

# Defining the Experience

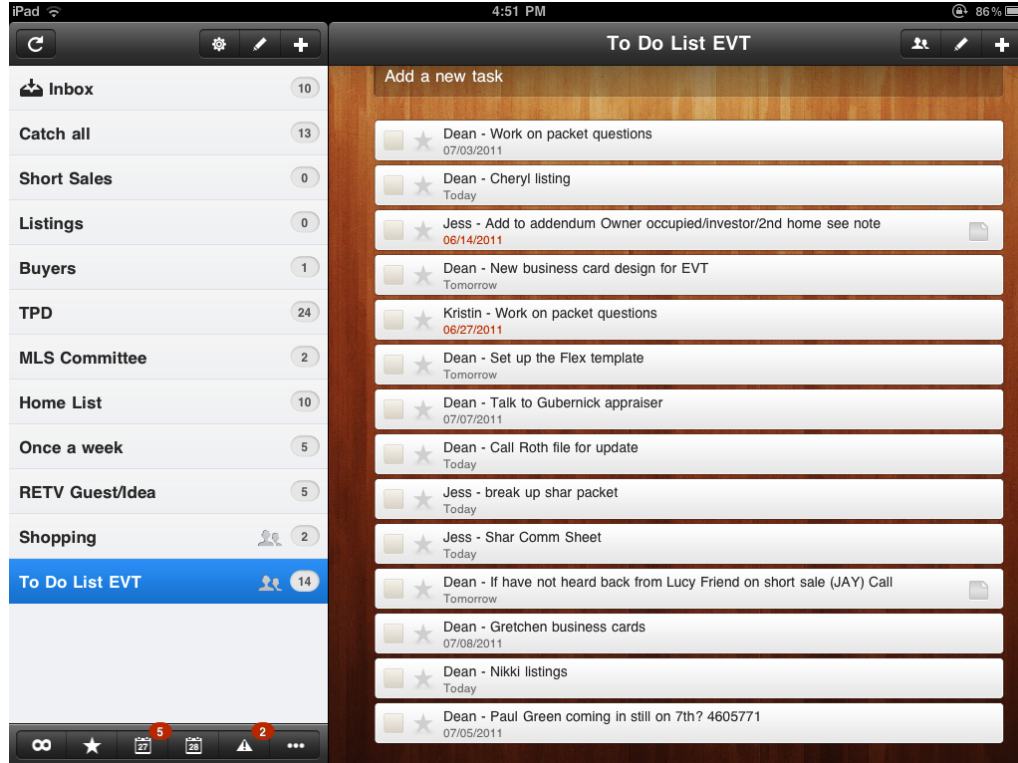
Gavin, Ian, Haiyin, Young  
Block Dudes

# Initial POV





# Problem Domain



# Needfinding



**Who:** Luci – Residential Fellow, Professor, and mother of two

**Key Takeaways:**

- Short bursts of productivity worked best for her
- Habit formation around task completion created a second wall of accountability

# Needfinding

**Who:** Ruchi Bhargava - Group Engineering Manager at Microsoft

## Key Takeaways:

- Everything is time blocked in her schedule from work to personal life
  - Reduces Stress
- Calendar event entry was tedious
- Calendar was the backbone to organizing her day



# Needfinding



**Who:** Solomon Hughes – Residential Fellow and Academic Advisor for student-athletes

## **Key Takeaways:**

- Emphasized importance of work – relax balance
- Surrounding himself with others in motivating environment
- Takes time to reflect on himself and to clear his mind

# POV #1

**We Met** Jasmine, a recent Stanford Alumni working a part time job while taking classes.

**We were amazed to realize** the importance of time boxing for her in laying out her tasks to be completed as well as their influence in pushing her to accomplish them.

**It would be game-changing to** help create a way to better organize her freestanding time.

## POV #2

**We Met** Alton Sun, a freelancer who used to work at IDEO as a designer.

**We were amazed to realize** extreme users like Alton believe being unproductive stems solely from the mindset of the individual.

**It would be game-changing to** help people better understand their own habits and mindset around their approaches to productivity.

## POV #3

**We Met** Solomon Hughes, a Resident Fellow at Stanford and an Academic Advisor for Student-Athletes.

**We were amazed to realize** he emphasized the importance of technology in creating an anxiety inducing “always on” feeling for people which for him was best addressed through self reflection in a stress free setting.

**It would be game-changing to** help people practice self reflection more often in order to promote and maintain sustainable productivity.

How Might We change people's perspective regarding freestanding time to be more forward thinking?



How Might We keep people aware of their own productivity habits and inclinations?

How Might We help promote self reflection in order to encourage sustainable productivity?

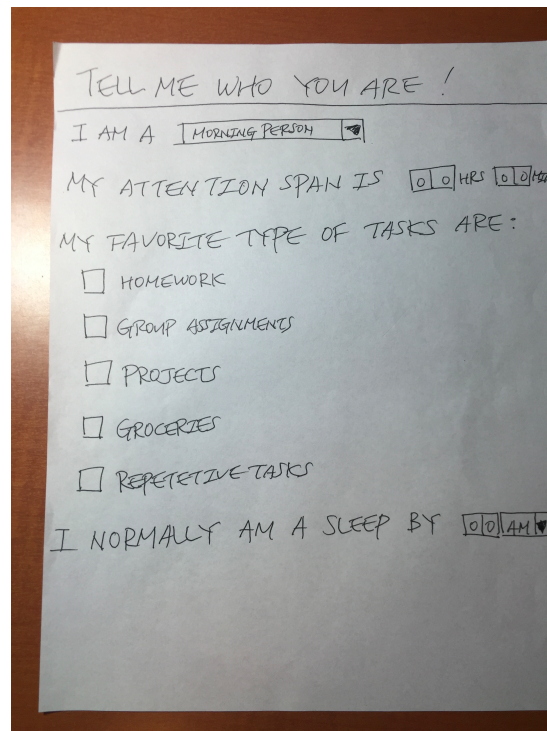
# Automatic Timeboxing

An application task scheduler that intuitively breaks down tasks for you with scheduled timeboxes to work on it incrementally

- Set up User Profile
- Schedule a Task
- Accept suggestion or adjust as needed

Tested with

- Drawn out Interfaces



# Automatic Timeboxing

New Task

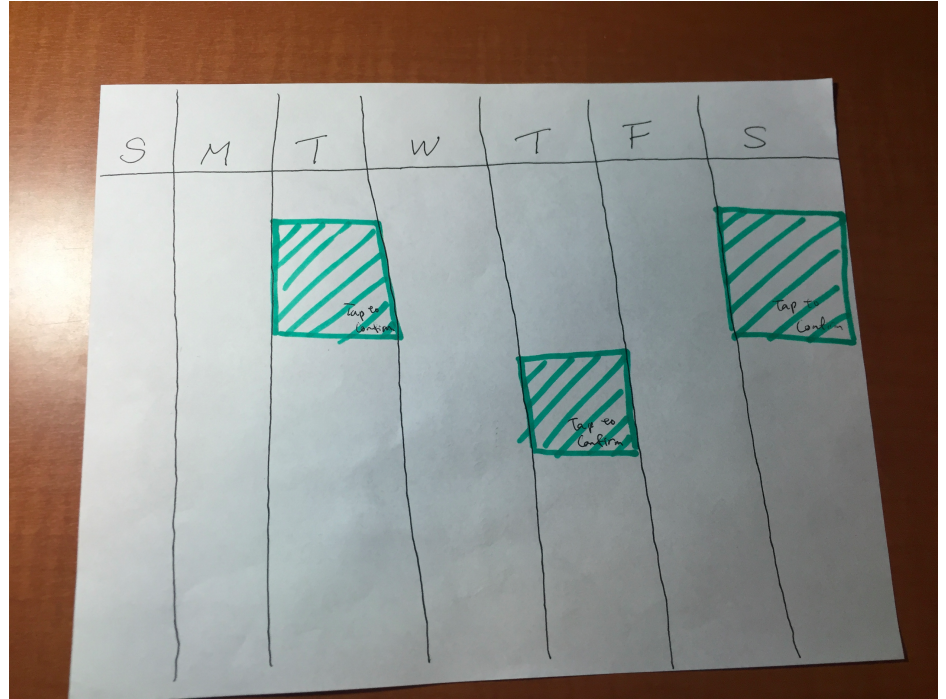
Deadline?  <sup>mm</sup>  <sup>dd</sup>   <sup>year</sup>

What time?

How many hours?  hours

Name/Title

How many <sup>time</sup> blocks?

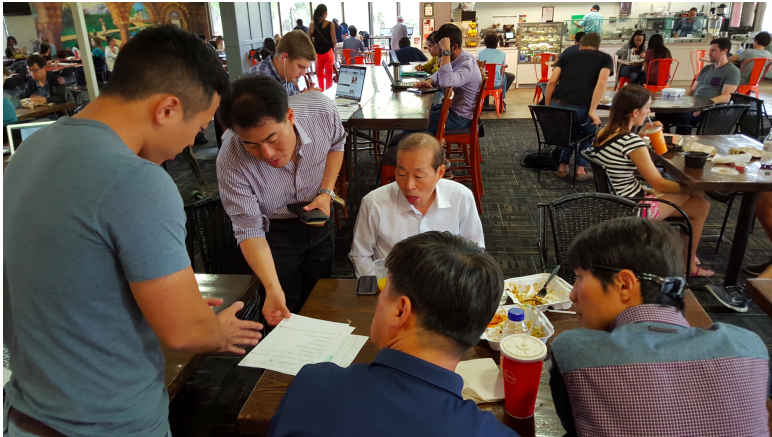
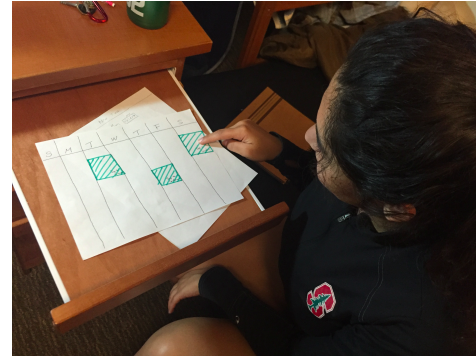


# Automatic Timeboxing

Interviewed undergraduate students and visiting businessmen

Desired a widely applicable experience

- Their background
- Feedback on the solution +/-
- Applicability to their peers



# Automatic Timeboxing

## Results

### Things that Worked:

- Core idea of task breakdown is great!
- Using user profile for tailored suggestions

### Things that Didn't Work:

- Would like more visual notifications/reminders
  - Conflicting
- Potential privacy concerns

### Surprises:

- Some liked the idea of minimal intrusiveness - no notifications
- Extreme users appreciated the idea

### New Learnings:

- People underestimate their planned time
- People felt this lowered the barrier to calendar usage

# Automatic Timeboxing

## Assumptions

**Original Assumption** - By helping people provide structure to their freestanding time, they will be more inclined to complete tasks they set for themselves.

- **Confirmed** - People emphasized their enthusiasm to use their calendar more with the ease of setting up timeblocks

**New Assumption** - People tend to underestimate time required to accomplish tasks



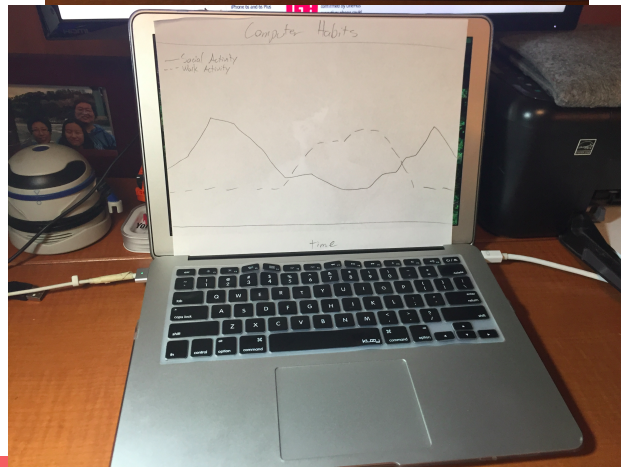
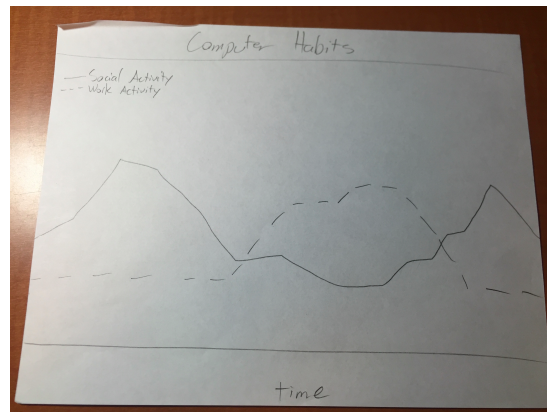
# Habit Tracking System

A system that analyzes digital application usage habits to provide visual feedback and data to user

- Designate groups of applications
- Behind the scenes logging of data
- Landing page with graph data

Tested with

- Drawn out Interfaces and Laptop Prop



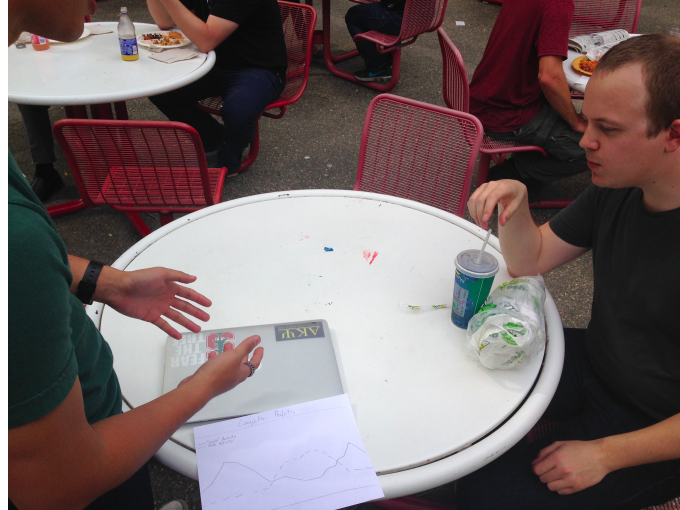
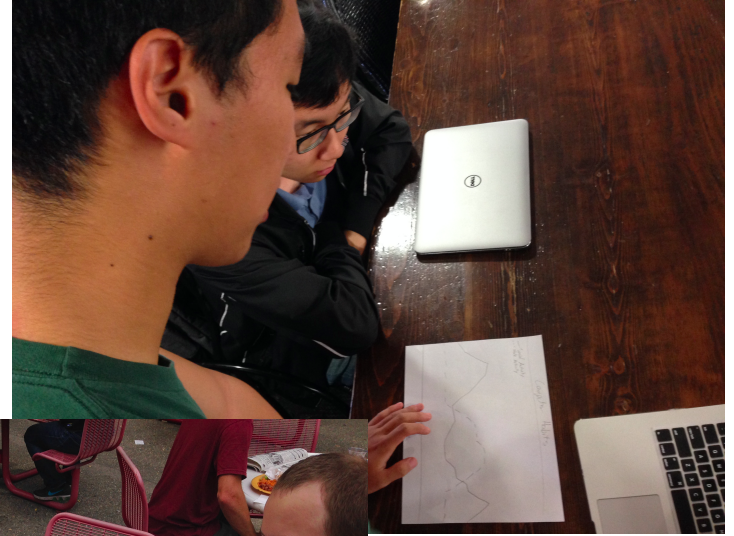


# Habit Tracking System

Interviewed undergraduate student and PhD student

Desired a widely applicable experience

- Their background
- Feedback on the solution +/-
- Applicability to their peers



# Habit Tracking System

## Results

### Things that Worked:

- Visual Representation of productivity does affect behavior!
- Graphical representation was successful

### Things that Didn't Work:

- The audience of users may be more constrained to those who use productivity apps
- Frequency of viewing the visuals could be greater

### Surprises:

- Balance between seeing visuals too often versus not enough
- Wouldn't want to show others

### New Learnings:

- Longer time frame visuals would be desirable
- Expansion of categories would be valuable

# Habit Tracking System

## Assumptions

**Original Assumption** - Visualizing their habits helps induce behavioral change and provides insight into people's productivity

- **Confirmed** - Interviewees confirmed that they probably didn't have a firm grasp of their habits and visualization would help them better understand their performance

**New Assumption** - People that use this system may be a subset who are inclined to use productivity apps

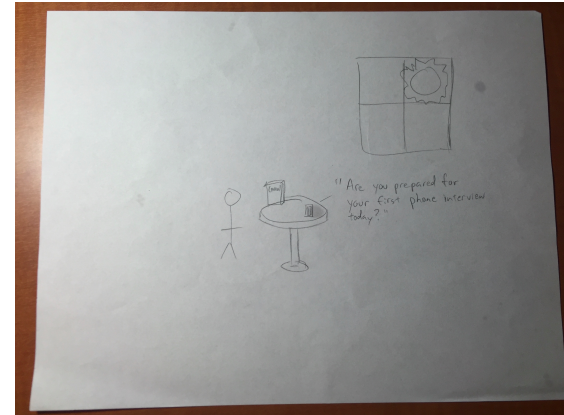
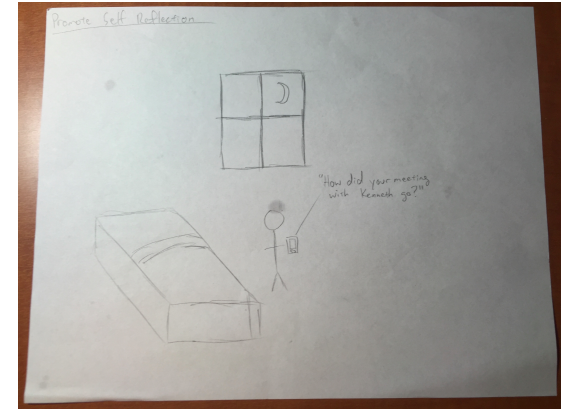
# Reflection Assistant

A simple assistant that asks the user open ended questions regarding tasks in that occurred in their day

- Assistant combs through calendar/scheduled tasks
- Forms thought provoking reflection questions around events of the day
- Asks during morning or evening to promote reflection

## Tested with

- Drawn out Situation as well as with group members acting out the usage with a cellular phone



# Reflection Assistant

Interviewed undergraduate student and staff member of the Betchel center

Desired a widely applicable experience

- Their background
- Feedback on the solution +/-
- Applicability to their peers



# Habit Tracking System

## Results

### Things that Worked:

- People affirmed that it would help promote reflection for them
- All affirmed that reflection aids in consolidating their mindset to be more productive

### Things that Didn't Work:

- People felt the wording of the questions was very important
- Could be stressful depending on context

### Surprises:

- Differing preferences for digital versus audio delivery of the questions
- Differences in time of day preferences (potentially age difference)

### New Learnings:

- Understanding what questions to ask is very important
- It is important to understand how people want to be asked the questions (what delivery method)

# Habit Tracking System

## Assumptions

**Original Assumption** - Promoting reflection in people helps them with overall productivity habits

- **Confirmed** - Interviewees confirmed that when they personally wrote out their goals or accomplishments in a day they felt they were more effective and helps them break out of a “mindless repetitive” zone

**Conflicting Assumption** - People prefer audio versus digital delivery of the content

Questions?