Awe

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Our Team

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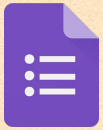
Project Overview

The Problem: Awe is a powerful human emotion that, when experienced, can improve mood and overall well-being. However, experiencing it on a consistent and cost friendly basis can be quite a challenge for the average person. When surveyed, many people reported that their largest deterrents from pursuing their mental health were lack of time and lack of money.

The Solution: Our app, *Awe*, is an event-focused app that prioritizes incorporating awe into the user's routine. We wanted to create a more accessible way for users to experience awe on a consistent basis. Additionally, this would provide a more fun, flexible, and cost-effective way for users to invest in their mental health and well-being.

Value Proposition Statement: *Experience awe… anytime, anywhere, anyone.*

Tools:



Our Trello Board

Phase 0

Preliminary Research

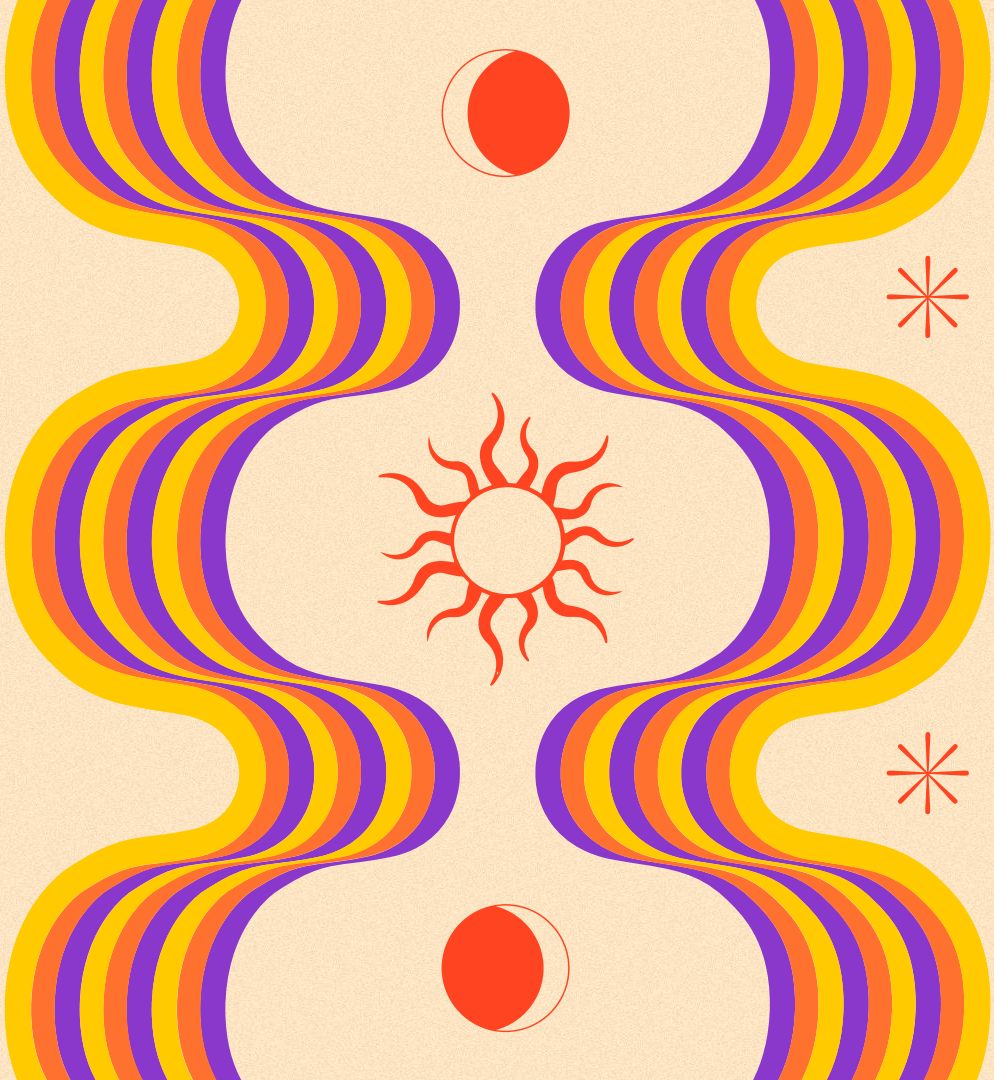
Primary Sources

Dr. Dacher Keltner's lab (Berkeley Social Interaction Lab) and Dr. Jennifer Stellar's lab (Health, Emotions, and Altruism Lab)

* compiled resources *

Adopted Definition

Awe: *the feeling of wonder and amazement at being in the presence of something vast that transcends one's current understanding* (Keltner & Haidt, 2003).



Benefits of Experiencing Awe

- Prosocial Thoughts and Behavior
- Humility
- Interconnection and Curiosity
- Reduced Daily Stress
- Increased Well-being
- Elevated Life Satisfaction

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed.”

— Albert Einstein

Hypothesis Statement

We hypothesize that developing an app for users to **easily find and attend awe-inducing experiences** will result in users reporting an **improved sense of well-being/mental health** after prolonged and consistent use of the app.

Phase 1

Empathize

Proto-Persona

This is where we fleshed out our assumptions about our potential user.

Janine Cook

27

Behavioral Demographics

- Speech Language Pathologist
- $73,000 annual salary
- Outdoorsy/likes connecting with nature
- Loves going to events in her community
- Uses a Mac and iPhone
- Has serious partner
- Health-nut and cares greatly about her diet

Goals and Needs

- Wants to find easy ways to improve her mental health and well-being
- Wants to feel more connected to her community
- Wants to feel more grounded generally
- make the most out of her life every day

Pain Points and Potential Solutions

- Has a hard time finding cool and interesting things to do with her time off from work
- Wants to improve her mental health, but doesn't want to spend a lot of money on a therapist
- Tends to feel overwhelmed by her life and responsibilities, wants to feel more centered
- Wants to improve her mental health, but is apprehensive about traditional therapy pathways

User Interview Planning

Research Question:
How do we make awe-inspiring things accessible?
Objective 1:
As a user researcher, I want to understand what inspires awe in people.
Objective 2:
As a user researcher, I want to understand how users feel about traditional and non-traditional methods of therapy/self care/mental health.
Objective 3:
As a user researcher, I want to understand what motivates users to seek out awe-inspiring experiences.
Objective 4:
As a user researcher, I want to understand what users need (in terms of incentives and barriers) in order to incorporate a new habit into their lives.

Understanding What Inspires Awe

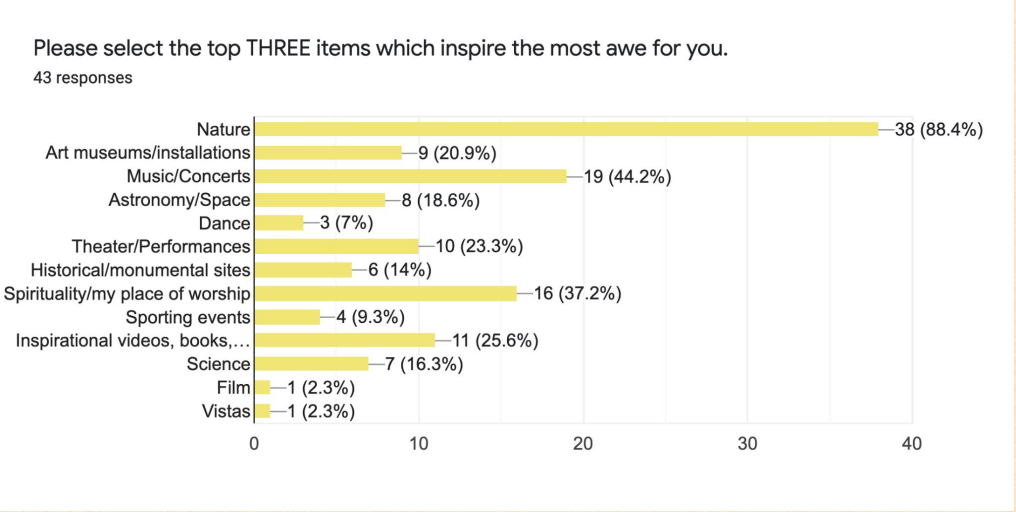
5) If you had to define awe, how would you define it?
   after answer Here's the definition our team has researched and adopted for our app– *Awe*: Awe is the feeling of wonder and amazement at being in the presence of something vast that transcends one's current understanding (Keltner & Haidt, 2003).
6) Describe a time when you experienced pure awe.
7) How did that experience make you feel?

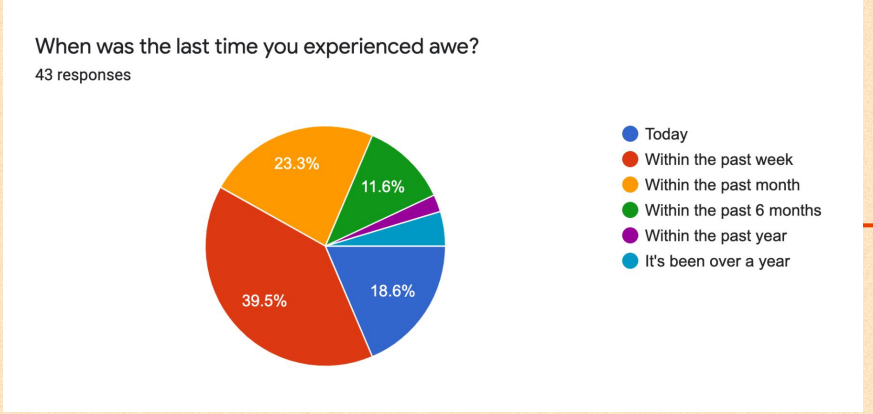
Understanding How Users Feel About Traditional and Nontraditional Therapy/Self Care/Mental Health

8) How do you currently go about taking care of your mental health?
9) What's the hardest part about taking care of your mental health?
10) What do you like about how you currently take care of your mental health?
11) What do you feel is missing from your routine that could positively impact your mental health?

Full Discussion Guide

Survey



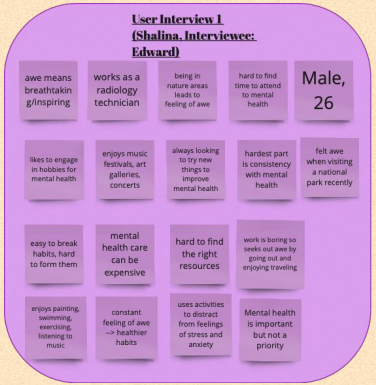


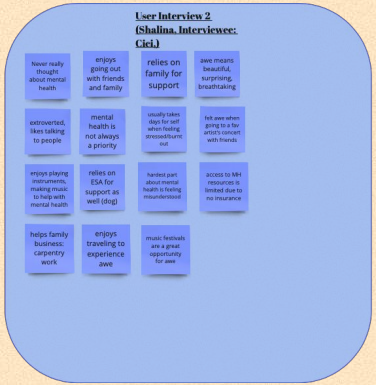
Link to Survey

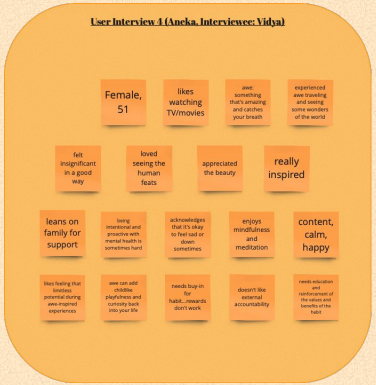
Link to full excel sheet of survey responses

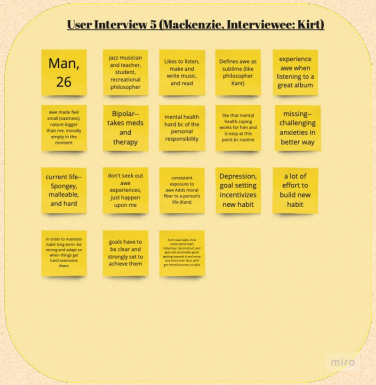
User Interviews

Full Interview Transcripts



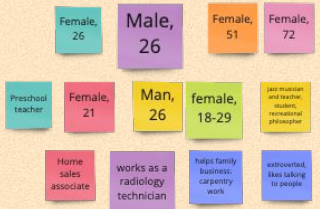






Affinity Diagram

Demographics



Experiencing Awe

How awe makes them feel

WHEN experience awe

Current Mental Health Habits

Pain Points with Mental Health Habits

Needs for habit

Interests

Define Current Self

[Link to full Miro board of Affinity Diagram]

miro

Jenny Chan, 27
San Luis Obispo, CA

"I'm always looking for that 'I'll never forget this' moment."

About

- Marketing Coordinator
- Engaged
- Adventurous, flexible, observant, personable, and resourceful
- Loves to be outside, attend concerts, visit art shows/museums, and travel with close friends

Goals

- Find manageable ways to improve her mental health and well-being
- Easy or not--wants to fully understand a method before she attempts to incorporate it as a habit/routine
- Interact meaningfully with the community around her
- Appreciate the beauty and wonders around her
- Mindfulness

Frustrations

- Is apprehensive about traditional therapy and the cost, wants to find alternative ways to prioritize her emotional and mental well-being (hard to find what will work for her)
- It takes a lot of effort and time to incorporate new mental health habits into her life
- Has to seek out meaningful events and mental health work outside of her busy work schedule that typically leaves her feeling lazy when done

Phase 2

Define

Defining

User Insight Statement: *A young professional needs a way to* **incorporate the feeling of awe into their life** *due to consistent exposure* **positively impacting their mental health and overall well-being**.

Problem Statement: *We believe* **creating a more accessible way** *for young professionals to experience awe will* **improve individual well-being**.

Phase 3
Ideate

Competitor Analysis

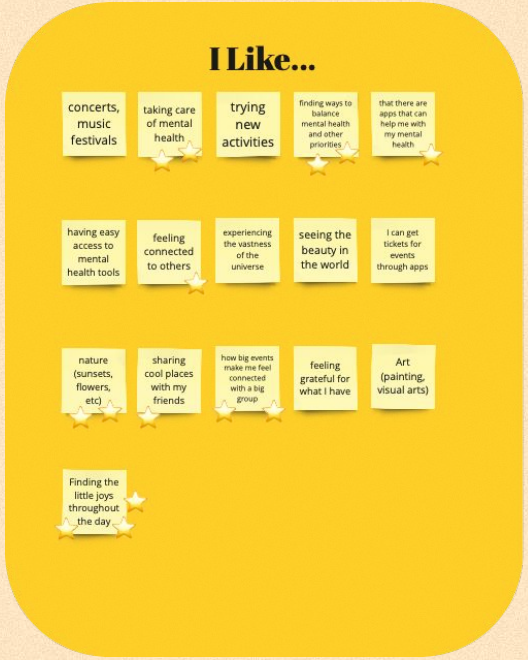
Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Nudge	-Can change location to match wherever you might be traveling to -Users can curate and post their own cool experiences for others to try -Fun color scheme and simple layout -Offer a "Plus" version, which allows user to access more activity suggestions	-Nothing else out there like this yet -Have a strong email presence -Experiences are truly unique, and offer something fresh for users to try	-Coaching bubbles are very helpful at explaining how the app works -Experiences are truly unique and pull the user out of their comfort zone -Experiences are presented in a visual story format, much like social media -Further details about the experience	-Cannot search for things to do on the free plan -Labeled activity tabs at the top falsely lead the user think they are able to explore experiences by catergory -Because the app's free model is based on only sending suggestions a couple times a week, app isn't very	Rated 4.7 out of 5 stars on the app store.	A very cool idea that helps users find unique/diversified experiences in their area, either for date nights, outings with friends, special events, etc. I feel like this app also utilizes email and text well so that users aren't bombarded with app notifications.	How can we make the Awe app inclusive of users' ideas and suggestions for new awe experiences? How can we capitalize on users' knowledge of their local offerings and surroundings for more specialized experiences?
Headspace	bright colours, simple and direct catchphrase on splash page, easy log in options, friendly animation, very simple formatting of text and buttons	Provides both physical and meditative exercises, inclusive of different populations, tracks daily progress	Focuses on mindfulness/emotional regulation through meditation, offers daily schedule of	Cost of subscription slightly expensive after free trial, not as many visuals during meditations	Rated 4.8 out of 5 stars on app store	This app is mainly focused on meditation as a pathway to better mental health	How do we make the Awe app inclusive of various different events/venues instead of just a couple focused events/activities that individuals can attend?
INDIRECT COMPETITORS							
How We Feel	sleek, but colorful aesthetic. informative coaching screens. immediate personalization. lists benefits of the app off the bat. calming animations and colors. intuitive interaction. encourages	offers a lot of information about understanding and regulating our emotions. interactive tracking feature + app's ability to detect patterns gives us insights into our lives and our feelings. guided	great repository of videos. advice and guidance for all emotions. heavy on user interaction. compiles and tracks a lot of data	all videos are 1-2 minutes, so no access to something more in depth	4.9/5.0: "the world would be a much better place if everyone had this app" "great for reflection" "helps with emotional literacy"	seems very helpful, tackles one aspect of mental health (understanding emotions, regulating emotions), but seems to still do wonders for overall improvement of	only 101 reviews so far, but all are positive except for a couple that report bug issues...but content of the app itself seems to be great for the users which is cool bc we're also
StubHub	seat preview best selection and more, bright colors purple pink and blue, get tickets up to the last second, "100% guaranteed tickets and award-winning customer service", alerts when your	Users can browse all sorts of events near a particular location and date without fear that their desired event will be sold up--can buy and sell tickets up to the last second.	Onboarding process was visually pleasing and easy to understand/click through, like how can browse app a little on	Design bland, not exciting, not easy to compare to other options (price wise not sure if getting best deal), once click on artist	4.8/5 stars on the app store--bad reviews say not trustworthy in terms of value and bad customer service	I feel like one only uses/downloads this app when they already have a specific event in mind, not great for browsing/getting ideas, seems strictly	-How can we make it exciting to browse/explore different activites/events that inspire awe? A start would be including an upbeat description and WHY they'd wanna go

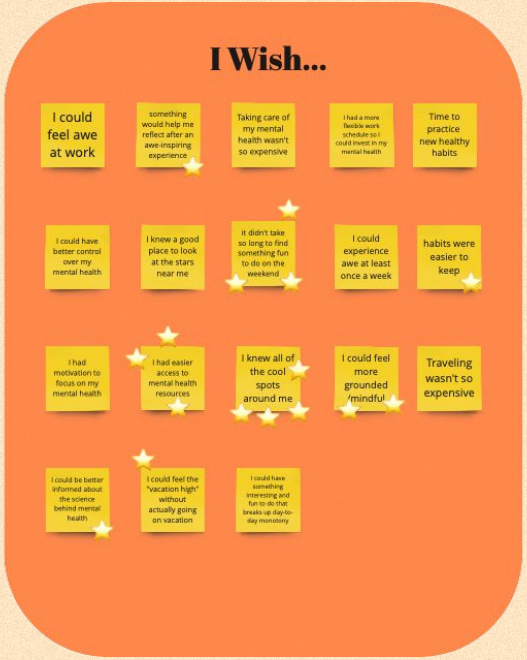
A better look at the competitor analysis!

How We Feel

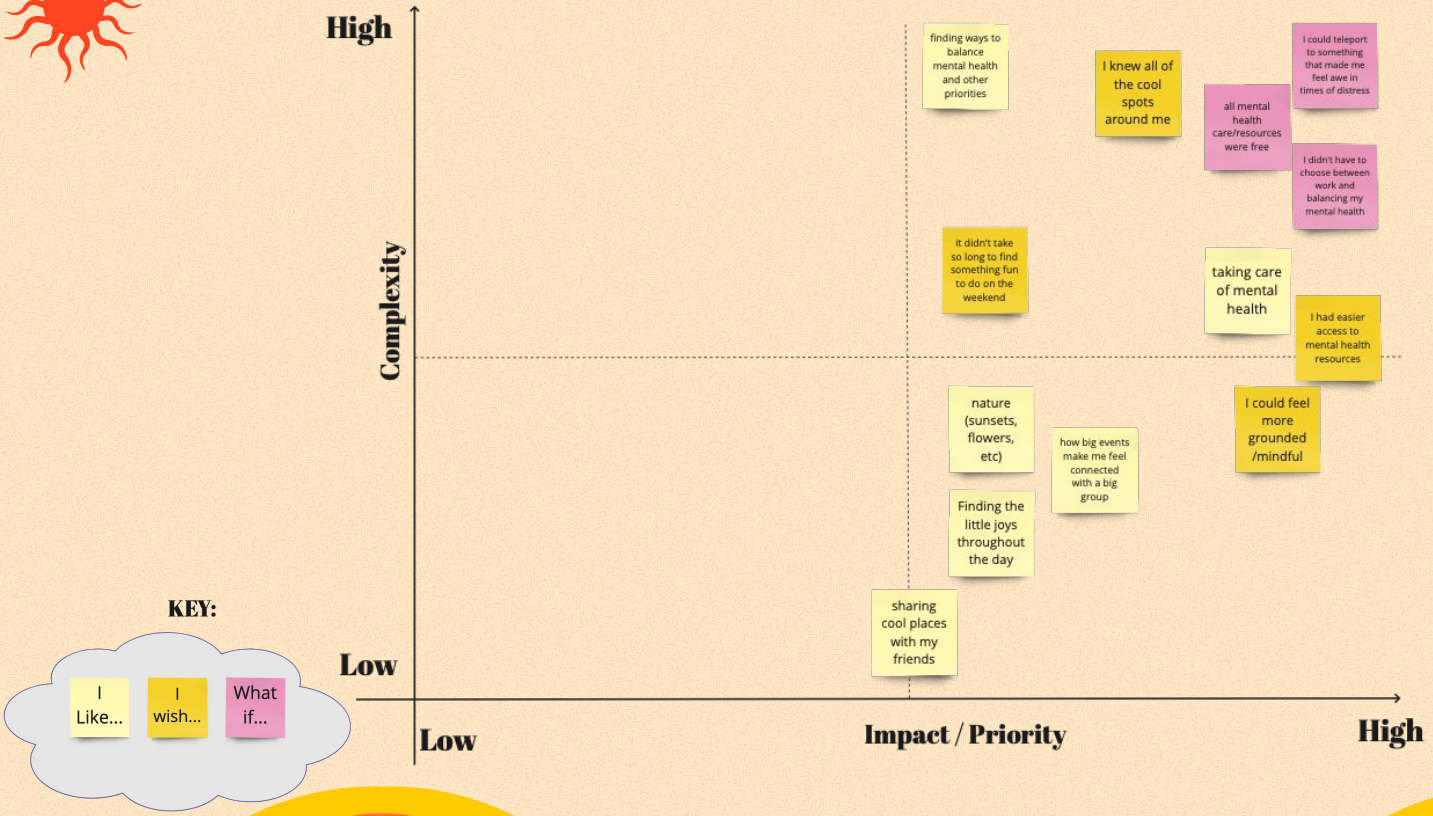
Nudge

I like, I wish, What if... brainstorming





Feature Prioritization Matrix



3 Key Features

- Reflection Feature
- Events Feature
- Day-to-Day Feature

User Journey Map

User Name

Jenny Chan

Age

27 Years

Occupation

Marketing Coordinator

Location

San Luis Obispo, CA

User Motivations

Jenny deeply values her well-being and understands the importance of taking care of herself. She enjoys doing this individually, but also enjoys finding ways to do this with friends.

UX Scenario

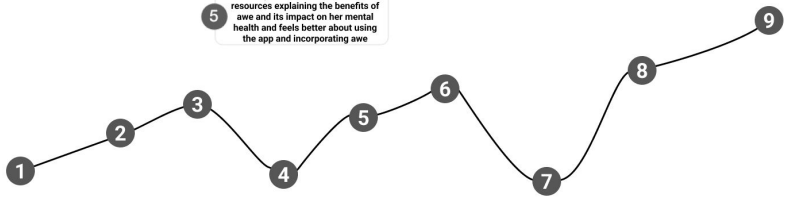
Jenny, a young professional in CA wants to find ways to prioritize her mental health when she's not at work. She likes going out with friends and wants to find activities/ events on the weekend in her local area. Jenny wants to make the most out of her time off from work and improve her emotional wellbeing.

Goals

-find manageable ways to improve her mental health
-truly understand a method before making it a new habit
-interact meaningfully with the people around her
-appreciate the beauty and wonders in the world
-practice mindfulness

The Experience

Search	Discovery	Trial	Success
1 Jenny wants to find something fun for her and friends to do on the weekend	3 Jenny gets suggested a list of group-oriented awe-inspiring experiences, which she's excited to explore	6 Jenny narrows down an exciting new experience that she can do with her friends	8 Jenny discovers that she can filter by radius and estimated time, and finds something that fits her schedule better
2 Jenny finds and downloads an app that suggests awe-inspiring activities and experiences	4 Jenny sees that a big part of the app is geared towards mental health and is apprehensive about starting a new form a therapy	7 Jenny sees that the experience she wants to do is really far away, and doesn't have time to travel	9 Jenny makes plans with her friends and shares the app with them. They go on the experience and are happy to see that they can reflect on and document what it meant to them
	5 Jenny reads the literature and resources explaining the benefits of awe and its impact on her mental health and feels better about using the app and incorporating awe		



Opportunities

- Finding events can be hard due to distance/traveling --> Filters in app to narrow down results to experiences that are near by
- Finding the time to enjoy experiences can be hard due to schedule --> seeing estimated time of an experience can help with planning
- Not having enough time to enjoy an experience --> User can put how much time they are able to spend and experiences are filtered based off of user input

User Storyboard

Jenny wants to find something fun for her and friends to do on the weekend.

Jenny finds and downloads an app that suggests awe-inspiring activities and experiences.

Jenny sees that a big part of the app is geared towards mental health and is apprehensive about starting a new form a therapy.

Jenny reads the literature and resources explaining the benefits of awe and its impact on her mental health and feels better about using the app and incorporating awe.

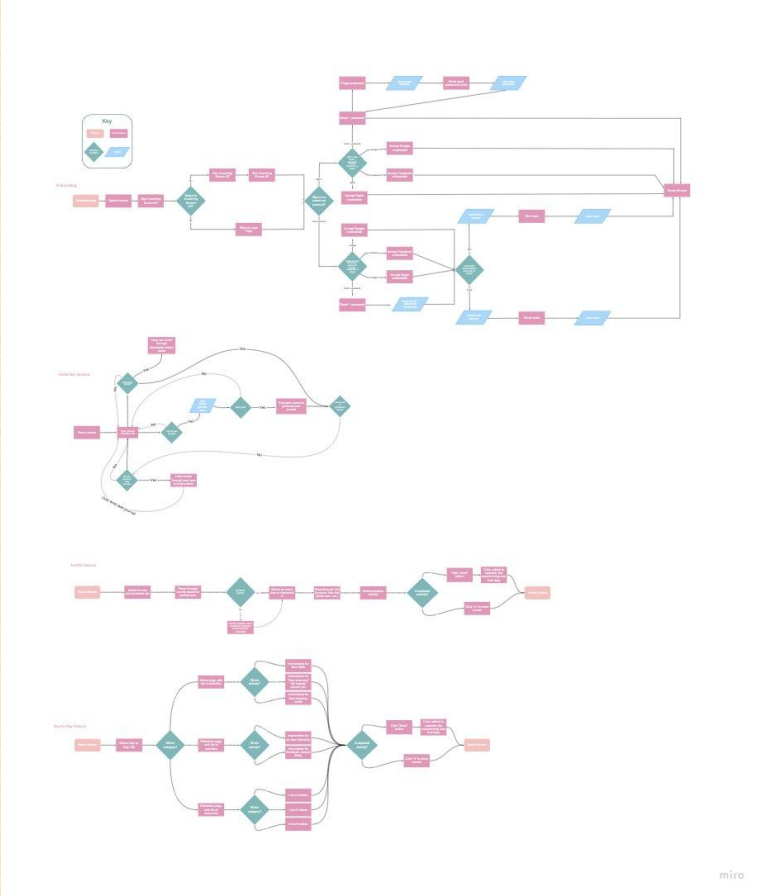
Jenny narrows down an exciting new experience that she can do with her friends, but she realizes that it's really far away and doesn't have enough time to travel.

Jenny discovers that she can filter by radius and estimated time, and finds something that fits her schedule better. She shares the app and her plans with her friends, and they're all excited!

Phase 4 & 5

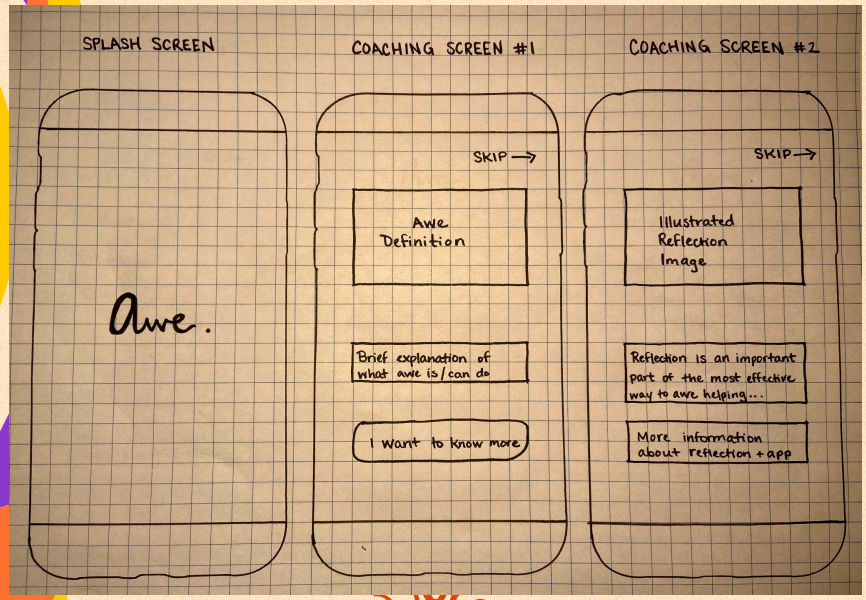
Prototype and Testing

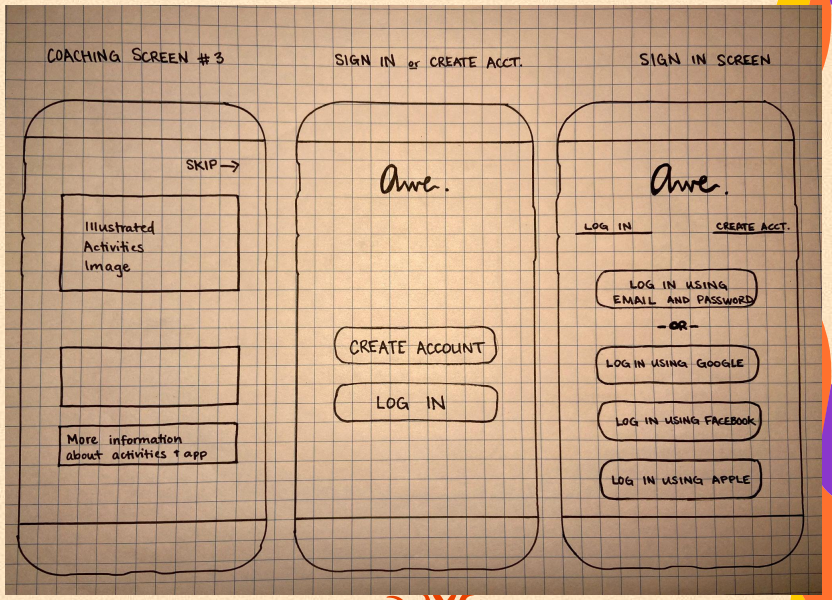
User flow Version 1



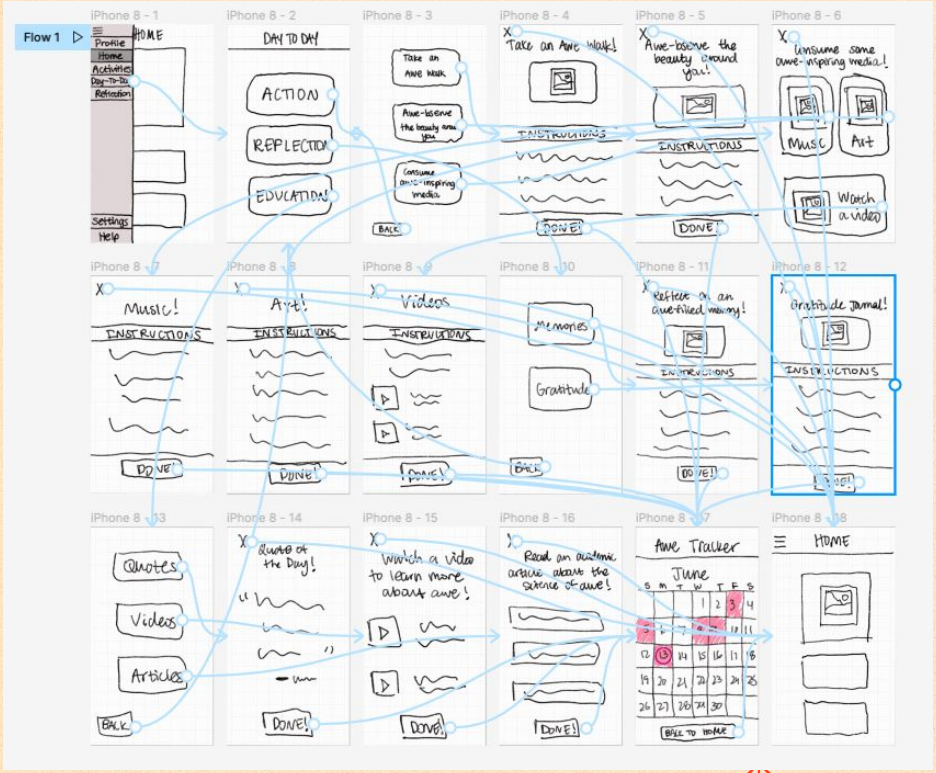
Full User Flow Version 1

Sketching Wireframes





Lo-fi Paper Prototypes



Onboarding

Reflections feature

Events feature

Day-to-Day feature

User Testing Plans

1. Objective

What is your objective for conducting this guerrilla test?

My objective for conducting this guerrilla test is to make sure users are able to navigate and complete the onboarding process of our app.

Why are you doing the test? What are you hoping to learn? I am doing the test to see where there might be large scale, glaring usability issues that I need to address and resolve before going further with the design process. I am hoping to learn which pieces of the onboarding experience are frustrating or confusing to the user, and likewise, which pieces they enjoy the most.

2. Target Users

Are you looking for a target user?

Yes.

If so, who are you targeting?

I am looking for a young professional between the ages of 18-29.

Link to our User Testing Plans

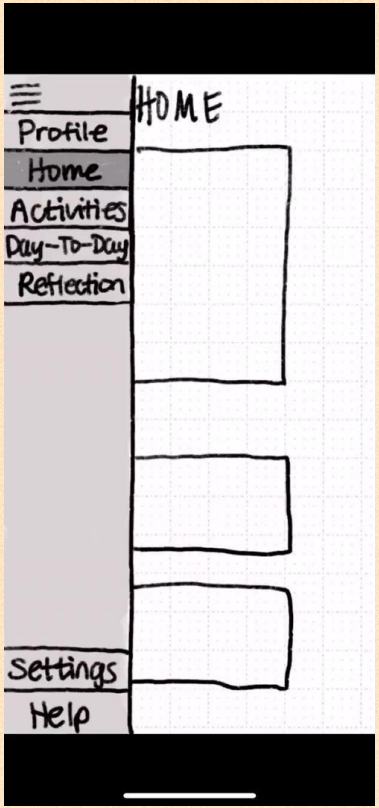
Task 3: Book event

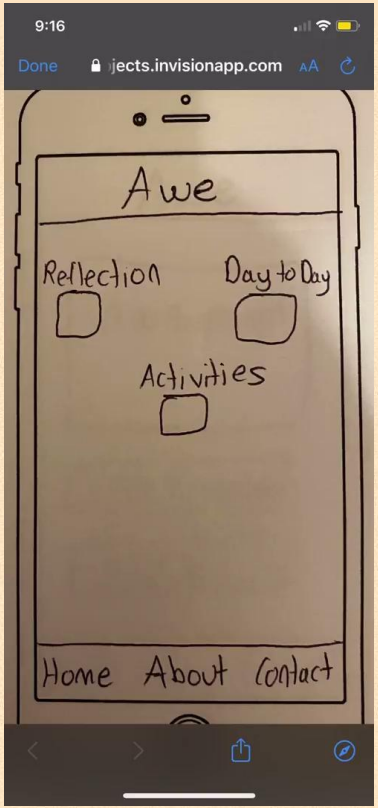
Goal/Output:	Book an awe-inspiring event
Assumptions:	User wants to book an event that takes a little more planning.
Steps:	1. Click on event tab 2. Click event you're interested in 3. Click book 4. Reach success screen a. Optional–view calendar
Success Criteria:	Event is booked and they can view it on their calendar.

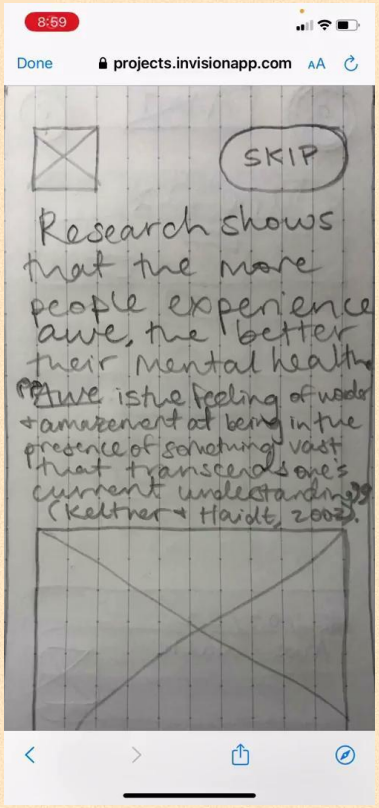
Our user testing plans included our objectives for what we're wanting to discover about our prototypes, as well as tasks for our testers to complete and give feedback on.

User Testing

Links to all User Tests

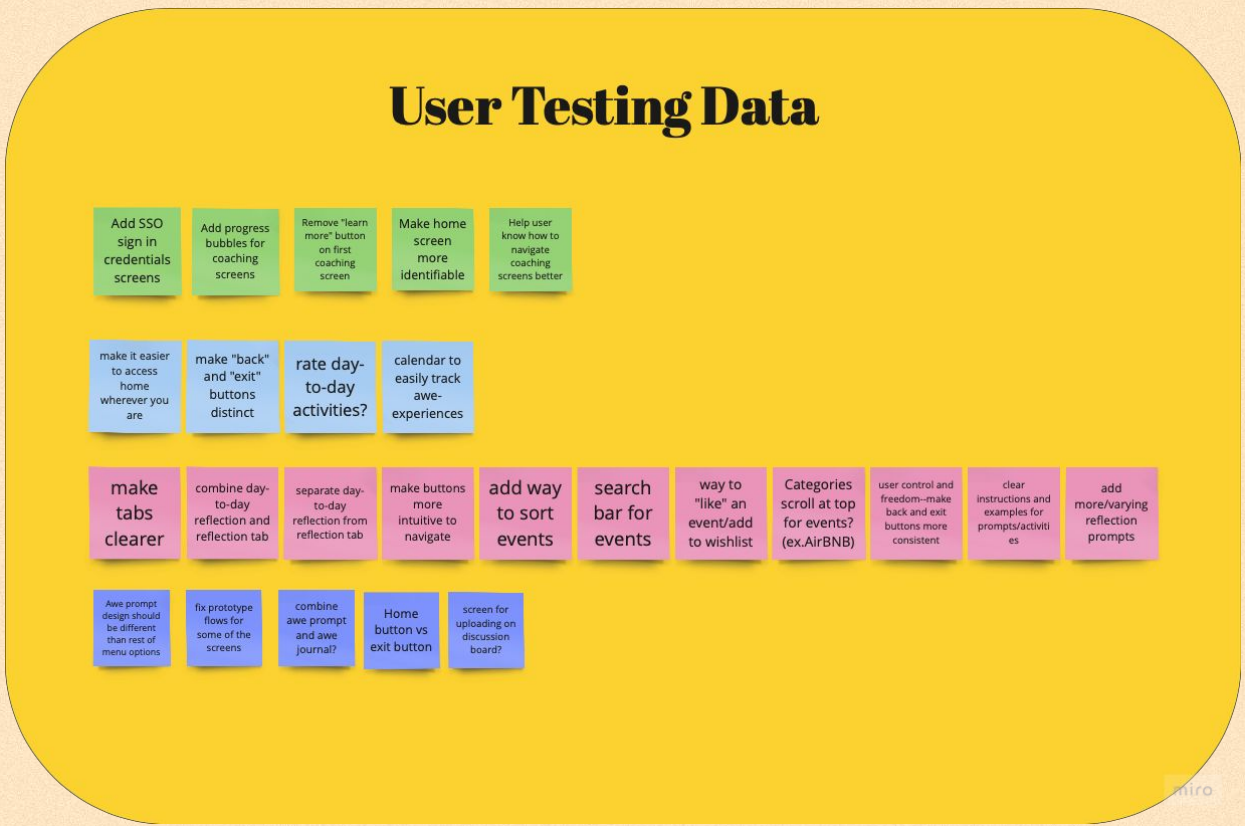




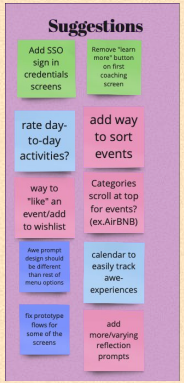


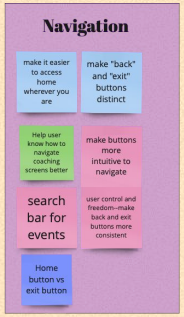
User Testing Analysis

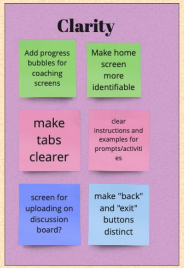
User Testing Data

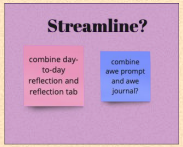


User Testing Analysis Cont'd







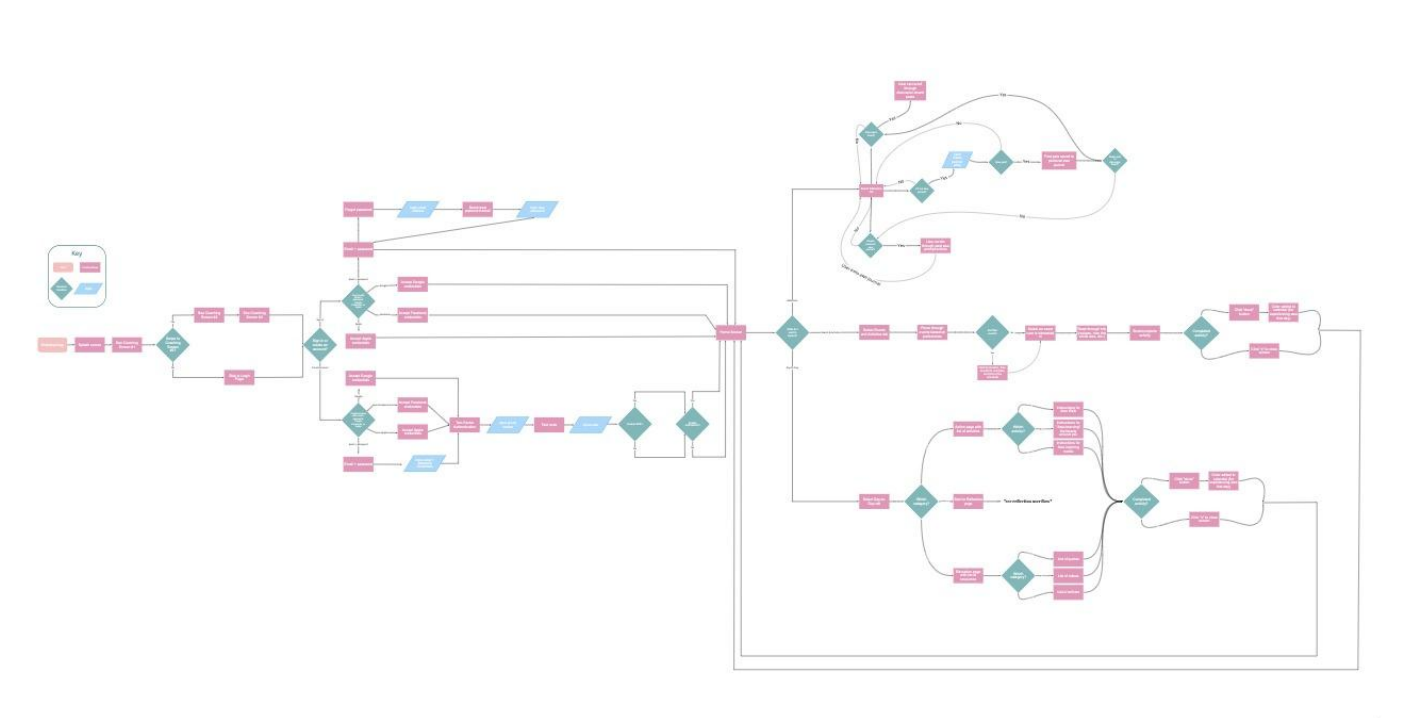


Key Iteration Takeaways

- Make back/exit buttons **more consistent/uniform**
- **Make tabs clearer**
- Make it **easy for user to access home screen from any screen**, and make home screen more identifiable
- **Add calendar element** to make a place for users to keep track of their exposure to awe from all the different features "Awe" offers
- **Make buttons more intuitive to navigate**

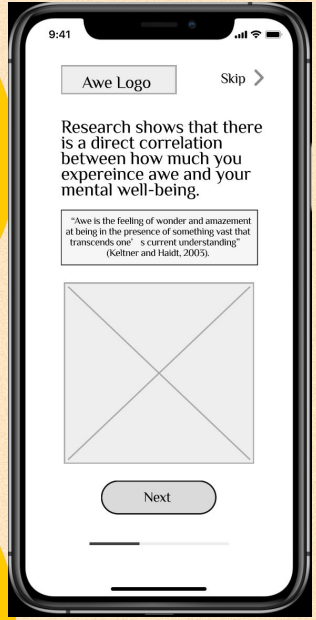
User flow Version 2

Link to Final Iteration of User Flow



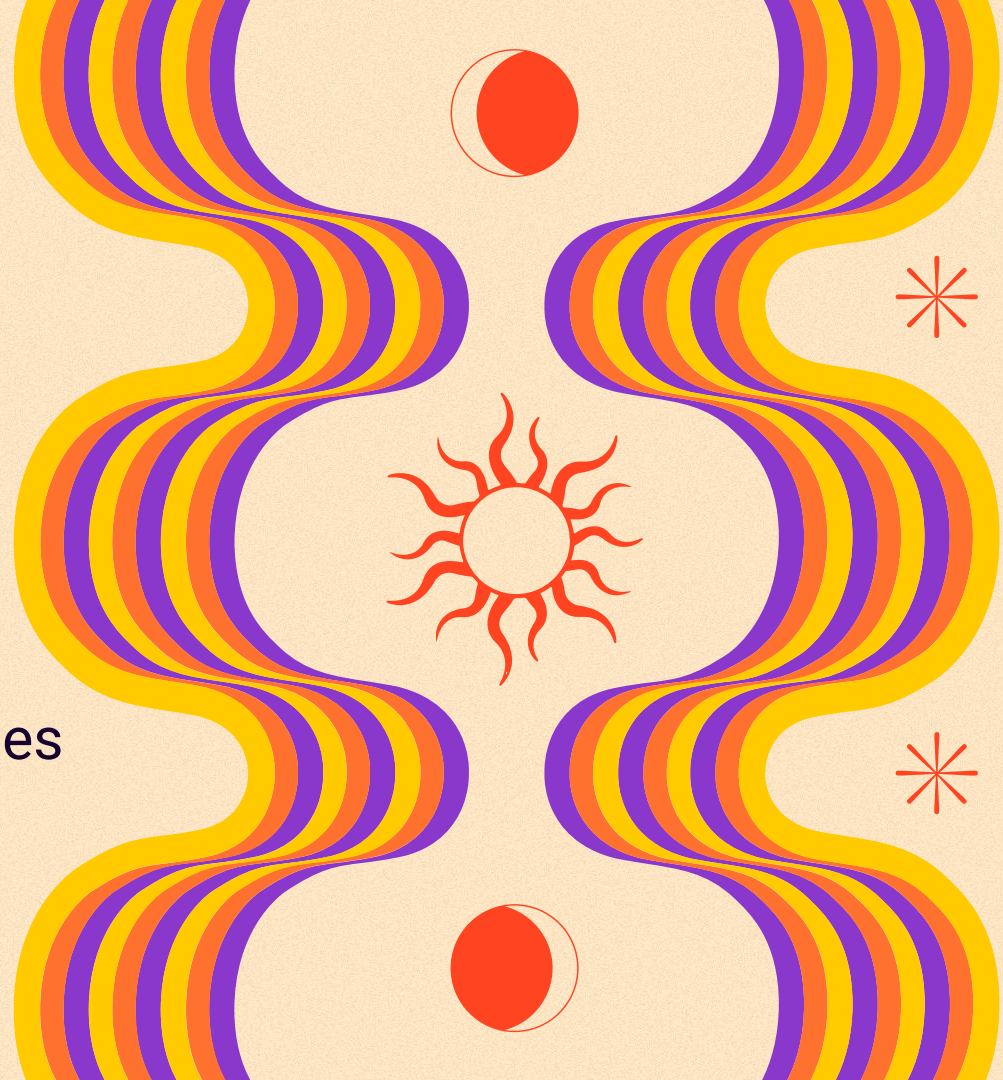
final Prototype

Link to Full Figma Clickable Prototype



future Opportunities

- High-Fidelity Prototype
- Awe-sponsored Events
- User input for events/activities
- Wishlist Feature



Lessons Learned

- When creating clickable prototypes in Figma, make sure to be more methodical when copying and pasting elements. It can be incredibly confusing to try and undo connections made previously to screens now completely irrelevant to this new element.
- During group work sections, focus on what needs to be done collectively. Be realistic about what can be individual work.
- Determine consistency standards as a group before doing the work. It’s harder to be thorough with consistency after the fact.
- Don’t stick to templates of problem statements or user insights, being clear and concise is more important

Thanks!

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