

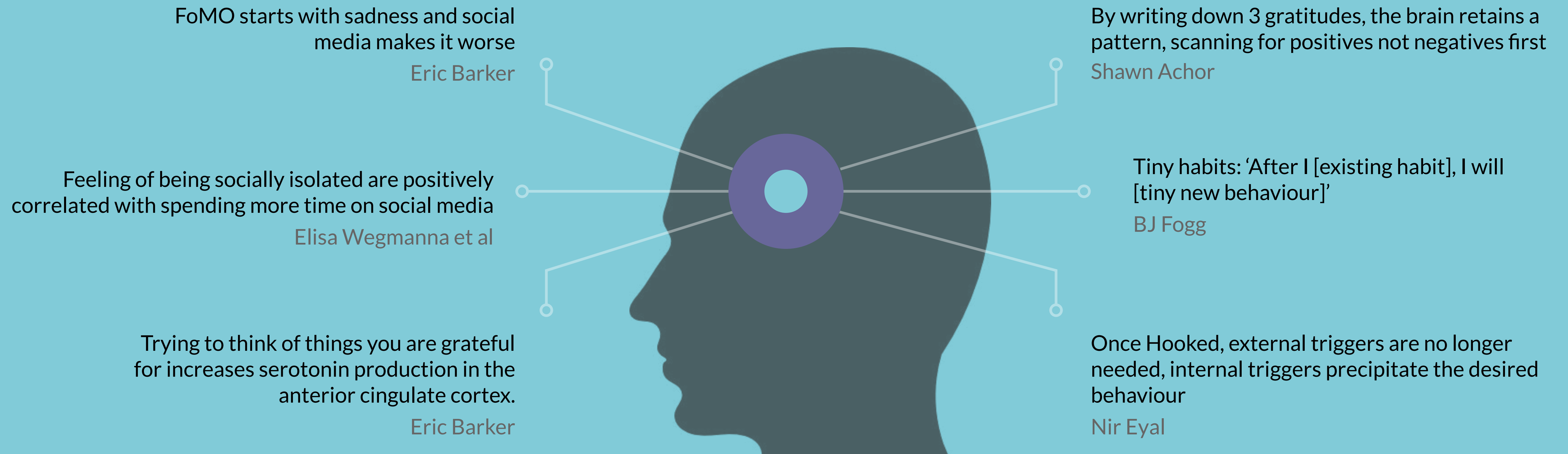
Gr8ti-tude

Wake up happier

An alarm clock that combats
FoMO and improves your
happiness.



Research: Key Takeaways



Interviews

3 people

Late 20's – Mid 30's

Professionally employed

Strong social media profiles

- People feel they use their phones/ social media too much
- Want to reduce but don't seem to actually do it (I always have my phone at hand/I try to keep my phone away from me)
- Check their phone first thing in the morning and last thing at night
- Experience FoMO

QUESTIONS

RESPONSES

3

FoMO scale questionnaire

Below are 10 questions relating to Fear of Missing Out. Thank you for your time in filling this out and remember there is no judgement related to your answers :) I am not a physician/clinician, I just want to understand the topic of Fear of Missing Out better.

Scale for the questions:
0 Not at all true of me
1 Slightly true of me
2 Moderately true of me
3 Very true of me
4 Extremely true of me

I fear others have more rewarding experiences than me. *

01234

Not at all true of me☐ ☐ ☐ ☐ ☐Extremely true of me

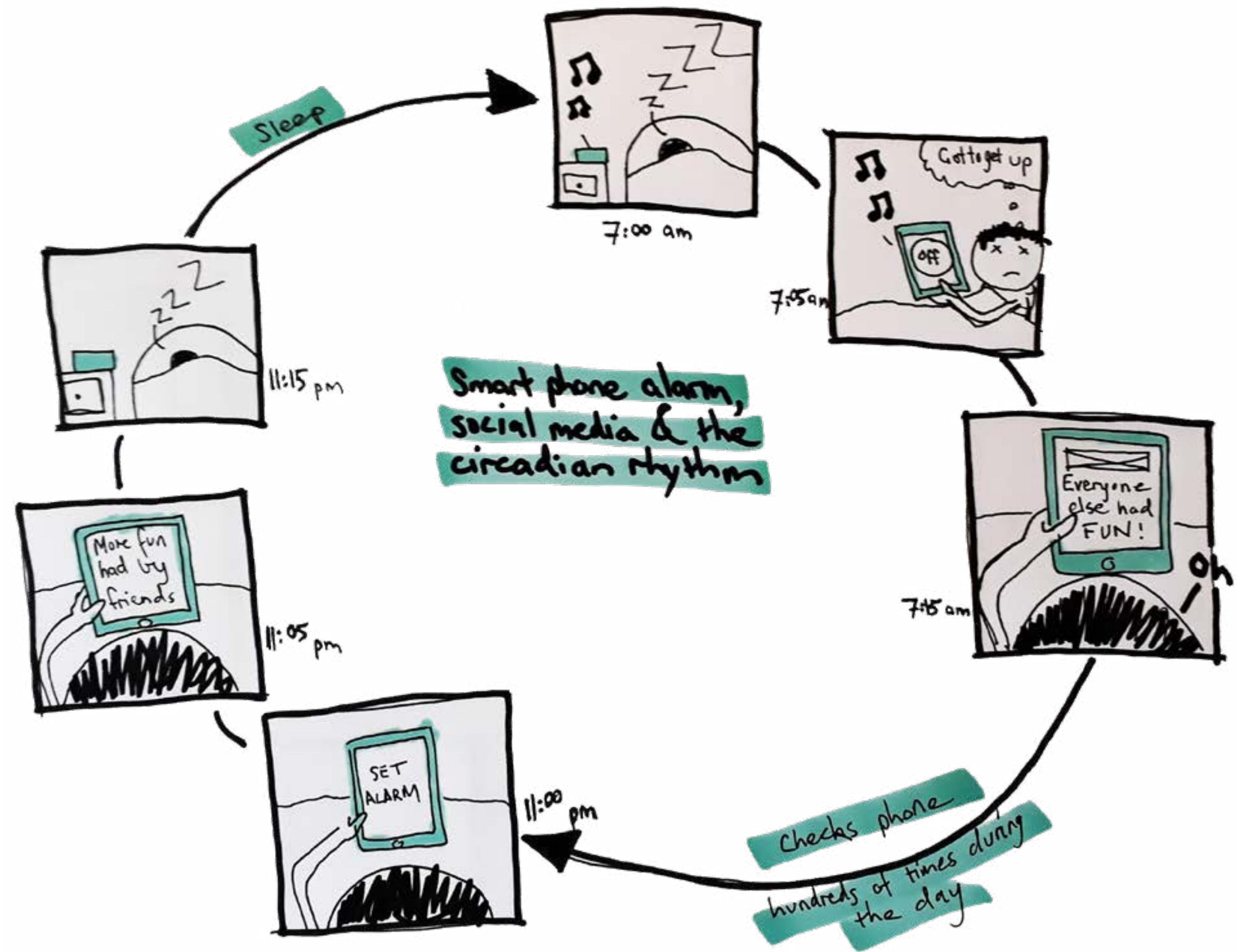
I fear my friends have more rewarding experiences than me. *

01234

Not at all true of me☐ ☐ ☐ ☐ ☐Extremely true of me

I get worried when I find out my friends are having fun without me. *

Storyboard: Common behaviour





Maria

Consultant

ABOUT

Maria is on her phone a lot throughout the whole day, it is her alarm clock, her newspaper, diary, planner, mailbox and sometimes even her phone. Although having good friends and a healthy social life, Maria is prone to suffer from FoMO.

GOALS

Maria wants to reduce her time on social media and also reduce her instances of FoMO.

NEEDS

- To keep up-to-date with her friends
- Use her phone for multiple purposes

FRUSTRATIONS

- Fear of Missing Out when friends socialise without her
- Seeing all the good experiences acquaintances are having

“I check my phone the first and last thing in the day”

Problem Statement

Maria, who feels sad about missing out on experiences (FoMO), needs to feel happier without deleting her social media accounts.

Scenario: The Trigger

Once in bed, Maria uses Gr8ti-tude to set her alarm and then choose 3 things she is grateful for. The trigger of setting the alarm helps the act of gratitude easily become a habit. The Gr8ti-tude alarm reinforces Maria's happiness in the morning by waking her up and making her reflect on what she is grateful for.



Mood Board

Gr8t-itude

Wake up happier to combat FoMO

Quicksand:

Sans serif with rounded terminals, display and also legible at small sizes

Lato:

Warmth & stability, legible at small sizes, classical proportions

Quicksand

Glyph

Qq

Characters

ABCĆČDĎEFGHIJKLMNOPQRSŠ
TUVWXYZŽabcčćdďefghijklmn
opqrsštuvwxyzžĂÂÊËŒŮǾđēōđ
ı1234567890'?''"(%)[#{@}/&\n
<-++x=>©\$€£¥¢;,:..*

Lato

Glyph

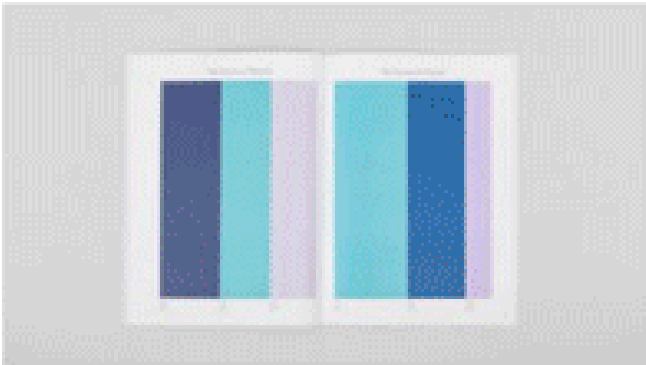
LI

Characters

ABCĆDEFGHIJKLMNOPQRSŠTU
VWXYZŽabcćdefghijklmnopqrsš
tuvwxyzž1234567890'?''"(%)[#
][@]/&\<-++x=>@©\$€£¥¢;,:..*

Colours

3 cards



Night: calm/cool colours

Morning: warm/vibrant




Photo by [Rosie Kerr](#) / [Unsplash](#)

Self help, but no kumbaya shit

#56638F

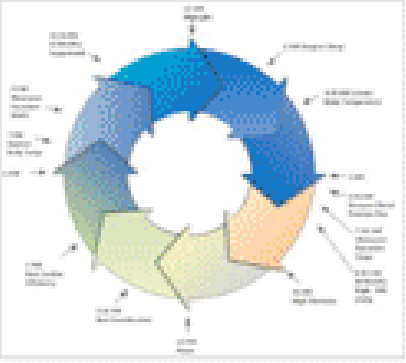

#81CDDA


#DAD3E4

#C10A0F

#FB8F0A

#FEE101

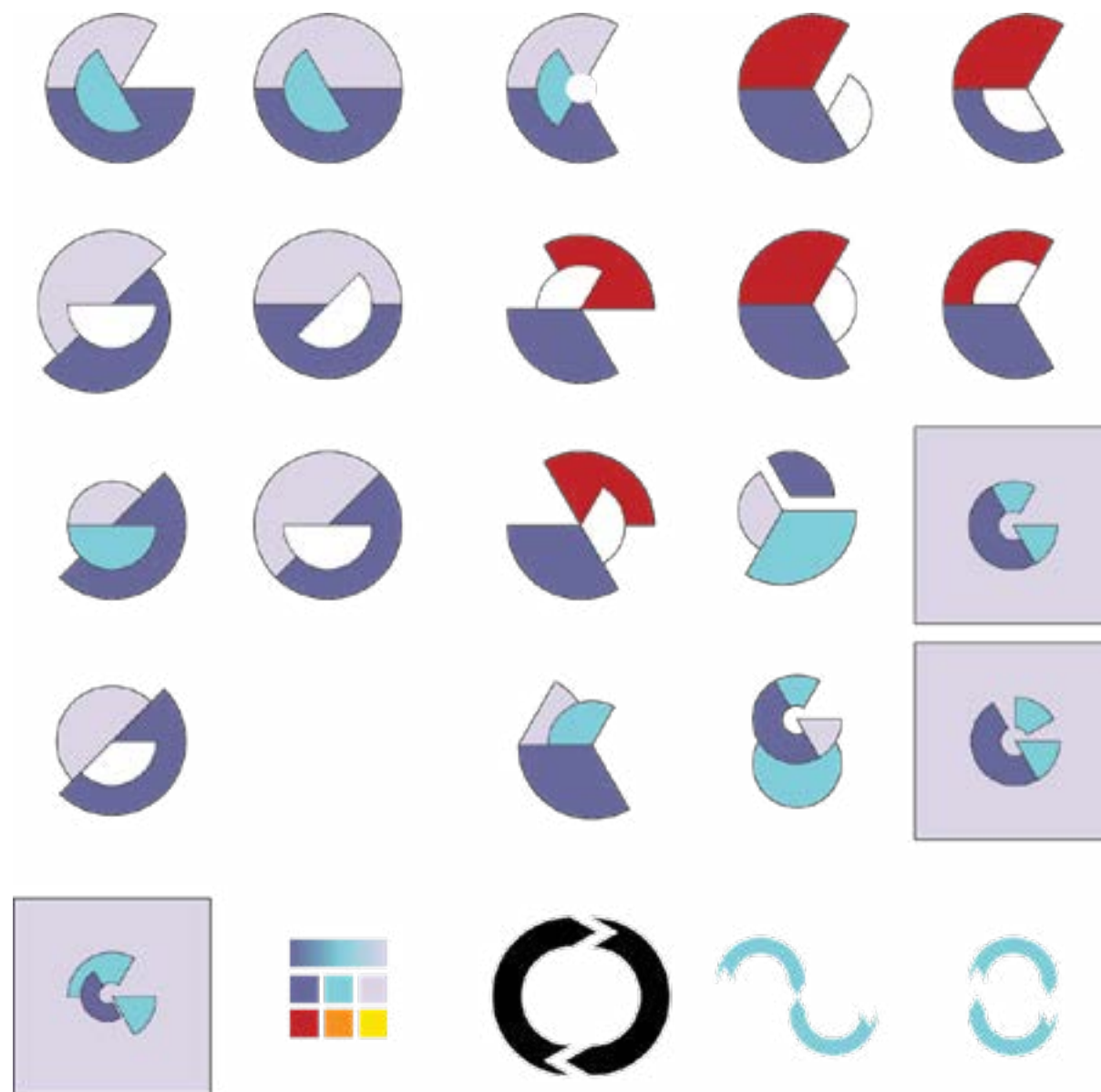




Logo

People prefer objects with curves – a preference that's evident even in brain scans.

Susan M Weinschenk, Ph.D.



Gr8ti-tude

Wake up happier

MoSCoW

Must haves

- Alarm
- List

Should haves

- Rewards (variable)

Could haves

- Rate list items
- Happiness measurement
- List item groups
- Curate list

Won't haves

- Notifications
- Badges (gamification)

Lo-Fi Wireframes



Style Guide

Quicksand Regular 32

Quicksand Bold 16

Lato Bold 16

Lato Regular 16

Lato Regular 12

Night colours (relaxing)



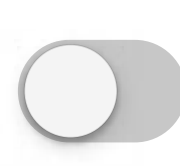
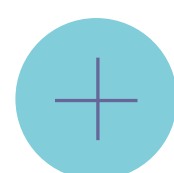
Morning colours (energetic)



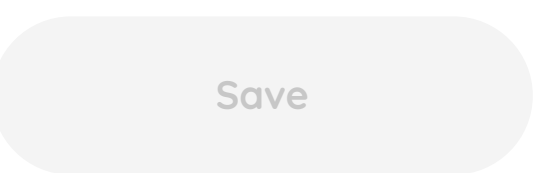
Neutral colours



Active Buttons



Inactive Button

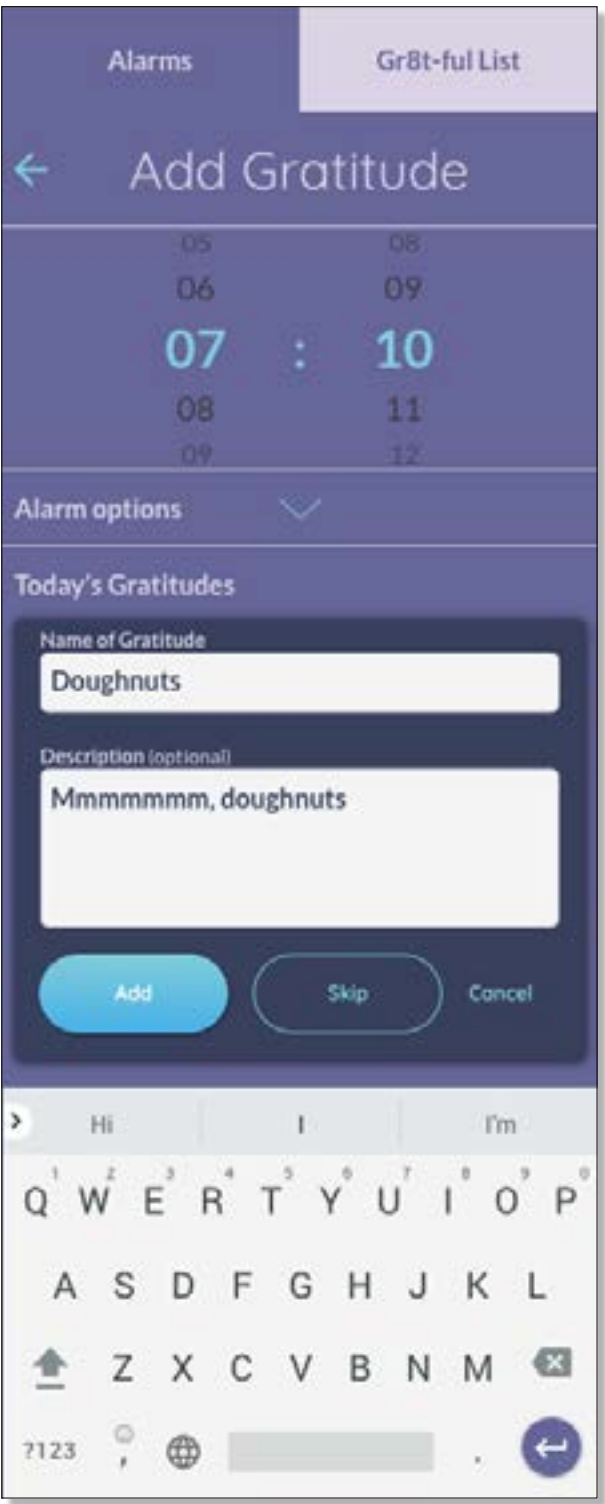


Basic flow

Set alarm



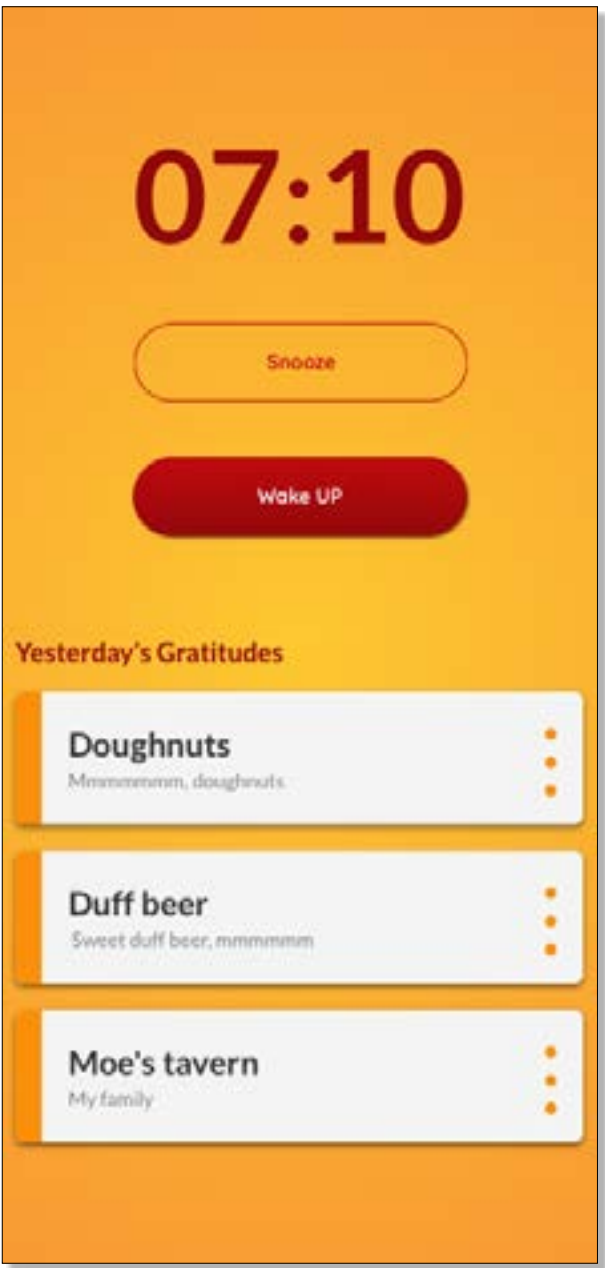
Enter gratitudes



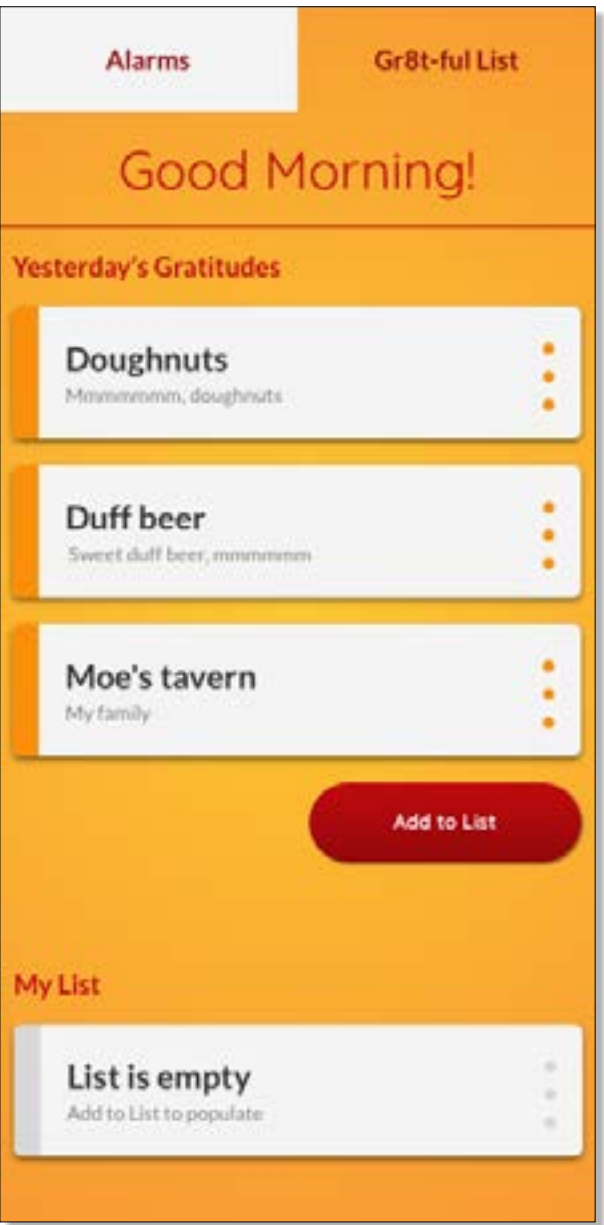
Sleep



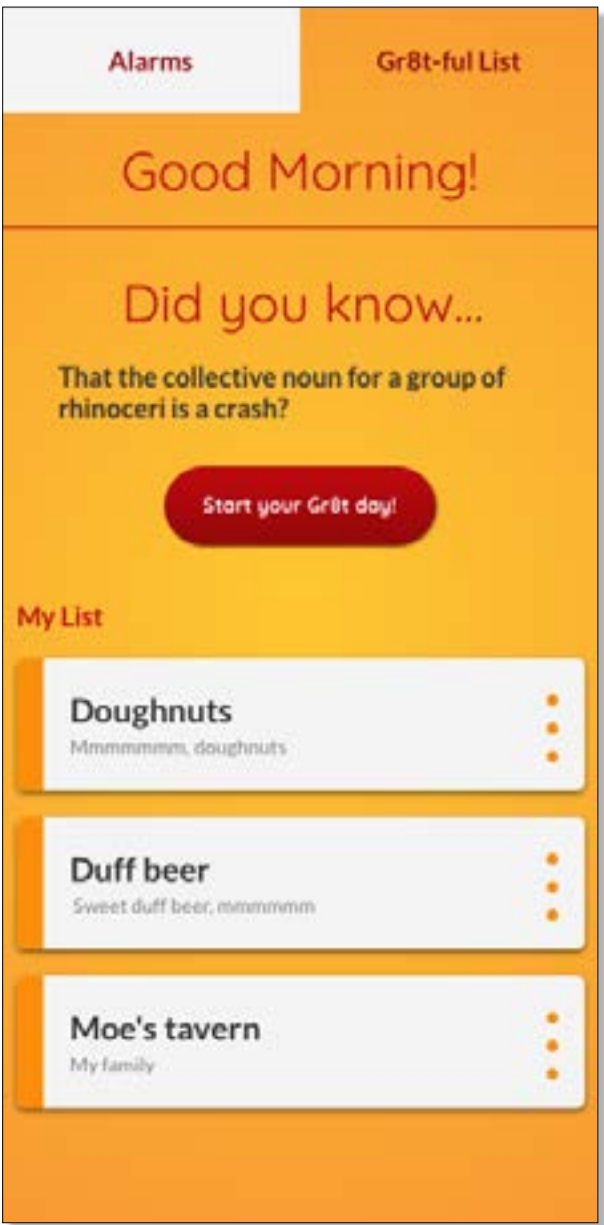
Answer alarm



Confirm gratitudes



Get reward



Night

Morning

Width 360px

Grid 4 columns
Column width 74px
Gutter 16px
Side margin 8px

Alarms

Gr8t-ful List

←

Set Alarm

0506070809

0809101112

Alarm options

Repeat

SMTWTFSS

Alarm name

Time for work

Snooze

5 minutes, 3 times

Alarm sound

Chime

Vibration

Basic call

Save and ADD Gratitude

Save and SKIP Gratitudes

Lato bold 16pt
#DAD3E4

Lato bold 16pt
#666699

Quicksand regular 32pt
#DAD3E4

Lato regular 16pt
#323232
Opacity .6

Lato bold 32pt
#81CDDA

Lato regular 20pt
#323232
Opacity .8

Lato bold 16pt
#DAD3E4

Lato regular 16pt
#DAD3E4

Lato regular 10pt
#81CDDA

Gratitude block

width: 342px;
height: 80px;
border-radius: 5px;
box-shadow: 0 2px 4px rgba(0,0,0,.5);
background: #DAD3E4;

Click to add a Gratitude

Enter your first gratitude for the day

Lato regular 12pt
#38405D

Lato bold 20pt
#666699

16px

16px

16px

16px

10px

7px

10px

Primary button

Quicksand bold 12pt
color: #ffffff;
background: linear-gradient(#81CDDA, #47B1E3);
border-radius: 24px;
padding: 20px 12px;
box-shadow: 1px 1px 2px rgba(0,0,0,.5);

Save and ADD Gratitude

background: linear-gradient(#C10A0F, #93080B);

Add to List

Secondary button

color: #81CDDA;
background: transparent;
border: 1px solid #81CDDA;

Save and SKIP Gratitudes

color: #C10A0F;
border: 1px solid #C10A0F;

Save

Night

Morning

Toggle

height: 24px;
width: 38px;
border-radius: 12px;
background: #81CDDA;

height: 20px;
width: 20px;
border-radius: 10px;
background: #DAD3E4;

InVision Prototype

<https://projects.invisionapp.com/prototype/Gr8ti-tude-Colour-sketch-cjvb1q85h00eiqv01mvzhnwoy/play/>

Summary

- Gr8ti-tude is a self-help alarm clock to help combat FoMO
- Not another app/service to get addicted to
- Alarm clock as an external trigger
- Positive tiny new behaviour
- Gr8ti-tude is based on proven psychological principles of practicing gratitude.

Gr8ti-tude

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