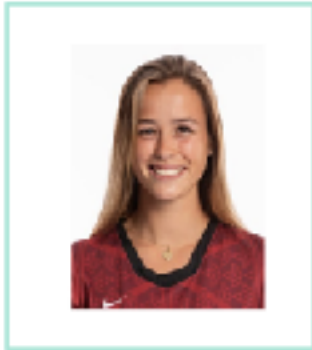


POVs // Experience Prototypes

Austin Jones, Caroline Willis, Emma Alderton



Problem Domain:

Our problem domain is **increasing accessibility**. People have trouble accessing and using areas of technology because they are limited in other areas of their lives, whether that be knowledge or physically.

Initial POV

Initial POV



We met...

Michael, a former lawyer from Stanford, who struggles with the learning curve of technology.

We were amazed to realize...

that he loves learning but doesn't want to spend time learning new technology.

It would be game-changing to...

make the process of learning new tech easier.”

Needfinding 2.0

Mike



“Uses technology as a means of communication and reference for his work when inputting patient data and their electronic records.”

Patty & Steve



Patty - “The easier technology is to use, the more helpful it is.”

Steve - “Technology allows them to be more independent with work and research.”

Jordan



“Goes down a distractive and time consuming rabbit hole with the nitty gritty small details in her projects and presentations.”

Revised POVs

POV 1 - Luke

We met:

Luke, a first year university student, who is a quadriplegic and has limited mobility.

We were amazed to realize:

He uses voice interaction a lot for schoolwork but has to ask for help each time he wants to create something that is beyond just written words.

It would be game-changing to:

Allow those with disabilities the ability to work on creative and visual projects independently.

POV 2 - Michael

We met:

Michael, a retired lawyer at Stanford, who has a love of learning and reading.

We were amazed to realize:

That despite Michael's love of learning, he struggles with the time commitment necessary to pick up new technologies.

It would be game-changing to:

Create easy and accessible ways to learn new technologies.

Top HMWs

1. How might we use technology to assist in visual tasks?

(POV 1)

1. How might we decrease the learning curve of technology?

(POV 2)

1. How might we make learning new tech exciting and not feel like a chore?

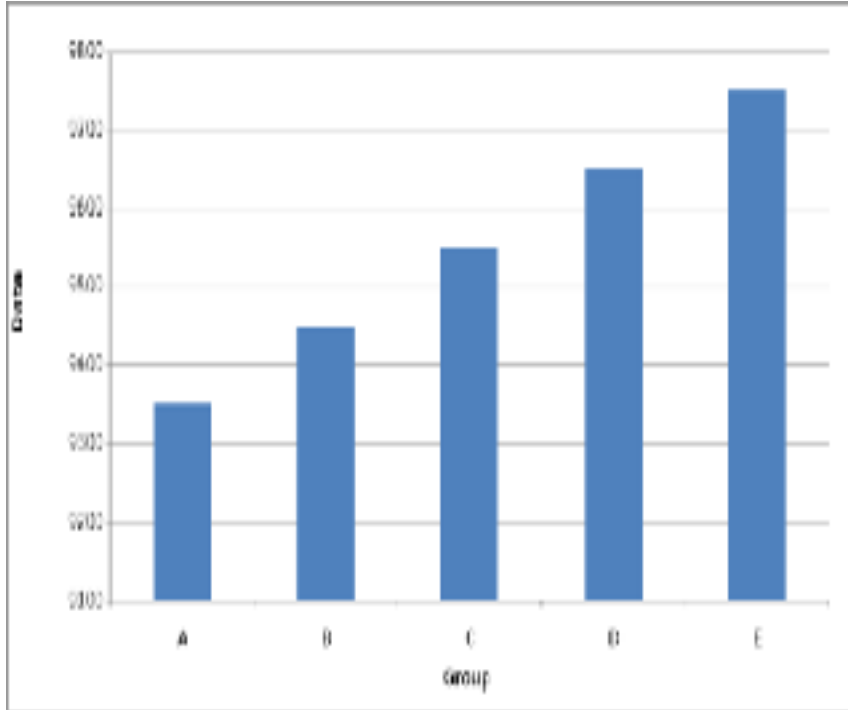
(POV 2)

Experience Prototypes

Experience Prototype 1: Graph

Use VI to manipulate and create graphs

Graph



Assumptions:

Easy option



+ Less Cumbersome

+ Simpler to say it

- Confusion in instruction

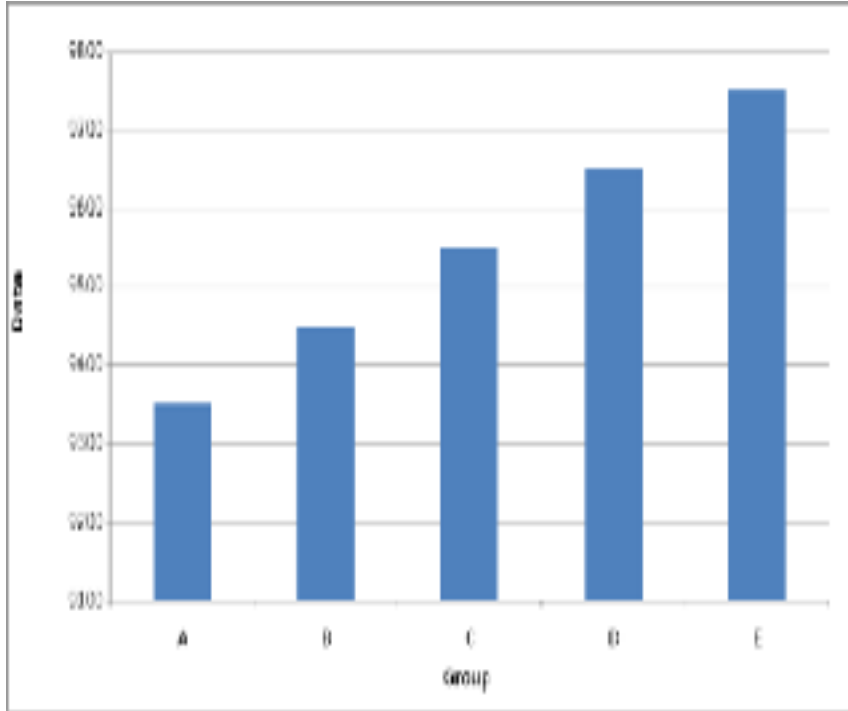
Surprises

Focus on the big picture

New Learnings

People think differently, clear instructions
are vital

Graph



Assumptions:

Easy option, + Simple

Experience Prototype 2: ChatBot

Chatbot for learning new technology

Chatbot

Hi, I'm Clippy! I'm the browser assistant and my job is to help you navigate this page. Do you need assistance?



Assumption:

asking questions > reading instructions



+ Natural, human-like

+ Flexible

- Need may not exist

- Complex



Surprises

Apps are currently pretty intuitive

New Learnings

When apps are well-designed, people are more patient

Chatbot

Hi, I'm Clippy! I'm the browser assistant and my job is to help you navigate this page. Do you need assistance?



Assumption:

asking questions ? reading instructions

Experience Prototype 3

Give people with different preferences of learning style options

Different learning options



Assumptions:

People want to engage in new tech

Reading

Games

>

<

Video

Podcast

+ People like to learn

- People still may choose “other” things to do rather than learn

-People do not want to engage in what they do not know

Surprises

Our subject did not pick the option to download the new mobile ordering app, even after many options

New Learnings

It's less the learning curve, and more so that people feel that learning new tech will not be useful to them that keeps them from learning it

Different learning options



Assumptions:

People want to engage in new tech

**Graph
ChatBot
Learning Options**

Graph

ChatBot

Learning Options

Questions ?
