**1. Does your product honor both on and off-screen possibilities?**

Most apps and websites offer screens of choices that implicitly steer the user to stay on the screen longer (like Yelp's nearby restaurants list which encourages people to pogo-stick between options *on the screen*). In your product, how could your design include choices that send the user off the screen, or help them remember what they really want to be doing?

**2. Does your product make it easy to disconnect?**

It's hard to disconnect from many products without being left with lingering concerns, clouding our ability to be present in the rest of our lives. In your product, how can you design to make it easy to completely disconnect and eliminate any concerns we might have? Can you help us live our lives without feeling like we need to check if we missed something?

**3. Does your product enhance relationships, or keep people isolated?**

Many products unintentionally give people choices that keep them isolated – a next video to watch by themselves, a document to work on by themselves – which leave people disempowered. In your product, how could you offer social choices that bring users together, or empower people to find warmth or social support just a click away?

**4. Does your product respect people's schedules and boundaries?**

Many products send emails or notifications on *their schedule* in order to maximize conversions or fulfill the businesses' goals. In your product, how can you respect the timing, frequency and duration of use that would most align with the user's ideal life?

**5. Does your product help people "get life well lived" (GLL)?**

Even products that help people "get things done" (GTD) can help people shovel around a set of tasks that doesn't add up to what's most "time well spent" for them. In your product, how can you help the user "get life well lived" (GLL) and focus on the most important things that matter to them, in their life?

**6. Does your product land specific, "net positive" benefits in people's lives?**

Many products talk about how they want to help people's lives, but how can we actually measure it? In your product, can you identify the most lasting "time well spent" experiences and optimize in order to bring about those changes?

**7. Does your product minimize misinterpretations and empower truth-seeking?**

Many text communication products make it easy for people to misunderstand each other and lead to unnecessary conflicts that prolong screen time. In your product, how can you help minimize misinterpretations and emphasize clarity and mutual understanding?

**8. Does your product eliminate detours and distractions?**

Many products mix in distracting detours that take users away from their original goals. In your product, what are the most common goals people have? Do they ever get sidetracked? How could you design to give people direct pathways to get where they want to go, and be done afterwards?