Evi van der Linden │ 500826338

Ommetje Redesign
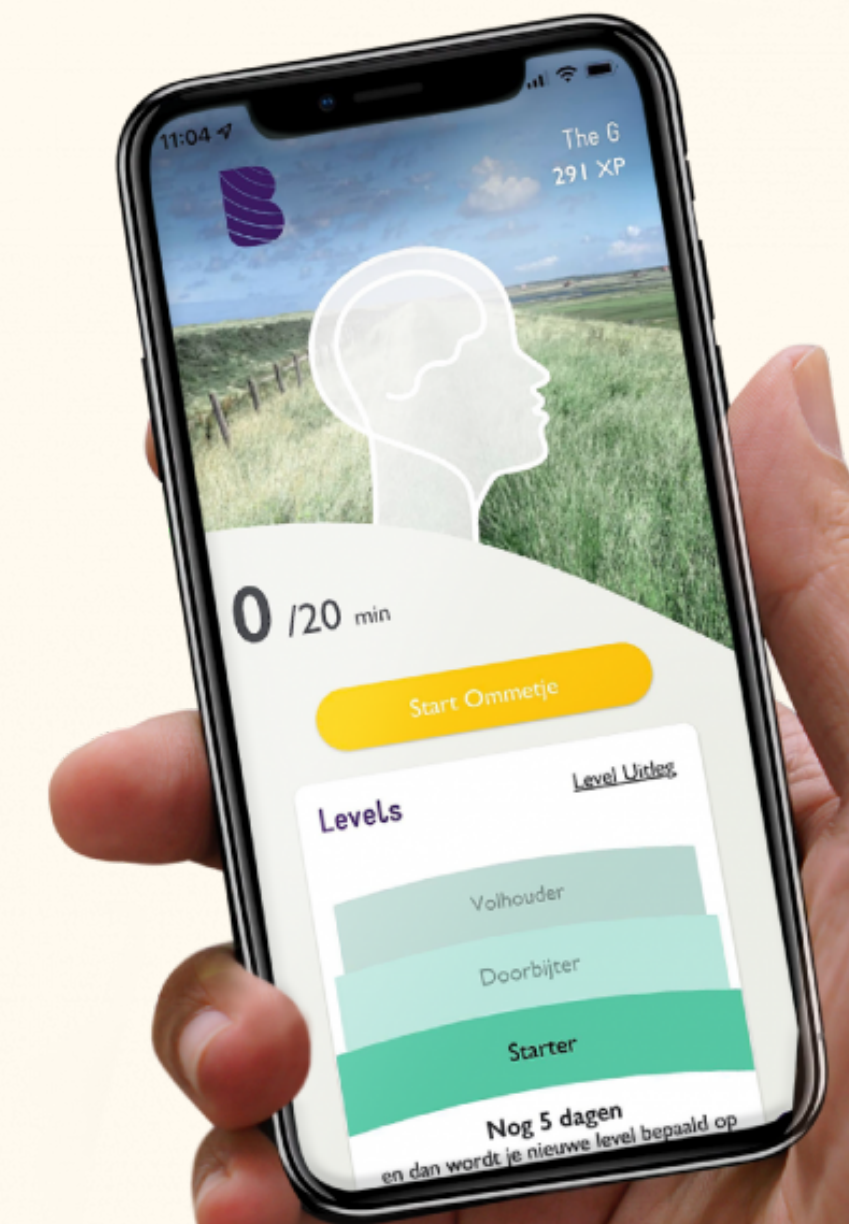
Seductive Design & HCI Mastery

Hersenstichting

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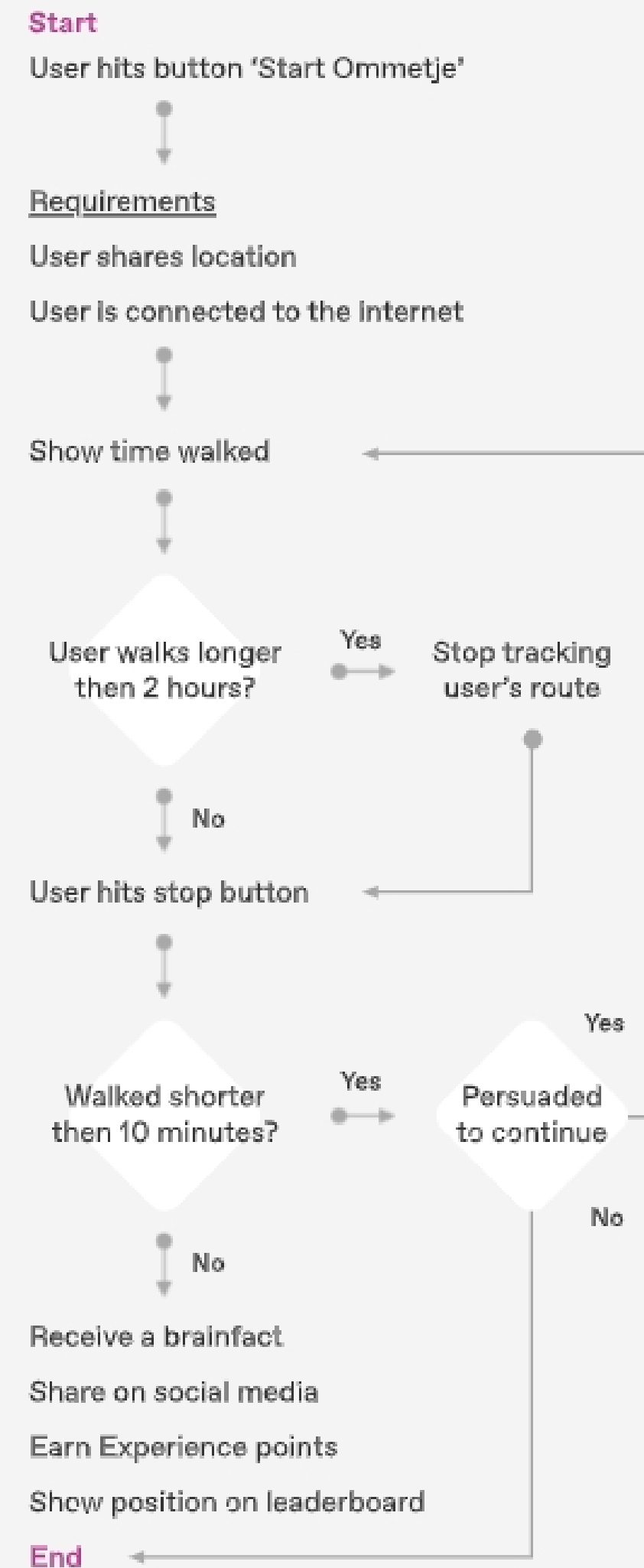
Hersenstichting

Briefing

Ommetje is an app developed by the Dutch Brain Foundation to motivate people to walk for 20 minutes every day. This improves mental health and helps charging your brain.

Currently the number of daily users is decreasing and most of their active users are older than 40. Based on this, they want a redesign for their main action 'Start Ommetje' to attract more daily users under 40.

Main business goals

- Actively expand daily user base under 40.
- Users have to find the app exciting and innovative.
- Persuading users to donate to Hersenstichting
- Persuade users to finish their 20 minute walk.
- The experience of the app feels like a personal trainer.

Current user flow

Start
User hits button 'Start Ommetje'

Requirements
User shares location
User is connected to the internet

Show time walked

User walks longer then 2 hours? — Yes → Stop tracking user's route

No

User hits stop button

Walked shorter then 10 minutes? — Yes → Persuaded to continue

Yes

No

Receive a brainfact
Share on social media
Earn Experience points
Show position on leaderboard
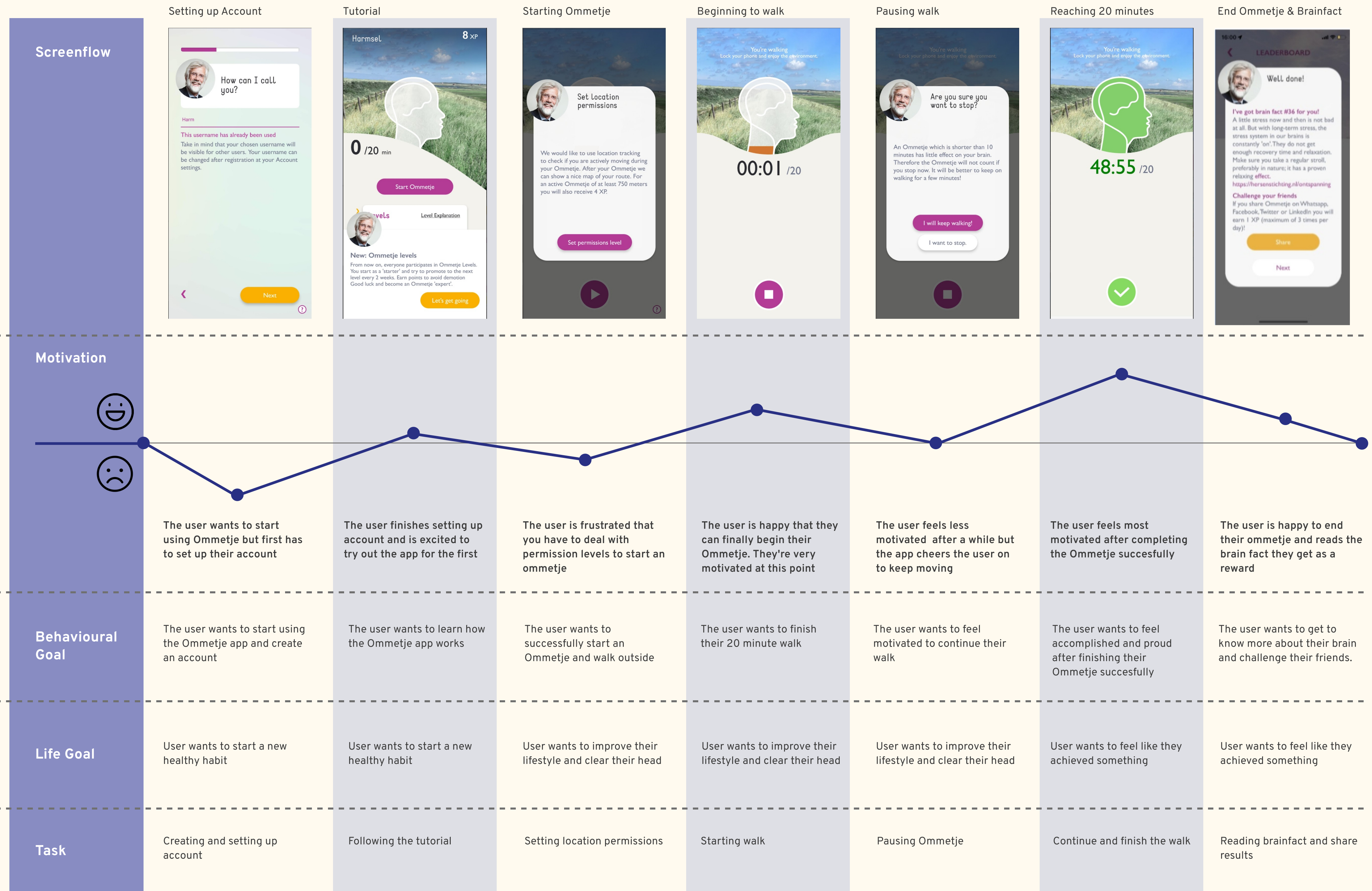**End**

This is the current flow of the main action 'start ommetje'. For the redesign the flow will be adjusted to fulfill the business and user goals.

Customer Journey (current)

The customer journey portrays the journey of the user using the app Ommetje and shows what can be improved.

|	Setting up Account	Tutorial	Starting Ommetje	Beginning to walk	Pausing walk	Reaching 20 minutes	End Ommetje & Brainfact
Screenflow							
Motivation	The user wants to start using Ommetje but first has to set up their account	The user finishes setting up account and is excited to try out the app for the first	The user is frustrated that you have to deal with permission levels to start an ommetje	The user is happy that they can finally begin their Ommetje. They're very motivated at this point	The user feels less motivated after a while but the app cheers the user on to keep moving	The user feels most motivated after completing the Ommetje succesfully	The user is happy to end their ommetje and reads the brain fact they get as a reward
Behavioural Goal	The user wants to start using the Ommetje app and create an account	The user wants to learn how the Ommetje app works	The user wants to successfully start an Ommetje and walk outside	The user wants to finish their 20 minute walk	The user wants to feel motivated to continue their walk	The user wants to feel accomplished and proud after finishing their Ommetje succesfully	The user wants to get to know more about their brain and challenge their friends.
Life Goal	User wants to start a new healthy habit	User wants to start a new healthy habit	User wants to improve their lifestyle and clear their head	User wants to improve their lifestyle and clear their head	User wants to improve their lifestyle and clear their head	User wants to feel like they achieved something	User wants to feel like they achieved something
Task	Creating and setting up account	Following the tutorial	Setting location permissions	Starting walk	Pausing Ommetje	Continue and finish the walk	Reading brainfact and share results

Postulates

"based upon our empirical work and conceptual analysis, as well as other research, we define seven postulates that need to be addressed when designing or evaluating persuasive systems." (Kinas-Kukkonen & Harjumaa, 2009)

Information Technology is never neutral

"persuasion may be considered as a process rather than as a single act. Persuading a user is a multi-phased and complex task, and different factors, such as the user's goal, may change during the process."

01
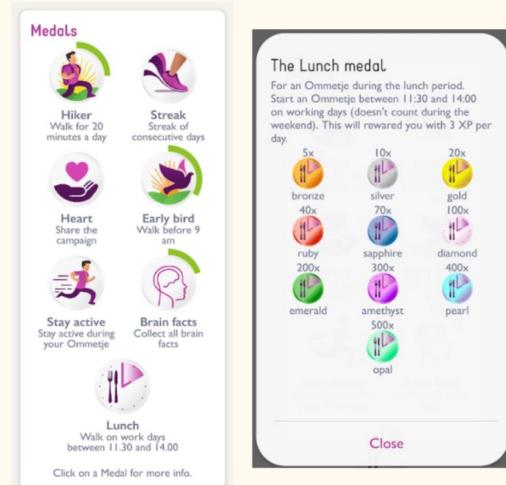
Example

Ommetje has medals for different goals the user may have, this way there is always a goal for you to chase. For example the lunch medal, this medal is for users wanting to walk during the lunch period.

People like their views about the world to be organized and consistent

"This is based on the idea of commitment and cognitive consistency [Cialdini et al. 1981]. If systems support the making of commitments, users will more likely be persuaded."

02
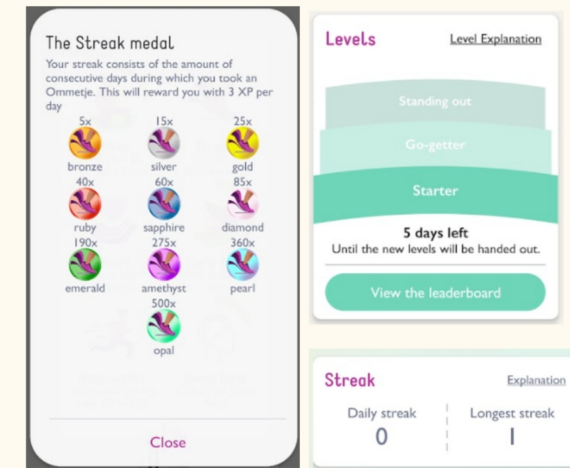
Example

The user will feel committed to Ommetje because of the pressure of losing your level or medal if you stop using the app. For example, the streak medal you get for consecutive days and the leaderboard system.

Direct and indirect routes are key persuasion strategies

"An individual who carefully evaluates the content of the persuasive message may be approached by the direct route, whereas an individual who is less thoughtful and uses simple cues or stereotypes for evaluating the information may be persuaded through the indirect route."

03
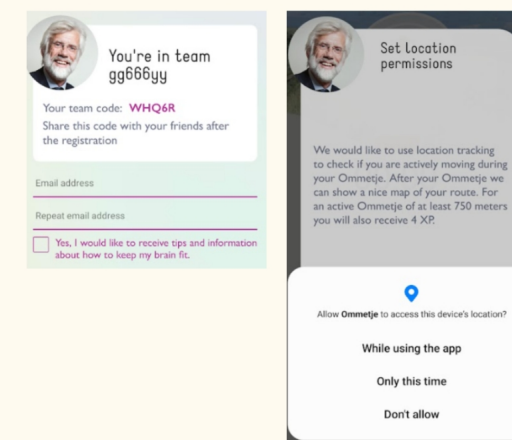
Example

When the user gets a choice for a certain setting in Ommetje, the user will most likely choose the option they first think of. A lot of users will probably select the checkbox and allow the location because it's an automatic response to those options.

Persuasion is often incremental

"it is easier to initiate people into doing a series of actions through incremental suggestions rather than a one-time consolidated suggestion [Mathew 2005]."

04
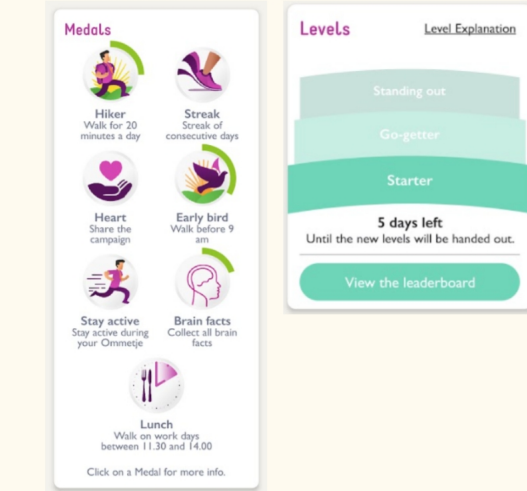
Example

Even when you have only completed your first Ommetje, there will already be progression visible in your account; Like the green progress bar around the badges or the level 'Starter' you get. This will push you going further and achieving more.

Persuasion through persuasive systems should always be open

"content that is based on untruthful or false information does not fit with the overall goal of users' voluntarily changing attitudes or behaviors."

05
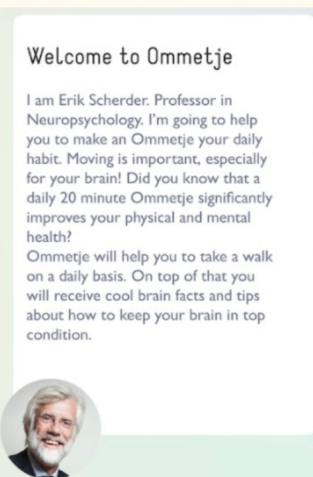
Example

Ommetje uses authority to ensure the user that their product is liable and honest. They also name some facts why walking the 20 minutes contributes to a healthier life and how it impacts your brain.

Persuasive systems should aim at unobstrusiveness

"They should avoid disturbing users while they are performing their primary tasks with the aid of the system. In this manner, the system is capable of fulfilling users' positive expectations."

06

Example

Ommetje tries to influence the user in good ways to help them focus on their primary task; the walking. They do this by asking the user to lock the phone while walking and enjoy the environment.

Persuasive systems should aim at being both useful and easy

"This includes a multitude of components, such as responsiveness, ease of access, lack of errors, convenience, and high information quality, as well as positive user experience, attractiveness, and user loyalty."

07
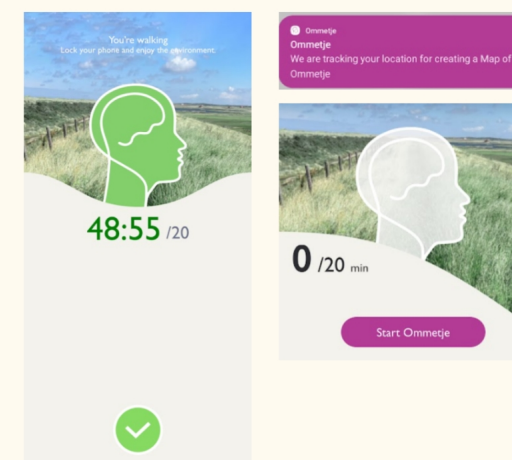
Example

Ommetje tries to make it the user as easy as possible to use the app by reducing the amount of actions needed to start your Ommetje, doing tasks in the background and use simple and straight forward interfaces.

Conclusion

These are all 7 postulates explained with examples of the current Ommetje app. This creates a clearer overview of what parts of the current might lack a bit of persuasion, and what parts are possibly already well designed. e.g.; When the Ommetje app asks for permission for sharing location, the user might not even completely understand what they are giving permission for. (postulate 3)
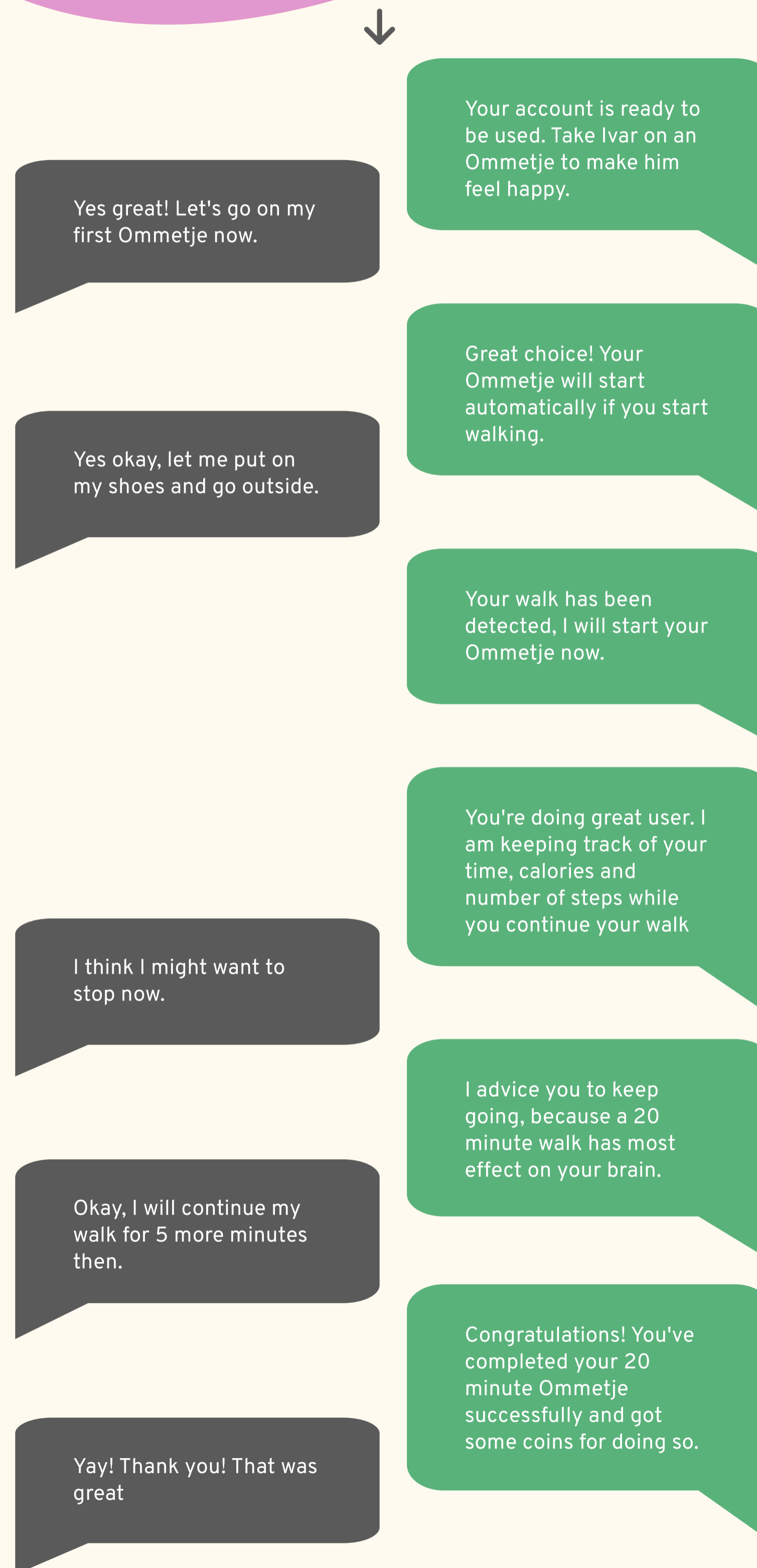
Research

Personality Script (current)
Persona's
SUE Behavioral Framework

Hersenstichting

Personality Script

The personality script is the human-computer interaction portrayed with a conversation between the human and the application Ommetje.

Human | **Computer**

Let's download the app Ommetje and start taking up a new habit of walking every day!

Hello user! Welcome to Ommetje. Please set up your account.

Yes okay, let's click on create account

Please choose what style you would be interested in

I would like a personal walking buddy so I'll choose the dog companion.

Good choice! Please choose the dog you would like to be your walking buddy.

I like corgy's so I'll choose him as my walking buddy! He's adorable!

Good choice! Give your cute dog a name that I will use in the app.

Hmm, let's call him Ivar.

Thank you, I will now set up your account in just a few moments.

↓

Your account is ready to be used. Take Ivar on an Ommetje to make him feel happy.

Yes great! Let's go on my first Ommetje now.

Great choice! Your Ommetje will start automatically if you start walking.

Yes okay, let me put on my shoes and go outside.

Your walk has been detected, I will start your Ommetje now.

Conclusion

This script and personality showcases a better personal experience than the current app. It gives more praise and attention to actions the user does and also explains in a less textual way what the next step of the flow is. By making certain parts more automatic the user can focus more on their main task; taking the Ommetje.

You're doing great user. I am keeping track of your time, calories and number of steps while you continue your walk

I think I might want to stop now.

I advice you to keep going, because a 20 minute walk has most effect on your brain.

Okay, I will continue my walk for 5 more minutes then.

Congratulations! You've completed your 20 minute Ommetje successfully and got some coins for doing so.
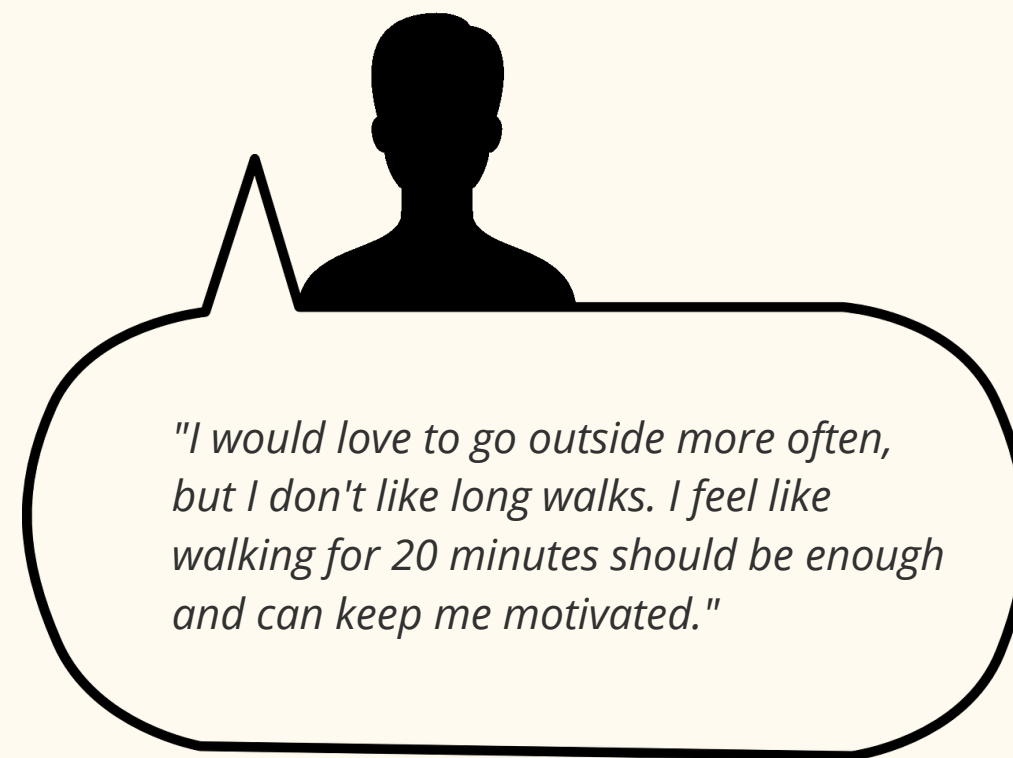
Yay! Thank you! That was great

Persona's

The persona's showcase the users that the new Ommetje app will be targeting. It showcases their goals, needs and behavior.

Clifton van Henten

25 years old

- 📍 IJmuiden, Netherlands
- ❤️ Gaming, Cars, Movies
- 💼 Studies Communication and Multimedia Design at the HvA

"I would love to go outside more often, but I don't like long walks. I feel like walking for 20 minutes should be enough and can keep me motivated."

User Goals

- ☑ I want to receive rewards for completing my walk
- ☑ I want a goal to look forward to achieving by doing the walks
- ☑ I want something to motivate me while walking
- ☑ I want to start going outside every day to walk

Behaviour change
I want to improve my lifestyle and start a new habit of taking walks and going outside every day.

Attitude
I feel motivated to be more active in my life.

Milou Teeuwen

19 years old

- 📍 Hoofddorp, Netherlands
- ❤️ Chilling, Working out, Designing
- 💼 Studies Communication and Multimedia Design at the HvA

"I have to go to Utrecht 4 times a week and it always makes me too exhausted to walk, but knowing that 20 minutes is enough makes it a lot easier."

User Goals

- ☑ I want the walk to give me energy to do my workouts
- ☑ I want a goal to look forward to achieving by doing the walks
- ☑ I want to start a new habit from walking every day
- ☑ I want to feel content with the 20 minute walk

Behaviour change
I want to become more active outside during the day instead of just doing my workouts.

Attitude
I feel motivated to clear my head and go outside more.

SUE Behavioral Canvas

The SUE Behavioral Canvas helps creating an overview of the behavior of the Human (or user). It also helps finding their Desired Behavior.

SUE Behavioural Design Canvas

Use this canvas to identify the forces that influence choice and behaviour. And to spot opportunities for adding human value that will influence minds and shape behaviour.

WHAT ARE THE PAINS?
Take a look at the current behaviour (the behaviour you'd like to change). Is there something that irritates, annoys or frustrates someone in this behaviour that could push him/her to the desired behaviour as it would fix these pains? **NEGATIVES OF THE CURRENT BEHAVIOUR.**

Not having enough motivations to complete the 20 minute walk.

The lack of a personal trainer

Not making time to go outside during a busy day

WHO (which irrational humans) are we trying to influence?

Users that want to improve their lifestyle and health to take walks every day, that are under the age of 40 and in possession of a mobile phone.

WHAT ARE THE GAINS?
The positive effects someone will feel or experience when engaging in the desired behaviour. Something that is of that much value to someone that they are willing to make the switch to the desired behaviour. **POSITIVES OF THE DESIRED BEHAVIOUR.**

Makes their lifestyle more healthy

Improves functionality of the brain, like creativity

Going outside every day to clear the head and find a moment of peace

Taking on a new healthy habit

What is their **CURRENT BEHAVIOUR** and what current **OFFER** are they using?

They currently want to improve their lifestyle but lose interest and motivation after using the app for a while and stop taking the walks.

HUMAN

| Pains | Gains |
Negatives of the current behaviour | Positives of the desired behaviour

CURRENT BEHAVIOUR — **DESIRED BEHAVIOUR**

| Comforts | Anxieties |
Positives of the current behaviour | Negatives of the desired behaviour

J.T.B.D.
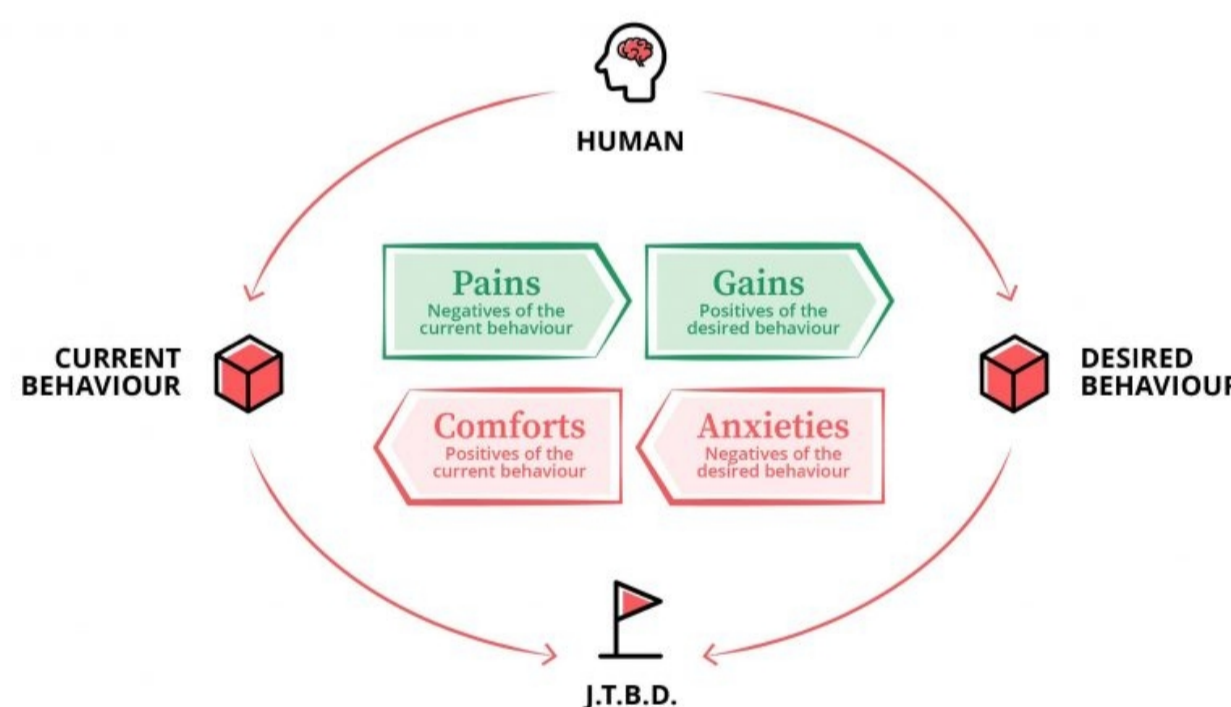
© All rights reserved SUE | Behavioural Design BV

How do we want them to behave? What is the **DESIRED BEHAVIOUR**?

We want the user to feel motivated to complete a 20 minute long walk when using the app. And also make them enjoy using the app so much that they will use it on a daily basis.

WHAT ARE THE COMFORTS?
These are holding people in their current behaviour. It is what people do that feels familiar or comfortable to them. The thought of switching to the desired behaviour gives them such feeling of discomfort that they often rather accept their current sub-optimal state. **POSITIVES OF THE CURRENT BEHAVIOUR.**

No stress of having to walk every day to keep your streaks or medals

No pressure of having to go outside

What is the **JOB-TO-BE-DONE** (verb + objective) that they are trying to achieve with their behaviour?
eg. drink a milkshake to kill commuting time
eg. buy a dog to meet other people
eg. book a hotel room to explore the world

Walk 20 minutes every day to get a healthier lifestyle

WHAT ARE ANXIETIES?
This is about the desired behaviour. It is everything that holds someone back from switching to the desired behaviour. Could be fears, insecurities, incapabilities, barriers, excuses, prejudices, etcetera. **NEGATIVES OF THE DESIRED BEHAVIOUR.**

Pressure of maintaining the habit of walking every day

Afraid of losing motivation and being disappointed in the progresss

Redesign

Hersenstichting

Chosen Flow

After doing some research about the current flow of the user starting their Ommetje, I have redesigned the flow to make it more fitting for the User Goals and Life Goals (which can be seen below).
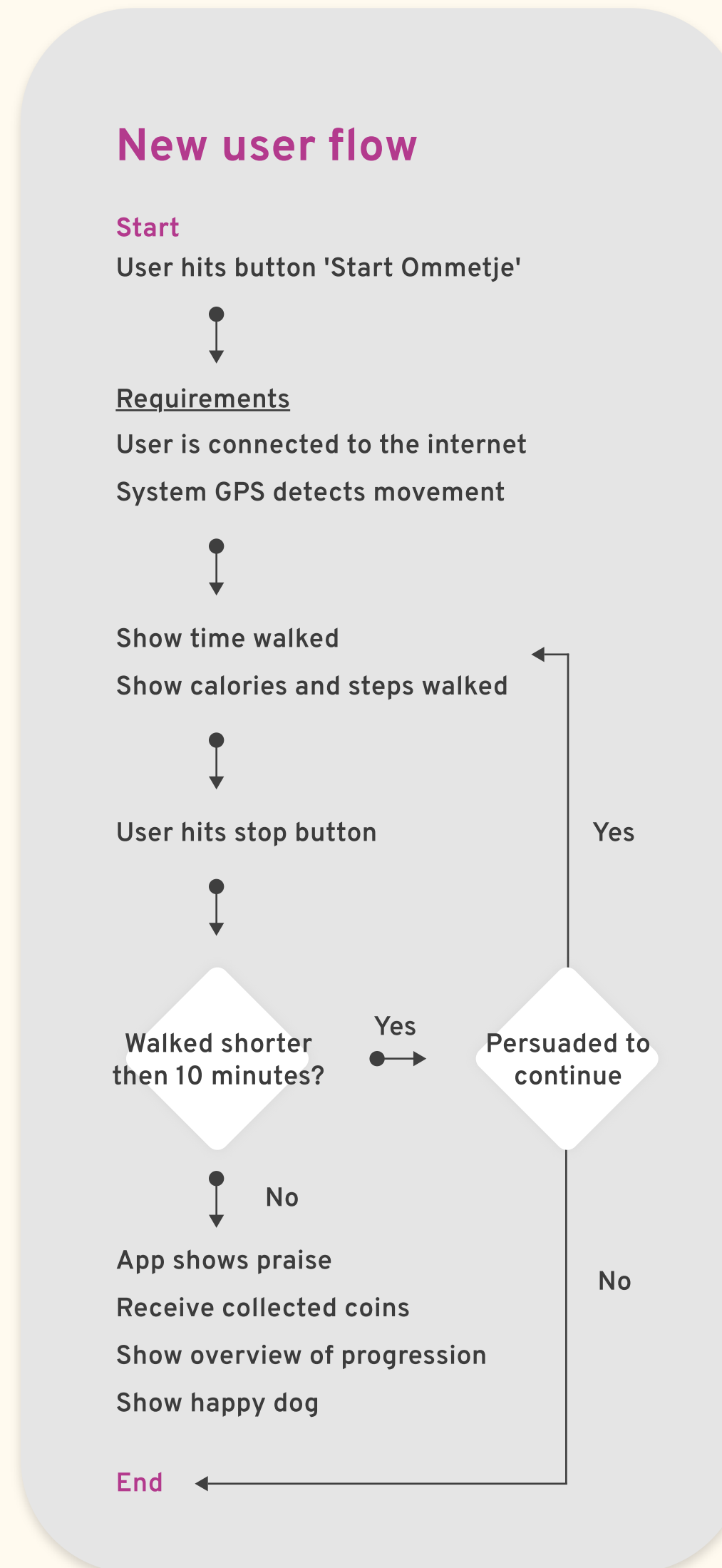
The flow will mainly be the same, but by making a couple of adjustments the flow will be more focused on the target group and their desires.

Main User Goals

- I want to start taking walks every day
- I want the app to feel like a personal experience
- I want the app to keep track of my progression during a walk.
- I want to feel motivated by using the app to walk for at least 20 minutes.
- I want the app to be easy, simple and fun to use.

Life Goals

- I want to take up a new healthy habit by walking every day
- I want to improve my lifestyle and health
- I want to be and feel committed to improve my health

New user flow

Start
User hits button 'Start Ommetje'

Requirements
User is connected to the internet
System GPS detects movement

Show time walked
Show calories and steps walked

User hits stop button

Walked shorter then 10 minutes? — Yes → Persuaded to continue

No ↓

App shows praise
Receive collected coins
Show overview of progression
Show happy dog

End

Conclusion

In the new flow I have removed a section that I thought wasn't necessary. The original flow had a decision point if the user has walked 2 hours or more the app would stop tracking information. I removed it because I feel like the user shouldn't be limited in any way during their walk, if they want to take long walks, they should be praised for it and not punished by stop giving rewards.

I also updated the requirements because my new concept will start the walk automatically based on GPS movement which is a standard function in a phone. I've also adjusted the last final things the user receives after stopping the Ommetje.

Setting up Account

Goals

Business Goal
- Actively Expand daily user base under 40.
- Users have to find the app exciting and innovative.

User Goal
- **Behavioral:** I want the app to feel more like a personal trainer
- **Behavioral:** I want the app to be fun to use
- **Life:** I want to take on a new habit

Postulates

4. Persuasion is often incremental

it is easier to initiate people into doing a series of actions (Mathew, 2005), which is the reason why the user starts with the easy steps of creating a profile, instead of immediately forcing them into taking the actual walk.

7. Persuasive systems should aim at being both useful and easy

Making the 'create account' flow an easy and accessible experience for the user by narrowing it down to a single choice per screen and providing information when necessary; e.g. 'You can always change this at a later time' text.

Persuasive Principles

1. **Personalization** - By giving the users choices to choose their preference.
2. **Suggestion** - Offering a fitting suggestion for the age group you're in.
3. **Tunneling** - Forming a clear path the user has to follow to create an account by using call-to-action buttons.
4. **Reduction** - Reducing the creating account action into a couple of smaller and simpler tasks.
5. **Real-World feel -** The app highlights the organization of the Hersenstichting that show more credibility.
6. **Expertise -** The connection the foundation Hersenstichting will show expertise and increase the power of persuasion.

Screen Flow ③ ④
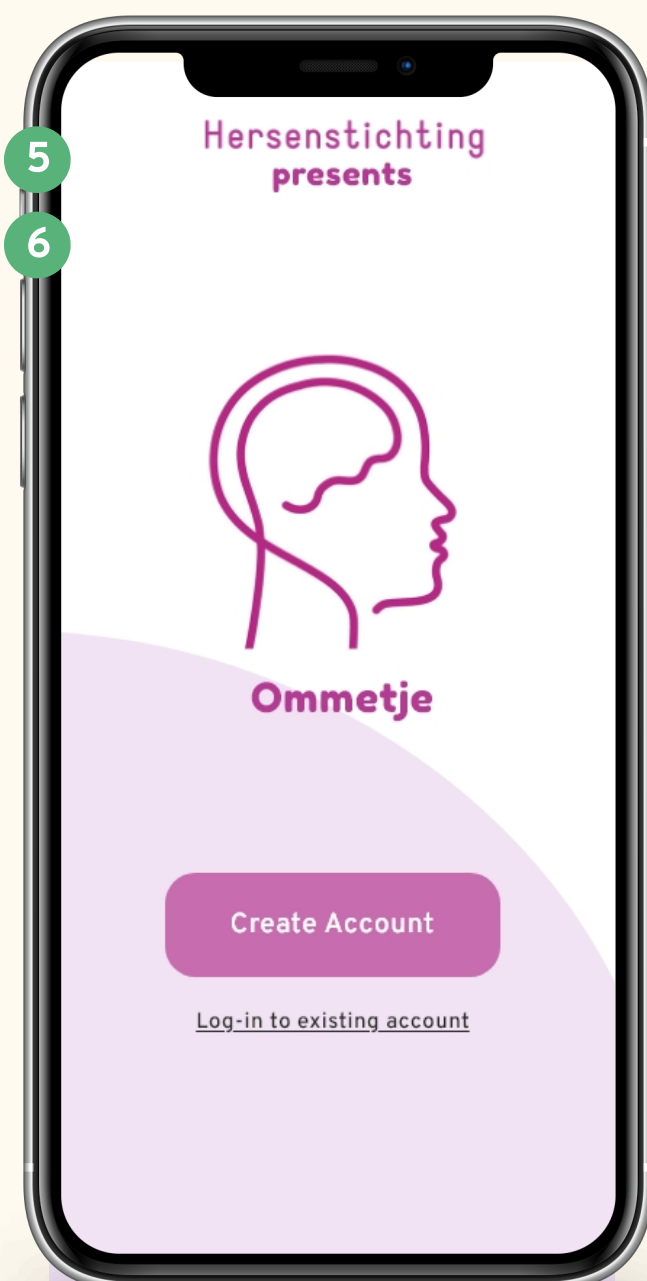
The screen when opening the app for the first time with a simple call-to-action button to persuade the user to create an account.
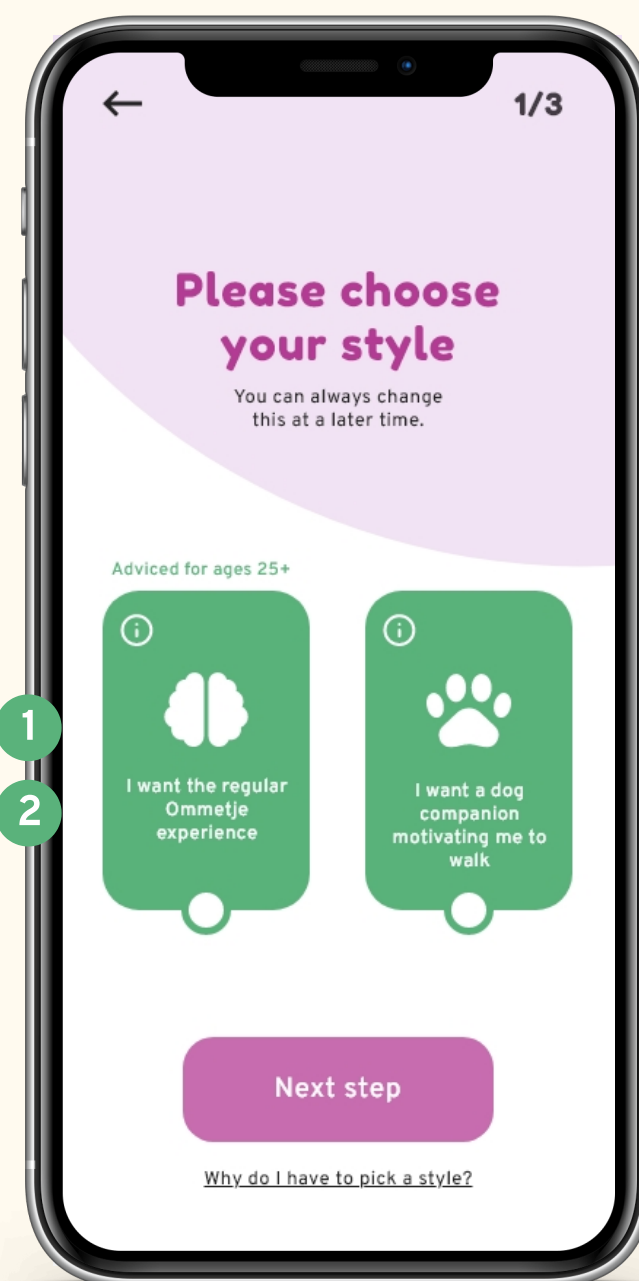
The user gets the opportunity to choose a style that fits their personal preference. In this case, the user will use the option to have a dog companion.

The user gets to choose their own dog that they feel fits their personality. This creates an additional personal touch to the app.
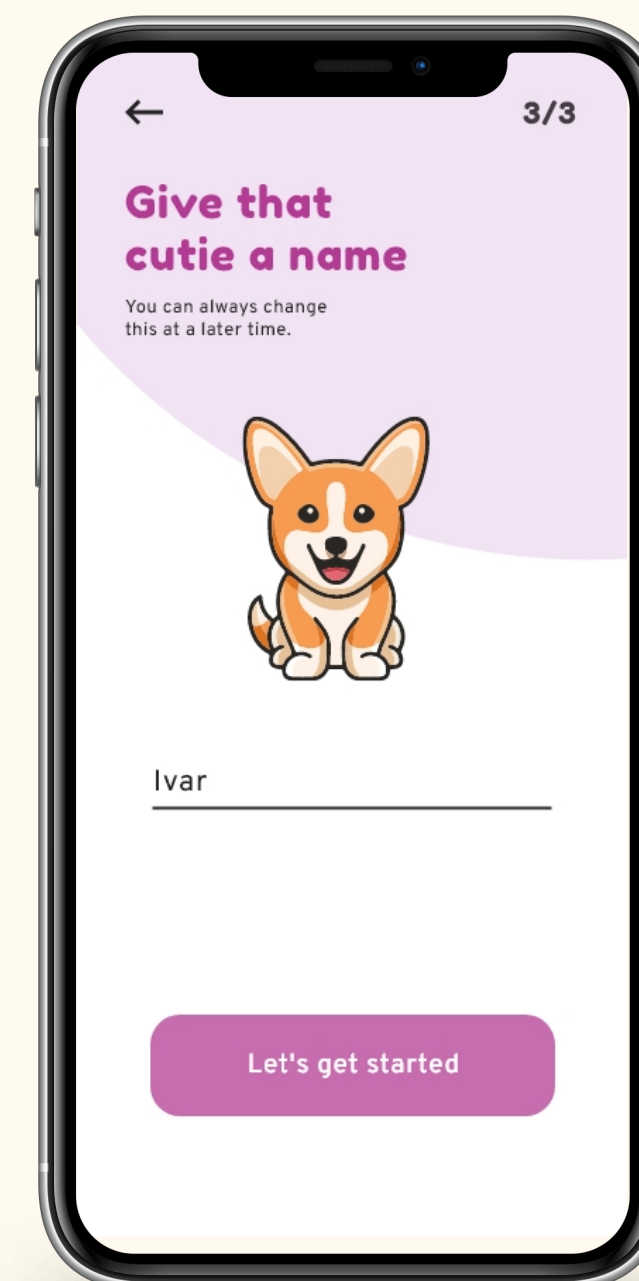
After picking a dog, the user can give the dog a name to make it feel even more personal. This way they will be most motivated to keep the dog happy at a later stage.

Error State
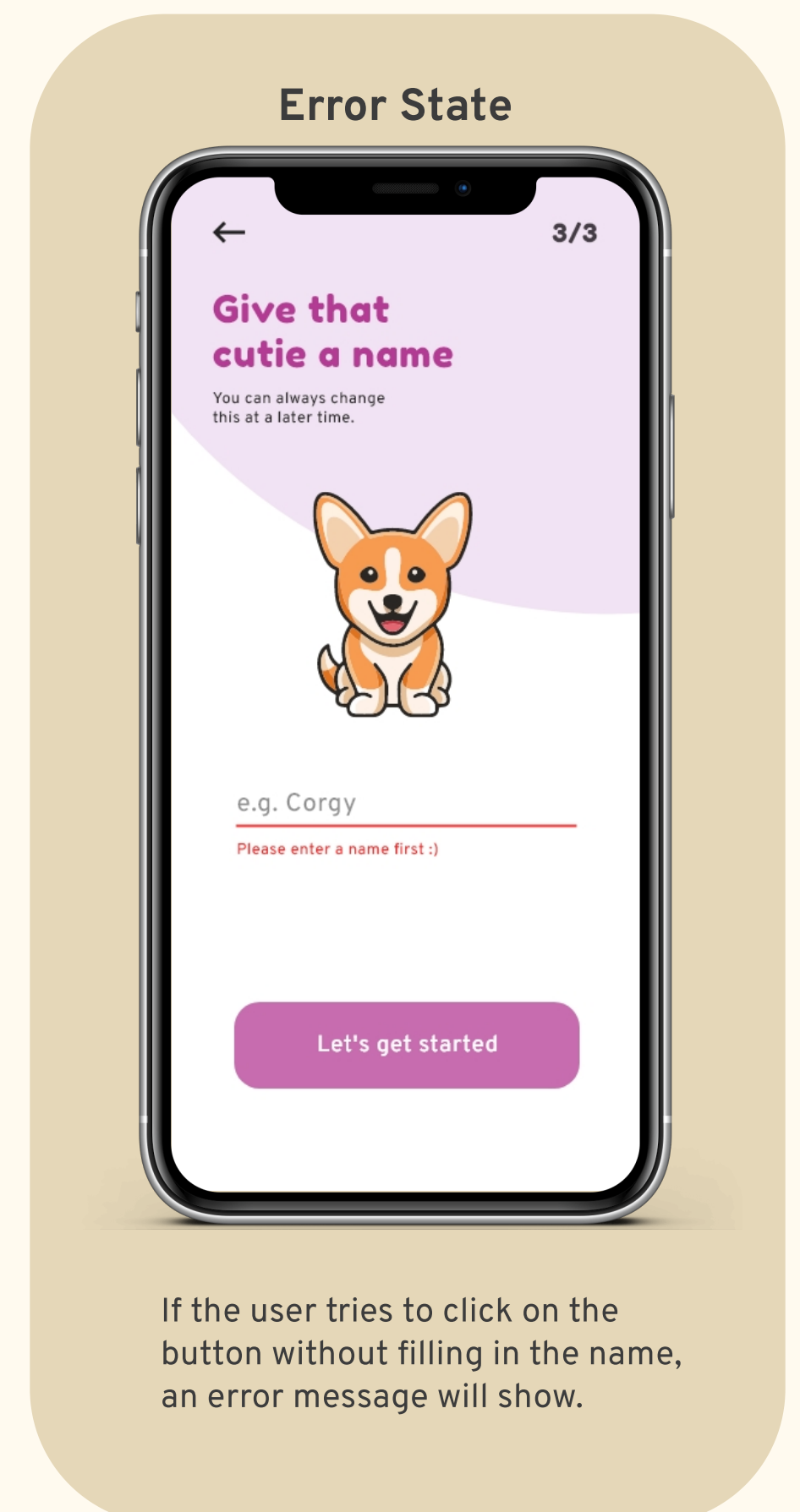
If the user tries to click on the button without filling in the name, an error message will show.

Homescreen

Goals

Business Goal

- Actively Expand daily user base under 40.
- Users have to find the app exciting and innovative.

User Goal

- **Behavioral:** I want to feel motivated to use the app
- **Behavioral:** I want the app to be fun to use
- **Life:** I want to take on a new habit

Postulates

2. People like their views about the world to be organized and consistent.

This is based on the idea of commitment and cognitive consistency [Cialdini et al. 1981]. By putting the happiness of the dog in the hands of the user, they will feel committed to doing the walk. Also by adding in the coin currency to unlock cosmetics for your walking buddy can be an additional feature to add to the commitment of taking the walk.

Persuasive Principles

1. **Reduction** - Reducing the amount of information on the homescreen will help the user focus on their main task.
2. **Tunneling -** By telling the user that their walking companion will be sad unless they take a walk, plus the 'Take an ommetje' being the biggest button, will push the user to take the walk.
3. **Reminder -** A reminder that you haven't yet walked today
4. **Real-World feel -** The app highlights the organization of the Hersenstichting that show more credibility.
5. **Praise -** By showing the dog happy and the notification message at the bottom of the page praises the user of their successful walk
6. **Rehearsal -** After completing the Ommetje you can start one again if the user likes to walk again during the same day. This enables the user to change their behavior.
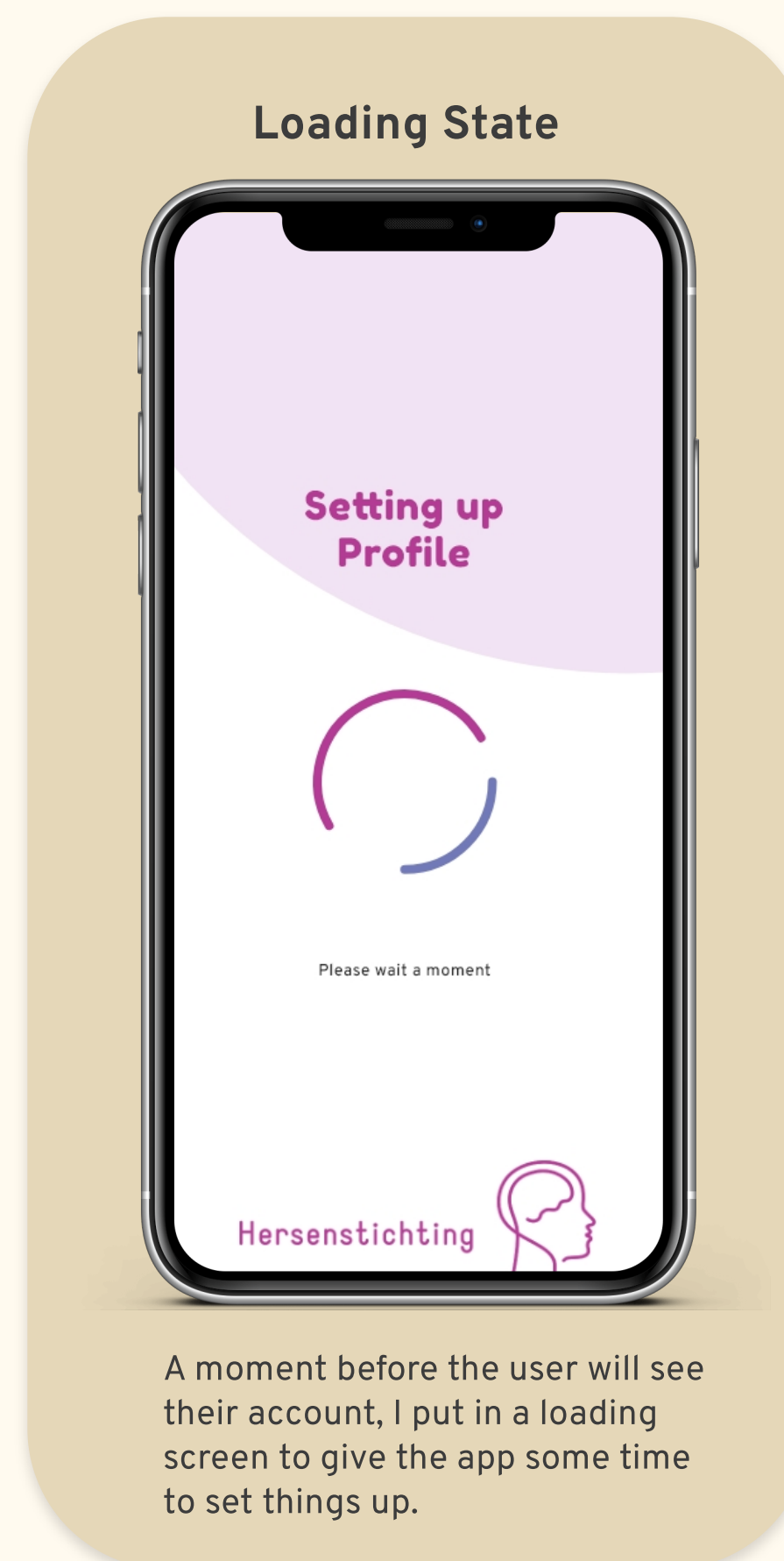
Screen
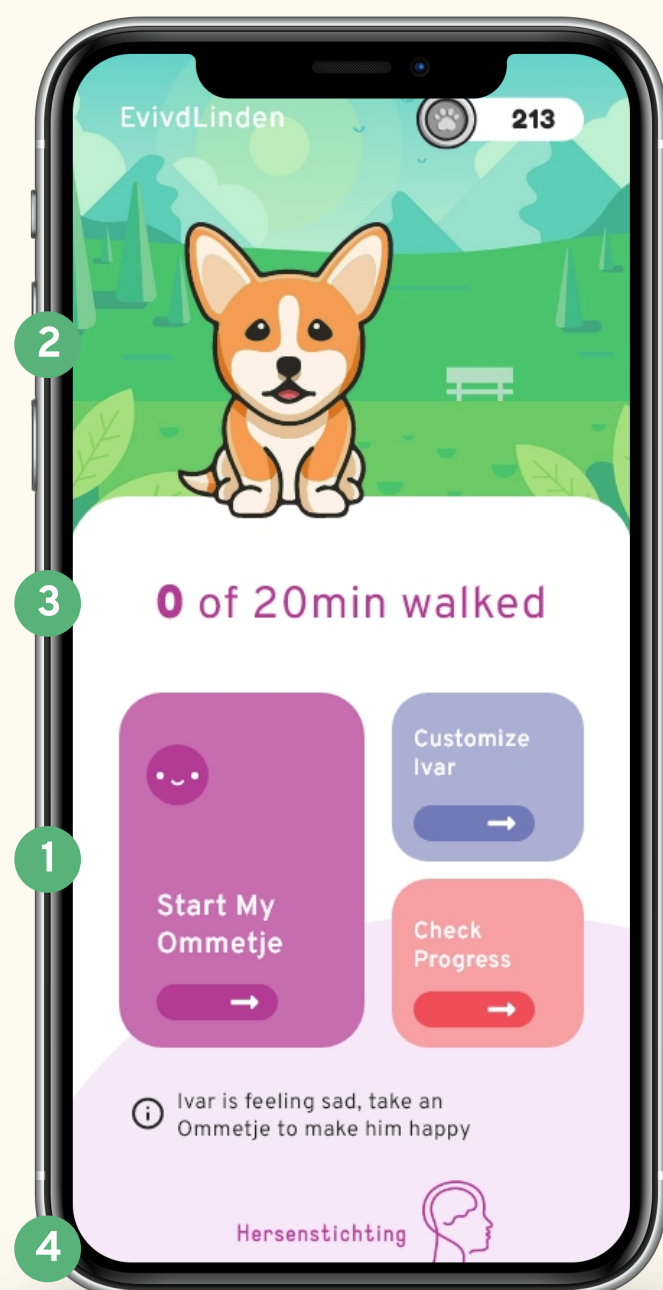
The user can choose between the 3 main actions, the _main action_ being taking the Ommetje. The dog will be sad when there are no minutes walked yet.

Ideal State
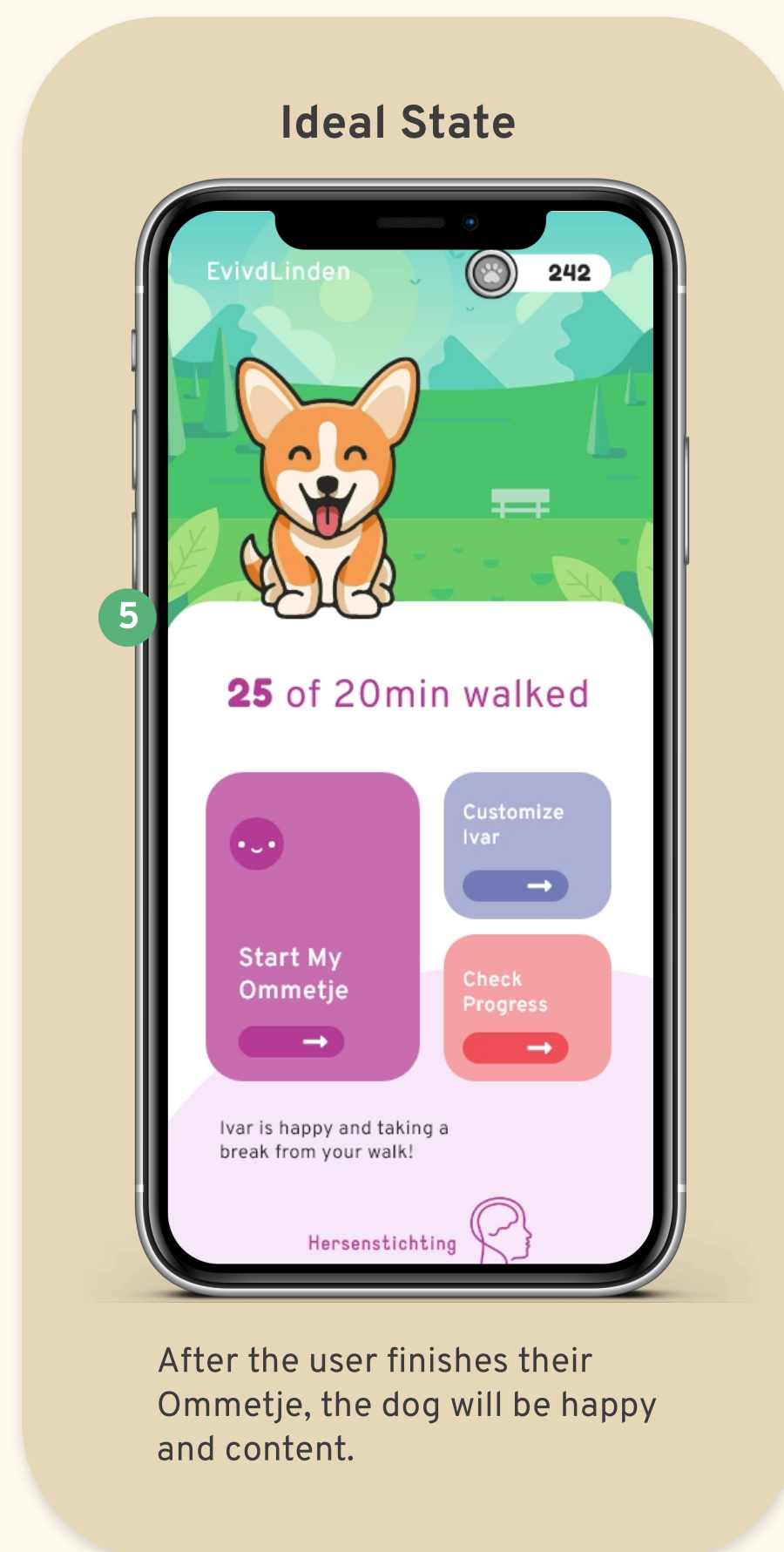
After the user finishes their Ommetje, the dog will be happy and content.

Loading State

A moment before the user will see their account, I put in a loading screen to give the app some time to set things up.

Starting Ommetje

Goals

Business Goal
- Persuade users to start their walk
- Users have to find the app exciting and innovative

User Goal
- **Behavioral:** I want to take walks every day
- **Behavioral:** I want the app to keep track of my progression during a walk
- **Life:** I want to be committed to improve my health

Postulates

7. Persuasive systems should aim at being both useful and easy

Making the 'Start an Ommetje' flow an easy and accessible experience for the user by making it an automated process where the app will start the counting automatically. It also prevents the Ommetje from starting when the user wasn't ready yet.

6. Persuasive systems should aim at unobstrusiveness

avoid disturbing users while they are performing their primary tasks with the aid of the system. This is achieved by making the process of the Ommetje completely automatic without pop-ups distracting the user.

Persuasive Principles

1. **Reduction** - Reducing the effort the user has to invest in the app to start their target behavior; starting an Ommetje.

2. **Self-Monitoring -** The system keeps track of the movement of the user and automatically starts the Ommetje when the system detects the movement.

3. **Tunneling -** The automatic process of starting the Ommetje tunnels the user to start their main action.

Screen Flow ① ③

After selecting to start an Ommetje this screen will show and tell the user that the Ommetje will start counting automatically the moment they begin walking

After the device detects motion with use of the GPS the app will show the walk is detected and the Ommetje will start.

Blank State
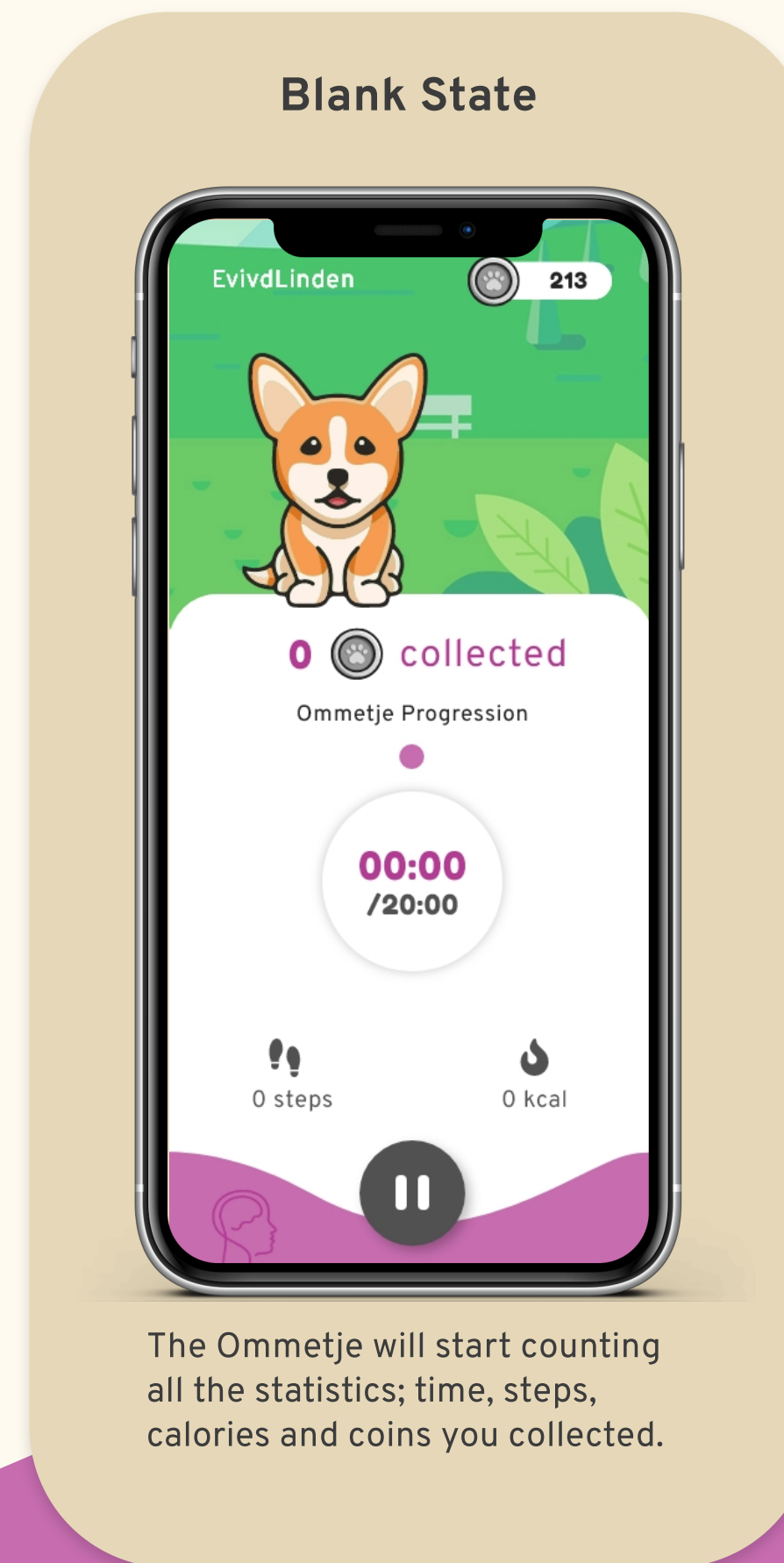
The Ommetje will start counting all the statistics; time, steps, calories and coins you collected.
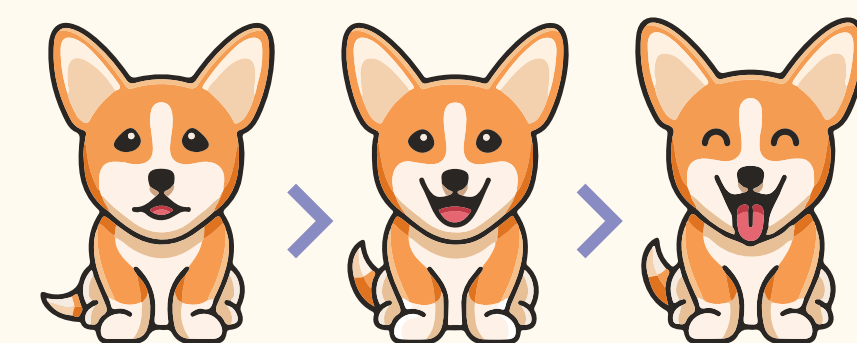
During Ommetje

Goals

Business Goal
- Persuade users to finish their 20 minute walk
- Users have to find the app exciting and innovative

User Goal
- **Behavioral:** I want to take walks every day
- **Behavioral:** I want the app to keep track of my progression during a walk
- **Life:** I want to be committed to improve my health

Postulates

7. Persuasive systems should aim at being both useful and easy

After the user has started an ommetje, all they have to do is do their walk to progress through the flow. The system will do most things automatically, like tracking the progress.

6. Persuasive systems should aim at unobstrusiveness

avoid disturbing users while they are performing their primary tasks with the aid of the system. While the user is doing their walk the system should not be disturbing the walk. The progression will be tracked in the background and the app will never force the user to look on their phone momentarily.

Persuasive Principles

1. **Reduction** - Once the walk has started, the only button is the pause button. This will make the interface simple and not distractive.

2. **Self-Monitoring -** The system keeps track of different types of statistics, like the number of steps and calories.

3. **Tailoring -** The system keeping track of calories and steps is something often seen in other health and fitness apps. It's something that will most likely appeal to the user group of <40. (see Assumption Matrix)

4. **Praise -** The dog will get happier as the walk progresses. Also the flag when you reach the 20 minutes is a way of praising the user.

5. **Suggestion -** When pausing the walk, the app will suggest the user to keep on walking for the best effect.

Screen Flow ①
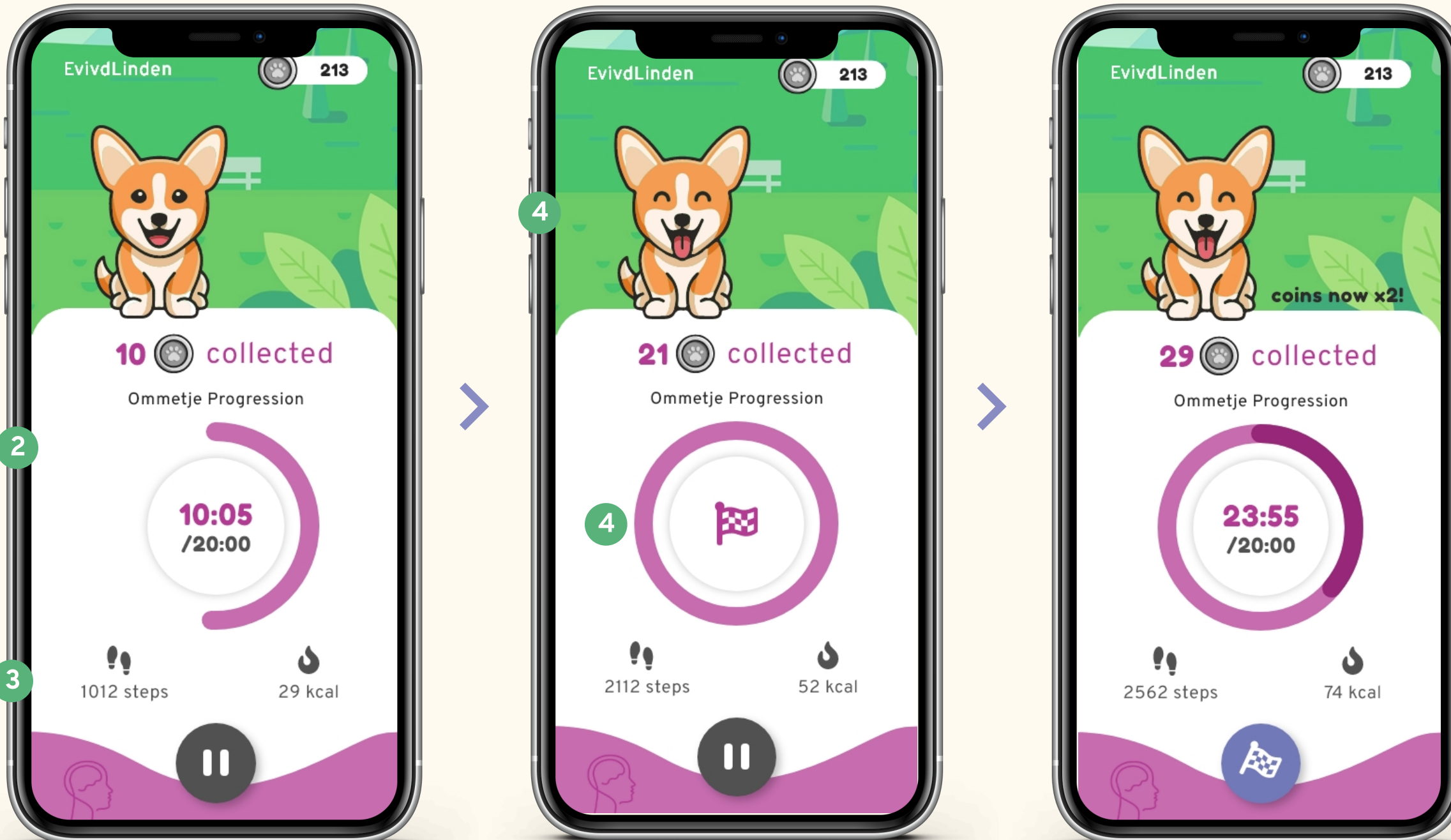
When the ommetje has started, the app will start <u>tracking the progression</u> of the user in different ways.

After the user has been walking for 20 minutes, the app shows that their <u>main goal</u> has been completed but they can continue the walk.

When the user is done with the walk, they can stop the Ommetje.
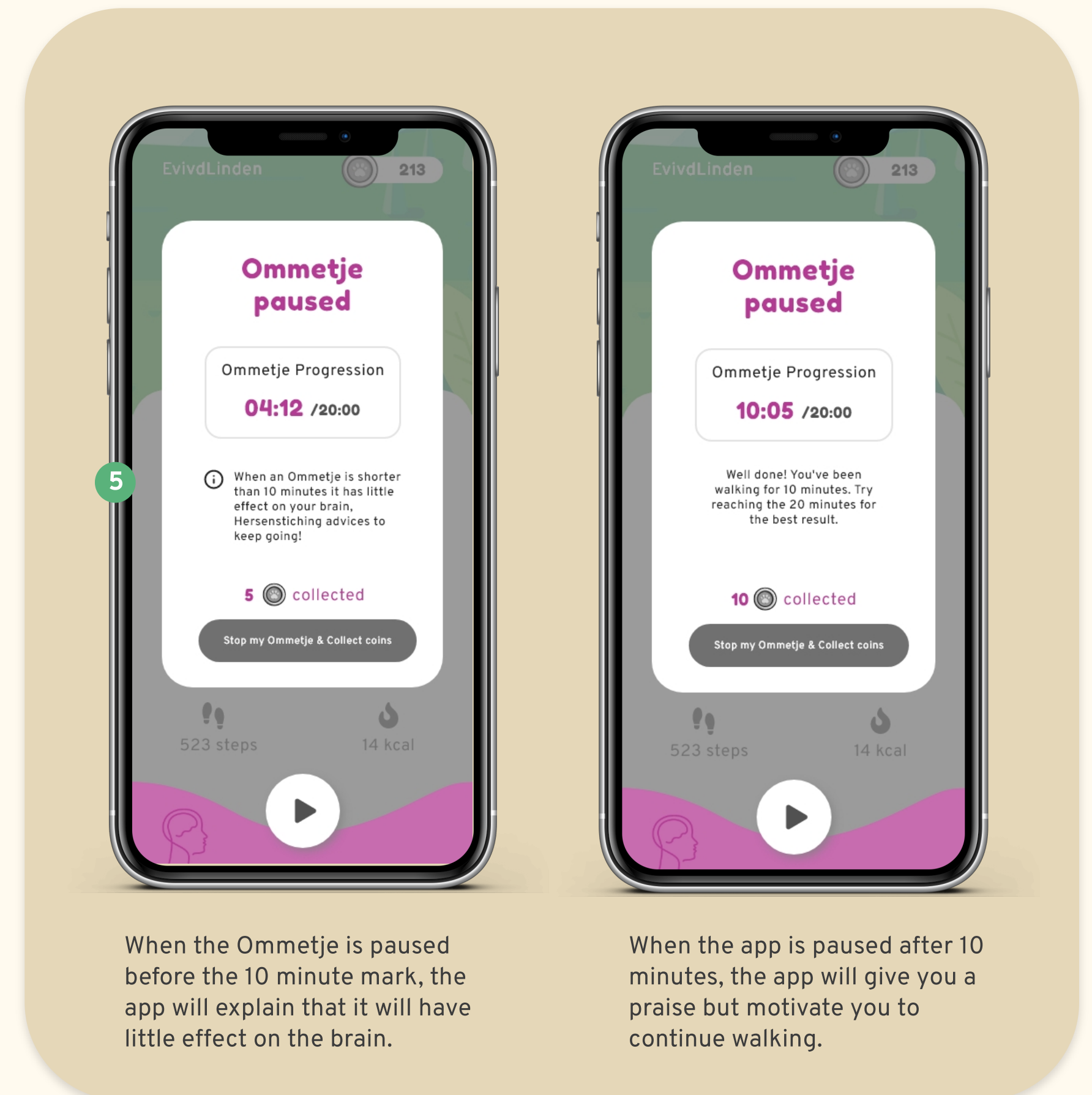
When the Ommetje is paused before the 10 minute mark, the app will explain that it will have little effect on the brain.

When the app is paused after 10 minutes, the app will give you a praise but motivate you to continue walking.

After Ommetje

Goals

Business Goal
- Persuade users to finish their 20 minute walk
- Users have to find the app exciting and innovative

User Goal
- **Behavioral:** I want to take walks every day
- **Behavioral:** I want the app to feel like a personal experience
- **Life:** I want to be committed to improve my health

Postulates

7. Persuasive systems should aim at being both useful and easy

After the user has finished their Ommetje they don't have to do anything to progress through the flow. They will receive a summary of their statistics. There will also be only one call-to-action button to nudge the user in the right direction.

2. People like their views about the world to be organized and consistent.

After the walk the statistics will be clearly summarized for the user to look at. This is consistent because the information they have been seeing during the walk will show up again. It is also an organized and simple overview.

Persuasive Principles

1 **Reduction** - There will always be one call-to action button on the screens in this part of the flow to reduce the actions the user can take.

2 **Self-Monitoring -** The system keeps track of different types of statistics, like the number of steps and calories.

3 **Praise -** When the user finishes their Ommetje the app will praise the user for completing their main task.

4 **Rewards -** The user gets rewarded for completing the Ommetje by gaining their coins. But also a mental reward for completing a task.

Screen Flow
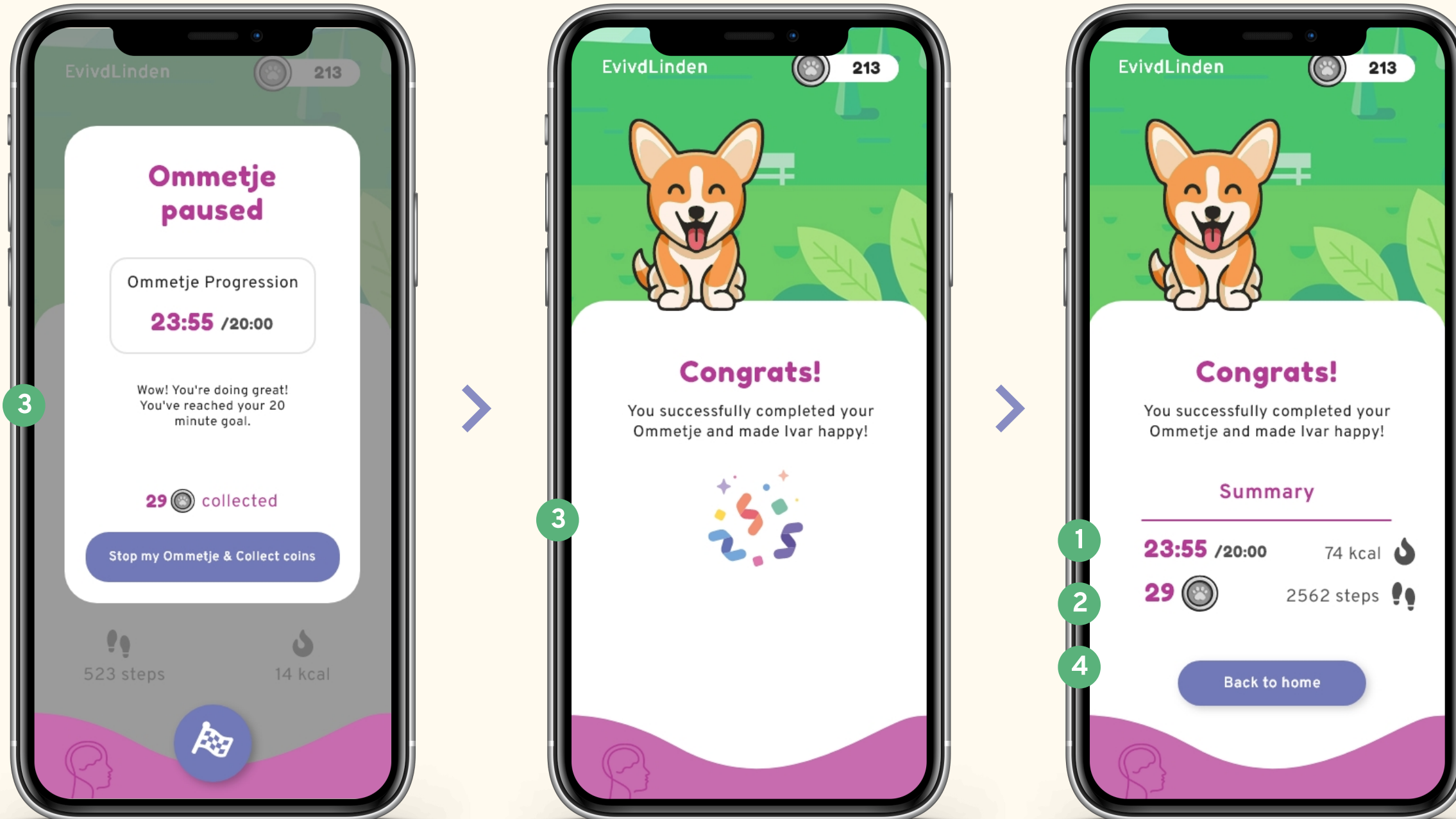
When the user has walked more than 20 minutes, they will get this screen when clicking the flag. Here they can stop their Ommetje and collect the coins.

When the user has chosen to stop their Ommetje, they get a message telling them they did a good job and that it made their dog happy.

After the message the app will show you a summary of the statistics the system has been keeping track of during the walk.

Extra Features

Dark Mode

I designed a darker mode the app will transform after the sun has gone down. This way users will have a more pleasant experience when using the app during a walk in the evenings because the screen will not be too bright. This is also better for the eyes and will not be as distracting during the walk.
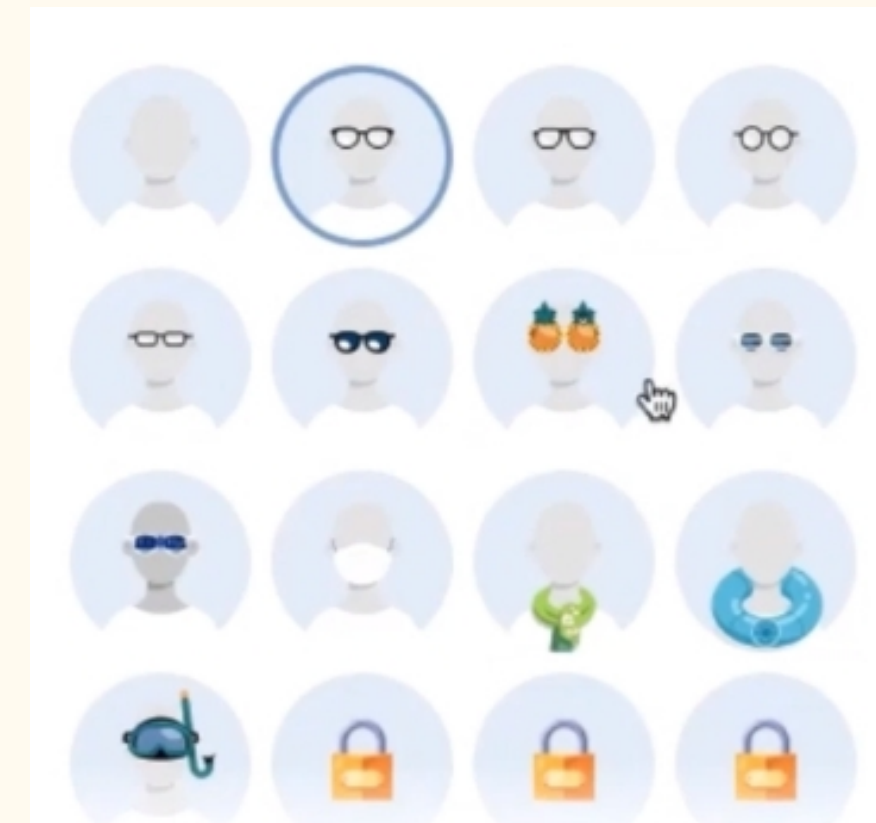
Digital buddy customization

To give your personal buddy a more personal touch, my idea was that users can spend their earned coins on some fun customization articles like glasses, hats, funny costumes or other things. This would make the app more fun to use.

Reminder Notifications

The current Ommetje app does not use notifications to persuade users to take an Ommetje. I made a notification example to persuade the user by telling them their dog buddy is feeling sad and is in need of a walk.

Ivar is sad :(5 minutes ago

You haven't walked an Ommetje in a while! Walk an Ommetje, charge your brain, and make Ivar happy again!
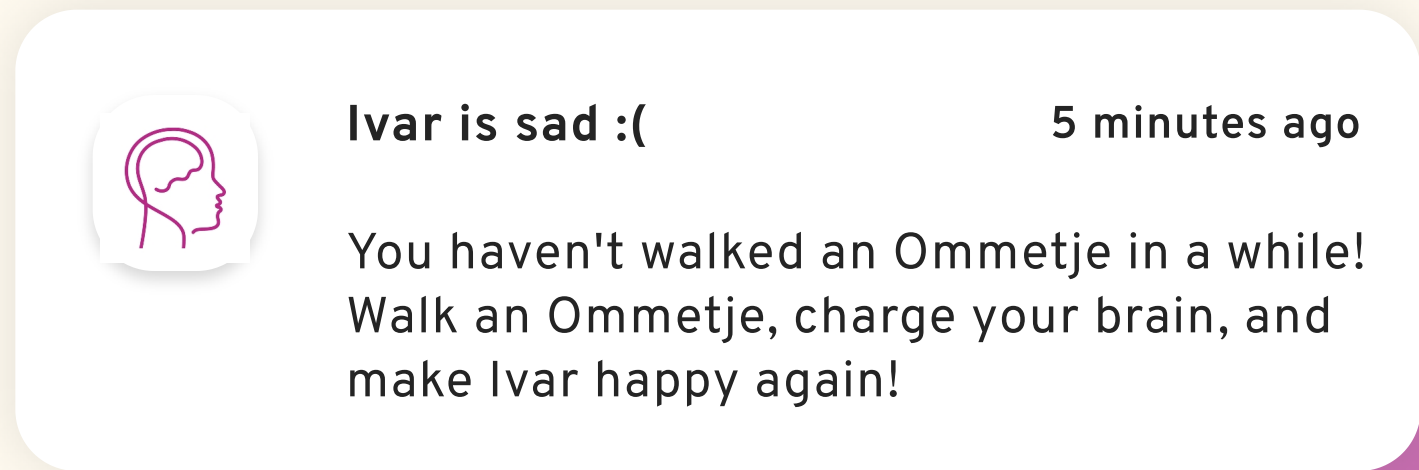
Micro Interactions - Redesign 1
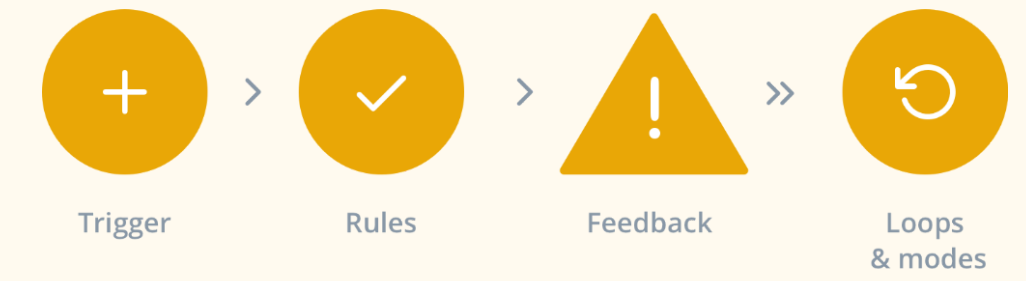
Selecting Dog Buddy

Trigger

Rules

Feedback

Manual Trigger: User clicks on the image they like

The profile image will be selected

A purple circle will show up to indicate it's selected

Selecting on Homepage

Customize Ivar

Start My Ommetje →

Check Progress

Start My Ommetje →
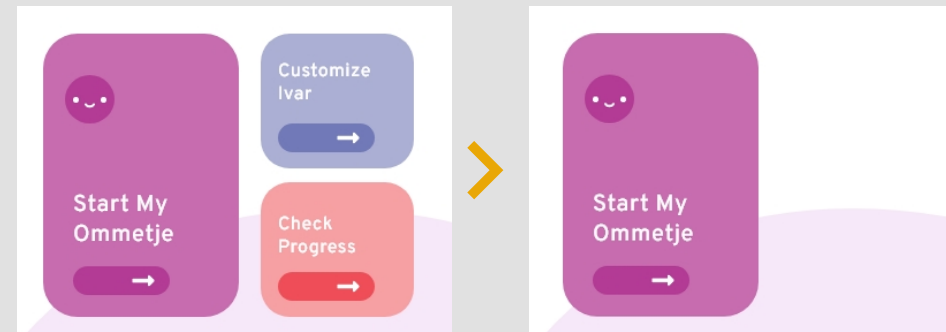
Trigger

Rules

Feedback

Manual Trigger: User clicks on the button to start

The other buttons will disappear

The menu for 'start my ommetje' will open

Walking Detected

0 of 20min walked

Once you begin walking your Ommetje will start automatically

0 of 20min walked

✓ Walk detected!
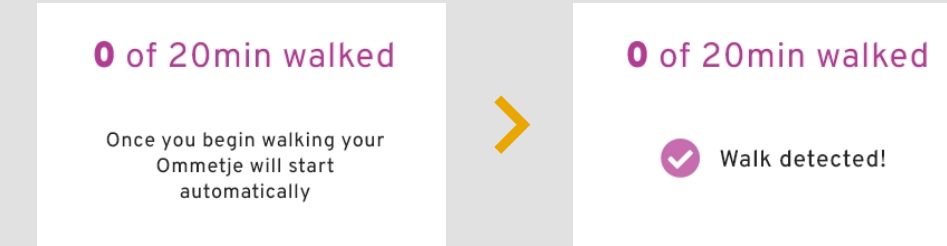
Trigger

Rules

Feedback

System Trigger: The system will detect motion

The user starts walking

The system will show the walk has been detected

Selecting Profile Photo

00:00 /20:00

04:12 /20:00

🏁
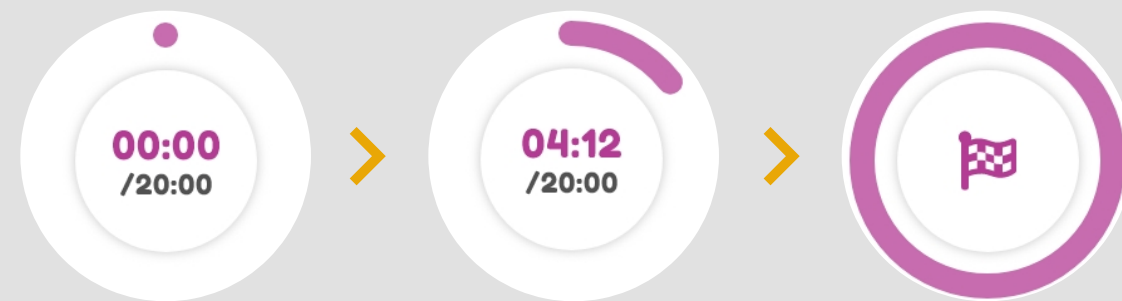
Trigger

Rules

Feedback

System Trigger: The system will start counting

The purple bar will start filling in a circular shape

Once the circle is full, a flag will show

Pausing the walk

⏸   ▶   🏁

Trigger

Rules

Feedback

Loops & modes

Manual Trigger: User clicks on the pause button

The button will become a play button

The walk will pause and stop counting

When the walk is finished the button will become purple with a flag

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Testing

Assumption Matrix
Customer Journey (new)
User Testing

Hersenstichting

Assumption Matrix

The assumption matrix shows where in my design I have made assumptions.

The most high risk and unknown assumptions will be the assumptions my focus will be on during my user testing. If I know my answers to those assumptions I can adjust my concept according to that.

Assumptions I will focus on

- **Users like a digital dog buddy to motivate them to start an Ommetje**

  This is important to test because it's the main change I've made in the concept. If it turns out there is no need for a dog buddy, then my entire concept has to be rebuilt

- **Users are more likely to complete their Ommetje because of a digital walking buddy**

  This is important because one of the business goals is that the app has to feel more like a personal coach, and if the walking buddy doesn't motivate them, then that goal has failed.

- **The cartoon style is appealing to all ages of 40 and under**

  This is important because the main goal of the redesign is that the app will appeal to ages under 40. If the style isn't appealing, I have to change the style.

HIGH RISK

Users like to improve their lifestyle and health by taking walks

Users like a digital dog buddy to motivate them to start an Ommetje

users are more likely to complete their Ommetje because of a digital walking buddy

The cartoon style is appealing to all ages of 40 and under

KNOWN

UNKNOWN

Users don't understand the current illustration of the brain charging

Users like to choose their own dog to be their personal coach

Users like seeing their steps and burned kcal

Users like that the app will become darker when it's in the evening

User will feel motivated by seeing their dog happy after an ommetje

LOW RISK

User Testing

During the user test I will let a user from the target audience test my concept and give me feedback on what to improve and what works.

Test prototype — Testplan

Algemene informatie over de onderzoekers en het product	
Date	05/05/2022
Product	Ommetje App
Description of product	The app helps motivate users to take a 20 minute walk every day. The app is developed by Hersenstichting and they claim the 20 minute walks are good for your brain.
Purpose of product	Motivate user to take 20 minute walks and improve health.

Purpose of the test

What do I want to get to know? (High-level assumptions)
- Do the users feel more motivated when there is a digital dog walking buddy involved?
- Is the cartoon style appealing to the target group?
- Are users more likely to finish their ommetje with the new concept?

On what smaller subjects do I need information to validate my assumptions?
- What parts of the does the user not understand?
- Are the animations fluid and clear for the user?
- Is the interface easy and simple to use for the user?
- Does the user feel motivated to take their 20 minute walks?

Test prototype — Script

Inleiding vooraf *(op gemak stellen, aanmoedigen hardop denken, toestemming filmen)*	
Instructions	Thank you for helping me testing the Ommetje app. I will be showing you the app on my phone and give you a couple of tasks you will try to complete using the prototype. Please keep in mind this is an unfinished product and is not a complete functional application. Also please feel free to be honest about your experience with the app and write your opinion and feedback down in detail.

Scenario	
You want to start improving your lifestyle by taking up a new habit which is taking walks every day. So today you have been inside all day and you feel like going outside for a while. You download the Ommetje app and you feel motivated to take the first walk	

Tasks	
task 1	You open the app for the first time, find a way to create an account with a personal dog buddy.
task 2	You want to start walking, try and find a way to start your Ommetje.
task 3	You have been walking for 10 minutes, try to find a way to pause your walk.
task 4	You have been walking for more than 20 minutes, try and find a way to end your Ommetje and collect your coins.

Recap questions after the test	
question 1	Do you think the application will help motivate users to take their 20 minute walk?
question 2	Do you think the app would be exciting enough to be part of a daily habit and life?
question 3	Do you think the cartoon-ish style will be fitting for the target group of <40 year olds?

Test Plan

In order to test the prototype in a efficient, consistent and easy way, I have set up a test plan that I will apply for every use test. This way I can make sure the tests will be the executed in the same way and will make it easier to compare the end results and draw conclusions from it.

The Test consists of the Test Plan with an overview of the assumptions I will be testing and other important subjects, and the Script which will be the tasks and questions the testing user will go through.

Test Results

I have done the test with 3 users in different categories of the target group to get the most out of the testing.

Kim van Baar

26 jaar

Stef Claessens

34 jaar

Clifton van Henten

23 jaar

Scenario Severity Levels of Problems

Critical Issues

- Not understanding what the differences in styles are.

- Not noticing what the homescreen is, someone even thought their walk had already begun.

- The screen where the walk automatically starts wasn't very clear as well, they thought it didn't work.

- When the walk is finished and you press the flag, the app says 'Ommetje paused' when they expect the walk to end

Serious Issues

- Summary at the end of the walk takes too long

- Nobody paid attention to the dog walking buddy during the walk

- Unclear what to do with the coins after receiving them

- No way to refind the results of your walks when you're done

Minor Issues

- Not realizing the dog gets happier when walking

- Unclear how to collect coins > where does the user get the coins from?

- Some animations were a bit too slow or chaotic and confused the user instead of making it a pleasant experience

- Homescreen missed a couple of options for the user to check their progress
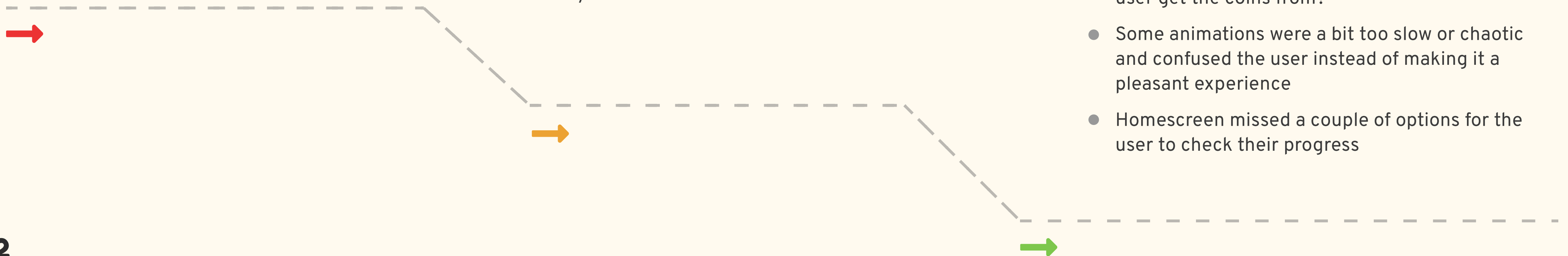
Test Results

A very important part of the testing were the biggest and most unknown assumptions I did. I asked these questions after I let them do the tasks in the prototype.

Tamagotchi concept where digital buddies became popular

The 'cute and kawaii' style used by other apps

Assumptions summary

Users like a digital dog buddy to motivate them to start an Ommetje

Generally it turned out that the girl was mostly affected by the dog buddy and said it was a good idea. She based that on the fact that she really likes animals in general and that the idea kind of reminded her of a Tamagotchi.

The two boys on the other hand explained that the app would feel too childish for them and that the dog wouldn't be an extra motivation point to help them persuade to take walks. After I asked if they do like animals they both said they absolutely did; Stef has owned several dogs himself and Clifton says he always really like petting dogs.

Another reason they gave why it wasn't really motivating for them is that dog doesn't really add anything besides being a bit happier after taking the walk. And that could also complete go unnoticed.

So I concluded that the dog buddy being motivational or not isn't necessarily depending on the fact if the user likes animals, but just their own experience and opinion about the app. Also that the dog in the current concept actually doesn't add much besides a cute picture and can therefore feel a bit useless. This is definitely something that would need some work.

Users are more likely to complete their Ommetje because of a digital walking buddy

After them explaining their thoughts on the dog buddy, I asked them if a digital walking buddy in general would motivate them to take their Ommetjes. Once again Kim was very enthusiastic about the idea and said it definitely would help her. She did admit that the current concept wouldn't help her motivate much, but it could definitely work if executed well.

Stef said he liked the idea of a digital buddy as well, but that it would probably feel childish very quickly. So he said it could work, but then for a different target group of people below the age of 20 for example.

Clifton explained that a digital buddy wouldn't work for him because he personally never feels attached to such things. He did mention apps like Pou and Tamagotchi as well and that it is something that also people still play in their 30's and 40's, but it's maybe difficult to combine that in a walking app.

So I concluded that the idea is good and it could work if executed well, which is more difficult than I expected. I think this would be a great concept if there would be more time to research the user's needs and see how a digital buddy can fulfill those.

The cartoon style is appealing to all ages of 40 and under

This is something that they all agreed on, that the style I currently use does feel too childish. Kim did say that the Kawaii (Japanese) style in general does work really well for a large amount of people, but that that is quite a niche group and probably consists mostly girls. She also mentioned playing some games on her phone that implement a cartoon-ish kawaii type of style. But making it into a Kawaii style app would also change the vibes a lot and it would not fit well with Ommetje.

The two boys basically said the same and said they would not feel attracted to the style at all and probably prefer a more simple and modern style. After I showed them the original app they did say that it could definitely use some more 'happiness' and color. Because the current app would also not attract them and would feel boring very quickly.

So I concluded that my attempt at making the app more bright and fun to use maybe went a bit too far and I tried to implement a style that works for a certain target audience, but not the target audience of an app like Ommetje. I do want to try and make Ommetje a brighter and happier app than it currently is, but then in a different way perhaps.

Customer Journey (new)

The customer journey portrays the journey of the user using my improved concept of the Ommetje app.

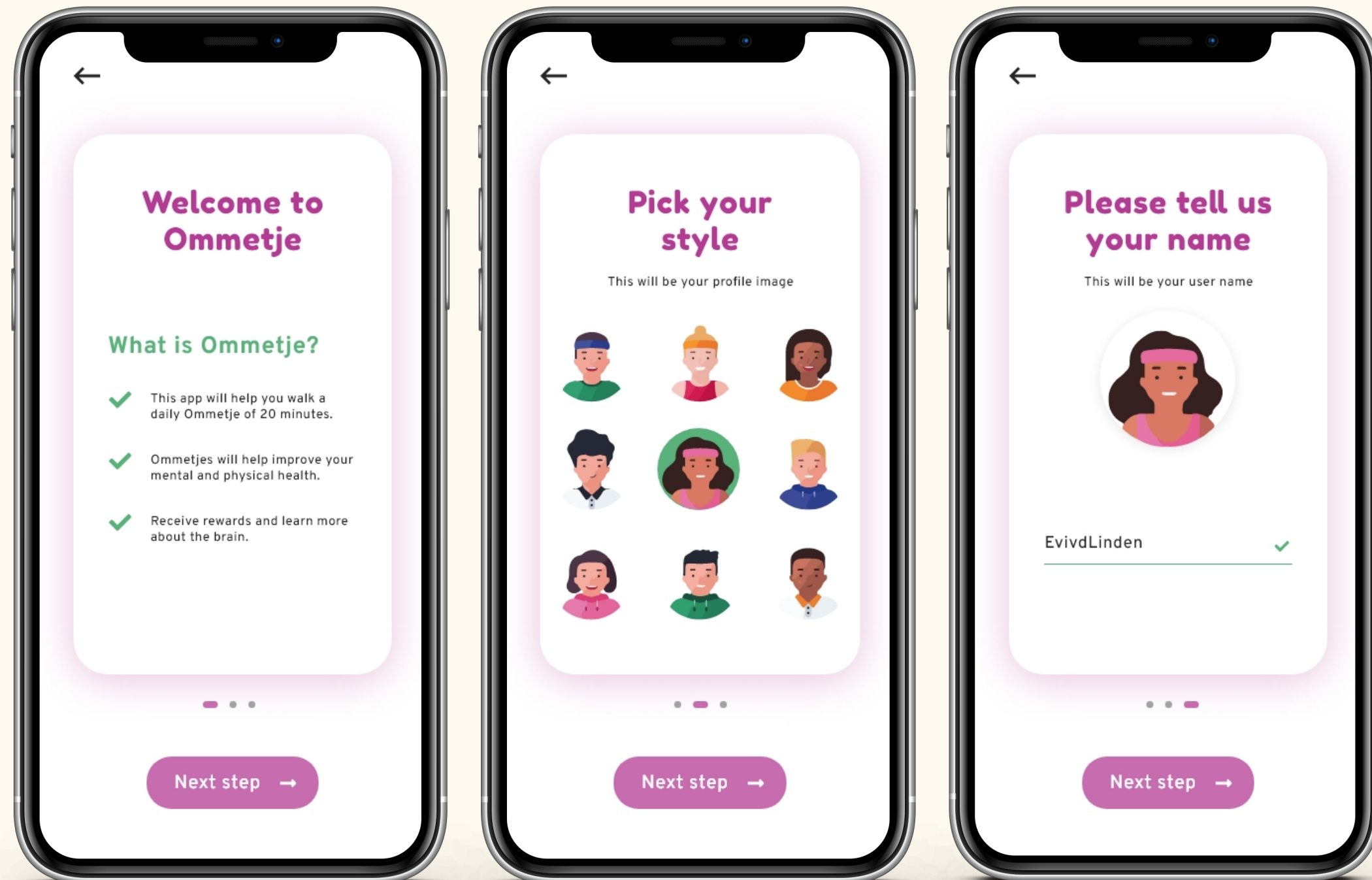|	Setting up Account	Tutorial	Starting Ommetje	Beginning to walk	Pausing walk	Reaching 20 minutes	End Ommetje & Brainfact
Screenflow	Pick Your Dog — You can always change this at a later time. — Yes, this will be my dog! — Why do I have to pick a dog? — 2/3	EvivdLinden 213 — 0 of 20min walked — Start My Ommetje — Customize Ivar — Check Progress — Ivar is feeling sad, take an Ommetje to make him happy	EvivdLinden 213 — x1 per 100 steps — x2 after 20 minutes — x3 after 1 hour! — Start My Ommetje — 0 of 20min walked — Once you begin walking your Ommetje will start automatically	EvivdLinden 213 — x1 per 100 steps — x2 after 20 minutes — x3 after 1 hour! — Start My Ommetje — 0 of 20min walked — Walk detected! — Starting Ommetje...	EvivdLinden 213 — 10 collected — Ommetje Progression — 10:05 /20:00 — 1012 steps — 29 kcal	EvivdLinden 213 — coins now x2! — 29 collected — Ommetje Progression — 23:55 /20:00 — 2562 steps — 74 kcal	EvivdLinden 213 — Congrats! — You successfully completed your Ommetje and made Ivar happy! — Summary — 23:55 /20:00 — 74 kcal — 29 — 2562 steps — Back to home
Motivation	The user wants to start using Ommetje and wants to have a dog buddy	The user explores the homescreen of the app after seeing it for the first time	The user wants to start walking and is happy that the system will detect the walk automatically	The user goes outside, feeling motivated, and starts walking	The user is happy seeing the progression, seeing her dog get happier and collecting coins	The user feels most motivated after completing the Ommetje successfully, and stops the walk	The user is proud of the progression they have made today
Behavioural Goal	The user wants to start using the Ommetje app and create an account with a personal dog buddy	The user wants to learn how the Ommetje app works	The user wants to start an Ommetje and go outside	The user wants the app to be intuitive and easy to use	The user wants to feel motivated to continue their walk / The user wants their progression to be tracked	The user wants to successfully complete and finish their ommetje after 20 minutes	The user wants to feel accomplished and proud after finishing their Ommetje succesfully
Life Goal	User wants to start a new healthy habit	User wants to start a new healthy habit	User wants to improve their lifestyle and clear their head	User wants to improve their lifestyle and clear their head	User wants to improve their lifestyle and clear their head	User wants to feel like they achieved something	User wants to feel like they achieved something
Task	Creating and setting up account	Exploring the homescreen	Getting ready to go outside	Starting walk	Walking	Continue and finish the walk	Look at statistics and progression

Iteration

New Screens
Micro-Interactions
Animation Storyboards

Hersenstichting

New Screens

The user will now get a short introduction to the app and explains the main purposes.

The user can now pick an avatar that they feel that suites their style which will be represented as a profile picture to keep that personal touch.

The user can choose their username just like the original Ommetje.

Create Account Screens

Create Account changes

- Now divided in clearer steps that make the flow more continuous and consistent.
- A more modern and clear style to help guide the user to the right decisions.
- A clear but short explanation of what the app is for.
- Removed all unclear decisions had to make in my original redesign.

3 Homescreen 'tabs'

I have completely redesigned the homescreen to fit in more important information that will help the user reach their goal, and also see how far along they are with reaching their goal. I also made the style more modern and fitting for the target group than my original redesign.

The homescreen now has a 'tab' for Shop, progress and medals.

Progress tab

- A clear overview of their weekly progression with a graph and other statistics
- A graph that shows how many minutes the user has walked every day. (also shows unsuccessful days and the most successful day)
- The statistics are the same stats you can find during your walk. The user can refind them here.

Medals tab

- A clear overview of medal progression, just like the original Ommetje.
- A new addition; instead of having all your medals clustered behind your profile photo, just one status that increases after completing medals. Bronze - Silver - Gold - Diamond - Obsidian

Shop tab

- Users can spend their coins to buy brainfacts to learn more about the brain, this is a business goal that I didn't include in my other redesign.
- The user can spend their coins to buy 'a day off'. Users now have a way to skip a day without losing their streak. It's important not to punish users for not making time every single day.
- Users can spend their actual money to buy in-game coins. This is a fun way to donate money to Hersenstichting, but also give back to the user. (reciprocity)

Starting Ommetje & During the walk

Create Account changes

- The lay-out is now more minimalistic so the user doesn't get distracted while taking the walk.
- The coins now only appear in your screen for a brief moment to also avoid distracting the user for too long.
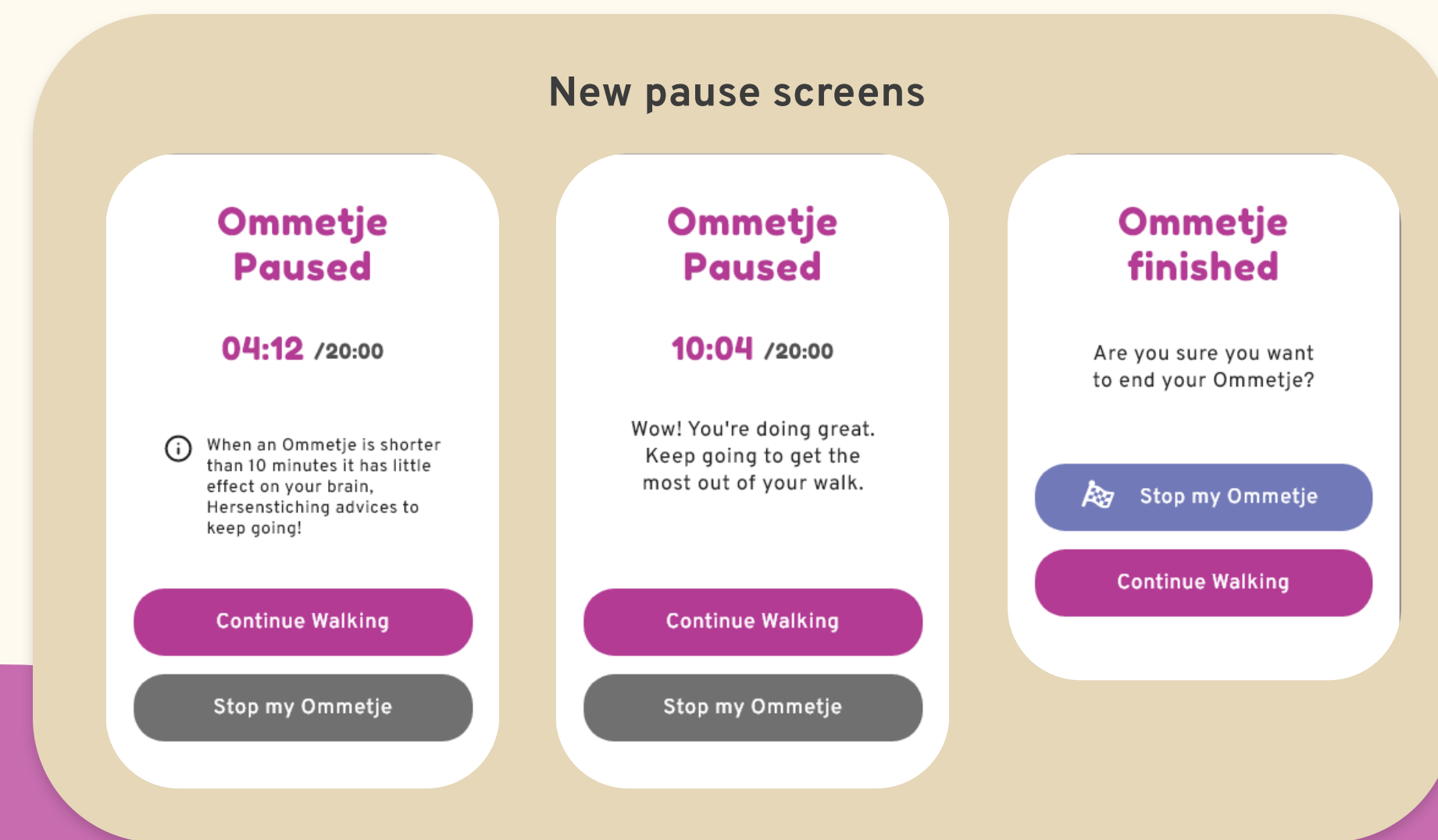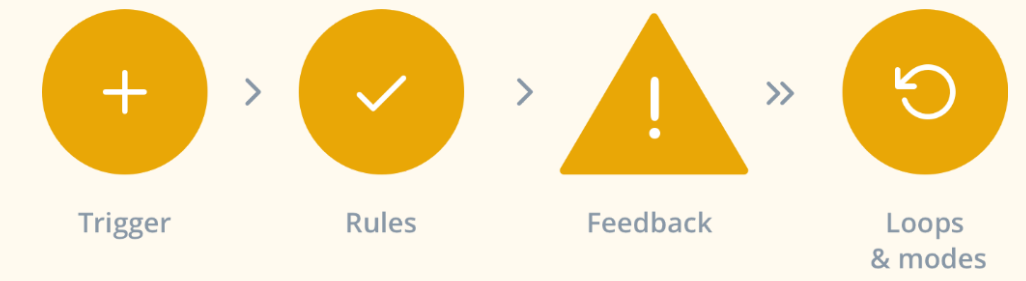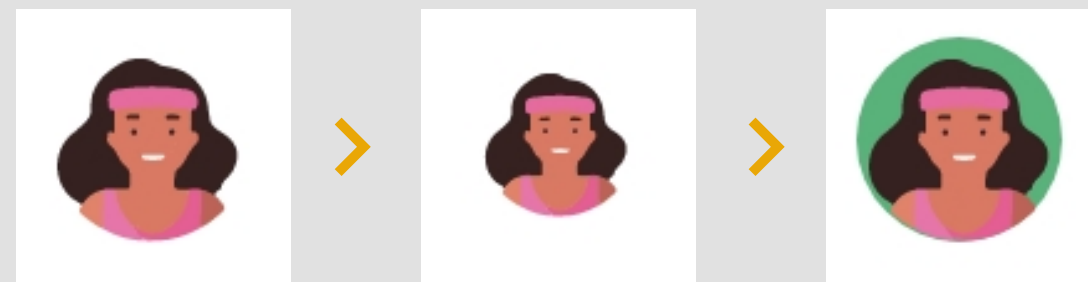
New pause screens

The system will still wait for the user to start walking to prevent fraud

The system will now show the collected coins as you collect them and they will be instantly added to your pile

Ommetje Paused

04:12 /20:00

ⓘ When an Ommetje is shorter than 10 minutes it has little effect on your brain, Hersenstiching advices to keep going!

Continue Walking

Stop my Ommetje

Ommetje Paused

10:04 /20:00

Wow! You're doing great. Keep going to get the most out of your walk.

Continue Walking

Stop my Ommetje

Ommetje finished

Are you sure you want to end your Ommetje?

🏳 Stop my Ommetje

Continue Walking

Micro Interactions - Redesign 2

Selecting Profile Photo

Trigger
Manual Trigger: User clicks on the image they like

Rules
The profile image will be selected

Feedback
A green circle will show up to indicate it's selected

Filling in the username
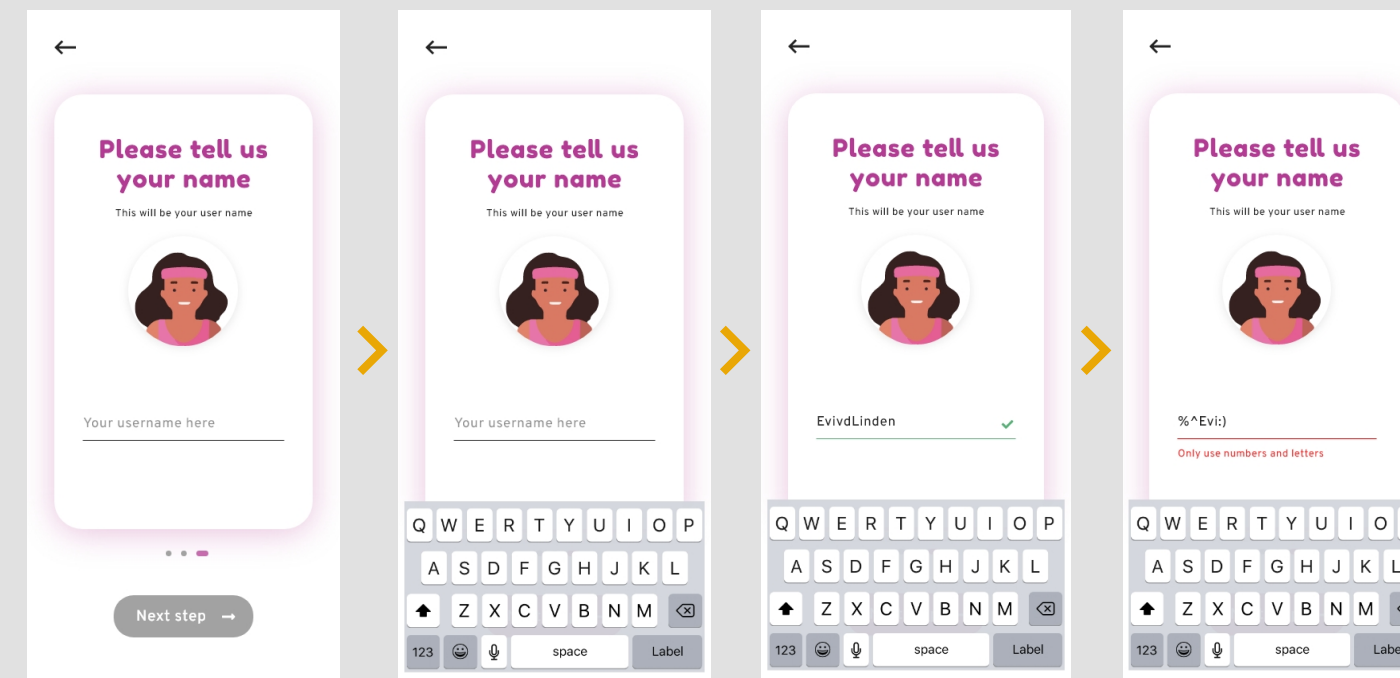
Trigger
Manual Trigger: User clicks on the 'your username here'

Rules
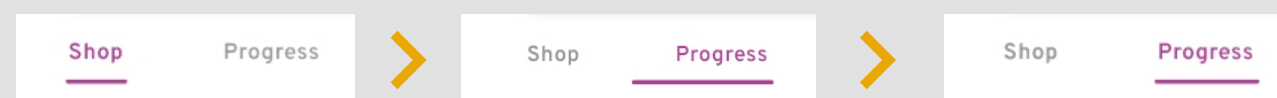The keyboard of the phone will pop-up and user can type

Feedback
The system will show the user if their input is valid

Loops & modes
If the user uses symbols the system will show the input is invalid

Switching menus

Trigger
Manual Trigger: User clicks on the menu

Rules
Other menu page will show up

Feedback
The menu will turn purple with a purple stripe

29

Animation Storyboards

Button 'coin' flip
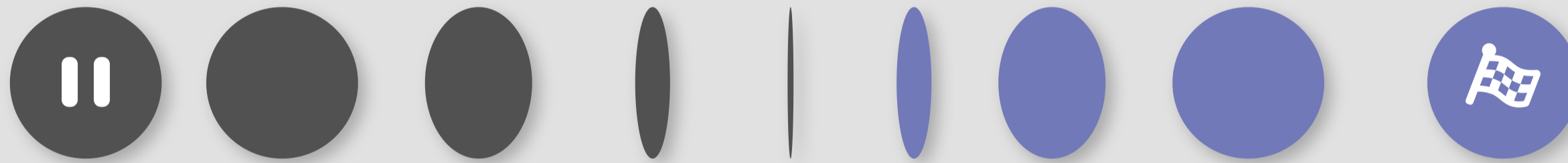
My original idea was that when the user reaches the 20 minute mark, the button would flip over like a coin and turn into a purple button with a flag.
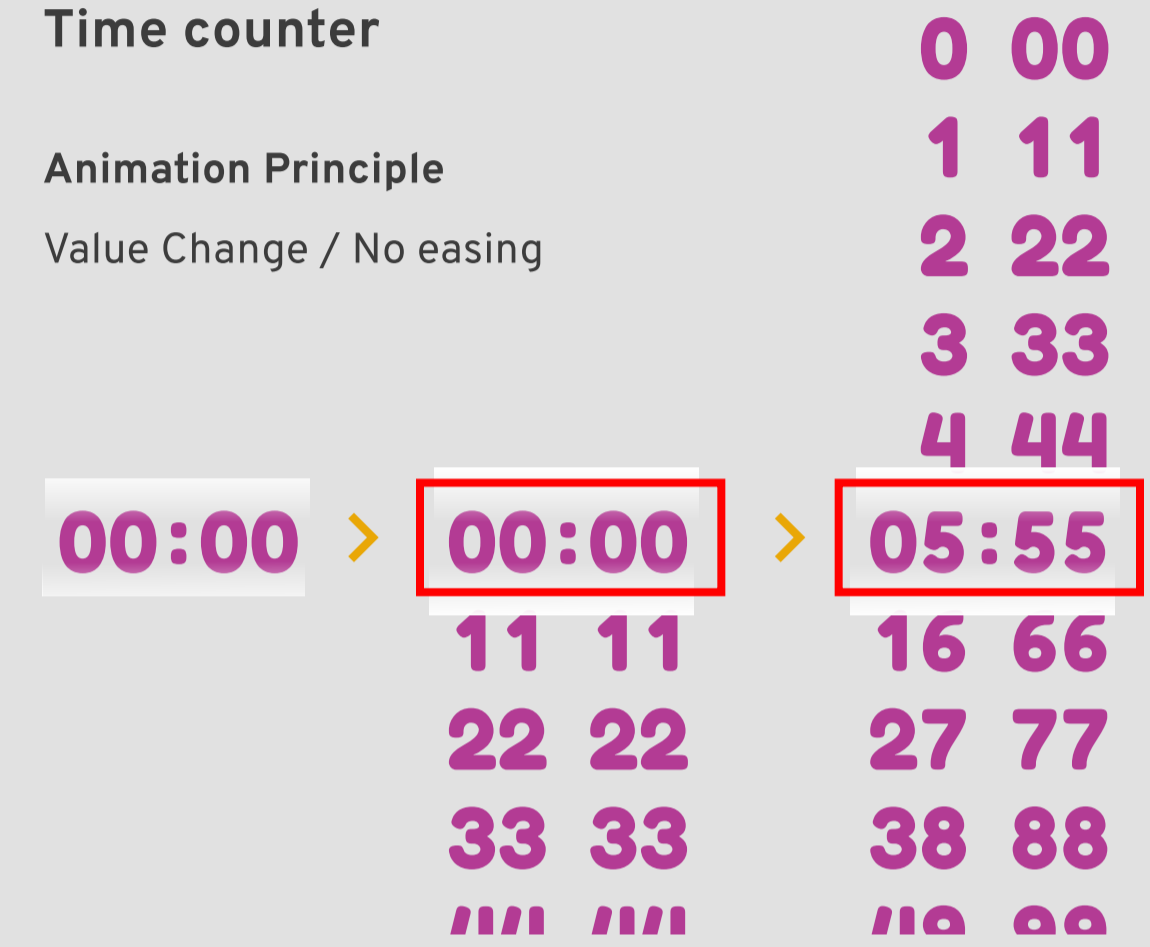
Animation Principle

Dimentionality / No easing

Circle Counter

Gap 1000
Dash 0

Gap 1000
Dash 300

Gap 1000
Dash 750

Gap 1000
Dash 1000

To show progression during the walk I've used a circle that will slowly fill according to the time walked. A completed circle showcases 20 minutes.
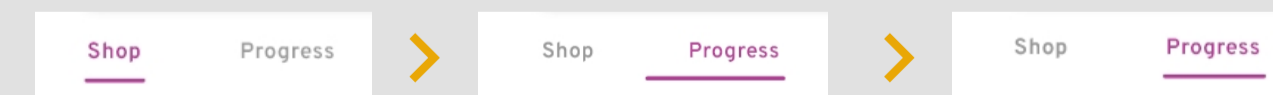
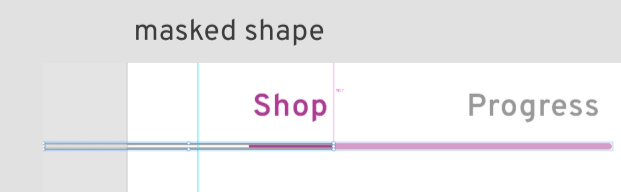**Animation Principle**

Transformation / No easing

Time counter

Animation Principle

Value Change / No easing

0 00
1 11
2 22
3 33
4 44

00:00 > 00:00 > 05:55

11 11   16 66
22 22   27 77
33 33   38 88

This animation portrays time actually going up in a slider-type of movement. This animation works by adding rows of numbers and then make them move up to the number of the time needed.

Menu Switch

Click

Ease in-out / 0.4s

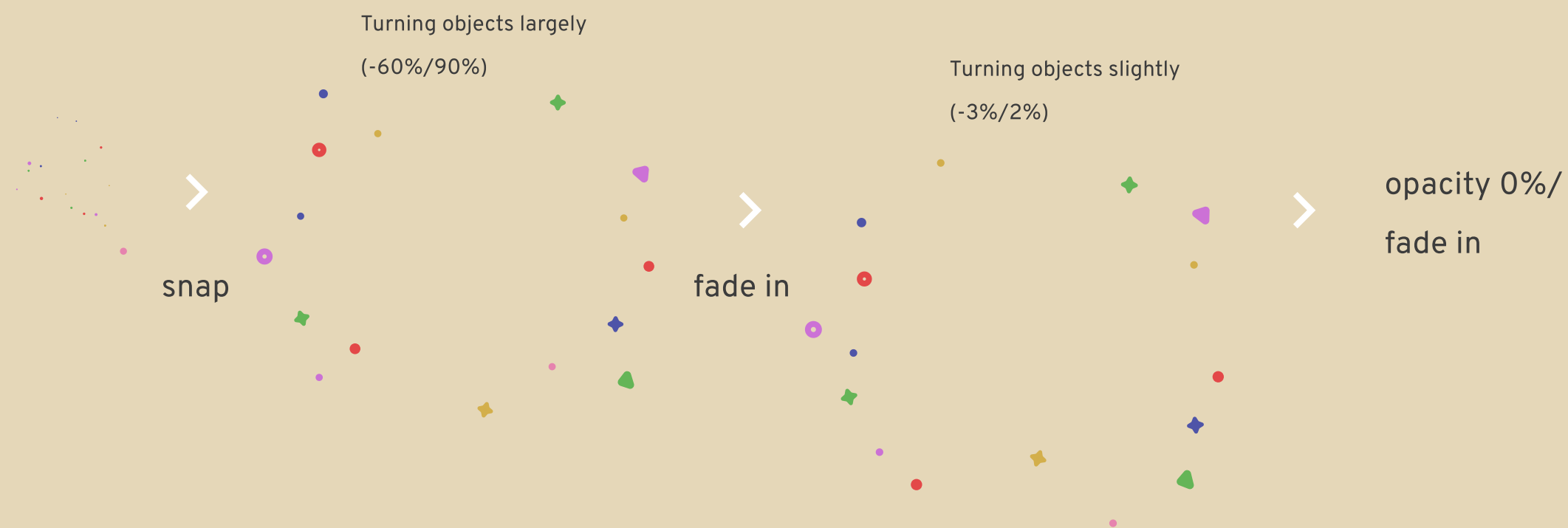| Shop | Progress |
| Shop | Progress |
| Shop | Progress |

Animation Principle

Masking / Ease in-out

This is an animation to make the flow of changing menus more fluid and easy to follow. It is made with masked shaped that move when clicking.

masked shape

Shop Progress

Confetti Celebration

Turning objects largely (-60%/90%)

Turning objects slightly (-3%/2%)

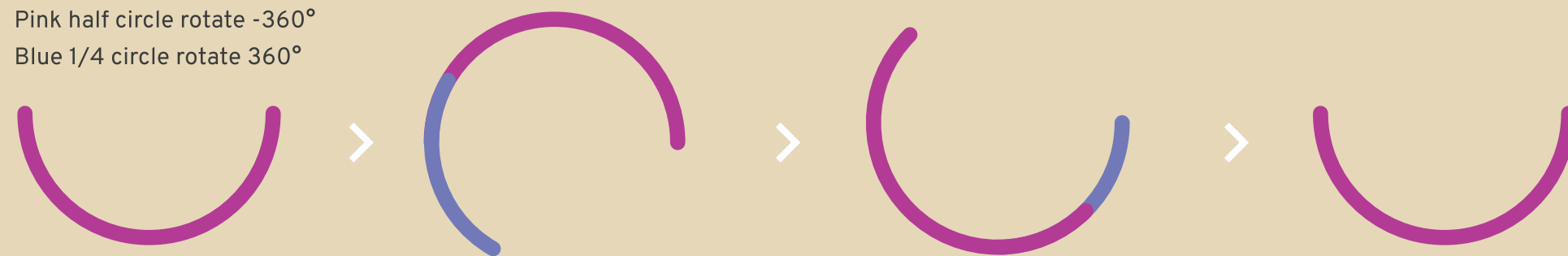opacity 0%/ fade in

snap

fade in

This confetti animation will show after completing a walk. It starts really small and hidden, and then 'explodes' across the screen. After that it will slowly fall and dissolve

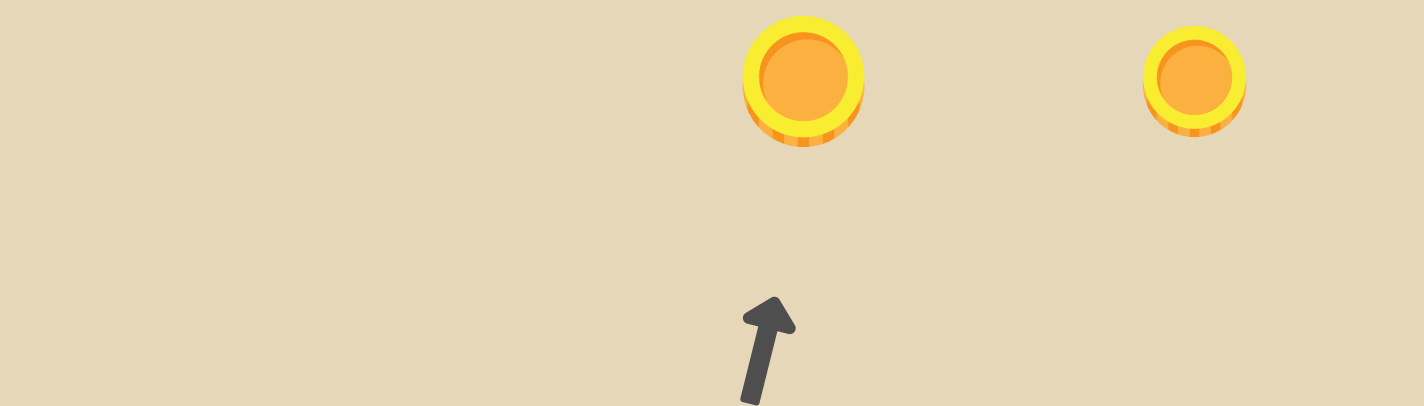**Animation Principle**

Easing (?)

Loading

Pink half circle rotate -360°
Blue 1/4 circle rotate 360°

This is a short loading animation with 2 rotating parts; a half circle and 1/4 circle. It's important the circles can rotate around their own axis. They both rotate in opposite directions to create a fun effect.

Animation Principle

Rotating / Snap

Obtaining coin

Snap

Snap

+1

+1

+1

Opacity from 0 to 100%

Coin 90% size

Coin 110% size + sparkle

Fade-in

Fade-in

Snap

+1

+1

coin 100% size + sparkle dissolve

Coin move up + 110% size

Animation Principle

Bounce/Move

This is an animation that will occur when a user obtains a coin during a walk. The coin will pop-up and give a little sparkle. Then it will move up to the screen and bounce before disappearing, to show where the coin has gone.