

# Paper 3: Looking Better

INFO 498 G

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**How to Look Better?**

# How to Look Better?

*Creative Constraints* *Narrate & Story* *Compromises* *Taste*  
*Translation* *Argument* *Critique*  
*Ask questions* *Data* *Difficulties*  
*Ask Question* *Edges* *Counting* *Intuition*  
*Collaboration* *Hearing* *Tools*  
*Describe* *Instruction*  
*Observation* *Sense*  
*Feeling* *Editing*  
*Design Thinking* *Iterations* *Make Statements* *Meta-cognition* *Touch*  
*Ways of knowing* *Design*  
*Creativity* *Constraints* *Organizing Observation* *Boundaries*  
*Operationalization*

# How to Look Better?

**Creative Constraints**

**Narrate & Story**

*Ask questions*

*Collaboration*

*Describe*

**Observation**

*Feeling*

*Design Thinking*

*Creativity*

*Iterations*

*Ways of knowing*

*Operationalization*

*Data*

*Ask Question*

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*Operationalization*



1

**Observation**

2

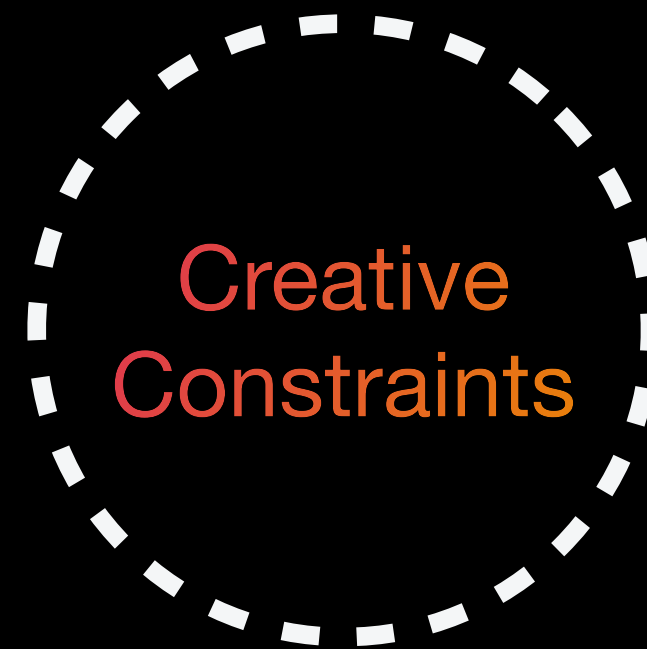
**Creative Constraints**

3

**Narrate & Story**

# Why?

Generate Positive Loop  
in Design Process





*Ahead, a Task Management App on iOS  
For pandemic and beyond*

- **Observation**

- **Creative Constraints**

- **Narrate & Story**

# Observation

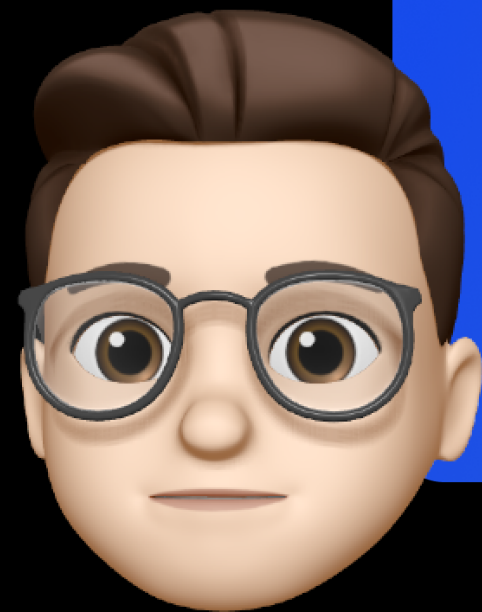
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**Intentional, systematic and active sensing and noticing to target objects to gain useful information.**



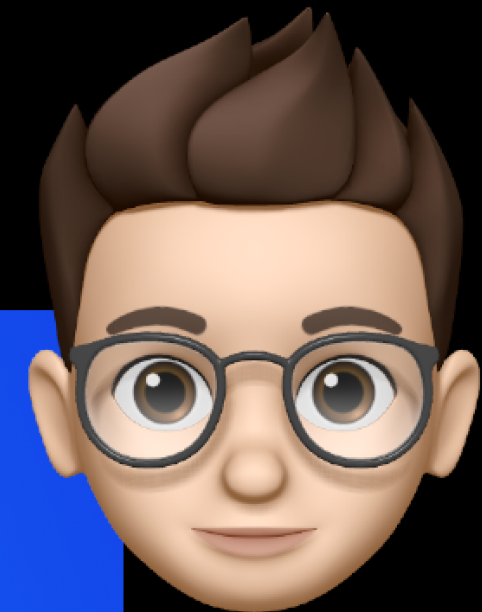
- Ask the right questions.
- Pay attention to emotion, feeling and sensory information.

# Pay Attention to Feeling and Emotion From Target Users



A university faculty

" Working from home always reminds me of the day in the office, where you have colleagues, managers and everyone encouraging each other all the time. But now you don't have such a **push behind your back.**"



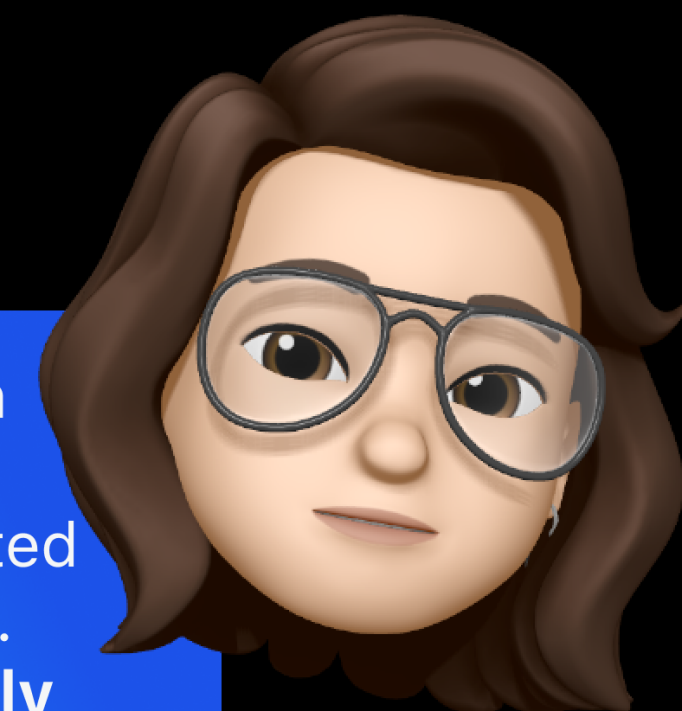
A Software Engineer from a big company

"Now that most of the tasks can be extended beyond the deadline, ... [S]itting at the most comfortable setting and wearing wearing pajama, you just feel slacked off for the first a few days. **Then everything get piled up towards the deadline.** You become less productive and stressful to finish all the tasks ."



A Junior student from UW

My life is now mixed with not only tons of course work, but also my part-time job. I have to do some course work and then do the part-time ... **back and forth several times a day, which results in a pretty messy day** all the time, getting nothing done well.



A company employee at New York City

" Now everyone assumes you're on the slack 24/7. Tasks never get cut down, but you now have to be alerted to slack conversation all the time ... **There is just no priority in my daily work now. "**



# Ask Right Questions in Ahead

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How can we help people solve their pain of low productivity and procrastination, keep them **motivated** and **focused** while still maintain flexible yet accountable for their tasks?

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# Ask Right Questions in Ahead

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How our interfaces and interactions should look like to provide **personalized** and **contextually-aware** information?



**To Theorize ...**

**Observation helps understand and define  
problem space and target audience**

# Creative Constraints

## Constraint

*/kən'strānt/*

the state of being checked, restricted, or compelled to avoid or perform some action.

— *Merriam Webster*

## Creative Constraint ?

a creative constraint is specific and deals with a particular dimension or aspect of what might be possible. It enlightens tangible, useable and valuable solution.



# Constraints are mutually beneficial



**Technical  
constraints  
define**

**Targets' constraints  
offer insightful  
observations**

**Creative  
constraints  
enlighten  
decisions**

# Constraints are mutually beneficial

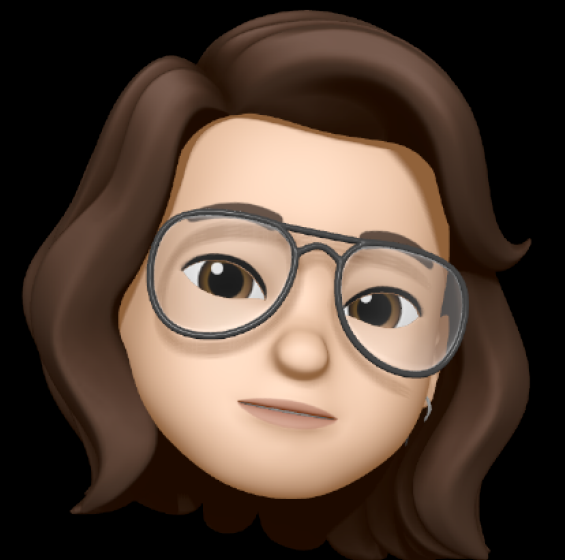


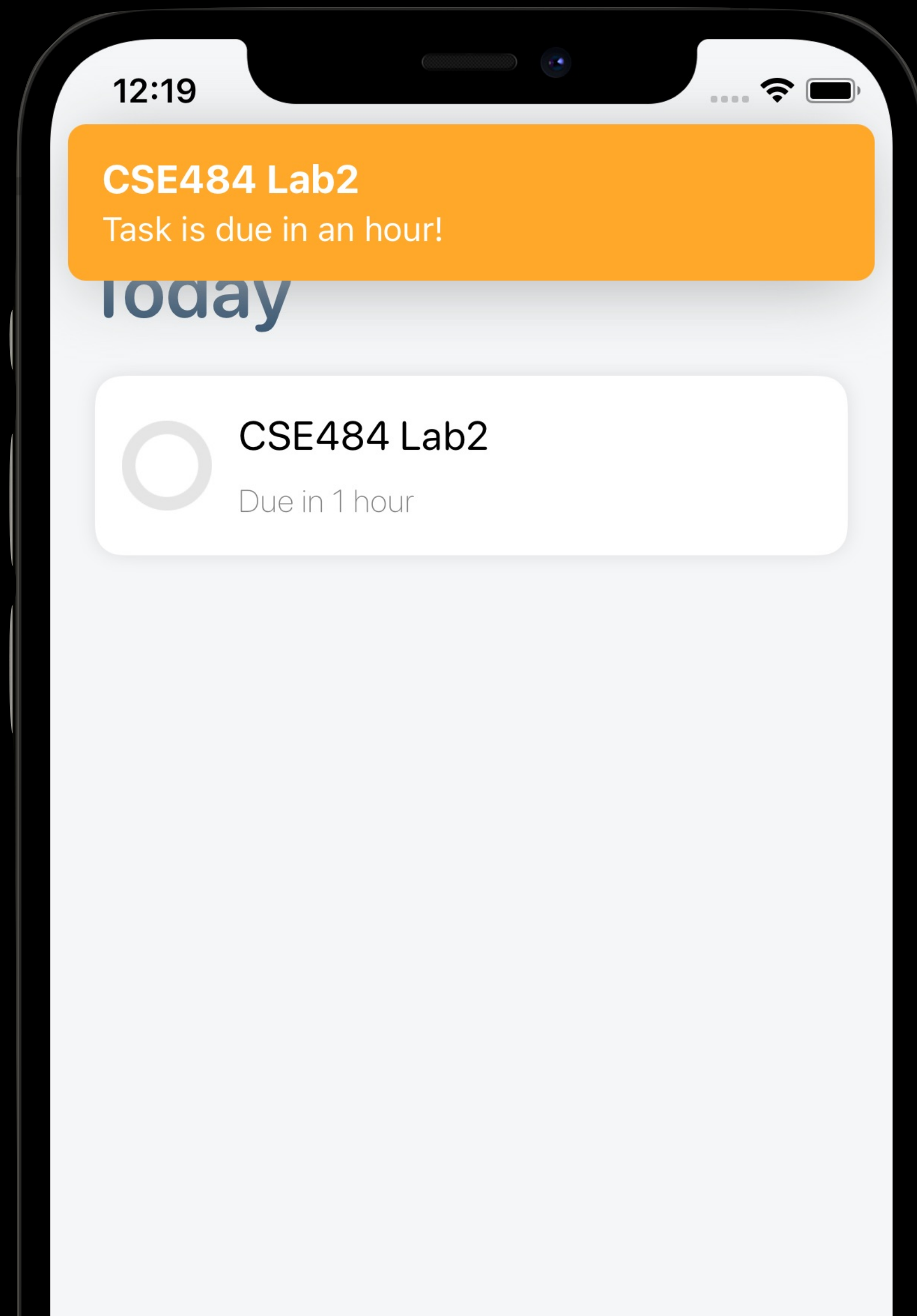
God, I always forget to check tasks after writing them down.

I lose patience and motivation when planning for a large amount of tasks beforehand 😞 !!!!!



Me toooooooooooooo. I seldom take actions because the tools I use never have meaningful notification ... u know they fire notifications to me when I was doing something else..





Constraint 1 :

Only write down the tasks and then give up  
because of the lack of meaningful notifications



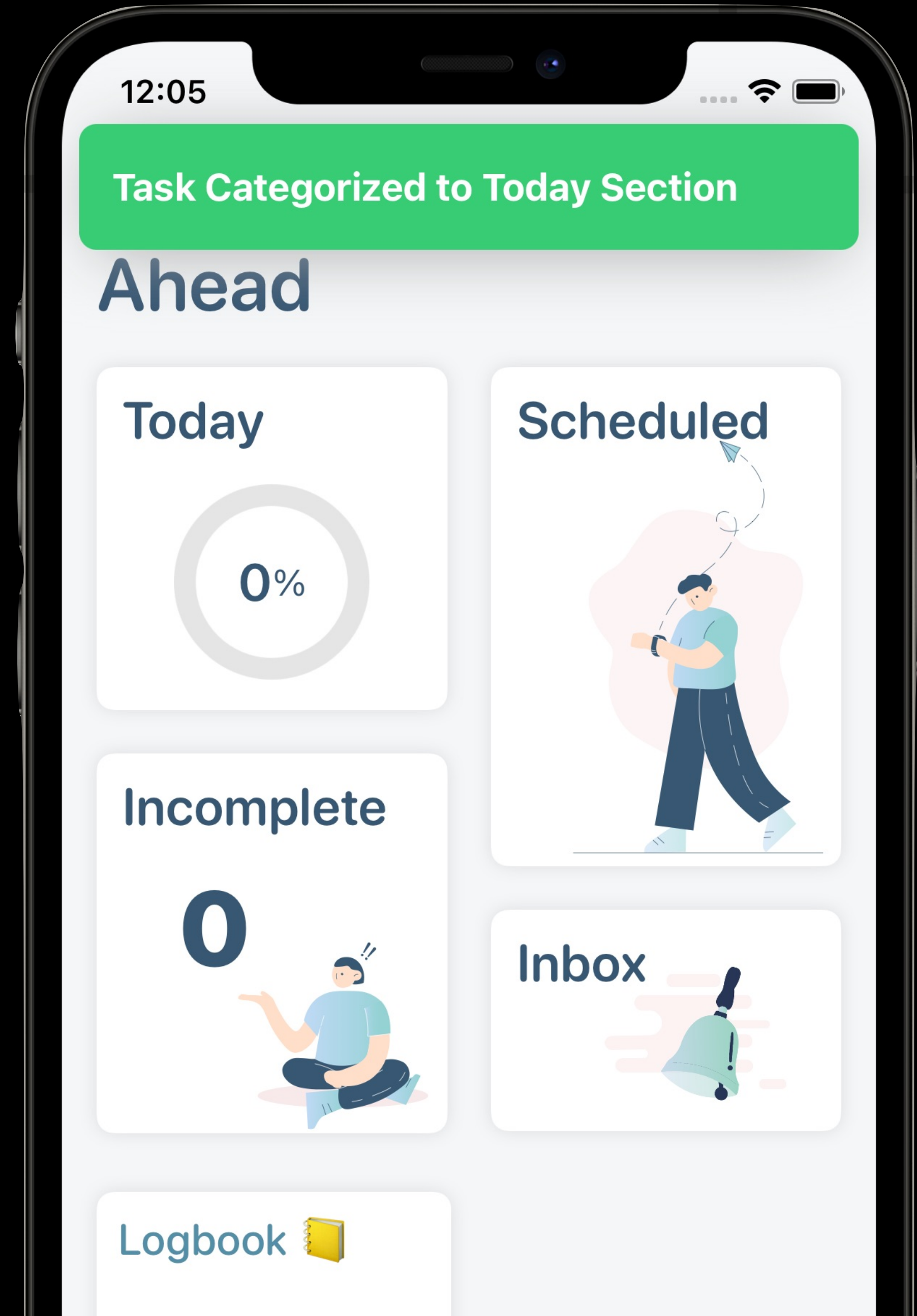
Contextually-aware notifications

Constraint 2:

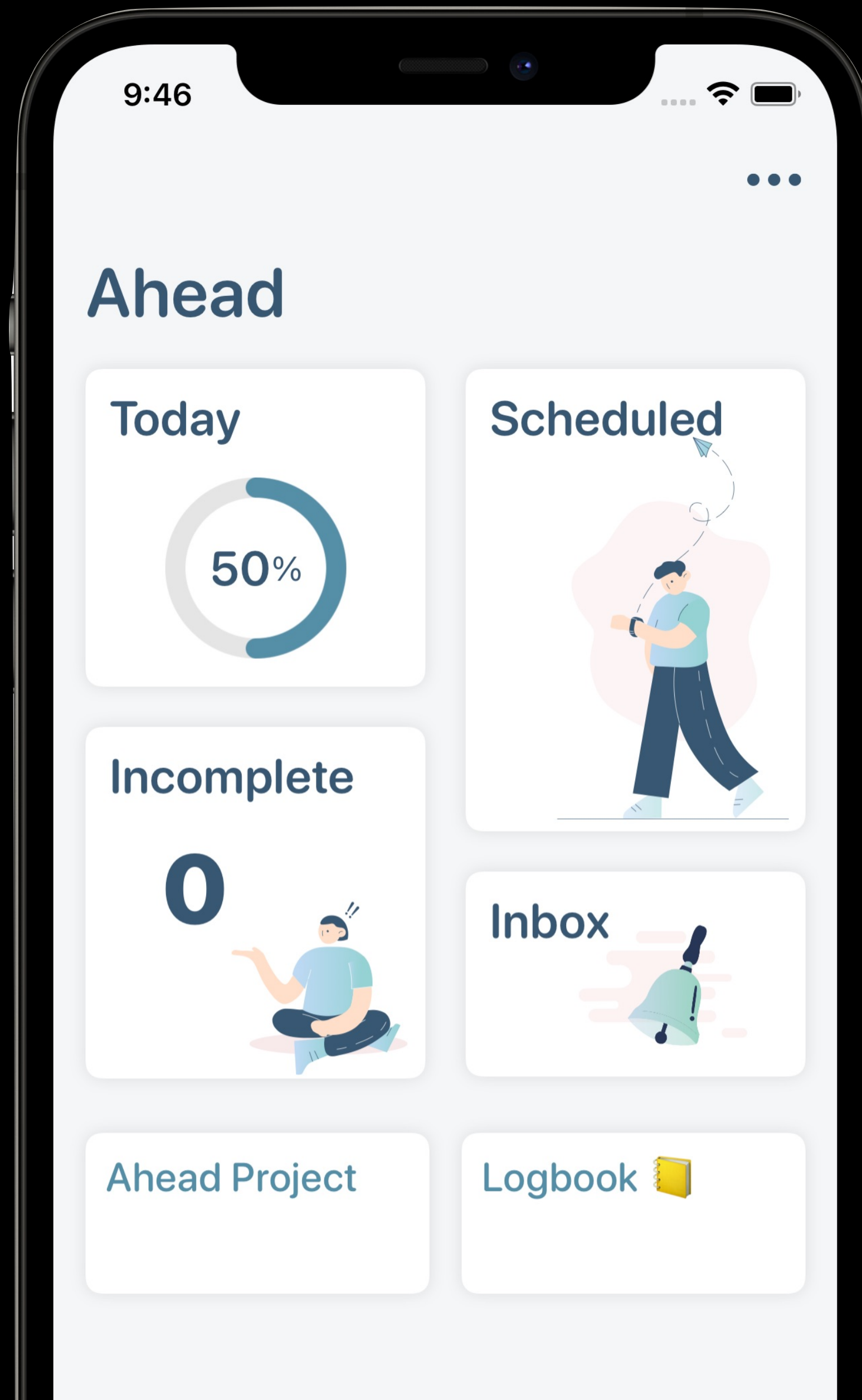
Become less patient when organizing  
large amount of tasks beforehand



Auto-Categorization







Constraint 3:  
Lack experience or knowledge  
with advanced tools



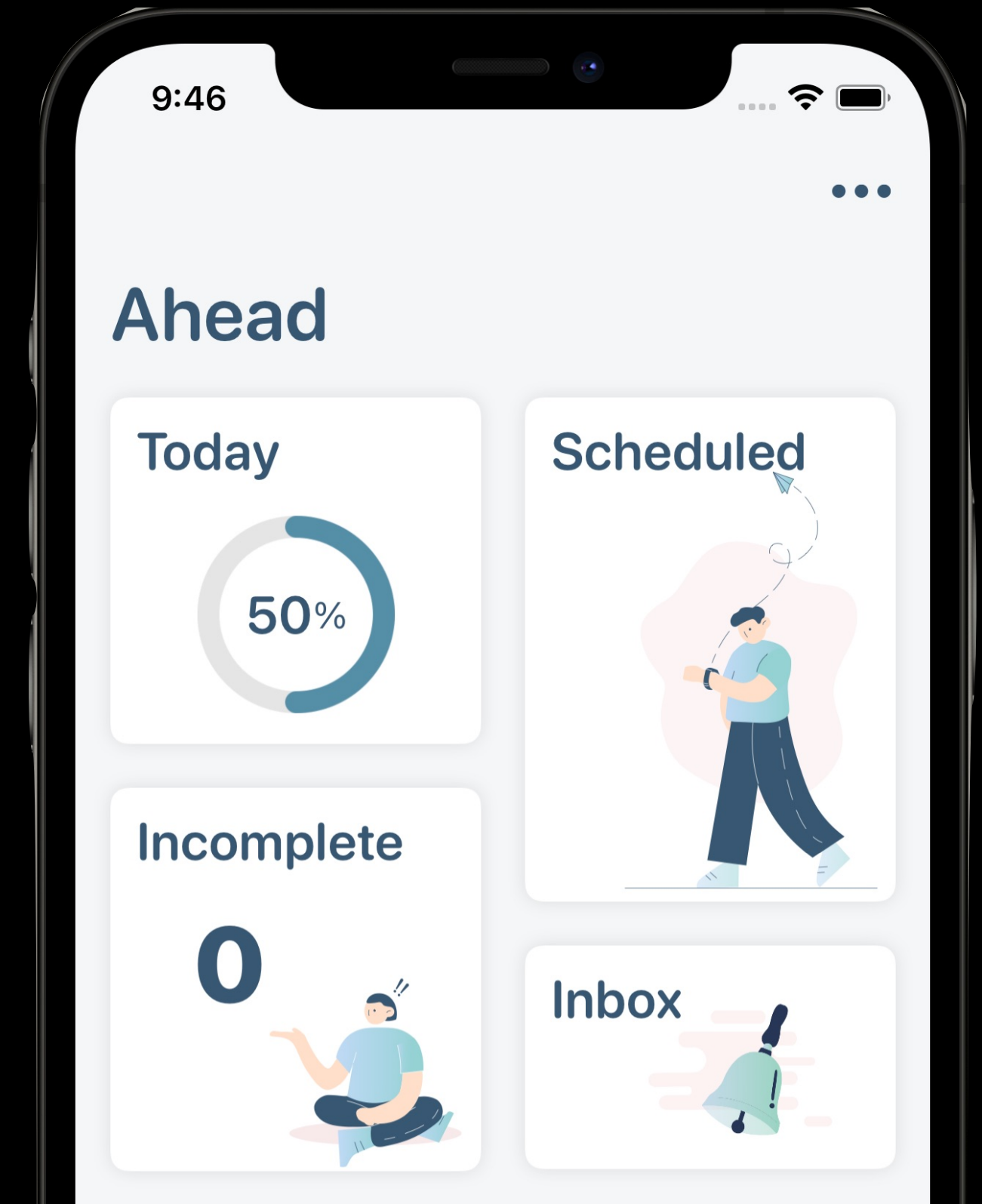
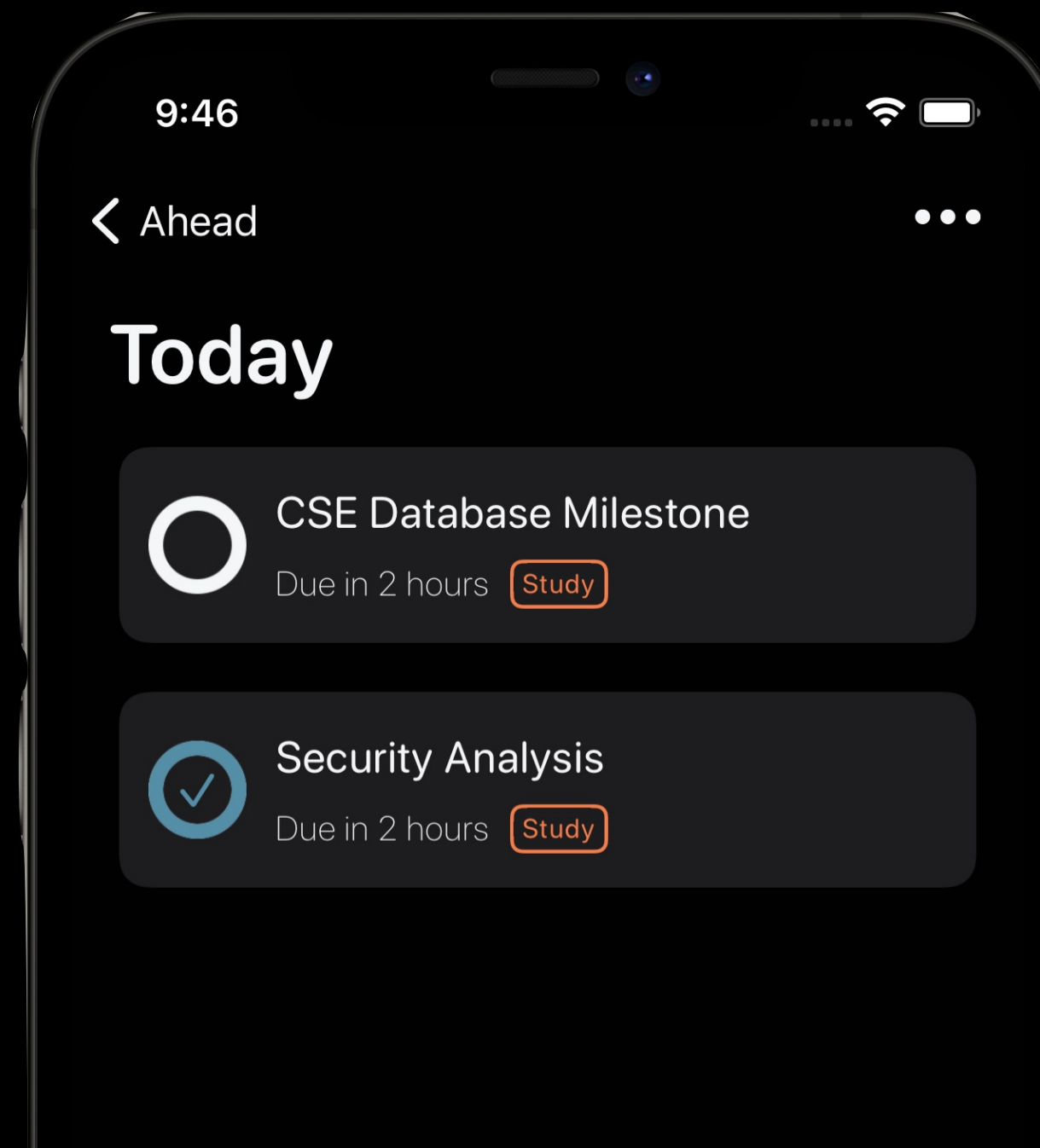
Apple-Reminder-like  
User Interface Design

Constraint 4:

Lose track of tasks progress and  
lack a sense of achievement



## Daily Progress Tracking



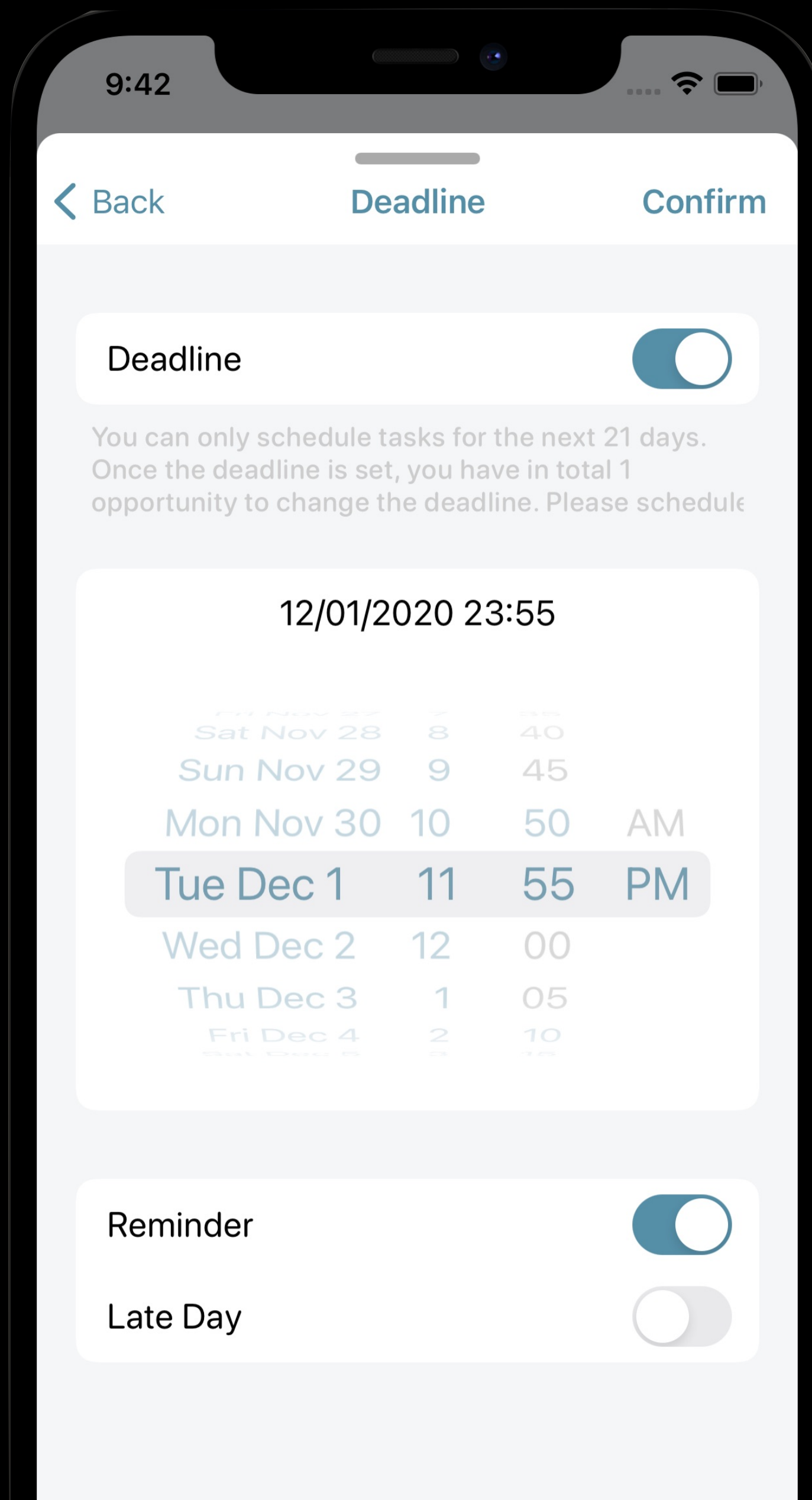


Constraint 5:

Technical constraints from software development



Discard complicated functions and  
focus on the most important ones.



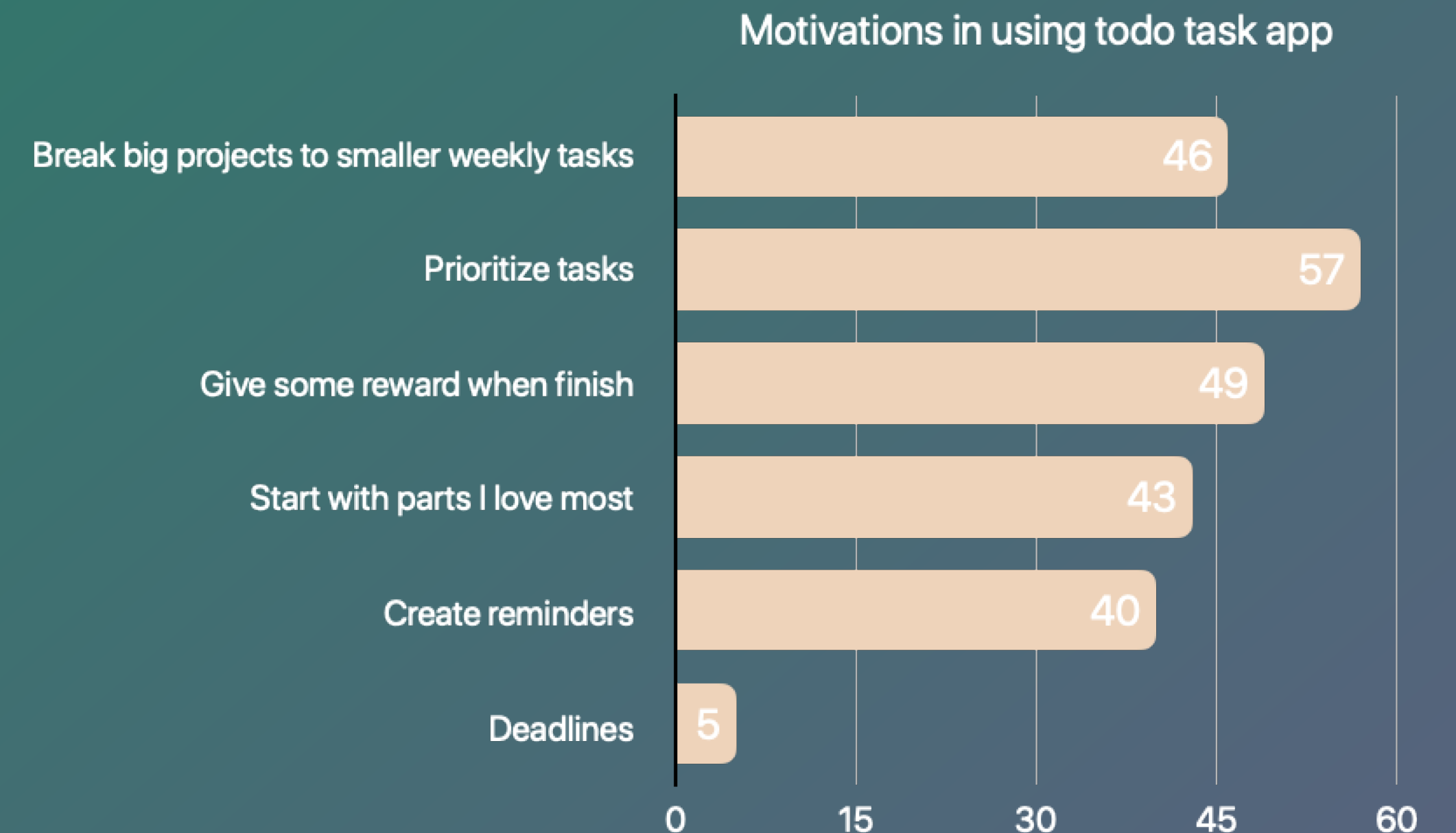
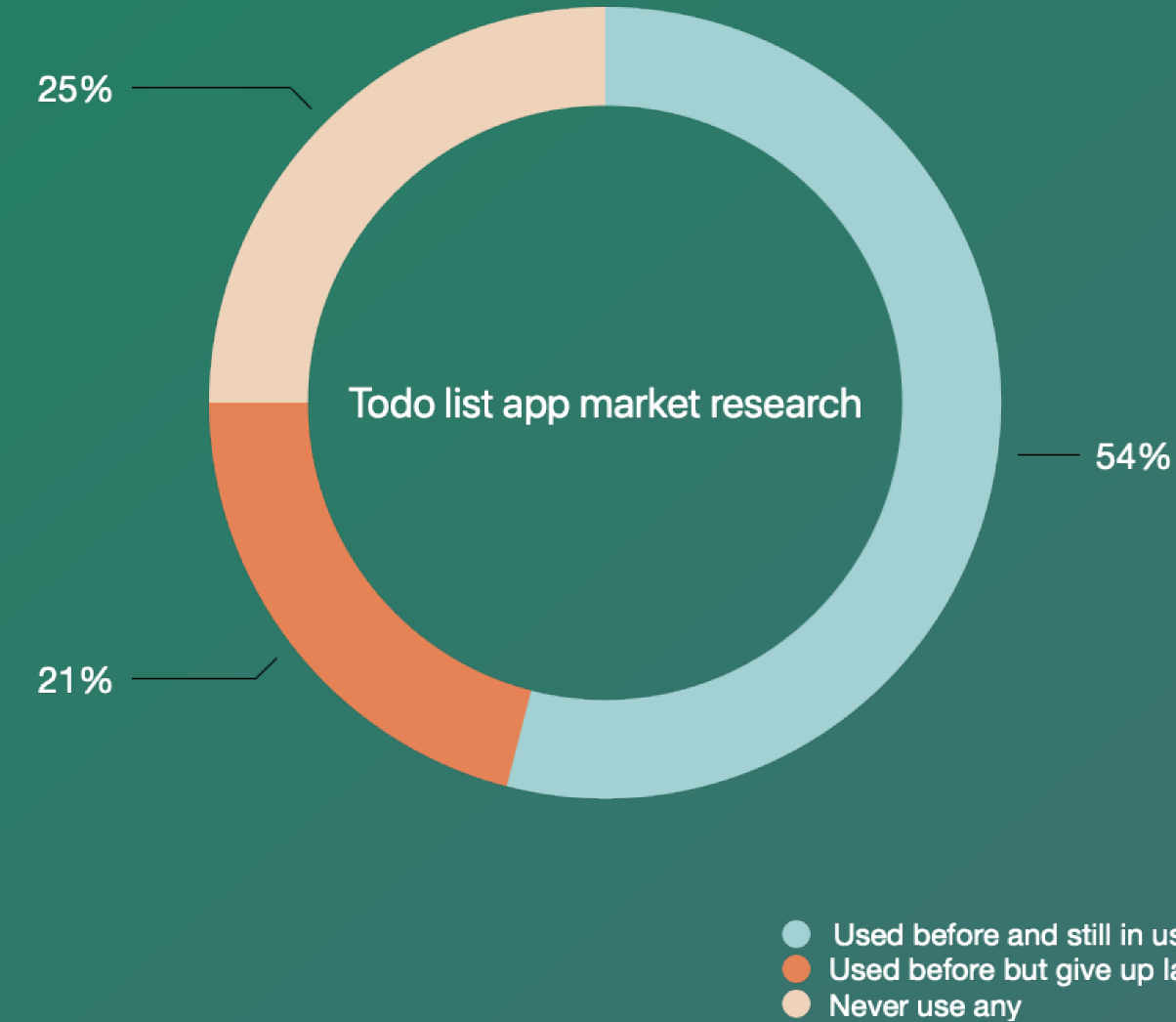
# Narrative

*/ˈnerədɪv/*

a spoken or  
written account of  
connected  
events; a story

— *Merriam Webster*

## Observation data and constraints help defend argument and story



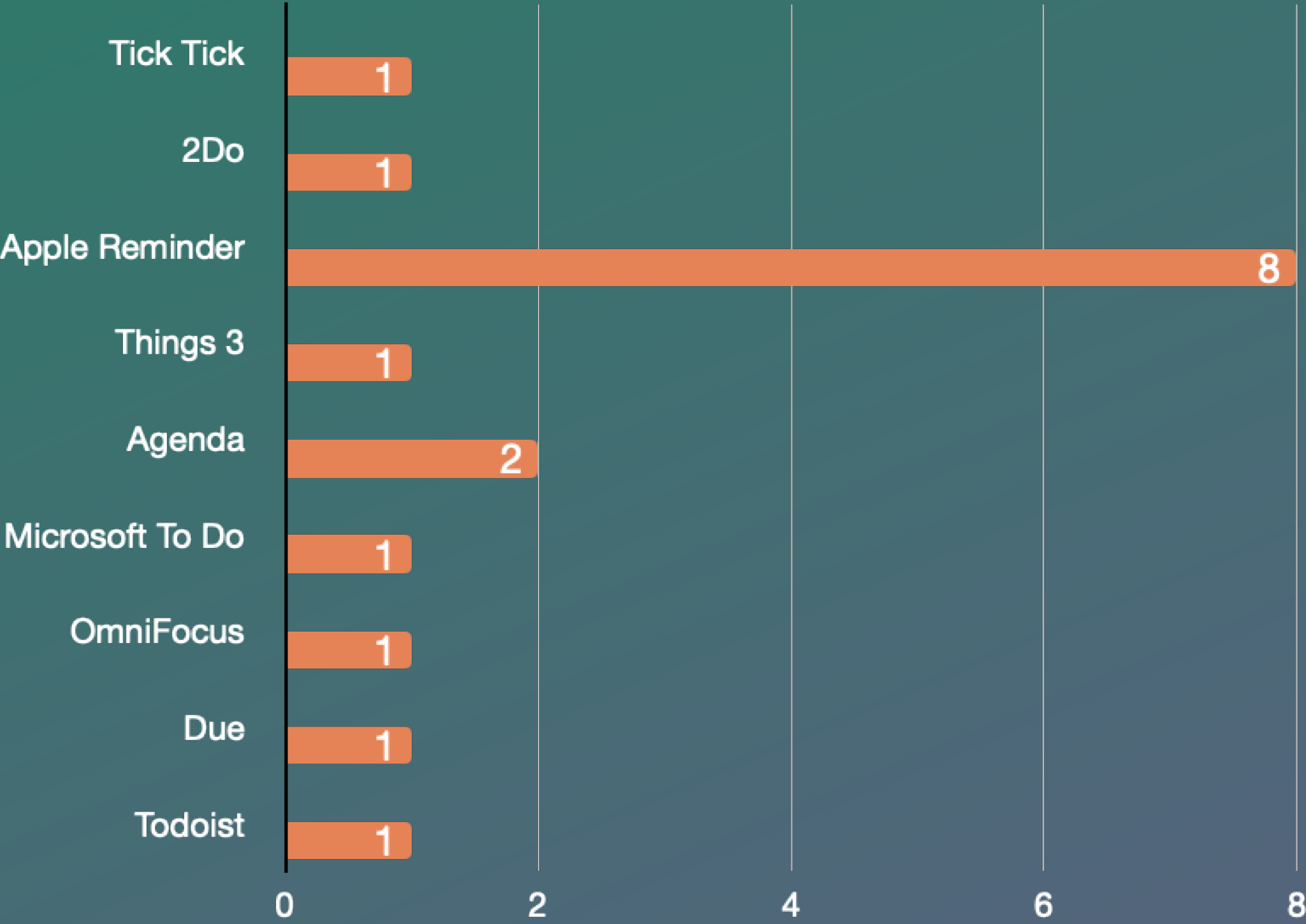
# Observation and Constraints give meaningful context.

Todo Tools that are still in use



# Context offers target audience investigative information.

Todo tools that have been discarded



# The Story



Ahead

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Uncertainty and change are life constants, especially during the pandemic and work-from-home period. Sitting in front of the Zoom calls, we are constantly interrupted by "BREAKING NEWS" on Twitter, disturbed by food or mail delivery calls, or even diverted by friends' bombarding messages. If you have a similar experience, you would probably like to try out our new app, Ahead.

21-day task management and progress tracking keeps life and work **organized** and **efficient**.

Strict due day mode plus incomplete reminder help stay **motivated** and **say goodbye to procrastination**.

Up to 7 late days gives leeway to you and your tasks, with **flexibility** and **accountability**.

Simple yet powerful filters let you navigate among multiple roles **freely** and **confidently**.

Carefully-tuned system-wide **Dark Mode**. The auto switch follows your system preference or you can override the system setting if you like.



Observation

Creative  
Constraints

Narrate & Story



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