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DEP 301

Week 1 Report

Collaborative Design Project

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INTRODUCTION

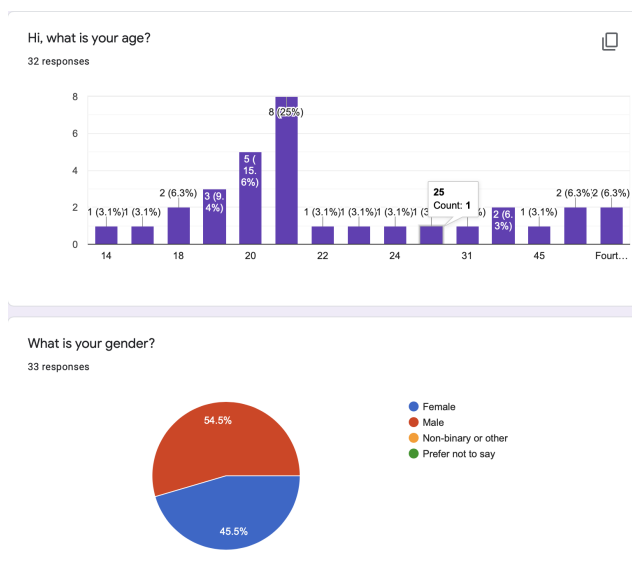
This project started with the brief “Designing products, services, media or systems for a Post COVID-19 scenario”. The project aims to create a viable business idea over the course of five weeks, this is our report for the first week of this project. This week we worked on finalising a topic to work on. To do this, we did primary and secondary research, using this research we created mindmaps. We zeroed in on a topic based on our interests and how important we deemed the topic to be. We then took this topic and did more research on it and came up with insights to help us find design opportunities and help us develop goals for our end product.

EXPLORING TOPICS

To start to understand which sector(s) we wanted to work in, we did primary research by floating a google form, secondary research on what's expected in a post-COVID-19 world and brainstormed by creating a mind map.

Primary Research: We created a form that asked people questions to identify which demographic they belonged to, to help put the questions about the COVID-19 scenario into context. We asked them questions pertaining to:

- (1) How COVID-19 has changed their lives;
- (2) What would make their lives easier;
- (3) What they're looking forward to in a post-COVID-19 world; and
- (4) What are going to be our problems in the near future?



It has really affected my mental and physical health. My knowledge intake is at an all time low. Even consuming content feels like work.

1 response

It had plunged me into the abyss of despair and anguish that only spirals deeper into the wreck of my brain

1 response

Social distancing , increased Work, work from home, no outdoor game, event

1 response

Definitely made me lazier, made it hard to focus, brought me closer to family, made me think about my future.

1 response

Positive - more time with family, time for workout, avoid traffic Negative - no travel, no parties, meeting with friends and club activities has come down.

1 response

Secondary Research: Now we moved to do research on topics like:

- (1) What are upcoming opportunities in a post-COVID-19 world;
- (2) Which sectors have been most heavily hit due to the pandemic; and
- (3) Impact of the pandemic and lockdowns on people.

The screenshot shows a news article on the HTS 2020 website. The article is titled "Post-Covid-19, the world will change. Here are 7 ways how this could happen" and is categorized under "Opinion". The author is Mohan Kumar, and it was updated on May 06, 2020, at 08:58 IST. The article's sub-headline reads: "There is more than a reasonable chance that great power rivalry, parochial national interests and raw geopolitics rule the roost in a post-Covid-19 world, writes Mohan Kumar." The main image is a mural by artist Lionel Stanhope depicting the Supper at Emmaus by Caravaggio, with a caption explaining that the artist added protective gloves to the figures following the COVID-19 outbreak. To the right of the article is a sponsored advertisement for Wakefit, offering a 36% discount on a bed with coupon code "Dhamaka2020". Below the article are several related article thumbnails with titles like "Bihar symbolises a larger shift in politics", "The Delhi-DC strategic dance", "Genes may decide the coronavirus disease path", and "The RJD shifts from an antagonistic discourse to 'Sarjant' politics".

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Insight Report

Challenges and Opportunities in the Post-COVID-19 World

Mind Mapping and choosing a topic: Keeping these questions and our key findings in mind, we created a mind map to explore all the different sectors and opportunities we saw.



We chose the following topics that interested us and further explored them:

- (1) Digital transformation of events and conventions;
- (2) HR, admin, and attendance requirements of corporates;
- (3) Fintech (in terms of lending and insurance technology);
- (4) Expanding on AR for education;
- (5) C to C platform for small handicraft salesmen to enable them to reach wider audiences through digitisation; and
- (6) Tackling motivation and productivity problems.

After exploring all of these topics as best as possible within the time frame given, we zeroed in on “**Tackling motivation and productivity problems**”. We decided to work on this topic because this is a problem even our team members have faced not only due to the pandemic, but task management and tracking prove to be an issue for many young individuals in general.

Problem Statement Redefined: Designing a system or product for improving productivity in young individuals in a post-COVID-19 scenario.

PRODUCTIVITY

To start to understand the topics and problems within our chosen sector, we did primary research by floating a google form and secondary research on topics we thought were appropriate. After doing that, we did mind mapping and compiled our key insights to understand the problems better.

Primary Research: For our primary research, we once again floated a google form to understand people's demographics, current productivity habits, and work habits. In our form we asked them questions about:

- (1) Current methods of tracking tasks and work;
- (2) How COVID has affected their productivity;
- (3) Current methods of getting work done;
- (4) If they are using any apps or products to track their productivity;
- (5) A brief review of the method they use right now (what they enjoy, what can be improved, what do they dislike); and
- (6) If they've ever started using a method and stopped and if yes, why did they stop using that method or application.

...

Do you currently have a method of keeping track of your work and tasks?

Yes
 No
 Maybe
 I do it on and off
 Other...

If yes, please elaborate

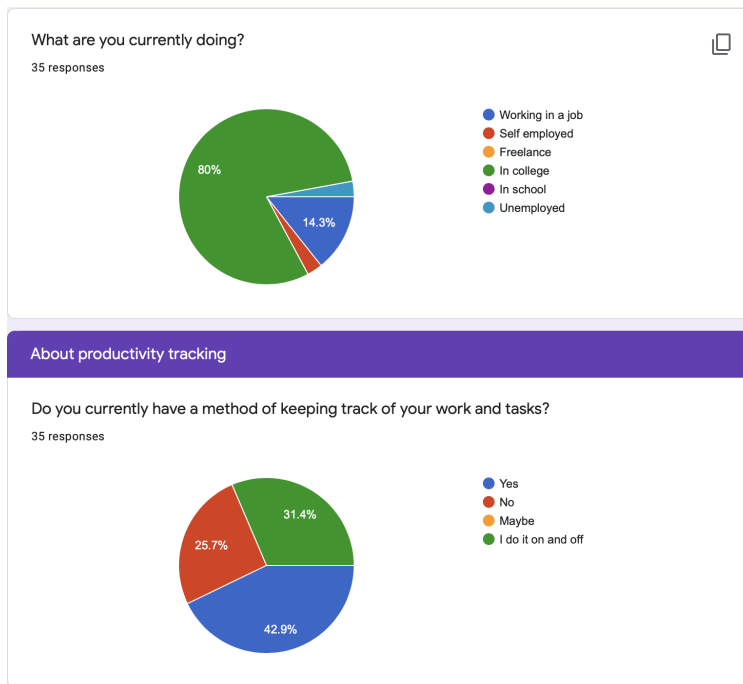
Long answer text

How do you work (eg: you work for 20 minutes take a 10 minute break or work till you finish the project, etc.)?

Long answer text

Are you currently using any productivity app(s)?

Yes
 No
 Other...



Secondary Research: In our secondary research phase, we looked at the following topics:

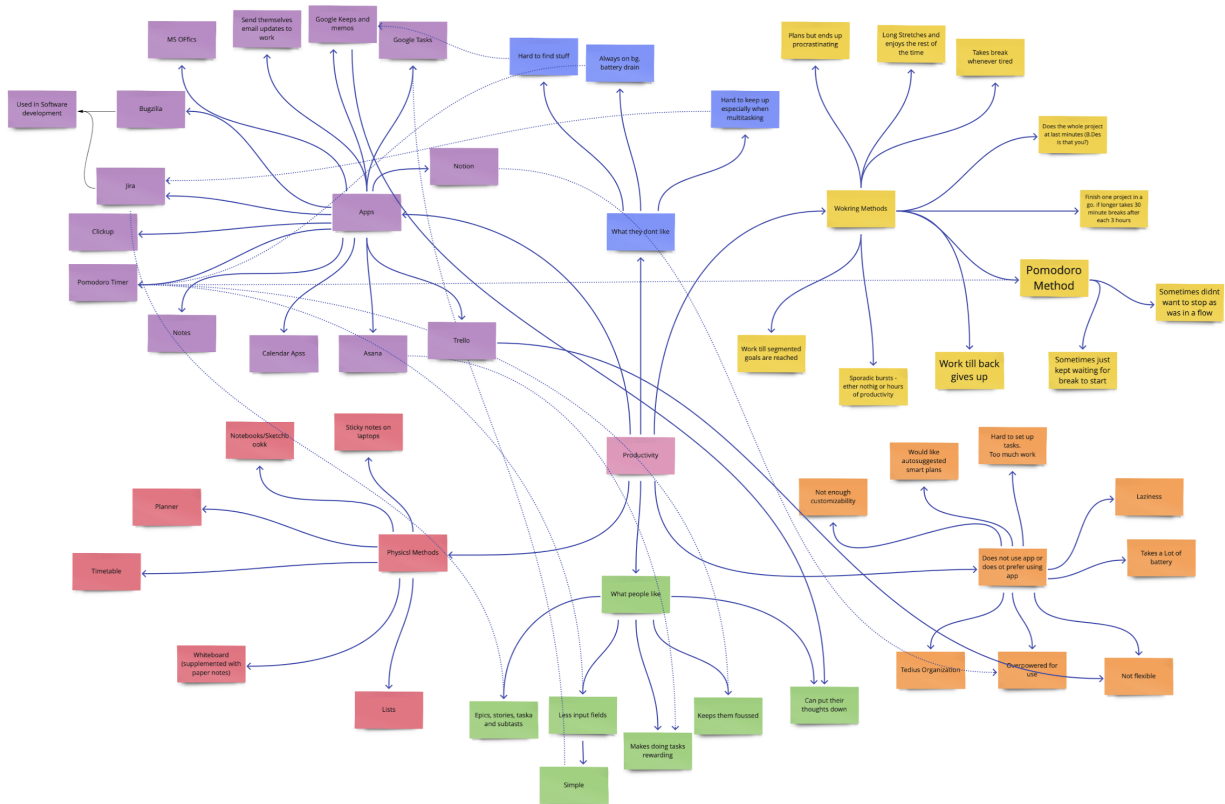
- (1) Why productivity apps might not work;
- (2) All the different types of productivity apps;
- (3) How COVID-19 has affected productivity; and
- (4) Different methods of boosting productivity.

For our secondary research, we also looked into particular apps to understand them better. This is currently an ongoing process.

Name of feature	Habitica	Trello	Toodledo	Asana	Teamworks Projects
Account Login	Y	Y	Y	Y	Y
Activity Log	N	Y	Y	Y	Y
Calendar integration	N	Y	Y	Y	N
Checking off completed tasks	Y	Y	Y	Y	Y
Checklist/Sub Task	Y	Y	Y	Y	Y
collaborate with other users	Y	Y	Y	Y	Y
Desktop use/view	Y	Y	Y	Y	Y
Due dates	Y	Y	Y	Y	Y
Help documentation	Y	Y	Y	Y?	Y
Mobile view and use	Y	Y	Y	Y	N?
Move/drag use	Y	Y	Y	Y	Y
Orientation	Y	Y	Y	Y	Y?
Penalty for overdue tasks	Y	N	N	N	N
Prediction of future tasks	N	N	N	N?	N?
Prioritize items	N	Y	Y	Y	Y
Reward for completed tasks	Y	Y?	N	Y	Y?
Set reminder notifications	Y	Y	Y	Y	Y
Sort/Hide/Filter items	Y	Y	Y	Y	Y
Tag/label items	Y	Y	Y	Y	Y
Timed tasks/stopwatch	N	N	Y	Y?	Y
List view	Y	N	Y	Y	Y
gantt chart view	N	N	N	Y	Y
calendar view	N	Y?	Y?	Y	Y?
kanban view	N	Y	N	Y	Y
Task dependencies	N	Y?	N	Y	Y
Progress	N	Y?	N	Y?	Y?

Name of feature	Habituica	Trello	Toodledo	Asana	Teamworks Projects	My Timetable	My HW App
UI	the health system is still here, the positive and negative reinforcements too, daily disables when you finish, to do disappear when you finish, very similar to website, lots of negative reinforcement when you die	outdated	no iOS app, android one has horrible UI, same as desktop	Very clean and serene	discount trello when it comes to checking off tasks	Standard minimal onboarding, timetable app, very strict, not flexible, no notifications unless you upgrade	Minimal too, tasks can be course specific, has priorities, due dates, reminders, tags, add notes to tasks, upcoming tasks and instructors email and call options on dashboard,
Onboarding	google sign in, sent a mail, gamified onboarding (reminds of Pokemon), asks you to customise avatar and interests	Pretty standard, one slide for the basic features each and sign in with google/microsoft/email/app	Unsatisfactory	Has login with google option. Sends a mail saying thank you for signing up	back button doesn't work, very outdated, apparently there's a beta version which is updated,	Guides you through a task	None, straight payroll
Tour around the app	during onboarding, Justin helps you do it, habits, to do, dailies, gear, social	zero pop ups guiding you around the app but some guidance when you try to add a task but doesn't	NA technically	Has a sample project to help you get a feel for the app, overall very similar to the Asaktron site, same similar to the desktop, doesn't have the column names set up, have to do it ourselves	DNE	DNE	None
Kanban feel	list view, positive and negative stuff, change difficulties	not good at all, unsatisfactory	DNE		DNE	standard timetable, add events, colours etc	None, calendar

Mind Map: We took our observations and feedback and made a mind map using the most important points we could find.



Insights: After doing both primary and secondary research, the following observations or points stood out to us:

- (1) These apps do not teach them to be productive. It works on the assumption that the users are already familiar with such methods;
- (2) Most of these apps seemed to be aimed towards corporates and teams;
- (3) Productivity is more about a process rather than an end goal. Users are not efficient with the process itself so productivity apps are not very useful to them;
- (4) Most productivity tools have a learning curve that make it hard for new users;
- (5) Too many complicated features that make it hard for a user to just add a task and move on;
- (6) The simpler apps have too less flexibility and customizability;
- (7) People dislike manual input, and find it tedious to do;
- (8) Notes are hard to keep track of for some people as they difficult to organise;
and
- (9) In the beginning of the pandemic, individual productivity was up and business productivity was low (we have to conduct more research on this).

DESIGN OPPORTUNITIES AND OBJECTIVES

After all the research and brainstorming, we came up with Design Opportunities and Objectives.

Design Opportunities: The following are opportunities we see:

- (1) A product for improving productivity aimed at individuals (mostly looking at young professionals and students);
- (2) Helping people develop a habit or different methods of productivity;
- (3) Reducing manual input by different methods as much as possible (maybe look at predictive future tasks and voice control);
- (4) Creating a product for tracking tasks which feels more fun and less mechanical (we have done research on gamification models and a productivity app called “Habitica” in regards to this, we are currently working on more research in this field); and
- (5) Creating a digital product that people that people can use with the same ease with which they use sticky notes

Design Objectives: The following are the objectives we hope to achieve with our product, system or service:

- (1) Helping users build a better work habits;
- (2) Making the app a part of the user habit and integrate it with their life seamlessly;

- (3) Make adding tasks easier, reduce the amount of work needed to use the app and make it less cumbersome to use;
- (4) App should be intuitive and organized (reduce cognitive load);
- (5) App usage should give the same satisfaction as and emulate traditional means like using post-its and journals; and
- (6) Make the product fun and delightful to use.

WHAT'S NEXT

Following the feedback we have received on our presentation, our first course of action is to do more research on our topic in the context of COVID-19, and document it in a visual format so that we can better understand the context and the difference brought about in user behaviour due to the pandemic. This will help us anticipate the needs that will arise post-pandemic.

The other steps we plan on taking are:

- (1) Detailed research into the problem;
- (2) Ideation and conceptualization of product;
- (3) Make information architecture, wireframes;
- (4) Make usage scenarios and user flows;
- (5) UI design;
- (6) Prototyping;
- (7) Developing a business strategy; and
- (8) Working on a Business Pitch.

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