

Parcel

Digital care packages
for your friends

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Problem & Solution

Transitions are tough

Connecting with loved ones and thinking of home comfort students

Parcel lets students experience home and interact with friends and family in their new environment

Contextual Inquiry Hypotheses

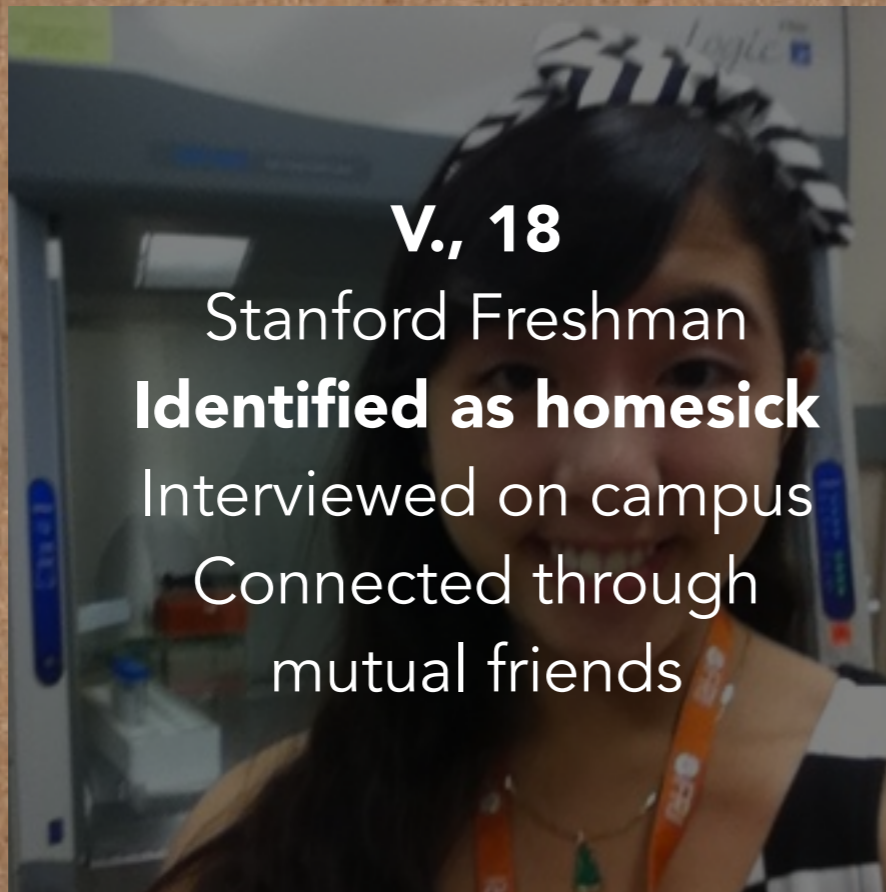
Assumption

Homesick college students find photos sentimental and use digital and analog photographs to reminisce

Initial concept

Mobile app that pushes old (sentimental) media to students to help them adjust to school and associate it with happy memories





V., 18

Stanford Freshman

Identified as homesick

Interviewed on campus

Connected through
mutual friends



X., 18

Stanford Freshman

Identified as homesick

Interviewed on campus

Connected through mutual
friends



N., 18

Stanford Freshman

Identified as homesick

Interviewed on campus

Connected through mutual
friends



S., 19

Princeton Senior

Suffers from depression

Interviewed at home via
Skype

Personal friend



"I miss spending time with the **people I really care about** and **even the mundane things** we used to do together, like going to the park with my family."

Perfect care package: Vietnamese food & movies from home

V., TX



V., TX



“My favorite photo is a selfie with one of my friends.
We weren't even doing anything, I just like it.”

Perfect care package: Shoes & Chinese tea

X., AL



X., AL

N., HK



"My mom actually emails me which I think is pretty cute.
Who even emails anymore?"

"I look through my tagged locations on Facebook"

Perfect care package: Ramen and "small things like a keychain
from wherever my friends are"

S., CA



“I couldn’t even look at my computer screen without getting panic attacks. What made it worse was the administration giving me no support whatsoever.”

“I love sending my friends care packages!”

Perfect care package: Spicy shrimp chips and pictures of her cat

S., CA



Contextual Inquiry Results

The students we spoke to didn't find their own photos sentimental but **really appreciated old photos from their friends and family**

The photos they found sentimental were ones of everyday events at home and usually were **taken by someone else**

...and every student found care packages sentimental, and **especially liked photos for their rooms**

Task Analysis - Old

Task

Frequency Importance

Connect with faraway loved ones by exchanging photos, videos, music digitally	High	High
Look through location-based 'tags' from existing social media or physical maps	Low	Medium
View permanent media & mementos created by friends and family for them	High	High

Task Analysis - New

Add a new dimension to photo sharing: location

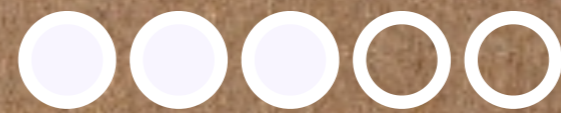
Interact with faraway loved ones with
permanent media

Associate their present location with sentimental places

Application Idea 1

Spontaneously spur conversations between friends by sending photos they've mutually liked on Facebook

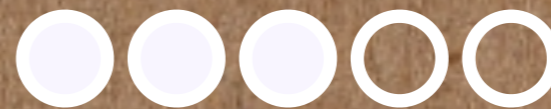
Significance



Feasibility



Interest



Application Idea 2

The app sends photos to friends who are both (or all) doing the same activity to remind them of happy memories

Significance



Feasibility



Interest



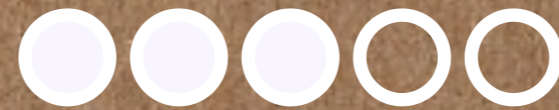
Application Idea 3

Users leave photo 'parcels' in specific locations for their friends to discover when they get there

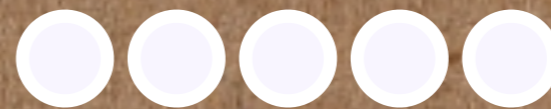
Significance



Feasibility



Interest



Representative Tasks

Leave photos and other media in 'parcels' in a certain location for a particular person to open

View on a map (and get directions) to their unopened 'parcels'

Download photos on their digital maps

Reply with photos to sender at their location

Create fun scavenger hunts for their friends with permanent media



- University buildings
- University buildings under construction
- Non-University property





- University buildings
- University buildings under construction
- Non-University property





- University buildings
- University buildings under construction
- Non-University property

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NASSAU ST

Princeton Theological Seminary

GRADUATE COLLEGE

FORBES COLLEGE

WHITMAN COLLEGE

BUTLER COLLEGE

WILSON COLLEGE

Princeton Stadium

Powers Field

Clarke Field

Strubing Field

Finney Field

Campbell Field

Sexton Field

FitzRandolph Observatory

Frelinghuysen Field

Weaver Track Stadium

Caldwell Fieldhouse

Jadwin Gym

DeNunzio Pool

Elementary Particle Labs

MacMillan

Goggin Plant

Thermal Energy

LOT 23

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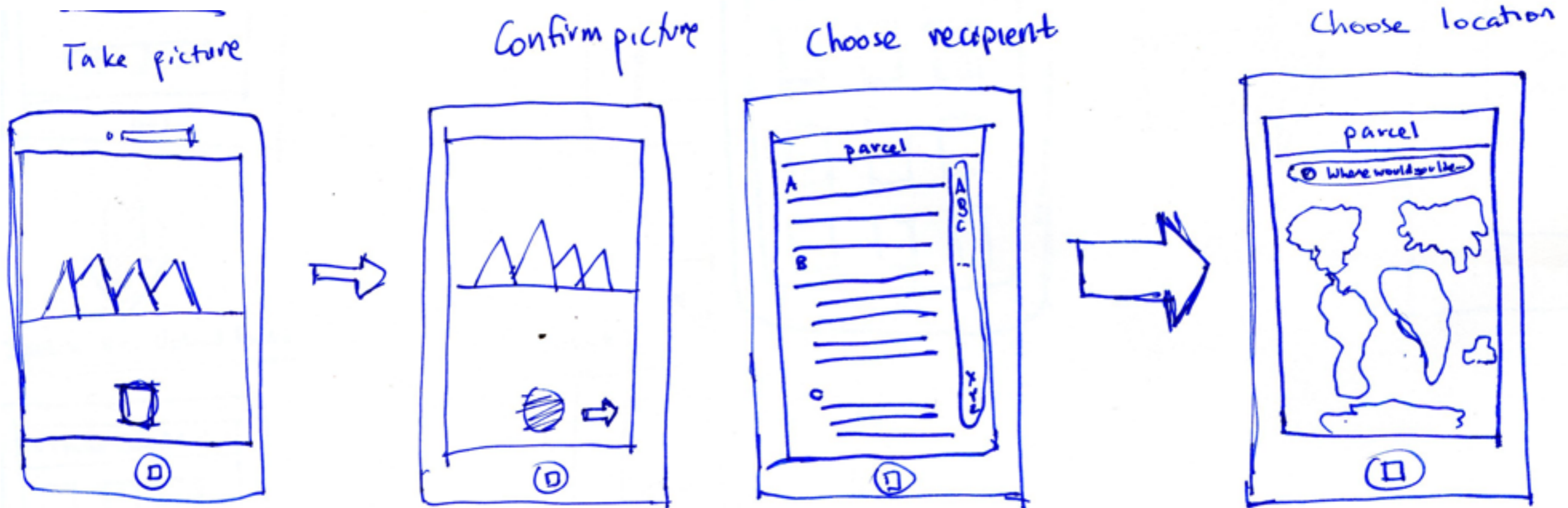


University buildings
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 Non-University property



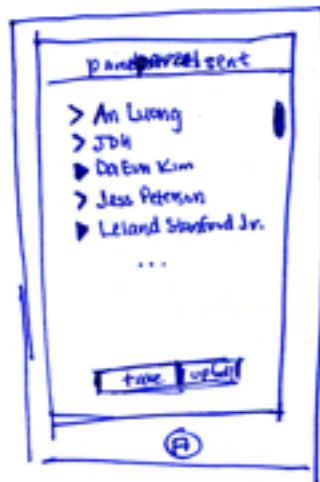
PRINCETON UNIVERSITY

Early Design Sketches - Concept 1

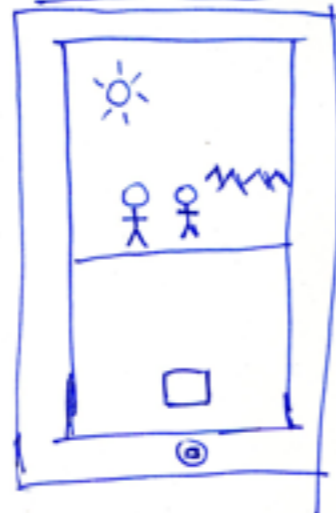


Early Design Sketches - Concept 2

Sketch 2: Upload Photo Send Center



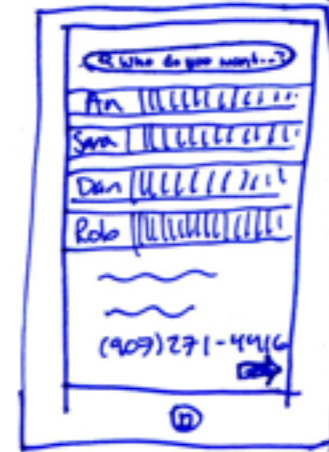
Sketch #3: Take Photo



Sketch #6: Add Message



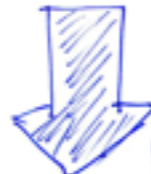
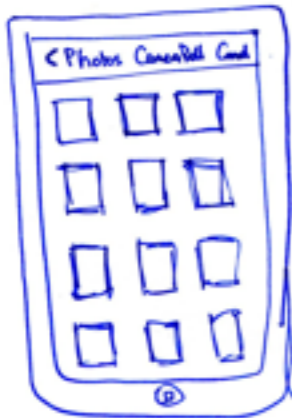
Sketch 7: Choose Recipient



this simulates a rolodex, old school approach to the contact screen



Sketch #4: Upload Photo



Sketch #5: Filterz



like Snapchat, swipe to find a filter you like!



Sketch # 8: Choose Dest.

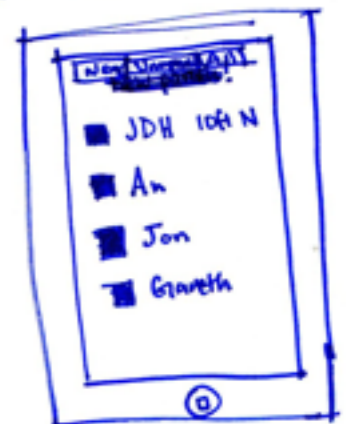


Sketch #9: Annotate Dest.



Above pin is small version of picture.

Sketch #10: Receipt Center



Early Design Sketches - Concept 3

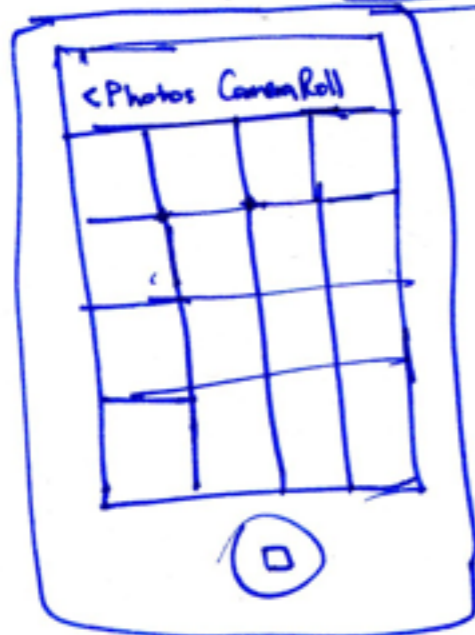
Sketch #11: Pick Person



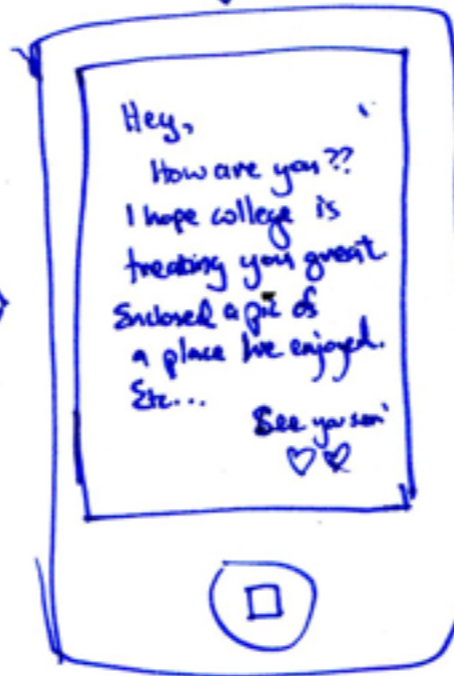
Sketch 12: Take Pic



Sketch 13: Upload



Sketch 14: A



Sketch 15: Mapz



Early Design Sketches - Concept 3

Sketch #16: Notification Screen



send recipient
push notification
when near
a parcel



Sketch 17: Receipt Screen



Sketch #18: Get Directions



Likes standard
walking
directions now.

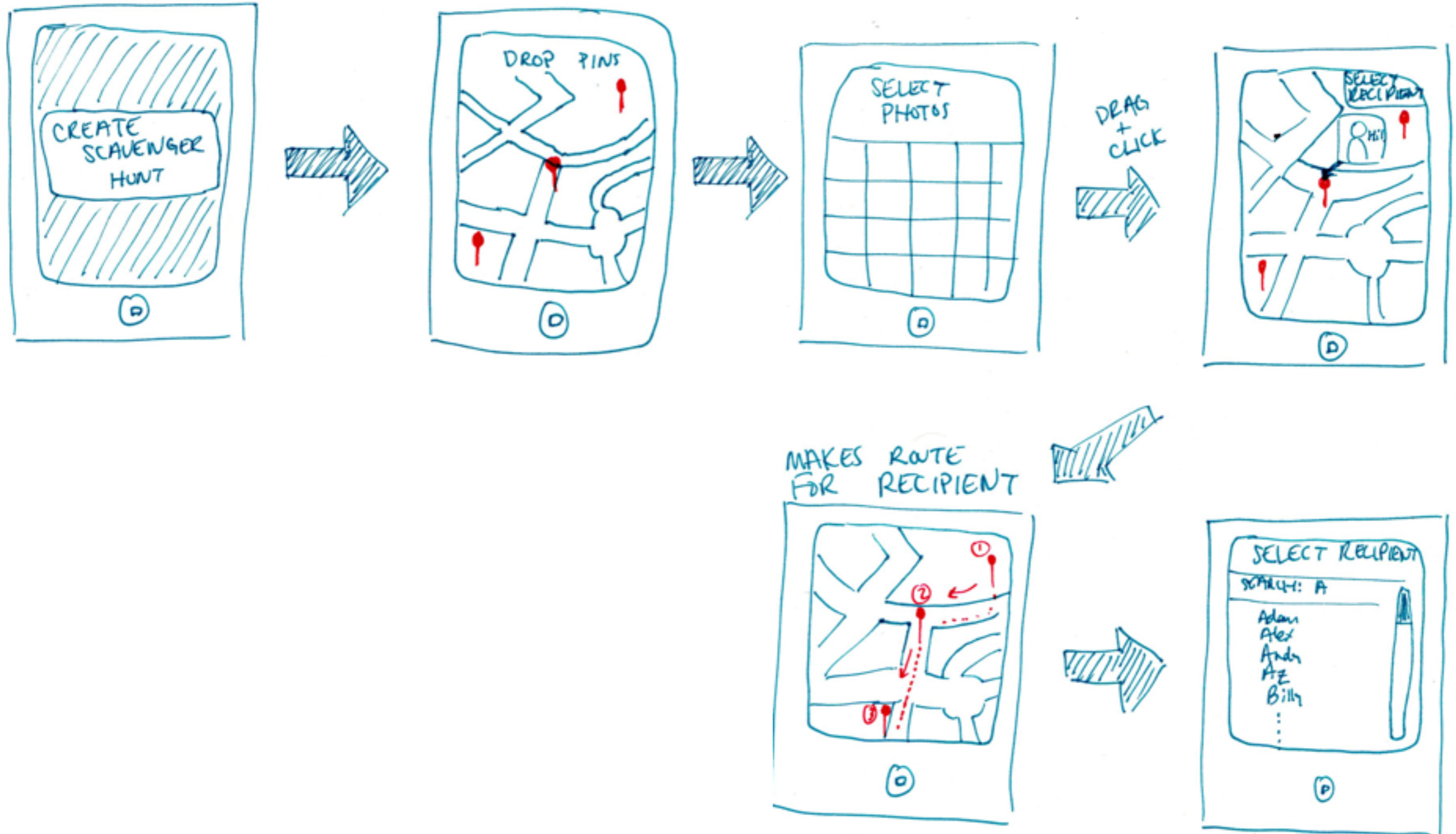
Sketch #19: Almost There...



Sketch #20: See Parcel!



Early Design Sketches - Concept 4



Parcel

**A surprise you can give
a million miles away.**

Questions?

Thanks!