b4

DIGITAL DESIGN B4 APP

USER TESTING - ALL

Date: Nov 11, 2023

TASKS

NOTEPAD

REFERENCE INTERFACES

00 — INTRODUCTION

You wish to be organised, keeping track of time without being distracted by mindless phone use.

B4 is your daily intention and productivity companion exclusively designed for Jefferson students. It's your power tool for seizing every day with purpose and achieving your goals. With personalised triggers, timely reminders, and an aesthetically captivating reward system, Set, track, and complete intentions on time competing with your friends to receive exciting rewards.

Plan your day by setting intentions for the day every morning, stay on track and complete them, competing with friends with a gamified experience, to earn valuable coupons from your favourite brands. It's your catalyst for personal growth and unwavering success.

It's your partner in conquering procrastination by keeping you on track with a rewarding journey.

01 — LOGIN AND ONBOARDING

A — PERSONALIZING

Task 1: Set up the app for your use after the onboarding process.

EXPLORATION

TRIGGER

B — Notification on mobile throughout the day to set and complete intentions

CONFIDENCE + EASE

Is there something you'd change to improve it?

02 — ACTION

C — ADD INTENTIONS

Task 2: You want to set intentions for the day

EXPLORATION

D — CHECK OFF AN INTENTION

Task 3: You want to check off a completed intention,

EXPLORATION

D — RESCHEDULE AN INTENTION

Task 4: You want to reschedule/edit a intention due

EXPLORATION

D — COMPETE WITH FRIEND

Task 5: You want to compare and smash your friends tower. You want to try adding new friends onto the board too.

03 — REWARD

E — RECEIVE VARIABLE REWARDS

Task 6: You receive reward after completing intention

EXPLORATION

F — REWARDS LIST

TASK 7: You want to check your total rewards won including coupons and bombs

CONFIDENCE + EASE

Is there something you'd change to improve it?

04 — INVESTMENT

I — CHECK PERFORMANCE

TASK 8: You want to check your progress on height reached
You want to look back at intentions that you have completed earlier.

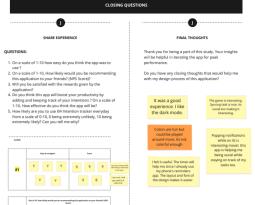CONFIDENCE + EASE

Is there something you'd change to improve it?

05 — CLOSING QUESTIONS

J — SHARE EXPERIENCE

QUESTIONS:

1. On a scale of 1-10 how easy do you think the app was to use ?
2. On a scale of 1-10, How likely would you be recommending this application to your friends? (NPS Score)?
3. Will you be satisfied with the rewards given by the application?
4. Do you think this app will boost your productivity by adding and keeping track of your intentions ? On a scale of 1-10, How effective do you think the app will be?
5. How likely are you to use B4 Intention tracker everyday From a scale of 0-10, 0 being extremely unlikely, 10 being extremely likely? Can you tell me why?

J — FINAL THOUGHTS

Thank you for being a part of this study. Your insights will be helpful in iterating the app for peak performance.

Do you have any closing thoughts that would help me with my design process of this application?

> It was a good experience. I like the dark mode.

> The game is interesting. Syncing task is nice. Its social too making it interesting.

> Colors are fun but could be played around more. Its not colorful enough

> Popping notifications while on IG is interesting move), this app is helping me being social while staying on track of my tasks too.

> I felt it useful. The timer will help me since I already use my phone's reminders app. The layout and font of the design makes it easier.