



Increasing Intentionality

Team A

Our Team



Sarah C



Graciela S



Carolyn Q



Theo S

Initial POV: Justin

We met...

- Justin, a varsity athlete with a strict schedule and mindset

We were amazed to realize...

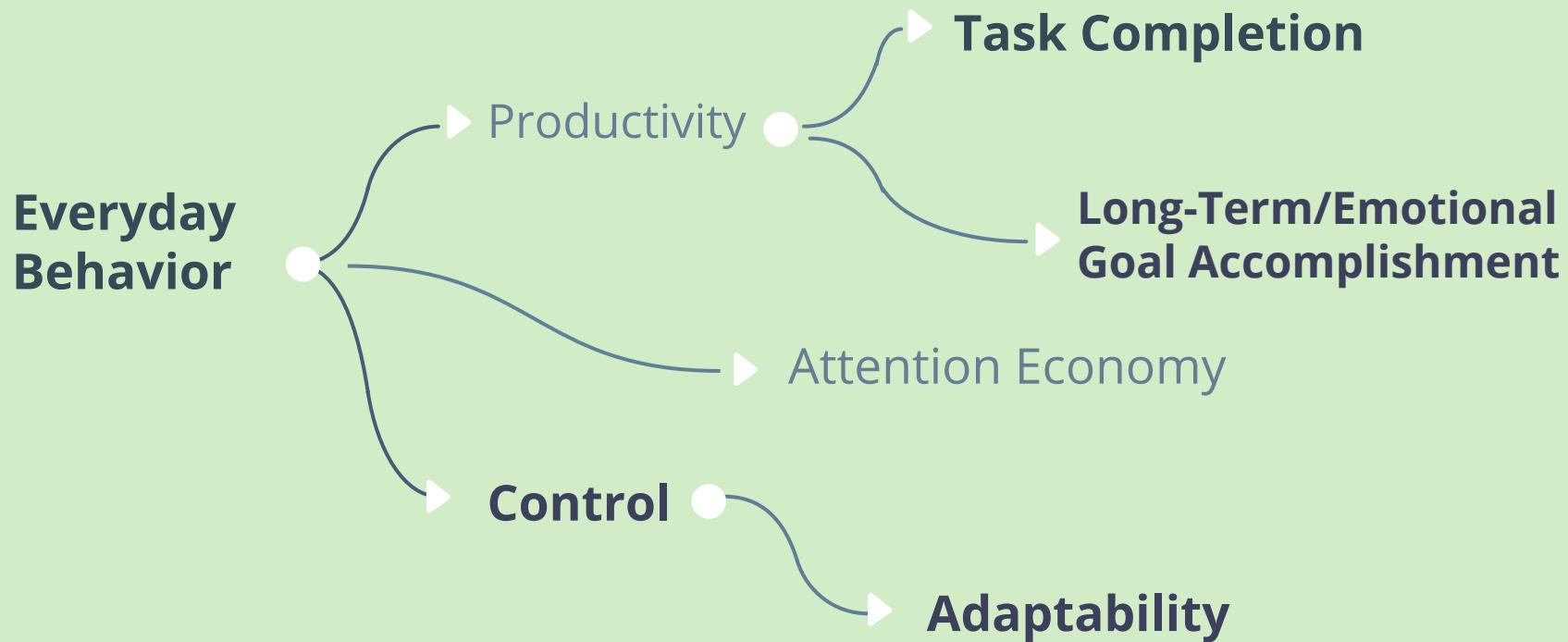
- his habits of writing sticky note affirmations were essential to his success

It would be game changing to...

- Help people feel assured of what they **can and can't control**



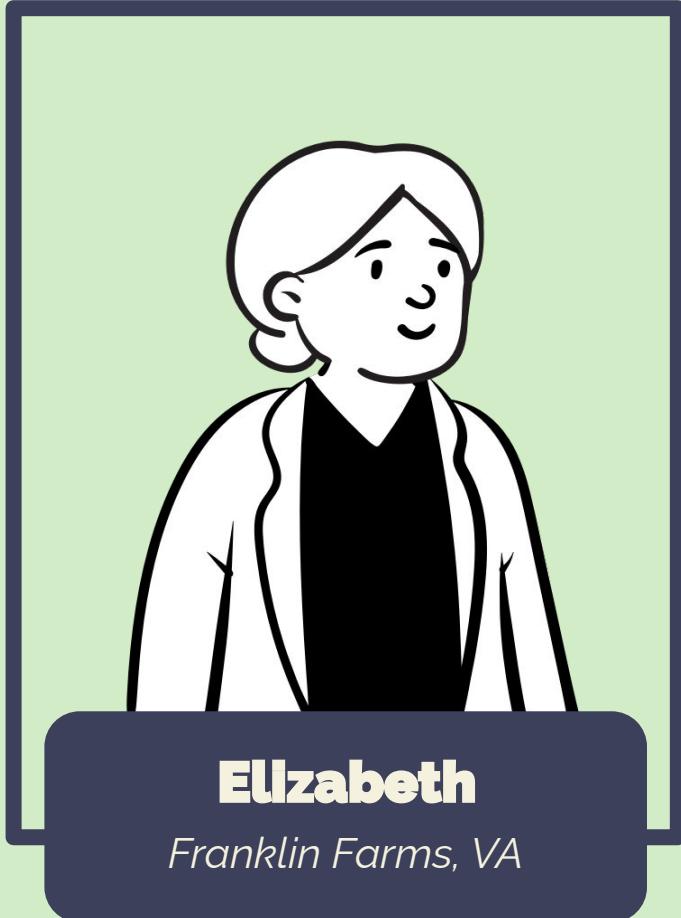
Overview: Exploring Subdomains





Needfinding

Round 2!



Elizabeth

Franklin Farms, VA

"I have to decide immediately when the thought comes or I won't do it"

"First step to clearing my head is to clear my space"

"I'm driven to do things because I'm stressed out"

"When I get anxious or stressed my mind goes blank"

POV 1

We Met

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

We were amazed to realize

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

It would be game changing to

Translate a self-understanding of limiting factors into actionable habits to eliminate these factors.



Xanthe

New Zealand

"I have no system to be productive, but I get things done"

"I know what I have to do, I usually don't feel out of control"

"Reducing screen time is unrealistic, because there's nothing else to do"

POV 2

We Met

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

We were amazed to realize

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

It would be game changing to

Help her use her time alone in a more intentional and valuable way that helps her appreciate her internal motivations more than external motivations (FOMO)



Brlon

Washington D.C.

*"We're all too attached to digital personalities that **we don't have time to connect with ourselves**"*

*"I don't have a strict schedule, because I want to allow for the **enjoyability of spontaneity**"*

*"The main difference between the days that feel like blurry seconds and the days where I feel like I'm doing something with my life **is how I spend my morning**"*

POV 3

We Met

Brion, FLI Student at Wisconsin University currently living at home w his father in SE DC w/ no means of transportation

We were amazed to realize

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

It would be game changing to

Help Brion achieve a strong feeling of control and intentionality in his day, without necessarily forcing adherence to a routine

PROBLEM SPACE

CONTROL

too much value placed on control

having a strict routine

"doing things on your own accord, not because of stress or deadlines" -elizabeth

good sleep schedule

seeing lots of check marks at the end of the day

repeating affirmations and goals

many people feel more in control in the physical space- maybe because actions are more intentional?

writing songs

Actions are take more thought/energy in physical space, but are more mindless in digital space

LACK OF CONTROL

Fear of missing out on experiences with her friends as a driving factor in the decision-making process

Spending too much time on phone and being aware of that wasted time

focusing too much on things that are out of your control or on the past

deadlines and stress forcing decisions to be made

"living in the moment" in the digital space

other peoples' judgements/your own internal judgements

lack of access to transportation

attention economy and choice paralysis in digital spaces

many people feel less in control in the digital space- less mindful actions?

HMW

HMW help people take action to eliminate their limiting factors of productivity

HMW help people follow their own values without societal pressures

HMW decrease people's reliance on external motivations through contextualization (reframe from what we are missing to what we have)

HMW put a focus on HOW to get things done rather than WHEN to get things done

HMW encourage people to adapt their daily activities based on future goal, emotion, outside environment, etc

HMW help her contextualize her life in what she partakes in rather than what she is missing out on

HMW 1: Solution Brainstorm

HMW:

HMW put a focus on HOW to get things done rather than WHEN to get things done

Solutions:

anti-calendar
to-do list

workshop in
breaking down
actionable
goals

compile resources
that might relate to
different goals

Let's remove the
time-sensitivity of
tasks

organize
events out of
order (eat
dinner first?)

to-do list where
everything is
encouraged to
be broken down

focus on the actions rather
than the due dates

adaptive calendar to-do
contextualized by what time
you wake up and time used
for unplanned/spontaneous
events

productive
procrastination

SUPER dynamic
calendar that
encourages moving
around events/to-dos

big weird punishments
everytime they fuck up an
assignment (send your
boss a nude)

give people \$1,000
everytime they MISS
a deadline

force people to
schedule things in
reverse (long term
goals funnel to short
term actionable
steps)

Let's remind people
that life is short and
value does not come
from deadlines

rewards for doing
things that aren't on
your to-do list

HMW 2: Solution Brainstorm

HMW:

HMW encourage people to adapt their daily activities based emotional and environmental goals

Solutions:

make future goals easily accessible and repeated all the time for reinforcement

reward emotions-based task list (ie "finish homework so you will feel accomplished")

help people understand how individuals interactions are affecting their emotions

treating your headspace like your physical space

do something new everyday that forces them out of routine

reverse to-do list that starts with values/emotions (ie i want to feel loved so I'm going to call my parents)

workshop to become aware of outside environments

work at a different place everyday

therapist spits out random wellness tasks every 5 minutes

meditate and reflect on actions every 15 minutes

Force people to burn their productivity based to-do list every day

help people understand correlation between habits and negative emotions

read a self help book

restarting every single day

don't use social media for a period of time

Use virtual reality to transport you to a new environment

take 10 min to soak in the sun

u just got iced

HMW 3: Solution Brainstorm

HMW:

HMW decrease people's reliance on external motivations through contextualization (reframe from what we are missing to what we have)

Solutions:

gratitude journal

everything you check off your to-do list you have to say something you were grateful for

meditation and active gratefulness

snapshot memories, memory palace

set goals based on values and internal motivating factors

for every event in your calendar you have to come up with something you're grateful for

gratitude journaling based on self affirmations (i am grateful that I am smart, etc)

morning journaling what you are grateful for

complete a nonstop intense 5 min workout

take a private jet to an exotic island to complete your work

app that reminds you that you romanticize other people's situations

rememory (look thru ur camera roll)

force you to say your gratitudes OUT LOUD

tattoo YOLO on your forehead so you're reminded to be grateful every day

app that juxtaposes your problems with global issues

network to share the unproductive things you've done during the day

Hire someone to yell at you every time you start comparing your life to others

NO REGRETS alarm every morning when you wake up



**How might we put a focus
on HOW to get things
done rather than WHEN to
get things done?**



Solution

A 'reverse to-do list' that begins with planning based on **emotions** and **long term goals vs short term work**

Assumptions

- Help focus on emotional needs over external expectations of productivity
- Result in higher emotional wellbeing
- Lower the barrier to action by breaking down bigger goals into small steps

Prototype 1: The Funnel

DESCRIPTION:

Instead of a **productivity based lists**, participants were asked to make a **list starting with long term needs** and **emotional ends-in-themselves**, and **work backwards to specific tasks**.

Participants were asked to **go into tasks with the intention of working towards these long term goals**, and asked to write down how they felt at the end of each task, and end of the day.

Results



Yarden

Working CC Student
Washington D.C.



What worked:

- Discovering tasks through emotional needs
- Boosting internal motivation through goal setting
- Feeling better about doing things that aren't strictly productive



What didn't work:

- Time-consuming
- Too much effort to do regularly knowing themselves
- No incentive, still stressful



**How might we
encourage people to adapt
their daily activities based on
their emotions and
environments?**



Solution

Encouraging trying a **new headspace** or **physical space** every day

Assumptions

- Increase mental wellbeing
- Boost creativity
- Variability will remove the emotional burden from challenging activities

Prototype 2: SWITCHING IT UP

DESCRIPTION:

Participants moved to a **new location** to work for **every new task/class of the day**.

They were asked to go to places they've **never worked before** and later to reflect on how it affected their productivity, attitude, and emotions.



Results: Part 1



Grant

Stanford CS Student
Irvine, CA



What worked:

- Felt refreshed
- More engaged with work and people (good balance)



What didn't work:

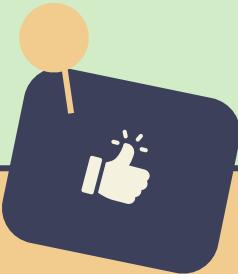
- Regular workspace was impossible to move
- Meetings and calls still had to be taken in private

Results: Part 2



Kathy

College Student
Los Angeles, CA



What worked:

- Working in commonspace increased comfort with roommates
- moving provided time for a short break to do something different (get water, a snack, etc)



What didn't work:

- Some tasks took too long

Results and Validity

Surprises

- linear vs discrete memories
- control and emotions

New Learnings

- In the moment vs looking back
- Neutral memories skew towards mood



Validity

- Assumptions about positive emotions were valid
- Assumptions about negative emotions were not

Why?

- Nostalgia enhances emotions
- think about our memories in context of our current mood

New Assumptions

- **Looking at old memories can reframe them in context of current mood**



**How might we decrease people's
reliance on external motivations
through contextualization
(reframe from what we are
missing to what we have)?**



Solution

Practicing
rememory with a
focus on **gratitude**

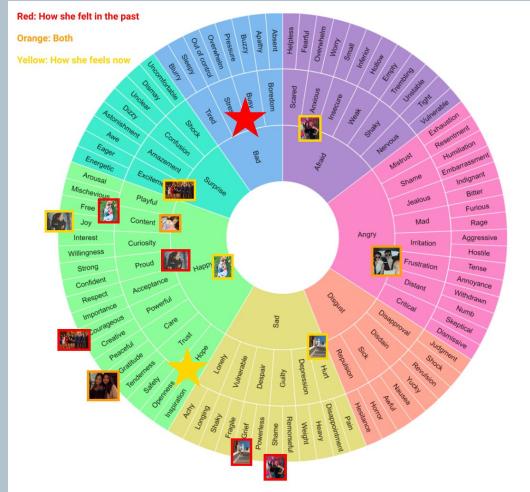
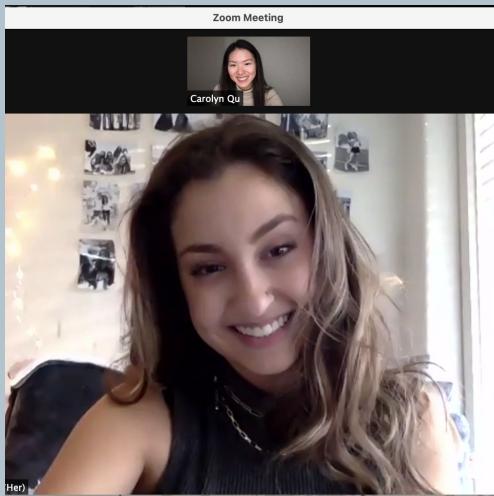
Assumptions

- help **contextualize emotions**
- help individuals feel **grateful**
- Seeing photos associated with **positive emotions** will help people get into a **positive headspace**
- Seeing photos from the past will **reinforce personal growth**

Prototype 3: Rememory

Participant was asked to look through camera roll to find memories and describe emotions.

Major Positive Memory	Major Neutral Memory	Major Negative Memory
Insignificant Positive Memory	Insignificant Neutral Memory	Insignificant Negative Memory
Forgotten Positive Memory	Forgotten Neutral Memory	Forgotten Negative Memory



Results: Rememory



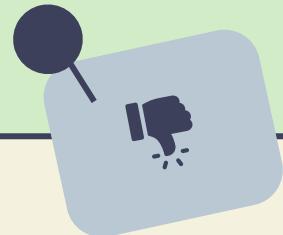
Eva

College Student
New Orleans, LA



What worked:

- Positive/neutral memories made her feel positive
- Focused on self and emotions rather than others



What didn't work:

- Negative memories resulted in negative emotions
- Didn't experience retrospective growth

Results and Validity: Rememory

Surprises

- linear vs discrete memories
- control and emotions

New Learnings

- In the moment vs looking back
- Neutral memories skew towards mood



Validity

- Assumptions about positive emotions were valid
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Why?

- Nostalgia enhances emotions
- think about our memories in context of our current mood

New Assumptions

- Looking at old memories can reframe them in context of current mood

Solution



We were most intrigued by the results of the “**Funnel**” and “**Rememory**” experience prototypes because of their highlighting how we might shift mindsets and increase mental health using relatively simple exercises

Summary

**Simple exercises
can have a great
Impact on mental
health**

**Convenience is a
bigger barrier than
thought**

We will continue
repeating
experience
prototypes to
gauge long term
effects

**Significant emotional
goals will take more
than one exercise to
achieve**

Reverse list can actually
cause stress for people
who like to live
spontaneously



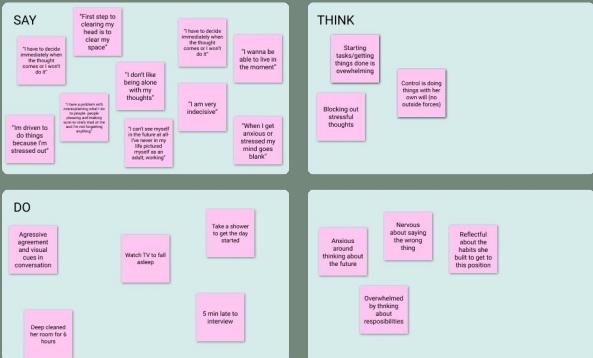
Thanks!

Appendix

Brainstorming Process



Empathy Maps/Interview Notes



Briion
Goes to Wisconsin on full scholarship, went to private hs on scholarship as well. Lives at home with his dad in SE DC. Hip Hop Artist

I don't have a car and my dad doesn't have a car, and I live too far from my friends for them to come, and I can't pay for ubers

Living at home made my head feel fucked up, usually all I would do is smoke and play xbox

If I had the motive to, sometimes I would write, but I didn't have the studio and I don't like writing when I can't record

After being around people for so long, being alone at home didn't feel right

On days where I wrote all day, that would be a good day

In the morning my dad makes me voodoo tea, and that's my energy for the day

I'd say the main difference between them is when I wake up

When I get up early shower, drink my tea, and smoke my day is more enjoyable and I feel better about myself

I'd say it's about feeling in control, or like you're getting stuff done, but also because it gets dark early here, and getting up with three hours of daylight left is scary

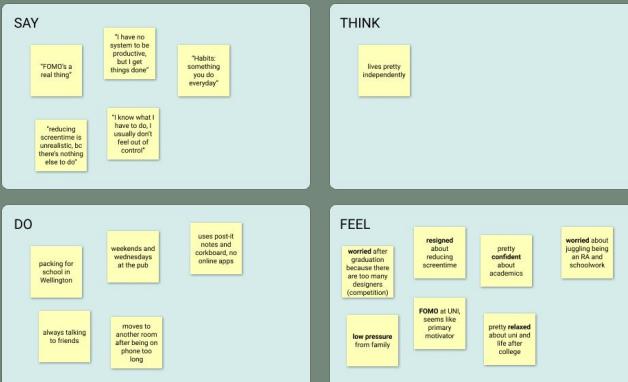
I learned about my creative side at night recently after watching an interview, like working from 1am-6am. We don't have to be so constrained with our sleep schedule.

I don't have a strict schedule, because I want to allow for the enjoyability of spontaneity

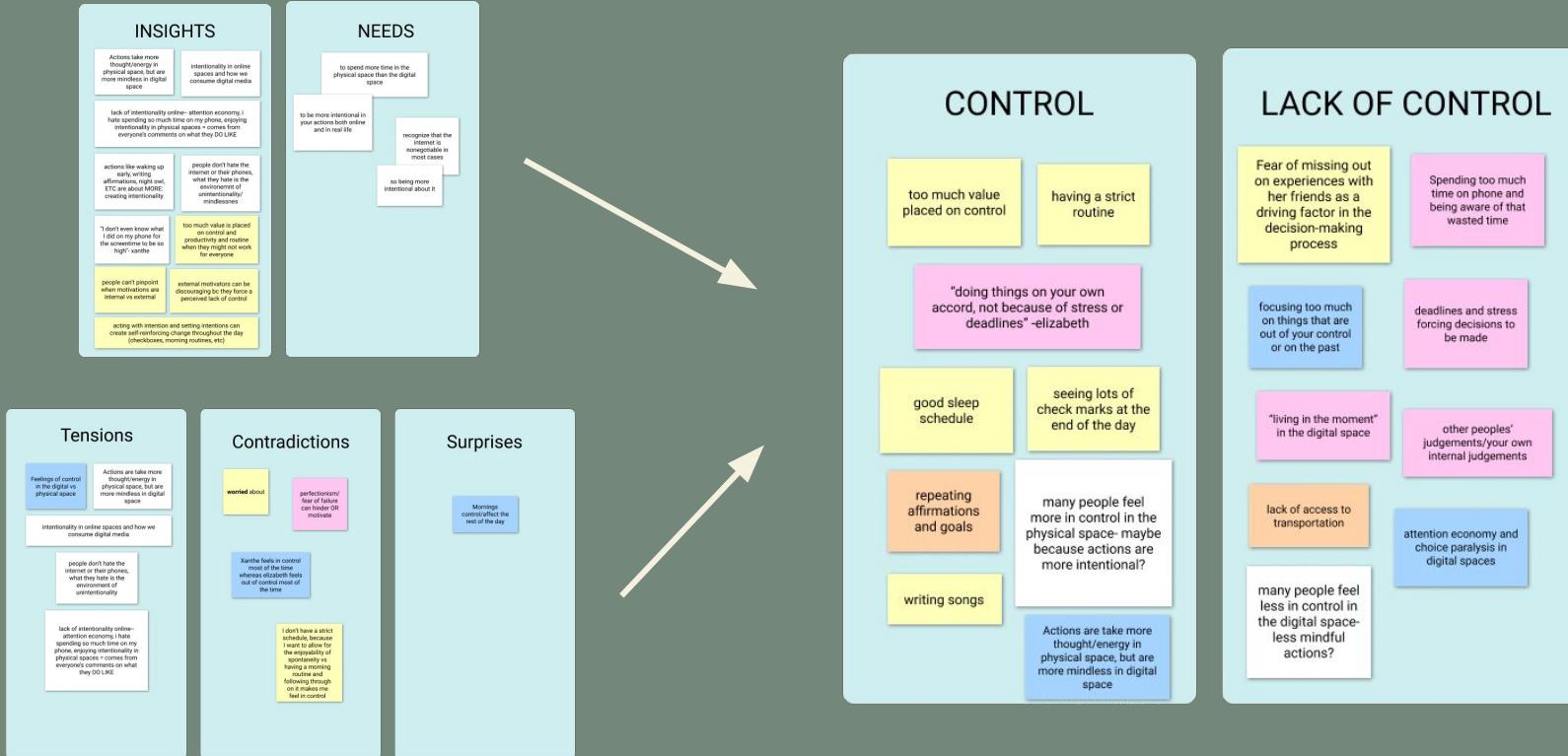
I feel like I have to be productive because I've seen too many of my relatives forced into that position of unproductiveness and laziness, and I'm blessed enough to have the opportunity to do things, so I'm gonna do them.

I need something to make me put the phone down, we're all too attached to digital personalities that we don't have time to connect with ourselves.

My dad lost his job during corona and he's not the type of person to try hard to get another one. I don't want to be 40 and not know what I want to do, so I'm gonna work.



Synthesizing Information



POVs

We Met

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

Brion, FLI Student at Wisconsin University currently living at home w/ his father in SE DC w/o means of transportation

We were amazed to realize

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

She doesn't consider herself "living in the moment" because she doesn't feel in control of her actions (i.e. going on tik tok, stress/deadlines drive her to finish tasks)

She never really felt out of control and was very self-motivated

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

It would be game-changing to

reframe her mindset to strive for things that make her more productive rather than things that make her unproductive (shift focus to productive factors)

Help Liz understand and utilize the internal factors of motivation rather than the external ones (stress, deadlines, etc)

help Xanthe feel better about stuff they can't control

Help Brion get this same feeling of control, without forcing adherence to a routine

HMW 1 Brainstorm

POV:

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

Translate a self-understanding of limiting factors into actionable habits to eliminate these factors.

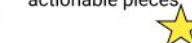
HMW:

HMW help people dig deeper into their emotional triggers and catalysts for their procrastination



HMW provide incentive/motivation for people to avoid behaviors they know that lead to lack of control

HMW help people break down to-dos into easily actionable pieces



HMW help people avoid triggers for time wasting



HMW help people recognize their own limiting factors

HMW isolate the emotions from productivity



HMW avoid emotions and negative self implication of procrastination



HMW help people take action to eliminate their limiting factors of productivity



HMW use people's limiting factors to help identify their strengths



HMW help people find a balance between work and relaxation



HMW find roots of their underlying factors

HMW 2 Brainstorm

POV:

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

Help her use her time alone in a more intentional and valuable way that helps her appreciate her internal motivations more than external motivations (FOMO)

HMW:

HMW help people identify intentional ways to use their time

HMW help people find activities that they enjoy doing alone

HMW help people identify their external factors so they can avoid them

HMW decrease people's reliance on external motivations

HMW help her understand that alone time is valuable for development

HMW ease off of the fixation on what other people are doing with their time/lives

HMW help her contextualize her life in what she partakes in rather than what she is missing out on

HMW help people recognize the value in internal motivations

HMW help her become aware of internal motivating factors

HMW help her focus on herself during alone time rather than what others are doing

HMW 3 Brainstorm

POV:

Brion, FLI Student at Wisconsin University currently living at home w his father in SE DC w/ no means of transportation

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

Help Brion feel intentional in his actions throughout the day, without necessarily forcing adherence to a routine

HMW:

HMW put a focus on HOW to get things done rather than WHEN to get things done



HMW help people live in line with their values without requiring a specific set of actions



HMW help people follow their own values without societal pressure



HMW recognize the larger goals in his life

HMW help individuals recognize the root/cause of their actions (emotional, logical, etc)

HMW help people establish habits that aren't time-based



HMW help people feel comfortable without a routine



HMW incentivise the completion of certain tasks without excessive rigidity



HMW encourage productivity without strict to-dos or time objectives



HMW encourage people to adapt their daily activities based on future goal, emotion, outside environment, etc

Final HMW Generation

THREE BEST HMW

HMW help people take action to eliminate their limiting factors of productivity

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Solutions:

anti-calendar
to-do list

workshop in
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compile resources
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give people \$1,000
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force people to
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goals funnel to short
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Let's remind people
that life is short and
value does not come
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rewards for doing
things that aren't on
your to-do list

HMW 2: Solution Brainstorm

HMW:

HMW encourage people to adapt their daily activities based emotional and environmental goals

Solutions:

make future goals easily accessible and repeated all the time for reinforcement

reward emotions-based task list (ie "finish homework so you will feel accomplished")

help people understand how individuals interactions are affecting their emotions

treating your headspace like your physical space

do something new everyday that forces them out of routine

reverse to-do list that starts with values/emotions (ie i want to feel loved so I'm going to call my parents)

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therapist spits out random wellness tasks every 5 minutes

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read a self help book

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Use virtual reality to transport you to a new environment

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HMW 3: Solution Brainstorm

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Solutions:

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set goals based on values and internal motivating factors

for every event in your calendar you have to come up with something you're grateful for

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NO REGRETS alarm every morning when you wake up

Rememory

Major Positive Memory	Major Neutral Memory	Major Negative Memory
Insignificant Positive Memory	Insignificant Neutral Memory	Insignificant Negative Memory
Forgotten Positive Memory	Forgotten Neutral Memory	Forgotten Negative Memory



	Major Neutral Memory Major Positive Memory Description: Receiving an international award for BBYO - How she felt back then: courageous - A big goal of hers at the time - Very daunting but she overcame her fears - How she feels now: Courageous - Makes her excited to reminisce on her hard work		Major Negative Memory Major Negative Memory Description: Going to Europe with her ex-boyfriend - How she felt back then: hurt - How she feels now: regretful - She's going to break up - How she feels now: Grief - Brings her back to a negative place - Makes her long for when they were still together
	Insignificant Neutral Memory Insignificant Positive Memory Description: Cuddling with her dog (Josie) - How she felt back then AND now: Happy - How she feels now: comfortable, loved - always brings her joy - is a safe space for her (side-note: something we take for granted?)		Insignificant Negative Memory Insignificant Negative Memory Description: Going to the park with her friends before covid - How she felt back then: Content - How she feels now: content - How she feels now: free (reminiscing, she longs for the freedom from the time of the event) - How she feels now: Upset about things that she can't do anymore - Hopeful that things will go back to the past
	Forgotten Neutral Memory Forgotten Positive Memory Description: Winning the Ice Skating Competition How she felt back then: Joy - Worked really hard and her hard work paid off - How she feels now: Proud - How she feels now: passionate she was - Worked really hard and was good at something she really cared about		Forgotten Negative Memory Forgotten Negative Memory Description: Visiting Budapest During her Semester Abroad - How she felt back then: Anxious - Felt like a bother to individuals around her - Had to learn how to live in a new country - Constantly stressed - How she feels now: Regret - Wishes she had a more positive mindset