



Feeling at Home

POVs and Experience
Prototypes



Our Team



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We met May, a Foothill College student living in a shared apartment, and Mark, a Stanford senior and house manager in a co-op.

We were surprised to learn that they have troubles communicating expectations and responsibilities with people they are sharing their living spaces with.

It would be game-changing to find a means to establish that mutual expectation in a non-biased, emotionally neutral way.



1

Additional Needfinding

Let's get some new faces



Kéanu

A junior and RA at Stanford

Lived with the same roommate, Rob, despite conflicts, for two years

“

*It never felt like my
space because he was
physically and mentally
blocking it*



Rob

A junior at Stanford

Kéanu's roommate for the past two years

“

*Having a roommate
was good, uh, yeah,
pretty good... we did
fight at the end of both
years, which was
stressful*



Jesus

A junior at Stanford

Current RA in a four-class dorm



Public humiliation

*Too broke and lazy to
decorate*



2

Revised POVs & HMWs

Let's write this up



We met May, a Foothill college student, and Kéanu, a Stanford junior serving as an RA this year, both of whom have lived with roommates in the past few years.

We were surprised to learn that they have trouble communicating expectations and verbalizing conflicts with roommates they share their living space with.

It would be game-changing to find a means to establish mutual expectations and resolve conflicts in a non-biased, emotionally neutral way.

How Might We

help people understand and articulate what “common sense” in living preferences means to them and to those they live with?



We met Michael, a young professional working at Amazon and living in a Palo Alto townhouse.

We were amazed to realize that he considered decorating to be an overwhelming endeavor requiring substantial research and design knowledge.

It would be game-changing to help him reflect his individuality and values in his living space in a stress-free, fulfilling manner.

How Might We

help people feel less overwhelmed and more supported in discovering their own personal aesthetic preferences and bring them to realization in decorating their space?



We met Mark, a student living in a co-op, and Jesus, an RA in a college dorm.

We were surprised to learn that positive peer pressure works the best in keeping common spaces clean.

It would be game-changing to utilize community perception to stimulate good behavior in respecting common spaces.

How Might We

maximize the use of positive peer pressure in maintaining cleanliness in common spaces while limiting punishment as a driver of action?



3

*Solutions and
Experience Prototypes*

Prototype 1: Know Thyself

Assumption: people care enough to want to understand their living preferences



Will R.
Roommate Preferences

1. How okay would you be with a roommate coming into the room drunk?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10

not okay totally okay

2. How okay would you be with a roommate who leaves the room messy?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10

not okay totally okay

3. How okay would you be with a roommate who plays loud music?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10

not okay totally okay

4. How okay would you be with a roommate sexting you without warning?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10

not okay totally okay

5. How okay would you be with a roommate who always has friends over?
Mark only one oval.

1 2 3 4 5 6 7 8 9 10

not okay totally okay

(+) Results adjusted based on videos, saw personal connection

(-) Seemed a bit impatient and uncomfortable

Surprise Indicated increased comfort post-videos

New learning Personal association can increase degree of comfort



Assumption: people care enough to want to understand their living preferences

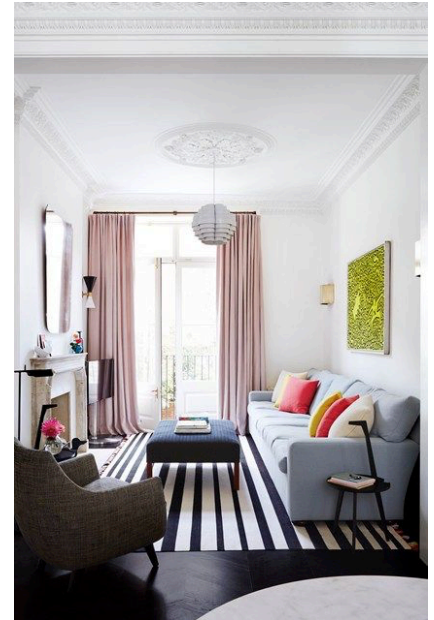
New Assumption: people do care, but creating an engaging product is the key

Prototype 2: Decor Consultants

Assumption: people in our user group are willing to pay for decoration services



Churesh, young scientist
living with his wife
Subject preferred not to be
photographed





\$1500 for a room like this

(+) Will to pay proportional to permanence of space

(-) Worried about upsetting wife by outsourcing task

Surprise Willingness to invest a lot of money into decor

New learning Important to include friends/ family in decor decisions



Assumption: people in our user group are willing to pay for decoration services

New Assumption: people are willing to pay, but including the opinions of who they live with is essential

Prototype 3: Rotation of Items

Assumption: people are willing to go through the effort to use a platform instead of Free & For Sale, and they don't want to just abandon their belongings

The screenshot shows a user interface for a 'Free & For Sale' group. On the left is a sidebar with navigation links: 'Free & For Sale', 'Open Group within Stanford', 'About', 'Discussion' (highlighted), 'Announcements', 'Items for Sale', 'Your Items', 'Members', 'Videos', 'Photos', 'Events', and 'Files'. The main content area is titled 'Items for Sale' and includes a link to 'See All 5,284 Items for Sale'. A grid of six items is displayed:

- A floral dress on a hanger, priced at \$5.
- A collection of textbooks including 'physics' and 'CALCULUS', priced at \$40.
- An Olympus camera with a lens, priced at FREE.
- A graduation cap and gown, priced at \$100.
- A wooden table, priced at FREE.
- A collection of books including 'The Second Sex', 'PARADISE BUILT IN HELL', and 'The Koran', priced at \$5.



(+) Agree that current process is frustrating and unfulfilling

(-) First thought is Free & For Sale

Surprise Purchased futon despite lack of good options

New learning Prefer reaching out to friend groups and purchasing from familiar people



Assumption: people are willing to go through the effort to use a platform instead of Free & For Sale, and they don't want to just abandon their belongings

New Assumption: people would use a different platform because existing pages are frustrating; but they prefer to buy from people they know

The Winner

Use **experiential learning** with exposure to virtual situations to help people understand their level of comfort. Rather than the roommate survey forms that exist now, we **immerse** people in scenarios to illustrate common roommate or shared living space issues.





Summary

Huge needs for understanding one's living preferences, reflecting individuality through decor, and rotating home items

People want their loved ones involved!

Next steps include addressing our new assumption and developing a concept video

Questions?

Thank you for listening!