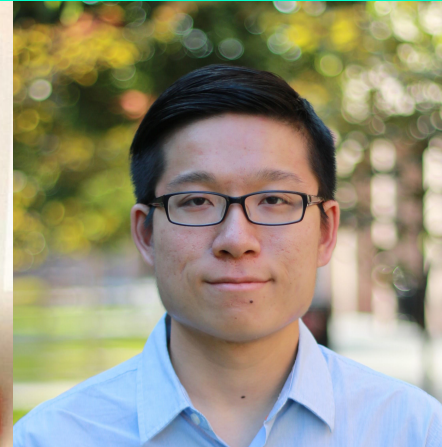# Crowd Power: Location

Week 2: POV & Experiences

1. Initial POV
2. Interviews
3. Revised POVs
+ Solution + Prototype

1. Initial POV

Met...

Amazed that...

he talked at length of using social apps to meet people, but very little on actual physical interactions

Game Changing to...

lower the risk of forming relationships with people in a new place.

2. Interviews

Say/Do

Darin Evans

"My job's to provide ample time for relationships and pastimes to rekindle."

"Scavenger hunts...don't force us to be social if we don't have to be."

Darin Evans

Think/Feel

- Embraces a people-centric job, but hints at his introversion*

- Empathizes the audience's needs for events.

- Understands how requirements change depending on the type of event/party.

Say/DO

Haley Spector

"Competition in the middle of nowhere...with limited time, I chose to do the first activity I saw..."

Haley Spector

Think/Feel

- No time to plan trips given scheduling constraints.

- Wants to find exciting activities wherever she goes.

- Apprehensive about meeting new people in a new place.

Revised POV #1

Met...

Amazed that...

she does not have a well-structured protocol when at a new city.

Game Changing...

travelers to become *acclimated* to a new place right when they step into a new country.

HMW make a foreign place more like NSO?

"City Hunt"

"City Hunt"

Revised POV #2

Met...

Amazed that...

although he was an event planning specialist, he seemed more of an introvert than a people person.

Game Changing to...

design bonding events with careful management of time, space, and inclusion of a diverse set of people.

HMW make talking with a stranger like talking to a close friend?

"Throw Me a Party"

"Throw Me a Party"

Revised POV #3

Met...

Amazed that...

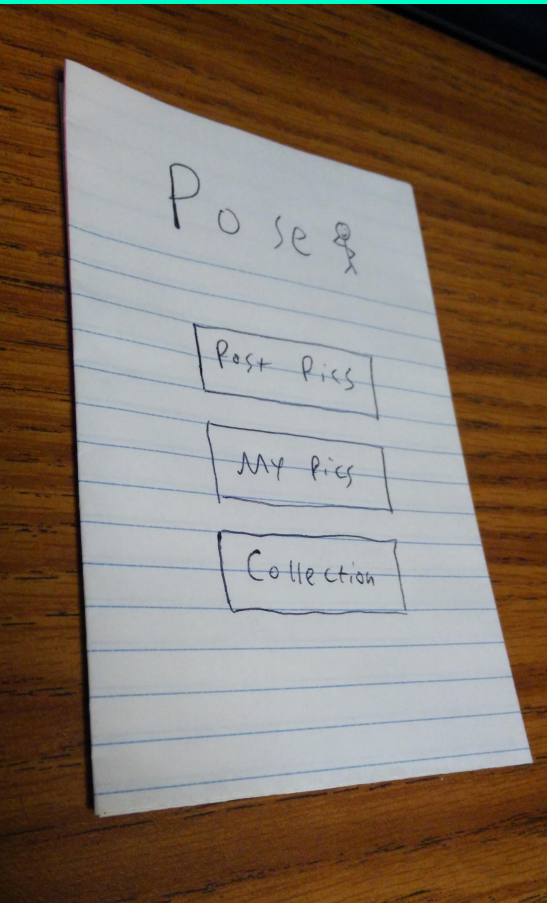she goes out of her way to shop alone to feel less like a burden.

Game Changing to...

retain the social aspect of shopping but relieve people of the social pressure of group shopping.

HMW give people the freedom of shopping alone and the social aspect of shopping in groups?

"POSE"

"Pose"

Thanks!

Appendix 1.0

1) It would be game changing to make it easier for people to jump from virtual to physical interactions.

How might we...

1. connect people who have similar interests in order to share their thoughts?
2. use activities as a means for people to connect in person?
3. create a space for people to grow comfortable expressing their interests?
4. use FaceTime/Skype/SnapChat as an intermediate step to physical interactions?
5. make virtual interactions more personal and less sketch?
6. make it easier for people to instantly go from virtual to physical interaction
7. utilize the virtual space to concretely interact with others in the physical space
8. reduce the burden of someone wanting to meet, but not want to feel like they're needy?
9. connect people in the physical space with the help of a service?
10. make the airplane ride more of a celebration to a new place?
11. make an airport touchdown more like first day of school?
12. entertain ourselves while being abroad?
13. make foreign places/experiences less foreign?
14. make going abroad more like NSO?

Appendix 1.1

2) <u>It would be game-changing to relieve people of the social pressures of shopping in groups /to give people the social affirmation of shopping while shopping alone.</u>

Note: Shopping is like traveling in that both consist of doing/trying new things (a novelty component)

How might we…

1. gather similar minded people in a common location?
2. make a public place more like a networking event?
3. create an atmosphere of having fun while being rejected?
4. get people drunk off of love for people?
5. get people to slow down from their isolated fast paced lives?
6. entirely remove awkward public situations?
7. make people strive to be alone in a public place?
8. make the awkwardness of being alone aboard into a laughing point?
9. make the isolation of being abroad a source of freedom?
10. effectively give ways for people to ask people to meet in the physical space?
11. make people realize others aren't creepers?
12. broadcast to a crowd that you are down to meet?
13. let others know about my interests?
14. group people up successfully?

Appendix 1.2

3) It would be game changing to be able to make a traveler feel comfortable exploring new places.

How might we...

1. connect travelers with locals in a friendly setting?
2. bridge language and cultural divides?
3. find out what makes new places "uncomfortable" for new visitors?
4. empower travelers to explore local culture?
5. give locals incentive to interact and welcome travelers?
6. provide the best information for a traveler so that they can feel empowered to make decisions?
7. lessen the burden of planning/learning things when you go to a new location?
8. make traveling a mundane experience?
9. utilize the locals of a place to make the traveler feel at home?
10. change the perception of traveling to foreign and weird places?
11. encourage travelers to explore and try non touristy things?
12. envelop a traveler such that they are in their own bubble? (so that people aren't judging you; you can be self sufficient; remove the barrier of entry)
13. make people excited to see a new place?
14. make going to a new place more like a networking event?
15. make going to a foreign area more like coming home?