Point of Views & Experience Prototypes



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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.









Christine Win Michae



Christine



Win



Michael



Christine





Michael











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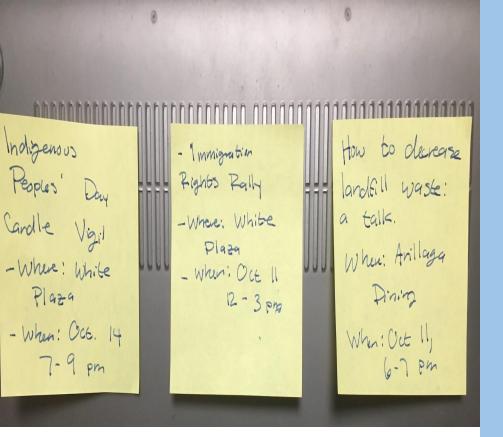
make engaging civically seem like a casual dinner with friends that encourages building community?

Experience Prototypes



Experience Prototype 1 Sticky Notifications





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

Assumption

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

 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

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

[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

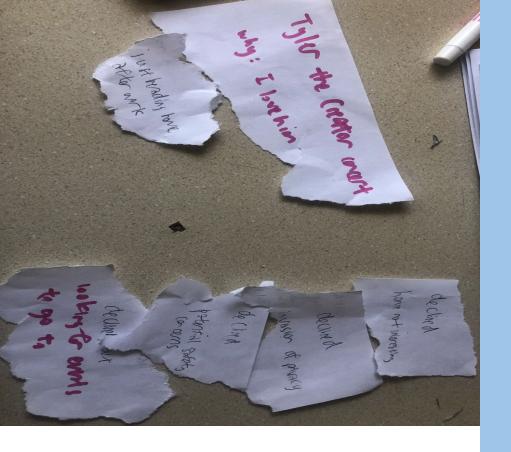
Learnings

 Distance typically will decrease interest in event

 People are inclined to follow along with what friends/peers are doing (paper-trail effect)

Experience Prototype 3Destination-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

 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

Learnings

Information sharing isn't always a two-way street

Only willing to share if event is significant

Moving Forward Sticky Notifications + Event Hub





Summary



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- 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?

Questions

