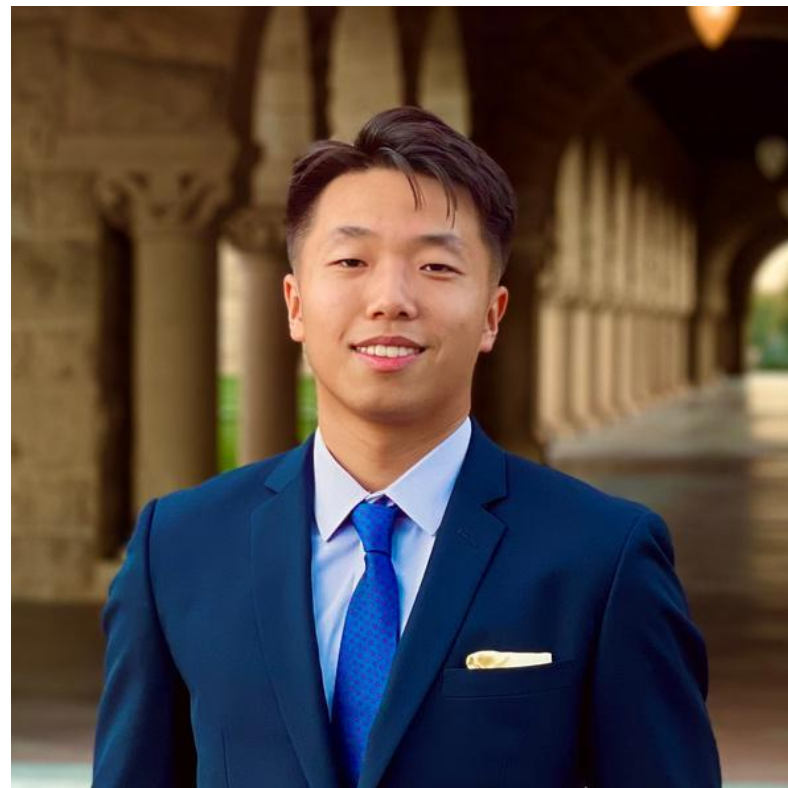
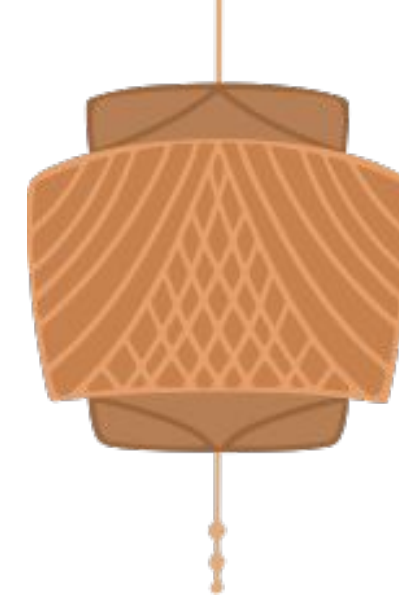


Family Stories



Needfinding Report

Our Team



Steven Pu

Symbolic Systems
(HCI) undergrad



Jasmine Narine

Symbolic Systems
(HCI) undergrad



Jack Clark

CS (HCI) coterm,
MS&E undergrad



Shuvi Jha

CS (HCI), Feminist,
Gender & Sexuality
Studies undergrad



Domain of Interest

People with current & past relationships
with their aging family members.



Aging

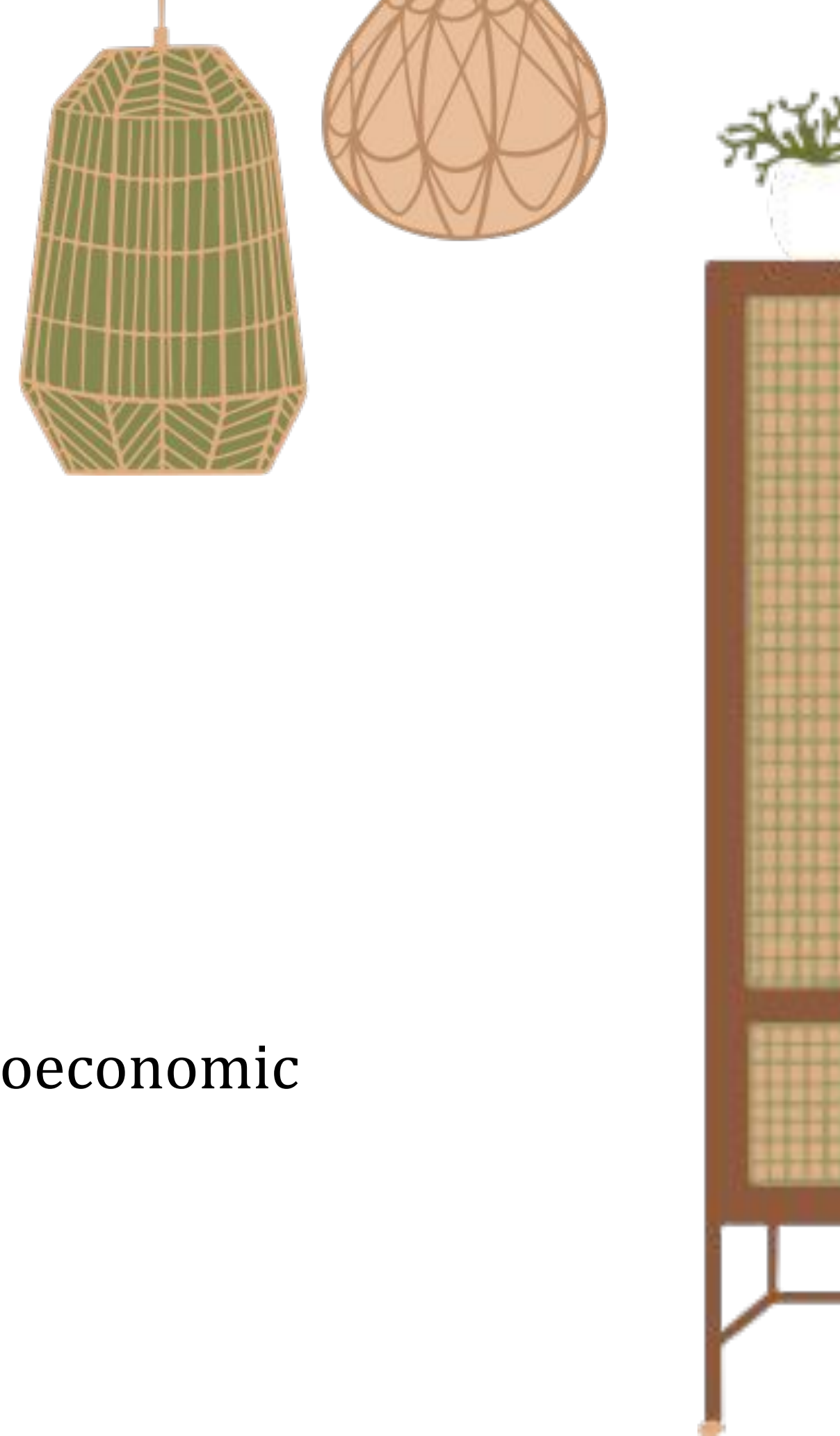
Culture

Stories

Selection Criteria

We sought diversity in:

- Age of participants
- Age of elderly family members
- Levels of closeness with elderly family members
- Views on storytelling, sharing, culture, and family stories
- Personal identifiers such as race, gender, sexuality & socioeconomic status



Our Participants



Catherine

Mid 20's
Cantonese-American woman,
nonprofit founder based in
Mountain View



Clare

Late 30's Filipina woman,
healthcare worker based in
Palo Alto



Sahir

20-year-old queer Kashmiri
individual, Urban Studies
student at Stanford



Guiding Questions

Can you describe your relationships with your family and loved ones?

What makes a story special to you?

What do you talk about with your family?

How do you organize and revisit your memories?

What do you want to learn about your loved ones?

How do you start conversations with your elders and loved ones?

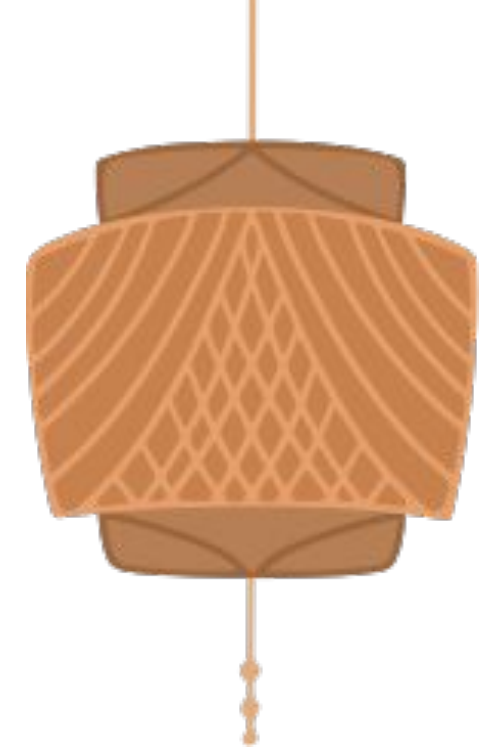
What are your favorite family stories? What draws you to these stories?



Interview Results & Analysis

Mid 20's Cantonese-American woman, nonprofit founder based in Mountain View

Bought Starbucks as compensation



Interviewed at local Starbucks in Mountain View

Found on Reddit after posting in r/MountainView



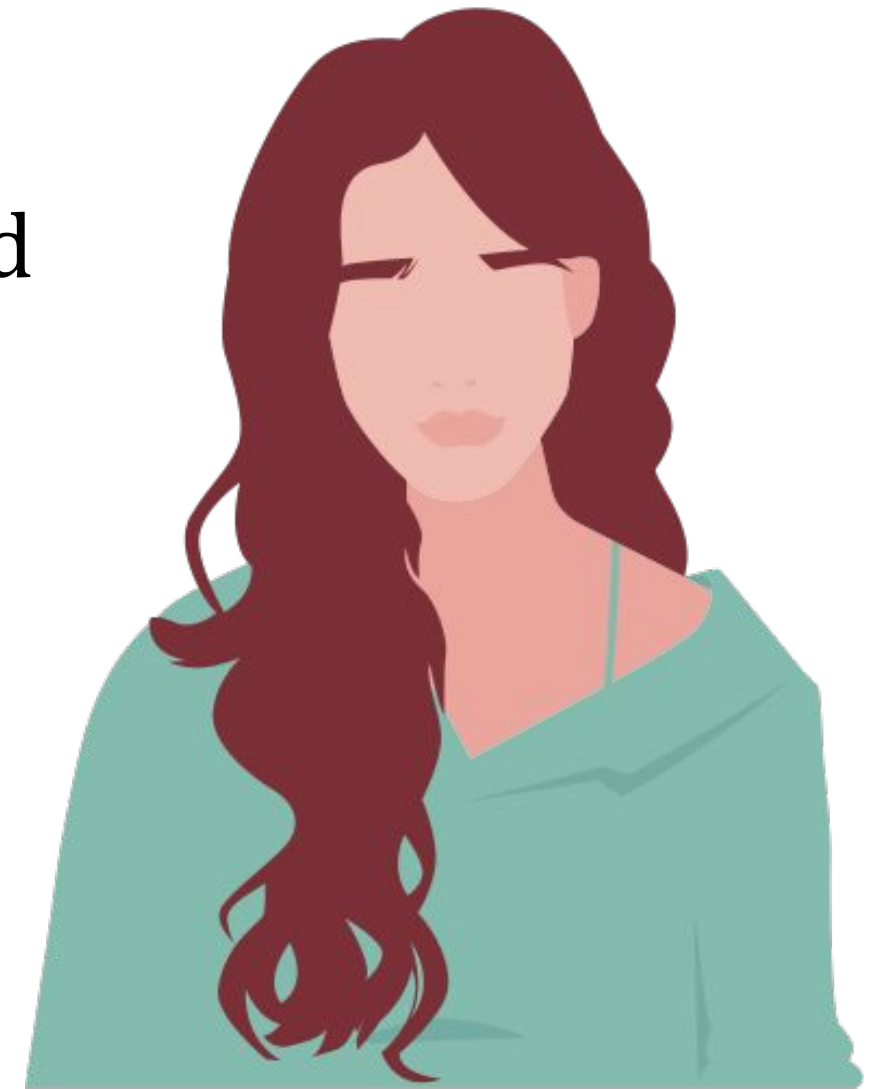
Catherine

30 minute interview recorded on Otter

Grandma passed away

Catherine

“Interestingly, I still have two voicemails saved from my grandmother on my birthdays, and they always followed a similar script. She would reassure us, saying, ‘If you ever need help, just ask the family. They’ll talk to me.’”



- Cooking is a way for me to be connected to my mom's family
- I still actually have two voicemails when my grandma said happy birthday
- **I remember like during high school I sort of thought about recording my grandmother telling stories, but I just didn't. And I don't know why. At the very least, I can at least record my parents.**
- I have a Google doc of the reason like my dad came to America
- I have this like ambition to make a graphic novel of like my parents and my grandparents
- I always am having ideas but actually executing them is another thing

SAYS

- Someone needs to be writing down recipes from older generations in the family
- **Talking to her grandmother feels like she's rambling and repeating the same thoughts**
- Online meetings are much worse than in-person
- There is value in audio documentation of a family member
- There is value in images to accompany text and audio when it comes to remembering loved ones
- There is friction in actually executing an idea into reality

THINKS

- Direct messaged our Reddit account to set up a meeting after seeing a post in r/MountainView
- Proposed a location and asked for a drink and food without consulting the menu
- **Acted defensive initially, as if she did not want to tell us much**
- She got emotional and started scrunching her nose when she started talking about her grandma who passed away
- Started using Cantonese words when speaking about her family and their cooking
- Reluctant to make eye contact with the interviewer

DOES

FEELS

- Appreciative for cooking as a way to explore identity and stay connected to her family
- **Attached to some of the physical items that her grandmother gave her before she passed**
- Regrets that she didn't get to preserve her grandma's recipes before she passed
- Feels close to her grandmother when she listens to the voicemail that her grandmother sent to her
- Confused about the exact recollection of events
- **Frustrated that she did not remember elements of her family's history more clearly**

Insight

CONTRADICTION: Catherine misses speaking to her grandmother but also said that she would ramble often and Catherine would have trouble focusing.

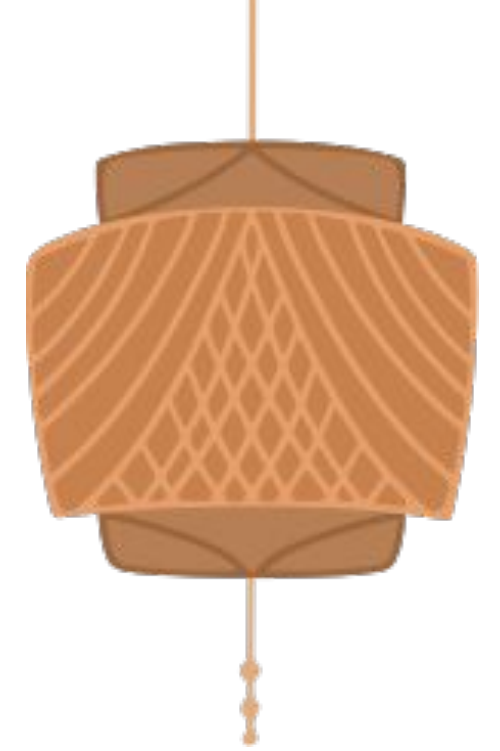
INSIGHT: People desire to gain knowledge and wisdom from their older loved ones, yet they encounter challenges in retaining and preserving the shared information.

NEED: People need effective and concise means of preserving and accessing the wisdom and stories of older loved ones to facilitate meaningful learning and connection.



Late 30s Filipina woman
(she/her), healthcare
worker based in Palo Alto

Bought Jamba Juice as
compensation



Interviewed in front of
Jamba Juice

Found by randomly
asking people for
interview in front of
Jamba Juice at Town &
Country



Clare

30 minute interview recorded on
Otter

Grandma is 96 years old

Clare

“I don't think the older generation is capable of narrating anything on their own story on social media.”

“Maybe I should actually take the time to tap on the wisdom and resources of my aunties, uncles, and grandma.”



- At a gathering, you see a clear divide of the old people and the young people and stories being told in those circles are different
- **Maybe there's something the older generation can impart to me that they went through or how they strategically climbed up in their profession**
- I think I would have made better financial decisions if I asked my parents
- Maybe I should actually take the time to tap on the wisdom and resources of my aunts, uncles, and grandma
- I think in my point of my life, if I ask my family for advice, I would actually make a conscious effort to put it on my phone
- [The cemetery] is the only physical or tangible thing that will keep that connection with his parents

SAYS

- **Understands that there is a divide in the family between the young generation who are more fluent in digital life and the older generation who are not**
- Thinks that it is worth it to help her grandparents to share more on social media as a good way to keep track of their lives
- Really respects the advice coming from the older generation
- **Thinks food as an important way to connect with family and celebrate them even when they leave this world**
- Thinks that a physical thing like a book/grave serves as a tangible that helps with maintaining the relationship after death

THINKS

- Overheard us asking others to be interviewed and approached us to learn more about it
- **Became emotional and teared up when she talked about memories of her grandmother**
- Expression brightened up when she mentioned the food that her grandparents make
- Kept talking past her proposed stopping point and delayed sending her husband lunch to continue to speak to us
- Became excited when she spoke about asking more questions the next time she sees her family in person
- **Was very conscious about what was “on the record” versus not**

DOES

FEELS

- Sad about her husband's deceased parents and how he visits their graves to keep in touch
- Empathetic towards her husband when he visits his parents graves
- **Excited about the opportunity to learn from her grandmother while she is alive**
- Proud about her accomplishments
- Thankful that her grandmother was such a great role model in her life
- Satisfied with her current family situation
- Anticipation for holidays where she can see her family again
- Longing for the taste of meals cooked for her by family when she was a child

Insight

SURPRISE: In her current stage of life as a middle-aged woman, when Clare seeks advice from her family, she records it on her phone for documentation.

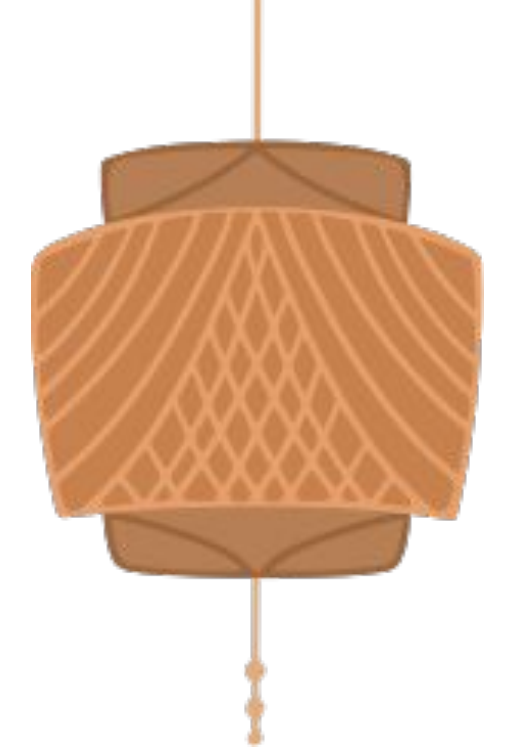
INSIGHT: Advice is valuable at all stages of life.

NEED: People need a reliable and accessible way to enable access to valuable advice at various stages of life.



20-year-old queer Kashmiri individual (he/they) studying Urban Studies

Grandma is 80 years old



Extreme user: took on the role of confidante, experienced and consumed trauma



Distant friendship as members of South Asian community at Stanford

Sahir

Interviewed at Slav, Stanford campus

60 minute interview recorded on Voice Memos

Bought Starbucks as compensation

Sahir

“My grandma was quite lonely and isolated caring for me and my brother, and I became one of her primary confidants. We had a connection where she would reveal deeply meaningful and sometimes traumatic experiences from her childhood in Kashmir, adulthood, and present struggles.”



- **“I feel like in a way a responsibility to like, tell people like carry on the legacy”**
- “I didn't feel very comfortable... publishing industry...so I'm kind of glad that they didn't accept it”
- “people were like, Whoa, like, this is cool...” (Context: about the story is his non-fiction writing class about sexuality + growing up with his grandma...)
- “I feel like I was really excited to publish them in that moment. But right now I kind of feel like, personal to me...”
- Expressed that his grandmother told graphic/traumatizing stories during mundane moments

SAYS

- Writing is a form of storytelling that is more seamless and polished than oral communication
- As someone who knows his grandmother the best, he has the obligation to continue his legacy
- **Thinks that he might be interested in expressing his stories through many forms of media such as music**
- That it was difficult to be so young and be an emotional support system for his grandmother
- That his family uses storytelling as a means of communicating lessons, less so as a means of getting closer with one another

THINKS

DOES

- Wonder if he was going to cry during the interview, expressed nervousness about the prospect of him crying
- Was immediately drawn to telling the story of his grandmother -> definitely made her a central point of the interview
- Struggled to think of a particular story of his family he wanted to share -> ended up choosing an intense story
- Was very casual throughout the interview -> didn't really become especially emotional at any point
- **Repeated his feelings of contentment with the distant relationship to his grandmother**
- Repeated his desire to learn more about more intimate stories of his parents

FEELS

- Ashamed when someone inquires about whether his characters are inspired by those he knows in real life
- Obligated to hear the stories of his parents to get to know them better -> particularly surrounding childhood
- Conflicted about whether or not publishing is the right avenue to share his stories that include his family
- **Uncomfortable sharing verbally with his family due to their reaction after his vulnerabilities surrounding queerness**
- Grateful to his brother, whom he has grown closer to due to shared experiences
- Desire to know more about the less traumatic details of his grandmother's childhood

Insight

CONTRADICTION: An aspiring writer and academic, Sahir wants to share stories of his grandmother but not through public avenues like publishing.

INSIGHT: People possess meaningful family stories they wish to share, but they hesitate due to concerns about respecting the privacy and intimacy of their family relationships.

NEED: People need ways they can comfortably and privately share their family stories and experiences without violating the intimacy and privacy of their families.

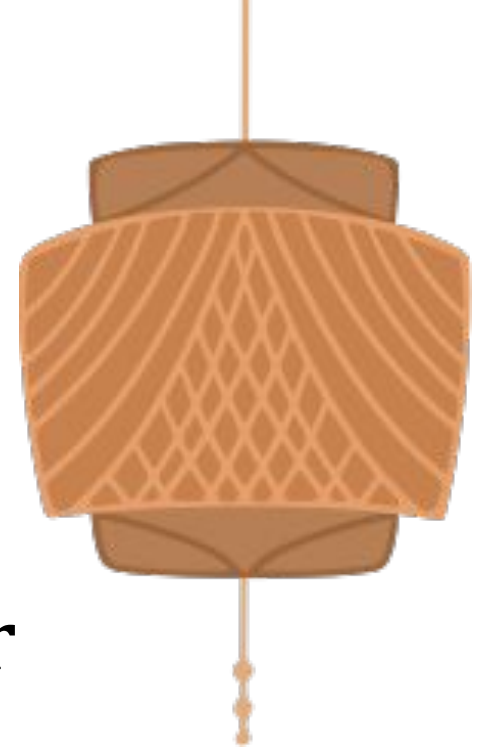




Summary

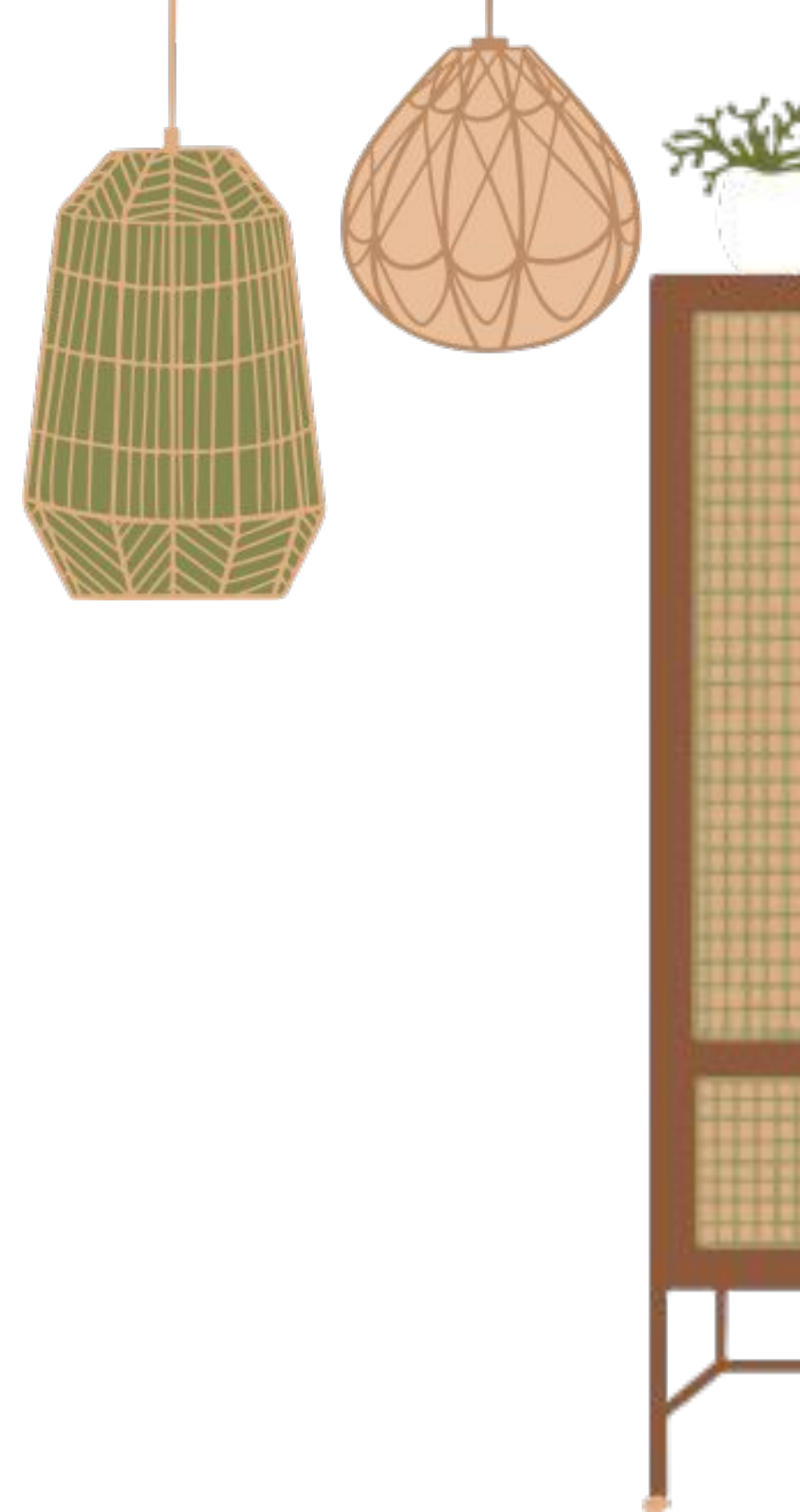
Key Learnings

- People struggle to communicate with older loved ones but value their advice and stories
- People want to learn more about their family's stories
- Families want these stories to remain private
- People have considered recording and documenting these stories digitally
- Food recipes hold significance as a cultural way of documenting loved ones' legacies



What's Next?

- Interview people from various backgrounds, especially: older people, people with “base case” stories, extreme users
- Continue to analyze and unpack the data collected from interviews
- Further refine the specific problem domain





Appendix



sdbabygirl97 3:24 PM
hey dming you to chat



Training_Bobcat_7386 3:36 PM
Hi! Are you available to chat sometime tomorrow morning or early afternoon?



sdbabygirl97 3:37 PM
Sure, let me find a close Starbucks to me.

here, meet at the starbucks on san antonio rd in mountain view

565 San Antonio Rd
Mountain View, CA 94040
United States



Training_Bobcat_7386 3:39 PM
What time would work for you?



5



r/mountainview · Posted by u/Training_Bobcat_7386 4 days ago



I am a Stanford student hoping to talk to people who have an interest in telling stories about their loved ones

I am working on a class project about preserving the past and would love to ask anyone questions for 30-45 minutes or so about this. It would be wonderful if we could meet over coffee or somewhere in the Palo Alto/Mountain View area to chat in person.



6 Comments



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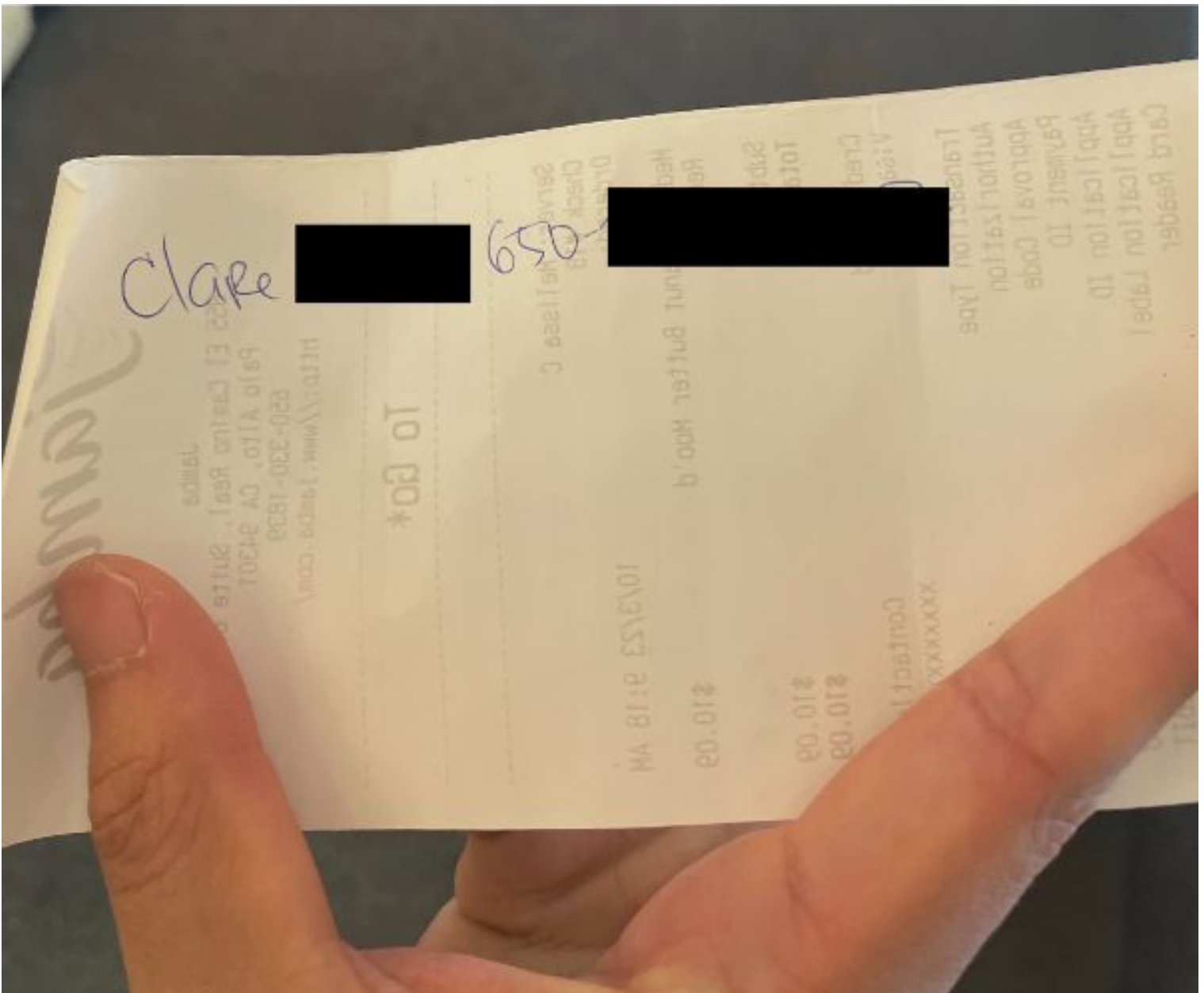
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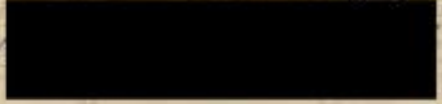




Clare



650



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**Thank you for
listening!**

