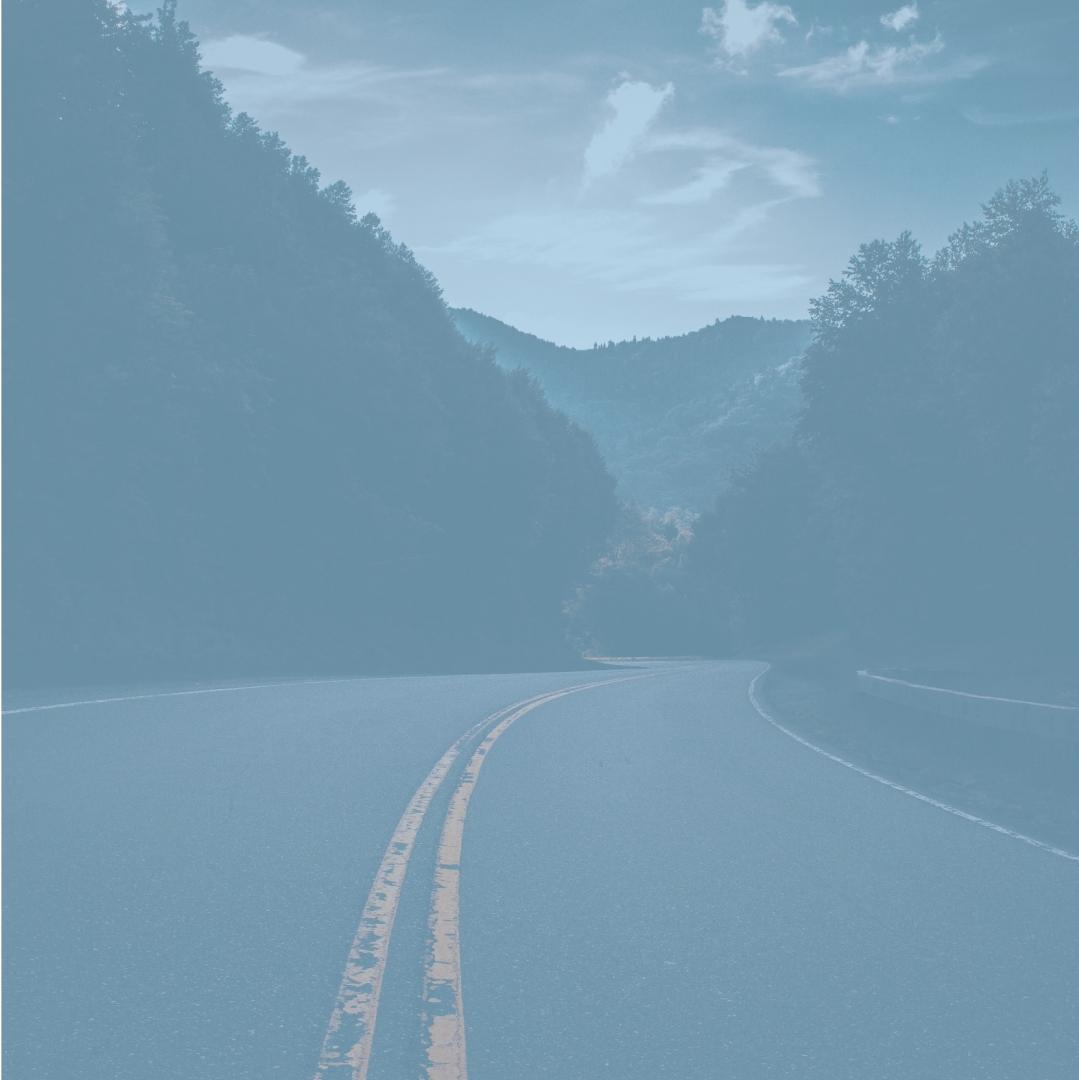




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**WEEK 6: Interactive Medium-fi
Prototype**



Value/Prob/Solution

Tasks

Revised interface design

Major design changes

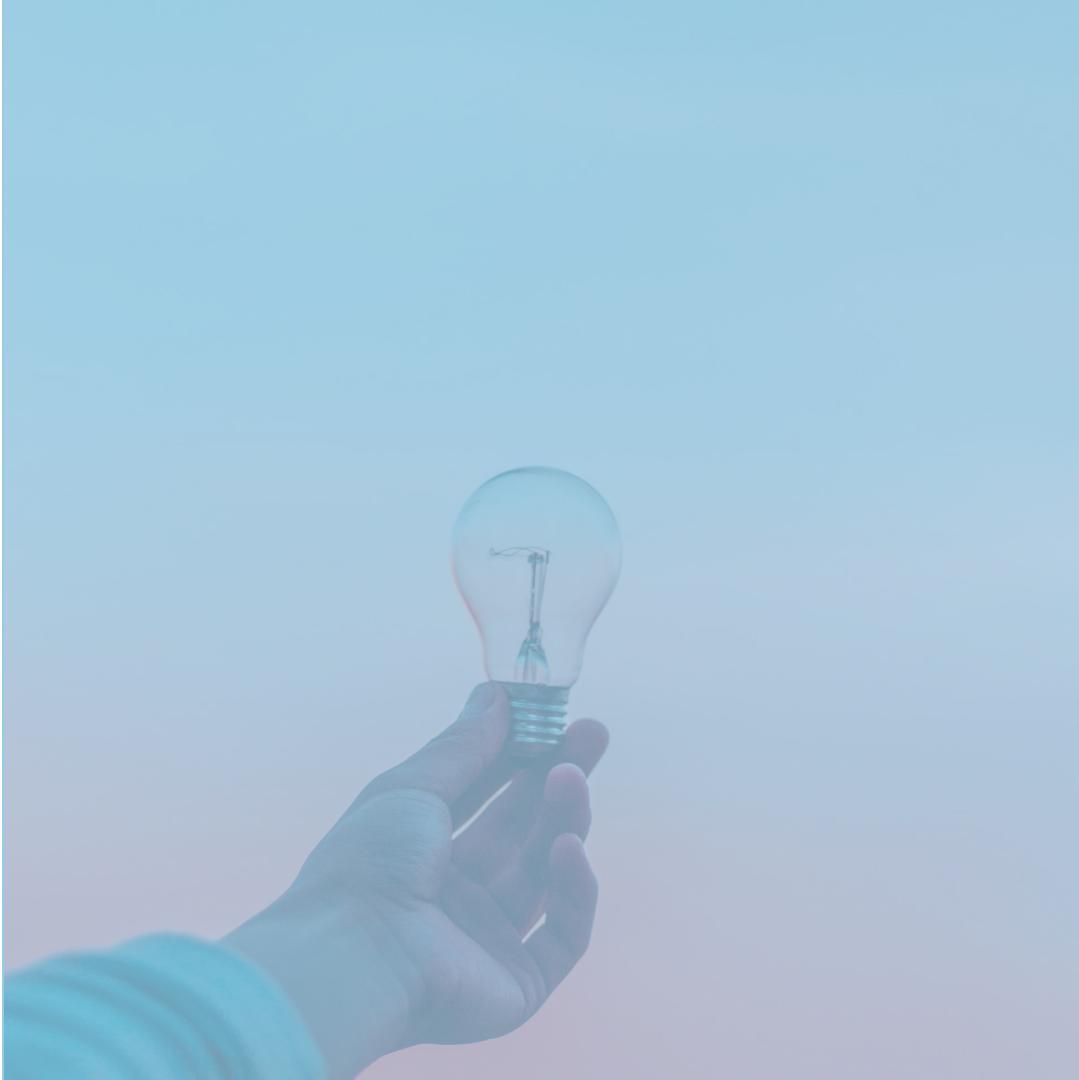
Med-fi task flows

Prototype overview

Additional screenshots



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Value proposition / Problem / Solution Overview

Gamble your goals for personal growth.

Dreams can be hard to accomplish. We provide a platform for social betting, where friends can establish wagers with one another to motivate self-improvement. Users can post their progress on their goal-oriented bets, and their friends can interact with their posts. With social support, we hope that people will help stay committed to their goals and cultivate discipline to **Bettr** their lives.



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Old tasks (way too many!)

1. Create bet with a friend
2. Browse available bets
3. Explore your friends' bets
4. Support friends in their bets
5. Add new friend
6. Explore your bets
7. “Check in” on your bet



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Revisions

1. Create bet with a friend] Consolidate
2. Browse available bets] Consolidate
3. Explore your friends' bets] Consolidate
4. Support friends in their bets] Consolidate
5. ~~Add new friend~~ Auto-import from Facebook
6. Explore your bets] Consolidate
7. "Check in" on your bet] Consolidate



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New Tasks

1. Add a new bet Medium
2. Interact with your friends' bets Complex
3. Check-in on your bets Simple



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Design Revision #1: More Intuitive Supporting Your Friends

Before:

The 'Before' interface consists of two main screens: 'Me' and 'Friends'.

- Me Screen:** Shows a bet titled "Don't eat sugar". It includes user icons for Bob and Alexa, their bet progress (8/20 and 8/22), and a support button (+). Below the bet is a goal: "Run every day".
- Friends Screen:** Shows a bet titled "Don't eat sugar". It includes user icons for Bob and Alexa, their bet progress (8/20 and 8/22), and a support button (+). Below the bet is a goal: "Run every day".
- Transition:** An arrow points from the 'Me' screen to the 'Friends' screen.
- Feedback:** A callout box says "You have supported Alexa! 1/1".
- Text at bottom:** "Scroll thru feed of bets + bet progress"

After:

The 'After' interface consists of three main screens: 'Me', 'Friends', and a detailed 'Bet' screen.

- Me Screen:** Shows a bet titled "DON'T DRINK SODA". It includes a stick figure icon, a progress bar (5/7), and a support button (+).
- Friends Screen:** Shows a bet titled "DON'T DRINK SODA". It includes a stick figure icon, a progress bar (5/7), and a support button (+). A callout box says "what a delicious glass of water!".
- Bet Screen:** Provides a detailed view of the bet. It shows the bet title, progress (5/7), and a comparison between Day 1 (vs. 2) with scores 3/10 and 5/10. It also includes a "HOME MYBETS MULTIPLE ANALYSIS" section with a progress bar (5/7).
- Callouts:** Arrows point from specific UI elements to annotations:
 - An arrow points to the support button (+) with the text "tap to add 'support'".
 - An arrow points to the progress bar with the text "buck".
 - An arrow points to the progress bar with the text "I YOU I WIN".



Design Revision #1: More Intuitive Supporting Your Friends

- **Before:**
 - “+1” system to pledge real world support
 - Betting on friends’ bets
- **Issues:**
 - “+1” system confusing to users
 - Too much happening in UI
 - Bars showing progress
 - Supporter counts
 - Unclear how to confirm real world support
 - Betting on friends’ bets had confusing, unexplained payout system
- **After:**
 - Removed “+1” system & betting on friends bets for simplicity
 - Social interaction driven by commenting on friends “check-ins” and “support” icon that acts similar to a “like button”
 - Interacting with friends’ bet (via comment or support button) makes the user a “follower” of the bet and now they get notifications of updates to the bet over time, i.e. notifications about their friends weekly check-ins.

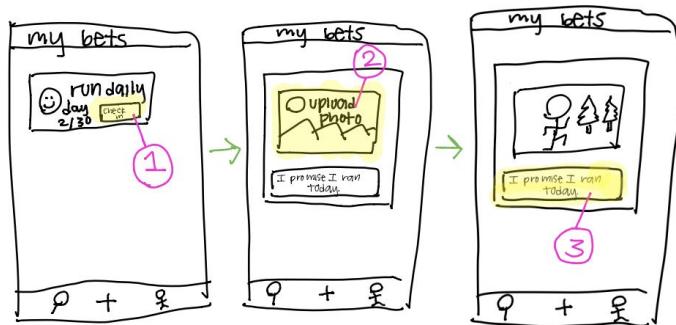


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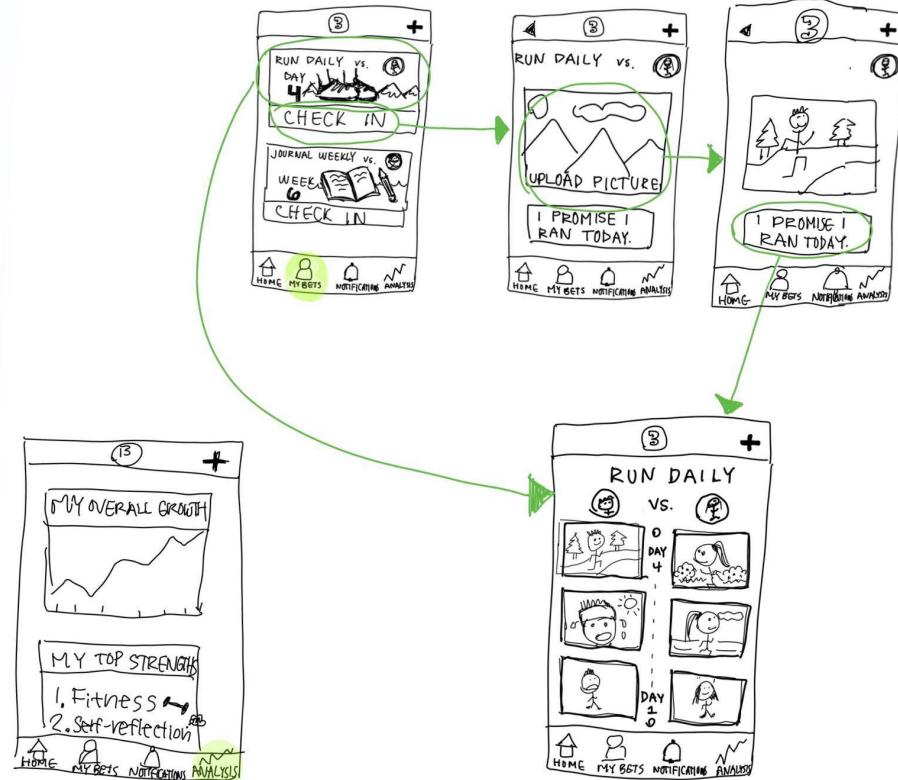


Design Revision #2: Emphasis on Personal Progress

Before:



After:





Design Revision #2: Emphasis on Personal Progress

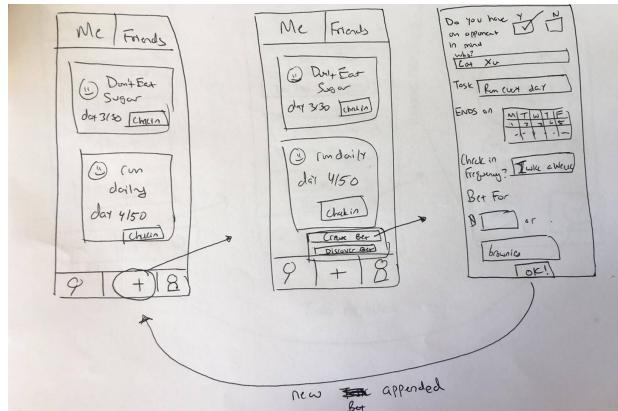
- **Before:**
 - User's bets were toggleable with friends' bets on home page
 - Progress on individual bets had simplistic feed-like interface
- **Issues:**
 - Grouping user's and friends' bets strips emphasis away from user
 - UI for viewing personal bets was boring and uninspiring
 - No sense of long term progress over the course of time, across bets
- **After:**
 - Separated user's bets from friends bets into two separate global tabs
 - Made home page the friends' bets page to give users content to examine and get inspired from, before they make their own bets
 - Altered UI for the bet progress page to show progress over time via timeline and emphasize the competitive and social aspect of the app by showing the check-ins of the better and their opponent across time. This brings focus to individual progress while leveraging social pressure to keep a user posting and checking in.
 - Added "Analysis" page to track progress across bets over time to develop profile of individual, with the help of AI



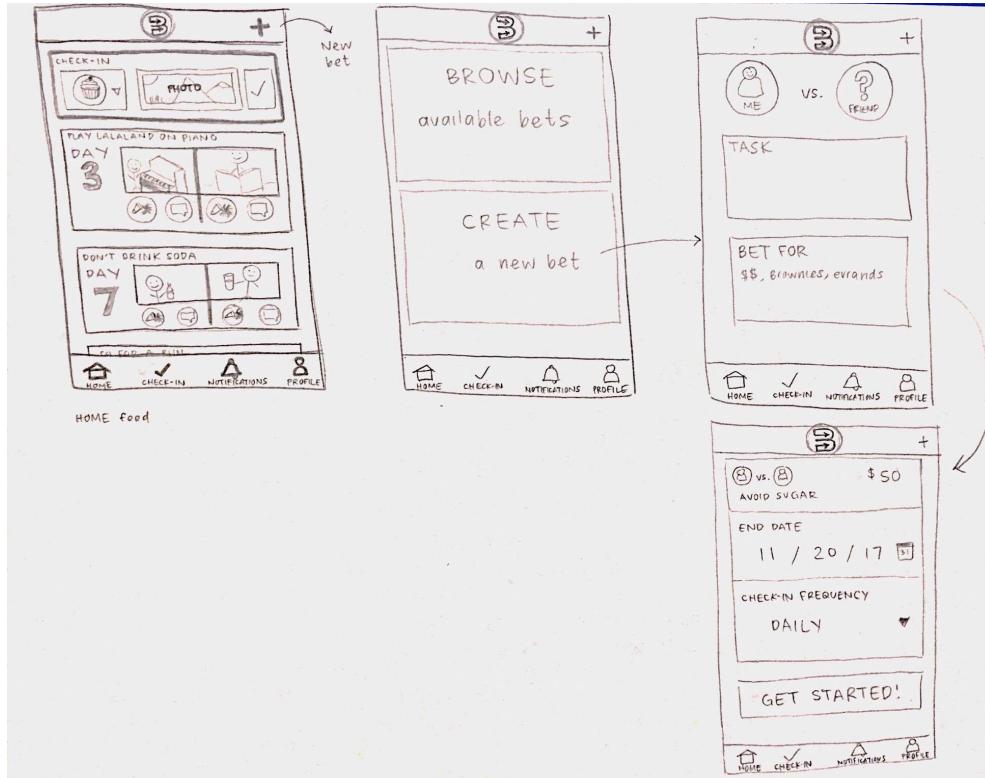


Design Revision #3: “Cleaning Up” Bet Creation

Before:



After:





Design Revision #3: “Cleaning Up” Bet Creation

- **Before:**
 - Many forms to fill out in order to create a bet
 - Checkboxes to indicate whether bet should be for pool or specific friend
- **Issues:**
 - Overwhelming & ugly
 - Checkboxes for bet instantiation are confusing
- **After:**
 - Split into two screens so that user is not overwhelmed by all the form inputs
 - Emphasize competitive nature of the bet to draw user in and provide impetus for continuing through the workflow. This is done with the profile pictures juxtaposed with the “versus” text.
 - Use of profile pictures to place focus on individuals rather than task. Additionally, this cuts down the amount of text and prettifies the page.
 - This also fixes the issue of the checkboxes by allowing “random pool” as the “default friend”.
 - Provides defaults for end date and check-in frequency on the second page. This simplifies the task because the user can simply ignore these and just go through this page with the defaults. Thus the barrier to entry for creating a bet is captured entirely by the first page, which now only has 3 fields.



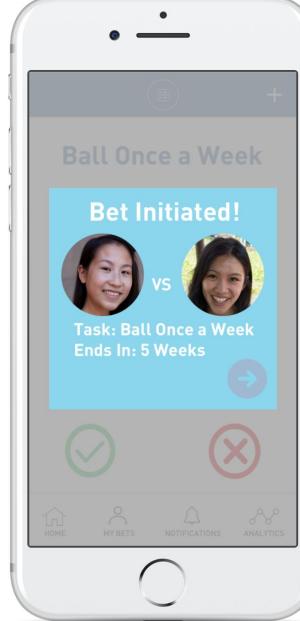
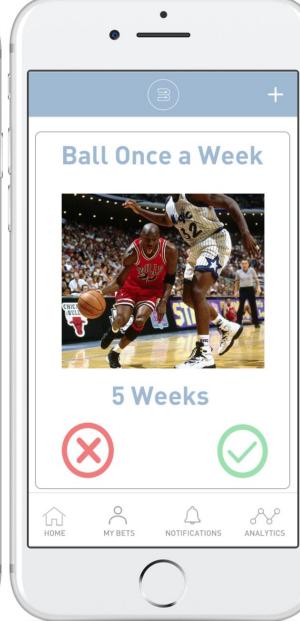
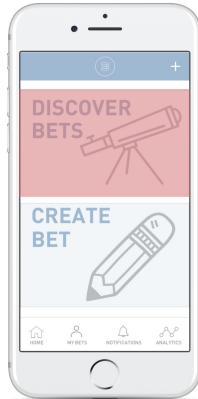
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Medium-fi prototype task flows

1a) Add a new bet (discover bets)

Swipe through pool of available bets



Confirmation



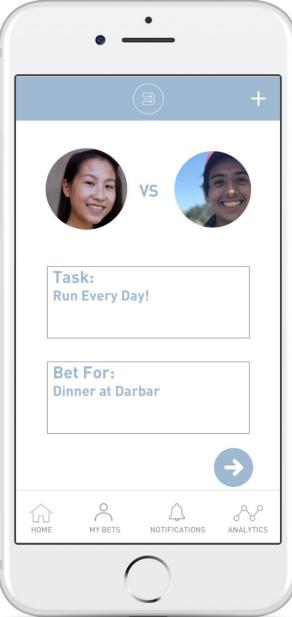
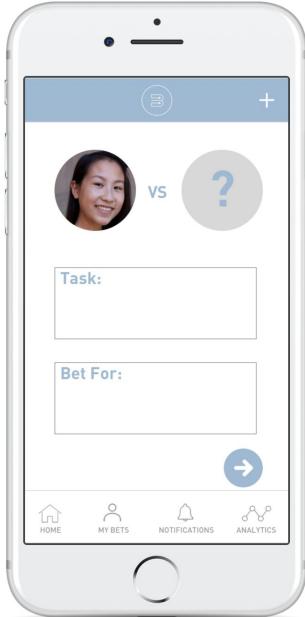
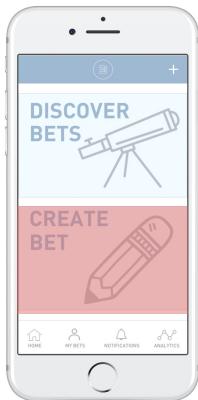
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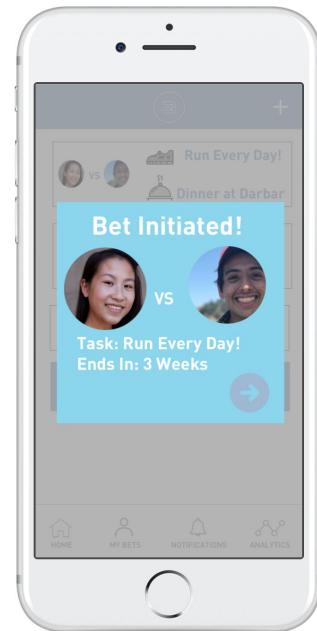
Medium-fi prototype task flows

1b) Add a new bet (create bet)

Fill in bet details (opponent, task, etc.)



Confirmation



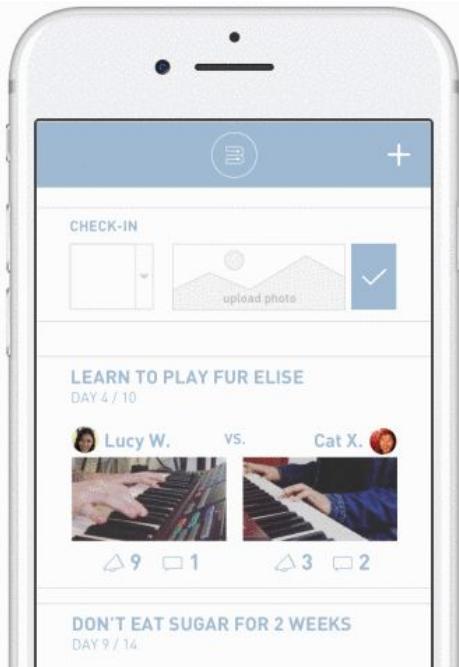
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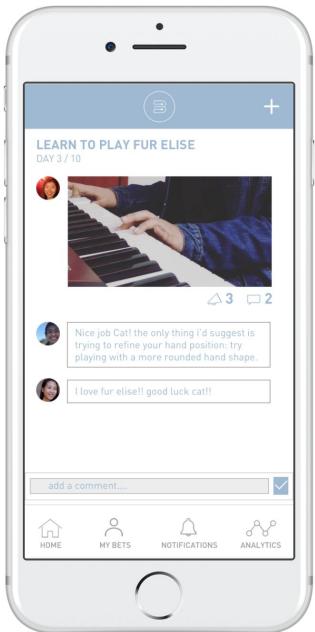
Medium-fi prototype task flows

2) Interact with your friends' bets

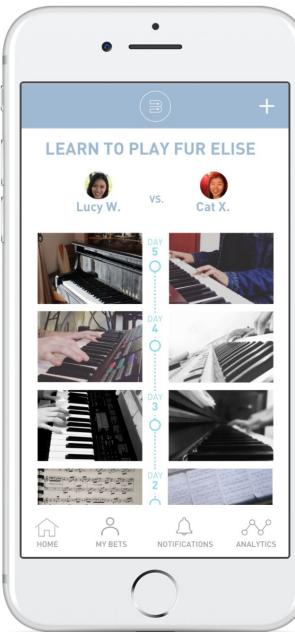
“Support”



Comment



View bet timeline



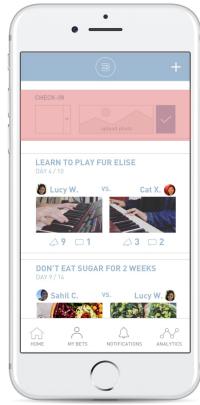
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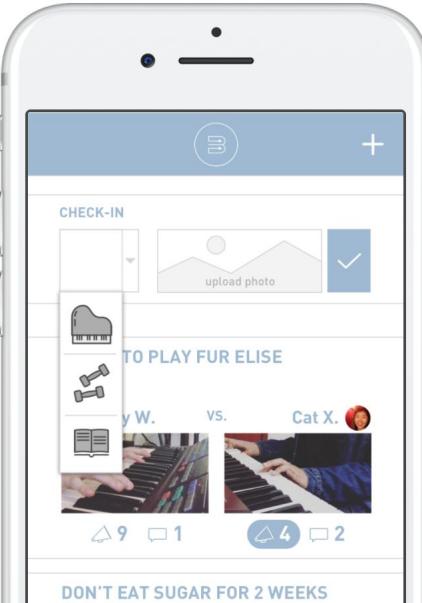
Medium-fi prototype task flows

3) Check-in to your bets & log progress

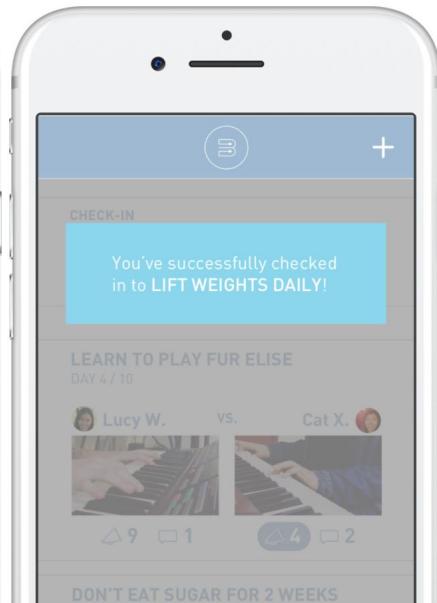
Select bet



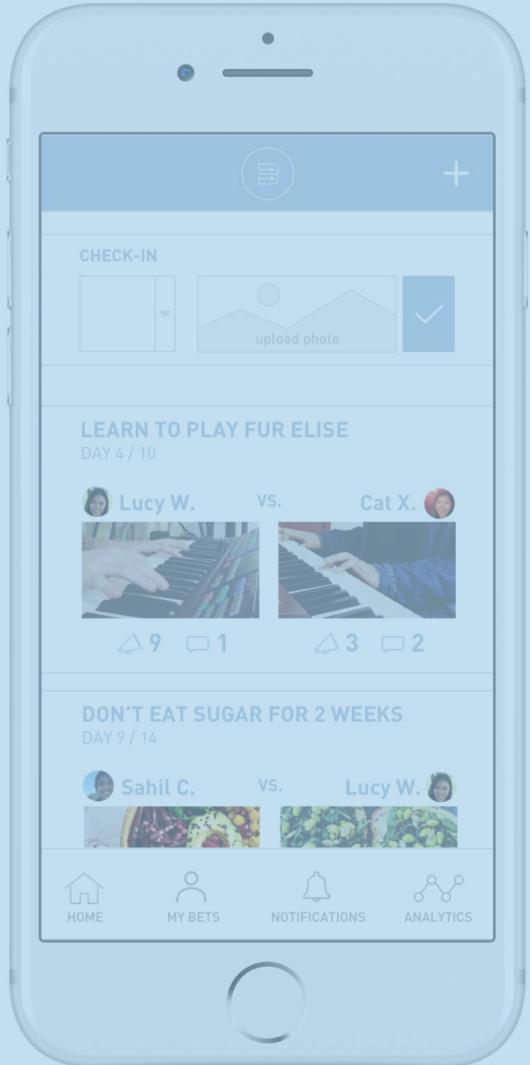
Upload photo



Confirmation



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Value/Prob/Solution

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Additional screenshots



BETTR



Design and prototyping tools



PROS: relatively simple interface with drag and drop features

CONS: initial learning curve, new version of Sketch not compatible with old versions of MacOS, no online collaboration tools



PROS: easy collaboration over the cloud and intuitive interface

CONS: coordinating the different flows and transitions, mainly due to app complexity



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Limitations & tradeoffs

Limitations:

- Users guided through one single flow for most tasks
- No ability to click on key points in “My Overall Growth” chart
- Some selection and typing functionalities abstracted away - e.g. selecting a photo, inputting bet times and details

Rationale:

- Opted for simplicity instead of cluttered interface
- More straightforward way to test key flows
- Focus on actions that are different from common actions such as typing and selecting photos

Tradeoffs:

- Difficult to gauge user satisfaction with amount of typing, which is key for mobile interfaces
- Discoverability of disabled features not factored into prototype





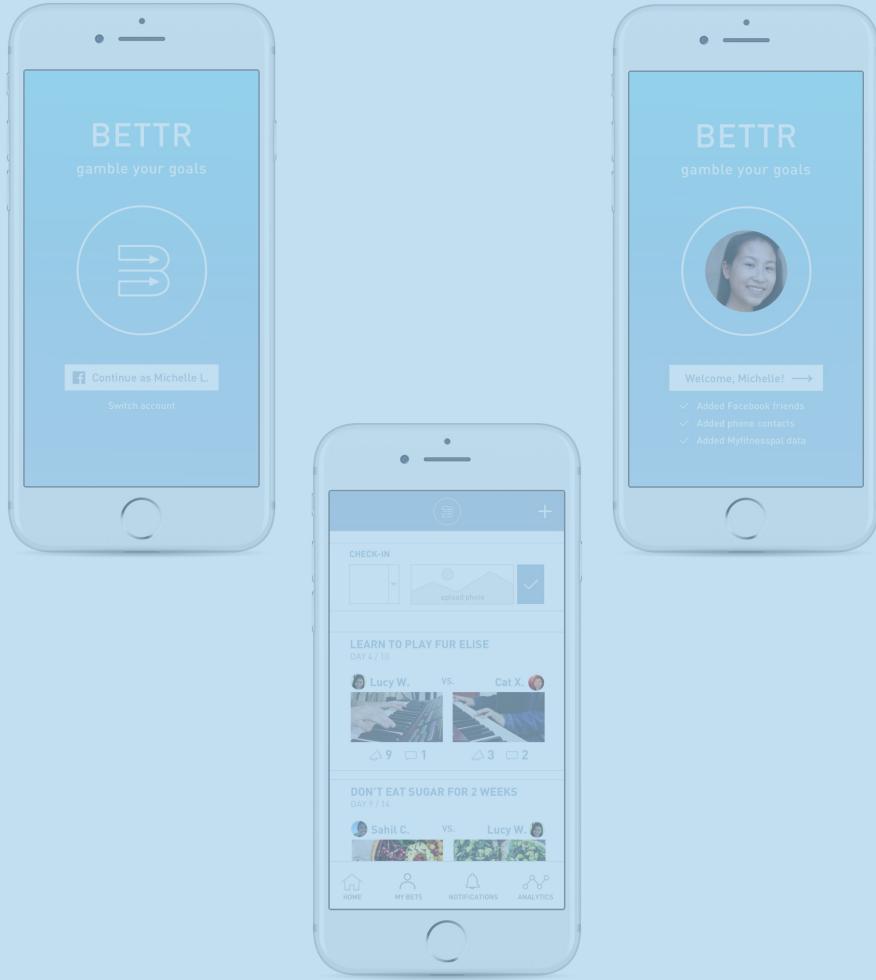
Hard-coded features & wizard of oz

Both **user-generated elements** and Bettr's **progress analysis** were hardcoded for this prototype to simulate an end-to-end user experience.

- Hard-coded content
 - Bets in “Discover Bets”
 - Bets on newsfeed
 - Comments, notifications, and photos
 - New bet creation
- Wizard of oz content
 - Overall growth chart
 - Top strengths debrief
 - Automatic sync of Facebook friends who have joined Bettr



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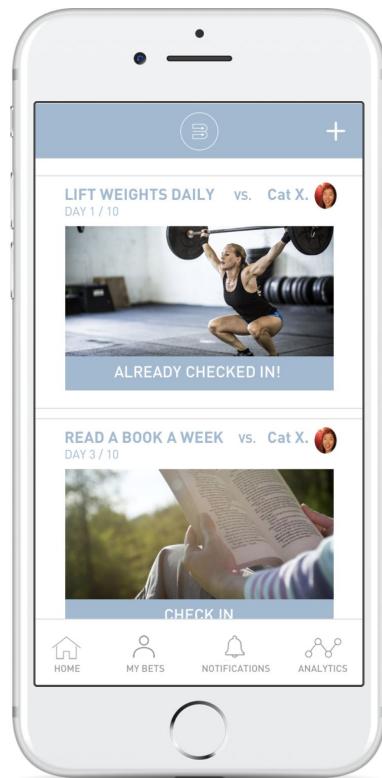
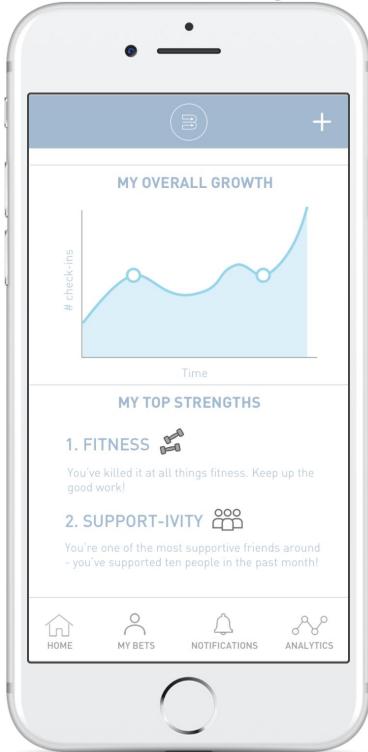
Additional screenshots



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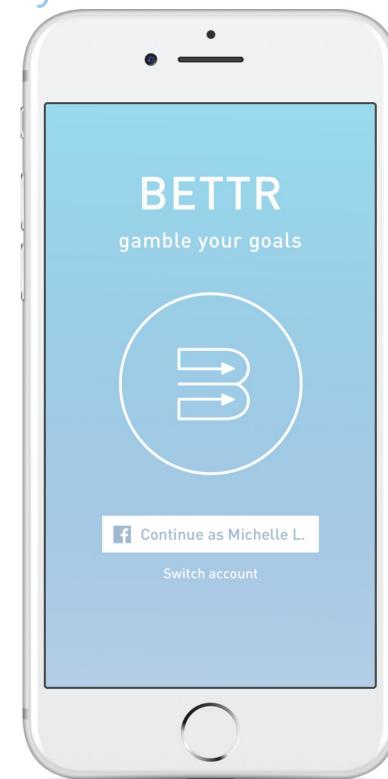
Additional screenshots

Overall Analysis



My Bets

Sync with Facebook



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gamble your goals