

Navigating Local Community

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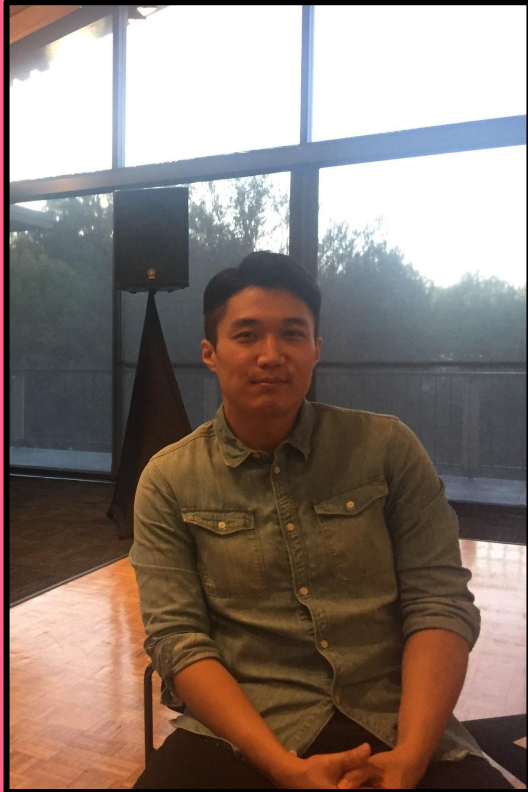
Needfinding Methodology



**How do people
navigate around their
local community?**

The Interviews

JunGu Kim



Chris Yoon



Audrey Gold



JunGu Kim



Chris Yoon



Audrey Gold



Questions

- **Planned method of transportation vs. Actual method of transportation?**
- **Step-by-step account from airport to hotel?**
- **Any difficulties on your way?**
- **Navigating in Korea vs. here?**



JunGu Kim



Chris Yoon



Audrey Gold



Questions

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- Your navigation style/what kind of navigator are you?
- There are many ways to walk from A to B on campus, how do you choose which way you wanna go?
- Last time you had a problem navigating around your local neighborhood?
- Describe detailed steps on how you got here?



JunGu Kim



Chris Yoon



Audrey Gold



Questions

- How did you navigate your new environment when you first arrived?
- Have you ever gotten lost in your local community? Tell us about a specific time you got lost.
- What would I find surprising about the way you navigate?
- How has the way you navigated changed the longer you've lived here?



Empathy Map

SAY

Handwritten notes on sticky papers in the SAY quadrant, including phrases like "I'm really excited about...", "I'm really happy to...", "I'm really proud of...", "I'm really grateful for...", "I'm really lucky to...", "I'm really honored to...", "I'm really privileged to...", "I'm really blessed to...", "I'm really fortunate to...", "I'm really grateful for...", "I'm really thankful for...", "I'm really appreciative of...", "I'm really grateful for...", "I'm really thankful for...", "I'm really appreciative of..."

FEEL

Handwritten notes on sticky papers in the FEEL quadrant, including phrases like "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel...", "I feel..."

DO

Handwritten notes on sticky papers in the DO quadrant, including phrases like "I do...", "I do...", "I do...", "I do...", "I do...", "I do...", "I do...", "I do...", "I do...", "I do..."

THINK

Handwritten notes on sticky papers in the THINK quadrant, including phrases like "I think...", "I think...", "I think...", "I think...", "I think...", "I think...", "I think...", "I think...", "I think...", "I think..."

Chris →

Audrey →

Jun-gu →

SAY

Found a new path while diverging from his normal route with a friend

Technology helps

Try to avoid busy/crowded areas

Doesn't explore; travels where he already knows

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Easier to find routes he likes after spending time here

Smiled/laughed when talking about memories with friends

Annoyed facial expression when talking about busy areas during rush hour

Wishes he could travel to new/unfamiliar places

Puzzled when he could not locate room number

THINK

DO

FEEL

SAY

Found a new path while diverging from his normal route with a friend

Technology helps me navigate independently

Try to avoid busy/crowded areas

Doesn't explore; travels where he already knows

"Comfortable shoes, nice whether... I like having music to listen to."

THINK

Predictability/reliability is key

Easier to find routes he likes after spending time here

Apple device increases independence

Smiled/laughed when talking about memories with friends

Annoyed facial expression when talking about busy areas during rush hour

Empowered by technology

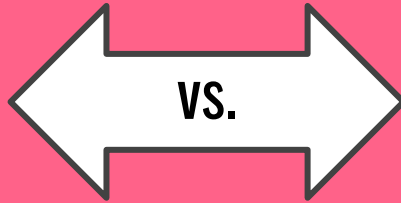
Wishes he could travel to new/unfamiliar places

Puzzled when he could not locate room number

DO

FEEL

**Highly values
reliability and
predictability**



**Explores unknown
environments when
with his friends**

Insight: People are more willing to explore and be adventurous when with friends

Need: People need some amount of trust and comfort when navigating new environments

“I like to find out where I need to be. I **don't really explore**. I usually travel where I **already know**.”

“[My friend and I] were both walking back to branner, and we kinda just stumbled on this route while **walking and talking together**. Normally I go in front of the post office but we were like why don't we? It was **impromptu decision**.”

SAY

Wasn't in a rush, so route didn't matter

Wanted to stop someplace nice, but didn't know how to find such a place

Annoyed to open up map again after stopping for a rest

Looked embarrassed to share gas station story

Wishes for better in-context

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Looking for

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Wants information readily available without having to do long-range planning

Frustrating to actively look up routes while exploring

Annoyed at having to take redundant steps to use navigation tools

THINK

Confused about transportation "norms" in new environment

DO

FEEL

SAY

Wasn't in a rush, so route didn't matter

Wishes for better in-context recommendations as he explores

Annoyed to open up map again after stopping for a rest

Had difficulty figuring out how to pump own gas

Wanted to stop someplace nice, but didn't know how to find such a place

THINK

Looking for sameness/familiarity in new environment

Wants information readily available without having to do long-range planning

Fastest route not always best

Frustrating to actively look up routes while exploring

Looked embarrassed to share gas station story

Bored by route suggested by Google Map

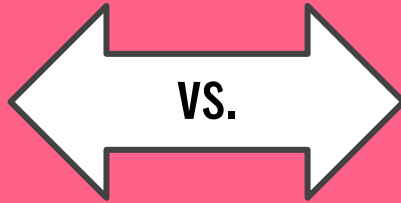
Annoyed at having to take redundant steps to use navigation tools

Confused about transportation "norms" in new environment

DO

FEEL

**What people
actually need
(informative or
less crowded
route)**



**What people rely
on (maps that
suggest fastest
routes)**

Insight: The fastest route is not always
the preferable route

Need: People need a way to customize
their routes depending on their
context/purpose

“I only had a final destination
and since I wasn’t in a rush, as
long as I arrived to my final
destination, routes did not
matter.”

“Usually it’s the fastest way.
But sometimes during morning
time when there are a lot of
students going to classes, I try
to avoid busy areas...”

SAY

Pros vs. cons of multi-family carpools

Uses uber half the time despite safety concerns

Mom by occupation and "uber driver in training"

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Lots want be i but r to

Likes comfort of

Values efficiency

THINK

Trust is an important element when having other transport her kids

Doesn't want to spend extra money on car services; just wants someone to do her a favor



Makes frustrated hand gestures when talking about how everyone "has all your data"

Pressure to be "super mom"

Concern for safety of her children

DO

FEEL

SAY

Uses uber half the time despite safety concerns

Pros vs. cons of **multi-family carpools**

Loves riding bike to work

Mom by occupation and **“uber driver in training”**

Lots of parents want their kids to be in a carpool, but **no one wants to organize it**

DO

Makes frustrated hand gestures when talking about how everyone **“has all your data”**

Likes comfort of being in close proximity to every place she needs to get to

Values efficiency

THINK

Many navigation apps are redundant

Trust is an important element when having other transport her kids

Doesn't want to spend extra money on car services; **just wants someone to do her a favor**

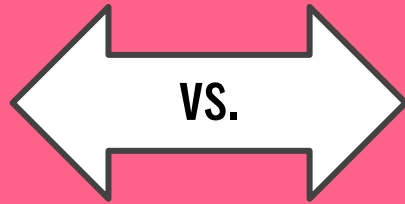
Frustration with lack of privacy in tech-driven world

Concern for **safety of her children**

Pressure to be **“super mom”**

FEEL

**People don't
have time to
transport their
kids
everywhere**



**People don't want
to take the time to
initiate
organization of a
solution (carpool)**

Insight: People find it logistically and emotionally difficult to organize community solutions to transportation issues

Need: People need an easier, more accessible way to communicate and coordinate amongst community members

“Taking 10 minutes to figure out the carpool saves time.

Other parents are appreciative of having the carpool, but don't want to organize it. Parents are really busy, and the idea to take time to organize the carpool seems like too much work.”

Summary

People need:

- **Trust and comfort when navigating new environments**
- **A way to customize routes depending on their situation**
- **A smoother way to organize community solutions to transportation issues**

Questions?

SAY

— — —

- “Since I wasn’t in a rush, as long as I arrived to my final destination, routes did not matter”
 - “I wish I could get better recommendations that are in context while using the map, or based on time or location...”
 - “Any time I wanted to stop by a cafe or somewhere for a short rest, I felt a bit annoyed to open the map again.”
 - “Maps and navigations would not tell me those small things [driving rules]”
 - “I wanted to stop by some nice place, but I did not know how to look up for such place”
 - “I was able to figure it out myself but it took a bit of a time and it just really bugged me.”
-
- “It has been very helpful to people with visual impairment, since you can magnify”
 - Found a new path while diverging from his normal route with a friend
 - “[apple watch] will give me haptic responses, where to go”
 - “When there are a lot of students going to classes, I try to avoid busy areas”
 - “I like to find out where I need to be. I don’t really explore.”
 - “There was a sign on the door but I could not read the sign. So I took the picture and enlarged”
 - “Comfortable shoes, nice whether... I like having music to listen to.”
 - “I always look for what I like or what I want, so I don’t waste my time wandering around”
 - “I usually travel where I already know”
-
- Talks about having 3 families in daughter’s carpool and complications associated with multiple family carpools
 - Identifies herself as a mom by occupation and “uber driver in training”
 - Said she uses uber half the time, despite expressing concerns for safety issues
 - Says she’s willing to pay more money to ensure safety of kids
 - “Carpools are hard to organize”
 - “I love riding my bike to work.”
 - “Some people are more willing to buy another one rather than finding the older one”
 - Was openly aware that she is forgetful

DO

— — —

- Looked embarrassed to share the story of having trouble at the gas station
- Smiled and laughed often when talking about memories with friends (impromptu exploring neighborhood)
- Showed annoyed facial expression when talking about busy area during rush hour
- Looked not excited/frustrated when he said he only travels to familiar places
- Gesticulates with hands when talking about frustration with people “having all your data”

THINK

— — —

- Looking for sameness/familiarity in a new environment
- Wants information readily available without having to do long-range planning
- Fastest routes are not always the best route
- Actively looking up things to do in the area is sometimes frustrating

- Predictability and reliability is key
- After spending some time in the neighborhood, it has become easier to decide routes he likes
- Apple device has enabled him to be more independent in doing things/going places

- Like the comfort of living in a community where every place you need to get to is nearby
- Values efficiency
- Many navigation apps are redundant (e.g. Waze)
- Trust is the important element when it comes to transportation of kids
- Likes the comfort of knowing who is driving her kids
- Doesn't want to spend extra money on car services; just wants someone to do a favor for her

FEEL

— — —

- Bored
- Was bored by the main route directed by Google Map
- Frustrated
- Desires speed + efficiency in navigation tools
- Annoyed at having to take extra/redundant steps
- Was confused about the “norm” of transportation situations in new environment
- Tired

- Empowered by technology
- Wishes he could also travel to new, unfamiliar places
- Puzzled when he could not locate room number though he could find the building itself

- Frustration with lack of privacy in today’s tech-dominated world
- Worried about losing precious time
- Concern for safety of her children
- Pressure to be “super mom”
- Seemed proud to have been the one to initiate the start of the carpool
- Feels that email and text work when set up but is aware of set-up difficulties