

# DriverSeat

Mobilize your free time.

Spec Status: Draft / Peer Reviewed / Mentor Reviewed / **Complete**

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I want to move forward to build this product with a cross-functional team in the Co.Lab

Program: **Yes**/No

## Summary

*What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.*

DriverSeat is a web calendar extension that helps users dedicate time for activities that maintain and improve their physical and mental well-being by allowing users to easily identify blocks of free time outside of their daily responsibilities. We want our users to be in the driver's seat of their lives – in charge of their calendar, time, and overall well-being.

## Problem Background

*Who is the customer? What is the need or problem we're addressing? Why should we address this problem now? What do we know? How do we know this is a problem?*

### User & Problem

As one enters and navigates adulthood, more and more responsibilities emerge and pile onto the long list of tasks to be done. Days repeat with free time haphazardly scattered across rest, chores, errands, personal life, social activities, and selfcare. Our user is a busy everyday professional or student, who has a finite amount of free time in their day. They struggle to find balance between productivity and well-being and are ready to make incremental changes to their daily routines to better prioritize their well-being.

### Why now

In an [article](#) with the New York Times, Aidan Harper states that the current state of hustle culture “creates the assumption that the only value we have as human beings is our productivity capability – our ability to work, rather than our humanity.”

In 2023, we live in the aftermath of unstructured free time as a result of the global pandemic, where time unused on actively seeking new opportunities to do and achieve more is associated

with laziness and lack of ambition or success. This effect does not only stretch across areas of work and studies but also the way we perceive our use of free time on activities that maximize our well-being.

While [research](#) shows hustle culture leads to negative physical and mental health outcomes, societal pressure to do and achieve more is ever so prevalent across the busy working and studying individuals.

### **What we know**

Although we cannot change the population-level behaviours and attitudes around free time, we can create incremental changes by encouraging busy individuals to intentionally allocate time on activities that maximize their well-being.

Based on [our research](#), **81.3%** of the sample group had between *1 to 4 hours of free time on an average day* and **75.1%** had *more than 10 hours of free time in an average week*.

**81%** of our sample group also stated that they consider well-being to be *Very Important* or *Important*. Of the list of activities provided, 37.5% indicated *Exercise* to be the most important for their well-being, followed by 25% respectively for both *Relaxation* and *Socialization*.

To better understand the time impacted by engaging in these well-being activities, we asked our respondents to outline the amount of time they spend on their most important well-being activity (duration per session) and the frequency in which they try to accomplish this activity (frequency per week). By multiplying and averaging these responses, we found that *Exercise* takes approximately 8 hours per week; *Relaxation* requires approximately 10 hours per week; and *Socialization* takes approximately 3 hours per week (Figure 7A).

### **How we know this is a problem**

Compared to the amount of free time per week (> 10 hrs free time per week) versus the number of hours required for each well-being activity per week (< 10 hrs required per week), **50%** of the sample group indicated that they complete their well-being activity *Most of the Time*, and **37.6%** indicated that they complete their well-being activity *Sometimes* or *Infrequently*.

Our survey also found that while no one felt *Very Good* or *Very Bad* about their current use of free time, **55.3%** of individuals indicated that they felt *Neutral*, *Somewhat Bad*, or *Bad* about their current use of free time, and **43.8%** indicated that they felt *Somewhat Good* or *Good*.

From self report, we found that individuals felt *relaxed*, *accomplished*, *prepared/energized for the next day*, and *generally good* when they were able to complete their well-being activity. In comparison, individuals *felt regretful*, *lazy*, *not productive enough*, *isolated/lonely*, and *frustrated/bad* when they were unable to complete their well-being activity.

Based on our results, we can conclude that there is a disparity between the amount of free time an individual has throughout their week in comparison to the frequency and duration in which

they successfully engage in activities that maximize their well-being. In combination with the self assessments when not completing a well-being activity, we know this is a problem area that DriverSeat can address using time management and scheduling functionalities.

## Problem Statement

How might we easily identify blocks of free time and make recommendations for busy individuals so that they can intentionally make time for things that improve their wellbeing?

## Goals

*Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?*

- Help busy individuals prioritize spending time on activities that improve their well-being
- Help busy individuals build sustainable habits and attitudes around their well-being, so that they can maintain protected free time without the pressure of being productive
- Help people with anxiety around time management build more confidence and ownership over their time and schedule
- Help people with anxiety around productivity build awareness on the importance of prioritizing activities that maintain or improve their well-being

## User Stories

*Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.*

- As a busy professional/student, I want to **understand which few activities are the most important** in maximizing my well-being, so that I am not overwhelmed by the need to make time for numerous activities
- As a busy professional/student, I want to **receive recommendations on how I can best fit my prioritized well-being activities** in my schedule, so that I do not have to stress about making plans for my well-being outside of my existing responsibilities
- As a busy professional/student, I want to **receive recommendations on how long and how often I should engage in my well-being activities**, so that I can start building sustainable habits and attitudes around my well-being
- As a busy professional/student, I want to **easily visualize my free time in my calendar**, so that I can understand when I have the most physical and mental capacity to fit in my well-being activities
- As a busy professional/student, I want to **be reminded to use my calendar to plan for my week ahead and to reflect on my previous week**, so that I start building more awareness and ownership around my time and schedule.

## Proposed Solution

*What are you proposing is the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.*

### Minimum Viable Product

#### Step 1. Creating the baseline schedule

- Block primary responsibilities (e.g., work, studies, childcare, religious practice)
- Block out additional required time (e.g., transit)

#### Step 2. Understanding your preferences and routines

- How many hours would you like to sleep?
- When do you currently go to bed?
- When do you currently wake up?
- Select an activity for your well-being (1 activity at a time for MVP)
  - Identify current duration of activity per occurrence
  - Identify desired duration of activity per occurrence
  - Identify current frequency of activity per week
  - Identify desired frequency of activity per week
  - Identify preferred scheduling of activity on regular basis (e.g., before work, between breaks, N/A)

#### Step 3. Generate visual summary in calendar based on results

- Based on your response, you have x hours of free time during your week for your well-being and secondary responsibilities, such as housework and errands
  - Simple coloured blocks in calendar
- Based on your response, here are the recommended ways to mobilize your free time
  - Simple coloured in calendar
  - Accept recommendation → block into calendar
  - Reject recommendation → next recommendation
- Once blocked to your calendar, you can make adjustments as necessary
  - Move or Delete recommended time block

## Scenarios | TBD During Bootcamp

*What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.*

**User Story 1:** I am a busy working professional. I feel very anxious about wasting time and try to make sure I am as productive as I can be. I tend to split my free time between exercising,

cooking, and cleaning. I know rest and socialization are important for my well-being, but I feel like I am constantly being chased by time and would rather work on my list of tasks to be done.

- I want more awareness and ownership around my time and schedule and spend time on activities that maximize my well-being, so that I can avoid experiencing a burnout
- I want to intentionally identify and rank the activities most important for my well-being, so that I am not overwhelmed by the need to make time for multiple well-being activities

**User Story 2:** I am a busy working professional with evening classes. After a full day at the office, I take a short break to eat then log back onto my laptop to attend my class and study. I wish I had the time to go to the gym. But by the end of the day, I am physically and mentally exhausted. I think I would make time for the gym, had it been scheduled in my calendar and it was a habit, but the last thing I want to do amidst a busy day of work and studies is plan out my well-being activities in my calendar.

- I want to better visualize my free time and receive recommendations around how I can best fit in my well-being activities, so that I can identify when I have the most physical and mental capacity to engage in my well-being activity
- I want to not have to stress about making time or plans for my well-being outside of my existing responsibilities

**User Story 3:** I am a busy graduate student. Outside of attending seminars, being in the lab, and working as a TA, I try to make sure I spend time on activities that make me happy. This usually looks like going to the climbing gym, watching a movie and scrolling on my phone, or catching up with my friends at the bar. I usually go with the flow, but I want to start building a routine so that I can start working on a side project while I am in school.

- I want to build sustainable habits and attitudes around my well-being, so that I can maintain protected free time without the pressure of being productive
- I want to understand which activities are the most important for my well-being, so that I can build habits around these activities where possible before my schedule becomes too busy and can be more aware with how I spend my time

## Measuring Success | TBD During Bootcamp

### Co.Lab Success Metrics

*What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.*

- A working web extension that can be publicly downloaded and is compatible with Google Calendar or iCalendar

- A working web extension that gives 2 recommendations on well-being activities based on the user's calendar

## Product Success Metrics

*Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?*

- Churn rate
- Net promoter score
- Number of active users
- Number of times people accept a recommended schedule for their well-being activity
- Number of times people engage with the rescheduling/deleting feature for a recommended activity block
- Number of times users fill out weekly reflection pop-ups
- Weekly reflection
  - Score on how users felt about the recommended schedule
  - Score on how closely they followed the recommended schedule
  - Score on subjective well-being
  - Score on satisfaction on use of free time

## Milestones & Timeline | TBD During Bootcamp

*What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?*

- Conduct additional user research & Define high level user stories
- Develop preliminary mockups and roadmap
- Identify MVP features & Design
- Build MVP, Test & Fix bugs

## Open Questions / Appendix

### Concerns

- How to make the app not encourage negative associations with well-being activities
  - I.e., frustration and disappointment associated with unachieved activities
- How to normalize and encourage unscheduled free time
  - I.e., app encourages intentionally blocking out time for well-being activities; this is different from being more productive with free time
- How to account for time that is implicitly associated with the well-being activity
  - I.e., travel time between gym and home, getting ready before work

## Feature Backlog

- Ability to select multiple well-being activities at a time
- Colour coded blocks of free time
- Log completed activities vs incomplete activities
- Weekly insights on how you have spent your free time this week
- Ability to gradually start building sustainable habits and routines
  - E.g., shorter/less frequent durations → increase each week
- Assessment to keep track of whether activity is still important for the user
  - Activity is still important, but it was not scheduled in a sustainable way → recommend other options for fitting in the activity
  - Activity is still important, but other priorities came up → display messages of reassurance and encouragement for next week
  - Activity is still important, but I don't have time for this for now → recommend shorter/less frequent increments for the activity OR ability to skip activity for now
  - Activity is not as important as I thought → do not recommend activity anymore
- Features to celebrate achieving the wellbeing goals of the week
- Prompts for journaling or reflecting on the week

## Resources

[Having Too Little or Too Much Time Is Linked to Lower Subjective Well-Being](#)

[Free Time and Physical Activity Among Americans 15 Years or Older: Cross-Sectional Analysis of the American Time Use Survey](#)

[The C-suite's Role in Well-being](#)

[What Covid-19 Has Done to Our Well-Being, in 12 Charts](#)