

Assignment 2: POVs, HMWs, EPs

Design for Offline Experiences



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Recap

Last Week

Established domain and conducted needfinding interviews

This Week

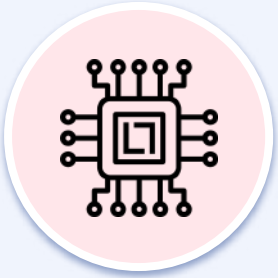
Continued needfinding, generated POVs and HMWs, and honed in on solution

Problem Domain:

Using online applications to help others find places or activities that they'd enjoy

Interviewees

International



Participant #5

Loves working and low-commitment hobbies

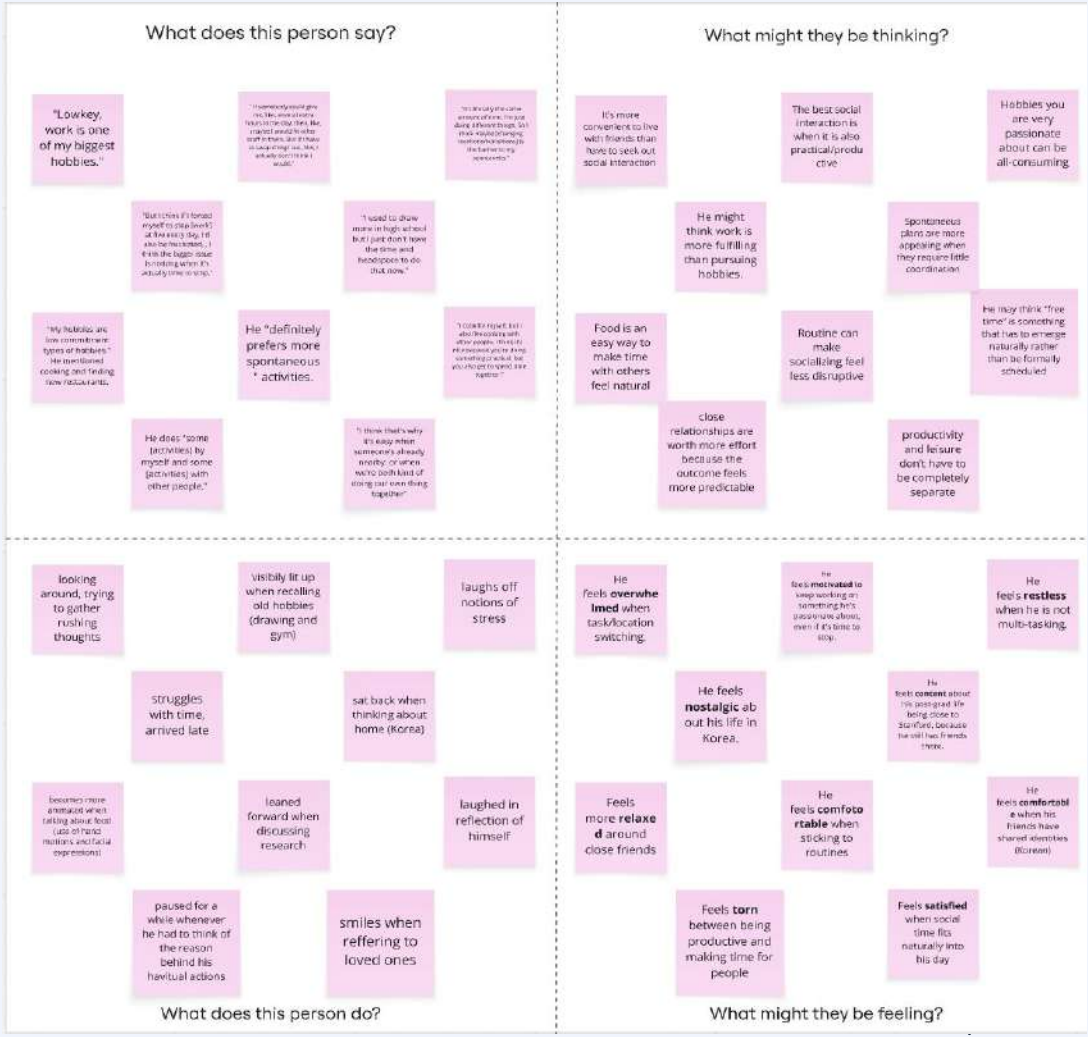
Parent



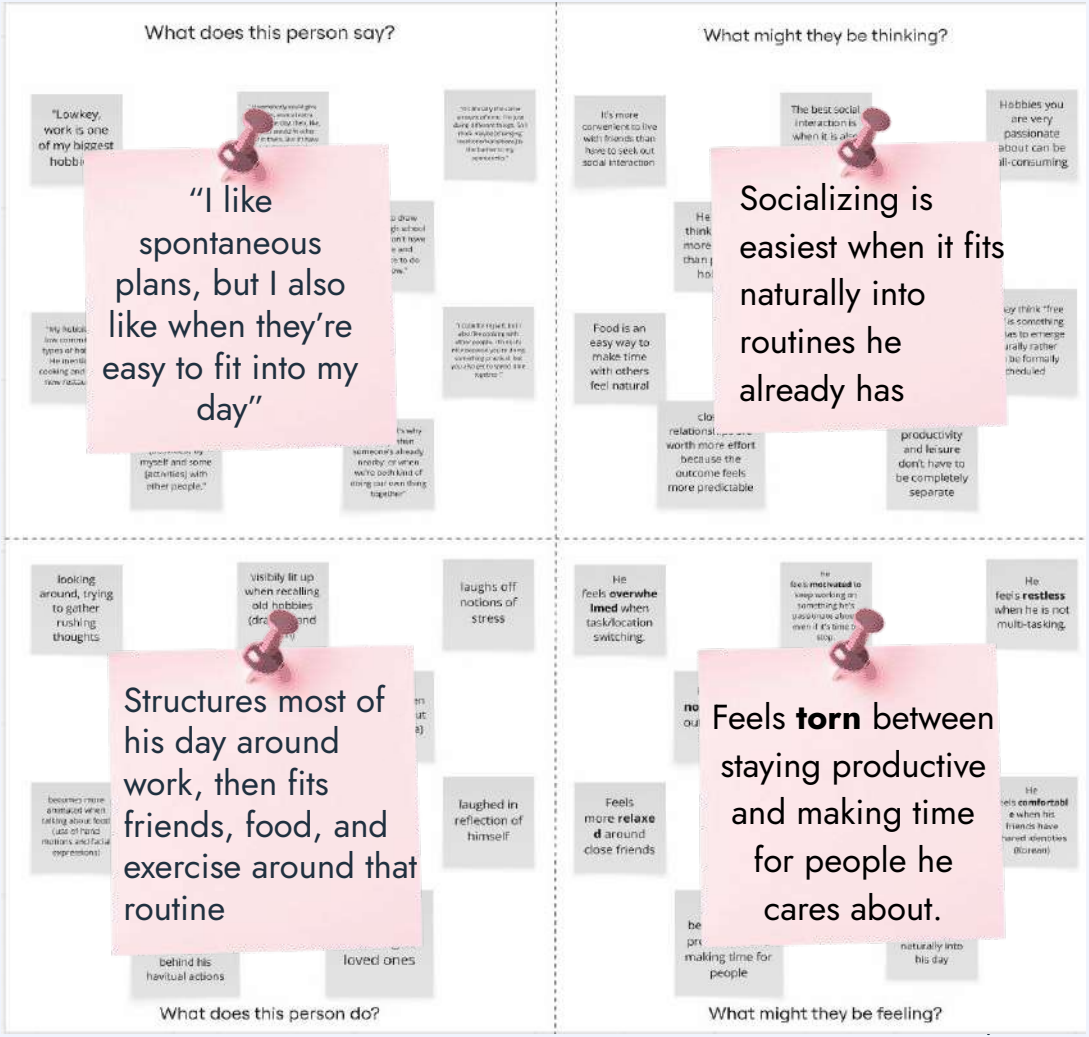
Participant #6

Loves basketball and camping

Interview #5


What does this person say?
"Lowkey, work is one of my biggest hobbies."
He "definitely prefers more spontaneous * activities.
What might they be thinking?
It's more convenient to live with friends than have to seek out social interaction
The best social interaction is when it is also practical/productive
Hobbies you are very passionate about can be all-consuming
He might think work is more fulfilling than pursuing hobbies.
Spontaneous plans are more appealing when they require little coordination
Food is an easy way to make time with others feel natural
Routine can make socializing feel less disruptive
close relationships are worth more effort because the outcome feels more predictable
productivity and leisure don't have to be completely separate
What does this person do?
looking around, trying to gather rushing thoughts
visibly lit up when recalling old hobbies (drawing and gym)
laughs off notions of stress
struggles with time, arrived late
sat back when thinking about home (Korea)
leaned forward when discussing research
laughed in reflection of himself
paused for a while whenever he had to think of the reason behind his habitual actions
smiles when reffering to loved ones
What might they be feeling?
He feels overwhelmed when task/location switching.
He feels restless when he is not multi-tasking.
He feels nostalgic about his life in Korea.
Feels more relaxed around close friends
He feels comfortable when sticking to routines
Feels torn between being productive and making time for people
Feels satisfied when social time fits naturally into his day

Interview #5


What does this person say?
"I like spontaneous plans, but I also like when they're easy to fit into my day"
What might they be thinking?
Socializing is easiest when it fits naturally into routines he already has
What does this person do?
Structures most of his day around work, then fits friends, food, and exercise around that routine
What might they be feeling?
Feels **torn** between staying productive and making time for people he cares about.

INSIGHT

People are more likely to make time for social activities when they can fit naturally into routines they already value

NEED

People want social experiences that integrate into their routines without forcing them to choose between productivity and connection

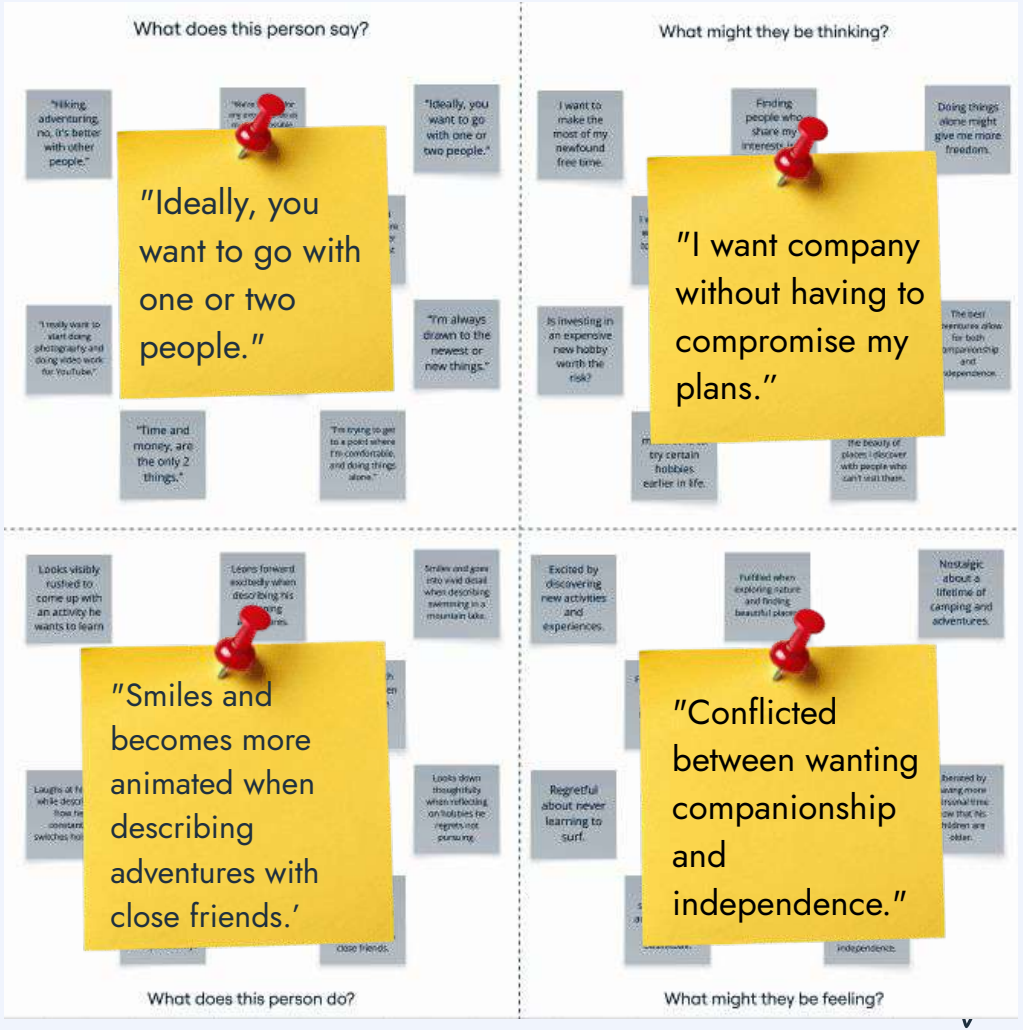


Interview #6


What does this person say?
"Hiking adventuring, no, it's better with other people."
"We're looking for any amount to do as much as possible, but it can be hard with other things that get in the way."
"Ideally, you want to go with one or two people."
"I am kind of the one that's saying, what are we doing next?"
"We try to find cool sites that are away from other people, and just explore."
"I really want to start doing photography and doing video work for YouTube."
"I can't always get someone else to go with."
"I'm always drawn to the newest or new things."
"Time and money, are the only 2 things."
"I'm trying to get to a point where I'm comfortable, and doing things alone."
What might they be thinking?
I want to make the most of my newfound free time.
Finding people who share my interests isn't always easy.
Doing things alone might give me more freedom.
I want company without having to compromise my plans.
There's so much I still want to experience.
Is investing in an expensive new hobby worth the risk?
I don't want to miss out on experiences because nobody can join.
The best adventures allow for both companionship and independence.
I wish I'd made time to try certain hobbies earlier in life.
I want to share the beauty of places I discover with people who can't visit them.
What does this person do?
Looks visibly rushed to come up with an activity he wants to learn
Leans forward excitedly when describing his camping adventures.
Smiles and goes into vivid detail when describing swimming in a mountain lake.
Looks up and pauses while trying to think of hobbies he hasn't tried.
Gestures with his hands when listing all his different interests.
Laughs at himself while describing how he constantly switches hobbies.
Nods enthusiastically when talking about basketball.
Looks down thoughtfully when reflecting on hobbies he regrets not pursuing.
Uses his hands to emphasize the freedom of exploring independently.
Smiles and becomes more animated when describing adventures with close friends.
What might they be feeling?
Excited by discovering new activities and experiences.
Fulfilled when exploring nature and finding beautiful places.
Nostalgic about a lifetime of camping and adventures.
Frustrated when time or money prevents him from pursuing interests.
Conflicted between wanting companionship and independence.
Regretful about never learning to surf.
Hesitant to spend money on equipment he might not use.
Liberated by having more personal time now that his children are older.
Proud of staying active and continuing to play basketball.
Comfortable with a small group of friends who respect each other's independence.



Interview #6


What does this person say?
"Ideally, you want to go with one or two people."
"Hiking, adventuring, no, it's better with other people."
"Ideally, you want to go with one or two people."
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What might they be thinking?
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Is investing in an expensive new hobby worth the risk?
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Excited by discovering new activities and experiences.
Fulfilled when exploring nature and finding beautiful
Nostalgic about a lifetime of camping and adventures.
Regretful about never learning to surf.
independence.

INSIGHT

People enjoy shared experiences more when they can maintain their independence.

NEED

People want companions who share their interests without limiting their freedom to explore.

Key Takeaways

Meaningful connection doesn't require doing everything together.

Time and coordination are major barriers to shared experiences.

Shared interests matter more than simply having company.

POVs & HMWs



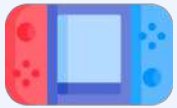
POV A

We met a young busy PhD student who is new to her city and likes to play video games with her boyfriend



We were surprised to notice that she has a desire to do activities/hobbies/events, especially new ones, but still expresses hesitancy to pursue them.

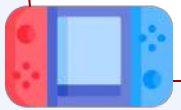
We wonder if cost, travel, time, and commitment can make curiosity feel like an unworthy gamble.



It would be game-changing to provide a low-risk way to access a variety of activities without perceived intrusion on their existing schedules.

HMW #1

How might we familiarize someone with a new area through activities and preserve that sense of curiosity, rather than overwhelming or intimidating someone?





BARRIERS TO ENTRY

POV B

We met a social butterfly who enjoys niche or physical hobbies.



We were surprised to notice that while they were super open to trying new activities, they valued meeting people with shared interests above all.

We wonder if common identities can make strangers feel immediately more approachable.



It would be game changing to find natural ways to encounter others with shared interests.

HMW #2

How might we create opportunities for spur of the moment activities, rather than events that are meticulously planned in advance?





SPONTANEITY

HMW #3

How might we help people meeting find points of connection?





POINTS OF CONNECTION



Solutions

Solution #1: Gamified Spontaneity

A gamified app that alerts users of events nearby, awarding points for participating in those events.







Ethical Considerations

We want to target people who do and are seeking social activities, but our solution could...



Disproportionately target extroverted users



Alienate disabled users

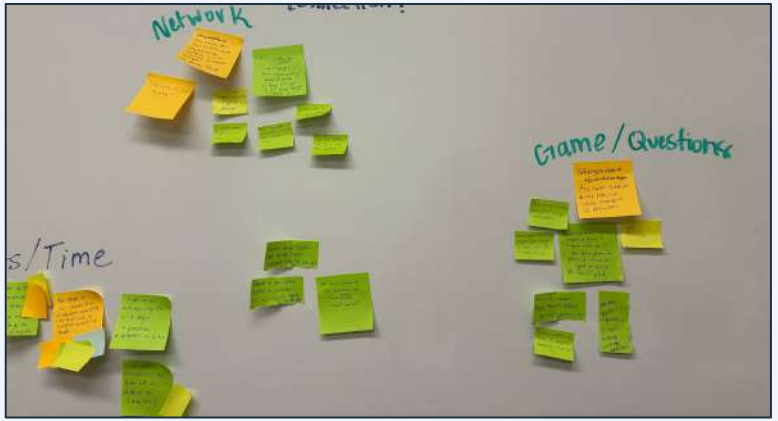


Be inaccessible to low-income users

Solution #2: Social Book

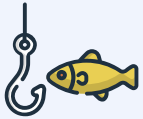
An app that tracks your network and facilitates points of connection via in-person interactions.



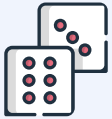


Ethical Considerations

We want to target people who do and are seeking social activities, but our solution could...



Attract bad actors



Leave out people with no networks



Introduce privacy concerns

Solution #3: Friend-Vetted Scavenger Hunt

An interactive map that leads users to discover new places to visit that your friends have been to and reviewed.





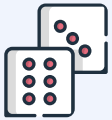


Ethical Considerations

We want to target people who do and are seeking social activities, but our solution could...



Lead people to unsafe locations



Leave out people with no networks

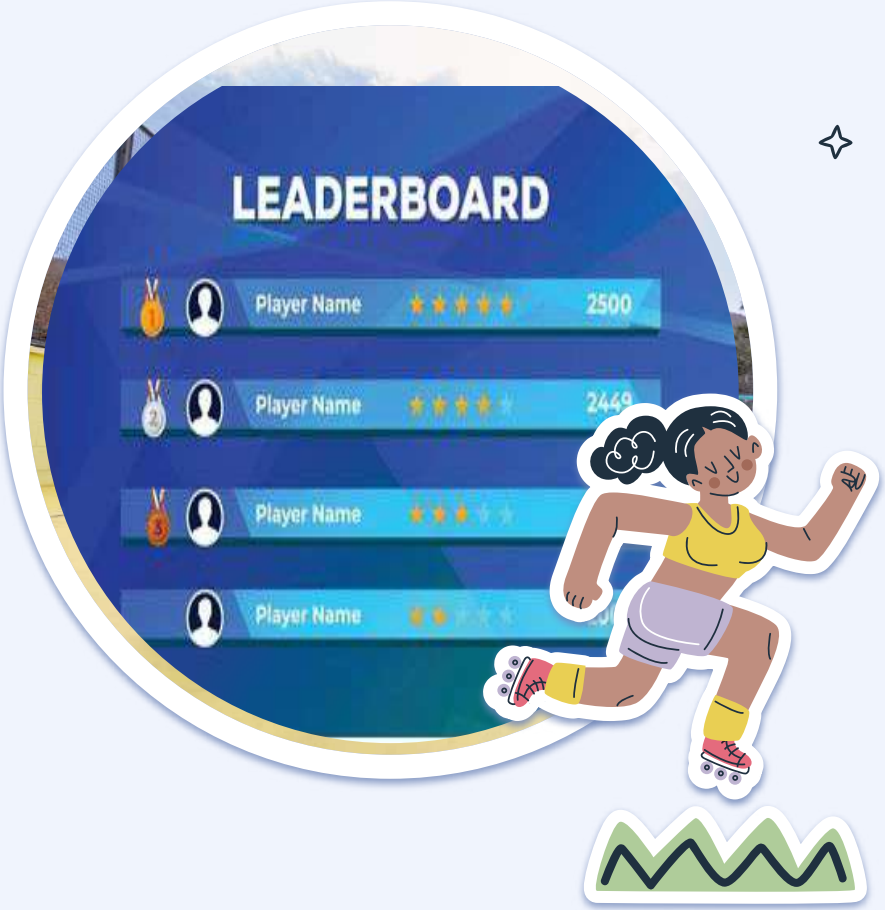


Alienate disabled users



Assumptions & Prototypes

Experience Prototype 1: Scoring



Assumption #1

People will be motivated to perform well compared to other people.



apple

add

animal



Leaderboard

Lindsay	36
Natalia	25
Kenny	21
Julia	14
Alan	13
Jacob	8
Esha	6
James	6
Renn	2

What Worked?

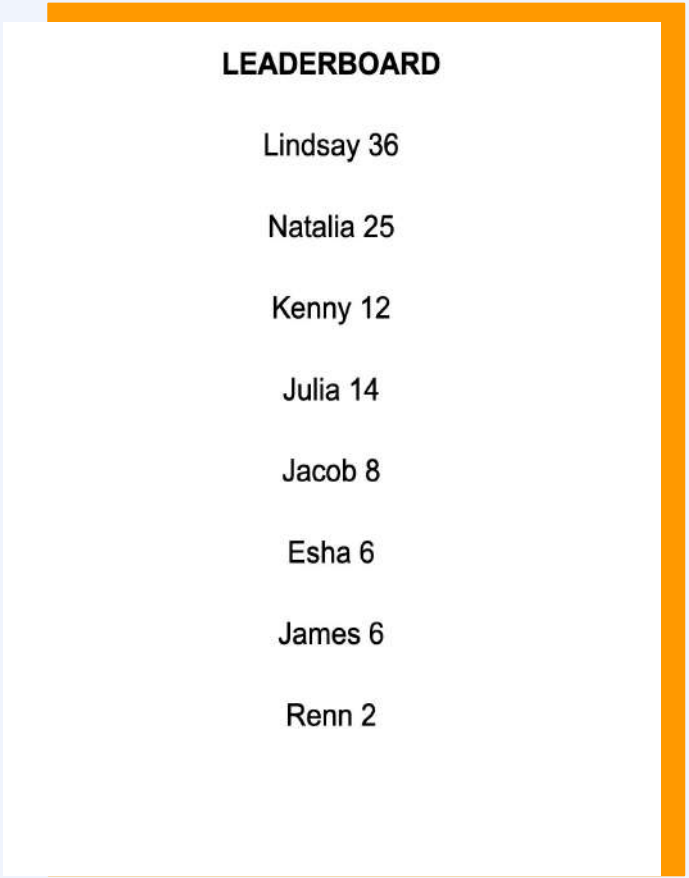
The leaderboard changed how the participant felt about their performance; they felt better/more competitive

What Didn't Work?

They cared about the quality/diversity of their answers, not just the raw number of points

Learnings

Comparison to others was more motivating than the points themselves



Experience Prototype 2: Networks



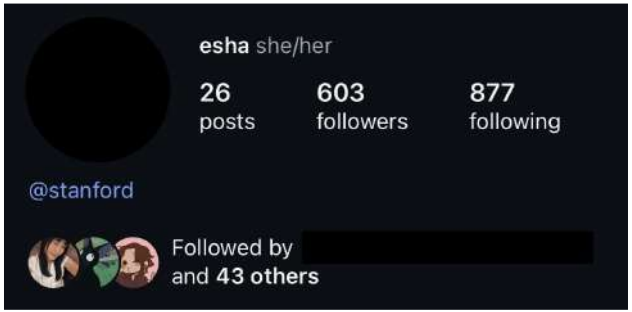
Assumption #2

People are eager to interact with mutuals and “friends of friends.”

☐ Very unlikely ☐ Unlikely ☐ Neutral ☐ Likely ☐ Very likely







What Worked?

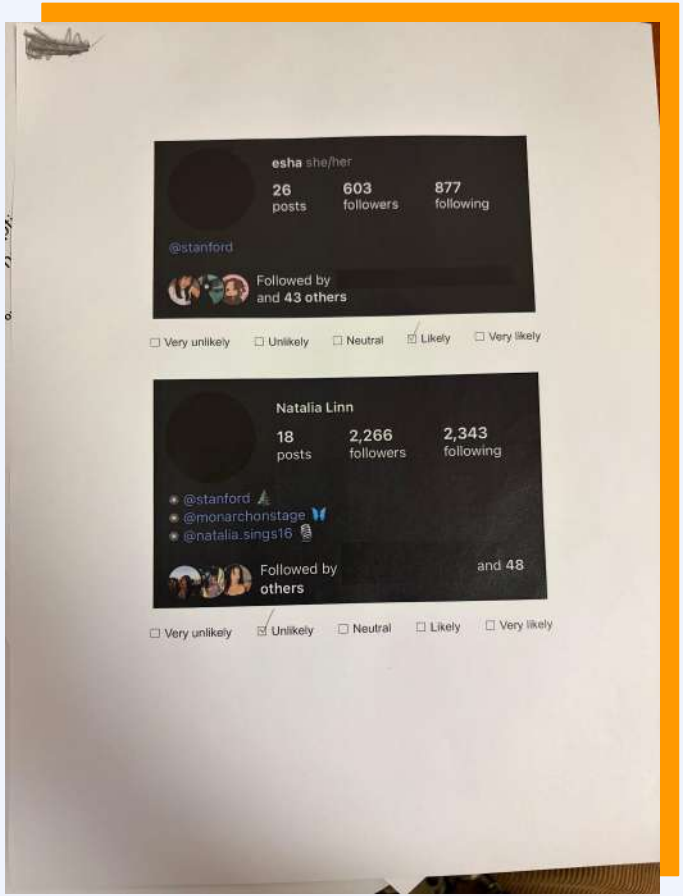
They liked seeing mutual people.
They liked seeing mutual interests.

What Didn't Work?

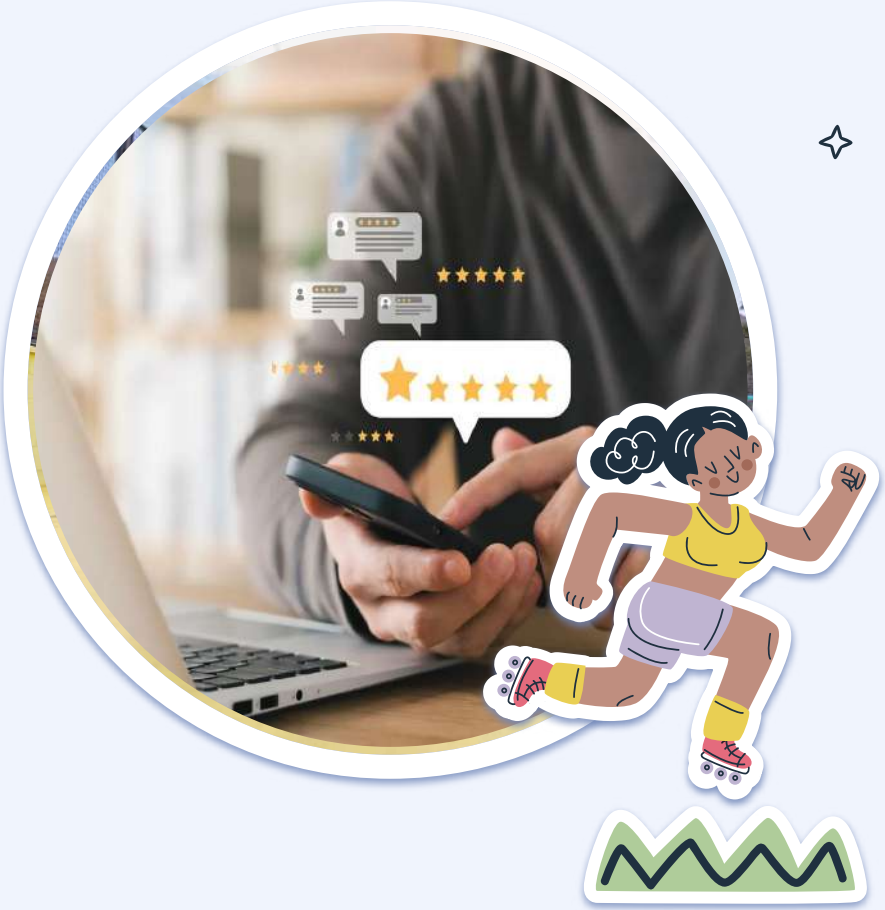
They cared a lot about follower count and profile appearance as well as just mutuals

Learnings

People are motivated by mutual people and interests, but could be put off by perceptions of profiles.



Experience Prototype 3: Friend Recs



Assumption #3

People are more willing to trust recommendations that friends can vouch for.

☐ Very unlikely ☐ Unlikely ☐ Neutral ☐ Likely ☐ Very likely

Feb 11, 2023

1 photo

Lovely lighthouse with spectacular ocean views!

Parking is limited to one small lot (about 20 cars max) and some shoulder road parking. Great for dogs and picture taking!



★★★★★ 4 months ago

Driving along the coast this was the first light house we could drive to. Even though it was under renovation they still had it open. There is a walkway built so you can get beautiful pictures. The little coves were fascinating to watch with the water webbing and flowing around.
The flowers and vegetation added charm. To the right is a small beach. To the left you can see the coastline to the south with breaking waves against jagged rocks in nature's water dance.
A great place to visit.

iMessage
Today 12:29 PM

dude u have to go to pigeon point, the beach was sooo pretty :o the parking wasn't bad too!! i took tons of pics lol

What worked?

Social connection clearly influenced how credible a recommendation felt.

What didn't work?

A positive recommendation alone wasn't enough without some indication of who it came from or why it was credible.

Learnings

The assumption was supported: Familiar social connections can act as a credibility shortcut.





Our Final Solution

Friend-Vetted Scavenger Hunt

"My hobbies became more indoor since moving to Georgia."

1. Encourage engagement with local communities

People are likely to trust reviews from friends and with pictures.

2. Lower the perceived risk of trying new things

"If you're not careful, you can literally spend 200 bucks by the end of the night."

3. Provide a range of accessible options for real world experiences

"I like sharing what I'm interested in with other people."

4. Make sharing real world experiences a fun form of self-expression

Ethical Considerations

Moving forward, we seek to...



Create content moderation guidelines

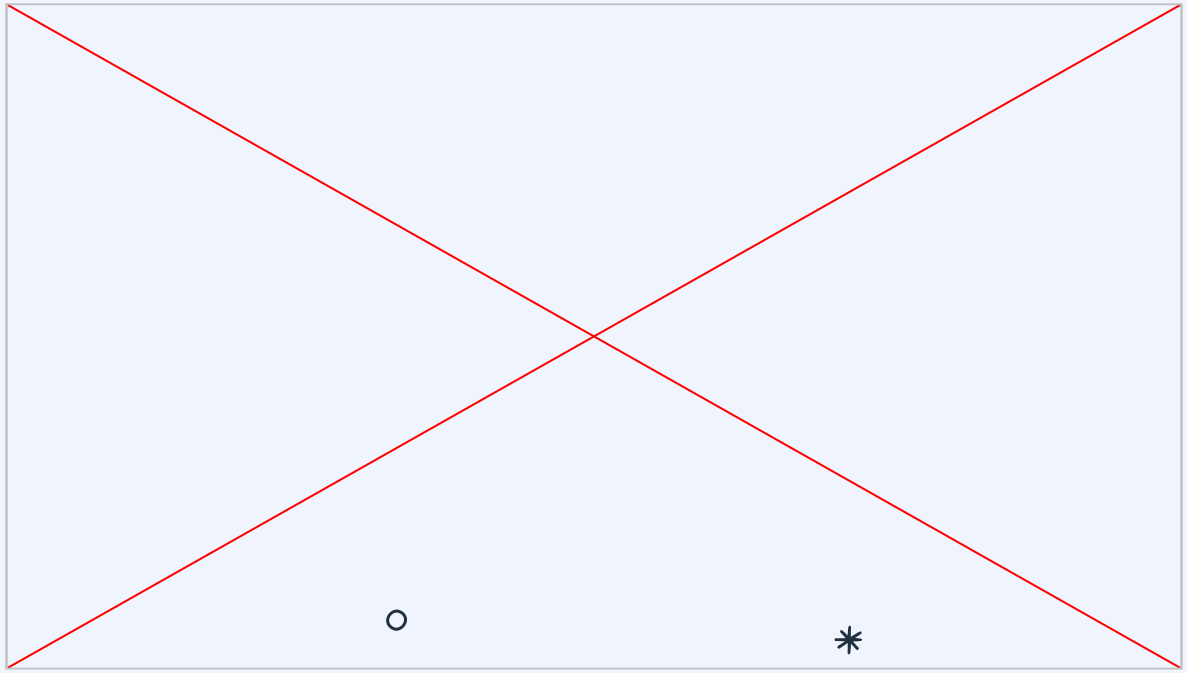


Think of how to connect people safely



Incorporate accessible options

Thanks for listening!





Appendix

Teammate Contract

Interviewee Consent Form #1 - Interviewee Consent Form #2

Interview Transcript #1 - Interview Transcript #2

DELETION AFTER THIS POINT