

Mobile App

V1.0 P5 UXDI

11.16.2017

.all AT&T 🗢	8:50AM	*	90% 📟
	Congrats on taking your first step on the path to recovery! Recovery isn't perfect, but it can be easier with the help of One Step .		
	0		
	Keeping in contact with a certified recovery coach		
	Log in		
	Sign up		
		_	

Summary



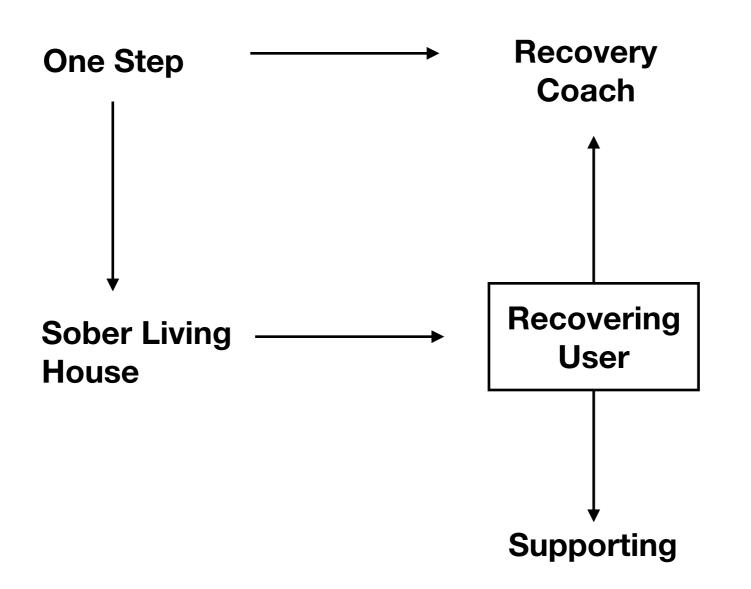
Summary

Project Background

One Step is a digital recovery app for those struggling with drug and alcohol addiction through peer support

Business goals and objectives

- Decrease relapse rate
- Increase and maintain daily engagement

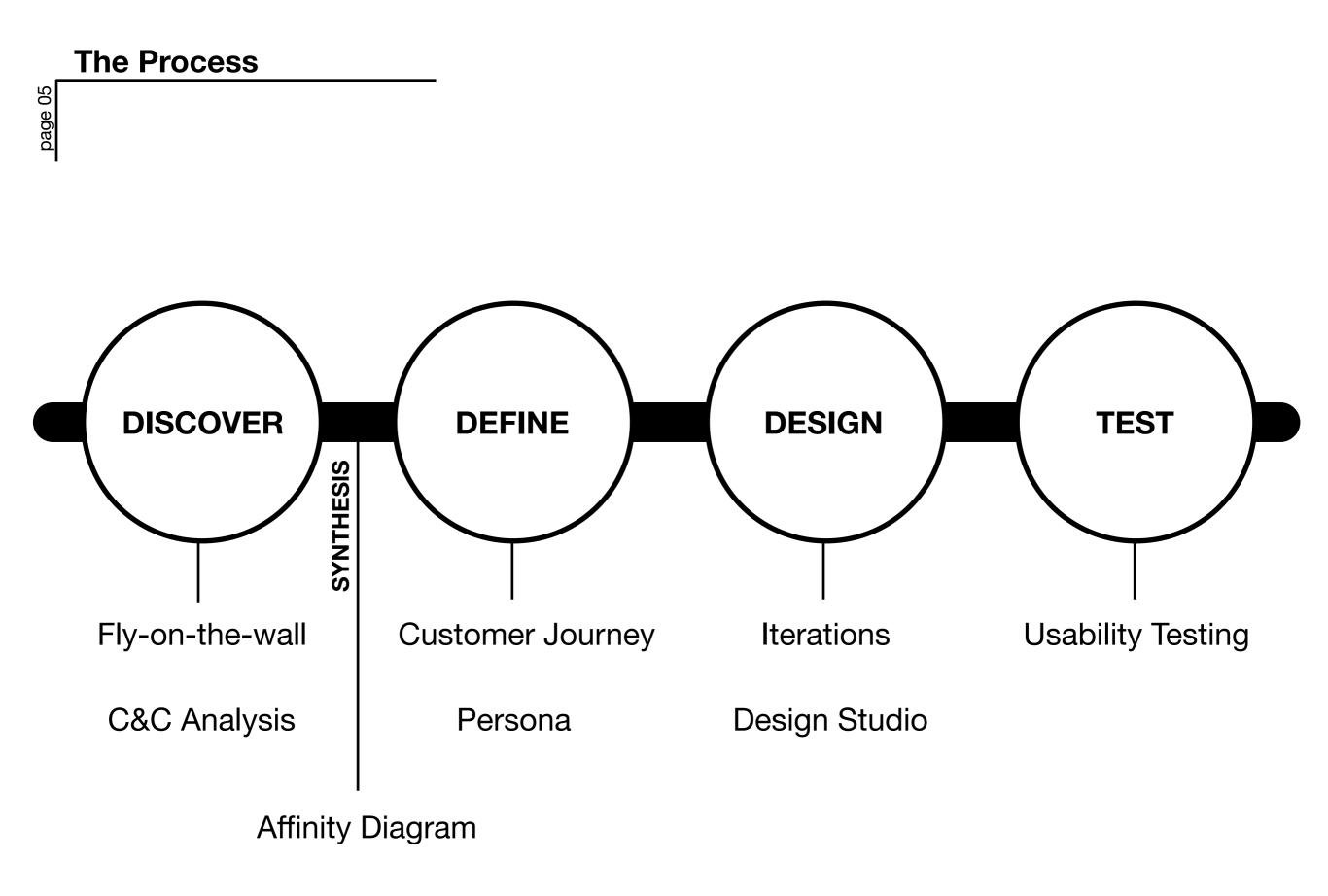


Problem Statement



Recovering User

How do we create a sticky experience on an app that encourages daily engagement while helping addicts in recovery reduce the risk of relapse?



RESEARCH

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Research Findings: Meetings

page 07

"I've applied the 12-steps to every aspect of my life and it slowly became "Whether you come a lifestyle. to listen or to share, 33% it all helps." **Didn't attend Effectiveness of meetings** 67% **Relied on meetings** I look forward AA <u>saved</u> my life." to going to my meetings.

Research Findings: Coaches

Effectiveness of Recovery Coach

86%

of OD Patients <u>Asked</u> For Follow-Up Treatment Help

37%

OD patients Entered or Re-entered a Treatment Program

> **80%** Post Engagement Rate

*as reported by ERs in Rhode Island and Maine

Research: Competitors sentiment

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we	STOP	A	Sober Grid	JAS S
WeConnect	Avert	Addicaid	Sober Grid	R-Tribe
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500 downloads	500 downloads	5000 downloads	10000 downloads	100000 downloads
Strengths N/A	Strengths N/A	Strengths Easy navigation Community aspect Helpful to find meetings In-app messaging 	 Strengths Love social connections In-app messaging most utilized Facebook for recovery people 	Strengths • Helps focus and then feel accomplished • Stay motivated • Helpful talking to others • Stay on track without too many features
Weaknesses N/A	Weaknesses N/A	Weaknesses Crashes often Back-end issues 	Weaknesses Back-end issues 	Weaknesses • Back-end issues • Don't like subscription • model Don't like push notifications

 for the bible Inspirational quotes don't align with religious preferences

Research: Competitors Features

page 10

Top 3 Apps: What they have in common



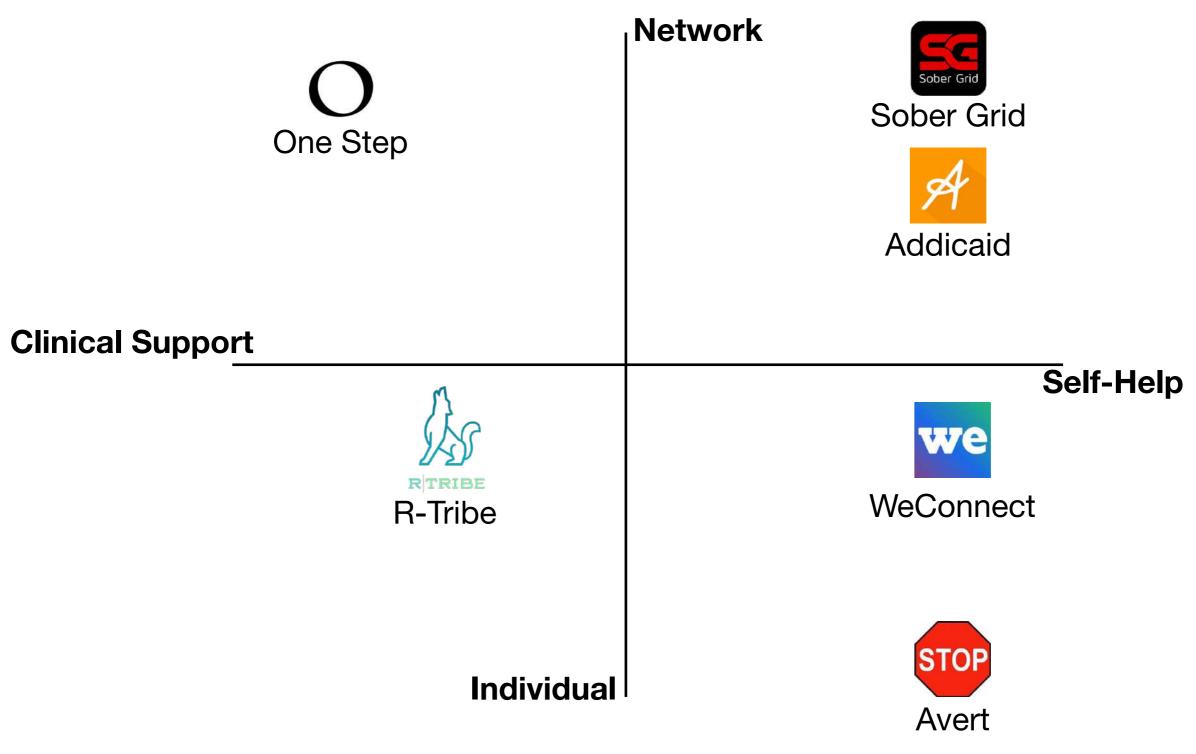
- Progress tracker
- Check-in
- In-app messaging
- Adding friends
- Newsfeed
- App feedback
- Notifications
- Discover friends





Research: Business Opportunities





DEFINE

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	Keeping in contact with a certified recovery coach	

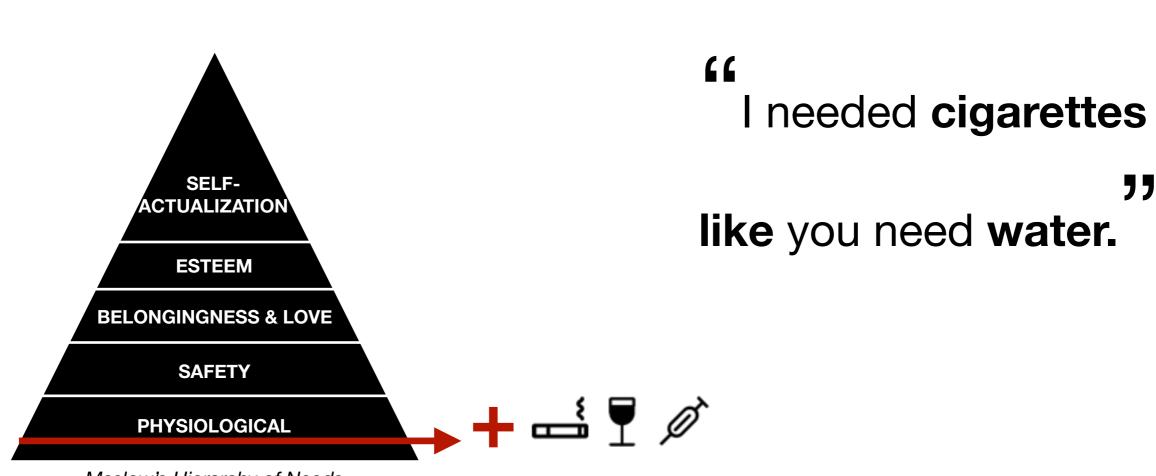
Research Findings

Users want to know that there are **others** who can **relate** to their **struggles**.

Users feel more **tempted** to relapse when they **feel** like they're **alone**.

> Users want to feel like they are in **control** of their **recovery**.



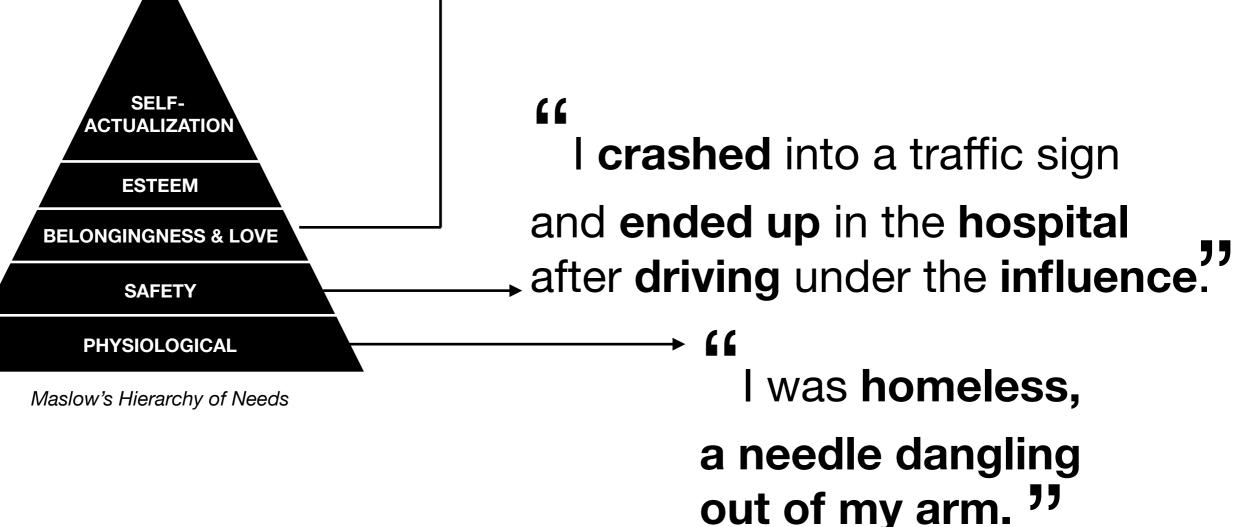


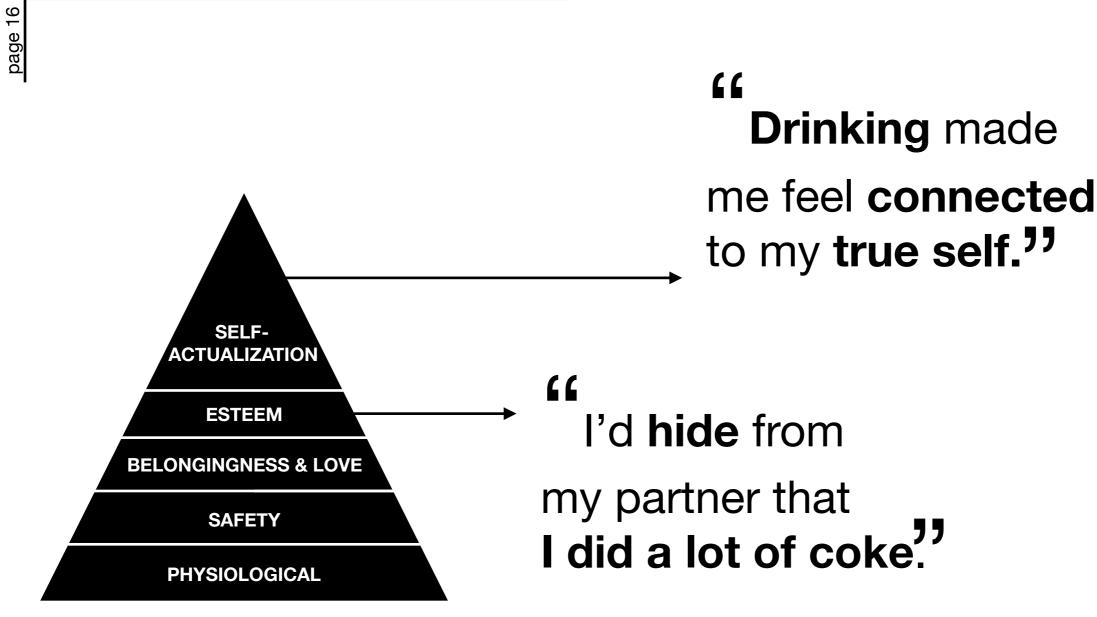
Maslow's Hierarchy of Needs



page 15

I was fighting with my husband all the time?"

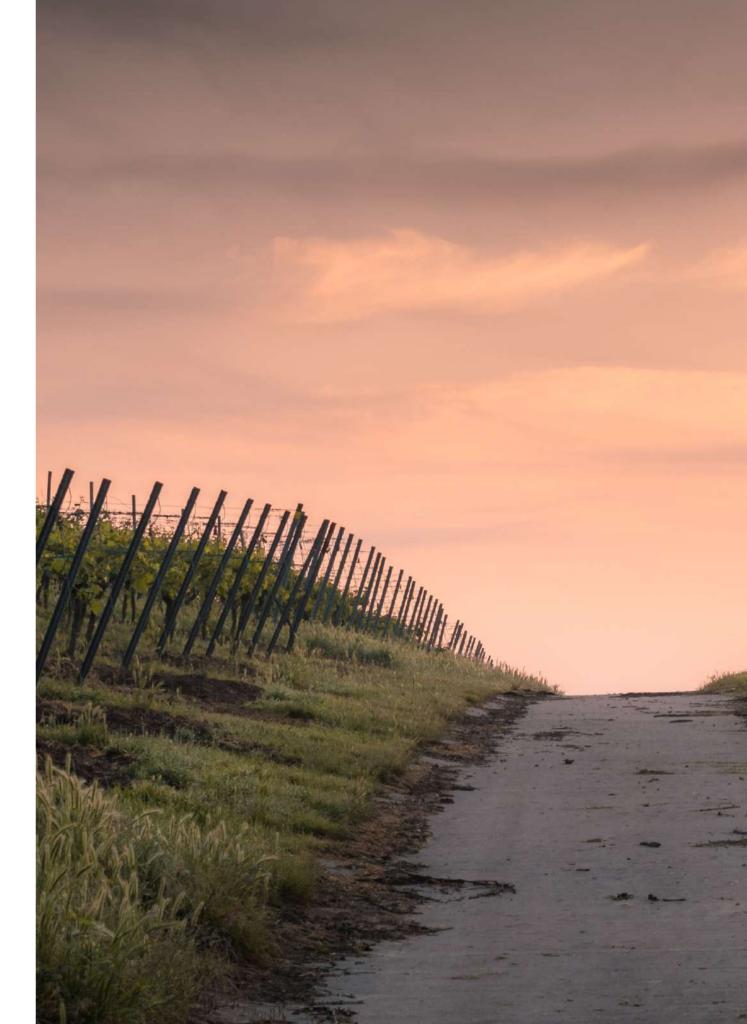




Maslow's Hierarchy of Needs

page 17

Which need in the hierarchy do our users focus on when they start their path to recovery?



rim in devia

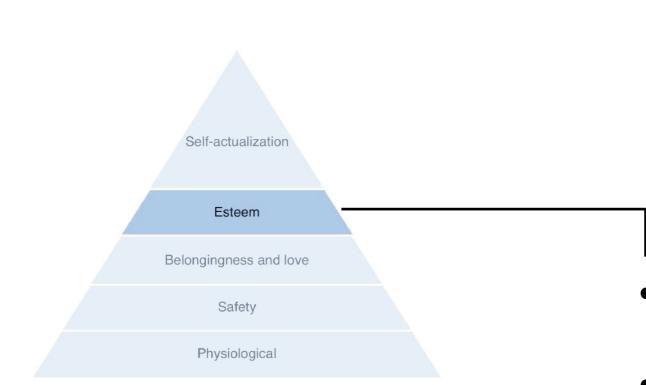
page 18

Treatment helps them establish the basic and most necessary needs, on the lower-levels.

The needs of users, posttreatment and recovering, focus on the upper levels of the hierarchy.

Self-actualization —			
Esteem			
Belongingness and love			
Safety			
Physiological			

- I have **accepted** my problem
- I need ways to keep busy
- I need a new passion to distract_myself
- Drugs affected who I was. Who am I without it?
- I need to know I can be happy without drugs



- I don't want to be judged
- I need a stronger motivation than just myself to quit
- | motivate myself

Self-actualization	
Esteem	
Belongingness and love	
Safety	
Physiological	

- Social reinforcement can be a huge support for me
- Finding and belonging to a community is important for me, especially one that can relate to what I'm going through



Connor Smith

- 31 years old
- Unemployed, previously a lawyer
- Lost his job and home due to alcoholism
- Headed to a sober living home after discharge from treatment facility
- He has already relapsed once

Traits: Paranoid, doesn't like being told what to do, restless, determined



Pain Points

- Leaving your friends and finding a new community can be scary
- Triggers are everywhere
- Don't want to be tracked or monitored



Needs

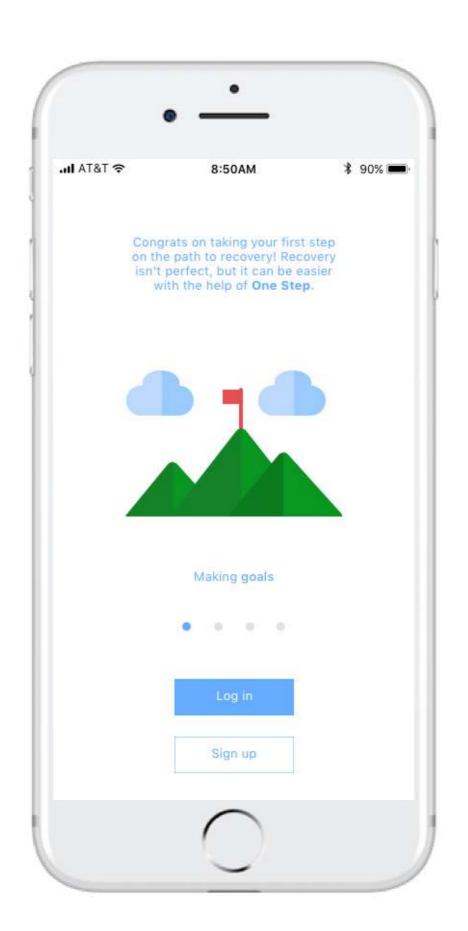
- Structured guidance
- Belonging to a relatable community
- Coping mechanisms with the daily stresses and challenges of life

Scenario



They sit down and discuss Connor's goals and how Daniel can be reached through the app.

Prototype



Key Features

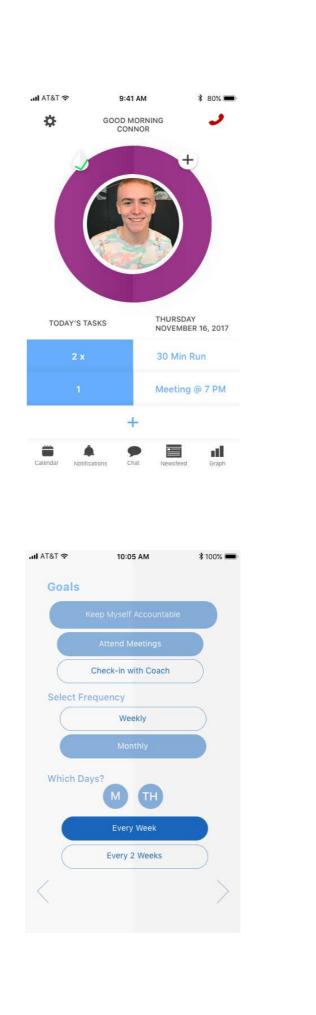
page 36

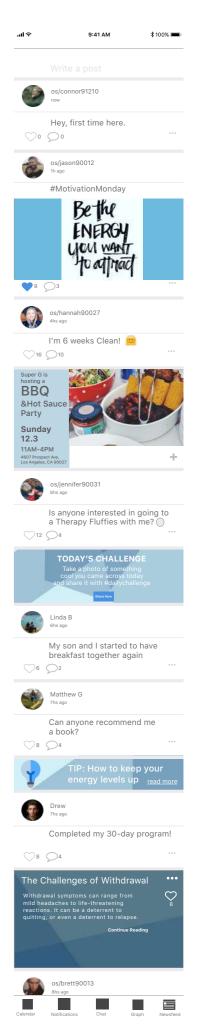
How do we digitize the social experience and bonding of an AA or NA meeting?

How do we track user behavior without the user feeling like they are being monitored?

How do we align business goals along with user needs?

How do we incorporate access to recovery coaches?





Moving Forward

Next steps:

Recommendations:

- 1. Conduct more usability testing
- 2. Rolling out MVP

- 1. Improve experience of MVP with response from users
- 2. Explore other use cases
- 3. Offer app as a "freemium" to broaden access

One Step Team



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Rubi Aliaga

UI Design

Lead

Moving Forward

Thank You

APPENDIX

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	Keeping in contact with a certified recovery coach		
	Sign up		

Mood Board



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Feature Prioritization

Must Newsfeed Big book Tips

In-app messaging

Progress tracker Goal progress Sober day tracker

Check-in Meeting Usage Mood Calendar Emergency counselor access

Notification Settings Profile

Won't

Scenario demo Infographic of roadblocks

Should

Recovery lessons Daily challenge Daily inspirational quote Design LA meeting type Volunteering opportunities Leveling up Envisioning mood board meetings near me

Could

Spending calculator App feedback Unlock new features Letter to self page 44

https://drive.google.com/open? id=1Fs-2y0E_thCUgpOPMDQFoAb4ilxdFUpz2Nj7JICoXus

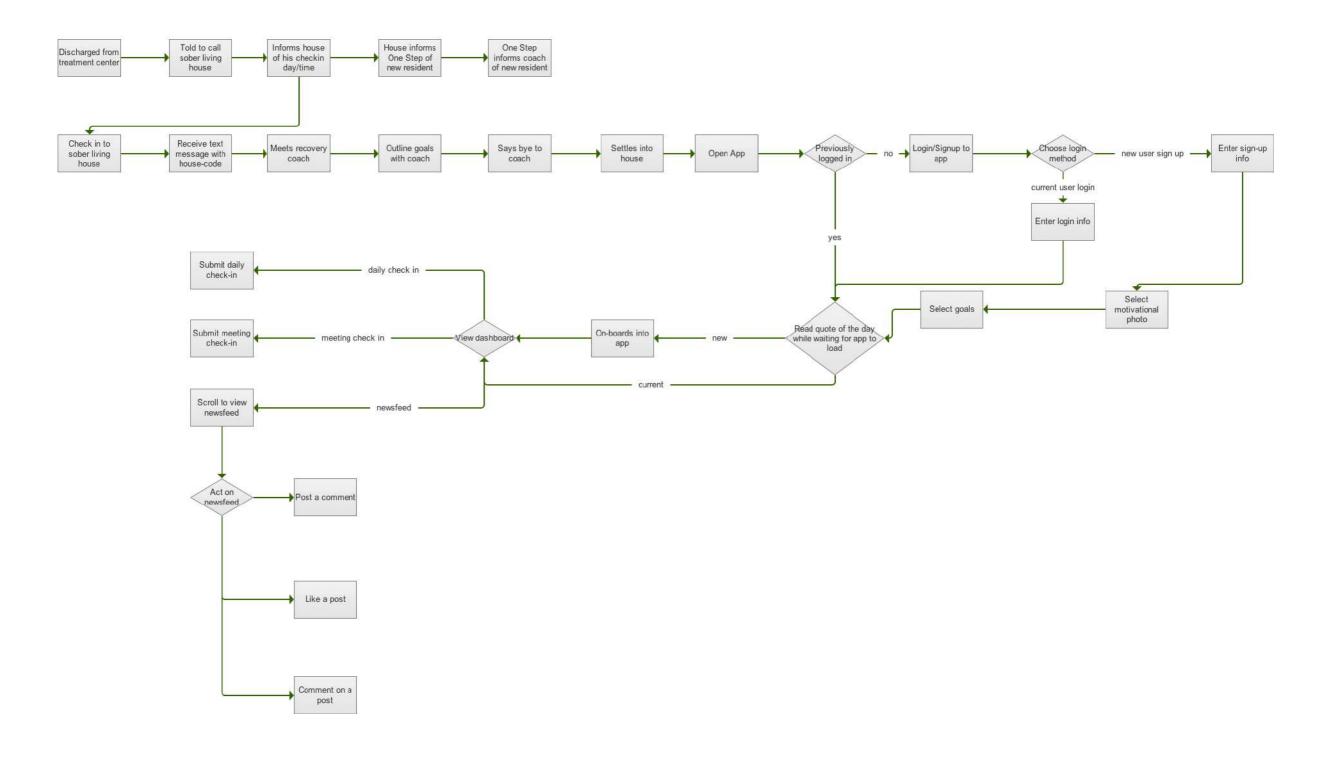
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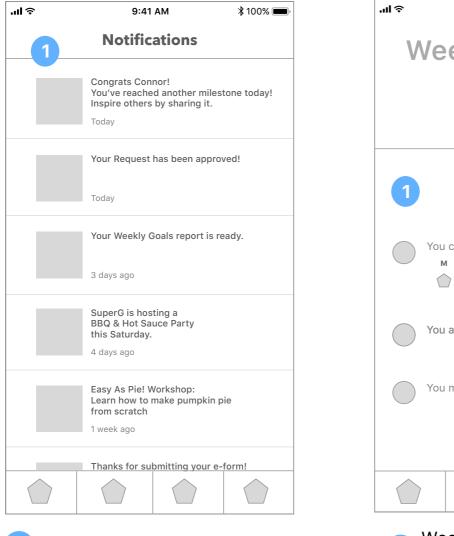
User Flow

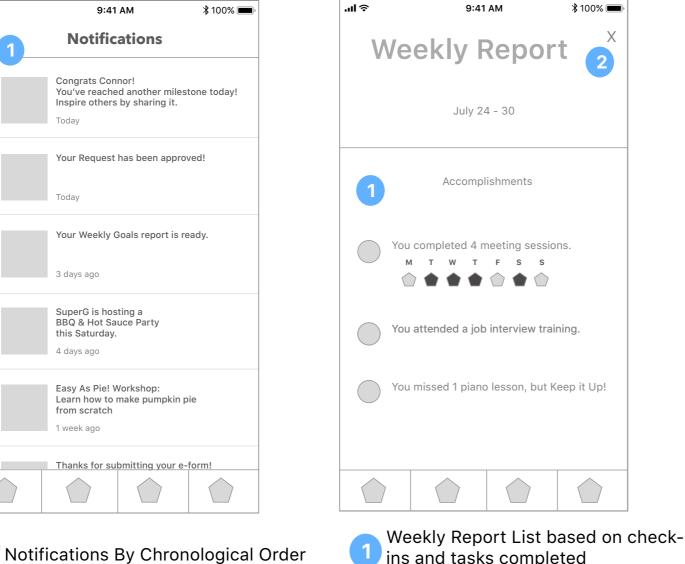


Medium Fidelity Mockups

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	1 Log In with Username and Password		
2 <u>First Name</u> Last Name	2 CTA button to Log in	"One Step" Would Like to Access the Camera This enables you to post photos on the newsfeed easily and update your motivation and profile photo.	
Username optional Password	3 Sign Up link for new user	Don't Allow OK	
Date Of Birth <u>MM ∨</u> <u>DD ∨</u> <u>YYYY ∨</u> <u>Code</u>	. Il Sketch		
	ONE STEP		
3 Sign Up	1 <u>Username</u>		
	Password <u>Forgot your password</u> ?	Pop Up Notification t access to camera	to ask for
1 Logo			
2 New User Sign Up Form			
3 CTA button to Sign Up	2 Log In 3 Sign Up		
4 Log In link if not a new user			

Medium Fidelity Mockups



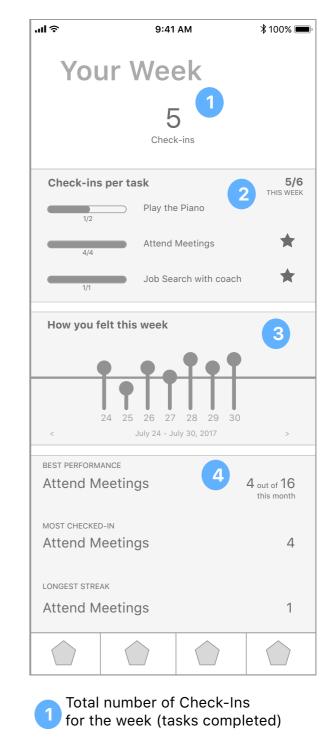


ins and tasks completed

Close Button

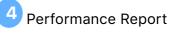
1

2



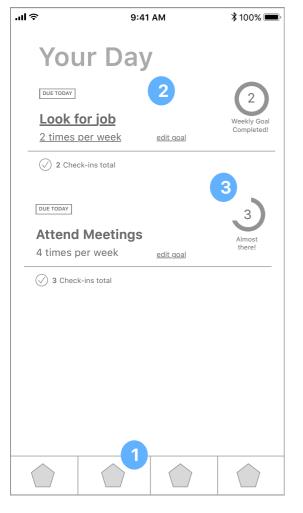
Break Down of Tasks 2 Completed Weekly

³ Your Weekly Mood Graphic



Medium Fidelity Mockups

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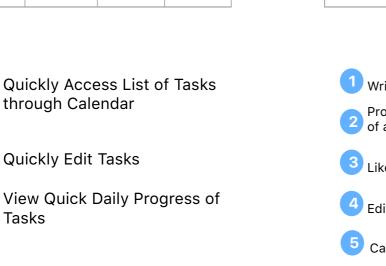


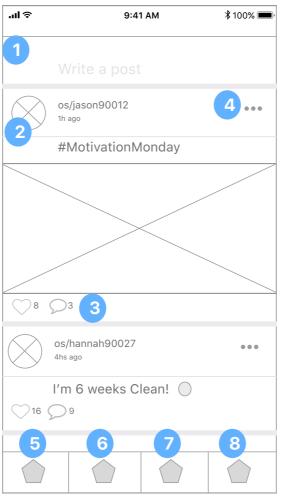
through Calendar

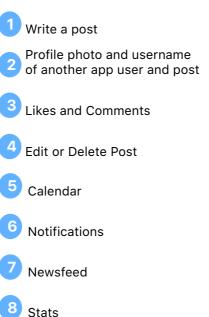
Quickly Edit Tasks

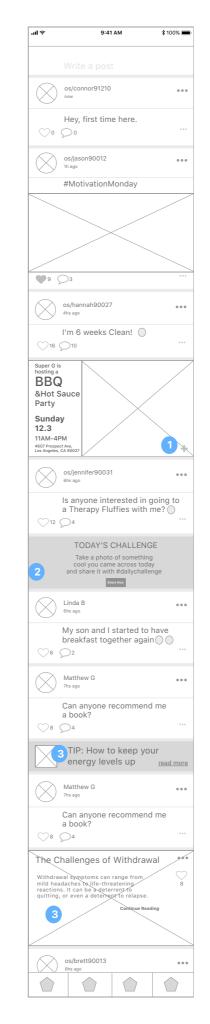
3

Tasks







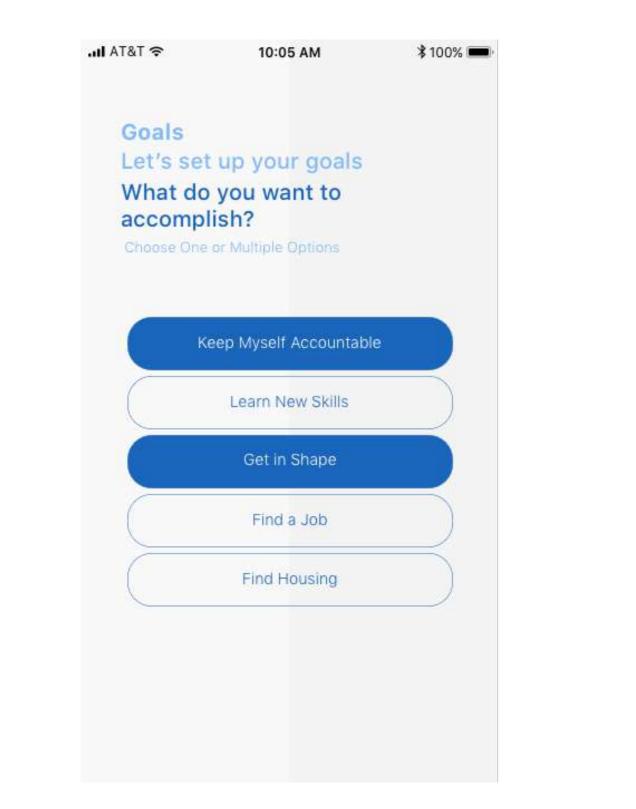


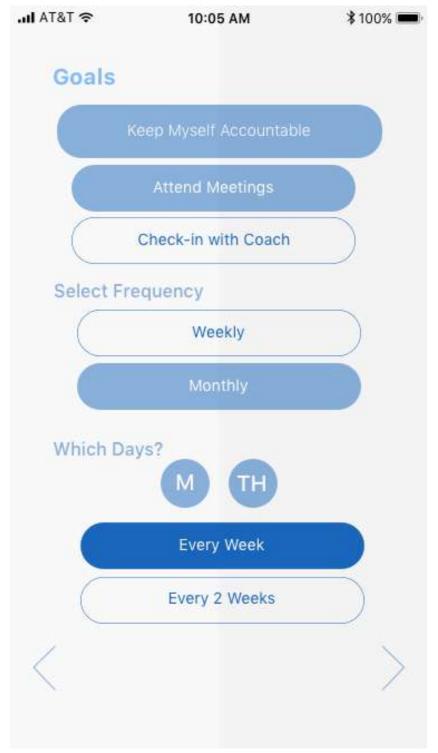
1 Add Event to your Calendar Daily Challenges on user's newsfeed wll be used to encourage engagement Tips/Advices: Short Content to encourage engagement Longer Content with Useful Articles that are related to data collected when user enters their mood in the dashboard. Tapping on "Continue Reading" expands the text.

3

4

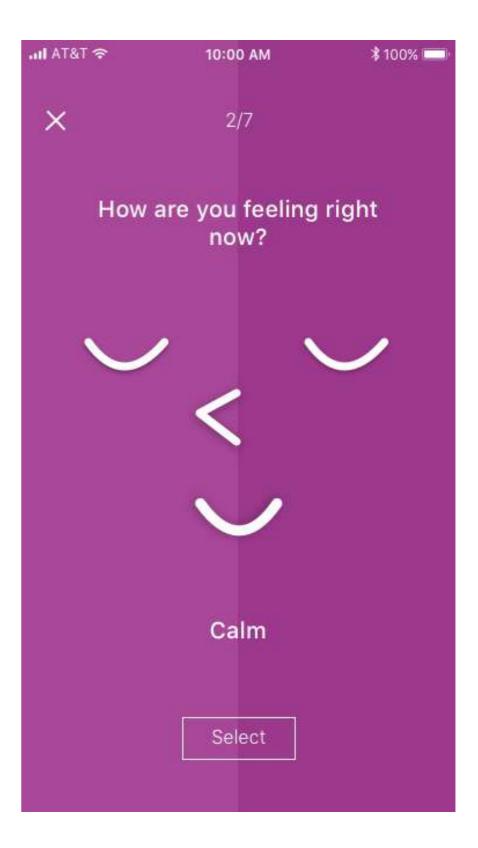
High Fidelity Mockups



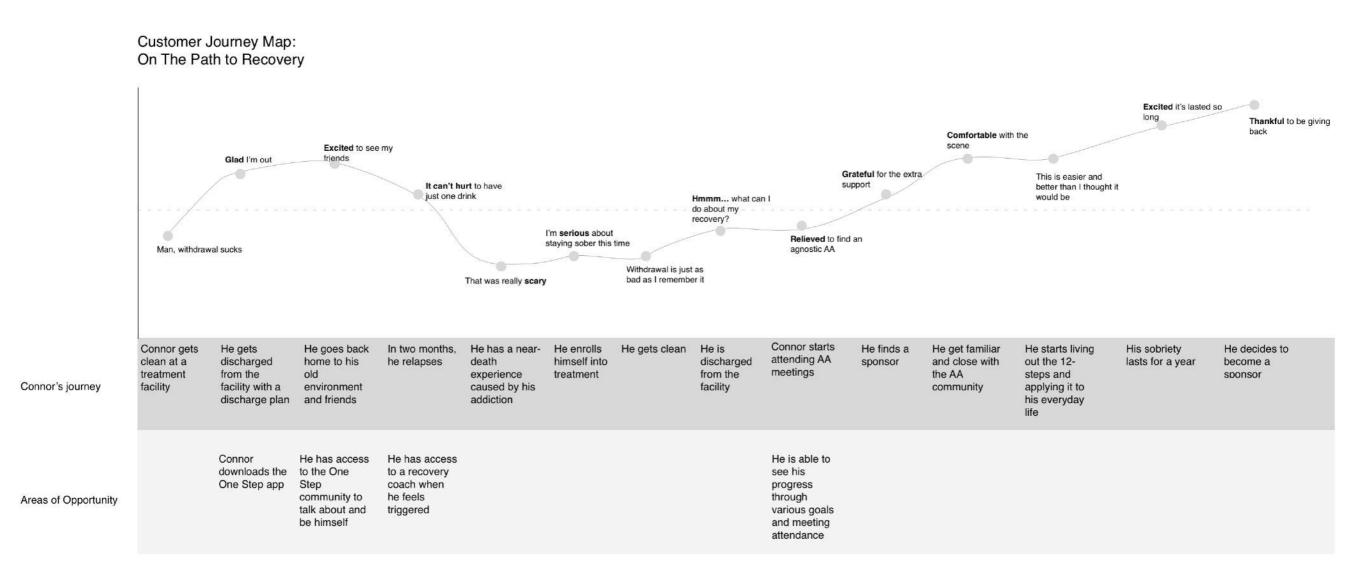


High Fidelity Mockups





Journey Map



C&C Analysis (sentiment)

review (Google Play)	WeConnect	Addicaid	Sober Grid	0 Селони –	Avert	1.1.1.1	R-tribe
# downloads	50	0	5.000	10,000		500	100.000
A reviews		в	95	471		1	3227
# stars	4	5	3.8	4.3		5	4.5
	7r-5s, 1r-1s	47-5, 18-4, 14-3, 16-1	341-5, 47-4, 3	1-3, 20-2, 36-1			2253-5, 697-4, 112-3, 50-2, 115-1
cometiente	m/a	like to read other success stories	positive vibe.		n/a		not fan of subscription model
		use to document sobriety story	daily inspiratio	ns heipful			helps stay motivated
		like community aspect	love social con	mectori			asks religious preference but motivational quote doesn't align with preference
		motivated to engage daily	users develop	ed app-specific jargon i.e. Gridders, SSS			heips focus and feel accomplished after
		utitze news feed + in-app messaging	really utilized	n-app messaging			updates messed up app
		helpful to find meetings	tacebook for r	ecovery people			lef's get through the hard times together
		like audio recording of goals	like connectin	g through previous groups			wish there was a way to enter sobriety date
		easy navigation	community su	pport available 24/7			wish there was onboarding
		crashed often	Ske to comme	nt/like post			helpful to be able to talk with people facing same struggles
		couldn't upload photo for profile pic	couldn't uploa	ž photo for profile pic			heips stay on track wout too many features
		couldn't change birthday and recovery	date				gamefies the process: recovery can be fun!
							don't like push notifications for the bible
							difficulty forming tribe
							don't like having to pay for more features

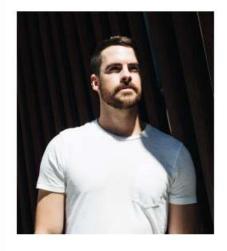
C&C Analysis (features)

	WeConnect (HIPAA compliant) (117 leatures)	Address (24)	Solver Ond (21)	Avert 10	#16x (21 helicites)
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markber logit	yes .	yes .	148	TIE	Yes :
chickse ster byter	yes (accounty value append)	90	83	18	70
stelle.	yes (robole astrony tobar)	yes (reliade recourty data, postia po)	yes profile proj	10	yes (main)
makened some referral		10	73	18	70
reward system	yes warripper and exchange for manufacy prices	190	yes produce control	10	10
ptopses tricker	yes (Nuclea stack b)	yes (incorpresimilar)	you (Immis S carried	10	you tool toolig
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Nitre right with	10	yes	per la companya de la	/m	No.
auto recording of goals	700	yes .	89	74	in .
disorder specificition	100	yes (categorized substances & promotes)	82	/=	yes ()
issues feed	10	Ves.		(m	///
repovery essans.	10	104 211 820	89	yes patential link whydrasa	yes (vision for specific addictors, attales only available florage subscriptor and 30 day trial)
group support	10	yes (deuter specific)	yes (find time is from previous program)	THE .	in a second s
holise directory	10	yes .	49	yes (into an externel alle)	89
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app heidback	10	yes .		fm.	yes Fir tensora)
manifestings reaching	10	yes .	1-10	/m	ha
notifications.	10	yes (comments & likes)	100	/m	yee C
daily challenge	10	100	200	/m	yes (to do lat)
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discover friends	192	yes	Page .	18	yes .
ocernario dermi	190	750	82	988	192
app facebook sharked.	190		83	YEE.	100
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Colection Conference on the	180		80	THE .	yes ()
uddiction guide	190		80	10	jes (
witnes	180		80	10	yes .

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page

User Persona



We all struggle with relationships, finances, pride, ego, ambition and drugs are our way of dealing with those struggles.

Age: 35 Work: Un-employed Family: Lives out of state Location: Los Angeles, CA

Personality





in Denial

Bio

Richard was born and raised in the Mid-West. He moved out to Los Angeles two years ago and feels out of place in the city. Connor is college educated and a active member in his community. He is single and lives for his job. Connor has been working at his law firm for a few years and is great at what he does. He develops an alcoholic addiction when he drinks to deal with the stress of a promotion and to fit in with a new crowd. While under the influence of the addiction, Connor loses his job and his home.

Connor is in **denial of his addiction** and refuses to get help. He's **afraid of the judgement** he faces from his friends and family once he admits he has a problem, and he **doesn't like admitting that he's not in control of his life**. Connor's drinking get out of control: he starts drinking heavily in Jake's home, being loud and disruptive, and starting fights with Jake. Jake tells him that he would no longer be able to allow Connor to live at his home for free, and Connor is in danger of being homeless. Faced with these options, Connor chooses to find treatment. With financial help from his family, he enrolls himself in a treatment facility and gets clean. He gets referred to a sober living house that he checks in to.

Scenario

At the sober living house, Connor meets the One Step recovery coach. He sits down with him and lays out a plan and determines the goals he wants to accomplish. The coach presents him with the house-code for when he downloads the app. The sober living house will be paying for the app use. Connor gets settled into the house and then downloads the app.

Needs

- Structured guidance
- Belonging to a community
- A future to work towards
- · Help redefining self without drugs
- A new passion
- Ways to keep busy
- Support of his loved ones
- Coping mechanisms to the daily stresses and challenges of life
- A safe space to be himself

Frustrations

- Leaving behind your friends is scary
- Finding a new community can be scary
- Triggers are everywhere
- Don't want to be tracked or monitored
- Don't want others to know about addiction or recovery
- AA can be very religious oriented

Motivation

Incentive of sobriety

Fear of relapse

Growth in recovery

Social part in community

Affinity Diagram

Triggers are everyw for recovering users		l leel	anxious	I hit rock bottom [wake up call]	, I need real help	Inspired		I think treatme not equal 1												
stressed but looking or smelling or	Just being around [drugs / drug users] triggers the need for it	If I say I'm an addict, than I can't use again without people trinking that I's not an ok thing for me to do	I can't want people looking our my shoulder, making sure i'm doing this or that	Tried to commit sucide made him realize he needed real help	lowest point was being home-less	Starting path might influence others to do the same	Companies this about a bottom gut(1) going to make the beat descions	line Addicts are	y the in different	skin,		I loved using) arugs			drinking gave	ced while using mode made her suicidal			
	you would see	- paranoid - overthinks		- need to hit rock botto	m to realize	- I want to inspire others	My mend		additt is alke				1							
	everywhere; on the street, TV, molves			Inse	curity		program	for me and closesly to				getting high amazing	feels			Arguments a				
8			t methods to say clean				the works treament	d in								conflict with husband				
Still faces some temptations		i tried (nicotine) gum, it didn't help	went to 3-4 therapists at the same time for citterent reasons	Find myself judging others when I'm not perfect	Don't want to criticae or judge others		 equal ar 	nent is perfect cess fized access				Rock n Roll led to drugs								
- they see drugs/temptatic		What type of enirvom - I want to teel safe	ent I want in meetings	- Attaid for being judge I can be happy w				Am I ready to be	e sober?						L dom't i	like feeling ove	nubermlard			
 need to avoid certain situ they're minds are never analyzes very well 	ustions & evironments						might questions sobriety is right	tor wasn't sure wasn't sure	Fathersting ou	at not		started drink	ting at				Witerineu			
- Typer aware		They want a non- judgement space	loves the safe epoce in the meethings	looking ahead to the future. I'm glad I'm sober	I want life to be better and not just check out & do whever I want	Needed time to figure out that staying clean is more worth while than doing drugs	mé	I knew I had				an early age (around 15) parties looks ferward to th	al ad		remembe one day a		veryone goes at leir own pace			
		enjoys how gentle	anonymity gives	I think about using	I'm happy I'm not		- doubt, - unsure -not reaed for s	obriety			-									
		people are	confience to be vulverable and truthful	but I chose not to because my life is better when i don't	doing all that [drugs] because someday I want to have kids			I need positive social	reinforcement		I have an addct personality	t was addi my addicti	cied to on	You start to understand wity you act a certain						
					have kids		1	-	-	1				way						
I discovered spiritual	ity I am spintual	l'm not	religious	- see past instant great - realize more to life op	tification of drugs vion to drugs		Having supportive Iriends in his life	when I wanted to quilt i had to stop hanging out with	having co workers, triends who don't peer pressure				10				E	scapsim		
mioved the spiritual	anistrat mounts	-	and the second se					those people								I was solf-	escape from pain	I latched into jother	Feels intimidated by	And of characteristics
feel of the meetings	epiritual growth realized through meetings	was put off by AA becayse of it's spirtuality	someone talking about religion is huge turn off				in the second se									medicating aking bunch of things because some		subtanced) it was to fill that emptiness	people easily	of addicts are characteristics of human beings, we just turn the volume way up to deal with sitruggles
							it helps that we're all quitting together	I was the only sober one so socially that was hard			Id	on't question my ac	diciton			thing else as driv me crazy, or help	ing ed			to deal with struggles
2				I want to fin	nd / belong in a com	munity					Del	nking felt normal (5)	Wake-up fi did was ha	ins thing I the a dg		Addiction stemme	d We all struggles to	come to terms w/	panic attacks take	L
		was i	id meetings it ke a cult,	individuals in 12- step relay not to be	I like going to											from family trauma	deal with relationships, finances, pride, ego, ambition and this is	past trauma in recovery	meds	
		mean	one keepa dioning god	completely under standing but as an institution it's good	going that proces like working with	25 1	feit the need to find a sponsor after	speaking to someone is helpful	Estening can be huge help								the way to deal with these struggles			
	I Motivate myse	r (0	24	100000 10 9000	sponsor		going thru stressful times				110	ist needed sretles tike you ed water				Started drinking			-	
				Attending AA	meetings help					_	Cie -	od water				more when he was unemployed	your arm you don't	about my job, 1 wasn't having sex	Drank & did drugs because of depression	
Believes in self- determination	you have to rely or youse!	 the decision facto of quilting is such an core value 		meetings were the basis for his recovery	unclutter the min	0	I built trust with										thirk about the paint trauma or bad experinces	with my partner		
				E			users so if they needed something they could turn to us				-TI -A	hitli seekers ddiction teels normai	í.				_			
				Treamont turned	After I was tinish	et	us.									Failing back to old habits during stressful times	meds to cope with	Pretty much daily I do think about	It was really bad day, I went straight home and locked	
learned self-love to continue sobriety	treament to hide	High power can come from inside		me on to 12-step	(with treament) i didn't have anywhere cise to												tauma	alchol and tabacco because the stress levels are so high	myself in my room	
	from my partner I was fucked up	in the second second			go, and 12 step was the only thin		[]	althier when I'm cle	an		Need	a new passion	. I like to k	keep myself busy					2	
		0		erjoys the	part of going to		loosing weight when culting	my bank account was happy			1	jol a meditation	-	1		- 1 used addication	deal with life (coping) 1 to escape from dealing with is, ressort to extremes	protoema		
	Reasons fo quitti	ng		community	driven	ey .					**	op t use metimes because the 12-step	gaiden	r activites; ing		Stormoone ground				
1			-						1											
stopped drinking because of his son	I got inspired by my of and really tired for the first time	finding a healthy relationship		everyone enjoyed			twas waking up earlier and stopped coughing	Selt better hoalttwise				eep my mind open								
				the socializing	you're in meethi it makes you fee	nga H					10	learning	Becam worksh guilting	die after						
					like you belong somewhere		- benefits of quitting mi	and be maturation												
It starts affecting the people around you, it was more				meeting new	feets more hum	an +	- verena or quarry m	Aut de managera			-	scrivites help distract		22						
me not being selfs	sh.			people + listening t their stories cheers him up	to connected + empathetic in activities with off	ters	I don't want to b	e judged			54	need to keep busy								
							I made a lot of		P.											
Acceptor	ng who live becme	_		meething new			terrible decisions but i'm not a terrible person	drugs abusesrs are not bad people												
1st step: admit you have a problem	yourset to start			people with similar characterisitics			power													
	healthy						- addiction doesn't def	ne a person												
					Page 1		 feel criticized, parano might feel judged 													
1st step: powerless over influcences of alc	addiction was the			rugs affected who I v	*20		l am in denial													
	first step to change	8	U	ruspa anected who I V			I was resistant to the 12-step because it	left ashamed to label self as addolf	I was one of those that would say i'm											
			Othinks to gain confidence	Crimking made me feel connected to my true self	Not being confiden when suber	t	revers stritting to yoursell that you have a problem	and a stand	not en sodiot, i just de drugs											
Acknowledging they're an alcoholic		20 64					condition			Didn't want anyone to know how much										
	back out of it						Im have to come to torms with the fact	I was in a long-term realtionship and I	I don't need drugs	drinking he was doing										

dritking he was doing

I was in a long-term realtionship and I Not from him the fact I did a lot of

Em have to terms with that addics disase

- Who am 17 - Refine the set

Affinity Diagram Findings

Triggers are everywhere for me I don't want to be told what to do I hit rock-bottom before admitting my problem and accepting help I like to inspire others Treatment should be equal and available to everyone Am I ready to be sober? I'm insecure I've tried different methods to stay clean I need a safe space to be myself I can be happy without drugs I need positive social reinforcement I discovered spirituality during recovery I want to find and belong to a community I'm not religious I motivate myself I'm happier and healthier when I'm clean I have accepted my problem I have personal reasons to quit I don't want to be judged I am in denial Drugs affected who I was. Who am I without it?

I don't like feeling overwhelmed

I need a new passion.

I need ways to keep busy

I know my addiction caused problems with me and the people around me

I need a way to cope with life and its challenges

I used addiction to escape dealing with problems

I don't question my addiction: it feels normal

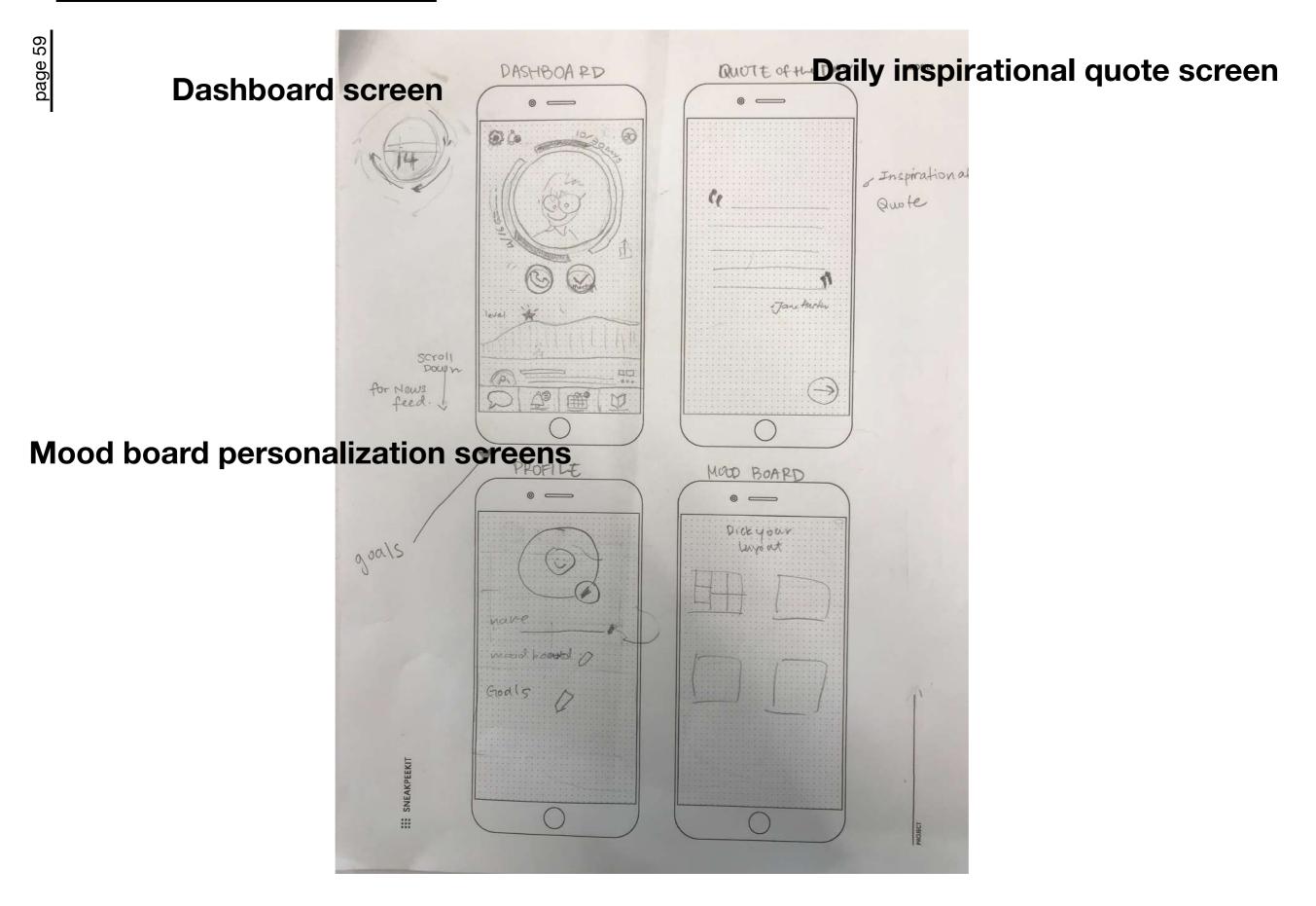
Affinity Diagram Findings

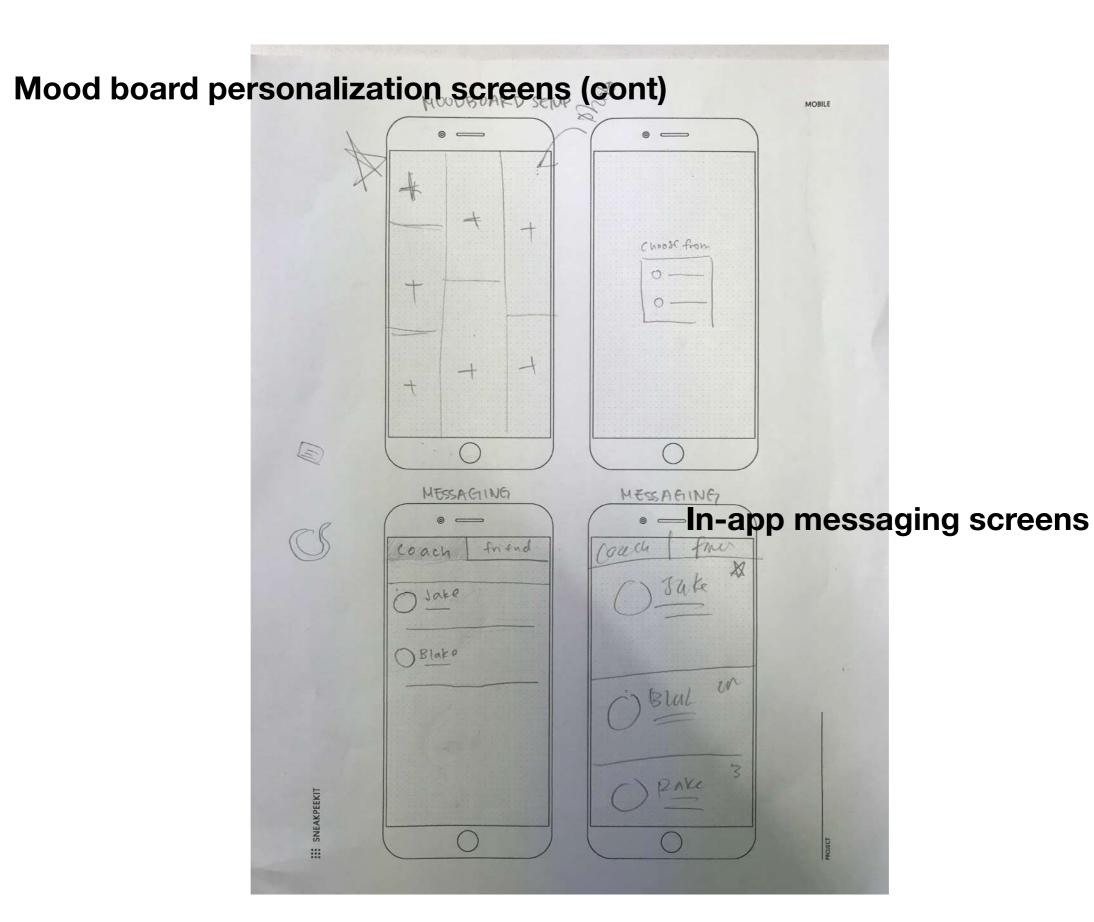
Triggers are everywhere for me I don't want to be told what to do I hit rock-bottom before admitting my problem and accepting help I like to inspire others Treatment should be equal and available to everyone Am I ready to be sober? I'm insecure I've tried different methods to stay clean I need a safe space to be myself I can be happy without drugs I need positive social reinforcement I discovered spirituality during recovery I want to find and belong to a community I'm not religious I motivate myself I'm happier and healthier when I'm clean I have accepted my problem I have personal reasons to guit I don't want to be judged I am in denial Drugs affected who I was. Who am I without it? I don't like feeling overwhelmed I need a new passion. I need ways to keep busy I know my addiction caused problems with me and the people around me I need a way to cope with life and its challenges I used addiction to escape dealing with problems I don't question my addiction: it feels normal

Usability Testing

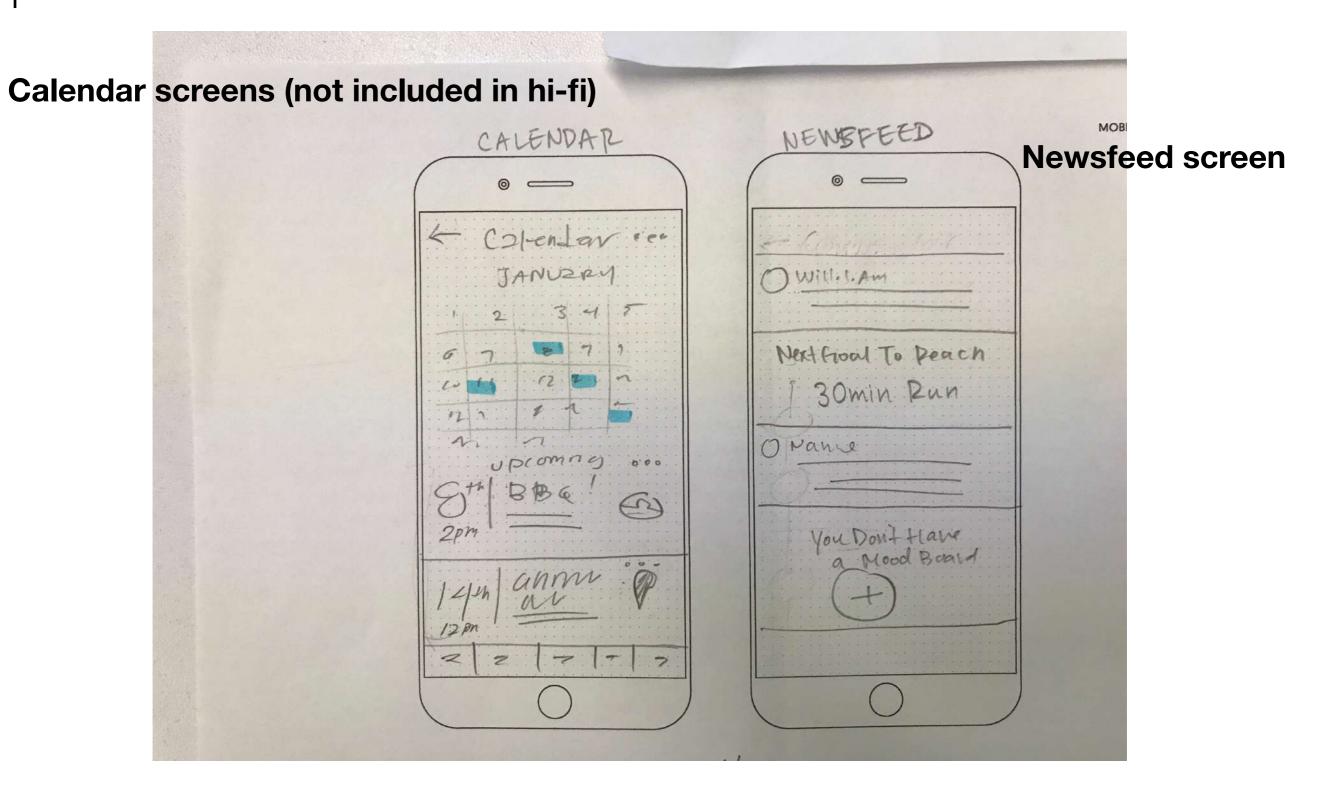
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Time to complete	01:24 sec	3:14	1:33	1:01
# of errors	0	0	4	0
# of positive comments	0	0	0	0
# of negative comments	2	1	0	0

Sketches

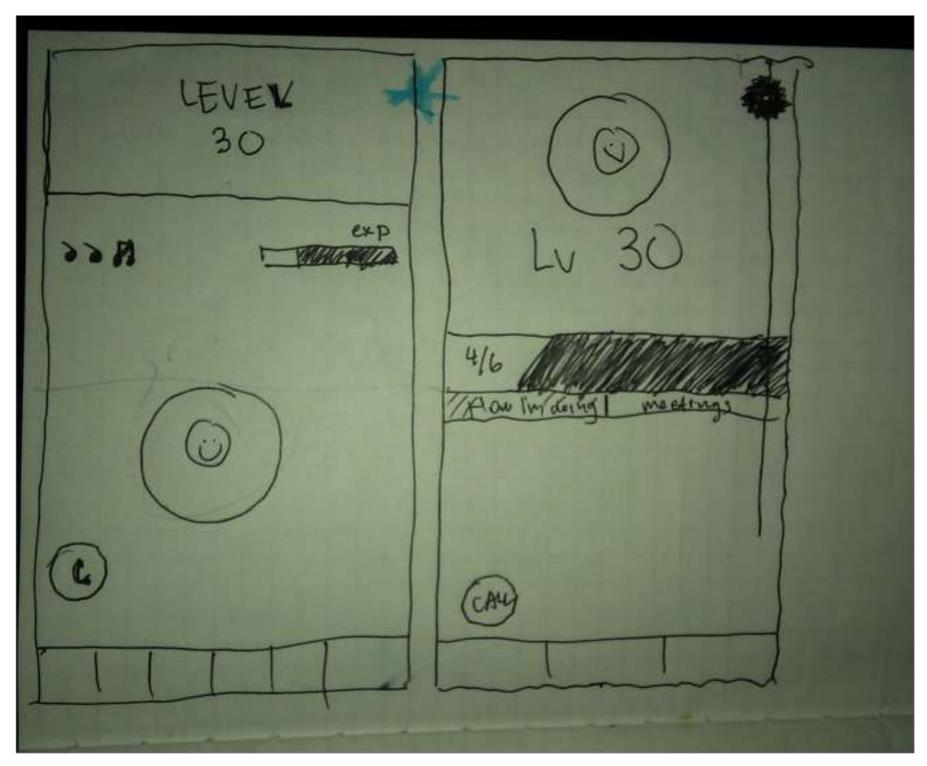




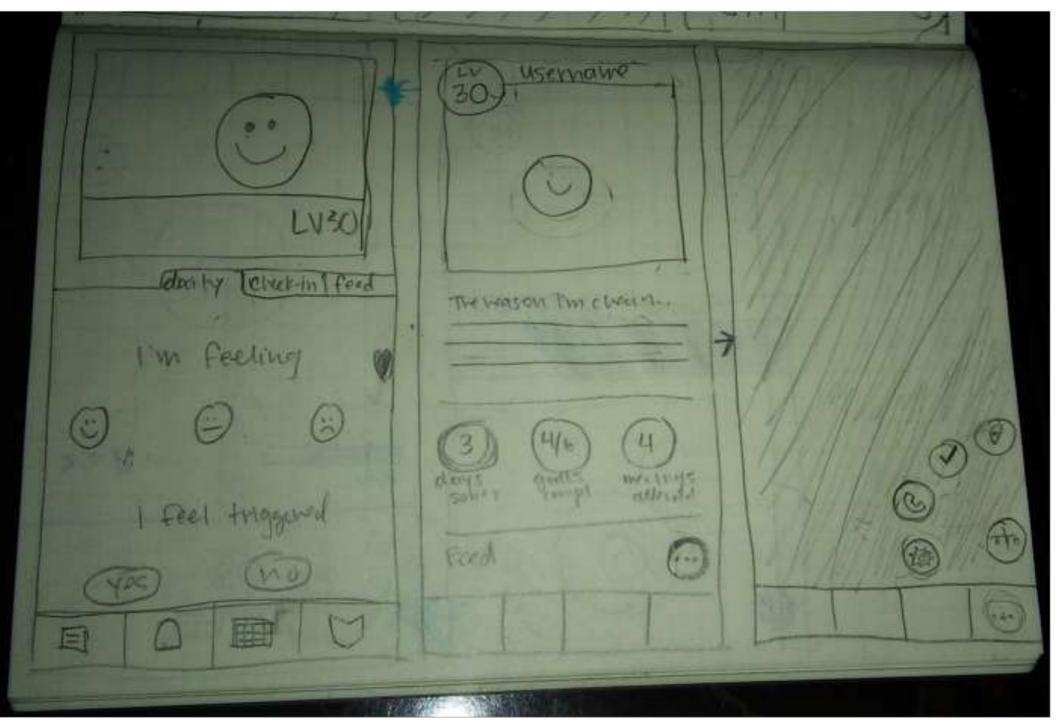
Sketches

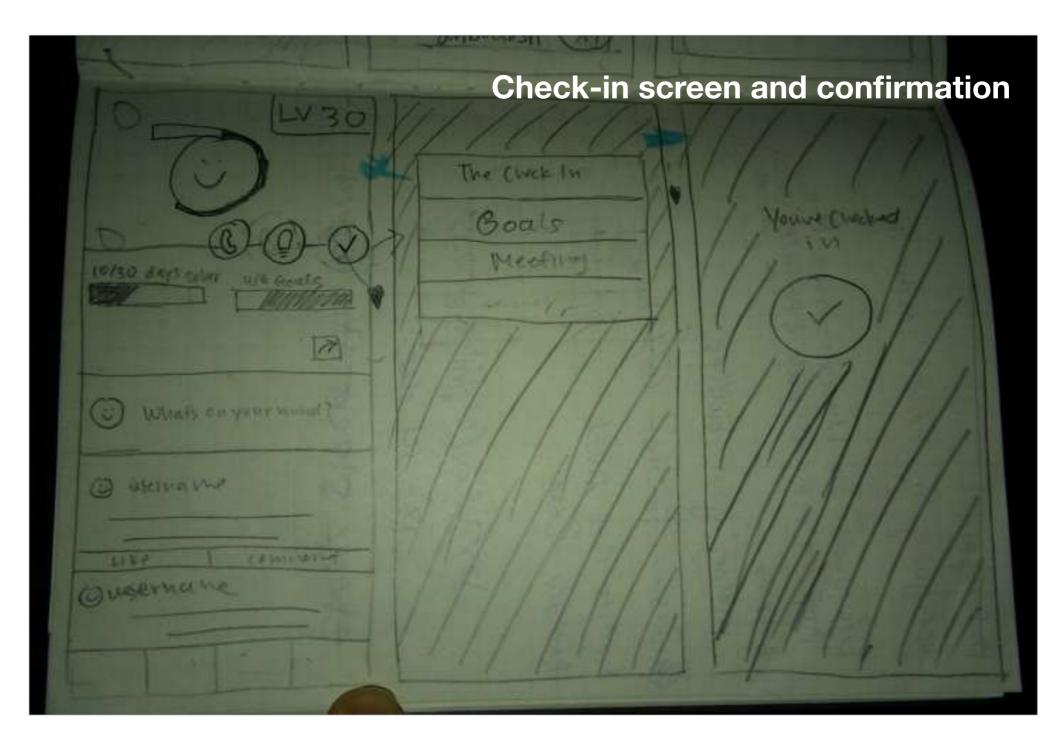


Dashboard sketches



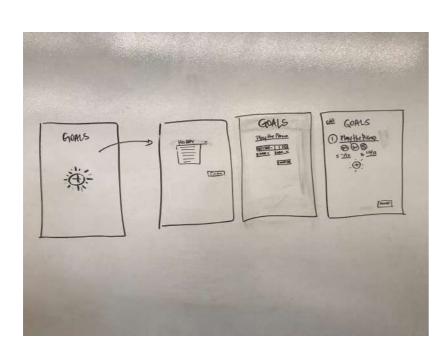
Dashboard sketches



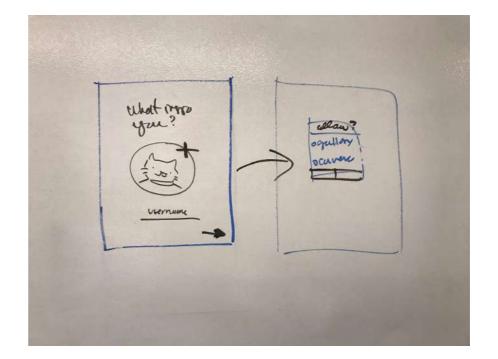


Dashboard sketch

Design Studio



Set-up goals final screen



Set-up motivation final screen