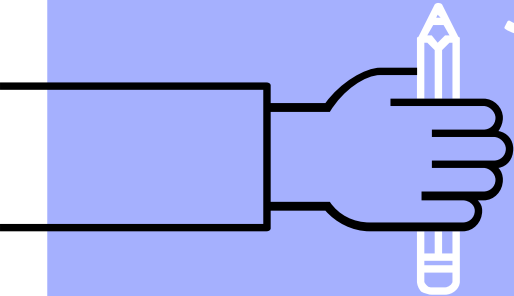
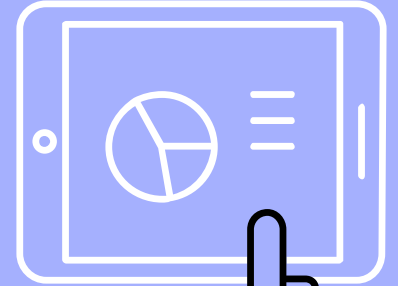
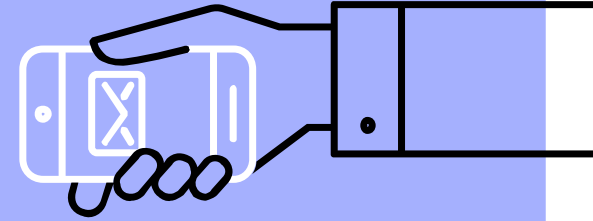
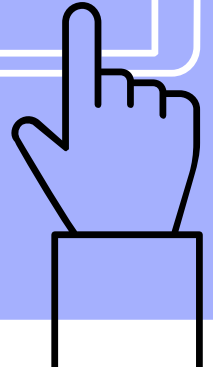


POV & Experience Prototypes: Student Burnout



Team EduCAUtion



POV

We want Alice to access history products from various channels securely, consistently and be able to control each.

We were amazed to realize... Our customer is not the same today, it's more complex and more on demand for the better user experience, and that we are not consistent in the way we are providing services. We have to make sure we are getting a great user experience, not just the best hardware.

It would be game changing if the user interface is a more comprehensive one for daily activities.

HOW WEIGHT WE

HOW WEIGHT WE CATEGORIES

SOLUTIONS

Alice

POV

We want Alice to access professional products from various channels securely, consistently and be able to control each.

We were amazed to realize... The high volume of professional content makes it difficult to find what you need in the other categories or to find what you need only in the other categories.

It would be game changing if... Students must be able to access all the content they need without having to leave the app.

HOW WEIGHT WE

HOW WEIGHT WE CATEGORIES

SOLUTIONS

New frame

Jaimie

POV

We want Jaimie to access professional products from various channels securely, consistently and be able to control each.

We were amazed to realize... The acquisition of professional products is a lot of work and it's not always clear what you need or what you need to do to get it.

It would be game changing if... It's not just about the products, it's about the way you use them.

HOW WEIGHT WE

HOW WEIGHT WE CATEGORIES

SOLUTIONS

POV

We want Alice to access history products from various channels securely, consistently and be able to control each.

We were amazed to realize... Our customer is not the same today, it's more complex and more on demand for the better user experience, and that we are not consistent in the way we are providing services. We have to make sure we are getting a great user experience, not just the best hardware.

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HOW WEIGHT WE

HOW WEIGHT WE CATEGORIES

SOLUTIONS

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It would be game changing if... It's not just about the products, it's about the way you use them.

HOW WEIGHT WE

HOW WEIGHT WE CATEGORIES

SOLUTIONS

POV & HMW Generation

POV 1: Julia

- ▶ **We met:** Julia, a recent history graduate from Harvard University currently transitioning into full time consulting work.
- ▶ **We were amazed to realize:** Despite needing long periods of uninterrupted free time to recover from burnout, Julia still felt *stress and guilt from feeling unproductive* during these periods of supposed relaxation.
- ▶ **It would be game changing if:** We could help Julia reduce the cognitive dissonance that results from feelings of "unproductive burnout recovery".





HMW make relaxation
feel productive?



POV 2: Alice

- ▶ **We met:** Alice, a pre-professional graduate student at University of Michigan studying pharmacy.
- ▶ **We were amazed to realize:** The high volume of institutional support offered for student wellbeing *felt like another obligation* (e.g. wellness workshops only compounded her stress).
- ▶ **It would be game changing if:** Students could navigate and leverage university resources without feeling overwhelmed.





HMW make getting help
rewarding and easy?



POV 3: Jaime

- ▶ **We met:** Jamie, a university lecturer in engineering, who transitioned to a job in academia after feeling burnt out from industry.
- ▶ **We were amazed to realize:** She experienced *greater/novel physical pain* as a result of Zoom school and enrolled in physical therapy as a result.
- ▶ **It would be game changing if:** We could help mitigate the effects of zoom fatigue.

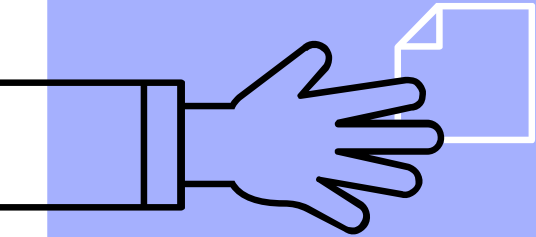
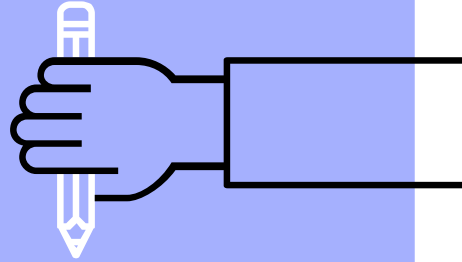




HMW keep Jaime active
throughout the day?

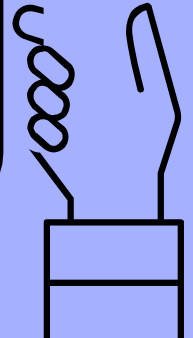
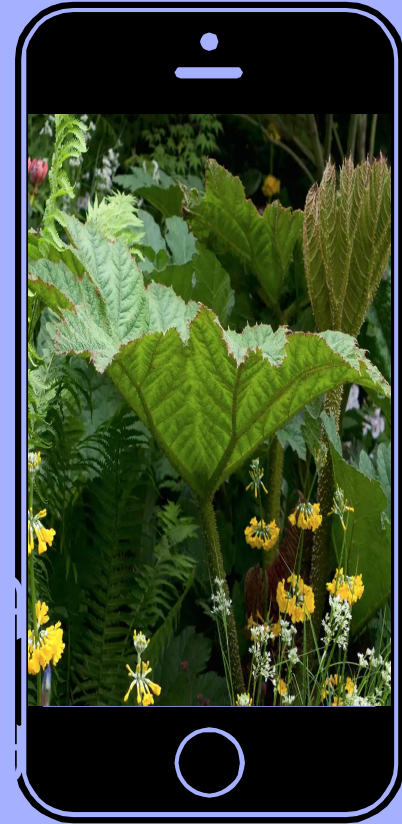


3 Experience Prototypes



Experience Prototype #1: Educational Quests

Assumption: People will derive a sense of productivity and rejuvenation from **short, educational tasks** as opposed to the cultivation of long term habits.



Overview:

- Gave the participant two choices: find the hex color of your wall or find a plant you are interested by in your garden.

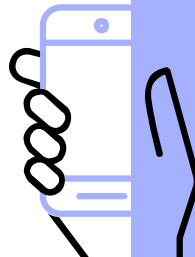
Takeaways:

- **Assumption disproved:** Did not feel that it was relaxing enough to motivate her to do it again.
 - Prefers passive forms of relaxation/gaining knowledge like reading a book or listening to a podcast, rather than the physicality of questing.
 - She did feel like she gained new knowledge/was productive with some of her free time.
 - Participant wasn't particularly interested in the nature/color aspects of the choices, but she said she liked the shortness of the task and felt a newfound appreciation for her space

Experience Prototype #2: Wellness Kits

Assumption: If we make resource navigation less text heavy, more visually soothing, and more action oriented, people will be more likely to utilize wellness resources.

- Personalization allows the subject to better engage with resources – shifts focus from quantity to quality of care.



Overview:

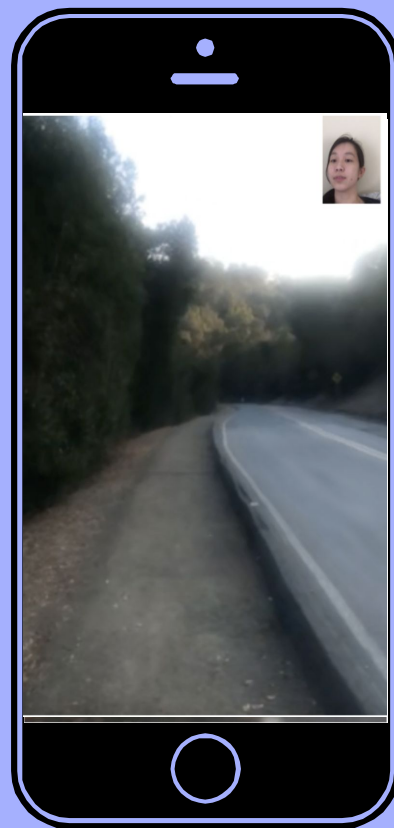
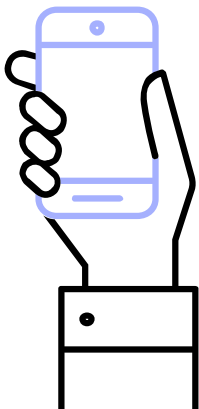
- Showed participant 2 lists: original list (modeled after university's standard "wellness week" emails).
2nd list: personalized, actionable list to match their situation

Takeaways

- **Assumption proved:** Preferred the personalized, more visual list
 - Not necessarily because it reduced information but because it catered to demand of her schedule
 - The standard list didn't necessarily stress her out
 - Was almost the opposite – underwhelming because they didn't have good options

Experience Prototype #3: Narrative Walks

Assumption: People have the spare time during a work day to engage physically with their surroundings, and they are more likely to want to be active when they feel personally connected to the space.



Overview:

- Through FT, 1 person voiced/narrated surroundings to participant as participant went on their walk. Another person took notes of the situation, the participants reaction, and jotted down verbal/non-verbal cues from the participant to gauge their engagement.

Takeaways:

- **Assumption proved:** She felt more connected to the space and felt like she learned from the experience.
 - Participant doesn't generally like silence when she walks, likes being "distracted" the whole time
 - Takes daily walks as is, so isn't sure if this will actually motivate her to walk more, but she appreciated the experience