

Rhythms in Chaos

POV and Experience Prototypes

Our Team D



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M.S. Computer Science '22
I implement deep learning models and write questionable fanfictions.



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I love classical music, traveling and learning new languages!

Healthier rhythms during chaotic time

Problem Domain

Initial POV

We met people remotely working or studying at home

We were amazed to find out the wide spectrum of people's different reactions to quarantine

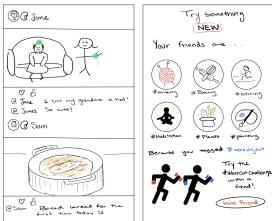
It would be game-changing if we can let people learn from each other's success

Outline

POV 1 - The impulsive shopper

HMW Make online shopping less impulsive?

Solution: Purchase tracker and rational decision reminder



POV 2 - The novelty hunter

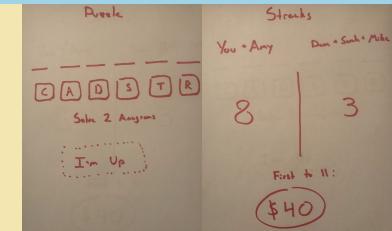
HMW Encourage more people to invest in self-caring?

Solution: Activity sharing platform

POV 3 - The late bird brothers

HMW Make make a fun reason to get up?

Solution: Accountability partners

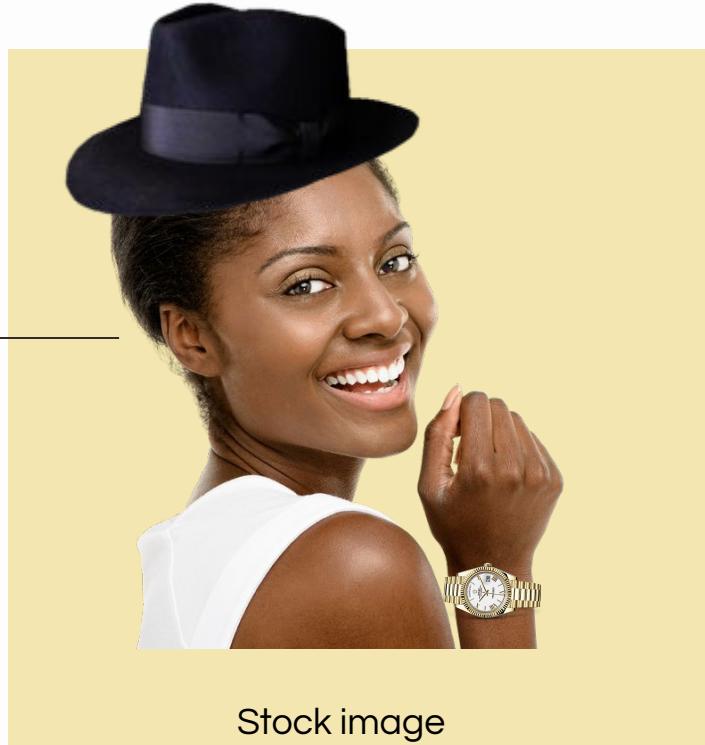


More Needfinding!

More POV's

Yui - The impulsive shopper

We met Yui, a grad
student remotely
studying at home...



Stock image



POV 1

We met Yui, a grad student remotely studying at home....

We were amazed to realize that Yui is spending twice the money on impulsive online purchases, as she adopts online shopping as an alternative to outdoor relaxation activities.

It would be game-changing if we can help Yui save time and money for things more meaningful.

HMW help Yui explore other entertainment options?

HMW let Yui get the same level of satisfaction from shopping while spending less money?

HMW reduce Yui's impulse to purchase?

HMW let Yui have more money?

HMW help Yui get rid of the unnecessary things she bought?

HMW help Yui make second thoughts before purchasing?

HMW help Yui practice self control?

HMW encourage Yui to get off her phone and go outside?

HMW make Yui poor?

HMW make Yui too busy to shop?

HMW make Yui's purchases have a positive impact on her life/the life of others?

HMW make shopping suck for Yui?

Solutions

An app that suggests why you should not make a purchase

An app that rewards you for not making a purchase

An item must stay in shopping cart for 3 days before purchase

Peer-reviewed essay on buying reason required before any purchase

An app that shows your purchase history before you make new ones

A friend is notified to approve for your purchase

Rental apps as a more economic and eco-friendly alternative

An app that monitors your activities everyday and mocks you for having too much screentime.

An app that increases productivity while working, in order to have more free time after / before.

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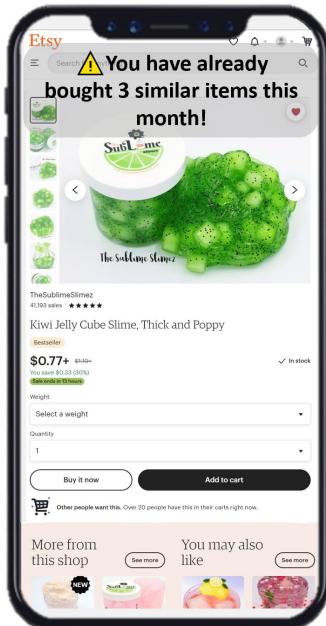
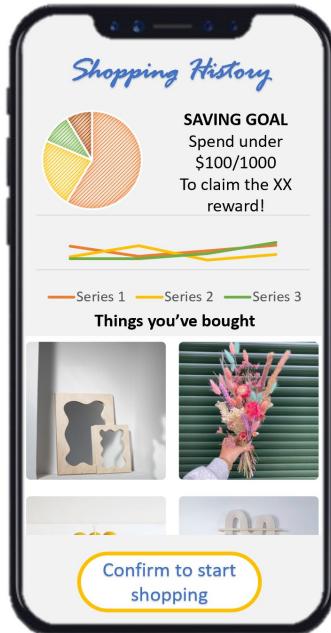
Rental apps as a more economic and eco-friendly alternative

Purchases only allowed before 10 AM

An app that only lists local small sellers so you can help a small business

Prototype 1:

Second Thought Suggestor



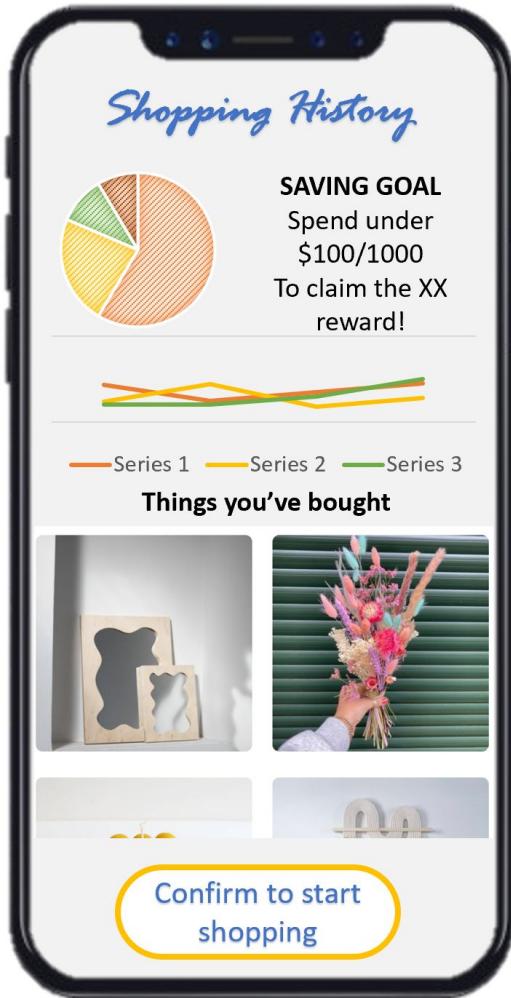
Notification banner examples:

⚠ You have already bought **3 similar items** this month!

⚠ **14%** of customers have rated this item **below 3 star** with the top reason being **"allergic reactions"**

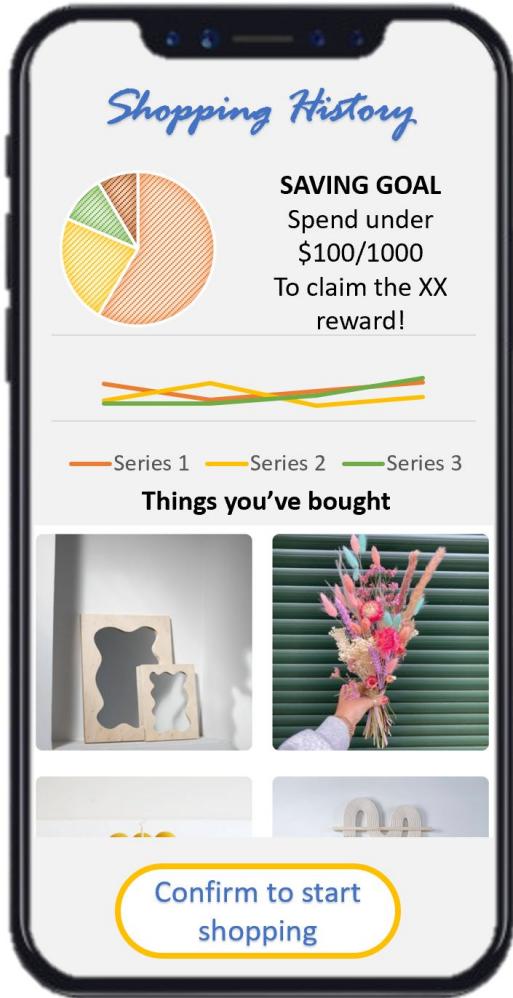
⚠ You only have **\$30** left to spend before you fail the **monthly saving goal!**

Assumptions



1. Shoppers make impulsive purchase because they are not clear about their budgets.
2. Browsing purchase history brings feeling of satisfaction so the shopper doesn't want to buy more things.

Assumptions

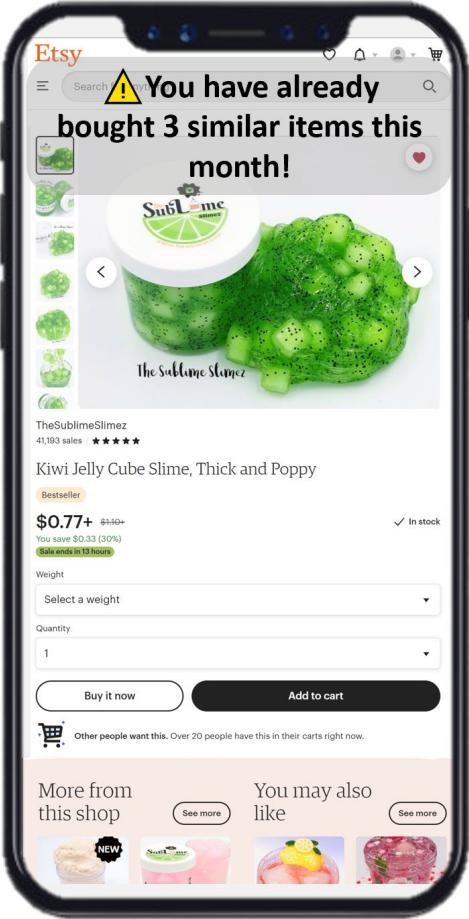


✓ Shoppers make impulsive purchase because they are not clear about their budgets.

"I don't typically keep track of my expenditure. Getting informed on this certainly helps me rethink my shopping decisions."

🚫 Browsing purchase history brings feeling of satisfaction so the shopper doesn't want to buy more things.

"My shopping desire would decrease, but more out of a sense of guilt... It will be more effective if you sort orders by price."



Notification banner examples:

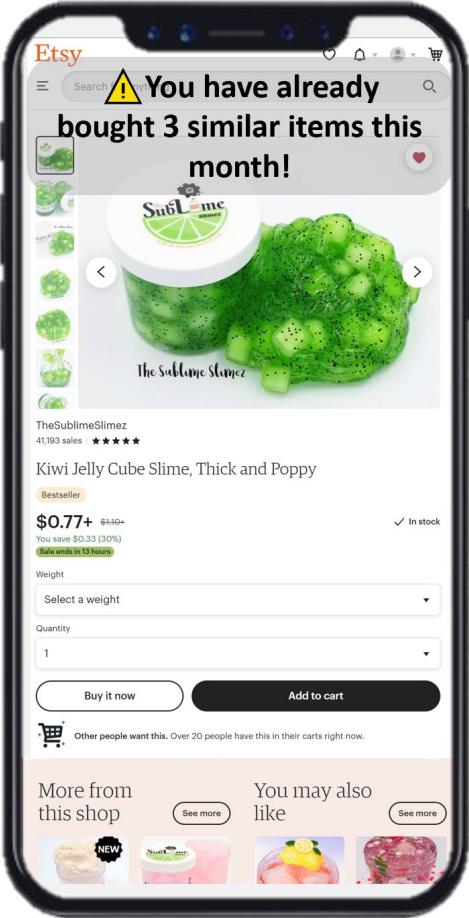
You have already bought 3 similar items this month!

14% of customers have rated this item below 3 star with the top reason being "allergic reactions"

You only have \$30 left to spend before you fail the monthly saving goal!

Assumptions

3. During an impulsive purchase, shoppers tend not to balance the pros and cons of a product.



Notification banner examples:

- ⚠ You have already bought 3 similar items this month!**
- ⚠ 14% of customers have rated this item below 3 star with the top reason being "allergic reactions"**
- ⚠ You only have \$30 left to spend before you fail the monthly saving goal!**

Assumptions

✓ During an impulsive purchase, shoppers tend not to balance the pros and cons of a product.

"This negative review summary feedback will do the job. I don't tend to read reviews at all when I feel a crush on the item."

Prototype 1: Key Learnings

✓ Confirmed Assumptions:

Impulsive buyers become more rational when provided with appropriate info.

✗ Failed Assumptions (and Surprise):

Impulsive buyers do not feel satisfaction when they view buying history. They feel guilty instead.

🔍 New Discoveries:

Impulsive buyers would like to learn about more rational decisions, such as where to get better valued products.



Sam - The novelty hunter

**A person that does a lot
of things and loves doing
other things**



Stock image



POV 2

We met Sam. Sam has cold induced urticaria, so she can't go outside for long periods of time in the winter.

We were amazed to realize Sam is doing really well in quarantine because she went on a drive every morning for her mental health even before quarantine. She found the personal time during the drive helped her to be more productive. She also plays Skyrim daily to satisfy her thirst for winter adventure.

It would be game changing to allow others to use a trick like this in their lives.

HMW make alone time more fun for extraverts

HMW incentivise people to invest in themselves

HMW motivate bosses to give their employees more personal time

HMW simulate social interaction/adventure for people who can't do it IRL.

HMW keep Sam warm while she travels outside

HMW help Sam explore new places during her morning driving routine

How might we encourage people to deliberately take time out of their day to take care of themselves?

HMW spice up Sam's driving experience

HMW help Sam enjoy more winter experience without getting exposed to the cold

HMW treat Sam's urticaria

HMW we help people find a fulfilling, healthy daily activity?

HMW help people explore the world virtually?

Solutions

An app that lets you keep track of how many consecutive days you have done an activity.

An app that allows you to create custom routines and check them off as completed.

A gamified daily self-care goal accomplish app

An app that locks your phone for 20 minutes every day.

An app that challenges you to try out new things

A gamified daily self-care goal accomplish app

An app to allow people share their activities and keep each other accountable

An app that rewards you for not making a purchase

An app that rewards you for not making a purchase

Prototype 2:

Hobby Connection

@ Jane

♡ ↻ @ Jane I knit my grandma a hat!
@ James So cute!

@ Sam

♡ ↻ @ Sam Baked bread for the first time today :)

Try something NEW

Your friends are...

#knitting	#Baking	#running
#Meditation	#Plants	#painting

Because you tagged #workingout

Try the #WorkoutChallenge with a friend!

invite Friend

Prototype 2: Hobby Connection

Assumptions:

- ✓ People would like to share their own self-care activities and see others
- ✓ People are open to trying out new things
- ✓ People would like connecting to friends through self care

...



Prototype 2: Key Learnings



- People want to **connect with friends** and **take care of each other** virtually
- **New activities** are something people may want to try out
- Helping **keep friends accountable** in taking care of themselves is something people may like in quarantine

...



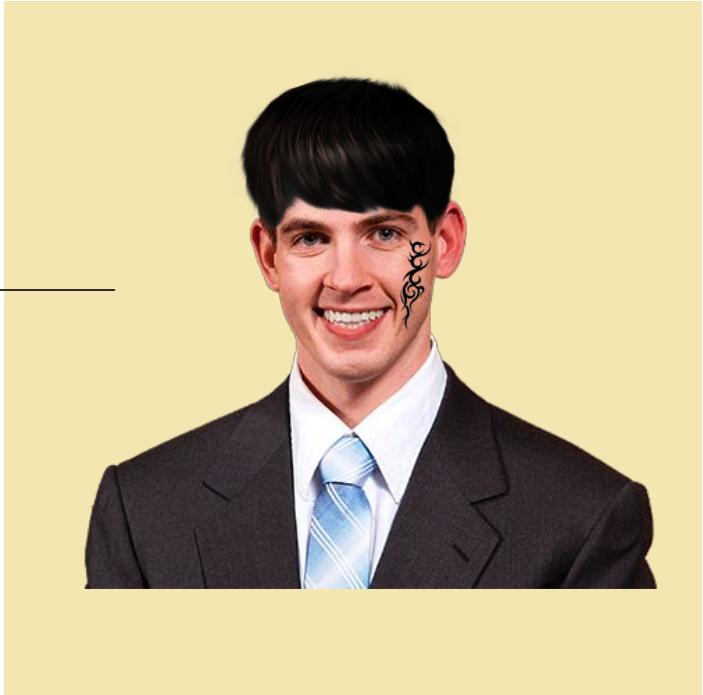
- People don't want **another Instagram**
- **Deathscrolling** 💀 == bad
- A feed with random people "**flexing**" how healthy they are is not the right idea





Dave - The late bird brothers

We met Dave, a student athlete and an intern in finance.



Dave

We met Dave, a student athlete and an intern in finance.

We were amazed to realize Dave felt healthier when he had to wake up for work early every morning than when he had nothing going on. When he had no commitments he just stayed up late partying every night with his brothers and was always tired.

It would be game changing to give Dave a reason to stay on a consistent sleep schedule even when he didn't have to work.



HMW make Dave go to bed earlier. ☀

HMW make Dave and his brothers start partying earlier in the day.

HMW make Dave and his brothers party when they wake up

HMW make Dave and his brothers hate partying

HMW make Dave volunteer when he has free time

HMW we make a fun morning activity for Dave to do with his brothers?

HMW give Dave a reason to wake up without work ☀

HMW make Dave like to watch the sunrise

HMW make Dave super tired at night

HMW make Dave hate the taste of partying

HMW motivate Dave to get up early ☀

Solutions

An app that creates a competition with a prize.

An app for them to put money in a pot and the winner gets the money.

An app that makes you group facetime every morning

An app that tells if your phone is on and shames you late at night.

An app where you connect with accountability buddies

An app that gives you access to coupon but only before some time in the morning

A time-restricted dating app

An app that shames Dave if he wakes up late

An app that badgers you with notifications to go to bed

Prototype 3:

Early Bird Team Challenge

The image shows two handwritten notes on a light brown background, separated by a vertical line.

Puzzle

A sequence of six boxes labeled C, A, D, S, T, R. Below the sequence is the text "Solve 2 Anagrams".

Streaks

Two names are listed: "You + Amy" and "Dave + Sarah + Mike".

Below the names are the numbers 8 and 3, separated by a vertical line.

First to 11:

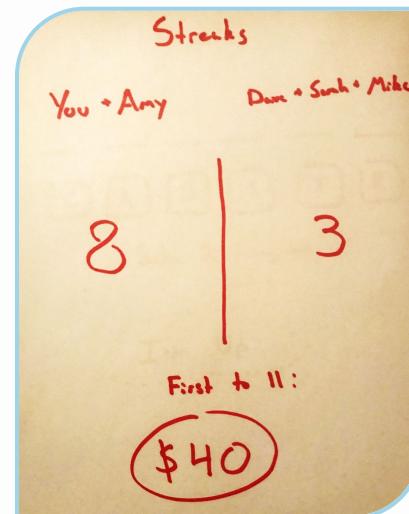
A large oval contains the number \$40.

Prototype 3:

Early Bird Team Challenge

Assumptions:

1. Some people will be incentivized by codependency, others by competition. ✓
2. Solving a puzzle will make people have to actually wake up. ✓
3. “First to” scoring will be more effective than sudden death because it won’t create nothing to lose scenarios. ✓



Prototype 3: Key Learnings

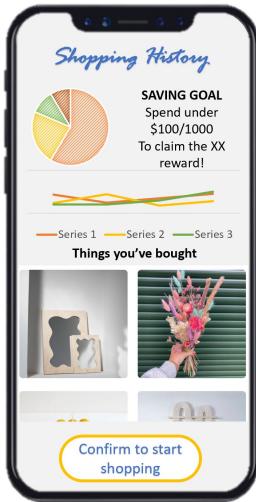


- People may actually want to use this as an **accountability** device for **other activities**.
 - **Competition** and **codependency** are both powerful motivators.
 - Solving a **puzzle** will make people wake up.
- ...



- Some people will **not want** to use a **monetary** prize
- A **puzzle** is good work waking up but a **bad way** for people to verify **other activities**. Maybe use a **picture upload!**

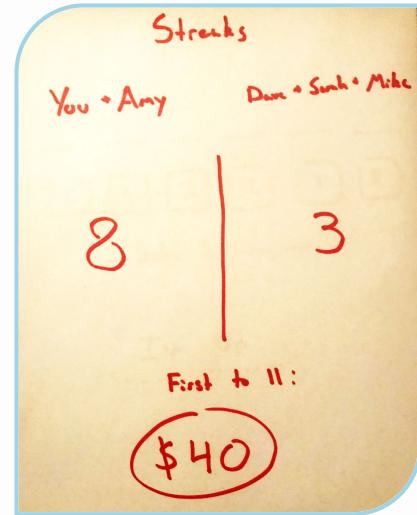
Summary



Prototype 1
Second Thought
Suggestor



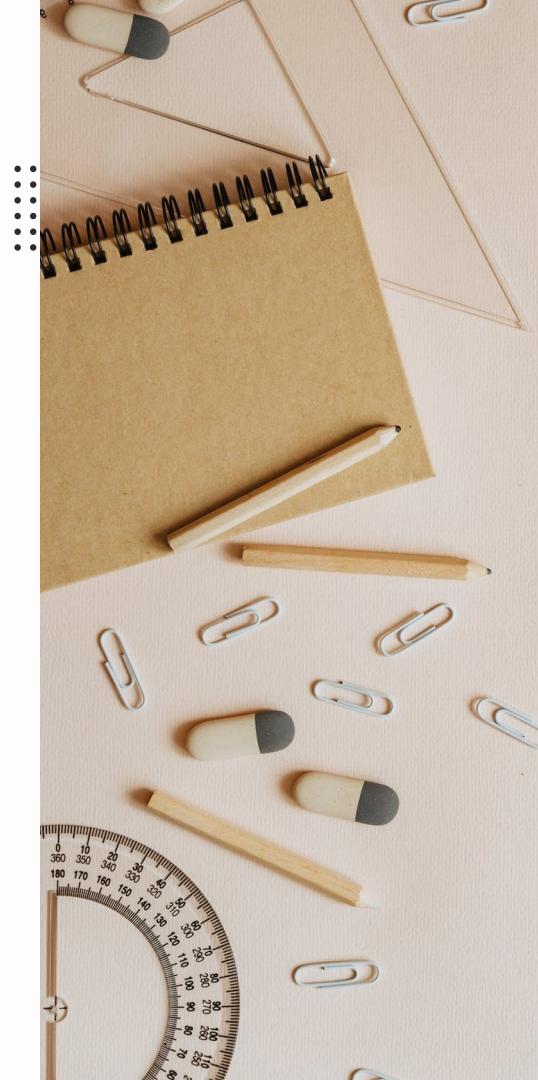
Prototype 2
Hobby
Connection



Prototype 3
Early Bird Team
Challenge

Key Learnings Across Stories

1. External suggestions are helpful (“reason not to buy” notifications)
(friends’ activities)
2. Social elements encourage accountability
(share activities with friends)
(wake-up challenge in teams)



Key Learnings Across Stories

1. External suggestions are helpful (“reason not to buy” notifications) (friends’ activities)
2. Social elements encourage accountability (share activities with friends) (wake-up challenge in teams)

Next steps

1. Choose one prototype for further development
2. Dig deeper into the key learnings
 - What external information are most useful / desired for?
 - What is the optimal scope of social connection?

Thank You

Q&A