

# HI! WE ARE,



# **Navigating Around Local Community**

**Kye Kim, KiJung Park, Julia Truitt**



**1**

**Recap**



## We met JunGu



We were amazed to realize that...

People are **not** always searching for the **fastest route** when going from A to B

It would be game-changing to be able to...

Suggest **different routes** based on the purpose of navigation



## We met Chris

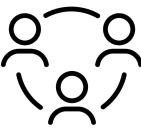


We were amazed to realize that...

He **enjoyed diverging** from his usual route when walking with **friends**

It would be game-changing if...

People can **adventure** with the same amount of excitement they have when exploring with **friends**



## We met Audrey



We were amazed to realize that...

How necessary yet **complicated** it is to coordinate amongst local families to **organize a carpool**

It would be game-changing to be able to...

**Simplify** the process of coordinating between community members to solve **transportation issues**



**2**

**Interview**



## We Met...





## Lena, **newcomer** to Seattle



“I don’t want to walk in streets where I feel like if somebody kills me here no one would know.”



“So the other person’s different diet let me explore this new part of neighborhood.”



**Safety** is important, but **Friend** triggered her to explore



## Gondo, **new grad** amateur actor in LA



“I **know no one** here and I’m not making that much **money** yet, and I needed someone to **help** me move some furnitures together”

“It’s LA, not Minnesota, so I **didn’t know** what’s people like here, which made it **harder** for me to **reach out**”

**Newcomer** Gondo needs to find a way to feel more comfortable when **reaching out to locals**

**3**

**POVs**

**&**

**HMWs**

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It would be game-changing to be able to **customize routes based on the purpose of navigation.**



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**Custom-order navigation experience like ordering Starbucks drinks?**

**Make the person explore more freely without depending on a map?**

**Make the already-suggested route more entertaining?**

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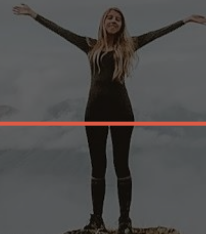
It would be game-changing to be able to **motivate people to explore unfamiliar places.**

**Frame the unknown as exciting instead of scary?**

**Make people recall good memories of adventures taken before?**

**Bring together people who are uncomfortable exploring new environments alone?**

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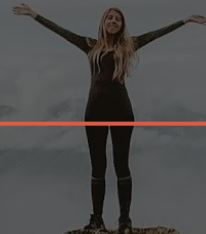
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Entirely remove the process of coordination?

Make giving and receiving help a cultural norm?

Easily identify who are willing to give help?

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How Might We...

**Make the person explore more freely without depending on a map?**

**Frame the unknown as exciting instead of scary?**

**Make giving and receiving help a cultural norm?**

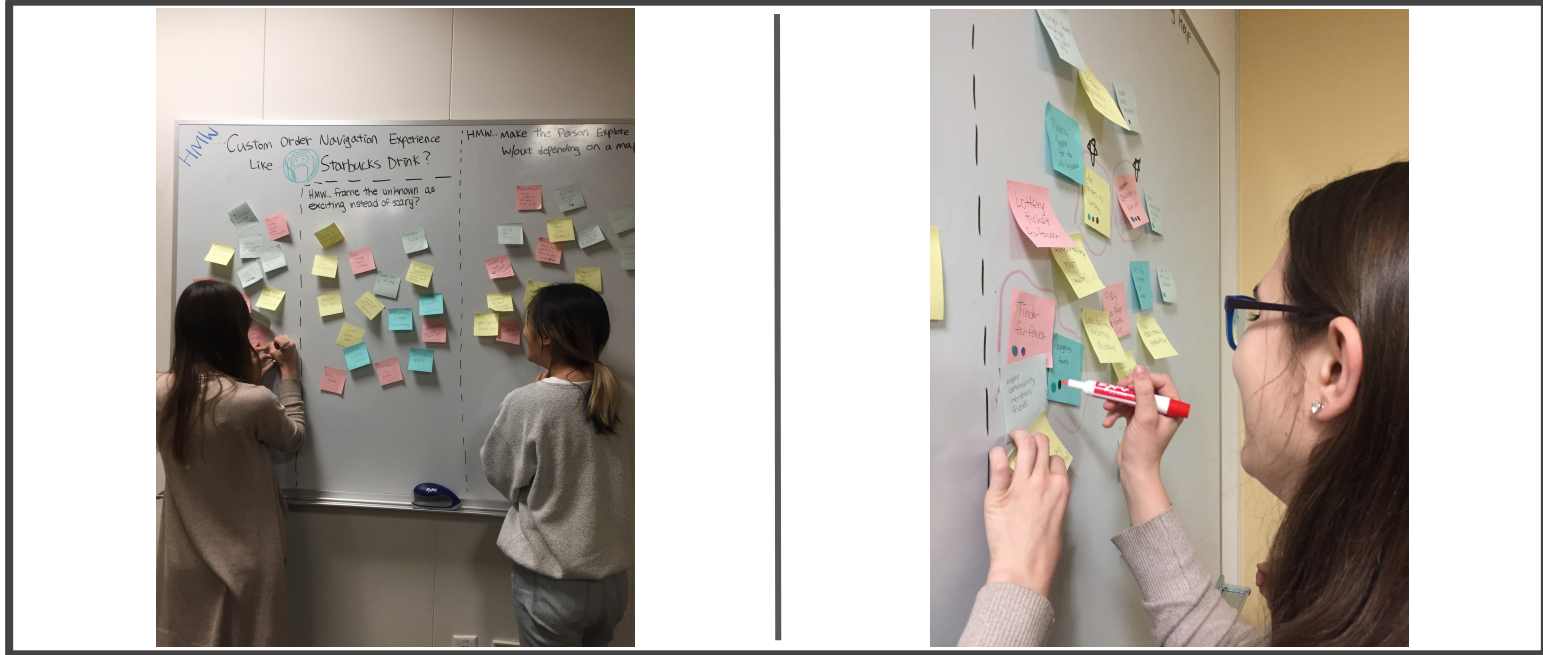


**4**

**Prototypes**



# Brainstorming





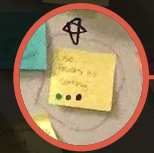
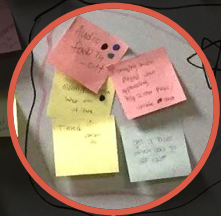
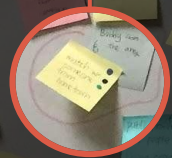
# Match people new to the community with other locals from the same hometown

Like Starbucks Drink?

HMW... frame the unknown as exciting instead of scary?

without depending on a map?

Giving and Receiving Help a cultural norm?



One to one favor exchange

Audio signal to a person that he/she has diverged more than a specified radius away from intended path



## Matching people from same hometown

Assumption:

People from the same hometown will provide **comfort** to each other.





## Matching people from same hometown

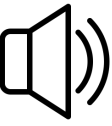
Bonding

Comfort

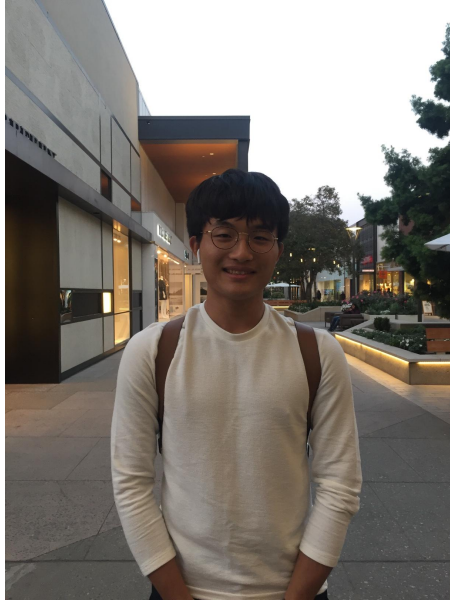
Conversation Starter

Hometown Connection(?)

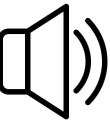
Hometown only **bonds** by starting the conversation.  
Hometown connection may be **weaker** than expected.



## Using audio signal for navigation



People who have gone off course will **go back on route** upon hearing the change in audio.



## Using audio signal for navigation

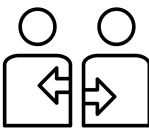
Responsive

Immersed

Freedom

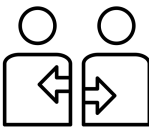
Additional Noises(!)

People could be both **immersed** in the environment and be **responsive** to the audio signals if we only generate sound when going off route.



## One-to-one Favor Exchange

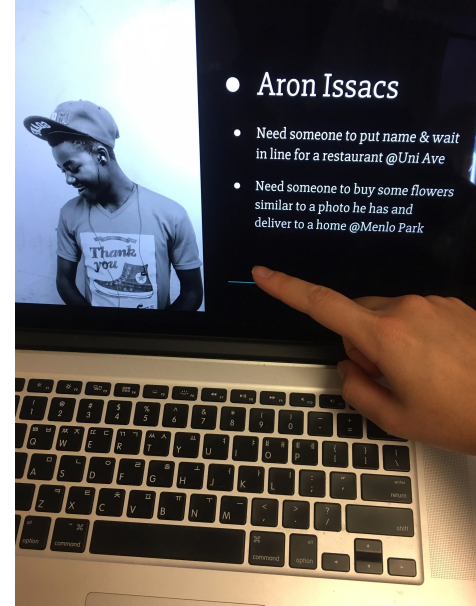
People asking for help will feel **less stressed** when making a transaction using **one to one favor exchange** rather than a direct monetary transaction.



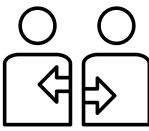
# One-to-one Favor Exchange



- Colin Williams
- Senior @Kairos
- Need an important document delivered from Kairos to Huang
- Need someone who would drop off UPS return package near Stanford shopping center



- Aron Issacs
- Need someone to put name & wait in line for a restaurant @Uni Ave
- Need someone to buy some flowers similar to a photo he has and deliver to a home @Menlo Park



## One-to-one Favor Exchange

Reduce Stress

Monetary Value < Choosing Favor

Friends > Strangers

Social Relationship

Universality

People care about the potential **social relationship** with the person to exchange favor.

**THANK YOU!**



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**Q&A**