

# POCKET ❤

A STANFORD 247 PROJECT

## Hug. Play. Chat. Update.

We've built an app to let you send your love, one micro interaction at a time.

In a socially connected world of Facebook, Snapchat, Skype, Gmail... when was the last time you thought of someone and acted upon the thought? Often, it is the small, whimsical moments that give you a sense of closeness. And capturing them should be as simple as reaching into your pocket!

**Know their context**

Know your loved ones' weather, time of day, and temperature through automatic API updates

**Know their mood**

Check out his/her latest updates on current mood, call availability, tasks on hand, and thoughts on mind!

**Give hugs**

Surprise them with an interactive hug. Your avatars will come together for an embrace, and they will be notified on the other end, with a buzz

**Gift surprises**

Interact with their avatar by sending gifts. Gifts are random, so you never know what you are going to get!

**Play games**

Compete or collaborate in games like flappy birds. Take turns or play simultaneous for a truly challenging experience

**Toggle Avatars**

Slide left/right to toggle between your loved ones' avatars and your own. Colored backgrounds indicate time of day and avatar settings

**Kasey**

New York 63°F

12:23 PM

Lunch time! Nom nom nom...

**Mood**

Update Yourself

Click on your own avatar to update your mood and status. Let your loved one know when you are available for a call or when you are feeling down

**Outfit**

Home Work Bed

**DONE**

**Indicate your availability**

Simple, one click, toggle to change your call availability. Clicking a green phone automatically places a call for you!

**Update your context**

Your changes are immediately reflected in your love ones' views. Feeling sad? Expect a surprise hug very soon!

**Indicate your mood**

Choose from a variety of customized expressed to let them know how you are feeling

**Change outfits**

Depending on the time of day, change up your outfits and let your loved ones know what you are up to, without telling too much =)

## User Research



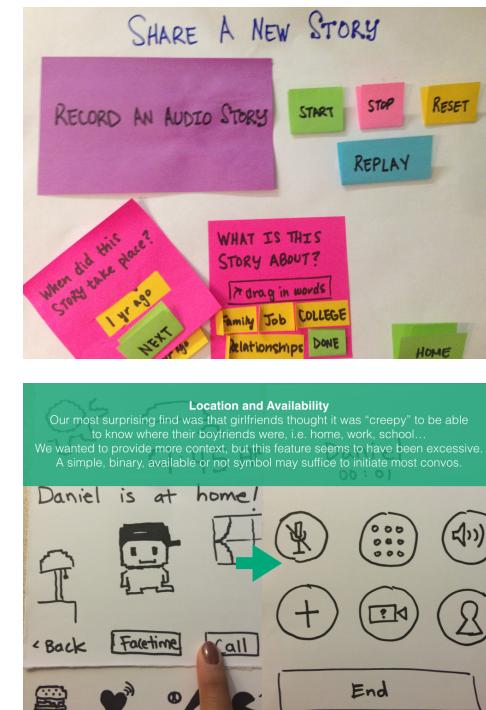
### Research:

We conducted market research on existing mobile and web applications that enhance nontraditional means of communication. Through this, we brainstormed two types of communication mediums: storytelling and relationship management.

### Interviews and Observations:

We interviewed individual and couples on campus with relationship stories or who have been in long distance relationships. We also observed couples interact over casual conversation, e.g. coffees and their usage of existing applications to enhance the process. We also had in depth one on one interviews to better gauge personal interests/difficulties.

## “Wizard of Oz” Prototype

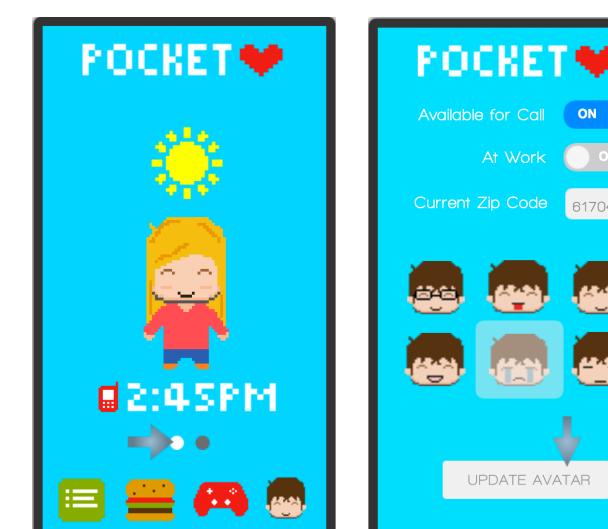


We initially created two prototypes. One was for a Tamagotchi-like application for long distance couples, and the other was a storytelling platform where people record anonymous audio files of past experiences.

Our users enjoyed testing both these prototypes and gave valuable feedback on both. Before this milestone, we were pretty set on the story telling idea because it presented a lot of unique design challenges and seemed the most emotional to build. However, after fully thinking through and testing our Tamagotchi idea, we really came to like the whimsical draw of this application and were surprised and happy to find that the purpose resonated with our user testers as well.

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## Functional Prototype I



### Tamagotchi Inspired:

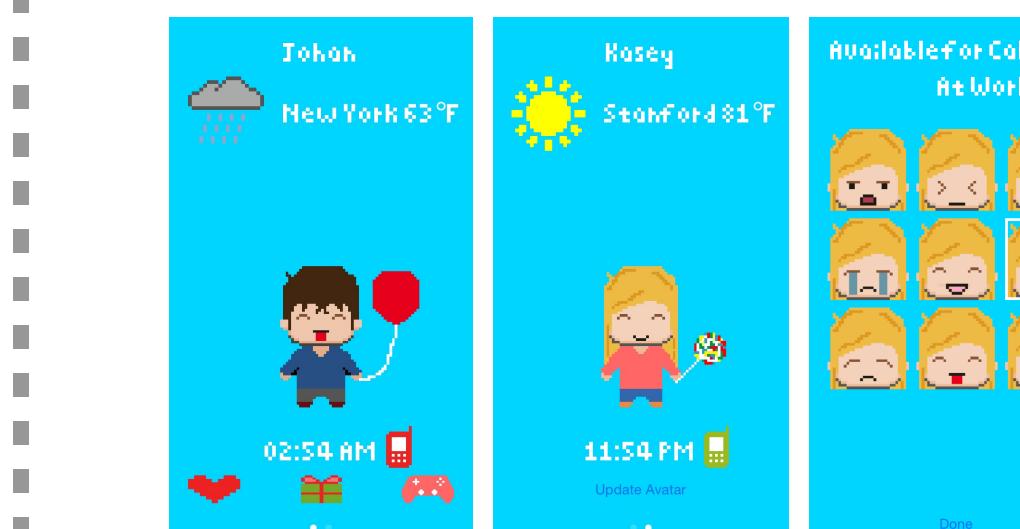
We initially drew inspiration from the famous Tamagotchi toy from the 1990's. We depicted couples in pixelated avatar form and enabled several interaction points, e.g. feeding and gaming.

The environment was enhanced with weather icons and a timer/clock to provide more context to the other party.

We implemented an “update myself” feature that would provide a dynamic, real-time aspect to the otherwise static avatar interface.

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## Functional Prototype II



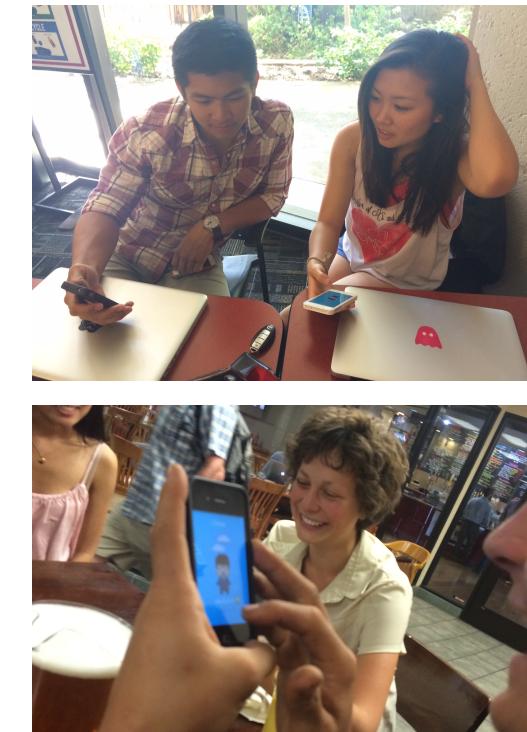
### Usability Improvements:

In addition to small changes in the placement of icons, we eliminated features that confused and added more small interaction points. For example, clicking on avatars, which users naturally did, now triggered actions.

### Additional Features:

We added a location and temperature indicator. We also implemented a gifting feature as a response to increase interaction with the avatars themselves.

## User Testing I

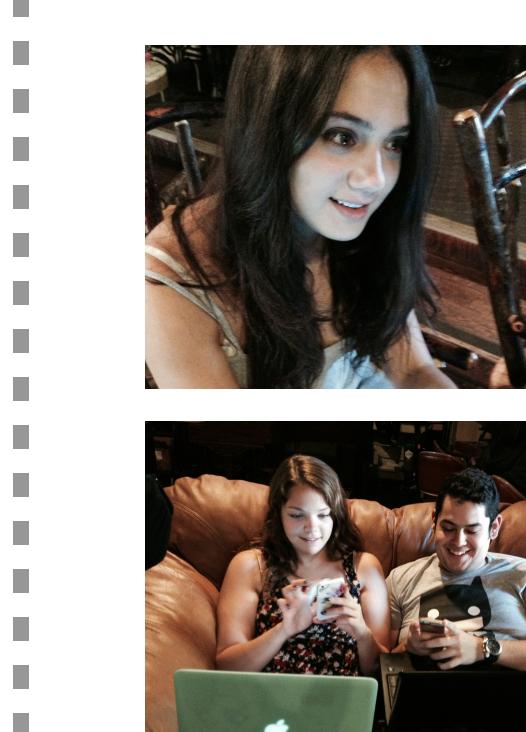


We scenario tested our application on 13 participants. They were given a set of tasks that we timed to identify how they navigated through the features, and which in particular were the most engaging. In particular, we wanted to see whether the contextual icons were helpful, and whether users enjoyed the feeding and gaming interaction points.

Users were split between individual users in long distance relationships and couples within close proximity of each other.

Our testers liked the ambient contextual cues on their partners' days. Users also expressed confusion about the icon layout along the bottom. And while they thought the food delivery feature was innovative, many saw too many logistical issues that would result in frustrating/inconvenience instead. Finally, they thoroughly enjoyed the gaming feature.

## User Testing II



For our final round of user testing, we conducted extensive hour long observations with select individuals. We also mass tested our application with 8 couples (16 people). From this round of testing, we focused on user navigation and points of confusion. In general, users seemed to find this version more “natural” and a more immersive user experience. Based on their feedback, we made the following refinements:

- A color scheme that differentiates between your page and your loved one's
- Smoother notifications, vibrations, and push alerts
- More variability in expressions and outfits
- A clearer weather, avatar layout scheme
- Some form of textual communication, via texting or status updates

See large wireframes above.