Self-Improvement

Jane's Studio | Behavioral Change
Luke, Chuan, Ben, and Abraham aka Team Laser Phocus

Initial POV

- **We met** Jarreau the assistant director of the Office of Alcohol Policy and Education.
- **We were amazed to realize that** people's self-control collapses due to stress, fear, anxiety, and boredom.
- **It would be game-changing to** help people identify binge-triggering emotions such as stress, anxiety, fear, and boredom.
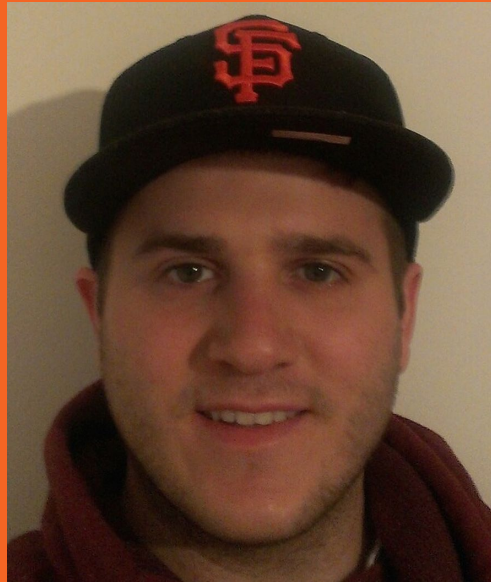
Our Interviewees

- Diego S.: Stanford Senior
- Koki Y.: Stanford Junior
- Yotam C.: College student
- Ian G.: Psych Dept Chair
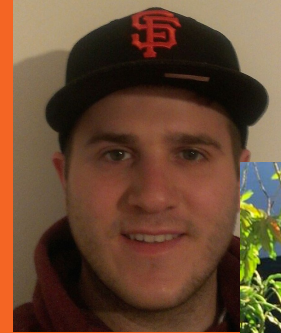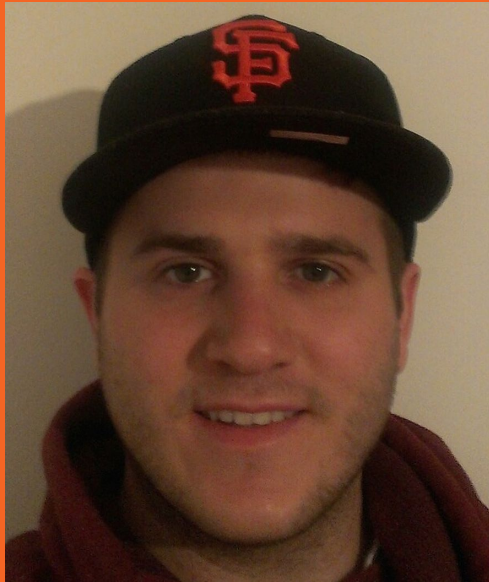
We met: Diego a Stanford senior, who was an Adderall addict until 3 months ago.

Did: He spoke much slower when talking about his Adderall withdrawals
Said: "I felt I was alone fighting this addiction; I was helpless."
Felt: Happy to explain how Adderall "pressed the pedal for him"
Thought: the best way to fight an addiction is with discipline and being open with his family

We met Professor Gotlib, the Chair of the Psych Dept and expert in addiction.

Did: Looked to the floor while thinking about the research
Said: "The mechanism triggering binging is extremely complex, but it is clear that self-esteem plays a critical role."
Felt: Cautious about the new developments in the field
Thought: It would be difficult to identify the main trigger of binging

POVs, HMWs, and Prototypes

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We were amazed to realize: that increased self-esteem helps to prevent binging habits.
It would be game changing to increase students' self-esteem so that they can achieve moderation.

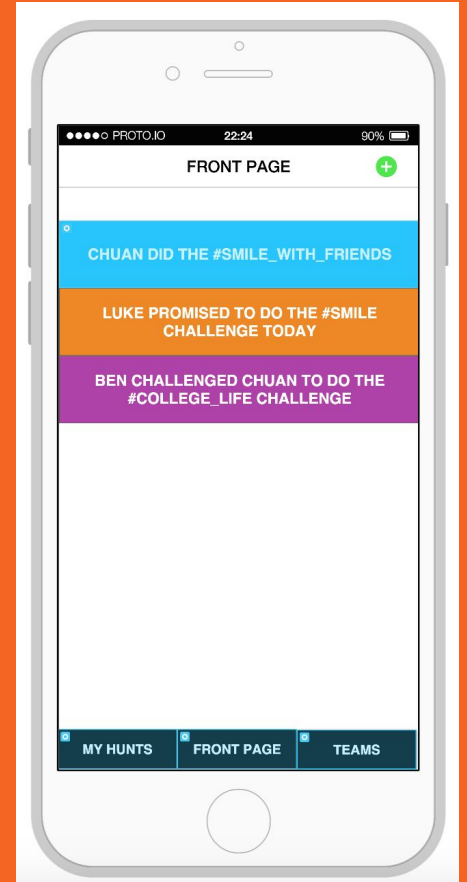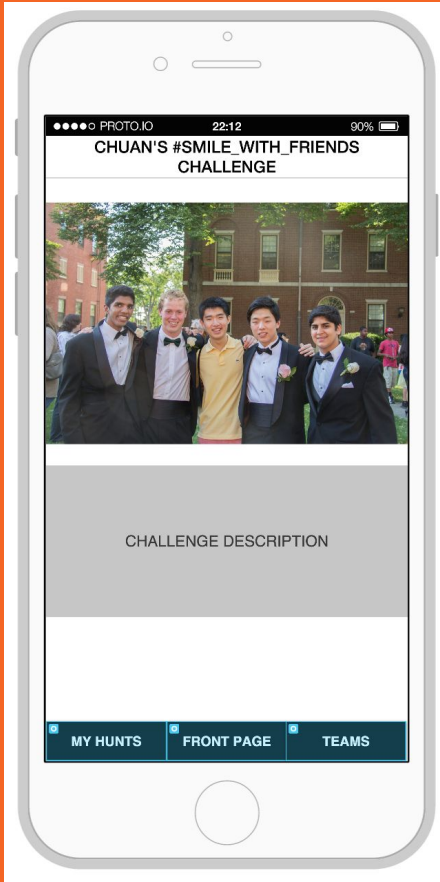**It would be game changing to** increase students' self-esteem so they can achieve moderation.

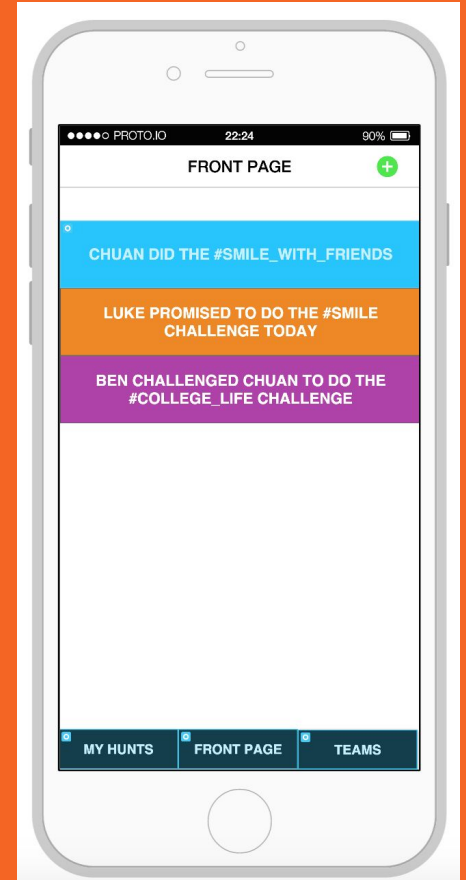**HMW make it fun to convey positive energy to each other?**
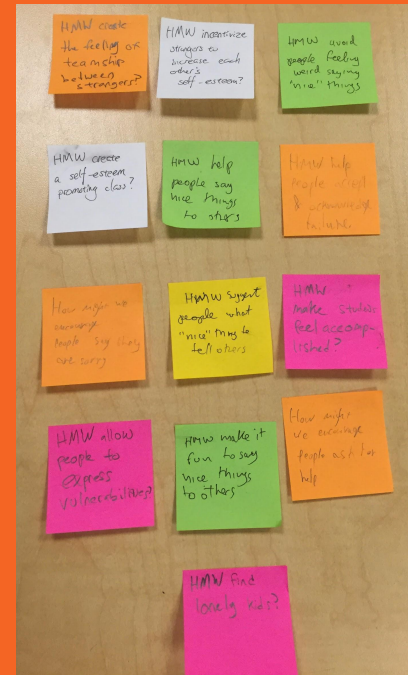
Kindness Hunt

- Motivates people to do nice things by incorporating the fun factor of scavenger hunts

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- Created using an iPhone template and tested with Edric in Lathrop library

●●●●○ PROTO.IO 22:12 90%

CHUAN'S #SMILE_WITH_FRIENDS CHALLENGE

CHALLENGE DESCRIPTION

MY HUNTS   FRONT PAGE   TEAMS

●●●●○ PROTO.IO 22:24 90%

FRONT PAGE

CHUAN DID THE #SMILE_WITH_FRIENDS

LUKE PROMISED TO DO THE #SMILE CHALLENGE TODAY

BEN CHALLENGED CHUAN TO DO THE #COLLEGE_LIFE CHALLENGE

MY HUNTS   FRONT PAGE   TEAMS
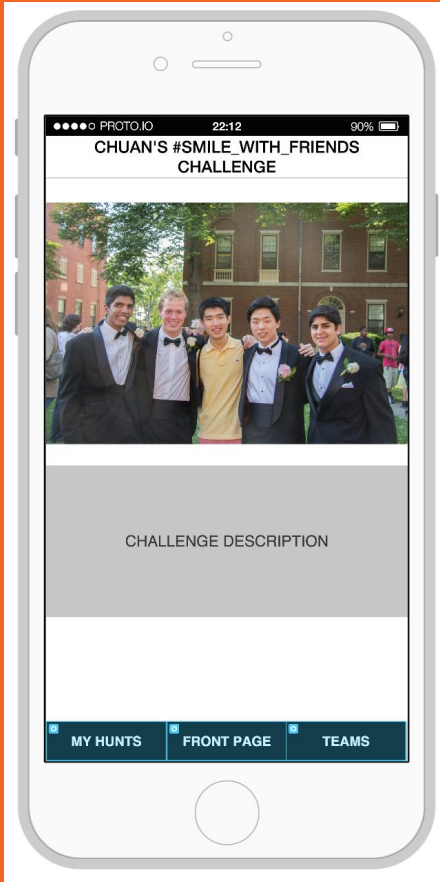
Kindness Hunt

What worked
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Tested by Edrick

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Learnings
- positive feedback on the app's vision
- users need to feel comfortable posting their pictures doing nice things in the Kindness Hunt space

Kindness Hunt

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- Valid assumption: people want to perform acts of kindness
  - Edrick said he enjoyed being motivated to create happiness for others
- New assumption: people will feel comfortable posting pictures of their kind acts only if it is for a fun motive or for a social activity.

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We met Jarreau, the assistant director of the Office of Alcohol Policy and Education, who helps students develop healthier plans around their drinking. **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 who have similar goals.
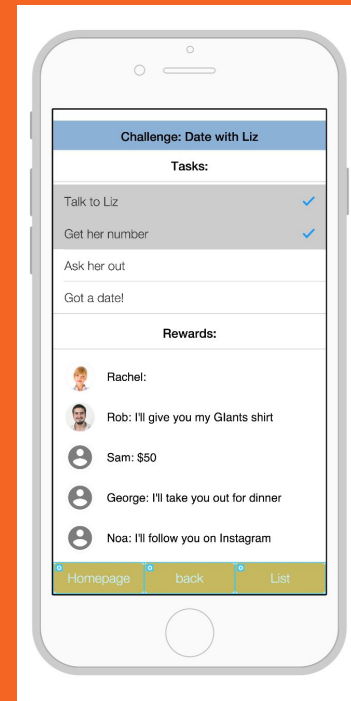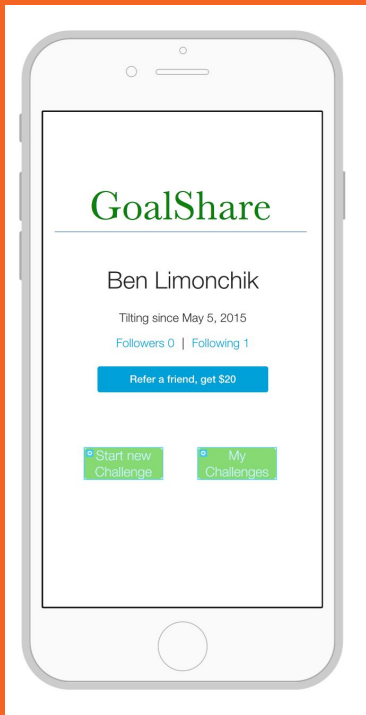
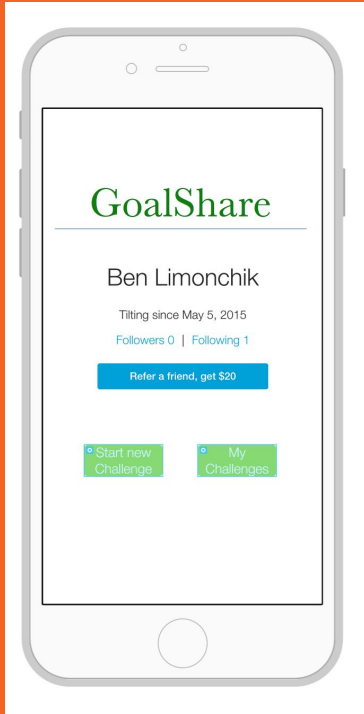**It would be game changing to** facilitate people meeting others who have similar goals.

HMW let other people know our individual goals?
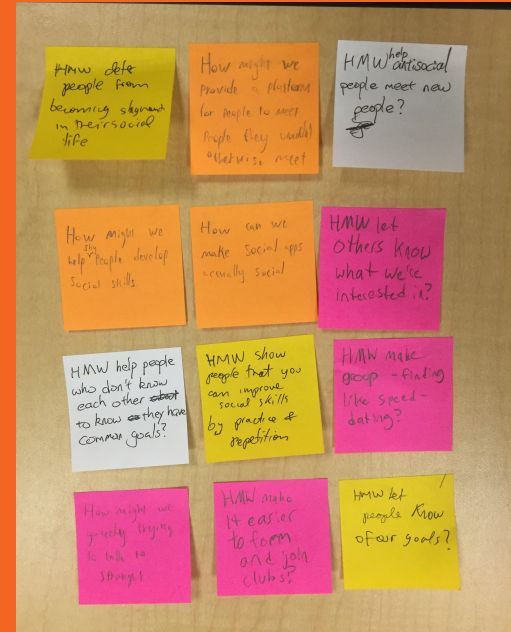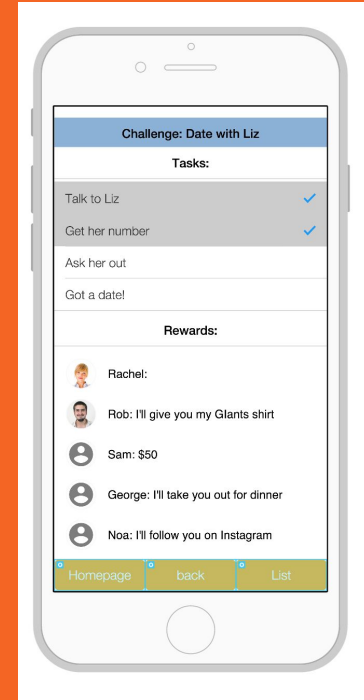
GoalShare

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Tested by Edwin and Sam

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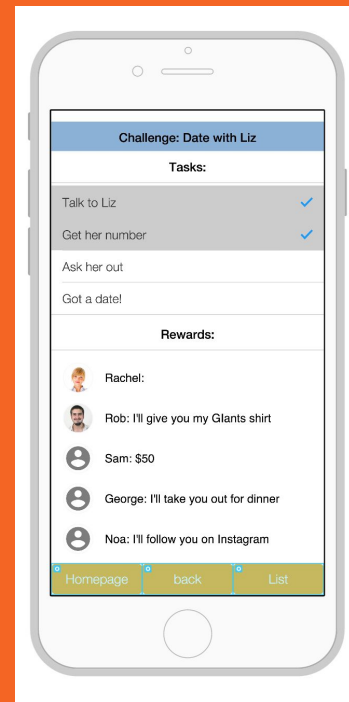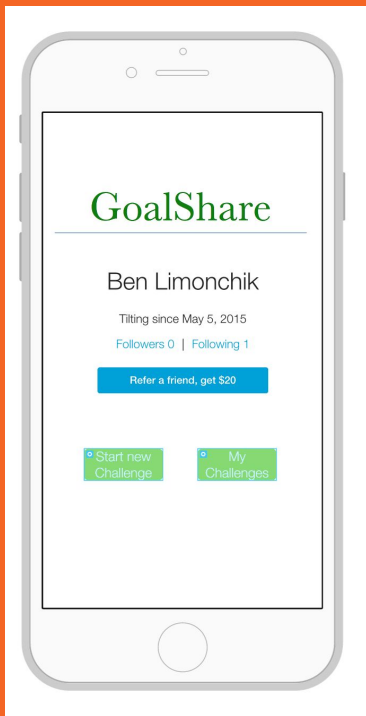- The list of challenges given and delegated is not intuitive

Surprises:
- Suggested Privacy setting

New Learnings:
- Add the ability to click on friends to see their profile

GoalShare

- Valid assumption: people are more likely to develop skills when rewarded by friends
  - Test users were thrilled

GoalShare

Ben Limonchik

Tilting since May 5, 2015

Followers 0 | Following 1

Refer a friend, get $20

Start new Challenge

My Challenges

Challenge: Date with Liz

Tasks:

Talk to Liz ✓

Get her number ✓

Ask her out

Got a date!

Rewards:

Rachel:

Rob: I'll give you my Giants shirt

Sam: $50

George: I'll take you out for dinner
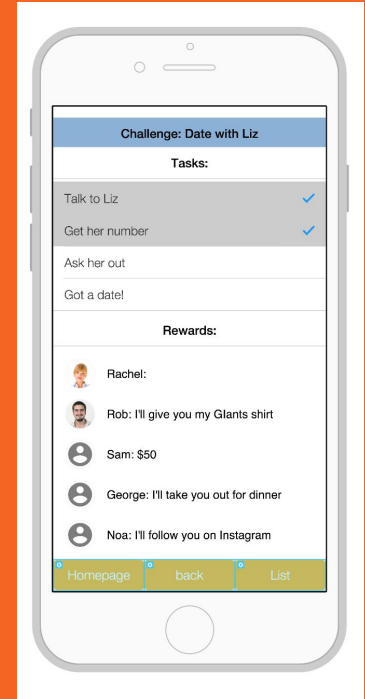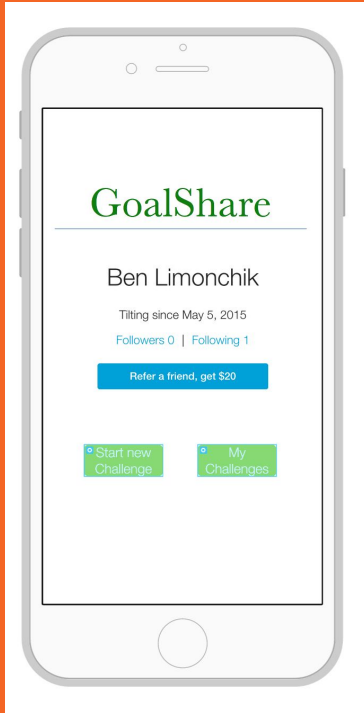
Noa: I'll follow you on Instagram

Homepage   back   List

GoalShare

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  - Test users were thrilled
- New assumption: Social and experience rewards are more valuable than monetary ones

GoalShare

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We met John, who is a recent college grad working at a car dealership, who indulges in reading comic books.

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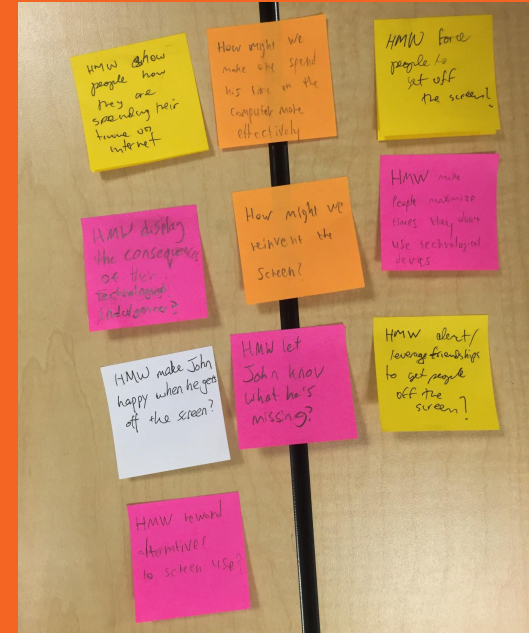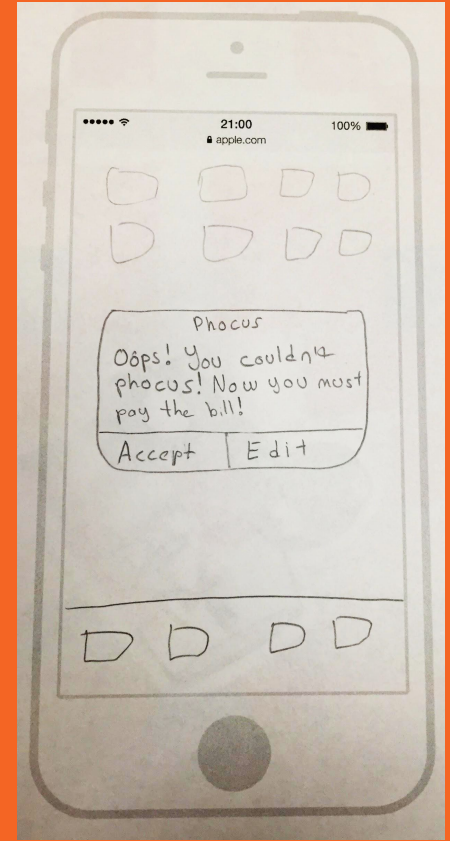**It would be game changing to** help people like John escape technology.

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**HMW display the consequences of John's technological indulgences?**

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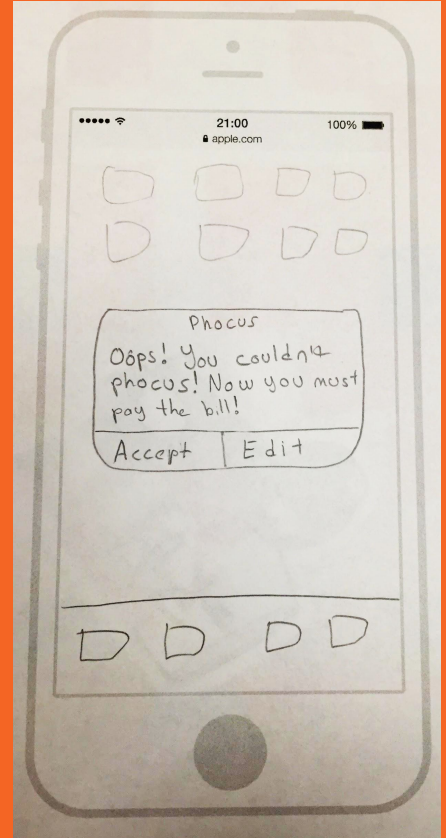
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- **Positive feedback for both solo and group modes**
- **Social portion would be great with lots of traction**

Tested by Weiwei, Ryan, and Katherine

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- Ryan wouldn't use solo mode, Weiwei wouldn't use group mode
- Social is bad without lots of users

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Surprises:
- **Different people liked different modes**

Phocus

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- Positive feedback for both solo and group modes
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What didn't:
- Ryan wouldn't use solo mode, Weiwei wouldn't use group mode
- Social is bad without lots of users

Surprises:
- Some users would only use one mode

New learnings:
- **Re-design "social" aspect**

Phocus

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  - Both testing groups confirmed they would use Phocus in different scenarios
- New assumption: the 'power users' will have extroverted personalities

Why Phocus?

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- Fun!

Thank You!