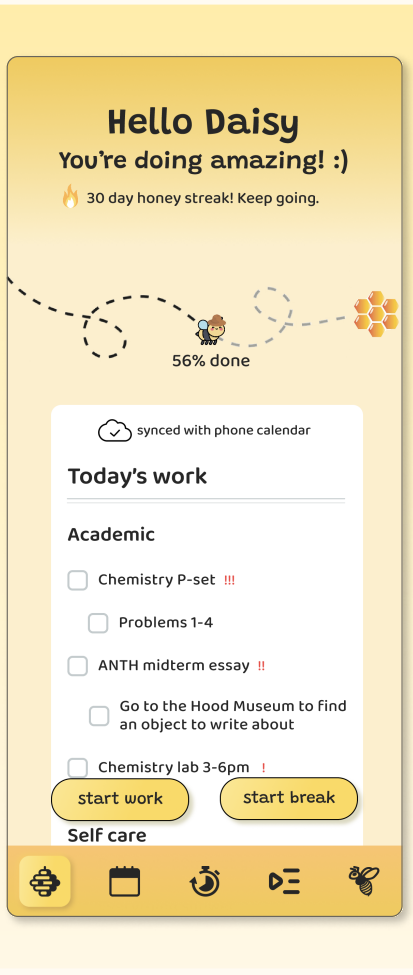
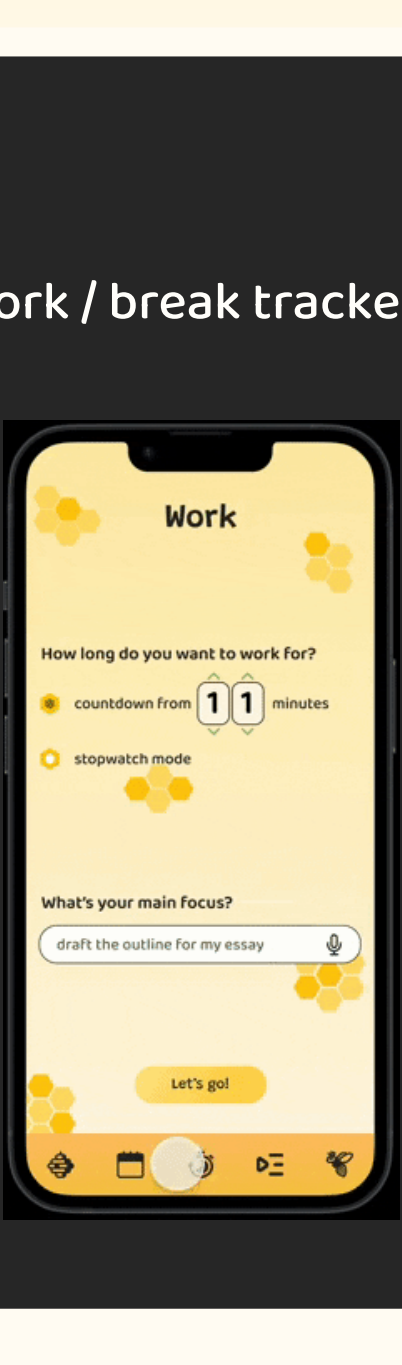
final product


Hello Daisy
You're doing amazing! :)
30 day honey streak! Keep going.
56% done
synced with phone calendar
Today's work
Academic
Chemistry P-set
Problems 1-4
ANTH midterm essay
Go to the Hood Museum to find an object to write about
Chemistry lab 3-6pm
start work
start break
Self care

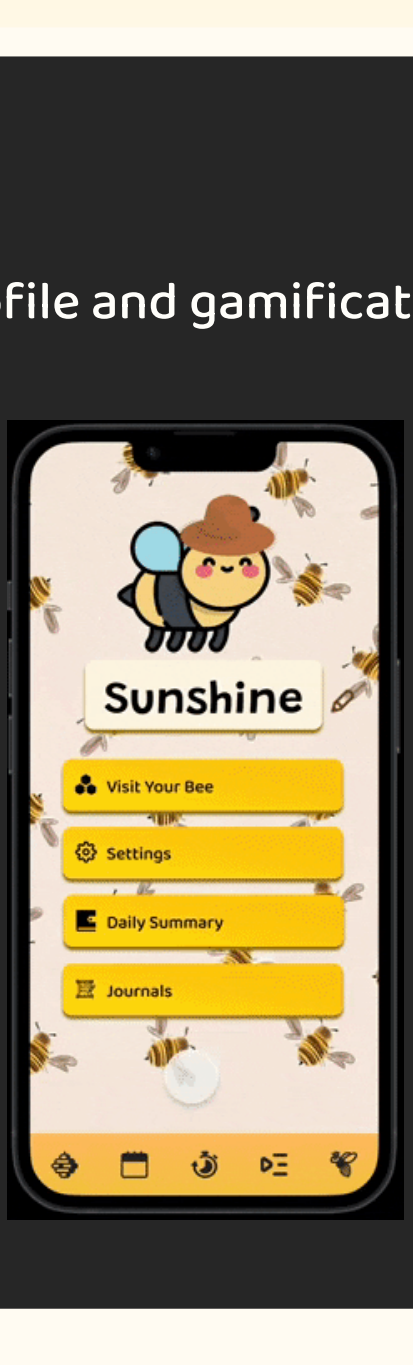
Meet Busy Bee:
taking back control over your work life balance

key features

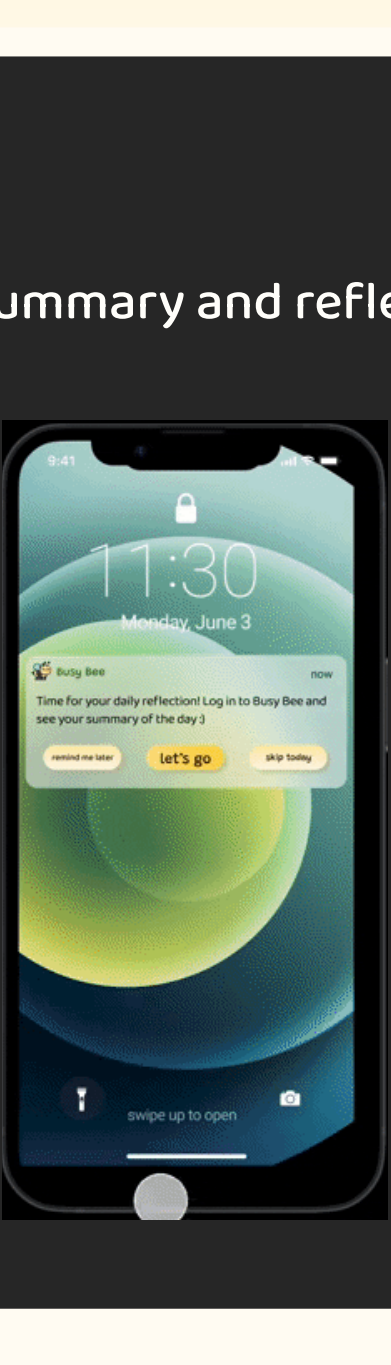
work / break trackers


Work
How long do you want to work for?
countdown from 1 1 minutes
stopwatch mode
What's your main focus?
draft the outline for my essay
Let's go!

profile and gamification


Sunshine
Visit Your Bee
Settings
Daily Summary
Journals

daily summary and reflection


11:30
Monday, June 3
Busy Bee
now
Time for your daily reflection! Log in to Busy Bee and see your summary of the day :)
remind me later
let's go
skip today
swipe up to open

---

context

We (Selena Han and Ashley Liang) created this project from scratch within 3 weeks and delivered it as the final project for COSC 15: UI/UX Design I during summer 2023. Our prompt was:

> Finding the activities that build up energy instead of draining it.
>
> How might digital technology help people find fulfillment in their lives and avoid burnout? Humans experience the feeling of fulfillment, meaning, and satisfaction in various ways with varying levels of success. Some continue to seek out the meaning of life and are unsure if they ever achieve it, lacking the ability to describe, monitor, measure, or reflect.
>
> Design a digital tool that would help individuals achieve a sense of fulfillment and potential while avoiding burnout.

time	Team	Roles	Deliverables
2 weeks	2 UI/UX designers	research UX UI testing	Figma prototype case study

Limitations

time

since we only have less than 3 weeks, we could not do extensive research or multiple rounds of testing and iterations.

access to resources

we could only interview and test our product on mostly Dartmouth students. We did not code out the app, which would have made testing more intuitive for the users.

Result

We designed Busy Bee: a mobile app that gives user agency and prompt mindfulness about their work life balance in order to feel productive as well as rested. Seeing accomplishments and keeping track of tasks make users feel productive, thus allowing them to take breaks without guilt and feel rested, entering a virtuous cycle. We did stakeholder interviews, research, brainstorming, designing, and iterations.

Why does it matter?

61.3% of Americans
feel guilty about taking time off work

66%
constantly worried about their productivity

source: a Zippia survey from 2022

43% of employees say
more breaks at work would boost their personal happiness

37% of employees say
regular breaks during the day would improve their health

source: People Staff from 2020

User problems

From initial stakeholder interviews, we discovered that users echo the same complaints and pain points as the statistics.

- They feel guilty when they take breaks before they finish work.
- They feel unproductive even when they actually did work.
- They believe finishing work is the pre-requisite of enjoying other aspects of life.

> "Feeling productive is a big part of my feeling of fulfillment."

> "If I know that if I'm behind on work, I won't be able to enjoy hanging out with people. I won't be be fully present."

> "[I] changed my mindset from not doing anything productive" to "nice breather in between packed schedule"

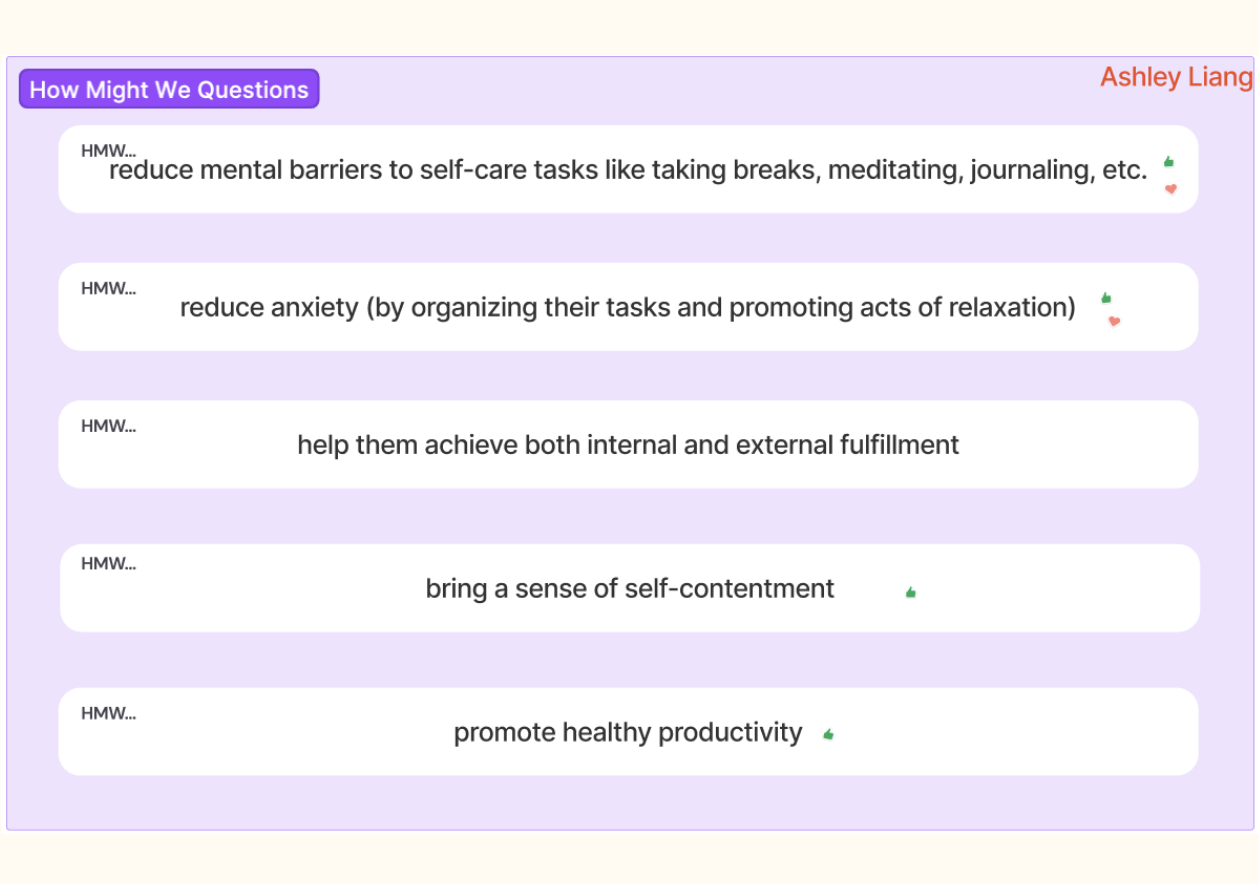
Problem Statements

Anxious workers need to **to be on top of their work and feel productive** in order to **freely enjoy other aspects of their lives**

and they need **high-quality, guilt-free relaxation and reflections** in order to **find internal and external fulfillment.**

How Might We?

After brainstorming possible problems we want to solve...



How Might We Questions

Ashley Liang

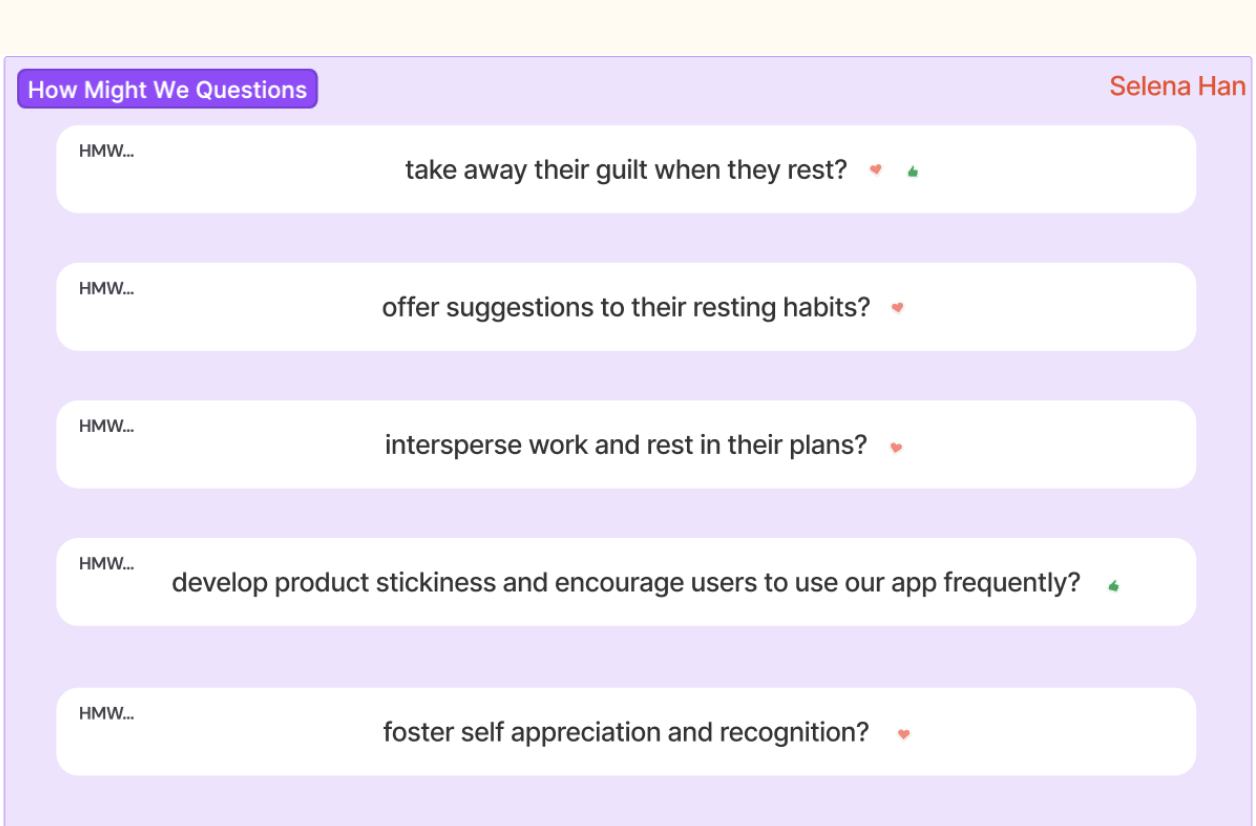
HMW... reduce mental barriers to self-care tasks like taking breaks, meditating, journaling, etc.

HMW... reduce anxiety (by organizing their tasks and promoting acts of relaxation)

HMW... help them achieve both internal and external fulfillment

HMW... bring a sense of self-contentment

HMW... promote healthy productivity



How Might We Questions

Selena Han

HMW... take away their guilt when they rest?

HMW... offer suggestions to their resting habits?

HMW... intersperse work and rest in their plans?

HMW... develop product stickiness and encourage users to use our app frequently?

HMW... foster self appreciation and recognition?

Our final HMW:

How might we promote productivity while ensuring guilt-free relaxation and meaningful self-reflection to achieve a balanced and fulfilling lifestyle?

Goals

Therefore, our goals were twofold:

1. to promote productivity
2. reduce mental barriers to acts of relaxation/reflection

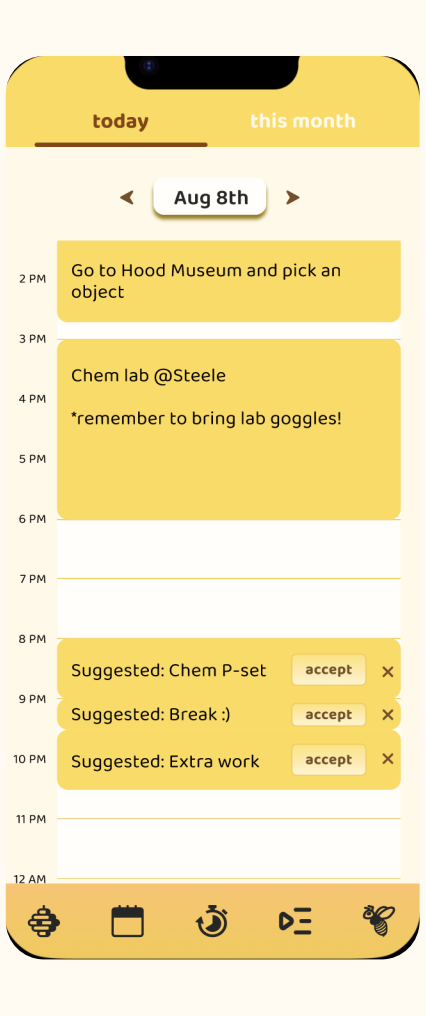
We wanted to **promote productivity** by:

- organizing their work realistically in their schedule
- splitting it into manageable chunks.

We wanted to **reduce mental barriers** by:

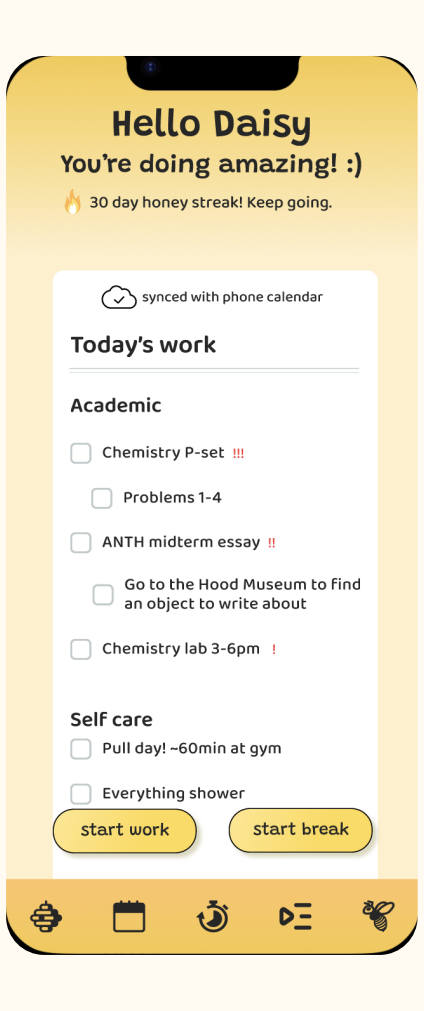
- providing encouragement to take breaks, reflect, and journal
- More concretely, after brainstorming possible ways to encourage taking breaks, we decided to split time into specifically for work and specifically for breaks so that the user has dedicated time to take breaks and won't feel guilty for taking them.

The prototype features


today
this month
Aug 8th
Go to Hood Museum and pick an object
Chem lab @Steele
*remember to bring lab goggles!
Suggested: Chem P-set
Suggested: Break :)
Suggested: Extra work
accept

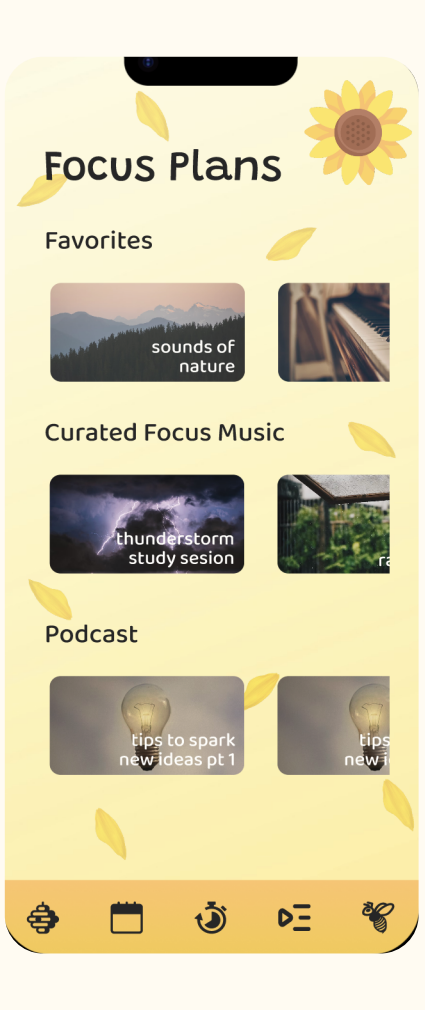
#Productivity

calendar feature where you have all of your tasks/to-dos for the day laid out by the hour. For the to-dos that aren't on the calendar, the calendar app finds space where the user is free and suggests a time block for the user to work on that task.


Hello Daisy
You're doing amazing! :)
Today's work
Academic
Self care
start work
start break

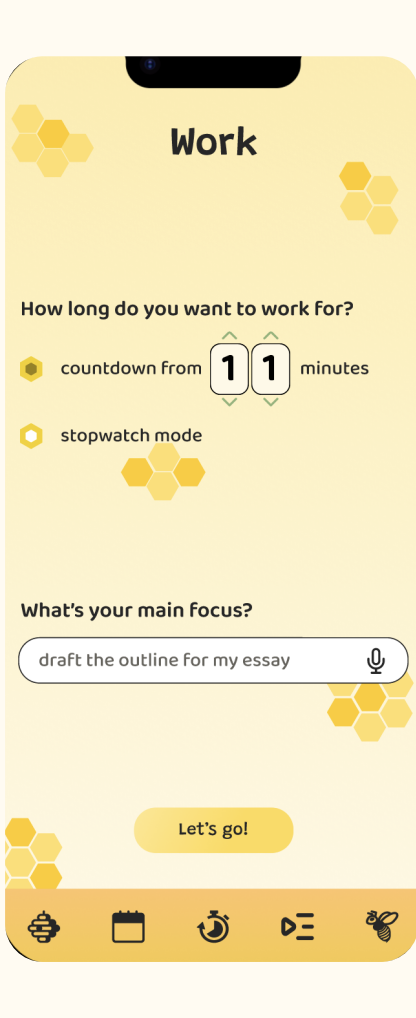
#Productivity

a **to-do list** on the home page: the user is adds to the to-do list the previous night when they complete their daily reflection, but then are again notified to add to the to-do list in the morning. The to-do list breaks their projects down in smaller chunks spread across the days


Focus Plans
Favorites
sounds of nature
Curated Focus Music
thunderstorm study session
Podcast

#Productivity

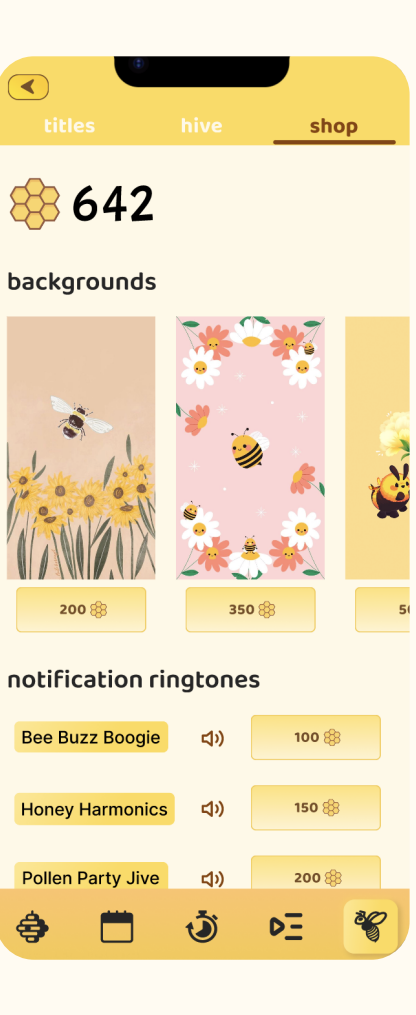
a **page of scientifically-proven study music** that promotes better focus as well as **podcasts** that provide insight into productivity, staying on top of your work/news


Work
How long do you want to work for?
countdown from 1 1 minutes
stopwatch mode
What's your main focus?
draft the outline for my essay
Let's go!

#Productivity #Self-care

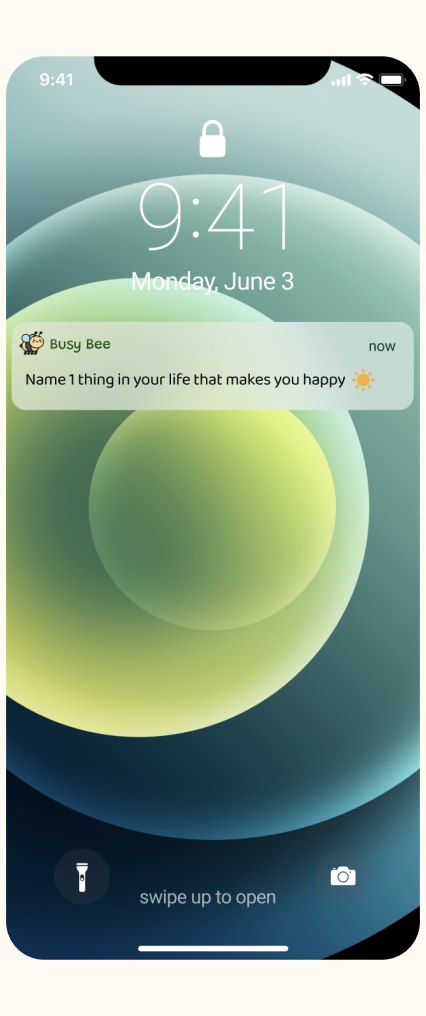
Our app's primary feature of the **work/break timers**: the user establishes a **certain time and goal** for the work session and has the option to **lock their phone**.

For the breaks, the user also establishes a certain timeframe for the break and has the option at the end to categorize what they did during their break


titles
hive
shop
642
backgrounds
notification ringtones
Bee Buzz Boogie
Honey Harmonics
Pollen Party Jive

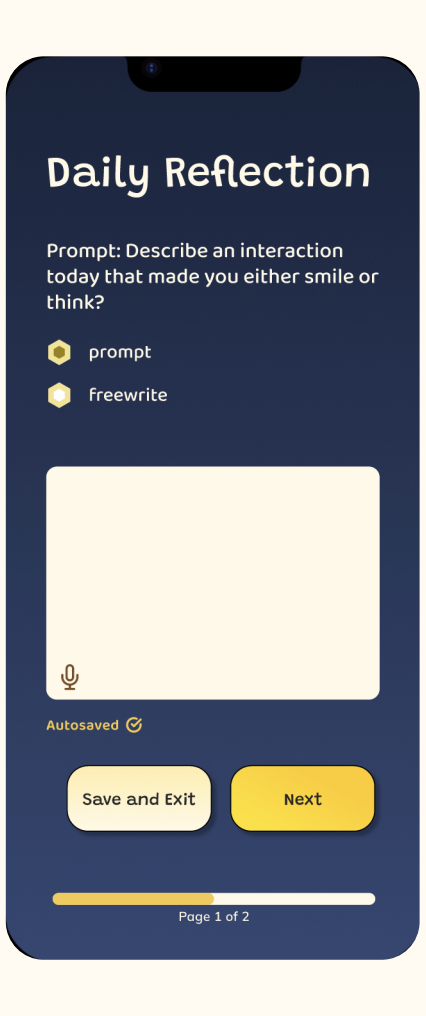
#Productivity #Self-care

gamification: to incentive productivity and self-care - you need both for your bee to "make honey", which you can then use to dress up your bee or purchase other items for your bee


9:41
Monday, June 3
Busy Bee
now
swipe up to open

#Self-care

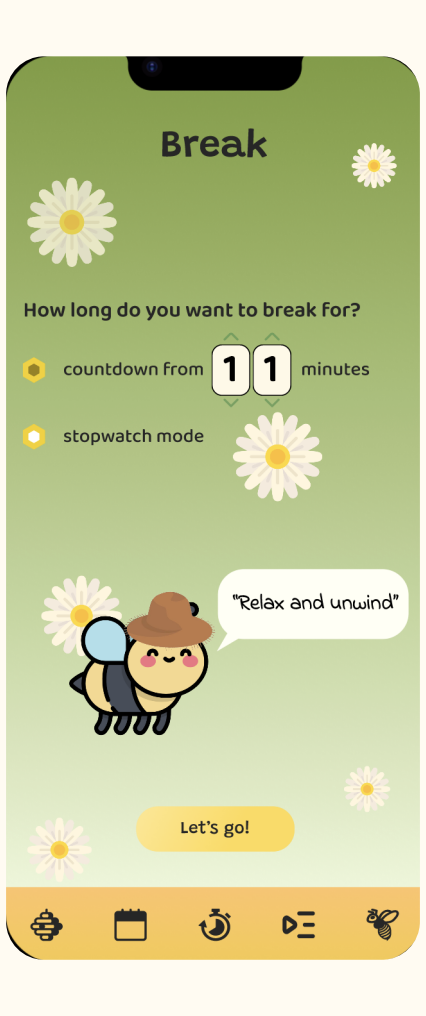
quick and easy to-do reminders throughout the day such as telling the user to take 3 deep breaths, think about one thing that they are grateful for, or think about one thing that makes them happy.


Daily Reflection
Prompt: Describe an interaction today that made you either smile or think?
prompt
freewrite
Save and Exit
Next

#Self-care

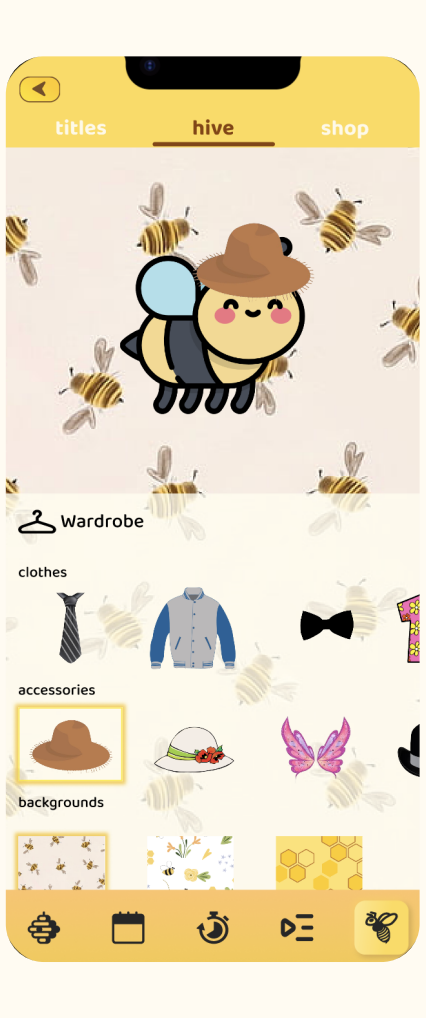
a **daily reflection** at the end of the day where they can either respond to a prompt or just freewrite.

the user can also use voice-to-text, **making journaling seem less daunting and less of a time commitment** --> this also gives them more honey points!


Break
How long do you want to break for?
countdown from 1 1 minutes
stopwatch mode
"Relax and unwind"
Let's go!

#Self-care

taking breaks according to a **pre-set work break ratio** to help users feel justified in resting.


titles
hive
shop
Wardrobe
clothes
accessories
backgrounds

#Self-care

dressing up your bee or listening to the focus playlists can also bring some relaxation.

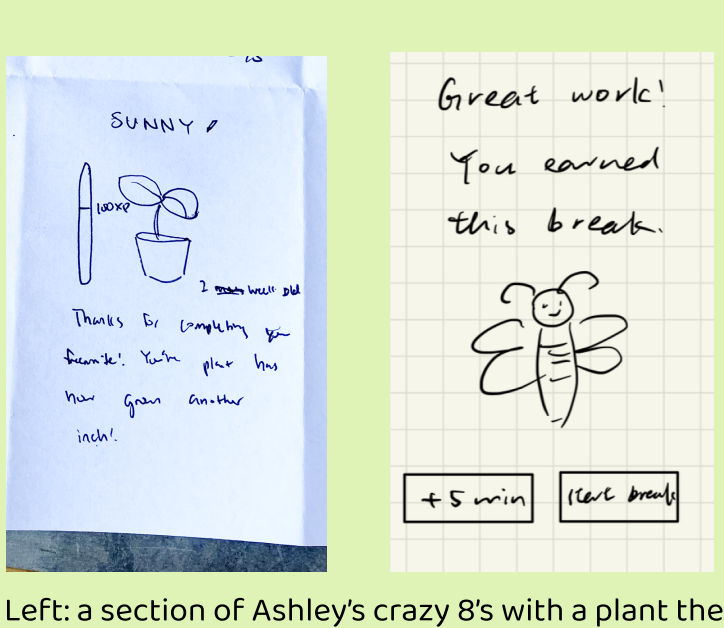
Insights during the design process

START OF OUR JOURNEY

😊 When we first started this project and conducted user interviews, we were **conflicted about what self-fulfillment** was, and resultantly, what the **direction of our app** was going to take. Therefore, we in our first round of interviews, we attempted to narrow down on a more specific idea for our product. We asked the interviewees very broad questions such as **"how do you define personal fulfillment?"** Surprisingly, we found that, even though people similarly defined self-fulfillment as internal happiness, **most of what actually brought them fulfillment in their everyday lives was external - feeling productive by getting things done**. Additionally, we had some outlier responses, such as one interviewee who said that she didn't believe in personal fulfillment and another interviewee who said that the only thing that gives him fulfillment is his dog. From these results, we weren't sure whether we wanted to take our app down the self-content/reflective/positivity route or the more productivity/goal-oriented route. We also weren't' sure if combining both would be too much in one app. After discussing within ourselves and with our TA, we finalized our **topic of mindful working and resting**, which aims to target both internal and external fulfillment in a way that isn't overwhelming to the user.

CRAZY 8'S: BEE VS. PLANT

When we did our crazy 8 sketches, we both went down the gamification route. Ashley had the idea of having a plant that would grow with sunshine and water, which represents the user's growth over time. Selena had the idea of a 'busy bee' that connects pollen and nectar to make honey.


SUNNY
Great work!
You earned this break.
+5 min
start break

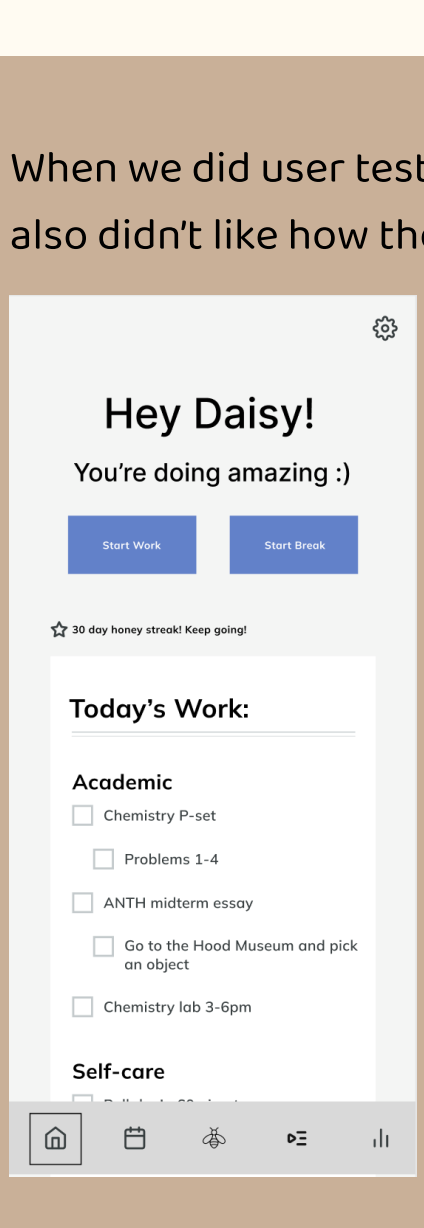
Left: a section of Ashley's crazy 8's with a plant theme

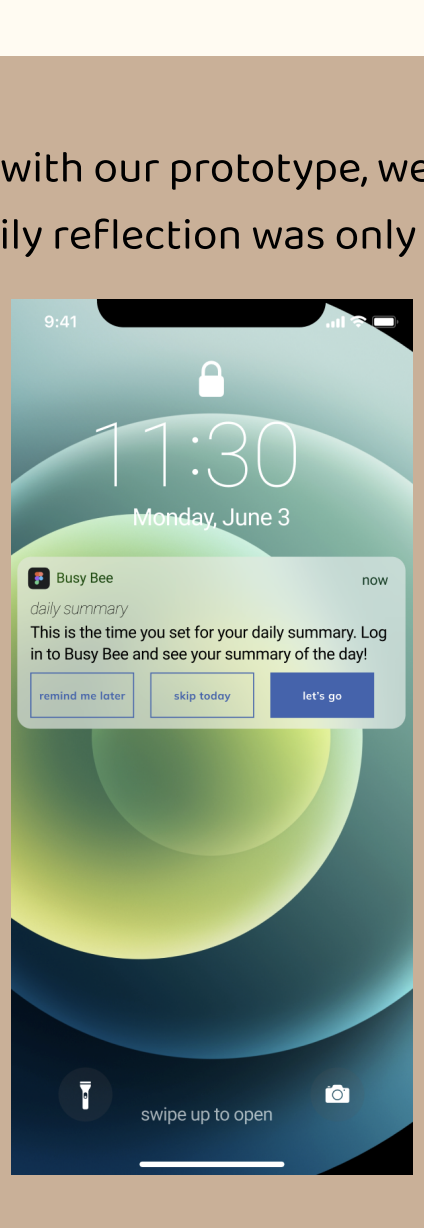
Right: a section of Selena's crazy 8's with a bee theme

After discussing the benefits and drawbacks of each, we decided we liked the bee concept more, partially because we thought we could do more cute designs for a bee and partially because we felt like the plant theme in self-help apps was overused.

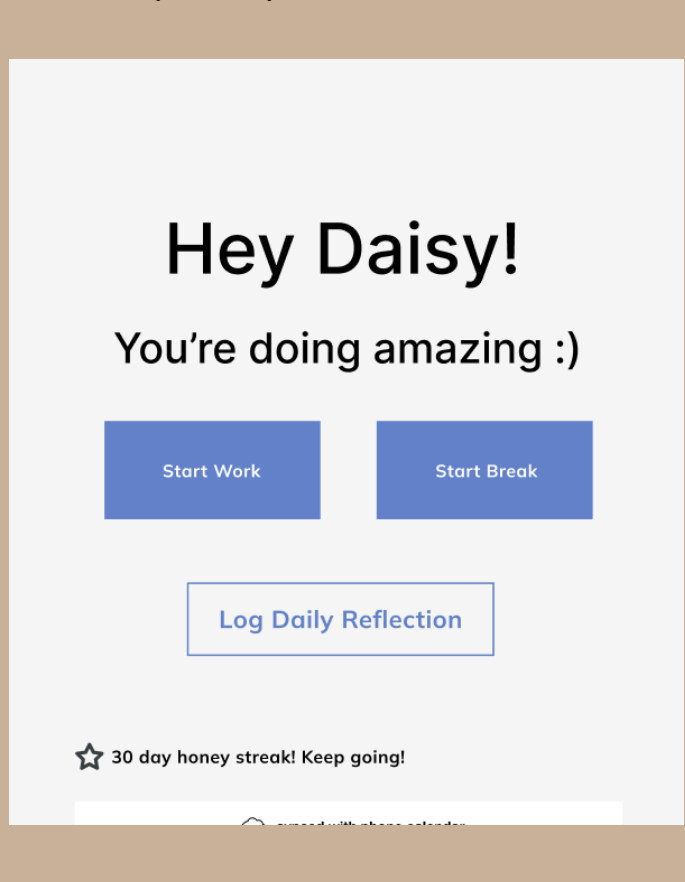
USER TESTING

When we did user testing with our prototype, we found that people didn't like having the setting in the corner. They also didn't like how the daily reflection was only accessible through the notification.

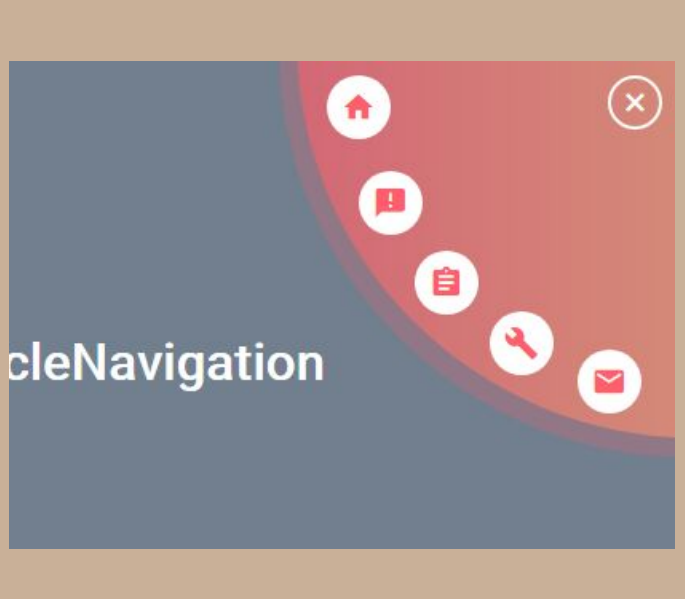

Hey Daisy!
You're doing amazing :)
Start Work
Start Break
30 day honey streak! Keep going!
Today's Work:
Academic
Chemistry P-set
Problems 1-4
ANTH midterm essay
Go to the Hood Museum and pick an object
Chemistry lab 3-6pm
Self-care

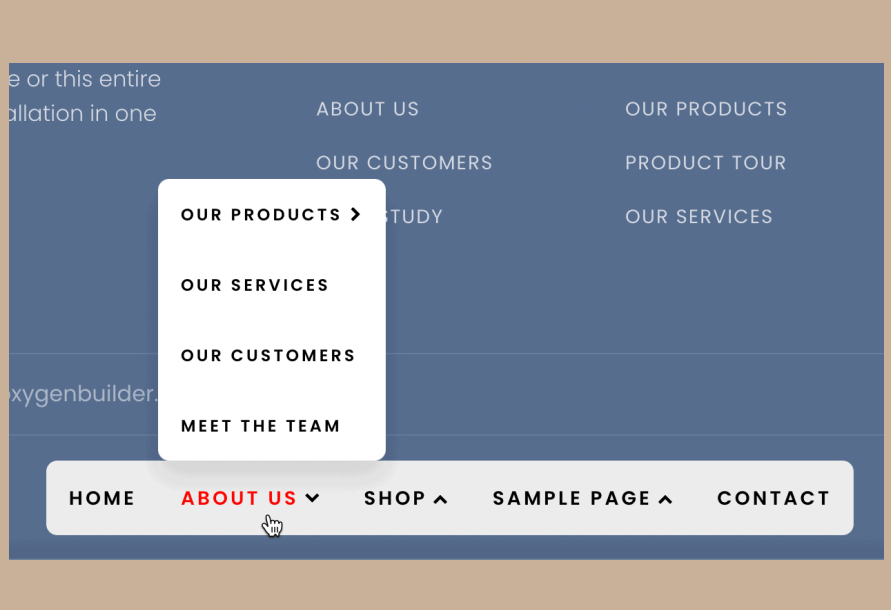

11:30
Monday, June 3
Busy Bee
now
This is the time you set for your daily summary. Log in to Busy Bee and see your summary of the day!
remind me later
skip today
let's go
swipe up to open

From this feedback, we thought of different ways we could incorporate both the settings and the daily reflection better into our app. We first thought of adding settings to the nav bar, but we both agreed it would make the nav bar too cluttered. We also didn't like it would make the work/break button not centered. We then thought of adding the daily reflection on the home page, but we didn't want to clutter the home page with too many buttons. We also realized it didn't make sense to have that on the home screen when it would be disabled for the whole day until it was time for the daily analytics/reflection.

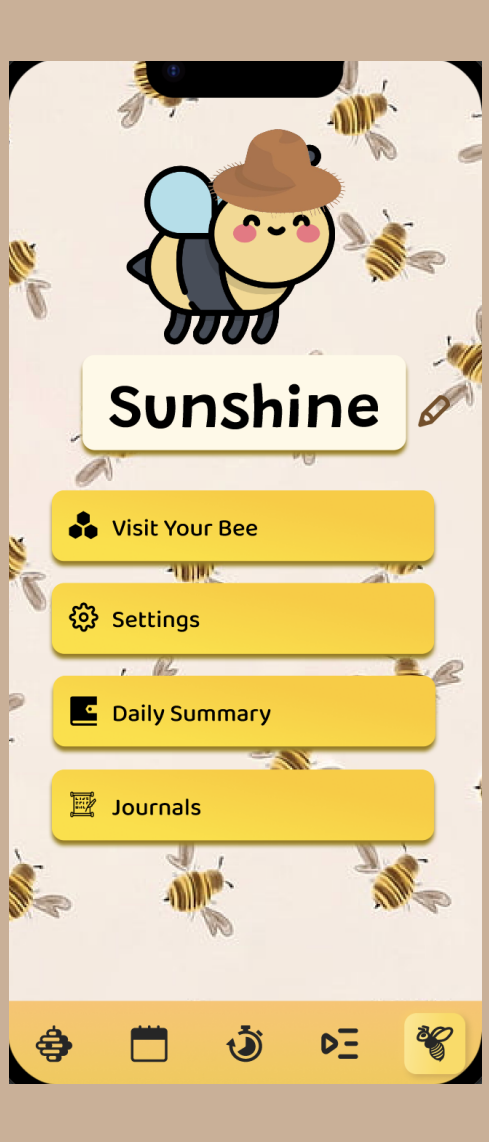

Hey Daisy!
You're doing amazing :)
Start Work
Start Break
Log Daily Reflection
30 day honey streak! Keep going!

We then thought about having a profile icon at the top that expanded to a circular track with the settings and daily summary icons (similar to those on an iPad) or having a profile icon at the bottom that expanded into multiple tabs when clicked (similar to how it is on wechat).

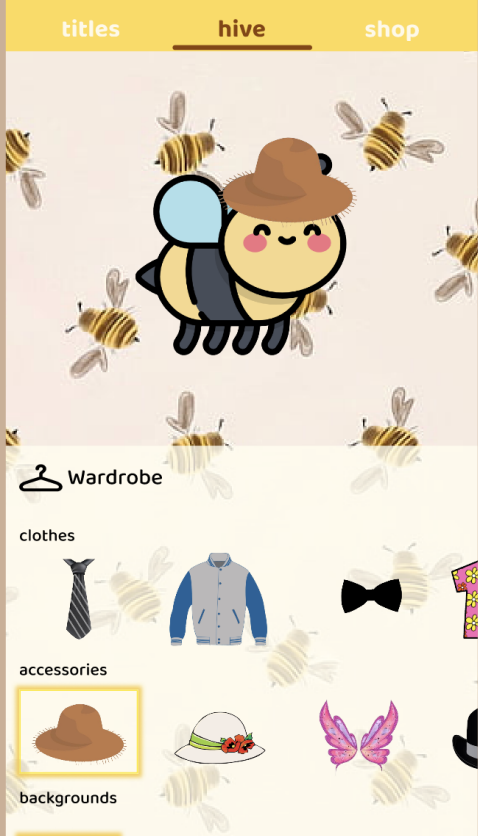

cleNavigation


ABOUT US
OUR CUSTOMERS
OUR PRODUCTS
PRODUCT TOUR
OUR SERVICES
OUR PRODUCTS
OUR SERVICES
OUR CUSTOMERS
MEET THE TEAM
HOME
ABOUT US
SHOP
SAMPLE PAGE
CONTACT

However, both of us weren't super happy about either option because we still thought it looked messy when we drew it out. Finally, we decided to have a profile icon that brought us to a whole new page with the separate buttons.


Sunshine
Visit Your Bee
Settings
Daily Summary
Journals

From this idea of the pages and from Selena's ideas of having a page where the user can buy backgrounds and notification sounds, Ashley thought of having your own specific bee that you can name and dress up, and the user can buy clothes from the store using the 'honeys' that the user earns.


titles
hive
shop
Wardrobe
clothes
accessories
backgrounds

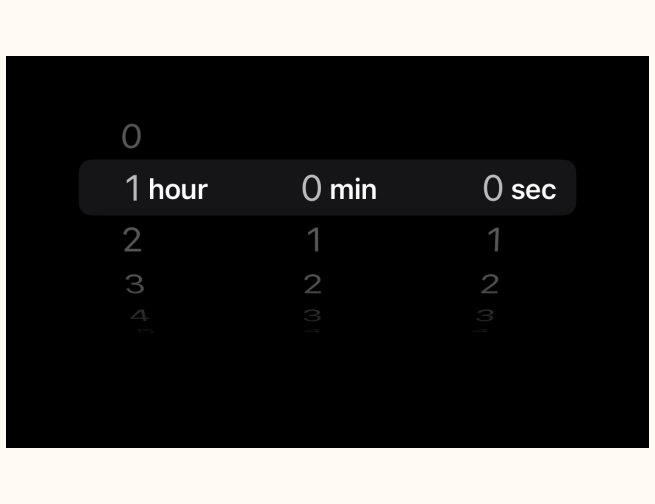
Impact

We were able to create a successful prototype that achieved our goal of promoting productivity, reducing guilt towards acts of relaxation (taking breaks), and encouraging self-reflection. Through our central, easy-to-use feature of having set work/break times, users can maintain productivity and thus don't feel guilty about taking breaks. Through our secondary features of our to-do list and calendar, the user is able to stay organized and feel put-together/on-track with their work and goals. With our secondary feature of focus playlists and podcasts, the user has focus music to listen to when their phone is locked during work times and can listen to insightful podcasts. Through our gamification features, the user is externally encouraged to complete their work/break by having a visual reward for it.

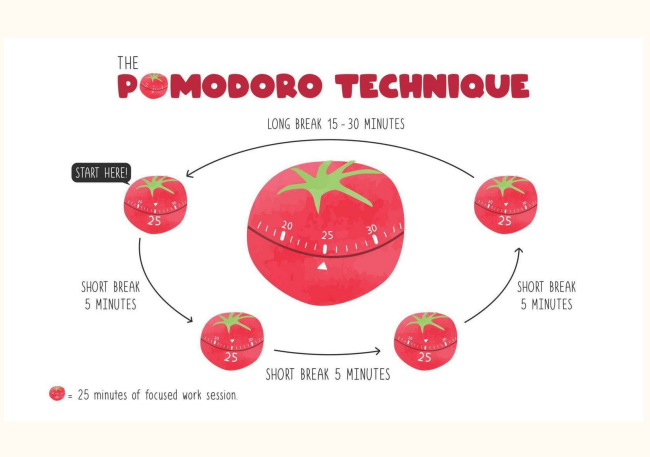
Future Improvements

If we had more time, we would have love to been able to **implement animations**. It would be really cool to have an animation every time the user checks something off the checklist or the bee advancing on the path on the homepage. It would also be fun to have an animated bee in the profile page or an animation of the bee putting on the clothes in its closet.

In hindsight, there are a couple things that we might think about changing or adding.


0
1 hour
0 min
0 sec
2
1
3
2

For setting times, the user isn't able to set a time longer than 59min for either work or break, which might be a good thing in promoting shorter periods of straight work/break, but it's less customizable.


THE POMODORO TECHNIQUE
LONG BREAK 15-30 MINUTES
SHORT BREAK 5 MINUTES
= 25 minutes of focused work session

Additionally, we were thinking of having recommended work or break times that are scientifically proven to be effective (eg the pomodoro 25:5 method). We were thinking of inserting them in the settings where the user inputs their work/break default or within the work/break pages,

Lastly, we were struggling throughout to figure out how/when we wanted the user to fill out the daily free-write/reflection (whether we wanted them to fill it out at the end of the day when they have the day's statistics or if they should be able to freewrite whenever during the day. We settled with having the reflection at the very end but having the widget that allows them to note down their thoughts anytime during the day. However, if we were to redo it, we might have the prompt/freewrite portion of the daily reflection available throughout the day as well so if the user has more time during the day rather than at night, they can spend more time on the reflection portion. This way, it can be more flexible to the user's schedule.

Design-wise, quite a bit of the feedback we received about our UI was that it looked very similar to the dating app Bumble. So, if we were to do it again, perhaps we would either pick a different colors so that it reminded users less of Bumble. We would want to have a more identifiable UI rather than a UI that looked like another major app.

However, if we did stick to the bee/rest of our theme, it might be interesting to have a visual representation of the amount of honey you have/earned throughout your time using the app -- perhaps the bee could be building the hive and add different features to the hive.