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# Team A

Behaviour and Habits in Everyday Life

# Our Team



**Sarah**

Sophomore  
Symbolic Systems  
Irvine, CA



**Gracie**

Sophomore  
Product Design  
Boulder, CO



**Carolyn**

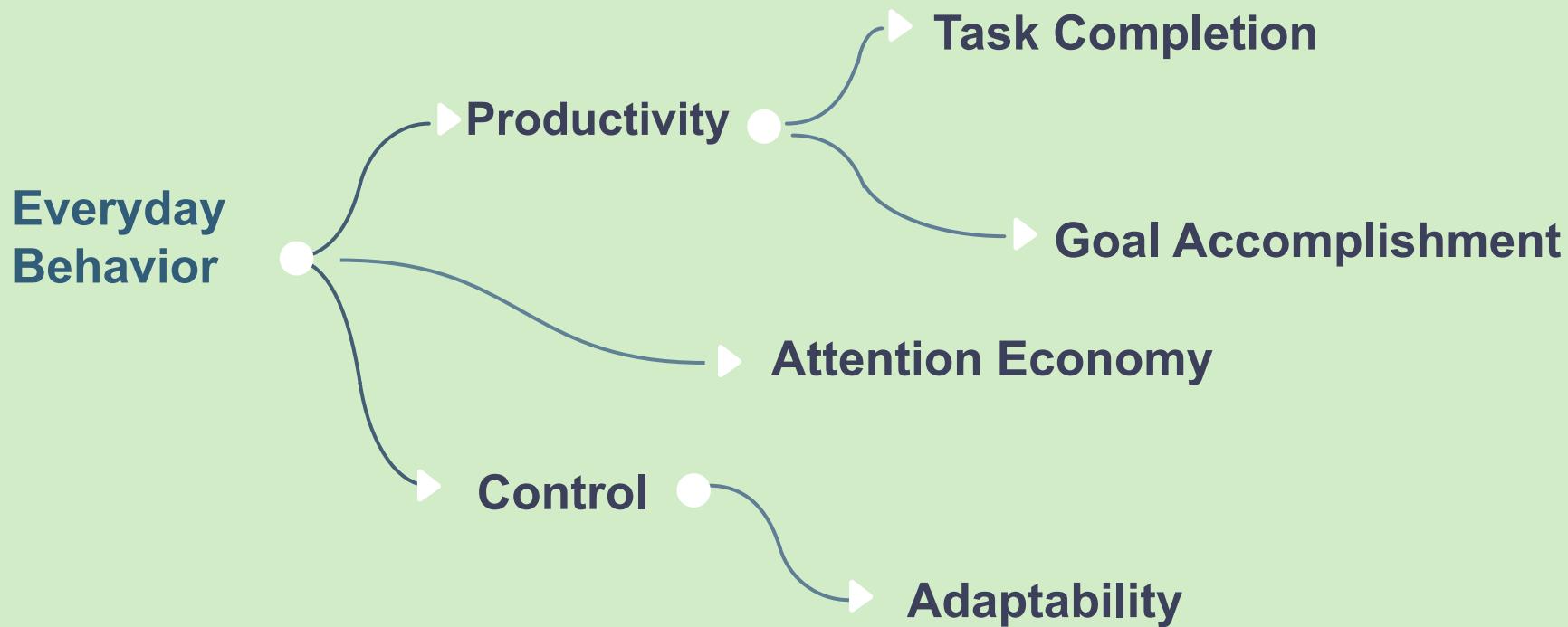
Sophomore  
Undeclared  
Herndon, VA



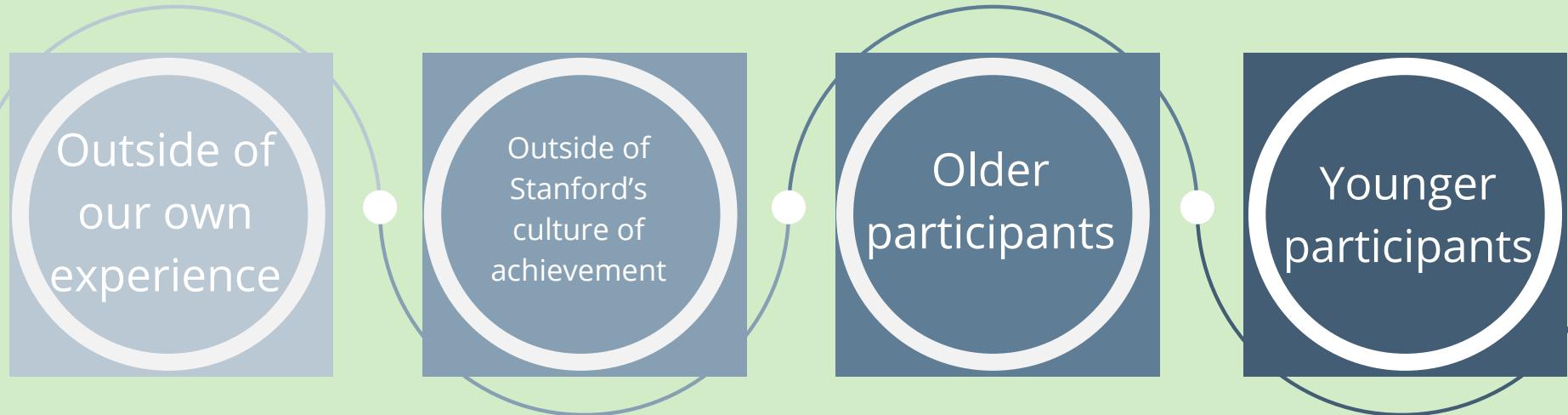
**Theo**

Sophomore  
Computer Science  
Bethesda, MD

# Exploring Domains



# Participant Selection



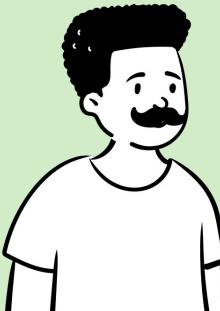
*Areas to improve: diversity of race and socioeconomic status*

# Our Participants



**Jennifer**

New Mom,  
Teacher,  
Dance Coach  
*Herndon, VA*



**Yong**

College Junior,  
Recovering from  
Substance Abuse  
*Irvine, CA*



**Justin**

College Sophomore,  
Student Athlete,  
Baseball Player  
*Philadelphia, PA*



**Andrew**

20 year old,  
Major Life Transition,  
Strong ADHD  
*St. Petersburg, FL*

# Guilding Questions

Describe your routines...  
how do they differ from weekday to weekend?

What do you do to stay productive/successful?  
What does that mean to you?

How do you fit in time to relax?

What are some habits you'd like to develop?

What are some habits you'd like to break?



# Results



## Jennlfer

*Mom, Teacher, Dance Coach  
Zoom (40 min) Interview*

*“Staying busy  
makes it easier to  
be productive.”*



**Yong**

*College Student, Recovering Addict  
Zoom (50 min) Interview*

***"Power in the  
21st century is  
knowing what  
to ignore."***



**Justin**

*Student-Athlete  
Zoom (45 min) Interview*

*"Much of my past failure was due to me focusing too much on what was out of my control."*



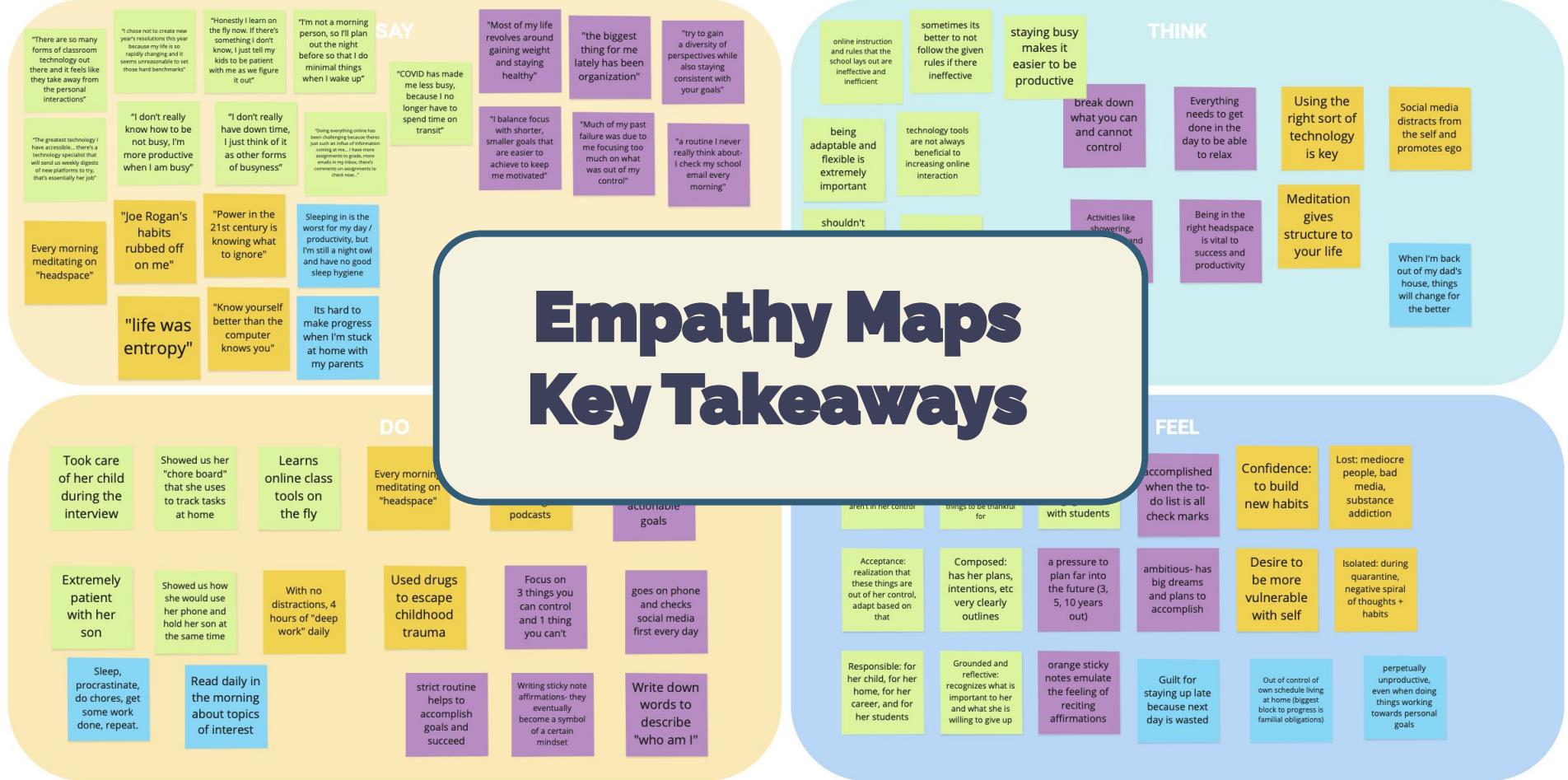
**Andrew**

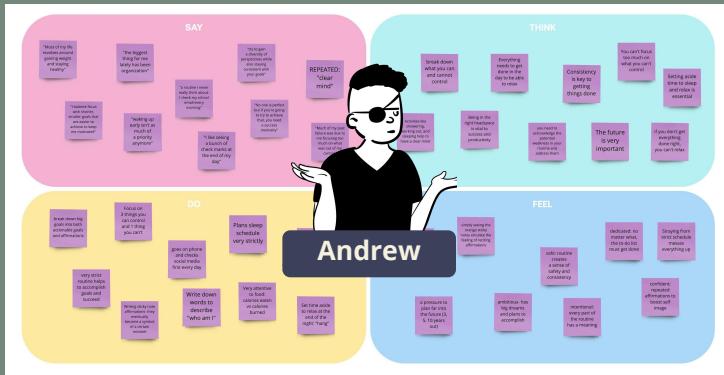
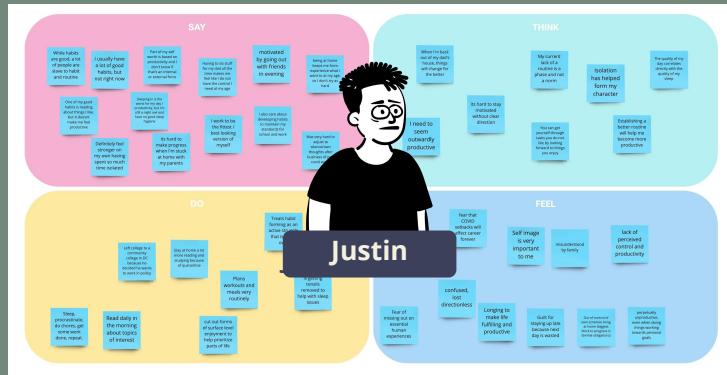
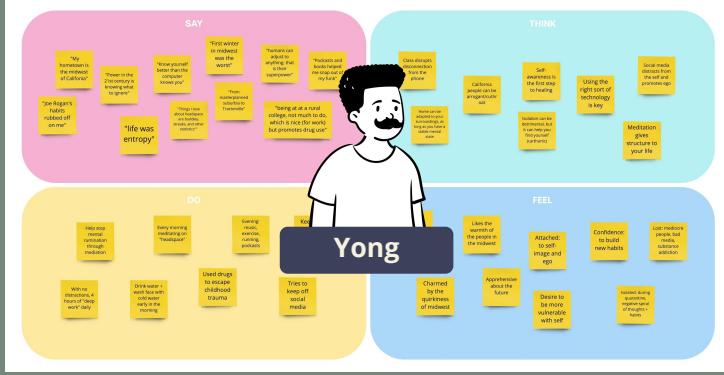
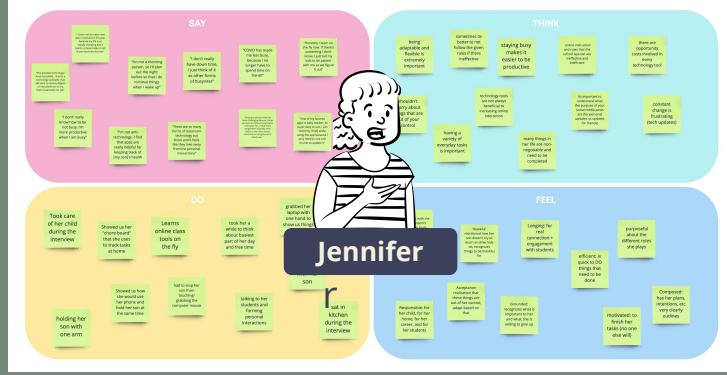
*Transitioning Colleges, ADHD  
Zoom (40 min) Interview*

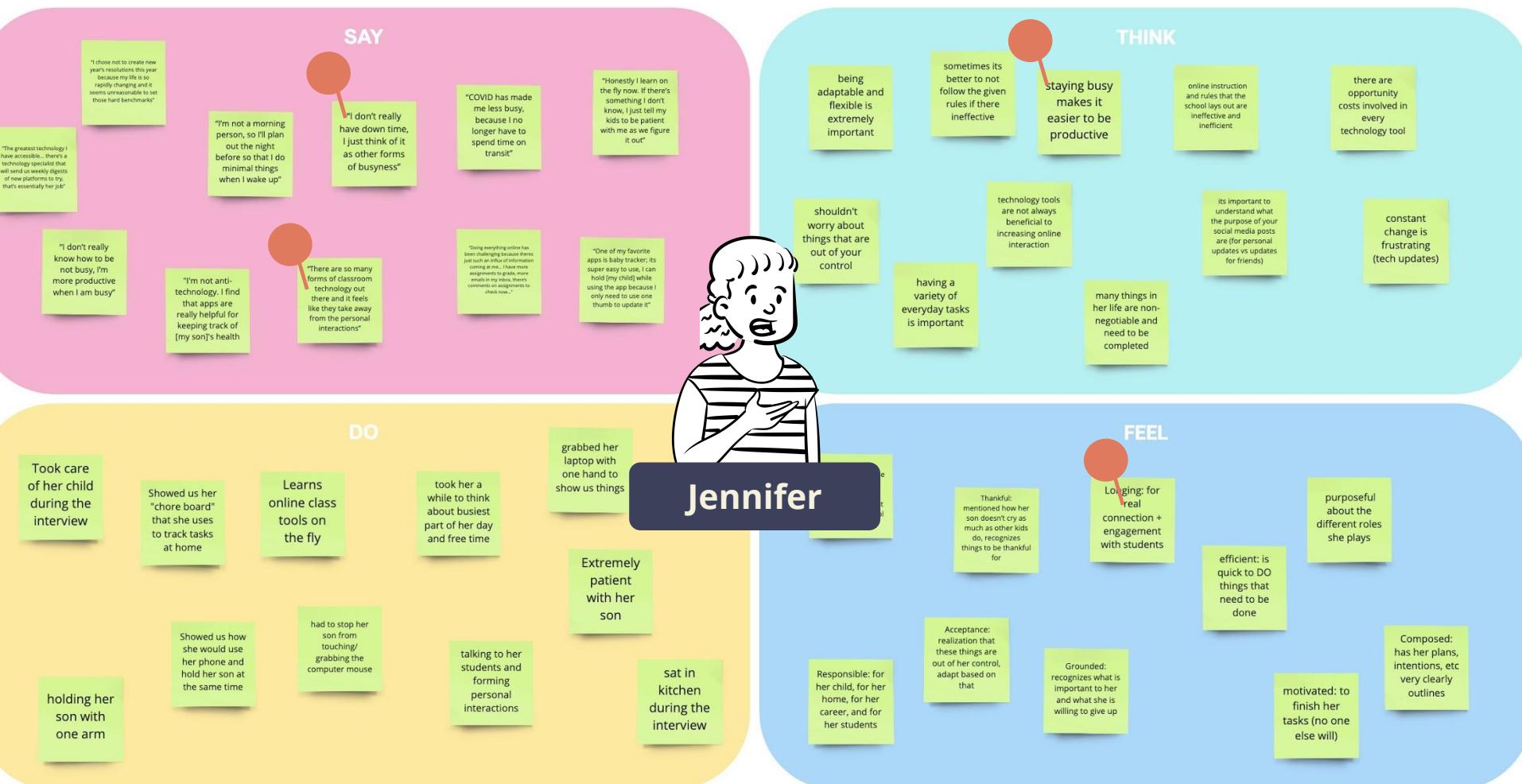
***“Part of my self worth is based on productivity. I don't know if that's an *internal* or *external* force.”***

# Empathy Maps

## Key Takeaways







## SAY



## THINK

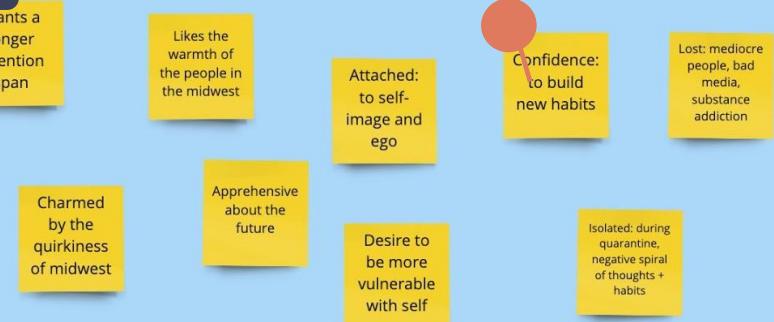


## DO



## Yong

## FEEL



## SAY

While habits are good, a lot of people are slave to habit and routine

I usually have a lot of good habits, but not right now

Part of my self worth is based on productivity and I don't know if that's an internal or external force

Having to do stuff for my dad all the time makes me feel like I do not have the control I need at my age

motivated by going out with friends in evening

being at home keeps me from experiencing what I want to at my age, so I don't try as hard

One of my good habits is reading about things I like, but it doesn't make me feel productive

Sleeping is the worst for my day / productivity, but I'm still a night owl and have no good sleep hygiene

It's hard to make progress when I'm stuck at home with my parents

I work to be the fittest / best looking version of myself

I also care about developing habits to maintain my standards for school and work

Was very hard to adjust to silence/own thoughts after business of pre-covid world

Definitely feel stronger on my own having spent so much time isolated



## THINK

When I'm back out of my dad's house, things will change for the better

My current lack of a routine is a phase and not a norm

Isolation has helped form my character

The quality of my day correlates directly with the quality of my sleep

It's hard to stay motivated without clear direction

You can get yourself through tasks you do not like by looking forward to things you enjoy

Establishing a better routine will help me become more productive

## DO

Left college to a community college in DC because he decided he wants to work in policy

Stay at home a lot more reading and studying because of quarantine

Treats habit forming as an active struggle that is never over

# Andrew

Plans workouts and meals very routinely

Is getting tonsils removed to help with sleep issues

Sleep, procrastinate, do chores, get some work done, repeat.

Read daily in the morning about topics of interest

Cut out forms of surface level enjoyment to help prioritize parts of life

## FEEL

fear that COVID setbacks will affect career forever

Self image is very important to me

misunderstood by family

lack of perceived control and productivity

confused, lost directionless

Fear of missing out on essential human experiences

Longing to make life fulfilling and productive

Guilt for staying up late because next day is wasted

Out of control of own adult living at home (biggest block to progress is familial obligations)

perpetually unproductive, even when doing things working towards personal goals

## SAY

"Most of my life revolves around gaining weight and staying healthy"

"the biggest thing for me lately has been organization"

"try to gain a diversity of perspectives while also staying consistent with your goals"

REPEATED:  
"clear mind"

"I balance focus with shorter, smaller goals that are easier to achieve to keep me motivated"

"waking up early isn't as much of a priority anymore"

"a routine I never really think about- I check my school email every morning"

"I like seeing a bunch of check marks at the end of my day"

"No one is perfect but if you're going to try to achieve that, you need a success mentality"

"Much of my past failure was due to me focusing too much on what was out of my control"

break down what you can and cannot control

Everything needs to get done in the day to be able to relax

Consistency is key to getting things done

You can't focus too much on what you can't control

Setting aside time to sleep and relax is essential

## DO

break down big goals into both actionable goals and affirmations

Focus on 3 things you can control and 1 thing you can't

Plans sleep schedule very strictly

exact same workout warmup every time

accomplished when the to-do list is all check marks

## FEEL

very strict routine helps to accomplish goals and succeed

Writing sticky note affirmations- they eventually become a symbol of a certain mindset

goes on phone and checks social media first every day

Very attentive to food: calories eaten vs calories burned

Write down words to describe "who am I"

Set time aside to relax at the end of the night: "hang"

a pressure to plan far into the future (3, 5, 10 years out)

simply seeing the orange sticky notes emulate the feeling of reciting affirmations

safe: routine creates a sense of safety and consistency

dedicated: no matter what, the to-do list must get done

Straying from strict schedule messes everything up

confident: repeated affirmations to boost self image



Justin

# Tensions, Contradictions, Surprises

## Tensions

too much technology makes it harder to connect

Isolation can be detrimental, but it can help you find yourself (carhartic)

"Much of my past failure was due to me focusing too much on what was out of my control"

"being at a rural college, not much to do, which is nice (for work) but promotes drug use"

While habits are good, a lot of people are slave to habit and routine

Straying from strict schedule messes everything up

If you don't get everything done right, you can't relax

attention scarcity: many different things compete for your attention

Participants with established wellness routines vs not

## Contradictions

some people need to frame and take time for wellness (yong), other people don't need to explicitly (jennifer)

Actual control and productivity vs self-perceived

very strict routine helps to accomplish goals and succeed

Adaptability to circumstances vs last minute changes: when does it become incredible inconvenient?

strict routines come in a wide variety of forms, but people find something that works for them

Frustration vs acceptance over what cannot be controlled

difference between strict routine and not even remembering everything you do

feeling better when more in control, but worse when there is more for you to control

## Surprises

no new year's resolution because things are so rapidly changing

new years resolutions feel binding

"Power in the 21st century is knowing what to ignore"

Teacher and baseball player had very similar approaches to control

break down big goals into both actionable goals and affirmations

simply seeing the orange sticky notes emulate the feeling of reciting affirmations

new years resolutions and larger goals feel binding

# POVs

WE MET

Andrew, a college student,

Jennifer, a new mom, middle school teacher, and dance coach,

Justin, a varsity athlete with a strict schedule and mindset

Yong, a recovering addict and college student

WE WERE AMAZED TO REALIZE

the effect that sleep had on his productivity

the technological tools available and accessible to her are overwhelming

new years resolutions and long term goals seem to rigid to fit in her everyday lifestyle

his habits of writing sticky note affirmations was essential to his success

An improvement of the media he was consuming resulted in a significant improvement of his habits and mental health

IT WOULD BE GAME CHANGING TO

incentivize better sleep hygiene

make technology tools easier to understand and more transparent

set and visualize goals that adapt with life changes

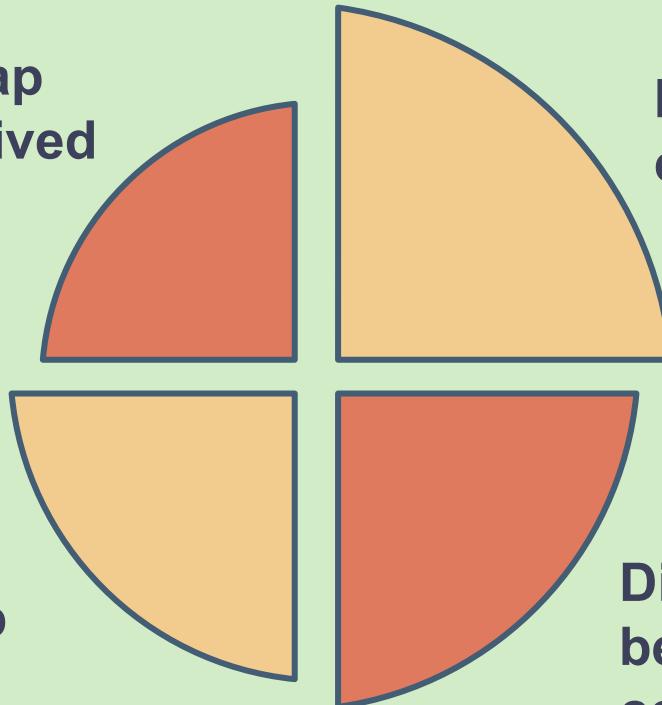
Help people feel assured of what they can and cant control

Help people break down big goals into bite-size pieces

expose people to the content that would help them personally

# Initial Insights / Potential Needs

Bridging the gap  
between perceived  
and actual  
productivity



Filtering media  
consumption

Regular and  
deliberate sleep  
(control?)

Distinguishing  
between  
controllable and  
non-controllable

# Summary

We talked to people about their habits

We learned that these conversations are emotional

We found that feelings about their habits are deeply tied to their perceived control and productivity

And that filtering media consumption and technology use was a common concern

People's habits vary drastically based on their sleep and headspace

# Next Steps

Choose an interesting POV from our interviews

Update interview strategy

Select and diversify participants

Frame and group our data in new ways

Delve deeper into chosen problem space

“How Might We” statements, prototyping



**Thanks!**