Group 10: Class Activity 3 - Team Project Ideation

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# Part 1 (~45 minutes):

There are four sub-parts to the task. Invest more time in the first part (individually share a few ideas that you would like to work for the project). Later this week but before the next class, focus more on Steps 1 — 4 (2-3 can be swapped):

1. Individual: Idea generation for the project
2. Team: clarify problem definition and constraints in your group
3. Team: share (multiple ideas per person) and critique​
4. Team: come up with **a few** (not only 1) polished ideas (possibly with design space mapping)

## Step 0: List down major ideas discussed in your team. Remember, the project theme is “Supporting a Caring World”:

### Individual Ideas:

**Tyler:**

* School
  + Virtual Education Planner / Online Counselor
  + College Degree Planner Updated
  + Job Career Tool
* Lifestyle
  + Find Parking
  + Tax Tool
  + Financial Advice Manager
  + Budget Tool
  + Crime Rate Map (Better Version)
* Healthcare
  + Remote Health Manager
  + Health Assistant
  + Petcare Assistant

**Andre:**

* Community
  + App that helps people donate money to people that are homeless and are dealing with poverty
  + App where we can deliver things and objects to people that are dealing with poverty and homelessness
* Environment
  + App that tracks on how many trees and plants are available enough for the environment
  + App that helps people donate money to other people that will use it to buy resources used to take care of the environment

**Leilah:**

* Family:
  + Family calendar app
  + Family member tracker (Life 360, Find my Friends)
  + Child caretaker/Babysitter app
  + Pet caretaking app
* Education:
  + Substitute Teacher App
  + College Course Search App
  + Social Media App for Colleges(?) (Discord?)
* Lifestyle:
  + Crime Rate informed Navigation App
  + “Fun Fact of the Day” app (a fun fact from topics of the user’s choice displayed on the user’s phone 1st thing in the morning)
* Community:
  + Handme-down app (users can post items of clothing for community members to see if they no longer need that particular item of clothing)
  + Invitation mobile app (Evite?)
* Food:
  + Recipe Sharing/Social Media App

**William:**

* Gathering/Event App
  + Family
  + Community
* State/Federal Level Expos
  + Showing tech
  + Job Recruitment
  + How to pay taxes 101
* AI chatbot development - education related
  + Finance
  + Events
  + Possible mentor/ idea suggestor

**Marie:**

* Live transcribe with speaker diarization for people with hearing disabilities
* Financial education app for students or people in general (teach money)
* Petsitter finder near you
* Family tree website formatter
* Neighborhood safety map (?)
* Pet health insurance matching app?
* Health monitor for senior people who live by themselves

### **Final Idea: Crime Rate Mapping Platform**

For each idea that you want to share with us, think about the following questions carefully:

## Step 1: Define the problem space

1. What is the problem? **How does it align with values of care?**

In order for people or members of communities to care for one another, they must first feel safe. In places like San Francisco, there are areas with a wide range of crime rates. Those with higher crime rates are typical areas to avoid, especially if one is looking for housing, traveling and exploring, or simply out and about. People have trouble locating and navigating around dangerous areas as current crime rate tools are inaccurate and hard to use. If one finds themselves in an unsafe environment, they will naturally become defensive and less likely to “care” for others.

1. Why is the problem a problem? That is, why is this problem significant?

Nobody wants to feel unsafe and potentially dangerous situations should be avoidable and made aware to people. Uninformed people may find themselves in uncomfortable or dangerous situations simply because they’re unfamiliar with the area. In order for people to remain informed about their surroundings, they need to have easy access to accurate information.

1. What are the attributes of the problem? Think about what factors are involved in the problem – use this to create a design space mapping.

* Lack of adequate tools to locate unsafe routes or areas
* Current navigational tools don’t have a feature that maps crime rates
* People are uninformed of criminal activity around them
* Lacking a sense of community
* Small crime news is usually hidden unless social media blows it up
* High degree of homelessness can attribute to unsafe areas due to higher usage of drugs around the area

1. Is there a tangential or closely related problem space that your design could address later on?

* High crime rates
* Bystander effect
* Awareness of different types of crime (violent crime, property crime, white-collar crime, organized crime, consensual or victimless crime)
* Homelessness (safer areas will attract more money to come buy houses thus force the city to move/take care of the homeless people.
* Build more infrastructure in areas with less crime rate = more homes/jobs for people

## Step 2: Think about your users

1. Who are your primary users? Are there secondary users (someone who will be involved but not as much as your primary users)?

Primary Users:

* People of all ages (that have a smart mobile device), genders, abilities, economic standings, races, etc.
* Members of neighborhoods/communities (urban and suburban)
* People who like to be outside, explore, and travel
* People looking for a new place to live
* Homeowners

Secondary Users:

* Police Officers/Law Enforcement
* Home/Residential Construction Companies
* City Councils
* Travel Agencies
* Homeless shelters

1. What do you need from your users to be able to think about the design space?

* What kind of information do these users need or expect to see when they open our app? Why would they download/use our app?
* Where they are located/general area for notifications
* Notifications on or off for updates on the areas

1. **How do you think your design idea will support your users to enact or ask for care?**

Our design idea will bring attention to and offer better access to crime rates in areas and cities around the world. Doing so will better inform and promote a safer lifestyle among our users. Our design idea will also help build a safe and supportive online community for users to help each other navigate unsafe areas or situations.

## Step 3: Designing first steps

1. What could be the potential design idea that would let you get started? Think along the lines of “minimal viable product”. Add sketches or a comic-like storyboard to share your idea.

* A platform that offers a space for people to easily view a breakdown of the crime rates and criminal activities of certain locations or areas including their current location.
* A platform that serves as a resource and help center for those who find themselves in dangerous situations.
* A platform that keeps people informed of the criminal activities around them.
* A platform that allows users to report criminal activity or post criminal activity sightings to keep community members informed and build a sense of community.

Sources of inspiration:

* Ring App
* NextDoor
* Reddit

1. How do you envision the initial design to help in the space? Effectively, what is the right thing to do?
   1. We can implement one hand design where the user is able to access all key functions with 1 hand (for phones if we decide on a mobile app)
   2. Focus on easy access to the core functions
   3. Make secondary details and actions discoverable with minimal interaction
   4. Intuitive navigation
   5. Customizable preferences and settings (notifications, privacy, text size, language, accessibility)
2. How do you know that your design works?
   1. We implement some of Apple’s core design principles
      1. Apple has some nice UI
   2. A positive response from target users
      1. Curb-Cut Effect: When users outside the targeted user group use or benefit from our product.
      2. Community members feel more informed and have a safer lifestyle.
   3. Number of users/the popularity of the platform

# Part 2 (~15 minutes):

Prepare a single slide or a page to share your ideas with the class. One or two of you will share what you all discussed, and the rest of the class will critique (provide feedback).

You are expected to iterate on the design over the week. Next week, you will deliver your first submission for the project (Milestone 1) which will involve the finalized design idea structured along the questions listed above.

Note: not all of the teams will get to present today (Feb 13th). We will run a wheel to randomize who will present but all teams will submit this document (converted to PDF).

### [Group 10 Presentation Link](https://docs.google.com/presentation/d/1kMpPrfT_pposBBhpfB4NDPM0Hdp17XPIZKnLH882BYU/edit?usp=sharing)

## Submission:

Address the questions above to share your idea. Convert your submission to a PDF and upload it to Canvas. It is the team captain’s responsibility to ensure that the PDF is uploaded.

Along with the PDF, upload the slide that you plan to present to the class.