

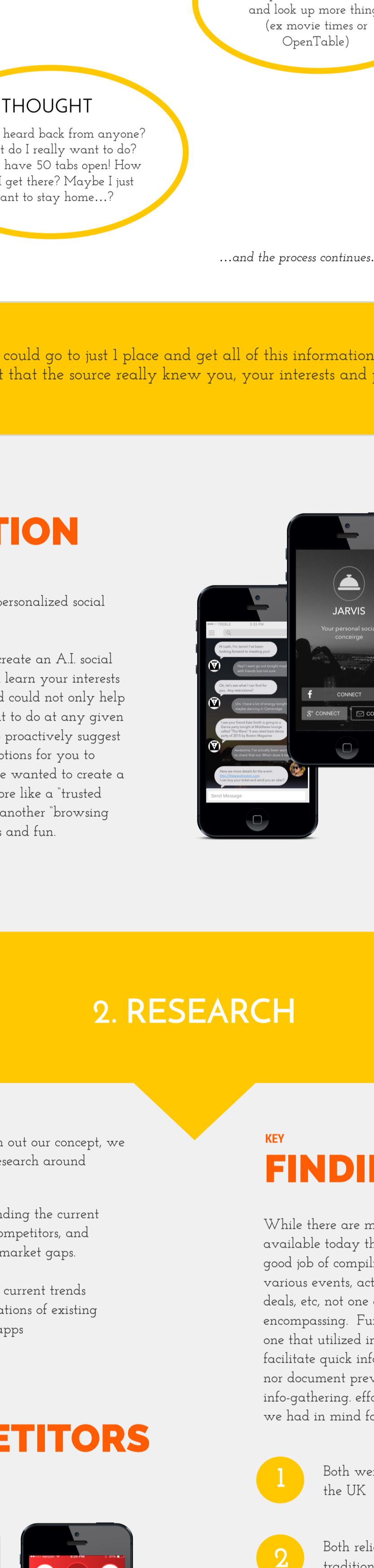
## CASE STUDY

# LAUNCH-HACK WITH TOM HUGHES

RAPID PROTOTYPING • MOBILE DESIGN

## OUR MISSION

In 4 hours, develop and create a solution for some everyday problem.



## 1. IDEATE

### THE EVERYDAY PROBLEM

### 1. THOUGHT

What are my friends doing?

### 2. ACTION

Imagine it is Friday evening 5pm, and you just got out of work. You want to do something fun, but haven't even begun to think about it. What do you do?

### 3. THOUGHT

I wonder what else is going on?

### 4. ACTION

For many of us, our thought process may go a little something like this...

### 5. THOUGHT

Hmm, do I really want to do any of these things?

### 6. ACTION

Check Facebook, Meetup, Eventbrite etc.

### 7. THOUGHT

Have I heard back from anyone? What do I really want to do? Ahh, I have 50 tabs open! How will I get there? Maybe I just want to stay home...?

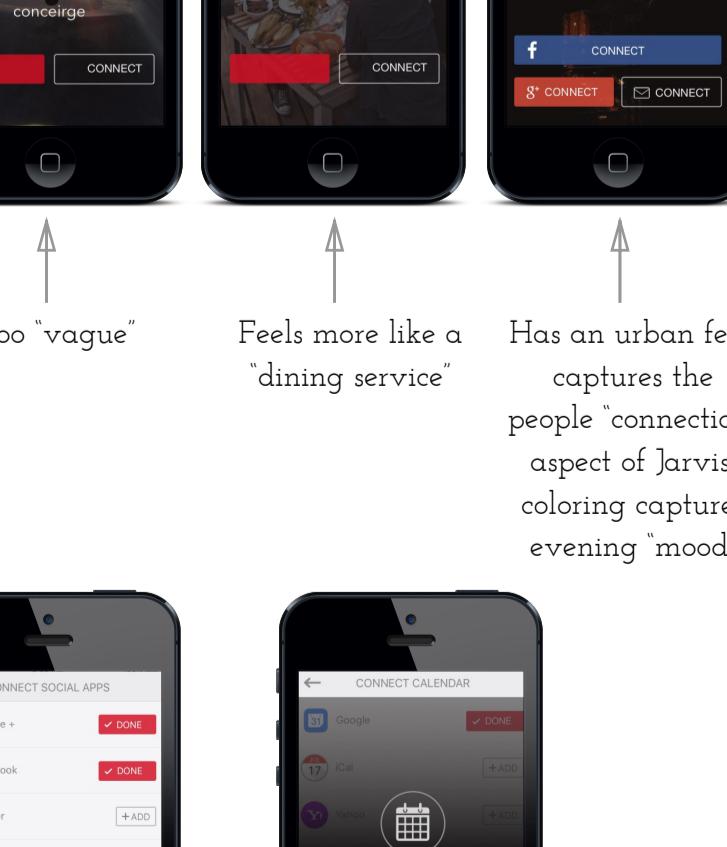
### ...and the process continues...

What if you could go to just 1 place and get all of this information within seconds AND trust that the source really knew you, your interests and preferences?

### OUR PROPOSED SOLUTION

Enter Jarvis. Your personalized social concierge.

Our vision was to create an AI social assistant who could learn your interests and preferences and could not only help you figure out what to do at any given time, but could also proactively suggest relevant, curated options for you to explore further. We wanted to create a solution that felt more like a 'trusted friend' rather than another 'browsing platform' for events and fun.



## 3. CREATE

### BUILDING OUT THE ONBOARDING

Given our above goals, we started by sketching out the overall onboarding flow from initial sign-up (or log-in) through orientation, through actual engagement with Jarvis via messaging.

Considering our limited amount of time, we decided to focus on prototyping the following select screens.

I focused on the welcome, log-in, and sign-up screens.

Jarvis learns your preferences over time, and leverages information from the various social apps you connect as well as other master sources to give you highly individualized and relevant recommendations.

Easily connect with social media

Set your preferences so Jarvis can make better recommendations

You get this info via chat. No more browsing for hours on end.

## 4. TEST

### POST HACK

After the 4 hour Hack, I reviewed our initial prototype with Tom Hughes and a select sample of potential users. Given their feedback, I decided to build-out a second iteration of Jarvis. Here is what I chose to focus on:

### 1. Remove the concierge selector step and the interest selector step(s) from the onboarding flow.

Based on feedback from Tom, these steps are not crucial to the act of signing-up, and the fewer initial steps, the sooner we can get the user into our product (reduce resistance).

### 2. Add the steps 'Connect Your Apps' and 'Connect Your Calendar' to the onboarding flow. These steps ARE critical to onboarding.

As two users pointed out, 'Can I reduce the amount of clicks necessary for sign-up/log-in?'

### 3. Utilize a quick, in-app messaging format as an alternative to 'browsing,' while still providing the user with as thorough and individualized an offering as if they had scoured the web themselves.

Can I better articulate what Jarvis is from the beginning with better imaging and/or tagline?

Based on research with 5 potential users, it was determined that the selected 'bell' image doesn't do a great job of articulating what Jarvis is.

### 4. Remove the concierge selector step and the interest selector step(s) from the onboarding flow.

Based on feedback from Tom, these steps are not crucial to the act of signing-up, and the fewer initial steps, the sooner we can get the user into our product (reduce resistance).

### 5. RECREATE

How to better communicate what Jarvis is...

Too 'clubby'

Too 'vague'

Feels more like a 'dining service'

Has an urban feel; captures the people 'connection' aspect of Jarvis; coloring captures evening mood'

1-click connect with Facebook or Google reduces # of initial clicks

Connect your social apps screen.

Connect your calendar confirmation.

## 5. PROTOTYPE

### FINAL PROTOTYPE

See the rest of my revisions in action [here](#)

(prototype link for reference: <https://invis.io/VK6XWZ5>)

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