

POVS and Experience Prototypes

CS 147 Fall 2018

Introduction:



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We are a team of students in the transforming living spaces studio.

Problem Domain

Our problem domain is transitional living spaces. When you normally think of home, you think of a static place you can return to every night. A home is stable, normal, and routine. Our group wanted to turn the concept of home on its head, by questioning how the perceptions of home and living spaces change when people are in a transitional period of their life. From our initial field research, we decided that those who are moving between homes interested us the most.

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 make it easier to move by yourself.

Additional Needfinding Results



Chris



Jimmy



Shalin



Ann



Albert

- We met **Chris**, a recent graduate now working at Facebook and living in Menlo Park. We discussed how he transported his belongings to his new home in Menlo Park. We also discussed his experiences living with 6 housemates.
- We met **Jimmy**, a self-described lover of moving. Jimmy has a car, and enjoys helping his friends move because he thinks of it as quality time spent together.
- We met **Shalin**, a UCLA graduate starting a new job in the Bay Area. He recently moved into an apartment complex with his long-time girlfriend. We discussed the apartment-hunting process and the spontaneity of moving with friends.
- We met **Ann**, a Stanford junior with medical draw. We discussed how moving from her home to a dorm has affected her health, and her troubles when her family moved homes in Union City.
- We met **Albert**, a recent graduate working in San Jose government, who recently moved to Sunnyvale. He has a car, and described moving as stress-free because he has relatively few possessions. We discussed how he manages living in a 3-bedroom apartment with four other people.

Revised POVs, HMWs, Experience Prototypes

Revised POV 1:

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.

POV 1's HMWs:

How might we...

- **How might we reframe moving as a date activity?**
 - POV: Jimmy
- Make moving Insta-worthy?
- Consult far-away parents for moving help?
- Make moving also a way to sell unwanted stuff?
- Get our crushes to move our stuff?
- Let our friends decide what stuff to throw out?
- Let our friends know what stuff we don't want?
- Make asking for moving help cool?
- Make people view moving as exercise?
- Alert our friends we need help moving?
- Reward people for helping us move?

Best Solution 1:

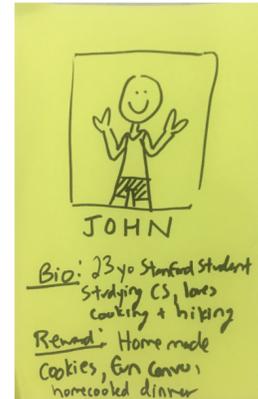
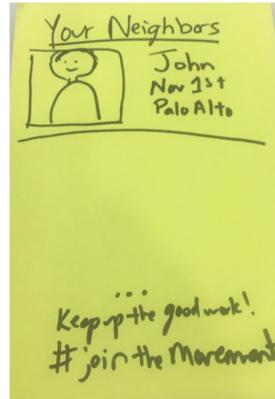
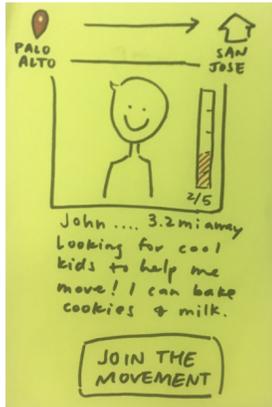
- **Sharing stories while packing/unpacking objects date**
- Moving + sightseeing road trip
- Tinder for furniture recommendations
- Moving as a concert experience

Experience Prototype 1:

Assumptions:

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

Making + Testing Prototype:



We first sketched out a mockup of our prototype on post-it notes. Our prototype was an app inspired by Tinder with the goal of seeing whether people were willing to help strangers move. The leftmost panel is the starting screen. You can click on John’s profile to read more information about him. If you decide to “join the movement,” then John will show up as one of your matches, as seen in the last panel.

We asked Mark, a young, local writer who recently moved to Oakland to experience our prototype. We introduced the situation as, "Imagine a friend has told you about this moving app."

Immediately upon seeing the app, Mark said, "I don't think this is something that I'd be interested in." When asked, he explained that he wouldn't be willing to help John move for milk and cookies, and in fact there wouldn't be anything (even money) that would entice him to help John move.

We learned that the interface mockup that we had drawn was clear and intuitive, since Mark was able to understand what the goal was immediately. From Mark's strong negative reaction to the concept, we also learned that our assumption that people would be willing to help strangers move was false. In fact, we were surprised to find that Mark said that he had never helped anyone else move.

Revised POV 2:

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 selection of furniture. It would be game changing to bring the simplicity, affordability, and universality of IKEA products to purchasing furniture.

POV 2’s HMWs:

How might we...

- **How might we match furniture to aesthetic/personality type?**
 - POV: Paula
- Make furniture shopping as simple as grocery shopping?
- Reduce the number of online options for furniture?
- Make furniture rentable?
- Evaluate how “cool” furniture is?
- Make everyone an IKEA designer?
- Communicate comfort digitally?
- Make having the same furniture as someone else “cool”?
- Make furniture like Legos?
- Use Siri to buy furniture?

Best Solution 2:

- **Quiz style app for recommending furniture & updating w/trends**
- Suggest room set designs - AI interior designer
- Furniture influencer collective
- Rotating, rentable furniture sets
- Match wardrobe to furniture

Experience Prototype 2:

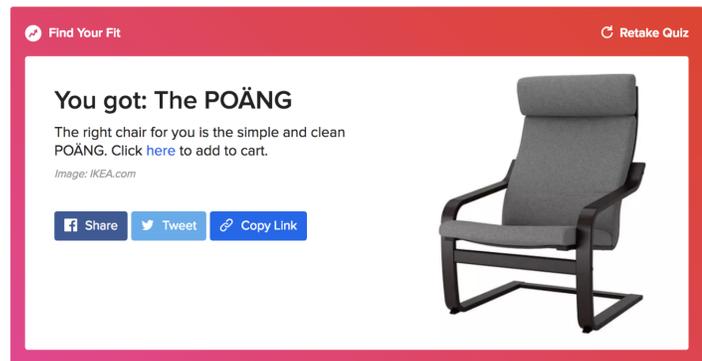
Assumptions:

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

Making + Testing Prototype:

Online Prototype Link: <https://www.buzzfeed.com/clakell/find-your-fit-3n3rw>

Testing Video: <https://drive.google.com/open?id=1k1TKN9AGcezng0JZzbYjYNIu80vHEhP7>



During the solution brainstorming phase for this POV the common theme that emerged was a quiz-style interface that took information from a user about everything from Myers-Briggs personality type to room size and color and then chose the furniture item right for them. We used BuzzFeed’s platform to quickly mock up a prototype interface using stock images.

To test our prototype, we approached Ron, a Canadian student, who was helping his sister pick out furniture for her new apartment. He immediately understood the format of the quiz, and remarked on the importance of the pictures to show an example of an answer. For some of the questions, such as “what do you value most in your furniture?”, he tried to select several options and was held up by indecision. He laughed at his furniture “match”, which initially indicated to us that our assumptions might be invalid - that he finds the process funny rather than useful. However, he additionally said that the quiz helped him recognize what categories were truly important to him in the furniture selection process, which would still be helpful in streamlining the furniture buying experience for users. We might then adjust our assumption to recognize that the process of taking the quiz (which can be more informative than the result) is useful for the furniture buying process.

Revised POV 3:

We met Danica & Annie, young professionals with busy lives. We were amazed that they only used their smart home devices for simple tasks, such as telling time or turning on the lights. It would be game changing to help technology-enabled homes take advantage of all the capabilities of their devices.

POV 3’s HMWs:

How might we...

- **How might we make training smart home devices like training a puppy?**

- POV: Danica & Annie
- Make smart home devices kid-friendly?
- Have smart home devices control our pets?
- Have smart home devices act like a butler?
- Have smart home devices take care of our social media?
- Give smart home devices a personality?
- Have smart home devices reflect our personality?
- Get smart home devices to screen telemarketers?
- Get smart home devices to make a playlist based off what activity you're performing?
- Get smart home devices to clean our home?

Best Solution 3:

- **Anthropomorphic smart home device w/visual status display - smart home device training (like Tamagotchi training)**
- Words of affirmation
- Being able to “flex” how smart your device is to friends
- Make smart home device look and sound cuter
- Have smart home device ask for attention

Experience Prototype 3:

Assumptions:

- People will interact with their smart home device more if it's viewed as dependent on you.

Making + Testing Prototype



We created a paper prototype inspired by Tamagotchi by sketching a mockup app on post-it notes. There were four important steps to test, including the three states of the character - to test the assumption of an emotional response, and the skills interface - to test interest and engagement. We imagine this app to be integrated with your Alexa, so you can check the state of your Alexa's happiness on your phone.

We met with Andrea, an engineer who has an Alexa. We were surprised and excited about Andrea's emotional response: "awww [the character] looks so unhappy,". We learned that the skills and

happiness bars were intuitive. Without prompting, she clicked the lightbulb to display a list of skills. Thus, we felt that our mockup interface worked well.

However, Andrea was unimpressed by the skill panel. She commented that she felt overwhelmed by the many options. She also mentioned that it might be annoying to deal with Sad Alexa too often.

Overall, Andrea mentioned that she often wants to learn how to use more of Alexa's skills and that her children often play games with Alexa. She said that her children would probably enjoy using this app as well. This validated our assumption that people would be interested in interacting with a smart home device that seems dependent on them.

Most Successful Prototype

After our three rounds of testing, we decided to move forward with our smart home device as a trainable pet idea. It emerged as our favorite dark horse idea from brainstorming, and we were further energized by the overwhelming positive feedback Andrea provided. We also considered the density, frequency, and pain points of our proposed solution. Currently, 1 in 6 Americans own a smart home device, accounting for density and frequency considerations. In one third of our interviews, smart home devices were mentioned, and from all of these mentions, our interviewees only used their device for simple tasks such

as telling time and turning on the lights - a clear pain point. Since these devices are used everyday, we saw the biggest opportunity available for change within living spaces and are excited to move forward developing this idea!

Appendix:

Three Revised POVs

1. 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.
2. 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 selection of furniture. It would be game changing to bring the simplicity, affordability, and universality of IKEA products to purchasing furniture.
3. We met Danica & Annie, young professionals with busy lives. We were amazed that they only used their smart home devices for simple tasks, such as telling time or turning on the lights. It would be game changing to help technology-enabled homes take advantage of all the capabilities of their devices.

Three Best HMW Statements

1. How might we reframe moving as a date activity?
 - a. POV: Jimmy
2. How might we match furniture to aesthetic/personality type?
 - a. POV: Paula
3. How might we make training smart home devices like training a puppy?
 - a. POV: Danica & Annie

Three Best Solutions

1. Sharing stories while packing/unpacking objects date
2. Quiz style app for recommending furniture & updating w/trends
3. Anthropomorphic smart home device w/visual status display - Smart Home Device training (like Tamagotchi training)

Three Experience Prototypes

1. Paper prototype of moving “Tinder” app
2. BuzzFeed quiz w/furniture recommendations
3. Smart home device w/eyes, paper prototype of “pet” app