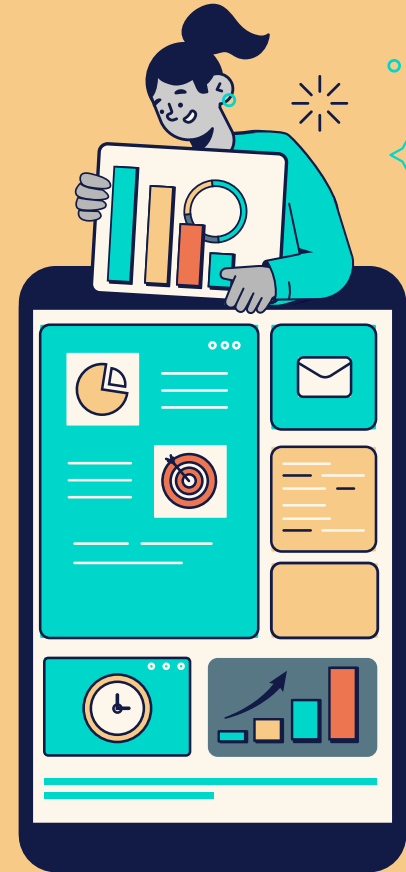


Capsule

Additional Needfinding, POVs, HMWs,
Brainstorming & Experience Prototypes



Capsule: The Team



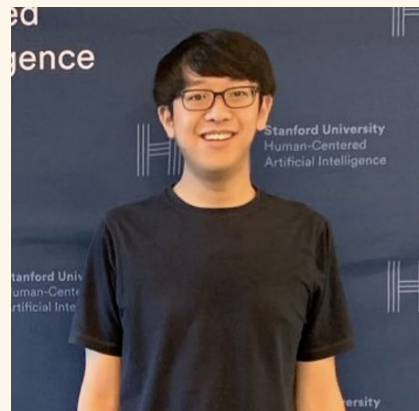
Julia Markel

3rd Year CS PhD
Pordenone, Italy



Kendal Murray

Junior in SymSys
Hayward, CA



Allen Nie

5th Year CS PhD
Danville, CA



Tristan Sinclair

CS Coterm
Alamo, CA



01

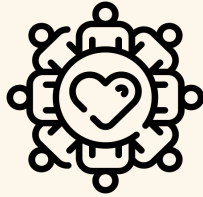
Our Domain



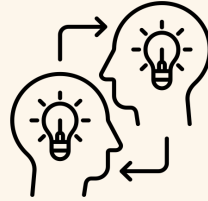
Narrowing in on a Domain



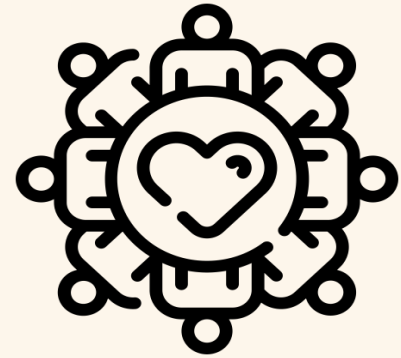
Social Media



Community



Knowledge
Sharing



Community

02

Our Interviews



Previous Interviewees

Hunter

Early 20s
Software Engineer
@ Tesla
From Ohio



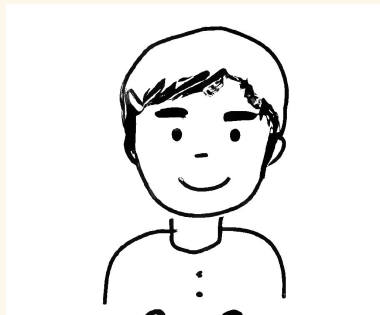
Zed

Late 20s
Data Scientist @
Survey Monkey
From India



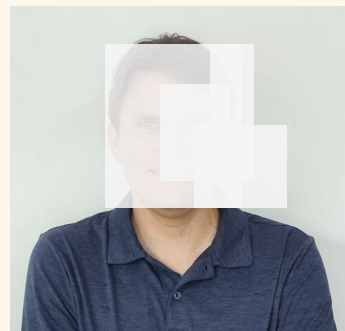
Coco

Early 20s
Student @ Stanford
From Utah



Gustavo

Early 40s
Head of Legal Latin
America Expedia
From Brazil





WOMEN!!

Participant Selection

We went to...



Looking For...

Female Students

Who Use Social Media

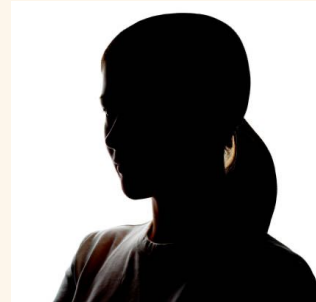
Who Seek Community

We Found



Ava

Junior at SJSU
From the Bay Area





Shinjin

Freshman at SJSU
From San Diego







Ava

- Used to be a commuter student but it wasn't until she moved to campus where she was able to find a community on campus
 - She uses social media to stay connected with friends. She likes twitter (X) for the ways in which it is easy to share what you are thinking.
 - She likes sharing fun facts and engaging in small talk with others because it is a way to connect with someone... see what they like and think about it
- 
- 



Shinjin

- Only a couple months into college and is still trying to get a hold of everything (time management, balancing responsibilities)
 - Believes that most people on social media app (specifically Instagram) are inauthentic which leads to negativity and toxicity. Often deletes the app.
 - In her personal experience, hard to truly connect with people and make genuine connections with people strictly through text...hard to capture nuance.
- 
- 

03

POV Development



Ava

We met Ava, a junior at SJSU who only recently connected with her school's community after a year of being a commuter student.

We were surprised to notice that she uses social media as a way to share her thoughts but also to connect and stay in touch with those that she doesn't get to see on a day to day basis.

We wonder if this means Ava has trouble expressing her feelings and thoughts in her everyday life and is on social media for fear of eventually losing that connection if she were to no longer engage.

It would be game changing to bring that sense of security to Ava and find a healthier platform to allow her to share her thoughts.

Coco

We met Coco, a Junior STS student at Stanford who is active in online community based forums and uses these communities to learn about different interests of his.

We were surprised how dedicated he was to the communities he was a shareholder in and the responsibility he had in them when moderating.

We wonder if this means Coco finds the same level of community whether if it is online or in person.

It would be game changing to bring this level of community to others in search of community but who can't find it as easily in person and to lower the barrier of entry to these communities

Zed

We met Zed, a data scientist in his late 20s, who earned a master's degree in computational mathematical engineering at Stanford, and currently living with his girlfriend in Palo Alto.

We were surprised to notice that although Zed does not use social media often, he wants to learn more about the community around him and likes community that shares a positive message.

We wonder if this means Zed has a desire to curate information for himself, wants to be mindful of what he engages in, and feel insecure to share his opinions or thoughts openly.

It would be game changing to allow Zed to access a larger community that is built around positive interactions.

04

How Might We...



Ava

We met Ava, a junior at SJSU who only recently connected with her school's community after a year of being a commuter student.

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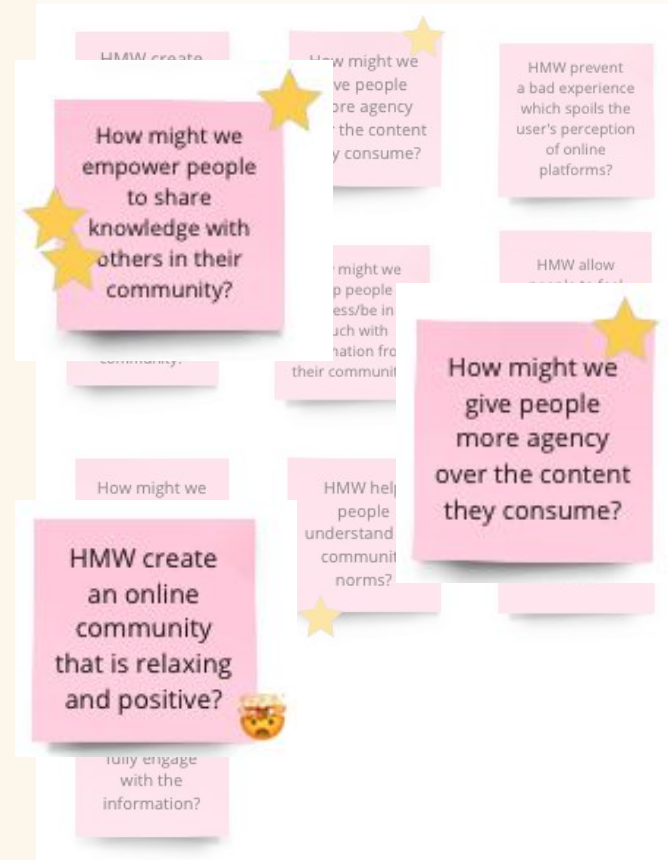
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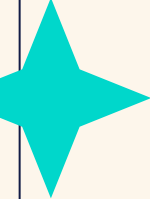
We wonder if this means Zed has a desire to curate information for himself, wants to be mindful of what he engages in, and feel insecure to share his opinions or thoughts openly.

It would be game changing to allow Zed to access a larger community that is built around positive interactions.





Our Favorites



How might we help people stay connected (not fearing loss of connection) without continual engagement (e.g., seeing each other every day)?

How might we empower people to share knowledge with others in their community?

HMW create an online community that is relaxing and positive?



Ava

How might we help people stay connected (not fearing loss of connection) without continual engagement (e.g., seeing each other every day)?



We met Ava, a junior at SJSU who only recently connected with her school's community after a year of being a commuter student.

We were surprised to notice that she uses social media as a way to share her thoughts but also to connect and stay in touch with those that she doesn't get to see on a day to day basis.


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It would be game changing to bring that sense of security to Ava and find a healthier platform to allow her to share her thoughts.

Zed



How might we empower people to share knowledge with others in their community?

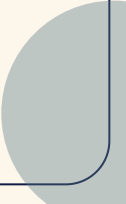


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Coco



HMW create
an online
community
that is relaxing
and positive?

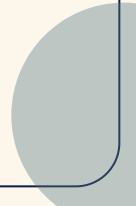


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05

Solutions



An app that allows people (apart) to clean together/at the same time

An app that allows people to cook together

An app to connect people with similar interests (meet-up app)

An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)

An app that randomly sends your location to a friend at random times of the day

A wearable that flashes a picture of one of your friends/family on screen at random points in the day

An app that allows you to realize your own expertise via self-reflection and self-assessment

An app that is low pressure and encouraging to share anything

Solution 3: An app that shares fun facts

An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)

An app that has an expert/learner structure, where people can share knowledge they are familiar with

An app that gives you a reward for sharing knowledge (maybe it gives you more knowledge?)

Solution 1: An app that shares music and images based off the vibe the user is currently in

Solution 2: An app that filters out news that is biased and depressing

Solution 3: An app that filters out content a user is not interested in

An app centered around sharing one thing you learned today

provides tips for living a healthy lifestyle

A mindfulness centered app

06

Experience Prototypes



01

Solution:

An app centered around sharing one thing you learned today

Assumptions:

1. Someone learned something today and would want to share it/remember it
2. User has someone to share with
3. User values sharing what they've learned
4. Users would share a quick 1-2 lines
5. If we limit character count users will have different kinds of answers

Experience Prototype

Experience Prototype 3a:
See if people have anything they learned to share (on the spot?)

Experience Prototype 3b:
Ask people to write down what they learned on a sticky note vs piece of paper (does this change length)

Assumptions Being Tested:

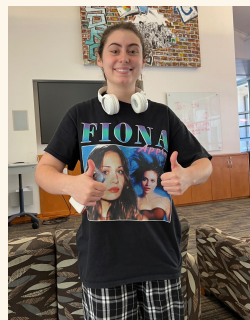
- Someone learned something today and would want to share it/remember it
- If we limit character count users will have different kinds of answers



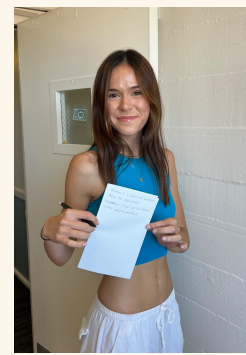
Participants



Yazan



Cara



Claudia



Grace



Jason



Reece





Assumptions Being Tested:

- Someone learned something today and would want to share it/remember it
- If we limit character count users will have different kinds of answers

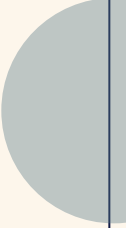
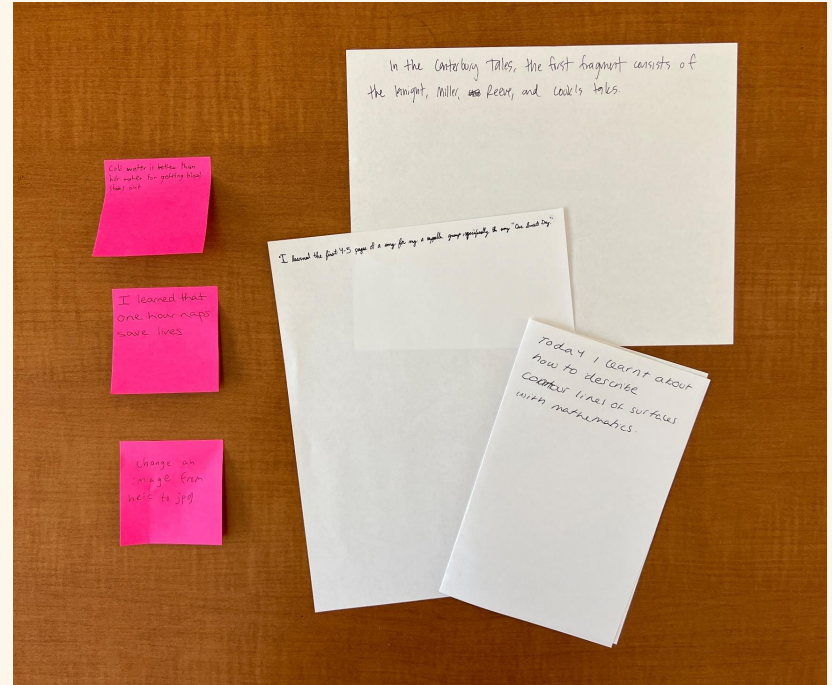
Results

What worked:

- They all came up with something they learned
- No one felt restricted in what they could write about

What Didn't Work:

- It took some people some time to think of something to write about





Solution:

An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)

Assumptions:

1. Users have the time to draw a picture
2. This wouldn't be too time consuming for the user
3. Users are okay to share something with just one friend



Experience Prototype



**Experience
Prototype 2a:
Have people
draw something
"quick" and see
how long it takes**

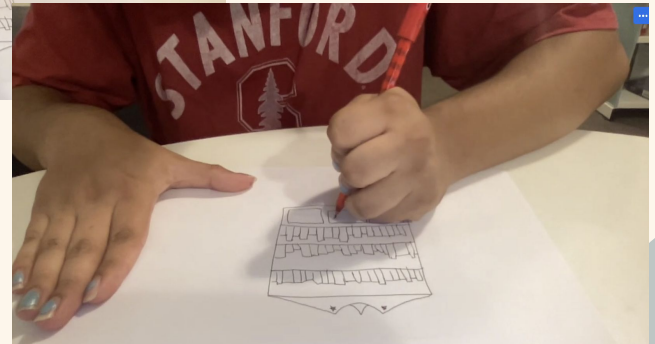
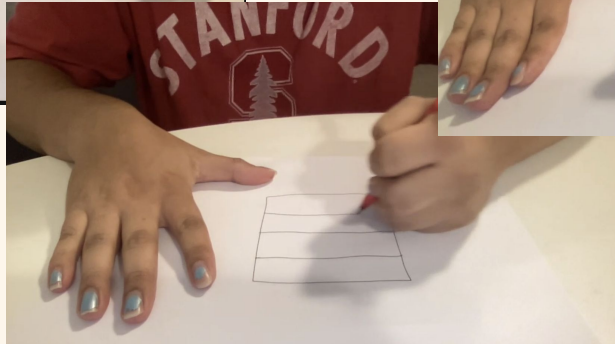
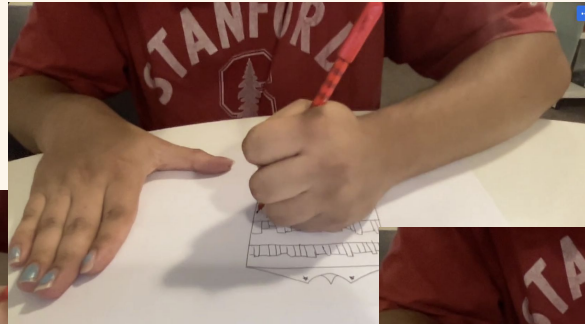
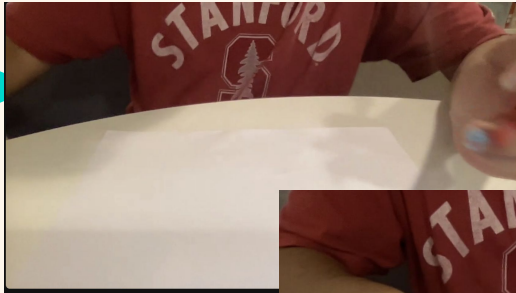
Experience
Prototype 2b: Have
people record
something "quick"
(video or audio) and
see how long it
takes

Assumption Being Tested:

Users have the time to draw
a picture

Task:

Prompt: You are a user of an app, the app asks you to draw something that will be shared with your friends or strangers who live in your community. You can draw whatever you want and can be for them, for yourself, anything.



Assumptions Being Tested:

Users have the time to draw a picture

Results

What Worked:

- They were in the library and was inspired by all the books

What Didn't Work:

- Needed a table (flat surface) and the space to draw





Solution:

An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)

Assumptions:

1. Users have something to say for various different prompts
2. Users would want to participate every day (or multiple times a day)
3. Users would take the time to thoroughly complete the prompts





Experience Prototype :

Experience
Prototype 1:
Flash cards with
different themed
prompts



Assumptions Being Tested:

- Users have something to say for various different prompts
- Users would take the time to thoroughly complete the prompts

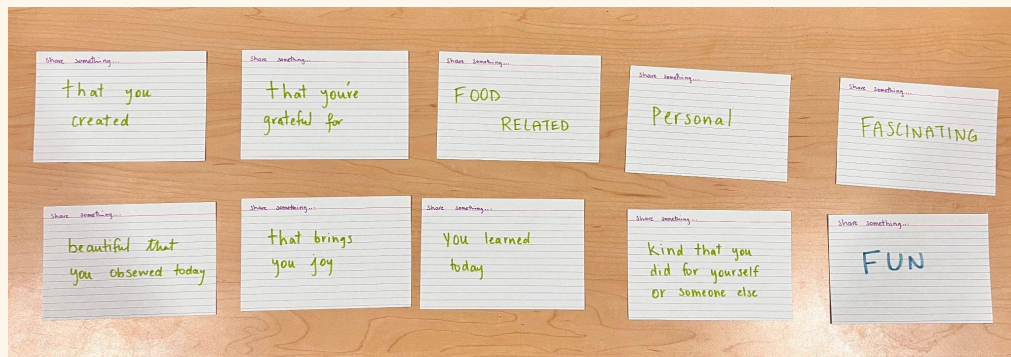


Participants + Task

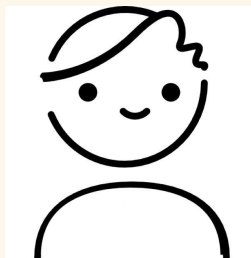


Instructions:

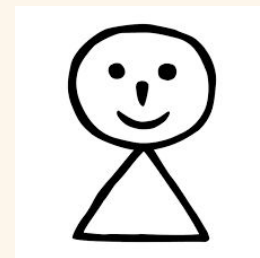
Write down on a sticky note what comes to mind when you read this prompt (where we showed one card at a time).



Kei



Luca



Taylor





Results

Assumptions Being Tested:

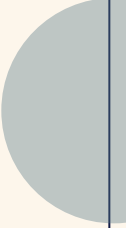
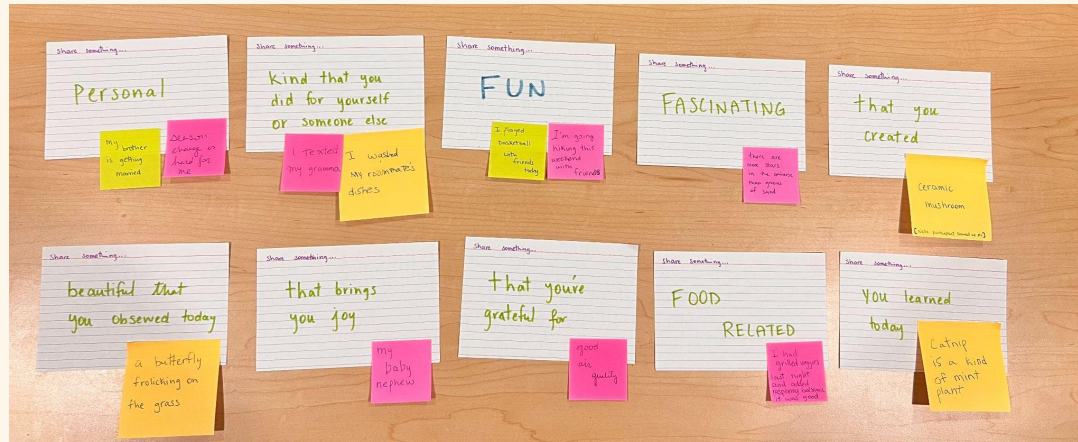
- Users have something to say for various different prompts
- Users would take the time to thoroughly complete the prompts

What Worked:

- People were able to come up with responses rather quickly (within 10sec) of reading the prompt

What Didn't Work:

- People wrote few words / only key phrases that didn't seem to capture their visible emotional response



07

What's Next



Our Solution:

An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)



An app centered around sharing one thing you learned today



An app that prompts you to do something and share them (e.g. share a fun fact, share what you learned)





Ethical Implications

Privacy:

Who is the recipient of the responses to the prompt?





Who Does it Serve?

- Anyone! Really inclusive!
- Probably most appealing towards younger demographics (Gen Z + Millennials)

Who Does it Leave Out?

- Anyone who doesn't have access to phone/internet
- Certain Demographics depending on the prompt
 - I.e “Tell me about a time you went out of the country...”



Appendix

Brainstorming

POV Statements

We need to... (green)
We need to provide a service that allows users to connect with others in their area. We need to create a platform that allows users to connect with others in their area. We need to create a platform that allows users to connect with others in their area.

We want to... (blue)
We want to create a platform that allows users to connect with others in their area. We want to create a platform that allows users to connect with others in their area. We want to create a platform that allows users to connect with others in their area.

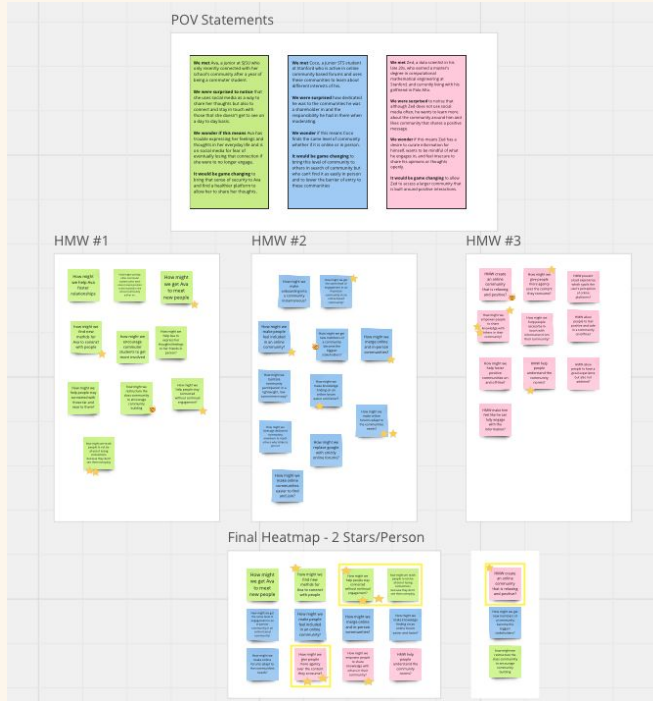
We need to... (pink)
We need to create a platform that allows users to connect with others in their area. We need to create a platform that allows users to connect with others in their area. We need to create a platform that allows users to connect with others in their area.

HMW #1

HMW #2

HMW #3

Final Heatmap - 2 Stars/Person



3 Favorite HMWs

Solutions #1

Solutions #2

Solutions #3

3 Favorite Solutions

Experience prototypes



POVS

We met Ava, a junior at SJSU who only recently connected with her school's community after a year of being a commuter student.

We were surprised to notice that she uses social media as a way to share her thoughts but also to connect and stay in touch with those that she doesn't get to see on a day to day basis.

We wonder if this means Ava has trouble expressing her feelings and thoughts in her everyday life and is on social media for fear of eventually losing that connection if she were to no longer engage.

It would be game changing to bring that sense of security to Ava and find a healthier platform to allow her to share her thoughts.

We met Coco, a Junior STS student at Stanford who is active in online community based forums and uses these communities to learn about different interests of his.

We were surprised how dedicated he was to the communities he was a shareholder in and the responsibility he had in them when moderating.

We wonder if this means Coco finds the same level of community whether if it is online or in person.

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We were surprised to notice that although Zed does not use social media often, he wants to learn more about the community around him and likes community that shares a positive message.

We wonder if this means Zed has a desire to curate information for himself, wants to be mindful of what he engages in, and feel insecure to share his opinions or thoughts openly.

It would be game changing to allow Zed to access a larger community that is built around positive interactions.

HMWs

How might we help Ava foster relationships

How might we help other commuter students who were once in Ava's position to be involved in the school community earlier on.

How might we get Ava to meet new people

how might we find new methods for Ava to connect with people

how might we encourage commuter students to get more involved

How might we help Ava to express her thoughts/feelings to her friends in person?

How might we help people stay connected with those far and near to them?

how might we restructure the class community to encourage community building

How might we help people stay connected without continual engagement?

how might we teach people to not be afraid of losing connections because they don't see them everyday

How might we make onboarding into a community instantaneous?

How might we get the same level of engagement in an in-person community in an online based community?

How might we make people feel included in an online community?

How might we get new members of a community become the biggest stakeholders?

How might we merge online and in-person communities?

How might we facilitate community participation in a lightweight, low-commitment way?

How might we make knowledge finding on an online forum easier and faster?

How might we make online forums adapt to the communities needs?

How might we leverage dedicated community members to reach others who'd like to join in?

How might we replace google with strictly online forums?

How might we make online communities easier to find and join?

HMW create an online community that is relaxing and positive?

How might we give people more agency over the content they consume?

HMW prevent a bad experience which spoils the user's perception of online platforms?

How might we empower people to share knowledge with others in their community?

How might we help people access/be in touch with information from their community?

HMW allow people to feel positive and safe in a community on/offline?

How might we help foster positive communities on and off-line?

HMW help people understand the community norms?

HMW allow people to have a good experience but also not addicted?

HMW make him feel like he can fully engage with the information?

Solutions

Solution 1: An app that shares music and images based off the vibe the user is currently in

Solution 2: An app that filters out news that is biased and depressing

Solution 3: An app that filters out content a user is not interested in

Solution 4: An app that focuses on mental health

Solution 5: An app that is community specific (questions, content)

Solution 6: An app that doesn't support toxicity

Solution 7: An app that encourages well being

Solution 8: An app that only shares good news

Solution 9: An app where people can share their accomplishments

Solution 10: An app that provides tips for living a healthy lifestyle

A mindfulness centered app

An app that allows you to realize your own expertise via self-reflection and self-assessment

An app that is low pressure and encouraging to share anything

Solution 3: An app that shares fun facts

Solution 4: An app that shares news that relates to a specific community

An app centered around sharing something pertaining to a specific prompt daily. (e.g., one day fun, interesting, personal, food related)

An app centered around sharing what's on your mind in one sentence or less

An app centered around sharing one thing you learned today

An app that puts you in touch with someone who has similar interests to you

An app that has an expert/learner structure, where people can share knowledge they are familiar with

An app that gives you a reward for sharing knowledge (maybe it gives you more knowledge?)

An app that allows people (apart) to clean together/at the same time

An app that allows people to cook together

An app to connect people with similar interests (meet-up app)

An app that shows memories of friends/fam daily

An app that sends a notification of some artifact to remind you of a friend

An app that has you exchange daily media w your friends or a single friend (e.g., pic, audio, vid, drawing)

Solution 7: An app that sends daily check ins

Solution 8: An app that sends daily recaps

Solution 9: An app that sends a random photo a day

An app that randomly sends your location to a friend at random times of the day

A wearable that flashes a picture of one of your friends/family on screen at random points in the day

Experience Prototypes

Experience
Prototype 1:
Flash cards with
different themed
prompts

Experience
Prototype 2a:
Have people
draw something
"quick" and see
how long it takes

Experience
Prototype 2b: Have
people record
something "quick"
(video or audio) and
see how long it
takes

Experience
Prototype 3a:
See if people have
anything they
learned to share
(on the spot?)

Experience Prototype 3b:
Ask people to write down
what they learned on a
sticky note vs piece of
paper (does this change
length)



Thanks!

Any Questions ?

