Rachana Narahari

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MUXD 5300.01: Capstone Development and Presentation

Project Plan: Burnout Application

Project Idea *Short description of what you would like to work on and why you chose to pursue it.*

Burnout is psychological syndrome, first researched in the 1980's, developed as a response to chronic stress of a job. There are 6 domains in which assessments are typically measured inorder determine burnout: 1. Workload 2. Control 3. Reward 4. Community 5. Fairness 6. Values. Burnout has clinically proven to cause exhaustion, which leads to individual strain and ultimately leads to a lack of motivation, self doubt, and a feeling of ineffectiveness. Fatigue and exhaustion can cause anxiety, extreme emotional responses, self doubt, and so much more.

Throughout my career and through MICA's graduate program, I have been witnessing my classmates and my co-workers experience burnout. Many of us have confided in each other, asking why we decided to take on such an enormous challenge, and through tears, questioning if the light at the end of the tunnel will even show up. Project after project is pushed out because the world around us human beings is competitive. If we aren't hustling, then we fall behind and this mentality leaves little room to recover.

I want to educate individuals of what burnout is and how to recognize if they are running down the path of exhaustion. I also want to help others come out of burn out and find ways to reignite passion, self confidence, and balance; creating something that can recognize imbalance in life and guide people back into a balanced state.

Problem Statement *The question(s) you will answer. What problem are you trying to solve?*

How might students and working professionals find the source of their burnout and prevent future burnout by obtaining a healthy balanced life? How might students and professionals manage overwhelming responsibilities while still maintaining a healthy exhaustion recovery schedule?

Product and Features *The specific product and features that will be the focus of the research questions.*

Based on the research conducted, participants often felt as though they were not achieving what they want in life or are not making time for the things they consider to be important. My solution for this would be to help users to go on an internal journey where they are able to explore what they really care about (their hopes, dreams, goals, and vision for their future). Through determining these, the user can determine whether their values align with the endeavors they are taking on. One of the major root causes of burnout is

this lack of alignment with personal values, and this will help determine if a user is simply taking on too much work, or if the work is impacting their self image.

Time management can help you determine how much work users are actually taking on. Everything takes time and we only have 24 hours in a day to do everything we need to do. Many people do not even realize how much work they have taken on and struggle with balancing everything. The first thing to go is typically hygiene and self care, responsibilities needed to rest and recover. This functionality will prompt users to really Categorize all the things they do in a day and will provide suggestions as to whether they may be experiencing burn out or if they are managing their time well. Time management can tackle another root cause of burn out. This solution may include an emotion tracker to ensure the emotional stability of a person. Hopefully, with repeated use, this solution will help even out the waves of emotions into a relatively positive one.

Even though other solutions for major issues were realized through user research, I will be focusing only on these 2 major functionalities. In the future I would like to expand my features to including articles and resources for advocating for a healthy lifestyle and work place.

Target Audience *Who is the target audience of your project and how do they benefit from it?*

This application could be applicable for anyone experiencing burnout, but due to the time constraints and scope limitations, I will be focusing on Students and Working Professionals.

Students:

- 18-35 years old
- Have heavy work loads depending on circumstances
- Figuring out what direction they want to take their career and establishing practices for their new life
- Care about a work life balance, and job satisfaction
- Typically have an idea of what they want to do
- Are open minded
- Work hard as it gets harder and harder to get into higher education or make a career change
- Benefits:
  - Learning the importance of a work life balance
  - Helps juggle all responsibilities especially for students who have full-time jobs, kids, health or medical complications, or other stressors and responsibilities

- - Positive life changes through guided introspection

Working Professionals:

- 22-65 years old
- Have been working in their industries for some time and often have a hard time deciding if what they do is what they want to do
- Reassessing and reevaluating priorities in life
- Most in technical fields work remotely or hybrid.
    - Post covid, work spaces are more focused on productivity and consolidating resources. Many offices were sold off and budgets for fun expeditions with coworkers have been cut.
- Socialization is harder to come by and is the responsibility of the employee
- Often have a family relying on them or other assets that cost money (house, mortgage, car payments, etc)
- Benefits:
    - Learning the importance of a work life balance
    - Helps juggle all responsibilities especially for students who have full-time jobs, kids, health or medical complications, or other stressors and responsibilities
    - Empowerment to advocate for self and a positive working environment
    - Healing from generational trauma due to fear and discrimination

Methodology and Scope
The project should be planned to utilize the full class session.
The methods you will utilize in this project. This section should include things like interview guides, wireframes, prototypes, usability studies, personas, journey maps, and any other assets you'll need to complete your project. Be as detailed as possible, for example, if conducting user interviews include; how many participants will be included in the research, how you will recruit them if there will be compensation.

- *Activities you will complete.*
- *Timing for each activity.*
- *Cost for each activity.*
- *The basic rationale for each activity.*

When listing a research method list the outcome. For example; Heuristic Evaluation of X using Nielsen's Heuristics (Outcome=Recognized Usability issues ranked by Nielsons's severity rating

with recommended solutions and mock-ups to illustrate the 10 top issues).

1. **Interview guides**
   a. *Activity:* Create an interview plan and research plan to help focus questions to areas I wish to focus on.
      i. Types of questions would include screener, quantitative, quantitative, tasks, and open ended conversation topics
      ii. This must be done for both user research and usability testing.
   b. *Timing:* 2 days
   c. *Cost:* $0
      i. Google Docs (Free)
   d. *The basic rationale:* The interview guide will help me direct the conversations in interviews and ensure I am getting data on the topics I hope to research. This would lead to more accurate finding and reliable insights.

2. **User Research**
   a. *Activity:* Interviews that cover Burnout and its effects on daily life.
      i. Types of questions would cover: background, current work/life balance, participants experiences with burnout and expectation of a solution.
      ii. Number of participants: At least 8
      iii. Recruitment: Social media call out, personal relationships, work network call out
   b. *Timing:* 1 week
   c. *Cost:* $15
      i. Zoom ($15 / month)
      ii. Figma (Free)
      iii. Figjam (Free)
      iv. No incentives will be provided
   d. *The basic rationale:* These interviews would lead to useful insights that can be used to prioritize focuses of the application during its initial creation. We also get to validate whether burnout is a problem that people are seeking a solution for.
   e. *Outcome:* Insights and findings through observed correlations and relations of responses provided by participants of the study. This would include both qualitative and quantitative findings. Groupings of findings can ensure focus on issues called out by the users and assumptions can be verified.

3. **Affinity Mapping**

      a. *Activity:* Grouping insights and findings into categories, and prioritizing categories on a effort to impact affinity diagram

      b. *Timing:* 3 days

      c. *Cost:* $0

           i. Figjam (Free)

      d. *The basic rationale:* Grouping insights and data can help with obtaining major and common concerns or issues. This will help determine what issues need to be fixed. Creating an affinity diagram will help prioritize what issues to target first and will help with time constraints and scope limitations.

      e. *Outcome:* A prioritized list of issues to solve for as well as potential solution ideas.

4. **Personas**

      a. *Activity:* Fake personalities that represent the 2 types of users interviewed in research.

           i. 2 personas will be created with background information, common behaviors, needs, and concerns/roadblocks (Goals, task, painpoints, summary and about)

      b. *Timing:* 2 days

      c. *Cost:* $0

           i. Figma (Free)

           ii. Figjam (Free)

      d. *The basic rationale:* Personas are based on the characteristics seen in research and help guide solutions. User Experience Specialists often use this technique to visualize and predict, with some level of accuracy, participants needs, wants and potential solutions. It also aids in really understanding the emotional stress an issue creates for a user, which can be seen though journey mapping.

5. **Journey Mapping**

      a. *Activity:* Documentation and step by step walkthrough of burnout. This includes emotions, interactions, and potential opportunities for your solution.

           i. 1 journey map per persona

      b. *Timing:* 2 days

      c. *Cost:* $0

           i. Figjam (Free)

           ii. OneNote (Free)

      d. *The basic rationale:* Journey mapping includes recreating a situation, scenario or issue from the perspective of the personas.

6. **User Stories**

a. _Activity:_ Needs and specific problems based on personas to help take into consideration usability while creating the larger functionalities of the application
    i. At least 3 per persona
b. _Timing:_ 1 days
c. _Cost:_ $0
    i. Figjam (Free)
d. _The basic rationale:_ User Stories help with expanding the solution created, taking into consideration personas needs. This leads to a better usability and quality upon the first release.

7. **User Flows**
    a. _Activity:_ Building out functionality through context.
        i. 1 for each User story - at least 6 in total
    b. _Timing:_ 3 days
    c. _Cost:_ $0
        i. Figjam (Free)
    d. _The basic rationale:_ User flows are essential for building the general architecture of the application. Through a case by case situation (determined by the user stories) the application features can be built out expansively. Multiple parts make the whole in very manageable pieces.

8. **Design System and Branding**
    a. _Activity:_ Branding such as colors, typography, and a logo as well as a component library with common assets that may be used throughout the designing process.
        i. Primary, secondary, and tertiary colors as well as a logo will be necessary. Typography is also needed. Due to time constraints assets will only be made for mobile version of the application
        ii. Mobile first approach to UX often is used in industry due to the restrictions in the spacing. I will be using this approach to build out my application as most users are familiar with mobile applications.
    b. _Timing:_ 5 days
    c. _Cost:_ $0
        i. Figma (Free)
    d. _The basic rationale:_ Design system and branding are very important for prototyping and creating consistency throughout the application. A lot can be told about an application based on the messaging that is put out through visual aspects of the application. It is also easier to change fonts and components when using a library. Wireframing and revisions would take less time in the future.

9. **Wireframes**
   a. *Activity:* Screens created using the design system and branding, following the user flows
      i. 2 fully built out functionalities should be included in the final wire frame. Logging in, creating accounts, and onboarding will also be included.
   b. *Timing:* 1 week (at least)
   c. *Cost:* $0
      i. Figma (Free)
   d. *The basic rationale:* Wireframes are what will be used in usability testing. Wireframes are the screens that make up the applications user interface. Typically this is what people imagine when they request UI designs.
10. **Prototypes**
    a. *Activity:* animations, and how the screens interact with each other to emphasize the usability of the application
       i. Complex animations like load screens will only be done if time allows.
    b. *Timing:* 3 days
    c. *Cost:* $0
       i. Figma (Free)
    d. *The basic rationale:* Prototyping gives the full and final picture of how the application should work. This will help immerse the user in the experience, as if it was coded out and actually worked. This stage is important as feedback can be received without the cost of reworking code.
11. **Usability studies**
    a. *Activity:* Interviews that cover the usability of the application created and validate that this is a working solution to burnout.
       i. Types of questions would cover: background, current work/life balance, participants experiences with burnout and expectation of a solution.
       ii. Number of participants: 3-5
       iii. Recruitment: Social media call out, personal relationships, work network call out
    b. *Timing:* 1 week
    c. *Cost:* $15
       i. Zoom ($15 / month)
       ii. Figma (Free)
       iii. Figjam (Free)
    d. *The basic rationale:* Usability Interviews provide valuable information on if the solution works and if the application is user friendly. This is a space to

figure out whether to pivot completely or make minor changes to any part of the designs.

    e. *Outcome:* Insights and findings through observed correlations and relations of responses provided by participants of the study. This would include both qualitative and quantitative findings. We also would be able to create a fixed prototype

12. Report out

    a. *Activity:* This is where we share all the work we have done and describe our process and the reasoning behind choices made during the process.

        i. Documentation to be put on a website

        ii. Website redesign with personal branding (portfolio redo)

        iii. Presentation to deliver at the end of the 7 weeks

    b. *Timing:* 1 week

    c. *Cost:* $0

        i. Wix Site (Free)

        ii. Figma (Free)

        iii. Google docs (Free)

        iv. Canva (Free)

        v. PowerPoint (Free)

    d. *The basic rationale:* Report outs are often used to present findings, and show all the work done. This would be added to the portfolio and would include future recommendations and step by step process breakdowns.

Project management Tool *Which project management are you planning to use and how?*

I plan on using Notion as my project management tool. I use this as my personal daily planner so I am very familiar with Notion capabilities. For personal use, Notion is free so I think it would be ideal for me.

I plan on creating User stories sorted into one week sprints. Each week, work and scope will be adjusted to ensure requirements are met. In order to track progress of tasks, I will have a Kanban Board that includes 4 categories: To-do, In-Progress, In-Review/Feedback, and Completed. By the end of the week I expect to have most assigned tasks to be in the review stage or the completed stage. If one week is too heavy of a commitment, I will adjust the weekly commitments to ensure best quality and efficiency.

My final deliverable is to have a working prototype with completed user research and next steps.

Schedule & Logistics (High-Level Project Execution Plan) *When will the phases of the project happen? How long will it take? Are there any other logistical factors?*
List a timeline of planned activities __by week__ (Week 1, Week 2, Week 3….).

1. DISCOVERY PHASE:
    a. Week 1 (Oct 26 - Nov 2)
        i. Competitive analysis
            1. Done through Previous class
        ii. Interview Guide for user research
        iii. User Interviews
        iv. Affinity Mapping
2. DEFINING PHASE:
    a. Week 2 (Nov 2 - Nov 9)
        i. Personas
        ii. Journey Mapping
            1. 2 journey maps - started but needs to be updated and more detail added
        iii. User Stories
            1. Diverse issues from the perspectives of the 2 personas
    b. Week 3 (Nov 9 - Nov 16)
        i. User Flows
        ii. Design System and Branding
            1. Colors, Logo, and Common Components
3. DEVELOPMENT PHASE:
    a. Week 4 (Nov 16 - Nov 23)
        i. Wireframes
            1. Low fidelity to solidify the flow of information and High fidelity to flush out design details.
        ii. Continue to build out the Design system through wireframing
    b. Week 5 (Nov 23 - Nov 30)
        i. Prototyping
            1. Any animations needed and if capacity allows, extra animations to ensure complete functionality.
        ii. Interview Guide for the usability testing and scripts for 2 user types
    c. Week 6 (Nov 30 - Dec 7)
        i. Usability Studies
            1. Usability tests with 3-5 people via Zoom
        ii. Adjustments to wireframes and prototypes
4. DELIVERY PHASE:

      a. Week 7 (Dec 7 - Dec 14)
           i.   Completed Case Study
          ii.   Updated Portfolio showcasing the case study
        iii.   Final Presentation
        iv.   Present and Final Submission (Dec 14th)

Next Steps *What happens when you've finished the research? Include plans for presenting your findings and storing them in an accessible place. Do you currently have a website or will you have to create one?*

Once my project is finished, I will create a case study to document my process, reasoning, research and final results. I plan to make this case study visually compelling and reminiscent of the application I created rather than my personal brand.

I will be putting it in my portfolio, which is currently a wix website. I will need to redo my portfolio in order to accurately represent my current abilities as it was updated 3 years ago.

I will also create a presentation talk about my capstone which will be presented to the class as well as my co-workers at Boeing. As of now, I am unsure as to whether I will continue building out this solution after graduating but I will treat the project as though I follow through with this venture.