

Counting Eye

A convenient, fast, unassuming and reliable counting solution.

Exposition

Moving targets are hard to count and interruptions can force a re-count. Existing tools are limited to pen and paper and note-taking apps. A major pain point is that each tool requires a free moment for the eyes, brain, and fingers.

Formatting—"kids: 23, adults: 14"—is time-consuming and sharing the recording with others is equally clunky.

Observation & Interviewing

Observing Behavior

The storyboard below illustrates the observed "count taking" process.

Interviewing, Part 1 - Just the Facts

Interviewed count takers, asked about their behavior, and the products they currently use and have used in the past.

Counting



Storyboard of current behavior

Recording



Sharing

Step 1: Format and Copy

Out Copy Paste Lock Up Share...

17 Kids

8 Workers

Step 2: Paste and Send

17 Kids
8 Workers

I The Hi
Q W E R T Y U I O P

Situational analysis

Interviewing, Part 2 - Anxieties and motivations

Counters are tasked to count large numbers of people in multiple locations. Some people are quite active, like kids, while others may require assistance, introducing brief interruptions to the counting task. Some of the anxieties and motivations that counters experience are captured in the diagram below.

What is **pushing** me towards finding a solution

I want fewer steps to get the job done

Too much typing is a pain

Distractions result in re-counts

What is **pulling** me towards a solution?

Simple and fast like using Simplenote

Apps make it easier to send counts to others

I always have my phone/apps with me

What **habits** are holding me back from these solutions?

Simplenote is easy, like pen and paper - what if the new solution is too complicated?

I like the simple, blank note that reminds me of scratch paper

What **anxieties** about a solution are holding me back?

Evernote UI feels too heavy

Note-taking apps have too many features

Forget to bring pen and paper

Desired outcome

"**When** it's my turn to report the number of kids and workers on the playground and **I'm worried** I'll get distracted and forget the numbers before I record them, **I want** to count and record at the same time, **so that I can** move on to other tasks."