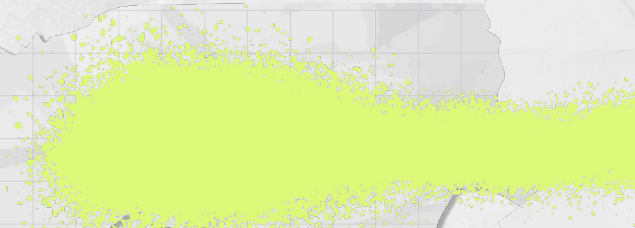




Team 3: Presents Team 5

Nils Forstall et al.



Problem Domain

old problem
domain

narrow to new
problem domain



Roadmap

01

Additional
Needfinding

02

POV
Development

03

How Might
We...

04

Brainstorm
Solutions




05

Experience
Prototypes

06


Next steps...





01

Additional Needfinding results



Additional Needfinding Results

Mert

A software engineer with a flexible, mostly empty schedule he fills with video games and “wasting time”



Jaston

A Stanford student with a packed schedule and a strong aversion to large unplanned stretches of time




Takeaways from Mert



Takeaways from Jaston





02

POV Development



Initial POV(Erica)

We Met...

Erica, a Jehovah's Witness Minister who is constantly checking her email for work related reasons.

We wonder if this means...

Checking her email is an ingrained habit, not a conscious choice

We were surprised to notice...

That she knows she doesn't receive any important communication after 5pm, but continues to check it frequently.

It would be game changing to...

Help her stay consistently conscious of her communication habits



Revised POV #2: Mert

We Met...

Mert, a software engineer who works a hybrid schedule and comes to tressider on his out-of-office days.

We wonder if this means...

He is unhappy with how he spends his time.

We were surprised to notice...

He doesn't want to make his schedule more optimized for productivity, but he seemed embarrassed that it could be more productive.

It would be game changing to...

Help him feel content with the way he chooses to spend his time.



Revised POV #3: Jee

We Met...

Jee, a Korean family man who works 6-day weeks in pharma and wishes to get back into reading.

We wonder if this means...

That he copes with things he doesn't have time for by rationalizing that things will somehow change at unspecified points in the future.

We were surprised to notice...

That he hopes that when his infant son grows up, that will free his schedule for reading but wasn't confident of that happening or the timeline.

It would be game changing to...

Help him identify and re-integrate long-lost hobbies back into his schedule.





03

HMWs



HMWs: Erica




- +HMW change expectations around email checking frequency?
- +HMW remove her need to have email at all
- +HMW make email positive rather than a time suck?
- +HMW make the choice to check email conscious
- HMW make checking email fun
- + HMW make email like a spa?
- +HMW make email more like a game?
 - +HMW make email less like a game?
- +HMW make email less transactional and more personal?
 - HMW make work communication feel more personal?
- HMW break compulsion to check email?
- +HMW harness compulsion to check email to do something else?
- HMW make her receive important communication after 5pm?
- +HMW change what an inbox looks like to reduce stress?
- ++HMW remove the urgency around email
- +HMW change the instant reply expectation
- +++ HMW leverage her distaste for modern technology to reduce her email use?
- HMW return to the old days (pre-answering machine)?
- + HMW take the good of old work habits and infuse them into modern day communication?
- HMW help her get off the grid?
- HMW reduce the need for work communication?
- HMW increase patience on the widest scale imaginable?

HMWs: Mert

- +HMW help him align his values with his actions?
- HMW help him confront the contradiction?
- HMW let him believe that video games are a good use of his time?
- +HMW help him be productive while he still feels like he's "wasting time"?
- HMW change his perspective on wasted time (as compared to passing time)?
- +HMW leverage his environment to help him feel more content about how he spends his time?
- ++HMW reduce his embarrassment about how productive he is?
- +++HMW help him overcome societal pressure for productivity?
- HMW optimize his schedule for productivity?
- HMW help him prefer "healthier" or "more productive" tasks?
- +HMW help him break down how he "wastes" his time?
- +++HMW help him find "something better to do" with his "wasted" time?
- +HMW inspire him to want to take control of his time?
- HMW help him find love <3
- +HMW help him find the activities that he really values?
- +HMW give him someone/something to worry about
 - An app cat!

HMWs: Jee

- +HMW help him connect with his son over his long lost hobbies?
- HMW help him forget his long lost hobbies (and not feel dissatisfied for not doing them any more)?
- HMW make libraries more available
- ++ HMW make long-lost hobbies the activity of bonding between him and his family
- HMW integrate his hobbies into his busy schedule?
- HMW make libraries baby-friendly?
- HMW help him find time to himself?
- ++HMW make it easy for reading to have a place in his life every day?
- +++HMW help him keep him keep track of his long-term (personal) goals?
- HMW bring memories of those hobbies to the forefront?
- HMW help him stay realistic about the future?
- +HMW help him be confident that things will change by some specific point in the future?+
- +++ HMW remove the startup cost to begin an activity?
- ++ HMW break up his long lost hobbies into manageable pieces?
- +HMW help him feel at peace with his new life without hobbies?
- HMW give him his time back before his kid grows up?
- ++HMW make parenting more like his long lost hobbies?
- HMW make his long-lost hobbies part of his work?
- HMW reduce the number of things he feels nostalgic about?
- HMW assuage a new parent's fears?
- ++ HMW affirm a new parent's sense of identity?
- HMW help him retain a sense of identity throughout parenthood?
- HMW alter his reading habits to make them more community based/integrated into family time?
- +++ HMW we make reading an intergenerational activity?
- HMW make literature that is accessible to children and interesting for adults?
- HMW get the benefits of reading without the time of reading?



04

Solutions



Solutions

Collected Solutions



- ++Give her a virtual assistant that blocks her from entering her inbox if there are no new emails
- +++End of day quiz about how you spent your time (but they know the answers)
 - people want to fill it out
 - people feel aware afterwards
- ++Make any email that comes in after 5pm automatically be received the next day at 8am
- +++Make it so that email only works if you're in specific body postures (no lying down while checking email)
- +++ Only allowed her to check her email a certain number number of times a day
- ++++App like tinder but swiping on activities that interest you
 - people would go to the activities afterward
 - People will find activities that interest them
- +++Sign him up for mailing lists that tell him about things happening in his area
- ++++Make a digital check in for him to check his satisfaction in a given day
 - Sends him a text, "how was your day" and we can do sentiment analysis on the responses
- ++Add a widget on his home screen that visualizes his progress
- ++ Let him know where he was with his goals a year, month, week before
 - Combined with projected "if you stay on this same trajectory..."
- ++ Show him incomplete collages of nostalgic photos of him doing activities that he wants to keep doing
- ++Make his LTGs a shared bucket with wife or son
- +++ Make child and parent compete to see whose finished the most books/made most reading progress
- ++++ Make storybook about family out of camera roll
 - The photos are associated with good memories
 - Creepy?
 - people want to hear the story
 - "What do we want more than to lie in our bed at the end of the day and just watch our life as a satisfied audience member" -Bo Burbab
- ++ Make storybook about family ancestry
- ++Offer more interesting version of story alongside kid version

3 best solutions

End of Day Quiz

Swipe on Activities that interest you

Storybook out of Camera Roll



05

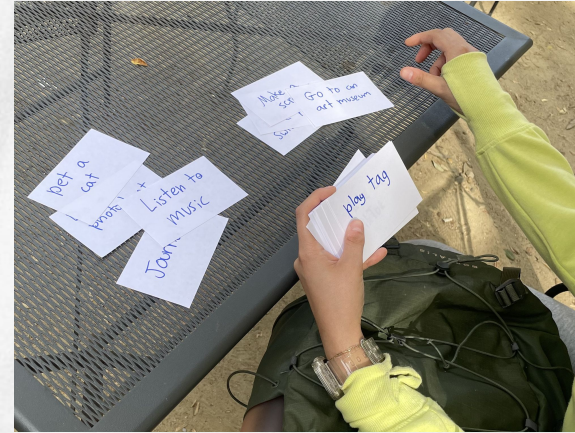
Experience Prototypes



Experience Prototype: Tinder for Activities

Assumption

It's easy and enjoyable to categorize activities as
“interesting” or “not interesting”



Participants,
Results



Experience Prototype 2- Daily Check in

Assumption

1. People want to fill out a form with their spare time
2. People will feel aware afterwards

Daily check-in

Form description

Name

Short answer text

Email

Short answer text

Describe your day today

Long answer text

Participants,
Results




Experience Prototype 3

Assumption

People will give us access to their camera roll.
Their camera roll has things they want to remember on it.

Participants, Results





06

**What's
Next?**



