

Define & Ideate:
POVs, HMWs,
Brainstorming, and
Experience Prototyping

Hamidou Guechtouli, Blaine Wells, Melody Fuentes, Dante Danelian

Meet the Crew



Hamidou Guechtoli



Blaine Wells



Melody Fuentes



Dante Danelian

Recap

Last week, using our overarching domain of forgotten skills, we investigated how individuals associated emotions with legacy and human connection within the context of their cultural and interests. Through this, we began to understand their unspoken and overlooked needs. This week, we examine their point of views and begin to construct possible solutions to their problems.



Problem Domain

Initial Domain

Forgotten Skills



Narrowed Focus

The art of passing stories between one generation to the next.

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Experience
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What's Next



*Additional
Needfinding Results*

David Kelly

Age 72 • Designer, Founder of IDEO



Methodology

Interviewed by Melody & Dante in his office.

Profile

- Professor at Stanford University
- Founder of the D. school
- Designed for Boeing, Apple, Movies, etc.

Key Findings

- Kelly is disinterested in legacy in a traditional sense, instead mainly talking about his family and how he hopes to be remembered as an empathetic father.
- The work he does is to leave a better world behind for his daughter and grandchildren.
- Wants to be remembered through the stories his family passes on to one another, things that strangers can't easily wiki about him. "That's sacred."
- To him, meaningful contributions involve intrinsic influence, on his daughter, students, and teams, rather than physical products.

Taylor Hamilton-Hankins

Age 20 • Data Science Major, East Asian Studies Minor at Stanford



Methodology

Interviewed by Blaine in
EVGR A.

Profile

- From Columbia, South Carolina.
- Very active in the dance community.

Key Findings

- Taylor has minimal concerns about legacy being passed down in a familial sense due to a disinterest of having children.
- Taylor says that technology often poses a barrier when trying to build authentic relationships.
- She believes it's more important to consider oneself as part of a group rather than an individual when considering memory in order to help others overcome the experiences they face.

Stephen Sano

Age 64 • Musician and Musical Director



Methodology

Interviewed by Dante & Melody in his office.

Profile

- Director of Choral Studies at Stanford
- Taiko Faculty Advisor
- Accomplished Slack Key Guitarist

Key Findings

- Sano was not very concerned about his academic legacy, but more his personal legacy within his family (i.e. how he would be viewed as a father)
- At the same time, Sano is happy to have produced CDs, which he believes will continue to exist for a while. He likes the thought of someone stumbling upon one of his CDs in the future.
- Sano uses music to remember old stories/memories. For him, revisiting old musical scores allows him to interact with his past self.



POVs & HMWs

Point of View (01)

- *We met...* Nancy Hamilton, an academic with a PhD in Japanese literature and a tea ceremony practitioner.
- *We were surprised to realize that* despite being a devout tea ceremony practitioner, she often adapts the practice to fit her personal preferences.
- *We wonder if this means...* that, for Nancy, the tea ceremony is more about connecting with people and enjoying the practice in the present rather than simply honoring the past.
- *It would be game-changing to...* increase accessibility to ceremonies that bring fulfilling connection with other humans.

How Might We (01)

*... educate and connect people to
the history of different cultures?*

Point of View (02)

- *We met...* Audrey Benitez, a 20-year-old Mexican immigrant studying computer science at Northwestern University.
- *We were surprised to realize that* she only remembers the past when she is going through difficult times.
- *We wonder if this means...* that she feels haunted by her past memories and struggles with letting go.
- *It would be game-changing to...* offer her relief from the negative memories of the past.

How Might We (02)

*... presently cement positive
memories for the future?*

Point of View (03)

- *We met...* Michael Shanks, a professor of Classics with expertise in designing physical and digital archives.
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- *It would be game-changing to...* revolutionize the way we approach preservation.

How Might We (03)

*... offer people the chance to leave
a lasting legacy?*



Solutions & Experience
Prototypes

How might we educate and connect people to the history of different cultures?

Solution

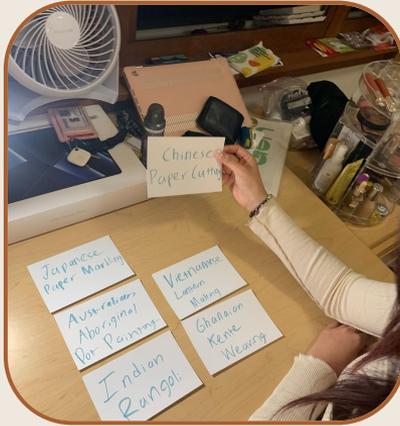
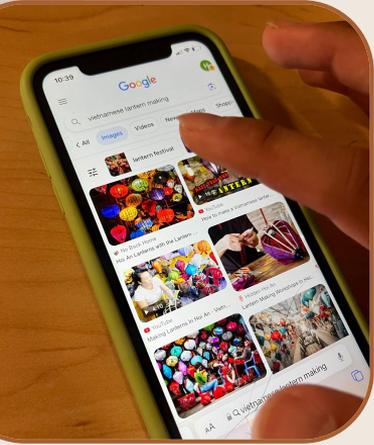
An app that teaches people how to incrementally practice historical skills (i.e. cooking, weaving, etc.) from alternate cultures.

Key Assumption

People are interested in cultures different from their own heritage.



Experience Prototype #1

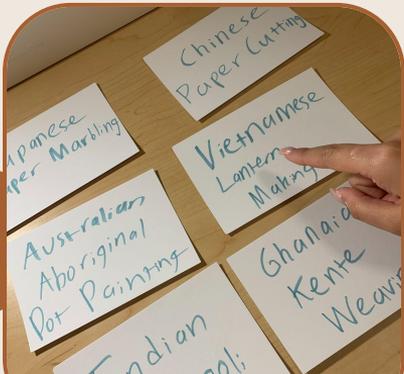


The Prototype

- Presented with 6 various cultural skills, the individual must eliminate options until they arrive at a skill they would like to learn.

Materials and Environment

- Notecards
- Prototyped in Dorm Room



Result #1



Joey
Stanford CS Student

What Worked:

- Interested enough to use her phone to conduct further research on the options available.
- Despite unfamiliarity with all activities, was not deterred by a lack of knowledge
- Enjoyed interacting with varied activities.

What Didn't Work:

- Uninterested in activities that she perceived as high effort or differing from her aesthetic.

Key Learnings:

- Assumption proven true as Joey was drawn to a cultures that were different to her native culture.

How might we presently cement positive memories for the future?

Solution

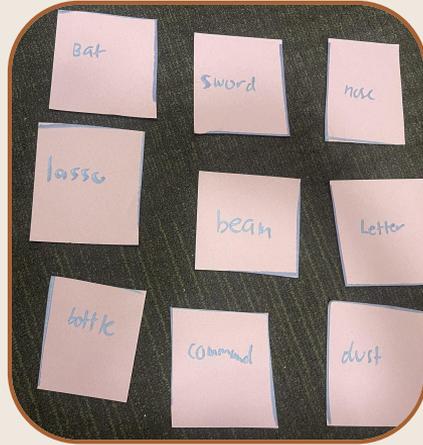
A virtual “tomodachi” of yourself that tends to a virtual garden. You record positive memories in this garden, which are planted as trees. When the trees bear fruit, you are reminded of the positive memories, and the tomodachi eats them to grow.

Key Assumption

Writing and periodically reviewing what you aim to remember will help reinforcing it in your head.



Experience Prototype #2



The Prototype

- 12 words written on 12 different sheets of paper.
- At the beginning of the experience, users are allowed to study the cards for max 10 minutes before all pages are flipped over and 6 sheets are choosing at random.
- Using post-it notes, the user is able to draw the six chosen words before sealing them in a box.
- After 30 minutes, the user returns to the box, view their drawings, before being released for another 30 minutes.
- After an hour, the user is asked to recount the words they remember without reference materials.

Materials and Environment

- Paper, Markers, Post Its
- Lathrop's Maker Space



Result #2: Baseline



Leticia Britos
Adult Staff

What Worked:

- User was able to easily remember words that applied to them/stood out.
- All words remembered she could name a distinct memory with
- 4/12 words recounted

What Didn't Work:

- Did not have a way to reinforce memory, struggled to remember
- Created false memory of words (says words that were not there) that applied to her

Key Learnings & Implications:

- Emotional ties make for stronger memories
- A better way is needed to recollect
- Emotion without documentation can create false memories

Result #2 (cont'd)



Jaiden McDaniel
Stanford Freshman

What Worked:

- Was able to more words at a much faster rate than baseline
- Out of the 8/12 words she remembered, 5 of them were the ones she drew
- When interacting the next day, could only recount words that she drew.

What Didn't Work:

- The final drawn that Jaidem could not remember was the one she spend the least amount of time interacting with.

Key Learnings & Implications:

- Personal interaction with memories, and reinforcement by looking at them once more, cements them more in the mind than simply trying to remember
- This method allows for recollection even if there is no emotional tie with the word.
- The more interaction, the better the recollection

Result #2 (cont'd)



Rydhm Goyal
Graduate Student

What Worked:

- 9/12 words recollected, all 6/6 words drawn were remembered
- “I started by recounting words I didn’t draw, since I found those most difficult to remember. The others were easy”
- Enjoyed interacting with the words!

What Didn’t Work:

- Tedious to stop routine in day/conversations to look through his drawings

Key Learnings & Implications:

- Assumption proven true! Writing and reviewing makes the user significantly more likely to cement memory
- Found interacting with what needs to be remembered much more enjoyable than not.

How might we offer people the chance to leave a lasting legacy?

Solution

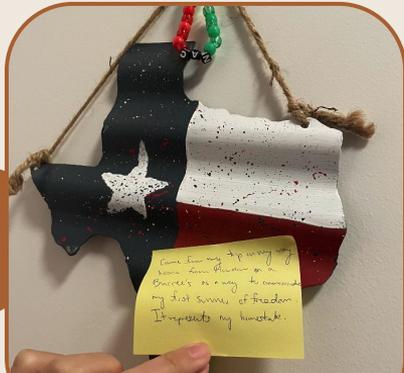
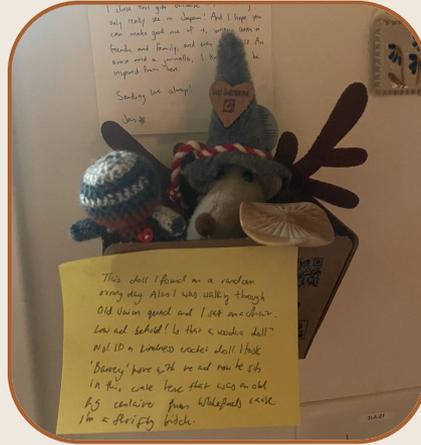
An AR app where you can leave stories, photos, and memories for loved ones in a physical space that persist throughout time.

Key Assumption

People would enjoy tagging locations and objects with stories and sharing these tags with others.



Experience Prototype #3



The Prototype

- Users were handed a stack of Post It Notes and a pen and were told to affix them to objects and places along with a short statement about memory pertaining to the object.
- Additionally, probing questions such as “how would you feel about sharing these with family, friends, and/or strangers?” and “how would you feel if these post-its could remain here forever?” in order to gauge participant engagement.

Materials and Environment

- Pens, Post It Notes
- Neighborhood Wisteria

Result #3



Zac
Public Policy Student

What Worked:

- Enjoyed the reflection process
- Liked being able to share stories with others that came by
- Thought it would be cool for stories to persist for generations.

What Didn't Work:

- Did not like handwriting the notes

Key Learnings & Implications:

- Assumption shown true as Zac enjoyed the chance to reflect and share stories.
- Handwriting may not be the best/most accessible medium for tags.

Result #3 (cont'd)



Senching
Product Design
Student

What Worked:

- Liked the handwritten aspect of it
- Liked the fact that you were leaving physical objects
- Thought it would be really cool to read other people's stories

What Didn't Work:

- Was concerned that if she left a post-it in an outside location, weather would destroy it.

Key Learnings & Implications:

- Assumption shown true as Senching enjoyed providing context behind her items/places
- Handwritten tags may be more intimate/meaningful to users than typed text.
- It might be hard for physical mediums to persist over time.

Result #3 (cont'd)



Marisa
Product Design
Student

What Worked:

- Liked the process of reminiscing over sentimental items
- Felt that almost everything around her had a good story

What Didn't Work:

- Would feel less pressure if it was anonymous
- Was concerned post-its would fall off/not stick after a while.
- Did not like the look of post-its covering her items

Key Learnings & Implications:

- Assumption shown true as Marisa enjoyed the chance to reminisce and share stories
- A physical medium for leaving tags might not last very long
- Physical mediums also cover part of the items, so they must be aesthetic and not obscure the item/place.



What's Next

Our Chosen Solution

- A virtual tomodachi of yourself that tends to a virtual fruit garden where the fruit captures a good memory. You feed the fruit (review the memory) to your tomodachi to keep it alive.
- To incorporate solution #3, tomodachis could also grow by sharing positive memories with friends (i.e. “sending them a fruit”).

Ethical Implications

- ***Privacy and Trust***
 - We'd need to be careful in regards to privacy and only sharing moments with individuals you know and trust. Creating a more open-concept like Instagram, could foster negativity associated with comparison.
- ***Consumers***
 - Ideally, we would like for the application to serve the general public, but recognize that it may be beneficial to initially focus on the experience of fellow college students.
- ***Overlooked Consumers***
 - Current older generations that may not be a privy to used technology and how it works.



Appendix

Point of View (01)

- *We met...* Nancy Hamilton, an academic with a PhD in Japanese literature and a tea ceremony practitioner.
- *We were surprised to realize that* despite being a devout tea ceremony practitioner, she often adapts the practice to fit her personal preferences.
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- *It would be game-changing to...* revolutionize the way we approach preservation.

HMWs Brainstorming Session

- Was conducted in Ng seminar room
- We screenshared this document to a large monitor and then worked as a group to generate HMWs, typing them on the doc as we suggested them.
- We had every member pick their top three, and then chose our top three from that selection.

We met...

Michael Shanks, a professor of Classics with expertise in designing physical and digital archives.

We were surprised to realize...

He has devoted his life to the publication of academic works and yet he doesn't believe anyone will see his work beyond several generations.

We wonder if this means...

He wants to leave a lasting legacy, but worries that there is no effective way of doing so.

It would be game changing to...

Revolutionize the way we approach preservation of academia

HMW increase engagement with past written works?

HMW remind people of past academic works?

HMW help people leave a lasting legacy?

HMW re-invent the digital archive?

HMW make academia more prevalent in everyday life?

HMW use new tools to record academic discoveries moving forward?

HMW effectively migrate physical archives to the digital space?

HMW make recording academia more exciting rather than tedious?

HMW make leaving a lasting legacy less important?

HMW learn to let go?

We met...

Nancy Hamilton, an academic with a PhD in Japanese literature and a tea ceremony practitioner.

We were surprised to realize...

Despite being a devout tea practitioner, she often adapts the practice to fit her personal preferences.

We wonder if this means...

For Nancy, the tea ceremony is more about connecting with people and enjoying the practice in the present rather than just honoring the past.

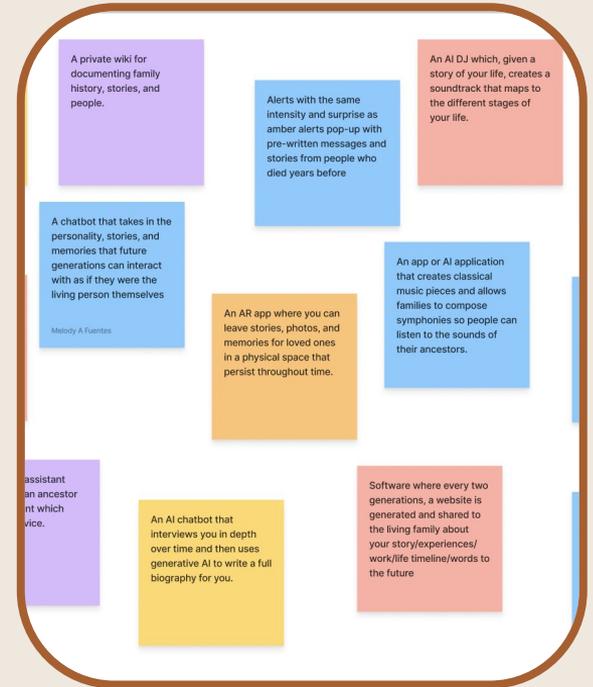
It would be game changing to...

Increase accessibility to ceremonies that bring fulfilling connection with other humans

~Brainstorm Doc Link~

Solutions Brainstorming Session

- We made a Figjam and brainstormed solutions for our three HMWs.
- We used constraints like “if we could use magic...” or “if we had unlimited money...” to bolster creativity.
- We narrowed down to our top three for each HMW and from that selection chose our favorite from each (modeled after Post-It note voting method).



~Figma Jam Link~



*Thank
You!*

Experience Prototypes Takeaways

Solution:

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

26, teacher

BIO

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



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

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GOALS AND
OBJECTIVES

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TGT. AUDIENCE
DEMOGRAPHICS

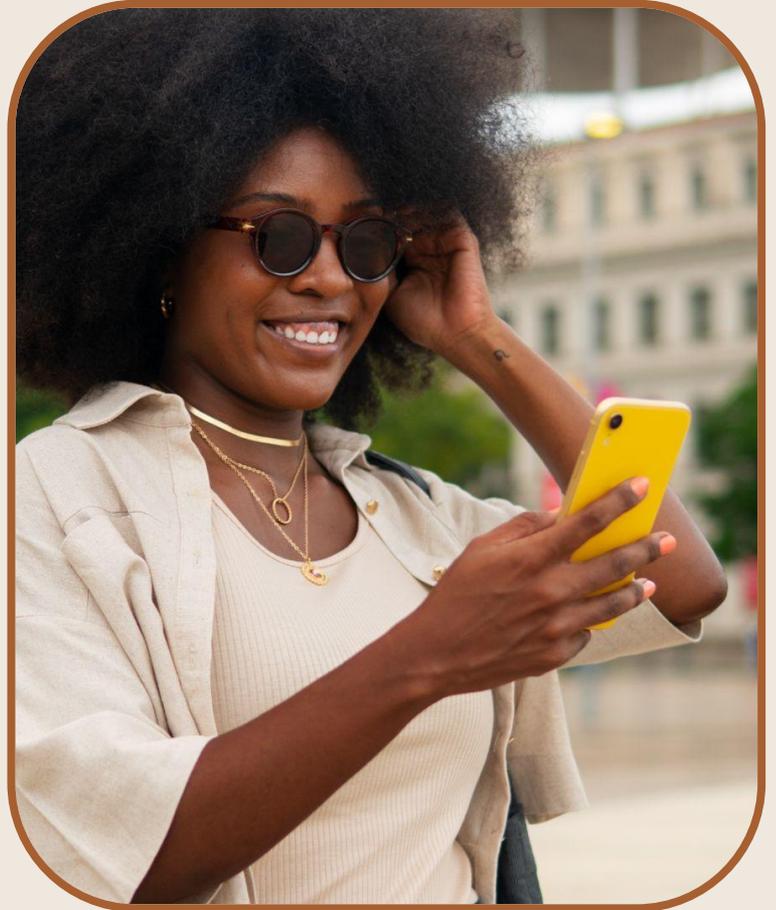
03

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



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

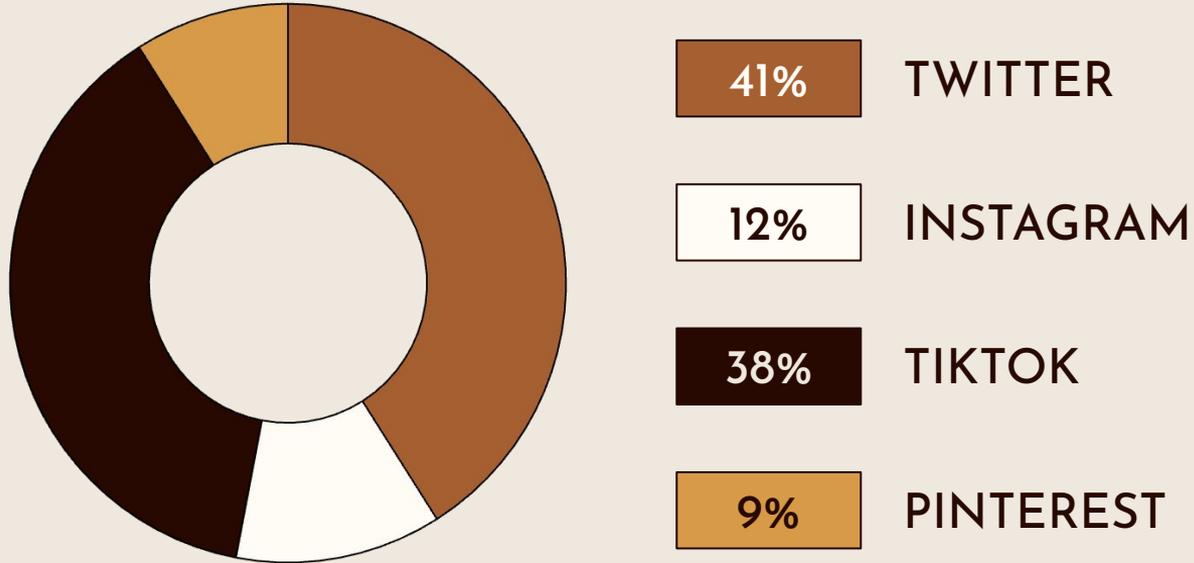
SATURDAY

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



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](#)

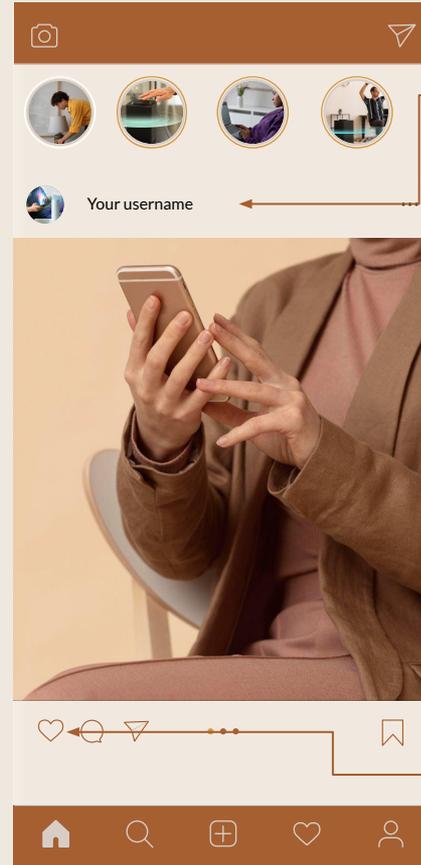
A TABLE FOR YOUR SCHEDULES

	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



1

2

3

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

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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"

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



“A DAY WORKING WITH ME”

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

SOCIAL MEDIA ANALYTICS



XXX BILLION

Users worldwide



XHX MIN

Average time spent



XX

Number of platforms

WORLDWIDE REACH



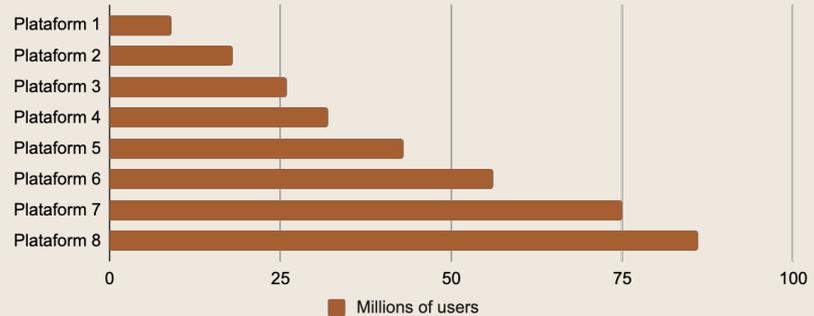
XXX BILLION

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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Pana



Amico



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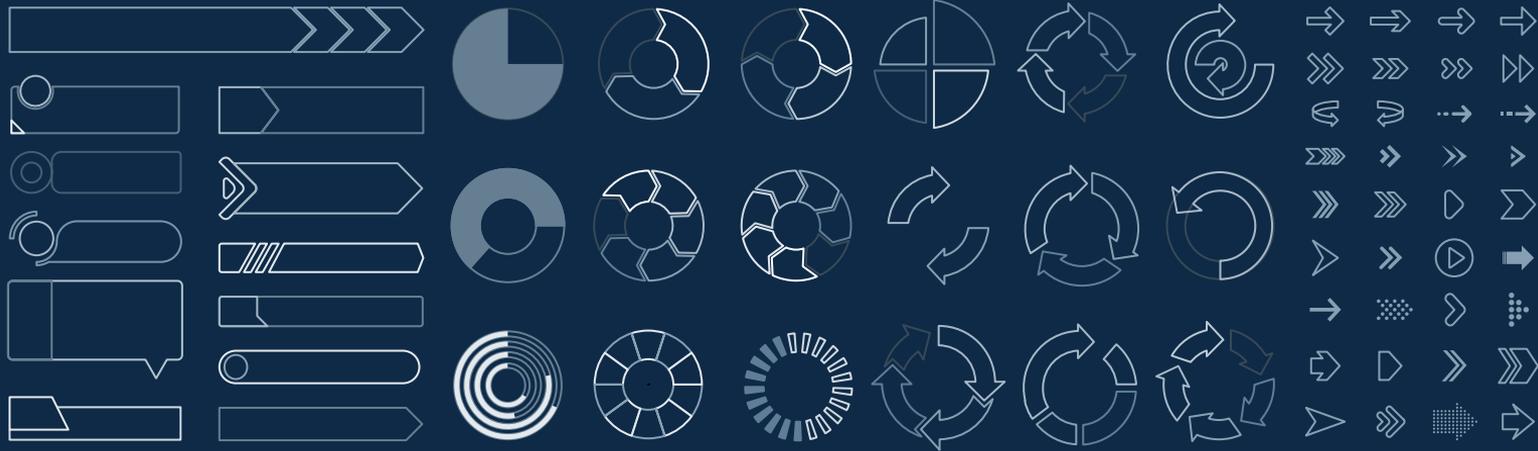
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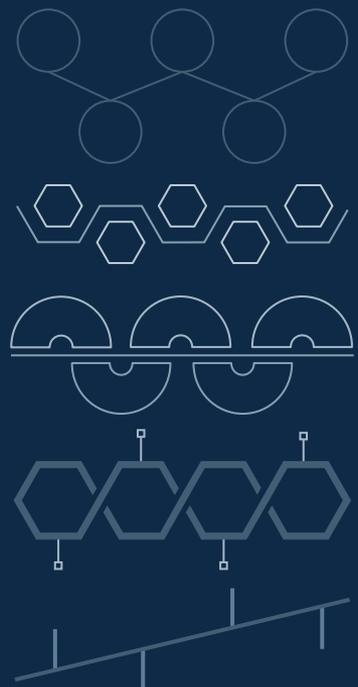
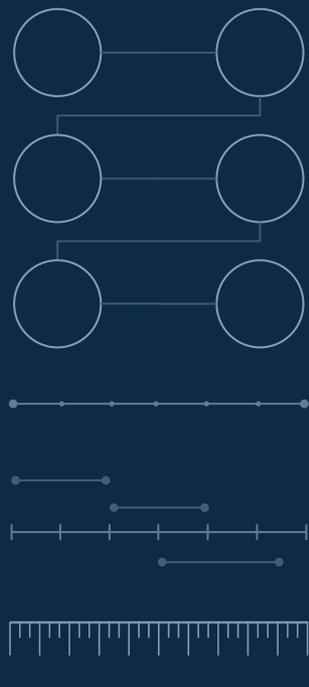
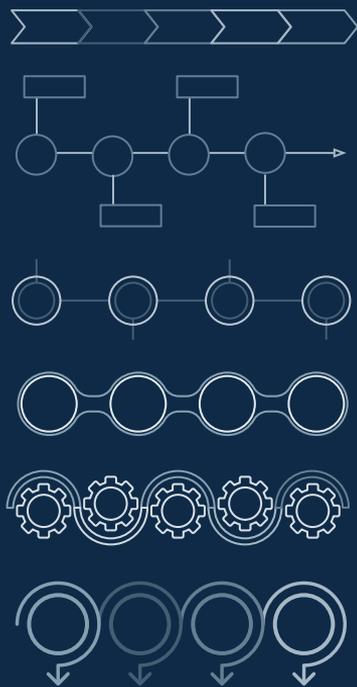
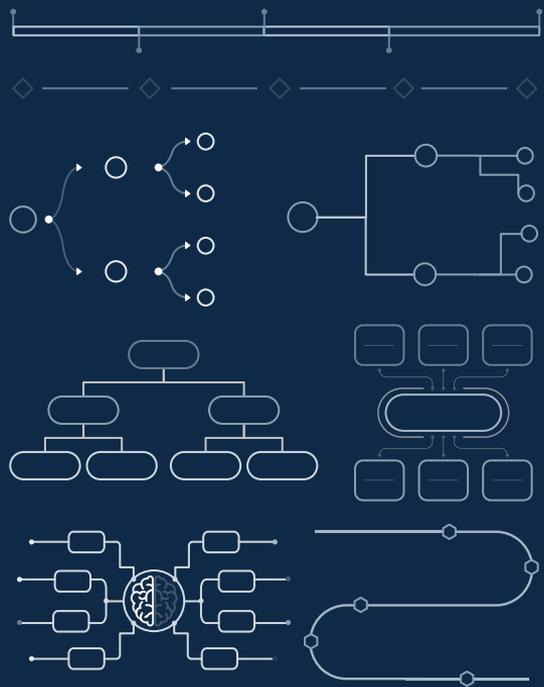
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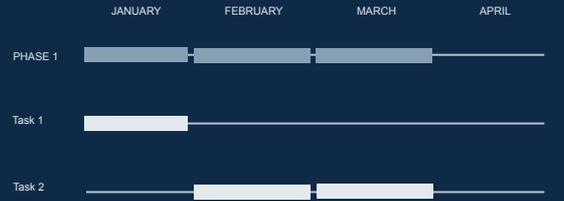
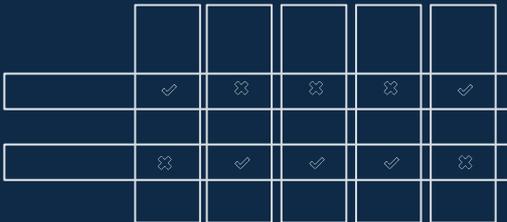
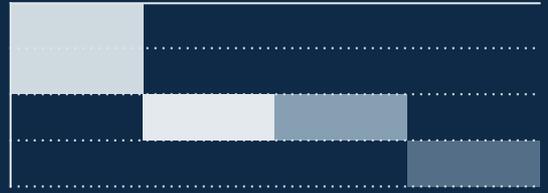
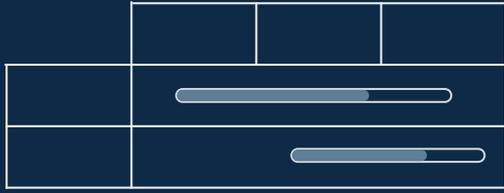
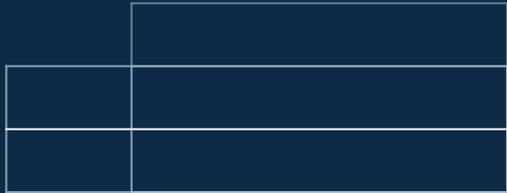
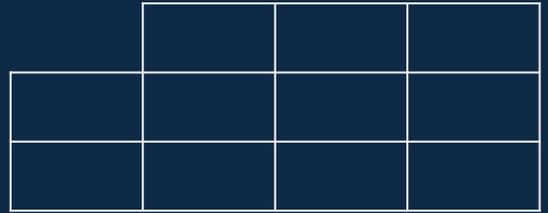
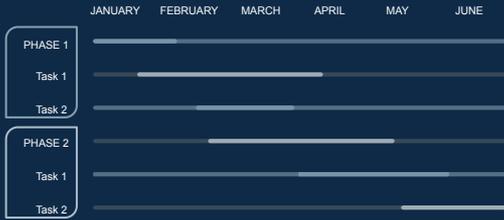
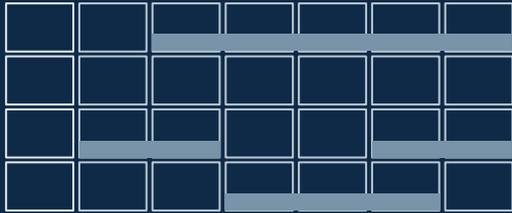
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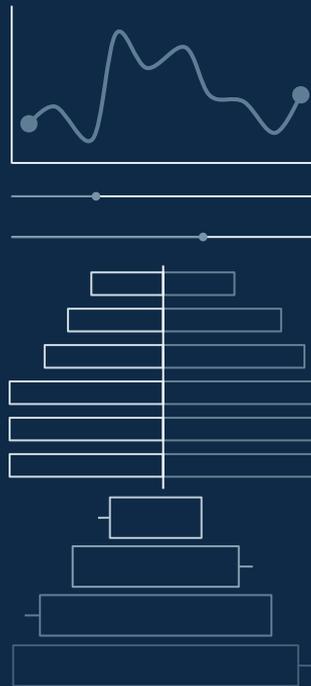
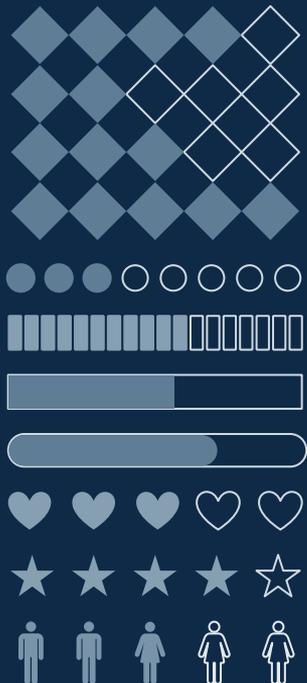
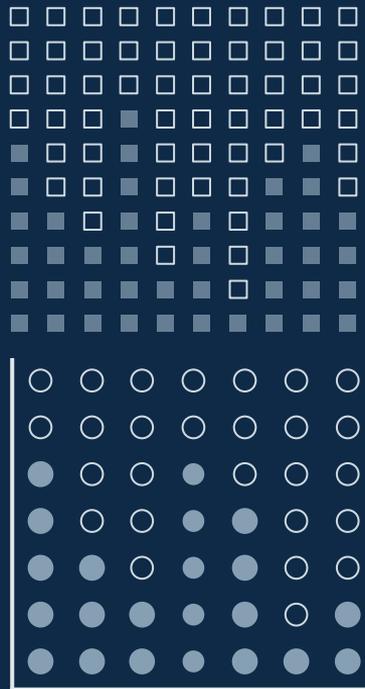












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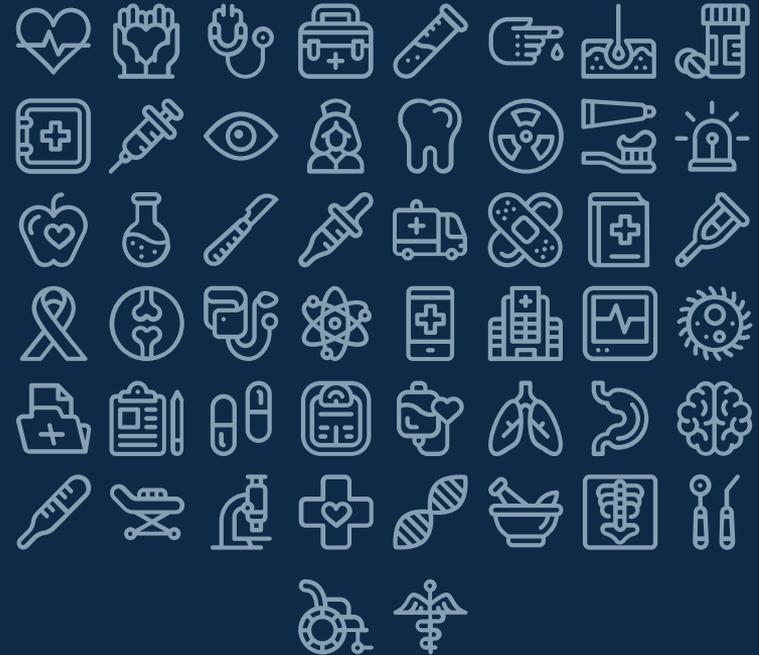
In Google Slides, you can also use **Flaticon's extension**, allowing you to customize and add even more icons.



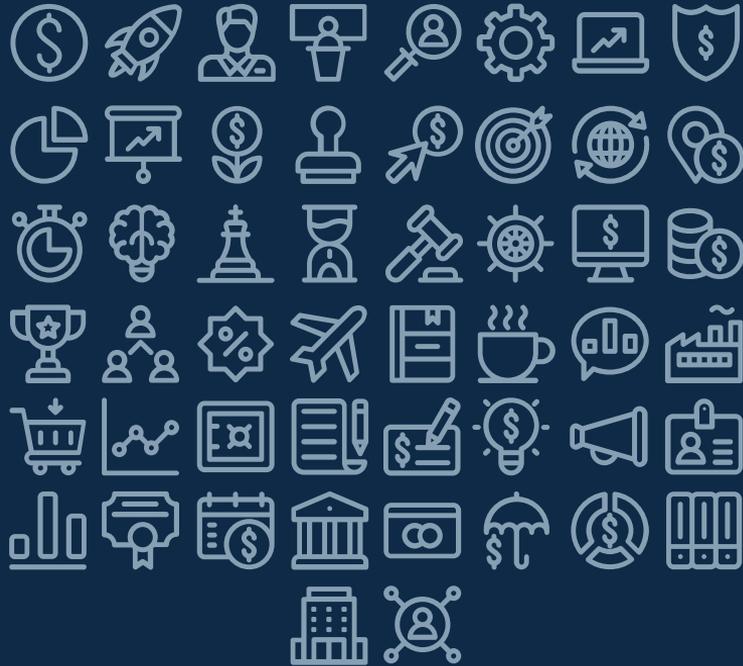
Educational Icons



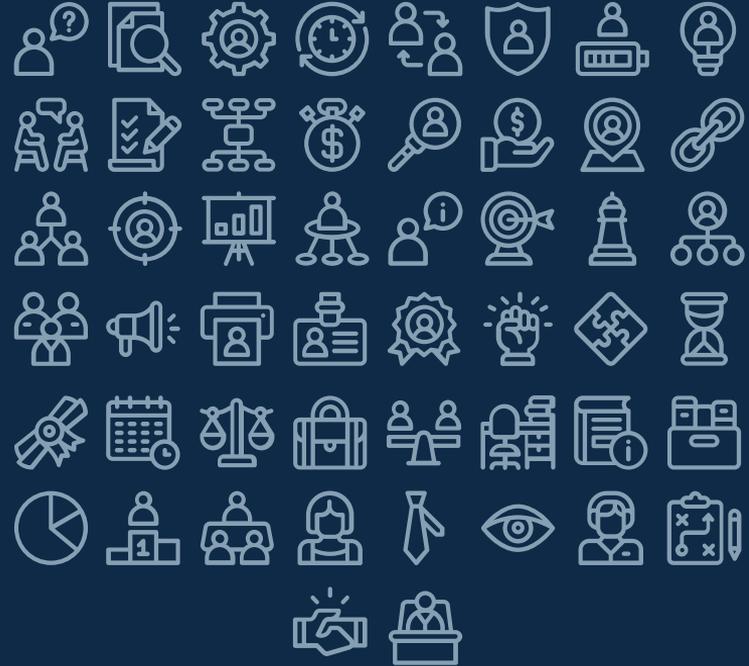
Medical Icons



Business Icons



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Help & Support Icons



Avatar Icons



Creative Process Icons



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