

# POVs // Experience Prototypes

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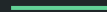
Travis Geis



Max Wolff

# Flare:

How do people view democracy  
and their role in it?



Initial POV

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Lionel\*, a 75-year old Vietnam war veteran

WE MET



“Government is not here to take care of us - we are here to take care of each other. Do the right thing, act appropriate to the situation you’re in.  
Help someone up if they’ve fallen down”

WE WERE AMAZED TO REALIZE

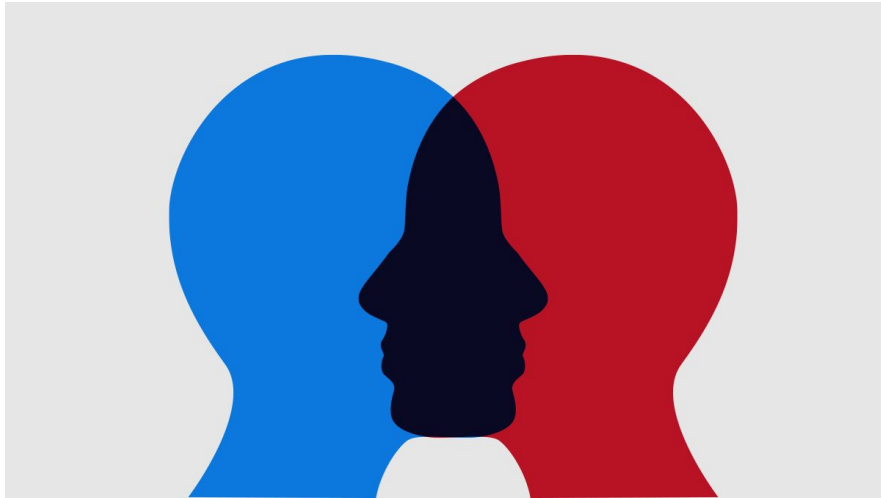
Lionel could view the government as part of the community that is lifting  
him up

IT WOULD BE GAME-CHANGING IF

# Recap

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# Empathy & Safe Space



People feel **misunderstood,**  
**disillusioned,**  
**underappreciated**

*insight*

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# Long-Term Engagement



Have technological advances **improved** our democracy?

*insight*

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# Face Time



It's hard to feel **truly connected** and find **diverse perspectives** online

*insight*

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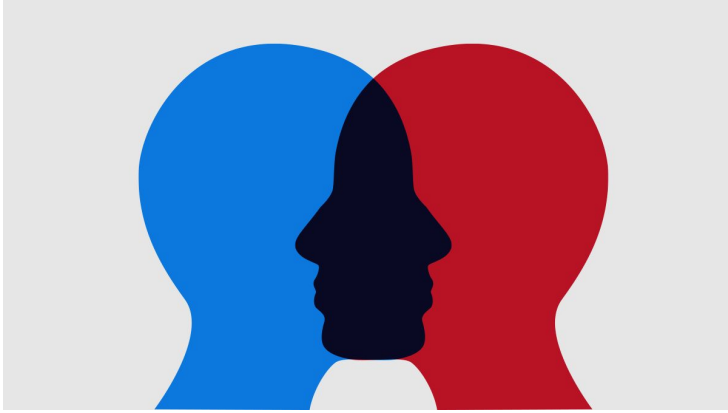
# Visible Impact & Validation



I am **compelled** to  
participate if I know I am  
making a **difference**

*insight*

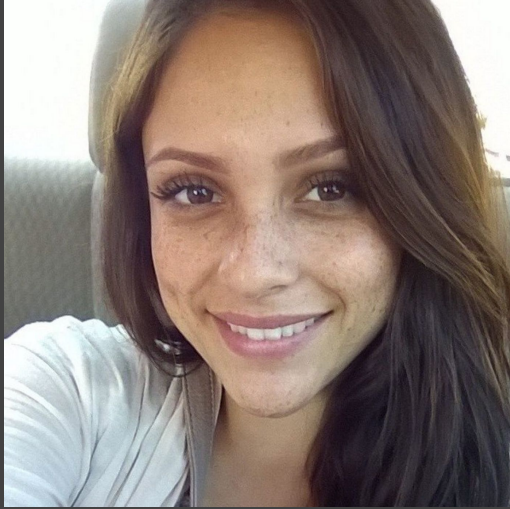
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It's all about **community**

# Needfinding 2.0

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Aubrey



Jonathan

(b) The active **participation** of  
the people, as citizens, in  
politics and **civic life**

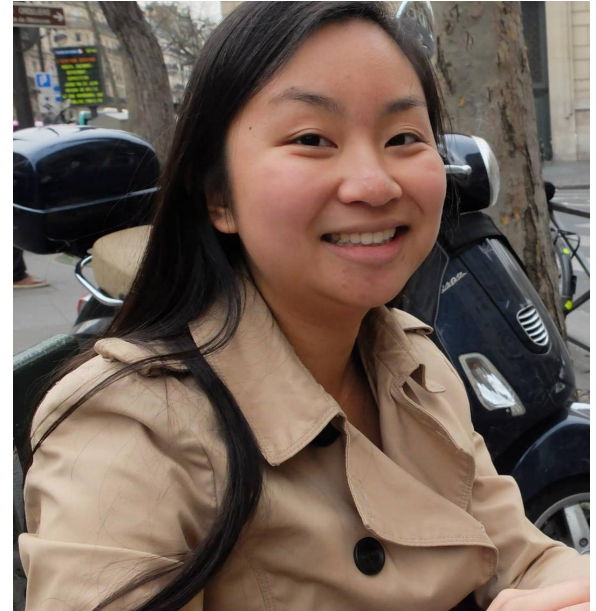
How might we encourage  
*everyone* to engage with  
his/her communities?



# Points of View

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Nhien, a 23 year-old young professional working in ed tech



WE MET

Despite the amazing work Nhien does, she feels that she is disengaged from democracy because she doesn't engage with politics

WE WERE AMAZED TO REALIZE

Nhien could see how much of a positive impact she really makes

IT WOULD BE GAME-CHANGING IF

Show Nhien ways to **impact her  
community?**

Show Nhien what positive impact she's  
*already* making?

HOW MIGHT WE...

Nancy and Rachel, who have been working in government for 25 years

WE MET

Though they find their jobs fulfilling, they feel misunderstood by and disconnected from their constituents

WE WERE AMAZED TO REALIZE

Rachel and Sara felt valued by those on the 'outside'

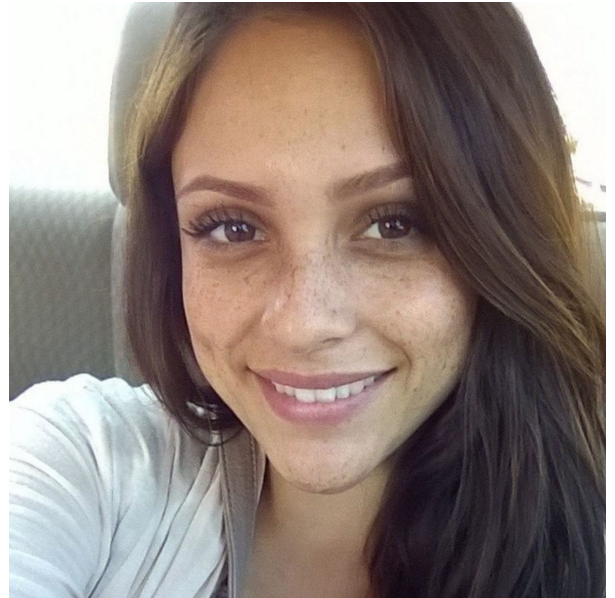
IT WOULD BE GAME-CHANGING IF



Bring government employees and citizens **together** through civic work?

How might we...

Aubrey, a 22-year old woman from a low-income neighborhood



WE MET

Aubrey values her family highly but hasn't connected with the community  
around her

WE WERE AMAZED TO REALIZE

Aubrey could find community outside her home

IT WOULD BE GAME-CHANGING IF

Make civic engagement a **family activity**?

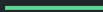
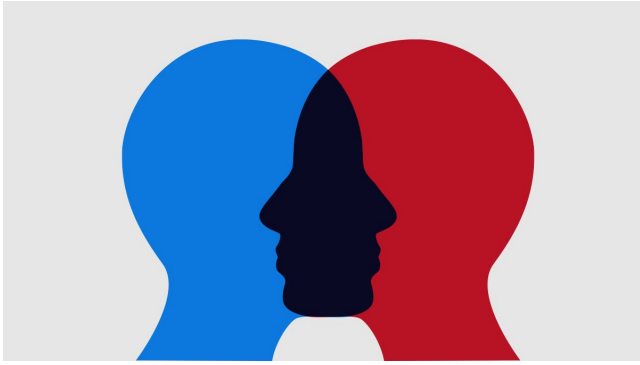
How might we...

# Experience Prototypes

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Experience Prototype 1: Thank You

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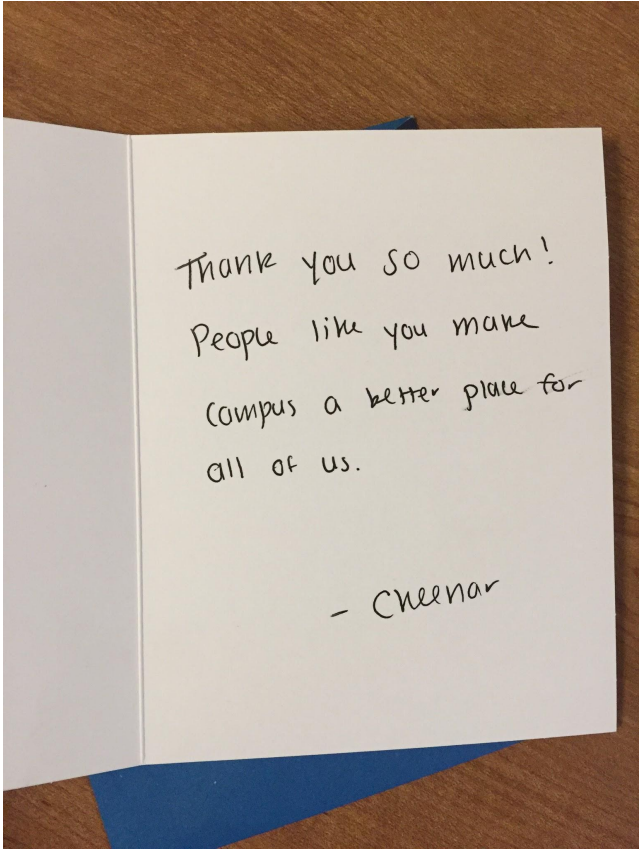


**Assumption:** Personal validation



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- Unexpected
- Immediate
- Personal
- Future inclination



Thank you so much!  
People like you make  
campus a better place for  
all of us.

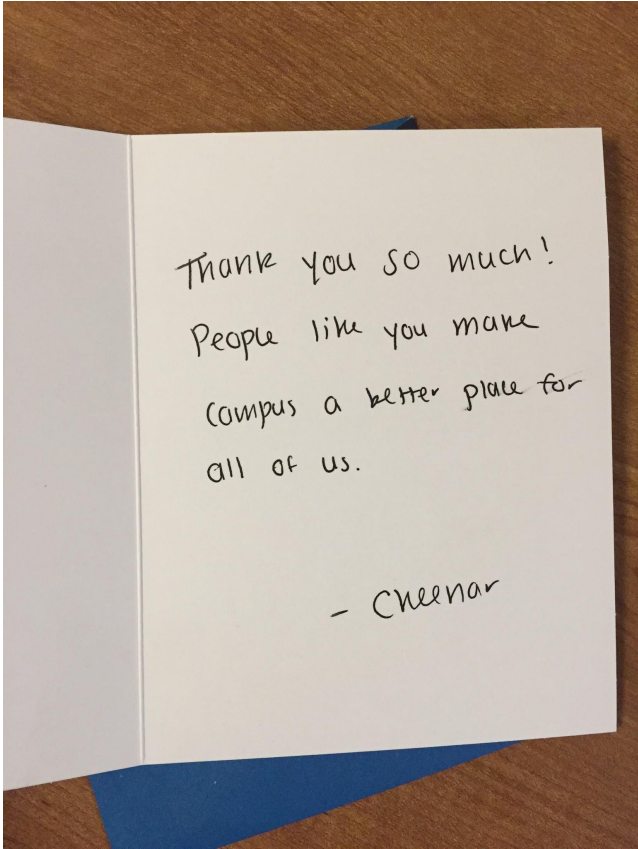
- Cheenar

+

- Unexpected
- Immediate
- Personal
- Future inclination

-

- Depth of task



Thank you so much!  
People like you make  
campus a better place for  
all of us.

- Cheenar

## **Surprises**

“I would’ve picked it up anyways”

## **New Learnings**

Novelty



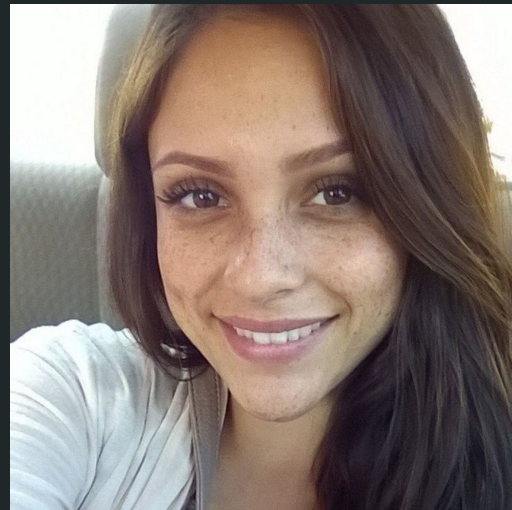
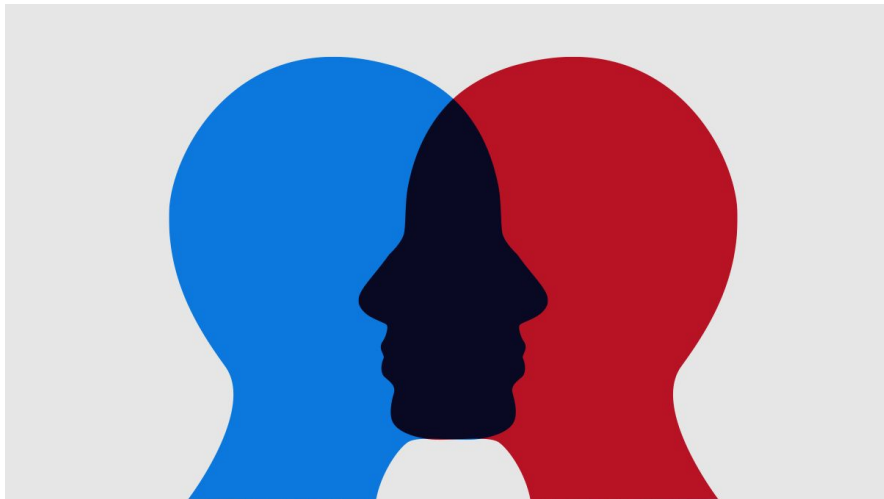
**Assumption:** Personal validation

**New assumption:** Impetus



# Experience Prototype 2: Relevant Suggestion

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**Assumption:** Relevant opportunities





You're near the Stanford Clock Tower!

LEARN MORE

## Stanford Clock Tower



The **Stanford Clock Tower**, built in 1983, holds the mechanical clock, built in 1901 by the [Seth Thomas](#) Clock Company,<sup>[2]</sup> which was originally housed in [Stanford Memorial Church](#)'s large belfry.

When the belfry collapsed in the [1906 earthquake](#), the university preserved the chimes in temporary structures near the church, where they continued to chime the hours.

During the 1950s and 1960s the chimes were heard to strike 13 times at noon, possibly the result of a student prank.

In 1983 the clock and chimes were rehoused in the current clock tower. The clock is hand-cranked once a week by students.

HOW CAN I HELP?

## Help out Today: Stanford Clock Tower

The clock tower attracts tourists of all ages, and the windows onto its historic mechanism need frequent cleaning of fingerprints.

Help out today by wiping down one of the clock tower's windows!

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- Personally invested
- Convenient
- Relevant information
- Small task





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- Personally invested
- Convenient
- Relevant information
- Small task

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- Task
- Presentation of information



## **Surprises**

“Thanks but no thanks”

## **New Learnings**

Annoyance

Assumption: Relevant opportunities

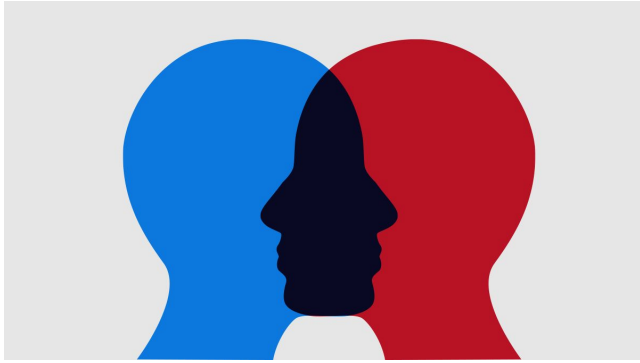
**New assumption:** Engagement independent of action



# Experience Prototype 3: Collaboration

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Nancy/Rachel

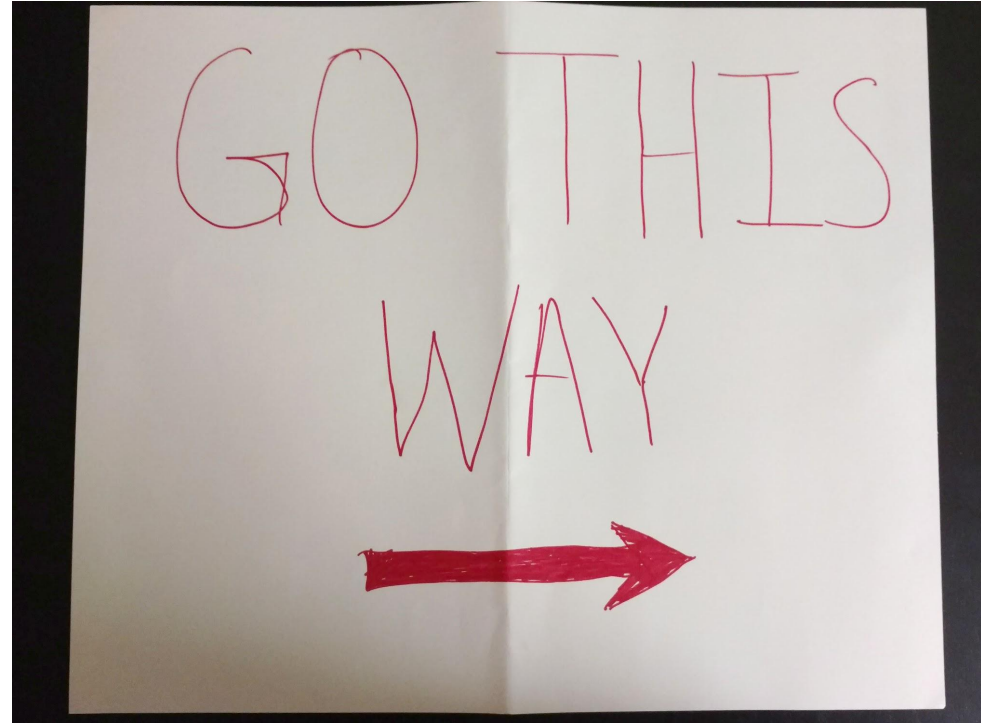
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**Assumption:** Collaboration; shared problem



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- New perspectives
- Shared goal

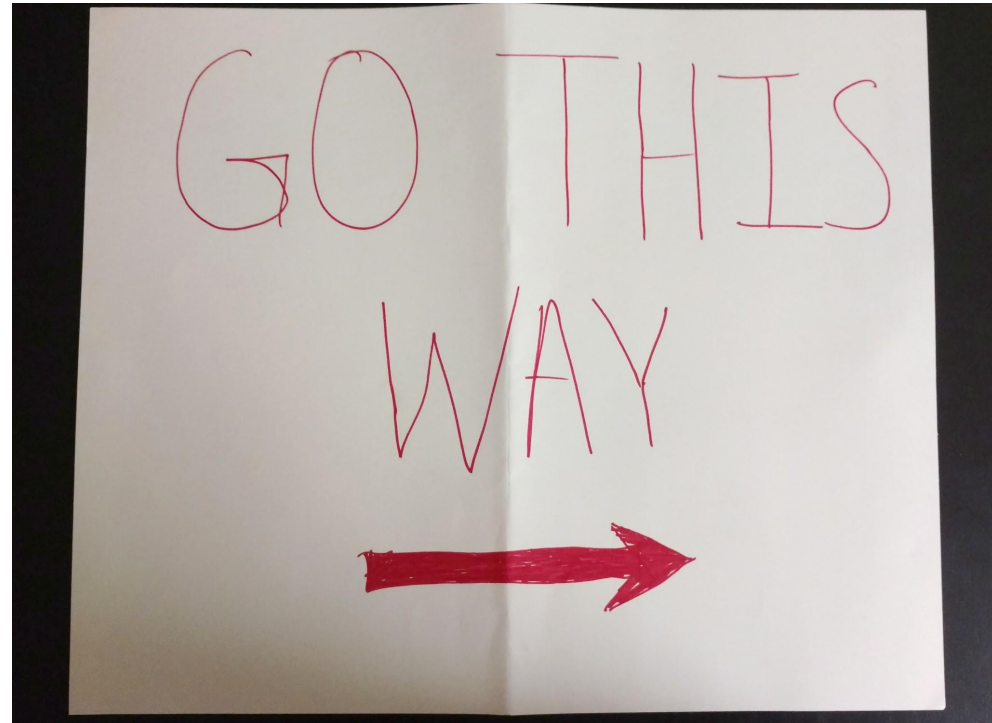


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- New perspectives
- Shared goal

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- “Would that even work?”



## **Surprises**

Focus of the study: the sign

## **New Learnings**

On campus vs elsewhere



**Assumption:** Collaboration; shared problem + community



Thank you

Relevant suggestions

Collaboration

Thank you

**Relevant suggestions**

Collaboration



Thank you!

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Questions?

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