

Prototype Testing

CS 147 - Fall 2016

Jack Swiggett

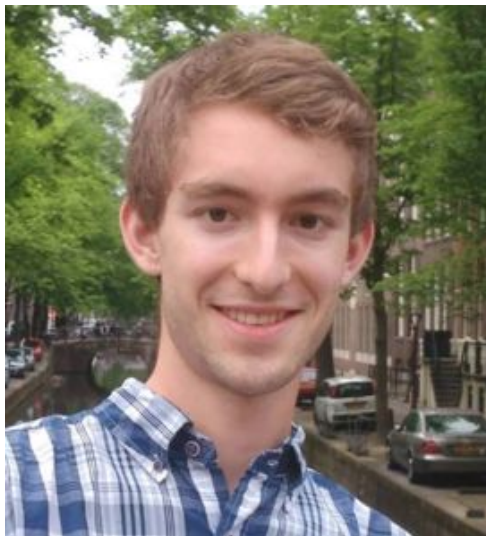
Serena Wong

Connie Li

The Team



Serena Wong



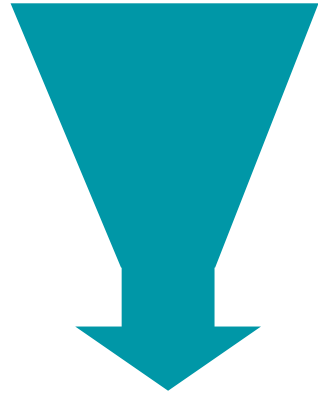
Jack Swiggett



Connie Li

Our Problem

Education

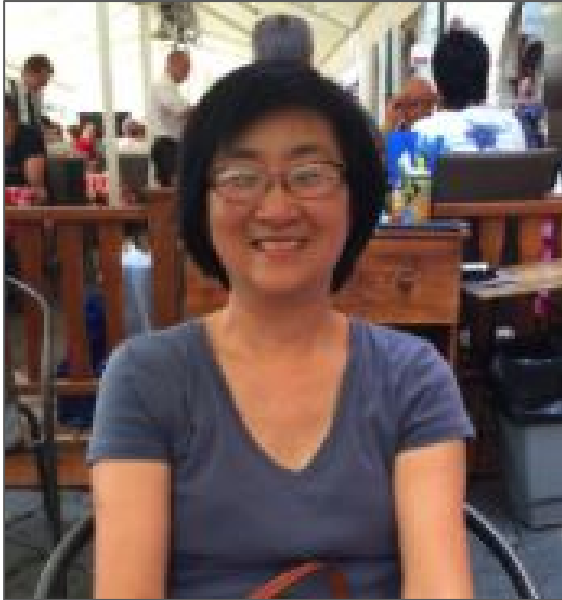


Newcomers to
a country



Points of View

Initial POV



We met Leeno, a woman who grew up in China, went to undergrad in Japan, and came to the US for graduate school.

We were amazed to realize that she felt way more comfortable in Japan than in the US, despite knowing nothing about either culture.

It would be game changing to eliminate the discomfort in interacting with unfamiliar people/backgrounds/races.

Additional Needfinding



Derry
27, China



Caro
21, Mexico



Vimbai
19, Zimbabwe

Additional Needfinding



Micah
20, US to Israel



Nelda
54, US



Clif
56, US

Additional Needfinding



Tony



Jeffrey
(camera-shy)

How Might We's

Revised POV #1

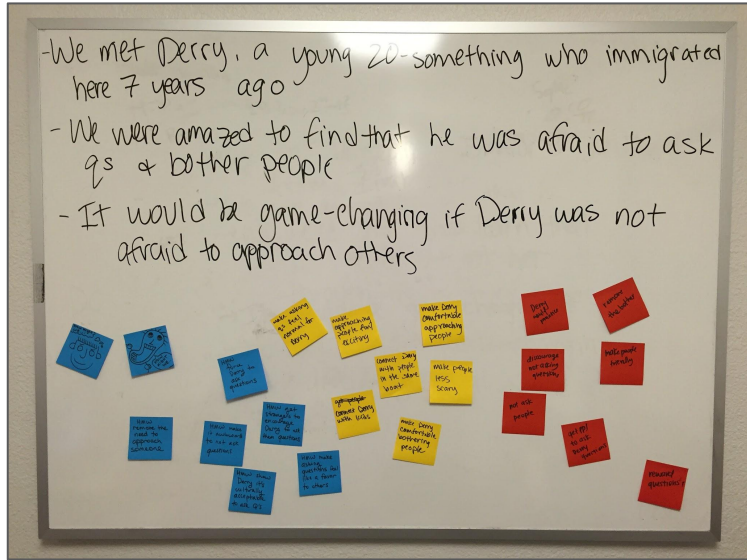


We met Derry, a young 20-something engineer who immigrated from China seven years ago.

We were amazed to realize that he was afraid to ask questions when he first arrived because he was afraid of bothering people.

It would be game changing if Derry wasn't afraid of approaching others and asking for help.

How might we...



make approaching people fun and exciting?

connect Derry with people in the same boat?

make asking questions feel normal for Derry?

get strangers to encourage Derry to ask them questions?

make asking questions feel like a favor for others?

get people to ask Derry questions?

remove the bother?

discourage not asking questions?

Revised POV #2



We met **Vimbai**, a Stanford junior who grew up in Zimbabwe and came to the United States for the first time two years ago.

We were amazed to realize that the only way she made it through the stress and culture shock of moving was the overpowering excitement of embarking on a new adventure.

It would be game changing to give other newcomers to the country that same excitement to help them get out, interact, and adapt to their new environment.

Derry

HMW make approaching people **fun** and **exciting**?

Vimbai

HMW help newcomers **know what to expect**?

HMW create a **community excited** to meet newcomers?

Solutions & Prototypes

Know what to expect (specific)

Vlogs by machinima people who have already moved

storytelling

generative blogs
generative textbooks
Couch like Google Search
Like Medium, how long descriptions

make approaching people fun & exciting

troll mindset
do the scariest thing first
emotions > logic
show vulnerability
ugly selfie social network (this already exists)

Newcomer actually becomes

Remember nearby location

Create a community of fellow newcomers

FAQs app

Simulate the newcoming experience in VR

Match do simulator (spatial audio)

Get paired w/ someone who's been there before

learn by quiz!

listicle

quora A + A

a day life of -

live video

receive a list of stories based on location or time

meet up w/ someone there

snapshot story

guide to support different cultures here & there

history of taboos

worm hole

use animals to facilitate

connect newcomers & locals with shared interests

Have locals recommend things to do & help people out

volunteer

connect newcomers with locals interested in the newcomer's culture or experience

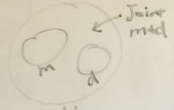
Complete with follow newcomers to interact the most

have locals make newcomers into their homes

find a study buddy who's had here longer

doing art together

Facebook joint statuses.
→ mom + dad can be a profile



Influence by Cialdini
Pre-Suasion by Cialdini
Rejection Therapy

Pair w/ fellow newcomer

Newcomer dating

Platform to organize newcomer meetups

Newcomer coffee chats

Newcomer online chatrooms

Newcomer buddy-buddy network

first-time checklists & together or compete

ever-growing advice list

Judgment-free. Make it easier to share intimate details

Information Diet by Tim Ferriss

actual preivist (test drive)

local admin allow you control the data

freeze time, analyze, resume

go pro daily life

have a game who tells you what's going to happen

constant guide

walk in the shoes

local apps req. w/ advice

gauge any social situation

Mind reader

import culture handbook into brain

Siri town guide

Wikipedia is translated & read out loud, activate voice to search, share, favorite, etc.

identify existing family connections

exchange about shared interests w/ locals

discussion forum on country differences

pair w/ stranger figure out what you like in a common

use to answer Q's about new country, ask relevant to Q's

uclp etc, but for interactions

Share vulnerability

log updates family

dinner in local houses

magic energy of interest

jump out people

deprive infect

high five everyone

Ideas > Events > People
Roosevelt

Depth of advice
uclp baby, again

Newcomer spa

camp getaway

Newcomer-only recreational center

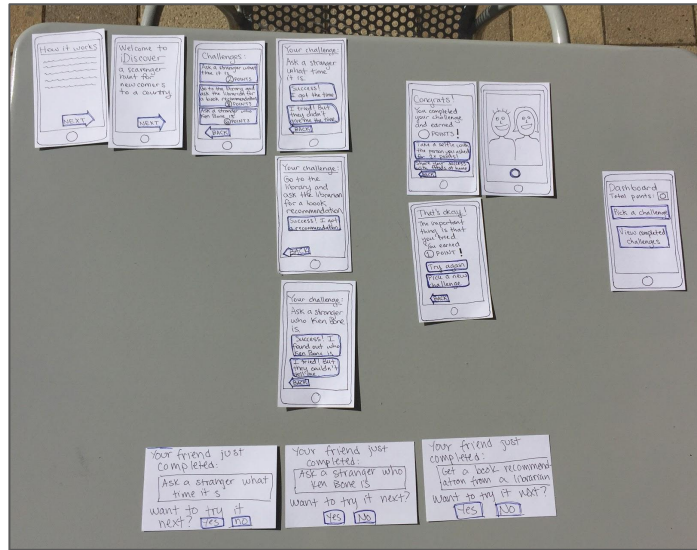
Tribes by Seth Godin

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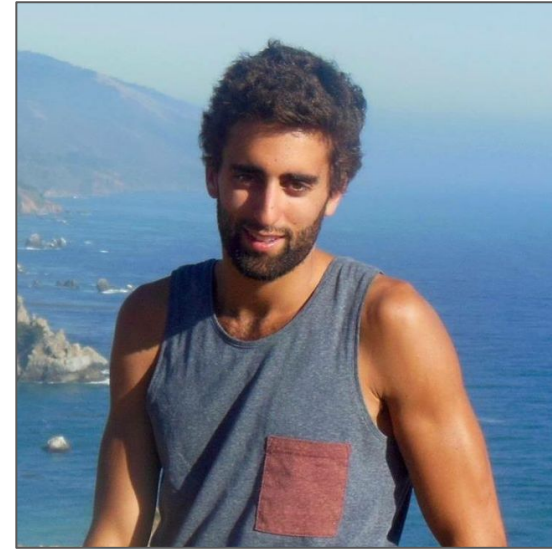
Experience Prototype 1:

iDiscover

A scavenger hunt where a newcomer has to **ask questions**, **interact with locals**, and **explore their new environment**.



Prototype



Bertrand

Results:

iDiscover

Assumptions	
Valid	Invalid
Gamification makes the app more exciting to use	It is difficult to speak to strangers

Bertrand wanted...

- To participate/compete with other newcomers
- To eventually meet local people in a less superficial way

Results:

TravelAid

Assumptions	
Valid	Questionable
It is more interesting to get answers from locals than impersonal Google results	A local will respond quickly enough for their answer to be useful

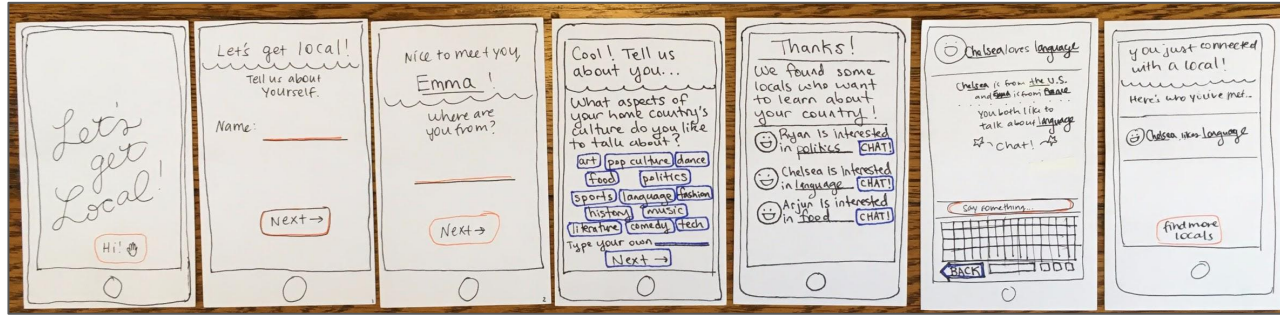
Bao thought...

- We should initially focus on one country or region to make sure we had enough question/answer pairs for the app to be useful
- The general format of the Q & A platform worked well

Experience Prototype 3:

Let's Get Local

A platform to connect **newcomers** and **locals** with **shared interests** beyond a superficial level.



Prototype



Emma

Results:

Let's Get Local

Assumptions	
Valid	Invalid
Newcomers want to meet locals and would be excited to chat with them	We should search for locals nearby based on newcomer's location

Emma thought...

- The format for selecting interests worked well
- It would be nice to start a conversation with a local while she was still at home, and already have a friendship established before arriving in the U.S.

Thank you!

Image Sources

- <http://www.nationofchange.org/wp-content/uploads/2016/05/education.jpg>
- http://www.wahbexchange.org/wp-content/uploads/2015/08/immigrant_customs-300x300.png