

REGINA, SOPHIA, ISABELLE, ANNA

A2 Assignment

POVs, HMWs, and Experience Prototypes

Our Team: Present ✨



REGINA

Computer Science



ANNA

Computer Science



ISABELLE

Symbolic Systems / Co-Term Computer Science



SOPHIA

Computational Creativity

Original Problem

*How do people **capture and share** media after big, important events?*

Focused Problem

*Creating **memorable experiences** and **artifacts** from important social events*

Additional Interviews

NEEDFINDING METHODOLOGY



NOTETAKERS

Interview with Jackie

Mon, Sep 30, 2024 . 4:30 PM 1:03:23 Owner: Sophia Latessa

SUMMARY KEYWORDS

event, music, people, good, videos, playlist, awesome, photos, work, share, pandemic, sticker, instagram, put, great, moment, interview, pins, singing, virtual



0:00

You for live? Do you are?



0:02

Do you ever lose your pin when it is attached to the top of your

1

Speaker 1 0:06

Yeah, that's why I need to get a case like that actually has it. But the problem is that Apple doesn't make one.

2

Speaker 2 0:12

But yeah, I have to get a new case too. So I've been looking at those, but unsure if I want

Speaker 1 0:16

I recommend that I used to previously have one with the holder. Way better. Okay, yeah, good to know. Yeah.



INTERVIEWERS

Our participants



Nate

frequent festival and concert goer,
mid-20s



Karrie

works at a music festival &
frequent festival goer, mid-30s



John

festival company co-founder,
mid-30s

We were curious about...

- preserving and sharing experiences from events in memorable ways
- engaging event attendees through interactive and personalized media

“The most memorable thing about the festivals I attend are the stage productions...**if the vibe is right, it’s really easy to meet people**, but a festival can easily get the vibe wrong.”

“Nate”, festival & concert frequenter



“A lot of times people learn something new about themselves at a festival. It’s a lot about the community and people around you. It could be someone’s first [festival] experience or their 20th... **sharing stories with each other and having a connection is a really big part** of what people take away from a festival.”

“Karrie”, festival organizer & event goer



“I myself barely had fun at this 1300 person Halloween party that so many people said was the best party they’ve ever been to. **We want the art to move people**, so we go to the lengths of not having a good time to make our work exceptional”

“John”, festival co-founder



Key Insights

OCT 10, 2024

PRESENT

ANALYSIS

Karrie, Music Festival Organizer & Event Goer

SAY

DO

Isabelle

Calls the festival a “little city that just pops up”

Isabelle

Says attendees have “transformational experiences”

Regina

An artist's name/handle can get lost from its enjoyers pot-event

Isabelle

Jack of all trades, but works specifically on “non-stage decor,” e.g., art experiences.

Isabelle

Goes to a lot of festivals.

Isabelle

Wanted to post on IG about an art installation she had seen at a festival, but wouldn’t find the handle of the artist and spent a lot of time trying to track them down.

Isabelle

You want to leave the festival being a “better version of yourself”

Isabelle

Festivals are about being present.

Isabelle

“Everyone puts so much work into putting these events together. Everyone should be able to find them.”

Isabelle

Brings her friends into the festival wolrd.

Isabelle

Gave out festival business cards with her face, socials, and fun design

Isabelle

Coordinates a lot of logistics for the festival, e.g., finding vendors, renting Uhauls.

Isabelle

Hasn’t seen a lot of other people with business cards, but people do try to come up with innovative ways to stay in touch.

Regina Sevilla

“The festivals/events that have a lot more art always seem a lot more exhilarating”

Isabelle

People mainly stay connected via IG.

Isabelle

Creates the budget for the non stage decor.

Regina

coordinates with a lot of people on on-site management and extensive logistics

Isabelle

Goes through a lot physically when camping during festivals.

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PRESENT

ANALYSIS

Karrie, Music Festival Organizer & Event Goer

THINK

FEEL

Festivals can change people’s lives.

Isabelle

Festivals can be about more than just music.

Isabelle

Wants to stay connected with attendees that enjoyed her event and vice versa

Regina

Enjoys intense, immersive experiences.

Isabelle

Loves meeting new people and forming new connections.

Isabelle

Showing respect for other people’s hard work is important (i.e. tagging artists or other vendors)

Isabelle

Wants to be connected with people she met, but is also okay if it becomes a missed connection - still a cool story!

Isabelle

Experiencing art makes for a more exhilarating experience

Regina

Physical setup and placement of stages, artwork installations, vendors, etc. is important

Regina

Being present is a value she holds.

Isabelle

Feels torn between being present and wanting to document her experience

sophia

Wants to set people up for success.

Isabelle

Event goers need a helpful guide of how to navigate the space

Regina

More event involvement can lead to stronger community

Regina

people appreciate unique ways to stay in touch

Regina

Would go above and beyond to have fun, collaborative experiences.

Isabelle

Occasionally overwhelmed day of.

Isabelle

Eager to share her enthusiasm about festival culture. An evangelist!

Isabelle

TENSIONS

#1

Event organizers want to make the best experience for other people, which can take away from their own experience.

#2

A big social gathering can have all the makings of a good event but still be bad.

SURPRISES

#1

People are always trying to find innovative ways to stay in touch.

#2

An artist’s name and handle can easily get lost from its enjoyers post-event.

CONTRADICTIONS

#1

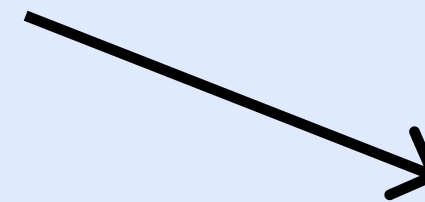
“[Festival] attendees will give out trinkets as a way of telling someone they found them cool...but don’t usually want more ‘junk’ from a festival”

#2

“I want to be present at festivals and concerts so I don’t use my phone, but I like that my friends take photos and share them with me”

In short...

Capturing media and
memorable details at a big
event is hard



When done successfully,
there can be a trade-off of a
diminished experience at an
important event.

POVs

POV #1 (Initial)

We met a Bay area musician and events small business owner, who creates post-event tokens.

We were surprised to realize that the events business is relationship driven and mementos are used to foster lasting relationships.

We wonder if this means she believes that spending time on creative mementos is valuable.

It would be game changing to help her easily create novel mementos.

POV #1 (Revised)

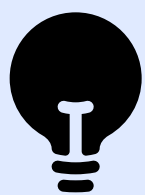
Jackie, music & events business owner



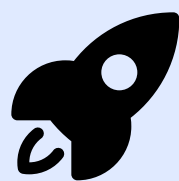
We met a Bay area musician and events small business owner, who creates post-event tokens.



We were surprised that she sends thank-you notes to everyone she works with.

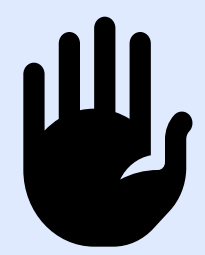


We wonder if this means she believes that spending time on creative mementos is valuable because that’s how she feels retains clients best.



It would be game changing to better foster relationships with her clients.

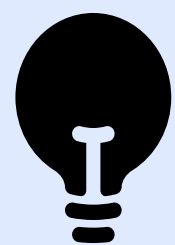
POV #2: Karrie, music festival organizer & enthusiast



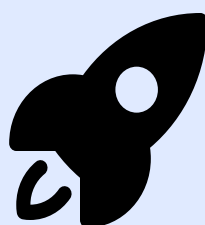
We met a music festival organizer and enthusiast who coordinates logistics for festivals she attends.



We were surprised to realize that she finds it stressful balancing wanting to be present at the festival and wanting to memorialize the experience.



We wonder if this means she finds it stressful/distracting to capture event details and memories in the moment.



It would be game changing to provide her a seamless way to enjoy the moment and focus less on capturing event details and memories.

OCT 10, 2024

PRESENT

HMWS

HMWS

POV #1: Jackie, music & events business owner

How might we help event organizers leave a unique, memorable impression on attendees?

How might we make photo distribution for event organizers more streamline, easier?

Anna Van Buren

How might we make photo distribution for event organizers faster: shorter time from event to attendees receiving photos ?

Anna Van Buren

How might help event organizers curate photos in a way that is meaningful/useful for attendees?

Anna Van Buren

How might we help her attract clients that care about building relationships at her events?

Regina Sevilla

How might we connect event owners with experts in gathering such that their events become more memorable?

Isabelle

How might we make Jackie easily discoverable as a musician and event business owner?

Isabelle

How might we encourage/ make it easier for attendees of an event to share their experience on social media?

Anna Van Buren

HMW we make mementos that change over time?

Isabelle

HMW help Jackie spend more time on her personal music career instead of her business?

Isabelle

HMW help Jackie create memorable moments throughout an event (as opposed to an artifact that an event attendee leaves with)?

Isabelle

HMW help hosts consolidate different forms of event media into one product?

Regina Sevilla

How might we facilitate event hosts to foster long lasting relationships with clients?

Anna Van Buren

How might we help event organizers share photos/ memorabilia in a way attendees are more likely to share on social media (free marketing)?

Anna Van Buren

How might we make clients feel special after leaving an event?

sophia

How might we make mementos for musicians that go viral?

Isabelle

HMW support Jackie in creating mementos on the spot?

- instant creation

Isabelle

HMW incentivize event attendees to contribute to memento creation/ media creation?

Isabelle

HMW reduce the wait time in distributing post-event memories to event goers?

Regina Sevilla

HMW support event organizers in creating events that stand out like "quiet luxury" clothes?

Isabelle

How might we strengthen the host-client relationships formed from an event?

Anna Van Buren

How might we help event hosts retain clients from an event?

Anna Van Buren

HMW make post-event memories easily shareable/attractive to people that did not attend?

Regina Sevilla

How might we create better personalization to each client?

sophia

How might we leverage other attendees to spread the word about Jackie's business?

Isabelle

HMW encourage attendees to take their own photos throughout the event?

Anna Van Buren

How might we make sending thank you notes easier?

Isabelle

POV #2: Karrie, music festival organizer & enthusiast

How might we provide important event details to attendees after an event? Anna Van Buren	How might we make documenting the festival simple and exciting? Isabelle	How might we make it easy to find all the information about the festival so you never need to document anything on your own? Isabelle	How might we make documenting the festival a social and collaborative experience? Isabelle	How might we make commemorating the festival something you can do easily after its over? Isabelle	How might we create stress-free actions that could document an event?	How might we remove all digital items except the essentials she needs to run the festival? Isabelle	How might we eliminate the "task" of commemorating a festival experience while still allowing her to look back on her memories?
How might we make it easy for artist recognition to last beyond an event? Regina Sevilla	How might we create a way to capture "things" from an event without making it cumbersome? sophia	How might we create an experience that is as easy as one click to memorialize event details? sophia	How might we connect people who want to document during events to those that want to be present only? sophia	How might we connect event details to attendees to make it easier to get info during and after events? sophia	How might we create distraction-free areas for event goers?	How might we provide a service for capturing festival highlights? Isabelle	How might we eliminate the stress of capturing event details and memories during an event?
How might we provide an easy way for event attendees to search and find event details after an event? Anna Van Buren	How might we make the festival experience still enjoyable for someone heavily involved in logistics and planning? Regina Sevilla	How might we make documenting event memories and details take little active effort from attendees? Anna Van Buren	How might we use AI to abstract away a lot of the manual work that goes into event planning/document? sophia	How might we make documenting memories and event details an integrated part of the festival?	How might we aggregate attendees' digital memories and artifacts in a meaningful way for hosts and attendees?	How might we make personalized memorabilia that requires little digital interaction? Isabelle	How might we leverage crowd knowledge to lessen the burden of capturing event details on individual attendees?

HMWS

POV #1: Jackie, music & events business owner



We met a Bay area musician and events small business owner, who creates post-event tokens.



We were surprised that she sends thank-you notes to everyone she works with.



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It would be game changing to better foster relationships with her clients.

HMW
create a cheaper
alternative to
physical swag for
event organizers that
is still memorable to
attendees?

Regina



HMW
create better
personalization to
each client so they
leave an event feeling
special?

Anna Van Buren



POV #2: Karrie, festival organizer & enthusiast



We met a music festival organizer and enthusiast who coordinates logistics for festivals she attends.



We were surprised to realize that she finds it stressful balancing wanting to be present at the festival and wanting to memorialize the experience.



We wonder if this means she finds it stressful/distracting to capture event details and memories in the moment.



It would be game changing to provide her a seamless way to enjoy the moment and focus less on capturing event details and memories.

HMW
make documenting an
event a social and
collaborative
experience?

Isabelle



OCT 10, 2024

PRESENT

SOLUTIONS

Solutions

SOLUTIONS

#1

Event Wrapped

Submit your photos, answer a few questions, connect with your friends and get an “event wrapped” update

Anna

#2

Name Tags

Digital name tags as conversation starters, that then become mementos

Isabelle

#3

NFTs

Personalized digital artwork (e.g. NFT, digital sticker) as mementos

sophia

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PRESENT

EXPERIENCE PROTOTYPES

Experience Prototypes

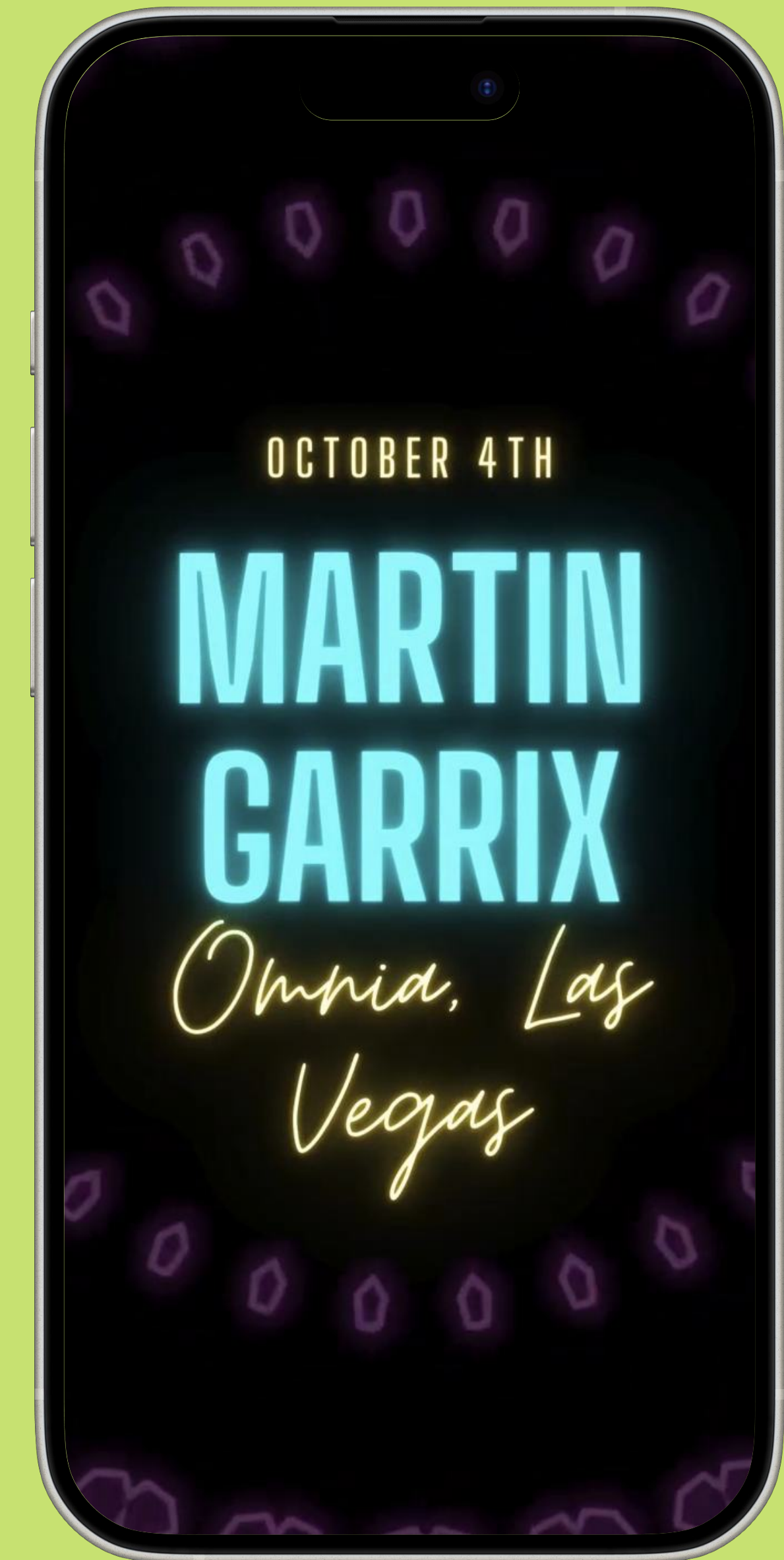
Event Wrapped: Description

Design:

- Find someone who recently attended an event and is willing to share photos taken by themselves and their friends.
- Prompt them to provide details of time, location, and surface level event details. Ask them to optionally share key moments or memories.
- Generate an “Event Wrapped” using their photos and information to summarize their experience and provide a recap of the event.

Participant:

Attended a Martin Garrix concert at the OMNIA in Las Vegas.
Provided event details and a shared album from that day



Event Wrapped: Description

Assumption 1

Attendees will actively participate by submitting photos and answering questions, are willing to engage with the platform.

Assumption 2

People **value** having a summary of their event experiences

EXPERIENCE PROTOTYPE #1

Event Wrapped: Prototype



Event Wrapped: Results

What Worked

- Theme is **cohesive** and matches the event
- Photos proceeding in **chronological order** : mimics the flow of the actual day
- Pulling from **group album**: fills the gaps in the event she didn't document
- **HOWEVER**: With a large group size or a group not consisting of her friends : does not want to include photos/media from the whole group

What Didn't Work

- **Lack of Music**: Needs to include music, preferable corresponding to the event
- Some stylistic elements looked “awkward”: **should be more aesthetically pleasing**
- **Should be more personal**

Event Wrapped: Results

Cohesive Theme and Chronology

Event wrap's cohesive theme and chronological photo arrangement effectively reflect the actual event day

Personalization and Group Dynamics

Users prefer personalized content, uploading existing albums with the ability to selectively include photos, especially in smaller, familiar groups

Aesthetic Appeal is Critical

Above all else, the overall design and aesthetic quality of the event wrap are the most crucial factors influencing its perceived value

Digital Name Tags: Description

Assumption: Name tags are valuable to have at an event because they prompt people to converse.

Prototype Description: Find someone who recently attended or is going to be attending an event and ask them about their behavior towards using their name tag and what they do with it before, during, and after the event.

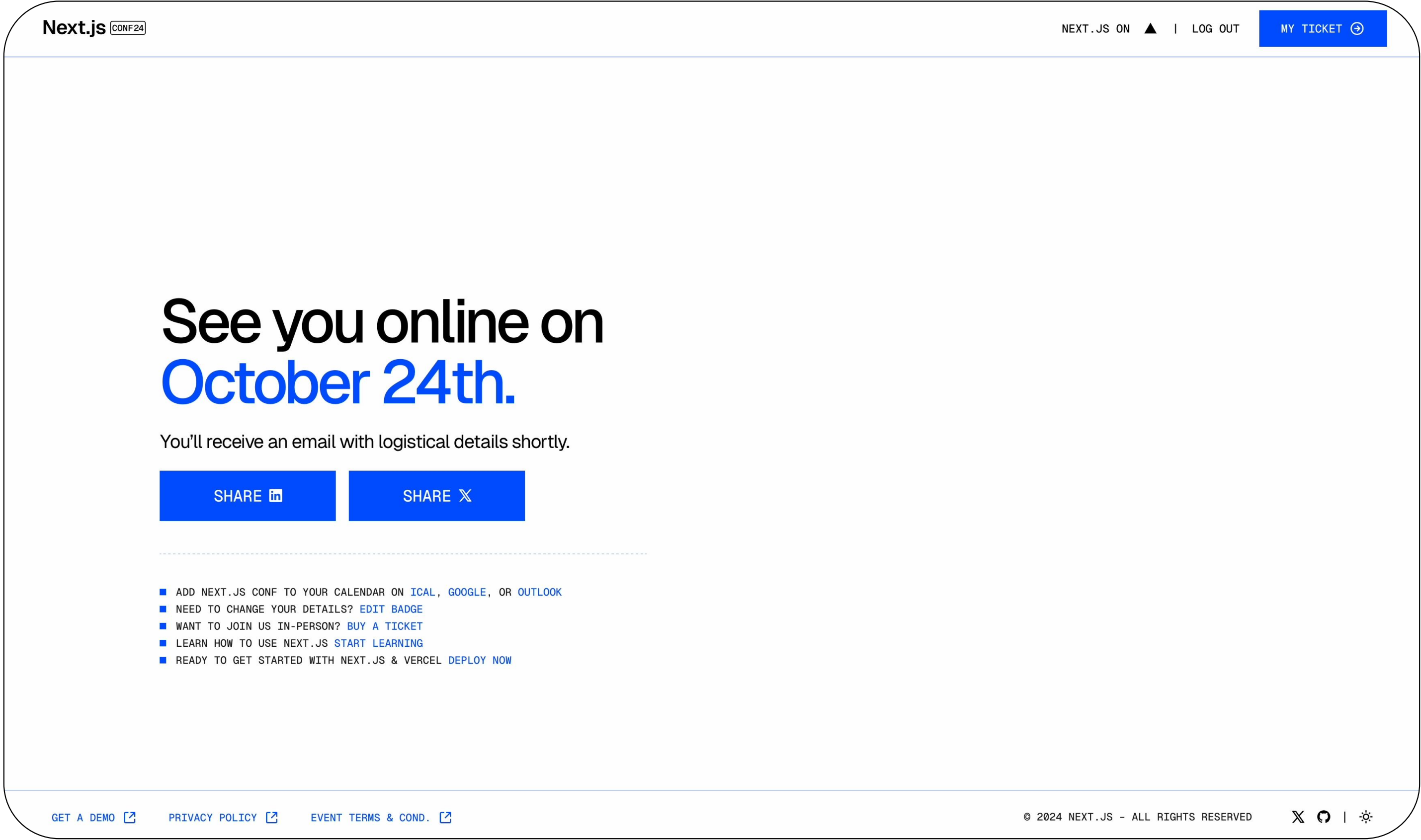
Participant: Software Engineer @ Crypto Company, 26 yrs old
Heavy engineering attendee to conferences.

This user is particularly interesting because they are a different “type” of event go-er (conference with the intention of learning something for work!)

Digital Name Tag: Prototype

Asked participant to walk through the Vercel Onboarding to their conference NextConf (next.js)

At the end of the user flow, Vercel shows the user a virtual ‘badge’



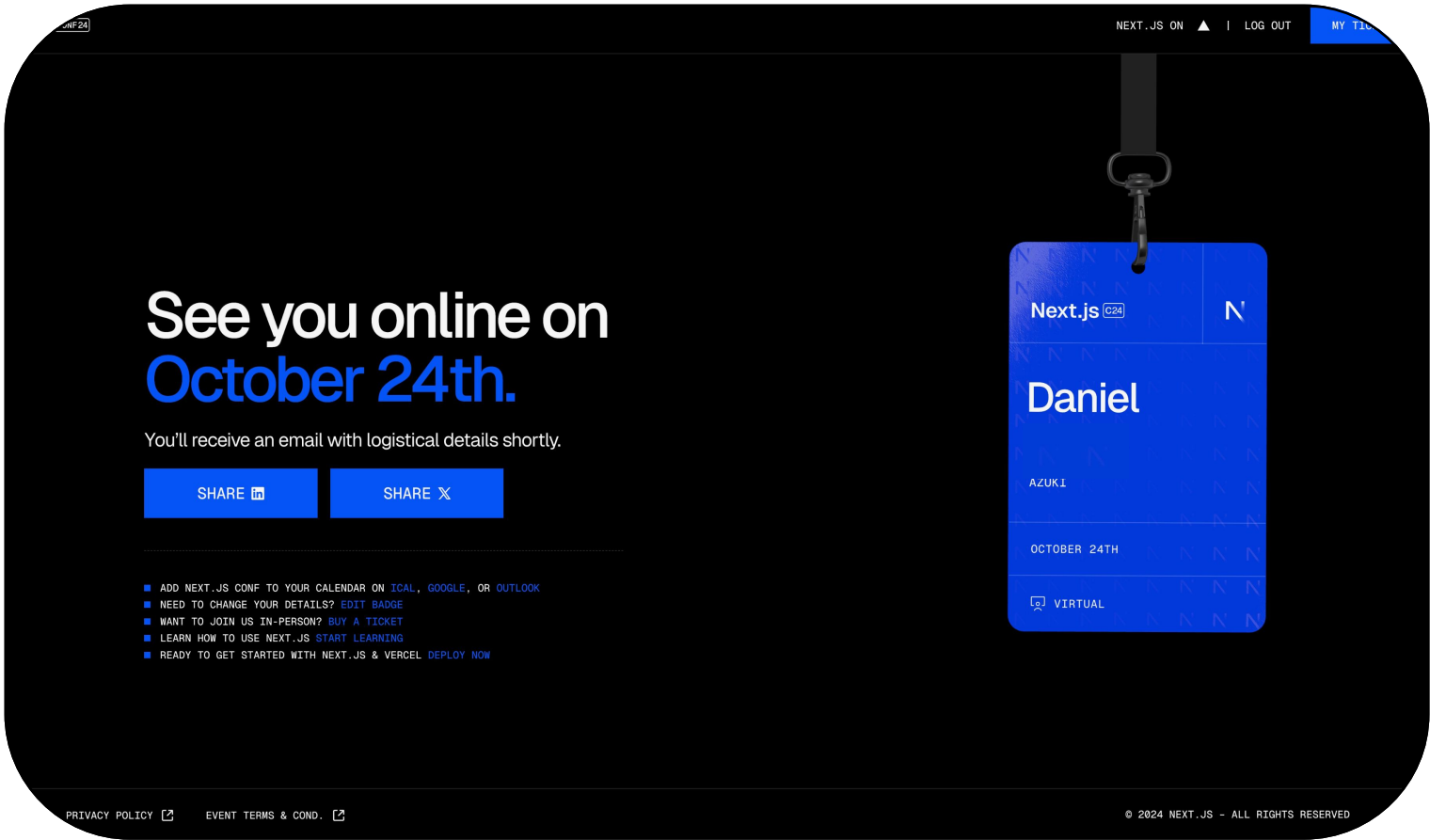
Digital Name Tag: Results

What worked

- Participant was able to seamlessly experience a digital name tag creation workflow
- Observing how he wanted to share the digital name tag to social platforms after creation

New Learnings

- Our participant really enjoyed the animations of the virtual badge experience (the “feeling” of creating a badge is important and should be a “magical”
- Having a digital experience creates the fomo to share name tag and tell others about the event they will be attending



Personalized Digital Art: Description

Assumption: Attendees are excited about digital event tokens that are not related to their own media/ photographs.

Prototype Description: Find someone who has recently attended a memorable event. Ask them to provide the location, date, and describe their favorite moment. Use these details to create an “aura” of the event with some personalized features. Ask participant whether they want a digital version of the token, whether they would be curious to see what other attendees’ tokens look like, whether they would share it.

Participant:



Has anyone attended a concert, festival, conference, memorable party in the past 2 months and would be game to chat about it for 10 min tonight? Super short - it's for my HCI class!

Ultimately spoke with Louise, a Stanford student who went to a concert with childhood friends at the end of August.

Digital Art: Results

“Wow, this looks like a **mood ring**, but for memories.”
-Louise

What worked

- Participant was excited about the digital artifact and spent time looking at it.
- Participant was curious about how it was created and related to her event.

New learnings

- The design of the artifact is critical. This design happened to emulate the mood of the concert well, which is why Louise liked it.
- Describing the concert ended up being part of the experience. Louise started remembering all kinds of little details and seemed nostalgic.
- The event already has to be meaningful to the participant for the token to be meaningful.



NEXT STEPS

What’s next?

Promising Solutions

- Personalized digital momentos beyond name tags and art
- Event Wrapped Experiences with tailored memories
- Interactive community boards and sharing forums

Ethical Implications

- Privacy concerns
 - collection and sharing of items is handled with consent
- Digital Inclusivity
 - platforms are accessible to various audiences and devices

Who is Included/Excluded?

- Included
 - event attendees who enjoy documenting and sharing memories
- Excluded
 - event attendees who prefer minimal digital interaction
 - people uncomfortable with sharing personal media online

Thank you.

Appendix

SOLUTION BRAINSTORMING

HMW
create a cheaper
alternative to physical
swag for event
organizers that is still
memorable to
attendees?

Regina

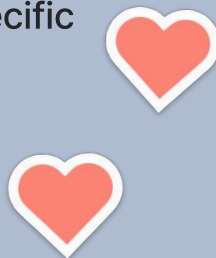
Personalized digital
artwork or NFTs as
mementos

sophia



Transform photos into a
fun memento
• digital photobooth that
is event specific

Isabelle



“Event wrapped”
• Submit your photos,
answer a few
questions, connect
with your friends and
get an “event wrapped”
update

Isabelle



Create event superlatives
from photos and media of
specific people at events

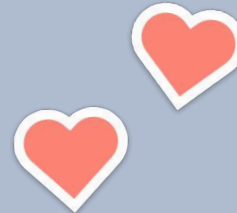
(combine with event
wrapped)
source data from guests
throughout the event to use (event
comments about things that
happened or other guests

Anna Van Buren



digital ticket that morphs
into something else after
the event is over...

Isabelle



Develop a service that
allows organizers to create
custom digital
merchandise, like
wallpapers, social media
filters, or GIFs related to
the event,

Anna Van Buren

Digital community/
networking space for
attendees to continue
discussions

Regina Sevilla



Digital “swag bag” of
downloadable playlists
and pictures from an event

Regina Sevilla

Event themed stickers for
social media platforms

Regina Sevilla

QR codes for each
attendee that provides
post-event content after
leaving

Regina Sevilla

AI-generated sticker
depending on when you
entered/left the event,
could also have a game
component, someone wins
a prize, depending on
what their sticker looks
like

Isabelle

eco-friendly virtual swag,
such as plantable seed
packets, digital coupons
for sustainable products,
or donations to
environmental causes
made in the attendee's
name.

Anna Van Buren

AI-generated recap of
sessions attended and key
takeaways

sophia

AR filters or effects tied to
the event theme

sophia

AR filters or effects tied to
the event theme

sophia

Members-only online
community or forum

sophia

Virtual scavenger hunts
during the event

- to build: photographing
things at the event
allow you to “collect”
prizes/ art

sophia



Live collaboration on a
visual map where
attendees can tie photos/
videos/songs/moments to
certain locations

Regina Sevilla

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SOLUTION BRAINSTORMING

PRESENT

HMW
create better
personalization to each
client so they leave an
event feeling special?

Anna Van Buren

Curate individual playlists or ambient soundscapes that match each attendee's preferences and enhance their event experience.

sophia

Publish an after-event recap that features all the things they attended and photos of themselves

sophia

Use AI and connections to social networks understand profile of attendee and give them a post-event "gift"

sophia

Creating a digital sticker that can only be found in the event and when an attendee finds it its added to their "digital name tag"

sophia

Provide personalized suggested event itineraries based on interest

Regina Sevilla

Create a generative piece of software that is sent automatically to each attendee making it a of-a-kind memento

sophia

Automate thank you notes/ paperless like cards with images of the person from the event

Isabelle

Personalization → connection.

Connect friends of friends at events. Set up friends of friends for dates at events.

Isabelle

Book that teaches event gatherers how to be better hosts

Isabelle

QR codes that are only meant to be scanned by specific people for special notes

sophia

Type anything, @mention anyone

Anna Van Buren

Platform to incentivize repeat clients; The more they attend specific hosts events the more they get "perks" or first dibs on tickets

Anna Van Buren

Name tags as conversation starters. These name tags can also then become mementos?

Isabelle

AI coach for hosting/ party planning

Isabelle

AI to analyze attendee profiles and suggest personalized connections based on shared interests and goals, facilitating meaningful interactions.

Anna Van Buren

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SOLUTION BRAINSTORMING

PRESENT

HMW
make documenting an
event a social and
collaborative
experience?

Isabelle

Group source photos and event details, use AI to distribute to attendees involved or share information that is interesting to them

Anna Van Buren

Create a digital wall where attendees can leave comments, drawings, or stickers

sophia

Location based photo app - see photos your friends have taken at a certain location

Isabelle

Group photo album in advance - during the event can get updates + comments as people upload photos

Isabelle

Use AI to create videos from group photo albums

Isabelle

Similar to bereal, prompted to take photos at random intervals throughout event

Anna Van Buren

Personalized feeds: Use AI to curate content based on each attendee's interests and schedule.

sophia

A simple post creation interface.

sophia

Real-time interactive event wall that aggregates posts/photos/videos from attendees

Regina Sevilla

Storytelling platform for attendees to collaborate in narrating their individual event experiences

Regina Sevilla

In film photography, you can accidentally take photos over existing film.

Make an app where that's part of the gimmick. Someone can take a photo over your photo/ somehow augment it. Part of the fun is the serendipity.

Isabelle

Create "photo moments" in an event space - each photo moment requires X # of people or a specific pose to unlock the full "look" (some kind of additional filter)

• scavenger hunt for photos

Isabelle

Event Chat Interface: Use Bluetooth to send "friend requests" throughout event, if accepted can send photos

Can then see what future events they may be going to, send photos, see photos from specific events

Easily look back at events you have attended "highlight reel" and people that attended

Anna Van Buren

Tinder for event photos (swipe right to keep photo)

Anna Van Buren

App prompts you to take a photo of someone with some characteristic "someone having the most fun", someone with cool hair", /// group source candid photos

Anna Van Buren

gamification element where attendees earn points for contributing to documentation efforts, such as sharing notes, photos, or summaries. These points can earn incentives such as cheaper tickets

Anna Van Buren