

Team Technology

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About Our Study



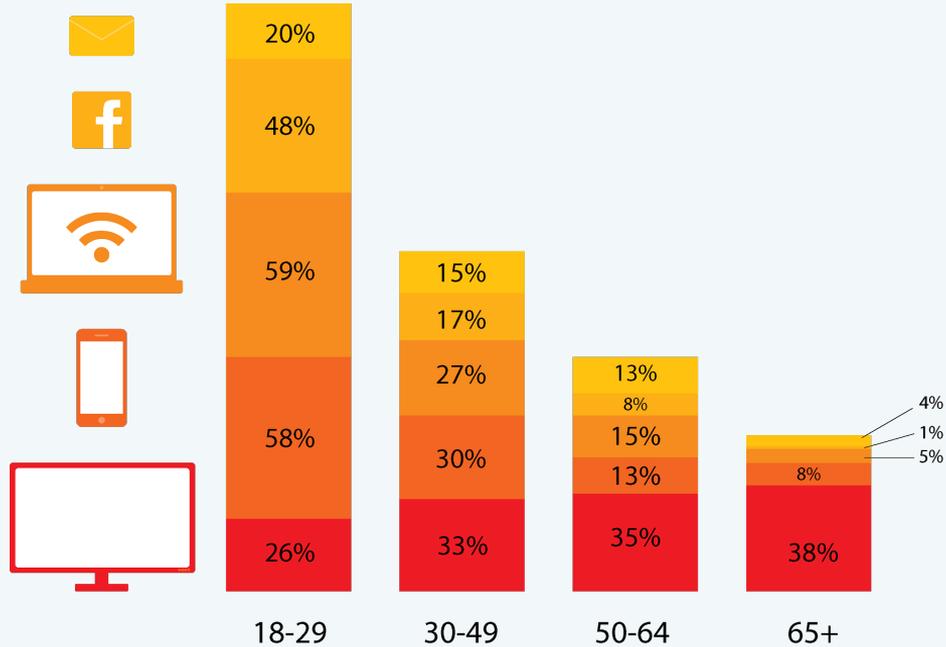
Have you constantly received emails or messages when you were working? Do you ever had a hard time getting familiar with a new technology?

Technology is developing rapidly. It has gone beyond human's imagination. There are many kinds of technologies involved in our life, such as smartphones, laptops, apps, wearables, IOT, AI, etc. They do benefit our lives, but sometimes they interrupt our daily routines as well.



Secondary Research

% of too much time, by age



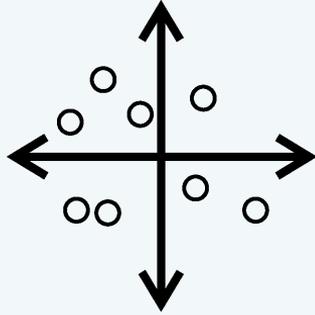
Source: <http://www.gallup.com/poll/153863/young-adults-admit-time-cell-phones-web.aspx>

Objective

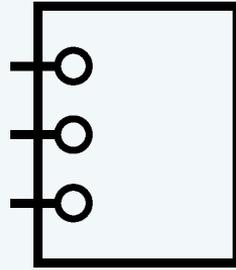


Our service aims to help people **get rid of disruptions** from daily useless technology and information. We want to help people **manage their habits to use their technology in a better way.**

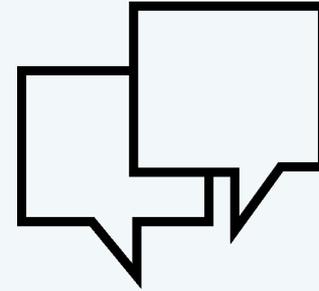




2 Graffiti Walls

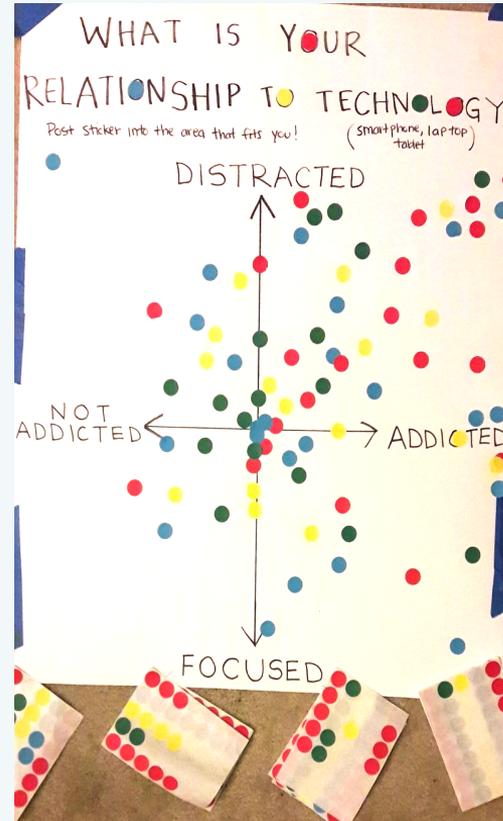
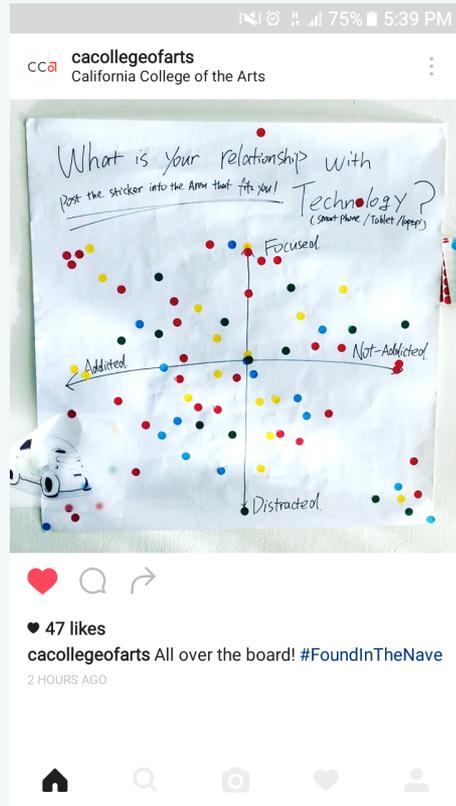


4 Diary Studies

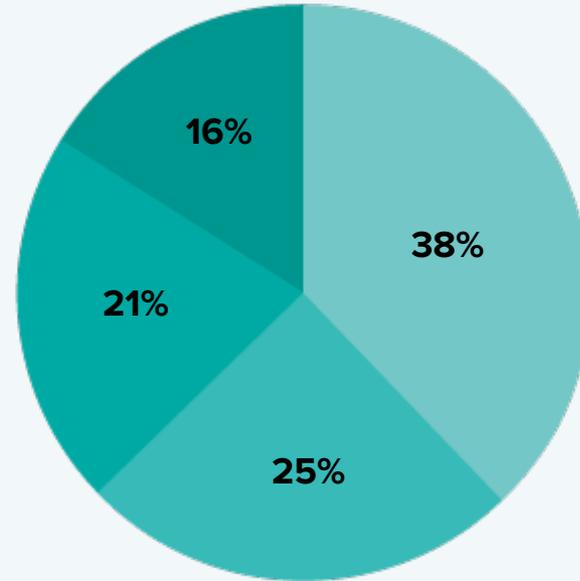
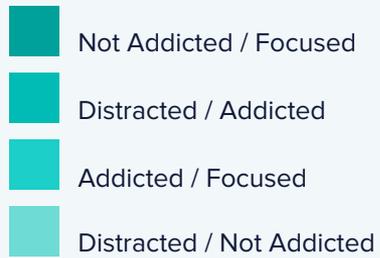


**6 In-person
Interviews**

Graffiti Wall



Graffiti Wall



Diary Study



Beatrice Zhou

“Keep myself feel connected”

She mentions saving time a lot, and connecting herself with outside world through the internet. She watches a lot videos and socially chats with friends to feel connected with them.

Emma Luo

“Working, working, working”

She wants a program to shorten her work time to provide her with more time to sleep.

Mengfei Sun

“I can’t live without my phone”

She loves to constantly check her iPhone, but won’t if there aren’t any messages or phone calls. Her phone also keeps her up at night because she get distracted by social media.

Yaqi Zhang

“Stay away from disruption”

She gets many notifications and ads during work. She wants technology to help her manage her time and stay away from disruptions.

6 In-person Interview (Age 18- 25)



Yi Mao

23, Graphic Designer



Moises Vertiz

18, Software Engineer Student



Fan Lu

22, Industrial Design Student



Tinna Gao

21, Illustration Student



Melissa Kim

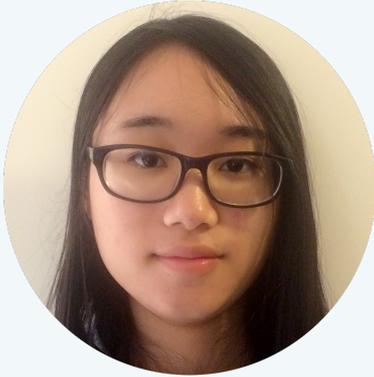
20, Interaction Design Student



Shuaiwei Wang

23, Finance Major Student





Tinna Guo

21, Illustration Student

“We are in a world where people can not live without technology.”

Goals

- Block notifications while working.
- Manage time so I can do more work.
- A program that can choose and play music to help me focus.

Insight

- People can never get lost with Google Maps.
- It is really important to have a portable camera as a designer.
- People will not be able to function without technology.

Persona - 2 Extreme User profile



Yi Mao

23, Photographer/ Film Maker/
Graphic Designer

“Technology should help people connect with other. People should go outside, have more face to face conversation.”

Goals

- He wants to have more face to face conversation with friends and family.
- He likes the feeling of collecting books or other things.
- He wishes technology can make his life much more efficiency.

Insight

- Technology should make people connect with each other rather than go opposite.
- There is less emotion, when he uses his phone to talk with friends.
- Time is limited for young people.



Synthesis



Ways to Focus

with cellular internet, CoCo Chrome, Learning Styles, Brain, 100, writing coach	Keeps self focused with music	wants to procrastinate before going to work	Take a nap	Drink coffee	deal with emergency, fast and back to the zone
is very hyperconscious	Important things makes me focus	Feel responsible for sth make me focus	Interesting project	start with rough sketch	Play hard before work
Enjoy what I do make me focus	Be willing to go or use	Listen to the music	Make all the things I see the table organized and clean	Have to be focused when deadline comes	
force yourself to not to be focus	Reject use phone in class				
there are applications to help people focus					

Usage of Tech

work	assistance	self management	social	Entertainment	Music	food
Homework/ Research	Uses GPS Navigation for positive tech experience.	Check email every morning	Social media	Video Games	Use phone mostly for music	uses tech to find food
uses phone for entertainment, management, navigation, homework	use phone as a watch to check time	Track health condition in the blood pressure device	uses phone when alone in a public space.	News	Listen music on the bart	Order food delivery (UberEats/Deliveroo)
Microsoft Office	use phone as a calculator	Email	to contact people	Turn on TV watch to news	Listen to music on phone	
Adobe	Edit photos on the laptop	Check messages	Communication	most usage for tech is entertainment		
Take Notes	Check Time	Google Drive	Uses tech for daily communication	Online Shopping		
E-book save storage space	Lyft/Uber	wishes to use tech to self-charge		use technology mostly for work and entertainment		
Reading	Check Weather	Stocks		when not on phone, plays video games or watches tv		
3D model design	It is really important to have portable camera as a designer	uses phone for entertainment, management, health, etc, homework				
Sketch	Use phone as a small camera					
Use technology mostly for work and entertainment						

Hopes/Wishes

get rid of social media notifications when the work	Living my life without a schedule, I can't hang out with people when often	self management can be done better if phone	Want to Manage the time to do more things	Smarter technology devices
Hope the speaker can be taken anywhere	Want to have face to face conversation	Want contact Choose printed books	Manage time to do multiple things	Make daily life convenient and efficiency

Negative feedback on Tech

Feel technology is not emotional and personal feeling	overworked, hurt wrist
Struggle with a smartphone and using Bluetooth speaker	had bad posture when working
hate get notification when working	hate constantly receiving visual things from mailbox
bad for eye and posture	rejects computer game rules
People's connection was linked by technology	self management by none (st)

Positive feedback on Tech

Shorted the travel time	Has a close bond with tech
Many choices for users.	Won't get lost with google map
Help with the works	technology makes life easier
Convenient Life	It is really hard to live without technology

Living without Tech

travel:	never used technology for navigation, as it is in paper
Have more communication and close connection with people	Does outdoor sports to live without tech
Struggle with people without tech	Feel
Living with nature	

Quotes

Multi-Use of Technology

"Anything is possible (in tech) right now."

During the work time, I like using electronic books. It is convenient for storage. Storing no moving books are problems for me.

uses phone for entertainment, management, health, do homework

Get suggestion and author from my phone and also read it on my laptop

It is a situation associated about reading books.

relationship with technology

"I love technology, I will not volunteer for living without it"

"I will not be able to function without technology"

"I rely on technology"

"To me, Technology is like a friend."

"It is a very close bond with technology."

"I can't have Facebook, because everyone will message you. Facebook requires and that I can't use those kind of things."

When you use your phone talks to people, there is less emotion involving in it.

Passion & Focus

"I will be in my zone when I was focused"

If that thing is the thing you really care, it will make people can't even read the book or the text and when the distraction would not be the problem.

"I only think on deadlines"

"I will check my on technology devices when I feel tired, but it seem be hard to look to focus on my work"

Living without Technology

"It's comfortable to living in the nature, with no WiFi or signal."

"I can live without technology if I'm not the only one because I mean I'm not responsible for anything."

"Living my life without a schedule, I can hangout with more people."

Connection & Conversation

Technology should help people connect with other, but know the most great opposite. People should go outside, have face to face conversation.

"I can live without my phone. The use is doing more business activities such as other matters, hang with friends and other stuff."

"Technology made the connection between people became far away"

Self control

"People need to have more self-control"

people over rely on tech

"Technology is never a bad thing, it's people's fault that they can't control themselves"

Time-consuming

Time is limited for me

Technology is more about bringing people benefits. It is about making your daily life convenient (efficiency).

"Video games are not bad, they can help people relax. However, people can easily spend too much time on video games"

Technology uses many mobile devices. But when you spend much time on one thing such as game, doesn't mean you have time to do anything, go back home.





Key Insights





"Anything is possible (in tech) right now."

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Moises Vertiz



“Usage of Technology”



Smartphones have become a one stop shop for everything they need. People mainly use technology productively for work, assistance and self-management.

- People use technology mostly for professional work and for assistance to do it more efficiently.
- Self-management software helps people do things on time and stay connected through notifications.
- Technology helps people manage health conditions.





"I will be in my zone when I was focused"

-Fan Lu



“Ways to Focus”



When people feel the urgency to respond to something, it is easier for them to focus if they are also passionate about what they're responding to.

- Passion comes from interest.
- People become more focused when deadlines are approaching.
- People need motivations, such as deadlines or emergencies, to become focused.
- Music is one of the main ways people stay focused when working.





Technology is more about bringing people benefits. It is about making your daily life convenient (efficiency).

- Yi Mao





"I can live without technology if I'm not the only one because it means I'm not responsible for anything."

- Tinna Guo



“Hopes & Wishes”



People desire quality time to do more such as have more face to face conversations with the people in their lives, and have control of notifications when working.

- Face to face conversations have become rare.
- People want to spend more time with family and friends.
- There are too many social media and entertainment notifications when working.
- There is desire for a more consistent and stable technology that makes suitable decisions.





“When you use your phone to talk to people, there is less emotion involved in it.”

-

Yi Mao



“Negative Feedback of Technology”



Overworking has led to mental and physical health conditions.

- Online communication lacks personal and emotional connection.
- There is a need of humanized tone or behaviors inside of smart devices.
- Spending too much time on the screen has lead to tired eyes and bad posture.
- Being outdoors is missed when staying connected online



"To me, Technology is like a friend."

Shuaiwei Wang



“Relationship to Technology”



People share a very close bond with technology, they cannot live without it.

- There is an over reliance on technology.
- Technology has become a friend.
- But some people don't care for online communication.



Recommendations



- Explore methods that can help people do their work more efficiently.
- Music can be used as a trigger to help people focus.
- Create urgency for productivity by setting up deadlines.
- Provide more control and customizations with social and entertainment notifications.
- Find a medium between balancing work and family time.
- Working and being outdoors may have positive impacts on mental and physical conditions.
- Add interactive features in smart devices to express humanized tone, behavior, and language.





Thank You!