POV Self Improvement

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Point of View

USER	NEED	INSIGHT
A person struggling with phone addiction	A tool to track and reduce screen time and encourage healthier habits.	They want to be more present in their daily life but struggle to manage phone use without guidance.
A smoking addict who has tried quitting multiple times but relapses due to stress.	A support system for stress management and a relapse prevention plan.	They are motivated to quit but need help handling triggers and stress without returning to smoking.
A gambler who is concerned about losing control but is hesitant to seek professional help.	Access to anonymous support and self-help resources.	They feel ashamed and need a safe space to learn how to manage their addiction without feeling judged.

Point of View

USER	NEED	INSIGHT
A person who spends excessive hours playing video games	A balanced gaming schedule and strategies to limit playtime.	They enjoy gaming but feel it is negatively impacting their personal life, and they need help moderating their habits.
Individual experiencing guilt and isolation due to compulsive pornography	A safe, anonymous space for education and self-help, support of a community.	They feel shame and isolation around their behavior but want to break the cycle without fear of judgment.
A person struggling with junk food addiction and emotional stress eating.	Personalized guidance and coping strategies for emotional triggers.	They turn to food for comfort in tough emotions to cope with these feelings.

POV Madlib

- **A person struggling with phone addiction, feeling disconnected from real-life interactions, needs a tool to track and reduce screen time and encourage healthier habits because they want to be more present in their daily life but struggle to manage phone use without guidance.**

- **A smoker who has tried quitting multiple times but reverts back due to stress needs a support system for stress management and a relapse prevention plan because they are motivated to quit but need help handling triggers and stress without returning to smoking.**

- **A gambler who is concerned about losing control but is hesitant to seek professional help, needs access to anonymous support and self-help resources because they feel ashamed and need a safe space to learn how to manage their addiction without feeling judged.**

POV Madlib

- An individual dealing with junk food addiction and emotional eating is in need of tailored support and coping strategies to address their emotional triggers. They often resort to food for comfort during difficult emotions but are looking for healthier alternatives to manage these feelings

- A person struggling with pornography addiction, feeling guilty and disconnected from real-life intimacy, needs a safe, anonymous space for education and self-help resources because they feel shame and isolation around their behavior but want to break the cycle without fear of judgment.

- A person who spends excessive hours playing video games, leading to neglect of responsibilities and relationships, needs a balanced gaming schedule and strategies to limit playtime because they enjoy gaming but feel it is negatively impacting their personal life and need help moderating their habits.

How Might We (HMW)?

- **HMW design an environment that minimizes smartphone temptation?**

- **How can we make user quit smoking/gambling/junk food or any other external addiction?**

- **HMW make user quit the compulsive addictions of certain applications/videos/games?**

- **HMW reward small, consistent wins?**

HMW? Analysis

- **HMW make journaling seamless?**

- **HMW build relapse resilience?**

- **How will we integrate stress & boredom relief activities?**

- **HMW enable adaptive goals and track user progress?**

HMW? Analysis

- **HMW let users control what they share with the app?**

- **HMW safeguard sensitive information and private user data like journal entries or mood logs?**

- **HMW allow users to engage in community support without revealing their identity and maintain their anonymity?**