Assignment 4: Concept Video

Design for Offline Experiences

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Introducing...




Hidden Gems
unearth your next move



A **“hidden gem”** is an easily recognizable phrase that refers to something people may not know about or that receives far less recognition than it deserves.



Everyone loves hidden gems, but **busy professionals and students** face high barriers to entry when thinking about their next “move,” or action.



Through a **map** interface, we want to create a product that allows people to physically interact with the world while easily **finding and sharing** hidden gems with their **communities.**

Market Research



beli

Builds organized restaurant lists and maps of everywhere users have been and want to try, sees where friends are eating, and receives personalized recommendations and lists.

What Works	• **Friend reviews** give recommendations personal, **trusted context** • Maps and saved lists helps users **discover and remember restaurants to visit**
What Doesn't Work	• Only restaurant-focused, which means **people need to spend money** • Places locations into a personal hierarchy
What to Take Away	• **Expand discovery** to any latitude-longitude combination • **Make space for** free or public transit-friendly alternatives • **Make reviewing less decisive** with voice memos and tags instead of requiring rankings

Tripadvisor

Helps users discover restaurants, hotels, attractions, and experiences through traveler reviews and ratings, save places they want to visit, plan trips, and receive personalized recommendations based on their interests and destinations.

What Works	• **Crowdsourced reviews** give a multi-perspective and diverse context • **Subgroups** by location helps users find the information they are looking for
What Doesn't Work	• Reviews are made by strangers, so users have **no personal connection** • Although there is a "hidden gems" section, there is **no way for these places to be "hidden"** if they are publicly listed and heavily reviewed
What to Take Away	• There is a need for more **small-business visibility** on review websites • **Organizing places by area radius** is helpful for grouping locations



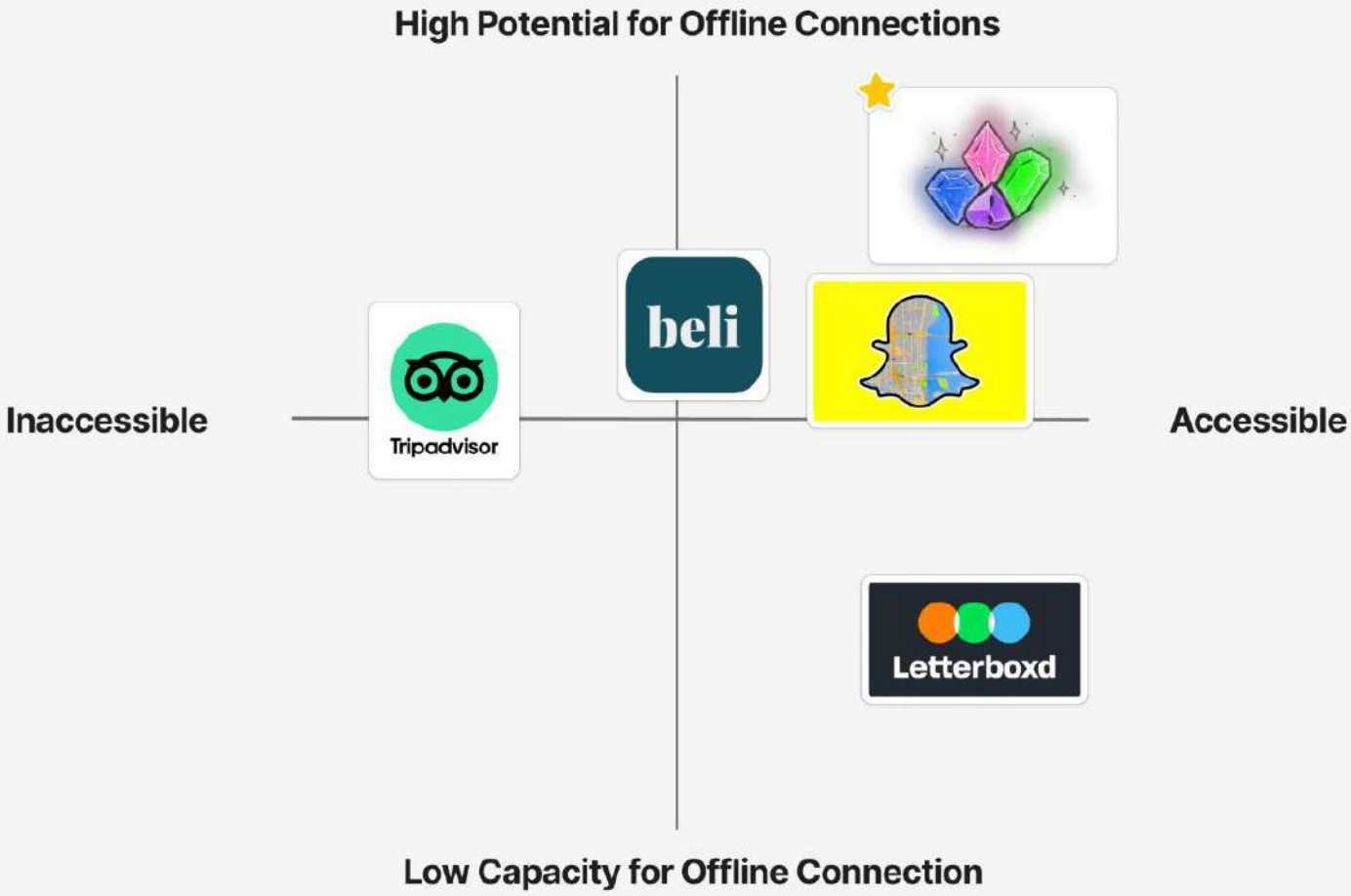
Allows users to track and rate movies that they've watched, write and share reviews, create personalized watchlists and film lists, see what their friends are watching, and discover new films through community ratings and recommendations.

What Works	• **Social connection** allows users to share and discover films with their trusted friends • **Personalized watchlists and ratings** make discovery more intentional and help users organize their 'watched' and 'want to watch' films
What Doesn't Work	• **Focus on logging and reviewing** make it more of a personal logging app rather than a shared experience app • **Limited real-world/social interaction** makes the app feel more lonely that it could be
What to Take Away	• There is **motivation and value in keeping a log** of what you have experienced and what you liked/disliked about it • **Friend-based recommendations** makes discovering new experiences more personal and trustworthy



Allows users to share their real-time location with friends, see where their friends are hanging out, discover nearby places and events through community-generated snaps, and explore activities happening around the world on an interactive map

What Works	• **Real-time location-based content** allows users to know what an event actually looks like in the moment • **Hotspots** signal to a user locations where there is a lot of fun activity
What Doesn't Work	• **Passive social interaction** makes it easy for a friend to see where someone is but doesn't provide information about how they could also visit that location • **Privacy concerns** sharing location can make users hesitate to use the feature
What to Take Away	• **Bridging awareness and information** may make users more likely to visit new places • **Social proof** of a location can make someone more enticed to go there



*Check speaker notes for competitive analysis

Hidden Gems Stakeholders

Direct



Users

The people who actively use the app, recording and sharing their places.



On-App Businesses

Businesses who are aware and happy to be represented on the app.

Indirect



Off-App Businesses

Businesses who are unaware of being represented on the app.



Locals

People who frequent the places listed without the app.

Ethical Analysis



The Worst Headline



“Stalker lures and murders unsuspecting college students through location-based social networking app.”

- Concerns about (1) bad actors, (2) data privacy, and (3) dangerous or private locations
- Involves stakeholders: users and locals
  - Vulnerable users: young females
  - Even non-users can be affected if caught in crossfire
- **To address:** Set up comprehensive trust & safety strategy to mitigate abuses

100 Million Users



High potential for surveillance attempts, disruption of social norms, and degradation of environment

- Surveillance attempts
  - Could receive inquiries about foot traffic data from government or other data-seeking entities
- Social norms:
  - Intrusion of private or dangerous areas
  - General chaos and noise in public areas
- Environment:
  - Intrusion of wildlife areas
  - Greater chance for litter and disruption
- **To address:** Create public and strong values list of product, and stick to it!

Who Disappears?



Exclusion of small businesses, less emphasis on word of mouth, degradation of environment

- Small businesses
  - Location that doesn't receive a good review could perform poorly
  - Strain for small businesses and those with less resources
- Word of mouth
  - Potential for people not following up or solely checking app, rather than focusing on connection
- Degradation of environment

To address: Highlight businesses or locations in need of foot traffic, emphasize visitor guidelines and information from land stewards, suggest alternatives when a location is overcrowded

Simple Task

Learn what kinds of activities or places their friends enjoy.

Why: Requires only understanding another person's preferences or recommendation. There is little coordination or decision making involved

Timestamp: [00:29 - 00:34]

Moderate Task

Decide what activity to try based on recommendations from people they trust.

Why: The user has to consider the recommendations and judge which one best matches their own interests.

Timestamp: [00:54 - 01:00]

Complex Task

Enjoy an activity **with friends** that works for everyone's interests, availability, and comfort.

Why: The experience involves multiple people with different preferences and constraints, requiring the group to reach an outcome that works for everyone.

Timestamp: [01:10 - 01:30]

Storyboards





Friend 1 **overwhelmed** by Google Reviews and Yelp Reviews



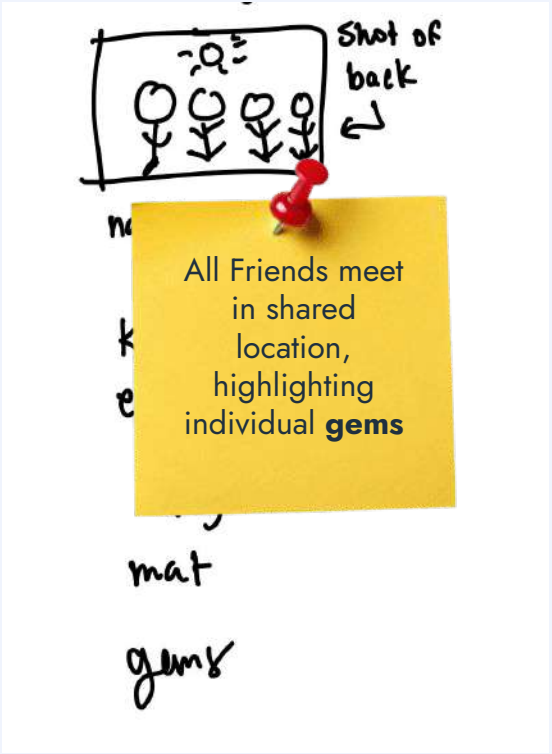
Friend 2 recommends boba shop to Friend 1, hands him **gem**



Friend 1 **pays it forward** by giving **gem/**recommendation to Friend 3



Friend 3 **pays it forward** by giving **gem** to Friend 4



All Friends meet in shared location, highlighting individual **gems**

Concept Video

https://youtu.be/t8gM2SCY-sY

Thanks for reading!



Appendix