

Momento

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Generative Research Methods

Diary Study

- ▶ Daily relationship check-in
- ▶ Five days

Interviews

- ▶ Diary study follow-up
- ▶ Exploring communication and journaling

Conducted with **8** individuals who are in relationships, aged 20 - 51

Insights

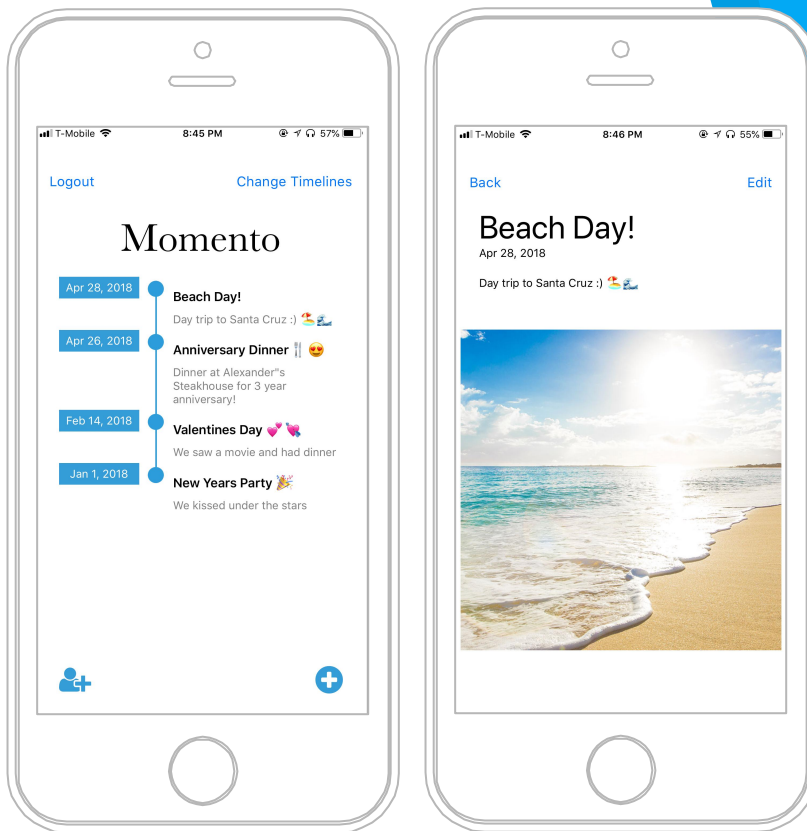
1. People value journaling about their relationship, but become discouraged because it frequently becomes negative
 - a. *“There was also like a relationship component of journaling, which at the time really did focus on just the negative... Looking back on that I'm not totally stoked about how that went down and so [I'm] more reluctant to do that.”*
2. Couples highly value reminders of past happy memories
 - a. *“I got him a Pusheen, from the time we went to the night market. He carries it around.”*
3. Frequently expressing gratitude drives happiness

Momento



Private **timelines** shared between individuals in a relationship

Composed of **moments**, meaningful shared experiences and feelings

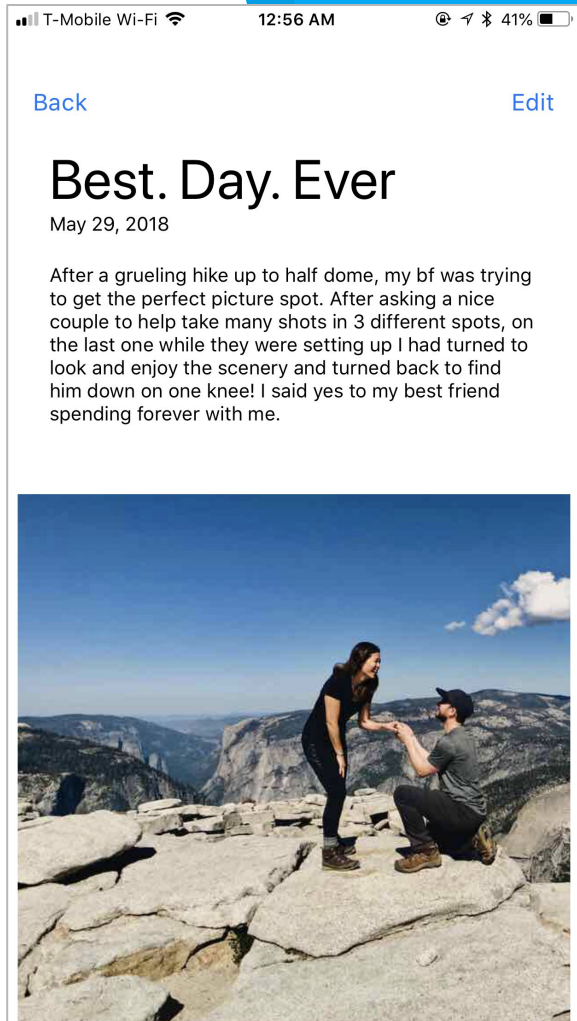




Demo

Field Study

- ▶ Tested app with **8** couples over 10 days on both Android and iOS
- ▶ Conducted **interviews** and a **content analysis** at the end
- ▶ Users were young professionals and graduate students in monogamous and heterosexual relationships, between the ages of 22 and 30



Daily Active Users

Overview



Users

Start of Test

16



Sessions

Start of Test

63



Screen Views

Start of Test

651



Screens / Session

Start of Test

10.33



Avg. Session Duration

Start of Test

00:04:04



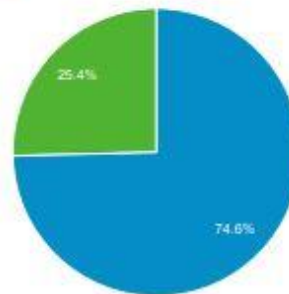
% New Sessions

Start of Test

25.40%



■ Returning Users ■ New Users



Total Events



Key Interview Insights - GLOWS

- ▶ Momento helped users practice gratitude and appreciate their partner
 - ▷ *“It was nice to appreciate things about each other that we never have a trigger to think about.”*
- ▶ Revisiting shared moments functioned as a powerful reminder of good times
 - ▷ *“It can be hard to appreciate photo albums while you’re making them, but then it’s great when you get to watch them.”*

Key Interview Insights - GROWS

- ▶ Onboarding and log-in got in the way
 - ▷ *“The login [and onboarding] experience was pretty awful. Eventually, it got sorted out, but dang.”*
- ▶ Unequal posting produces frustration for the active poster
 - ▷ *“The one time [he] used it, I thought, ‘I wonder why [he] chose that photo,’ but I also thought, that’s nice that he’s contributing and I’m not the only one doing it.”*

Content Analysis (Moment Categories)

1. Events (40%)
 - a. Firsts
 - b. Important milestones
2. Expressing gratitude (40%)
 - a. Appreciation for acts of service
 - b. Qualities one likes in their partner
3. Humor (12%)
 - a. Inside jokes
4. Affection (8%)

Next Steps

- ▶ Simplify and improve onboarding and log-in
- ▶ Expand functions that promote gratitude and appreciation
- ▶ Expand on what information a moment contains
- ▶ Figure out how to encourage less active partners to match their rockstar partners

Thanks!