

PROBLEM DOMAIN

How do people record thoughts, events, and memories?



NEEDFINDING METHODOLOGY

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Approach

Variety of ages, journal habits, social media habits

Places

Starbucks, Blue Bottle, Palo Alto HS



INTERVIEW QUESTIONS

How do you record your daily life?

How and when do you to **look back** on your memories?

When was the last time you posted on social media?

Why do you record your life/post on social media?







THREE USERS

Power Users

Journal often (4 - 15 times/wk)

Significant part of their lives

Intermediate Users

Journal occasionally

Open to journaling more

Non-Users

Don't journal

Won't journal

POWER USERS - OVERVIEW

Rahim (28) and Marie (30)

Write 200+ journal entries/yr

Variety of content: photos, messages, text, etc.

Journal for self-expression and reflection



POWER USERS - EMPATHY MAP

SAY

"it's all my thoughts in one place"

"journaling is a flow of thoughts, an escape"

DO

record notes, quotes, things to do, photos, prayers, thankfulness, beliefs, poetry

THINK

it will be interesting to look back on thoughts journaling is beneficial

FEEL

comfortable, natural insightful, introspective

POWER USERS - NEEDS

Self-Expression

Wanting to be heard

Wanting to be in a place free of judgment

Reflection

Wanting to reminisce and remember

Wanting to improve

Wanting to solidify existing thoughts

INTERMEDIATE USERS - OVERVIEW

Lindsay (30), Cameron (14), Isaiah (14)

Important (often difficult) events drive journaling

Occasion, not time, based



INTERMEDIATE USERS - EMPATHY MAP

SAY

"social media is too public"

"for solidifying thoughts, to
get things off my chest,
rather than daily events"

DO

tried an app with daily writing prompts

used a physical journal, sometimes inserted tickets

THINK

journaling is nice, but it's hard to be consistent; lack of accountability too busy and tired to write

FEEL

unmotivated disorganized

INTERMEDIATE USERS - NEEDS

Observations

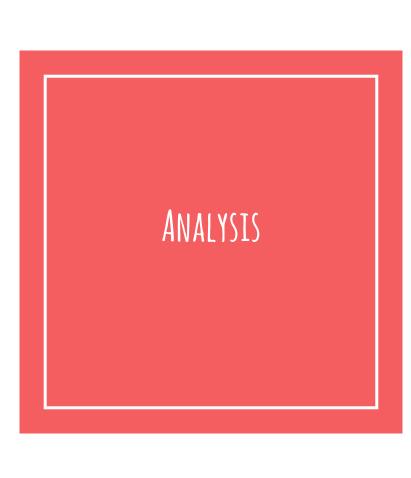
Too busy to spend time recording things regularly

Content is disorganized and is not consolidated in one place



Needs

Simple, quick way of organizing thoughts and memories to encourage consistent content creation



INFERENCES

People enjoy **reminiscing** on their pasts

People want to **express** themselves and organize their thoughts **without judgment**

Given more **organization and structure** and an easier way to **create content**, intermediate users may become more active journalers

INSIGHTS

Contradiction

People generally like to look back/reminisce, but don't want to make the effort to record memories

People respond respond differently to public and private journals

QUESTIONS

How will the mobile format impact the types of users we will focus on?

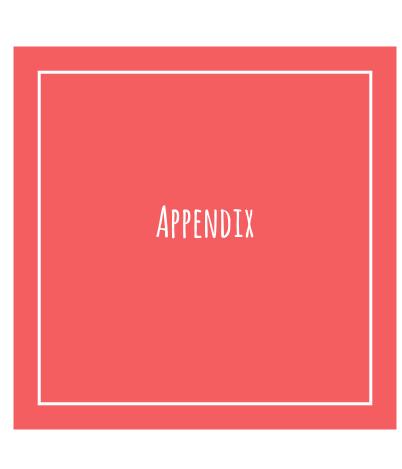
What are the most important features for each group of users?

How much of a social aspect should be incorporated?

SUMMARY & CONCLUSIONS

3 different types of users: power users, intermediate users, non users

Needs of different types of users are too disparate to try to cater to all of them



POWER USERS EMPATHY MAP

SAY

- "Journaling is lifechanging" ~ Rahim
- "In my life there is a dichotomy between clearing of thoughts through meditation and flow of thoughts through journaling" ~ Marie
- "I was bullied in high school and found journaling to be therapeutic, an escape" ~ Marie
- Rahim wants his thoughts to be in one consolidated place
- Marie wants her journal to be more organized and searchable

THINK

- Rahim needs flexibility to write whatever he wants
- Marie sometimes knows what she wants to write about but sometimes likes to have a prompt
- Marie needs more organization while maintaining flexibility and creativity
- Rahim wants to be able to look back later and wants to see connections between posts (people, places, events) and needs flexibility
- Marie wants a different service at different times
- Both want more organization

DO

- Rahim uses coach.me, pages doc (4x a week) which is colorcoded but haphazard
- Rahim writes about notes, things to remember, quotes, goals, pictures, prayers, beliefs, people, screenshots
- Marie writes about what she's thankful for, what she learned, shat she was happiest for that day, prayers after meditating, travel log, poetry, screenshots, pictures

FEEL

- Rahim feels organized/accomplished
- Rahim feels that diary apps are usually too restrictive
- Rahim feels improved after journaling
- Marie feels pensive, calm, reflective, cleansed, content
- Marie feels that journaling is therapeutic & cathartic
- Marie finds journaling to not be a chore but rather enjoyable
- Both feel like it is an integral part of their identity and their life

INTERMEDIATE USERS EMPATHY MAP

SAY

- Cameron doesn't want friends to comment on journal entries
- Cameron would be willing to post anonymously
- "I like to just use one platform to reminisce, otherwise there's too many things to keep track of" ~ Isaiah
- "At the end of a really long day, you just don't want to write anymore" ~ Lindsay
- Lindsay journals to solidify her thoughts not because she likes to remember stuff
- "I prefer to look to the future, so I have more bucket lists than day chronicling" ~ Isaiah

THINK

- Lindsay would journal again if more time & had organized tool
- Cameron doesn't want to be judged
- Isaiah doesn't want photos/memories to be scattered, wants a more organized way to browse
- Isaiah finds Facebook to not be useful
- Isaiah has scattered thoughts
- Robert thinks that most social media is too public and not a good means for posting personal thoughts

DO

- Cameron uses Facebook occasionally, checks Instagram 3 times a day, occasionally posts pictures of friends
- Cameron sometimes journaled in the past, when something significant happens, usually negative
- Isaiah used to use Facebook then switched over to Instagram
- Lindsay journaled in high school & college, had DIY solutions for journal like Word, Evernote - disorganized & suboptimal
- Claire journals about her goals, not so much about thoughts
- Robert has a public blog & a private blog prefers anonymity

FEEL

- Cameron feels self-conscious and wants to not be judged
- Lindsay feels busy and tired and finds the task of journaling to be cumbersome
- Jared wants to portray a "rose-colored" version of himself
- Claire feels good to look back at her goals/progress
- Jared is excited to write to his future self and look back on his past self
- Robert is very conscious about the publicity of his posts

NON-USERS EMPATHY MAP

SAY

- "Not a thing dudes my age do" ~ Justin
- "I'm just too lazy. I forget and don't have time." ~ Justin
- "It's cool to see what other people post but I don't really post stuff on Facebook or Instagram or any of that." ~ Justin
- "I would rather live my life than journal. I look back with my memories or talk to my wife." ~ Jyrki
- "I take photos when it's something I want to look back on something that makes an impression on my heart." ~ Jyrki
- "I don't feel good to sit on couch and update on Facebook." ~
 Jyrki

THINK

- Justin probably thought it was weird to journal, especially for student athletes
- Justin probably felt judged by his friends, especially those who were present during the interview
- Jyrki doesn't need to journal
- Jyrki lives life in the moment and says that you will remember the important things
- Jyrki feels he is not missing out on anything

DO

- Justin keeps no journal, very rarely posts on social media but enjoys seeing what other people post
- Justin did enjoy journaling in English class
- Justin is involved with sports
- Jyrki doesn't have time & takes pictures
- Jyrki spends time with his kids
- Jyrki kept a diary when he was young

FEEL

- Justin seemed to feel embarrassed, judged by his friends
- Justin probably enjoyed the English class journal because it was required and everyone was doing it, so no one would judge him for it
- Jyrki feels love for his kids
- Jyrki feels that journaling would take away from being able to live in the moment

responses

Look at people who journal for their career

bolder inferences? (esp for intermediate users)

making intermediate journalors better when they do journal, not just try to make them do it more

what about people who didn't have a group?