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# Introduction: Team Information

**1. Name**: LoCo (Locational Crowd) Power

**Members**:
Melissa C.
Dan G.
David P.
Irving H.

2 . **Studio Theme:** Crowd Power
**Problem Domain**: Location

# Additional Needfinding Interviews

**3. Initial POV:**

We met Ryan, a tourist at Stanford, and we were surprised that he talked at length of using social apps to meet people, but very little on actual physical interactions; it would be game changing to lower the risk of forming relationships with people in a new place.

During the initial interviews, we focused on new places, in the context of a vacation. In this iteration, we interviewed people who traveled to new places as a part of their occupation.

**4. Additional Needfinding Interview #1:**

We first met Darin, a Senior Event Manager for Stanford University. Darin plays a key role in helping shape many of the events on campus—planning programs, sourcing speakers & performers, and more. He is required to travel often for his job, and spends a lot of time and thought into making events successful.



He shared a story of when he went to Nashville for an Events Conference, and when asked what made it a fun and successful party, he told us that it is important to tailor it accordingly based on the "final goal" of the party—is this a homecoming/reunion, or a casual party held on a Friday night? The latter is easy, just "add liquid."

Additionally, Darin mentioned that *time* was an especially important factor. From this, we gained an important insight: we realized that having ample time would indirectly provide ample *space* for individuals to connect—space in the psychological, mental sense, where everyone has enough leeway to decompress and gradually catch up with each other's lives. This would lead to more high-quality opportunities for relationships to

start up. We realized how comprehensive one must be in order to truly put on a great event—one had to pay incredible attention to detail, not only to the event itself but also to the time between different programs within an event.

Darin mentioned that he had also taken part in events that were more team-oriented, such as solving a collective problem or participating in a scavenger hunt. He mentioned that these events are most apt as "past times." Given that we had previously come up with a scavenger hunt-esque concept, we got positive reinforcement on that idea. However, he mentioned that scavenger hunts are not necessarily suitable for all audiences—introverts may not necessarily not want to be placed in such situations ("don't force us").  Darin self identifies as an introvert, which is a contradiction to a very people-centric job like events planning. This made us appreciate the need for someone like Darin not necessarily extroverted to pay attention to detail and the necessary structure for making an event successful. He is able to manage beautifully time, space, and multitude of personalities to make an event a success.

**Additional Needfinding Interview #2:**



We decided to interview a student-athlete, someone who travels frequently for "work/sports" to explore the needs of young, working individuals. We interviewed Haley, a current sophomore gymnast who has traveled to countless places for competitions. In this interview, we explored past travel stories specifically with her traveling not for leisure, but for competition.

We sought to understand how the additional scheduling commitment for competitions can change an individual's traveling experiences. As an athlete, Haley develops some predictable traveling habits. When she traveled to the "middle-of-nowhere" in Oklahoma, her competitions typically took place in the evening, from 4pm onwards, and it was common for her to need to occupy her first half of the day. When asked how she fills her time, she would "pick the first place she saw might be interesting," though sometimes not getting what she wanted out of the experience. We were surprised to find that Haley, though having traveled extensively for gym competitions for around a decade, still does not have a particularly concrete plan of action each time she arrives in a new place. This was a source of contradiction that motivated us to think deeper about how we could potentially influence frequent travelers' behaviors in a positive way.

# POV and HMW Statements

After conducting our additional needfinding interviews with Haley and Darin, we refined our original POV and achieved more diverse statements.

## 5. Three Revised POV Statements

We met Darin, who surprised us that although he was an event planning specialist, he is an introvert rather than a typical "people-person," making us realize that event planning requires meticulous attention to detail; it would be game changing to design bonding events with careful attention to management of time, space and inclusion of a diverse set of people.

We met Christie, who we found surprising because she goes out of her way sometimes to shop without friends; it would be game changing to retain the social aspect of shopping but to relieve people of the *social pressures* of group shopping.

Finally, we met Haley. We found it surprising that Haley does not have a well-structured protocol when at a new city, even though she believes it is risky and can lead to uncomfortable situations; it would be game changing for travelers to become *acclimated* to a new place right when they step into a new country.

*[See [Appendix](#) for 10-15 HMW Statements for each POV]*

## 6. Three best HMW statements with POV

From Darin POV, we were curious as to how might we make talking with someone new like talking to a close friend? From Haley's POV, we asked the question of how might we make a foreign place more like NSO? And from Christie's POV, we asked how might we make shopping more like a multiplayer game?

# Experience Prototypes

## Experience Prototype #1: City Hunt
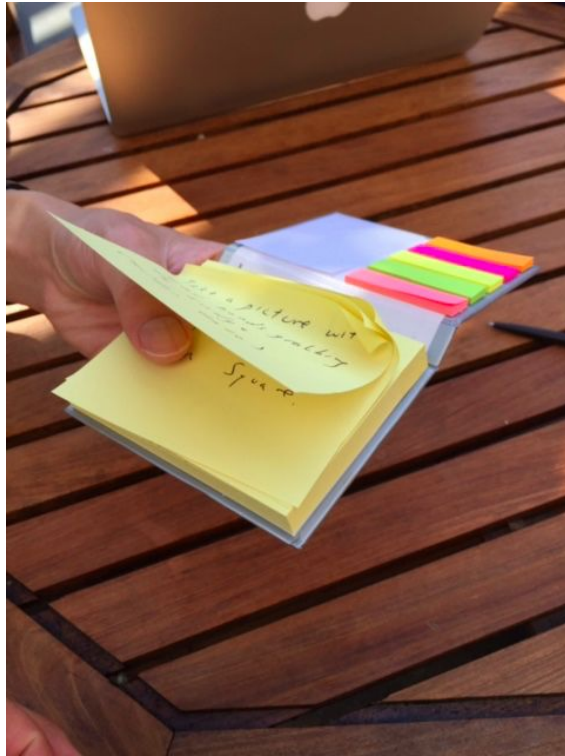


"City Hunt" brings the flavor of the freshman year Scavenger Hunt to any city. The idea is to bring a group of new people in a city together, to complete a group of tasks. Based on their reactions to each task, a next suitable task will be given. To simulate this, we had a stack of post it notes with possible tasks. We tested our prototype on Cassandra, a 2nd-year student at the Stanford GSB. Dan would hand a new task each time Cassandra, our test subject, "completed" a new task.

This prototype tests a few core assumptions: that people like the element of spontaneity; that people would like being told where to go next; that people were keen on doing this with random people. Cassandra had a positive response to the prototype, and quickly realized the high level of randomness in the solution and the "command" style of being told where to go next. On that same note, Cassandra did express the desire to give feedback to particular events even before we mentioned that aspect of "City Hunt". This gave us confidence that having a tailored scavenger hunt will definitely increase user engagement.

We also learned a lot about our held assumptions. For one, Cassandra liked performing a scavenger hunt in both a foreign city with close friends or in a familiar city with new people. But what she was apprehensive about was the thought of performing new activities with new people. We were surprised by how receptive Cassandra was about being

told to do something by a post-it note. Perhaps she is less embarrassed to go out of her comfort zone when she can scapegoat "City Hunt" into making her do something, and especially if she had friends by her side.

A few valid concerns came up in conversation. Who is paying for this? We also realized we had assumed that the users have sufficient incentive to complete a scavenger hunt. Cassandra mentioned that she may need the continual incentive to finish—a prize at the end or her social media circles to cheer her on.

**Experience Prototype #2: Throw Me A Party**



"Throw Me a Party" is a way for people to crowdsource a party. People can decide to host a party, and on the other end, interested attendees can support the events financially. This enables people in a new or local place an opportunity to meet new friends, experience the culture in a given location, and have fun.

We had two main assumptions: we assumed that people were willing to meet strangers at a party location and that people were willing to defer their purchasing power to people in charge of the event
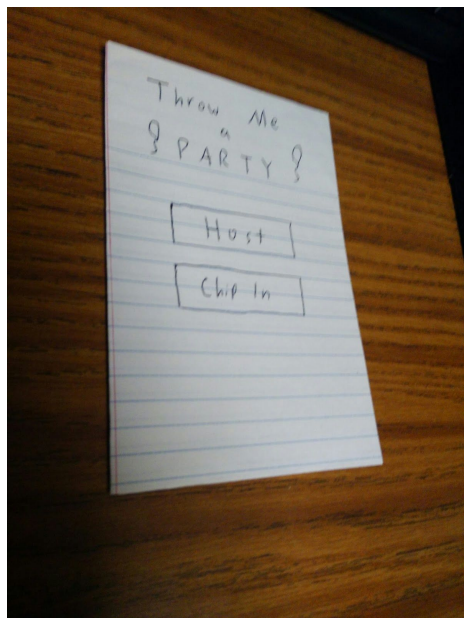


Our prototype gave an impression of the interface, in paper form. Specifically, we wanted people to interact with the actions of searching for a party and contributing money for a party. These two actions, we believe would elicit the subject's reactions to our assumptions.

We tested this prototype on Josiah, a freshman and member of the Stanford men's gymnastics team. Josiah went through the prototype and "chipped in" an amount of money he was comfortable spending for a party—$5. This allowed us to gauge how much people are willing to spend on a party. Josiah thought the idea was novel, but many questions came up. How credible were the people hosting the party? How could you

avoid people who had ulterior motives? Would you allow random people to have a party at your house?

These questions helped us refine our solution. The assumption that people were willing to give money to strangers was slightly incorrect. To mitigate this, a "profile" would show how credible someone was. We could also implement an invite feature that could filter people.



Additionally, our assumption that people were willing to meet strangers at parties was half valid—people wanted to meet non-awkward or creepy and preferably those who had common interests. When comparing if the user would also use this app in a new country, Josiah mentioned that he'd rather go to a club or an established party to meet new people. Finally, if you weren't comfortable throwing a party at your house, we suggested creating a budget for the venue or an attendance cap.

**Experience Prototype #3: Pose**

"Pose" allows people to take and share pictures of themselves wearing store brand clothes. After taking a selfie, the photo(s) will be shared and based on popularity, can be used to model for the actual brand. Our "Pose" prototype tests the assumptions that people are curious about what clothes their friends wear. Also, "Pose" assumes that people are willing to share their fashion secrets and their photos with friends and strangers. The prototype consisted of a mobile phone-sized paper with buttons drawn in. The prototype was focused mainly on juggling shopping and handling clothes, while posting on "Pose."



We gave Quan, our participant, a sample shirt as well as our low-fidelity prototype. We explained that if he
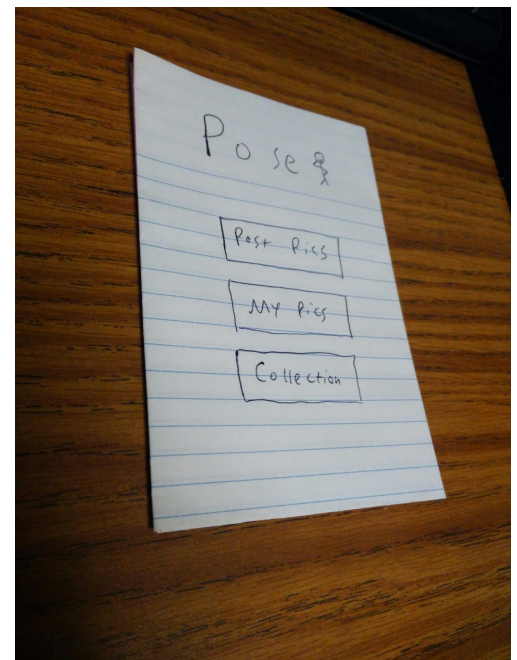
were to take a selfie with his new outfit that he would be able to post it online and have people "up-vote" the photo. If he got the most likes within that day for that brand, the brand/store would give discounts/gift cards to the winner.



Sharing outfits with friends was far less popular than expected. The participant much preferred to share his outfits with random strangers. Quan wanted to keep his fashion identity uniquely his; in essence, he wanted his friend group to be diverse in fashion preferences.

Finally, our assumption that people would be willing to upload photos to be viewed by other people was correct. There are already platforms (Instagram, Facebook) that exist to share outfits with strangers, so the idea is very familiar. Getting positive affirmation from strangers as well as monetary bonuses for doing so increased the value of the app.

Some new assumptions we made were people would only wear brands that they truly feel comfortable advertising. Adding onto that, this app might phase out less popular brands as more and more popular brands gain more coverage.

**8. Most Successful Experience Prototype**

Our most successful Experience Prototype is "City Hunt." We got many responses that defied our expectations, and we obtained better insights as a result. The spontaneity of the app was particularly well received, but it would have been better if the events were tailored to each individual's experiences and personalities. We confirmed that it would be better if users had the option to modify or skip events as they see fit. The idea of going on a scavenger hunt with random people was received with hesitation, and perhaps clearer incentives would help users finish the scavenger hunt. What was perhaps most powerful is that "City Hunt" told users what to do, giving them more of a reason to leave their comfort zones and try something fun and exciting. Overall, "City Hunt" resonated with our intuitions on using crowd power for fun.

# Appendix

**Figure 1: HMW Brainstorm**

1) <u>It would be game changing to make it easier for people to jump from virtual to physical interactions.</u>
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?

2) <u>It would be game-changing</u> **<u>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?

3) <u>It would be game changing to be able to make a traveler feel comfortable exploring new places.</u>
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?

## Figure 2. All Generated POV Statements

| We met... | We were amazed to realize... | It would be game changing to... |
|---|---|---|
| Ryan | he talked about people as a very big burden in his life | view people as a simple/no risk part of living. |
| | **Ryan talked a lot about WeChat, but very little about actually successfully meeting people** | **easier for people to jump from virtual to physical interactions.** |
| | he differentiates between staying at/visiting a place for a short/long period of time. He changes his social behavior depending on the length of stay. | not have the overhead of thinking too far into the future about relationships with people you meet at a place. |
| Christie | **she goes out of her way sometimes to shop without friends.** | **to relieve people of the social pressures of shopping in groups /to give people the social affirmation of shopping while shopping alone.** |
| | she loved the idea of shopping in new places, even though brands/stores are consistently the same. (Novelty and uniqueness) | provide a service where you get the feel of shopping (whatever that may be) on an app. (Doesn't even have to be shopping) |
| | she felt burdened to shop with other people, and rarely bought things. If she shopped with company, it was for the social aspect. If she shopped alone, she could take time. | provide the social aspect of shopping without the burden. |
| Diana | that there is a tradeoff between spontaneity and | have reliable access to knowledge in a new place. |

| | comfort that can put safety at risk. | |
|---|---|---|
| | **she wants to find "local" things to do, but doesn't have easy access to that knowledge when she is in a new place.** | **be able to make a traveler feel comfortable exploring new places.** |
| Herman | that he was looking for a friend even though he mentioned that he prefers to travel/explore alone. | have a way to understand how helpful/welcoming a person is when you first meet them at a new place |
| Haley | young people are very interested in learning about AGE APPROPRIATE activities. | see how to utilize differences in language, phrasing, and marketing for different ages can increase users. |
| | people are incentivized to help others because of PRIDE. | be rewarded or notified when your advice impacts/is used to help others. |

# Experience Prototypes (7 & 8)

All HMW Solution Propositions:

| 1. HMW make a foreign place more like NSO? | 2. HMW make talking with someone new like talking to a close friend | 3. HMW give people the freedom of shopping alone, while giving them the social aspect of shopping with a group? |
| --- | --- | --- |
| 1. "Digital expert" - you say you are an expert in that area. You don't have to physically be at that location, but you are connected via FT/Skype/FB messenger/Whatsapp<br><br>2. "Throw me a party" - crowdsourcing parties in different countries, having locals host the party and randos/tourists/locals (basically anyone) contribute money. Hit up local DJs; host has ability to make up the songs<br><br>3. FACES-esque event: people stand up and share their story + mixer afterward<br><br>4. Connect someone with another person who provides information and welcomes them.<br><br>5. 50 friends - you're matched up with a single friend from each state, and they are your "insider" | 1. List of questions that will bring you closer together/icebreakers<br><br>2. Gradual friends: Direct chat -> FaceTime -> meet in person<br><br>3. Traveler Group chats - people who are interested in traveling to a new place are put in a virtual chat room to get acquainted with each other and plan adventures<br><br>4. Create/ conversation-invoking events (can be random, spontaneous, etc.) to make first encounters less awkward. Ex: have people be somewhere conversation-provoking<br><br>5. Scavenger hunt in new location (similar to freshman SF scavenger hunt) with a team consisting of new people - crowdsource the place to go, and the things to do | 1. Crowd source opinions about clothes<br><br>2. Crowd source ideas of what they should get, given the outfit that they are currently wearing<br><br>3. Take a picture of your hair and have other people crowdsorce what new hairstyle would be fitting. Sometimes I walk into a barber and he asks what I want, but I don't really know what I want. "Do the design thinking process for people that 'consume' your hair"<br><br>4. Have an app that gathers momentum on shoppers in a particular store. If there is a lot of momentum, a lot of people are there and it can be a huge party. The store can also have a sale. If there is no momentum, then people know that they should leave.<br><br>5. Match up people that |

man/woman. Based on common interests.

6. Welcome Me - guy at airport who holds up a sign for you; like RAs know your name before they even see you

7. Wherever you go to a new place, people from the area take a short 5 sec video (like Snapchat story spotlight) that is put in a collage so anyone who visits the place can get a general idea of what to do and they'll feel welcomed

8. Guilt free - pairing two people from different locations, with an expiration time of 1 day

6. Weekend vacation (like ski trip) for newcomers

7. Advertise things to do at a location (painting a mural, spontaneous jam session, hackathon, etc.); skills-driven mixers (people with the desirable skill sets can come do the activity, along with anyone who's interested in the subject) - can be for people who are either already at a place, or who just want to travel (i.e., go to a place)

8. Have an ability for people to share region specific lingo, allowing for a more fluid connection through language.

9. People crowdsource nicknames for others. Nicknames bring people together.

10. Marketplace of friendship

11. Crowdsource where the cool people are on campus

are shopping alone, to give them tips on their clothes. Especially if styles match, or complementary, both parties can learn something.

6. Bookmark items that are good buys, but you don't want the pressure of buying it on the spot

7. Have an app that shows what your friends (who have been to the store before) think are the best items, and their ratings for various items. This way, you can shop alone while having access to other people's recommendations (i.e., to affirm what you are interested in buying).

8. Gamify shopping - give incentives to try new clothes, etc while in a group environment. If the app is telling you to do things, then you'll feel less burdened about spending time picking stuff. CLOTHES DARES - People recommend stuff you should wear, and wear and take a picture, then u get points.

9. "Where you shop" - find places where your friends shop, especially for important items like jeans, shirts, shoes, etc so that you get the know how.

| | | Can incorporate with other people, drop "QR" codes for each item, and if u can scan it other people can upload pictures of them wearing that clothes so you can see if it looks good. |
| | | |
| | | 10. Make My Outfit: People see a outfit that they like on Tumblr/social media and people can link to the store/place where they see items that look like it |