



Assignment 2 - POVs and Experience Prototyping

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Focus: Productivity in transitioning
stages of education



Initial POV: We met Brian...

We were amazed to realize . . .

he **needed public deadlines** with wide audiences (such as his birthday, holidays, the end of the school year, breaks, etc.) to get his personal projects done.

It would be game changing for . . .

people to have more **opportunities to showcase their work.**

Additional Interviews: Somya Khare



-undeclared freshman
at Stanford

-**tracks productivity** on
GCal after she
completes tasks

-distracted by
**uncertainty about
long-term goals**

Additional Interviews: Matthew Willis



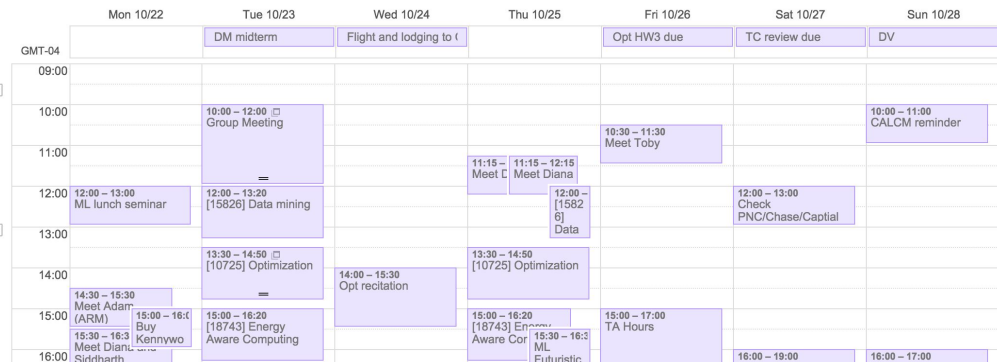
School	Rank	Median SAT	25th-75th SAT	Location	Cost of Attendance	Faculty Interests
MIT	1	2374	1111-1511	Cambridge, MA	\$301	Quantum Gravity, String Theory, Particle Physics
Stanford	2	2647	1411-1579	Palo Alto, CA	54	Quantum Gravity, String Theory, Particle Physics
CalTech	2	3292	1587-1932	Pasadena, CA	54	Quantum Gravity, String Theory, Particle Physics
Princeton	3	3092	1731-1911	Princeton, NJ	124	Quantum Gravity, String Theory, Particle Physics
Texas	8	3016	1580-1800	Austin, TX	13	Quantum Gravity, String Theory, Particle Physics
Purdue	6	2892	1611-1811	Lafayette, IN	13	Quantum Gravity, String Theory, Particle Physics
Georgia Tech	5	3062	1511-1811	Atlanta, GA	47	Quantum Gravity, String Theory, Particle Physics

Task List:

- ✓ MIT Meeting Wed #9
- ✓ Stanford Wed #10
- ✓ CalTech Wed #11
- ✓ Princeton Wed #12
- ✓ Texas Wed #13
- ✓ Purdue Wed #14
- ✓ Georgia Tech Wed #15
- ✓ Read Article Wed #16
- ✓ Reply to Emails Wed #17
- ✓ Complete Project

- first-year grad student
- uses a whiteboard to prioritize tasks
- has trouble with long-term tasks **without a clear objective**
- has trouble prioritizing tasks without a **visual reminder**

Additional Interviews: Daniel Chen



-first year at Google as a software engineer, previously a PhD student at Carnegie Mellon

-“After work, I’m exhausted. It’s hard to focus on anything that’s not related to my promotion.”

Revised POVs: We met Somya...

we were amazed to realize that she is **helpless about her long-term plans** even though she tracks her short-term accomplishments well on Google Calendar.

It would be game-changing for her to be able to **draw a connection between her short-term tasks and long-term goals.**

Revised POVs: We met Matthew...

and we were surprised to find that he **has trouble keeping track of his priorities** without his whiteboard.

It would be game changing for him to **prioritize without the physical reminder.**



Revised POVs: We met Daniel...

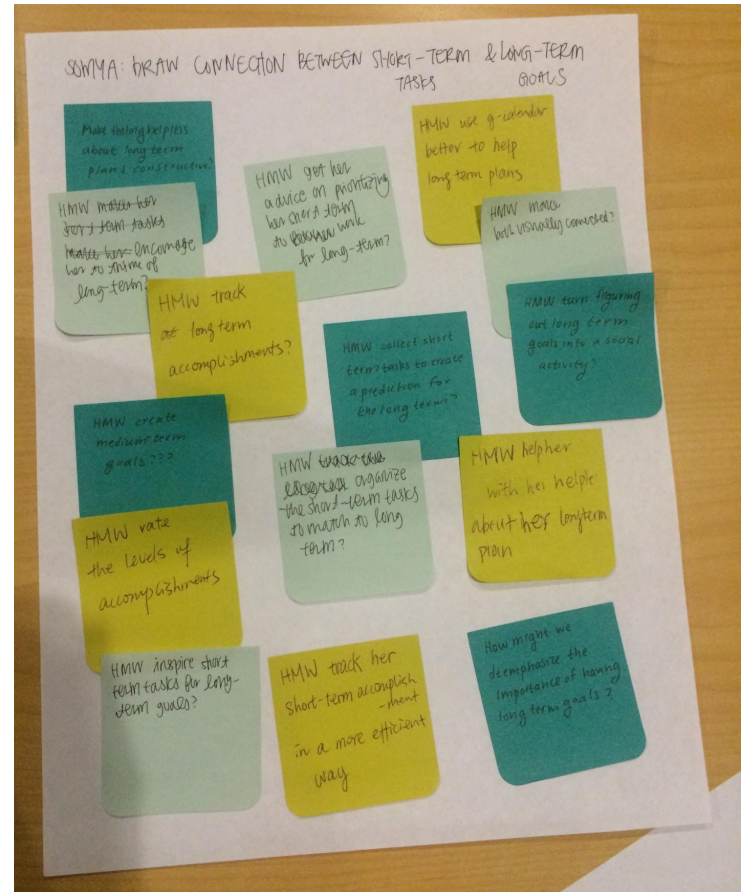
and we were amazed to realize how he had **trouble focusing on both his career and personal research** after work, even though both are related.

It would be game changing to **keep him motivated** even after work.

How might we . . .

organize short-term tasks to **reflect or match** long-term goals?

(inspired by Somya's **helplessness** about long-term goals, **uncertainty** about what the right short-term goals are)



How might we . . .

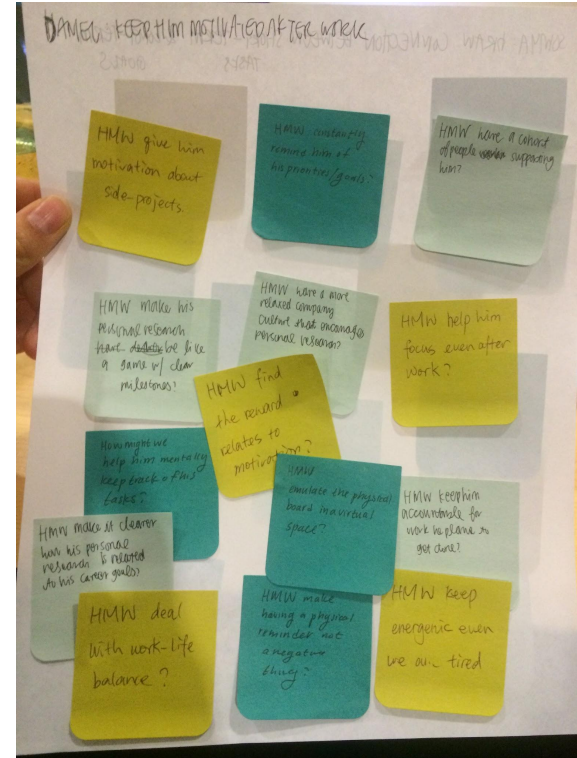
turn figuring out long term goals into a **social activity**?

(inspired by Somya's self-consciousness about not knowing her long-term goals, and her **belief that her peers are sure of themselves**)

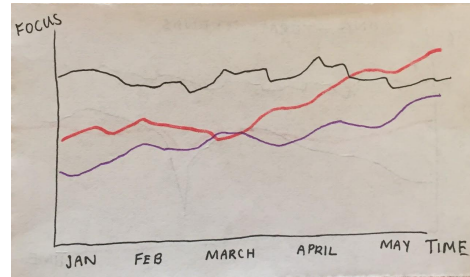
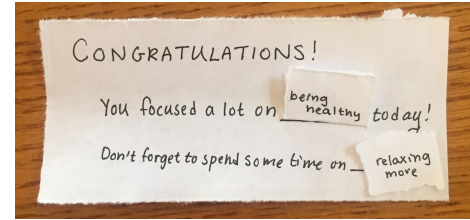
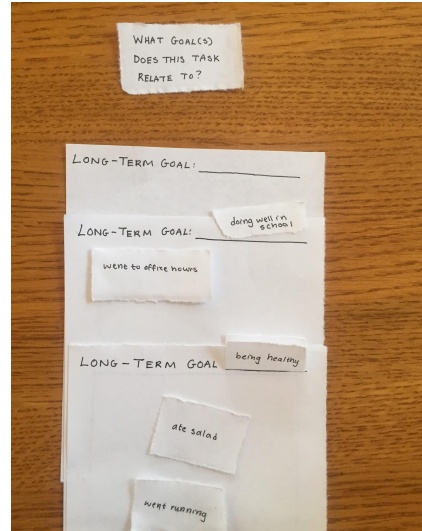
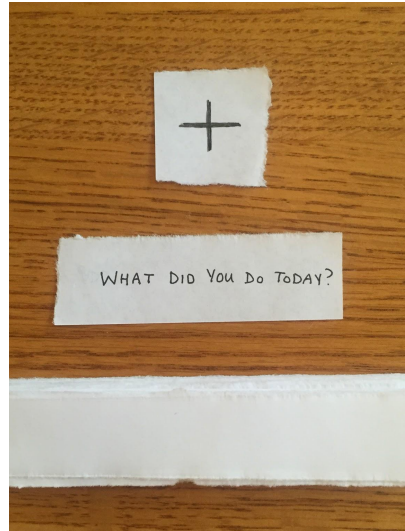
How might we ...

have a company culture that **encourages** work on personal projects?

(inspired by Daniel's **inability to focus on his side research project while working on his career**)

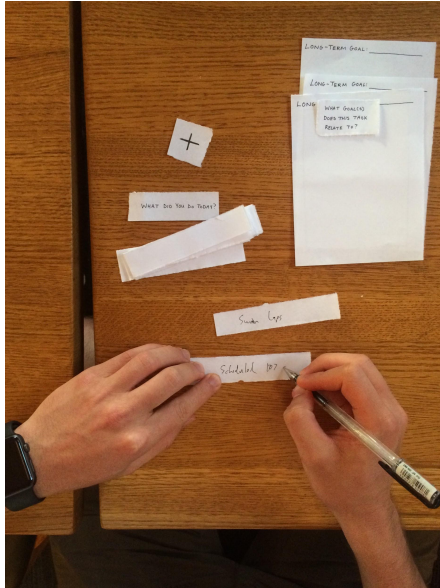


Experience Prototype 1: Connecting short-term tasks & long-term goals



- slips of paper to track short-term goals
- panels of paper categorizing long-term goals
- summary slips analyzing the day's results and displaying trends

Experience Prototype 1: Testing



- write tasks accomplished onto slips of paper
- place into panels with long-term goals
- receive summary report

Experience Prototype 1: Results

What worked:

- straightforward interaction
- categorizing short-term into long-term

What didn't work:

- took extra effort to remember day
- needed help choosing long-term goals

Surprises:

- bucket lists and long-term goals are not the same things!

New learnings:

- user would like structure choosing/categorizing long-term goals

Experience Prototype 1: Validity

Assumptions we had:

-people care about how their short-term tasks factor into their long-term goals

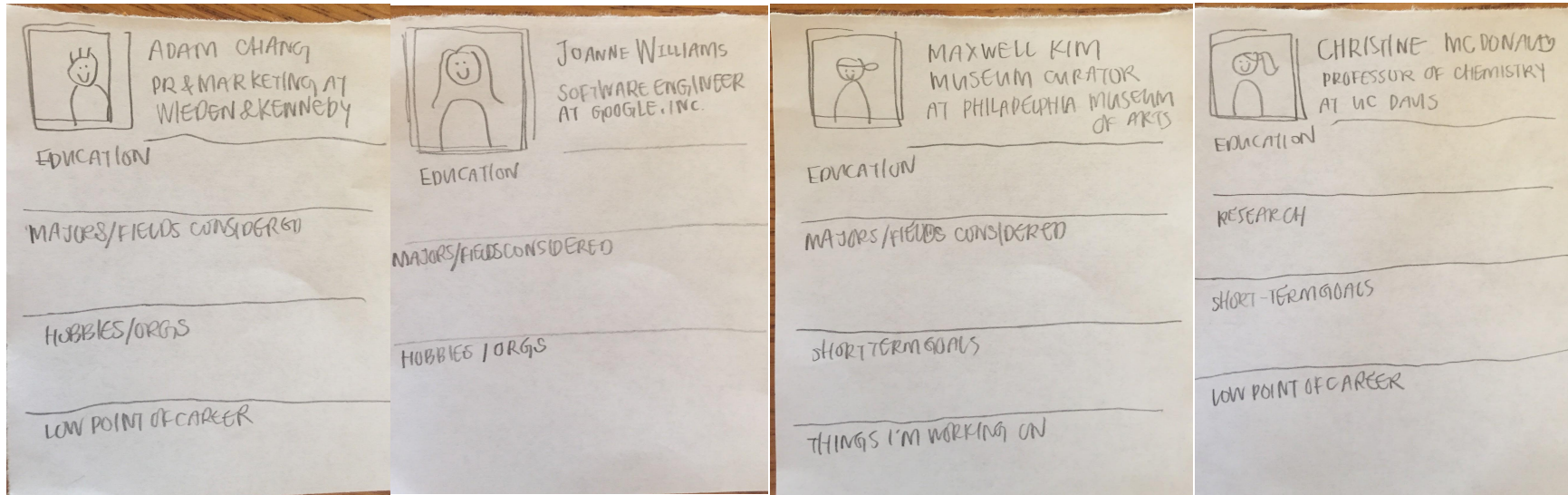
-people like to visualize their progress

-people are willing to log their tasks every day

New assumptions:

-users would prefer for their tasks to be automatically logged or compiled based on an already written account

Experience Prototype 2: Mentorship for developing long-term goals



- profile cards of professionals from different fields
- info on professional background, trajectory of career
- familiarity: LinkedIn + Tinder

Experience Prototype 2: Testing



-flip through cards to “find a match”

-simulation of connecting with professional to chat

Experience Prototype 2: Results

What worked:

- having personal and relatable career information, such as the “low-point in one’s career”

What didn’t work:

- relatable career information struck user as not particularly useful

Surprises:

- process felt impersonal; user said he felt it was like “browsing”

New learnings:

- relatable information and useful information may not be the same thing

Experience Prototype 2: Validity

Assumptions we had:

-students would like mentorship

-people would be more comfortable with advice from those they related to

-people would like to mentor students

New assumptions:

-people who are more unsure about their careers would be more interested in career trajectories

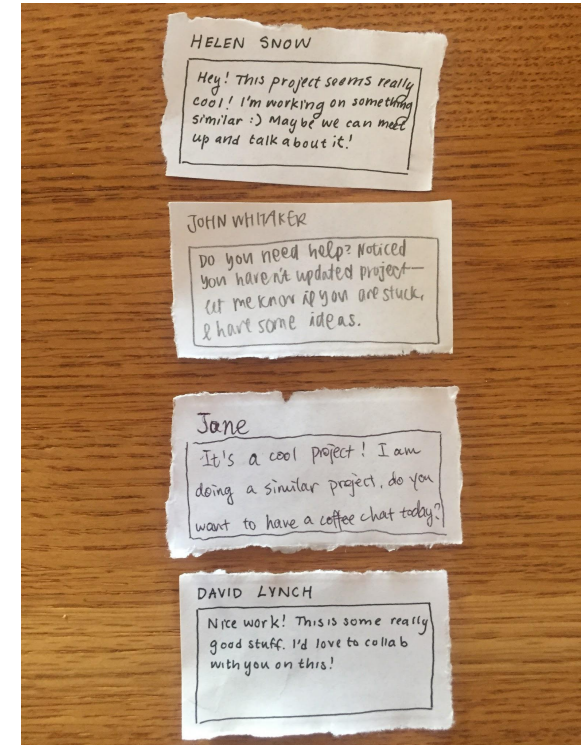
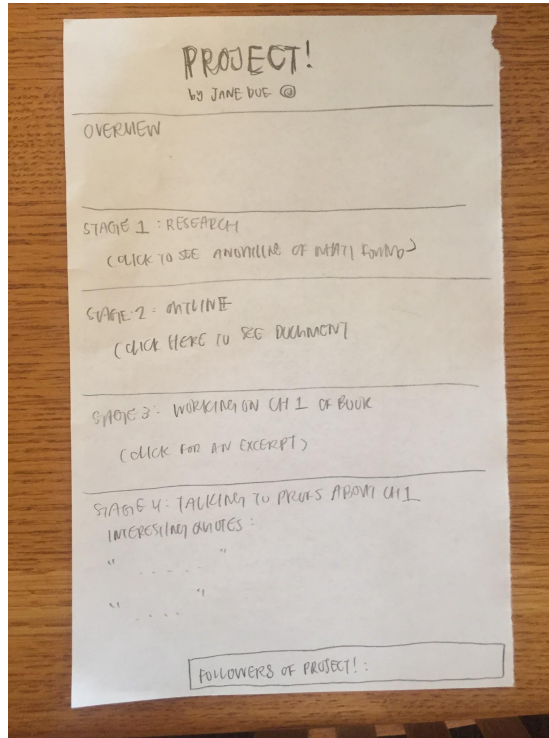
Experience Prototype 3: Culture of supporting personal projects

-sheet of paper
simulates project page

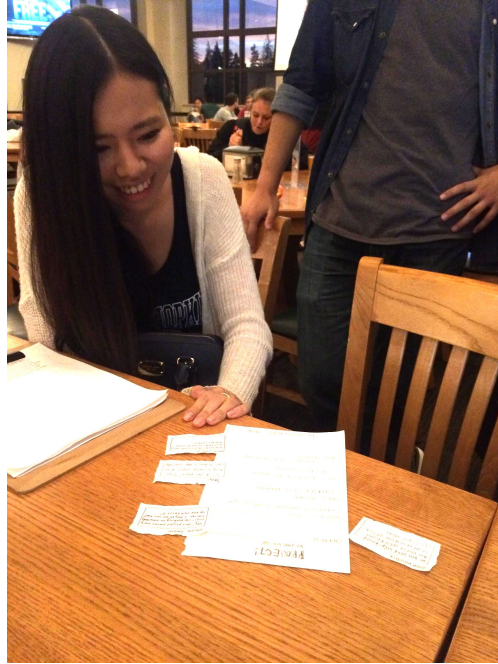
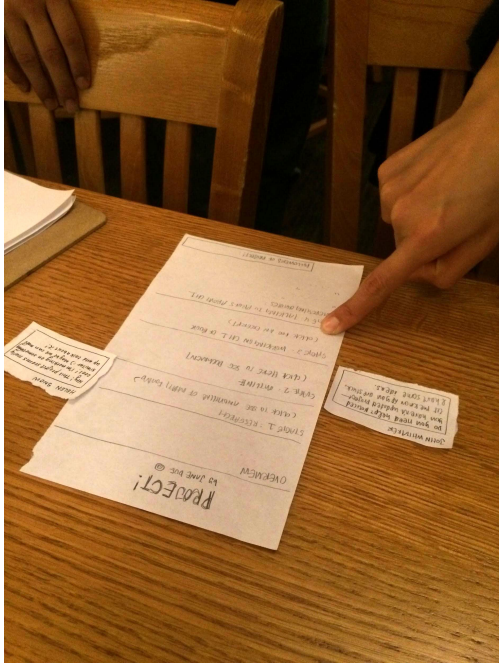
-project page lists
points of progress

-at the bottom: tallies
followers of project

-post-its contain filler
comments



Experience Prototype 3: Testing



- fill out project page of progress
- simulation of receiving followers (tally marks go up)
- simulation of receiving comments
- receive trend report on number of followers

Experience Prototype 3: Results

What worked:

- followers were motivating
- exciting to find collaborators in comments

What didn't work:

- confidentiality issues might prevent users from sharing projects

Surprises:

- user unsure of how much information about project should be shared

New learnings:

- people are sensitive about what they are working on

Experience Prototype 3: Validity

Assumptions we had:

-people are motivated to work on projects by an audience

-people would support and follow other people's projects

-people want to share their projects

New assumptions:

-privacy settings may allow people to feel more comfortable sharing their projects

-students may be more comfortable sharing than professionals