

DEP 301

Collaborative Design Project

Maple Candy

Week 2

Ishaan Nejeeb | Medhavi Parasar | Tanmay Pathak

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Previous Research

Section 2 of 2

About productivity tracking

Description (optional)

Do you currently have a method of keeping track of your productivity?

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 on a project, etc.)?

Long answer text

Are you currently using any productivity app(s)?

Yes
 No
 Other...

If yes, which app(s) do you use?

Short answer text

What do you like about the app?

Long answer text

Do you feel like there are any problems with this app or if there are any features missing?

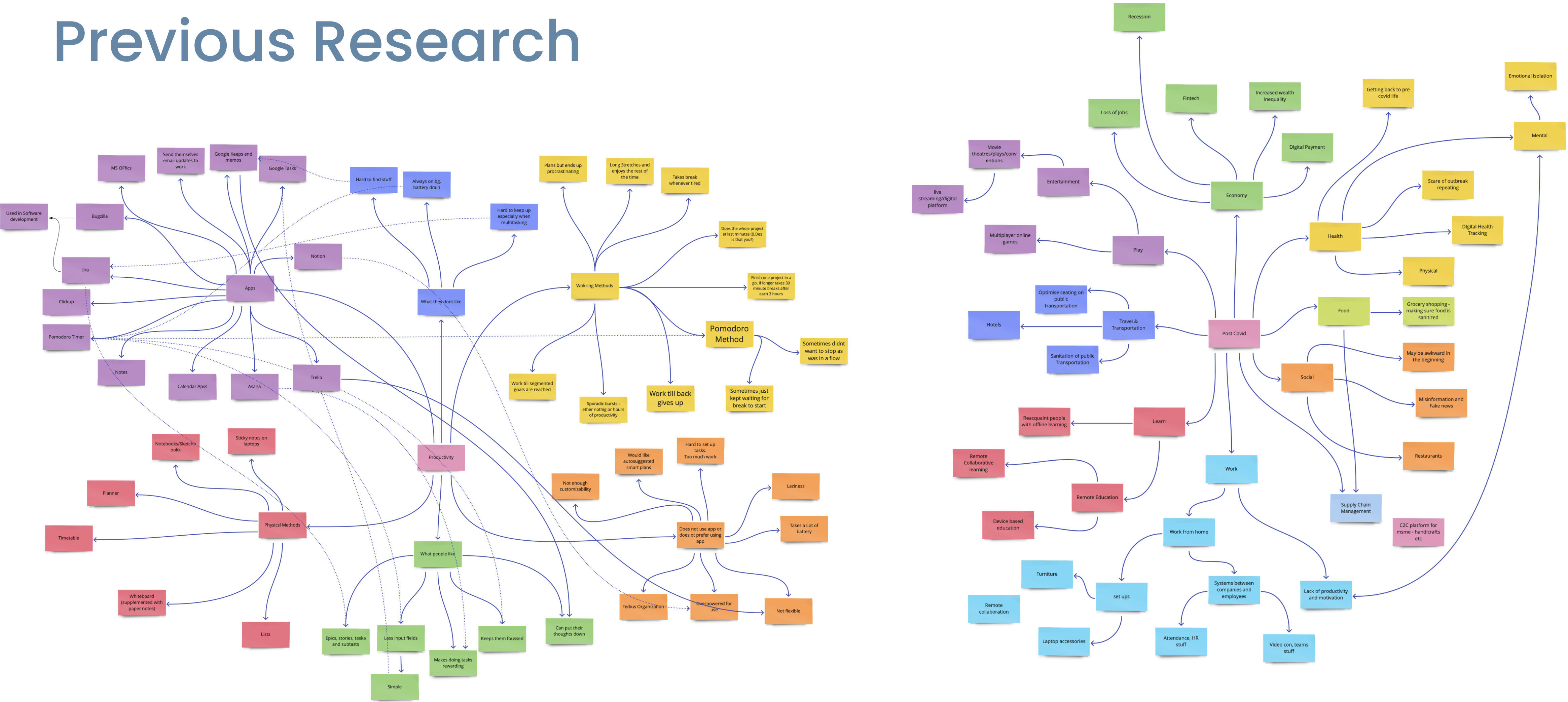
Long answer text

Have you ever started using a productivity app(s) and stopped using it?

Yes
 No
 Other...

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?

Previous Research



Continued Research

February 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 \$1,300 Rent
2 Groceries \$200	3 Matco \$40 PAYDAY \$850	4	5	6 Electric \$120	7 Vapefluid \$50	8
9	10 Capital One \$25 PAYDAY \$850	11	12	13	14 St. Valentine's Day	15 Phone \$289 AT&T \$79 Insurance \$195 PAYDAY \$2312
16 Student loans \$289 Groceries \$200	17 President's Day (U.S.A.) Matco \$40 PAYDAY \$850	18	19	20	21 Vape Fluid \$50	22
23	24 VW \$488 Renter's \$26 Vet \$56 PAYDAY \$850	25	26 Ash Wednesday Conn's \$106	27	28	29 Taxes \$129 Snap-on \$356 PAYDAY \$2312

January 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

March 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Notes + \$500 in savings
V-Day budget

Blueline

THE MINI ETP
EMERGENT TASK PLANNER

11-10-2017

8 Coffee/Email

9 Team call

10 Cal notes → email

11 WRITE

12 Lunch

1 O2

2 Email

3 O3

4

5 Client check-in

6 Cook dinner

7 EAT

8 Buy more pens

9 READ

THREE MAJOR TASKS FOR TODAY
Realistic expectations equals consistent daily productivity!

01 Client status call

02 Write ETP review

03 Finish client document

Got extra time? Clear your mind and go for it!

04 Take package to USPS

05

06

07

WHAT ELSE IS GOING ON TODAY?
Life just happens. Keep notes. Optionally, use this area for overflow tasks.

Writing samples

Pilot Lucina F, blue-black

Sailor Fascier F, black

Pilot Elabo SF, Kon-paki

Kaweco AL Sport EF, black

Lamy 2000 F, Sailor Soutien

Pilot Juice 0.5mm, blue

Pilot Juice 0.7mm, blue

Uni Jetstream 0.7mm, black

Uni Jetstream 0.5mm, blue

Sharpie Pen, black Fine

A.G. Spalding Ballerball 0.5mm

10 BLOCKS

PROJECT	0 25 50 75 100
PROJECT	
SUPPORT	
MEETINGS	
TEACH	
DATA/SQL	
PLAN/DOC	
SUPPORT	
BONJORO	
MISC	

MONDAY
 10:00 NEWBILL UPDATE
 11:00 TEAM MEETING
 1:00 QUEUE SPRINT
 2:00 NEWBILL MEETING

TUESDAY
 10:30 ENGINEERING
 2:00 WORKSHOP
 3:30 BARRETT

WEDNESDAY
 1:00 QUEUE SPRINT
 2:00 FB LIVE
 4:00 NASHVILLE MLS!

THURSDAY
 10:45 SUCCESS MEETING
 1:00 WORKSHOP
 2:30 PICKUP CAMAAN

FRIDAY
 10:00 BOOK CLUB
 11:00 STEVEN
 1:00 QUEUE SPRINT
 5:00 REVIEW WEEK

TOP TASKS
 X UPDATE MAJ
 X CHURN NUMBERS
 > NEW BILLING STEPS
 X TEAM UPDATE

TOP TASKS
 > NEW BILLING STEPS
 • WORKSHOP TEMPLATES
 • BONJOROS

TOP TASKS
 • NEW LIVE VIDEOS
 • 2018 ONBOARD GOALS
 • DOCUMENT PROGRESS

woo!
 SHIP IT.

ONE BIG THING

Finalise accommodation for Hong Kong/ Japan

Read Bryce Courtenay books (fr. Lillian)

Finish reading RED MARKS

Christmas cards ☆

girl power playlist ♪

get Hungry Ghost (Violent Soho) album

replace speakers

Learn to drive

- Toffeecake II
 - Toffeecake III

type up p from notes

Sell old camera

fanisting CSS
 - optimising
 - consistency

make settings of all fanistings consistent (-htaccess)

fanisting collective (carbon coffee)

Design Caitly's wordpress theme

Finish recording + writing 'untitled'

Complete Wordpress theme for Seb's blog (responsive)

LAST LEG

Create

Projects / Website / WEB board

Active sprints

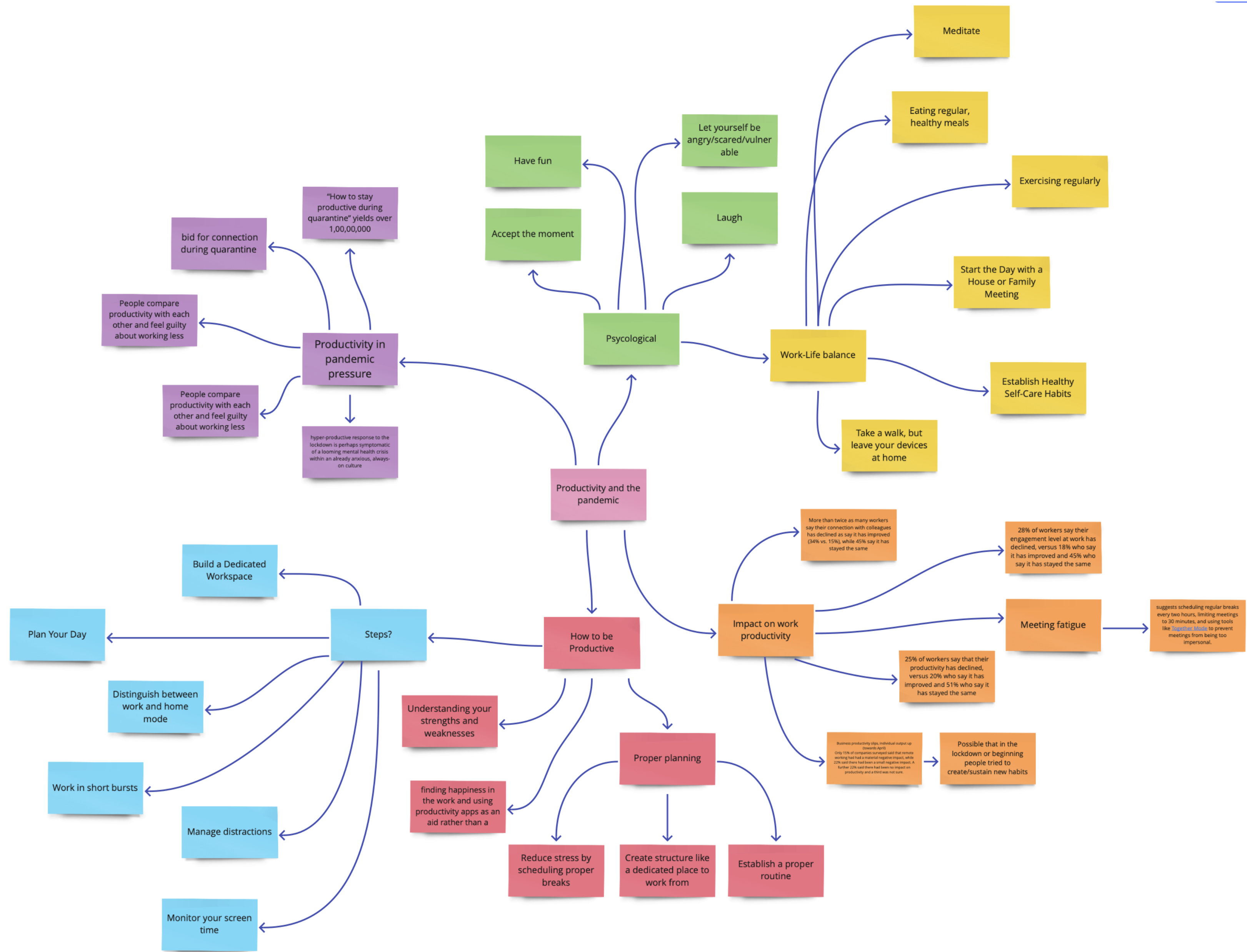
Complete sprint

Only My Issues Recently Updated

TO DO IN PROGRESS DONE

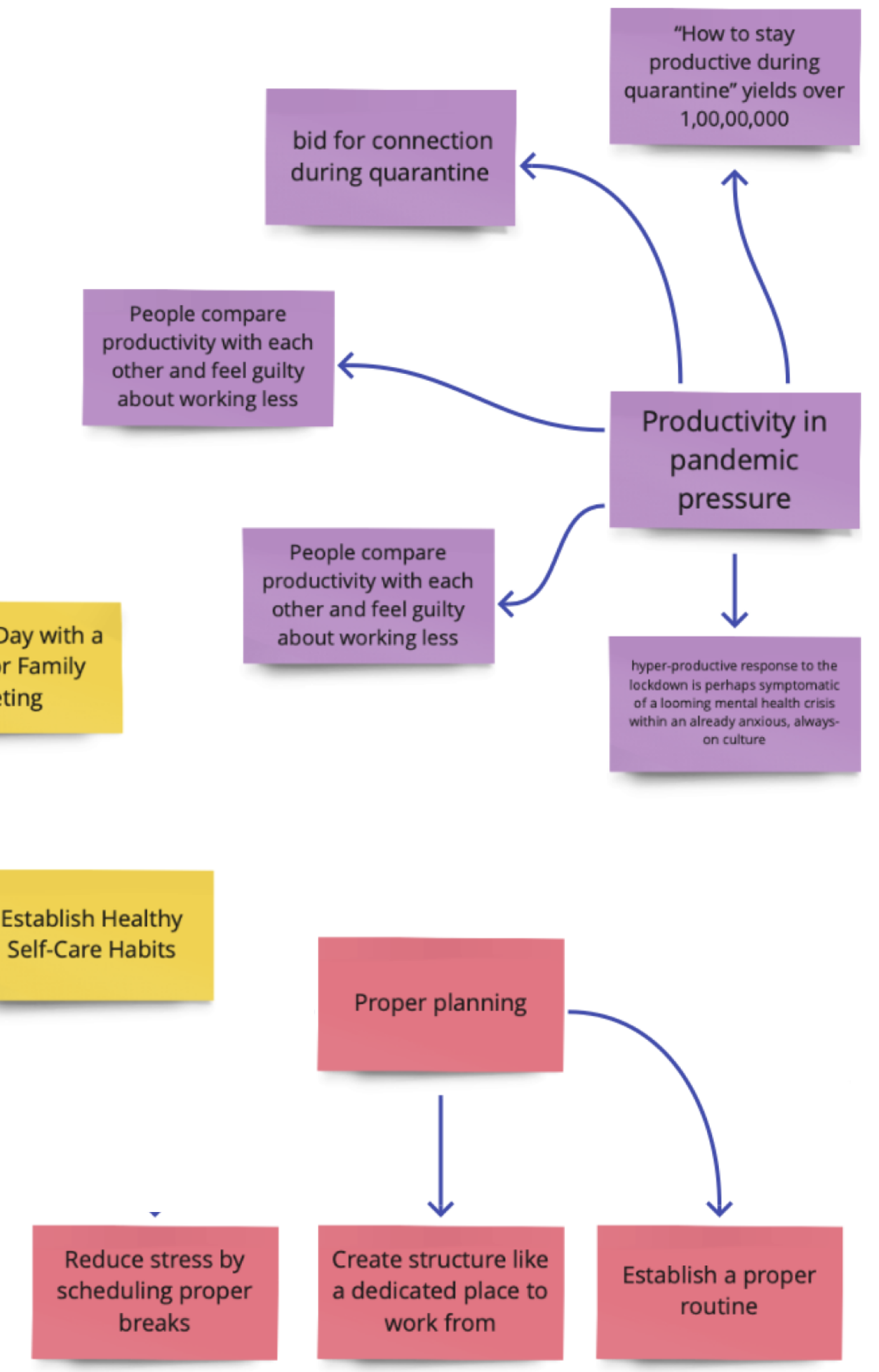
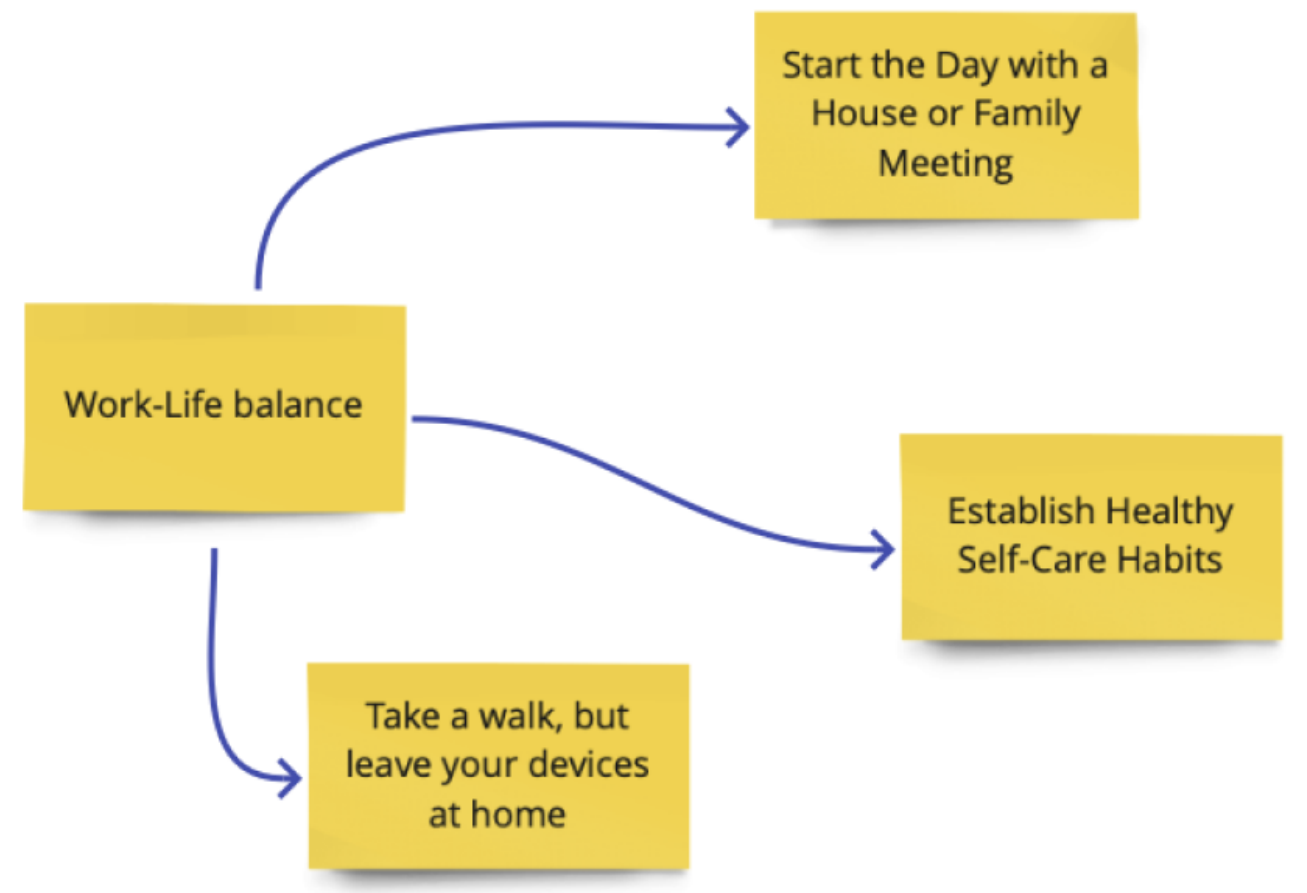
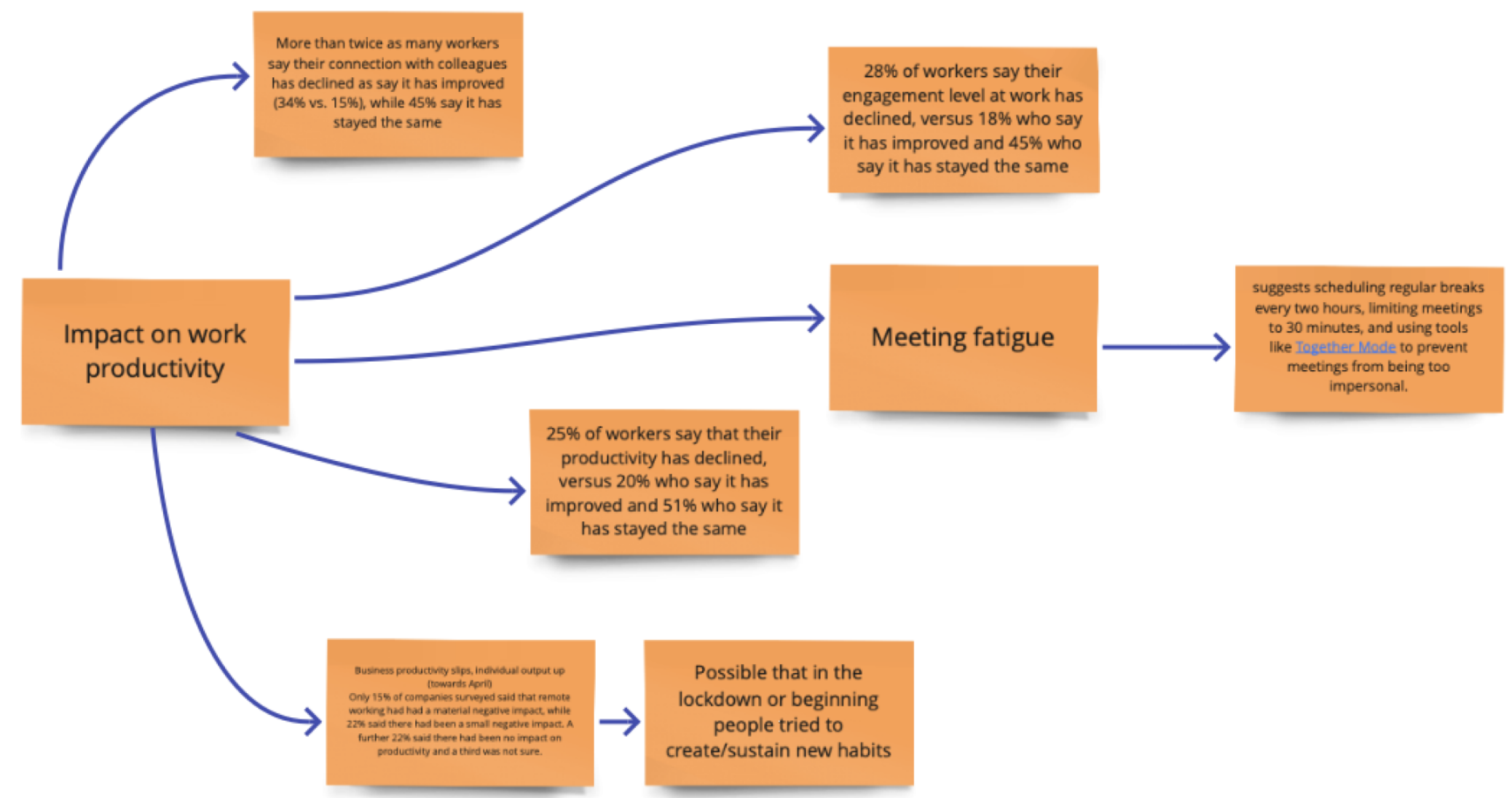
Quarantine to do

- To do**
 - + Add a card
- Started**
 - Internship - Radhika
 - Internship - Stawdio
 - Covid Wlre
 - + Add another card
- Currently working on**
 - Kangaroo House
 - Interhship - Radhika
 - Interhship - Stawdio
 - + Add another card
- Priority to Do**
 - + Add a card
- Finished**
 - Interhship - Radhika (Jun 21)
 - Interhship - Stawdio (Jun 23)
 - Visual Voyd Readme
 - + Add another card
- Review/Redo**
 - Drawing - Amitesh
 - + Add another card



Main Concerns

- Lowered productivity induced due to COVID-19
- Concern on mental health while being productive
- Sustaining the Increase in productivity
- Separation of Work and Home



User Persona



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

- Help user build a better work habit while keeping their mental health in mind
- Enabling people to learn the process of productivity if they had a slump in the pandemic
- Sustaining productivity boost for people who experienced it in the pandemic because of the flexibility of working on their own terms and time
- 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
- Make adding tasks easier, reduce the amount of work needed to use the app and make it less cumbersome to use
- App should be intuitive and organized (reduce cognitive load)
- Make the app a part of the user habit
- Make the product fun and delightful to use

Ideation

Habit Building

➤ **HOOKS methods**

- Cue/Trigger
- Action
- Reward
- Investment

➤ **Things like productivity has slower and long term rewards which makes it harder to adopt**

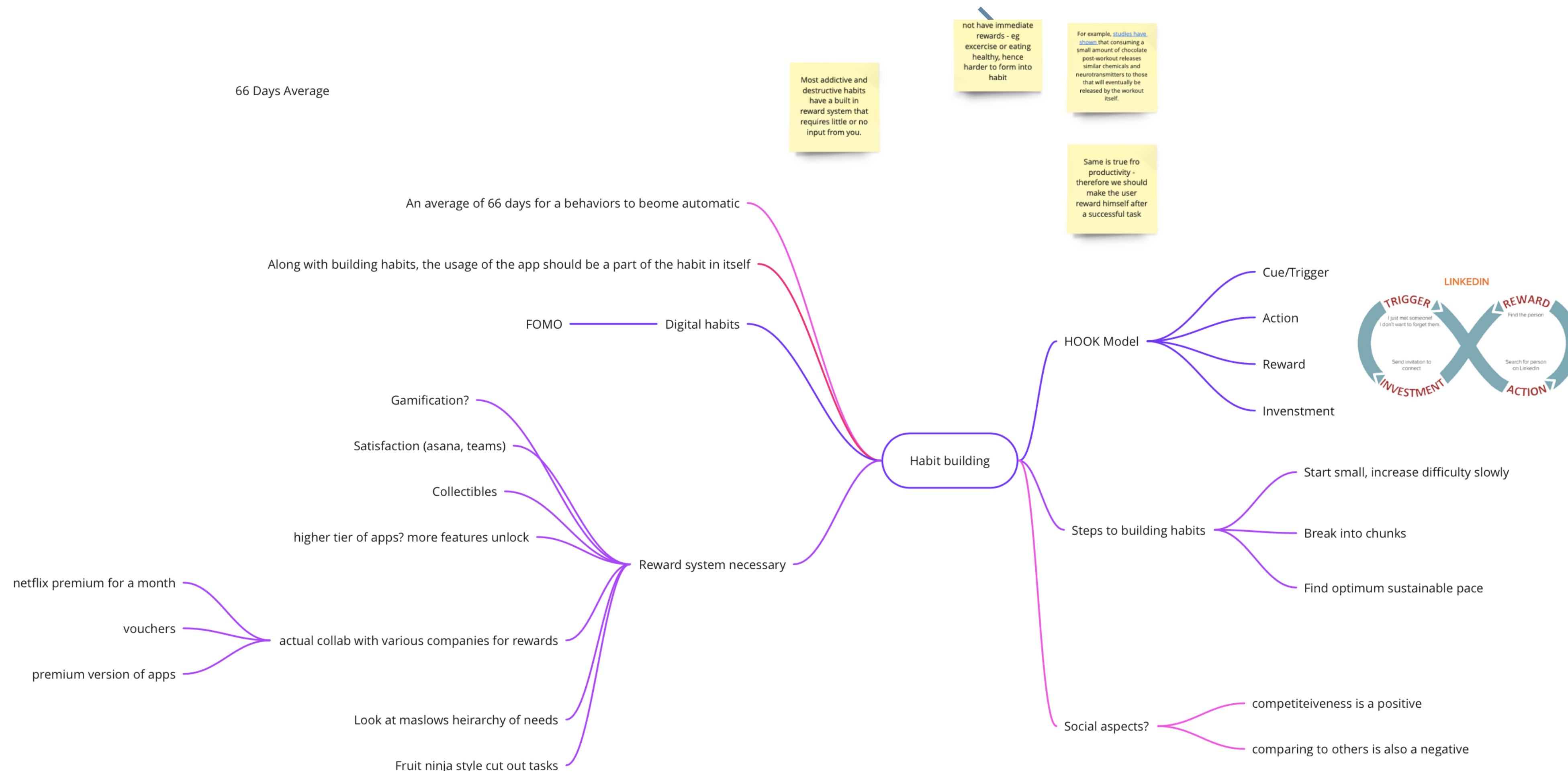
➤ **Average of 66 days needed for behaviour to become automatic**

➤ **Process**

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

➤ **Pseudo Rewards**

66 Days Average



Most addictive and destructive habits have a built in reward system that requires little or no input from you.

not have immediate rewards - eg exercise or eating healthy, hence harder to form into habit

For example, studies have shown that consuming a small amount of chocolate post-workout releases similar chemicals and neurotransmitters to those that will eventually be released by the workout itself.

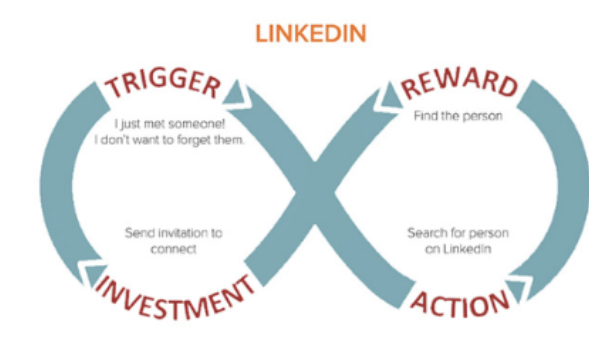
Same is true fro productivity - therefore we should make the user reward himself after a successful task

A Trigger or a cue, causes individual to take an action. Triggers can be internal or external. Think of strong emotions like loneliness, boredom, stress, uncertainty, that are internal triggers and ads, friend recommendations, messages, weather that are external triggers.

An Action or routine is what the trigger causes a person to do afterward. Actions on the web can be scrolling, refreshing, tapping, playing, listening, liking and so on

A Reward is simply something a person is craving for. This can take the form of recognition, acceptance, joy, competition, material and information rewards.

The investments is what users are prepared to do in order to get more rewards. For Ex: Introduced this habit from addition after seeing how repeated rewards add up. the LinkedIn connections, that make you easily invest more time in using the platform. Investments are for future benefits, such as money, personal data, effort, time, social capital.

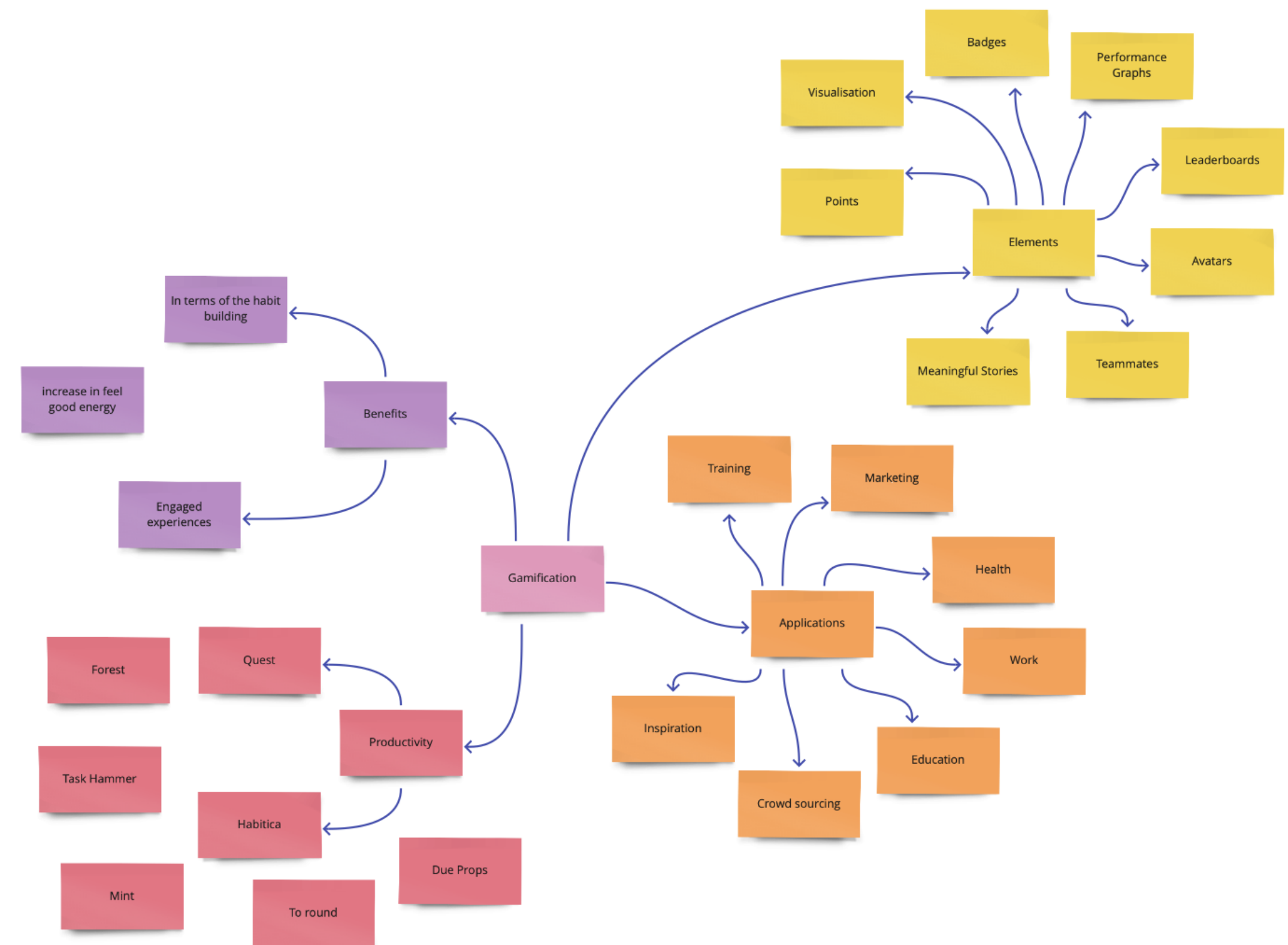


Gamification

> Benefits

- 80% learners claim to learn more in a game-oriented learning model
- 67% claim it to be more motivational to learn using this model

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



Gamification

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

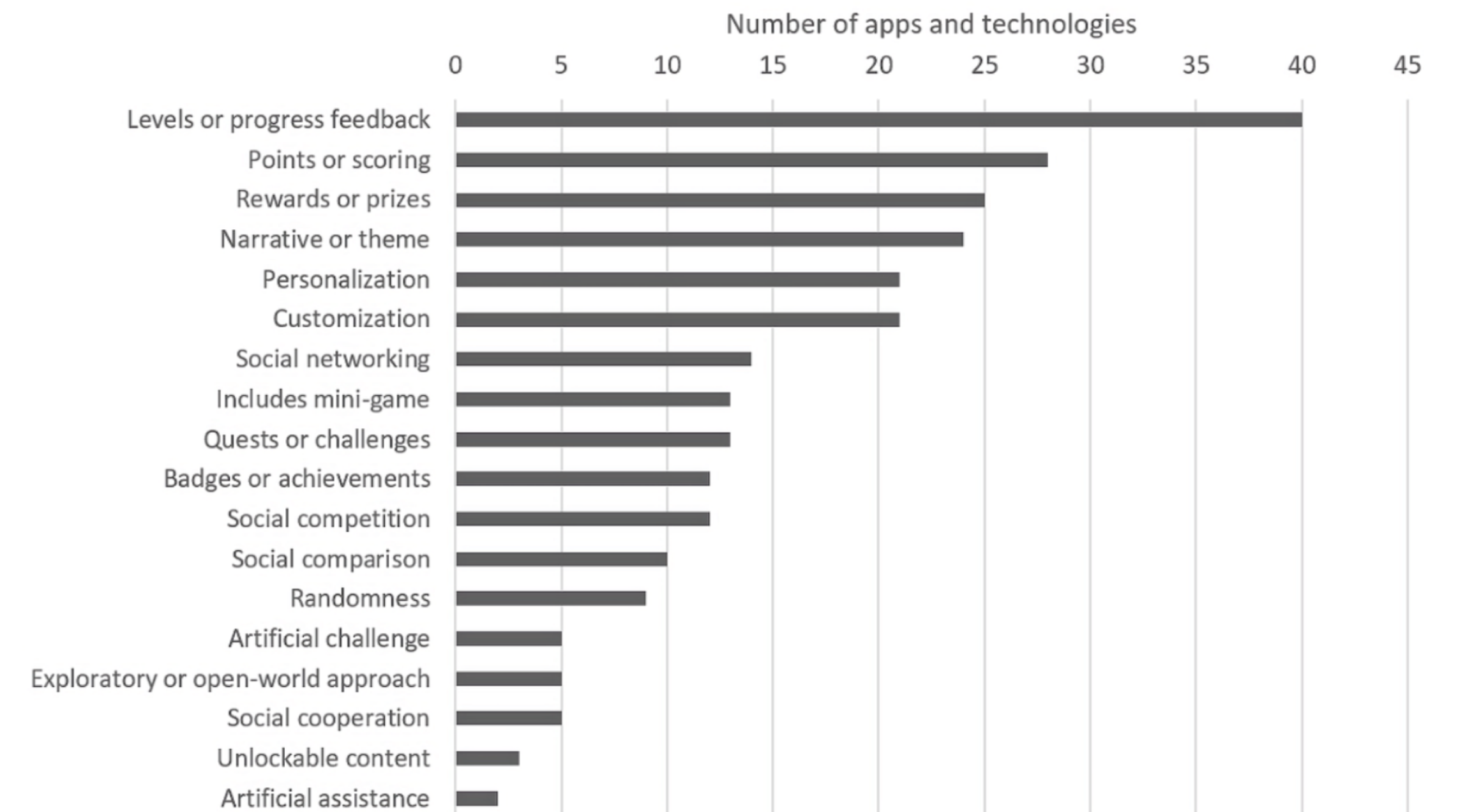
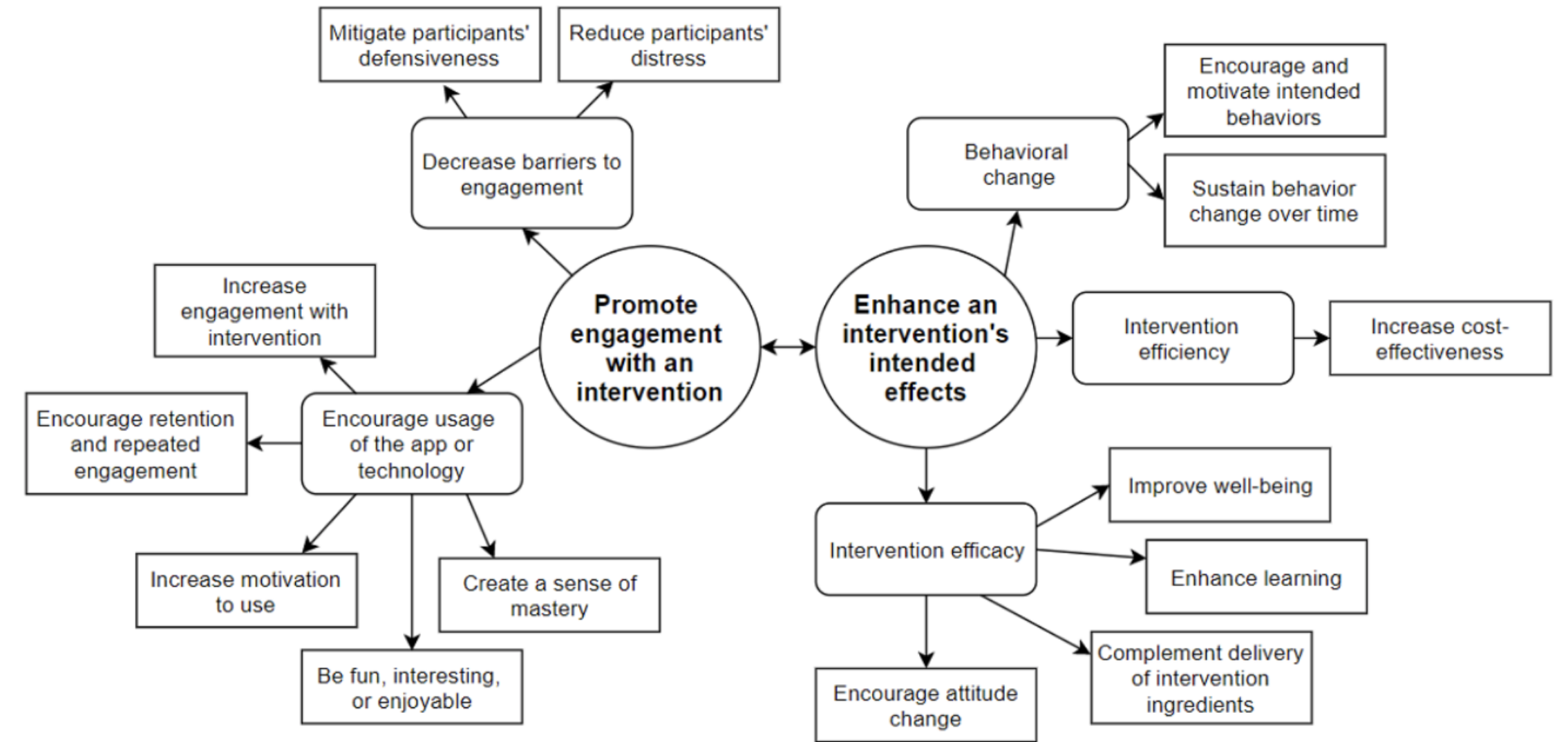
They are dashboards that are used to provide a pictorial view of the overall progress—including against others. The analytics keeps learners connected to the learning journey and aligned to meeting their terminal objectives.

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

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

Next steps

- › Use the data from above affinity to get features
- › Build scenarios for persona
- › Secondary persona
- › Information Architecture
- › Wireframes
- › User journey through scenarios
- › Start UI building

Thank You