

Distraction: 3 Concepts

Eric St. Onge

I'm making a
service
to be used by
knowledge workers
to solve the problem of
distraction

What is Distraction?

Something that takes your attention away from your goal.

Five Forces of Distraction

Priority

How important is this goal?

Ability

Do I know how to reach this goal?

Interest

Do I want to reach this goal?

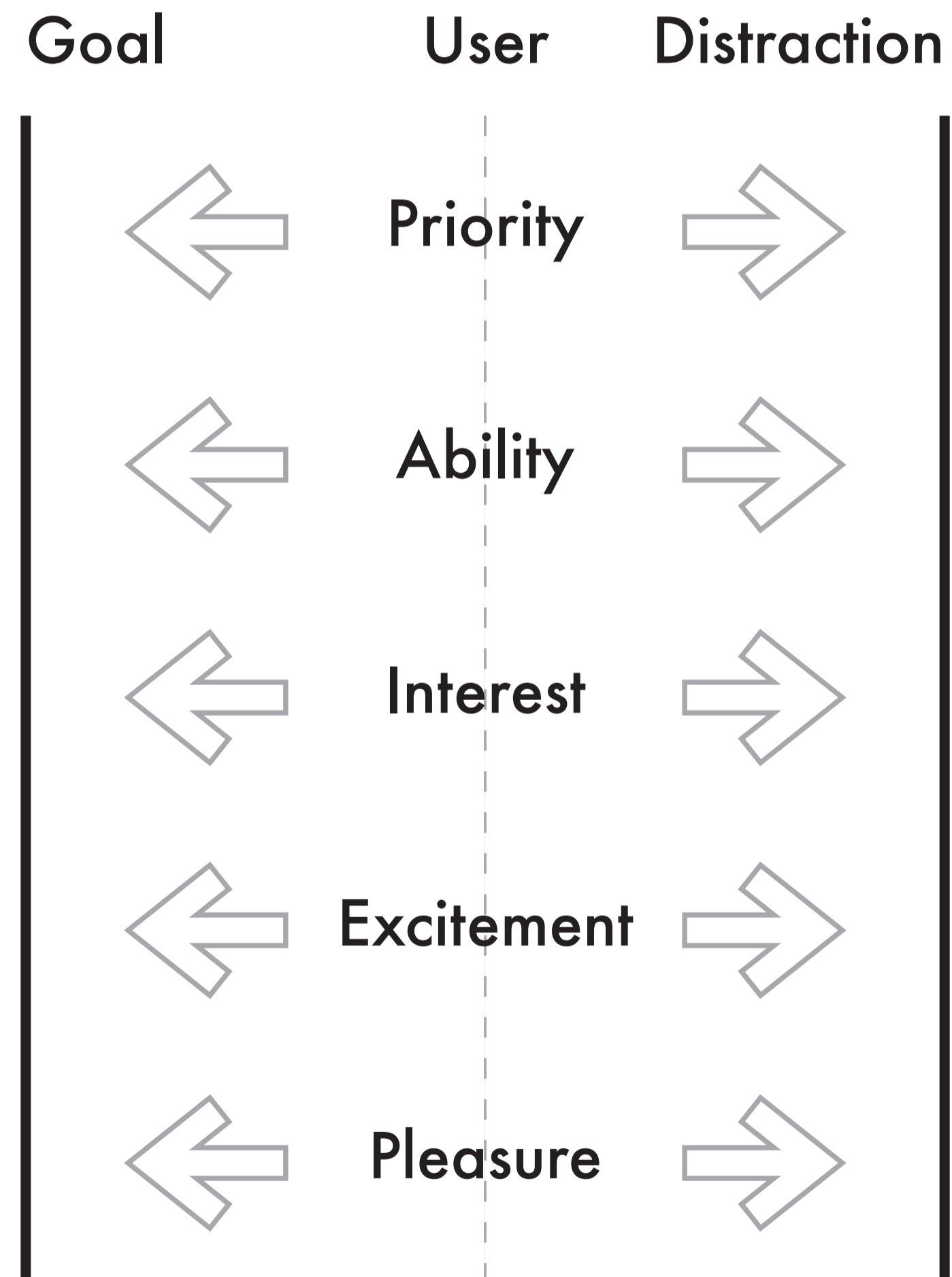
Excitement

Am I excited to reach this goal? (Adrenaline)

Pleasure

Will I enjoy reaching this goal? (Dopamine)

Distraction is Relative



Without Any Tools

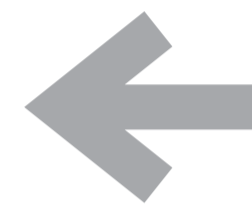
Writing a Report

Goal

User

Distraction

Visiting TMZ.com



Priority



Ability



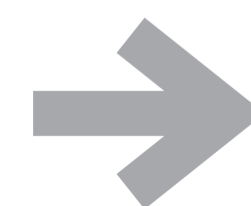
Interest



Excitement



Pleasure



Freedom (Network Blocker)

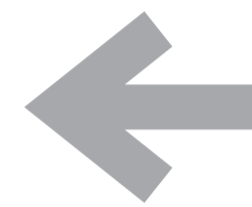
Writing a Report

Goal

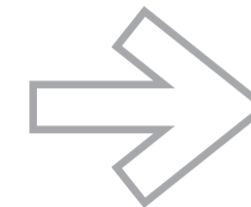
User

Distraction

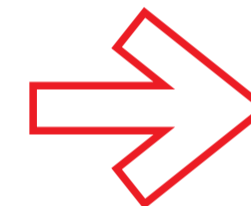
Visiting TMZ.com



Priority



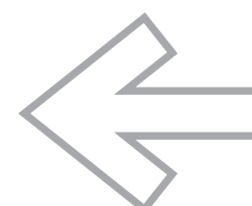
Ability



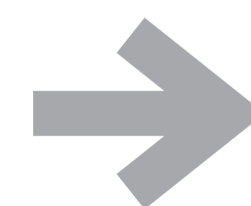
Interest



Excitement



Pleasure



Unable to visit web sites

OmmWriter (Fancy Text Editor)

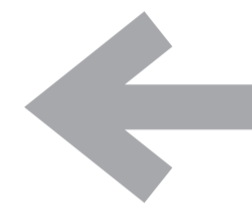
Writing a Report

Goal

User

Distraction

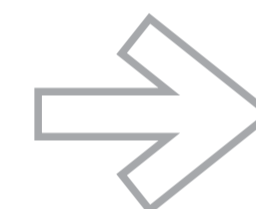
Visiting TMZ.com



Priority



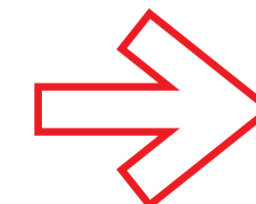
Ability



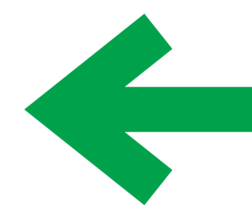
Interest



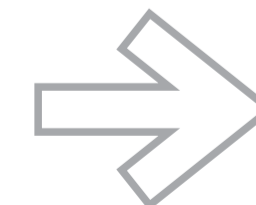
Excitement



Makes fun noises!



Pleasure



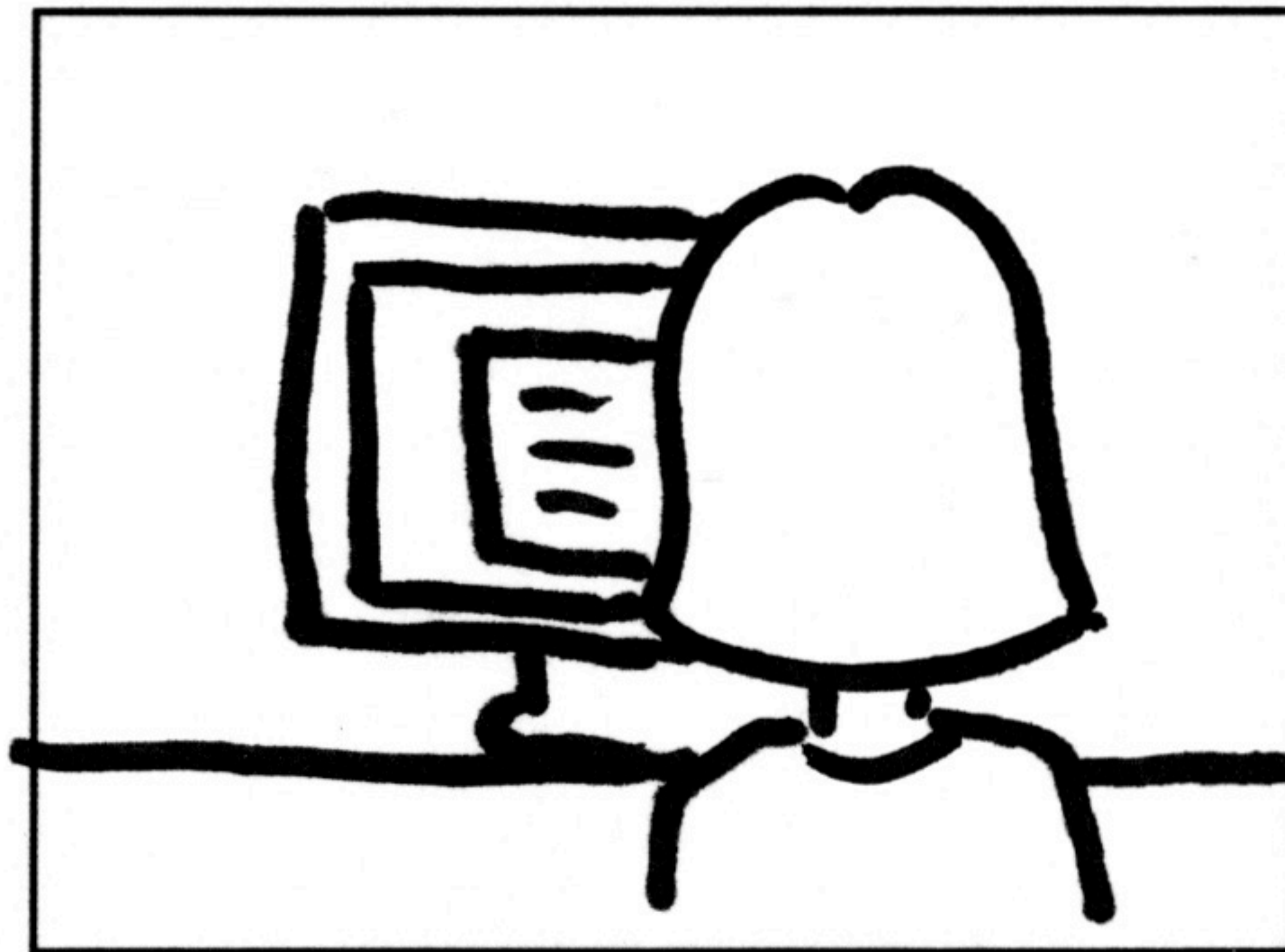
Full screen window hides interruptions

Concept 1: Intervention

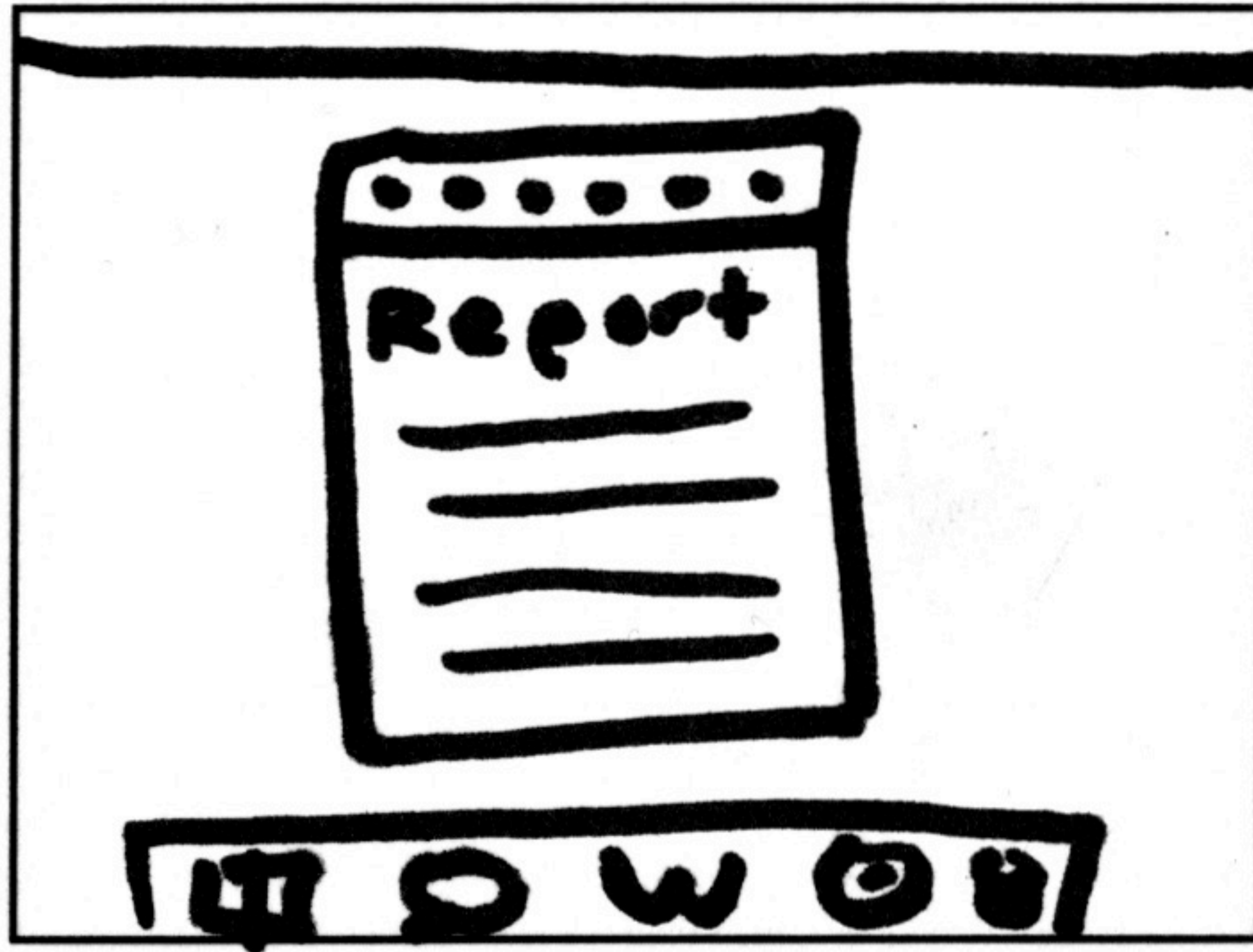
**Coworkers help each other
concentrate on their work**

Overview

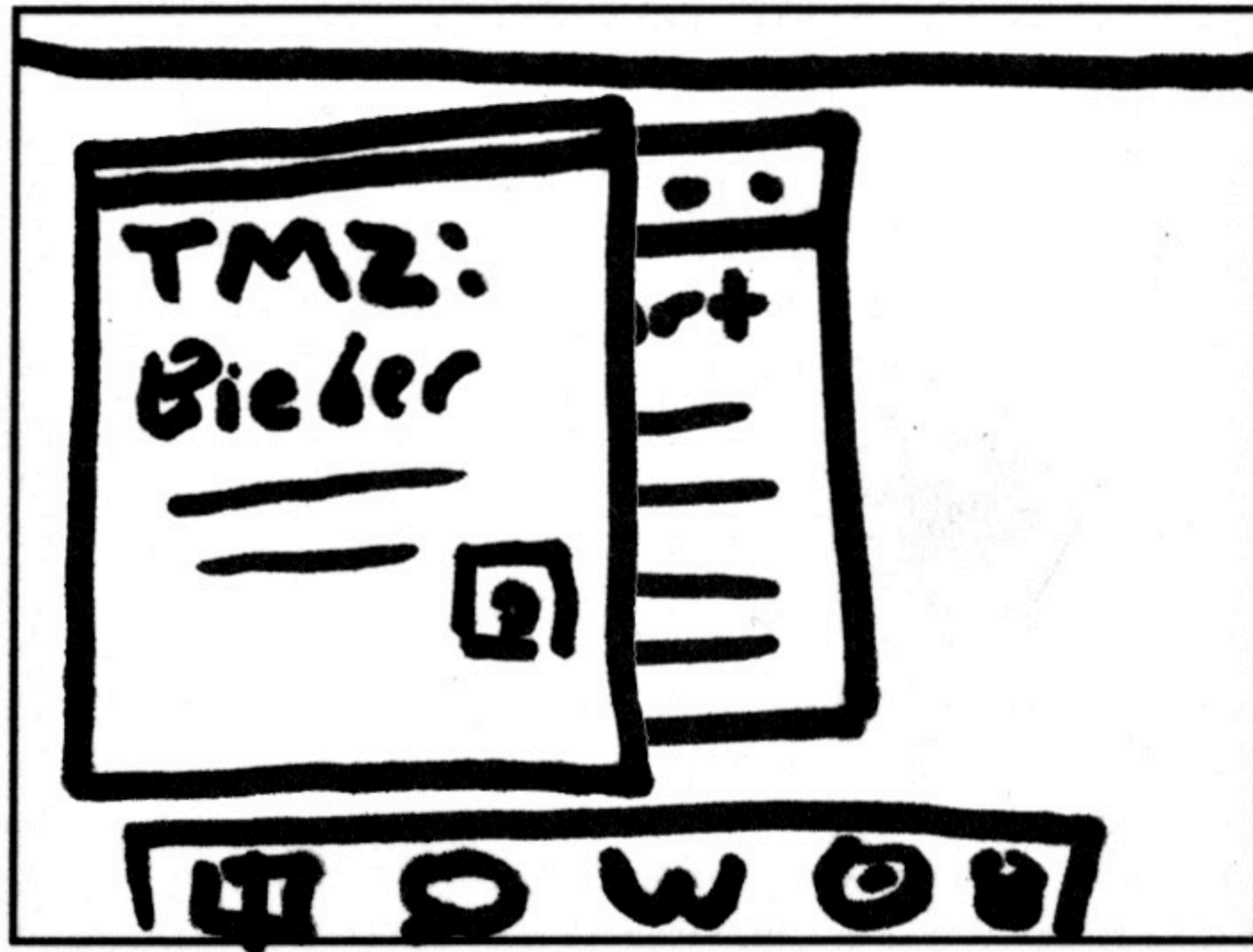
- Social network for work
- See what coworkers are doing
- Help out coworkers who need it
- Formalized breaks



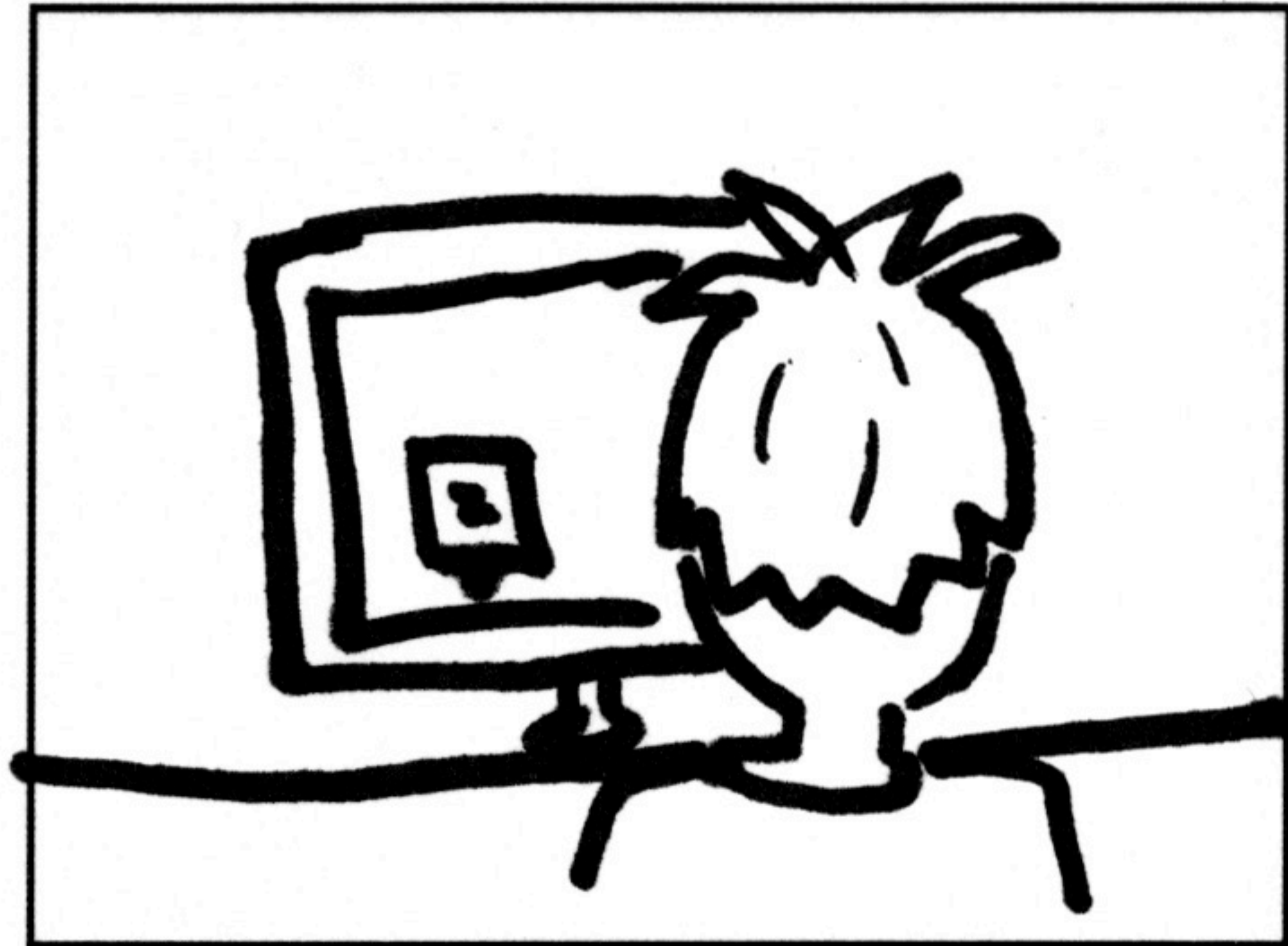
This is Jane.



Jane is writing a report. She hates writing report, and this one is especially boring.



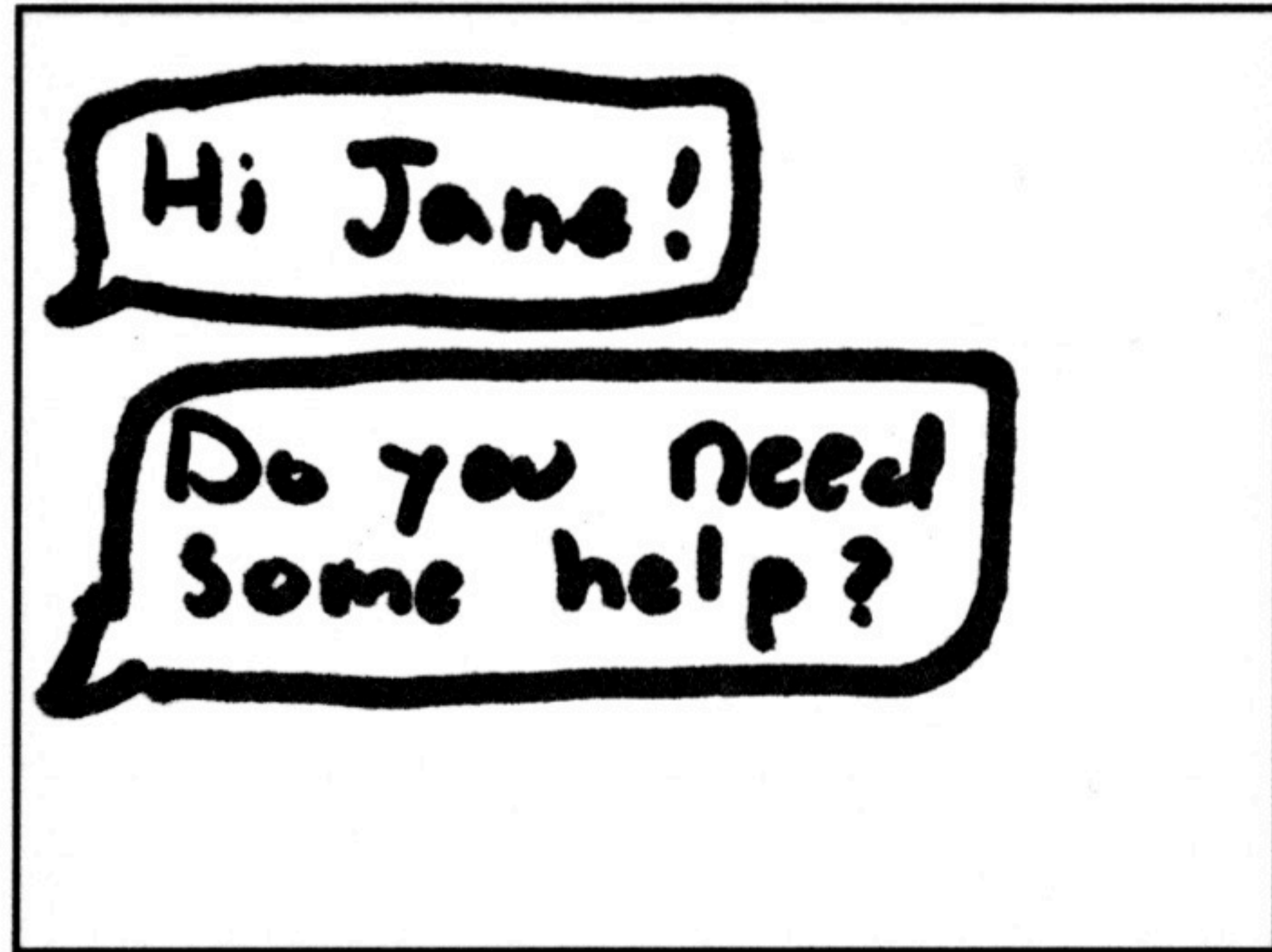
She gets so bored working on it that she decides to check TMZ.



But Jane is running the Intervention application. Jane's coworker Fred is also running Intervention.



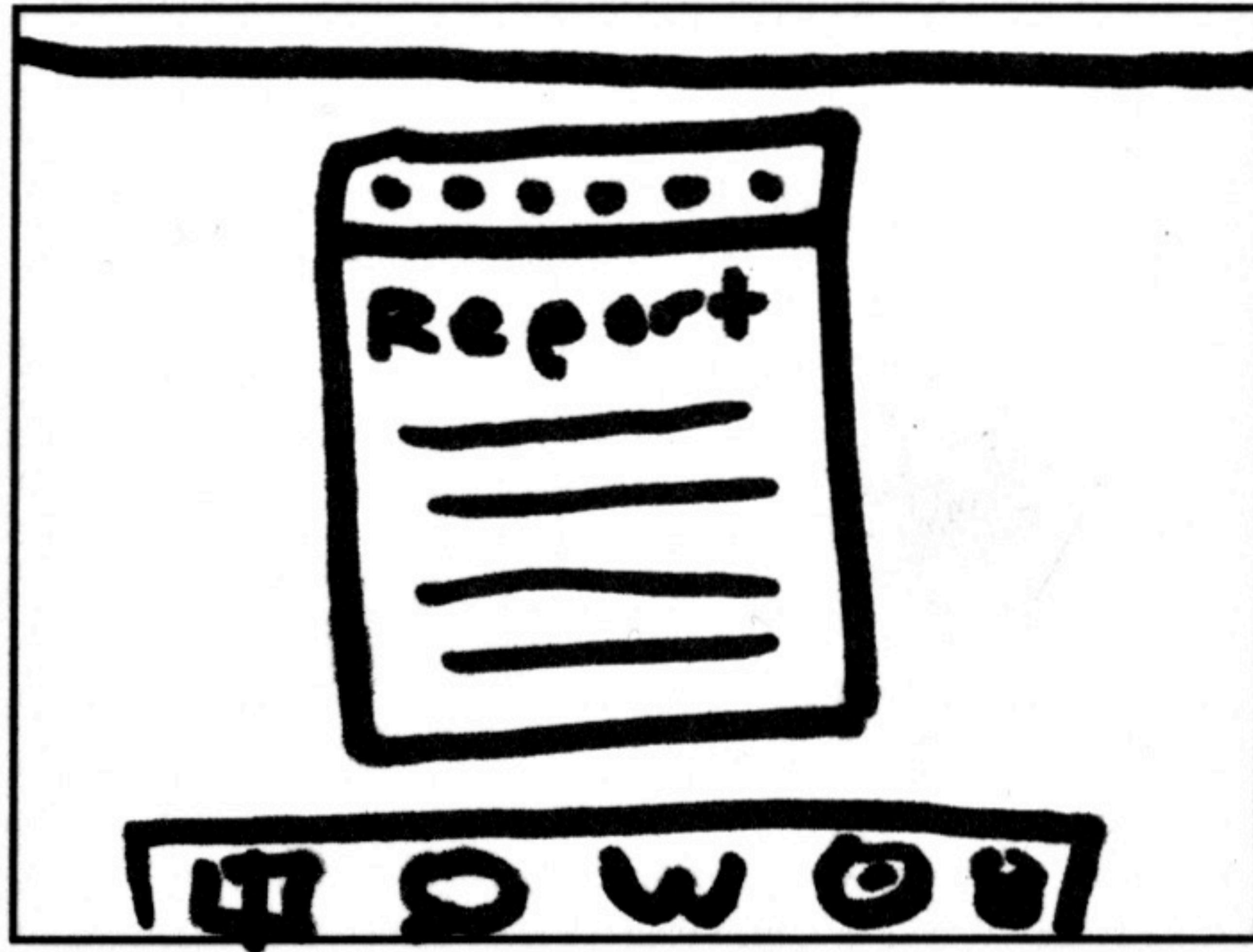
When Jane looks at TMZ, Fred notices the change.



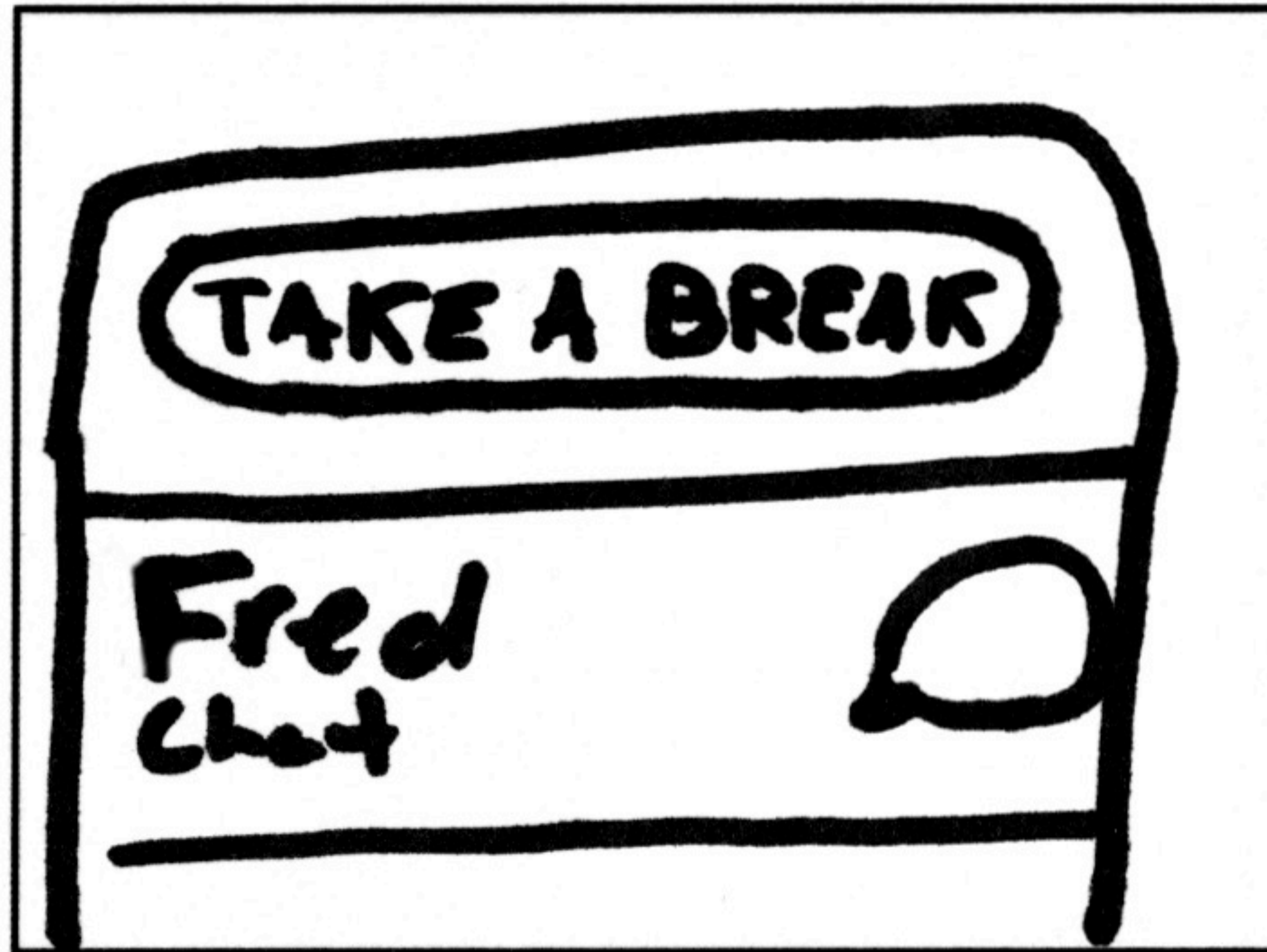
Hi Jane!

Do you need
some help?

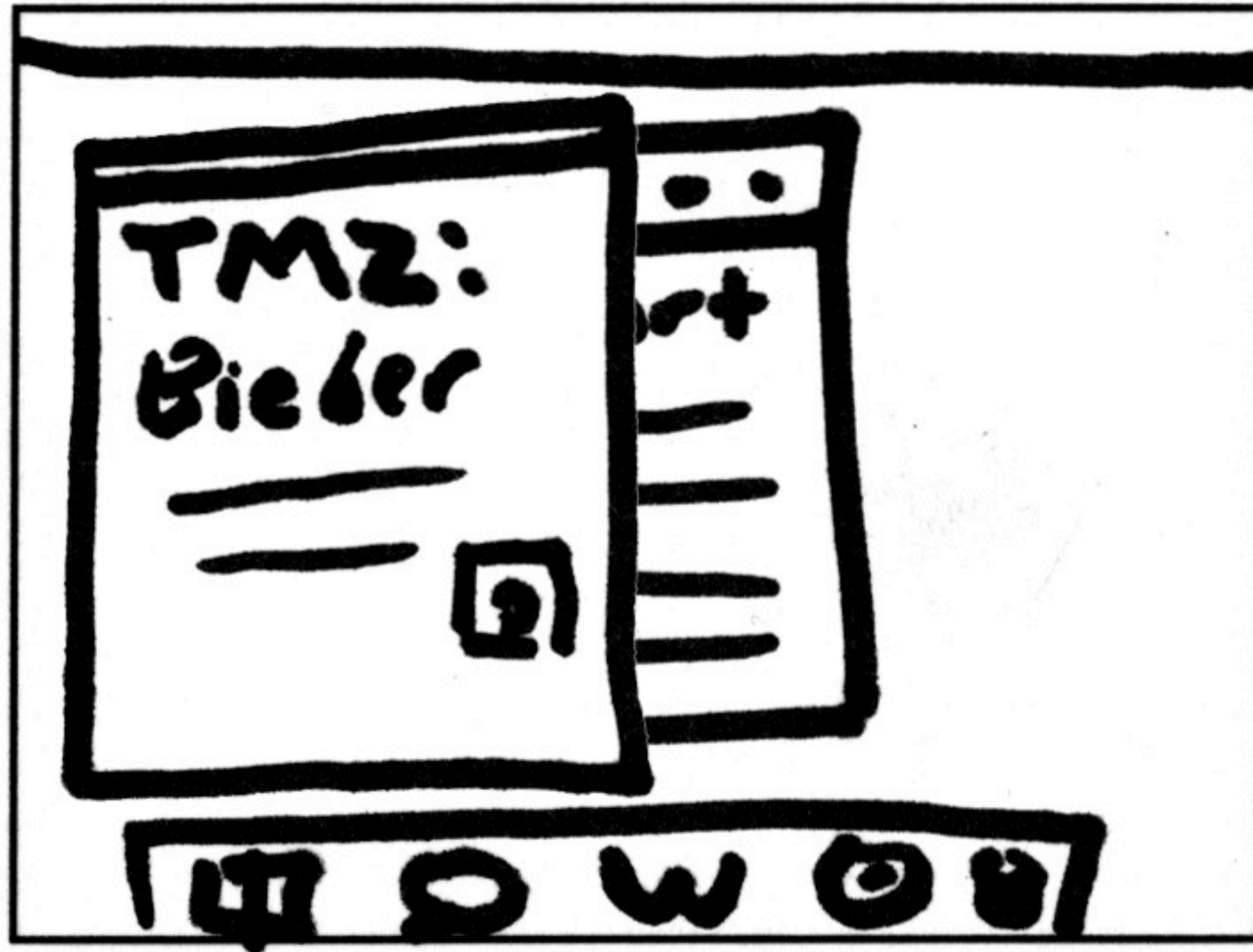
He decides to IM Jane and see if she needs any help with the report.



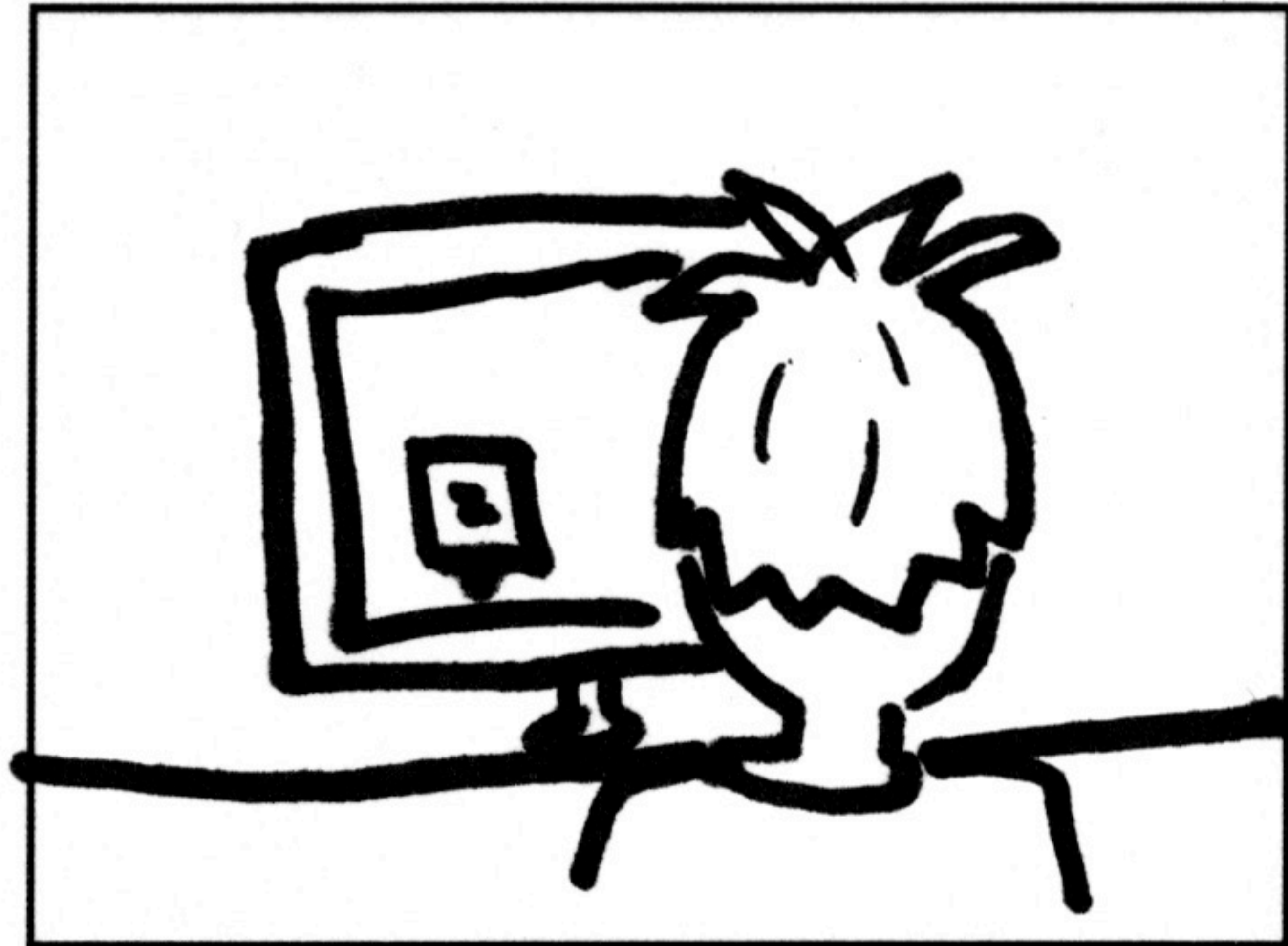
They work on the report together for a while and build an outline so that Jane can fill in the rest later.



After she's written a few pages with Fred's help, she decides it's time for her to take a break.



On her break, she has privacy to look at whatever she wants.

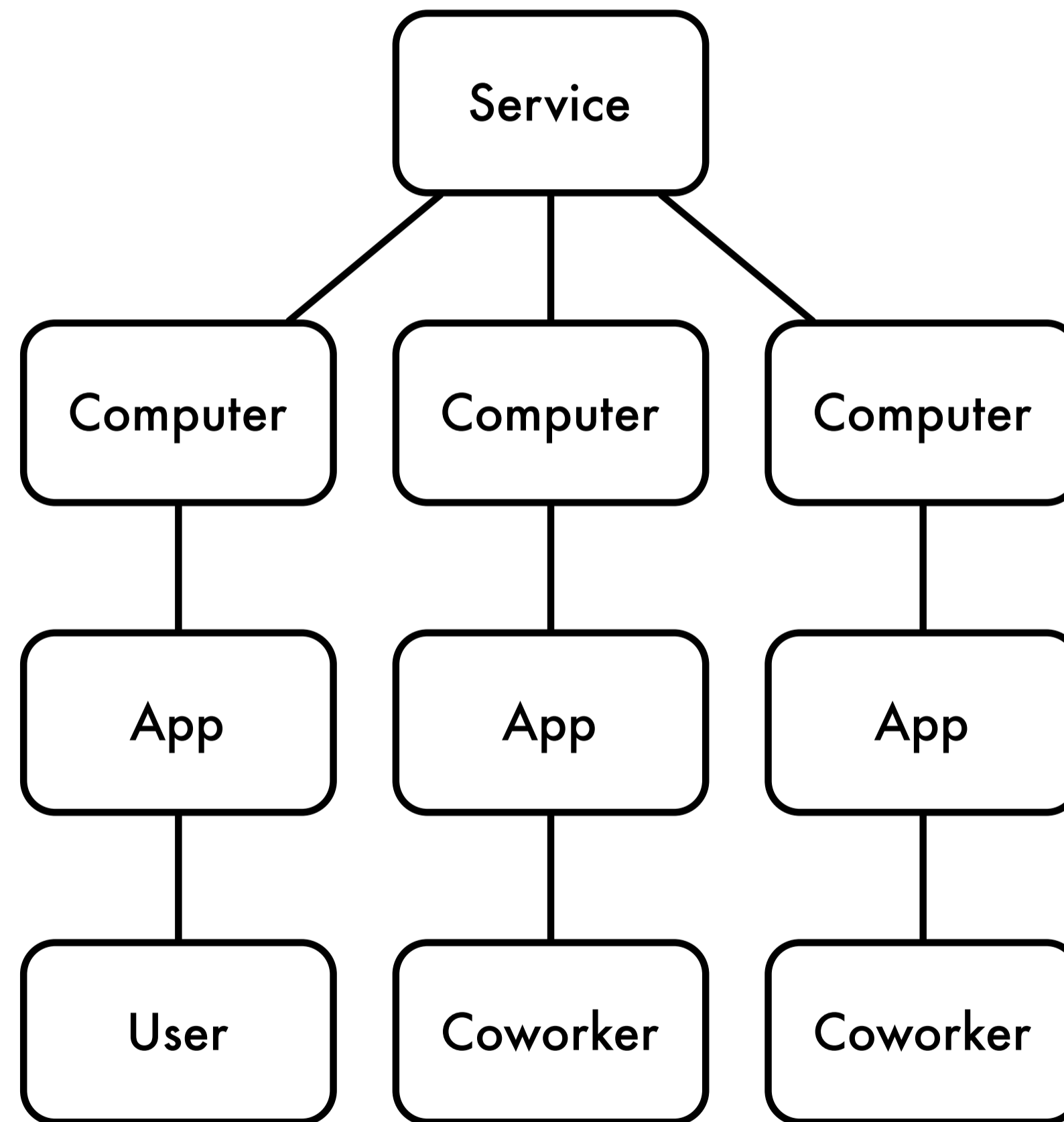


Back at his desk, Fred looks at Intervention again.

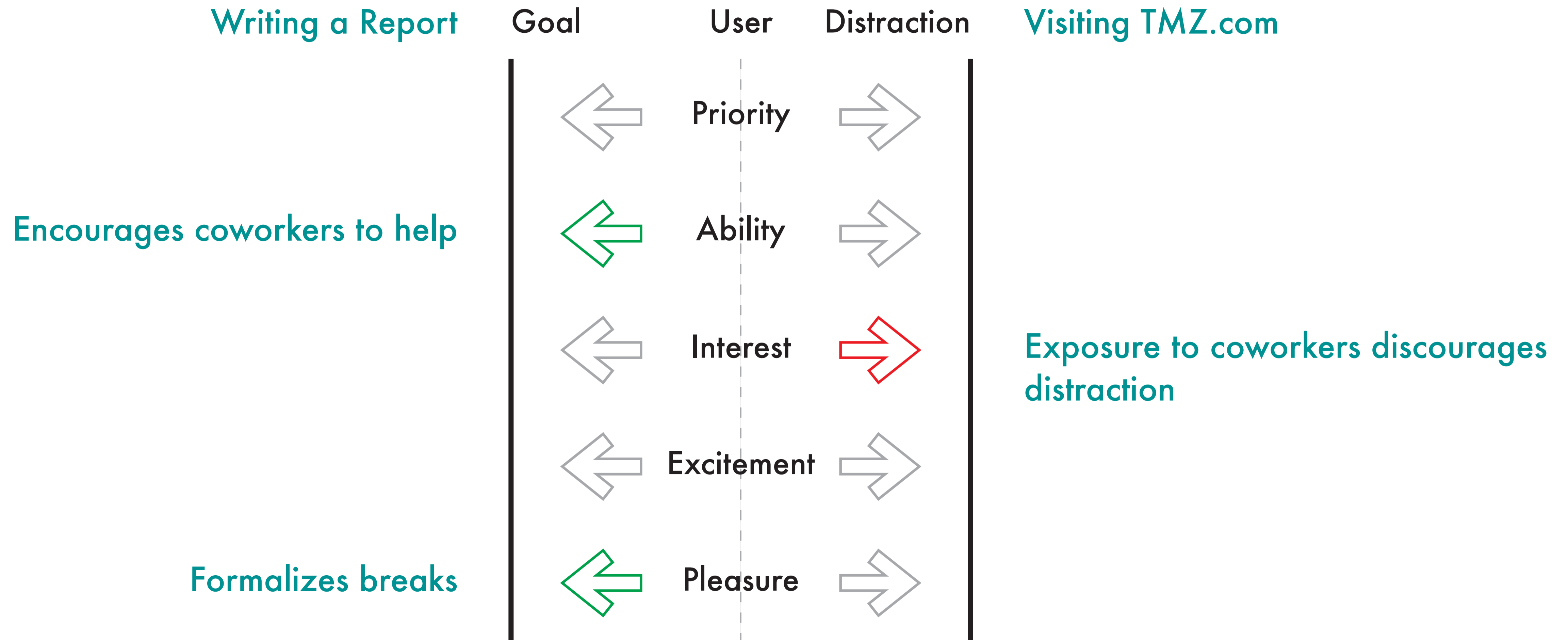


He sees that Jane is on a break and is glad that she's back to work.

Actors



Forces of Distraction



The Business Model Canvas

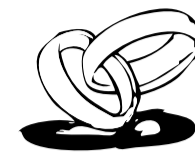
Designed for: **Intervention**

Designed by:

On: Day Month Year

Iteration: No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Users

Coworkers

Employers

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES:
Production
Problem Solving
Platform/Network

Monitoring

Collaboration

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

Work envmt.

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS:
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Less distraction

Better breaks

Better collaboration

Better coworker relationships

Customer Relationships



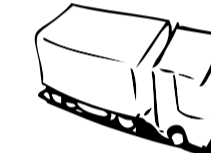
What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES:
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Partner

Helper

Channels



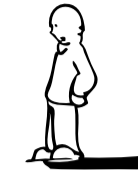
Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
2. Interest
3. Evaluation
4. Delivery
5. After sales

Enterprise sales

Download

Customer Segments



For whom are we creating value?
Who are our most important customers?

Market Types:
Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Knowledge workers

Bosses?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Software development

Server maintenance



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
List Price
Product/feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING:
Negotiation (bargaining)
Yield Management
Real-time Market

Subscription

Analysis service

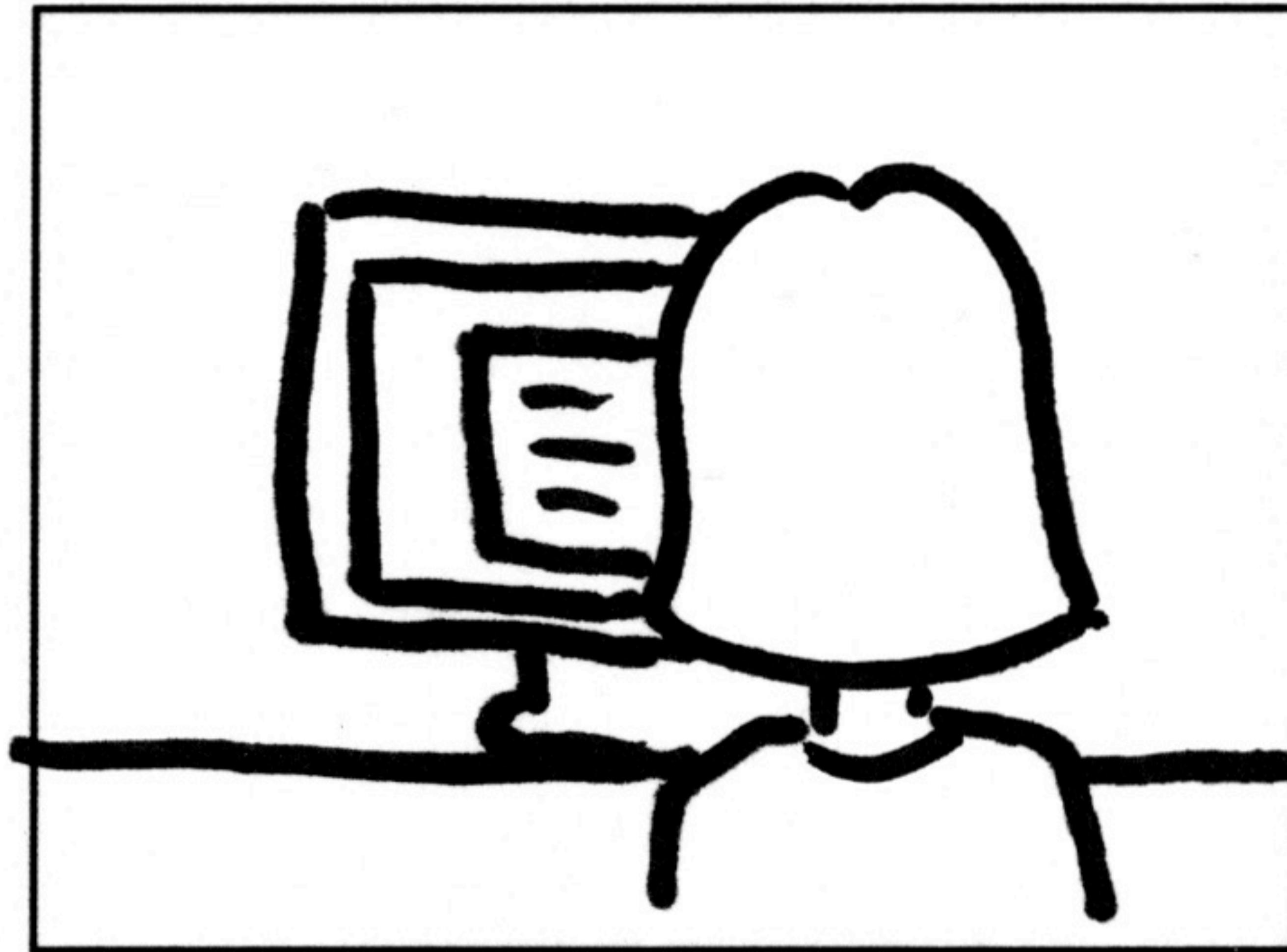


Concept 2: Speedometer

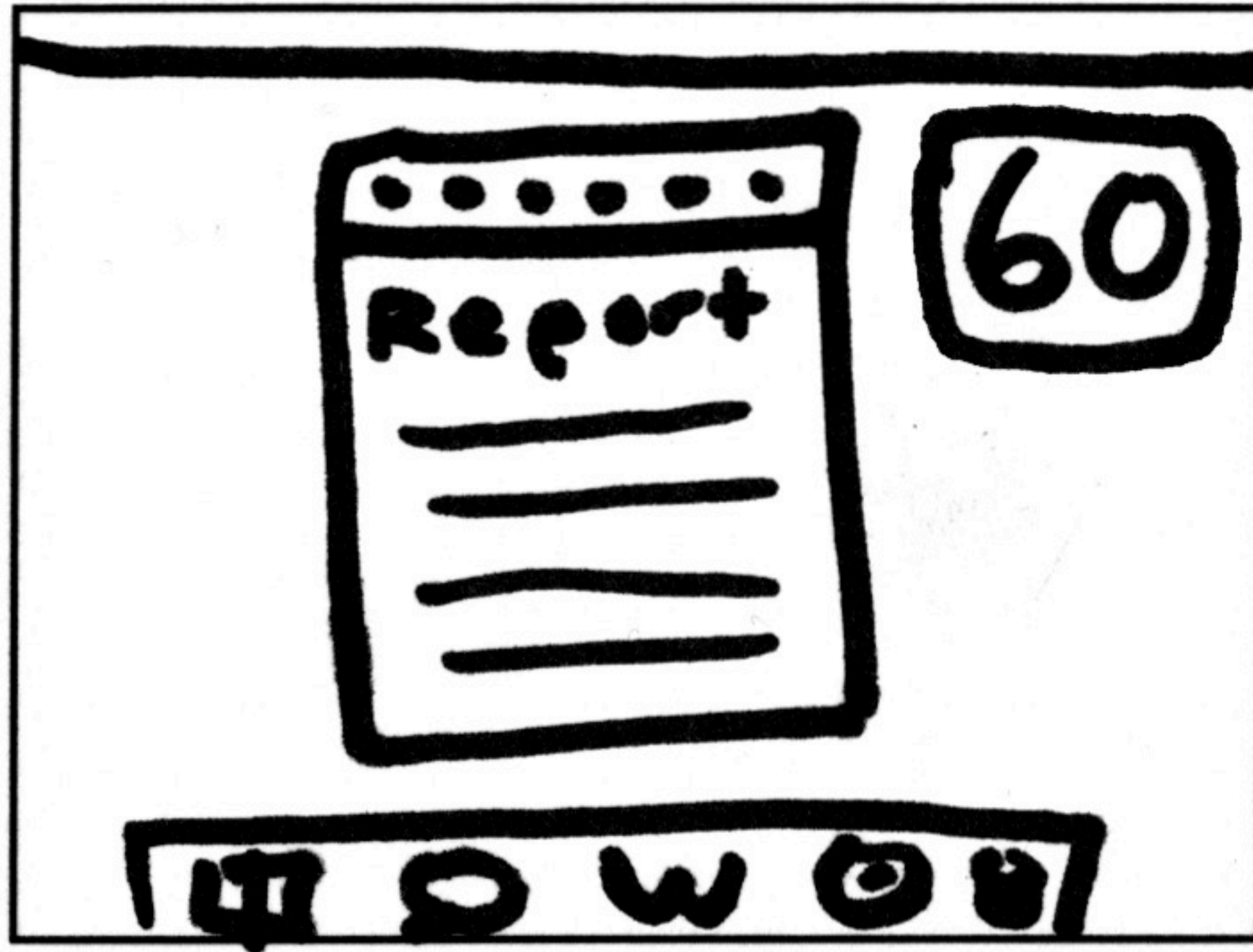
**Show impact of distraction
before you do it**

Overview

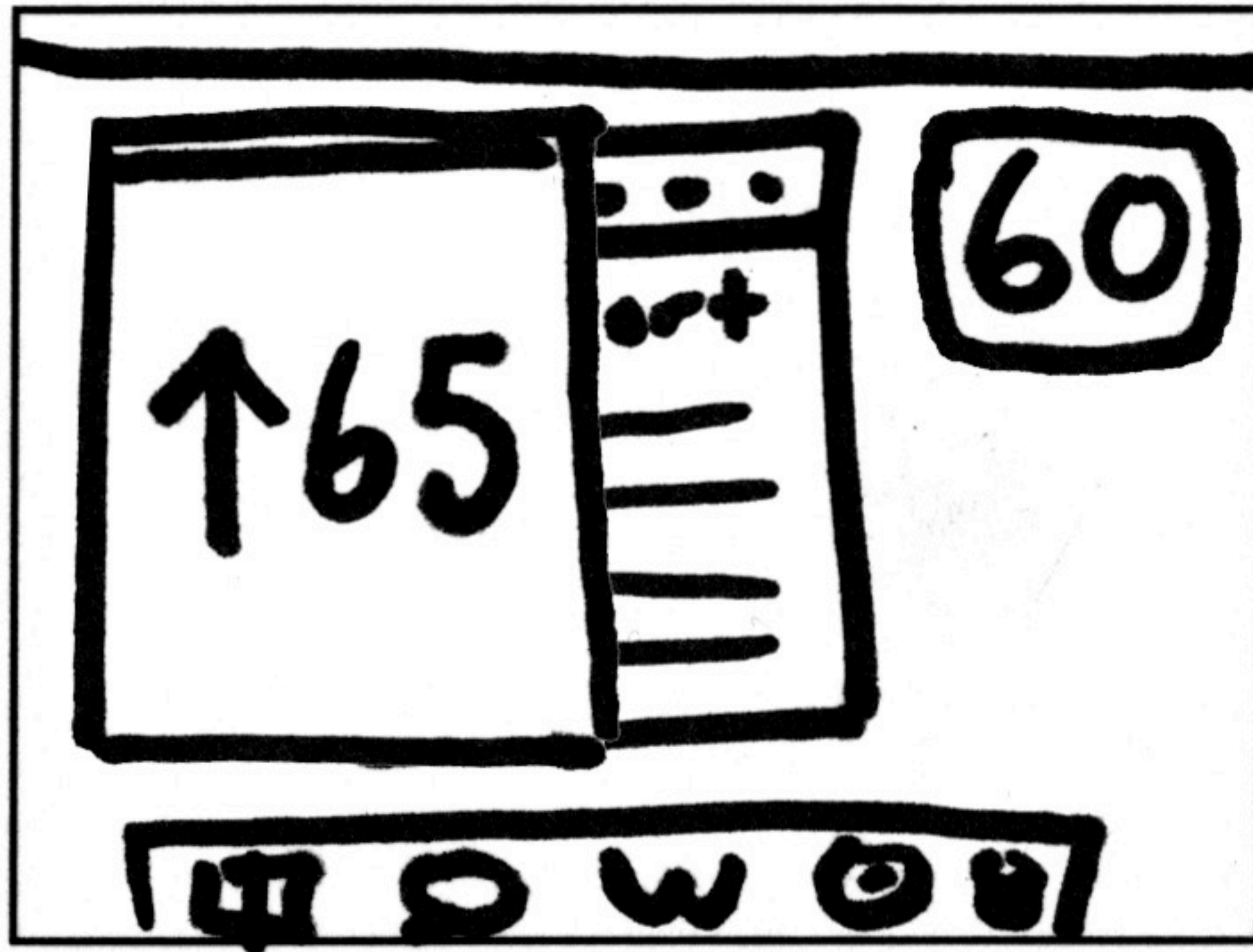
- **Distraction speeds you up**
- **Work slows you down (or vice versa)**
- **Apps show effects of actions before you take them**
- **Track progress throughout the day**



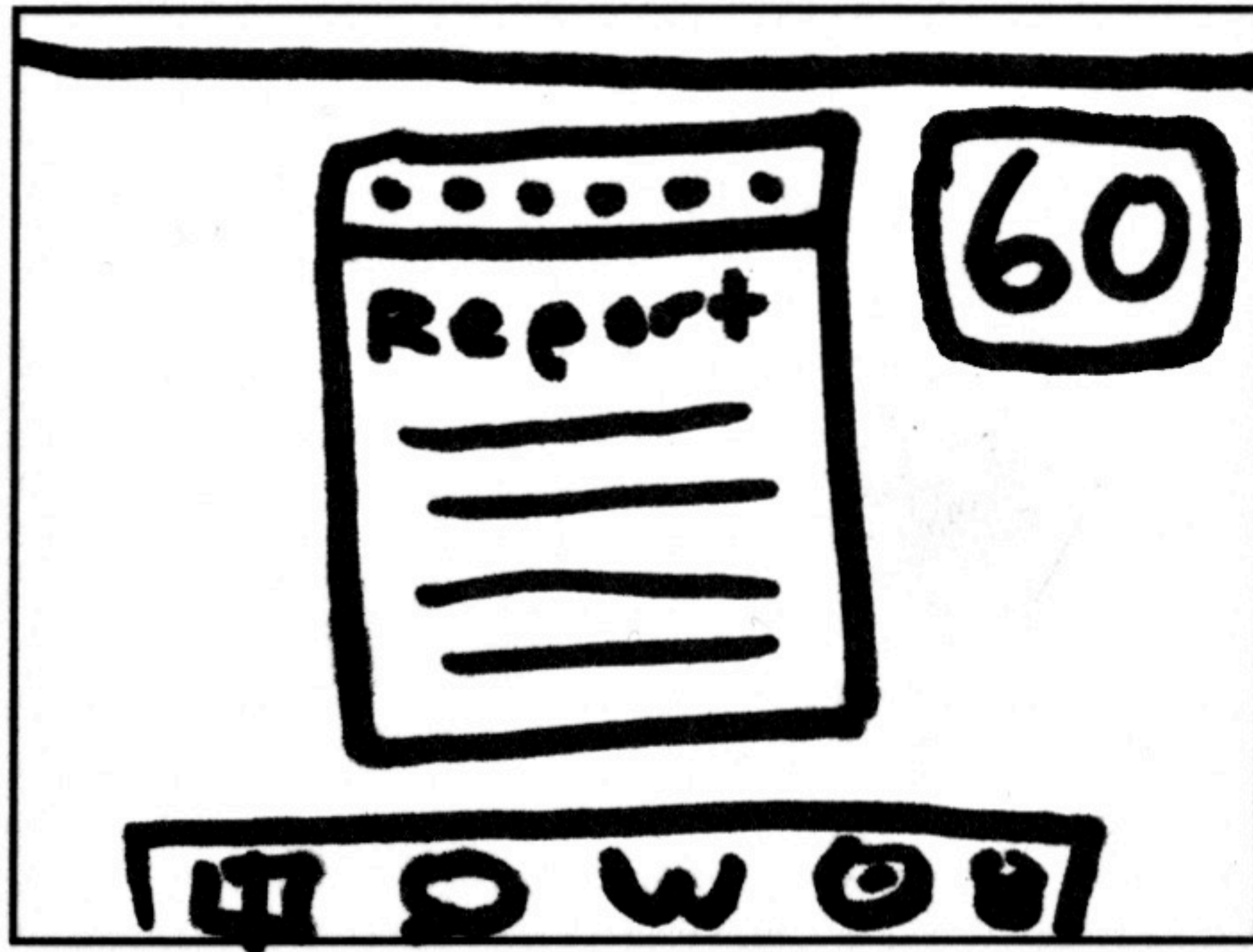
Jane is writing a report.



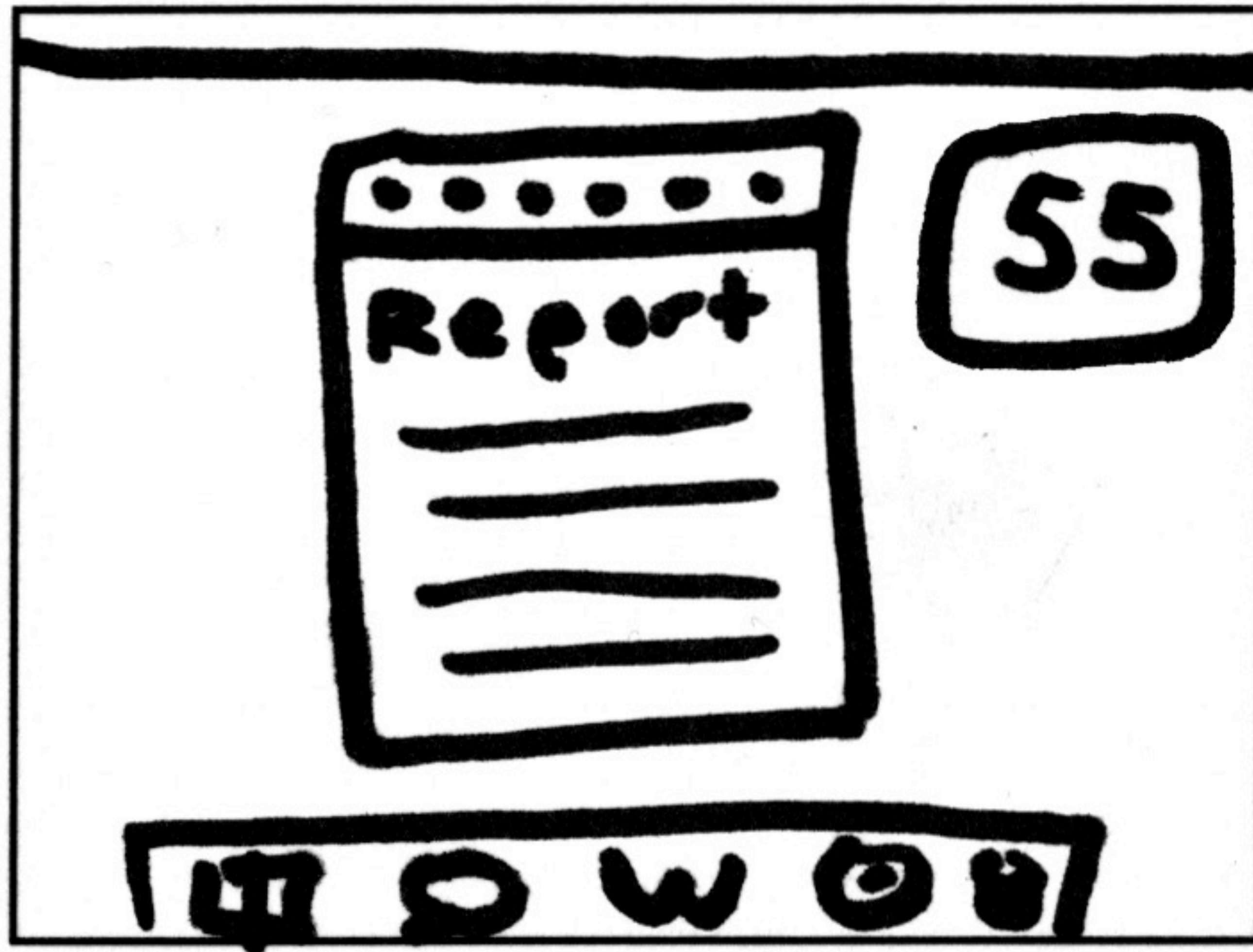
She's running Speedometer, which tells she has hit 60 pages per minute today, which is pretty high.



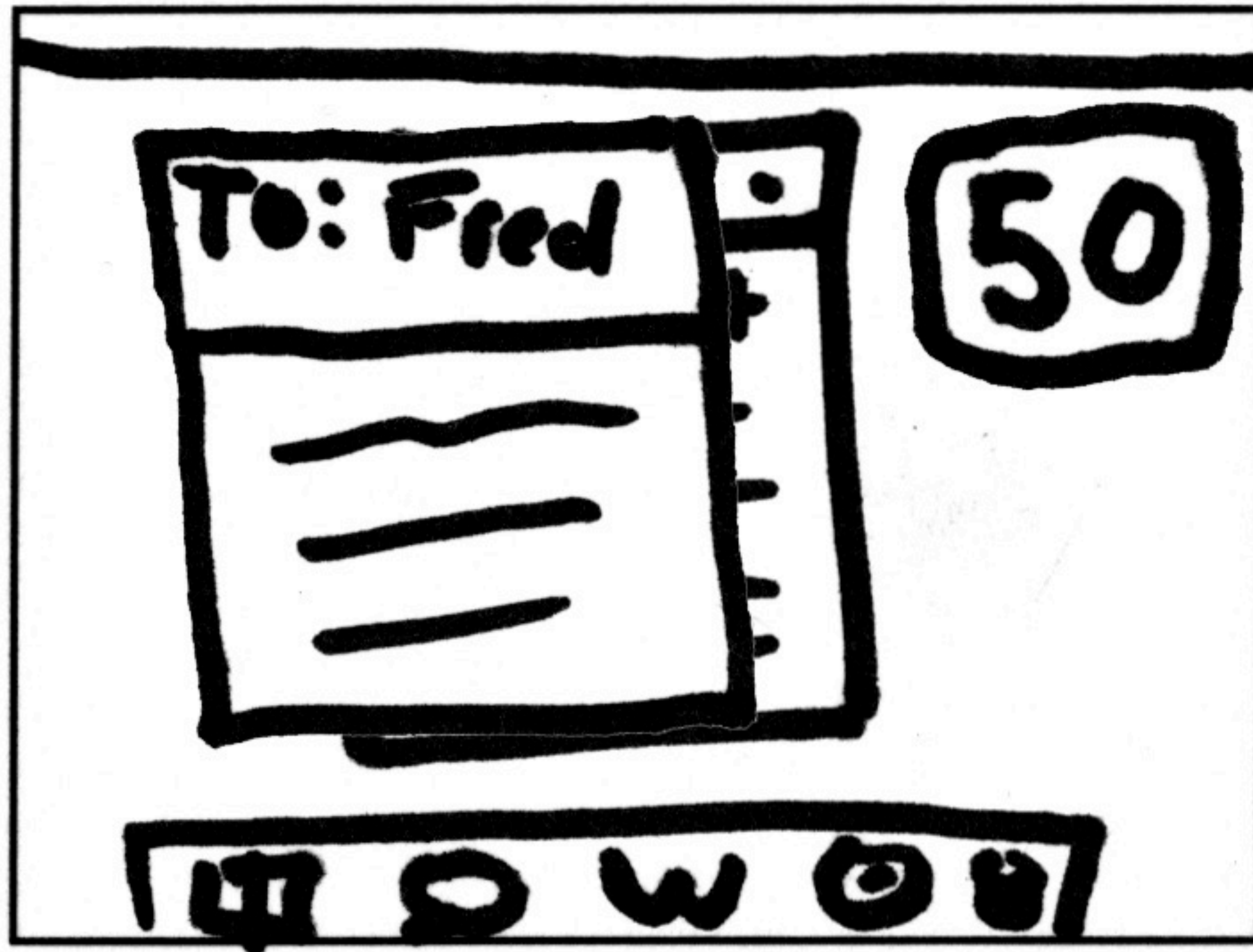
She goes to check TMZ, but her browser tells her it would put her over 60 pages per hour, which is above the recommended browsing limit.



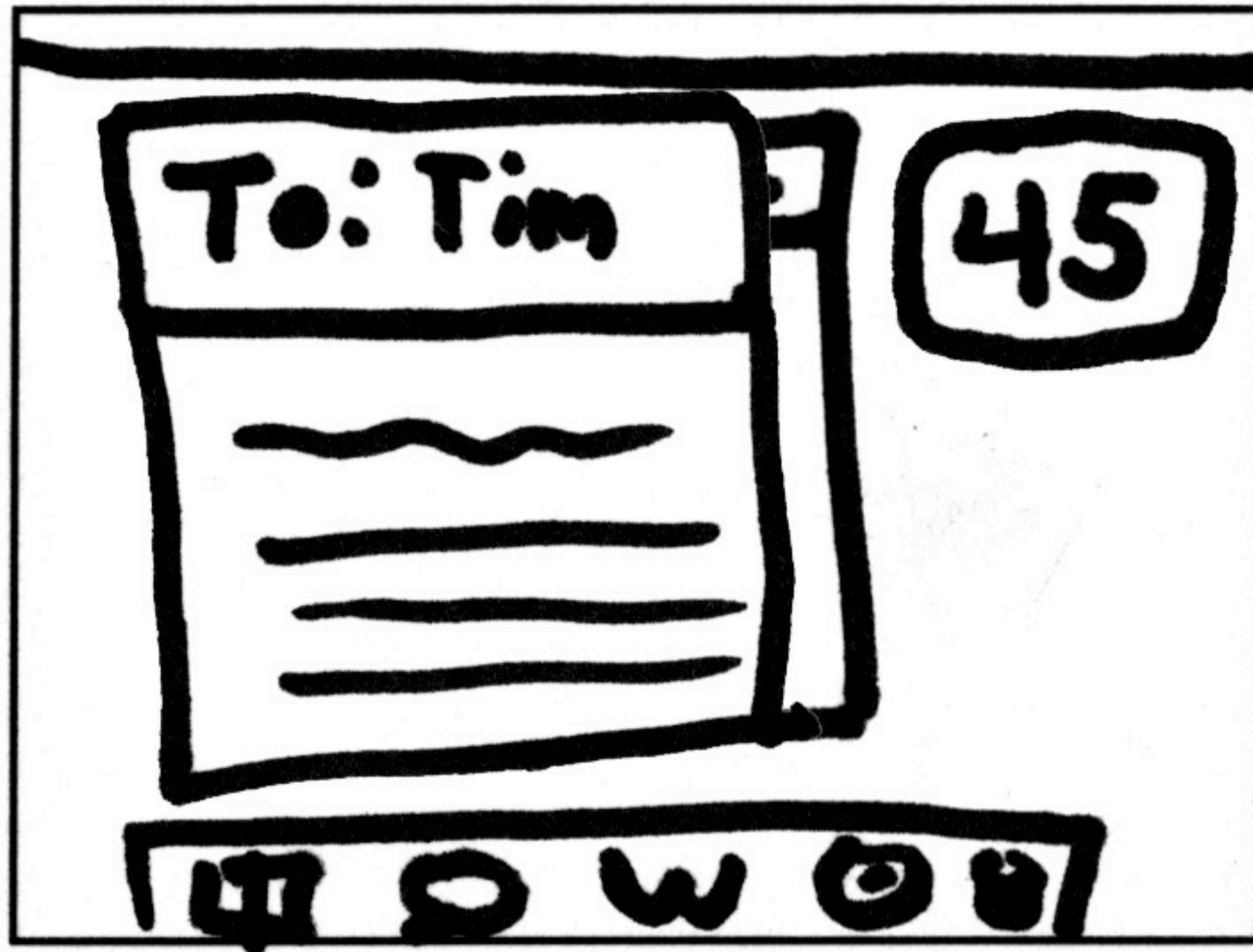
She decides not to visit TMZ and instead goes back to work on the paper.



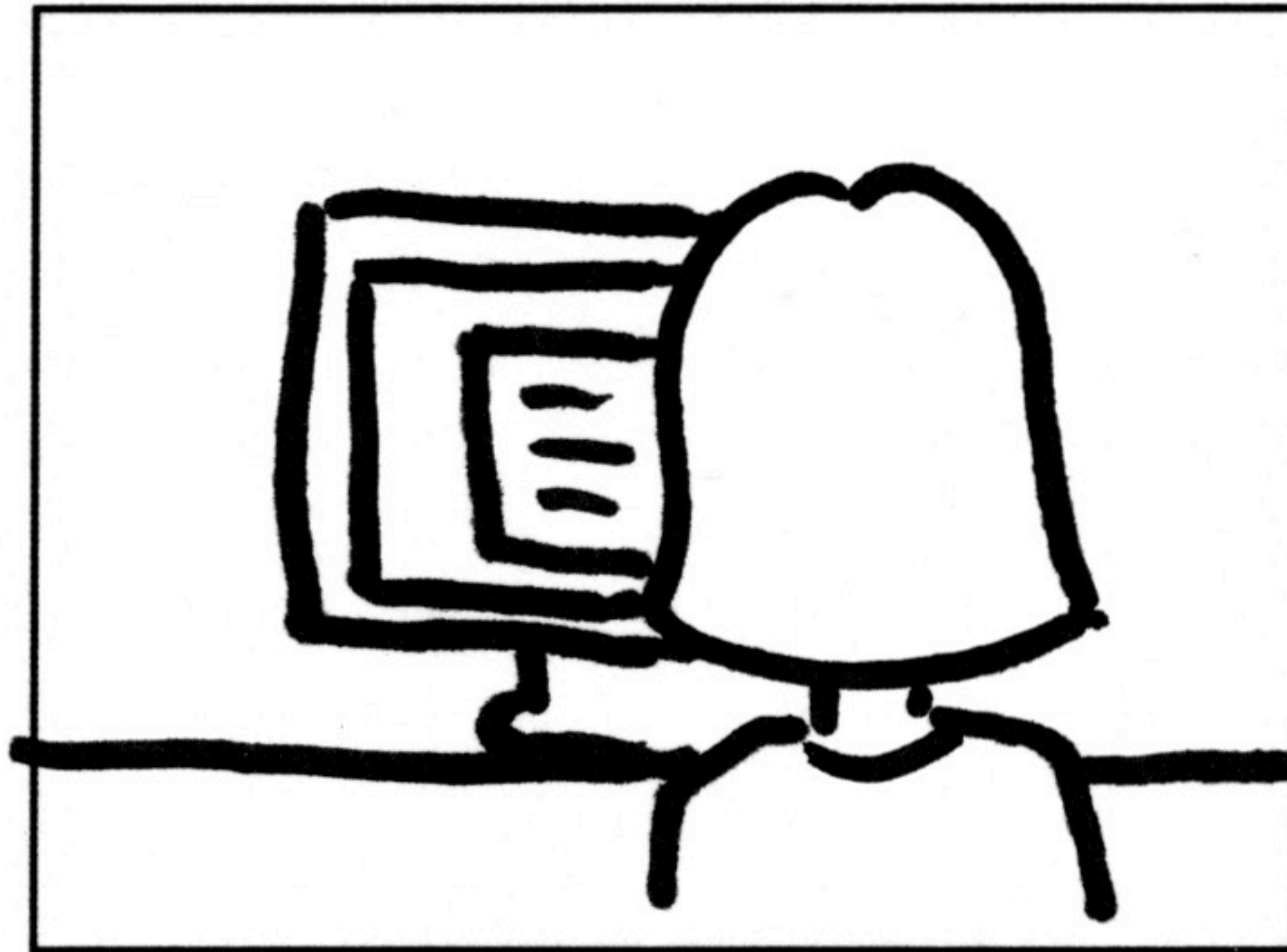
She writes a few more paragraphs and the speedometer drops to 55.



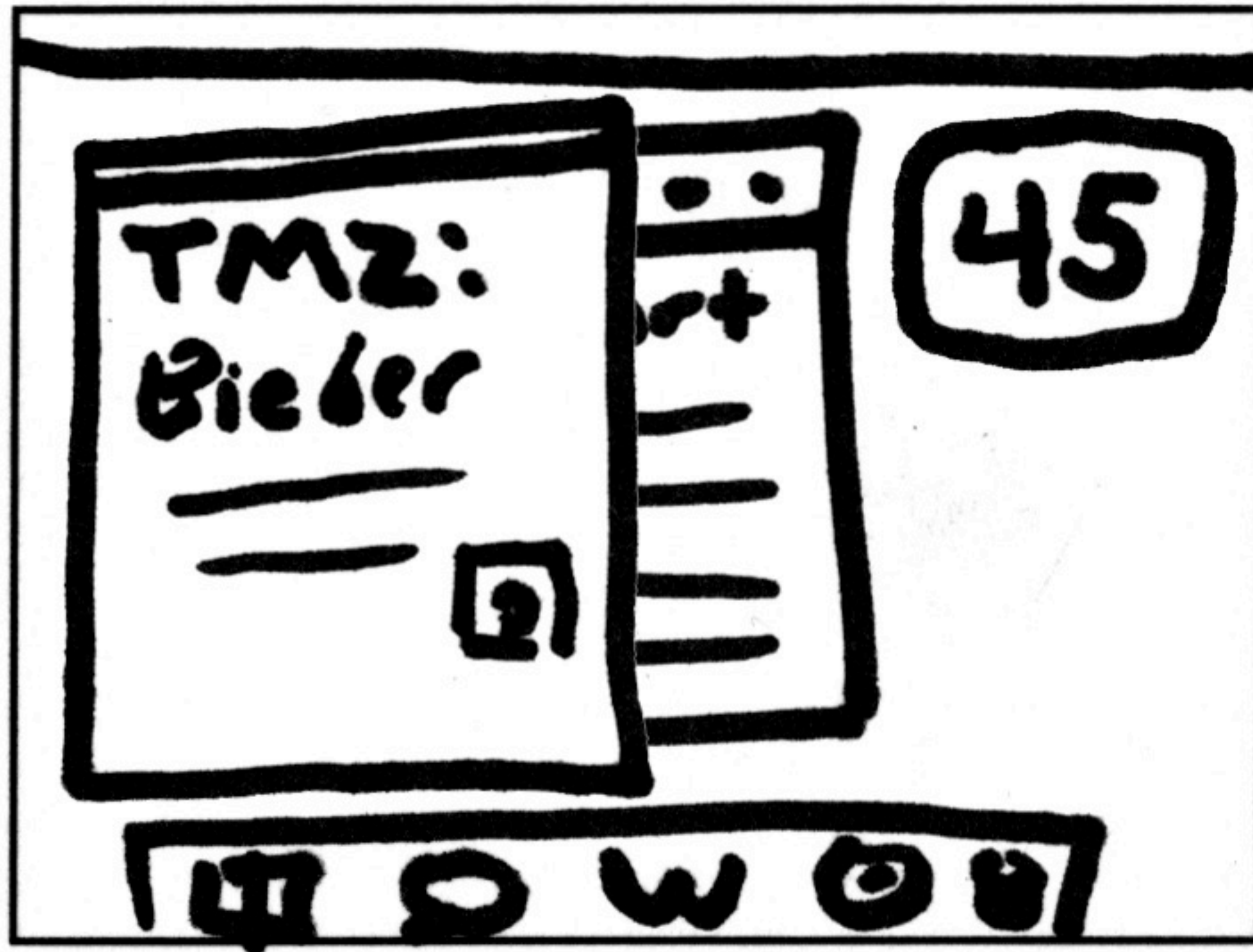
She sends an email, and it drops to 50.



After another email the speed drops to 45.

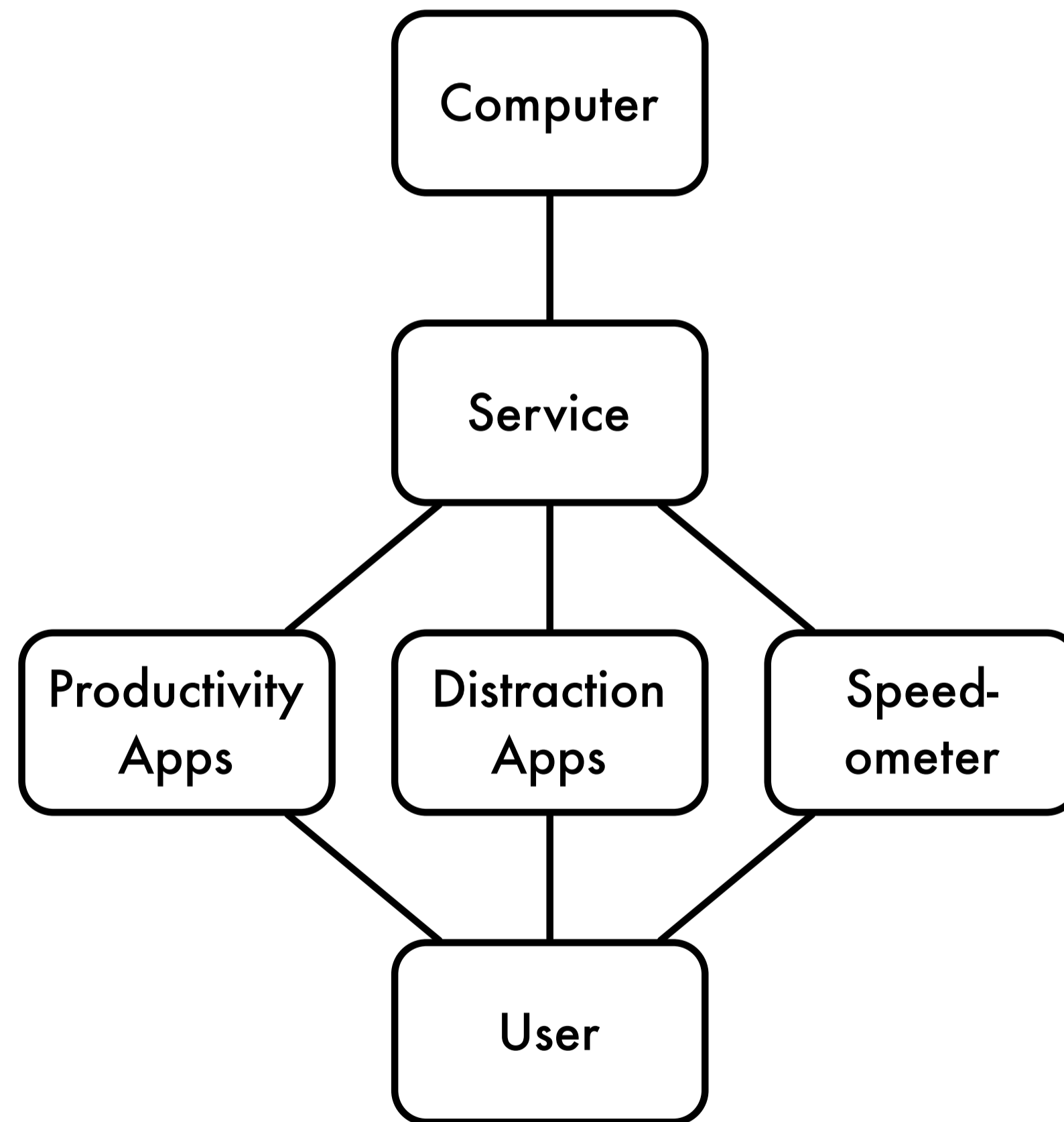


Since the speed is well within the limit, she decides to visit TMZ again.

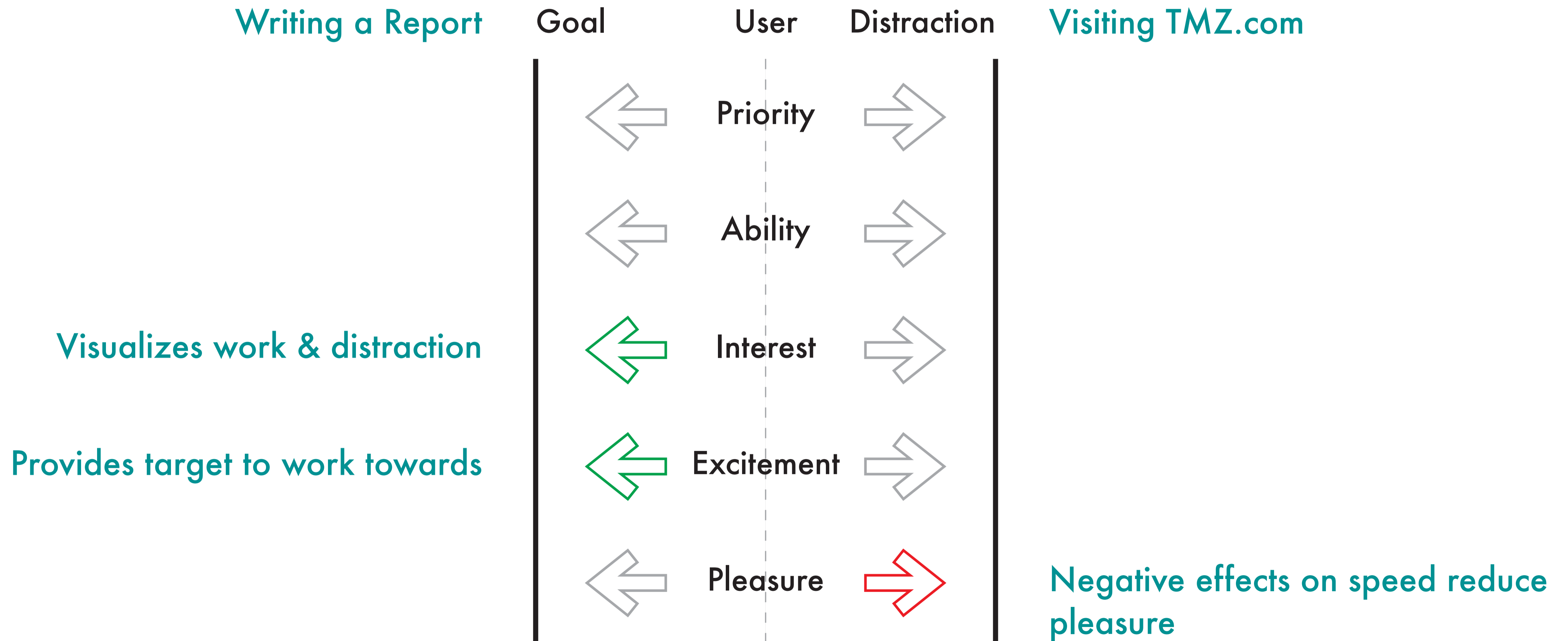


Since her current speed is so low, it lets her through.

Actors



Forces of Distraction



The Business Model Canvas

Designed for: **Speedometer**

Designed by:

On: Day Month Year
Iteration: No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

API providers (OS, app, web)

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES:
Production
Problem Solving
Platform/Network

Monitoring

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS:
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Indicator of progress throughout the day

Customer Relationships

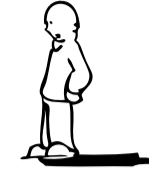


What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES:
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

User

Customer Segments



For whom are we creating value?
Who are our most important customers?

MARKETS:
Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Knowledge workers

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

User willingness

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Download/App Store

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
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Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Software development



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How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
List Price
Product features dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING:
Negotiation/ bargaining
Yield Management
Real-time Market

Recommendation



Advertising?

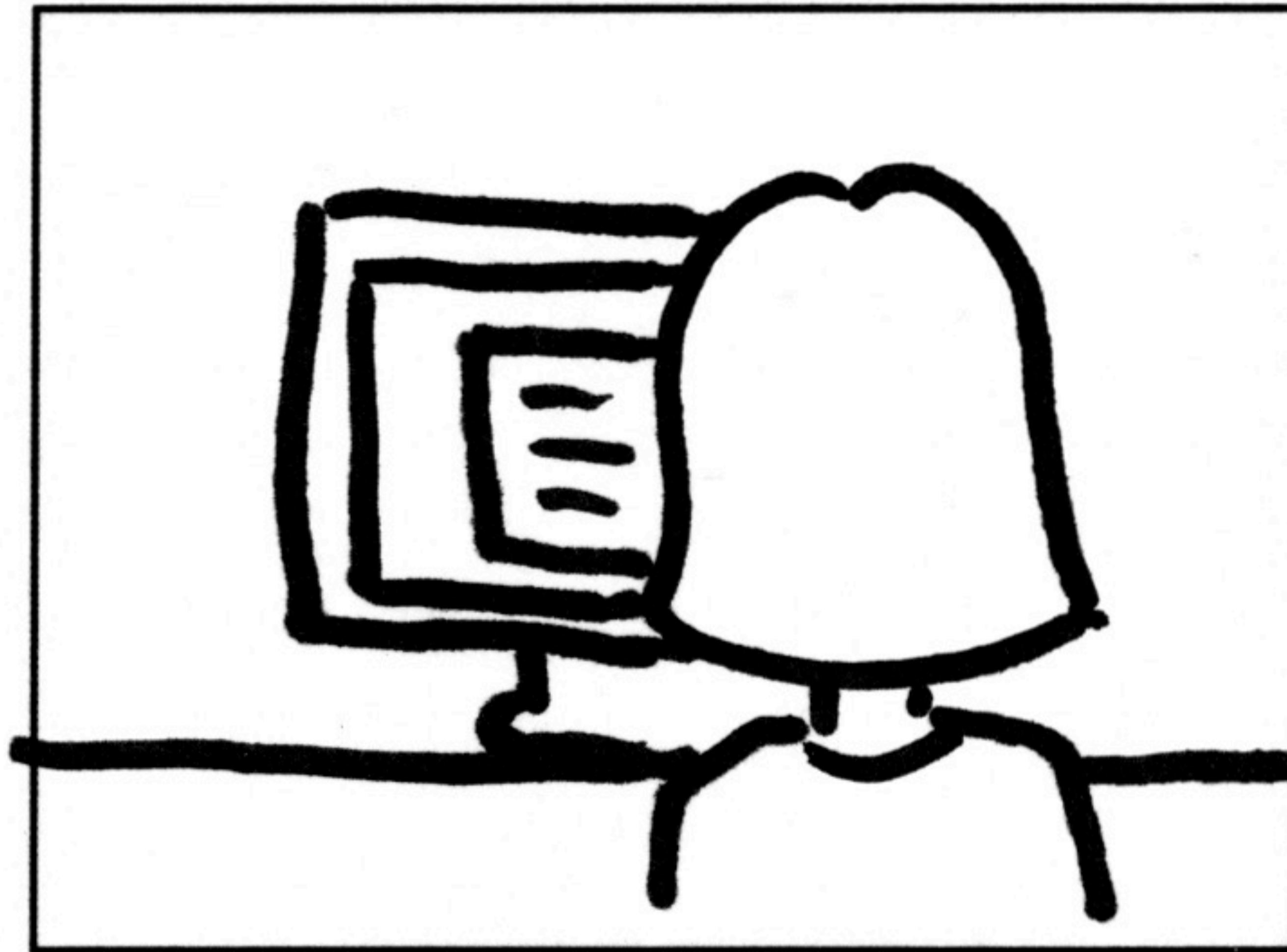


Concept 3: Reinterruption

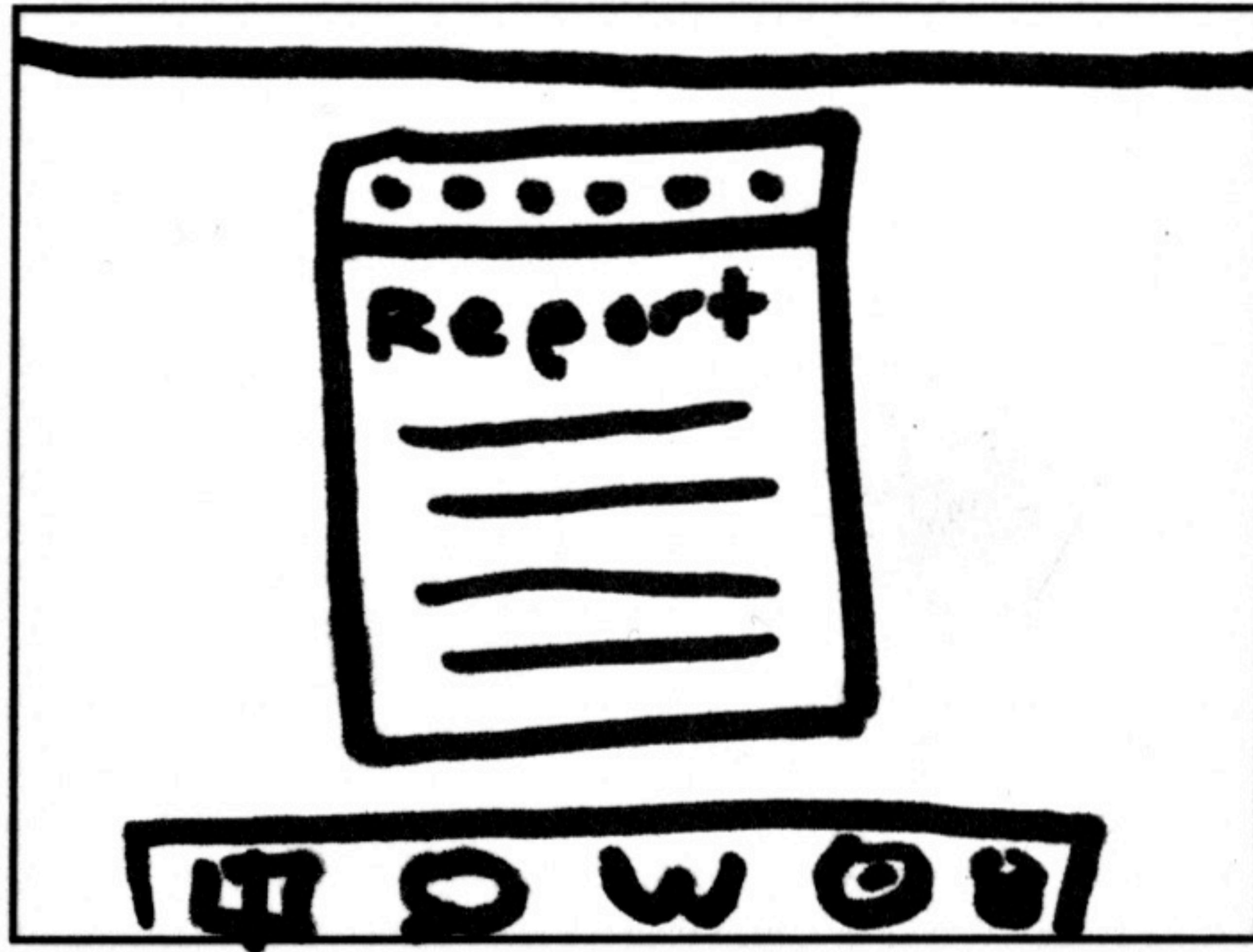
**Your work reminds you
to get back to it**

Overview

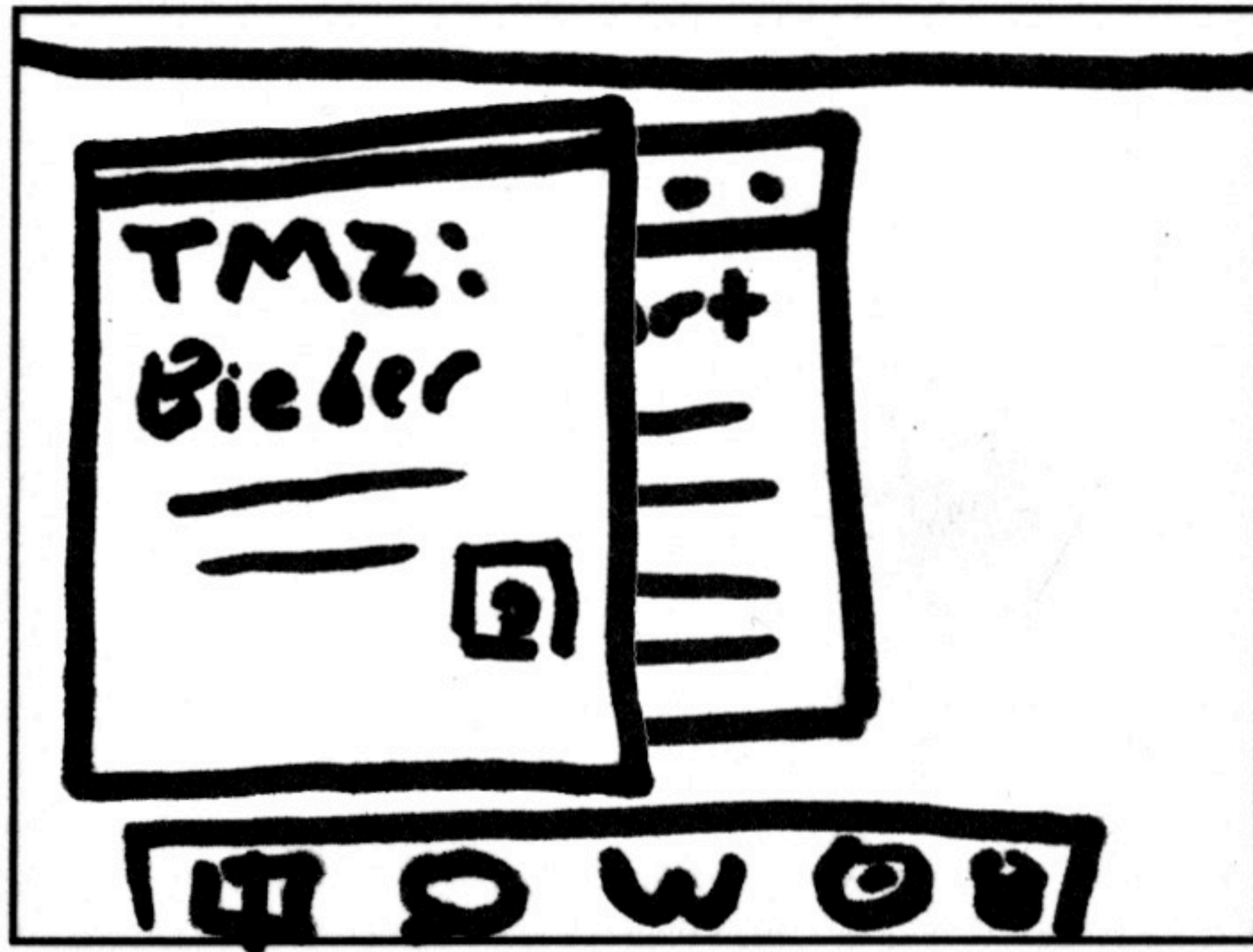
- **Makes distractions more unpleasant**
- **Work interrupts your distractions**



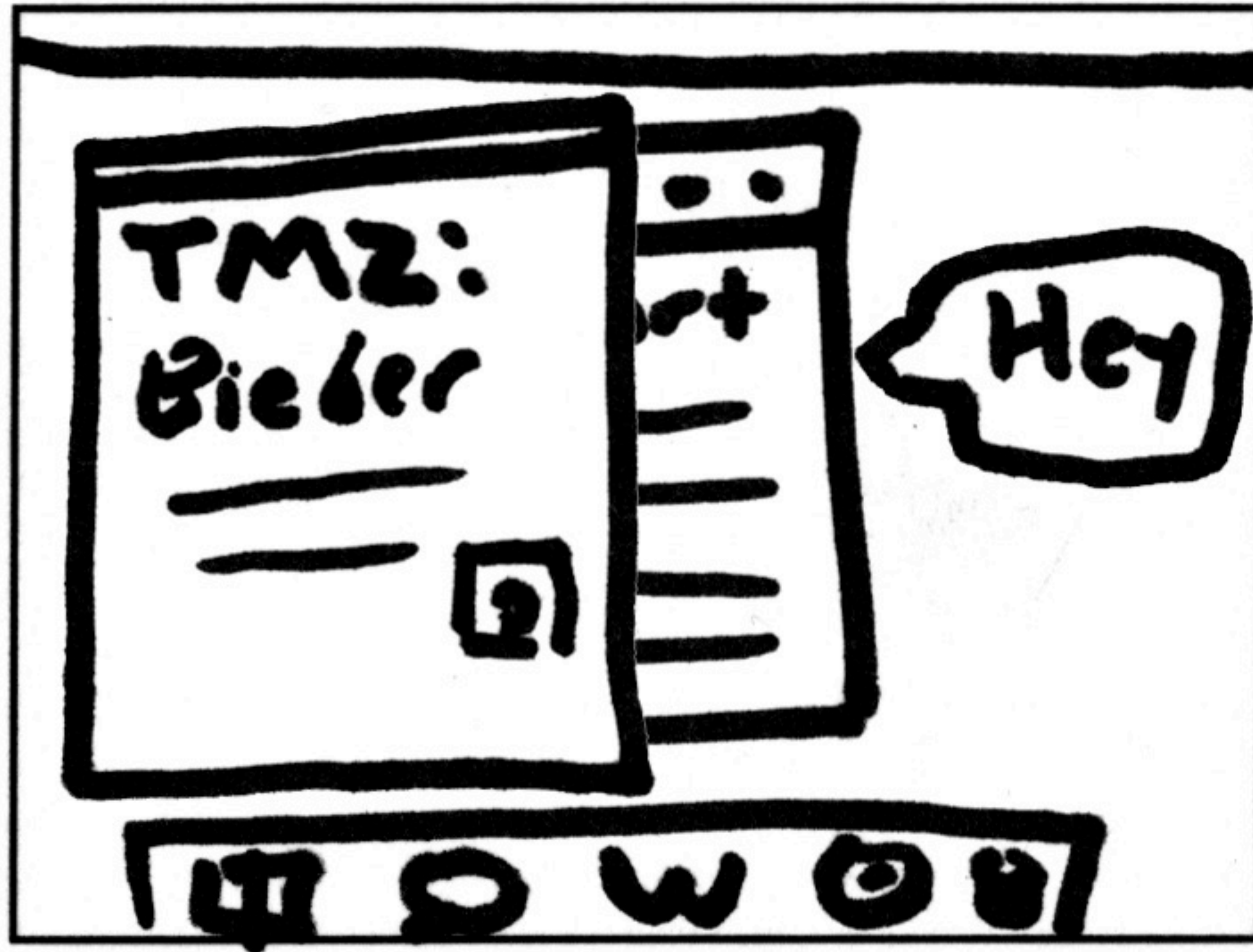
Here's Jane again.



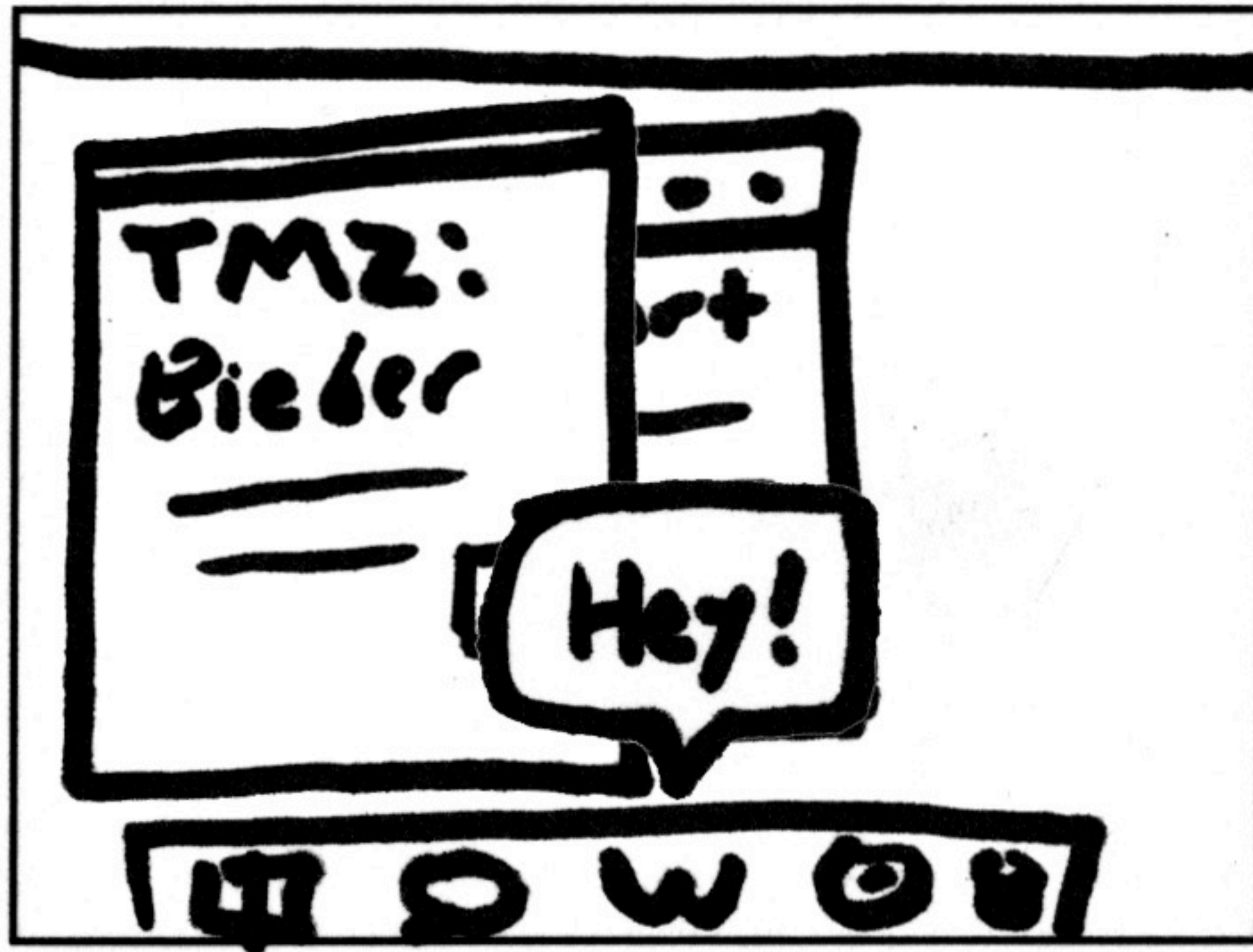
She's still writing her report.



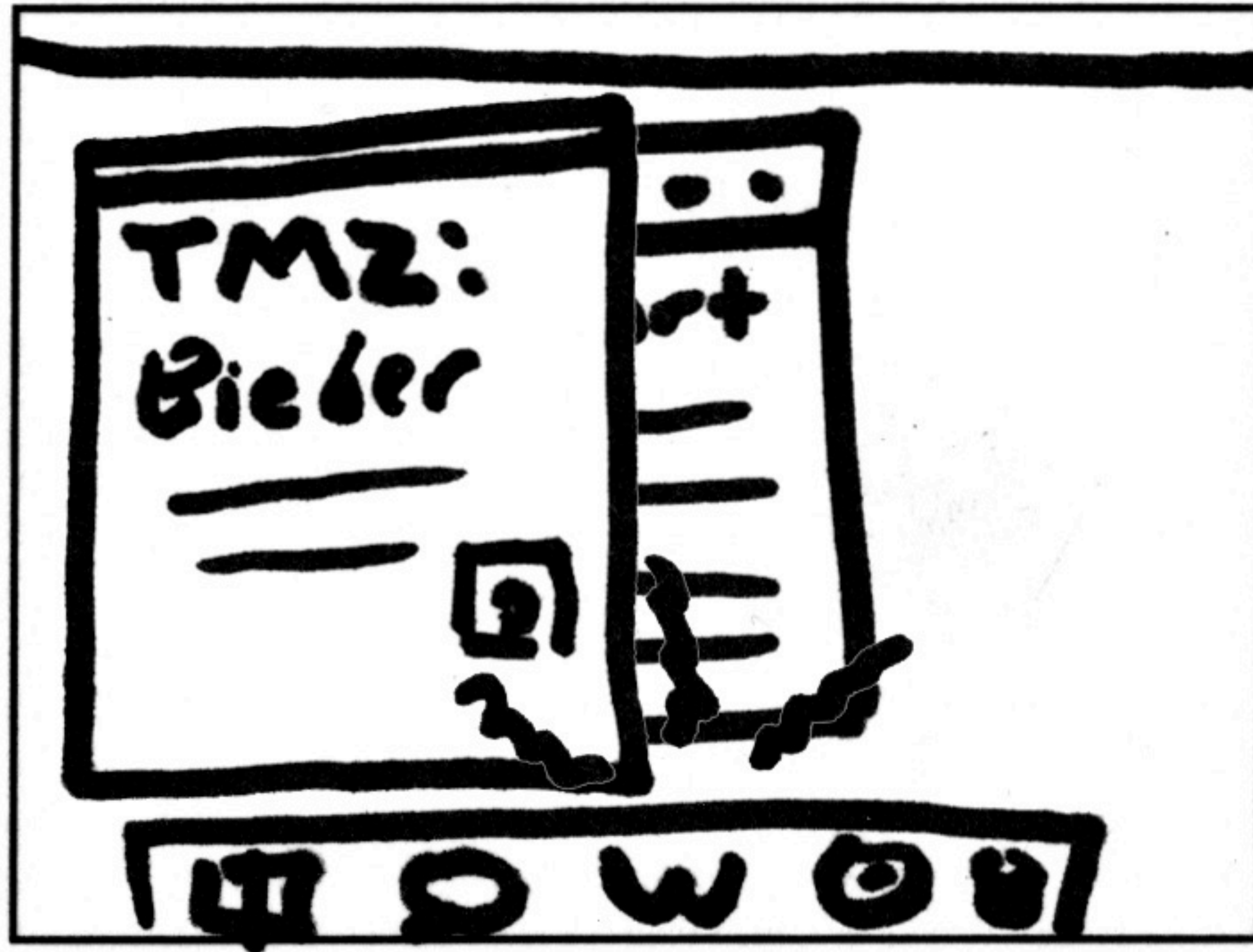
But she's bored, she decides to check TMZ.



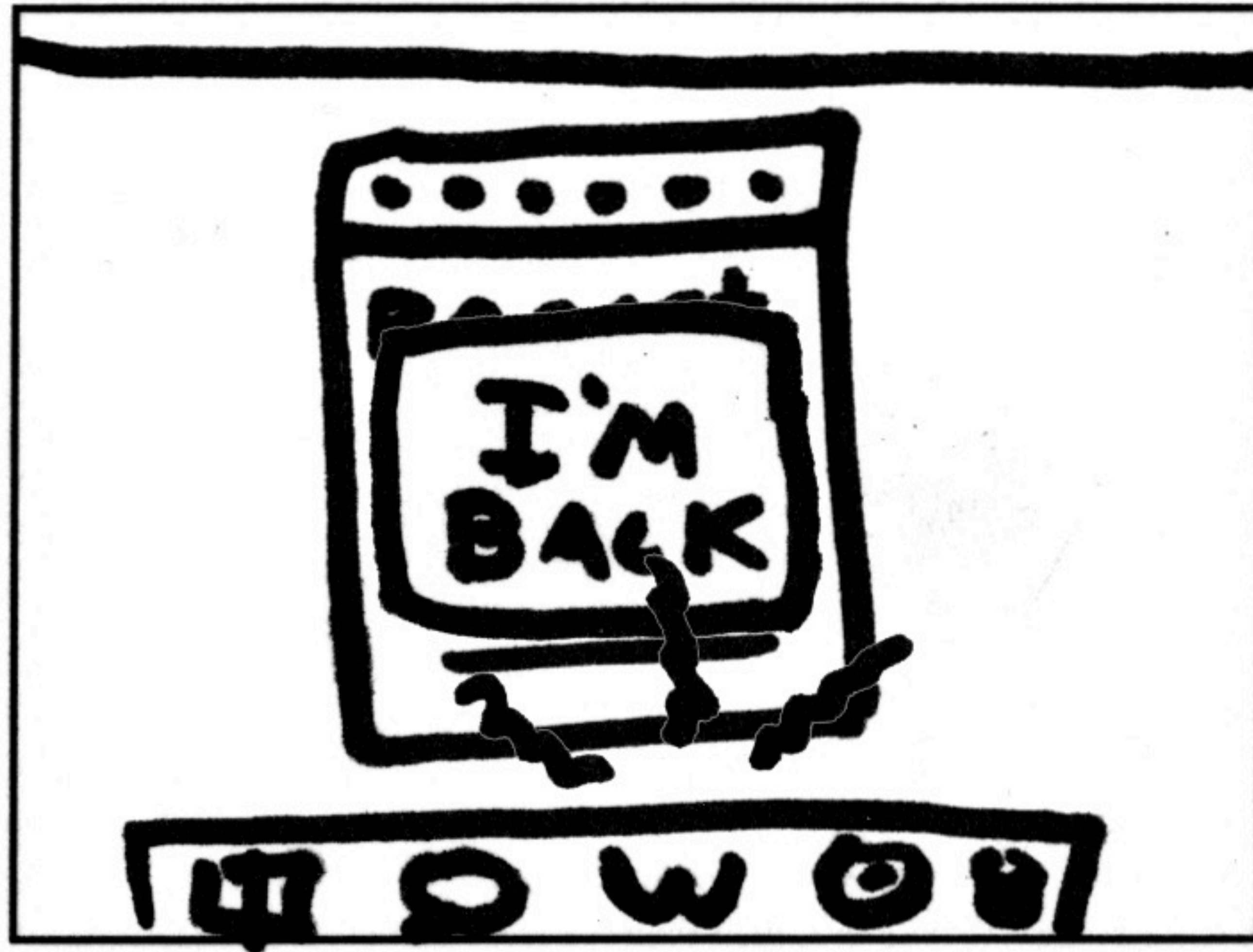
After a few minutes, her word processor sends a message trying to get her attention.



She ignores it. A few minutes later, it displays a more prominent message.



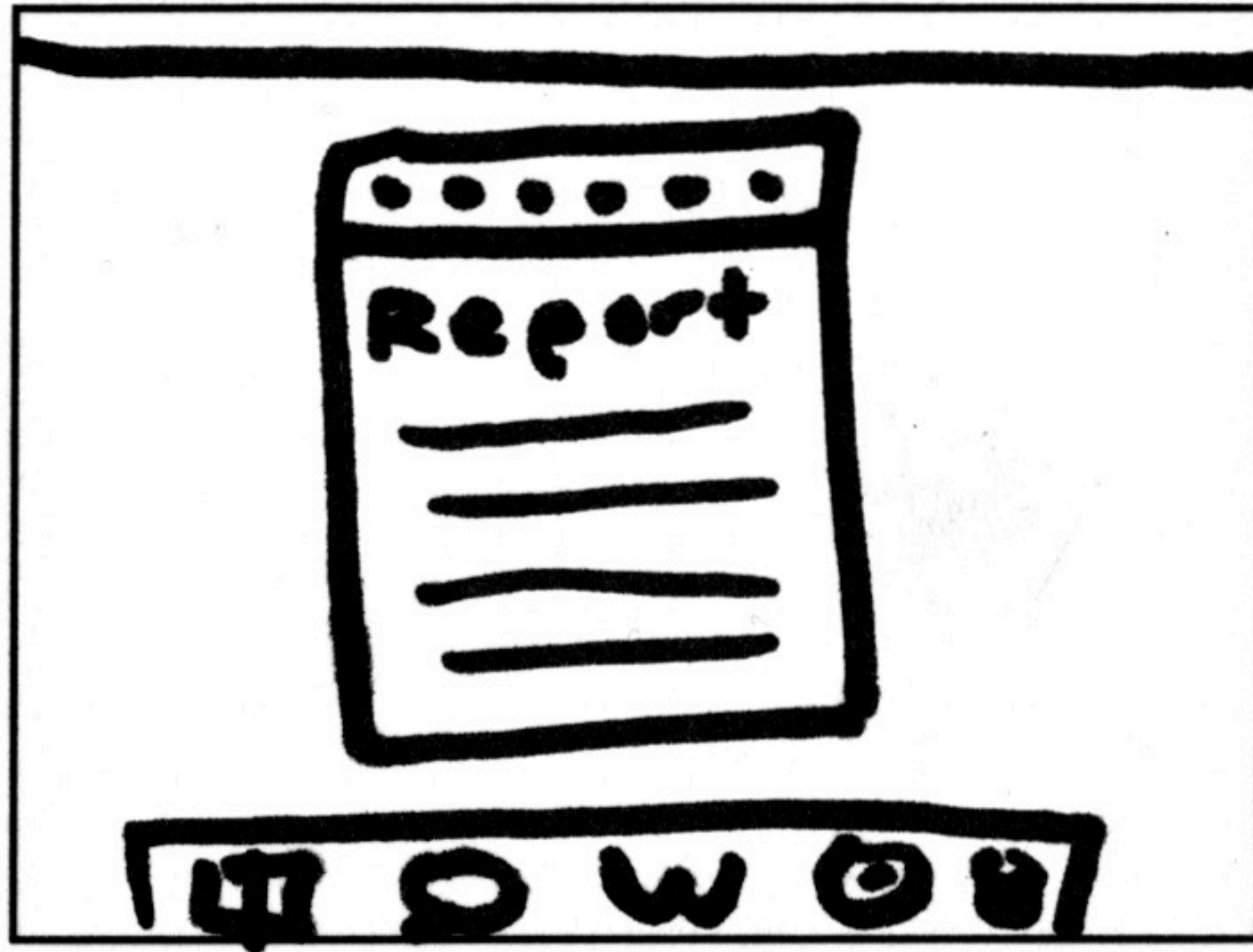
She dismisses it, and a few minutes later, her word processor starts making an increasingly irritating noise.



Finally, she switches back to her word processor.

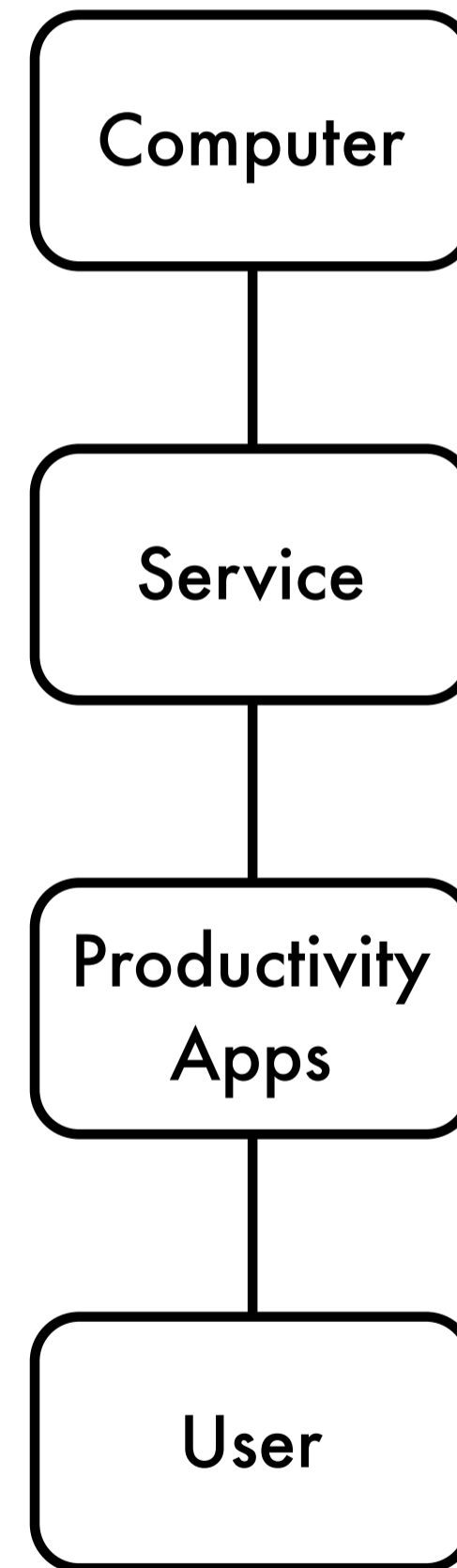


She tells it that she's back at work



and continues writing the paper.

Actors



Forces of Distraction

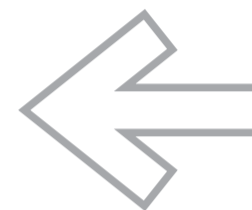
Writing a Report

Goal

User

Distraction

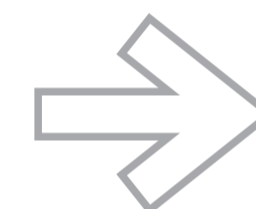
Visiting TMZ.com



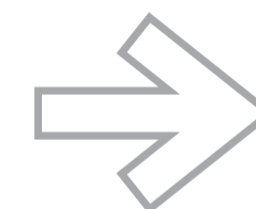
Priority



Ability



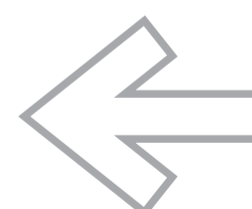
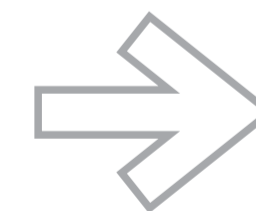
Interest



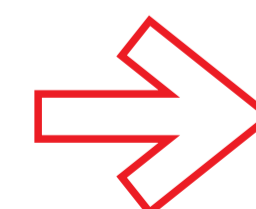
Work becomes an interruption



Excitement



Pleasure



Negatively conditions distractions

The Business Model Canvas

Designed for: **Reinterruption**

Designed by:

On: Day Month Year

Iteration: No.

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

**API providers
(OS, app, web)**

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

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Platform/Network

Monitoring

Value Propositions



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CHARACTERISTICS:
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

**Brings attention
back to work**

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES:
Personal assistance
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Self-Service
Automated Services
Communities
Co-creation

User

Customer Segments



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Who are our most important customers?

MARKETS:
Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

**Knowledge
workers**

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

User willingness

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

**Download/App
Store**

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Software development



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
List Price
Product features dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING:
Negotiation/ bargaining
Yield Management
Real-time Market

Advertising?



Intervention

Coworkers help each other concentrate.

Speedometer

Show impact of distraction before it happens.

Reinterruption

Work interrupts you to get back to it.