

# POVs & Experience Prototypes

HUMAN 2.0

# Gameplan

Review

Initial POV

Needfinding Round #2

2 POVs

3 HMWs

3 Experience Prototypes

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# Review: Who Are We?



Michelle



Cat



Sahil



Lucy

**Goal:** Empower people with **discipline**  
to **achieve** the life they **want**

# Review: What Did We Learn Last Week?



- 1) Extrinsic motivators can drive discipline
  
- 2) Discipline begets discipline



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# 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.

**Q:** What's the **interaction** between  
**social** structures & **discipline**?



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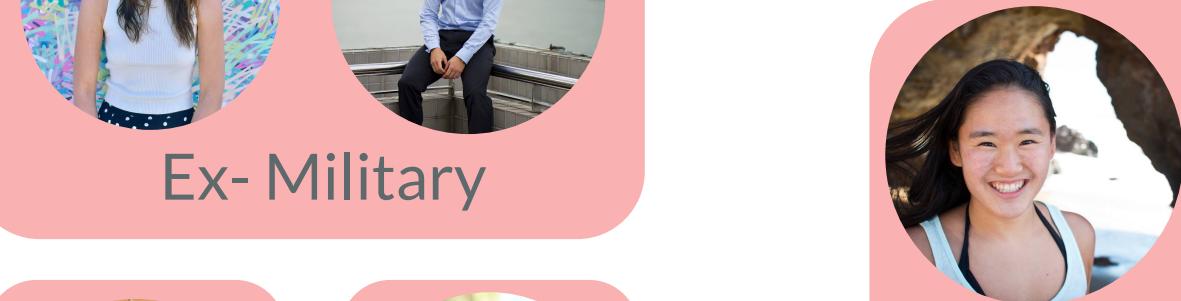
# Needfinding Round #2: Extreme Users



Ex- Military



PhD



College Athletes  
(Past & Present)

# Needfinding Round #2: Themes

1. Self-reflection improves future performance
2. Mentoring & support from parents or other role models
3. Discipline begets discipline



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## POV #1

**We met...** a Senior at Stanford who became vegan last year.

**We were amazed to realize...** that he didn't want to tell people he was vegan because of public perception.

**It would be game changing to...** allow people to communicate their values without fear of judgement.

## POV #2

**We met...** a Stanford Sophomore on the golf team, 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 golf scorecard but rather by the number of hours he practices.

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



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# HMW #1

**POV #1 Need:** Space to communicate their values without fear of judgement

*How Might We...*

Help people keep track of those whom they influenced

# HMW #2

**POV #2 Need:** Constructive comparisons to others

*How Might We...*

Provide quantifiable metrics for self improvement

# HMW #3

**POV #2 Need:** Constructive comparisons to others

*How Might We...*

Gamify goal-achieving within a social context



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# Prototype #1

**HMW:** Help people keep track of those whom they influenced

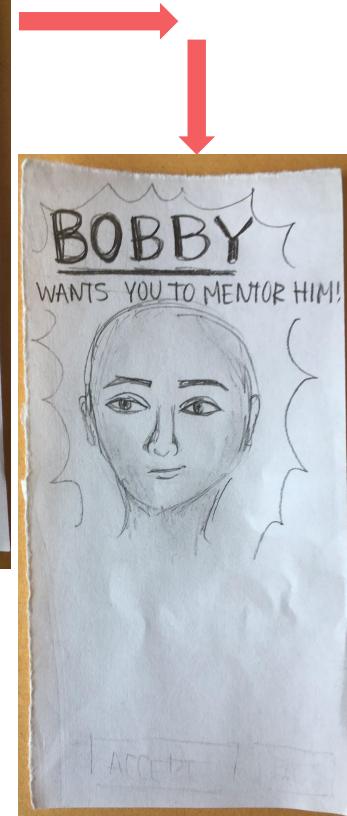
**Solution:** “Pay-It-Forward” Mentorship platform

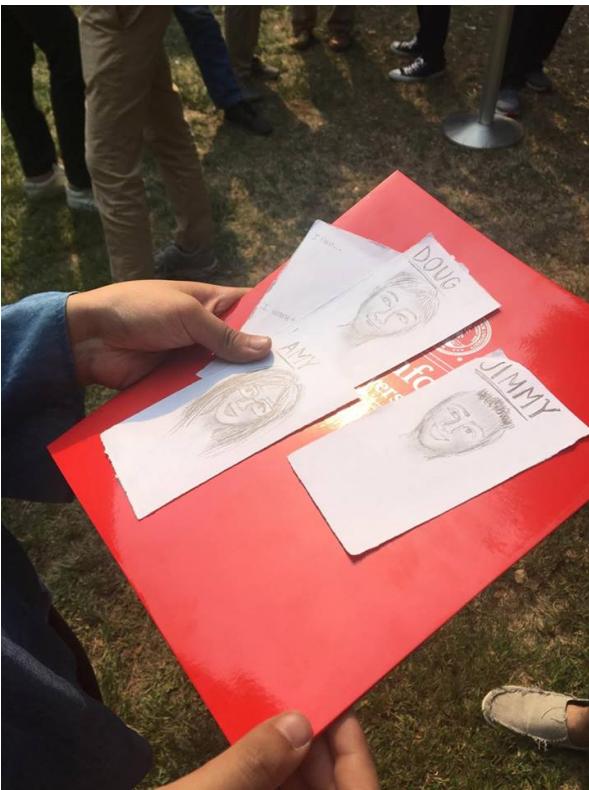
**Who Was Interviewed?** 2 Stressed Sophomores at Career Fair



I am...

I want to be...





# Results: Prototype #1

**What Worked?** Students want mentorship!

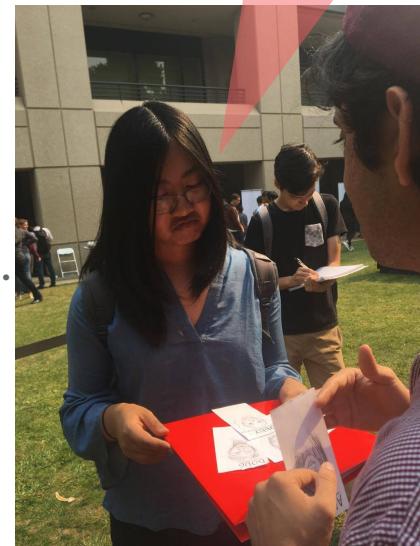
**What Didn't Work So Well?** Students hesitate to provide mentorship.

**Surprises?** People want to take others' time, but not offer their own.

Interviewees want some prior connection to mentee.

**New Learnings?** Mentor must feel sense of attachment.

"I'm not averse to it."



# Results: Prototype #1

## *Assumptions:*

- Students want mentors. ✓
- Students might want to mentor others. X

## *New Assumptions:*

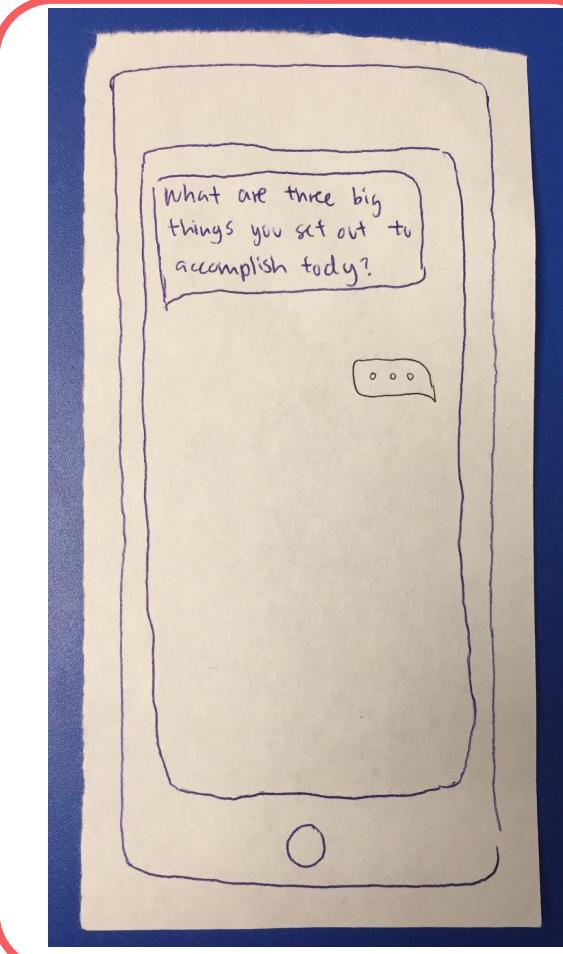
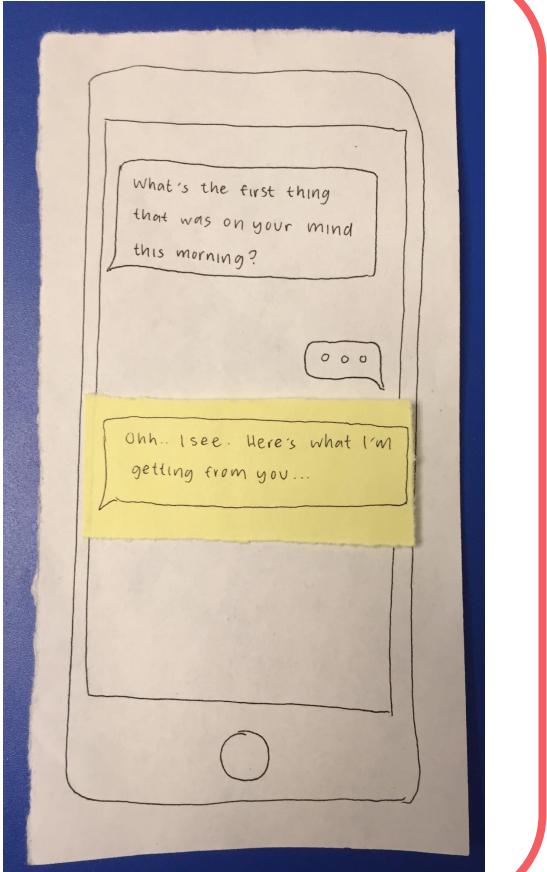
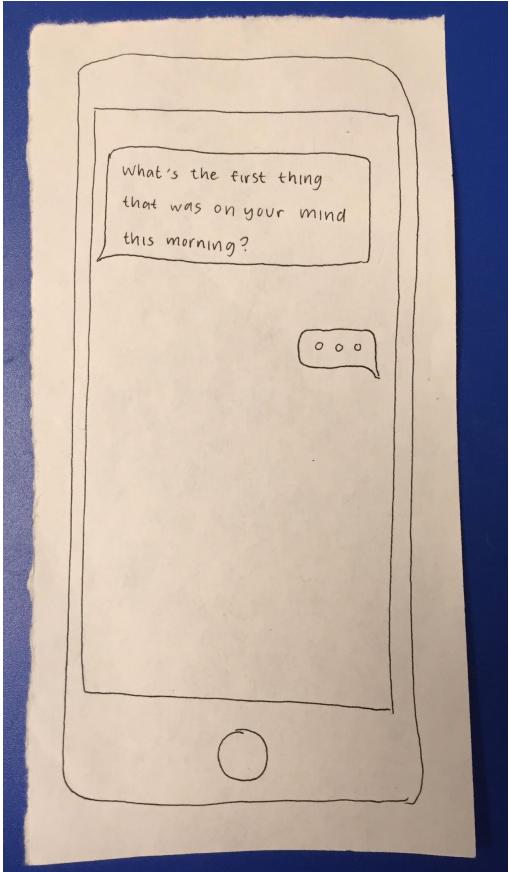
- Must establish explicit motivation for mentors.
- Might need to present potential mentee as a “candidate”.

## Prototype #2

**HMW:** Provide quantifiable metrics for self improvement

**Solution:** Accountability/Journaling Chatbot

**Who Was Interviewed?** 1 Grad. Student who moved here from Spain 4 weeks ago



# Results: Prototype #2

**What Worked?** Received detailed responses with emotion

**What Didn't Work So Well?** Privacy concerns. Chat Interface.

**Surprises?** Openness towards communicating with a stranger or bot

**New Learnings?** Must establish personal connection with user



# Results: Prototype #2

## *Assumptions:*

- People willing to engage with a chatbot on personal topics ✓
- Chat interface appropriate for this type of conversation X

## *New Assumptions:*

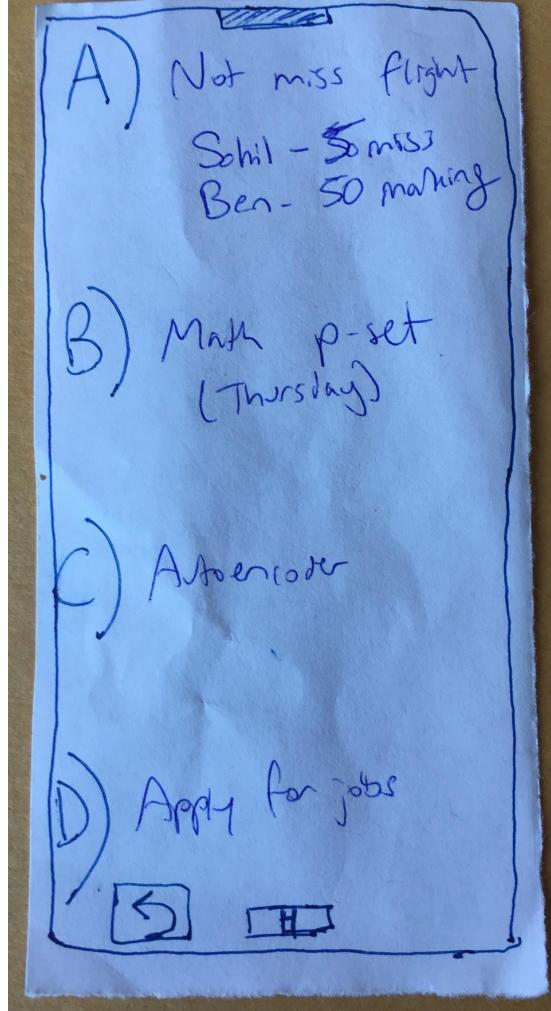
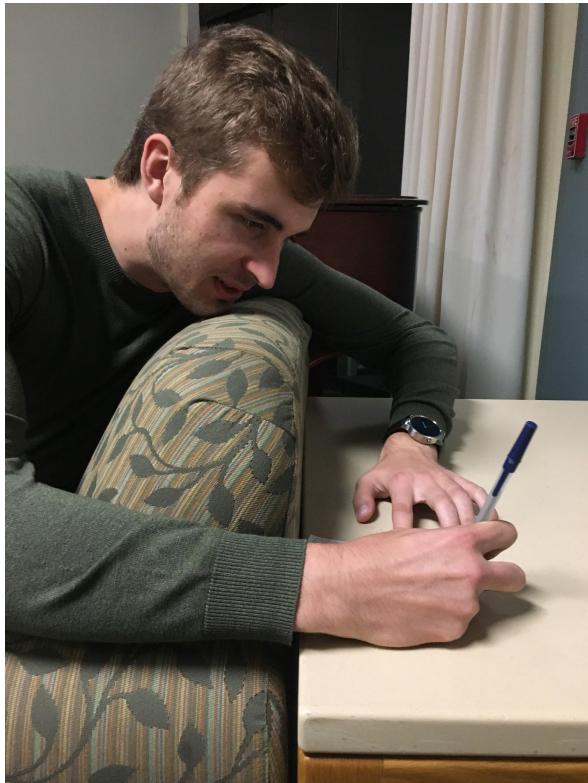
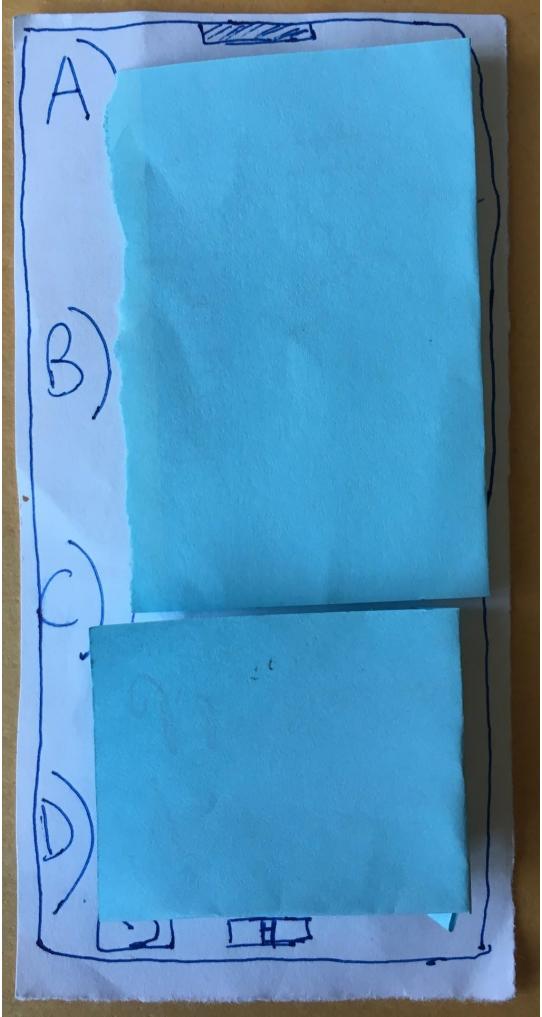
- Users will be worried about privacy.
- Video-Centric interfaces might be better.

# Prototype #3

**HMW:** Gamify goal-achieving within a social context

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

**Who Was Interviewed?** 1 Homie



# Results: Prototype #3

**What Worked?** Interested in idea of betting on other friends

**What Didn't Work So Well?** Hard to determine what to bet upon



**Surprises?** “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”

Hard to put yourself out there.

**New Learnings?** Betting appeals to people, but developing bets might be difficult

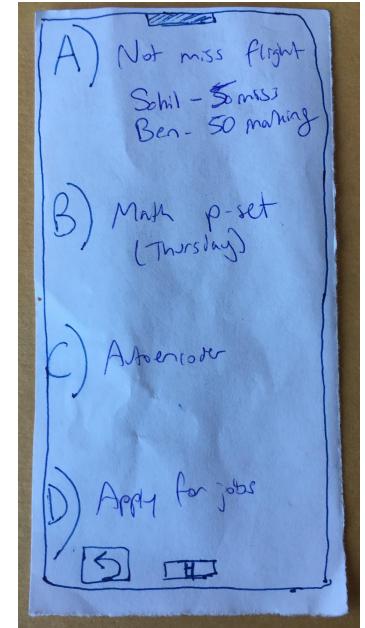
# Results: Prototype #3

## Assumptions:

- People willing to be on their friends & think it's funny ✓
- Topics of bets will intrigue friends X

## New Assumptions:

- In order to construct appropriate bets, users must be given some set of guidelines





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# Summary

- Q: What's the **interaction** between **social** structures & **discipline**?
- Ability to express personal opinions in a safe, social space is important.
- Social competition is a motivator, if leveraged correctly.
- 3 Solutions:
  - “Pay-It-Forward” Mentorship
  - Chatbot for Self Reflection on Goals
  - Bet On Friends’ Productivity

# Extra Slides

# Needfinding Round #2: Their Thoughts

“With grad school, I’ve had to learn to **change the metrics** by which I measured my success. I had to **focus** on **personal development** rather than comparisons to others” -

Ranjay (PhD)

# Needfinding Round #2: Their Thoughts



“I had really good **coaches** when I was little. They **made me want to do it** [synchronized swimming]. ... I had a coach who was kind of quirky. She was really good at knowing what specific kids needed” - Rina (Ex Athlete)