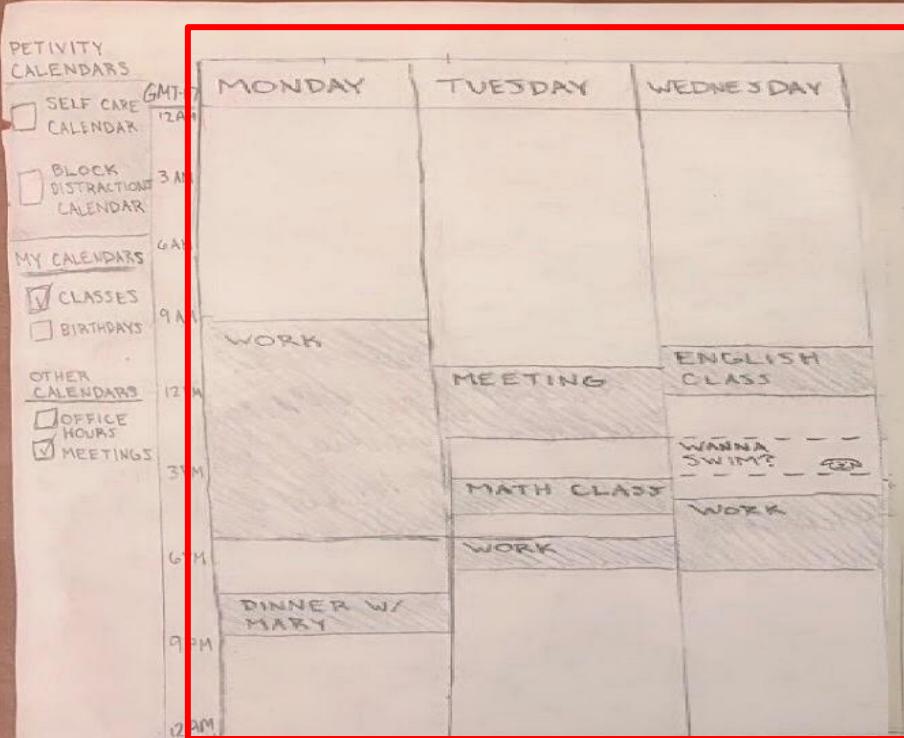
DESIGN CHANGE #2 & #3

BEFORE SKETCH: WEB



AFTER SKETCH: WEB

Made calendar only show three days



WEB PROTOTYPE:

petivity CALENDAR

Petivity Calendars

- self-care calendar
- scheduled blocking times

Maria's Calendars

- my calendar
- birthdays
- local events

Friday Nov. 3

Saturday Nov. 4

Sunday Nov. 5

12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM 11PM 12AM

Biology Lab Herrin 240

Design Workshop Hewlett 200

Wanna paint?

Swimming

Team Meeting Old Union 120

TO DO:

days remaining

- Laundry 0
- Math Homework 2

+

START BLOCKING

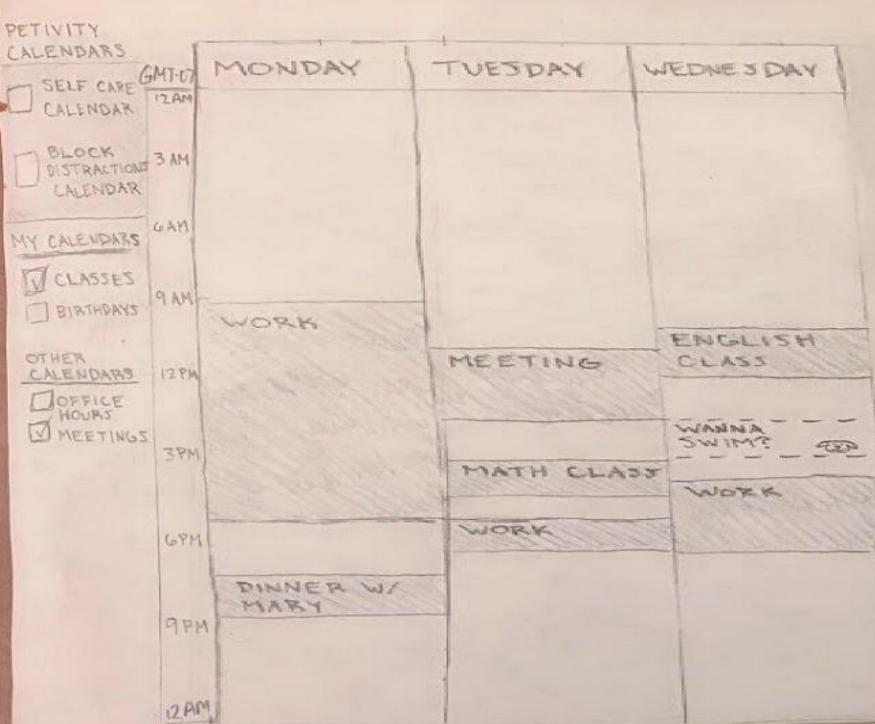
Handoff No comments

Marvel Upgrade to Pro

RATIONALE:

We changed it to a 3-day calendar because users expressed that it was hard to see the events and to discern the self-care events from the normal events. Furthermore, in studio, there was a mention of a 3-day calendar as a possible alternative. For our prototype, we made the font bigger and side calendars/main calendar more legible. By having a 3-day calendar, we were able to make the font size bigger and more legible and de-clutter the interface a bit.

AFTER SKETCH: WEB



START BLOCKING

TO DO	ADD	FILTER ▾



Have only one button
labeled “Start Blocking”

RATIONALE:

We changed the hard and soft block buttons to just one button that says “start blocking” because our users were confused with what “hard” and “soft” meant as well as why there were two buttons for blocking. So as of now, we are only implementing functionally the “hard” block, which aligns more closely with what users normally think of when a site is blocked.

TASK #1 (SIMPLE) FLOW

petivity CALENDAR

Petivity Calendars

- self-care calendar
- scheduled blocking times

Maria's Calendars

- ✓ my calendar
- birthdays
- local events

Friday Nov. 3

12PM	
1PM	
2PM	
3PM	
4PM	Biology Lab Herrin 240
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Saturday Nov. 4

12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Sunday Nov. 5

12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

START BLOCKING

TO DO:

days remaining	
■ Laundry	0
■ Math Homework	2
	+



petivity CALENDAR

Petivity Calendars

- self-care calendar
- scheduled blocking times

Maria's Calendars

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- local events

Friday Nov. 3

12PM	
1PM	
2PM	
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4PM	Biology Lab Herrin 240
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Saturday Nov. 4

12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Sunday Nov. 5

12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

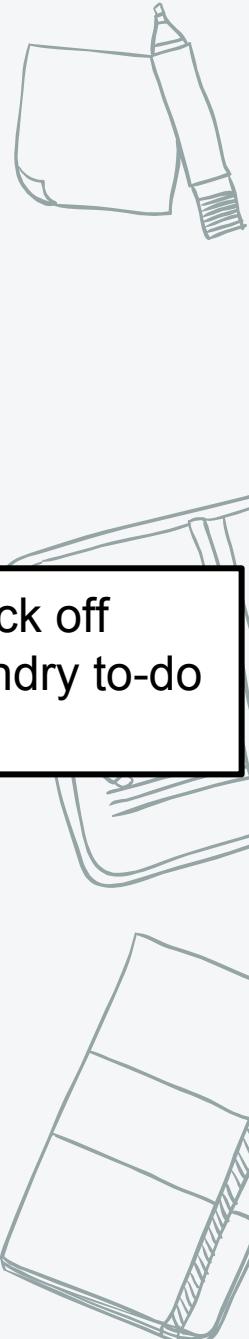
START BLOCKING

TO DO:

days remaining	
✓ Laundry	0
■ Math Homework	2
	+



Check off Laundry to-do



petivity CALENDAR

Petivity Calendars

- self-care calendar
- scheduled blocking times

Maria's Calendars

- ✓ my calendar
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- local events

Friday Nov. 3

12PM
1PM
2PM
3PM
4PM
5PM
6PM
7PM
8PM
9PM
10PM
11PM
12AM

Biology Lab
Herrin 240

Saturday Nov. 4

12PM
1PM
2PM
3PM
4PM
5PM
6PM
7PM
8PM
9PM
10PM
11PM
12AM

Design Workshop
Hewlett 200

Wanna paint?

Sunday Nov. 5

12PM
1PM
2PM
3PM
4PM
5PM
6PM
7PM
8PM
9PM
10PM
11PM
12AM

Team Meeting
Old Union 120

START BLOCKING

TO DO:

Math Homework

2

+

+

TO DO:

Math Homework

2

To do:

Complete by:

Description:



petivity

CALENDAR

Petivity Calendars

- self-care calendar
- scheduled blocking times

Maria's Calendars

- ✓ my calendar
- birthdays
- local events

Friday Nov. 3

12PM
1PM
2PM
3PM
4PM
5PM
6PM
7PM
8PM
9PM
10PM
11PM
12AM

Biology Lab
Herrin 240

Saturday Nov. 4

12PM
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3PM
4PM
5PM
6PM
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8PM
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12AM

Design Workshop
Hewlett 200

Wanna paint?

Sunday Nov. 5

12PM
1PM
2PM
3PM
4PM
5PM
6PM
7PM
8PM
9PM
10PM
11PM
12AM

Team Meeting
Old Union 120

START BLOCKING

Click to add a new task

The screenshot shows the Petivity calendar interface. On the left, there's a sidebar with 'Petivity Calendars' (self-care calendar, scheduled blocking times) and 'Maria's Calendars' (my calendar, birthdays, local events). The main area displays a weekly calendar for November 3-5. A blue box highlights a slot on Friday from 4PM to 5PM labeled 'Biology Lab Herrin 240'. A green box highlights a slot on Saturday from 4PM to 5PM labeled 'Wanna paint?'. A red box highlights a slot on Sunday from 4PM to 5PM labeled 'Team Meeting Old Union 120'. Below the calendar is a 'START BLOCKING' button. To the right is a 'TO DO:' section with a gear icon. It shows a task for 'Math Homework' with 2 days remaining. A modal window is open, prompting the user to fill in 'To do:', 'Complete by:', and 'Description:' fields. A green checkmark and a red X are at the bottom of the modal.

Fill out the task components and then click confirm

This screenshot shows the Petivity calendar after the task has been completed. The 'TO DO:' section now shows 'Laundry' with 0 days remaining and 'Math Homework' with 2 days remaining. The modal window from the previous screen is no longer visible. The calendar and sidebar remain the same as in the first screenshot.

User is back at main page

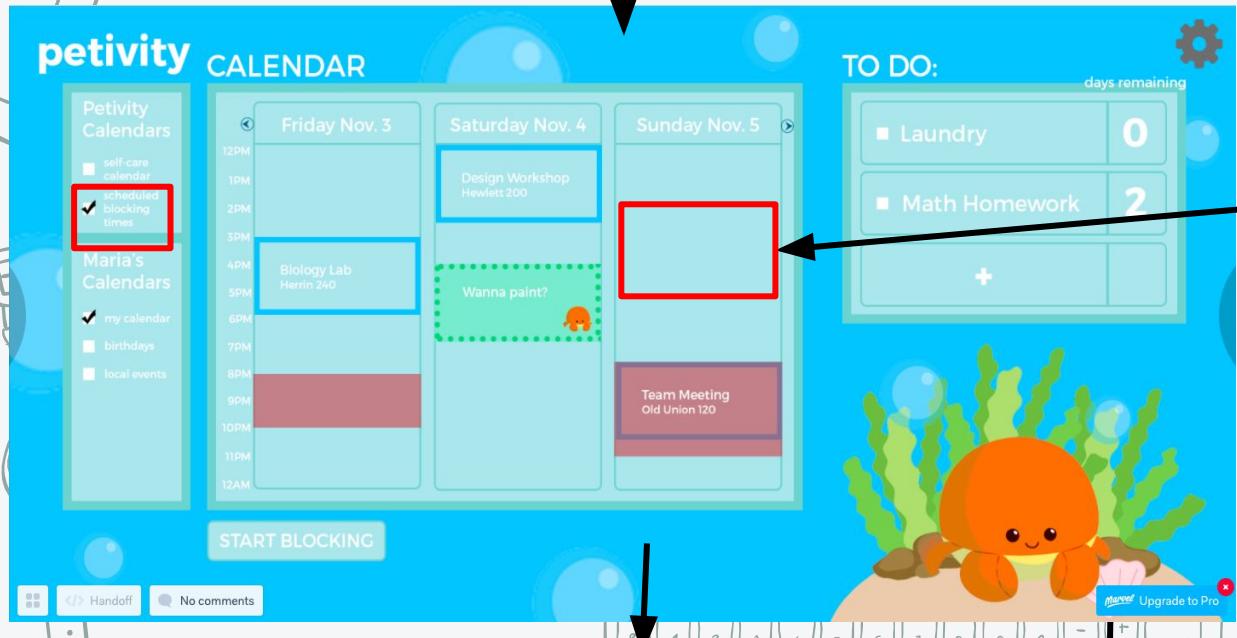
TASK #2 FLOW (COMPLEX): WEB

Main Page



The screenshot shows the Petivity main page. On the left, there's a sidebar with sections for 'Petivity Calendars' (self-care, scheduled blocking times), 'Maria's Calendars' (my calendar, birthdays, local events), and buttons for 'START BLOCKING', 'Handoff', and 'No comments'. The central area is a calendar for November 3-5. A red box highlights the 'scheduled blocking times' checkbox in the sidebar. On Saturday Nov. 4, there's a green box labeled 'Wanna paint?' with a small orange character icon. To the right is a 'TO DO:' list with items 'Laundry' (0 days remaining) and 'Math Homework' (2 days remaining). Below the calendar is a cartoon crab illustration.

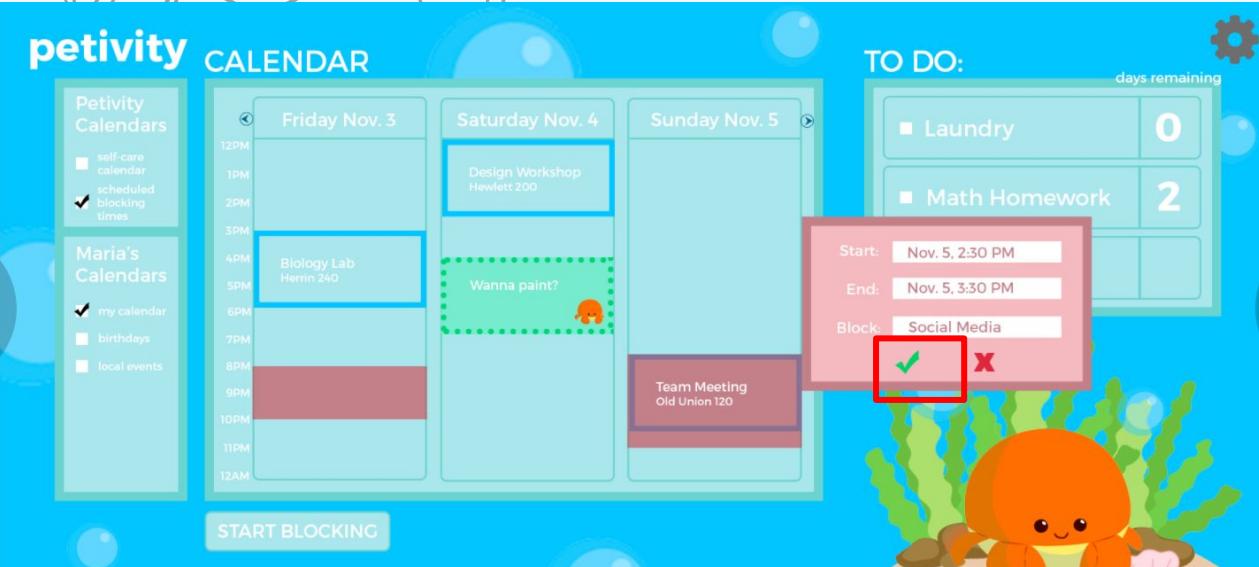
Click on
scheduled
blocking times



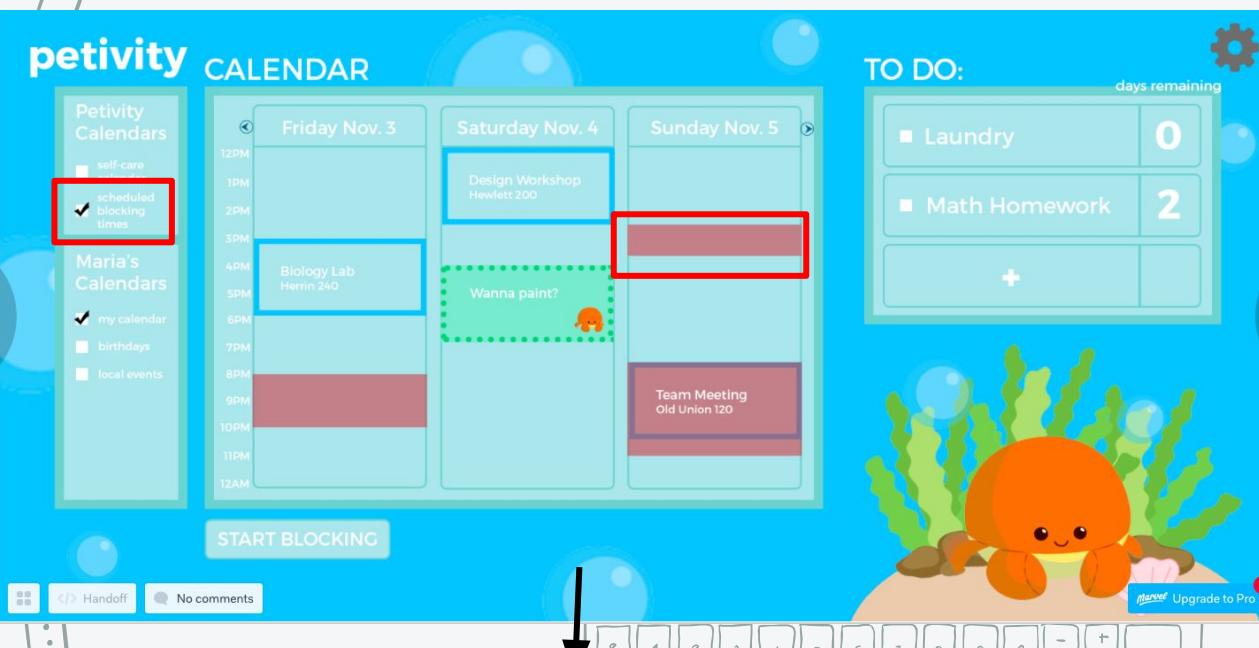
This screenshot shows the Petivity calendar after clicking the 'scheduled blocking times' checkbox in the sidebar. The sidebar now has a checked checkbox next to 'scheduled blocking times'. The calendar shows the same events as before, but the time blocks for 'Biology Lab' on Friday and 'Team Meeting' on Sunday are now filled with a solid red color, indicating they have been blocked. A red box highlights the 2:30PM slot on Sunday. A black arrow points from the text box below to this highlighted area. A black arrow also points from the text box below to the bottom of the screen, where a keyboard is shown.

Click approx.
2:30PM
Sunday

TASK 2: Web



Click confirm



Scheduled block time block appears in calendar

Click on scheduled blocking times to go back to the main screen

TASK 2: Web

The screenshot shows the Petivity app interface. On the left, there's a sidebar with sections for "Petivity Calendars" (self-care calendar, scheduled blocking times) and "Maria's Calendars" (my calendar, birthdays, local events). The main area is titled "CALENDAR" and shows a weekly view from Friday Nov. 3 to Sunday Nov. 5. Events include "Biology Lab Herrin 240" at 4PM on Friday, "Design Workshop Hewlett 200" at 1PM on Saturday, and "Team Meeting Old Union 120" at 10AM on Sunday. A green box highlights a slot on Saturday labeled "Wanna paint?". Below the calendar is a "START BLOCKING" button. At the bottom, there are icons for "Handoff" and "No comments". To the right, a "TO DO:" list shows "Laundry" (0 days remaining) and "Math Homework" (2 days remaining), with a plus sign to add more tasks.

User is back at
main page

TASK 2: Web

petivity CALENDAR

Petivity Calendars

- self-care calendar
- scheduled
- blocking times

Maria's Calendars

- my calendar
- birthdays
- local events

Friday Nov. 3

12PM	
1PM	
2PM	
3PM	
4PM	Biology Lab Herrin 240
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Saturday Nov. 4

Design Workshop
Hewlett 200

Wanna paint?


Sunday Nov. 5

Team Meeting
Old Union 120

START BLOCKING

TO DO:

Laundry

days remain

0

Math Homework

2

+

Go to Settings



BLOCKED SITES

<input checked="" type="checkbox"/>	Facebook
<input checked="" type="checkbox"/>	YouTube
<input type="checkbox"/>	Buzzfeed
<input checked="" type="checkbox"/>	Reddit
<input checked="" type="checkbox"/>	Twitter
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Pinterest
<input checked="" type="checkbox"/>	Vimeo
<input type="checkbox"/>	

INTERESTS

Painting
Swimming
Movies
+

PET AVATAR



Click to add
Buzzfeed to
your blocked
sites list

**TASK 2:
Web**

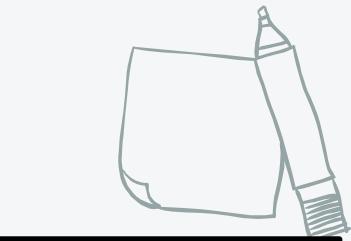
BLOCKED SITES

- ✓ Facebook
- ✓ YouTube
- ✓ Buzzfeed ✓
- ✓ Reddit
- ✓ Twitter
- Instagram
- Pinterest
- ✓ Vimeo

INTERESTS

- Painting
- Swimming
- Movies

PET AVATAR



Blocking of
Buzzfeed
should be
enabled now

BLOCKED SITES

- ✓ Facebook
- ✓ YouTube
- ✓ Buzzfeed
- ✓ Reddit
- ✓ Twitter
- Instagram
- Pinterest
- ✓ Vimeo

INTERESTS

- Painting
- Swimming
- Movies

PET AVATAR

Select to add
a new website
to block

**TASK 2:
Web**

BLOCKED SITES

- ✓ Facebook
- ✓ YouTube
- ✓ Buzzfeed
- ✓ Reddit
- ✓ Twitter
- Instagram
- Pinterest
- ✓ Vimeo

INTERESTS

- Painting
- Swimming
- Movies

PET AVATAR

www.tumblr.com

BLOCKED SITES

- ✓ Facebook
- ✓ YouTube
- ✓ Buzzfeed
- ✓ Reddit
- ✓ Twitter
- Instagram
- Pinterest
- ✓ Vimeo
- ✓ Tumblr

INTERESTS

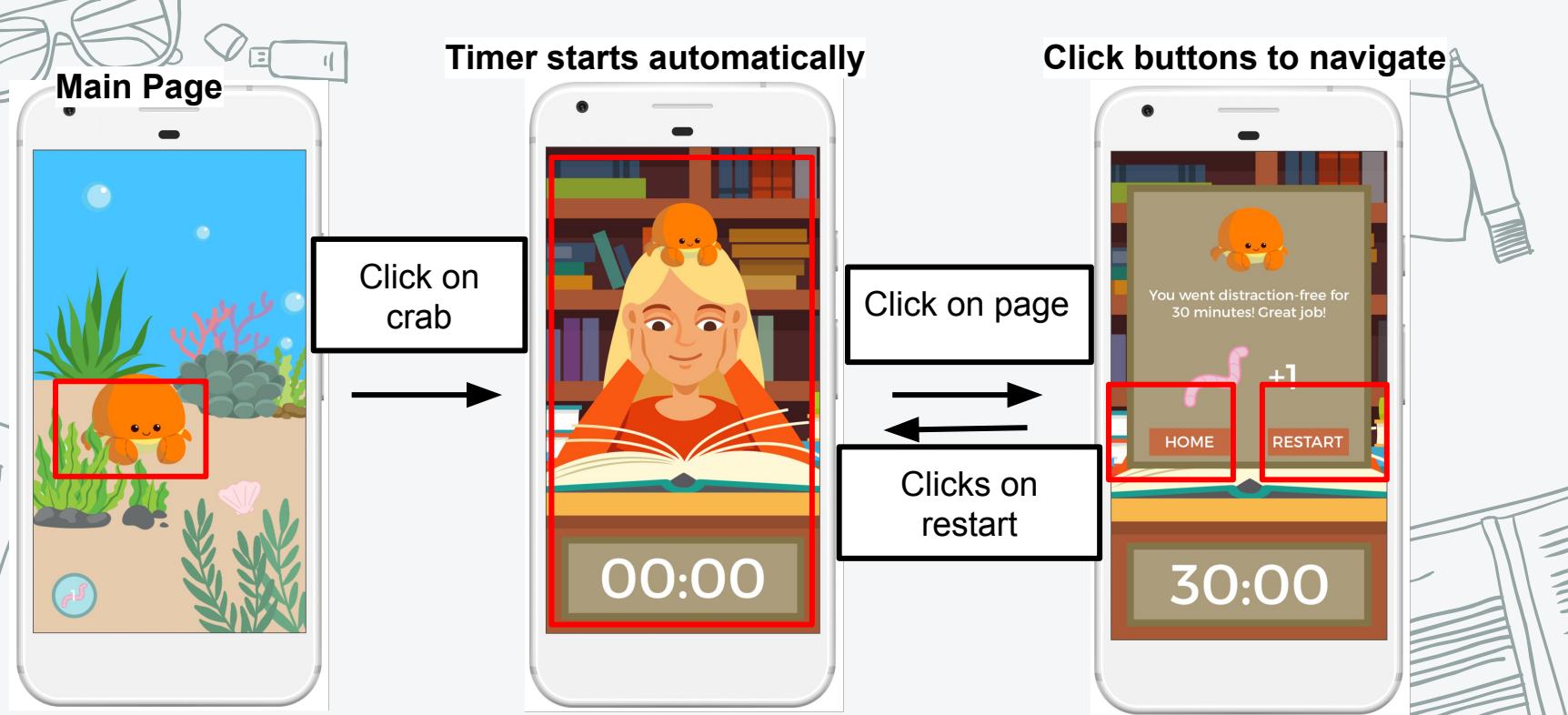
- Painting
- Swimming
- Movies

PET AVATAR

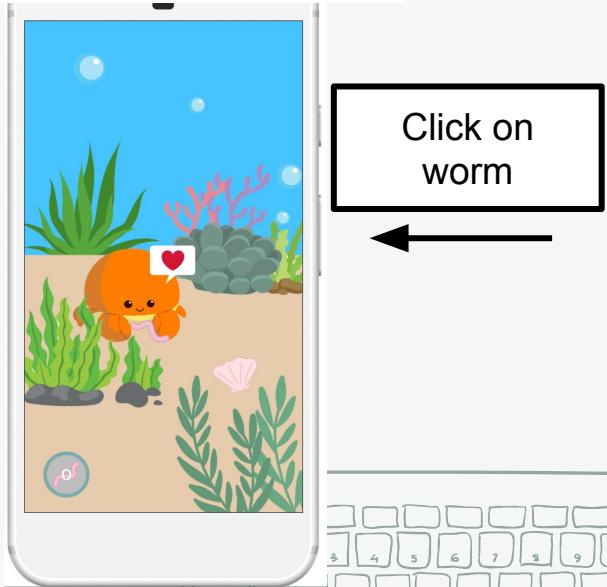
Type in new website (tumblr) to add it to the blocked sites list

**TASK 2:
Web**

TASK #2 FLOW: MOBILE



After feeding the crab



TASK 2
Mobile

TASK #3 FLOW (MEDIUM): WEB



petivity

CALENDAR

Petivity Calendars
 self-care calendar
 blocking times

Maria's Calendars
 my calendar
 birthdays
 local events

Friday Nov. 3

Saturday Nov. 4

Sunday Nov. 5

12PM	
1PM	
2PM	
3PM	
4PM	Biology Lab Herrin 240
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	
12AM	

Design Workshop
Hewlett 200

Team Meeting
Old Union 120

START BLOCKING

Handoff

No comments

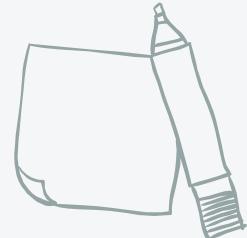


days remaining

TO DO:

Laundry	0
Math Homework	2
+	

Click on self-care calendar and it should appear



petivity

CALENDAR

Petivity Calendars
 self-care calendar scheduled
 blocking times

Maria's Calendars
 my calendar
 birthdays
 local events

Friday Nov. 3

Saturday Nov. 4

Sunday Nov. 5

12PM	
1PM	
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8PM	
9PM	
10PM	
11PM	
12AM	

Design Workshop
Hewlett 200

Team Meeting
Old Union 120

START BLOCKING

Handoff

No comments

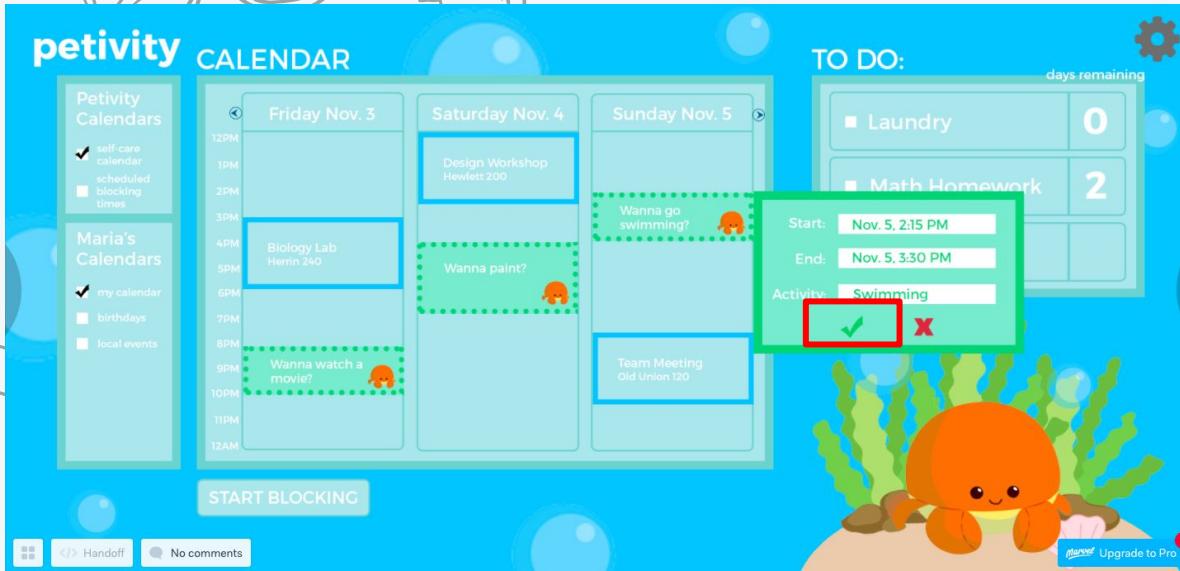
TO DO:

Laundry	0
Math Homework	2
+	

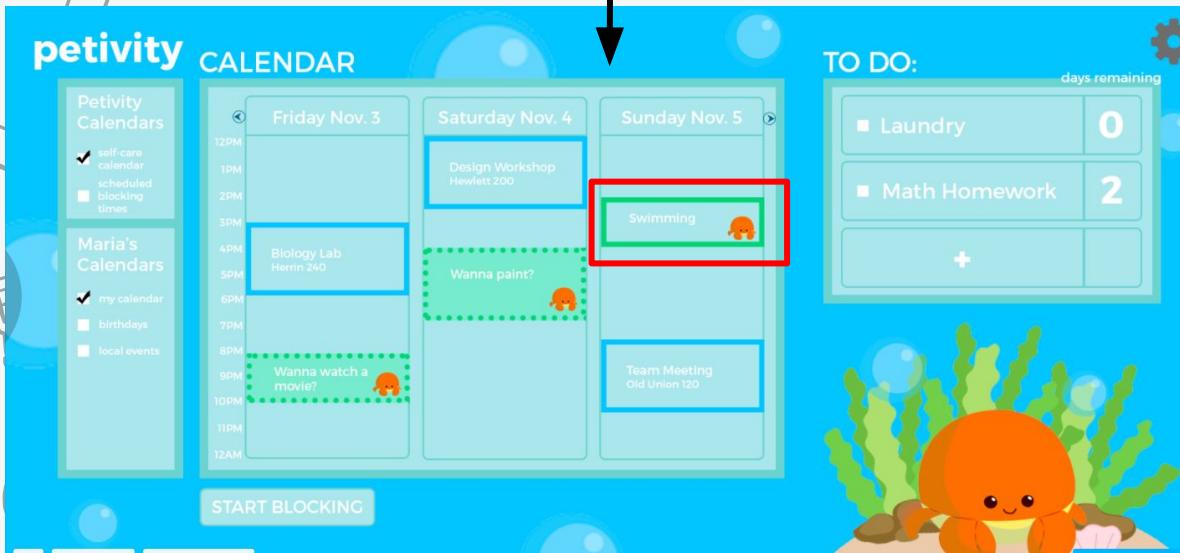
Click on “wanna go swimming?”



TASK 3: Web

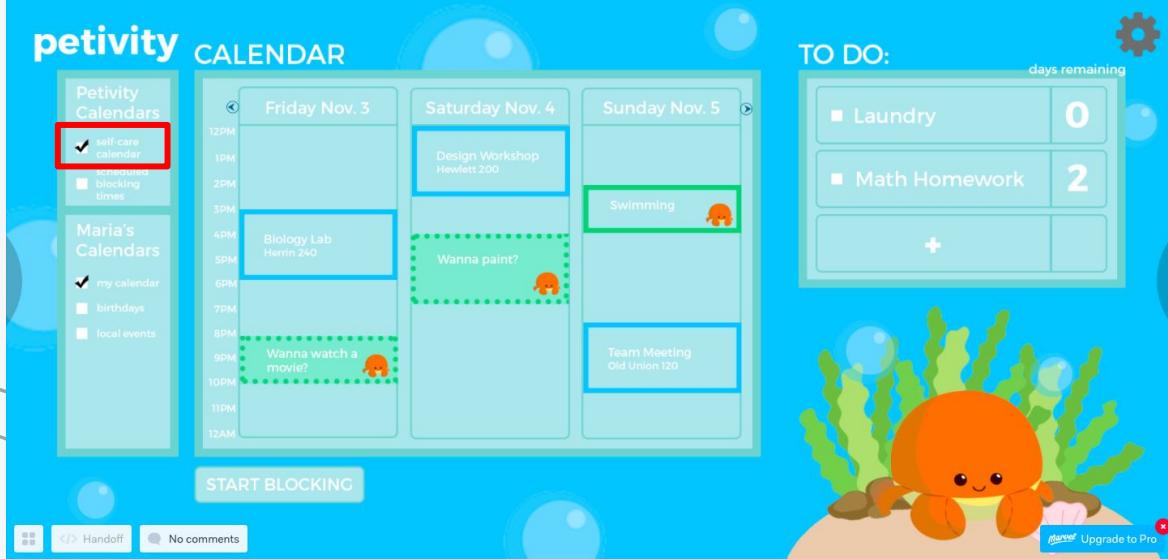


Click confirm



Adds self care item to the calendar

TASK 3: Web



Click self-care calendar

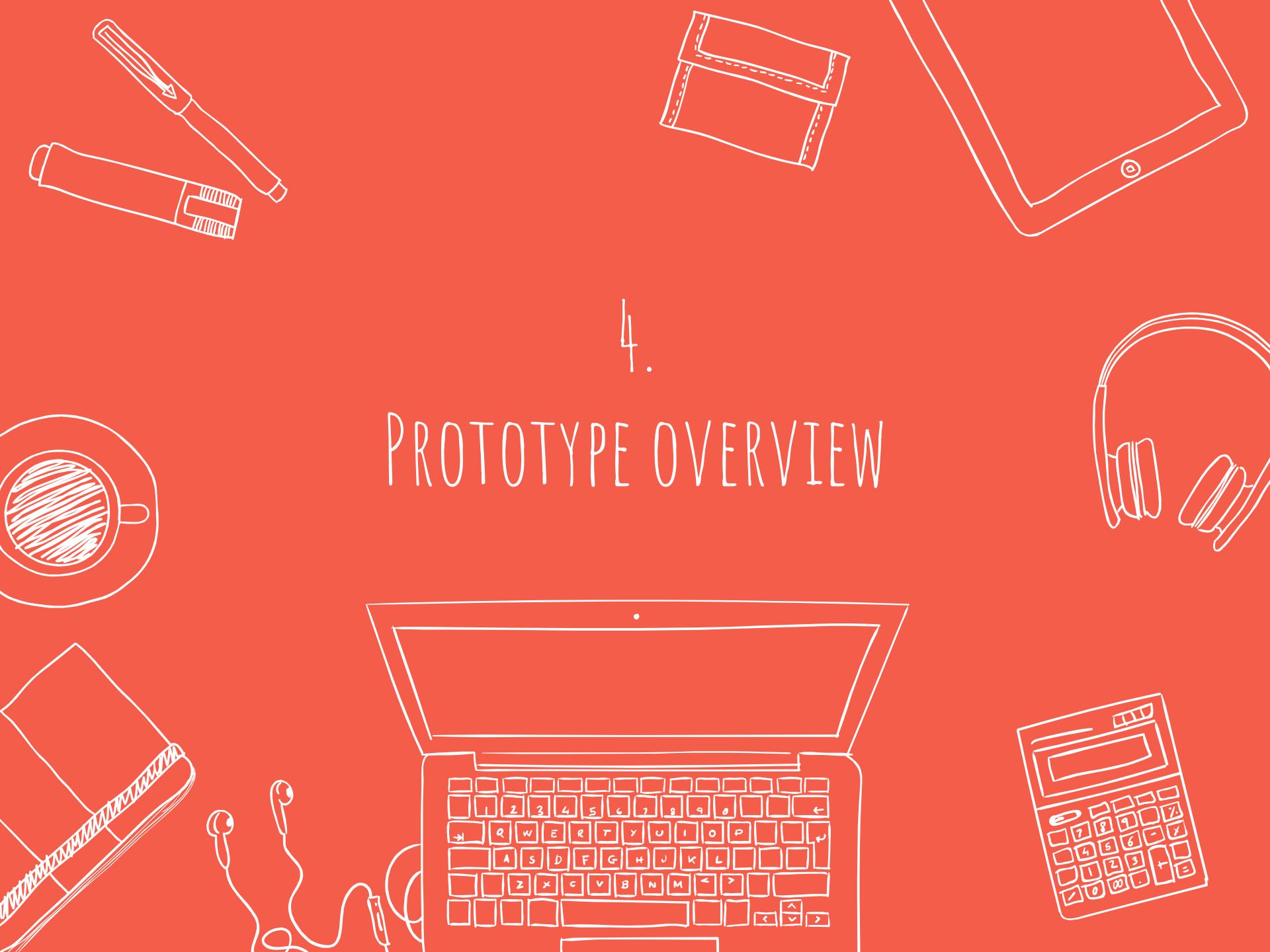


Main Calendar should display schedule self-care activity now

TASK 3: Web

4.

PROTOTYPE OVERVIEW



PROTOTYPING TOOLS

We used:

- ✖ Photoshop
- ✖ Marvel

How the Tools Helped:

- ✖ Helped create the visuals for the prototype
- ✖ Helped mimic how the user would interact with the tool - used as emulator for Android and laptop/desktop view

How the Tools Didn't Help:

- ✖ Could not create the full breadth of options
- ✖ Could not do actions like swipe/scroll
- ✖ Could not use actually user-typed input

LIMITATIONS/TRADE OFFS OF THE CURRENT PROTOTYPE

- ✖ We turned all interactions into click interactions for both web and mobile to simplify interactions and implementation in Marvel
- ✖ To simplify and focus on our main task flows, we did not include:
 - In Mobile: Pages for personalizing the pet, pet store, profile, settings, link account to social media, inventory, accounts, etc.
 - In Web: the ability to toggle the calendar view scope, additional ways of input, animations and more interactiveness with pet, etc.

WIZARD OF OZ TECHNIQUES

On Mobile:

- The time changing as if time was passing for the block time when blocking was activated

On Web:

- Self-care suggestions automatically appear once self-care calendar is chosen. It is simulating the fact that self-care suggestions would be optimized with AI based on time available, interests, past selections, etc. to offer the 3 optimal selections for user.
- After clicking start blocking, user is automatically brought to the blocked social media site to see what the site would look like. Then, user clicks to get out. In real world, the user would be shown the blocked page only after navigating to the site normally.

HARD-CODED FEATURES AND WHY REQUIRED:

On mobile, we hard-coded:

- Textual content for the usual profile during sign-up and login
- The food quantity/type icon since the amount would be what is accumulated in the web account

On web, we hard-coded:

- Textual content for the pop-up boxes and any input field

Why required? - Since it's not possible/too complicated to track user text input for prototype in Marvel, we resorted to hard-coding. Furthermore, we hard-coded the amount of food items because that would normally sync with user account and since we have a fictional user, there's no actual account to sync.

THANK YOU!
ANY QUESTIONS?

MacBook Air

