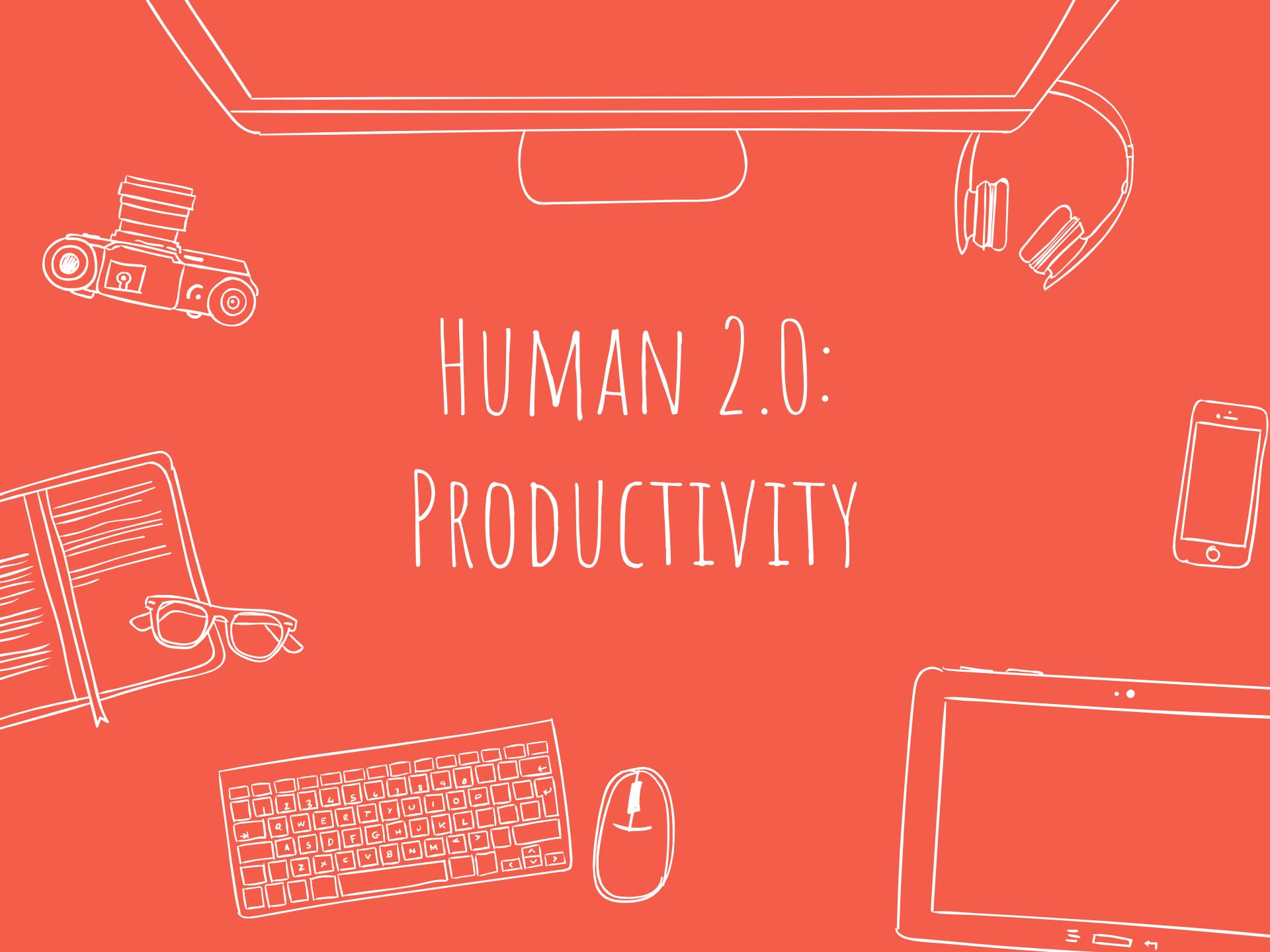


HUMAN 2.0: PRODUCTIVITY



MEET THE TEAM



CRYSTAL ZHENG
MS&E AND CS



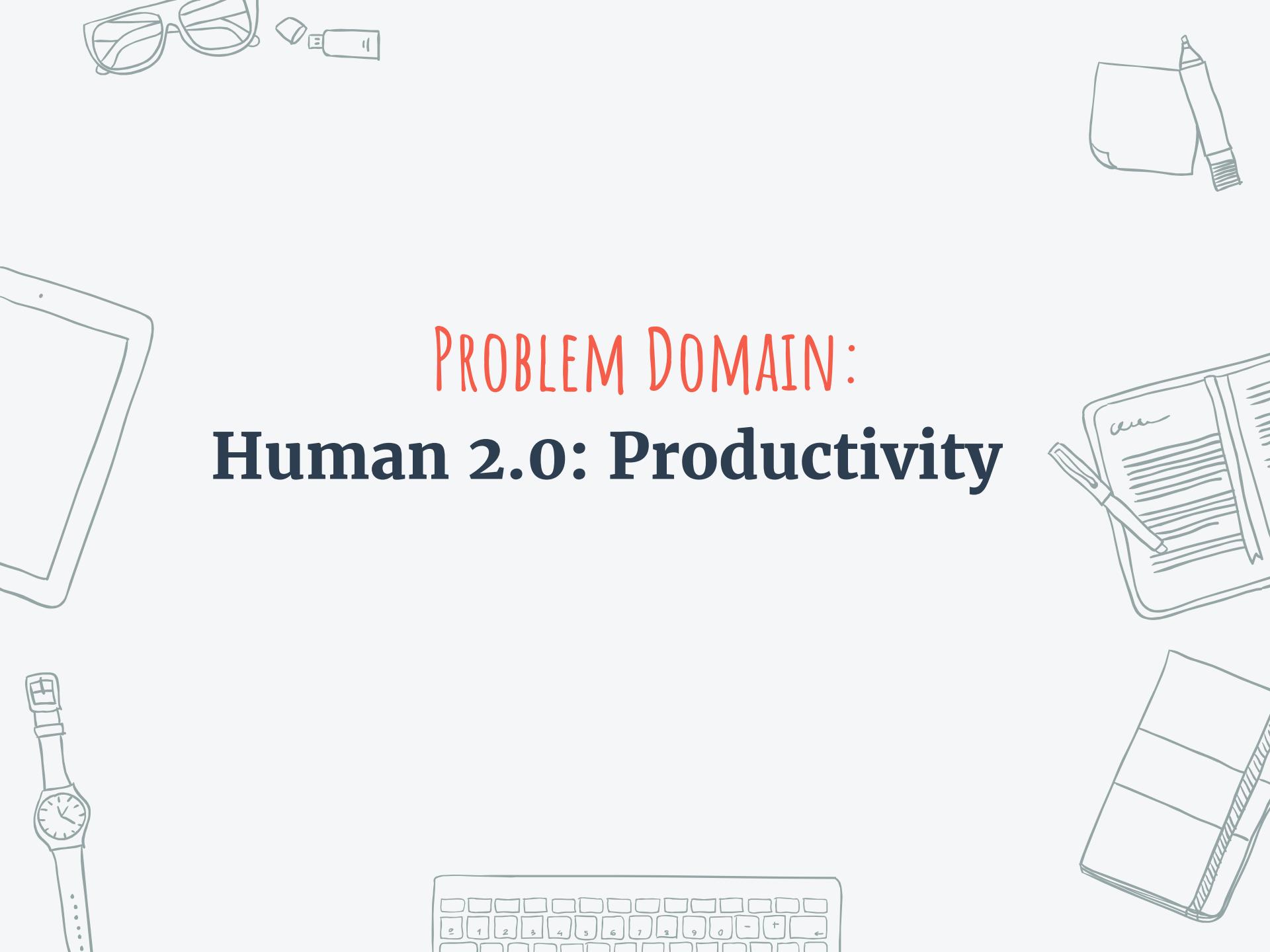
IVAN SALINAS
SYMSYS



JONATHAN MAO
CS



SIDRA IJAZ
CS



PROBLEM DOMAIN: **Human 2.0: Productivity**

1. NEEDFINDING METHODOLOGY



USERS:

Extreme

- ✖ Productivity tool power user
- ✖ Has minimal free time
- ✖ Juggles many activities or tasks
- ✖ Highly productive

Average

- ✖ Uses few organizational or productivity tools
- ✖ Handles 1 or 2 main jobs or tasks
- ✖ Has moderate amount of free time

Light

- ✖ Has lots of free time or a flexible schedule
- ✖ Hardly uses productivity or organization tools
- ✖ Avoids using technology for productivity



Number of Interviewees:

9

*Who? When? Where? Why?
How?*

OUR INTERVIEWEES:



EXTREME USER



Alana Garcia
Academic Skills Coach

Extremely familiar with
productivity practices
and technologies

Office at Lathrop Library



Jessica Rogers
*Menlo College Student Athlete
& Sales Associate*

Juggles multiple tasks, little
free time if ever, multiple
calendars and planners

Behind Sunglass Hut counter

AVERAGE USER



Martin
Software Engineer

Family and business keep him busy, but he uses few organizational tools

Relaxing on bench outside of Macy's



Justin
Electrical Engineer

Uses calendar and Siri to handle organization and scheduling.

Dog watching at Stanford Shopping Center

AVERAGE USER



Hajime
Software Engineer

Has used the same productivity tools for years.

Fiddling with phone outside of Apple Store



Abhilash
Science Researcher

Uses calendar and Siri to handle organization and scheduling.

Reading book outside La Baguette

LIGHT USER



Andrew

Real Estate Financing

Real estate calls 7 days a week, but he doesn't use any organizational tools

Chatting on bench outside of Macy's

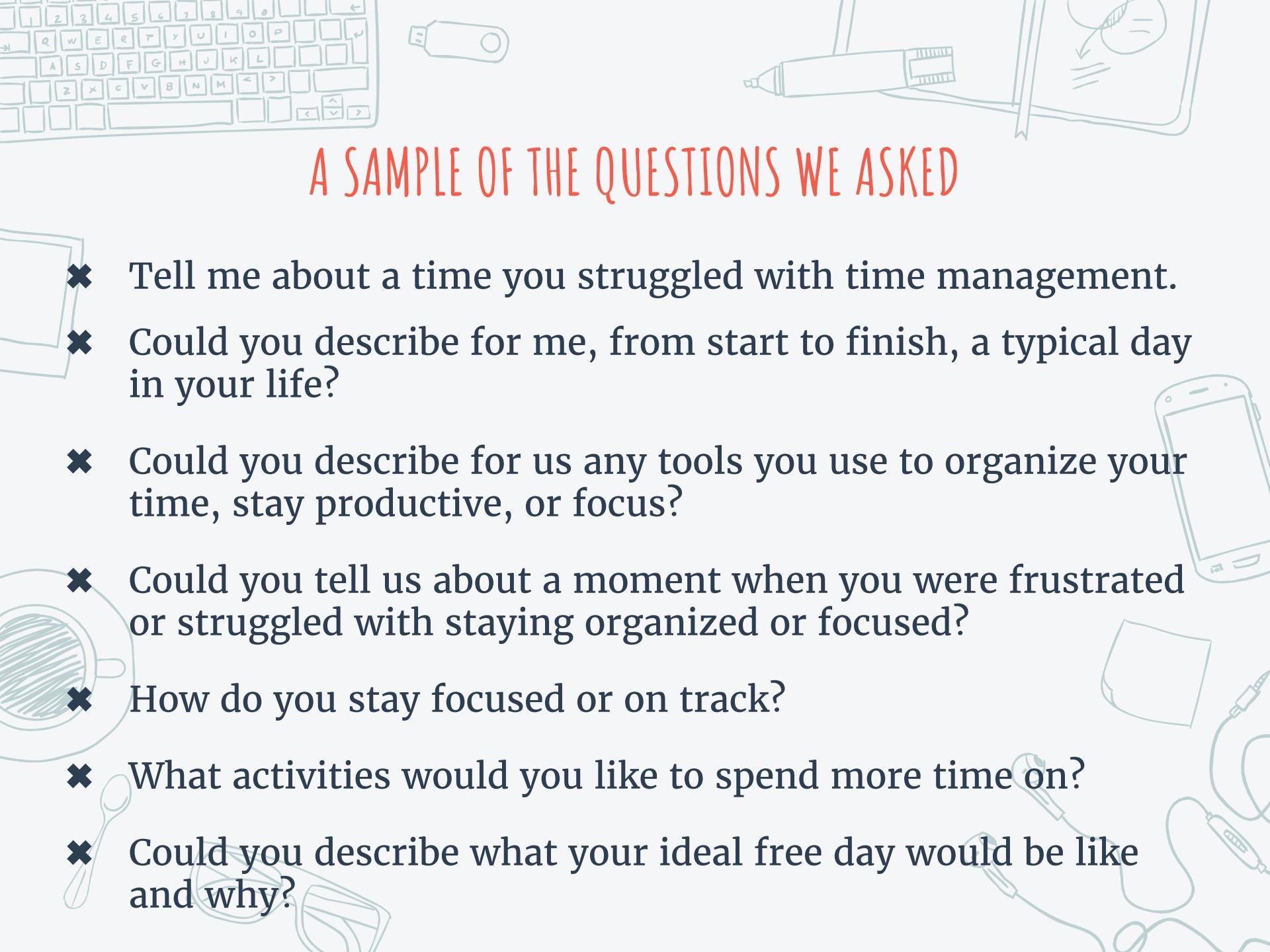


Deborah

Writer/Stay-at-home mom

With young child, nuclear family, uses whiteboards and notepad

Relaxing on bench outside of Macy's



A SAMPLE OF THE QUESTIONS WE ASKED

- ✖ Tell me about a time you struggled with time management.
- ✖ Could you describe for me, from start to finish, a typical day in your life?
- ✖ Could you describe for us any tools you use to organize your time, stay productive, or focus?
- ✖ Could you tell us about a moment when you were frustrated or struggled with staying organized or focused?
- ✖ How do you stay focused or on track?
- ✖ What activities would you like to spend more time on?
- ✖ Could you describe what your ideal free day would be like and why?



2.

INTERVIEW RESULTS & ANALYSIS



"I'M BUSY,
7 DAYS A WEEK"

"IT'S JUST HARD BECAUSE USUALLY IN
MY OTHER CLASSES, HW IS DUE IN THE
NEXT CLASS SO THAT'S MY ROUTINE. I
DEFINITELY FORGET. THAT'S WHY I TRY
TO KEEP A REALLY GOOD PLANNER"

"I WRITE; MY MAIN
JOB IS BEING A
HOUSEWIFE, RAISING
MY CHILD"

"MULTITASKING DOESN'T EXIST,
AND THERE'S PLENTY OF
RESEARCH OUT THERE TO
UNDERScore THAT POINT"

SAY

"I LIVE IN A SMALL CITY... ABOUT AN
HOUR AND A HALF AWAY FROM HERE BUT
DEPENDING ON THE TRAFFIC. IT COULD
GET UP TO LIKE 2.5"

"I SOMETIMES FIND APPS
A LITTLE CLUNKY AND I
DON'T NECESSARILY FIND
ANY THAT SYNTHESIZE
EVERYTHING THAT I WANT
TO DO"

"[ONENOTE] HAS BEEN HELPFUL
FOR ME FOR MAYBE 10 YEARS"

"TECHNOLOGY CAN'T
EVEN SPELL 'THAT'S
BAD!' ISN'T THAT BAD?"

DO

STICKS TO A ROUTINE, HAS
MULTIPLE CALENDARS

COMMUTES 3 TIMES A
WEEK TO SAN FRANCISCO

USES 2 ALERTS ON CALENDAR
IN CASE HE IGNORES THE
FIRST ONE AND FORGETS IT

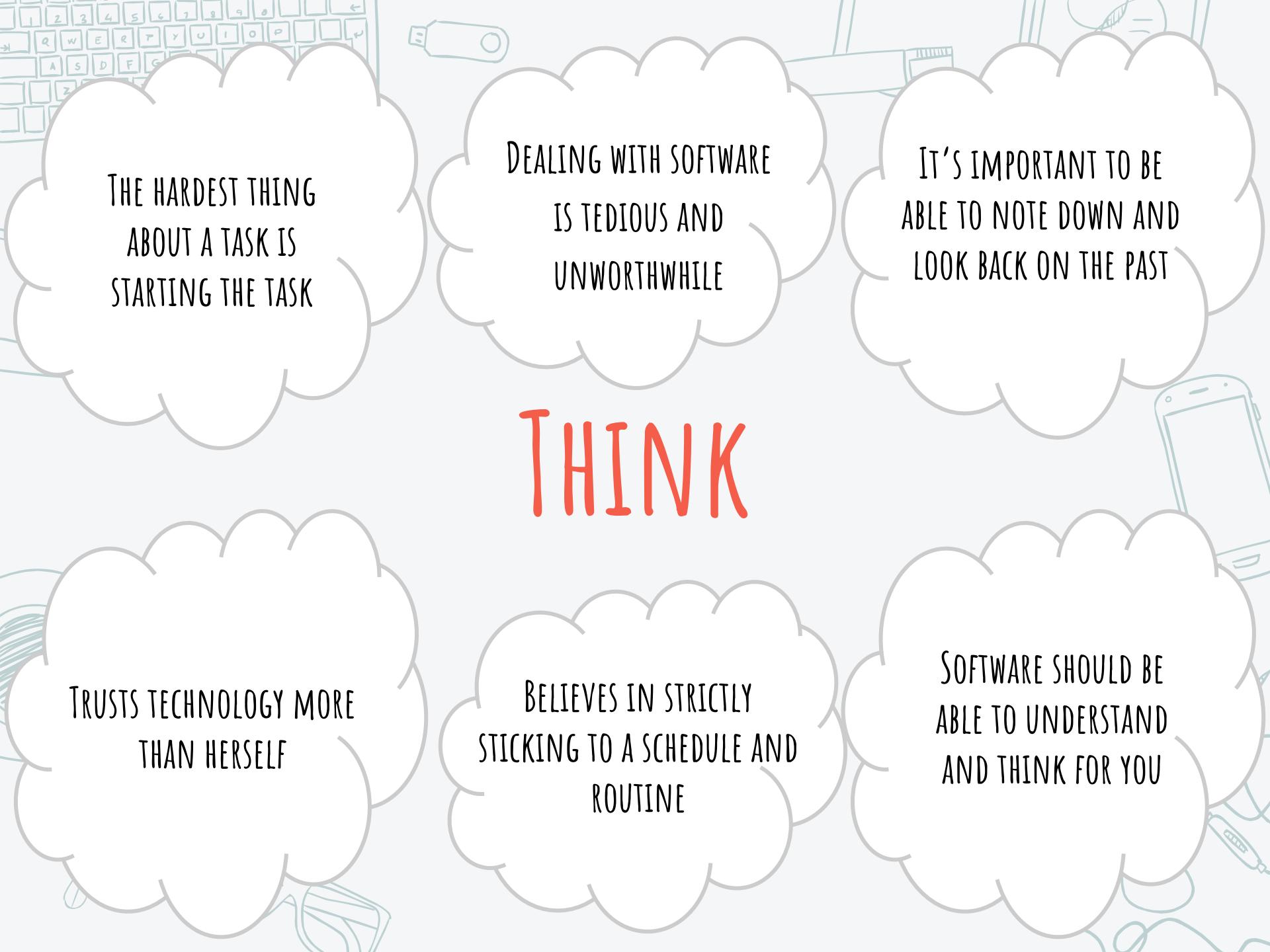
USES SOCIAL MEDIA
BLOCKING TOOLS

HAS TO SCHEDULE TIME
TO REST

BREAKS DAUNTING TASKS
INTO THE SMALLEST
POSSIBLE UNIT

USES TO DO LIST,
POMODORO, AND
WUNDERLIST

PROCRASTINATES



THE HARDEST THING
ABOUT A TASK IS
STARTING THE TASK

DEALING WITH SOFTWARE
IS TEDIOUS AND
UNWORTHWHILE

IT'S IMPORTANT TO BE
ABLE TO NOTE DOWN AND
LOOK BACK ON THE PAST

THINK

TRUSTS TECHNOLOGY MORE
THAN HERSELF

BELIEVES IN STRICTLY
STICKING TO A SCHEDULE AND
ROUTINE

SOFTWARE SHOULD BE
ABLE TO UNDERSTAND
AND THINK FOR YOU

FEEL

ANNOYED THAT SOFTWARE
ISN'T MORE INTUITIVE

FEELS REWARDED BY
ACCOMPLISHING SMALL
TASKS

INDIFFERENT TO
PROCRASTINATION – IT'S
NOT A PROBLEM

FRUSTRATED THAT
COMMUTES ARE LONG,
UNPRODUCTIVE

REINVIGORATED BY HUMAN
INTERACTION

WORRIED THAT THEY'VE
FORGOTTEN TO DO
SOMETHING

TENSIONS & CONTRADICTIONS

- ✖ “I’m not a big technology guy, that’s why I delegate”
- ✖ “Why can’t it integrate my thinking with the software? When I press the button, just work. AI!”
- ✖ Although Alana coaches students on how to better manage their time and be more productive, she sometimes struggles with time management herself (which she finds kind of funny)
- ✖ “Technology can never replace the feel of traditional pen and paper for me”
- ✖ “The smartphone is becoming stupid”

SURPRISES

- ✖ “I’m a firm believer in this. I don’t think there’s anything like a free day. I would just feel like I’m forgetting something”
- ✖ “Multitasking doesn’t exist, and there’s plenty of research out there to underscore that point”
- ✖ “Yes I procrastinate, I do most of my stuff last minute... I can’t think of anything to become more productive”
- ✖ “The pressure I put on myself kept me going”

QUOTE(S):

“I can't get all my calendars to completely sync together. On my phone, I can't get my basketball schedule... if I put something on my laptop & iPad, it doesn't go to my phone. So if I don't have them with me it's like I'm missing or forgetting something. I guess I wish technology was better I guess.”

Insight:

People are very
reliant on
technology to
remind them and
they feel insecure
without this
technological
reassurance

Need:

Increased
connectivity and
migration between
different
organizational and
productivity tools

QUOTE(S):

“Why can’t it integrate my thinking with the software? Like when I press the button, just work! AI! If I click something 20 times shouldn’t it remember it?”

Insight:

People think that technology has come along way, but it is not being implemented as it could be to better help daily activity

Need:

More automation in technology tasks that are routinely repeated

QUOTE(S):

“I need to push myself to not work, sometimes I would like if I could set my reminders to remind myself to not work and take photos or play guitar”

Insight:

People often don't make time to relax and enjoy themselves, as they're constantly bombarded with other work that they may need to do

Need:

A system to remind people to focus on themselves and engage in activities for self-wellness or pleasure

QUOTE(S):

“I use tools to block social media... it's my biggest distraction but [the tools] are still not very effective for me”

Insight:

Social media is a big time suck for many people and it's very difficult to avoid its temptation

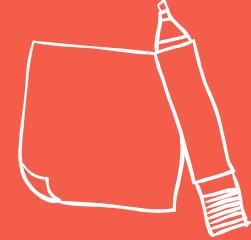
Need:

An effective way to deal with the distraction of social media



CONCLUSION/SUMMARY:

KEY TAKEAWAYS



- ✖ People would like increased convenience, reliability, and automation of technological tools
- ✖ Many completely depend on technology to smoothly conduct business and daily activities
- ✖ People would like ways to find time to take a break from productivity
- ✖ The biggest block in productivity seems to be social media and internet
- ✖ Some people are indifferent about their procrastination and lack of productivity
- ✖ Others still prefer traditional paper and hand-written methods to keep themselves on top of things

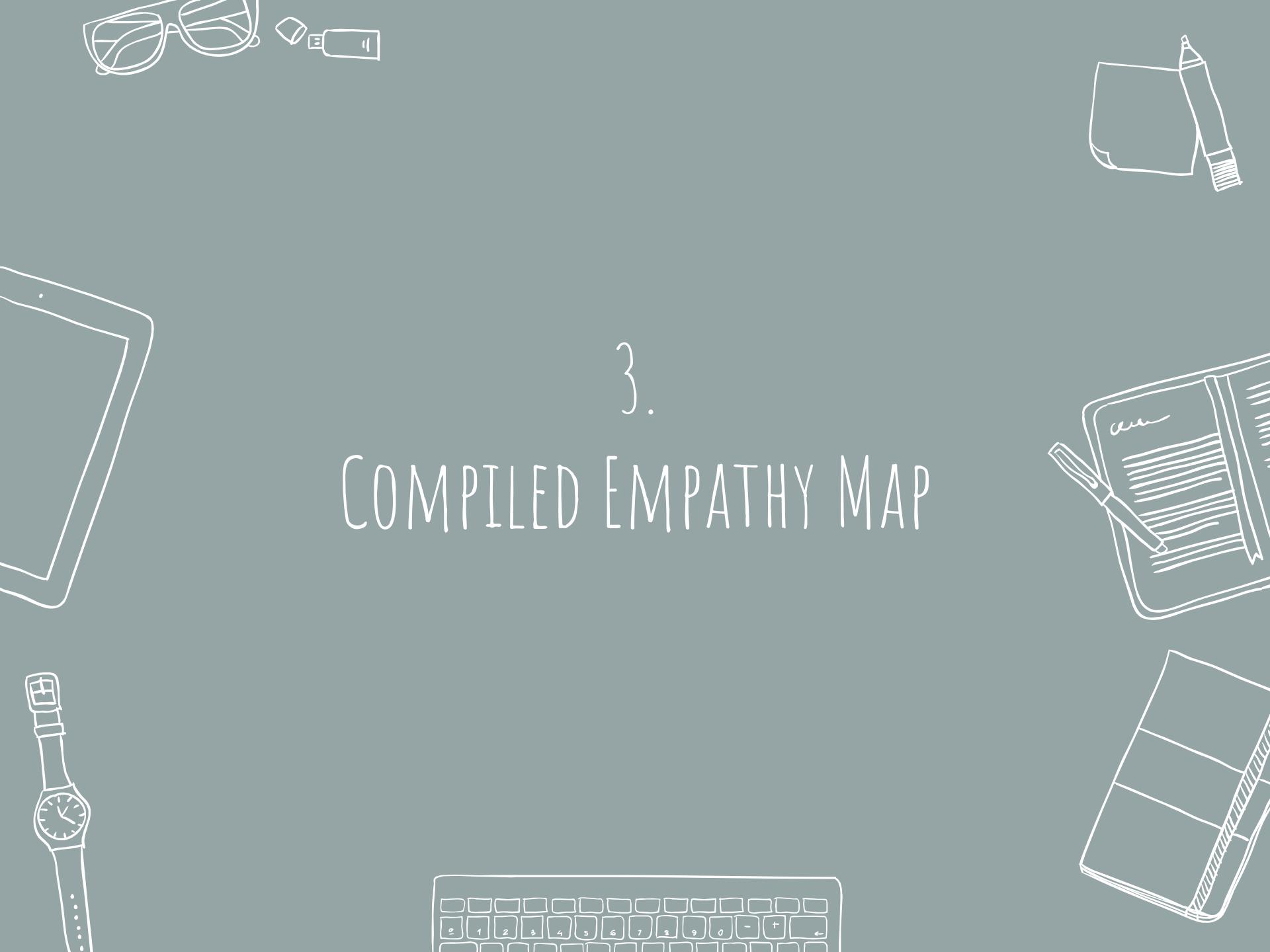


THANK YOU!
ANY QUESTIONS?

MacBook Air



3.
COMPILED EMPATHY MAP



SAY

- Sometimes I use pomodoro, to do lists, and apps like wunderlist
- I use tools to block off social media sites, but they're not the most efficient
- Social media tends to be the biggest distraction
- I don't have a huge traffic of emails
- I used apps to keep track of time
- We'll advise students to add in things like meals and sleep, self care items that take up time but don't necessarily show up in someone's calendar so that people understand that when they see a lot of vacancies in their schedule that there are things taking them up and that they don't get a skewed view of how much time they do and do not have
- I would like a smart system that reads your emails, and sets reminders for you
- [My job] keeps me hella busy
- How come they can't make little things about software easier, more intuitive?
- I like the feeling of writing, but maybe speech to text transcription would speed the process of writing
- I had to push myself to not work and do things I liked

DO

- He uses reminders on paper and on his iphone
- Delegates software usage authority to employees
- Uses calendar and apple watch for productivity
- Charges his electric car daily, sets timer at 5 pm but sometimes meetings impede that
- Writes poems and science fiction
- Schedules drafts and deadlines, although they are movable
- Asks customers to email reminders if they wanted something, otherwise he forgets
- Helps students implement time-management/productivity methods and students see improvement over time
- Structures errands, or tasks she's procrastinating on, even on her off time.
- Watches Netflix, tries new restaurants, enjoys traveling
- Creates presentations for clients
- Practices martial arts ~2 times a week
- Good at multitasking, jumping in and out of convos to talk to customers

THINK

- Dealing with software is tedious and unworthwhile
- Technology is difficult to learn; why can't it just know
- It would be nice to have a smart system that reads your emails, and sets reminders for you
- Technology could make writing faster, but paper and pen feel better to use
- Having a schedule and specific goals makes it easier to avoid distractions and enjoy free time outside work
- Trusts technology more than herself
- Believes in strictly sticking to a schedule and routine
- Procrastination is a problem everyone struggles with
- The hardest part of getting menial tasks done is starting; once you're in the middle, it's easier to keep going than it is to get started.
- The hardest thing about a task is starting the task
- It's important to be able to note down and look back on the past
- Software should be able to understand and think for you
- Wants software that learns from every day motions
- Wants multiple alert in case you ignore the first one

FEEL

- Annoyed that software isn't more intuitive
- Disappointed in the lack of implementation of technology even though it has a lot of potential,
- Comforted by working with pen and paper
- Passionate about having a process for executing a task is good
- Frustrated that it's hard to stay on track with career, family and personal hobbies
- Overworked from running his own business and setting his own schedule
- Indifferent to becoming a non-procrastinator, does not see it as a problem
- Feels something is missing without technology
- Frustrated that commutes are long, unproductive
- Distrusting of herself to remember things