

Report on POVs and Prototypes

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I. Problem Domain

As a team in the Behavioral Change Studio, we are interested in helping users build positive energy and improve themselves. Our mission is to facilitate the process of self-improvement and make them feel happier and more accomplished. We decided to focus on this problem domain because of the number of people in need of a more positive mindset. We seek to solve a very real and serious problem.

II. Initial POV

We met Jarreau, the assistant director of the Office of Alcohol Policy and Education.

We were amazed to realize that self-control collapses due to binge-triggering emotions such as stress, fear, anxiety, and boredom.

It would be game-changing to help people identify binge-triggering emotions.

III. Additional Needfinding Results

(1) Interview with Diego S.

Diego S. is a senior. Diego was an Adderall addict until three months ago. We learned from him that fighting addiction requires the support of close ones.

- **Did:** he spoke much slower when describing the intensity of his Adderall withdrawals.
- **Said:** “I felt I was alone fighting this addiction; I was helpless.”
- **Felt:** happy to explain the effects of Adderall
- **Thought:** the best way to fight an addiction is with discipline and being open with his family.

(2) Interview with Koki Y.

Koki Y. is a student who binges on alcohol. We learned from him that friends' support is critical in avoiding bingeing behaviors.

- **Did:** Embarrassed to talk about his bingeing experience at the frats
- **Said:** "When everyone else in the room is going hard, you know you don't want to stop."
- **Felt:** Embarrassed to stop drinking when others don't, might be perceived as weak
- **Thought:** Blame his friends for his worst bingeing nights.

(3) Interview with Yotam C.

Yotam is a college student who had suffered from procrastination. However, over the last year, he underwent a dramatic transformation. Now he feels much happier.

- **Did:** Looked down when speaking about his previous procrastination.
- **Said:** "The older you get, the harder it is to change your procrastination habits."
- **Felt:** Empowered by his transformation and wanted to share it.
- **Thought:** Smartphones make procrastination habits hard to change.

(4) Interview with Professor Ian Gotlib

Professor Gotlib is the Chair of the Psych Department. Gotlib mentioned that the impact of self-esteem on other bingeing behaviors has not been proven but a strong correlation would not be surprising.

IV. Revised POVs and HMWs

(1) POV #1: Self-esteem

We met Professor Gotlib, the Chair of the Psychology Department.

We were amazed to realize when a person wants to achieve a goal, they are more likely to succeed if they join a circle with people of similar

goals.

It would be game changing to facilitate people meeting others who have similar goals.

- HMW create the feeling of teamship between strangers?
- HMW incentivize strangers to increase each other's self-esteem?
- HMW avoid people feeling weird saying "nice" things?
- HMW create a self-esteem promoting class?
- HMW help people say nice things to other?
- HMW help people accept and acknowledge failures?
- HMW encourage people say they are sorry?
- HMW suggest people what "nice" things to tell others?
- HMW make students feel accomplished?
- HMW allow people to express vulnerabilities?
- HMW we encourage people to ask for help?
- HMW find lonely kids?
- HMW make it fun to convey positive energy to each other?

(2) POV #2: Group Activity

We met Jarreau, the assistant director of OAPE.

We were amazed to realize when a person wants to achieve a goal, they are more likely to be successful if they join a social circle with others who have similar goals.

It would be game changing to facilitate people meeting others with similar goals.

- HMW help people from becoming stagnant in their social life?
- HMW provide a platform for people to meet people they would not otherwise meet?
- HMW help antisocial people meet new people?
- HMW let others know what we're interested in?
- HMW help shy people develop social skills?
- HMW make social apps actually social?

- HMW let others know what we are interested in?
- HMW make group-finding like speed-dating?
- HMW show people that you can improve social skills by repetition?
- HMW help people who don't know each other to know they have common goals?
- HMW make it easier to form and join clubs?
- HMW gamify trying to talk to strangers?
- HMW let people other people know our individual goals?

(3) POV #3: Escape Technology

We met John, a 23-year-old working at a dealership who indulges in reading online comic books.

We were amazed to realize that he could not get off the screen despite the knowledge that his binge-reading affected his life.

It would be game-changing to help people like John escape technology.

- HMW show people how they are spending their time on the internet?
- HMW display the consequences of John's technological indulgences?
- HMW make one spend his time on the computer more effectively?
- HMW force people to get off the screen?
- HMW make people maximize times they don't use technology?
- HMW reinvent the screen?
- HMW make John happy when he gets off the screen?
- HMW leverage friendships to get people off the screen?
- HMW let John know what he is missing?
- HMW reward alternatives to screen use?

V. Final HMWs

- POV #1: Self-esteem
 - HMW *make it fun* to convey positive energy to each other?
- POV #2: Group Activity
 - HMW let people other people know our individual goals?

- POV #3: Escape technology
 - HMW display the consequences of John’s technological indulgences?

VI. Three Prototypes

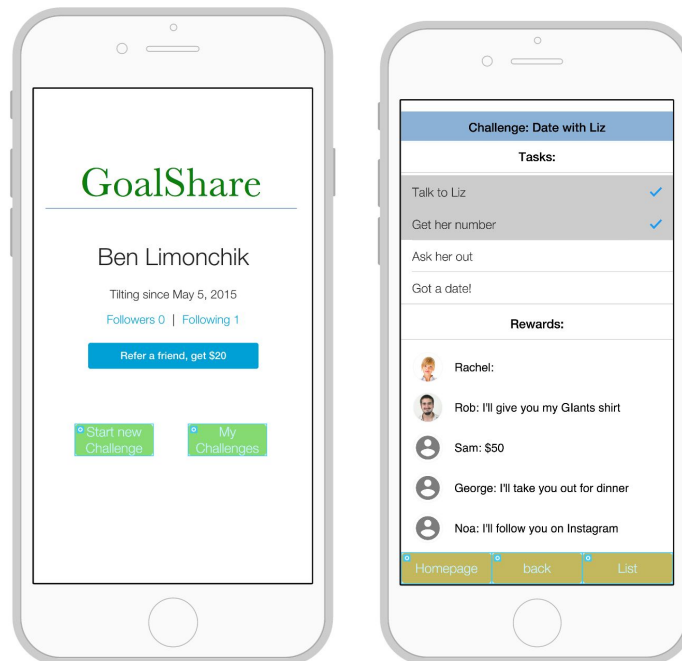
(1) Prototype #1: GoalShare

(i) Assumptions

We believed that people will start learning new skills more easily if they would be socially rewarded for their milestones by friends.

(ii) Make the Prototype

We used a tool called Proto.io. The app allows users to create goals and publicize. Friends can express their support by rewarding those who achieve their goal (similar to Tilt). The following screen shows how Ben achieves the goal of “Date with Liz”, as well as friends’ rewards.



(iii) Test the Prototype

We instructed the interviewee to mock the process of creating a goal and publishing it. Then, we solicited his suggestions.



(iv) Feedbacks from Tests

What worked:

- Liked the interface to follow challenges and rewards
 - Like how the app gamifies goal-sharing

What didn't:

- The list of challenges is not intuitive

Surprise/Learning:

- Privacy settings may be necessary
 - Users should have the ability to see friends' profiles

(v) Validity of the Assumption, Analysis, and New Assumptions

Our initial assumption about the incentive for goal-sharing is correct. Edwin mentioned that he would like some of the tasks to be private. Our new assumption as a result is that people will use such an app not only for fun challenges but would also take emotionally difficult challenges they would want to share with a small circle.

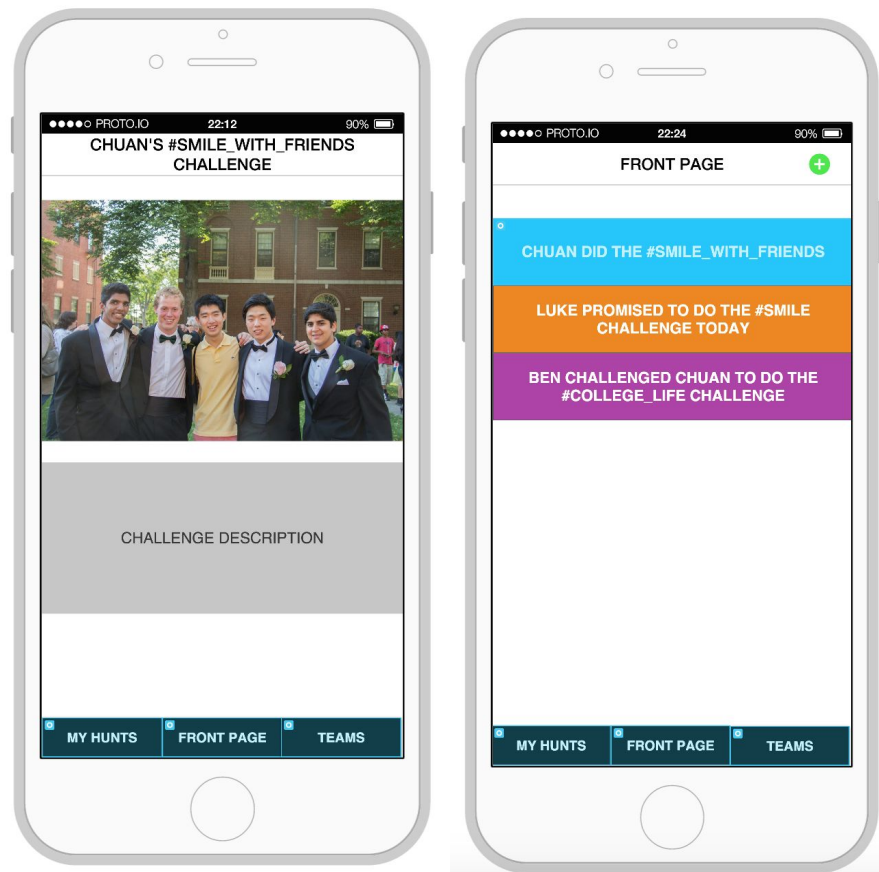
(2) Prototype #2: Kindness Hunt

(i) Assumptions

We believed that some people have a hard time performing acts of kindness, but they want to perform such kind actions to others. We also believed that by incorporating the fun factor of scavenger hunts, we could motivate people to perform more acts of kindness.

(ii) Make the Prototype

Kindness Hunt is an application that motivates people to do kind things for each other by incorporating the fun of scavenger hunts. Each hunt consists of several acts of kindness. Users can upload their acts of kindness to the app and compete in groups.



(iii) Test the Prototype

Edric Kyauk tested it. We asked him to play with it. We simulated a scenario in which he would use it.



(iv) Feedbacks from Tests

What worked:

- Edric liked the overall design of the prototype, calling it simple and useful.

What did not work:

- Edric thought the texts in the bottom three buttons were ambiguous because “TEAMS” does not express the desired functionality of exploring new scavenger hunts.

(v) Validity of the Assumption, Analysis, and New Assumptions

He validated our assumption of people wanting to engage in acts of kindness. However, Edric said that he felt uncomfortable posting pictures of himself doing acts of kindness. This leads us to the new assumption that people will feel comfortable posting pictures of their kind acts only if it is for a fun motive or for a social activity.

(3) Prototype #3: Phocus

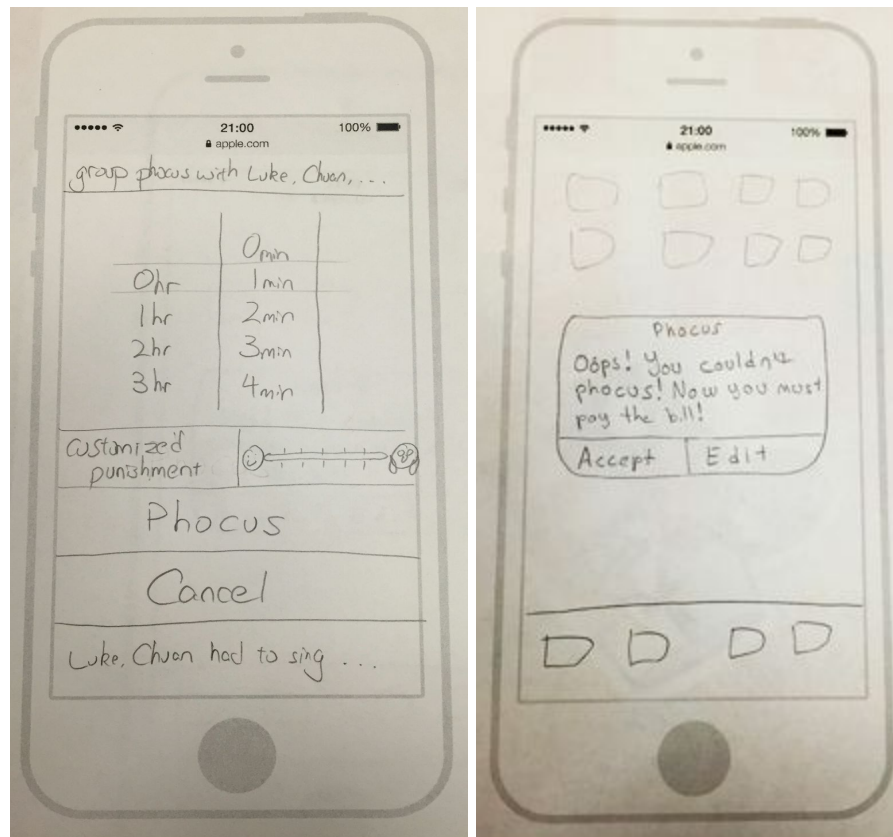
(i) Assumptions

- We assume that people would use an pride-based system to motivate them to focus on real life

- We assume that people want to see whether their friends are focusing and whether they have succeeded, i.e., they want to make focusing sessions social and entertaining.

(ii) Make the Prototype

We made the prototype by drafting on iPhone 6 templates. The app has two modes: solo and group. The former helps individuals to focus, while the latter helps a group of individuals to focus. If one uses the phone before the focus session ends, then he/she must do a “dare” challenge and publicize in the PhocusFeeds.



(iii) Test the Prototype

We tested the prototype on three people who are eating together or doing homework alone (which are the two types of users we seek to serve). As before, we simulated a scenario in which interviewees would use the app. We went step by step to solicit opinions.



(iv) Feedbacks from Tests

What worked:

- Positive feedback for both solo and group modes.
- Social portion would be great with lots of traction
 - Great enthusiasm in looking at Phocus' "feed", where users can see if others have been successful at not looking at their phones

What did not work:

- Ryan wouldn't use solo mode and said focus is only fun with other people; Weiwei wouldn't use group mode
 - Weiwei felt embarrassed to post her "dares"
- Social would not gain traction without lots of users.

(v) Validity of the Assumption, Analysis, and New Assumptions

Our interviews show that some people are less willing to post their "dares". This preference is determined by personality (introverted people probably regard their focus endeavors as private matters). However, our other assumptions are valid: users believe they will use the product because it is entertaining and social. In addition,

pride and competitive spirits motivate them not to lose focus, which means that Phocus can achieve its goal.

Given our interviews, our new assumption is that the power users would be those with extroverted personality and want to publicize their endeavors of focusing.

VII. Most Successful Prototype

We believe that Phocus was the most successful prototype. Based on our interviews, we found that distraction caused by smartphones is a huge and frequent pain point. People like Phocus because it solves the problem in an entertaining way, and it also creates a constructive atmosphere in which people can help each other to focus.