



heartON mobile application

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Problem statement:

How do busy couples
keep the spark
alive after kids?



Persona Development

Anne and Jason

Recently based in New York City, Jason and Anne moved to Westchester three years ago to raise their son Zac in a healthier and more spacious environment. The couple met during senior year at Columbia University.

Anne is an investment banker and works long hours on Wall Street. Jason works from home as an independent journalist, and while his schedule is less rigid, the odd assignment can sometimes crimp their plans. Part of his work is reviewing restaurants which gives them an excuse to dine out, but they often have trouble coordinating schedules.

Jason and Anne are trendy techies. They have and know how to use the latest, coolest gadgets around, as do most of their friends and colleagues. They like to run, and still do now but with a stroller (the kind with road wheels, snow tires in the winter).

Since moving to the suburbs, they've felt isolated from the friends they used to go out with so often and miss spending quality time as a couple. Spontaneous fun has become hard work for Anne and Jason who invest so much into their personal and career goals.

Goals/Motivations

be good, responsible parents

increase quality (romantic) time with each other

see their friends more

continue to do things they did before Zac



Jason, 31

independent journalist

- M.A. in Journalism from Columbia University
- Is a romantic, loves sweeping Anne off her feet with thoughtful surprises
- Enjoys cooking and trying new restaurants
- Constantly discovers new iPhone apps for looking things up, text, twitpics and make notes to himself

Anne, 29

investment banker

- M.B.A from Columbia Business School
- Is the enthusiastic, practical half that turns Jason's sudden inspirations into reality
- Values healthy work/personal life balance
- Uses her Blackberry primarily for work, email, scheduling and phone contacts

Opportunities:

Coordinating schedules

Discovering free time

Planning a night out

Finding a babysitter

Making arrangements

Initial Design Concept:

Le Sparqe

Takes the work out of having fun

- Synchronizes calendars
- Push notification about free time
- Facilitates making plans to go out
- Facilitates finding a sitter
- Jason and Anne can split tasks

Committed to spend more time together, Jason and Anne download LeSparqe to help them find free time and make plans.

Scenario:

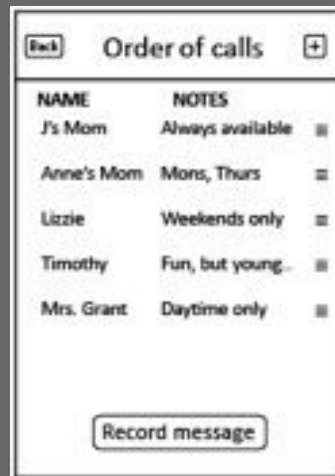
Anne's late night at the office was cancelled at the last minute. She deletes the event and both she and Jason are notified that tonight may be a good night! They start making arrangements for an impromptu date night using LeSparqe.



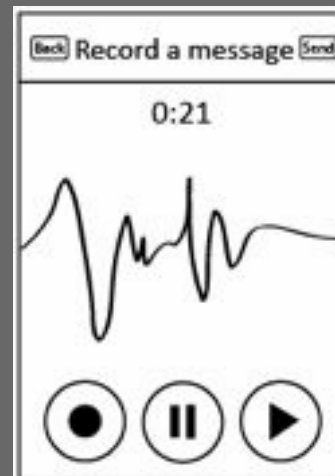
Jason's flow



free time!



reorder sitter list



record voice message



receive confirmation



send declines

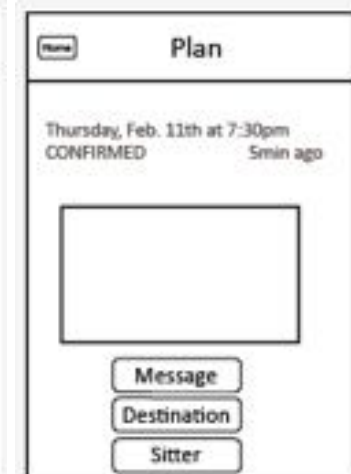
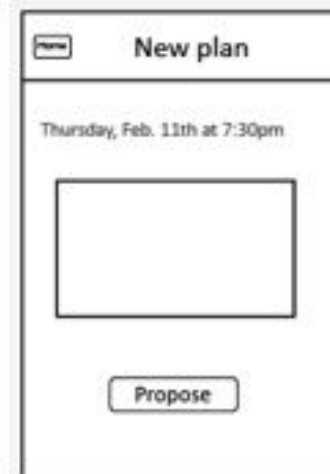
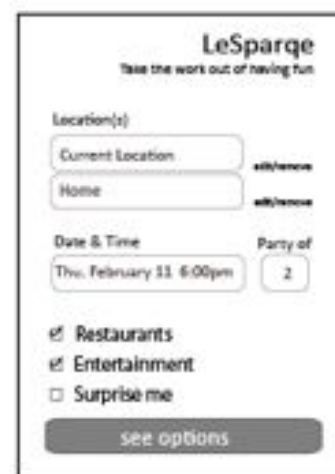
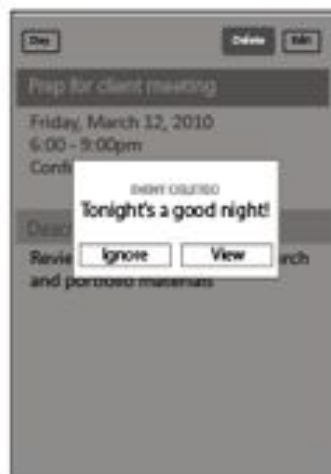
free time!

make dinner plans

select time & place

propose plan to J.

receive updates



Anne's flow

Le Critique:

- Babysitter calling queue feels impersonal
- Long, complex sequence to make and confirm plans
- Missing the “spark” element
- Doesn't track sparkage for getting together
- Initiating plan and division of labor is confusing

Le Final Word:

Simplify

Opportunities:

Discover free time

Set personal goals

Invite, hint or surprise mate

Revised Concept: heartON



- Only one party needs to download app
- Allows user to set and track goals
- Degree of disclosure generates thrill

Jason just discovered the heartON app while looking for a better couple's calendar.

By linking to Anne's calendar he now gets alerts when an opportunity arises for him to make a romantic gesture. He adds a custom goal to "stop by for a quickie" and snickers to himself.



Scenario:

Jason was reviewing a restaurant near Anne when he's alerted that a half hour window opened up mid-day. He can "stop by for a quickie" by bringing flowers but needs to make sure she'll be there.

He texts a "hint" to her to expect something at 1pm. Anne is delighted to hear from Jason and can't wait to find out what the surprise is.

Jason's heartON flow



new time found for a quickie!



see goals set and availabilities



add to calendar, send hint



affirmation of goal

Jason's heartON set up



heartON App icon



heartON launch screen



templates to add goal



set custom goal



week view goal status

heartON

Flash Demo



heartON screens

