



Team 3

POVs and

Experience Prototypes

Introduction

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CS 2023



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CS 2022





Problem Domain

Destigmatizing Mental Health, Telehealth,
and Achieving Goals/Habit Building



Achieving Goals & Habit Building






Initial POV

We met... Megan, a young adult who recently ran a half marathon

We were surprised to notice... she can achieve goals more easily when she has a laid out, structured plan to achieve them, even if that plan is created by someone else.

We wonder if this means... she feels more motivated to pursue her goals when they are divided into smaller milestones, because her progress towards achieving them is more transparent

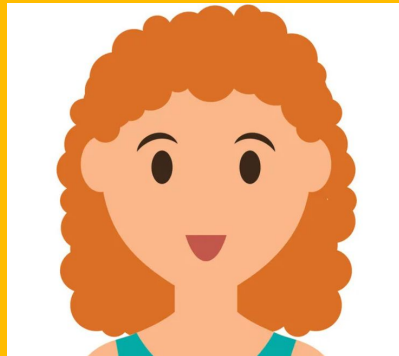
It would be game-changing to... find a way to help Megan break her large-scale goals into small chunks, and help her feel rewarded when she hits these smaller milestones.



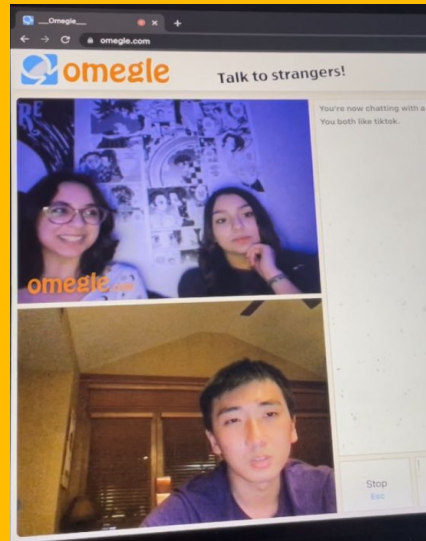
Additional Needfinding



Ashad



Shinu (did not want photo used)



Angelina and Alexis



Saajid

Shinu



- x Woman in her 50s
- x Has been struggling for years to give up sugar



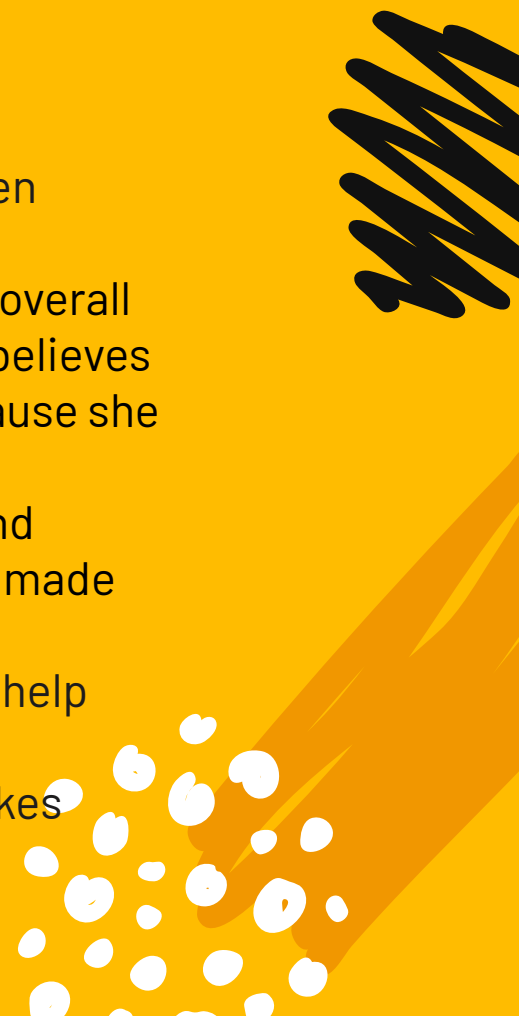
POV 1

We met...Shinu, a woman in her 50s who has been struggling for several years to give up sugar

We were surprised to notice... even though her overall sugar consumption has reduced over time, she believes that she may never be able to give up sugar because she has been struggling to do so for so long

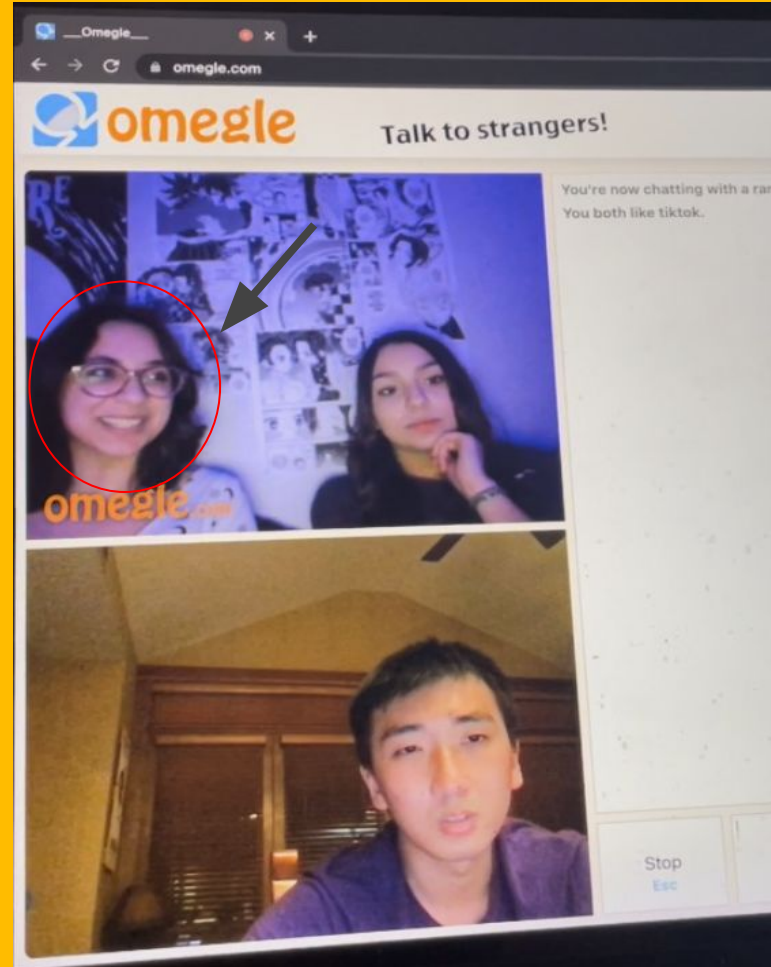
We wonder if this means...she feels hopeless and disappointed in herself, because despite having made progress, she has failed to achieve her goal

It would be game-changing to...create a way to help Shinu stay motivated to break her bad habit and celebrate the incremental progress that she makes towards that goal.



Angelina

- x High School Junior
- x Works out, but struggles to develop a consistent routine







POV 2

We met... Angelina, a high school student with goals oriented around fitness

We were surprised to notice... Angelina was usually inconsistent with the gym but is now able to keep a more consistent routine after receiving compliments at the gym

We wonder if this means... Angelina feels more confident in herself and thus is more motivated to pursue her goals after receiving validation, support, and feedback from others

It would be game changing to... create a way for people to give and receive encouragement from other people to build their self confidence and achieve their habits and goals.




Ashad

- x College junior at UT Texas
- x Motivated by his friend's gym accomplishments





POV 3



We met... Ashad, a college junior who loves to go to the gym

We were surprised to notice... Ashad is instantly motivated to achieve even higher levels of fitness when he sees his friends performing better than him on a common fitness goal

We wonder if this means... Ashad feels motivated by competition, because he enjoys the feeling of winning, so creates a competition for himself when he meets friends who have similar goals to him

It would be game-changing to... motivate people to achieve their goals by setting up a competition between individuals working towards similar goals.

How Might We...

1 Make the process of building habits more enjoyable and fun for people?
→ from Shinu's POV

2 Create an environment in which the validation of goals is freely given, celebrated, and accepted?
→ from Angelina's POV

3 Help people pursue their goals while also helping them find positive ways to tackle feelings of shame or hopelessness that come from failure?
→ From Shinu's POV





Solutions & Experience Prototypes




Solution Brainstorming

- 10-15 solutions per top HMW

Some Wild Ideas:

- Theme park: go on rides when you achieve goals
 - Personal cheerleader robot to validate you!
 - \$10,000 for each goal completed
- 




How might we...make the process of building habits more enjoyable and fun for people?

Solution 1: Gamification



You have a virtual pet that grows every time you're successful in building your habit

App includes long-term metrics displaying how you've progressed with your habit over time

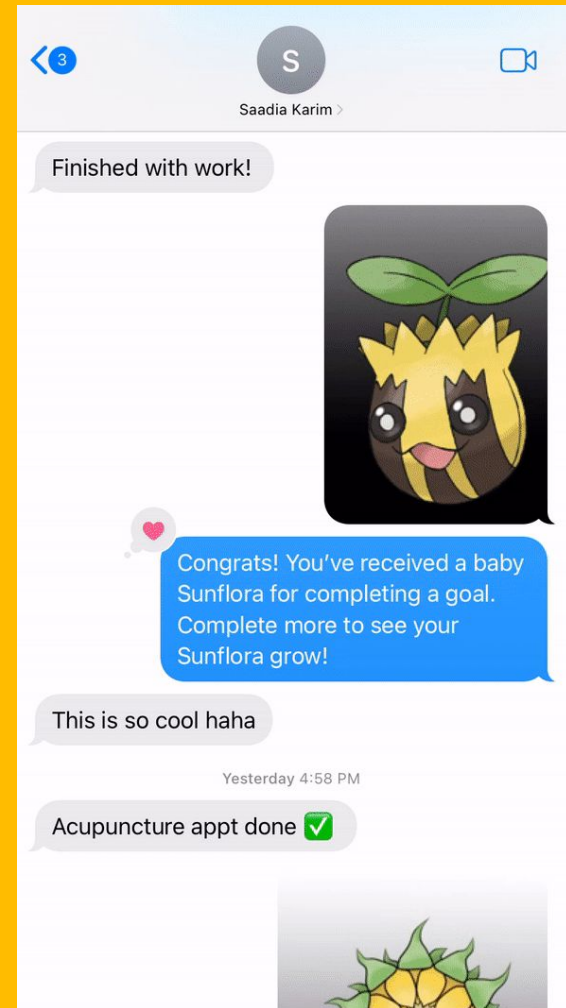




Prototype 1: Gamification




Assumption

Gamification helps
people feel motivated
to achieve their goals






Prototype 1: What Worked

- 1) Users felt more accountable overall
 - 2) Users found the growth of characters and encouraging messages were motivating
 - 3) Writing down goals in the first place made users feel more productive.
- 
- 
- 



Prototype 1: What Didn't Work



- 1) Users felt that magnitude of task/effort required wasn't taken into account
 - 2) Users felt limited by the goals set earlier in the day
 - 3) Users wanted the avatars to grow immediately after completing goal (not possible over text)
- 



Prototype 1:




New Learnings

- Gamification can make achieving goals satisfying and fun, changing the way people perceive goals



Surprises

- The gamification itself can be more important than goals which can lead to cheating just to “level up” in the game
- 




Assumption Validity


- Yes! Valid
- Feedback told us that growing a pet felt motivating and held them accountable

New Assumptions

- People believe the tradeoff between logging in goals and growing their pet is worth it
- 




How might we...Create an environment in which the validation of goals is freely given, celebrated, and accepted?



Solution 2: Validation

Strangers, including influencers or influential people relative to certain goals (ie. Chloe Ting for fitness), can validate, provide feedback, and comment on an individual's goals.





Prototype 2: Validation



Assumption:
People care about others'
support and feedback



Prototype 2: Testing

r/CS147MotivationProto Joined

Create Post

Hot **New** **Top** ...

Set up this community's content tag
Take a quick survey to help people know what to expect when they visit this community

Posted by u/albertwangluvsdogs 16 hours ago

Worked out for the 3rd day
"Worked out for the 3rd day in a row... feeling sore but am staying on the grind"

4 comments **Award** **Share** **Approved** **Remove** **Spam** ...

Posted by u/zhbug 16 hours ago

First Milestone
wrote 1 chapter in my book yall! next week I want to write one more chapter.

5 comments **Award** **Share** **Approved** **Remove** **Spam** ...

deep201 · 16 hr. ago
That is amazing!
2 upvotes **Reply** **Share** ...

whitegummi · 16 hr. ago
omg super cool! can't wait to read it :)
2 upvotes **Reply** **Share** ...

Shoddy_Mechanic9373 · 16 hr. ago
https://www.youtube.com/watch?v=S22_DuaoHCU
Big Man Tyrone, a YouTuber with 530K+ subscribers, wants to give you this message!
Congratulations!
1 upvote **Reply** **Share** ...

balaramvignesh · 7 hr. ago
Good luck man don't let up get started on chapter 2
1 upvote **Reply** **Share** ...

Prototype 2: Testing



Roy Yuan <ryuan19@stanford.edu>

to president ▼

Hi Mr. MTL,

Tatsumi, 20

Prototype 2: What Worked

- Felt more confident in achieving their next milestones
- “The positive comments validating my goal made me feel good about pursuing it more”



Prototype 2: What Didn't Work

- Felt some responses were generic and cliché
- Was unsure how long this strategy can keep individuals motivated





Prototype 2:



New Learnings

- Our solution must be sustainable
- Comments eventually have to have more unique material rather than cliches



Surprises

- Male users can also care about validation
- 
- 



Assumption Validity

- Yes! Valid
- Users said it was motivating to know there were others believing in them

New Assumptions

- Feedback and comments will be detailed and personal
- 



Solution 3: Accountability Partner

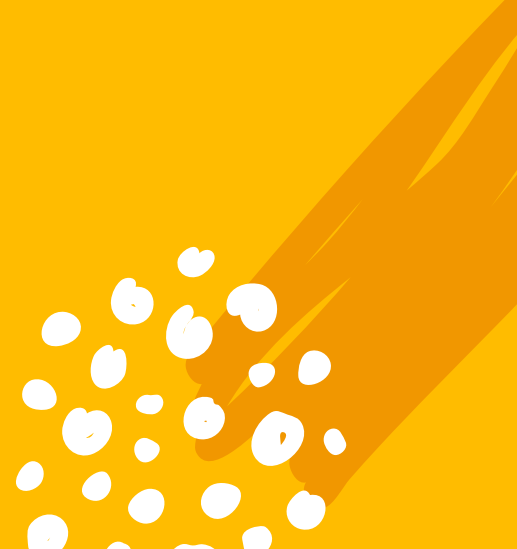


- You and your friend have an app to share your progress and hold each other accountable to maintaining your habits.
 - Regularly congratulate, encourage, and remind each other of your habits
 - If you want to keep your habits private, the app can be your accountability partner
- 

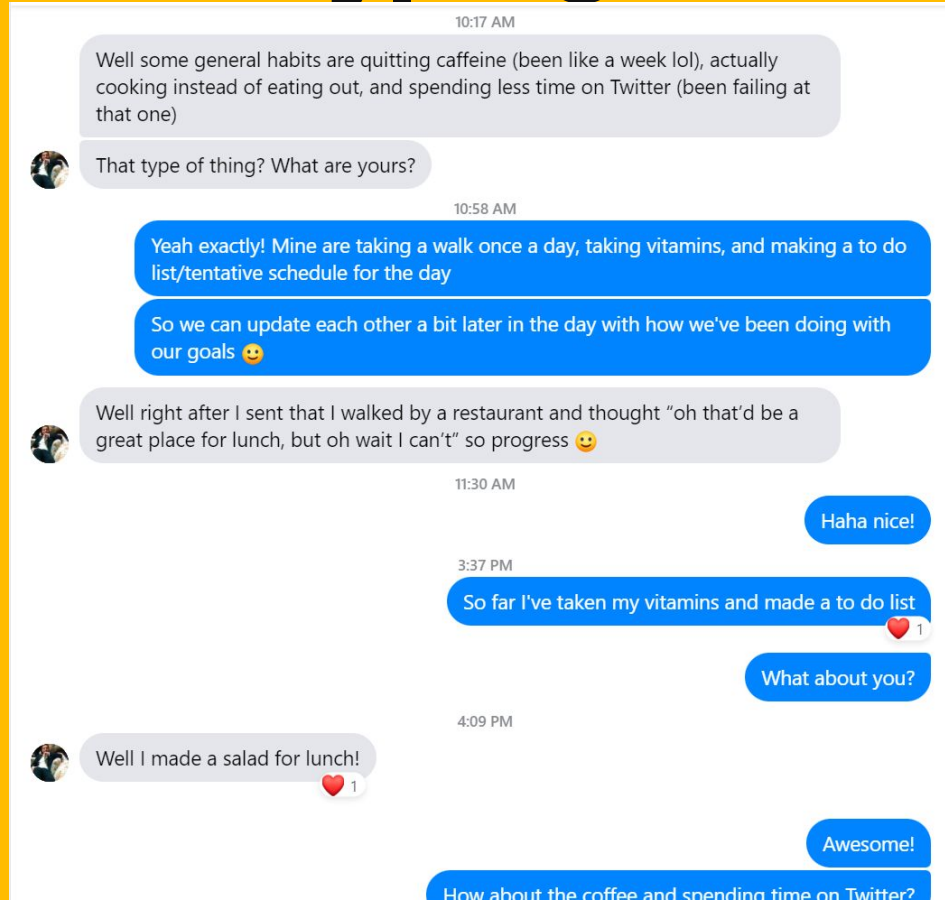


Prototype 3: Accountability Partner

**Assumption: Having
an accountability
partner helps people
feel motivated to
achieve goals**




Prototype 3: Testing





Prototype 3: What Worked




- Accountability increased motivation to stick to habits!
 - We supported each others' efforts
 - Writing goals out is a good reminder
 - Enjoyed social component
- 



Prototype 3: What Didn't Work



- Long-term effort
 - Requires motivation from both parties
 - Didn't work well for vague goals (spend less time on Twitter)
- 



Prototype 3:

New Learnings

- Social components are enjoyable and effective, but requires a motivated partner
- Effective only when goals are concrete and measurable

Surprises

- People may need help setting concrete, measurable goals

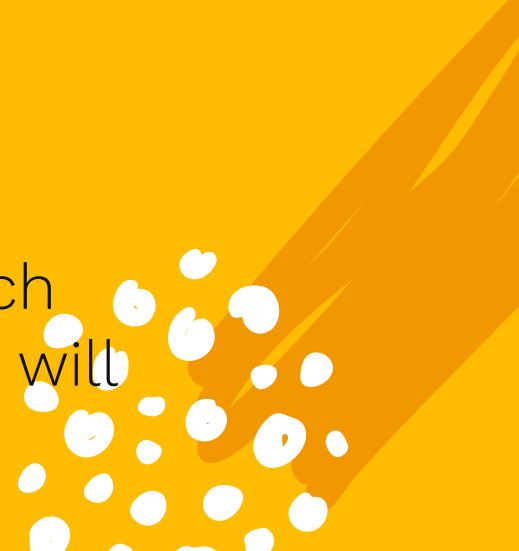






Assumption Validity

- Yes! Valid
- Users said the social component helped keep themselves accountable
- Accountability fueled motivation

New Assumptions


- People will be honest with each other, and that at least 1 party will be motivated at all times
- 



How might we...make the process of building habits more enjoyable and fun for people?

Solution 4: Prizes for Achievements

Reward the user when they accomplish their goals in the form of some point system, where users can redeem points later on for prizes








Prototype 4: Rewards

**Assumption: People
will be interested in
prizes and be honest
when redeeming
them.**






Prototype 4: What Worked

- She successfully completed her goal and felt extra motivated by the monetary incentive
 - This is the first time she was able to achieve this goal
- 
- 
- 



Prototype 4: What Didn't Work

- She easily could have lied to me and I would not have known
 - External rewards are not a sustainable method to achieving goals
- 




Prototype 4:

New Learnings

- Honesty is difficult to maintain when monetary rewards are involved
- lots of potential for cheating




Surprises

- External motivation may be just as effective as intrinsic motivation
- 



Our Final Solution:

- Combination of gamification, validation, accountability partners, and rewards
 - Can individually grow a pet and chase rewards
 - Validation, accountability partners provide social forms of goal setting
 - Have social options for goal building, but has individual options too so users aren't dependent on someone else
- 


What Interested Communities Might Be Left Out?

- People without phones
- Blind individuals



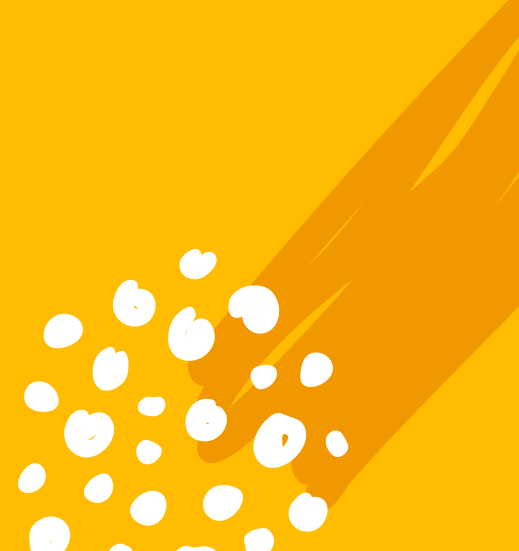


Summary

- Some satisfaction for all solutions
 - Prototype 3 and 4 revealed that solutions must be geared toward the long-term
 - Prototype 2 revealed the user is highly dependent on another person
 - Prototype 1 requires only yourself
 - We aim for a mix of individual and social
 - We hypothesize that focusing on young adults as a target audience is best
- 



Q&A





Appendix: Solutions Brainstorming

https://docs.google.com/document/d/1hchVYdcHkEo3JK8UY0FbXRQPGWY5d_mhHa7ZnL9-FWQ/edit

