



**MIND THE LOOP**

# Designing a System for Self-Care

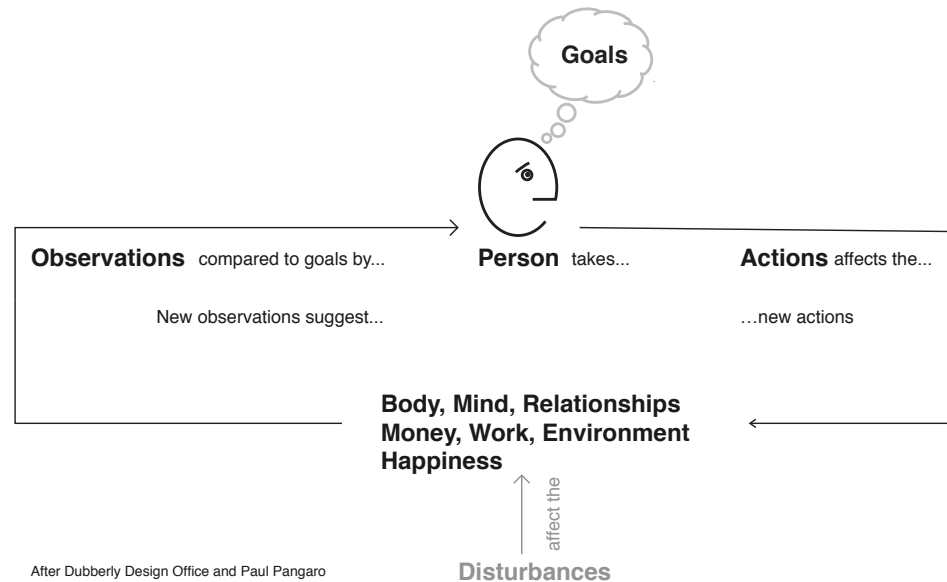
FINAL PROJECT DESIGN BRIEF  
DIY Health, ITP, Fall 2011

## Goals of the Final Project

Design and develop an interactive system that helps you take stock of yourself to set goals and act upon your health and lifestyle. Your design intervention will include components that help you develop a systematic and ongoing analysis of how you are progressing with a keen focus on understanding and designing for closed feedback loops.

You will employ techniques, frameworks, concepts and ideas covered in the course. These should include but not be limited to:

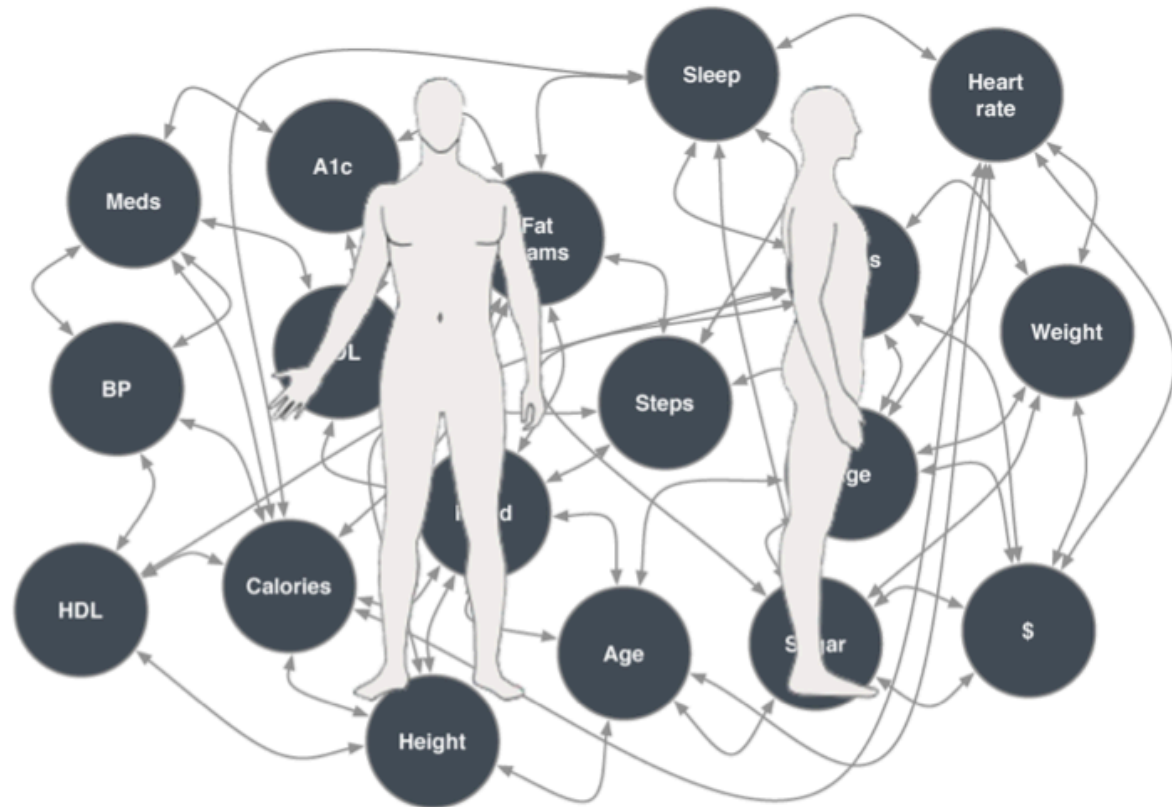
- Ideas around reframing the meaning of health
- Speculative design (our weekly headers)
- Quantified self, self-tracking & self-experimentation
- Fogg Behavior Model & behavior design
- Shaping behavior through reinforcement (Don't Shoot the Dog)
- Interpersonal persuasion techniques
- Habit formation
- Cybernetics



## Instrumenting Your Self-Care System

If we can't measure it (sensing), we can't change it. Self-tracking can provide a lot of insights about your behavior but self-tracking itself is a behavior and can be difficult to make happen consistently. QSers have high motivation and have the ability to make their own self-tracking tools. That may not be you. Integral to instrumenting your self-care system, there will be some kind of tracking component. But there are many ways to get at this. Ambient and passive tracking offers a different alternative. Involving others in various aspects of instrumenting you is another approach. Other approaches we probably haven't even thought about.

You are to design a self-tracking component into your system so that it's something you do habitually. Something that's easy to collect and something that affords insight and learning, i.e., helps you compare a current state to a desired state.

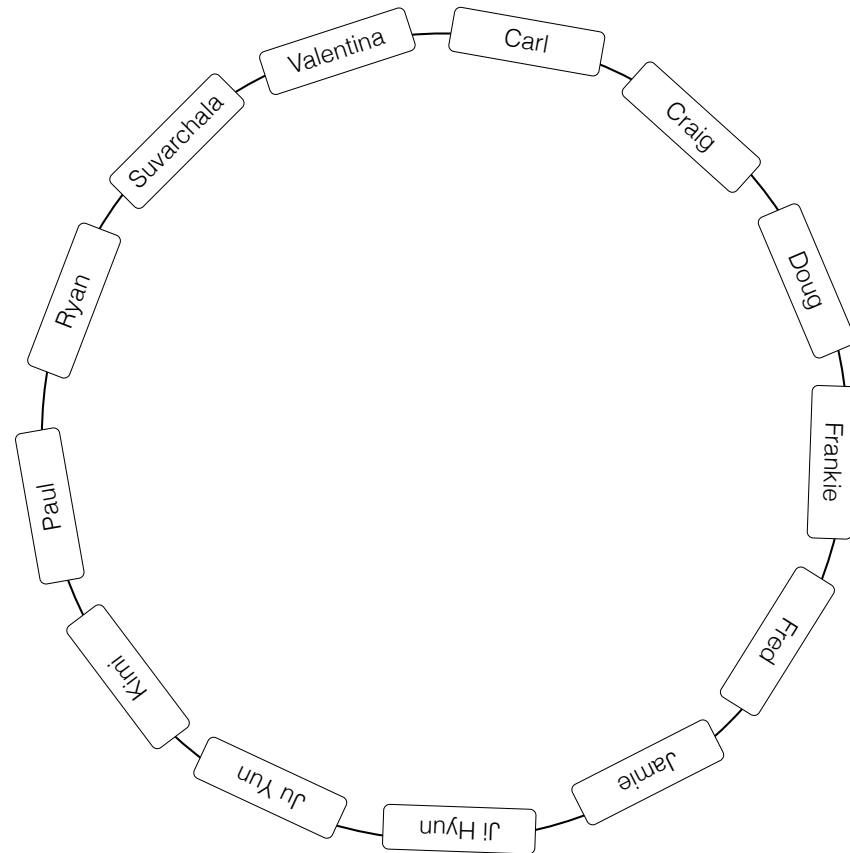


## Involving Others

Interpersonal relationships and social connections are an important part of one's health. Below is a loop of the class and on either side of your name are two people that you must involve in your final project. How you do that I leave up to you, but it must be articulated and documented in your process and final deliverable.

Some ways you might use your partners.

- You may use them to define a shared focus
- Use them to add a social dimension to your system
- Rely on them to trigger behaviors in you
- Compare/compete on similar goals, behaviors
- As a component in a cybernetic model
- To brainstorm concepts
- Test aspects of your system on them
- Etc



## Prototyping the User Experience Using Video (for FINAL PRESENTATION)

You will employ design techniques to develop problem statements, generate concepts, prototype, and then test and refine your solutions to evolve them into high-fidelity prototypes that use sketches, scenarios, videos and user journeys to convey the complete user experience. The emphasis is on the lightest weight prototype, which works through the solution over actual implementations in software and hardware.

The final deliverable is a 5-minute video that takes us through a complete understanding of the system you've designed, including the system of interactions, a time-based journey through your self-care system, and various scenarios that explore through storytelling scenes the context, relevant physical objects, other participants and other components needed to articulate your final design intervention.

Make use of interactive interfaces, visualizations and feedback systems. Use existing technologies but feel free to expand and extend them. **Give your final project a title.**

### Video Prototype Examples

[Charmr](#) by Adaptive Path

[Aurora](#) by Adaptive Path

[Sketch-a-move](#) by Superflux

[Mag+](#) by Bonnier & BERG

[E\\_chromi](#) by Alexandra Daisy Ginsberg & James King

[Test Cycle 21](#) by Steffen Fiedler

[Airloom](#) by Kristin Graefe, Gene Lu, Russ Maschmeyer, Evin Quinn

If you know others, please share them on the class blog.

## Getting There In 5 Weeks

Over the next 5 weeks, we will use most, if not all, of class time for studio work. Time to work on projects. Time for feedback and progress status. Some interim critique sessions with outside guests. And a short lecture on building things lean.

To help you structure the next 5 weeks, here is a schedule of milestones and deliverables you will follow:

Week 1	Mon 7 Nov	Final Project Brief, concept map, sketch models, brainstorm ideas -- <b>PROJECT DRAFT</b>
Week 2	Mon 14 Nov	Project draft, refine, 1st and 2nd order feedback models, B=MAT -- <b>JOURNEY MAP</b>
Week 3	Mon 21 Nov	Improve feedback models, design interventions, prototype, sketch -- <b>DOCUMENT PROCESS</b>
Week 4	Mon 28 Nov	Test ideas, iterate and improve, prototype, design -- <b>STORYBOARD</b>
Week 5	Mon 5 Dec	Prototype, design, voiceover, video shoot, edit -- <b>ROUGH CUT</b>
Week 6	Mon 12 Dec	<div style="display: inline-block; background-color: #cccccc; padding: 2px 5px; text-align: center;">★ Wed 14 Dec</div> Refine, refine, refine -- <b>FINAL PRESENTATIONS</b>

## Required Deliverables

**PROJECT DRAFT** - Building off your “Thoughts on Health” assignment, you are to prepare a draft of your final project that includes sketches, concept maps and an overall approach to your final. Beyond the questions you answered in that assignment, here are a few more things to consider.

- \* Goals. What is your self-care system’s top-level goal? Sub-goals?
- \* Behaviors. Identify small, crisp behaviors. What behaviors are you targeting?
- \* Journey through what you’re trying to accomplish
- \* Context. What's your environment like? Who are you interacting with, if anyone?
- \* Test. How will you know when your system fails? When it succeeds?

**JOURNEY MAP** - You are to diagram a map of your overall self-care system and incorporate 1st order and 2nd order feedback loop diagrams. Also highlight specific behaviors that you’re designing for and identify how you intend to trigger those behaviors. You will use cybernetic models and the Fogg Behavior Model to analyze and develop the strengths and weaknesses of your self-care system, as well as how the system may be improved, and by what process.

**DOCUMENT PROCESS** - I want you to document your process as you move through the next 5 weeks. As you brainstorm, prototype and imagine design interventions and solutions, I want to see the various iterations you go through to get where you end up. Videos, images, sketches, field notes -- whatever helps you move the process along and, at the same time, share with the group your process so that we can all learn from you.

**STORYBOARD** - Use this as a template to help you prepare for the final video. Sketch out the story you will tell and how you will articulate the design interventions in your self-care system. This is meant to help you organize all the components of your system and to tell us a compelling story about what you’ve done.

## Post Script

“Technologies of the self (also called care of the self or practices of the self) are what Michel Foucault calls the methods and techniques (“tools”) through which human beings constitute themselves. Foucault argued that we as subjects are perpetually engaged in processes whereby we define and produce our own ethical self-understanding. According to Foucault, technologies of the self are the forms of knowledge and strategies that “permit individuals to effect by their own means or with the help of others a certain number of operations on their own bodies and souls, thoughts, conduct, and way of being, so as to transform themselves in order to attain a certain state of happiness, purity, wisdom, perfection, or immortality.”

From Wikipedia [http://en.wikipedia.org/wiki/Technologies\\_of\\_the\\_self](http://en.wikipedia.org/wiki/Technologies_of_the_self)

