

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.

See JARVIS in action [here](#)

1. IDEATE

THE EVERYDAY PROBLEM

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?

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

1 THOUGHT I wonder what else is going on?

1 THOUGHT What are my friends doing?

2 ACTION Text/Call/Message 3-5 friends and wait for their responses...

2 ACTION Check Facebook, Meetup, Eventbrite etc.

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

3 THOUGHT ...and the process continues...

4 ACTION Open even more tabs and look up more things (ex movie times or OpenTable)

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5 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...?

5 THOUGHT Open even more tabs and look up more things (ex movie times or OpenTable)

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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.



2. RESEARCH

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.

In order to best flesh out our concept, we chose to focus our research around

1 Understanding the current market, competitors, and potential market gaps.

2 Exploring current trends and limitations of existing relevant apps

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

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? 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.

5 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).

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3. CREATE

ONBOARDING

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.

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.

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COMPETITORS

TIMISTA

YPLAN

POTENTIAL

COMPETITORS

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:

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4 Easily connect with social media

5 Connect your social apps screen.

6 Connect your calendar confirmation.

7 Consider 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 and behaviors 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.

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.

4. TEST

HACK

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5. PROTOTYPE

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

6 Connect your social apps screen.

7 Connect your calendar confirmation.

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

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

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