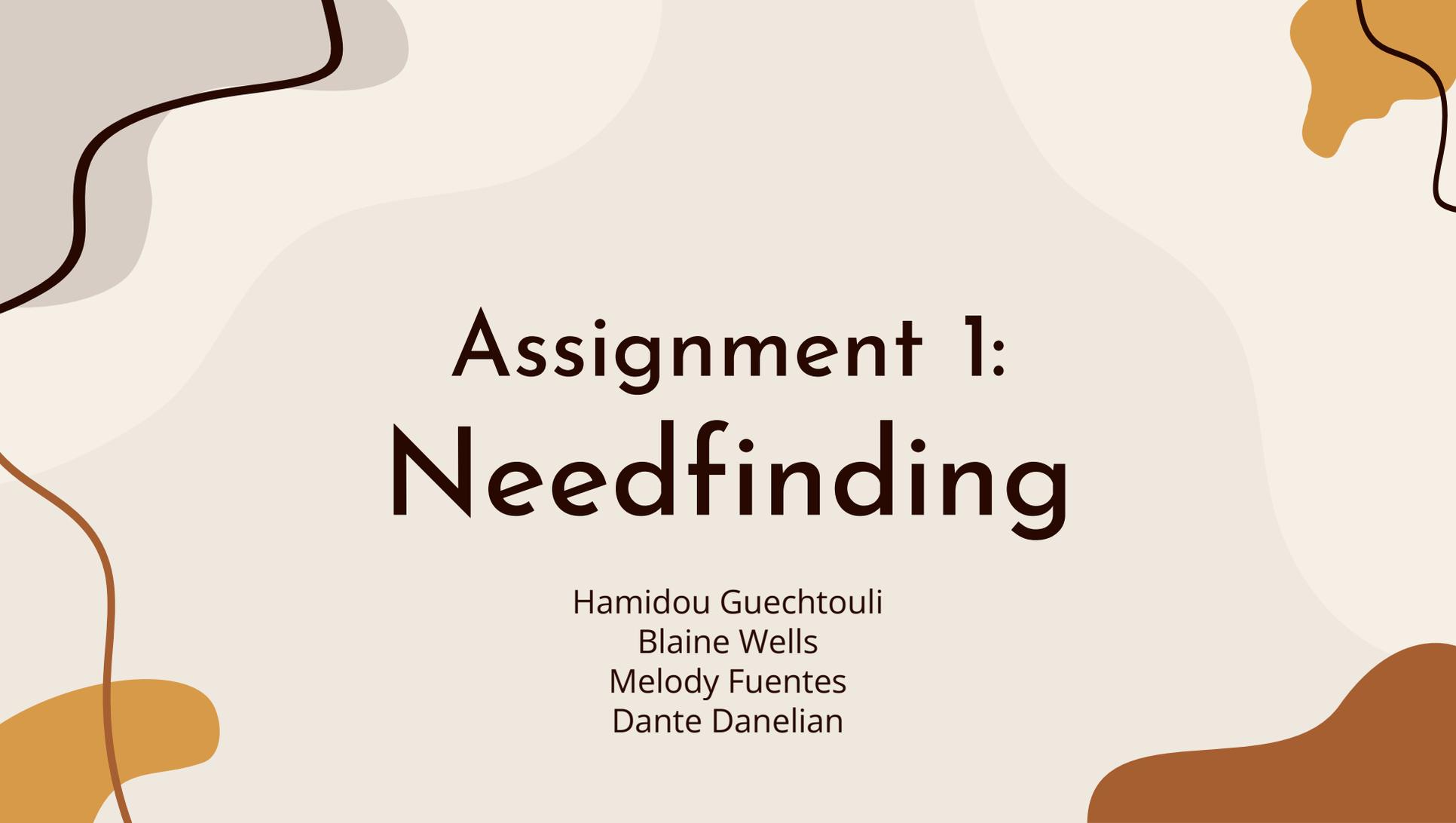


Interview Results



Assignment 1: Needfinding

Hamidou Guechtouli
Blaine Wells
Melody Fuentes
Dante Danelian

Team Introduction



Hamidou
Guechtouli



Blaine
Wells



Melody
Fuentes



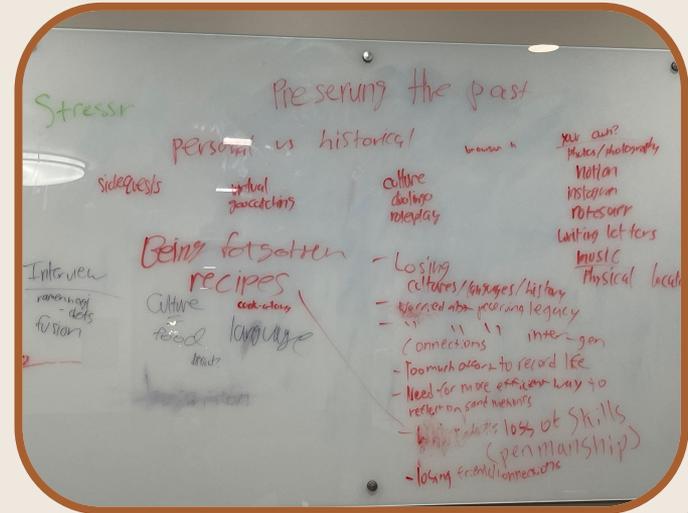
Dante
Danelian

OUR PROBLEM AND DOMAIN:

Forgotten Skills

Why and How We Chose This Topic

- Wanted to focus on a single aspect of forgotten cultures
- Listed out as many options as we could think of (food, art, language, skill sets)
- Each chose our top three, and added up the results



Needfinding Methodology

Considerations in Choosing Participants

Ages

Ranged from 20 to 64.

Identity

50-50 gender split, diverse backgrounds.

Education Levels

Undergraduate, Trade, PhD

Specialized Skill Sets

From novices and hobbyists to masters of their craft.

Disciplines

Archeology, Construction, Computer Science, Medicine

Socio-economic Status

From single dependent to father of five.

Methods of Outreach

- Voluntary (non-compensated) participants were found through a variety of methods:
 - Google search + cold emails
 - Referrals from friends
 - Campus faculty directories
 - Driving around and looking for people who might have some free time

Participant Profiles

Michael Shanks

Age 64 • Domain Expert

Professor of Classics at Stanford, with experience in curating physical and digital archives of past cultures and skill sets. Previously worked on a virtual archive for Boeing.



Nancy Hamilton

Age 58 • **Extreme User**

Has a PhD in Japanese literature and extensive experience with Japanese tea practices, language, and poetry. Extreme user due to skill set expertise.



Audrey Benitez

Age 20 • *Average User*

A junior studying CS at Northwestern University in Chicago. Originally from Mexico.



Joe Gilmartin

Age 60 • Average User

A father of five and native of the Bay Area, who owns businesses in construction and medical sterilization.



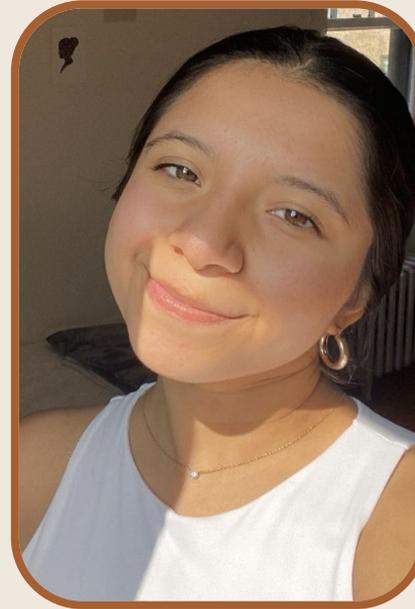
Michael



Nancy



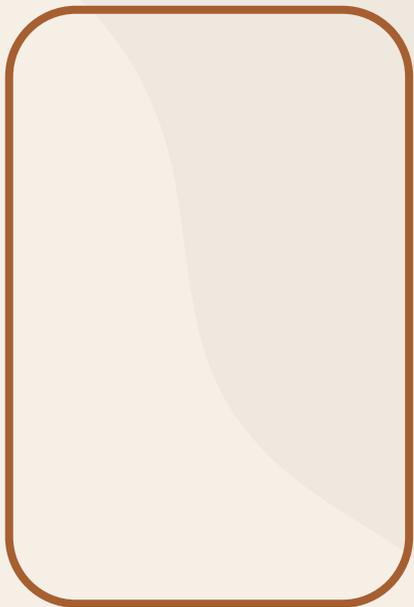
Audrey



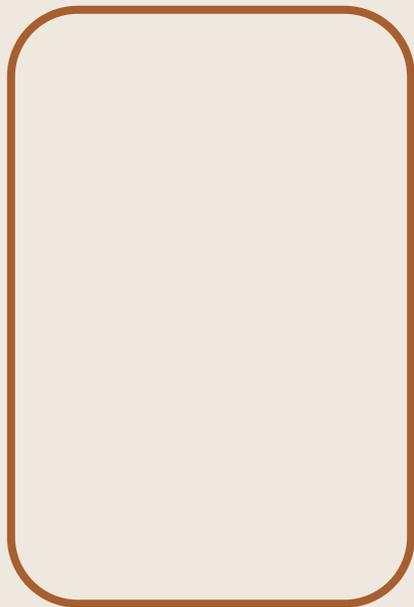
Joe



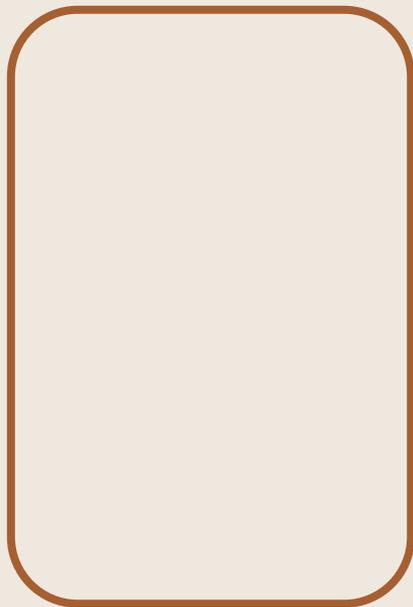
Michael



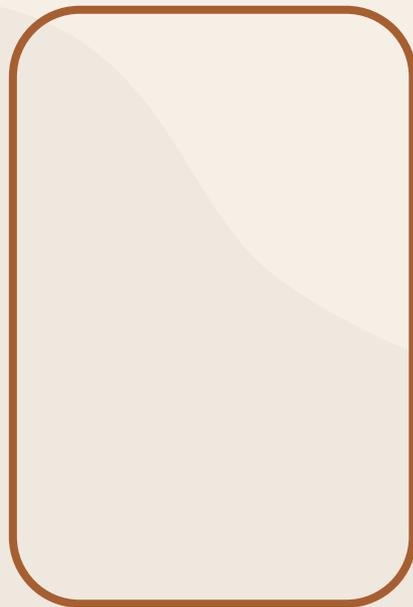
Nancy



Audrey



Joe



Michael

Melody / Dante

Nancy

Hamidou / Blaine

Audrey

Blaine / Hamidou

Joe

Dante / Melody

Interviewer / Notetaker

Michael

Melody / Dante

His Apartment

Nancy

Hamidou / Blaine

Her Home

Audrey

Blaine / Hamidou

Zoom Call

Joe

Dante / Melody

On the Street

Location

Michael

Melody / Dante

His Apartment

Typed Notes

Nancy

Hamidou / Blaine

Her Home

Typed Notes

Audrey

Blaine / Hamidou

Zoom Call

Typed Notes

Joe

Dante / Melody

On the Street

Typed Notes

Apparatus Used

Our Questions

- We used a common script of questions which included, among others:

- ① How do you feel about you or your culture being forgotten?
- ② What does your legacy mean to you?
- ③ What skills do you want to pass on to future generations?

Interview Questions:

- **How do you feel about being forgotten? Your culture being forgotten?**
- On a scale of one to ten, how difficult is it to record your own life?
- What aspects of your life do you wish to record the most—what do you tie most to your identity?
- What do you want your grandchildren to remember about you—what do you want them to remember you by?
- What does your legacy mean to you? To your family/culture?
- What are the hardest parts about keeping friends/connections?
- What helps you to remember your past stories?
- When was the last time you reflected on your past? What was the setting?
- What helps you preserve your own memories (places, songs, apps)?
- How do you remember your culture?
- How do you remember your lost loved ones?
- Introduce yourself. What do you do and why do you do what you do?
- In one sentence (best you can), what does preserving the past mean to you?
- Is there anything in your life that you feel is important to preserve, whether connected to you personally or something/someone/ideas you've encountered? Why or why not?
- How have you gone about preserving said aspects/ how do u plan to?
- Is there anything challenging about doing so?
- What aspects of cultures do you think are most easily forgotten?
- What experiences have you had throughout your life that shape these beliefs?



Michael

“It is a **paradox**; We throw so much away and yet we don't have good ways of **letting things go.**”

“In spite of what people seem to be motivated by, in two generations time, you are **gone**; you will **never be remembered** for anything”

“Cultures don't disappear...they **evolve and change.**”



Nancy

Old words in new ways/ Old things new meanings

"I feel the comradery with the whole expanse of human experience in the past and future compresses time"

"There's something special about doing things the way they've always been done"



Audrey

“I only think about the past when something goes wrong in my life.”

“I feel like I wouldn't have a purpose in life if my culture was forgotten by my family.”

Joe



"I don't do social media but I capture memories with the phone... You could take a picture and share with the whole world, I love that."

"I do not mind that we all come into the great melting pot, intermarry, fall in love, have kids, and blend."

"The fact of the matter is that our values should not be homogenized...homogenizing everything is a sort of bland ugliness."

Analysis

Key Needs and Insights

Needs

- Individual's need to maintain human connection with other people, but choose various means to do so.
- To teach others about their point of views regarding preservation of memory.

Insights

- Culture and history is typically associated with monuments and physical items that we can touch, but how does that maintain a sense of human connection?

Key Findings

Key Findings & Learnings

Negative Connections of Memory

People only reminisce when they encounter trials and tribulations.

Preserving Key Values

Cultures must preserve their key values and characteristics, and in terms of skills, only some aspects can be preserved. What we preserve is a choice.

Preserving Artifacts and Essence

Cultures and skills are constantly changing, which leads to a difference between conserving and preserving. (Items vs. Essence.)

Human Connection

Maintain a strand of connectedness with humanity throughout time. Preservation of monuments and cultural camaraderie with the people who built them.

Next Steps

Questions?

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OBJECTIVES

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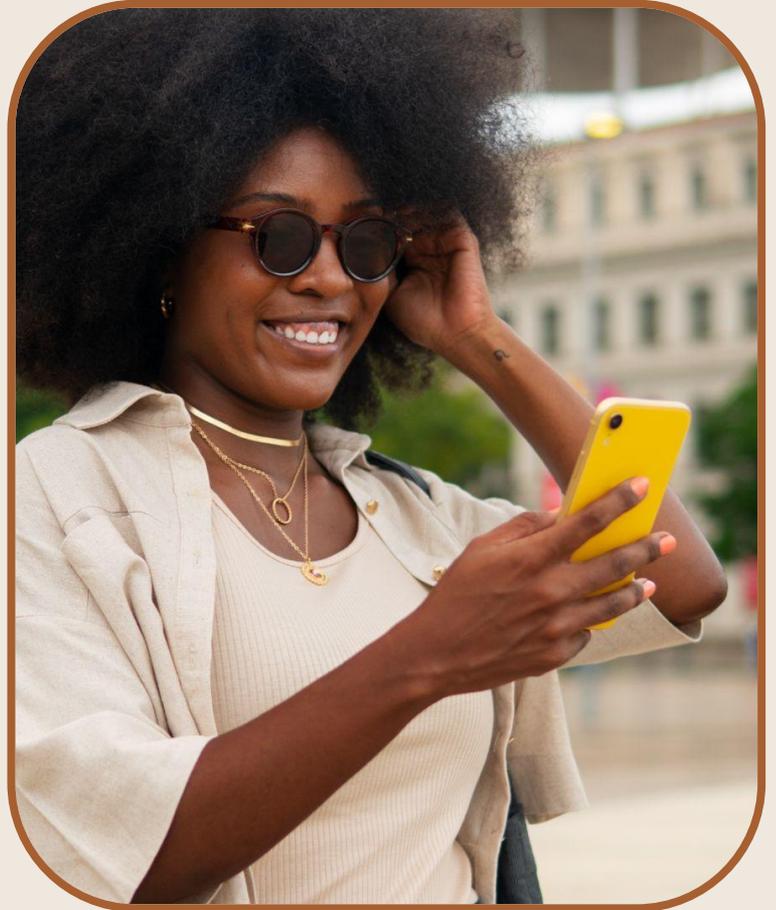
03

CONTENT
IDEATION

WHY SHOULD YOU DESIGN A SOCIAL MEDIA STRATEGY?

Having a social media strategy will help you plan and implement **effective social media campaigns**, allowing you to **reach your desired audience** with the right content. A good strategy will help you:

- Coordinate your communications through different forms of media
- Maximize exposure and engagement with your target audience
- Keep track of your progress more easily and identify areas for improvement





01

GOALS AND OBJECTIVES

THE PILLARS OF SOCIAL MEDIA STRATEGIES

CONTENT IDEATION

Content ideation involves brainstorming ideas for content that will engage your target audience. This could include thought-provoking questions, polls, surveys, stories and discussions. It is important to consider the interests of your target audience and new trends

PLATFORM SELECTION

Careful platform selection is essential for successfully reaching your target audience. Additionally, you should analyze which platforms are most popular with your desired demographic and tailor your strategy to reach them more effectively. Keep up to date as there might be new trends that affect engagement

THREE GOALS OF A SOCIAL MEDIA STRATEGY

MORE REACH

To increase reach, it is important to create content that resonates with your target audience and utilizes the most effective methods for reaching new viewers

ENGAGEMENT

Improving engagement involves creating content that encourages users to interact with your posts. Responding to comments in a timely manner is great way to show appreciation for their participation

CONVERSIONS

Creating content that drives conversions entails promoting sales or generating leads for your business. This could include hosting giveaways, offering discounts or coupons to followers or targeted ads

FOUR TIPS

BE CONSISTENT

Developing a consistent content plan is essential for any successful social media strategy. Have a schedule of when to post content, optimize with keywords and keep track of it all

ADVERTISE WISELY

Advertising on social media channels can be a great way to reach a wider audience quickly and effectively. However, it is important to use targeted, specific ads

USE ANALYTICS TOOLS

It can help you measure key metrics like visits, click-through rates, impressions, and conversions as well as understanding how the audience is engaging with your content

ESTABLISH BRAND LOYALTY

Establishing brand loyalty involves creating relationships with existing & potential customers through appreciation & thoughtfulness across all communication channels including social media platforms

SIX IDEAS FOR POSTS

MONDAY

A quote or thought-provoking message which is related to your brand and encourages audience engagement

TUESDAY

Behind the scenes of your product/service. Share a photo or video of what goes into creating the item/service

WEDNESDAY

Fun fact about your company or industry in order to engage followers with something educational and interesting

THURSDAY

Ask followers for their opinion by posing an interesting question or encourage user-generated content

FRIDAY

Feature customer success stories to highlight how customers have benefited from using your product/service

SATURDAY

Showcase upcoming events or promotions that are coming up so people know when to look out for them



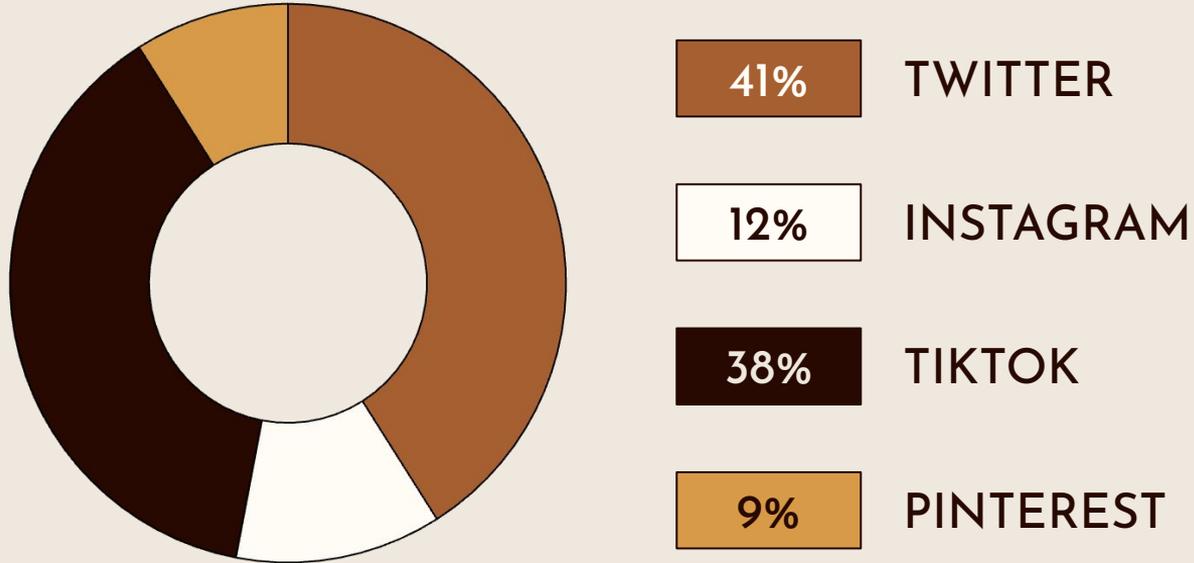
123,123

Keep track of interactions with your posts



SOCIAL MEDIA IS ALL ABOUT PEOPLE

ENGAGEMENT SHARE



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

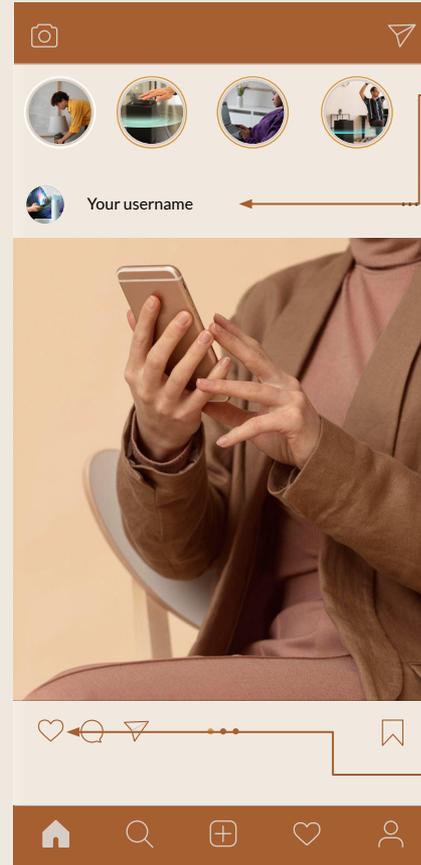
A TABLE FOR YOUR SCHEDULES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TIKTOK	OOTD	Dance trend	Stitch	A day with me!	Giveaway
INSTAGRAM	Story	Post	-	Reel	Story
TWITTER	Answer FAQs	History thread	Fun facts	Quotes	-
PINTEREST	Vision board	How it's made	Inspirations	-	Tips
EMAIL	-	Why premium?	-	Special event	Free topic
FACEBOOK	Our company	-	Product placement	Corporate video	-

THIS IS WHAT YOUR PAGE WILL LOOK LIKE

Remember that web pages must be optimized to work on phones, since 80% of people only visit websites from their smartphones

- Your brand name should be the first thing they see
- Put your best product on the front page
- Your audience should have a way of engaging with your content



BUYER PERSONA INFOGRAPHICS



JANE DOE

26, teacher

BIO

Our average client is outdoorsy, has creative jobs and a passion for the environment and the planet

PERSONALITY

- Strong ideas in favor of ecology, sustainability, recycling and upcycling
- Avid user of social media, specifically TikTok and Twitter, among others
- Keeps up to date with trends and follows brands that do so

PAIN POINTS

Programmed obsolescence, difficulty repairing products and too much usage of unnecessary plastics

“I want to support the planet with each buy. That’s why I support companies that are eco-friendly”

MOTIVATIONS

- 1 Self-improvement
- 2 Organization
- 3 Ecology

ROADMAP INFOGRAPHICS

INITIATIVE	PHASE 1			PHASE 2			PHASE 3			PHASE 4			OBJECTIVE
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Dance trend	■	■											Make a video of our team following the newest trend on TikTok content
A day in my life			■	■									Easily showing the most human side of our company
Anniversary giveaway					■								Generate more engagement and get new followers
"How it's made" reel					■								Show our creative process and engage new followers
Live on TikTok						■	■	■					Create a webinar to show new clients how to use our products
Instagram contest									■	■	■	■	Get more people to speak about us, use our hashtag "#company"



“A DAY WORKING WITH ME”

This trend shows the perks of your company and helps you establish brand identity

TESTIMONIALS OF PAST CLIENTS



"The team was great to work with! They provided fast and helpful service and their attention to detail was top-notch. Highly recommend!"

–LAURA PATTERSON

"I had a fantastic experience working with them. They made the process easy and stress-free. I will definitely buy here again"

–JOHN NELSON



"We had been searching for the right solution for our business for a long time, but the team found us the perfect fit!"

–PETER JAMES

SOCIAL MEDIA ANALYTICS



XXX BILLION

Users worldwide



XHX MIN

Average time spent



XX

Number of platforms

WORLDWIDE REACH



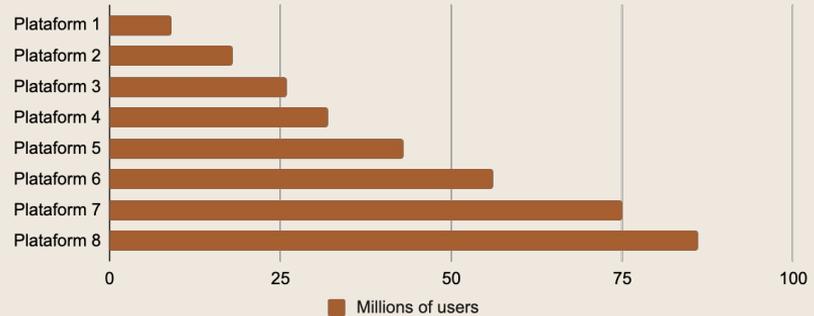
XXX BILLION

Country 1 users

XXX BILLION

Country 2 users

PLATFORMS WITH MOST USERS



Follow the link in the graph or the map to modify its data and then paste the new one here. [For more info, click here](#)

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Do you have any questions?

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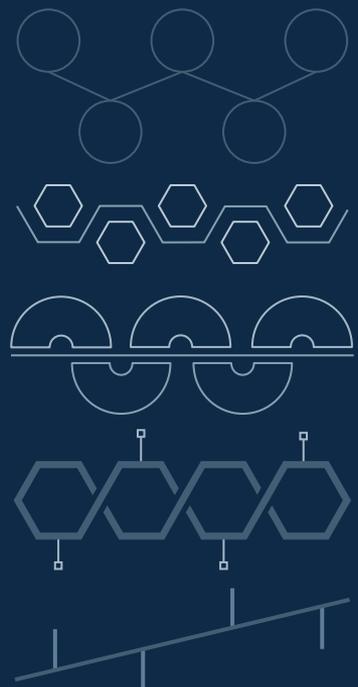
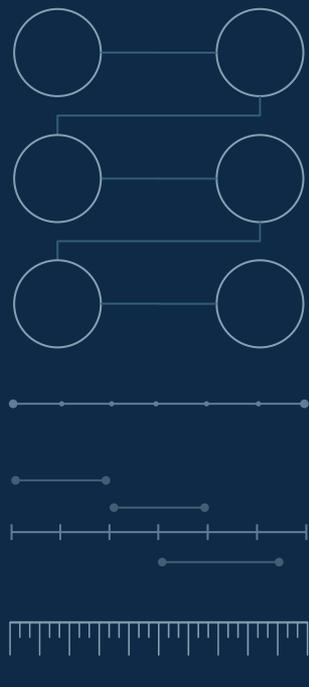
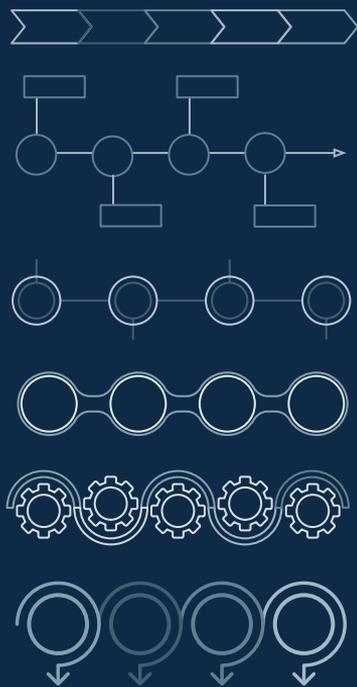
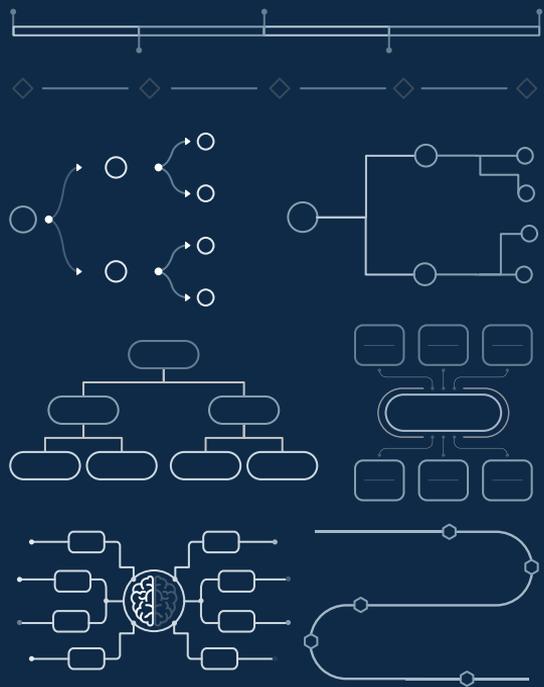
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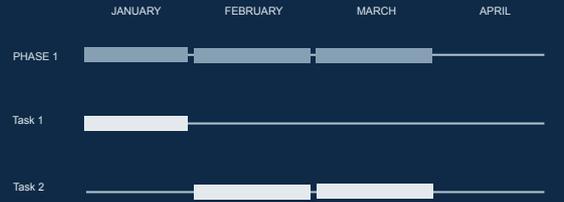
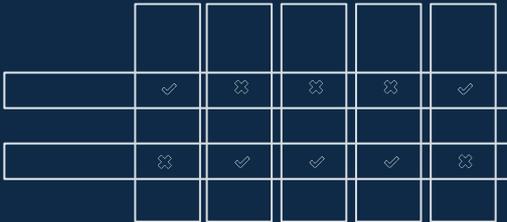
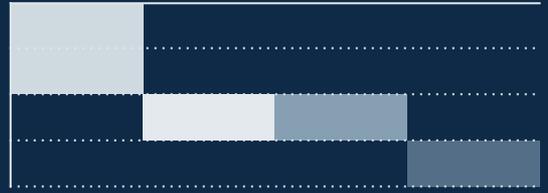
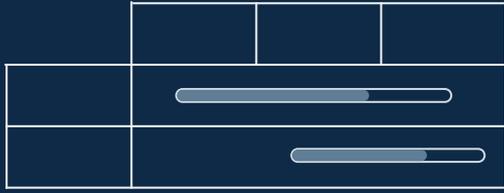
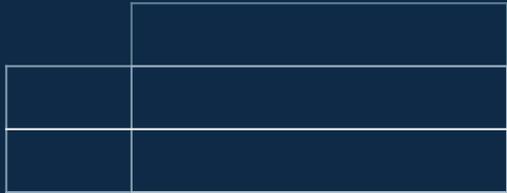
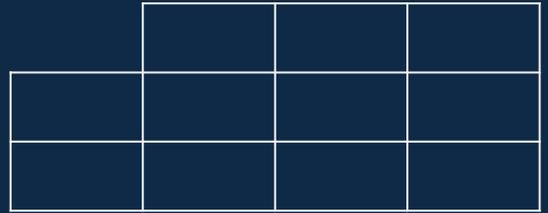
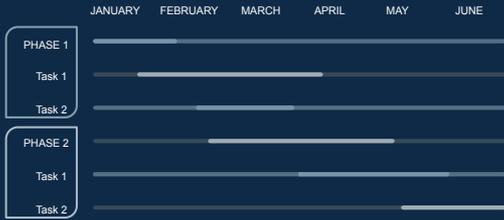
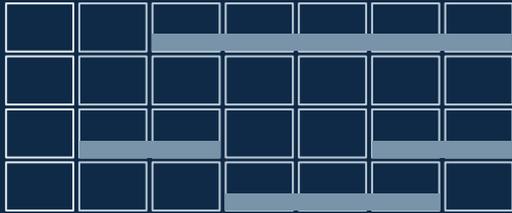
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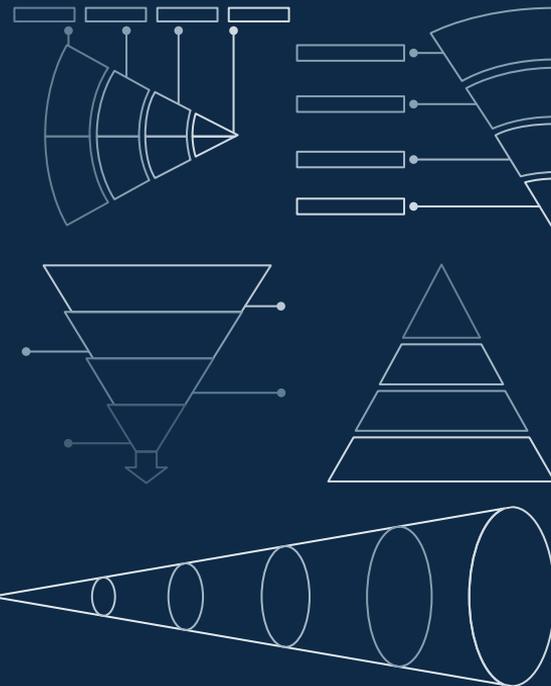
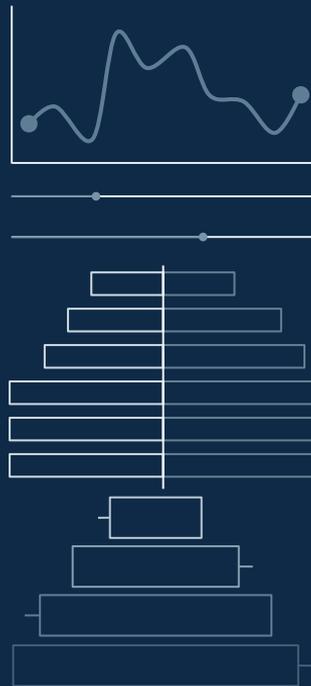
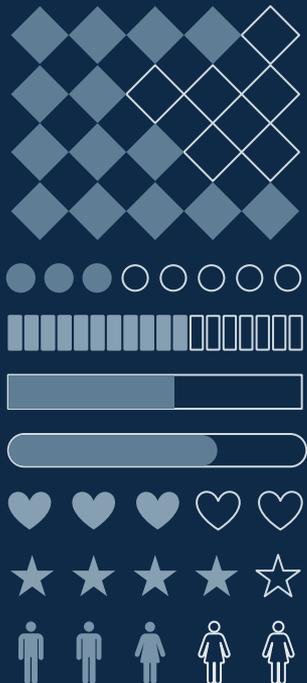
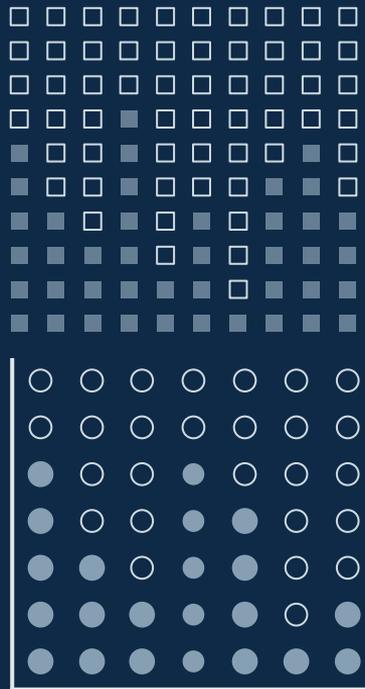












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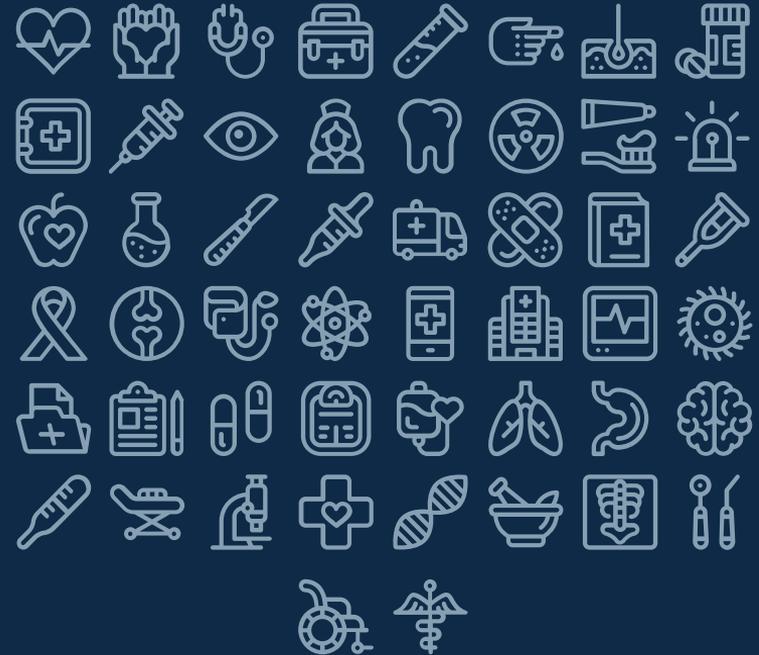
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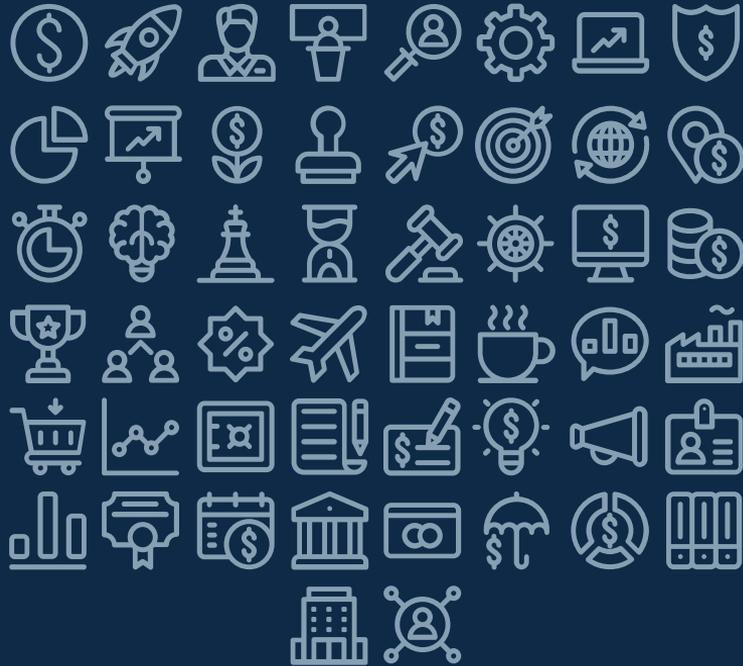
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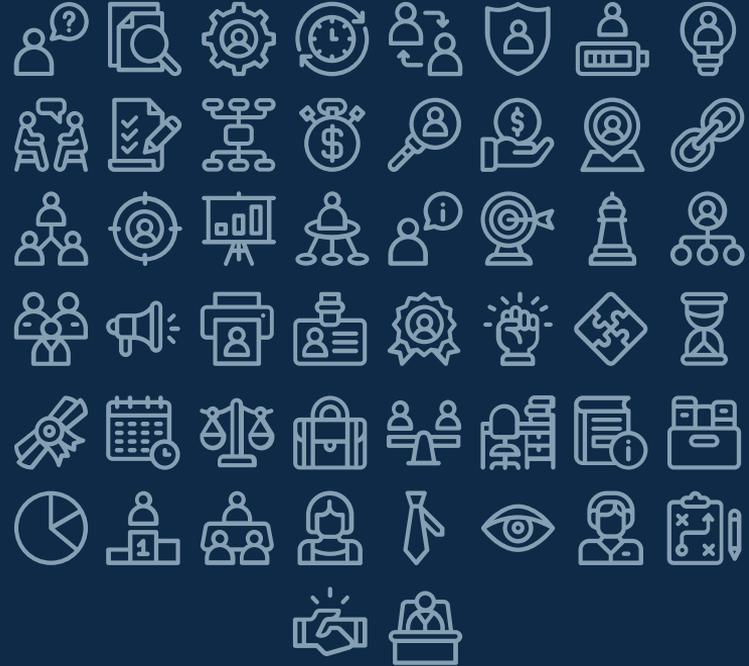
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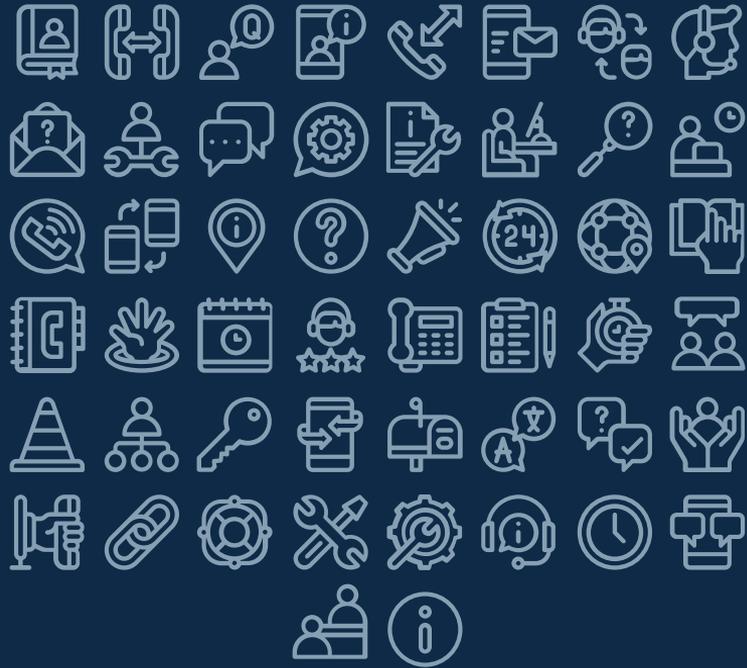
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Teamwork Icons



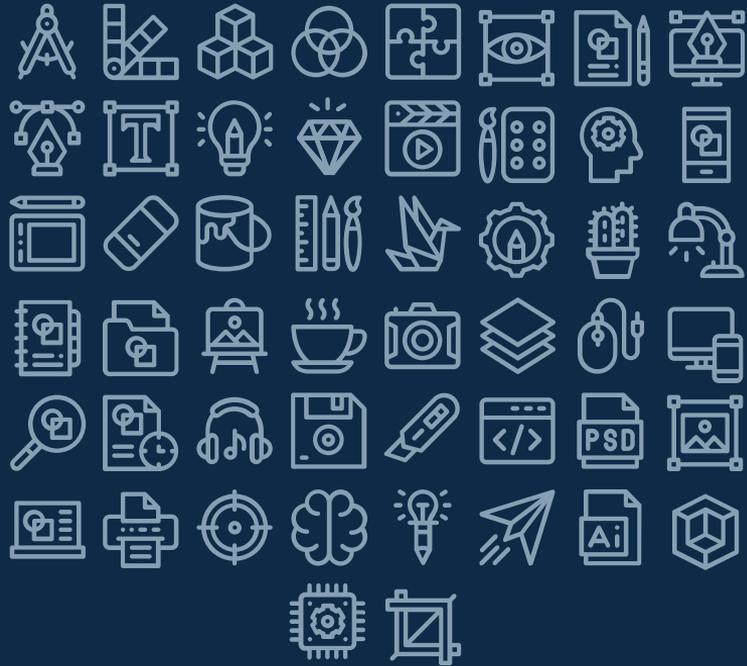
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