Needfinding for Serendipity

Assignment 1

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Our Team



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Problem Domain

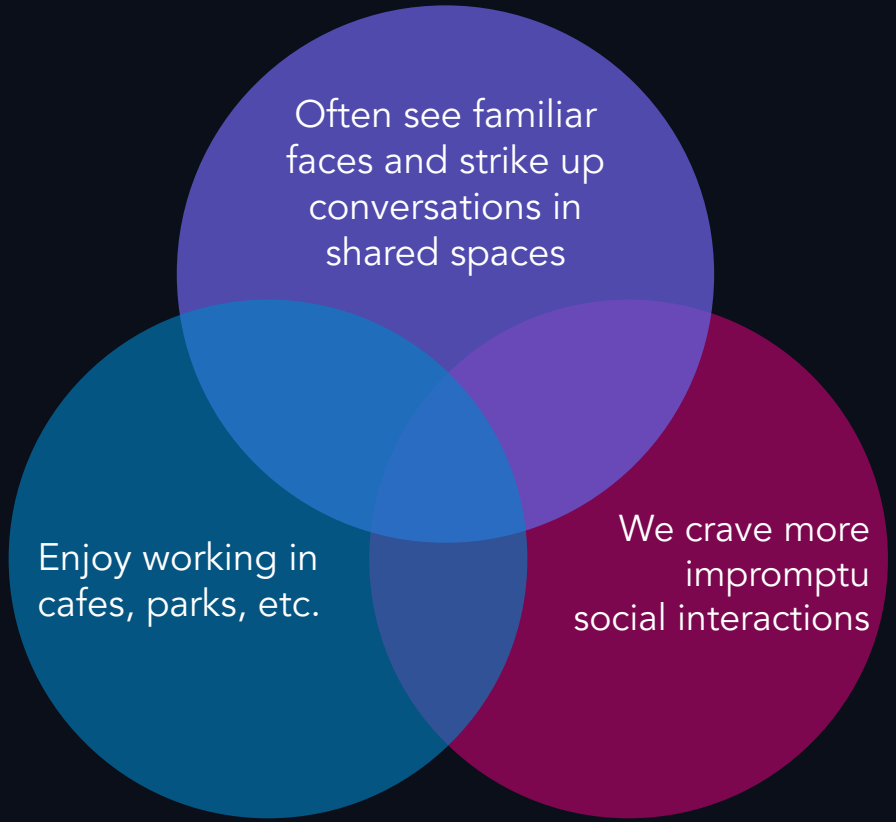
Problem Domain



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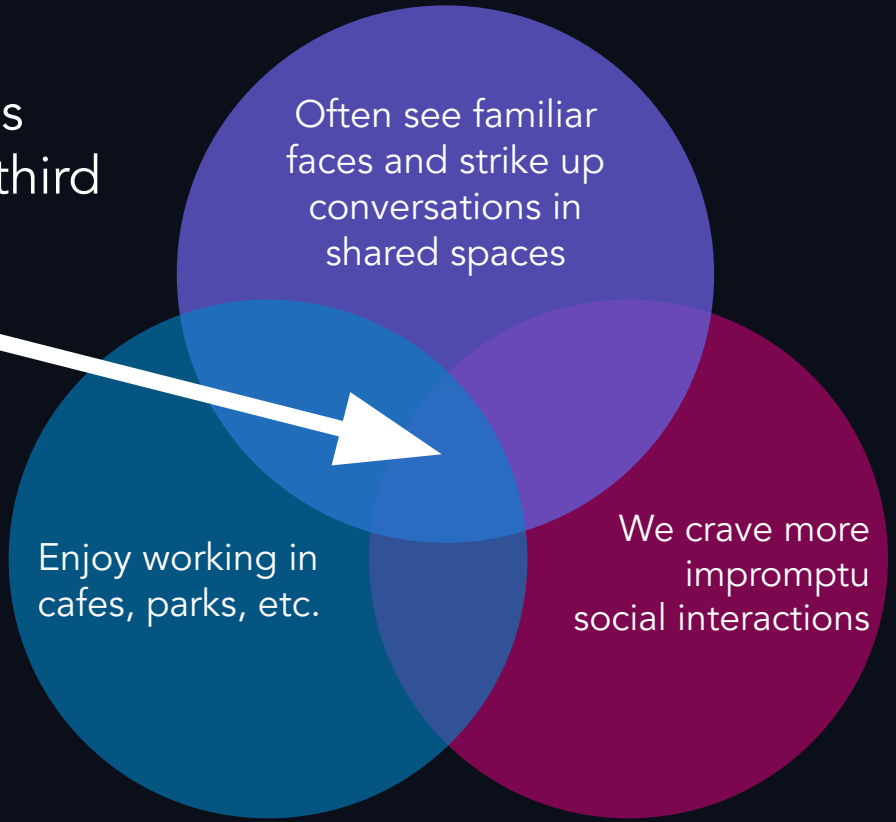


Problem Domain



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Spontaneous experiences in third spaces!



Problem Domain

Spontaneous experiences in third spaces

- What kinds of surprising experiences do different people have in third spaces (cafes, parks, galleries, farmer's markets)? Do they seek those experiences out purposefully?
- We all like to work in cafes, and we find our most serendipitous and/or unexpected experiences in third spaces
- Curious about which types of third spaces bring which kinds of unexpected moments to which groups of people, and what kinds of emotions these experiences evoke

Needfinding Methodology

Participant Selection

- Recruited mix of extreme + typical users
- Broad range of locations to understand varied behavioral patterns
- People who seemed approachable (families, elderly individuals) and not busy with work

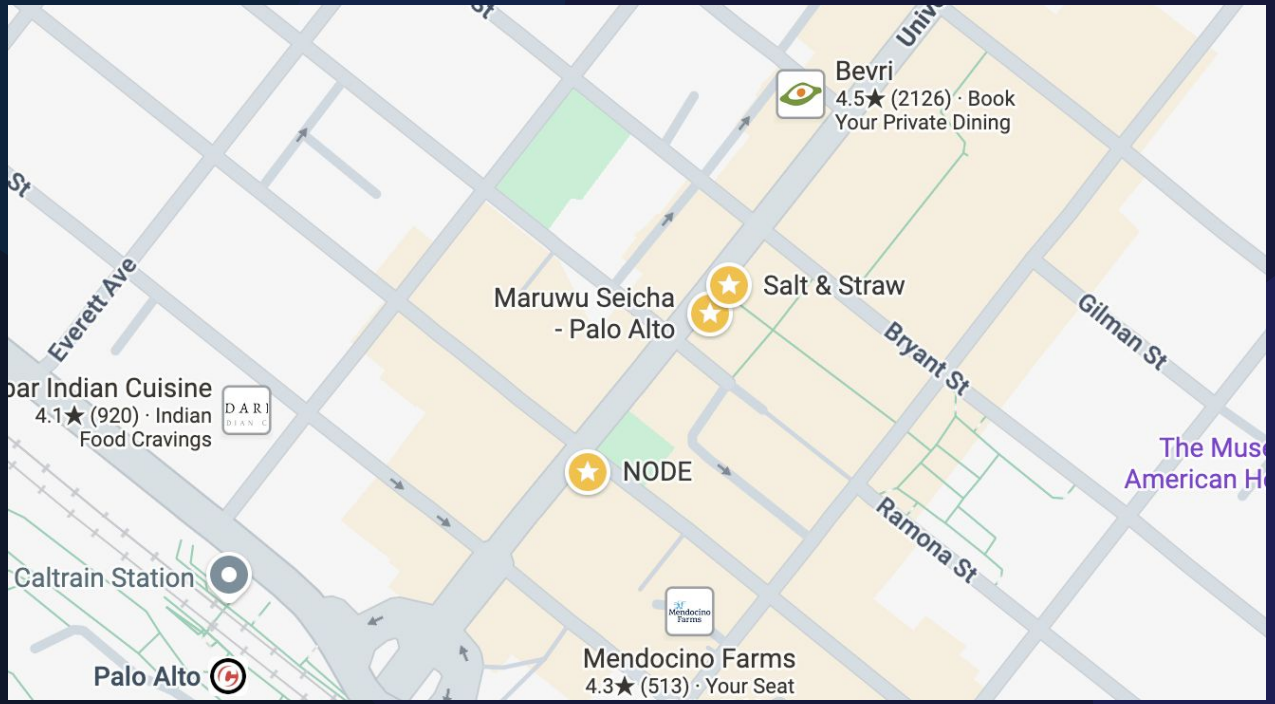
Semi-Structured Interviews

- Drafted interview questions to evoke memories in shared spaces
- Conducted open-ended conversations,

Field Observations

- Approached interviewees as a group
- Granola for note-taking + transcripts
- Laptops for consent forms
- Phones for photos
- Phoebe (Rebecca's car)
- Molly Tea for fuel

Interview locations



- Salt & Straw
- Maruwu Seicha
- NODE art gallery

We talked to...

Alice

healthcare worker @ Salt & Straw

- Mid 20s
- Works at Stanford hospital
- Unwinding with friends after work

Bella & Bob

young parents w/ toddlers @ Maruwu Seicha

- Early 30s
- Works in academia and manufacturing
- Caring for ~3-4 toddlers

Claire

gallery employee @ NODE

- Early 20s
- Aspiring artist and recent Berkeley graduate
- Works at gallery and curates its content

Daisy

elderly ESL teacher @ NODE

- Mid 80s
- ESL teacher
- Came to support granddaughter, who works at gallery

Extreme User #1

Claire

gallery employee

- Works at NODE, a newly-developed art gallery in Downtown Palo Alto
- Interacts with shared art spaces as an industry professional
    - Designs exhibits to maximize emotional and intellectual responses
    - Shapes guest (user) experiences by explaining exhibits and their mechanisms to guests
- Does not experience “random” encounters in the same way that other interviewees do, but initiates these “random” interactions with gallery goers

Extreme User #2

Daisy

elderly ESL teacher

- Frequents third spaces (galleries, museums, coffee shops) with specific intentions and/or companions
    - However, voices limited desire to seek out spontaneous social experiences (“We have enough friends”), yet shows immense positive emotion when recalling surprising interactions with strangers
    - Third spaces seem to contribute a powerful amount to her interactions with others, especially new people
- Unique accessibility needs w/ poor vision

We asked...

Do you enjoy meeting new people?

Do you enjoy coming to shared spaces (like current location)?



We asked...

Do you enjoy meeting new people?

When was the last time you met someone new?

Do you enjoy coming to shared spaces (like current location)?

Tell me about your last memorable experience with a stranger…



We asked...

Do you enjoy meeting new people?

When was the last time you met someone new?

Could you tell me more about a spontaneous moment you experienced here (if they frequent here) or in a similar shared space?

...and deeper.

Do you enjoy coming to shared spaces (like current location)?

Tell me about your last memorable experience with a stranger…

How did you feel about this interaction?

Did certain aspects of the space or the individual make you feel this way?

We learned...

Participants came to third spaces with varied motivations.

- Some had an established plan and companions (Daisy)
- Some wandered in (Alice)
- Some discovered a place through word of mouth
- Some work at a third space and interact with guests (Claire)

"...me and my friends just kind of walked by [Salt and Straw] and saw the ice cream… hey, this looks interesting. Let's go check it out." - Alice

"you kind of get a feeling of if people want to be talked to or if they like to just explore the gallery by themselves. I think once you work, you can kind of read people's body language or if they're kind of, like, eyeing you a little bit, looking or looking a little confused." - Claire

Interview Results

CONTRADICTION: Initially, people claimed to have few spontaneous experiences, but later recalled several distinct examples.

- Waitress in Europe carried Bob & Bella's daughter
- Stranger helped Daisy call a Lyft and escorted her inside the Lyft out of concern
- Alice regularly approaches strangers to give compliments
- Daisy asked others in SF MOMA for help reading museum labels

"We ended up finding wonderful people there that we didn't know." - Daisy

Interview Results

Discovering new third spaces happens via word of mouth, piqued interests, and shared connections.

- Claire actively bookmarks others' suggestions on Google Maps
- Alice hears about cafes from coworkers
- Daisy heard about the gallery from her granddaughter
- Bella & Bob heard about the matcha place from word of mouth

"We have a lot of wanderers [into the gallery]… I especially like to get suggestions for my friends and then kind of save it and bookmark it." - Claire

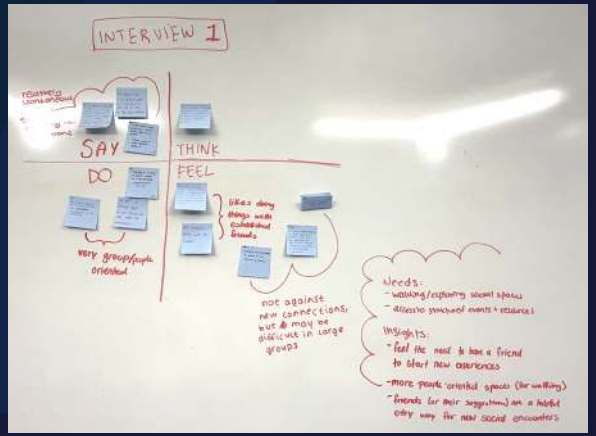
Interview Results

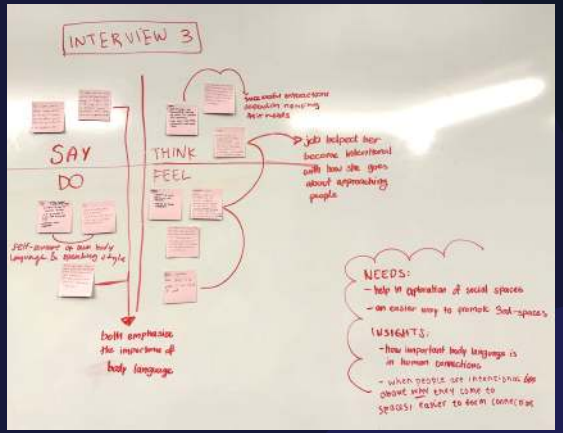
- 4 interview transcripts
- 1 photo with Daisy & co.
- 1 Molly Tea run :)

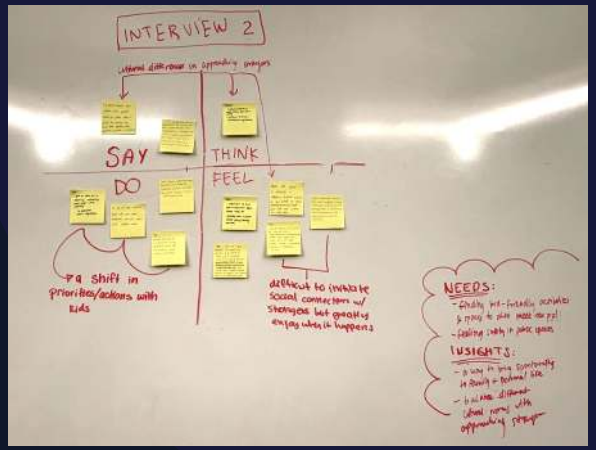


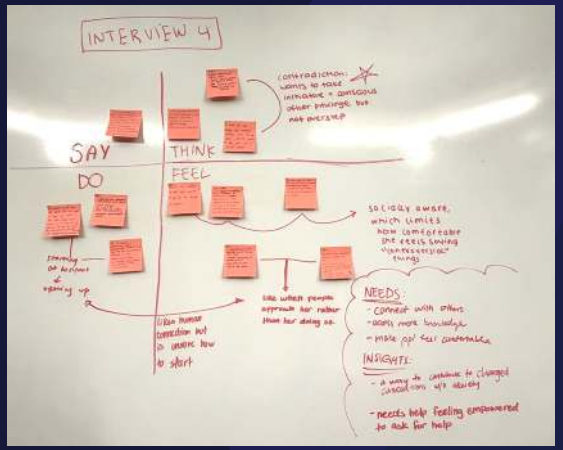


Empathy Maps

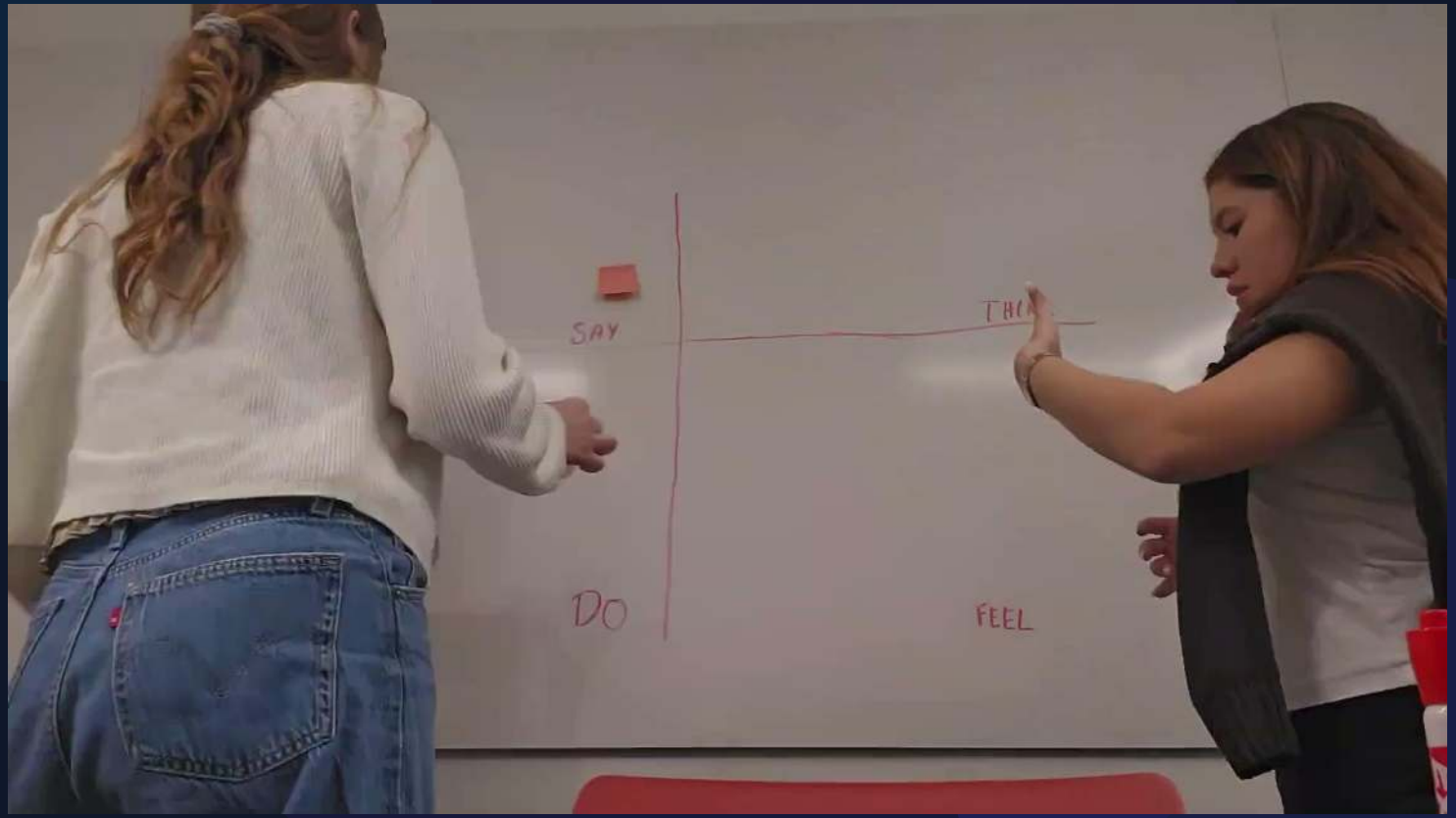








Empathy Maps



Daisy

say

- doesn't care about meeting new people when she has "enough friends"
- has "to learn [her] limits" when voicing her opinion

think

- if she says her opinion, people perceive her, a White woman, as insensitive to their experiences or cultures
- strangers may not help her and feel bothered

do

- cried while talking about kind stranger who called a Lyft for her at the eye clinic
- asked to take a picture with our group b/c she enjoyed our spontaneous encounter

feel

- uncomfortable communicating requests or strong opinions to both strangers and friends
- surprised by others' kindness
- happy when strangers interact with her (like us!)

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contradiction and surprise!

do

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Daisy

- doesn't care about meeting strangers b/c she has "enough friends"
- asked to take a picture with our group b/c she enjoyed our spontaneous encounter
- if she says her opinion, people will think she, as a White woman, is insensitive to their
- both strangers and friends
- surprised by others' kindness
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INSIGHT

Daisy says she doesn't need to meet new people, but she actually enjoys these interactions. She holds back from starting interactions herself because **she fears overstepping boundaries or saying the wrong thing.** Inaccessible third spaces add another barrier.

NEED

People possess a natural desire to connect with others. However, limited self-confidence or the setup of physical spaces can get in the way, so **people like Daisy need ways to feel safe and confident reaching out to strangers without fear of overstepping.**

Needfinding Reflections

- Wholesome interactions with strangers
- Adapted our questions based on interviewee interests
- Our interviewees were impacted by the environment around them
  - Standing with a group vs. sitting
  - Watching over toddlers
  - Art gallery text size
- Our group interviews = “serendipitous interactions”

Summary

- Go in with an open mind; don’t assume needs
- Different expectations for spontaneous interactions
- Culture plays a big part to how people go about approaching people in social settings
- Social groups heavily influence people’s behavior
    - Family unit vs. employee vs. friends

Next Steps

- Pinpoint HMW statements based on our 4 interviewees
- Continue interviewing individuals from diverse backgrounds
- Refine problem domain and target audience
    - Consider how people interact with physical elements of shared spaces (such as Daisy w/ museum exhibits), their body language (based on Claire's experience), and how this may increase potential for human connection
- Continue analyzing interview data
- Start making POVs for our interviewees

Thank you!

Any questions?