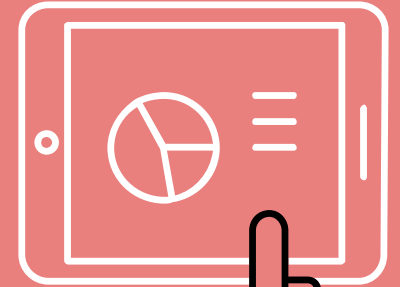
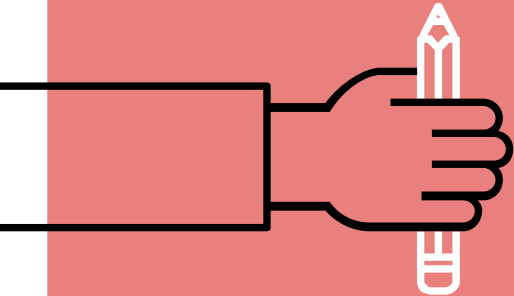
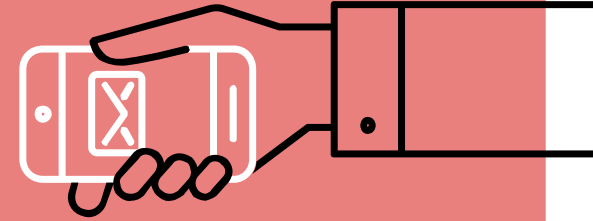
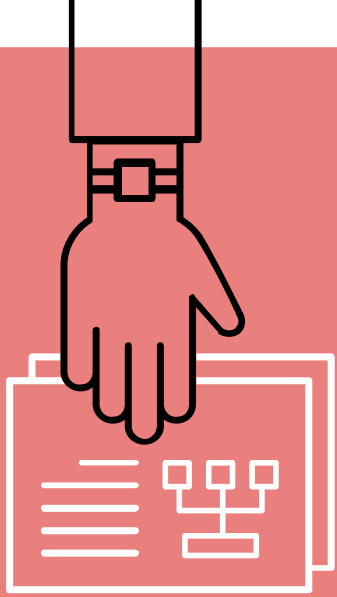
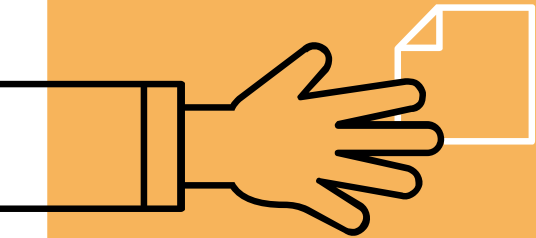
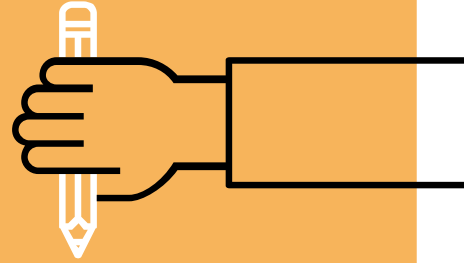


LIFE AFTER LOCKDOWN

Hebeeb | Jacob | Melvin | Raagavi



NEEDFINDING METHODOLOGY



Walk me through a day in your life.

Has the move to being online changed your lifestyle within the past year

Do you think your social behavior will change post pandemic?

How do you try to motivate yourself?

How do you organize and schedule?




How have your financial habits changed post-pandemic?

What is your relationship with social media?

Why did the pandemic affect your work habits?

How has your everyday experience changed since moving to a bigger online presence?

How do you budget?



“Everyone else is a blur, when you’re forced to spend so much time with yourself”

Over Zoom
College Student






“I was able to grow operations, and start fulfilling orders on a daily basis”

Over Zoom
*Home-based Micro
Business Owner*





“Having a clear list of things I'm going to do today rather than a long list to choose from...helps me stay focused”

Over Zoom
*Director of Architectural Design and
Resident Fellow*



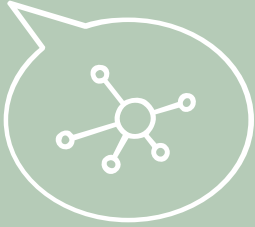


“Being online has made class easier to skip. There’s less structure, so there’s less motivation to be there”

Over Zoom
College Student



EMPATHY MAP



SAY

“I like being busy, but i like when i can turn the switch off”

“The pandemic allowed me [my small business] to hire people; experienced people at lower rates”

“Everything is more integrated”

“A lot of professors are just reusing old recordings, it’s hard to feel motivated with that.”

“I wouldn’t know where to start with budgeting”

“Time management became a blur this semester”

“The pandemic also allowed me to spend less by eating out less”

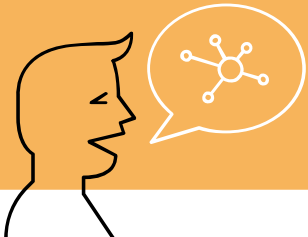
“I’ve struggled to maintain social connections and keep in touch”

“I already procrastinated pretty heavily, so being online only made that worse.”

“It was always my intention to spend less, so I can use more of my income to invest in new ventures”

“I want to continue being intentional about my down time”

“I would really like to find a way to make university- wide changes to affect motivation”



Shared a color coded calendar packed with interviews, meetings and classes

Hired three people with relevant industry experience to help run his small business

As a self-described extrovert, he tries to put himself in social settings to gain motivation.

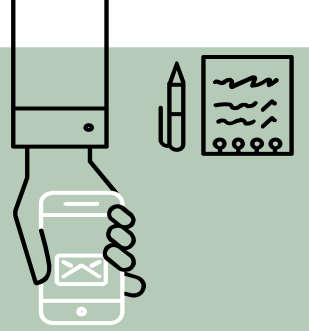
Chose to take our interview in a crowded area with lots of people.

Started eating out less, and used the income saved to invest in projects that compliment his small business

Shook his head as he spoke about his lack of motivation to do any college work

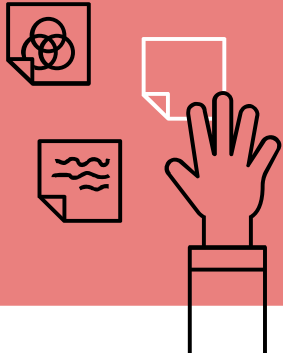
Reorganizes her day so she has a larger block of free time but doesn't make the best of that time

Nodded to the people that he knew that walked by.



DO

FEEL



Feel busier than usual despite the same workload

Happy and proud of his hires as they improved operations

I feel more guilty cause I don't even walk anymore.

Frustrated with his social situation and not being able to see people as much as he would like.

Boredom makes me spend money to pass time

Feels indifferent about changes in work days as he still works from home

Some of the same things she used to do, now feel more rewarding

Discouraged by his lack of motivation and frustrated that he can't find a way to fix it

I feel overwhelmed by notifications and messages from college

Glad and excited about being able to spend less and invest more

Feels more tethered to email

Feels off balance with his world flipping from in person to online.

I think I tend to spend way too much money on food

Thinks positive opportunities arose as a result of the pandemic

He values the small interactions he used to have

He thinks that professors also feel unmotivated.

I need to find better ways to be more motivated

Thinks it was always her goal to save more despite being forced amidst the pandemic

The flow of conversation is more natural when you can go out

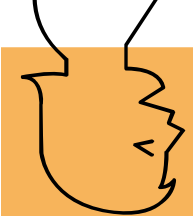
Thinks that the pandemic has negatively affected his social relationships

Having one place to keep track of everything I need to do helps

I think part of the reason I used to eat out so often was the social aspect of it.

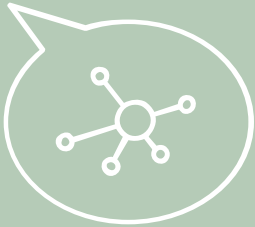
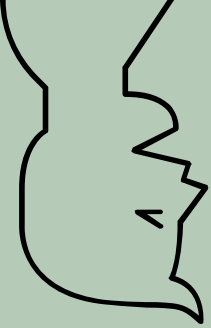
Not sure where to draw the line between fun and work

He appreciates the social interactions that he does get.



THINK

NEEDS AND INSIGHTS

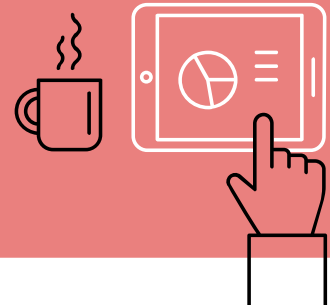


Insight: There is an increasing gap between what someone wants to do and what they actually do.

Need: A way to bridge the gap and synchronize their thoughts with their actions.



“I spend more time planning my day, trying to hold myself accountable”



Insight: People want to maintain social interaction.

Need: A way to interact across distance in a way that doesn't seem forced (spur of the moment interactions)



“I do whatever I can to interact with other people when possible”

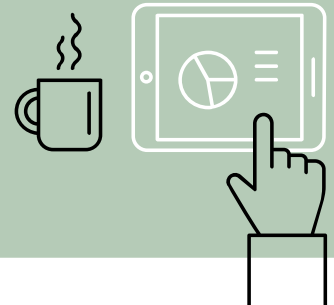


Insight: People are happier to spend less but they struggle with self control when not guided in the right direction.

Need: Techniques to actively modify financial habits and assist in budgeting, not just by tracking expense history but also by intercepting impulsive spending.



“It would help to know about alternative [cheaper] ways to spend my money”

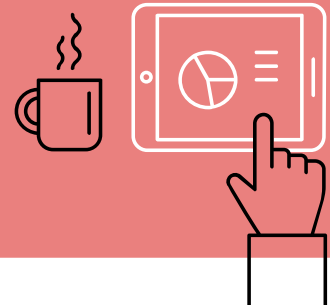


Insight: Communication has become a larger goal and has made it harder for people to enforce a strict work-life separation.

Need: Having a way to provide that definition between work and not work, and still being able to communicate with colleagues and loved ones more.



“Everything is more integrated... I like being busy, but I like when I can turn the switch off”



Insight: Small businesses hiring people recently laid off due to the pandemic, can benefit both parties and support economic growth.

Need: A way to easily and cheaply expose small businesses to potential hires, and vice versa.



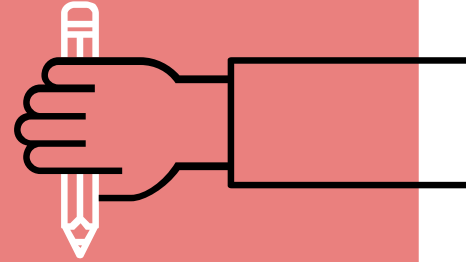
“The benefit from hiring a few [experienced] employees to run operations is that I can spend more time figuring out how to optimize things”



SUMMARY

analyzing effects of the pandemic on everyday habits

- motivation
- social interaction
- financial habits
- work-life balance



NEXT STEPS

- narrow down our subthemes
- additional interviews

