what ties us



together

Meet the Team



Ryan Cole



Amanda Lim



Sara Valderrama



James Carroll

Needfinding Methodology





Who?

Exploring a New Community

Leader of Community

Faculty

Student

Multi-Community

Active Community Member

From Tight-Knit Community

In Search of Community

Questions

What would I find surprising about how you like to interact with your community?

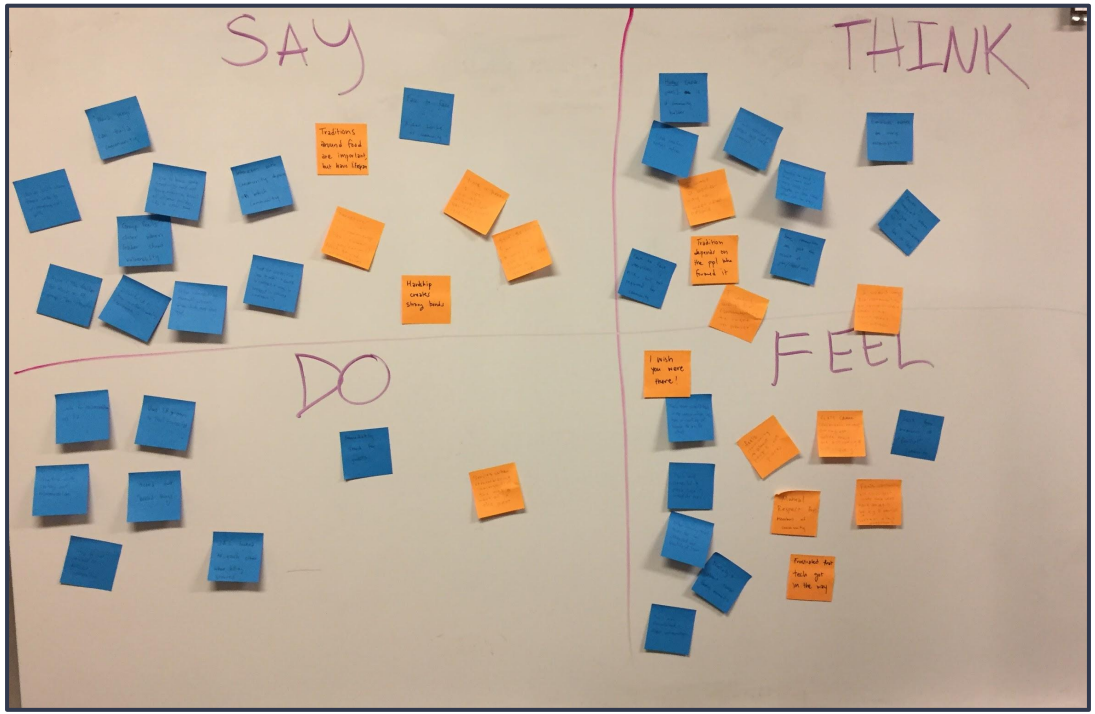
What does community mean to you?

What are some ways that you feel close to your community?

What makes a community strong and why?

What are some ways that you feel distanced from your community?

Empathy Map



Face-to-face interaction creates a richer sense of community which tech helps to maintain

Group feels closer when leader shows vulnerability

Hardship creates strong bonds

"Weird things" can build community

Self-selection & belief in a unifying goal can make communities strong

Need to connect causes desire to connect; desire create strong community

say

Smiles when remembering past communities

Looks for recommendations

Acts out “weird” things/events

Stays involved in different communities

do

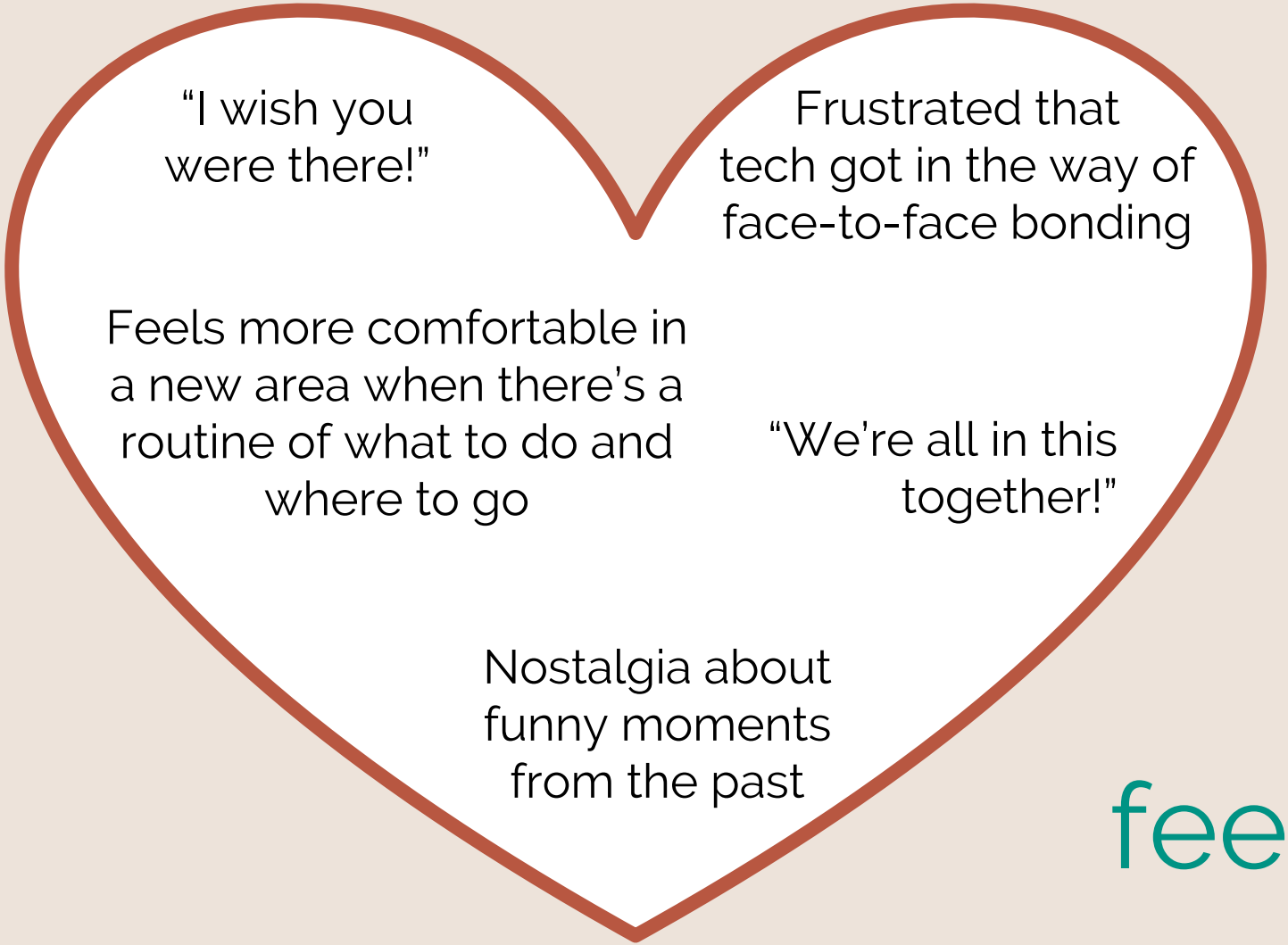
Humorous events are memorable

Face-to-face interaction is nice, but not required for community

Traditions depend on the people who formed them

More outgoing people can help strengthen communities

think


“I wish you were there!”
Frustrated that tech got in the way of face-to-face bonding
Feels more comfortable in a new area when there’s a routine of what to do and where to go
“We’re all in this together!”
Nostalgia about funny moments from the past

feel

Interviewees

Jennie

Positive Coaching Alliance



"You felt very connected because people were comfortable sharing and telling and entrusted you with their information. I found that I really trusted their recommendations."

Insight

Open sharing from others creates more trust and a greater feeling of connectedness

Need

A way to encourage honesty, openness, and trust that can in turn spread trust around the community

Insight

People new to a place may want to seek out recommendations to figure out their routine of where to go for what

Need

A system for recommending favorite places to allow new community members access to trusted peer reviews of local establishments

Ellen

Yale University Undergrad



"In order to build a foundation for a community, there need to be ways to bring people physically together that leverage already-existing connections and commonalities."

Insight

Artificial structures (such as clubs and organizations) create an environment where genuine connections and relationships can form over a unified goal

Need

A way to create these groups and frameworks that revolve around a common interest

Insight

In-person time is the most valuable, but not always possible

Need

A way to find times for people to meet up in-person, but also a way to maintain these connections virtually

Insight

In order for a community to be strong, every participant must put equal effort to be a part of said community

Need

A way to encourage or make it easier for members of a community to be more involved

John & Lydia

West Florence Moore RFs



"For me, age and experience help me feel close to my community in a mentoring role."

John

"Some weird, special moment that becomes a shared memory creates community"

Lydia

Insight

Odd or funny events, especially those that reveal vulnerability, can lead to stronger community

Need

A space where people are accepted because of mistakes and quirks

Insight

The roles of mentor and mentee being filled successfully can make the community feel closer

Need

A way for mentors and mentees to meet and form tight bonds

Insight

Hardship endured together forms a bond that stands the test of time

Need

A way to bring people that are going through the same struggles together

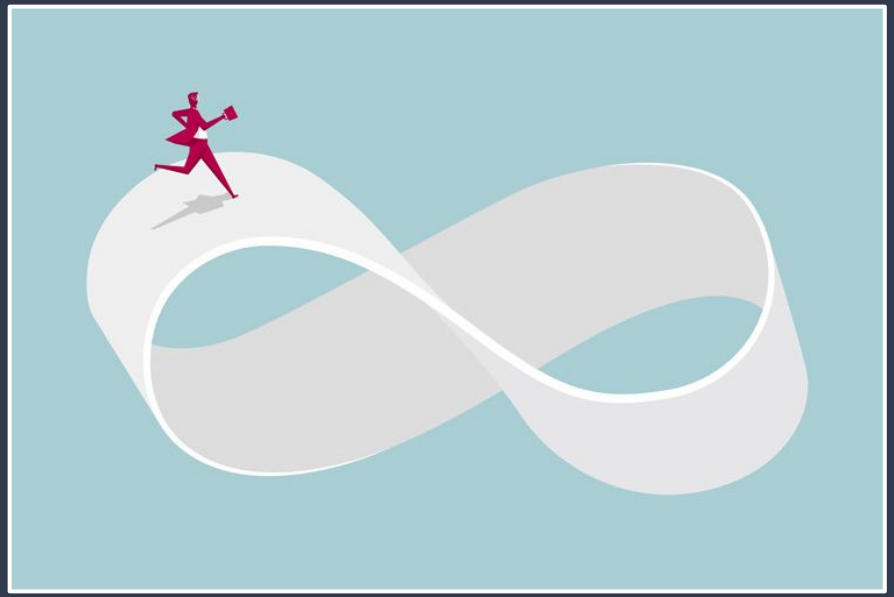
Tensions and Contradictions


SMS






Now Leaving
Smalltown
U.S.A.
We'll miss you!
POPULATION
102





Summary

investment

hardship

humor

commonality

Community

acceptance

mentorship

routine

tradition

Image Citations

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