

shared decluttering

clutter management through shared experience

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initial point of view

we met



Edith
Okada RF



Professor Snipp
Murray RF

initial point of view

we were amazed to realize that they

keep things in storage, forget what's there, buy new things

it would be game-changing to

give people better awareness of how they organize space and possessions

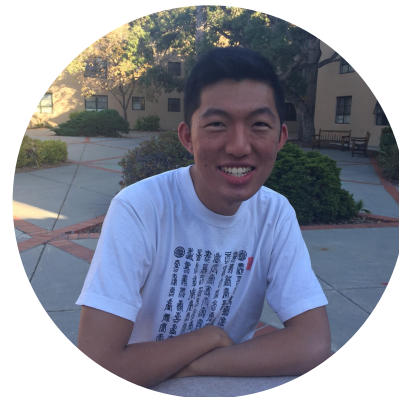
needfinding, round two



Chelsea



Bianca



Cary



Chelsea



Bianca



Cary

“I’m assembling a museum of myself”



Chelsea



Bianca



Cary

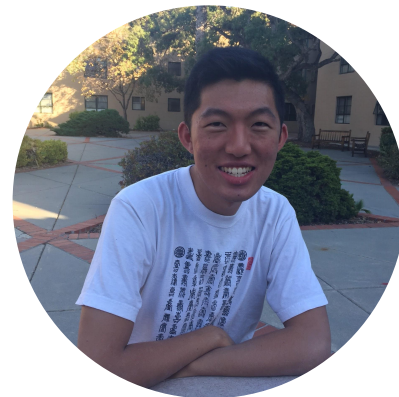
wants to bring objects into the home to make it more personal
challenged by limited space and guilt created by new purchases



Chelsea



Bianca



Cary

hoarding of clutter due to fear of future attachment

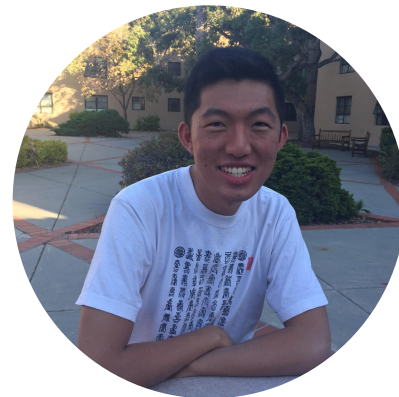
needfinding, round two



Chelsea



Bianca



Cary



Chelsea

we met

Chelsea, a journalist/book critic living in a very small room

we were amazed to realize that she

leaves big boxes of sentimental objects with parents

it would be game-changing to

keep the meaningfulness of these objects without the hassle

how might we

make seemingly useless sentimental
objects a more relevant part of life?

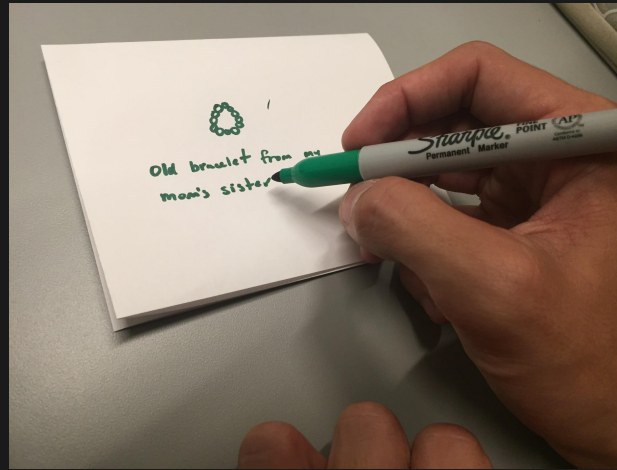
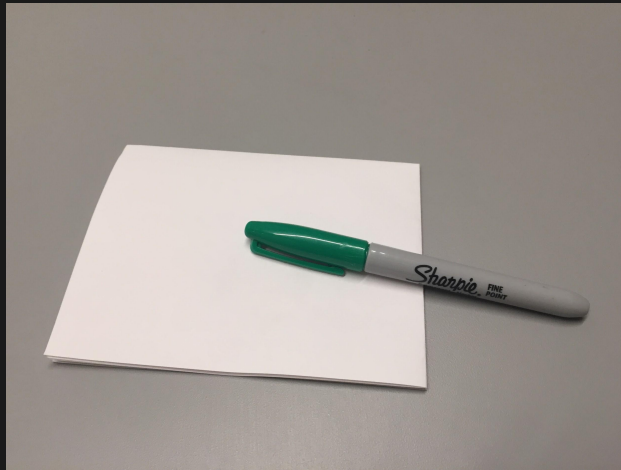
sisterhood of the traveling pants

passing objects

assumptions

people are willing to give up sentimental possessions if they know receiver genuinely wants the gift

shared experiences act as an incentive to do so



- immediate acknowledgement of possession of sentimental yet useless objects
- felt good giving bracelet to someone who would value



- awkward exchange



experience prototype

assumptions

people are willing to give up sentimental possessions if they know receiver genuinely wants the gift

shared experiences act as an incentive to do so

validated assumption

people are more willing to part with unused sentimental objects if they know they will be meaningfully treated



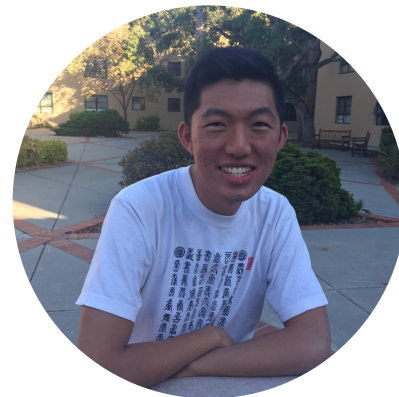
Chelsea



Chelsea



Bianca



Cary



Bianca

we met

Bianca, a student who travels every three months

we were amazed to realize that she

uses luggage as storage for clothes that are out of season, but forgets what's in it

it would be game-changing to

help her not not feel restrained by space

how might we

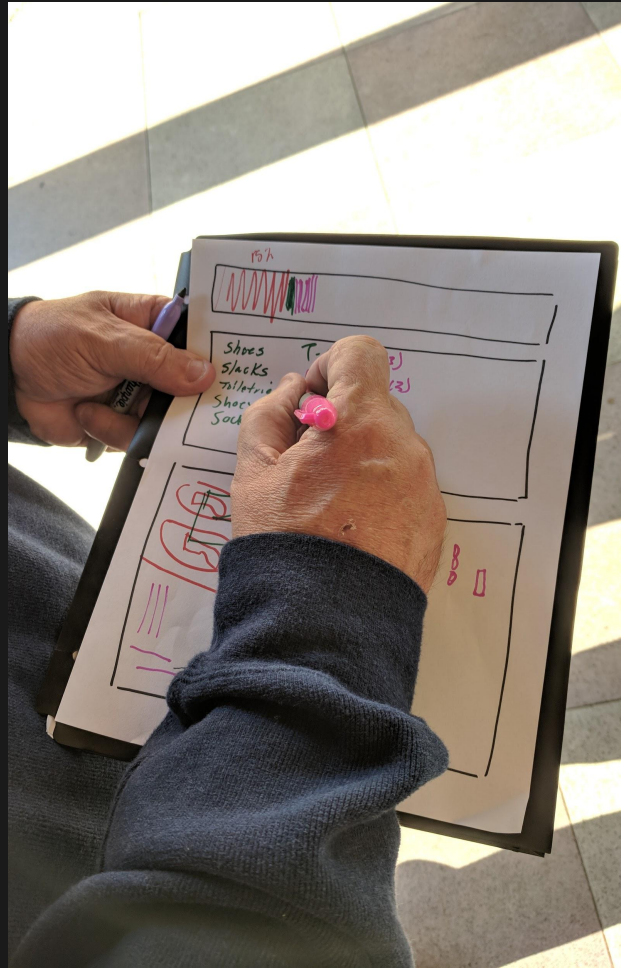
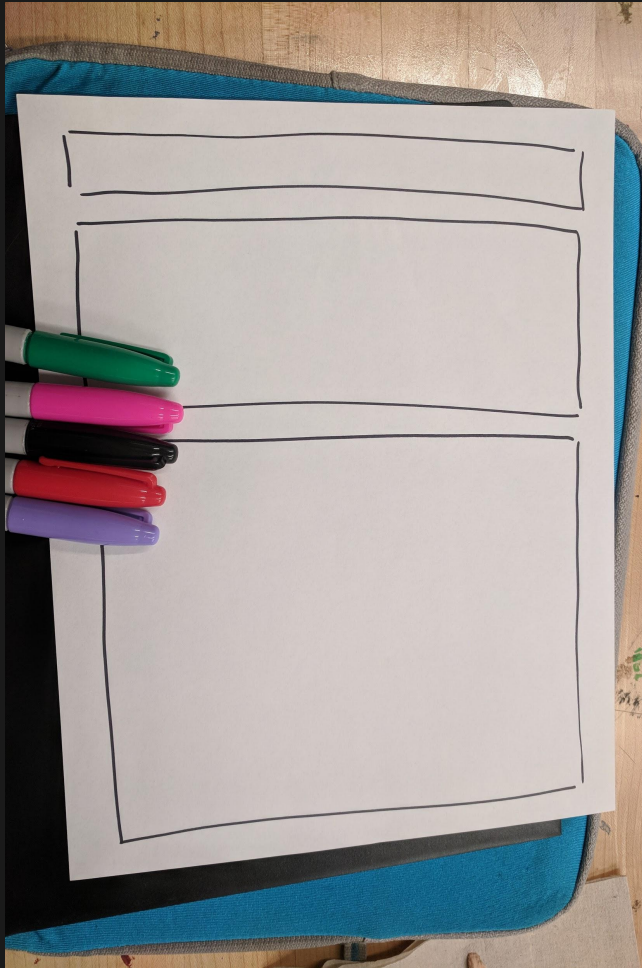
help keep track of and fully utilize
luggage and/or storage?

home outside of home

packing assistant

assumption

people find value in visualizing their items and
planning beforehand when deciding what to pack



- convenient
- relevant & familiar information



- not as practical for short trips
- lack of 3D visualization
- lack of split compartments

experience prototype

assumption

people value visualizing their items and plan
beforehand when deciding what to pack

new assumption

packing visualizations would be more useful for
long-term travelers



Bianca



Chelsea



Bianca



Cary



Cary

we met

Cary, a Stanford CS (AI) senior and a semi-professional Youtuber

we were amazed to realize that he

keeps random objects that he doesn't necessarily feel an emotional connection with at the moment, for fear of developing feelings in the future

it would be game-changing to

help him reconcile his emotions in a way that doesn't take up as much physical space

how might we

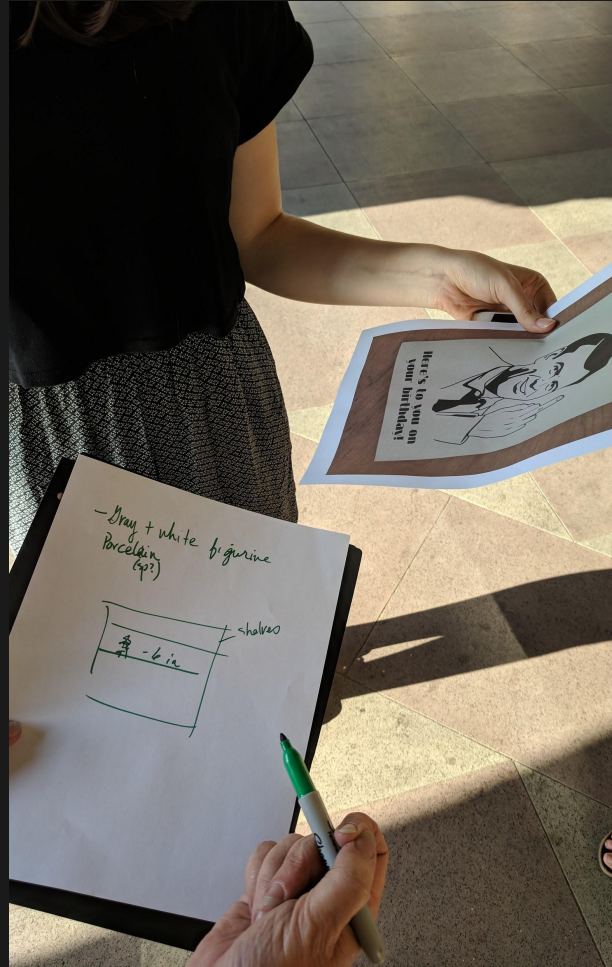
convert sentimental objects into new
experiences that don't take up
physical space?

end of year bonfire

social decluttering

assumption

opinions of others are effective in finding inspiration
and/or functionality in sentimental but otherwise
useless objects



- creatively stimulating
- fun & exciting
- facilitate communication



- suggesting party emotionally removed
- suggested actions often risky & pointless

experience prototype

assumption

opinions of others are effective in finding inspiration and/or functionality in sentimental but otherwise useless objects

new assumptions

act of generating ideas for others is exciting

but there may be more friction in executing more risk-averse, creative ideas

key takeaways

emotional
confidence
passing objects



shared
experience
social decluttering

decluttering of items with **lesser sentimental value**
benefits from **shared and creative** experiences

taking care of **more sentimental objects** benefits from
personal connection to, or reassurance from, the
receiver

questions?