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DEP 301

Week 3 Report

Collaborative Design Project

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INTRODUCTION

This is the third week of the project based on creating something for a post-COVID-19 scenario.

So far we've finished our research and our collation of data. This week we worked on ideation and drawing insights from our research and findings.

DEFINING THE PROBLEM

After our previous work last week, we realised the need to better define our problem statement and user group, this week we made some headway with that.

Problem Statement: To help young professionals and students improve their productivity through habit building. Our main goals are:

- (1) Building work habits and routines; and
- (2) Improving Task Management.

User Persona: After some thought, we were able to narrow down on our user group further.

Productivity nerfed

**26, software
developer**



- > Has experienced a slump in productivity and is afraid this will carry over when lockdown is over
- > Routine is messed up
- > No structure in current work from home scenario and there is no boundary between home and workplace

Productivity buffed

**20, design
student**



- > Feels an increase in productivity afraid will lose this once lockdown ends
- > As she gets more time to do her work, everything is conveniently in one place.
- > The ability to do everything at her own pace will be gone once lockdown lifts

These are currently very broad and we have plans to work on them. However as mentioned, we're working with students and young professionals in mind.

Cause of Problems faced by target demographic: The main problems faced by our target demographic are:

(1) Disorganisation;

- Working in sporadic bursts or when deadlines approach
- Poor Planning because users don't know how they are spending their time
- No consistency

(2) Failure of building good work habits; and

- Less patience
- Need for instant gratification
- Hard to take active action, prefer a passive process
- Time consuming process

(3) Mental health.

- Grind Culture makes users compare themselves to others
- Take failure to heart
- Procrastination because other media is addictive

BRAINSTORMING

From our previous research and some new insights and leads we've managed to gain, we worked on things that seemed central to the topic at hand.

Gamification: From our previous mind mapping and research, we'd finalised on a few concepts that were key for our project:

- (1) Encouraging attitude change by positive reinforcement;
 - Positive impact on mental health
 - Associating feeling good with completing tasks positively impacting productivity
- (2) Trigger change in thinking by practising completing tasks on time;
 - Over time, it becomes like a habit
 - Comfort with planning tasks increases
- (3) Levelling up through plan building;
- (4) Provide instant feedback; and
 - And rewards to make the process feel less slow
- (5) Challenges after learning for some time.
 - Gives more confidence if successful
 - But could be anxiety-inducing

Habit Building: From our previous mind mapping and research, we'd finalised on a few concepts that were key for our project:

(1) The action;

- We try to make the active nature of this action subtle
- Disincentive and discourage passive action habit
- Use should not feel like work
- There will be no penalizing of any kind

(2) The rewards; and

- Disincentive and discourage instant reward habits
- Or try using pseudo rewards for instant reward
- Real life rewards?
- Use passive action, instant reward habit as part of reward (eg: encourage them to get on social media only after say 2 hours of work)

(3) Try to find users' optimum pace.

Persuasive Design: During India HCI conference 2020, we'd met a few people who were presenting a paper on a topic similar to ours and after talking to them, we were inspired to look into persuasive design more and from there we came up with a few insights.

(1) Positive reinforcement over penalization; and

- We try to make the active nature of this action subtle
- Disincentive and discourage passive action habit

- Use should not feel like work
- There will be no penalizing of any kind

(2) Redirect User Behaviour.

- Start slow and small, and slowly increment over time so user gets used to it
- Nudge them to do more non passive tasks
- Nudge them to associate reward with active action

IDEATION

After all the research and brainstorming, we worked on our ideas.

Idea 1: Geared towards the rewards aspect and user engagement:

(1) Persuasive Design;

- Nudges the user to complete their (non passive) task
- Redirects user behaviour, little by little towards target goal
- No restriction on negative actions, rather they are disincentivized
- Negative actions are nudged away from

(2) Pseudo Rewards; and

- Encourage people to reduce certain actions (eg, checking social media, watching youtube etc)
- These actions can then be used as pseudo rewards after successful tasks (eg. after successfully working for 2 hours, they are encouraged to watch an episode of their favorite show)
- Can be more physical things like encouraging the user to treat themselves to chocolate.

(3) Adaptive System.

- Habits are built up slowly through a pace which system optimizes for the user

- Users not completing tasks are not penalized, system accounts for lapses and shifts the plan accordingly

Idea 2: Geared towards inputting info and how to reduce it:

(1) Monitoring time usage;

- Observing the user's time spent doing daily tasks
- Segregating productive and non-productive time
- Improving the non-productive time usage over a period of time
- Use info from screen time, sleep trackers, wearable devices etc.

(2) Setting up goals and tasks; and

- Segregating tasks according to deadlines and the time required to complete them
- Auto plan creation and rescheduling

(3) Easy task completion and management.

- Proper reminder and alarm systems
- Schedule building and progress systems
- Integration with current task and calendar systems

Idea 3: Geared towards building plans:

(1) Plan Building;

- Builds curated plans for changes required by the user
- Inputs information through questionnaire

- Makes series of plans which cumulatively add up to more than 2 months
- Each plan has a day wise schedule which gives user pseudo-rewards on completion
- Each day has scheduled tasks according to user needs and some fun 5 minute exercise
- These plans are highly flexible, don't penalise you for failing, just reschedule your tasks and alter plans based on previous user behaviour

(2) Task Management ; and

- Daily tasks from plan building come here
- Integration with Calendar, reminder (other popular apps in widespread use)
- Allows user to add their own tasks aside from planned tasks set for user
- Alarm system for reminding people about tasks
- Easy to reschedule tasks

(3) Achievements and Badges.

- Streaks of completion
- Badges for successful plans
- Medals for successful sets of plans

