

## Process & Findings

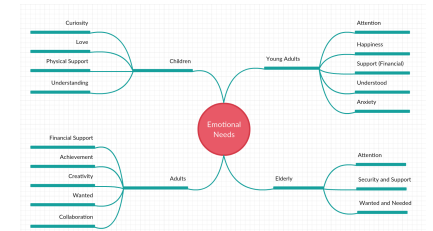
### Theme: Emotion

The objective of this study was to identify people's emotion-related needs, wants and challenges.

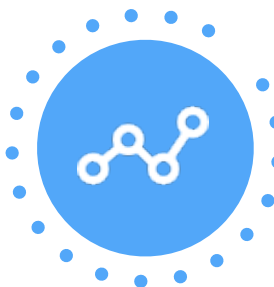


### Step 1 : Brainstorm

To shorten the list of potential users, a **mind map** was made around human emotional needs, and 'anxiety' in young adults was chosen as the key emotion.

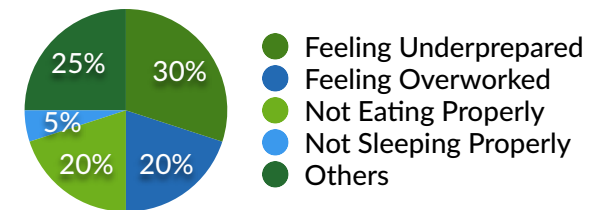


Initial mind map based on different age groups.



### Step 2 : Gain Insights

A sample group (14) students was **interviewed** in a group setting to identify the main causes of test anxiety amongst HKUST students.



Identified causes of stress/anxiety during exams.



### Step 3 : Verify Findings

**Storyboards** with possible scenarios for the top 3 problems identified in Step 2 were presented to the same test group.



Snippets from Storyboards used in Step 3



### Step 4 : Create Persona

Most users (70%) identified with the 'feeling underprepared' storyboard, based on this finding a **POV and Persona** were created.



Name: Lim  
Occupation: Student at HKUST  
Goal: To ace upcoming finals.  
Challenges: Feeling underprepared, test anxiety.

Point of View : Students at HKUST need a way to test themselves while revising because the most common reason for test anxiety is feeling underprepared.