

Design thinking

The big five



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EMPATHIZE



DEFINE



IDEATE



PROTOTYPE



TEST



IMPLEMENT

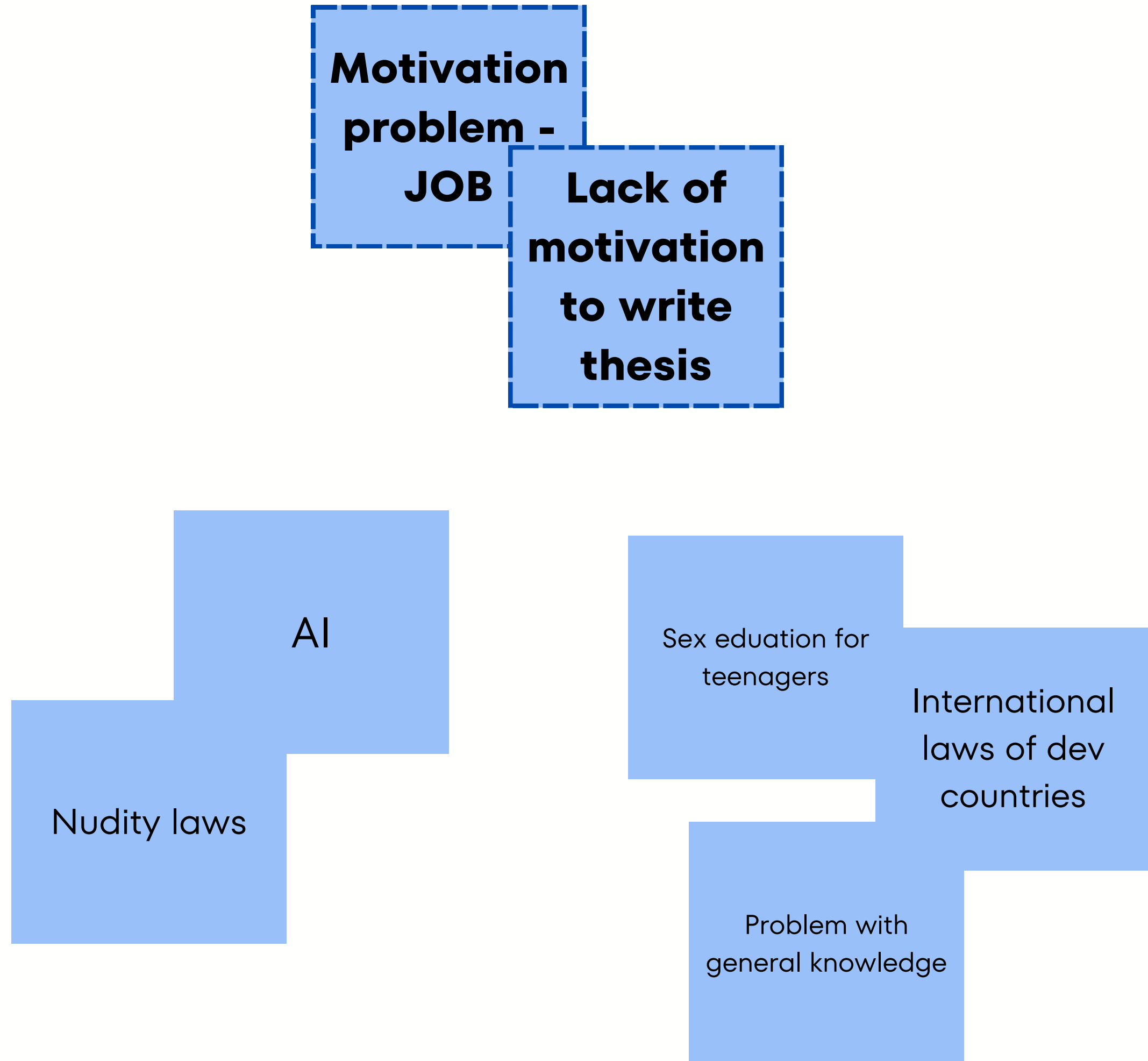


Choosing a problem of concern

We observed what problems we've met while doing usual daily activities. Our problems may be also other users problem.

In this process we needed to remember to focus on users. As designers we for example can't change law.

Our core problems were Motivation with doing Job and Lack of Motivation to write thesis.



THE BIG 5

INTERNATIONAL
STUDENT PROBLEMS
Mental health
Problems in the
Middle East
Working for
- discrimination
- abuse

INTERNATIONAL
STUDENT PROBLEMS
- no protection
- no support
- no rights
- no justice

INTERNATIONAL
STUDENT PROBLEMS
- no protection
- no support
- no rights
- no justice

Utility
laws

AI

MOTIVATION
PROBLEM
- 300

lack of education in
using my own
language
Lack of internet

no education for
foreigners
of human rights
protection

international
laws of dev.
countries

Choosing a problem of concern
21.03.2023

Problem mapping

This method is used to understand a problem before coming up with any solutions.

In our case we've done an exercise something is like something - analogies.

It let us think about this problem from different perspectives like experiences, emotions, consequences and even existing solutions.

An old married couple

Sometimes you love it and sometimes you want to leave it alone and run far away

Rollercoaster

It have ups and downs

WRITING A THESIS IS LIKE...

Good set of exercises

You feel satisfied after making it.

Being detective

You have to search new motives to write.

Interview

Doing interview let us understand another person's thoughts, feelings, and motivations. We can understand the choices that person makes and their behaviour traits.

It was an important step because hearing someone's story let us spot things we wouldn't think about. It also showed on what our respondents focus more and what was most important to them.

While doing interview we focused on STORY

WITH WHOM?

- Person who is writing thesis
- Person who already wrote thesis

MAIN QUESTIONS

- How writing process looks like?
- How casual session of writing looks like?
- What emotions accompany you while writing?
- Do you have any habits?
- What helps you writing?
- What you consider as obstacle in writing?
- What is your motivation to write?
- Do you do any other things expect writing?
- How you handle deadlines?
- Do stress help you writing?

We knew persons we interviewed and they knew us so while talking they could feel comfortable and talk freely. It helped a lot.

Of course we wanted to hear the story but we have set of questions to ask about if our respondents would forget about matters that were also important to us

Interview

office: 22 years old man who is finishing his thesis.

notes:

- He likes to make several activities and to take advantage of the time.
- He is a person that now is in Erasmus.
- He does not have a specific routine, but he goes to the gym in the morning and after to classes, he cooks the lunch, and he writes the thesis usually in the afternoons – **IT IS NOT THE MOST IMPORTANT PART OF THE DAY FOR HIM.**
- As he is an Erasmus student, his home university does not allow them to choose the Erasmus destination or the specific topic of the thesis. The only information he was given was that it would be related to materials. – **NOT AN OWN DECISION.**
- He usually writes the theoretical part of the thesis at home. He usually keeps a notebook to write down all the information of the experimental part, so he documents more or less all the information and then he writes it down in a more "formal" way – **HE HAS THE IDEAS SCHEMATIZED IN ORDER TO NOTE THEM.**
- First he creates an outline of all the information he wants to write about in order to have a clear idea and to find the exact information. – **ORDER IS VERY IMPORTANT.**
- He usually writes things down during the whole process but when it is closer to a deadline he always writes more things down and he is more productive – **WORKS BETTER UNDER PRESSURE.**
- He likes to have one phase finished before he can start on another.
- if he is writing for a long time or if he is tired, he gets uninspired and it becomes very difficult for him to keep going – **LACK OF INSPIRATION**
- When he was told that he had to do a subject related to materials, the truth is that it did not motivate him at all, but when they explained him better what it was about, he found it very interesting. It is a very broad and enriching field that interests him a lot. He didn't know the teacher at all but he has learned a lot from her and she is helping him a lot. – **IT IS NOT HIS OWN DECISION BUT HE IS VERY HAPPY WITH IT**
- At first he starts writing with motivation but when he runs out of ideas he gets frustrated and has to put it off for another time. – **LACK OF IDEAS + FRUSTRATION**
- He understands that this is a phase he has to go through in order to finish his degree and it is not too much of an effort. - **DOES NOT AFFECT YOUR OTHER ACTIVITIES**

Interviews
10.04.2023

INTERVIEW

Klaudia - she is writing her thesis now

1. General motivation to do things

She is not really motivated, she has problem with motivation - she is usually disrupted by many things e.g. social media

2. She is spending too much time on the internet, she is writing a few sentences and then she stops because another thing occurs and she is losing attention

3. Story - how process looks like

Usually she is making a coffee and she is preparing all the tools she needs like laptop, notebook ect. And what is keeping her to do this is setting the timer so she can think and write her thesis for a for example 40 mins without disruptions

Can you do that? Can you stay focused for 40 mins?

It is alright because she got used to it after few sessions of writing, when she is doing it nearly every day for a week she doesn't have any problems to stay focus of 40 mins

Do you do it every day?

Few times a week

Do you plan when you want to write?

Usually she is planning the days when she wants to write but it's not really working every time but she is trying

Sometimes she plans to do the writing session ahead but she drops it because she feels unmotivated

The interruptions like TikTok, instagram, thing on the internet - she is spending too much time on it and even when she is making plans in the calendar to do the writing - she is not keeping it

How usually you handle deadlines?

Deadlines are not a problem, she is writing down every deadline in the calendar - reminders a week or few days before, so she is really good at keeping it because she doesn't like postponing it and doing things on a re-sit exam session

What helps you writing?

First of all - cleaning her room, do not having anything on her sight but also having many tabs open with bibliography, notebook that she can make notes every time she wants to

What are the obstacles while writing?

The main problem - she is working right now so she has a little time, she lacks of time for another subjects, meeting friends ect.

Does stress help you? Stress is more motivating for you or more freezing?

While writing the thesis - second one, because... no - it's both. It depends what she is stressing about. Sometimes it is bad freezing stress when she cannot do anything and another time she is stressed but it motivates her. Not very clear.

Do you like your topic/teacher -- Did you choose your topic?

She chose the topic year before so she has no problem with that. Of course she has few modifications after consultations and she is really proud of it and she is in the good contact with her leading teacher so she has no problems.

- What are feelings while you need to start writing?

She is really positive, she is trying to feeling motivated because she knows that if she would have negative feelings (im tired, i don't want to do this) it would lead to nowhere so her thoughts are "okay i need to do this".

- Are you more motivated when you already start writing?

She is more motivated now because she is closer to finishing it, so she has thoughts that she write so much already so she cannot just drop it now, so she feels more motivated

- Feelings while you have block in writing

Im having a break because she knows that she cannot do anything. Sometimes she tries to write something but when that block comes off she just changing it. Feelings - not negative or positive - rather neutral.

- How writing or not writing affect your personal life?

She is having less time for friends, she can't be at the work so much time, she is thinking that she is developing herself and knowing much more stuff that she knows already.

- Is sharing with someone helps? Grumbling, complaining, linger

Yeah she is consulting with many of her friends, because she wants to know if it sounds right for example or if its not nonsense what im writing, because if she spends too much time on writing she doesn't know if that's correct.

Is lingering helping you or makes you feel less motivated?

In general lingering is not good, she doesn't like to linger, but of course every person needs to do this sometimes, so of course she does it too and it sometimes helps

Do you plan when you want to write?

Usually she is planning the days when she wants to write but it's not really working every time but she is trying

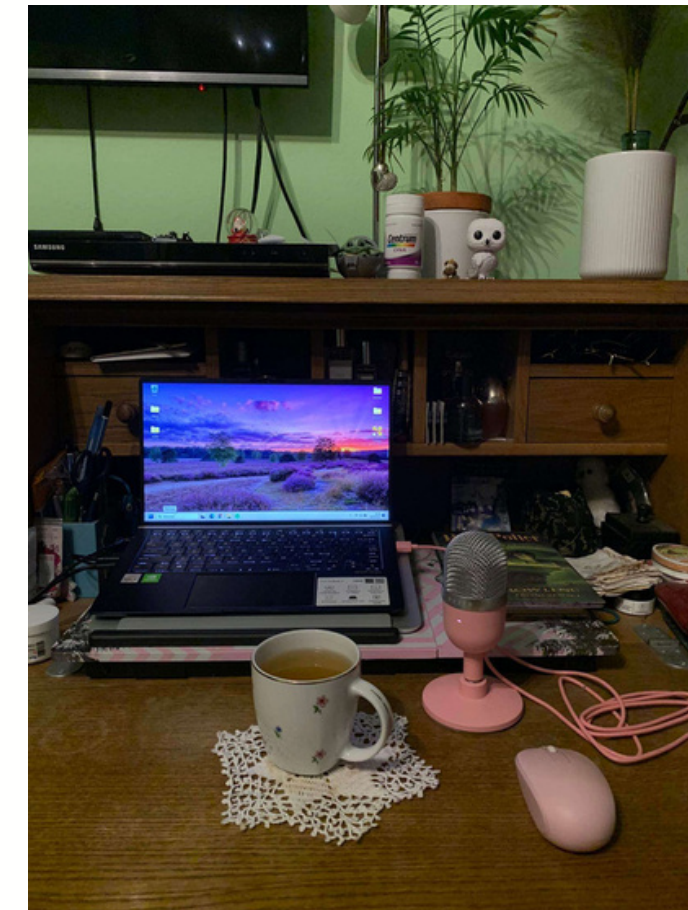
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- She needs her writings to be checked before sending. It is checked by her boyfriend or with her mum. They are telling her what sounds repetitive, where she missed commas etc.
- She also finds it helpful to talk with her friends about her writings. Friends who also write things can give her emotional support. Listen to her complaints (and understand it). They often cheer her and it helps with writing and not throwing everything to bin
- She talks with other people about her writings. And talking with others who write or who wrote a thesis motivates her. When she hears that someone wrote something she feels motivated to also do some work
- She also likes talking with others because they often share some kind of mechanisms that help with writing like Redactor in the World.



- Paulina writes a lot. She wrote bachelor thesis and now she is writing master 's thesis. Additionally she has to write some things for her studies like essays and sometimes she writes poems.
- When she starts writing new document/things then it is very laborious work and it is hard to motivate herself. She needs to plan everything before she starts writing. Feelings before writing, it's for sure sometimes it's such a big demotivation, tiredness, weariness, such a bit of resignation that you have to sit down to write it, but I have no idea sometimes and it's hard.
- When she is writing day after day it is easier for her to focus, motivate herself and start
- When she starts writing she turns off her applications on phone and make phone in "do not disturb" mode
- Always before writing she needs to make a cup of tea and clean her room. It can be chaos but it need to be ordered chaos
- While writing, after she starts, she becomes focused and wants to immerse more into the topic, write more and write good stuff. She thinks she did a good job when she wrote 3 pages. If she is busy with daily life things half of the page is also good because she knows she did something.
- When she starts she need to do research first - some books, some quotes with pages
- She can start writing in a day around 12 but mostly her writing happens at night because there is little stimulation around. She needs a silent area, without changing daylight and any noises from around. Music doesn't help her. She cant write with music but she can do a break to listen music and then go back to writing
- Stress is a big obstacle for her. Sometimes she is too stressed to write and then she punishes herself for not writing enough.
- Deadlines stress her but she doesn't think that they are bad. She says that she needs them because she wouldn't start writing early enough. She would think that she still had time. Deadlines help her to split the job and do the job. But she thinks that for her it works only if she will start early enough so the stress won't become too much.
- Her motivation to writings are: deadlines, satisfaction, good marks, the ability to express yourself, want to feel that she made a good thing, she wants other to be proud of her
- Exploring a specific topic is also a help. If she is interested in something she will faster start writing about it.
- After a good session of writing she made a treat for herself. She let herself eat (if she was hungry) or feel free to watch a serial or read a book.
- She chose her bachelors and master thesis topic herself. She like it. Both topics were accepted by the promoter. Master thesis topic was little changed by the promoter to sound more scientific. She had little problem with thinking about her topics but when she got an idea she knew it is what she wants to write about
- She feels she doesn't need to consult her writings with promoters. She doesn't need help with what to write. She prefers to get feedback about technical things like where to put a comma, what she can add to already written stuff.
- She also was liking when she had classes when she could learn about programs that help writing (bibliography manager) or how to analyze serial, movie
- She needs her writings to be checked before sending. It is checked by her boyfriend or with her mum. They are telling her what sounds repetitive, where she missed commas etc.
- She also finds it helpful to talk with her friends about her writings. Friends who also write things can give her emotional support. Listen to her complaints (and understand it). They often cheer her and it helps with writing and not throwing everything to bin
- She talks with other people about her writings. And talking with others who write or who wrote a thesis motivates her. When she hears that someone wrote something she feels motivated to also do some work
- She also likes talking with others because they often share some kind of mechanisms that help with writing like Redactor in the World.
- She doesn't like sounds around her but she doesn't mind working with others. With her friends she has a special channel on Discord where they sit with muted microphones and just work together in silence. It motivates her because she feels that someone is doing it with her. Silent support. When she can't sit on the channel with other she stills feel motivated because "if someone was working I will work too"

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WHAT WE HAVE LEARNED

- having breaks is important

- routine, calendar, plan and day to day writing helps

- The main distraction is cellphone

- rewarding system is important

- people like to write about something they like

- talking with friends about the thesis helps

- deadlines are stressful but helpful

- a clean room, having a comfortable place, drinking tea coffee etc. helps

MOTIVATORS

Having routine

liking the topic

talking with friends

deadlines

recognition

guilt

treats

HABITS

writing every day

routine/no routine

having coffee/tea

cleaning room/study space

having breaks

calendar/setting timer/plan

finishing the old things to start something new

turning your phone off

DISTRACTIONS

friends and family

cellphones

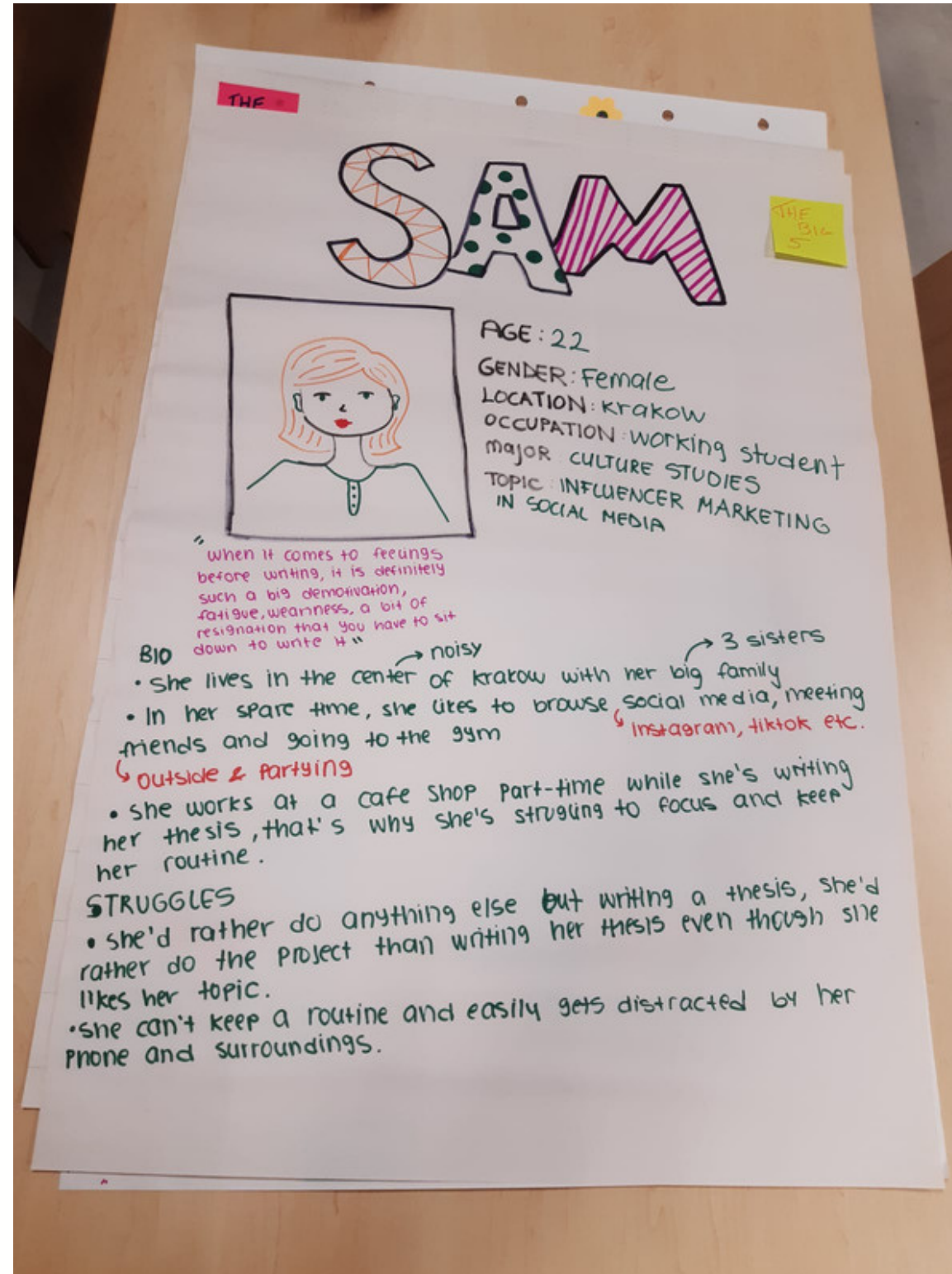
noises(sounds/music etc.)

other habits

DEFINITION

Persona

Personas are a powerful tool for understanding and catering to the needs of specific user groups. By leveraging personas, businesses and designers can create user-centered solutions that improve the overall user experience.



Persona

Last year Master's
Degree Student

Very occupied
(working student)

Big family

Can't keep a routine

Likes to browse the
internet, meeting
friends and going to
gym

Lacks motivation to
write her thesis
despite liking the
topic

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Quiet Brainstorming

It is a technique that allow participants to use their creativity without the pressure or influence of others.

How can we avoid distractions caused by social media while writing a thesis?

60 different ideas

Most relevant ideas:

Turn off the cell
phone

Put restrictions on
your cell phone

Give your phone to
someone

Installation of an
app to block social
media while writing

Shut down
notifications

replace mobile
phone with
books/newspapers

Do not disturb mode
while studying

Uninstallation of
social media apps

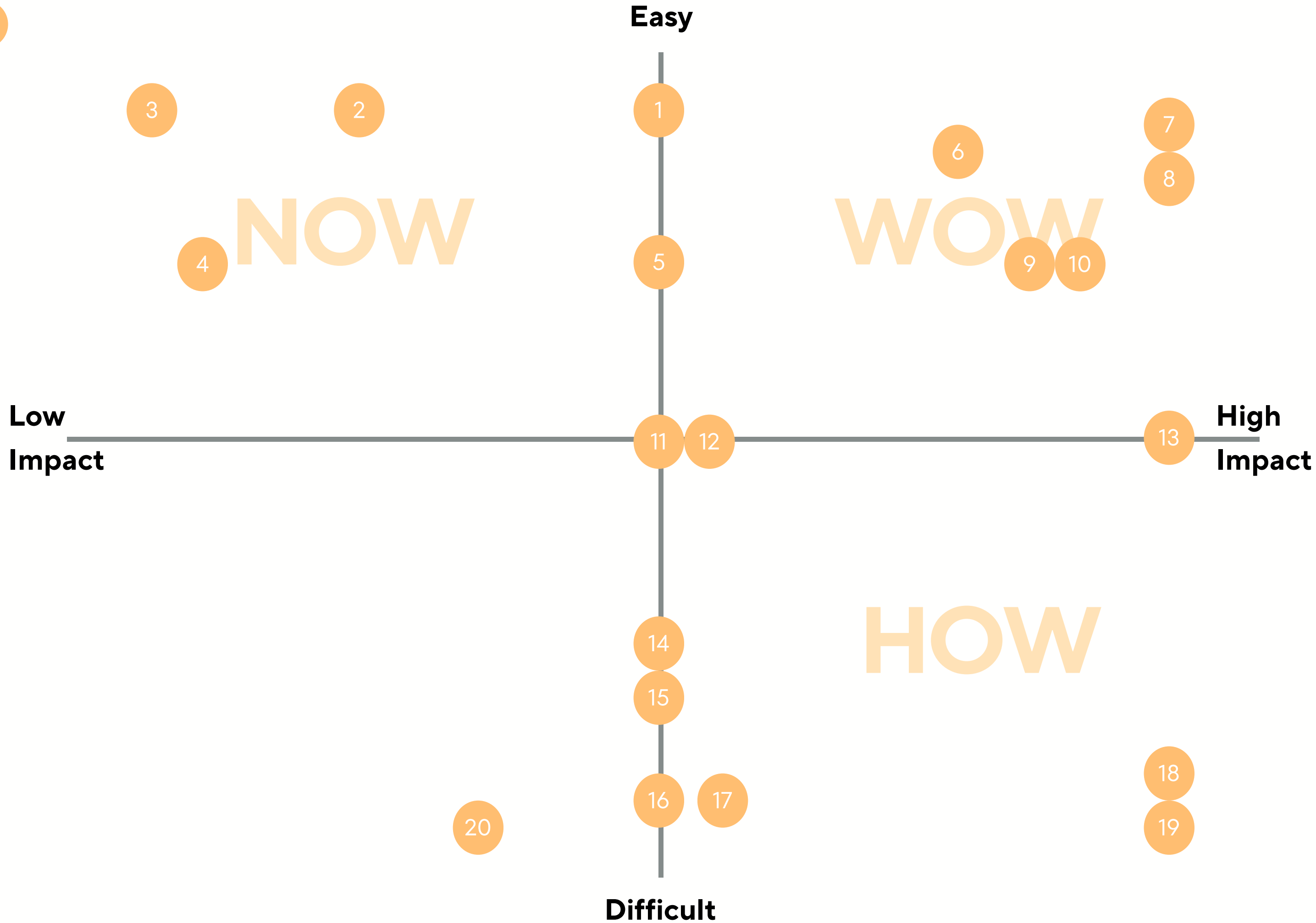
Impact map

The impact map is a tool that is used to prioritize and visualize the potential solution or ideas based on their impact and feasibility.

- 1 Planning / to do list
- 2 Turn the phone to grayscale
- 3 Text your friends that you are busy
- 4 Accepting that you have different moods
- 5 Rewarding yourself after some achievements
- 6 Phone with helpful apps
- 7 Organising the work
- 8 Physical calendar
- 9 Turn off the notifications
- 10 Turn do not disturb mode on
- 11 get help from others
- 12 Leave the phone in another room/place
- 13 Friends that motivate you to study
- 14 Focusing on the reward
- 15 Doing the job for your own good
- 16 Make the work fun
- 17 Healthy relationship with social media
- 18 Routine
- 19 Focusing on the good results
- 20 Limiting apps

Ideas obtained from different activities

IDEATION



Idea Napkins

After having classified the ideas in the impact map, four different idea napkins have been made, specifying on the one hand the problem that has been focused on, the title of the solution, a sketch and a short description.

the problem to be solved

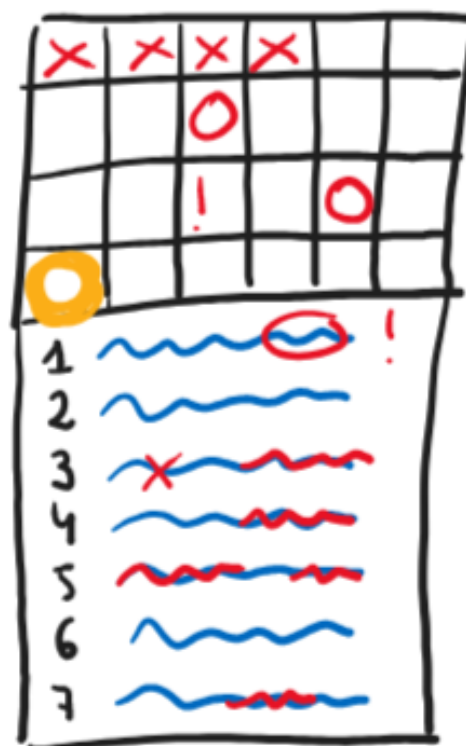
- 1 Idea name
- 2 Sketch of the idea
- 3 Short description

IDEATION

How to apply a routine?

1 Routine

2

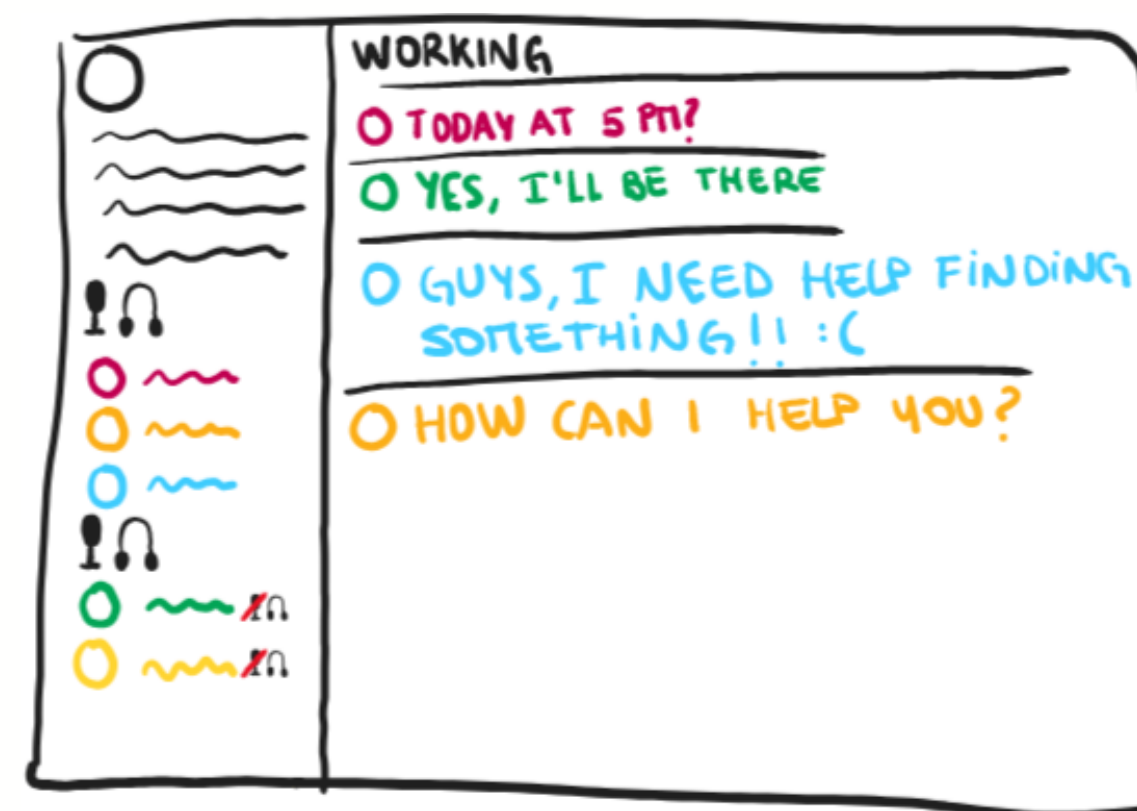


3 Making plan, sticking to it, repeat and don't stop

How can you be motivated to study with friends?

1 Frivady

2



3 When someone helps you with your work you are more motivated and sometimes you do things just to catch up

IDEATION

How can you give yourself rewards?

1 Rewarder

2

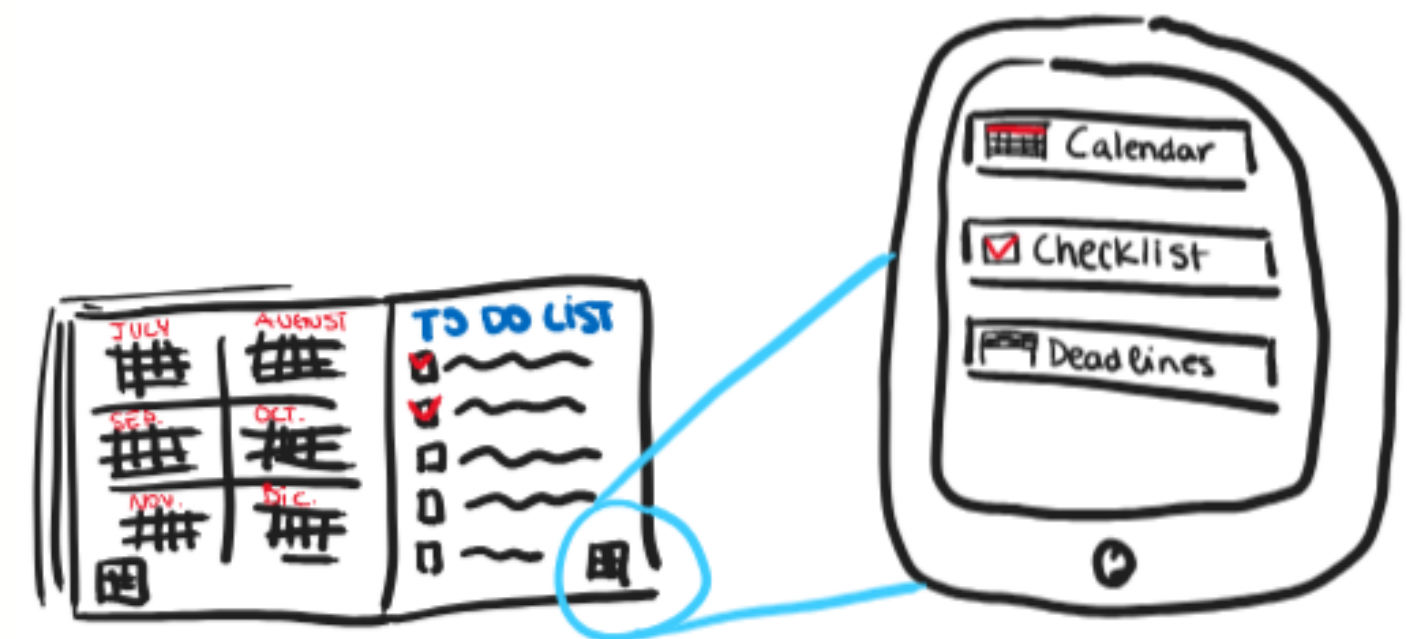


3 An app that tracks your tasks rewarding you, not only with words of affirmation, but also with new functions in another app that has a deal with them (for example, +1 beReal in beReal or +10 diamonds in some game, gems in Brawl Stars, etc.)

How can you carry out an orderly planning?

1 Scanning

2



3 Creation of a physical agenda that includes a calendar and a to do list that you can scan by a QR code to have all the data digitally available for a better organisation

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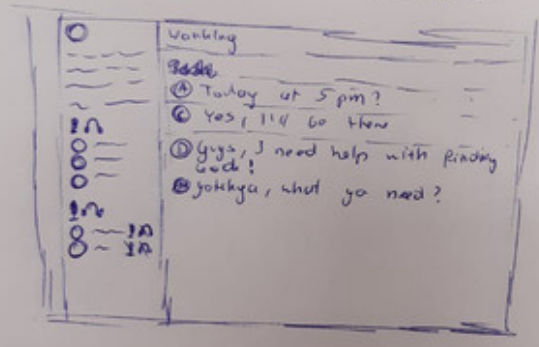
PROTOTYPING

First - Prototypes on paper

① IDEA NAME
Frivady Friends motivate study

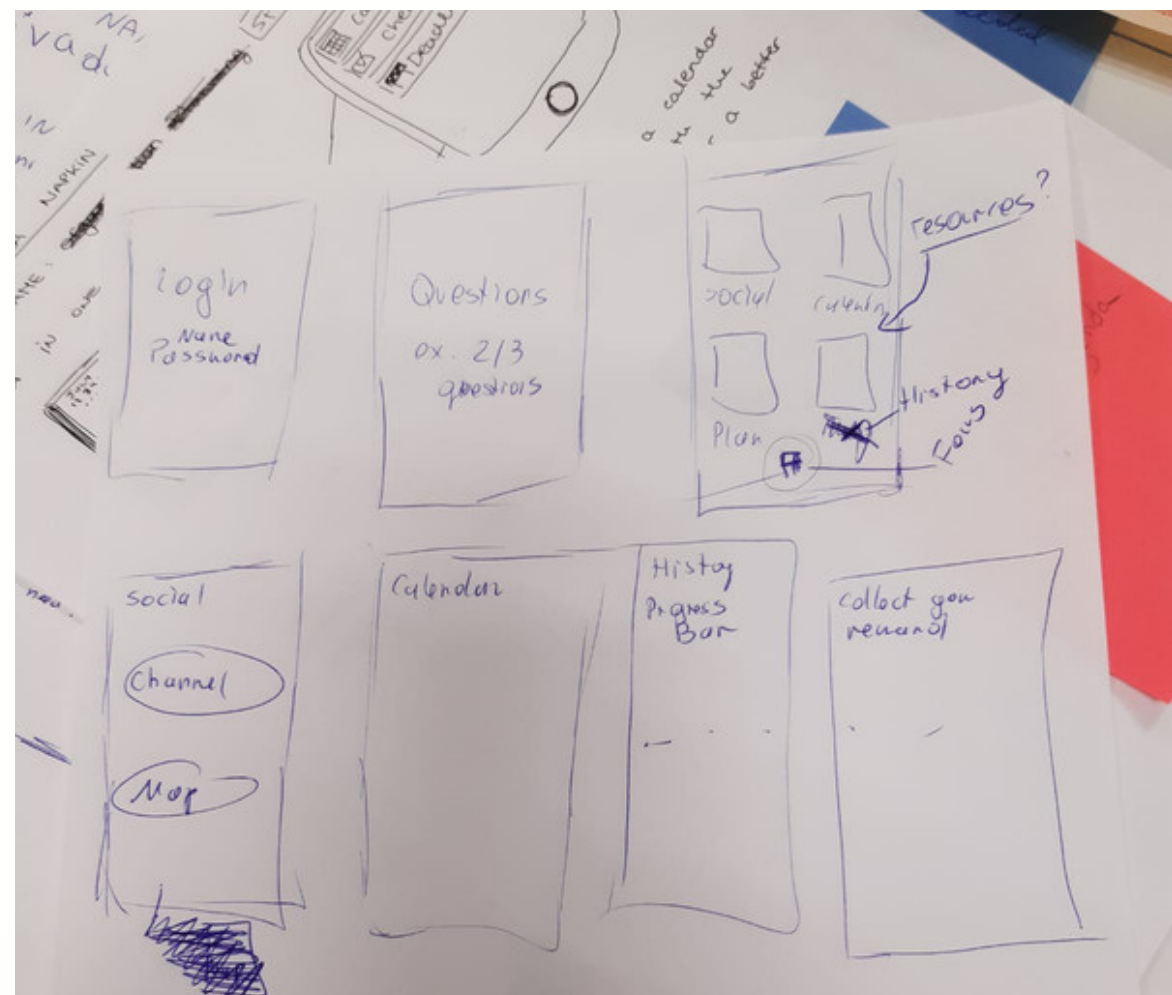
③ IDEA IN ONE SENTENCE
When someone helps you with your work you are more motivated and sometimes you do things just to catch up.

② IDEA IN ONE PICTURE



«having friends that are motivate you and you can study with»

The Big 5



login
Name
Password

Questions
ex. 2/3
questions

social
calendar
Plan
History
Focus

Resources?

social
Channel
Map

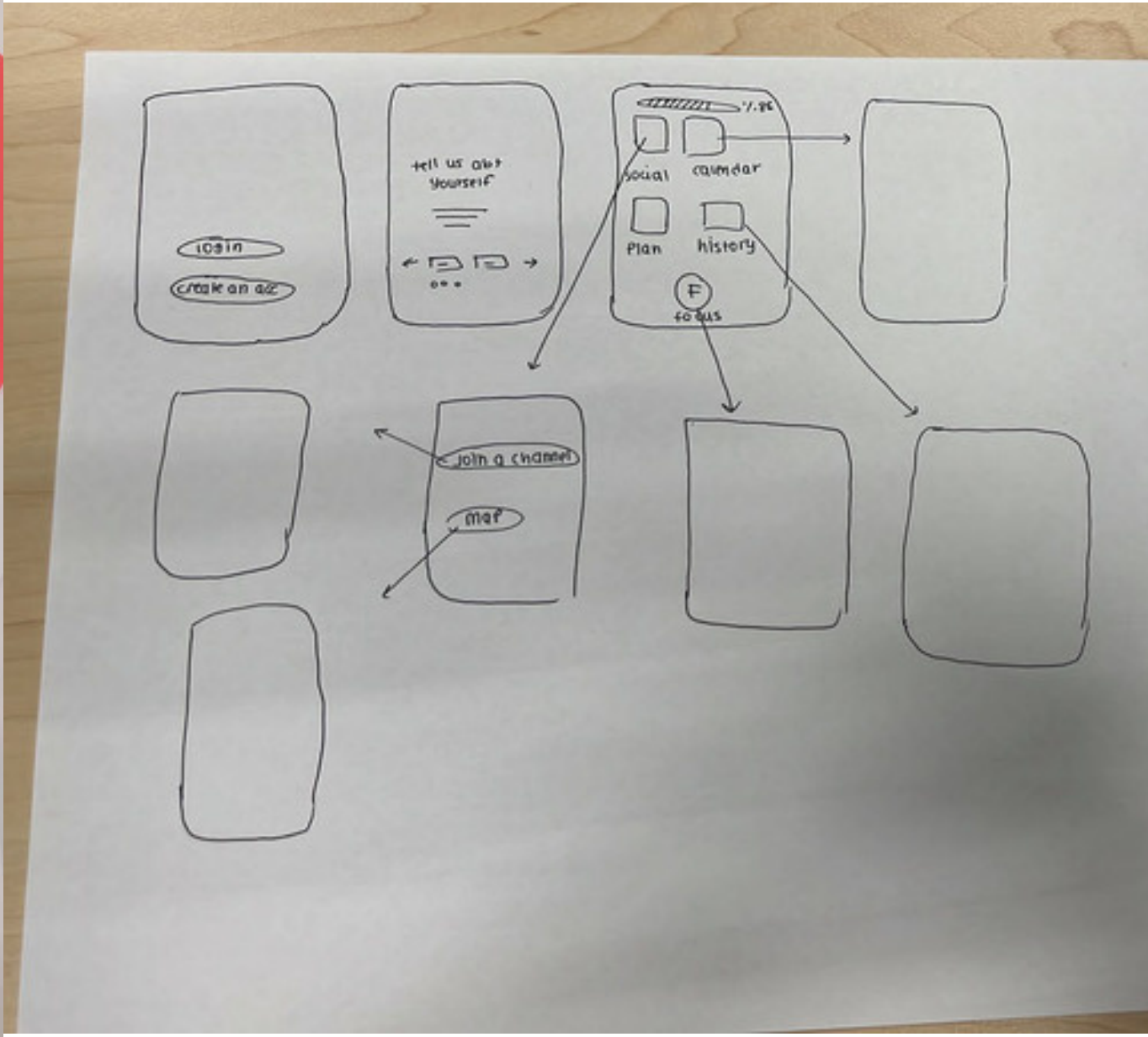
Calendar

History
Progress Bar

collect your resources!

Green, Blue, -> Colours
Beige

App name: Parrot, Ant,



Later - transferring them to the mobile version

MOTIVATION APP

Im suggesting name: MOTIVANT - you now we've talked about app name and ant was a proposition

background
buttons
accents

home page login page Menu Social Calendar Reward Plan

Map Chat room

login
chat
calendar
reward
plan

* Green, Blue, -> Colors
Bridge

App name: *ant, art,*

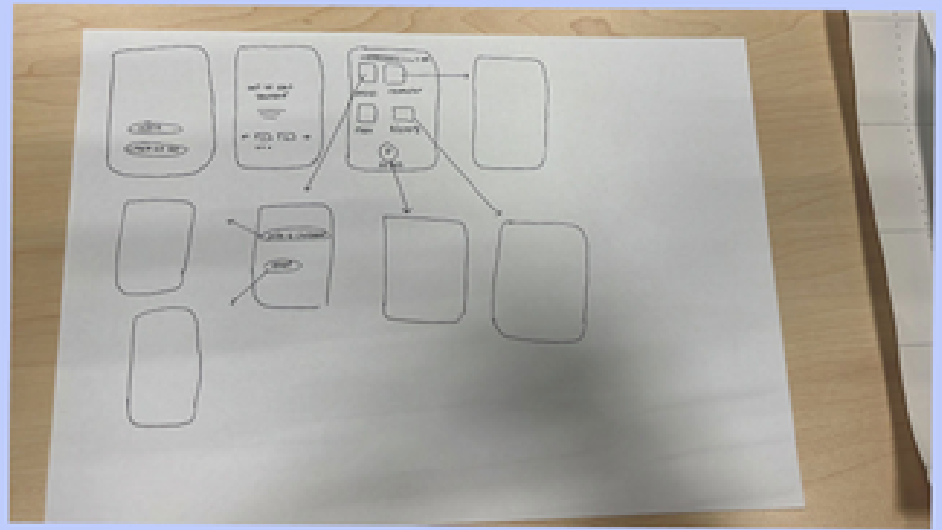
① idea name
Friday

② idea
when someone says go with your
friends you can use this app to
find them and see what they are
doing

③ idea
to see who is online

showing friends that are online go and go see what they are

The Big
5



Screens

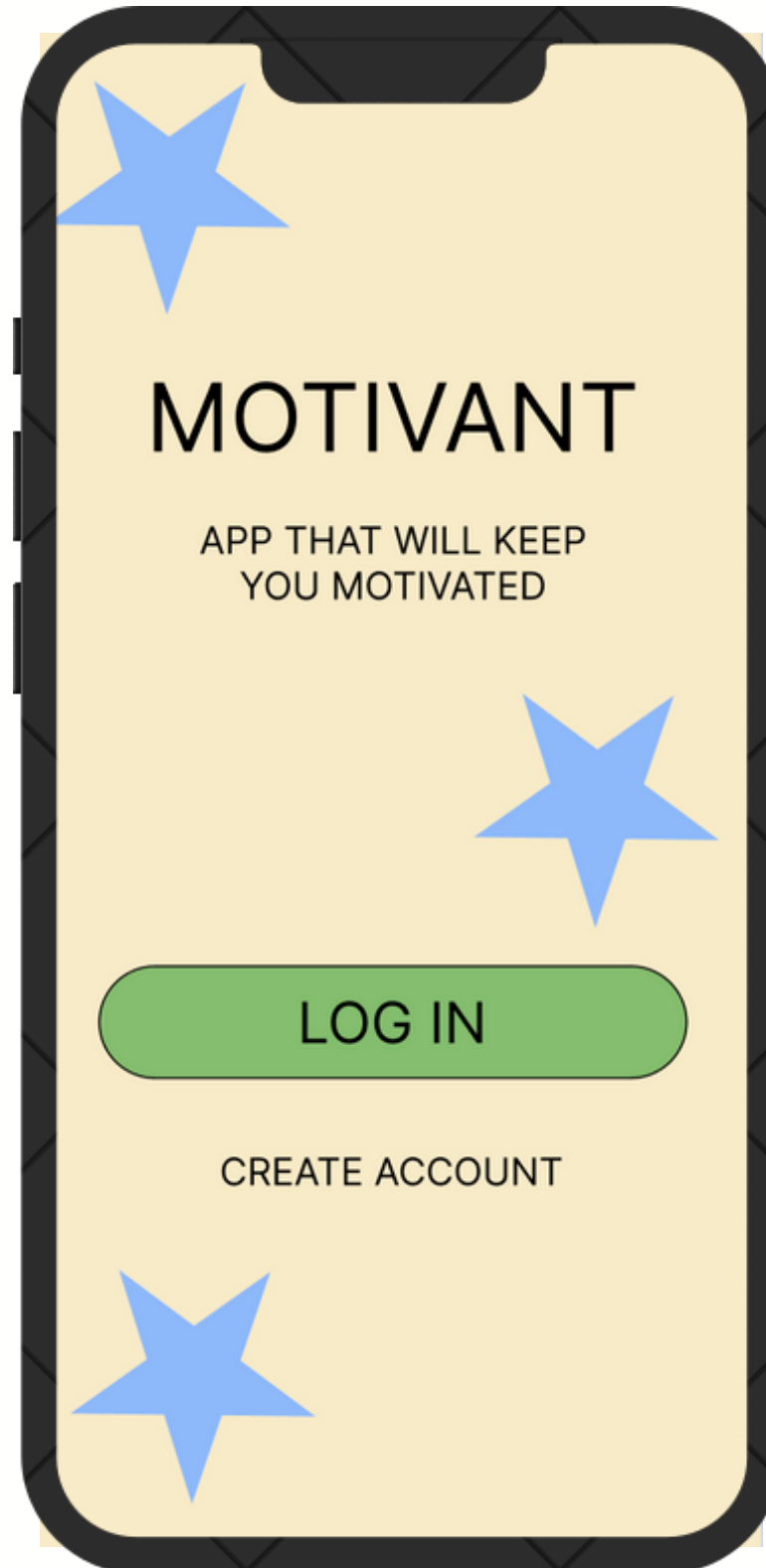


App

Features

- plan
- social
- calendar
- history
- reward
- helpful materials

start screen



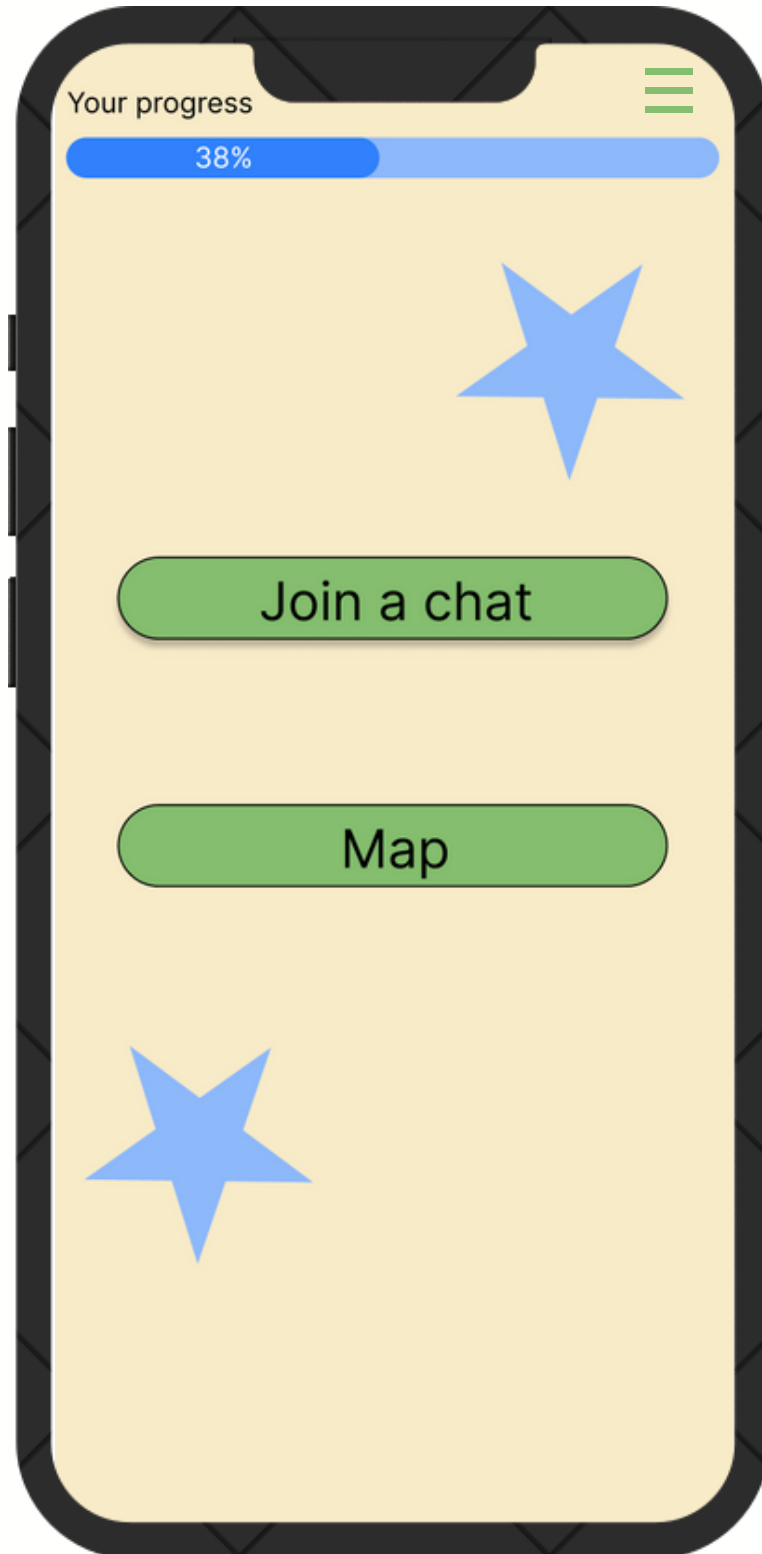
log in



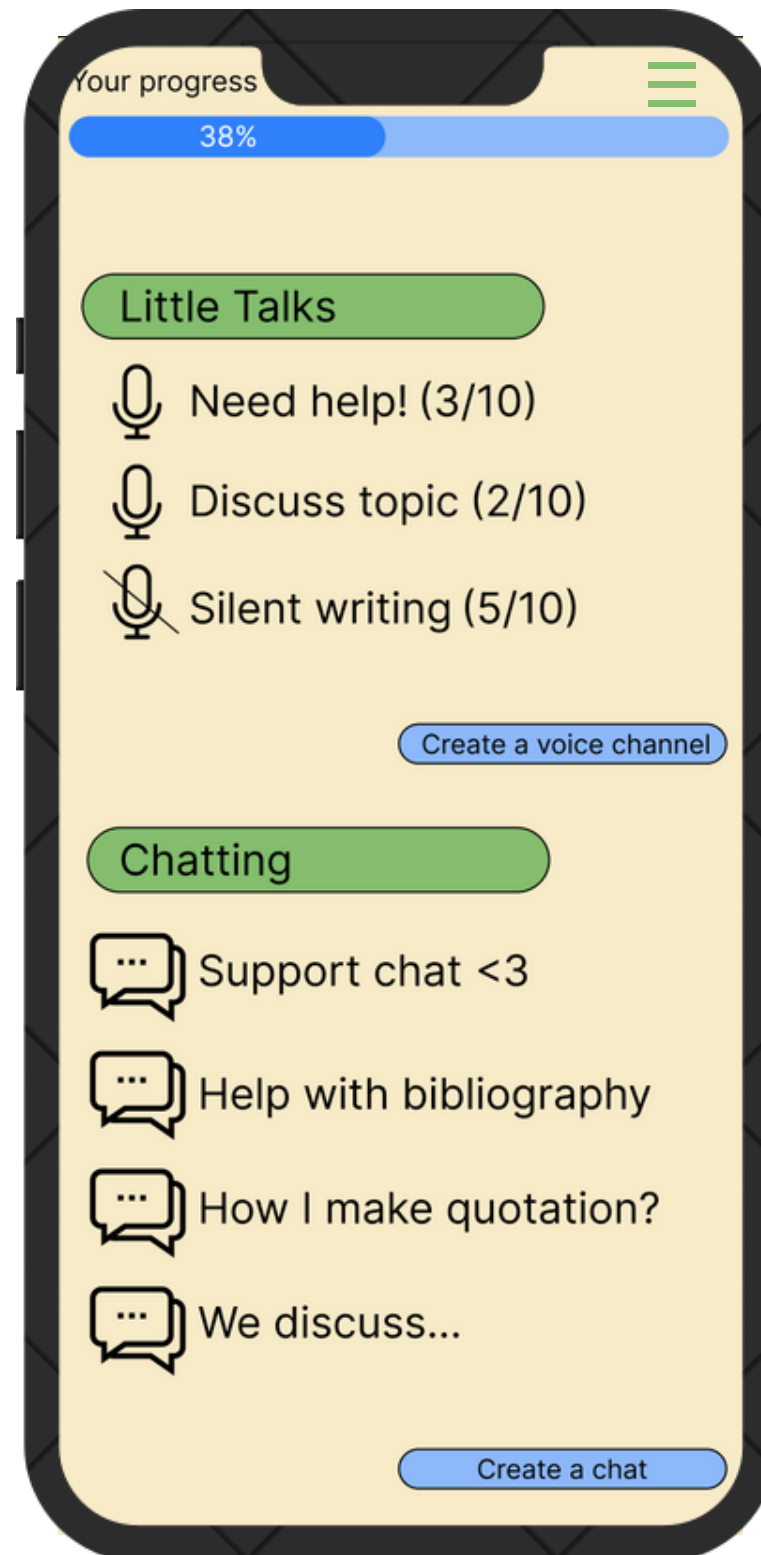
menu



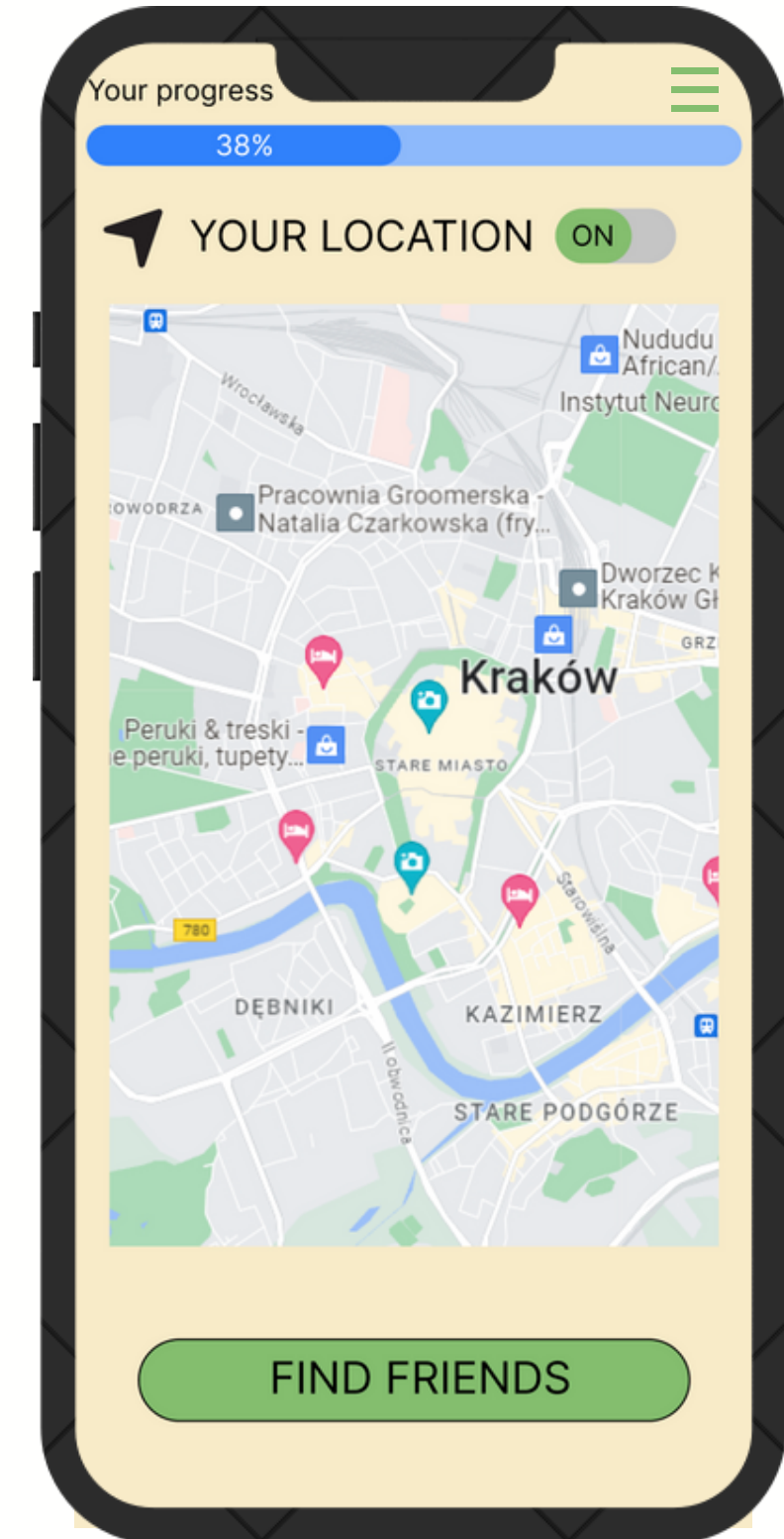
social:



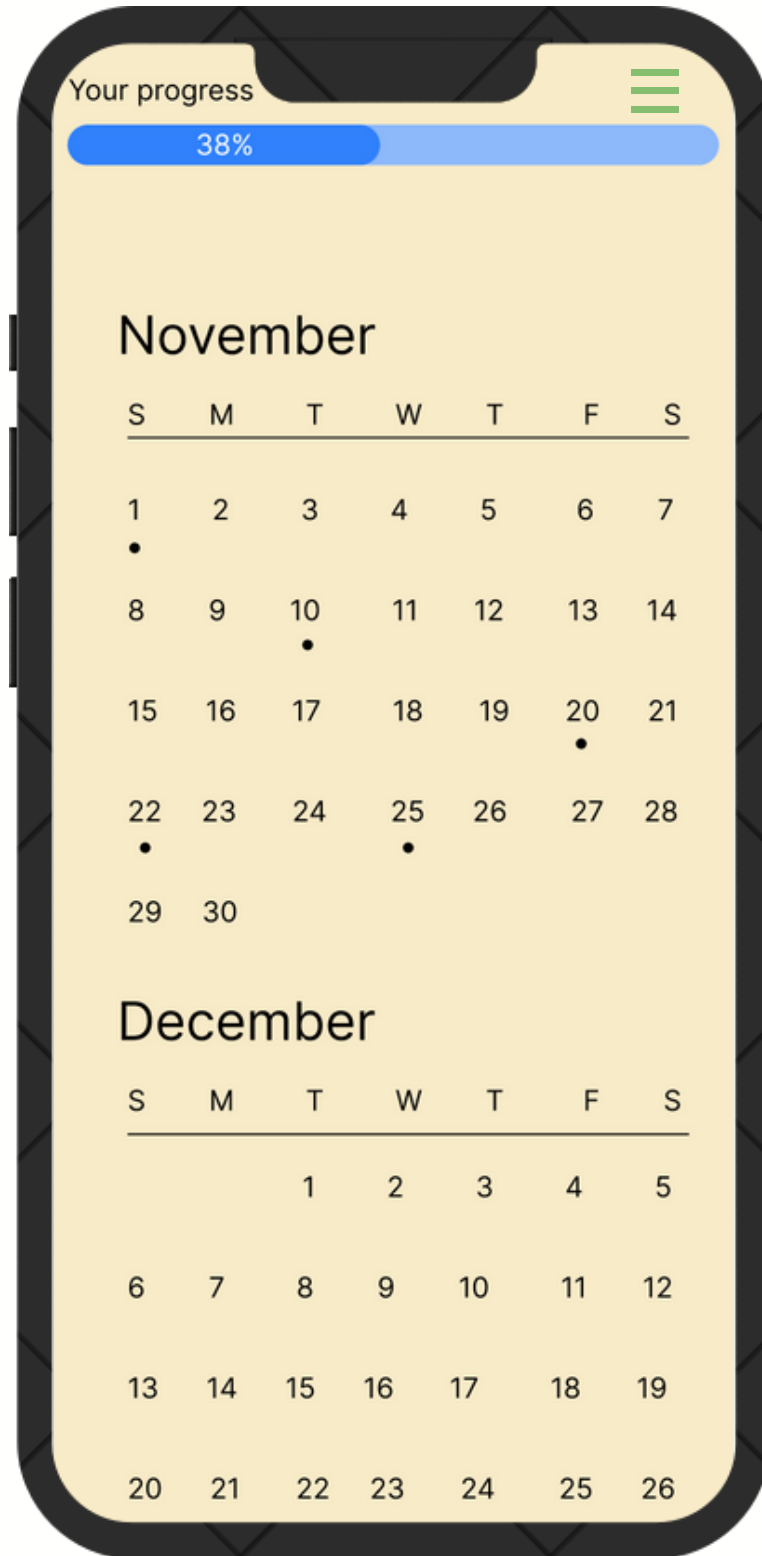
chat



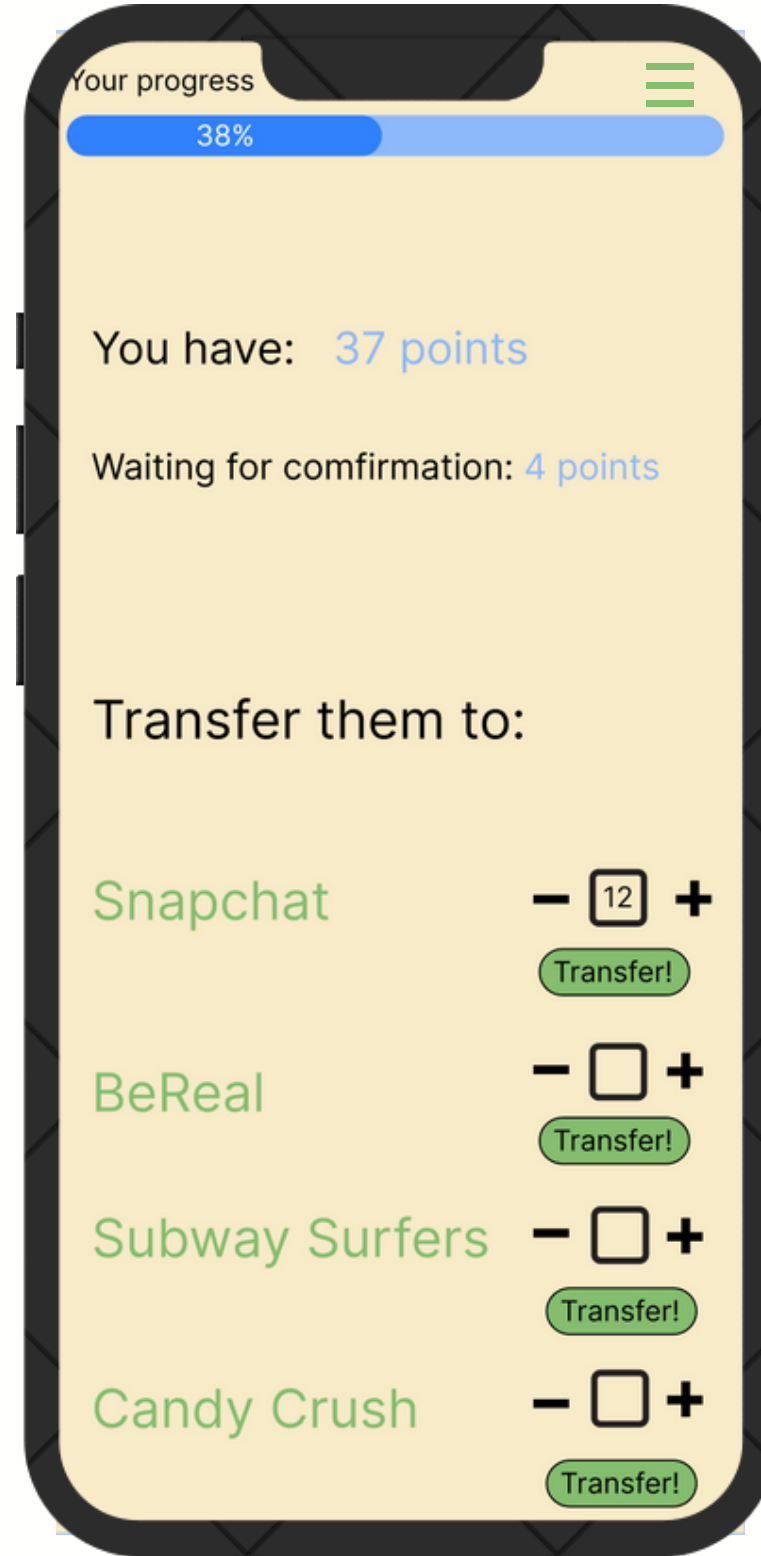
map



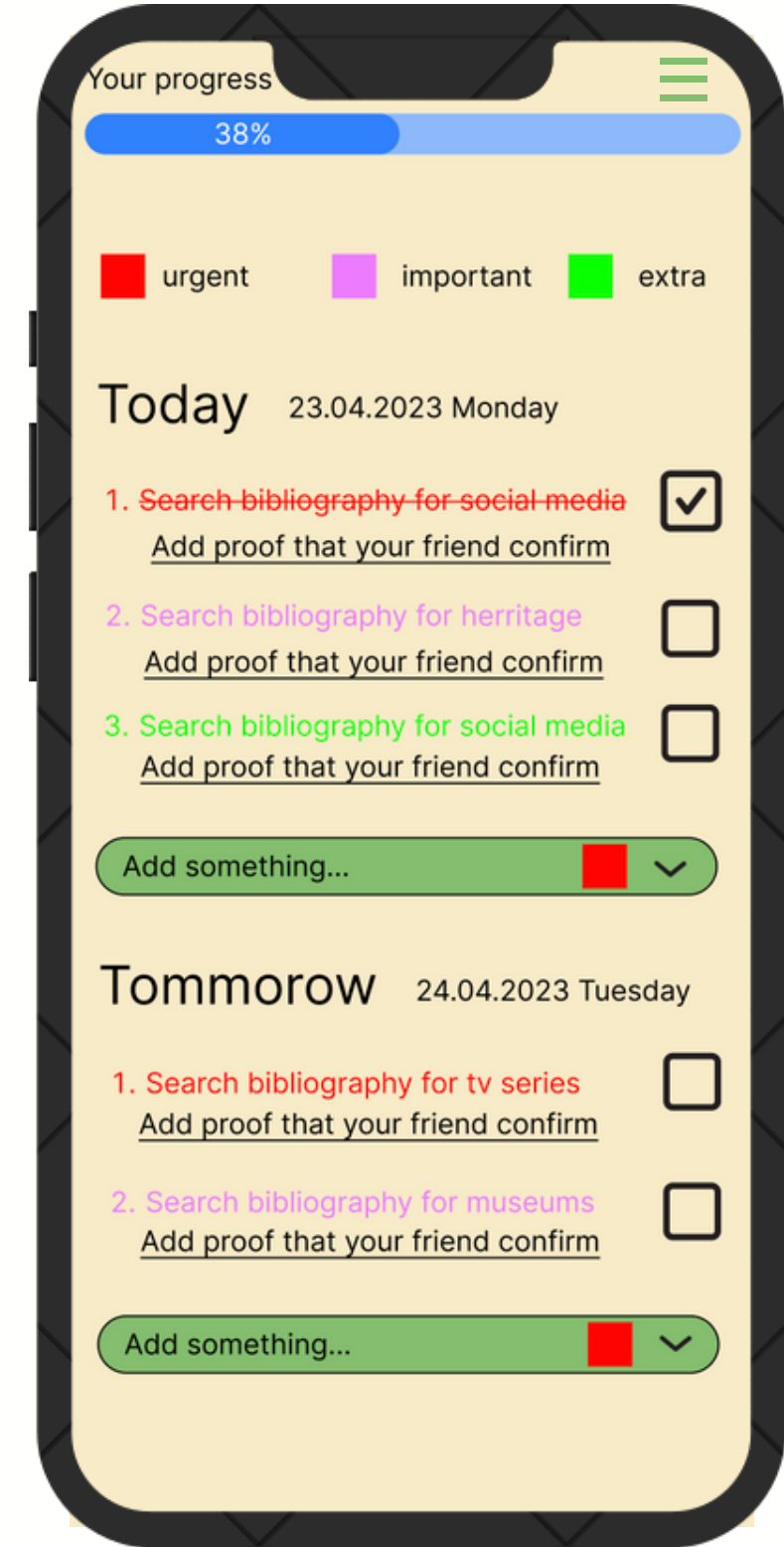
calendar



reward



plan



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App was shown to 5 people and there are the conclusions:

1. The whole idea of an app -> cool and innovative
2. Rewarding points - good for motivating, also nice that you need confirmation from friends (+ friends could also check your mistakes while confirming)
3. You need friends in the app that are engaged in this, otherwise it won't work
4. Chats in social -> not fully understandable, but the whole idea about voice-chatting with someone while doing your project - cool, you can consult your work and ask about your concerns immediately
5. Idea -> rewarding points could be transferred into something more "real", e.g. shop discounts, free items, gifts ... because not everyone is involved in games, other apps
6. Idea -> similar to progress and reward points -> streaks - marking days with non stop working and make a ranking out of it

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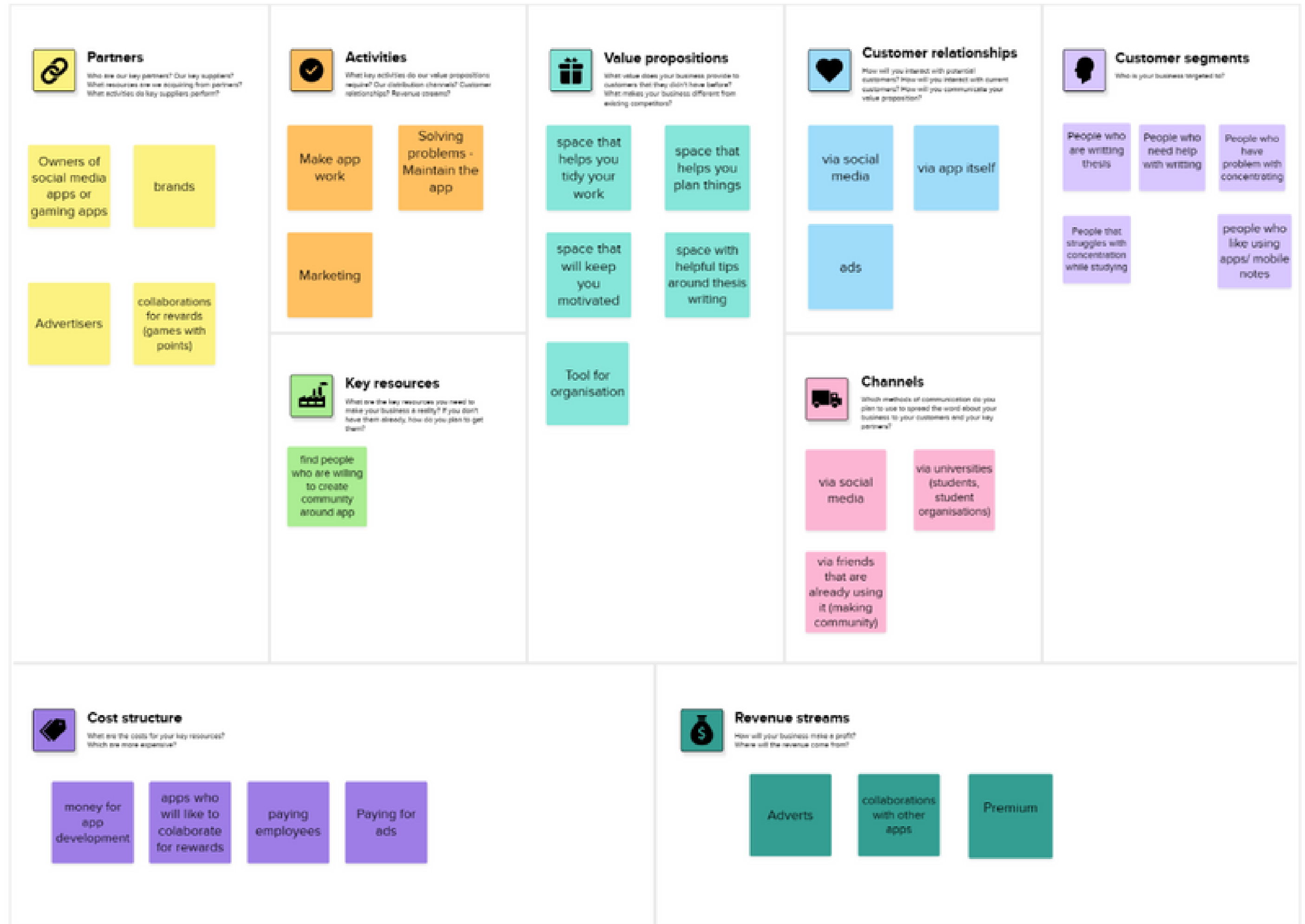
TEST



IMPLEMENT



Business Model Canvas



**Thank you
for your attention!**