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ITMD 469-02

Homework 2

6/2/19

Designing Behavioral Journey and User Segmentation

Description

Designing products is easy but designing products for humans is hard. Or at least it was… until the *Fogg Behavior Grid*. Design better products in seconds with the *Fogg Behavior Grid*™. Now including the *BEHAVIOR WIZARD*™. With the behavior wizard, documenting behaviors couldn't be easier. Classify behaviors into 15 different types. Go through up to 3 phases. Design your next project today!

Requirements

1. Design a behavioral Journey for your class project
    a. Start with Behavioral Grid (Found Here)
2. Task, come up with hypothetical user segmentation groups
    a. Ask friends for likely use or just try to hypothesis on your own

Designing Behavioral Journey

with Behavior Wizard

Phase 1. Clarify the target behavior & distinguish from others

Target behavior: Records dream by speech or text once a day during first 30 minutes after waking up.

Classification: Blue behavior, Path behavior.

Type: Do familiar behavior.

Duration: Is a permanent change.

Two types of successful outcomes:

1. Successful outcome using *voice*
    a. User sets alarm(s)
    b. User wakes up to alarm
    c. User swipes alarm to “off”
    d. User listens to assistant
    e. User speaks to assistant
2. Successful outcome using *text*
    a. User sets alarm(s)
    b. User wakes up to alarm
    c. User swipes alarm to “off”
    d. User listens to assistant
    e. User taps notepad
    f. User writes text with keyboard

Phase 2. Identify what triggers the behavior

Successful outcome using voice

Behavior	Trigger	Trigger type
User sets alarm(s)	App instructs user on first-time setup	Cue
User swipes alarm to “off”	Alarm goes off	Cycle
User listens to assistant	Assistant speaks to user	Cycle
User speaks to assistant	Assistant pauses to listen.	Cycle

Successful outcome using text

Behavior	Trigger	Trigger type
User sets alarm(s)	App instructs user on first-time setup	Cue
User swipes alarm to “off”	Alarm goes off	Cycle
User listens to assistant	Assistant speaks to user	Cycle
User taps notepad	Notepad peaks out	Cycle
User writes in notepad	Notepad opens, keyboard slides up	Cycle

Phase 3. Highlight concepts and solutions related to target behavior (Resource Guide)

Title: User sets alarm(s)

Type: Blue behavior, Dot behavior

Description: Perform familiar behavior once.

1. Behavior examples
    a. First-time user
        i. User downloads the app. Then, the user opens the app. The user is greeted with a first-time walkthrough. The user is instructed to set an alarm. Finally, the user specifies when they normally wake up.
    b. Experienced user
        i. User opens alarms. Then, the user creates a new alarm.
2. Techniques to achieve this behavior
    a. Assume user will set alarms.
    b. First-time guided walkthrough.
    c. Notification to fix alarms, if missing.
3. Implementations that achieve this behavior
    a. First-time guided walkthrough. Checks if there are any alarms set. If no alarms set already, instructs user to set one. Then, monitors if there are alarms set during the week. Sends a notification if the alarm threshold goes under 1 alarm a week.
4. Factors from Fogg Behavior Model (motivation, ability, triggers)
    a. Motivation: User wants to set alarm.
    b. Ability: User understands how to set an alarm.
    c. Triggers: User is notified to set an alarm.

5. Relevant theories and models
    a. N/A
6. Related types from Behavior Grid (a. same Flavor b. same Duration)
    a. Same Flavor, same Duration
7. Behavior change patterns that match this type
    a. Fitbit setup, reminders

Title: User listens to assistant

Type: Blue behavior, Path behavior

Description: User perceives and understands assistant's instructions every day.

1. Behavior examples
    a. User wakes up to alarm. The assistant asks the user to record their dream.
2. Techniques to achieve this behavior
    a. Use assistant that gets user's attention.
    b. Use assistant that doesn't annoy users.
    c. Design instructions that are clear enough for half-awake users to understand.
    d. Use human-like dialog to encourage interaction.
    e. Use responsive human-like facial & verbal cues to encourage interaction.
3. Implementations that achieve this behavior
    a. Assistant welcomes the user good morning, pauses, and then asks the user what their dream was. The assistant pauses again to cue a verbal response. The assistant monitors for any intelligent feedback. If the user does not respond, the assistant

repeats the question. The assistant pauses again. Finally, the assistant leaves instructions for writing the dream down, and then turns off.

4. Factors from Fogg Behavior Model (motivation, ability, triggers)
    a. Motivation: The user must want to "officially" wake up, and the user must also want to listen to the assistant. They will have just woken up. They may want to go back to sleep or ignore everything if they're late.
    b. Ability: The user must have the ability to hear and interpret the assistant. This one is the most important. In the morning, people are half-awake. They can easily fail to interpret the response, even if they were able to hear it.
    c. Triggers: The main trigger is the voice assistant's instructions. Another trigger is the on-screen text. However, I assume it is unlikely a user will read it when they first wake up.
5. Relevant theories and models
    a. N/A
6. Related types from Behavior Grid (a. same Flavor b. same Duration)
    a. Same flavor, same duration
7. Behavior change patterns that match this type
    a. N/A

Title: User speaks to assistant or writes in notepad

Description: Perform X Flavor on Y Duration

1. Behavior examples

   a. User listens to assistant. User then replies to assistant. User can say anything.
   b. User listens to assistant. User ignores verbal response. Assistant recommends writing it down. User then touches notepad. User sees keyboard pop up and then writes down dream.

2. Techniques to achieve this behavior
   a. Visual cues
      i. Notepad moving and shimmering on phone screen.
   b. Verbal cues
      i. Assistant tells user about ability to write with notepad.

3. Implementations that achieve this behavior
   a. Assistant attempts voice instructions. If no reply, recommends text instructions. Attempts voice instructions again. If no reply, stops voice instructions. Leaves notepad on screen.

4. Factors from Fogg Behavior Model (motivation, ability, triggers)
   a. Motivation: User wants to respond to the assistant out loud. Or, the user feels like they want to write their dream down with a keyboard. Users generally don't like doing complex tasks in the morning. Also, people will not listen to an assistant if they get annoyed.
   b. Ability: Users can articulate their ideas in words and can express it through voice or text. Users may not be awake enough to speak or write. The product will need to be patient and wait until the user can. Do not punish users who can't.
   c. Triggers: The pauses that the assistant makes after the instructions. The assistant will ask the user a question, and then they will pause. This pause is a natural

verbal cue. People will understand that it is there time to speak. It mirrors actual human verbal communication.

5. Relevant theories and models
    a. N/A
6. Related types from Behavior Grid (a. same Flavor b. same Duration)
    a. Same flavor, same duration
7. Behavior change patterns that match this type
    a. N/A

User Segmentation

Come up with hypothetical user segmentation groups

Identify a likely user

- Demographic: Men and women ages 18-24, 25-34, 35-44
- Sleep schedule: Stable, morning-riser
- Motivation: Seeks self-improvement, therapy, psychological analysis, spiritual, creativity

Product discovery

Product: Dream-journal Assistant app

Vision: Help people remember their dreams.

Outcome: Records dream by speech or text once a day during first 30 minutes after waking up.

Actor: Everyday people who share their dreams for casual, creative, or professional purposes.

Action: User responds to assistant though speech or text.

Behavioral Journey process

Questions to ask:

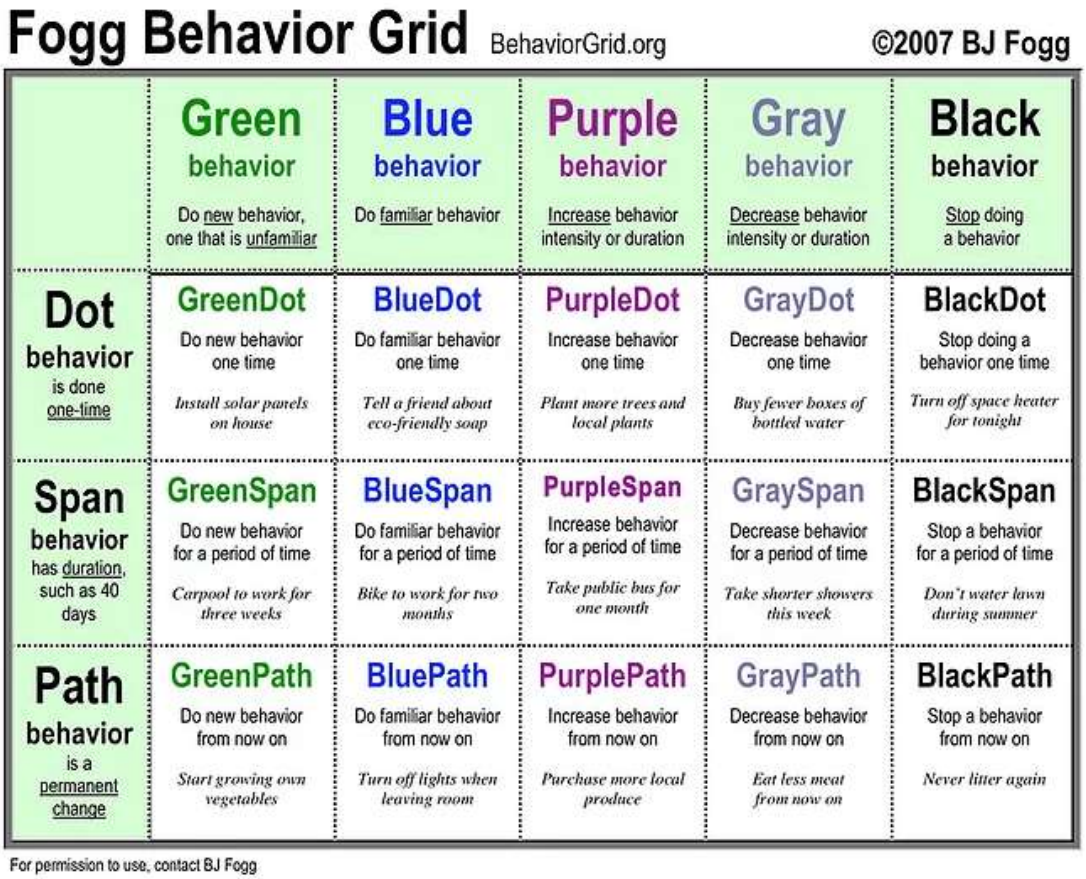
- Who is doing the action?
- What is the person doing?
- How does it cause the target outcome?

Behavioral Journey

See appendix B & C.

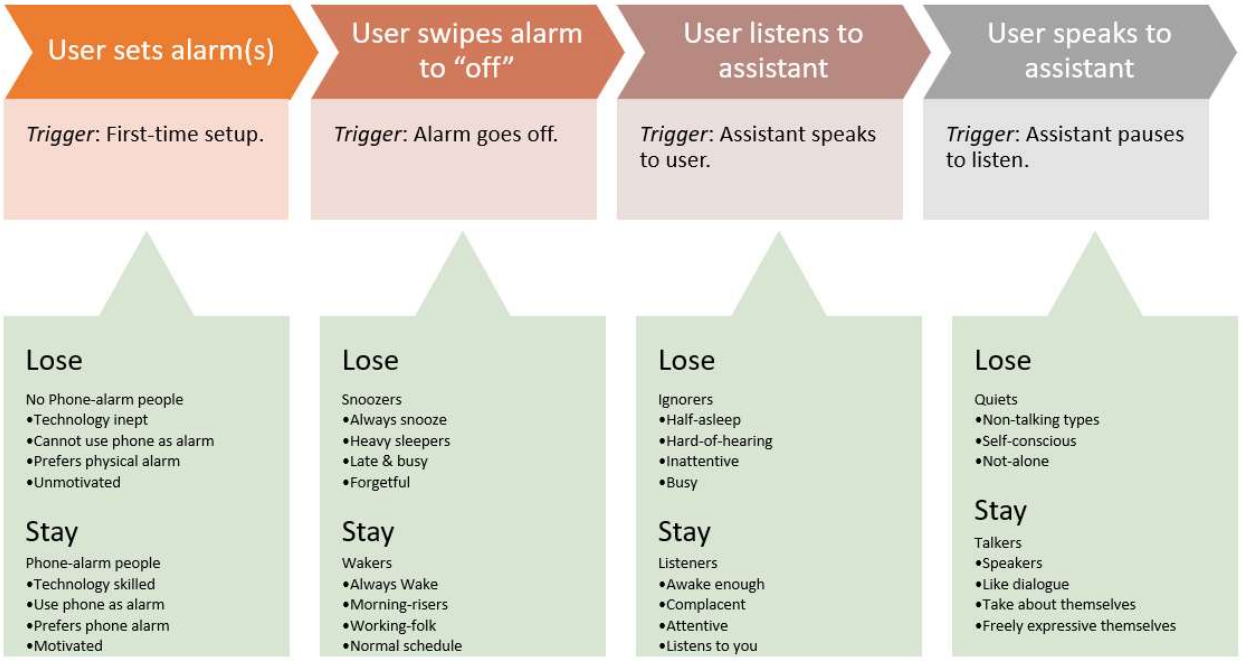
Appendix A

Fogg Behavior Grid

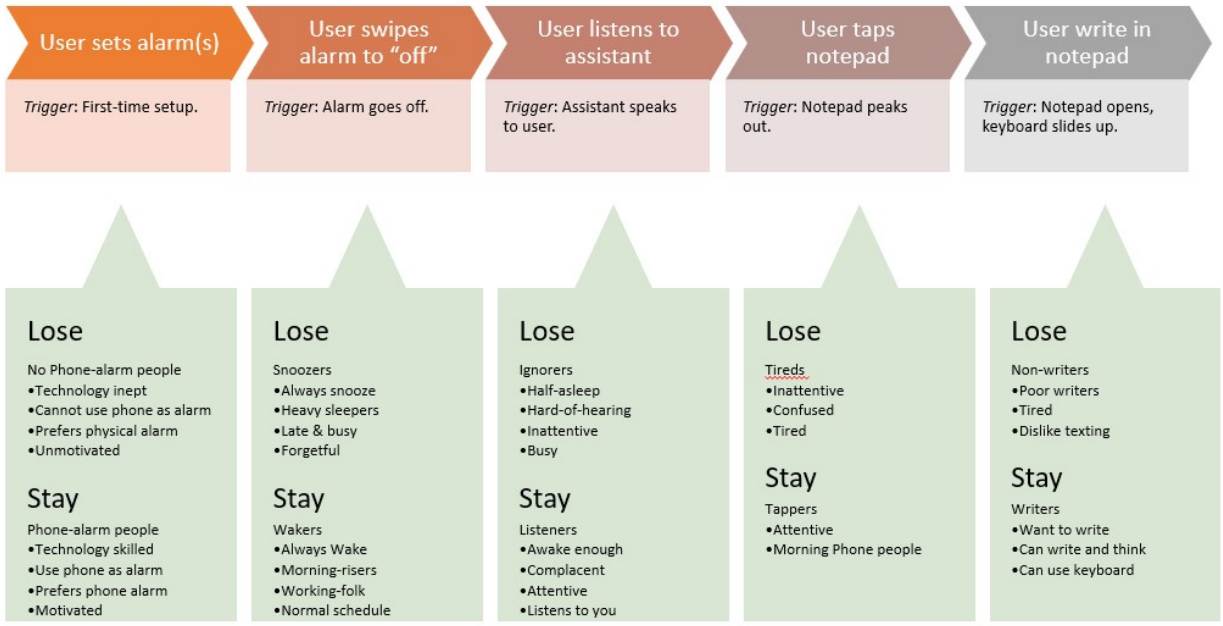


Appendix B

Behavioral Journey (Voice)



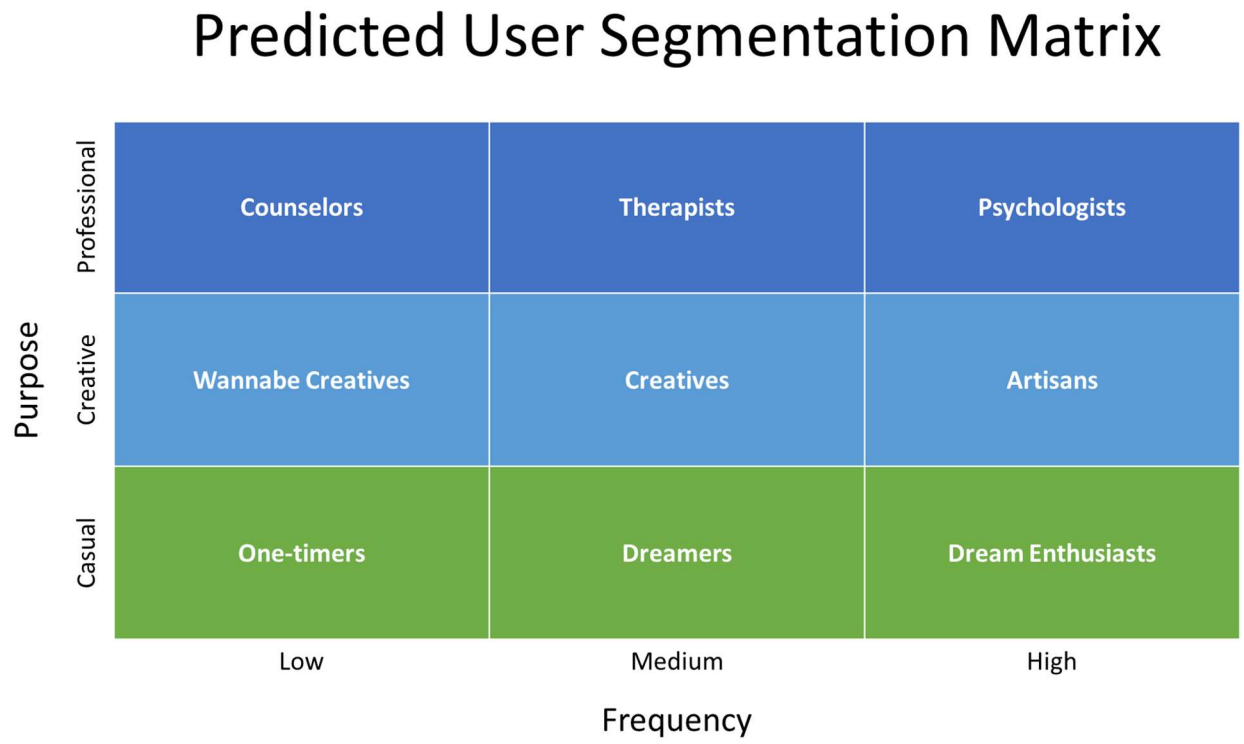
Behavioral Journey (Text)



Who will lead to a successful outcome? Phone-alarm people, wakers, listeners, talkers, tappers, and writers.

Appendix C

Predicted User Segmentation Matrix (Just for fun)



Appendix D

Minimum Viable Product