

Transforming Living Spaces

**POVs &
Experience
Prototyping**



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“transitions”

Previously...



--> Targeted shoppers undergoing a transition

Initial POV



We met...

KC, a 60 year old moving in between homes

We were amazed that...

She didn't want to hire movers because she felt they invaded her privacy

It would be game changing to...

Increase the accessibility of being able to move by yourself

transitions



moving



**needfinding
methodology**



Additional Needfinding



Chris



Jimmy



Shalin

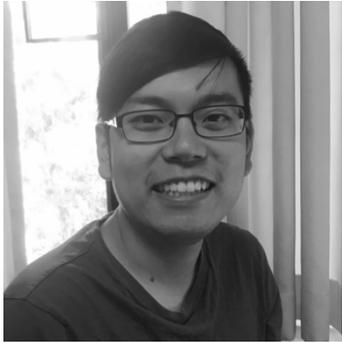


Ann



Albert

Additional Needfinding



Chris



Jimmy



Shalin



Ann

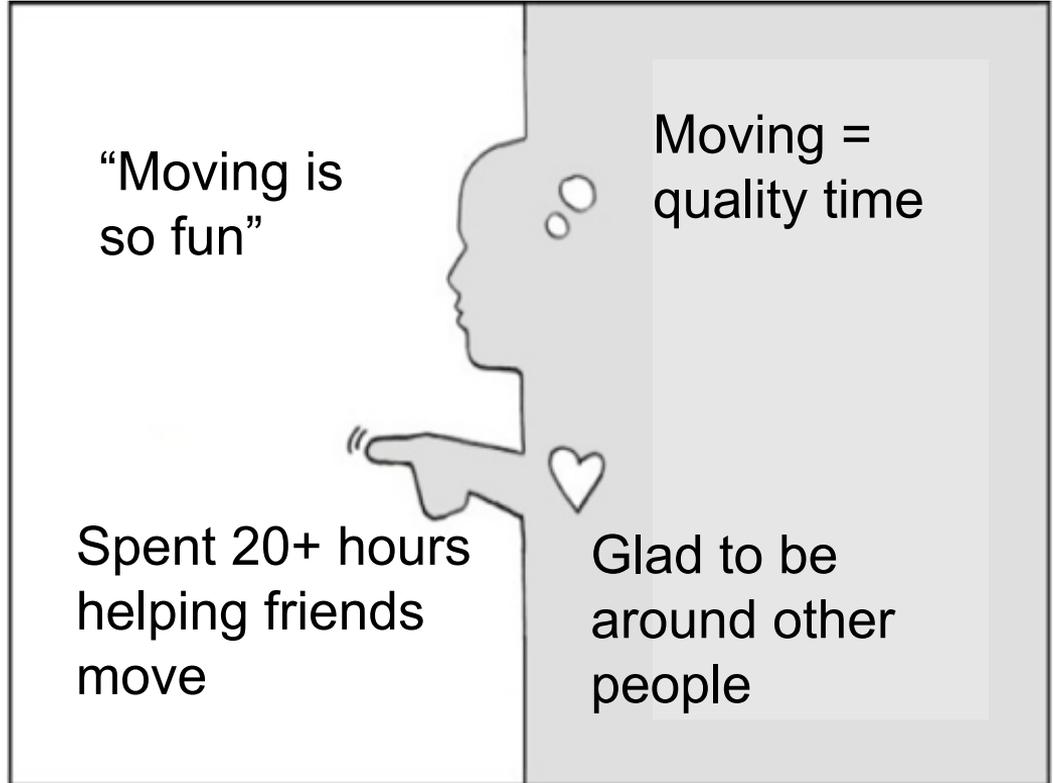


Albert



Jimmy

“We are all
we have.”





flare & focus



1. POV



We met...

Jimmy, a student who likes helping his friends move.

We were amazed that...

He thought of moving as a **bonding** experience

It would be game changing to...

Reframe moving as a **social** experience

1. HMW



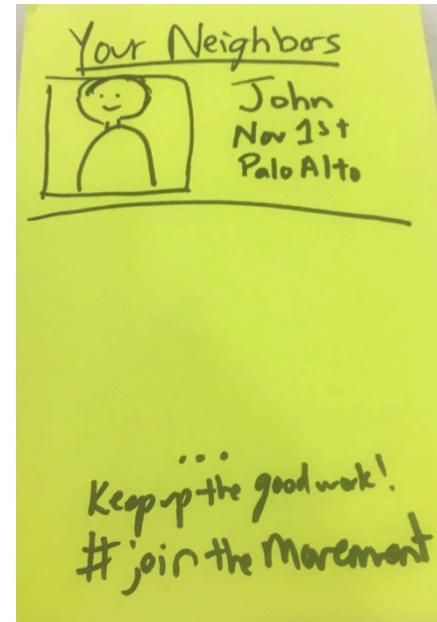
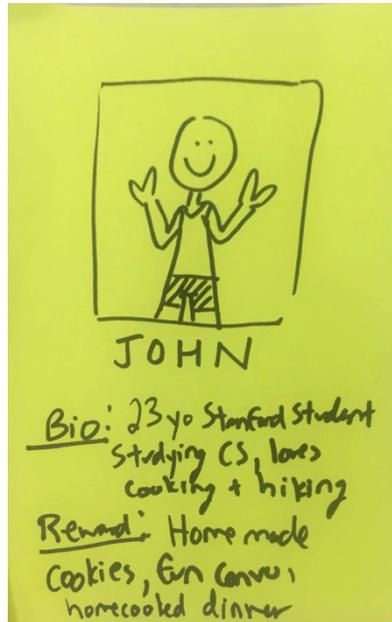
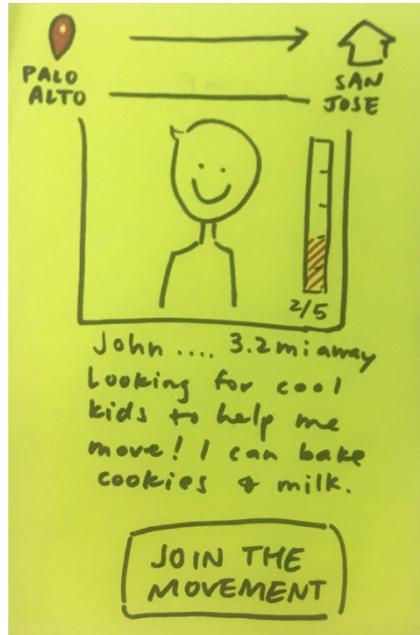
How might we
reframe moving as
a date activity?

1. Assumptions



- People are willing to share their **personal story** with a **stranger**
- People are **willing to help** strangers **move**

1. Prototype



1. Feedback

intuitive purpose



"not something that I'd be interested in." Mark

"is that a thermometer?"



2. POV



We met...

Paula, an **international** home owner

We were amazed that...

She flies with IKEA furniture to her home in Argentina because she prefers their furniture **selection**

It would be **game changing** to...

Bring the **simplicity**, **affordability**, and **universality** of IKEA products to purchasing furniture

2. HMW



How might we
match furniture to
one's personality?

2. Assumptions



- People need help **choosing** furniture
- People want a **way to choose** furniture that is **quirky** and **fun**

2. Prototype



Find Your Fit Retake Quiz

You got: The POÄNG

The right chair for you is the simple and clean POÄNG. Click [here](#) to add to cart.

Image: IKEA.com

[Share](#) [Tweet](#) [Copy Link](#)



2. Feedback

“The quiz makes me realize what I want”

Easy format to understand

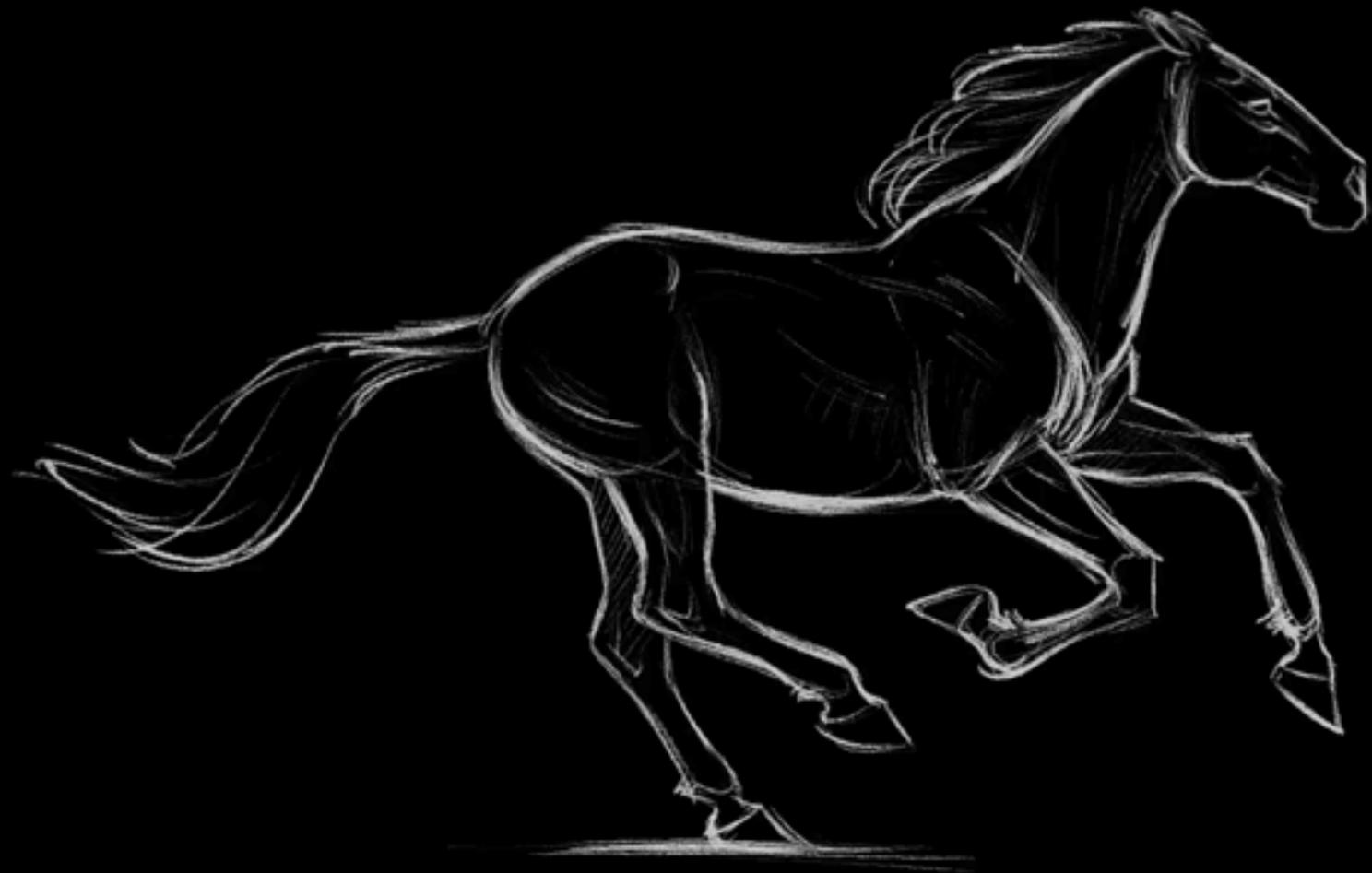


Ron

“I would never buy that!”

Tried to select 2+ options





3. POV



We met...

Danica & Annie, young professionals with busy lives

We were amazed that...

They only used their smart home devices for **basic** tasks

It would be game changing to...

Help technology-enabled homes take **full advantage** of their devices' **capabilities**

3. HMW

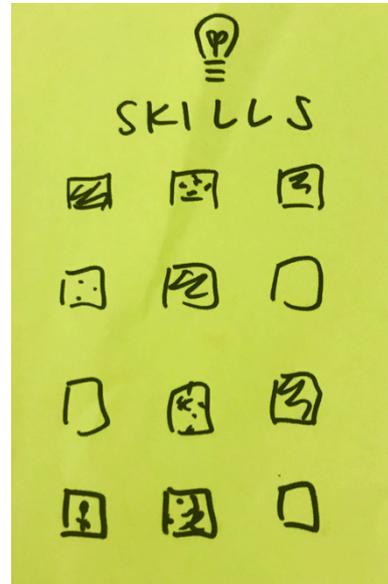


How might we
make training a smart
home device like
training a puppy?

3. Assumptions

- People will **interact** with their smart home device more if it seems to be **dependent** on you

3. Prototype



3. Feedback

“Aww...”

Intuitive

kid-friendly



Andrea

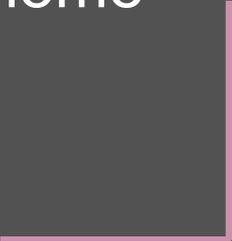
Skill list is
overwhelming

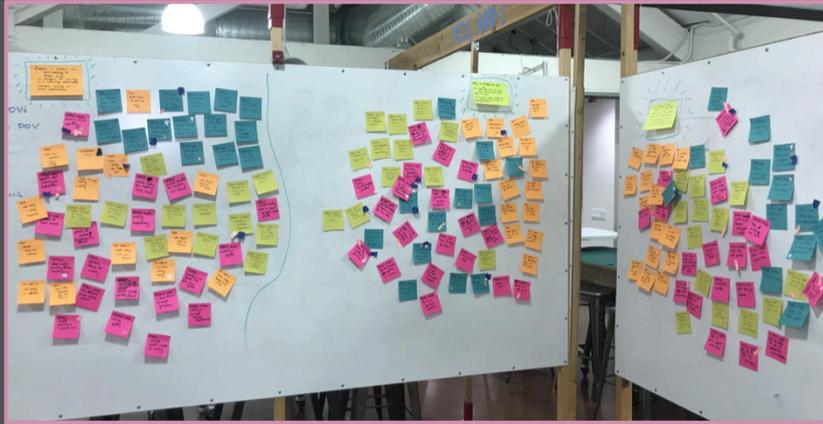




summary



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- Most passionate about “Tamagotchi Alexa” interaction
 - Excited by Andrea's response
 - 1 in 6 Americans have a smart home device
- 



appendix