







DISCIPLINE

Human 2.0

THE TEAM



MICHELLE



CAT



SAHIL



LUCY

MEET OUR INTERVIEWEES



KEVIN

High School Student

PHOTO CREDIT: CADUCEI & ASSOCIATES



ANNABEL

Stanford Student



KYLE

Facebook Engineer

PHOTO CREDIT: FACEBOOK, INC.



JEFFREY

Stanford Program Manager

PHOTO CREDIT: STANFORD R&DE



AILIN

Cat's Grandma



PHOTO CREDIT: YOUNG CHINA WATERS

HOW DOES DISCIPLINE IMPACT LIVES?

WE WANTED TO ASK...

GENERAL QUESTIONS

- *What is a typical day in your life?*
- *How do you maintain boundaries?*
- *How do you exercise self control?*

SPECIFIC QUESTIONS

- *What is your relationship with your phone?*
- *Have you ever made changes to your diet?*
- *How do you schedule your day?*

RESULTS



KEVIN
High school student

- QUALITY SLEEP MOTIVATES HIS PRODUCTIVITY
- CAN FIND IT HARD TO STOP WATCHING INTERNET VIDEOS
- DOESN'T FEEL BUSY ENOUGH TO HAVE TO BE EXTREMELY DISCIPLINED
- THINKS DISCIPLINE WOULD GIVE HIM MORE FREE TIME FOR FB LA



ANNABEL
Stanford student

- WAS MOTIVATED TO STUDY HARD BY FEAR OF FAILURE
- FEELS VERY EXTRINSICALLY MOTIVATED BY DEADLINES, PRESSURE, ETC
- PERFORMED SOCIAL MEDIA CLEANSE TO PURGE DISTRACTIONS
- WASN'T NEGATIVELY IMPACTED BY SOCIAL MEDIA CLEANSE

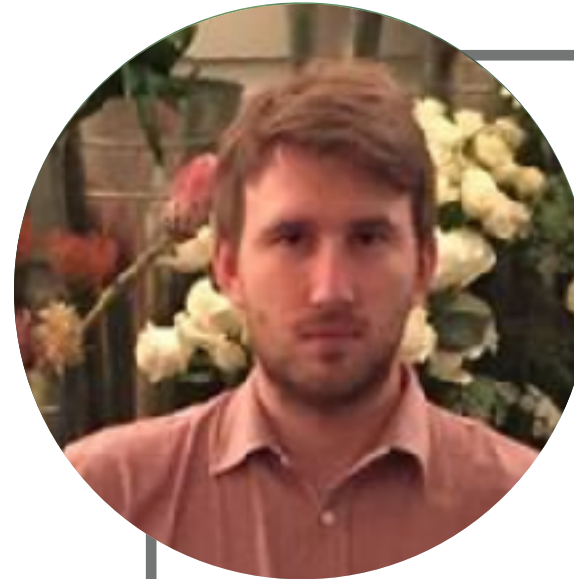
RESULTS



JEFFREY
Program manager

➤ LIFE GOALS
MOTIVATE NEED
FOR DISCIPLINE

- LOST 145 POUNDS AND USES MY FITNESS PAL EXTENSIVELY
- USES DISCIPLINE TO KEEP STRICT BOUNDARIES BETWEEN WORK AND PERSONAL LIFE
- BALANCE BETWEEN INCREDIBLE DISCIPLINE AND FREEDOM



KYLE
Facebook engineer

➤ VALUES
ADAPTABILITY
OVER DISCIPLINE

- HABITS AND CURRENT WORK POSITION ARE A PRODUCT OF HIS SELF-DRIVEN CURIOSITY AND INTERESTS
- IS OK WITH LEVEL OF TECH USAGE IN HIS LIFE

RESULTS



AILIN

Grandma

- FEELS PAST AGE WHERE DISCIPLINE MATTERS
- DOES NOT HAVE AN ISSUE WITH SCHEDULING, USUALLY LIFE IS FOCUSED AROUND GOING TO HER SON'S HOUSE
- DOESN'T LIVE IN A CULTURE WHERE DISCIPLINED EATING IS NORMALIZED, SO SHE DOESN'T SEE A NEED FOR IT

SURPRISES

- *people view discipline so differently*
- *very different paths to discipline*
- *focus topics didn't resonate well*

EMPATHY MAP: SAY



"I FEEL VERY EXTRINSICALLY MOTIVATED, EVEN THOUGH I KNOW IT'S BETTER TO HAVE INTRINSIC MOTIVATION"

"I DEAL WITH STRESS BY HYPER-STRUCTURING MY TIME... THE ACT OF PLANNING MAKES ME FEEL MORE AT EASE"



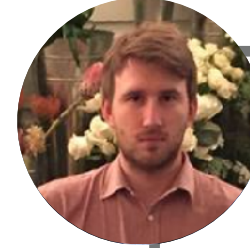
"I WANT TO GET ALL MY WORK DONE EFFICIENTLY SO I CAN GO TO BED AT A REASONABLE HOUR."

"I FEEL LIKE IT'S OK TO LACK DISCIPLINE BUT I KIND OF WISH I WERE MORE DISCIPLINED SO I COULD HAVE MORE FREE TIME"



"IF MY NAME IS ON IT, IT'S GONNA BE DONE RIGHT."

"I VALUE MOVEMENT. I WANT TO BE DOING SOMETHING ... IT CAN BE AS SIMPLE AS ME GOING FOR A WALK"



"I SPEND 10 MINUTES IN BED READING REDDIT EVERY MORNING."

"I WAS AMAZED THAT YOU COULD PREDICT STRUCTURE ABOUT THE WORLD USING COMPUTERS SO I TAUGHT MYSELF MACHINE LEARNING."



"I DON'T SEE A NEED FOR EXTREME DISCIPLINE SINCE I MORE OR LESS DO THE SAME THING EVERY DAY"

EMPATHY MAP: DO



MANAGES HER TIME BY THE MINUTE USING GOOGLE CALENDAR AND THE FOREST APP

HAS A "WEIRD TICK" TO CHECK HER PHONE EVEN WHEN SHE HAS NO MESSAGES

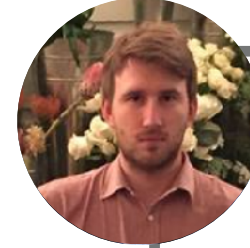


WATCHES TV FOR ABOUT AN HOUR EVERY DAY

TRIES TO SLEEP AT ABOUT THE SAME TIME EVERY DAY SO HE CAN GET A DECENT AMOUNT OF REST



LOST 145 POUNDS WITH EXTREME DISCIPLINE



WAKES UP IN THE MORNING AND SPENDS TIME ON REDDIT

TENDS TO REPEAT THE SAME THINGS IF THEY WORK WELL FOR HIM

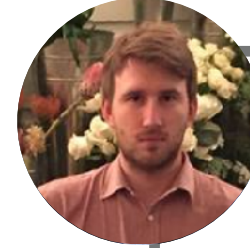


DOESN'T LISTEN TO FAMILY ADVICE ABOUT EATING HEALTHIER

EMPATHY MAP: **THINK**



**EXTREME CONTROL OVER LIFE IS VITAL IN ORDER TO
ACHIEVE GOAL OF BECOMING A DOCTOR**



**LIFE SHOULD BE DRIVEN BY
ONES OWN CURIOSITY AND
PERSONAL INTERESTS**



**MORE DISCIPLINE WOULD BE NICE TO HAVE, BUT IT'S OK TO NOT
HAVE IT**

**VALUES AND INTERESTS CAN DRIVE US TO BE MORE
DISCIPLINED**



**DISCIPLINE IS MORE
IMPORTANT AT A YOUNGER
AGE**



**DISCIPLINE HAS ALLOWED HIM TO SAVE MONEY AND KEEP
OFF HIS WEIGHT AND STICK TO HIS GOALS**

EFFECTIVE WORK ALLOWS HIM TO HAVE THE TIME TO HAVE FREE TIME TO PURSUE HIS PASSIONS

DISCIPLINE HAS EMPOWERED TO TACKLE ANY CHALLENGE HE WOULD WANT

EMPATHY MAP: **FEEL**



GUILTY WHEN SHE ISN'T BEING PRODUCTIVE

SCARED ABOUT NOT FULFILLING HER LONG TIME GOAL OF BEING A DOCTOR



LONGING FOR MORE DISCIPLINE, SO HE CAN HAVE MORE FREE TIME FOR FBLA

DISCOURAGED BY HIS PEERS' SUPPOSED GREATER LEVEL OF DISCIPLINE AND FOCUS



PROUD OF HIS ABILITY TO MAINTAIN SELF DISCIPLINE

HAPPY THAT HIS SELF DISCIPLINE ALLOWS HIM TO LIVE THE LIFE HE WANTS TO LIVE



INDIFFERENT ABOUT HIS CONSTANT USAGE OF TECHNOLOGY

HAPPY TO LIVE LIFE AT ITS OWN PACE, WITHOUT EXTENSIVE PLANNING



CONTENT WITH HOW LIFE IS AND DOESN'T FORESEE MAJOR CHANGES IN THE NEAR FUTURE

INSIGHTS+NEEDS

Some people use productivity to have more free time

**PEOPLE COULD USE MECHANISMS TO BE
PRODUCTIVE AND HAVE MORE FREE TIME**

Some people feel driven to discipline by extrinsic motivators, even though intrinsic motivators are known to be healthier

**PEOPLE COULD BENEFIT FROM WAYS TO KEEP
IN TOUCH WITH THEIR INTRINSIC MOTIVATORS**

Discipline begets discipline

**PEOPLE NEED AN IMPETUS TO INCORPORATE
DISCIPLINE IN THEIR LIVES**

SUMMARY

- *discipline has varying importance*
- *some can benefit from better harnessing discipline*
- *some can benefit from better motivations for discipline*
- *discipline builds upon itself*



THANK YOU!
