

# Spring BOARD

An app that enables users to meet their daily goals by magnifying personal success into positive social impact.

## First World Problems

In our comfortable lives, people need motivational strategies to develop healthy habits. Mundane things prevent us from changing our behavior: boredom leads to eating, impulse leads to overspending, etc. The rewards for commitment are too small. Meanwhile, our busy schedules isolate us from the bigger problems outside of our bubble, and highly-productive, socially-conscious individuals don't have time to find important causes or effective charities to support.



Walk the Dog



Eat Breakfast

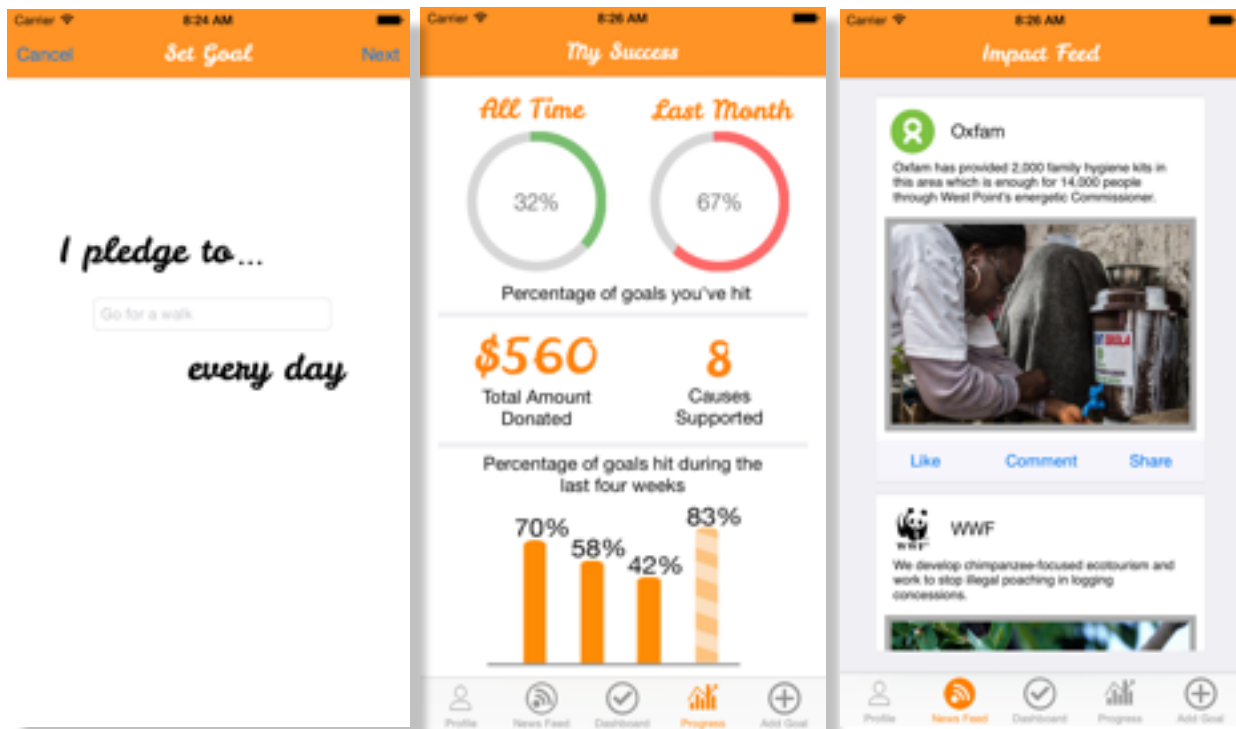


Study for the GRE

We want to capture the best of both world. Charities are desperate to connect with donors. Potential donors want to help but feel disconnected from problems aren't part of their daily lives. SpringBoard connects these groups, giving positive feedback to goal setters and motivating the world.

## The SpringBoard Solution

Springboard is an app that enables users to hit their goals by magnifying personal success into social good. Springboarders set a goal, donate to charity each time they achieve, and track their progress along side their impact. We're on a mission to promote meaningful productivity and connect charities to continued supporters around the world.



Set a goal

Track your  
progress

Share your  
success

# Meet the Team

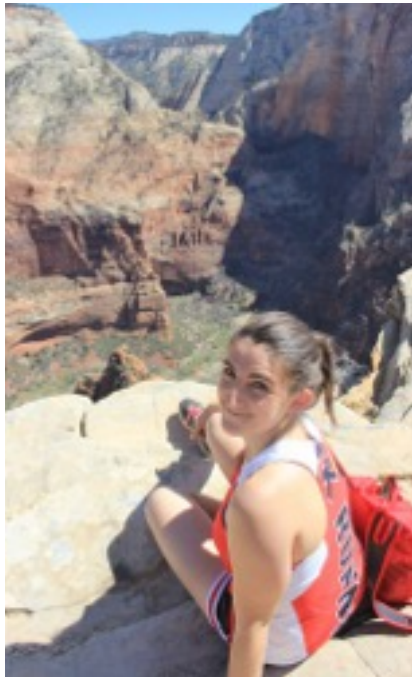
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We are hikers and strategists, environmentalists and acrobats, programmers and artists, on a mission to reinvent goal setting and positive impact by amplifying the small successes of individuals.



**Tejas  
Shah**

Manager &  
User Testing  
MS, Computer  
Science '15



**Julia  
Enthoven**

Documentation  
Mathematical &  
Computational  
Science, '15



**Griffin  
Koontz**

Developer  
Computer  
Science, '17



**Clementine  
Jacoby**

Designer  
Symbolic  
Systems,  
'15

# Tasks

## 1. Logging goal progress (*simple*)

### Scenario

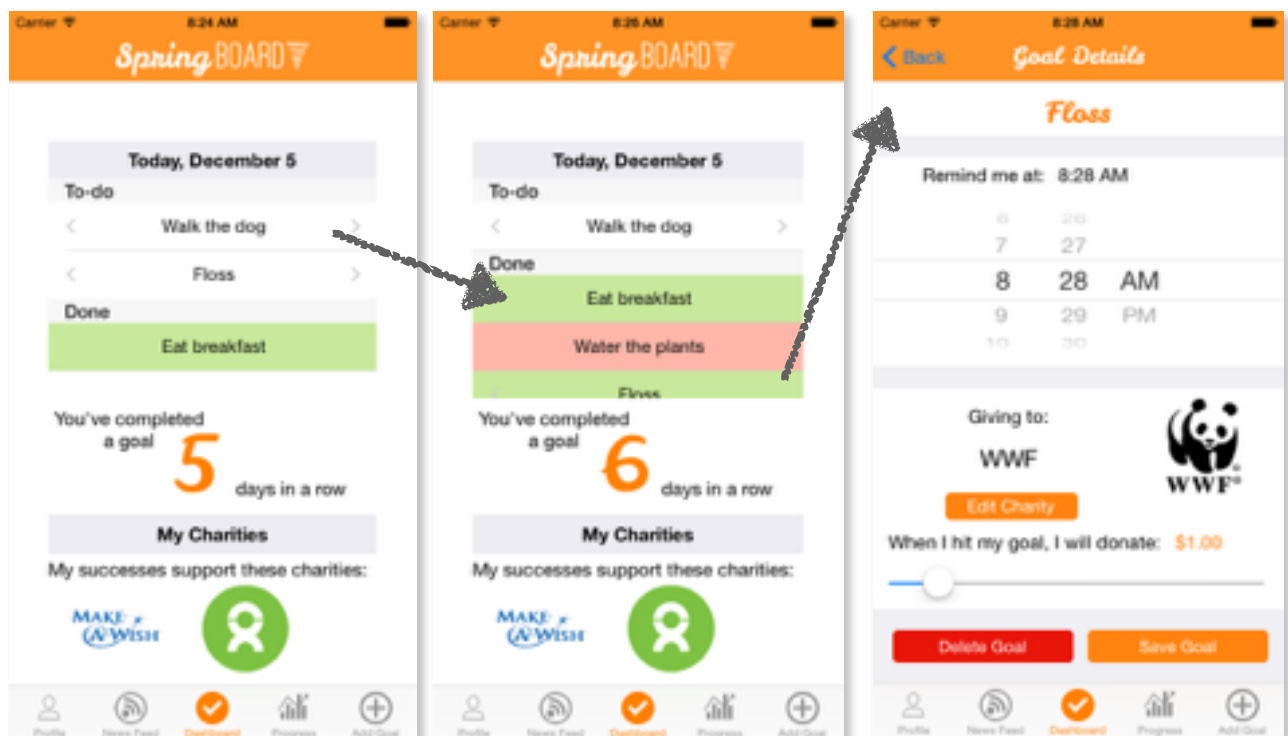
Margo is super busy, but still wants to set and track progress based on her goals.

### Justification

We saw from our contextual inquiry that people whose goals were visible and salient were more successful at staying on track. To support habit forming and consistency, many of our interviewees used alarms and reminders to help them achieve their goals. We noticed that the deliberateness required to check a box or log a goal encourages the goal-setter by refocusing them on their resolution.

### Key Questions

- How does Springboard employ reminders and check-ins to encourage logging and retention?
- What is the easiest way for a user to record their daily status? How do we make the routine of marking goals complete as quickly and seamlessly as possible



## 2. Setting up and adding a goal (*medium*)

### Scenario

You've just been to the dentist; she recommends you stop drinking soda. You'd heard about Spring Board and want to use it to boost your self-motivation and support your goal to stop drinking soda

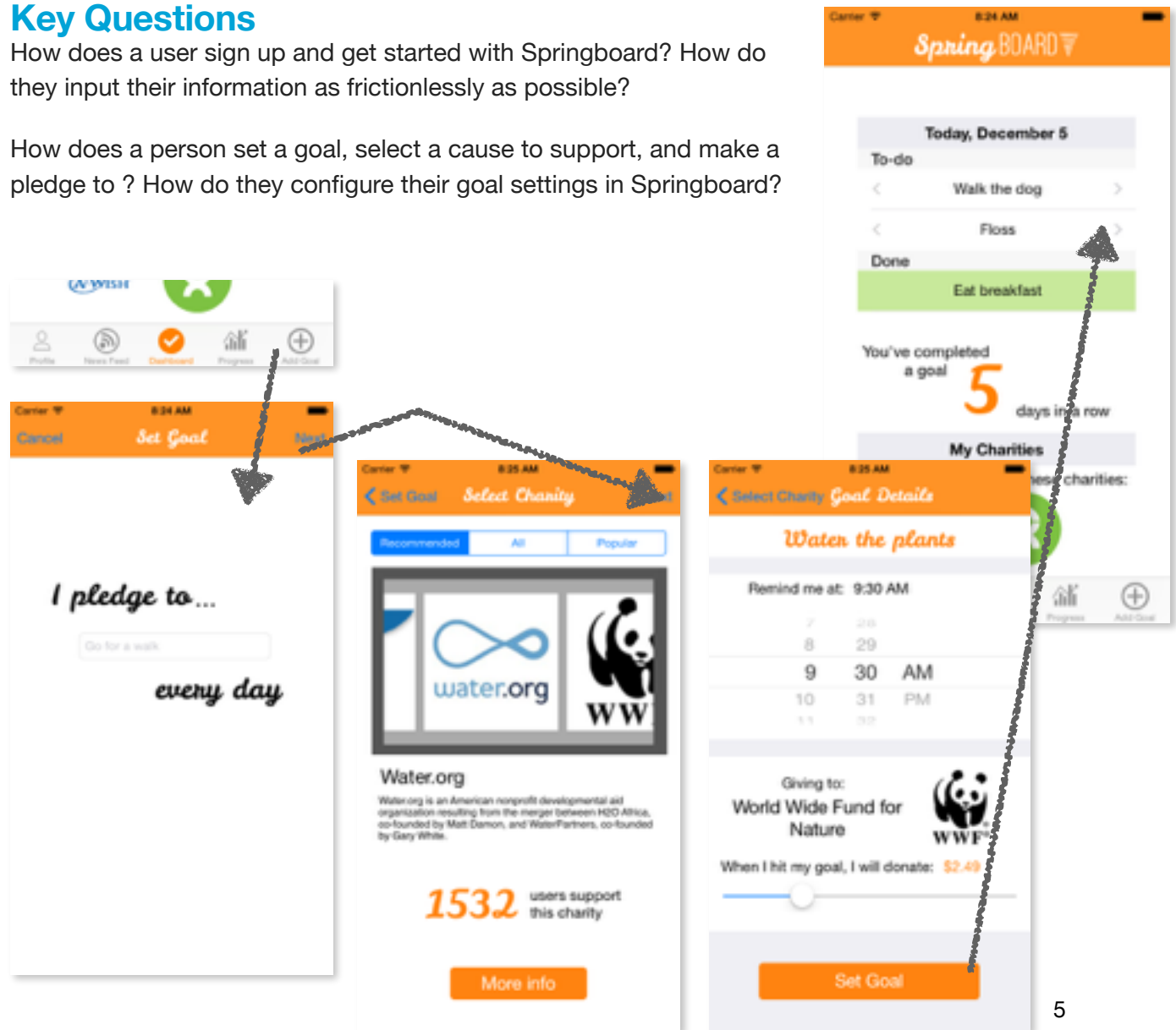
### Justification

Springboard is, first and foremost, a platform for users to set goals and make a charity pledges. We noticed that people often have resolutions that they wish they want to achieve but do not follow through, citing boredom and laziness as deterrents. Separately, we also noticed how isolated American's everyday lives often are from larger problems outside of the immediate environment. Setting a goal and making a pledge to charity

### Key Questions

How does a user sign up and get started with Springboard? How do they input their information as frictionlessly as possible?

How does a person set a goal, select a cause to support, and make a pledge to ? How do they configure their goal settings in Springboard?





### 3. Visualize progress and social impact (*complex*)

#### Scenario

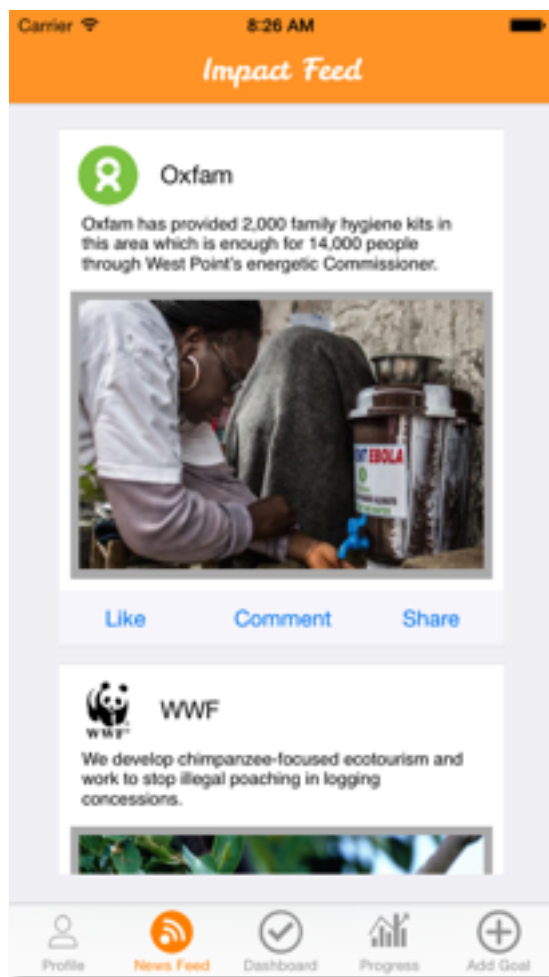
Jim has a goal linked to the W.H.O and wants to see how his success has impacted the wellbeing of others.

#### Justification

From interviews and contextual analysis, we've believed that people will be motivated by seeing how their donations can affect someone else in a less privileged position. Our subjects emphasized the importance of personal connection in both goal setting and charitable giving, so we choose this task to integrate the progress/social impact information.

#### Key Questions

- How do users review their history of goal adherence and donating? How can we use data visualizations to motivate users to continue sticking to their resolutions? How do we display success over time, improvement, trends, and dollar amounts?
- What is the best way to integrate information about social impact and goal progress so that the two are connected in a user's conceptual model?



## Navigation to Goal Details: Severity 4

### Description

“In the current design, after the user has finished setting up a goal, there does not appear to be a way to access or edit information about that goal such as what time the check-in notification will be sent or how much they are donating each time they achieve the goal. Perhaps it would be helpful to allow the user to click on their goals on the home page to see this information, so they don’t have to rely on their memory or wait until they get a notification to see what time it occurs. → Discussion revealed that goals can be edited by double clicking on them, but”

Med-fi    Hi-fi



*Added Affordance:  
When the user touches one of the list items, it turns gray, indicating actionability*

### The Fix

The evaluators were right; we designed the dashboard so that you could click on an item in the checklist and configure the goal’s details. Two fixes:

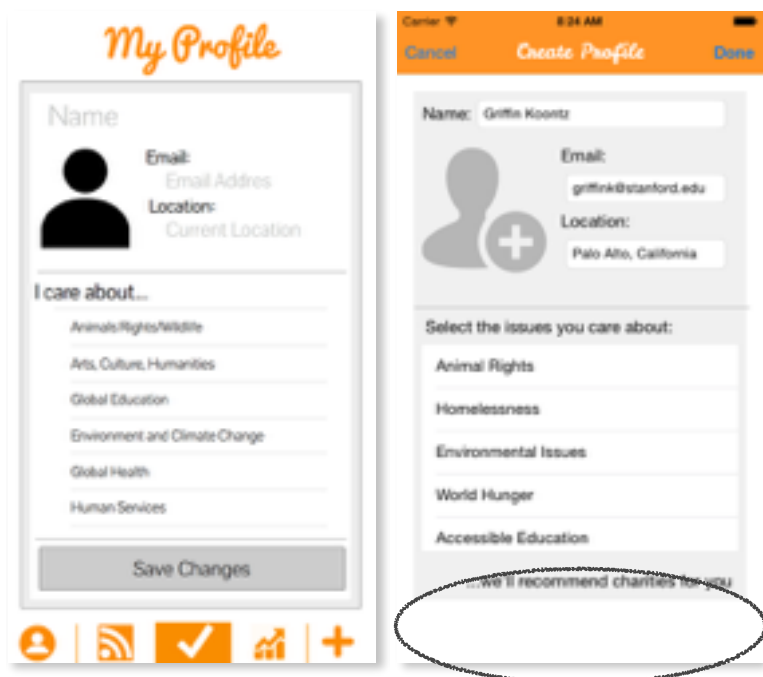
- **First**, we added an affordance to the list items such that if someone touches an item, it turns gray. We think that this informs the user that the object is actionable/responsive to tapping.
- **Second**, we think that on iOS, tapping list items to navigate to their details is more conventional and intuitive than it is on the desktop. We hope that the high fidelity version

Finally, we also believe that getting to the edit goals screen is easy to learn because the button is as close to possible to the object of interest. After the user is introduced to the app and how to edit goal details, they won’t have to be taught again.

## Nav Bar on Create Profile: Severity 3

### Description

“Upon logging in, the navigation is at the bottom of the screen. The distracted user that I am, I clicked on the appealing orange buttons before I finished making my account. It took me to an unfamiliar page, but from there I couldn’t go back or undo my action to get back to the registration screen. The navigation buttons are not necessary at all upon login, and should be removed to prevent such user navigation errors. By getting rid of unnecessary distractions, it also keeps the user focused on creating an account so they have a higher chance of making an account and using the application in the future.”



### The Fix

We took the nav bar off of the Create Profile screen, so that users only have one actionable item on the screen (“done”) and aren’t confused by choices.

## Nav on Charity Page: Severity 3

### Description

Broken back button in proto.io. Also, since there is a nav bar on the charity details page, it was possible for the user to navigate away from the create goal wizard unintentionally, losing their progress on creating a goal

### The Fix

We fixed the back button so that it takes you back to the previous screen (could be dashboard, impact feed, or select charity page in wizard). Also took out the nav bar to avoid confusion and error





## Repeat Donation Amount Selector: Severity 3

### Description

“There are two times someone can designate how much money he wants to give to the charity. There is a lack of clarity as to what each exactly means.”

### The Fix

We took out the amount selector on the “Select a Charity” page in the wizard and instead put it on the “Goal Details” page. We decided to keep it on the goal details page to limit the number of decisions required from “Select Charity,” which already has lots of information and potential distractions



## Notifications: Severity 3

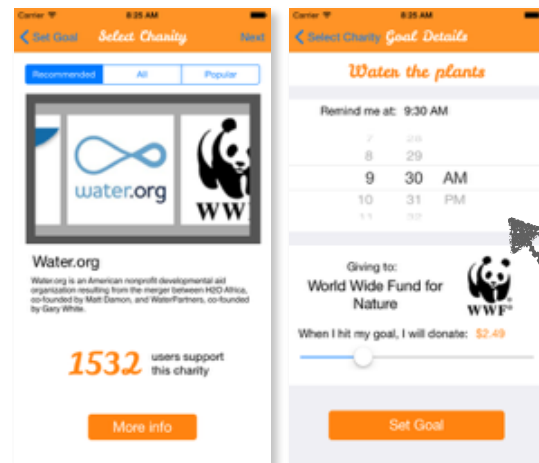
### Description

“When your user gets a notification, it seems like they are forced to respond to it with either a yes/no right then...If the user accidentally set their notification time to sometime inconvenient or if the user is planning on completing their goal later than usual one day, there is no way for them to reset their notification time/delay it once they already get the notification.”

### The Fix

We changed our notifications to read “Did you [GOAL TEXT] today?” with the choices “Yes” and “Not yet.” We felt that these choices required a response from the user without limiting the responses to “Yes” and “No.”

We also allow the user to change the reminder time so that it was customized to their schedule.



## Streak Visualization: Severity 3

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### Description

“On the Homepage that lists the current goals, the design seems to not be sustainable. If a user has a streak of greater than 8 days, it appears that the UI will have to change the display format to accommodate the larger amount of days. This is also true of the number of goals for the day.”

### Next Steps?

Since this space - front and centered on the dashboard - is so important, we hope in future iterations of SpringBoard to make this element more dynamic and responsive to the user's state. For example, if a user is opening the app for the first time in months, it might encourage them to start up again

#### Med-fi element



#### Hi-fi element

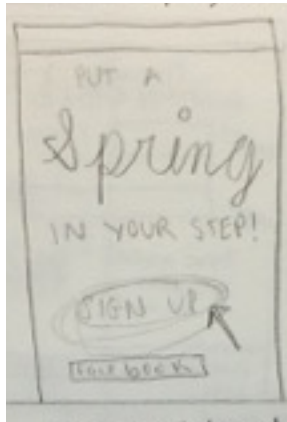


### The Fix

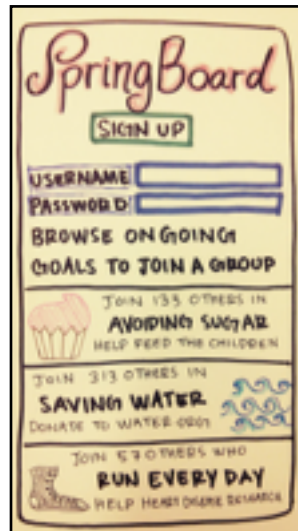
We changed the streak representation to be an incrementing counter rather than the blue graphic. This dynamic representation solves the problem pointed out by the heuristic evaluators; the streak can grow to hundreds without disrupting the dashboard display.

Also, with the space freed up by taking out the graphic, we changed the wording of “streak” to a longer and more precise description to avoid user confusion.

## Design Decision: Sign-in/Sign-up Screen



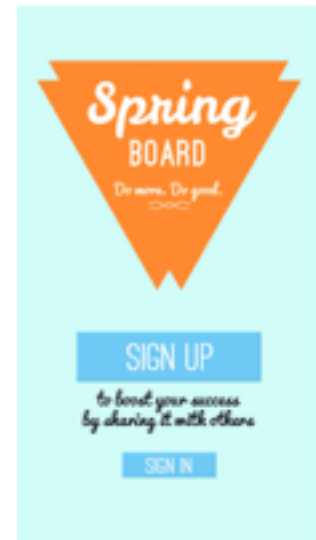
Sketching



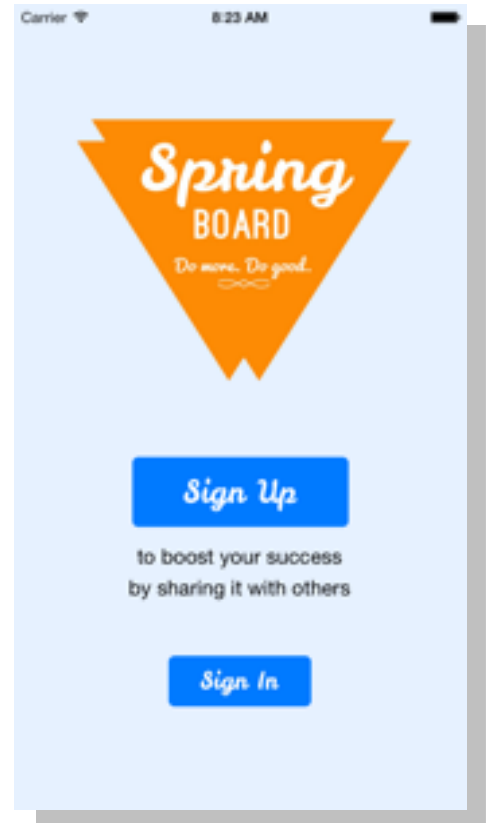
Low-fi



Med-fi

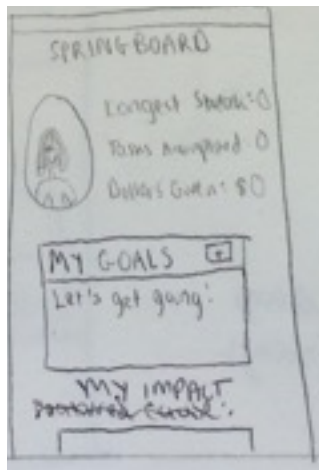


- **Branding:** After we created our logo and catchphrase “Do More. Do Good”, we added it to the public screen to brand the application
- **Minimal:** In early iterations of the design, we focused on making the login screen as clean as possible and opted not to include lots of form elements until the second screen
- **Font:** Between the med-fi and low-fi, we switched the font of the smaller text to be more readable, and instead put the button text in our characteristic curly font
- **Engaging Description of Sign Up:** Between low-fi and med-fi, we added a description of what sign-up was so that users would know what they were signing up for
- **Contrast:** In the final iteration, we changed the mint color of the background to something less saturated to increase the visibility of the text and buttons

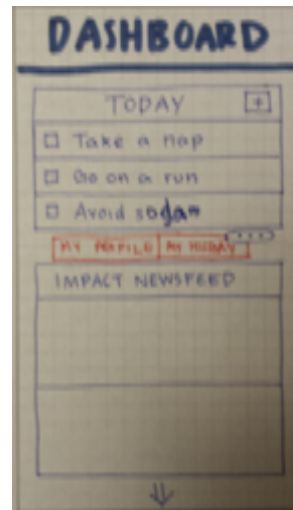
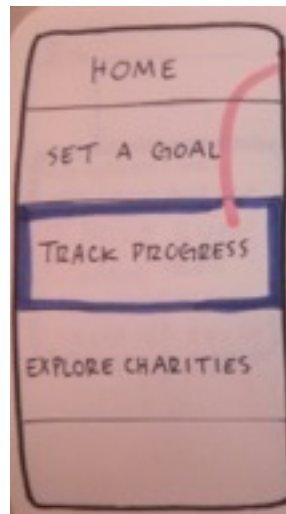


FINAL

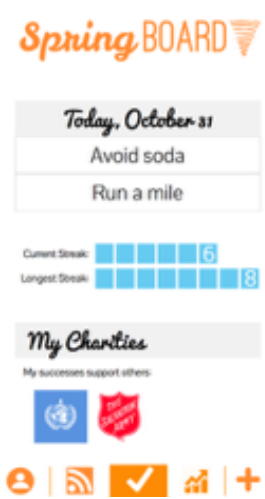
# Design Decision: Dashboard



Sketching

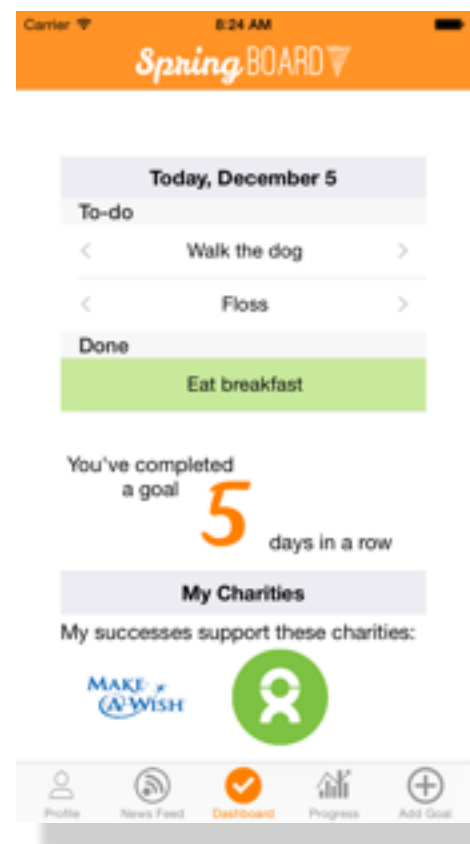


Low-fi



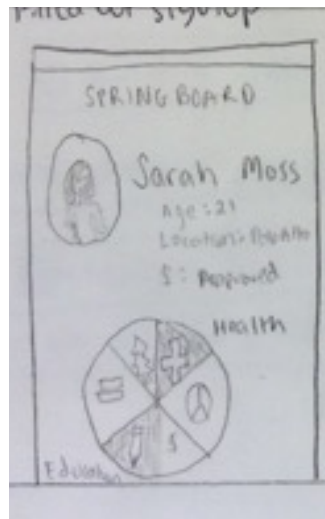
Med-fi

- **Prominence of Goals:** We made the goals immediately visible to the user so that they could check them off as frictionlessly as possible
- **Impact Feed:** In early iterations, we had the impact newsfeed scroll down underneath the goals on the dashboard. For the med-fi prototype, we moved the impact feed onto its own separate tab and filled the dashboard with other elements.
- **Navigation Bar:** After the low-fi prototype, we added a universal navigation bar to help the user move between screens based on feedback from our user interviews
- **Streak & My Charities Sections:** After removing the impact feed, we wanted to add one element representing progress on goals and one representing the donations to charity.



## Design Decision: Profile

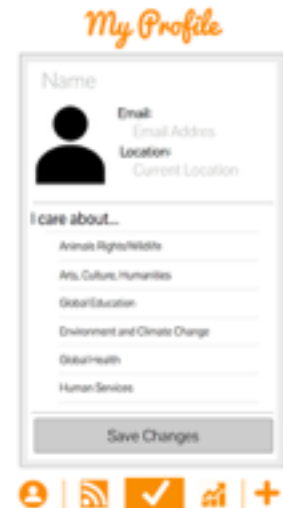
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Sketches

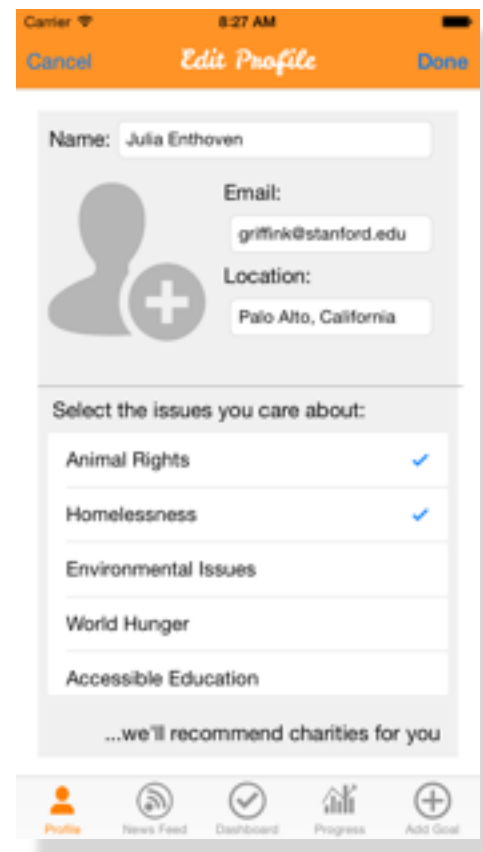


Low-fi



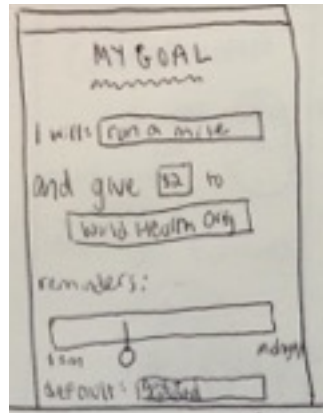
Med-fi

- **Lower “Important Causes” Element:** After getting lots of feedback from our users, we rethought this element from a list into a pie selection. We kept this element so that we could recommend causes to the user on later screens. In the final prototype, we added a line underneath telling the user what the list is for.

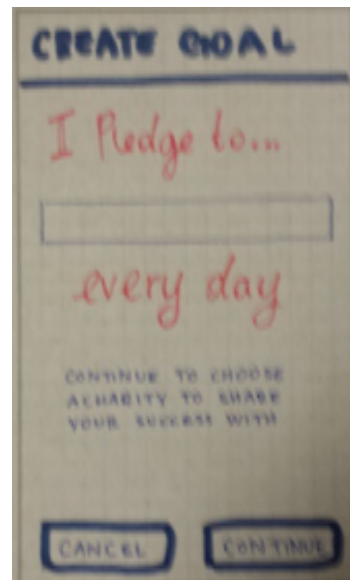




## Design Decision: Add a Goal



Sketches



Low-fi



I pledge to...

everyday

< Cancel Continue >



Med-fi



**-Focus on the Goal:** This screen hasn't changed much since our paper prototype. We made it as minimal as possible in the last version.

- Separated Wizard:** We separated the goal-making wizard by taking out the nav bar from the bottom of the screen. This takes out distractions and encourages users to focus on the goal they are setting
- Consistent Buttons:** Added next to the upper nav bar rather than the lower buttons that we had in the med-fi



# Tools

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## Implementation

We implemented directly in xcode. None of our team members had iOS experience going into the project, so x codes integrated development environment was very helpful for our developer to jump up the learning curve. Xcode makes it easy to include all of the dependancies and simulate the project. Griffin, our head developer, also put together walk throughs of Xcode to help the team learn how to use the tool.

Unfortunately the platform specific nature of xcode made it very difficult for us to share code via a tool like Github, and it made it impossible for team members to develop on non Mac machines. We were forced to pass around entire projects zipped up in order to collaborate at all, and were faced with the limitation of manually tracking version control.

While the app is not fully functional, all functionality which is implemented is using available iOS libraries. Some visualizations for performance like on the My Success page are simply images rather than dynamic charts. Similarly some functionality such as edit charity and edit profile picture are simply not implemented, and the buttons do nothing, while other necessary functionality which wouldn't explore any interesting design directions such as entering payment information is omitted.

## Wizard of Oz

All statistics and calculated data in the app such as goal streaks and impact over time are hard coded. Additionally, all information about charities - including the logos, impact feed messages, descriptions, and statistics - are from a json document source

The app has no backend persistent data store, and all inputs are stored in Ram. This was sufficient for a demo of the app, but would prevent longer term user studies.

## Future work

The next step is to implement persistent data so we can actually have users try and integrate the application into their lives. This would also enable the implementation of reminders, which would be critical for any user test. As one judge recommended, we could also do an A-B test to see if SpringBoard motivated users to achieve more and become more emotionally engaged with