

Gameful Gratitude Project

Wireframes and Notes

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01 July 12



Framing

- These are rough comps of what the **bare minimum** app might look like
- This is simply the basic required functionality, wrapped in an easy-to-consume and lightly fun shell
- The style was ripped right from our SuperBetter app (thanks Kat! 😊)
- Enjoy!

The first 5 minutes

ONBOARDING

SPLASH/LOADING SCREEN

This is the first thing people see when they load up the app.

Can have logos for GGSC, SuperBetter Labs, Templeton, or other stakeholders at the bottom.

Because it's an app, we can use the description of the app to tell people the purpose: discover, train, and master gratitude.



GETTING PLAYER DATA

First things first: we take the onboarding inventory.

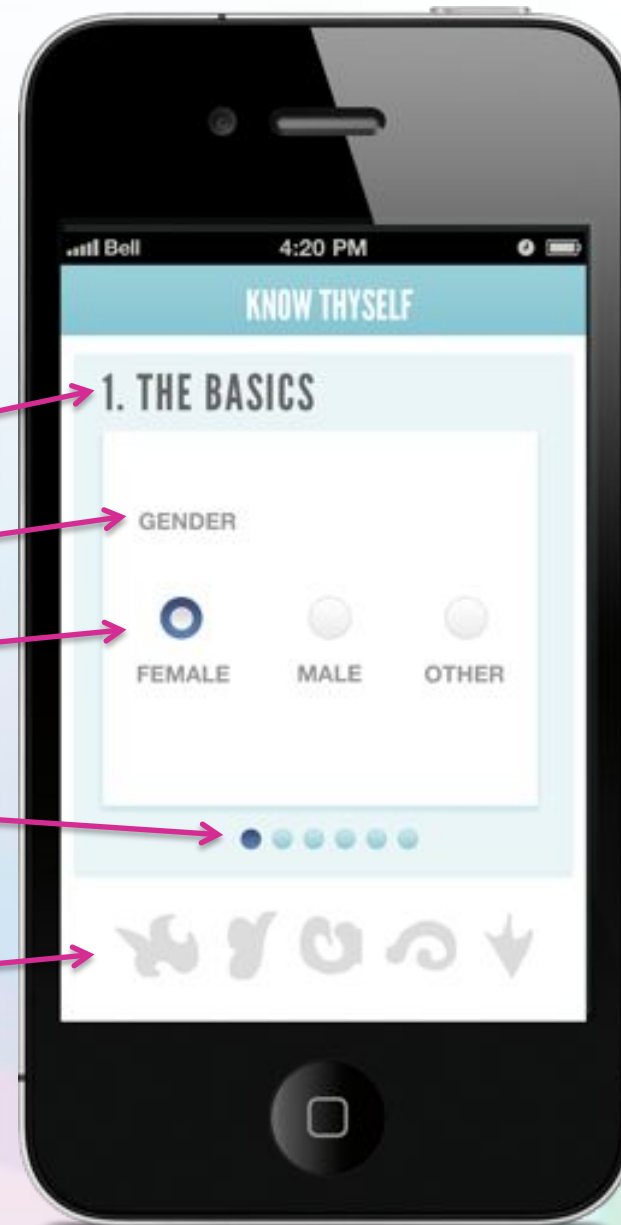
The header tells you what inventory you're currently taking (instrument?).

The question itself goes here

Options here

This shows how many total questions

These symbols represent total number of inventories. Inventories should be broken up and after each one, reveal some sort of interesting science (not comped).



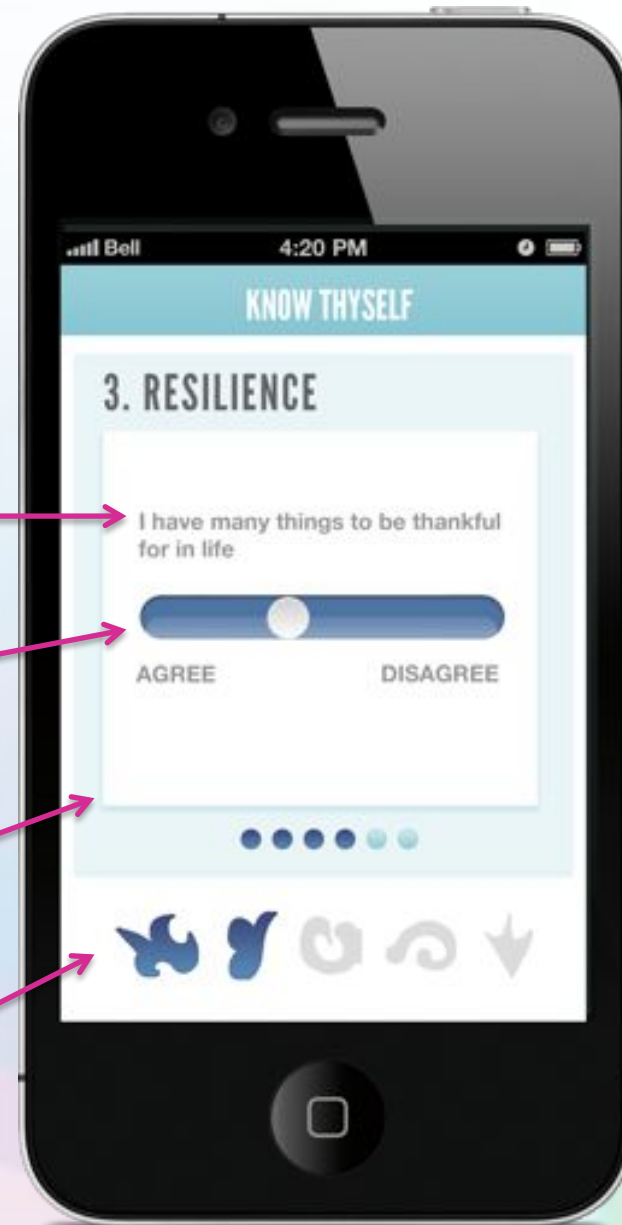
GETTING PLAYER DATA 2

Keep questions at short as possible. I know we might not have much wiggle room, but it's important.

We can do multiple choice, 7 scale, and blank text fields easily.

Each question is on a white card. As soon as you provide an answer, it moves automatically to the next card. If you put in a wrong answer, you can swipe the card to go backwards.

Symbols get filled in as you complete each inventory.



The core + most frequent app interaction

REPORTING GRATITUDE

REPORTING GRATITUDE

When players load up the app AFTER initial onboarding, they'll see this screen.

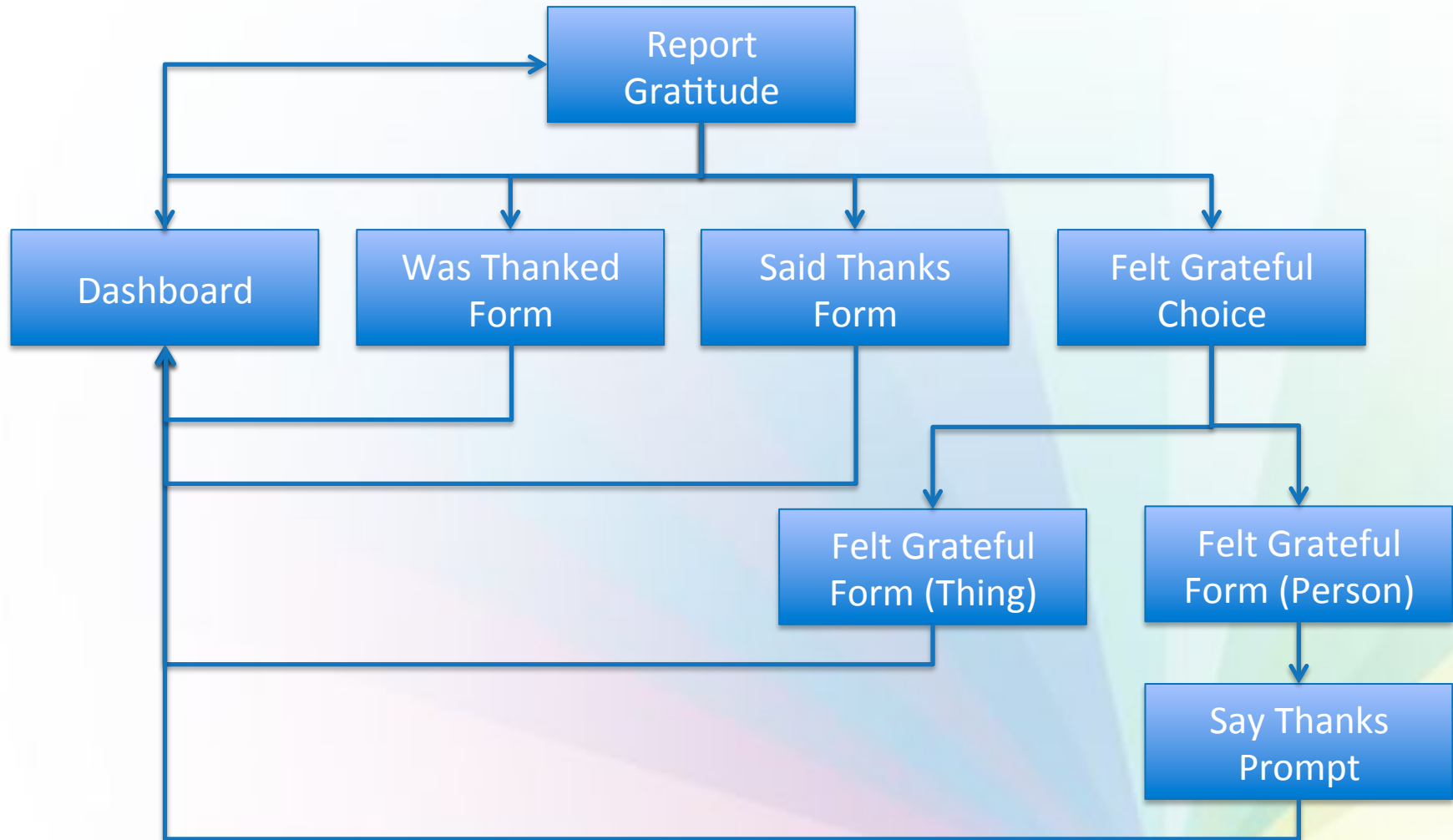
This lets them report 3 different types of gratitude:

- Feeling grateful
- Thanking someone
- Being thanked

Players can also get back to their dashboard to see their overall progress at any time.



Report Gratitude Flowchart



WAS THANKED

I wasn't sure how to organize the information we wanted to collect. I thought options here might be:

- Family
- A friend
- An acquaintance
- A stranger

Do we want to try and have them guess at their strengths?

I tried to include a blank field on each report for freeform reporting.

Cancelling goes to dashboard



SAID THANKS

I tried to keep the information we were gathering as consistent as possible across forms.

Would be good to have an explanation of these strengths somewhere, but not necessary (and not comped).

I thanked someone

they were
a friend ▼

who showed
bravery & courage ▼

when they
what were you grateful for?

SUBMIT

NEVERMIND

FELT GRATEFUL

First, players choose if they were grateful towards a person or a thing.

Depending on the skills of the developer, it would be awesome if the bubbles could just animate bigger/larger and have text changes fade in/out – or similar awesome transitions.



FELT GRATEFUL (PERSON)

This should look familiar by now 😊

iPhone screen content:

Signal: Bell | Time: 4:20 PM | Battery: [Full]

I felt grateful towards someone

they were
a friend ▼

who showed
bravery & courage ▼

when they
what were you grateful for?

SUBMIT

NEVERMIND

SAY THANKS PROMPT

A tiny bit of virality! This prompts anyone who felt grateful towards someone but DIDN'T say thanks to say thanks – either out onto a social network or just into the GGSC pool.

We can use this data/display the thanks to make the app feel more alive. Maybe a simple “Feel the Love” button on the dashboard? 😊 Shows you recent gratitude?



FELT GRATEFUL (THING)

I don't know if we have a precedent/
framework for sorting these, but I
thought it might be nice.

The rest is just a blank form field.

Carrier: Bell 4:20 PM [Signal] [Battery]

I felt grateful for something

it was

something from nature ▼

what were you grateful for?

SUBMIT

NEVERMIND

Homebase + Access to all info

THE DASHBOARD

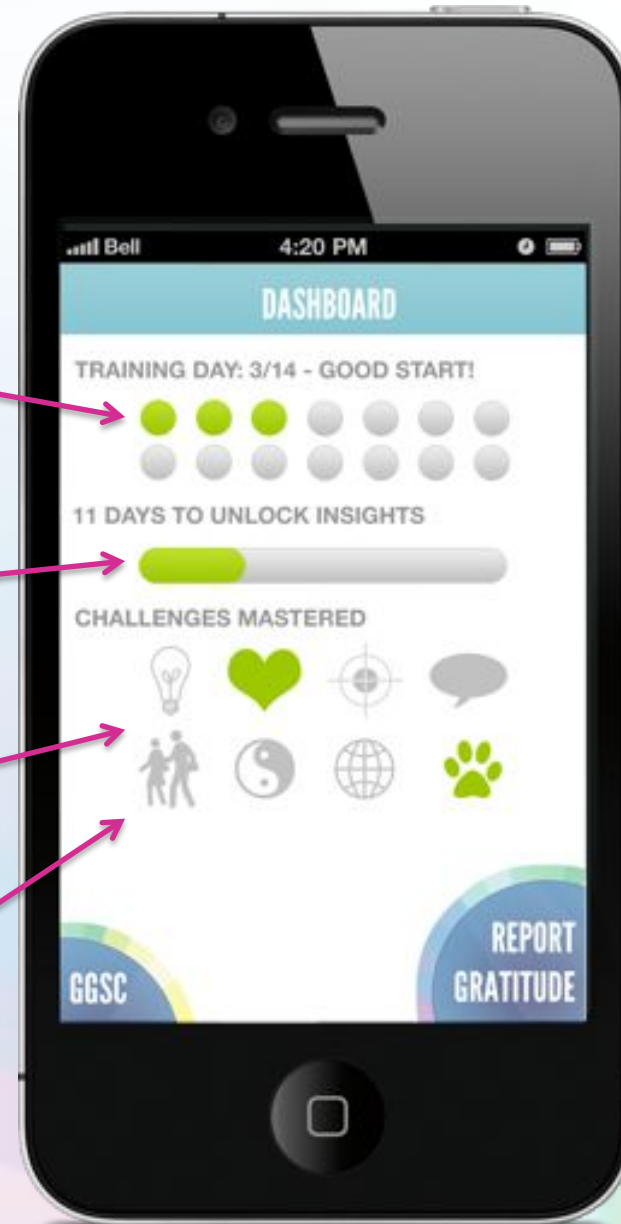
DASHBOARD

Make this a 14 day goal. When they complete it, and if they want to keep using it, have the copy switch to:
TOTAL DAYS OF GRATITUDE: 120

At the end of the 14 days, have them go through the inventory again. At the end, provide insights. Make it worth it. Make it fun, exciting.

We talked about having challenges to make people focus on different elements of gratitude: Thank one person for each X strengths. Thank X types of people. Etc. Each challenge should have an icon, and clicking the icon should take you to a challenge page where you can see the requirement for it and your progress (NOT COMPED).

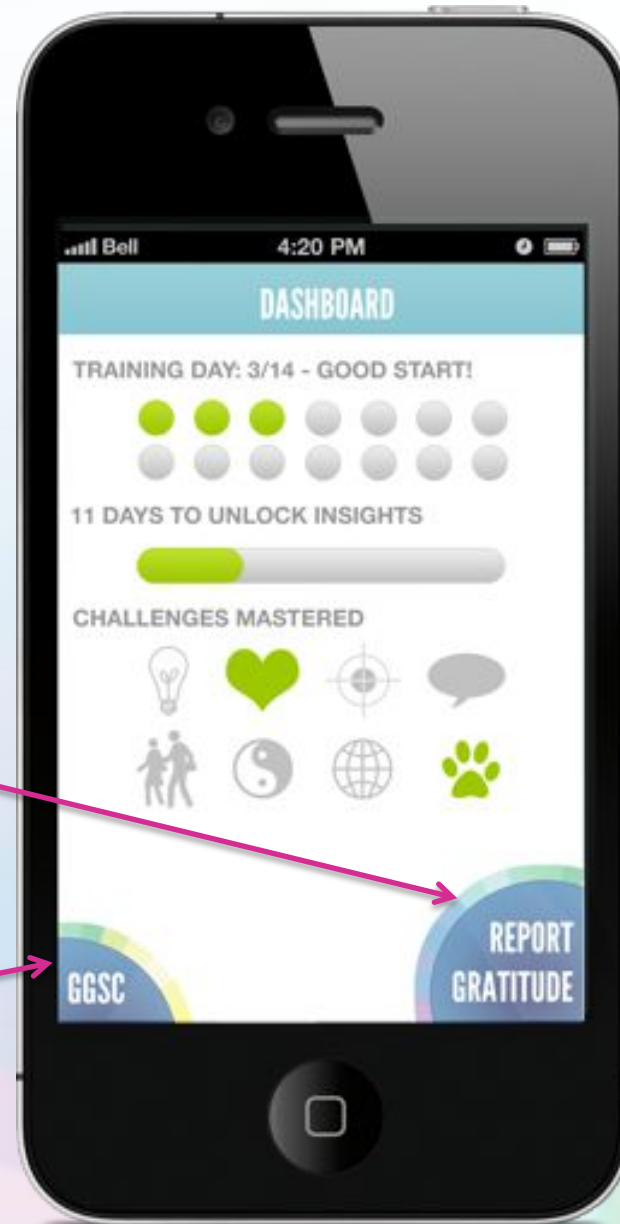
Make this graphic change when you master all challenges.



DASHBOARD PT 2

The REPORT GRATITUDE button is big and clicky. This is the main action people should be doing. This whole page is just to give them feedback and context for doing it.

This button could link to the GGSC website, or it could say “MORE” and have a variety of links: to the science, to the GGSC, to the app settings, to SuperBetter Labs, etc.



At the end of each day, users are prompted to take a quick survey

DAILY DEBRIEF

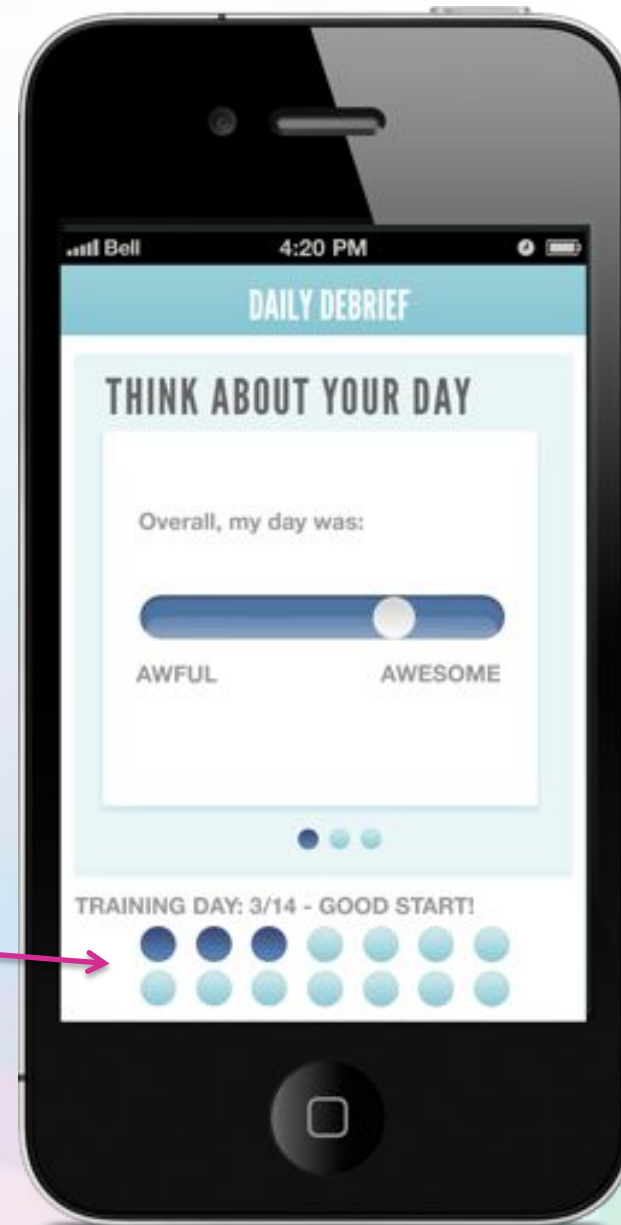
DAILY DEBRIEF

This is like a tiny version of the inventories.

As few questions as we can possibly ask.

Players should be able to change what time of the evening they are prompted to take the survey (7PM, 8PM, 11PM).

I also wanted to give them context, so they feel good about completing it each day. The message after the fraction can change each day.



Additional notes on functionality and things without comps

APPENDIX

Encouraging Gratitude

- If people aren't reporting gratitude on their own, we can nudge them throughout the day with a push notification:
 - “What’s something you’re grateful for?”
 - “Have you thanked anyone today?”
 - SB has ~35 unique prompts for people to thank that we can use for this.
 - Make sure we’re encouraging/increasing gratitude, not just letting people report it.