



# Memories and Emotional Travel

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# Needfinding Methodology



# Ellie Dunn

Stanford freshman

“I try to capture the feeling of happy moments through haikus.”



# Jenna Reed

High school student

“Some of my  
memories exist solely  
because others told  
me about them.”

# Gabriela Quintana

A local tourist

“I feel comfortable  
with not fully  
remembering because  
I think memory is  
malleable.”





# Kasia Kowalski

Amateur YouTuber;  
Stanford Student

“I record when my  
hands are free, it’s a  
wholesome moment,  
and it’s not something  
that happens everyday.”





Tell me about your  
happiest moment.

What was going through  
your head at the time?

Can you tell me about a time you felt  
negative emotions?

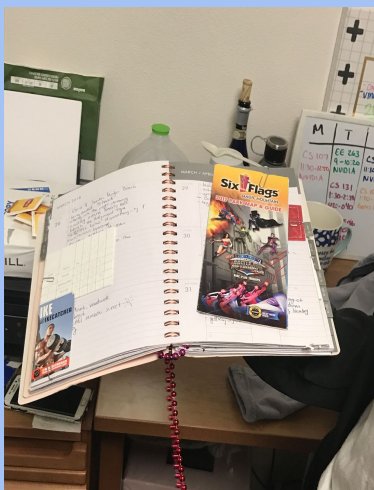
Is this memory still  
relevant for you?

What do you do if you can't  
remember memories?

How are things different  
in your life this year?

Do you have any ways to recount the  
emotional changes in your life?

What places/times  
trigger memories?







## TENSIONS

- ⚡ Recall ranges from generic to specific
- ⚡ Stepping out versus immersing fully
- ⚡ Perception of memories are malleable



# Empathy Map

# SAY

"I remember specific moments within context as opposed to the age I was when they occurred."

"I need alone time to take a step back and do a mindless chore."

"Songs bring up memories for me."

"Memories are still important even when I feel positive."

"Memories are like movies."

"I make my videos for myself but also share with others."

"I use my happy journal to write about unhappy things."

"I want to remember new experiences."

"My positive memories are when relationships are being cemented."

"I don't remember the memory, I remember the feeling."

"The feeling of an experience is what I remember the most."

# DO

Specific memories elicited the associated emotions which they visibly expressed

Associated memories by places

Recalled the recent most version of a salient memory

First summarized an experience generically before diving deeper into the feeling behind it

Showed us a journal with physical things from significant times

Recalled memories in phases

Pausing to reflect before discussing

Walked us through the process of cross-sectioning and/or streaming experiences

Supplemented their fuzzier recall of a memory with others' accounts of what happened

Picked out physical things to hold on to from the day

# THINK

I want to  
remember positive  
moments

It is  
valuable to capture  
memories

I like to think  
about what is  
characteristic about  
a time: the context

It's weird  
having memories  
of you remembering  
other things

I want to  
share memories  
with others

There are  
things I  
regret, but don't  
want to forget

It's hard to  
capture the feeling  
behind the memory

I want to  
have a positive way of  
coping with negative  
emotions

My memory  
shaped my expectations  
of myself and my identity

I want to  
journal or scrapbook but  
I just don't have the  
time



# FEEL

“There are times when I feel frustrated when people remember a life changing memory in a way different from how I do.”

“I’m anxious and scared about people dying and the future rather than things in the past.”

“I feel more about the future than I do about the past.”

“I feel things in phases.”

“I wouldn’t want to remember everything, I would want to have the choice of recalling.”

“Forgetting memories makes me feel sad.”

“I had an obsessive need to talk about it, I remember being sad and would start crying and thinking about it randomly.”

“I physically want something to hold onto something from the past.”

“There was an ongoing sense of disbelief.”

“I can describe emotions really well from the past but I don’t really feel them any more.”



# Insights and Needs



Insight: Condensing memory into bite-sized bits is useful

Need: A way to record and capture the feelings of memories



Insight: People don't often engage in chronological recall, and instead remember highly interconnected memories in phases

Need: A way to understand and organize memories and experiences



Insight: Memory is sensory

Need: A way to invoke songs and context to trigger recall





Insight: Memories are filtered based on people's perceptions of themselves

Need: The ability to query memories



Insight: Faults in memory are supplemented by others' accounts of what happened

Need: A way to share memories with others and collaborate during the recollection process



Insight: Mental illness taints many memories

Need: A way to separate mental illness from the positive aspects of life



# Summary



# People need a way to...

- ⚡ record and capture the feelings of memories
- ⚡ understand and organize memories
- ⚡ invoke songs and context to trigger recall
- ⚡ query memories
- ⚡ share memories with others and collaborate during the recollection process
- ⚡ separate mental illness from the positive aspects of life



Questions?