



Needfinding

Gabriella Brignardello | Brian Higgins

Nate Lohn | John Morgan

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Road Map

1 brainstorm

2 expert interviews

3 end-user survey & interviews

4 empathy map

5 initial conclusions

6 next steps → narrowed domain focus

Road Map

1

brainstorm

Problem Domain

Theme: Behavioral change

Focus: Building up & breaking down

HABITS



Initial Questions

- > technology in **daily habits**?
- > **little effort**, but changes behavior?
- > fostering **awareness** rather than correction?
- > user **accountability** & **consistent** engagement?

Road Map

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brainstorm

2

expert
interviews

Expert Interviews



Dr. BJ Fogg
Founder, Stanford
Persuasive Tech Lab
(Interview: 9/28)



Dr. Anna Lembke
Program, Director Stanford
Addiction Medicine Program
(Interview: 9/28)



Nir Eyal
Author, *Hooked*
(Interview: TBD)

Expert Results

"Replacement or channelling addiction into something else is much better" -*Anne Lembke*

"Help people **do what they already want to do...** help them **feel successful**" -*BJ Fogg*

"Just the **anticipation of a reward** releases dopamine" -
Anne Lembke

"Think about habits at three levels: **aspirations, target outcome, and specific behaviors**" -*BJ Fogg*

"Self help groups create **communal values**"
-*Anne Lembke*

"Tiny habits create bigger habits" -*BJ Fogg*

"Technology overcomplicates things... you need to **keep it simple**"
-*BJ Fogg*

Expert Results

Replacement

**aspirations, target outcome, and
specific behaviors**

**Technology
overcomplicates**

**do what they
already want to do...
feel successful**

**communal
values**

keep it simple

**anticipation of a
reward**

Tiny habits

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End-User Survey & Interviews

Survey:

- > 23 responses (*still in the field*)
- > 3 Freshmen, 4 Sophomores,
4 Juniors, 10 Seniors, 2 Co-terms

Interviews:

- > 4 interviews
- > 2 Freshmen, 1 Sophomore,
1 Senior



You and Your Habits

* Required

Describe your average day, including your daily tasks and any daily goals you might have (i.e. sleep more, drink water). *

Do you use any technology to help you record/organize/complete daily tasks and daily goals? *

End-User Results



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Initial Conclusions



- > **tiny habits** → bigger ones
- > technology needs **simplicity**
- > **only essential apps** are preferred
- > other apps create **distraction** or **aren't effective**
- > **breaking habits** w/ technology **needs work**

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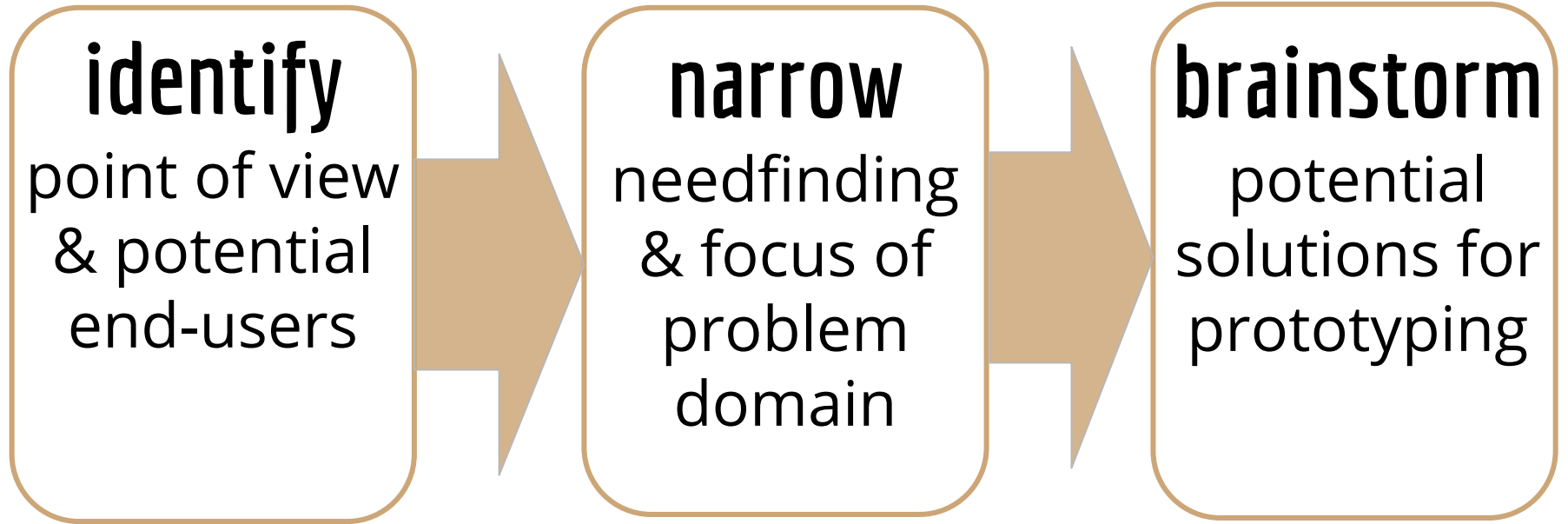
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Next Steps



Recap

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Questions?