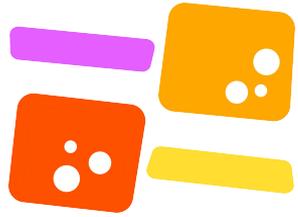


maracas

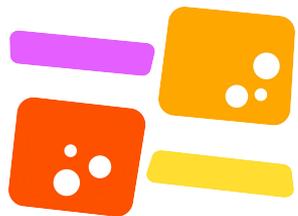
"shake up your free time!"



team maracas



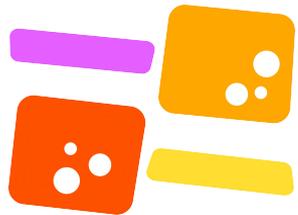
David Quijada: Industrial Design Engineering and Product Development at UPV



team maracas

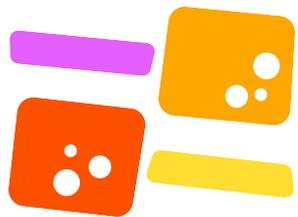


Yagmur Erturk: Film and Television at Istanbul Bilgi University



team maracas

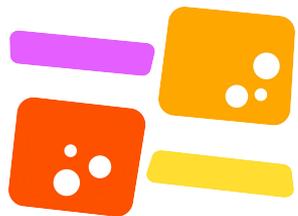




team maracas



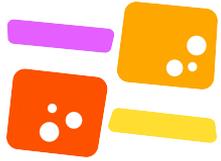
Milena Cywinska: User Experience at University of the Arts London



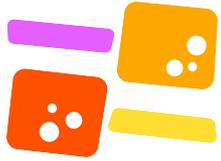
team maracas



Michael Walton: User Experience at University of the Arts London



mobile experience?

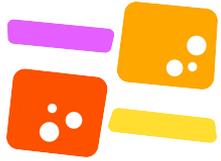


mobile experience?

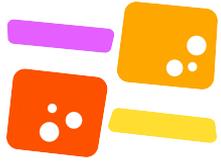
Lack of motivation

Lack of creativity

Stuck in a routine

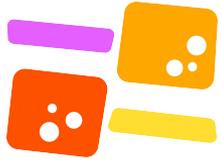


“How can we engage people in better habits through digital media?”



“How can we engage people in better habits through digital media?”

**daily activities
diversifying the
routines**



“How can we engage people in better habits through digital media?”

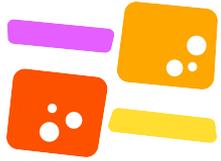
LinkedIn Learning

Existing Apps

**daily activities
diversifying the
routines**

Brainstorming

Existing Activities



target audience

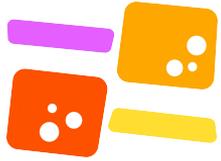


**The always
ambitious**



**The curious
self-controller**





what do users really want to achieve?

When

It's lockdown

I'm bored at home

I have some free time

I want to

try something new

do something fun

do something productive

spend my free time effectively

so I can

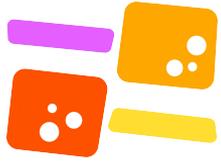
become more active

become more creative

develop my skills

entertain myself

implement good habits



how do we address those needs?

Goal: motivate people to break their routines and try something new

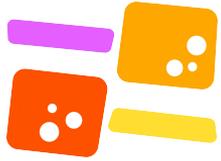


how do we address those needs?

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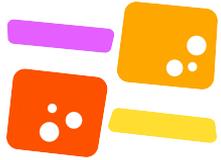
Randomness

Surprise



project vision

Develop till the end of June an application that helps **young creatives** to **be more active and creative** by diversifying their routines with short **surprising random activities**. Users will be motivated by challenging themselves and competing against each other. We will consider it a success if users complete a first level of challenge and **continue with the next level** or a different challenge.



Conceptualisation

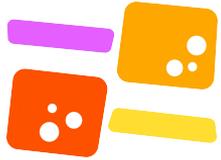
1

Having registered in Maracas, the users would try a welcoming challenge to learn the dynamics of the app.

2

After that, they would start a 3-day explorative challenge, in which they would receive a surprising task every day.

Each day the task is based on one of our 3 categories: active, creative and wellness/wellbeing.



Conceptualisation

3

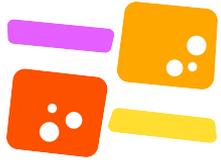
Next, the users would have the option to do another different 3-day challenge or start a 7-day challenge, in which the user would get different tasks based on the same category.

The 7-day challenge will reinforce the curiosity to become more active, creative or learn more about mindfulness and well-being.

4

After finishing any task the users would upload their results and check other people's results in the "Community".

The experience is more rewarding when you can compare with others and share impressions.



fast user testing

First test experience

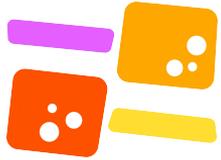
Research questions

Test the general concept

Include feedback while the app is being developed.

Test the 3-day explorative challenge

Get insights about when users carry out the tasks and how is their motivation, feelings...



fast user testing

First test experience

Methodology

Equipment: Fictional instagram account.

Scenario:

- 5 participants tested.
- The experiment lasted for 3 consecutive days.
- Every day the participants received a notification with the task explanation at 9 am.
- At 6pm our participants received a last call reminder to complete the task and send back the results.
- After the 3-days experience, a personal interview was arranged.



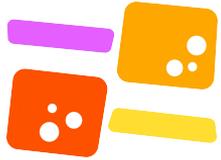
fast user testing

First test experience

Findings

We got some insights into how users would actually use the app, which allowed us to produce a Context of Use that is based on qualitative research.

We should make a second with an improved unbiased interview to gather more information.



fast user testing

Context of use

Context of Use

Hardware/ interface: smartphone app

Personal situation:

Receiving the challenge: relaxed, sitting, eating, drinking coffee/ busy, in a hurry, on the move

The challenge: relaxed, prepared to do the challenge, focused, checking the task description while doing it, walking in the street.

Uploading the results and exploring: accomplished, curious, relaxed, free.

Spatial situation:

Receiving the challenge: in the morning while having breakfast or morning coffee/ getting ready to leave for work or University/ on the way to Work or Uni.

The challenge: free time, while being bored, relaxing, break at work or school

Uploading the results and exploring the community: right after finishing the challenge, on the way back from the challenge, relaxed after the completion, resting...

Duration of interaction:

App in use: around 6-15' a day

Challenge execution: up to 15'

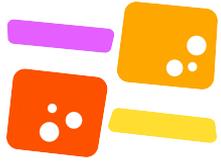


fast user testing

| Second test experience

Research question

Following an iterative process, we decided to test the concept again with new participants to get more complete and unbiased feedback from our respondents.



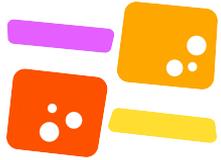
fast user testing

Second test experience

Methodology

**Same scenario and
equipment with
different tasks and an
improved interview**

We also shared their results with others the last day to check what user thought about it



fast user testing

First testing experience

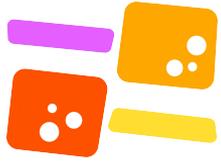
Findings

3 out of 5 participants mentioned any of our expected outcomes in the personal interview

The participants focused too much on the results

The mix of tasks for this experience were perceived as more demanding

What happens if someone rejects the task completely?



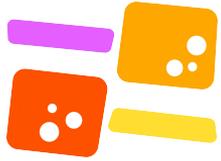
early prototype

| The Name

Potential Names

- BreakOut
- For You
- Boost Break
- Milk
- Snow Globe

**“Shake up
your free
time”**

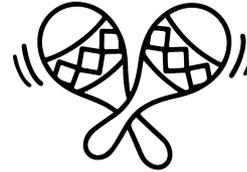


early prototype

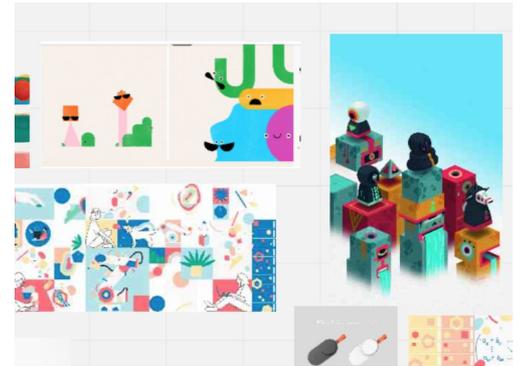
Early Designs

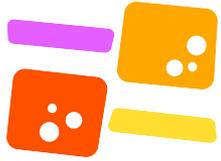
What makes “Maracas?”

- Modern and Inclusive.
- Colourful and Playful
- Sleek and neat design.



MARACAS





Eye tracking

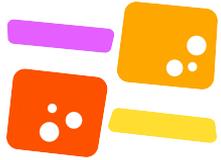
Introduction

Research question

Determine which of the two prototypes works better. We want to know which layout is more intuitive, comprehensible, and clear.

Test goals

1. How fast is the overall flow of the app?
2. How comprehensible and clear is each layout?
3. Does the layout of options influence one's decision to make his results public?



4. Eye tracking

Methodology

Criteria of success 1

How fast is the overall flow of the app?

Measurement:

Time to complete each task.

Criteria of success 2

How comprehensible and clear is each layout?

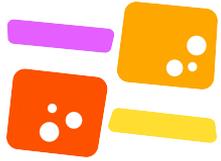
Measurement:

Number of clicks

Gaze plots and heatmaps -
number of fixations

Equipment: Tobii Pro Lab software and Tobii Pro Glasses

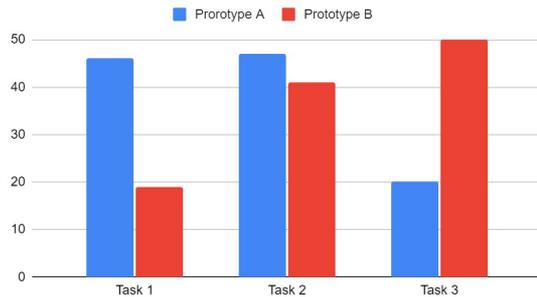




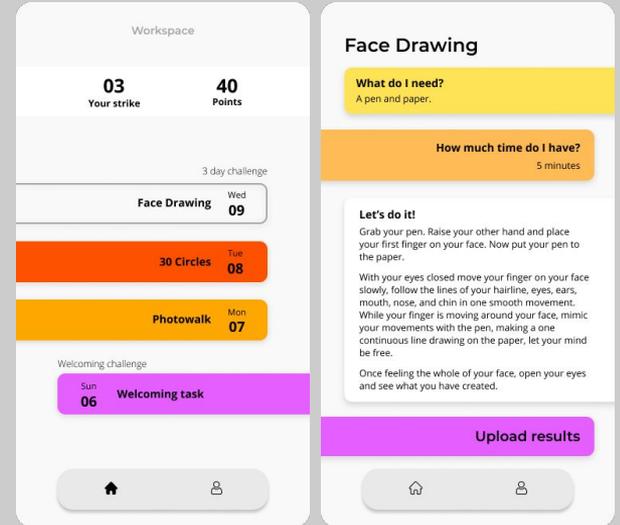
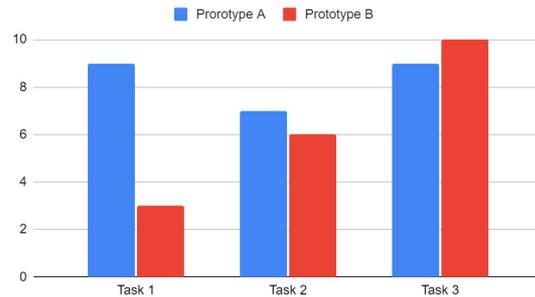
4. Eye tracking | Findings

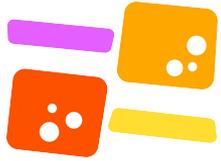
The workspace and task description layout in prototype B is more intuitive. Users can find the new task almost 2,5 times faster in this prototype and need less clicks to find the right button.

Average Time in Seconds to Complete Tasks



Average Number of Clicks to Complete tasks



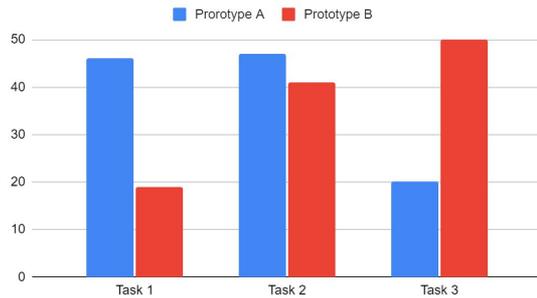


4. Eye tracking | Findings

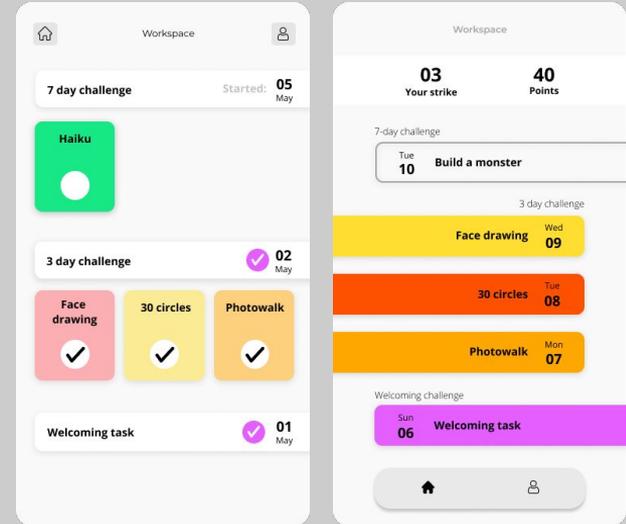
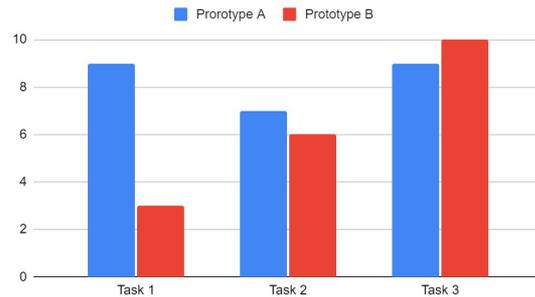
In task 3, our participants found more difficulties in prototype B. Prototype A was 2,5 times faster.

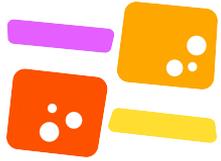
Participants struggled to understand that they had already selected the next challenge.

Average Time in Seconds to Complete Tasks



Average Number of Clicks to Complete tasks





4. Eye tracking

Ideas of improvements

The simpler
the better

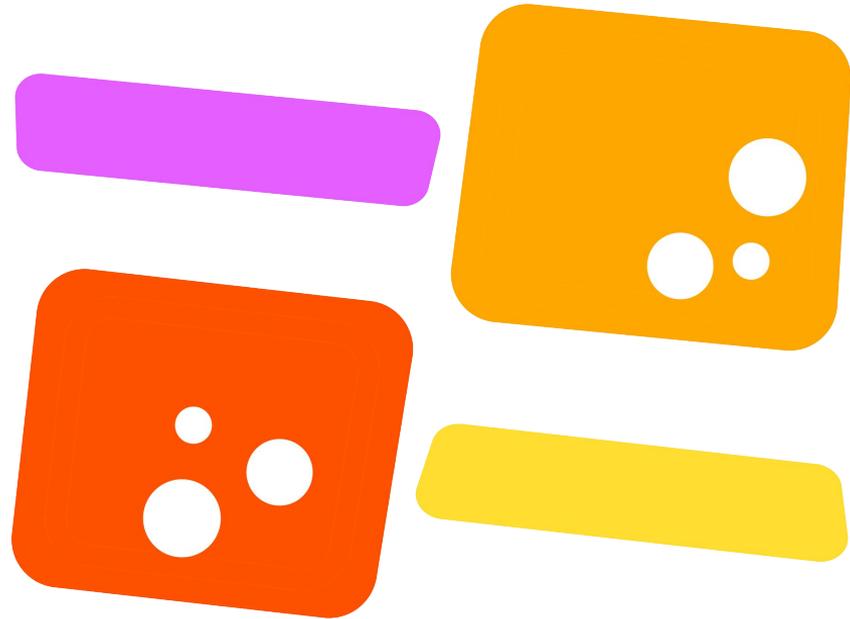
Create a clear and strong
visual hierarchy that helps
users understand which is
the next step in the user
flow through the app.

Make sure the sizes of
the elements are
adjusted to a
smartphone screen

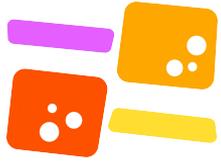


final prototype

Logo



maracas

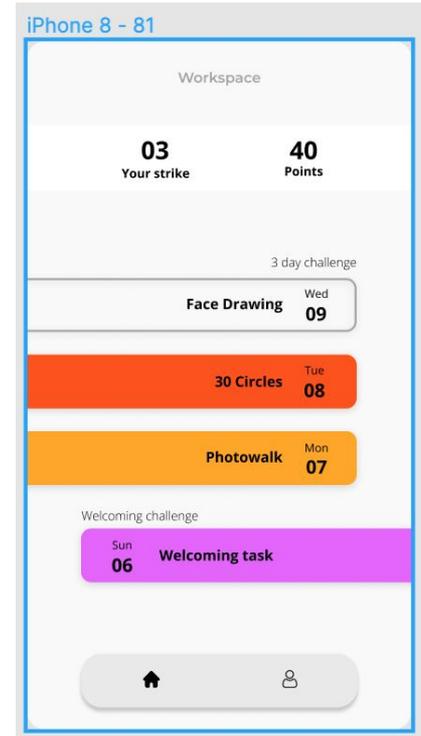


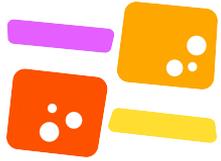
final prototype

Wireframing

Hierarchy

- Text.
- Layout.
- Colours.



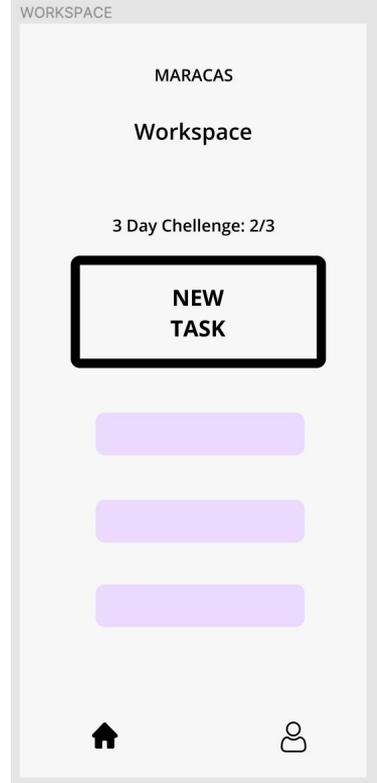


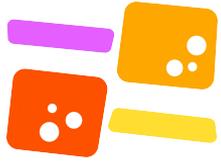
final prototype

Wireframing

Hierarchy

- Text.
- Layout.
- Colours.





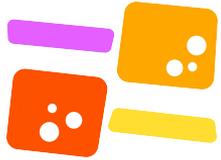
final prototype

Wireframing

Familiarity

- Similar interfaces.
- Understanding the user thoughts.
- Simple Scroll.





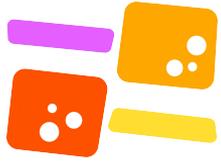
final prototype

Wireframing

Familiarity

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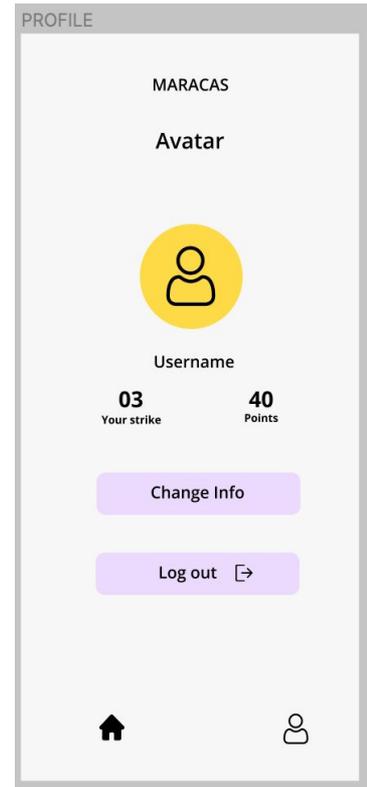


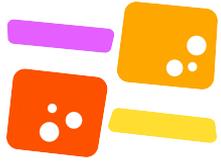
final prototype

Wireframing

Simplify

- Similar elements.
- Clean layout.
- Moved elements.





final prototype

Walkthrough

Welcome Task

- Intuitive.
- Better understanding.
- Great walkthrough.
- How the app will work.

The image shows a mobile app registration screen for 'maracas'. At the top is the logo, followed by the brand name 'maracas' and the tagline 'Shake up your free time! Let's get it started!'. Below this are three input fields: 'E-Mail Address', 'Password', and 'Confirm Password', each with a lock icon. At the bottom is a purple 'Join now' button.

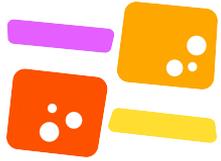
maracas
Shake up your free time!
Let's get it started!

✉ E-Mail Address

🔒 Password

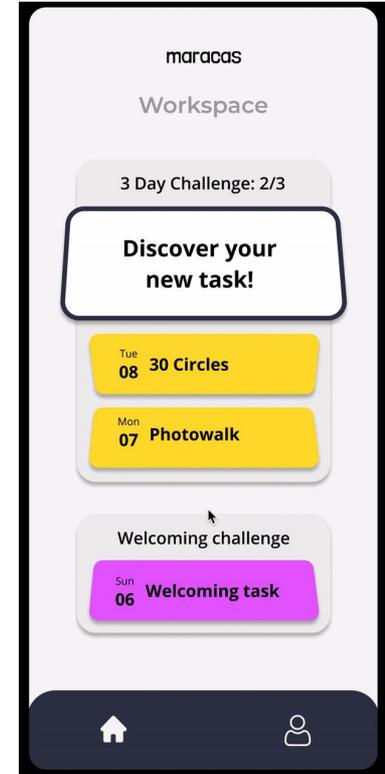
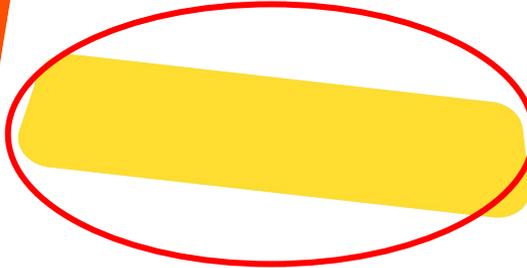
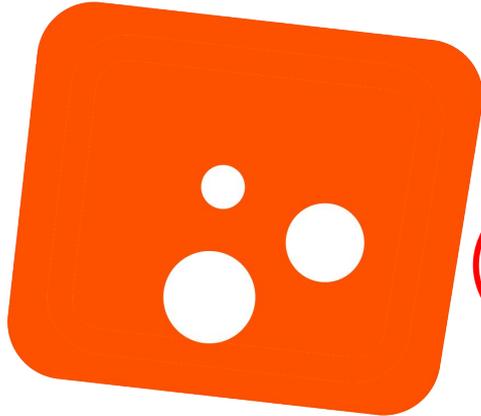
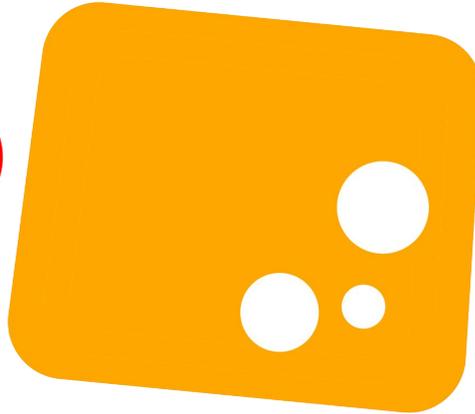
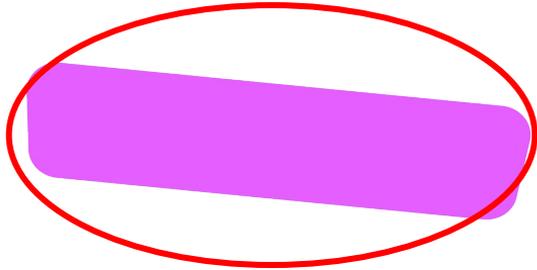
🔒 Confirm Password

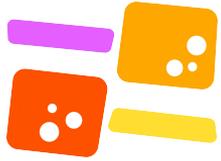
Join now



final prototype

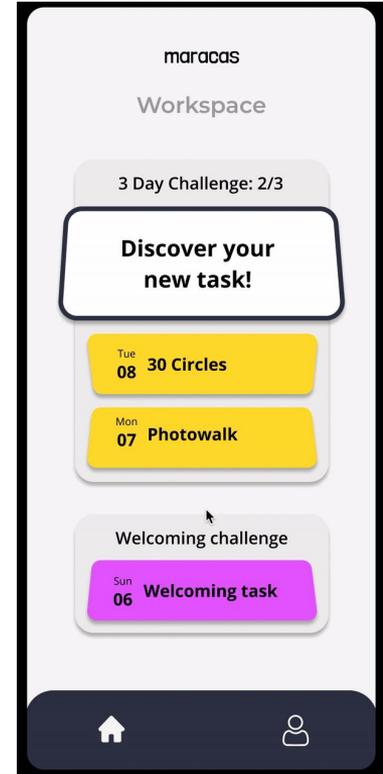
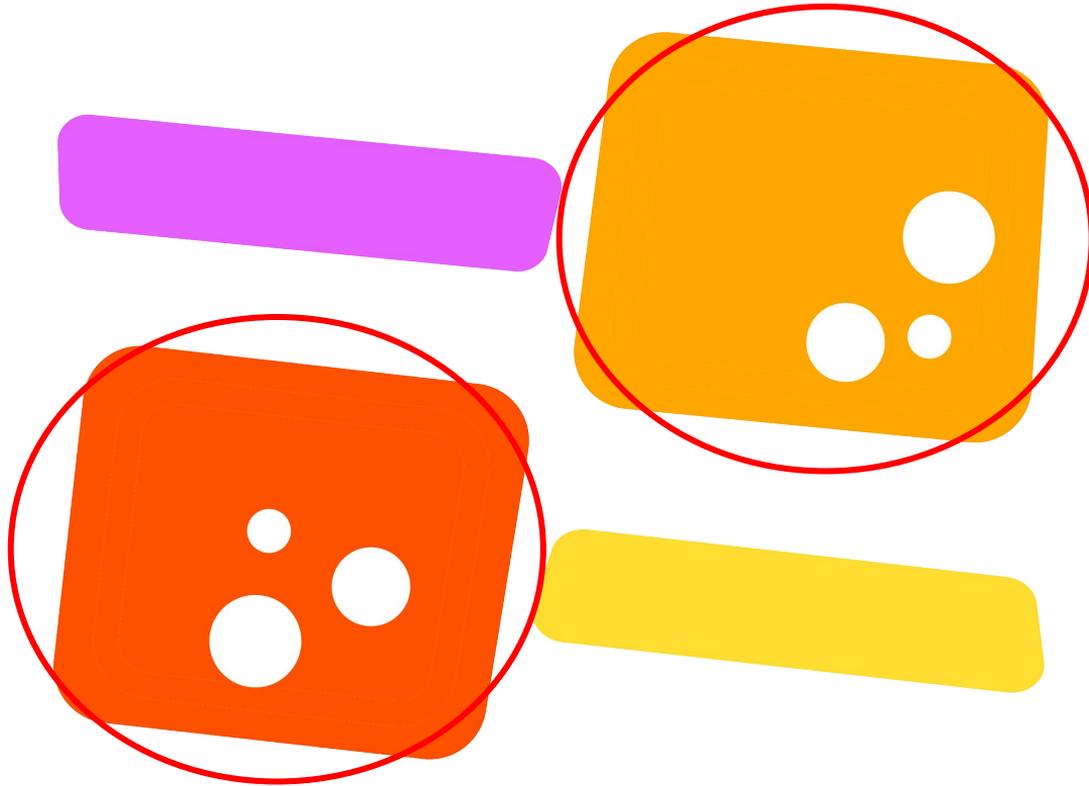
Walkthrough

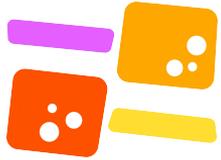




final prototype

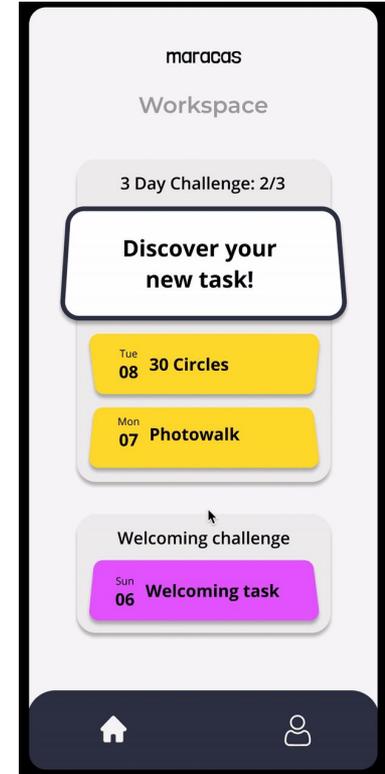
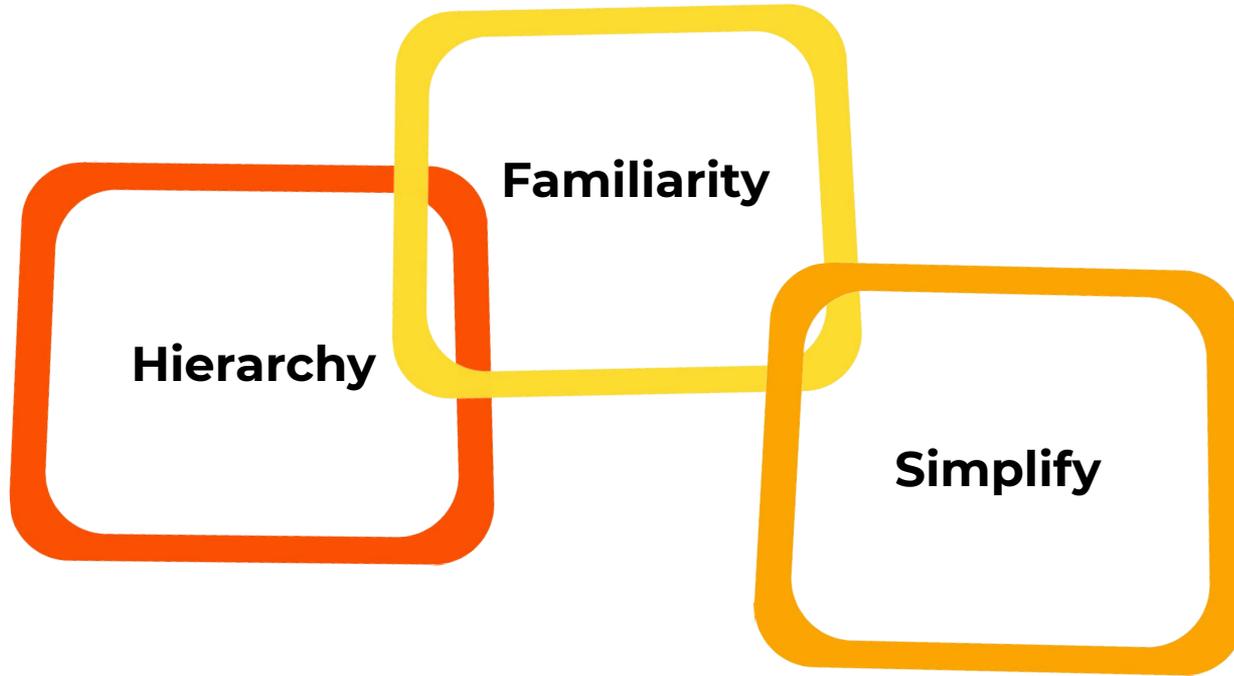
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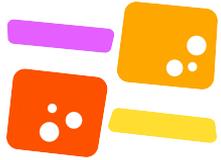




final prototype

Walkthrough



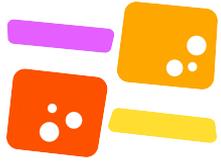


summary

Maracas is designed to provide users activeness, creativity and wellness.

The main objective is to help them have quick entertaining breaks from work to make them more productive during the day. It influences people to engage in fun activities that they might not be motivated to do on their own.

It is very important to take breaks from your daily routine, to ease the exhaustion and be more productive with your work. And that's exactly what Maracas aims, along with influencing young creatives!



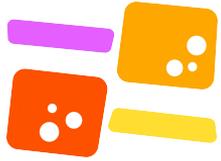
summary

It's important for us to make the users feel comfortable and not being pushed to have the best results.

It's not a competition at all. It is only for fun and motivation for each user.

We aim that users don't feel like the tasks are something they have to do, it's more like small reminders to entertain them once in a while.

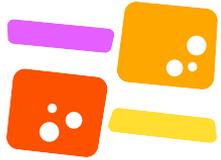
Although it's also important that the users are interested enough to focus on completing the tasks without procrastinating.



future work

What we would like to do next, is improve Maracas depending on the feedback we get from the users.

It's important to reflect on users' expectations to help them get the best experience possible.



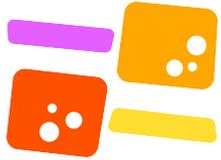
future work | Tasks

Our tasks are designed to entertain people without having difficulty to complete. They are pretty simple without the need of much equipment and effort.

It's important to activate the users, get their creativity working and make them feel relaxed.

We test the tasks with people to see how interested they are to spend time on them. Then we eliminate and improve the tasks accordingly.

The tasks aim to entertain people and give them small breaks in a day, but if the users want to be challenged more, we could add difficulties and levels on the tasks.



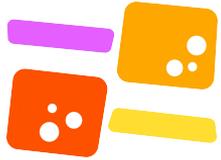
future work | Layout

The layout of the app is as important as the tasks to keep users interested.

It affects a lot on their motivation to open the notification and stay on the app.

We try to keep the app as dynamic as possible with the design and use of colors.

We aim that the quality will make them feel good so that they keep on using the app.



future work | Interactivity

Users should feel like they are a part of something while doing the tasks.

We didn't want to make it too social to not turn it into a competition.

Also, with the exhaustion the social media has on people, most people are seeking for platforms of less sociality and more creativity.

It's important to make users feel comfortable and relaxed.

But still, users are able to see other users' results on community, to engage and have even more fun.

If the users would like to socialize more on the app, they could have a chat box where they could talk in private or have group chats.