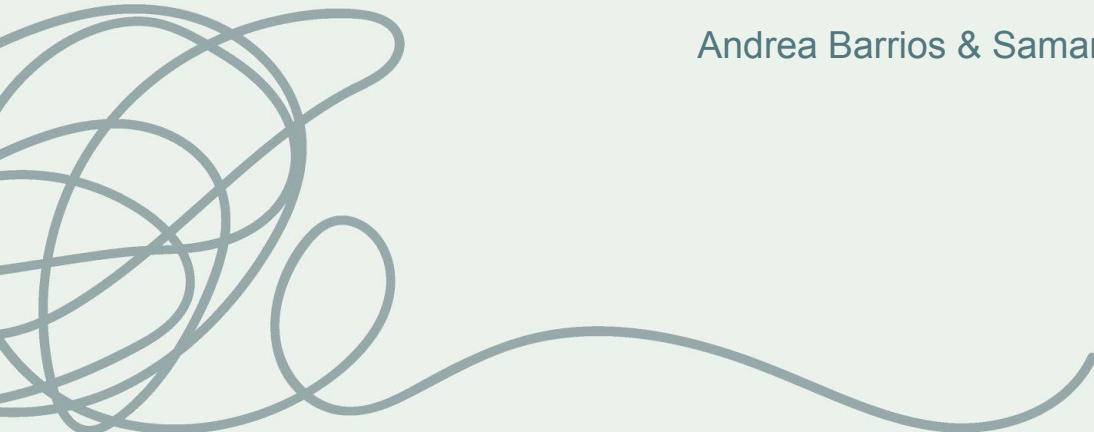


Unwind

Andrea Barrios & Samantha Liu



Unwind

Process Book

Samantha Liu
Andrea Barrios Duran

Unwind

Detangle Your Life

Samantha Liu
Andrea Barrios Duran

background

- literature
- observation
- human-centered research method synthesis
- system/territory map
- probes, participatory research methods
- design statement-solution framing

How might we help...

- audience context: personas
- existing conditions (experience maps, scenarios)
- bio-inspired inspiration, analogous and competitor references

design process

- ideation sketches
- design: low- to mid-fidelity prototypes
- user feedback

design solution

- scenarios (walkthroughs, storyboards, videos)
- integrating mid-or high-fidelity prototypes

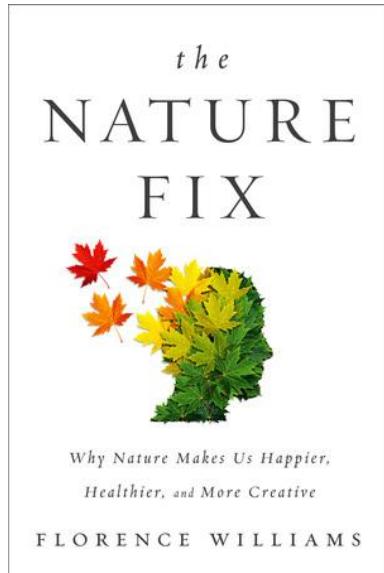


Background



Unwind

Literature



The Nature Fix
By: Florence Williams

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Samantha Liu
Andrea Barrios Duran

The Nature Fix was our first assigned reading in Experience Design 1. It was a great intro to nature and well-being. The excerpt we read from the book contains an anecdote about Japan's forest-bathing practice. The idea of nature being a reboot, a refresher was one very important to us, when thinking about our project,

Initial Statement

We want to learn where these green spaces are and who has access to them. We are interested in learning about the green spaces that are available to students (high school and on or off-campus college students) and how they interact with their green surroundings.

Unwind
Samantha Liu
Andrea Barrios Duran

This assignment focuses on the intersection of Nature and Well-being, my team and I are gathering information on the creation and accessibility of green spaces. Our intended audience is catered towards 17-25 year olds (high school and college students).



Unwind

Project Focus

artificial nature vs real nature

outdoor parks

community gardens gardens

the fens

Emerald Necklace

outdoor areas specifically on campus

Singapore's artificial gardens

world largest indoors waterfall

Botanical Gardens

Sensual features in the garden

Museum artificial plant exhibits

grass and damaging plants

Unwind

Samantha Liu

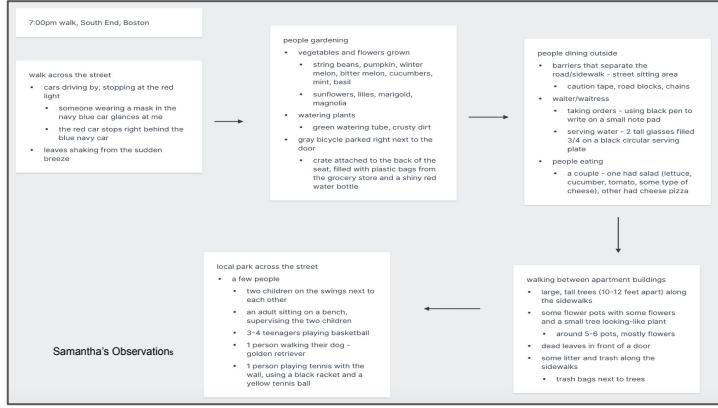
Andrea Barrios Duran

When the Nature and Wellbeing project began we were tasked with developing an experiences surrounding creating space, creating green spaces to be exact. Further through the presentation you will see our project pivot as well as the aspect we kept and those we changed.

Topic: Creating Space

Target Audience: Students
and young adults (17-25
years old)

Observations



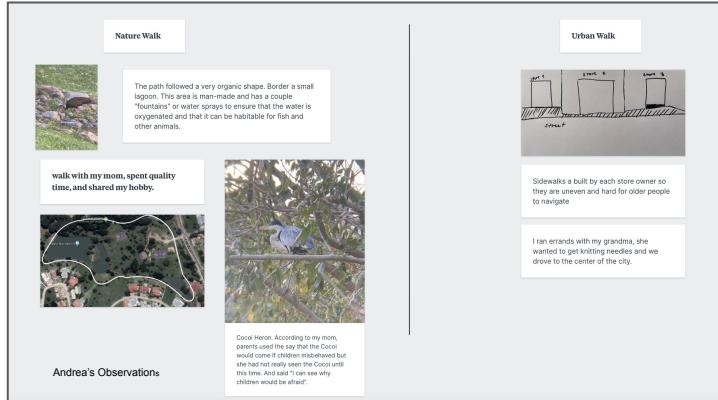
Unwind
Samantha Liu
Andrea Barrios Duran

We gathered information on our observational walk to determine what kind of product we wanted to create. Since Andrea and I had different approaches to how we documented our walks, we decided to collaborate on ideas of how to go outside and be aware of our surroundings in nature.

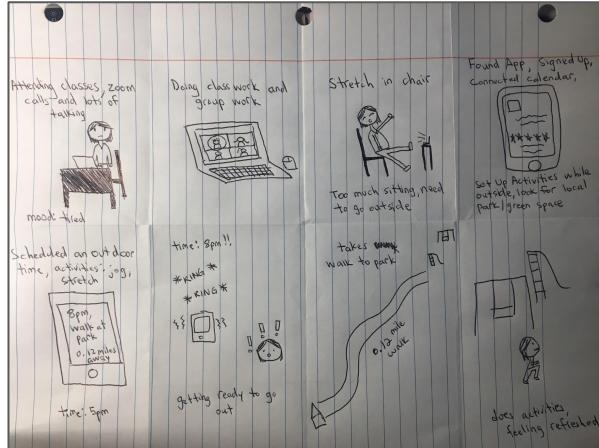
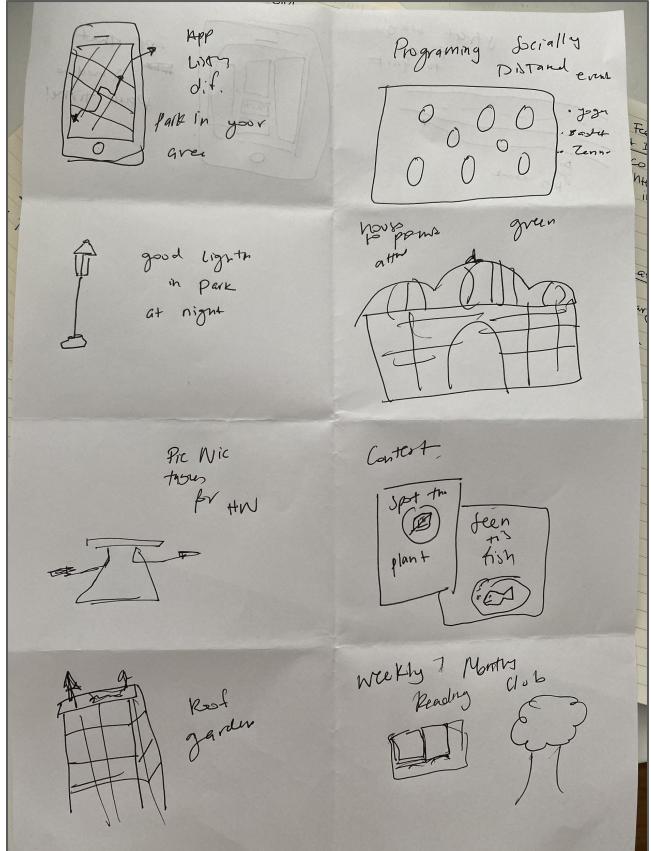
Observations:

Samantha gathered information on her walk using the five senses.

Andrea's gathered information on her walk using images and recorded what she saw.



Crazy 8's



Unwind
Samantha Liu
Andrea Barrios Duran

Crazy 8's were a useful tool to put down our first thought in regards to our topic. In the nature of the crescendo we put down plausible scenarios as well as products and experiences that would be in a sense impossible to make happen. This exercise was helpful to start ideating what the solution to our statement would be.

Interviews

Unwind

Samantha Liu

Andrea Barrios Duran

Background

- Can you tell me a little about yourself? (first name, major)
- Are you a student in High School or College? If in college are you living on or off campus? If off campus ask have you ever been on campus? Where is your school located?
- Where did you grow up? (if they don't specify ask if it was in an urban, rural or suburban area)
- Which neighborhood do you currently live in? (ex. Mission Hill, Fenway/Kenmore, Brookline, Cleveland Circle)
- Tell me a little bit about what an enjoyable weekend would be for you?

Behavior

- Can you tell us a little bit about what your walk/commute to class looks like? Could you walk me through of what you usually see?
- Apart from your commute, how often do you spend time outside? When you are outside what are you usually doing?
- Are you familiar with the parks and green spaces around you? What are they called? How long does it take for you to walk to your local park? How often do you go there?
- Do you frequent or have you ever been to the any of the Reserves or State/National Parks around Boston?
- (only if lived both on and off campus) How would you compare your access to and time spent at green spaces when living on and off campus?

Opinion

- In comparison with other Boston neighborhoods would you say your neighborhoods has more or less green spaces?
- How accessible would you say parks are to you, near your home or campus?
- How do you think we can improve people's ability to access parks and green spaces?

Feeling/Senses

- How do you feel when you're outside?
- According to you what makes a space a "green space"? What do you consider the staple of a green space?
- When in a green space what is usually on your mind?

Based on our conclusions from our observations, we decided to create our interview questions asking our interviewees about where they grew up, where they currently live, what their environment is like, and how they feel about green spaces. Our goal is to find out what our interviewees think about green spaces and how we (Andrea and I) can figure out a way to avoid the stress of being inside and going outside to be more active.

Survey

How do you feel when you are outside?

- Happy - I haven't been outside in so long! It was also a really warm, sunny day so I enjoyed my short time outside.
- happy, refreshed
- happy, relaxed
- good :) especially love any chance to be outside lately being so cooped up while WFH!
- It made me feel relieved and better
- Relaxing, warmth, cheerfulness
- When feeling the warm sun, fresh air, I feel relaxed and energetic
- Calmness, introspective, rejuvenated

Urban, suburban, or mixed upbringing?

- Urban: 6
- Suburban: 2
- Mixed: 2

School's Current Location?

- Roxbury: 3
- Fenway/Mission Hill: 7

Current Neighborhood?

- Roxbury: 3
- Beacon Hill: 1
- Mission Hill: 1
- Dorchester: 1
- Fenway: 4

Unwind

Samantha Liu
Andrea Barrios Duran

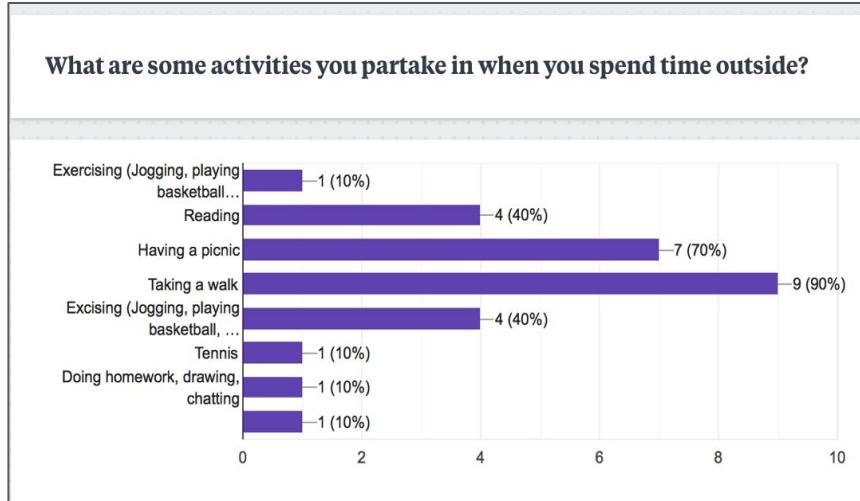
After the interviews, we asked our interviewees if they could take a quick survey on how they feel about going outside, where green spaces are located around where they currently live, what kind of activities they like to do outside, and more. We then used this information to come up with a solution to our initial statement.

What makes a space a green space?

Are you familiar with any parks or green areas near your place of residence, if yes, could you list some names?

- A green space must be accessible to everyone and anyone. It should be catered to all types of people in mind such as age or gender. It has a lot of plants/grass and it must be clean. It's a relaxing space for people to use so there shouldn't be anything dangerous.
- I can sit without having to worry about vehicle
- It has to have grass and plants and places to sit
- A space with grass and trees maybe a lake
- Escape from the noise of the city

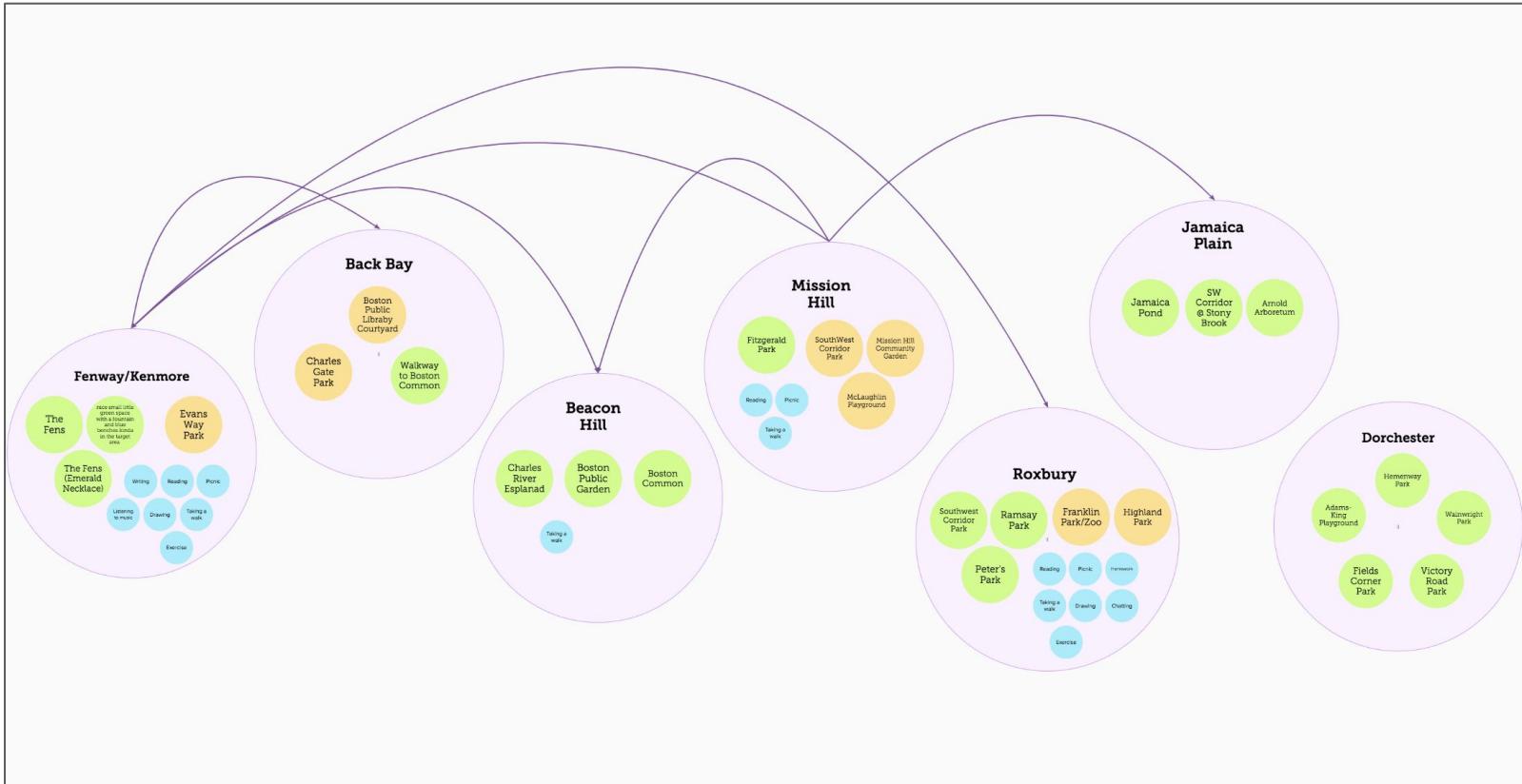
- Hemenway Park
- Adams-King Playground
- Victory Road Park
- Wainwright Park
- Boston Common
- Boston Public Garden
- Charles River Esplanade
- The Fens
- Fitzgerald Park
- Peter's Park
- Ramsay Park
- Southwest Corridor Park
- Fields Corner Park
- Arboretum



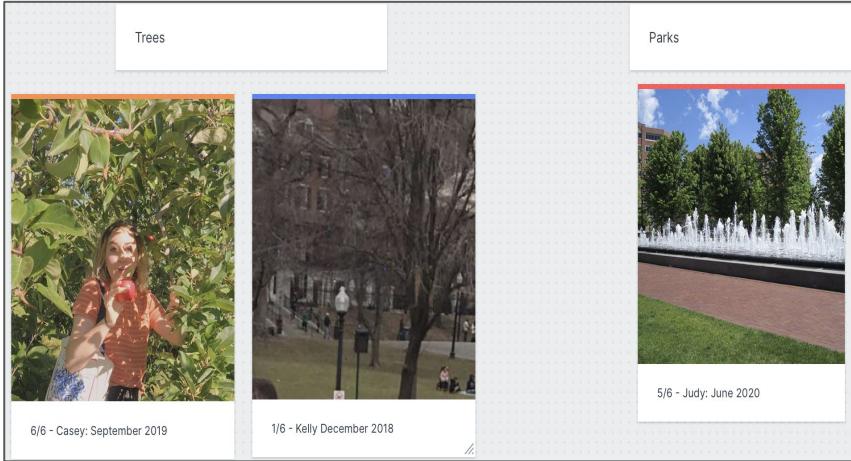
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Systems/Territory Map

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Andrea Barrios Duran

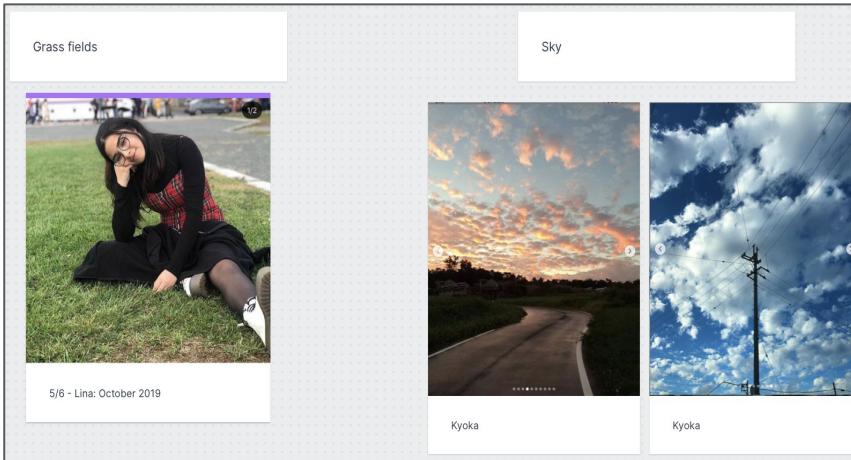


Probe



Unwind
Samantha Liu
Andrea Barrios Duran

In the survey, we asked if we could have their instagram handle to conduct a small probe activity. We wanted to see if there were any green spaces that were in their last 6 posts. Then we separated the spaces into 5 categories: trees, parks, grass fields, skies, and scenery.

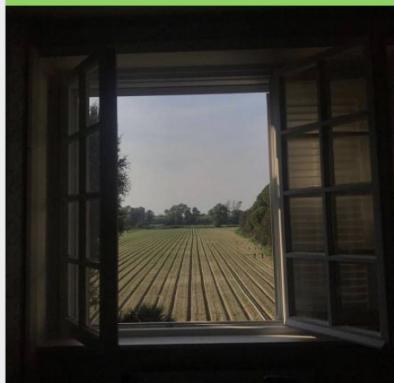


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Samantha Liu
Andrea Barrios Duran

Scenery



1/6 - Sofia: September 2020



How Might We Help



Unwind

Persona

Persona 1 - Sally, 18, First Year, NEU Student

- From Seattle, WA, a very busy urban city
- Moved to Boston, MA to study Chemical Engineering
- Lives in a dorm with two other roommates
- Busy first-year schedule mostly stressed, long HWs
- Does not have a lot of time to go outside, often doing homework and projects in the dorm
- Sally enjoys the outdoors and back home frequented green areas
- likes to take a walk around the park and sip on coffee.
- She used to run track in high school

Persona 2 - David, 21, Fourth Year, BU Student

- From Orange County, CA
- Grew up in the suburbs
- Lives off campus with a roommate
- Moved to a new neighborhood
- Studying Biochemistry
- Has an internship at Boston Children's Hospital, often busy with work
- Loves outdoors, spends a lot of time hiking with friends
- Hobbies: Basketball, soccer, biking with friends

Unwind

Samantha Liu
Andrea Barrios Duran

We came up with two personas to use our product so that we can map out potential experiences. Andrea uses Persona 1 (Sally) to create her experiences with our app. I use Personal 2 (David) to create his own unique experiences with the app and how he tries to manage his work time and free time. Sally's and David's experiences will be explained through scenarios, storyboards, and experience maps.

Scenarios

Unwind
Samantha Liu
Andrea Barrios Duran

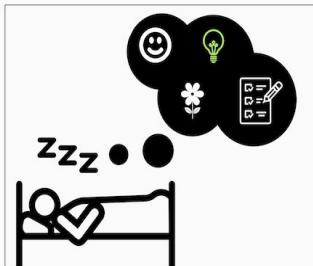
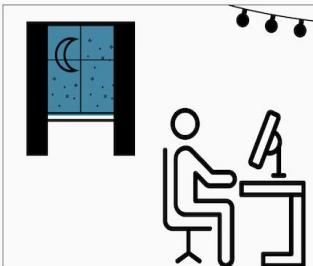
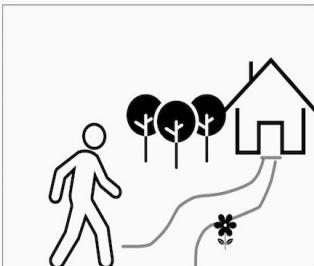
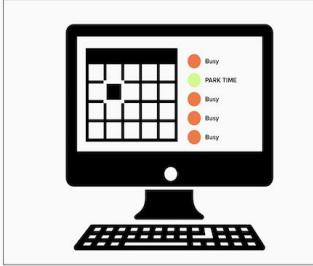
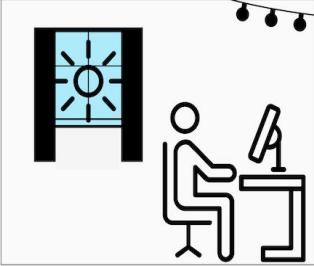
David wakes up at 9am to get ready for his classes and goes to classes until 12pm. After his class, David goes to his internship at Boston Children's Hospital to do lab work with his mentor. He does tests and paperwork. Around 7pm, he finishes his shift and heads home on the train. David lays down on the ground once he reaches his front door. David scrolls through his phone and finds an app that helps people schedule time to be active or has activities for them during their free time. David also finds out that the app is actually a component to a subscription service. He downloads the app and schedules a time to do some activities during his free time. He looks at his FitBit and thinks about how long it has been since he's gone outside for a simple walk or just to run around the block. David suddenly gets the idea to go out for a quick refreshing run for 15 minutes as his first activity while waiting for his subscription box.

Sally meets up with her friend and talks about how she's been so busy with school work. During her breaks, she just takes naps, but wants to do something productive. Sally's friend suggests Sally to look up the subscription service called 'Unwind', which has a app component. Sally checks out the subscription package, downloads the app, and schedules a time to do her activity. A week later, she receives her subscription and has fun with her puzzle.

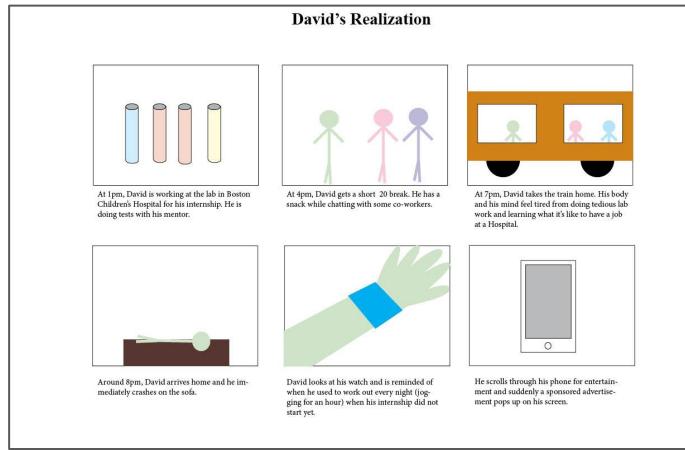
Storyboard

Unwind
Samantha Liu
Andrea Barrios Duran

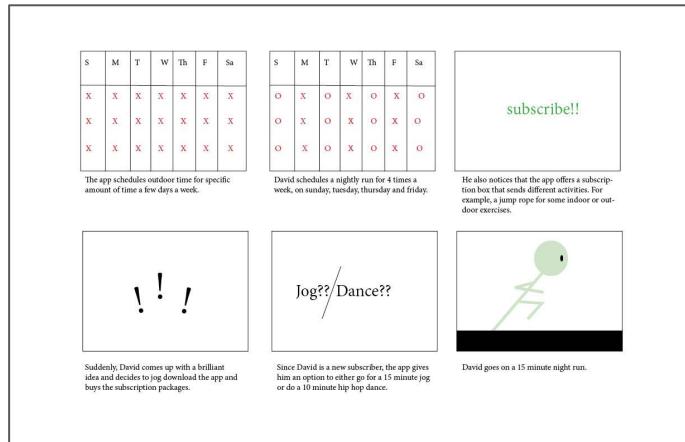
Sally's Day w/ Park Time



Unwind
Samantha Liu
Andrea Barrios Duran



The storyboards were created based on the scenarios we came up with. My persona (David) discovers the app through a sponsored advertisement. He downloads this app to help him schedule time to exercise throughout the week. Andrea's persona (Sally) shares her experience while using the app throughout the day.



Experience Map

Unwind
Samantha Liu
Andrea Barrios Duran

Sally's Typical Day

Sally is a first year student that really enjoys spending time outdoors but currently adapting to her current school workload she is feeling more and more frustrated and overwhelmed with her class and work schedule. During the day she finds herself daydreaming about being outside.



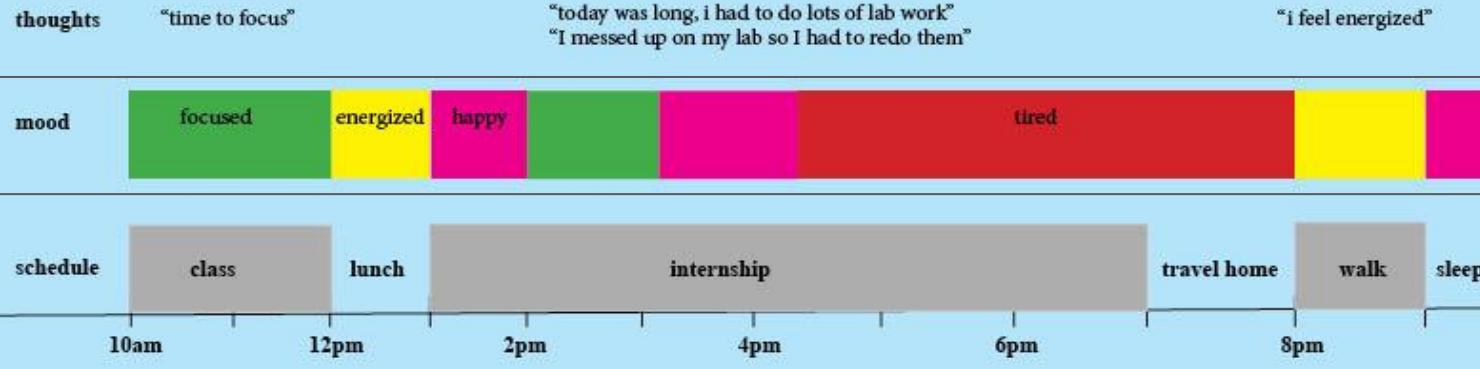
David's Friday

Date
October 9, 2020

Today's Weather
10am: Sunny, 70 degrees
2pm: Partly Cloudy, 62 degrees
7pm: Windy, 53 degrees

Background
- A senior at Boston University
- Currently taking classes during the day
- Has an internship at Boston Children's Hospital
- Loves the outdoors: playing basketball, soccer and going on hikes with his friends on the weekend

Today's Goal:
- Attend and participate in class
- Grab some lunch before work
- Go to internship and contribute to lab work
- Get some fresh air and be active outside for at least an hour



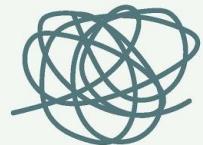
Revised Design Statement

There are multiple factors that influence a student's ability to spend or not spend time outside. Whether that be classes, extracurricular activities, proximity to walkable or green spaces, and their perceived "busy time". How can we get students who are stuck inside with their busy lives to take a step and spend time for themselves? How can we facilitate a student's experience of choosing and deciding when to go outside?

Unwind
Samantha Liu
Andrea Barrios Duran

After going through the development of our app, we decided to make changes to our product. As a result, we edited our design statement to fit the purpose of our product.

We originally wanted an app focused product. Instead, we modified it to a subscription box focused product with 2 other elements. Our product is a subscription based product with an app component and a bluetooth lamp. This product's goal is to get people to make time for themselves and do something productive or relaxing during their busy week.



Unwind

Bio-inspired Inspiration, Analogous and Competitor references

Unwind

Samantha Liu

Andrea Barrios Duran

Andrea and I did research on different elements that would help our app be more successful. We looked into various subscription boxes. We found some boxes that were helpful in helping us decide to allow users to cancel the subscription at anytime and shipping these boxes to users bi-weekly.

For our app, we decided to have a “quiz” portion to ask our users what kind of activities they like to participate in to what they do in their free time to understand and cater to the users’ needs. We also have a calendar app to schedule a time during their busy week to have some ‘unwinding’ time. There is an emotion log to document how people feel throughout the week as well.

There is a bluetooth lamp that is also compatible with the app. It shines a certain color when your scheduled ‘unwind’ time is ready.

Subscription Boxes



Unwind

Samantha Liu

Andrea Barrios Duran

Book of the Month

- Once a month
- Choose from 5 books
- Can skip anytime

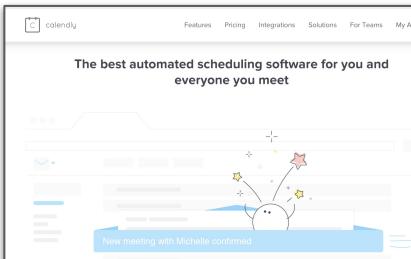
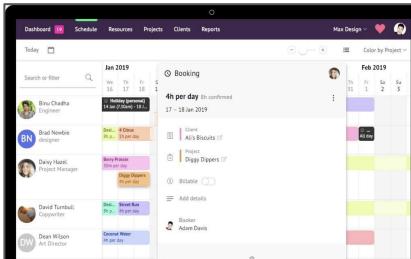
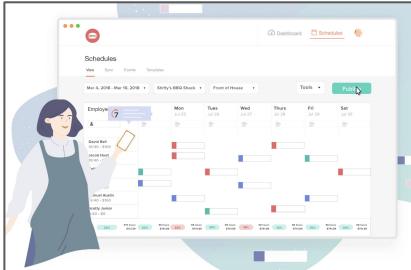
KnitCrate

- Once a month
- Eco-friendly version
- Contains any materials
- Needs + goodies

Ellie

- Once a month
- Activewear outfits
- Jump rope, protein bars
- Can skip subscriptions

Calendars



Unwind

Samantha Liu
Andrea Barrios Duran

7 Shifts

- Send staff their shifts via text, app, or email
- View staff availability and approve time-off requests

Resource Guru

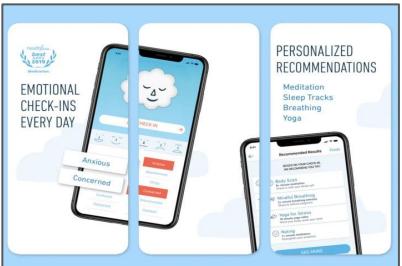
- It's the simple way to schedule people
- Easy drag and drop

Calendly

- Able to read your calendar and show availability
- Ready for integrations

General Wellness App

Unwind
Samantha Liu
Andrea Barrios Duran



Plant Nanny

- Keeps track of drinking water
- Drink water and your plant grows

My Life

- Emotional daily check-ins
- Shapes your use of the app
- Provide activities based on your emotions

Headspace

- Meditation sessions
- Help coordinate your sleeping patterns

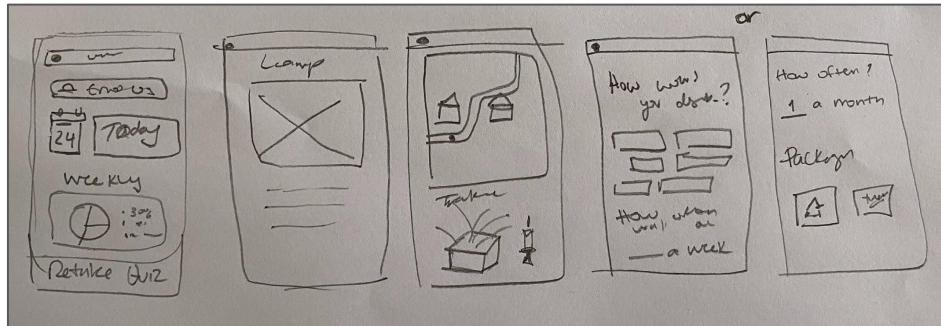
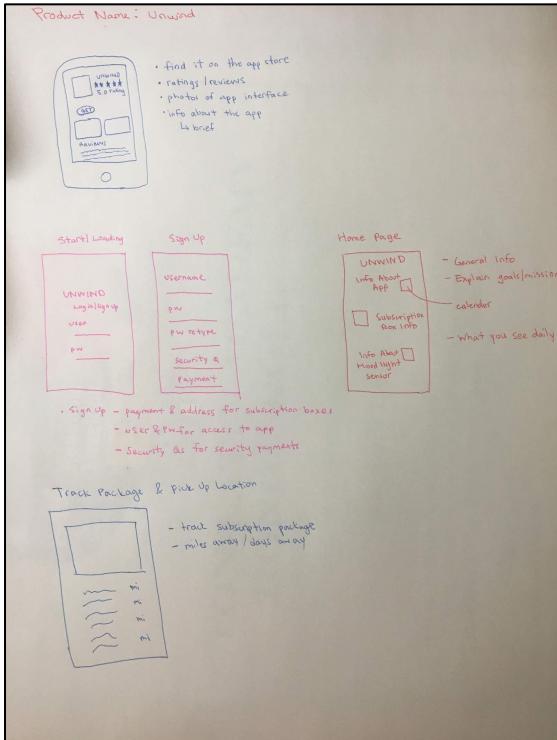
Design Process



Unwind

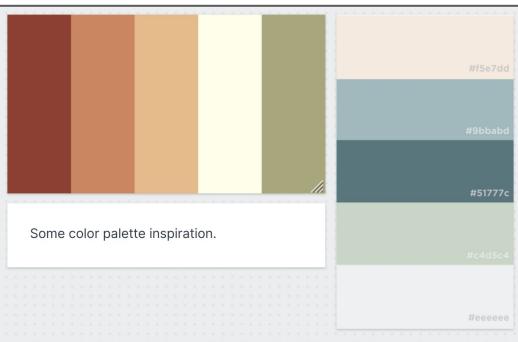
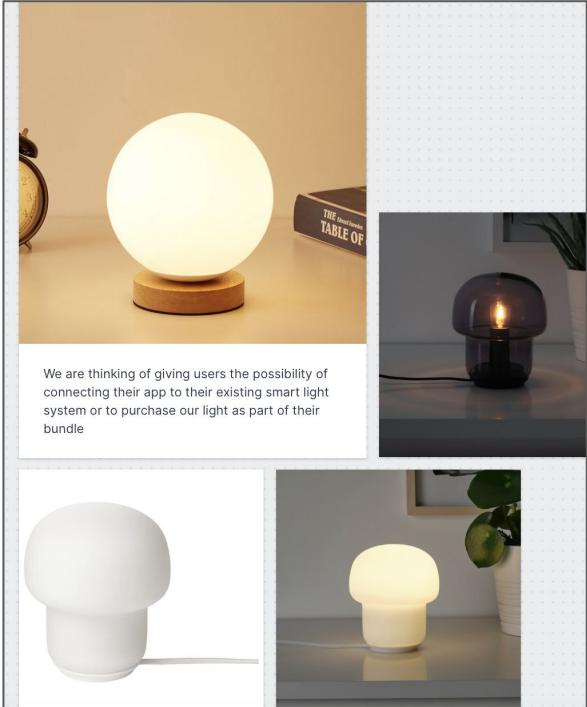
Low-Fidelity Prototypes

Unwind
Samantha Liu
Andrea Barrios Duran



We originally focused on having only an app with a subscription service so we wanted to plan the wireframes. We had the sign up/set up page, the home page, subscription service page, and the content about our app. Here is a rough sketch of what we had in mind for our app.

Moodboards and Brainstorm



Unwind
Samantha Liu
Andrea Barrios Duran

Here are some ideas of what the calm light / bluetooth lamp might look like. There is also a sample subscription box that might be sent to a subscriber. We also included some color palette / samples that we were considering to use for the app.

Unwind Ecosystem Ideation



Unwind
Samantha Liu
Andrea Barrios Duran

Here are some initial sketches for how we visualized the different components in the Unwind Ecosystem to interact with each other. Another interesting thing to point out from these sketches is that we foresaw that our packages and tasks would be sent weekly. However, later in the ideation process we decided that the frequency of tasks could be set by the user.

Discussing and sketching out this interaction allowed us to define exactly how our app, the CalmLigh and the subscription package would be tied to each other.

User Feedback

Scenario: David tries out this new app called Unwind to help him schedule time for himself to go outside to enjoy nature/do activities other than work. This app has a feature that allows someone to connect their phone to some bluetooth/censored lights and the lights shine green, warning the user to take a break and do their 'unwinding' activities. He notices that there is a monthly subscription box that sends people activities to do, so he decides to give it a try. Since this month is November, David receives a box with coloring pages and a set of color pencils. David starts his first day of 'Unwind'. When the bluetooth lights shine green, David decides to sit outside with his coloring sheets/color pencils and enjoys his 'unwind' time.

Feedback:

- is there going to be one to two items in the subscription boxes each month? or will there be more items along with the ones listed?
- Interface: add one with subscriptions
- ***Remember to pick new product name as you said 'Unwind' is already taken in the App Store

Unwind

Samantha Liu
Andrea Barrios Duran

After getting feedback on our low-fidelity prototype, we decided to change somethings about how our subscription works since we only focused on the app art of the product. I (Samantha) received some good feedback about how many items will be in the subscription box (answer: around 2-4 items). We also received some feedback about adding wireframes about the subscription part of our product in our app.

Design Solution



Unwind

Typefaces + Design Elements

Space Mono Register Now!

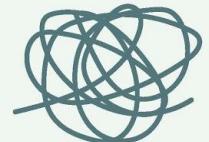
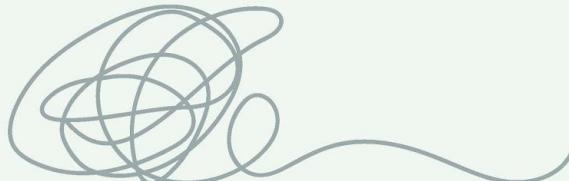
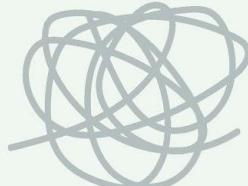
Nunito

Unwind is an enhanced experience for subscription boxes!

Bi-monthly activities for you to enjoy in your down time.

Document your emotions throughout the month to show your progress.

Bluetooth light connection to give you a heads up on your downtime



Unwind

Prototypes



App

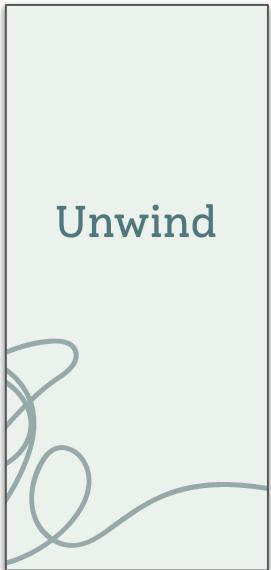


Marketing
Site

Unwind
Samantha Liu
Andrea Barrios Duran

We have prototypes of our app and our marketing site that portray a tangible look of what our users would interact with. To get information about the Unwind ecosystem, you can visit our marketing site that breaks down the three different components out users interact with. We initially only created a prototype of our different app screen, but realized that in order to give a more holistic understanding of how these screens worked together.

Mid and High Fidelity

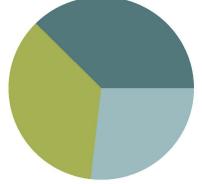


Emotion Log

November
23

10 AM	
1 PM	
2 PM	Calm - Light & Bright Mood Alert
3 PM	
4 PM	Cozy - Ambiance 11

Summary of emotions for the month:



A pie chart divided into three segments: a large green segment, a medium blue segment, and a smaller teal segment.

Lamp



As part of your experience with Unwind, we have a alert system that pairs with a bluetooth lamp. It reminds you to do your activity from the subscription box.

Tracking



Tracking

Pick-up

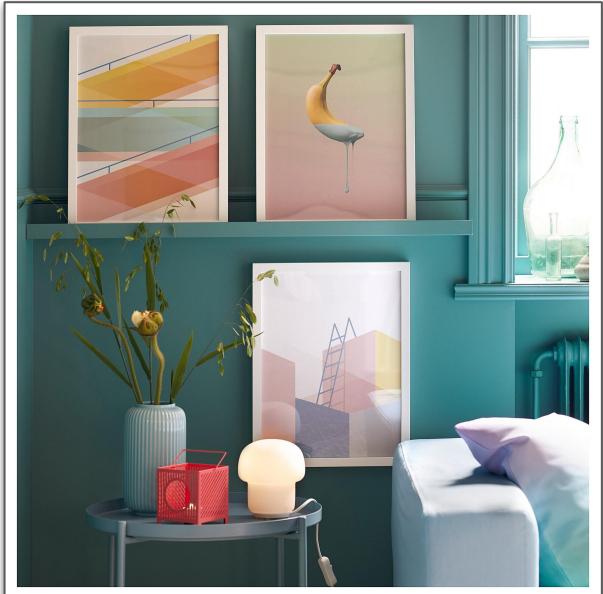
Your subscription box is ready to be picked up at your front door.

Thank you for subscribing to Unwind!

Unwind
Samantha Liu
Andrea Barrios Duran

These are the interfaces for our 'Unwind' app. The first interface shows what you see when you first open the app. We also have 3 separate interfaces for (emotion log, calendar, summary of emotions), information about the bluetooth colored lamp, and information about the subscription package (tracking and pickup location of the box).

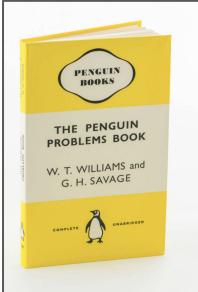
CalmLamp



Unwind
Samantha Liu
Andrea Barrios Duran

The CalmLamp is the bluetooth lamp that changes colors when your scheduled ‘unwind’ time is up. For instance, if you scheduled your ‘unwind’ time in the afternoon (1pm), then the light will glow/light up a specific color to let you know it is time to ‘unwind.’

UnwindBox



Unwind

Samantha Liu

Andrea Barrios Duran

The UnwindBox is the subscription service that comes with an app and a lamp. In the UnwindBox it gives you certain items to do activities to 'unwind' during your day. Here are some examples of what might come in a box based on the preferences you picked during the quiz portion when you sign up for the service. Another example activity of what might this service provide is baking apple pie. Since 'Unwind' partners with places like Whole Foods, an activity would be taking a walk to your local Whole Foods store and picking up a baking kit with all the ingredients and supplies you need to bake a apple pie.

Box Example 1

- Subscription box send in winter, forecast expects slight snowfall.
- Might not encourage user to walk outside.

Box Example 2

- Sunny day, encourage user to go outside and exercise.

Marketing Site

Unwind

[About Us](#)[FAQ](#)[Download](#)[Past Boxes](#)

Candle Making Kit



Painting



Knitting Patterns



What is Unwind?

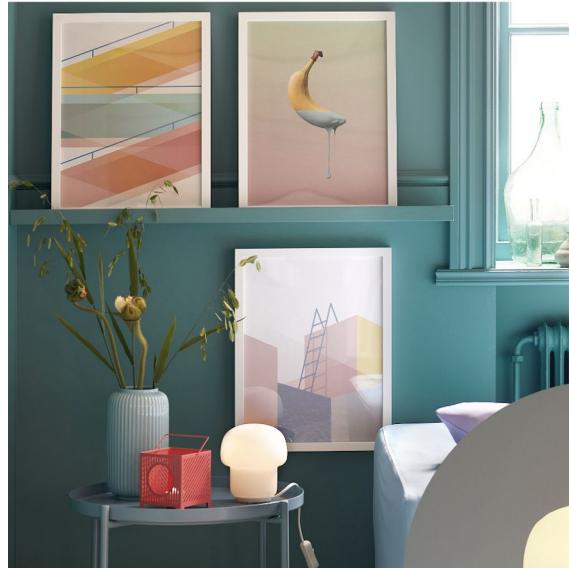
Is a subscription service. Our user receive a package with surprises inside. The items you receive may vary from apple pie ingredients to a mini zen garden. They might be shiped to or you might have to go on a little adventure to get them.

Our Mission

Unwind believes in finding time for yourself in your busy life, connecting with nature in a way that is possible and meaningful to you. Our mission is to provide a breather in your daily routine.



CalmLight



Is a bi-monthly subscription service. Twice a month our user receives a package with surprises inside. The items you receive may vary from apple pie ingredients to a mini zen garden. They might be shipped to you or you might have to go on a little adventure to get them.



Select your own color!

UnwindBox

Select how often to get testk and how often to get boxees.

Task examples

Take 5 pictures of flowers.

Jog around you park.

Meditate for 20 mins.

Bake an apple pie!





Take our quiz!

