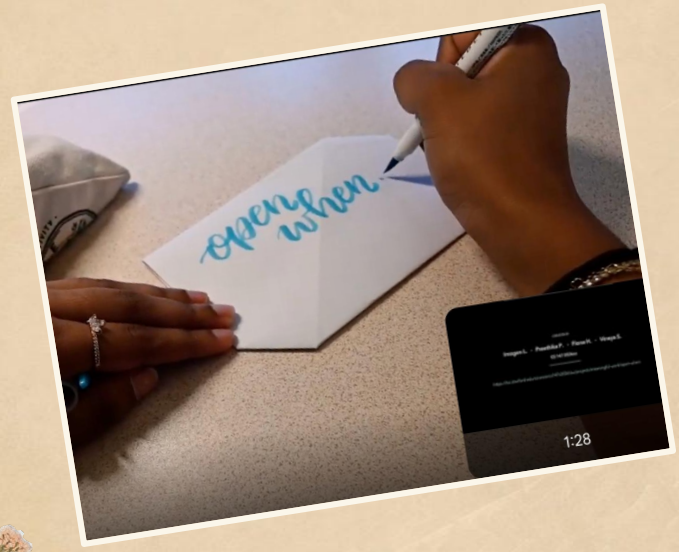
ASSIGNMENT 4

CONCEPT VIDEO

Open When







Imogen Lee, Fiona Han, Preethika Pavirala, Vinaya Sharma

PRESENTATION OVERVIEW

01 **Name + value proposition**
Open When and what it promises

02 **Problem + solution**
Who it's for and what it fixes

03 **Market research**
Four products and one landscape

04 **Values in design**
Stakeholders and four Tarot cards

05 **Tasks**
Simple, moderate, and complex

06 **Storyboards + video**
Storyline, shots, and production plan

\+ **Appendix**
Script, shot list, evidence, checklist



01

PROJECT NAME +VALUE PROPOSITION



WHERE THE NAME COMES FROM



We wanted a name that says what the app does: a message that waits for the right moment. “Open when you miss me” letters are a familiar way friends say I’m here. The name is short, reads like an instruction, and names the unlock condition!.

OPEN WHEN

The right message *at the right time.*



VALUE PROPOSITION



Messages from your best friend, locked until the moment you need them.

What makes us different?

Chat apps deliver instantly. Scheduled-send and reminder apps need the sender to know the exact time. Open When unlocks on a date or a feeling, so the words arrive when they matter most. That only fits this product.

THREE WAYS TO UNLOCK

UNLOCKS BY DATE

Date-locked

“Open on your first day”

The sender picks a day. The message opens on its own when the day arrives.

UNLOCKS BY FEELING

Feeling-locked

“Open when you miss home”

The sender names a feeling. The receiver chooses to open it when they feel it.

UNLOCKS IN SEQUENCE

Planned series

First paycheck. First bad day. First friend.

The sender plans a run of moments across months, each one unlocking in turn.



THREE TASKS USERS MAY ENGAGE IN

The right message at the right moment

TASK 1 · SIMPLE

Receive

Feel my friend is with me at the moment I need them.

One message to open

TASK 2 · MODERATE

Send

Show a friend I'm with them for something they're about to go through.

One message to leave

TASK 3 · COMPLEX

Build

Support a friend through a whole stretch of change.

A collection over months



02

PROBLEM & SOLUTION SPACE



PROBLEM

Moving away from close friends means the support you used to get in person disappears right when life gets hardest.



01 Calls and texts need both people free at the same moment.

02 Support usually arrives after the hard moment, not during it.

SOLUTION

Friends leave voice notes, texts, and videos that stay locked until a date or a feeling. The sender doesn't have to be there. The message is.

- Unlock on a date
- Unlock on a feeling
- Unlock in a series



PRIMARY USER



Recent grads and young professionals who have moved away from their closest friends. And their friends who stay behind and want to keep showing up for them.

New city, hard first months, friends in other time zones is when you want your loved ones and their support the most.

03
MARKET RESEARCH



THE COMPETITIVE LANDSCAPE



WHERE WE FIT

Every product here delivers the moment it's sent. Open When is the only one built around a message that waits for the moment it's needed.

LOCKET

Photos sent straight to a close friend's home screen.



SIMILAR

Targets the "thinking of you" moment with almost no effort. Small circle, no public metrics, and a history of what friends sent.

DIFFERENT

Locket is visual only, with little context beyond a caption. Open When carries voice and tone, and a moment chosen in advance.

WHAT WORKED

Lives on the home screen, not inside an app. Reported 80M+ downloads and 9M daily users, profitable in 2024 (TechCrunch, Aug 2025).

WHAT DID NOT

Celebrity Lockets cut against the friends-only promise, and in-app ads were added alongside subscriptions.

IMPLICATION FOR US

Make Open When easy to reach (a widget or home-screen entry), and keep it friends-only with no public metrics.

CAPPUCCINO

Friend groups record short audio “beans”, mixed into a morning mini-podcast.



SIMILAR

Voice-first, private, and aimed at long-distance friends. Voice memos were already familiar, so recording felt easy (TechCrunch, 2021).

DIFFERENT

Cappuccino batches a group’s day into one scheduled episode. Open When is one-to-one and unlocks at a moment the sender chose.

WHAT WORKED

A viral TikTok brought about 225,000 users in weeks. Long-distance best friends were the most loyal, with group streaks past 150 days.

WHAT DID NOT

A fixed morning drop didn’t fit every schedule, listening back went behind a paywall, and episodes could run 40 minutes.

IMPLICATION FOR US

Keep clips short, never paywall the archive, and earn a reason to exist beyond iMessage voice notes: the timing.

MARCO POLO

Asynchronous video conversations with people you're close to.



SIMILAR

Built for close people across distance, with no algorithm, no ads, and no counted reactions. Messages stay saved in order.

DIFFERENT

Video means being on camera. It's a reply-driven thread of any length, so a backlog builds and a reply feels expected.

WHAT WORKED

Usage jumped 16x at the start of the pandemic, and it reached profitability in 2024. A small company-funded study found 74% felt better.

WHAT DID NOT

The 2020 Plus launch paywalled features people already used. Contact-upload onboarding felt spammy, and it's seen as a family tool.

IMPLICATION FOR US

Design for the receiver too: short, skimmable, with transcripts that also help deaf and hard-of-hearing users. No streaks, counters, or forced-listen read receipts.

INSTAGRAM

Reels and DMs: friendship happens inside the scroll.



SIMILAR

Connecting friends is core to it, with friends-only layers like Blend and the Friends tab in Reels.

DIFFERENT

What travels between friends is other people's content, built to be forwarded. Private sends are now its strongest ranking signal.

WHAT WORKED

Sending takes a few taps. Reels were 46% of US time in the app in 2025, and most growth comes from DMs, Reels, and recommendations.

WHAT DID NOT

Friend-activity features drew backlash: users said the 2025 map shared their location without opting in, and Friends tab got hide-activity controls.

IMPLICATION FOR US

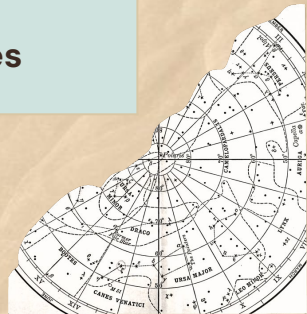
Sending a capsule must take about as few taps as sharing a reel. Default to private, with no activity broadcasting.

HOW WE COMPARE AGAINST SIMILAR TOOLS

	Locket	Cappuccino	Marco Polo	Instagram	Open When
Personal voice or video from a friend	No	Yes	Yes	No	**Yes**
Private circle of friends only	Yes	Yes	Yes	Partly	**Yes**
No public metrics or counted reactions	Yes	Partly	Yes	No	**Yes**
Message waits for a moment the sender picks	No	Partly	No	No	**Yes**
Receiver opens it for a feeling	No	No	No	No	**Yes**
Sender plans a series of moments	No	No	No	No	**Yes**
Content is the friend's own, not forwarded	Yes	Yes	Yes	No	**Yes**

From our research notes. "Partly" means a weaker version, such as Cappuccino's fixed daily mix or Instagram's friends-only layers.





WHAT WE BORROW AND WHAT WE AVOID

WE BORROW

Locket
Live on the home screen, where friends already look.

Cappuccino
Voice feels natural and low effort.

Marco Polo
Private, ad-free, and no counted reactions builds trust.

Instagram
Sending must take only a few taps.

WE AVOID

Locket
Content that erodes the friends-only promise, plus ads.

Cappuccino
Long episodes and a paywalled archive.

Marco Polo
Paywalling what people already use, and spammy contact uploads.

Instagram
Broadcasting friend activity without a clear opt-in.



WHAT THIS MEANS FOR US

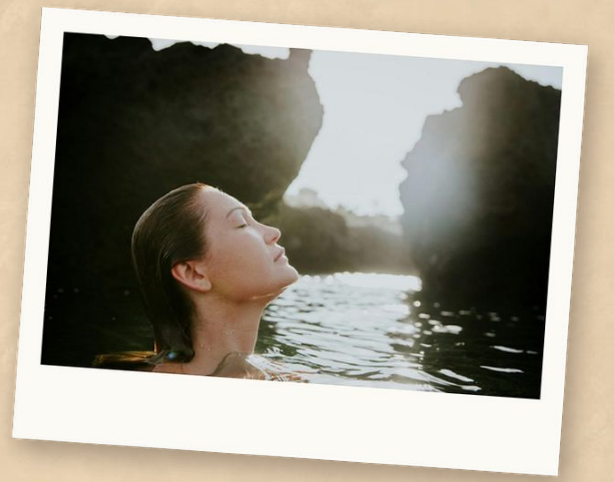
01 **Be the moment, not the feed**
Unlock on a date or a feeling. No instant-chat pressure.

02 **No streaks, counters, or read receipts**
Messages are gifts, not obligations.

03 **Design for the receiver**
Short, skimmable messages with transcripts.

04 **Match the effort of a reel share**
Sending takes only a few taps, so Instagram doesn't win on convenience.

05 **Private by default, archive never paywalled**
No activity broadcasting, ever.



WHAT MAKES US UNIQUE

Time and moment locked delivery.

04
VALUES IN DESIGN



STAKEHOLDERS

01 DIRECT

Message sender
Shows care and invests effort, but risks feeling ignored.

Message recipient
Feels remembered, but may feel pressure to reply.



02 INDIRECT

Friends and social groups
Stronger bonds, but exclusion and comparison for those left out.

People recorded or mentioned in messages
May be shared without knowing, losing control of their information.

Users with different communication needs
Deaf or hard of hearing, speech differences, social anxiety.

Users who are lonely or distressed
Supported by a message, or more isolated when one doesn't land.

WHO IS AFFECTED

INDIRECT

Friends and groups left out

People recorded or mentioned in messages

DIRECT

Sender

Open When

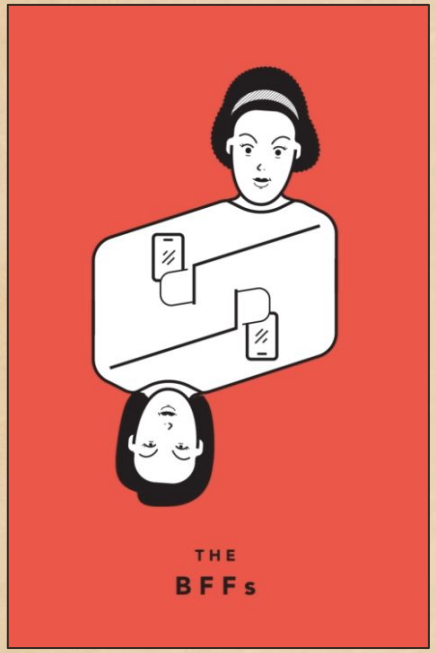
Recipient

Users with different communication needs

Lonely or distressed users



ETHICAL CONSIDERATION: THE BFFS



Focus: how technology affects friendships.

Creating expectations around friendship

TENSION
Strengthening connection vs. respecting different ways of showing care.

POTENTIAL HARM
People may think friends who make more messages care more.

WHO WE MAY OVERLOOK
Friends who show care through memes, texts, or actions.

OUR DESIGN RESPONSE
Support text, voice, and video. No rankings or effort comparisons.

Making friendships feel one sided

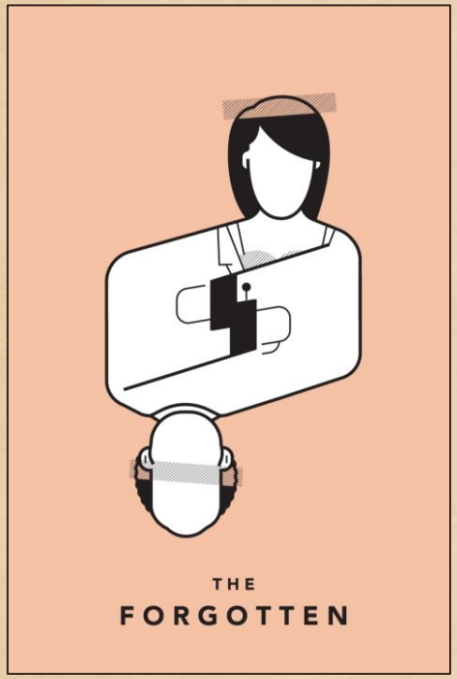
TENSION
Encouraging thoughtful gestures vs. letting friendships stay unequal.

POTENTIAL HARM
Senders may feel unappreciated, and recipients may feel guilty.

WHO WE MAY OVERLOOK
People with less time or who are less expressive.

OUR DESIGN RESPONSE
Don't track messages sent or received. Frame messages as gifts, not exchanges.

ETHICAL CONSIDERATION: THE FORGOTTEN



Focus: who is excluded from the product?

Accessibility barriers

TENSION

A distinctive voice-first experience vs. access for everyone.

POTENTIAL HARM

Deaf and hard-of-hearing users, people with speech differences, and people self-conscious about their voice may be shut out.

WHO WE MAY OVERLOOK

People in noisy places or who can't listen right now.

OUR DESIGN RESPONSE

Text and video options, captions, and transcripts, built into the core.

Smaller social circles

TENSION

Designing around close friends vs. people with fewer.

POTENTIAL HARM

Lonely users may feel worse seeing others get thoughtful messages.

WHO WE MAY OVERLOOK

People who recently moved or struggle to make friends.

OUR DESIGN RESPONSE

Let people write capsules to their future selves. Never show message counts.

ETHICAL CONSIDERATION: THE SIREN



Focus: overuse, engagement, and boundaries.

Social pressure to participate

TENSION

Staying connected vs. respecting time and boundaries.

POTENTIAL HARM

Guilt about not sending enough, or feeling obliged to reply right away.

WHO WE MAY OVERLOOK

Busy students and people who need space.

OUR DESIGN RESPONSE

No streaks or response deadlines. Users control notifications and open at their own pace.

Emotional dependence on the app

TENSION

Comfort from technology vs. real-world relationships.

POTENTIAL HARM

Rereading old messages for reassurance, or disappointment when nothing new is waiting.

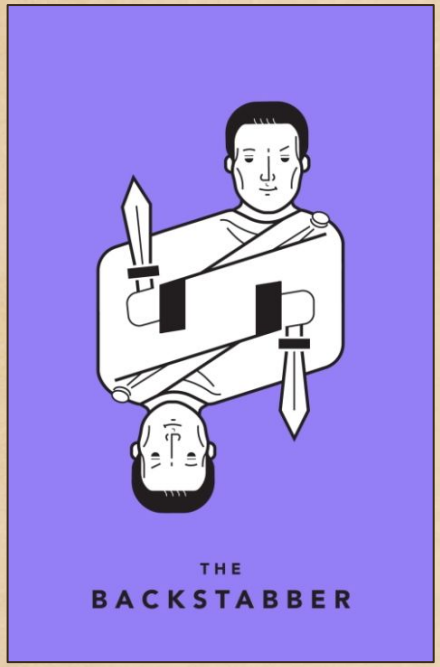
WHO WE MAY OVERLOOK

Users who are lonely, anxious, or distressed.

OUR DESIGN RESPONSE

No features that encourage repeated checking. Nudge people to reach out directly.

ETHICAL CONSIDERATION: THE BACKSTABBER



Focus: trust, safety, and exposure.

Private messages shared without consent

TENSION

Intimacy and self-expression vs. privacy and control.

POTENTIAL HARM

A recipient could reshare a private note, or expose someone mentioned in it.

WHO WE MAY OVERLOOK

Third parties recorded or named in messages.

OUR DESIGN RESPONSE

Private by default, clear delete controls, and edit or delete before unlock.

Messages that turn harmful as relationships change

TENSION

Preserving memories vs. respecting changing boundaries.

POTENTIAL HARM

Unwanted messages from a former friend, or a capsule scheduled to upset someone later.

WHO WE MAY OVERLOOK

People who have been through breakups, conflict, or harassment.

OUR DESIGN RESPONSE

Recipients can block, reject, or delete unopened messages. Senders can cancel before delivery.

FROM RISKS TO DESIGN COMMITMENTS

Tarot card	Risk	Our design commitment
The BFFs	Expectations about how friends show care	Text, voice, and video all count. No rankings or effort comparisons.
The BFFs	Friendships that feel one-sided	No counts of messages sent or received. Messages are gifts.
The Forgotten	Accessibility barriers	Captions, transcripts, and text or video options built into the core.
The Forgotten	Smaller social circles	Capsules to your future self. Never show message counts.
The Siren	Social pressure to participate	No streaks or response deadlines. Users control notifications.
The Siren	Emotional dependence on the app	No repeat-check nudges. Encourage reaching out directly.
The Backstabber	Sharing private messages without consent	Private by default. Edit or delete before a message unlocks.
The Backstabber	Messages that harm as relationships change	Block, reject, or delete unopened. Senders can cancel before delivery.



OUR TAKEAWAYS



01 **Flexibility in how people communicate**
Text, voice, video, captions, and transcripts.

02 **Control over their messages**
Private by default, with cancel, delete, and block.

03 **Freedom to participate without obligation**
No streaks, counters, or rankings.

Open When should support existing friendships, not define what a good friendship looks like.

05
TASKS



TASKS



SIMPLE

Feel my friend is with me at the moment I need them.

MODERATE

Show a friend I'm with them for something they're about to go through in a personal way.

COMPLEX

Support a friend through a stretch of time by collecting and organizing moments.



SIMPLE

TIME APPROXIMATION

0:26–0:40, 0:53–1:05

THE TASK

Feel my friend is with me at the moment I need them.

WHY IT'S SIMPLE

The receiver only has to open a message at the right moment. There is one message, one sender, and no decision about content, so the effort is low even though the feeling is strong.

WHAT THE VIDEO SHOWS

First day of moving in, the mover opens a voice message left for exactly that moment and feels the Friend is there (0:26).

The mover similarly opens a message containing an encouraging text when she feels nerves on the first day of school (0:53). Lastly, the mover opens a message containing a reminiscent video when she feels stress from a rough quarter (0:58).

MODERATE



TIME APPROXIMATION

0:32–0:40, 1:15–1:18

THE TASK

Show a friend I'm with them for something they're about to go through.

WHY IT'S MODERATE

The sender chooses what kind of message to leave, what to say, and what should open it. It is one message, but it carries emotional risk because the sender can't see how it will land.

WHAT THE VIDEO SHOWS

The Friend records a message locked to the Mover's first day (0:32). At the end, the Mover starts a new one for the friend (1:15).

COMPLEX



TIME APPROXIMATION

1:06–1:14

THE TASK

Support a friend through a stretch of time by collecting and organizing moments.

WHY IT'S COMPLEX

The sender plans a whole collection: which moments the friend will face, what each message says, what opens each one, and how they fit together. It means predicting the future and sequencing many messages as one arc.

WHAT THE VIDEO SHOWS

The Friend sets out the first three months on different envelopes containing different messages for different occasions in different mediums (1:06–1:14).

TASK 2: WHAT A FRIEND CAN LEAVE

KINDS OF MESSAGES

- **Written note or card** — A recipe card, “You got this!” — IN THE VIDEO
- **Photo or memory** — A shared memory — IN THE VIDEO
- **Video message** — A short hello — IN THE VIDEO
- **Something practical** — A playlist, a checklist
- **Voice note** — The 2 a.m. ramen joke

WHAT OPENS THEM

- **A date** — *“Open on your first day”* — IN THE VIDEO
- **A feeling** — *“Open when you feel stressed out”* — IN THE VIDEO
- **A milestone** — *First paycheck, first friend*
- **A hard moment** — *First bad day*



TASK 3 IN DETAIL

The Friend plans the Mover's first three months **(1:06–1:14)**



VIDEO MESSAGE
"Treat yourself."

MESSAGE
"Our ramen recipe…"

VIDEO MESSAGE
"Don't forget about us!."

VOICE MESSAGE
"Told you."

Decisions the Friend makes: which moments matter, what to say at each one, and what should open each message.

TASK 3: WHAT GOES INTO A COLLECTION

1

Which moments?

Predict what the Mover will face in the first three months.

2

What does each need?

Match the words to the moment: a cheer, a snack, a reminder.

3

What opens each one?

A date, a milestone, or a feeling, chosen months ahead.

4

How do they fit together?

The collection should build from nervous to settled, not repeat itself.



WE DESIGNED AROUND GOALS, NOT FEATURES

Task goal (what the user wants)	A feature version we avoided	Why the goal is better
Feel my friend is with me at the moment I need them.	“Open a scheduled notification”	The user wants to feel supported, not to open an item.
Show a friend I’m with them for something they’re about to go through.	“Record and schedule a voice message”	The user wants to show care at a moment, not use a scheduler.
Support a friend through a stretch of time by collecting and organizing moments.	“Create a series of timed messages”	The user wants to show up across months, not manage a queue.

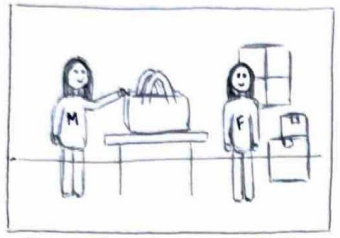


06
STORY BOARDING



Storyboard

Introduction



eye-level shot: tape up boxes



wider shot: mover gets in car



behind shot: car drives away

Scene 1: First Day (moderate ~~complex~~ task)



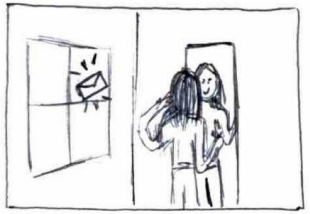
side shot: friend recording message for ~~mover~~ mover)


wide shot: mover sees an envelope as she's unpacking



close up: holographic video message pops up

Scene 2: ~~recording message (moderate task)~~ Collecting Messages (Montage)


back shot: mover getting ready + sees new envelope



front shot: opens message, voice message plays

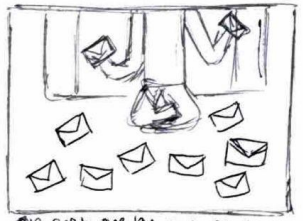


front shot: opening another envelope and seeing recipe

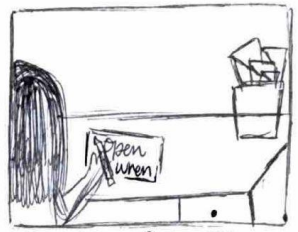


side/back wide shot: opens envelope and sees encouraging text.

Scene 4: Tying it All Together (complex task)


top shot: one by one, envelopes collection builds up


close up shot: organizing the envelopes / saving them



back + closeup shot: mover writing one to her friend

STORYBOARD: OPENING

Shots 1–2 · 0:00–0:09



EMOTION
Sadness as the friends separate

TRANSITIONS
Cut on the car door closing. Cut after friend drives away..

SOUND
guitar fades in, car door.

STORYBOARD: FIRST DAY

TASK 2 + TASK 1

Shots 4–5 · 0:12–0:21



EMOTION
Calm love from the Friend, then the Mover's first-day nerves.

TRANSITIONS
seeing the envelope zoomed in

SOUND
the friend's monologue

STORYBOARD: MONTAGE

TASK 3 · COMPLEX

Shots 12–13 · 0:55–1:15



EMOTION
the friendship of the two throughout

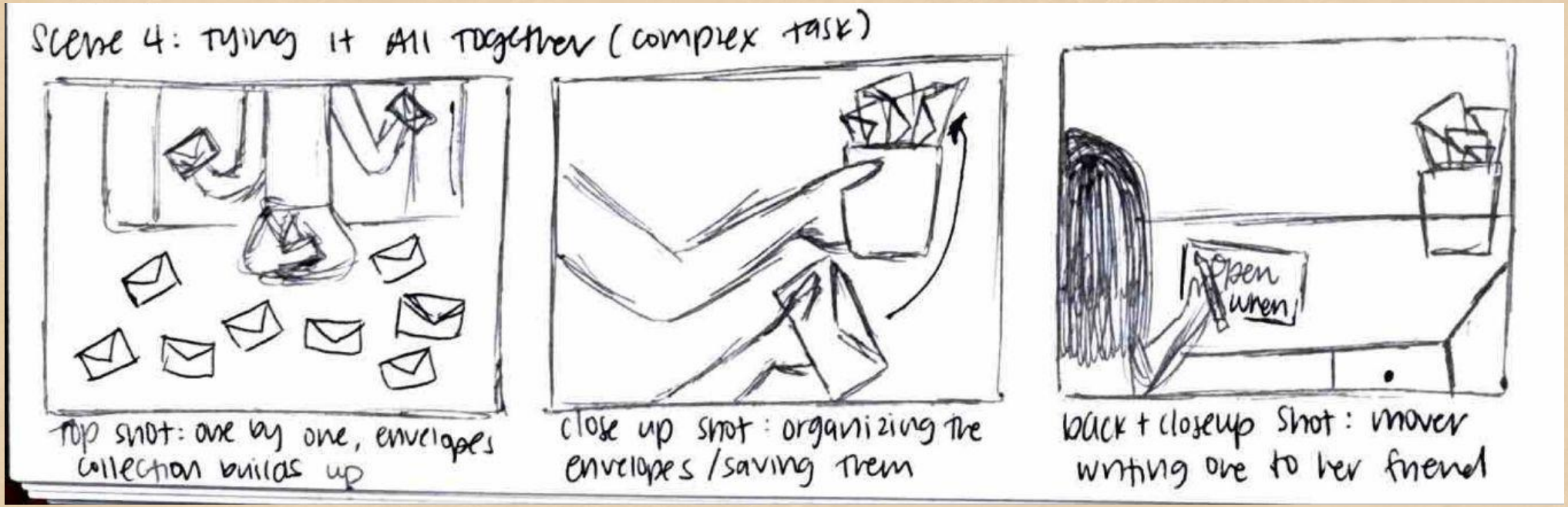
TRANSITIONS
cuts between each montage flashback scene.

SOUND
background music.

STORYBOARD: CLOSING

Shots 15–16 · 1:20–1:27

TASK 2 · MODERATE



EMOTION
wholesome as the envelopes pile up.

TRANSITIONS
putting the envelopes into box. cut to writing on desk.

SOUND
background music.



CONCEPT VIDEO!



LINK

APPENDIX



COMPETITOR EVIDENCE LOG

Product	What we found	Source
Locket	80M+ downloads, 9M+ daily users, profitable in 2024 on $12.5M raised	TechCrunch, Aug 2025
Locket	Weekly Rollcall recap resonates with Gen Alpha users	Business Insider via AOL, Oct 2025
Locket	In-app ads added alongside subscriptions	Moloco case study
Cappuccino	About 225,000 new users from one viral TikTok	TechCrunch
Cappuccino	Loyal users were long-distance best friends; group streaks past 150 days	TechCrunch, reviewers
Cappuccino	A group left because it was “essentially sending each other voice memos”	Google Play reviews
Marco Polo	Usage up 16x at the start of the pandemic; profitable in 2024	Press coverage
Marco Polo	15 pairs swapped texting for video for two weeks, 74% said mood improved	Company-commissioned study (small sample)
Instagram	Reels were 46% of US time in the app in 2025	Reported figures, 2025
Instagram	Map launch led to location-sharing complaints; Friends tab got hide-activity controls	2025 coverage





STAKEHOLDER IMPACT

Stakeholder	Type	Potential benefit	Potential harm
Message sender	Direct	Self-expression and a stronger friendship	Vulnerability, fear of being ignored, pressure to write well
Message recipient	Direct	Emotional support, feeling remembered, delight	Confusion, disappointment, pressure to respond
Friends and groups	Indirect	Stronger connections between friends	Exclusion, comparison, expectations about effort
People mentioned or recorded	Indirect	Included in a warm memory	Privacy violations and loss of control
Users with different communication needs	Indirect	A flexible way to connect	Unequal access if voice is favored
Lonely or distressed users	Indirect	Encouragement at hard moments	Feeling more isolated if a message falls short





TASK ANALYSIS

	Simple: receive	Moderate: leave	Complex: build
User goal	Feel my friend is with me at the moment I need them	Show a friend I'm with them for something they're about to go through	Support a friend through a whole stretch of change
Who acts	Receiver	Sender	Sender, then receiver
Unlock type	Date, then feeling	Date	A sequence of milestones
Starting emotion	Nervous, then lonely	Caring	Caring, a little anxious
Ending emotion	Confident, then laughing	Warm, proud	The Mover is settled, at home
Shots	5–11	4, 16	12–14



TERMS WE USE

Capsule
A message (voice, text, or video) that stays locked until its unlock condition is met.

Unlock condition
The date, feeling, or moment that opens a capsule.

The Friend
The sender, who stays home and plans the capsules.

The Mover
The receiver, who moves away and opens them.

Hero moment
The one scene where a task solves a problem in the story.

Series
A planned run of capsules across weeks or months.

