mbrace

UI/UX final project
G20239054 Baptiste BOUTIER | 20239056 Christophe SAURY |
G20230347 David CASAL | G20230374 Sebastian DEMLEITNER

presentation contents

1. Topic motivation
2. First user interview
3. Personas
4. Initial prototype
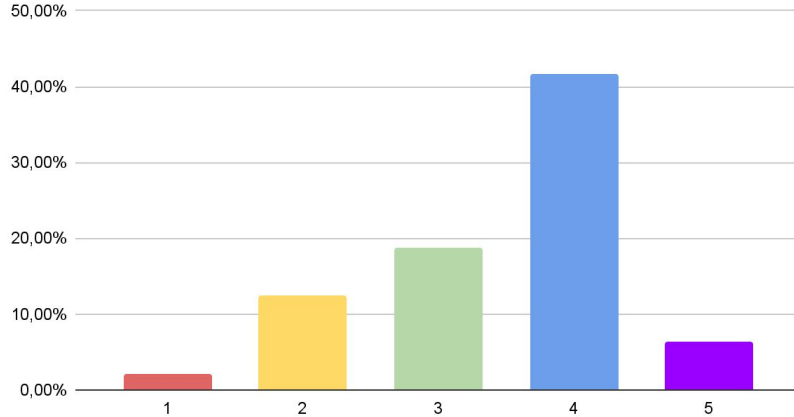5. Second user interview
6. Final product

why work/life balance?

- world-wide intergenerational issue
    - 41% employees wished for a better work/life balance (🇫🇷 2023)
    - 44% employees check their emails outside of work hours (🇺🇸 2017)
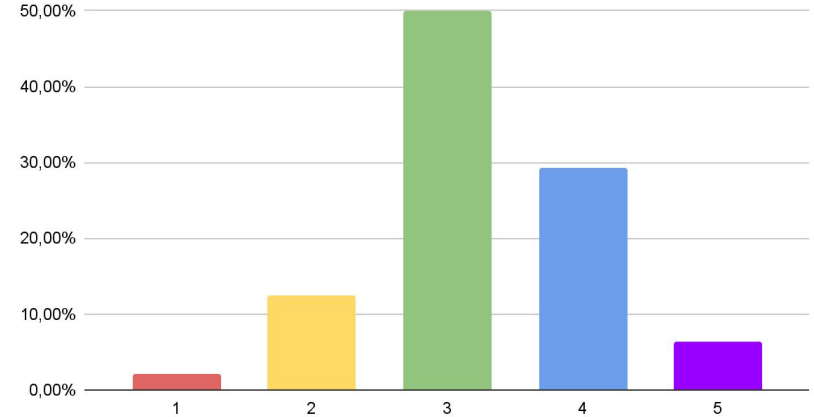   - 69-hour work week proposal (🇰🇷 2023)

first user interview: general survey

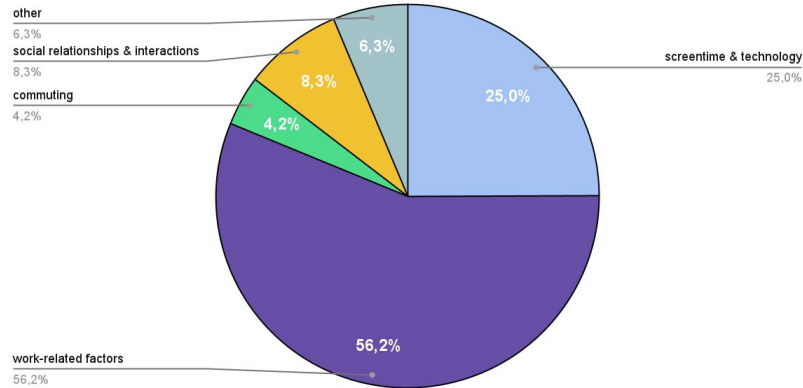**How would you rate your current work/life balance?**

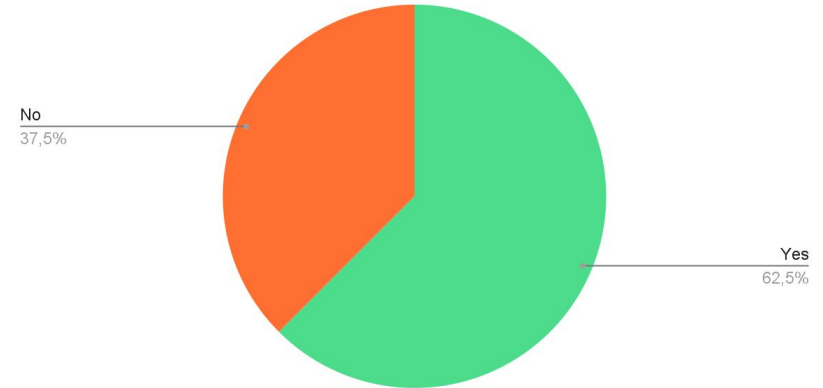**What would your perfect work/life balance look like?**

- n=48
- m/f students & young professionals
- ages 18-26

first user interview: general survey

What is the biggest negative contributor to your work/life balance?

other
6,3%

social relationships & interactions
8,3%

commuting
4,2%

6,3%

screentime & technology
25,0%

25,0%

8,3%

4,2%

56,2%

work-related factors
56,2%

Would you be interested in a gadget helping you manage your work/life balance?

No
37,5%

Yes
62,5%

Personas

Ava

AGE 25
EDUCATION M.Sc. Accounting
OCCUPATION Junior Analyst
LOCATION Paris

❝ Hard work pays off

Personality
(Rational) (Detail-oriented)
(Ambitious)

Core needs
- Living a fulfilled life while also pursuing her career goals
- Feeling in control about both her work and private life

Frustrations
- Very demanding job both time- and energy-wise
- Feeling like she can't prioritize both work and personal life at the same time

Goals
- Balancing work and personal life involving least possible compromises
- Becoming a senior partner while starting a family

Andreas

AGE 32
EDUCATION B.Sc. Computer Science
OCCUPATION Backend Developer
LOCATION Berlin

❝ Live life to the fullest

Personality
(Laid-back) (Curious)
(Content)

Core needs
- Earn money to fund his lifestyle
- Establish & keep a healthy work/life balance

Frustrations
- Gets demotivated/overwhelmed easily at work
- Does not enjoy his job as much as he did in the past

Goals
- Improve his motivation at work without overworking himself
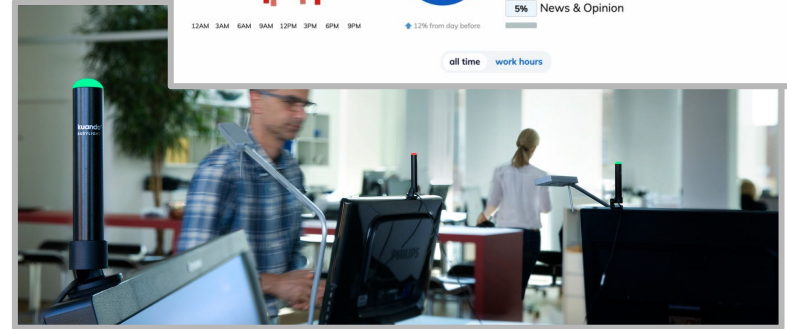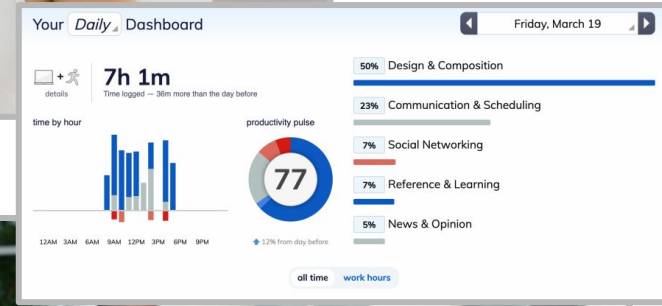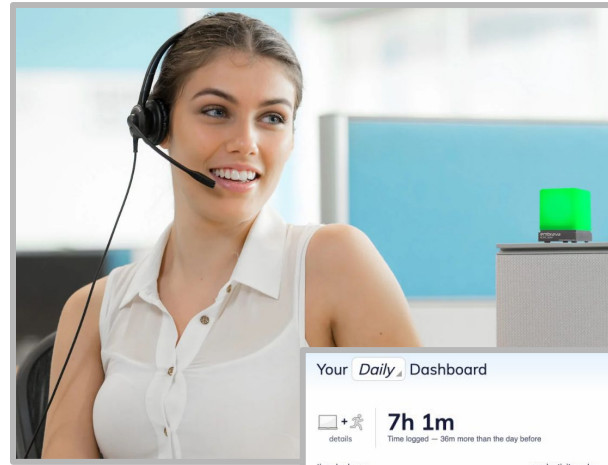- Keep his current job/income stable while pursuing hobbies and interpersonal relationships

Initial Product Ideas

- conclusions from first round
    - strong demand from target audience
        - focus: knowledge workers
    - work-related factors most prominent

resulting product ideas

- desk-lamp
- bracelet
- desktop application

second user interview: detailed questionnaire

- n=4, target audience
- conducted via email, in person, video-chat
- six open, detailed questions:
    1. What is the biggest negative contributor to your work/life balance?
    2. Would you be interested in a gadget helping you manage your work/life balance?
    3. Which form of product would you prefer (bracelet, lamp or app, or mix)?
    4. What type sensor/sensation would you like to have to alert you when the balance is not good? How would you like to interact with this object?
    5. How do you feel the product would help you the most?
   6. What does the product need to be indispensable to you?

second user interview: detailed questionnaire

- regarding the person
  - "demanding and unpredictable nature of my [...] profession, including long hours and emotional stress"
  - "I don't work efficiently because I'm distracted easily"
  - "I am stressed about work even during my free time"
  - "[I need] help staying healthy and avoiding sickness"
- regarding interaction with the product
  - "subtle vibrations for alerts, non-intrusive interaction is preferred"
  - "user-friendly interface"
  - "seamless integration into daily routine"
  - "app/gadget hybrid because privacy is very important"
- regarding the products' functions
  - "timely reminders for breaks, encourages relaxation exercises, and assists in organizing schedules"
  - "inclusion of sleep tracking"
 - "access study playlists through the app"

our conclusions for the product

- app & bracelet hybrid design
  - minimalistic design for both UI and bracelet itself
  - input of phone data & measurement of body functions through bracelet
    - phone data
      - messaging (amount, content)
      - screentime
      - time spent in silent mode/DnD
      - general data (GPS, time of day, weather etc.)
    - bracelet data
      - blood oxygen levels
      - heartbeat
      - physical activity (steps, movement)
      - sleep data
- interaction through
  - vibration
  - LED signaling
  - scent

App interface
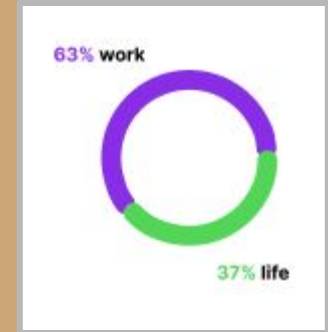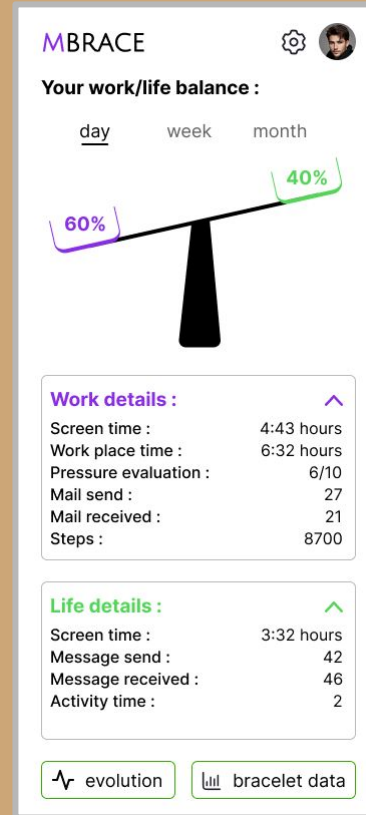
the bracelet
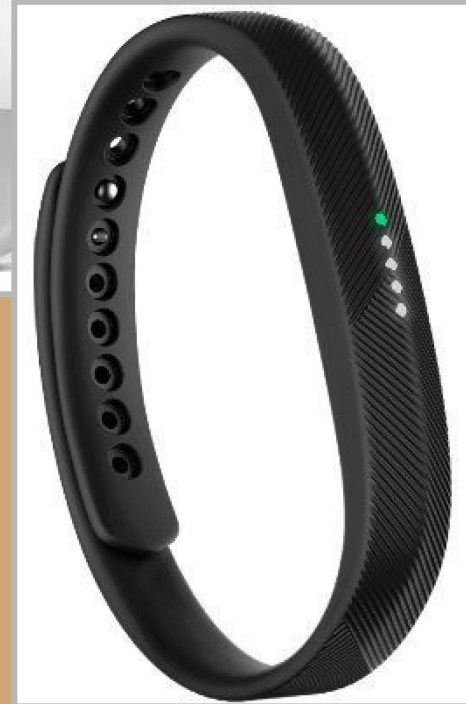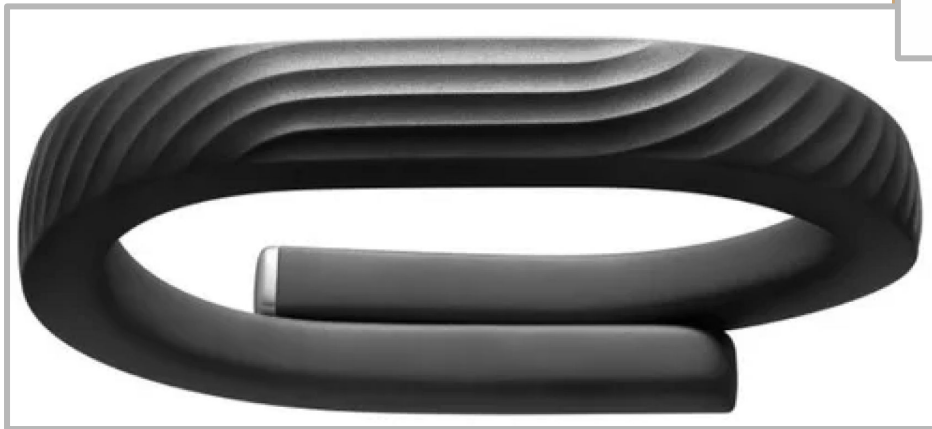
functionalities

- use data to gauge work/life balance
  - remind user to establish balance through
    - bracelet vibration
    - bracelet LED lights
    - app notifications
- assist in rest through
  - music playlist access
  - visual assistance (show user-selected pictures or videos, e.g. of loved ones)
  - scent deployment (user-selected, e.g. lavender)
- assist in work adherence through
  - blocking distracting apps
  - tracking sleep, break and work durations & reminding accordingly