

TEAM D

# Rhythms in Chaos

## **Our team:**

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## **Studio Theme:**

Behavior Change for Everyday Life

How can we  
help people maintain  
healthier rhythms  
(physically and mentally)  
during chaotic times?

# Methodology

Participants:

Young Adults

Regular Smartphone Users

Affected by COVID19 Regulations

Wide Range Of:

Living Circumstances

Profession

Technological Dependence

Pre Existing Structure

# Methodology

**Experiential:** We will be asking for stories and examples from the lives of our participants.

**Surroundings:** Their home during quarantine.



# Methodology

## Goals:

COVID19 can be thought of as an experiment in itself.

Everyone's life changed drastically.

How can we use this experiment to learn how to help people through other chaotic times?

Some people were better able to create healthy lifestyles in the midst of the chaos.

Our goal is to determine what allowed them to do this.

## Questions we asked...

- What has your daily schedule been like in quarantine? (is it different from before?)
- How has quarantine affected your mood?
- Are there some things you find easier/harder to do during quarantine?
- If so, what have you done to overcome such difficulties?

## Results - "David"

"Once I started working from home, I had to get up early everyday and I started to feel better."

"I would just stay up late every night partying with my brothers because we didn't have s\*\*t to do the next day. "

"Even though I couldn't see my friends in person I had a lot more time to facetime and stuff."



## Results - “Matt”

- Matt stays up really late at night scrolling pointlessly on his phone
- Feeling guilty about not being productive makes Matt less, rather than more productive

“I go through these weeks where, after one late night, I can never go to bed on time again”

“I just can’t help myself. I want to work. But sometimes I just turn the TV on and waste my day away. I like my work. That’s the worst.”

## Results - “Sam”

- Sam has “Cold Induced Urticaria” which is a condition that makes it difficult to be outside.
- Most important thing for Sam’s mental health is going on a drive every morning.

“I get hives and can an allergic reaction if my skin gets too cold.”

“If I don’t get my morning drive in, I find that I don’t see the sun all day and I feel so depressed... when I do I feel fine it just feels like every other day before COVID.”

## Results - “Annie”

The major distraction really comes from my cat. The cat screams.

Home is not purposefully designed to work. It's a place to rest and relax.

I don't need a lot of personal connection, but I need some of it. Not like I'm stuck at home for 9-10 months.

## Results - “Sarah”

- Sarah has two children with vastly different sleep schedules and an irregular work schedule.
- She had extreme difficulties with quarantine until she took time for herself to devote into a morning routine.

“I’m basically a quarantine queen at this point.”

“Using that time to go on a walk, pray, and smudge and just be mindful gave me so much energy that I was actually more efficient. The sun charges me. It gave me like momentum for the rest of the day.”

# Common Tensions

Bad sleep habits cause days to flow together.

Vs.

Hard to find motivation to stick to a healthy schedule.

Lack of sunlight contributes to feeling down.

vs.

Difficult to get sunlight especially in the cold.

Lack of boundary between work and personal time depletes both.

Vs.

Hard to establish boundaries when both exist in the same location.

# Annie's Empathy Map

“The **efficiency** working from home is much less than what I usually have when working at the university.”

“Now we can only communicate on **email** or make **zoom appointments**”

Gets up 10AM

Has brunch

Works until 5PM

Has dinner

Works until 8PM

Games or TV after work

Do  Feel  
Think

“Tedious”

Disconnected

Frustrated

Safety...

Social connections...

Better efficiency...

Unwilling to make physical changes to the apartment  
bc moving out in 6 months...

# Sam's Empathy Map



"I just need it for myself. It;s what keeps me sane."

"it just feels like every other day  
before COVID"

**Gets up 7AM**

**Showers**

**Goes on 30 minute  
drive and works out**

**School until 3PM**

**Has dinner**

**Homework after dinner**

**Do**

**Say**



**Feel**

**Think**

**Consistent**

**Clear**

**Level**

**Safety...**

**Growth...**

**Investment...**

# Our needs and insights

## Needs we uncovered:

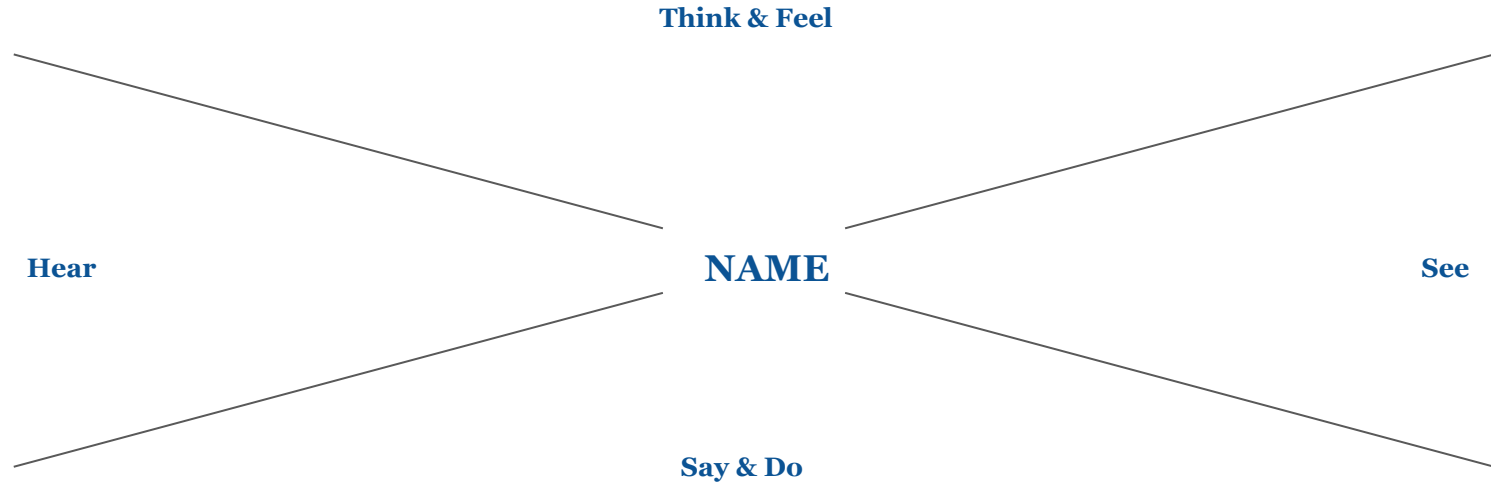
- Sleep Cycle
- Personal Time
- Sunlight

## Insights we've inferred:

- **Routines** seem to be very healthy.
- **IF** vs. **WHAT**
- More people have had luck with morning **routines** (more predictable)

Thank You

# Analysis - Part 1



Insights:

- Xxx
- xxx

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**We met....**

Dan, a university researcher now working from home who wishes he could be as productive as he was before the pandemic!

**We were surprised to notice...**

How often Dan would "get distracted by things in his own home", like his Xbox and TV, despite trying to resist.

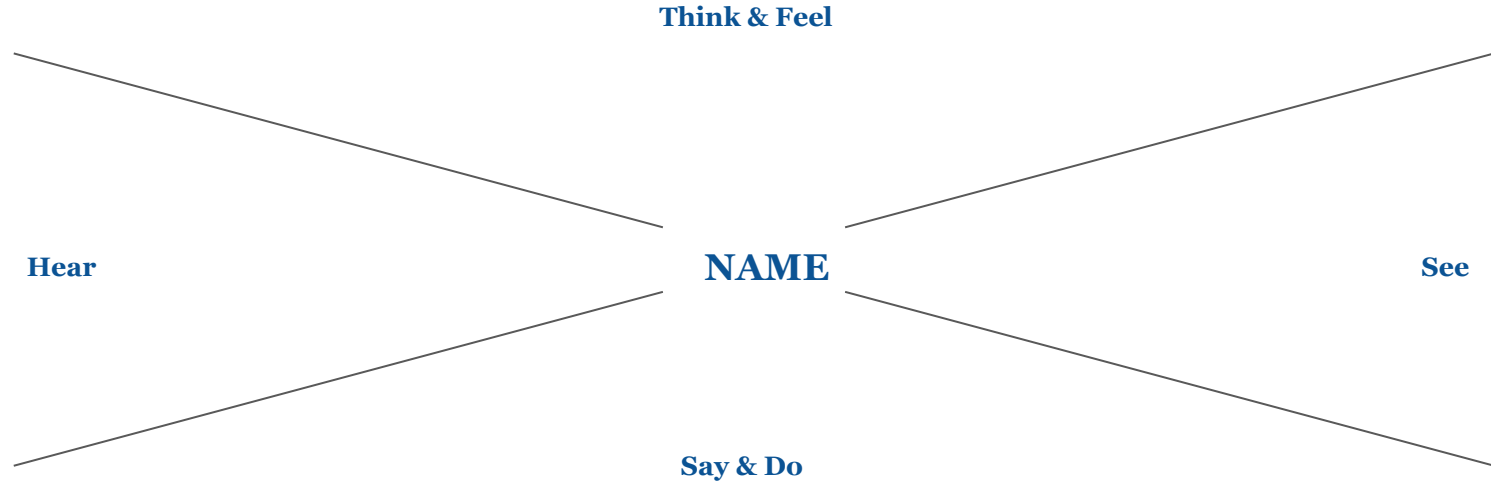
**We wonder if this means...**

We're all just human, and leaving a distraction out will inevitably cause a breakdown in productivity...

**It would be game changing to...**

Help Dan forget about his Xbox when he's in "working" from home mode and needs to be productive!

## Technique 2: Empathy map



Goals:

- To map out the home lives of our participants during quarantine
- To identify important stress factors on our participants' desired routine

# Technique 1: Journey map



Our goal:

- To uncover underlying factors that leading to a breakdown in routine, or, inversely, a successful maintenance of a routine.



# Results - Our first interview: “Matt”

Things we were surprised to learn:

- Matt stays up really late at night scrolling pointlessly on his phone
- Matt has had days where he did a total of 5 minutes of work
- Feeling guilty about not being productive makes Matt less, rather than more productive

Points of tension:

- Scrolling mindlessly on his phone when he knows he wants and needs to sleep
  - Self “jet-lagging”, going to sleep reinforces the habit of sleeping late
- 

Quotes:

- “I go through these weeks where, after one late night, I can never go to bed on time again”
- “I just can’t help myself. I want to work. But sometimes I just turn the TV on and waste my day away. I like my work. That’s the worst.”

# Our interview field guide - three areas of interest

Exploring a routine:

- Tell me about the week you've felt most / least productive in recent memory. Day by day, how did it go?
- What have been positive / negative changes you've made during quarantine?

Assessing current mechanisms for keeping a routine:

- Do you enforce or track your routines? How? Can you show us?

Looking at success and failure:

- Tell us what you did during your worst week? How did you recover? How did you feel?
- What went particularly well the week that you were productive?