



H A B I T A W A R E

Feature Scope

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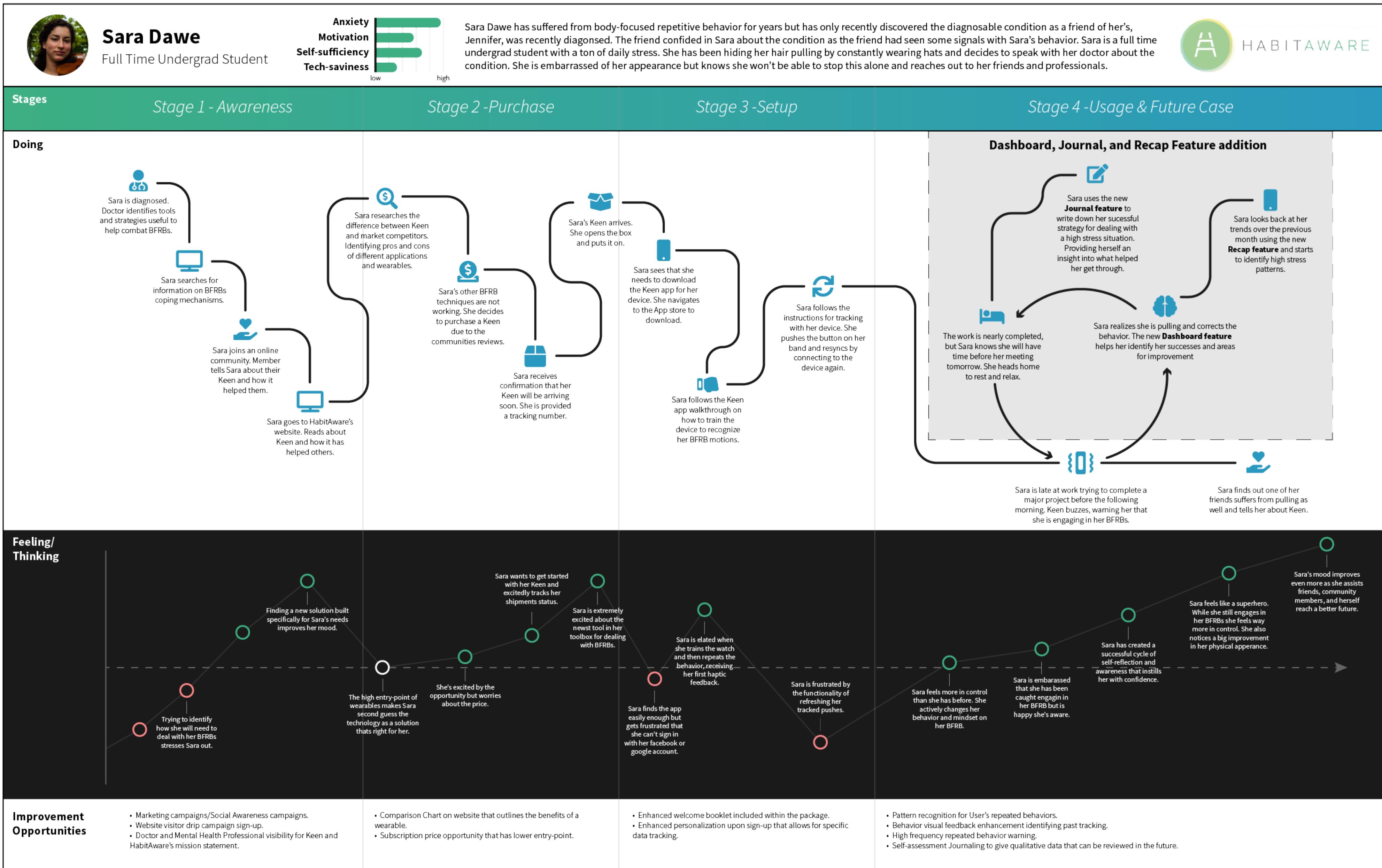
GETTING THE GIST

Introspection is HabitAware's most powerful tool.

HabitAware is a behavior tracking application that works in tandem with the Keen band. This technology aids individuals who suffer from body-focused repetitive behavior. The app and bracelet help individuals gain awareness of when they are engaging in their repeated behavior. The main functionality of the app works well and has helped many take the initial steps toward a healthier life. But awareness alone will only get an individual so far.

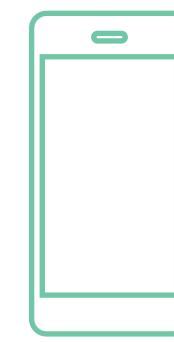
After conducting a competitive analysis and surveying actual users of the app, we identified that data visualization and self-reflection would set HabitAware apart from other similar products. It would elevate the application to being more than a behavior counter to a introspective tool. This data would also assist mental health professionals in self-assessment and tracking data to better understand the source of a specific client's body-focused repetitive behavior. Enhanced with quick to grasp, personalized data, the HabitAware app will cement itself as the ultimate tool in coping with BFRBs.

THEIR JOURNEY



This journey map identifies the path of one individual's interaction with HabitAware. The grey area shows opportunities for improvements and includes the future feature suggestions in this presentation. These features will focus on the functionality of how a standard user views and digests their own data. In the hopes that with introspection, will come understanding, and a better path forward for each user.

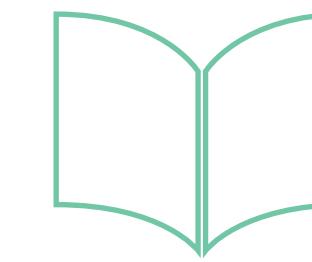
SUGGESTED ADDITIONS



DASHBOARD

est. time: 3 weeks

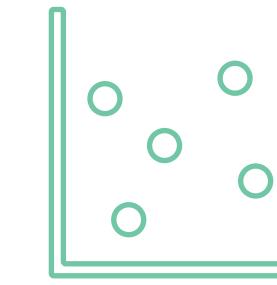
Dashboard that shows more information at a glance. Open to users with and without a Keen device.



JOURNAL

est. time: 2 weeks

Journal feature allows users to track not just when they engage, but also their mood, location, and more.

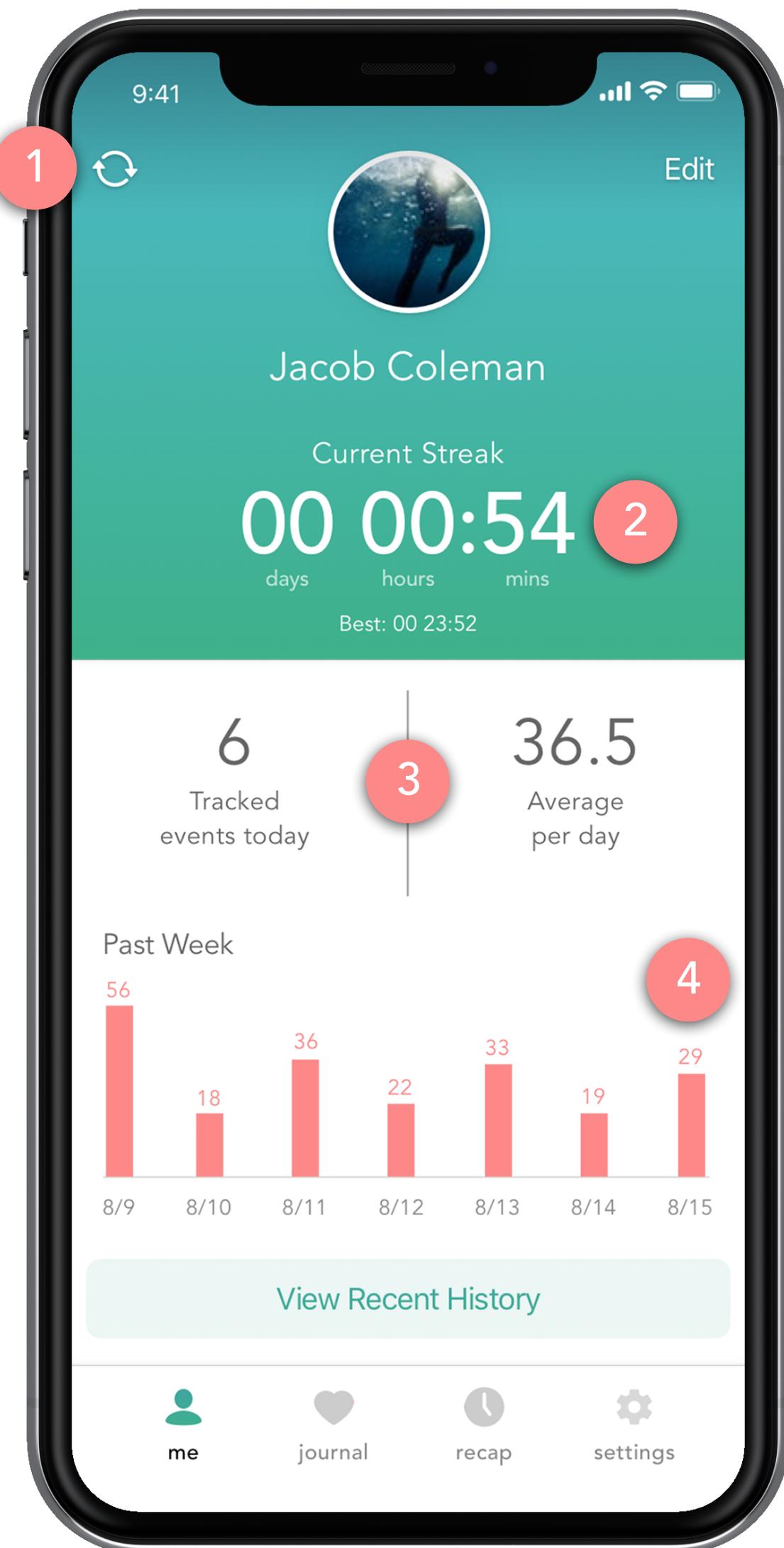


RECAP

est. time: 1 week

Using data provided by Journal feature and standard tracking. Recap provides meaning to the data.

DASHBOARD



Rationale

Implement a user dashboard that elevates key information within the hierarchy. Users are able to easily identify their streak time, the number of tracked events for the day and their general status over the week. This information allows users to get in and out of the app while retaining the most information. The layout and personalized dashboard creates an individualized coaching experience.

Development Time

3 weeks

Customer Quote

"LOVE accumulated data and easy visualization to help with trends!"

1 One Button Refresh

Pulling from matched keen devices is just a simple click now. Pulls all tracked events from an individuals Keen and updates the stats on the current screen. Increased forgiveness for new Keen users by making refreshing data follow standardized mental models.

2 Streak Tracker

Streak tracker stays at the top to promote going for an individuals best score. Maintaining visibility of their best streak below creates a target for the user to better.

3 Quick Data

This section provides a quick data point for the number of tracked events so far each day as well as an Average per day, providing the user with not just feedback but a soft goal. Increased signal to noise ratio makes the most important information prominent and digestible.

4 Weekly Reflection

Show individuals past 7 days use with the app. This section provides another opportunity for introspection and motivation to adhere to or alter current trends in their BFRBs.



JOURNAL

Rationale

During times of elevated BFRB engagement, users would be asked if they would like to take a moment to reflect on their mood, activity and environment. This data would be a useful milestone in the journey to a healthier life. Users would be able to add a journal entry whenever they please as well as return to past journal entries and view their content to help identify successful strategies they could take forward.

Development Time

2 weeks

Customer Quote

"This would add another layer of getting the person out of the moment and calling attention to the phone app rather than behavior."

1 Simplified Surveying

Creating a lower flexibility scale for general mood helps create an easier entry-point to journaling. It also creates a quantifiable data point that could be used in future consideration of satisfaction trends.

2 Mood Tags

A secondary mood element that helps further define the feelings of a user. Increase the flexibility of this data set so that the user can provide meaningful data. This dataset would include a couple basic entries and would allow the user to add their own.

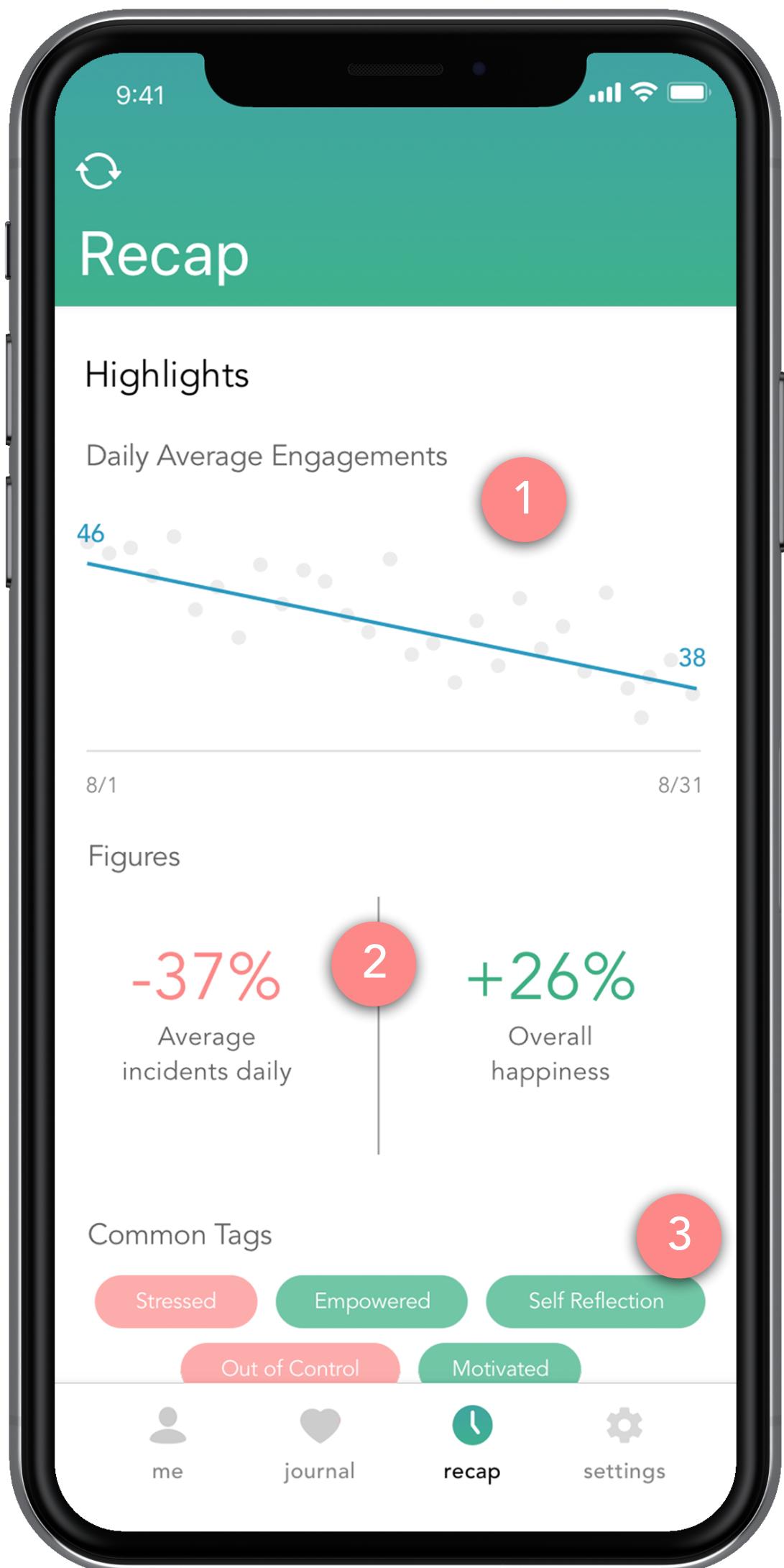
3 Location Data

Identifying commonalities between BFRB engagement and location helps to identify potential problematic trends. This would be used for self-reflection primarily. In future iterations of the app could be used in more intelligent analysis or algorithms to automatically detect a user's patterns.

4 Always Accessible

If a user wanted to view past entries or add a journal entry at any point they would be able to via the "journal" menu option. This screen would also allow users to go back and read past journal entries to help identify effective strategies for their BFRBs.

RECAP



Rationale

Alongside raising introspection, the recap feature would help increase retrospection. It would show the general trend of number of engagements, the overall happiness of the user, and common trends of language used in their journal entries. This screen would act as a summary of the journal entries by the data more accessible. It would use data systems established with the previous two features.

Development Time

1 week

Customer Quote

"I think providers will absolutely love this feature."

1 Trending Direction

To improve readability a month's data is condensed into an average linear path, highlighting the user's trending direction. Utilizing an average of all data points over the past month the user can see how much the app is helping them to reduce their behaviors.

2 Meaningful Figures

Data visualization is only as powerful as the messaging that helps convey it. Identifying key figures such as average incidents and overall happiness provides the user with more than numbers. It provides a motivation and ability to keep moving on their road to a healthier, happier life.

3 Tag Cluster

This data would also be pulled from the journal entries of a user. It gives them a condensed version of the most common terms they are using to describe their own feelings. Indicating successful terminology and potentially toxic descriptors of themselves.

TECHNICAL CONSIDERATIONS

React Native and SVG Charts

With the consideration that HabitAware intends to move development to React Native, this approach was designed using the conventions of an established react native framework. Resources are as listed below.

[React Native Elements](#)

[React Native SVG Graphs](#)

CONCLUSION

Help the users find what they find meaningful.

Bring the most important information to the forefront. This allows users to spend more time assessing what factors in their life are affecting their BFRBs and less time on screen. It will help each user identify opportunities for improvement and to keep an eye on their behavioral trends. Providing them this data visualization will push the app from an add-on, to a complete self-reflection application. Empowering users into a happier, healthier life.