ONLINE / LOCAL
COMMUNITIES
WHO WE ARE

Tyler Hong
Ricky Grannis-Vu
Jennifer He
Danielle Tang
OUR PROBLEM DOMAIN

Increasing Community Engagement
NEEDFINDING METHODOLOGY

Plan
Recruit
Conduct
Analyze
INTERVIEWEES

Who
Why
How
Where
WE ASKED

What communities are you involved in?

What makes a good community?

What drives you away from certain communities?

How do you feel about your communities?

What online platforms do these communities use?

How did you meet the people you interact with?
INTERVIEWS
Community can be created from niche interests.

Community requires diversity and enthusiasm.
“I feel comfortable when people not only share the same interests that I do, but also the same enthusiasm for that passion.”
I’m not the type to take initiative

“I like my thoughts and feelings in one place”

“I’d be hard for me to start my own community”

“Trust in my teammates”

Visibly enthusiastic when talking about Stanford Ultimate team

Talks very fast when excited

Wants to start her own club for her niche interests

Wishes more people were committed to their passions

Afraid of starting club

Frustrated people in high school didn’t share same enthusiasm

Excited about passion of Stanford community

Intimidated by groups that are unlike / ostracize her
Communities form around mutual values.

Geography can be a barrier to emotional connectedness.
“I have not kept in touch [with my old community] much—it’s so hard.”
“I felt very fulfilled, [that community] was something I didn’t even know I needed”

“FOMO’s a real thing, and it’s hard to see them continue.”

“I’m not a fan of [pointless conversation] for the sake of talking... I want substantive interactions.”

Spoke with hands palm up when mentioning acceptance

Varied his tone more when recounting memories of old communities

No type of interaction beats being together in person

Communities are stronger when members accept one another

Unsatisfied with his options for communication

Sad that he isn’t as close with his old community anymore

Excited by the potential of building new, tight communities in college

Actions speak louder than any amount of empty words
Community requires frequent maintenance.
Money and time come before community.
“Old people like me all have **messaging apps** ... for entertainment, for groups. If you don’t have it, **BYE!**”
"I met all my friends through other friends."

"Don’t want people to bother me. I don’t like phone call."

"I don’t deal with any of the community... I got no time."

"We like to stay in rather than go out."

"If someone hurt my daughter, I kill them."

"I don’t deal with any of the community… I got no time."

We like to stay in rather than go out.

Phone and Internet are necessary to live

Cares deeply about staying in touch with daughter / daughter’s safety

Willing to spend money on faster apps and devices

Making money is more important than engaging in a community

Happy with friends he has

Scared for his daughter’s safety

Proud of his efficiency and time management

Angry that some people waste his time on phone calls

Demonstrated difference in speeds between iPhones

Has four phones at the same time

Checked phone frequently

Showed picture of daughter on vacation

SAY

THINK

DO

FEEL
Community requires division of ability.
Community requires organized communication.
“I use SMS, Slack, Email, software for collecting resumes, for reserving rooms, for sending out job openings... How do I find what I need? It’s stupid, it’s a problem that shouldn’t happen.”
“I like to be that person who knows things.”

“If other parents can’t be at the game, the app broadcasts it to them live.”

“I’ve become, I think, a trusted source of knowledge.”

Laughed sadly when talking about referring to others

Visibly perked up when talking about softball volunteering

Leaned forward when discussing how hard it is to find students’ info when talking to them

Slightly embarrassed to admit not knowing things

Wants division of knowledge in faculty community

Wants to help busy parents keep up to date with their children

Wants an easier way to organize communications with students

Upset that Stanford invests in hiring more staff and not fixing its software

Happy to get students referred to her

Anxious to help students efficiently
ANALYSIS

Tensions · Contradictions · Surprises
Want to have community centered around specific interests

Too scared to take initiative to create that community
Insight: The effort and confidence required to get a new community off the ground is large

Need: A lower barrier to entry (less work, less pressure) to form a new community
Insight: People are interested in things that they don’t know if other people are interested in

Need: A way for people to broadcast their niche interests
TENSION

Sociable personality and a solid group of friends

No desire to join a community / denial that he is part of a community
TENSION

Desire to be in a community

Not putting in the time necessary to partake in it
Insight: People are busy but they have a small group of friends that they spend time with from time to time when it’s convenient

Need: A way to organize time to meet when people are available
Insight: People don’t engage with their communities because they don’t have time to do so.

Need: A way for people to engage in some capacity with their community even if they can’t engage as much as others.
SUMMARY

1) Community unites interest and personality.

2) Community requires organization and communication.

3) Community is difficult to maintain.
THANK YOU
Image Sources

http://tripal.info/community

http://www.clker.com/clipart-interview-1.html

https://www.teamwork.com/desk/