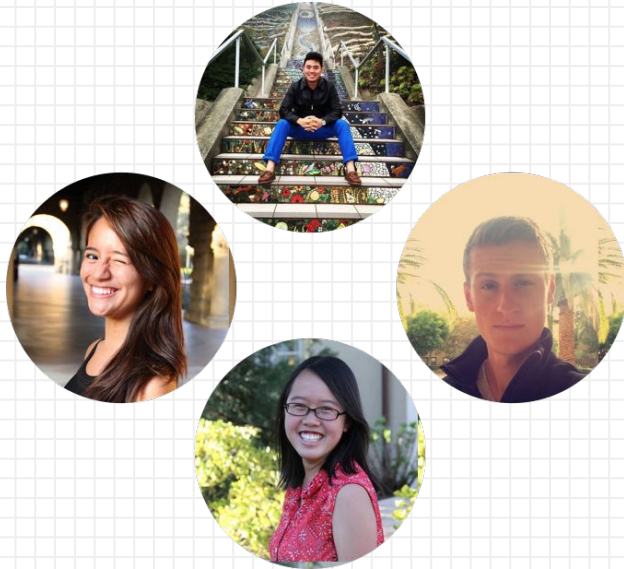


POV and Experience Prototypes



Team Muncher

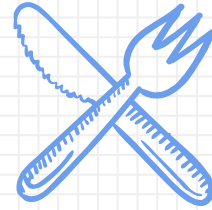
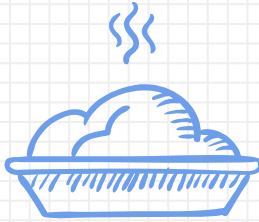
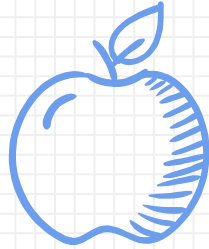


Peter F.

Monica Y.

Gloria C.

Kai Jian C.



Food Mobility

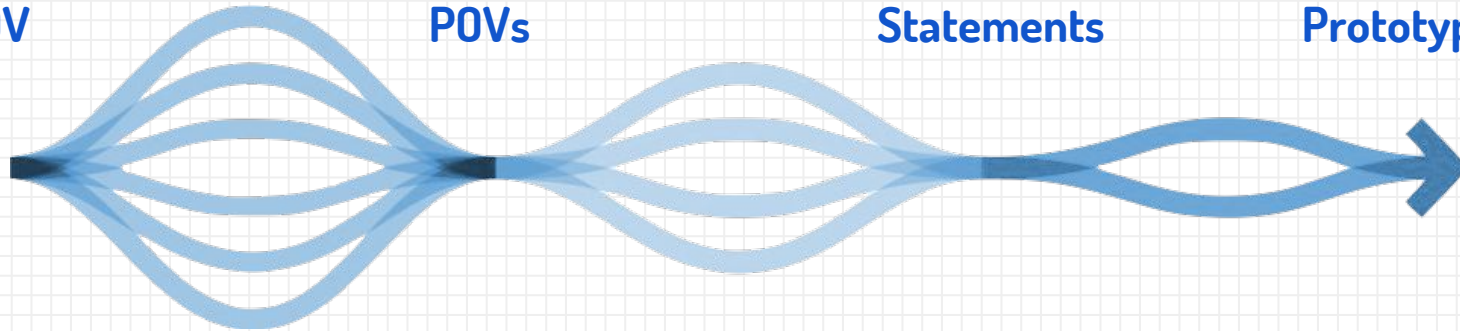
The past week...

Initial
POV

Revised
POVs

HMW
Statements

Experience
Prototypes



Need-finding
interviews

Brainstorm
HMWs

Brainstorm
solutions

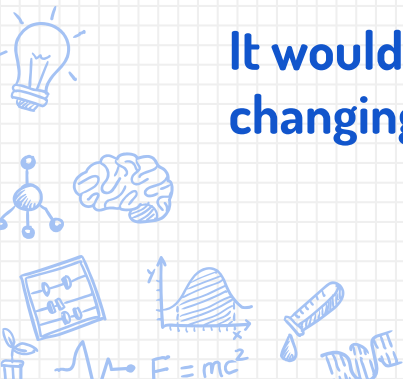


We met ...

21 year-old **Jeremy**, a college student eating out with his friend at a restaurant


We were amazed to realize that

choosing where to eat is a **social experience** in and of itself -- it reflects his friends' cultures, backgrounds, beliefs and aesthetics

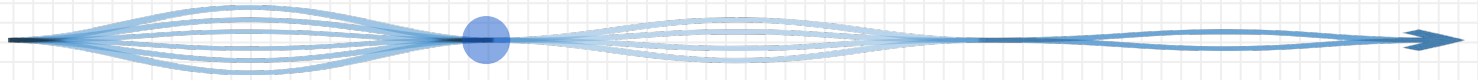


It would be game changing to

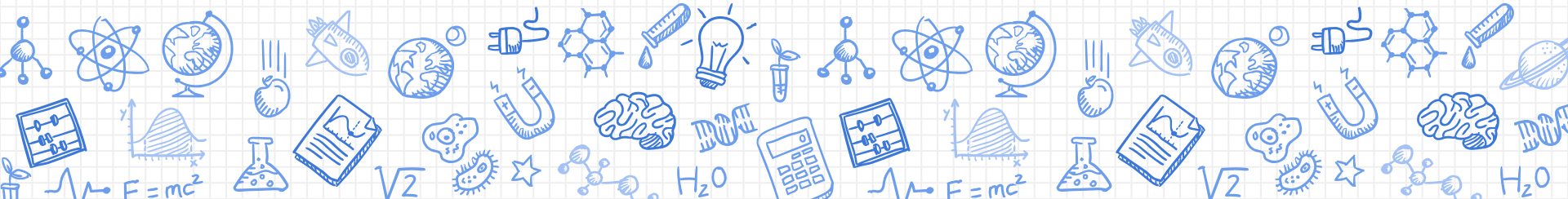
create an **intentional moment of deeper understanding and mutual appreciation** among friends when choosing a place to eat out



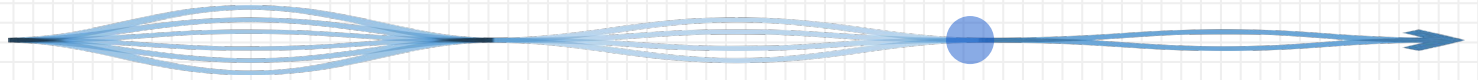
Revised POVs



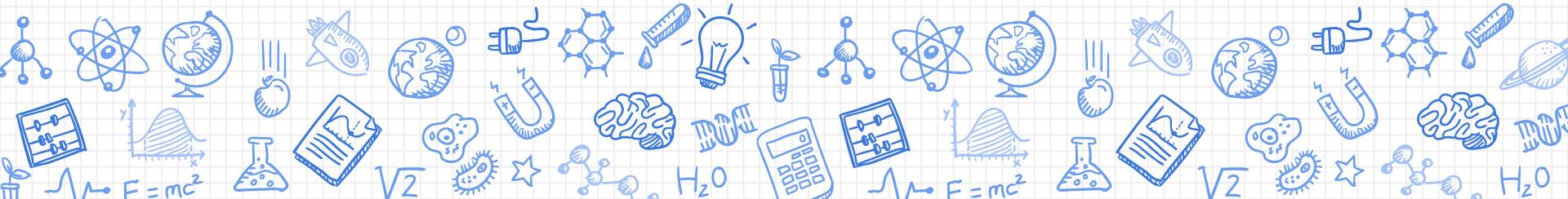
Learning from our subjects



Top HMWs



The best of the brainstorming



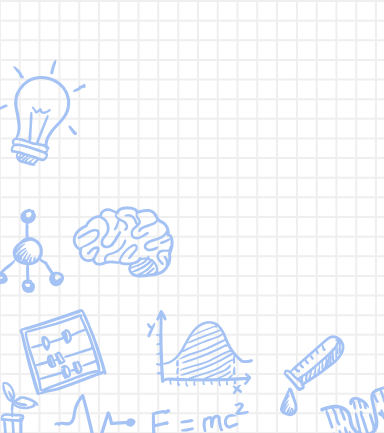


2.

HMW help groups discover new qualities about themselves in the process of picking a place to eat?

from POV #2

We met Jeremy who needs to **feel he and his friends collectively picked the best place for a group** meal based on its purpose because deciding where to eat is a socially important experience; it would be game changing if we could **help him and his friends take into account individual values collectively, in deciding where to eat**



3.

HMW repurpose the aimless time spent walking around in a grocery store?

from POV #1

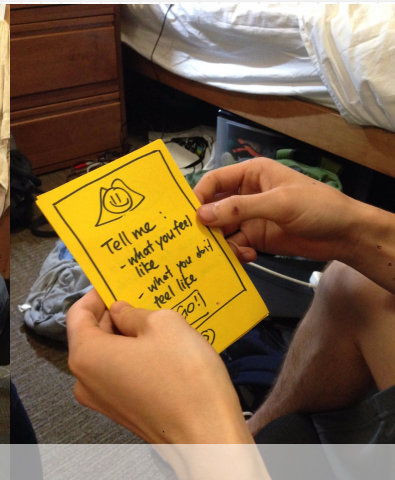
We met Judy and Tim who need **a more efficient way to shop for groceries** because they spend more than one hour in the grocery store despite having a shopping list; it would be game changing if we could **save their time walking around the store**

Prototype

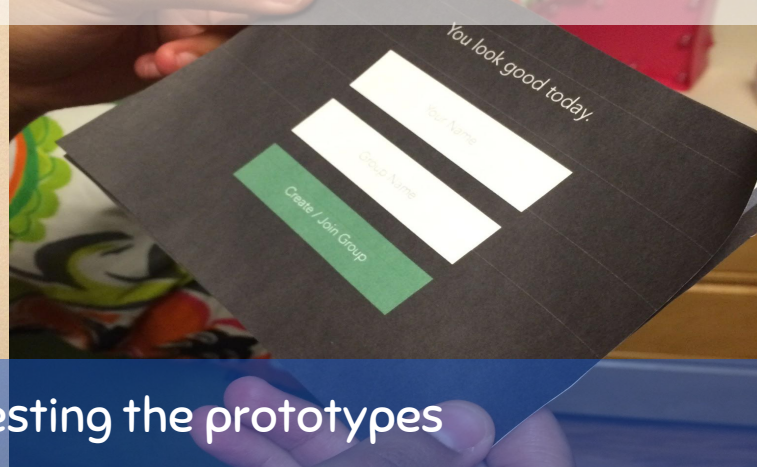
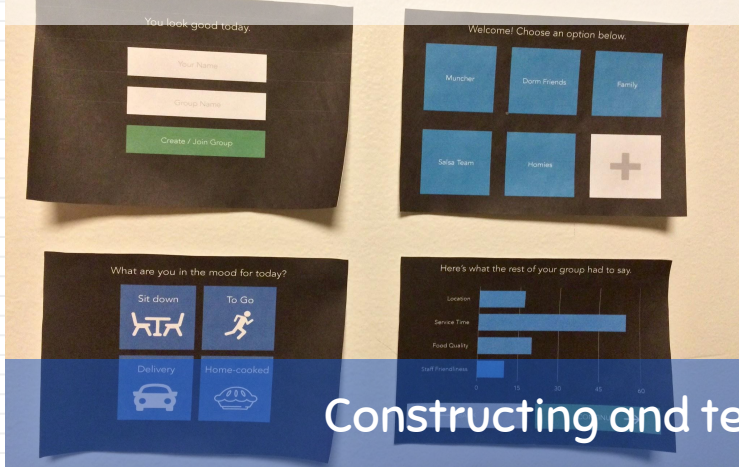
How might we keep the human touch in a decision process that is typically not face to face?

1

A 'human concierge' that coordinated and facilitated the process of choosing what to eat



2 prototypes to test different assumptions



Constructing and testing the prototypes

Results

Version 2

What is the interaction with a 3rd party 'concierge' for non-ordinary users?



Surprises and new learnings:

- ✘ New possible use case: families connecting with their kids in a different way?
- ✘ Users like the **group efficiency** it created
- ✘ User valued **humor** in the interaction
- ✘ Concierge **guided** him through an otherwise **unfamiliar technology experience** -- human touch

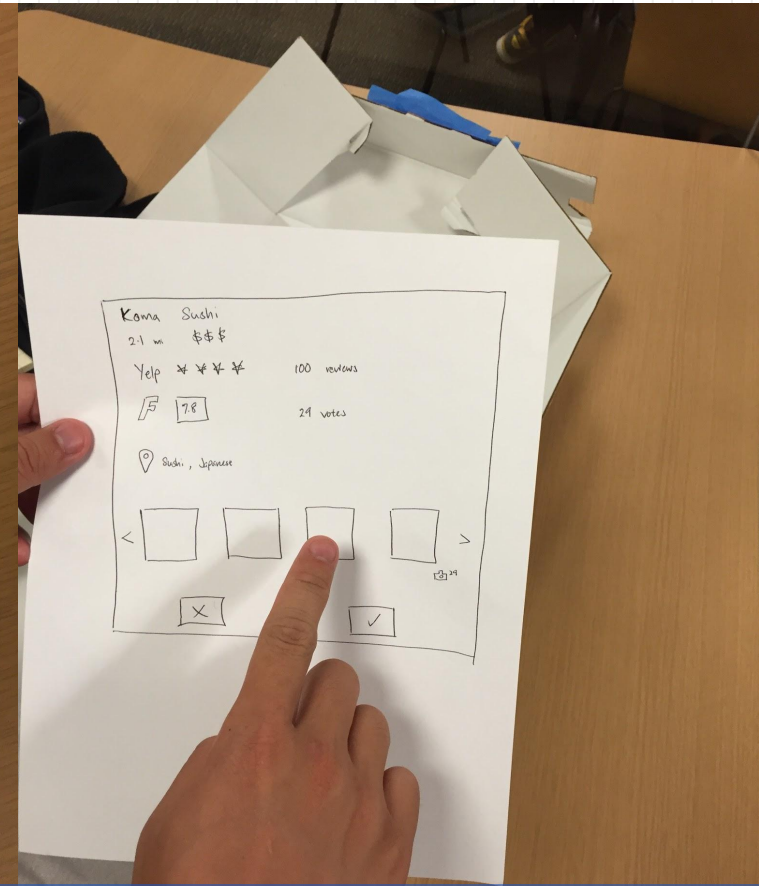
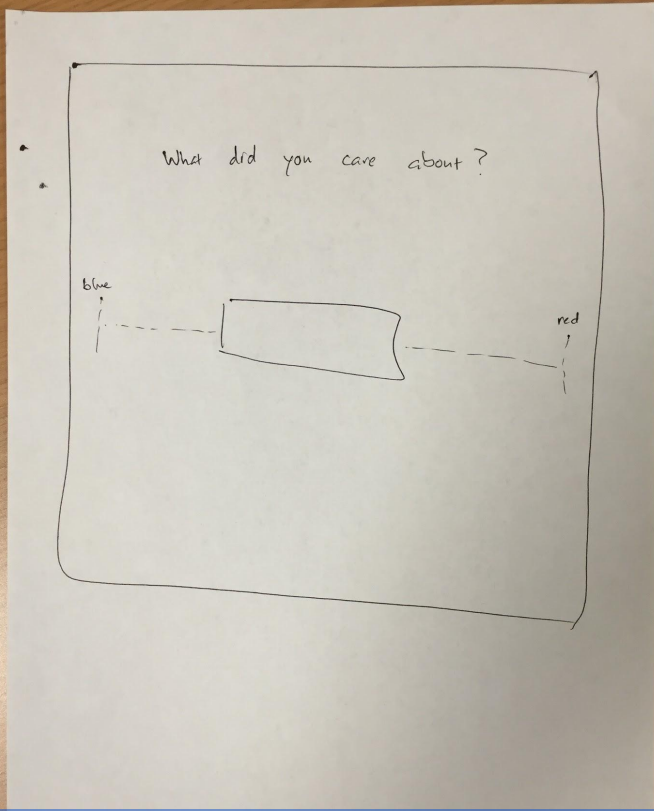


Prototype

*HMW help groups discover new qualities
about themselves in the process of picking a place to eat?*

2

Pattern recognition that reveals
your preferences based on you
and your group's past choices



Constructing and testing the prototype

Results

Things that worked:

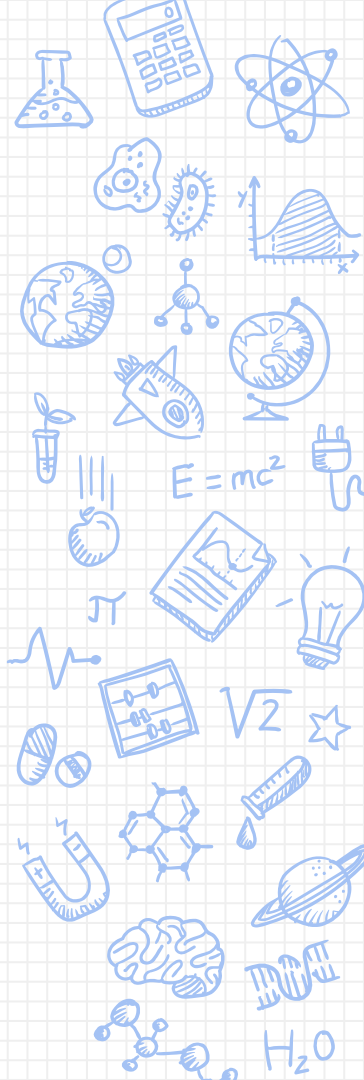
- ✗ People wanted restaurant swiping to have **pattern recognition**
- ✗ People recognize that pattern recognition means **less input**

Things that didn't work:

- ✗ May said her preferences, like price, **change over time**
- ✗ Jessica does **not** want to do this exercise **multiple times**

Surprises and new learnings:

- ✗ Jessica could do the exercise without first swiping for restaurants

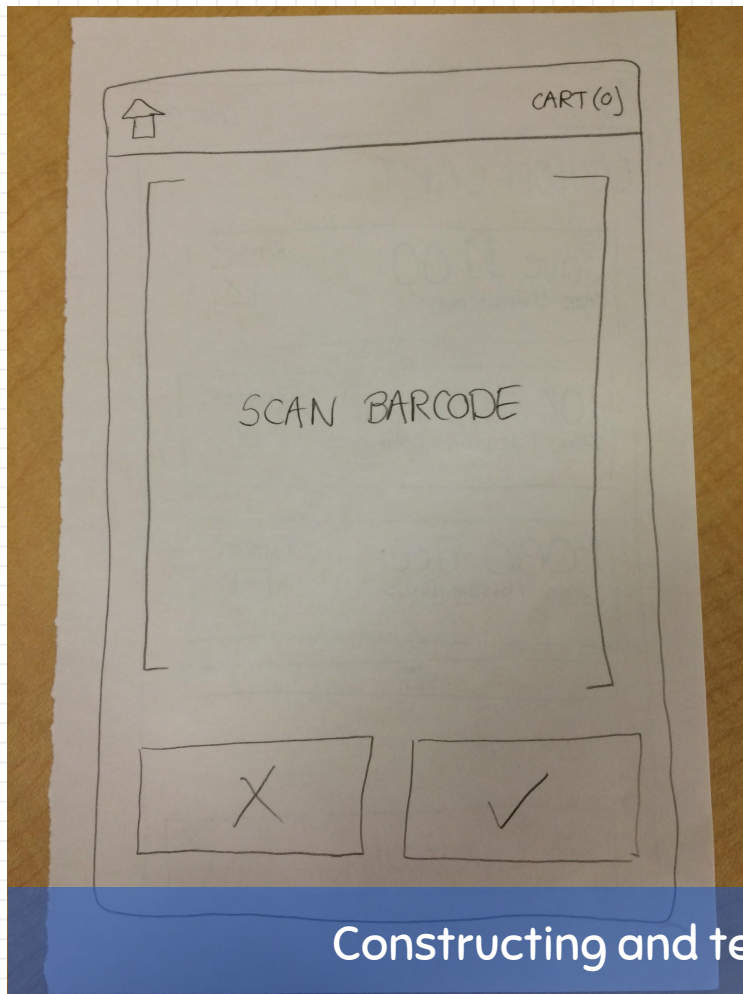


Prototype

3

Search for coupons online for items in your basket while walking around

How might we repurpose the aimless time spent walking around in a grocery store?



Constructing and testing the prototype

Results

Things that worked:

- ✗ James was receptive to **adding extra action** to his routine
- ✗ **Saving money** was an attraction

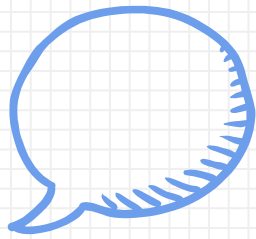
Things that didn't work:

- ✗ He did **not** save any time shopping
- ✗ Process became **repetitive**

Surprises and new learnings:

- ✗ James did not care about spending more time if it saved money





THANKS!

Any questions?