

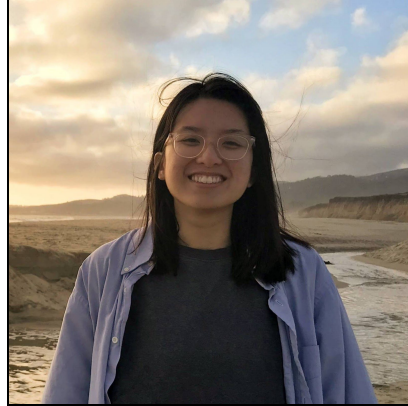
## CS 147 - Travel Studio

### Assignment 2: POV, HMW, and Experience Prototypes

## MEET THE TEAM



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Vy M.



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## PROBLEM DOMAIN

Since our studio theme is travel, our problem domain deals with emotional journeys and memories as a form of time travel. In our initial needfinding results, we focused on learning how people capture memories, from a more professional standpoint, even discussing memory loss with a professional psychologist. Moving forward, we wanted to gain insight about memory loss from a more personal point of view and explore other ways of capturing memories.

## INITIAL POV

We met Jiamin, who defines “strong memories” as memories that are associated with strong emotions/feelings. We were amazed to realize that her favorite place gives her the same feeling that she experienced during her favorite memory. It would be game-changing to help her connect other strong memories to this same feeling.

## ADDITIONAL NEEDFINDING



We talked to Joyce Beattie, a retired Palo Alto resident, who suffers memory loss due to aging. We learned that routine can be subverted by memory loss. For example, she felt “frustrated” because she almost missed her stop on a bus route that she used to know well. Joyce has also moved seven times in the past six years, pushing her into new, unfamiliar environments and worsening her memory loss issues.

We skyped Sharon Liu, whose aunt suffers from Alzheimer's. Though she herself does not have memory loss, Sharon was able to give us insight into the life of her aunt. Sharon's aunt seemed to have a difficult time coming to terms with her condition due to the stigma associated with it. Sharon expressed her deep concern for her aunt, explaining that she encourages her family to have more patience when it comes to taking care of her aunt.



We talked to Cary Huang, a Stanford student who has a vlogging channel on YouTube. Cary explained how he uses his vlogs as an outlet for his pent-up emotions and rants about issues he feels are important to highlight for his audience. He also likes re-watching his old YouTube videos because it allows him to learn more about who he was, how far he has gotten, and what his future goals are.

## REVISED POVs

### POV #1: CARY

We met Cary, a YouTuber who enjoys re-watching his vlogs about his daily life. We were amazed to realize he doesn't use other social media platforms (i.e Facebook and Twitter) because he thought it was difficult to navigate to older memories on these platforms. It would be game-changing to give people an easy way to access their memories from the past.

(Sample) How might we...

- Allow people to spontaneously "walk down memory lane?"
- Use emotions/feelings associated with memories to make filtering for old memories easier?
- Include other people in the process of cataloging memories?

### POV #2: JIAMIN

We met Jiamin, a millennial who chooses not to capture photos to remember her memories. We were amazed to realize that she doesn't take photos because she feels it disrupts her ability to live in the moment. It would be game-changing to give her a non-disruptive way to capture her memories.

(Sample) How might we...

- Make recording memories as easy as thinking thoughts?
- Create a new way to capture memories that doesn't include taking a photo?
- Make it so that people don't want to record memories?
- Make it so that people remember events spontaneously throughout their daily lives?

### **POV #3: WILL**

We met Will, a Filipino-American that lives in San Francisco. We were amazed to realize that his favorite place in San Francisco gives him the same feeling that he experienced during his favorite memory, watching fireworks in the Philippines. It would be game-changing to help him discover more places in San Francisco that remind him of home.

(Sample) How might we...

- Use his emotions as a “litmus” test for places that remind him of home?
- Bring the Philippines to him, instead of taking him to places that might remind him of the Philippines?
- Make him have the same “woah” feeling outside of the context of a place?

## **FINAL HMWs**

1. Make revisiting memories a personal learning experience (POV #1)
2. Find a new way of capturing memories, focusing on our senses (POV #1)
3. Create an interactive/hands-free way to help you feel more in the moment while capturing a memory (POV #2)

## **BEST SOLUTIONS**

1. Create a journal that allows users to look back at their past memories and relate them to their present selves (HMW #1)
2. Make a public playlist that allows people to associate music, memories, and places (HMW #2)
3. Collect photos from friends, family, security cameras, and satellites, using face recognition to gather relevant photos for the user (HMW #3 - DARK HORSE IDEA)

## **EXPERIENCE PROTOTYPE 1: THE TIME TRAVEL JOURNAL**

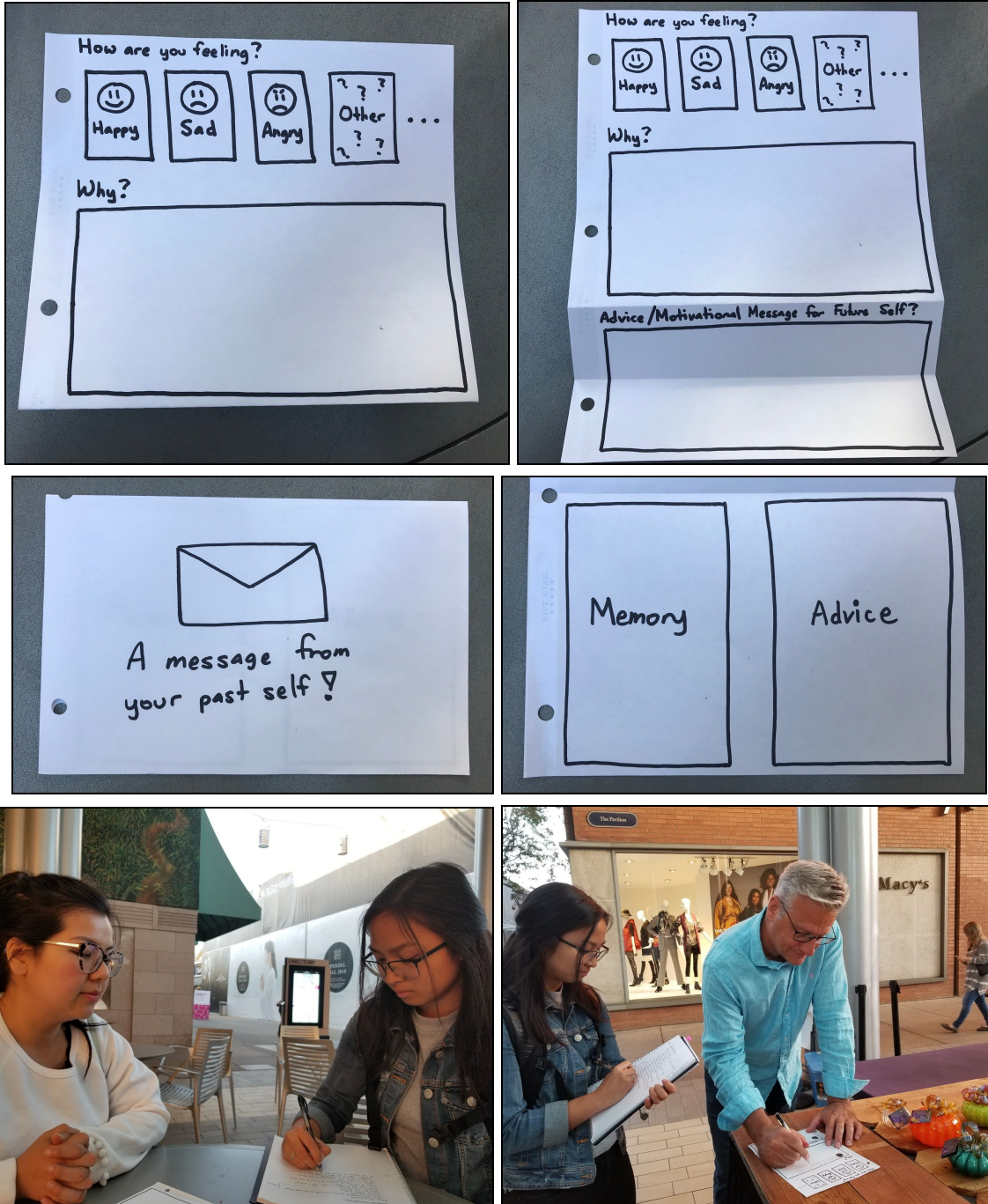
For this prototype, we tried to address Solution #1. We assumed that people want to look back on their memories (Assumption #1). We also assumed that advice from their past self could guide them through a negative experience or remind them that they have persevered through similar negative experiences before (Assumption #2).

We created a paper prototype that allowed users to select an emotion and then explain why they chose that emotion. If the user chose “sad” or another negative emotion, we would ask them to leave advice for their future self. Then, the user would receive a message with a similar negative memory and advice from their past self. If the user chose “happy” or a positive emotion, we would simply share another positive memory.

We went to the Stanford Shopping Center and asked three random people to test our prototype. All three people enjoyed the idea of being reminded of a positive memory after submitting a positive emotion. However, there were mixed reactions to being reminded of a negative memory. Although they all agreed that receiving advice from your past self would be helpful, one felt strongly against being reminded of a specific negative memory as it might deepen one’s current

negative emotion. Another user thought the inclusion of the memory might strengthen the advice. Other suggested changes were: including photos/videos in entries and prompting the user to give advice a few days after entering a negative entry to allow them time for coping.

Assumption #1 was partly correct in that some people enjoy remembering positive memories, but some are against revisiting negative ones. We confirmed Assumption #2, but also learned that the timing of advice is crucial. For example, a person in current crisis is not in the position to give or receive advice.



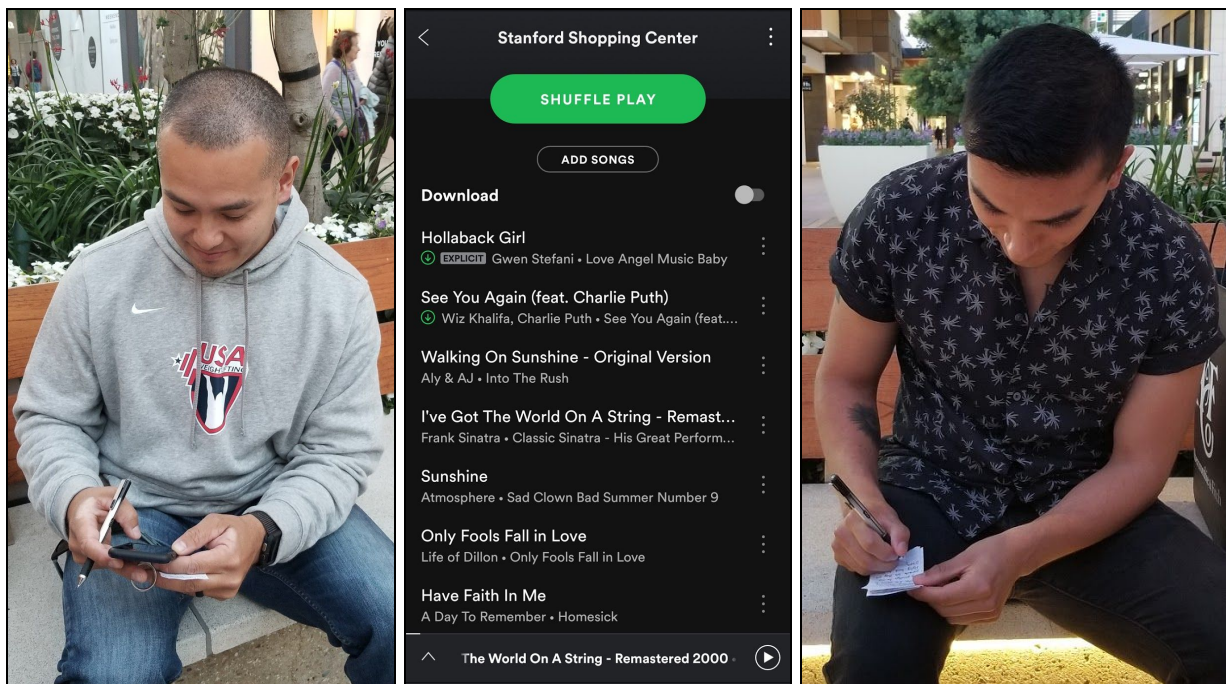
## EXPERIENCE PROTOTYPE 2: WALKING DOWN MUSIC LANE

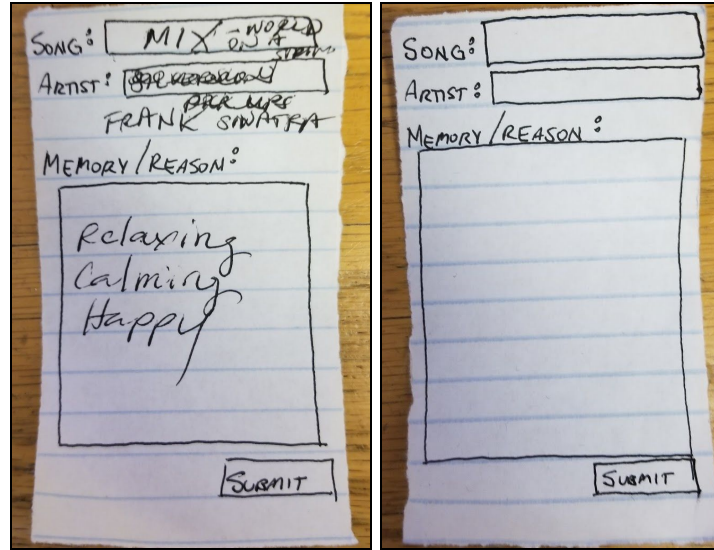
We created this prototype for Solution #2. We assumed that people associate music and memories to places (Assumption #1). We also assumed that people would enjoy reading memories from other users and listening to songs others associate with a place (Assumption #2).

We simulated a playlist-making app using paper and Spotify. We first had the testers write a song they associated with their current location and then the reason behind their choice. After “submitting” their entry, they were given a playlist of songs that others associated to the place. If they clicked on a song, they were presented with the reason/memory associated with it.

We went to the Stanford Shopping Center and asked three random people to test this prototype. All three people enjoyed the overall concept and expressed their interest when reading others’ explanations for a song choice. Though they found it quick and easy to use, one of them suggested that we help users narrow down song choices by providing options of genres tied to the place or time of day. Another suggestion that really stood out was the idea of including a “meter of feelings” to help users filter songs in the playlist that suit the mood they’re feeling.

Assumption #1 was strongly confirmed by one user. We also confirmed Assumption #2, learning that we need to think about what would happen if multiple people chose one song.





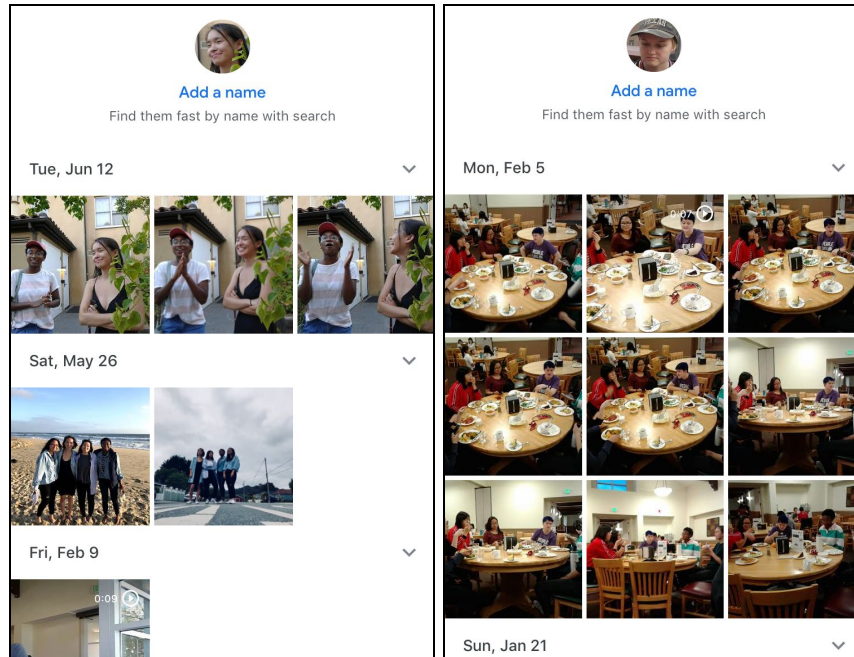
### EXPERIENCE PROTOTYPE 3: DARK (HORSE) MEMORIES

For this prototype, we tried to address Solution #3. We wanted to test the assumption that people wouldn't be okay with photos being recognized by AI (Assumption #1). We also assumed that it would not be a hassle to sort photos by emotions (Assumption #2).

Because we had to create a personalized album, we tested this prototype on two of our friends, one being Jiamin, whose needfinding interview inspired this solution. For each person, the personalized album had pictures of the user from friends, filtered using Google Photos AI. We then asked them to associate one emotion to each photo.

Alaiah, the other prototype tester, expressed concerns about using security cameras and satellite imaging as the purpose of these devices is primarily for public safety. He was also unsure about whether or not he would use this app because of privacy issues. However, he seemed more willing after discussing the idea of a private archive. Jiamin also became more open to the idea of a private archive, but was concerned about only seeing photos of herself as she also enjoys looking at photos of her friends. Overall, Jiamin clearly expressed that she would not be a user of this app for it would "turn everything into a photoshoot," just like Instagram.

Assumption #1 was incorrect as people were okay with the use of AI. However, we learned that they were more concerned with the use of security cameras and satellites. We confirmed Assumption #2, but were given suggestions to allow more freedom with the word limit for describing an emotion.



## BEST PROTOTYPE

We believe that **Walking Down Music Lane** was our best prototype as it elicited the most excitement from the testers. Their excitement was contagious after seeing them read the first reason/memory and understanding the purpose of the prototype. The concept and design were simple enough for the testers to understand without much explanation from us, and the connection between music and memory felt intuitive to the users. We were given the most useful feedback that we will definitely take into consideration when continuing with this idea. Seeing their reactions definitely made us excited to possibly build upon this prototype for our final project.