

7*** *This*

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Value proposition

For people who are struggling to get rid of addictions and bad habits who need a way replace those behaviors with positive ones

F*** This provides an app that proposes good habits the user is interested in, a way of tracking their progress and the ability to share with their accountability partners.

Unlike current apps that just track progress or create a community without helping people find customized new and beneficial habits

Team member names and roles



Tomás Cortés

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Problem/Solution Overview

Breaking bad habits can be an incredibly challenging and lonely journey. Many individuals struggle to find effective alternatives to their bad habits and often lack the motivation and support needed to overcome them. Existing solutions are often generic and fail to account for an individual's unique preferences and interests. By providing **personalized alternative recommendations for bad habits**, allowing users to **share** and **track** this **progress** with a selected personal network, we are dedicated to helping individuals build healthier lives. We believe that by using "F*** This," users will find it easier to break free from their bad habits and embrace a happier, healthier lifestyle.

Ultimately, The "F*** This" app is a revolutionary solution designed to **help individuals break free** from **addictive** or **detrimental habits** and **behaviors**. We understand that everyone faces challenges in life, and our app is here to **provide personalized support in making healthier choices**. Whether it's smoking, overeating, or procrastination, our app is tailored to each user's unique preferences and interests.

Needfinding

Interviews

We interviewed a total of 7 individuals with a diverse set of backgrounds, including college students across the United States from a variety of universities (Cornell, NYU, Syracuse, etc.) as well as individuals practicing different professions (Public Safety Officer, Venture Capitalist). We carried out most of our interviews in person, meeting our interviewees in their own environment. For example, Francesca went to an NYU dorm room to talk to Stella and Sofia, and Lucy went to the Public Safety Department's very own "Coffee with a Cop" event to interview Michael. To widen our reach, we also conducted some interviews remotely, via Zoom. We sourced our interviews by word of mouth, asking friends of friends, and finding strangers in both campus and off-campus locations.

For our first round of interviews, we set out to interview college students, and 'an expert' on college campuses: a safety officer. We asked questions about their approach to well-being, their relationship with it, and college-specific challenges and solutions they had found to work. The diverse profiles underscore the multifaceted nature of well-being within the academic realm. Alex Borthwick, a Junior at Stanford and Frosh RA, embodied an 'extreme user,' demonstrating stability amidst dynamic environments while guiding peers through her varied well-being practices. In contrast, Michael Garcia, a sergeant and public safety officer at Stanford, served as an 'expert user,' seamlessly integrating professional insights with personal experiences to address the well-being challenges of college students. Stella, a sophomore at NYU in the business and finance sphere, takes a holistic approach, emphasizing the importance of both internal connections and meticulous personal care. Finally, Sofia, an NYU Stern undergraduate in business and entrepreneurship, stood out as a high achiever who harmoniously balances a demanding schedule with a commitment to daily fitness, showcasing the profound impact of self-care amidst academic and extracurricular pursuits. Together, these profiles painted a rich tapestry of well-being practices, highlighting its various dimensions and the individuals championing its significance within their unique contexts.

Synthesis

To synthesize and analyze the knowledge gained through our interviews, we relied on a variety of methods, including producing empathy maps like the ones included below:

EMPATHY MAP FOR ALEX

THINKS

- Her parents have good principles, she should follow them
- About optimizing routines
- About delayed gratification vs in the moment feelings
- She always needs to be productive
- Movement is really important
- Needs other people to help her reflect
- Prioritizing others is important and enriching
- Community is really important to well-being
- Self-improvement is important for feeling fulfilled
- Interesting work can be extremely fulfilling

Pride

Connected to People

Fulfilled

In control

Lots of endorphins after movement

Responsibility for people under her

Loved

Peaceful

Need to be productive

People are disingenuous

Drive

Peaceful

SAYS

- She can't do things consistently she isn't good at
- People don't find or take steps to the answers to their problems
- She is very stable → Anxiety traces back to 6th grade, no longer there
- She says how fulfilling putting people before herself is, but still prioritizes herself and misses out sometimes
- Wants to be more reflective but need to keep "progressing"
- Architecture is critical to creating community spaces
- Everything in modernation (contradicts her saying she is addicted to running)
- Hard to find community centers on campus
- Honesty and communication important in relationships
- When out of social battery goes to read

- Searches for less order in relationships
- Gets happiness from working (at night)
- Maintains a lot of physical well-being but not as many mental habits
- Experimented a lot with her routine
- Unconventional 'rest', 'relaxation' habits
- Very balanced diet
- Maintain close & fulfilling relationships
- Maintain neatness in room
- Maintain daily routine
- Uses social media and then quits out of it

FEELS

DOES

EMPATHY MAP FOR MICHAEL

SAYS

- Well-being is about maintaining relationships with good people and attracting the right crowd
- There isn't enough knowledge and awareness about the resources available for well-being and safety on campus
- You don't really know how well you get along with someone until you live with them; daughter had a lot of issues with roommates
- College campus has a lot of temptation for kids falling into the wrong crowd or bad habits
- There should be less academic stress for college students and kids should have mandatory decompression time
- His job inspires him to be a good person off-duty

- Avoids people who are "poisonous" to him
- Has raised his kids with the idea of who belongs to the right crowd or not
- Even when off duty tries to be an ideal citizen
- Learns about mental health and well-being for his professional responsibilities

THINKS

- One should get in trouble and treat others as you want to be treated
- College campuses can improve student's wellbeing by reducing academic pressure
- College is where kids figure out a lot of their principles and routines by themselves (very formative)
- Parents can't be there for kids 100% of the time at college
- College campuses have good resources for students well being
- People don't reach out for help about well-being because they are in denial, are afraid of the stigma or because they are lazy and want the easiest route to help
- It takes knowing your 'end-goal' to practice discipline
- A lot of people are in denial of mental illness and don't realize they are sick

- He has to be an outstanding citizen at all times because of his job
- Satisfied with his job and lifestyle
- Pride for his kids
- Satisfied with his connections and relationships

DOES

FEELS

EMPATHY MAP FOR STELLA

SAYS

She doesn't prioritize well being enough compared to school work, even though she recognizes it is a need, she treats it as a luxury

She always shares her feelings in order to release these emotions

Wants to make sure she can focus on what she really wants from her professional life instead of basing her decisions on other's expectations

She says that drugs were taboo back home, and less common, while in new york she has more exposure to it, and has noticed how prominent it is among her age group

She says that calling her family relaxes her, and that having strong connections with family members where she can be open about her feelings have allowed her to be open to other people

That it's easier to regain a physical activity, socialization, or academic routine than a mental health wellbeing routine

Says that she makes friendships with people who share her background

Says it's important to be open to new friendships

Says that help and therapy resources should be personalized to specific groups, so that those giving help have shared experiences with those seeking help

Says she has shifted her perspective on wellbeing from a scripted idea of what wellbeing looks like (e.g. eating a certain way, sleeping a certain number of hours) to listening to what she feels she needs

THINKS

She thinks that giving wellbeing equal importance to schoolwork and other compromises is easier said than done, and that recognizing it is equally as important doesn't ensure you act in line with this principle in your daily actions

She thinks it may be harder to remember to choose what she wants to do over other's expectations and better pay as she leaves college and begins her professional career

She thinks that normalizing drug use and being exposed to it increases use compared and that an environment where drugs are seen as taboo disincentivizes people from using

That when her mind deteriorates she isn't in control of her actions and therefore can't make the changes that she would need to feel better in the same way that when another aspect of her life could be improved and her mind is stable so she can make the necessary changes

She wouldn't like to share her feelings, thoughts and experiences with someone that hasn't had similar experiences as she thinks they wouldn't be able to understand her

Thinks that taking care of her body in little ways has broader implications than the direct result/physical effect of the action

Your body tells you what it needs, and the best way to feel well is to listen to your body's needs and give it what it needs in that moment

Moving away from home is very difficult, and it was harder than she thought it would be

Chooses to prioritize work over her wellbeing habits

Makes a clear effort to prevent situations that create stress, and has clear mechanisms to regain emotional stability

Lives with her close friends

Calls her family when she is stressed

Spends a lot of time with the same people, from similar backgrounds, and frequents groups where she knows most people or knows they are part of her circle of friends

Focuses on taking care of her body in different ways for well being, including going to the hair salon, eating healthy, having a skin care routine

Well being activities that promote her physical (exercising) as well as mental health (journaling)

Gives her body what she feels she needs in a specific moment (for example, extra sleep when she is tired, an "unhealthy meal" when she feels like she needs comfort food)

DOES

FEELS

Feels supported, and like she has network of people she can be open with and will accept her no matter what

Feels close to her family, and unconditionally loved by her family members

She feels very connected to her culture/background

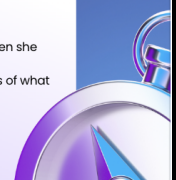
Confident that she has tools to maintain good mental health and destress when she needs to

In tune with her instincts and unconstrained by mainstream/prescriptive ideas of what wellbeing means

Misses home

In control of her own wellbeing

Proud of her ability to overcome challenges and grow from them



Through these synthesizing measures, we discovered some key findings. Navigating the college landscape, students often grapple with the potential compromise of their well-being under the weight of academic pressure. The journey toward maintaining well-being requires self-discipline, as college becomes a pivotal time for individuals to independently discover the routines and habits that work best for them. The significance of community and deep connections emerged as a crucial factor, counteracting the challenges presented by the tempting allure of detrimental influences such as drugs and 'the wrong crowd' prevalent in the college environment. Recognizing that someone's background shapes their approach to well-being underscores the need for personalized strategies. In this intricate process, the establishment of routines and consistency becomes paramount. Well-being, inherently unique and tied to one's identity, necessitates a thoughtful and individualized approach, emphasizing the interconnectedness of personal, academic, and social aspects in the pursuit of a harmonious college experience. A lot of these points were very broad. We decided we needed to narrow our domain to a sector of well-being we wanted to support, and make sure we carried the values we discovered; we wanted to strive for a completely custom, and personalized solution that also gave a community to said user.

POVs & experience prototypes

Moving forward in our design journey, we took a deep dive into our three most enlightening interviews, sparking a session of creative brainstorming. We began by crafting a Point of View (POV) statement for each person we spoke to. These POV statements are more than just summaries; they're a fresh way of looking at problems, rooted in what we learned about our users' needs and insights. Each one includes who we met, an eye-opening realization that caught us off guard, and a key insight that could be a real game-changer in coming up with a solution.

Next, we turned our insights into a series of 'How Might We' (HMW) questions, aiming for about 10 per person and tackling at least three of the big five Ws: who, what, when, where, and why. They were really helpful in getting us to think deeper about different angles of our POV statements and inch closer to a solution. Below, you'll find a selection of these HMW statements for each of our three participants. We picked the most promising one for each person and used that as a springboard to develop a potential solution. To put these solutions to the test, we created an experience prototype for each one. Here, we'll walk you through our brainstorming path, the solutions we came up with, and the experience prototypes we used for each of our three users.

Our POV Statements

Point of View for Stella

We met... Stella who is an international NYU student who believes in strong emotional relationships and believes that personal and external care is internal care

We were surprised to realize... She thinks well-being is really important but often chooses school over her wellness

We wonder if this means... She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

It would be game-changing to... She thinks achievement and productivity can't go hand in hand with well-being, and that her well-being is not an urgent matter

Point of View for Adrian

We met... Adrian, a college student studying sports management in Syracuse who strongly believes in taking care of himself and being independent from their family, who has not prepared him for the world.

We were surprised to realize... He wasn't given the opportunity to be independent growing up and now has to "fend for himself", living at college without much support from his parents

We wonder if this means... He feels insecure and 'behind' in his ability and experience to be independent and support himself at college

It would be game-changing to... empower Adrian to realize he is capable of supporting himself and provide straightforward opportunities for him to do so

Point of View for Sofía

We met... Sofia, a Mexican NYU student who believes Physical exercise is central to mental and emotional wellbeing, but struggles to Balance it with her jobs and schoolwork

We were surprised to realize... She was familiar with most campus wellbeing resources and thought it was very important for the university to offer support, but hadn't personally used any of the resources available

We wonder if this means... The resources aren't tailored to her needs, as they don't alleviate the time pressure that her jobs add

It would be game-changing to... Help her find a way to manage her work and class obligations more effectively so that she can include wellness practices in her day to day

How Might We...

Some of our favorite HMW Statements inspired by these Points of View

How Might We Statements Inspired by Stella

- ★ **HMW** highlight the connection between strong emotional well-being and improved academic and professional performance for Stella?
- ★ **HMW** make well-being an urgent and integral part of Stella's daily routine without compromising her academic pursuits?

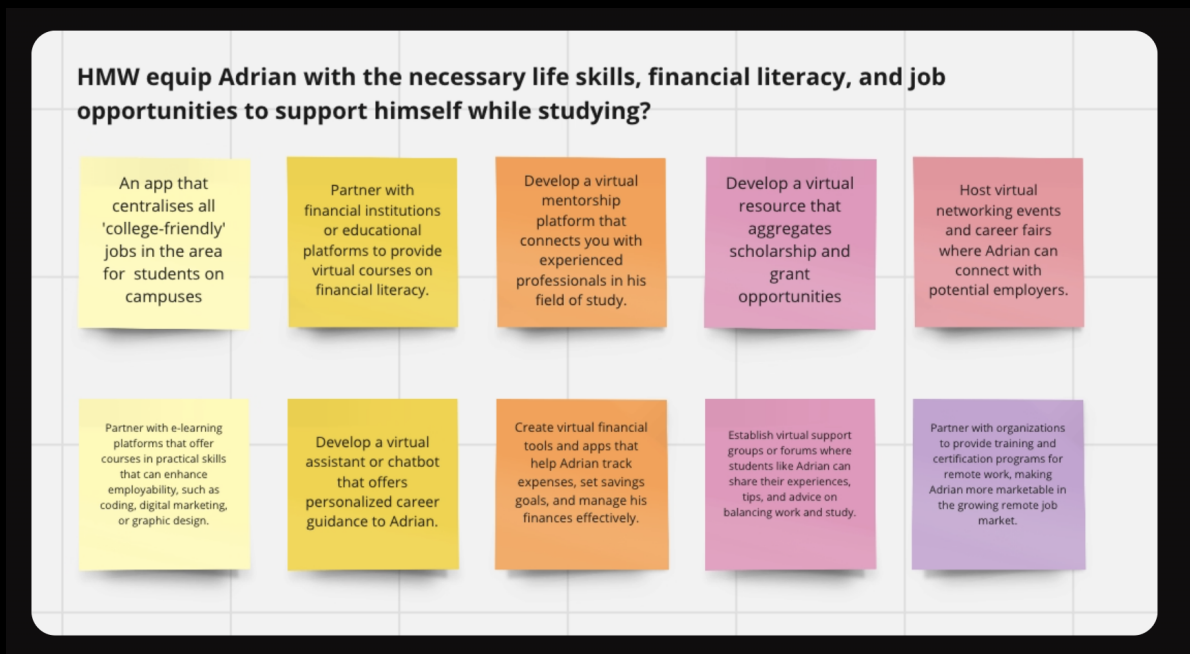
- ★ **HMW** make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

How Might We Statements Inspired by Adrian

- ★ **HMW** bridge the gap between Adrian's desire for independence and the lack of preparedness from his family?
- ★ **HMW** challenge the notion that independence has to be a solitary endeavor and find ways for Adrian to receive guidance without feeling dependent?
- ★ **HMW** create an environment at college where Adrian feels fully supported in his journey toward independence?
- ★ **HMW** equip Adrian with the necessary life skills, financial literacy, and job opportunities to support himself while studying?

How Might We Statements Inspired by Sofia

- ★ **HMW** make earning money easy and less time consuming?
- ★ **HMW** help incorporate wellness habits into her daily schoolwork and jobs?
- ★ **HMW** use Sofia's existing work experience to help her get higher paying jobs?



- ★ **HMW** Remove some of Sofia's work and study responsibilities so she will have more time for wellness practices?

HMW make well-being practices enjoyable and productive, so they don't feel like a sacrifice of academic achievement?

A gamified app that awards 'points' when a task is done

An app that is a study timer/tracker but incorporates well-being tasks within them

an informative platform that shows how successful people/celebrities take care of themselves

Provide statistics and studies on the research connecting well-being and achievement

an app that ensures a dedicated "well-being hour" in your daily schedule to focus on self-care.

A communal space where people can go to practice wellness and find accountability buddies for their well-being goals

An app that tracks sleep and reminds people of their bed times so they don't compromise sleep for work

an app that records your study habits and optimizes them

an app connecting students with therapists, study experts and tutors

a platform that breaks down academic tasks into smaller sub-tasks

HMW make earning money easy and less time consuming?

Develop or use existing virtual platforms that connect individuals with freelancing opportunities.

Offer a virtual platform for individuals to share their expertise through tutoring or coaching services.

Create virtual hubs for remote workers to connect, collaborate, and find job opportunities in a supportive community.

Promote the sharing economy by facilitating peer-to-peer renting of assets like cars, tools, or living spaces.

Educate individuals about digital currencies, cryptocurrencies, and blockchain technology, which offer various opportunities for earning money.

Develop or recommend tools and apps that help automate repetitive tasks or manage online businesses more efficiently.

Educate individuals about passive income opportunities, such as real estate crowdfunding, dividend stocks, or creating and selling online courses.

Encourage participation in crowdsourced innovation challenges that reward individuals for their creative ideas and solutions.

Teach individuals how to start an online resale or dropshipping business, which requires minimal upfront investment.

Promote the sharing economy by facilitating peer-to-peer renting of assets like cars, tools, or living spaces.

Top 3 Solutions

1. An app that centralizes all 'college-friendly' jobs in the area for students on campuses
2. An app to help people find habits they want to pick up and connect with people that also want to pick it up, setting up meeting times.
3. A one-stop-shop app for college students to easily make money, where they can sell items, post tasks they need help with and offer compensation, post research studies they need subjects for, etc.

Experience Prototypes

Experience Prototype #1

Assumption being tested: The jobs will be 'college-student-friendly'. All users will be able to find a task they are capable of completing.

We made up a list of jobs that could be needed on a college-campus and asked college students to reflect on whether they felt they could do it, whether they felt they would want to do it, and how it affected their productivity, sense of self and mood?

Testing Results

Ashley: College Student at University of Technology in Sydney

- Wants to find a flexible way to make more money on campus
- Found many jobs that were accessible to her
- Reacted with excitement and eagerness to click jobs she hadn't thought of herself
- Seemed to be an excess of choice
- Didn't choose jobs she was necessarily qualified in
- **Assumption was valid as she found jobs**

College-Friendly Jobs

Select all the jobs you feel you would and could complete for staff, faculty, small businesses on campus, clubs, events, or individuals (assume adequate compensation)

lucyzim@gmail.com [Switch account](#)

Not shared

* Indicates required question

Jobs Available to Pick Up *

- Campus Event Photography/Videography: Capture moments
- Graphic Design and Branding Services: Offer design services
- Web Design and Development: Build and maintain websites
- Social Media Management: Manage social media accounts
- Content Writing and Blogging: Write blog posts, articles, or web content
- Tutoring
- Pet Sitting/Dog Walking
- Delivery and Rideshare Services
- Music Lessons and Performance
- Handyman/Repairs:
- Event Planning and Coordination
- Art and Craft Sales
- Cleaning/Gardening
- Fitness and Personal Training
- Car Wash and Oil Change Services
- Hiking or Outdoor Adventure Guides
- Language Translation and Interpretation
- Marketing and Data Analysis
- Freelance Illustration and Design
- App and Software Development
- Yard Work and Landscaping
- Printing, Binding and organising paperwork

Experience Prototype #2

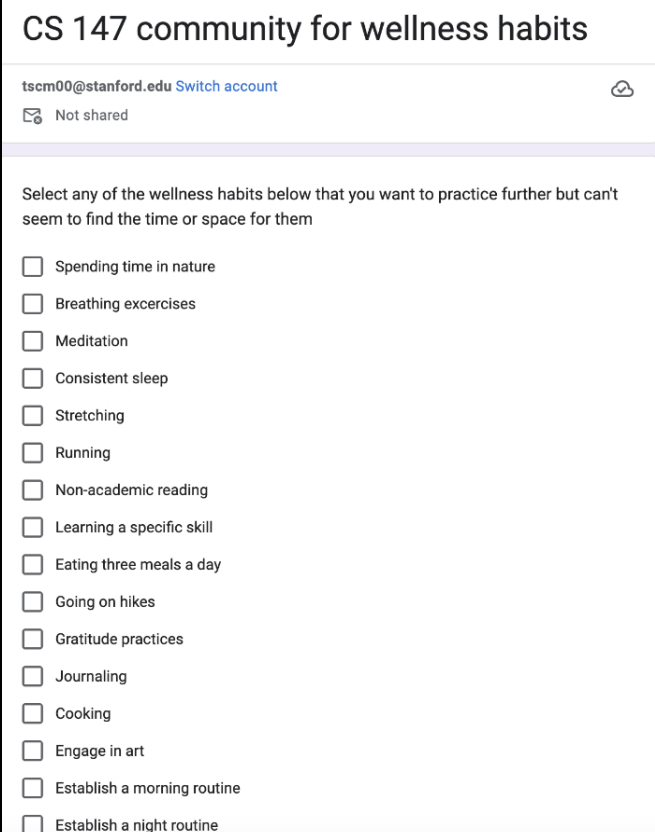
Assumption being tested: College students struggling to balance well-being habits with other responsibilities would benefit from a community that connects them with friends also looking to practice these habits

We designed a couple of google doc forms where students could list habits they were interested in developing. In a second list they could put down their availability to practice these habits in order for us to match them with their friends and other students looking to develop similar habits with the same availability.


Testing Results


Felipe : Medschool Student at University of Miami

- Wants to find accountability buddies for all the promises he's made to himself.
- Found that the list of 40 habits was mostly comprehensive of all his wellness goals
- Reacted with excitement and eagerness to the habits he hadn't thought of but would enjoy.
- Seemed to click on too many interests to the point where we wondered if it was realistic in his schedule
- We need a better way for them to prioritize what is actually important, maybe starting with just 1-3 habits.



CS 147 community for wellness habits

tscm00@stanford.edu [Switch account](#) 

 Not shared

Select any of the wellness habits below that you want to practice further but can't seem to find the time or space for them

- Spending time in nature
- Breathing exercises
- Meditation
- Consistent sleep
- Stretching
- Running
- Non-academic reading
- Learning a specific skill
- Eating three meals a day
- Going on hikes
- Gratitude practices
- Journaling
- Cooking
- Engage in art
- Establish a morning routine
- Establish a night routine

Experience Prototype #3

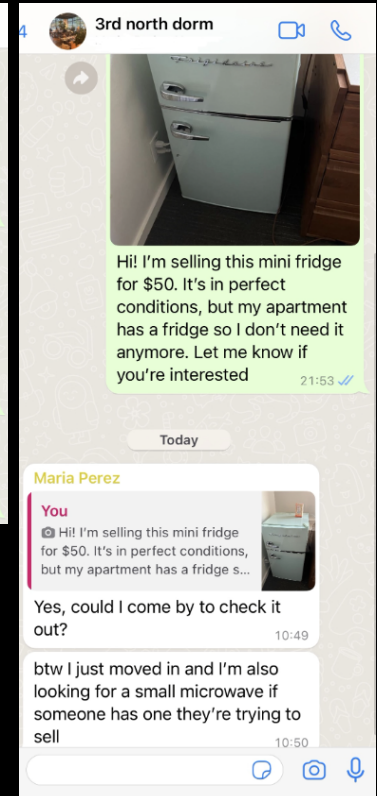
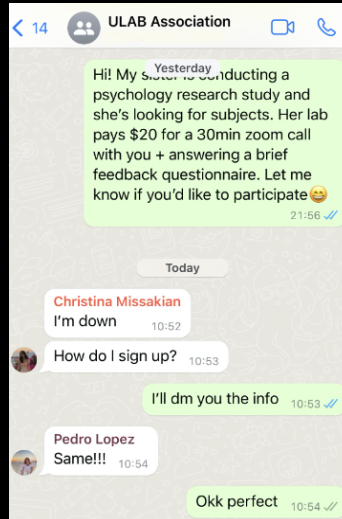
Assumption being tested: college students are interested in taking advantage of opportunities that their peers can offer them

We posted on groups in Slack, iMessage, and WhatsApp, asking for participants in a research study that paid 20 USD/hour, selling items from our dorm we were no longer using or offering to pay for help building an IKEA bed. We tested whether students would respond to the post.

Whatsapp group of an NYU dorm (3rd North) of 400+ students

Testing Results

- Young adults who want to make some extra cash easily
- Responded actively to posts of paid research studies and surveys by offering to participate
- Responded with jokes or with offers to help for free when we asked for help mounting an IKEA bed, bringing luggage up the stairs, or posting flyers around school
- Potentially, a formal channel where these types of tasks are formally requested and accepted would increase engagement
- The assumption was partially valid, as in some cases students took the opportunity that was presented to make money, and in others they ignored the opportunity or volunteered to help



Design Evolution

Final Solution

Description and Rationale for selection: Our final solution is an app that helps people break bad habits and behaviors by replacing them with “healthier” habits.

We got to this solution through a Pivot in week 5 of the quarter. We pivoted away from “Walkie Talkie” an app that helps you connect with family and friends while you are walking. When pivoting towards this addiction problem space we initially researched existing alternatives and discovered that focusing on replacement therapy was a hole in the market we could exploit and experiment with.

Tasks

Simple Task: Registering a new addiction

We selected this task as our simple task as it is essential in order to use the app, and it will be completed by users very frequently. In order to begin working to overcome an addiction, a user will input the addiction they want to tackle, receive recommendations for alternative habits, select their preferred option, and finally, receive relevant information needed to take the first steps towards their goal.

Medium Task: Customizing their replacement habit

We selected this task as our medium task as the user will complete this task less often than the simple task because it is not required every time they input an addiction, but will occur more often than our complex task. It is not essential in order to be able to use the app as the user could simply choose one of the recommended replacement habits, but it adds a key personalization component to our app and allows the user to take control of their journey to overcome their addiction.

Complex Task: Sending a progress report to their friends

The user will complete this task less frequently than the simple or medium task flow, as they will only share their progress after they have interacted with the app multiple times, and have made progress towards overcoming their addiction. This task

allows users to create a customized report: choosing who to send the report to, determining the frequency, deciding what type of report they want to share and what details to include, and the platform they want to send it through.

Design evolution visualization(s) and rationale

Brainstorming, Concept Sketches & Initial Realizations

In the preliminary sketching phase, our team each proposed three distinct design approaches, encompassing concepts for desktop, mobile, smartwatch, speech, gesture, and AR/VR applications. Following a careful assessment of the originality and practicality of these sketches, we decided to advance with the development of realizations for a mobile app and a smartwatch app.

Realization 1
Mobile App - CHOSEN

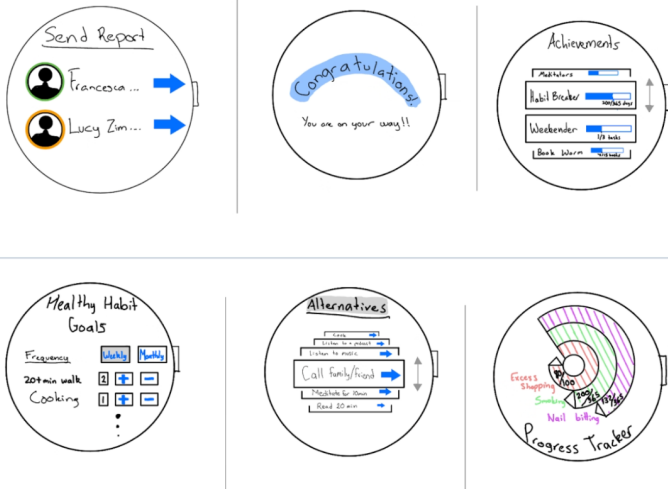
Advantages:

- Highly interactive interface
- very accessible with touch, sound, speech and visual input and output
- Almost everyone has one!

Disadvantages:

- less potential to integrate more powerful AI systems
- busier interface with more apps and features to navigate through

Realization 2
Wearable



Advantages:

- immediately available on your wrist
- more data input: track motion, heart rate and movement easier

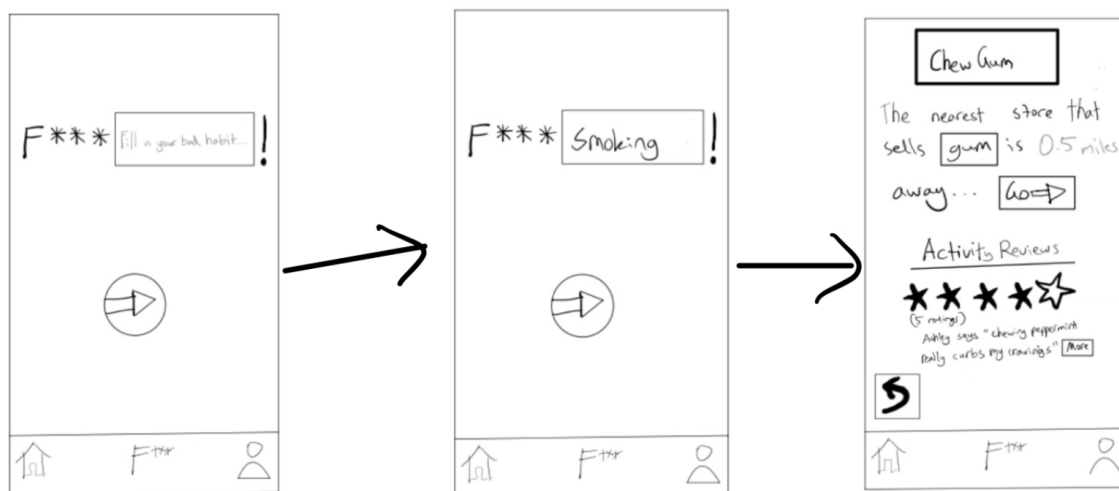
Disadvantages:

- not as big of dimensions to scroll, and view all the activities
- not everyone has one
- less potential to integrate more complex processing and APIs

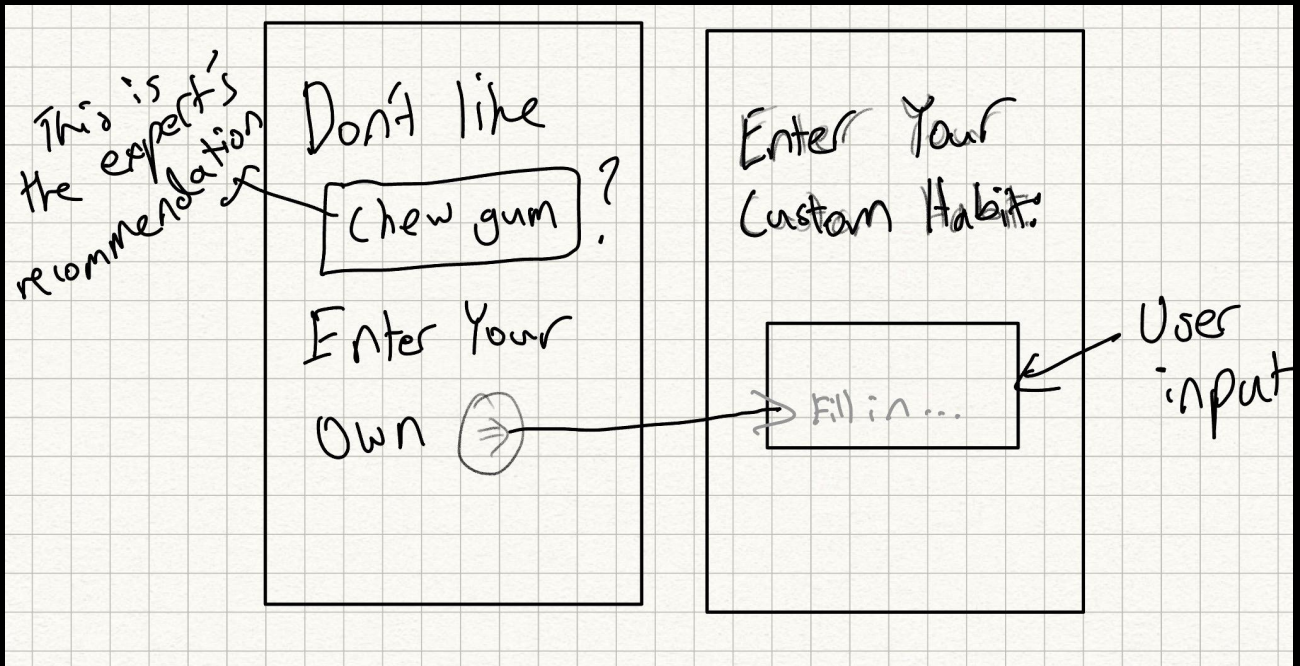
Ultimately, we chose the mobile application due to the main advantages of being able to reach more people (as most people own a mobile phone while smartwatch ownership is less common), the larger dimensions, and the highly interactive interface.

Low-fi Prototype

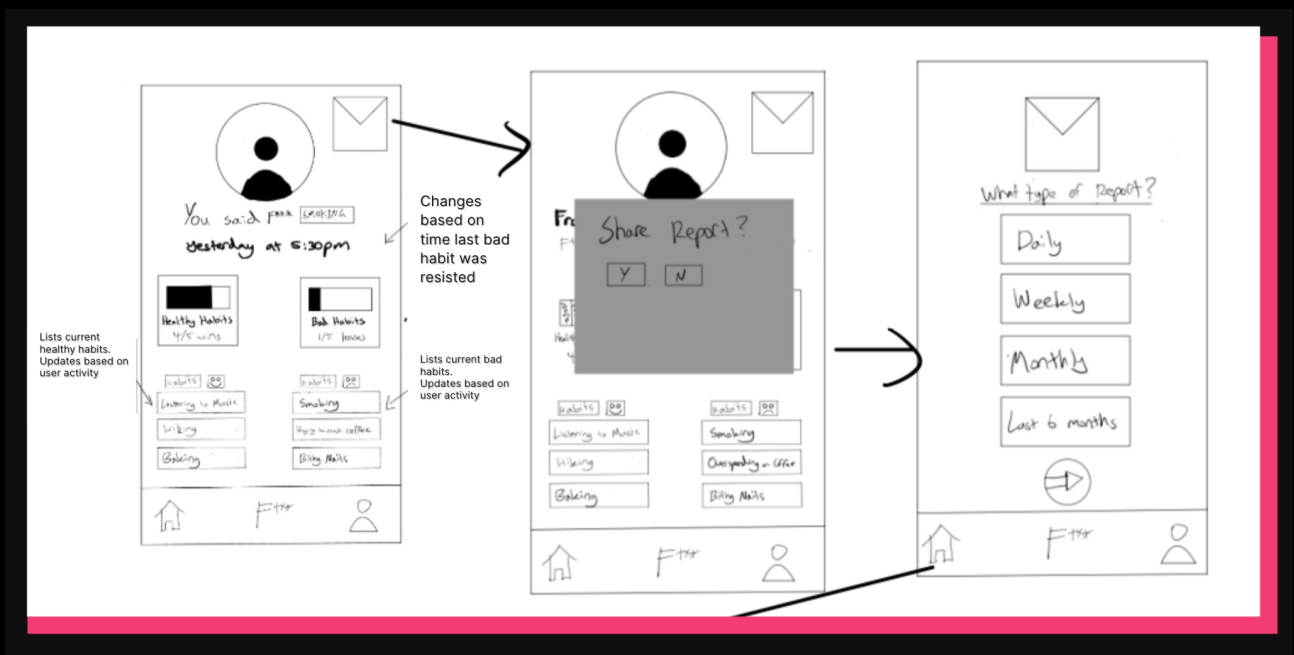
Simple Task:

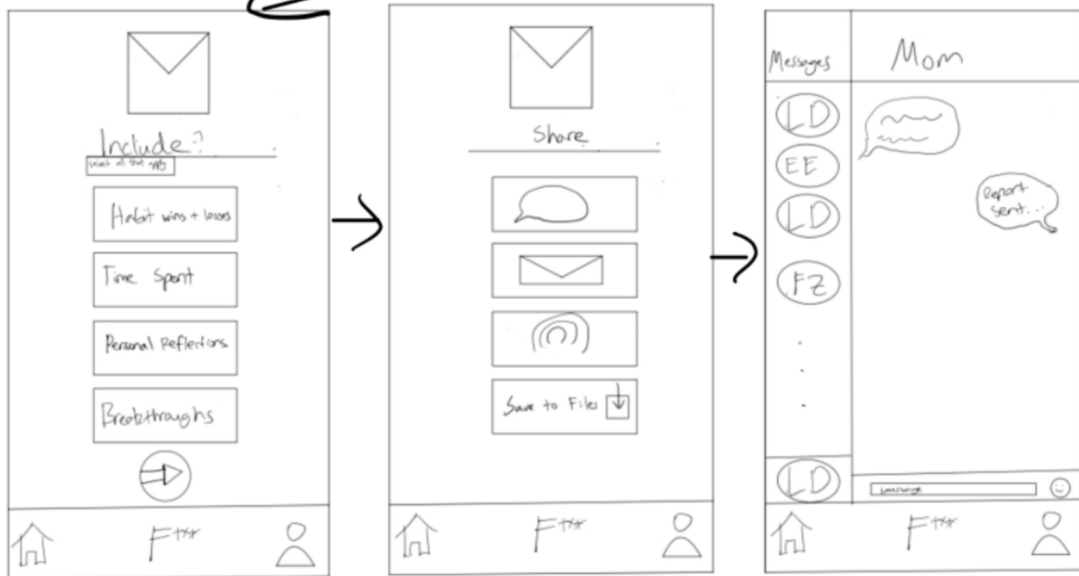


Medium Task:



Complex Task:





Onboarding Task Flow:



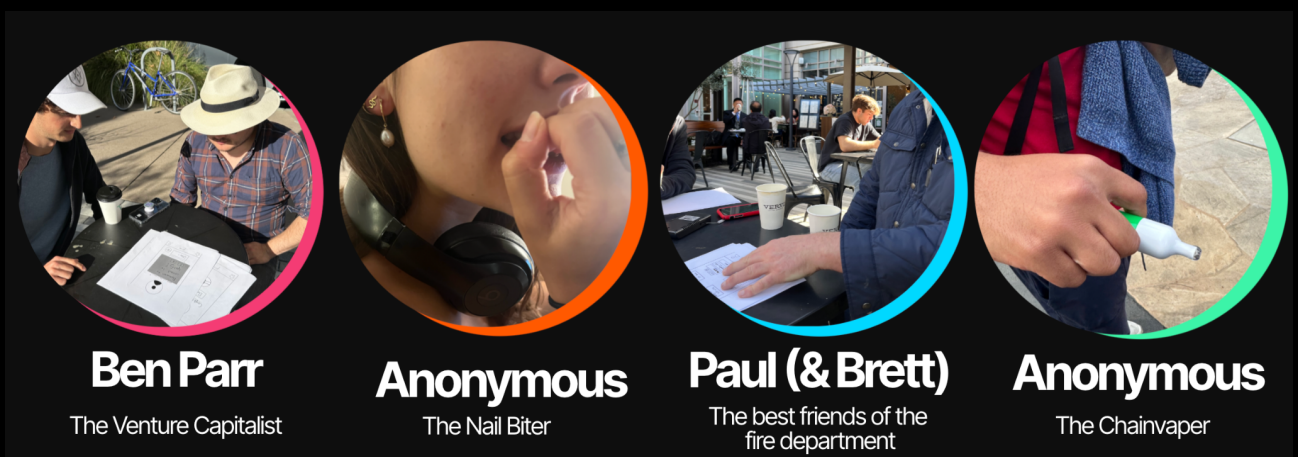
Usability Testing

To gather feedback for these Low-fi prototypes, we proceeded to carry out in-person usability testing with four participants. We found participants who self-identified as having an addiction or bad habit and expressed a desire to quit. We aimed for a diverse group in terms of addiction types, genders, and age ranges. The environments for the study varied, including various locations on campus and some off-campus coffee shops.

As for the procedure, participants were first briefed about the class and the project's background. We developed a script that outlined each task, which was explained to participants one at a time. They were asked to complete these tasks without additional clarification, a process that was repeated for each new task. We encouraged participants to try to resolve their queries independently before stepping in to assist, answering their questions only after they had made an initial attempt. Additionally, we requested feedback from users about which functions they found intuitive and which they did not.

The team roles were clearly defined: Lucy served as the Greeter, Francesca and Tomás alternated roles as the Tester and the Note-taker, ensuring a smooth and organized operation.

Participants:



Key Metrics:

Our testing procedure was meticulously designed to evaluate key metrics, focusing on **understandability** and **efficiency**.

For **understandability**, we closely monitored the process data, particularly the number and tone of questions or comments raised by participants on each screen. This insight helped us gauge how intuitively users could navigate our interface and understand its functions.

As for **efficiency**, we collected bottom-line data, which included measuring the time participants spent on the onboarding process. Additionally, we tracked the number of errors made while navigating through habits, replacement activities, and the process of logging them. This metric was crucial for understanding the ease with which users could interact with our system and complete the intended tasks, providing valuable feedback for refining and enhancing the user experience.

Results:

The results from our testing procedure provided valuable insights into both process and bottom-line data.

Regarding **process data**, we observed that two participants expressed a desire for more suggestions on alternative habits, suggesting a need for a more extensive list of options. Three participants reported confusion regarding the process of changing preferences after the initial setup, indicating a need for clearer instructions or a more intuitive design. Additionally, two participants found it peculiar and unclear why the app requested to track their location and favorite places on Google Maps, highlighting a potential issue in conveying the app's functionality or privacy concerns.

In terms of **bottom-line data**, half of the participants believed that the app would be effective in helping them overcome their addiction, which is a promising indication of its potential impact. However, we also measured an average of three mis-clicks per trial, indicating that users frequently clicked a different button than the one intended to perform a specific task. This suggests that the app's user interface might require further refinement for clarity and ease of use. Furthermore, it took users an average of 44 seconds to get onboarded to the app. While this is a relatively short

duration, there might still be room for optimization to enhance the onboarding experience.

How did this translate into our next iteration?

In response to our testing results, we implemented several design changes to **enhance user experience**. We improved navigation by simplifying the onboarding page and making it more intuitive, including relocating the logo from the footer to avoid confusion.

To address **privacy concerns**, we clarified the purpose of location data collection and ensured it's only used when necessary.

We revised the app's **language** to ensure a positive and motivating tone, removing discouraging terms like "losses". The branding and logo placement were reevaluated for better visibility and consistency. We also made permission requests more transparent and user-friendly.

Additionally, we embraced inclusivity by tailoring the app to be supportive of diverse user needs. The onboarding questionnaire was expanded and made more specific, with clear explanations for personal questions. These changes aim to create a more intuitive, respectful, and inclusive app experience.

Medium-fi Prototype

Simple Task:

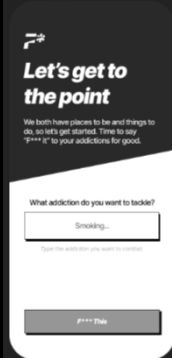
This flow is used for registering a new addiction and ends in the addiction remediation page

Dropdown for MVP. No badwidth for any addicton

Research backed and custom options

Research backed and custom options

Landing



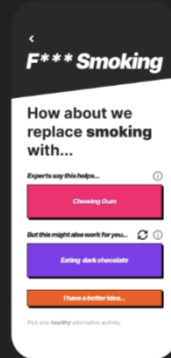
Landing dropdown



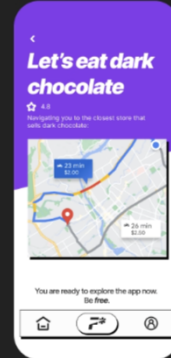
Landing selected



alt activities



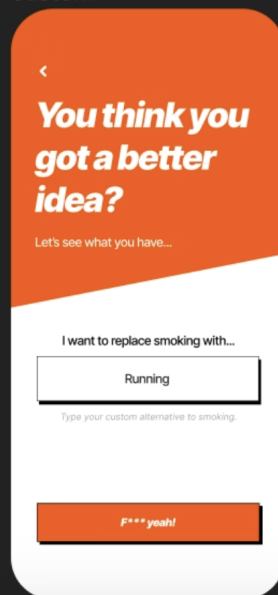
Chocolate



Medium Task:

Sometimes people may know what to do better

custom



option to customize your replacement habit

Complex Task:

Paper plane icon allows the user to share a report

User can choose from a variety of options to share their report, after which they will be directed to the contacts for the selected app where the report will be sent

Profile screen displays user preferences and progress

Language is in line with the "sassy" theme prevalent throughout the app

Onboarding Task:

Starts out friendly but formal, moves to a more conversational tone with time

One question at a time

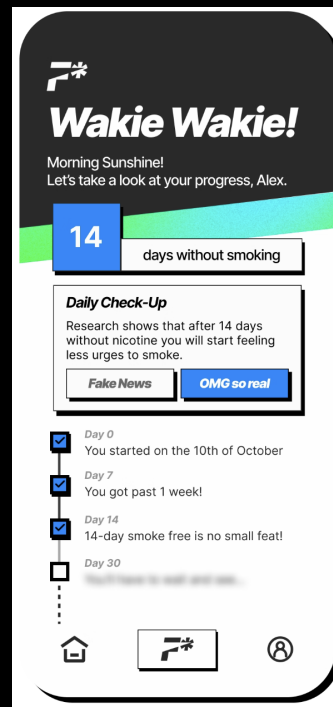
Eventually steps disappear as the user is just "chatting"

Comedy is engaging

Friendly/flirty demeanor to keep the user interested

Little lie? Is it okay?

Dashboard



Heuristic Evaluation

Our medium-fidelity prototype underwent a heuristic evaluation by a team of peers, aimed at identifying usability challenges. This evaluation, based on thirteen distinct heuristics, resulted in a comprehensive report documenting 47 identified usability violations, each assigned a severity level ranging from 1 (minor) to 4 (major). Our approach to addressing these issues prioritized the resolution of the more critical violations, those marked as levels 3 and 4. Subsequently, we shifted our attention to the less severe level 1 and 2 violations.

The table below shows a summary of the results:

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	1	3	0	2	6
H2: Match Sys & World	0	1	0	1	1	3
H3: User Control	0	0	2	2	0	4
H4: Consistency & Standards	0	8	3	0	0	11
H: Error Prevention	0	1	1	1	0	3
H6: Recognition not Recall	0	0	2	0	0	2
H7: Efficiency of Use	0	0	1	1	0	2
H8: Minimalist Design	0	6	0	0	0	6
H9: Help Users with Errors	0	0	1	0	0	1
H10: Help & Documentation	0	0	1	0	0	1
H11: Accessible	0	4	1	0	0	5
H12: Value Alignment & Inclusion	0	0	2	1	0	3
Total Violations	0	21	17	6	3	47

Severity 3 Violations

H2: Match Sys & World

- **Violation:** Evaluators found that the phrase "You are ready to explore the app now. Be Free" to be confusing due to failure to speak the user's language
- **Solution:** Removed this text

H3: User Control & Freedom

- **Violation:** Limited number of additions on dropdown. Evaluators thought this could lead to user frustration
- **Solution:** Add a suggestion box for new additions so that developers can eventually incorporate this addiction to the app if there is frequent interest from users
- **Violation:** No option to edit preferences/permissions (e.g. location, Spotify access)

- **Solution:** Included an edit button in the preferences page that allows users to edit preferences

H5: Error Prevention

- **Violation:** Lack of confirmation message when choosing a new alternative to an addiction could lead to the user erroneously deleting their progress to switch to a new habit
- **Solution:** We added a pop up asking "Are you sure you would like to switch to a new alternative? This will delete your progress so far"

H7: Flexibility & Efficiency of Use

- **Violation:** Lack of option to edit alternative behaviors in the preference page.
- **Solution:** Included option to edit and select other alternative behaviors in the preferences page to increase flexibility of use

H12: Value Alignment & Inclusion

- **Violation:** Wording of alternative behaviors as "healthy" is not inclusive of people with different needs, lifestyles, or definitions of health
- **Solution:** We decided to change the word healthy behavior for a "preferred"/"target" behavior

Severity 4 Violations

H1: Visibility of System Status

- **Violation:** Failure to record selection of frequency of reports
- **Solution:** We included a gray shading over the frequency the user chose so they could understand what they had selected.
- **Violation:** Lack of contrast doesn't allow the user to see the text box where they should input their phone number
- **Solution:** Didn't implement any changes. We used the contrast ratio feature on Figma to find the ratio between the white text box for the phone number and the black background and found it was 14.18 which is compliant with any form of small or large text.

H2: Match Sys & World

- **Violation:** There was no way for the user to log any relapse activities. This didn't follow the real world convention that people working to overcome addictions are likely to relapse along the way and will need a way to record this and receive encouragement.
- **Solution:** We recognize this is a huge piece of supporting someone through breaking an addiction, yet chose to not change anything because it doesn't fit the scope of our 3 tasks

Key Takeaways:

The heuristic evaluation of our app yielded several key takeaways that significantly influenced our subsequent design choices.

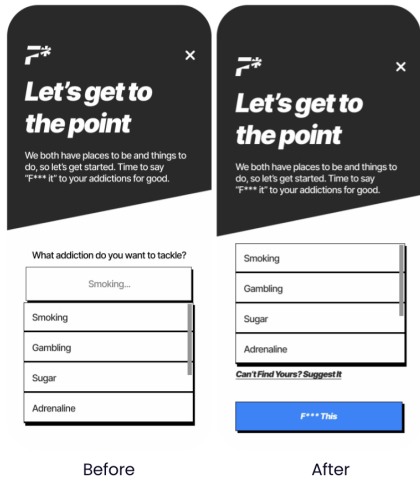
Firstly, it highlighted the necessity to **enhance text visibility**, a crucial factor for better accessibility. This involved ensuring a consistent design across various elements, such as the logo and navigation bar, to provide a more cohesive user experience.

Secondly, the feedback we received prompted us to **refine the tone** of the app. We focused on improving the clarity of communication, especially in scenarios where the user is about to take irreversible actions, ensuring they are well-informed and confident in their choices.

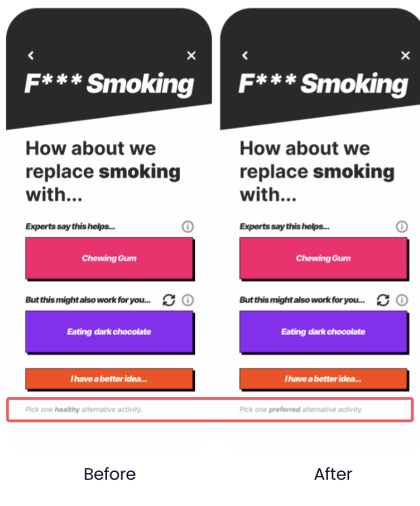
Lastly, while some identified violations pertained to the flows and complexity of our app, these were **beyond the scope** of the three tasks we focused on. However, these aspects were acknowledged as critical for the development of a fully realized version of the app, providing valuable direction for future enhancements.

Hi-fi Prototype: Before and After Screens

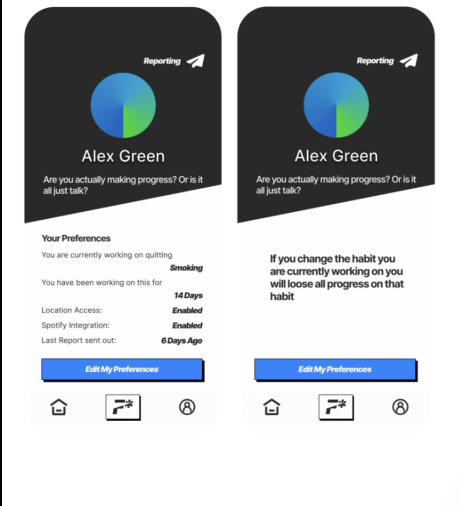
Due to a sev 3 H3 violation we decided to add a place where people can suggest new addictions if they can't find the one they want to focus on



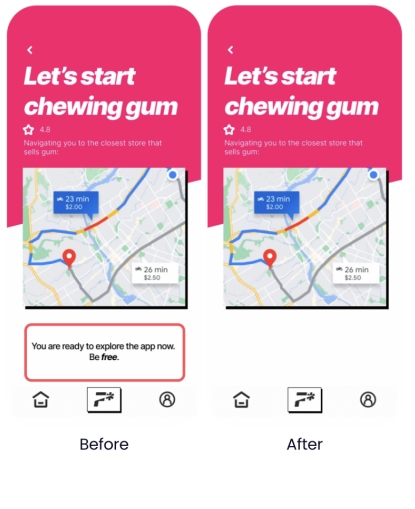
Due to a sev 3 H12 violation we changed the wording from "healthy" activity to "preferred" activity for accessibility purposes



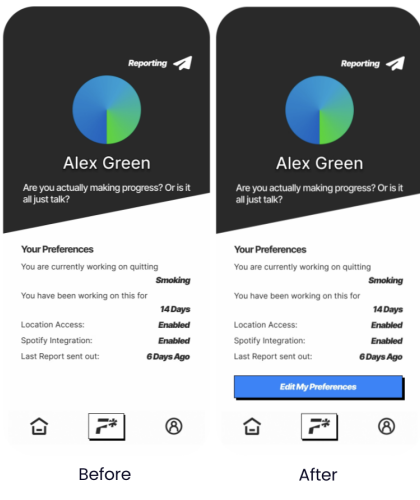
Due to a sev 3 H5 violation we decided to show users a warning message about losing progress if they changed a habit they are focused on



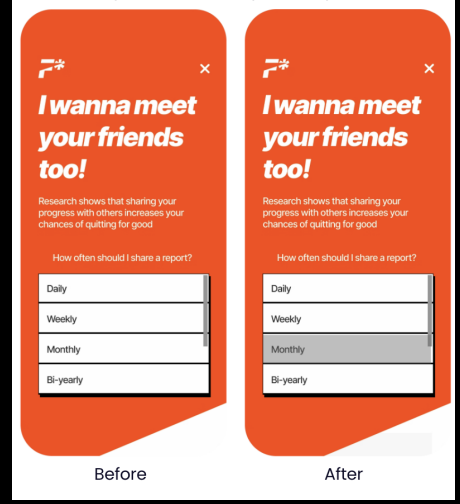
Due to a sev 3 H2 violation we removed the text in the red box below. It was unnecessary and confusing



Due to sev 3 H3 and sev 3 H7 violations we added the Edit my preferences button where user can change habit and other preferences



Due to a sev 4 H1 violation we added a place grey box over the user's selection of report frequency so they can see what option they clicked



Values in Design

Encoded Values

Personalization

We value the uniqueness of each individual and the importance of tailoring solutions to their specific needs and preferences. We **acknowledge that one size does not fit all** in the context of breaking bad habits.

Empowerment

We hope to empower users to take control of their lives and make healthier choices. We emphasize that **individuals have the capacity to change and improve**, and we provide the tools and support necessary to facilitate this transformation.

Inclusion

This value signifies our commitment to making the app **accessible and beneficial to all individuals**, regardless of their backgrounds or circumstances. The app is designed with accessibility in mind, making it usable for individuals with disabilities.

How are these values embedded in specific design features?

Personalization

- **Individualized Input:** Users begin by inputting a variety of personal information into the app, including details about their behaviors and interests. This information helps the app understand the user's unique profile and preferences.
- **Feedback and Reflection:** After each alternative activity, users have the opportunity to rate and review their experiences. They can provide insights into how they felt before and after, the strength of the urge, and how much they enjoyed the activity. This feedback is valuable for refining recommendations and tracking improvements.

- **Identifying Personalized Solutions:** When a user feels the urge to engage in a particular bad habit or behavior they want to break, they can enter this information into the app. The app then processes this data and uses the user's profile to provide specific alternatives to the problematic behavior.

Empowerment

- **Support Network:** The app encourages users to improve and share their progress with a personalized local network of their choice.
- **Goal Setting:** The app enables users to set specific and achievable goals for themselves. These include reducing the frequency of a habit, quitting it entirely, or achieving a certain milestone.
- **Encouraging Language :** Our app knows that no one is 'bad' or 'wrong' for their bad habits. Negative language or criticism are avoided in our instruction and messaging. We recognize we can't change you, but we can make you aware of who you are.

Inclusion

- **User-Friendly Accessibility:** This app implements features like screen readers, alternative text for images, and adjustable font sizes to accommodate a broad range of users.
- **Customizable Profiles:** Allow users to create profiles that reflect their individual identities and preferences. This customization promotes a sense of belonging and inclusivity.
- **User Support and Resources:** This app provides alternatives with resources and support for users with different needs or challenges. This could include information or links to organizations that specialize in specific conditions or behaviors.

Value Conflicts

Personalization vs Inclusion

The app faces a conflict between personalization and inclusion. While personalization tailors content to individual preferences, this may hinder inclusivity as niche interests could exclude some users. A potential resolution could involve offering user customization options and ensuring personalized content remains respectful and sensitive to diverse users' backgrounds and experiences.

Empowerment vs Personalization

Balancing personalization and user empowerment is critical. While personalized recommendations engage users, they can limit choices and, in turn, empowerment. To resolve this, the app should find a middle ground, offering personalization while allowing users to customize their experience and access a variety of alternatives, preserving their empowerment.

Final Prototype Implementation

Tools used

Figma

Pros:

- Set up for prototyping and design
- Collaborative platform
- Easy, accessible creation of elements, shapes, and colors

Cons:

- Not scaled for super complex design: operations slow down, and strong internet connection required

- Learning curve to navigating the platform: lots of complex elements and operations that require a deep knowledge base

Icon Noir

Pros:

- A sleek and modern image library, which connects with our app's design values
- Consistent design and theme in icons and images which adds cohesion

Cons:

- Limited customization of the simple icons
- All icons were static and didn't support any animated processes

Supabase

Pros:

- It provides a user-friendly interface and straightforward setup, making it relatively easy to use
- Offers real-time subscriptions, allowing you to listen to database changes instantly
- It integrates well with various frontend frameworks and tools, providing flexibility in development.

Cons:

- As a newer platform compared to others like Firebase, there is less information and communities online

Wizard of Oz Techniques

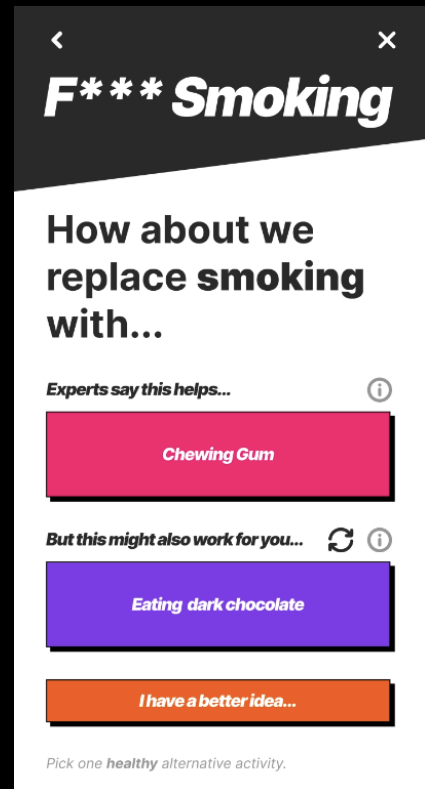
In developing our app, we employed a mix of hard-coded elements and Wizard of Oz techniques to simulate a more advanced system.

For more dynamic aspects, we used **Wizard of Oz** techniques. The most significant feature in our project that utilizes this method is the **addiction replacement screen**. The adoption of the Wizard of Oz technique for our addiction replacement screen is driven by two main reasons:

Firstly, creating an automated system that offers truly effective, research-based recommendations is a complex endeavor. It requires extensive research and data analysis to understand a broad spectrum of addictive behaviors and to identify appropriate, scientifically proven replacement activities. This task involves an in-depth exploration of psychological studies, user behavior analytics, and potentially the use of machine learning algorithms to customize suggestions for each user.

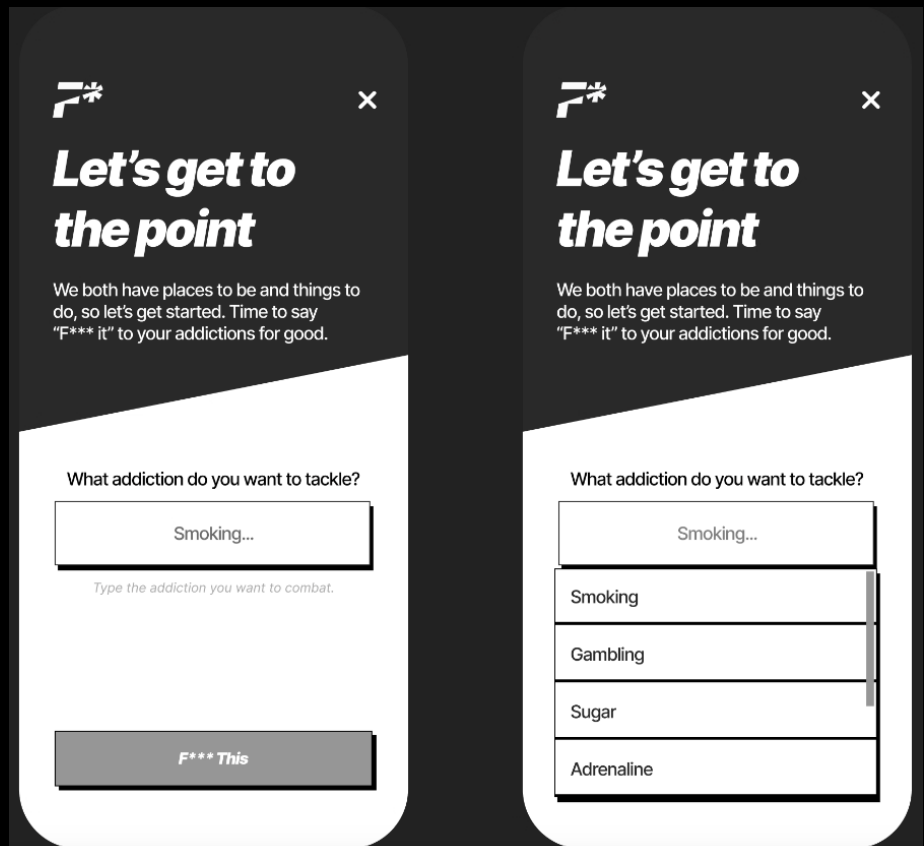
Secondly, the manual operation of the recommendations enables us to quickly prototype and experiment with different strategies to determine the most effective ones for our users. This direct feedback is crucial for enhancing our understanding of which activities are most beneficial for various types of addictive behaviors. It facilitates rapid iteration and improvement of our system, bypassing the immediate need for a fully developed technological infrastructure.

Similarly, the feature of **sending reports** to accountability partners was also a Wizard of Oz technique. Although it seemed like an automated part of the app, the process was manually handled by our team, creating an illusion of a fully functional automated system. These methods allowed us to test user interactions and app functionalities without fully developing every feature, providing valuable insights for future development.



Hard coded aspects

The data concerning interests and addictions was **hard-coded**, meaning users could only select from predefined options without the ability to add new ones. This structured approach ensured a consistent framework for analyzing user behavior. In addition, this choice was made due to the challenge associated with offering alternatives for a wide array of bad habits and addictions. Developing a system that can offer personalized and effective alternatives for a broader range of bad habits and addictions would require a vast amount of research to understand each addiction thoroughly, the development of a more sophisticated algorithm capable of handling a wider array of behaviors, and a substantial amount of testing to ensure the effectiveness of the recommendations.



Reflection & Next Steps

Learnings

Design thinking process: There were 3 main learning that arose from going through the steps of this process.

1. Needfinding:

- a. We learned that true needfinding requires getting out of our comfort zone and pushing beyond the realm of people in our immediate circles at Stanford. Having this be one of the requirements was painful in the beginning but very beneficial in the end. We were forced to interview all sorts of people, break down initial barriers and awkwardness and get to the very insightful nuggets. Understanding how to convert a person you walk past on the street into a very thoughtful conversation and interview is an extremely useful skill. We have not mastered or perfected it but have merely had our eyes opened to its existence and power. We are all looking forward to working on this skill in the future.
2. Low-fi prototype and quick iteration
 - a. Contrary to prior belief, we learned that a paper and pen is all you really need to validate the large and essential questions around a proposed solution. After finding a need and potential solutions we wanted to focus on we were skeptical about how much we could really learn from a paper and pen sketch. However as soon as we started our prototype interviews it was clear we had much to learn. Astute observation of the interviewee and thoughtful questions were all we needed to understand if our proposed solution and initial conceptions of it really got to the heart of the need. Quickly and with low effort, we understood what elements were truly critical when building out the med-fi prototype.
 3. Prioritization of tasks and efficiency of building high-fi prototype
 - a. We learned that having clarity on what we were building and well thought out designs led to a quick and efficient building process of a high-fi prototype. The task of coding up an app in just two weeks amidst end of quarter work for other classes seemed rather daunting. However the defined scope of the tasks and beautifully designed med-fi prototype relieved this stress quickly. It is clear that putting time, thought and effort into the steps before starting to code pays off.

2. Studio Theme: We were all attracted to the unintentional good studio theme because we recognized that people are too busy or lazy to make all the changes they want to make in their lives. The idea of helping people improve some aspect of their life with little effort was really appealing and present in our minds during needfinding. This was the motivation behind our initial idea, helping you talk to friends and family while you already were walking and had free time to fill. F*** This on the other hand is more about intentional rather than unintentional good. Reflecting on the two pivots before

our final idea, we learned that unintentional good is quite a challenging thing to achieve when designing an app. If the thing a person wants to change isn't a big enough need for them to actually go change it, then building an app for their aspiration was not going to be high impact enough.

3. Our project: Our biggest learning within our project space was around replacement therapy for addictions. As part of the design process we conducted research on the other apps for breaking habits and addictions. We found that all of them were geared towards streak tracking or community and support oriented. We wanted to differentiate ourselves from these other apps and started researching ways to help people get rid of addictions. This is when we discovered replacement therapy and decided to make it the core of our value prop. We recognize that replacement therapy wouldn't work for all addictions or bad habits but has been a proven solution for some of them (ex chewing gum every time an ex-smoker has a craving). Further testing of our app and user adoption would be required to see if our hypothesis is really correct.

Future features

The most significant area for future development would be replacing the Wizard of Oz techniques for the addiction replacement screen with research-backed recommendations. We would develop an AI-driven recommendation system that analyzes user data, understands their specific addiction patterns, their preferred activities, and their interests, and suggests scientifically proven replacement activities. This system would involve integrating machine learning algorithms and a vast database of psychological research to offer personalized and effective suggestions.

Another feature we would like to automate would be creating and sending reports to accountability partners based on the user's preferences. Implementing an automated system would ensure timely and consistent updates, enhancing the app's reliability and user trust, as well as decrease the effort required by the user to keep their friends updated on their progress.

Finally, based on the feedback from the heuristic evaluation and recognizing the critical aspect of relapse in the journey of overcoming addictions, we understand the necessity of incorporating a feature to log relapse activities in our app. While this feature was initially excluded due to its complexity and the limited scope of our three primary tasks, it is undoubtedly a significant area for future development. With more time, we would integrate a dedicated section in the app specifically for users to record

any relapse incidents. This feature would not only track these events but also provide supportive feedback and encouragement, crucial for maintaining motivation and resilience. By doing so, the app would align more closely with the real-world experiences of individuals battling addictions. It would offer a more comprehensive and empathetic approach, acknowledging that relapses are a part of the recovery process. Additionally, this feature could be enhanced with personalized suggestions for coping strategies and resources, further supporting users in their journey. The integration of this feature would mark a significant step towards making our app a more holistic and supportive tool in the realm of addiction recovery.

Final Remarks

Thank you for coming on the tumultuous journey of F*** This. There were tears, there were laughs and there were final sighs of relief. Thank you to Professor Landay, and to Nancy, OUR AMAZING CA!