



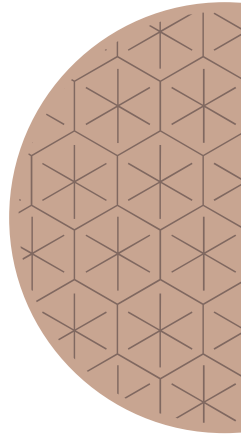
# 5-9

Tara, Amy, Platon, Anooshree

# 5-9

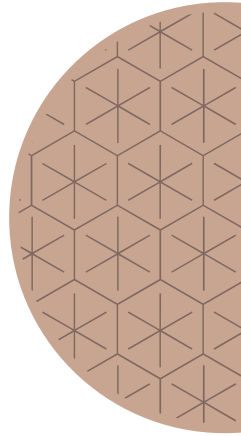
**Value Proposition:** Intentionality after work.

**Problem Statement:** For new grads, dedicating purposeful time towards themselves and others can feel impossible—it's easier to just watch Netflix every day after work. 5-9 solves this problem by making it straightforward to make intentional plans to socialize and engage in self-care, and to reflect on how you spend your time after work. Whether it's seeing an old friend or meditating after a long day of meetings, we're here to help you create an intentional and meaningful life outside of the office.



# 5-9

**Solution Overview:** Graduating from college means leaving behind a centralized community of like-minded peers who you've spent four years growing and living with. Many recent graduates report feeling lonely after leaving their campus for a new city and full-time job, and the majority of our interviewees reported both experiencing loneliness as a primary emotion and struggling with establishing methods and structures for effectively spending their free time. Our solution, 5-9, is a mobile app that **helps new grads intentionally plan to socialize and engage in self-care throughout the week.** We generate suggested activities based on a new grad's preferences, and give users the chance to reflect on how different activities made them feel. 5-9 will motivate new grads to practice intentionality, follow through on goals, and reflect on how they spend their time!



# Values encoded

## Values:

- Personal accountability
- Personal wellness and lifestyle sustainability
- Social exploration

## Design features:

- Asking users to reflect on how an activity made them *feel* and using this to inform recommendations.
- Giving users a weekly report on how they intentionally spent their time.
- Providing recommendations for interesting activities nearby.
- Suggesting that users engage in both socialization and individual self-care.

## Potential Conflicts:

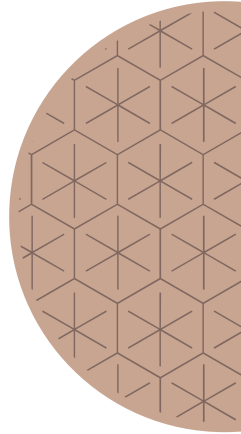
- Providing users with a report of how they spent their time could promote intentionality/reflection, but it could also induce FOMO and anxiety.
- Promoting both social exploration and self-care is a balance that is difficult to maintain. We need to avoid unintentionally prioritizing one over the other.
- Recommending fun activities could add unneeded social pressure and create FOMO, which damages personal wellness.

# Tasks

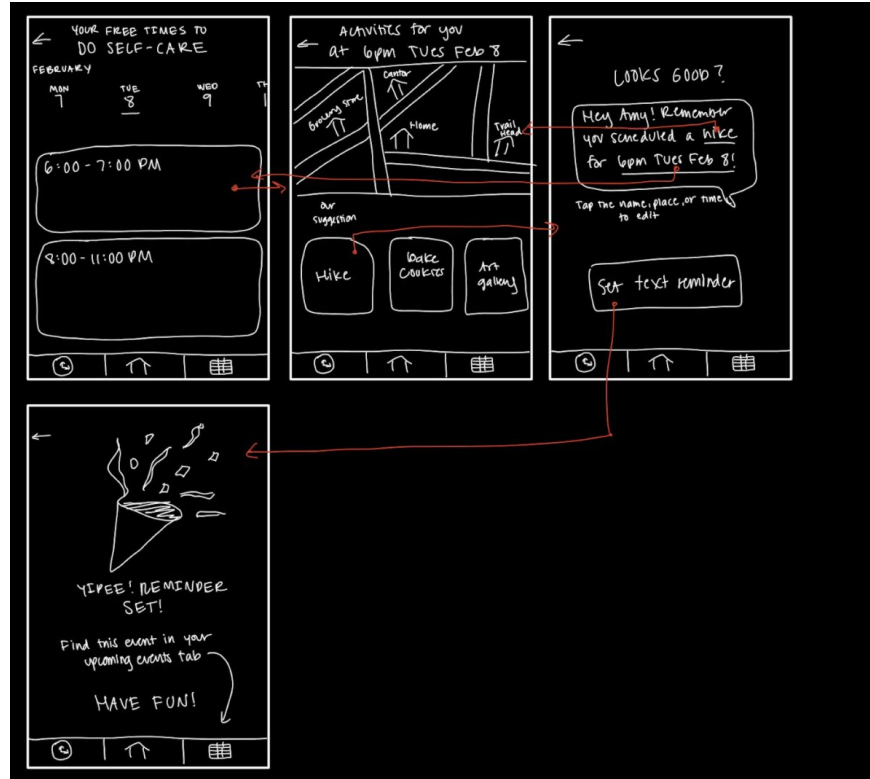
**Task One:** *You're in need of some R&R.* Plan to spend intentional time alone by choosing a free time slot and recommended self-care activity.

**Task Two:** *You miss your friends.* Plan to spend intentional time with a friend by choosing a free time slot, an available friend, and a recommended social activity.

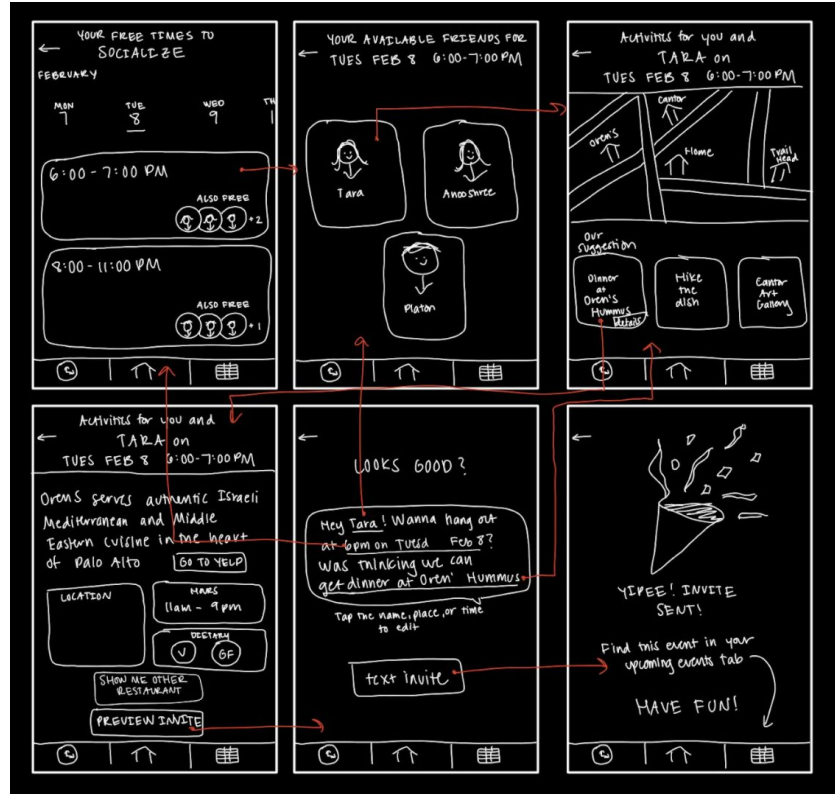
**Task Three:** *You want to reflect on how you spend your time.* Review and reflect on how you've spent your time by reflecting on past activities and viewing your weekly synthesized report.



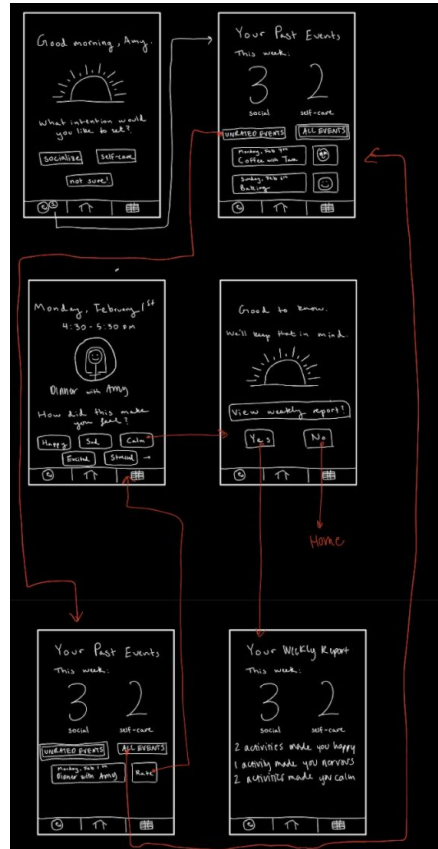
# Task One: Plan to spend intentional time alone



# Task Two: Plan to spend intentional time with a friend



# Task Three: Review and reflect on how you spend your time



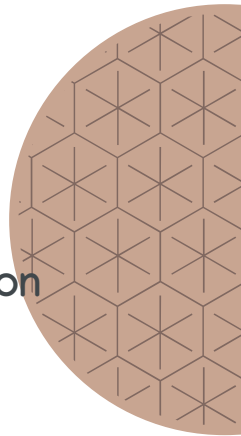


# How our tasks changed

Our original tasks were *set intention, do intention, rate intention*.

We wanted to fix awkward wording and better represent the full intended functionality of 5–9.

Our simplest task is planning an intentional activity to do alone. Our moderate task is planning an intentional social activity. And our complex task is reflecting on and reviewing how you spend your time (which enables you to figure out how to spend your time most meaningfully).



# How our tasks changed (detail)

**Simple: plan intentional time alone.** This task involves a user scheduling and selecting a self-care activity for themselves. This is the simplest functionality: selecting a free time slot and recommended activity.

**Moderate: plan intentional time with a friend.** This task involves a user scheduling an activity to do with a friend which requires selecting a time slot, a friend, an activity, and then sending an invitation message to the friend. This is a moderate task as it builds on the simple task but adds the complexity of selecting a friend, coordinating with a friend's schedule, and sending a notification.

**Complex: review and reflect on how you've spent your time.** This task involves a user going through the process of rating a past activity and viewing their weekly report on past activities. This is a complex task as it requires the user to recognize that there is an unrated activity and then rate that activity. It also involves the user viewing a weekly recap. This connects to our larger goal of promoting intentionality after work: we want users to spend their time meaningfully, and that involves reflecting on how different ways of spending their time made them feel.

# Usability Goals and Key Measurements

## Usability Goals:

- Learnable: easier to accomplish setting intention after doing so once
- Robust: each task flow is effective in helping users meet socializing/self-care goals

## Key Measurements:

- We measured the time it took for a user to successfully complete all of our tasks. We took this measurement three times to see if it decreased.
- We asked users to rate the app features (setting intention, planning intention, rating intention) out of 5 based on how effective they were to use. We also made a log of critical incidents.

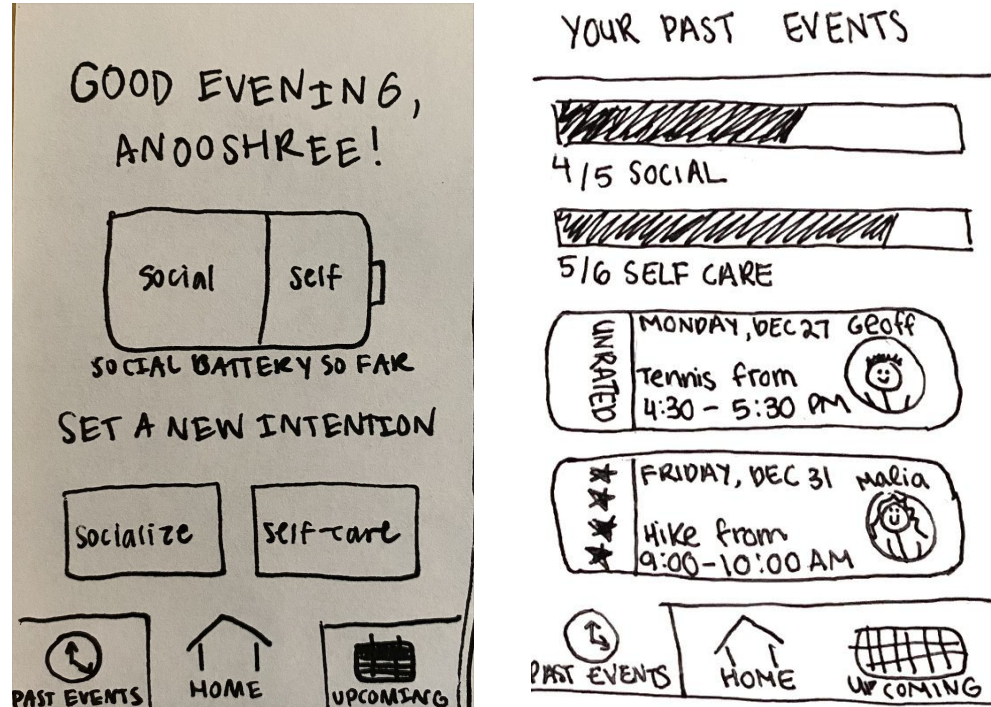
## Product Progression:

- We designed the self-care and socializing task flows to require similar actions from the user so that completing both requires only one learning curve.
- We provided more context and information on potential activities to inform user decisions.
- The medium-fi prototype needs to link to users' calendars, contact lists, and messaging applications to seamlessly integrate into their daily life.
- We provided options for users who are unsure about their intentions or how activities are making them feel.



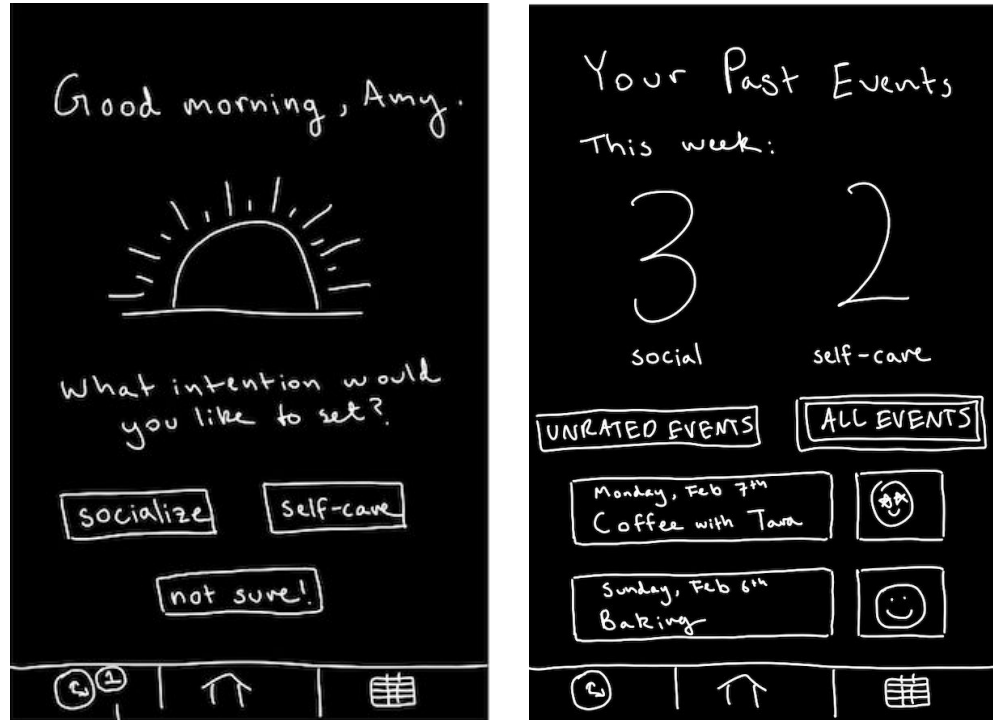
# Revised Interface Design

# Major Design Change I - Social Battery



Before - landing screen & past events overview

# Major Design Change I - Social Battery



After - landing screen & past events overview

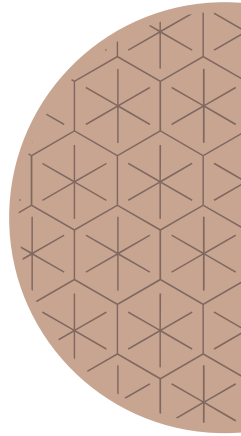
# Major Design Change I - Social Battery

## Changes

- Instead of showing weekly activity tracking as a social battery on the home page, we moved it to the past events tab and changed it to show the number of activities instead of a fraction of scheduled activities
- Split up tracking by social/self-care, instead of showing them together

## Rationale

- All users were confused by the social battery (was it a button?, did it show tracking towards a goal?, does it update or is it static?) and past event tracking bars (what is denominator number?, for the week or all time?)
- This way users can focus solely on choosing an intention on the home screen
- Tracking of past activities is moved to the more relevant “past events” tab, instead of being on the home screen, users can easily see two large numbers



# Major Design Change 2 - Rating Scheme

YOUR PAST EVENTS

4/5 SOCIAL

5/6 SELF CARE

★  
★  
★

MONDAY, DEC 27 Geoff  
Tennis from 4:30 - 5:30 PM

★  
★  
★

FRIDAY, DEC 31 Maria  
Hike from 9:00 - 10:00 AM

⬆

PAST EVENTS

🏠

HOME

📅

UPCOMING

YOUR PAST EVENTS

4/5 SOCIAL

5/6 SELF CARE

UNRATED

MONDAY, DEC 27 Geoff  
Tennis from 4:30 - 5:30 PM

★  
★  
★

FRIDAY, DEC 31 Maria  
Hike from 9:00 - 10:00 AM

⬆

PAST EVENTS

🏠

HOME

📅

UPCOMING

MONDAY DEC 27  
4:30 - 5:30 PM

Tennis with Geoff

★ ★ ★ ★ ★

NOTES :

⬆

PAST EVENTS

🏠

HOME

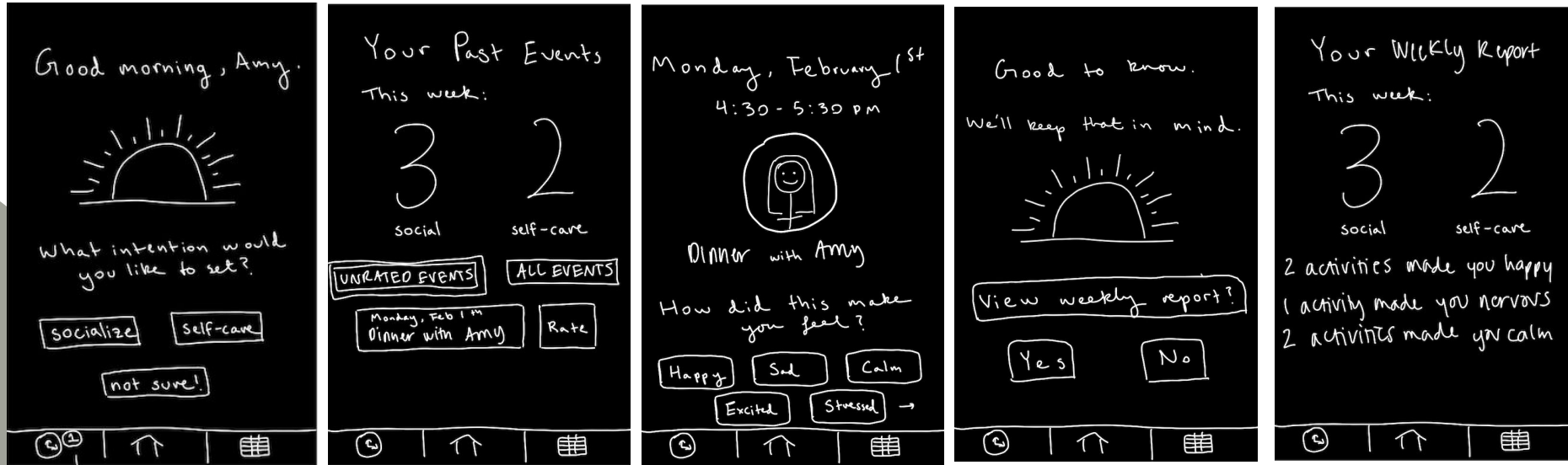
📅

UPCOMING

Before - past events & past events with unrated event & rating activity



# Major Design Change 2 - Rating Scheme



After – unrated event notification, past events unrated filter & rating activity & weekly report

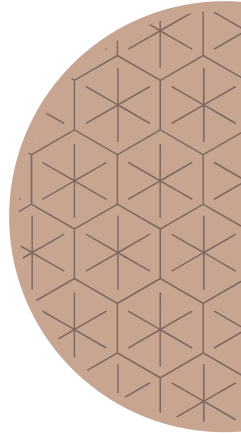
# Major Design Change 2 - Rating Scheme

## Changes

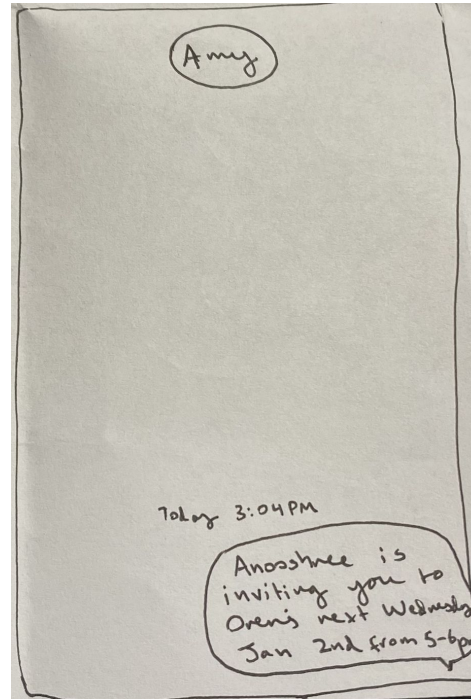
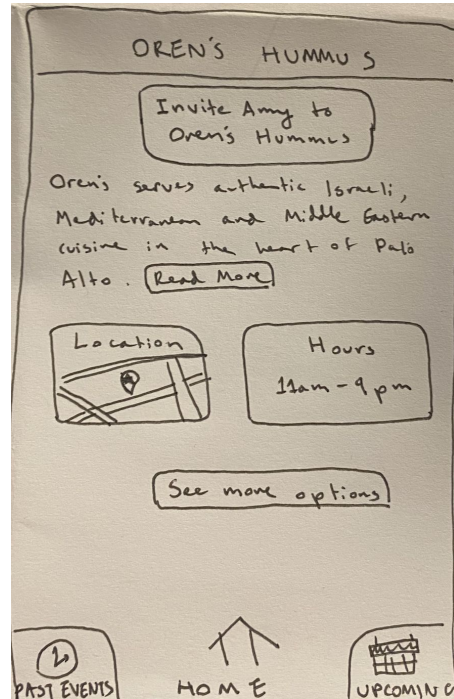
- Emotion based rating system instead of star based system
- Toggle between unrated activities and all activities on past events overview
- Unrated event notification visible from menu bar

## Rationale

- User 2 felt that the star rating system was ambiguous, solved through a more relative and clear emotion rating system
  - Feedback that users may have trouble remembering events during rating process, achieved by unrated event notification on menu bar that prompts rating right after event passes to get them to rate activity ASAP
  - Better organization of activities by unrated and rated
- Give users a way to reflect on how the week's activities so far have made them feel, this is achieved through the week (so far) report

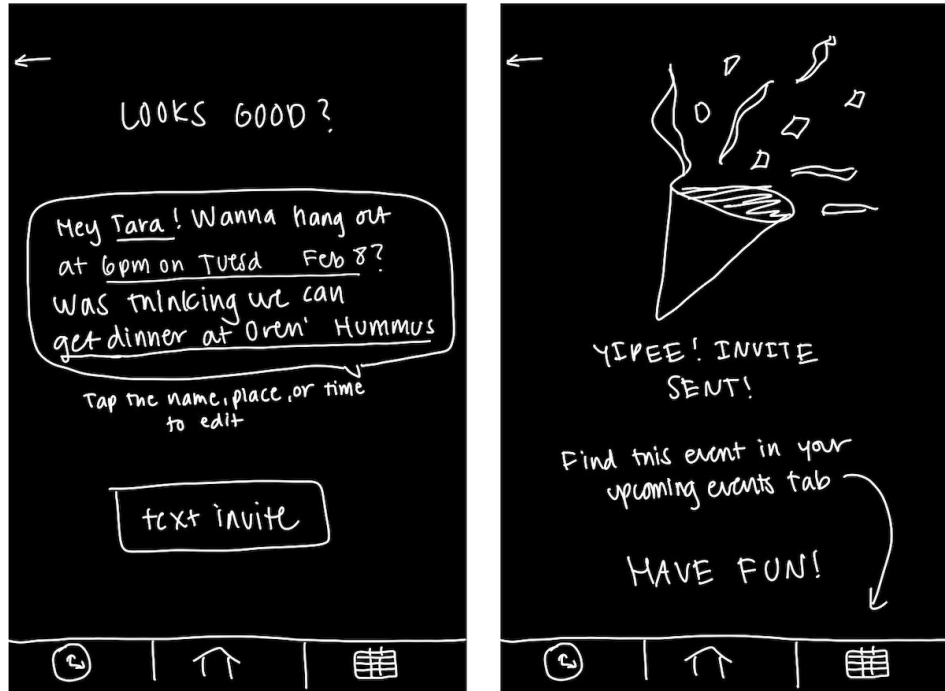


# Major Design Change 3 - Confirmation Page



Before – went straight from picking activity to text invite, invite brought user to their iMessage

# Major Design Change 3 - Confirmation Page



After – preview invite & invite confirmation screen

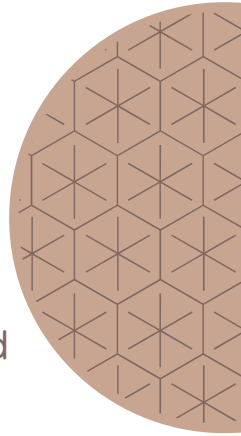
# Major Design Change 3 - Confirmation Page

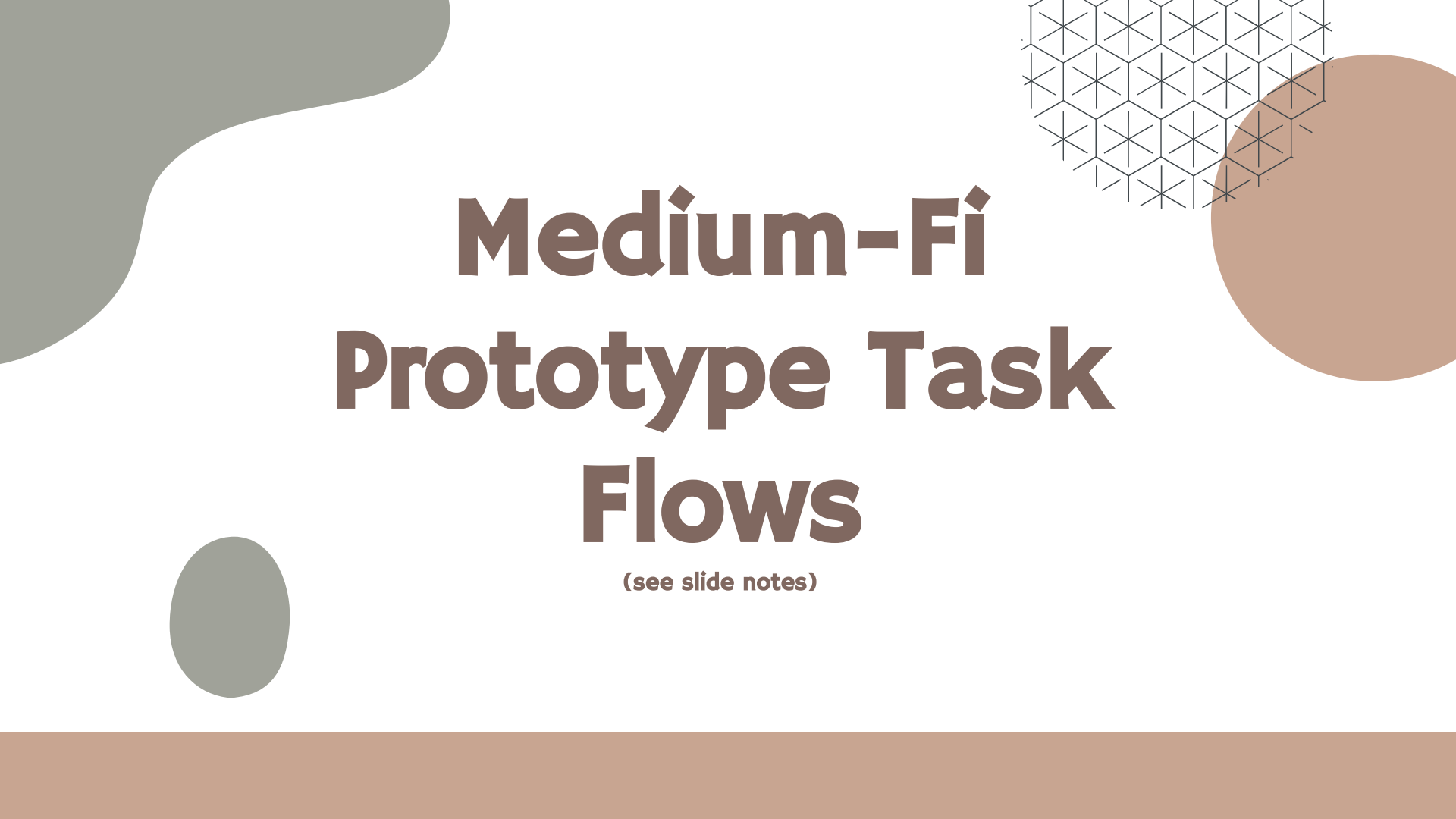
## Changes

- Allow user a chance to preview/edit invitation before sending it to a friend
- Added in-app invite confirmation screen instead of bringing user to their iMessage

## Rationale

- Feedback that confirmation screen could have more event details, achieved by having invite preview with these details and telling user to find this event (and event details) in the upcoming events tab
- All users were unable to return to app after directed to iMessage, fixed by having an in-app confirmation screen instead of routing to iMessage





# **Medium-Fi Prototype Task Flows**

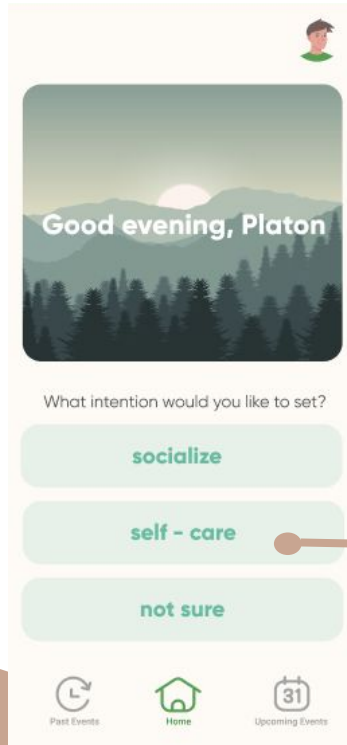
**(see slide notes)**



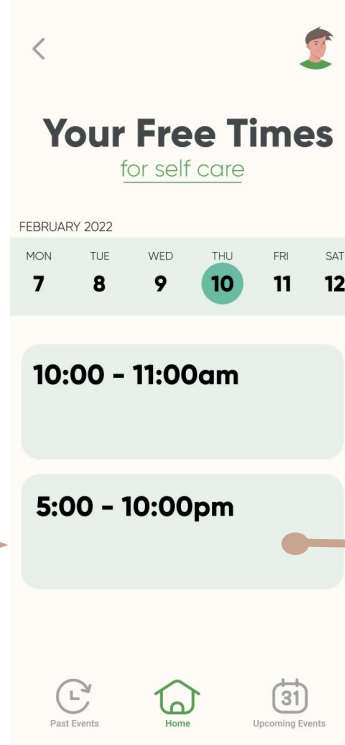
# **Task Flow I**

## **Plan intentional time alone**

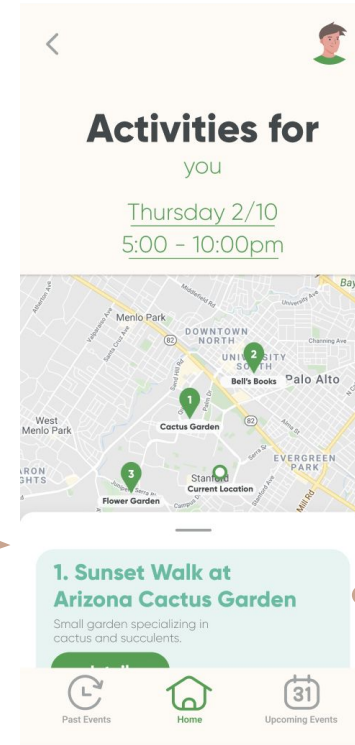
# Task Flow I: Plan Intentional Time Alone



Select self-care



Select free time  
from calendar

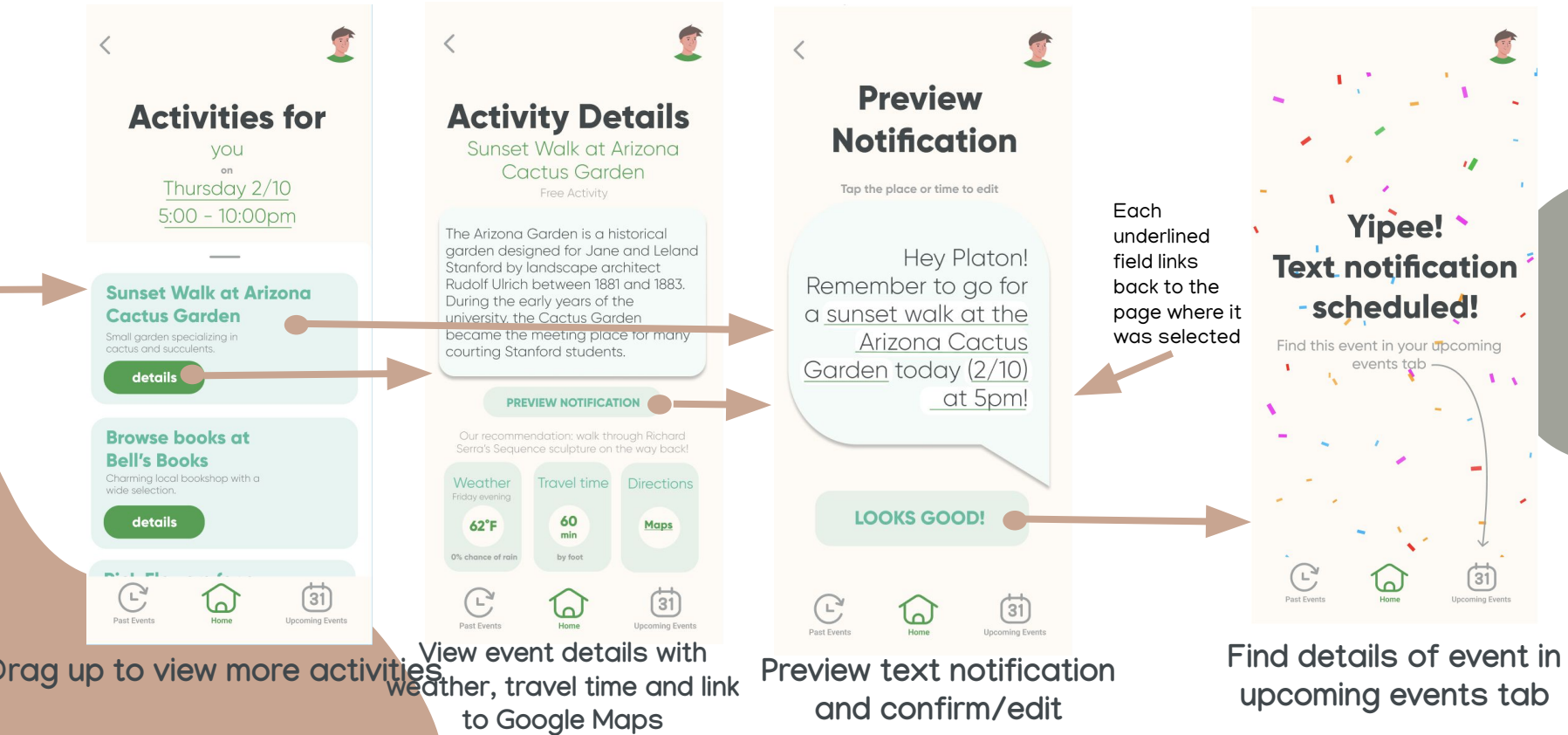


Browse curated activities by  
location and description

Drag up



# Task Flow I: Plan Intentional Time Alone

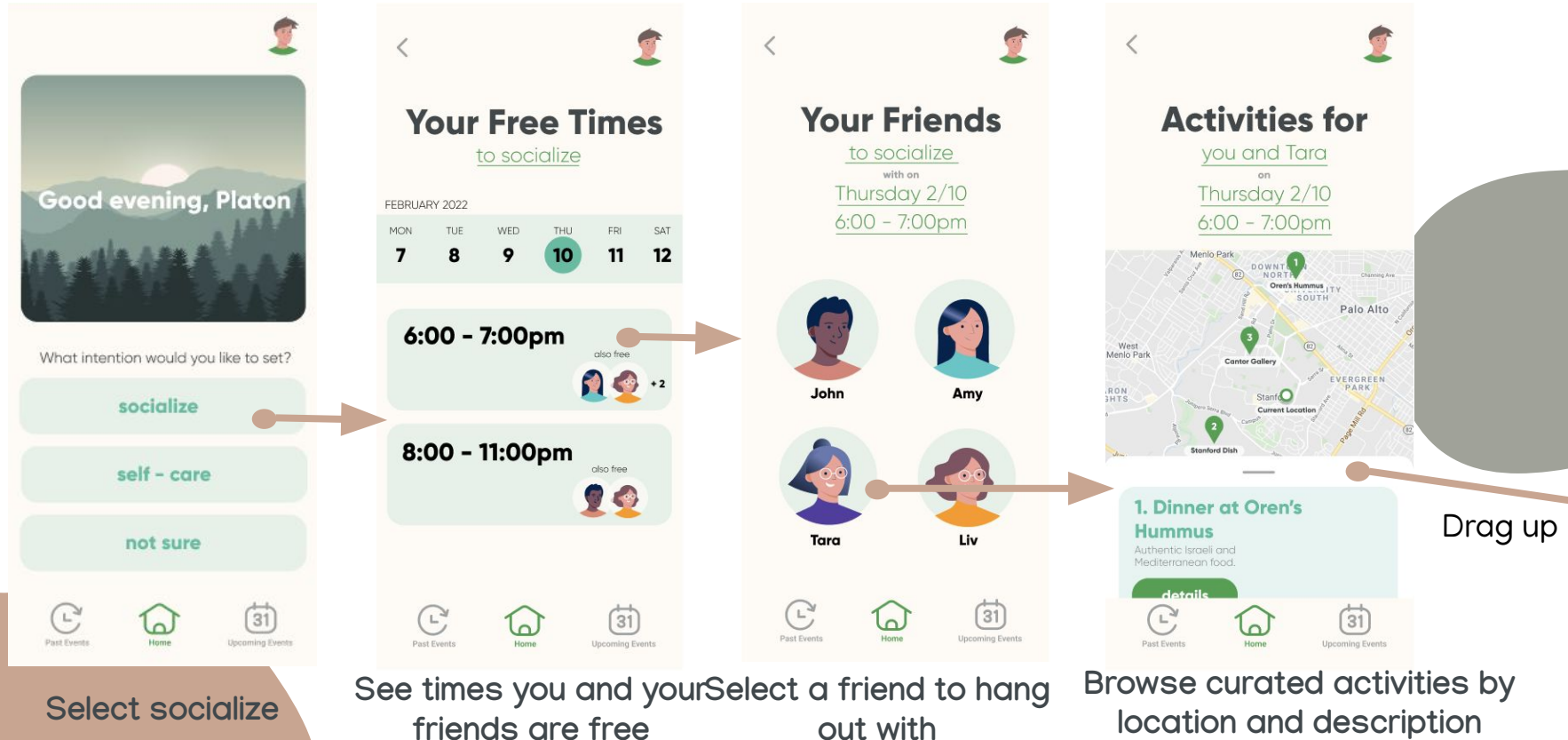




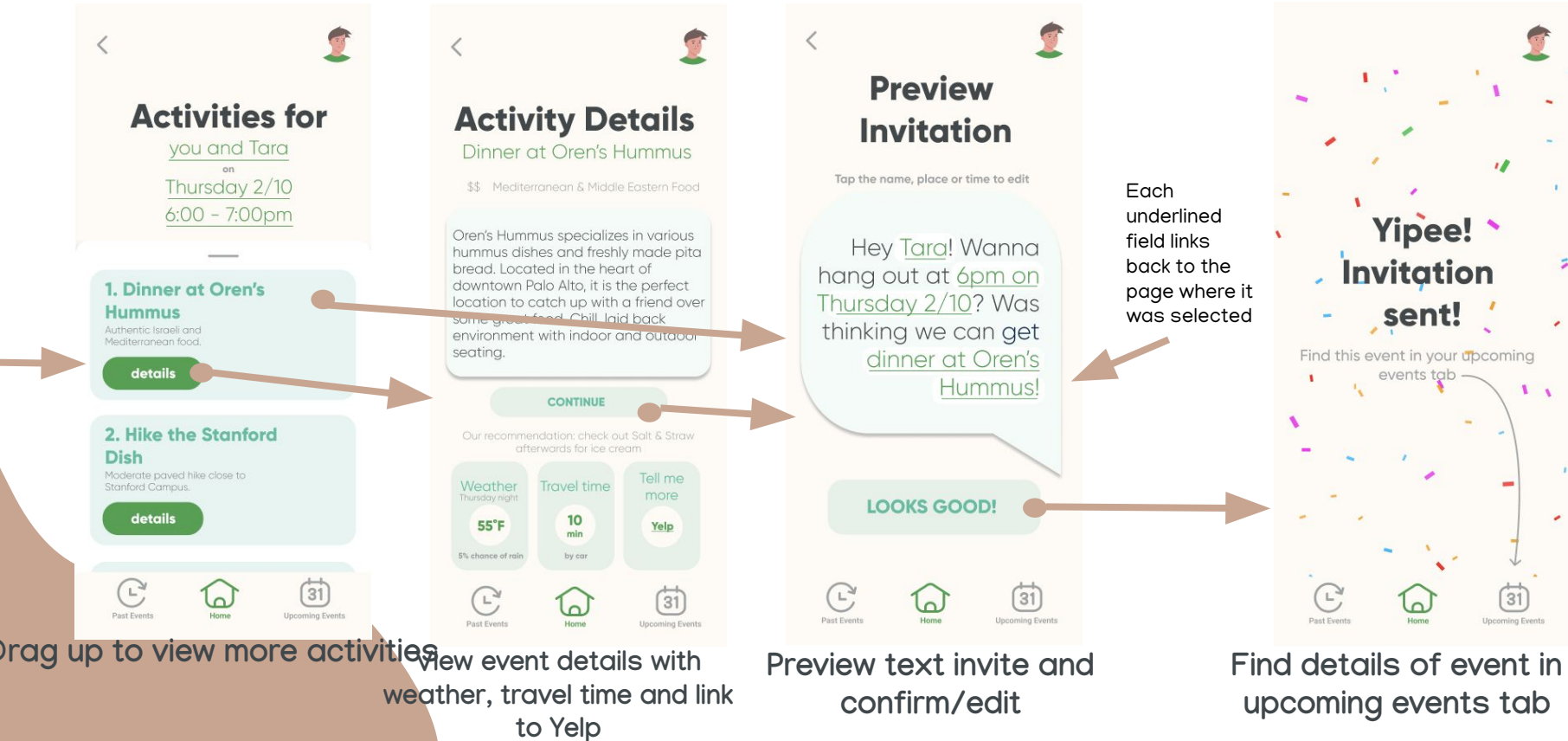
# **Task Flow 2**

## **Plan intentional time with a friend**

# Task Flow 2: Plan intentional time with a friend



# Task Flow 2: Plan intentional time with a friend

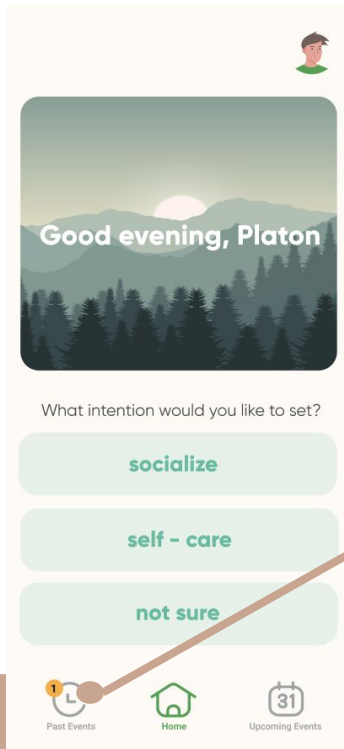




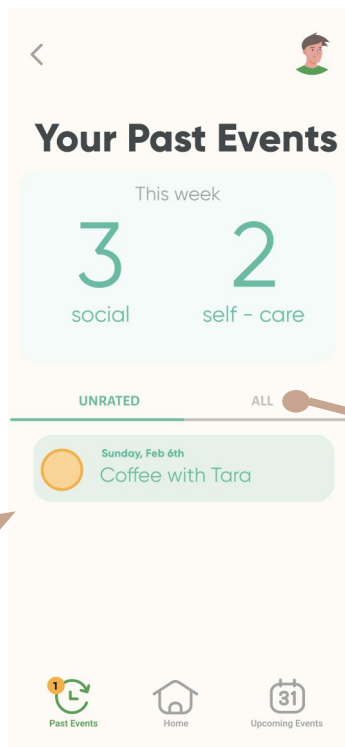
# **Task Flow 3**

## **Review and Reflect**

# Task Flow 3: Review and Reflect



Notification on past events tab

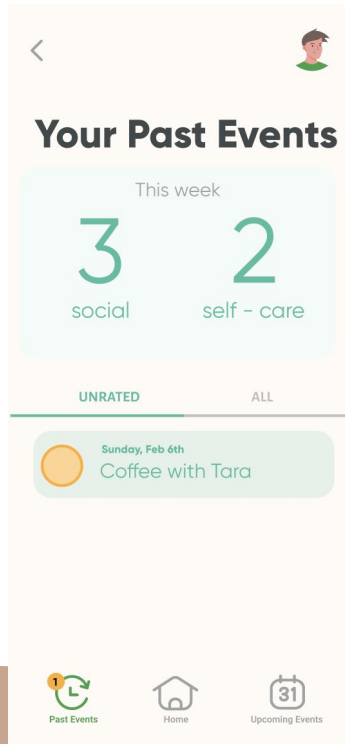


Toggle between unrated/rated past activities

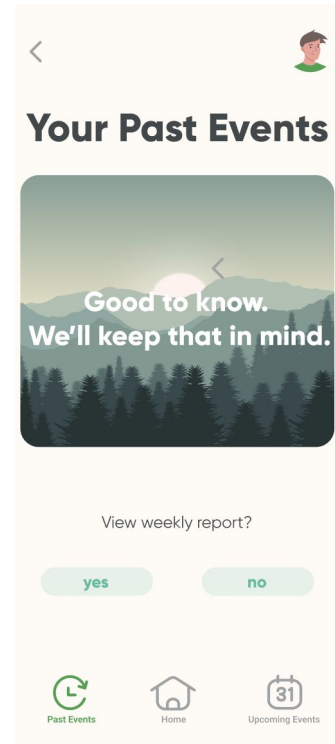
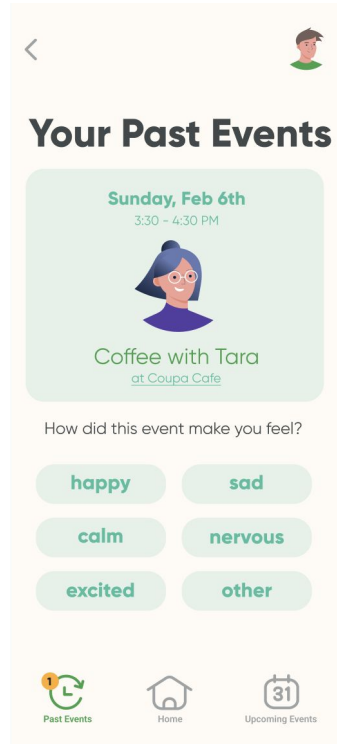


View details of past activity and see rating

# Task Flow 3: Review and Reflect



Rate activity with emotion scale



Rating confirmation and report of how activities (so far) have made user feel





# Prototype Overview



# Design and Prototyping Tools

- Figma for wireframing and prototyping application walkthrough
- Freely-available fonts, color schemes, icons, and illustrations for UX mockups and design elements.

## PROS:

- Easy collaboration
- iPhone screen mockups with clickable features
- Grouping for screens in the same task flow
- Easy to import design elements

## CONS:

- Individual wiring of each component for each screen
- Need to copy screens for variations of one task flow
- Have to build out each of the graphics for each screen



# Limitations and Tradeoffs

- Had to manually generate ideas for each social and self-care activity, then build screens for each of these options
- Could not login each user and sync their interests and potential friends on the app
- Users cannot rate activities they have scheduled; instead they rate a hard-coded activity and view an example weekly report
- Could not add detail screens for all activities (past, upcoming, and currently scheduling)

# Wizard of Oz Techniques

- Users navigate to a hard-coded screen that shows them what it would look like to send an invitation to a friend or schedule an event for themselves
- Users enter as “Platon,” an already established user with designated friends and interests
- Users are given a specific calendar time to schedule events for both self-care and socializing

# Hard-Coded Features

- **Friends:** the medium-fi prototype does not access a user's contacts
- **Interests:** we entered examples because building out profile setup would require registering user's free-form responses
- **Available times:** we don't have access to the user's calendar and gave two example time slots
- **Maps and Yelp for each activity:** we took screenshots of what accessing another app from 5-9 would look like
- **Past events:** we provided examples of what a past week would look like
- **Weekly report:** we don't have enough information to build this out, so we used out available reactions to create an example report
- **Upcoming events:** we provided examples in addition to the events the user schedules
- **Recommended activities:** we generated a few suggestions, assuming that the user is located in/around Stanford

The background features several abstract elements: a large grey organic shape in the top-left corner; a pattern of hexagons, each containing a star-like geometric design, in the top-right corner; a solid brown circle in the middle-right area; a solid grey oval in the bottom-left area; and a solid brown horizontal bar spanning the entire width of the image at the bottom.

**END**