

CS 194H

# Buckets Report

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## The Problem

All too often, we lack the drive to chase some of our most desired dreams. As months and years go by, even the dearest fantasies can often slip our minds. Moreover, it is sometimes challenging to find people with whom to share these new experiences. And who can blame us; with all the things we need to juggle in life, from work to errands to relationships, it can be difficult to find the motivation to try new things, even if they are potentially rewarding. How can we make the process of setting and achieving our lifelong

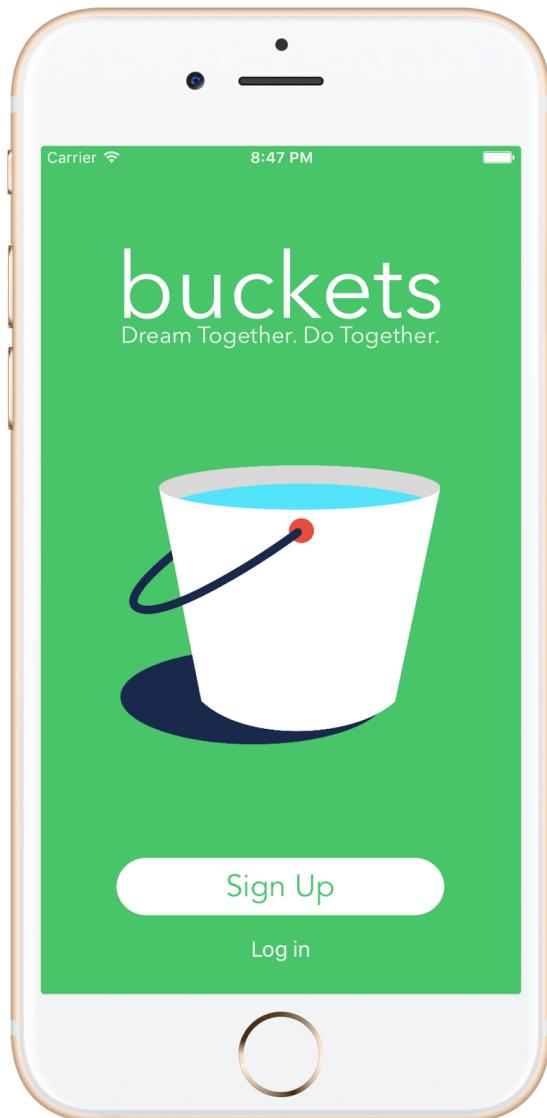
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goals as seamless and effortless as possible? How can we finally empower people to fulfill their dreams?

## Our Solution

To tackle this dilemma, we have created a mobile application called Buckets. Buckets taps into the power of group motivation to help people turn dreams into stories, and build and strengthen relationships along the way. By introducing a social community element into a private bucket list concept, we empower users to meet others with similar aspirations while collectively accomplishing personal goals.



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## Tasks

### **Task 1: Create a Bucket List (complex task)**

*We want to allow users the ability to manage lists of goals to achieve. After logging in/creating new account, our first task is for the user to populate their bucket list with custom items or items that are popular near them.*

### **Task 2: Send an Invite (medium task)**

*We want to leverage the power of group motivation and create a social environment where people can complete goals together. Our second task is for the user to invite someone to complete one of their Bucket items with them.*

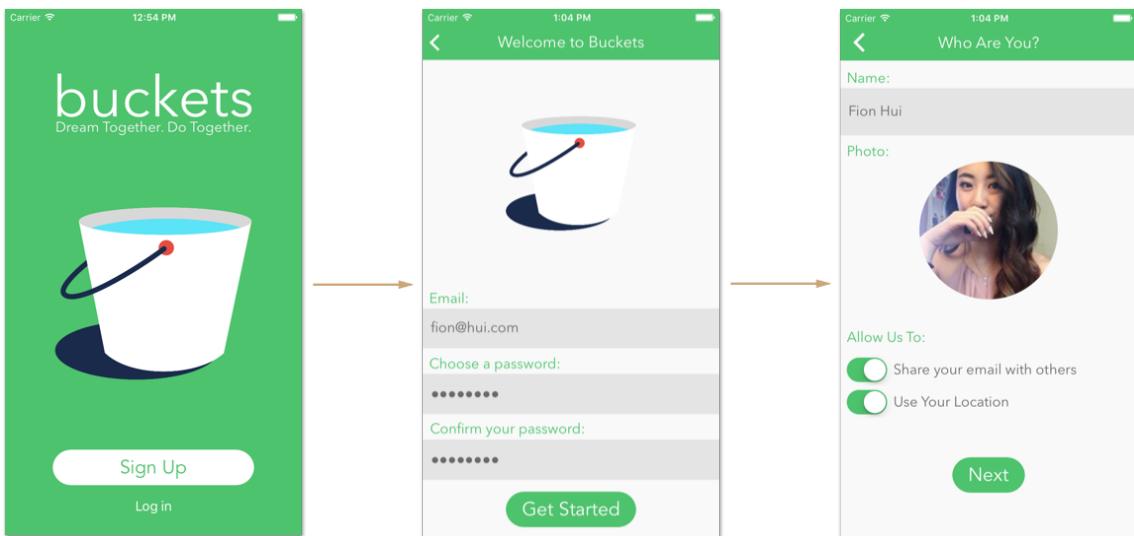
### **Task 3: Respond to an Invitation (simple task)**

*What good is an invitation if it's not accepted? Our last task is for the user to accept an invitation from someone who has invited them to complete one of their bucket items.*

## Task Flows

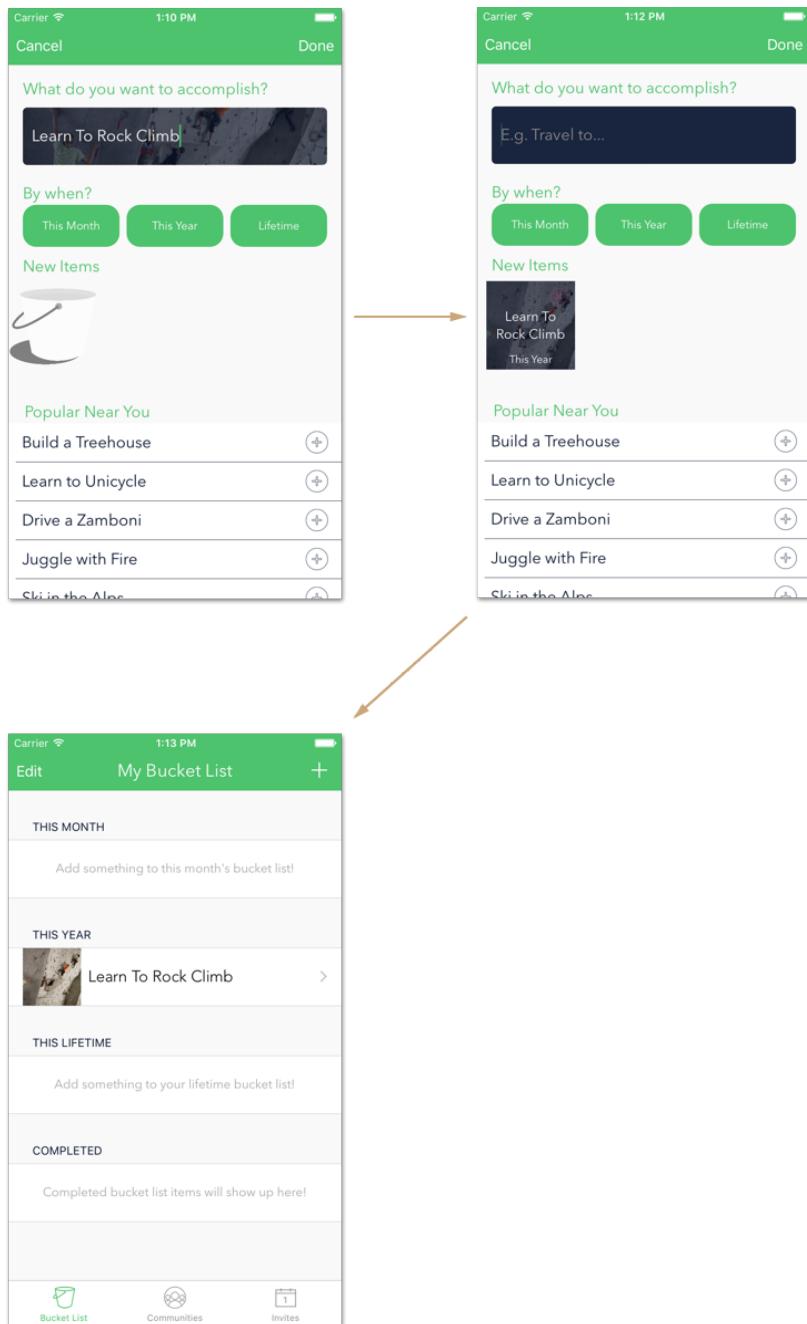
### **Setup**

In order to create a bucket list, new users must first create an account. They will input their account credentials, and provide profile information to finalize their accounts.



### Task 1 Flow:

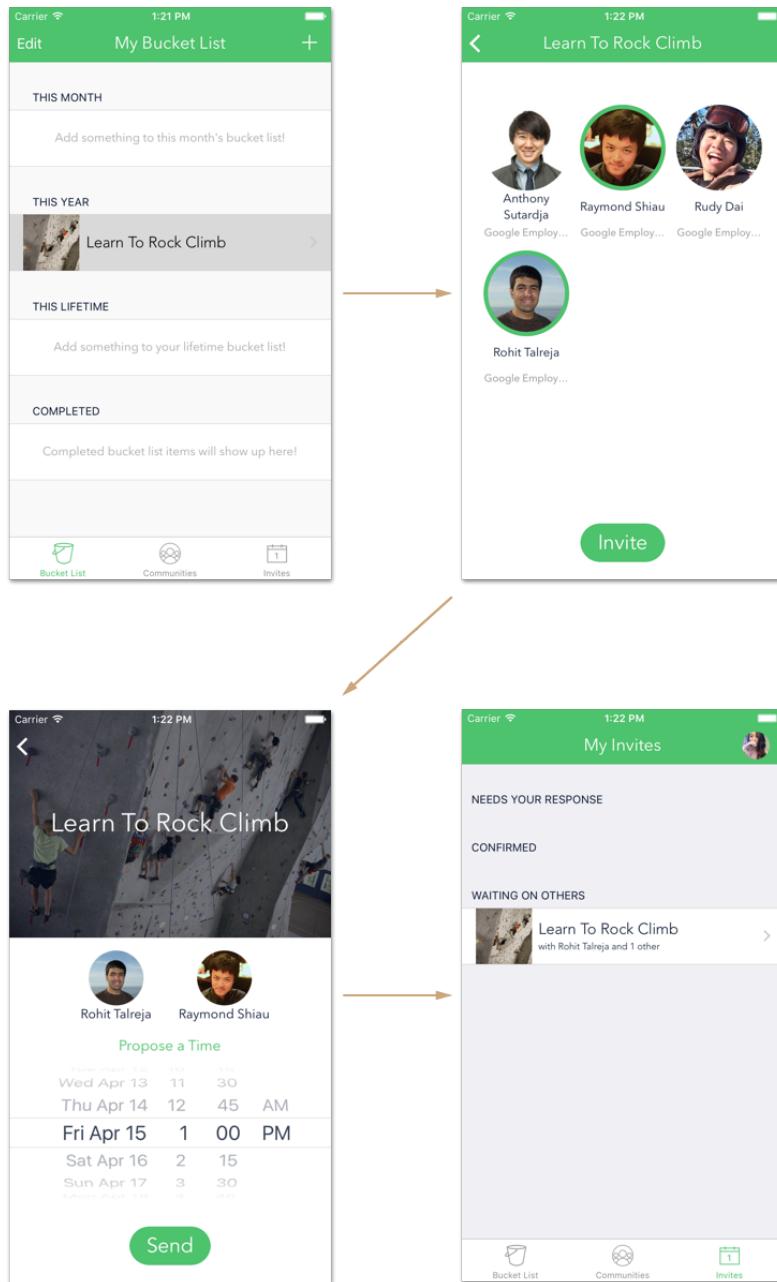
Afterwards, users can then begin to populate their bucket lists. Users can either pick from our recommended items, or custom create something new and unique. After selecting an item, users can then choose the timeframe for which to accomplish said goals. With the expected time of completion set, the item(s) can now be added to "My Bucket List."



## Task 2 Flow:

Starting from “My Bucket List” page, users can select an item by tapping it. This takes the users to the invitation page, where the users can reach out to others who also share this mutual goal. From there, the users can then propose a time for everyone to

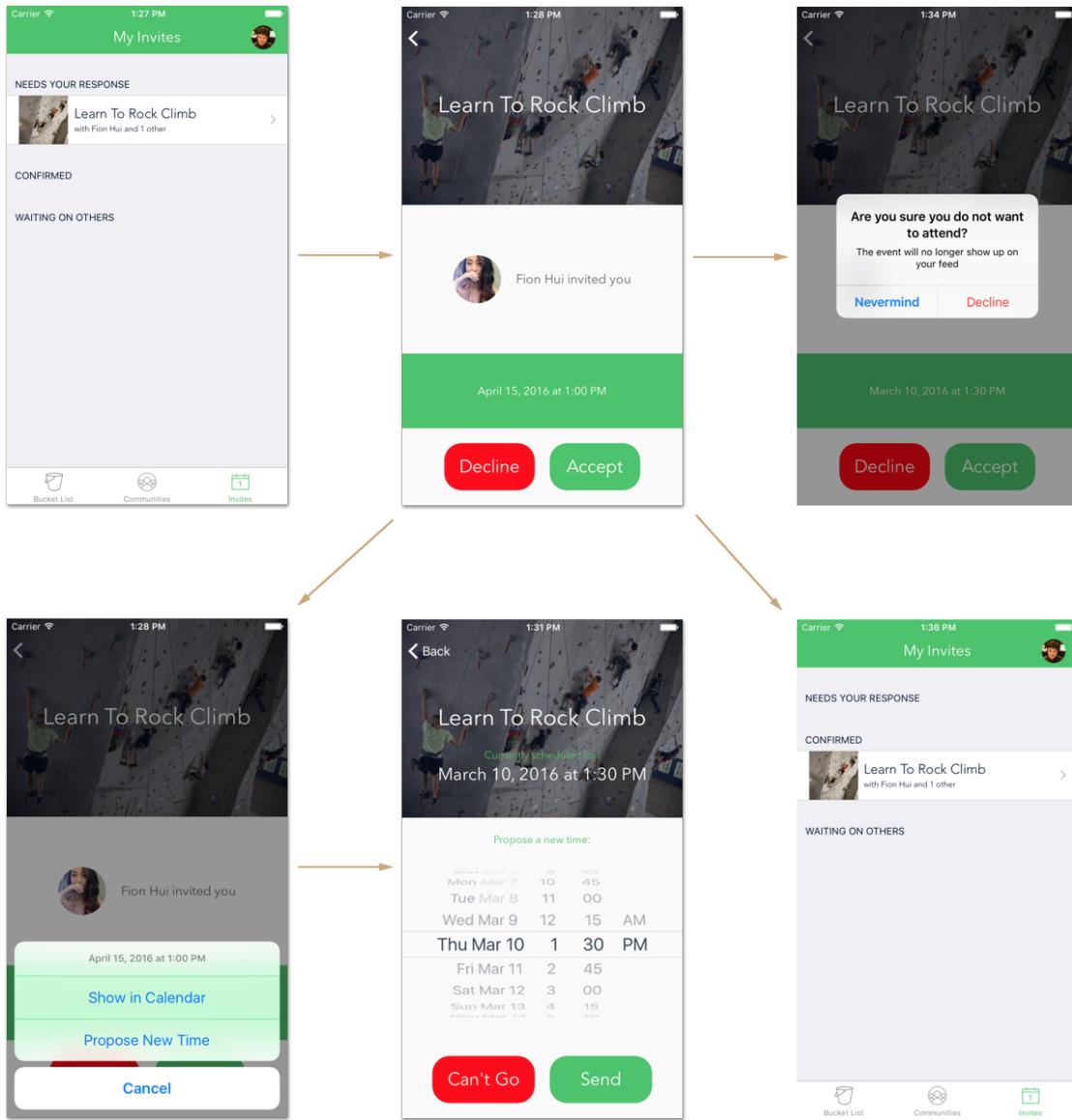
meet. After the invitation is sent, the selected goal will be displayed on “My Invites” page as “WAITING ON OTHERS.”



### Task 3 Flow:

When others send an invitation, a notification symbol will pop up on the “Invites” tab on the lower left hand corner. Navigating to it, users can see all the pending invitations that require a response. When responding, users can either accept/ decline the invite,

or they can elect to change the time of the event. In this case, the invitation will be returned to the sender for approval of the new time. After the times are approved by all parties involved, the invitation will appear as a “CONFIRMED” event on “My Invites” page.



## Design Evolution

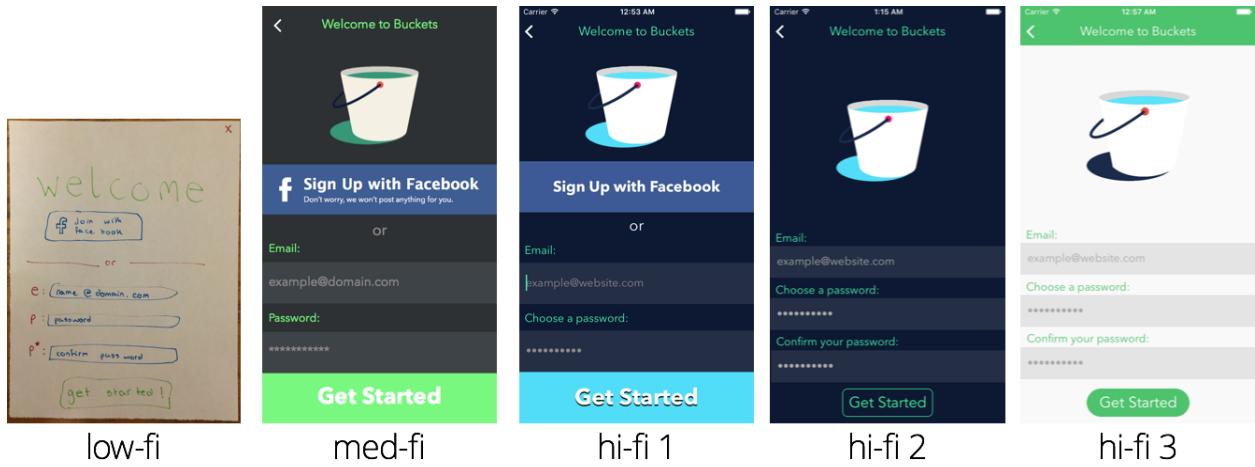
We've come quite far since our very first low fidelity prototypes. Here's a look at how some parts of our app have evolved over time.

## Splash Page



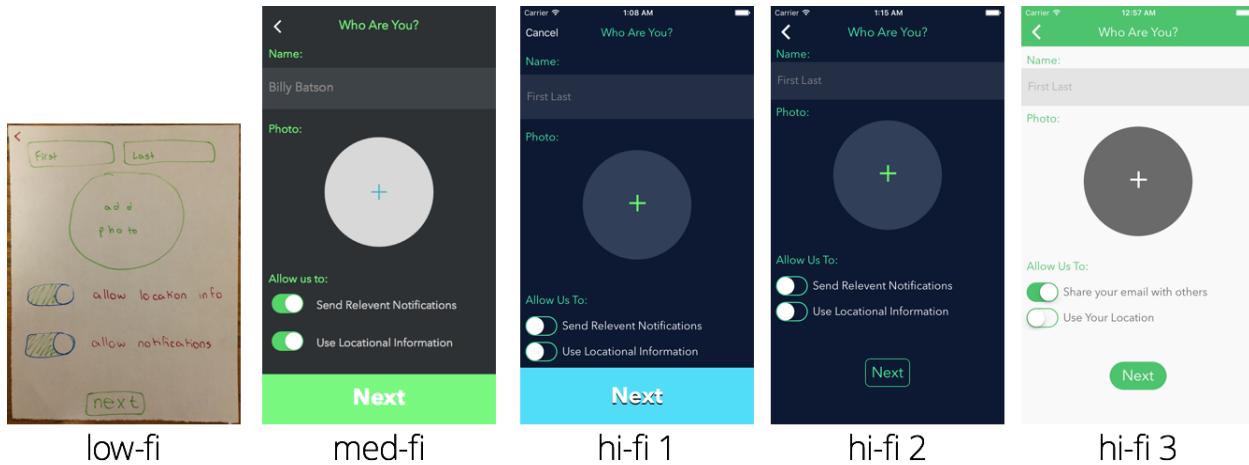
For our splash screen, we had slight color change between med-fi and hi-fi1. Then, with hi-fi2 we introduced a new button layout that is less obnoxious. Hi-fi3 included our new color change, as well as our rouder sign up button.

## Login Page



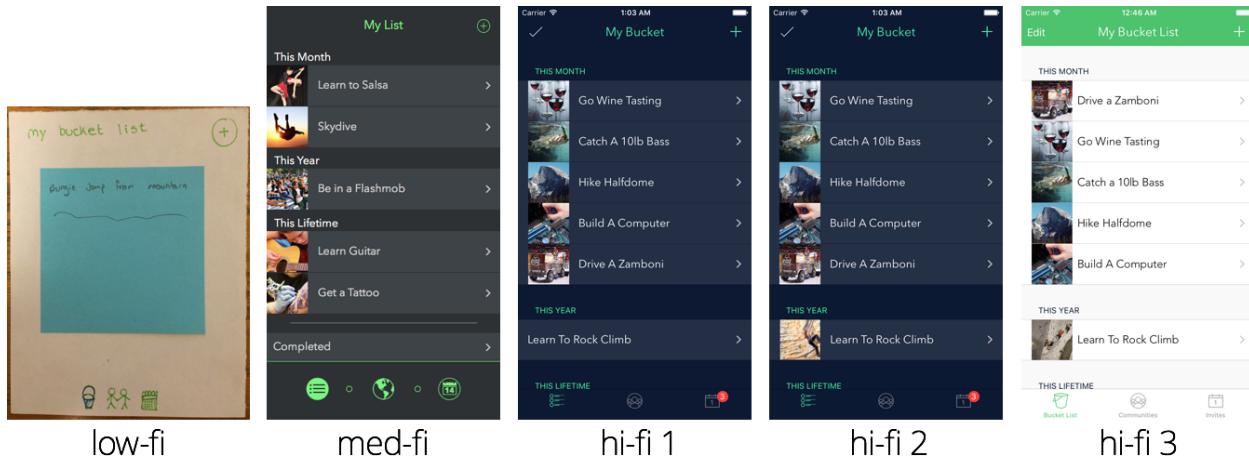
We removed facebook signup at hi-fi 2, changed the button, and added a "confirm your password" field. The colors and button also changed at hi-fi3.

## New User Sign Up



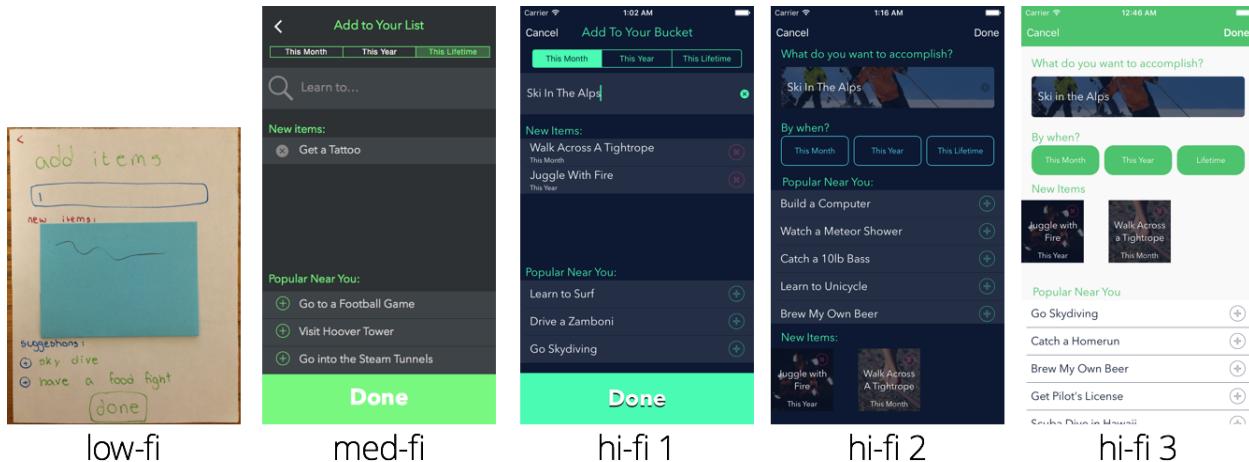
This screen has stayed pretty true to what was originally imagined in the low-fi prototype. Besides the color and button updates, the main change came in hi-fi3 when we changed notifications to “share your email”, so that users can have some way of contacting each other. (We also built profile pages in hi-fi3, which enabled this). We also initialized the switch to be “on” for share your email so unless the user changes it, they automatically make their email public.

## Bucket List Page



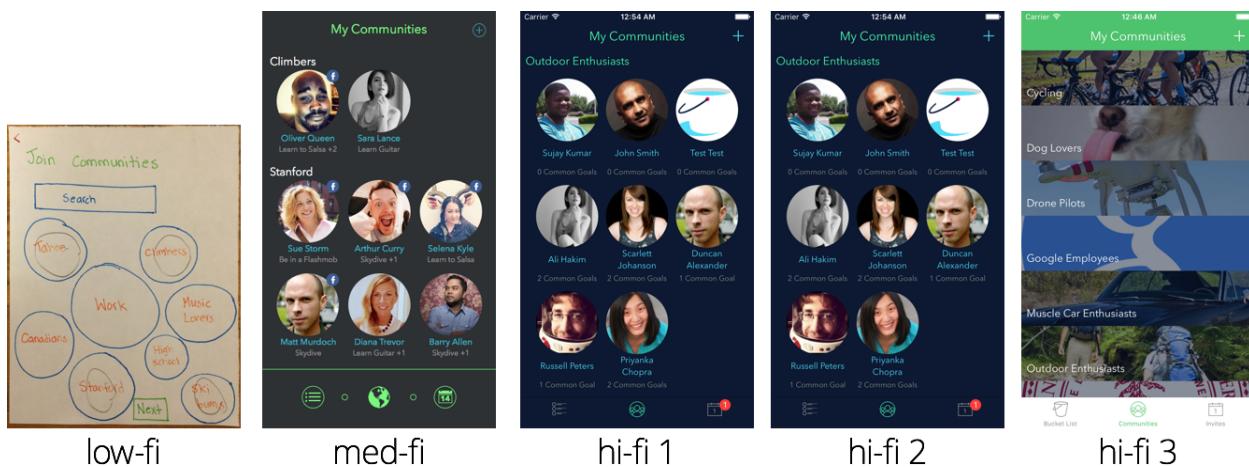
This page has stayed pretty faithful to the med-fi prototype. Between 1 and 2, we implemented flickr image search so that when the user adds in their own custom items, an image will show up. In hi-fi 3, we changed the color scheme.

## Add New Item



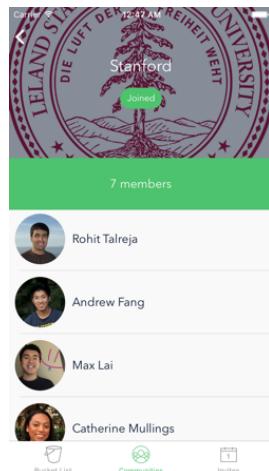
Our add new bucket list item page changed the most at hi-fi2. Here, we made the interface more visual by including the image of the bucket item in both the search bar, as well as the newly added item. In hi-fi2, we also let the user “edit the item”, so when they click on the new items, a modal appeared, asking if they want to edit, delete, or cancel (as opposed to just deleting the item in hi-fi1). In hi-fi3, we moved the new items section up, because a lot of users told us they couldn’t see their newly added items when the keyboard was up.

## My Communities Page



The biggest change here was in hi-fi3, when we introduced a new layout that showcased the community photo and hid away the members into individual community pages.

## Community Detail Page



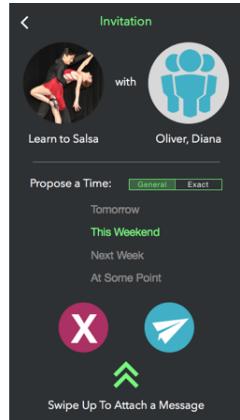
hi-fi 3

In hi-fi3, we introduced the idea of a community page, where the user was able to see all the members of the community. Clicking on a member opened up their profile page.

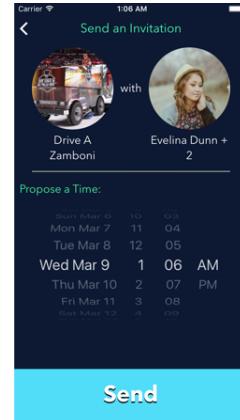
## Event Page



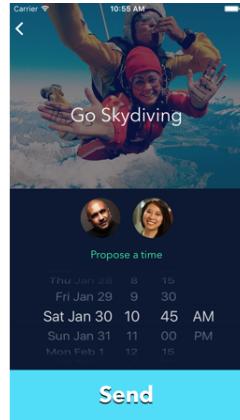
low-fi



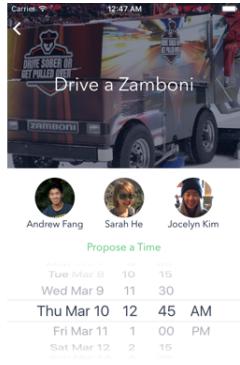
med-fi



hi-fi 1



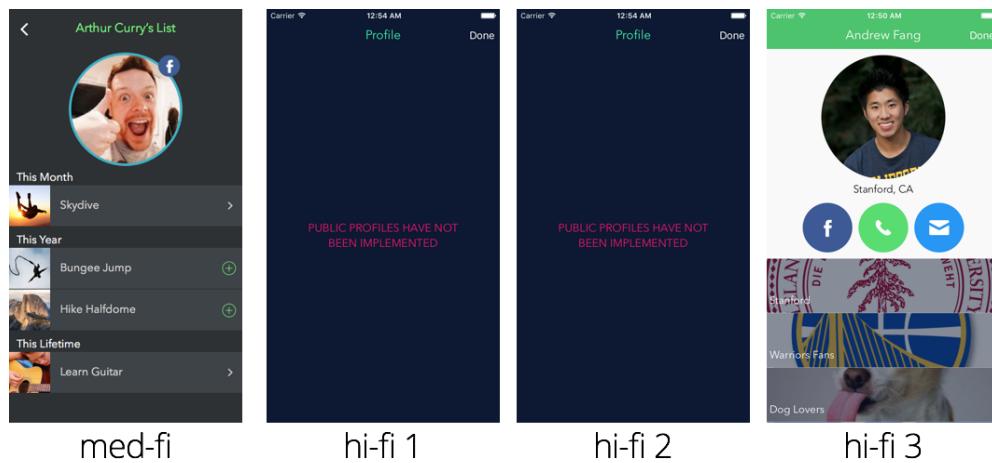
hi-fi 2



hi-fi 3

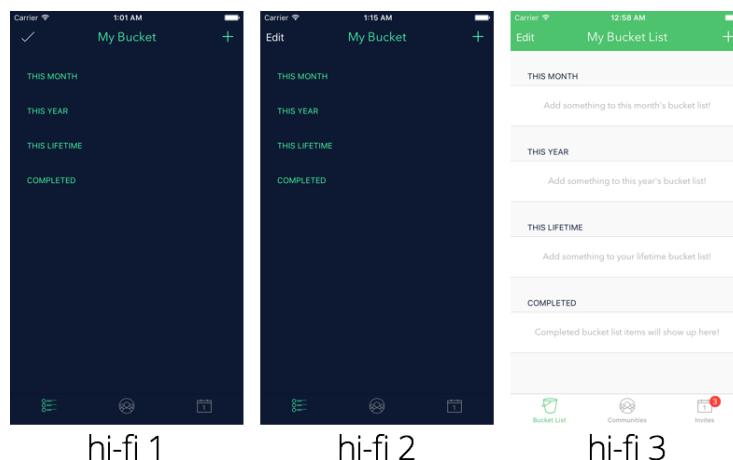
After our user tests, we found that users were confusing the event photo with the profile photo. They also wanted to see who else was invited to event (instead of a +2). We brought in these changes in hi-fi2, introducing a new layout that was much more visual and had the photos of everyone that was attending the event. In hi-fi3, we changed the button style and the color scheme, and we also made the profile pictures interactive (so clicking on it takes you to the user's profile page).

## Profile Page



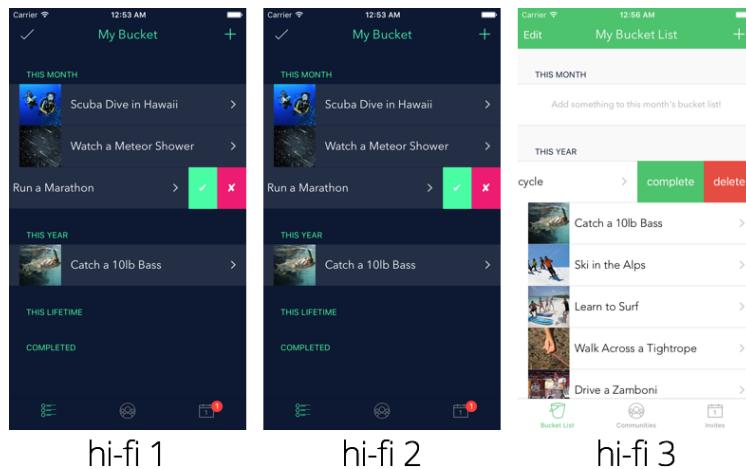
We had the idea to build a profile page in the med-fi prototype, but we didn't build it until hi-fi3. In the final iteration of the profile page, we show the user's name, picture, and location (if they grant location permissions). If the user links to facebook, we also show a facebook button that links to their facebook profile. If they provide their phone number, we show a phone button that links to both SMS or telephone. If they make their email public, we show a email button that brings up the native email client. At the bottom, we show all the communities that a user is a part of.

## Empty State



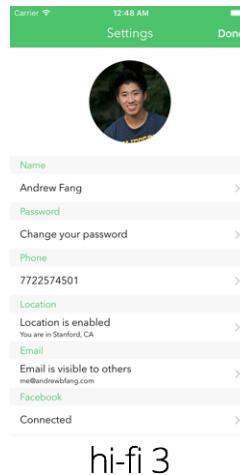
We talked about it since hi-fi1, but in hi-fi3 we implemented a “empty state” that encourages the user to add item to their bucket list.

## Swipe



We changed the icons to “complete” and “delete”, because we found that some users were unclear of what the symbols meant.

## Settings Page



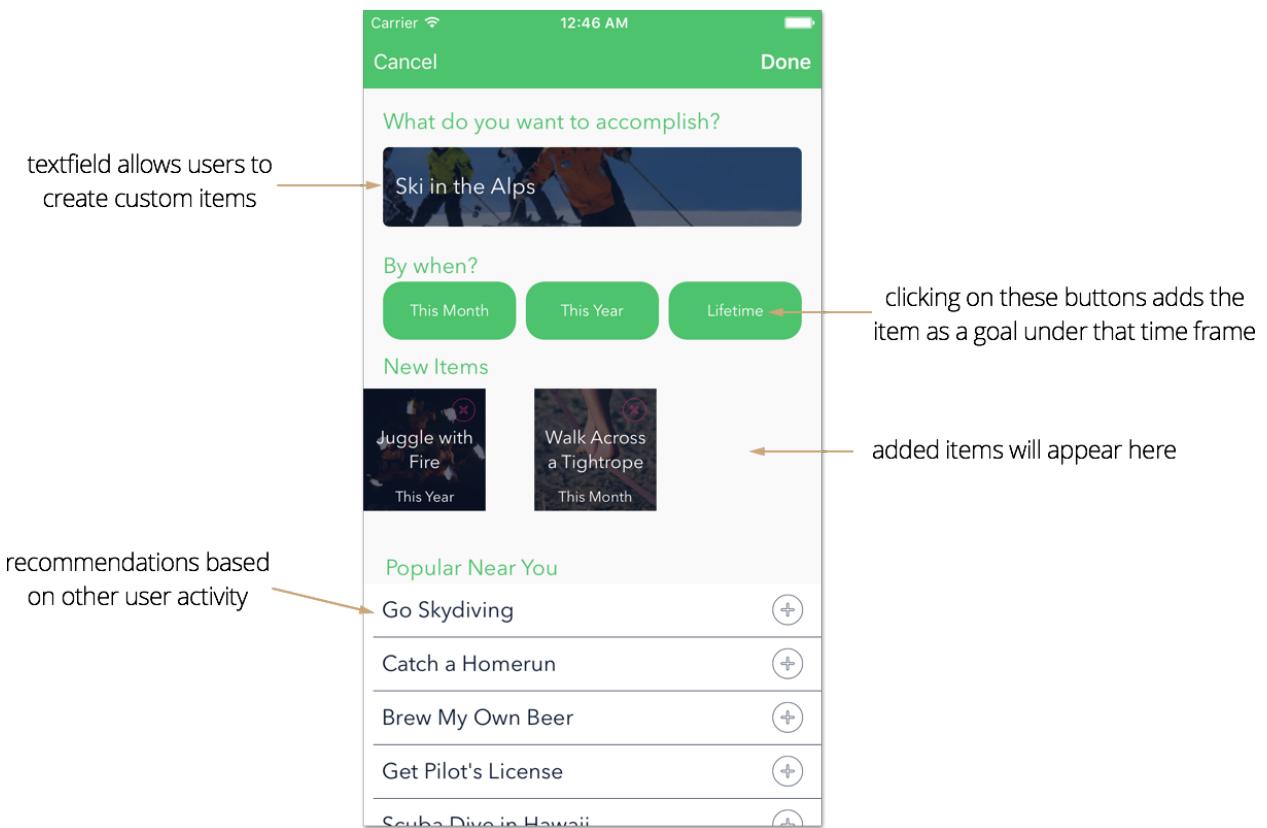
hi-fi 3

We built a settings page to allow the user to change their profile picture, name, and password. They can now also add their phone number, location, facebook, and mark their email as public or private. These changes allowed us to let users add more to their own profile pages and truly made the app social (as users now had ways to contact each other)

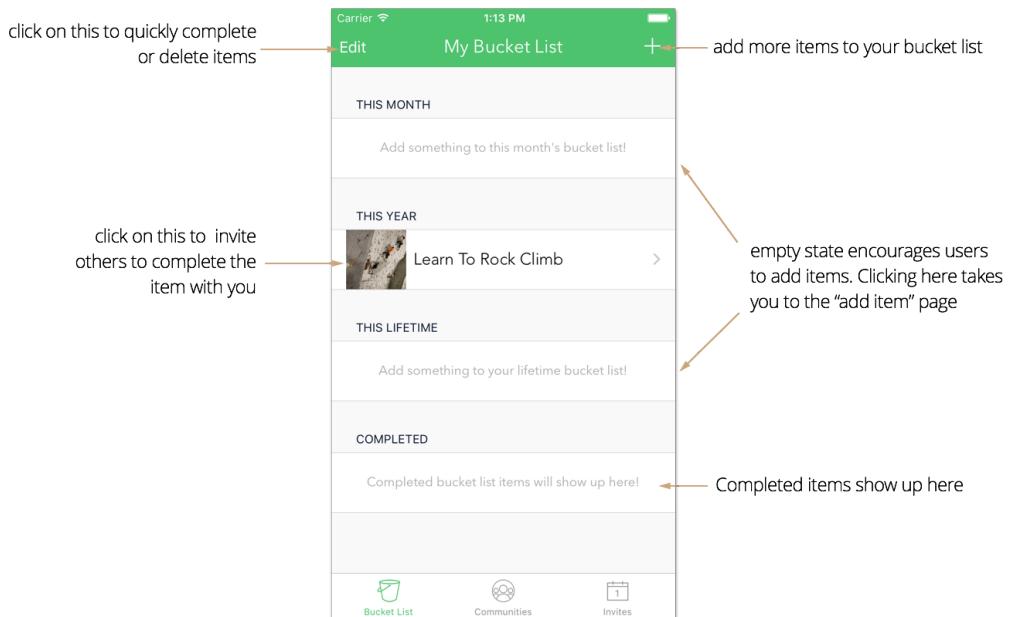
## Final Interface

As one of our app's primary focus is to provide a seamless experience of exploring fun activities to do, and adding them to a personal bucket list, we have designed our interfaces to make these processes intuitive and enjoyable.

### Add New Item Interface

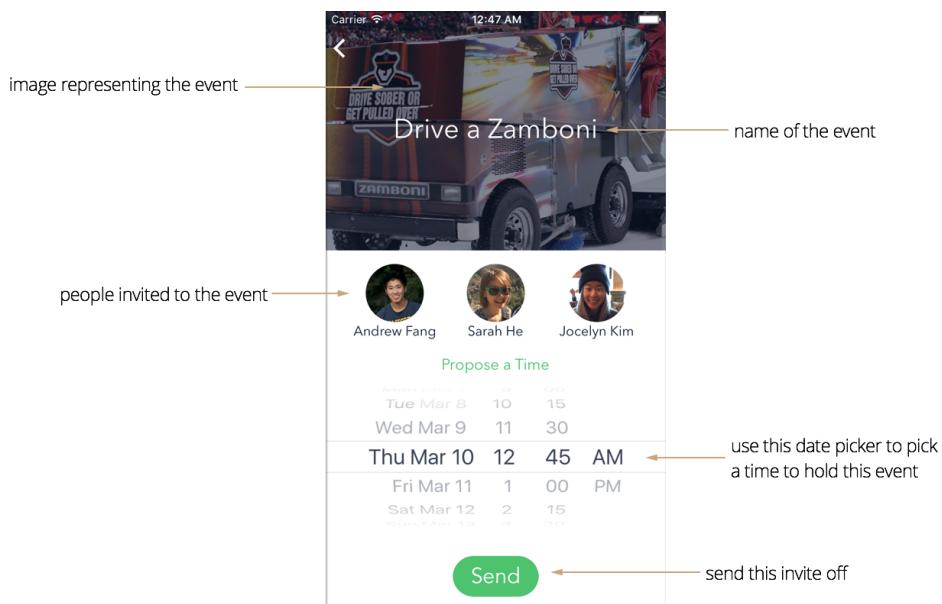


## Bucket List Page



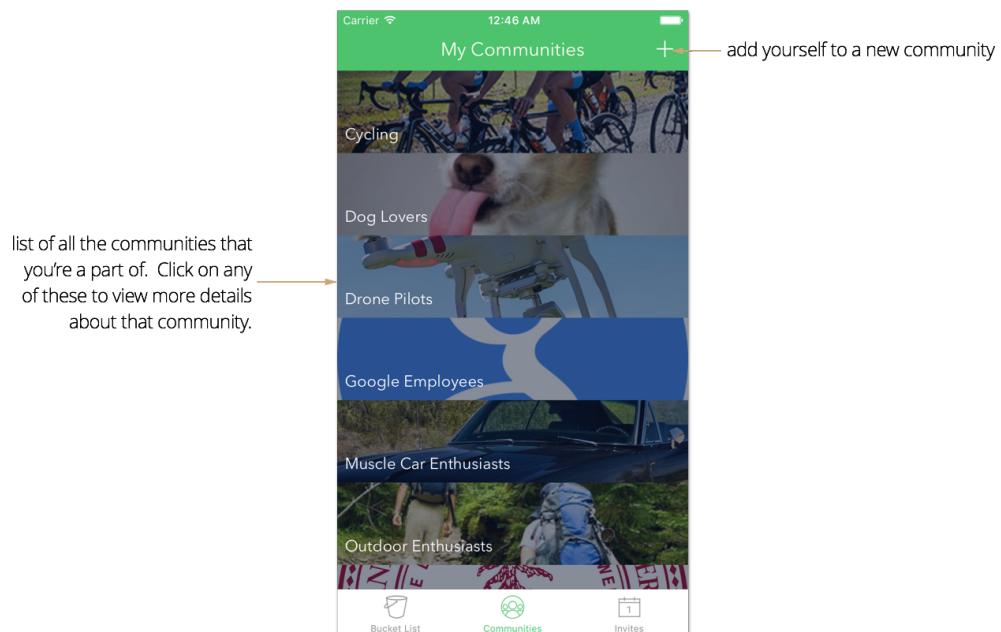
We also encourage social interactions between the users. Namely, we grant users the freedom to achieve their goals with each other. Therefore, by tapping into an item in the bucket list, users can send invitations to other users who share the same goal, and at least one mutual community, which will be discussed next.

## Invite to Event Page

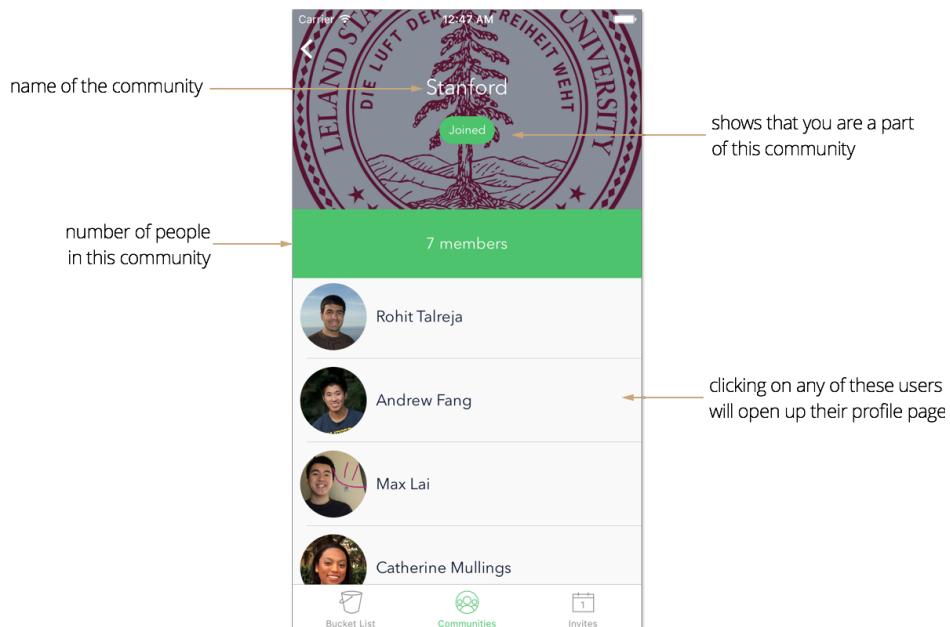


Another concept we have incorporated is “communities,” which associates users within close proximity, or with similar interests. By electing to join certain communities, users can more easily connect with others who also identify by some common attribute. It may be daunting to invite complete strangers to join in on bucket list items; communities establish an effective baseline level of trust and understanding between users, which further encourages intermingling. For example, a Stanford student may feel more comfortable inviting another member of the Stanford Community simply because of this shared commonality. User testings and the theory of homophily indicate that people are more likely to interact with others who are similar to them; therefore, to optimize user interactions, we've made mutual communities a criteria for bucket goal invitations.

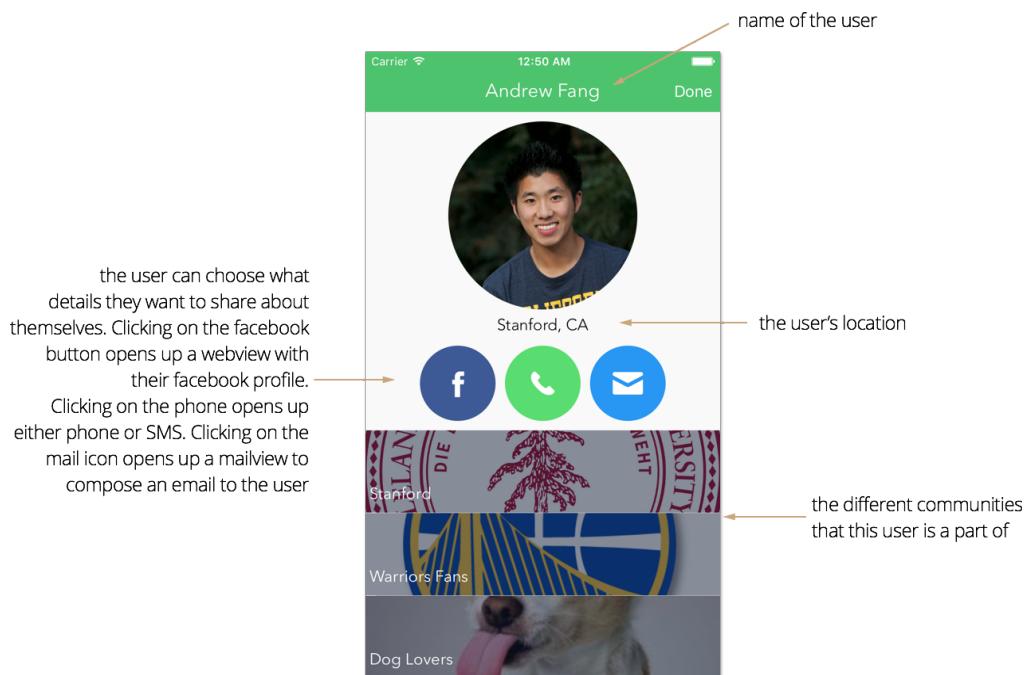
## My Communities Page



## Community Details Page

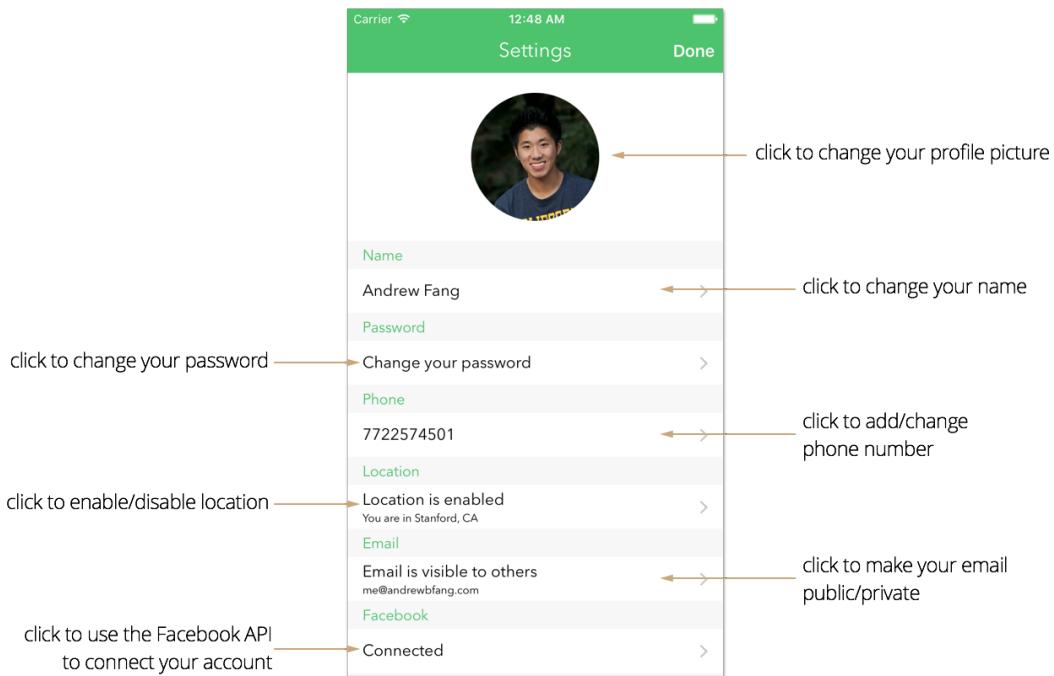


## User Profile Page



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## Settings Page



## What was left Unimplemented

- Add a custom community
  - Due to the complexity of maintaining custom communities, we have chosen to skip this for the current prototype, although it is definitely an interesting feature.
- Send notifications to the user
  - There were technical challenges for push notification implementation that would cost us time for other more pressing features.
- Fuzzy matching for bucket list items
  - Implementation of this feature would have been way too time consuming.
- Search functionality
  - At the current scale of our app, a search functionality is not necessary. Once the amount of data becomes substantial, the search feature is definitely imperative.

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## Tools we used

- Xcode (iOS - Swift + Objective-C)
  - Instrumental in building our iOS app
  - The app was built with Objective-C in cs147, and we used both Swift and Objective-C in cs194h.
- Sketch
  - Interface design, quick way to iterate on our prototypes and come up with new design changes. Also used to put together the figures in this report
- Marvel
  - Used for the medium fidelity prototype
  - Great for quickly showcasing the interaction design
- Slack
  - Great for team communication
  - Used to share files and chat with each other

## Making it Real

### Who are we?

As ambitious young adults who inhabit the crossroad of academia and tech, we all understand the struggle of balancing work with our personal desires for excitement and adventure. Therefore, we definitely see and appreciate the value of an app that pushes us to get out and make memories with other people. And with solid foundations in design, development, and overall problem solving, we have the experience, know-how, and drive to make this mobile app come to fruition.

### Business Model

“Buckets” is targeted at college students and young professionals, people who all too often do not take the initiative when it comes to setting and achieving personal goals. Therefore, we are looking at a healthy market comprised of men

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and women from the ages 20-38. Since this demographic of people is typically well versed in mobile devices and applications, we do not need to be as worried about bridging the “tech gap.” Given this, we can safely estimate that our market size is substantial 30 million potential users.

Our primary source of revenue will come from advertisements. Since our app will potentially be a huge melting pot of diverse users, we expect to attract a number of lucrative partnerships and sponsors who may wish to leverage the data we collect. Furthermore, additional features for later builds can be sold as premium packages for one-time charges to interested users.

With Buckets, we expect to transform the way people view bucket lists. No longer will bucket list goals be an individual undertaking; people can now come together and collectively accomplish their plans, from wild dreams to lifelong aspirations to simple and silly wishes. And for us, our goal is to confidently say that no goal has to be a one-man endeavor.

## Summary

The key innovation for our app is the concept of a social bucket list. We take a bucket list of goals, something traditionally personal and unshared, and integrate it with the ever popular phenomenon of a social network. By leveraging the benefits of community support and motivation, Buckets reinvents the bucket list concept while at the same time, encourages people to go out and “just do it!” We hope that with this app, personal wishes are no longer burdens overshadowed by busy lifestyles, but memorable events that can be celebrated with others.