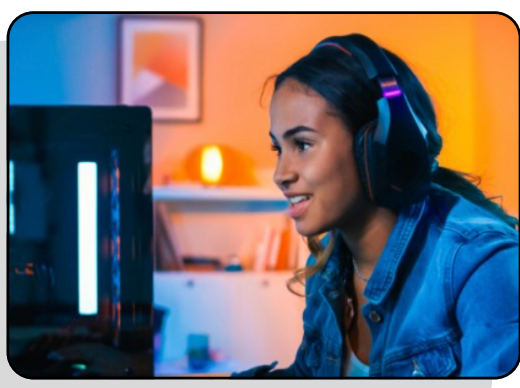


Productivity Pet Process Book

ART 424: UI/UX Design

By: Gwen Knutson

Journey Maps



Hannah Johnson

- Age: 19
- Location: Los Angeles, California
- Occupation: Student and Barista
- School: UCLA
- Income: \$20,000 a year
- Favorite Brands: Stardew Valley, Hello Kitty, Tik Tok

Goals

- Complete her homework on time
- No missing assignments
- Increase GPA

Needs

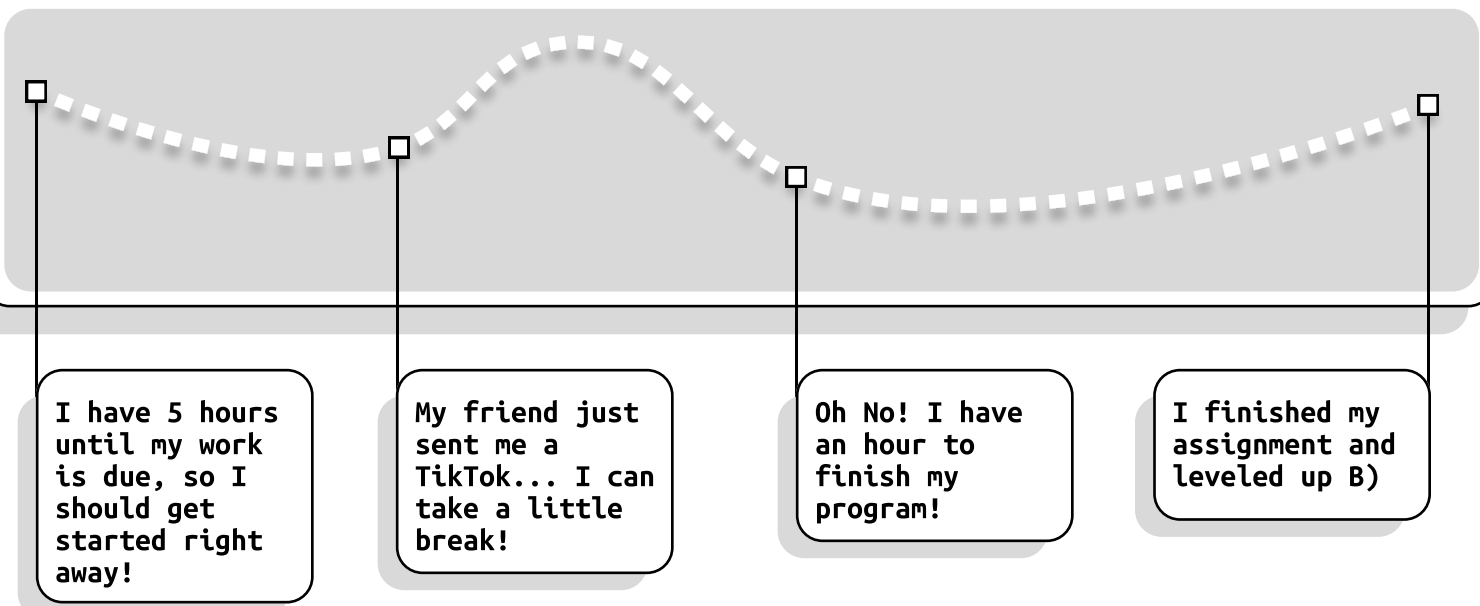
- Beginner-friendly organization
- Something fun (stimulating)
- Calendar function to keep track of schedule

Biography

High school and middle school were a breeze for Jamie. She could put minimum effort into her assignments and never studied, but was always the top of her class. She made it into her dream school, UCLA, and was overwhelmed after her first semester. She barely passed and had no idea how to manage her coursework, especially while working as a barista to support her educational costs. She also often found herself getting sucked into Animal Crossing and TikTok during the time she should have been completing her software engineering homework!

When Jamie did complete assignments, she often put off larger, more difficult assignments. Much of her coursework was completed during the last two weeks of the semester, and she was almost fired from sleeping through shifts!

Emotion Graph



Core Activities

- ❑ Hannah gets a Canvas notification from her professor reminding her that her programming assignment is due at midnight
- Hannah opens app on phone
- Hannah starts homework timer and farms xp for her pet
- Hannah starts coding on her laptop
- Hannah's phone chirps with a TikTok notification
- Hannah opens TikTok
- ❑ Hannah gets a time-sensitive notification from the app asking to engage if she's taking a break
- Hannah opens app and engages
- Hannah continues working
- ❑ Hannah gets fatigued and begins browsing Reddit on her desktop, but leaves the Homework timer running
- Hannah gets a notification from her lab partner asking if she submitted her assignment
- Hannah goes back to her computer and continues to write her code
- Hannah finishes her code and submits via canvas
- Hannah gets a notification from app detailing her submission completion xp total
- Hannah levels up her homework pet and goes to bed

Inception

- ❑ Hannah gets a Canvas notification from her professor reminding her that her programming assignment is due at midnight

Pain Points

- ❑ Hannah leaves the app and engages with distractions on another device while still farming homework creature xp

Opportunities

- ❑ If Hannah has Apple products, engaging with a focus mode to prevent distracting notifications across devices could help keep her engaged in addition to push notifs

Activity Impact

Going forward Laura would be my primary persona, although Hannah provided interesting insight on the distraction contribution of procrastination. I felt that Hannah also made me think about how people may cheat the system with this app, but these anti-cheating measures would be better implemented in the future 2.0 version.

Journey Maps



Laura Kingston

- Age: 15
- Location: Des Moines, Iowa
- Occupation: Student
- School: Carlton Prep
- Income: None
- Favorite Brands: Tilly's, PlayStation, Instagram

Goals

- Complete her homework on time
- complete personal tasks/goals
- Decrease number of anxiety attacks

Needs

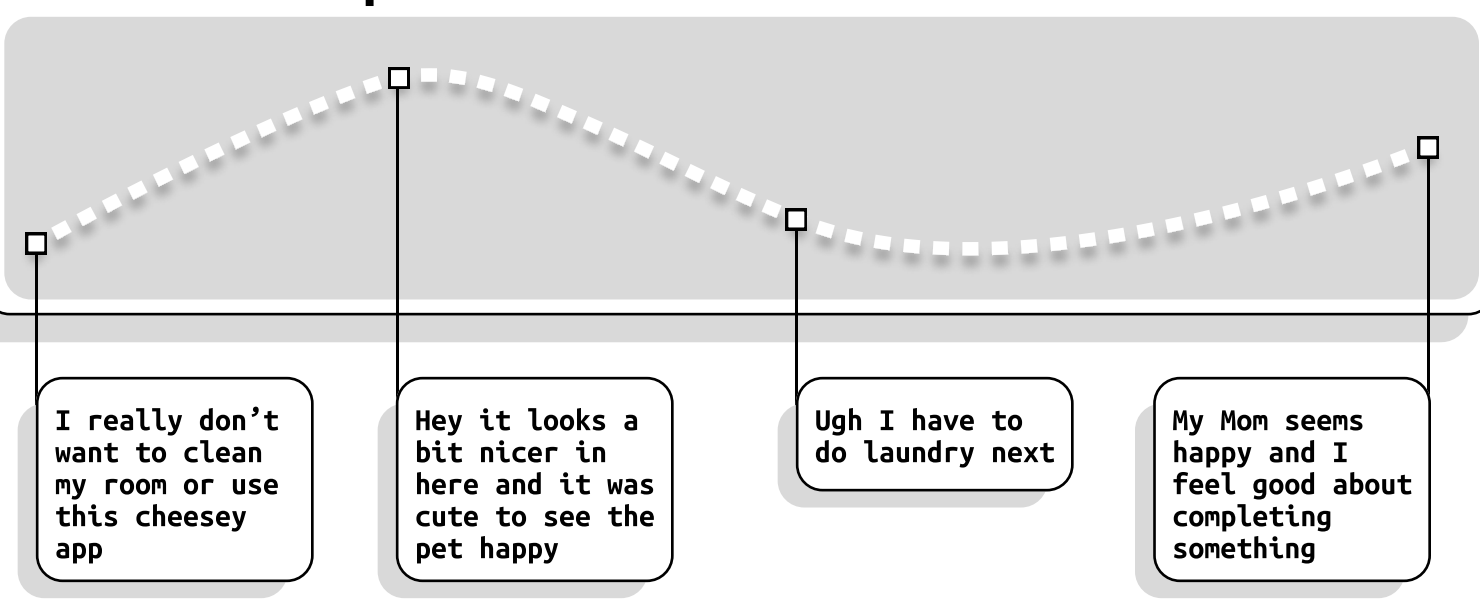
- Something fun (stimulating)
- Set daily personal tasks/goals
- activity history

Biography

Laura's been struggling with her recent move to Des Moines. She can't make friends, and her depression and anxiety is making it difficult to complete homework and take care of herself. Nothing feels fun for her anymore, and she misses her friends from the skate parks of Portland, Oregon. Laura is sick of her lame teachers assigning homework and has been resistant to traditional worksheets assigned by teachers to help students.

She is working with her therapist to find a way to complete tasks for school and small personal goals, but she is having difficulty implementing these strategies outside of therapy sessions. She also has difficulty recalling how different days went for her, and what she got done each day.

Emotion Graph



Core Activities

- ❑ Laura gets yelled at by her mom to clean her room, and her mom urges her to use the app her therapist suggested
- Laura opens the app
- Her therapist has helped her create cleaning subtasks that make cleaning her room feel like less of a challenge, so Laura starts with the garbage task
- Laura picks up the garbage
- Laura goes back into the app to mark the subtask as complete
- Laura gets instant xp points for completing the task
- Laura realizes it wasn't so bad, and moves on to the next task: laundry
- ❑ Laura hates doing laundry and doesn't want to do it
- ❑ Laura decides to lay down for a break
- Laura opens her phone to go on Instagram and gets a notification to keep her on task
- ❑ Laura really doesn't want to do the laundry, so she ignores the app notification
- The app stops the timer and stops clocking xp
- Her mom comes in her room and looks at her progress
- Laura's mom is proud of Laura for trying and Laura is still granted xp for the tasks that were completed

Inception

- ❑ Laura gets yelled at by her mom to clean her room, and her mom urges her to use the app her therapist suggested

Pain Points

- ❑ Tasks may have resentment by Laura are ignored
- ❑ Laura may have resentment towards something supported by her parents and mentors, and is less likely to use it

Opportunities

- ❑ Timing and rewarding breaks may make users more likely to take a break then return to the tasks without getting overly distracted
- ❑ Allowing users to mark tasks as disliked could make them more desirable by increasing the xp associated with the task

Activity Impact

Going forward Laura would be my primary persona, and the emotion graph and core activities were extremely impactful in my implementation and creation of the homework timer and goal setting features of my app. Laura's journey made me realize the difficulty of starting a task, and helped me decide which route to go towards during feature creation.

Value Canvas

Partners

- Mental Health Counselors
- Teachers
- Canvas
- Google Classroom

Activities

- Schedule Planner
- Assignment Import
- Upgrade Pet
- Homework Timer
- Friend Status Feed

Resources

- Developers
- Designers
- Educators
- School Counselors
- Cognitive Psychologists

Value Proposition

- Improve productivity at school, work, and home
- Decrease procrastination and anxiety through positive reinforcement
- Aid in organization of tasks to decrease stress

Relationship

- Push Notifications Reminders
- User analytics
- User feedback

Channels

- Mobile app
- Desktop app
- Website
- Browser extension

Segments

- Educators
- Students
- Gen Z workforce
- Therapists

Activity Impact

This activity, similar to the Affinity map, helped me brainstorm many potential avenues instead of immediately continuing down a single, narrow, idea. This activity was also interesting because if I had the time, money, and resources, it would be interesting to deeper explore the connections between the outlined segments, resources, and partners to improve my app's functionality and concept.

SWOT

Strengths

- Instant gratification
- Provides intuitive organization
- Gamifying work, making tasks fun

Weaknesses

- Requires routine use for user success
- Customizability
- Many become more of a distraction than aid

Opportunities

- Can be used for other tasks besides school work, multi-functionality
- Link to socials for friendly competition/irl support

Threats

- Established competitors (Notion, Google Calendar, Canvas Dashboard)
- Canvas Compatibility

PEST

Political

- Mental Health Stigmas
- User data/cookies
- Partnering with companies such as Canvas
- Partnering with public schools (federal regulations)

Economic

- Site/server maintenance
- Monetization: ads? Pay to win? Premium? DLC?

Social

- Adding social support can create an active community
- Maintaining a positive community
- Mental health stigmas

Technological

- Increase in popularity strains small server
- Maintaining Canvas compatibility

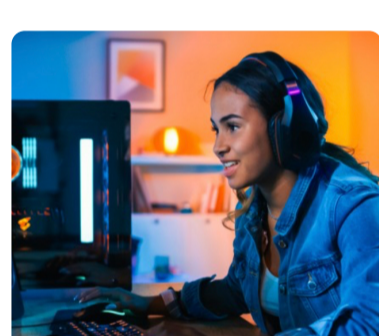
Activity Impact

I found the SWOT more impactful than the PEST for my app. It was important to realize that my app had the potential to become more distracting, and that my app was not just limited to school/work productivity and could be used for other areas in life.

Personas

Hannah Johnson

- Age: 19
- Location: Los Angeles, California
- Occupation: Student and Barista
- School: UCLA
- Income: \$20,000 a year
- Favorite Brands: Stardew Valley, Hello Kitty, Tik Tok



Personality

- Introvert Extrovert
- Thinking Feeling
- Reserved Adventurous
- Nervous Confident
- Passive Active

Biography

High school and middle school were a breeze for Jamie. She could put minimum effort into her assignments and never studied, but was always the top of her class. She made it into her dream school, UCLA, and was overwhelmed after her first semester. She barely passed and had no idea how to manage her coursework, especially while working as a barista to support her educational costs. She also often found herself getting sucked into Animal Crossing and TikTok during the time she should have been completing her software engineering homework!

When Jamie did complete assignments, she often put off larger, more difficult assignments. Much of her coursework was completed during the last two weeks of the semester, and she was almost fired from sleeping through shifts!

Frustrations

- Difficulty keeping track of and managing assignments
- Organizing tasks by priority
- Missing work shifts due to oversleeping during all-nighters

When Jamie did complete assignments, she often put off larger, more difficult assignments. Much of her coursework was completed during the last two weeks of the semester, and she was almost fired from sleeping through shifts!

Needs

- Beginner-friendly organization
- Something fun (stimulating)
- Calendar function to keep track of schedule

Goals

- Complete her homework on time
- No missing assignments
- Increase GPA

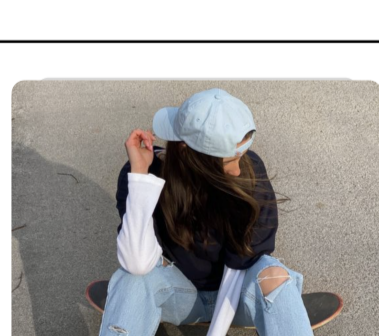
Activity Impact

Hannah's persona focuses on the distraction and lack of organization considered in procrastination. Further insight on Hannah would be helpful in providing a sort filter for goals based on urgency and importance in the 2.0 version.

Personas

Laura Kingston

- Age: 15
- Location: Des Moines, Iowa
- Occupation: Student
- School: Carlton Prep
- Income: None
- Favorite Brands: Tilly's, PlayStation, Instagram



Personality

- Introvert Extrovert
- Thinking Feeling
- Reserved Adventurous
- Nervous Confident
- Passive Active

Biography

Laura's been struggling with her recent move to Des Moines. She can't make friends, and her depression and anxiety is making it difficult to complete homework and take care of herself. Nothing feels fun for her anymore, and she misses her friends from the skate parks of Portland, Oregon. Laura is sick of her lame teachers assigning homework and has been resistant to traditional worksheets assigned by teachers to help students.

She is working with her therapist to find a way to complete tasks for school and small personal goals, but she is having difficult implementing these strategies outside of therapy sessions. She also has difficulty recalling how different days went for her, and what she got done each day.

Frustrations

- No motivation for completing assignments
- Difficulty making friends
- Battling anxiety

She is working with her therapist to find a way to complete tasks for school and small personal goals, but she is having difficult implementing these strategies outside of therapy sessions. She also has difficulty recalling how different days went for her, and what she got done each day.

Needs

- Something fun (stimulating)
- Set daily personal tasks/goals
- activity history

Goals

- Complete her homework on time
- complete personal tasks/goals
- Decrease number of anxiety attacks

Activity Impact

Laura's persona focuses on the mental health issues that contribute to procrastination and decreased productivity. Laura's persona helped open the scope of the concept and the definition of productivity, focusing on the use of the app for personal tasks instead of or in addition to work-related tasks.

Affinity Map

Rewards Features

RNG completion prizes

Daily check-in reward

points rewarded per minute

Eat-the-frog: more points for less enjoyable tasks

RNG time-based events that double points

Planning and Scheduling Features

Homework timer prevents phone use

Assignment Reminders

Links to do not disturb while working to prevent distractions

Day scheduling feature

AI scheduling for most production possible

Motivational Features

Push notifications to incite productivity

AI chat with pet feature for emotional support

Anon chats with others based on subject

Activity Impact

This activity helped me ideate features that would support my concept. I think that it was helpful to disregard timeline, current-day modern technology, and my ability to create and implement these features so that I didn't shoot down ideas or limit myself while exploring various avenues.

Problem Statement

What:

Difficult and disliked tasks are often swept under the rug and ignored completely.

Who:

Individuals who struggle with mental health and have tendencies to procrastinate such as Laura.

Where:

Happens wherever individuals are attempting to complete a difficult task. For Laura's experience, in her room.

When:

Occurs when individuals get frustrated, overwhelmed, or when they face a task they despise. In Laura's case, when she attempted to do Laundry, her most-hated chore.

Why:

Individuals get discouraged when they perceive a task to be difficult or annoying to complete: when the emotional cost outweighs the reward.

Problem Context:

Laura is unable to complete her personal tasks of cleaning her room due to her lack of motivation caused by her anxiety and dislike of the task at hand.

Affected People:

Teenage students such as Laura

Impact:

Laura's failure to complete her task may further diminish her self-esteem and motivation, feeding her anxiety, creating a cycle that makes similar tasks more difficult to complete.

Problem Statement

Many high-school and college-aged students today struggle with debilitating anxiety and depression that decreases productivity motivation and increases procrastination. This procrastination strikes when students are overwhelmed, frustrated, or dislike the task at hand, leading to missing assignments and incomplete tasks. Failure to complete tasks can further diminish self-esteem and simultaneously increase anxiety and procrastination.

IRL pets have been shown to increase self-esteem and motivation. By combining the benefits of caring for another being, even fictional, with the completion of personal tasks and assignments could create a symbiotic relationship that encourages productivity and improves mental well-being while reducing procrastination.

Activity Impact

This activity helped me define my audience, my app's purpose, and my app's concept. This problem statement acted as the guiding conceptual framework for prototype testing and development.

Story Map

Problem

A productivity pet that helps users stay focused and organized with tasks

Features

Launch

Productive Idle

- Start timer (button)
- Stop timer (button)
- Assignment Finished (checkbox)
- Points accumulated (counter)
- mark as "frog" (button)

Assignments

- delete assignment (button)
- event details (input)
- to-do list (checkbox)
- add assignment (button)
- assignment details (input)

Rewards

- buy item (button)
- equip item (button)
- unequip item (button)
- wallet (counter)

Calendar

Release 2.0

Productive Idle

- toggle break (button)

Assignments

- import from Canvas (button)
- link external assignment (input)
- external canvas link (button)

Rewards

- rng lootbox every 10 submissions (button)

Calendar

- add event (button)
- delete event (button)
- edit event (button)
- event details (input)

Release 3.0

Productive Idle

- do not disturb (button)

Assignments

- mark priority (button)

Rewards

- power-ups (button)

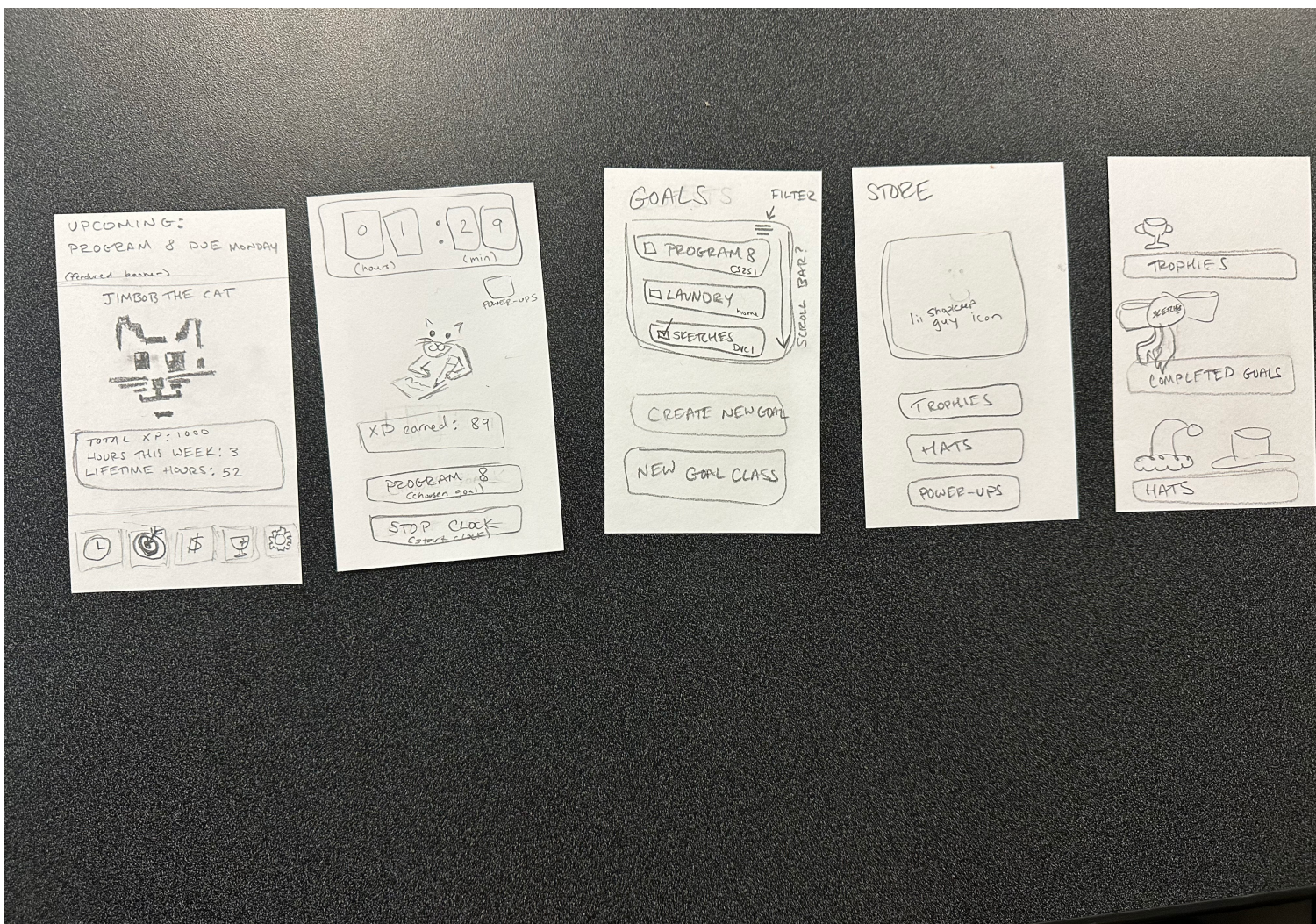
Calendar

- AI scheduler (button)

Activity Impact

This activity helped me decide which features to include in my mockups, and helped direct me towards a realistic project scope. I think it's easy to want every feature imaginable during the ideation phase, so this helped me decide what was both feasible to create and essential to my concept.

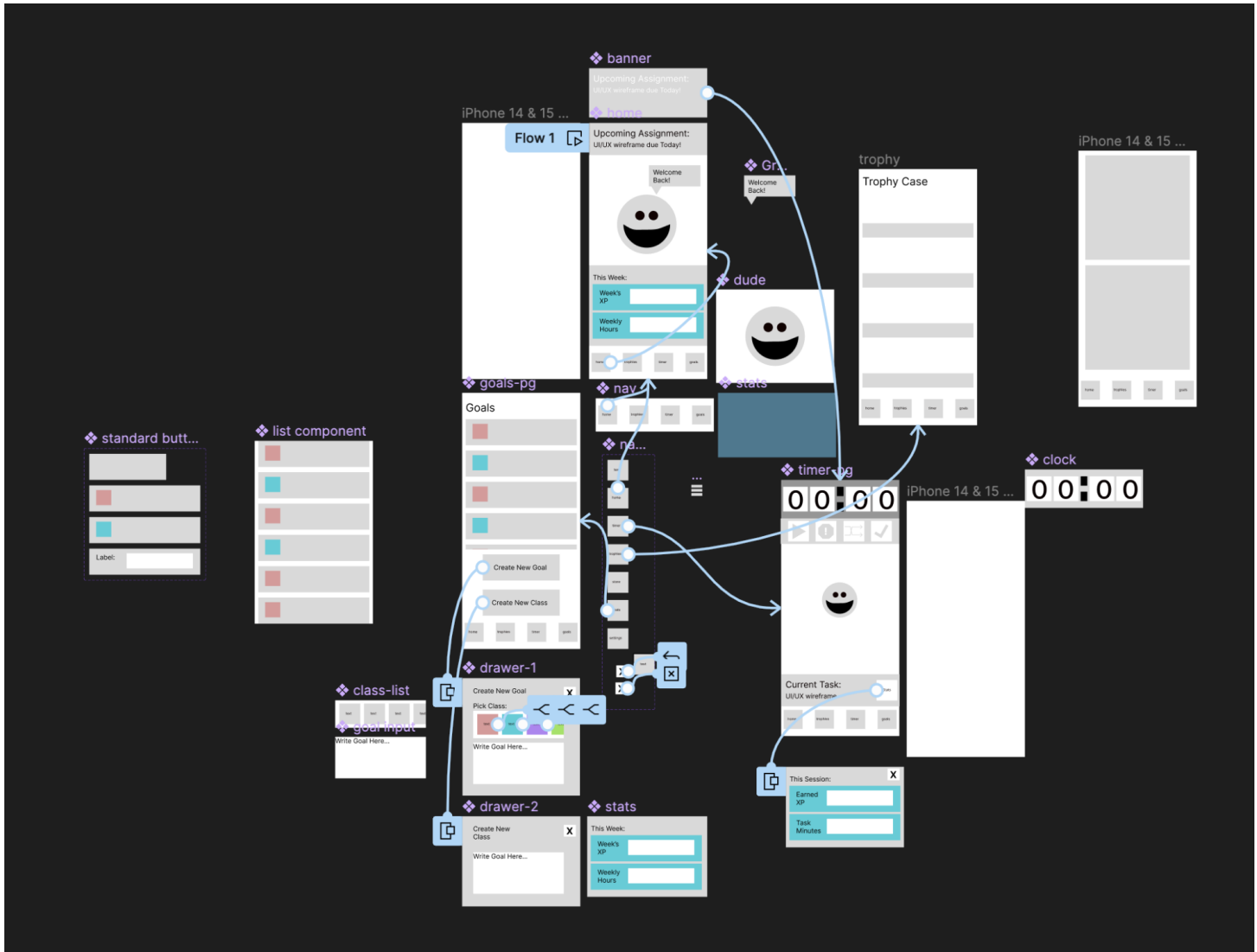
Lo-fi Paper Prototype



Activity Impact

This activity helped provide the general structure for my wireframe and helped me make a decision on what features should be included in my app's 1.0 version.

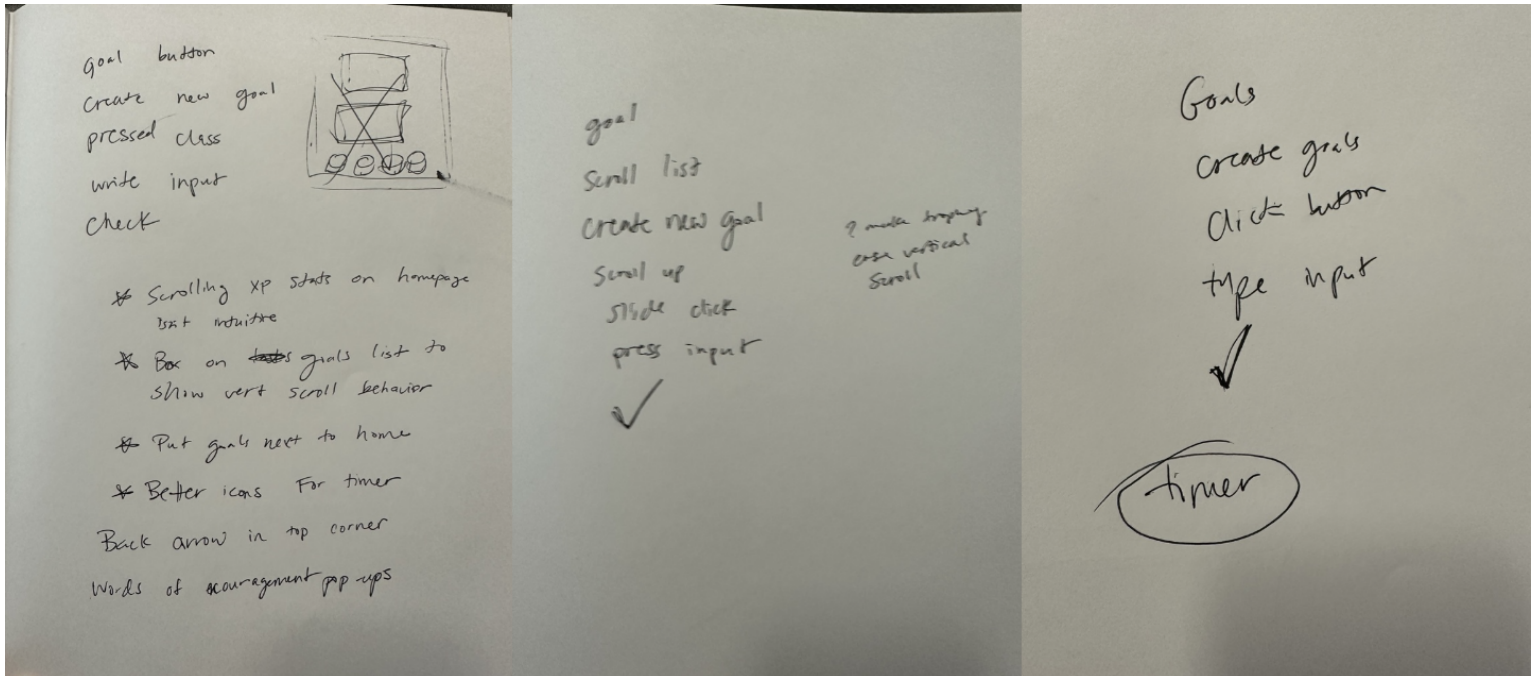
Wireframe



Activity Impact

This activity helped me create the basic interactivity and layout required to further design my app. It acted as the foundation for my increasingly detailed iterations.

Think Aloud



Activity Impact

This activity gave me the chance to watch and record a user attempting to complete a task, which was to create a goal with my app. It was valuable to see where and if people were getting confused, since as the creator of this app everything is straightforward and makes sense to me. It was also great to get feedback from my classmates to make the app easier to use, such as by creating better icons and re-organizing the nav.

Heuristic Evaluation

1. issues: change hierarchy of nav list so goals is second, xp scroll bar on homepage recommendations: main nav icons should change in some way when active, change scroll bar location on home so it's more visible
2. issues: confusing language: goal vs task? recommendations: pick a single word to move forward with pros: otherwise no issues, icons and skeuomorphic trophy case work well
3. issues: none currently pros: everything has an exit/check
4. issues: goal vs task verbiage recommendations: pick a single word to move forward with pros: no issues, follows conventions
5. recommendations: alert when no goals are set, motivate user to create goals, no user input for goals means nothing added to goal list
6. recommendations: put xp amount on trophy case page for trophy purchase motivation pros: main nav always visible
7. recommendations: swap banner with current task on home page if timer is running pros: hidden shortcuts work well for pros (banner, timer)
8. recommendations: none at this point pros: minimal layout, icons work
9. recommendations: are you sure? to confirm trophy purchases, goal deletion, etc
10. recommendations: faq/help page in nav?

Activity Impact

This activity helped me take a step back to look at what design flaws were causing confusion and inconsistency while using my app. The most important issues that I fixed in the hi-fi was the nav hierarchy to provide a more intuitive experience, and utilizing consistent language throughout the app.

Desirability Study

# of Responses	Positive Attribute
3	Creative
3	Friendly
2	Approachable
2	Fun
2	Nostalgic
1	Easy to Use
1	Motivating
1	Understandable
1	Useful

# of Responses	Negative Attribute
4	Complex
3	Difficult to use
3	Distracting
1	Boring
1	Poor Quality
1	Sterile
1	Time-consuming
1	Unapproachable
1	Undesirable

Activity Impact

This activity helped me realize the complexity of my app, but also was validating in viewing that the creative and friendly attributes that I wanted to shine through were apparent. This test may not have been 100% accurate since my app was in a weird in between stage of hi-fi and low-fi that lacked consistency, but proved that a tutorial in a 2.0 version may be beneficial.

SUS

Q#	Test 1	Test 2	Test 3
1	4	4	4
2	2	2	3
3	4	3	4
4	1	1	2
5	4	4	4
6	1	2	2
7	4	4	4
8	1	2	2
9	5	4	4
10	1	2	1
	87.5%	75%	75%

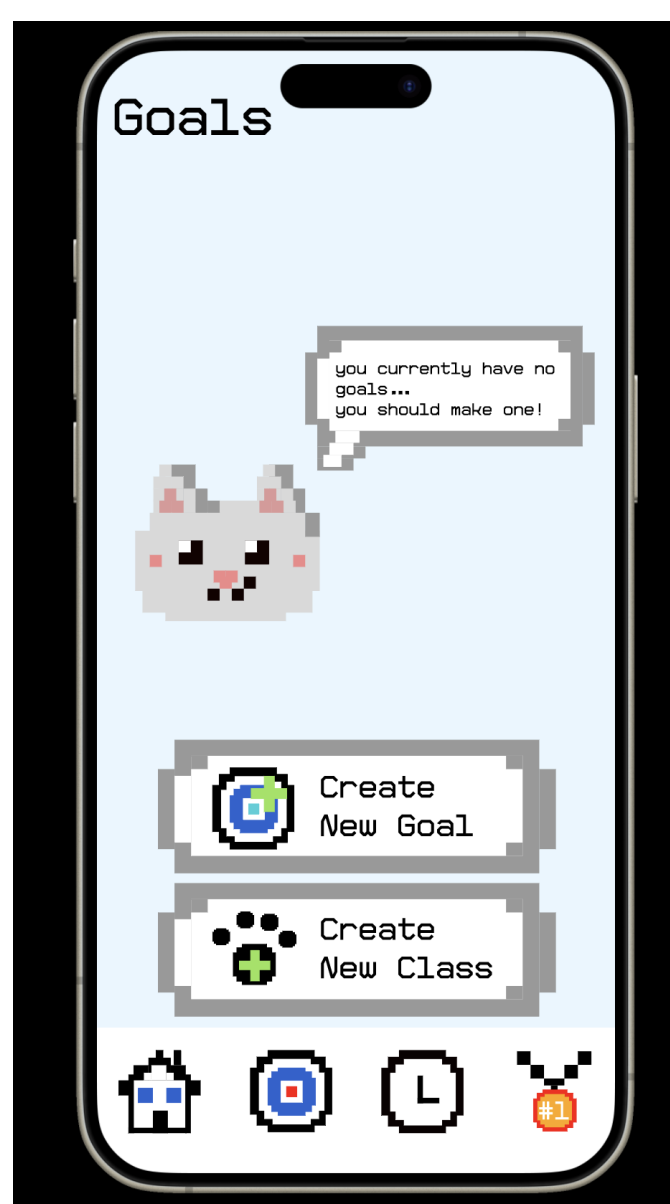
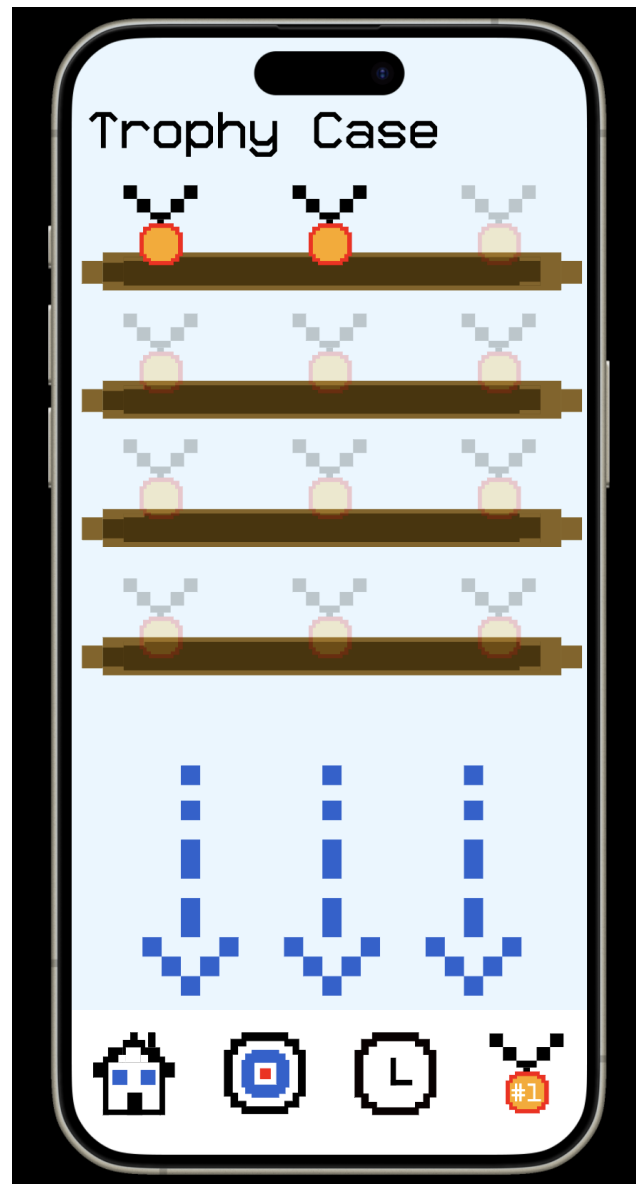
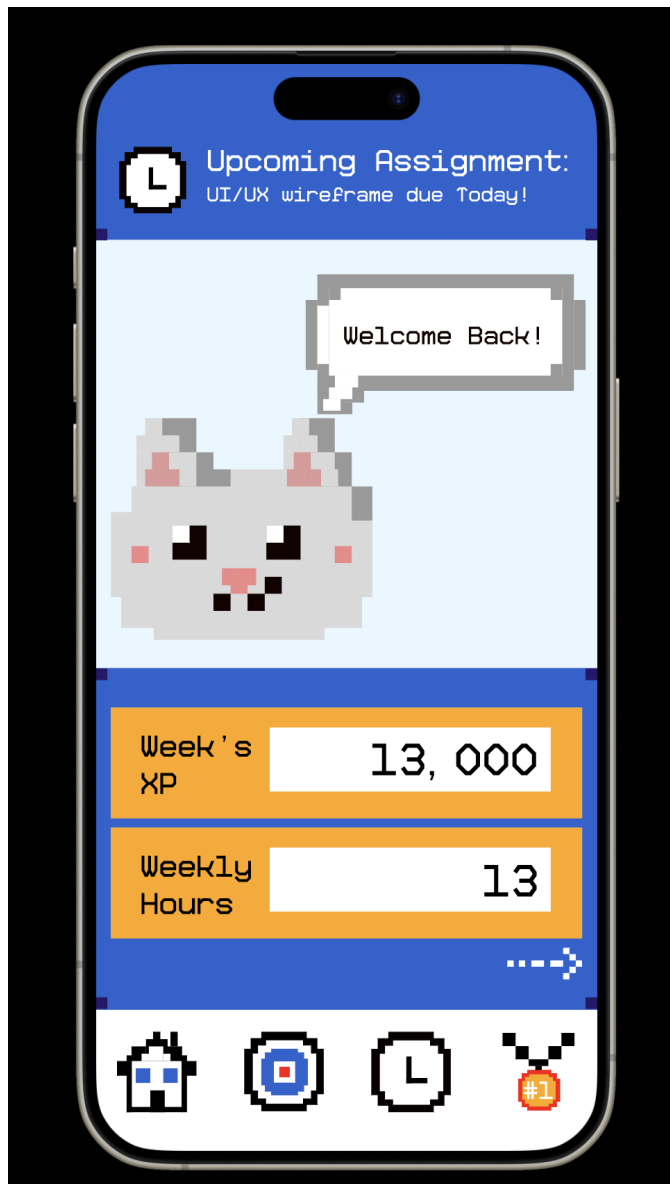
Average: 79.17%

Activity Impact

This activity provided me with feedback from users on the usability of my app. My app's average score was a B, and is considered above average from a usability standpoint. Because I only tested three users who may or may not be my target market and have seen my app before, this data may be skewed higher than it should be.

Hi-Fi prototype

[link to interactive prototype -->](#)



Activity Impact

It was amazing to see the app come to life in the hi-fi prototype. It would be awesome to continue adding features in a 2.0 version, such as character animations, adding more unique trophies, getting the motivational messages to work, and creating a working timer.