Google’s digital wellbeing product experience toolkit

**Digital Wellbeing 101**

**Part 1: Origin story** Enter the Digital Wellbeing initiative at Google. Gain foundational knowledge of company-wide focus areas, research, tools, and programs. Companion activity 1: Reflect on tech use

**Part 2: Definition and framework**
What is digital wellbeing, anyway? Get a clear definition and walk away with a mental model for designing products that support all dimensions of wellbeing. Companion activity 3: Generate ideas

**Digital Wellbeing UX principles**

**Digital Wellbeing provocations**
Gain insight quickly with a set of cards that provide research findings and ‘How might we?’ questions. Explore how product experiences impact people’s wellbeing. Companion activities 3 and 4: Generate ideas, Investigate unintended consequences

**Digital Wellbeing workshop kit**
Activities: Go deeper with activities that assess specific digital wellbeing challenges and opportunities. Use in team settings or alone, as an end-to-end workshop or a stand-alone exercise.

1. **Reflect on tech use (15–30 min)**
   Kick off a workshop with this thought-starter to shift to a digital wellbeing mindset

2. **Assess your product (60–90 min)**
   Evaluate an existing product

3. **Generate ideas (45–90 min)**
   Brainstorm new products or evolutions of existing ones

4. **Investigate unintended consequences (30–60 min)**
   Find negative impacts and hidden opportunities
Digital Wellbeing 101

A primer on Digital Wellbeing at Google with origin story plus definition and framework
Develop a mental model for how tech affects wellbeing. Start with a quick overview of Digital Wellbeing at Google, and walk away with a clear definition and framework that you can use to build for digital wellbeing. This module includes:

- Part 1: **Origin story (optional)**
- Part 2: **Definition and framework**

**Best for:** Learning about Digital Wellbeing at Google, including key milestones, research, products, and framework

**How to use:** Take a self-guided tour of Part 1 and Part 2 *(20–45 minutes)*. If you’d like to skip this section, you can go directly to Part 2.

**Go deeper:** Put these learnings into action with the [Digital Wellbeing workshop kit](#)
Part 1:
Origin story
Most people agree:
Digital technology is transformatively helpful
Tech is especially helpful when people are...

- Communicating with others: Messaging, SMS, calls, video calls, taking photos
- Improving themselves: Books, music, TV / movies, health / fitness tools
- Being productive: Setting tasks, organizing, emails, running a business
- Gaining information: Educational content, reading news / magazines / sports

Source: Google-commissioned study with Google Market Insights
However, insights from thousands of people reveal that tech isn’t always helpful

- 73% are concerned about kids’ tech use
- 72% feel that a lot of people have a lack of control when using tech
- 52% are concerned about the time others spend using tech

Sources: Pew 2018, Google-commissioned studies with third-party vendors, YouGov and Republic
So...

Can we build tools that support people’s wellbeing?
YES
WE
CAN!
At I/O 2018, Sundar announces a new focus on digital well-being, with a company-wide initiative to help people understand their habits, focus on what matters, switch off and wind down, and find balance with their families.

Sundar discusses Joy of Missing Out (JOMO). Watch the announcement [here](#).
Digital Wellbeing tools multiply in 2018–2019

**Android**
Digital Wellbeing, Focus mode, Bedtime mode, Do Not Disturb

**Family Link**
Be Internet Awesome, Parental controls, Wellbeing.google.com

**YouTube**
Time Watched, Take a break reminder, Notifications digest, YT Kids

**Creative Lab**
Digital Wellbeing experiments
Cross-company efforts produce comprehensive guidelines alongside feature updates and launches in 2019–2020.

Digital Wellbeing product experience toolkit
A set of self-guided resources, soon to be applied to product experiences like yours!

Digital Wellbeing UX principles
A set of principles and guidelines complete with case studies. Part of the DW product experience toolkit.

Building for kids
Guidelines for building engaging and safer experiences for children shared by Google Developers.
Designing for digital wellbeing builds on what Google does best—**we put the user first**. These custom tools simply make helping people that much easier.

This is a powerful opportunity to improve people’s everyday lives, across the world. We hope you claim it, and build product experiences that support all dimensions of wellbeing.

By using this toolkit you’ll...

→ Have the resources you need to design for digital wellbeing

→ Contribute to the global digital wellbeing movement

→ Give your audience a positive experience that they’ll appreciate
Part 2: Definition and framework
Learn the definition and 7 dimensions of digital wellbeing. Walk away with a mental model that you can use to build product experiences that support all dimensions of digital wellbeing.

We based our framework on the dimensions of wellbeing that are most commonly used in government and academia. However, the interdisciplinary nature of wellbeing produces multiple interpretations. Consider ours as a tool for discussion, not the final word on wellbeing...

How to use: Take a self-guided tour (10–25 minutes). Feel free to copy and paste slides for your next workshop.

Go deeper: Put the framework into action with the Digital Wellbeing workshop kit, and be sure to explore the companion activity, Generate ideas.
Wellbeing:
A good or satisfactory condition of existence; a state characterized by health, happiness, and prosperity

<table>
<thead>
<tr>
<th>Dimensions of wellbeing</th>
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<tr>
<td>Physical</td>
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<td>Mental</td>
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<td>Financial</td>
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Sources: Dictionary.com, Employee Wellbeing at Cornell, The Six Dimensions of Wellness
Digital Wellbeing:
A state of satisfaction that people achieve when digital technology supports their intentions

Dimensions of wellbeing

- Physical
- Mental
- Intellectual
- Occupational
- Social
- Financial
- Environmental

Sources: Employee Wellbeing at Cornell, The Six Dimensions of Wellness
Digital technology can support the 7 dimensions of wellbeing.
So...

What determines whether tech supports or hinders wellbeing?
It’s all about intention

“I got up for my regular morning walk. I realized that a new episode of my favourite series was out, and instead of walking I remained in the car and watched the series. I’m feeling gross and guilty about not walking and exercising.”

—Woman research participant, India
When intentions are hindered by tech

"I wanted to go to sleep."

"I've been scrolling [social media]... for the last 50 minutes, which I never planned to do today...I had no control over the usage."

"Tech stopped me from having my daily portion of healthy sleep. [I won't have] enough energy tomorrow."

Source: Google-commissioned study with dScout
When intentions are **supported** by tech

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**Intention:** Communication

“I intended to **contact my friend** who lives in America.”

**Catalyst:** Easier with app

“I used [communication app] **video calling**... The app performed exactly what I wanted it to with only minimal steps.”

**App:** Communication

“Being able to contact my friend even though we are miles apart always makes me feel I’m connected with my friend.”

**Outcome:** Maintained a relationship

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Source: Google-commissioned study with dScout
In other words, supported intentions support wellbeing. This drives our mission:

Enhance people’s wellbeing by supporting an intentional relationship with tech.
Congrats, you’ve aced DW 101!

Continue to UX principles
Digital Wellbeing UX principles

A set of principles and guidelines complete with case studies

wellbeing.google
Brought to you by Google
We crafted these research-backed Digital Wellbeing UX principles to stand the test of time and enable supportive design approaches.

Let them serve as a friendly consultant or trouble-shooting guide when you want to verify or evaluate your product experiences—both current and considered—for wellbeing.

Go deeper: Put the principles into action with the Digital Wellbeing workshop kit, and be sure to explore the companion activity, Assess your product. Learn how to build engaging, safer experiences for kids.
When designing for digital wellbeing, support people’s intentions by applying these 4 principles:

01 Empowerment
Start with supportive defaults

02 Awareness
Illuminate behaviors and goals

03 Control
Provide transparent settings

04 Adaptability
Build context-aware experiences
Research insight
We know the difficulty in changing behavior—decades of behavioral economics research show the power of defaults over information alone for changing behavior. Defaults have effectively influenced choices in arenas such as finance (401Ks) and health (organ donations). This finding suggests that defaults are a great opportunity to make an impact within product experiences.

Guideline
Consider product defaults that support people’s wellbeing. When offering a set of options or adjustments, use a default setting that best supports a person’s goal. People still have the agency to change these features if desired.

Case study
To support interruption-free time at night, YouTube’s Disable sounds schedule defaults to 10:00 PM–8:00 AM

Reflection helps people become more aware and intentional of how they’re spending their time. Also called ‘knowledge of results’ or ‘self-awareness’, reflection plays a significant role in behavior change because it helps people self-regulate as they strive to reach their goals. This concept is demonstrated to be valuable in multiple studies that focus on sleep, exercise, and nutrition.

Consider engaging ways that usage data can encourage people to reflect on their current behaviors and desired goals. Examples include usage dashboards, data visualization, behavior-specific insights, and links to relevant content.

Research insight
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Guideline
Consider engaging ways that usage data can encourage people to reflect on their current behaviors and desired goals. Examples include usage dashboards, data visualization, behavior-specific insights, and links to relevant content.


Case study
To encourage mindful smartphone use, Android’s Digital Wellbeing dashboard provides usage data with a clean and inviting design.
Provide transparent settings

Research insight
According to a 2019 study, 1 in 3 people made or attempted to make changes to their tech use in order to address undesired effects that they had experienced. 80% of those who took an action found it to be helpful.

Guideline
Consider providing people with granular controls that anticipate diverse needs, abilities, and backgrounds. Explain thoroughly and transparently how the feature functions, including how data is collected and used.

Case study
To provide transparency and control, Family Link gives parents access to their kids’ activity and schedules.

Source: Google-commissioned study with third-party vendor, YouGov
A 2019 study explored how tech affects people when it hinders or supports their goals. When people’s goals were hindered by tech, they felt annoyed, tired, and even ashamed. On the other hand, when people’s goals were supported by tech, they felt happy, proud, calm and excited.

Consider features that adapt to people’s diverse contexts, such as individual goals, abilities, and backgrounds. Take into account the cumulative effects of tech on a person’s day. It can help to consider how to unify an experience across time, location, and/or device.

To adapt to people’s need for sleep, Bedtime mode uses Clock to set a preferred schedule, which then activates features like grayscale and Do Not Disturb.

Source: Google-commissioned study with third-party vendor, dScout
Congrats, you’ve aced DW UX principles!

Continue to Provocations
Digital Wellbeing provocations

A set of insights and questions to explore how product experiences impact digital wellbeing
About the provocations

This set of curated cards helps you quickly gain insights you need to integrate digital wellbeing into your products. Separated into 3 thematic areas (Intentional use, Interpersonal connection, Safe & healthy life), the provocations include:

- Research findings that define the digital wellbeing landscape
- ‘How might we’ questions that explore how product experiences impact wellbeing

🌈 Best for: Idea generation, brainstorming
👩🏽‍🎓 How to use: Bring provocations to your next workshop or use them in your own brainstorming session. Skip around to focus on the most relevant topics.
🎓 Go deeper: Move into action with the companion activities: Generate ideas, Investigate unintended consequences.
Intentional use
Experimental research suggests that interruptions don’t increase task completion time, but instead make people compensate for lost time by working faster. This comes at a price: more stress, frustration, time pressure, and effort. [1]

Receiving a phone call notification without responding to it is just as distracting as responding to a message or call. [2]

Batching notifications to 3 times per day significantly improves attention, stress, perceived productivity, and control of the phone. [3]

HOW MIGHT WE SUPPORT AND PROTECT PEOPLE'S FOCUS FROM UNWANTED DISRUPTIONS?

WHY IS THIS IMPORTANT?

Distractions fight for people's attention and hinder productivity.
Multitasking is a misnomer
In most situations, a person is actually doing something called “rapid toggling between tasks.” Chronic media multitasking (concurrent use of multiple digital media streams) is correlated with increased difficulty keeping track of multiple inputs. And rates of chronic media multitasking are increasing in children, teens, and adults. [1]

Attempted multitasking impacts memory
Light media multitaskers (LMM) remember 20% more information than heavy media multitaskers (HMM). [2]

Attempted multitasking increases anxiety
When people attempt to complete multiple tasks at the same time, their brain enters an over-excited state, increasing the anxiety they experience. [3]


WHY IS THIS IMPORTANT?
Multitasking increases stress and lowers productivity
Compulsive checking accounts for a majority of hindered intentions. In a multi-geo study, 52% of hindered moments involved compulsive checking. [1]

Tech-use behaviors can become automatic or difficult to control. Digital technology can trigger people in ways that create automatic engagement without intention. A number of measures have been created to assess compulsive and problematic use, including the Compulsive Internet Use Scale (CIUS). [2], [3]

Approaches to internal and external drivers of hindered intentions differ. Compulsive checking and social obligation to respond are both internal drivers, whereas endless content and notifications are external drivers. Internal and external drivers can carry the same impact, but may require different solutions. [4]

WHY IS THIS IMPORTANT?
Inconsistent rewards can create a trigger-reward-engage cycle.

How might we encourage intentional technology use?

FOOD FOR THOUGHT

[1] Google-commissioned study with third-party vendor, dScout
Interpersonal connection
Presence with others

WHY IS THIS IMPORTANT?
Technology’s presence can weaken in-person connections and relationships.

5-MINUTE BRAINSTORM

How might we support in-person presence when it’s called for?

FOOD FOR THOUGHT

- Mobile phones are a major source of disruption
  43% of US adults report that they get distracted by their phone when they’re with friends or family [1]

- The mere presence of a mobile phone inhibits interpersonal connection
  Experimental research shows that this impact is magnified when individuals are discussing a personally meaningful topic. [2], [3]

- While tech use concerns focus on children, parental use is also a problem
  36% of UK children ages 11–18 report occasions when they have to ask their parents to put away their phones. [4]

[1] Google-commissioned study with third-party vendor, dScout

Proprietary
How might we bring people together online at the right place and time?

**FOOD FOR THOUGHT**

- Loneliness is experienced in high numbers across generations. 46% of US adults sometimes or always feel alone, with Gen Z experiencing the most loneliness. [1]
- Loneliness can have a major impact on health outcomes. Loneliness is a bigger threat to life span than obesity, with a health impact equivalent to smoking 15 cigarettes a day. [2], [3]
- Tech has the potential to reduce the prevalence of loneliness. Access to the internet decreased loneliness (by 0.5 on a 0–3 scale) in vulnerable elderly populations in an experimental setup, and longitudinal analysis shows a positive correlation between internet use and psychological wellbeing. [4], [5]

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Putting work in its place

WHY IS THIS IMPORTANT?
Conflicting expectations in work and personal life can upset the balance between them

5-MINUTE BRAINSTORM

How might we support boundaries between work and personal life?

FOOD FOR THOUGHT

- Social pressure to respond quickly to communications disrupts balance
  A social obligation to respond is identified in multiple UX research studies, contributing to 20% of disruptive smartphone use in a multi-geo diary study. [1]

- People want to be respectful of others’ intentions and personal time
  Workplace research shows that people want to support the situational context and needs of the person they wish to contact. [2]

- Tech can mitigate work-to-home conflict in the right situations
  For employees who prefer to integrate work and home life, work-related tech use outside of work hours may not complicate—and could even facilitate—work-home compatibility, depending on certain work and environmental factors. [3]

[1] Google-commissioned study with third-party vendor, dScout
[2] Google study
Safe & healthy life
While individual sleep requirements vary, a minimum of 7 hours of sleep is recommended to maintain mental and physical health. Nine days of sleeping only 6 hours a night leads to performance impairment similar to a blood alcohol level of 0.1% (a level higher than the legal limit for driving). [1]

70% of teens check their mobile device within 30 minutes of falling asleep at night, and 36% of teens wake up and check their mobile device for something other than the time at least once a night. [2]

**Medical science unanimously links sleep to health outcomes**
While individual sleep requirements vary, a minimum of 7 hours of sleep is recommended to maintain mental and physical health. Nine days of sleeping only 6 hours a night leads to performance impairment similar to a blood alcohol level of 0.1% (a level higher than the legal limit for driving). [1]

**Late-night phone use poses a special concern for teens, who need more sleep**
70% of teens check their mobile device within 30 minutes of falling asleep at night, and 36% of teens wake up and check their mobile device for something other than the time at least once a night. [2]

Harmful content can diminish wellbeing

WHY IS THIS IMPORTANT?

5-MINUTE BRAINSTORM

How might we increase awareness of online spaces?

FOOD FOR THOUGHT

- **A majority of parents feel a lack of control over their kids’ tech use**
  68% of parents feel a lack of control over the content that their kids see online. [1]

- **Online harassment is widespread and impacts basic needs**
  41% of US adults have personally experienced online harassment, with 8% citing particularly severe forms (i.e. stalking, physical threats, sexual harassment, or harassment over a sustained period of time). 64% of students who experienced cyberbullying said it affected their ability to learn and feel safe at school. [2]

- **Sentiment of consumed content can impact mood**
  Artificially modulating the sentiment of Facebook’s feed led feed viewers to share content with similar quality of sentiment. [3]

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[1] Google-commissioned study with third-party vendor, dScout
We know that tech use can encourage sedentary, leisure-time behaviors. But it can also promote physical activity through apps, wearables, and data visualization. [1]

Social experiences are essential. People learn by observing the actions of others and seeing results. Individualized or at-home services and apps can leverage peer support to improve physical activity through social sharing of their progress. [2]

According to a World Health Organization recommendation, as little as 75 minutes of vigorous aerobic activity per week is enough to provide health benefits such as weight control, elevated mood, and better sleep. [3]

3. Physical Activity and Adults. Link
Congrats, you’ve aced Provocations!

Continue to Workshop kit
Digital Wellbeing workshop kit

A set of activities and facilitator’s guides to help you build for digital wellbeing
About the workshop kit

This set of team activities and facilitator’s guides is here when you’re ready to start building your product experience for digital wellbeing. It includes 4 activities:

- Reflect on tech use
- Assess your product
- Generate ideas
- Investigate unintended consequences

🎉 Get ready: Familiarize yourself with the Digital Wellbeing Definition and framework and read through the UX principles.

🎵 How to use: Run an end-to-end workshop or choose your own adventure with an activity or 2. This kit is optimized for a virtual setting.
Digital Wellbeing workshop kit activities

Activity 1:
Reflect on tech use

I want my team to get to know each other and shift into a digital wellbeing mindset

Time required: 15–30 minutes
When: At the beginning of a workshop

Start here to host an end-to-end workshop

Activity 2:
Assess your product

I want to evaluate how well my existing product aligns with Digital Wellbeing UX principles

Time required: 60–90 minutes
When: Before or at the beginning of a workshop

Jump in here to evaluate an existing product

Activity 3:
Generate ideas

I want to brainstorm new wellbeing-related products or evolutions of existing products

Time required: 45–90 minutes
When: As part of a larger workshop or a stand-alone session

Jump in here to brainstorm a new product

Activity 4:
Investigate unintended consequences

I want to consider potential negative impacts of my concept, and turn them into opportunities

Time required: 30–60 minutes
When: During or after your workshop, when your team has generated product concepts

Jump in here to pressure-test a concept

Recommended pre-read: Digital Wellbeing 101, Digital Wellbeing UX principles

Recommended pre-read: Digital Wellbeing provocations
Activity 1:
Reflect on tech use
Activity 1: Reflect on tech use

Kick off a workshop with this thought-starter to help team members to get to know each other and shift into a digital wellbeing mindset.

Facilitator’s guide

Make a copy of the following slides for your workshop

1. Set aside 15–30 minutes (length dependent on group size)
2. Introduce the exercise and goals
3. Reflect individually
   ○ Take 2–3 minutes for individual reflection
4. As a team, share and discuss the following prompts:
   ○ What are your key takeaways from the reflection?
   ○ Did the reflection shift the way you think about tech’s influence on your wellbeing?
   ○ How might you bring these insights to your work?
5. Virtual pro tip: For round the room share outs, use the participant view to call on the next person

When to use

At the beginning of a workshop

Time required

15–30 minutes
In the past week, recall a time when tech supported and/or hindered your ability to . . .

REFLECT INDIVIDUALLY
Take 2 minutes for individual reflection. Need a little inspiration? Check out your screen time report on your phone or your most recently used apps.
In the past week, recall a time when tech supported and/or hindered your ability to. . .

SHARE AND DISCUSS
As a team, share key takeaways from your reflection. Did it shift the way you think about tech’s influence on your wellbeing? How might you bring these insights to your work?
Activity 2:
Assess your product
Activity 2: Assess your product

Evaluate how well your existing product aligns with Digital Wellbeing UX principles

When to use
Before or at the beginning of a workshop

Time required
60–90 minutes

Facilitator’s guide

Make a copy of the following slides for your workshop

1. Get acquainted with the UX principles
   ○ Consider sending out the principles as a pre-read and recap them when you start the exercise

2. Consider each UX principle
   ○ Take ~20 minutes to individually consider each principle (~5 minutes per principle)
   ○ Use the questions on each worksheet as inspiration. The questions are directional prompts and not an exhaustive checklist.
   ○ Ask individuals to record their thoughts on the digital post-its provided

3. As a team, share and discuss
   ○ Take a few minutes to socialize your findings

4. Synthesize findings into a report
   ○ After the activity, summarize the team’s thoughts from all worksheets here
1: Get acquainted with the UX principles

Consider sending out the principles as a pre-read and recap them when you start the exercise.

2: Consider each UX principle

Take ~20 minutes to individually consider each principle (~5 minutes per principle).

Use the questions on each worksheet as inspiration. The questions are directional prompts and not an exhaustive checklist.

Ask individuals to record their thoughts on the digital post-its provided.
1: Get acquainted with the UX principles
Consider sending out the principles as a pre-read and recap them when you start the exercise.

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Take ~20 minutes to individually consider each principle (~5 minutes per principle).

Use the questions on each worksheet as inspiration. The questions are directional prompts and not an exhaustive checklist.

Ask individuals to record their thoughts on the digital post-its provided.
Activity 2: Assess your product

How well do we address...?

1. Empowerment
Start with supportive defaults

Consider these questions through the lens of your product:

- Is the onus on the user to configure wellbeing-friendly settings?
- Does your approach to notifications take into account a user’s wellbeing?
- Do defaults honor a user’s need to sleep, disconnect, focus, etc?
- Are defaults useful for people of all abilities?
- Does your product have defaults that support business goals, users’ goals, or both?

The questions are directional prompts and not an exhaustive checklist. Use them for inspiration.
Activity 2: Assess your product

2. Awareness
Illuminate behaviors and goals

Consider these questions through the lens of your product:

- Are there opportunities for user reflection or evaluation?
- Is there data that can be surfaced to increase awareness? Are insights helpful and motivating?
- Consider the state of mind a user might be in when viewing this data. Would this change your approach?
- Could surfacing this data to users cause any unintended consequences?

The questions are directional prompts and not an exhaustive checklist. Use them for inspiration.
How well do we address...?

3. Control
Provide transparent settings

Consider these questions through the lens of your product:

- Are we presenting the right choices to our users?
- Is it clear to users how their information is being used, and what their options are?
- Do we provide alternate settings and controls so that people with different abilities and backgrounds have control?
- How do users learn to control the product’s options, features, or settings?
- Are there settings that easily support the need for sleep, focus, and/or presence?

The questions are directional prompts and not an exhaustive checklist. Use them for inspiration.
Activity 2: Assess your product

How well do we address…?

4. **Adaptability**

Build context-aware experiences

Consider these questions through the lens of your product:

- Do we know the user’s context and what their goal is?
- Consider the cumulative effects of your product’s functionality—how does the product work in conjunction with other likely apps or features?
- Are there experiences that follow the user over time or location?
- Is it possible and easy for the user to achieve their goal?

The questions are directional prompts and not an exhaustive checklist. Use them for inspiration.
3: As a team, share and discuss

Take a few minutes to socialize your findings

4: Synthesize findings into a report

After the activity, summarize the team’s thoughts from all worksheets

For worksheet, continue to next slide
3: Share and discuss as a team

Take a few minutes to socialize your findings

4: Synthesize findings into a report

After the activity, summarize the team’s thoughts from all worksheets

For worksheet, continue to next slide
## Synthesized findings

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<th>PRINCIPLE 1</th>
<th>PRINCIPLE 2</th>
<th>PRINCIPLE 3</th>
<th>PRINCIPLE 4</th>
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<td>Provide transparent settings</td>
<td>Build context-aware experiences</td>
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**Things we nailed (and why)**
- Item one
- And so on

**Things that need work (and why)**
- Item one
- And so on
Activity 3:

Generate ideas
Activity 3: Generate ideas

Brainstorm new wellbeing-related products or evolutions of existing products

Facilitator’s guide

Make a copy of the following slides for your workshop

1. As a team, align on activity goal
   ▪ Brainstorm new wellbeing-related products or
   ▪ Evolve an existing product or proposal

2. Select relevant provocations
   ▪ Run the Dimensions of wellbeing activity or
   ▪ Facilitator selects specific provocations

3. Share and discuss provocations
   ▪ As a team or in smaller groups, consider each provocation

4. Brainstorm products
   ▪ Self-organize into group sizes that make sense for your team

5. Synthesize and prioritize ideas
   ▪ Self-organize into group sizes that make sense for your team

When to use

As part of a larger workshop or a stand-alone session

Time required

45–90 minutes
1: As a team, align on activity goal

Option 1: Are you brainstorming new wellbeing-related products?

*If yes, continue to the next step*

Option 2: Are you evolving an existing product or proposal with a digital wellbeing lens?

*If yes, make sure the team is familiar with the product or proposal, then continue to the next step*

2: Select relevant provocations

Option 1: Use Dimensions of wellbeing activity

Continue to next slide

Option 2: Facilitator selects specific provocations

Facilitator: Before activity, select and copy/paste the most relevant provocations for the team
1: Align on activity goal as a team

Option 1: Are you brainstorming new wellbeing-related products?
If yes, continue to the next step

Option 2: Are you evolving an existing product or proposal with a digital wellbeing lens?
If yes, make sure the team is familiar with the product or proposal, then continue to the next step

2: Select relevant provocations

Option 1: Use Dimensions of wellbeing activity
Continue to next slide

Option 2: Facilitator selects specific provocations
Facilitator: Before activity, select and copy/paste the most relevant provocations for the team
# Dimensions of wellbeing activity (1/3)

Which dimension would you like to focus on?

1-MINUTE REFLECTION

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<td>Tired</td>
<td>Anxious</td>
<td>Connected</td>
<td>Worthless</td>
<td>Hopeless</td>
<td>Resigned</td>
<td>Regretful</td>
</tr>
<tr>
<td>Vulnerable</td>
<td>Paralyzed</td>
<td>Disconnected</td>
<td>Grief</td>
<td>Restless</td>
<td>Disgruntled</td>
<td>Fearful</td>
</tr>
<tr>
<td></td>
<td>Depressed</td>
<td>Afraid</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Common feelings associated with wellbeing

Common feelings associated with lack of wellbeing
# Dimensions of wellbeing activity (2/3)

Which dimension would you like to focus on?

Each person gets 1–3 voting dots. Identify top areas and discuss.

<table>
<thead>
<tr>
<th>Physical</th>
<th>Mental</th>
<th>Environmental</th>
<th>Social</th>
<th>Intellectual</th>
<th>Occupational</th>
<th>Financial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vibrant</td>
<td>Centered</td>
<td>Awe</td>
<td>Connected</td>
<td>Confident</td>
<td>Engaged</td>
<td>Secure</td>
</tr>
<tr>
<td>Rested</td>
<td>Optimistic</td>
<td>Aware</td>
<td>Fulfilled</td>
<td>Stimulated</td>
<td>Satisfied</td>
<td>Comfortable</td>
</tr>
<tr>
<td>Safe</td>
<td>Resilient</td>
<td>Rested</td>
<td>Playful</td>
<td>Curious</td>
<td>Proud</td>
<td>Capable</td>
</tr>
<tr>
<td>Strong</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sick</td>
<td>Anxious</td>
<td>Disturbed</td>
<td>Lonely</td>
<td>Bored</td>
<td>Unsettled</td>
<td>Humiliated</td>
</tr>
<tr>
<td>Tired</td>
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</tbody>
</table>

Place votes here:

**Common feelings associated with wellbeing**
- Vibrant
- Rested
- Safe
- Strong

**Common feelings associated with lack of wellbeing**
- Sick
- Tired
- Vulnerable
- Scared

*Note: Please refer to the attached document for proprietary information.*
Dimensions of wellbeing activity (3/3)
Which dimension would you like to focus on?

Based on dot voting go to the corresponding provocations to start brainstorming

<table>
<thead>
<tr>
<th>Physical</th>
<th>Mental</th>
<th>Environmental</th>
<th>Social</th>
<th>Intellectual</th>
<th>Occupational</th>
<th>Financial</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Safe &amp; healthy life" /></td>
<td><img src="image" alt="Interpersonal connection" /></td>
<td><img src="image" alt="Intentional use" /></td>
<td><img src="image" alt="Link to prompts" /></td>
<td><img src="image" alt="Link to prompts" /></td>
<td><img src="image" alt="Link to prompts" /></td>
<td><img src="image" alt="Link to prompts" /></td>
</tr>
</tbody>
</table>

All Digital Wellbeing provocations
3: Share and discuss provocations

As a team or in smaller groups, consider each provocation.

4: Brainstorm products

Self-organize into group sizes that make sense for your team.

You got this.

5: Share and synthesize ideas

Self-organize into group sizes that make sense for your team.

Save your work! If you plan to run Activity 4, you’ll use these prioritized ideas.
3: Share and discuss provocations
Consider each provocation as a team or in smaller groups.

4: Brainstorm products
Self-organize into group sizes that make sense for your team.
You’ve got this.

5: Synthesize and prioritize ideas
Self-organize into group sizes that make sense for your team.
Save your work! If you plan to run Activity 4, you’ll use these prioritized ideas.
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Consider each provocation as a team or in smaller groups.

4: Brainstorm products

Self-organize into group sizes that make sense for your team.

You’ve got this.

5: Synthesize and prioritize ideas

Self-organize into group sizes that make sense for your team.

Save your work! If you plan to run Activity 4, you will use these prioritized ideas.
Activity 4:
Investigate unintended consequences
Activity 4: Investigate unintended consequences

Consider potential negative impacts of your concept, and turn them into opportunities

Facilitator’s guide

Make a copy of these slides for your workshop

1. Align on concepts to investigate
   ○ Select 1 or more concepts, then make a worksheet copy for each one

2. Review the provocations
   ○ Make sure you’ve read the provocations for this activity

3. Brainstorm consequences and opportunities
   ○ Potential unintended consequences: What could go wrong? Any worst-case scenarios?
   ○ Opportunities for positive impact: What’s an ideal outcome or best-case scenario?

4. As a team, share and discuss
   ○ Are there any patterns? Surprises?
   ○ What should the team keep in mind as you iterate?

When to use

During or after your workshop, when your team has generated product concepts

Time required

30–60 minutes
1: Align on concepts to investigate

Select 1 or more concepts, then make a [worksheet] copy for each one.

2: Review the provocations

Make sure you’ve read the provocations for this activity.

3: Brainstorm consequences and opportunities

Potential unintended consequences: What could go wrong? Any worst-case scenarios?

Opportunities for positive impact: What’s an ideal outcome or best-case scenario?

Record ideas on the worksheets.
1: Align on concepts to investigate

Select 1 or more concepts, then make a worksheet copy for each one.

2: Review the provocations

Make sure you’ve read the provocations for this activity.

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Potential unintended consequences: What could go wrong? Any worst-case scenarios?

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4: As a team, share and discuss

Are there any patterns? Surprises?

What should the team keep in mind as you iterate?
Congrats, you’ve aced the entire product experience toolkit! Now build the next great DW feature.

Explore Wellbeing.google