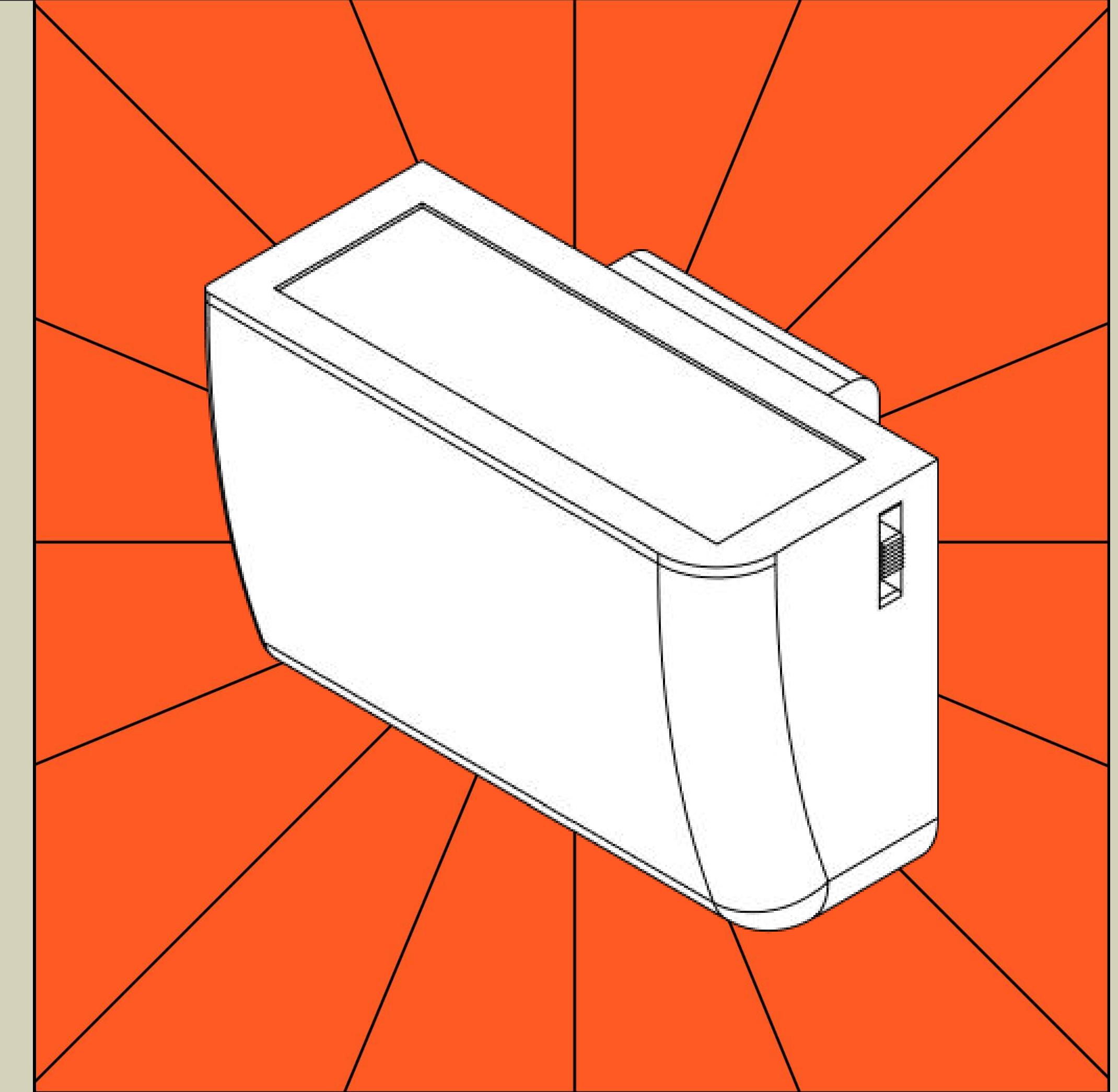


# THE NUB: PAGER ARTIFACT

A pager that comes alive to make you stick  
to your habits



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# AGENDA

2

1     **THE PROBLEM**

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2     **THE PAGER**

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3     **WHAT'S INSIDE?**



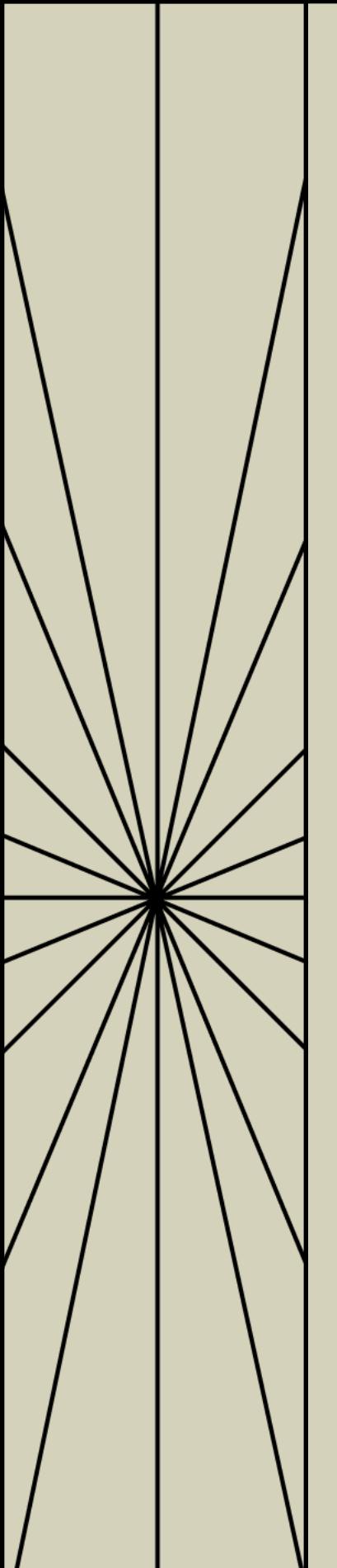
# Habitica

4

# Atom

A PRODUCT FOR

**PEOPLE TIRED OF DEALING  
WITH PHONE DISTRACTIONS  
WHEN TRYING TO TRACK AND  
STICK TO HABITS**



# THE NUB

A product to tackle this

**STANDALONE DEVICE**

+

**COMPANION APP**

4

## FOR WHO?

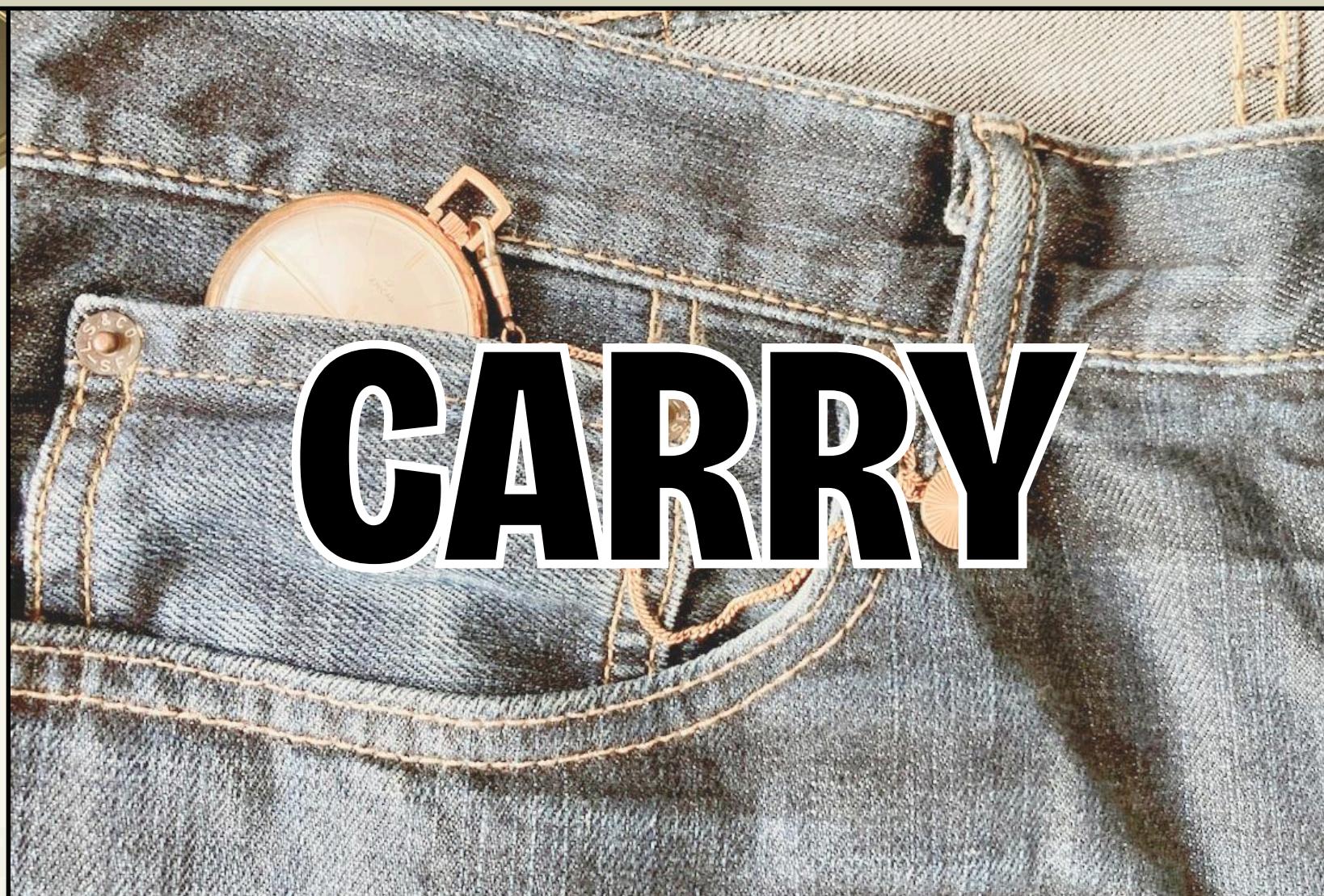
Overwhelmed **Digital natives**

- **SEEK DISTANCE FROM PHONE**
- **STRUGGLES WITH HABIT BUILDING**
- **STRUGGLES WITH PROCRASTINATION**

## STANDALONE DEVICE TRADE-OFFS



# COST



Users will have to **pay** instead of using a free app.  
They will effectively pay for an **absence of distractions**.

Carrying an additional device is an **inconvenience**.  
This is still reasonable as it allows **constant access** to reminders. It is also a **statement**

Users will not be able to modify habits and reminders **on the fly**.  
The inconvenience is balanced by the **alleviation** of decision fatigue and procrastination

# THE PAGER

(or NUB)

# ACTION FOCUSED

The pager will support habit check-ins and snooze. This deliberate asymmetry offload complexity to the phone.

# HABIT LOOP

The product must nurture the habit loop with the aid of visuals.

# PHYSICAL INTERACTION

Tactile feedback provides inherent confirmation

# VISIBLE

Clearly displaying information at all times we create sensory affordances and feedforwards.

# NO TOUCHSCREEN

For a device this small, it could only be detrimental

# BUTTONS?

As the alternative way of interaction

# ALWAYS CLOSE

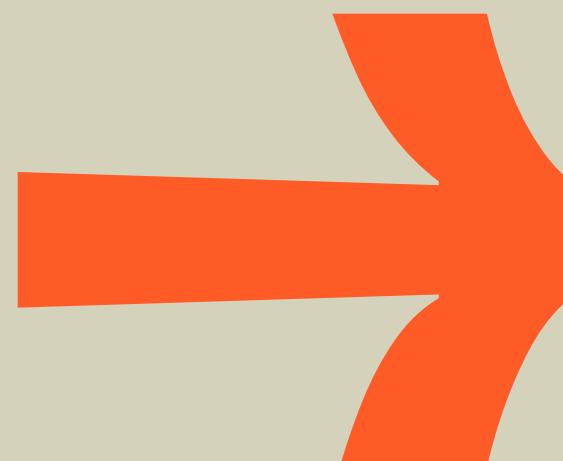
To notify its user during the day

# FAST

The interactions need to be fast so that the device can be unobtrusive

# SMALL

Form factor that allows for portability and mitigates the tradeoff of carrying another device.



# NO TOUCHSCREEN

For a device this small, it could only be detrimental

# BUTTONS? SCROLLWHEEL

As the alternative way of interaction

# ALWAYS CLOSE

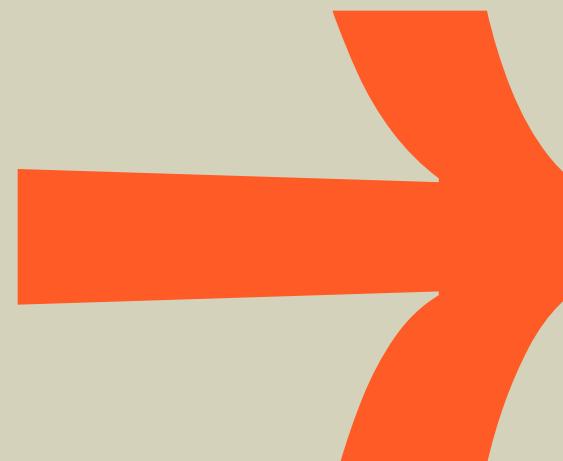
To notify its user during the day

# FAST

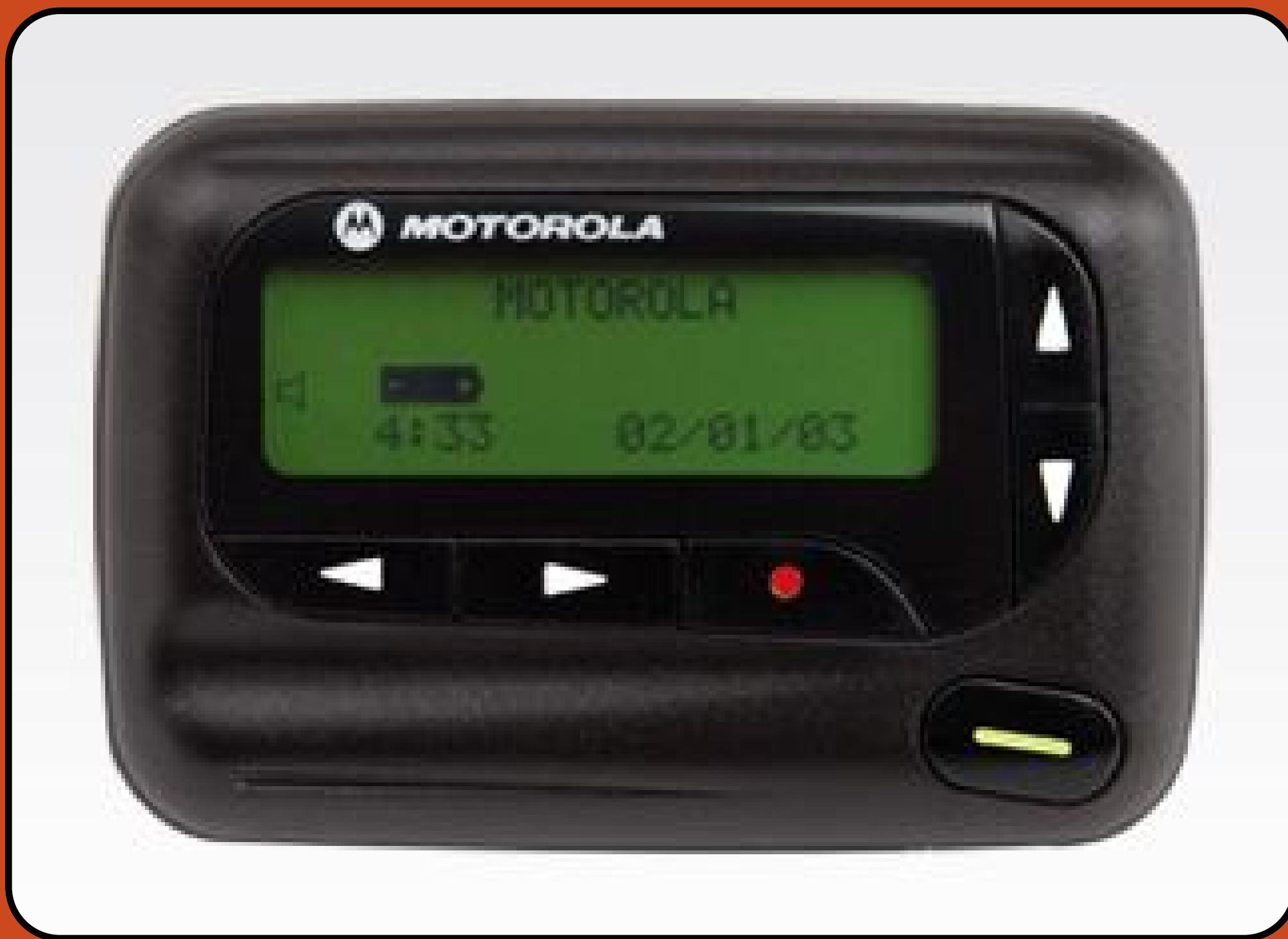
The interactions need to be fast so that the device can be unobtrusive

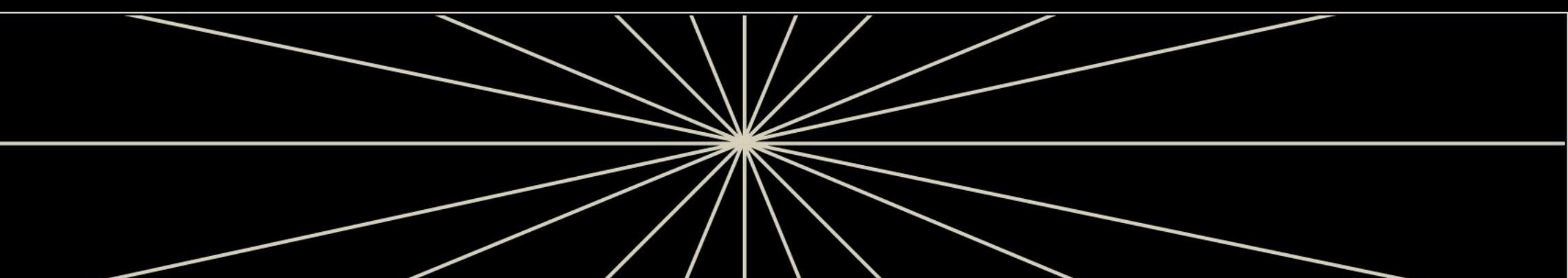
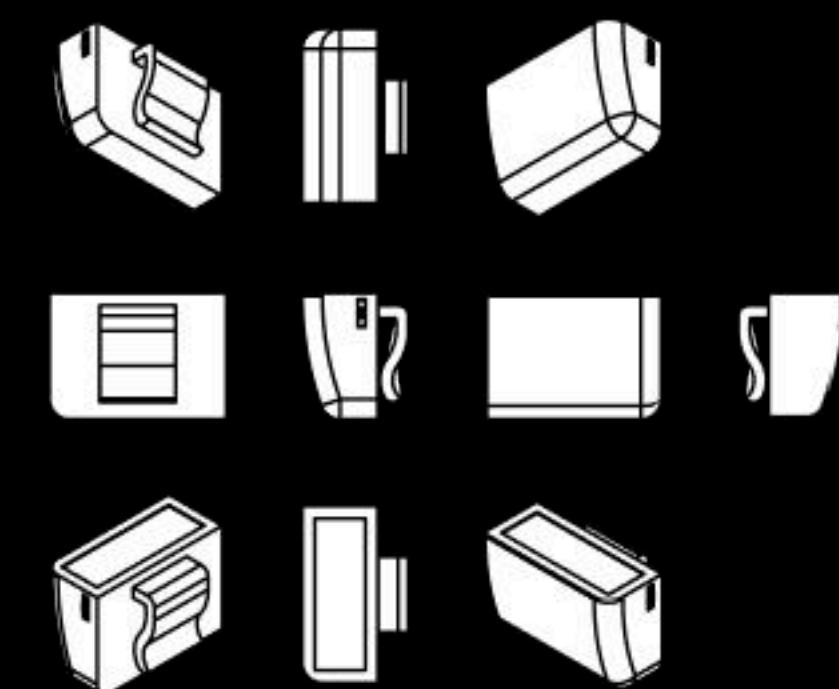
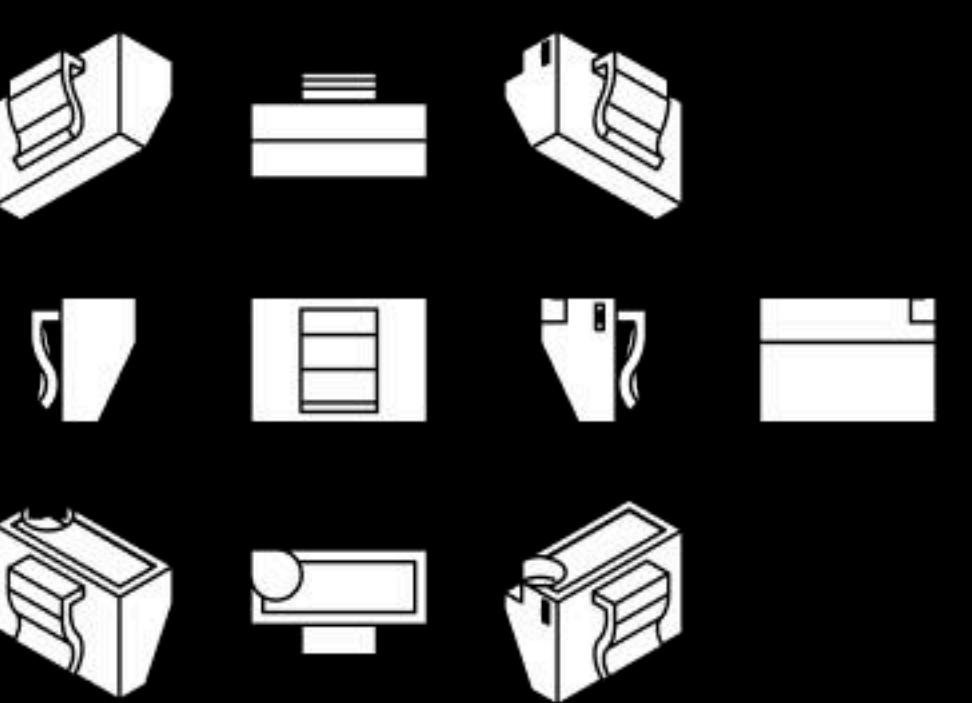
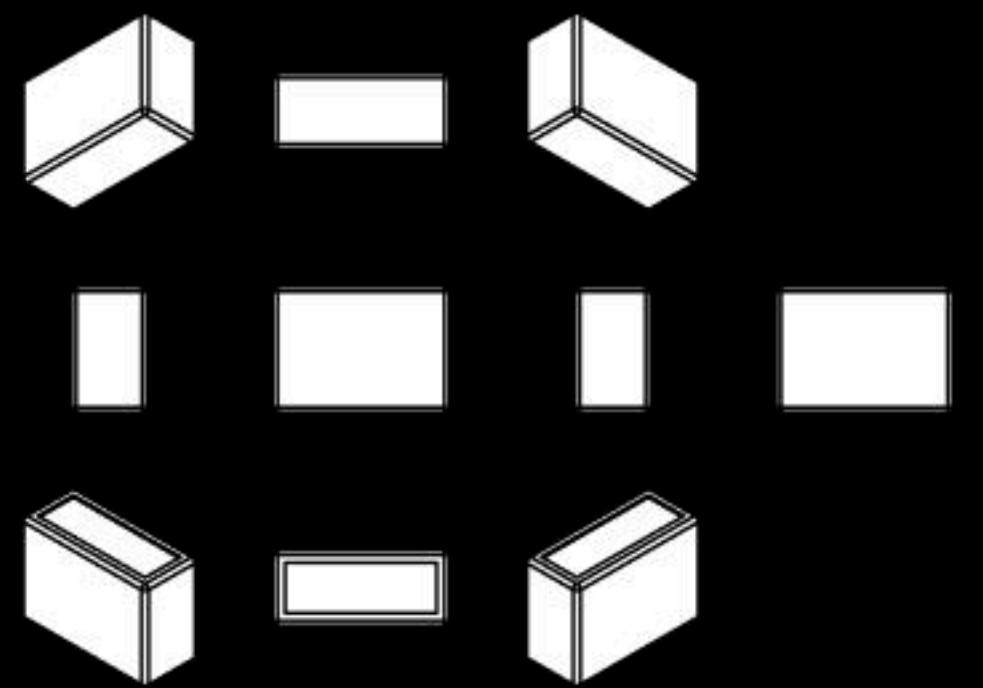
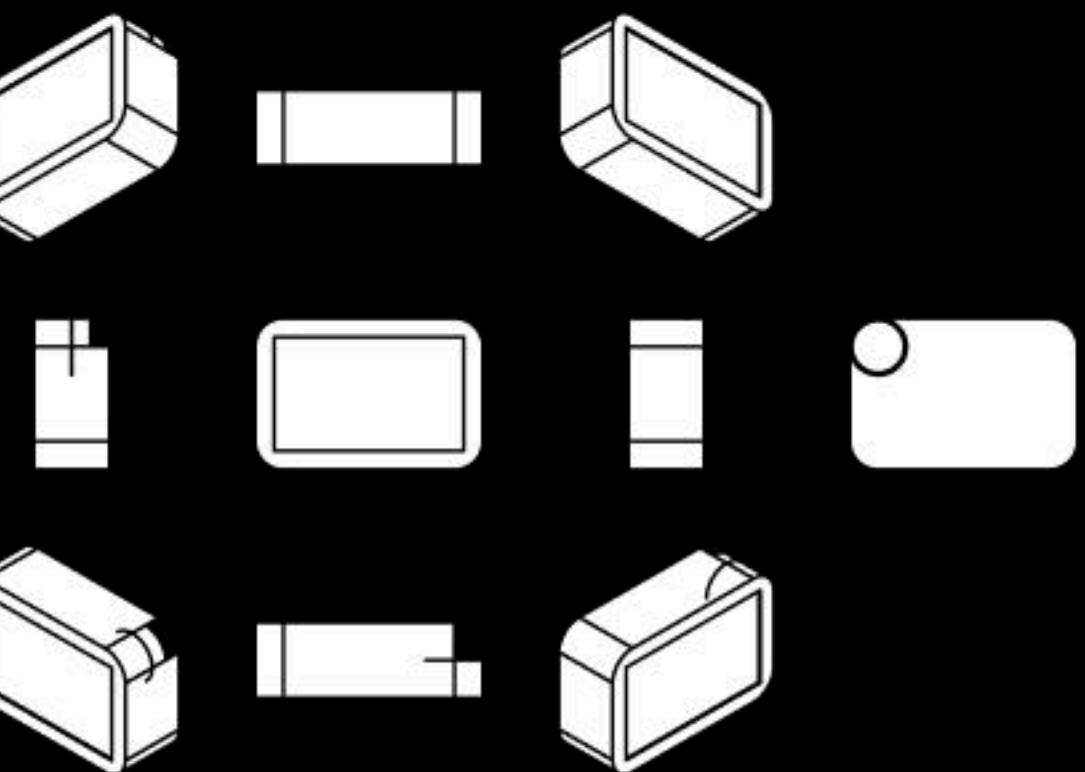
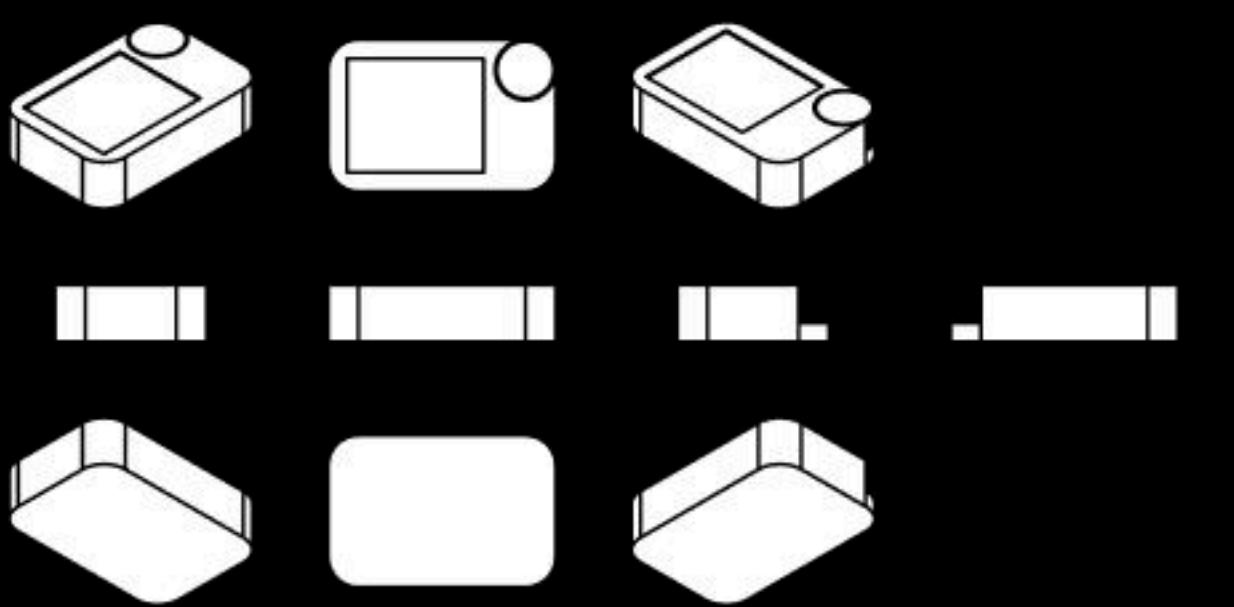
# SMALL

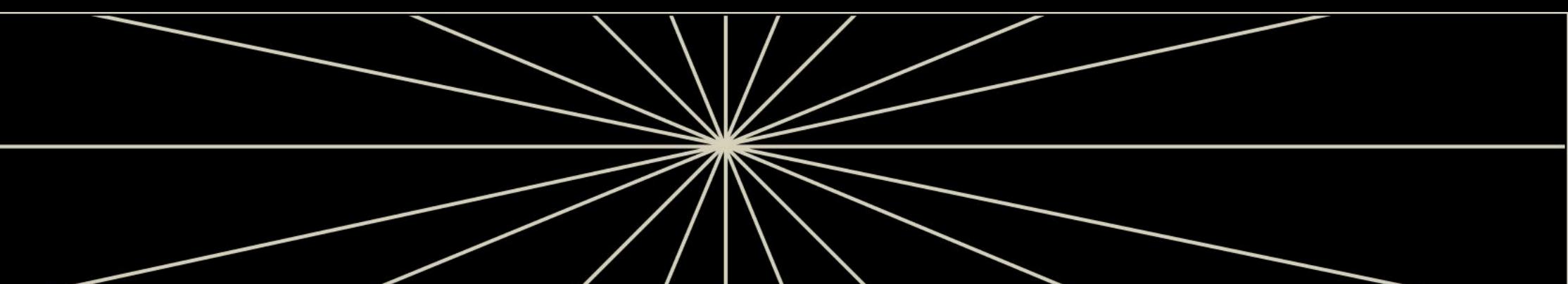
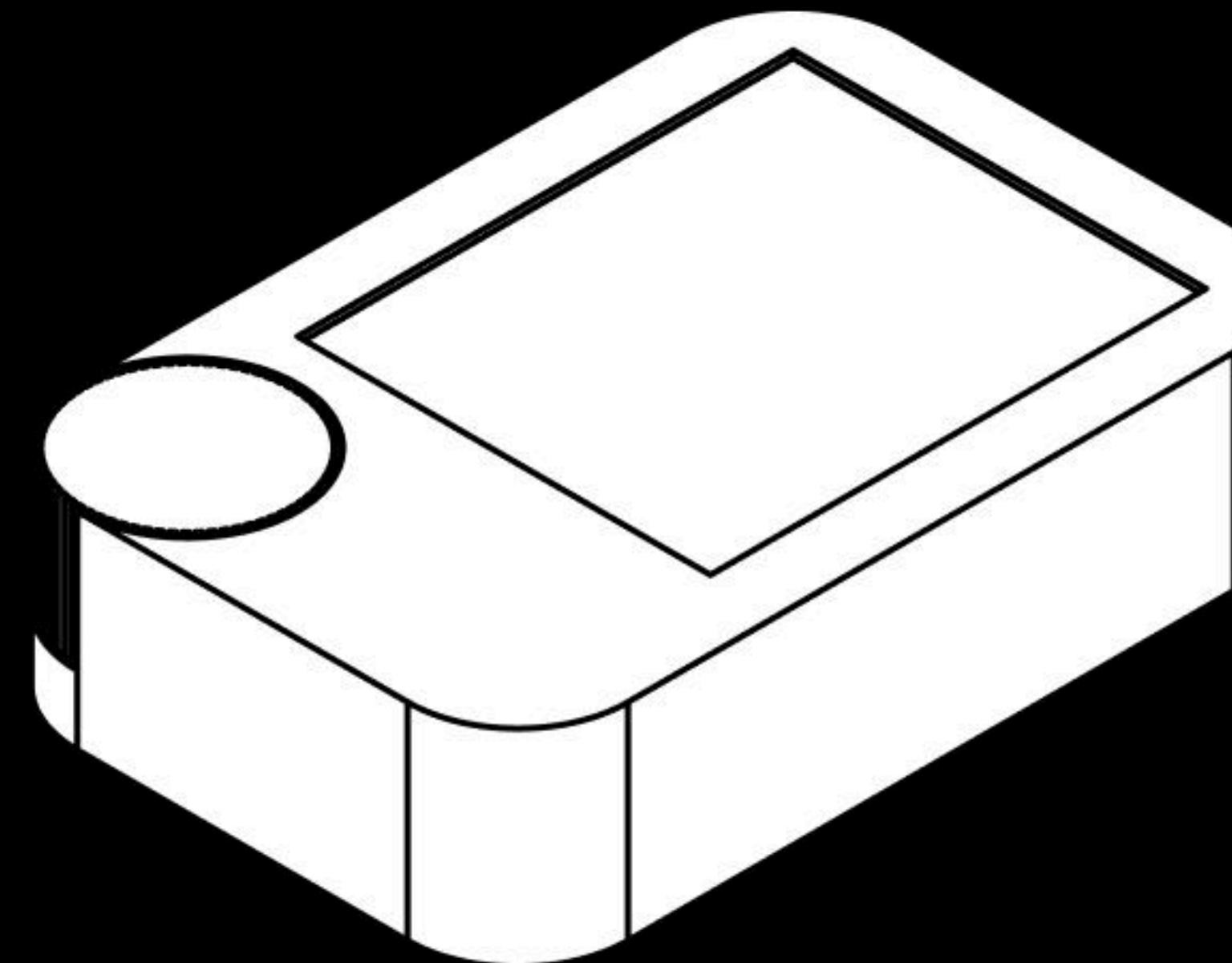
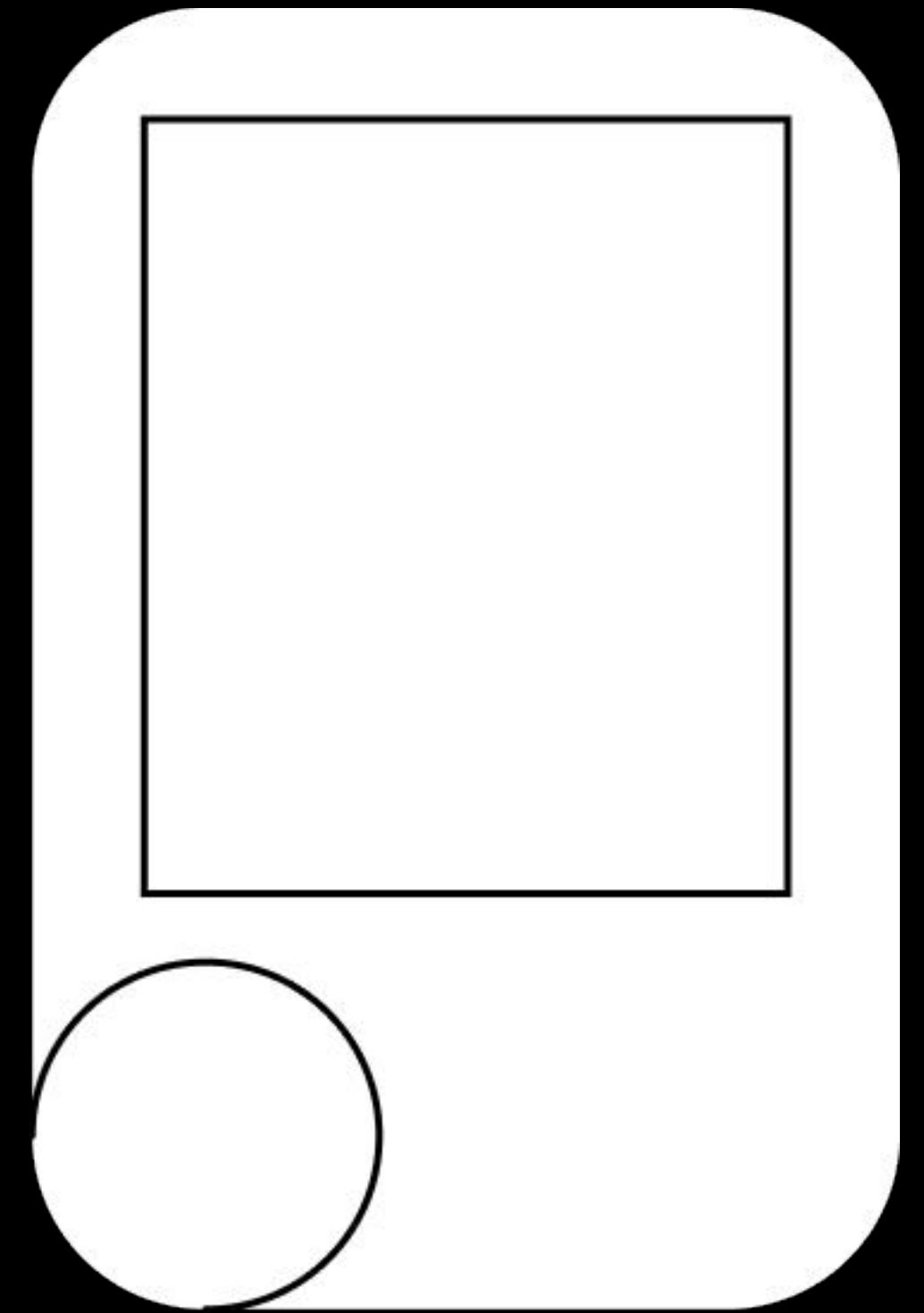
Form factor that allows for portability and mitigates the tradeoff of carrying another device.

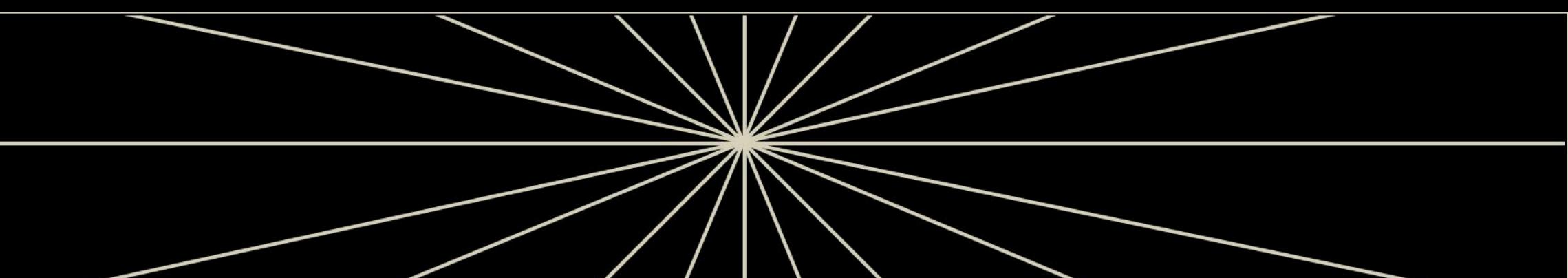
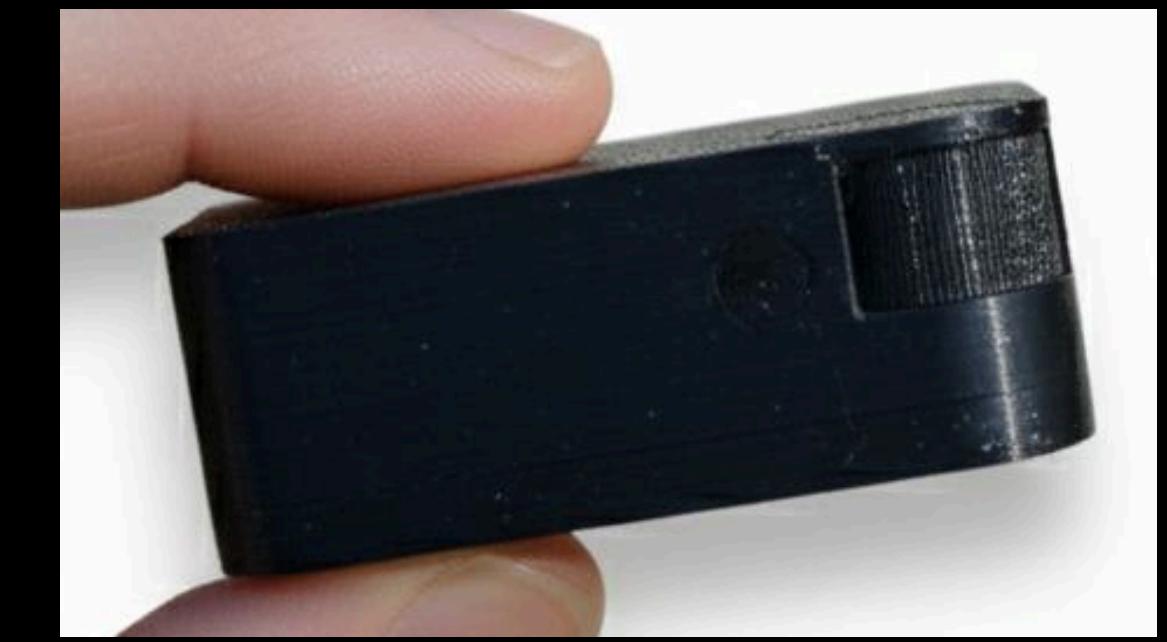
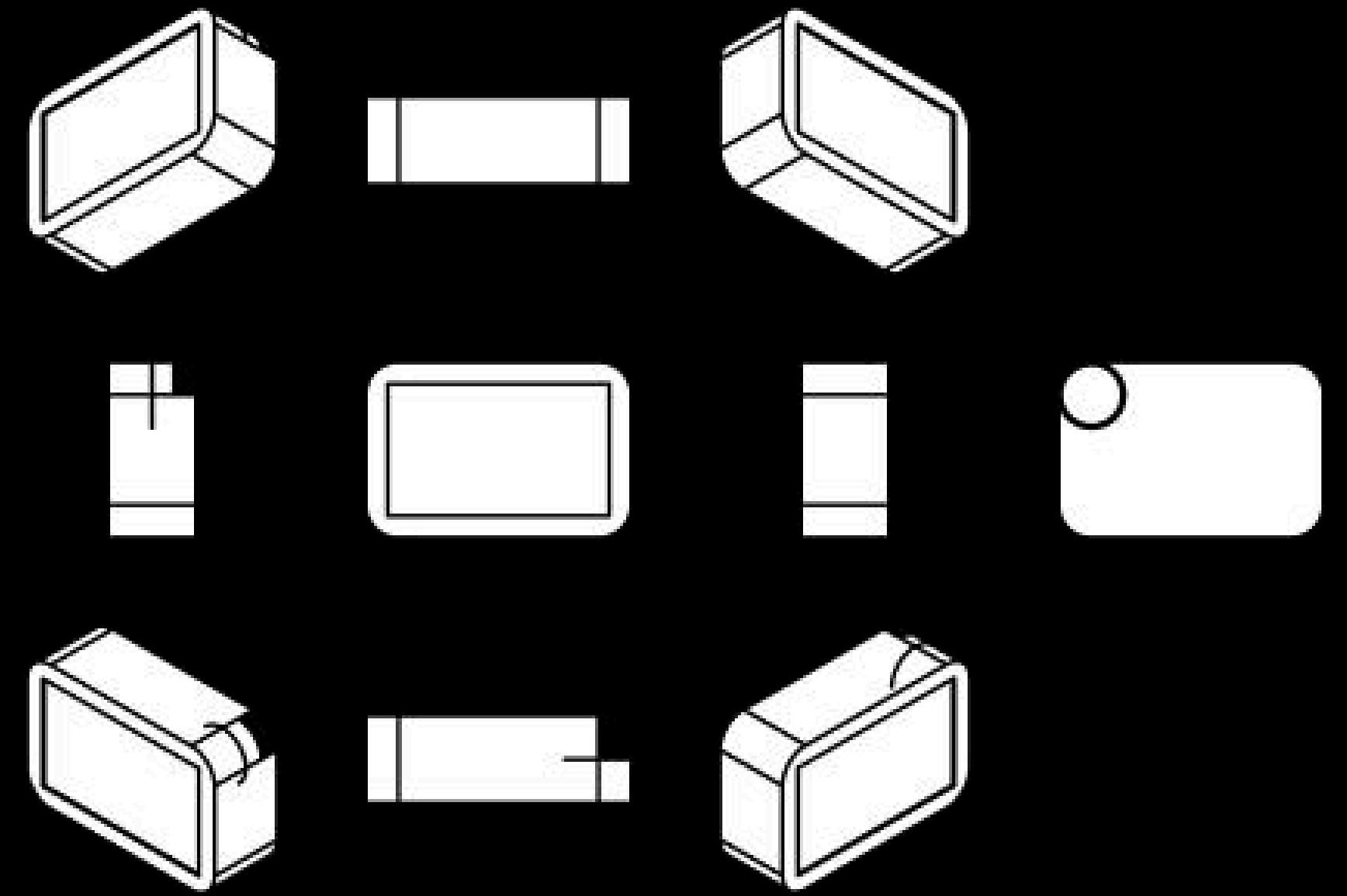


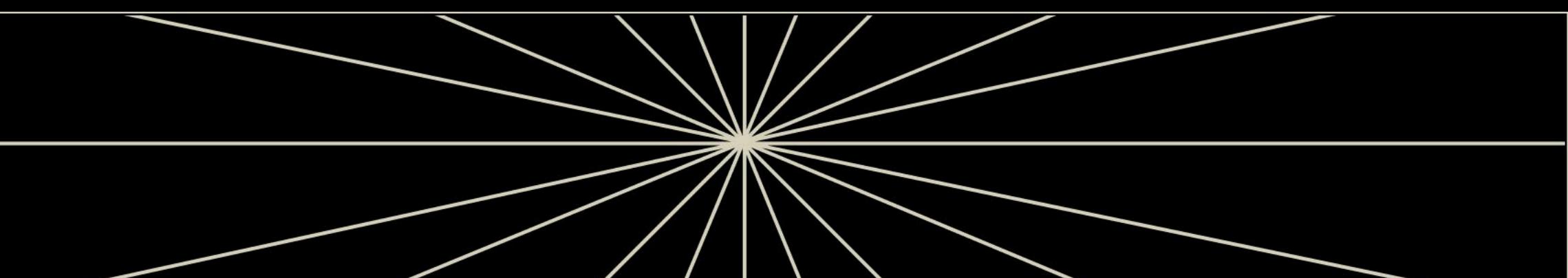
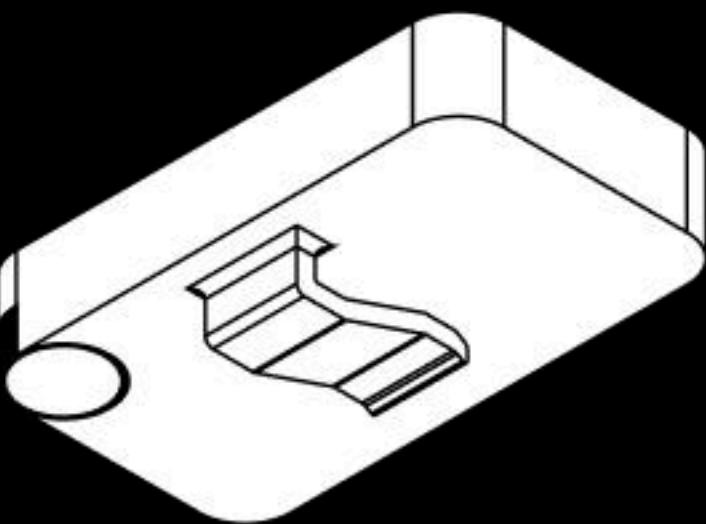
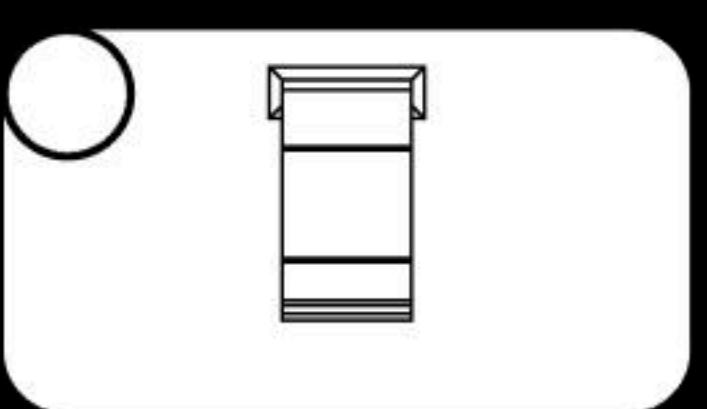
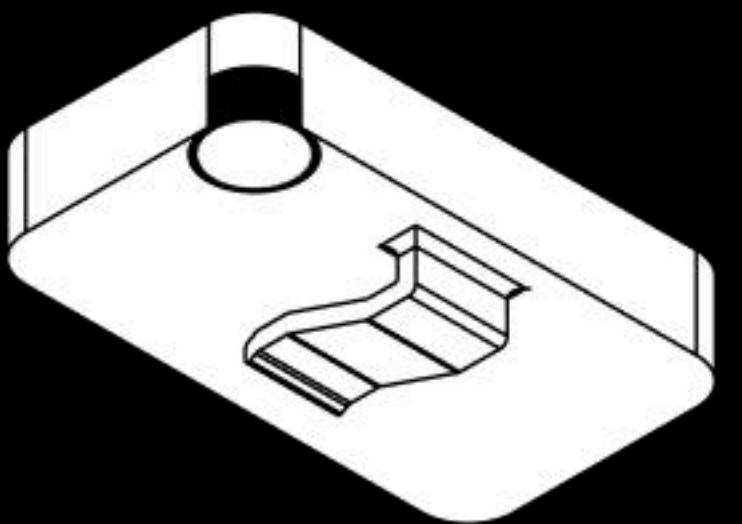
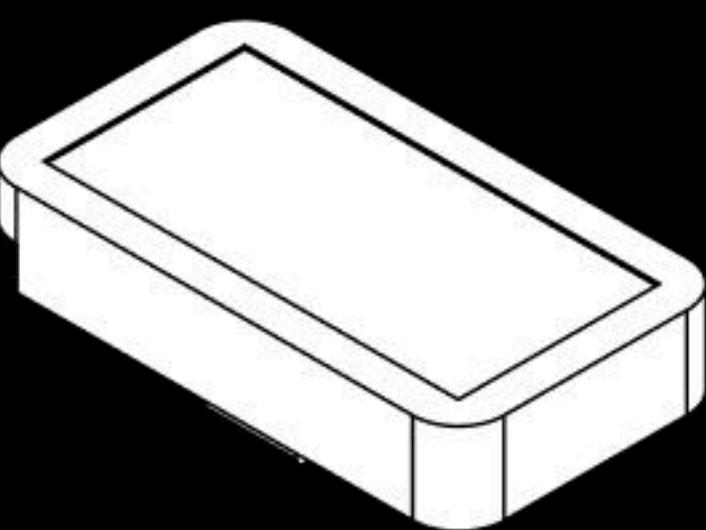
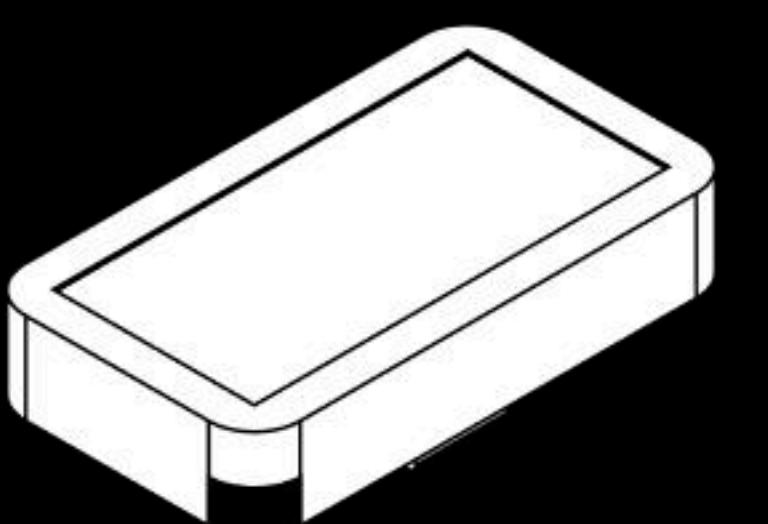
# INITIAL INSPIRATIONS







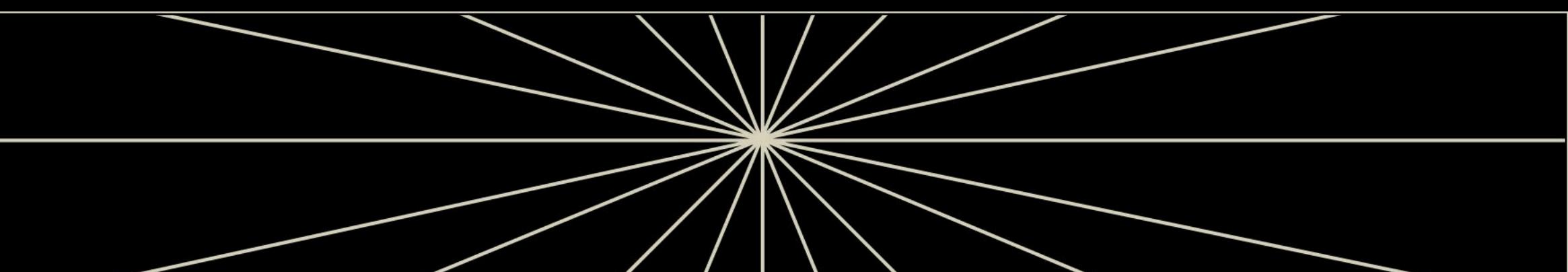
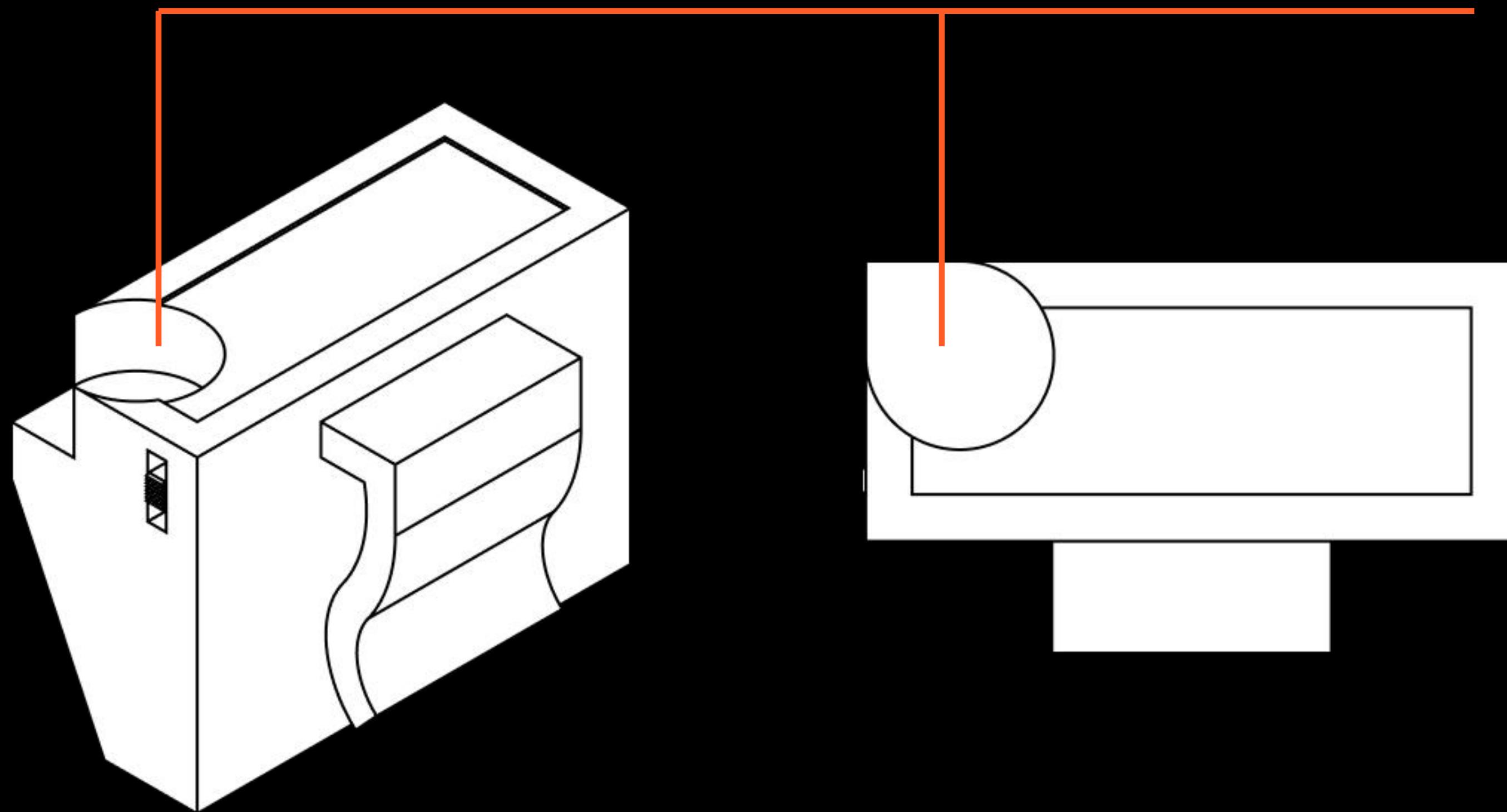




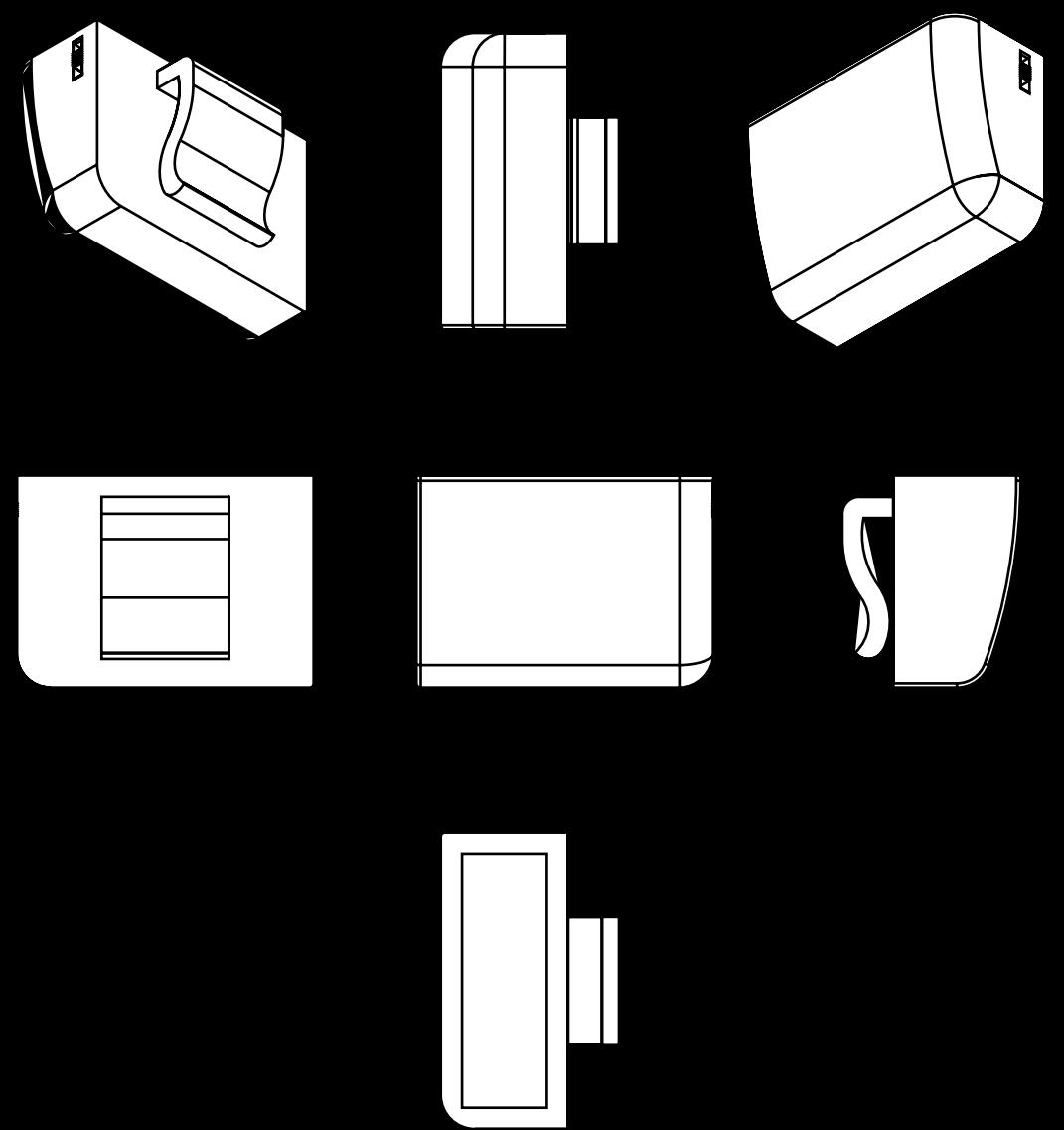
## REVISED INSPIRATIONS



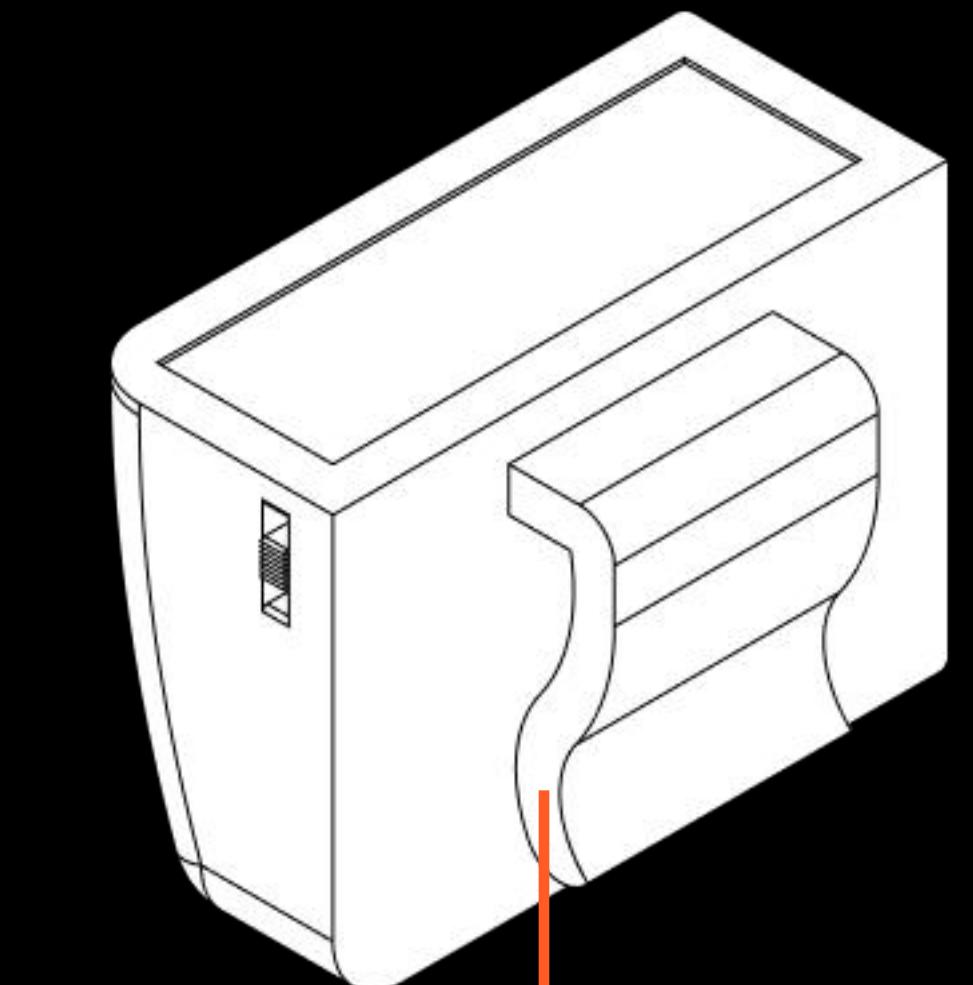
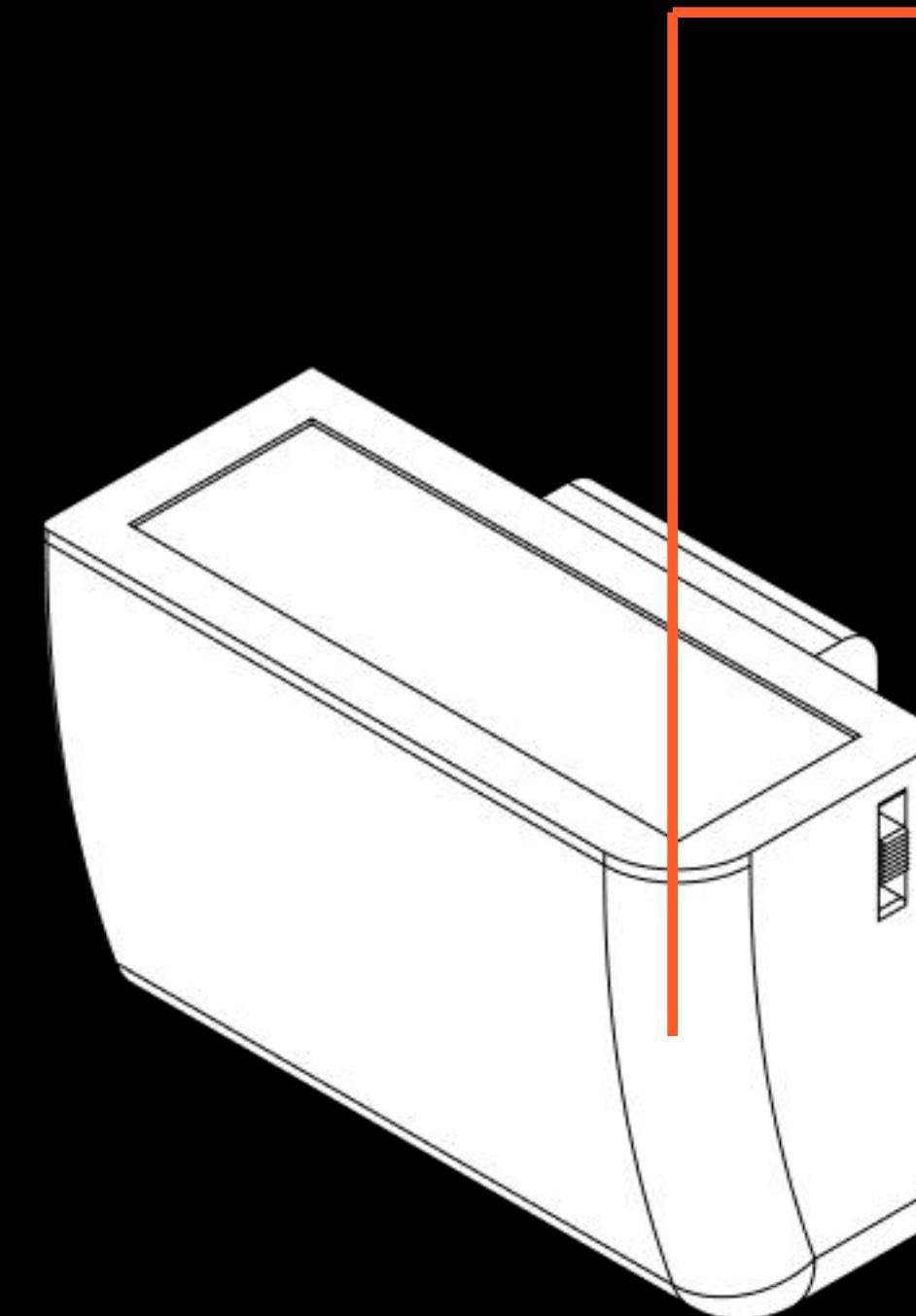
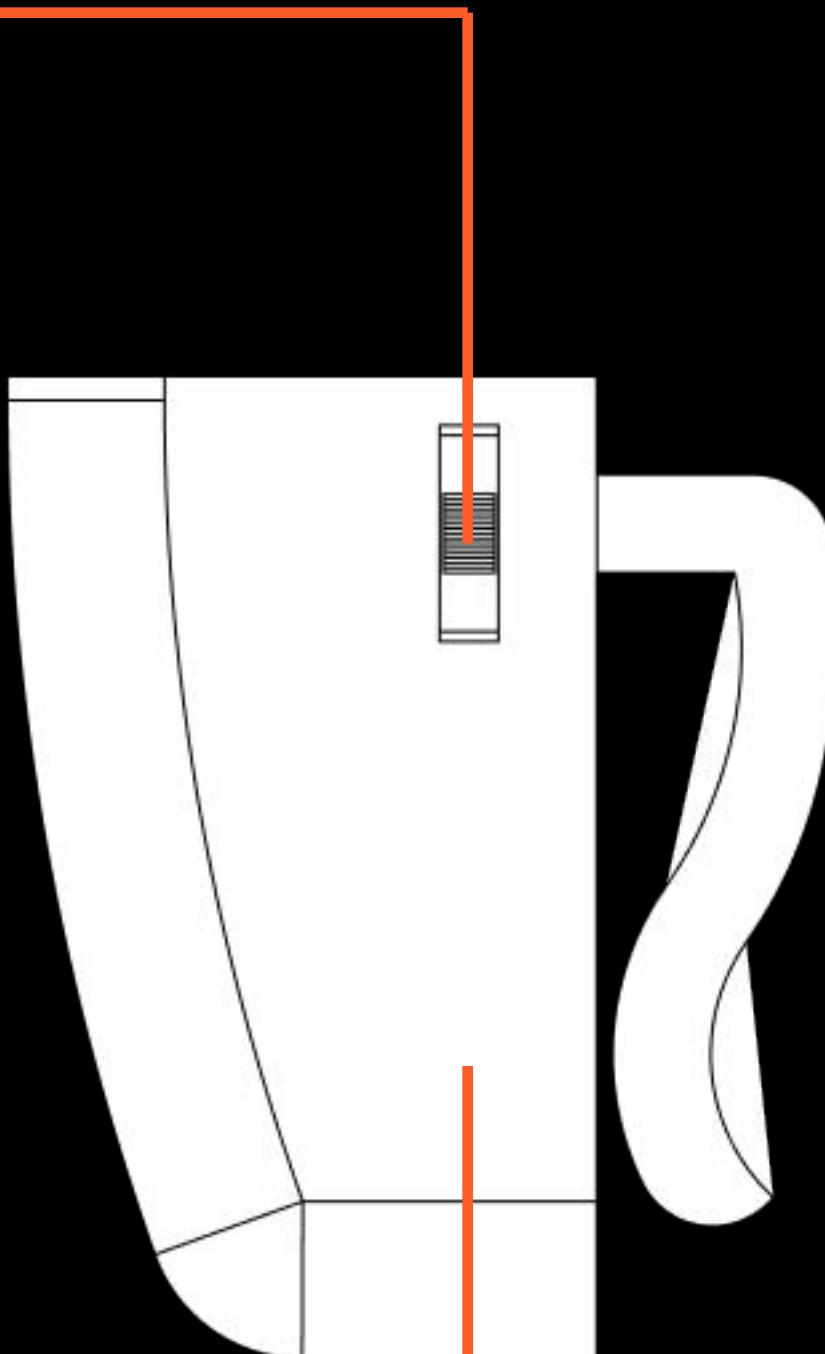
# Scrollwheel



**Ringtone slider**

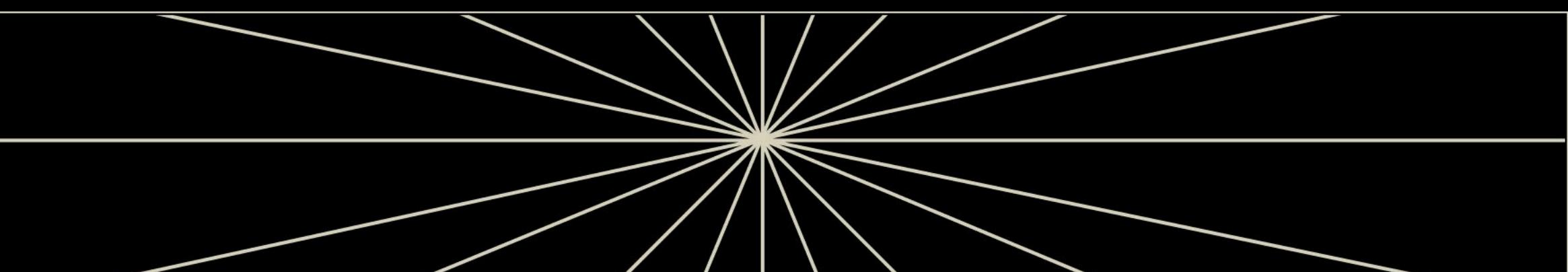


**Scrollwheel**



**Buzzer and vibration**

**Optional bel clip**



# WHAT'S INSIDE?

Your Nubbins!

Your small habit aliens

# NUBBINS

Nubbins are the motivator inside the Nub. They're nurtured by check-ins.



Your small habit aliens

# NUBBINS EVOLVED

Nubbins evolve as you care for them.



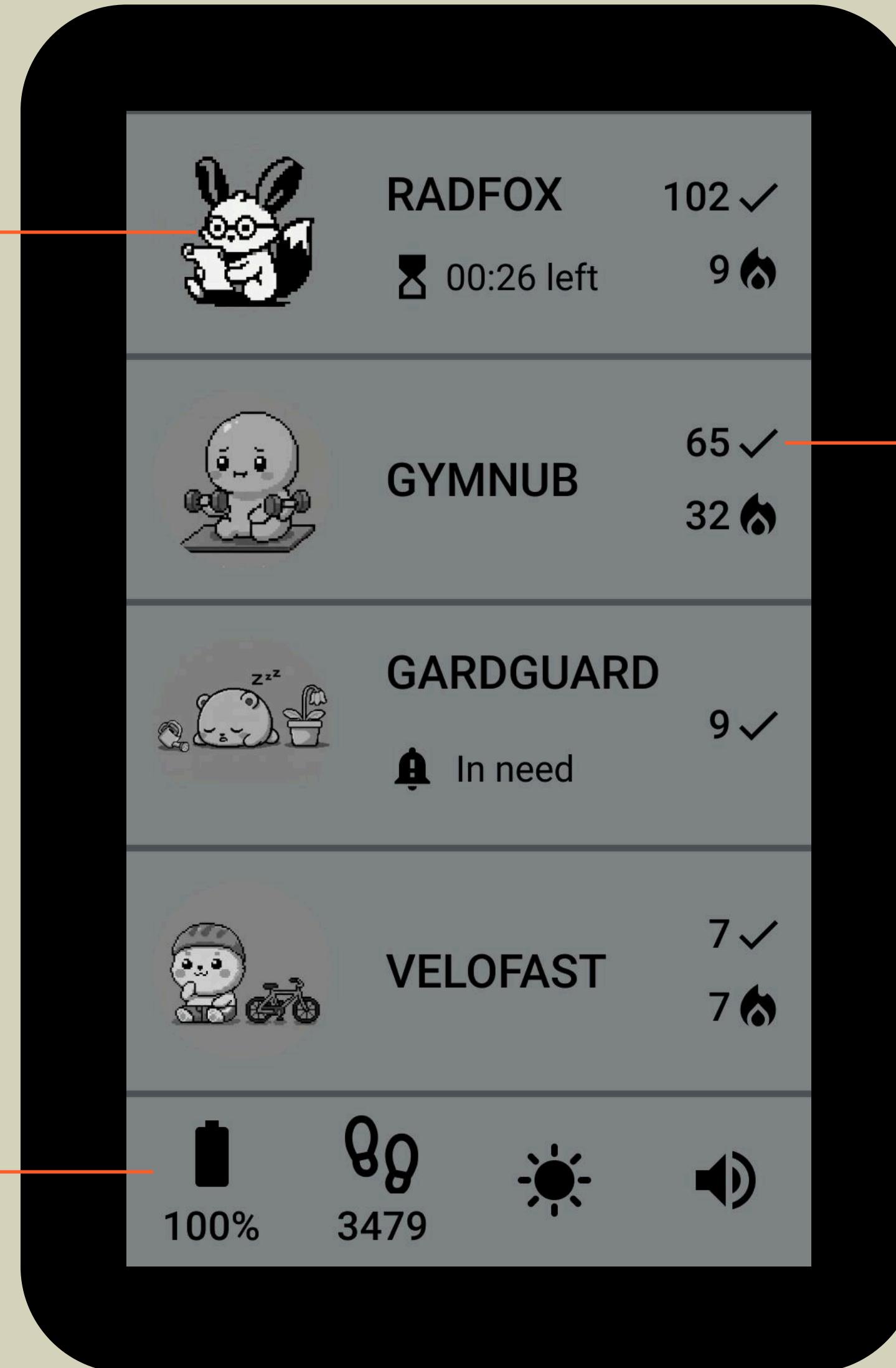
# THE INTERFACE



Your Nubbins!

## Animated nubbins

Glancing down the user can at all times know the nubbin health status



## Streaks & checkins

The purpose is to motivate the user to keep going by seeing the progress he's made

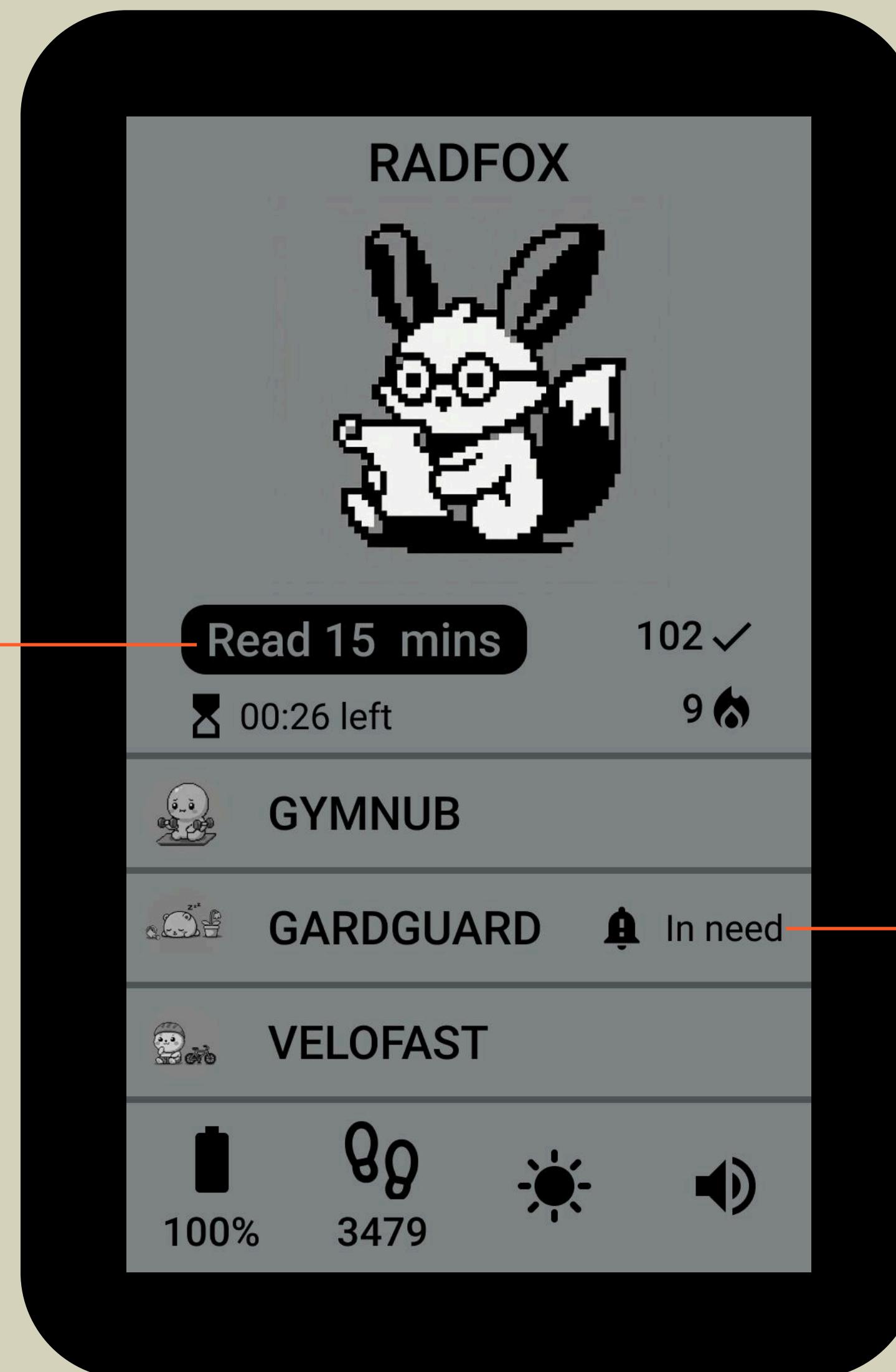
## Status widget

At all times the user can know important global data

## Habit definition

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Gives a clear action associated with each nubbin, in case the name and nubbin's looks aren't enough



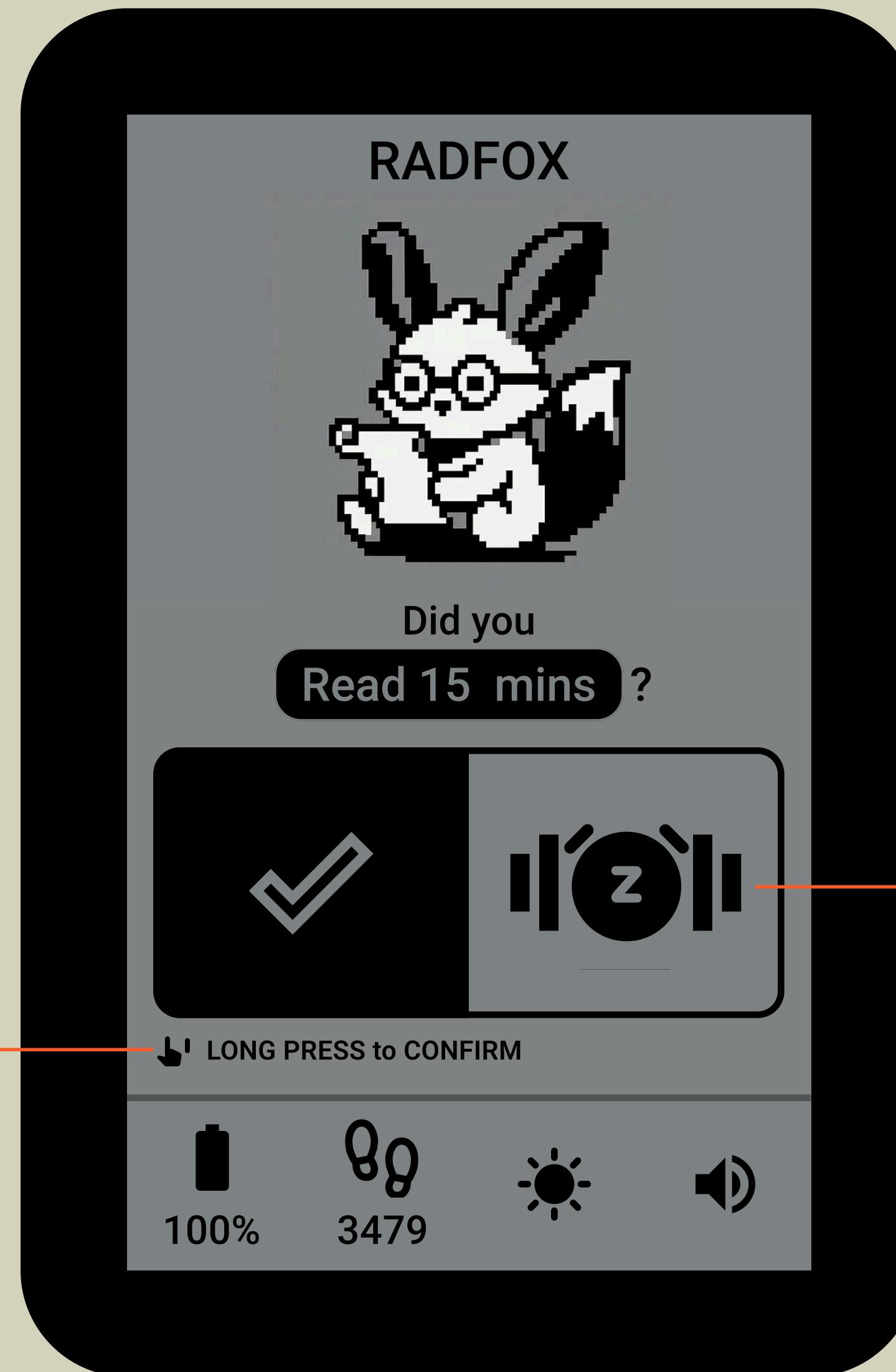
## Status indicator

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Always shows additional details at a glance.

## Interaction hint

This is useful especially for new users



## Check-in preselected

Leverages the default bias to nudge the users to complete a check-in

RADFOX



3/10 check-ins  
to next evolution

↪ SHAKE to UNDO



100%

3479

RADFOX



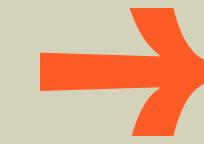
SNOOZED  
for 30 min

↪ SHAKE to UNDO



100%

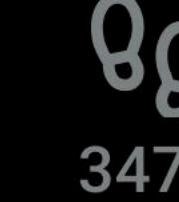
3479



RADFOX



UNDONE



100%

3479

RADFOX



What? RADFOX  
is evolving?



100%



3479



RADFOX



100%



3479



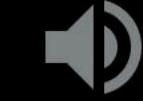
RADFOX

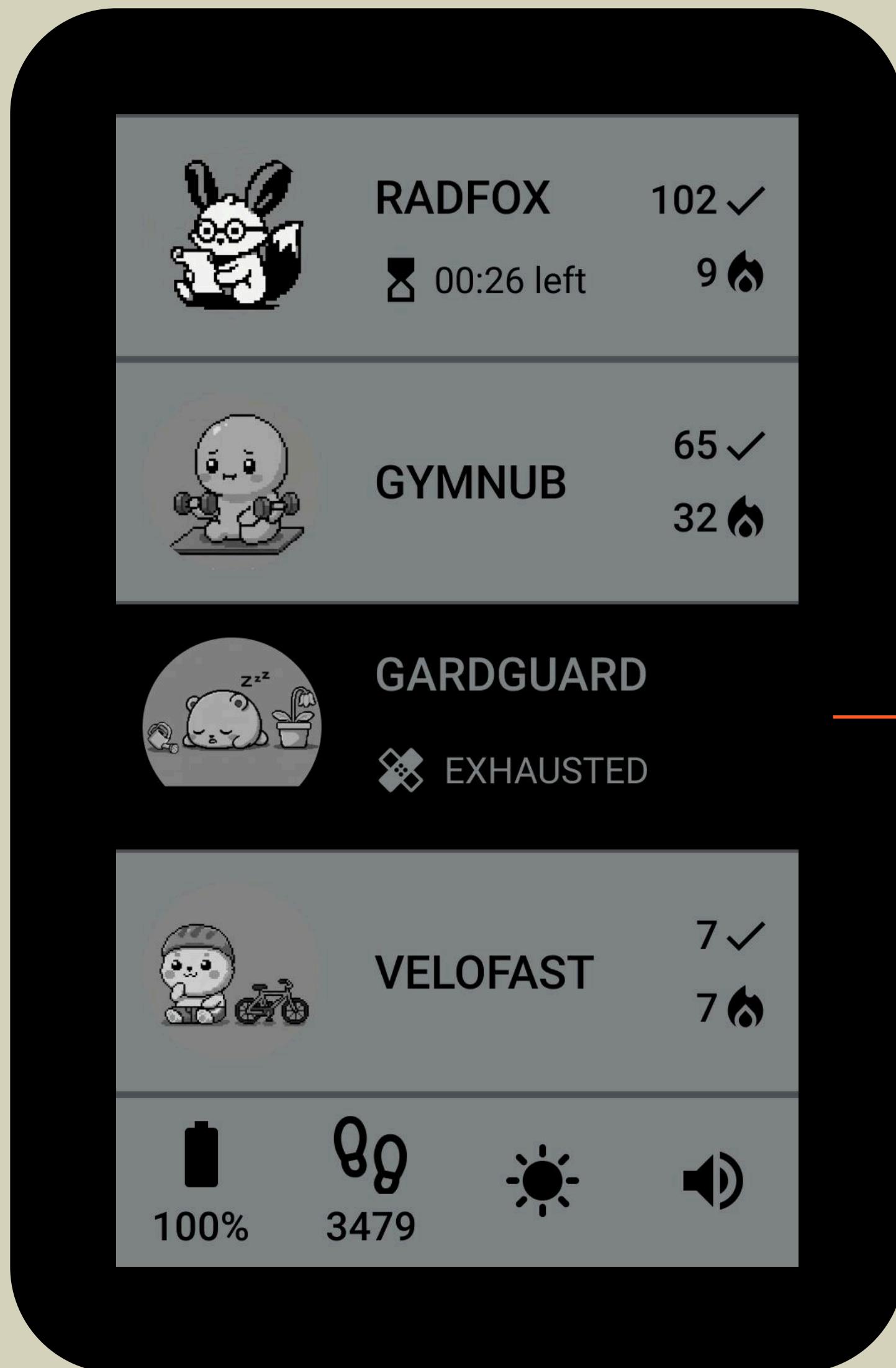


100%



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Nubbins never  
leave you

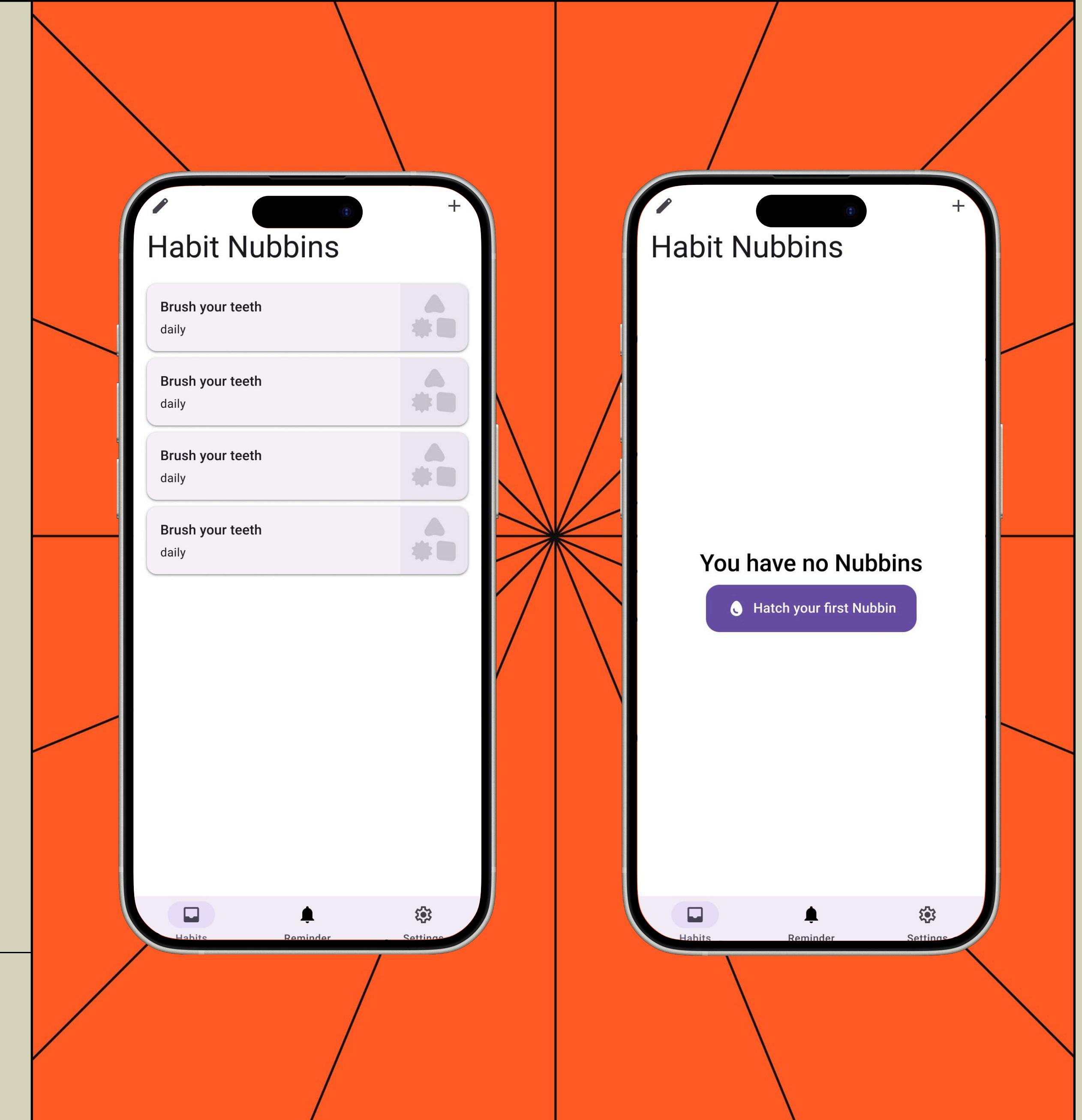
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They enter a state of hibernation until  
you check back in with them. The  
system is forgiving

# THE APP

- Create new habit nubbins
- Select habit type and frequency
- Handle sync options
- One-time reminders

Needs more thought and prototypes!



# THANKS



and may you stick to your habits!