
Prompt: Establishing A Routine During Quarantine

Mindset+

Develop your **best mindset** towards **productivity**.

Discover your **best approach** to **successful task-completion**.

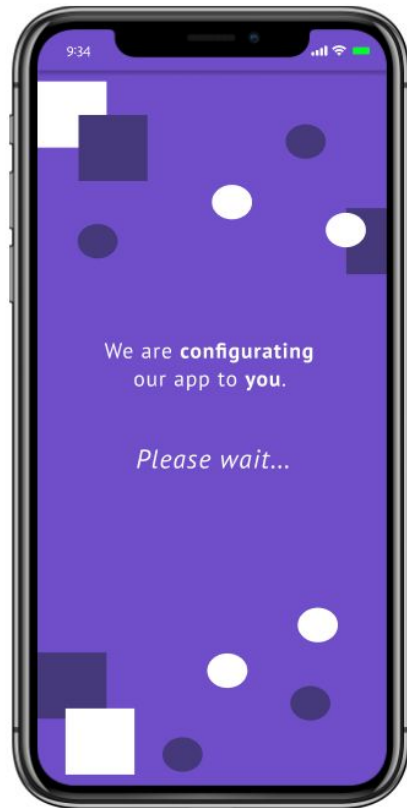
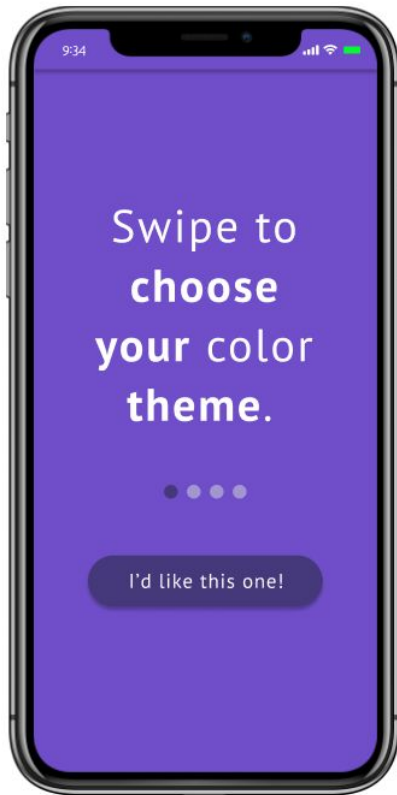
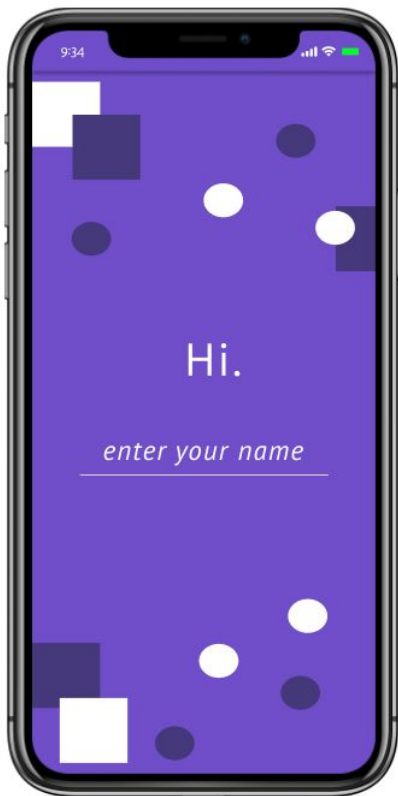
Developed and Designed by Roxane C, Joy H. and Wendy S.

What is Mindset+?

A Discovery of **Your Best** **Approach** to Productivity

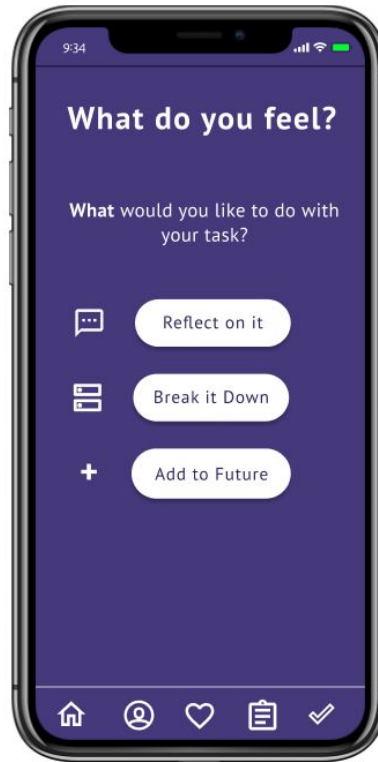
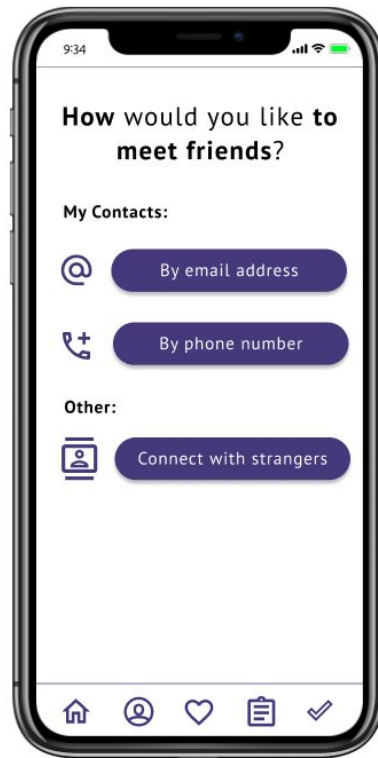
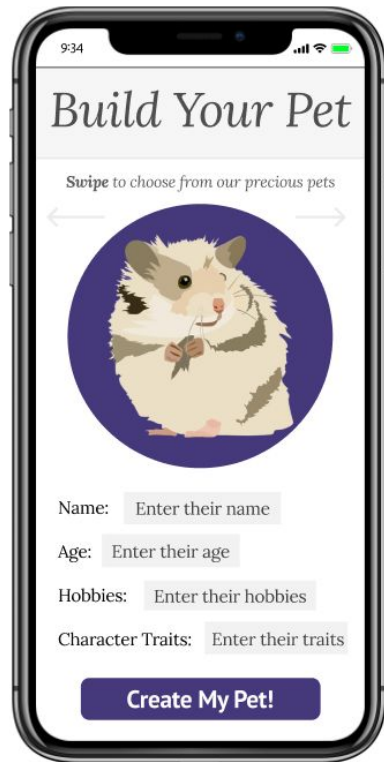
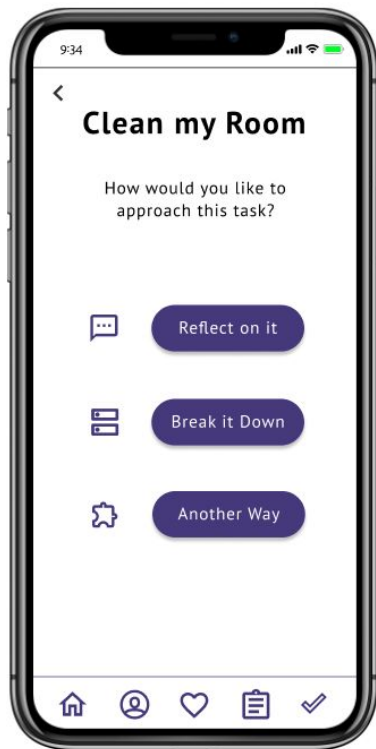


And, we really do mean *yours*.



**That's right. We provide
the platform, you make the
decisions.**

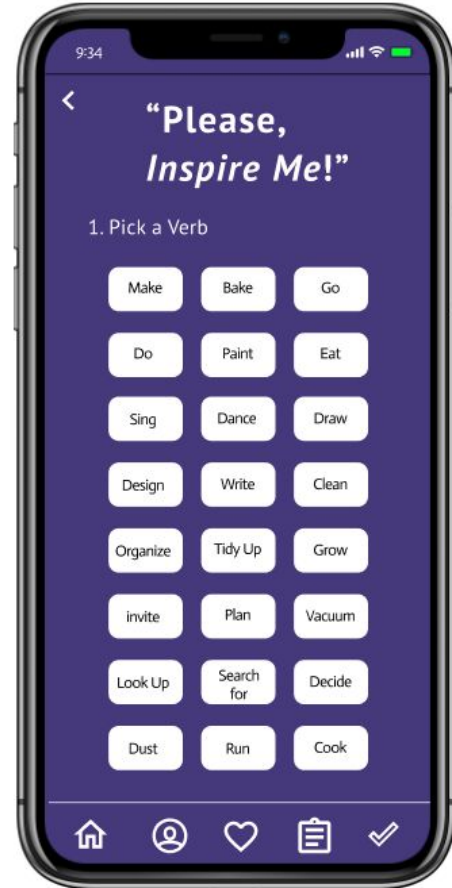
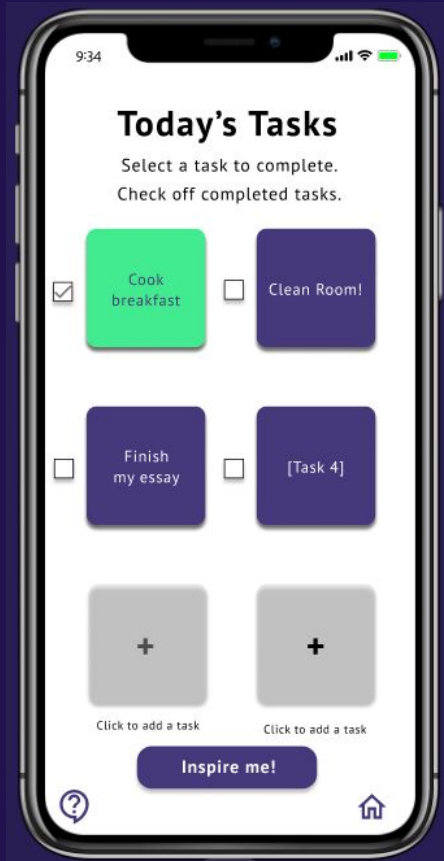
No tricks here. Pure self-productivity.



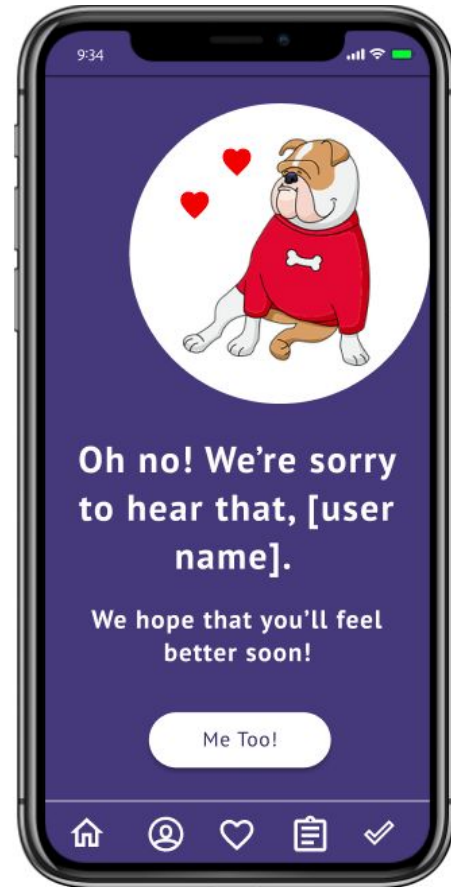
IN A NUTSHELL,

Mindset+ is...

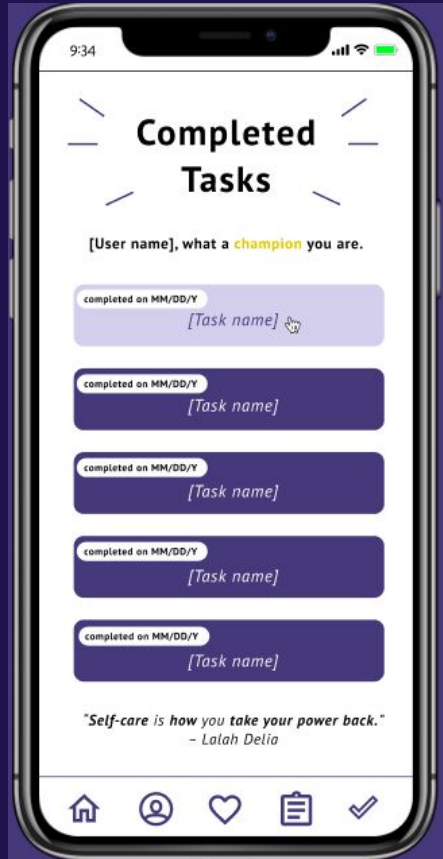
A space to *feel inspired.*



A space to *feel supported.*



A space to *feel productive.*



Why did we build Mindset+?

Justifying Our Design Decisions

Competitor Analysis:

Who are they and **What** do they offer their users?

The Negative Connotation of the word "productivity"	Habitica "Gamify Your Life"	Google Calendar "Make the most of every day"	Todoist "Organize it all with Todoist"
<i>Stop Trying to be Productive</i> (The New York Times) by NYT Tech Reporter Taylor Lorenz	Strengths: <ul style="list-style-type: none"> - Interactivity creates incentives: user can earn Experience and Gold. - User is an avatar in a game. Huge appeal to gamers of all ages. 	Strengths: <ul style="list-style-type: none"> - Easy collaboration, planning and sync through G accounts. - Calendar + Events view. -Free 	Strengths: <ul style="list-style-type: none"> - Useful, easy, multi-app free version - User can tag activities under group. - Inbox system: can write tasks, but assign them later.
Insight: American hustle culture idolizes productivity. Huge pressure to be productive, from peers, bosses, instead of one's desire to achieve a goal. <i>What we will do:</i> productivity: "achieving a result." (Oxford Dictionary.) Our result will be well-being.	Weaknesses: <p>Limited free version.</p>	Weaknesses: <p>"Make the most of every day"</p> <p>One-stop tool for tasks, events, appointments, etc. all connected to one gmail.</p>	Weaknesses: <ul style="list-style-type: none"> - Difficult to create a template: can't clone a series of tasks. - No zoom out, calendar view.

User Research Insights:

- “If I were to open **my Google Calendar** now and find it **blank**, I would be **lost**.”
- “I **definitely use social media more in quarantine** than I did at school (...) but **it’s dangerous: it sucks you in**.”
- “I would **only** use an **app to help me build** a routine. Once it’s built, why would I use it? It’s all in my head now.”
- “I did a thorough **social media cleanse**: I **unfollowed** toxic people, deleted junk mail, **unsubscribed** from newsletters I just didn’t read, **stopped** texting people as much (...) It was **so refreshing**. (...) ”
- “I have **a spreadsheet** for job applications, which **helps me see the gains I’m making and feel proud**, even if I’m not working on them everyday.”
- “Whenever I do something, **it’s nice to share it with people that I care about. It doesn’t feel competitive, because I don’t just share my accomplishments but also the bad parts**. I mostly **share** with close **friends+family** instead of social media, which makes it less competitive.”
- “**Everything** is now **done on my schedule**. There are no distractions from the things of this world. I **don’t have to worry about other people’s plans when making my own**.”

Our (Resulting) How Might We's:

How Might We ...

1. **Demonstrate** the power of **small habits** in developing a routine?
2. **Guide** people to feel **stable** in their **new** working **environments**?
3. **Help** people explore a **non-competitive, self-accountable** process in quarantine?



Success!



Our Ideal Users: A Variety of Needs

Andrew



About: 1st-yr college student, passionate about filmmaking.
Goals: Win an Oscar.
Needs: A system that allows him to start small and gradually build a routine.
Frustrations: Where do I start??

James



About: 3rd-yr college student passionate about writing.
Goals: Jump-start his writing career.
Needs: A way to limit phone time and increase productivity.
Frustrations: Shorter attention span.

Maya



About: Recent biochemistry graduate.
Goals: Pursue sustainability research or medicine.
Needs: Motivation to complete small tasks.
Frustrations: Struggles with keeping herself accountable.

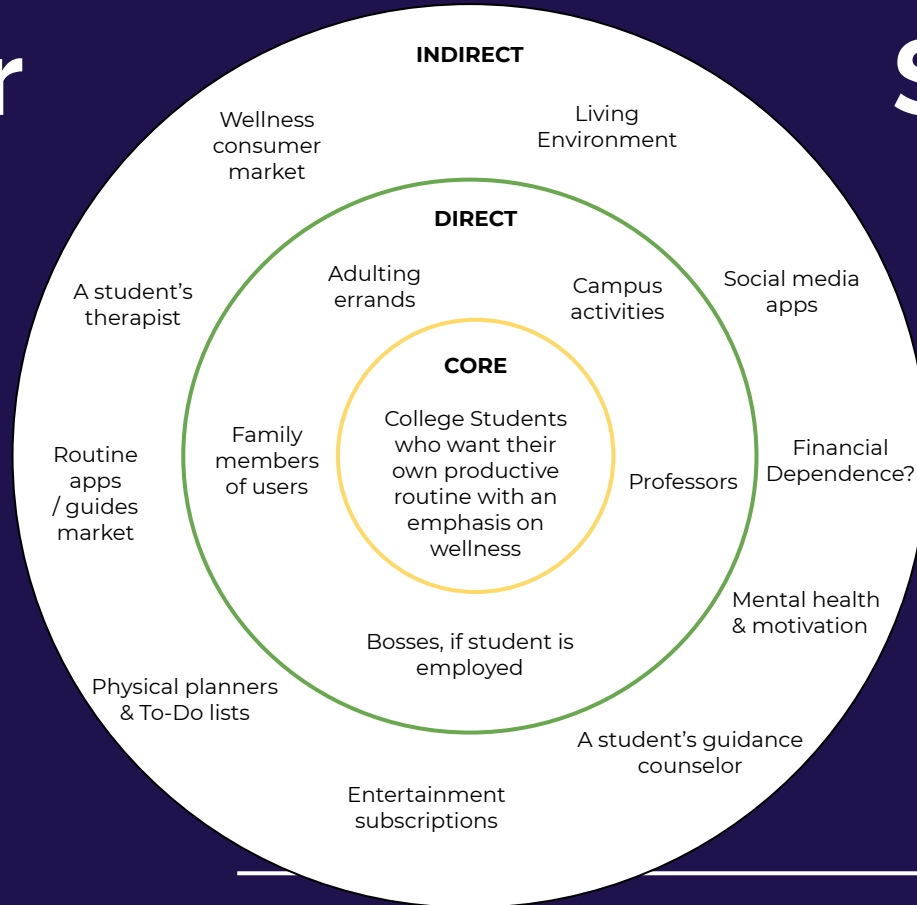
Phoebe



About: Education grad student with a Youtube productivity channel.
Goals: Start an educational counseling agency.
Needs: Reminders to take a break.
Frustrations: Workaholism.

Our

Stakeholder Map



KEY:

Indirect: responsibilities & influences – what impacts what we can put on our calendar / in our daily routine?

Direct: who is putting time on my calendar?

Core: our user population.

Opportunity Areas

1. **Frame time** or **add structure** to **phone usage** → increased **awareness** of Screen Time? Actual **limitation** that **can't be extended** or pushed back? Increased **knowledge** and **research**?
2. **Improve** our **users' relationship with themselves** by **encouraging** or **imposing self-care / me time**: **make our users their own friend**.
3. Create a **positive relationship** with **tasks** at hand / discover **motivation** through fostering **understanding, a sense of accomplishment, reward systems**.
4. **Add structure** to **people's evenings** through **recommendations, inspiration, research** and **advice**.



1. **Electronic Device usage lacks a time frame** – people **“waste time”** on social media, **“guiltily** watch Netflix” and **“regret”** watching Tik Tok for so long.
2. **Lack of confidence** ensues **lack of motivation** and **procrastination**– **“no reason not to** do it,” “I guess **I’m just unmotivated,**” “**I doubt my abilities.**”
3. **Unmotivated people don’t see / grasp** their **tasks’ importance**.
4. People **don’t know what to do** in the **evenings** – Then I **“hang around** until bedtime,” “**I mess around until 2am** and go to sleep,” etc.

**Pain
Points**

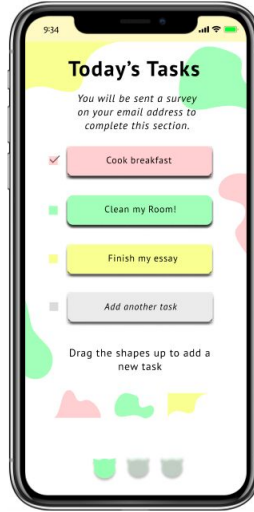
OUR PROGRESSION AND REVISING PROCESS

Our Initial Prototype



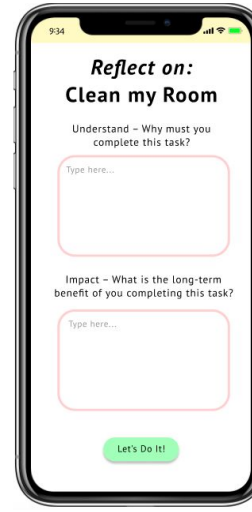
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A personalized Welcome Page with a calming pastel color scheme



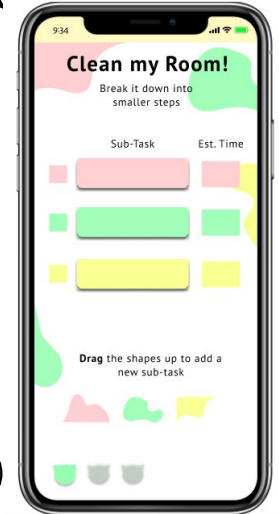
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Daily tasks laid out in one spot. Drag and drop the shapes to add a new task



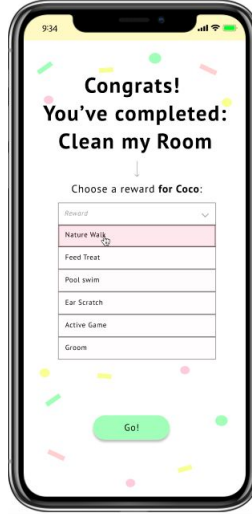
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After selecting a task, our user reflects on it using the questionnaire.



4

User must break their tasks into smaller sub tasks. Same drag and drop feature used.



5

After completing their task, the user picks a reward for their pet.



6

Animation shows user's pet obtaining the reward.

Finish.

Our User Testing Heat Map

OUR INITIAL PROTOTYPE

Categories	User #1	User #2	User #3	User #4	User #5
First Impression of UI/Welcome Page	Green	Green	Green	Green	Green
Clarity of instructions	Red	Yellow	Red	Red	Red
Create Your Pet	Green	Green	Green	Green	Red
Dragging Tasks on Today's Task Page	Yellow	Red	Green	Red	Green
Task Reflection	Yellow	Yellow	Red	Yellow	Yellow
Task Break-Down	Red	Red	Yellow	Green	Yellow
Choosing Pet Reward	Yellow	Green	Yellow	Green	Red

Main Takeaways from our User Testing:

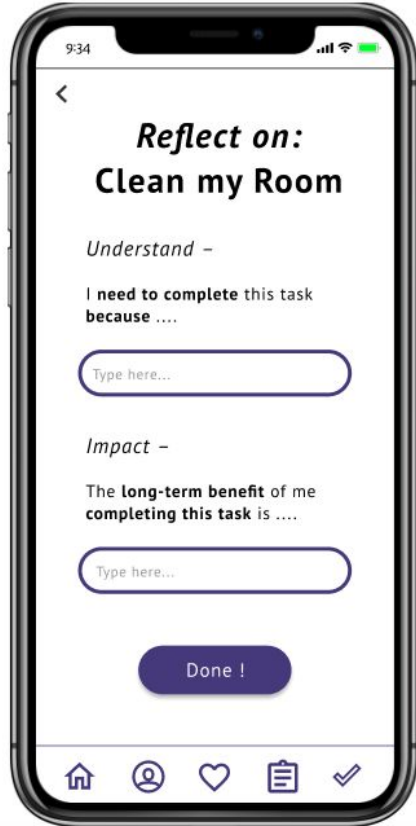
- **Color scheme**, although appealing to some, may **not** be **accessible**
 - **Change:** make the whole design black, white, and one accessible color (dark purple)
- **Mission Statement + Instructions** had **too much text**
 - **Change:** split this page into multiple pages with more concise writing
- **Dragging of tasks** combined **with color** scheme was **not intuitive**
 - **Change:** make everything unicolor and replace dragging with simple clicking
- **Reflection + Task Break-Down** **wasn't useful** for **everyone nor every task**
 - **Change:** make them optional so the user's app is completely personalized
- **Pet** was **well-received**, but **wasn't present enough** throughout the app
 - **Change:** implement the pet feature into more parts of the app, including a social element.

Mindset+'s Main Features – Revised



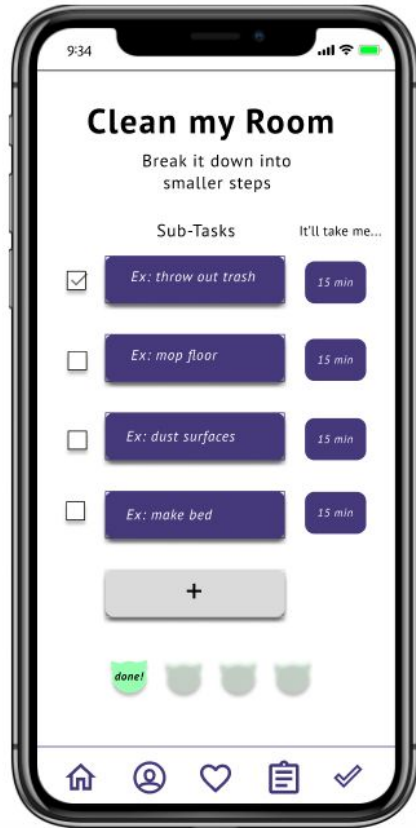
A self-accountability process: Your Very Own Task Buddy

- User builds a pet **to take care of** through **task completion**.
- Pet happiness level **keeps user accountable**.
- **Non-toxic motivation** to be productive.



Different Task Approaches - Reflection

- Users have the option to **reflect on their task** before beginning it.
 - Allows users to **understand** their **relationship with the task**, whether it is **positive or negative**.
 - As a result of reflection, user may feel **more inclined** and **motivated to complete the task**.
-



Different Task Approaches - Micro-productivity

- Users have the option to **break their large tasks down** into smaller steps, making them appear **more manageable**.
 - Accomplishing **sub-tasks** may make **users feel more self-confident** and **motivated** to complete the entire task.
-



A Feel-Good Social Element

- When a **user completes all tasks for the day**, they **have the option** to **connect with people** through a pet playdate.
 - They can **choose** their means of social connection: through phone number, email address or strangers.
 - ***Scenario:*** The pets and the owners all hangout. All are happy and leave the playdate **feeling supported**.
-



With Mindset+, a user gains:



- ❑ Self-confidence and positive relationships with themselves and their tasks.
- ❑ A method that makes tasks less intimidating and more manageable.
- ❑ Self-accountability.
- ❑ Uplifting, non-competitive social connections.



Now, it's **your turn.**

Discover Mindset+ for yourselves.

Final Prototype Link:

<https://www.figma.com/proto/pK2jaQcnDvl6qJPiMPLw0i/Design-Columbia?node-id=482%3A14&scaling=scale-down>

Built using FIGMA.
