**DayBreak Milestone 1**

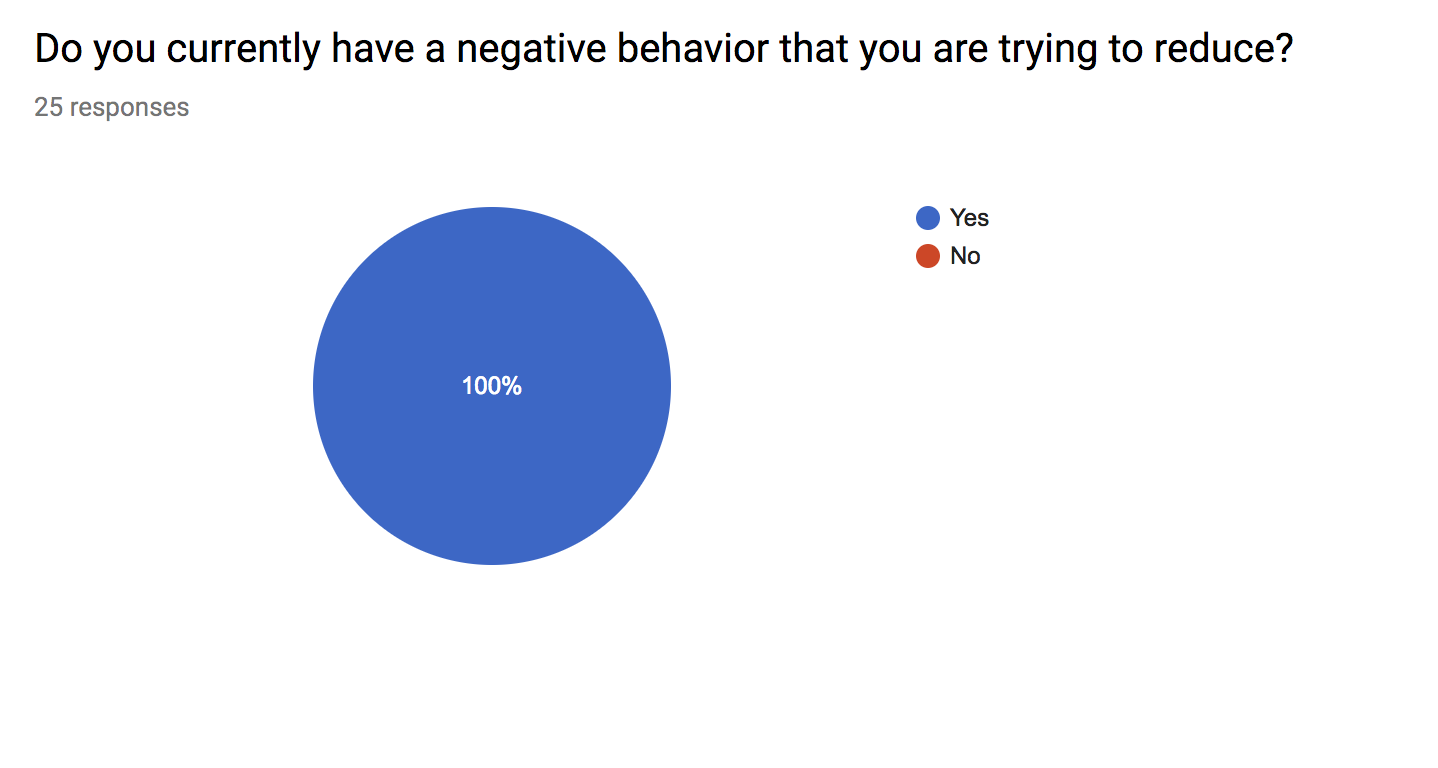
**Problem Statement**

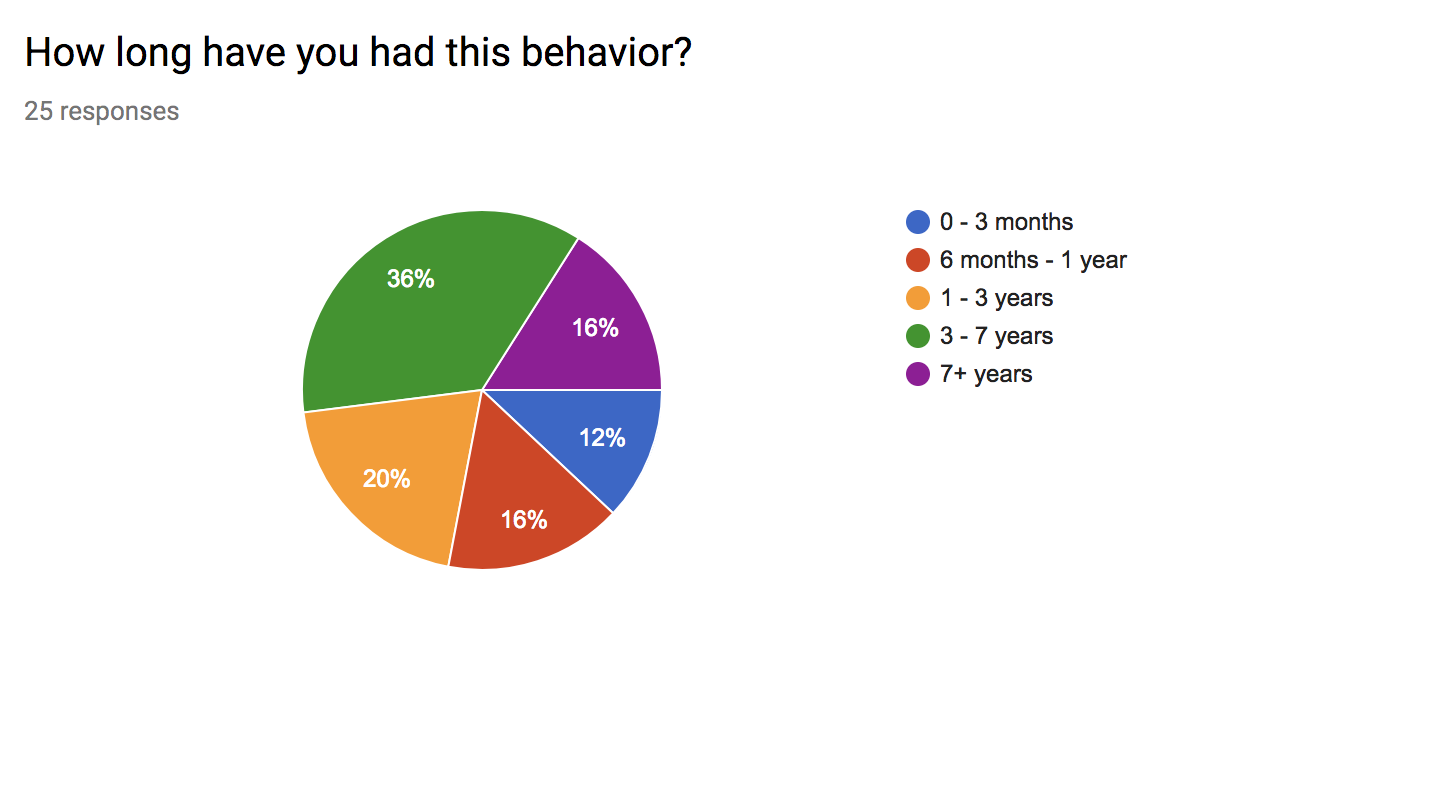
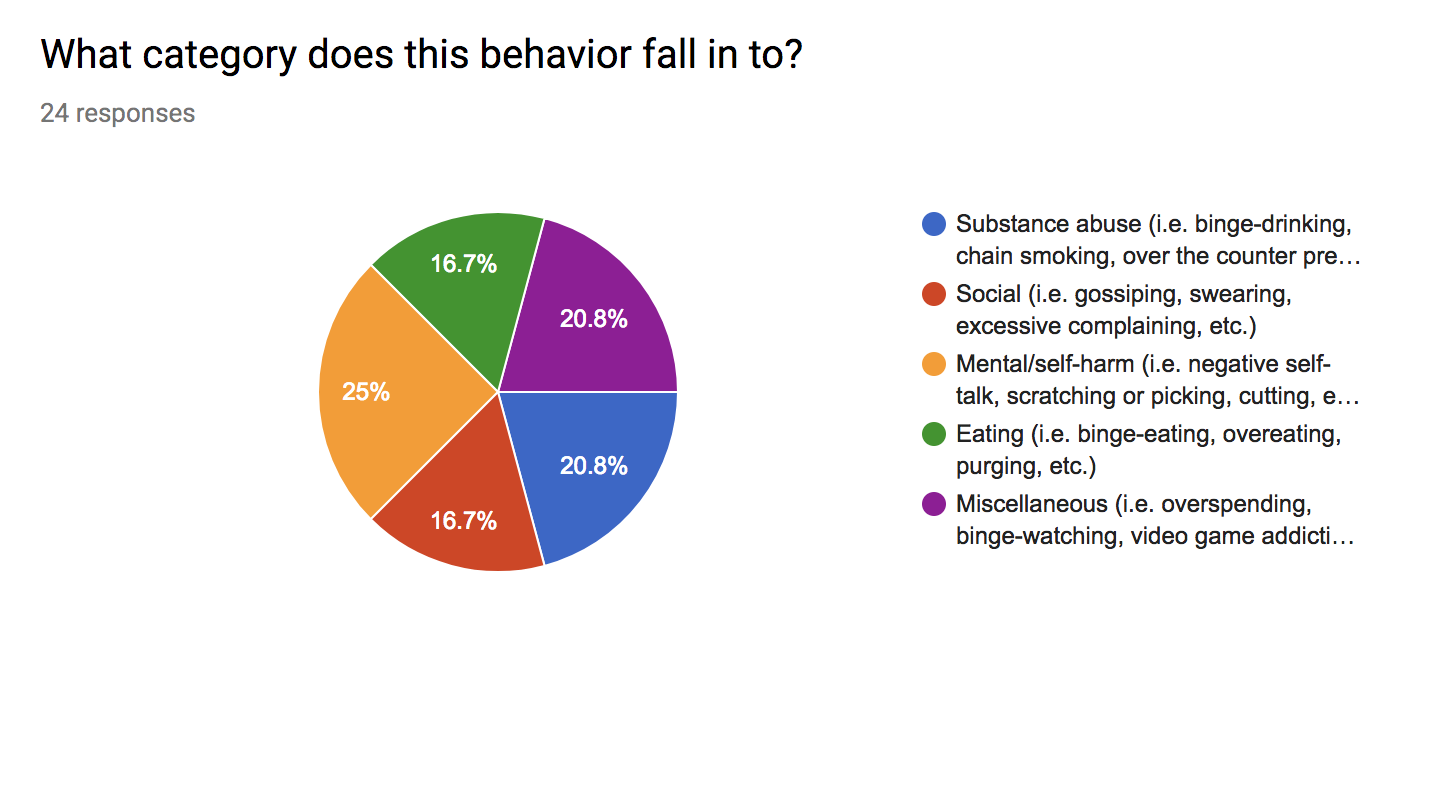
We are hoping to build an application for people wishing to improve their lives by reducing self-identified negative behavior, especially addiction related habits. Specifically, we hope our app is able to aid in this process without casting judgement on users. It is our belief that there is currently no person-centered approach being offered digitally and mobile for those affected by addiction. Besides just addiction we hope to reach out to those with any self-identified negative behavior they personally find troublesome and need help overcoming.

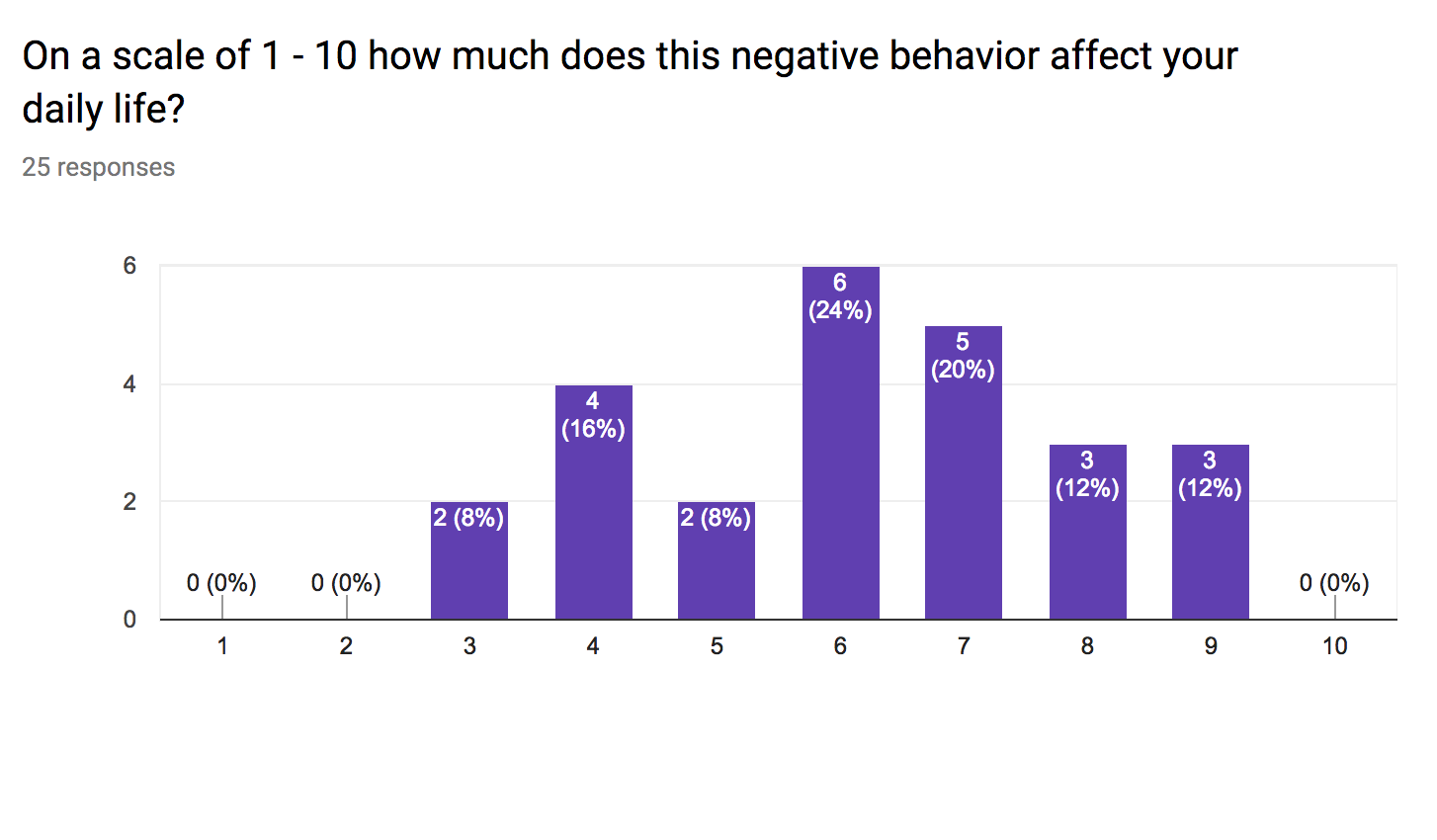
**User Research Summary**

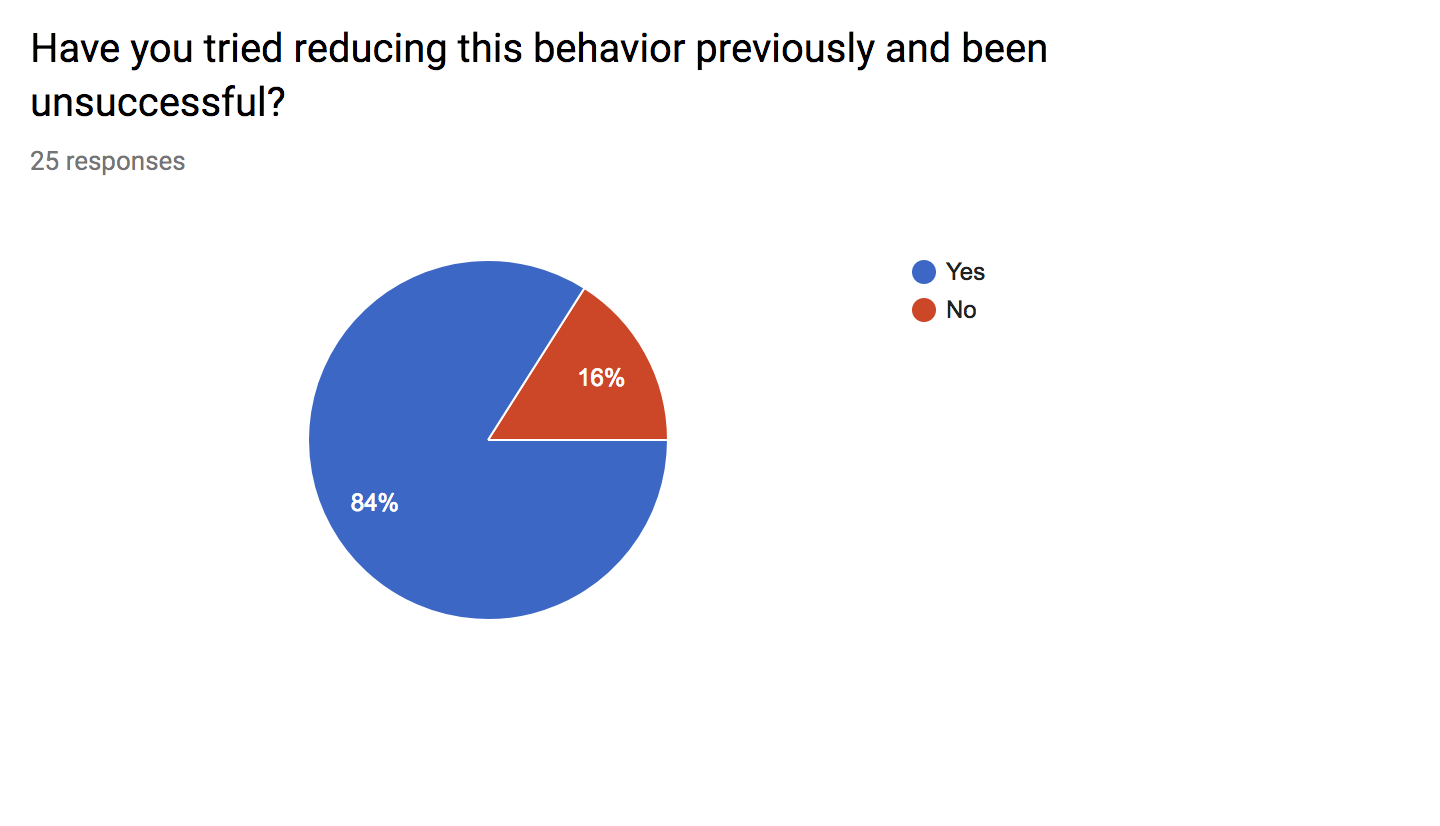
For our user research, we created a simple google form asking a variety of questions relating to self-identified negative behavior. The data collected was from 25 different individuals, all of which were between the ages of 18 - 23, female and male and attended the University of Georgia as undergraduate students. We did not collect any personally identifiable data due to the sensitive nature of the survey.

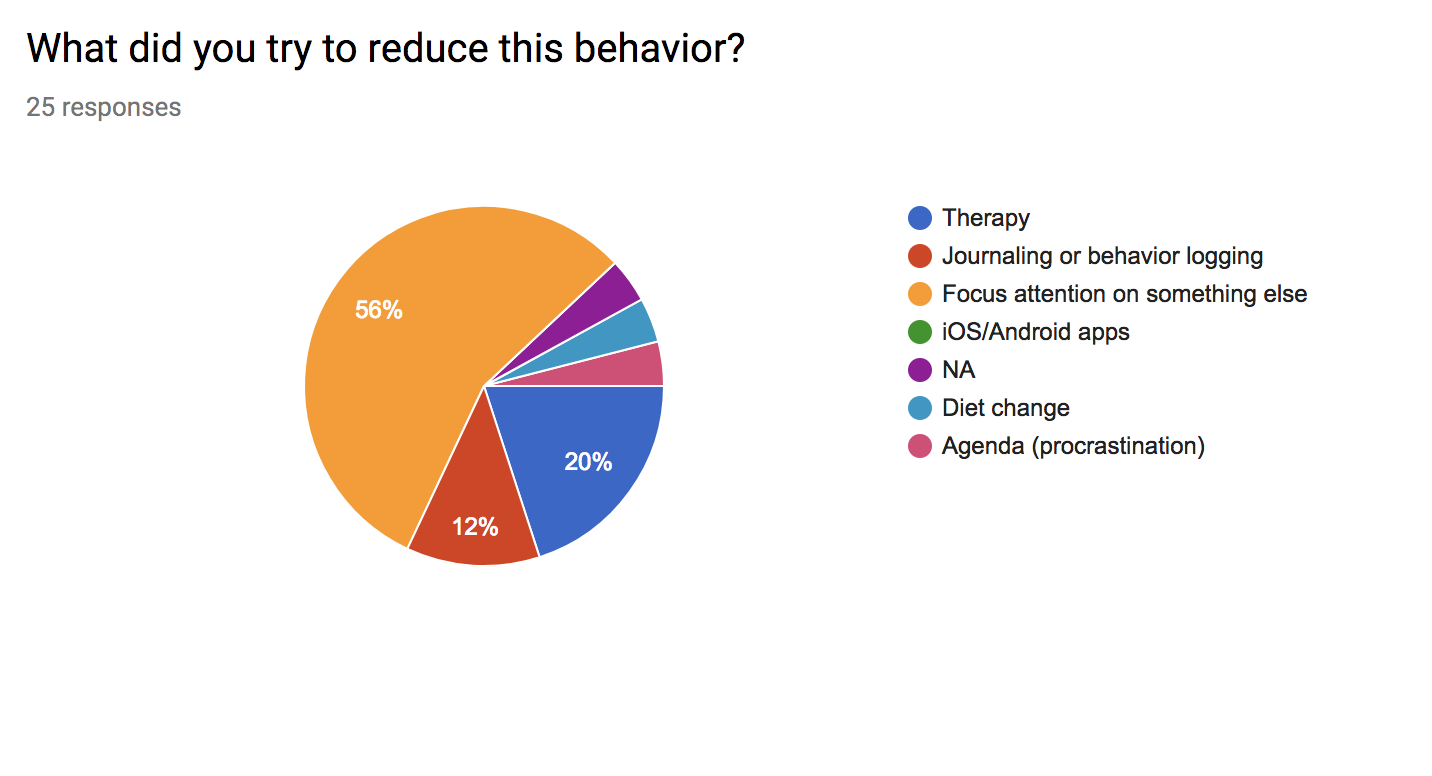
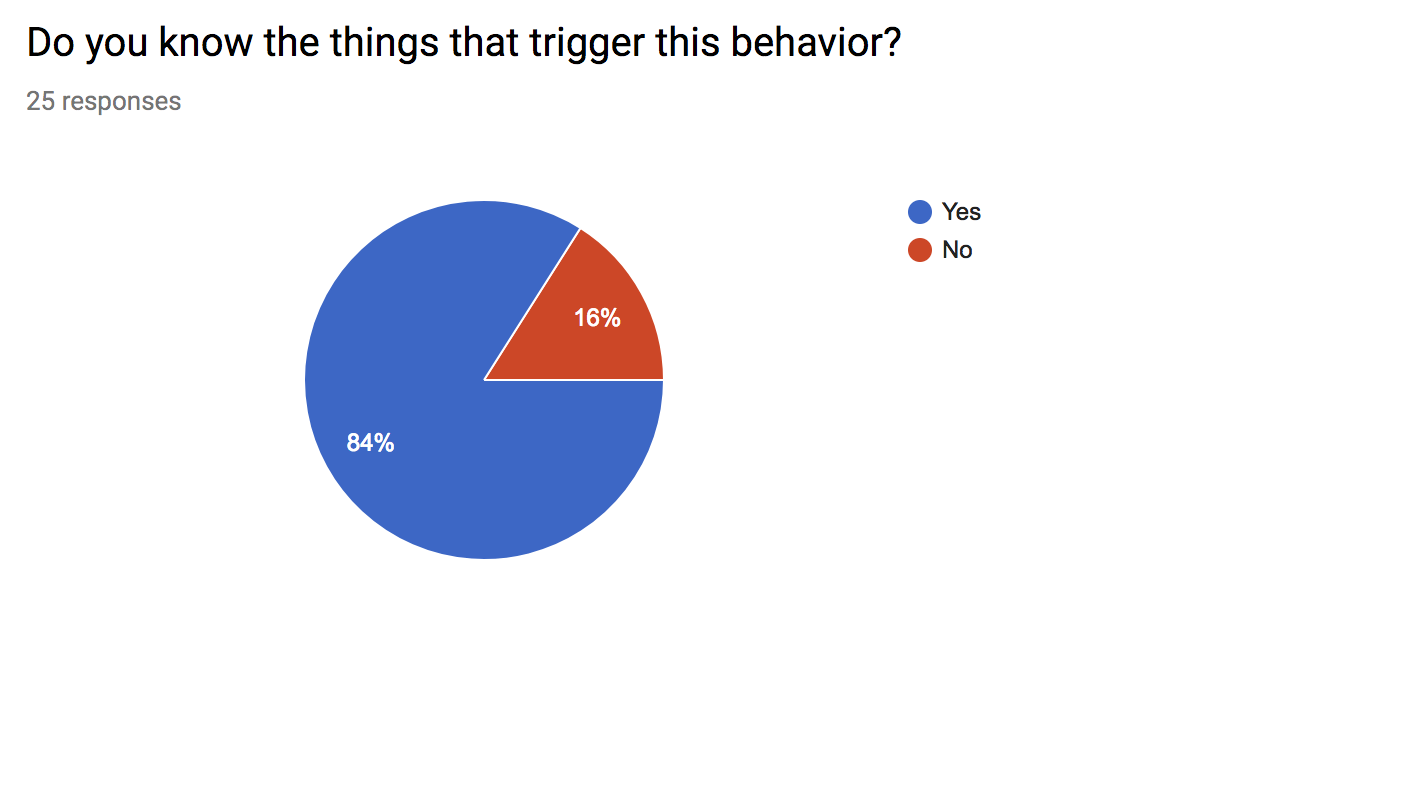
The most important conclusion to be drawn from the user research we conducted, was that every individual reported that they had a self-identified negative behavior that they are trying to reduce. Both the type of behavior and length of time exhibiting the behavior was fairly evenly spread amongst the different categories. On average, the self-identified negative behavior impacts the individual’s daily life at a 6.16 on a scale of 1 to 10 with 1 being the least affected and 10 being the most. In addition, 84% of individuals stated that they have tried, unsuccessfully, to reduce their behavior, through a variety of different methods. Of the methods we listed, 56% of people are attempting to refocus their attention on something else to distract from participating in their behavior. Lastly, 88% of people communicated that they would be interested in an iOS/Android application that aids in helping to reduce an individual’s negative behaviors. Based on the results of our survey we can conclude that not only does the problem exist but that a large majority of people are already interested in an application to help them reduce their negative behaviors.

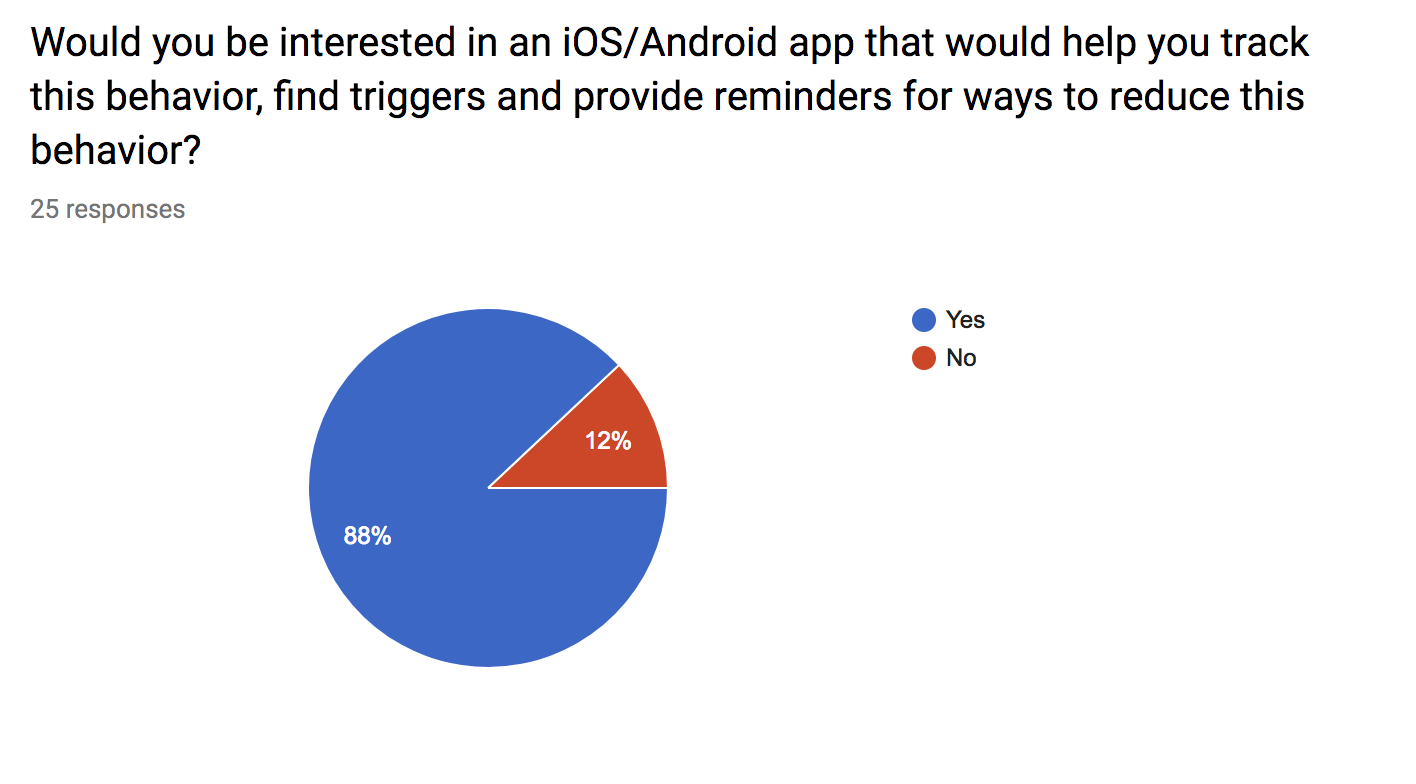
**User Research Results**











**Personas**

**Anxious Annie: The Experience Chaser**

“I want to regain myself control and composure in public.”

**Background:**

Single female

Age: 22  
Recently graduated from Middle Tennessee University   
Event promoter for Liquefied Bookings and music review writer

Recently moved to Colorado seeking adventure  
Living in a shared apartment with two friends and a few pets

**Motivation for using the app:**   
Annie is an adventure seeker and loves to make new friends and connect with people. She works for an event promotion company, so she can interact with the local music scene and meet the people involved. From time to time, Annie will suffer from anxiety attacks, which not only interferes with her ability to socialize, but completely undermines her self-confidence and comfort in social situations. This interrupts the lifestyle she has built around being a social and friendly person, and she longs to return to the time when she felt comfortable in public spaces.

**Personal Goals:**   
Annie wants to start using DayBreak to help mitigate her anxiety in public and social situations. At times she is tempted to turn to prescription drugs in order to help her relax in public, but she hopes to overcome her anxiety and function without the help of prescriptions. Eventually, Annie hopes to be freed from her anxiety, so she may pursue her love of connecting people without being slowed down by her triggers.

**Triggers:**   
Annie’s recognizes that her anxiety is often triggered by stressful environments, social pressure, and interruptions of her normal homeostasis. Some examples of stressful environments include long commutes in bad traffic or dealing with angry bosses and work deadlines. Annie often feels social pressure based on there being too many people in small spaces or someone she has a poor relationship with being around. Her homeostasis refers to normal conditions of wellness such as hydration,

**End user scenario:**   
It’s Friday night and Annie is headed out to see a local rock band who she wants to cover for an article. Earlier in the week, she notified DayBreak that she would be doing this, and using data about the venue and the event, DayBreak identified the following potential triggers: long commute, potential for high social density, and lack of healthy food options nearby. Before her scheduled time to leave, DayBreak will remind Annie to take a snack and her water bottle with her to the venue. Midway through the drive the app will suggest that Annie take a short break from driving and will provide a similar notification during the event so that she can remember to catch some air and relax.

**Family Man Frank: The irresponsible Father**

“I want to be a better husband and a more present father to my children.”

**Background:**   
Married Man

Middle Aged

College Educated   
Works in an office doing data analytics for Cox Auto

**Motivation for using the app:**   
Ever since Frank discovered the internet, he has been helplessly addicted to pornography. The power to have whatever type of woman he desires at his fingertips for free is too gratifying for him and he sometimes spends up to an hour a day browsing for and watching porn. He tries to hide this from his family, but his wife often catches him in the act. His performance in the bedroom has also been poor due to excessive masturbation and it has been causing tension in his marriage. He also tends to ignore his children and other responsibilities to masturbate.

**Personal Goals:**

Frank wants to spend more time with his kids and start fixing his relationship with his wife. Additionally, he has reached a point where he no longer enjoys masturbation and his sexual drive is starting to diminish due to loss of sensitivity. Frank wants to be able to enjoy sex again and be liberated from the infinite amount of porn on the internet. In order to do this, he recognizes that he needs to start reducing his porn consumption and hopes to eventually never watch porn again.

**Triggers:**   
 Frank often watches porn habitually, but he has been able to identify a few unique triggers that almost always lead to masturbation. After a considerably stressful day at work, he will come home and start watching porn immediately. Additionally, he will seclude himself to watch porn whenever he is arguing with his wife.

**End user scenario:**   
Frank comes home from work after being yelled at by his boss for an accidental mistake. The whole drive home, he hasn’t thought about anything but what kind of porn he is going to watch when he gets there. He walks into his house and makes brief eye contact with his wife before looking away shamefully and walking to the bathroom. He hears her scoff from the kitchen and slam the door to the bedroom. He pulls out his phone to see a notification from DayBreak: “Hey Frank! Open me up before you get started.” He unlocks his phone and DayBreak opens immediately. DayBreak prompts Frank asking about work and Frank marks that his day went poorly and that he is stressed. DayBreak suggests several stress-relieving activities, ranging from a walk outside to drinking a cup of hot tea while listening to classical music. Without giving him orders, the app gives him a message wishing him luck and well-being. Frank ignores the suggestions and navigates to his phone’s web browser to start looking through videos. 5 minutes after closing DayBreak, the app sends him a notification: “Hey Frank! Hope you’re spending your time productively.”. Frank closes his browser, leaves the bathroom, and goes to spend time with his kids.

**Music Maker Max: The Songwriter**

“I want to increase my day to day productivity and finish the things I start.”

**Background:**   
Single Male

Mid 20’s

Lives with two roommates in a California flat

Dropped out of college to pursue music

Doesn’t work but has large savings from a nest egg

**Motivation for using the app:**  
Max dropped out of college when he was 19 because he realized he didn’t want to do anything with his life except make music. He moved to California from Arizona and began smoking a lot of weed recreationally. He started using marijuana with his roommates who both work at a dispensary and are very big fans of weed and weed culture. Initially, Max fell in love with pot because it helped him fall asleep at night and rest better and expanded his creative abilities. Max loves to play music while under the influence of weed and always smokes before going to bed. He has recently recognized that he has been using marijuana as a crutch and has found himself doing nothing but smoking and watching netflix more and more as time goes on. Instead of exploring the depths of human emotion and expressing his artistic vision, he gets high and plays videogames and falls asleep. This is not the life Max wants for himself, and he yearns to experience marijuana as an enhancement for his life and not the center of it.

**Personal Goals:**   
Max wants to reduce his marijuana consumption, but since he views the drug as a useful tool for sleep and creative thinking, he is apprehensive to quit entirely. He has also realized that if he stops cold turkey he has trouble falling asleep and eating properly and feels miserable in general. Max wants to slowly reduce his consumption over time to turn a habitual addiction into productive use of a tool. He also recognizes that the habit is expensive and that it is not sustainable.

**Triggers:**

Max notices that he generally smokes at certain times of day and the routine of doing so has created a habitual need to smoke. He usually smokes immediately upon waking up, before eating any meal, when his roommates get home from work, and before going to bed. Max would like to continue smoking with his roommates from time to time but also recognizes that doing so is not the best thing for his productivity or his dependence on the drug.

**End User Scenario:**   
Max wakes up on Monday morning and looks at his phone. He has a couple of messages, including a notification from DayBreak: “Good morning, Max! Let me know how I can help you have a productive week.” Max opens the daybreak app to see several suggestions about what to eat for breakfast. Daybreak tells Max he can help his appetite by avoiding carbonated drinks, having a lot of water 30 minutes before his meal, and starting off his meal with a good source of low-fat carbohydrates, like a bowl of cereal with low fat milk or some toast with a sparing amount of butter. In the afternoon, DayBreak suggests that Max go outside for a while and get some exercise. About two hours before bedtime, he gets another notification from the app. “Almost time to get ready for bed, Max!”. He opens DayBreak and sees several suggestions to improve natural rest such as avoiding fatty foods before bed, reducing screen time, and some breathing techniques for deep sleep.

**Application Description**

Our application is a person-centered approach based off of a harm-reduction modality of treatment aimed at decreasing behavior the user has deemed problematic for themselves, with a focus on addiction. The user will approach the app with their own conceptions about what behaviors they participate in that they wish to reduce, as well as set their own goals for addressing these behaviors, as to not impose judgment on what the user is doing or what they intend to get out of their experience. With the user in charge of their own behavior, and already in possession of the will to change it, our app will prove to be an effective tool for all those whom use it as intended. We will allow the user to register their triggers, so they can be prompted to remember to avoid them as well as be prompted with productive tasks they’ve specified they would like to do. These are generally development of a skill or the creation of something (i.e. learning an instrument, making art, and reading). Additionally, we will prompt the user daily to register the strength of their cravings, as well as provide a short excerpt on how they’re feeling, for them to look back on if they should so choose. With a focus on the user’s autonomy and an approach centered on improvement rather than simply cessation of behavior, we hope to achieve a greater success than more stifling and judgmental programs.

**Task Analysis**

**Task 1: Setting up the app**

1. Downloading the app

a. Open the app store/ google play store for IOS or Android respectively

b. Search “Checking Back” on the store

c. Press the download button

2. Open the app

3. Fill in starting information

a. User fills in app prompt for behavior they would like to reduce

b. Prompt pops up for potential triggers

c. User can fill out as many of these as they want

a. Can select + to add a trigger or done to move to next step

d. Ask the user if there are any activities they would like to work on in replacement of their addiction.

4. Checking Back is now set up and will begin sending daily reminders and asking for user feedback

**Task 2: Providing daily feedback**

1. Receive notification from Checking Back

2. Open the app

3. User fills out quick set of questions

a. (not exact wording) How strong are your cravings today? (1-10 scale response)

b. (not exact wording) How are you feeling? (free response)

4. App logs user response into a calendar

5. App thanks them for providing feedback

**Task 3: Accessing previous days feedback**

1. Open the app

2. If necessary, fill out the daily feedback (Task 2)

3. Open the calendar

4. Scroll until the desired day is found

5. Click on the day to open up a page showing responses to questions on that day as well as any additional information about their activities the user provided, or the app calculated.

6. User can click back to return to the calendar or exit the app

**Existing App Research**

There already exist many mobile applications designed to aid users in harm reduction through features such as behavior logging, visualization of the behavior through charts and statistics, and by providing helpful information about decreasing the frequency of harmful behaviors. Our app differs from existing apps in that we are not targeting one particular behavior or habit. We wish to help and be applicable to users who suffer from any behavior that they wish to reduce or quit including, but not limited to smoking or nicotine consumption, excessive drinking, recreational drug use, self-harm, or excessive spending.

Everyone who progresses through a reduction of harmful behavior will do so at a different rate. Rather than giving the user predefined milestones to reach over a prespecified period of time, we believe that it is important to allow the user to define their own objectives to strive towards at whatever pace they feel is appropriate for their situation. Users of the app will be urged to write daily about their engagement in the behavior, their cravings to engage in the behavior, the things that trigger their cravings, how they are generally feeling, and any other information that they may think is important for their harm reduction. Rather than just recording usage, our app, through these daily memos, will allow the user to reflect on their behavior and feelings as they work forward. These are features that are not present in other mobile apps designed for the reduction of harmful behaviors.

Additionally, our app differs from others currently on the market in its use of trigger logging and prompts to perform an alternative action. The user will be able to specify and list the triggers that make them wish to engage in their harmful behavior. If they recognize that one of these triggers is happening or may happen in the near future, they can utilize the app and be prompted to engage in an alternate, healthier behavior such as exercising, reading, or creating art.