

# INCENTIVIZE

Kara Dailey  
Project Summary  
SI 582

Step-through video : <https://youtu.be/j9EFAUvw3dA>

## **The Problem :**

As a newly adult person, like most college level students are, productivity is individually motivated; students are in control of the choices that are made to affect productivity outcomes. This is often an isolating experience, people who are exceptionally busy may miss out on social activities outside of school with friends and family. We as humans crave human connection and sometimes everyday tasks get in the way. This sad reality is a problem, and Incentivize is a solution.

## **My Solution Overview :**

I think that a great way to combat procrastination and apathy for task progress looks like an application that gamifies and incentivizes productivity among groups of people who want to see one another succeed. These groups could look like students in a cohort or students in the same study group looking to motivate one another to successfully complete their work - the options are endless.

## **Essential Functions for Success :**

This tool would need to be accessible to people with internet connected devices so that people can join groups and organizations and work together to be more

productive. This app would never work alone, so having access to other people is incredibly vital. This application will function if everyone has the capability of creating a profile and accepting people into their circles of influence allowing the If-then style of propositions, "if you finish your paper, I'll buy your coffee before class tomorrow". This will be even more successful and influential if people could interact with these propositions - outbidding other friends or joining in on proposals. This essentially gamifies productivity!

This tool is not supposed to promote legally binding work so it could get fuzzy in contexts of places of employment that student groups are a part of if an employer promises something but does not follow through. This tool would be successful only if people are accountable for the incentives they offer and people are truthful in their completion of tasks. I think that the cyclical nature of the app will provide enough reason for people to trust in task completion and incentives; members should hold one another accountable.

The App exists almost like a social media platform for motivating people that you hand pick yourself. The app functions as an extension of oneself with tailored profile functions including defining what

one finds motivating, photos and posts. **There are 5 main areas of this app:**

1. **“Motivation Center”** which is where you can browse everyone’s posts that you follow and all of the applicable activity connected to your profile. This is signified by the newspaper icon because this is the information hub for you and the people you follow.
2. **“Search”** is the second item on the bottom navigation bar and is not designed out yet. I did not think this was nearly as important as others, It’s functionality will include searching and requesting people into your circle as well as accepting other requests.
3. **“Motivation Request”** is represented by the carrot icon in the navigation bar. This allows people to post about tasks they need help with or motivation for. It features input areas for users to name their post and insert a description of what they need help with.
4. **“Message Inbox”** is represented by an envelope in the navigation bar. This envelope is incredibly important in the incentivize success process. In order to

accept any incentives, one must click on the accept button in their inbox.

Additionally messages can be send back and forth between people and the page can be edited to remove messages that are unwanted.

5. **“User Profile”** is represented by the person icon in the rightmost spot of the navigation bar. In the profile, people can see all of their specific actions and incentives to and from the user. The user can update their photo, add a filter as well as alter their bio within the profile area of the app.

### **What was Left Unimplemented?**

As I mentioned above in the list, the search option has yet to be worked out fully, I did not think it was the most critical for a prototype but it will be a very important aspect of the website especially when adding people to your motivation circle and is something I hope to add before placing it on my portfolio in the future.

Additionally I would have liked to implement a section where students could send invite requests to friends to download the app which could be sent to a phone number or SMS. I would’ve also maybe liked to have had a QR type

scanner so that people can add one another quickly with a simple scan instead of searching by the main feature. Perhaps a combination of the two would be interesting so there are options in the ways in which people would like to send and receive requests from others.

### **Sketching Techniques and Approaches. Tool(s) used.**

#### *Competitive analysis:*

For this project, I started off with a competitive analysis of five other companies that make aims at motivation specific sectors of the population, whether it be business people or people interested in weight loss. All of these were placed in a matrix and recorded with different behavior codings so that I could rate their effectiveness in solving my problem. My goal was to create a product that was significantly higher as an overall behavioral score in addressing my problem. All of these had different functionalities, but ultimately what they were lacking was the social aspect of motivation. All of the products were very much individually motivated and I think that is where the attractiveness factor is lacking across the board.

#### *Concept Sketching*

I started sketching 8 different problem solution ideas with a pen

and my moleskine notebook and ultimately after a few user inquiries to a select number of graduate students at the University of Michigan, Incentivize came to be the top contender.

#### *Paper Prototype*

The next stage was paper prototyping the interactions. I first had to sketch out all of the interactions in my notebook and then used paper and a thick folder to create the physical prototype. The folder had a slit in the side so that I could run the paper through so the screen was able to be changed. I sketched quickly but spent my time on thinking about the interaction layout.

#### *Mid Fidelity Prototype*

My mid-fidelity prototype was created in adobe XD with kit UI elements. I did create all of the buttons myself, but not the icons. I did create the logo in illustrator with thanks to the vector skills I picked up in SI 520 this semester. The photos were taken from pop-art websites to give it a fun look.

#### *High-Fidelity Prototype*

My High Fidelity prototype was also created with adobe XD and Sketch . Some of the interactions were created with Invision as well. The gradient blobs were, like the logo, created by me in illustrator. I also

made all of the icons by myself in illustrator as well. The final product is something that I'm very proud of as well as the branding and stylistic aspects of the app. I really tried to make the interface appealing, interesting but also balanced and not overwhelming.

### Technique Pros/Cons Reflection :

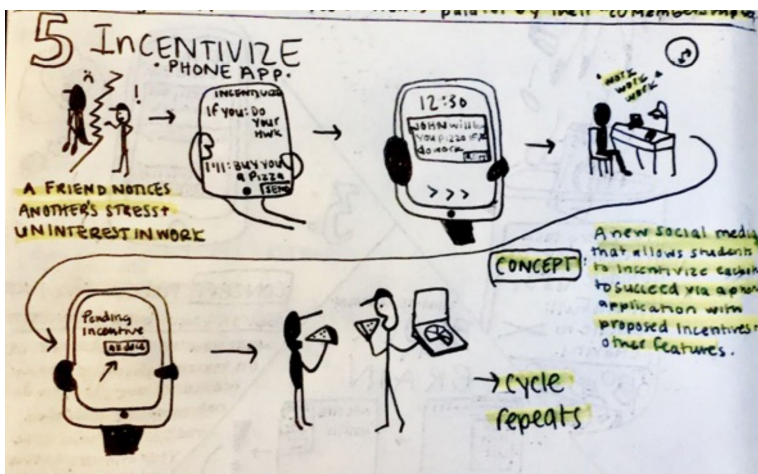
I think that sketching was incredibly helpful in getting me to

where I wanted to be. It was very low stake so I was able to hash everything out pretty easily without wasting important resources.

I think that adobe XD was good as a starting prototyping tool. I do not think it was good at interaction transitions, It was lacking a lot of control in that area. In the future I think I will definitely experiment with another software, but this was a good start.

### Design Process:

My design changed significantly from start to finish. I thought in the beginning that I was not going to be changing much because I had a good idea of what I wanted to see as a final outcome, and there is some reflection of that in the style from the paper prototype to the final. Ultimately though, the user testing was what really pushed me to make different changes in button locations or stylistic changes. I even took into consideration how users were calling my aesthetic design "busy" in discussing the app. Please see below images of Incentivize throughout the process:



### Initial Sketch- A solution

In the image on the left you can see the rough sketch of phone interfaces without much context. This sketch allowed me to get my idea down without much thought and effort, the caption explains the solution

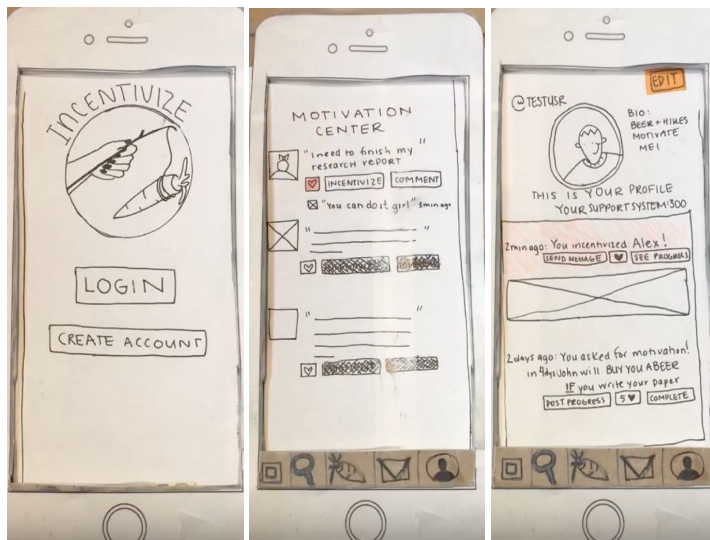
but that's the extent of the sketch.



## Storyboard Sketches of Incentivize - A story

In the image on the left of this text, is my first conceptualization of the Incentivize product. It is sketched in a way that frames the problem and the solution. It highlights the main motivation feature for sender and recipient.

This sketch really highlights the context of use.

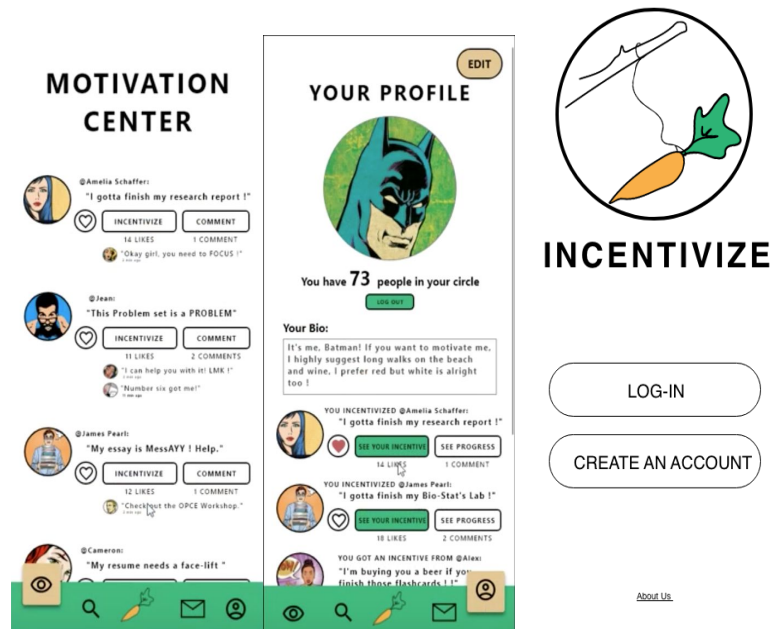


## Low/Paper Prototype - Tasks and Interactions

When it came to my paper prototype, I knew the general style I was looking for but there were many sketches that came before what you see on the left. I made a keyboard that pops up from the bottom and a navigation bar that is also removable when not needed so I didn't have to re-draw all of my pages more than once. I

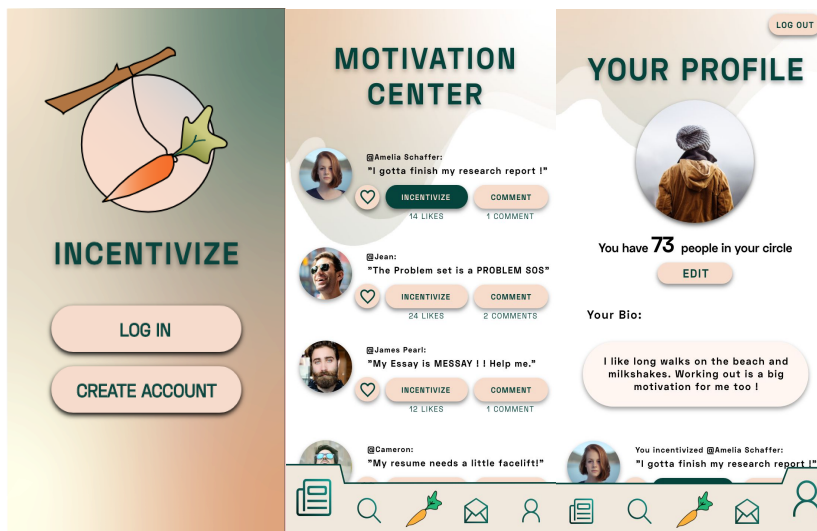
think this is where I really started to hone in on the interactions and the tasks. From left to right above you can see the LOGIN screen, the main motivation center (represented by a box in the navigation bar) and finally the profile with a large image block in the middle of the page.





## Mid Fidelity Prototype - More Tasks and More Interactions

This prototype was definitely more of a mid-fidelity prototype but the styling was way off. I think that I was trying to be minimalistic about it but the content was really jumbled - "too busy" as was said in one of my critiques during class. From these critiques I made some big changes when it came to my HF prototype. The Icon on the login page is WAY too large. I designed this as if it were going to be my final prototype with the proper amount of interactions needed for the final prototype but decided to iterate my design one final time because although I was happy with the interactions, I just wasn't thrilled with the overall look and feel.



## High Fidelity Prototype - A pretty face

I didn't change any functionality from the MF to HF, but did move a few buttons around (Edit and Log Out) and cut down the amount of information underneath posts on the Motivation Center. These decisions were based on user feedback. These main

changes were all aesthetic choices and an update on the boring color scheme that I had before.

All in all looking back on my process, I really tried to stick to standards discussed in reading, Low vs. High-fidelity prototyping debate which was integral for me. I think the differentiations discussed in the reading between low, mid and high fidelity, their purposes and goals are what set me up to understand the landscape of designing a product even before mocking up the low fidelity model. This really helped me as the designer to know and understand my goals at each stage.

## What is your design philosophy and how did you apply it to this project?

My design philosophy would probably be to make things as intuitive as possible. We exist in understanding of certain interactions on phones and apps, like clicking your image on your profile should allow you to change it. I never want to make things difficult, simple is better in my book.

## What values or societal norms did you intend to embed/challenge/promote in your system?

I want to imbed motivation and incentivization as it is the backbone of the app and a main aspect of its problem statement. I also wanted to challenge the idea that motivation is something that's very self-driven. I wanted to



promote group based and community driven motivation so that there can be a balance between work and play for students.

**Impact:**

Imagine a world where finishing a problem set for a programming course would end in a beer purchased by a friend. It's a win-win scenario! Your friend gets some quality time off from their work and you get a beer at the end of a long day of debugging code. The circle of productivity can continue too, maybe the next round is on you after your friend finishes studying for their statistics exam the following week! Incentivize isn't meant to change the world, but it will aim to make living in a connected world as fun and as motivating as possible.