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# Point of Views & Experience Prototypes

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# Our Team: PARG



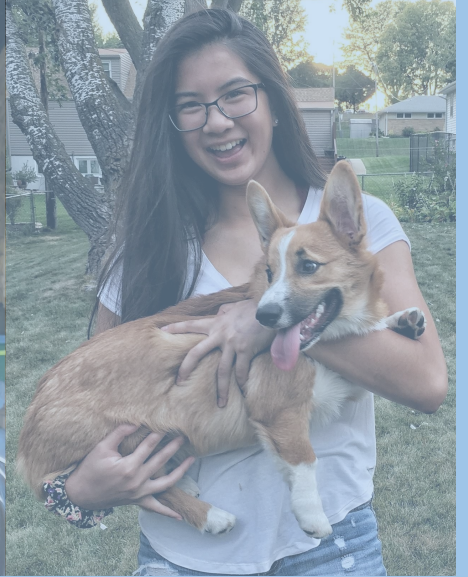
Peter  
Camacho



Alyssa  
Romanos



Ryan  
Chen



Gabby  
Delos Reyes

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# Our Team: PARG



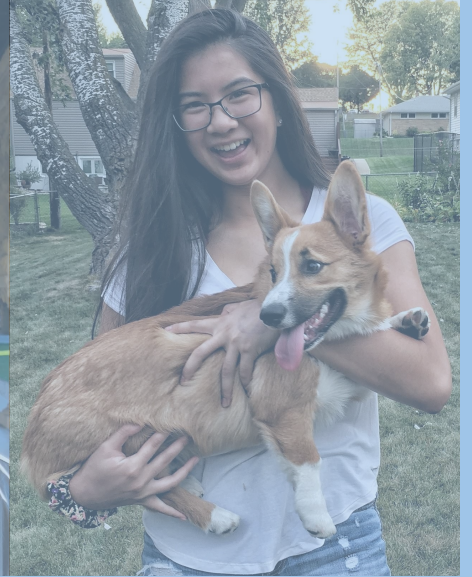
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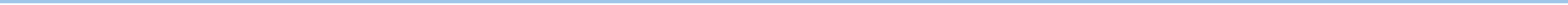


Gabby  
Delos Reyes

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# Problem Domain



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Our problem domain lies in the **intersection** of **civic engagement** and **transportation** in the **Bay Area**.

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We've found a **tension** in **transportation and accessibility** with **civic events** and decided to see what domains **motivate** people to be civically engaged.

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# Problem Domain

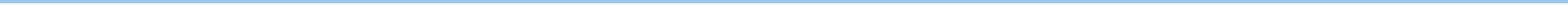
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# Initial POV Statement











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# Focused Needfinding



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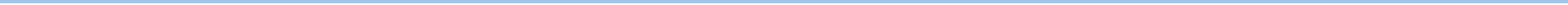
In our additional set of interviews, we focused more on **how** public transportation affected being civically engaged and how the two look together.

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# Our Participants



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# Our Participants



Christine



Win



Michael

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# Our Participants



Christine



Win



Michael

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Christine



Win



Michael

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# Our Participants



Christine



Win

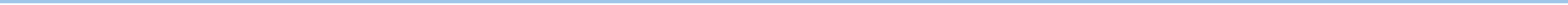


Michael

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# Focused Needfinding Insights



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- Civil disobedience poses potential harms to public transit



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# Focused Needfinding Insights

- Civil disobedience poses potential harms to public transit
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  - Time and distance affect desirability of events
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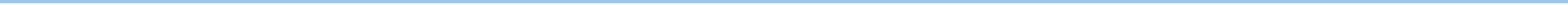
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# Focused Needfinding Insights

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# Revised POV Statements













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# How Might We...

make **adjusting** one's typical **commute** a  
**delightful** experience?

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# How Might We...

**connect** people with **similar interests** while  
**waiting for a bus/train?**

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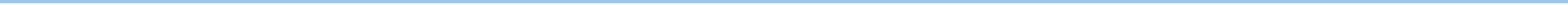
# How Might We...

make **engaging** civically seem like a **casual dinner** with **friends** that encourages **building community?**

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# Experience Prototypes



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# Experience Prototype 1

## Sticky Notifications



Indigenous Peoples' Day  
Candle Vigil  
- Where: White Plaza  
- When: Oct. 14  
7-9 pm

- Immigration Rights Rally  
- Where: White Plaza  
- When: Oct 11  
12-3 pm

How to decrease landfill waste:  
a talk.  
When: Anillaga Dining  
When: Oct 11,  
6-7 pm

# Assumption

People will be **interested** in events that are happening **near** them and want to be **aware**

[Image of sticky note notification of events happening locally, the subject wanted to stay anonymous]



- Subject liked the personalized notification idea with regards to daily commute



- Pre-existing time commitments can be an impediment





# Surprises

Busy schedules will have an impact regardless of what events a person is interested in

# Learnings

Interests in events increases when aligned with the daily commute

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# Experience Prototype 2

## Event Hub



...

What was your experience with this activity like? \*

Long answer text

Did you find any events on the doc that suited your interests? If not, did you add any events that matched your interests? \*

Long answer text

Were there any events that you felt hesitant to mark interest in? If so, why? \*

Long answer text

Were there any events that you didn't originally know of/think about that you were interested in? Is there any reason why you think you might have been interested in the event(s)? \*

Long answer text

How likely do you think you would be to actually attend any of these events? \*

Long answer text

For any events you were on the fence about, if one of your friends were going to an event, do you think you'd be more likely to go? \*

Long answer text

[Image of some of the questions from the closing survey]

# Assumption

People have an inherent **want** to **engage in events** with **people around** them



- People were very engaged in adding events/finding events of interest



- Activity seemed a little crowded at time (too many people editing at once sometimes created confusion)



# Surprises

- Influence of peers/friends seems to be less present in older people

# Learnings

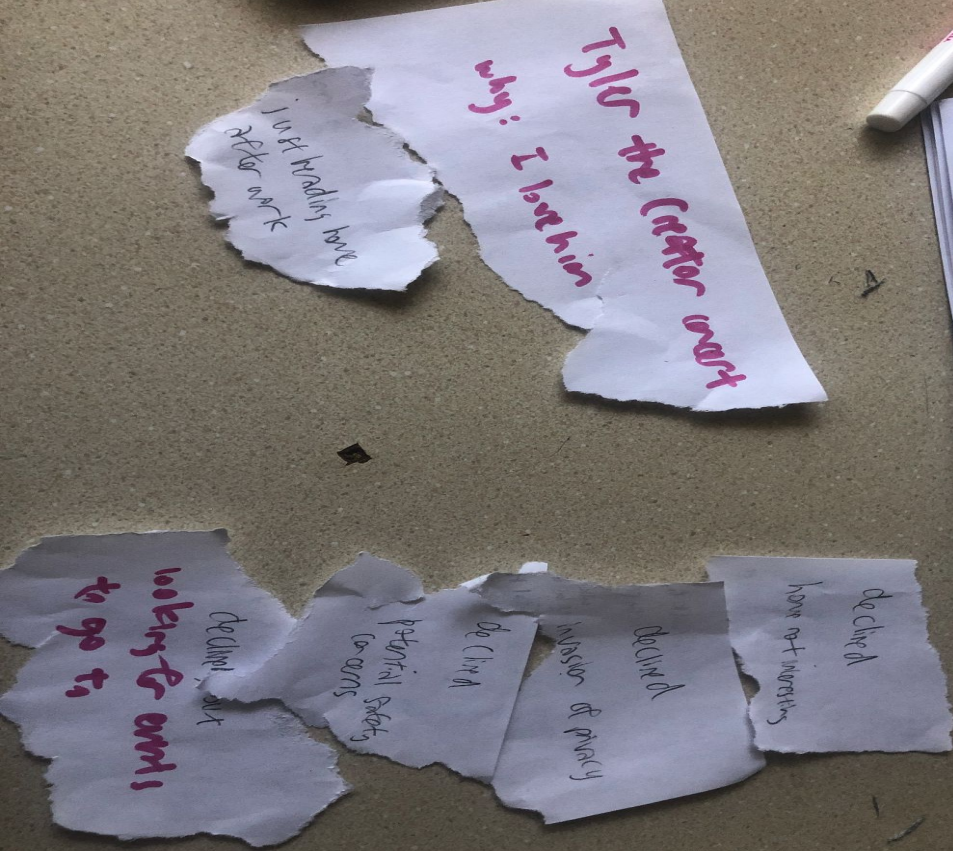
- Distance typically will decrease interest in event
  - People are inclined to follow along with what friends/peers are doing (paper-trail effect)
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# Experience Prototype 3

## Destination-Based Communities





[Image of some of the participants' destinations]

# Assumption

People want to **meet** other people going to **similar places** and people **want to notify strangers** where they're **going to**

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- People have clear reasons why they are going to their destinations



- People don't openly want to share intimate details of where they are going, particularly with daily commute





# Surprises

Information sharing isn't always a two-way street

# Learnings

Only willing to share if event is significant

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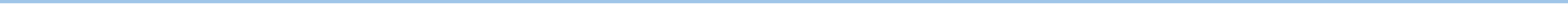
# Moving Forward

## Sticky Notifications + Event Hub



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# Summary



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# Summary

- People want to engage in events with people around them (peers, friends, etc)
  - People are interested in and want to be aware of what's going on around them
  - Next step: What is the best form(s) of delivering this information to people? How does it differ amongst different demographics?
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# Questions

