

Shadowboxing

Tags Define Ideate Prototype Test

Designer Rohan Barad

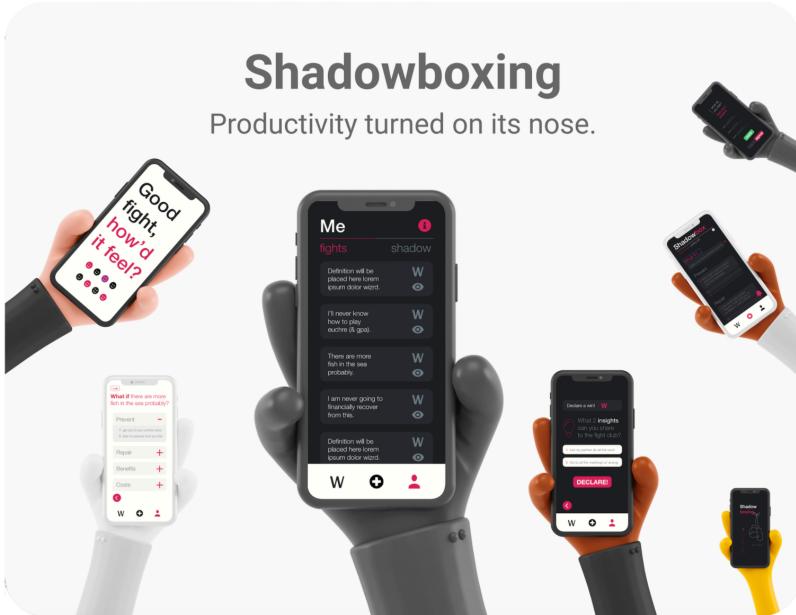
Where KTP Design Jam, ALA 471, SI 422

Timeframe 5/21/20 - 5/24/20* (3 days)

Property *to be continued in January 2021!

+ Add a property

Add a comment...



What.

Shadowboxing is an app prototype tailored towards college students. A shadow is a symbol for all of your fears, and on this app, you can fight your shadow by "boxing" fears, one at a time. On this app, you list a fear, and then face it through 3 stages outlined in Tim Ferriss's TED talk. Lastly, Shadowboxing houses a fight club, or a community for people to share their journeys, and particularly the insights or lessons they've learned from overcoming a fear.

Who, [...], Where, Why, How.

This was my first opportunity to try Adobe XD. It came in light of a *Design Jam* organized by the tech fraternity I'm in at UofM. I took on this challenge solo, which really helped me dig down and *do*, rather than just think or talk about how I wanted to *do* (or *design*). I'm so thankful for this experience, and I plan to flesh this idea out with UX Research at the start of 2021

- XD Prototype w/ 20+ Screens
- 100 Word Abstract & Presentation

Prompt.

In a mobile application, how might we empower individuals (in quarantine) to remain hopeful and build better online digital communities that promote mental health, provide people with daily structure, and give them hope for a better future?

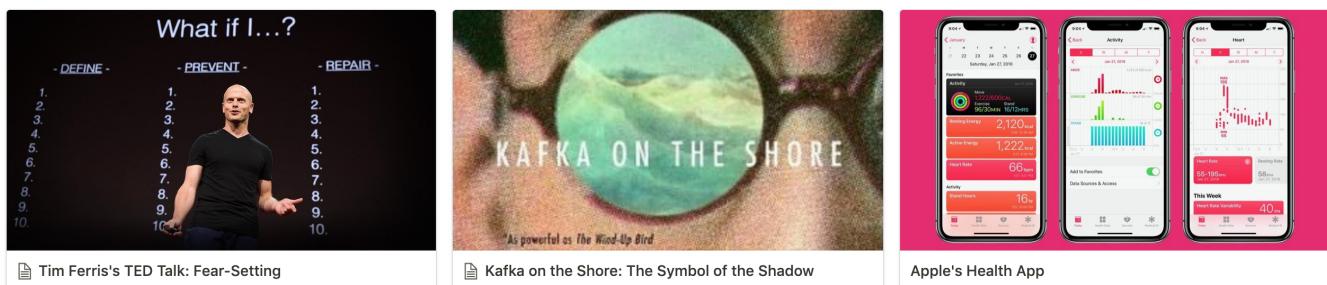
I wanted to strengthen the day-to-day experience of **college students** by providing them direction and structure through enhancing their mental health.

College students are meant to find and juggle many new realities of life in their college experience. Every day, students envision their tasks and set loose goals for themselves, which essentially makes a race out of their life, ultimately creating the false perception that they can fall behind. In an environment like today's where recent events and social distancing have taken a toll on society, the perception of falling behind is a danger to the mental health of students. To adapt and grow during these times, college students' perception of productivity and day-to-day growth must change. Shadowboxing helps students practice fear-setting, which is a prime opportunity to turn their perception on its nose. As society's flaws continue to unveil, this platform and approach is essential for college students to make the most of this period of their life, as they should.

Ideate.

The timing of this Design Jam came in handy for me. First, I had just watched an inspirational TED talk about fear-setting on LinkedIn. Upon watching this, I was reminded of the symbol of a shadow, something that had always intrigued me from Murakami's *Kafka on the Shore*. Lastly, the jam started right after I researched productivity platforms for an internship. Altogether, these three elements mixed into a chemical reaction, as my brain came to the idea of boosting productivity through working on mental health and introspection, as displayed by fear-setting and facing your shadow. As this catalyzed, I designed and designed, and in hindsight, one source of inspiration was Apple's Health App.

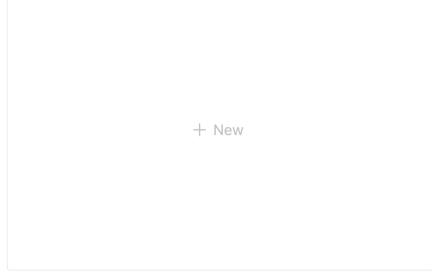
Inspiration



Tim Ferris's TED Talk: Fear-Setting

Kafka on the Shore: The Symbol of the Shadow

Apple's Health App



Disclaimer: This story is very solution-focused, which doesn't sit right with me. After all, there's no Batman without a Joker, and there's no product without a problem. Nevertheless, I treaded forward, because this idea was something that really felt special to me, and as long as the passion didn't die, the idea would survive another day. Also, I had some unofficial evidence to shut down the devil's advocate in me. First, at my internship where I conducted the competitive analysis, one conclusion I came to is that there's not much space left in the industry for to-do lists to optimize productivity. With the C.E.O. of Any.do, we'd acknowledged the presence of "productivity nerds" that keep the industry alive; however, this persona is not college students, but instead business professionals that have the money to support an addiction to to-do lists. This user breakdown changed my perspective of these apps; altogether, I think the industry is dying with the millennial generation, unless some heroic artificial intelligence and machine learning can revolutionize it.

Define.

Problems and Goals:

⚠️ Today's perspective and emphasis on productivity is detrimental to the day-to-day experience in quarantine for college students

⚠️ Students that are resistant to change suppress their fears of college's shift in environment and lifestyle. Holding onto fears escalates anxiety.

⚠️ Colleges today do not foster a community that assist students in sharing their introspective insights

Key Metrics:

⚡ How to change the traditional perspective and direction of productivity?

⚡ How to identify and find the college students who need this platform?

⚡ Is the passion for this idea still there?

Prototype.

Wins

Engage with other anonymous users on campus

FightClub: Scroll through the fears other people have faced. Click to read into their insights from the experience.

Saved: Collect any notable wins and insights you read about

Fight

Face your fear by fear-setting

Round 1: Define your worst-case scenarios, how you could prevent those from happening, and how you could repair the damage if they do happen.

Round 2: List the benefits of attempting whatever you're considering, or trying something new.

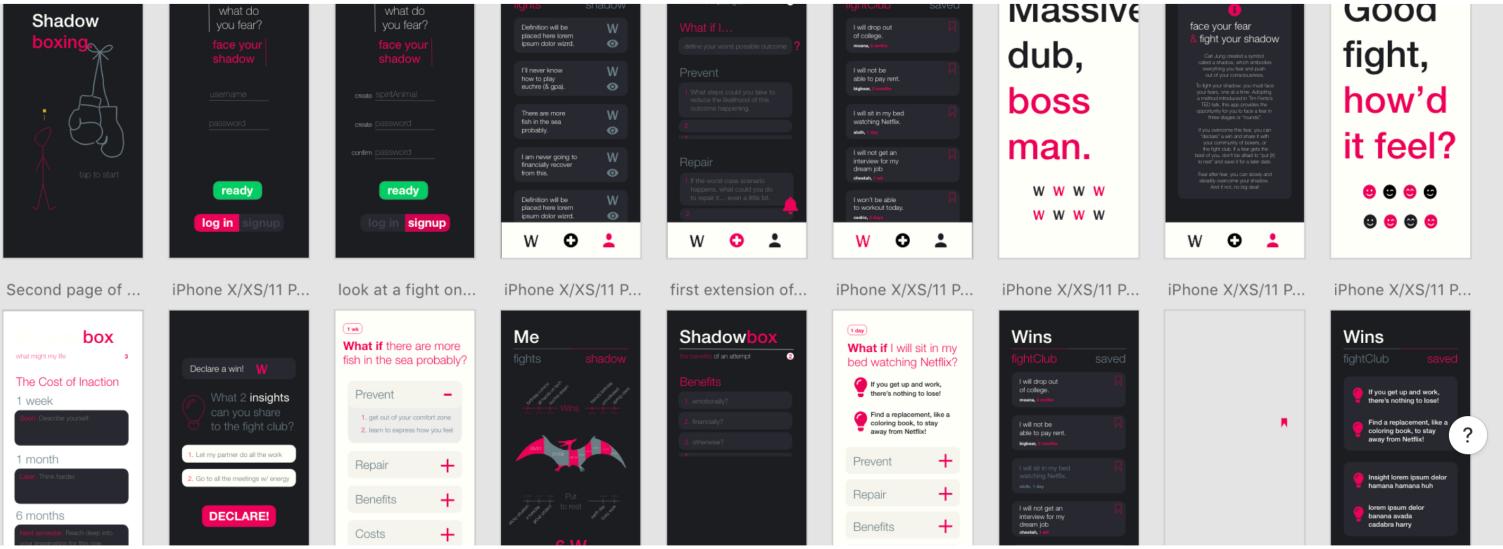
Round 3: Ask yourself what your life will look like, in the next few years, if you avoid this action or decision?

Profile

See your dashboard and history of fears

Fights: See the current fears you're facing or putting on hold

Shadow: A visual display of your wins in the shape of your spirit animal



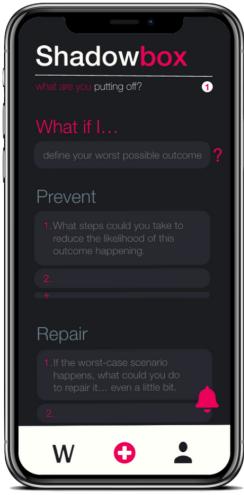
Dark Screens

Facing Fears

Dark mode was adopted for the majority of screens to embrace the darkness behind fears and inside shadows.

Symbolically, embracing darkness implies that you have nothing to fall back on; in this state, you can face your shadow at last, and come to terms with the fear behind it.

As it pertains to user flow, dark screens encompass the pages on the app dedicated to breaking yourself down, or facing your fears. In order to build yourself up, you must first break yourself down.



Light Screens

Growing & Moving Forward

Light interfaces are peppered throughout the app, to indicate progress and growth. Adapting the symbol of *light at the end of the tunnel*, users are conditioned to see these screens as an opportunity for growth at last.

Two white screens serve as timed animations, providing feedback and motivation to stay strong. Meanwhile, other white screens in the app house insights from the fear-setting journey, which encourages college students to interact and grow from them.

Live Prototype.

shadowboxing

20 Screens, Published on May 24, 2020 20:55 GMT

<https://xd.adobe.com/view/6a614372-f481-4cb7-453c-962221fca996-1c50/screen/15b34dd5-46a7-47e8-a98e-66ada0b57759/iphone-x-xs-11...>

Feedback:

The idea & approach is creative

Enhance learnability with a comprehensive onboarding experience

The color scheme is nice and intuitive

Center-aligned text is harder for users to read

Use design elements (shape, color, icon) to differentiate wins from fears

Incorporate padding and visual consistency to build a brand for the app

Incorporate a user flow into the prototype

Make sure to teach the meaning of the page-titles to the user

2nd Iteration: Research & Testing #Winter2020

The passion is still alive, which is a great sign; however, due to current projects and schoolwork, research plans and user testing are currently scheduled for January 2021.

Secondary Research

Inspiration from campus resources and experiences, like COVID-19 Resources for students on campus, for instance



U-M Counseling and Psychological Services

MiTalk (pronounced "My Talk") is a mental health resource for all University of Michigan students.

<https://caps.umich.edu/mitalk>



U-M Counseling and Psychological Services

Be where you are. This simple truth can be a starting place for many during this global pandemic. Observe, acknowledge, and

<https://caps.umich.edu/topic/caps-covid-19-support>

What causes panic attack...
Countless poets and writers have tried to put words to the
<https://ed.ted.com/lesso...>



How to Overcome Your ...
Executive Summary People are quick to blame
[https://hbr.org/2018/12...](https://hbr.org/2018/12/)



Overcome Your Fear of ...
The fear of failing at something - of doing it
<https://hbr.org/tip/2019/...>



Primary Research

Concept Testing

Share the ideas and inspirations behind Shadowboxing with friends around campus, in a group setting, to see if there's relevant ideas or opinions towards this product.

User Interviews

Gain a better understanding of how students have adjusted their day-to-day lives, from a productivity standpoint, across different majors and demographics during this pandemic.

Usability Testing

Upon prototyping for a particular user flow, I plan to conduct usability tests to further determine what features of the first iteration are intuitive, and what could be worked on.

Diary Studies

If the resources and incentives are there, I'd love to work further with interviewees that provide insightful information, so that I can further understand how their lifestyle and mental health fluctuate through next semester.

- ENTER: MARTHA KIRPES EMAIL OF FEEDBACK FOR FACING YOUR SHADOW
 - slides
 - template
 - format of focus group
 - feedback
- USABILITY TESTING ONLINE!!
- REDESIGN
- competitive analysis/ "other cool things on campus" == wellnest!
- <https://twitter.com/caseykfrey/status/1319913424948658181?s=10>
- 10/10/10 exercise
- si 422 reading excerpt
- next step: deal with shadowboxing itself (the core function of the app)
 - is this the mvp? really?
 - test something that's the concept itself, rather than the whole platform
 - look into tim ferriss's research; contact tim ferris
 - is the phone really the right place for this?
 - or something/ somewhere else... (paper-pencil being a blank canvas vibe... how to portray that > minimalistic, simplistic)
 - split the prevent repair etc. stages inputs into different things? send a reminder notification per hour?
 - or maybe... another onboarding/ visual process?
- trends in 2020: mental health and to-do lists...
 - note taking app thread reddit
 - note taking app thread twitter

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