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memento

Team 1: Sarah, Graciela, Carolyn, Theo

memento

"Build your vision. Remember the journey"

Overview

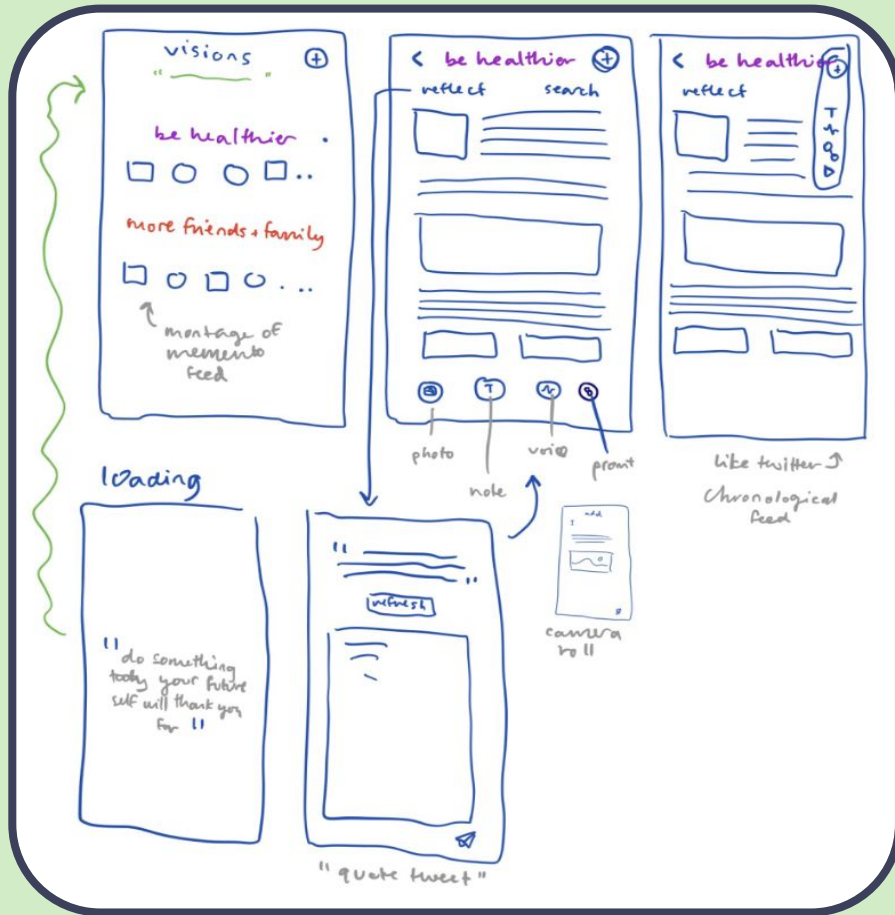
With countless productivity-based apps on today's market, there is an increased emphasis on the "mindless completion" of tasks, the commodification of personal growth, and a troubling notion that our value in society is derived from our productivity.

Memento aims to shift this focus to a more **flexible** approach to **visions and aspirations**, using **personal reflection** as a tool to encourage progress and **growth**.



Selected Interface “Feed”

- Personal use only
- Long-term **visions**
- Feed of **mementos**
- Chronological scrolling
- Reflection



Selected Interface - “Feed”



MINIMALISM

Low-contrast with our included media



INTEGRATION

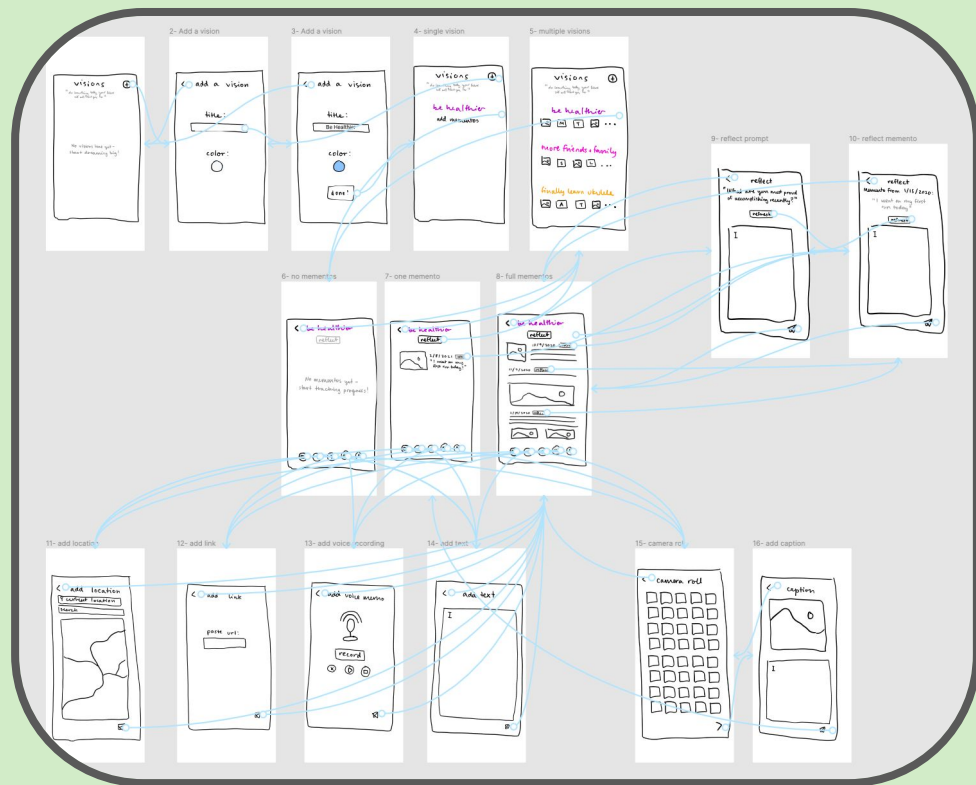
Target media already stored on phones



USABILITY

Intuitive design mimicking familiar UI/UX

Low-Fi Prototype Structure



Tasks



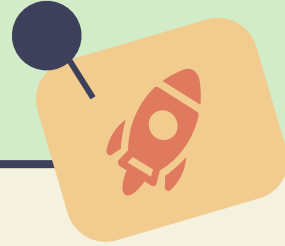
SIMPLE

set long-term
goals/visions



MEDIUM

track personal
progress

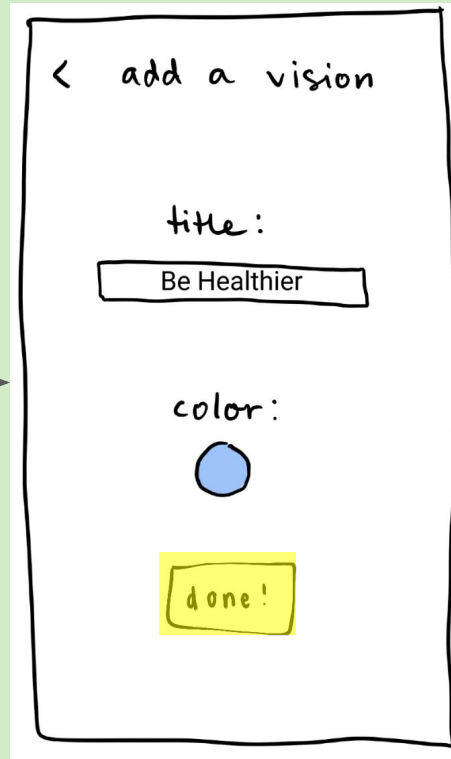


COMPLEX

accomplish
long-term visions
and practice
personal reflection

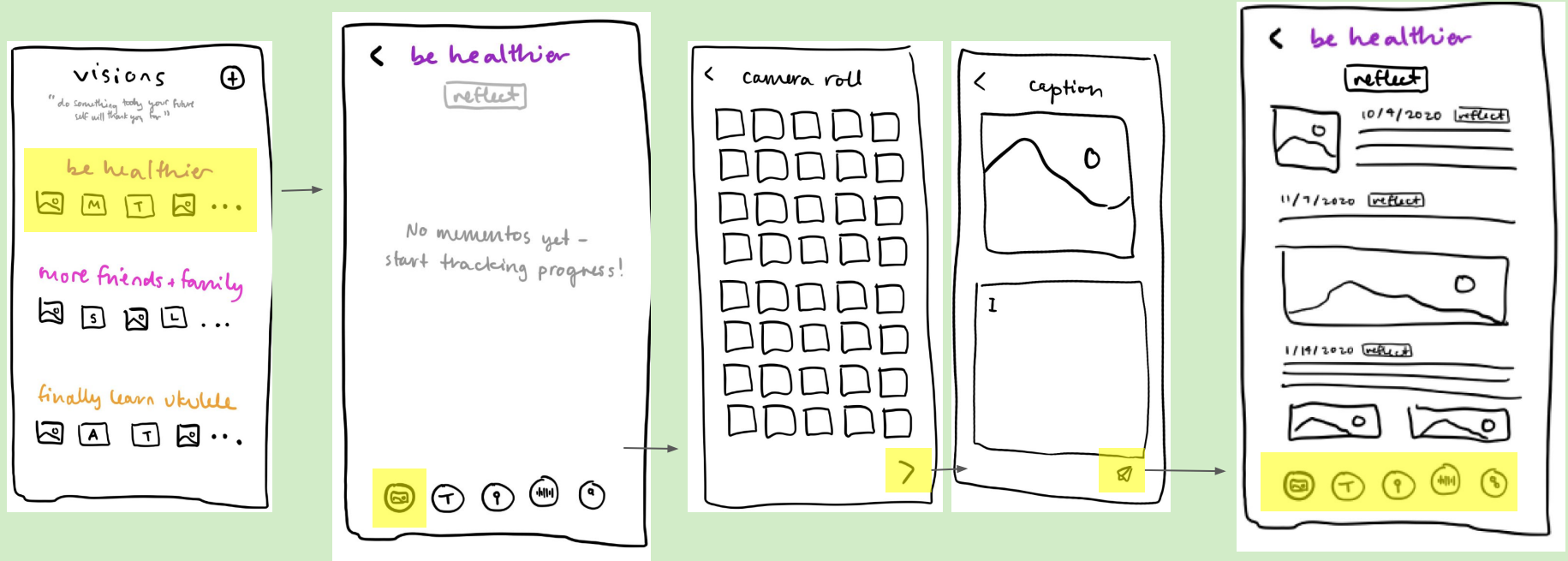
Task Flow 1

Simple:
set long-term goals/visions



Task Flow 2

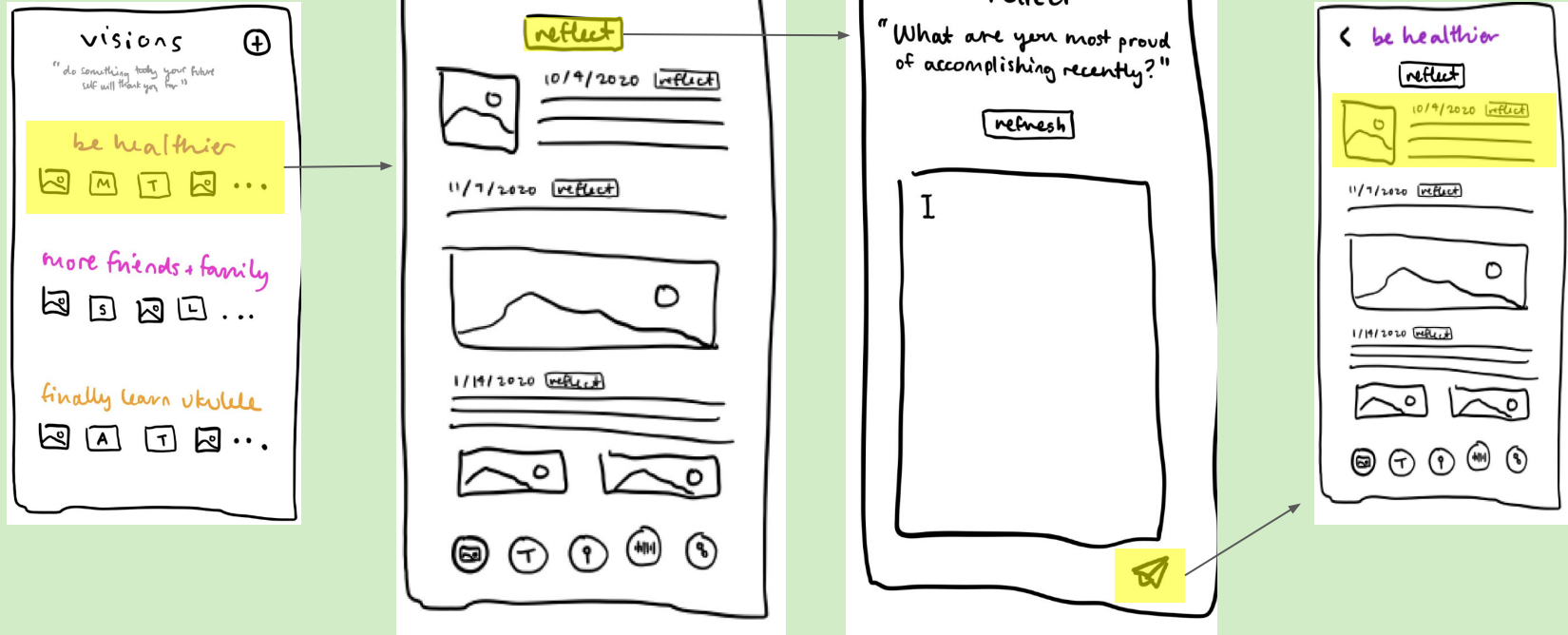
Medium:
Track personal progress



Task Flow 3

Complex:

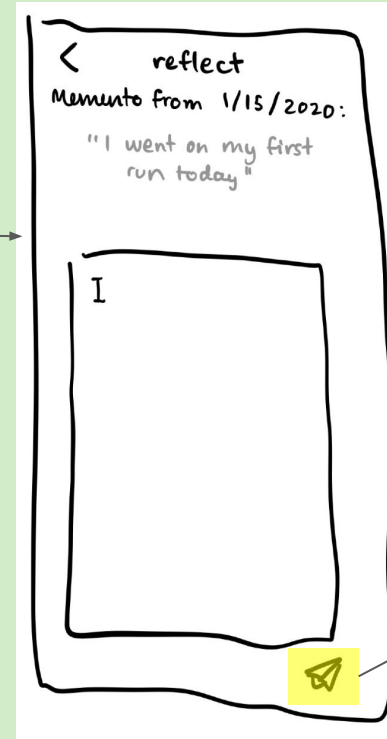
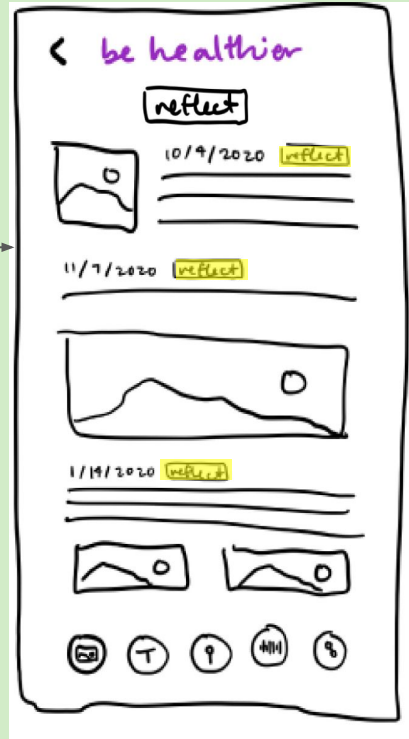
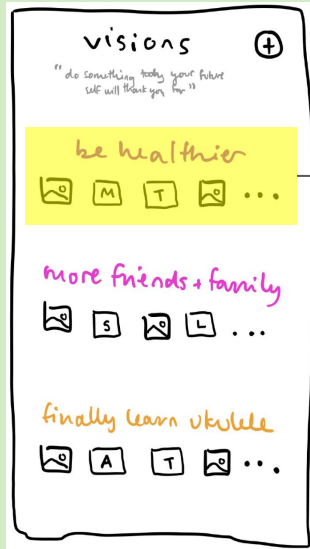
Accomplish long-term visions and practice personal reflection



Task Flow 3

Complex:

Accomplish long-term visions and practice personal reflection



Experiment Participants

Expected Audience: Students



Sarah

College Student
New Orleans, LA



Diego

Advanced High School
Senior
Colorado



Alex

Tech/Policy Student at
American University

Demo Process

- One facilitator and two notetakers for each
- Conducted via Zoom + recorded
- Participant shared screen with figma demo
- Talk through use
- Noted successes and problems





reflect

"What are you most proud of accomplishing recently?"

refresh

I



Results: UI Successes

Navigation was a strong suit- moving forward and back was intuitive

Participants enjoyed the **minimalistic** design

visions



"do something today your future self will thank you for"

be healthier



more friends + family



finally learn ukulele



Results:

Solution Successes

Most participants understood how the app provided a **solution** for our **problem space**

All participants **eventually** accomplished every task on their own



Results:

Solution Problems



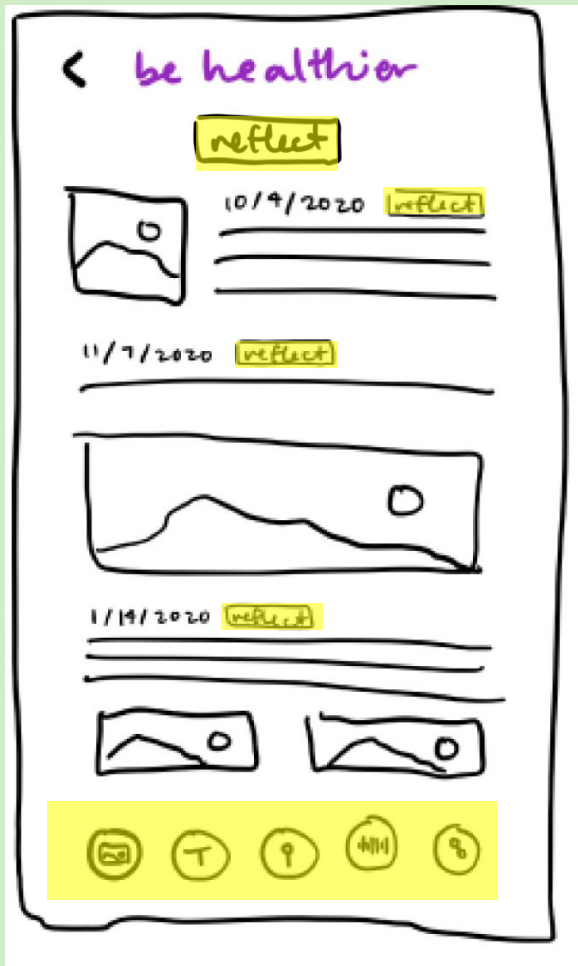
Some participants didn't grasp that 'visions' are meant to be **long-term**



The app didn't immediately appeal to students that weren't **self-driven**



The vocabulary of "**visions**" and "**mementos**" was confusing for some



Results:

UI Problems

The 5 different 'add a memento' icons were **confusing and counterintuitive**

The variations between the two different version of **'reflect'** were unclear

visions



"do something today your future self will thank you for"

No visions here yet -
start dreaming big!



Results:

Other notes

The **inspirational quote** went unnoticed by all participants

The idea of adding **multiple types** of media was well-received

The **empty state text** was important to participant understanding

The vocabulary of **"visions"** and **"mementos"** is crucial

UI Changes:

In-app education



In-app education:
The emphasis
on choosing
long-term
visions/goals



In-app education:
The difference
between **visions**
and **mementos**



In-app education:
How to use the
different versions
of '**reflect**' (or
create different
labels)

UI Changes:

Buttons/screens



Simplifying/
merging the 5 “add
a memento”
buttons



Add an
inspirational
loading screen to
create a “**mindset
shift**” when
entering the app

Summary



We selected a **minimal** design based on familiar “feed” UI

We hoped to encourage growth through **self-reflection**

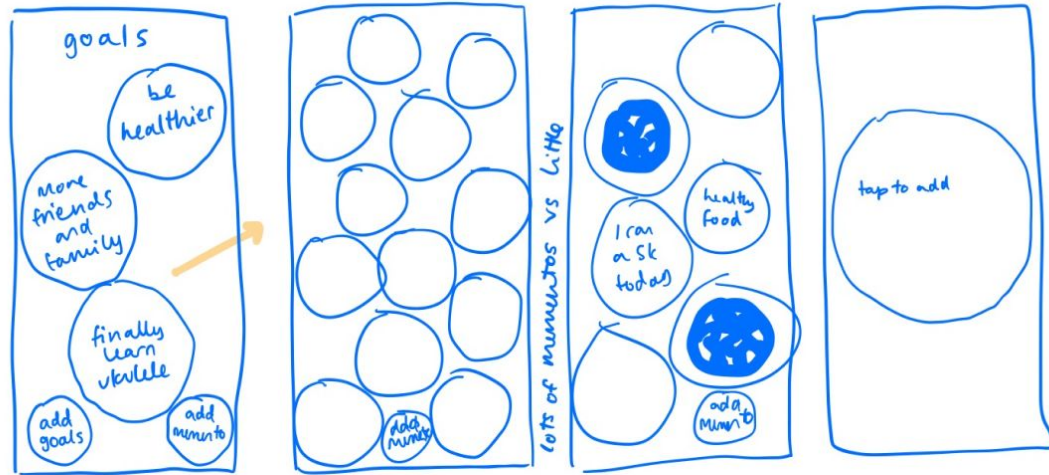
'Visions' and **'Mementos'** are the key vocabulary of the app



We want to increase intuitive use through **simplified buttons** and **in-app education**

Appendix

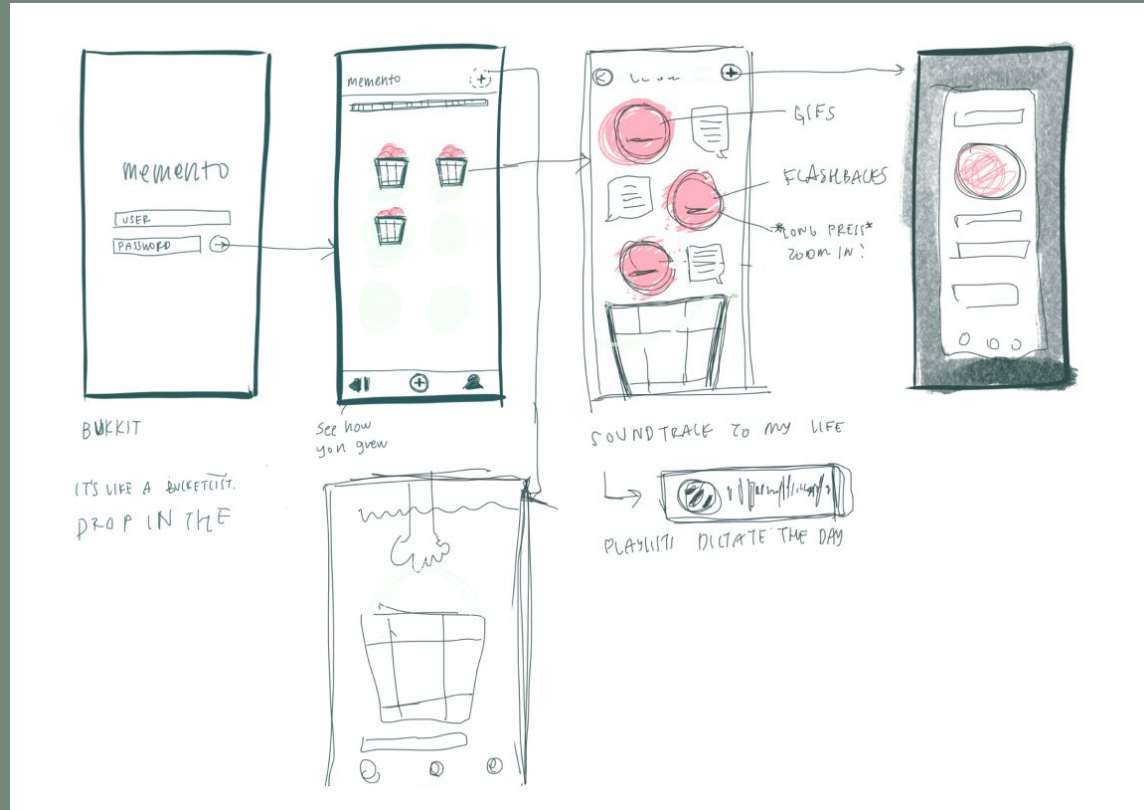
Concept Sketch: Mobile (bubbles)



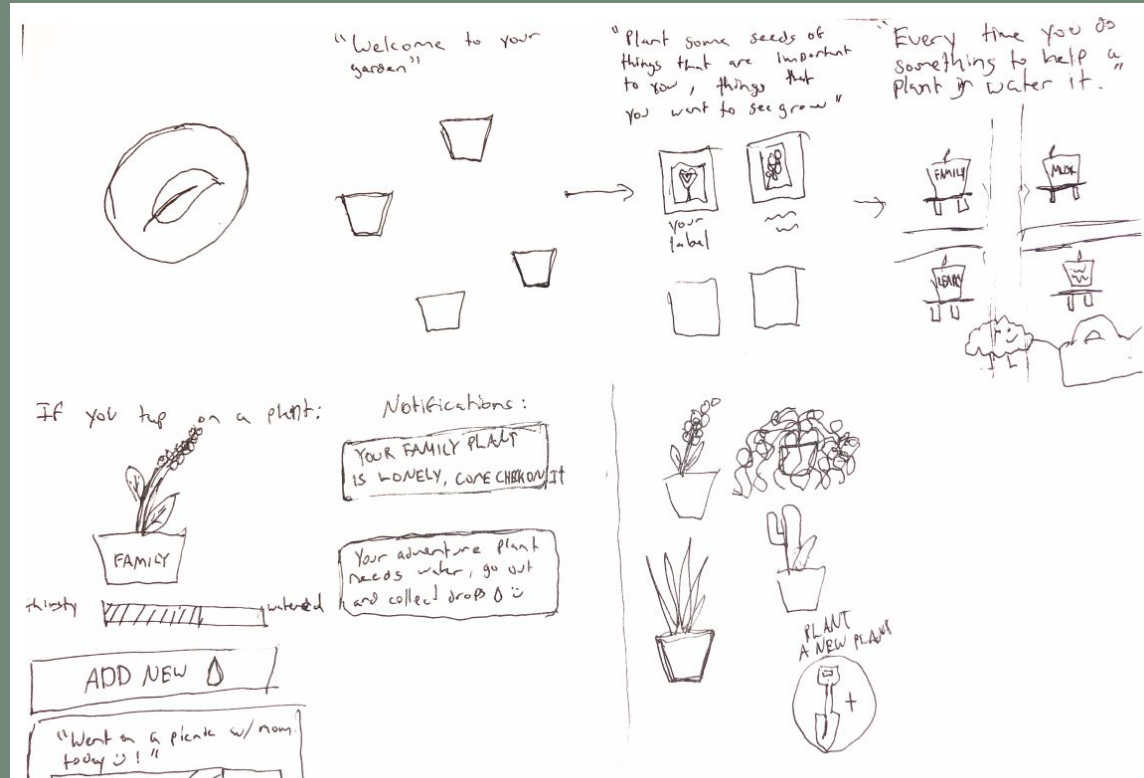
Concept Sketch: Speech



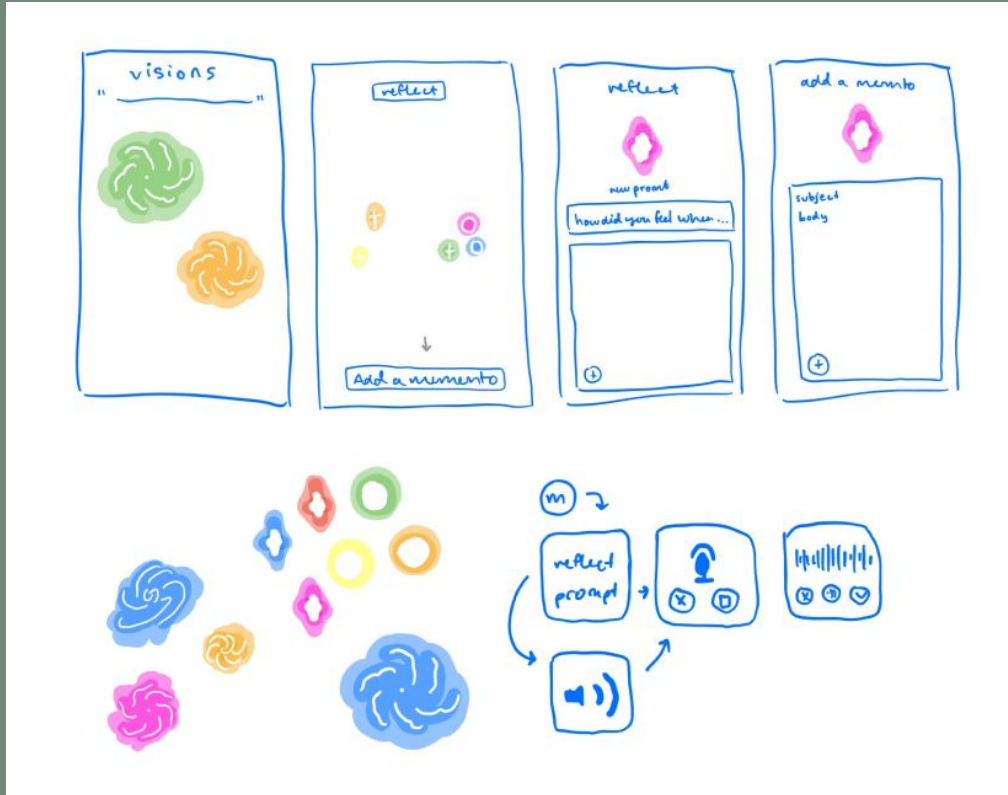
Concept Sketch: Mobile (buckets)



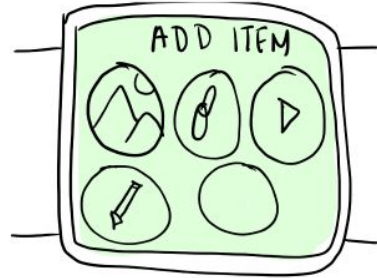
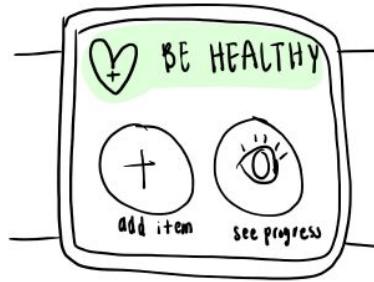
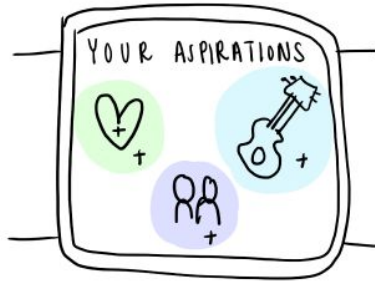
Concept Sketch: Mobile (plants)



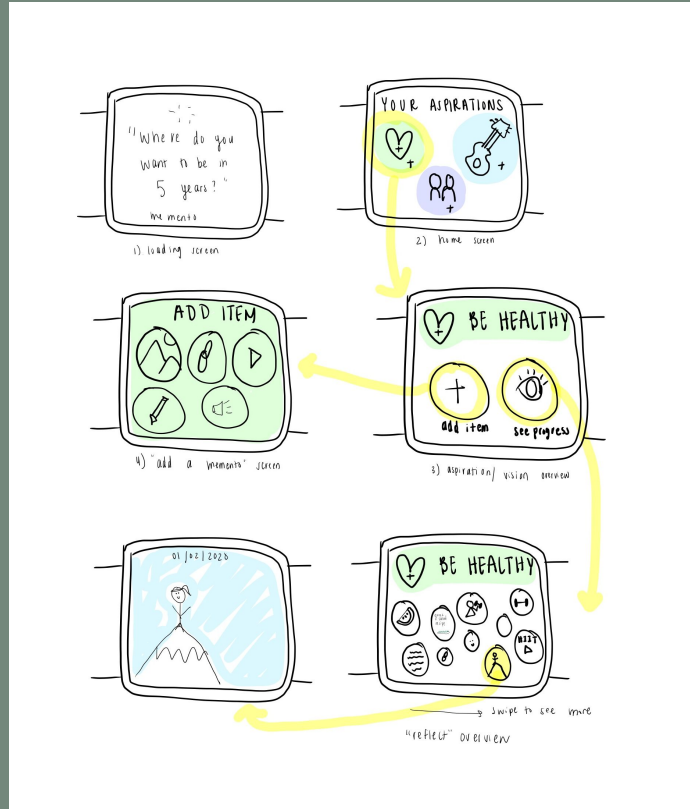
Concept Sketch: Mobile (galaxy)



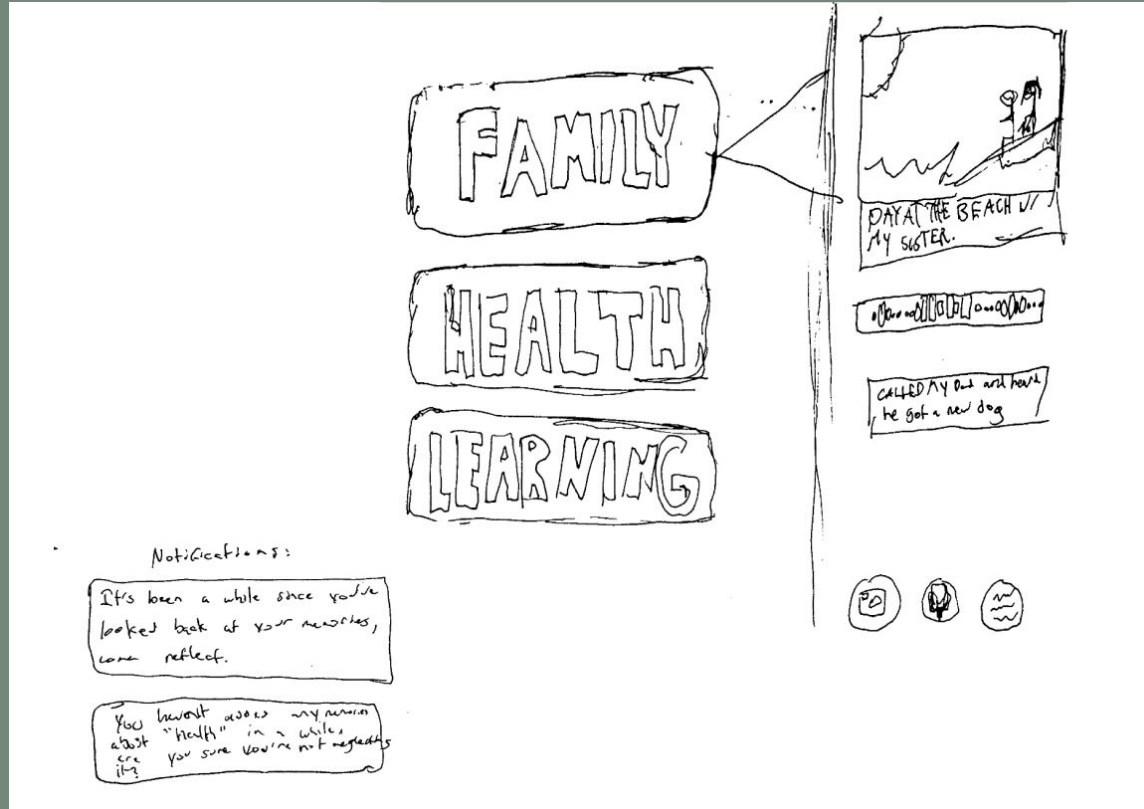
Concept Sketch: Wearable



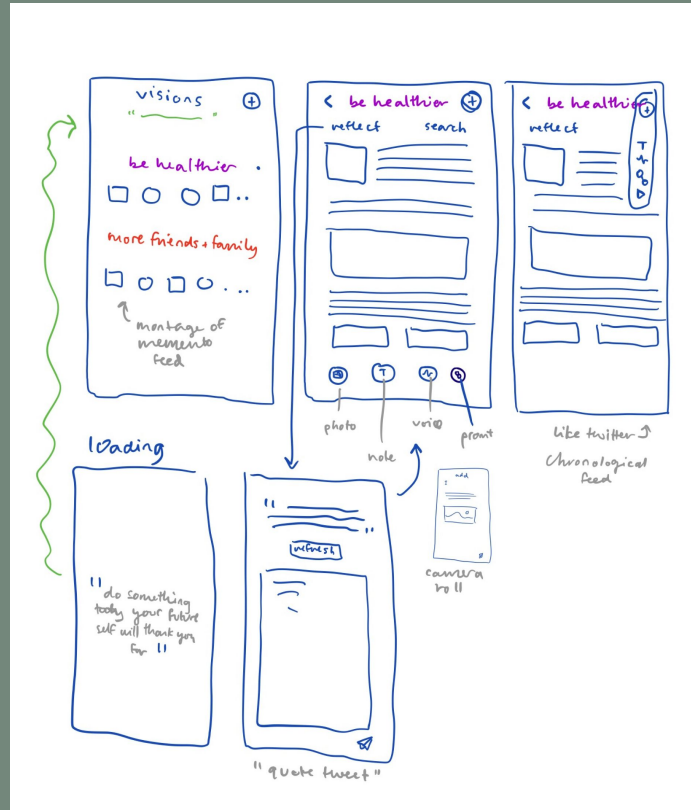
UI Sketch: Wearable



Concept Sketch: Mobile (feed)



UI Sketch: Mobile (feed)



Feed vs Wearable

★ feed

Pros

- more space
- less crowded
- more minimalistic
- pictures on phone already
- more types of media

Cons

- mobile app
= bad in
attention
economy

vs

watch

Pros

- don't have to
look at phone
- forced
minimalistic

Cons

- very small
↓
- limited space
- confusing icons
- less users
- more smaller
screens =
overwhelming
+ confusing