Assignment 1
Group 6
Joshua T, Benjamin K,
Roland ML, Fadumo J

Needfinding

Table of contents

01 Team introduction & problem domain

02 Needfinding methodology

03 Interview results

04 Analysis

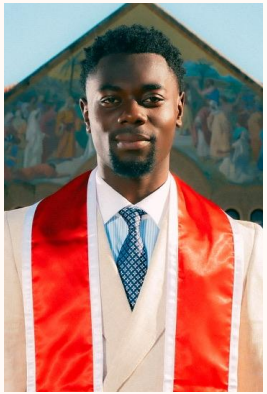
05 Reflection

06 Summary

01

Introduction

Our team



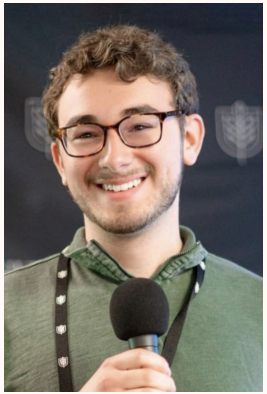
Joshua T

Coterm
CS (HCI) + B.A. Econ
London, UK



Fadumo J

Senior
Design + CS Minor
San Diego, CA



Benjamin K

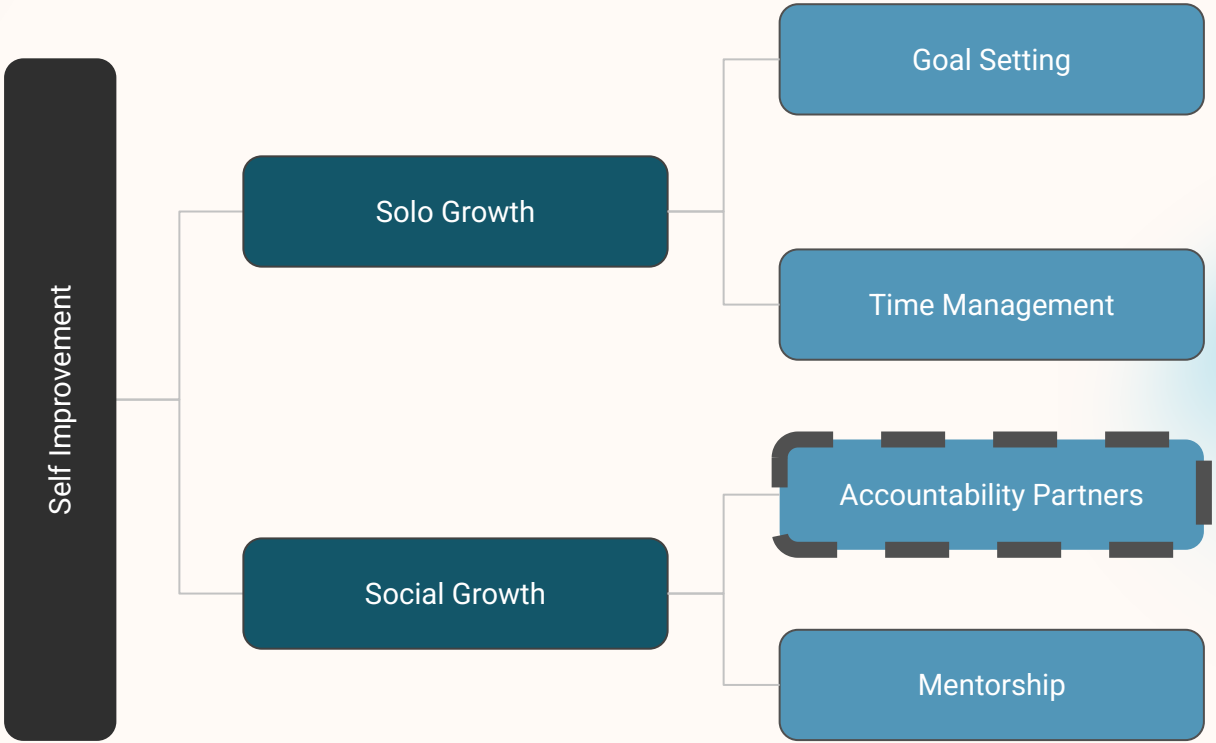
Undergrad
Computer Science
Walnut Creek, CA



Roland ML

Senior
Computer Science
East Palo Alto, CA

Selecting a Domain



02

Needfinding methodology

Needfinding Methodology

Participants

We selected from a diverse environment of commuters.

We **interviewed 8 people** in total across a range of ages and professions.

Interview Location

We hopped on the Caltrain from Palo Alto to South San Francisco and back, and interviewed willing participants.

Extreme Users

Two extreme users interviewed: a licensed mental health therapist and a beauty agency owner focused on improving self-image.

Apparatus

We asked questions and used our phones to record voice memos.

Interviewer Roles

Typically had an interview lead and an additional interviewer to ask supplemental questions. We also conducted some solo interviews.

What did we ask?

See key interview questions →

Are there any lifestyle habits or self-improvement goals you have worked on?

What problems have you encountered in this process?

What motivates you?

What has helped you achieve these goals?

Background questions:

How old are you? Where are you from? Student or professional? What are your hobbies?

Do you do any of these activities with other people? If so, why? If not, why?

How do you quantify success?

Do you respond better to soft or hard reinforcement?

Team Roles for Interviews

Interviewee	“Peter”	“Bob”	“Ishmail”	“Anne”	“Emily”	“Rohan”	“Isabelle”	“Mary” *Recording unavailable
Interviewer	Ben	Roland	Josh & Ben	Fadumo & Roland	Ben & Fadumo	Josh & Ben	Josh	Fadumo

03

Interview Results

“Peter”

34 year old Mental Health Therapist

Extreme User

- Male, 34 Years Old
- Lives in San Jose
- Has Partner, LGBTQ+
- Mental Health Therapist
- Enjoys Swimming, Netflix
- Mindful of Eating and Exercise Habits

“I did originally try like a mood app... but I haven't been consistent with that. I think for me, the only thing that really has been helpful is just making sure that I'm kind of completing the task through the sticky note.”



“Anne”

42 year old Legislative Aide and Political Organizer

Non-User

- Female, 43 Years Old
- Lives in San Francisco
- Attended SJSU
- Grew up in Sunnyvale, CA
- Enjoys playing video games
- Travels a lot

"I guess goals, those are different than tasks or to-dos, and I don't track them at all, which is why I never achieve them. I'm not ever saving up a bunch of money because I'm not checking in. I mean, there's a bunch of apps and stuff that would help with that, but I just end up not. I know you're making an app, and like, I need another app…"



“Bob”

34 year old
Licensed Marriage and Family Therapist
Average User

- 34 Years Old
- Lives in San Jose
- Has Partner, Peter
- Licensed Marriage and Family Therapist
- Hobbies are swimming, reading, gaming, social hang outs, and cats
- Mindful of Eating and Exercise Habits

“I have been trying not to use as much technology… [and] social media”

“[For my anxiety clients, I recommend] apps that are having like calming noises or things that are like relaxation, things that can monitor their heartbeats…”



“Ishmail”

22 year old
Recent graduate, Software Engineer
Low/Non-User

- Recently moved from Massachusetts to San Francisco
- Newly engaged, Muslim
- Software Engineer at a startup
- Exercises 4x week, used LeetCode a lot when preparing for interviews
- Doesn’t use social media except for Reddit and LinkedIn

"It's so hard to find someone equally as strong or equally as weak as you"

"I don't track any type of [goal]... I'm more so just in the moment"





“Emily”

40s, Female, Owns Feminist Beauty Agency, Lives in NY

Average User



“Rohan”

42, Male, Entrepreneur, Has Family with Kids

Extreme User



“Isabelle”

26, Female, Genetic Counselor

Average User



Mary

23, Female, Stanford Student

Average User

Participant Diversity

Age
- Ranges from 23 to 43, including participants in 20s, 30s, and 40s.
- Include students, professionals, and people with families.

Gender
- 50/50 split for Male to Female

Occupation
- Includes student, entrepreneurs, therapists, engineer, and doctor

Geographic Location
- Includes people who live in San Francisco, San Jose, New York
- Some interviewees lived for long periods of time in Texas, Columbia, New York, Massachusetts, and more.

Ethnicity or Religion
- Includes People with White, South Asian, Latin, Muslim backgrounds

04

Analysis

“Peter”

“I did originally try like a mood app. I forgot what it was called, but I haven't been consistent with that. I think for me, the only thing that really has been helpful is just making sure that I'm kind of completing the task through the sticky note.”

My physical health is important to me for living longer and being healthy

I want to be more consistent, but I am tired from work

Feels more energized during the weekends and tired during the week

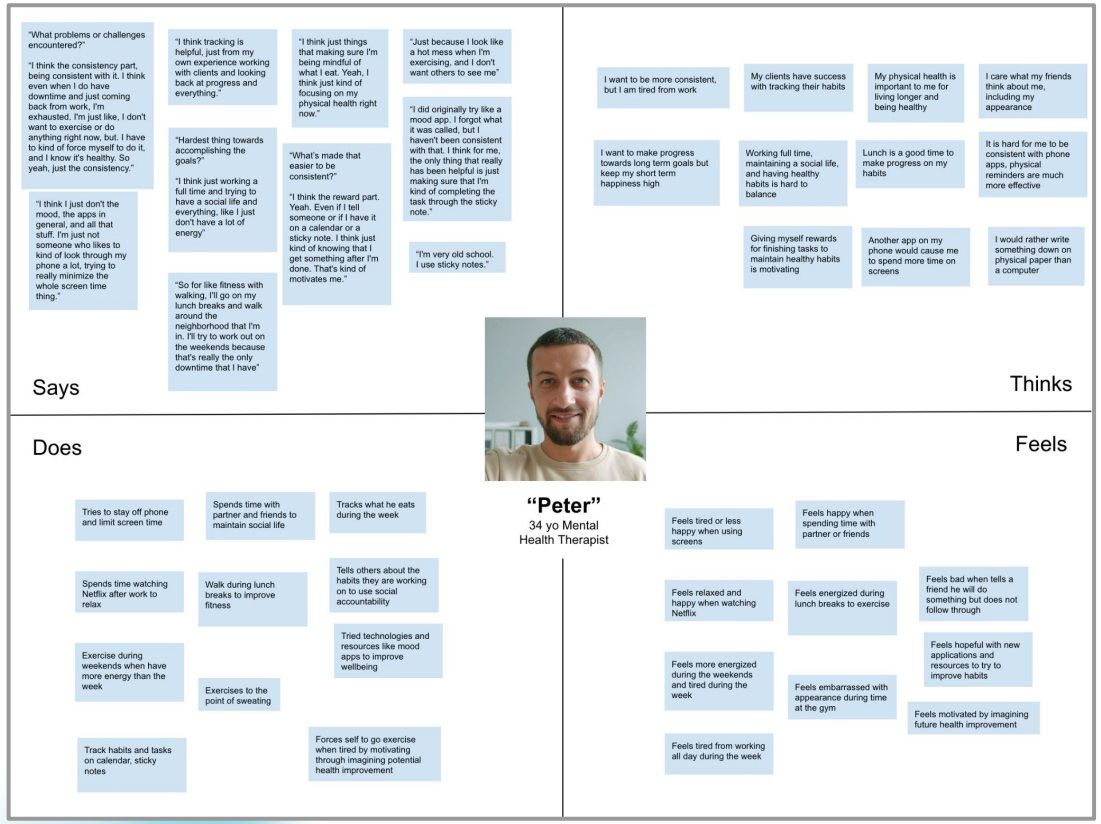
“Hardest thing towards accomplishing the goals?”

“I think just working a full time and trying to have a social life and everything, like I just don't have a lot of energy”

I want to make progress towards long term goals but keep my short term happiness high

“What’s made that easier to be consistent?”

“I think the reward part. Yeah. Even if I tell someone or if I have it on a calendar or a sticky note. I think just kind of knowing that I get something after I'm done. That's kind of motivates me.”



“Anne”

"I'm a grinder... keep playing until I can close off the loop on everything."

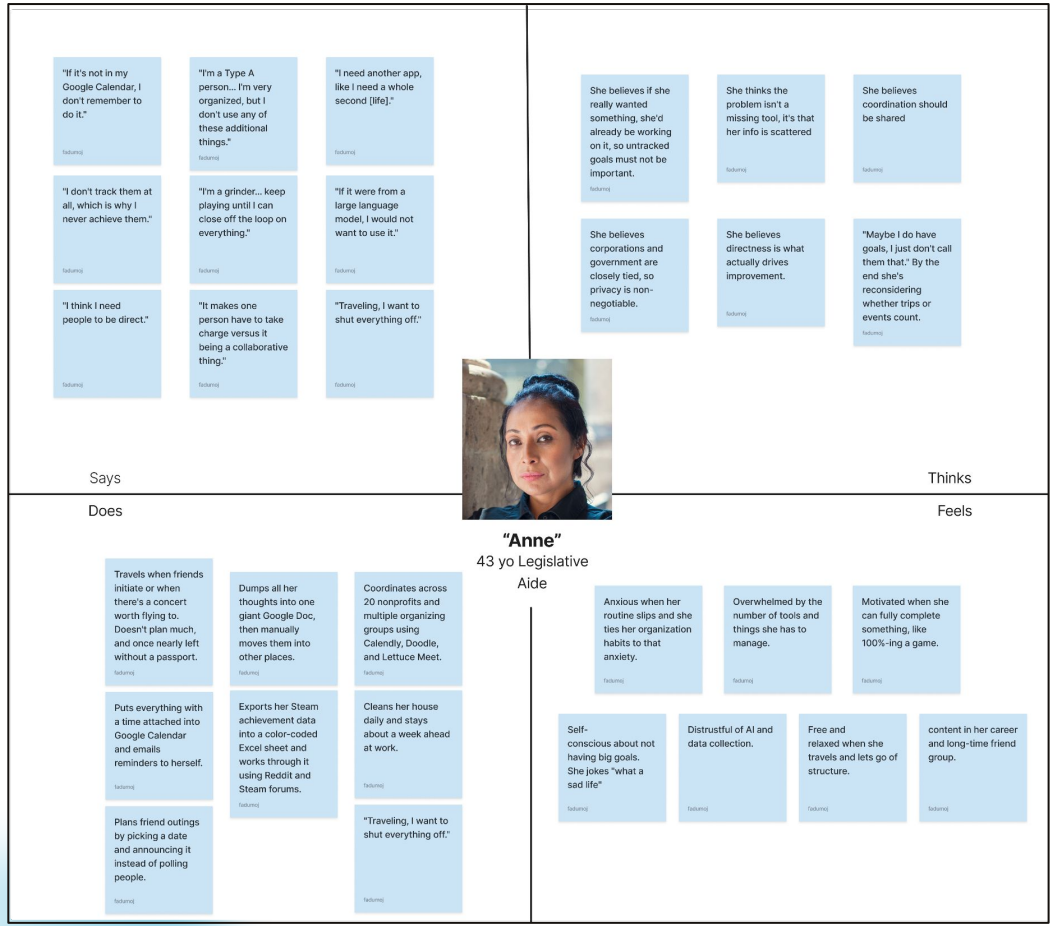
Overwhelmed by the number of tools and things she has to manage.

Coordinates across 20 nonprofits and multiple organizing groups using Calendly, Doodle, and Lettuce Meet.

"Maybe I do have goals, I just don't call them that." By the end she's reconsidering whether trips or events count.

"I don't track them at all, which is why I never achieve them."

Distrustful of AI and data collection.



“Bob”

"...I wish we [my partner] would work out together more, but our schedules are just very different."

Planned hobbies earlier in the week tend to get done

“I like to make to-do lists. So if I tell myself, okay, I'm going to work out these days, I'm more prone to do it…”

"it's kind of nice being told what to do when I get to the pool..."

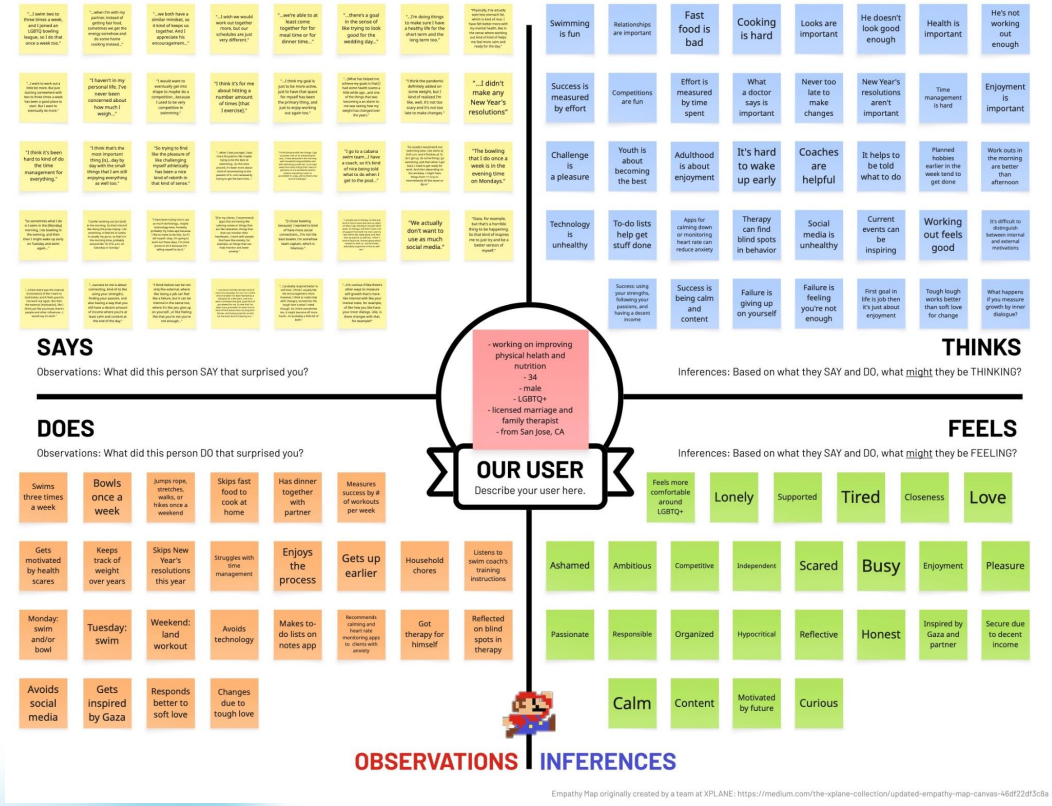
Content

First goal in life is job then it's just about enjoyment

Measures success by # of workouts per week

"I have been trying not to use as much technology… [and] social media..."

“[For my anxiety clients, I recommend] apps that are having like calming noises or things that are like relaxation, things that can monitor their heartbeats…”



Empathy Map originally created by a team at XPLANE: https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c8a

“Ishmail”

"I felt dumber" (referencing his TikTok usage and its effect on his cognition

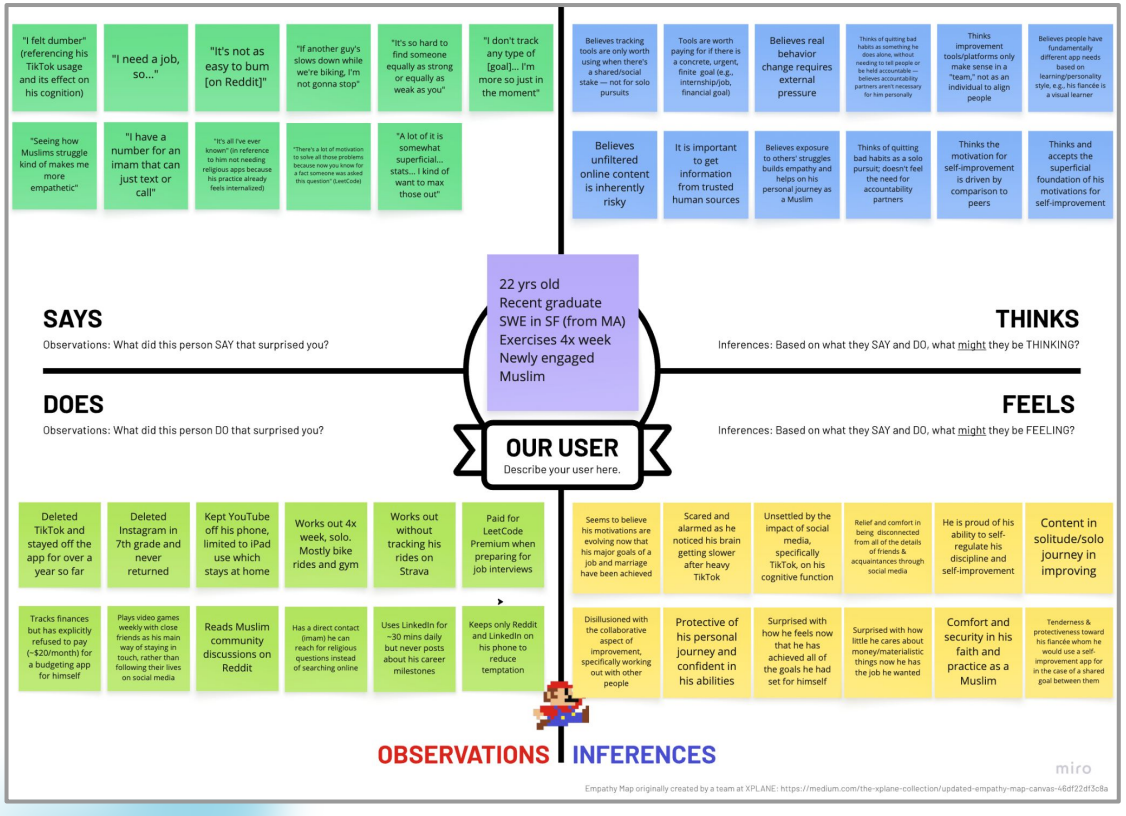
"Seeing how Muslims struggle kind of makes me more empathetic"

Works out without tracking his rides on Strava

Believes real behavior change requires external pressure

Uses LinkedIn for ~30 mins daily but never posts about his career milestones

Relief and comfort in being disconnected from all of the details of friends & acquaintances through social media



Key Insights

From	Observation	Inference
Peter, Bob	Writes down to-do lists on sticky notes (Peter) or apple notes app (Bob)	Writing down what to do helps to get it done
Bob, Ishmail	Job was first goal in life, then goals became about wellbeing + enjoyment	Self improvement goals change before and after getting a job
Ishmail, Peter, Bob	Has only used or recommended app/resources for quantifiable goals	Apps traditionally work best for tracking quantifiable improvement
All	Describe a struggle to balance time with all their commitments	Finding ways to save users time or work within time constraints could help their habits
Peter, Bob	Lack of energy is main reason Peter did not complete his improvement habits	Solving lack of energy would remove a significant barrier for self-improvement
Anne, Bob, Peter	Described being content with their life due to job and social life	Supporting people to improve their professional and social goals may improve wellbeing

05

Reflection

Reflection

How did the experience of interviewing meet or defy your expectations?

- Met: script helped set a base
- Defy: able to do 8 interviews in 2 hours

Were you surprised by anything?

- Willingness to talk to us
- Diversity of responses
- So many insights in so little time

How did you adapt in the moment?

- Asking open ended questions follow ups, specifically the how and why

Were there key differences to the examples shown in the design discovery lecture?

- We did not get any artifacts like nostalgic photos from their camera roll

06

Summary

Key Learnings

01	02	03	04	05
The ability to quantify progress towards goals is an effective way to motivate people	Providing rewards for accomplishing progress towards a goal is also an effective way to drive progress	Technology averse people need a single-function simple app or an alternative in the real world	The greatest challenge in healthy habits is consistency, which is challenged by lack of time and energy	Progress in professional life and social life are meaningful self improvement goals that increase life satisfaction

What’s next?

How will A1 guide A2?

- We will interview any demographic we did not capture well in the original interview set
- We will guide designing our solution with observations that the following are potentially effective:
    1. quantifying goals to progress
    2. providing rewards
    3. having a single-function
    4. promoting consistency through lack of time and energy
    5. enabling the individual process of self-improvement in professional and/or social life

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon** and infographics & images by **Freepik**

Thanks!