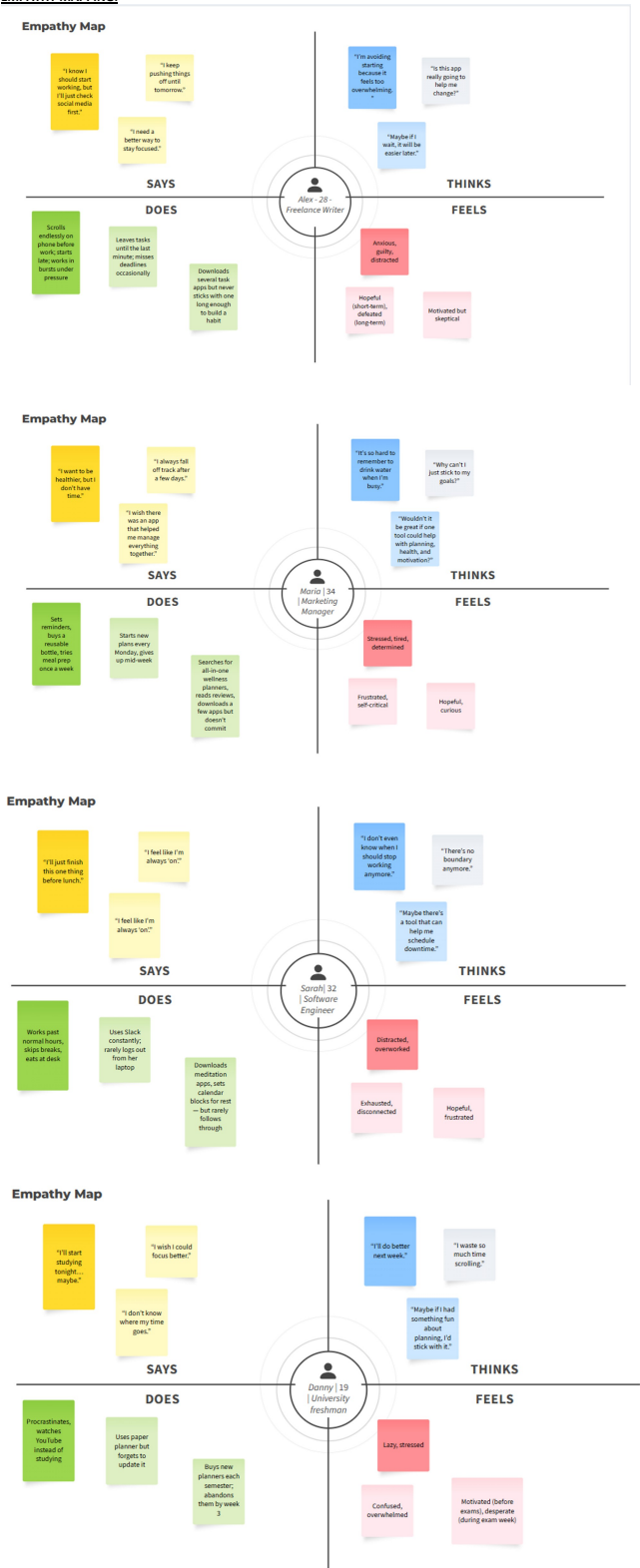
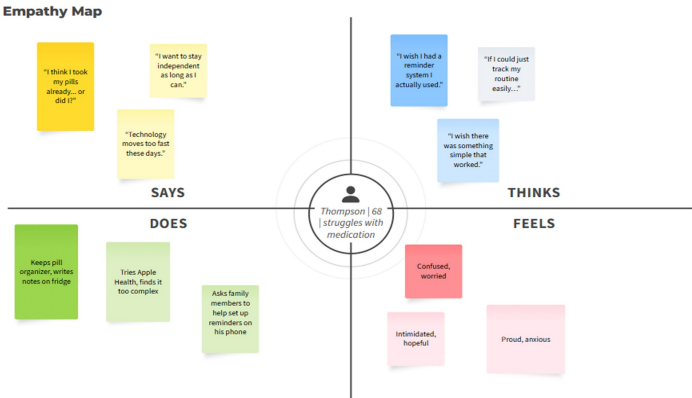
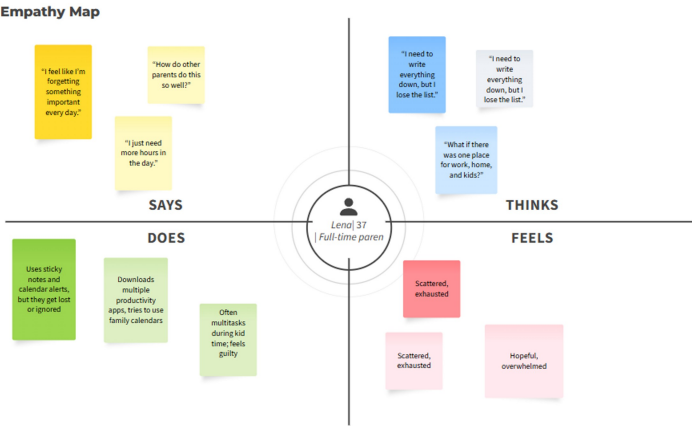


EMPATHY MAPPING:





SHADOWING & DIARY STUDY

General Observational Goals:

- How does Alex start his day?
- What tools does he use for planning and task management?
- What causes him to delay starting tasks?
- Does he track health habits (hydration, meals)?
- How does he manage transitions between tasks?

Specific Behavioral Questions:

- How often does Alex switch between apps before starting work?
- Does he follow a routine or structure?
- Are there moments when motivation drops significantly?
- Does he have any system for tracking hydration or wellness?

- Where : Alex works from a home office.
- When : You'll shadow Alex over the course of one full day — from morning until evening.
- Duration : ~6–8 hours
- Tools to Track : Todoist, Chrome, Slack, Notion, Apple Health

Time	Says	Thinks	Feels	Does	Tool Used	Pain Point	Opportunity
7:30 AM	"I should start working now."	Wants to begin but feels overwhelmed.	Motivated (initially)	Opens laptop, checks phone notifications	Phone, Chrome	Starts strong but gets pulled into social media	Visual prioritization & focus mode
8:00 AM	"Just a quick Reddit break."	Uses news browsing as procrastination tactic	Distracted	Browses Reddit, watches YouTube video	Chrome	Gets stuck in distraction loop	AI-powered prompt to refocus
9:00 AM	"Okay, time to actually work."	Feels guilty about wasted time.	Frustrated	Opens Notion, creates a to-do list, starts writing	Notion	List too vague; lacks structure	Guided templates + task breakdown
10:30 AM	"Need to take a break."	Hopes to return refreshed	Tired	Watches more videos, scrolls endlessly	YouTube	Break becomes long distraction	Pomodoro timer + accountability
12:00 PM	"I should eat something."	Realizes he skipped breakfast	Hungry	Makes lunch while checking email	Email	Multitasking leads to scattered focus	Scheduled blocks for meals + work
1:00 PM	"Back to work."	Still tired from break	Overwhelmed	Repeats same pattern as earlier	Notion	No progress tracking or feedback	Progress dashboard + motivational nudges
3:00 PM	"I should drink water."	Remembers hydration goal	Guilt	Drinks water quickly, forgets to log it	Water bottle only	No system for logging health habits	Hydration tracker + reminders
5:00 PM	"Didn't get half of this done."	Feels defeated by lack of progress	Stressed	Scrolls through unfinished tasks	Todoist	Tasks feel unmanageable	Task prioritization + smart suggestions
6:00 PM	"Tomorrow I'll do better."	Hopes to improve tomorrow	Resigned	Logs off early due to fatigue	Laptop closed	Lack of sense of accomplishment	End-of-day summary + habit rewards

Observation to product opportunities:

Observed Behavior	Problem	Your App Can Solve It By...
Gets distracted by social media before starting	Difficulty focusing in the morning	Add a "Focus Mode"; or guided start screen
Uses vague to-do lists	Lacks structure	Offer smart templates and task breakdown
Skips health habits like hydration	No tracking system	Integrate passive hydration tracker
Loses momentum after breaks	Breaks turn into distractions	Include Pomodoro timer with end-time prompts
Feels defeated at the end of the day	No reflection or feedback	Daily summary and habit streaks

Persona	Main Struggle	Product Feature to Address
Alex (Procrastinator)	Delaying tasks, poor structure	Focus Mode, Smart Templates, AI Prompts
Maria (Overwhelmed Health Enthusiast)	Forgets hydration, meal prep	Passive trackers, Weekly Meal Planner
James & Priya (Shared Household Chaos)	Chore conflict	Shared cleaning scheduler with gamification
Sarah (Remote Work Burnout)	No boundaries	Timed work blocks, mindfulness prompts
Danny (Student with Poor Time Management)	Cramming before exams	Study planner, habit streaks
Lena (Busy Parent)	Managing kids's schedules	Unified dashboard for work + family
Jordan (Gamification Lover)	Needs accountability	Habit leveling, challenge badges
Mr. Thompson (Elderly Routine Tracker)	Forgets medication times	Visual planner + voice commands

USE CASE VALIDATION

Criteria	Description
Real Problem Exists	Is time tracking a real pain point?
User Would Adopt It	Would users switch or try this feature?
Solves Key Friction	Does it reduce stress, confusion, or inefficiency?
Measurable Outcome	Can success be tracked (e.g., time saved)?
Scalable Across Personas	Is it relevant to multiple user types?

- Validation using personas

Persona	Real Problem	Adoption Likelihood	Solves Friction	Measurable Outcome	Scalability	Result
Alex – The Procrastinator	✗ Doesn't realize how much time he wastes	✓ Would adopt if it helps him start tasks	✓ Reduces procrastination by showing time spent	✓ Logs show wasted time → awareness	✓ Useful for remote workers & writers	✓ Validated
Maria – Overwhelmed Health Enthusiast	⚠ She knows she struggles but doesn't track time	✓ Would adopt to better plan her routine	⚠ Could help manage time between work and health goals	✓ Tracks progress over time	✓ Useful for health-focused users	✓ Validated
Danny – Student With Poor Time Management	✓ Constantly feels like he's running out of time	✓ Would adopt to improve study habits	✓ Helps identify time-wasters (YouTube, social media)	✓ Visual feedback motivates behavior change	✓ Relevant for students and learners	✓ Validated
Sarah – Remote Work Burnout	✓ Feels like she's always working	✓ Would adopt to set boundaries and track downtime	✓ Helps separate work from personal life	✓ Clear before/after usage data available	✓ Useful for all remote workers	✓ Validated
Lena – Busy Parent Managing Everything	✓ Often forgets what she did in a day	✓ Would adopt to better organize family + work	✓ Shows how much time is spent on kids vs work	✓ Useful for caregivers and multitaskers	✓ Applicable across lifestyles	✓ Validated
Mr. Thompson – Elderly User Managing Routines	⚠ He uses paper planners but forgets to update them	⚠ May not adopt unless UI is extremely simple	⚠ Might benefit but needs accessibility support	✓ Could help him stay independent longer	⚠ Needs customization for seniors	⚠ Partially Validated
Jordan – Gamification Lover Who Needs Accountability	✓ Wants to know if he's being productive	✓ Would adopt if it includes rewards or leveling	✓ Makes time visible and actionable	✓ Habit streaks can be tracked	✓ Engages gamified users	✓ Validated

- Opportunities Identified

Feature	Opportunity
Focus Mode	Blocks distractions during planned time blocks
AI Task Suggestions	Learns from past behavior to suggest optimal schedules
Idle Time Detection	Alerts when user is off-task for too long
Task Duration Prediction	Suggests how long a task should take based on history
End-of-Day Report	Shows time spent vs. goals
Integrations	Sync with calendar, email, and health apps

DEFINE SUCCESS

Metric	Goal
Daily Active Users (DAU)	>50% of users open the app daily
Average Time Tracked per Day	6+ hours logged weekly
Task Completion Rate	70% of scheduled tasks completed
Retention after 30 days	>60% continue using after trial
NPS (Net Promoter Score)	Target: 40+
User Feedback	Collect qualitative feedback via in-app prompts