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DEP 301

Week 2 Report

Collaborative Design Project

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CONTENTS

1. Introduction	3
2. Continued Research	4
a. <i>Study of Methods</i>	4
b. <i>Productivity and COVID-19</i>	9
3. Main Concerns	10
4. User Persona	13
5. Redefined Design Objectives	14
6. Ideation	15
7. Acknowledgements	20

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. Last week we worked on finalising a topic to work on. To accomplish this, we did primary and secondary research, created mind maps and did brainstorming to reach on the topic of “**Productivity**”. We’d then taken this topic and done more research on it to come up with insights which helped us find design opportunities which in turn helped us develop goals for our end product.

This week, we focused on doing more research on our topic in the context of COVID-19 to be able to better anticipate the needs that will arise post-pandemic. We also briefly studied the popular physical and digital methods of task management and tracking. We made a mindmap to understand the CPVI-19 context and scenario better and from this mind map narrowed down on a few main concerns we thought were most important. Now, we created a loose user persona to help us understand our target audience better and then we redefined our design objectives. From here we worked on ideation based on our main concerns.

CONTINUED RESEARCH

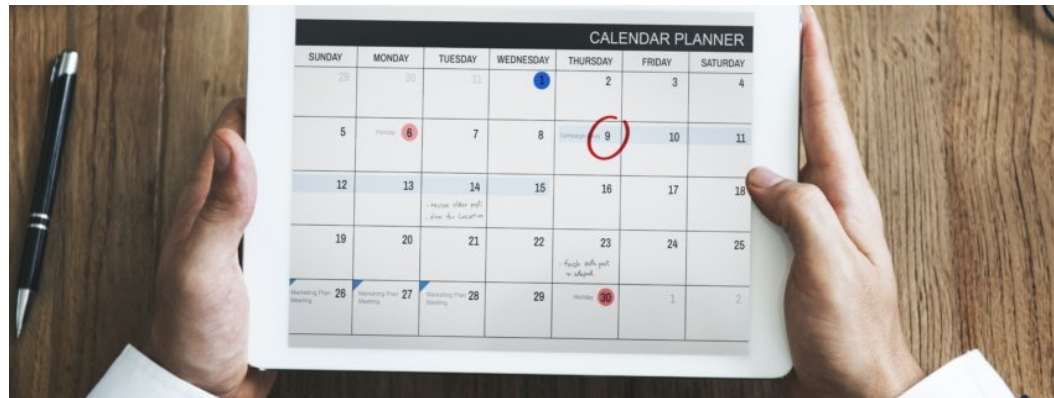
After doing our primary and secondary research last week to better understand COVID-19's implications on people and our topic "Productivity". However, we needed to now look at productivity in the context of the pandemic and study the existing methods of task management (both physical and digital).

Existing Methods: Using the form we'd used last week to understand people's productivity habits. Based on their responses, we'd narrowed down on the more popular physical and digital methods and studied them. We also looked at a few of the popular methods online and made a pros and cons list for them all:

(1) Sticky notes;



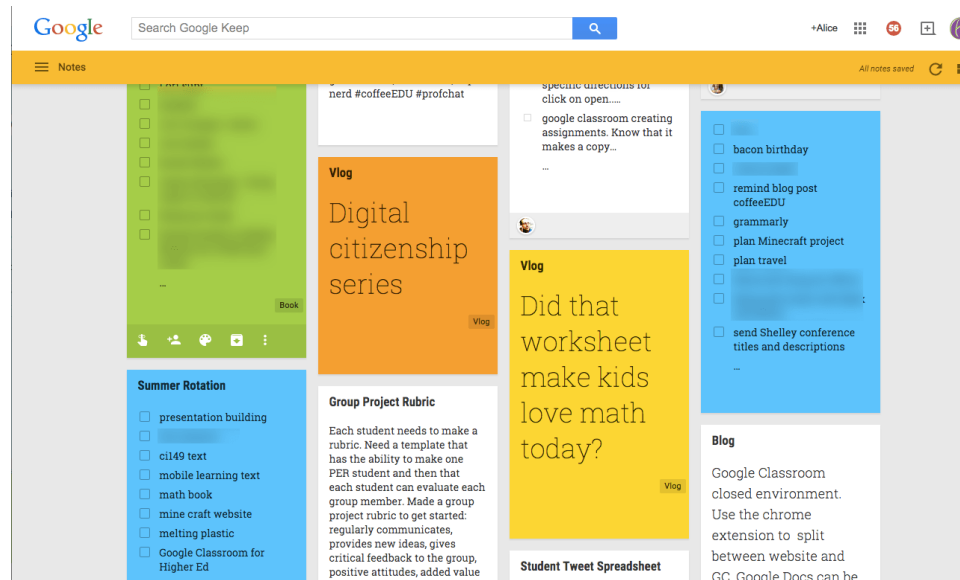
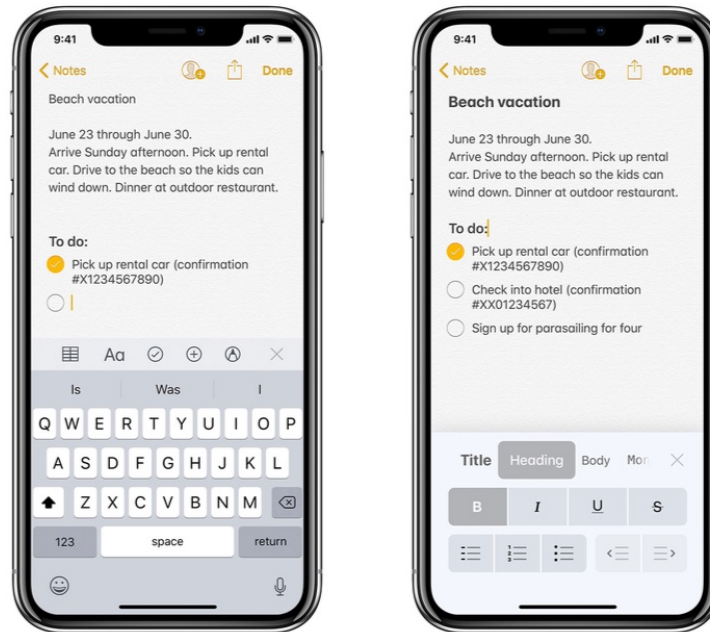
(4) A digital calendar;



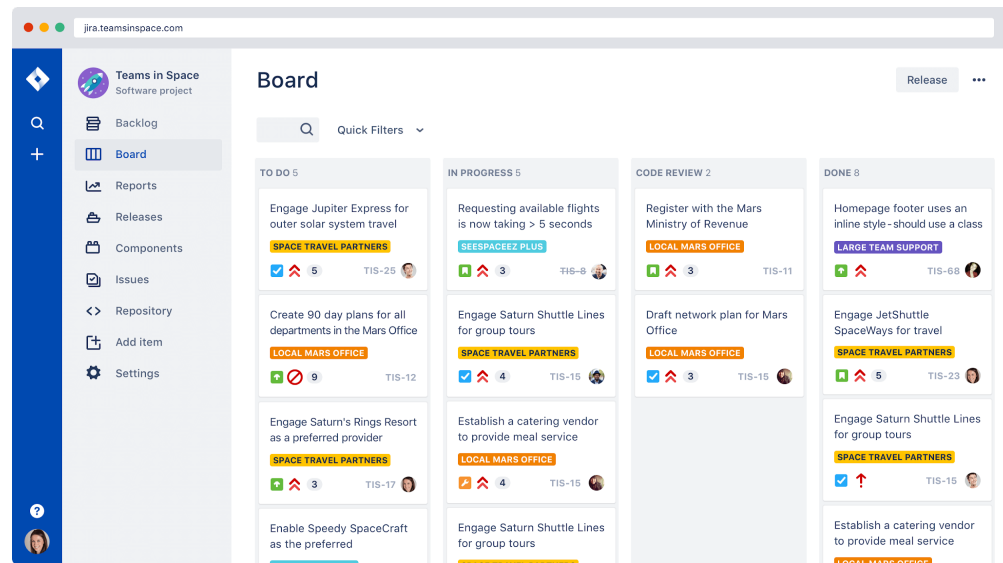
(5) Writing in a notebook;

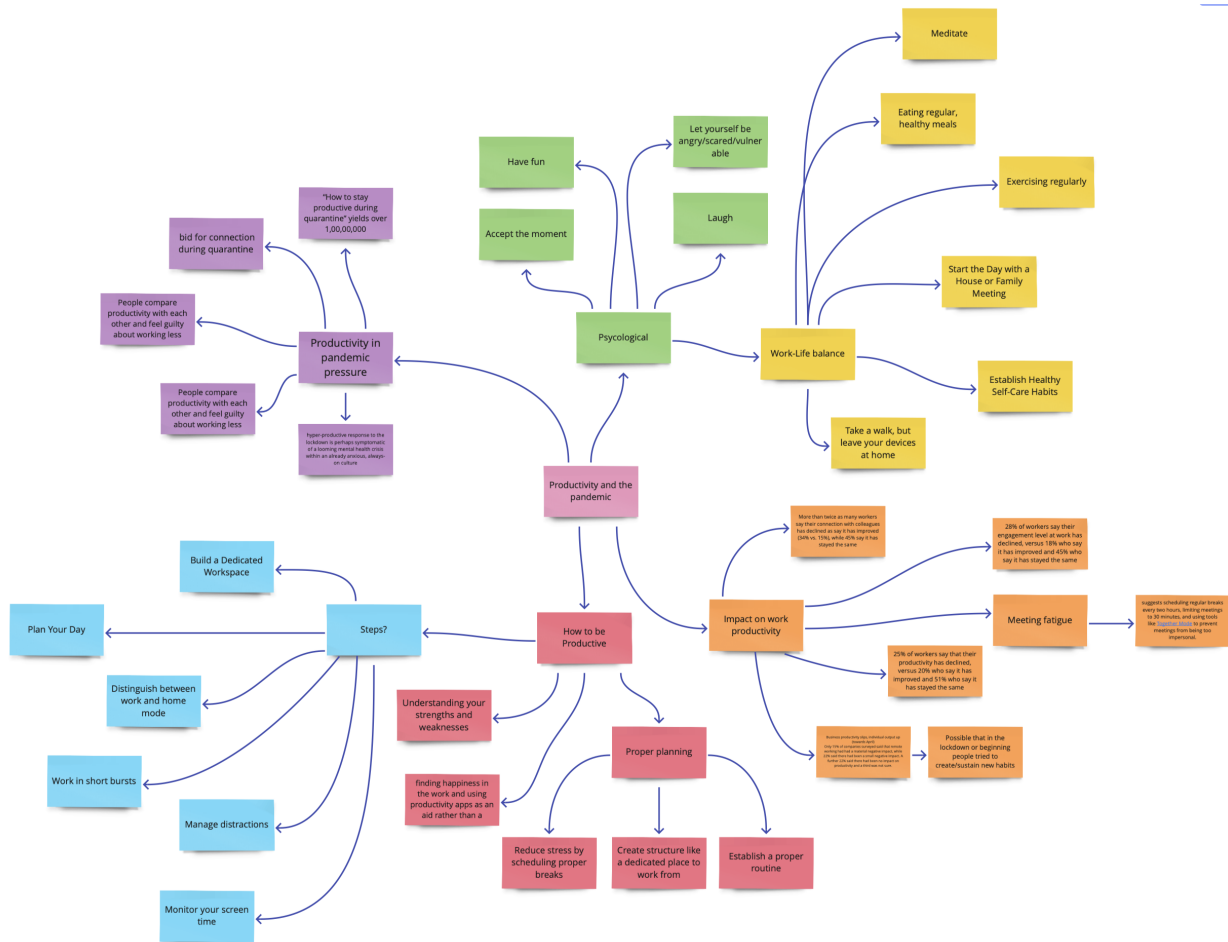


(6) Writing in the notes app; and



(7) Jira and Trello.

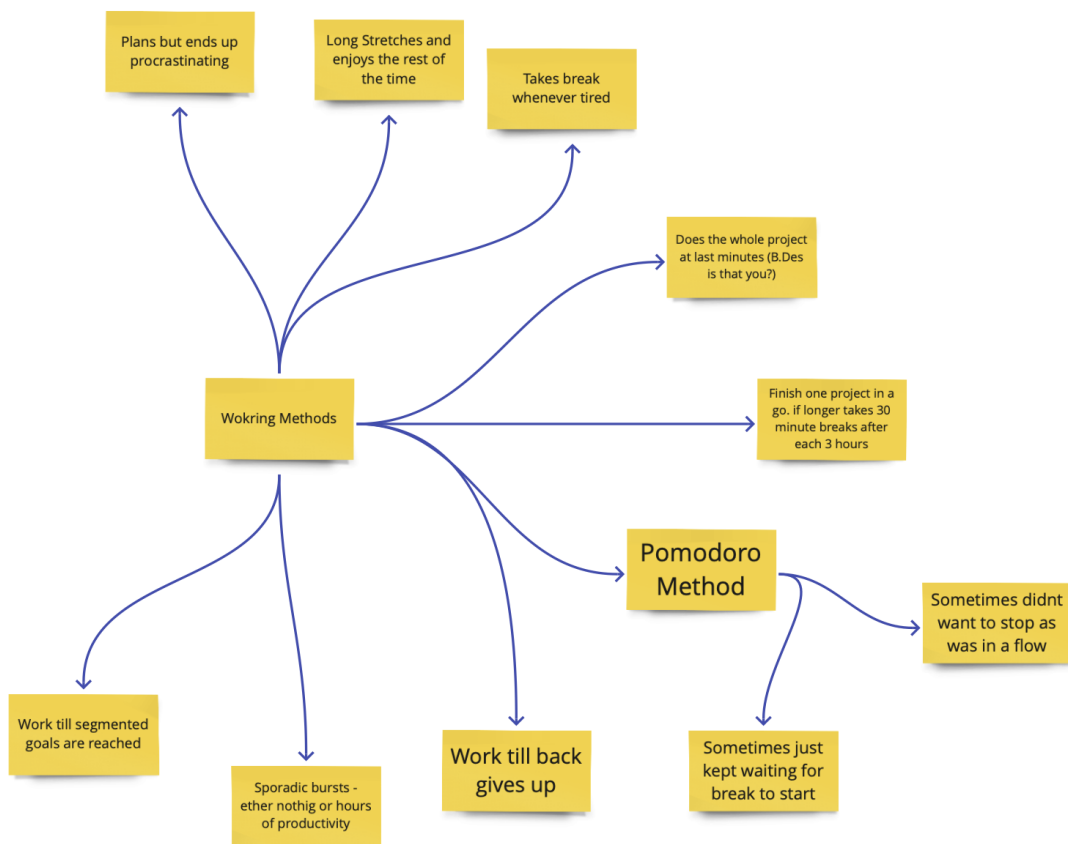
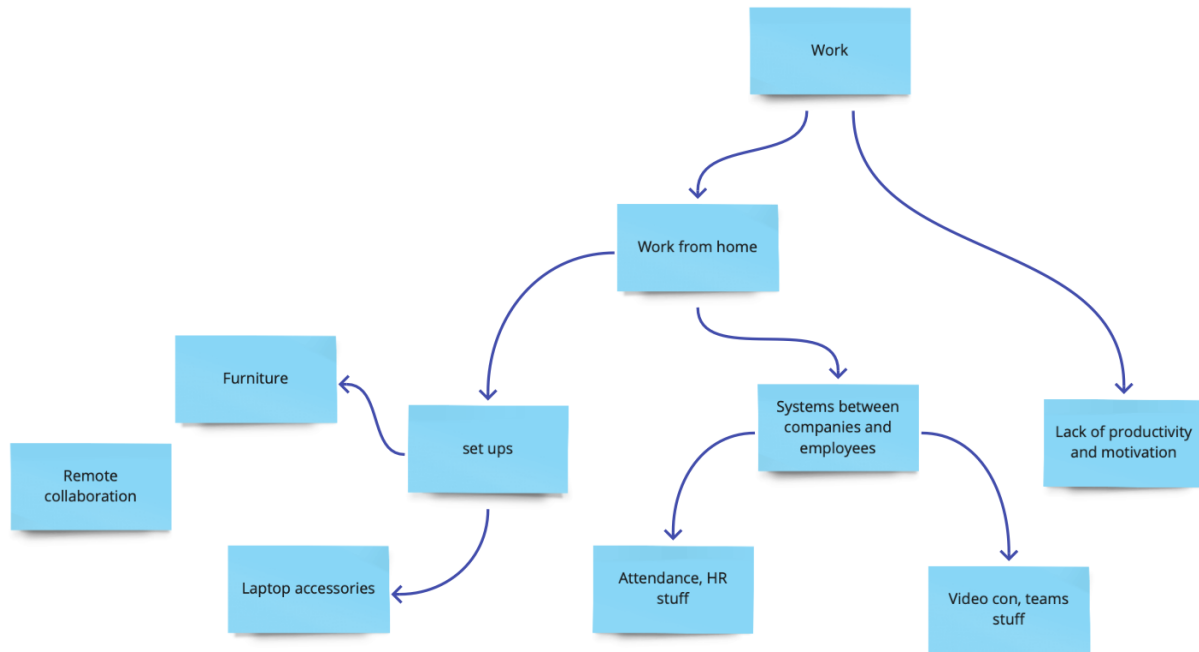


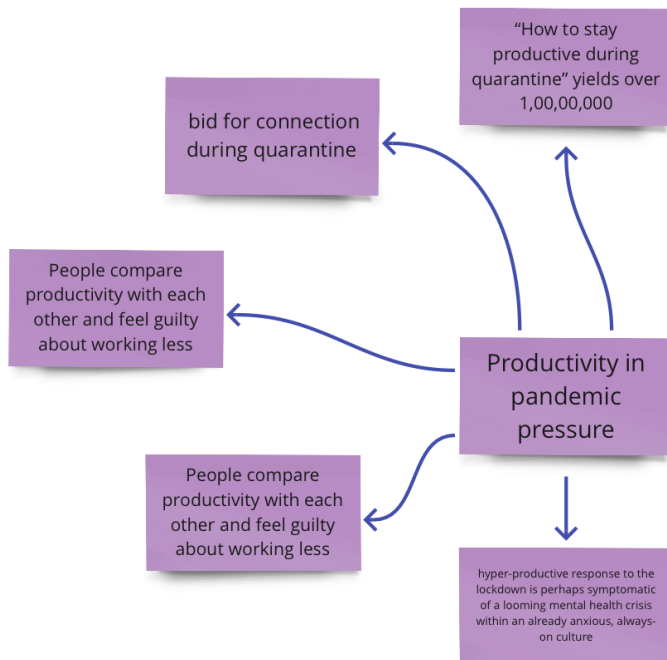
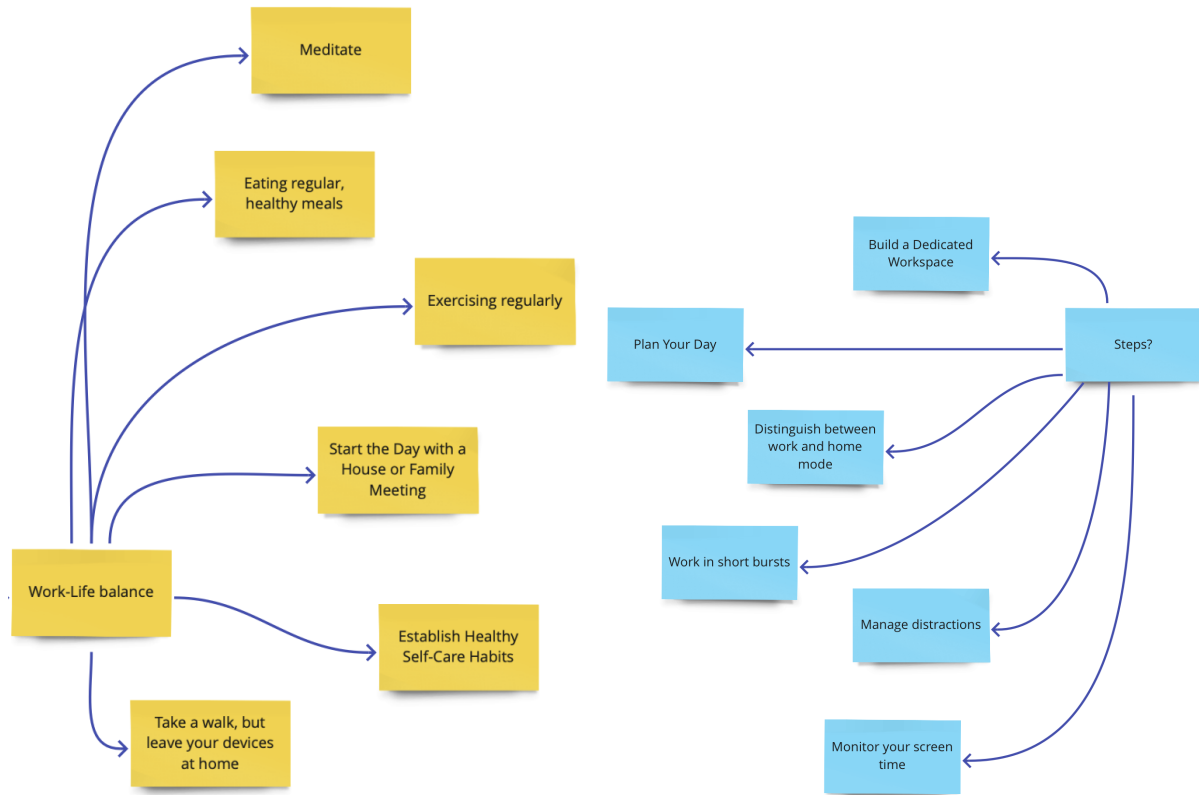


MAIN CONCERNS

After mindmapping all the problems and insights we'd found through our primary and secondary research over the past two weeks, we narrowed down on some concerns that we wanted to work on and thought were the most pertinent issues surrounding this topic. The concerns we came up with are:

- (1) Lowered productivity induced due to COVID-19;
- (2) Concern on mental health while being productive;
- (3) Sustaining the Increase in productivity;
- (4) Separation of Work and Home;
- (5) Enabling Proper planning;
- (6) Habit building to teach proper planning and productivity; and
- (7) Fun, delightful and peaceful usage.





USER PERSONA

After all the research and issues discussed, we decided to narrow down on a user group and defined their needs and current scenario. We plan on expanding on this by next week.



Mira Chaturvedi

24 years old

Junior programmer working a fancy corporate gig.

Mira moved to Bangalore after placements. She lives with her roommate and is working from home currently. She is also working on a side project of her own.

She has a lot of stuff going on and sometimes finds it overwhelming and hard to keep track of all the things she wants to do

Currently just uses a bunch of sticky notes on her wall above her laptop to keep track of her tasks.

Since she works with code, she has knowledge about certain productivity applications like Jira and Trello. And though there are good for tracking the progress of her team's project, she had realized that it does not help as much in keeping track of her individual needs as the apps are inflexible and overpowered for one need.

She keeps finding it difficult to remain productive. Her workspace and home are one big blur. She is afraid that this will carry on even after the lockdown is over

Needs

A unified place to track all her tasks and work

Simple and easy to use workspace

Flexible enough to meet her needs but needs minimal input

Something to help her build the habit of working regularly

REDEFINED DESIGN OBJECTIVES

After narrowing down on our main concerns, we have decided to redefine our objectives as they needed to have a few important points added to them. Our new objectives are:

- (1) Help user build a better work habit while keeping their mental health in mind;
- (2) Enabling people to learn the process of productivity if they had a slump in the pandemic;
- (3) Sustaining productivity boost for people who experienced it in the pandemic because of the flexibility of working on their own terms and time;
- (4) App usage should give the same satisfaction as and emulate traditional means like using post-its and journals or of scratching a task off with a pen on paper;
- (5) Make adding tasks easier, reduce the amount of work needed to use the app and make it less cumbersome to use;
- (6) App should be intuitive and organized (reduce cognitive load);
- (7) Make the app a part of the user habit; and
- (8) Make the product fun and delightful to use.

IDEATION

Deriving ideas and insights from our research, we realised we had to look into three main spheres of work; Habit Building, Gamification and Mental Health. This week, we did thorough research on Habit building as it's one of our main tenets of teaching productivity. The other important aspect we looked at was gamification as it's a good learning tool and has many uses in mental health and other spheres.

Habit Building: This area is very important for us to build on as it's an integral part of learning a process of things. These are our main insights:

(1) HOOKS methods

- Cue/Trigger
- Action
- Reward
- Investment;

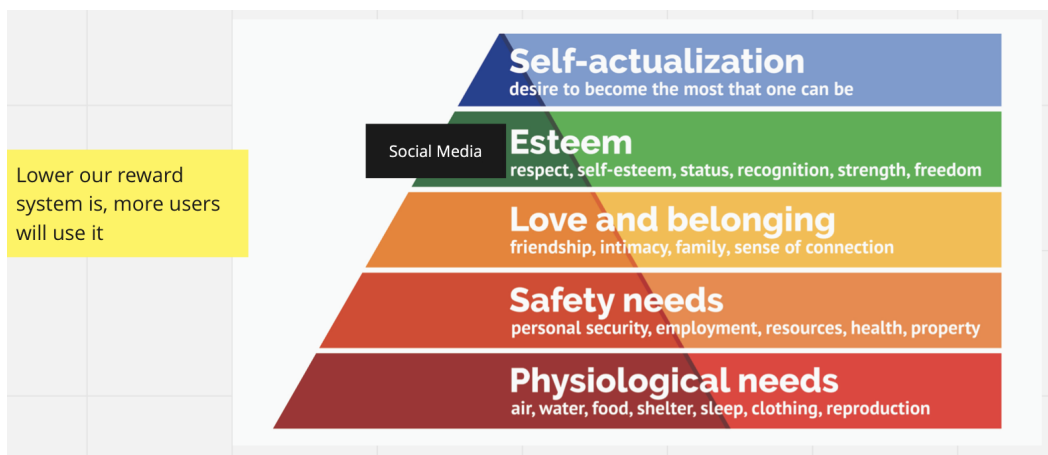
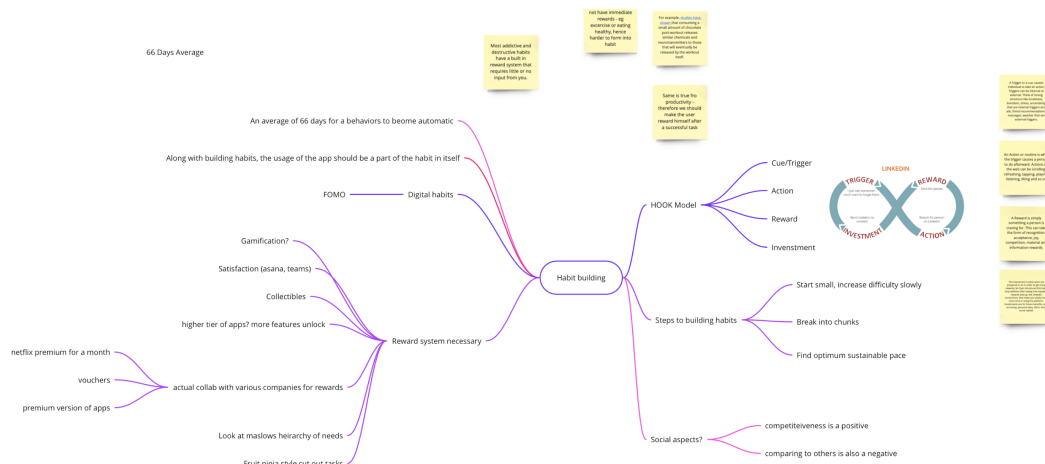
(2) Things like productivity has slower and long term rewards which makes it harder to adopt;

(3) Average of 66 days needed for behaviour to become automatic;

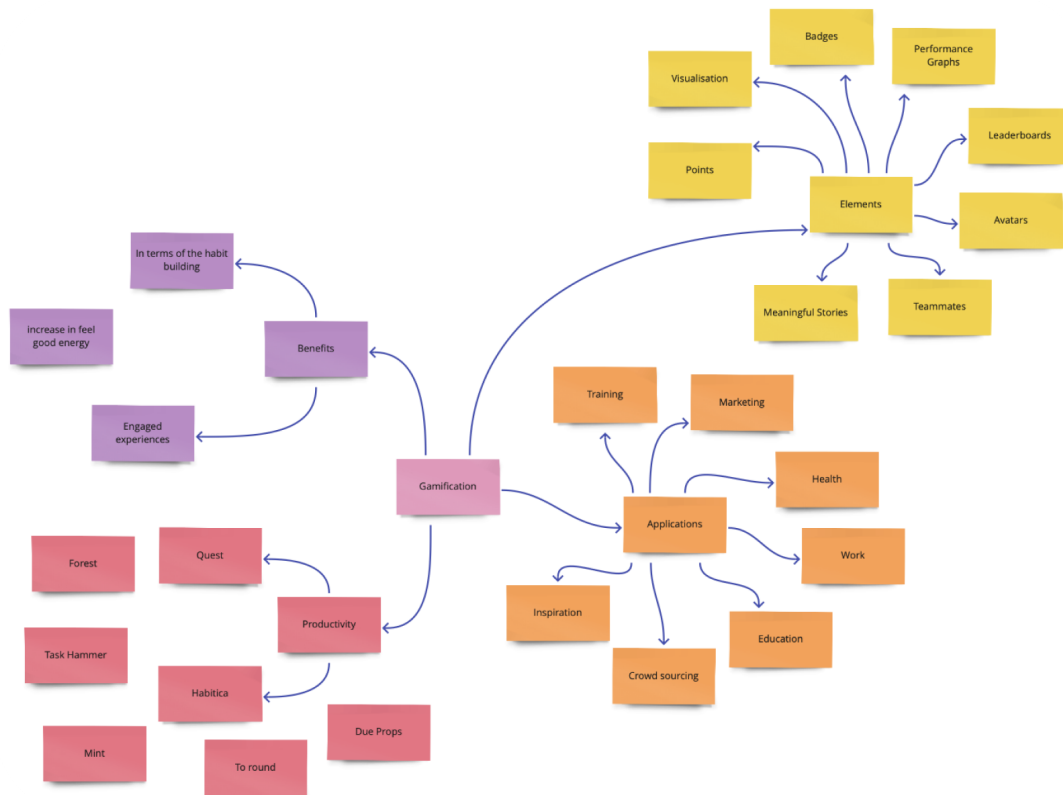
(4) Process

- Start small and increase difficulty slowly
- Chunking
- Finding optimum pace; and

(5) Pseudo Rewards.



Gamification: An up and coming industry which also has immense potential and benefits in terms of learning and retaining user information.



1. High learner engagement
2. Immersive approach
3. High recall
4. Better retention (sticky learning)
5. Improved application of the acquired learning on the job
6. Reinforcement
7. Challenges that stimulate a refresh or review of primary learning resources
8. Practice and proficiency gain
9. Trigger change in thinking
0. Influence behavioral change

Challenges

These map to the learning objectives or learning goals.

Levels

These map to the learning journey and as the learner goes through each level, it signifies a step up in proficiency for them.

Instant feedback

This helps learners know how they are faring against their learning goals and based on this, they can adopt the necessary measures to step up their performance.

Scores

They are indicators of their performance and are closely aligned to offering gratification as well as a sense of accomplishment.

Badges

As the learners go through the learning path and clear certain levels, they are given badges. These reflect affirmations for their significant achievements.

Leaderboards

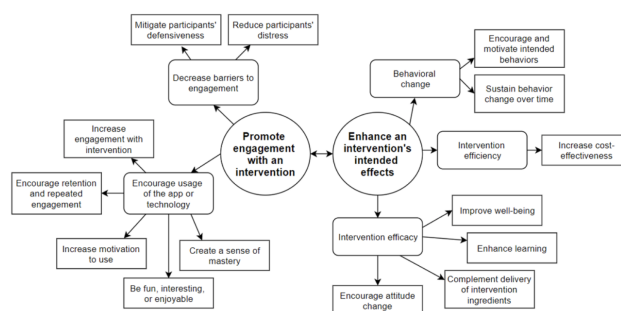
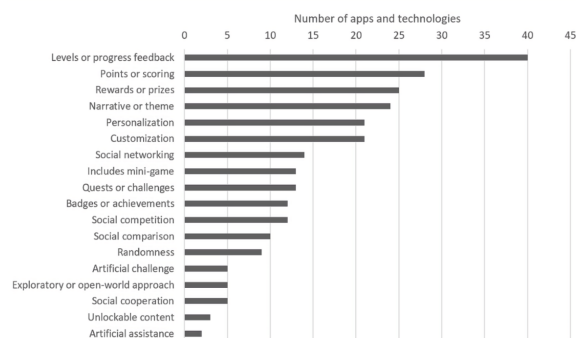
They are dashboards that are used to provide a pictorial view of the overall progress— including against others. The analytics keeps learners connected to the learning journey and aligned to meeting their terminal objectives.

Competition

This can be leveraged effectively as it helps learners assess where they stand against other peers or competing teams.

Collaboration

This feature not only facilitates team-building but also enables learners to leverage the support of peers or guidance from experts to meet their goals.



Design Ideas: These are a few ideas we came up with:

- (1) Cross of done tasks - fruit ninja style (satisfaction - reward);
- (2) More features of apps unlock after successful tasks;
- (3) Look at pseudo rewards (eg. chocolate after workout);
- (4) Soothing aesthetic so that the user isn't overwhelmed;
- (5) Badges for achievements but not a point system or leaderboard; and
- (6) Step by step learning process much like an RPG which evolves.

ACKNOWLEDGEMENTS

Thank you to everyone who helped us out by taking the surveys, and thank you to our professors for guiding us.