Ritualize Meditation

Domain: Meditation, a practice where an individual trains the mind to simply acknowledge its content without becoming identified with that content.

Application Area: Destress, Focus
Fogg’s behavioral model

Motivation

Ability

High

Low

Start

Ritualize meditation in daily life
Fogg’s behavioral model

- Motivation
  - Low
  - High

- Ability
  - Low
  - High

Ritualize meditation in daily life

Start → Take class
Guide meditation session

Intro to meditation this Friday 1pm  Activities Info/Meditation

Cheng-Hsiang Yang <darren.yang@id.iit.edu>

Hi ID,

I have been practicing meditation for 6 years and it has helped me de-stress and stay focused quite well throughout my previous career and ID life. I would like to offer a 20min intro to meditation this Friday at 1pm to share the most basic skill of meditation. Please send me an email if you want to join. (For those who tried meditation before, this will probably be the same thing.)

Best

Persuasive technique:

Trustworthiness: similarity
I also deal with a lot of stress at ID

Presumed credibility
1. This guy has practiced meditation for 6 years, he knows something.
2. Meditation might be able to help me relax.

Earned
Firsthand experience.
Fogg’s behavioral model

Motivation

Ability

Start

Take class

Introduced meditation app

High

Low

Ritualize meditation in daily life
Introduce Omedi

Persuasive technique:

Surface credibility:
Ease-of-use

Pathos - Believe:
Simple and zen life style
Fogg’s behavioral model

Motivation

Ability

High

Low

Ritualize meditation in daily life

- Start
- Take class
- Introduced meditation app
- See personalized content and body change
Personalized tutorial

Persuasive technique:

**Suggestion:**
Provide content based on user mental clarity
Able to see body change

Persuasive technique:

Formation outcome:
Able to see immediately outcome that meditation brings to body
Fogg’s behavioral model

- Motivation
  - Low
  - High

- Ability
  - Low
  - High

- Start
- Take class
- Introduced meditation app
- See personalized content and body change
- Help find time and space to practice

Ritualize meditation in daily life
Find time and space

Persuasive technique:

Tailoring:
Meditation tailored to different contexts

Logos - Framing strategy:
Unlike most meditation app, we are designed for urban lifestyle
Fogg’s behavioral model

- Motivation
  - Low
  - High

- Ability
  - Low
  - High

- Start
- Take class
- Introduced meditation app
- See personalized content and body change
- Help find time and space to practice
- Identify the best moment to practice

Ritualize meditation in daily life
Identify the best moment to practice

Persuasive technique:

Self-monitoring:
Able to track frequency
(color gradient) and milestone

Tunneling:
Able to unlock new content when achieving milestones
Ritualize meditation in daily life!
Appendix
Influence analysis

**Domain:** Meditation, a practice where an individual trains the mind to simply acknowledge its content without becoming identified with that content.

**Application Area:** Destress, Focus

<table>
<thead>
<tr>
<th>Existing attitude or behavior</th>
<th>Observable, targeted change</th>
<th>Possible methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfamiliar with meditation practice and potential benefits</td>
<td>Experience the benefits of meditation to help destress and focus</td>
<td>Tunneling: release new meditation tutorial in different locations</td>
</tr>
<tr>
<td>No time and place</td>
<td>Identify opportunity in daily life to practice</td>
<td>Tailoring: meditation tailored to different lifestyle</td>
</tr>
<tr>
<td>Hard to keep practicing</td>
<td>Make it into a routine practice</td>
<td>Self-monitoring: able to track achievement</td>
</tr>
</tbody>
</table>
Target behavior
Practice meditation in a routine basis

Target audience
Experienced audience who are open to meditation

Barrier
Busy schedule
Prioritize other activities

Technology
Smart phone
Progress

Reminder

Stats
Fogg's behavioral model

Facilitator:
Reminder, progress, personalization

Problems:
1. Can't find time
2. Need to follow steps
3. Personalized practice

Spark:
Stats, unlocked feature, gamification, community

Problem:
4. Low motivation to practice

High motivation
Low motivation
Low ability
High ability

Practice meditation in routine basis
### O/C design matrix

**Domain:** Meditation  
**Application Area:** Retualize practice in a weekly basis

<table>
<thead>
<tr>
<th></th>
<th>Compliance change</th>
<th>Behavior change</th>
<th>Attitude change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formation outcome</strong></td>
<td>Practice meditation once a week</td>
<td>Identify spare time in schedule and practice meditation every week</td>
<td>Recognize the benefit of meditation that helps destress and becomes more focus</td>
</tr>
<tr>
<td><strong>Alteration outcome</strong></td>
<td>Find less excuses and meditate regularly</td>
<td>Find chance during daily life to meditate, e.g. commute, walk, cook, office break hour</td>
<td>Notice meditation is not just a way to destress but also help improve emotional well-being</td>
</tr>
<tr>
<td><strong>Reinforcement outcome</strong></td>
<td>After meditation, provide feedback on improving emotional well-being, e.g. longer breath, stable heart beat</td>
<td>Create tracking mechanism that senses user emotional well-being and provides customized contents</td>
<td>Advocate the benefit of regular meditation to circle of influence</td>
</tr>
</tbody>
</table>
## 4 categories for persuasive software features

### Primary Task
- **Tailoring:** meditation tailored to different activities, walk, commute, cook, etc.
- **Tunneling:** release new meditation tutorial in different locations
- **Self-Monitoring:** able to set and track achievement, milestone

### HCI Dialogue
- **Rewards:** unlock new tutorial by achieving certain amount of time
- **Reminders:** more convenient time to practice
- **Suggestion:** based on user's current emotion

### System Credibility
- **Surface Credibility:** ease-of-use
- **Trustworthiness:** user testimonials from different vocations
- **Expertise:** provide scientific evidence of the benefit of meditation

### Social Influence
- **Social facilitation:** group meditation tutorial for corporates and community
To establish your application's character (Ethos)

Appearing to the middle course

Meditation is for everybody
Meditation is not for yogi, vegetarian, or entrepreneur, it is for everybody. There need to be no preparation before doing it, no silent room nor lotus pose. The content should be easy to follow and the design should be simple, easy-to-navigate.

Dubitato

Use plain language
No jargons, such as mantra, enlightenment, microcosmic orbit, transcendental, instead just use plain language like focus on breath, feel your body, watch your thought come and go, etc.
To advance the logic of your argument (Logos)

Induction

User story
Including user review for each tutorial. "I was super stressful before the race, the meditation app helps me calm down and focus on the race."

Framing strategy

For urban lifestyle
We want to highlight regular meditation is the solution for increasingly stressful urban lifestyle, therefore the interface needs to be easy to use for urban lifestyle, like commute, exercise, final presentation, etc..
To connect emotionally with your audience (Pathos)

Belief

**Happier and balanced life**
In order to help our users living happier and balanced life, we want to provide step by step goals. So they can follow the journey and milestones to achieve their long term goal of meditation.
To employ your triggers for maximum effect (Kairos)

**Moment spotter**

*Free trial to experience the efficacy*
Provide trial experience for user

*Meditation for special moment*
Pregnant, final exam, endurance sport training, etc.