

Parcel

Contextual Inquiry, Task Analysis & Rough Sketches

2 - Value proposition

Sending memories for your friends to find

3 - Team Roles

Jon Derman Harris - UX/Design

Da Eun Kim - User Testing

An Luong - Management, Documentation

Debnil Sur - Development, Digital Prototyping

4 - Problem and Solution Overview

Transitions can be hard, and getting to school at first can feel overwhelming for new college students. Connecting and interacting with faraway loved ones comforts them. Care packages are especially emotional for both homesick college students and their families and friends because it allows them to reminisce about happy memories. Parcel can be a way to digitally send memories or moments to a certain location, and when your loved ones journey there, they will have a surprise waiting for them.

5 - Contextual Inquiry Customers

User 1: Newton

Newton (18 years old) is a freshman living in Stanford's Asian theme dorm. Originally from Hong Kong, he went to high school in Kansas and plans on majoring in physics. We sought international students through our networks because of their distance from home, and a mutual friend introduced us. He self-identified as homesick.

He already feels like a part of his dorm community; when we asked where he was from he had to clarify if we meant dorm or hometown. His high school friends are spread all over the world and his entire family is still in Hong Kong. Newton is used to moving around and acclimating to new places and lifestyles; he moved around many times as a child and at one point lived with extended family members with his brother for several years.

Newton is an active user of Facebook and Snapchat.



User 2: Xianming

Xianming (18 years old) is a current Stanford freshman considering the Management Science and Engineering major. He grew up in Alabama, where his mother and stepfather still live, but his father now lives in China. Mutual friends introduced us to Xianming because he fit our user profile: he is homesick too. Without irony, he was quick to open up about his perception of Stanford's 'duck syndrome' in which honest feelings and legitimate criticisms can't be discussed openly. He is a daily user of Facebook and very concerned with how his public image is portrayed online.



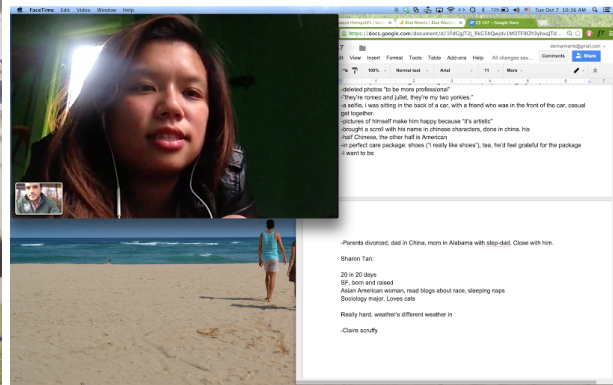
User 3: Vanna

Vanna (18 years old) is a freshman living in an all-class dorm, planning on majoring in biology or human biology. She was recruited from an organization that one of our team members was in - the Stanford Undergraduate Research Association (SURA) - because she is a newly-transitioned college student and regularly uses social media. Vanna represents our main target audience. She is a daily user of Facebook.



User 4: Sharon

Sharon (19 years old) is a senior at Princeton studying sociology. Her family still lives in San Francisco, where she grew up. Her three years at Princeton have been very difficult for her because she suffers from depression and anxiety attacks. Even as a senior she has a very hard time enjoying her time at school because of her mental illnesses and in that regard she is an atypical but relevant part of our user group: a person in a new environment who is nostalgic for home and struggling with maintaining her feelings. She has deleted her Facebook because she doesn't like interacting with so many people (on or offline). She regularly uses Snapchat and text messages to communicate with friends and family.



6 - Contextual Inquiry Results (1 and 1/4 pages text)

We went in to our interviews with a hypothesis that merits mentioning: that college students find their own old photos and media sentimental, and view them to remember home. This was in the context of our original idea for testing, an app that would spontaneously push older photos to the user around their new location in a way that would reassociate their environment with their old places of nostalgia. Our main takeaways from our contextual inquiries were that students don't necessarily stir strong emotions when they view their own photos or media, but every user that we interviewed became nostalgic about seeing media and tangible reminders of home that others had sent them. Regardless of which particular memories were stirred, it was more the thought that someone else had given them. In every case, the photos they enjoyed most were of otherwise non-events: sitting in a car with friends, cats, food, and landscapes. We used the M/A model to dig deeper into how our users experience homesickness and their tools for mitigating it by asking them to show us media and mementos that make them happy or miss home, and to send us photos of how they've decorated their dorm rooms. We also had them show us how they view their photos; the ways they recall particular events from memory was particularly interesting.

Our hypothesis was not correct: homesick students spend more time looking at photos they've been sent than ones they took themselves. They all loved getting (and even sending) care packages of small items from home or where their friends happened to be. From this and their social media activity we inferred that one essential task that they perform at this point is **interaction with faraway loved ones using digital media**.

Newton showed us that new students at Stanford, because of their dorm community's active programming, quickly (are meant to) feel like part of a new family. He said that it has only been several weeks since leaving home, and because the beginning of the new school year has been so overwhelming, he has not spent much time reminiscing about home. This implied that maybe it's not just the freshmen who feel nostalgic; students of all years also feel homesick and mitigate that with sharing media with family and friends. Newton confirmed another one of our hypotheses: communicating with faraway loved ones is sometimes difficult to initiate ("I should call my mom more often.") We learned that unexpected (surprising) messages and photos from home were the most impactful and emotional for our users.

In our interview with Xianming, we learned that he is able to get in contact with his family and friends very easily--they never fail to pick up the phone when he calls, although he also admitted he should call home more often. Xianming noted that his Stanford social environment seems to have a "fake atmosphere of everyone being happy with their lives and being happy to see everyone all the time." We learned from

this that he might appreciate care packages even more than usual; he misses the “deep connections” he used to have with friends at home.

Vanna (expectedly) also missed the meaningful relationships that she had created in high school. She did not enjoy the small talk and superficial nature that makes up most of her freshman social circle. She loves the few care packages that she has received from her family and cherishes the photos and polaroids they contained. She made a collage on her wall of those photos, and has another section of her wall devoted to her own polaroids of places and people she likes to revisit.

Sharon taught us that students use looking at nostalgic media to escape unwanted in-person social interaction and locations that make her uncomfortable to reassociate those spaces with happier memories. Her emotions are particularly volatile because of her mental illnesses and she uses therapy and a reduced courseload to help her deal with her emotions. These have allowed her to become very self-aware of her emotions and can quickly counteract her onset of bad emotions, which is a skill that most of our users might not have sharpened yet.

Consistently, our users articulated that someone **receiving something either digital or physical that was thoughtful made them very excited and touched**. They disliked the delay in time that it takes for a parcel to arrive to their recipients. As much as they enjoy personalized packages and presents, the sheer time it takes to prepare it, package it, and send it off, takes up a lot of precious time. As a result, our audience would easily turn to simple and convenient communication, such as texting and chatting applications.

Another interesting result we obtained was that when we asked our users what they miss about home and photos that make them happy, they would first mention environments, such as a place they frequently spent time in, then the specific people they would interact with. This implies **the importance of locations because locations can also embody the people they remember from that area and the activities they participated in**. Something that may seem basic but is nice to reiterate is that people are busy, our users are busy, and they wish that they could get in touch with family and friends from home more frequently and in a more meaningful manner. That is where our ideas have shifted; maybe rather than just simply bringing up memories, it’s the actual interactions and feelings of being in another location that matter most.

7 - Task Analysis Questions & Answers (2.5-3.5 pages)

1. *Who is going to use the system?*

We wanted to have our target audience be more susceptible to homesickness and nostalgia. Evidently, this can be applied to a wide range of people: people who are traveling and people who have moved residences are just a few examples. The target audience that we found to be most accessible

was the typical homesick college student, more specifically freshmen who are amidst the transition period between living at home to living in dorms. These students are nostalgic and enjoy being reminded of certain memories that are tied to a familiar place.

2. *What tasks do they now perform?*

Our users currently go through photos on their phone, computer, social media sites, and physically to 1) get updates on what their friends and family back home are up to if they don't have the chance to reconnect one-on-one, and 2) to see photos from their past, reminding them of good times. In order to keep in touch with their friends and family, they will often call or use instant messaging to catch their attention. As reminders of home, our users bring mementos and photos from that past time to post on their walls.

Another important task to note is gifting and receiving care packages, small boxes usually containing food, photos, and nostalgic tchotchkes. Receiving those boxes always meant a lot to the users we spoke to, and they loved putting them together too because it allowed them to remember old times as well.

3. *What tasks are desired?*

Due to the busy activity of college, it is common for students to want to find a way to avoid small talk; when reconnecting with their friends, they want to be able to send their love and appreciation to loved ones, all the while not taking up any more time on either part. There's an element of joy and pleasant surprise when spontaneity comes into play; while they worry about not having enough time to reconnect, our users have acknowledged that they greatly enjoy receiving messages without prior knowledge.

We also learned that the memories our users most commonly recalled were of, or described by, a place. We inferred that making specific locations tied into a photo or memory would be highly impactful.

4. *How are the tasks learned?*

The tasks of gifting, photo-taking, and photo-recalling are learned through habituation and culture. Cultural and familial differences in gift-giving culture vary widely, but the mediums used by modern college students to exchange photographs are mainly as follows: texts, messaging applications, email, and postal mail. The use of those mediums is learned through seeing others' examples and in-app instructions and intuitive user interfaces. We plan on using those same methods to help our users learn how to use our application.

5. *Where are the tasks performed?*

These tasks are not location-specific, but our specific target users would perform them on campus, like dorms, classrooms, social spaces, eateries, etc.

6. *What's the relationship between user and data?*

The data will be generated by our users hold emotional and sentimental value for the customer. The data is thoughtful, personal, and it is created by someone else for the user's consumption and enjoyment.

7. *What other tools does the user have?*

Our users have digital and social media tools like Snapchat and Facebook. Physically, they have postal tools to send objects and photos around the world. Sending things by post require a significant money and time investment (compared to digital means), and commonplace online tools do not integrate location as an aspect of interactivity.

8. *How do users communicate with each other?*

Users communicate and share apps with others in person and online (through social media, email, text, and messaging applications).

9. *How often are tasks performed?*

How often tasks are performed varies greatly between users; it can range from daily to several times a week to once a month.

10. *What are the time constraints on the tasks?*

There are no particular time constraints on the tasks; the user has complete control of when to send media, open the media, and find the media.

11. *What happens when things go wrong?*

Integrating location with photo-sending will present challenges for users unfamiliar with their recipients' locations: where is a good place to send a parcel? Am I sending the right media to the right people? We will pay attention to these issues and design protections for them: location suggestions based on the recipient's location (ex. if they're at Stanford, we could suggest the engineering quad or their dorm). We need to make sure that users have confirmation and receipt of their parcels and where they are being sent as well.

8 - Three Best Application Ideas (1/2 page)

First Choice - Chosen Idea

Photos can be left in little packets around; you can see the photo is left there, but you don't know what it is. In addition, users can set up scavenger hunts for friends and families.

Why: Fun and thoughtful way to push memories to others; fun way to interact with one's space in a new way

Potential issues: Physically walking to places can be difficult

Significance	Feasibility	Interest
Could be a fun and impactful way to share photos and memories by association of places to media, generated socially 5/5 significance	Building the geocaching ability and having a fun user interface is absolutely key, but with time and effort, can definitely be achieved 4/5 feasibility	Creating this app seems like it will be extremely fun because of its innovative concept. We're excited! 5/5 interest

We chose this idea because of the excitement that we had for the project. In addition, we think that its application is the most scalable in that users can come up with amazing new ways to apply location-based photo sharing. For instance, commercial users can use *parcels* to leave deals and coupons for users to pick up. Scavenger hunts can be created by anyone, and can be an interactive way that friends and family can interact with each other on a daily basis. Ultimately, this app could lead to changes in behavior in how people think about photo-sharing, in a very positive manner.

Second Choice

Send out photos of people when they do the same thing (trigger can just be one person, location, detect mood), app send out to them;

Why: A lot of times when you're not around old friends as much as you used to, you all may be doing the same activities but may not realize that it is occurring amongst everyone. This is a great way to bring back memories that everyone used to do together and it provides a great window of opportunity to reconnect based on said memories.

Potential issues: It could be hard to recognize who the user would be happy to reconnect with and who the user would prefer not to have any interaction with; as a result, this could cause annoyance and bitter feelings toward the application for not being sensitive to how the user feels.

Significance	Feasibility	Interest
Truly spontaneous generation of conversation. ¼ significance	Detecting same behavior and old photos will be tough ¾ not very feasible	Spontaneity is truly a great way to reconnect. ¼ interest

Third Choice

Tinder for shared memories - spontaneously creating conversations

Why: Having user discretion allows the application to be creative in its messages and conjuring of memories while allowing the user to be free to choose which conversations to initiate.

Potential issues: The algorithm could become very formulaic and removes the creativity aspect.

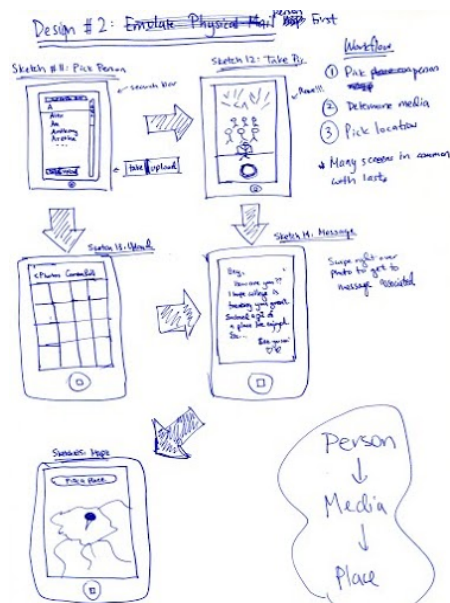
Significance	Feasibility	Interest
There is less risk for mistaken memory selection, and it could help rekindle relationships. ¼ significance	Much of the generation of media is randomized and up to user discretion. ¼ feasibility	Because the spontaneity concept has been slightly removed, we as a whole were not as excited ¾ interest

9 - Sketches of important screens

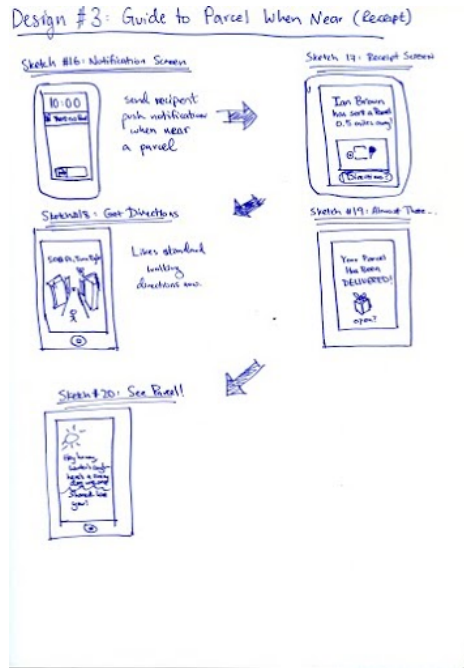
Design #1 - Debnil Sur (overall, "snapchat-esque" interface and flow)



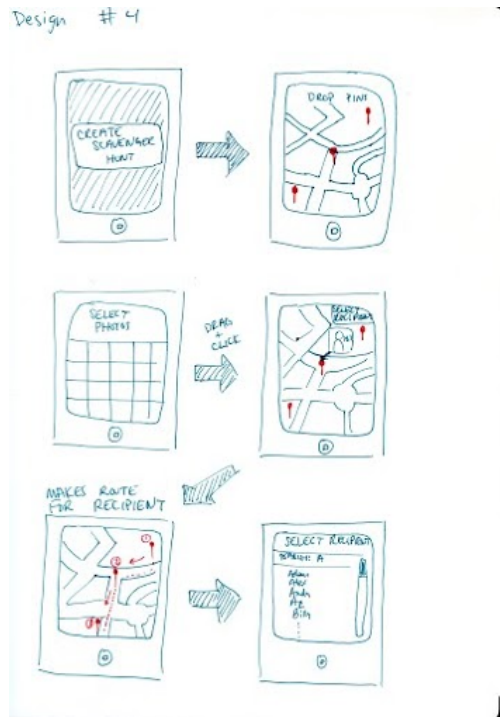
Design #2 - Debnil Sur (overall, choosing the person first, instead of media)



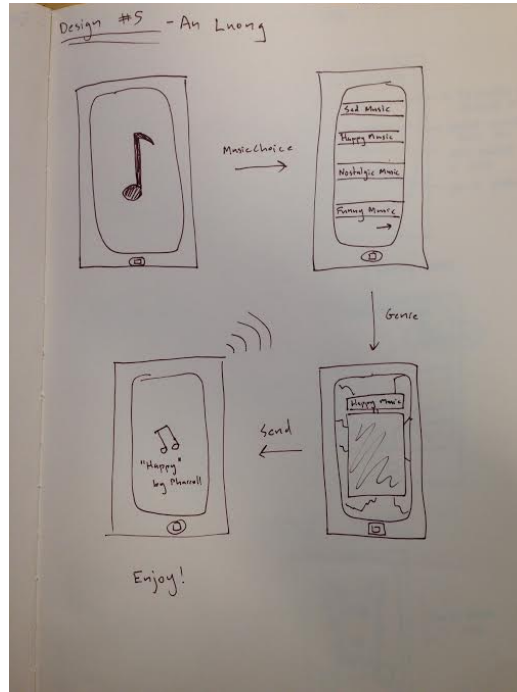
Design #3 - Debnil Sur (feature, notifying users when parcels are near)



Design #4 - Jon Derman Harris (feature, how to create a scavenger hunt)



Design #5 - An Luong (feature, choose music to pair with photo)



Design #6 - Da Eun Kim (feature, accessing history information and log)

