

# Week 4: Concept Video

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# Meet Our Team: Pissionaries



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# Project Background

**Pission:** We came to this name because we're on a **mission** to get you **pissin'**!

**One-Liner Value Prop:** Find guaranteed restrooms wherever you are, with local insights and access codes at your fingertips.

**Sanity Check:** This value proposition is unique to our differentiated value proposition in the context of bathroom apps.



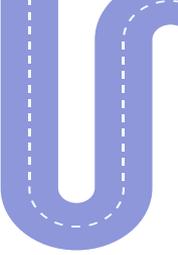
**Primary User:** People in unfamiliar environments, such as a new part of the city, who need to quickly find a good, reliable restroom.



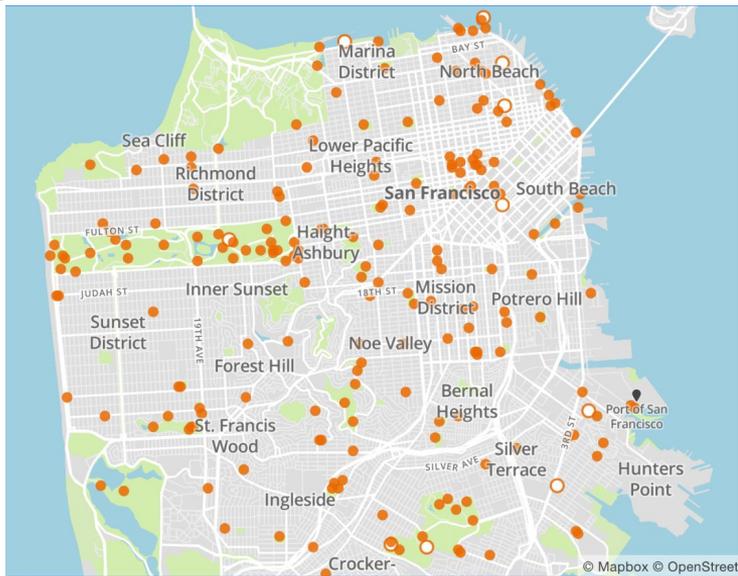
**Problem:** Public restrooms are scarce and hard to locate, and private restrooms often require a purchase to use. Existing apps lack updated information and reliable verification, leading users to discover unusable or nonexistent restrooms.



**Solution:** An app that leverages crowdsourcing with verification, ensuring the reliability of a government-led database while maintaining the breadth of a crowdsource platform. Users can also input restroom access codes, creating a larger, more accessible network than any competitor.



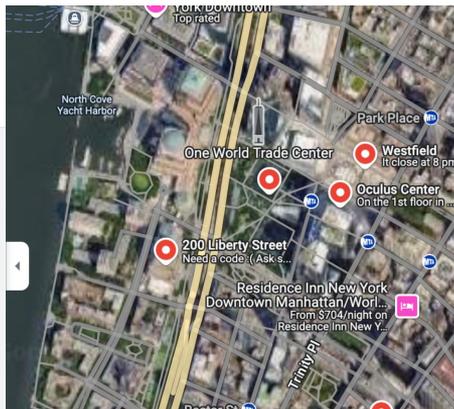
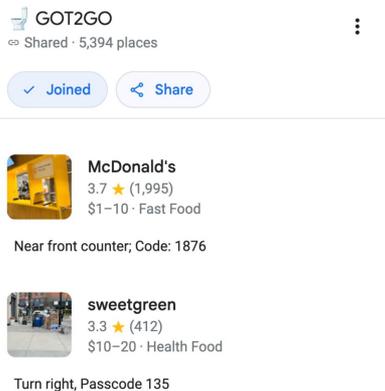
# Competitor #1: Government Databases



- **Works:** Quality data, with 200+ public restrooms listed throughout San Francisco.
- **Doesn't Work:** Poor user interface, frequently missing hours, limited to public restrooms only.
- **Our Differentiator:** Our solution will provide a user-centric interface with crowdsourced data, expanding beyond public restrooms.
- **Implication:** A reliable platform with comprehensive data allow users to make quick, confident decision, especially in urgent situations.



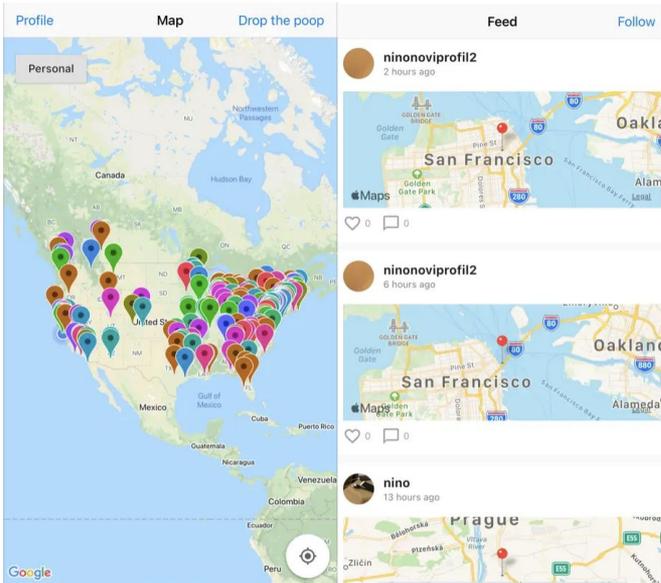
# Competitor #2: Got2Go NYC



- **Works:** Large network (5000+ restrooms), allows user input, and provides directions.
- **Doesn't Work:** Limited to NYC, lacks restroom quality data, and no timestamps for restroom updates (frequently out of date info).
- **Our Differentiator:** Focus on community, introduce features missing from Google Maps (e.g. time-stamped crowdsourcing updates, restroom codes), expand beyond NYC.
- **Implication:** Involving community contributions creates a more up-to-date, scalable solution that benefits both locals and travelers.



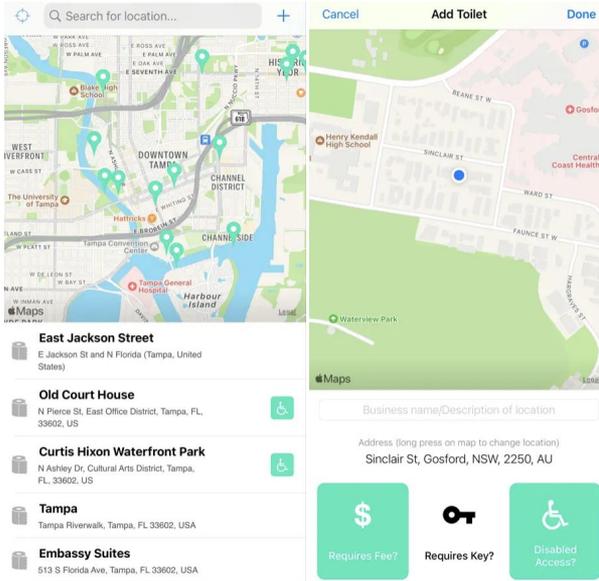
# Competitor #3: Poop Map



- **Works:** High engagement through social features and detailed user submissions (e.g. date/time/location/rating)
- **Doesn't Work:** Lacks focus on practical restroom access, socially focused.
- **Our Differentiator:** Prioritize practical restroom access with real-time information beyond social engagement.
- **Implication:** Primary value rooted in providing reliable, easy-to-find restroom options rather than social.



# Competitor #4: Flush



- **Works:** Global coverage, combines public databases and user submissions, fast-loading.
- **Doesn't Work:** User submissions lack detail and verification, limiting usefulness and reliability
- **Our Differentiator:** Enriched details and verification processes
- **Implication:** Detailed submissions and a robust quality control process ensures trust and usability



# Values in Design

## Direct Stakeholders

- App Users
- Businesses with Restrooms (Restaurants, Cafes, etc)
- App Dev Team (us)
- Third Party API providers such as Google Maps
- Advertisers that might want to be on our product

## Values

- ❖ Accessibility
- ❖ Public health
- ❖ Community engagement
- ❖ Transparency
- ❖ Reliability

## Indirect Stakeholders

- Local Authorities
- Competing Solutions
- Patrons of restaurants affected by people using the restaurant's restroom
- Employees of those restaurants

# Ethical implications

## **Circumventing businesses**

Might cost local businesses money + has potential to create more of a hassle for employees cleaning up etc.

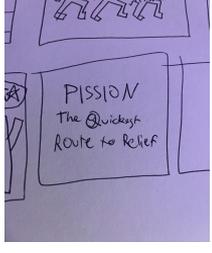
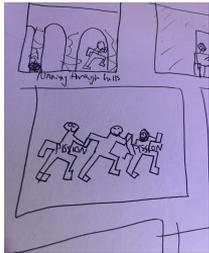
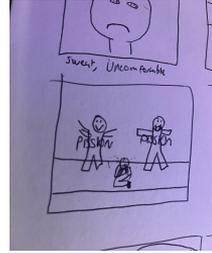
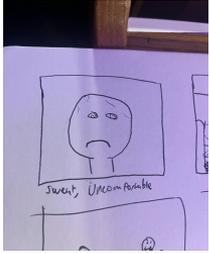
## **Safety Concerns**

Greater access to restrooms could reduce unsanitary behavior on the streets, but it also might allow for access to restrooms by people who want to do drugs or other non-bathroom activities,

# TASKS

SIMPLE TASK:	A user wants to find the closest, accessible restroom	Quick, straightforward. Requires minimal effort.
SIMPLE TASK:	A user wants to read the reviews of a restroom	
MODERATE TASK:	A user wants to filter restrooms by something like “wheelchair accessibility”, “indoor vs outdoor”, “womens vs mens vs all gender” etc	User engages more actively by setting filters or planning ahead.
MODERATE TASK:	A user wants to search for restrooms in a location they are not currently at but planning to go to	
COMPLEX TASK:	A user wants to add an “undiscovered” restroom to the map for other users	Requires careful attention to detail.
COMPLEX TASK:	A user wants to review a restroom they have visited.	

# Video Storyboards



# Concept Video

<https://www.youtube.com/watch?v=IMLBknlyqJw>

THANK YOU!

**QUESTIONS?**

