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*
“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
“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
“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
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

<table>
<thead>
<tr>
<th>Task</th>
<th>Frequency</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect with faraway loved ones by exchanging photos, videos, music digitally</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Look through location-based ‘tags’ from existing social media or physical maps</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>View permanent media &amp; mementos created by friends and family for them</td>
<td>High</td>
<td>High</td>
</tr>
</tbody>
</table>
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
Early Design Sketches - Concept 1

1. Take picture
2. Confirm picture
3. Choose recipient
4. Choose location
Early Design Sketches - Concept 2

Sketch #2: Upload Photos Send Gift
- phone screen
- photo upload
- accept
doing
- send

Sketch #3: Take Photo
- phone screen
- take photo
- send

Sketch #4: Add Message
- phone screen
- add message
- send

Sketch #5: Choose Recipient
- phone screen
- choose recipient
- send

Sketch #6: Share Photo
- phone screen
- share photo
- send

Sketch #7: Change Recipient
- phone screen
- change recipient
- send

Sketch #8: Final Design
- phone screen
- final design
- send

Sketch #9: Final Design
- phone screen
- final design
- send

Sketch #10: Receipt Confirm
- phone screen
- receipt confirm
- send
Early Design Sketches - Concept 3

Sketch #11: Pick Person
- search bar
- take/upload

Sketch #12: TakePic
- Rate!!

Sketch #13: Upload

Sketch #14: View

Sketches: Maps
- Places

Hey,
How are you??
I hope college is treating you great.
Saw you at a place we enjoyed.
See you soon!
❤️
Sketch #16: Notification Screen

10:00

Send recipient push notification when near a parcel.

Sketch #18: Get Directions

500 ft, turn right

Likes standard walking directions now.

Sketch #19: Almost There...

Your parcel has been delivered!

open?

Sketch #17: Receipt Screen

Ian Brown has sent a parcel 0.5 miles away!

Sketch #20: See Parcel!

Hey honey, look's our dog needs a stay away we won't share love you!
Early Design Sketches - Concept 4

1. Create Scavenger Hunt
2. Drop Pins
3. Select Photos
4. Drag & Click
5. Makes Route Recipient
6. Select Recipient

Scrub: Adam, Alex, Ann, Ali, Billy
Parcels

A surprise you can give a million miles away.
Questions?

Thanks!