

Examples of Unnecessary Concerns, Distorted Ways of Relating & Weird Thinking Styles

Unnecessary Concerns: the software influences what the user thinks about. Users want to think about certain things, but screens may lead them to think about something else. *Some examples:*

- **Am I Missing Something Important?:** Come back and keep checking in case something important came in. Ex: email, lock screen. *Contrast with: Presence*
- **Could I Be Doing Something More Optimal?:** Concern that something better is out there, and shouldn't settle. Ex: Yelp results. *Contrast with: Presence*
- **Did they Receive My Message?:** When/will they get back to me? Still on their way? Ex: Distracted driving. *Contrast with: Clear Expectations*
- **Will I Remember to Respond to This?:** Will I be able to find/keep track of this later? Ex: Pocket. *Contrast with: Peace of Mind*

Distorted Ways of Relating: the software suggests ways of approaching or understanding your relationship with another human being. *Some examples:*

- **Fulfilling Obligations.** Thinking about others in terms of what you owe them. Ex: email. *Contrast with: Presence.*
- **Getting Endorsements :** Thinking about others in terms of lightweight social approval. Ex: FB/Instagram likes, LinkedIn endorsements. *Contrast with: Vulnerability*
- **Discussing Content:** Thinking about others in terms of indirect conversations. Ex: @mentions. *Contrast with: Vulnerability*
- **Being Companions for One Another:** Thinking about others in terms of readiness to help & support. *Contrast with: Solo*
- **Being On My Own:** Thinking about situation as if I'm on my own. Ex: calendar, meditation apps. *Contrast with: Companion*

- **Comparing My Status:** Thinking about others in terms of how they compare to you. Ex: # followers or # likes. *Contrast with: Supportive or Vulnerable*
- **Influencing Others:** Thinking about others as audience of your personal brand. Ex: Dating profiles. *Contrast with: Vulnerability*
- **Browsing People:** Thinking about others as anonymous commodities, means toward end. Ex: Tinder profiles. *Contrast with: Expressive*

Weird Thinking Styles: the software supports certain ways of approaching or relating to your environment, your to-dos, your time, etc. Interface elements and sort orders usually imply a thinking style. *Some examples:*

- **Plowing Through It:** prioritizing checklists, GTD. Ex: email. *Contrast with: Self-Reflection, Strategic*
- **Infinite Exploration:** Infinite options, never done. Ex: FB (Bottomless feeds), Tinder (endless matches). *Compare with: Intention-First*
- **Comparison/Prioritization:** Comparing/prioritizing lots of options. Ex: Yelp results, Kayak. *Contrast with: "I'm feeling lucky"*
- **Time is Scarce:** Feel like time is running out, always behind. Ex: Calendar. *Contrast with: Abundant Time*
- **Voyeur/Observer :** Thinking of self as outside observer of a situation. Ex: Secret. *Contrast with: Participant*
- **In a Virtual World:** Disconnected from body and surroundings. Assumption that people and places nearby are irrelevant. Ex: Infinite feeds. *Contrast with: Embodied*