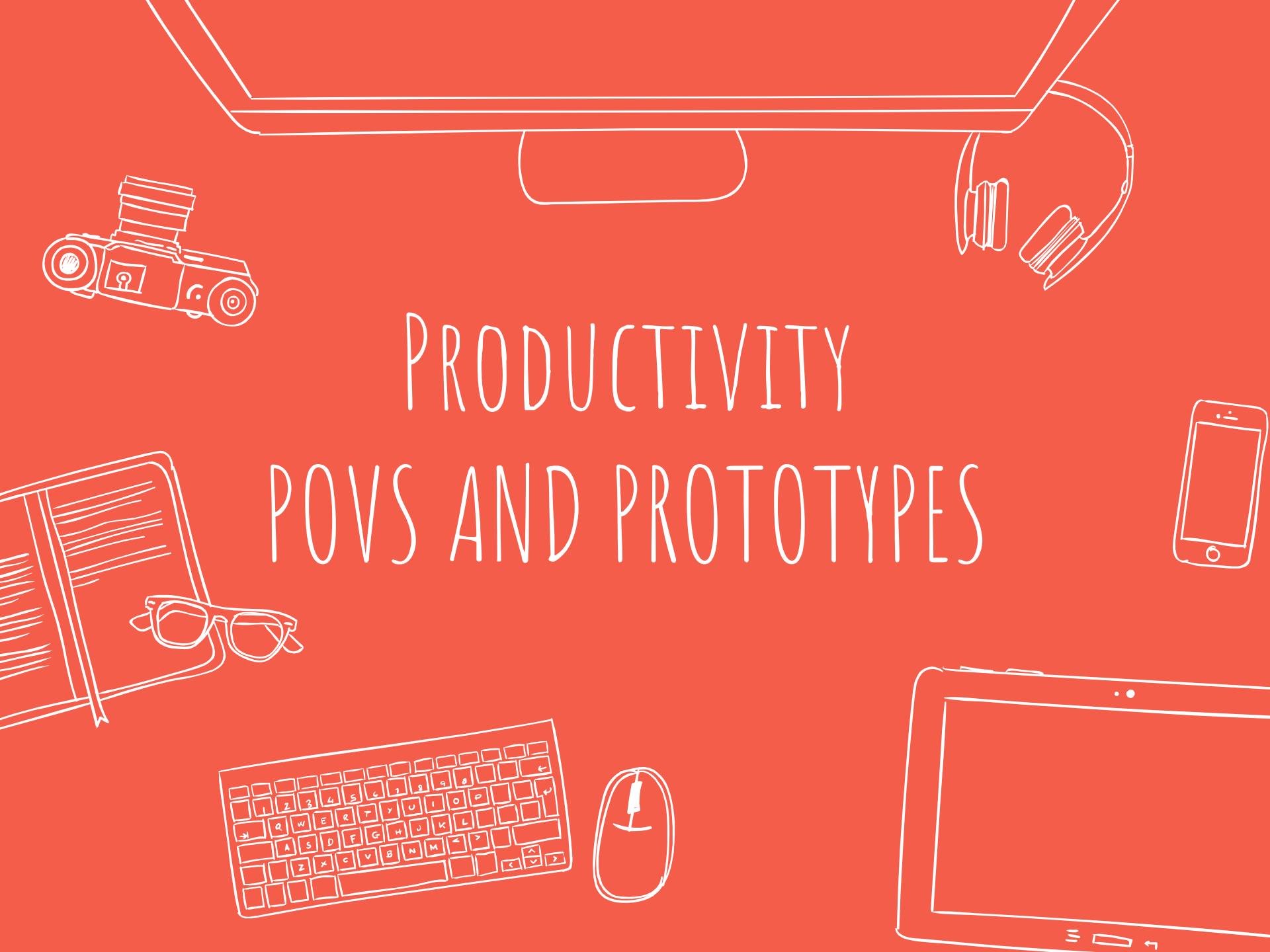


PRODUCTIVITY POVS AND PROTOTYPES



MEET THE TEAM



CRYSTAL ZHENG



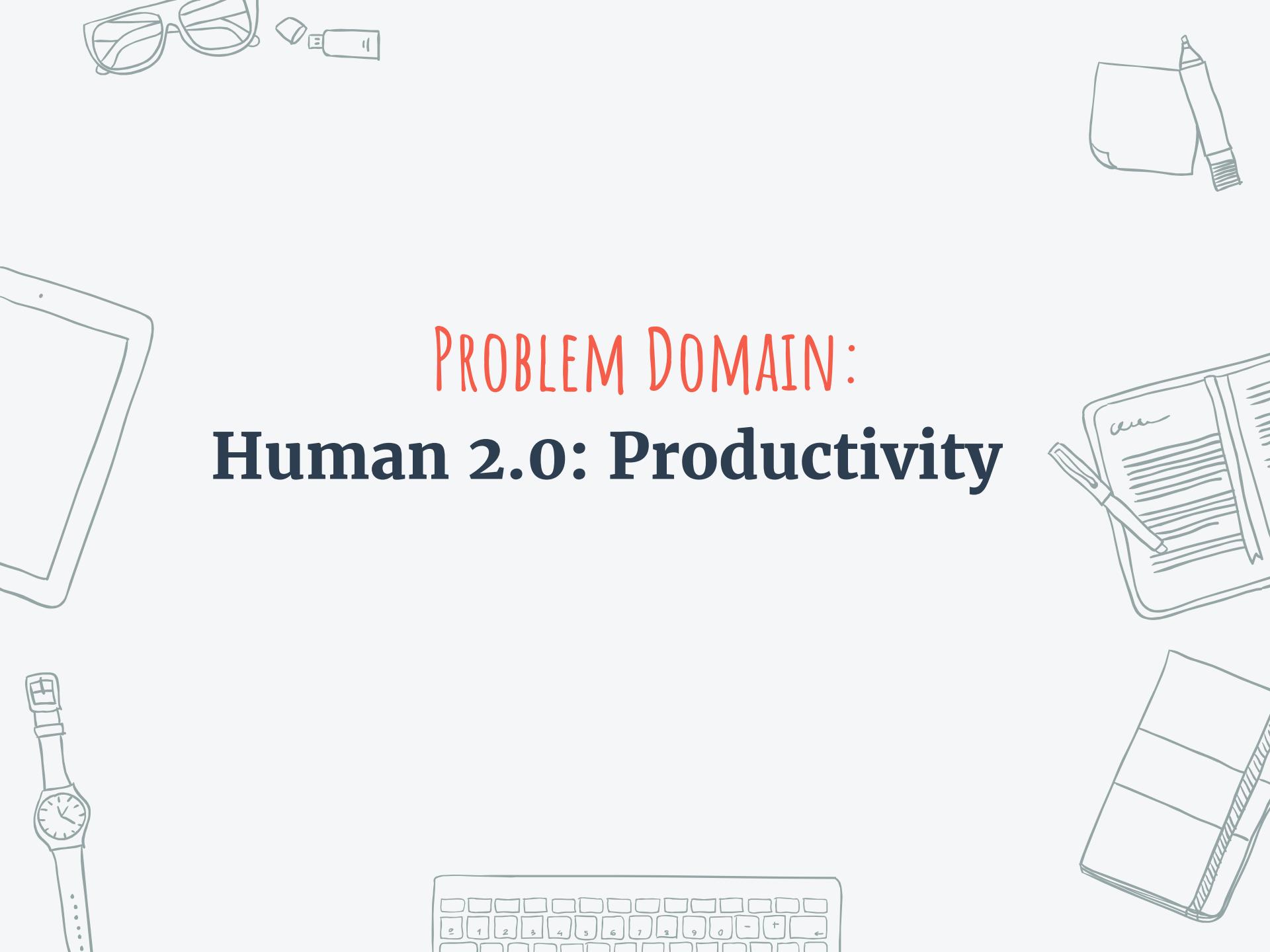
IVAN SALINAS



JONATHAN MAO

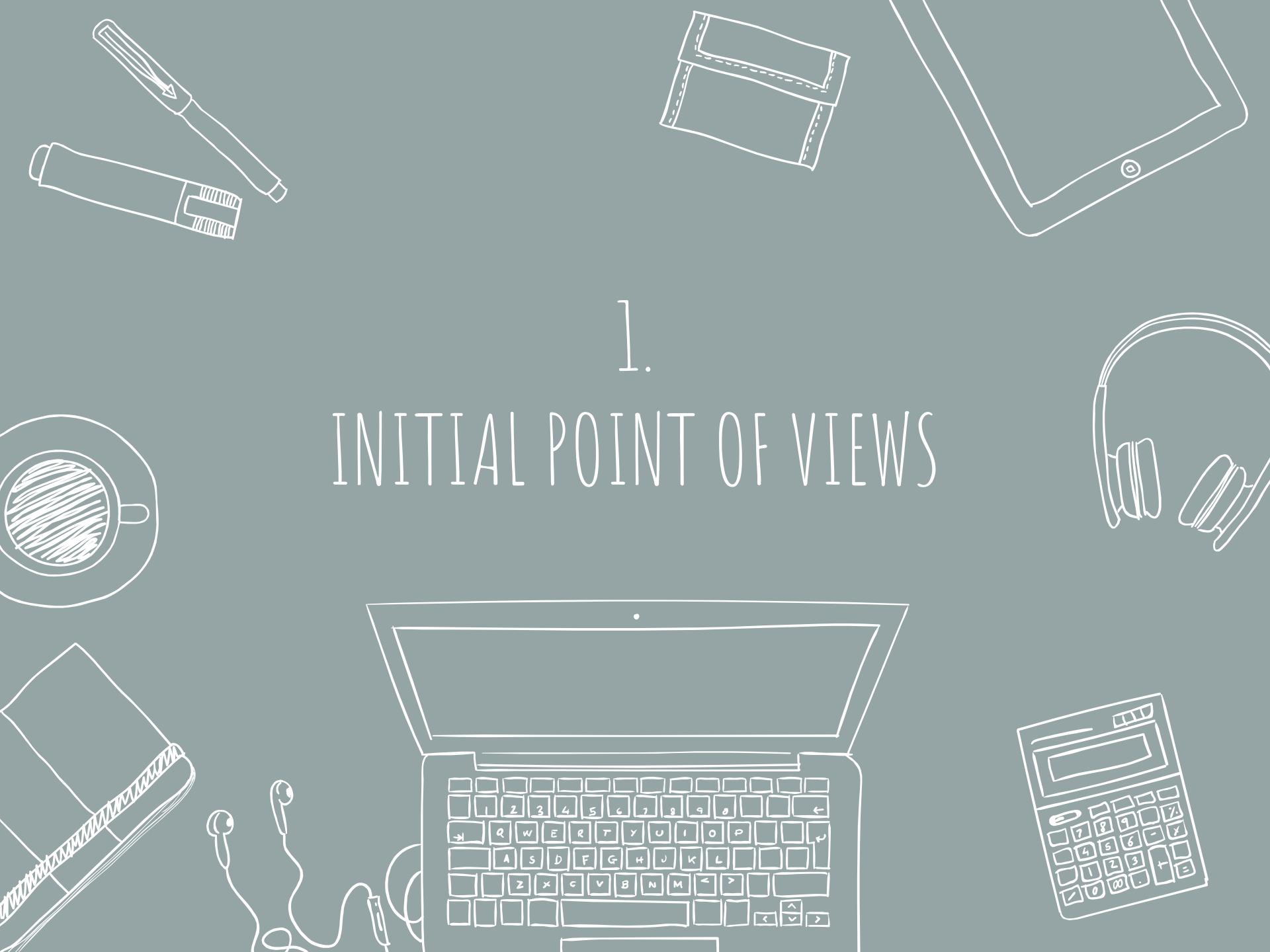


SIDRA IJAZ



PROBLEM DOMAIN: **Human 2.0: Productivity**

1. INITIAL POINT OF VIEWS





Alana - Academic
Skills Coach



Martin - Facebook
Engineer/Former Business
Owner

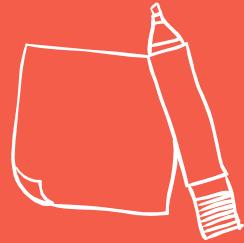


Deborah -
Mother/Writer



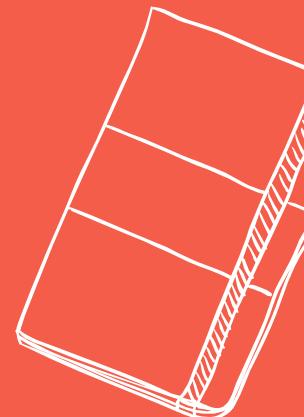
Hajime - Software
Engineer





2.

ADDITIONAL NEEDFINDING



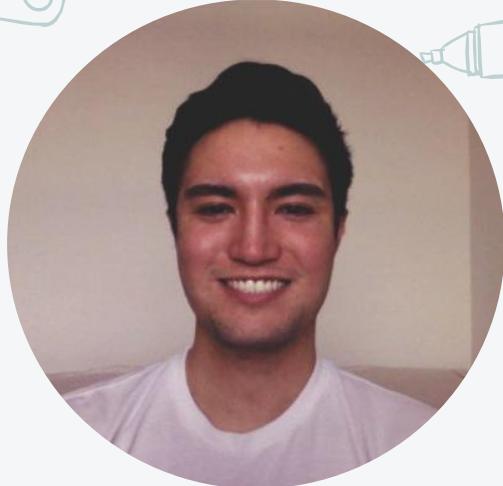


Joanne Nguyen

Stanford student studying Communication, works at BEAM

- While working on homework she would be **distracted** by YouTube, social media, and phone notifications.
- **Health is important for her** in maintaining productivity.
- She uses a physical planner and Google Calendar to keep track of tasks.

Observed/interviewed her in Crothers computer cluster



Wayne West

Marketing Manager at an Educational Technology Startup

- Wayne is **very focused**, and uses a to-do list + a timer to stay on track.
- Social media is no longer a distraction for him
- He frequently loses himself on **Facebook as a coping mechanism for stress**

Met for coffee at a Starbucks in San Jose

}.

REVISED POINT OF VIEWS

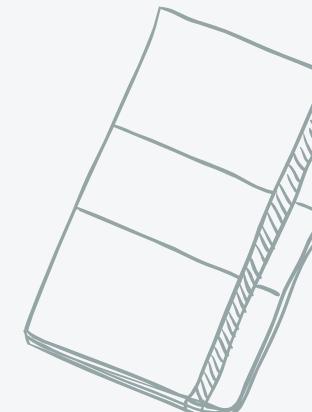
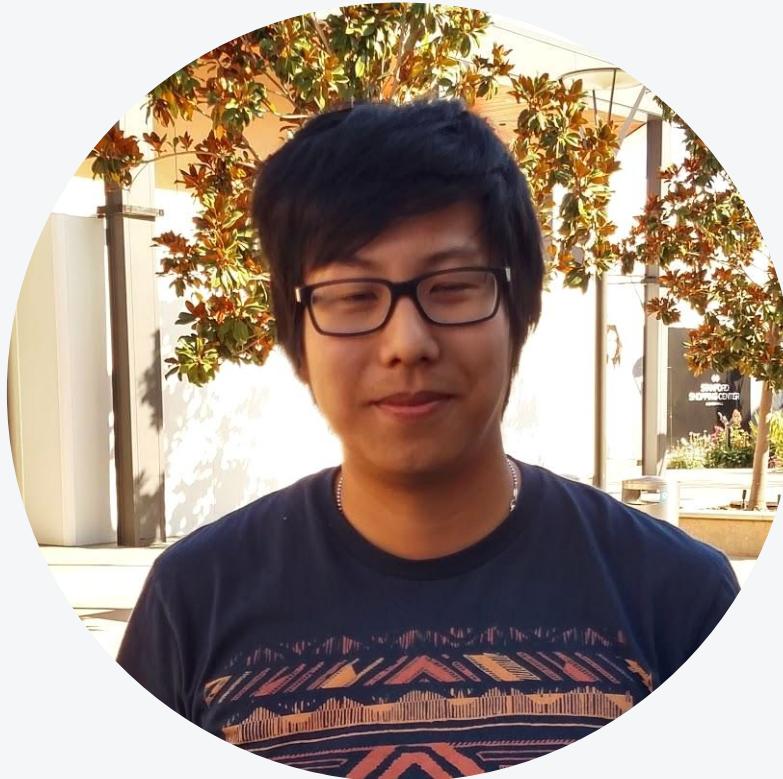
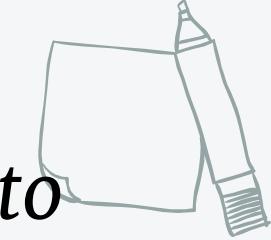
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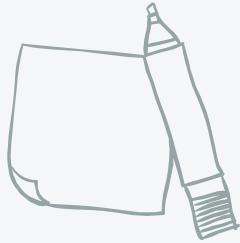
HOW MIGHT WE...



We met...

Justin, an Electrical Engineer in his mid to late 20's.



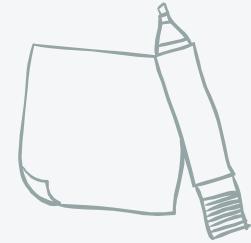


We were amazed to realize...

that he sets multiple, consecutive reminders because he ignores the first one and forgets to do his task without another reminder.

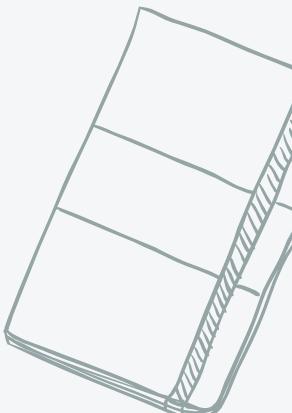
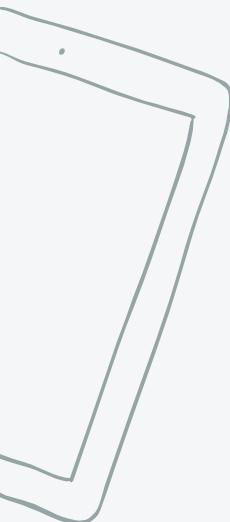
It would be game changing to...

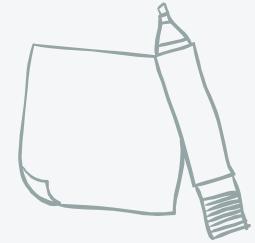
help people with bad short-term memory to stay focused on tasks.



We met...

Deborah, a stay-at-home mom and writer.





We were amazed to realize...
*that she tries to stay off social media to
stay productive, but it's difficult for her.*

It would be game changing to...
*find a way to maximize her focus when
she works*

HOW MIGHT WE:
HELP PEOPLE TO SET UP A
DISTRACTION-FREE ENVIRONMENT?



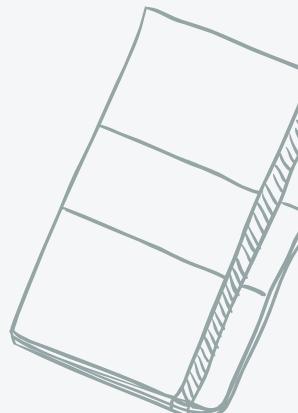
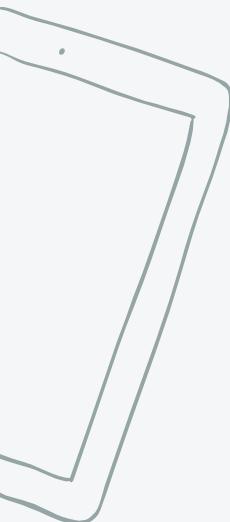
HOW MIGHT WE:
ENCOURAGE PEOPLE TO
PRACTICE SELF-CONTROL?

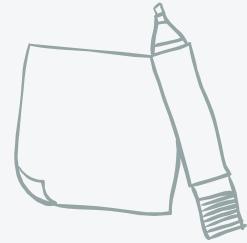




We met...

Martin, a Facebook Engineer and former business owner.





We were amazed to realize...

*that he had trouble remembering to
make time for things outside of work*

It would be game changing to...

*to increase productivity by helping people
improve their health.*

HOW MIGHT WE:
ENCOURAGE PEOPLE TO PRACTICE
SELF-CARE TO FURTHER THEIR
PRODUCTIVITY?



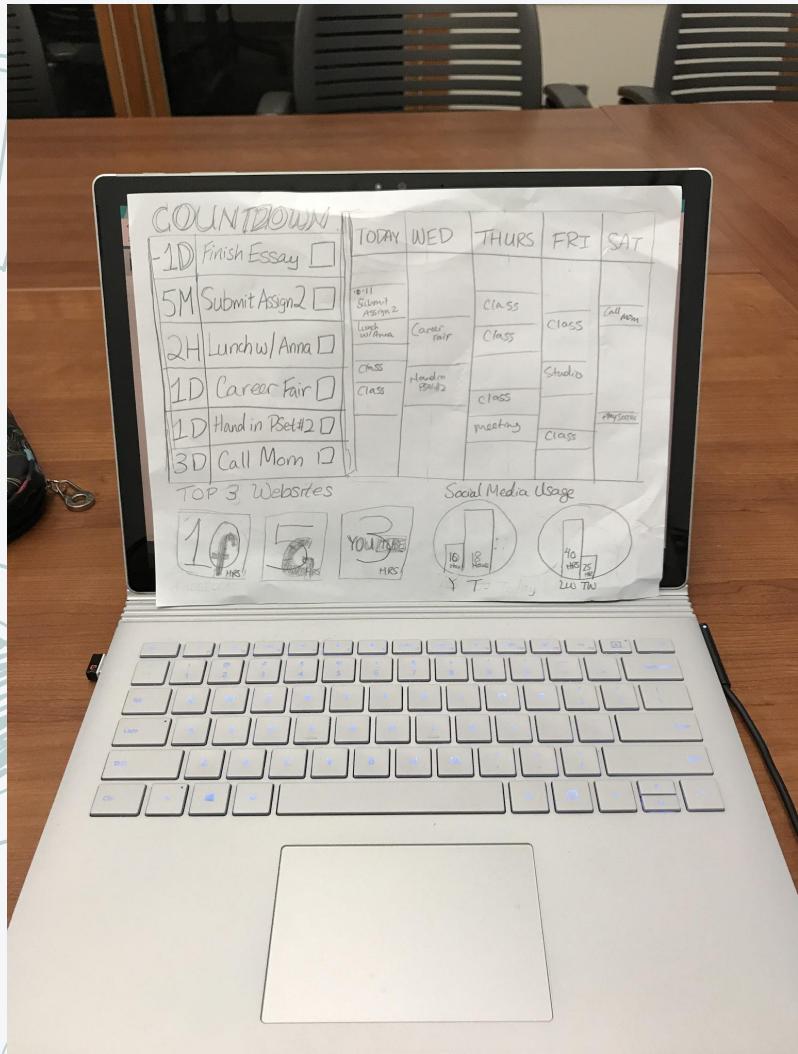


4.

PROTOTYPES



PROTOTYPE 1



Assumptions:

Visual reminders of tasks and time spent working on the homescreen/new tab screen increases productivity

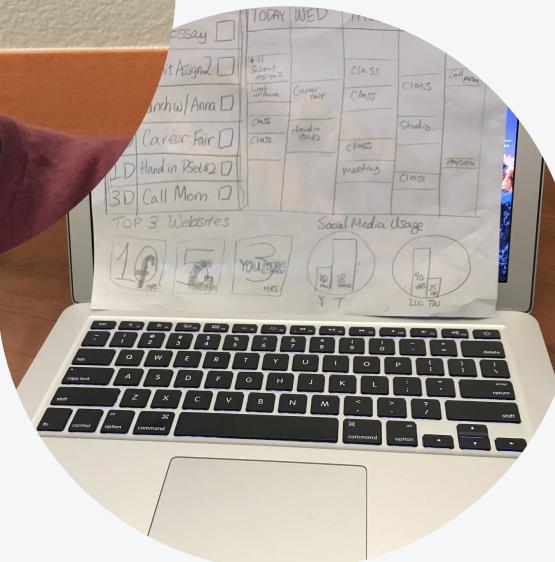
Description:

We prominently displayed the user's tasks, calendar, graph of social media usage, and top three visited websites as a mock screen saver

HOW IT WAS TESTED:



Vivan



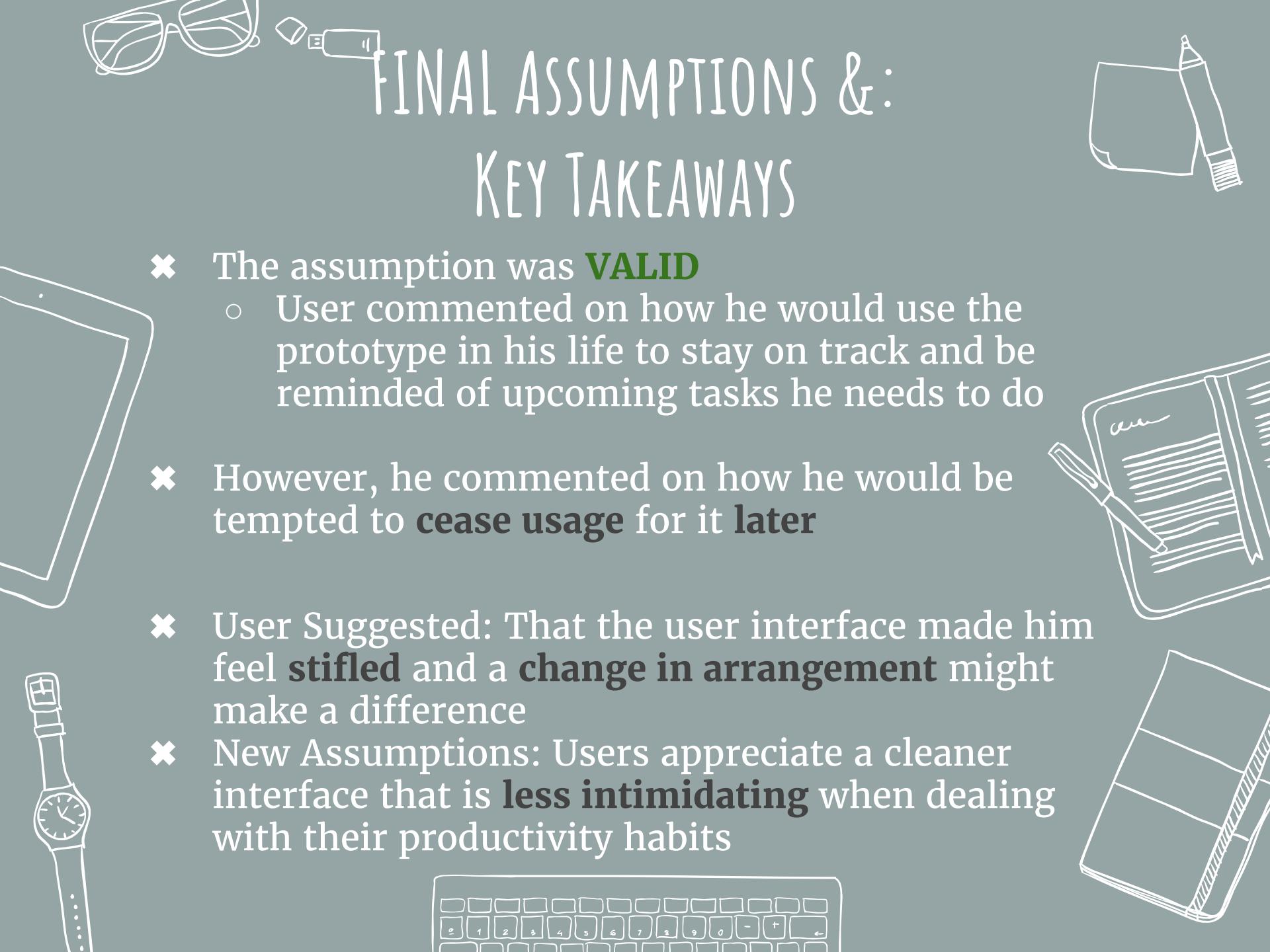
- We placed the drawn prototype on the user's laptop screen
- Asked them a series of questions regarding how they felt about displaying as their screensaver and their potential use.

THINGS THAT WORKED

- ★ The social media usage graphs
- ★ The overall urgency given off by the presentation of events and tasks

THINGS THAT DIDN'T WORK

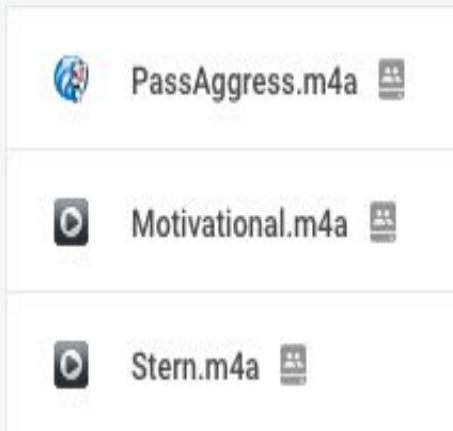
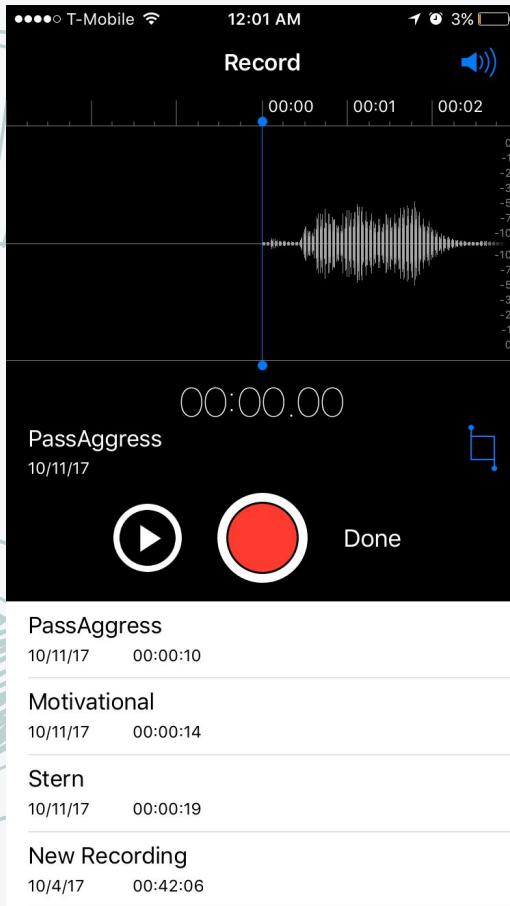
- * The user interface and arrangement
- * The top 3 websites visited widget



FINAL ASSUMPTIONS & KEY TAKEAWAYS

- ✖ The assumption was **VALID**
 - User commented on how he would use the prototype in his life to stay on track and be reminded of upcoming tasks he needs to do
- ✖ However, he commented on how he would be tempted to **cease usage** for it later
- ✖ User Suggested: That the user interface made him feel **stifled** and a **change in arrangement** might make a difference
- ✖ New Assumptions: Users appreciate a cleaner interface that is **less intimidating** when dealing with their productivity habits

PROTOTYPE 2



Assumptions:

Vocal or auditory cues will increase productivity by effectively reducing social media distractions

Description:

Play auditory prompts whenever the user is distracted

HOW IT WAS TESTED:



Kaitlyn



Marcus

- We immediately played a pre-recorded auditory statement when working users switched to a non-work site
- We then watched their reactions and feedback

THINGS THAT WORKED

- ★ They were bothered/uncomfortable when visiting social media

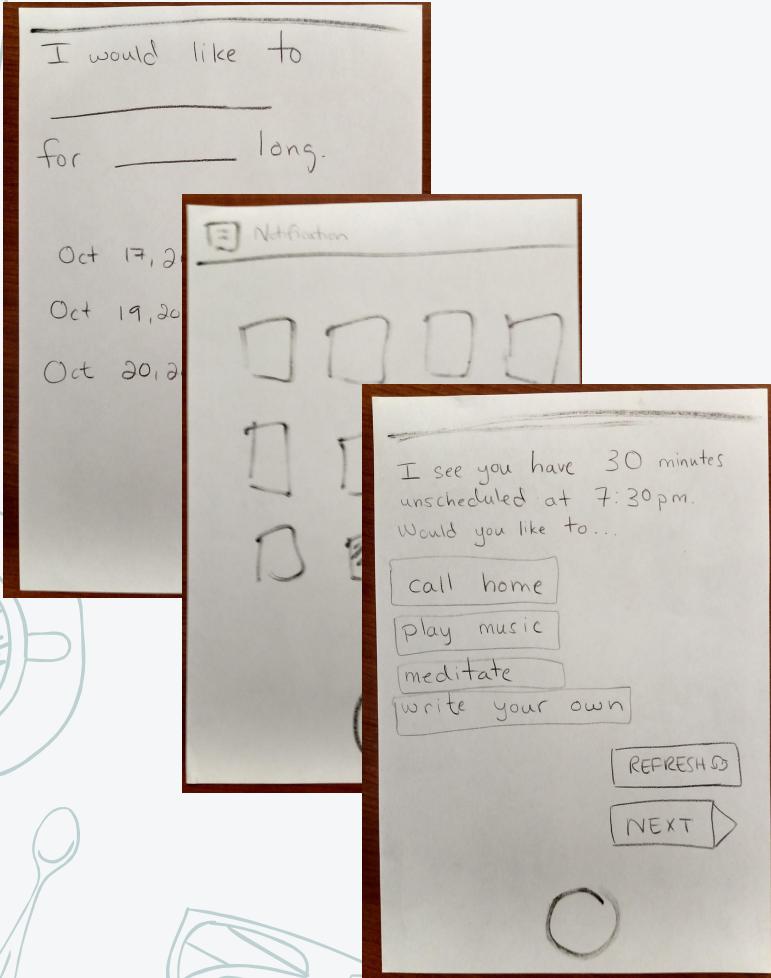
THINGS THAT DIDN'T WORK

- * Voice was too easily disabled by muting
- * Stern and passive aggressive tones drew very negative reactions

FINAL ASSUMPTIONS & KEY TAKEAWAYS

- ✖ The assumption was **INVALID**:
 - Auditory cues or prompts were too easily avoided/disabled.
- ✖ Users disliked the concept overall
- ✖ Users suggested: foolproof **avoidance prevention**, more positive or humorous method, a **reward system** through points and competition
- ✖ New assumptions: people respond better to **positive encouragement** and reward compared to punishment or chiding

PROTOTYPE 3



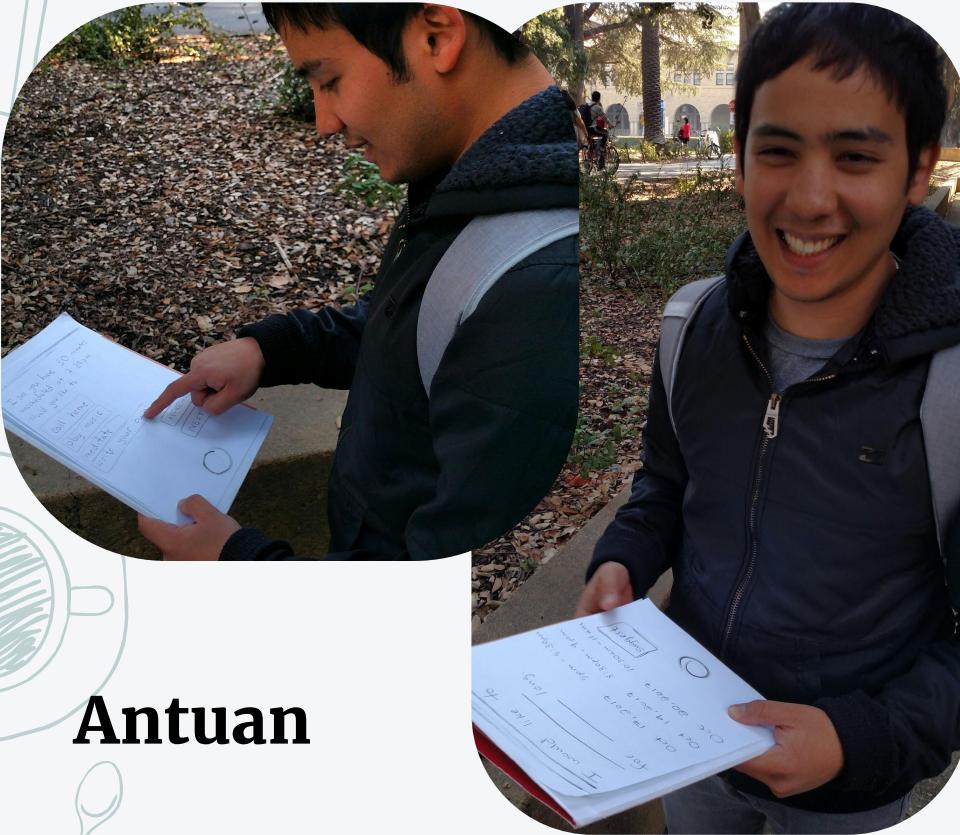
Assumptions:

People will appreciate, and accept, self-care activity suggestions when reminded during their free time.

Description:

A mock mobile application. Each page handles a different interaction the user can have. Interfaces included: a home screen notification; an activity suggestion page; and an application home screen.

HOW IT WAS TESTED:



Antuan

- We informed the user he received a notification in the status bar suggesting an activity
- The user tried out the prototype, scheduling an activity.
- We then noted his reactions and feedback.

THINGS THAT WORKED

- ★ Reduced time and cognitive load required for scheduling well received “Write your own” feature was useful to subject

THINGS THAT DIDN'T WORK

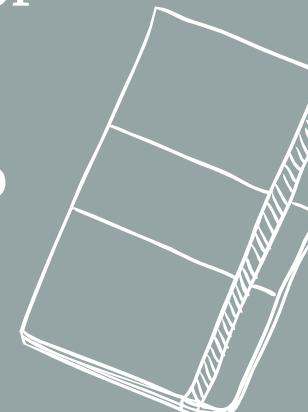
- * The app home screen was confusing to user
- * Some of the suggestions were not relevant to user



FINAL ASSUMPTIONS & KEY TAKEAWAYS



- ✖ The assumption was **VALID**
 - User commented on how he would use the prototype in his life to schedule non-work activities such as hobbies and family time
- ✖ He was confused about why he had to schedule the activity duration when there were already timeslot suggestions on the home screen.
- ✖ User suggested: There be automatic refreshing of time slots.
- ✖ New Assumptions: Users prefer an application with a shorter amount of time/clicks required to use it



THANK YOU!
ANY QUESTIONS?

MacBook Air

