

DEFINING SOLUTIONS



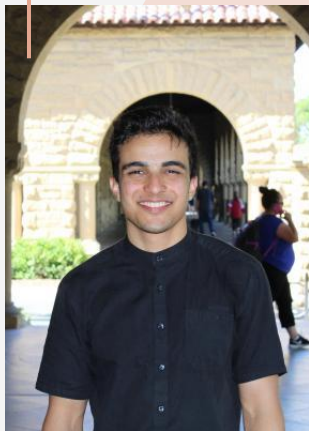
RetroSpec

PRIYANKA



Major: CS (AI)

ZAKARIA



Major: Political Science

JO



Major: CS (Biocomp)

Initial POV

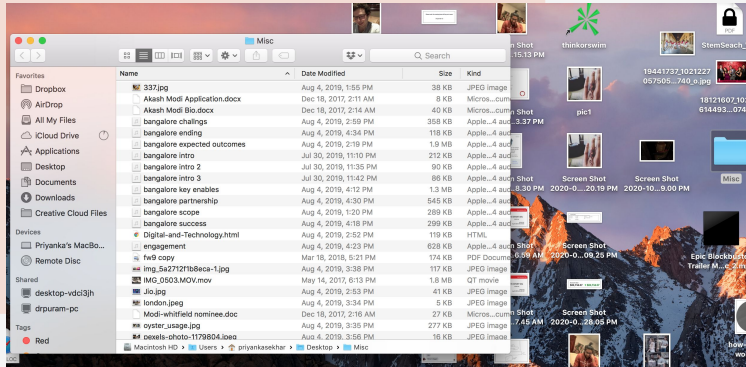
We met Harish, a student struggling to find old pictures of his recently deceased cat, Misty.

We were surprised to realize that although he hated stopping to take pictures in the moment, he was grateful that his girlfriend was constantly documenting their shared life and thus had lots of pictures of Misty.

It would be game changing to source pictures from everyone in your network of specific loved ones.



NEED-FINDING INTERVIEWS Pt 2



“I never delete files on my computer... I love looking through GroupMe chats and old homework, it's a complete record of my state of mind at the time”

Fatima

Who: Berkely, 25
Why: International Student
Where: Tennessee
How Comp: N/A



NEED-FINDING INTERVIEWS Pt 2



Janette

Who: Tech Employee,
25
Why: Loves taking
pictures
Where: Santa Cruz
How Comp: N/A



"I'm worried about knowing enough about extended family... it would be cool if there was some kind of Facebook memories but for my ancestors, like today is when your great great grandparents were married."

POV 1

We Met Fatima, an international law student who associates memories with location, who is struggling to manage relationships and memories across multiple continents because **frequent moves** and vastly disparate life experiences make it difficult to keep track of important stories.

We Were Surprised to Notice While she said pictures and videos were important, reviewing her **written todo lists, notes, journals, GroupMe histories, and homework assignments evoked the strongest emotional responses** because they “told a story” and helped her feel more connected to the people overseas with whom she struggled to stay in meaningful contact with.



POV 1

We Wonder if this Means that **stories artifacts tell are more important than the medium**. Because Fatima isn't generating new stories with her international friends and is unable to relive old stories, we wonder if she feels disconnected and isolated from her past and wants collected artifacts to tell a larger story that is important to her.

It Would be Game Changing to turn **disparate artifacts** into a personally meaningful "narrative"



POV 2

We met Noel, an undergrad college student at UCLA who remembers events/memories through shared pics/vids with her friends.

We were surprised to realize She found **low quality snapchat photos to be more meaningful than higher quality photos** because they felt more “candid.” Noel would often save these photos locally using snapchat and enjoyed seeing the candid pictures from others, but did not feel like there was a good way of collecting and reviewing candid photos from friends since Instagram felt too “posed.”



POV 2

We wonder if that means that “posed” pictures are less valuable to Noel because they **disrupt from the immersive experience** happening in the moment. We wonder if Noel shows more excitement for her blurry candids compared to her well framed Insta pics because stopping an experience to document it actually causes her to detach from the fun she’s having, making the experience less worthy of documentation.

It would be game changing to Create a fun way to **collect authentic candids without disrupting physical and mental immersion** in the “here and now”



POV 3

We met Cindy, a 50 year old mother who was terrified of forgetting important memories of her late stepfather and **regrets not documenting him more.**

We were surprised to notice she **longed for voicemails and other *audio*** from her stepdad because she was afraid of forgetting what he sounded like. She also enjoyed reviewing these memories but didn't like collecting them (i.e. picture/video taking, etc.).



POV 3

We wonder if this means current ways of **collecting memories are an unenjoyable experience**, though the after effect of having the memories is still worthwhile.

It would be game changing to make the collection of memories more immersive & engaging while still maintaining the benefits of traditional memory collection.



1. HMW Magically Collect All Meaningful Artifacts?

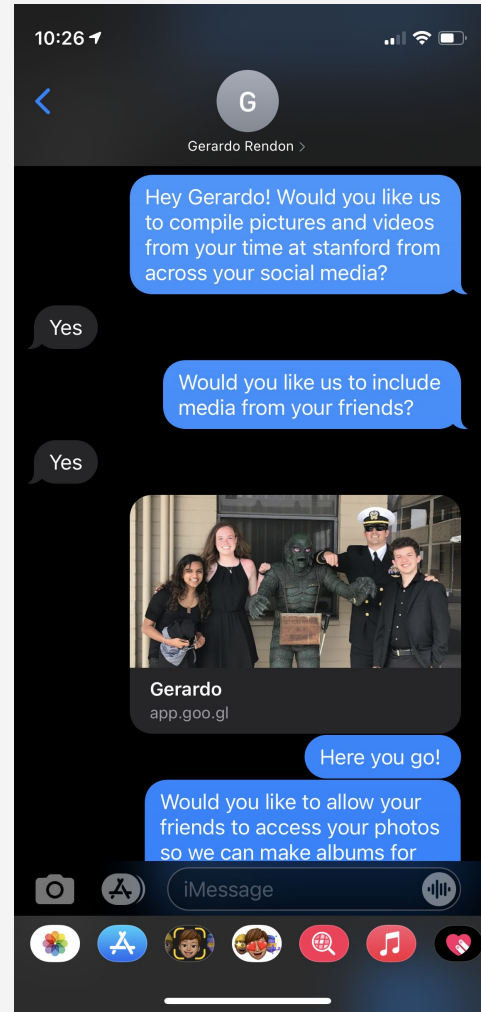


Solution: Scrape all photos/text relevant to a special event from social media accounts and media accounts of friends, then combine into a highlight reel.

Prototype: Text messages asking user if they want a Google Photos album to be automatically created from a specific memory.

Assumptions Tested:

- People want content from friends
- People are willing to share their content with friends
- People believe the media they have is insufficient to create a good collection



Prototype 1 results

Gerardo

Things that worked:

- Event-centered content curation
- Requesting photos from friends

Things that DID NOT work:

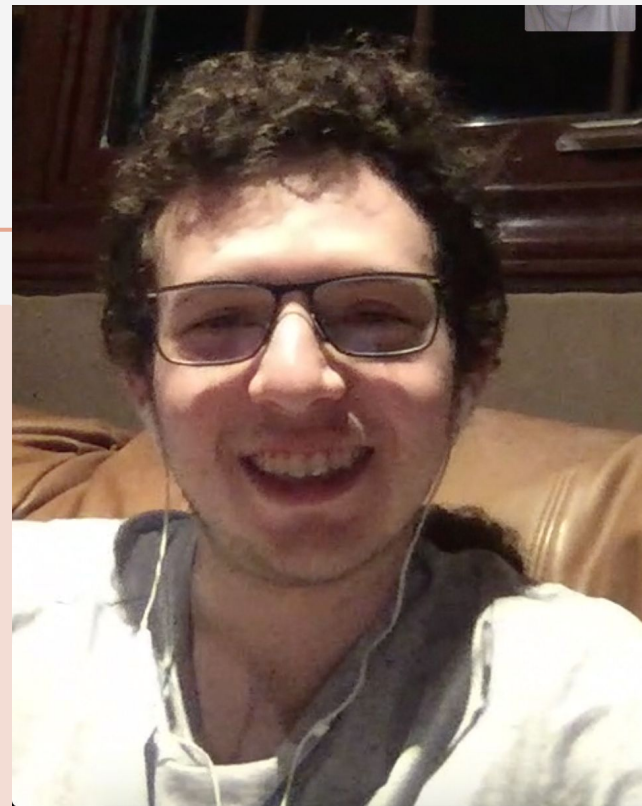
- "I don't know what I'm sharing - is there a way to restrict which pictures get sent?"

Surprises:

- Text message medium was preferred to app/web

New Findings:

- Willingness to share depends on trust of individual requesting access



1. HMW Magically Collect All Meaningful Artifacts?



Assumption Validity:



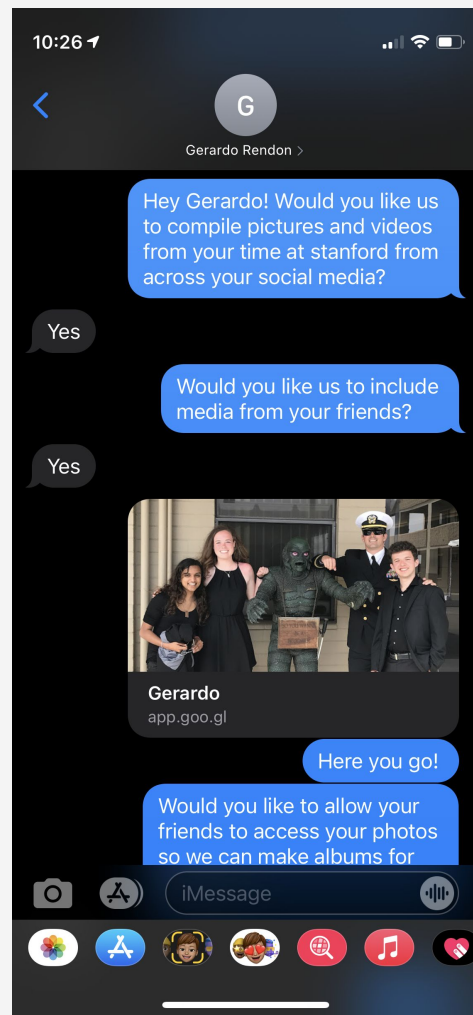
People want content from friends



People are willing to share their content with friends



People believe the media they have is insufficient to create a good collection



2. HMW make reviewing memories more interactive

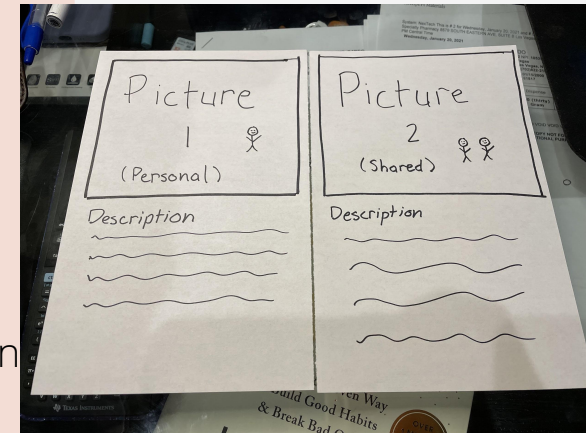
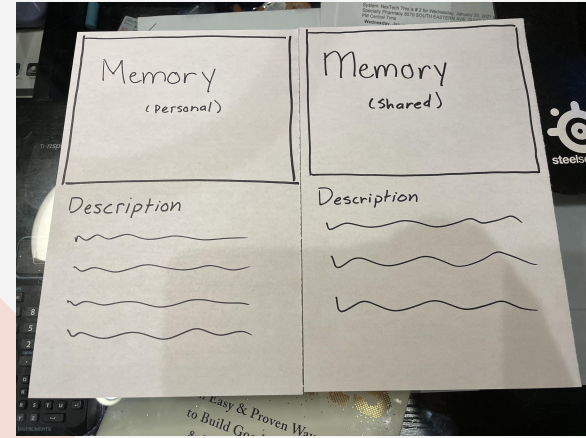


Solution: Create an augmented reality memory tagging system which allows users to share specific memories tied to physical locations.

Prototype: Paper cutouts posed as “pictures” or “digital content” the users might be interested in tagging around a physical space. We then asked different questions about how they would feel and interact with such an experience.

Assumptions Tested:

- Being physically present is an important to reviewing memories
- People wanted memory reminders triggered by physical location
- People would want to share these memories with others



Prototype 2 results

Things that Worked

- Memory prompts based on physical location are a fun way to remember the past
- It could be cool to see the things

Things that didn't work

- What happens to memories when unable to physically visit places? Conversely, what happens when you visit a place very often?
- Are memories lost if places/objects change

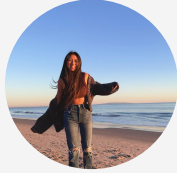
Surprises

- "I wouldn't really care about other people's memories. I already don't watch snap stories"

New Findings

- Physical location linkage may be interesting but insufficient, since people want to access memories from afar as well

2. HMW make reviewing memories more interactive



Joshua



Assumption Validity:



Being physically present is an important to reviewing memories



People wanted memory reminders triggered by physical locations



People would want to share these memories with others

3. HMW gamify the collection/review of memories?

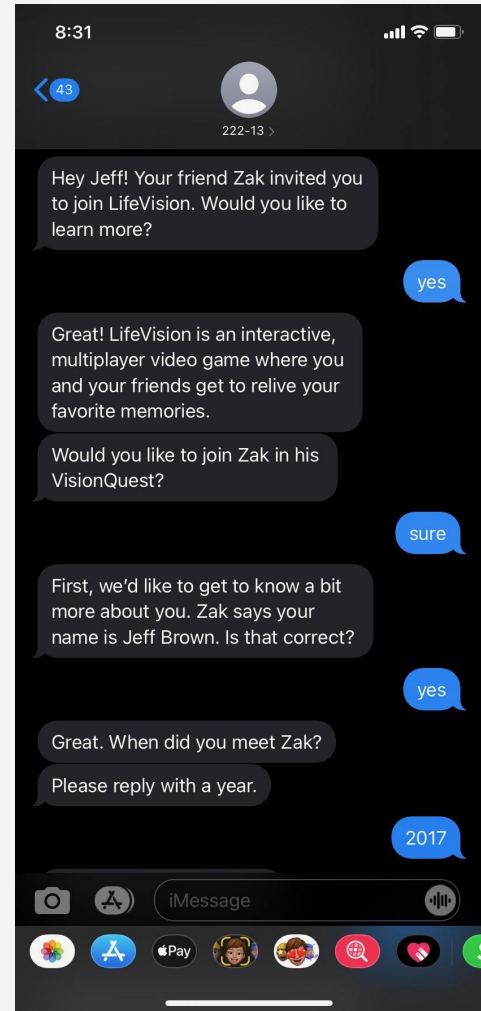


Solution: An interactive video game populated with characters, conflicts, and stories from a user's own life.

Prototype: An imitation chatbot designed to mimic the information gathering necessary for the game to function.

Assumptions Tested:

- People are interested in *realistic* gaming experiences
- People will divulge information to anonymous tech
- People are willing to experience a long onboarding process



Prototype 3 results

Things that Worked

- Idea of game itself is interesting

Things that didn't work

- Uninterested in typing great deal of information
- Interface was off-putting
- Not interested in gaming *for* memory reliving

Surprises

- "I don't like texting. This amount of work dissuades me from participating."

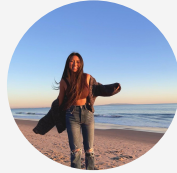
New Findings

- Any interactive memory service will need to be simple and require low activation energy

Jeff



3. HMW gamify the collection/review of memories?



Assumptions Tested:



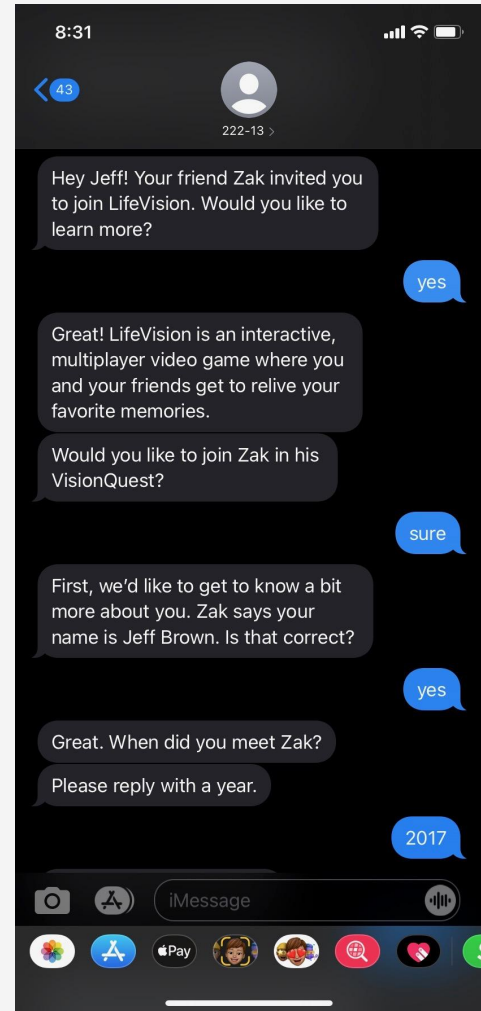
People are interested in *realistic* gaming experiences



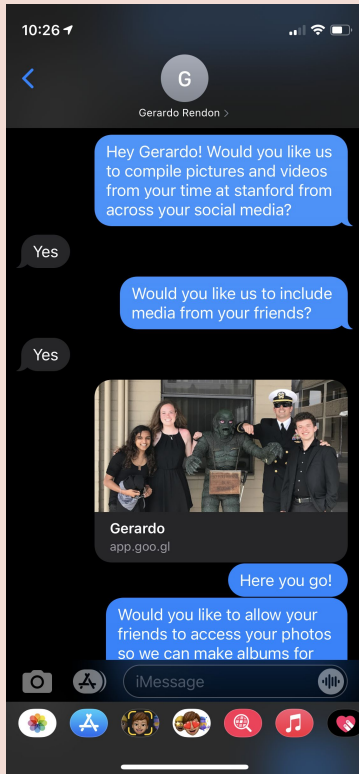
People will divulge information to anonymous tech



People are willing to experience a long onboarding process



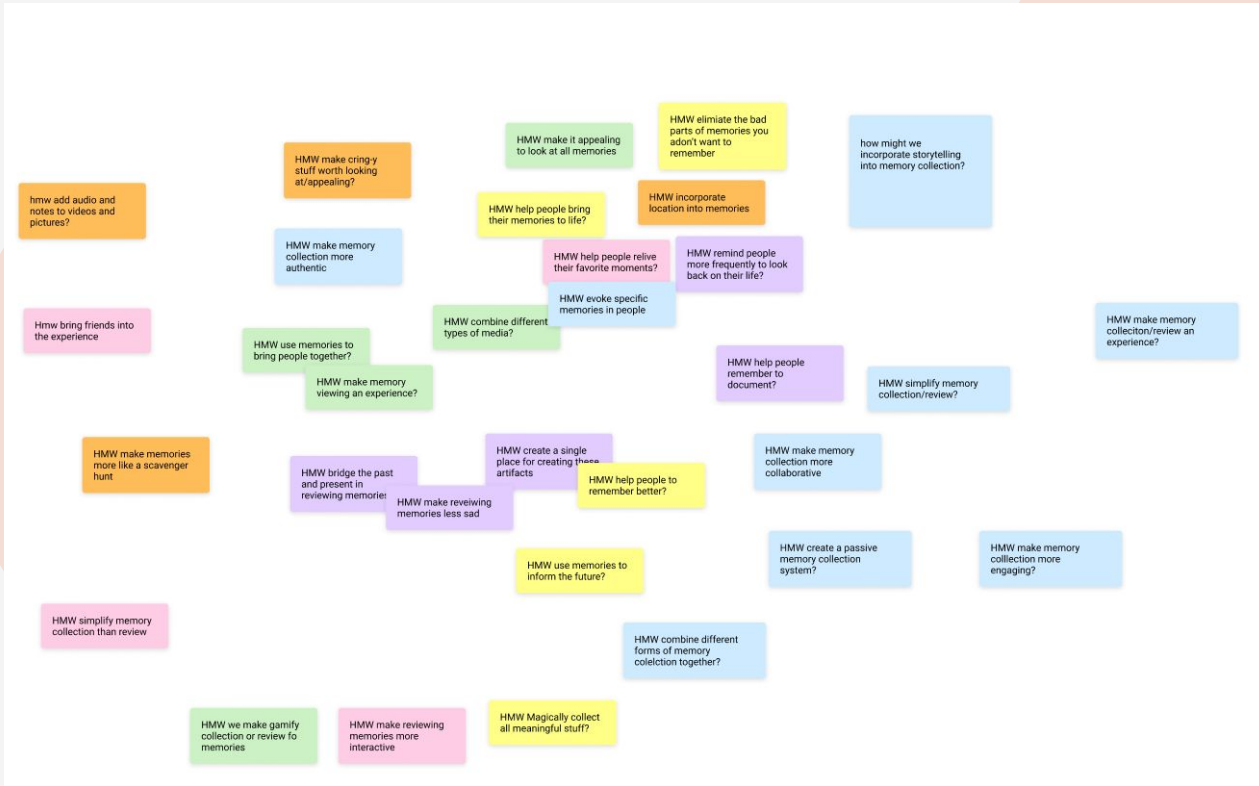
Selected Solution & Summary



- Generating **a shared album with friend's media** (Prototype 1) performed best and will inform our solution moving forward
- Some learnings and challenges we'll tackle include creating **low barrier solutions** & **improving comfort with sharing memories**
- Next we will:
 - **incorporate gamified elements** from other prototypes
 - explore ways of **enhancing this solution with location**
 - Add **narrative elements** to the media collection

Appendix

HMW Brainstorm Board



Appendix



Solutions to gamify collection or review of memories

Appendix



Solutions to magically collect stuff

Appendix



Solutions to make reviewing memories more active

WHAT WE ASKED

01

CHATTING

Question: Where did you grow up?
Question: Favorite memory from when you were a kid?

02

PRIMING

Question: Tell me about a loved one or experience you hope to remember or wish you remembered better.

03

STORIES

Question: What are the things you remember about that person (or experience)?

04

SUGGEST

Question: What's your favorite way to relive memories of that person or experience?

NEED-FINDING INTERVIEWS



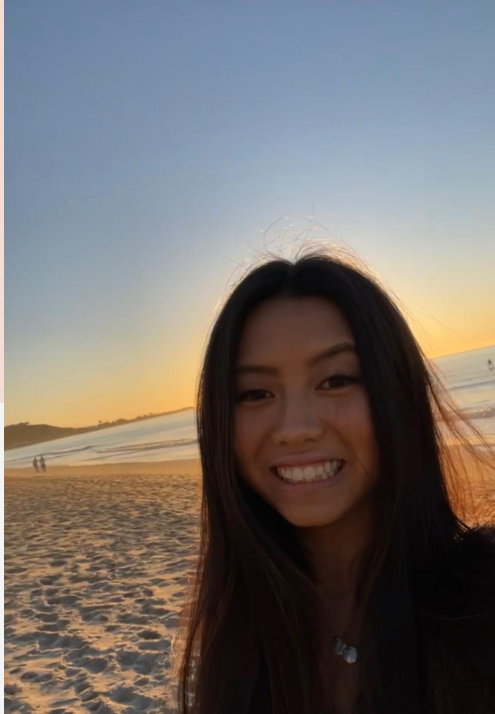
"[My girlfriend] might have taken a screenshot since she screenshots everything - thank god"

Harish

Who: Miami U
Student, 23
Why: Tech Savvy
Where: Ohio
How Comp: N/A



NEED-FINDING INTERVIEWS



Noel Tran

Who: UCLA, 20
Why: Pre-med gang
Where: Las Vegas
How Comp: N/A



“Someone had a video of me recording video of my friend who was recording a video of herself doing...”

NEED-FINDING INTERVIEWS



Cindy

Who: 50 year old
mother of two

Why: Older demo,
different
relationship to
memory

Where: Ohio

How Comp: N/A

"I wish he
could've left
me a
voicemail...
so I could
feel him
again."

Say

"When I see [photos of my stepdad] there's sadness because I miss him, grat[itude] for having had him in my life, laughter when I think of a funny memory, and joy."

"Remembering him is extremely important to me."

"I wish I remembered my stepfather better. He was the most influential person in my teenage years and inspired me to be a better person. He told me that 'of all my children, I know that you'll be the one to make a difference.'"

"His legacy was his sense of family. If you needed him to be there, he was there. He was love."

"I wish I remembered more"

"I should've taken more photos of videos"

"My stepdad taught me more lessons than I'd thought"

Think

"There are all sorts of triggers. [My husband] will be watching golf and say 'I used to do this with your dad.'"

"I don't go looking for memories in pictures. They just come about."

"Pictures take me back and I hear his voice in my head."

"I wish he could've left me a voicemail ... so I could *feel* him again."

"The thing I remember about [my stepfather] was his laugh. His smile when anyone walked into the room. His joy and the way he would talk to my kids."

"I'm so lucky to have had my stepdad in my life"

"I wish I could've known my stepdad better"

"I miss doing things with my stepdad"

"I'm scared of forgetting the memories I have"

"I wish my stepdad could see who I am now"

"I wish I could still talk to him"

"There was more I had to learn from him"

"I wish my stepdad could say he's proud of me"

Looking up when remembering her stepfather

Tearing up at moments

Relaxing shoulders midway through the interview

Imitating the vocal patterns of her father when quoting

Grateful

Joyous

Regretful

Closing eyes when talking about specific stories

Laughing when recalling specific quotes

Sighing when talking about her memory patterns

Nervous

Nostalgic

Wistful

Fulfilled

Warm

Longing

Distant

Frustrated

Pensive

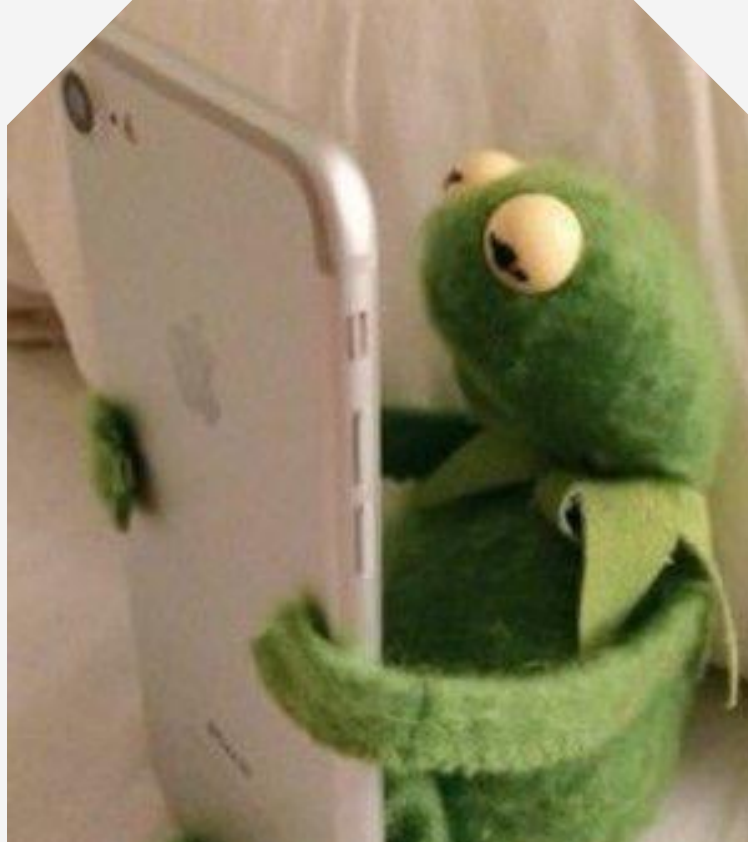
Do

Feel

QUOTES FROM THE FIELD

“The shared folder is so hard to find”

“Sometimes pictures feel too posed.”



“I’m scared of forgetting the memories I have”

“I wish I was reminded of these memories more frequently than a year”

“My groupchat always has a different POV of the things that happened”

SURPRISES/TENSION



Audio

Photo/Video isn't the only component of memory

Some wish they had audio recordings of their loved ones instead



Take it in or take it home

"I wish I had more pictures from her younger days"

vs

"I don't like stopping to take pictures while doing an enjoyable activity"



Happy Stuff Only

People say they want to remember everything... but they tend to only store and curate the good stuff

Tension: Some pictures bring great and sad memories

FINDINGS



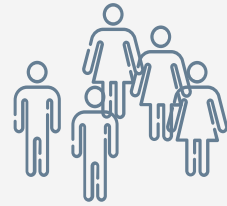
Candid

Most powerful stored memories capture the **emotion of the moment**, whether mundane or exciting.



Interaction

The act of **piecing together a memory** can be an engaging experience independently of the finished product.



Crowdsourcing

Memories are communal, and the entirety of an event is often pieced together using media from multiple people.

MEMORY & FAMILY

INTERVIEWS

We met participants of varied age and lifestyle who believe **memories are important.**

INSIGHT

We were amazed to realize people enjoyed keeping their memories alive and valued **authenticity over quality.**

MOVING FORWARD

It would be game changing to make candid memory collection more **engaging and interactive.**



Questions?

...and our sets of editable icons

You can resize these icons, keeping the quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use [FlatIcon's extension](#), allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons

