



J.A.C.K. A1 Needfinding

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Caleb Liu, Jasmine Vonk





01

The Team

Team Members



Alyssa

Senior
Product Design, CS
Los Angeles, CA



Kabir

Senior
CS
Houston, TX



Caleb

Junior
CS, Music
Marin, CA



Jasmine

Senior
Psychology, CS
Houston, TX

Domain Selection

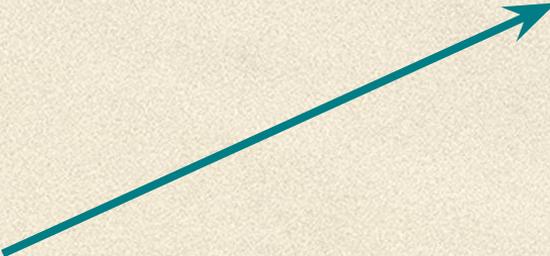
Is it interesting to us?



Mental Health



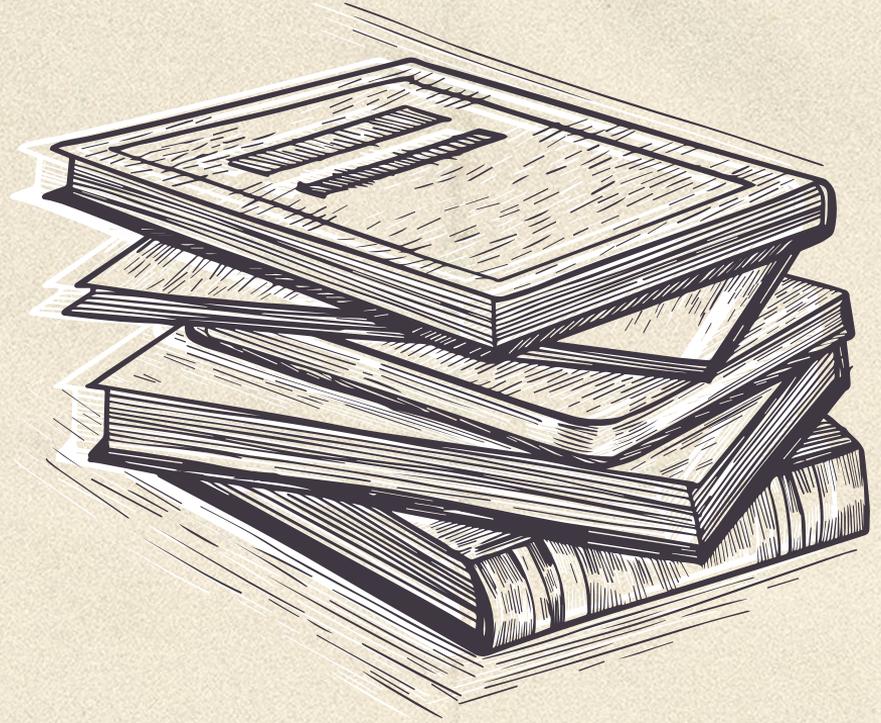
Relevant to preserving the past?



**CAPTURING
PERSONAL
HISTORY**

02

Methodology



Finding Participants



Beyond Stanford

3 out of 4 of our participants were non-Stanford students

Diverse Backgrounds

Participants came from a wide range of upbringings around the world

Journaling / Time Capsule Experience

Previous experience storing memories (journaling, time capsule, scrapbooks, etc.)

Our Participants



Michael

UT Student
Part time musician



Asher

Stanford Student
Aspiring Physician



Matthew

Candid Founder
Former Economics Student



Zane

Candid Founder
Former C.S. Student

Guiding Topics



Background

Tell us about yourself

Heirlooms / Traditions

What are some traditions or heirlooms your family passes down?

Memories

How do you think your past has informed you/your values today?

What are some ways you like to store memories?

User-Specific

Domain experts

What are some takeaways you have from researching habitual photo/video journaling on a mobile app?

Extreme users

What are the ways you capture memory and how often do you use these methods?



03

Interviews



Michael

over Zoom
extreme user



Memories and their importance
fuel you to create more.





Says

What have we heard them say?
What can we imagine them saying?

"Photos are like looking at an art display of yourself"

journaling and photos are a way to capture pivotal moments in the life of someone passing

he also values the importance of smaller moments like family dinner or gardening

looking back on challenges overcome serves as inspiration/motivation

parents tried to capture every moment with photos, especially moments of him growing up

"experiences shape the current situation that you are in"

likes seeing the way locations important to him have changed over time through photos

photos can be a social practice -- sharing memories with others

photos and journaling sustain the important parts of a person no longer with him

wants to stay close to family/friends

view memory as an opportunity to rediscover life

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



photos can capture a physical location at a moment in time

views photos and journals as an art form

values hearing others' stories and telling his own

memories are inspirational/motivational

photos tell a story of one's history

journaling and photo-taking is a personal act

enjoys the family practice of sharing photos to a shared Google photo album

"Adding minute details helps you transport back in time to the specific context surrounding this event"

has pictures dating back to 1942 of his grandparents in Vietnam



Michael Tran
Student at University of Texas and part-time musician

journaling when he feels a strong urge/emotion

smiles while he discusses discovering old photos

compiles all his journal on one giant notes document -- could be hard to jump to specific entries

shares photos with others -- family and close friends

passionate about capturing memories

gratitude

happy

sense of curiosity for the past

introspective

attaches photos to journal entries to add more context behind the memories

writes a date and then his thoughts, ranging from a sentence to many paragraphs -- shares however much he feels inspired to write about in the moment

writes about the small details that he might not remember 5 years down the road -- captures the little things

looks back on old photos and journal entries and reminisces

pride looking back on challenges overcome captured in memories

nostalgic

excitement from discovery of old photos

creative

motivated



Does

What behavior have we observed?
What can we imagine them doing?

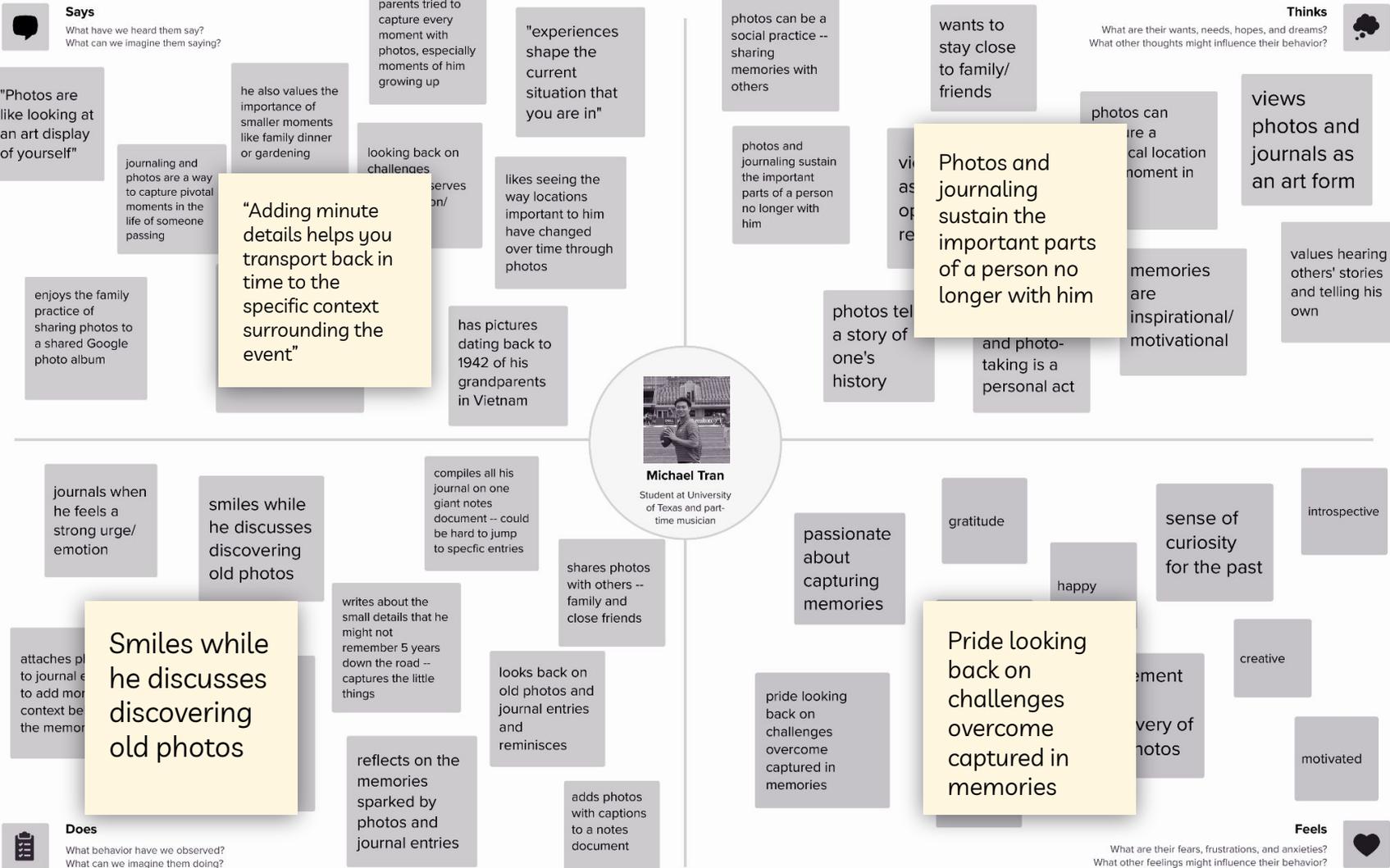
reflects on the memories sparked by photos and journal entries

adds photos with captions to a notes document

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Feels



Asher

@ lunch on campus
average user



I like to have a grasp on life
and remember where I am in
the moment.



Says
What have we heard them say?
What can we imagine them saying?

"I like to have a grasp on life and remember where I am at in the moment"

"so much of life is growth and change"

1 of 5 siblings so family matters greatly

would rather have the capacity to make new memories

pursues future relationships based on learnings he has had from past ones

wants to start a new tradition of passing along something different

family history and upbringing defines many parts of him

lots of value placed on family

Palestinian immigrant grandfather started a jewelry business in the US

past trauma continues to lead to present growth

In his last year at Stanford he hopes to create more tangible reminders of his time here

to remain close to family and has difficulty leaving them

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

hopes to start new family heirloom traditions

wants to cement both old memories and new ones

envisions starting a new tradition for his own family

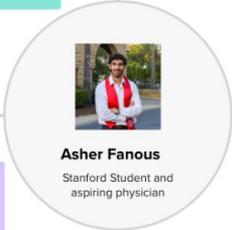
wants to start making other physical records of good times through journaling

dreams of following his parents and siblings footsteps in medicine

his past informs every aspect of growing up

hopes to be more intentional about taking more photos

hopes to replicate his tight-knit family experience in his future



Asher Fanous
Stanford Student and aspiring physician

keep traditions with friends and family

plans to not pass down the watch until he passes

been more intentional about storing memories

attaches a song or album to a specific journey

generally happy disposition and clear about conveying that about his own character

intentional when spending time with people in a moment

appreciation for continuing on an important family tradition

studies anthropology

sets future reminders when sad so that they surprise him some point later on

shared family album from a trip, and they all go through it at the end

studies hard to be the best physician he can be

trusting that his lived experiences will be of counsel to him moving forward

values moments with friends over the physical time capsule

nostalgic when thinking about fond memories

reflective when thinking about the past, both positive and negative

Does
What behavior have we observed?
What can we imagine them doing?

studies anthropology

sets future reminders when sad so that they surprise him some point later on

takes a lot more photos as he grows older

submitted to Stanford time capsule with friends

supported by family in all his endeavors

spontaneous when doing the time capsule with friends

grounded by family

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Says
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family history and upbringing defines many parts of him

Palestinian immigrant grandfather started a jewelry business in the US

trauma continues to lead to present growth

hopes to be more intentional about taking more photos

hopes to replicate his tight-knit family experience in his future

his past informs every aspect of growing up



Asher Fanous
Stanford Student and aspiring physician

keep traditions with friends and family

plans to not

been more intentional about storing memories

attaches a song or album to a specific journey

generally happy disposition and clear about conveying that about his own character

intentional when spending time

appreciation for continuing on an important tradition

When feeling sad, he sets positive reminders to surprise himself later in the day

studies anthropology

sets reminders to surprise himself later in the day

family from a tough end

studies hard to be the best physician he can be

trusting that his lived experiences will be of counsel to him moving forward

Spontaneous when doing the time capsule with friends

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Bracelet

Friendship, Support, Shared
Experience



Watch

Nostalgia, Identity,
Upbringing

Artifacts



Matthew

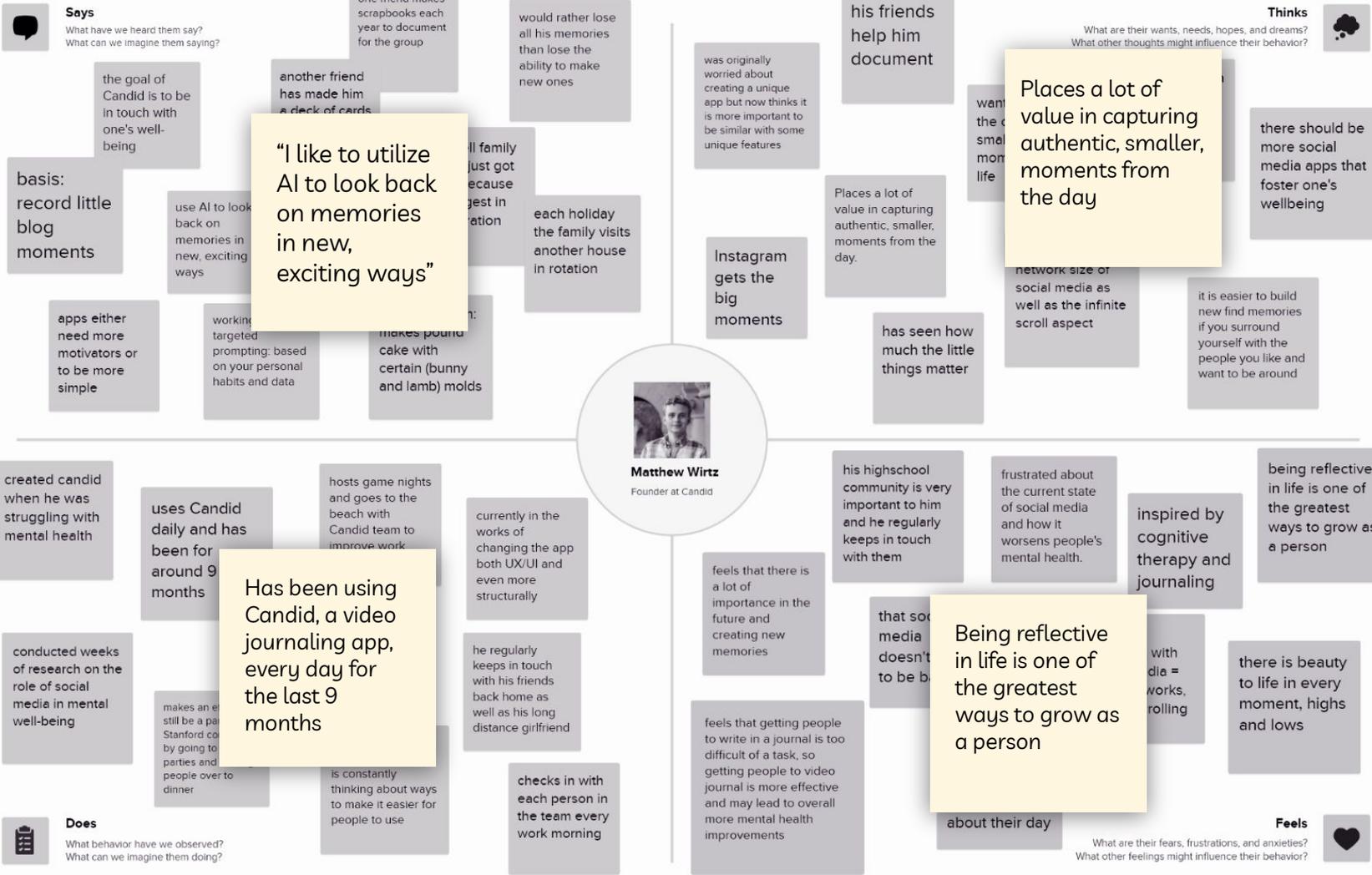
@ Candid office
domain expert



I try to save the chaotic,
smaller moments and be
honest about them.







Zane

@ Candid Office
domain expert



To form a habit it needs to be
simpler than thinking.





Zane Sabbagh
Founder at Candid

Thinks



What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

values his past a lot and believes that everything that happens everyday informs his identity, evidenced by his daily reflective journaling

believes most people aren't willing to set aside 20 minutes to journal every night

"to form a habit, it must be easier than thinking"

treats every moment from his past as a learn opportunity

goal in creating Candid is to get people to journal more and be more introspective about their life

enjoys when his friends get together and people around his world connect

there's value in both reflecting on your day and also looking back at past memories

thinks technology is an amazing opportunity to streamline journaling process

wants to create a Sunday morning pancake breakfast tradition. It's the first thing he learned to cook and the first American food item his mom made. Helps him bond with family.

cherishes his relationship with family members and wants to keep them close his whole life

wears pajama shorts which remind him of back home (Uzbekistan)

wants to leverage data such as location, music activity, and other features on phone to generate better insights on people's well being (through Candid)

he would rather keep all his memories up to this point and not be able to create new ones than the reverse situation

writes in a journal everyday. Likes using Notion because it allows him to leverage AI to analyze his thoughts

came from a very undeveloped part of the world and witnessed it's "20th Century development" / modernization occur as he grew up

listens to Arabic music to keep in touch with roots in Uzbekistan

has created scrapbooks since he was 8

was suprised that people weren't that motivated to share about their life. He wanted to mandate daily posting in order to use the app, but that didn't go well

Says



What have we heard them say?
What can we imagine them saying?

grandfather's watch is passed down from generations. The oldest son in each generation receives it

hosts small friend dinners with friends who don't know each other so they can get new people to interact together

keeps tangible reminders of his upbringing (Uzbekistan) and wants to make sure he keeps that part of his identity with him

does a lot of digital things to preserve his memories: Journals in Notion, Candid, takes and views photos in camera roll

currently redesigning the app to make journaling less of an obstacle

confronts people about the way he is feeling, even if it is not positive

frustrated when people aren't open with him

surprised that 30-50% of people don't speak in Candid's video blogs (their videos are just capturing the environment and the natural sounds from it)

fears that he is not appreciating life enough

people should spend more time being reflective on their life because it will help them grow into more assured and confident people

worries that social media at its current state is making people's mental states worse

wants people to receive dopamine from the act of sharing

Feels



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

past is important

likes and comments on social media platforms is one of the main toxic features

makes an effort to take selfies and pictures when he goes out

spends time talking to people to learn about how they journal and why they do it.

takes care of himself physically by going on runs and playing pickleball

scrapbooks from time to time to store his memories and a certain period of time

swims competitively. Prepares himself mentally extensively before getting in the pool.

uses his app, Candid, a lot to capture the smaller moments of his life

Does



What behavior have we observed?
What can we imagine them doing?



Zane Sabbagh
Founder at Candid

Likes to write in a journal everyday using Notion

Treats every moment from his past as an opportunity to learn

Keeps tangible reminders of his upbringing (Uzbekistan) and wants to make sure he keeps that part of his identity with him

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was surprised people were motivated to share about their life. He wanted to mandate daily posting in order to use the app, but that didn't go well

undiscovered part of the world and witnessed its "20th Century development" / modernization occur as he grew up

cherishes his relationship with family members and wants to keep them close his whole life

there's both real and your day looking at past memories

keeps tangible reminders of his upbringing (Uzbekistan) and wants to make sure he keeps that part of his identity with him

does a lot of digital scrapbooking

currently redesigning the app to make journaling less of an obstacle

confronts people about the way he is feeling, even if it is not positive

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surprised that 30-50% of people don't speak in Candid's video blogs (their videos are just capturing the moment)

uses his app, Candid, a lot to capture the smaller moments of his life

books from his childhood and a certain period of time

takes care of himself physically by going on runs and playing pickleball

spends time talking to people to learn about how they journal and why they do it.

family trumps everything because they are constant and always by your side

people should spend more time journaling their life to help themselves to more people



Does

What behavior have we observed? What can we imagine them doing?

journaling both in Notion and night and in Candid throughout the day

makes an effort to take selfies and pictures when he goes out

likes and comments on social media platforms is one of the main toxic features

past is important

people give up from the act of sharing

@ Candid
Office



04

Analysis



Contradictions

- Zane prefers journaling **digitally** over paper and pen because it streamlines the process and makes it easier to refuel the habit.
- Asher's decision to put something in the Stanford Time Capsule, something that will be preserved for years to come, was made on a **whim**.
- Michael uses photos to capture memories but will **add captions** explaining photos that he feels don't have enough context or miss important details.

Tensions

- Michael enjoys looking back on old journal entries but doesn't have an easy way to look through them.
- Zane created a mobile app that allows him to journal on the go more easily, but he still journals using Notion everyday at night.

Surprises

- Our interviewees were all very **open** about their journaling habits and ways to reminisce on the past, which could be considering a private topic.
- All interviewees had no primary way they captured their past. Usually involved a combination of many methods.
- Most interviewees would prefer to keep their past memories at the cost of not being able to create new memories (as opposed to vice versa).
- Most interviewees had multiple **tangible/physical** objects that remind them of the past (ex: watch, pajamas).

Insights and Needs #1

Finding: All interviewees were most engaged when speaking about how the past has influenced their identity today.

Insight: People enjoy speaking about their past because it is a core part of their identity and distinguisher between them and other people.

Need: People should be given more opportunities to share and celebrate how their past has influenced who they are.

Insights and Needs #2

Finding: Each interview had a unique combination of physical and digital ways they've preserved their past.

Insight: Because everyone's upbringing is so unique, there is no one-size-fits-all approach to storing memories. Often times, it requires a combination of many different mediums.

Need: People need to have access to a wide variety of mediums to most authentically capture their past.



05

Summary

Summary

- Interviewed **4 people** about ways they think about the past and how they have preserved it to today.
- All interviewees greatly valued their past and have made big efforts to preserve it, from passing down a watch generation to sharing photos in a family Google Photo Album.
- We concluded that there's **no single common approach** to storing memories.

Next Steps...

- 1. Expand** interview scope.
Currently have only interviewed young adult males. 3 more ready to go!
- 2.** Utilize interview insights to **refine** problem domain within memory storage.
- 3. Brainstorm** HMW statements and prototype!

