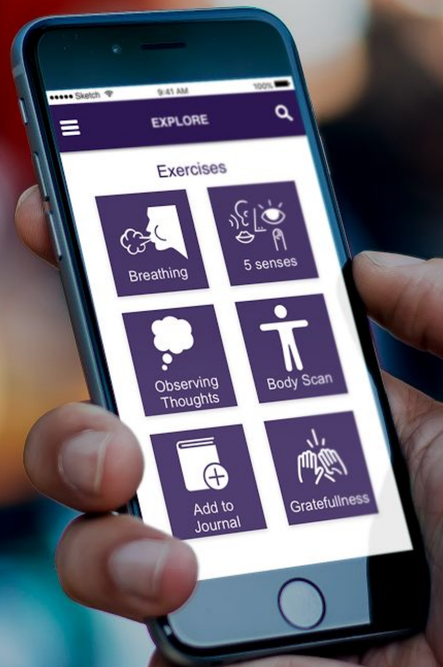
FOMO NOMO'

A Watch and Belt combination that notifies users if they are experiencing high levels of FOMO, and provides exercises to reduce its short and long term effects.



Scan the code or visit
https://invis.io/8QE6WEC7J
To see the click-through prototype

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Includes 1 min video

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5 **Design Rationale**

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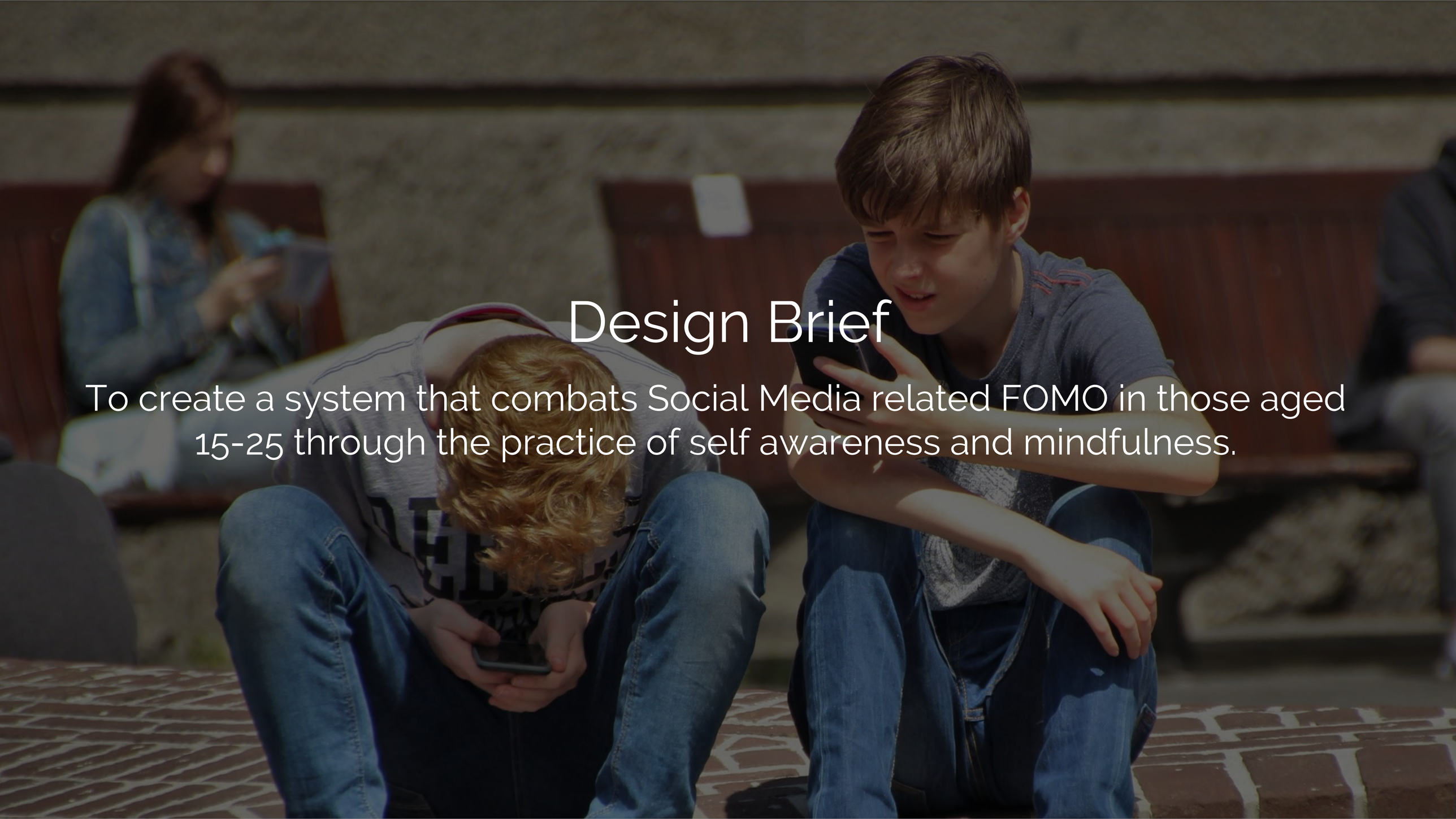
6 **User Evaluation**

A little research into why we think this could be a real feasible product to tackle the market



Design Brief

To create a system that combats Social Media related FOMO in those aged 15-25 through the practice of self awareness and mindfulness.

Introducing...

FOMO NOMO'

A Watch and Belt combination that notifies users if they are experiencing high levels of FOMO and provides exercises to reduce its short and long term effects.

Product Video

FOMO NOMO PROMO

What is FOMO?

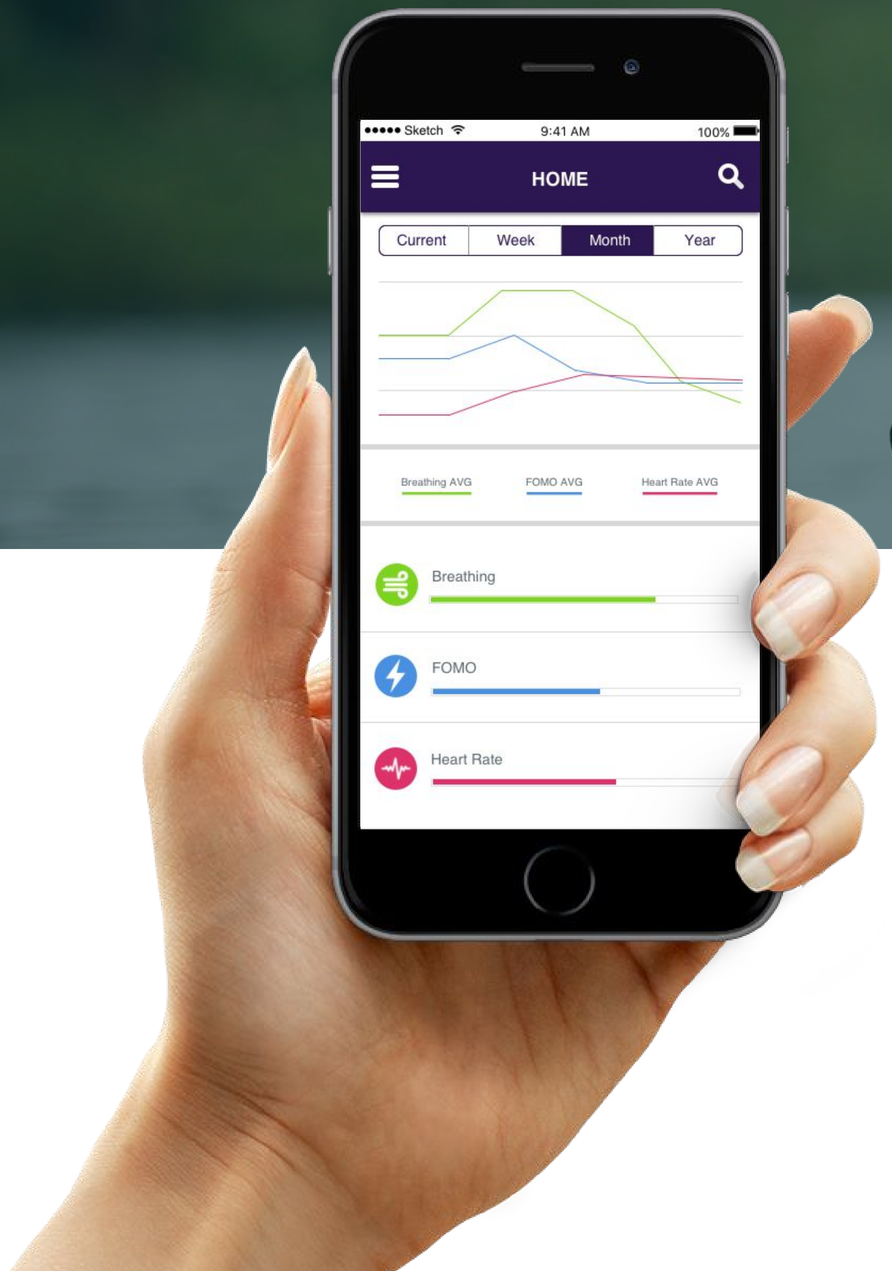
As of 2017, there are

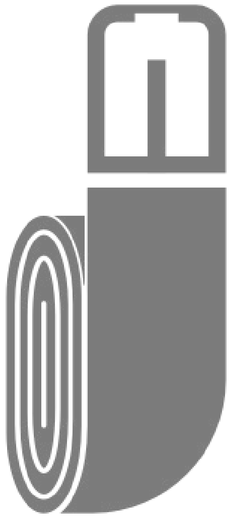
2.32 billion smartphone users worldwide

With increasing connectivity with their friends through social media, one in two teenagers feel they are "missing out" on the seemingly perfect lives that others portray through social media [1]

[1] Australian Psychological Society Stress and wellbeing in Australia survey, 2015

Our belt and watch connect live data to the app.



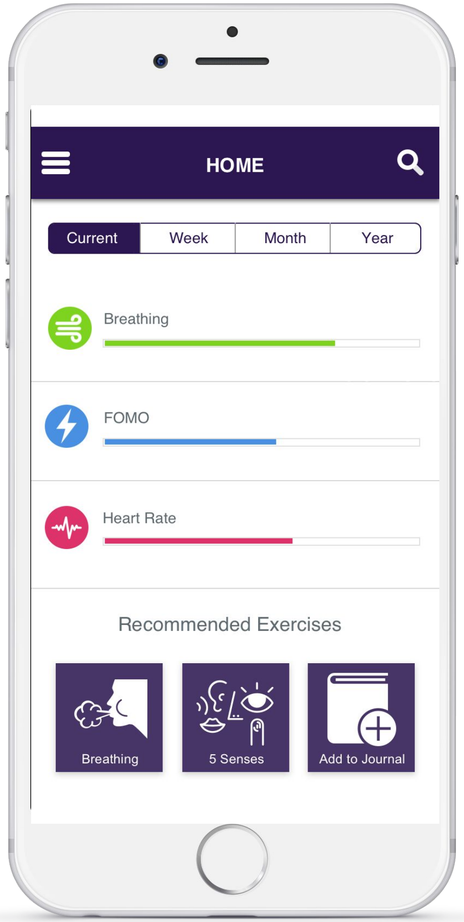


Application Features

Cross Platform Design
We Purposely designed our app to function on both IOS and Android devices.

Live accurate data
We provide live data straight from the watch and belt. We store all of this data in the cloud so you can switch to new phones and watches with ease.

Mindfulness exercises
Weekly updated exercises designed to help bring down FOMO levels.



Notifications
Our app allows its users to choose the notifications they want to receive so they can enjoy the apps experience more.

User Friendly
The app is both aesthetic and easy to use with a clean and simple design which allows users to navigate with ease.

Designed to improve health, not to make money

Our Process

Research

We conducted research on FOMO as well as market research on competitors aiming to address FOMO.

Ideation

We began coming up with various different concepts which we evaluated.

Design

After deciding upon a final concept we began designing and refining solutions

Prototyping

We then began creating a range of low through to high fidelity prototypes.

Evaluation

We then performed several User Testing and Evaluation sessions gaining valuable feedback on our prototypes.

Iteration

We continuously refined both our overall design and prototypes based upon user feedback we received.

Research

Target Audience

01

15 -25 years old

[2] Teens are connected to social media more frequently than adults, and out of all the survey participants, teens are significantly more likely to experience aspects of FOMO such as:

- Fearing their friends are having more rewarding experiences than them (54% agrees);
- Worrying when they find out their friends are having fun without them (0% agrees); and
- Being bothered when they miss out on planned get-togethers (63% agrees).

[2] Australian Psychological Society Stress and wellbeing in Australia survey, 2015

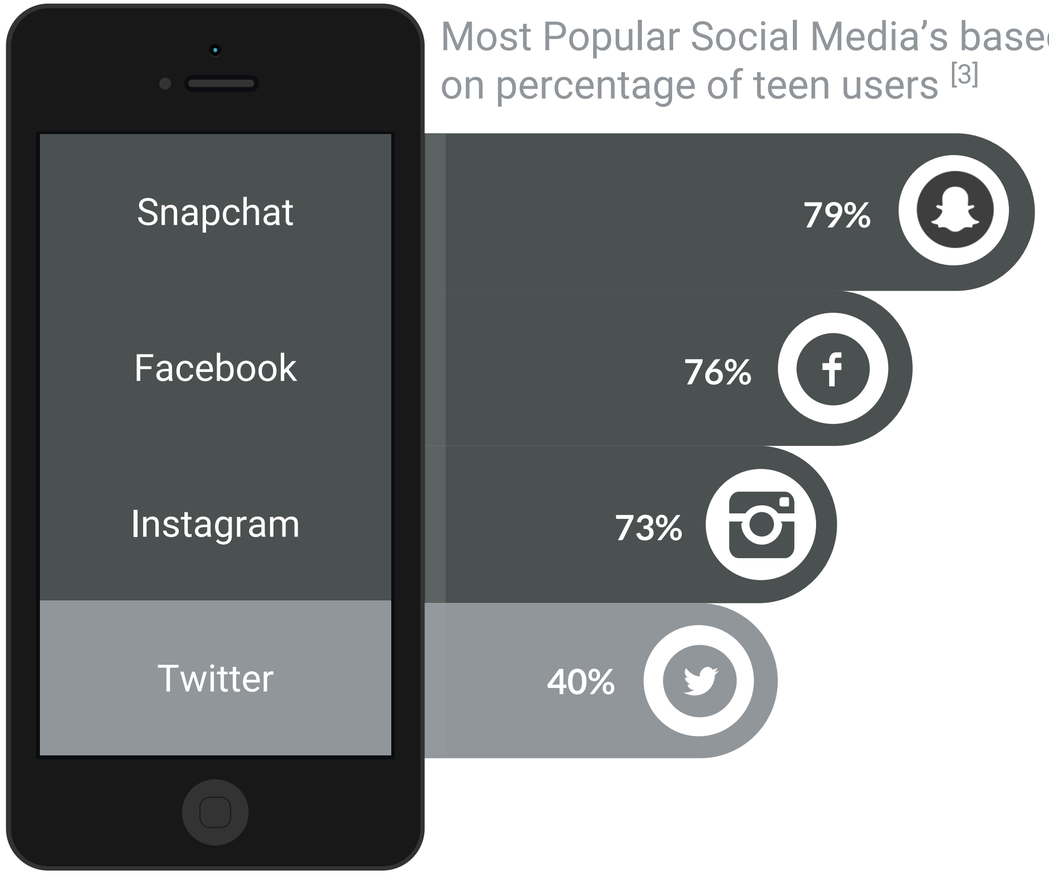
Criteria	Spire	Wellbe	Bellabeat
Portable	✓	✓	✓
Focus on mindfulness	✓	✓	✓
Breathing Sensors	✓	✗	✓
Heart Monitors	✗	✓	✗
Companion app	✓	✓	✓
Responsive feedback	✓	✓	✓
Unobtrusive	✓	✓	✓
Accurate data	✓	✗	✗
	Score = 7/8	Score = 6/8	Score = 6/8

Competitor Research - Wearable Mindfulness devices

Competitor Research - Social Media Blockers

Criteria	Freedom	Focus	Cold Turkey
Connect to sensors	✗	✗	✗
Focus on mindfulness	✗	✓	✗
Free trial > 30 days	✗	✗	✓
One off payment	✓	✓	✓
Mac version	✓	✓	✓
Windows version	✓	✗	✓
IOS version	✓	✗	✗
Android version	✗	✗	✓
	Score = 4/8	Score = 3/8	Score = 5/8

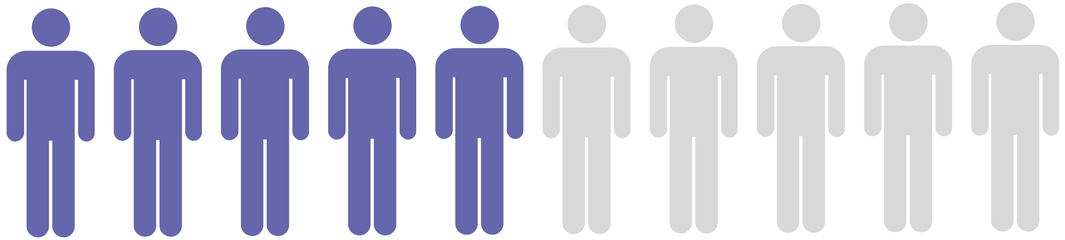
Social Trends



Most Popular Social Media's based on percentage of teen users [3]

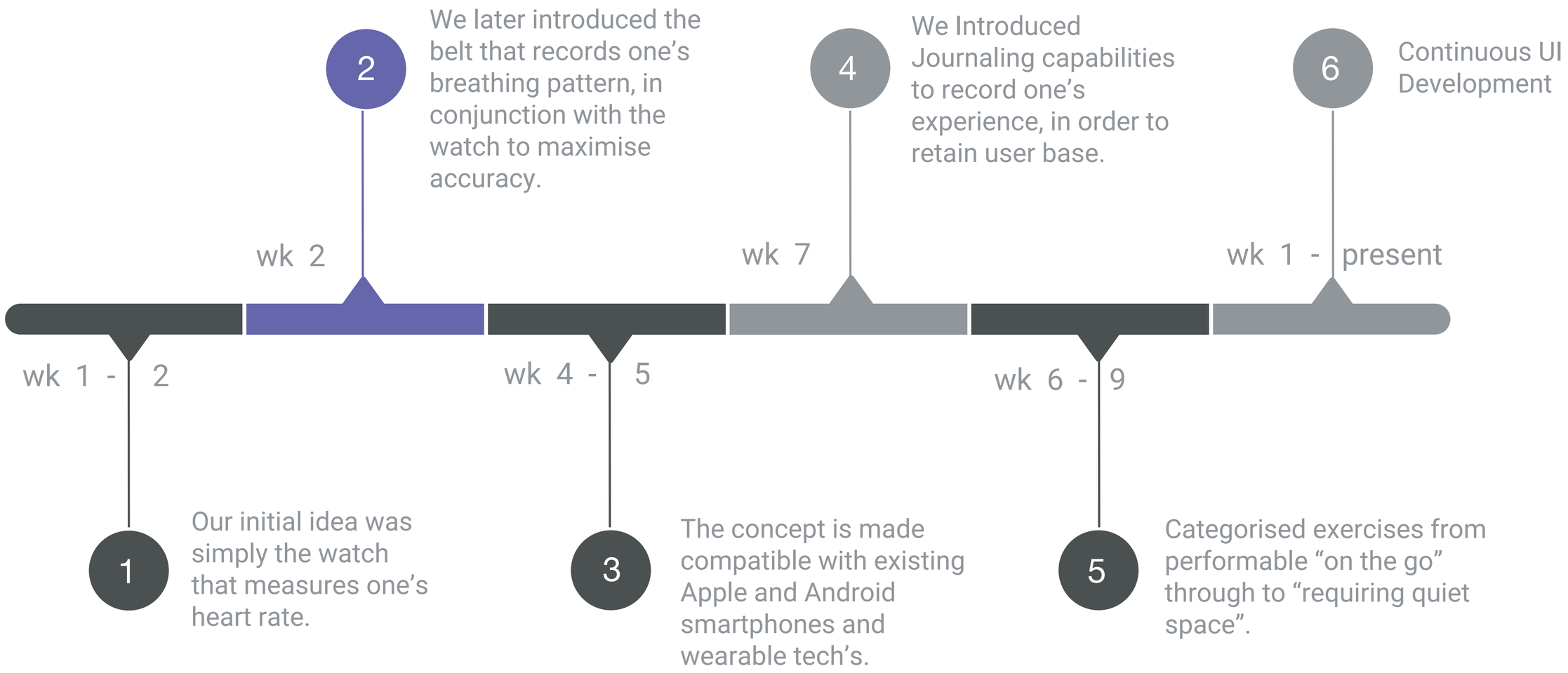
5 of 10 teenagers

Suffer from FOMO [4]



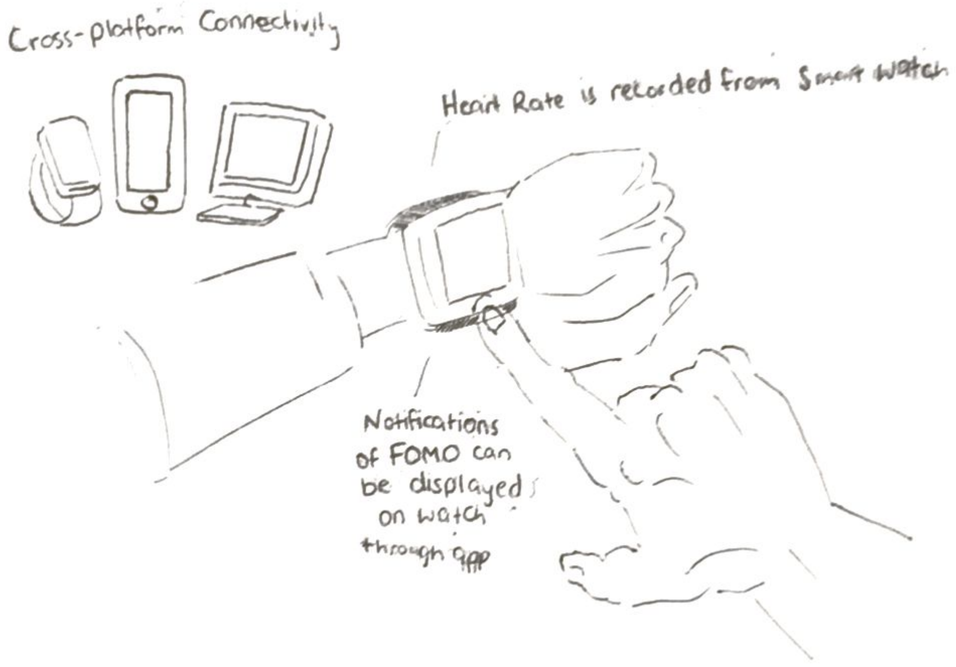
Design Evolution

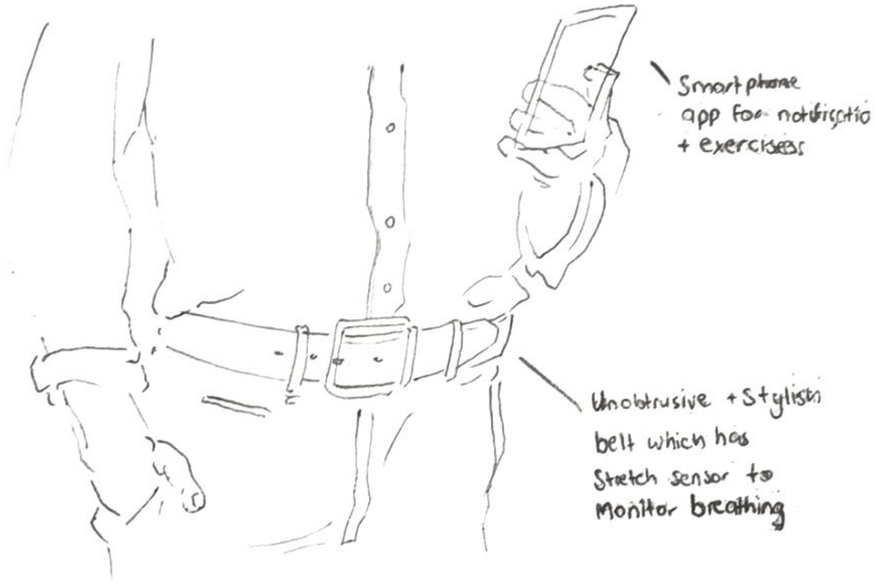
Design Evolution



Original Concept - Belt/Watch

Utilises a smartwatch with a Heart Rate sensor and a belt which has a stretch sensor to determine if a user is experiencing FOMO-related stress. When a user's readings indicate they are stressed while using social media a notification is sent to their connected devices, which leads to them to be aware of possible sources of stress, and they would be suggested to complete mindfulness and self awareness exercises, or take a break. Users are also given the freedom to ignore the notification and continue, as we ensure that all actions taken towards a healthier mind are voluntary by the user.





Prototype Stages

UI Development

Wireframes

Demonstrate layout and structure.

Mockup

Demonstrate Visual aspects

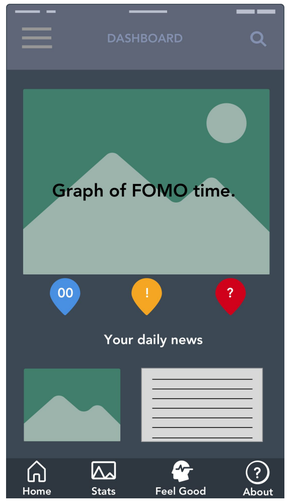
Interactive Mockup

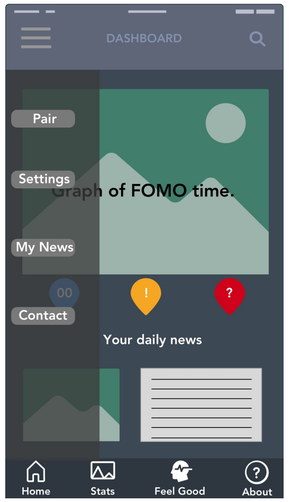
Making iteration based on user evaluations

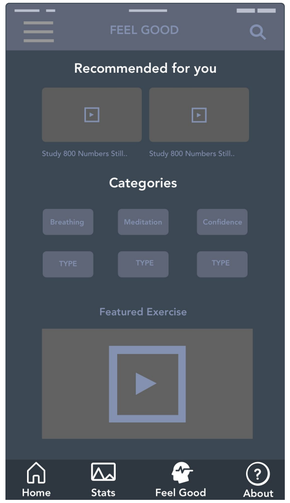
Final Application

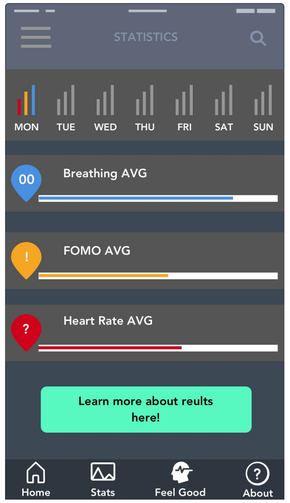
Development of final application to collect real-time data

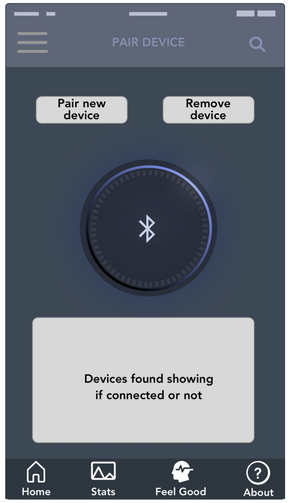
Wireframes







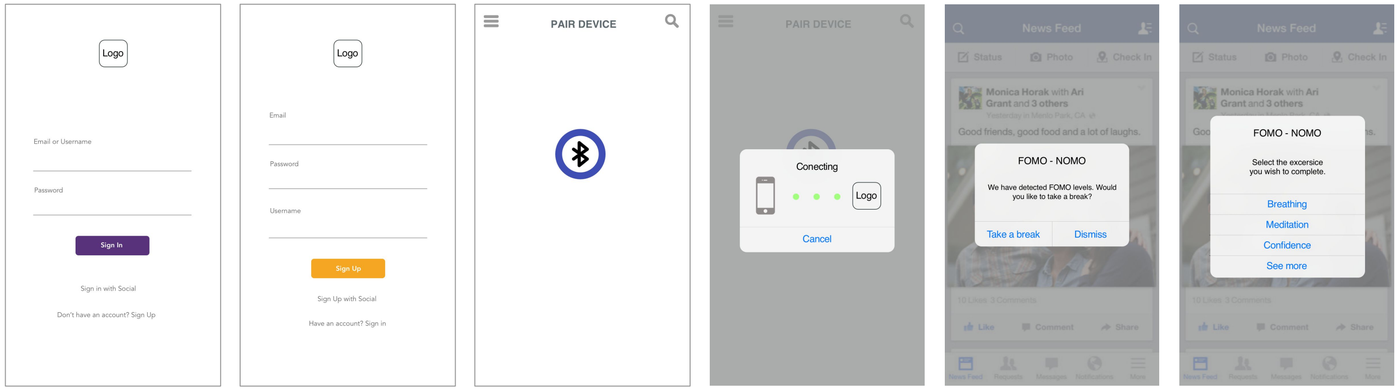


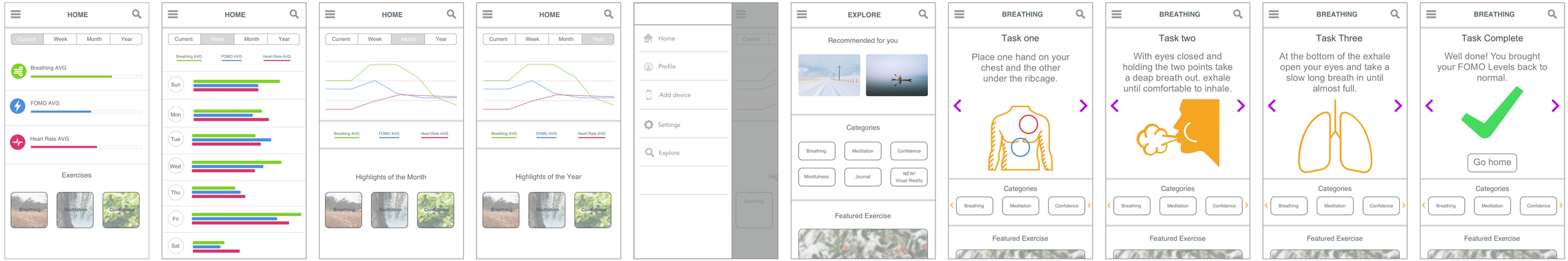


We began our prototype by creating a series of wireframes. These wireframes aimed to demonstrate the basic layout of the Application UI and helped us to decide what content we needed to create for the app.

Mockups

We then turned the low-fidelity Wireframes into Mockups, expanding to include login/sign up screens as well as more extensive data visualisation. We also began prototyping one of our exercises, the breathing exercise which became the template for future exercises.





Hi-Fidelity Mockups and Click Through

We continued to refine the UI while also prototyping our other exercises. We decided to include a video for the breathing exercise which followed a breathing for mindfulness script. We then began creating scripts for the other exercises and prototyping the workflow.

Arduino Process

Design Concept

Initial designs of what we wanted our final products to look like as well as designs of what we think our prototypes would look like.

Arduino Setup

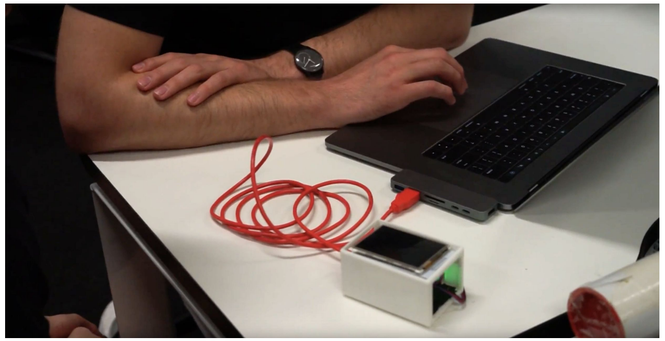
Setting up the arduino with sensors aiming to use as minimal a setup as possible.

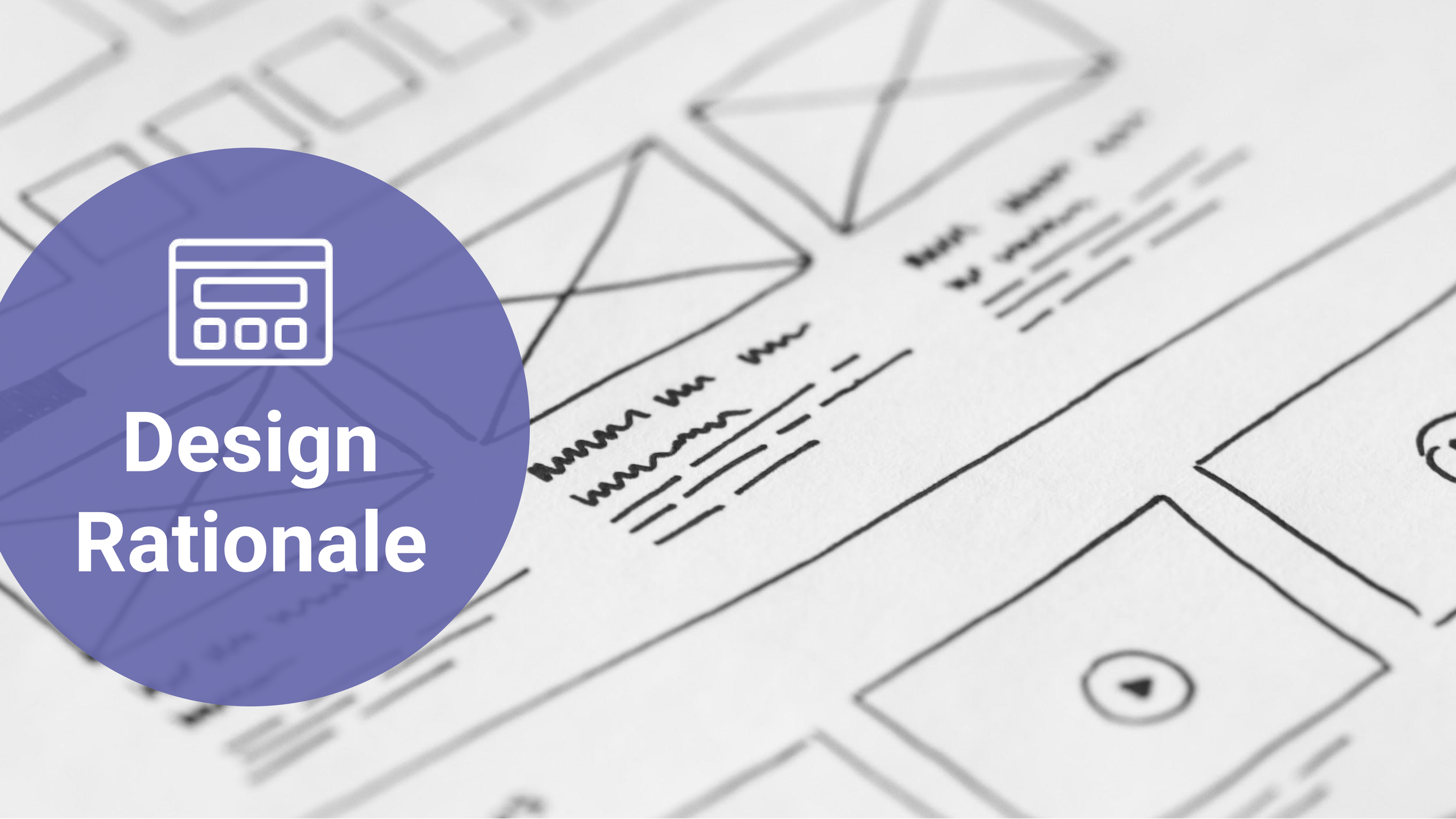
3D Case Printing

Printing of the Watch prototype housing using the 3d printers and ensuring all the components fit correctly.

Belt Creation

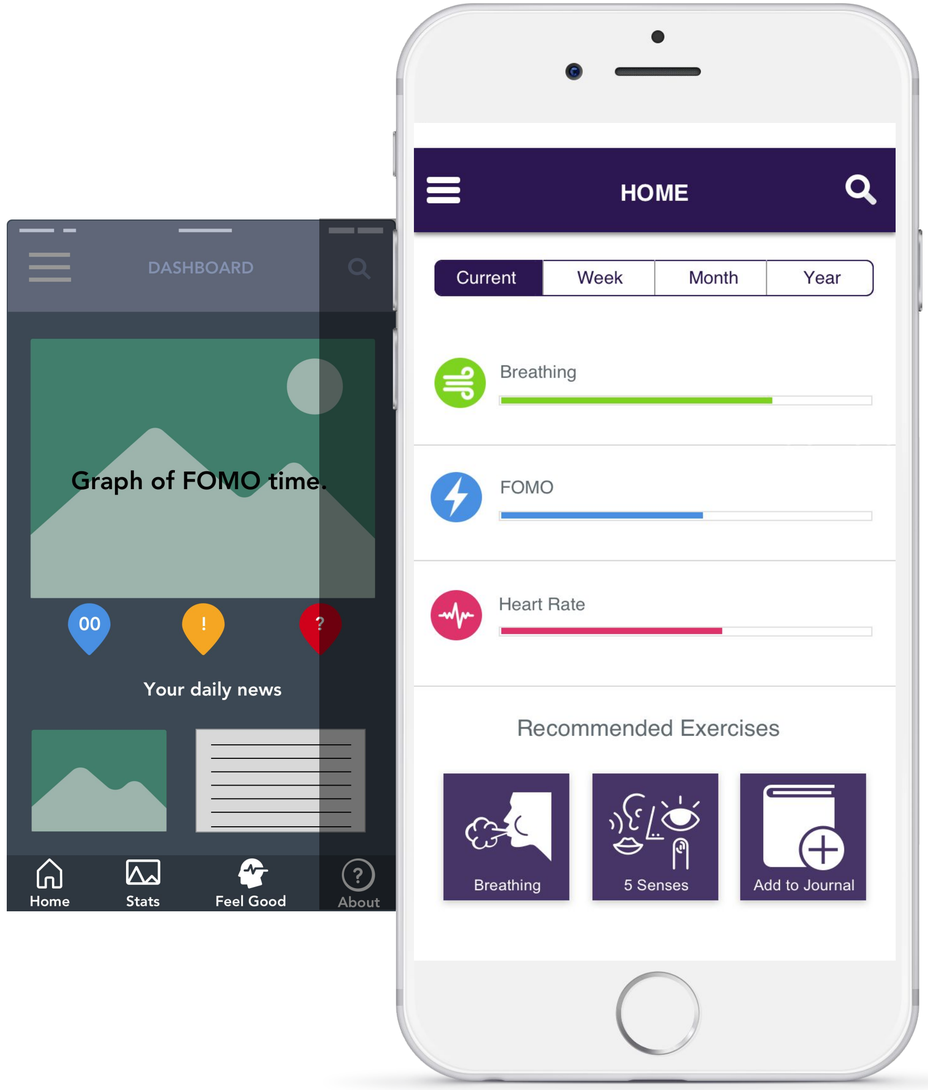
Building our belt using the arduino casing and cutting a strip out of the back to create the space for stretch sensor.





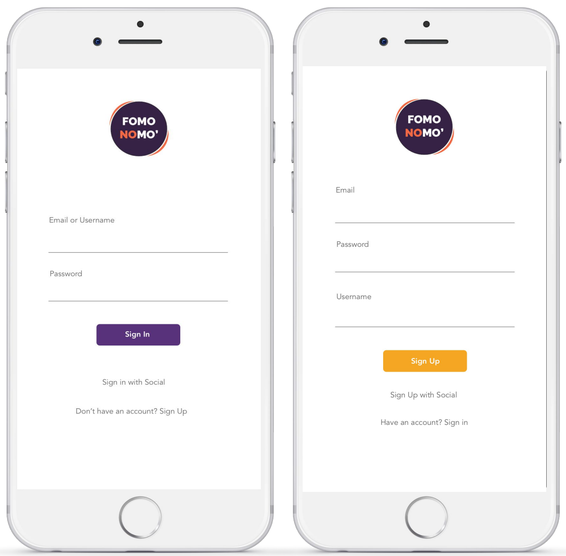
Design Rationale

Started from the bottom now we're here.



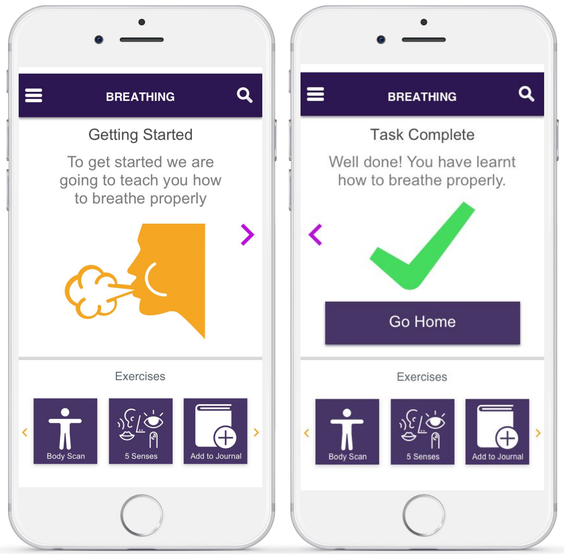
Design Rationale Overview

The application is consisted of the following major aspects:

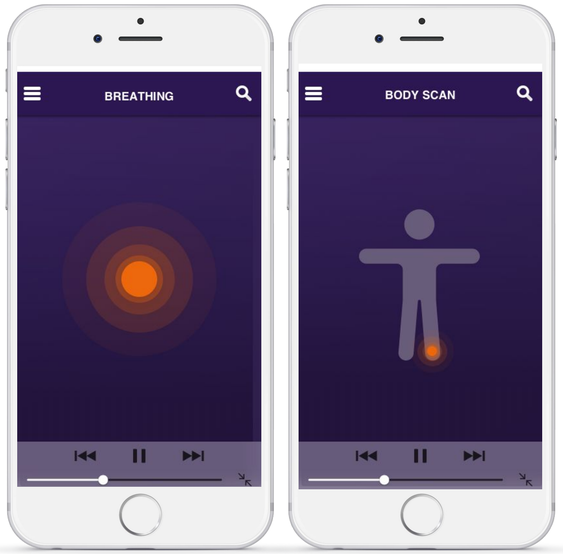


Log in / Sign up

Data / Explore



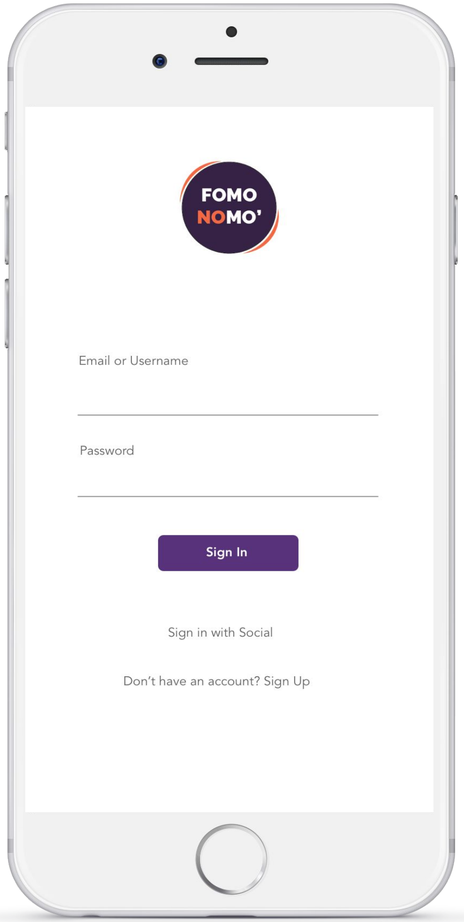
Exercises

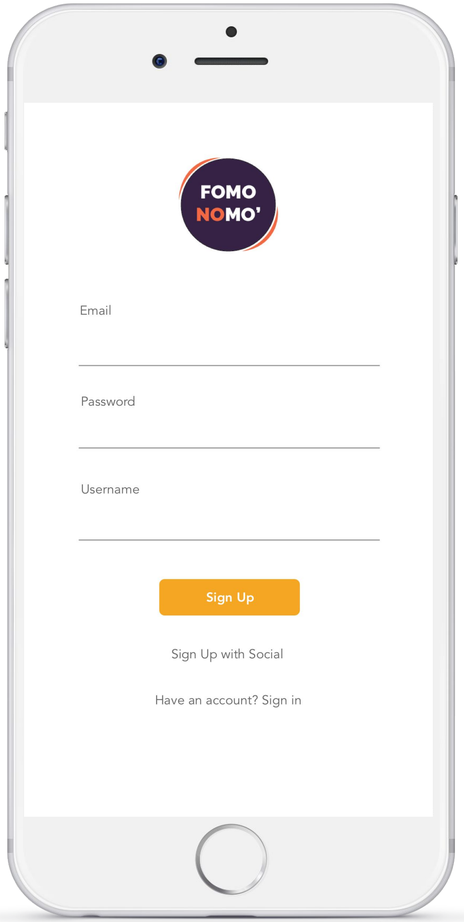


Video Walkthrough

Further information in the following slides:

Design Rationale





Login Screens

Our login screens are based on Google's Material Design elements in order to improve consistency across multiple devices and platforms and to create a clean and aesthetic design.

Logo

The Logo was created to allow the application to easily be identified at first glance. Its circular shape helps it to be easily used as its app icon across multiple platforms, especially WatchOS.

Design Rationale

Data Visualisations

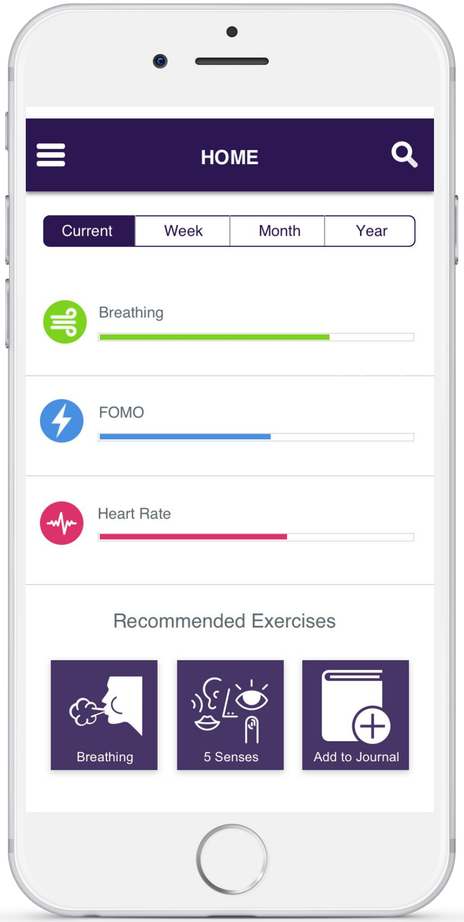
Our data visualisation screens are heavily inspired from the Spire and Strava apps. Based on feedback from our previous iterations we removed the AVG data and replaced it with real time data that updates every thirty seconds.

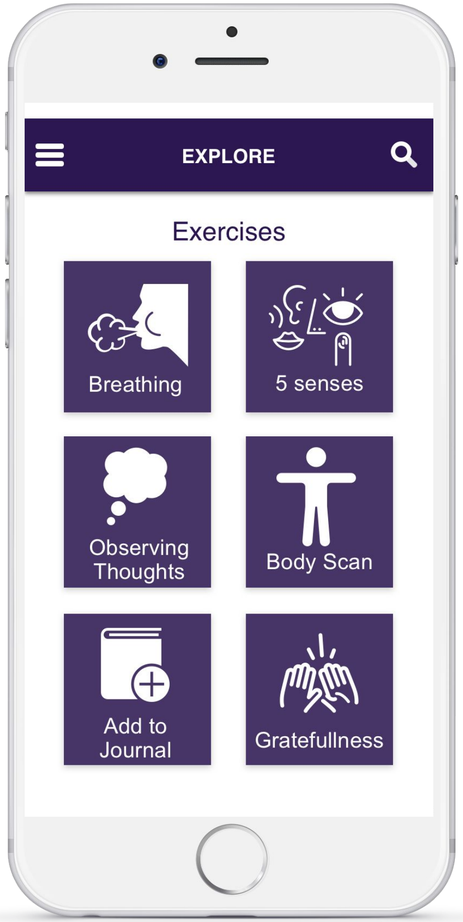
Cards and tab menu

A main theme with all our design work over the semester was to implement cross platform compatibility.

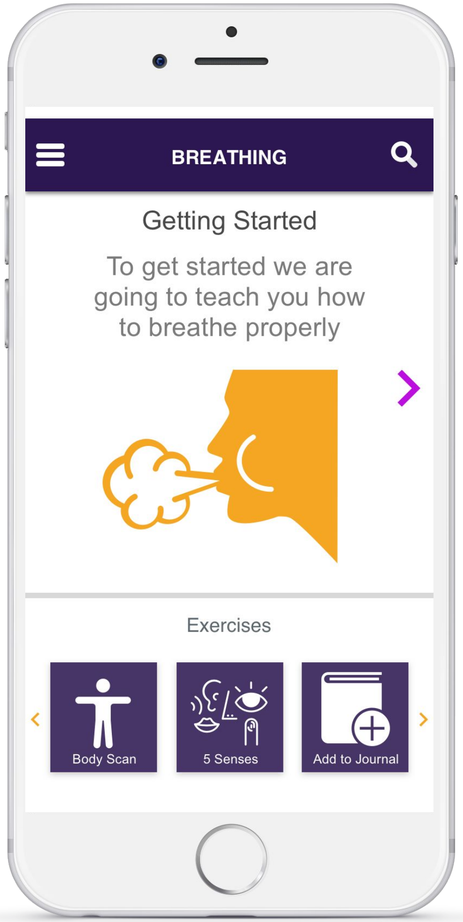
We utilised generic tab menus for switching between data views.
This tab form is perfect for our theme of cross platform as it works well on both IOS and Android when implemented through React Native.

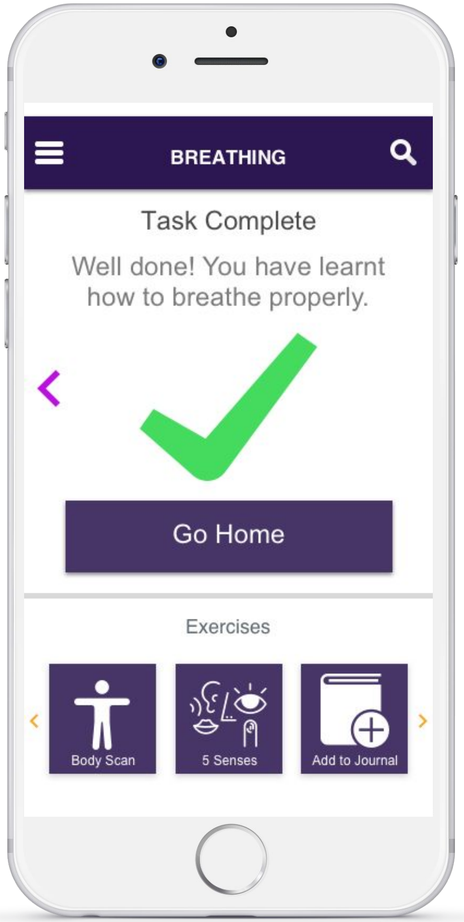
The cards used for the explore screen increases the apps readability and also its general usability with people being able to distinguish options by associating them with the images.





Design Rationale





Exercise screens

Our exercise screens boast concise yet informed text backed by bright visual aid that guides the user through the initial steps of how to complete the tasks.

Cards

Access to other exercise cards the entire time. We aimed to keep our users engaged and one way of doing that was to give them constant access to further exercise cards both during and at the end of a current task.

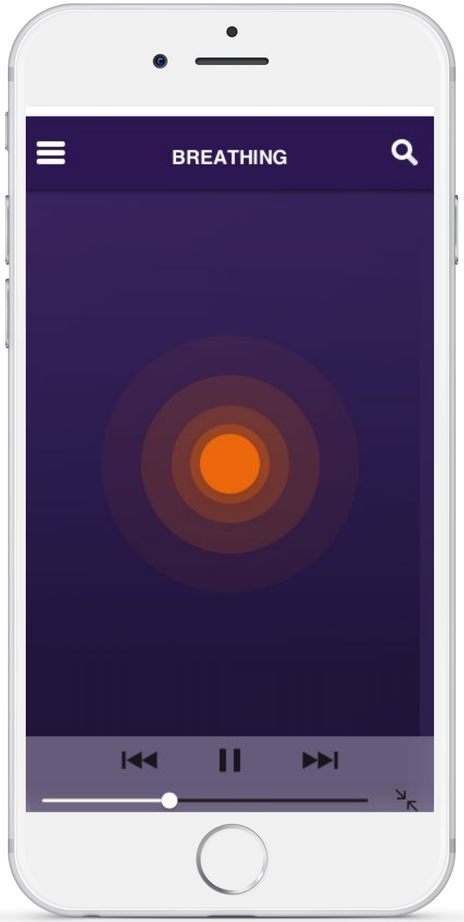
Design Rationale

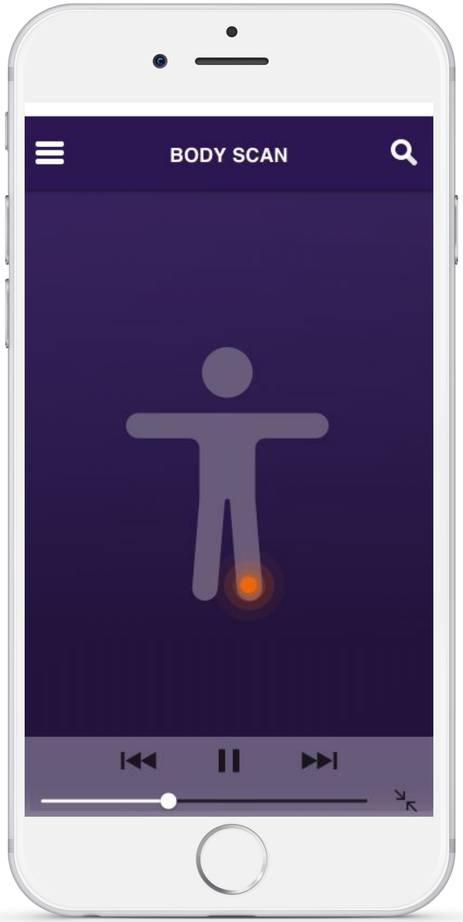
Video Walkthroughs

The user is guided through the breathing and body scanning exercises through the use of video. These videos utilise professional guided meditation scripts. They also feature visualisations of the exercise to supplement the script.

Ideally these exercises would be able to be tailored according to the users level of experience.

We are aware of the possibility that many users do not want to utilise video walkthroughs as they may be in busy areas with no headphones or short of time so we have made this video option possible to be disabled through profile settings.



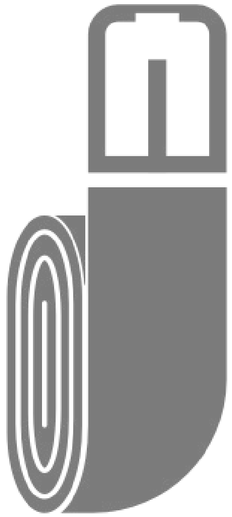


Product Design Rationale

UNOBTRUSIVE
We designed our products around the theme of being unobtrusive. Creating wearable tech in items that majority of the public would generally wear on a daily basis.

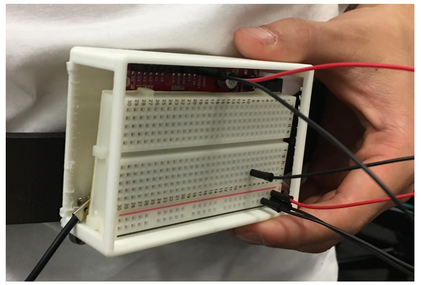
EASY TO USE
Sensors within the product's function on their own " unobtrusively" leaving the wearables to function as normal.

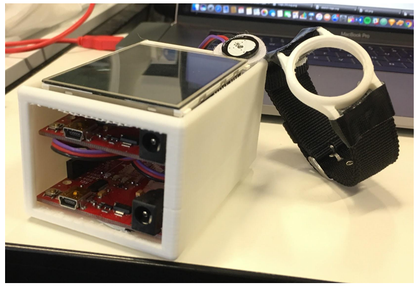
RELIABLE DATA
Data is captured using an arduino and sensor that sends serial data directly to the app for storage via bluetooth.



SENSORS
We decided to use stretch and pulse sensors to ensure accurate data capture in an unobtrusive way.

RELIABLE DATA
Buying and selling a product or service





INTEGRATION WITH IOS AND ANDROID
Buying and selling a product or service

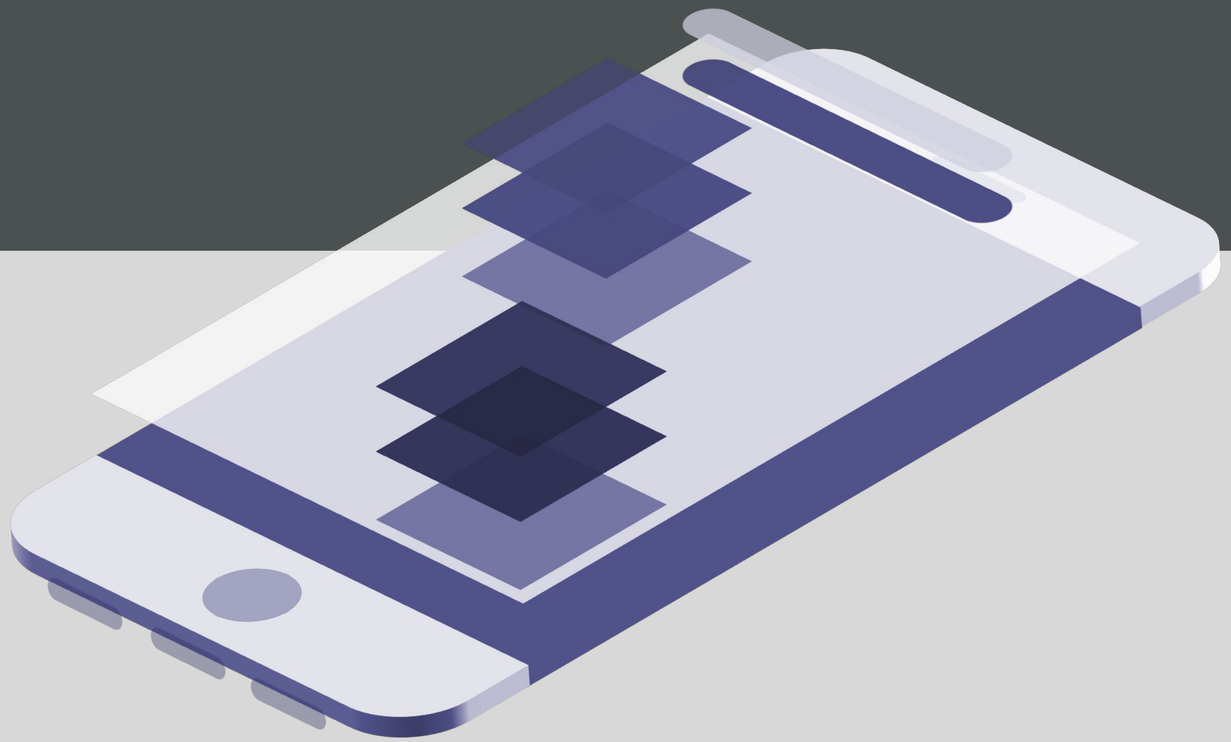
The Tech That Powers It All

React

node JS

socket.io

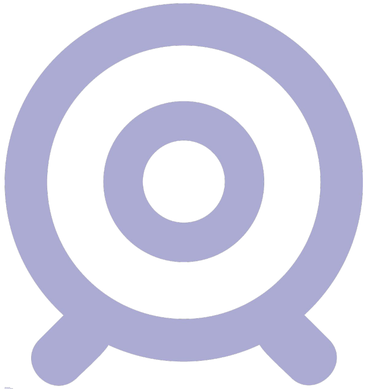
D3



User Evaluation

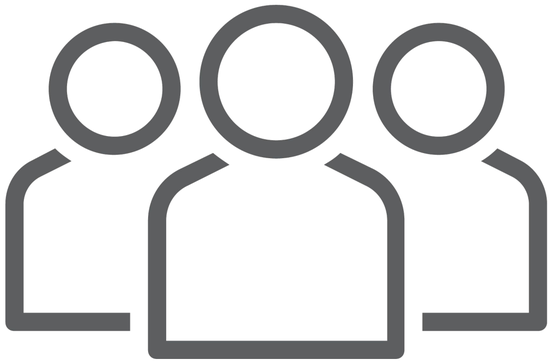
User Evaluation Strategy

Goals



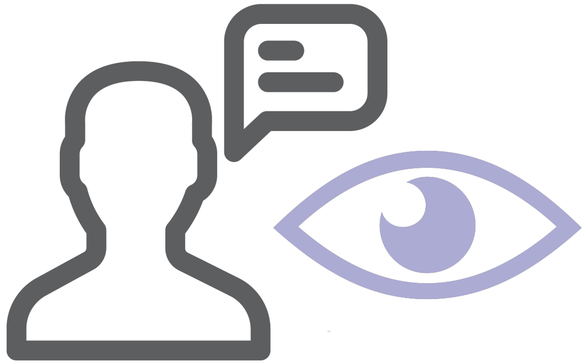
Our evaluation goals were to determine our data set ranges in terms of min and max heart rates and finding base FOMO levels based on the combination of heart rate and breathing Speed. We also wished to further refine our exercises and evaluate their effectiveness.

User Group



We ensured that we mostly selected individuals in our target age group of 15 - 25 year olds to participate in our user testing. These participants had varying levels of social media usage as well as FOMO. We also performed user testing with individuals whom were particularly skilled at meditation and mindfulness and thus were able to establish a base FOMO level as these participants were able to reduce their FOMO levels on their own.

Methods



We used two main methods of User Evaluation; Observational Study and Think Aloud. We found these methods to be particularly successful as we were able to collect extensive amounts of information. Testing was able to be completed within a limited time, allowing participants to remain engaged throughout the process. However we did find that the prototype belt we had created was not suited for testing with all users as there were issues with sizing i.e it was too large for some people and too small for others.

“I can see how “insane” a lot of my former activities were. I noticed this right after then (user testing session).”

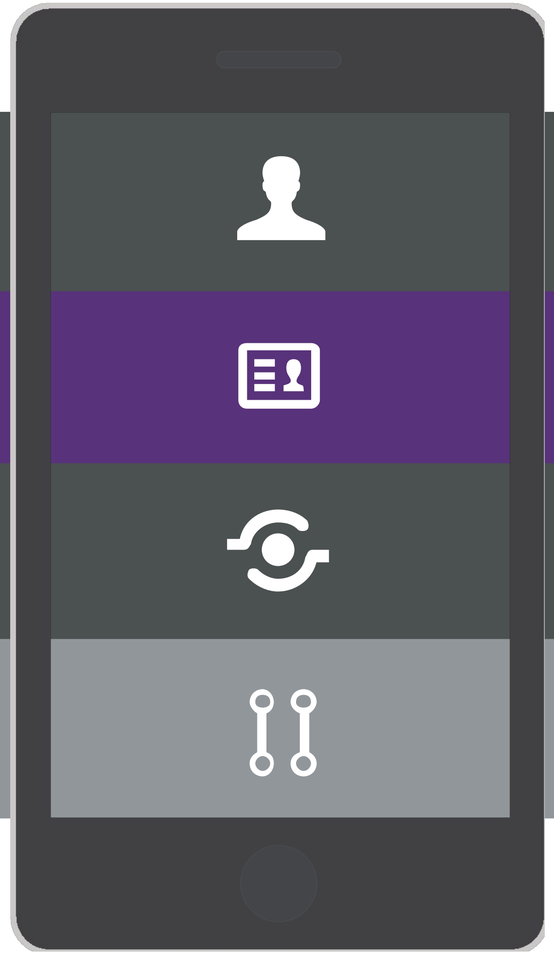
“I feel like this is one of the best responses to modern information overload”.

“ The belt and watch combination allows heaps of room for personalisation, it’s not only a mindfulness device but a fashion accessory!”

“FOMO is definitely a common problem for me. Sometimes it’s hard when you only see the best parts of people’s lives while you might be going through the worst of yours. This device would really help me to stop and take a moment to feel better about myself”

Market Potential

4 Benefits of FOMO NOMO



01

Unobtrusive and Stylish

The combination of ergonomical watch and belt designs, makes adapting to a healthier and more peaceful lifestyle, that much easier.

02

Supportive, not Demanding

We understand that it does not take simply a day to achieve mindfulness, therefore we are here to guide you along the journey.

03

Sustainable Change

FOMO-NOMO aims to help users get rid of FOMO for good, by implementing systematic and long term exercise plans.

04

Groundwork for expansion

The foundational technology we implement in FOMO NOMO enables us to explore potential to expand into other products in the future, for different user needs

References

[1] [2] [3] [4] Australian Psychological Society Stress and wellbeing in Australia Survey (2015). [ebook] Australian Psychological Society, pp.30-38. Available at: https://www.psychology.org.au/Assets/Files/PW15-SR.pdf [Accessed 20 Oct. 2017].