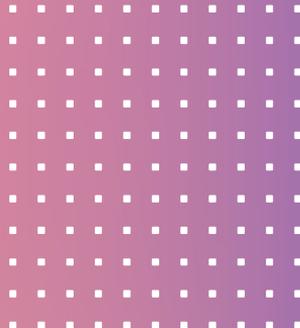


# flowspace

a mindful approach  
to deep work



# presentation overview



Created first mobile app prototype



Completed first round of user testing

- SWE + mother of 2
- 19-yr old Lithuanian SWE on gap year
- 24-yr old equity researcher in NYC



Identified improvement areas from testing





# product recap

# the problem: stresses of today's workplace



Stress-induced burnout



Overflow of notifications



Lack of deep, productive work

# the solution: flowstate

*a mindful approach to deep work*



Guided flow state sessions



Goal-oriented work and reflection

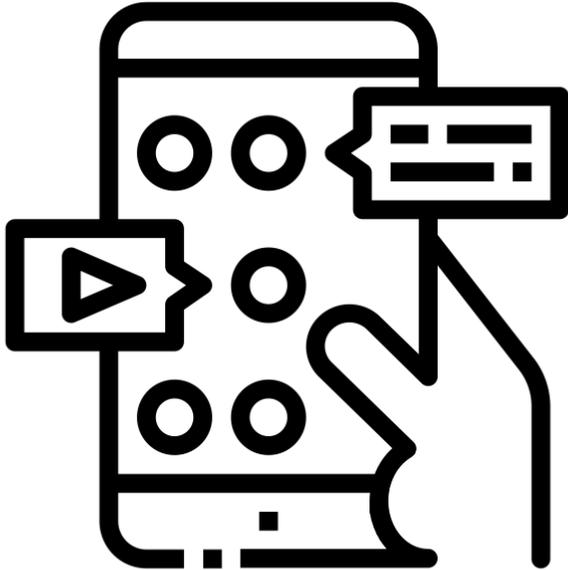


Develop long-term flow habits



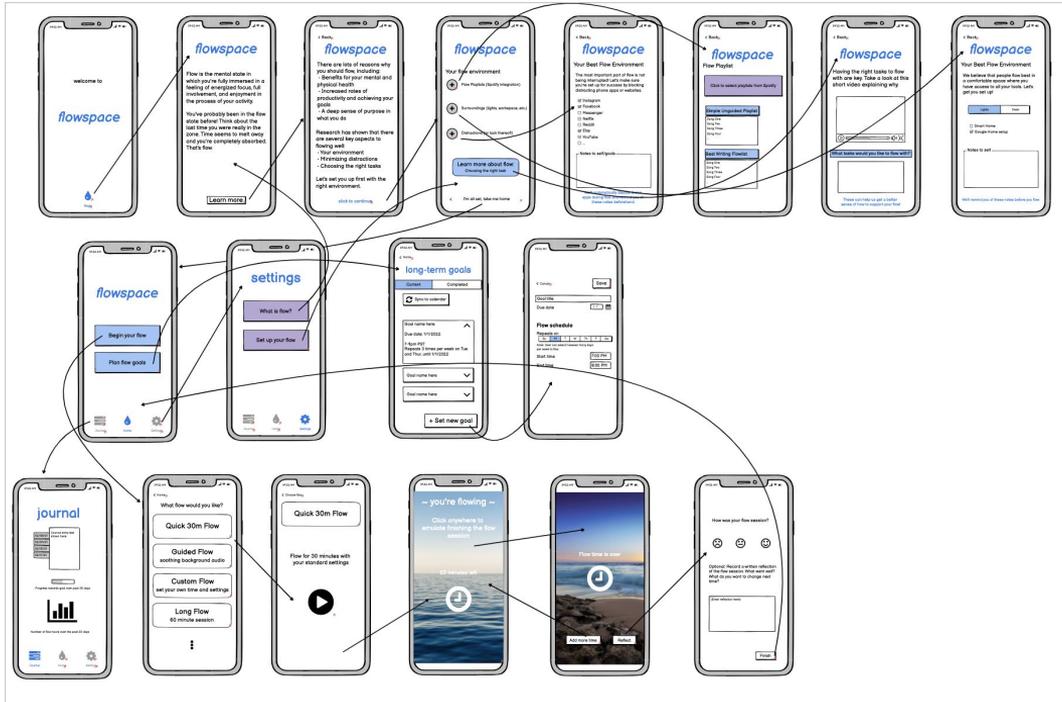
**lofi**  
**prototype**

# selected interface



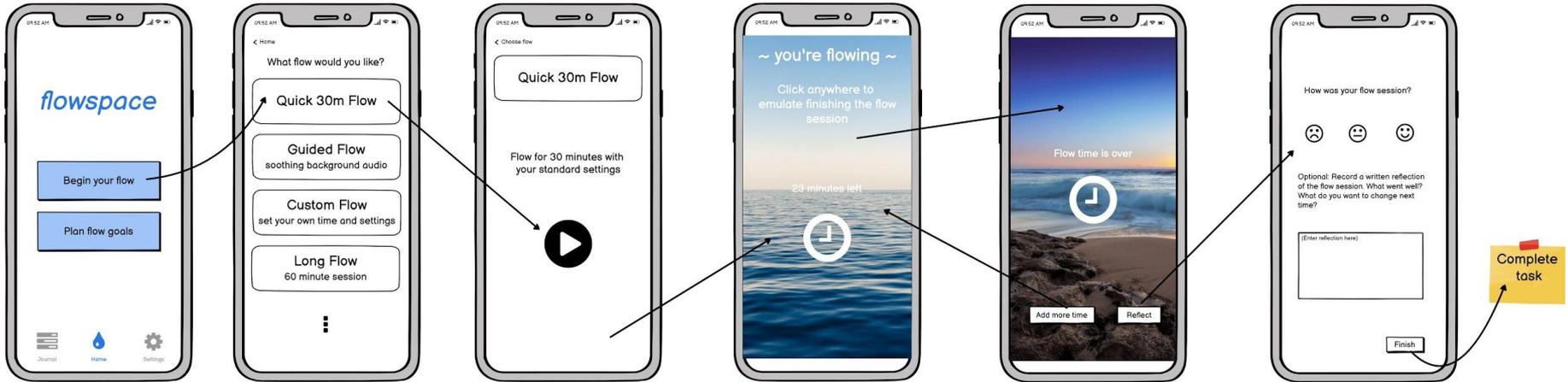
- Mobile app
  - Fits into existing workflow (based on needfinding interviews)
  - Smartphones common, everyday use, easy use
  - Smartphones large source of stress, using smartphone to facilitate flow would be game changer

# Lofi prototype structure



# simple task

flow & reflect



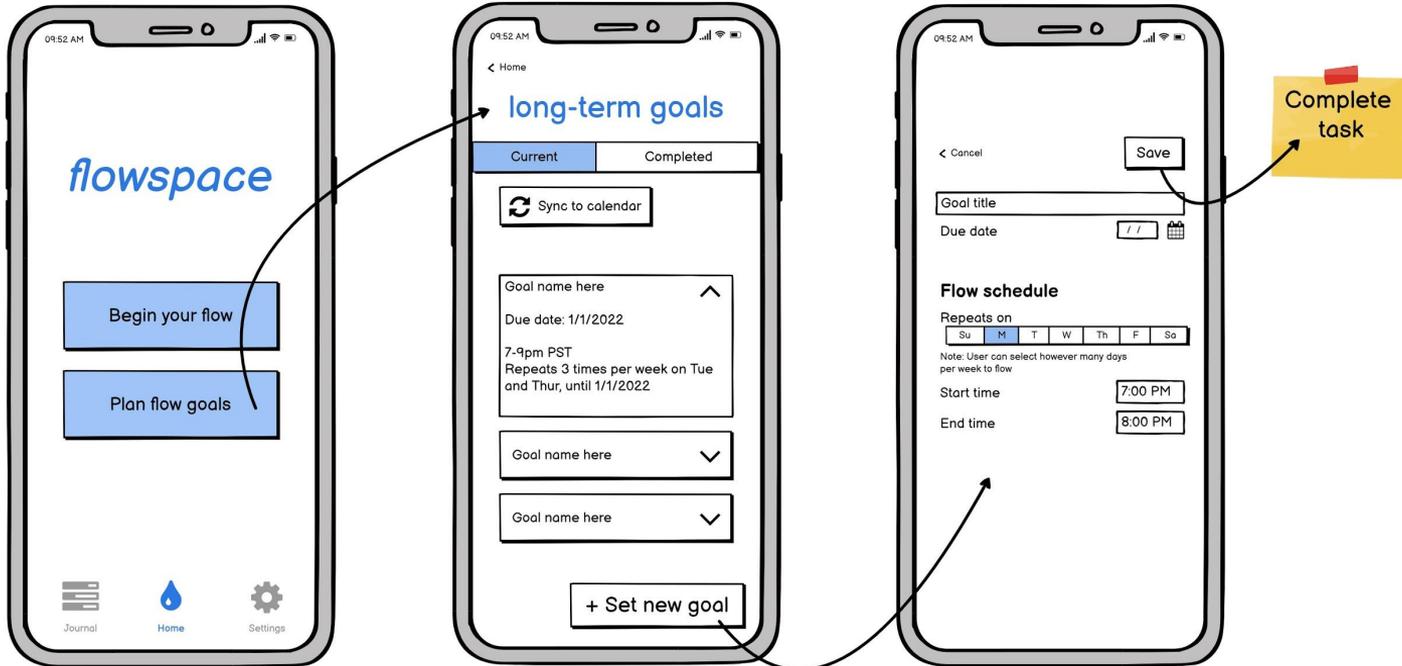
# medium task

review past flows in journal



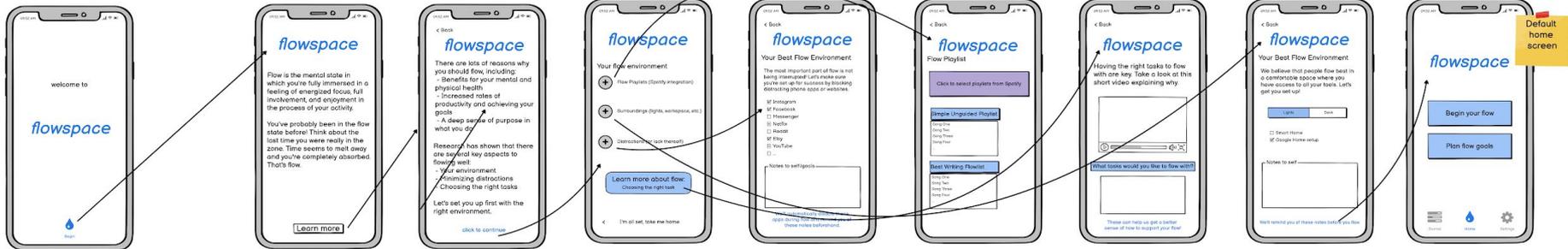
# complex task

create a flow schedule for a goal



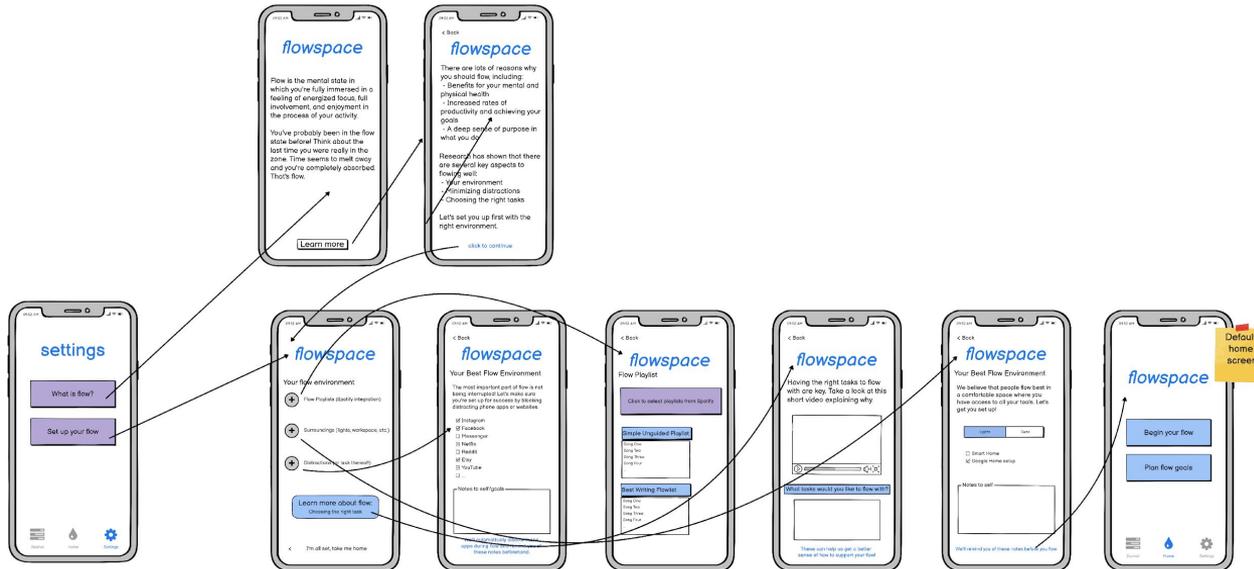
# extra task 1: first time onboard

learn about and set up flow



# extra task 2: settings

learn and/or change flow setup





# user testing

# experimental method

## participants

**#50:** middle-aged  
with 2 kids, SWE at  
IBM

**#51:** 19yr old, m,  
Lithuanian, works at  
Nord Security

**#52:** 24yr old, m,  
equity researcher at  
Bridgewater

## lofi testing

Script with minimal  
directions

Two roles: interviewer  
and note-taker

Zoom remote control  
of Balsamiq prototype

## method

All participants came  
in blind, did not know  
app or team members  
before

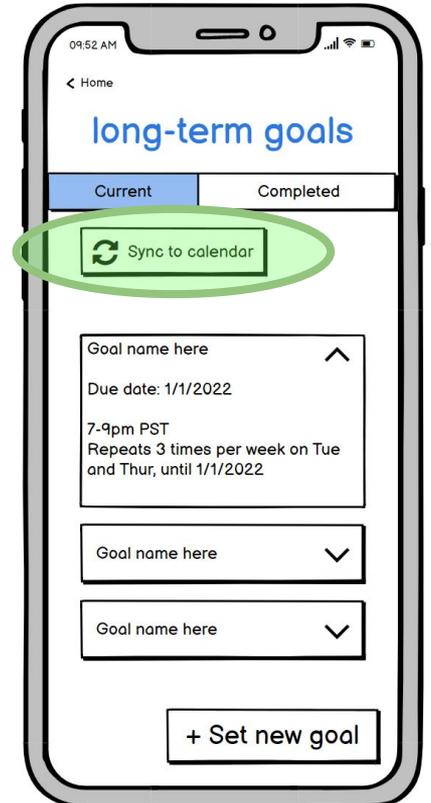
Meeting was recorded,  
critical incidents  
logged from notes and  
recording



# results

participant #50: IBM SWE,  
married with 2 children

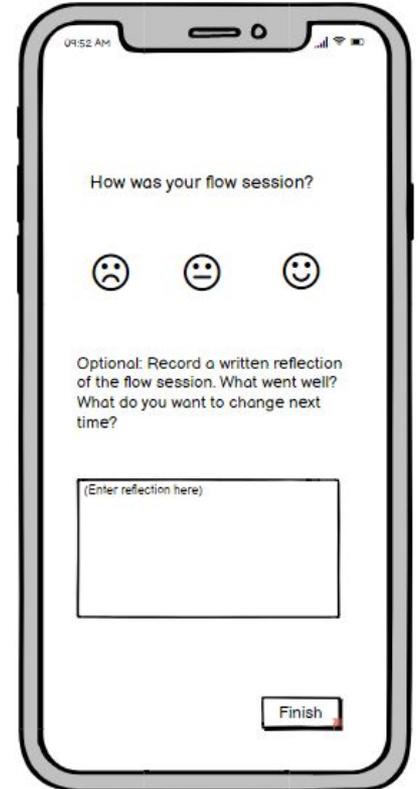
**+3** Loved calendar sync feature when  
creating a long-term flow



# results

**participant #50:** IBM SWE,  
married with 2 children

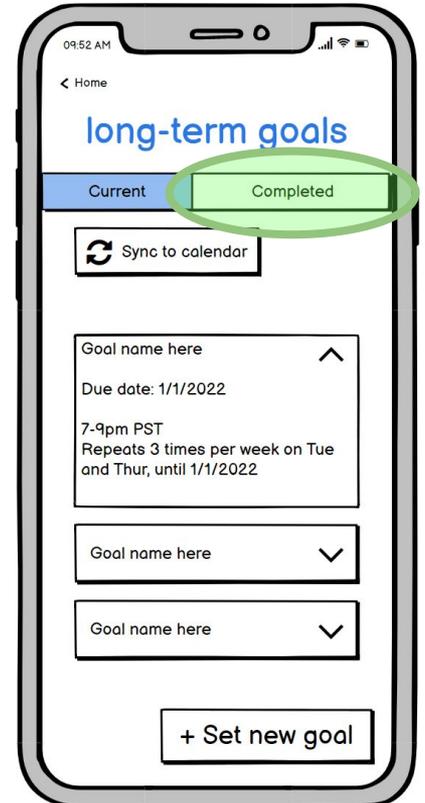
- +3** Loved calendar sync feature when creating a long-term flow
- +1** Liked being asked what went well after a flow session



# results

participant #50: IBM SWE,  
married with 2 children

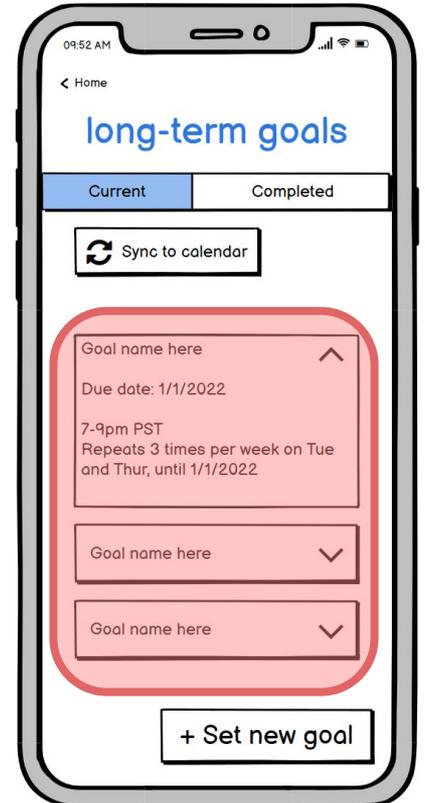
- +3 Loved calendar sync feature when creating a long-term flow
- +1 Liked being asked what went well after a flow session
- +1 Liked completed goals section



# results

participant #50: IBM SWE,  
married with 2 children

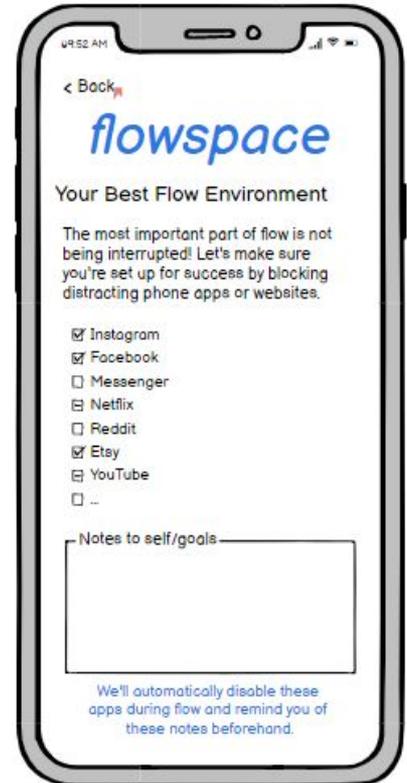
- +3 Loved calendar sync feature when creating a long-term flow
- +1 Liked being asked what went well after a flow session
- +1 Liked completed goals section
- 1 Confused on how long-term goals are ordered



# results

**participant #51:** software engineer  
at Nord Security, from Lithuania

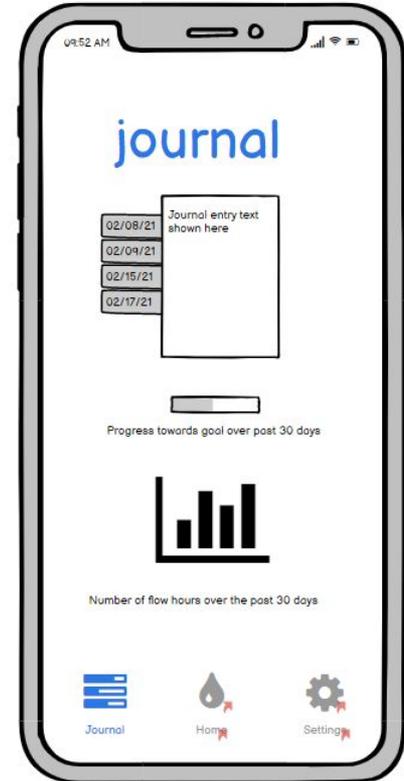
**+3** Loved being able to **block distracting apps**



# results

**participant #51:** software engineer  
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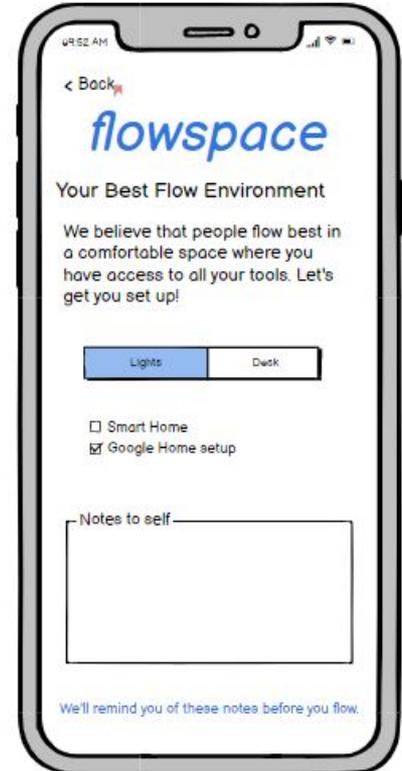
- +3** Loved being able to **block distracting apps**
- +3** Loved the **journal with stats** about his flow sessions



# results

**participant #51:** software engineer  
at Nord Security, from Lithuania

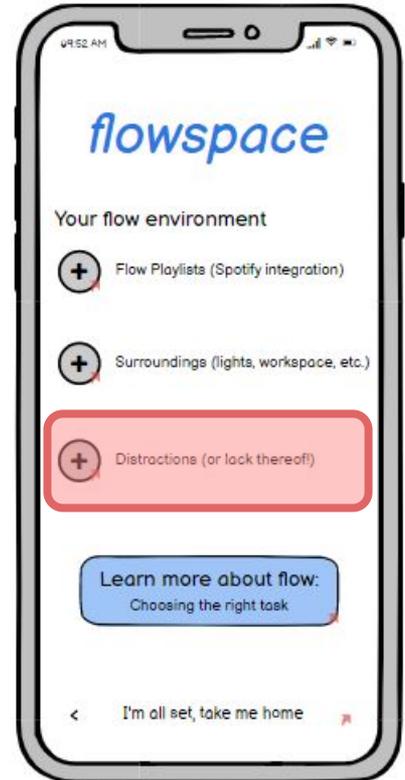
- +3** Loved being able to **block distracting apps**
- +3** Loved the **journal with stats** about his flow sessions
- +1** Liked IoT integrations with devices like Google Home



# results

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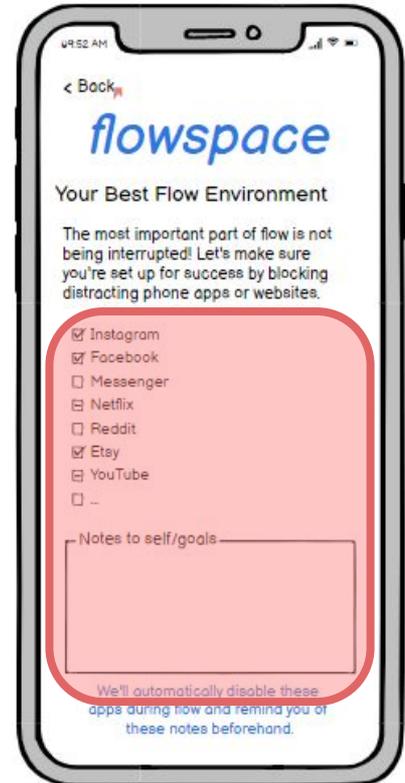
- +3** Loved being able to **block distracting apps**
- +3** Loved the **journal with stats** about his flow sessions
- +1** Liked IoT integrations with devices like Google Home
- 1** Thinks **blocking distracting apps** should be above music when setting up for a flow session



# results

**participant #51:** software engineer  
at Nord Security, from Lithuania

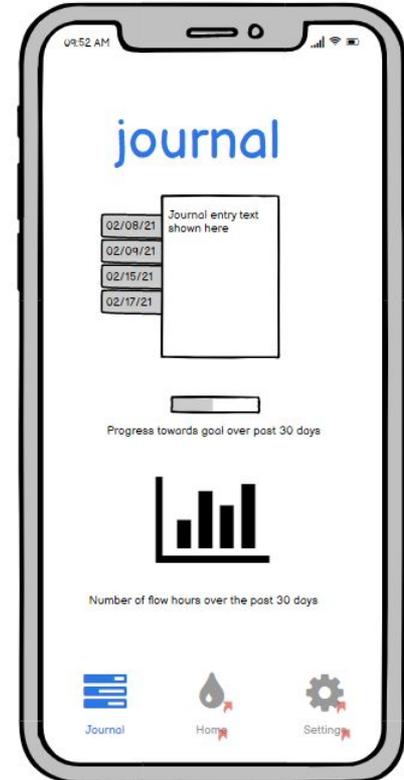
- +3** Loved being able to **block distracting apps**
- +3** Loved the **journal with stats** about his flow sessions
- +1** Liked IoT integrations with devices like Google Home
- 1** Thinks **blocking distracting apps** should be above music when setting up for a flow session
- 2** Confused about checklist and writing note to self when blocking distracting apps



# results

**participant #52:** from Kansas City,  
equity researcher at Bridgewater

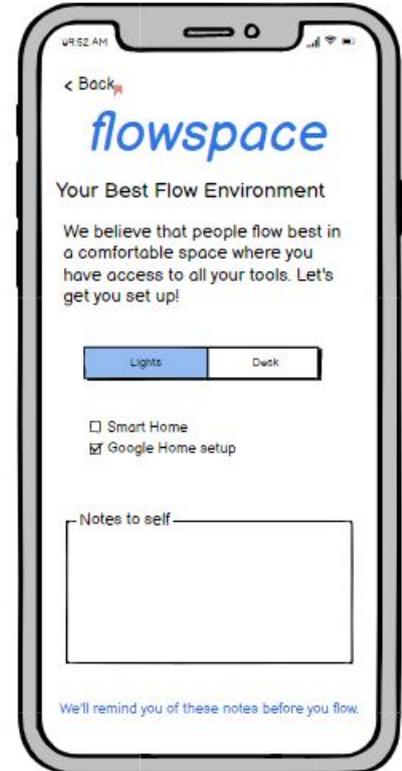
**+2** Enjoyed being able to see lots of data in the  
journal



# results

**participant #52:** from Kansas City,  
equity researcher at Bridgewater

- +2** Enjoyed being able to see lots of data in the journal
- +1** Liked the smart home integration



# results

**participant #52:** from Kansas City,  
equity researcher at Bridgewater

- +2** Enjoyed being able to see lots of data in the journal
- +1** Liked the smart home integration
- 1** Hoped for push notifications for scheduled flow



# results

**participant #52:** from Kansas City,  
equity researcher at Bridgewater

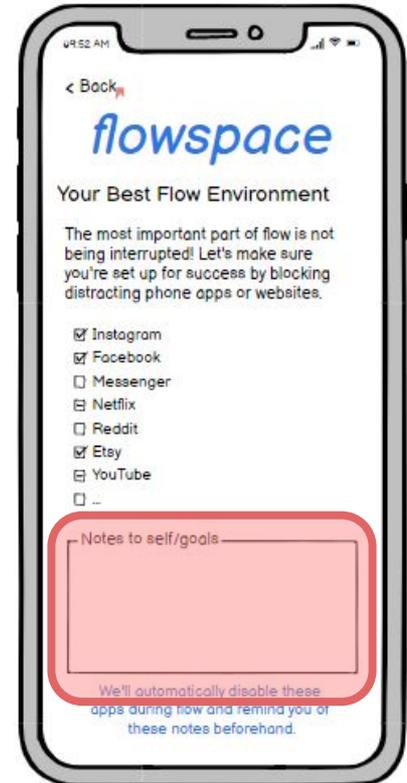
- +2** Enjoyed being able to see lots of data in the journal
- +1** Liked the smart home integration
- 1** Hoped for push notifications for scheduled flow
- 2** Disappointed by inflexibility of **setting goals**. His schedule is very variable, so wants more options.



# results

**participant #52:** from Kansas City,  
equity researcher at Bridgewater

- +2** Enjoyed being able to see lots of data in the journal
- +1** Liked the smart home integration
- 1** Hoped for push notifications for scheduled flow
- 2** Disappointed by inflexibility of **setting goals**. His schedule is very variable, so wants more options.
- 3** Confused about the “notes to self” section during onboarding. Would like ways to track this with data.

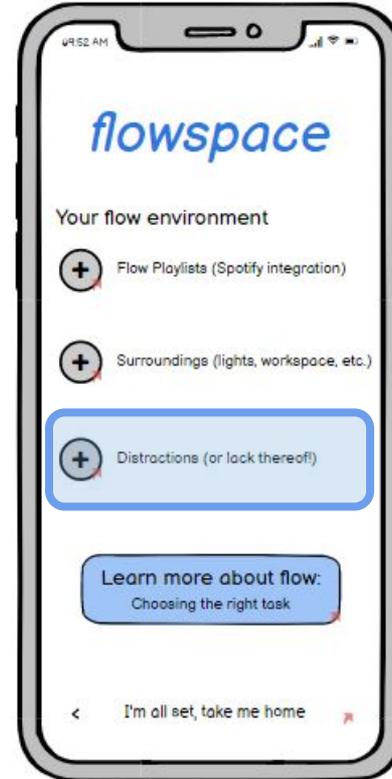




**changes  
for next time**

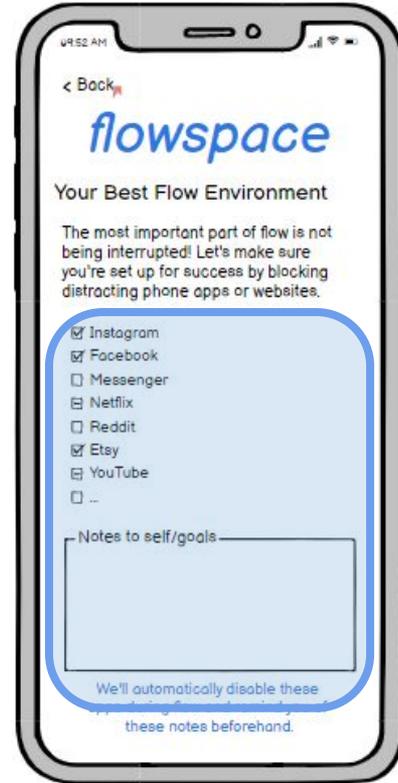
# suggested UI change 1

Change order of flow environment  
setup steps



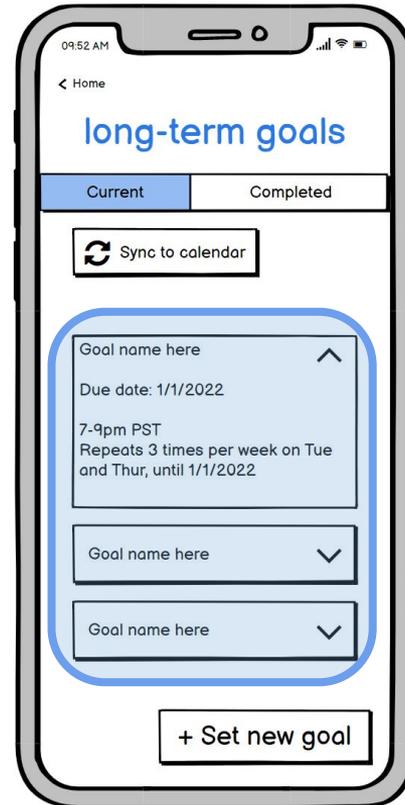
# suggested UI change 2

Make disabling distracting apps  
more simple and intuitive



# suggested UI change 3

Improve how long-term goals are displayed  
(order, layout...)



# Summary



Chose mobile app interface



Created first prototype



First round of user testing



Improvement areas:

- Easier to onboard
- Easier to view all long-term goals



**Thanks for watching!**



**Questions? Comments?**

