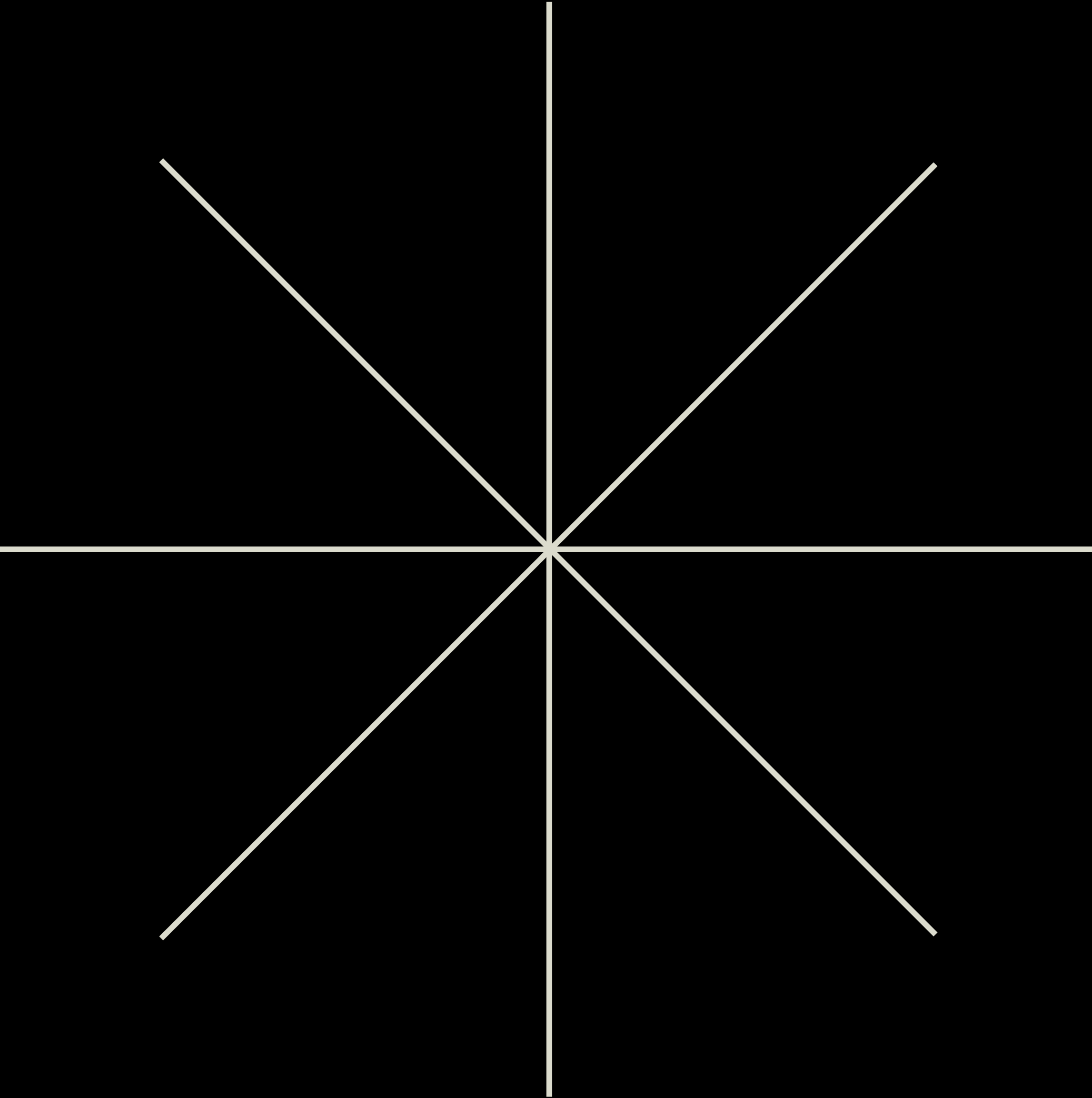


Helio



HOW MANY TIMES HAS THIS HAPPENED TO YOU?

**It's winter in Evanston.
You walk out of a lecture and**

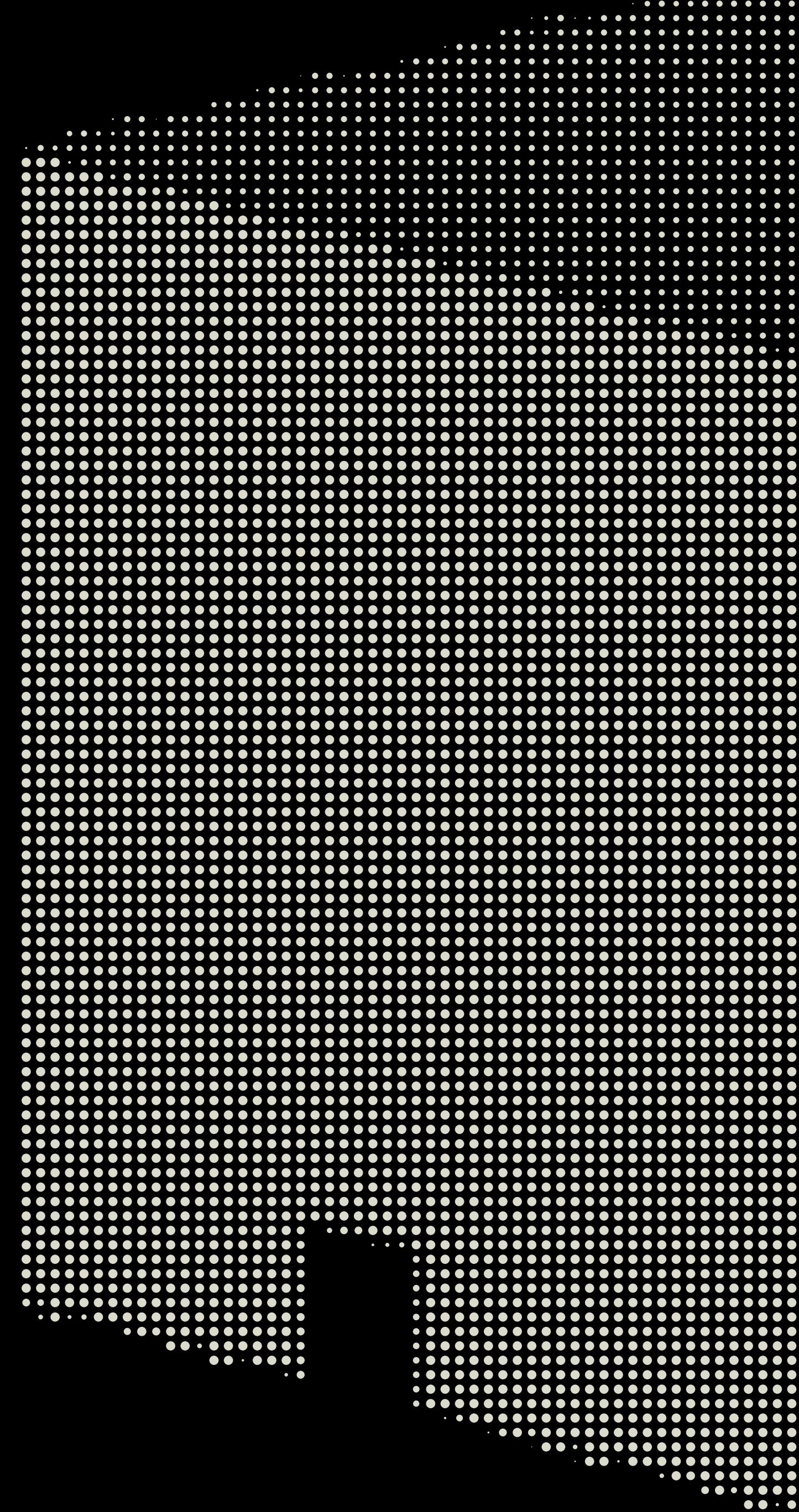
the sun has already set.

HOW MANY TIMES HAS THIS HAPPENED TO YOU?

It's winter in Evanston.
You walk out of a lecture and

the sun has **already set.**

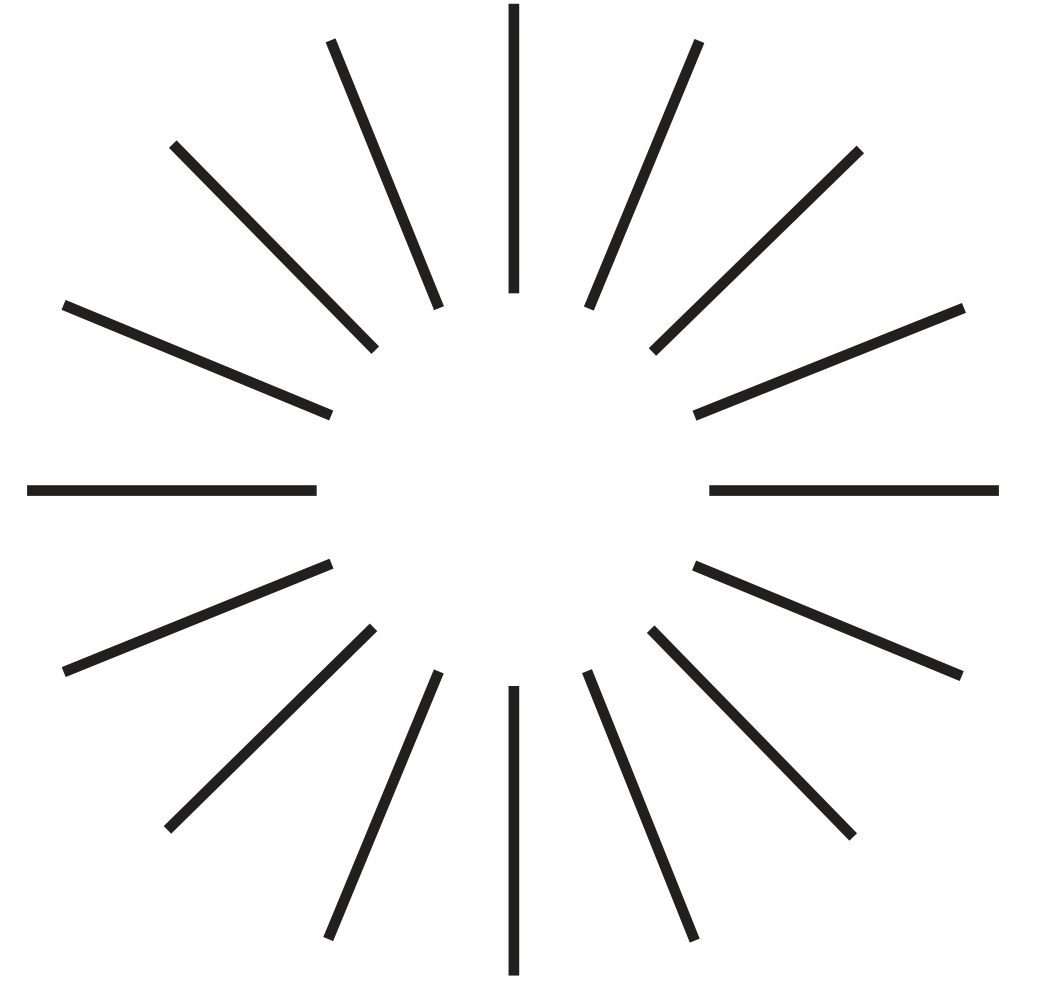
Only then do you suddenly
recognise the movement of the
seasons and time.



That gap between **measured time** and **felt time** is what Helio is about.

AGENDA

- 1—Problem
- 2—Audience
- 3—Solution
- 4—Success Metrics
- 5—Prototype
- 6—Goals
- 7—Next steps





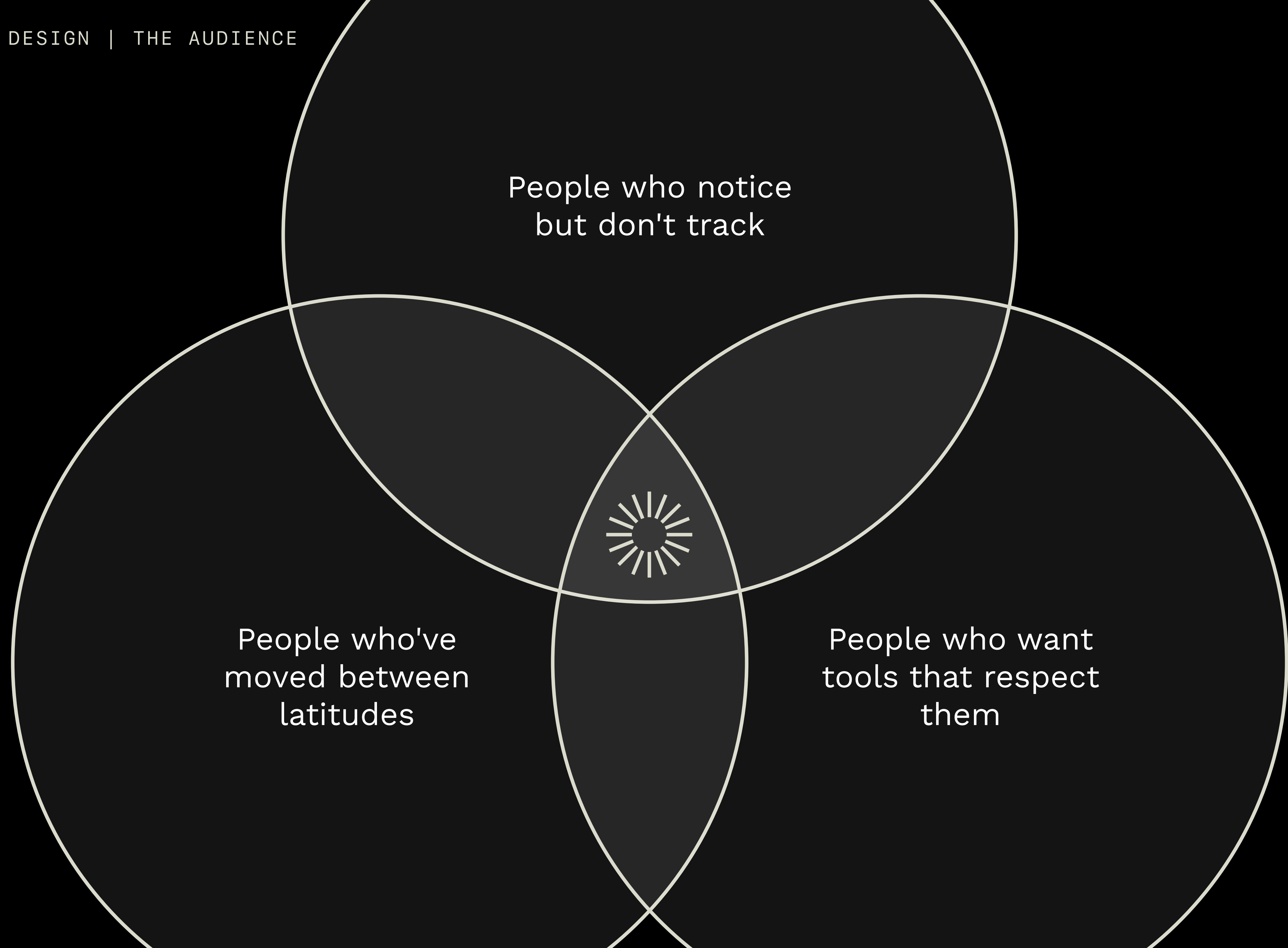
5%

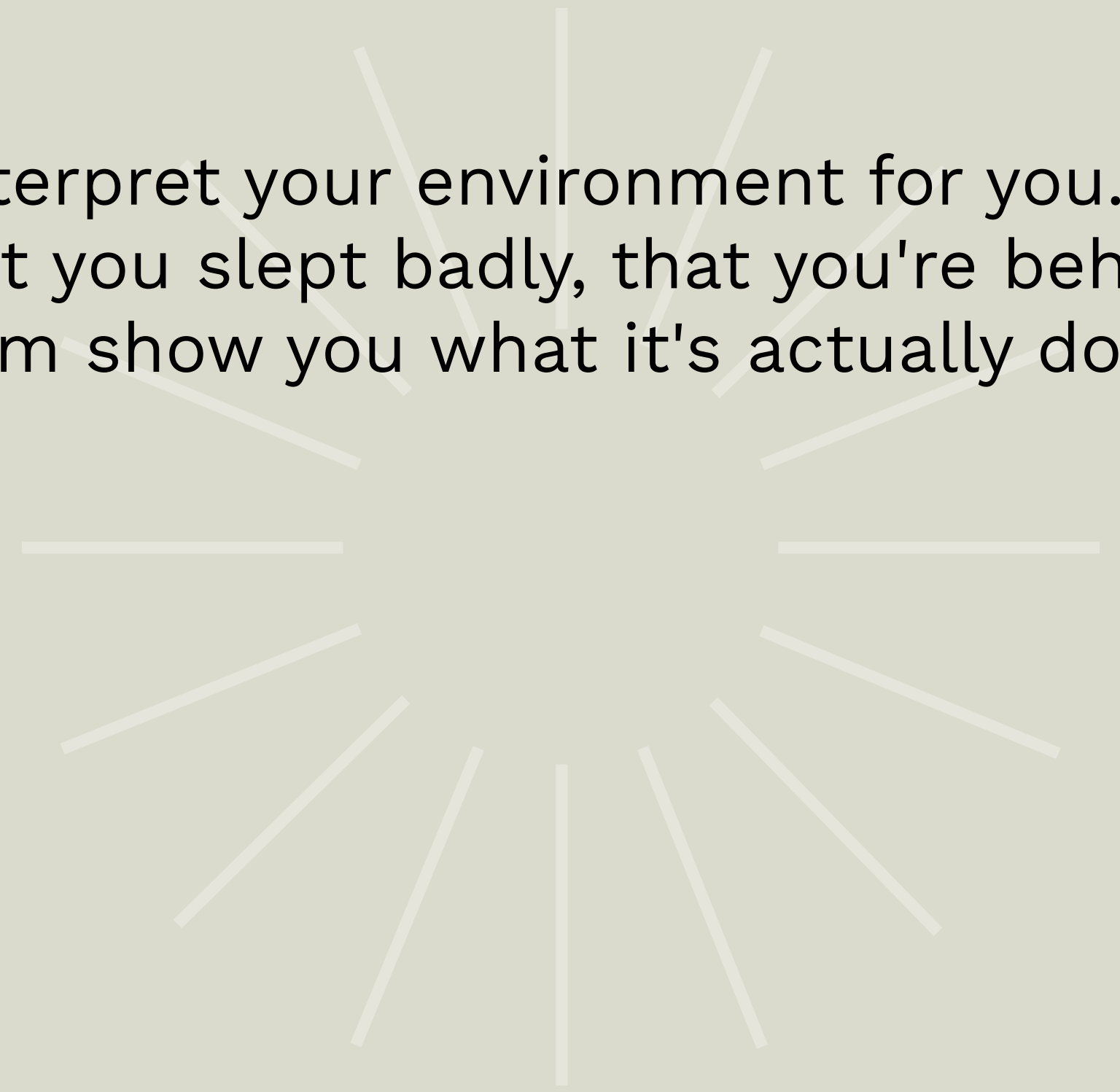
adults experience
seasonal affective disorder¹

125

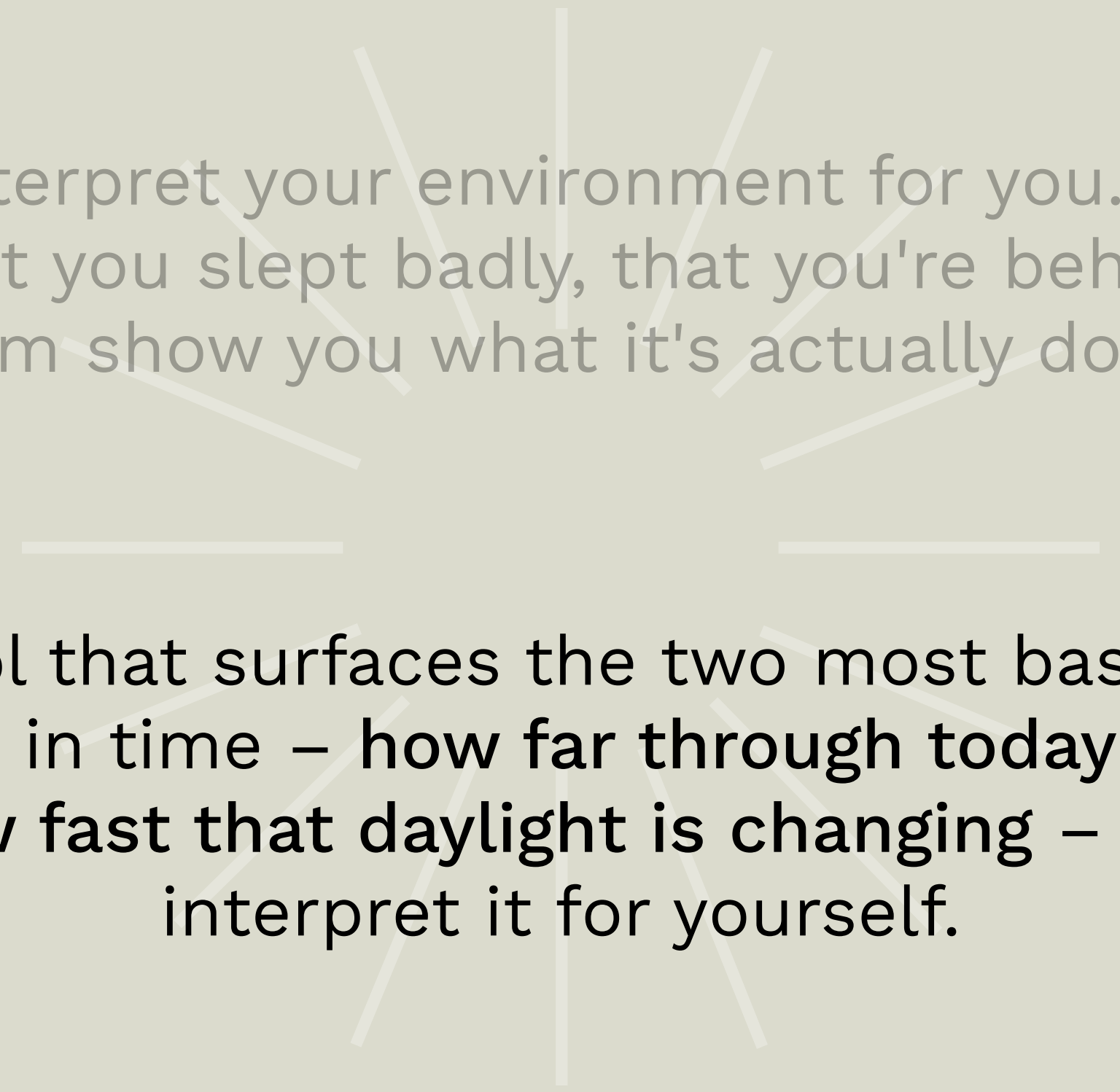
countries represented
at Northwestern (2023)²







Most apps interpret your environment for you. They tell you it's cold, that you slept badly, that you're behind. None of them show you what it's actually doing.



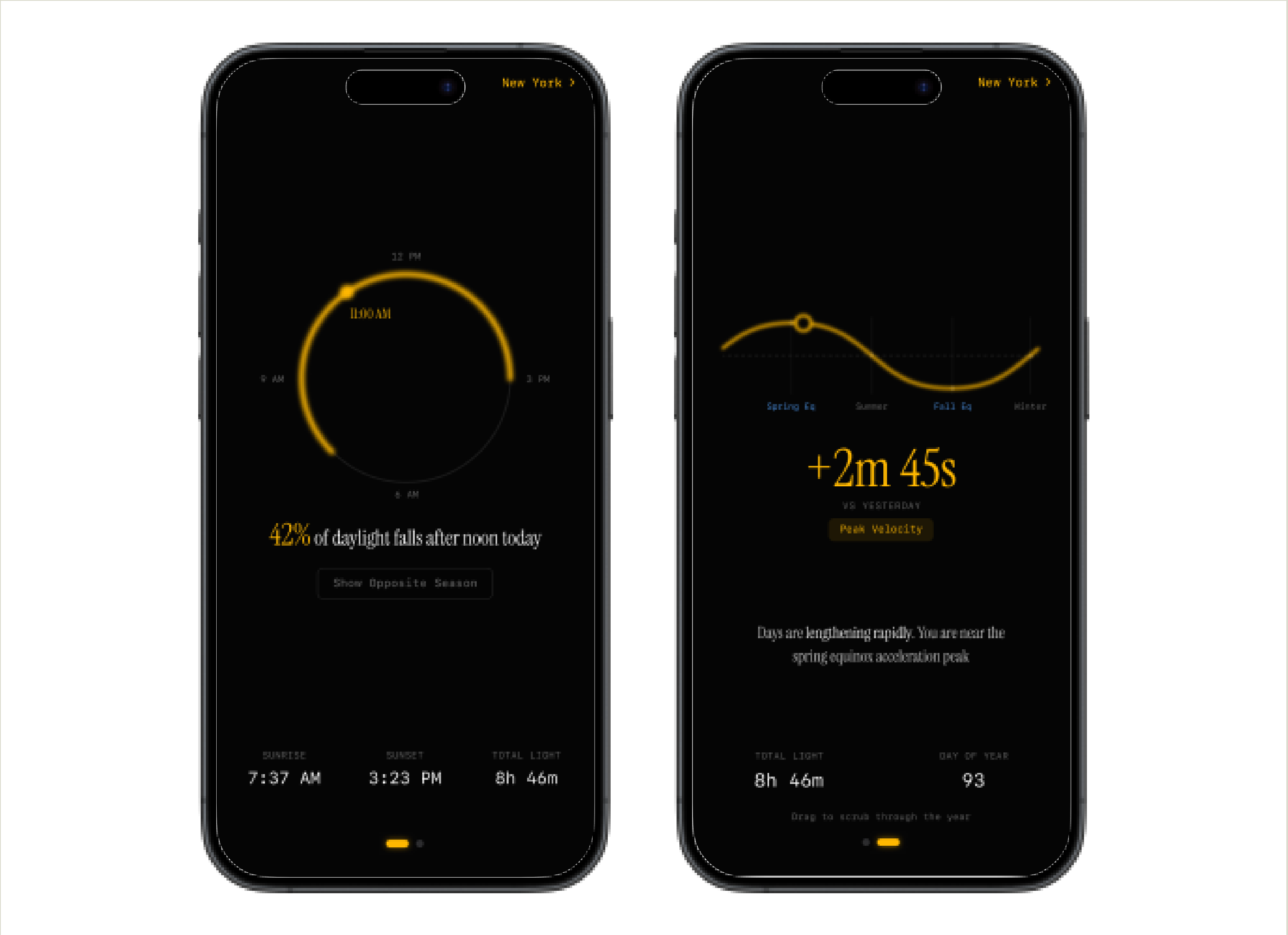
Most apps interpret your environment for you. They tell you it's cold, that you slept badly, that you're behind. None of them show you what it's actually doing.

There's no tool that surfaces the two most basic facts about where you are in time – **how far through today's daylight you are, and how fast that daylight is changing** – and lets you interpret it for yourself.

HELIO

OVERVIEW

Helio provides exactly that: two screens with two separate but related facts based on your location and today's date.



DAY: TIME COMPRESSION

WHERE YOUR DAYLIGHT SITS ON THE CLOCK TODAY

The arc shows the most important 18-hours of your day when you're awake. The amber segment is your daylight window. The dot marks its midpoint.

Arc dot
Midpoint of
today's light

Bottom grid
Sunrise, sunset,
total light



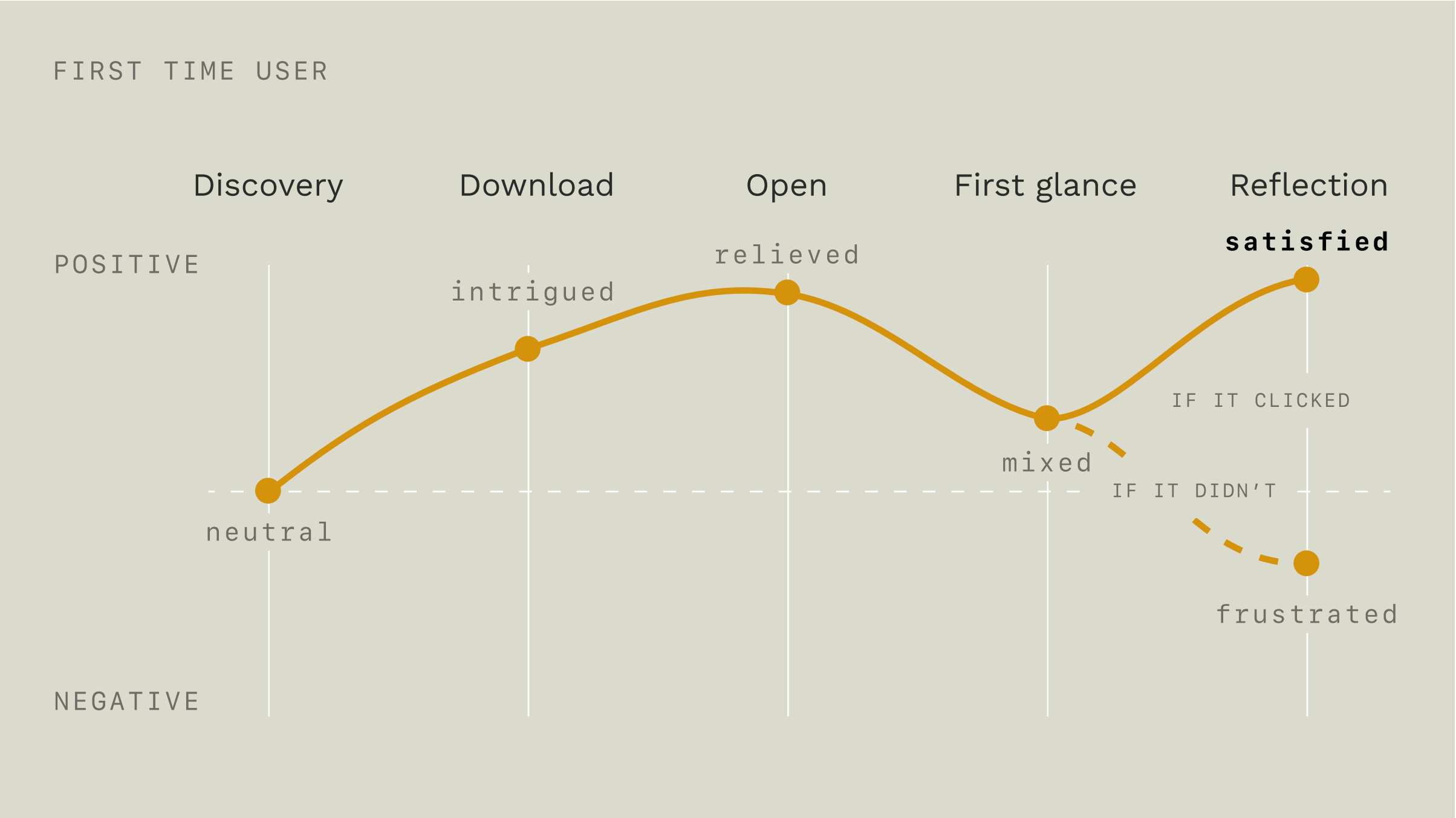
Asymmetry sentence
Your daylight is
weighted toward
afternoon

YEAR: SEASON LOCATION

WHERE YOUR DAYLIGHT SITS ON THE CLOCK TODAY

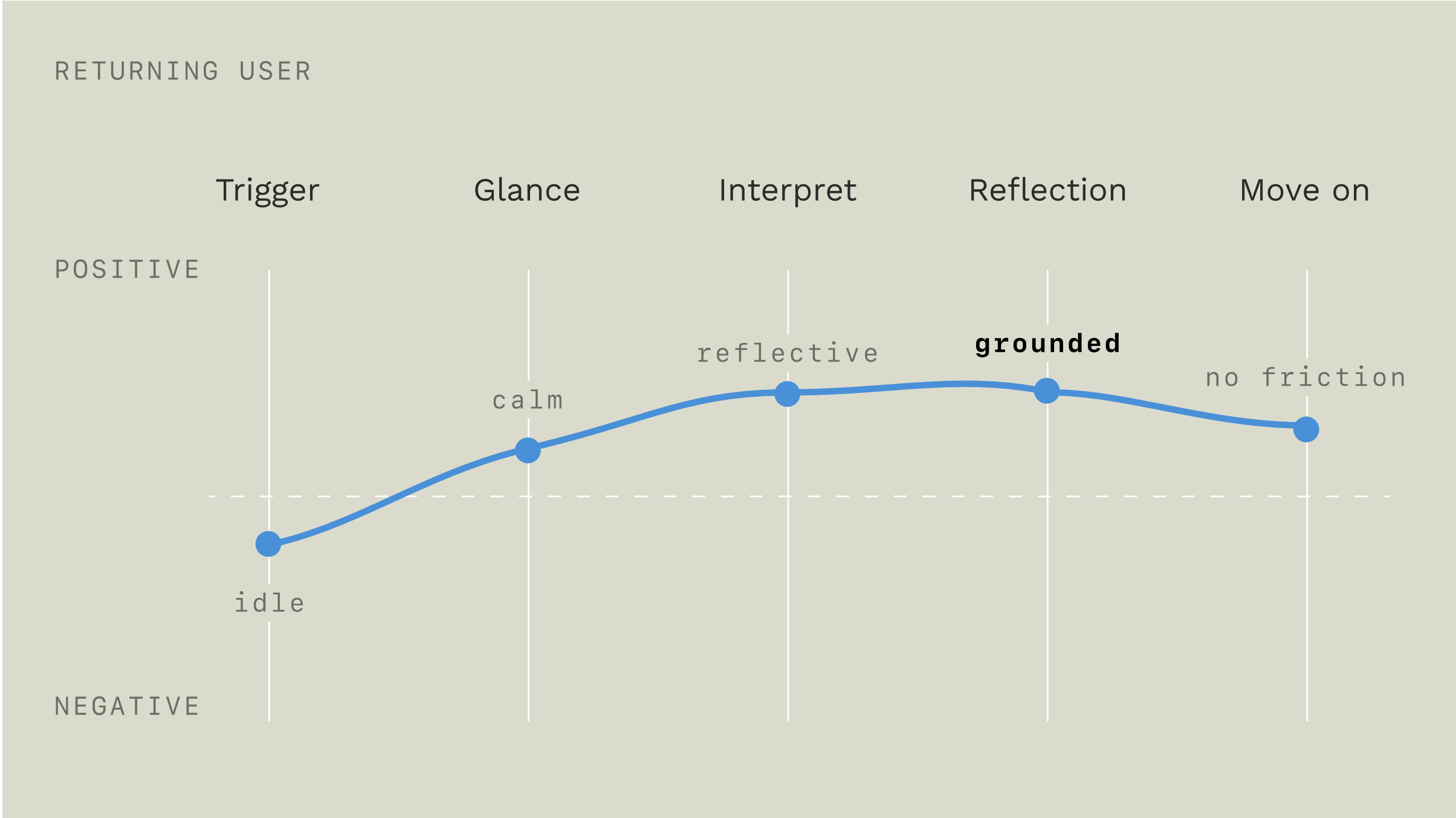
The curve shows rate of change across the full year. Peaks at equinoxes, flat at solstices. The dot is today.





FIRST TIME USER

Key risk: the visual encoding may not be immediately legible to a new user. The onboarding overlay needs to be brief enough not to feel like instructions, but clear enough that the visual makes sense immediately after. The tone matters as much as the content, it should feel like a quiet introduction, not a tutorial.

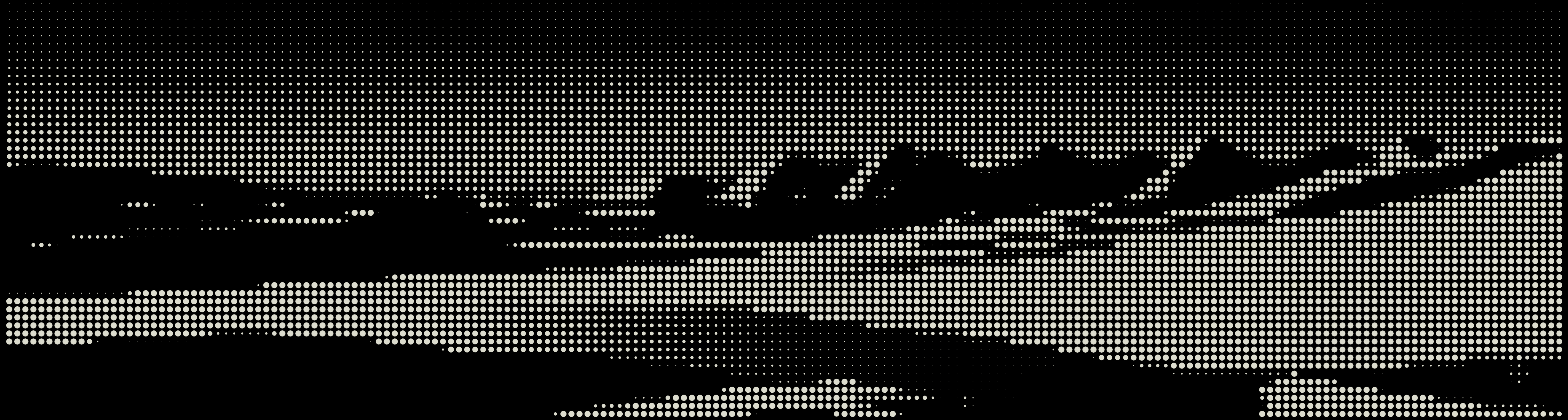


RETURNING USER

Key opportunity: the value of the app compounds over time. Users who check it across seasons should start to feel the year in a way they didn't before. The habit is lightweight (widget glance, no interaction required), and the reward is ambient rather than task-based. However, a question I need to sit on is whether the widget alone is enough to sustain the habit, or whether there's a moment of delight in the full app that pulls people back.

WHAT DEFINES SUCCESS?

1	WIDGET ADD RATE	WITHIN THE FIRST SESSION	Does it earn a place on the home screen?
2	INFO VISUALISATION	UNDERSTOOD AFTER A SINGLE ONBOARDING PASS	Does the arc read as a clock? Does the curve communicate velocity?
3	LAUNCH TIME	UNDER 1 SECOND FOR A COLD LAUNCH. UNDER 200 MILLISECONDS FOR A WIDGET REFRESH.	No accounts, no network requests, no loading states.



SHIP SOMETHING IN SWIFT

Build a working app. Not just learn the syntax for Swift but actually work with real data.

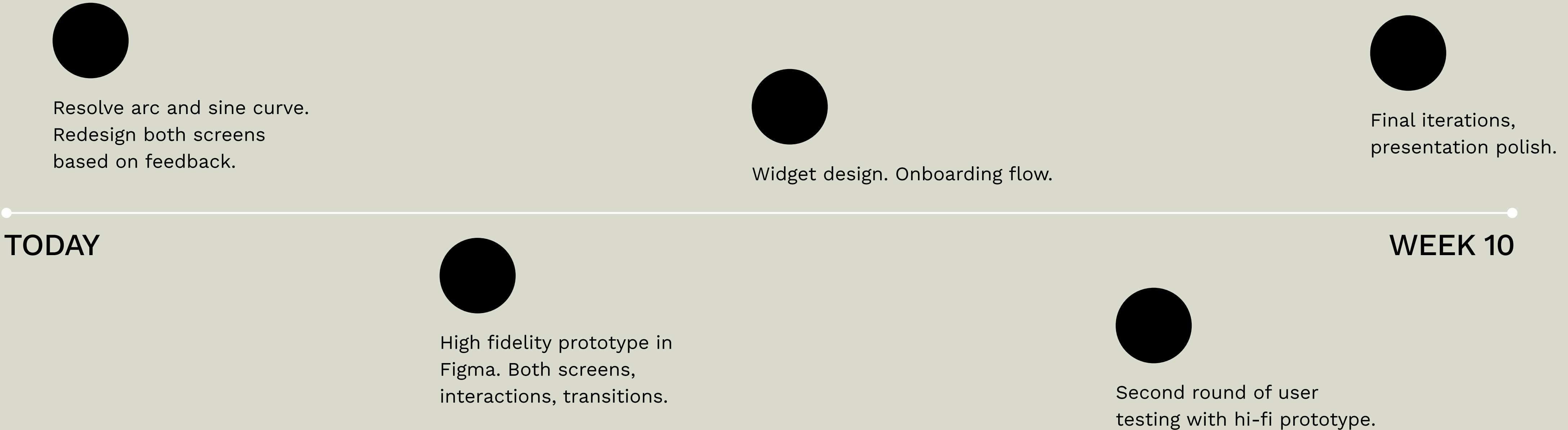
INFORMATION VISUALISATION

Figure out how to visualise abstract, continuous data.

LAUNCH AN APP

Have something real at the end that can live on my phone.

NEXT STEPS





thank you!

