



Increasing Intentionality

Team A

Our Team



Sarah C



Graclela S



Carolyn Q



Theo S

Initial POV: Justin

We met...

- Justin, a varsity athlete with a strict schedule and mindset

We were amazed to realize...

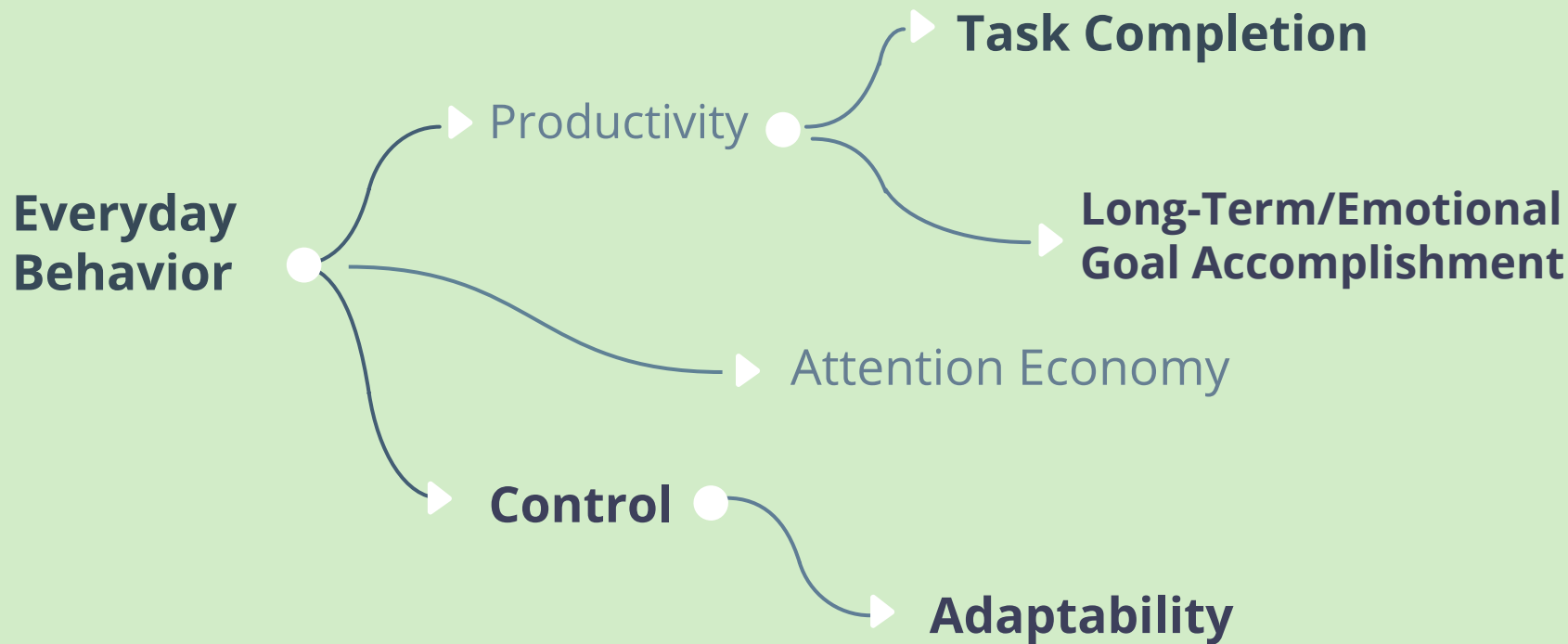
- his habits of writing sticky note affirmations were essential to his success

It would be game changing to...

- Help people feel assured of what they **can** and **can't control**



Overview: Exploring Subdomains





Needfinding

Round 2!



Elizabeth

Franklin Farms, VA

***"I have to decide immediately
when the thought comes or I
won't do it"***

***"First step to clearing my
head is to clear my space"***

***"I'm driven to do things
because I'm stressed out"***

***"When I get anxious or
stressed my mind goes blank"***

POV 1

We Met

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

We were amazed to realize

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

It would be game changing to

Translate a self-understanding of limiting factors into actionable habits to eliminate these factors.



Xanthe

New Zealand

"I have no system to be productive, but I get things done"

"I know what I have to do, I usually don't feel out of control"

"Reducing screen time is unrealistic, because there's nothing else to do"

POV 2

We Met

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

We were amazed to realize

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

It would be game changing to

Help her use her time alone in a more intentional and valuable way that helps her appreciate her internal motivations more than external motivations (FOMO)



Brion

Washington D.C.

*"We're all too attached to digital personalities that **we don't have time to connect with ourselves**"*

*"I don't have a strict schedule, because I want to allow for the **enjoyability of spontaneity**"*

*"The main difference between the days that feel like blurry seconds and the days where I feel like I'm doing something with my life **is how I spend my morning**"*

POV 3

We Met

Brion, FLI Student at Wisconsin University currently living at home w his father in SE DC w/ no means of transportation

We were amazed to realize

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

It would be game changing to

Help Brion achieve a strong feeling of control and intentionality in his day, without necessarily forcing adherence to a routine

PROBLEM SPACE

CONTROL

too much value
placed on control

having a strict
routine

"doing things on your own
accord, not because of stress or
deadlines" -elizabeth

good sleep
schedule

seeing lots of
check marks at the
end of the day

repeating
affirmations
and goals

many people feel
more in control in the
physical space- maybe
because actions are
more intentional?

writing songs

Actions are take more
thought/energy in
physical space, but are
more mindless in digital
space

LACK OF CONTROL

Fear of missing out
on experiences with
her friends as a
driving factor in the
decision-making
process

Spending too much
time on phone and
being aware of that
wasted time

focusing too much
on things that are
out of your control
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deadlines and stress
forcing decisions to
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"living in the moment"
in the digital space

other peoples'
judgements/your own
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lack of access to
transportation

attention economy and
choice paralysis in
digital spaces

many people feel
less in control in
the digital space-
less mindful
actions?

HMW

HMW help people
take action to
eliminate their
limiting factors of
productivity

HMW help people
follow their own
values without
societal pressures

HMW decrease
people's reliance on
external motivations
through
contextualization
(reframe from what
we are missing to
what we have)

HMW put a focus on
HOW to get things
done rather than
WHEN to get things
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HMW encourage
people to adapt their
daily activities based
on future goal,
emotion, outside
environment, etc

HMW help her
contextualize her life
in what she partakes
in rather than what
she is missing out
on

HMW 1: Solution Brainstorm

HMW:

HMW put a focus on HOW to get things done rather than WHEN to get things done

Solutions:

anti-calendar
to-do list

Let's remove the
time-sensitivity of
tasks

focus on the actions rather
than the due dates

productive
procrastination

force people to
schedule things in
reverse (long term
goals funnel to short
term actionable
steps)

workshop in
breaking
down
actionable
goals

organize
events out of
order (eat
dinner first?)

to-do list where
everything is
encouraged to
be broken down

adaptive calendar to-do
contextualized by what time
you wake up and time used
for unplanned/spontaneous
events

SUPER dynamic
calendar that
encourages moving
around events/to-dos

Let's remind people
that life is short and
value does not come
from deadlines

compile resources
that might relate to
different goals

to-do list based on
how much time
things will take (so
you can fit them in
whenever)

big weird punishments
everytime they fuck up an
assignment (send your
boss a nude)

give people \$1,000
everytime they MISS
a deadline

rewards for doing
things that aren't on
your to-do list

HMW 2: Solution Brainstorm

HMW:

HMW encourage people to adapt their daily activities based emotional and environmental goals

Solutions:

make future goals easily accessible and repeated all the time for reinforcement

workshop to become aware of outside environments

help people understand correlation between habits and negative emotions

reward emotions-based task list (ie "finish homework so you will feel accomplished")

take a shot if you read this (@tzu that means u)

read a self help book

help people understand how individuals interactions are affecting their emotions

work at a different place everyday

restarting every single day

therapist spits out random wellness tasks every 5 minutes

don't use social media for a period of time

treating your headspace like your physical space

do something new everyday that forces them out of routine

meditate and reflect on actions every 15 minutes

Use virtual reality to transport you to a new environment

take 10 min to soak in the sun

reverse to-do list that starts with values/emotions (ie i want to feel loved so I'm going to call my parents)

Force people to burn their productivity based to-do list every day

u just got iced

HMW 3: Solution Brainstorm

HMW:

HMW decrease people's reliance on external motivations through contextualization (reframe from what we are missing to what we have)

Solutions:

gratitude journal

everything you check off your to-do list you have to say something you were grateful for

meditation and active gratefulness

snapchat memories, memory palace

set goals based on values and internal motivating factors

for every event in your calendar you have to come up with something you're grateful for

gratitude journaling based on self affirmations (i am grateful that I am smart, etc)

morning journaling what you are grateful for

complete a nonstop intense 5 min workout

take a private jet to an exotic island to complete your work

app that reminds you that you romanticize other people's situations

rememory (look thru ur camera roll)

force you to say your graticudes OUT LOUD

tattoo YOLO on your forehead so you're reminded to be grateful every day

app that juxtaposes your problems with global issues

network to share the unproductive things you've done during the day

Hire someone to yell at you every time you start comparing your life to others

NO REGRETS alarm every morning when you wake up



**How might we put a focus
on HOW to get things
done rather than WHEN to
get things done?**



Solution

A 'reverse to-do list' that begins with planning based on **emotions** and **long term goals vs short term work**

Assumptions

- Help focus on emotional needs over external expectations of productivity
- Result in higher emotional wellbeing
- Lower the barrier to action by breaking down bigger goals into small steps

Prototype 1: The Funnel

DESCRIPTION:

Instead of a **productivity based lists**, participants were asked to make a **list starting with long term needs** and **emotional ends-in-themselves**, and **work backwards to specific tasks**.

Participants were asked to **go into tasks with the intention of working towards these long term goals**, and asked to write down how they felt at the end of each task, and end of the day.

Results



Yarden

Working CC Student
Washington D.C.



What worked:

- Discovering tasks through emotional needs
- Boosting internal motivation through goal setting
- Feeling better about doing things that aren't strictly productive



What didn't work:

- Time-consuming
- Too much effort to do regularly knowing themselves
- No incentive, still stressful



**How might we
encourage people to adapt
their daily activities based on
their emotions and
environments?**



Solution

Encouraging trying a **new
headspace** or **physical
space** every day

Assumptions

- Increase mental wellbeing
- Boost creativity
- Variability will remove the emotional burden from challenging activities

Prototype 2: SWITCHING IT UP

DESCRIPTION:

Participants moved to a **new location** to work for **every new task/class of the day**.

They were asked to go to places they've **never worked before** and later to reflect on how it affected their productivity, attitude, and emotions.



Results: Part 1



Grant

Stanford CS Student
Irvine, CA



What worked:

- Felt refreshed
- More engaged with work and people (good balance)



What didn't work:

- Regular workspace was impossible to move
- Meetings and called still had to be taken in private

Results: Part 2



Kathy

College Student
Los Angeles, CA



What worked:

- Working in commonspace increased comfort with roommates
- moving provided time for a short break to do something different (get water, a snack, etc)



What didn't work:

- Some tasks took too long

Results and Validity

Surprises

- linear vs discrete memories
- control and emotions

New Learnings

- In the moment vs looking back
- Neutral memories skew towards mood



Validity

- Assumptions about positive emotions were valid
- Assumptions about negative emotions were not

Why?

- Nostalgia enhances emotions
- think about our memories in context of our current mood

New Assumptions

- **Looking at old memories can reframe them in context of current mood**



**How might we decrease people's
reliance on external motivations
through contextualization
(reframe from what we are
missing to what we have)?**



Solution

Practicing
rememory with a
focus on **gratitude**

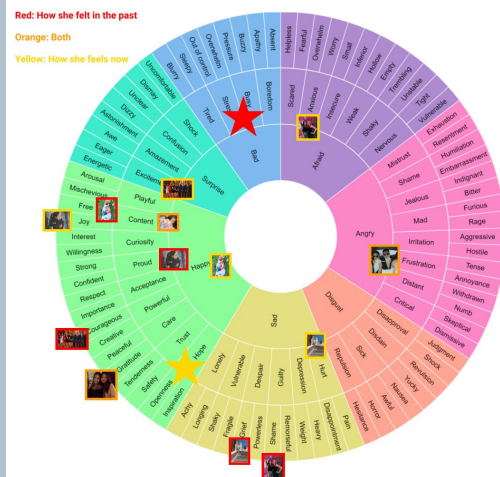
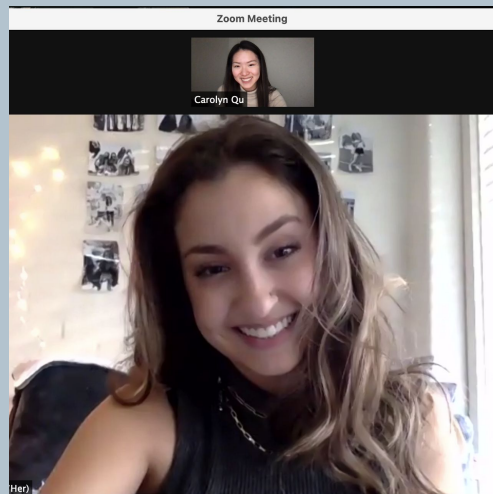
Assumptions

- help **contextualize emotions**
- help individuals feel **grateful**
- Seeing photos associated with **positive emotions** will help people get into a **positive headspace**
- Seeing photos from the past will **reinforce personal growth**

Prototype 3: Rememory

Participant was asked to look through camera roll to find memories and describe emotions.

Major Positive Memory	Major Neutral Memory	Major Negative Memory
Insignificant Positive Memory	Insignificant Neutral Memory	Insignificant Negative Memory
Forgotten Positive Memory	Forgotten Neutral Memory	Forgotten Negative Memory

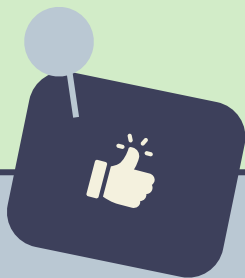


Results: Rememory



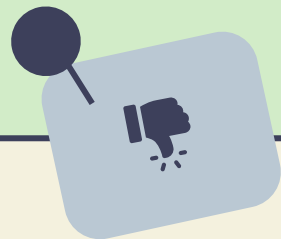
Eva

College Student
New Orleans, LA



What worked:

- Positive/neutral memories made her feel positive
- Focused on self and emotions rather than others



What didn't work:

- Negative memories resulted in negative emotions
- Didn't experience retrospective growth

Results and Validity: Rememory

Surprises

- linear vs discrete memories
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- Assumptions about positive emotions were valid
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New Assumptions

- Looking at old memories can reframe them in context of current mood

Solution



We were most intrigued by the results of the **“Funnel”** and **“Rememory”** experience prototypes because of their highlighting how we might shift mindsets and increase mental health using relatively simple exercises

Summary



**Simple exercises
can have a great
impact on mental
health**

**Convenience is a
bigger barrier than
thought**



We will continue
repeating
experience
prototypes to
gauge long term
effects

**Significant emotional
goals will take more
than one exercise to
achieve**



Reverse list can actually
cause stress for people
who like to live
spontaneously



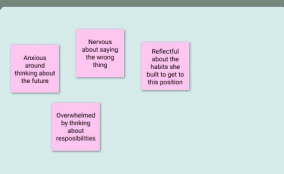
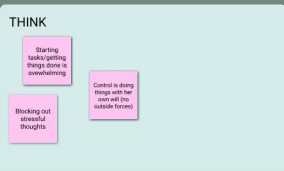
Thanks!

Appendix

Brainstorming Process



Empathy Maps / Interview Notes



Brion
Goes to Wisconsin on full scholarship, went to private his on scholarship as well. Lives at home with his dad in SE DC. Hip Hop Artist

I don't have a car and my dad doesn't have a car, and I live too far from my friends for them to come, and I can't pay for ubers

Living at home made my head feel fucked up, usually all I would do is smoke and play xbox

If I had the motive to, sometimes I would write, but I didn't have the studio and I don't like writing when I can't record

After being around people for so long, being alone at home didn't feel right

On days where I wrote all day, that would be a good day

In the morning my dad makes me voodoo tea, and that's my energy for the day

I'd say the main difference between them is when I wake up

When I get up early, shower, drink my tea, and smoke my day is more enjoyable and I feel better about myself

I'd say it's about feeling in control, or like you're getting stuff done, but also because it gets dark early here, and getting up with three hours of daytime left is scary

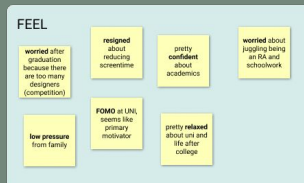
I learned about my creative side at night recently after watching an interview, like working from 1am-6am. We don't have to be so constrained with our sleep schedules.

I don't have a strict schedule, because I want to allow for the enjoyability of spontaneity

I feel like I have to be productive because I've seen too many of my relatives forced into that position of unproductiveness and laziness, and I'm blessed enough to have the opportunity to do things, so I'm gonna do them.

I need something to make me put the phone down, we're all too attached to digital personalities that we don't have time to connect with ourselves.

My dad lost his job during corona and he's not the type of person to try hard to get another one. I don't want to be 40 and not know what I want to do, so I'm gonna work.



Synthesizing information

INSIGHTS

Actions take more thought/energy in physical space, but are more mindless in digital space

Intentionality in online spaces and how we consume digital media

lack of intentionality online - attention economy / hate spending so much time on my phone, enjoying intentionality in physical space - comes from everyone's comments on what they DO LIKE

actions like waking up early, writing affirmations, night owl, etc are about MODE: creating intentionality

people don't hate the internet or their phones, what they hate is the environment of uncontrollability / mindlessness

"I don't even know what I did on my phone for the screentime to be so high" warble

too much value is placed on control and productivity and routine when they might not work for everyone

people can't pinpoint when motivations are internal vs external

external motivations can be discouraging bc they force a perceived lack of control

acting with intention and setting intentions can create self-enforcing change throughout the day (checklists, morning routines, etc)

NEEDS

to spend more time in the physical space than the digital space

to be more intentional in your actions both online and in real life

recognize that the internet is nonnegotiable in most cases

to bring more intentionality about it

Tensions

Feelings of control in the digital vs physical space

Actions take more thought/energy in physical space, but are more mindless in digital space

intentionality in online spaces and how we consume digital media

people don't hate the internet or their phones, what they hate is the environment of uncontrollability

lack of intentionality online - attention economy, hate spending so much time on my phone, enjoying intentionality in physical space - comes from everyone's comments on what they DO LIKE

Contradictions

worried about

perfectionism / fear of failure can hinder OR motivate

Xanthe feels in control most of the time whereas elizabeth feels out of control most of the time

Surprises

Morning control affects the rest of the day

I don't have a strict schedule, because I want to allow for the possibility of spontaneity vs. having a morning routine and following through on it makes me feel in control

CONTROL

too much value placed on control

having a strict routine

"doing things on your own accord, not because of stress or deadlines" -elizabeth

good sleep schedule

seeing lots of check marks at the end of the day

repeating affirmations and goals

many people feel more in control in the physical space- maybe because actions are more intentional?

writing songs

Actions take more thought/energy in physical space, but are more mindless in digital space

LACK OF CONTROL

Fear of missing out on experiences with her friends as a driving factor in the decision-making process

Spending too much time on phone and being aware of that wasted time

focusing too much on things that are out of your control or on the past

deadlines and stress forcing decisions to be made

"living in the moment" in the digital space

other peoples' judgements/your own internal judgements

lack of access to transportation

attention economy and choice paralysis in digital spaces

many people feel less in control in the digital space- less mindful actions?

POVs

We Met

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

Brion, FLI Student at Wisconsin University currently living at home w his father in SE DC w/ no means of transportation

We were amazed to realize

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

She doesn't consider herself "living in the moment" because she doesn't feel in control of her actions (ie. going on tik tok, stress/deadlines drive her to finish tasks)

She never really felt out of control and was very self-motivated

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

It would be game-changing to

reframe her mindset to strive for things that make her more productive rather than things that make her unproductive (shift focus to productive factors)

Help Liz understand and utilize the internal factors of motivation rather than the external ones (stress, deadlines, etc)

help Xanthe feel better about stuff they can't control

Help Brion get this same feeling of control, without forcing adherence to a routine

HMW 1 Brainstorm

POV:

Elizabeth, a college student living at home who feels out of control and unproductive in completing simple tasks

She's incredibly aware of the factors that make her unproductive, as well as her negative emotions associated with being unproductive, but rarely acts on them

Translate a self-understanding of limiting factors into actionable habits to eliminate these factors.

HMW:

HMW help people dig deeper into their emotional triggers and catalysts for their procrastination



HMW provide incentive/motivation for people to avoid behaviors they know that lead to lack of control



HMW help people break down to-dos into easily actionable pieces



HMW help people avoid triggers for time wasting



HMW help people recognize their own limiting factors

HMW isolate the emotions from productivity



HMW avoid emotions and negative self implication of procrastination



HMW help people take action to eliminate their limiting factors of productivity



HMW use people's limiting factors to help identify their strengths



HMW help people find a balance between work and relaxation



HMW find roots of their underlying factors

HMW 2 Brainstorm

POV:

Xanthe, a Kiwi college student studying design and communications, currently not in COVID-19 Lockdown

Fear of missing out on experiences with her friends was a driving factor in her decision-making process

Help her use her time alone in a more intentional and valuable way that helps her appreciate her internal motivations more than external motivations (FOMO)

HMW:

HMW help people identify intentional ways to use their time

HMW help people find activities that they enjoy doing alone

HMW help people identify their external factors so they can avoid them


HMW decrease people's reliance on external motivations


HMW help her understand that alone time is valuable for development

HMW help her understand the difference between internal and external motivations


HMW ease off of the fixation on what other people are doing with their time/lives


HMW help her contextualize her life in what she partakes in rather than what she is missing out on


HMW help people recognize the value in internal motivations

HMW help her become aware of internal motivating factors


HMW help her focus on herself during alone time rather than what others are doing


HMW 3 Brainstorm

POV:

Brion, FLI Student at Wisconsin University currently living at home w his father in SE DC w/ no means of transportation

That he didn't want to have a strict schedule because he wanted spontaneity, but felt positive and in control when following through on a morning routine

Help Brion feel intentional in his actions throughout the day, without necessarily forcing adherence to a routine

HMW:

HMW put a focus on HOW to get things done rather than WHEN to get things done



HMW help people live in line with their values without requiring a specific set of actions



HMW help people follow their own values without societal pressure



HMW recognize the larger goals in his life

HMW help individuals recognize the root/cause of their actions (emotional, logical, etc)

HMW help people establish habits that aren't time-based



HMW help people feel comfortable without a routine

HMW incentivise the completion of certain tasks without excessive rigidity



HMW encourage productivity without strict to-dos or time objectives

HMW encourage people to adapt their daily activities based on future goal, emotion, outside environment, etc



Final HMW Generation

THREE BEST HMW

HMW help people
take action to
eliminate their
limiting factors of
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Force people to burn their productivity based to-do list every day

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Rememory

Major Positive Memory	Major Neutral Memory	Major Negative Memory
Insignifigant Positive Memory	Insignifigant Neutral Memory	Insignifigant Negative Memory
Forgotten Positive Memory	Forgotten Neutral Memory	Forgotten Negative Memory



 Major Positive Memory - Description: Winning an international award for BBYO - How she felt back then: courageous - A big goal of hers at the time - Very daunting but she overcame her fears - How she feels now: Courageous - Makes her excited to reminisce on her hard work	Major Neutral Memory	 Major Negative Memory - Description: Going to Europe with her ex-boyfriend - How she felt back then: hurt - Bad feelings that they were going to break up - How she feels now: Grief - Brings her back to a negative place - Makes her long for when they were still together
 Insignifigant Positive Memory - Description: Cuddling with her dog (Joise) - How she felt back then AND now: Happy - makes her feel comfortable, loved - always brings her joy - Is a safe space for her (side-note: something we take for granted?)	 Insignifigant Neutral Memory - Description: Going to the park with her friends before covid - How she felt back then: Content - Just hanging out with her friends - How she feels now: Free (reminiscing, she longs for the freedom from the time of the event) - not having to worry about covid - Upset about things that she can't do anymore - Hopeful that things will go back to the past	 Insignifigant Negative Memory - Description: Getting a trespassing ticket this summer - How she felt back then AND now: Unfair situation that shouldn't have happened - Was essentially out of her control
 Forgotten Positive Memory - Description: Winning an Ice Skating Competition - How she felt back then: Joy - Worked really hard and her hard work paid off - How she feels now: Proud - Forget about how passionate she was - Worked really hard and was good at something she really cared about	Forgotten Neutral Memory	 Forgotten Negative Memory - Description: Visiting Budapest During her Semester Abroad - How she felt back then: Anxious - Felt like a bother to individuals around her - Nervous about being in a new country - Constantly stressed - How she feels now: Regret - Wishes she had a more positive mindset