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Week 3 Capstone Assignment

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# Ideation: Gamification of Oral Hygiene for Teens

Build healthy habits for life 2 minutes of fun at a time

## 1: Brainstorm 15 ideas

1. Needs to be simple to set up for busy teens
2. Reminders should be fun, not annoying push notifications. Irene gets a lot of notifications on her phone that she has trouble getting rid off. They all look alike and she is in the habit of just swiping them off and forgetting.
3. Stevie needs a way to let his dad know he brushed his teeth.
4. Irene likes to compare her progress to Stevie. Also, sometimes since she is older she is “in charge” and had trouble convincing Stevie to do chores or ...brush his teeth.
5. Needs to be able to make life easier for Stevie and Irene by reducing the amount of parental nagging.
6. Needs to be able to help them build healthy habits in oral hygiene so their next orthodontist visit is not stressful and embarrassing. Also improved oral health is a good thing.
7. Needs a way to reward consistency, so every small activity is acknowledged and they can build up a “winning streak”.
8. Needs a way to chain activities together, maybe using natural language based on time of day (chat bot style? “You’ve had breakfast right? time to brush your teeth!)
9. Needs to be able to accommodate multiple hygiene activities (i.e. braces, flossing, brush teeth)
10. Irene is very rushed in the morning and tired at night. She wants an easy to use mobile app that does not have a lot of screens to swipe or click through just so she can log that she put on her retainer
11. Irene gets annoyed quickly when there are too many choices. She wants to get her task done and get on with her day.

12. Stevie would rather do a lot of things than brush his teeth or floss his braces. He wants to have rewarding, fun experience when he does it.
13. Needs to be mobile, so teens can add activities or review progress from phone
14. Needs to be able to reinforce routines in a positive way, more nagging would not make it fun to use
15. Needs to be able to share activities or milestones with friends or parents. Stevie prefers texting. Irene uses different social media apps.

## 2: Brief Activity Description from Needfinding & POV

I chose the design brief for Change and decided to interview and observe people to discover what they struggle with around change and how technology could make forming daily habits easier in their lives. My focus is on the daily habits related to oral hygiene people are trying to learn and how they are motivated (or not). To do this I interviewed two adults and two teenagers. I was surprised to learn that the teenagers did not use technology at all for daily tasks they did not want to do (brushing teeth or wearing retainers).

I chose the POV of the kids, since there are plenty of task reminder apps out there, and the deeper problem is to reward change on part of the children / person who needs to do the oral hygiene activities. Teens know they SHOULD care about oral hygiene, but they find it boring and time consuming. It needs to be a habit.

**My POV could also be expressed as “Build healthy habits for life two minutes of fun at a time”.**

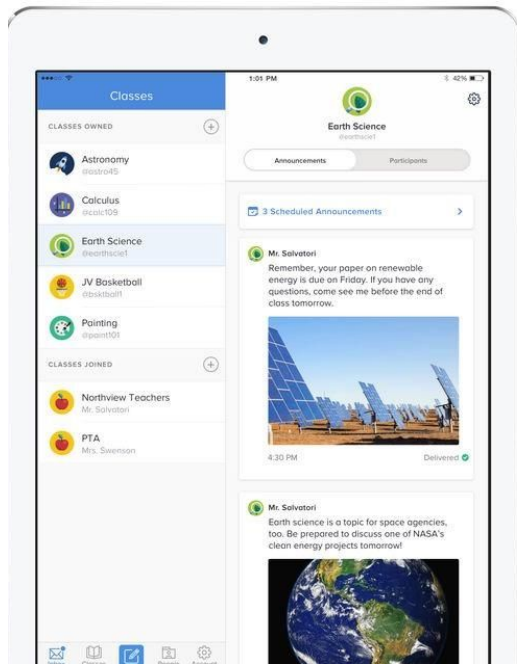
## 3: Inspirations

### **How could we solve the problem today?**

**Remind101** - <https://www.remind.com>

This is a common reminder app used by teachers and community volunteer organizations. (used by over 70% of school in the USA) It sends text messages out to multiple people. It is easy to set up. Many teens in our area are familiar with it. It tracks if someone looked at a message or not. It is easy to ignore the reminders though since they are just text messages or emails. The mobile interface is simple and not cluttered.

Reach your class on any device—including text-only phones.



## Google Calendar

Kids could set up reminders of tasks to brush teeth or put in retainers. These create notifications that are easy to dismiss and they are boring. You can add stickers when adding events to the calendar but it is hard to scroll through.

**SignupGenius** -<http://www.signupgenius.com/>

The design is really focused on parents and outdated for mobile but it is easy to sign up and add activities. Also you can send emails to a group of people. Being able to customize the theme of the sign up page is a good feature.



## Group Organizing Made Easy

Say goodbye to reply-all emails and paper sign up sheets. Coordinate events and people in minutes with online sign ups.

Create a Sign Up

- 1  Create a Sign Up
- 2  Invite Your Group
- 3  They Sign Up Online
- 4  We Send Reminders

## SnapChat

Kids could snapchat with their parents while taking care of oral hygiene. They could use stickers and other features to create custom photos and videos to share. The app is easy to use for video recording and image sharing. This is one specific social media app. It is not customized for use as a change gamification tool and does not reward or provide dashboard metrics for oral hygiene.



(screenshot of Zoë Sugg, officialzoella on Snapchat showing sticker feature)

## **Future thinking - more out there ideas for oral hygiene app for teens**

### **Social Media API Integration with an auto recording app**

This could be a separate device with an “internet of things” type transponder that could take a photo and scan the teeth for a comparative “cleanliness level” (before and after brushing there would be a difference like lack of that film of grimy goo) - or it could use fingerprint recognition and scan with the camera light sensor of a smart phone. It could be voice activated to make it easier to use

**Voice activated tool like Echo dot** that records audio of oral hygiene and sends an acknowledgement to kids phone and requests to snap a congrats photo, then prompts to customize if they like with stickers.

**A mobile app that activates on voice command and plays videos or music or other entertainment selected by the user** for the time it takes to perform each oral activity. Users could potentially “level up” to unlock points for special content or prizes and earn badges to share with parents and friends.

**A group hygiene pen pal club** that connects teens to other teens as virtual “video pen pals”. They earn video time by brushing, flossing, and providing a quick prompted snapshot photo that is sent to a parent or dentist office. They can earn bonus access to group videos or even be entered to win prizes to travel. They can choose from virtual stickers and other digital pixel items to share with each other and collect.

**A monthly “box club”** of new and interesting oral hygiene items to try, including tooth brushes, floss and braces friendly snacks. Also toys or fun mirror decals or seasonal window clings. Similar to popular services like Loot Crate. Parents or dentists would offer or pay for the service based on oral hygiene levels recorded on an app. Kids would earn points that could be applied to “earn” different prize levels. themes could change and be customized: Seasonal crates, crates based on genre/preference (horse lover, super heroes, book lover, anime, etc)