5-9

Intentionality After Work

For new grads, **dedicating purposeful time towards themselves and others can feel impossible**—it's easier to just watch Netflix every day after work. 5-9 solves this problem by making it straightforward to **set, do, and reflect on intentions** users set for themselves, whether it's seeing an old friend or meditating after a long day of meetings.

Market Research: Nudge

Product: Nudge

Product space: Geographically curated activity planning for young adults

Key Differentiators:

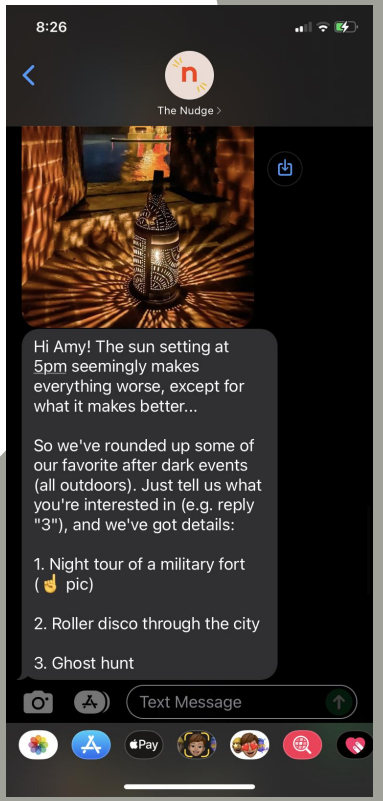
- Nudge **only presents users with activities,** 5-9 also connects users with their friends during overlapping free times
- Nudge relies on **twice weekly text notifications,** 5-9 is not notifications based
- Nudge does not differentiate between social activities and self care activities, 5-9 will

What Works:

- Sending text allows app to “circumvent app notification fatigue”
- Works with local influencers to get trendy ideas
- Texts contain activity idea and links to a more fully fledged plan (with photos, address, logistics, etc.) that also tracks user engagement
- Writes texts in “friendly, narrative style”
- Intentionally only sends two texts a week to avoid spamming user

What Doesn’t Work:

- Customizing activities on a per user basis.
- Says that they want to stay away from promoting specific products/services/events as it would ruin their credibility.
- Venue overcrowding since they send the same plans out to a large group of people now.



Tasks

SET INTENTION (EASY):

- **Set intention for the rest of your day:** self-care, social, nothing at all

DO INTENTION (HARD):

- Either, **find an interesting activity to do alone**
- Or, **find an exciting activity to do with your friend,**
  and **identify a suggested time slot** when both you and a friend are free

REFLECT ON INTENTION (MEDIUM):

- **Rate how you spent your free time** that day
- **Look back** on how you spent your free time in the past

Values in Design

Embedded Values:

- Create personal accountability
- Cultivate personal wellness and lifestyle sustainability
- Promote social exploration
- Suggest user-specific activities for unique experience

Conflicting Values:

- Customization and privacy surrounding scheduling
- Active socialization and wellness/self-care

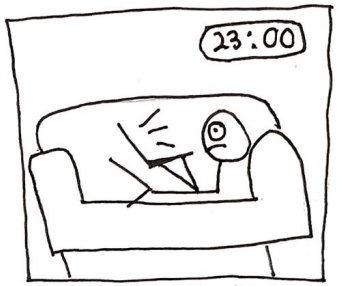
Addressing Conflicts:

- Trading-off: allow user to choose how to prioritize socializing vs. self-care
- Compromising: opt-in to sharing calendar and other personal details

Video Storyboards

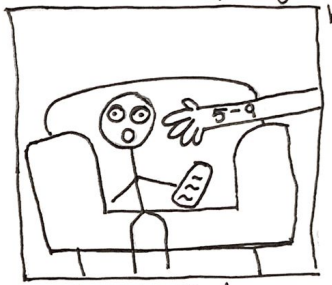
Task 1 : set Intention

Leaving yet another day of work



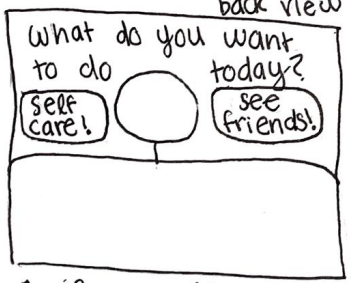
Return home to cycle of phone and Netflix

zoom, happy music begins



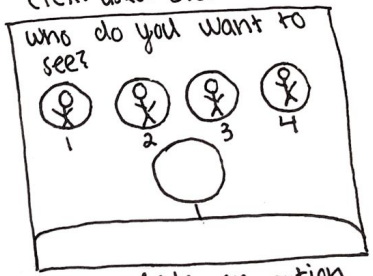
Hand labelled "5-9" slaps laptop shut and hands over phone

back view



As if magically, main character sees options in front of his eyes!

(text asked over voice-over)

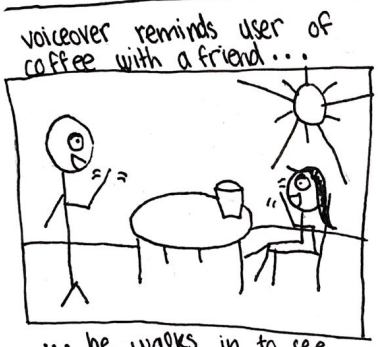


user selects an option that appears above by pointing

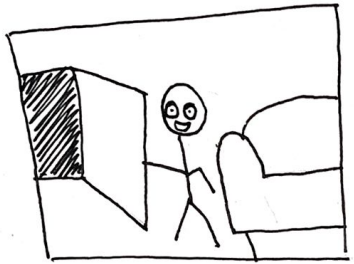
(voice-over again)

user selects time, cementing plan with friend!

Task 2: Do Intention



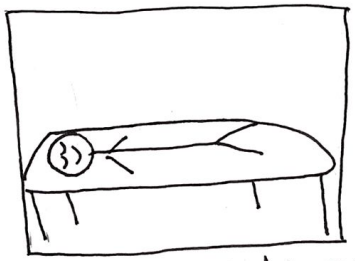
Task 3 : Reflect on Intention



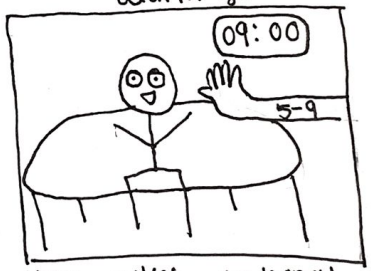
user returns home

voiceover asks for rating of social activity...

... user points up to select 4 stars!

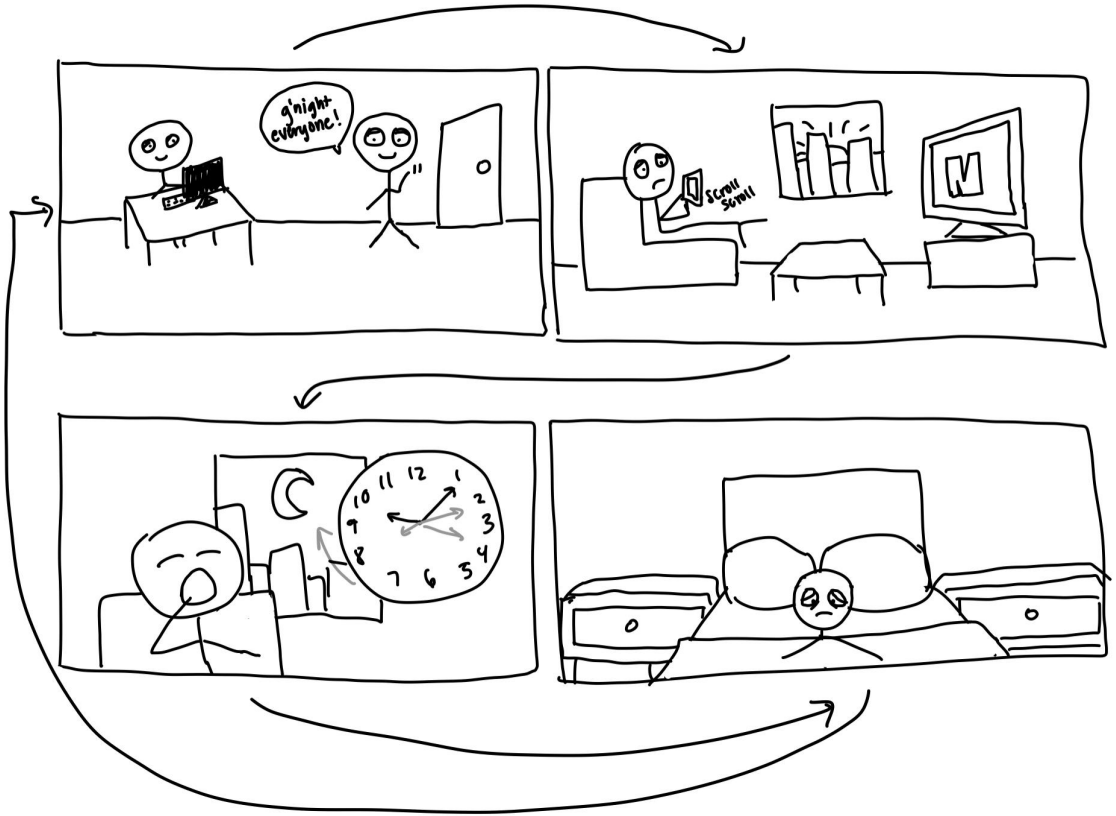


user goes to bed happy



alarm goes off

User wakes up happy, high fives hand reading "5-9"!

Appendix

Cycle scene storyboard: