

**Readjusting Focus:** Furthering needfinding and approaching a direction through POVs and Experience Prototypes

Aaron Z, Adrian L, Andrei T, Dylan A (Team "Yes&")  
October 9, 2015  
Studio: Focus (Helen A)  
James Landay, Computer Science

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POVs and Experience Prototypes

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## I. Previous POV

Following our first round of needfinding interviews with extreme users, we derived the following P.O.V.

We met several individuals who rely on extreme focus in their respective crafts of skydiving, football, and musical live performance. Each indicated a desire or need to recreate their heightened states of focus in other aspects of their daily lives. Therefore, it would be gamechanging if we could replicate the conditions of their thought-freeing focus and flow<sup>1</sup> in other aspects of their daily life, routines, and rituals.



The preceding POV has served as a useful starting point for understanding the determinants of focus, such as preparation and high stakes. However, the round of needfinding was insufficient to determine how such extreme bouts of focus might be reinigorated for other more frequently executed life tasks.

## II. Updated POVS

In the second and most recent round of needfinding interviews, our focus narrowed from extreme performers to individuals involved in focus-intensive consumption tasks, like professional chefs, sommeliers, and marijuana dispensers. The following are our updated POV.

We met Winson who is the head chef of Palantir Technologies, who needs a better way of receiving feedback from his patrons as a means to creating better culinary experiences for them. It would be gamechanging if he could get easy objective feedback from everyone, instead of relying on subjective measures like looking at whether plates are full, walking around and talking to people at tables.



We met Rick who is trying to create a premium marijuana experience for his customers in Washington, who needs a better way of connecting to the consumer and showing them that there is more to marijuana than getting high. It would be gamechanging if there were a way that he could remove the

<sup>1</sup> Flow refers to a state of task-oriented focus defined by a transcendence from third-person self-awareness to a heightened state of presence in one's actions. For a formal definition and conditions of flow, please see Csikszentmihalyi, Mihaly. *Flow, the Psychology of Optimal Experience*. Harper Perennial Modern Classics. 1 July, 2008.

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[Winson, Head Chef @ Palantir](#)

[Cole the Skydiver](#)

stigma surrounding marijuana, and create a brand/image that was closer to fine wine than a drug.

We met Mike who is a blender of wine, who needs to clear up misconceptions that surround cheap wine and the stigma that comes around it. It would be gamechanging if we could get the consumer to remove their preconceptions and focus on the taste of what they are drinking.

We also returned to a previous, revised POV from our initial needfinding.

We met Josh and Kyle who are Stanford football players, that need a way of better focusing in the film room during practice. It would be game changing if we could get them focus them on the entire film session as much as they do when they are personally being showcased in the film.

The general theme of the preceding POVs is the desire to increase focus and engagement at different levels of the producer-consumer supply chain, whether through providing the creators more feedback to tailor their solutions to their customers, or through providing the customer the tools to engage with the creations in a more meaningful, specific way.

#### **HMW's:**

The following is a complete list of our initial HMW statements for each additional interview, as well as for our original needfinding interview with two football players who had promising insights from the use of film.

#### **Winson**

- How might we make it so that feedback is completely unnecessary in order for him to create high quality food?
- How might we make it so that a larger portion of the people to provide feedback for Winson?
- How might we make everyone better appreciate the food that is being served?
- How might we make it that Winson is able to have personal conversations with everyone about their food?
- How might we get the customers more involved in the menu creation before the food is even made?
- How might we make the sparse comments that Winston receives better representative of the entire group?
- How might we create a better personal connection between the cooks and the patrons so that patrons are more comfortable providing feedback?

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- How might we make the patrons just as passionate about food as Winston?
- How might we prevent this → "It hurts a lot. But I usually agree with them. I know when a dish will be bad before anybody eats it"?
- **How might we utilize the empty vs full plate feedback dynamic to provide Winston with an objective measure of how well he performed on a given day.**

#### Josh and Kyle

- How might we make each individual player a bigger focus of the entire film rather than small segments?
- How might we translate the intense focus that is going during the football games into the film room?
- How might we utilize the repetitive actions that players are currently using, (chewing sunflower seeds, chewing gum, using dip tobacco), and amplify them in order to help focusing?
- How might we think of a more productive repetitive technique that improves focusing?
- How might we make the film room environment just as exciting and intense as the environment that is going on in the game?
- How might we reinforce the idea that what is going on in the film room is just as if not more important as what is going on during gameday?
- How might we make film a part of the game rather than its own individual event?
- How might we make the film individualized so that each player only has to watch a very small part of the film rather than the (3 hr) stretch?
- **How might we make the film room scenario more interactive, exciting, community oriented instead of just passively watching film.(feedback during film process) ?**

#### Rick (Alias)

- How might we make the packaging and presentation of the marijuana products more accessible to consumers?
- How might we disassociate getting high as the primary reason for purchasing pot and instead focus on qualities such as taste/smell and bring it closer to a fine wine or food?

- How might we make the patrons just as passionate about food as Winston?

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- How might we improve the relationship between distributors and growers so that both are more educated about the product and have the ability to talk about it intelligently?
- How do we improve name recognition of certain strains so that the consumer feels as if they know what they are buying, e.g. what exactly is blue dream??
- How might we pair wines and weed strains together in a similar manner to the way that wine and food is paired together. How might we pair together marijuana and fine foods together?
- How might we improve the setting where marijuana is sold and consumed so that it doesn't have a "sketchy" feeling surrounding it?
- How might we improve the knowledge surrounding regulatory, legal guidelines and restrictions surrounding the product for the consumers?
- How might we create a better method of identification and classification for marijuana so that things are more standardized?
- **How might we improve feedback chains from consumer → distributor → grower so that the optimal products are created?**
- How might we leverage the existing wine industry (coexist?) in order to solve the problems that weed distributors and growers are facing?

**Mike**

- How might we remove the pretense that good wine has to come in fancy packaging?
- How might we be able to provide more information to the consumer than what is simply written on the back of the bottle?
- How might we improve the wine knowledge of consumers to improve appreciation of the process/product that are not buying high end products/going to fancy restaurants/ going to wine tastings?
- How might we improve the consumer connection between lower tier wine makers and the consumers to optimize consumer satisfaction?
- How do we get consumers to put most of their focus on the taste rather than on the smell or packaging?
- How might we make cheap wine look no different than expensive wine so the consumers are forced to consider the taste over everything else?

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### Experience Prototype #1:

For the following prototypes, we chose the most promising POV and HMW statements in order to develop a more focused sense of the needs of our interviewees. We then created a testable conceptualization of a prototype and tested it on numerous individuals.

#### *POV*

We met Winson, the head chef of Palantir, who needs a better way of receiving feedback from his patrons, so that he can create a better culinary experience for them. It would be game changing if he could get easily obtainable, objective feedback from his patrons, instead of relying on subjective or variable measures of his performance like looking at whether plates are full when thrown away, walking around and talking to people at tables.

#### *HMW*

How might we utilize the empty versus full plate feedback dynamic to provide Winson with an objective measure of how well he performed on a given day.

#### *The Prototype*

Our prototype created an interactive experience for cafeteria goers to provide quick feedback in a fun way to the kitchen staff. We made the assumption that the cafeteria patrons would actually be willing to provide feedback if the process was easy enough, i.e. not having to type out large amounts of text or surveys. We also assumed that the kitchen could actually utilize this feedback for future menus and meals. Our prototype, which is attached in the form of a basic visual scheme, maps out the flow of this process.

The Scheme: A patron will click a button when he is in the cafeteria line and this information will be sent to an app on his phone which includes all the nutrition information about a given dish. At the end of his meal the user will be prompted to enter what percentage of each dish that he ate. All of this data will be sent to the kitchen staff so that they can determine what dishes were popular and which dishes were not. This could reduce food waste, make the cafeteria experience more interactive, and provide objective feedback to the kitchen staff to help them improve their performance.



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#### **Rough Cafeteria Feedback Mechanism**

We tested the prototype by walking through a typical Stanford student through the process as frequent cafeteria goers would have to routinely use the product in order for it to be successful.

Matias, one of our prototype testers, liked the fact that the nutrition information was included in the information and that it was really simple to link up the data to your phone. However, he didn't feel that he would really want to use the feedback mechanism at the end.

We learned that he would use the feedback mechanism if there were some sort of incentive for him to use it. He suggested that providing feedback would allow the user to vote on a dish that will be prepared. He said that he would definitely provide feedback if this were the case as long as it took less than a few minutes to finish the feedback.

Our assumption that the feedback system needed to be simple was correct, and we still need to test the assumption on the kitchen staff that they would use this data. The new assumption that emerged is that users would actually be willing to provide feedback without any incentive. However, we think that our test subject provided an insightful albeit simple suggestion to combat this issue.

## **Experience Prototype # 2**

### *POV*

We met Mike who is a blender of wine, who needs to clear up misconceptions that surround cheap wine and the stigma that comes around it. It would be gamechanging if we could get the consumer to remove their preconceptions and focus on the taste of what they are drinking.

### *HMW*

How might we improve the wine knowledge of consumers to improve appreciation of the process/product that aren't buying high end products/going to fancy restaurants/ going to wine tastings.

### *The Prototype*

For this prototype we were trying to create a method for consumers to find out more about a wine, than is simply written on a bottle at the store. We created a method where a QR code would be found on the back of the bottle label. A user at a store could snap a quick snapshot of the code and the app would direct them to more specific information about the bottle. The wine makers themselves would generate this information. Thus they would be able to market whatever they wanted. Additionally we would add some sort of reviewing



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[Example QR Code Prototype for Wine](#)

system so that users would be better able to differentiate between different types of wines even if they know nothing about wine specifically.

We made the assumption that wine producers and distributors would be interested in providing more information than what is simply written on the label and that consumers would generally not be able to differentiate between various wines at a store. We also assumed that this product would mainly be at less reputable brands as these would have the least amount of differentiation between them.

We created a mock QR code and pasted it on a cheap bottle of wine. It was important for us to make the code unobtrusive to the rest of the information that was written on the bottle and then described to our test user that by taking a snapshot of this they would be able to pull up more information about the product.

Our test was once again on college students because we were targeting users who would be interested in buying cheaper brands of wines. We asked them to use this and how they felt about it.



All of our test subjects responded positively. They reaffirmed the fact that they are generally unable to make any differentiation between types of wine at the store and would like an easy way to figure out a good bottle. Right now the only differentiating factor is price point. However they also introduced the concern that they would most likely not want to scan each bottle

individually because it would take too much time. Furthermore, they said that they would use it to differentiate it between more expensive wines, but they actually didn't really care for cheaper wines. Thus we learned that the better target audience for this product would probably be mid range wines.

Our assumption that users don't know too much was valid as confirmed by our subjects that they would like a better way of differentiating between the wine bottles that they were buying. However, we were wrong in our assumption of target audience because cheap wine buyers don't care enough about differentiation to use this product.

### Experience Prototype #3

#### POV

We met Josh and Kyle who are Stanford football players, that need a way of better focusing in the film room during practice. It would be game changing if we could get them focus them on the entire film session as much as they do when they are personally being showcased in the film.



Interview w/ Football players re film 1



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[Interview w/ Football players re film 1](#)



### *HMW*

How might we make the film room scenario a more interactive, exciting, community-oriented (instead of just passive) watching process?

#### *The Prototype*

Our prototype shows a way in which we can create engagement for every play in a film room setting. Each player will have an app or device that is linked up to what is going on in the currently play. For every play they will provide a rating for themselves during the play, and for the person who is currently the focal point of analysis.

These ratings could show up alongside the film so the coaches can get a better view of what the players are thinking during a given play and encourage the players to monitor both their own performance and their teammates.

The feedback could also be more complex, the players might select from keywords that they thought were most important during the play or provide feedback in the form of actual text. The players could also post messages that maybe only they noticed. A better collective, collaborative analysis could improve communication among the team and allow coaches a window into the heads of their players during the film room.

Overall we would seek to make the film room a higher stimulus atmosphere similar to the games

We assumed that this product would be marketed towards high level sports teams, and that everyone would be willing to contribute serious feedback for the teams. We sketched out our prototype on paper and made a list of potential features that we would like to see and made a process flow for the prototype.

We then tested by talking with a former high school athlete, and sought his feedback on the process that we created. He was positive on the aspects that he believed that it would encourage players to improve themselves, because having your teammates critiques, would kickstart their competitive nature. This would mimic the competitive atmosphere that is going on in the field during game day. However he was skeptical of the fact that every player would take it seriously, and that the competitive atmosphere could backfire and foster ill will among the team.

Our subject questioned our assumption that everyone would take it seriously, however he did think that the coach of the team could probably maintain the seriousness in the situation. We also found that we made the assumption that everyone on the team would have a smart phone which might not necessarily be the case, and it would be absolutely vital in this case.

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## **Our Decision**

We thought that the most successful prototype was our prototype that alleviated the issues that cafeteria/dining hall cooks face in getting objective feedback from their patrons. Given that the patrons actually use the app, such a service would give an objective mechanism for people like Winson to figure out how they did on a regular basis, and properly prepare their menus and meals accordingly.

We believe that we could solve the patron participation issue by incentivizing feedback through creation of a feedback gateway for users to vote on dishes that would be prepared in the future. This would foster more interaction between the kitchen staff and the patrons and lead to an overall more positive dining experience for everyone involved.

Furthermore, such a solution is relevant because of its ability to engage both sides of the supply chain — both the content creator and user — by providing incentives (better food and better feedback, respectively) for both.

“Most feedback comes in the hallway or through email,” Winson said. “But, the best indicator [of my success] is the plate: if the plate is empty, I’ve done a good job. If the plate is full? Sucky.”

We recognize the limitations in this prototype, particularly that of inspiring user engagement. In light of our revised assumptions regarding user applicability, specific issues we anticipate in the implementation of such a prototype include creating an effective mechanization for use incentivization.

However, we feel that the potential utility gained from this product’s use justifies the future grappling with the problem of feasibility that may ensue. As Winson the chef mentioned in his interview,

prototype that alleviated the issues that cafeteria/dining hall cooks face in getting objective feedback from their patrons. Given that the patrons actually use the app, such a service would give an objective mechanism for people like Winson to figure out how they did on a regular basis, and properly prepare their menus and meals accordingly. We believe that we could solve the patron participation issue by incentivizing feedback through creation of a feedback gateway for users to vote on dishes that would be prepared in the future. This would foster more interaction between the kitchen staff and the patrons and lead to an overall more positive dining experience for everyone involved. Furthermore, such a solution is relevant because of its ability to engage both sides of the supply chain — both the content creator and user — by providing incentives (better food and better feedback, respectively) for both. “Most feedback comes in the hallway or through email,” Winson said. “But, the best indicator [of my success] is the plate: if the plate is empty, I’ve done a good job. If the plate is full? Sucky.” We recognize the limitations in this prototype, particularly that of inspiring user engagement. In light of our revised assumptions regarding user applicability, specific issues we anticipate in the implementation of such a prototype include creating an effective mechanization for use incentivization. However, we feel that the potential utility gained from this product’s use justifies the future grappling with the problem of feasibility that may ensue. As Winson the chef mentioned in his interview,