(RE)DISCOVERING EFFICIENTLY
OVERVIEW

• Overall problem and solution

• Contextual Inquiry
  • Participants
  • Our thoughts on what this means

• Task Analysis

• Representative Tasks

• Application Ideas

• Sketches
OVERALL PROBLEM AND SOLUTION

our hectic lives mean we can’t focus on discovering “experiences” as efficiently and socially as we’d like because we don’t record and organize well. but we can change that…

[Calendar and image of AT&T Park]
PARTICIPANT 1

STANFORD STUDENT, 20

WHY: loves exploring the bay area, undergraduate who lives off campus and therefore has very different sets of friend groups.

HOW: friend of a team member

WHERE: observed while he went over his process for discovering and keeping track of things he’d like to do
RESEARCHER, 24

WHY: she tends to forget little / low priority things, particularly when swamped with work. wants to keep up with the interests of her friends

HOW: friend of a team member

WHERE: at a cafe, talked us through her process for keeping track of things she wants to remember
PARTICIPANT 1

RICE U STUDENT, 22

WHY: very interested in new technology and products, has attempted to expand hobbies but not managed to commit.

HOW: friend of a team member
CONTEXTUAL INQUIRY RESULTS

it is very easy to forget things we want to do, particularly when under pressure.

there is no centralized way of keeping track of things we want to discover - we have to “discipline” ourselves.

busy schedules mean that the entertainment available to us are is out of circumstance - leaning toward spontaneous discovery or the comfort of familiarity.

great social potential of shared discovery and exploration.
HF likes to explore the Bay Area and all the entertainment it has to offer. He tries to keep track of places and things he’d like to explore, but hasn’t found a way to efficiently integrate them into his busy schedule and instead relies on large chunks of free time. Even so, he often doesn’t get around to doing the things he wants to do - either because he forgets, or because of circumstance.

efficiently record and organize things you want to explore and discover interactive reminders to discover at the right time and place discover and organize through your social network
TASK ANALYSIS WHERE TASKS ARE PERFORMED, AND THE DATA DISCONNECT
REMINDERS TO DISCOVER

physical

virtual

social

when and how often do we get these reminders?

where do we get these reminders and what time constraints are there?
HF likes to explore the Bay Area and all the entertainment it has to offer. He tries to keep track of places and things he’d like to explore, but hasn’t found a way to efficiently integrate them into his busy schedule and instead relies on large chunks of free time. Even so, he often doesn’t get around to doing the things he wants to do - either because he forgets, or because of circumstance.

efficiently record and organize things you want to explore and discover

interactive reminders to discover at the right time and place

discover and organize through your social network
REPRESENTATIVE TASK 1

SIMPLE, HIGH FREQUENCY, HIGH IMPORTANCE

recording, organizing, and viewing discoveries

the user inputs what they would like to explore and discover into one centralized location

sort by time, location, type, social involvement, etc.
COMPLEX, MODERATE FREQUENCY, HIGH IMPORTANCE

**Representative Task 2**

interacting with automatic app recommendations

automatic recommendations based on your location, schedule, and your interaction with them. (dismiss? choose to do? ask for other recommendations?)

Some things you can ask me:

- Give me directions home
- Check my email
- Find the best nail salon
- How long do greyhounds live?
- Turn on Do Not Disturb
- What movies are playing?
MODERATE, MODERATE FREQUENCY, MEDIUM IMPORTANCE

**REPRESENTATIVE TASK 3**

**sharing recommendations with friends**

recommend discoveries and have them recommended to you

automatic recommendations based on the availability of all people who want to explore something
simple recommendation organizer

put in things you want to do, and organize them by measures such as location and time

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recommendation engine based on data / time / location
taking into account the things you want to do, automatically get information on price, location, and schedules to recommend when and what to explore

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social recommendation hub

crowdsource popular recommendations and interact with your friends to find things to discover and explore. Deep social theme - rankings, leaderboards, etc.

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Welcome Page

Recommendation
Planner
Recent Preferences
Social

(1) Recommendation
Filter Types
- Time
- Activity Type
- Recommender

(2) Planner

Data Organizer

Books | Music
Food | Sport

(3) Recent

Recent Recommendations

Completed
- Football
- ✓
- ✓
Pending
- Plan

Declined
- Delete

(4) Social

Manage your Recommendations

Asad Khaliq

SKETCHES 1
4:46
Thursday, Oct 5

4:46
Thursday, Oct 5

A restaurant you recommended is nearby.

If you swipe right you are redirected to directions.

"Siri, I've always wanted to go to MOMA in San Francisco."

I have added this to your recommendations.

- speech based
- passive interface
- limited interaction

Data
- Ralo Alto
- San Francisco
- NYC

SKETCHES 3
SUMMARY

efficiently organize your aspirations to “discover”
we’ll help you revisit at the right time and place
involve your friends in an interactive exploration