

HABIT, PRODUCTIVITY, and BEHAVIOR Change due to COVID

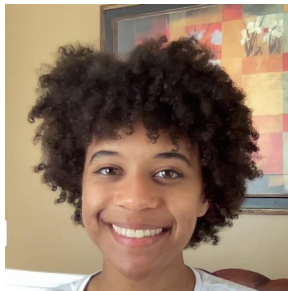


Intro

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Theme

Productivity and Behavior Change

Problem Domain

Habit, Productivity, and Behavior Change due to COVID

01

Needfinding Methodology



Our Participants



“Ella”

Who: Mother,
Software Engineer
Why: Mums daily
habits
How: Timi’s relative
Where: Zoom



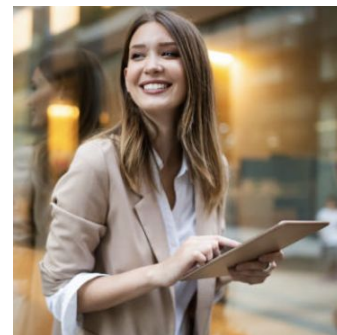
“Tamara”

Who: Hair Stylist
Why: Working
Woman
How: Taylore’s
Hairstylist
Where: Zoom



“Maria”

Who: Professor
Why: Educator
How: PWR
Professor
Where: Zoom



“Grace”

Who: Engineer
Why: Young
female
professional
How: alum
Where: Zoom

Interview Questions

01. Background

Ex. Tell me about yourself, walk me through a typical day.

02. Building Rapport

Ex. I've never [taught high school] before, how do you prepare for [class]?

03. Stories and Emotions

Ex. Tell me about the worst day you've had in the past 30.

Ex. The best?

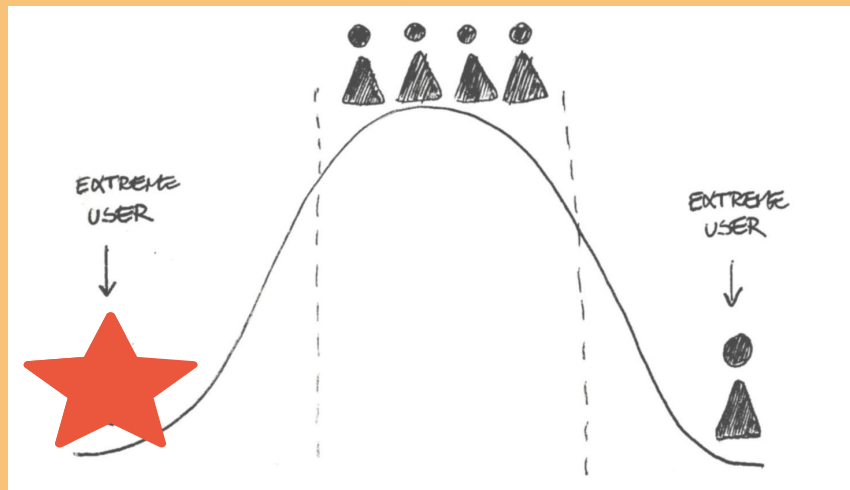
04. Reflection

Ex. What has been most rewarding about [raising kids/teaching/hairstyling].

Extreme Users

Ella: Stay-At-Home Mom ★

- productivity is “how can I best support my kid”
- More routine/monotony for young kids
- Productivity for self versus dependant toddlers



02

Interview Results



“Ella”: Young Mother

- “Since having kids it’s been really difficult, it was the first time in my life I’ve got a therapist”
- “It’s hard but it is my choice”
- “The hour in the car is the only time during day no one is talking to me”
- “The best days are always outside and are the days you can’t be bothered”



“Everyday has to be productive.”

“Maria”: Professor

- “I don't eat meat, so I didn't share in what we ordered...I made toast”
- “I got into a fight with the big kids about why they're not taking care of the dogs”
- “Then the little dog escaped!”



**“No one had thought of dinner,
and I felt bad.”**

“Grace” : Young Professional

- “I usually don’t take lunch breaks”
- “Lucky I don’t have kids right now. I can’t imagine what my life would be like with kids which is so far away”
- “Work with people with kids right now and it’s so different... her kids negatively impact her productivity”



“I’m willing to give up sleep, because it’s unfair to only have an hour of personal time.”

“Tamara”: Salon Owner and Stylist

- “Shutting down for COVID gave me time to rest but it has been difficult”
- “I started a women's empowerment group”
- “I like to buy myself something nice a couple times a month ”
- “I like reading a lot of self-help books and thinking positively



“It can be addicting, waking up and immediately scrolling on my phone.”

03

Empathy Maps & Analysis



SAYS: what did people say that surprised us?

kids their age
think there's
nothing in
the fridge

reads
positive
things to
uplift her

technology
helps her shop
and find new
destinations to
visit

"need to be
productive
every day"

"everyday is so
monotonous" but
also so different

started a women's
empowerment
group

has more
personal time
when working
remotely

need to give
her children
stability and
it's hard but it
is her choice

she refuses to
make some
things more
efficient

"teaching
remotely is
a no
brainer"

kids can't take the
dog out on their
own

tracks information
with notepad,
texts, and emails

Having to manage
kids negatively
affects her
colleagues work
life

ordered food
for kids but
ate toast

Laughed at
the thought
of having kids
right now

keeps
saturday
for fun

has her
sunday
schedule very
structured

started
therapy again
after so many
failed attempts
in past

chose not to return to
work after kids even
when that was her
original plan

goes on her
phone
when she
wake up

reads
self help
books

likes getting
things in mail
a couple times
a month

hid in her
bathroom to
get time away
from kids to
take the call

cleans
mornings
and nights

THINKS: based on what they say and do, what might they be thinking?

that her
kids are
incapable

thinks that time not
working is time to
explore things she's
never done before

thinks she doesn't get
enough personal
time in the day

thinks that stability is
the most important
thing in raising her
children

thinks that stability is
the most important
thing in raising her
children

think now that
students when
in person they
get more out
of class

thinks that
sleep is a
tradeoff for
personal time

thinks that
teaching in
person is
more fun

thinks that interacting
with kids is more
difficult that interacting
with adults

thinks that interacting
with kids is more
difficult that interacting
with adults

exercise
brings
happiness

thinks that time not
working is time to
explore things she's
never done before

less than 8
hours of
sleep is
functional

people have
responsibility
to give back

see that kids
negatively
impact work
time

value
positive
thinking

believe it
and you
can achieve
it

social life
has suffered
due to
COVID

positive role
models and
environment
is important

FEELS: based on what they say and do, what might they be feeling?

feels that
being a stay at
home mother
is her choice

feels that she needs to
be strong for kids even
though it can be tough

stressed
when the
dog went
missing

feels her best
when in
nature and
amongst the
trees

stressed by
technology's
pervasiveness

feels that life
is
monotonous
but good

important
to care for
your
community

annoyed at
children

feels that she
re-experiences
her inner child

deprived of
clothes and
nice things
while raising
daughters

checks phone
often because
fear of missing
out

feels grateful
to raise her
children in a
way she wants

want more
freetime, in
order to have
time for
personal growth

feels best and
less stressed
in a clean
apartment

feels more
grounded in the
morning with a
slow morning
routine compared
to college

feels FOMO
when not in
the
classroom

understanding
that student
experience in
classroom is
better

Tensions, Contradictions, Surprises

Productivity
for self versus
for someone
else

Mothers often
neglect their own
needs to put others
first which
negatively impacts
their wellness

providing
stability and
routine means
Ella's life is
monotonous

Working women
struggle to make
time to eat during
the day but it's
okay because they
love their job

Maria has
added
responsibilities
with working
from home

FOMO when her
students return
to classroom
(maria is at risk)

online school
benefits
versus in
person
enrichment

Zoom teaching is
more flexible and
safe but students
and teachers are
missing in-person
experience

ideal day with
minimal screen
time yet still
spends lots of
time on socials

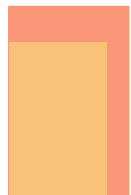
Working
versus
starting a
family

Tamara's
children
motivated her
to start salon

finishes work
before leaving
office but still
does not get
enough sleep

Working
versus
caring for
kids

Summary: Insights and Needs



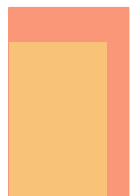
Insight:
Women
sacrifice meal
time for
productivity



Insight:
Women find it
is difficult to
prioritize time
for themselves



Insight:
Women
struggle to
make free time
restorative and
meaningful



Need:
An opportunity
to fuel without
feeling
inefficient



Need:
A way to carve
out free time in
their day



Need:
Motivated to
prioritize to
personal time
in empowering
ways

Summary

What we did

Interviewed four women on their behaviors, habits, and productivity, and changes due to COVID

Learned Women Need:

- More opportunities to fuel without feeling inefficient
- A way to carve out free time in their day
- Motivated to prioritize to personal time in empowering ways

Moving Forward

Interview a more diverse group to get broader perspectives on habits, productivity, and behavior