Henry Greenman,

Izzy Meyerson,

Matthew Vilaysack,

Sarah Teaw

POVs, HMWs, and Experience Prototyping

Meet the Team

Sarah Teaw
Junior
Computer Science
Dallas, TX

Izzy Meyerson
Coterm
Computer Science
Los Angeles, CA

Matt Vilaysack
Senior
Computer Science
Minneapolis, MN

Henry Greenman
Senior
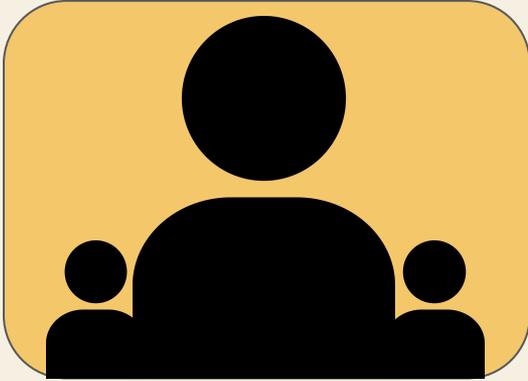Symbolic Systems
Los Angeles, CA

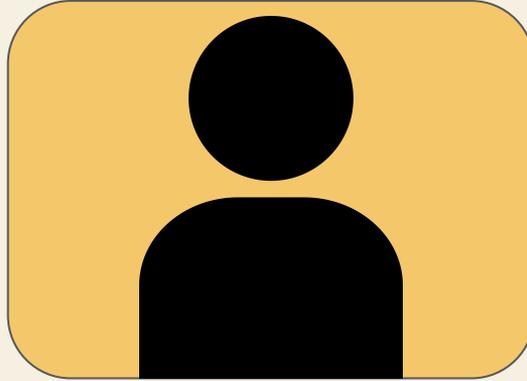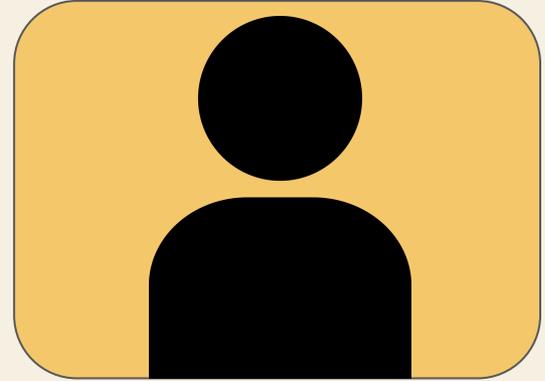# Table Of Contents

Recap…

Michelle

Mid-30s, mother of two young children, San Bruno native

John

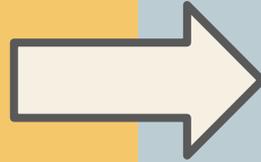Early 60's, NBC sports broadcasting, SF native

Tanvi

Late 30s, healthcare, SF resident for the last 16 years

Revised Domain

Transportation

How can we improve transportation experience for everyone?

Entertainment using Transportation

How can we improve the transportation experience for people who want to go see live entertainment?

Additional Needfinding

Interview #1: Istvan

Hungarian PM at Oracle,
late 50s

"Transportation is **time wasted** ."

"I wouldn't go out by myself, **I need company** . I would go with my wife, and I would go anywhere with my daughter."

Older adults want meaningful travel time and miss family experiences.

Interview #2: Bauti

Head of Stanford Transportation Club

Expert interviewee

"It's kinda an **endless cycle**, because people don't use public transportation, public transit agencies don't have the **money** to invest in it, and so they create a system that is **unreliable** to users, that **discourages** them even more."

"The amount of **land wasted** on parking for all these venues is actually insane."

Public transportation would be more desirable with more demand.

POVs and HMWs

POV: Michelle

We met... a mother riding the Caltrain with her two toddlers.

We were surprised to realize...
that she often takes the Caltrain with her family on the way to weekend events, but is still overwhelmed on public transit when it is crowded.

We wonder if this means. . . she is anxious about losing her toddlers and crowds make it difficult to keep them safe

It would be game changing to. . . ease her anxiety about traveling with children in crowded public transportation
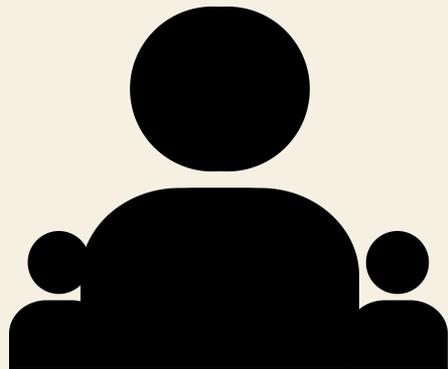
How might we...

...make the commute with her kids **less stressful** ?

...reduce the **feeling of unease** in crowded public transportation?
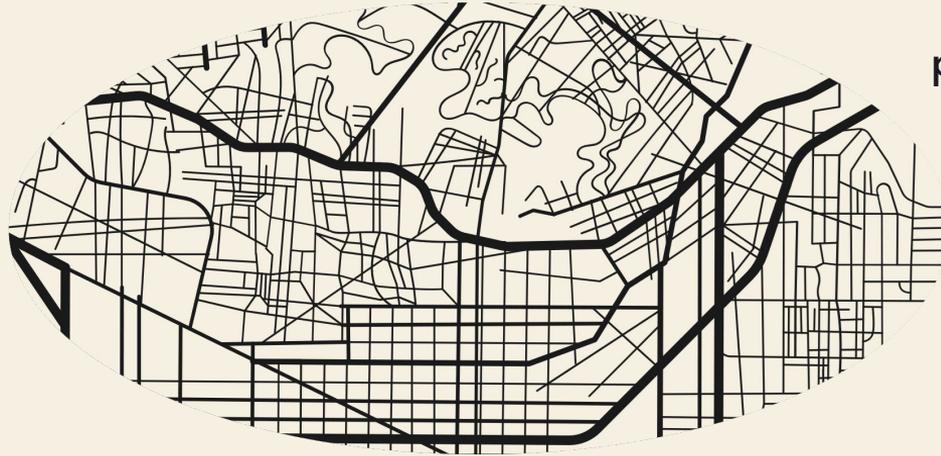
...**engage/distract** her kids?

...make public transportation feel **cleaner and safer** ?

POV: John
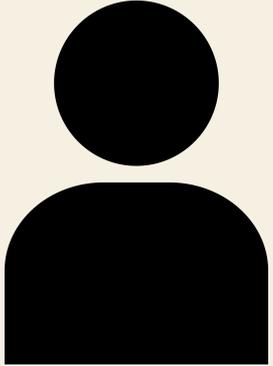
We met...a gregarious Bay Area Fellow who takes the Caltrain for his commute to work

We were surprised to realize...he acts antisocial in his commute.

We wonder if this means...the design of public transportation fosters this behavior.

It would be game changing to...remove/mitigate the feeling of isolation while traveling on public transportation.

How might we...

...make commuting **socially robust** rather than **isolating** ?
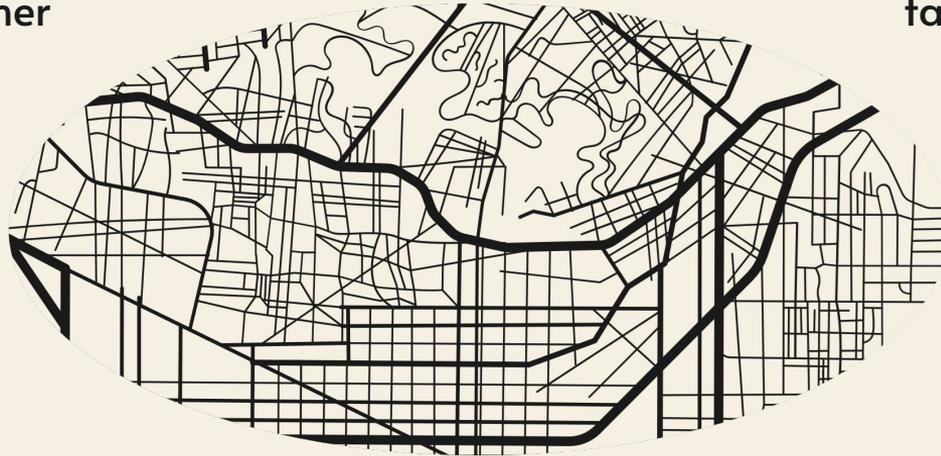
...remove the **stigma** of talking to a stranger on public transport?

...create social environments through design?

...foster connection during a commute?

POV Istvan

We met… a middle-aged man from Hungary who enjoys going to coffee shops alone

We were surprised to realize … even though he enjoyed going to concerts with his daughter in the past, he feels sad that he doesn't anymore

We wonder if this means … he would be more inclined to go to a concert with a new friend to experience nostalgia

It would be game changing to … bridge the generational divide by helping older generations feel comfortable going to live entertainment

How might we...

...connect him with people who have similar interests?

...bridge the **generational divide** in going to live entertainment events?
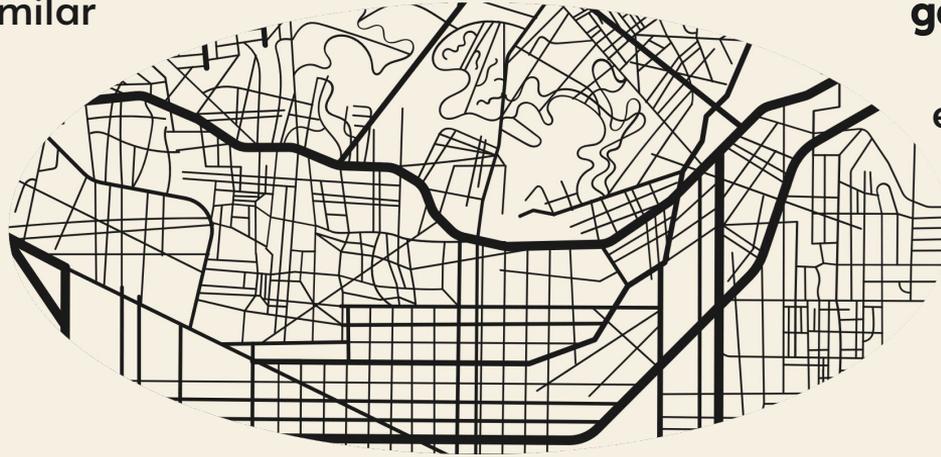
...create social environments through design?

...make social outings feel **more worthwhile** to a middle-aged, working adult?

Our chosen HMW's

HMW make commutes **socially robust** rather than **isolating** ?

HMW make social outings **feel worthwhile** to someone who **doesn't know of anyone else** to go to social events with?

HMW help bridge the **generational divide** in attending **live entertainment** ?

Solutions and Experience Prototypes

Solution

What if we create an app where people can meet others **nearby** to commute with to **shared destinations** ?

Assumptions

Existing apps are too broad to successfully fulfill this need

People want company to go to fun events but have no one to go with

Experience Prototype #1

Posts

Izzy Meyerson
Stanford Campus · 1 day ago · 🌐
...

Hi! Is anyone heading to the Weezer concert tonight in SF and looking for someone to drive up with / Caltrain up with?

Add a comment...
♡ 2   💬   ↗

Today

Luis Mate 7:38 am
Weezer concert?

<

"Anonymous" 1d   🗑

If anyone is heading to the weezer concert tn and wants to drive / Caltrain up together pls reach out!

⌃

5

⌄

🔖   🔁   ⬆   ✈ DM   💬

Results for Experience Prototype #1

Results

- We didn't get many hits because...
  - Weezer concert is too specific
  - Time limitation
  - Nextdoor is not a great place to post

Analysis

- Existing apps don't fulfill the needs of users who are looking for a companion to common destinations
- Strangers may be hesitant to commute with other strangers

Solution

What if we made a **trivia or action game** for users nearby each other on transportation to compete in fun digital games against each other (regardless of age) and get rewards?

Assumptions

People are **bored and lonely** during their commute

A friendly game would help those **fearful of breaking the stigma** of socializing with strangers on public transportation

Experience Prototype #2: Gamify Public Transport

"Hi, do you want to play rock paper scissors/chopsticks?"
"How did playing make you feel?"
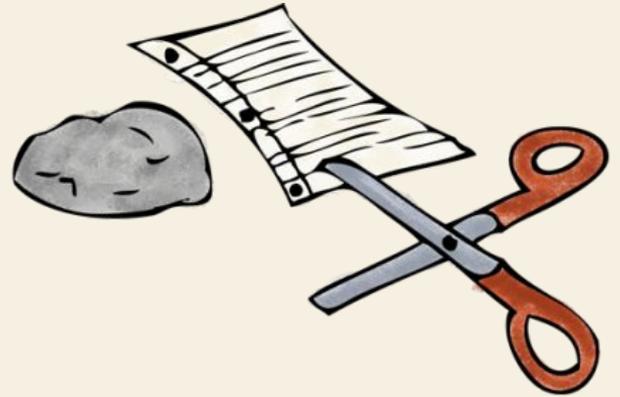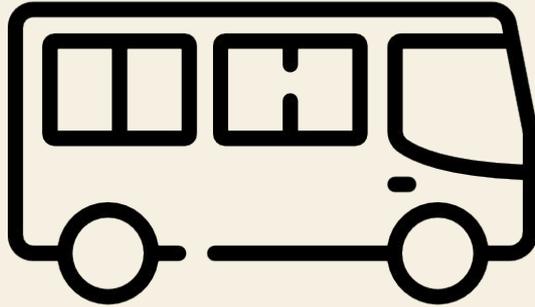
- We approached four randomly chosen individuals on the Caltrain on the Marguerite shuttle and at the Palo Alto Caltrain station
- Aiming to test our critical assumption that people experience boredom and loneliness on public transport

Results from Prototype #2

Alejandrina: "That was fun!"

Walter: "...a pleasant surprise"

Morgan: "I used to play this as a kid"

Gerald: "Ok,...I'll play"

Joe: "No thank you."
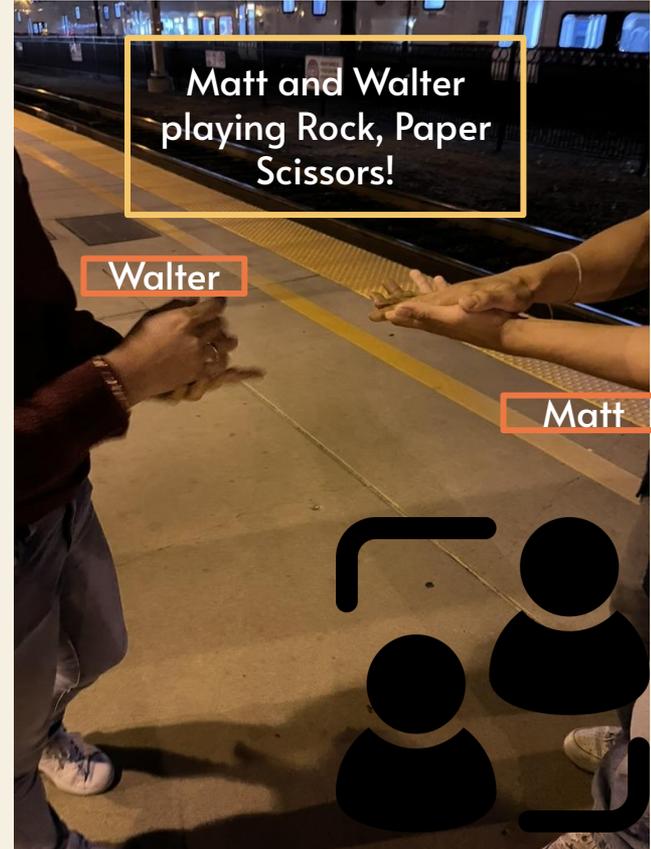
Ethics

Our solution is geared towards individuals who are outgoing enough to approach others when on public transportation. Therefore, it will likely come face to face with systemic biases, namely racial and socioeconomic ones. Without interventions that foster connectivity, we could be reinforcing systemic patterns of socialization.

Another consideration is location privacy. In order to connect with other users willing to play the game, we would have to alert users to others nearby. We must consider user privacy and safety in our design.

Experience Prototype #2: Key Findings

Results
- General surprise and excitement to play
- One person said no to "want to play chopsticks?"
- Feelings of nostalgia for 'children' games

Analysis
- People want to have fun while they're commuting!
- It would be easier to break the stigma if people could establish initial rapport and trust (e.g. coming from Stanford)

Solution

What if we made commuting **worthwhile** for users by asking them to upload **before** and **after** photos with each other as a sort of promotion for the event and in turn get discounted tickets.
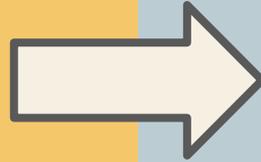
Assumptions

Taking photos and sharing recorded memories is a good incentive for making meaningful connections

Commuting with others is better than alone

It's about the journey, not the destination

Experience Prototype #3: Before and After

Are you also going to
[PLACE]?

- We held up a sign asking "Are you also going to [place]?" and sat in a common area (our dorm lounge).
- Residents that approached were recruited to participate.
- Asked participants to take a sad selfie on our device before and then take a photo together afterwards.

Results from Experience Prototype #3

Before :(

After :)

Experience Prototype #3: Key Findings

Results
- Most people did not read or approach the sign
- People were reluctant to share an individual selfie with a stranger (us) but less reluctant if it was a photo together

Analysis
- Best way to encourage people to take photos is through friends
- Users are less likely to share a photo of themselves with people they don't yet know

What's Next?
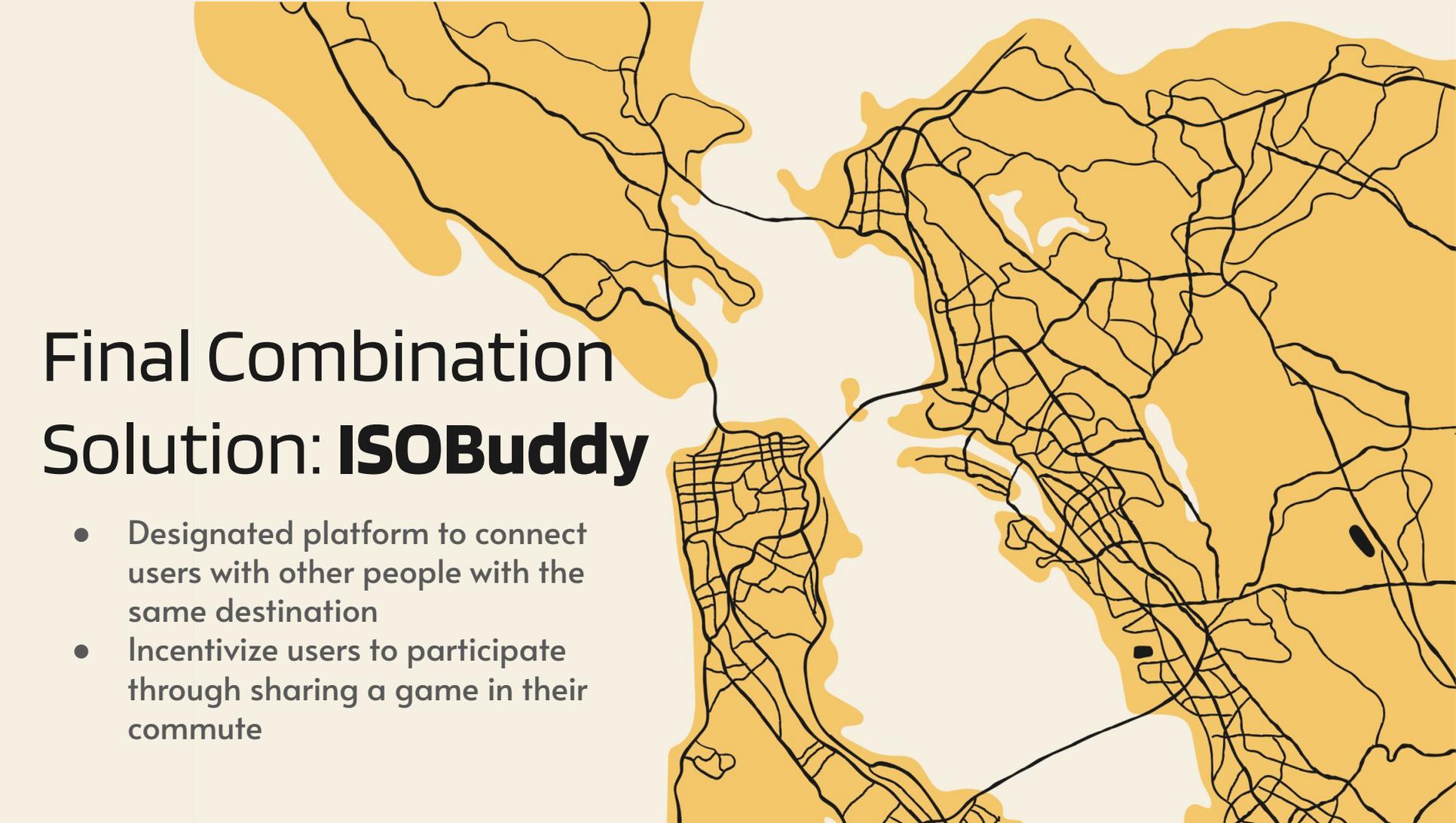
Final Combination Solution: **ISOBuddy**

- Designated platform to connect users with other people with the same destination
- Incentivize users to participate through sharing a game in their commute

Ethical Implications

Location privacy, safety, accessibility, emphasizes peer group socialization

Ethics

Who are we serving

Neighborhoods (prototype #1), people with interested in meeting new people, areas served by public transportation

Who is left out

Those without technological prowess, senior citizens, children under 18

Solutions

1. What if we create an app where people can meet others **nearby** to commute with to **shared destinations** ?

2. What if we made a **trivia or action game** for users nearby each other on transportation to compete in fun digital games against each other (regardless of age) and get rewards?

3. What if we made an app that matched people with others based on their **common entertainment interests** , and arranged meetups on public transportation to the event? Additionally, to make it worthwhile, users upload BEFORE and AFTER photos (think tiktok) with each other to get discounted tickets.

Solutions

1. Experience prototypes
2. a. Critical assumptions being tested
3. b. Prototype description, pictures of the setup
4. c. Participants: Who are they? How were they recruited? Why are they relevant?
5. d. Results: What worked/didn't work? New learnings? Was the assumption valid?
6. What does it mean for your work going forward?
7.

Next Steps

Choose a prototype

Determine which prototype had both the most excitement generated and seems the most feasible

Market Research

Explore and research other ideas/products that may fulfill a similar niche or goal

Create concept video

Communicate the goals and uses of our solution through a concept video

Thank You!

■ Questions?
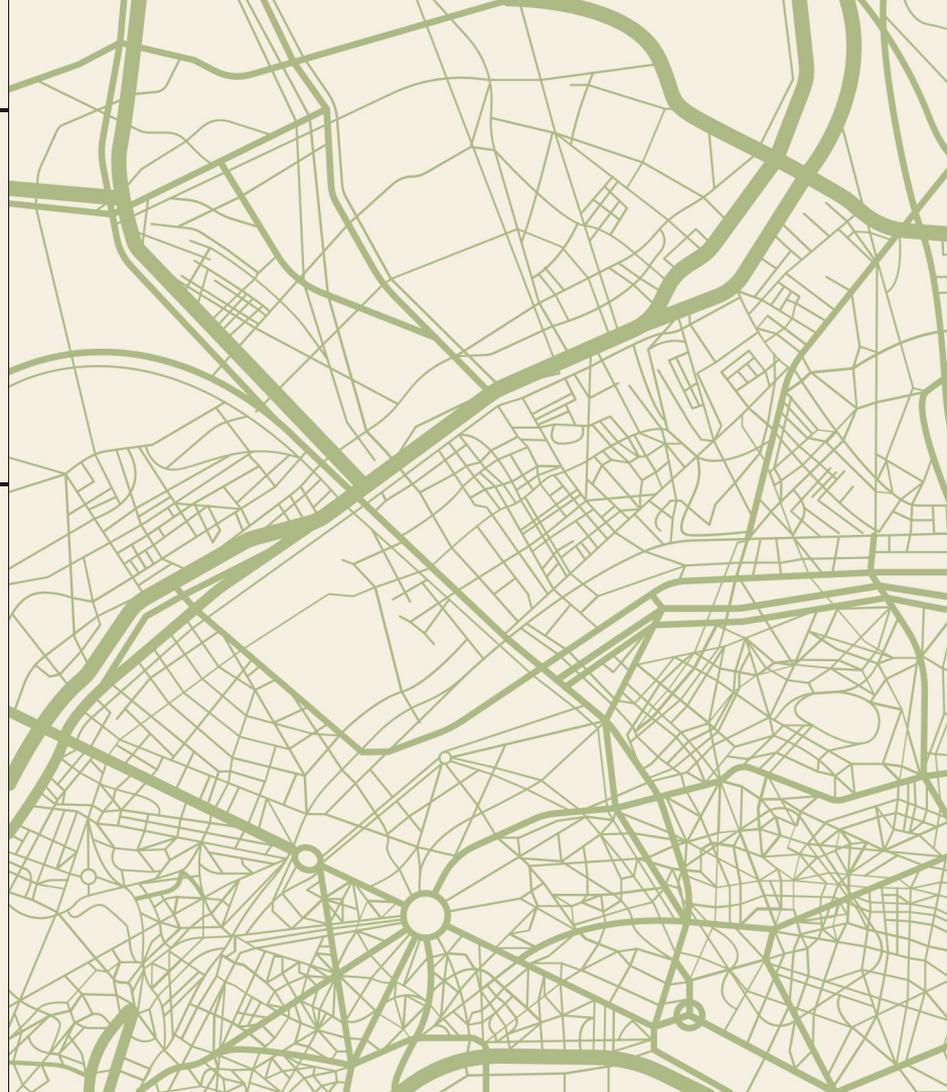
Appendix

Michelle: Full HMWs

- **Amp up the good:** HMW use Michelle's nostalgia for the Caltrain to help her enjoy busier times on the train? HMW make everyone contribute to the cleanliness of the train?
- **Remove the bad:** HMW reduce the crowds or remove the feeling of unease in crowded spaces?
- **Explore the opposite:** HMW make the crowds less intimidating/more friendly?
- **Question an assumption:** HMW make a crowded train non-intimidating?
- **Go after adjectives:** HMW make a crowded experience safe and engaging rather than stressful? HMW make her less distracted with her kids and commute?
- **ID unexpected resources:** HMW use her children's energy to befriend other young children/parents on the train? HMW use her children's energy to befriend other people with similar interests/destinations on the train?
- **Create an analogy from need or context:** HMW we make a crowded train like a lounge or playground?
- **Play against the challenge:** HMW we make a crowded train feel safer than an emptier one? HMW make the crowds something kids get excited about?
- **Change a status quo:** HMW we make crowds a good thing? HMW remove the suspicion of strangers?
- **Break POV into pieces:** HMW we keep kids engaged? HMW we relax a mom? HMW make the train more quiet or more exciting, depending on the time of day/environment/mood?

Solutions for HMW #1

HMW make commutes socially robust rather than isolating?...

Allow people who have similar interest to meet each other on their commute

Matthew Phonchay Vilaysack

meet people to commute with (i.e. before the commute)

Izzy Meyerson

method to see ppl on same train as you who are willing to be social/talk

Izzy Meyerson

create social cars on the train

Izzy Meyerson

Have live song listening parties on the commute

People who are going to the same location (e.g. sports game, music festival) can see chat virtually on the commute and meet, and they would be able to see each other's ETA

Matthew Phonchay Vilaysack

speed dating activity on train

Izzy Meyerson

more face to face

Izzy Meyerson

Know who you're commuting with beforehand

sarahteaw

Know who is going to the same destination beforehand

sarahteaw

Not feel weird about talking to strangers/have something to talk about with strangers

sarahteaw

Know who wants to talk and who wants to be alone/have alone time on public tranportation

sarahteaw

Know where the friends you're planning to meet up with are

sarahteaw

put more four person tables on the caltrain

Izzy Meyerson

Have live entertainment playing on the commute

Izzy Meyerson

Provide playing cards or board games on the transportation

Matthew Phonchay Vilaysack

Add playground for younger kids

Henry Ryder Greenman

Add board games, play music on trains

Henry Ryder Greenman

Use self driving cars to free up time/energy for conversations

sarahteaw

Have better coordination with other people going to the same place

sarahteaw

open bar on train

Izzy Meyerson

allow people to find others on the train/bart etc... who are going to same/similar destination

Izzy Meyerson

Connect folks with similar interests

Henry Ryder Greenman

Play movies, TV, or other positive media (no news) in train cars

Henry Ryder Greenman

Allow people to meet each other — creating friendships, networking/ business relationships, romantic relationships, etc.

Henry Ryder Greenman

Have workers who do live entertainment on the train while they are commuting

Matthew Phonchay Vilaysack

John: Full HMWs

- ***Amp up the good:*** HMW we foster connection on public transportation?
- ***Remove the bad:*** HMW remove the stigma of sitting next to/conversing with someone on public transportation?
- ***Explore the opposite:*** HMW make the commute more fun that the club you're commuting to?
- ***Question an assumption:*** HMW totally remove the commute but still get to SF?
- ***Go after adjectives:*** HMW make commutes socially robust rather than isolating?
- ***ID unexpected resources:*** HMW have Caltrain employees facilitate conversation?
- ***Create an analogy from need or context:*** HMW make the Caltrain a Meet N Greet Station?
- ***Play against the challenge:*** HMW make the Caltrain a place that people want to go?
- ***Change a status quo:*** HMW make the Caltrain users have fun? HMW make the Caltrain a club? HMW use instant gratification to remove isolation?
- ***Break POV into pieces:*** HMW allow people to feel social on Caltrain? HMW create more social environments through design? HMW make commuting less isolating?

Solutions for HMW #2

HMW make social outings feel worthwhile to someone who doesn't know of anyone else to go to social events with?

Make interactions feel like a coffee shop conversation with baristas

sarahteaw

Pique his nostalgia and create a platform where he can share his stories about his daughter

sarahteaw

allow people of the same age to connect with others (...shared life experiences)

Izzy Meyerson

Bring a senior program to live entertainment with similar entertainment interest

Matthew Phonchay Vilaysack

Old people who are working at the same workplace could use a social calendar for de-stressing after work

Matthew Phonchay Vilaysack

Make social outings feel like fun instead of sad -- meaningful to work/ personal interest ?

sarahteaw

Spa day for old people after work

Matthew Phonchay Vilaysack

Show his daughter that he is having fun through the app

sarahteaw

create intensely meaningful social engagements centered around a shared interest

Izzy Meyerson

Match people who consider themselves old and have similar NOSTALGIC experiences that they would like to relive with each other

Matthew Phonchay Vilaysack

Grouping people in events that old people like to go to but haven't felt like they could because they feel like 'no one else' wants to go with them

Matthew Phonchay Vilaysack

Have a hobby-oriented program where they can, in live time, see events for said hobby and have others see their location to the event to keep themselves accountable

Matthew Phonchay Vilaysack

Walking group for old people after work

Matthew Phonchay Vilaysack

Create a space for meaningful conversations

sarahteaw

connect people with those are equal parts like minded and diverse thinkers

Izzy Meyerson

connect people to do activities together (i.e. if people like to bike for exercise, allow them to find other ppl in the area to bike with)

Izzy Meyerson

Make the outings close to old folks homes? Or bring them there?

Henry Ryder Greenman

Provide amenities that older people would appreciate (seating, less loud music, etc.)

Henry Ryder Greenman

Have a rewards program for people past the age of 65 to go out and meet each together. Their transportation would be free or cost less

Matthew Phonchay Vilaysack

connect people who want to accomplish goals/ activities together (i.e. I want to do Mt Tam) --> ppl with similar priorities

Izzy Meyerson

Gym time, stretching, and walking classes with old people

Matthew Phonchay Vilaysack

Hiking group

Matthew Phonchay Vilaysack

Having fun with each pets together

Matthew Phonchay Vilaysack

Have a platform to see and cha other older adults who are also going out and meeting each other to ease the tension of not wanting to go vs wanting to go

leverage free time, commute time to be socially engaging so the bar is lowered

Izzy Meyerson

Arts and crafts together

Yoga

Istvan: Full HMWs

- *Amp up the good:* HMW use his nostalgia to incentivize him to seek out entertainment
- *Remove the bad:* HMW make him feel less disconnected from people who have similar interests?
- *Explore the opposite:* HMW make his solo time more enriching? HMW make commuting feel like a valuable/meaningful experience?
- *Question an assumption:* HMW make coordinating meetups with people *easier?*
- *Go after adjectives:* HMW make his commute fun instead of harrying? HMW make him feel less bad about being *OLD?* HMW make going to concerts timeless?
- *ID unexpected resources:* HMW leverage his unexpected freetime to make meaningful connections? HMW bring together old people to go to concerts together
- *Create an analogy from need or context:* HMW make the commute feel like the concert? HMW make the commute feel like a coffee shop?
- *Play against the challenge:* HMW make old people more spontaneous and break out of routines? HMW bridge the generational divide in live entertainment?
- *Change a status quo:* HMW we make it easier for older, working adults to socialize?
- *Break POV into pieces:* HMW allow Istvan to spend more meaningful time with his daughter? HMW make connecting with others a priority in Istvan's life? HMW make social outings feel worthwhile to a working 60 year old adult?

Solutions for HMW #3

Enhance the entertainment value in all age groups → interactive apps, VR/XR features that appeal to tech-savvy younger generations while still offering simplicity and usability for older attendees

Matthew Phonchay Vilaysack

People who love SPECIFIC BANDS can share their interest by going to concerts together and take a photo with each other!

Matthew Phonchay Vilaysack

Incorporate features on a mobile platform that allows younger and older generations to capture and share memories with one another

Matthew Phonchay Vilaysack

Facilitate spaces for inter-generational contact

App that connects young people with cool old people

sarahteaw

Curated music playlists on commute for younger commuters and throwback nostalgia songs for older commuters

Matthew Phonchay Vilaysack

Create a mobile application that offers spontaneous, low commitment live events with real time notifications. the app will send out push notifications and immediate events nearby. this way, older gen. and younger gen. can dropin and out without commitment weeks in advance

Matthew Phonchay Vilaysack

Bring a parent/ child night!

popularize live entertainment on the radar of older generations

sarahteaw

Bring a friend - have a touch invite application that allows people to coordinate traveling with others to a live entertainment event by allowing them to have a one touch invite to anyone else who is using hte public transit and is going to the event

Match users by hobby and create a virutal or in person buddy system for attending events, and

use apple nearby detector feature to find people on public transportation who are FANs of the same sports team or would like to talk sports virtually or in person. encourage them to a strike a conversation with each other by giving them a discounted ticket price to a future event

Make live entertainment cheaper

sarahteaw