

Searching for Solutions

Needfinding » POV » HMY » Experience Prototypes



TEAM VESTA

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WE
MET...



Jay, a computer scientist at a local startup who cares about **energy conservation**

WE WERE AMAZED
TO REALIZE...



He enjoyed listening to music, but would lose track of time in the shower while doing so – **wasting water**

IT WOULD BE GAME-
CHANGING TO...



Make daily routines enjoyable **and water/energy conserving**

DEREK

- Industrial engineer in Boston
- Wants to maintain good relationship between roommates
- Needs others to take responsibility for household chores



JAMES

- Security guard at Rolex
- Desires clean spaces
- Lives with family, who is extremely messy
- Needs family to respect his privacy and not make his spaces messy



WE
MET...



Jennifer, a local mother who has already automated much of her household

WE WERE AMAZED
TO REALIZE...



Realize that she struggles **daily** to keep track of her supplies (mainly food)

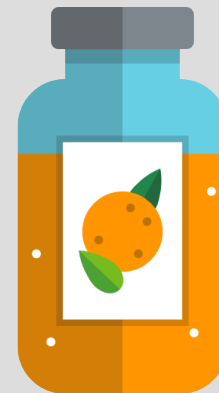
IT WOULD BE GAME-
CHANGING TO...



Make keeping track of supplies easier - or even **unnecessary**

HOW MIGHT WE...

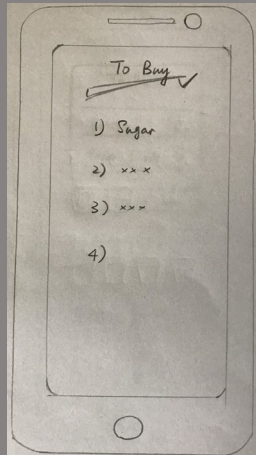
Create an organizational system for someone to keep track of supplies in the home?



PROTOTYPE #1

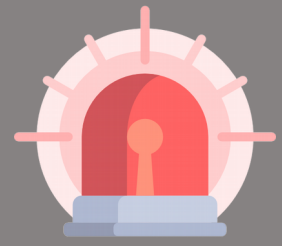


“Sugar added to list Saturday”



- Organic experience
- Convenience and memory-assistance
- Customizability

- Not as relevant in other countries



*Subject did not want to be photographed during testing

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TO REALIZE...



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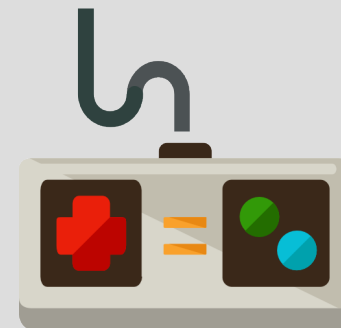
IT WOULD BE GAME-
CHANGING TO...



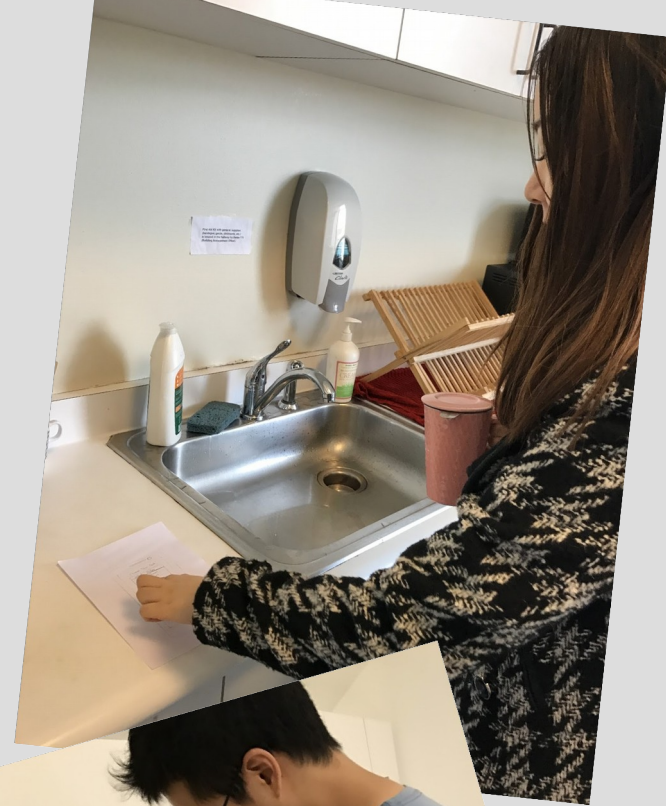
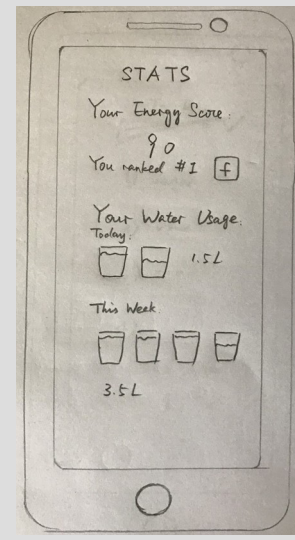
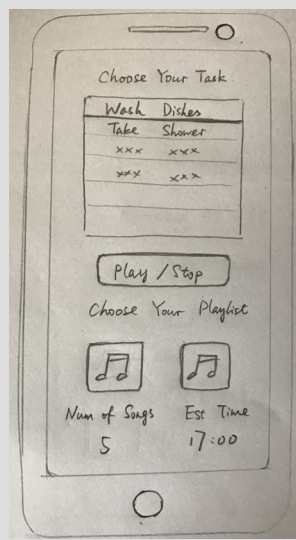
Make daily routines enjoyable **and** water/energy conserving

HOW MIGHT WE...

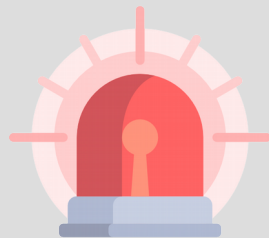
Make resource conservation more interesting or gamified?



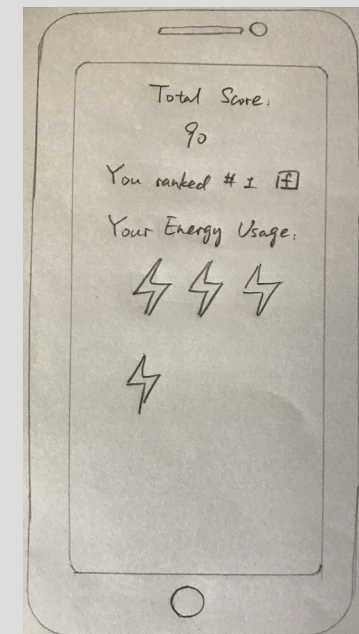
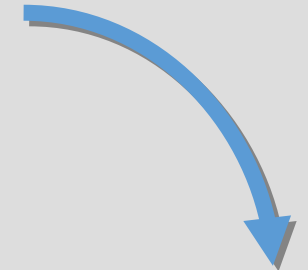
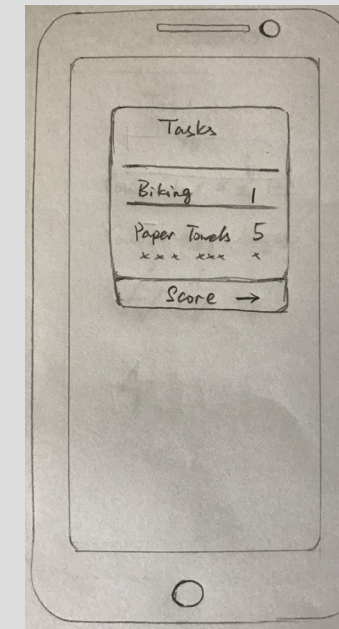
PROTOTYPE #2



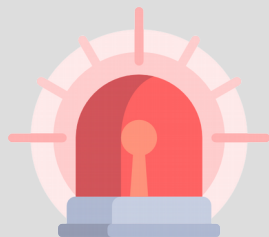
- Listening to music + menial work = fun!
 - Users developed a rough sense of time
-
- Comparisons are confusing



PROTOTYPE #3



- Prominent/convenience of widget
- Intuitive setup and customization



- Likely needs incentives for mass market
- Resource usage should clearly correlate to more points

WE
MET...



David, a Stanford Housing
employee from Virginia

WE WERE AMAZED
TO REALIZE...



Realize that he had gained an
insight into personal decor
when a roommate brought a
surprise pet into the home

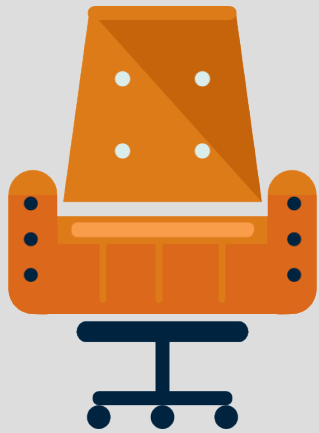
IT WOULD BE GAME-
CHANGING TO...



Make decorating **easier**,
inspiring, or more
spontaneous

HOW MIGHT WE...

Make home decoration a group experience?



DARK HORSE



APPENDIX

Image Credits (flaticon.com)

- Roundicons (handshake, groceries, tissues, games, chair icons)
- Madebyoliver (lightbulb, television, music, cloud icons)
- Freepik (surprised, juice, pines, clap, alarm, horse, bookshelf, fridge, shower, search icons)
- Pixel Buddha (robot icon)
- Eucalyp (AR icon)
- Vectors Market (bed, terrace icons)