

## Assignment 2

# POVs and Experience Prototypes

Team SPAWN

Catherina X., Lucy W., Michelle L., Sahil C.

## Problem Domain

Within the *Human 2.0* studio, our problem domain is **self-discipline for personal growth**.

## Initial POV



***We met...*** a self-taught machine learning engineer at Facebook.  
***We were amazed to realize...*** his after-work routines shifted significantly after his breakup.  
***It would be game changing to...*** utilize social networks to develop accountability.

Kyle joined Facebook in a non-technical role. He began spending his off hours learning about coding and ML. At the same time, he began dating a colleague, who was hoping for the same. They pushed each other and eventually both transferred to engineering. Since they broke up, he has not spent as much time on career progression. We believe that the external motivation provided by his social situation partially propelled Kyle's utilization of discipline to improve his work life. Heading into this week, we wanted to pay specific attention to the interplay between social dynamics and discipline, along with an increased focus on heavily disciplined individuals.

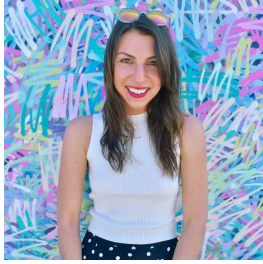
## Additional Needfinding Results

Ex-Military:



***Mac Chayavivatkul***

- 3 years of service in Thailand
- "I certainly hold myself to a higher standard because of military...not just discipline, but I feel like I can handle a lot more."



*Sigalit Perelson*

- 4 years in IDF (2 years more than requirement)
- Inspired by older brother and father (vets)
- Still wakes up at 5:30 am
- Vegan

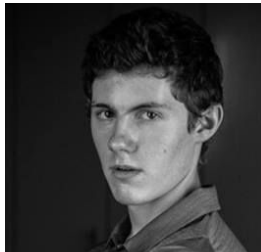
Ex-Athlete:



*Rina Horii*

- 12 years of synchronized swimming
- Started synchro with her best friend, after watching her cousin
- Coaches helped her develop a love for the sport
- Felt B-Team was neglected at Stanford and quit after National Title

Current Athlete:



*Dakota McNealy*

- Golfing since 5 (family passion)
- Brother is one of the greatest golfers in NCAA history
- Injured last season; had to learn mental toughness
- Compares himself to others on effort rather than performance

## Strict Dietary Restrictions (Vegan):



*Chaitanya Asawa*

- Motivation: beliefs about animal cruelty
- No issues with wavering
- Self-conscious about telling others that he's vegan

## PhD Candidate:



*Ranjay Krishna*

- Previously had unhealthy work-habits that hindered his productivity and relationships
- PhD experience shifted his perspective on education and goals
- Now measures success in terms of personal development

## Revised POVs

### POV 1: Spread ideas in safe space + remind one of their impact

The interview with our vegan inspired a new direction that focused on how people not only *live out* their values, but also *share* them with others:



***We met...*** a Stanford senior who converted to the vegan diet during college

***We were amazed to realize...*** that he didn't want to tell people about his vegan diet because they would think that he has a "holier than thou" attitude

***It would be game changing to...*** have a way for people to communicate and spread their values in a safe space; remind people that just one person has impact

In other words, when individuals' decisions are driven by core values, they feel that it's much easier to enforce self-discipline. Now how can we empower these individuals to help their peers to benefit from the same sorts of core lifestyle-motivators? **How might we...**

- **help people keep track of who they've influenced?**
- help a person keep track of their personal effect on the world (aka like how much water they are saving, how many animals they are saving etc)?
- make it easier for people to make good decisions without worrying about making the people around them feel bad?

## POV 2: Compare Constructively

Next, our interview with the Stanford golfer inspired us to rethink how people compare themselves others:



***We met...*** a golfer whose older brother is one of the greatest college golfers of all time

***We were amazed to realize...*** he doesn't compare himself to others based upon his score but rather how much time he practices.

***It would be game changing to...*** help people compare themselves to others along constructive measures

Many of our interviewees had metrics to measure their success, which had a significant impact on self-motivation and healthy lifestyles. For example, Annabel (pre-med) was heavily influenced by extrinsic motivators, which led to unhealthy fear of failure; Ranjay (PhD student) found that when he began evaluating himself on personal intellectual development, he had a healthier relationship with work and personal life. Thus, we wanted to explore how we could help people to adopt constructive measures of success. **How might we...**

- **provide quantifiable metrics for self improvement?**
- **gamify goal-achieving?**
- provide role models without alienating those who feel like they can't achieve the same success?

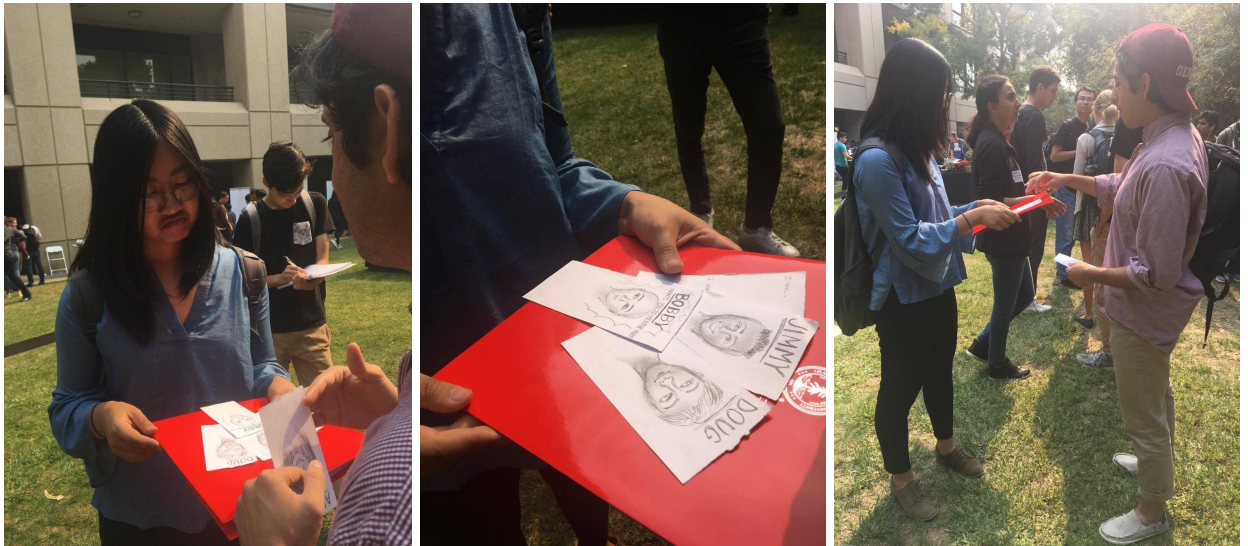
## Best Solutions + Prototypes

*HMW help people keep track of who they've influenced?*

Solution: "Pay-It-Forward" mentorship platform

Strong role models played vital roles in many of our interviewees' lives. In order to enable people to both receive mentorship and track influence, we imagined a simultaneous mentor/mentee model where users would be able to find relevant mentors, but would also have to mentor others in return.

## Experience Prototype



**Assumptions:** People will be interested in the concept of simultaneous mentorship/menteeship, even though it's more typical to first be mentored and then later mentor others.

**Prototype Design:** We drew profiles of different prospective mentors that a user could choose from, as well as a profile of someone looking to be mentored. Additionally, we provided an input screen for a user to provide information that might be useful for finding them compatible mentors and mentees.

**Prototype Test:** We tested two Sophomores at the Computer Forum career fair, who wanted guidance regarding summer internships. We first asked them to pick a mentor from a pool of three, which we attributed with different characteristics that appealed to the specific interviewee. Both asked if they could pick another mentor - when that happened, we introduced Bobby, a student who was requested them as a mentor. When asked if they were open to becoming a mentor, our first interviewee frowned for a bit before saying "I guess" and our second interviewee stated that she "was not averse to it."



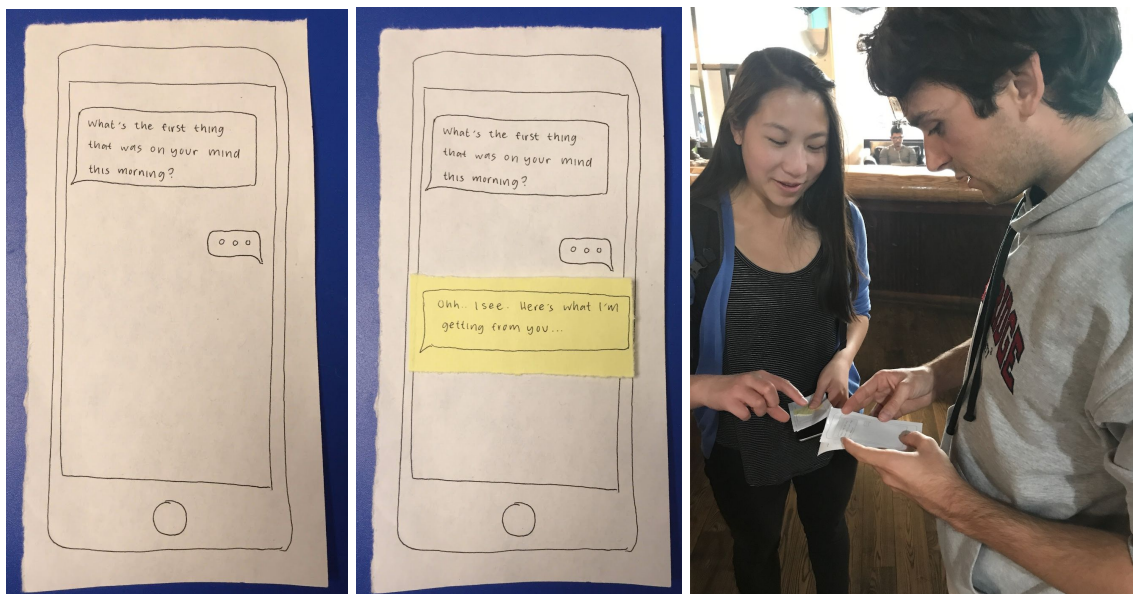
**Takeaways:** Students were very interested in being mentored, but were more reluctant to give mentorship to others. They wanted some prior connection to the mentee. Students prize the long-term mentor relationship but are also open to quick chats about very specific topics.

*HMW provide quantifiable metrics for self improvement?*

**Solution:** Accountability/journaling chatbot

It's hard to find reliable metrics to track personal growth. We thought it could be useful to have a chat bot that asks users personalized questions. Over time, the chatbot would be able to track data on a user's improvements in areas such as gratitude, mindfulness, and positivity.

**Experience Prototype**



**Assumptions:** People will be willing to engage with a chatbot on personal topics; the chat interface will be appropriate for this type of conversation.

**Prototype Design:** The chatbot starts with a written prompt, and the user answers the question aloud while pretending to type the response into the phone. The interviewer (acting as the "chatbot") states aloud additional responses and questions to which the user responds.

**Prototype Test:** We tested with Christian, a student who had just moved from Spain four weeks ago. We received detailed responses, but he seemed uncomfortable "typing" his response and ended up talking directly with the interviewer. He was concerned about privacy when typing to a chatbot and also communicated much of his stories *non-verbally*.

**Takeaways:** We found that our chatbot would need to establish a personal connection with the user. We found that a lot of information would be lost in text communication. An

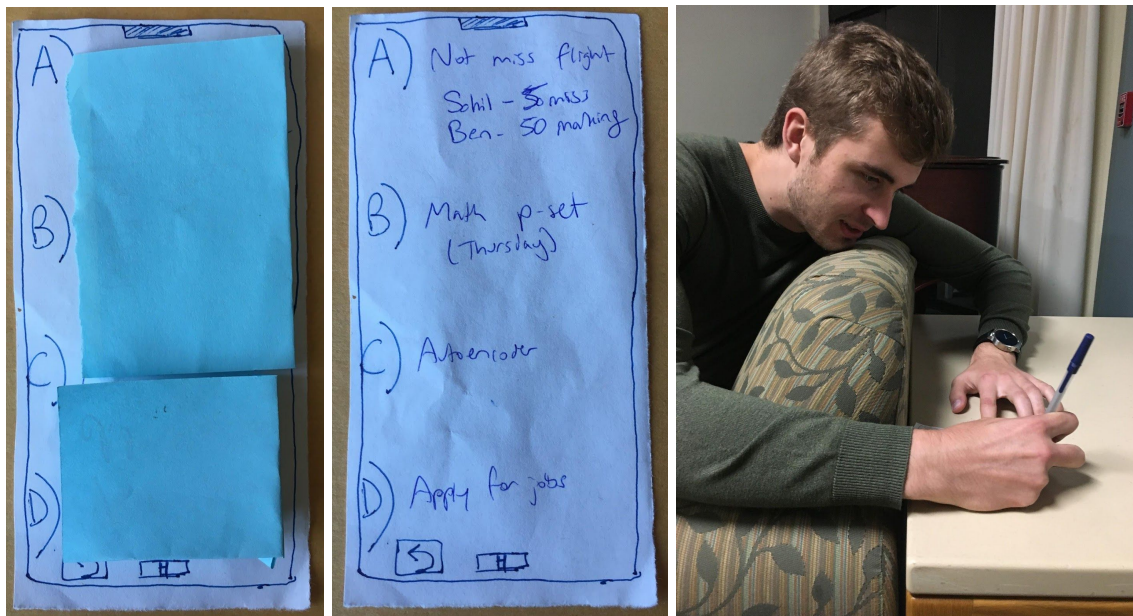
interesting direction might be to have users “video call” the bot so that we can analyze speech and body language.

*HMW make gamify goal-achieving?*

**Solution:** Bet \$\$ on your friends’ productivity

We thought betting could transfer well to a productivity context: people could be entertained by the act of betting and simultaneously motivated to reach their goals, if their friends were explicitly rooting for (or against) them.

Experience Prototype



**Assumptions:** People are willing to bet on their friends; people are willing put their lives on display for social judgement.

**Prototype Design:** User writes down a list of tasks they hope to accomplish soon. Others can bet on these tasks. User whose being bet upon will make a cut of the money pooled in bet.

**Prototype Test:** We asked Ryan to write down tasks that he had to accomplish in the next few days. Then we, along with one of his friends, placed bets on one of his tasks and followed up -- asking if he'd be willing to bet on one his friends.

**Takeaways:** Ryan said, “I don’t want people to realize that one my greatest challenges is mustering enough energy to drive to Safeway ... I feel like I’d be judged”. Though he said his jokingly, his point is well taken. It’s tough for people to generate a list of personal tasks and goals that they would want publicize amongst their friends. At the same time, the social pressure developed by placing explicit monetary values on tasks, “would definitely push me to get my sh\*t done sooner rather than later, instead of procrastinating.”

## Our Findings

As a team, we're leaning towards the "Pay-it-forward" mentorship system, with "betting" in close second as a dark horse.

The two students we interviewed were extremely eager to use the system to find mentors. While their receptivity to mentoring others was lukewarm, we feel that this could be an excellent opportunity for us to encourage more generosity with mentorship, and for students to find role models. The downside to this option is that it's not a very unique idea.

The journaling idea directly tied into our section's theme of AI augmentation of humanity, but after conducting the interview we felt that there were some logistical and technical barriers to overcome. For example, people seem averse to this type of chatbot, unless the AI was extremely insightful. Developing models of flexible behaviors and data acquisition for training these models might be difficult under our time constraints.

Our betting idea was met with enthusiasm. It's a novel application of a pre-existing institution towards a positive outcome. Through we were somewhat concerned with the negative connotation of betting, we learned that this app would be an effective way to motivate people to get things done, through conversations with interviewees and friends. One difficulty however may be convincing people that is a safe space to post their goals or tasks. We're excited about this idea as well as the mentorship system, and would like to hear feedback from the section.



# Appendix

## Full list of HMWs

### POV 1: Spread ideas in safe space + remind people that one person has impact

- **help people keep track of who they've influenced?**
- help a person keep track of their personal effect on the world (aka like how much water they are saving, how many animals they are saving etc)?
- combat the culture of "good"-shaming; make it easier for people to make good decisions without worrying about making the people around them feel bad?
- surface people's ideas to those who might have differing views?
- turn people's ideas into a form of action?
- encourage people to explain their rationale for their actions in a safe way?
- connect people who are trying to achieve the same goals?
- encourage people to go to such a space to find inspiration to change their life?
- encourage those who have shared their ideas in such a space?
- create social groups around belief systems?

### POV 2: Compare Constructively

- **provide quantifiable metrics for self improvement?**
- **make gamify goal-achieving?**
- provide role models without alienating those who feel like they can't achieve the same success?
- encourage people to share what they've done to get to a certain point (maybe like their schedules, work exp, classes)?
- help people to evaluate their mental/ideological growth as opposed to physical/situational growth?
- encourage competition amongst friends in terms of work ethic?
- allow people to see their friends' progress in a way that is positively motivating?
- make it easier for others to be "cheerleaders" for their friends?
- leverage social networks to develop a motivational space?
- help friends with similar goals achieve them together?
- encourage people to share the goals?
- encourage people to evaluate their work ethic rather than results?