

Exploring Habit Tracking

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Who are we?



Julia Kadie



Alex Escudero



Olivia Naidu



Penny Shi

Habit Setting and Tracking

Mental Health and
Personal Goals



1A

Physical Health



1B

Safety Precautions

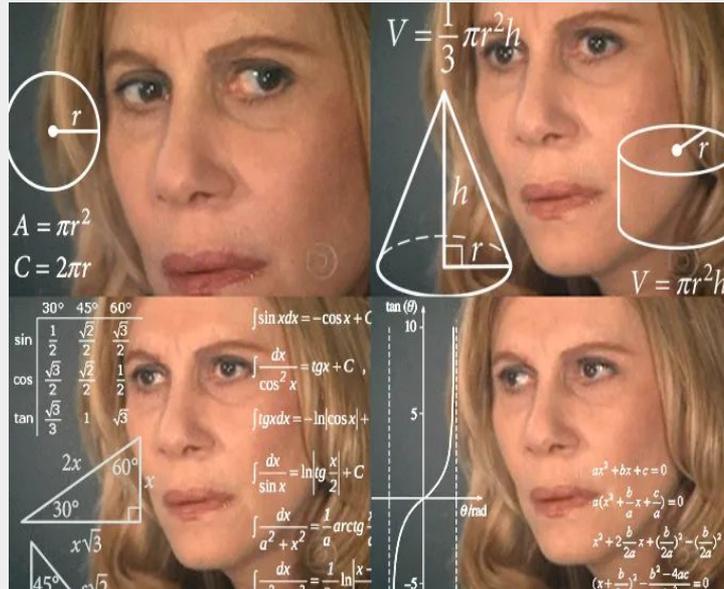


1C

Who were we looking for?

Extreme User A: Someone in their 20s who cannot figure how to acquire and maintain any good habits

Why: We want to understand the major roadblocks people face when creating and sticking to good habits



Who were we looking for?

Balanced User: Someone in their 20s who is able to maintain some healthy habits

Why: We want to understand what motivates and helps people achieve goals via setting good habits.



Isaac, maintains some habitual practices

Who were we looking for?

Extreme User B : Someone in their 20s who practices nearly “perfect habits” daily and even hourly

Why: We want to understand how young people are finding ways to master developing good habits



Mental Health & Personal Transformation: What did we ask?



Could you tell me about how you try to prioritize your mental wellbeing?

Could you tell me about a time you set a big goal and achieved it?

Mental Health & Personal Transformation

User A

User B

User C

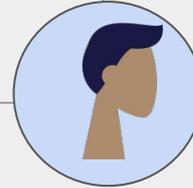
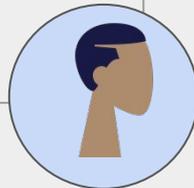
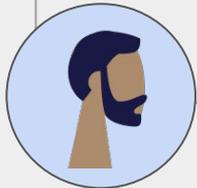
User D

"Feeling productive and accomplished makes me happier and more relaxed."

"I don't like habit tracking apps that are gamified and too social"

"I get flustered when out of routine or familiarity"

"I have been using the same app to track my sleep quality for the past 8 years -- every single day without fail."



Physical Health: What did we ask?

Could you tell me about how you keep track of your physical activity and what is your main source(s) of exercise?

What challenges have you experienced with your physical health in the past two years?



Physical Health

User A

User B

User C

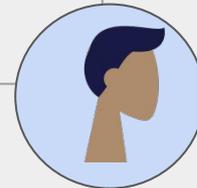
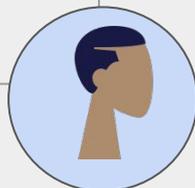
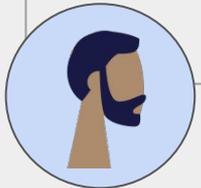
User D

"Feeling the support of close friends is a significant fitness motivator for me."

"I need some form of accountability to encourage me to exercise."

"I originally learned how to workout through workout partners."

"I love the sense of community of Strava was the most important factor that made me switch over from Runkeeper."



Safety Habits: What did we ask?



What makes you feel safe when you're in public?

How safe do you feel walking in your neighborhood alone?

Safety

User A

"Confidence in my physicality comes from weight lifting and makes me feel safe."



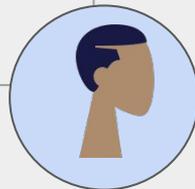
User B

"I always go out with friends, I don't drink, and I always let people know where I'm going"



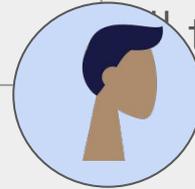
User C

"I feel safer in public being a bigger male"



User D

Always tries to exercise with a buddy and to keep a close contact that knows his whereabouts at all times.



Exercise

Mental health

Safety

Say

Think

Exercises for her mental health

Doesn't like habit-tracking apps that are gamified

Tries to go to new places with other people

Exercise is equally important for mental and physical health

Habit tracking should be encouraging, not addicting

Better to visit a place with others before going alone

Doesn't use Strava and didn't like run club

Use an app to time all work on the Pomodoro method

Always shares location with others

Personal fitness should be private

Less stressed out and more focused while tracking study time

Weary when she's alone in public



Do

Feel

Contradictions and Surprises



Likes habit tracking apps but dislikes how much she stays on her phone



She is nostalgic about high school team sports but doesn't like exercising with others

Specific needs and insights based on User B



Intrinsic motivation drives the ability to continue habits



Enjoys working with others towards a common goal



Wants to maintain habits without feeling tied to her phone



Needs a way to tell if a place is safe before going there

Overall Insight

Working towards a common physical goal with others motivates people to stick with their habits



Overall Need

People need structure to establish good habits and accomplish their goals



Complete Empathy Map

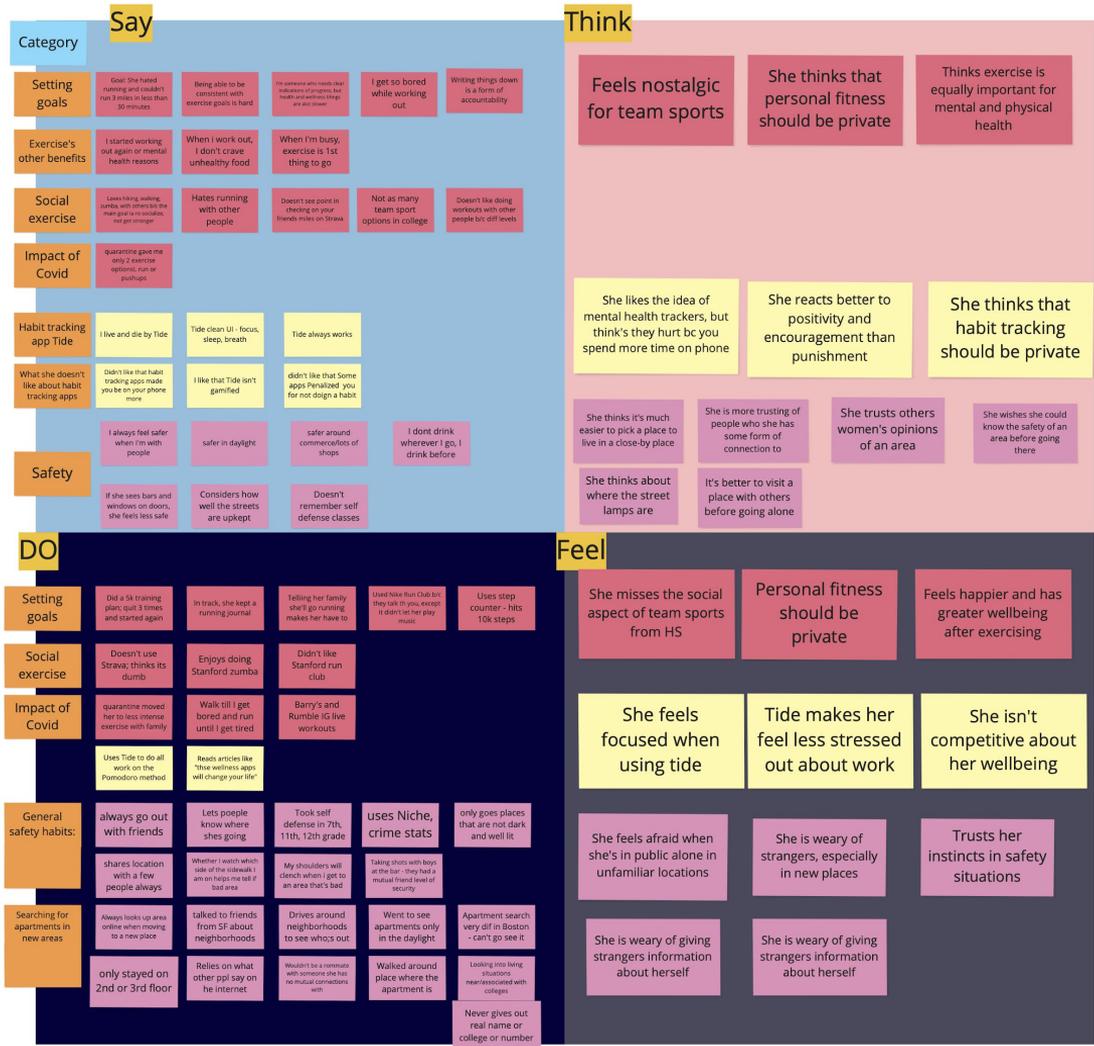


Image Citations MLA

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