

# **PROJECT IOT**

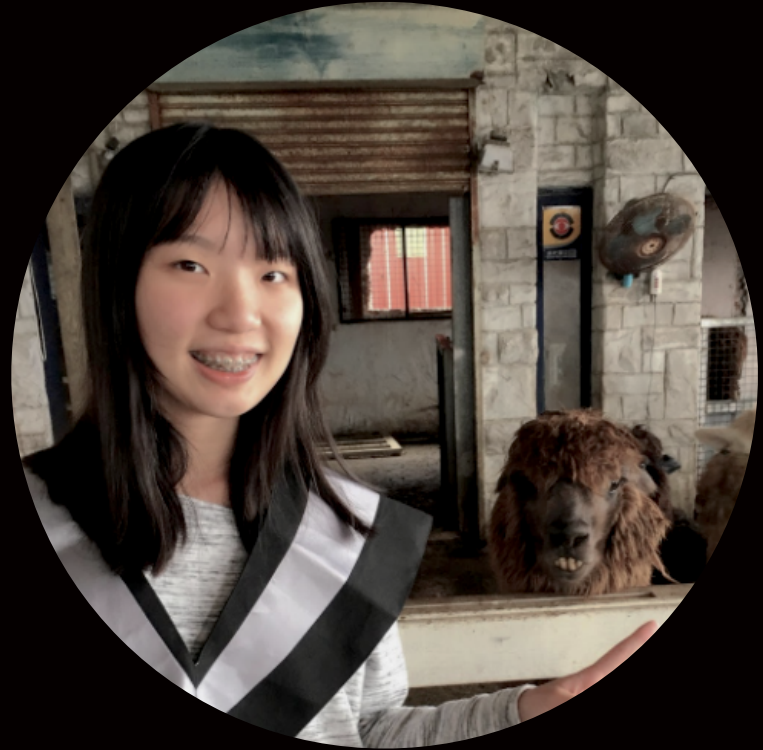
## **RESEARCH AND NEEDSFINDING**

Mar.24, 2018

# 組員介紹

TEAM MEMBER

## TEAM MEMBER 組員介紹



**吳怡穎**

Business Administration  
NTU

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**唐子翔**

Computer Science and  
Information Engineering  
NTUST

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I'm 唐子翔 from  
Computer Science  
and Information  
Engineering. Serving  
writer of tech.

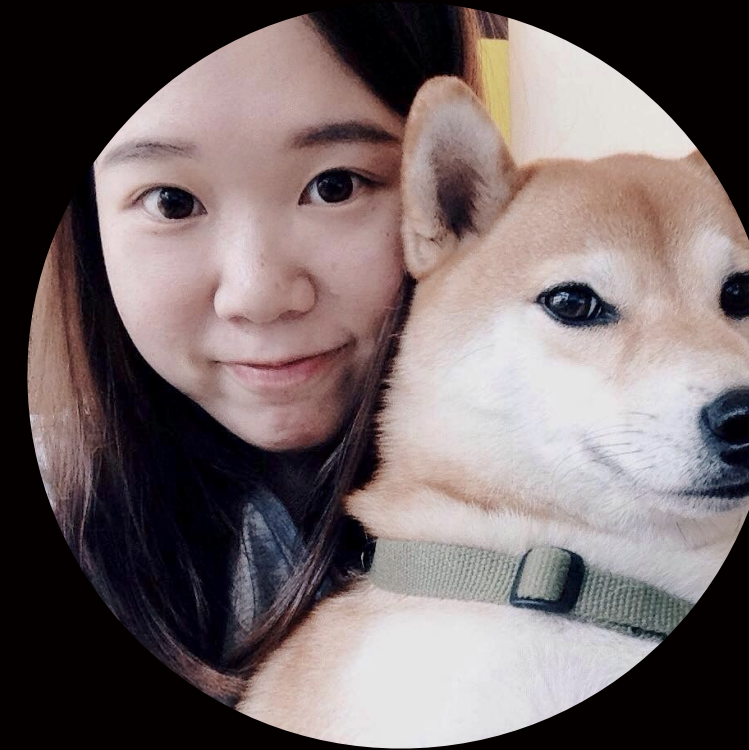


**裴娜娜**

**Natalia Benitez**  
Computer Science  
NTU

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I'm Natalia Beneitez  
from Computer  
Science. I like  
traveling, sports and  
pineapples.



**賴楨璿**

Interactive Desing  
NTUST

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Not a Designer.



**楊 翊**

Industrial Design  
NTUST

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I am a Student.



# GENERATION Z

They are Digitalian、They live in a technology-cantered lifestyle  
他們是天生的數位居民，他們的生活以科技導向為中心

1. 志向與未來 Future and Goal
2. 時間管理 Time Management
3. 自我認同 Self identification
4. 壓力 Stress
5. 與父母之間的信任 Trust between parents and children



OBSERVATION 觀察與資料蒐集

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2. 時間管理
3. 自我認同

## 4. 壓力 Stress

5. 與父母之間的信任



# 研究方法

## RESEARCH METHODOLOGY

透過訪談不同背景的年輕人，  
了解壓力與他們之間的關係





WHO WE INTERVIEW 訪談對象



Students whom come from  
**成長背景特殊的年輕人** Different backgrounds  
**不同教育體系的年輕人** Different education system  
**不同國家文化的的年輕人** Different culture



TEAM 5



## WHO WE INTERVIEW 訪談對象

1 高職生  
VOCATIONAL  
STUDENT

從鄉村到城市唸書  
Who moved from the  
country to a city to study

1 高中生  
SENIOR HIGHT

建中資優生  
From the gift-talented  
class in CKHS

3 留學生  
STUDY ABORD

小時寄宿學校  
在美國唸書的大學生

- Who studied in boarding school while young
- Who goes to universities in America

3 亞洲大學生  
ASIAN  
STUDENTS

不同學科的大學生  
From different departments



## WHO DID WE ASK 訪談題目

### Step 1. Warm up

了解受訪者基本背景資料

- Tell me more about yourself, where did you come from?
- Could you briefly sketch something about your job / school life?
- Why did you pick this job / chose this school?

### Step 2. Deep Dive

了解受訪者可能的壓力來源以及處理方式

- Is there anything that you don't like in you job / school life?
- Have you ever used any pressue-relief product ?
- Describe your using experience.
- How do you deal with these unhappy things?




# 訪談結果


## INTERVIEW RESULT





EMPATHY MAP 訪談結果討論與分類





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吳怡穎


Stress insights:



1. Close friends are important to deal with stress
2. Diary helps too
3. Things that are close to a student's heart helps deal with stress





Career path insights: 楊一, 10 hours ago

1. Students want to study what they like but they fear it would be a good option for the future
2. Even if they don't like it, students are willing to study something that can promise a better life quality.
3. Self-teaching is an important skill to choose career path





    15%

## 1.WHAT STRESS COME FROM? 壓力來源

### 同儕壓力 PEER

學校一直注重升學、考試成績大家都在注重這些，慢慢自己就會覺得啊我是不是也要這樣，覺得不開心。

大家都很拘謹的在做每一件事情，可是以前在深坑就不會有這種感覺

She doesn't feel identified with people and misses home

我覺得全男校很好啊，有女生就感覺很不自在

一開始我覺得我沒有辦法承受那種氛圍，學校壓力很大。。

同儕壓力來自於「感到自己和別人不一樣」  
(文化差異、環境差異)



## 1.WHAT STRESS COME FROM? 壓力來源

### 自我要求 SELF DISCIPLINED



害怕失敗、沒有達到自我的承諾期許、對未知的恐懼

## 1.WHAT STRESS COME FROM? 壓力來源

### 學業壓力 STUDY



成績的好壞、考試分數、被強迫唸書

TEAM 5



## 2.WAY TO RELIVE STRESS 舒壓方式

### 自我激勵 SELF ENCOURAGE

我不會怕講，講錯又沒關係，反正外籍老師他國文也不好啊。

Stress is just part of the “deal”

Convince herself that whatever stresses her is not that big of a deal

說服自己做新的事情是不會有損失

我都會跟自己說，考不好後面還有很多人就不會覺得怎麼樣，家人也覺得沒關係。

運用各種話語及正面的心態，自我幫助自己排解壓力



## 2.WAY TO RELIVE STRESS 舒壓方式

### 轉移注意力 SELF ENCOURAGE



透過各種實體活動轉移焦點



## 2.WAY TO RELIVE STRESS 舒壓方式

### 熟悉的 FAMILIAR



找到與自己熟悉親近的人事物陪伴  
(日記、教堂、朋友、相似的群體)



# 分析與洞察

ANALYSIS & INSIGHTS & POV



**我們發現，  
這世代的年輕人在意自身的感覺與自主性。  
—— 壓力的來源常常是感到失去掌控。**

We found that this generation of young people is concerned about their own feelings and autonomy. The source of stress is often the feeling of losing control.



**我們也發現，  
在追求自我認同的同時，他們也相當需要親密關係的連結。  
—— 這使他們感到壓力釋放**

We also realized that while teenagers seek for self identification, the connection for intimate relationship is also needed— this helps them release their pressure.



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**在獨立自主的個體之外，一定的親密關係會讓他們感到安心。**

A certain extent of intimacy helps them feel safe while pursuing independence at the same time.



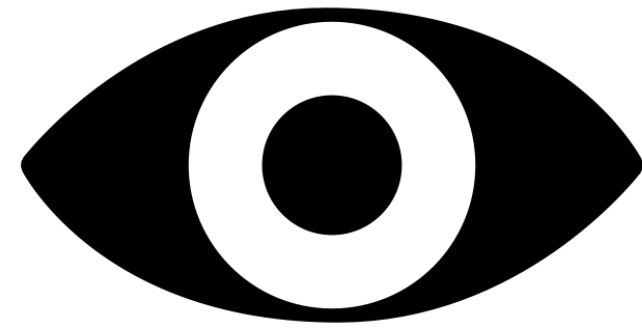
**對他們來說，  
解決、發洩不是唯一的管道。  
親密、熟悉的陪伴，是釋放壓力、安心的關鍵。**

To them, simply solving problems and releasing their pressure isn't enough.  
Intimacy and companion is the key to making them feel safe.



## Summary What We Have Done 重點整理

### Observation 觀察



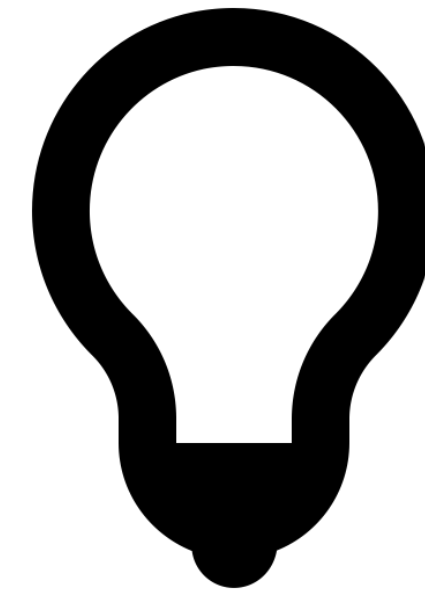
Defining the problem by  
by looking into ourselves  
and observing teenagers.

### Interviews 訪談



Interviewing people from  
different ages, background,  
and culture, to see different  
habits from different kinds  
of user.

### Insights 洞察



Look for similarity and  
solutions for the issue  
by analyzing what the  
interviewees say.

What We Shall Do Next 下一步

# 1.收斂主題範圍（同儕？學業？自我認同？）

CONVERGENCE TOPIC

# 2.與極端用戶做2nd深度訪談

2ND INTERVIEW ON THE SPECIFIC TOPIC

# 3.IDEAT

BRAINSTORMING AND STORYBOARD



# Thank you