

Needfinding

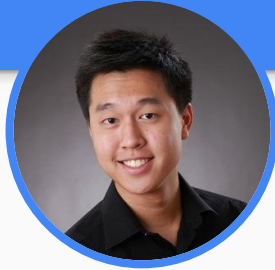


Our Team



David

Junior in CS
Loves watching
random videos



Evan

Senior in CS
Enjoys
classical piano



Tessera

Junior in CS
Loves going
scuba diving



Michael

Junior in CS
Plays music
Needs job

Problem Domain

Improving people's experiences
at home



A group of three people are sitting on a patterned sofa in a brightly lit room with green walls. They are all using laptops. The man in the foreground is wearing a grey hoodie and khaki pants, looking at his laptop. The woman in the middle is wearing a dark top and is smiling. The man in the background is wearing a grey jacket and khaki pants, also looking at his laptop. A backpack is on the sofa next to him. A coffee table in front of them has a white cup, a glass, and some papers. The word "Methodology" is overlaid in the center of the image.

Methodology

Jennifer

USC Student

Emmanuel

Software Engineer

Ruth

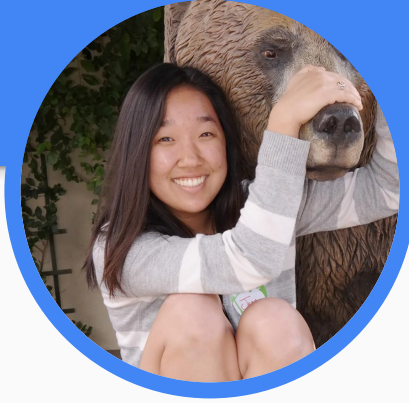
Mother of Five

Jessica

Stanford Student



Jennifer



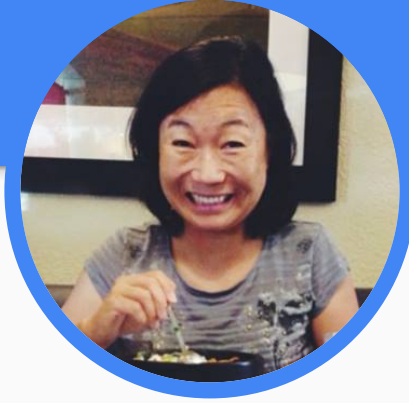
- Studies animation at the USC School of Cinematic Arts
- Lives in an apartment with 7 other people
- Spends most of down time at home

Emmanuel



- Software engineer at mid-sized company
- Lives alone in a studio apartment in Sunnyvale
- Only spends evenings at home

Ruth



- Stay-at-home mother of five for twenty-five years
- Rents a house in the Bay Area

Jessica



- Stanford student majoring in English
- Joined her parents as they travelled cross-country in a mobile home

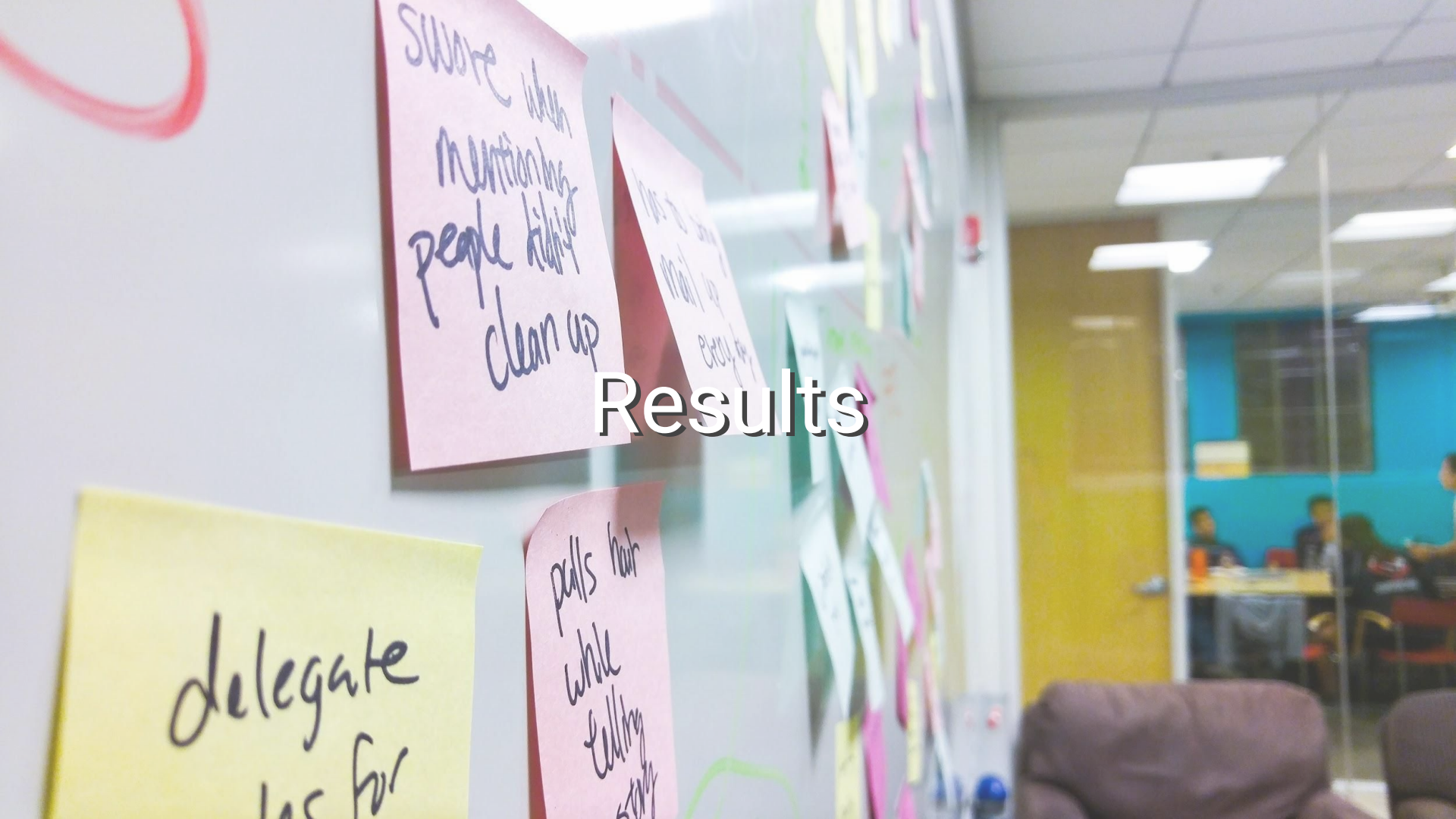
Results

Swore when
mentioning
people killed
clean up

has to
mail up
every

delegate
has for

pulls hair
while
calling
5202



Tensions



“Having roommates is annoying, but it’s cheaper because you split rent and everything else.” - Jennifer

“[Our family has] conflicts so many times every day, but I think that dealing with those problems inside the home prepares us for outside.”
- Ruth

Contradictions



“Living with people is hard because they aren’t responsible”... “I would feel isolated if I didn't have roommates to force me to socialize”

- Jennifer

“I don’t do much at home”...“I do what everyone else does...eat, watch TV, bathroom stuff, wash, clean, sleep.” - Emmanuel

Surprises



“Last year, I never used the kitchen. I didn’t want to cook, so I just starved.” - Jennifer

“At first, I thought [living in a mobile home] would be a huge mistake, but now, 10/10 would recommend.” - Jessica



SAY

THINK

Analysis

FEEL

home practices

getting bills

break roomer keeps taking up night

never get locked out

Don't want PM to see mess

roommates force her to socialize

has to bring trash up every day

puts her white table away

always passing

lots of cooking

how we use meetings @ home

Spontaneous family dinners

roommates force her to socialize

Meet in Ziploc bag

roommate is "huge mistake"

never using substitutes

roommate is "huge mistake"

always having a party

"I do what they do until they do it"

home is a "training ground"

home is place to recharge

there is place for rest

food = love

mobile home not associated with memories of and places

well-being > success

Sacrifices comforts for others

cost over convenience

not enough privacy

Wants others to love her well

Bottom-up stuff

Wash

eat

forum

socialize

forced to socialize

planner

laughing smiling

watch TV

Home comes on intake

roommate to control TV

Sleep

forum

discuss

clean

not prep

bedroom

family > everything

content

felt more closer to family in small space

social loafing

amused by awkward people

not connected to home

doesn't go out of way to socialize

sleeping space claustrophobic

happy from sharing kitchen

not enough of responses

Say

“Roommates force me to **socialize**”

“Don’t want to bother my neighbors”

“I just do **what everyone else does**”

“A **crowded home** makes for a **close-knit family**”

Think

Home is a place to **rest** and **recharge**

Cost over convenience - Would rather room with annoying roommates than pay more for rent

Home is a training ground, a place to **live and learn**

Do

Laughed and smiled when recalling quirks of life in a mobile home

Swore when talking about roommates who don’t clean up after themselves

Feel

Happy to share home with others

Annoyed by conflicts at home

Trapped at home

Needs

- To ensure that housemates uphold their responsibilities
- To rest and recharge in a safe and secure space
- To make and cherish memories of home

Insights

- Everyone struggles with finding the perfect amount of personal space in their home
- Difficult to define roles for each member of the household
- Less physical space can cultivate closer interpersonal relationships

Thank you!