

OpenTomorrow

UX Research Presentation

Jeffrey Ernest

What is OpenTomorrow?



- Social Media Application (*developing for senior thesis*).
- You create a **stash** –time capsule for storing photos. Set a date and time for when it will open.
- You and your friends store photos that can't be seen until it unlocks.
- My motivation for choosing OpenTomorrow is to use this coursework to actively advance the app's development toward a professional launch. This allows me to gain essential full-stack experience by applying research-driven insights directly to a real-world product.

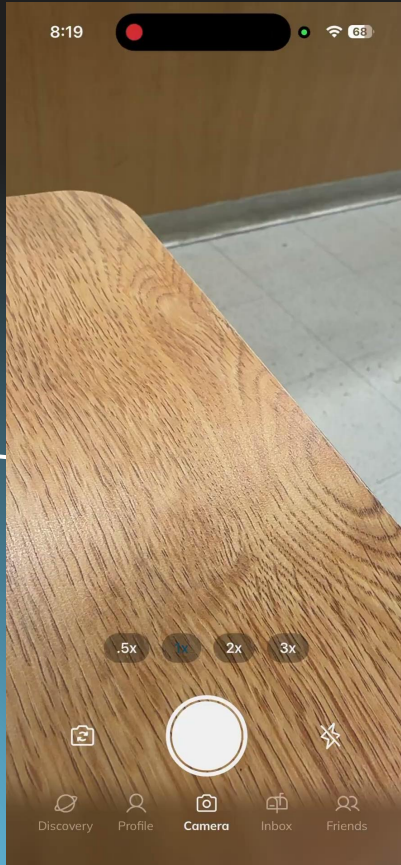
Problem Statement

To see how users interact with the app's interface, what are the 'pain points' that cause to people freeze or close the app.

Goals

To identify the specific UI points where first-time users experience 'what now?' moment. Figuring out what prevents someone from integrating the app into their life.

How I collected data:



Google Form

**I shared a video and people answered questions based on the video.
(14 responses)**

Hands on testing

**Watched people navigate through the defined flow and noted where they got stuck. Asked similar questions to the google form.
(3 hands on tests)**

User Personas: Chloe, 21



“I want to dump all our spring break photos into one place so we can enjoy the break without worrying about creating posts.”

Destination: Spain & Portugal

Scenario: Chloe and her 4 housemates are going on a 5 day trip during spring break.

Considerations:

- The user is in a fast-paced, high-distraction environment.
- Needs to quickly "onboard" friends who have never seen the app before.
- The "Empty State" must be inviting enough to encourage the very first upload within minutes of landing.

Frustrations:

- The "Setup Tax": If it takes more than 30 seconds to create the Stash and invite the housemates, she'll just use a group chat.
- An empty UI makes her feel like she is the only one "doing the work" to document the trip.

UX Research Focus & Success:

- Focus: Testing the "Time-to-First-Upload."
- Success: Chloe successfully creates a "SpringBreak!!" Stash and invites all 4 friends before leaving the airport, despite the "empty" initial dashboard.

<https://thispersondoesnotexist.com/>

User Personas: Leo, 18



<https://thispersondoesnotexist.com/>

“This is the first time we’re going to be apart. I don’t want our senior year to just disappear into a bunch of random photos on our phones, I want somewhere to store the memories.”

Destination: Hometown

Scenario: Leo and his 3 best friends since childhood are starting a "Senior Year" Stash in September to capture their entire final year before moving away.

Considerations:

- The user needs to maintain interest over a 9-month period.
- The UI must feel like a "growing vault" rather than a "static list."
- The "What Now?" moment occurs every time the group goes a week without posting.

Frustrations:

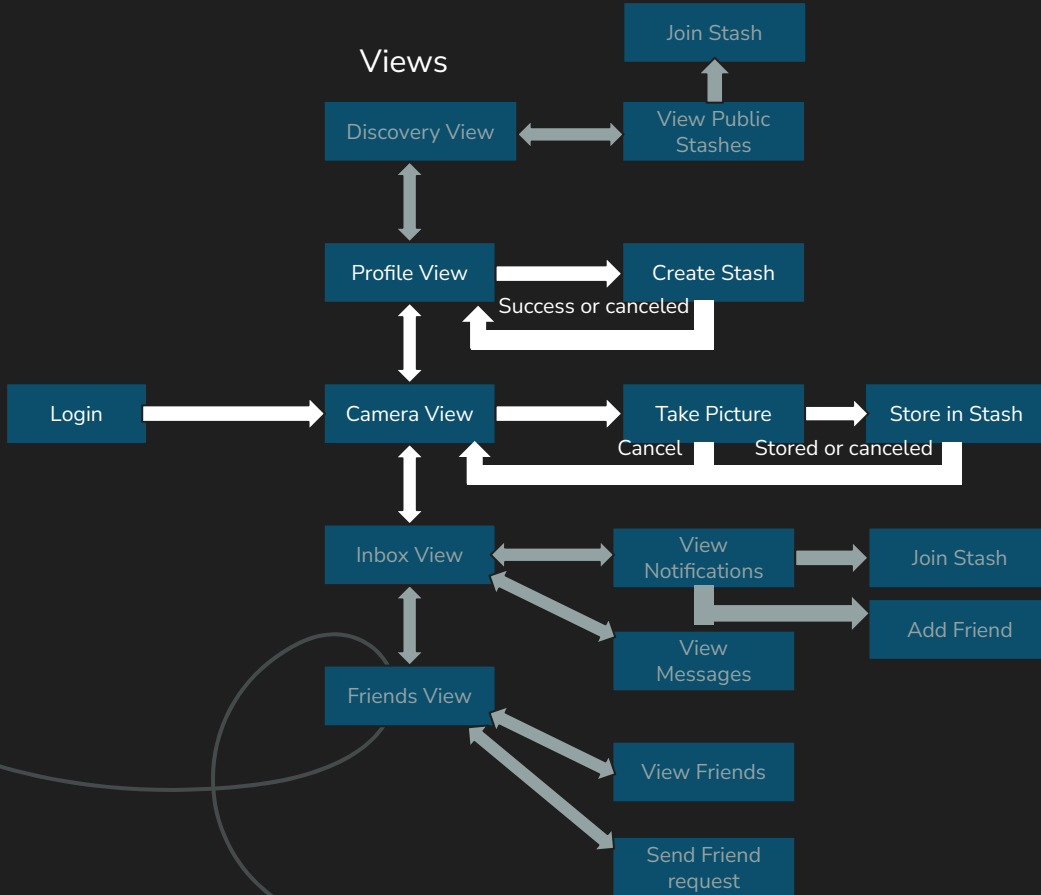
- Lack of Momentum: If the UI doesn't show that the Stash is "filling up" (even if the photos are hidden), the project feels abandoned.
- Aesthetic Fatigue: A minimalist UI might start to feel "boring" over a long period if there are no visual indicators of progress.

UX Research Focus & Success:

- Focus: Testing "Long-Term Retention Cues" in the UI.
- Success: Leo returns to the app once a week for 9 months because the interface provides a sense of "accumulation" and anticipation for the June reveal.

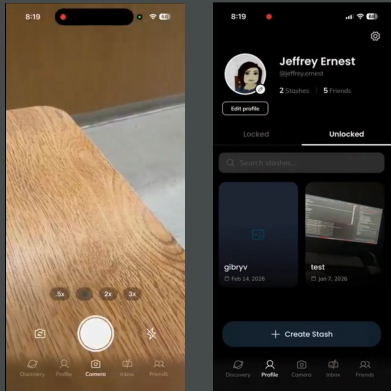
Task Flow

Views



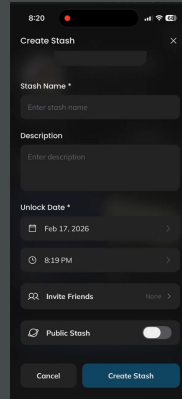
Experience Map: Creating and saving photos to a stash.

Opening the app and navigating to create stash.



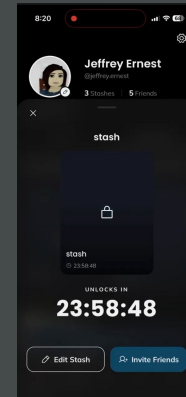
- Easy navigation to profile page
- When no content page feels empty and dark
- Create stash is easily finable and a good call to action
- Date information on stash is small

Creating a stash.



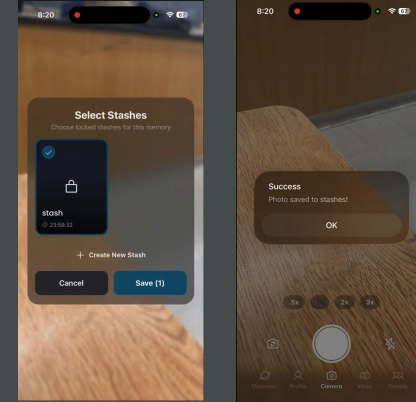
- Change '*' for required feels as it feels like a google form instead of a professional app.
- Clear fields and understanding of what each needs.
- Create Stash button is a different shape than on profile screen

Viewing a locked stash.



- Can't add to a stash after it opens
- Time to open is easily seen
- Clear actions
- Be able to click on a locked stash and add/take a photo directly from the view. (would be auto selected)

Storing a photo to a stash.



- Good success of action with success prompt
- When a user has a lot of stashes there isn't a search bar to look for a specific one.

Insight

Overall, people liked the design of the interface. They felt it was cohesive and modern (some cited Bereal). However new users seem to struggle to navigate/understand the app “It took a moment to understand what the app did, but I really like the concept” (Griffin). But once a person familiarized themselves with the app a lot of people liked the idea. I asked the question what would make you use the app and one person said, “The nostalgia it'll bring” (Ava).

Refined Problem Statement

New users need a more guided entry point into OpenTomorrow because the current **empty state** interface fails to communicate the app's immediate value, leading to confusion about how to begin their first Stash.

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Thank you!