

CS 147 | DP 2

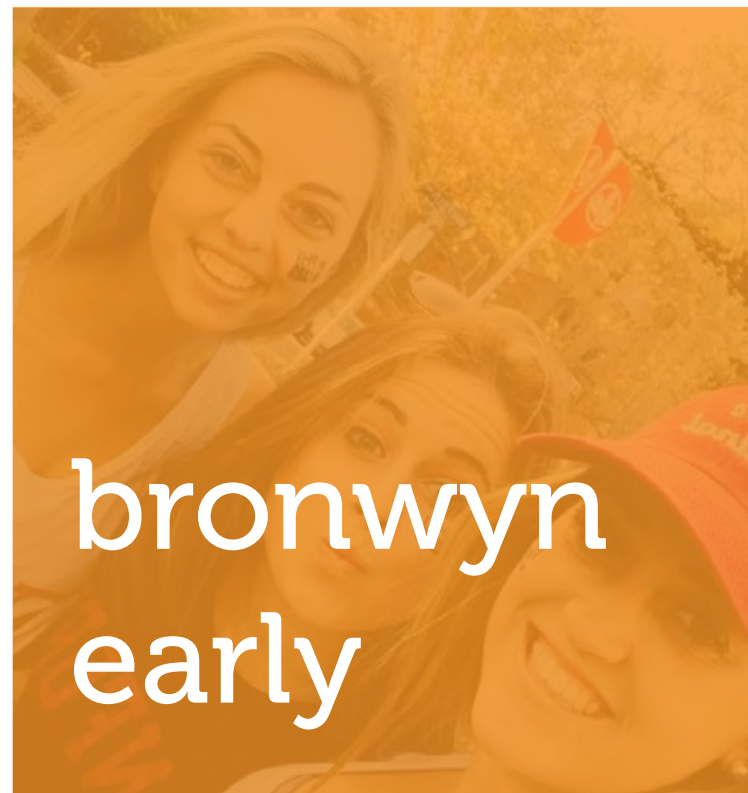
POVs & Experience Prototypes



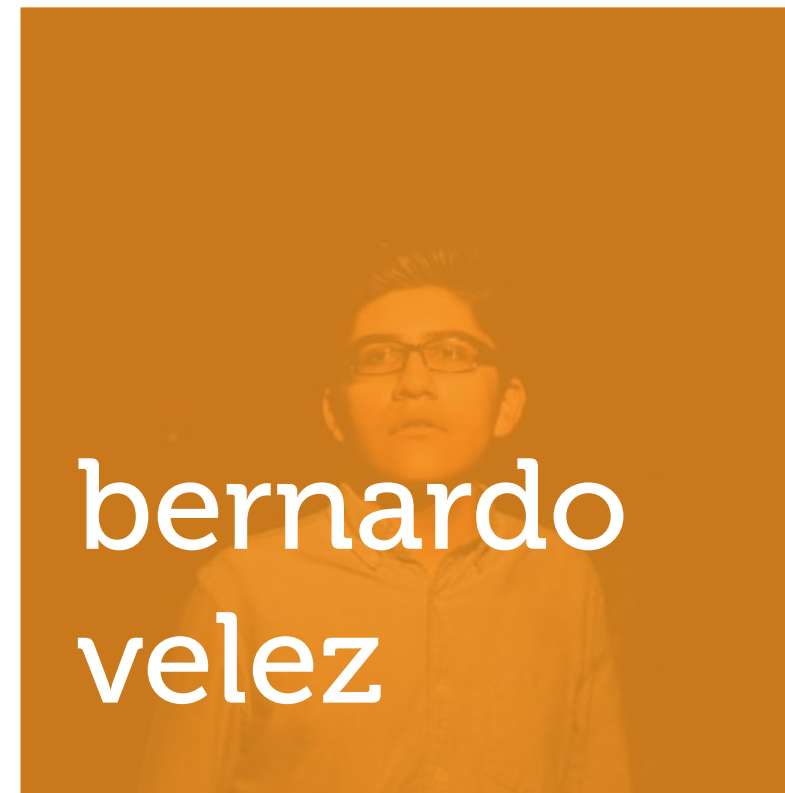
hilary
sun



clark
pang



bronwyn
early



bernardo
velez

problem domain

**creating new connections through
shared in-person experiences**

initial point-of-view

We met Susan. We were amazed to realize that she craved the shared interactions that come with sharing food, whether it be with friends or complete strangers. It would be game-changing for us to recreate those interactions regularly.

additional needfinding




David was abroad in Spain, and after separating from his unadventurous group of friends, he met a stranger at the beach and took a spontaneous trip to Portugal with her.





The most rewarding part is when busy and stressful people come and see me as their friend who's giving them 'coffee for the soul' to relieve their stress. It's kinda my passion.

Jacqui Starbucks Barista



Helen was on the Caltrain, where she met a stranger who she “hit it off” with. They exchanged contact information and began communicating, though Helen quickly became uncomfortable with him. After ceasing communication the stranger continued to stalk her, making Helen “scared to go anywhere.”

POV 1

We met Jacqui, an energetic young barista at Starbucks. We were amazed to realize that even though she forms friendships with regulars and at slow hours, she feels limited in providing a “coffee for the soul” experience to her busier customers. It would be game-changing to allow her to give TLC to everyone.

POV 2

We met Helen, a 20-year-old who loves to meet new people. We were amazed to realize that she experienced a situation where she was stalked by a stranger who she originally “hit it off with” on the Caltrain, making her scared to go anywhere. It would be game-changing to provide a safer way to interact with strangers.

POV 3

We met David, a sociable and worldly employee at Stanford's Public Affairs Office. We were amazed to hear that he ditched the unadventurous group of friends he set out with and took a spontaneous trip to Portugal with a complete stranger. It would be game-changing to connect adventurous people like David through spontaneous, genuine interaction.

how might we...

provide another way besides the coffee shop for Jacqui to give other people the “coffee for the soul” experience?

how might we...

facilitate communication between groups of travellers who want to intermingle?

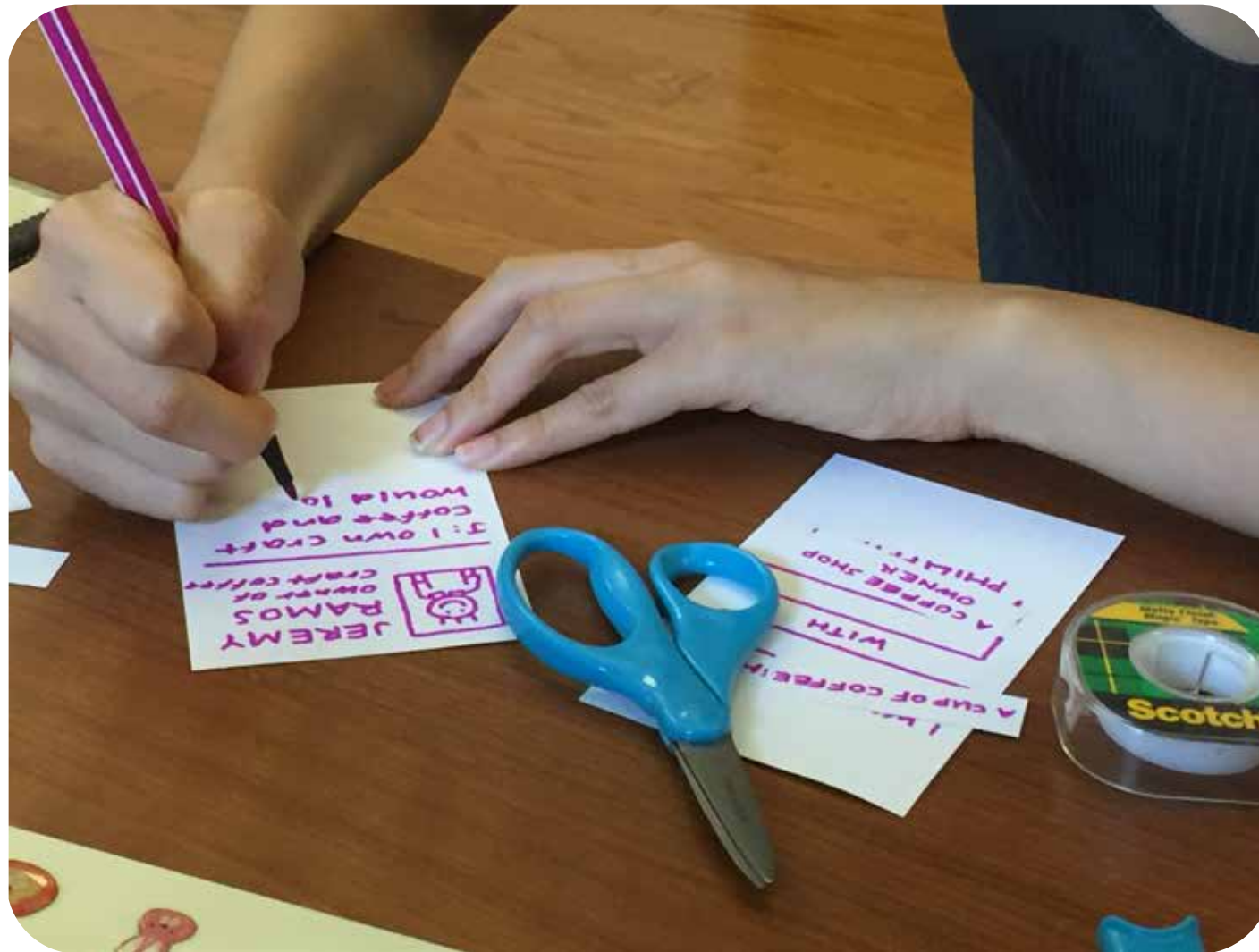
how might we...

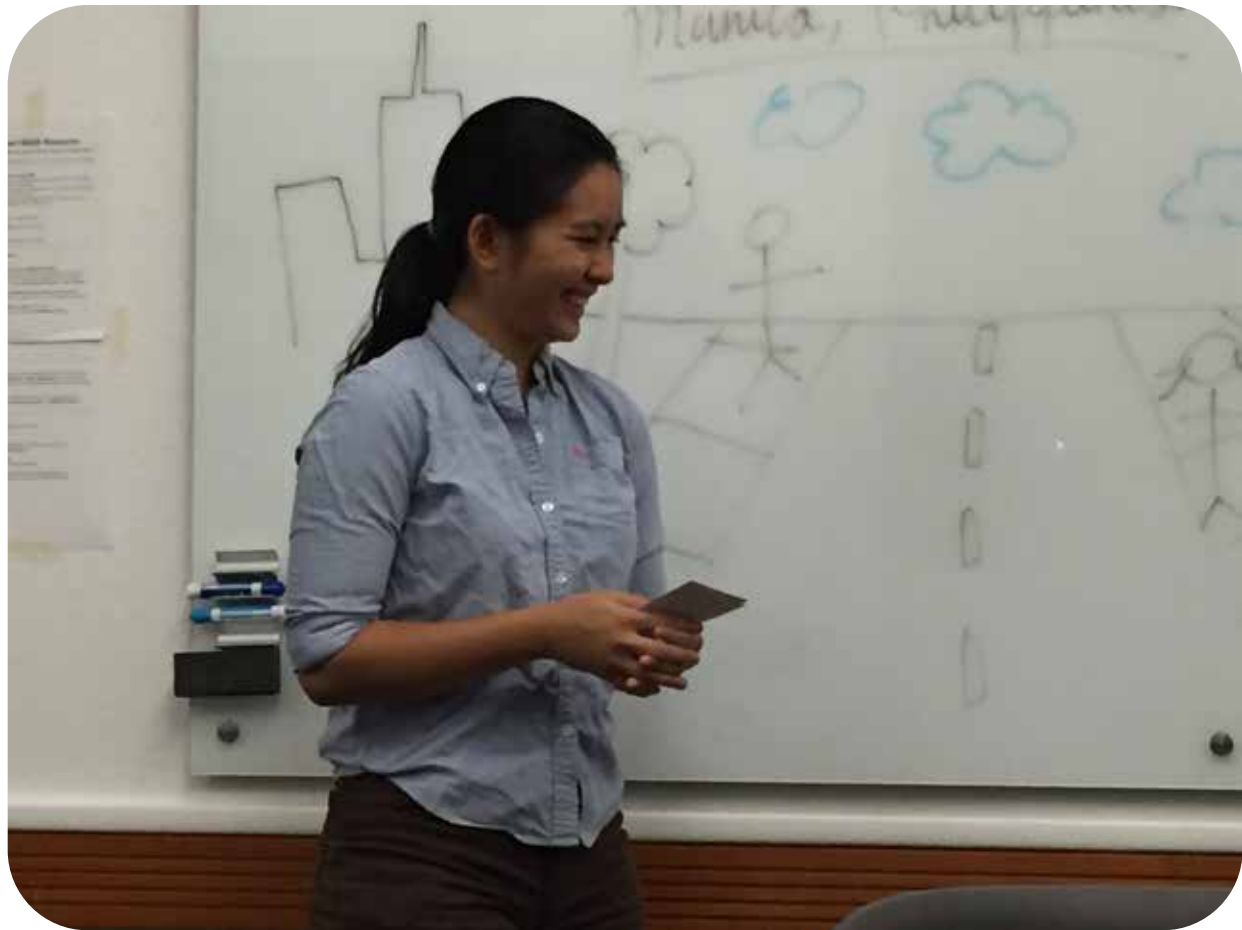
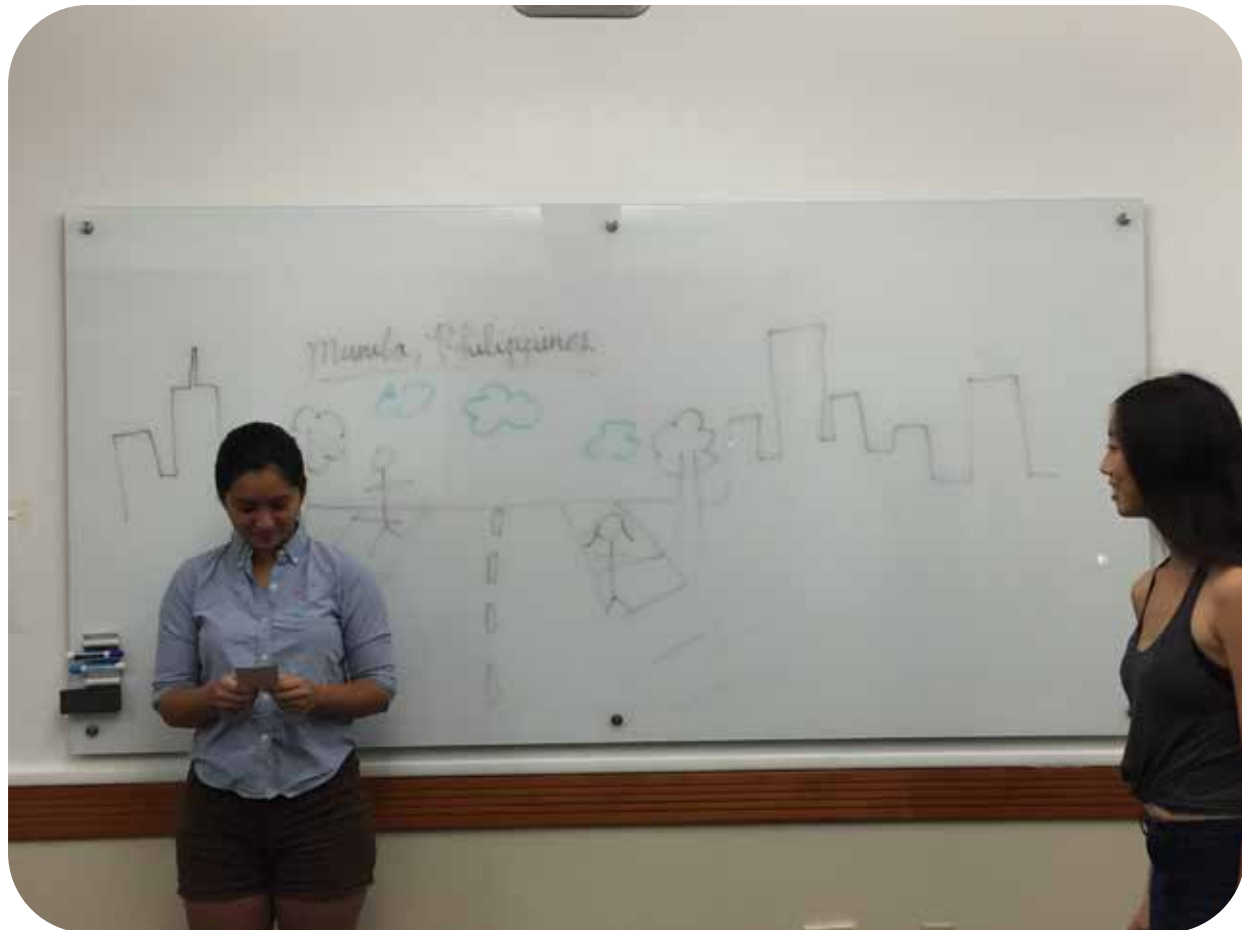
create planned spontaneity so that others who aren't naturally sociable can also engage like David?

experience prototypes

prototype one

network to connect nearby people based on their interests





results

assumptions: people would have “normal” interests;
there would be an immediate response

what worked: Sophia was able to easily navigate
the experience

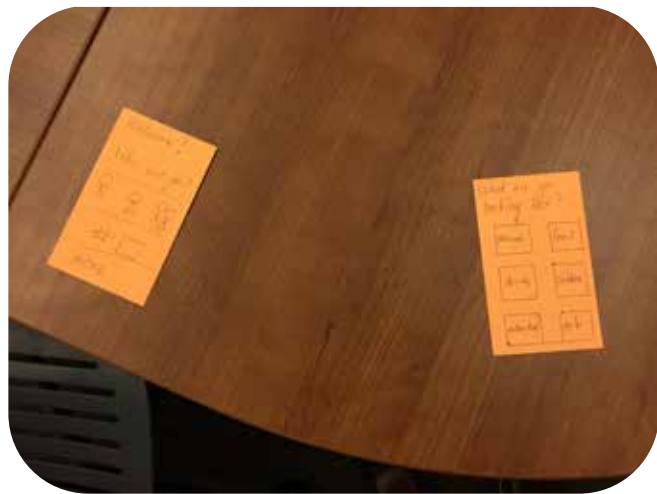
what didn't: “with” option is unclear and unfiltered

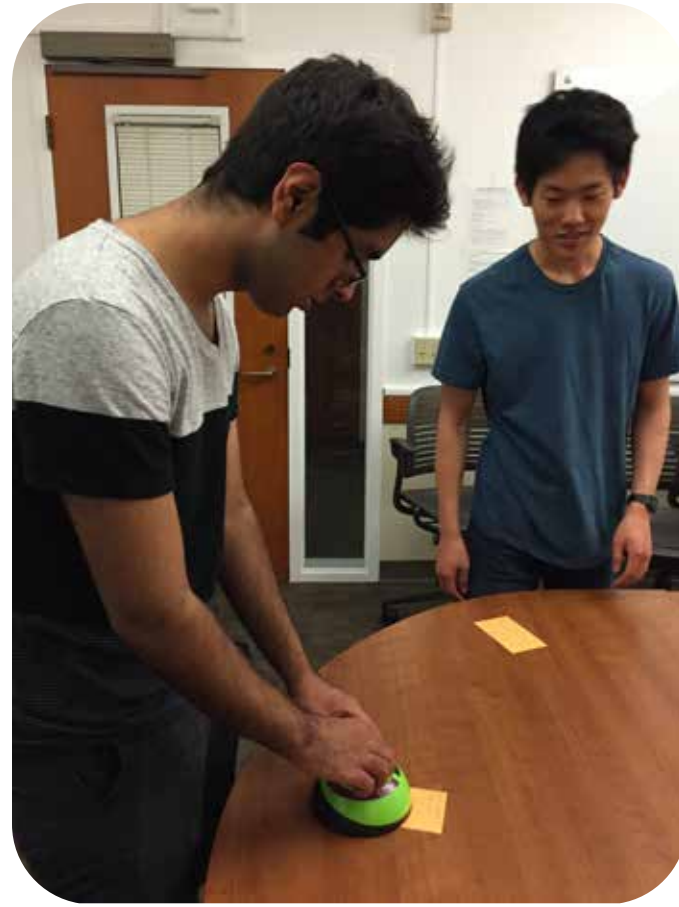
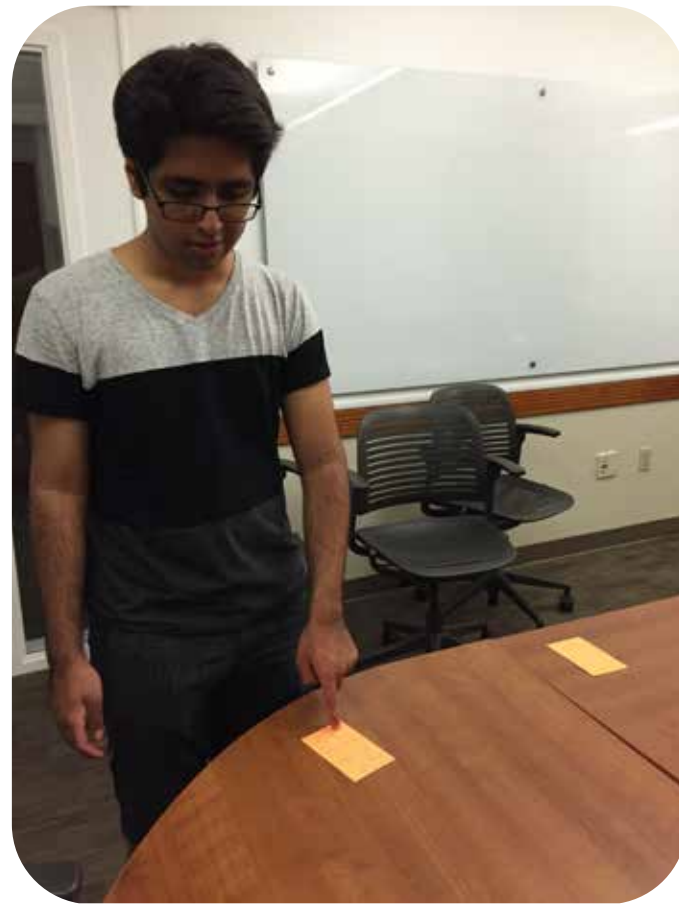
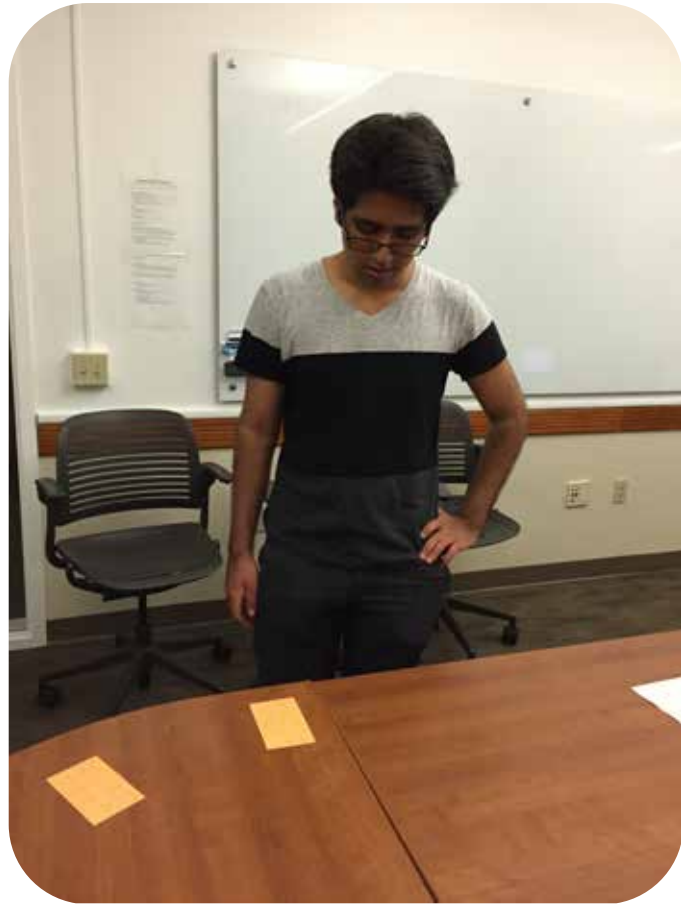
surprises: Sophia found the message from a
stranger “creepy”

learnings: limitations/suggestions on user input;
make clear that user will interact with new people

prototype two

service to geolocate other travellers on a map and provide a way to make plans together





results

assumptions: users had “good intentions”; interests of travellers would be limited; knowledge of apps

what worked: concept; engaging with new people

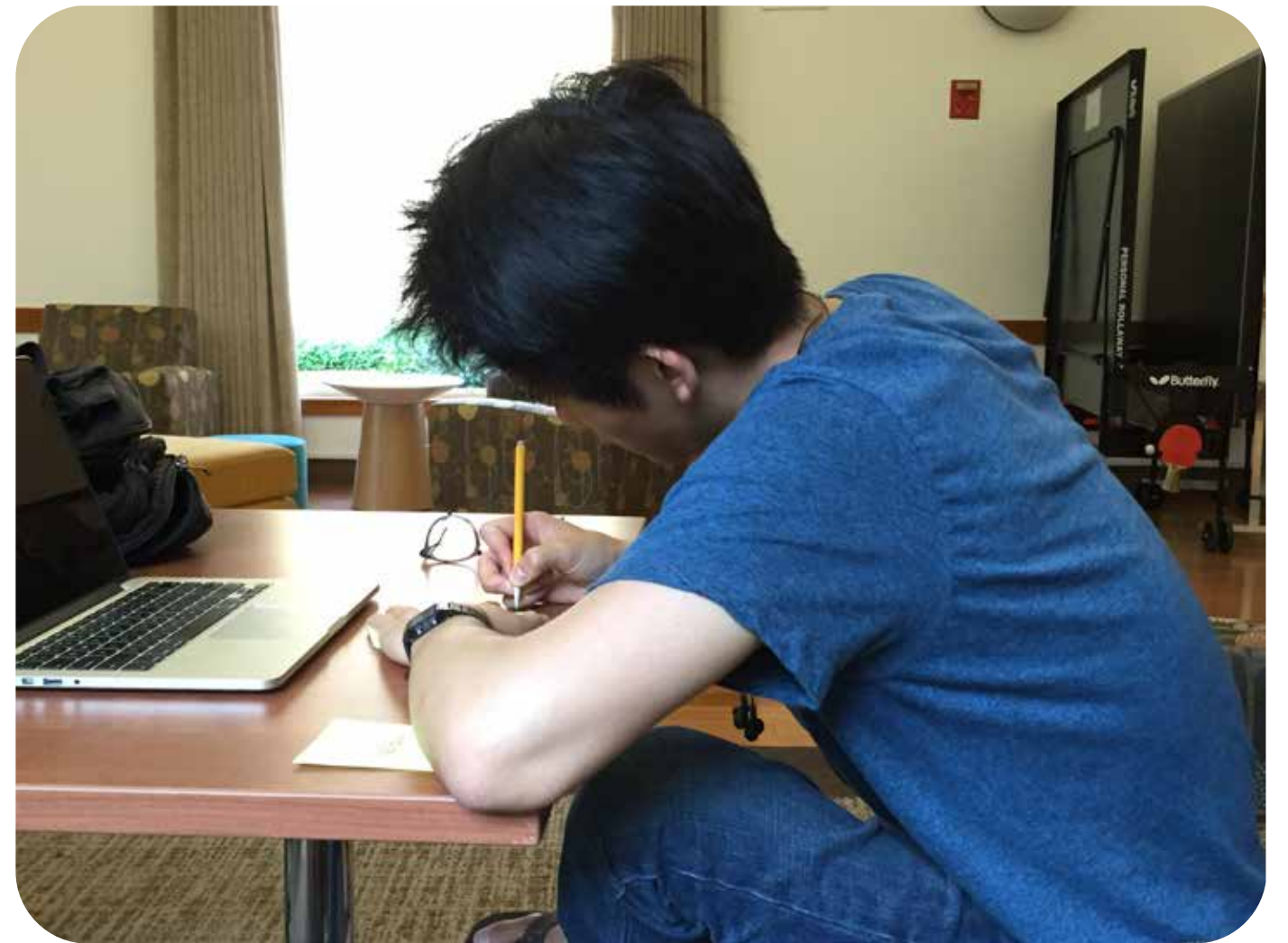
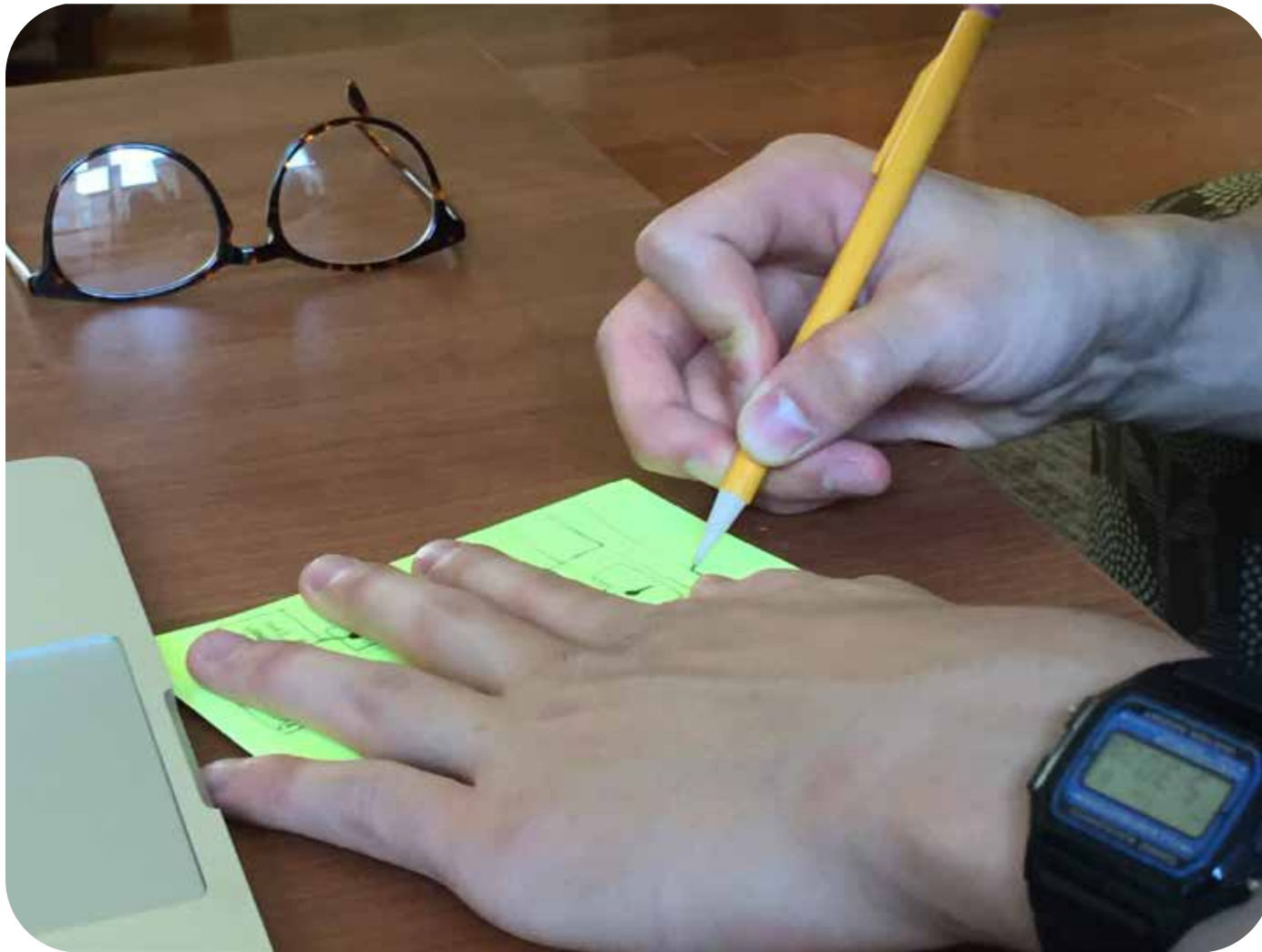
what didn't: limited interest options; adventure-level unclear; individuals might “troll”

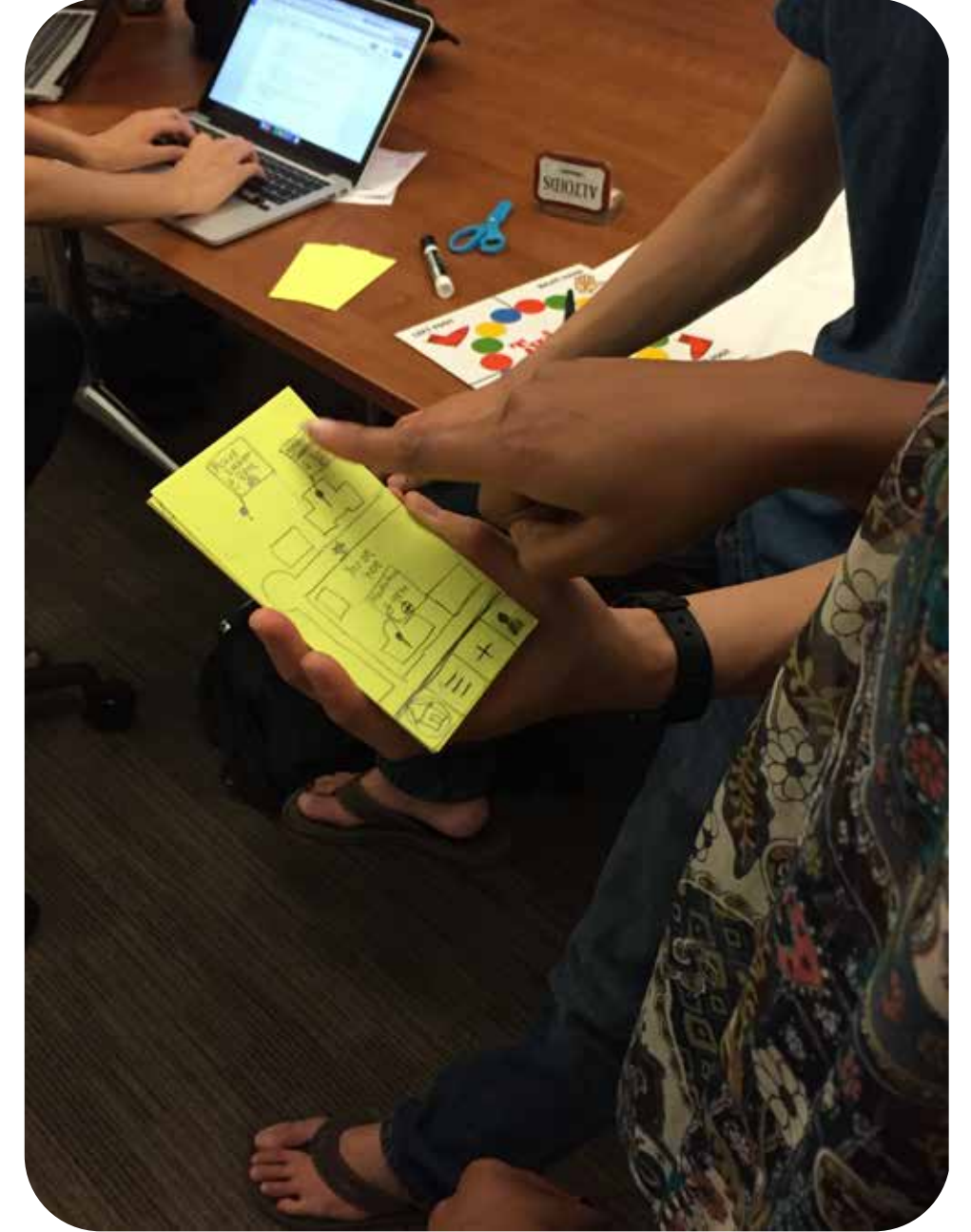
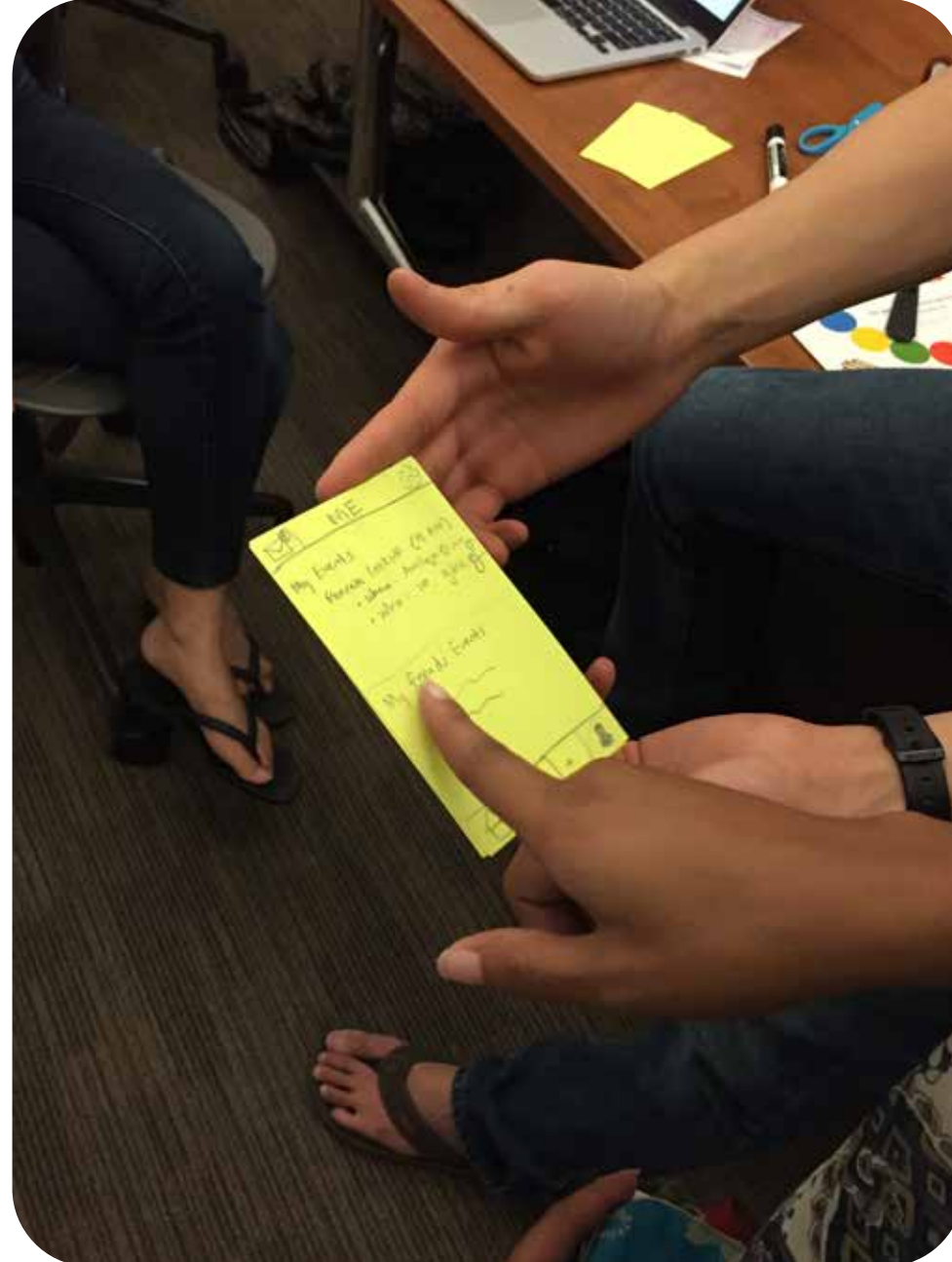
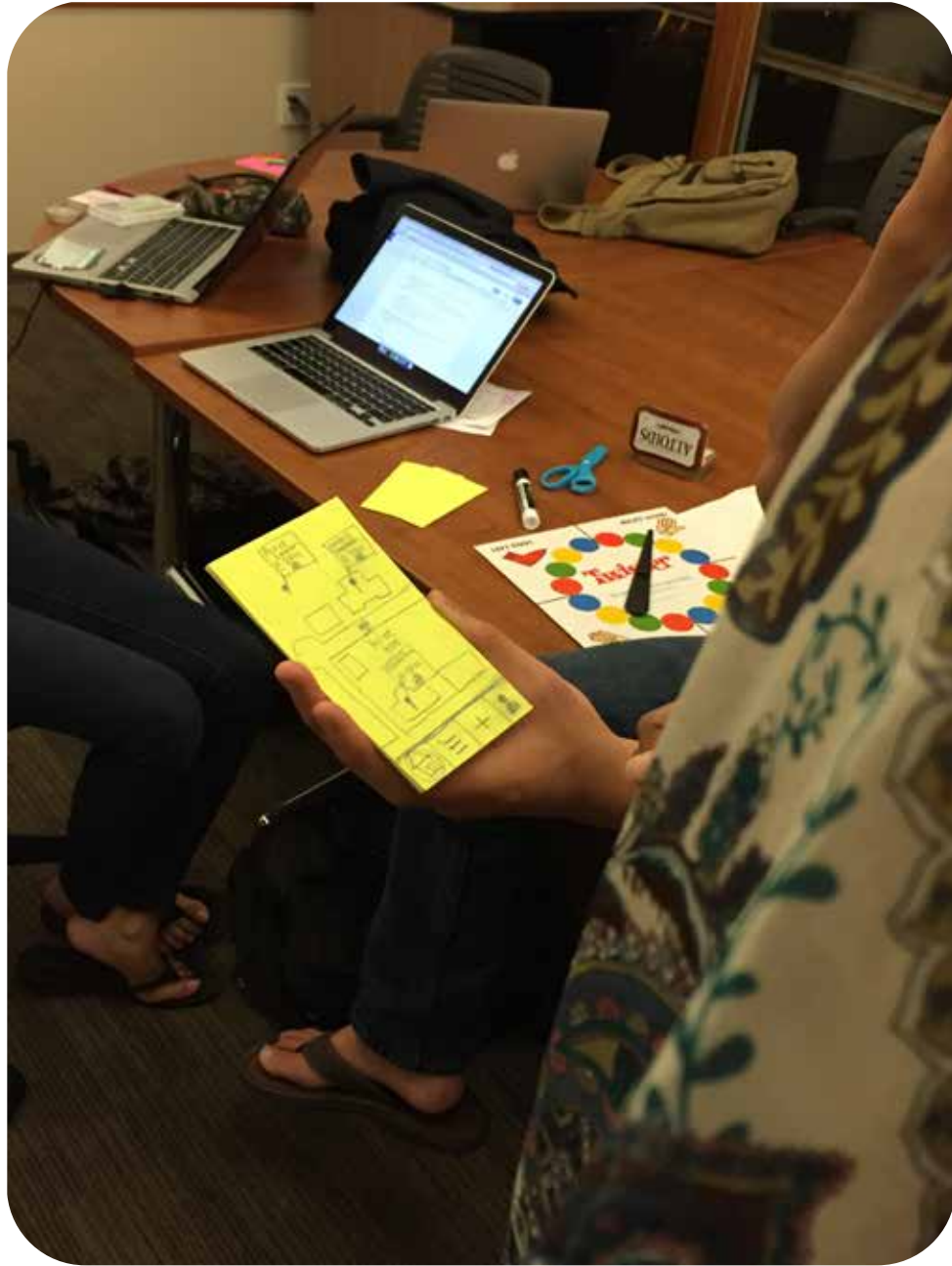
surprises: primary concern was reliability of users

learnings: users need to be moderated; users should be allowed to write in own interests

prototype three

map-based community bulletin board for going on spontaneous trips with new people





results

assumptions: people know how to navigate an app

what worked: Stephanie found navigation familiar;
map is useful

what didn't: confusion with making own events/
joining others' events

surprises: Stephanie found service useful for more
local purposes, like coordinating dorm events

learnings: differentiate creating/joining events

