



# Go With the Flow?

CS147 Fall 2024 Needfinding Report

# MEET THE TEAM



**WHAYDEN  
DHAMCHO**



**CHRIS  
KELLY**



**JACK  
RYAN**



**CALVIN  
LAUGHLIN**

# OUR DOMAIN: SPONTANEITY



**PLANNING OR  
LET IT HAPPEN?**



**CAN  
IMPROVISATIONAL  
PEOPLE GET THE  
SAME  
EXPERIENCES?**



**WHAT COULD MAKE  
IMPROVISERS MISS  
OUT LESS?**



# PARTICIPANT SELECTION

## PLANNERS

We wanted to hear from people that preferred their experiences planned out beforehand, or tracked while participating in.

## IMPROVISERS

We want the insights of people that do not plan! What do they feel they miss out on? What makes or breaks their experience?

# OUR PARTICIPANTS



**"CARINA"**

IT Support  
Employee,  
Concert and  
Live Music  
Enjoyer



**"SAM"**

Tech Employee  
and Avid  
Traveler



**"LIAM"**

Ex-Collegiate  
Volleyball  
Player,  
dedicated  
athlete

# WHAT WE ASKED

**Do you track your progress or plan workouts for your fitness?**

**Do you attend sports events or other live entertainment in San Francisco or other cities?**

**When has choosing not to plan helped? When has it hurt?**

**How do you use technology to help you plan for travel?**

The background is a solid black color. It is decorated with white line art. On the left and right sides, there are stylized, abstract faces or profiles. These faces are composed of multiple concentric white lines that define their shapes. Some of these faces have small circular features that resemble eyes. In the upper right and lower right corners, there are additional abstract shapes, some of which are filled with a white stippled or dotted pattern. The overall aesthetic is graphic and minimalist.

# Key Quotes



**"I think that's one of the  
hardest parts about it**

**[tracking fitness] is, like I talked about**

**Earlier, maintaining consistency with  
any sort of routine an injury just  
absolutely throws a wrench into  
whatever you thought  
the plan was."**

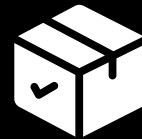
**-Liam**





## **INSIGHT**

Human bodies and lives are dynamic. They force 'success' or goals to be redefined



## **NEED**

A tracking or planning system that is quick to react to these unexpected disruptions.

**“I think a good thing for me, at least, was seeing both edges of that coin...there is the uncertainty and anxiety that comes with that [not planning], but there's also a lot of freedom. I found, more often than not, when you make too rigid of a plan when you travel and you try to fill every hour, you may not like it and it may not match the cadence of your day”**

The bottom half of the image features a complex, abstract graphic design. It consists of numerous thin, white, wavy lines that flow across the frame, creating a sense of movement and depth. These lines form various shapes, including a large, solid white arch on the left, a central area with a dense grid of small white dots, and several smaller, irregular shapes. The overall effect is reminiscent of a stylized map or a topographical contour plot.

**-Sam**



## **INSIGHT**

Over-planning AND  
under-planning can  
lead to diminished  
experiences



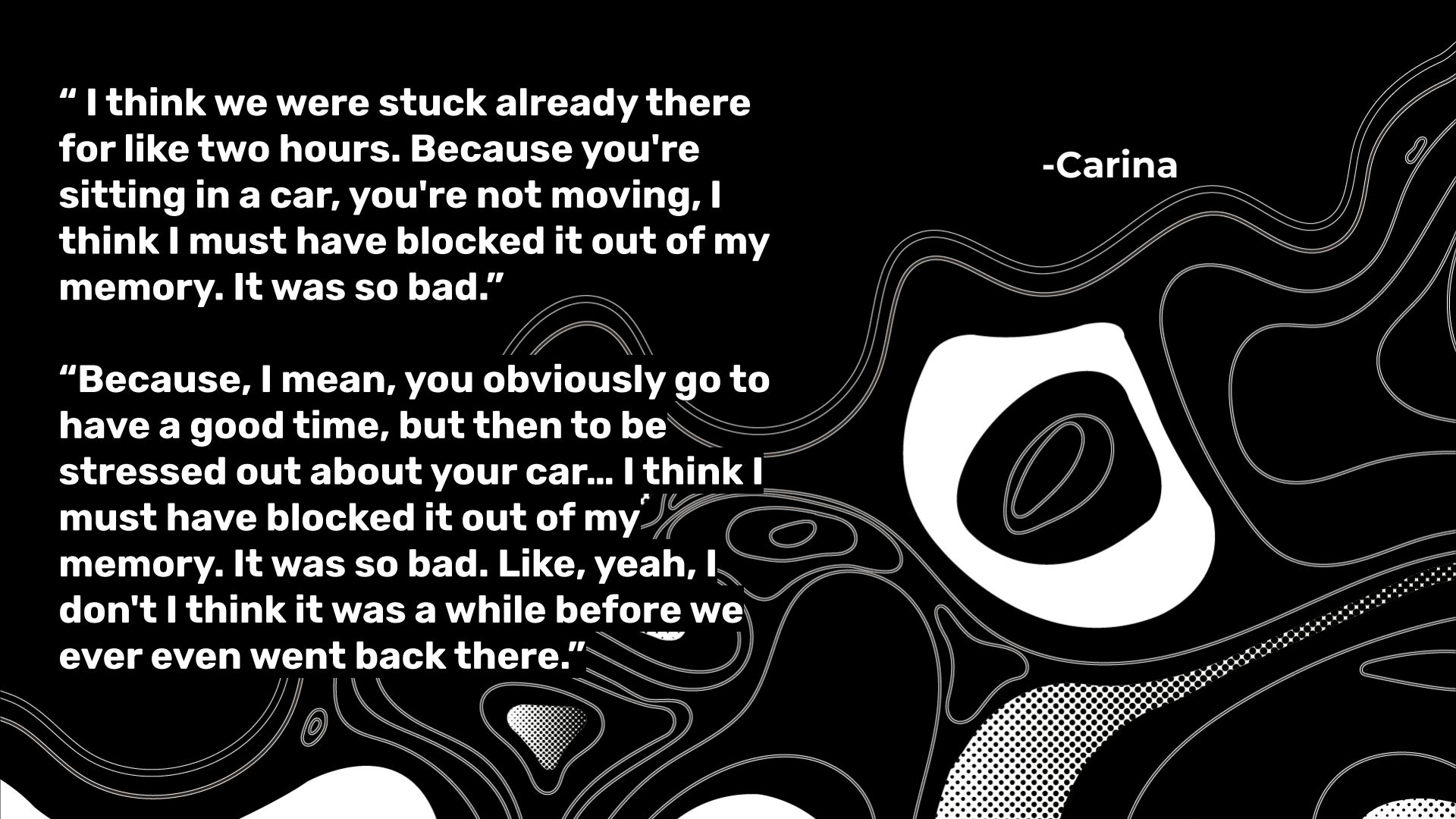
## **NEED**

Some strategy that  
keeps a day structured  
but still allows for  
opportunities for  
spontaneity

**" I think we were stuck already there for like two hours. Because you're sitting in a car, you're not moving, I think I must have blocked it out of my memory. It was so bad."**

**"Because, I mean, you obviously go to have a good time, but then to be stressed out about your car... I think I must have blocked it out of my memory. It was so bad. Like, yeah, I don't I think it was a while before we ever even went back there."**

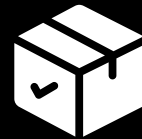
**-Carina**





## **INSIGHT**

Spontaneous  
people may  
unintentionally  
hinder their  
experience



## **NEED**

A quick and  
unobtrusive  
method of  
planning

# EMPATHY MAP

"The hardest part for me is finding consistency with any fitness routine."

SAYS

DOES

Finds it difficult to resume fitness after taking time off due to injury or a break.

LIAM

THINKS

FEELS

Liam hesitates to adopt more advanced fitness tracking methods because he likes simplicity in his routine

"I have a whoop wristband that I use to track certain health data."

"I like it to reflect on my previous city and gauge good and bad habits."

"I want to stay healthy, get good sleep, and make up for my mistakes."

"I would feel more accountable if I had to provide meals for other people."

"I don't plan meals ahead of time, it's just to keep my head around."

"I try to hit each macro group in a week, but I don't track it consistently."

"I would like to try an Apple Watch for counting music while working out."

"Like sees music as an essential motivational tool when exercising, especially for solo activities like running."

"Like believes health and fitness are key to his daily well-being, with sleep being a major factor."

"He values simplicity in his wearables and workouts — complexity can be a deterrent."

"Like's wife is consistent with her workouts due to consistency."

"He enjoys the accountability that comes from shared fitness experiences (e.g., working out with friends or teammates)."

"Like likely believes that technology (wearables) can help him stay on track with fitness and sleep but realizes it has to be straightforward and non-invasive."

"Cooking is a new area for him, and he's eager to learn, though he finds planning meals daunting."

"Prefers keeping workouts and routines simple and not over-complicated."

"Relies on social connections (friends, teammates) to stay motivated during tough workouts."

"It's difficult to fit fitness into his busy schedule — only remembers or does basic notes on his phone."

"Doesn't track his workouts in detail — only remembers or does basic notes on his phone."

"Occasionally tracks calories burned using Whoop data, though not consistently."

"Liam feels frustrated when his workouts don't go as planned due to time constraints."

"He feels relieved when he can look at his sleep data and identify what's affecting his recovery."

"Liam feels in control of his progress, but he finds it challenging to stick to a routine."

"Liam adapts to his routine by tracking basic metrics like sleep and heart rate."

"Liam feels a sense of accomplishment when he works out with others, but he doesn't want to let them down."

"Liam takes pride in achieving small victories, like cooking a successful meal or hitting fitness goals."

"He is curious about trying new wearables like the Apple Watch to improve his fitness routine."

Tracks workouts on his Whoop wristband.

Uses the sleep data to reflect on daily habits and optimize his routine.

Practices yoga 3-4 days a week and lifts weights.

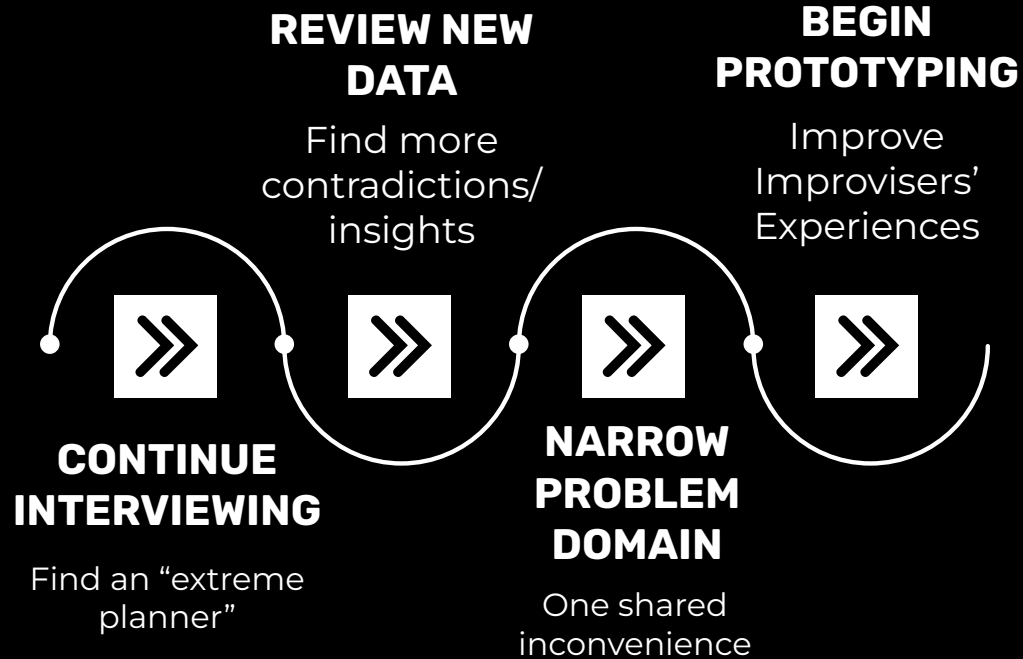
He recognizes the need for better tracking and reflection in his fitness journey but hasn't committed to more structured planning.

# PLANNING THAT FEELS SPONTANEOUS

- Improvisers can end up in unwanted situations or miss out / ruin an experience.
- Beginning to plan, even for experienced planners, can feel intimidating and challenging
- Overplanning can make an experience feel stuffy and unnatural.



# WHAT'S NEXT?





**THANKS!**

