

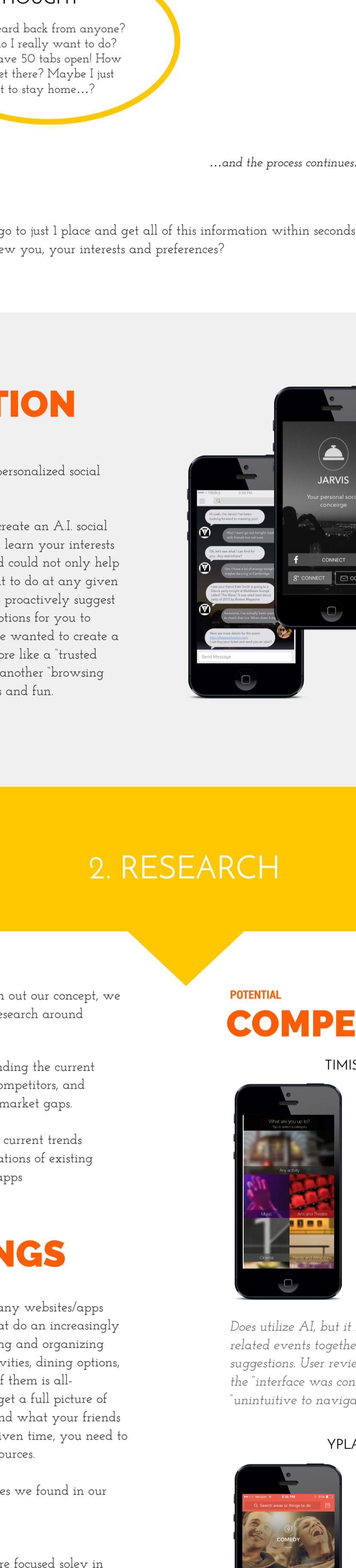
CASE STUDY

LAUNCH-HACK WITH TOM HUGHES

MOBILE DESIGN • RAPID PROTOTYPING

OUR MISSION

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



1. IDEATE

THE EVERYDAY PROBLEM

THOUGHT

What are my friends doing?

THOUGHT

I wonder what else is going on?

THOUGHT

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

Given all of this and given that we wanted our solution to feel personal, interactive and have the ability to learn our users, we decided that our solution should be an AI.

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.

Imagine it's 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?

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

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.

FINDINGS

While there are many websites/apps available today that do an increasingly good job of compiling and organizing various events, activities, dining options, deals, etc, not one of them is all-encompassing. To get a full picture of what is going on and what your friends are doing at any given time, you need to leverage multiple sources.

Of the few apps/sites we found in our similar space,

1 Both were focused solely in the UK

2 Both relied on the traditional 'browsing' form of discovery

3 Neither leveraged AI to make proactive suggestions or take into account what people in your social network are doing

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).

POTENTIAL COMPETITORS

TIMISTA

YPLAN

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.

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

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

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

5 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.

6 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

7 Too 'clubby'

8 Too 'vague'

9 Feels more like a 'dining service'

10 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

11 1-click connect with Facebook or Google reduces # of initial clicks

12 Connect your social apps screen

13 Connect your calendar confirmation

14 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks

10 Connect your social apps screen

11 Connect your calendar confirmation

12 Like what you see? Email me at leah.rinkin@gmail.com

FINAL PROTOTYPE

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

RECREATE

How to better communicate what Jarvis is...

1 Too 'clubby'

2 Too 'vague'

3 Feels more like a 'dining service'

4 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

5 Too 'clubby'

6 Too 'vague'

7 Feels more like a 'dining service'

8 Has an urban feel, captures the people connection aspect of Jarvis; coloring captures evening mood*

9 1-click connect with Facebook or Google reduces # of initial clicks